

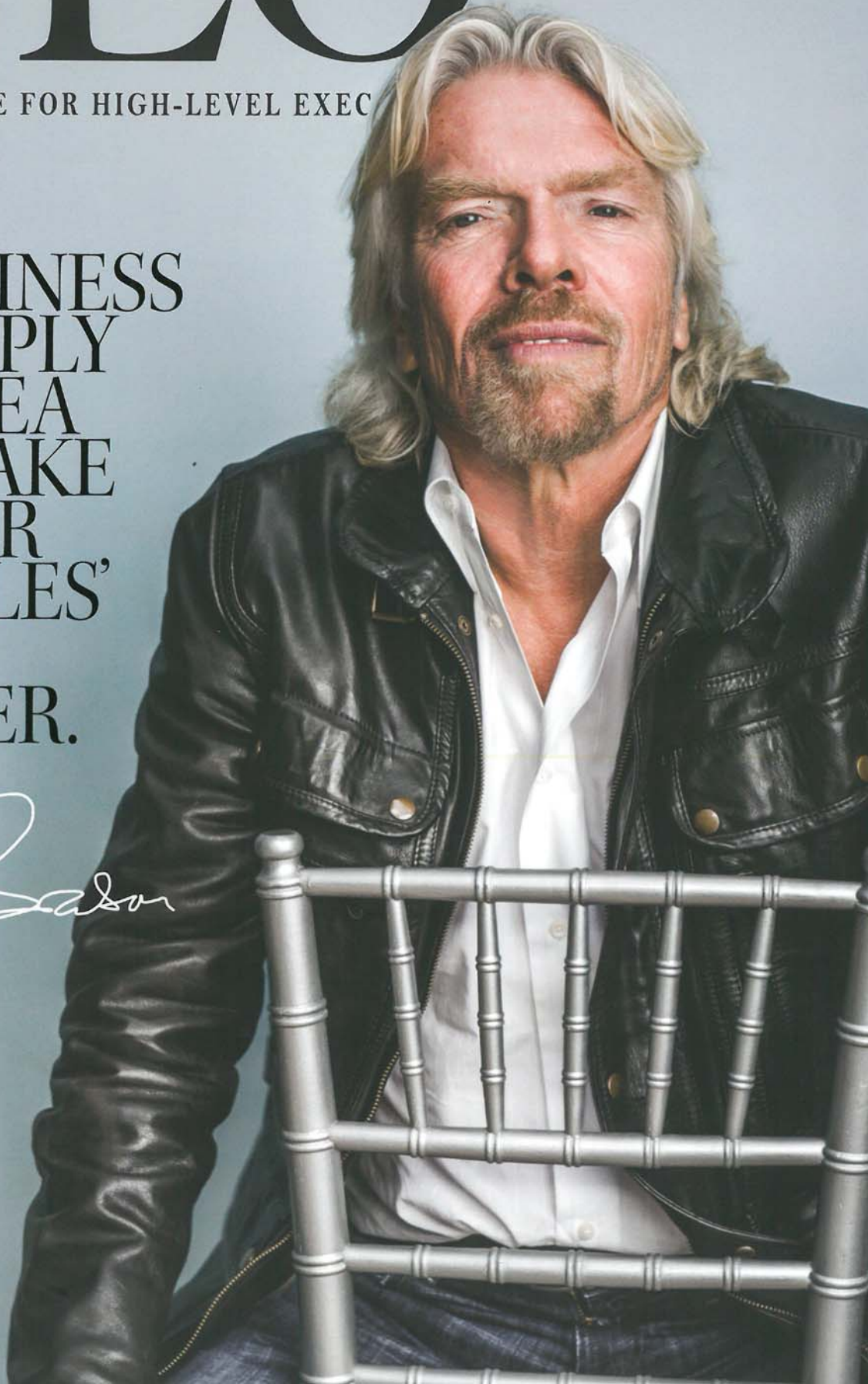
CEO

THE MAGAZINE FOR HIGH-LEVEL EXEC

ONE ON ONE WITH
BRANSON ON HIS
PRIVATE ISLAND

“A BUSINESS
IS SIMPLY
AN IDEA
TO MAKE
OTHER
PEOPLES’
LIVES
BETTER.”

Branson



Designed to delight

After successfully building a fashion empire, Snehdeep Aggarwal is constructing a new integrated city that will positively impact society.

IMAGES BHARTIYA GROUP

Even as a boy, Snehdeep Aggarwal — founder, CEO and chairman of the Bhartiya Group — knew he had the entrepreneurial spirit. “I borrowed AU\$100 from my father and I started a business because I wanted to be an entrepreneur,” he says.

“At that time, it was just to prove to myself that I could make it happen but of course I needed to find something I really wanted to do. Whether I work for myself or not, I am quite entrepreneurial in my genes, so I said, ‘Okay, I will start a business,’ and with that little seed capital I started a company making hand-knotted carpets.”

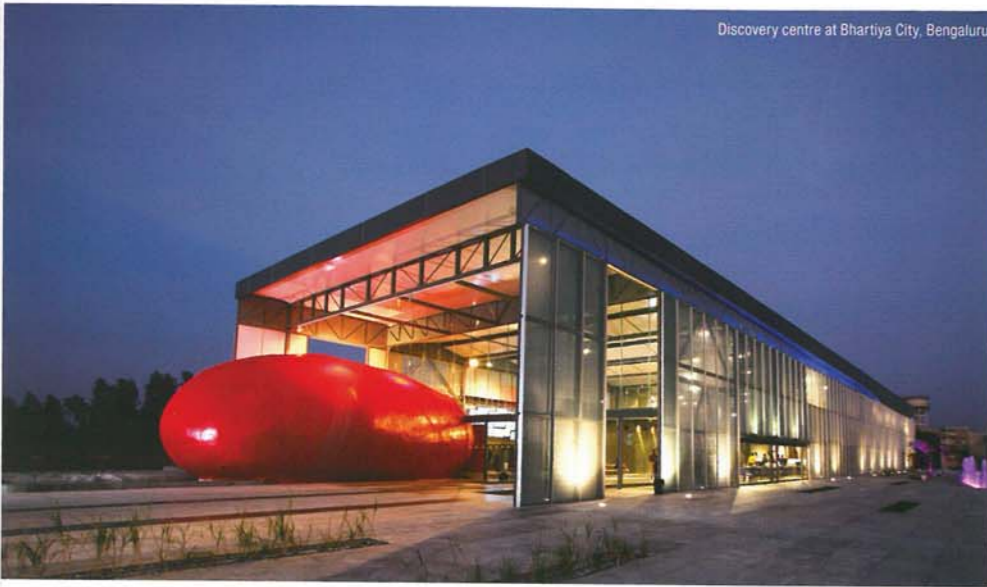
The business was doing well, but after eight years Snehdeep felt that he had hit an impasse. “We reached a level where we were quite large and there was no place to grow,” he says. “It was a very traditional cottage industry, it was all done by hand and so it took so long to make just one carpet on the loom — anywhere from two months to one year. Plus, the overall size of the business was limited in India. At that time, 99 per cent of the business revolved around exporting, because the carpet market in India was very small. I understood international sales and marketing very well >>

BHARTIYA

Name Snehdeep Aggarwal
Company Bhartiya Group
Position Founder, CEO and Chairman
HQ New Delhi, India
Employees 6,000



Discovery centre at Bhartiya City, Bengaluru



and I used to travel quite a bit, so we were looking for a new line as a platform, which had more exports in the world market.”

Snehdeep then hired a young girl who would change the business forever. Unable to expand the carpet business locally, she suggested that it look into manufacturing leather clothing. Snehdeep knew that it would be hard to compete with the huge factories in China that had been set up by Taiwanese and Korean business people. “I always thought that you should not

compete in the market; you should always create a business model that is very distinct to you and shows that you can create extra value in a business,” he says.

The other factories were basically just taking an order from a brand or a retailer and converting their design into a product. Snehdeep decided that his point of difference would be that Bhartiya would create and source its own designs. “We differentiated ourselves from just being a producer and became a manufacturer. This was a

“The guiding principles are how we can make a richer community, how we can bring families together and make them happier.” - Snehdeep Aggarwal

great differentiator, and actually enabled us to have better margins, and create extra value in the business. So our profits were better than the rest of the industry and at the same time our customers saw the extra value that we could give them, and that’s how our business grew exponentially. In the first seven years we became the largest company in India in that category.”

That business is now so successful that Snehdeep has been able to step away from it and let it run without him. What he did next is nothing short of extraordinary. “I decided to go into the development business — without doing small developments first, though. I decided that we would build a city,” he says.

Snehdeep bought 125 acres near Hebbal in Bengaluru, and set about designing and building an integrated city called Bhartiya City. Designed with a commerce focus, the city will have workplaces, including an IT park for 45,000 employees, as well as areas for recreation, entertainment, and shopping. The city centre will also have hotels, a convention centre, and more retail outlets. “We agreed that people must live in a city, so we decided to design homes. When designing the homes, we thought about how we can enrich peoples’ lives. The guiding principles are led by asking how we can bring families together and make them happier, and how we can give people an opportunity to enhance the cultural aspect of their life.” ■

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EMIL CERAMICA

At Emilceramica we have a passion for design. Our aspiration is to help architects and professionals to create new life spaces from their imagination. Since 1961, Emilceramica has utilised its Italian design and craftsmanship to create new surfaces. Our ultimate goal is to complete projects on time and to the desired quality, and the whole company is ready to help achieve this, from product design and selection to logistics and on site assistance. We exist to enable people to turn their creative vision into reality and transform the world around us.

Bhartiya City project is a major milestone for us, because Emilceramica has the chance to put into practice its extended service for the first time in India. Emilceramica provides assistance throughout the entire design process, from designing customised products and after laying maintenance, to training local managers in laying procedures, and shipping and warehouse organisation. We are proud to be chosen as a partner for this very ambitious project, and look forward to demonstrating our ethos, that, “our work ends when our customer is really satisfied”.

