

“I have been part of all major moves that Emami has made”



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1 THE JOB: I love my job. In fact, I have grown as a person as well as a professional with this organisation. When I started my journey with Emami, the turnover of the company was not even 1% of what it is today. From major business strategies, company diversification, new product launches to expansion plans and export strategy – I have been part of all major moves that the company has made since my joining. This gave me a tremendous learning opportunity and I enjoyed and continue to enjoy every bit of this process of strategising, implementation, the successes and even failures. Moreover, I consider myself blessed to have supportive superiors and team mates which make my job all the more enjoyable. I quite dislike when people make unnecessary gimmicky presentations to impress others and score a personal point. I prefer to keep things simple, straightforward and to the point.

2 THE WEEKDAYS: Every new day is like a fresh beginning, full of

challenges and opportunities. After my regular morning prayers and a light breakfast thereafter, I tend to catch up with the day's news from the morning newspaper. Then it's time to head for the office. I am in office normally by 10am and put in at least ten hours on an average daily. I am a meticulous planner, as I believe good planning is necessary to manage time and use it meaningfully. I believe “Time is money”. Setting your own goals and improving your performance is a must to continue growing and create benchmarks.

3 THE WEEKEND: I love to catch up with my friends during the weekends as well as spend quality time with my family. Weekends are totally dedicated to “gup” or “adda” sessions. A free flow of conversation, thoughts and ideas with my friends and family really relaxes and rejuvenates me for the week ahead. Sometimes, I also watch Bollywood movies.

4 THE TOYS: Though I am not a gadget freak I like to stay connected through Android phones or my BlackBerry

5 THE LOGOS: I don't have any particular fascination for brands. I am a sober dresser and like to wear clothes that I am comfortable in.

—As told to Banasree Purkayastha

