

Rane Group – so much goodwill!

IT WAS EASILY one of the best organised functions in Chennai in recent years: the Platinum Jubilee celebrations of the Rane Group. The large turnout was a testimony to this.

The Rs 2500 crore business group engaged in the auto sector has been known for its sustained growth built on strong value systems. From trading automobiles, founder Ganapathy Iyer handed the mantle to the son-in-law L L Narayan and son T G K Raman. The foundation laid by these men helped build a strong edifice by LLN's sons Babu Lakshman and Ganesh and now by the fourth generation, scion Harish.

MRF's Mammen Mappillai used to call LLN as the London London Narayan for the close relations he built with leading component manufacturers of Britain through frequent visits.

The group opted to present two tall business leaders, Tatas' B Muthuraman and TVS's Suresh Krishna. Both provided

vignettes of management principles and not just the customary eulogies.

Muthuraman had a lot to draw from the experience of Tata Steel, now on its 104th year. He pointed to the ability of built-to-last companies to keep the employees motivated and energised. "This was made possible by allowing people both the freedom to work and the freedom to fail; and by setting stretch goals for them. It was also important for the organisation to fight for the oneness of the society rather than its profits," the Vice Chairman of Tata Steel said.

Sundram Fasteners' CMD launched the book: *Rane Story - A journey of excellence* by V Sriram. Krishna said that the dharma of a company is to raise the living standards of its people and help them realise their dream. He commended Rane in doing this for all its 5000 employees.

IE and its predecessor *Mobile* have been covering Rane for close to 50 years and wish the group race towards a billion dollar turnover in double quick time.



Rane Platinum Jubilee (L to R): L Ganesh, Suresh Krishna, B Muthuraman, Babu Lakshman and Harish Lakshman