

ठाणेवेभव
KYT
KNOW YOUR TOWN

Editor - Milind Ballal

WALK THE TALK

WITH KYT

KNOW YOUR THANEKAR

Know Your Town will bring you every week a celebrity Thanekar who has made a mark by excelling in his profession or by his contribution in any field may be arts, science, commerce or for that matter social responsibility. We will showcase these Thanekars who can inspire many and make the city proud. You can also interact with them..

FIRE-FIGHTING SPIRIT!

Gejjanan Harlinkar



MR. MIHEER GHOTIKAR
DIRECTOR
HD FIRE PROTECT

Don't chase customers, chase excellence instead.

People judge your products by the way you are dressed.

Prepare yourself to run a marathon instead of sprint.

Being a part of ISRO was a pride!

Nikhil Ballal speaks with Miheer Ghotikar whose company supplies fire fighting products.

A Thanekar's participation in launching ISRO is indeed a great moment for the entire city. Tell us about this prestigious assignment.

MG-We are very happy as well as deeply humbled to have had an opportunity to participate in this Grand National project. India's biggest Rocket, Geostationary Launch Vehicle (GSLV) Mark III-X was successfully launched on 18th December 2014 from Sriharikota by Indian Space Research Organization (ISRO). Our company's Varsha master stream nozzles were used for excessive sound suppression during the launch. Acoustic sound suppression was developed by ISRO in order to suppress large decibel sound by attenuating noise using water quenching method. Selection of HD Varsha Nozzles was made to ensure that water jets from all ends meet at the definite points of launch pad. Extensive performance tests of Varsha nozzles were carried out at our factory in Jalgaon. The successful launch was a feather in our cap.

How could you achieve this remarkable growth?

MG-It is only because of great team effort. We have an amazing bunch of people who continue to work hard and make us reach pinnacles of success every day. Personally, the Owner/President Management Program, which I completed at Harvard Business School helped me gain deep insight and develop long term vision to manage and expand business. When we joined the business it was lacking an organized structure. I firmly believe that every business should have a structure while as the organization grows, the structure with roles and functions has to be realigned. |

These days it is difficult to get quality employees and then more cumbersome is to retain them. How could you develop a good team?

MG-It may be Customer First for others but for us it has always been Employees First! We try to provide a great working environment for our employees while it has been our constant endeavour to create a culture of trust and teamwork for everyone. Today there are many employees with us, who had started right from inception. We have a record wherein, in last five years no one has resigned due to dissatisfaction of work. Also those who resigned due to other reasons have not joined our competitors.

It is not so easy to win confidence and get acceptability among employees, especially senior employees. But I never tried to command and always worked to achieve it. We never peep into their cubicals to micro-manage but keep a track on their performances by MIS. We also involve them in every important discussions, major decision making and cross-functional tasks. Like many employees who aren't part of marketing join us at trade shows and exhibitions. This gives them wider exposure and sense of belonging towards the organisation.



Gajanan Harinkar



You have exponentially increased your exports in past seven years. How did you achieve it?

MG-I am happy that we have increased our exports supply to over 56 countries. Out of those I have visited 32 personally. We recently received Export Award at 4th Edition of India SME Banking Conclave 2015. To compete with some big companies like TYCO International was a challenge. We decided to focus on niche and specialized products such as deluge systems, fire sprinklers, alarm valves, monitors and nozzles, bladder tanks, foam concentrates and few others. Our products are mostly used in power plants, refineries, ports & terminals and aviation industry, specially wherever there is flammable fuel storage area and high-risk handling.

What is your success formula?

MG-Don't chase customers instead chase excellence. Endeavour to achieve 360 degree business excellence. Not only is it important how we present products but also how we present ourselves. It includes our packaging, product literature, maintaining our office and ourselves too. Dressing sense of a businessman is very important. People judge your products by the way you are presenting yourself. Our dealers from all across the world feel happy when they visit our office and factory. We have enhanced our factory not just to manufacture best products but with a vision of building a world-class set-up having lean, high performance, safe and defect-free environment.

You are young what would you advise budding businessmen?

MG-Prepare yourself to run a marathon instead of sprint. Think long term. Balance work and personal life. Have risk appetite but keep achievable goals. And lastly don't give false commitments.

FIRE- FIGHTING SPIRIT!

