



## DEEPAK JAIN

Building a name others respect

**D**eepak R Jain is a second generation entrepreneur, but first generation in terms of his innings in the media segment, and both first and second generation terms of rebuilding a footprint in the hospitality sector. He has a plan on Special Economic Zones too and as the situation emerges he is preparing himself to act on the opportunities. All these businesses would provide comfortable synergy to each other, especially through his flagship real estate business. Already, being an experienced player in the real estate segment, he will be able to establish the new businesses, perhaps, at a much lower cost, besides building synergy across the new verticals. "That is my aim," Mr Deepak says, adding: "I will enter into only those areas, which have enough synergy and are strategically important for my overall business developments."

Well-calculated Mr Deepak is also a thorough corporate executive, even while being a principle promoter, thanks to his learning from the campus of B-school and the business world as well as his inheritance from his father, Mr Rajendra Jain a legendary builder in Mumbai. Now he has a clear blueprint in mind about what he ultimately wants to do. His ardent spirit of entrepreneurship and uncompromising professionalism go together. One like Deepak, with a Graduation in Commerce from Sydenham College of Commerce & Economics and MBA in Marketing from Narsee Monjee Institute of Management Studies, would have definitely become a corporate executive working for others' companies. Mr Deepak himself had been a corporate executive once, before getting himself set on entrepreneurship.

Though the real estate business has

come onto his business canvas by inheritance, he did a lot for building a charismatic brand identity for his business under the name Harmony Lifestyles and transformed the group into a savvy next generation business house. In many ways, his is an exception to an average real estate company, which usually wields local clout and political patronage. But, away from such tradition, Mr Deepak knows that there are ways for real estate companies to stay atop the gallery.

His passion for building an identity that is as respectable as the name of the TATA in every business he looks for footprint has forced him to polish his professional skills, make best use of his talents and resources and seize the first opportunity.

While commanding a disciplined organization, he is never stingy of praising his subordinates, the greatness of his colleagues and sincerity of the project team. He wants a professional board capable of reflecting on business prudence, suggesting infallible ideas and that is smart enough to guide the group to face newer challenges. A Senior Consultant with the York Group, an international marketing and consulting organization with a presence in 24 countries and focus on technology sales, Mr Deepak has considerable global exposure and micro level knowledge of operational systems of a typical real estate firm. In fact, he knows the top and bottom of a corporate entity as well as operational systems and procedures of an average Indian company. He has adopted the best of the practices of the corporate world and made best use of what he learned from his father. Harmony Lifestyles Group achieving ISO 9001:2000 Certification for maintaining high standards of Quality ►►

Management Systems and processes speaks for him.

He founded the Group, with a dream to build on it further through adopting appropriate business models. There may be needs of different strategies for different businesses and often for core business too. For example, once an established real estate development company's land bank is used up and lands in chosen region become prohibitively costlier and unviable for acquisition, it has to search for a workable business model.

For a learned business man with knowledge of the evolving market and sagacity to cash in on opportunities around, any level of self-assurance is just reasonable. While being optimistic of building a conglomerate having sound synergy within, Deepak has also factored all market-risks to an enough extent into his calculation. "I have been through the best and worst of times," he says referring the up and down turns in the real estate market. In fact, the last year's down turn in the real estate market helped his business get once more immunized against future shocks. Last year, when the real estate market was passing through its worst fear his group simultaneously spearheaded with three projects such as Harmony Horizons, Harmony Apartments and a redevelopment project in Kandivili on Mumbai. As Mr Deepak made his group a debt free

entity, it did not have any nervousness upon the downturn. Now Harmony is planning to embark on two ambitious projects such as an International Eco-friendly IT Park in Thane in the neighbourhood of Harmony Horizons and a retail-cum-commercial project in a premium location at Borivali, Mumbai. Collectively these will involve development of roughly a half of a million square feet.

As a part of his growth strategy, recently he has bought majority stake in INK Business Media Pvt Ltd, a B2B marketing and communication firm with expertise in organizing international conference and exhibitions, B2B media, business events and promotions for companies and trade bodies eyeing Indian markets. Though apparently, the new businesses interest may look vastly diversified, it will ultimately maintain harmony within the group not only at the brand level but also in synergetic view points.

For Deepak, all the businesses are well within his knowledge domain. It may be recalled that Mr Deepak has been pioneer in building convention centre. In the year 1997, he launched Harmony Cyber Convention Centre, Mumbai's first modern convention centre, offering the pomp that even India's more globalised business of today looked for. Built for future India, Harmony Cyber Convention Centre

with features at least two decades ahead of time characterized his right understanding of changing India. He also has foreseen opportunities in the changing atmosphere and dressed himself up with acumen to be at the very place he desired. His latest entry into the media segment has many things to do with that pioneering business model.

Unlike most of the second generation entrepreneurs, he got into his own business before getting ready to ride on his father's smooth legacy. He did not need to depend heavily on others' feedback to read emerging business potential in the rapidly changing India at the right time. He learned how to handle the old business in the new environment and where are the scopes for improvements. There are many roads less traveled, he understood. If one chooses any of the less traveled roads and willing to take challenges head on, he can have no excuse for non-performance. The way ahead indeed would be more flourishing for this soft-spoken business man, thanks to his sound knowledge of what he plans, new strategies and determination to build a conglomerate. A business man with eyes on thriving segments, very much a family man too, he sees every laurel adding to his challenges and every well-wisher assigning him with new task of rising to their expectation. ■