

GREATEST BRANDS & LEADERS 2021

ASIA-MIDDLE EAST-AFRICA



INDIA INR 200
 UAE AED 50
 SINGAPORE S\$ 30
 HONG KONG HK\$ 30
 QATAR QAR 50 | KUWAIT KWD 2.0
 OMAN OMR 1.5
 BANGLADESH BDT 500
 SRI LANKA LKR 1000
 INDONESIA IDR 50000 | RMB 30



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EDITION**
→

AMIT KHEMANI

GROUP VICE CHAIRMAN, KHEMANI GROUP

Mr. Khemani joined the family business of distilleries and brewery at a young age and led it to become one of the biggest distilleries in India. It all started after he went to the USA for completing his studies. He pursued graduation with double major degrees in Business Management and Communication from Curry College, Milton, Massachusetts, USA in 1998. Thereafter, he underwent Professional Training in Sales and Marketing at Student Advantage, Boston, Massachusetts, USA and worked as a management trainee at Merrill Lynch, Columbia, South Carolina, USA. Later, he joined the family business as a Management Trainee in 1999.

A LEADER IS BORN

After gaining adequate knowledge and experience in production, planning, sales and marketing, Mr. Khemani assumed more responsibility. He started with the expansion of the group which began with the acquisition of Blossom Breweries Limited and then Perfunova International Ltd and Hariraj Cosmetics. After putting in years of hard work and leading some big acquisitions, he was unanimously elected by the Board of Directors as Managing Director for Blossom Breweries Limited and Perfunova International and he was later elevated as the Group Vice Chairman in 2019.

Mr. Khemani is a leader par excellence. He uses a distinguished style to lead his team and ensures that the team delivers. "I prefer giving space to my team of professionals to share their views so that they feel empowered, valued and unified to the cause of the Group. I follow the principle of co-operative management system where all major decisions related to capital investment or introduction of any new brands for the company are taken in consultation with the senior executives of the companies." This is Mr. Khemani's way of leading taking everyone along on any important decision. He considers all his senior executives and professionals the important pillars of the organization and their inputs are always given due respect and consideration. Mr. Khemani believes in having strong interpersonal communication across teams that helps in creating a conducive environment for positive results. "I am approachable at all times," he shared. He follows an open-door policy where he is always available for his team members. All this and more are the traits of a true leader



that Mr. Khemani displays.

THE GROWTH TRAJECTORY

Under Mr. Khemani's leadership, Blossom Industries Limited became a profitable venture. The production, sales and PBT of Blossom Industries Limited increased by almost 100 per cent. The company also introduced its own brand of beer. Mr.

Khemani was also responsible for initiating a strong relationship with Vini Cosmetics Private Limited which was the foundation for the production of aerosol perfumes and deodorants. This association is what led to the establishment of Perfunova International Limited under which the brand of body sprays called FOGG was launched. Mr. Khemani is also foresighted as displayed by his vision to



AMIT KHEMANI

AIMING HIGH AND SOARING HIGHER

At the nascent age of 22 years, Mr. Amit Khemani joined the family business of Khemani Distilleries Limited. Since then, he has been the pioneer of many path-breaking initiatives and programs at the firm. He has led the company into newer verticals, modern technology and overall business growth

BY SONAM GULATI



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build a captive Co-gen Power Plant of 3.75 MW based on agro waste Bio-Briquette. This resulted in saving fossil fuel and giving opportunity and social benefit to farmers and locals alike to generate money from the waste in nearby area. Under his dynamic leadership, the Khemani Group was able to introduce a new technology programme that employed the use of software to monitor production and distribution.

His business acumen and knowledge of finance helped him in making efficient budget analysis that led to appropriate utilisation of opportunities for growth and profit. He even introduced BTL activity plans to a variety of functional departments within the organization including financial modelling to predict sales uplift, promotional volume, and ultimately overall spending, calibrating promotional mechanics based on post-promotional research and making recommendations to the marketing department. Mr. Khemani is always at the forefront of innovations at every business decision. He was the brain behind introducing new brands of alcoholic beverages by covering the entire portfolio like whisky, rum, caferhum whisky, vodka,

gin, etc for domestic and export markets. He is always personally involved in many initiatives for the establishment of new brands, brand promotion, exploring new export markets for overall business growth of the group companies.

Under his guidance the company has won many awards. Last year, its beer brand 'Tag'irm won the Best Packaging Award for (Metal Can) TAG Premium Lager Beer 2020 by Inspirit Ambrosia. Khemani Distillery won the Best Distillery Award by Inspirit Ambrosia in 2019. In the same year the company also bagged two awards for its CSR efforts – Platinum Award in CSR and Gold Award in Environment by Apex India CSR Excellence Awards

MOVING TOWARDS A BRIGHT FUTURE

It is his vision to launch even more brands and enter overseas markets in the next two years. "This would definitely add to the excitement in the growing alcoholic beverages markets. It is well known fact that it would be very challenging task to make an entry with new brands in Indian and overseas markets and to compete with series of established brands but I am confident that our new products with extraordinary expressions will definitely attract and delight consumers," he shared.

But that is just the short term goal. In the long term, he has big plans. I have always felt that our group should be top 3 distilleries in India." He aims to achieve this milestone over a period of next 5 years and for that he plans to enhance the firm's turnover by over 50 per cent. His untiring work and big dreams stem from what he has seen as a child. He has seen his father putting in day and night for this company to make it soar higher and that's what he also strives for. His father, Mr. Ashok Khemani is his role model. He derives inspiration from him to take more risks in business to form new businesses, new alliances and enter newer markets.

Being a leader doesn't mean that you know it all, it just means that you're always open to learning new things. Mr. Khemani is a prime example of that. He always tries to learn and observe his team mates and gets boosted by their sincere efforts. "My inspiration is my work which I do and enjoy my work for the growth of my business. In short, work is worship and doing good work for the company is the inspiration," he asserts.