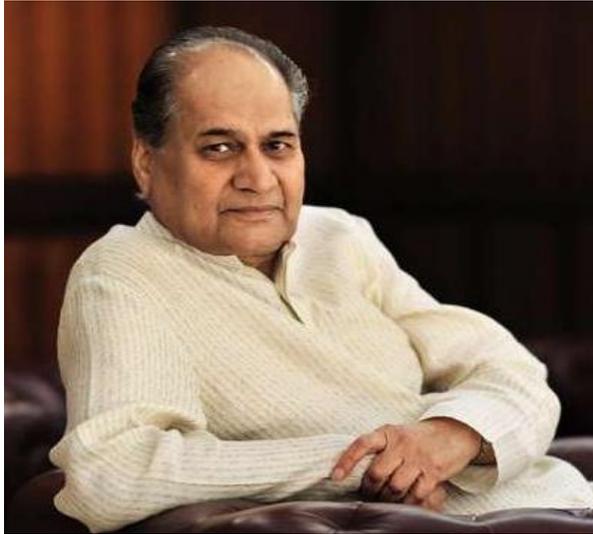


## alumni **Rahul Bajaj**, in Outlook's " India's 50 Greatest CEOs Ever"

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insurance, financial services and iron and steel.



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**Forbes Billionaire List 2016**

**net worth USD 3.86 billion**

### **Rahul Bajaj**

BA Eco Hons 1958 St Stephen's  
Chairman  
Bajaj Auto Ltd

A distinctive feature of the Indian business landscape is what may seem an anachronism to modern management theorists: the survival of the traditional family-owned enterprise. But success is its own emphatic vindication and, to sceptics, all one needs to cite is the adaptive brilliance of the native pool. For an exemplar, look no further than Bajaj Group chairman **Rahul Bajaj**, 78. The grandson of Jammalal Bajaj, a Marwari businessman-philanthropist, Rahul took over the reins of the flagship company, Bajaj Auto, in 1965 and the entire group three years later. Under his stewardship, straddling the licence-permit raj era and the post-reforms days, the turnover of Bajaj Auto has risen from Rs 72 million to Rs 46.16 billion. Now with interests ranging beyond automobiles to home appliances and financial services, insurance, iron and steel and travel, it ranks among the top 10 business houses in India.

Armed with a quiverful of degrees, Bajaj managed to establish several manufacturing units during the challenging pre-reforms days itself. Back in the 1980s, Bajaj Auto was a top scooter producer and its Chetak brand was famously said to have had a 10-year waiting period. Bajaj, known for his outspokenness, started as the head of the famous Bombay Club, which opposed liberalisation. Indeed, the entry of foreign players, the rise of rival Hero Honda and a shift in consumer preference for motor-cycles hit Bajaj Auto sales for some time.

The recession and stock market collapse of 2001 also hit the company hard. But it reinvented itself with Bajaj Pulsar motorcycle, backed with R&D, a world-class factory in Chakan, Maharashtra, and the old Ba l c l " x k t v w g u < " c h h q t f c d k n k v { " c p f " f w t c d k n k v {  
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alumnus **Samir Jain** in Outlook's "India's 50 Greatest CEOs Ever"

In the 1990s, **Samir Jain** brought in his corporatised approach with an unabashedly growth and profit orientation, defining media as a consumer product.

**Today BCCL revenues exceed R 9800 crores with 10,000 staffers**



**Bennett , Coleman & Co. Ltd**  
**BCCL**

revenues R 9800cr  
plus  
10,000staffers



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**Samir Jain**  
**BA St S t e p h e n ' s**

**Samir Jain** belongs to the Sahu family is current Vice Chairman of India's largest media group, Bennett, Coleman & Co. Ltd, parent company of *The Times of India* .

When they called it the Information Age, it was supposed to be about a technological leap—away from the old, towards the digital, a deep McLuhanian shift in the mediums through which the world made sense of itself. No one perhaps expected how much traditional media would come to coopt the new and accumulate more power and mindspace. The rather reclusive media potentate, **Samir Jain**, exemplifies this. **Vice-Ch a i r m a n o f B C C L** , largest media company, since 1982, he turned *The Times of India* into the *most widely-circulated English newspaper in the world* .

Its wide territories, which he manages with younger brother Vineet Jain, resemble a subcontinental map—**over 50 cross-country print editions in English, Hindi, Marathi and Bangla**, besides **two TV news channels and entertainment channels on radio and TV**.

It was in the 1990s that Samir Jain brought in his corporatised approach with an unabashedly growth and profit orientation, defining media as a consumer product, going for strong "branding" techniques, using extensive market feedback, trying to cater to the widest possible array of readers. The English daily would be a window to the world for non-metro readers, and city audiences got a big slice of local life—trends widely mimicked. BCCL also set no "group-wide" position on issues—under its umbrella, *Tol*, *Navbharat Times*, *Times Now* and *Economic Times* all pursued their own readership's interests .

To him is also attributed the slow fading out of celebrity editors, the only exception being Arnab Goswami, whose medium dictates such terms. "Samir Jain wanted an editor who's neutral—not tied to an ideology, a cause or a party," says Ravi Dhariwal, former executive director and CEO, BCCL. ...That's why he chose Jaideep Bose, in whom *Tol* has an excellent editor."

Jain too, perhaps apocryphally, never gets himself photographed. Even the New Yorker couldn't get a hold of him some years ago for its report on how print survived the online onslaught in India. .

# alumnus **Sanjeev Bikhchandani**, in Outlook's "India's 50 Greatest CEOs Ever"

Quitting a corporate job, Bikhchandani started Info Edge and Indmark, y q t m k p i " q w v- " q h " c quarter for which he paid his dad Rs 800.



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## **Sanjeev Bikhchandani**

BA Eco Hons 1984 St Stephen's  
Founder and Executive Vice Chairman  
Info Edge India Ltd

**net worth R 4285cr**

Ucplggx"Dimjeje p f c p k u may be our classic modern fable ô a norm-defying childhood dream, a long and lone struggle, and then a leaping success. As a 12-year-old, when most boys dream of fighter jets or gladiatorial sport, Bikhchandani dreamt of becoming an entrepreneur. He navigated through the economics-plus-MBA route (his parents wanted him to become a doctor or engineer) and quit a well-paying corporate job while still in his 20s. Pursuing an independent business, he started Info Edge and K p f o c t m . " f g x g n q r k p i " v j g o " y j k n g " y q t m k p i " q w v " q h One did surveys and the other was a database of trademarks; both aggregated valuable information.

If Info Edge f q g u p ø v " t k p i " c " d g n n . " v j k p m " P c w m t k 0 e q o 0 " Bikhchandani during his days at HMM (now GlaxoSmithKline), where he saw his colleagues devour *Business India*'s jobs section. His idea was simple: tap the universal interest in the job market and cash in on the lack of organised listings. The time was momentous: the internet had just arrived in India. For a long time, Bikhchandani pumped money from other businesses into Naukri.com. He lived off his y k h g ø u " klater top ob up jobs as a teacher and a journalist while still working on his own. He u c { u " j g " n q u v " v q w e j " y k v j " o c p { " h t k g p f u " c u " j g " e q

In May-June 1999, Naukri.com received its first investment and soon became the first internet company to get listed on the Indian stock exchanges; one of the few that weathered the Y2K meltdown. Bikhchandani now also runs other popular websites, including Jeevansathi.com, 99acres.com, Brij.com, Allcheckdeals.com, Naukrigulf.com, Shiksha.com and Firstnaukri.com. As of L c p w c t { " 4 2 3 8 . " y k v j " c " p g v " y q t v j " q h " T u " 6 . 4 -: 7 " e established contact with his old friends.