

JURY INSIGHTS



DR ARUN KUMAR JAIN
professor of strategy,
IM and Corporate
Governance, IIM-Lucknow

"This year's contest was wonderful because we were looking at high achievement growth companies. It was a great opportunity to learn how to make a business successfully drive into the big league"

"To come and perform in the contest is a unique opportunity and experience. It was fascinating to see the enthusiasm and commitment of companies from all over India because you were seeing India's best right now"



CHRIS MOSS
entrepreneur &
CEO, Moss & Co

"It was fascinating to meet the entrepreneurs and I think the contest was all about celebrating entrepreneurship. It was about giving them an opportunity to play on a larger platform and I loved the opportunity to interact with them and share ideas"



RAMAN ROY
chairman and
managing director,
Quatro BPO
Solutions

"I think the experience was fantastic to know that such talent exists in our country. For us to think of such innovative business models that have come from nowhere and such confidence in the way they were expressing them was very heart warming"



VINEET NAYYAR
vice chairman,
HCL Technologies

INTERVIEW

Winning is all that matters

Ankit Chona, managing director, Havmor Ice Cream Limited shares his feelings on winning the contest and seeing his company logo on the F1 car



Ankit Chona,
managing director,
Havmor Ice Cream
Limited

Tell us something about your company.

Beginning in 1944 with a handcart at Ahmedabad railway station, today, Havmor has evolved into one of the largest ice cream makers of India. It is available at more than 20,000 outlets across Western and Northern India. It is all set to become a pan India brand. Havmor continues to reign in this discerning market on strengths of quality and innovation. Given our achievements, the numerous accolades coming its way hardly come as a surprise.

What made you become an entrepreneur?

Entrepreneurship is in my blood and it is difficult to think about anything beyond entrepreneurship for me. Everyday in the morning I wake up and think how to take my brand to the next level.

What inspired you to participate in the Vodafone Drive into Big League contest?

Parameters required to make it to this contest were aligned perfectly with our brand, and we thought we could be in the top position in this contest.

According to you what were the factors that contributed to your winning the contest?

I have been very passionate about my brand and our past track record has been such that it helped me in winning this contest.

How does it feel to see your logo on a Vodafone McLaren Mercedes F1 car?

It is indeed a matter of pride to be a part of one of the most prestigious events across the world and sharing association with some of the most inspirational brands like McLaren and Vodafone.

How has the contest helped you in building the image of your company better?

We have been a strong regional brand. This association will be a new benchmark to take our brand equity to the next level and this help will us gain recognition not only nationally, but also at an international level.

With many entries received nationally, Vodafone Drive into the Big League-3 turned out to be a smashing success; and one medium-sized enterprise walked away with an enviable branding opportunity of a lifetime



(L-R) Ankit Chona, MD, Havmor Ice Cream Limited (Winner 2013); Rajkumar S, founder director, Sequel Logistics Pvt Ltd (Winner 2012); and Suphal Mehrotra, vice president, National Corporate, Vodafone Business Services

A BRANDING STORY NEVER TOLD BEFORE!

YASMIN TAJ

October 25-27, 2013 are going to be super exciting days for all Grand Prix enthusiasts in the country as it is time once again for the much-awaited Formula 1 race to take pace in India. And this time around too, it is the turn of one lucky mid-sized enterprise to flaunt its name and logo on the Vodafone McLaren Mercedes race cars at the Indian Grand Prix in October, 2013.

THE OPPORTUNITY

For most mid-sized companies, marketing and creating brand awareness is a major challenge. The leap of going global or even national entails monumental marketing cost hike and is unviable without steady financial backing. If the problem of cost was alleviated, such enterprises would gain unlimited benefits of branding. Today, many mid-sized enterprises have started utilising the tools of online marketing to achieve this end. Increasingly, trade requirements are being searched on

the Internet, and having a web-presence provides a company with a 24-hour reception desk for inquiries. Still, traditional media such as TV and print provide a more powerful means of branding, which is invaluable.

Acknowledging this significance of branding for mid-sized enterprises, Vodafone's Drive into the Big League attempted to provide deserving mid-sized enterprises, from all over India, a chance to make their mark in the world mar-

Print Partner
THE ECONOMIC TIMES

ket. Vodafone Drive into the Big League-3 is part of Vodafone's strategy to partner medium-sized enterprises in their next phase of growth and help them take their brand to newer heights. The telecom giant offered a worthy mid-sized enterprise a chance to display its company logo on the Vodafone McLaren Mercedes cars driven by Formula 1 champions Jenson Button and Sergio Perez, and shine beside global brands such as Vodafone, Mercedes Benz, Johnnie Walker and Mobil 1.

Participation was simple. All mid-sized companies with a turnover between Rs 100 crores to Rs 500 crores were eligible to participate and had to simply fill out a contest form, mentioning an innovative idea they used to increase business efficiency. Based on these submissions, the jury evaluated and shortlisted 10

companies who went on to present their stories in the 'Drive into the Big League-3' shows aired on ET NOW. Over the course of six episodes, participants answered a series of questions asked by a distinguished jury comprising Arun Jain; Chris Moss; Ramon Roy; and Vineet Nayyar.

In the Grand Finale, the winner was chosen from the 5 finalists based on the answers given. Appearance in the nomination and award shows aired on ET NOW, has provided visibility to these enterprises among their peers and stakeholders in India Inc, which will no doubt open up several more business avenues for them. This optimism is compounded by the fact that the Indian Grand Prix is expected to attract millions of sets of eyeballs internationally. This means instant brand recognition all over the world.

THE ACHIEVERS

Drive into the Big League saw a plethora of entries from mid-sized enterprises in various industry verticals and from across India. The 10 finalists were Tomy Thomas, MD, Gina Engineering Company; Vinod Muthukumar, vice president, Monarch Catalyst; Rohit Sharma, director, Innovators Façade System; Nitin Shah, CMD, Allied Digital Service Limited; Ankit Chona, MD, Havmor Ice Cream Limited; Rahul Dharamshim, MD, DRL Logistics Private Limited; Arun Kharat, director, Wings Travels Management (I);

Surabhi Mittal, director - HR, Blue Cross Laboratories Limited; Akhilesh Bhargava, MD, AVI Global Plast Pvt Ltd; and Ashwajit Singh, CMD, IPE Global Private Limited.

The 5 companies who made it to the Grand Finale were Monarch Catalyst, Allied Digital Service Limited, Wings Travels Management (I), Blue Cross Laboratories Limited and Havmor Ice Cream Limited. Out of all these commendable players, emerged the winner - Ankit Chona, MD, Havmor Ice Cream Limited. By winning the Drive into the Big League-3 contest, Havmor Ice Cream Limited shares a branding platform with several international giants, effectively taking its brand global in a colossal way.

THE REWARD

The 10 participants of the Vodafone Drive into the Big League episodes aired on ET NOW have received a product hamper from Vodafone Business Services to help them further strengthen their telecommunication requirements and work more efficiently. Havmor, apart from the product hamper, also gets to enjoy a Vodafone McLaren Mercedes experience during the race weekend.

The Vodafone Drive into the Big League contest was a perfect example of how Vodafone Business Services is keeping with its fundamental intent and commitment to help small and mid-sized companies grow on to the next level and become a part of the big league.



The finalists speak

NITIN SHAH
CMD, Allied Digital Service Limited



It has been a wonderful event. It was a fantastic experience of participating in a reality show. I was second runner up. Being a part of this contest gave our business really good mileage. I really enjoyed every bit of it.

VINOD MUTHUKUMAR
vice president, Monarch Catalyst



One of the best parts about the show was that it gave a platform for mid-sized enterprises to showcase their company and share with the world their growth story. This has definitely helped my business as we are more popular than before and has helped us create a brand name.

ARUN KHARAT
director, Wings Travels Management (I)



It was a great event. Being the only one from Pune made us very proud. There was a live audience and the highly

respected judges made us feel very nervous and excited at the same time. As our company is poised to jump into the big league, this platform was the right one for an SME like Wings.

SURABHI MITTAL
director - HR, Blue Cross Laboratories Limited



I participated in this year's Vodafone Drive into the Big League Contest to represent my organisation Blue Cross

Laboratories Limited as this was a perfect platform to showcase what my company stands for - passion, speed and innovation. Though I came in second and missed the first spot by one mark, I truly enjoyed being part of such an exciting race.

Vodafone Business Services congratulates Havmor Ice Cream for joining the big league

Ankit Chona, Managing Director of Havmor Ice Cream Limited and winner of Drive into the Big League-3, will showcase his logo alongside iconic brands on the Vodafone McLaren Mercedes cars.

power to you

POWERED BY **ET NOW**

For contest terms and conditions, log on to www.vodafone.in/bigleague