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'Harmonise your work with the way you think'

Nitin Shah, CEO and Managing Director of Allied Digital, has lived the technological evolution in the country. He started out at CMC as a customer support engineer. Today, his company provides IT-enabled services to many major companies and sectors. He was involved in bringing the first PC into India. His company today serves customers from over 92 offices across the country. He received the "Entrepreneur of the Year" award in 2006 from Ernst & Young, and his name commands respect in the IT field. Reinvention is a mantra for Nitin Shah, as he takes Allied Digital from being merely a product-based company to a solutions-oriented one. He gave Your Money the lowdown on some lessons that he learned in life, and the philosophy that makes Allied Digital thrive.



Lessons from Life

Nitin Shah

process second only to the imperative dream. One needs to persevere without negotiating with one's value system. In that sense, I am obsessed with creating value. I think it's important to think

innovatively in creating values that can not be imitated easily. There is always a need to break the status quo, else stagnation kills everything.

One needs to be careful and always think into the future. Only then can one bring in innovations at the right time, with the right strategy. One must dream about future, and think of means through which it can be tackled aptly.

On money and business: Business is not about price competition; it is about cost

competitiveness. In order to turn my dream into reality, I had to harmonise the company according to my values, build a team that shared those values,

and, through mentoring, bring out the best in each one that was good for all of us. One thing that I learned from my experience, and saw being incorporated by companies like IBM, was that the erosion of wealth is inevitable when competitors grow towards cheapness.

On life's vicissitudes:

I began my career and reached this stage through perseverance, and by not passing up an opportunity to explore new things. I have relied on "value" as well as an instinctive judgment of not fighting certain realities. Rather, I learned how to think around them. Sometimes, it's wiser to give up something in the present to gain more value in the future. Little precautions and savings today can reap tremendous returns in future.

Anyone can attain his dreams, if he can harmonise his work with the way he thinks. If a person does not know what he wants and the means through which he desires to reach his goal, then he will not move ahead in life. The only way to keep growing is by continuously creating value.

On the value of dreams:

In my life, I see value as a driver to suc-