

Energizing Murugappa

Murugappa Group, the 110 year old family business managed by a consortium of cousins, is undergoing a makeover spearheaded by the group's executive chairman, A Vellayan. The group comprises of seven companies and with their numerous subsidiaries, and several joint ventures. The group has transformed itself with a new identity called Energy Unbound. The new identity signifies the group's move from "conservatism to reasonable modernism" and the changes the group has made in last few years to achieve this transition. The group has redefined the strategy of its financial services business. It has excised from its non-banking finance company, Cholamandalam DBS Finance and renamed it into Cholamandalam Investment & Finance Company, which concentrate on secured loans as a de-risk measure. The group has rationalized the processes of its general insurance financial services to boost the profits. The group has launched new products in the infrastructure business. In Tube Investments, which manufactures bicycles, tubes and metal products, the group has revamped its supply chain and forward integrated to increase the efficiency. In other group companies, such as EID Parry, Carborundum Universal, and Coromandel International the group has taken several initiative for expansions. Furthermore, through cross-sellings the group is making concerted efforts to leverage the synergies among its companies.

Source: