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■ I ADMIRE

Tata Group's integrity, understanding, excellence, unity and responsibility drive other corporates too

Subash Menon

FAIRNESS, commitment, innovation: At Subex Azure, we abide by this credo. So when I was asked which is the corporate house I admire the most, I did not have to think beyond the venerable Tata Group. Their core values include integrity, understanding, excellence, unity and responsibility and I have always admired those aspects in a corporate body. To me, the Tata Group is the corporate conscience-keeper of the country.

At Subex, where values and ethics are given the highest of ratings, we attach great importance to corporate governance. And this is one area where the Tata Group stands head and shoulders above everyone else, capped with the Tata Code of Conduct and supplemented by an ethics counselor in every group company.

Jamshetji Tata once said, and I quote, "We do not claim to be more unselfish, more generous or more philanthropic than other people. But we think we started on sound and straightforward business principles. We consider the interests of our shareholders and the health and welfare of the employees as the foundation for our success." And that's all there is to business. Profits will follow suit, if your fundamentals are in place.

A business empire is built to last and there are no shortcuts. It's all about one's commitment — yet another hallmark of the Tata Group. Their motto, 'Leadership with Trust' is similar to our

own vision — 'Deliver value to excel and lead'. We take great pride in our ability to exhibit tremendous customer orientation, in the most trying times. To play fair when the going gets tough, one requires character.

I have seen the Tata Group having to face several challenges in the past. They are not known for in-your-face kind of aggression. But there is a certain quiet resilience that I like. Although many corporate watchers predicted doom when the Group was caught in several controversies, Ratan Tata's leadership helped the Group come out with flying colours. Certain other corporate houses have tried to take on the Tatas through the backdoor, but the Group has stood the test of time and has emerged victorious.

Shedding the cloak of conservatism, the Tatas have now embarked on a dynamic journey with the acquisition of Corus, one of the greatest ever deals in Indian corporate history, disproving the theory that nice guys always finish last. Truly, there is no one company in India that can hold a candle to this great organisation. There is no organisation in India that better embodies the spirit of fair, committed and innovative entrepreneurship than this umbrella organisation, which is home to 96 operating companies.

The author is founder chairman, managing director & CEO of Subex Azure

