

SANJAY GHODAWAT

A STORY OF GRIT AND DETERMINATION

WITH A FUTURE CENTRIC APPROACH, HE TRANSFORMED SETBACKS INTO SUCCESS STORIES TO ESTABLISH A LEGACY ACROSS DIVERSE SEGMENTS AND INDUSTRIES



Hailing from a humble Marwari Jain family, Sanjay Ghodawat has created a legacy through Sanjay Ghodawat Group (SGG) as a result of his 28 years of relentless hard work, determination and confidence. Beginning his journey in 1993, he ventured into the business world with a mere sum of Rs. 2 lakh, and worked in the textile industry, supervising the functioning of power looms. Later he moved on to establish an aluminium sheet factory. However, he faced setbacks in these ventures but, he firmly continued to research and tap into potential opportunities.

With a future centric approach, Ghodawat contemplated the repercussions or growth options five years ahead. After two consequent business losses, he was determined to start an FMCG venture. Today, Ghodawat Consumer Pvt Ltd, the FMCG arm of SGG, has reached a momentous milestone by crossing INR 1000 crores in FY21. GCPL has its presence in "STAR" brand Atta, Edible Oil, Jaggery, Pulses, Rice, Salt, Sugar, Dairy products, Packaged Drinking Water, Snacks, Fizzinga (Carbonated Fruit Drinks), Frustar (Fruit Drinks), Rider (Energy Drink) and Hapy (Milkshakes). It also has "Ayurstar" range of personal care products and "Klemax" range of home care products. SGG recently



SANJAY D. GHODAWAT

Founder & Chairman
Sanjay Ghodawat Group (SSG)

also entered the retail sector by launching its "Star Localmart" chain of supermarkets, with a unique franchising proposition to revolutionize grocery retailing in India. SGG is now a conglomerate diversified

across a plethora of sectors. From a small company with just two employees, it has grown to 10,000+ members.

However, Ghodawat didn't initially plan to diversify. But he derived inspiration from global leader Warren Buffet's teachings which changed his perspective. The group's flagship company, Ghodawat Industries, was formed in 1993 with an ambition to become 'the biggest, the best and the most valuable.' Soon, they started diversifying and investing in highly valuable and top-performing industries. The company also launched a scheduled commuter airline called Star Air and invested in planes and helicopters, consumer products, education, real estate, renewable energy, retail, software and textiles.

Ghodawat's fascination with airplanes and dream to soar high also encouraged him to fulfil his childhood dream of becoming a pilot. He became a certified and trained pilot for private helicopters and fixed-wing airplanes. His passion for sports and adventure further encouraged him to become a certified power glider pilot. But he still had a burning desire to become an emulating conglomerate.

With top-notch quality as the foundation and consumer satisfaction as the primary focus, Ghodawat invested in state-of-the-art technology, built strong liaisons with suppliers, channel partners, employees and associates to launch globally accepted products. He even established RENOM,



SANJAY GHODAWAT, Founder & Chairman (SGG)
with **SHRENIK GHODAWAT**, Managing Director (SGG)

PAVING THE PATH AHEAD

For Sanjay Ghodawat, it is paramount for businesses to also find social gaps and fill them with a productive, creative and lasting solution. To shape future generations, he established the Sanjay Group of Institutes and Sanjay Ghodawat University (SGU) to make the youth self-sufficient and confident. Through this, he continues to fulfil his social objective and desire to give back to society. He wanted to change the education scenario and simultaneously create an education ecosystem that was practical and advanced. With over 16,000 students today, SGU is equipped with advanced infrastructure, proficient and experienced scholars as faculty and practical teaching pedagogy. The idea was that every student from SGU would emerge not just well educated, but also have the confidence to tread forward, follow the highest ethical standards, and be highly competent to contribute to the country's growth.

the energy arm of SGG to promote clean energy. Under his leadership, this enterprise has also become India's premier Independent Service Provider in the O&M space with assets over 1200 MW under its maintenance across India.

Today, Ghodawat is an internationally acclaimed businessman with an aim to create a strong and flourishing economy for India. He believes that one must make three goals: Personal Goals, Professional Goals and Social Goals to become successful, confident and to be able to build a sustainable world. He says, "Personal goals will become your fuel to

take risks and, unfettered, help you rise even after falling for the hundredth time. Professional goals will help you learn, evolve and become successful. They are goals that will help you put a dent in the universe and leave behind a legacy. But it is social goals that will help the world be a better place. We owe it to our future generations to leave a sustainable world." He credits this ideology and his mother's injunction of moral values that have made him a man of integrity and empathy.

Ghodawat's endeavours have also earned him accolades like the Bhartiya Udyog

Ratna Award, Global Young Entrepreneur Award, India's Most Admired Business Leader Award, Forbes Marquee 50 Schools in India, Game Changer of India Award by Economic Times, and many more. He attributes his success to his upbringing, family, colleagues and staff. He shares, "You cannot let circumstances define you. You are given a mind, a pair of hands and a long life; do something about it. Trust me; you can transform dust into gold. The only choice is between: you want to, or you don't want to. I always wanted to and I will continue to do it."

For more details visit the website www.ghodawat.com



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