



Piramal Realty

May 03, 2019 | Shiv - ABG

Structure

- Growth
- Brand and Trust
- People



A low-angle shot of a red wooden ladder extending towards the top of the frame. A person's hand is visible on the left, firmly gripping one of the rungs. The background is a bright blue sky filled with soft, white, wispy clouds. The word "Growth" is written in a bold, yellow, sans-serif font in the upper right quadrant of the image.

Growth



One must start with a Growth hypothesis.
Who loses when you win, who wins when you lose?

**Rapid Growth does not
happen at a macro
level..**

**Have micro Growth plans,
segment, city.**



**Eco system
partnerships, who else
can help us, whom can
we help? And How?**



What's the cost of growth?



BRAND





**Your industry has the lowest trust.
That's a big opportunity**

**What does the
Piramal brand stand
for?**





**What do you want the
Piramal Realty brand to
stand for?**





**How will your people
and systems live the
brand values?**



An overhead view of a business meeting around a large wooden table. Several people are seated around the table, each using a mobile device. One person is using a laptop and a tablet. The word "People" is written in white text in the center of the table.

People

**Choose people for fit with company values
and not CV value**





**Pick people for
future scale,
not current
scale**



Overinvest in learning and development

**Incentive plans should not
conflict your brand values.**





**Shared learning systems,
shared touch points.**



Summary