



Kadhiravan K.

Circle Business Head, Aircel Karnataka

Kadhiravan K. brings to the table over 20 years of work experience, spanning various organisations including the Essar Group, Sara Lee, Idea Cellular and Marico Industries. During the course of his career, he has worked largely in the operations, sales and distribution, marketing, and business development functions. Currently, as business head of Aircel's Karnataka circle, he is responsible for the profit and loss function in the service area.

Outlining the key challenges for the company, he says, "The task before us is to enhance the penetration of 3G data services and improve our market position in this space. We also have to draw up a game plan to see how best we can partner with other players in the ecosystem and ensure that we offer relevant services to our customers. Another challenge is scaling up our revenues and profitability."

Over the past year, Aircel earned the distinction of being one of the fastest growing telecom brands in Karnataka. The company has achieved this by aggressively pushing its data and value-added service products amongst the youth segment. An interesting initiative

in this regard is the "Good Morning Bengaluru" offer, which gives customers free access to 3G services during the morning. The objective is to provide subscribers with an opportunity to experience and adopt 3G services. These efforts seem to be paying off for Aircel. According to Kadhiravan, the contribution of data services to the company's revenues in Karnataka now stands at over 16 per cent, compared to the industry average of 8 per cent. Also, over the past year, growth in network utilisation has increased from 36 per cent to 59 per cent.

When asked about his most memorable assignment, Kadhiravan says his stint at Aircel has been the most exciting. He points out that despite being a late entrant in the industry, the company has managed to establish itself as a strong brand. Kadhiravan also recalls his role as head of sales and marketing at Essar Hypermart. "I take great pride in having conceived and built the country's first and largest retail chain for steel, which has grown to an over Rs 40 billion business in just four years. This model is being replicated by many players in the industry," he says.

His biggest strengths, he says, are creating innovative products and a strong consumer insight. He believes in a transparent work environment and encourages his team to take risks. "This is the best way for an employee to learn the ropes," he comments.

Kadhiravan unwinds by spending time with his family. He also enjoys pursuing spiritual and religious activities. ▲

