



BUSINESS – THE EMAMI WAY
A HANDBOOK ON BUSINESS ETHICS & MANAGEMENT
BY INDUSTRY LEGENDS
MR. R.S. AGARWAL AND MR. R.S.GOENKA
GETS LAUNCHED

**His Excellency, The Hon'ble Governor of West Bengal,
Shri Keshari Nath Tripathi releases the book formally**

Kolkata, June 22, 2016: The city witnessed the formal release of “***BUSINESS : THE EMAMI WAY***”, a powerful work in management literature, authored by the renowned industrialists **Mr. R.S. Agarwal** and **Mr. R.S. Goenka**, the Founding Fathers and the Joint Chairmen of the Rs 45,000 cr Emami Group. **His Excellency, the Hon'ble Governor of West Bengal, Shri Keshari Nath Tripathi** graced the official launch of the book today as the Chief Guest.

The release function of the book was done in the august presence of eminent names from the world of industry and brand marketing like **Mr. R. Gopalakrishnan**, Author & Corporate Advisor, **Mr. Sonjoy Chatterjee**, Chairman, Goldman Sachs India, **Mr. Alyque Padamsee**, Theatre personality and Ad Guru, **Mr. Chandra Shekhar Ghosh**, MD & CEO, Bandhan Bank, **Mr. Anjan Chatterjee**, Brand Consultant & Entrepreneur and **Mr. Bugs Krishna Bhargava**, Creative Director, Writer & Actor. The book release function was held at The Oberoi Grand, Kolkata.

The evening was blessed by the divine presence of **Jagatguru Shankaracharya Sri Sri Raghaveshwara Bharati Maha Swamiji** .

Speaking on the occasion, **Mr. R.S. Agarwal and Mr. R.S. Goenka**, the authors of the book said, “Through this book, we have endeavoured to capture the business mantras, philosophies and life lessons that we have learnt through our entrepreneurial journey – the invaluable lessons that went on to shape our personal lives and enabled us to carve a unique identity for the Emami Group. Ours is a story of life –long friends who have successfully partnered to build a strong and resilient brand like Emami. We hope that our experiences will be helpful for today’s entrepreneurs to not only learn lessons on business & management but also to get a lesson of life to face and withstand the challenges that would come along the road to success. We thank all our partners without whose assistance this book would not have been a reality.”



About the book:

Published by Harper Collins, “**BUSINESS – THE EMAMI WAY**” is a rich repository of entrepreneurial experience, business strategy and vision of these two legendary industry doyens which they have collected over for more than 50 years of their togetherness etching the success story of Emami Group. The book is a ready reckoner and a source of inspiration for every entrepreneur, whether aspiring or well-established. It upholds the personal philosophies of these two business leaders which have shaped their business ethics and experiences that have led them to excellence. Written in a lucid manner, the book offers short stories that deliver home truths, snippets that delight, and quotes that enlighten. **Business: The Emami Way** is, in short, an MBA in an easy-to-understand handbook. It is a treasure trove that transcends the realm of becoming yet another ‘How-To’ book on business ethics and management.

Business: The Emami Way is available at all leading bookstores and is priced at INR 499/-

About Mr. R. S. Agarwal: A Chartered Accountant, Company Secretary, LLB and a Master Degree holder in Commerce. From a very humble beginning and with very limited resources, Agarwal has driven the Company with exceptional and extra ordinary skills to make Emami reach its present stage. Considered as a present day Management Guru who is innovative, he is an administrator par excellence and possessor of great consumer insight and far sight. He along with Co-Founder, R S Goenka is considered as unparalleled achievers of the modern business. His forte lies in identifying and capitalising on opportunities with speed and precision. His academic brilliance is an asset during times of major implementations. He has served as a Director of West Bengal Industrial Development Corpn Ltd in the past and is a Trustee of Merchant Chamber of Commerce and Industries.

About Mr. R.S. Goenka: Mr. R. S. Goenka is a Master of Commerce and Bachelor of Law. A taxation expert, he is a master in strategic planning, corporate affairs and finance. A great creator of shift of mind set, he is always open to new ways of doing things to build new capabilities. A firm believer in recognising achievements, he possesses excellent PR skills and connects at all levels and is a great believer of understanding the bottom of the pyramid. He served as the Honorary Consul of Republic of Poland in Kolkata and was the 5th Indian to have been awarded the Cavalier Cross of the Order of Merit of the Republic of Poland in 2007. He is the Co-Chairman of Indian Cancer Society, Kolkata and President of Sri Sri Academy besides being associated with a number of Schools, Charitable Trusts and Philanthropic organisations. He is a Director-Member of the Managing Committee of Merchant Chamber of Commerce & Industry (MCCI). Totally attuned and complementary to each other, RS Goenka and RS Agarwal share the same thoughts in matters of innovation, ideation, activation, implementation, which has led them to create and build brand Emami – a company built to last.

For further details, please contact: -

Emami Group
Mahasweta Sen
Head-Corporate Communications
Mobile: +919836292392

Pritha Roy Chakrabarti
Senior Executive- PR
Mobile: +919903994787