





VIKRAM S. SHRIRAM

BUILDING A CULTURE OF EXCELLENCE

As good business leaders have a vision which they passionately own and relentlessly drive to completion, and build a connection with whatever they do with a purpose that is beyond profit, Mr. Vikram S. Shriram, The Vice Chairman & Managing Director of DCM Shriram Limited, has established a business of lasting value by making a commitment of following a consistent culture of excellence

AN ERUDITE PROFESSIONAL WITH DIVERSE CAPABILITIES

An expert in management skills, Mr Shriram is handling the operations of DCM Shriram Limited which is a 128-year-old company acknowledged for its transparent work culture and diversity, and has brought fresher perspectives into the organization.

Under his leadership, Fenesta has emerged as India's largest Window Company and also India's first Window Superbrand and has been the flag bearer and game changer of the Window industry in India. The team at Fenesta understands customer needs and need gaps, develops its products and services accordingly and specializes in design, manufacture, installation and service of precision-engineered, 100% customized windows and doors. Having diverse capabilities and in-depth knowledge of India's market and the latest global technology trends, has enabled Fenesta to install over two million windows that can withstand India's diverse and extreme climatic conditions.

Mr. Shriram graduated in Commerce with Honours from St. Xavier's College, Calcutta and has done his Chartered Accountancy from The Institute of Chartered Accountants of India (ICAI) in the year 1981. He is a Fellow Member of the ICAI. He has attended various training and Management Development programmes in India and abroad.

Mr. Shriram started his career in 1981 with SRF Group at Shriram Bearing Ltd. (SBL). As a part of SRF Management team, he worked in various Divisions of SRF Group Companies and was responsible for various functional &

general management areas including Projects, Marketing, Works Management & General Management. He was responsible for total operations of all Bearing divisions.

After the trifurcation of the reputed DCM group in 1990, Mr. Vikram Shriram was appointed as Dy. Managing Director of DCM Shriram Ltd. and today is the Vice Chairman & Managing Director.

He along with his brothers Mr Ajay S. Shriram, Chairman & Sr Managing Director and Mr Ajit Shriram, Joint Managing Director and a team of highly professional executives have grown the organization and entered into new business areas too.

A MULTIFACETED PERSONALITY

Mr Shriram always upholds the ethical standards by being socially responsible and delivering on promises. He encourages innovative ideas and diverse views and tries to build external orientation. Over the years, he has built a strong and talented workforce of more than 4800 employees that are professionally trained to handle the operations of the Group.

He has established a unique way of management, which he refers to as corporate management board that consists of all the business heads plus corporate finance, HR, internal audit and IT, and the Group has a structured vertical for each of its businesses headed by the

respective business heads as they have the authority to delegate the growth and budgeting plans.

Mr Shriram is a highly motivated person and gives his valuable contribution in serving various organisations, including being a member of the governing body of Shriram College of Commerce. Concerned about the well being of the community at large and continuously supporting various educational activities, his focus is on protecting the future of girl children.

"His adeptness at handling Fenesta has helped it to expand to more than 150 partner showrooms and nine signature studios extending its presence to more than 230 cities"