

THEJO ENGINEERING

Turning Things Around



Mr. V A George - MD

customers. That's not an easy transition. That's not easy to communicate. It's not an easy action to be implemented on the shop floor. It calls for a lot of focus, a lot of training, a lot of hand-holding and a lot of confidence-building."

To ensure its suppliers are on the same page, Thejo Engineering invites them to its factories. "We show them the new things we're doing so they can learn all about them and potentially implement them at their factories too," George says.

We are a company that is always ready to accept newer technologies and high-tech products as a scope for a diverse portfolio for the growth of Thejo in the future. We are ready to look at new products and partnerships and ready to bring state-of-the-art products into the Indian market

Now his focus is firmly on helping the company recover from COVID-19, re-establishing its financials and refocusing on growth while becoming more sustainable and 100 per cent digital. Working closely with partners is also top priority, with the strength of these ties crucial to Thejo's success, according to George

There is plenty to get on with, but even though his to-do list never seems to get shorter, George is satisfied that the turnaround is well underway and credits this success to the "right combination of strategy, commitment and resilience".

When you're at home, you're at risk. When you're just travelling from your house to the factory, you're at risk. When you're in the office, you're at some risk. So there's always a risk, it's part of life," the Managing Director of manufacturer Thejo Engineering tells The Executives Magazine. "You cannot avoid risk. And as you take more risk, the reward is there, and I'm sure that through your sincere and dedicated efforts, you will definitely get rewarded today or tomorrow.

George's long term vision is to expand Thejo Engineering's portfolio towards technology products and services, which will cater to key market players and

public bodies supporting the Digital India initiative. "We'd like to be known as a strong business to consumer player," he says. "All while further consolidating our brand image and positioning ourselves in the business to business space as a preferred supplier."

Delivering top-notch customer satisfaction is also a key aspect of his future plans, he adds. In order to do this, he plans to strengthen the company's human resources department, improve training modules and enhance its culture, values and principles. "I have to create more clones of George's," he laughs. "I have to create more people who think like me, act like me, and give the best service to our



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