

CMA DIGEST

February 2025, Issue - 100 Volume 54

ED VOICE – From the Editor's Desk

Dear Readers,

Welcome back to CMA Digest!

February is known as the short and sweet month, while throwing up an extra day every four years as a bonus.

This month saw two landmark events for CMA, the National Management Day, and the Student Management Day. Both were a grand success, with meticulous planning and execution by the teams.

Kudos to them for raising the bar every time! We also had an interesting industrial visit to an iconic household brand. The details of these events are elaborated in this issue of the newsletter. All in all, it was a busy period for us.

Thank you for your continued encouragement in brining out this newsletter. As usual, we look forward to interesting contributions from our members.

Mr. K. Seetharam

Editor

CMA Digest



Editorial Team

Mr. K. Seetharam | Dr. A.G.V. Narayanan

Mr. N. Krishna Kumar | Dr. D.K. Karthikeyan

Dr. Vandana Madhavkumar | Ms. S. Sujithra Vadivu



COIMBATORE MANAGEMENT ASSOCIATION

Monday Musings

Monday Musings – 03rd February 2025

Customer Centricity

The session started with the welcome note. She explained that Customer Centricity is a business approach that explains what success means - for customers, it is gaining admiration, being respected, being popular among friends, making achievements, winning, and acquiring more money or material things, whereas success for students means passing their examination, and for couples, it means making their marriage work.

She deliberated on what is to be done to attract and focus customers. First, to prepare ourselves, our team and our organisation need to adapt to changes. She focussed on the habits which we should not focus on, i.e., telling the world how smart we are, speaking or making decisions when angry, harbouring negativity, withholding information,

Speaker: **Dr. Manjula Nagarajan**



failing to give proper recognition, and making destructive comments.

She also suggested being serene if we don't have clarity on our future, which allows us to explore new opportunities. If we don't stay relaxed, we get struck and frustrated. Also, we need to know our limits by understanding what we can do and cannot do, and also, we need to understand that most success stories are less about competition and more about collaboration. She encouraged the audience to interact with her, and the session concluded with a Q&A session. The session ended with a thanksgiving to the speaker.

Monday Musings – 10th February 2025

What is a Brand and why is it required?

The session started with the welcome note. He explained the dual elements of a brand, which are Brand Identity (the visual and sensory components that create a recognizable and memorable brand) and Brand Promise (The commitment a brand makes to deliver specific benefits, values and experiences consistently). He explained deeply about above two concepts. Brand Identity is the face of the brand. It's the first impression. Also, can help it stand out. Brand Promise is the heart of the brand. It tells customers what to expect and why they should trust the brand.

He focussed much more on the benefits of a brand, and why having a strong brand matters - the reason is that it helps to stand out in a

Speaker: **Mr. Abhishek Jhingan**



crowded market. Also, customers feel more comfortable and confident in purchasing from brands they know and trust. Brands build emotional connections that lead to repeat business. Strong brands can command higher prices due to perceived value, and a competitive advantage is that a solid brand can help to sustain during market fluctuations and competitive pressures.

He encouraged the audience to interact with him, and the session concluded with a Q&A session, and a thanksgiving to the speaker.

Monday Musings – 17th February 2025

Rewiring your Destiny

The session started with the welcome note. She explained about the habits which are routine and repeated regularly and often subconsciously. Energy savings habits help conserve brain energy. She also explained that consistent practice enhances neuroplasticity and visualization builds pathways. The mind is also everything.

Speaker: **Ms. Sudha. K. Rathinasamy**



She also explained that the visualisation is a powerful tool to initiate habit formation. She initiated the 3 step process to build neural pathways. Neurons tend to group together to

form neural tracts. When we have a thought, neurons in the brain fire up and create electrical impulses.

She explained that the neuron is a key player in the brain - these are

tiny cells that send and receive signals and messages, so that they can communicate with each other. She encouraged the audience to interact with her, and the session concluded with a Q&A session, and a thanksgiving to the speaker.

Report on Industrial Visit to M/S. TTK Prestige Limited, Myleripalayam, Pollachi Road, Coimbatore - 1st February 2025



The 13th Industrial visit for the MC members and the faculty from Students Chapter Institutions was arranged by Coimbatore Management Association to M/S. TTK Prestige Limited, Myleripalayam, Pollachi Road, Coimbatore, on 01.02.2025.

A 17-Member delegation visited M/S TTK Prestige Limited, Myleripalayam, Pollachi Road, Coimbatore, known for its innovative and popular kitchen and home appliances, with a customer centric approach to all their products. With more than 60 years of strong existence in a competitive market, TTK has been constantly innovating to improve their complete range of products to suit the life of their customers.

TTK was founded in 1928 as a simple indenting agency and distributing a wide range of products, by the legend T.T. Krishnamachari, who served as Finance Minister in Union Government of India from 1956 to 1958, and 1964 to 1966. After transforming into a manufacturing organisation in the year 1950, today, with a prodigious growth and evolution, this great conglomerate has become a Rs.3000 crore company, with 7 group companies and 30 products which have reached every continent of the world.

CMA had thoughtfully chosen a corporate with very long term existence in the market because, in their journey of accomplishment



and triumph, they must have encountered lots of peaks and troughs, gone through rough business weathers and different business cycles, which will be an interesting success story for all of us to know and cherish.

The growth of TTK had been steady under the leadership of T.T. Narasimhan, son of the founder TTK, till 1972. However, the company bumped into a major financial crisis and completely lost its financial balance in 1972. One admirable and commendable attitude of the organization to care for their employees even during the worst period was, paying their salaries even by disposing their prestigious and iconic properties, which is still being remembered and acclaimed by their work force with lots of gratitude.

That was the time the current Chairman Dr.T.T Jagannathan had to get on to the board and the company was put in to a fastest growth track again. Under his leadership, from a 72 Crore business volume in 1972, TTK Prestige has crossed a magical figure of Rs.3000 Crores today, and is still progressively marching towards a mesmerizing figure of Rs.5000 Crores in the near future.

The delegates could clearly understand that for TTK, a company that has been around for over 60 years, legacy planning is not just a financial decision—it's deeply a personal journey. Business owners like TTJ who have dedicated decades to building their firms face

critical questions about the future of their companies, the welfare of their employees, and how to transition their life's work in a way that preserves their legacy. The stakeholders in the top management like TTJ offer a path that ensures continuity, preserved values, and guaranteed future growth.

Delegates also realised that, after years of growth and success, the top management find themselves at crossroads. Legacy planning is more than financial gain; it's about safeguarding the reputation, culture, and community impact that has been built over decades.

For T T Jaganathan, Chairman of TTK Prestige, that has been in operation for over 60 years or more, ensuring that the company's core values continuing is often a priority, which is keeping the company, its products and the brand in a praiseworthy and admirable position, with almost 70% market share in their ranges they proudly claim.

Narrating the whole episode of their success story, Mr.N.R.S.Subramaniyam, Senior Manager-HR, strongly mentioned that their employees and the customers are the two eyes of the organization and they steadfastly believe that only because of this genuine and ethical approach, have they grown to this level, and still growing steadily. From 2010 onwards, they have been practicing TPM (Total Productive Maintenance) concept, a Lean Management method that aims to improve the overall operating efficiency of manufacturing equipment. TPM involves all employees in the organization to reduce downtime and to improve quality. PQCDSM is a mnemonic that stands for productivity, quality, cost, delivery, safety, and morale. It is a key tool used in Total Productive Maintenance (TPM) to measure and improve operational efficiency of the complete system.

Regarding manufacturing operations in Coimbatore, they started their activities way back in the year 2006 with a humble beginning of only 70 staff and workers strength, producing only 800 cookers per day. With the kind of modern management practices like TPM, employee caring HR policies, strictly followed labour compliances, and strong marketing support, it has grown to the current level of 650 staff strength and is producing almost 10,000 cookers per day, he added with zeal.

The delegates were taken through a factory tour accompanied by the Dy. Manager-HR, M.S.Manivannan where they have witnessed the stringent quality measures practiced at every stage of production, which results in less than 2% of in-house rejection. Mr. Manivannan also added saying, as these products are touching the customers in their everyday life, they emphasise and follow "No Compromise" policy on the quality, which made the company

achieve "No Bursting" complaints for the past 75 years. The product range, constantly getting upgraded as per the requirements of the market, is the main cause of their steady growth, and the graph is always upward, he mentioned proudly. Delegates witnessed lots of female staff and workers in the plant, for which he confirmed that is the policy of the organisation to maintain a gender diversity of more than 30%. They could also notice that there are lots of safety and welfare measures, provided like creche, yoga, and subsidised food, which ensure that the morale and motivation of the work force are always on the top, and a smooth IR is accomplished and has been maintained for decades together.

As a socially committed organisation, TTK is also running a school in Manjakudi in Thiruvavur District under their Trust, where 2500 children are studying. A counselling and deaddiction centre is also run by their trust to take care of the needy public.

The delegates went through an inimitable experience of witnessing a largest kitchen appliances company with almost 70% market share in their range of products, and a traditional, very long standing, seasoned business conglomerate which had gone through different business cycles, having sustained all types of good and bad weathers, and still a renowned brand in the global market, strictly following a customer centric approach, a very caring organization of their work force and, in total, an admirable and unique organization

The delegates thanked the President and Secretary for organizing such a highly meaningful and insightful Industrial Visit, and requested them to organize more such visits in future.

Dr. C.Guna Sekaran

Chairperson

CMA Industrial Visits

Management Quiz

1. Pocket FM's recently launched online reading platform is
2. PepsiCo India is broadening its range of potato chips snacks by introducing a new sub-brand called
3. Name the beverage portfolio owned by Reliance Consumer Products Ltd.
4. Name the acquisitions made by Marico in the D2C space.
5. What is FFV?
6. Define TAM
7. What are frothy markets?

For answers see page 08

STUDENT MANAGEMENT DAY 2025



As part of the annual National Management Day celebrations, the Student Management Day was celebrated through different management contests on 15th February.

This year the event was Hosted by Jansons School of Business at their sprawling and beautiful campus on the outskirts of Coimbatore. Over 120 students from many B-schools of the region had registered for the event comprising of four major segments. Apart from this, three



faculty members presented their research topics for the coveted CMA-STC Best Management Researcher award.

The entire event was conducted flawlessly. Kudos to the organising team of JSB. Mr.M.Karthikeyan, President-CODISSIA graced the valedictory function as Chief Guest. Besides giving away the prizes, Mr.Karthikeyan shared his profound knowledge regarding goals, purpose and opportunities for careers with the students.

Note on CMA-NMD Celebrations and Award Ceremony 2025



In line with AIMA's National Management Day event, CMA held its National Management Day event on the 24th of February 25 at Coimbatore.

The event was dedicated to recognising Business management professionals, SMEs, Entrepreneurs, Woman entrepreneurs for their exemplary achievements sustained over a period of time .

In all 10 coveted awards are given away by this region's business luminaries in a classy function. The awards are: CMA-DJ corporate Professional leader, CMA-ROOTS Entrepreneur, CMA-PSG GRD Best



Management Faculty, CMA-Mahendra Pumps SME Entrepreneur, CMA-GRG Woman entrepreneur, CMA-Quadra Start Up, CMA-Sandfits Punniavathi Ranganathan Business Sustainability, CMA-RVS Transform Tech Digital Transformation in Business , CMA-STC Best Management Researcher, and CMA-Best student Chapter.

Mr. K.R.Sekar, Partner-Deloitte Private Leader was the Chief Guest and he spoke on "Emerging business Trends – An assessment for preparedness". The event was well attended and received mention in various media publications of the region.

DUA (Data Use & Access) Bill expectations and its importance in UK

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The UK DUA (Data Use & Access) Bill was introduced in the UK House on 24th November 2024 to streamline the UK's approach to governing and managing data regulation more effectively, with various amendments into the existing UK General Data Protection Regulation (GDPR) and the Data Protection Act (2018) for modernising the existing regulation aligning to EU GDPR and emerging technology trends.

The DUA Bill significantly introduced to bring an impact on UK data protection to ease the regulatory burden on small and medium enterprises, simplify legitimate interests, data transfers, cookies management, data subject access requests (DSARs), and align with EU data initiatives. However, the decision on the bill amendment is expected in 2025 and it would be a critical evolution in UK's data protection regime.

The King's Speech during the meeting in November 2024 announced a comprehensive agenda on strengthening and enhancing the data protection of the individuals leading up to the DUA Bill.

This proposed law advances a unique approach to data practices by streamlining the data sharing model and strengthens data

rights. The proposed DUA Bill keeps in mind UK GDPR, the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR) to meet the adequacy of these regulations and strengthen the data protection.



The DUA Bill is envisioned to control the capacity of data for UK economic growth, to protect people's personal data and to ensure adequacy to EU GDPR. Some of the key areas that DUA Bill looks

closely into are –

- **Legitimate Interests** – DUA bill brings out on no balancing test would be required, including direct marketing and security processing. Legitimate interests are most likely to be based on interest basis. The Bill gives more confidence to organisations about when they can rely on the legitimate interest's lawful basis. The Bill also broadens the scope of legitimate interests for data processing for the purposes of direct marketing, internal data sharing and cybersecurity. This bill also focusses on restricting the potential overreach.
- **Automated decision making** - Narrows the scope of restrictions to only explicitly prohibit automated decisions made using special category data. This bill works towards the right to be provided with information on automated decisions, and to request human intervention in the decision making to ensure adequacy of rights.
- **Cookies Management** – Primarily focusses on reducing the frequency of cookie pop-ups for UK users by removing the cookie consent requirement for specified purposes and for exceptions. The exceptions are subject to various terms and conditions to practice, including around transparency, the right to object, and using the collected data for purposes beyond the scope of the specified purpose or exceptions.
- **PECR (Privacy and Electronic Communications Regulation) Fines** - Maximum fines would be brought in line with the current UK GDPR thresholds in DUA Bill. Monetary penalties for certain breaches of PECR is currently at £500,000; however, will be brought in line with penalties under the UK GDPR and the DPA, up to a maximum of £17.5m or 4% of global annual turnover, whichever is greater.
- **DSAR (Data Subject Access Request)** – Data controllers must respond to DSARs promptly and conduct 'reasonable and proportionate' searches to align with the regulatory requirements. Data subjects are only entitled to receive personal data found in a "reasonable and proportionate" search by the data controller. Existing ICO (Information Commissioner Office) guidance on response time frames for DSARs is added part of the DUA Bill.
- **International data transfers** - The DUA Bill is designed to clarify the UK's approach to the transfer of personal data internationally and the UK's approach to conduct of adequacy assessments. It initiates a data protection test for assessing competence and ensuring the adequacy decisions are made by

the secretary for the state. The DUA Bill amends the UK GDPR by empowering the Secretary of State to approve data transfers based on a new "data protection test" to strengthen the UK data security posture.

DUA Bill has primarily emended propositions in ensuring that the organisations should make sure there are appropriate adequacy practices in place to transfer personal data from the EU to the UK or vice versa. Organisations should be aware that there would be greater compliance costs, owing to the significant restrictions imposed on the international transfer of personal data under EU data protection law.

Till date, there have been two readings of the DUA Bill in the House of Lords, and it has also been discussed in detail in the committee on the key considerations while amending DUA Bill. The discussion over the Bill's contents during the Lords committee stage exhibits the careful balancing act that the government is having to perform with EU-UK in place.

Organisations are expected to consider their compliance programmes in preparation for the DUA Bill to meet the regulatory requirements and expectations to strengthen the current data protection posture.

However, multi-jurisdictional organisations operating across both a UK and EU are likely to continue to align their practices with the EU GDPR expectations. However, organisations are to keep in mind that the DUA Bill is at the early stages of the legislative process, and it could be amended as it passes through the House of Lords and House of Commons before being enacted in UK law.

So, we need to ensure that the existing compliance practices, organisations legal and regulatory programs are evaluated to align with the emerging DUA bill expected to amend with the UK GDPR and Data protection act in 2025.

The DUA Bill is still in its initial stages, meaning everything is subject to change as it passes parliament post the last discussion in December 2024. The DUA Bill indicates a critical evolution in the UK's data protection regime, ensuring a solid balance between regulatory compliance, data security and privacy.

EU Financial Data Access regulation and the UK Data Use and Access (DUA) Bill, are both expected to become law in 2025, thereby strengthening data security and ensuring adequacy to the EU GDPR standard requirements.

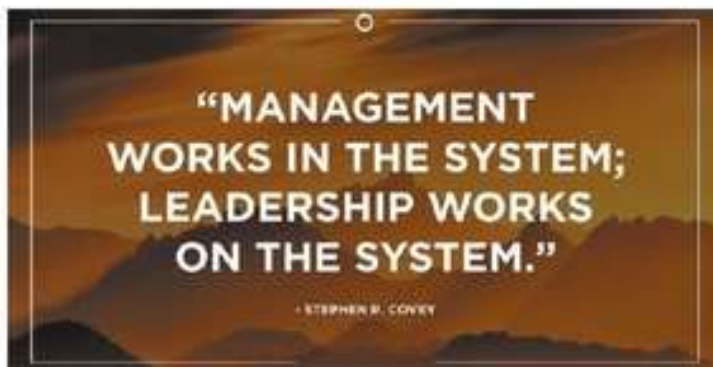
AIMA - Upcoming Events



Topic : 3rd HR Power Workshop
Date : 28 Feb to 1 Mar 2025
Venue: Taj Taal Kutir, Ecopark, Newtown, Kolkata



Topic : Regional Management Conclave
Date : 07th March 2025
Venue: Ahmedabad



The day the soldiers
stop bringing you their
problems is the day
you stop leading them.
Colin Powell



1. Pocket Novel

2. Lay's Shapez

3. Campa Cola, Sosyo, and Raskik

4. Marico acquired D2C brands like Beardo, Just Herbs, and True Elements.

5. Flex Fuel Vehicles - (FFVs) have an internal combustion engine and are capable of operating on gasoline and any blend of gasoline and ethanol up to 83%.

6. TAM = Total Addressable Market (Or Total Available Market) - This represents the revenue opportunity that a company has if it has a full 100% of the market share, and there is no competition.

7. A frothy market refers to a market condition where the underlying assets exhibit unsustainable rapid price appreciation. It occurs when market participants are overconfident in existing market conditions and bid up the underlying asset prices to a point where it is decoupled from its true intrinsic value.



D - Jayavarthanavelu Hall, Vidya Apartments, 60, Race Course, Coimbatore - 641 018.

Ph : 0422 - 4504132 | E-mail: cma.management@gmail.com | www.coimbatoremgt.in

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