

Moving into the Big League

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MD and CEO of Shriram EPC, Thyagarajan Shivaraman believes India is a big opportunity. That's why he stayed back when most of his batch mates from IIT Chennai took off for the US, after they graduated in 1987. The other reason why the Managing Director of Shriram EPC, didn't go abroad was because he felt he might not be able to come back. Attached to Chennai, and fond of both Carnatic and western classical music, he certainly doesn't regret his stint at ICI Kanpur and is enjoying his work at Shriram EPC. The firm, whose ownership is controlled by a trust, and in which senior executives have a stake, handles turnkey projects for bio mass plants, wind power and air pollution units. A science buff, Shivaraman is unfazed that his firm is up against competition from the likes of Punj Lloyd and Larsen and Toubro. He's now planning to tap the overseas markets for business. "We have nearly ten technical collaborations with foreign firms and have set up an office in Europe to tap customers in that geography," he says. The company's game plan is to compete on price and, to get started, it has acquired a small company with a view to leveraging its client relationships. When he's not traveling, he spends time with his five year old son Aditya at their home in Gopalapuram, Chennai. A voracious reader, he enjoys books on both science and history. Having read Richard Dawkins' "Unweaving the Rainbow", he's now devouring Philips Talbot's 'An American Witness to India's partition.' He wishes though that he spent as much time exercising. "I barely manage to hit the treadmill thrice a week," he says.

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THYAGARAJAN SHIVARAMAN
Managing Director & CEO
Shriram EPC

