



Business Leadership Forum

M.P. Birla Institute of Management

Innovation in Lifestyle

Talk – 8 December 28, 2012



Sri. P J Mohan Ram Senior Advisor IMTMA and former Managing Director HMT International delivered the 8th BLF talk at MPBIM. In his talk, Sri Mohanram urged the students to go beyond the customers to make the product or service more innovative. In order to develop empathy, he suggested that the product needs be viewed through the eyes of the users.

He opined that USP needs to be clearly defined in the products. He quoted several examples like Tata Nano, 'Akash' Tablet, 'Beetle' of Volkswagon and many others. He said that continuous product innovations have led the development of markets in areas of mobile phones & Television, continuously redefining the customers needs.

Through an immaculate presentation, demarking the subtle differences between inventive marketing and innovative marketing, he underlined the needs to develop skills of innovative marketing to meet and go beyond customers' aspirations. He advised that practice of innovation is to be a part of lifestyle in order to make mark as good entrepreneurs.





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Sri Mohanram who started his career at HMT in 1971 was actively involved in development of machine tools especially CNC at HMT's R&D. He won many awards for his innovative designs at the prestigious IMTEX exhibitions. He rose to be Executive Director Technical at the HMT's Machine Tool Directorate.

In 2002 he took over as Managing Director of HMT International Ltd, subsidiary of HMT Limited for its international operations. After his stint at HMT(I) he took over as Executive Director Indian Machine Tools Manufacturers Association in 2005. At this apex body for machine tools, he developed a meaningful dialogue with the Ministry of Heavy Industries, Science and Technology and Commerce. His major contribution in the field of manufacturing in the recent years has been setting up of Machine Tool parks which would be equipped with common testing facility, R&D centre and typically serve small and medium companies to expand their operations.

He has been recently presented All India Manufacturing Technology, Design and Research (AIMTDR) award by Jadhavpur University for his contribution to manufacturing Industry.

Sri Mohanram's talk invoked good response among the students which resulted in an interesting interaction.

