

ABFRL	December 2024	Franchise India	National	<u>Jeevan Shetty: A Retail Visionary Driving Growth at ABFRL</u>
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Jeevan Shetty, Director of Franchisee Management for Lifestyle Brands at ABFRL, Known for his visionary leadership, he has been instrumental in driving sustainable franchise expansion and operational excellence.

Jeevan Shetty is a seasoned leader with an impressive 27-year tenure at Aditya Birla Fashion and Retail Limited (ABFRL), where he has played a pivotal role in shaping the Company's retail operations and brand growth. His diverse experience spans across critical roles such as Regional Visual Merchandiser, National Retail Operations Manager for Louis Philippe, Head of MFL Value Channel, and National Sales Manager. Currently the Director of Franchisee Management, Lifestyle Brands, ABFRL, Jeevan has spearheaded initiatives to streamline operations, drive customer satisfaction, and support sustainable growth across ABFRL's lifestyle division. His strategic approach to franchise management has not only optimized franchisee performance but also strengthened ABFRL's market presence. Known for his ability to build high-performing teams and foster a strong professional network, Jeevan is highly regarded for setting industry standards in best practices and operational strategy. His commitment to excellence and passion for innovation have made him an influential figure in retail leadership, consistently delivering value and results.

Significant things you have learnt as a Leader

Consistency and reliability in actions, words, and decisions are essential for effective leadership. Open communication and respect for others' viewpoints build a foundation of trust, the bedrock of a strong team. When team members trust their leader, they feel safe, valued, and motivated to go above and beyond. Effective delegation not only empowers team members to grow but also enables leaders to focus on broader strategic goals. Through experience, I've learned the importance of active listening. Setting clear expectations, establishing SMART goals, and leading by example are critical components of successful leadership.

What makes a good leader?

A good leader is committed to continuous learning and growth, always striving for self-improvement while encouraging the same in their team. By celebrating small wins, they build momentum and foster a positive, motivated environment. Great leadership is a blend of character, skills, and actions that inspire trust, loyalty, and commitment. A strong leader takes responsibility for the team's progress, making timely, well-informed decisions to guide them forward. Effective communication and a focus on developing team strengths and addressing weaknesses are essential. Showing humility, respecting others' concerns, and leading with empathy and purpose, a good leader creates an atmosphere where people feel valued, supported, and empowered to excel.

How do you define success?

I define success as a profound sense of fulfilment and joy in who you are, what you do, and where you are in life. True success means living in alignment with your core values and feeling at peace with your

choices. It's also about the positive impact you've had on others—the ways you've helped, supported, or inspired those around you. Ultimately, success is about leaving a meaningful legacy that reflects both personal growth and contributions to the well-being of others.

One quality every professional should have.

I believe integrity is the cornerstone of effective leadership. It fosters trust, builds credibility, and earns respect, laying a solid foundation for lasting influence and genuine connections with others. Integrity in a leader inspires confidence, encouraging others to follow with commitment and loyalty.

Your business strategy.

My business strategy aligns with ABFRL's vision to drive operational efficiency and sustainable growth. This approach focuses on identifying high-impact areas across core functions, implementing targeted initiatives, and achieving operational excellence. By continuously refining processes and fostering a customer-centric mindset, we aim to build a resilient, future-ready organization that adapts to changing market dynamics and consistently delivers value.

Vision for your company's future.

My vision for ABFRL's future is to be a leading, customer-focused organization renowned for operational excellence, innovation, and integrity. We are committed to driving sustainable growth by upholding core values, fostering a culture of continuous improvement, and building strong, trust[1]based relationships with customers, partners, and teams. By targeting high-impact areas and investing in strategic initiatives, we aim to create lasting value, leave a positive legacy, and build a resilient organization equipped to excel in an evolving market,

Three priorities for the next twelve months.

1. Enhance Franchisee Satisfaction: Strengthen support and communication to boost franchisee satisfaction, fostering trust and collaboration for long-term success.
2. Build a Sustainable Foundation: Lay the groundwork for sustainable franchisee growth by focusing on strategies that ensure consistent performance and success, benefiting future generations.
3. Expand Market Presence and Streamline Onboarding: Identify high-potential markets to grow our presence and refine the onboarding process, ensuring it is seamless and effective to set new franchisees up for success from day one.

What's something you wish you knew earlier in your career?

One thing I wish I knew earlier in my career is the true power of building strong, nurturing relationships and cultivating a solid professional network. Developing genuine connections is essential for long-term success, as it opens doors to new opportunities, support, and growth that can be invaluable throughout one's career.

Who are the mentors that have had the greatest impact on you?

The mentor who has had the greatest impact on me is Vishak Kumar, our CEO. His guidance, accountability, and inspiration have been invaluable in shaping both my career and personal growth. He has a deep understanding of my strengths and weaknesses, offering tailored advice that has helped me build confidence in navigating challenges and seizing opportunities. His mentorship has provided not only professional direction but also lasting lessons that continue to inspire me every day.

What qualities do you think leaders today lack most?

While leaders today possess many strengths, I believe some still lack key qualities, particularly long-term vision and transparency in relationship management. In the face of immediate pressures, it can be difficult to maintain a broader strategic perspective. Additionally, openness and transparency in building and managing relationships are crucial for fostering trust and long-term success, yet these qualities are often overlooked. Striking a balance between navigating current demands and keeping a long-term focus is essential for effective leadership today.

What drives you currently?

What drives me today is the opportunity to create meaningful, long-lasting innovation. I am passionate about continuous learning and adapting to new challenges. I'm motivated by the ability to inspire positive energy within my team and the organization as a whole. Additionally, I am deeply committed to making a significant impact on the future leaders of tomorrow, helping shape their careers and lives for lasting success.