

CMAI President Rajesh Masand felicitated Deepak Seth for his incredible growth from a small time exporter of Garments to a Global Entity



At a function held to honour Sh. Deepak Seth, Chairman, Pearl Group of Companies, on the release of his book “Resolute By Design”, CMAI President Rajesh Masand felicitated Deepak Seth for his incredible growth from a small time exporter of Garments to a Global Entity covering over 22 Countries and production facilities spanning several countries across the world.

Starting with a small order of 6,000 pieces in 1976, Pearl Group today ships over 1 million Garments every day. With a current turnover of US\$ 1.5 Billion (Rs.12,000 crores), the Group is poised to touch the US\$ 2.00 Billion mark in the next 3 years.

Such a scale and achievement is without parallel amongst Indian Garment Companies, and hence CMAI felt a felicitation to this giant of our Industry would be an apt gesture from the Industry to this iconic individual.

At the felicitation program, Deepak Seth delighted the gathering of CMAI Members with stories and anecdotes culled from his journey of 45 years, inter-spread with lessons learnt over the four decades. His views on staying single-mindedly focused on one's goals, on the old fashion tenet of hard work, on how to deal with one's work force, on retaining talent, and above all the importance of trust, transparency, equity and ethics, were a source of inspiration for the audience. His razor sharp wit in answering questions from the audience was truly admirable.

A unique part of the function was the informal and lively chat between Sh. Deepak Seth and Sh. Rahul Mehta, Chief Mentor, CMAI – both class mates at the prestigious Jamnalal Bajaj Institute of Management – which provided tremendous insights into the Management philosophy of Deepak Seth, the Organizational Culture at the Pearl Group of Companies, and the Company's unique Business Model which has been made in to a Case Study at the World famous Harvard Business School.

CMAI is proud to have felicitated and honoured one of its own, and congratulates Deepak Seth for his book which should provide tremendous motivation to all the players in the Garment Industry, especially the younger generation who are just launching their careers in this Industry.