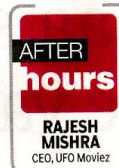


THE FINANCIAL EXPRESS

“The show must go on”

1 THE JOB

UFO allowed me to be a part of the groundbreaking technology in the exhibition segment that has forever changed the landscape of exhibition in India. The romance of creating something new has been the constant driver of our business model, thought process and technology. Although a lot has changed with the entry of multiplexes, many changes are still required in the area of operations of the cinemas which still function under the corporate umbrella.



2 THE WEEKDAYS

We follow an informal work culture where more importance is placed on getting the work done rather than the timings and attire. The need is to ensure that at the end of the day, the job is done, come rain, hail or sunshine. This is a 24x7 operation at the central level, and on the field it is even more critical. Different teams share one common goal, “The show must go on”.

3 THE WEEKEND

While the nature of business is such that weekends are not sacrosanct, I try to ensure that this time is devoted to the family and spending time together, going out or watching a movie together.

4 THE TOYS

The gadget one is crazy or cannot do without today has to be the mobile phone – it has become a media centre as well.

5 THE LOGOS

It is a fickle world and brand loyalties change with the product and so is the case with me. 

