

## PRATUL SHROFF

### DESIGNATION

Founder CEO elnfochips  The Solutions People

### EDUCATIONAL BACKGROUND

Masters (Computer Engineering, Cornell University, USA) & PGDBA - IIM, Ahmedabad, BE (Electronics Engg), BITS, Pilani

### IMMEDIATE COMPANY BEFORE

Daisy Systems, USA

### POSITION & RESPONSIBILITIES THERE

Founding Member



Pratul Shroff is the founder CEO of elnfochips, a product engineering services offering full range of services in Software Products & Applications. elnfochips has a 600 strong team of professionals spread across globe.

**elnfochips has been consistently recognized for its outstanding and innovative work. Some of the recognitions include:**

- GESIA Award for "Best Innovation by an ICT company" in 2010.
- GESIA "Best Software Company" Award 2010.
- Gartner 2009 report ranked elnfochips #1 Chip Design Service Provider worldwide

### What are the life mantras that govern your professional & personal life?

#### Any idols?

(A)Mantra - 1: "Love what you do, and Do what you love". If you have passion and enjoy the work you do, other things fall into place.

(B)Mantra - 2: "Do your work without expecting any returns. Do not worry about getting rewarded. Do not act on the basis of being rewarded". Nothing in this universe goes unnoticed. Every action has its impact and result! It may not be visible and immediate; but it is there!

(C)Mantra - 3: "Love your people and care for your people". If you wish to build a company, learn to love people & nurture people and discipline them as well!

(D)Mantra - 4: "What goes around, comes around". The Bible puts it well: "Do unto others as you would have others do unto you". Use this as a guiding principle for your relationship with customers, vendors, employees and other stakeholders.

### What does it take to hold a top position in elnfochips?

Somebody once asked Jack Welch the then CEO of General Electric: "How do you like to be the CEO of a \$100 billion company?" He replied: "What is there not to like? I get to travel, talk to a lot of people (customers), learn new interesting things about their business and also ask a lot of questions to my own people! Who would get paid for a job like that?!" My philosophy is the same!

### What does your brand tagline portray?

We are focused on providing complete solutions to the customer. Our first core value is: "Customer First". elnfochips' essential proposition is creating value for the customer and removing his pain points.

### Biggest Challenges?

My biggest challenge has been the cultural shift that a company needs to undergo when it grows from 10 to 100 to 700 people. Mind sets have to change. Behavior has to change. We have built a vibrant learning culture within the organization. Training programs spanning both functional and behavioral aspects across levels are an integral part of life at elnfochips.

### Favorite Gadget?

iPod and Blackberry.

### Dream Gadget?

Projections in thin air with hand movements and voice commands as in the movie "Minority Report"

### "Digital Wardrobe"?

I would love to have temperature controlled outfits that are as light as current clothes. It should also have cameras and projector built in along with the phone!

### According to you what is going to be the Next Big Thing in technology & gadgets which you can bet upon?

I think that the meeting of minds and machines is going to be the Next Big, revolutionary Thing. It may take some time, but it will happen eventually.

### Stres-Buster?

Mantra for maintaining work-life balance: Regimented exercise coupled with meditation keeps me refreshed 80-90% of the time. People who do not practice both these great rejuvenators are missing out on something very fundamental and basic in life.

### Goals & Targets for 2015?

elnfochips better be at least a \$100 million company and we plan to achieve it by working hard and smart!

### Which 3 people living or dead would you like to have dinner with?

Dr. Manmohan Singh  
Mahatma Gandhi  
Albert Einstein

### BOOKS

(a) On the spiritual side: The Good Earth, Conversations with God Part I, II & III and of course, Bhagvad Gita!  
(b) In Fiction: The Kite Runner, The Glass Palace, Angela's Ashes - there are so many of them!  
(c) On Management: Made in Japan and In Search of Excellence are classics. Good to Great, The Rockefeller Habits, Crossing the chasm, Switch are recent ones that I have really enjoyed.

### If you win INR 100 Cr in a Jackpot, how would you like to spend it?

I would donate every single penny of it towards education.