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RAJESH KEJARIWAL

CEO

KODOOR GROUP

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Family Business Heir on Navigating his Way

All aspiring entrepreneurs are inspired by someone who flagged a path before them. After building business empires, many founders wish to leave a legacy behind in the form of a long-standing institution which embodies a certain set of values. For a new entrepreneur, running a family business entails upholding the values and ethics of the enterprise and accepting responsibility for its sustainability. This bond can take precedence and inspire an entrepreneur to brave all sorts of challenges and scale up the family business. Similarly, Mr Rajesh Kejariwal was bitten by the entrepreneurial bug began to envision the rewards of joining the family enterprise. He took inspiration from the past, saw opportunities for the future, and believed in technology as a force for improving the business. Becoming a part of this business along with his grandfather father and father in the

year 1970, he shares authentic Rajasthani experience in an offbeat destination.

God's owns country - Kerala isn't just popular for its palm-lined beaches, placid backwaters and lush greenery, but also for its billionaire tycoons who have built a successful business empire over time. In 1955 in the post-independence period, an enthusiastic, skilled and energetic business-oriented person Mr Ramkumar Kejariwal, using his outstanding talent and entrepreneurship, planted the seed of his dream in Kerala which today became a tree under the name of "Kejariwal Industries" as a leading and reputed company manufacturing iron drums for Cochin Refinery. Hailing from Jhunjhunu, an ancient town in the state of Rajasthan, known for its fresco art and carefully engraved architecture of stepwells, to the banks of Kodoor river between



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the coastal district Alapuzha and the eastern villages of Kottayam, settled and established in Cochin, Queen of Arabian sea.

Rajesh was born into an entrepreneurial family. Growing up in an entrepreneurial home benefited him in more ways than merely sparking his passion for business at a young age. Born in Kolkata, he studied and grew up in Kerala. But his entrepreneurial craft has its origins in his early days. Early on he demonstrated some of the characteristics that would make him successful, powerful, and famous businessman. Soon after graduation he stepped in to the marketing sector and piloted a company called Three Investments in the share marketing sector for ten years. Later he joined Kodoor Engineers in 1998 and took the rein of the management. His foresight of investing in the

expansion and modernisation of the company and infrastructure led to rapid growth in the product portfolio of the company

Entrepreneurs often feel angst about finding the perfect name for their business. Kejariwals have assimilated easily into the liberal Kerala culture and fondly selected the name of Kodoor river for their trade. Kodoor Engineers Pvt Ltd has risen above the strong roots of quality and has become a deciduous tree by climbing the peaks of prosperity by drinking the water of constant renewal and necessary changes. The company continues to be a leader in India due to its distinctive features and unparalleled quality in the production of pipe. A family concern having two first generation entrepreneurs with a strong vision and business ethics, followed by third and fourth technically qualified generation have successfully managed the transformation of Kodoor group in to Kodoor Engineers Private Ltd.

Rajesh Kejariwal gained invaluable real-world business experience long before many of his peers began their path to entrepreneurship. His father's constant support and timely advices has enriched his perspective in life, helping him make major life decisions with a view to life in the long term Whatever he has learned

in business comes from his father who is the institution that taught him his one life principle: “Focus on the process not the result”.

Though Kejariwal Industries started with an iron drum manufacturing company the declining demand for iron drums prompted the Kejariwal family to set up a new business. In 2000, Kejariwal Industries was completely transferred to Kodoor Engineers. Active in both the government and private sector, Kodoor Engineers has become an indispensable name in the industrial sector of Kerala within a short span of time. They have presence in many institutions like Info Park, Kannur Airport etc. It also has been spreading its wings to other states like TamilNadu and Karnataka. This business has a wide range of product offerings list which includes HDPE Pipe, Hdpe Pipe Fitting, industrial hdpe pipe, Ldpe Pipe, Pipe Fitting etc. The Company Glass Wall Sys-

tems established in 2003 which is now India's leader in the field of Aluminium Curtain Wall, Doors and Windows. The company has been recognized amongst the leading organization engaged in manufacturing and supplying durable and cost-effective HDPE single Roll Pipe in 4 inch width. They are one of the leading manufacturers and suppliers of high-quality HDPE Coil Pipe for their esteemed customers, using high-grade material which is extensively applicable in power, chemical and various other industries. The offered product is highly appreciated among the clients for its reliability and high durability. Presently the company is looking forward to the government's proposal of HD pipes for drinking water.

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for social upliftment and communal progress. An organization Agarwal Yuva Mandal was formed on the instructions of the senior members of the family and community to encourage sports and other activities for the immigrated North Indians. With special focus on overall growth of human being and preservation of nature, the Kodoor management has espoused various initiatives in the field of Education, and Health Care.

“Entrepreneurship is a team sport”, says Rajesh. A significant element to survive the challenge-filled entrepreneurial journey is a strong support system not only at work but also at home. Entrepreneurs often wear several hats and carry out various responsibilities – business owners, leaders, mentors and parents. Thus, he shares that having a family that fully understands and supports the journey that entrepreneurs take is a factor in one’s longevity in the business world. The biggest support family members can give to entrepreneurs is emotional assistance. Lending a listening ear, showing encouragement, providing understanding and care. So here’s a thank-you to his own spouse Smt Anju Kejariwal for providing him the motivation, determination and support to run the business. He also believes that it is the responsibility of the younger generation joining the family business to offer a fresh pair of eyes. That’s what he did when he joined the business and now the third generation is doing it as well. About the next gen, Rajesh mentions that his daughter Ranjana Kejariwal recently joined the company after the completion of MBA, while his son Rishi Kejariwal is engaged in business studies.

Every successful person had a parent who supported and believed in them. Belonging to a Rajasthani family that has seen its several generations engaged in running family businesses, growing up anything else but an entrepreneur was almost inevitable. A graduate in commerce, an entrepreneur by profession and a design evangelist by passion – Rajesh Kejariwal, CEO of Kodoor Group, has turned this passion of his into a full-fledged industry initiative. Through Business Mastery, he learned that risk and reward are his fuel and the ignition always propelling him toward new opportunities to create and succeed on a grander scale.

“Kodoor Engineers Private Ltd “like the river Kodoor, is always flowing collecting the rain-water washed over land, receiving the droplets from clouds above welcoming the tributaries that come from nowhere, budgeting for the occasional hard fall and working around a mountain that suddenly stands in its path.

