



Selected 2012-14



# Lornamead

Adding Value to Brands



**Director** : Mr. Chandrasekhar Kupperi

**Established** : 2006

**Products:** Lornamead deals in well known brands such as Finesse, Vosene and Witch. It has a strong business both in North American and European markets. Finesse is a hair care brand offering shampoos, conditioners and hair sprays. Vosene is a mainly for anti dandruff. It also has a kid's version to cure head lice. Witch is in the medicated skin care category and its range includes ache treatment and anti blemish treatments products.

**History:** The Company was established in India in the year 2006 with key office at Chennai. The company has been actively trading since its establishment. The company also offers corporate services activities such as mergers and acquisitions and strategic management services to the headquarters based in U.K. The group has been quite active with acquisitions, and has well established platforms in UK, US, Germany and India. The Indian office also handles corporate functions. Besides acquisitions, the office was completely involved with divestment of couple of its brands to major Indian businesses such as Godrej Consumer Care and Wipro Consumer Care. The group continues to look for acquisitions, both in developed and emerging markets.

**Achievements:** I have created a captive unit in Chennai for assisting the group companies in relation to M&A, Finance Management, Overseas Trademark Management and other corporate secretarial matters thereby, letting the company to focus on core operations of the business. I have successfully implemented internal controls in the group for robust functions that are also accommodative to further process improvements such as standardizing the periodicity of various reports such as working capital cash flow sales reports, inventory control etc. Also have created financial models for justifying the numbers and for proactive discussions on banking facilities, setting of covenants, hedging, impairment review going concern etc. Also have been a dedicated mentor conducting daily sessions on management topics to hone employee skills.



**Market:** Our focus has been southern states in India and we will expand to pan India in due course. We are also getting active in some of the emerging markets including Africa. Therefore we are continually focused on expanding our markets in both domestic and international level.



**Recent Development:** With the expertise we have gained in fields like mergers and acquisitions and Strategic management services, we are branching to expand our operations widely in domestic and international markets.



**Promotion:** We plan advertisements and promotions such as store promotions and consumer offers etc. to create awareness. We also conduct market studies to gain better understanding of consumer mindset.

**Expansion Plans:** We are planning to offer our corporate services to external clients. On the trading operations we also plan to launch couple of more brands within the region. We will be also strengthening the team base.

**Facilities for Staff:** We organize entire team outings every year on a quarterly basis. Also every year during Christmas we have team outings arranged on organization basis. This ensures that all staff working in the organization can meet outside of work area to share and develop better rapport. On daily basis, we organize a sessions for a minimum of half hour to share thought about varied topics for personal development.

**Mantras to become successful entrepreneur:** I consider that it takes a lot of hard work, patience and dedication to become a successful entrepreneur. Apart from this, delivering products with good quality, good relations with employees and customers also paves way for success.



JPanel of Jury Mr Chandroshekar Kupperi, Dr M Ravichandran, Mr Ravi Mishra evaluating the oral presentation during the 15th MMA Competition for Tomorrow's Managers held at MMA House on 11th Feb 2012



**Brand Value:** We offer high quality and efficacious product range and at an affordable price. These not only assist with market penetration but also help develop consumer loyalty of the products.

**Corporate Social Responsibility:** We are regularly contributing to various service organizations including CRY India, Banyan, Udavum Karangal. We also have plans to further our involvements in varied social services activities.

**Salient Features:** We take utmost care to deliver quality products to customers. As an active member in Commerce Associations such as MCCI, CII, TIE, ICAI, ICSI and MMA we impart necessary knowledge and scope for actions.

