

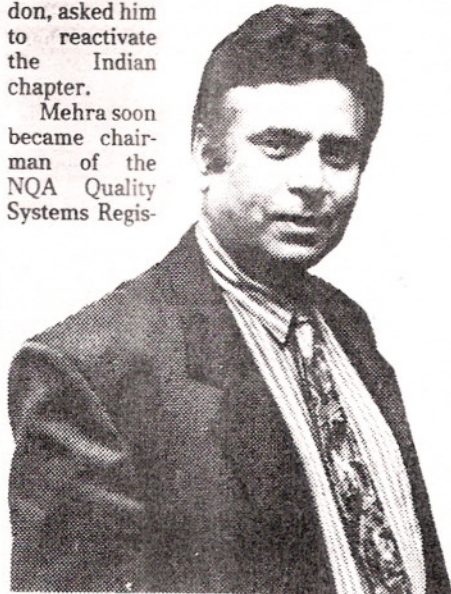
Quality king

IF YOU don't know Dr Madhav Mehra, your quality coefficient must be pretty low. For this ex-bureaucrat is known as the Quality King of India and is teaching his corporate brethren several lessons in quality.

Mehra has been flirting with quality since he was director, efficiency bureau, a little-known department of the Indian Railways. But that was more than a decade ago. In 1986 he got into the quality business full time on completing his PhD from London.

He began by setting up Quality Management International in London. Soon the Institute of Directors, London, asked him to reactivate the Indian chapter.

Mehra soon became chairman of the NQA Quality Systems Regis-



Mehra zeroes in on quality

trar Ltd, the institute that certifies companies with ISO 9,000. The institute has an office in London and one in Delhi.

With clients like ONGC, Ranbaxy and Kirloskars, what does Mehra think of Indian industry's efforts to show its best quality profile? "Most of it is still lip service," he maintains. Well, awareness for the industry means big bucks for those that dish out the quality medals, with each seminar costing about Rs 17,500 per delegate and each ISO certificate coming with a price tag of Rs 1 to Rs 2 lakh each, quality sure is good business!

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versatile CEO also pens poetry, is a freelance photographer and conducts advertising workshops, besides lecturing in business schools.

A week after his recent appointment as CEO of Anthem Communications, Dhondhy proved his worth when the agency bagged two major accounts — Shaw Wallace and Apcom Computers.

While the grapevine speculates that he left his tailor-made job as part of HTA's think tank for the remuneration alone, Dhondhy himself has a far more creative explanation. "Every person, once in his lifetime, gets an opportunity to 'make things happen'. To me it came as an offer to help Anthem take off."

To do this, he plans to immediately expose the agency to a few big accounts and secure an equity-based partnership with a major international agency. Whether Dhondhy can pull it off remains to be seen.

Vangal's latest coup

HE'S extremely press savvy, and his grit comes from the trouble his competition gave him not to mention the press. Or so the competition will tell you.

For Ramesh Vangal, the late '80s and early '90s must have been one blazing summer after another as the man

heading Pepsi's beverage business in India. Now he's moved to cooler climes, or so it seems.

Occasionally he'll admit, "Ramesh Chauhan tested my mettle in India, no doubt."

With the Parle war behind him, Vangal has another coup: he has been appointed the president for Pepsi

Navroz Dhondhy

