

Hero Insurance Broking: Media coverage of Mr Sunil
Munjal's visit to ISB Hyderabad

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1	05.03.2022	The Hindu Business Line	Mumbai, New Delhi, Hyderabad, Kolkata, Chennai
2	05.03.2022	Deccan Chronicle	Hyderabad
4	05.03.2022	Telangana Today	Hyderabad
5	06.03.2022	The Hindu Business Line	Hyderabad, Mumbai, New Delhi, Chennai, Bangalore, Kolkata

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1	04.03.2022	The Hindu Business Line	https://www.thehindubusinessline.com/news/russia-ukraine-war-to-have-long-term-impact-sunil-kant-munjal/article65191151.ece
2	04.03.2022	Business Journal	https://business-journal.in/companies/russia-ukraine-war-to-have-long-term-impact-sunil-kant-munjal-business-journal/
3	05.03.2022	The Times of India	https://timesofindia.indiatimes.com/city/hyderabad/munjal-ukraine-russia-crisis-to-impact-economy-for-1-2-yrs/articleshow/90003470.cms
4	05.03.2022	The Hindu Business Line	:https://www.thehindubusinessline.com/companies/dont-for-ge-kids-to-take-up-family-business-munjal/article65193158.ece
5	05.03.2022	ET Auto	https://auto.economictimes.indiatimes.com/news/industry/ukraine-russia-crisis-to-impact-economy-for-1-2-years-says-sunil-kant-munjal/90008926
6	05.03.2022	Deccan Chronicle	https://www.deccanchronicle.com/lifestyle/books-and-art/050322/the-making-of-hero-is-make-in-india-story-munjal.html

Sr. no.	Date	Publication	Coverage Link
7	05.03.2022	Telangana Today	https://telanganatoday.com/family-businesses-must-allow-next-gen-to-pursue-their-interests
8	05.03.2022	Business Journal	https://business-journal.in/companies/dont-force-kids-to-take-up-family-business-sk-munj-al-business-journal/
9	05.03.2022	India News Republic	https://indianewsrepublic.com/do-not-force-children-to-do-family-business-sk-munj-al/657189/
10	05.03.2022	Bharat Times	https://bharattimes.co.in/family-businesses-must-allow-next-gen-to-pursue-their-interests/
11	05.03.2022	News Logged	https://newslogged.com/?p=837942

Publication: The Times of India

Edition: Hyderabad

Headline: Munjal: Ukraine-Russia crisis to impact economy for 1-2 yrs

Date: 05.03.2022

Link: <https://timesofindia.indiatimes.com/city/hyderabad/munjal-ukraine-russia-crisis-to-impact-economy-for-1-2-yrs/articleshow/90003470.cms>

Munjal: Ukraine-Russia crisis to impact economy for 1-2 yrs

TIMES NEWS NETWORK

Hyderabad: The ongoing Ukraine-Russia war is going to cast its shadow on the Indian economy in the near-term, said CII past president and Hero Enterprise chairman Sunil Kant Munjal here on Friday.

"Even if this war stops in the coming week... the negative impact of this will last for a year or two because you will see higher inflation, higher oil prices and a breakdown in the global supply chain," he said.

"There are continuous fall outs related to these and are not easy to fix. And also, the place where Russia is going to get positioned in the global perspective, it will be

'RAMP UP DOMESTIC CAPACITY'

> Munjal said it will be tough for India to do balancing act of not running afoul of the western world and at the same time protecting its relationship with Russia

Negative impact will last for a year or two because you will see higher inflation, higher oil prices and a breakdown in the global supply chain
— Sunil Kant Munjal |

CII PAST PRESIDENT AND HERO ENTERPRISE CHAIRMAN



very hard to do business with Russia very smoothly for some time," Munjal said at the Indian School of Business (ISB) here. He also pointed out that in the coming days, it will be tough for India to do the balancing act of not running afoul of the western world and at the same time

protecting its relationship with Russia, which has been its major trade partner and key defence partner.

On the ongoing crisis of chip shortage, he said the situation is expected to continue for the next one to two years and the only solution is to ramp up domestic capacity,

for which industry will need government support.

Talking about the growth in green mobility, he said there are many technologies available such as hydrogen fuel cell and graphene. "In the short term, countries like India are trying hard to have standards for battery driven electric vehicles whereas regions like Europe are investing billions in newer technologies to figure out which will be more efficient and sustainable," he added. Munjal, who is also the ISB executive board member, was at the Hyderabad campus to talk about his book "The Making of Hero" that traces the journey of the Munjal brothers and Hero Group.

Publication: The Hindu Business Line

Edition: Hyderabad, Chennai, Kolkata, New Delhi, Mumbai

Headline: Global fallout of Russia-Ukraine war will not be easy to fix: Sunil Kant Munjal

Date: 05.03.2022

Global fallout of Russia-Ukraine war will not be easy to fix: Sunil Kant Munjal

OUR BUREAU

Hyderabad, March 4

The ongoing Russia-Ukraine war, even if it ends in a week, will have a long-term impact globally, according to Sunil Kant Munjal, Chairman, Hero Enterprise.

"The impact will be long term because you will see higher inflation, higher oil prices and disruptions in global supply chains. It is not easy to fix," Munjal said.

Interacting with media here on Friday, he said that India's position was complicated, considering the country's trade ties with Russia. While the country couldn't do something that upset the mood in the West, it couldn't denounce or run

the demand from the US and the UK that India should clarify its stand on the war, he refuted the criticism that India was sitting on the fence. It actually was stating its actual position, he observed.

Munjal was here in connection with a discussion on his book *The Making of Hero*, a book on how the family-run business conglomerate was built over decades.

Chip shortage

About the chip shortage and how long it would take to address the challenge, Munjal said it would take 1-2 years.

It is time for the country

other key components as technology had become all pervasive, with sensors built into diverse devices.

He said that fab facilities across the world counted on the support from the Government because break-evens were long. There was a need for constant flow of investments for technology upgradation.

The import bill on this count is going to be very high, he said, and the country has to explain the objectives of Atmanirbhar in this space better. "It is not closing down the space for others. You need to build a strong base because we are going to depend on such high-value components in

Publication: Deccan Chronicle

Edition: Hyderabad

Headline: Hero Group Is story of 'Make in India': Munjal

Date: 05.03.2022

Link: <https://www.deccanchronicle.com/lifestyle/books-and-art/050322/the-making-of-hero-is-make-in-india-story-munjal.html>

Hero Group is story of 'Make in India': Munjal

Book chronicles the origin, growth of Hero India company

ANVESH REDDY | DC
HYDERABAD, MARCH 4

Even if the war in Ukraine were to end in a week's time, its impact will last for at least a year in the form of inflation, higher oil prices and breakdowns in the global supply chain, said Sunil Kant Munjal, chairman of Hero Corporate. He spoke at length about his book *The Making of Hero*, in which he has chronicled the account of the Hero Group's origin and its growth over the years. The book covers a spectrum of thoughts on the product, pricing, strategies, branding and marketing behind the organisation.

In Sunil Kant Munjal's words, *The Making of Hero* is an authentic 'Make in India' story about overcoming adversities, tepid economic growth, and global competition in the recent past. Excerpts.

What made you write this book?
People had been requesting such a book for the last 30-40 years as they wanted to know about the company and our family's story. When we decided to write a book, I thought who other than an insider



Chairman of Hero Corporate Sunil Kant Munjal speaks at length about his book *The Making of Hero*, in which he has chronicled the account of the Hero Group's origin and its growth over the years. — DC

What are the core values that drive decision making in the group?

A: To try and constantly grow with experimenting, fully knowing that there will be setbacks. At the same time, we make it a point not to commit some mistakes every time.

Does the book reveal any key setbacks in the Hero Group's journey over the years?

Yes. From experiencing a massive earthquake in Quetta (now in Pakistan) in 1983 to having the government restriction of small-scale production and our two-wheeler licence business being cancelled, the book reveals many interesting tales.

Surprisingly, there are hardly any publicly known disputes within the family. How does your family manage internal decision-making?

● **THE MAKING** of Hero is an authentic 'Make in India' story about overcoming adversities, tepid economic growth, and global competition in the recent past.

● **THE BOOK** covers thoughts on the product, pricing, strategies, branding and marketing behind the organisation.

ing?
I have explained this part quite extensively in the book. We underwent a massive restructuring over a decade ago to avoid differences by creating an alignment within the family. We have over 20 family members in over 30 companies. Since the restructuring, fortunately, the companies have grown dramatically well while the family is still friendly and intact.

What kind of impact do you see on the automobile sector in the current geopolitical scenario?

Even if the war in Ukraine were to end in a week's time, the negative impact of it will last for at least a year due to the higher inflation, higher oil prices and breakdown in the global supply chain.

Publication: Telangana Today

Edition: Hyderabad

Headline: 'Next-gen must be allowed to pursue their interests'

Date: 05.03.2022

'Next-gen must be allowed to pursue their interests'

Sunil Kant Munjal talks about running family businesses

CITY BUREAU

Hyderabad

In a family-run business, it is assumed that the next generation will take over. However, Hero Enterprises chairman Sunil Kant Munjal has a different perspective towards this as he believes that the newer generation must not be forced towards the business.

"On the contrary, they should be given a free hand to pursue their interests and passions," Munjal said at an event here.

Speaking at ISB on the occasion of the launch of his book 'The Making of Hero', Munjal said that we should try and stop controlling the future of our children and grandchildren because they will be living their truth.

"What we live is our truth and it was completely different from our parents and grandparents and if they saw what we are doing today, they may be thrilled or be aghast. We have to allow the future to play itself out and also try and avoid vicariously living our lives through our children because they are much better exposed than we were," he said to a packed audience.

He was having a conversation with Apollo Hospi-



Hero Enterprises chairman Sunil Kant Munjal signing his book 'The Making of Hero' at the launch in Hyderabad on Friday.

EV technology is 100 years old and it has now been improvised and refined, thus making it more efficient, says Munjal

itals, executive vice-chairman, Shobhana Kamireni along with ISH Dean Madan Pillutla on different aspects of running a family business.

The topmost priority, according to Munjal, in Hero Group's business journey so far, has been that the family values have become busi-

ness values. "My father Brijmohan Lall Munjal once gave back the small-scale business licence issued for cycle as he did not want it. These were the values that the group is built on," he said.

Electric Vehicle

Speaking about the electric vehicle industry, Munjal said that the auto industry has to make the shift to cleaner fuel. "The technology of EV is 100 years old and it has now been improvised and refined, thus making it more efficient. The industry needs to have more open mind so as to get disruption," he informed.

Publication: The Hindu Business Line

Edition: Hyderabad, Kolkata, Mumbai, New Delhi, Chennai, Bangalore

Headline: 'People are a firm's most valuable asset'

Date: 06.03.2022

+ 'People are a firm's most valuable asset'

Hero Group chief SK Munjal says kids must not be forced into family business

KV KURMANATH

Hyderabad, March 5

As they gathered at the auditorium for the first time in almost two years, young entrepreneurs and students of the Indian School of Business (ISB) got to hear from Sunil Kant Munjal, Chairman of Hero Enterprise, what they don't teach at the school.

Hailing from one of the oldest family-owned business conglomerates in the country, Munjal said that people are the most valued asset of an organisation.

"It is very important to ensure that everyone's personal concerns are addressed. If something bad happens at an associate's



Sunil Kant Munjal,
Chairman, Hero Enterprise

Partition.

"The only asset that continues to appreciate over time, through experience, learning and mistakes — people. Everything else that we set up depreciates," he said. Drawing examples from his group, he said en-

owned businesses must not force their kids to join the business if they didn't show interest in it.

"They should be allowed to pursue their interests. We should not control the future of our children and grandchildren," he said.

"You must demonstrate value or show them the future potential that the business has, to encourage them to work in the business," he said. "You must constantly encourage people and let them try and do better. Well, when you experiment so much, not everything's going to work many times. We used to recognise people who failed in their attempts on equal footing with those who

poly over brilliant ideas. It can come from any place. So we partnered extensively with many companies."

Citing the example of the association with Honda, he said his company even partnered with a Swiss company for a single machine. "We set up a joint venture with that company for just one machine," he said.

'Be bold, take risks'

Citing the example of his father, he said that when the government gave them licence to manufacture bicycles, he refused to take it. "He said he would take it only if the restriction on the number of vehicles that he can produce is removed," Munjal said.

Publication: The Hindu Business Line

Link: <https://www.thehindubusinessline.com/news/russia-ukraine-war-to-have-long-term-impact-sunil-kant-munjal/article65191151.ece>

Headline: Russia-Ukraine war to have long-term impact: Sunil Kant Munjal

Date: 04.03.2022

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News

Russia-Ukraine war to have long-term impact: Sunil Kant Munjal

Our Bureau | Hyderabad, March 4 | Updated On: Mar 04, 2022

Chip shortage to take 1-2 years to settle down

The ongoing Russia-Ukraine war, even if it ends in a week, will have a long-term impact globally, according to Sunil Kant Munjal, Chairman, Hero Enterprise.

"The impact will be long-term..."

Publication: Business Journal

Link: <https://business-journal.in/companies/russia-ukraine-war-to-have-long-term-impact-sunil-kant-munj-al-business-journal/>

Headline: Russia-Ukraine war to have long-term impact: Sunil Kant Munjal-Business Journal

Date: 04.03.2022



The image is a screenshot of a web browser displaying an article on the Business Journal website. At the top, there is a dark blue header with the text "Create the website of your dreams" and "NEWSPAPER THEME" on the left, a "BUY NOW" button in the center, and the "Business -Journal" logo with the tagline "Business Insight" on the right. Below the header is a navigation bar with "NATIONAL" and "INTERNATIONAL" links, a menu icon, and a search icon. The main content area features a breadcrumb trail: "Home > COMPANIES > Russia-Ukraine war to have long-term impact: Sunil Kant Munjal-Business Journal". The article title is "Russia-Ukraine war to have long-term impact: Sunil Kant Munjal-Business Journal", with the author listed as "By BUSINESS JOURNAL" and the date "March 4, 2022". There are social media sharing icons for Facebook, Twitter, and LinkedIn. Below the text is a photograph of Sunil Kant Munjal, a man with a grey beard and glasses, wearing a dark suit and white shirt. At the bottom of the page, a partial sentence is visible: "The ongoing Russia-Ukraine war, even if it ends in a week, will have a long-term impact".

Publication: The Hindu Business Line

Link: <https://www.thehindubusinessline.com/companies/dont-force-kids-to-take-up-family-business-munjal/article65193158.ece>

Headline: Don't force kids to take up family business: SK Munjal

Date: 05.03.2022



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Companies

Don't force kids to take up family business: SK Munjal

KV Kurmanath | Hyderabad, March 5 | Updated On: Mar 05, 2022





Sunil Kant Munjal, Chairman, Hero Enterprise. | Photo Credit: PAUL NORONHA

'People are the most value asset of an organisation'

As they gathered at the auditorium for the first time in almost two years, young entrepreneurs and students of the Indian School of Business (ISB) have gotten to hear from Sunil Kant Munjal, the Chairman of Hero Enterprise, what they don't teach in the school.

Hailing from one of the oldest family-owned business conglomerates in the country,

Munjal has said that people are the most value asset of an

Publication: ET Auto

Link: <https://auto.economictimes.indiatimes.com/news/industry/ukraine-russia-crisis-to-impact-economy-for-1-2-years-says-sunil-kant-munjal/90008926>

Headline: Ukraine-Russia crisis to impact economy for 1-2 years, says Sunil Kant Munjal

Date: 05.03.2022



The screenshot shows a mobile browser view of an ET Auto article. At the top, there are navigation links for 'NEWS SITES', 'ET Auto.com', and 'EV'. Below this is a banner for 'Executive Certificate Programme in DIGITAL TRANSFORMATION' by SPJIMR. The main headline reads 'Ukraine-Russia crisis to impact economy for 1-2 years, says Sunil Kant Munjal'. A quote from Sunil Kant Munjal is visible: 'Even if this war stops in the coming week... the negative impact of this will last for a year or two because you will see higher inflation, higher oil prices and a breakdown in the global supply chain,' he said. The article is dated March 05, 2022, at 11:20 IST. Below the text is a portrait of Sunil Kant Munjal, a man with grey hair and glasses, wearing a suit and tie. At the bottom, there is a caption: 'HYDERABAD: The ongoing Ukraine-Russia war is going to cast its shadow on the Indian economy. In the near term, says IITM's president and Head Enterprise...'

Publication: Deccan Chronicle

Link: <https://www.deccanchronicle.com/lifestyle/books-and-art/050322/the-making-of-hero-is-make-in-india-story-munjal.html>

Headline: The Making of Hero is 'Make in India' story: Munjal

Date: 05.03.2022



The screenshot shows a news article from Deccan Chronicle. The article title is "The Making of Hero is 'Make in India' story: Munjal". The author is Anvesh Reddy, published on March 5, 2022, at 1:02 AM IST, and updated on March 8, 2022, at 7:35 AM IST. The article includes social media sharing icons and a brief description: "The book covers a spectrum of thoughts on the product, pricing, strategies, branding and marketing behind the organisation." The main image shows Sunil Kant Munjal, chairman of Hero Corporation, sitting at a table with two bottles of "The Making of Hero" book in front of him. A caption below the image states: "Sunil Kant Munjal, chairman of Hero Corporation spoke at length about his book The Making of Hero, in which he has chronicled the account of the Hero Group's origin and its growth over the years. (DC photo)." The article text begins with "Hyderabad: Even if the war in Ukraine were to end in a week's time, its impact will last for at least a year in the form of inflation, higher oil prices and breakdown in the global supply chain, said Sunil Kant Munjal, chairman of Hero Corporation. He spoke at length about his book, The Making of Hero, in which he has chronicled the account of the Hero Group's origin and its growth over the years." The article concludes with "The book covers a spectrum of thoughts on the product, pricing, strategies, branding and marketing behind the organisation. In Munjal's words, The Making of Hero is an

Publication: Telangana Today

Link: <https://telanganatoday.com/family-businesses-must-allow-next-gen-to-pursue-their-interests>

Headline: 'Family businesses must allow next-gen to pursue their interests'

Date: 05.03.2022

Monday, Mar 7, 2022

Telangana Today
THE LOCAL TO GLOBAL NEWS

Hyderabad Telangana Andhra Pradesh India World Entertainment Science and Tech Sport

Home > Family Businesses Must Allow Next Gen To Pursue Their Interests

'Family businesses must allow next-gen to pursue their interests'

BY TELANGANA TODAY PUBLISHED PUBLISHED DATE - 12:58 AM, SAT - 5 MARCH 22



Hero Enterprises chairman Sunil Kant Munjal signing his book 'The Making of Hero' at the launch in Hyderabad on Friday.

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Hyderabad: In a family-run business it is assumed that the next generation will take over. However, Hero Enterprises chairman Sunil Kant Munjal has a different perspective towards this as he believes that the newer generation must not be forced towards the business.

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Publication: Business Journal

Link:

<https://business-journal.in/companies/dont-force-kids-to-take-up-family-business-sk-munjal-business-journal/>

Headline: Don't force kids to take up family business: SK Munjal -Business Journal

Date: 05.03.2022



The image is a screenshot of a web browser displaying an article on the Business Journal website. The website's header is dark blue with the text "Create the website of your dreams. NEWSPAPER THEME" and a "BUY NOW" button on the left, and the "Business Journal Business Insight" logo on the right. A navigation menu below the header includes "NATIONAL", "INTERNATIONAL", "COMPANIES", "CURRENT AFFAIRS", and "INDUSTRY". The article's headline is "Don't force kids to take up family business: SK Munjal -Business Journal". Below the headline, it says "By BUSINESS JOURNAL" and "March 5, 2022". There are social media sharing icons for Facebook, Twitter, LinkedIn, and WhatsApp. A large photograph of SK Munjal, a man with grey hair and glasses, is shown. Below the photo, the text reads: "As they gathered at the auditorium for the first time in almost two years, young entrepreneurs and students of the Indian School of Business (ISB) have gotten to hear from Sunil Kant Munjal, the Chairman of Hero Cycles, what they don't teach in the school." Another paragraph follows: "Hailing from one of the oldest family-owned business conglomerates in the country, Munjal has said that people are the most valuable asset of an organisation." A quote is provided: "It is very important to ensure that everyone's personal concerns are addressed. If something bad happens at an associate's house, somebody from the senior management will actually be sent," he says.

Publication: India News Republic

Link: <https://indianewsrepublic.com/do-not-force-children-to-do-family-business-sk-munjal/657189/>

Headline: Do not force children to do family business: SK Munjal

Date: 05.03.2022



The image is a screenshot of a news article from India News Republic. At the top left is the logo for India News Republic, featuring a stylized 'I' in a green square. To the right of the logo, the text 'India News Republic' is displayed in red and green. Below the logo is a black navigation bar with white text for various categories: 'BREAKING NEWS', 'INDIA', 'WORLD', 'BUSINESS', 'TECH', 'ENTERTAINMENT', 'HEALTH', 'LIFESTYLE', and 'LOCAL'. The main content area has a white background. At the top of this area, there is a breadcrumb trail: 'Home / Education / Do not force children to do family business: SK Munjal'. Below this is a small orange 'LIVE' tag. The headline 'Do not force children to do family business: SK Munjal' is in a large, bold, black font. Underneath the headline, the author's name 'Sankhrajit' and a small icon are visible. A large portrait of SK Munjal, a man with a grey beard and glasses wearing a dark suit, is centered below the text. At the bottom of the screenshot, there are three short paragraphs of text, which are partially cut off.

Home / Education / Do not force children to do family business: SK Munjal

Do not force children to do family business: SK Munjal

Sankhrajit

As they sat in the auditorium for the first time in almost two years, young entrepreneurs and students of the Indian School of Business (ISB) were able to hear from Sunil Kant Munjal, the president of Hero Enterprise. What they do not teach at the school.

Hailing from one of the country's oldest family business conglomerates, Munjal said people are the most valuable asset of an organization.

"It simply came to our notice that, if something bad happens at a partner's house, it will be sent to someone in the top management," he said.

Publication: Bharat Times

Link: <https://bharattimes.co.in/family-businesses-must-allow-next-gen-to-pursue-their-interests/>

Headline: 'Family businesses must allow next-gen to pursue their interests'

Date: 05.03.2022




The image is a screenshot of the Bharat Times website. At the top, the logo for 'BHARAT TIMES' is displayed with the tagline 'THE ART OF PUBLISHING'. Below the logo is a navigation menu with categories: TOP STORIES, NATION, BUSINESS NEWS, SPORTS NEWS, POLITICS, BOLLYWOOD, SPORTS, WORLD NEWS, and MORE. The main content area features a breadcrumb trail: 'Home / Top Stories / Family businesses must allow next-gen to pursue their interests'. Below this is a banner for 'MediBuddy LAB TESTS' with the text 'NOW AT HOME!' and icons for 'Home', 'Online', and 'Multi-centre'. Underneath the banner is a photograph of a man in a grey suit and glasses sitting at a desk, signing a document. The headline below the photo reads: 'TOP STORIES: Family businesses must allow next-gen to pursue their interests'.

Publication: News Logged

Link: <https://newslogged.com/?p=837942>

Headline: 'Family businesses must allow next-gen to pursue their interests'

Date: 05.03.2022



The screenshot shows the News Logged website interface. At the top is the logo 'NEWS LOGGED' with a globe icon. Below the logo is a navigation bar with links for HOME, LOCAL NEWS, WORLD NEWS, BREAKING NEWS, TRENDING NEWS, LIVE UPDATES, VIRAL NEWS, BUSINESS, POLITICS, SPORTS, and HEALTH. The main headline is 'Family businesses must allow next-gen to pursue their interests'. The article is attributed to 'NewsLogged Admin' and is 3,652 words long. Below the headline are social media sharing buttons for Facebook, Twitter, Print, and Email. A 'Printed Date' of 12:55 AM, Sat - 5 March 22 is displayed. The main image shows a man in a suit, Sunil Kant Munjal, sitting at a desk and signing documents. Below the image is a caption: 'Sunil Kant Munjal, Chairman of Hero Enterprises, signs the MoU for the acquisition of Hero Cycles.' The article text begins with 'Hyderabad: In a family-run enterprise it's assumed that the following technology will take over. Nonetheless, Hero Enterprises chairman Sunil Kant Munjal has a unique perspective in the direction of this as he believes that the newer technology should not be pressured in the direction of the enterprise.' A quote follows: 'Quite the opposite they need to be given a free hand to pursue their pursuits and passions,' Munjal mentioned at an occasion right here. On the right side, there is a 'STAY CONNECTED' section with social media icons for Facebook, Twitter, Instagram, and Tumblr. Below that is an advertisement for 'Waaree Solar Panels' with a 'Open' button. At the bottom right, there is a 'Subscribe to our Newsletter' link and a 'Print Address' link.