



## Vellayan Subbiah: A Transformative Leader Recognized Globally

Vellayan Subbiah, the Executive Vice-Chairman of Tube Investments of India (TII) and Chairman of Cholamandalam (Chola) Investment and Finance Co. Ltd., was named the EY World Entrepreneur Of The Year™ 2024. This prestigious award was presented at a ceremony held in Monaco's Salle des Etoiles. Subbiah's recognition marks a significant milestone, as he is the fourth Indian entrepreneur to win this global title in the award's 24-year history. This analysis delves into Subbiah's entrepreneurial journey, transformative leadership, and the broader implications of his achievements.



[Source: EY]

# Early Career and Strategic Beginnings

## 1. Engineering and Consultancy Foundations

Vellayan Subbiah's professional journey commenced with a solid foundation in engineering and strategic consulting. These early experiences equipped him with technical expertise and analytical skills, forming the bedrock of his future entrepreneurial endeavors. Subbiah's transition from an engineer to a strategic consultant demonstrated his capability to adapt and thrive in varied professional landscapes.

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## 2. Entering the Family Business

Nearly 15 years ago, Subbiah began taking on leadership roles in his family's business. His entry into the family business marked the beginning of a transformative era. With an entrepreneurial spirit deeply embedded within him, Subbiah was poised to navigate the complex business landscape and steer the family business towards unprecedented growth.

# Navigating Challenges at Cholamandalam

## 1. The Global Recession and Troubled Partnerships

Subbiah's leadership at Cholamandalam Investment and Finance Co. Ltd. (Chola) was tested during the global recession. The company faced significant challenges, including the fallout from a troubled partnership. Despite these adversities, Subbiah's strategic vision and decisive actions enabled Chola to not only survive but thrive. His ability to navigate through turbulent times showcased his resilience and strategic acumen.

## 2. Growth and Market Capitalization

Under Subbiah's leadership, Chola experienced remarkable growth. He successfully grew the company's market capitalization by 60 times during his tenure as Chairman. This exponential growth reflected Subbiah's ability to implement effective business strategies, foster innovation, and drive long-term sustainability. His tenure at Chola stands as a testament to his transformative leadership and entrepreneurial spirit.

# Transforming Tube Investments of India

## 1. Reallocation of Investments and Acquisitions

In 2018, Subbiah assumed leadership of Tube Investments of India (TII), a 70-year-old manufacturing company. His approach involved a comprehensive transformation of the business through strategic investment reallocation and acquisitions. Subbiah's vision for TII was rooted in innovation and growth, and his strategic decisions played a crucial role in revitalizing the company.

## 2. Share Price Growth and Business Expansion

Since taking over TII, Subbiah has driven the company's share price growth by 13 times. This significant increase underscores the effectiveness of his leadership and strategic initiatives. Subbiah's ability to identify and capitalize on growth opportunities has been instrumental in TII's success. His focus on business expansion and innovation has positioned TII as a leader in its industry.





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### 3. CG Power and Semiconductor Facility

One of the notable achievements under Subbiah's leadership at TII is the commencement of India's first outsourced semiconductor and test facility by TII's subsidiary, CG Power. This venture represents a significant advancement in India's semiconductor industry and reflects Subbiah's commitment to technological innovation and industry leadership. The establishment of this facility is a testament to Subbiah's forward-thinking approach and his dedication to driving industry advancements.

## Commitment to Sustainability and Community Welfare



[Source: Business Today]

### 1. Environmental Stewardship

Beyond his business successes, Subbiah has demonstrated a strong commitment to sustainability and environmental stewardship. His initiatives have propelled TII and Chola towards significant environmental milestones. Subbiah's leadership in this area reflects a broader vision of corporate responsibility and sustainable growth.

### 2. Social Initiatives and Corporate Responsibility

Subbiah's commitment to community welfare is evident through various social initiatives. He has driven programs focused on education scholarships, health innovations, and community development. These initiatives highlight his philosophy of enabling others to 'enter a better life.' Subbiah's approach to leadership extends beyond business success to include a deep sense of social responsibility and community engagement.

# Recognition and Global Impact

## 1. The EY World Entrepreneur Of The Year Award

The EY World Entrepreneur Of The Year award is one of the most prestigious recognitions for entrepreneurs globally. Subbiah's selection from nearly 5,000 program participants across 47 countries underscores the global impact of his leadership. The award celebrates visionary leaders who are transforming industries, growing the economy, and addressing global challenges.

## 2. Independent Panel and Selection Criteria

Subbiah was chosen by an independent panel of judges based on four criteria: entrepreneurial spirit, purpose, growth, and impact. This year's panel included a diverse group of esteemed entrepreneurs from around the world, chaired by Hernan Kazah, Co-founder and Managing Partner of Kaszek Ventures. Subbiah's recognition is a testament to his exceptional entrepreneurial qualities and the transformative impact of his leadership.

## 3. A Fourth Winner from India

Subbiah's win marks the fourth time an Indian entrepreneur has received this global honor, joining the ranks of NR Narayana Murthy, Uday Kotak, and Kiran Mazumdar Shaw. His recognition highlights India's prominence in the global entrepreneurial landscape and showcases the country's ability to produce visionary leaders who drive significant business and social impact.

# Subbiah's Philosophy and Vision

## 1. Humble and Personable Leadership

Carmine Di Sibio, EY Global Chairman and CEO, emphasized Subbiah's humble and personable approach to leadership. Subbiah's leadership style is characterized by humility, empathy, and a focus on enabling others. His philosophy of leadership is rooted in the belief that challenges are opportunities and that self-improvement is key to achieving success.

## 2. Inspiring Future Generations

Subbiah's entrepreneurial journey and achievements serve as an inspiration to future generations. His story exemplifies the power of perseverance, strategic vision, and a commitment to social responsibility. Subbiah's success is not only a personal triumph but also a beacon of inspiration for aspiring entrepreneurs around the world.



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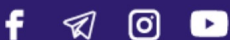
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Vellayan Subbiah's recognition as the EY World Entrepreneur Of The Year 2024 is a testament to his transformative leadership and entrepreneurial spirit. His journey from an engineer to a global business leader is marked by resilience, innovation, and a deep commitment to sustainability and community welfare. Subbiah's achievements underscore the importance of visionary leadership in driving business success and social impact. As he continues to lead and inspire, Subbiah's legacy will undoubtedly influence the future of entrepreneurship and corporate responsibility on a global scale.



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