





“The ultimate mission of my life is to help build a better world.”

Dr BKM

Global Chairman & MD, Spice Global

A Global Visionary

Dr BKM is one of India's first visionary techno-entrepreneurs to capitalize and invest in the new economy sunrise sector opportunities created by the liberalization of the Indian economy. Admired for his unconventional wisdom, he has played a strong leadership role at the global level in building bridges of friendship between nations. An innovator with great foresight, Dr BKM helped put India on the hi-tech map of the world. He has a 30-year proven track record of building some of Asia's most successful Joint Venture Partnerships with global giants such as Xerox, Alcatel, Telstra and Olivetti. He played a major role in pioneering the technological transformation of India by spearheading entries into the mobile telephony space and office automation business.

Born in a small town in India, Dr BKM has emerged as a truly global citizen and entrepreneur with offices in London, Los Angeles, Shenzhen, Dubai, Singapore, Kuala Lumpur and New Delhi. He is the Founder Chairman of Spice Global, a multi-faceted technology group with current valuations exceeding US\$ 5 billion and gross revenues in excess of US\$ 2 billion. Headquartered in Singapore, the Corporate and Finance hub, Spice Global has controlling interests in operations across the world. It has acquired significant scale in the ASEAN and SAARC regions and is expanding to the Middle East and Africa – markets of the future with more than 64% of global youth population.

In recent years, Dr BKM has consciously shifted focus to Mobile Connectivity and is leveraging the power of emerging technologies to accelerate the growth of his global business. He is committed to establishing leadership in the emerging space created by the convergence of communications, computerization, mobile telephony, internet and entertainment technologies.

Leadership in Innovative Mobile Technologies

Spice i2i is the Group's first major corporate investment in Singapore and reflects the company's rejuvenated global mobility vision and evolution as a global provider of mobile communication and entertainment solutions.

The group has established significant scale in i2i geographies and a footprint that extends from the Ivory Coast to Indonesia. With several strategic acquisitions in 2010, Spice i2i has evolved into the premier mobile internet solutions provider across the ASEAN region, with market leadership in devices, VAS and retail and is poised to emerge as one of the top 10 handset players in the world. It has introduced innovations in mobile communication and entertainment, including 3G movies, internet on mobiles and the widest range of apps.

Its global brand positioning, i2i, espouses the company's driving mantra, "Innovation to Infinity". Leveraging Spice Global's intelligence and experience in this sector, Dr BKM is committed to innovative exploration of the market, offering customers emotional delight and enduring value.

Through strategic partnerships and M&A, Spice i2i is building a Pan-Asian telecommunications conglomerate, which will have adequate manufacturing, distribution and retail muscle to compete effectively against the leading global players.

Dr BKM believes that Mobile Internet is the telecommunications battleground of the future. Industry projections estimate that global mobile internet user-base will cross 500 million by 2013., yielding almost \$12 billion in revenue. Almost 65% of this projected revenue will accrue from Spice i2i's targeted geographic zone.

Spice i2i's acquisitions and strategic investments in 2010 include:

- **Bharat IT Services**
- **Becoworld, Malaysia** – leading MVAS player in S E Asia, with projected profits of over \$10 million in next 3 years. Acquisition of 51% equity by Spice.
- **Integra, Bangladesh** – largest domestic brand (Sprint) with sales of 1.3 million handsets.
- **Sellular Group, Indonesia** – largest domestic brand in Indonesia (Nexian) with \$700 million business, over 200 retail shops, over 7000 third party retailers and 100 retail stores across Malaysia.
- **I-gate, Malaysia** – leading organized retail chain with 60 concept stores. Acquisition of 51% stake by Spice.
- **CSL, Malaysia** – largest independent player in devices, with sales of 600,000 handsets annually. Acquisition of 65% equity by Spice.
- **Welcom/ NewTel, Thailand** – second largest independent player in devices with sales of 700,000 handsets annually, 8% market share and a turnover of more than \$60 million. Presence in Thailand, Laos, Cambodia, Vietnam, Myanmar.
- **Spice i2i, Singapore** – leading mobility and VoIP player in South East Asia. Listed on the Singapore Stock Exchange.
- **Spice Mobility, India** – second largest Indian player in devices, second largest independent retailer and one of top 3 VAS players.
- Launch of VAS operations in **Africa** and Distribution of Spice handsets in **Middle East**.

Powerful Track Record of Business Leadership

Dr BKM began his career in **Modi Steel** one of the prime units of Modi Industries. Under his dynamic leadership as President, Modi Steel achieved the highest capacity utilization and set a new standard in productivity and efficiency.

Dr BKM proved his leadership skills once again when he headed **Modi Rubber**, India's first international Joint Venture partnership in the tyre industry. A collaboration with **Continental, Germany**, it pioneered new tyre technology in India and was the first to set up a world-class tyre manufacturing facility in the country.

Dr BKM's innovative policies, turnaround strategy to improve profitability, focus on boosting productivity and quality standards, ensured that the company achieved the highest market share, despite stiff competition from other international brands like Dunlop and CEAT. Benchmarked with Korea, the company consistently won India's highest export awards, with exports to more than 55 countries. It was also the first Indian tyre manufacturer to win the British Safety Council Award.

An astute entrepreneur, Dr BKM laid the foundation for his business empire by setting up **Graphics India** in 1981, in collaboration with **Xerox**, as a proving ground for Indian expertise. The company achieved remarkable success in a short time, in building a strong customer base and establishing India's technical and managerial capability.

Dr BKM's dynamic leadership won the confidence of Xerox and became the launching pad for what was to become "the most successful Indo-British joint venture" – **Modi Xerox**. The company set the industry standard in innovative document processing products and services.

It was rated No 1 in the industry in Customer Satisfaction. It established a strong Total Quality Management orientation and culture and introduced Statistical Quality Control, towards achieving zero defect in its state-of-the-art factory.

Modi Xerox built a transnational work culture, based on integrity, openness, trust and teamwork. Right from the start, Dr Modi groomed the company to be a 'Learning Organization' and to achieve international benchmarks. He encouraged Creativity, Innovation and Enterprise at every level of the organization.

Within a decade, Dr BKM set up successful joint venture collaborations with some of the world's most advanced hi-tech companies and turned the group into one of the fastest-growing business empires in the country.

He nurtured and supported empowered Joint Venture businesses to achieve breakthrough growth, by leveraging world-class technologies and strong customer orientation to achieve undisputed market leadership in each of his businesses. He made pioneering breakthroughs in the fields of cellular telephony, telecom and document processing, with a nation-wide network and reach, 10 state-of-the-art manufacturing facilities and over 10,000 employees.

Companies launched by Dr BKM

1981

GRAPHICS INDIA

Sole distributor of **Rank Xerox** copiers in India.

1982

IXS (P) LTD.

100% export oriented company for Xerox copiers.

1983

MODI XEROX

A JV with **Rank Xerox UK** and **Xerox Corp, USA**. India's first state-of-the-art copier company. Rated "the most successful joint venture of decade" and the most successful dealer operation in the Xerox world. Set up India's first fully-integrated copier and consumables plant and was the first multinational company in India to win ISO 14001.

1983

MODI XEROX FINANCIAL SERVICES

Set up to help Xerox Business India grow its market share, revenue and profitability.

1983

MODI XEROX SOFTWARE SERVICES

Leading edge software development for high-end Xerox printing systems. Emerged as the second largest software operations center in the Xerox world.

1987

MODI OLIVETTI

A collaboration with **Olivetti, Italy**. India's first JV for the manufacture of advanced PCs and IT solutions.

1987

MODI GBC

A collaboration with **General Binding Corporation, USA**, pioneer and world leader in Document Finishing Systems. Pioneered Heat Roll Lamination technology in India.

1990

SOTHEBY

A JV with world's leading auction house and promoter of art.

1992

ALCATEL MODI NETWORK SYSTEMS

A JV with **Alcatel Telecom, France**, the world's largest manufacturer of telecom switching systems. First private sector company in India to manufacture telecom equipment and export digital switching systems. Only full facility Alcatel plant outside France. Achieved one of the highest Customer Satisfaction ratings in Alcatel world.

1995

MODI INTERNATIONAL PAPER

A collaboration with **International Paper, USA**, the world's largest producer of Paper, Packaging and Forest Products and world leader in environmentally sensitive operations. Pioneered manufacture of eco-friendly paper containers for food service industry with a state-of-the-art manufacturing plant in Mumbai. Winner of Indian Institute of Packaging Award. Market share of over 90%.

1995

MODI TELSTRA

First company to launch cellular services in India and first to get Telecom Engineering Commission certification for Quality. Rated “Best Metro Network”. Collaboration with **Telstra International, Australia**, the largest integrated telecom company in the Asia-Pacific region and one of the top 10 telecom giants in the world.

1996

SPICE COMMUNICATIONS

Set up in collaboration with **Motorola USA**, pioneer and World No. 1 in wireless communication technologies and **Distacom, Hong Kong**. Operating in some of the fastest-growing markets in the country.

1996

GRAPHTECH INDIA

Collaboration with **IPC, Singapore**, a global Information Technology company. Set up state-of-the-art manufacturing facilities for PCs.

2001

CELLEBRUM, now SPICE DIGITAL

Asia’s leading provider of integrated telecom VAS solutions and managed services

2003

HOT SPOT, now SPICE RETAIL

Rated amongst the top 3 retail chains in Asia and No 1 in India

2004

SPICE MOBILES

First company to launch dual GSM-CDMA phones in India

2006

Acquisition of OMNIA, now SPICE BPO

One of the largest on-shore BPO companies in India

2009

SPICE FINANCE

2010

SPICE i2i

Acquisition of Media-Ring.

Pioneering Breakthroughs

Totally committed to innovation and a firm believer in India’s technical expertise and strong knowledge base, Dr BKM has many firsts to his credit.

He was

- The first to set up a fully-integrated state-of-the-art copier plant.
- The first to manufacture facsimile machines.
- The first to set up a telecom plant in the private sector.
- The first to manufacture PCs with 3.5” floppy drives
- The first to export digital switching systems.
- The first to launch cellular telephony services
- The first to manufacture eco-friendly paper products.
- The first to set up a complete Environment, Health and Safety System

Spearheading India's Quality Revolution

Dr BKM also set new standards of excellence in Leadership Training in India and pioneered revolutionary Quality Practices to build a culture of performance and productivity at every level across the organization.

The Leadership through Quality training program at Xerox was a benchmark across the world and helped it win the first Deming Prize for Quality in USA. It became a part of the Quality Culture of Modi Xerox and revolutionized management training in India.

Indeed, Modi Xerox became the talent crucible for India. It groomed more than 100 contemporary CEOs for India's productivity and growth and spearheaded a revolution in Professional Management Techniques including technology-driven Learning Management Systems and Policy Deployment that was cascaded to each and every employee.

Dr BKM also set new standards in Corporate Governance modeled on the lines of the world's best professionally managed Multi National Corporations, focusing on efficiency, productivity and empowerment at all levels. The organizational structure of the entire group was designed to facilitate Teamwork at the Top and pool the collective intellect of the most innovative thinkers. The focus was on empowering people to excel, by not just working harder, but working smarter. Self-managed work groups were encouraged to set themselves ever higher targets, to not only fulfil their own aspirations, but to help the group achieve its collective goal of breakthrough growth.

Strategic Associations

1997: Strategic tie-up with Centre for International Development, Harvard University on its India Program.

2000: Strategic tie-up with The Conference Board, USA, to set up the Global Corporate Research Centre, India Chapter.

Global Recognition

Dr BKM's visionary leadership has won him global recognition and awards.

- Member, International Advisory Board, Global Corporate Governance Research Center of the Conference Board.
- Founder Member of the Asia Business Council.
- Chairman, Asia Crime Prevention Foundation, India Chapter.
- Appointed by UN as Coordinator for the Indian sub-continent for the Millennium World Peace Summit.
- Won Outstanding Telecom & Informatics Entrepreneurship Award.
- Conferred with British-Japan Friendship Award for World Peace.
- Received Annual Award for exemplary community service from Indo-American Chamber of Commerce.

Seal of US House of Representatives

On February 17, 2004, the US House of Representatives issued a Proclamation in appreciation of Dr BKM's efforts to promote deeper understanding between the two countries and congratulated him on his inspirational innovations and humanitarian efforts worldwide.

Commitment to Education, Healthcare and Philanthropy

Spice Global's businesses also include Financial Services, Healthcare and Education. Dr BKM has already taken steps to evolve Transformational Education to unleash the passion, innovation and imagination of the world's youngest population and groom a new generation of creative innovators and enlightened entrepreneurs. The Global University of Innovation and Creativity, Modipur will be the first step towards a new era of enlightened knowledge creation and dissemination. A unique world class facility, it will help pioneer and propagate Innovative Education, powered by the very latest tools of modern teaching technology, in collaboration with leading international innovative educational institutions from across the world. The focus will be on promoting employability in a rapidly changing world and making the university as intellectually vibrant and powerful as the best institutions anywhere in the world

Dr BKM has also set up the Spice Foundation, which is responsible for the CSR activities of the group, committed to enhancing the quality of life of the communities in which the group operates. It runs the Dayawati Modi Academies, which have set the very highest standards in primary and secondary education for over 25 years and have more than 4000 students. They are a launching pad to nurture confident global citizens ready to take on the challenges of tomorrow. They have brought world-class education for the first time to communities in Rampur and Varanasi in India.

As part of the Spice Foundation's commitment to bringing the world's best healthcare to India, the group has made significant investment in modernization and expansion of the G M M Hospital in Delhi. In January 2010, it signed an MOU with Parkway Group Healthcare Pte Ltd, Singapore for Consultancy Services and set up Technical and Management Collaboration with ARCOF, Martin Fissel, Hosmac and Ernst & Young.

Building a better world

Dr BKM's dream is to shape future leaders, who will have the skills, passion and brilliance to make a positive impact on India and Asia's future growth. He believes true leadership means igniting the hearts and minds of employees and unleashing the innovative imagination of teams.

Dr BKM's business vision, focus and subsequent growth have been powered by his personal commitment to Innovation, Equality and Global Connectivity. He has never lost sight of his responsibilities as a global citizen.

He has taken major initiatives in international forums to ensure greater transparency and ethics in global business practices; to safeguard human rights and prevent discrimination of any kind; to raise awareness of the needs of the marginalized sections of society; to promote education in the remotest regions; to build an all-inclusive world, where everyone can live with dignity and fulfill their potential.

Dr BKM has authored many books that portray his deep commitment to Universal Harmony and Excellence: *'One God'*, *'Hinduism - The Universal Truth'*, *'Performance - A Managers Challenge'*, *'India and Hinduism'* and *'Whispers of Peace'*

Global Visionary and Billionaire Entrepreneur, Philanthropist and Humanist, Author and Educationist, Innovator and Futurist, Dr BKM is a truly multi-faceted personality; yet all his actions are inspired by one deep commitment.

As he himself puts it, "The ultimate mission of my life, is to help build a better world."



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