

Murali Prakash

BOARD MEMBER

Phone: +94 777 347 171

Email: murali@smaayglobal.com

Website: www.muraliprakash.com

LinkedIn: <http://linkedin.com/in/muraliprakash> Tw: @MuraliyP



Summary

Mr. Murali Prakash is currently the Chairman of Ashnip Global Pvt Ltd, Sri Lanka, engaged in business consultancy with a core focus on business transformations, market development, strategic restructuring, corporate repositioning, and building agile action.

He also serves as a Non-Executive Director on the Boards of several private and public companies. Some of his current involvements are with Millennium IT ESP Pvt Ltd, Millennium IT Singapore Pty Ltd and Technomedics International Pvt Ltd.

CORE COMPETENCIES

- *Strategic Orientation*
- *Intrapreneurial Focus*
- *Collaboration and Influence – Internal and External*
- *Developing Organizational Capabilities*
- *Operational Excellence*
- *Stakeholder Value Enhancement*
- *Competitive Intelligence*
- *Customer Centricity*
- *Community Outreach*

Corporate Experience

Over 35 years of experience holding key management positions in the areas of general management, strategic restructuring, investments/ credit management, retailing/ retail management, manufacturing, marketing/ sales and business consultancy. Some of his previous roles include serving as the Group Managing Director / Chief Executive Officer of Ambeon Capital PLC and Ambeon Holdings PLC, an investment, holding and management group of companies engaged in technology solutions, financial services, porcelain, lifestyle products and textiles, Group Managing Director / Chief Executive Officer of Browns Group of Companies, a public quoted conglomerate involved in trading, manufacturing, finance, leisure, plantations, healthcare and strategic investments, Executive Director of Laugfs Holdings Ltd, a group involved in energy, manufacturing and retail, the Chairman of Galoya Holdings (Pvt) Ltd, involved in sugar plantations and manufacture, and the Sales Director of Singer (Sri Lanka) PLC, a leading consumer durable retailer.

Education

Holds an MBA from the University of Southern Queensland and is also a Certified Professional Marketer (Asia Pacific), a Certified Management Accountant (Australia) and a Chartered Manager (CMI-UK). He also holds an Executive Diploma in Business Administration from the University of Colombo and is also an Alumnus of the National University of Singapore and the Asian Institute of Management, Manila. He is also a Companion Member of the Chartered Management Institute (UK), a fellow of Certified Management Accountants (Australia) and Chartered Professional Managers, Sri Lanka.

Expertise

- Board Management
- Executive Management
- New Business Development
- Strategic Partnerships
- Turnaround and Crisis / Change Management
- Aligning Vision and Expectations
- International Operations

PERSONAL TRAITS

- Insatiable Learner
- Attentiveness
- Influential to Lead
- Keen Observer & Evaluator
- Mastery in Communication

INTERESTS

Inspiring the younger generation.

Sharing knowledge, understanding and aligning life and spirituality with reality

FAVOURITE QUOTE

“We make a living by what we get but we make a life by what we give” – Winston Churchill

Significant contribution to the National Economy and Productivity

Restructuring and saving several local industries from the brink of collapse thus serving the community and country a great measure. These actions have resulted in, augmenting employment opportunities, creating passive income and social upliftment to communities around and contributing to national coffers through its business activities.

His transformational leadership has made many organizations and associated communities flourish and bring a better livelihood. As the Chairman of Galoya Holdings Pvt Ltd, he was instrumental in overseeing the complete resurrection and turnaround of Galoya Plantations, Sugar manufacturing facility after it was closed for over 15 years. Today the entity contributes significantly towards the national economy in its activities besides the great economic resurgence it has brought into thousands of families associated with the over 5000 hectares of out grower plantations in Hingurana area and employment opportunities for thousands within.

The resurgence of many businesses in the Browns Group during mid 2000's, after years of wilderness, contributed greatly towards the national economy in many facets. The contribution it made to Agri mechanization along with the rejuvenated local battery industry under Exide and other brands are two critical aspects amongst many other in that group. Resurrection and realigning the radiator manufacturing was yet another within the Group. The restructuring strategy made it possible for these industries to thrive and expand and create employment and lend a hand to national productivity in a significant measure, which if not could have been lost for good.

The work continued be it rejuvenating an ailing porcelain business or a struggling FMCG modern trade business, all of which today positively contributes towards national productivity and overall economic growth of the businesses.

Technology Cluster revamping through annexing MillenniumIT to the Ambeon Group, after having acquired it back from the London Stock Exchange, thus making it once again a successful local entity with planned footprints regionally. Making possible for yet another Global entity in techno- business thus helping directly and indirectly in building local industries.

Connections and Networking

Every Board position brings a host of new connections within the community and the business arena and due to his avid community approach in matters, he frequently engages himself in panel discussions, most often involved as a Panelist alongside prominent personalities in business and the community. He is also periodically, in fact frequently approached by newspapers for interviews to get his take on matters. Some of the prominent print media editions he has been featured on include The Daily Financial Times, The Daily News, The Daily Mirror, The Sunday Observer, The Island to name a few. More recently, Sri Lanka's most prominent Business Magazine LMD (Lanka Monthly Digest) featured an interview with him on "Srilanka's Covid-19 response series".

Social worker in several facets

A Rotarian and Past President of the Rotary Club of Colombo Uptown, he was adjudged as one of the outstanding Presidents during the year for the services rendered. Community projects ranged from drinking water to healthcare activities and overall community wellbeing. He continues to be a Rotarian helping the community in whatever measure he could. He is also a multiple Paul Harris fellow of the Rotary International and a certified major donor of the Rotary Foundation.

The community service based on knowledge expansions is yet another significant contribution to the society at large. With a firm conviction that knowledge makes opportunities for growth for all and being a believer of sharing knowledge acquired, he continues in his quest for sharing and empowering communities.

He served in many professional bodies as President and continues to date to serve on many as a means of furthering community centered knowledge enhancement programs. He currently serves as the Deputy Chairman of Asia Pacific Retailers Association and was the Immediate Past President of Sri Lanka Retailers Association (SLRA), the Apex body of organized retailers in Sri Lanka, Chartered Management Institute (UK) Sri Lanka branch and Certified Management Accountants (Australia) Sri Lanka branch. He was also the past president of the Board of Management of The Management Club, Sri Lanka and is a member of several other professional bodies.

Notable Achievements

Amongst many accolades and achievements, he was awarded 'outstanding entrepreneur for 2012' under Asia Pacific entrepreneurship awards by Enterprise Asia, Malaysia with the Ceylon Chamber of Commerce as the Event Manager. The selection was made by an eminent panel from the region. The entrepreneurial achievements within the business and social sphere were key in this nomination and selection.

Was recognized to be amongst the top 100 business and professional personalities for two consecutive years in 2019 and 2020 by Lanka Monthly Digest (LMD), the premier business digest in Sri Lanka under its annual hall of fame business captains of the country. Selection is based on financial performance, corporate respect, branding success, entrepreneurship, and the spirit of innovation.

Passion and Commitment

His deep desire to share knowledge and help uplift standards of people around motivates him to bring the best in business which in turn helps thousands of families through these rejuvenated future centric businesses. The collaborative mindset to bring the best of people around, and commitment to excellence in a planet friendly manner are hallmarks of this journey. To be a role model for youngsters and aspiring leaders is the legacy that he living and breathing in.

Personal thoughts on what next *A self-motivated but a realist as a leader. His leadership*

style is very 'situational' and he says that's the same even at home. Retirement is a word that means 'Rearrange self for greater good'. It's a time you get where you could involve and expand the knowledge sharing with others even more. It's a time to perhaps experiment on some things that you did not have time for earlier, like starting your own venture, big or small.

“Spirituality

is an area that I would have liked to indulge in a bit more to discover myself better. That would be an area of focus.

I have been wanting to enhance my knowledge on some key areas, law for one and history / civilization another. Might probe into it. I might break the rule of wanting to be strict about when you do what. Corporate leaders are somewhat predictable. I might want to be otherwise. It might not be that I start work at 8 in the morning but may be 6 in the evening.

Motor racing, old cars, gardening and photography fascinate me, that probably might be hobby areas. Never had enough time for these.” he says.

When asked what he'd do different given the opportunity

On the job- perhaps the same but would have strived to spend more quality time with my family and friends. Kids grew up with little attention from me due to being busy, this will change for sure. Also, could have spent more time on community projects when younger. That would be something to cherish. Might establish an academy of excellence in leadership.

His take on the new normal of coexisting

Believe in a 360-degree success, that is the answer to being successful. It is not just wealth, career, or any one of these but the wholistic view of family, career, wealth, spirituality. There is no fun being the best CEO with a family gone astray, as an example.

People need to be sensitive to others and their existence and be mindful about society and nature. Personally, would have never got involved in a business that might bring misery to others no matter how lucrative.

*The planet is for all.
Not just for Humans.
Not just for one sector.
It's not to be abused.*

I believe in the concept that we are temporary entrants and are on rent in this world. Once our rental tenure is over, we move out and need to ensure that at minimum we do not damage, even if we do not add value. If this is practiced, you would plant at least one tree in your lifetime and help at least one family.

Mind-fullness is something every human being should practice. It's about being aware of one's self and about being empathetic and understanding of the surroundings and how you act.

Globally, the focus on climate and preserving the eco system is an important virtue. Mutual respect to each other and building a society that is civic conscious is important. A society that's polarized on how to preserve and inculcate good will and forge unity and not on finding differences and ill-will.

This to me is the first step society should consciously take towards adopting to the new normal.