

CEOs rate Dhirubhai Ambani 'India's Most Admired Chief Executive'

Three Ambanis among top 11 in TNS-Mode survey

Reliance amongst country's most respected corporations and business houses

July 26, 1999: Dhirubhai Ambani, Chairman, Reliance Industries Limited (RIL), emerges as "India's Most Admired CEO" in the Taylor Nelson Sofres-Mode (TNS-Mode) survey. The results of exclusive opinion poll for *Business Barons* are presented by Hindalco, Aditya Birla Group and will feature in the forthcoming third anniversary issue. The magazine hails Dhirubhai as the "Icon Of The Century" and says that his "success story is the stuff of which legends are made."

Apart from Dhirubhai, the most admired CEOs list includes both his sons Mukesh Ambani, Vice-Chairman and Managing Director, RIL and Anil Ambani, Managing Director, RIL.

Dhirubhai Ambani secures the top position among the most admired CEOs with highest ranks in the parameters of "Leadership", "Integrity" and "Vision". In the parameter "Technology Orientation" he ranks second to Infosys Technologies' N. R. Narayan Murthy.

The survey was carried out by TNS-Mode, the Indian affiliate of the world's second largest market research agency, which reflects the perceptions of the CEOs and senior managers across the country on various aspects of corporate excellence and India's most admired players in the corporate world.

"A cult figure on the stock market, the chairman of the Reliance group is today an internationally acclaimed business leader talked about in the same breath as Jack Welch and Bill Gates," says *Business Barons* about Dhirubhai.

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Dhirubhai has been recognised internationally a number of times in the past. This is for the first time that Indian CEOs have rated Dhirubhai as the most admired amongst all of them. He was awarded the Dean's Medal by the Wharton School, University of Pennsylvania, for setting an outstanding example of leadership. He has been twice nominated as one of the 'Power 50 – the most powerful people in Asia,' by *Asiaweek* magazine. *BusinessWeek* magazine had also chosen him as a "Star of Asia".

Reliance, the second most admired business house

Among the most admired business houses, Reliance follows the house of Tatas, "even though no Individual Tata company makes the top 10," as the magazine points out. "Overall, the Tatas aggregated an index of 37.2 to Reliance's 34.0, both comfortably ahead of the third ranked House of Bajaj with an index of 19.4," adds the magazine.

It also says that the "Ambanis have created in one generation what the Tatas have in four. The Reliance group's turnover and assets will by the end of 1999-2000, once Reliance Petroleum goes on stream, match those of the Tatas."

The survey ranks Reliance at No.1, above the Tatas in both "Financial Performance" and "Returns to Shareholders" and No.2 in both the two other parameters of "Management Quality" and "Company Ethics."

RIL, the second most admired company

Reliance Industries Limited, India's largest private company emerges as country's second most admired corporate with an overall index of 20.7 after HLL. L&T comes third with an index of 16.8.

The magazine says that the company's story is that of "World-Class Vision – And Ambition" and reveals that it has come second in the important parameters of "Financial Performance" and "Returns to shareholders." In the parameter of "Corporate Ethics" it has secured the third position and the magazine interprets it as: "Clearly, the wheeling-dealing image Reliance was stuck with in the 1980s is evaporating." In "Management Quality" it comes at the sixth position.

Reliance Industries Limited is India's largest private sector company in terms of sales, profits as well as assets. In the financial year 1998-99, it had sales of Rs 14,553 crores (US \$ 3,430 million) and net profit of Rs 1,704 crores (US \$ 402 million).

The Super Elevens

Sr. No.	Most Admired CEOs	Most Admired Corporations	Most Respected Business Houses
1	Dhirubhai Ambani	Hindustan Lever	Tata
2	Ratan Tata	Reliance Industries	Reliance
3	Narayan Murthy	L&T	Bajaj
4	Anil Ambani	Bajaj Auto	Godrej
5	Rahul Bajaj	Infosys Technologies	A.V. Birla
6	Jamshyd Godrej	HDFC	Wipro
7	Keki Dadiseth	Colgate Palmolive	Mahindra
8	Azim Premji	Wipro	BPL
9	B.L. Munjal	BPL	Hero
10	Dr Parvinder Singh	Bharat Petroleum	Bombay Dyeing
11	Mukesh Ambani	Hero Honda	K.K. Birla

Source: *Business Barons – Third Anniversary Issue – 1999 – Results of a Taylor Nelson Sofres- Mode opinion poll amongst Indian CEOs*