

Open Forum

'Passion is key to success'

Jai Mulani vividly recalls his coming to the UAE and making his business a profitable one in less than a decade.

The UAE has always attracted businessmen and my story is no different. I completed my graduation in IT a decade ago in 2003, immediately after which I came to the UAE in 2004. Hence I had no experience of working in India whatsoever, let alone having work experience in this country.

Being the grandson of a businessman, I always wanted to continue this tradition and own a business. I needed to have a company of my own where I had freedom to choose my own path, power, ability to strategise and passion to drive me forward. I always knew I wanted to come to Dubai, in fact from a very young age. It's quite hilarious actually how I landed up in Dubai. Little did I even know to spell 'Dubai'.

One of my elder cousin sisters was in this emirate for the past 15 years. Whenever she would come to India I would tell her that I would join her some day. She was the first person to go to Dubai from our family. A few years after this incident, she arranged for my flight to the emirate.

In our family we have generations of business owners, beginning with my great grandfather. My father too is running a successful textile business in India till date.

I was quite ambitious from my childhood and right from then I was accustomed to thinking of the big picture, and applying my skills and capabilities.

The day I landed in Dubai, I was just 19 years old with US\$300 in my pocket and that time I decided that I would eke out a living and build a business empire here. I just knew this



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was where I was meant to be. I needed to begin this journey and so decided to take up a job. My first two jobs gave me a firm footing in the IT industry. In fact my second job gave me a great opportunity to apply my skills. When I left the company after three years I had developed my skills and was earning AED25000 too. This was the opportune moment to begin a business.

My company IBT was set up four years ago with a small office space in Karama. I still remember the times when I could not afford a receptionist and had to divert calls that came to the landline to my mobile phone when I was making sales visits.

Information Technology is the

core of any business. Every company in every sector depends on IT in a big way; sadly this is the first item on the budget that is written off when a cash crunch approaches. IBT was set up in the peak of recession and somehow we managed to stay afloat. We've had some tough times and I'm proud to have an office on Sheikh Zayed Road with branches in Abu Dhabi and India with more than 60 employees and in this short time we have already received many accolades. We are looking at expanding to European and American markets by Q4 2013.

My success is mainly attributed to my team and my family. Often we come across companies where the

staff are not given their due, or require adequate motivation, hence they leave the job. I give my team a share of the responsibility, while giving a stake in the company. This retains the best employees and they are loyal to the company's goals.

I spend a lot of time in developing my team and making sure that we have the best systems and processes in place. We organise workshops on personality building, leadership development, and other technical topics. This ensures our team has an edge over our competitor. I would say four things define me and my company: passion for my work, ambition, vision and management style.