



Gaining Peace of Mind With TAB

PRASHANT MAHESHWARI, A TAB INDIA MEMBER SINCE 2017, serves as Director and Head of Business Process Re-engineering at Krishnabeads Industries LLP (KBI) in Mumbai, India. KBI manufactures accessories for leading fashion brands around the world.

Prashant's father, KG Maheshwari, started the business in the 1980s. Over time, KBI expanded its distribution network, pivoting from beads to fashion jewelry, scarves, bags & footwear. KBI also has a retail presence in India via its own brand, Kiaasa, retailing ethnic wear with more than 25 stores throughout India.

GROWING AND REMAINING AGILE

Educated at Manchester University in England, Prashant joined the family business in 2012 to manage operations for the scarves division. In his present position, he's responsible for growing the company's business portfolio through new product lines, business locations and units.

Internally, Prashant has introduced a variety of platforms to increase "group work and knowledge management" in the organization. He also oversees product service operations, customer success management, business process automation and performance-based solutions.

In other words, Prashant's a very busy executive.

"The key to success in our business has been maintaining excellent relationships with our customers," he says. "Success also involves remaining agile to the changing needs of designers and buyers alike."

GAINING PEACE OF MIND WITH TAB INDIA

Prashant first became familiar with TAB through his work with Ramas Krishnan, TBO Master in India. Though Prashant had been involved in other peer group organizations in the past, he wasn't satisfied with the quality of these groups, both in terms of benefits gained and respect for member confidentiality.

All that changed when he joined TAB India.

"Becoming a member has granted me access to a diverse group of talented entrepreneurs whom I would have never known otherwise," he says. "As they've shared their problems and challenges with the group, I've realized how similar these issues are. Also, absorbing their insights and feedback on my issues has helped me avoid many costly mistakes."

Some of the challenges Prashant has grappled with include:

- Growing the business in a time of constant change
- Overseeing expansion of business operations without internal disruption

- Managing people and expectations for a strong workforce
- Sharing experiences across industries for better understanding of customer needs

"Our facilitator makes the TAB process work," Prashant says. "He ensures that every member provides value to the group. We've all become good friends in the process."

The end result? TAB India represents a place where Prashant finds peace of mind in discussing business challenges and opportunities, as well as identifying new ways to grow the family business and carry on his father's enterprising legacy.

"To me, business is family and family is business," he says. "I greatly enjoy working alongside my father and expanding his vision of success for a new generation. TAB India has aided in the process immensely, and I'm sure it will be a great help in our future endeavors."

What does Prashant say to other business leaders in India considering membership in TAB?

"Give it a shot! Here's a place where you can talk with other business people who really understand your business. Most importantly, it's a forum with guaranteed confidentiality. The information I share is protected by the others, and I do the same for them. This way, we can more effectively look at specific issues and opportunities and get a fresh perspective on the best ways to move forward."

