

Scaling Terrains and Seizing Goals with Mr Pankaj Dubey



Mr. Pankaj Dubey interacting with student managers at IMT Nagpur

Institute of Management Technology, Nagpur had the pleasure of witnessing and listening to a marketing maestro, Mr. Pankaj Dubey, Managing Director and Country Head of Polaris India, on the 14th October, 2016. He broadened the horizon of the student managers on 'Polaris experience in creating ATV industry in India and sub continent'. The lecture was initiated with a brief discussion on how ATV industry is slowly establishing itself in the niche sector of Indian vehicle market. Following up on this topic, Mr. Dubey mentioned how All-Terrain Vehicle (ATV) is helping the Indian Army in difficult terrains like deserts and hazardous mountain passes. Indian motorcycles, which is one of the most sought after motorcycles in the world. Inspiring the student managers by drawing out examples from his own life, Mr. Dubey stated how he was instrumental in the restoration of Yamaha as an automobile brand, when it was in the declining stage, resurrecting and positioning the brand with an unforeseen vigour launching several new models of motorcycles. 'When rejected, always ask WHY?' Mr Dubey- asking the students to find the silver lining in every cloud. He also focussed on developing interpersonal skills and 'PTA' strategy, i.e Planning, Thinking and Acting. Drawing on inspirations from the glorious culture of India, he discussed why nothing can stop Indians from reclaiming their past glory as the prime exporter in the world. "We Indians are very different from any other race in the world" he stated while stressing on the traditional values of Indian culture as an intangible part of the formula for success. Social factors like respecting women and eating healthy food was touched upon in a subtle manner during the course of the guest lecture. The guest lecture concluded on a positive note leaving the student managers motivated and rejuvenated.