

# DIRECT<sup>TM</sup> SELLING TODAY



“ We shall stick to our previous expansion strategy as we strongly believe that the business of electric vehicle (EV) will get a big push once the dust settles. ”

## ENTREPRENEURS NEVER GIVE UP

*They Find Another Way Of Doing Things*

**Dr. Aditya Banerjee**

Co-founder, Director & CEO, Sahara Evols

➤ **What are the successful steps taken by you as an entrepreneur to battle the after-effects of COVID - 19?**

We are of the belief that "no cloud is without a silver lining" and every chaos brings a new order, as such have re-strategized our foray into complimentary businesses to augment the cash flows. Our entire focus of business is towards developing a sustainable ecosystem for the EV industry with the primary objective to distribute maximum benefits to the maximum number of people in the community. We have ensured the welfare of all our employees and their families. Our marketing team is diligently working on effectively and efficiently, the content on various digital platforms to reach our full range of audience, based messages and calls to our existing and prospective participants.

➤ **What are your future goals for 2020? Are you planning on re-visiting your expansion strategy and the products being planned by your product development team?**

We shall stick to our previous expansion strategy as we

strongly believe that the business of electric vehicle (EV) and complementary businesses like delivery, rentals and ride-share to make the best out of the present crisis. For the last one year we have been mainly focusing on selling electric 2-wheelers and we are anticipating a great demand coming in for electric 3-wheelers, loaders, batteries and charging stations.

➤ **What is the role of your core leadership and distributors for your personal growth as an entrepreneur in this crisis?**

We follow the core mantra of "When the going gets tough, the tough get going", "Tough times don't last, tough men do". A brand cannot grow if it's not fun to work. I don't think success is a milestone rather it's a continuous process. Personally, I see business through three lenses - imagination, anticipation and apprehension. Whatever little I may have achieved so far is nothing but an outcome of my initial training.