

HIS FIRST LOVE HAS BEEN CARS: SO HE TURNED HIS PASSION INTO PROFESSION

He is only in his mid-30s, but has already accomplished more than most will in their lifetime. His first love has always been cars.

At the age of ten, Jatin Ahuja sold a pen for Rs 3 to a friend and made a small profit.

Just six months after completing college he bought a pre-owned Fiat Palio for Rs 70,000 and spent Rs 1.30 lakh on refurbishing it - with money he got from his father, who was a successful chartered accountant. But the car did not get a good price in the market, he says. "The best offer I received was Rs 1.5 lakh, which meant I would lose Rs 1 lakh. I was disappointed and decided not to sell the car but to use it myself."

Why "Big Boy Toyz"? What's the reason behind this name?

JA: It just took us a whole night to decide the name. Around midnight we finalized it. He added name has nothing to do with the business; it is the blood and sweat you deliver in building that name. Hard work is the key to success. There is no alternative to hard work.

How did you move ahead during these tough times? And, how have the sales been?

JA: yes, showroom volumes are down by 70%, because buying car is not a priority for anyone now but this is the right time for any organization to create a next vision for it. For an entrepreneur the most important thing is the vision. You should be able to have clarity of thought.

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How you are willing to spread the BBT all over the country?

JA: when I got into the business there were 48,000 car dealers in the country, but it never demotivated me. I used to work 16 hours a day but it was never tedious for me because this was the only passion I had.

He also added a small advice for all newbie choosing entrepreneurship as a career, “come over, learn from my mistakes, let’s not repeat them. Marketing is a very tedious job, and has no end of it. This is an endless well which never gets filled. You first have to identify the gap between businesses, if you are able to solve that gap, then that’s where you can start with. The size of the cake is very big and we are just taking a scoop from it, there is lot more to do in this business world.

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Out of all BBT showrooms which one is your favorite and close to you?

JA: Gurgaon, that's the headquarter and I took 29 months to build that showroom. But workshops fascinate me more than the showroom. I am more of a behind the wheel person. I enjoy repairing the car then selling the car. But to gain profitability you have to focus on sales, Jatin said, the man who conceived BBT and built it from scratch.

After you established BBT you would also be having many more ideas, do you ever implemented any?

JA: I have, but I am constantly working for my organization I don't even get time to think about anything else. If you always have a plan B then plan A is definitely not going to work and if I am sure about plan A then I have got many things to work upon.

If you always have a plan B then plan A is definitely not going to work

When taxation was on peak and also you have to focus on your profit margin how you tackled these things?

JA: Talking of the effect of recent economic changes on his business, he states that demonetization hardly affected the sales as people were mostly taking loans, but it was GST that hit the sales big time.

“The luxury cars came in the range of 48 per cent GST, which was an oversight, an unfavorable rule, which got changed to 18 per cent when I along with Maruti, Mahindra and Tata sought meetings with the concerned government departments and requested to have it corrected,” he explains. Along with used luxury cars, BBT now also sells new Maserati, BMW E4 cars.

He added, Taxation is everywhere. We buy and sell car with taxation. It's not about the taxation it's about money making. If money making is easier for you then I don't think spending would be too hard. Nation strength is nothing but the strength of each individual of that nation put together. When every individual will grow stronger then the country will grow stronger as a whole.

There are many businesses which are going down by now, many big companies are shutting down, how are you motivating your employees during this high time?

JA: In BBT we don't call them employees we name them as family, we call them TEAM BBT. The strategy is very simple, People are firing and we are hiring. We believe in going against the current.

There will be many changes in the economic value in the coming years after this lockdown; do you think economic disruption will hamper automobile industry as well?

JA: we need to change the way we function , we are running assert heavy organization which needs to be changed to lighter mode only then can sustainable business can happen. We have to make costs range low and increase the volume of showroom.

In this automobile industry what everybody is trying for customer gratification by cutting down the price. But if we keep doing this the automobile industry would not be able to sustain for a long time. As per me I am looking more towards the longevity and long term aspects of both organization and its employee as a whole.

Jatin Ahuja says he is a big fan of Dilip Chhabria, world-renowned Indian car designer and the founder of DC Designs. His works has inspired him a lot. With a current turnover of Rs 250 crore, he says his aim is to take the company up to Rs 1,000 crore.

