

Manvendra Singh: An unapologetically awesome personality with precision, perfection with an essence of pitch-perfect marketing skills

There is precision, perfection, and purity in the words of Manvendra Singh. That's why he is always chosen for the best. He is versatile. He is professional. He is unapologetically energetic. Sales and marketing are his interests. He has not only created businesses but also led many world-class organizations. Mr. Manvendra Singh has been a driving change and growth across various industries. He has helped in the establishment of the company and its vision.

“What is the thing which matters a lot? your perspective towards life. Think big and you get big.

This should be your mantra during the learning stage. The fundamental aspect which remains the same is your passion, your drive, your learning curiosity. Take your time and understand yourself. To connect with your inner flame, you must work on igniting it every single day” says Manvendra Singh, CEO, Davidoff India.

My first lab experiment in life was when I was a junior in school was the paper and magnifying glass experiment. You take a magnifying glass. Focus it on the sun during the afternoon. Put a paper below it. You will notice the paper starts burning in a short time. I want you to emphasize this experiment as the art of focus. Some of the aspects you should keep in mind are:

1. **Self-awareness:** Ability to understand someone's moods, motivations, and abilities.
2. **Self-regulation:** Ability to control one's impulses.
3. **Motivation:** Ability to learn and self-improve.
4. **Empathy:** Ability to understand other people's reactions and emotions.
5. **Social skills:** Ability to pick up jokes, touches of sarcasm, customer service.

You are unique and you should take pride in being unique! You should hop out of your comfort zone whenever you feel that you are excelling in something for a long go. You must explore.

If you want something in your life you never had, you'll have to do something, you've never done.

You must enjoy the harmony of nature. During this COVID crisis, the best thing happening all over the earth is healing.

Do you ever think about the people who judge you because of the career choices you made?

MS- It doesn't matter to me at all how people judge me, I am in my orbit, I am enjoying my journey. The fundamental remains the same, your discipline, your managing capability, your process orientation will help you to come to the board room. I have been very lucky because the minute they start talking with me, they start falling in love with my industries, envying me that how swiftly I am exposed to a varied range of expertise.

To live in the moment, be realistic to yourself. I started my career back in 1998. I was given a very frontline role. But I left that job and started searching where my interests lie actually. See nothing in life happens out of coincidence, everything happening has a sole purpose behind it.

How do you deal with the stereotypes that have been put forward in front of you in the field of hotel management?

MS- Back in 1998, during my school days hotel management was a career opted by all good students. Hotel management is a beautiful industry. It caters to hospitality. It is service-oriented. People just get stuck. People don't follow the lead.

What are all challenges you have faced when you are working with the company Diageo?

MS- Diageo is the world's biggest liquor company. As our industry was a stationary industry we had two ranges settled here. One is the red range which is for kids, artists, common people. The other range is the green range for corporate clients, highlighters, and technical engineering staff. Diageo was unable to catch the eye of the state, Uttar Pradesh. I decided to enter the market along with the company and establish the brand, its registration. This type of greenfield starting from scratch gives me more happiness than anything.

Do you think these theoretical mantras are going to help us in our real life as well because the practicality of life is very different than it seems?

MS- As an individual before hotel management, before every degree, we have a name. We have our values. We have our mantras to live life. In my childhood days, I used to be a very pessimistic person. But as now I am learning, growing, and exploring new things that pessimistic me has become optimistic to a great extent. You just have to invest in yourself continuously, you have to be different, you have to think out of the box to be in the position where all big personalities stand.

Companies look for experience more than skills these days. How you can convince the company that you are skilled enough especially when you are a fresher?

MS- The trick of catching the eyes of the company always lies on the first page itself. It is your personality, skills, and your confidence towards that job reflecting in your whole behavior towards them.

People by nature have a habit of dominating others, pulling down other races, to try to be the superior one. A similar scenario happens in the case of the corporate world. People try to pull you down, dominate you. How to tackle these scenarios. Please explain?

MS- It is you who is suffering all this dominance. So it is you who has to keep yourself unaffected by these politics. At the end of the day, it is the performance of an individual that

matters. So will excel in your performance only when you remain unaffected by these politics by yourself.

How did u manage to establish a brand long back in 2003, when the already sector is held up to 70 to 80 percent by a giant Indian company?

MS- As an individual, I always compared myself with my performance mine only. How I was yesterday and how am I today is the only thing I preach. We decided with a handful of super-talented youngsters that Let's go into clusters and create a critical mass.

He is a learner, he has always tried to become a better of himself. People should always take the food of thoughts from personalities like Manvendra Singh.