

“ TRY TO BE
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RATHER THAN
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IN EVERYTHING ”

ASHOK ATLURI

Chairman and MD, Zen technologies Limited

The company profile seems intense. Incorporated in 1993, Zen technologies, develops and manufactures state-of-art, simulators for weapons and allied defence equipment like hand grenades, small arms and driver training. Suppliers to clients like the Defense Services, State police forces, Para Military forces and the Navy of a South East Asian country one would expect the Chairman of the company to be a stern authoritarian military man, but a PG diploma in applied computer science Ashok Atluri is anything but that.

Warm and friendly, he explains how he started out in the customized networking-software business and ended up with Zen technologies. “When you are in a services company you fantasise about products and vice versa. We use to do a lot of services and some of our clients were the defence guys. When we asked them for an idea, they explained how the biggest challenge they were facing today was the shortage of firing ranges and expenses of real ammunitions. The idea for simulators came about and our first small arms training simulator was born.”

Today a dominant name in the Indian market with an average growth rate of 100 percent a year, Ashok explains how luck and focus are important factors. “We got into this field when there was no market, but suddenly the government realized that security and training are important, and started allocating funds for it. So luck is one factor while focus is another. Today we are known to be the premium simulator training company in Indian and in the world and we are competing with very big names in the industry.”

Gunning to be the world leading training simulator company in the next five years, Ashok's advice is simple. “Generate three lists. One with your passions, second with all the things you can make money at and finally a list of what you can be world best at. The interaction of these lists is probably what you will enjoy doing all your life. Try to be number one in something rather than number two in everything.” ■

