



MC: Rs 9,057 cr

NS: Rs 7,362 cr

NP: Rs 646 cr

## Powering the brand

**A** quarter of a century ago, when the Aurangabad-based Dhoots began making television sets, they barely got a second glance. Post-liberalisation, with their enlarged portfolio of white goods, they played on their price advantage to win over the masses. The group is steered by Venugopal Dhoot, chairman, and his brothers Raj Kumar and Pradeep. Recently, son Anirudh was inducted on the board. It acquired the Indian business of Swedish major Electrolux and the picture tube manufacturing facilities of French multimedia conglomerate Thomson SA. Now, with interests in oil & gas, power and infrastructure, the Dhoots are striving to polish their brand equity.