



MG BROTHERS™
Over 60 Years of Excellence

KUTUMBAM

ISSUE NO - IX

SEPTEMBER 2013



OLD MEMORIES



Pleasant memories are always a rejuvenating force. This photograph strengthens our mind with the bondage we developed with Tate. Here Tate officials Mr. Saigal, Mr. Lalwani, Mr. Chakrapani during one of their visits to M.G. Brothers, Nellore in late 1970's when M.G. Brothers, Dargamitta Office was in preliminary construction stage. Partner - Shri Machani Hampayya & Mr. Gowd - Manager are also seen in the photograph.

Management's Message

The market trends are changing fast – especially in Automobile trade. This downward change is effecting the viability comfort and forcing the Management to go very cautiously in some aspects of the organization management. The trend is also not very encouraging in non automobile lines as well. The Government's action in tightening the operational freedom further pressurizes the Management to look for alternative methods of practices and economizing.



These changing market trends call for control and new innovative ideas to sustain the normal needs of institution. Management is trying its best to ensure that the consequences of downward trend in market do not effect our employees.

Divisional Heads, from their side, should operate their divisions in a more committed & organized way with cohesive functioning of the team. Complete participation of all team members is the true answer to over come the negative trends.

In a situation like this, Management appeals to all employees to do their best and control expenses wherever practicable without compromising on the target achievements. The hurdles will only be temporary.

With all good wishes.
M.R. GANGADHAR,
Managing Director.

Real Estate - Kurnool



MD Shri.M.R.Gangadhar addressing the customers on 02.12.2012 at Kurnool.



JMD Shri.M.G.Gopala Krishna lighting the lamp at Customer Meet & Luck Draw of M.G.B Hill View Garden, Kurnool on 02.12.2012.



Mr.Tarakesh - DGM Real Estates, Kurnool addressing the customers at the Lucky Draw held at Kurnool on 02.12.2012



Our beloved customers at the Customer Meet & Lucky Draw of M.G.B Hill View Garden, Kurnool on 02.12.2012



MD Shri.M.R.Gangadhar presenting the Lucky Draw Cheque of Rs.50,000/- to Mr.B.Venkateswarlu (the winner). JMD Shri.M.G.Gopala Krishna, Company Auditor Shri.K.S.Murthy are also seen in the photo.



The team behind M.G.B Hill View Garden Venture, Kurnool.

Real Estate - Bengaluru



Photographs of M.G.B Wall Street, Bengaluru with fully developed features of Main Gate, Water Tank, Electricity Poles, Saplings, Drainage Canals & BT Roads.

Chevrolet Sales - Nellore



The new Chevrolet Showroom - Front View at Wood Complex, Opposite 5th Town Police Station, Nellore.



Shri.M.G.Gopala Krishna & Shri.M.G.Raghavendra welcoming the Chief Guest Mr.A.Ranga Mayur Reddy on his arrival for the inauguration.



Mr.A.Ranga Mayur Reddy inaugurating the new Chevrolet showroom on 15.02.2013.



Mr.A.Ranga Mayur Reddy lighting the lamp in the new showroom.



Mr.A.Ranga Mayur Reddy inaugurating.

Chevrolet Sales - Nellore



The new Chevrolet vehicle SAIL in an elevated display position in front of the new showroom.



JMD Shri.M.G.Gopala Krishna & Mr.A.Ranga Mayur Reddy, the Chief Guest at a press conference in the new Chevrolet showroom.



Group photo of Shri.M.G.Raghavendra, Shri.M.G.Gopala Krishna, Mr.Sambhu Prasad - GM (F) and other M.G.B Chevrolet team members in front of the new Chevrolet showroom.



Group photo of Shri.M.G.Raghavendra, Shri.M.G.Gopala Krishna, Mr. Sambhu Prasad - GM (F) and other M.G.B Chevrolet team members (Sales, Service & Admin) in front of the new Chevrolet showroom.

CVD Sales - Nellore



Side view of LPT 3723 14 tyre
Launch on 22.03.2013.



Launch of LPT 2518 vehicle at Nellore. Customer Mr.M.Naresh Chandra Reddy receiving the vehicle keys & manual from M.G. employee, Mr.P.Kesavulu, Senior DSE, Chittoor.



The new vehicle Xenon launch and delivery to Mr.Sreenivasulu on 16.02.2013 by Mr.Dhanunjay Reddy - AGM Sales.



Shri.M.G.Raghavendra addressing the customer clientele at the launch of 14 tyre LPT 2518 on 16.02.2013 at Gurram Babaiah Kalyana Mandapam, Nellore.

Tata Hitachi - Nellore



Shri.M.G.Raghavendra, MD - MGBIPL interacting with Shri.Tamilselvam - MD of Madurai Telcon Dealership on July 2012.



Shri.M.G.Raghavendra, MD - MGBIPL observing modifications done for Backhoe loader at Dharwad Plant.



MGB Team participated with Shri.M.G.Raghavendra during a "Knowledge Sharing Session" at Dharwad.



Group photo of Shri.M.G. Raghavendra, MD - MGBIPL & Mr.P.Pullareddy, Branch Manager, Tata Hitachi - Nellore and the team members at Dharwad during Backhoe Training Program.

Bajaj Sales - Nellore



Bajaj Division is shifted to a new building recently and the photos depict the front elevation and the showroom inside. Bajaj Division regularly conducts activities to promote sales. Here the photographs depict the engrossed executives in the exchange mela activity conducted in the showroom on 9th, 10th & 11th of January 2013. The newly launched two wheeler Bajaj Discover 100 T vehicle Test Drive is shown.



Bajaj Sales - Nellore



Bajaj Division regularly conducts activities to promote sales. Here the photographs depict the engrossed executives in the exchange mela activity conducted in the showroom on 9th, 10th & 11th of January 2013. The newly launched two wheeler Bajaj Discover 100 T vehicle Test Drive is also shown.



Social Activities - Note Books Distribution - Nellore



Shri.M.R.Gangadhar, MD & Shri.M.G.Gopala Krishna, JMD presenting a cheque of Rs.1 Lakh to the District Collector, Nellore, Shri.B.Sreedhar towards donation to "Saraswathi Nidhi" on 06-02-2013. Joint Collector, Mr.B.Lakshmi Kantham & DRO - Mr.Rami Reddy are also seen in the photograph.



Long note book distribution to school children is a regular social service activity of M.G.Brothers. Here in the photo the Managing Director, Shri.M.R.Gangadhar is seen giving away the note books to a school girl on 27 June 2013 at P.N.M.Govt High School, Jenda Street, Nellore.



The Team Leader for Social Activities Mr.V.Sankar giving away the free note books from M.G.Charities to school students at Municipal High School, Karnalamitta. The Head Master of the school - Mr.K.Ramesh is seen in the back ground.



The note book recipients from Municipal High School, Gandhi Nagar with their books.



The Team Leader of Social Activities Mr.V.Sankar speaking to the heads and students at Sunku Chenganna Municipal High School, Near Madras Bus Stand, Nellore, with the stock of free note books for free distribution.



The Corporate Service Team of M.G.Brothers is seen here with the recipient school girls of Municipal High School, Vengala Rao Nagar.

Chevrolet Sales - Chittoor



The new Chevrolet Dealership at Chittoor commenced on 15th December 2012. The workshop commenced on 7th January 2013. The photos in the page show the showroom elevation, the showroom, workshop parking area, the workshop and the Chevrolet Chittoor Team.

Tafe Service - Nellore

Foreigners visit



On 12th December 2012 a team of Tafe Dealers from Philippines visited India. They came to Nellore, Tafe Dealership to get first hand information on the Best Service Dealership in South India.



Tafe Sales - Chittoor



Tafe Chittoor won two Awards on 28.11.2012 at Vijayawada Dealer Conference for AP Coastal & Rayalaseema "Best Market Initiatives" & "Best Market Share Growth" in 31-40 HP Tractors. Mr.Jujhar Singh Virk - DGM (AP), Mr.Kuldeep Singh - RM (AP) & Mr.Kumarappan - Senior General Manager, Chennai (All Tafe Officials) are seen in the photographs giving away the awards.

Real Estate - Holiday Trip



Mr.Sankar - AGM Marketing (RE), Mr.S.S.Naidu, Manager (Property Development) & Kurnool Real Estate team on a 5 day trip to Goa during February 2013 - sponsored by the company as an incentive.



Site Supervisors with Mr.S.S.Naidu on (11.04.2013) a holiday trip to Araku, sponsored by the company as an incentive.

M.G.B Grand City Site Mela



MD with customers of M.G.B Grand City site mela on 4-08-2013

Real Estate - Site Supervisors Meet



Shri.M.G.Gopala Krishna, Joint Managing Director going through the site supervisors records at the Training Program held on 22nd & 23rd March 2013 in Nellore.



Site Supervisors Training Program held on 22nd & 23rd of March 2013 at Telcon Conference Hall, Nellore.

Chevrolet Service Team - Nellore



The Chevrolet Service Team headed by Senior Service Manager - Mr.Subramanyam along with Senior Spares Manager - Mr.G.V.Babu.

Real Estate - Tirupati

Lucky Draw



Shri.M.R.Gangadhar, Managing Director addressing the customers at the Lucky Draw of M.G.B Ragova Gardens, Tirupati on 31.03.2013.



Mr.P.C.Reddappa Naidu - GM Real Estates addressing the customers on 31.03.2013 at the Lucky Draw in Tirupati.



Shri.M.R.Gangadhar, Managing Director felicitating Mr.P.Harinatha Naidu, landlord at Tirupati.



Mr.P.Mohana - AGM Tirupati addressing the customers on 31.03.2013 at the Lucky Draw in Tirupati.



A view of our beloved customers at the Lucky Draw of M.G.B Ragova Gardens, Tirupati held on 31.03.2013.



Shri.M.R.Gangadhar, Managing Director presenting the 1st Prize to the winner Mr.B.Krishnaiah.

Real Estate - Chittoor

Customer Meet (MGB Brookfield)



Shri.M.R.Gangadhar addressing the customers at the Customer Get Together on 03.03.2013.



Our beloved customers of M.G.B Brookfield venture at the Get Together on 03.03.2013.



Shri.M.R.Gangadhar and M.G.B Real Estate team Chittoor on 03.03.2013.



Mr.S.Rajendra Prasad - AGM Chittoor addressing the customers on 03.03.2013 at a Get Together of M.G.B Brookfield Venture, Chittoor.



Shri.M.R.Gangadhar felicitating Smt.Rama Devi landlord, Surendra Gardens on 03.03.2013 at Chittoor.



Shri.M.R.Gangadhar felicitating Mr.Poorna Chandra Reddy, Site Supervisor on 03.03.2013 at Chittoor, on his retirement from service.

Chevrolet Service - Nellore



Welcome entrance for Chevrolet 1st Free Service Campaign from 27.02.2013 to 03.03.2013 at Dargamitta, Nellore.



Shri.Someswara Murthy, Chairman, Someswara Alayam (our esteemed customer) inaugurating the Chevrolet Service Campaign on 27.02.2013. Shri.M.R.Gangadhar - MD and Shri.M.G.Raghavendra, MD - MGBI are also seen gracing the occasion.



Technicians inspecting the under hood of the vehicle.



Mr.Suman - Team Leader conducting inspection of the vehicle through MDI.



Mr.Nayab Rasool, Electrician, conducting AC check of one service campaign vehicle.

Chevrolet Service - Nellore



Mr.Noor Ahamad, Technician checking the Drive Belt tension.



A Chevrolet Spark vehicle in the process of Auto Car Wash.



Tinker Sudha setting the door lock.



During the Free Service Campaign, M.G.Brothers has also arranged "Free Eye Checkup" for all customers and drivers. Here Shri.Someswara Murthy, our esteemed customer is being examined.



During the Service Campaign the company has provided necessary play and drawing material for the children of customers as an entertainment aspect. Here children are playing games during Service Campaign.



Ms.Saritha - Customer Care Executive following up with Chevrolet customers for the initial service campaign.

Tafe Service - Vijayawada



Exchange Mela conducted at Nuziveedu on 14.08.2012. Mr.S.S.Reddy - Senior Manager inspecting the condition of the tractor along with Mr. Rambabu.



Tafe 9000 Model Tractor Demo with Rotavator on 03.09.2012 at Mallela Village, Vissannapeta Mandal with Tafe Demonstrator Mr. Satyanarayana.



Tafe 9000 Model Tractor Demo with Rotavator on 31.07.2012 at Tholukodu Village, Mylavaram Mandal with Tafe Demonstrator Mr. Satyanarayana.



Exchange Mela conducted at Mylavaram on 21.08.2012. Mr.Aravind - Tafe (AAM), Mr.S.S.Reddy (Senior Manager) & Executives Mr.M.Sreenivasa Rao & Mr.M.Gopala Krishna have also participated in this program.



Tractor Delivery by Customer Meet at Mylavaram on 14.09.2012 in the presence of Sri.Kuladeep Singh - Tafe (RM), our Senior Manager Mr.S.S.Reddy & our executives Mr.M.Sreenivasa Rao, Mr.M.S.R.Murthy have also participated on this program.



Exchange Mela conducted at Vissannapeta on 23.08.2012. Mr.S.S.Reddy - Senior Manager evaluating the tractors along with sales executives Mr.Satish Reddy & Mr.Venkateswar Rao.

Founder's Day Celebrations



Mr.P.Mohan Rao, Senior Security Guard, Tafe Division singing a famous Hindi song during Founder's Day Celebrations.



Chy. Vikram, grand son of Mr.P.Chandra Sekhar, Security Officer, Budget, making a classical dance presentation.



Chy. Sd. Masiharullah, S/o. Mr. Sd. Jilani, Supervisor, PCD Service making a dance presentation on Founder's Day.



Madam Uma Gangadhar with her grand son at the Founder's Day celebrations.



Chy. Srihitha, D/o. Mr. Sreekumar Reddy, Telcon giving a dance presentation on Founder's Day.



Shri. A. Vivekananda Reddy, Rural M.L.A lighting the lamp at the inauguration of Founder's Day celebrations.

Founder's Day Celebrations



Shri.M.R.Gangadhar, MD addressing employees and family members on Founder's Day.



Shri.A.Vivekananda Reddy giving his speech on M.G.Brothers Founder's Day.



Shri.M.R.Gangadhar and family members giving the memento of Lord Krishna to Shri.A.Vivekananda Reddy on Founder's Day.



Shri.M.R.Gangadhar, Shri.M.G.Raghavendra & Shri.M.G.Gopala Krishna receiving the Chief Guest Shri.A.Vivekananda Reddy, Rural M.L.A.



An Event maker from Chennai conducting a very interesting game with all children present in the auditorium on Founder's Day.



All children in the auditorium fully enjoying the game shown by the Event maker.

Founder's Day Celebrations



The Chennai Event maker conducted another game exclusively for youth and the above is a scene from that.



Top Management and VIPs at the Founder's Day celebrations on 25.10.12.



House full gathering of employees and their families on Founder's Day.



Mothers & Children joyfully participating in the game of "Matching Dress Colour" of mothers and children.



Madam Uma Gangadhar making a gift presentation to a child.



Top Management sending off Shri. A. Vivekananda Reddy after the Founder's Day Celebrations.

Our Loyal Customers



Smt. G. Himaja, D/o. Nageswara Rao
is our Vijayawada Real Estates Customer.



Mr. N.S.V. Sarma, S/o. Venugopal Rao
is our Vijayawada Real Estates Customer.



Mr. A. Sathyanarayana Murthy
S/o. Sri Ramulu
is our Vijayawada Real Estates Customer.



Smt. P. Chudamani
W/o. Radha Krishna Murthy, Hyderabad
is our Vijayawada Real Estates Customer.



Mr. P. Venkata Rama Sastry
S/o. Gopala Sastry
is our Vijayawada Real Estates Customer.



Mr. U. Sudhakar Yadav
is our Bajaj, Pulsar 150 cc Customer at Nellore.



Mr. M. Koteswara Rao
is our Bajaj, Pulsar 150 cc Customer at Nellore.



Mr. K. Veera Swamy
is our Chevrolet - Enjoy car customer at Nellore.



Smt. M. Usha Madhavi
is our Nellore Real Estates Customer.



Mr. G. Sreenivasula Reddy
Rebala, Nellore District is our regular customer
for Tafe Tractors and he also recommended
for about 50 of his friends.



Mr. Prasad Reddy
is our Kurnool Real Estates Customer.



Mr. T. Venkateswarlu
is our Kurnool Real Estates Customer.



Mr. D.V. Reddy
Chittoor. He has purchased good
number of our Tata Hitachi vehicles.



Mr. M. Santhi Naidu
Nellore. He has purchased good
number of our Tata Hitachi vehicles.



M. Ramanaiah
Bajaj Service loyal customer

Birthdays & Child Activities



Mr. Sahaja Tej, S/o. Mr. M. Sundara Ram - HR Manager receiving District 1st Prize in elocution from Scientist, Sasidhar Murthy in February 2013 at Kasturba Kalakshetram, Nellore. Smt. Subhadra Devi, Director, Bala Bhavan is also seen in the picture.



Chy. Sk. Suhana, D/o Mr. Sk. Khaja Nawaz, CVD Spares, Nellore. DOB: 10-06-2012.



Chy. Vynya, D/o. Mr. Sivagiri Kumar, Tafe Service, studying 4th class in Ratnam, (Nellore) is qualified to International Level in "Spell Bee" Competitions.



Chy. Rithika, & Chy. Harshavardhan Children of Mr. Nagoor Service Manager, Chevrolet. Birthdays 30.12.2010 & 21.07.09



Chy. T. SAI SRUTHI & Chy. T. SRINITHYA, D/o Mr. RANGABABU Works Manager, Bajaj. Birthdays 10.05.2004 & 19.07.08

A Good Story for Great Friends...

Make sure you read all the way down to the last sentence! There once was a little girl who had a bad temper. Her mother gave her a bag of nails and told her that every time she lost her temper, she must hammer a nail into the back of the fence. The first day the girl had driven 37 nails into the fence.

Over the next few weeks, as she learned to control her anger, the number of nails hammered daily gradually dwindled down. She discovered it was easier to hold her temper than to drive those nails into the fence.

Finally the day came when the girl didn't lose her temper at all. She told her mother about it and the mother suggested that the girl now pull out one nail for each day that she was able to hold her temper. The days passed and the young girl was finally able to tell her mother that all the nails were gone.

The mother took her daughter by the hand and led her to the fence. She said, "You have done well, my daughter, but look at the holes in the fence.

The fence will never be the same. When you say things in anger, they leave a scar just like this one. You can put a knife in a person and draw it out. It won't matter how many times you say I'm sorry, the wound is still there. A verbal wound is as bad as a physical one.

Friends are very rare jewels, indeed. They make you smile and encourage you to succeed. They lend an ear, they share words of praise and they always want to open their hearts to us."

By
S. Venugopal
DGM HR



POSITIVE MENTAL ATTITUDE

This is a real life incident which happened in Chennai and it has come as an article in Tamil Fortnightly Anandha Vikatan authored by the customer himself. This story used to make rounds in Eureka Forbes Company (The Company which is in direct marketing of Vacuum Cleaner and Aqua guard) when I have joined the same in 1994 as sales representative. Every H.O.D or Supervisor will make sure to tell this story to newly joined sales staff. The story goes like this

One day a Sales Representative of Eureka Forbes Ltd went for cold calls in Virugambakkam area in Chennai. After making several cold calls, he approaches a house where the owner of the house was busy and was about to leave for office. The moment the house owner has seen the representative in tie, he has made up his mind not to entertain the sales guy. When the sales man requested the house owner for an appointment the later denied saying 'he is very busy and on the way to office'

The sales man said 'No problem sir, I will not bother you now as you are busy, why don't you give me an appointment in the evening at 6.30 pm'

Then the house owner replied 'See boss, I have no intention of buying your product. There is no point for demonstration. It will be a waste of time for you and me'.

The sales rep said 'It will take only 10 minutes for demo. You don't need to buy my product. I just wanted to share with you the new product launched by my Company. If you are not convinced, I will never force you'.

The house owner said 'What is the use of demo, when I am telling right now that I will not buy anything from you. But still if you want to waste your time on demo, you can come at 06.30 pm. But I am telling you, I will not buy anything from you. Be sure of that'.

The sales man said 'OK sir, no problem. I will catch you up at 06.30 pm'.

The sales man arrived sharply at 06.30 pm. He greeted the customer, his wife and his 8 year old son and started giving demo of his product slowly. He has shown how best the machine is and how useful it will be for the family in removing dust and maintaining hygiene of the house. The lady of the house was fascinated by the machine and its usefulness. The kid is also very much attracted towards the new magic machine. But the customer did not offer any comment.

Once the demo is over the sales man asked the customer 'What do you think of our machine sir, do you like it'.

The customer replied 'Yes the machine is good. But I told you in the morning that I have made up my mind not to buy any thing from you. You have wasted your time here'.

The sales man said 'It's not at all a problem sir, I just wanted to show you our new machine. That's all. Thanks sir, Good night'. With that the sales man packed his machine and left the house.

After 30 minutes again the sales man went to the customer's house.

The customer said 'Look mister. I said I will not buy'

The sales man said 'No Sir, Not that. I am running late for a function which is in this locality. If it is O.K. for you, Can I keep my machine in your place for the night? I will take back my machine tomorrow'.



The customer said no problem. So the sales man kept his new machine near the refrigerator and thanked the customer and went off.

Back in the house the lady of the house was not happy with the decision of her husband. She started mumbling 'You buy so many useless things and when it comes to a machine which is really useful for the house, you don't show any interest'.

The kid also started pestering his father to buy the magic machine. In the night, when the customer woke up and goes near the refrigerator for a glass of water, he sees the brand new machine and he was having second thoughts. He thinks for most part of the night and decides to buy the product.

The next day morning, the customer calls up the Eureka Forbes office and asks the receptionist to connect to the concerned representative.

The Sales man answers the phone saying that 'Good Morning Sir, Cash or Cheque'.

This should be the attitude of any sales man.

Happy selling!!!

HOW TO WORK BETTER

KNOW THE PROBLEM
LEARN TO LISTEN
LEARN TO ASK QUESTIONS
DISTINGUISH SENSE FROM NON-SENSE
ACCEPT CHANGE AS INEVITABLE
ADMIT MISTAKES
BE POSITIVE
SAY IT SIMPLE
BE CALM
SMILE

By
V.Sankar, RE, MM

Real Estate Division - Koulalampur Tour



M.G. Brothers Management encourages team activities and as a recognition of their hard work and success - they are awarded foreign tours spreading about a week. The above photo was taken during such an occasion - a trip to Koulalampur, Malaysia by M.G. Real Estates employees with families in the first week of June 2013.

Real Estate Division - Malaysia Tour



Group photo of M.G.Brothers employees who have gone on a holiday trip to Malaysia & Singapore - sponsored by M.G.Brothers as an incentive in June 2013 for their dedicated work.