



STANDING TALL

TAKING CALCULATED RISKS WITH THE SUPPORT OF HIS FAMILY, **GAURAV ATHA**, MANAGING DIRECTOR OF ATHA GROUP, IS STEERING HIS COMPANY AHEAD OF ALL COMPETITION

➔ VENTURING OUT

Belonging to a mining town in Odisha and having studied outside, Gaurav Atha, director, Atha Group never intended to join business. After post-graduation, he was all set to go overseas for further studies. "When I decided to come home for a vacation along with my cousin, I saw a sea of opportunity which the iron-ore boom put forth and soon we decided to stay back in our hometown," recalls Gaurav.

"We have a strong history as a mining company but initially it wasn't a modern business as we didn't even have computers then. However, dreaming big, we took the business ahead and since then it's been an immensely rewarding journey," says Gaurav.

➔ FAMILY SUPPORT

The entire family, including Gaurav's wife, brothers and father, had been immensely supportive of the business.



GAURAV ATHA
Managing Director

We took all risks jointly and that's the strength of family business

"We took all risks jointly and that's the strength of family business," feels Gaurav.

➔ INDUSTRY STATUS

Atha Group is predominantly into two large businesses--mining and renewable energy. Both the businesses offered an opportunity for mid-size players to create a distinct space for themselves amidst the competition from large players. "Today, business has become increasingly transparent and cost sensitive. Our main ability has been to manage risks in regulatory, operational and financial sectors in a much more efficient way than our peers. We are also among the lowest cost players in the mining business," opines Gaurav.

➔ LOOKING AHEAD

The group has already expanded its business nationally with operations in nine states and also beyond borders in Africa. "Although our roots are from Odisha, we moved to Kolkata eight years back as it helped in attracting better talent and offered a better quality of life. We have a CPC plant at Haldia and a corporate office in Bengal," adds Gaurav.

➔ TACKLING COMPETITION

The challenges in mining business are more regulatory in nature. "We manage those risks very efficiently and also face competition from global players in the renewable energy sector. However, our small but efficient team, quick decision-making and faster turnaround of projects keep us competitive," says Gaurav.

➔ FUTURE PERFECT

The group is looking forward to expanding the mining business once auctions start. "We aim to be a 1 GW player in renewable energy business in three to four years while maintaining a healthy return on our projects," signs off Gaurav. ■



ATHA GROUP



Investing
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future

Contact: 91A/1 Park Street, Avani Signature, 6th Floor, Kolkata 700016,
Phone: +91 33 40118400 | e-mail:renewenergy@athagroup.in | www.athagroup.in