

## TransGanization, creating self-sustainable SMEs with 3000cr revenue and 4000 people under management!



**Rohit Arora, Founder and CEO - TransGanization**

**H**aving created headlines and a buzz in the Indian SME sector with his breakthrough approach and revolutionary outlook on business transformation consulting, Rohit Arora has brought a shift in the business landscape with result-oriented solutions for business growth and sustainability. In an exclusive conversation delving deeper into how he manages to do so, Rohit shares his idea behind TransGanization and how it is making such a massive impact.

**You're on a mission to transform the Indian economy by profoundly impacting the SME sector. What is your philosophy that drives you?**

My purpose is rooted in my belief that the SME sector is the backbone of India's economy. That is where real transformation can happen. I draw inspiration from the rich tapestry of Indian wisdom, where principles like dharma (duty) and seva (service) have timeless significance. When integrated into modern business practices, these values hold the potential to elevate not only businesses but society as a whole.

**Your academic journey, from IIT Bombay to ISB Hyderabad and Kellogg School of Management, reflects a diverse background. How has it shaped your unique approach to business and organizational leadership?**

It definitely gave me a holistic perspective. I've learned from the best, blending the rigors of engineering with the nuances of business strategy.

**What challenges in the Indian SME sector have you uncovered and how does TransGanization address them through a transformative approach?**

The Indian SME sector often grapples with issues like sustainability, scalability, and a lack of strategic direction. At TransGanization, we adopt a holistic approach, addressing these challenges through a blend of education, strategic consulting, and intense implementation. We aim to help businesses survive and thrive for generations while positively impacting society.

**Could you share a specific transformative journey facilitated by TransGanization, highlighting the outcomes of the journey?**

Of most portfolio companies that operate under TransGanization, one remarkable success story is of a manufacturing business that witnessed exponential growth in just 5 years, surging over 10 times its original size in turnover and capabilities. This transformation wasn't just about increasing revenue but a complete overhaul in their approach, from organizational culture to operational excellence. It's a testament to the potency of our holistic approach.

**TransGanization's upcoming "Conscious Growth Fund" initiative sounds intriguing. Could you provide an insight into how this fund will empower SMEs in India**

**and why it's a game-changer?**

The "Conscious Growth Fund" is a revolutionary bridge, connecting purpose-driven SMEs with like-minded investors who embrace conscious business practices. Beyond mere financial support, it offers TransGanization's expertise, propelling growth through sustainable practices. It's a game-changer because it aligns human values with capital, fostering not just financial returns but also a social impact.

**In just two months, you have added 1800 crores of revenue and 1200 people under your management, propelling your total to INR 3000 crores and 4000 people, what lies ahead for TransGanization? How do you plan to continue your transformative journey?**

This growth was facilitated by the addition of two significant organizations, each generating around 1000 crores in revenue, specializing in electrical trading, and land development in Mumbai and Hyderabad, respectively. Our existing 1200 crores in revenue under management and 2000 people under management remain strong, intact, and continuously growing. Looking ahead, our vision is to further expand our reach, aiming for 10,000 crores of revenue and managing 5,000 people in the next 24 months. We remain committed to creating self-sustaining organizations that contribute to both the economy and society, catalyzing holistic transformations in Indian businesses and leaving a legacy of conscious growth and impactful transformation.

**How do such businesses in need of transformation reach out to you?**

Businesses seeking transformation can easily connect with TransGanization through various avenues. We have a community of entrepreneurs who are constantly chasing their next 100cr. We conduct free online business webinars every Friday and Saturday. Apart from this, our offline Sakshatkar and Gyan workshops have had a great impact on the attendees leading to real difference in their approach towards life and business. Saarthi or Portfolio is where the business takes the sustainable leap.

We are easily accessible through our website and other social media platforms – TransGanization as well as Rohit Arora, I am personally very active on LinkedIn and I consider it a wonderful platform. All in all, TransGanization offers multiple engagement levels before businesses become a part of the portfolio, ensuring a tailored approach to their needs, which is directly in line with our goal of providing holistic support and enabling these businesses to achieve sustainability and scalability.