

# TOGETHER FOR THE BETTER

Ninety years ago my grandfather Late Radhashyam Roy founded Peerless. His illustrious elder son Late B. K. Roy was the architect of modern Peerless and the legacy was carried forward by my father Late S. K. Roy who made the company future-ready.

Through generations the concept of 'servant leadership' was instilled in us. It is the foundation on which our organization stands tall as we continue to serve the common man. We stand committed to the motto of my predecessors while relentlessly pursuing the path of GPS - Growth, Profitability, and Sustainability.

Social Entrepreneurship is my guiding light that shines on the way to a future that will not be easy to tread without vision, talent and dedication. The world is transforming very fast, throwing up new challenges every day. We are witnessing a paradigm shift in multiple aspects of our businesses. Together, by holding hands with our subsidiary companies, we can face all odds and build greater trust to serve millions of our stakeholders better.

I would like to underline the fact that our values are pivotal to our system. As we evolve, let us not sacrifice our core values. On the path of the transformation journey we feel that a company should have a Vision statement that inspires employees and steers an organization's efforts. Our Vision statement is 'to drive trust, profitable growth, and pride of belonging, for delivering sustainable stakeholder value'. Each word in this vision statement holds great significance. The word 'trust' reflects our core strength and brand positioning; 'profitable growth' paves the way for scaling up profitability; 'pride of belonging' is what all our employees have, and we want to continue to nurture the same; finally 'stakeholders' includes customers, staff, partners, and all others as relevant. We all agree that a company's growth is rooted in the values it upholds. Our values will include (a) Ownership (b) Customer first (c) People-centric (d) Aspirational (e) Ethical & trustworthy. Together We Lead.



## Mr Jayanta Roy | Managing Director

Director of Bengal Peerless Housing Development Co. Ltd., Peerless Securities Ltd., Peerless Hotels Ltd., Kaizen Hotels & Resorts Ltd., Shikha Holdings Pvt. Ltd., Bichitra Holdings Pvt. Ltd. and Managing Director of Peerless Financial Products Distribution Ltd.