



**GITAM**

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**Press Release:**

## Be ‘unreasonable’ to become an entrepreneur – Advises Co-founder of Naturals

“Reasonable people adapt to the world and ‘unreasonable’ people make the world adapt to them. Entrepreneurs need to be unreasonable”, said Sri CK Kumaravel, Co-founder, Naturals (Groom India Salon & Spa Pvt. Ltd.), India’s biggest salon chain. Sri Kumaravel was addressing the management students at GITAM Hyderabad Business School today.

Sri Kumaravel observed that a single man or woman can make a phenomenal difference to the world. When he realized this, he believed that he could be the difference the world needed. He aspired to groom entire India and contribute to the confidence of its men and women. In his lecture, he quoted inspiring examples of APJ Abdul Kalam, of his own father who developed the idea of sachets for shampoo (Velvette), and other illustrious entrepreneurs like Dhirubhai Ambani, Richard Branson and Jack Ma, who dared to think differently and succeeded. He reminded the audience that college life is the best time to identify one’s potential and to enjoy life. Between 20-30 years is the best time to make mistakes and learn from them. He suggested that one should run behind passion, not money. There is a time for learning, time for focusing on one thing, for doing whatever one knows perfectly, and for teaming up with young minds and for enjoying life. He highlighted four major life lessons in his lecture: 1) Be an eternal optimist; 2) Value people; 3) Be true to yourself; and 4) Enjoy life.

Earlier Prof Y. Lakshman Kumar, Dean & Director, GITAM HBS, welcomed the guest and felicitated him. Faculty, undergraduate and postgraduate students and staff of GITAM HBS participated in the interactive session with the guest.

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