

# Unlock the full potential of your family business

*Amit Patni shares insights from his journey and discusses the upcoming peer-to-peer forum for family business promoters and nextgens.*

**1. As part of the Patni family that pioneered the Indian IT industry, please share glimpses of your entrepreneurial journey with us?**

My grandfather started Patni Computer Systems in the 1970s, and over the last 30 years, my father and two uncles expanded it into a global leader in software development, information technology, computer hardware, and networking. The wealth generated during this multi-generational family business allowed us to create a corpus for the family, which became important for future generations. When we sold the company in 2011 and exited completely, the family office we had set up in 2002 helped us manage the corpus. It gave us a clear path and direction to preserve and grow the wealth that came into the individual hands of various family members. Being part of the family business, I had the opportunity to work in various aspects of the business, across different divisions in India and internationally. It gave me valuable insights and learnings, including the importance of having a clear path in preserving and growing wealth for future generations.



*Amit Patni*  
*Director, Campden Family Connect*

**2. With your extensive experience in the family business space, what advice would you give to promoters who seek to segregate their personal and business wealth?**

Based on my experience in the family business space, I would advise promoters to regularly create liquidity and build wealth portfolios for various family members. This

segregation of personal and business wealth helps to de-risk the family's finances, especially during economic downturns or crises. It is important to protect personal wealth by keeping it separate from the operating company's treasury, which can be reinvested or used to take risks in new businesses. Personal wealth portfolios should be invested in safe havens with moderate risk, rather than putting it back into the operating company. The next generation should understand the importance of segregating personal and business wealth, and not mix the two.

**3. The theme of your upcoming family business forum is "Unlocking Potential, Accelerating Growth", what are your views about aligning the interests of the principal and nextgens for the growth of the family business?**

For families with multiple operating businesses, a clear direction and vision for each company is crucial. Factors like market conditions, operating leverage, and growth potential should be considered when deciding to invest or exit. The next generation should consider their personal ambitions, whether it's getting involved in day-to-day operations, handing them over to a professional, or exploring new business ideas. The principal must decide whether to continue working as CEO or focus on governance and strategic decisions. It's essential to align the interests of both generations and have a clear path for each business, considering factors such as market conditions, operating leverage, and growth potential.

**4. What key takeaways do you believe business families will learn from the forum's diverse array of discussions?**

The forum will cover a diverse range of topics, including several key areas that business families will find valuable such as succession planning, learnings from a visionary entrepreneur, thematic peer-to-peer round table discussions and many more. Additionally, there will be discussions on grooming the next generation and identifying their interests as both the family and the business continue to grow. The programme is designed to provide business families with the knowledge, skills, and resources needed to unlock the full potential of their businesses and take their family businesses to new heights of success.

**Campden Family Connect**

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A Patni Family & Campden alliance

17<sup>th</sup> April  
Pre-Forum Sundowner, Mumbai

18<sup>th</sup> April  
8<sup>th</sup> Indian Families in Business Forum, Mumbai

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