

A Legacy of Success: Amit Patni's Journey in Family Business

In Conversation with Amit Patni on navigating family business challenges and seizing opportunities.



Amit Patni, Director, Campden Family Connect & RAAI Global Investments

Could you share some key moments from your journey within Patni Computers, tracing your evolution within the family business?

Our family's journey is deeply rooted in entrepreneurship. It began with my grandfather's ventures in trading, which eventually led us to the inception of Patni Computers. In the 1970s, we embarked on a pioneering mission to train Indian engineers and provide IT solutions to global markets. Through decades of innovation, from mainframes to networking, we shaped Patni Computers into a powerhouse of IT consulting, consistently adapting to emerging technologies and market demands.

The early 2000s saw a rapid change and growth in Indian IT industry. How did you ensure Patni Computers thrive during this time, what were the challenges and how did you manage them?

The turn of the millennium brought forth both challenges and opportunities. Leveraging our established infrastructure and talent pool, we capitalized on the burgeoning Indian IT industry. By securing anchor clients and expanding our service offerings, we navigated through the industry's rapid evolution, ensuring sustained growth and profitability. Challenges such as talent retention and competition were mitigated through robust HR policies and a focus on continuous innovation.

Achieving a billion-dollar scale in business is a rare accomplishment. What strategies did you employ to reach this significant milestone?

Our journey to a billion dollar scale was propelled by strategic investments, global expansion, and a relentless pursuit of excellence. Partnering with private equity investors injected the necessary capital for global expansion, culminating in our IPO success. Through acquisitions and a focus on talent development, we propelled Patni into a billion-dollar enterprise, marking a significant milestone in our entrepreneurial saga. Our emphasis on customer-centric solutions and operational efficiency also played a pivotal role in our success trajectory.

As Indian family businesses evolve, what are your insights on the changing dynamics and their role in shaping the economy of the new India?

The landscape of Indian family businesses is evolving rapidly, with a focus on diversification, professionalization, and global competitiveness. By integrating vertically and horizontally, these businesses are driving job creation, fostering talent development, and contributing to India's economic growth. As they embrace modern governance practices and sustainable initiatives, they are poised to become key players in shaping India's future economic narrative. Their agility and adaptability in the face of changing market dynamics are instrumental in driving innovation and fostering a vibrant entrepreneurial ecosystem.

Reflecting on your journey, what advice would you offer to budding entrepreneurs navigating the complexities of the business world?

My advice to budding entrepreneurs is to prioritize value creation over valuation. Rather than chasing funds, focus on building a robust business model and delivering products or services that resonate with the market. Embrace a culture of responsible entrepreneurship, anchored in ethical practices and long-term vision. Engage actively in peer-to-peer business networking communities to garner valuable insights, exchange best practices, and stay abreast of industry trends. One of Patni family's initiative – 'Campden Family Connect', offers a unique opportunity to tap into the collective wisdom of UHNW multigenerational business families. With over 1400 members globally Campden provides local and global networking opportunities, knowledge forums, pioneering research reports and education to business families. Our upcoming "Indian Families in Business Forum" on April 30th will provide business families with the practical tools and insights needed to not just survive but thrive in the years ahead.

Campden Family Connect

Membership | Events | Research | Education | IPI
A Patni Family & Campden alliance

THE 9TH INDIAN FAMILIES IN BUSINESS FORUM
Mumbai | 30th April 2024

To know more ✉ info@campdenfamilyconnect.com