

December 7, 2001

Ms. Usha Athreya Chandrasekhar,
3E1 Court Chambers,
New Marine Lines,
MUMBAI - 400 020

Dear Usha,


I am honoured to write this note. My association with Athreyajee has meant crores into my bank account, active life at 65 and 10 more years to go, plus lots of respect in the society. Except my wife, every one thinks I am a great management guru! My 2 grand children are impressed with me to a great extent (third one is only 18 months old).

In fact in every seminar, 12 per month, my 3rd slide is his picture. I start with attitude of gratitude to him! It is like this. I tell them that way back in 1966, Athreyajee in his seminar asked some of us to share our good ideas. I did. And he published those. I got a royalty of Rs.3000.

In this process I learnt how to write, publish & sell. And next 20 years, sold 200000 copies of Management Thoughts giving me a net profit of a crore! Amitabh Bhachan gives a crore and in my case Athreyaji gave me a crore also.

We are poles apart in our life styles! But I liked his simplicity and started doing things in my own way. He did make a big difference in my life.

With regards and I will call upon you when I am in Bombay.



(PROMOD BATRA)

Promod Batra : Vijay Batra

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