

SYED M SALAHUDDIN AWARDED PRESTIGIOUS "BEST BUSINESS PERSONALITY AWARD" FROM PRESIDENT OF INDIA.

BY M.J.MOHAMED IQBAL B.E ;M.B.A;F.I.E

Prominent business personality, the Group Managing Director of ETA Ascon and ETA Star Group of Companies Mr. Syed Mohammad Salahuddin, has been awarded the Best Business Personality Award 2006, from His Excellency Dr. A.P.J. Abdul Kalam, President of India on January 9th 2007 at New Delhi.

The ETA - Ascon Group is committed to the highest international standards of business. A multidimensional, vastly diversified organization, the ETA-Ascon Group today stands as a pre-eminent corporate entity in the Middle East. It was established in 1973 with its headquarters in Dubai. The ETA-Ascon Group network now encompasses 140 branches and associate offices in 21 countries employing over 50,000 people.

Mr. Salahuddin informed that when he walked up to receive the award from His Excellency, Dr. A. P. J. Abdul Kalam, the President of India, he was truly shaken by emotion and wished that all 45,000 of his employees were present. "This award without a doubt belongs to the whole ETA family, as achievements of this kind are not possible by a single individual" as quoted by Mr. Salahuddin.

Recalling some of the memories, when Mr. Salahuddin visited my home town in Valoothoor, Tamil Nadu last year, he was honored by the Village Administrative Council and in the speech he cited an example that for the well being of a plantation good soil, cultivation of soil, seeds, watering, air, sunlight and above all monitoring are required.

With the blessing of his parents and other great people he is able to do all of the above with proper monitoring. He further said "When the business world is taking a big leap running towards various dimensions, we should also be running and not be just bystanders and watch the change. Instead we should put our efforts in new ventures with proper planning, which are key points."

In three decades, the ETA Ascon, ETA Star Group has established an enviable reputation for quality, service and cost-effective technological capability, through farsightedness and sheer professionalism driven by the Group's Managing Director, Mr. Salahuddin, who values human value and is the greatest asset to the company. He always insists that punctuality, discipline, dedication, perfection and pro-activeness are the key factors for the success of any organization. He raised the organizations strength from 50 people to 50,000 and it is now a great pride for the Indian society that the ETA Ascon and ETA Star organization is one of the top class company in the Gulf and of course in the world too. In ETA one can see communal harmony, peace, tranquility apart from employee's dedication in their work which is due to the unparalleled leadership of Mr. Salahuddin.