



Most of you here are entrepreneurs. I want to share with you three Guru Principles, which continue to help me through my struggles:

1. Have faith
2. Perseverance
3. Patience

The founders of all the best brands in the world followed these 3 Guru Principles. They did not sell out to make money and become rich. They chose the long haul – created value, sustainably over years. They inherently realized that the purpose of a Company is to accomplish something, to advance a greater cause, to contribute to society – not just to make money. I don't mean that money is not important. But making money alone should not be the motive. If you hold on to these values:

- < You will effortlessly share