

A PROFILE

RAMU S. DEORA is a multi-faceted figure on the Indian economic scenario and an acknowledged leader on the export front. He has won plaudits and several laurels for his outstanding contributions to promote exports and investments in India.

Ramu S. Deora became the Chairman of Western Region, FIEO from 1984-1986. Thereafter, he became the youngest President of FIEO for four years from 1987-1991. He was re-elected as the President of FIEO for two years from 1997-1999. FIEO celebrated its Silver Jubilee in October 1991 under the leadership of Mr. Ramu S. Deora at a grand celebration inaugurated by the then Hon'ble Prime Minister of India, Shri P.V. Narsimha Rao.

EXPORTER PAR EXCELLENCE

Deora's own companies, M/S. G. AMPHRAY LABORATORIES and M/S. TRIOCHEM PRODUCTS LTD., are manufacturers of Bulk Drugs, Intermediates and Formulations. They have won several National Awards for Outstanding Export Performance from the Hon'ble President of India, the State Government & Councils, etc. including the "National Productivity Award". Since the inception of the Export House Policy in 1976, M/s. G. Amphray Laboratories is a recognized Export House. They are the First Indian Company to have warehouse facilities overseas in Hamburg, Germany and in Mexico City.

Ramu S. Deora was a member of Board of Trade since its inception. He was also the Director of Export Credit Guarantee Corporation of India Ltd. (ECGC), Member of the RBI Committee on Customer Service in Banks and contributed substantially to various RBI Committees – All India Export Advisory Committee, Consultative Committees on Exchange Control, Study Groups on opening of Foreign Currency Accounts by Exporters, with Banks in India and abroad, for opening up our economy and promoting exports. He opened "Banking Panels" in Mumbai, Delhi, Chennai and Kolkata in which all Commercial Banks including Foreign Banks, RBI, FIDAI and ECGC regularly participate to mitigate hardships of exporters. He has arranged several Open Houses through out India bringing Bankers and Exporters face to face on one platform. During that period it was very difficult to get Export Finance from the Banks at Concessional Rates and on the other side to earn crucial Foreign Exchange, he strongly convinced that "There should be distinction between a person who 'earns' Foreign Exchange than those who 'spend' Foreign Exchange". He was also member of the Standing Committee on Promotion of Exports (SCOPE), Program Committee of Indian Institute of Foreign Trade and National Shipping Board. Deora is the Chairman of All India Shippers Council (AISC) since 1989 and also was the

President of Association of Shippers Councils of Bangladesh, India, Pakistan & Sri Lanka (ASCOBIPS). He was also the President of Western India Shippers Association (WISA) and also Trustee of Bombay Port Trust (BPT), etc. Ramu Deora is also a Managing Committee Member of FICCI, India's premier business organization since 1992. He was also a Member of Bureau of Indian Standards (BIS). He was also instrumental to open Ladies Wing of Exporters, which was inaugurated by the then Chief Minister of West Bengal, Shri Jyoti Basu.

Ramu S. Deora also became Chairman of one of the most important Export Promotion Councils - Basic Chemicals, Pharmaceuticals and Cosmetics Export Promotion Council (CHEMEXCIL) from 1985-1991 and again from 1995-1999 and increased the export of Drugs, Pharmaceuticals, Dyes & Cosmetics by guiding 6,500 members.

Deora initiated publication of a unique Monograph of 'Medicinal Plants' in the hands of Hon'ble Prime Minister, Shri P.V. Narsimha Rao. This unique publication was made for the first time and was very helpful to Research Institutions, Scientists, etc. to know the great benefits and value of Medicinal Plants used in Ayurveda, which boosted export of Ayurvedic Medicines.

BHARAT DARSHAN FOR EXPORTS

Being an exporter himself, he knows the real problems of the exporting community. Therefore, to spread export consciousness at grass-root level, Deora has traversed the length and breath of India many times. On his "Bharat Darshan" tours, as well as many Open Houses conducted all over India, he has taken with him Senior Government Officials, Ministers and other dignitaries, providing them as well as the exporters, opportunities to have direct interaction to understand each other's points of view. No other President of any Chamber of Commerce or any Association or any Export Promotion Council is so outspoken to the cause of exporters as Mr. Ramu S. Deora. He tirelessly and fearlessly pursues the cause of exporters. He spreads his message far and wide across all industries that "Export is the only business which creates Maximum Employment as well as earns crucial Foreign Exchange". All Exporters very well remember the Open Houses, which he conducted, as many a times he bought immediate relief to the Exporters. He was the bridge between the Government and the Exporters, who always got full support from the Senior Government Officials as well as the Politicians irrespective of belonging to any party. Irrespective of any product whether it is Textile or Engineering or Leather or Chemicals or Gem & Jewellery, etc. he would first understand the problem himself and then get it solved in his own unique style from the Government including substantial simplification of procedures in the Trade Policy and Fiscal Policy.

When India was in an infant stage in Exports and was unknown of its capabilities in the International market, Deora played a pivotal role in making India's flag known in the Global Market.

UNIQUE ACHIEVEMENTS

Deora has been relentlessly crusading the cause of the exporting community by getting them several benefits like – Reduction of Import Duty on Gold from the then Hon'ble Finance Minister, Dr. Manmohan Singh in FIEO AGM, started Transfer of Additional License, allowing more and more items under REP and Additional Licenses, Relief from VABAL, Reduction of Interest on Export Finance, Credit Cards, EEFC Account with Interest, Grievance Committees of DGFT, Customs, Excise, Ports and No Claim Bonus from ECGC, etc. and submission of document for Transaction Cost.

When there was acute Foreign Exchange crisis Deora made all out efforts to persuade Exporters to increase Export, so that Foreign Exchange can be earned to pay mounting Import Bills. He explained the difficulties faced by the Exporting Community and convince Shri P. Chidambaram – then the Commerce Minister and Shri Montek Aluwalia – then the Commerce Secretary to take bold steps to solve these problems. The Foreign Trade Policy is reduced to a simple, thin booklet from its past voluminous size. International Trade has become service oriented and exporter and investment friendly. Other side Dr. Manmohan Singh – then the Finance Minister simplified Exchange Control and reformed Fiscal Policy. The result of these steps over the years stand testimony as today India has over 195 Billion US Dollar Forex Reserves and Foreign Investors eyes are only on India to make investments. Otherside, now Indians are acquiring large corporate companies abroad.

In the late Eighties when the Foreign Exchange was a burning problem for the country, Ramu Deora as the FIEO President, surpassed unexpected, unachievable and unbelievable target of exports fixed by the then Hon'ble Prime Minister Shri Rajiv Gandhi and Commerce Minister Shri Dinesh Singh to earn crucial Foreign Exchange. Thereafter, he persuaded the Government to exempt 100% Export Profit from Income Tax. Convinced with Deora's all out efforts, at last the Government announced that 100% Export Profit will be exempted from the Income Tax under Section 80-HHC. The same was supported by the Hon'ble Finance Minister Shri N. D. Tiwari. With this the exporters became jubilant and thus cannot forget Deora's accomplishments.

When exporters were in difficulty, Deora again rushed immediately with the FIEO delegation to their rescue on 22nd February 2005 to the Hon'ble Prime Minister, Dr. Manmohan Singh. He explained the harassment caused to the exporters and convinced that DEPB and Duty Drawback are reimbursement of Custom Duty and therefore, it should be treated as business profit from export. Timely relief is

granted to the Exporters till 31st December 2005. Thereafter, on 13th May 2005, the same was also represented to the "Prime Minister's Economic Advisory Council" under the Chairmanship of Dr. C. Rangarajan who has recommended favourably of Deora's suggestion. Finally, Parliament and Rajya Sabha passed the Income Tax Amendment Bill 2005 from retrospective date due to the efforts of Shri P. Chidambaram, Finance Minister.

Deora's innovative and pragmatic suggestions have always been incorporated in the National Export-Import Policy including RBI & Fiscal & Industry Policies. He aggressively followed up with various Departments and succeeded in simplification of procedures and documents.

Deora does not believe in any grants or subsidies for any organization to be successful. "It must stand on its own feet". Therefore, he made FIEO & CHEMEXCIL self financed without any grant or MDA from the Government. It was his dream that FIEO should have Niryat Bhavan at New Delhi and accordingly, he acquired the plot at Vasant Vihar, and now Niryat Bhavan is ready. He acquired ownership offices at Kolkata, Mumbai & Chennai without any grant or funds from the Government and left substantial funds in Fixed Deposit with FIEO and CHEMEXCIL.

IDENTIFYING EXPORT MARKETS

Ramu Deora always wanted that the Indian Exporters should know Where to Sell !! Whom to Sell !! What to Sell!! Therefore, tirelessly he traveled with the Exporters far away to Latin America and Caribbean Countries and he took intensive export promotion campaign to Chile, Argentina, Mexico, Venezuela, Bogota, Portugal, Madagascar, Mauritius, South Africa, Soviet Union, Hungary, Poland, Romania, Indonesia, Philippines, Thailand, South Korea, Taiwan, Malaysia, China, Hong Kong, Singapore, Japan, U.S.A., Egypt, Iran, Dubai, Turkey, England, Germany, Switzerland, Belgium, Netherlands, Italy, Spain, Australia, New Zealand, etc. He signed many MoUs (Memorandum of Understanding) for promotion of Trade with their respective Chambers & Federations. He ventured undauntingly to all corners of the world and arranged Seminars, Workshops and Buyer-Seller Meets in India and abroad. All the Indian Missions and Exporters are well aware of how Deora has convinced foreigners to buy directly from India, during the crucial period when India was unknown in the International Market. Deora also focused attention of foreign entrepreneurs and businessmen on the opportunities to invest in India to tap the vast market of over 800 Million consumers.

In the meeting of the Indian Ambassadors in Paris, the then Hon'ble Minister of External Affairs, Late Shri Dinesh Singh said that "Ramu Deora is the true Ambassador of India to market India abroad".

PROMISES TO KEEP

He is deeply concerned that Indian Exporters must do their best and be supported in their endeavours to compete with International Giants in order to present India’s capabilities abroad, earn much needed Foreign Exchange and at the same time building up the vast employment opportunities in the country by also expanding the domestic market. His purpose is to make India a super power with confidence in the near future.

RECOGNITION

In recognition of Ramu Deora’s services for Promotion of Export of India, he was honoured for unparallel contributions to the Nation with the most coveted award of “Lifetime Achievement Award” for “Outstanding Contribution to India’s Exports” by the Hon’ble Union Minister for Commerce and Industry, Shri Kamal Nath on 13th May 2005 at New Delhi.

Now Ramu Deora has become the Chairman FICCI (Federation of Indian Chamber of Commerce & Industry) Trade Facilitation Forum (FTFF) and Member Board of Trade (BOT), set up by Ministry of Commerce & Industry, Government of India and Chairman of All India Shippers Council (AISC).

P.S: Elder Brother Mr. Murli S. Deora, who was President of Congress Party (Bombay) for about Twenty Five years is now Union Cabinet Minister of Petroleum, Oil & Natural Gas – most important portfolio other side nephew Mr. Milind Deora, who is only 28 years old, is elected as Member of Parliament of most important Constituency i.e. South Bombay – Commercial & Financial Capital of India.