

# BCM पत्रिका

A Fortnightly Newspaper

पाक्षिक समाचार पत्र (VOL.35)



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काममया एवायं पुरुष इतिसा यथाकामों भवति  
तत्क्रतुर भवतियात्क्रतुर भवति तत कर्म कुरुतेयत कर्म  
कुरुते तद अभिसम पद्यते



*You are what your deep driving desire is  
As your desire is, so is your will  
As your will is, so is your deed  
As your deed is, so your destiny.*





# Editorial



## In appreciation of the unyielding commitment of our HERO

*Dear Readers*

*In this special edition of 'BCM Patrika', we take a moment to remember and pay tribute to the late Dr. Brijmohan Lall Munjal, a visionary industrialist and philanthropist who left an indelible mark on the world. Dr. Munjal's extraordinary journey is a testament to the power of integrity, perseverance, and the entrepreneurial spirit. From humble beginnings, he built Hero MotoCorp into one of the world's largest two-wheeler manufacturers. His indefatigable commitment to ethical business practices and transparency set a benchmark for the industry and earned him immense respect.*

*Dr. Munjal's life philosophy serves as a beacon of inspiration for all of us. One can learn valuable lessons from his journey – the importance of integrity, the value of education, the need for perseverance, and the spirit of giving back.*

*Let us carry forward his legacy by embodying these principles in our own lives and endeavours. Let us be inspired to dream big, work hard, and make a positive impact on the world around us. May his life and philosophy continue to ignite the spark of entrepreneurship and guide us towards a future filled with integrity, innovation, and compassion.*

*Ms. Amandeep Kaur*

*Editor (BCM Patrika)*



## *100 Years of Inspiration: Honoring the Visionary Soul Behind Our Journey*

*Today , we come together with hearts full of emotions to celebrate the 100th birth anniversary of a man who holds a special place not only in the annals of BCM institutions but also in our lives - my dear uncle and the patron of our prestigious schools, Dr. Brijmohan Lall Munjal.*



*As I navigate through the past memories, I find it hard to contain the overwhelming sense of pride, gratitude, and profound emotion that envelops me. Beyond the accolades and achievements, his true legacy lay in his ability to touch lives, to nurture dreams and to inspire greatness.*

*In the realm of business, everyone recognizes his prowess and my gratitude goes beyond that surface level, for I am blessed to be one of the fortunate few who have reaped the benefits of his mentorship on two profound levels. His personal values have sculpted my character, making me a better human being, while his business acumen has honed my professional skills, making me a more capable leader.*

*As we celebrate his 100th Birth Anniversary, let us honor him not just in words, but in our actions - by being more compassionate, by striving for greatness and by spreading the light of knowledge to every corner of the world.*

*I extend my heartfelt appreciation to the editorial team and all those who have worked tirelessly to put this special edition together.*

*With Warm Regards*

*Suresh Chandra Munjal  
President SMC*



## **A Tribute to a remarkable centennial - Dr. Brijmohan Lall Munjal**



*In this special edition of 'BCM Patrika', we come together through these pages to celebrate a momentous occasion in the history of our institutions. This month marks a milestone that is truly exceptional - the 100th birth*

*anniversary of our beloved Dr. Brijmohan Lall Munjal. As we reflect on the remarkable journey of our schools, we admire and cherish the significant contributions made by him. Though he has left us long back, his spirit and influence continue to resonate within the very walls of our educational institutions. His dedication to education and his unwavering commitment to excellence have shaped the foundation of our schools, leaving an indelible mark on generations of students, staff and parents.*

*While he may not be physically present with us today, his spirit remains alive in our hearts. Under his guidance, our schools have flourished into a place where students not only excel academically but also grow into responsible and compassionate individuals, ready to take on the challenges of the world. The positive changes brought about by his leadership have left an indelible mark on our community.*

*On this special occasion, let's join together in remembrance and celebration to honor his life, express our gratitude for his contributions and cherish the memories of the invaluable impact he had on our lives.*

*In his memory, we dedicate this special edition as a tribute to his legacy. May his life continue to inspire us to strive for excellence and to uphold the principles he held dear.*

*With deepest respect and heartfelt gratitude*

*Dr. Prem Kumar  
Executive Director  
BCM Foundation*



*In Reverence to our trailblazer: - Dr. Brijmohan Lall Munjal*

*Dear Readers*

*It is with great reverence and admiration that we dedicate this special edition of BCM Patrika commemorating a remarkable milestone- the 100th birth anniversary of our esteemed Dr. Brijmohan Lall Munjal. It is a heartfelt tribute to celebrate his extraordinary life and the profound impact of his vision on our lives and the organization.*

*Dr. Brijmohan Lall Munjal, an eminent entrepreneur and philanthropist transformed the modest bicycle business into a global conglomerate, establishing the Hero Group as a symbol of excellence and integrity around the globe. With his perspicacious insight, he understood the importance of education as a catalyst for societal progress and created opportunities by establishing schools and educational institutions equipping countless young minds to blossom and contribute to the nation's development. His legacy of fostering learning environment that nurtures creativity, critical thinking, and holistic growth is a testament to his commitment to empower the youth with knowledge for building a brighter future.*

*Today, as we remember the remarkable life and achievements of Dr. Brijmohan Lall Munjal, we are reminded of his power of perseverance, humility and unwavering commitment to his ideals. His life serves as a guiding light for generations to come, inspiring us to dream big, work diligently, and contribute meaningfully to society. Within the pages of this newsletter, you will discover cherished memories, and glimpses into the exemplary leadership journey of our honoree. We encourage you to take a moment to read through the newsletter as it is a testament to the exceptional leadership that has propelled us forward and a celebration of the collective achievements we have accomplished under his guidance.*

*Let's remember the lessons he imparted, the values he embodied and salute the life and legacy of the centenarian.*

*With gratitude and admiration*

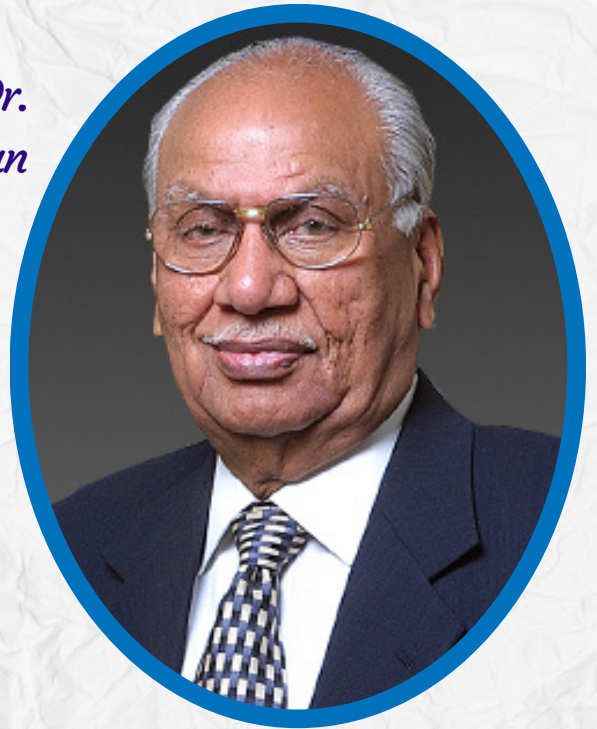
*Dr. Vandna Shahi  
Principal*



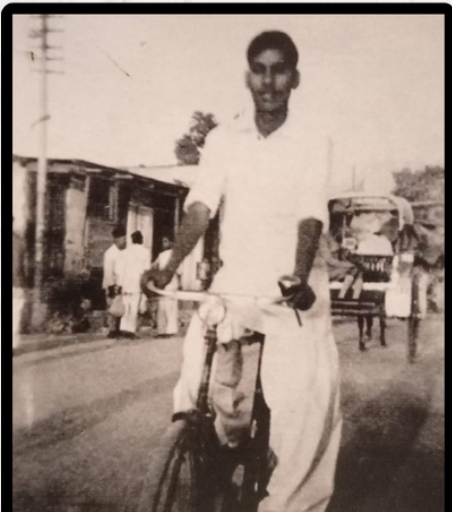
# The Saga of a Sage...

*celebrating the centennial year of Dr. Brijmohan Lall Munjal: a legend in the Indian Automotive Industry*

*His unwavering dedication, business acumen, and commitment to excellence propelled a humble bicycle component manufacturer to a global powerhouse. Let us delve into the remarkable evolution of Hero MotoCorp under his inspiring leadership.*



*He was born on 1 July 1923 in Kamalia, undivided India, which is located in the Toba Tek Singh District of present-day Punjab, Pakistan.*



**Young Brijmohan Lall Munjal riding bicycle in the 1940s**

*He was a first generation entrepreneur, who along with his three brothers started a bicycle manufacturing unit in Ludhiana in the mid-forties. He had come a long way in his corporate journey with distinct qualities of leadership, entrepreneurship and vision.*

*Initially, Munjals' started supplying bicycle parts for local businesses in Amritsar. Soon after the partition, the family moved to Ludhiana, where they founded Hero Cycles.*

*"Hero" is the brand name used by the Munjal brothers for their flagship company, Hero Cycles Ltd.*



Experience is not what happens to you; it is what you **do** with what happens to you.



**1956** - got a licence to manufacture bicycle



## ***The Industrial Titan***



**1984** - signed a deal with Japan's big auto company Honda and set up a plant in Dharubera, Haryana.



**1985** - Hero Honda's first bike CD 100 came in the market.



**1986** - entered in Guinness Record Book as the World's largest bicycle company



**2011** - exited the joint venture with Honda Motors and Company was renamed as Hero Moto Corp.



**Success is not how high you have climbed, but how you make a positive difference to the world**

## **A Lasting Legacy**

*Dr. Brijmohan Lall Munjal's contributions to the Indian Automotive industry cannot be overstated—his leadership and unyielding commitment to excellence transformed Hero MotoCorp into a global two-wheeler giant. Munjal's reputation for going the extra mile to support employees, dealers, and partners earned him immense respect. Hero Motocorp is currently the world's largest two-wheeler manufacturer by volume. The company currently exports its products to 29 different countries and has a valuation of over \$4 billion.*



**Dr. Brijmohan Lall Munjal (second from left) and Pawan Munjal (right) with a Japanese visitor at Hero Honda's plant in Dharuhera, Haryana**



**Prince Charles on a visit to the Hero Cycles plant in 1978.**

## **A Corporate Citizen**

*Dr. Brijmohan Lall Munjal's upbringing instilled a frugal mindset and a value system inspired by the renowned Gurukul system. This system emphasized the importance of the teacher-pupil bond, fostering a deep sense of social commitment and responsibility within him.*

*Ludhiana, the city of his upbringing, held a special place in Dr. Brijmohan Lall Munjal's heart. Although Ludhiana has transformed into a vibrant and contemporary city today, Dr. Munjal played a significant role in its development. The Munjal family is credited with establishing numerous schools and educational institutions in Ludhiana, contributing to their existence.*

*Dr. Brijmohan Lall Munjal's visionary ideas brought about the establishment of the Ludhiana Stock Exchange and the Ludhiana Flying Club. He had also played an active role in managing DMCH at Ludhiana for a number of years, he became its President, a post he held for thirty two years. The hospital has now earned a reputation as one of the top medical colleges in India.*





## Awards & Achievements



स्वपन पर ही मुग्ध मत हो, सत्य का भी ज्ञान कर ले ।  
पूर्व चलने के बटोही ,बाट की पहचान कर ले।



***Dr. Brijmohan Lall Mujal was awarded with the Padma Bhushan in March 2005 for his contribution to Trade and Industry in 2005.***

***Awarded Businessman of the Year in 1994 by business magazine "Business India".***

***Received the National Award for outstanding contribution to the Development of Indian Small Scale Industry in 1995.***

***Received the Distinguished Entrepreneurship Award from the PhD Chamber of Commerce and Industry in 1997.***

***In 1999 featured in Most Admired CEO List of the magazine "Business Barons."***

***Xavier Labour Relations Institute (XLRI) conferred Sir Jehangir Ghandy Medal for Industrial Peace in 2000.***

***Featured as Ernst & Young Entrepreneur of the year in 2001.***

***Received the Lifetime Achievement Award for Management from the All India Management Association in 2003.***



**Banaras Hindu University, Varanasi conferred him with a Doctorate; degree of Doctors of Letters (Honoris Causa) in October 2004.**

**Lakshya Business Visionary Award by NITIE, Mumbai in 2008.**

**Lifetime Achievement Award by TERI in 2011.**

**Lifetime Achievement Award by Ernst & Young in 2011.**

**Doctor of Science (Honoris Causa) by IIT, Kharagpur in 2011.**

**Lifetime Achievement for the Asia Pacific Entrepreneurship Enterprise Asia in 2011.**

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*Unlocking the Secrets of Success: Embracing a Life of Purpose and Wisdom*

- \* Be a people's person.*
- \* Work hard and be good to people around you.*
- \* Always be committed to honesty and integrity.*
- \* Be simple and transparent in conversations.*
- \* Be focused and open-minded*
- \* Don't lose faith and respect during tough times.*
- \* Create solutions and work hard to perfect them.*
- \* Be resilient in the face of setbacks.*
- \* Have a positive attitude.*
- \* Be innovative, creative and versatile.*



## Unforgettable Memories of the 'Hero'

-forever etched in our hearts

*He has always believed in building long-term relationships and nurturing it- be it with his employees, vendors, dealers, JV partners, or any other associates. Rahul Bajaj, who competed fiercely with the man in selling motorbikes, acknowledges Munjal as his "guru". Maruti Suzuki Chairman R.C. Bhargava says it was Munjal's humility and willingness to adapt to new technology that won Honda's trust and led to a "long-lasting partnership with the Japanese automaker". Confederation of Indian Industry President Sumit Mazumder and his Ludhiana business fraternity-Avon Cycles CMD Onkar Singh Pahwa, Avtar Bhogal of Bhogal Sons and the Oswal Group's Kamal Oswal-have championed Munjal as a "patriarch" and "torch bearer"*

*During our brief interaction at an Auto Expo in 2014, just 2 years after I joined business, he expressed his pride in the new generation taking the reigns. He asked about our markets and daily business figures. He also inquired about our families, such humility in an industry stalwart is rare to witness"*

*Siddhant Suchak, HM Motors, Mumbai*

*It was December of 2006. My first business conference at this organization was in Bombay, and I traveled to Goa Cruze.*

*The dealers and employees had gathered and were waiting for a few moments.*

*When our beloved Chairman Emeritus "BAU JEE" joined the conference, everyone gave a 5-minute standing ovation, and "BAU JEE" requested everyone to calm down.*

*Then he began his speech with "Mere Pyare bacho".It gives me goosebumps and makes me feel as if God is addressing and blessing us.*

*After attending numerous business conferences, I experienced and witnessed the aura of "BAU JEE".*

*Rakesh Joshi*

*Not a day passes by that you don't cross our mind.*

*Not all of you departed when you left our earth behind.*

*In our heart there is a place that only you can hold.*

*Filled with loving memories more priceless than gold.*

*We know that you still look over us so please know this is true,*

*That everything we are today, is all because of you.*

*You will live in our hearts forever.....*

*Rakesh Vasisht*



*I never had a chance to interact with Chairman Emeritus but he is engrained in the ethos of Hero MotoCorp and that's how I connected to him.*

*An inspiration to the world, made it big like a true entrepreneur during times with no ecosystem enabling the start-ups. And as I chart my own journey, his value system, grit, tenacity, hard work and above all humility continue to remain my guiding light on every single step that I take.*

*Not just to the Hero Family, Our Chairman Emeritus is Hero Forever to us all Indians.*

*I feel blessed to have been a part of the Hero Family which got its form and soul from him.*

*Dr. Brijmohan Lall Munjal – My HERO Forever.*

*Naveen Chauhan*

## Forever Inspiring: Honoring the Exemplar of Integrity and Entrepreneurial Spirit

