

CEO CORNER Converting Adversity Into Opportunity

'Govt must consider tax sops for PC sales'

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Lenovo India CEO and MD Rahul Agarwal says that while the PC and tablets market was flat in the first half of the year, it is expected to grow 25% from the current quarter...

How far has your business recovered and when do you expect normalcy?

PC & tablet categories saw a demand spike due to the widespread adoption of work-from-home and

ees neither faced downsizing, nor pay cuts. In fact, we continue to hire.

What are your key learnings from this crisis?

It is important to keep calm and manage the emotions of people in such times. If you have a choice, take a positive view over negative. We initially thought the PC market might go down but that didn't happen. Also, one's true character and culture comes out in such unprecedented situations.

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RAHUL AGARWAL
CEO & MD | Lenovo India

learn-from-home. In the first half of the year, the market was flat compared to the previous year but it is expected to grow almost 25% year-on-year from the third quarter.

What are the challenges that you still face?

The global demand boom due to Covid has led to supply issues across the industry. While employees are comfortable working from home, there are cases where we need to assist them emotionally and help create a work-life balance.

How much cost increase are you grappling with?

We have not seen a significant change in costs during the pandemic.

Has Covid hit remuneration, resulted in downsizing?

No, Lenovo India employ-

What further steps are needed from the government?

With the increase in demand for PCs & tablets in India, this is the right time to reinvigorate 'Make in India'. With devices becoming important in all households for education, the government could think of giving income tax exemption on money spent on them.

How are you maintaining work-life balance?

If you like your work, the organisation and the manager, you won't have this in your mind. A lot can be accomplished in 8-10 hours of intense, focused and goal-driven work. We launched a range of initiatives to ensure effective work-life balance, including no meetings between 1 and 2pm, and on Wednesday mornings and no calls after 6:30pm.