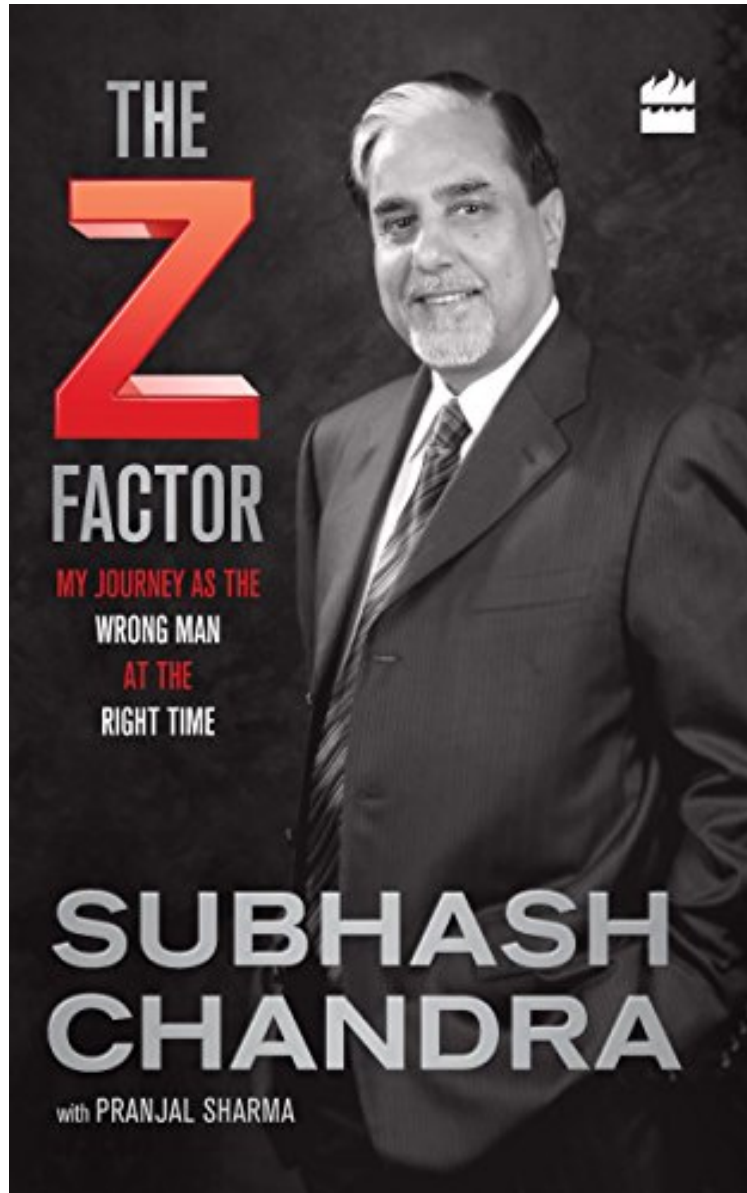


[Mobile book] The Z Factor: My Journey as the Wrong Man at the Right Time

The Z Factor: My Journey as the Wrong Man at the Right Time

Subhash Chandra, Pranjal Sharma
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Subhash Chandra, Pranjal Sharma : The Z Factor: My Journey as the Wrong Man at the Right Time before purchasing it in order to gage whether or not it would be worth my time, and all praised The Z Factor: My Journey as the Wrong Man at the Right Time:

0 of 0 people found the following review helpful. Excellent bookBy kpMust read for an entrepreneur. It's amazing how someone can start zee tv without knowing anything about media business. Highly recommended2 of 2 people found

the following review helpful. The Zee - illionaire : Dr Subhash ChandraBy JITENDRA MUCHHALOh Wow, pretty interesting life story of one of India's "Billionaires" on the Forbes Richest List, Media Tycoon and Founder of Zee TV, Mr (Dr) Subhash Chandra. Many may not know that he has been and is part of a large joint family, and that is how he has managed the multiple businesses he has ventured in. And what a list - from Trading to Rice Exports to Manufacturing to Laminated Tubes to Amusement Park to Satellite TV and Media - and many more. And most by default, some by design. Losses, profits, growth, downfalls, rise again, dealings with "The High and Mighty" before he himself became one, Subhash Chandra's life and business story is gripping, visionary, entertaining, inspiring, confusing, incredible - and often all of these at the same time. He does come across - both in the book and in real life - as someone who has both feet firmly planted on the ground and is in touch with both the big sweeping vision and the minutest details. There is a famous quote in Hindi which can probably sum up the book and the life story described in it : " Kuch Bhee Ho Sakta Hai " (Actually, Anything can happen)1 of 1 people found the following review helpful. Great narrative and first-hand business insightsBy Amish GInsightful, easy to read, great story-like narrative. A first-hand inside look at what it took to build Zee and Subhash Chandra's various other businesses. Very candid and in the first-person. My favorite parts are how he deals with various business dilemmas and what he goes through personally as he is dealing with them. Bonus points: got to meet him at the book signing in New York!

The pioneer who gate-crashed his way to the top Subhash Chandra, the promoter of Essel/ Zee Group, is an unlikely mogul. Hailing from a small town in Haryana, where his family ran grain mills, Chandra has been a perennial outsider, repeatedly aiming high and breaking into businesses where he was considered an interloper. Starting work as a teen to pay off family debts, Chandra had to rely on bluff, gumption and sheer hard toil to turn things around. A little bit of luck and political patronage saw him make a fortune in rice exports to the erstwhile USSR. Always a risk-taker, Chandra then had the vision of getting into broadcasting early, even as established media players failed to see its potential. His Zee TV, India's first private Indian TV channel, changed the rules of the game and tickled the fancy of a public starved of entertainment. Several gutsy initiatives followed, though not all of them were successful. Chandra's attempts to launch satellite telephony and a cricket league came a cropper. But the man continues to reinvent himself; he is now also focusing on infrastructure and smart cities. This is an unusually candid memoir of a truly desi self-made businessman who came to Delhi at age twenty with seventeen rupees in his pocket. Today, he has a net worth of \$6.3 billion and annual group revenues of about \$3 billion.

About the AuthorSubhash Chandra is the promoter of Essel/Zee Group of companies, which is a major player in the fields of media and entertainment, packaging, technology, infrastructure and education. He is also a member of the Rajya Sabha from Haryana since 2016. Pranjali Sharma has been in print, digital and TV media for twenty-five years. He has led teams at India Today Group and CNBC Network 18, and was founding executive editor of Bloomberg TV in India. He currently writes for Businessworld and hosts a show for Zee Business.