

portfolio



Vishnu R G

CEO/Executive Director - RG Group

www.rgvishnu.com | www.rggingellyoil.com



PERSONAL DETAILS

Name	: Vishnu R G
Education Background	: MBA
Marital Status	: Married
Spouse Name	: Nila Vishnu
Name of Children	: Vaishnavi M V : Aadhyathmika M V
Name of Father	: RG Ramesh
Name of Mother	: Ambika Ramesh
Residential Address	: Vashnaveeyam, Malaparambu P.O., Paroppadi, Calicut 673009. Ph: 0495 2371872
Official Address	: RG Group, Corporation Bldg., Cherooty Road, 673001 Ph: 0495 4040010, 4040020
Mob No.	: 7736112233
Email	: mail@rgvishnu.com
Occupation	: Business Man
Organizations	: Gopal Refineries & Oil Mills, Malappuram : Gopal Refineries & Oil Mills, Palakkad. : Leela Oil Industries, Mahe : Ambika Store, Big Bazar : Ambika Store, Cherooty Road : RG Arcade, Paropadi : RG Links Limited, China : RG Marines : Pride India Exports Pvt. Ltd.



3 year stint with
Gokulam
Medical College

Worked for
a year at
LLH Hospital,
Abu Dhabi

2010
Joined the
family business

The Change Begins...

The traditional family business that began in Calicut in 1940, underwent a massive change under the expert management skills of Vishnu R G.

With the right blend of tradition, new generation thoughts and state-of-the-art technology, Vishnu was determined to create healthier lifestyles that were not just limited to Calicut.

The Path to Success...

■ Expanded in Kerala, Delhi and Mumbai with the help of units like Kudumbasree who did door-delivery of RG products.

Soon the sales force/distributors joined in.

Vishnu made it a point to visit all markets personally every month.

■ RG Group rebranded to an internationally accepted look.

New bottle of RG Gingelly Oil was launched at Westway Hotel, Calicut.

■ RG Group launched Pride India Exports Pvt. Ltd., a 100% export oriented Company.

2010

2011

2012

2013

2014

2015

■ The Company made its first export to UAE!

■ Introduction of RG Marines

■ RG Foods, a diversification of RG Group emerged. Traditional snacks, rice, vinegar, tamarind, payasam mix, coconut milk etc.



The Growth...

Under the new-gen leadership of Vishnu R G, RG Group has grown by leaps and bounds.

His efficiency, hardwork, willpower, attitude towards the employees, and clients have all paved way for the present stature of RG Group.

Highlights

- Introduction of a division specialized in Customer Relation Management Program.
- Company Qualified for ISO 22000 and AGMARK Certification.
- Achieved the DAC-Dubai Accreditation Center for food safety management.
- Entered the FMCG Sales.
- Strong presence in 18 countries.
- More than 150 distributors pan Kerala.
- 30 new product lines introduced.
- RG Foods was relaunched in Dubai.
- By 2020, RG Group envisions the marketing of RG Food Products worldwide.



The Voyage...

The RG group of companies known today to be the largest producers and exporters of Gingelly oil in Kerala has seen three generations of eminent visionaries steering its course towards success. The brand was founded by Sri M Gopalan in 1940 and taken over by his son Mr. Ramesh R G and later by his grandson Mr. Vishnu R G, the present CEO and Executive director of the Group.

Mr. Vishnu R G, a young entrepreneur with an extraordinary foresight and unmatched talents in marketing upgraded his grandfather's business to a brand new level. Mr. Vishnu's efforts fetched the ISO/GMP and AGMARK certifications for the company. Under his leadership, the company furthered ventured into arenas like Pride India Exports Pvt Ltd with wide span in GCC countries, RG Marines, RG Foods, RG Links, the overseas procurement service provider, RG ARCADE, the shopping complex.

Although always adhering to the traditional values incurred from his grandfather, Mr. Vishnu doesn't compromise on employing state-of-the-art technology in his business and is always up to date with the latest trends in the market. He ideated, initiated and executed the company's rebranding in the year 2012 that totally reformed the company and brought in all the more fortune, yet serving the customers in better ways.

Today RG group has a strong foothold in 18 countries in the world. They have more than 200 distributors pan India and has 30 new product lines introduced. By 2020, the group envisions the marketing of RG Food products worldwide. Mr. Vishnu received a number of accolades for his business skills and the resulting growth of his company. This includes Kerala State Business Excellence Award 2012, Young Chamber of Commerce – Product of the year 2015, Brand Achiever Award 2015, Young Manager Award 2016, Young Entrepreneurs Award 2016 etc. While he continues to fill out more pages with stories of success, Vishnu believes he has much more to do, for RG group and for the society at large.

Awards



Kerala State
Business
Excellence
Award 2012

Young Chamber
of Commerce -
Product of
the Year 2015

Brand Achiever
Award 2015

Young
Manager
Award - 2016
by Calicut
Management
Association

Young
Entrepreneurs
Award - 2016
by Rotary Club of
Calicut
Cyber City

A Noble Gesture...

RG Group is continuing its efforts to make the world a better place for the less privileged. As of now the Company takes care of the educational needs of the employees's children and also of students from nearby schools. From free food, clothes, study materials to laptops, the lamp is being lit for a better future.

VERTICALS

