

A man with dark, curly hair and glasses, wearing a dark blue suit and a red patterned tie, is seated at a dark, reflective desk. He is looking down and writing on a document with a silver pen. On the desk, there is a smartphone, a calculator, and several large, ornate trophies. The background is a plain, light-colored wall.

"Progress is not a dream
but distant reality achieved through
hard work, persistence and determination.... "

Rajeev Moondra
CMD
Shri Krishna Group



Under the dynamic and visionary leadership of
Rajeev Moondra
Shri Krishna attained heights and spread its mighty wings across
Rajasthan.



Business Highlights

**HIGH
GROWTH
RATE**



39%

CAGR FY04 - FY18
In terms of value

1 MILLION
CUSTOMERS

**LARGE
CUSTOMER
BASE**

**EXTENSIVE
MARKET
COVERAGE**



**MICRO
MARKET
PENITRATION**

3 RURAL OUTLETS
(MARUTI SUZUKI) IN **3** CONSECUTIVE YEARS



3 WORKSHOPS
(MARUTI SUZUKI) IN **3** CONSECUTIVE YEARS



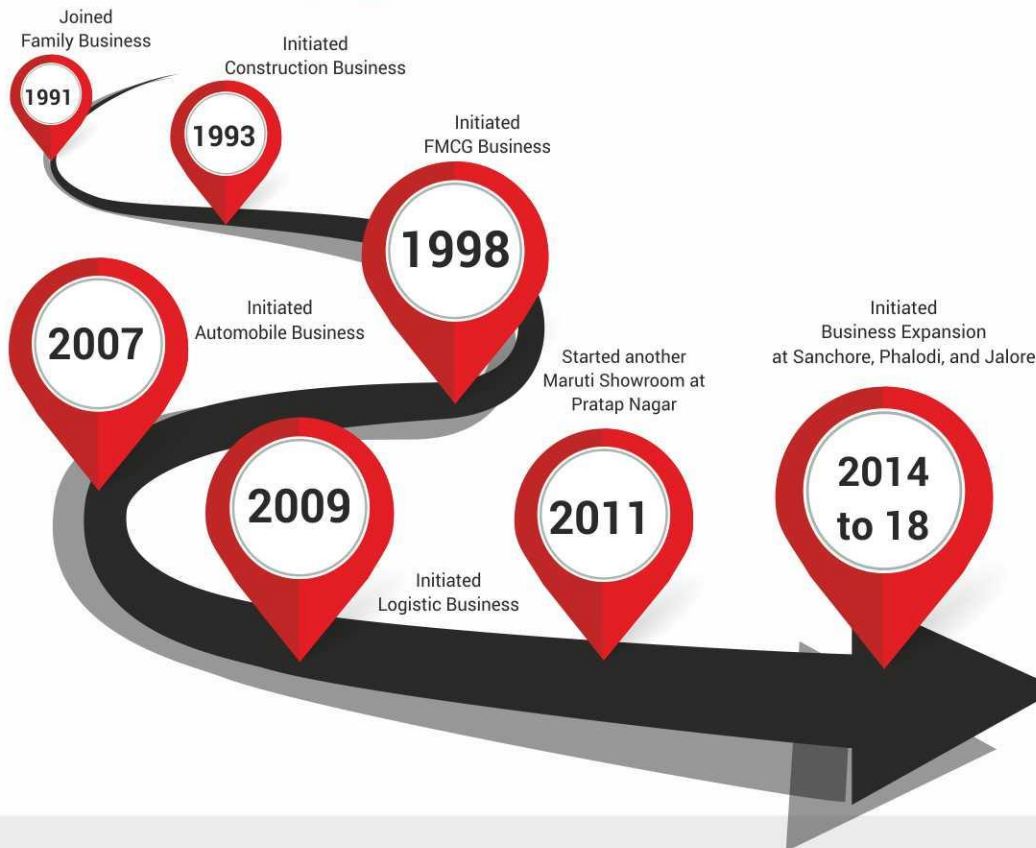
**PROGRESSIVE
OUTLOOK**

**PROVEN
BUSINESS
EXCELLENCE**

303 Excellence
Awards

Recognized for excellent
business performance across
brands and business

An Entrepreneur by choice and a businessman by birth



Eager to utilize his Time Tested Ideas and Experience for last 25 years to strengthen the Shri Krishna Group

Rajeev Moondra was born in 1969 to a family dealing in the business of finance and real estate. Inspired by the intricacies of business right from a ripe age, he learned the subtle art of doing business under the supervision of grandfather and father.

An entrepreneur at heart, he completed his studies in commerce and then stepped into the echelons of his family business. He diversified his trade in different sectors such as Automobile, Building Materials, FMCG and so on and has been delivering quality service since the inception of Shri Krishna Group in various vertical.

The Legacy

...the glorious past



SohanLalJi founded the Jodhpur's first steel rolling mill namely R.J. Engineering Rolling Mills and Rajendra Steel Rolling Mills. He was a very sought after name in Jodhpur's industrialist and social community. His industrious nature played a pivotal role in establishing a well-tethered family business. He was a focal point for inspiration and was a principal mentor for Rajendra Prasad Ji to further his business acumen.

Sohan Lal Moondra, Founder



Father in propagating the business. Combining the leanings of his father whose motto was: "For those who dare to dream, there is a whole world to win," he drove the family business of steel rolling and finance to new heights. Rajendra was an ardent believer in philanthropy. For indulging in numerous social activities, he was felicitated with the honour of "Bhamasahah" for his impactful philanthropic work.

Rajendra Prasad Moondra, Founder

The Legacy

...the **present** and future



Rajni Devi Moondra, Co-Founder of Shri Krishna Group, was born in 1952 and got married to Shri RP Moondra. In 1992 when ladies were not allowed to do business in Rajasthan, she joined the family business to support her husband and son. In 1993 she played a key role along with her son Rajeev and laid the foundation of the Cement vertical. She is instrumental in the diversification of the group into different wings-FMCG, Real Estate and later Automobile Industry. Within her tutelage and guiding, every employee is considered a part of their family.

Rajni Devi Moondra, Co-Founder



Sarla Moondra, Director at Shri Krishna Auto Sales Pvt Ltd & Shri Krishna Dealers Pvt Ltd, was born in 1972 and graduated from JNVU, Jodhpur. She got married to Shri Rajeev Moondra in 1991 & joined the family business in 2005. With her expertise in accounts & backend processes, she gives a massive push to the flourishing of the group.

Sarla Moondra, Director



Akshita Moondra, has graduated from JNVU, Jodhpur and after that, she joined the family business. With her knowledge in business growth strategy and client handling, she has helped Rajeev Ji to flourish the group's business with her new and innovative ideas.

Akshita Moondra Daga

Visionary Professional
ready to take path less travelled



Aim...

To make difference in peoples' lives by providing quality and after sales services.

Rajeev's visionary leadership has not only maintained the legacy of his family business but has also enabled the enterprise to achieve peaks in all aspects be it revenue, profitability or growth rate. His firm grip on the present situation and eagle-view focus on the future has enabled Shri Krishna Group with a detailed blueprint that has driven the group towards sustainable, profitable growth. Being an ardent believer of professionalism, he is the catalyst behind the transition of his family business to a more refined corporate hierarchy. His vision is to make a difference in peoples' lives by providing quality and after-sales service.





Business Relationship is his biggest asset

BusinessPartnership



20
YEARS

WAGH BAKRI

Shri Krishna Dealers P Ltd. engaged with Wagh Bakri Tea group to provide consumers with refreshing cup of tea through a rich network of retailers and distributors.

18
YEARS

ADITYA BIRLA ULTRATECH (White Cement)

Shri Krishna Udhog is engaged with UltraTech cement to fulfil the customers' dream of building beautiful and strong homes.

18
YEARS

AMBUJA CEMENT

Shri Krishna Udhog is engaged with Ambuja Cement to fulfil the customers' dream of building beautiful and strong homes.

14
YEARS

DLECTA FOODS

Shri Krishna Dealers P Ltd. is engaged Schreiber Dynamix dairies ltd to enrich consumers health by supplying high quality Ghee through a rich network of retailers and distributors.

12
YEARS

MARUTI SUZUKI

Shri Krishna Auto Sales P Ltd is engaged with Maruti Suzuki Ltd. to fulfil the dream of an individual to own his/her car with hassle free service through a network of dealerships and service network.

Aspiration...

To establish Shri Krishna Group
as the most preferred business partner
for Global, National & Regional Brands.

One strong aspect that Rajeev has inherited from his company's founding fathers is investing in the long-term business relationships. This can be easily observed from the sustained relationships he has enjoyed with some of the most reputed and highly recognized brands. He strongly believes that the practice of creating and maintaining relationships has attracted many more brands to engage in a business relationship with him and his company.

He aspires to establish Shri Krishna Group
as the most preferred business partner for
Global, National, and Regional brands.

Customer Satisfaction is a practice and not just belief



Vision...

To become most trusted provider of services and products to the customers for their day to day as well as special needs.

For Rajeev, satisfying customers by providing high-quality goods and services is of prime importance.

He strongly believes that the highly satisfied customers are the reasons why their business exists in the first place. He is personally involved with marketing and sales and guides his team in understanding the customers' needs and aspirations, providing them with an overwhelming service that attracts the customer to come back for quality service. His vision is to become a most trusted provider of services and products to customers for their day to day as well as for special needs.

**Inclusive and sustainable
growth is his mission**



WELFARE ASSOCIATION

Jodhpur Welfare Association
Navjeevan Sansthan
Shri AdeshwarViklangSevaSansthan
Shri Akhil Bhartiya Maheshwari SevaSadan
Member Industrial & Business Association of Akhil Bharatvarshiy Mahasabha

Shri Mahalaxmi ShikshanSansthan
Manav Kalyan Samitti
Jodhpur Zhila Maheshwari Samaj
Shri Maheshwari Sewa Samiti

COMMUNITY ASSOCIATION

Rotary Club
Umed Club
Shri Sankat Mochak Hanuman Charitable Trust
Shreepati Bal Krishna Bhagwati Nyaas, Pachpadra
Bhagwan Shri Krishna Charitable Trust

INDUSTRIAL ASSOCIATION

Builders Association of India
Federation of Automobile Dealer Association
Jodhpur Industrial Association
The Jodhpur Motor Merchant Association

Marudhar Industrial Association
Jodhpur Automobile Dealer Association

Mission...

**To touch lives of millions of people
through different social initiative.**

Rajeev is a soft-hearted person who firmly believes in inclusive growth, taking lessons from his mother and sister. Widely engaged in multiple charitable tasks, he is a well-known name in both the business and social spheres. He is associated with many philanthropic and social organizations. His mission is to touch the lives of millions of people through different social and online initiatives. His efforts have been widely appreciated and earned him tremendous respect in the society. He had lived his dreams, followed his passion & left no stones unturned when it came to hard work.

Business Awards





Way of Life!

2017-18

Best Customer Connect Initiative Award

2016-17

Highest change in BSC Growth
Best Productive Manpower
Mission Number Achievement

2015-16

Rising Star Award

2014-15

Highest growth in exchange all India level
Highest Exchange Penetration
Rural Champion Trophy

2013-14

Outstanding Sales Performance Q2 Champion
Star Performance Alto K10
Best Utilization of DMS

2012-13

Super-Start Award Q2
Club Hundred
Highest Sales of MGA Award

2011-12

Best RDSE Award
Consistency in Target Achievement
MGA Award

2010-11

Best HR Practice Award
Consistency in Target Achievement

2009-10

Best HR Practice Award

2008-09

Best HR Practice Award



First position for IHB Engagement -
Rajasthan from year 2001 to 2017
Rajasthan No 1 Star Seller consecutively
from year 2001 to 2016
First position in North India in the year
2014 & 2015



Exceptional performance in the Sales
Volume of White Cement and Wall Care
Putty



Exceptional performance in the Sales
Volume.



Excellent Performance



Personal Awards

The Best President for Jodhpur Welfare Association
 Yuva Ratan Award
 Times Award -for Best in Automobile industry in
 Marwar
 Bhamashah Award by Maheshwari Bhawan
 Akhil Bhartiya Maheshwari Sewa Sadan Award
 Pride of Education Award

Marwar Health Care Achiever Award
 Woman Empowerment Award
 The Times Group - Achiver of Marwar
 Bhamashah Award by Maheshwari Janupyogi Bhawan
 Excellency Award by JIET Institute



A Role Model who inspires both youth and adults

Mr. Rajeev Moondra is a self-made, spirited man with a tremendous passion for excelling. I have always held him in high regard; admired his skills and watched him build an empire. He has left no stone unturned

and his business has quadrupled. His insight and tenacity make him a perfect role model. He has nurtured positive, engaging and balanced relationships between stakeholders in the cement industry. His approach and a coherent network have earned the respect of many. He has diversified many verticals and formed a prosperous conglomerate. He is sharp, frank and scores a perfect ten. I wish him success and prosperity.

Ajay Kapur

Managing Director & CEO
Ambuja Cements Ltd.



Rajeev Moondra- An adroit and resourceful entrepreneur

My Guru, Shri K D Moondra introduced Rajeev to me when he applied for Maruti Dealership. Enthusiastic and capable, Maruti Management was overjoyed to have him join us. His dealership was activated 11 years

back, and we have interacted regularly. He is an excellent human being, an adroit entrepreneur, and a successful business person.

He is grounded to the present and is broad-minded. Perfectly balanced, he allocates his time and resources aptly.

DD Goyal

Executive Director (Finance)
Maruti Suzuki India Limited



Multi-talented and efficient time management expert

I have known Rajeev for 25 years and have always found him full of enthusiasm, energy and always devoted to his work. He has reached tremendous heights employing his skills and tenacity.

Mr. Moondra has associated with us for more than 20 years, and I have always found him brimming with optimism and an urge to win. He has a diversified portfolio of businesses, and due to his superior managerial intellect, he can run them well and successfully.

Anurag Angrish

Joint Executive President (Marketing)
Aditya Birla Ultratech



An innovator who never ceases to impress

Shri Rajeev Moondraji has associated with WaghBakri Tea Group since 1999. We are proud to have a sincere, hard-working business associate who has commercial acumen. He pursued

different businesses, entirely dissimilar from his forefathers but has excelled in all. I truly appreciate his contribution towards the growth of WaghBakri Tea Group in Jodhpur as our Super Stockiest. He is very diversified and thriving in the automotive, construction and FMCG sector.

Paras Desai

Executive Director
Wagh Bakri Tea Group

Extolment to Rajeev Moondra



Energetic and expert in fostering relationships

Our company's association with Mr Rajeev Moondra is more than a decade old. It is one of the most enduring relationships. We have found him always positive and bursting with energy. He is always willing to listen to

a proposal of business improvement as well as willing to lend a hand when business is not in the best shape. The business relationship also has led to a lasting personal friendship that I cherish.

Deepak Jain

Managing Director
Dlecta Foods Pvt. Ltd.



Mr. Rajeev Moondra – A man of all seasons

I have known Mr. Moondra for last 20 years and have witnessed his growth from a passionate young man to an accomplished leader of a multi-faceted, multi-

crore business empire. He started young and hence has gained valuable experience in diverse industries, markets, and consumers. This combined with his natural flair, leadership skills, entrepreneurial mind-set, and passion for excellence is the key to his success. With a firm belief in hard work and inclusive growth, he is a valuable asset to his organization as well as the society.

Anil Kaul
Former ACC &
Ambuja Cements Ltd



A clairvoyant personality who is very practical

I have known Mr Moondra since many years now. I found him highly enterprising. His positive attitude and go-getter attitude stands out. He

sets high goals for his team and supports them in achieving them. Mr Moondra has a rare foresight and customer focus. This was illustrated when he created world class automotive dealership in Jodhpur.

Mayank Pareek
President
TATA Motors



Practical and efficient team player

I have known Rajeev Moondra since last few years, and he embodies perseverance and diligence. He is industrious and inspires

others that anything can be achieved. He had a vision and had diversified his cement business into Automotive and Services, FMCG, etc. He has realized his dreams and is not only an excellent personality but also an accomplished team player. He believes in giving back to the society and ensuring that relationships are nurtured.

Subhash Sheoratan Mundra
Former Deputy Governor,
Reserve Bank of India



A power house in the business sector

I had an opportunity to work with Shri Rajeev Moondra during my tenure at Ambuja Cement. He was one of our premier dealers at Jodhpur. I have

discussed the intricacies of the cement business and learned a lot from him. I am highly impressed with his knowledge. It was also nice to learn how to nurture client-employee relationships. I always found fire in his belly for excelling and innovating. He's a great entrepreneur, committed and very dynamic. He has a great career ahead.

Jagdish Toshniwal
Managing Director
Wonder Cement Limited



A thorough businessman, firm, humble and value-oriented

Mr. Rajeev Moondra is a thorough gentleman, good human and a dedicated professional when it comes to business. I have

been associated with for the last many years and have seen him grow in the automotive space. His concern for the employees, care for his customers is what makes him different from others in the same space. I am sure Shri Krishna group will achieve new height under his leadership.

Satinder Singh Bajwa
Vice President
Mahindra and Mahindra Ltd
(Automotive, Farm Equipment and Agri Business)



A philanthropist who has evolved with time

We have known Rajeev since his childhood days. We are delighted to see the transformation he has undergone.

Shree Krishna Group is undoubtedly the fastest growing business entity with multi-faceted business models. In spite of his active business commitments, he makes sure he can dedicate his time towards social activities also. He is a role model for all the youth.

Anand Rathi - Suresh Rathi
Managing Directors
Anand Rathi Securities P Ltd
Suresh Rathi Securities P Ltd

**Extolment to
Rajeev Moondra**