

Jimmy Mistry's Della Technica employs a 900-strong workforce. Of these, only 15 are Parsis. A pity, really, as his spanking new Della House at Sleater Road is a corporate hub that is buzzing with creativity and attitude. In addition to state-of-the-art infrastructure, it is an employee-friendly hub with a cool garden cafeteria, an in-house gym that all employees have access to, a pool and carom table, and a de-stressing facility on Saturdays that offers movies, yoga, and dance classes! In addition, Jimmy himself is exceptionally pro-Parsis and bemoans the lack of employees from within the fold. He confesses that he would be more than happy to give community talent a break within his organisation, and looks forward to Parsis from various disciplines coming forward with the will to share his dream. Surely there should be several takers for his exuberant offer!

Jimmy, himself, was an ordinary Dadar Parsi Colony lad who did his mechanical engineering and started off really small with a pest control company. A short and uneventful stint later, he started contracting.

Not one to shy away from his simple beginnings, he confesses, "They were petty contracts. I would do anything and everything

At one point I just got tired of contracting because it is not an organised sector. In 1995 I moved to Italy and became the sole selling distributor of Italian furniture in India. This was way before all the others jumped into the fray. In those days you needed a special importing license and it wasn't easy, but there was no looking back for me ever since."

He started his own small workshop in Nagpur in 1997, and then another manufacturing unit in Daman. Today he has a 32,000 square-foot factory and his business has expanded exponentially to encompass turnkey interior solutions for corporate houses starting with STAR TV, which was his first project and won him an Indian Institute of Interior Designers Award.

"You have to benchmark yourself against other more successful people all the time to see where you

“Service To The Community Comes Before Service To Society”

JIMMY MISTRY, who has built his company, Della Technica, from scratch, confesses that it would not have been possible without the grace of God and the help of some very helpful Parsis. Today he, in turn, strives to do what he can for the community, writes SHERNAAZ ENGINEER

He adds that a firm belief in oneself is also critical. "If you cannot believe in yourself, you cannot make others believe in you." He is, however, swift to acknowledge the debt of gratitude he owes several Parsis who have helped him along: Edulji Turel, Mithoo Jesia, Dinshaw Tamboli (who arranged WZO loans for him initially), Rustom Tirandaz and Parvez Damania.

Inspiration has also come from the late JRD Tata, whose motto he has abridged and adapted into his own credo: "Success in any materialistic terms in not worthwhile unless it satisfies the needs of the community, the country, and the people at large. And I would say that, yes, my community comes first, even before society and my country."

Jimmy elaborates, "Today why do we remember an Albless or a Kharegat or a Mancherji Joshi or a Bhika Behram? Surely in their

agiary, the Langrana Godiwalla Agiary, behind the Parsi Punchayet in Fort.

Professionally, too, he has several exciting projects on the anvil, which he hopes will help him take his company to the Rs. 500 crore turnover mark soon. He has plans of getting into development, encompassing Build-to-Suit facilities for corporates that involve creating, building and furnishing their spaces to suit their individual needs.

His dream venture is also about to get off the ground. He has acquired, for redevelopment, a building in the Dadar Parsi Colony that he plans to convert into a residential tower, three floors of which are for himself! "It's going to be built on the principles of Persian architecture and will be the only building of its kind in India. I want it to be a living museum to Persian culture, without making it look like an agiary," he promises. Flats will be for sale to Parsis only.

Not surprisingly, Jimmy's life is dominated by his work. "It isn't easy at the top and even today it's sheer hard work all the way to the point where I ask myself if it's worth it before getting back to slogging again! Because hard work does change people's destiny."

Several awards testify



Della House



Library

from repairing valves to cleaning boiling water tanks. One thing slowly led to another. Along the way I realised that to be a successful businessman one had to master the knack of manpower management, acquire technical know-how, and have a vision. I knew that I had a sense of design inborn in me and I dreamt of setting up my own corporate someday, so I was restless.

stand. Chances are your success can give you a wrong air about yourself. But when you benchmark yourself against more successful people you realise you have a long way to go. I have had the good fortune of being appointed as the architect to the



Smt. Induma Jain, Chairman, The Times of India Group, lighting the inaugural lamp. Looking on are Delna and Jimmy Mistry.

times there must have been far wealthier, more accomplished men. But we remember them because they did something for the community. It's what you leave behind that makes a difference." He has just committed himself to renovating another

this claim, the latest being the 'Mahavir-Mahatma Award 2005' by the Times Of India Group. Others include the 'Mother India Award 2004-05', 'Young Achiever Award 2004' by the Indo-American Society, 'Urban Heritage Architect's Award 2003', besides being nominated for the 6th Ernst & Young 'Young Entrepreneur of the Year 2004'.



Pool Table Recreation

Bajaj Group and Dr. Vijay Mallaya, in addition to working closely with Mrs. Indumaa Jain, Saharashree Subrata Roy Sahara, the Gokals, Kotharis, and close to 100 leading corporates. And I have realised that irrespective of what people may think or say about them, they are not at that level for nothing."



Terrace Lounge