

ABFRL	December 2024	The Franchising World (Page – 49)	National	Top 50 Franchisee Leaders
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JEEVAN SHETTY

Director - Franchise Mangement at Aditya Birla Fashion and Retail Ltd.

Jeevan Shetty, 52, holds a Bachelor's degree in Literature from Mangalore University and a Bachelor of Hotel Management from Manipal University. He is a seasoned leader with over 27 years of experience at Aditya Birla Fashion and Retail Limited (ABFRL), where he has significantly shaped the company's retail operations and brand growth. Throughout his career, Jeevan has held key roles, including Regional Visual Merchandiser, National Retail Operations Manager for Louis Philippe, Head of MFL Value Channel, and National Sales Manager. Currently, as Director of Franchisee Management, Lifestyle Brands, at ABFRL, he has driven initiatives to streamline operations, enhance customer satisfaction, and support sustainable growth. Known for building high-performing teams and setting industry standards in franchise management, Jeevan is highly regarded for his strategic approach and his commitment to operational excellence, which have strengthened ABFRL's market presence.

Jeevan believes that consistency, reliability, and open communication are essential for effective leadership. Respect for diverse viewpoints builds a foundation of trust, motivating team members to excel. Delegation, active listening, setting clear expectations, and establishing SMART goals are vital practices he values. His business strategy aligns with ABFRL's vision for operational efficiency and sustainable growth, focusing on high-impact areas to achieve excellence.

Jeevan envisions ABFRL as a leading customer-centric organization recognized for operational excellence, innovation, and integrity. By targeting high-impact areas and fostering trust-based relationships with customers, partners, and teams, he aims to create lasting value and build a resilient, future-ready organization equipped to thrive in a dynamic market.



Jeevan wishes he had recognized earlier the true power of building strong, nurturing relationships and cultivating a solid professional network. He believes that genuine connections are essential for long-term success, as they open doors to new opportunities, support, and growth that can be invaluable throughout one's career.

The mentor who has had the greatest impact on Jeevan is Mr. Vishak Kumar, ABFRL's CEO. His guidance, accountability, and inspiration have been invaluable in shaping Jeevan's career and personal growth. With a deep understanding of Jeevan's strengths and weaknesses, Mr. Kumar has offered tailored advice that has built Jeevan's confidence in navigating challenges and seizing opportunities. His mentorship has provided not only professional direction but also lasting lessons that continue to inspire Jeevan every day.

While leaders today possess many strengths, Jeevan feels that some lack key qualities, particularly long-term vision and transparency in relationship management. He notes that immediate pressures can make it difficult for leaders to maintain a broader strategic perspective. Additionally, openness and transparency in building and managing relationships are crucial for fostering trust and long-term success, yet these qualities are often overlooked.