

## KP Group CMD Dr. Faruk Patel addresses students at PP Savani University on business ethics and leadership principles

The session was part of the university's leadership dialogue series. Speaking on the topic of "Business Principles," Dr. Patel emphasised the need for ethical conduct and mutual benefit in business.



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Dr. Faruk G. Patel, Founder Chairman and Managing Director of KP Group, addressed [BBA](#) and MBA students at PP Savani University on Monday, focusing on business ethics, sustainability, and long-term leadership values.

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### Quality, duration and sustainability

He urged students to choose businesses that add value to the end user in terms of quality, duration, and sustainability, stating that customer satisfaction and loyalty are built through long-term value delivery.

Dr. Patel, who leads the ₹16,000-crore KP Group, outlined key components of successful business leadership, including integrity, adaptability, strong teams, and social responsibility.

"Surround yourself with capable, knowledgeable people who share your vision. Your team can make or break your journey," he said.

He also discussed the importance of continuous learning and adaptability. Referring to outdated car models like Ambassador and Fiat, Dr. Patel said that the moment one starts feeling comfortable, decline begins.

### Expansion strategy

Giving insights into KP Group's expansion strategy, he said, "We started with solar energy. Then we moved into wind, hydrogen, robotics, manufacturing, and now offshore projects. Every day, we strive to do something new. We have built a team around this mindset, and it is what keeps us future-ready."

Dr. Patel concluded his address by stressing the importance of ethics and humility. "Treat others as you expect to be treated. Money without values doesn't stay, it becomes meaningless," he said.

Dr. Patel has previously spoken at IIM-Ahmedabad and IIT-Bombay, sharing his views on ethics, leadership, and innovation in renewable energy.