

The Game CHANGER

By **RAHUL PAUL**

The credit for the fast growing luxury trend of house lifts goes to Kailas Jadhav, whose company, Jet Elevators, designs and installs home-lifts as per European standards at affordable prices. Presenting to you the enterprising entrepreneur...

PHOTOGRAPHS: SANJIT SEN





Many people say, 'Make your passion your profession and you'll succeed in it.' Looks like, Kailas had definitely heard the phrase during his growing years, as his first job was of an elevator maintenance guy, and now his company Jet Elevators also manufactures and maintains elevators. It's his passion for the very idea of lifts that has kept him going and growing for the last 25 years in the business without experiencing the feeling of ennui.

Born to parents with government jobs, Kailas inherited almost nothing and worked hard in the elevator business to accumulate money and experience. "I worked for 15 years for other elevator companies. In the beginning as an electrician, but as people began to appreciate my work, I got promoted to supervisor and then senior

supervisor. I learnt the ABC of business from there and earned enough to start my own company in 2005 and named it Jet Elevators," remembers the entrepreneur.

He started very small, with as less as three people and hired labour on a contract basis, but unfortunately, within the first few months of his business itself, he hit a roadblock because of the 2005 Mumbai floods. "The flood was so bad that our in-hand project was totally shelved and we had to bare the losses. At that time, unwillingly, I had to partner with another lift company so that the labour didn't suffer. It continued for a year, but I was able to separate and run the company on my own," reveals the entrepreneur.

Kailas is not like other businessmen who close themselves in a four by four cabin. A social person by nature, he meets people



on a regular basis and maintains a very active social profile (even on Facebook) which, in his initial days, led to him get more and more contracts.

As he became more and more involved with the marketing aspect of the elevator business, he came across the concept of home-lifts and instantly realised that this was the future when it came to lifts. “We tied up with DSA Elevators for a manufacturing unit in Wada and started importing Italian home-lifts. We even customised it as per the home interiors and personal style of the client,” he says. This confident move elevated his professional standing very quickly, and now Jet Elevators ranks fifth in the country, with a presence over seven states and provides 24x7 maintenance services to its clients. He even changed his tag-line from ‘Art & Luxury in Elevators’ to ‘Art & Luxury in Home-Lifts’ to show his determination and dedication towards the new game.

As he deals in a very luxurious and modern lifestyle amenity, he must be having some very prominent clients. Pondering over it, he gives us this incredible story, “One day, I got a call from the Yash Raj office and they invited me to a meeting. In the meeting, Aditya Chopra asked me to design a home lift at their residence as Rani was pregnant and about to return from London in two weeks. I finished the project in 12 days,” he smiles and adds, “From their reference, I got the project at Sonam Kapoor’s residence too.”

Apart from work, Kailas also runs an NGO called *Dost* (friend). Why the name *Dost*? “We have parents, siblings and spouses, but we only share our deep secrets, pains and feelings with our *dosts*,” he reasons. As a part of the NGO, he undertakes projects like helping poor and ill people and stopping illegal trafficking of humans. He is a very well-known and famous person in Ghatkopar, a suburb in Mumbai, for his humanitarian work. He is also friends with many well-known politicians, one of



them being Maharashtra’s CM, Devendra Fadnavis. ‘You need not call me for your regular household functions, but call me when you are in need, and I’ll be there.’ That’s what I say to every friend I make.

Meanwhile, his company just bagged the contract with P3, a prominent interior designing firm in the country providing one-stop solutions to all home needs, under which Jet Elevators will take care of all the lift operations. They have even offered to provide marketing help to his company. What more could anyone want? **S**