

# K. Pandiarajan

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## K. Pandia Rajan



<b>Born</b>	26 April 1959 (age 53) Villampatti, Sivakasi, India
<b>Residence</b>	Chennai, India
<b><i>Alma mater</i></b>	<b>PSG College of Technology (B.E.)</b> XLRI Jamshedpur (MBA)
<b>Political party</b>	Desiya Murpokku Dravida Kazhagam
<b>Spouse</b>	Hemalatha Rajan

**K. Pandia Rajan** (born 26 April 1959) is a prominent Indian businessman and politician. He is best known as the founder of Ma Foi Management Consultants Ltd, a firm which played a crucial role in the evolution of the HR industry in India

He holds a B.E. (Hons.) degree from PSG College of Technology, followed by an M.B.A in Industrial relations from XLRI Jamshedpur<sup>[2]</sup>.

He contested in the 2011 Tamil Nadu legislative assembly election as a Desiya Murpokku Dravida Kazhagam (DMDK) candidate and won from his Virudhunagar constituency

## Early life and education

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K. Pandia Rajan was born on 26 April 1959 in a little village near Sivakasi, Virudhunagar district called Villampatti. When Pandia Rajan was only three months old, he lost his father - a worker in a local match factory. He was brought up by his maternal grandparents in a joint family of about 40 to 50 people.

He finished his schooling from the Victoria School, Sivakasi; and in 1976 joined PSG College of Technology, Coimbatore for an undergraduate course in Engineering. After earning his B.E (Hons.) degree; Pandia Rajan enrolled for an MBA program in Industrial Relations at Xavier Labour Relations Institute, Jamshedpur, which he completed in 1984.

During his college days, he was very active in politics and served as the students union leader<sup>[2]</sup>.

## Career

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### **Early career : 1984 - 1992**

After graduating from XLRI in 1984, he joined the Indian operations of an industrial gas multinational - BOC Group and later, Deutsche Babcock In 1989, he married Hemalatha, a chartered accountant in his firm, who had set up a small, all women's audit firm. Together they decided to fulfill their dream: their very own company

### **Ma Foi: 1992 - till date**

In 1992, with a small investment of INR 60000, he co founded Ma Foi Management Consultants along with his wife, to tap into opportunities arising out of the 1991 economic liberalisation policy in India. The initial focus of Ma Foi was placing middle-level and managerial people overseas, especially in the Middle East.

On choosing the French name, Ma Foi (pronounced "Ma Fwa") as the brand name, he commented in an interview - "We were targetting the international market. So, Ma Foi -- or My Word -- symbolized what we wanted to say and do."

By 1994, lot of multinational companies made their entry into India and came a recruitment services assignment from Apple Computers, which got Ma Foi to move ahead in India. During the dot-com bust at the beginning of the new millennium, Ma Foi faced some tough challenges; which were strategically solved through international alliances - a strategy he saw in American HR industry during

his business visits. In 2002, he partnered with Vedior, a Dutch headhunter firm looking to expand their operations in West Asia and South-East Asia<sup>1</sup>. He sold majority of his stake in Ma Foi to Vedior in 2004<sup>1</sup>. In 2007, Dutch HR services firm - Randstad acquired the operations of Ma Foi through its US\$5.14 billion acquisition of Vedior. He is currently the Chairman of Randstad India

On April 5, 2012, he announced the launch of a new venture focusing on management consulting and education space - Ma Foi Strategic Consultants Pvt. Ltd, with investments of over INR 25 crore in the first three years<sup>1</sup>. The new company had got into an agreement with Randstad for using the brand Ma Foi for three years. Eventually, the brand would be bought over, depending on the legal approvals

### **Political career: 2000 - till date**

Pandia Rajan joined the Bharatiya Janata Party in 2000, but later shifted to the 2005 founded DMDK party led by actor turned politician Vijaykanth. He contested in the 2011 Tamil Nadu legislative assembly election and won from his Virdhunagar constituency with a margin of 21286. He plans to rejuvenate the agricultural and industrial sectors<sup>1</sup>. He is also focusing on human resources development and enhance women's empowerment.

He is regarded as a key member of the DMDK's think tank.