

> COVER STORY



The 'Mahagitsiri' family is one well-known family in the society. Especially with the alias 'Coffee King', of Prayudh Mahagitsiri who was the pioneer; he has laid a firm foundation and has been ranked as one of Forbes multi-billionaires on a consecutive basis. Today at the age of 75 he has changed his role from being an executive and stepped back to now become a consultant after deciding to hand over his business to his 3 heirs; Ausanee-Chalermchai-Ausana, who are prepared with knowledge, ability and determination to carry on the business from their father.

The dream of Prayudh, in his retirement age, is to see the growth of PM Group, a business that has been pioneered for more than half a century, and has grown 'stably'. It is a proposition that he has placed for his heirs, at the same time the modern generation have their own style. They are also confident and have a vision that combines both knowledge and technology a perfect combination. Following the roadmap for the multi-billion dollar business of the family is a challenging proposition for the next generation of the 'Mahagitsiri' management team.

A portrait of an older man, Prayudh Mahagitsiri, and a younger woman. The man is on the left, wearing a dark suit, white shirt, and a patterned tie. He has a slight smile. The woman is on the right, wearing a dark blazer over a dark top. She is smiling and has her hand near her chest. The background is a solid blue color.

Prayudh Mahagitsiri

Placing the multi-billion dollar business in the hands of the next generation

A senior gentleman with a vibrant personality in a formal suit, walked in with a cheerful smile. He shared that he drinks P80 every day, so that is why he is strong. He said this proudly because this was the product that he hoped would become a multi-billion dollar Thai product; a new shining star of the 'Mahagitsiri' family.

Story by: Orawan Hoyjan Photos: Kittidej Jaroenporn

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For more than 10 years this senior gentleman did not want to come out into the limelight, until recently when he joined the opening ceremony of the food supplement P80. But still he did not reveal much about his life. The team of Forbes Thailand tried to make an appointment to interview Prayudh Mahagitsiri, and eventually he was pleased to share about his way of life. The way of life of a multi-billionaire; ranked 21 from "the top 50 ranked Thai multi-billionaires", by Forbes, with a net worth of more than 5.84 billion baht, an increase from last year. The increase in the assets, is not something extraordinary because Prayudh is not only a businessman and a leading Thai industrialist but he had also been a politician at one time. Today he is leading his life in retirement, but there is actually no such thing as retirement for a business man.

"Once we are born we have to do things that are beneficial as possible for ourselves, family, society and country. Never at all, be inactive. Once you have done something, there will be something good out of it, this is the duty of a person once we are born." This was Prayudh's innermost thought, and he shared it with the interview team, this time. He talked about his multi-million dollar business empire,

"It is normal that in a family, the parents and children have their own opinions and this can be considered as something creative. Because having the same thinking as their parents does not lead to progress, to have a different opinion from their parents is thinking outside the box. Anyone doing business and who wants to be successful must have the courage to think outside the box."

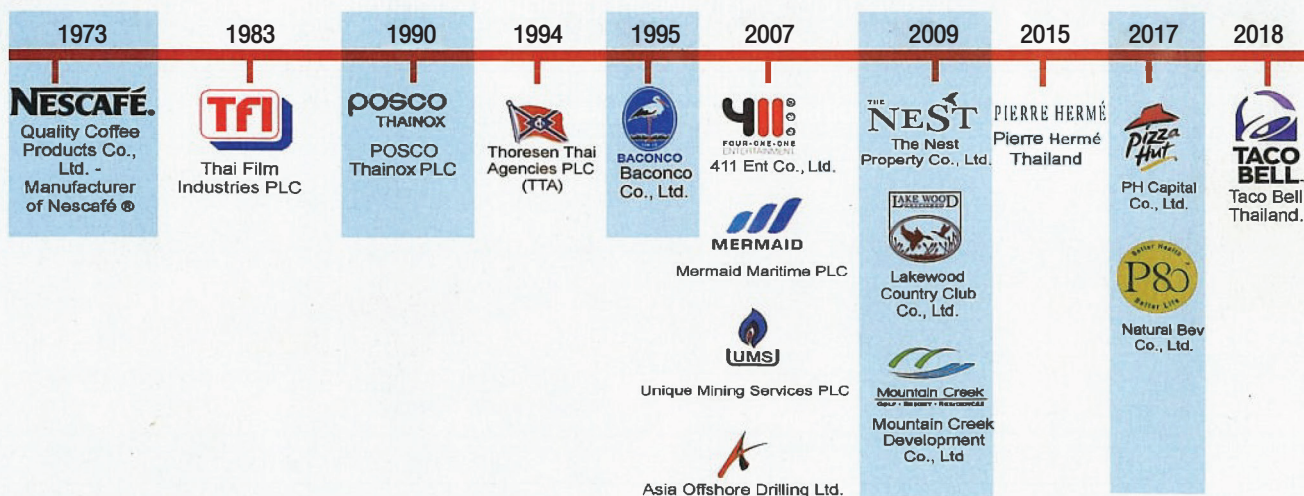
that it was a thing of his past but is the future of his children, the new generation. He has instead, stepped back to allow his family to come in and assist in taking care of the business. Whereas, he shared that he is now living a relaxed life, with his new career as a golf player, tennis player and also learning music, this was met with cheerful laughter. "Coffee King", is a familiar alias but in reality Prayudh is the owner of the company who produces coffee for 'Nescafé' a famous multi-national brand of Nestle (Thai) Ltd., who do not have a direct partnership, but the coffee business of Prayudh, is a factory that produces coffee under the name of Quality Coffee Products Ltd. Other than this, part of the business empire which generated income that increased the stability for the 'Mahagitsiri' family, are the other businesses of the 'PM Group', which include more than 10 companies. Because Prayudh was a pioneer in many business sectors, including; the steel, copper, coffee,

property, golf courses together with the transportation, energy and infrastructure sectors.

Stumbling upon Politics and extending it to business

"I have been considerably lucky, but at the same time had some problems. I was one of the first Thai people who had a multi-billion dollar business. But the social obstacle that I faced that led to a problem that was more than 20 years ago, was that I got involved in politics and hence had to reduce my role in business. But at the same time I was proud that I was able to be quite successful in my business career. Today I am lucky, that now I have my children to support me ". Prayudh revealed his present perspective and decision making after being in the business arena for more than half a century. The point that he is referring to is the time that he was in politics and was the Deputy Head of a political party, but before this he was a Senator in the year 1997

Our Important Milestones





Business kingdom of logistics via ship under the TTA Network



After many years the political party that he was part of, faced a court case and was dissolved and hence did not have a right to enter politics for the next 5 years. Prayudh did not want to elaborate on this matter, hence used short succinct sentences and said "Let's conclude and say that there were some political issues that were an interference."

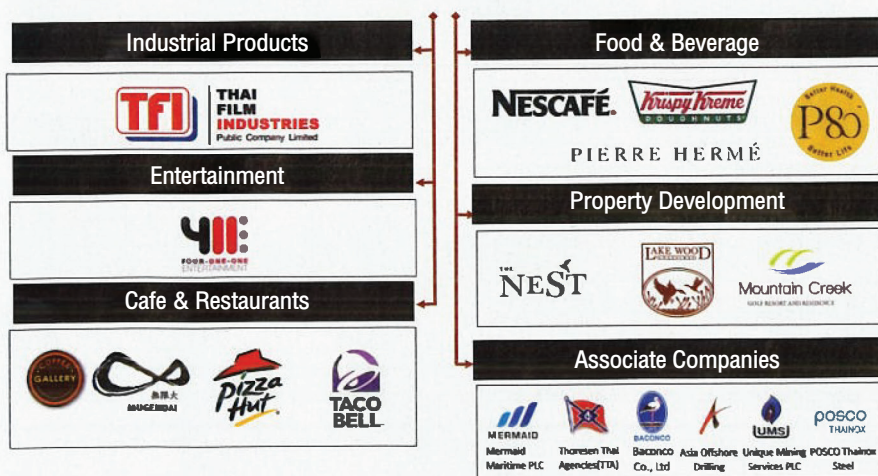
That incident led Prayudh to reduce his role in business, which he said was a major obstacle. This occurred only once in his lifetime of doing business for 50 years. "It had quite an impact on the business. We all have problems, just think that it is karma that we have to go through. I feel that I have invested the most in the country, and when politics got entwined, it led to the lessening of the role in business. I had to take care of my present businesses, without expanding anymore. We have to be contented in what we do." He said and together with this he continued "As for politics,

let others carry that out is better". As for him, he looked at it as karma to go through, but anyway life has to go on. Nowadays Prayudh spends his retired life happily, because all three children have come in to pick up the baton; to manage the multi-billion dollar business, which he built up with his very hands. It will be allowed to grow, according to their perspectives and vision which are that of the modern generation. They include; Ausanee Mahagitsiri the eldest daughter, Chalermchai Mahagitsiri the middle son and Ausana Mahagitsiri Dhabbarangsi the youngest daughter. All three of them have undertaken to look after the 'Mahagitsiri' family business, each with their different preferences and expertise, as for he himself, takes care from a distance in the position of a consultant and also as Chairman and Honorary Chairman in every company under the PM Group umbrella. This means he still acknowledges information

and jointly decides on important issues.

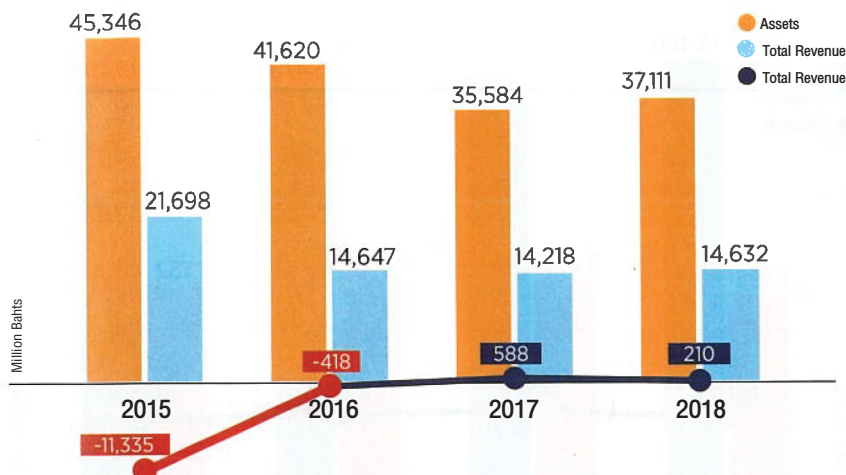
Meanwhile the heirs, Ausanee and Chalermchai are responsible for the coffee business, Quality Coffee Products Ltd and the transport, energy and infrastructure business; Thoresen Thai Agencies PLC or TTA which is registered on the Securities Exchange of Thailand (SET). "I retired and handed over my business since I was 60 years old that is more than 10 years now. I gradually retired, now my son and daughters have taken over and I oversee things from a distance, motivating them and supporting them as much as possible. Prayudh affirmed that though he was just a consultant in PM Group, and he had stepped back from the position of the highest executive and let go of his multi-billion dollar business, and left it in the hands of the new generation. For sure their perspectives and opinions are different from the pioneering generation "It is normal that in a family, the parents and children have their own opinions and this can be considered as something creative. Because having the same thinking as their parents does not lead to progress, to have a different opinion from their parents is thinking outside the box. Anyone doing business and who wants to be successful must have the courage to think outside the box As for outside which box is best, let the people who have taken the responsibility decide for themselves." Prayudh disclosed about what he thought and about his role in PM Group in his retirement age.

PM GROUP COMPANY LIMITED





The Financial Results of Thoresen Thai Agencies PLC (TTA)



FORBES FACTS

- Prayudh was an industrial pioneer. He has been involved in as many as 4 industrial sectors
- The Mahagitsiri family are very closely knitted. They are closely bound in both their personal lives and in work related matters as well.
- Prayudh has 3 children and 5 grandchildren. They are cherished greatly and create joy for him in his retirement years
- Prayudh is taking a music course (guitar). He is in the same class as his eldest granddaughter who is 11 years old.
- Prayudh is very healthy, and he won the tennis competition for Seniors in 2019



"Pizza Hut" the food business that the heirs of the Mahagitsiri family have invested, to add to in their portfolio. Nescafe, a product that they are hired to produce, resulting in the nickname "Coffee King"



Trust in his heirs, that they can do their best; exceeding 80%

Different opinions often arise when you think of doing something new, such as having new investments and lately you can see that the next generation (2nd generation) of the Mahagitsiri family have displayed their visions, through their expansion in new investments; especially in the food sector. Whether it is buying the master franchise of Yum Restaurants International(Thailand) Limited, to manage all 92 branches of Pizza Hut from the year 2017, together with the plans to expand another 100 branches within the next 4 years. Furthermore, negotiations with Yum Restaurants, overseas, to bring 'Taco Bell', a Mexican style, fast food chain to open in Thailand. This is to reduce risk, because the main business of TTA, which is related to the transportation of products by ship, has many uncontrollable external factors, including the price of oil, inter-shipping charges, the number of customers, and furthermore it is a cyclical business. Whereas the food and beverage industry will grow and have more stability, this is because no matter what the economic condition is, people still have to consume. The second generation of the Mahagitsiri family therefore still have plans to consistently increase the brands in their food business portfolio. Their father a businessman from the pioneering generation, talked about the expansion of business by the second generation

as follows, "I will always support them and as of now I am sharing my ideas. I can use my experience to give ideas to my children, I am

considered lucky and my children are also lucky as their father is healthy. We have to admit that the new generation are quick thinkers and more modern in their approach. Therefore he confirmed that he himself, has not stopped developing as the world is changing very rapidly. He said further that everyone should adjust to keep up with the changes that are happening.

"I think there are two things that do not have any mercy on anyone in this world; old age and technology that is developing and constantly progressing forward. Anyone who is not keeping up and not learning about technology will be left behind." The experience as a pioneer has taught him to look at this world in a realistic way. Prayudh said further that even though he was old, he always kept up with technology, by using the latest technological equipment, such as a smart phone. He has to depend on his 10 year old granddaughter to help him, because children can learn technology very quickly. He respects and accepts the ability of children, who are the hope and the future itself.

When the team Forbes Thailand asked, that he had retired for more than 10 years, and how satisfied was he with the continuation of the business by his heirs. The former leading businessman in Thailand said this "Satisfaction has degrees. I am both happy and proud that my children can do it. I am lucky that each of my children are responsible. You ask whether I am satisfied, parents always want something better and children have to accept the fact that this is something that will challenge them. They have to be diligent and tolerant to show that they are creating a better future. " Prayudh did not answer very clearly regarding the first statement, but burst out into roaring laughter when the team nudged a reply from him with a statement " that shows that you haven't stepped back completely" and to accept the following statement that " in the past my satisfaction level was 80%,and this means that my children have done very well. But we never have something perfect, or perfection as the foreigners say. We have to accept it if someone has even exceeded 50%, that is considered good, and it is considered fortunate for the family."

The overall picture of PM Group when Prayudh retired, and stepped back and remained only as a consultant,

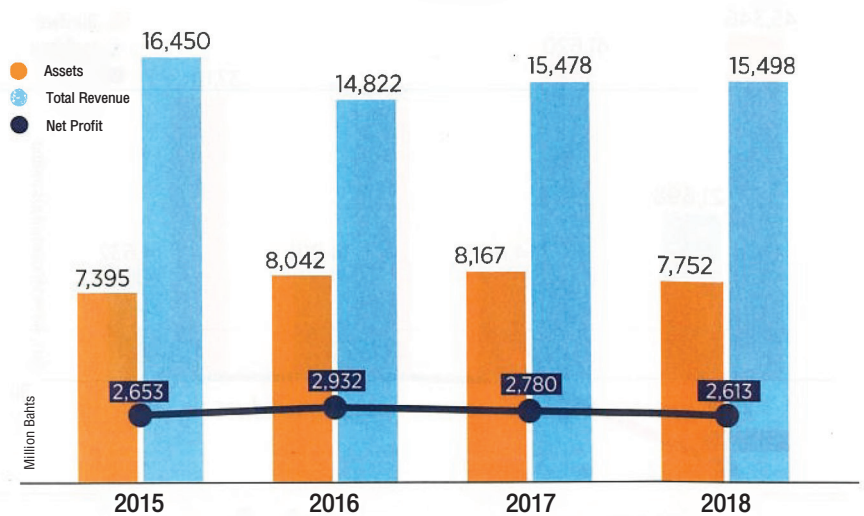
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Is he has envisioned the future of the businesses in a positive perspective and said the following “The coffee business is still growing, as for TTA and the real estate businesses, they are stable. Nowadays my children have expanded into the food industry as we see a new trend. And also we are lucky to have the P80 business to supplement our organization. I am observing quietly, and I am very happy and giving my full support too”. What he meant was that the P80 business, which he expects to be a rising star and will be the pride of Thailand. It will be a Thai brand and health product, and can help Thai farmers. Furthermore it will be a product that will enable them to receive money, fame and besides this, create merit for the family too.

P80, A Thai brand headed towards the Global Market

The food supplement under the brand name P80, that the heirs of the Mahagitsiri family started, is a result of research in the food area and has been developed into a product that is an extract from the longan fruit. It will be able to rejuvenate your health and enable you to sleep deeply for a long time. This is a new product that the Mahagitsiri family have placed their hopes on, to be the rising star of Thai brands that will be expanding into the global market. This is because it answers the question regarding health, and the whole world is giving importance to this. This business is operational under Natural Bev Co., Ltd, and it was established in March, 2016. It has been running for more than three years and the revenue has touched a billion baht already. As for Ausana the youngest daughter, she is taking care of the Mahagitsiris have an enormous amount of land, amounting to around 2,000 rai or around 800 acres and a lot of this land has not been developed. Prior to this Ausana started the property business, by emphasizing general development by buying new lands and developing them. Whereas the ‘land bank’ of the family, it is an asset that is steadily increasing in value in their portfolio. “To be able to create a business that is beneficial to society, is considered to be a successful thing in life”. He emphasized this and said further to meet the needs of the society, there is a very high chance of success. “No matter in which era we are in, everything is dependent on effort. Many people are skeptical in deciding which business to enter, as others have already done this before –this is just a lame excuse. I want to emphasize that

The Financial Results of Quality Coffee Products Limited



“The shining star that will sparkle further into the future, bigger than Nescafé that is P80. My son is very determined and said ‘You have molded Nescafé, now it is my turn to make P80 even more famous, father’”

everyone has a responsibility to themselves, there is so much work around. Do not forget about our next generations, our children and grandchildren, who will be born in the future. They have to live in the society and do business. Nothing is too late for the next generation, if we just think that someone else has done that business, this is very worrisome for the generations to come, as it would mean that everyone else has seized all the businesses that is not a point to bring up at all.”

This statement revealed the spirit of the senior gentleman, of being a creative warrior, of someone who had passed through life experiences in business, industrial areas, trade and politics as well.

“Positive Power” leading to business expansion.

When asked about his perspective about investing, in the position as a leading businessman, Prayudh revealed his secret, “You have to do what you are skilled at and also with what you like. As for the size of the business whether big or small that is secondary. Just hold on to the fact that you should do something that you like and that it is stable too. One person may have one million baht and another might have ten thousand million baht, the person with one million baht may be happier than the person with ten thousand million baht.” What he meant was to do what you are skilled at and what you like to do, and also said never compare yourself with other people. He said that there are ample opportunities to do business in society, just do what you enjoy doing.



Prayudh with his eldest granddaughter, learning music together

and are satisfied with what you are doing. Also we must hold on to goodness and righteousness, and do things that are legally acceptable these factors will make us happy and what is more important is that our children and grandchildren would both benefit and be safe as well.

The initial statements and the section related to his work ethics, made by the senior gentleman with abundant experience, also mentioned that there are many problems but if we do things that we are skilled at we will have an advantage.

In the same way when teaching his children, he didn't do it formally but taught, them through implicit training and he also used the Chinese proverb, "If you are close to coal you will be black, whatever you get close to, you will become that.. My children who are close to me, a businessman, have therefore absorbed implicitly the very nature of being a businessman." He also emphasized that it was all to do with how we conduct ourselves, and to always be prepared, he gave an example "If there is a cave and robbers are there, it will be called a robbers' cave, but in that cave if a nun goes to stay there, it will be called a nun's cave. One cave but, so different, therefore whatever we are close to, that is what we will get influenced by, whatever we do, we will reap the fruits of that too." Experience has taught him, if anyone wanted to have a good life, always associate with good people and good things. His children also absorbed, this way of thinking as well. "We give them opportunities from the experiences of what we,

their parents' have done. They witness this every day, the modern generation are really bright, and have brains that are more capable than ours. Therefore they have opportunities that are close to them, and are learning through this."

A business portfolio that is stable and debt free.

Today PM Group has multiple businesses, this enables it to spread the risk to some degree. It is in line with the path that Prayudh has set "We do business that is stable, it progresses stably. Our network is worth around 2-3 billion dollars. Stable within our boundaries, no excessive risk, therefore we have a strong pillar for our children to depend on. The "Coffee King" emphasized and said even that though they have expanded, their flagship business is still the coffee business. The shining star that will sparkle further into the future, bigger than Nescafé, which is P80. My son is very determined and said 'You have molded Nescafé, now it is my turn to make P80 even more famous, father'. I also see that this is possible, especially in the international markets such as China, if we can ignite the spark in that market, it will be enormous. As for the US market they are awaiting a product of good quality, from Asia. "Timing and effort are very important, China has developed from a poor country and has now become the richest country in the world. Italy used to be great, now it's only a small market- time is an essential factor. One thing that Prayudh wanted to convey in this interview, was that he

had trust in his heirs, who would be taking over the business, and he emphasized "My children have the determination to develop the business so that it can grow even more. The product that I see that can cook up a storm around the world is P80, now it is in the stage of building its foundation. To be able to succeed in something, isn't very easy, you have to overcome many obstacles, it takes a long time to prepare. In the next three years we will be able to see how far it has leaped." Presently the factory that produces P80 is in Lamphoon, in the future we have to expand for sure. I believe that we are about to expand production and open 2 and 3 more factories, once we are able to ignite the spark in the big markets such as China, the US and Europe. Once this is done, we can grow in leaps and strides, as then the product can sell itself, without any limitations. This product is both vegan and halal too. The Middle East, is another group that enjoys the P80 Longan Extract, it is sweet and delicious. I truly believe that we are moving in the right direction and are very well prepared for production, with raw materials from the farmers. Presently our sales revenue is ten billion baht and if we can sell in the international markets, 100 billion baht isn't so far away to reach.

He said further, "PM Group has more than 10 companies, and there are many businesses that my children have recently expanded and invested in. The businesses that I have handed over to my children are creative and beneficial to the society. A more important point is that our organization doesn't have any debts, because the biggest burden of a businessman is debt. Before ending the 1 hour interview session, the senior gentleman, who is an old-timer in the business circle, told the interview team cheerfully, about his activity later on, on that same day, was he had to go to the music school Bangkok Symphony (BSS) at Kian Nguan Building. He goes there every Saturday to learn music, it is another joy that he has after retiring. "I want to have some music skills. If we have the opportunity, I recommend music, singing goes hand in hand with life. It is good for relaxation. Nowadays I play golf 3 times a week, tennis 3 times a week, and on Saturdays go to learn music. One week flies by like this, as for business, I leave it to my children to carry it out.

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Ausanee- Chalermchai Mahagitsiri

The second generation, joining hands to expand PM Group.

The brother and sister Ausanee-Chalermchai Mahagitsiri moving forward to continue expanding “PM Group”. They are focusing their attention on looking for businesses that are part of the ‘next trend’ and businesses with high growth. Furthermore they are also reducing the dependency on businesses that are cyclical in nature. This is to reduce risk and increase the long term strength of the business portfolio. To fulfill their goal of making it one of the leading companies for investment in Asia.

Story: Bumrung Amnuaycharoenrit Photos:
Chaisit Junjeudee





The picture of the elder sister and younger brother teasing each other during the interview; Ausanee and Chalermchai, reflected the love and connection between the members of the Mahagitsiri family. Both of them said that their father, Prayudh, taught them to love each other, help and support each other, and if there was anything, to always talk to each other and clear things up. Therefore there is no doubt at all, that both of them have Prayudh as a “role model” and would follow in his footsteps and continue to have love for everyone in their family. They would mold it to become unified, this itself would become the power to lead PM Group, a company with investment of about 1 billion baht, towards a new bigger future, and to become one of the leading companies for investment in Asia.

Presently PM Group has the following businesses: shipping, oil rigs, food and beverage, luxurious products, and also an entertainment business that brings in Korean artists to the country.

Chalermchai- looks at the bigger picture.

Presently Chalermchai is 41 years old, the middle child of the three children of Prayudh. He has been assigned to look after the bigger picture of PM Group. He oversees the overall investment and the financial sides.

He also holds the position of CEO of the company and is the President and CEO of Thoresen Thai Agencies Public Company Limited. (TTA) which is carrying out shipping transportation, offshore business, and has an affiliate that produces fertilizer for agriculture. As for the vision statement, which was written in the 2018 Annual Report, it would like to be one of the leading companies for investment in Asia.

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PM Group, after 10 years since Prayudh retired, and he came in to take over, occasionally his ideas and his fathers were not the entirely the same. This could be due to the generation gap and difference in ideas. So he listens to half and keeps half for consideration and would apply them as required. This is because the business environment during his father's time and his time are different, especially relating to technology; which now plays a major role.

Chalermchai said that presently the economic trend was very difficult to predict, not like 10 years ago, when there was a business cycle every 10 years. But nowadays if we can predict 3 months in advance, this is already considered to be good. Technology has a big role to play in the economic sector and the world of investment, therefore the company has to adjust and conform with these changes. As for him,, who is the second generation, he has to find new businesses to add to their business portfolio. But he has to study and see what are the good points and negative points of each business- and how to adjust and which ones can be carried on further. For example TTA, that was acquired over 7 years ago, which carried out transport via ship, and there are many companies in this business line that do not have good financial results. Hence he had to adjust the structural foundation of the business for many years, and those that did not have good financial results had to be closed down.

In the past TTA invested mostly in cyclical businesses- and were mainly primary businesses such as shipping and oil and therefore faced tumultuous movements and high risk on the income. Therefore he decided to increase the businesses that did not have a tumultuous business cycle to create a balance in the investment portfolio. Previously it had an income ratio of 80:20, presently it is at 70:30 and the future it will be 60:40 involving companies that are not involved in the cyclical ups and downs, in the food and beverage industry.

"I am someone who looks out for the next trend, I always look for them three years in advance. I will invest before, for example Bitcoin, I have already invested in it. I am part of the next strategy...new industries that are coming in and I see what is good and what is not good, whether it is in line with our group" In the future he has a goal to make PM Group one of the leading investors in Asia. To be able to have 'enduring' growth by investing on the

Securities Exchange of Thailand and outside the securities market too. Emphasizing companies with high growth and together with this the Thai brands that are entering the global market. Like from before when people would take foreign brands and make them grow mainly in groups. Presently Chalermchai is working on building the P80 brand which is 100% Natural Longan Extract, which is an innovation of the Thai people. They have the



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Do your best today.
Have a goal in your life.
Dream big and reach for
your dreams.

The Food Business under the management of 'Ausanee'

Ausanee the elder sister of Chalermchai has taken up the role of looking after the food business. The main brands in this area include 6 brands. But she is overseeing Krispy Kreme. But she is a key component in the management mechanism that makes things move, and one of the members who makes key decisions about investment, together with her 2 siblings. As for her approach to investment, she does

not emphasize just one single business, as nowadays the business environment can change at any time and there are new trends occurring all the time. Therefore because of these factors people have to be very well versed and truly know the business before deciding to enter it.

Presently various famous brands from abroad have established themselves in the Thai market. Therefore the way she works, is always seeing how to sustain the business and maintain it as a leader in its field. Not to allow the competitors to go too far, and continuously study the market. Most importantly is to be aware of what the consumer wants,

"Our family is expanding and becoming more complex, we are gradually preparing and supporting the changes. Certainty is actually that everything is uncertain, we have to be in the world of reality, nothing has ever been exact." She said this and emphasized that she and her younger siblings have to use their knowledge and share their ideas and carry them out. This is to change the perspective and to set up the vision of the group.

Ausanee got involved in the business world of her father since she was 11 years old, when her father was listing the company on the Stock Exchange of Thailand. She didn't know much at that time, she completed her education Economics, from Thammasart University and flew across the world to grab another foreign degree. She said that who she is today, is because she received the teaching of her father. She disclosed further and said that the method that her father taught her, what that she must think for

intention to sell the product around the world and build it into a global brand. This is because health products are very popular around the world, especially relating to beauty. "We are building a Thai brand, P80, to be sold worldwide. It is an innovation by the Thai people- it uses Thai resources and raw materials. In the past we bought foreign raw materials and produced and sold products to the Thai people, but we forget that our country

has abundant raw materials." Chalermchai said and emphasized that producing this product helps the longan farmers have more income, as some years they faced an oversupply in the market. No matter what, this market, will take some time to develop as it is still a new market, the consumers are still not fully aware of the product. Other than this Chalermchai is also interested in marijuana products, for the future.

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- Ausanee has 3 children, Ausana has 2 children, and Chalermchai loves them as his own children and has put himself as the “head of the gang”, and spends a lot of time nurturing his nephews and nieces; they are the 3rd generation heirs, who would continue to take care of the business
- Chalermchai has a motto. “Without a vision is a nightmare. Vision without action is a daydream.”
- Prayudh drinks P80 every day, and hence he is very strong and healthy. Previously he had to eat blood pressure medication and now he hardly has it.

Posco-Thainox Public Company Limited, one of the businesses affiliated to the PM Group, which produces industrial stainless steel.



Chalermchai Mahagitsiri with his marketing activities for P80, a health drink. The products is a rising star for the Mahagitsiri family.

herself, do things for herself, decide for herself, accept the results of the decisions she made by herself.

It was normal that the siblings in the family were always thinking.

For example when they entered a restaurant, Prayudh would ask the staff how many tables there were in total, how much income they should have, would they be able to survive. At that time they would feel anxious, but now they are grateful to their father because he trained them and proudly taught them. It has made her stronger and persevere in the business world.

She said that up to this day, the businesses in the group experience growth every year and together with this they tried to find new products to increase the portfolio.

No matter what we have to see the chance for economic opportunities and demands of the consumer, because they change very quickly. She has to continuously learn, as in the business world there are a lot of clever people, other than this she also said that PM Group will progress forward, under enduring growth. It has many businesses differs from the time of her father generation; that emphasized

industrial sectors. Whereas now it has an entertainment business that brings Korean artists into Thailand, and Prayudh may not be too familiar with this.

At present she said that though she was almost 50, but her father's teachings have an influence on how she lives her life, especially the teachings “Do your best today. Have a goal in your life. Dream big and reach for your dreams.”

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AUSANA MAHAGITSIRI

Inheriting a conservative management style

The successful businesses of the “Coffee King”, have been transferred to his heirs. The youngest daughter is “Ausana Mahagitsiri” who has been assigned to take care of the real estate business, which has a land bank of over 2 thousand rai or around 800 acres. Though she is part of the modern generation, she has acquired a management style that is almost no different from the pioneering generation’s, because she absorbed the ideas and perspectives right from the start.

Story:Kansuchaya Suwannakorn Photo: Kittidej Jaroenporn

For more than 10 years the youngest daughter of the “Coffee King”, Ausana Mahagitsiri Dhabbarangsi has proven that she is very much part of the blood line of the magnate, as she has stepped up to be the leader of the troops. The success achieved by managing the real estate business of the family; under the name of ‘The Nest Property Limited’ and also the Pizza Hut franchise, as both have grown significantly. Ausana started work by gathering experience, as had been recommended by her father. She worked as a financial analyst in Morgan Stanley in Hong Kong and then she was also a broker-managing the portfolios of customers at a securities company Phatara Securities (PLC). Besides this she was a government officer at the Ministry of Commerce. Through her work she accumulated a lot of experience that influenced her way of thinking, which was in a way similar to the multi-billionaire magnate, her father. She also absorbed her way of thinking as she shares a close bond to him, and hence she was able to continue to make the business grow stably. The style teaching of teaching that the magnate used for his children is that he wanted to let them learn through experience. Therefore as as father, he was able to mold his youngest daughter to be a leader. He would take her to work, since she was a child, so that she could absorb what he taught and learn from his style of working. Including the method of dealing with people of all levels such as business people, government officers, allies, customers and even employees. The magnate, even in the role of a consultant, was always supporting her, even until the time she started to work full-fledged in the company. They share a very close bond as they live in the same house, and they can have conversations over the dinner table. This time together, allows the exchange of perspectives between 2 generations.

“I got my way of thinking regarding management from my father and adapted it and utilize it a lot. Ideas are gained by talking to each other daily, together with experience that cannot be transmitted but can only be learned directly through working. My father left me to learn, learn from trial and error, this has made me who I am today”

Managing the real estate business through direct experience.

“My father taught us by letting us learn mostly, through direct experience, just words were not enough and could never be equivalent to direct experience. It is a process in which you learn by dealing with the problems in a real scenario- you learn directly. You actually feel it at that point, the pain – you feel it with whatever is



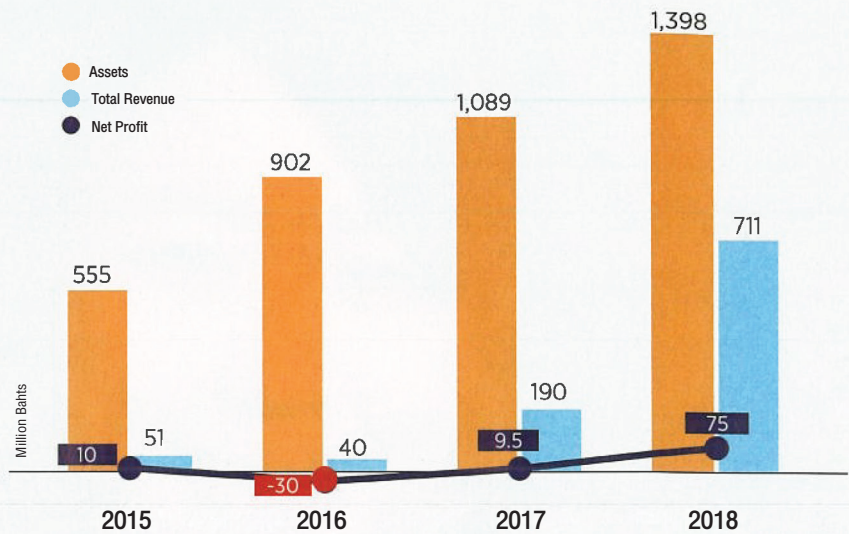
COVER STORY

This way of thinking made Ausana an executive with a contemporary management style. She has a foundation that is based on her direct experience as a broker and also as a government officer. Together with this she passed through the 'subprime mortgage crisis'. This was a time when banks sold too many mortgages in the property sector which led to a financial crisis in the year 2009. This was a big lesson that she learned, when she was a broker. This enabled the magnate's daughter, to discover herself. It was the time she had just entered into the business circle, and hence her planning and decision making were done very carefully, in a conservative style depending on principles that were based on a foundation that emphasized risk management." I had been an investor that had a very eye-catching style and every morning when I woke up I was extremely stressed. This made me realize that I didn't like this high risk style of investing. I preferred to have lower profit results, but long term stability, something that made me feel at ease. My past experience, what I have been taught and the way of managing that was taught by my father are all factors that I have adjusted and used. For example how I communicate every day, and furthermore experience that actually can't be relayed, it has to be acquired through direct experience. My father let me learn by myself through trial and error, and it has made me who I am today.

The magnate Prayudh, chose that his 3 children divide the work up, that is in the affiliates, according to their preferences and personal satisfaction. These factors are the power that will propel the results to be more than satisfactory. You have both happiness and find it enjoyable, when you are doing something that you love. With the goal of making the business empire that our father built, to grow enduringly and be steadfast as well.

"My passion is to do business with love and the results will be good. Everyone who manages wants their business to grow enduringly in the long term. This is the way of thinking that I adopted from my father, he is not a careless person. He is not the type of businessman who only emphasizes profit; when he reaps short term profits and then hastily leaves the market. But his aim is to business for long term. This is the dignity that I have absorbed from him; someone who has patience. He has been very thorough in every

The Financial Results of The Nest Properties Company Limited



project that he has taken care of,"

In the same way when starting the real estate business, the multi-billionaire magnate, did not allow his daughter to start the business with the family's land bank; instead he wanted her to start as a professional property developer. So he allowed her to have skilled training in property management, by testing waters, in 2013, she bought and developed a land around the Phloenchit area. She did this before fully entering the real estate arena.

"For the first real estate project, my father supported me to practice by developing the plot of land, even though he was the one who bought the plot of land. It was because he saw that I enjoyed designing and decorating things. The first project was 700 million baht and was sold out completely and hence our real estate projects increased every year. Our latest project is located close to the Phraknong BTS station, and valued at 2 billion baht.

Expanding "Pizza Hut", to reinforce the food business portfolio.

The youngest child of the Mahagitsiri family has had a major role, behind the success of the management of the brands in the restaurant business. As for the latest, Ausana is helping her elder brother Chalermchai Mahagitsiri, the CEO and the President of Thoresen Thai Agencies PLC, or TTA. He is the leader of the troops and looks for new business opportunities to add under the affiliate P.H. Capital. This company has been

established in 2016, to manage "Pizza Hut" after Yum Restaurants.

Being a woman who truly loves eating pizza and given the opportunity to manage this business, she was able to understand both sides: the management aspect and the consumer aspect of pizza lovers as well. Therefore Pizza Hut is a business that is close at heart to Ausana. Since the year 2018 it expanded rapidly, by opening many branches. When the brand was purchased there were 90 branches and today there are altogether 140 branches. The goal is to increase the branches to a total of 200, within 3 years.

The food and beverage businesses, are what she considers to be 1 of the 4 basic needs, even in an economic downturn people have to eat. In this digital era many companies have been replaced by online businesses and has made many companies move into the world of virtual reality. But food is something that is very important and is not going anywhere, but needs the assistance of digital technology to allow the products and services to reach the customers both quickly and far and wide as well.

English Translation for PM Group Company Limited by Lawan Narula lawan.n@mermaid-group.com



“It is normal that in a family, the parents and children have their own opinions and this can be considered as something creative. Because having the same thinking as their parents does not lead to progress, to have a different opinion from their parents is thinking outside the box. Anyone doing business and who wants to be successful must have the courage to think outside the box.”

Prayudh Mahagitsiri

Forbes THAILAND