



Boby Chemmanur Group of Companies

VIMIVA

Proposed 'VISION & MISSION':



Vision Statement :

"To be a future-ready, values-driven conglomerate that consistently adapts to the evolving aspirations of consumers across every sphere of life from finance to fashion, essentials to experiences while upholding our unwavering commitment to trust, integrity and excellence in everything we do."

Mission Statement :

"To enrich lives by delivering innovative, reliable and accessible solutions across diverse sectors including jewellery, financial services, e-commerce, FMCG and real estate. We are committed to operational excellence, customer delight, and ethical leadership that creates sustainable value for all stakeholders."

Proposed 'CORE VALUES':



◆ **B : Belongingness**

We thrive together in an environment where every voice is respected and every team member feels integral to our Vision & Mission.

◆ **O : Optimistic**

We nurture a forward-looking mindset, embracing every challenge with hope, resilience and the confidence to shape a better tomorrow.

◆ **C : Committed**

We stand unwavering in our dedication to our customers, to our teams and to delivering excellence in all we do.

◆ **H : Harmonious**

We foster unity in diversity, building strong relationships through respect, collaboration and mutual growth.

◆ **E : Ethical**

We lead with integrity, making principled decisions that earn trust and uphold the values we stand for.