

## Pop Quiz, Monday with Neeraj Kumar, Founder & CEO at Le Magnifique Group



Ricky Singh, MBA [Follow](#)

Nov 22, 2018 · 5 min read



Photo credit: Neeraj Kumar

The Pop Quiz, Monday is a fun little exam that we love to give to savvy business owners. The examination is not a surprise after all since the interviewee already knew about the questions in advance. However, we can always pretend and have fun with the scenario of a young entrepreneur sitting in class nervously biting on their pencil. They are ready to take a pop quiz on a chapter that they were supposed to read the night before. Instead, they played Metroid all night on their SNES (Oops, this was me in high school). The real purpose of the pop quiz is that this is a fun way to introduce business tips from real-world experiences that you can not learn in a classroom. We want to thank our entrepreneur for being a good sport and volunteering their time to answer a few questions to help our community grow from their knowledge.

I want to introduce you to our guest today who will be taking our Pop Quiz Monday.

**Can you please tell everyone your name?**

Neeraj Kumar

**What is your job role?**

I am the Founder & CEO of Le Magnifique Group. As the CEO of the company, I oversee and delegate responsibilities related to marketing strategy, accounting, technology, design aspects, operations and work on the overall profitability and growth of the company.

**Tell us about your company?**

Le Magnifique Group is into Luxury Travel, Bespoke Events, Destination Wedding management and Brand consultancy based in New Delhi, Dubai & Jaipur. Be it handpicked heritage accommodations, travel guides, logistics, support staff, we try and ensure an impeccable on ground service, taking care of each detail in the finest possible way, to ensure a magnificent experience for guests. A family vacation with your loved ones, group journey with your friends, solo travel, corporate outing for your employees, school excursions or assisting medical tourists, we endeavor to provide the finest solutions. We design, plan and curate bespoke events for private and corporate clients, be it corporate galas, award ceremonies, creative conferences, team building activities or private parties.

**What do you love most about your job?**

The most exciting and fulfilling part about my job is the social impact that my events have and the value driven work that we do, with some of the most satisfying projects being on women empowerment. The thrill of showcasing the Incredible India brand through our travel division to a very well traveled International audience is unparalleled and at the same time very enriching. The passion of taking brand India to the world is what keeps us motivated towards our product, trying to create a niche for our brand and brand India.

**What motivates you to get up every day and go to work?**

We have always tried to create a Brand value based on trust, consistency, distinctive product line and above all an impeccable customer experience. As a business owner, I need to live and breathe my brand to inspire my colleagues and ultimately our customers to believe in us. The passion for achieving the same and creating a truly distinctive brand identity is what keeps me motivated each day.

**How do your co-workers inspire you?**

My team's dedication towards achieving the organisational goals is truly inspiring. The bonding in the setup is great which equally allows

each one of us to criticise or appreciate ideas to achieve the best results as an organisation. That for me is the biggest motivation, as each one of my co-workers is our brand custodian, which allows me to think differently and think fast. My co-workers are my most significant assets.

**How do you have fun at work (team building, pranks, etc..)?**

We are in the business of leisure (events and travel). Curating some of the finest events need a lot of detailing and on the job vendor management, which at the same time is a lot of fun. We have endless discussions and chit-chats while on a project, and certainly, my young team does play pranks on all of us. We do go out for team dinners, and every small or big achievement is celebrated. Also, being in the travel industry, we are invited to Fam-trips as a team which is super-exciting.

**What are some of the challenges of your job?**

The biggest challenge that we currently have is branching out to other Indian metropolitan cities including Mumbai and Bangalore. We maintain the highest quality standards for our product & service delivery and hence a very thought through approach is needed to start our operations elsewhere.

**What are some lessons learned from a past project that you can share with us?**

It is always favourable to exceed your client's expectations by adding on to the list of deliverables not mentioned in the contract. This not only brings in trust but also is the foundation of a deep-rooted lasting relationship. We also realized that it's important to focus on your strengths and build on that and subsequently branch out to other associated domains.

**What advice would you give to someone who is starting in your industry?**

Getting into the Luxury Travel and Events industry can be rewarding, given you do not compromise on the product quality and have a keen eye and attention to detail. A strong networking ability and excellent interpersonal skills will help you develop trust and confidence with your prospective clients. It is essential to be patient and at the same time passionate and enthusiastic to instill confidence amongst your co-workers. Have short-term realistic goals, to begin with, and take failures in your stride, as that will help you carve out a better, more refined product in the long run.

*Thank you for taking our pop quiz today. You get an A+ for effort. You can learn more about our interviewee and their business by visiting them on the web:*