

Humans exhibit a special trait of being driven by the emotions, and their actions quite often reflect the inner emotions. This is a unique ESG that lead to what we see today!! FL has been no different. He exhibited the best example of how an E.S.G. when placed at right time, right place, and right side of your heart can create a magic that zooms.

It was yet another fine day when FL was busy in his old farm. It's been a long day and FL desperately needed a break to enjoy the evening doing what he loved the most: Long Driving. He just strode out in his Ferrari and let the wind do the talking. But, today, it wasn't just that easy day. After farm, he was now struggling with his favourite machine. A cranky noise was just disturbing him while he tried concentrating on music while behind the wheels. FL himself being an engineer, tried fixing the machine, and managed to go a little further. After a short while, Sqq...eeeeeeeeee..akk.... trrrrrr...Urghhh!

It was going to be a never-ending exam today for FL. Clutch breakdown. Not again! Exclaimed FL. Being an entrepreneur himself, he understood how important it was to maintain oneself in any industrial sector. Likewise, as he was magical in his tractor sector, he expected similar levels of redressals in sports cars which were nothing less than a passion for him. FL was desperate to give this piece of mind to none other than EF!

### E FOR EMOTION

Next day FL called upon EF. Over a cup of coffee, FL was straight and without mincing the words told EF, "I've been having some issues with the clutch on my car, and it's been quite frustrating. Being an engineer myself, and an entrepreneur, never expected such a quality from a sports car maker"! FL was expecting a response from EF to like "I apologize for the inconvenience you've been facing. To better assist you, I'd like to gather some more details, and let my team do the rest." His thoughts were abruptly dismantled with what EF came with, "Look, Mr. L, The clutch is not the problem. The

problem is you don't know how to drive a Ferrari and you break the clutch". EF continued his barrage of insults and said "Maybe you tried to drive it like your tractors in your farm. But my Ferrari needs smooth roads, it is a sports car after all."

**"Let me make cars. You stick to making tractors." FL left the house, but these words of EF were just not ready to leave his mind!**

### S FOR SELF RESPECT

Furious, insulted, disgruntled more than required, FL drove home talking to himself. What an entrepreneurial failure that chap is! Instead of well receiving constructive ideas, EF chose to reject it in the way worst possible ever. The entrepreneur FL and the Engineer within were exchanging dialogues as to what could be a best engineer entrepreneur! His product was best in Italy, so was his customer service and redressal! Whatever he tried, all those comparisons could not fade **"Let me make cars. You stick to making tractors." His self-respect was hit the hardest!**

Some people have a different mettle altogether. They can face everything, stride with whatever comes, but not anything less than self-respect works for them. FL was same mettle. It is this part of ESG, which when absent makes all things look small and worthless. The mind then continuously thrives to gain it back, that too with huge rate of interest! THIS thrive leads to nothing but GROWTH.

### G FOR GROWTH

Days passed, and the emotions got harder, calling upon the Self Respect of the Engineer-Entrepreneur. I will build world's fastest sports car. FL was in discussions with his team.

FL initiated, "Today is the day. The day we transform our vision into a reality. We're on a mission to create a world-class fastest sports car, and it's going to be nothing short of extraordinary." The team was responsive, giving the desired boost to FL.

"Sir, we've got the skills, the drive, and the commitment. We believe in our idea

because we know it solves a real problem. We know it brings value, and it can change lives. That's our driving force." FL reclaimed, "We surround ourselves with a team of talented, passionate individuals who share our vision. We embrace their ideas, their creativity, and we collaborate to make our product even better. Our work ethic is unmatched. We don't settle for mediocrity."

The memory lanes of FL were lit again! Making him even more determinant ever.

He reiterated, "we strive for perfection, and we're not afraid to put in the extra effort to achieve it. Today, we make every moment count. We focus on what truly matters, we prioritize, and we stay organized. We make every decision with our end goal in mind – creating a world-class sports car.

We've seen our competition, and we respect them. But we're not here to compete; we're here to lead, to innovate, and to set new standards. The GAME has to be new!

Let's go out there and make history. Today, we begin the journey to create a greatest sports car ever, and we will not rest until it's in the hands of those who need it. Let the RACE begin!

The collectives of FL's ESG lead to launch of Lamborghini in a short span of four months! Lamborghini 350 GT debuted at the annual car show in Turin 1964.



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Shruti is an IP Attorney with more than 16 years of experience in IP portfolio building.

*It is a Fictional and Emotional adaptation of a real life story.*

# ACCELERATING THE FUTURE



Lamborghini Sian became Lamborghini's first hybrid production car, featuring a V12 engine and an electric motor.

2020

Lamborghini Aventador replaced the Murciélago, featuring a powerful V12 engine and innovative technology.

2011

1986

Lamborghini LM002 a high-performance off-road SUV, was introduced, showcasing Lamborghini's versatility.

Foundation of Lamborghini

1963

The Miura was introduced, often considered the world's first supercar

1966

2003

The Gallardo became one of Lamborghini's most successful models, combining high performance with a more accessible price point.

2018

Lamborghini Urus marked Lamborghini's entry into the luxury SUV segment, combining high-performance and off-road capabilities.

1964

The company's first production car, the 350 GT, establishing Lamborghini as a manufacturer of sports cars.

1973

Lamborghini Urraco was a more affordable and accessible Lamborghini model, powered by a V8 engine.

Global Leader in  
Luxury Sports  
Car Market

Revenue €1,421  
million

2,000  
Employees

Operating in more  
than 53 Countries

