Is your career headed the right way?
‘The Right Way’ is at the heart of the True North philosophy in conducting business. It is a philosophy that we put into practice through our daily processes. But at the core of each business are the people that run it. By working together, we create and build enduring, admired and socially responsible business institutions.
About True North

True North was established in 1999 (originally India Value Fund Advisors), with a focus on investing in and transforming mid-sized profitable businesses into world-class industry leaders. But what truly distinguishes our approach is a strong foundation of values. True North has gained deep knowledge and understanding of the Indian markets and has successfully launched five separate investment funds with a combined corpus of ~US $ 2 billion. True North’s insights and understanding of India has been sharpened since its establishment. It has successfully guided over 30 Indian companies in making the transition into well established and large businesses that are both admired and have created immense wealth for all stakeholders.
VISION:
To become a role model in partnering and building valuable, enduring and socially responsible businesses to generate immense value for stakeholders.

To be universally admired and trusted managers of intellectual and financial capital.

MISSION:
To prudently invest and build world-class businesses to generate consistent top decile returns.

To be thought leaders who develop new business constructs and set the highest standards for governance and business ethics.

To facilitate exchange of knowledge and ideas and build a vibrant community of businesses and stakeholders.

To create an exciting, challenging and desirable environment for a diverse, richly talented and stable team of outperformers.
THE RIGHT WAY TO BUILD A BUSINESS

We partner with businesses for the long term. Backed by sound thinking and a solution-oriented approach, we pursue a long term vision guided by core values.

THE RIGHT WAY TO CONDUCT BUSINESS

We believe that integrity and transparency are essential to the sustainability of an institution. At True North, there is a steadfast commitment to an ethical and fair way of doing business.

THE RIGHT WAY TO PARTNER IN BUSINESS

A high level of involvement can take businesses to the next level. By working closely with our partners, we believe that wonderful things can be achieved.

The core principles of The Right Way find expression in the 3 primary values of True North.
TRUE NORTH VALUES CHART

From the 3 primary values emerge a comprehensive values chart, outlining each function in detail.

THE RIGHT WAY TO BUILD A BUSINESS

**Purpose & focus**
Sharply define goals and give single-minded attention to achieving them.

**Excellence**
Commit to exceed the legitimate expectations of all stakeholders.

**Speed & simplicity**
Ensure a quick and smart delivery by leveraging best-in-class technology.

THE RIGHT WAY TO CONDUCT BUSINESS

**Uncompromising integrity**
Uphold high standards of ethical behaviour and business conduct.

**Transparent dealings & building relationships**
Make straightforward deals and develop long-term associations.

**Mindfulness of the environment & society**
Be sensitive to the environment and the communities in which we live.

**Respect**
Treat all with consideration and regard.

**Team work**
Collaborate extensively and constructively through mutual support and cooperation.

**Believe people are fair in their conduct**
Take each situation at face value, while assessing it astutely.

THE RIGHT WAY TO PARTNER IN BUSINESS

TRUE NORTH VALUES CHART
RESPONSIBILITIES

We have found that achievers have something in common – they seek to make a difference. At True North, you will be a key contributor in creating something enduring not just for you, but also for the community at large.

Your responsibilities as a leader would be not just growing the business but also creating a values based, innovative institution. This would be your chance to work in one of the many companies we have chosen to nurture and grow, thereby creating wealth for all the stakeholders, including you.

WORK CULTURE

We are a set of passionate people with strong values. Our cornerstone is excellence, which is why it’s a place where people are empowered to be innovative. We believe that the journey in creating world class businesses is as important as the end goal. And we walk that journey together.

Why ‘The Right Way’ is also the right career path for you.
True North truly values its relationships with entrepreneurs and management teams. It is also very conscious of its fiduciary responsibility towards the capital and businesses under its management. The capital has been contributed by over 35 high quality international institutions with a combined investible capital base of over US $1 trillion.
At True North we are more than just investors. We lead the businesses we invest in, together with our partners. The controlling stake in the companies we buy and build, gives us an opportunity to partner with a great management team with a clear vision. This allows us to transform the companies into the most admired business in the industry it operates. But to accomplish all of this, we need passionate leaders with like-minded values and a desire to excel.

Investors are not rare, leaders are.
An alignment in values is critical for us. We expect our leaders to have a high degree of energy, enthusiasm and passion towards work. While we place a huge premium on merit and teamwork, we also expect a high degree of accountability and a willingness to shoulder responsibility. But importantly, the ability to adapt to as well as embrace change is the key to success at True North.

Our expectation from you, is that you have high expectations for yourself.
We aim to build admired businesses by being one.

At True North, we follow a long term approach to business, and that applies to your career path as well. By providing a professional environment, we enable you to perform at full potential. We ensure that none of our people lack for resources. In this way, we aid you in creating admired businesses through your own ingenuity, enterprise, and skill. As our organisational growth continues, so do the opportunities that arise with it.
We’re skilled at building dreams through business alliances. And this skill also applies to the dreams of the individuals who join our team. When each team member seeks to leave behind a legacy through his/her work, we create enduring business institutions of value.