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Diversification with a focus on niche markets is the key to prudent entrepreneurship. The UAE-based Thomsun Group of Companies exemplifies this adage. A multi-faceted business enterprise, the Group was established in the UAE in 1976 by founding directors P. Shrinivas, K.V. Thomas and V.T. John. Steered by visionary professionals and powered by the intelligent use of technology, the Thomsun Group, with a turnover of US\$400 million and a 2,500-strong workforce, has marked many entrepreneurial milestones in sectors as diverse as musical instruments trading, music education, professional & consumer electronics trading, audio visual training & consulting,

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