

KOCHOUSEPH CHITTILAPPILLY

Kochouseph Chittilappilly is an Indian businessman best known as the founder and Chairman of V-Guard Industries Ltd and a chain of amusement parks called Wonderla.

Kochouseph Chittilappilly was born in Parappur, a few kilometers from Trichur town, a quiet, laid back village. The very name of the village suggests its nature- 'where birds abide'. He did his schooling at the parish school in Parappur in Thrissur and attended Christ College, Irinjalakuda. He was awarded a Masters degree in Physics from St. Thomas College, Thrissur in 1970. He started his career as a supervisor in an electronics company, Telics, and later founder V Guard Industries Ltd in 1977.

Sensing a need in the market for voltage stabilizers, he set up a small manufacturing unit in Thrissur, with a borrowed capital of Rs 1, 00,000 and 2 workers for assistance. Capturing the market in a short span of time, he then diversified the product range of the company to include Pumps & Motors, Electric Water Heaters, Solar Water Heaters, Wiring Cables, UPS, and Ceiling Fans.

Further diversifying his business ventures, in 2000 he launched Veegaland, a one of its kind amusement and water theme park in Cochin, Kerala. Having set the company on wheels he toyed with the idea of diversification and a completely new course- a water theme park. He had travelled extensively to Europe and America and assessed the potential. The thought of replicating it in Cochin where the terrain was ideal and water was plentiful was exciting.

Delivering on the quality of the rides, meeting international safety standards were all a daunting task but he decided to take it on with a firm belief that with perseverance, optimism and a positive attitude all things were possible.

A few years down the line and as a natural progression to Veegaland, He embarked on a larger and more refined water theme park in Bangalore - Wonderla He followed up the success of Veegaland by launching Wonderla, a second amusement park at Bangalore, Karnataka.

He watched a close relative (daughter-in-law Priya's mother) battle with kidney disease and observing the agony of the patient, the immediate family and the difficulty in finding a donor. He began making enquiries if he could donate mine. After consulting his doctor friends and finding himself healthy, he saw no harm in it. Though his family and friends initially discouraged him, he managed to convince them. Meanwhile he read about Rev. Fr. Chiramel who was an inspiration to him and joined hands with Fr. Chiramel to find a recipient and eventually formed a donor program. The program enables easy access to donors, legal and documentation assistance.

Kochouseph is married to Sheila and has two sons Arun Chittilappilly and Mithun Chittilappilly. Sheila is the Managing Director of V-Star creations, a group company. Arun heads the amusement park business Veegaland and Mithun focuses on V Guard.