

“There is no learning if there is no failure”

An ambitious IT professional, Sunil Jha established Akiko Business Consultants in Australia in 2002 and has successfully grown it into a million dollar business assisting fortune 500 Australian companies to reduce the cost of their business operations. Sunil is also the creator and CEO of one of the first online personal and business asset management and tracking tool that has registered users all over the world. Here he discusses his varied interests.



1. What are your hobbies/passions?

Watching people and their expressions, cooking, playing chess/scrabble, spending time with my family and travelling

2. What is your idea of perfect happiness?

An ideal combination of materialism, spirituality and devotion

3. What is your success mantra?

Never say “Give up”.

4. Who is your inspiration?

Richard Branson, Laxmi Mittal and Kerry Packer-not necessarily in that order though

5. What is your most memorable moment?

Watching the birth of my children

6. How important is it to fail before you succeed?

Very important – there is no learning if there is no failure.

7. What do you value most in life?

Honesty, clarity and loyalty

8. Favourite movie and star?

Difficult to select only one of them

9. Favourite food/restaurant?

Of course Indian; Delhi ‘O’Delhi

10. Favourite sport and player?

Cricket- Don Bradman, Steve Waugh and Sachin Tendulkar

11. Favourite holiday destination?

Any place that offers peace and quiet

12. What do you love or admire in Australia?

The only country that accepts me the way I am and not where I come from or what colour I have

13. What outdoor activities do you like / how do you relax?

Meditation and cooking are a great form of relaxation. In terms of outdoor activities, I enjoy bush walking and gardening.

14. Which talent would you most like to have?

Playing music especially the saxophone

15. The craziest things you’ve ever done?

Winding down a business of 15 years in India to migrate to Australia at the age of 39

16. What is your greatest fear?

So far none!

17. What do you think is the secret to a

good life?

A healthy mind and healthy body!!

18. If your house was on fire and you could only grab three things what would they be?

If it had to be people, it would be my wife and two children, if it had to be things, nothing in particular

19. What phrase or words do you use the most?

Does that make sense?

20. Name one achievement that you are proud of:

Building a business from scratch in 2002