



CREAMTM REPORT - Corporate Rating (IBCM© Research Book 1)

Jayaraman Iyer

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Corporate Rating of Hindustan Unilever, India including Code of Business Principles (CoBP) of both Unilever and HUL India. 340 pages of analysis of a single company, a rating system covering 189 Process Blocks. Unique in presenting Return on Intangible for each Process Block that Rating Agencies would surely follow - Rating of Corporate as well as Governments.

The methodology adopted reverses the denominator, from Return on Investment to Return on Intangible, a pole shift theory of management. Useful for companies that want to know and understand the meaning of Capitalism and how best that could be applied. That's it, capitalism the denominator is human spirits, an enthusiasm of spontaneous action, rather than inaction, and certainly not as the outcome of a weighted average of quantitative benefits multiplied by quantitative probabilities, as Keynes describes Animal Spirits in its right perspective.

This analysis of a major organization should interest the world over, corporate as well as Government. What is crucial is to know that a material event is the collision point of Ethical and Fiscal Responsibility bringing the abstractions into reality, acknowledge value where value is due, and deconstruct what is valueless.

The CREAM™ Report – Corporate Rating, crème de la crème of India Corporate rates Hindustan Unilever on

1. Corporate Governance,
2. Risk Management
3. Earnings
4. Accounting Quality
5. Management Quality.

This unique rendering of aligning Ethical Responsibility with Fiscal Responsibility is made possible by Subject-Object Distinction of Qualitative and Quantitative Elements of Corporate management. If CoBP is rated, so are the Balance Sheet and Profitability statement, merging all to a single rating system for the Company.

The Subject is the pulsating energy and the Object the non-pulsating ones. The Subject either moves the Object or he/she does not, i.e., Action and Inaction. The denominator is Intangible the pulsating energy, the numerator Action or Inaction for an Object. By doing so CREAM strategy converts n-dimensional problems to n-problems of one dimension.

Secondly there are only two processes - Creative Process or Action process - relative to an Object. Either you create an Object or make use of it. During the creative process every man-made or Nature substance follow an identical pattern till it becomes tangible. From a state of non-existence to a gross state of tangible substance the process is identical for all Objects. During the Action process it is unique to the Quality of the substance created.

Hence n-dimensional problems are brought to a single dimension of binary value, either you are in the process of creation or moving the inanimate object from one space to the other. There are only two processes

for Corporate management - of Policies and Practices. Nothing more to add.

Kant raises the question whether a science of metaphysics with a logical structure like that of the well established mathematical and natural sciences is possible. Yes, with only two processes as Protons and Electrons vibrating in the Corporate Atomic Structure the Society is brought in as the Neutron.

Have a look, it will change your perception of management.

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