

## CHAMPIONS OF BUSINESS

### Sieunarine Persad Coosal Business Hall of Fame Inductee



It is a testament to the enduring values of his family that Sieunarine Persad Coosal remembers his childhood being 'carefree'. His 15-member household was, in fact, struggling – more so after his father's sudden death, upon which the burden of support fell to his eldest brother, Ajodha. At 16, Sieunarine would join Ajodha in the quarrying business, learning about every aspect of it from the ground up.

Their company's history dates back to World War II, when it supplied aggregate to the Waller Field Air Base. Since then, Coosal's has played a vital role in countless infrastructure projects, including road, foundation, concrete and paving works, interchange and high-transit bridge construction, drainage, and cement stabilisation.

Coosal's breakthrough project came in the 1980s: the reconstruction of the Princess Margaret Highway (now the Uriah Butler Highway) connecting north and south Trinidad. The brothers took out a substantial loan to finance the project. Despite millions in outstanding payments for completed government works, Coosal's secured the money to service its loan. However, they decided to use the funds to finish the highway, on the promise that the state would assist with settling the company's creditors. This never happened. Forced into receivership, the brothers' hard-won financial independence came crashing down. A decade later, Ajodha died, leaving Sieunarine as the majority shareholder of a company that was only just beginning to claw its way back.

Driven by those deeply instilled family values and a passion for his work, Sieunarine harnessed the resolve to succeed, restoring old equipment to make a fresh start. Today, Coosal's has diversified its operations from quarrying to include the manufacture of concrete blocks, ready-mixed and asphaltic concrete, as well as civil engineering contracting and design/build services. The family business has grown, and so has the family, which now includes the company's dedicated employees, its greatest resource.

The team's consistently high standards have won the company numerous awards. With every success, Coosal's has given generously to worthwhile causes, including education, health, music, sport and disaster relief. The company has also lent its support to people with disabilities and, through Habitat for Humanity is helping to provide homes for those with limited resources.

The road of life – and business – may get bumpy, but with humility and determination, there is always the opportunity to put your name on the map.

*The Trinidad and Tobago Chamber of Industry and Commerce (host of the Champions of Business Awards) and Guardian Life of the Caribbean Limited (Sponsor of the Business Hall of Fame category) is honoured to have inducted Mr. Sieunarine Persad Coosal to the Business Hall of Fame on November 15, 2019.*



**one**  
powerful connection  
**can start**  
your journey