

THE POWER GRADIENT

Inspiring Future Entrepreneurs

Lit Motors HK

A dealership in Hong Kong specialising in premium pre-owned vehicles and automotive services. Focused on quality and personalised customer care.

<https://litmotorshk.com/>

Key Takeaways

Early Exposure

Growing up in a business-oriented family laid the foundation for entrepreneurship.

Passion Driven

A lifelong love for cars was the spark behind Lit Motors.

Barrier Breakthrough

Learning Cantonese helped build authentic client trust.

Persistence Rewarded

His first sale turned doubt into renewed confidence.

Strategic Focus

Targeting premium clients maximised time and results.

Reality Check

Entrepreneurship required constant dedication and sacrifice.

Growth Through Failure

Every setback provided an important lesson.

Future Oriented

Keeping eyes on the long-term goal



Connect with Virom Chandiramani:

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Meet Virom Chandiramani

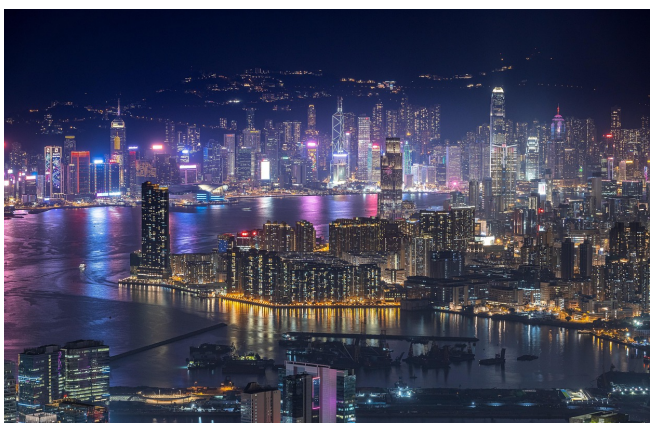
Welcome to this week's edition of The Power Gradient. In this issue, I'm excited to share the inspiring journey of Virom Chandiramani (Mr. Lit), Founder Director and CEO of Lit Motors HK. What began as a childhood passion for cars, has grown into one of Hong Kong's most trusted names in the automotive industry. Lit Motors HK has built its reputation on three pillars: premium quality, exceptional customer service, and total transparency. This winning formula has earned the company numerous awards, such as 2025 Top Dealer of Used Cars HK and Top Premium Automotive Service. At Lit Motors, clients don't just purchase vehicles they invest in trust, reliability, and peace of mind.

Create your Reality

Virom's entrepreneurial spirit was shaped long before Lit Motors HK came to life. Growing up in a business-oriented family, he learnt lessons in resilience and integrity from relatives who ran successful ventures in jewellery, bespoke tailoring and real estate. Summers spent in Okinawa assisting his grandfather at Giorgio's Custom Tailors bolstered his customer service and sales skills. These experiences, combined with a deep-rooted love for cars, created the foundation for his future ambitions. When COVID-19 restrictions kept him in Hong Kong, Virom embraced the opportunity to work at a local garage, spending two years as a mechanic. This hands-on experience proved transformative, fuelling the realisation that his dream of owning remarkable cars would only be possible if he created that financial reality himself.

Uphill Momentum

Every entrepreneur faces challenges, and for Virom, one of the most significant was navigating Hong Kong's business environment without fluent Cantonese. Having attended a British international school, he lacked formal language training, which initially made client interactions difficult. Instead of letting this hold him back, he began Cantonese lessons, determined to connect more authentically with customers. The road wasn't easy; it took six months before he closed his first sale, a Volvo XC60, yet that breakthrough proved pivotal. Within the same month, three more sales followed, restoring his confidence and showing the power of perseverance. That moment taught him an enduring lesson: success is not about avoiding setbacks, but about pushing through them until momentum builds.



Prioritise Serious Buyers

In the early stages of Lit Motors HK, Virom discovered that not all clients contributed equally to growth. Lower-end buyers often required more time and energy while being less committed, so he shifted his focus toward mid and high-end customers who valued quality service and acted decisively. This change allowed him to use his time more effectively, prioritise serious buyers, and build stronger long-term relationships. At the same time, he realised that entrepreneurship was far more demanding than he had first imagined. Running a successful dealership required his attention seven days a week, with unexpected challenges constantly arising. Though this workload was intense, the discipline and lessons gained during these years set the foundation for sustainable success and personal growth.

Commit to the Hard Work

For those starting their own entrepreneurial journey, Virom emphasises the importance of resilience, adaptability, and courage. Failures should not be feared but embraced as essential steps toward growth. He openly shares that Lit Motors ascension came with moments of doubt and difficulty, but ultimately, challenges became valuable lessons. His advice is to surround yourself with mentors, stay focused on long-term goals, and commit to the hard work required day after day. While entrepreneurship is rarely as easy as it first appears, the rewards of building something meaningful and lasting make the sacrifices worthwhile. As Virom reflects, he draws inspiration from a simple yet powerful quote by rapper Travis Scott, "I been focused on the future, never on right now."