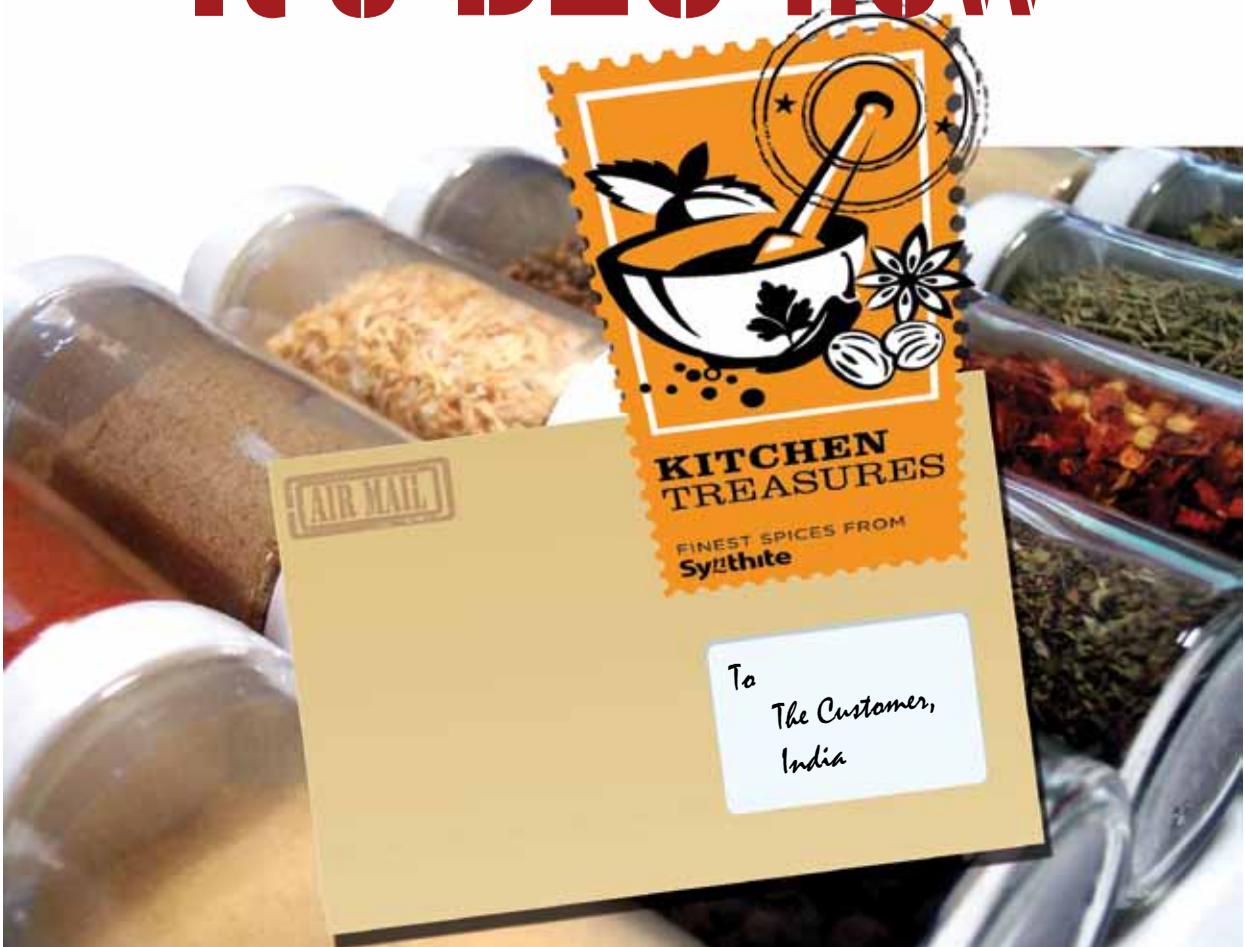


Synthesis

INHOUSE MAGAZINE OF SYNTHITE INDUSTRIES LTD

It's B2C now



For all these years, Synthite industries Limited was a company which catered to the global market. Literally. The world leader in spice oleoresins were suppliers to the world's top food processing companies. In the last forty years, it has refined its manufacturing process to meet the exacting standards of some of the world's toughest regulators and most demanding customers.

Having established itself in the West, Synthite is now looking at the homeground.

And too, at the consumers. The company is now coming out with a series of products that will cater to the Indian palates.

Now, wait for the quality spice that Synthite will offer.

Detailed Report on Page 4

Honour Roll



Synthite Industries Limited has been awarded the Spices Board India rolling trophy for 'Top Most Exporter of Spice Oils and Oleoresins' for the periods 2009-10, 2010-11 and 2011-12. Director Dr Viju Jacob received the award from Union Minister of Commerce, Industry & Textiles Mr Anand Sharma and Chief Minister of Kerala Mr Oommen Chandy at the function held in Thiruvananthapuram on April 26, 2013.

Visitors' delight



A team of IFEAT (International Federation of Essential Oils and Aroma Trade) visited units of Synthite Industries Ltd at Synthite Valley on June 17, 2013. The members of IFEAT are the stake-holders of the flavour and fragrance industry worldwide and the team was in India as part of its annual study tour to different parts of the world, primarily to manufacturing sites of ingredients for flavors & fragrances. The team comprised 28 members from various countries. In Pic: the team with Chairman Mr C V Jacob and Directors Mr George Paul and Mr Aju Jacob. (Inset:) IFEAT team at Synthite Maradur

Synthite voice



Synthite Industries Director Dr Viju Jacob

makes a presentation on 'Value addition and new applications of pepper and pepper-based products' at the International Pepper Conclave held at Dubai on June 25, 2013. The conclave was organised by the International Pepper Community.

For food safety

Dr Viju Jacob, Director, has accepted an invitation to join the 'Food Safety & Quality Expert Group - 2013' of Confederation of Indian Industry. CII- FACE (Food & Agriculture Centre of Excellence), with support from the Expert Group on Food Safety and Quality, has been taking several initiatives towards improving food safety and quality in the Indian food industry for almost a decade.

Green living

Ginger County in Kolenchery offers the advantages of Kochi without being affected by its perils



Kochi is happening now. After a long wait, though. The metro rail project has finally taken off. The SmartCity, in the pipeline for the last eight years, has got a fresh lease of life. Infopark is expanding in a big way. Vallarpadam ICTT is out of its teething troubles. BPCL-Kochi Refinery is all set to host a ₹10,000-crore petrochemical complex. Life is going to be hectic in Kerala's commercial capital.

In view of the potential demand for premium dwelling places set to arise in Kochi and its suburbs, Synthite Realty, the property development division of Synthite Industries Ltd, has launched its fourth project.

Ginger County at Kolenchery is positioned as a gated community comprising 51 independent villas, made in contemporary design on 6.41 acres.

The project envisages premium living for its inhabitants. It has four types of villas, ranging from 2638 sqft

6 The project was launched in November 2012 and is scheduled to be completed in three years, said Mr Joseph John, Lead, Synthite Realty 9

four-bedroom to 1718 sq ft three bedroom. The common amenities include clubhouse with fitness centre and pool, shuttle court, children play area, rain water harvesting, hydro pneumatic water supply system and waste management system.

The project was launched in November 2012 and is scheduled to be completed in three years, said Mr Joseph John, who heads the Synthite

Realty division.

While quality standards of products from the Synthite stable need no certification, the location of the project turns out to be an added attraction. It's just 20 km from Kochi, and is 12 km away from the SmartCity and Infopark, connected with a wide road. It has a relatively free access to the Cochin International Airport, the gateway to God's own country, which one can reach in 30 to 45 minutes.

At a time when clean and unpolluted water and air have become precious commodities, they are the signature advantages Ginger County offers its inhabitants.

Synthite has a formidable reputation in property development. It has built and run Riviera Retreat, one of the first premium service apartments in Kerala. Its earlier projects included Spice Villas and Vanilla Grove, both in Kolenchery. Its hospitality division is running Ramada Cochin, the most sought-after resort in Kochi.

(More details can be had from manjula.iyer@synthite.com)

Advantage Ginger County

- *51 independent villas
- *Contemporary design
- *Close to Smart City, Infopark
- *20 km from city centre
- *30 km from Kochi airport
- *Clean, unpolluted air, water

At home

Kitchen Treasures, the retail brand, will cater to the quality conscious consumers in its home turf



Quality has a share in the market place. Synthite Industries Limited is out to grab it in the crowded Indian retail market of spice and masala powders.

In a major move that takes it directly to the end-consumer, Synthite has entered the retail segment in spices. The largest spice oleoresin company in the world has made its retail debut with the launch of Kitchen Treasures, a brand under which it will sell spice powders—chilli, Kashmiri chilli, turmeric and coriander—to the retail customer.

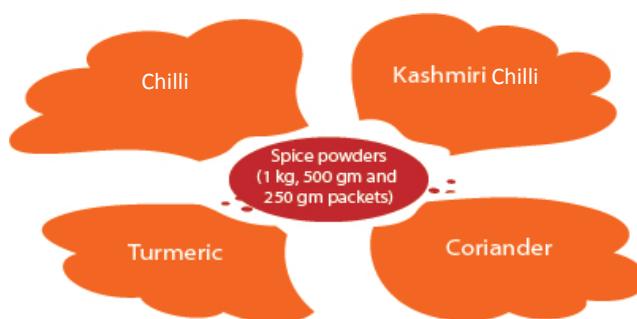
After launching the four pure spice products under the Kitchen Treasures brand in April this year in 1 kg, 500 gm and 250 gm packets, the company is now strengthening its retail presence by offering masala blends also. “We will be launching chicken masala, meat masala, sambar masala and garam masala in July,” said Mr S Ajith, Lead, Spice Division. The masala products will come in smaller 100 gm and 50 gm pouches.

In making the landmark move, the company has clearly banked on the confidence it gained in serving the palates of millions in more than 140 countries over the last four decades. Ever since it started making oleoresins

in 1972, the company has been successful in understanding the customer preferences worldwide and changing the product portfolio accordingly. Of late, the company has entered the flavor market with value-added products through its subsidiaries Symega and Aromco India. The company had tested the market for quality products by launching 25-kg packets of spices for the hotel-restaurant-catering in-

dustry.

Synthite wants to be a player in the premium segment and is not looking at grabbing a major share in the immediate future. “Our USP is quality, and we are sure that it has takers,” said Mr Ajith. “What we offer is unadulterated spice bought directly from the farm gate and processed in our plant.” The company sources chilli from farmers who follow IPM (in-



What we offer is unadulterated spice bought directly from the farmer and processed in our plant, says S Ajith, Lead, Spices Division





From the
Chairman's desk
A big leap

Evolution and growth are the signs of a vibrant organisation. When Synthite started operations in Kolenchery 41 years back, we had only one product—the pepper oleoresin—but we were still the pioneers in the industry. From that position, we have evolved into a company of more than 500 products, from spices to oleoresins to flavours. We have never gone directly to the end-consumer, but have been making value-added products.

We have been working with our clients who are the world leaders in their respective segments in understanding the customer preference and then preparing products that they enjoy. This has been a mutually fruitful association all these years. And this is going to strengthen in the future, too.

At the same time, we do not lose sight of the fact that India is evolving as a great economy. Economic reforms

have resulted in the creation of a class of people who are looking for better quality products across segments. And food definitely comes at the top of their wish list. Having worked in the most quality conscious-markets and under strict regulatory authorities, we are sure we are the player people will be looking forward to in their quest for quality food ingredients.

Most consumers are worried about the quality of the raw material as well as the final product. Our procurement policy is unparalleled in Indian industry. We work with farmers, offering them help to produce quality products. Farmtech is making commendable efforts to ensure adequate supply of raw materials that meet international quality standards.

At a time when the Union and State governments in India are tightening the food safety norms, the Indian consumer will be happy to find products that pamper their palates and enhance their health. Synthite will be there to make their wish happen. That's our promise.

6 The company sources chilli from farmers who follow IPM (integrated pest management) practices, which limit the use of pesticides and chemical fertilizers to approved international standards **9**

egrated pest management) practices, which limit the use of pesticides and chemical fertilizers to approved international standards. "We work with Farmtech, our farmer outreach wing, to procure chilli," Mr Ajith said. There is strict quality control at every stage, which helps eliminate the presence of contaminants such as pesticides and aflatoxin. The company's production facility is at Pancode, close to the company headquarters in Kolenchery.

The Kitchen Treasures brand has been launched in Ernakulam district where the company is headquartered. Synthite has already tied up with various distribution networks to reach out to the retail market. It also plans to make its presence felt across Kerala

this financial year itself. "We will offer the entire product bouquet of spices and masala powders when we launch Kitchen Treasures in the rest of Kerala." True to the Synthite standards, the company has followed the best quality practices in preparing the products. The spices will come in the re-sealable press lock pouches, which is for the first time being introduced in Spices.

Synthite, which has the world's top food brands as its customers, is looking to cater to that class of consumers who pay a premium for quality products. The company has clearly set its sights on the future, when India is predicted to become the second largest economy, generating a large class of quality conscious consumers.

Monsoon special recipe

Podi idli with tomato salsa

Ramu Butler



Ingredients

Mini idlis
Skewer sticks
Vegetable oil

Idli podi

Roasted channa dal (15 gm)
Urad dal (15 gm)
Roasted peanuts (15 gm)
Raw rice (10 gm)
Dry red chilli (4)
Dry shrimps (optional)
Gingelly oil
Salt

Tomato salsa

Chopped ripe tomato (½ cup)
Finely chopped onion (3 tsp)
Jalapeno chilli or green chilli (1)
Chopped cilantro (coriander) (2 tsp)
Lime juice (2 tsp)
Tomato ketchup (10 ml)
Salt

Method

For idli podi, roast all ingredients along with salt, grind to dry powder, mix it with gingelly oil.

Make mini idlis and coat it with the above mixture and insert in to the skewers

Add chopped tomato, chopped onion and chilli, mix well in a bowl. Add chopped coriander, lemon juice and salt, mix well, set aside until it is dry. Add tomato ketchup and mix well.

Set the skewed idly in a plate and serve it with tomato salsa as evening snacks or cocktail snacks.

(The writer is Corporate Chef & F&B Manager at Ramada Cochin)

Winds of Change

Teams come forward to own their work, signalling improved efficiency



Chairman
Mr C V Jacob
presents the 'Best
TPM sub-circle
Award' for the period
March-April 2013
to Team Jeeva
comprising
Mr Prince MP,
Ms Rose Jacob,
Ms Helan Joy and
Ms Flitty Jojo

A lot has happened in Synthite after the grand TPM (total productive maintenance) kickoff ceremony held on February 5, 2013. TPM was envisioned as a tool to bring in organisation-wide change by empowering people. And if the developments in the past few months are an indication, then employees at all levels are embracing the initiative.

The awareness sessions conducted to give people an insight into the TPM way of working and the benefits which TPM bring to the individual and the organisation went a long way in convincing people on the advantages of the new initiative. The senior management also interacted with the team leaders and underlined the importance of TPM for the company.

The 14 TPM leaders have played a vital role in motivating the workforce and in sowing the seeds of change. These agents of change, when faced with initial resistance-to-change, made sure that people made incremental improvements. This is evident in both the effort and mindset of the teams.

The project has been an eye-opener for many of the leaders. Mr Jacob Raju, GET and a TPM leader, says "What I have focused on mainly was in changing the mindset of the team members and in making them imbibe

the broader concepts of TPM. The results we saw were inspiring. We saw people coming forward and putting whole-hearted efforts in changing their work area. What was even more encouraging was the fact that teams started helping each other by sharing knowledge and resources. The drive and initiative my team displayed inspired me to contribute more. I now understand that TPM is an ideal plat-

6 The team leaders, when faced with initial resistance-to-change, made sure that people made incremental improvements

form to empower and create an organization-wide improvement where functional barriers and boundaries no longer matter."

Even though the teams were practicing 3S concept, which is a preparatory phase of TPM, it has been an interesting journey for many. Cleaner, safer work areas and easy access to all tools and records have helped people in understanding the importance of discipline at workplace. The fact that these changes were brought about by the team has improved the morale and team spirit. While doing the 1S activity, a lot of materials which were not

needed at the work area were removed. Teams took initiative and made sure that these removed materials were made use of in some other areas. Unused pipelines in Team Adithya (P12) and Team Mace (P1) were used for an improvement project in another team, Team Raja (P6). In the process, they saved almost ₹1 lakh of the project cost. Pearls, a team in the QC area, removed old samples from their racks and returned it to production. Almost 50 kg of oleoresins were thus returned to Production.

The initiative has now covered almost all areas within the factory. Teams in canteen, gardening and security have also taken ownership of their work area and are contributing towards improving overall efficiency of the enterprise.

The best performers for the period of March – April were recognized by the chairman in a function held on May 31. Ms Rose Jacob received the award for the Best Leader and Team Jeeva from QC Microbiology was awarded as the best sub-circle (team). Ms Flitty Jojo, Mr Prince MP, Ms Helan Joy and Ms Rose Jacob of Team Jeeva received their awards from the chairman.

The winds of change are blowing through Synthite. And TPM is definitely a tailwind*.

*A tailwind increases the object's speed and reduces the time required to reach its destination.

The joy of sharing

Fr Chiramel speaks on kidney donation at Synthite Kadayiruppu



Synthite Chairman Mr C V Jacob presents a memento to Fr Davis Chiramel at the Tea@3 programme held at Synthite Kadayiruppu

The Tea @3 at Synthite Kadayiruppu has become an event people at the unit look forward to. It gives them an opportunity to open a new window to the world and know it from close quarters. The April edition of the event was unique on several counts, especially because of the presence of a very special person.

Fr Davis Chiramel, founder and general secretary of Kidney Federa-

tion of India and ACTS (Accident Care and Transport Service), was that special person. Fr Chiramel, the ordinary man who did extra ordinary things, the priest who went beyond preaching love to practice it, shared with Synthitians his idea of a better world where people cared for each other more. He explained to his audience the joy of sharing, which moved many an attendee.

Eye check up camp at Synthite Marudur



Synthite Maradur conducted an Eye camp for the employees in association with leading healthcare network Vasan Eye Care. More than 90 employees attended the programme, conducted on the factory premises. They were offered a master eye checkup to find out the vision status, diagnose intraocular pressure and detect diabetic retina changes. It also checked the patients for defects such as colour blindness and squint.

As many as 50 employees were identified to have defective eye sight. Most of them were advised to change the glass while a couple of them were diagnosed with cataract. Three of the employees were referred to hospital.

The consultants distributed free coupons for employees' family members for check up in branches of Vasan Eye Care as well as discount cards for glass purchase and surgeries.

We care for environment



A deep commitment to the environment is an essential ingredient in the life of an organization which believes in sustainable development. Synthite Industries is no different. Synthitians across units celebrated the World Environment Day with various programmes, including planting of sapling on company premises and a poster-making competition.



Dr Viju Jacob, director; and Mr Praveen Venkataramanan, COO-bio-ingredients division, plant saplings at the company headquarters at Kolenchery. (Right): Synthitians at Marudur are ready with the saplings.

Poster-making competition winners:

Lakshmi Devi P K (first prize), Nadesan and Joseph Jesus (second prize), Flitty Jojo and Aswathi Mohan (third prize)

Staying ahead



Participants of the 'Cool at work' workshop held on June 1, 2013 with trainer Mr Kesava Mallia



Participants of the 'Be good to Yourself' workshop with the trainer and Mr Rajesh Kumar, Head- Corporate HR & Training



The Farm Tech team with Mr Jainendran, Lead- Farm Tech & Mr Vineeth Mathew, Sr. Specialist- L & D during the team building and goal setting workshop held at Bandipur from June 18-20, 2013



Spice Division team members on the 'Spicy Trip' tour on April 6, 2013

When the stars glitter



Mr Ajay Kumar of Corporate Finance department receives the Synthite Star Award for March 2013 from Chairman Mr C V Jacob.



Mr Anish Abraham of the Engineering Department- Spice Division won the Synthite Star Award for April 2013.



The Synthite China team with Mr Rajesh Kumar M R, Head-Corporate HR & Training, during the team building & goal setting workshop conducted on June 7-8, 2013

OBITUARY



We are deeply saddened to inform you that G Sathishkumar, 27, who was working as Engineering Associate (Synthite Maradur) passed away in an accident on May 15, 2013. Synthesis extends the sincere condolences and prayers to his family.

May his soul rest in peace.