

Synthesis

INHOUSE MAGAZINE OF SYNTHITE INDUSTRIES LTD

BLOOMTIME

Ever since its inception in 1972, Mr C V Jacob has led Synthite Industries Ltd from the front as chairman and managing director and made it the global leader in the oleoresin industry. Now, he makes way for his long-time associate and director Mr George Paul to take over as managing director.



By C V Jacob

Every organisation covers key milestones in its growth path with key changes. It may take a deviation from the path that it travelled till yesterday, if it sees a better growth. And it puts in place men and women who can take to that path.

Our company is at such a cross road now. We are a global company now, with very ambitious growth plans. We have manufacturing plants outside India, operating in three continents. We are fast up-

Turn to Page 3



Dr. Viju Jacob, Deputy Managing Director, Synthite industries Ltd, makes a presentation at a seminar on Indian Spices held at the Indian Embassy, Tokyo, Japan on September 6, 2013



Blessing of the boiler & ESP project at Synthite Kadayiruppu on August 20, 2013 in the presence of Director Mr Aju Jacob, Deputy Managing Director Dr Viju Jacob and Managing Director Mr George Paul.



In its quest towards readying an environment that would encourage creativity among its people, Synthite has established the CVJ Creative Centre. It's a state-of-the-art facility where highly motivated creative teams will work on developing products and blends based on customer requirements. (In pic: Mr. George Inabata inaugurates the CVJ Creative Centre in the presence of Chairman Mr C V Jacob, Managing Director Mr George Paul and Deputy Managing Director Dr Viju Jacob.)



For safer kidneys

The CVJ Foundation, the corporate social responsibility arm of Synthite Industries Limited, has joined hands with Kidney Federation of India and Aikaranadu Grama Panchyath and has launched Suraksha Kerala, a kidney disease screening programme in Ernakulam district. The programme seeks to introduce simple early testing methods to diagnose kidney ailments, which if found at an early stage, can be cured completely.

Union Minister of State for Civil Supplies Mr K V Thomas launched the programme at a function held at Govt. Higher Secondary School, Kadayiruppu on August 18, 2013. Mr K P Dhanapalan MP and Mr V P Sajeendran MLA also attended the function. The camp throughout Ernakulam District covering all Grama Panchayats is aided by CVJ Foundation. (In pic: Synthite Chairman Mr C V Jacob lights the lamp inaugurating a screening programme.)

Moment to cherish



We salute our Chairman Mr C V Jacob on the momentous occasion of his being conferred the Life Time Achievement Award by the Times group, which runs The Times of India, India's largest circulated English daily, and Economic Times, India's largest circulated business daily, in recognition to his contribution to the industrial growth of the State. Kerala Finance Minister Mr K M Mani presented Mr Jacob with the award at a glittering ceremony held on July 13, 2013 at Le Meridien, Kochi. The who's who of Kerala's industry attended the glittering function

In the thanksgiving speech, Mr Jacob said: "We should choose a profession for which we have a passion. Once chosen, it may

not give quick results, but one should put in continuous hard work with optimism keeping the spirit in high flames. Even

if late, it will start giving good results." Mr Jacob dedicated the award to the Synthite family members.

grading our product portfolio, and are working with our customers to reach the very top of the value chain.

The company started as a family-run enterprise but in the last few years, we have seriously started a move to make it a professionally-run company. We pick up the best of people from the best institutions across the world. They come to us with great aspirations. We will have to meet them.

We have made constant efforts to keep our company and its functioning state-of-the-art. Not only in terms of products and technology but in the area of management practices. We have pioneered some of them. We have seen them working well for us. And we need to do more.

While doing so, we must be careful that we take those steps well-studied. We should not look at growth for growth's sake; it must be sustainable. We have always taken care not

to bite more than we can chew. There is no harm in being ambitious about growth, but they must be wedded to realities on the ground. We have always insisted that we are very systematic in our approach; we don't jump at something without thinking twice.

We live in a technology-intensive world; new streams of knowledge emerge and it makes our job more efficient. We must be open to and adopt new things. At the same time, I have always benefitted from relying on our native wisdom. I have accepted ideas but never copied works. We have added our own inputs while implementing a new idea. And this has helped the company attain the leadership position it enjoys now.

Mr George Paul, who takes over from me the role of the managing director is eminently qualified for the job. He has been with me for quite a long time, even before we started

this company. He has grown personally and professionally with this company, and knows very well our value systems. He is a very systematic and straightforward human being. He is very composed even in the face of extreme difficulties. He has grown to meet my expectations of him; he has earned the respect of all his colleagues in the company. He has been travelling all around the world, with me and without, forging new relationships and tie-ups. He is capable of meeting the future challenges and taking the company forward.

I am happy that he takes over at a time when I am around. This will give me a chance to see how the company moves ahead with him at the wheel. I am sure all stakeholders—management, employees, suppliers, customers and all our well-wishers will extend their support to Mr Paul in his efforts to take the company to new heights.

Grow with stability

Synthite will look for vertical growth while retaining its traditional strengths for innovation, says the new Managing Director



Mr George Paul takes over as the Managing Director of Synthite Industries Limited at a time when the company is busy charting out an aggressive growth plan. Having worked with founder and Chairman Mr C V Jacob for more than four decades, Mr Paul has extensive knowledge of the food and flavor industry and the directions it takes the world over. As Director, he has held responsibility of several key areas such Marketing, HR and Farm-tech. “The company will be constantly on the look-out for avenues for vertical growth, while strengthening its traditional base,” he told Synthesis. Excerpts from an interview:

What is it that comes to your mind first as you step into the new role?

It's with a deep sense of humility that I assume the role of the Managing Director of Synthite Industries Ltd.

Stepping into the shoes of Shri C V Jacob, the patriarch of the Indian oleoresin Industry, is a daunting task, and I am well aware of it. But I consider myself lucky to have grown up professionally and personally under his tutelage and inherit the legacy he has created. I am also lucky that as Chairman of the Board, he will continue to guide us in the future, too.

“ We would watch out for signals of opportunity which could help us grow vertically. At the same time, we would also strengthen our new products division and research and development activities, which have taken us till here ”

How do you assess the journey so far?

It has been four decades since our company started its journey through uncharted waters. Oleoresin was a new product, moreover, a new idea, in our country in those times. In this journey which made us the leaders in the oleoresin industry, we have benefitted immensely from the goodwill of our customers, suppliers, technologists and the government. We will work towards strengthening the mutually beneficial association we have with them all.

I have been lucky to work with smart people on challenging projects. I adore the spirit of entrepreneurship that our company retains in its DNA to this day.

What is the future as you see it?

Synthite has spread its wings across several related areas. This process

started some years back. We took steps for backward and forward integration, which are very essential for us to retain the leadership position. The challenges our industry faces in fact give us an opportunity to explore the diversification option further. This has resulted in our company exploring inorganic growth. This is one sure way of maintaining and augmenting our growth and rewarding our stakeholders appropriately. We would watch out for signals of opportunity which could help us grow vertically. At the same time, we would also strengthen our new products division and research and development activities, which have taken us till here.

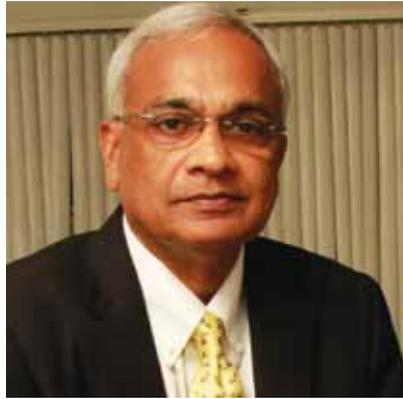
In specific terms, the goals I see ahead are as follows:

Driving Growth through innovation and M&A: From a single product company in 1972, we have attained a multitude of products today. Our future depends on change driven from our Technology Centre campus and investing in strategic mergers and acquisitions.

New Generation of Thought Leaders: The dynamic nature of today's youth is paramount to impel our Company's Vision of touching a turnover of Rs 3000 crore by the year 2020. In the past, the HR pool from which we picked our performers was a limited one. The scene has changed now. People from the best technical and management institutes join us. For some of them, we are the first employer. This trend will continue. And I am fully aware of the expectations they carry with them while entering our campus. The company is fully committed to meeting them by providing a really challenging and satisfying working atmosphere.

Product Development and Consumer Experience Interface: We are moving from being a company that was doing direct sales & marketing to an era of techno-commercial inputs where professionals play an interface between product development teams and the actual users.

Farm-to-Fork as a result of all round integration: Farmtech and other



“ I am fully aware of the expectations the young people carry with them while entering our campus. The company is fully committed to meeting them by providing a really challenging and satisfying working atmosphere ”

backward integration processes coupled with our forays into retail will give us an opportunity to become the world's first 'farm-to-fork' bio-ingredients company. We would be able to trace the spice route right from the farm of its produce to the consumer pack.

Closer to the Customer with Retail Entry: With our modest entry into retail, Synthite has made the paradigm shift into consumer marketing. This exciting development will require our company to be innovative and quick-to-act to spot market opportunities. Our experience in seasonings and flavours through Symega and Aromco also gives us leverage.

Error-free Quality Producer: Despite our market leadership, we have to strive hard to attain our goal of error-free quality dispatches.

Stakeholder-centered Coaching: Being embraced in its true spirit, the Stakeholder-centered Coaching offers all participants an ongoing 360 degree feedback mechanism which is designed to improve transparency, efficiency and harmony. This I hope will enable us to reaffirm the values of

courage, humility and discipline as an organisation.

Retaining our core values: Our core values are fairness, innovation, performance, commitment, communication and teamwork. These are the pillars of our success and we must continue to strive to keep the flag flying high.

Diversification: The Realty division is one of the most successful diversifications we have undertaken till now. We will strengthen our initiatives in other segments, too.

The company has already stepped out of India. What would be the direction in its international business?

We have already set up a manufacturing facility in China, and have a marketing team there, too. We will seriously look at China as a market. So is our presence in Brazil and many African countries. I can't spell them out specifically, but we are solidly into the process of becoming a truly global company.

Synthite has been a non-traditional company in its employee relations.

Synthite has been known as a company with a heart: profit was never our sole motive. From the inception, the management was keen on ensuring a comfortable living environment for the people who worked on the field and in the plants 24 by 7. The company has been a compassionate partner in their life's struggles. We will continue to be so.

The company has seen several changes in its management practices recently. What will be their future?

In the recent past, we initiated several measures to transform Synthite to a professionally-run company from being a family-managed one. We have never hesitated to introduce technology and management concepts which we were sure would keep our company in good stead. All our efforts have borne fruit thanks to the whole-hearted cooperation of all of us—the management, staff, customers, supplier and all our associates. I seek the goodwill and blessings of them all in our journey together towards higher peaks.



Synthite Industries Chairman Mr C V Jacob, along with his wife Mrs Aleyamma Jacob, cuts the cake to mark his 80th birthday at the company headquarters at Kadayiruppu. (From top to bottom: celebrations at Kadayiruppu, Harihar, Maradur and China units)



Kadayiruppu



Maradur



Harihar



China

Onam was celebrated at various units of Synthite with traditional gaiety and fervor.



*Chairman Mr C V Jacob lights the traditional lamp marking the beginning of the celebrations at Synthite Taste Park
Pookkalam at Synthite headquarters, Kadayiruppu*



Thiruvathira and musical programme by employees.



The sumptuous feast

The canteen team which helped make the Onam celebration a truly memorable day



Cultural programme at Maradur

TPM IMPACT

Synthite teams showcase strengths at CII competition



The Synthite team at the CII Kaizen competition

The Synthitians who attended the Kaizen competition

Signaling the impact Total Productive Maintenance (TPM) programme has made in Synthite Industries Ltd in a short span, three teams represented the company at the annual Kaizen competition, organised by CII southern region in Chennai on October 8, 2013. Synthite was one of the only two companies from Kerala which attended the programme which had more than 80 participants.

Started in 2006 by the manufacturing sub-committee of CII, the competition seeks to create awareness of the Best Kaizen practices in the industry and make them known to all. Kaizen – continuous improvement – is at the core of survival in the competitive environment.

The three teams from Synthite were selected after an in-house competition in which various teams showcased their strengths. The competition proved that the newly-launched TPM programme has ushered in a new working atmosphere in the plants. It has helped improve efficiency, reduce costs and make systemic improvements in the working of the plants. The competition also helped foster a competitive spirit among the employees.

Team Taika from Pepper Mother Batch won first prize for the improvements they made at the plant.



**Basheer, K.K.
(Leader)**

The team was led by Mr K K Basheer and the sub-circle leader was Mr K V Wilson. The team members were Mr K P Baby, Mr P S Sinob, Mr T M Rajan, Mr Sreeba P Joy, Mr V V Shanoj, Mr R J Papachan and Ms Chandrika.

The second prize was bagged by Team Adithya from P12 Plant, which succeeded in reducing product contamination and introduced a process improvement at the plant.

Mr K K Basheer led the team; Mr N P Babu was the sub-circle leader. Team members: Mr E V Kuriachen, Mr V S Krishnan, Mr N R Vineeth, Mr Sadanadhan, Mr T V Joby, Mr P P Geevarghese, Mr K V Baby, Mr M Poulouse, Mr M P Sreekanth, Mr Eldho John, Mr Varghese P Mani and Ms Santha Thankappan.



**Rose Jacob
(Leader)**

Team Kaveri of P4-B Plant was awarded the third position for reducing the power consumption in HRV. The team was led by Ms Rose Jacob; Mr K K Manikandan was the sub-circle leader.

The team members were Mr K K Praveen, Mr K K Prasannan, Mr P V Ajayan, Mr Siju Varghese, Mr Karthik Menon, Mr P O Sreejith and Mr M Vishnudev.



Mr Rajiv C Palicha has joined Synthite Industries Limited as Head-Spice Division. He will be responsible for the overall leadership of Spice Division.

An alumnus of XLRI, Mr Palicha has 19 years of experience in marketing & strategy at various organisations. In his latest position, he headed an SBU (International Business) at ITC, Hyderabad/Guntur. Hailing from Alleppey, Mr Palicha has interests in reading and trekking.

Synthesis offers him a warm welcome to the Synthite family.



Mr Tong Yongpu a.k.a Frank has joined our company as Unit Lead –Synthite (XINJI-ANG) Biotech Co. Ltd, China. Mr Frank, a mechanical engineer with 16 years of experience in world class organisations, will lead the overall operations of the unit.

Synthesis welcomes Frank to the Synthite family.



The Synthite team at the Aahar Exhibition 2013, held on September 6-8 in Bangalore



Synergy, the annual cultural and sports programme of Synthite, got off to a colourful start with Chairman Mr C V Jacob hoisting the flag



Chairman Mr C V Jacob hands over a memento to Mr K V Paily of Production department who retired on August 30, 2013. Synthesis wishes him a happy retired life



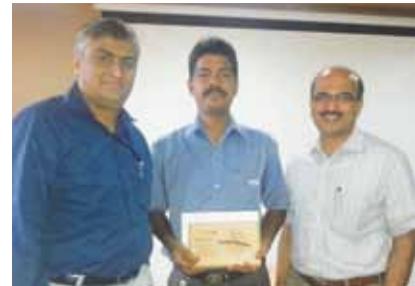
Mr N P Babu of Production Department receives the Synthite Star Award for July 2013 from Mr Aju Jacob, Director, for his innovative thinking towards a process improvement



Participants of Synthite SMILE conducted by SCLD from 18-20 July, 2013 and 3-5th October 2013.



Participants of the Awesome Parenting workshop conducted by Dr Jessina Merchant on September 21, 2013



Mr V S Krishnan of Production Department, Synthite Kadayiruppu, who bagged the Synthite Star Award for August 2013 with Mr Aju Jacob, Director, & Mr Praveen Venketaramanan, COO, BI Division

OBITUARY



Synthesis mourns the sad demise of Mr Rinto Antony, Plant Operator, Synthite Valley Unit (Kachappilly

House, Vengoor, Angamaly) in an accident.

He is survived by his parents and two siblings.

May his soul rest in peace and God almighty provide his family members the courage to bear this irreparable loss.