

# Synthesis

INHOUSE MAGAZINE OF SYNTHITE INDUSTRIES LTD

# 100 per cent



The food ingredients that Synthite Industries Ltd makes reach the homes in more than 80 countries. But they are not known in Kerala, though the homeland of Synthite is famous for the variety of cuisines it can come up with: from the bland *olan* to simple *sambar* to complex *chicken varutharachath* and to the connoisseur's choice, *karimeen pollichathu*. Simple or not, their preparations demand a variety of spice ingredients which, until a generation ago, were invariably prepared at home.

Times have changed, but not their taste buds. They are willing to experiment but still want to savour the same tastes their grandmas had prepared for them. But the present-day keepers of kitchens no more have all the time in the world to prepare them. And they don't believe the curry and spice powders available in the market are the same their predecessors had access to.

Curry powders are something customers are not completely satisfied with in our country. Chances of adulteration are high, they believe. Most of them buy them because they have little alternative available in the market place.

It's into this taste-credibility gap that Synthite makes its maiden entry with Kitchen Treasures. Something that taste-makers will treasure.



Synthite Industries Ltd, Kadayirippu, has been adjudged the winner in the Outstanding Safety Performance Award (Large Size Industries – Chemical) category, instituted by the Department of Factories and Boilers, Government of Kerala. Mr Eldhose P Kauma, Lead-Bio-Ingredients, received the award from Mr K Muraleedharan, MLA, at a function held in Thiruvananthapuram on March 4, 2014 to mark the National Safety Day.



Synthite Industries Ltd bagged Kochi Customs' award for the top exporter for 2013. Deputy Managing Director Dr Viju Jacob received the award from former DGP Mr P K Hormis Tharakan at the International Customs Day celebrations held at Kerala Fine Arts Hall, Ernakulam on January 27, 2014.

### Spice division bags BRC Certification with A Rating

The Spice Division of Synthite industries Ltd has bagged the 'A' rating from BRC (British Retail Consortium). BRC Global Standards is a leading safety and quality certification programme, used by over 20,000 certificated suppliers in 90 countries, with certification issued through a worldwide network of accredited Certification Bodies. It guarantees the standardisation of quality, safety and operational criteria and ensures that manufacturers fulfill their legal obligations and provide protection for the end consumer. BRC Global Standards are now often a fundamental requirement of leading retailers.

Hearty congratulations to the Spice Team for their meritorious efforts!

Synthite Deputy Managing Director Dr Viju Jacob has been selected as a member of CII-FACE Regulatory Affairs Committee. CII-FACE is a national committee of CII which works closely with the

Government of India for recommendations on food regulations. Mr Eldhose P Kauma, Unit Lead, has taken over as the Management Representative for Synthite Kadayirippu.

### New joiners



Dr Jose Paul has joined Synthite as Lead - Scientific Development. Dr Paul has 24 years of experience in Research and Development at various organisations. Prior to joining Synthite, Dr Paul was working with Merchem as Vice President-Technical & Product Development. Dr Paul holds a doctorate in synthetic organic chemistry from UDCT, Mumbai. Dr Paul will be engaged in the research activities of NPD&R. He will be reporting to Chief Development Officer.

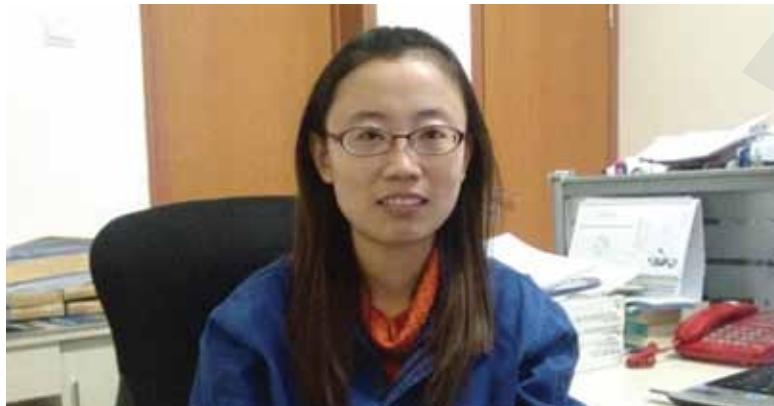


Mr Anup Ipe Jacob has joined the company as Lead-Engineering & Maintenance-Bio Ingredients Division. Mr Jacob has 17

years of experience in mechanical engineering and logistics movement at various organisations. Prior to joining Synthite, Mr Jacob was working with PT Indah Kiat Pulp & Paper, Indonesia as Head-Mechanical Maintenance Division. Mr Jacob will be responsible for the engineering, maintenance and minor projects of Bio Ingredients Division and will work with all BI unit heads. He will be reporting to Chief Operating Officer.



Mr Mathew K Mani has joined as Lead - HR of Bio Ingredients Division. Mr Mathew has 14 years of experience in HR management in various organisations. Prior to joining Synthite, Mr Mathew was working with Accelerated Freeze Drying. Mr Mathew will report to Head-Corporate HR & Training.



## Letter from China

### How I grew in confidence working for Synthite

**Kelly Ling**

Time flies, they say, and it really did in my case. I joined Synthite China in February, 2011. And looking back, I have been a proud Synthitian for these three years.

In the first year I was in Beijing as assistant to Mr Roy Chu, Head of Synthite China. I was bit shaky to begin with, because I was, for the first time, doing a job which had no relationship with my qualification and experience in accounting. My lack of English language skills also contributed to my diffidence.

On a typical working day, Mr Roy would not be present at office because of his busy work-related engagements outside. So, I felt unhappy, alone and it was just work all the time. At one point, I even thought to give up, but then I knew that if I did that, I would be the real loser. It struck me so strongly that I should really trust my choice and instinct of working with Synthite and believe that I will be able to contribute better to Synthite's growth in China.

As required, I was in Xinjiang on July 3, 2012 for the new factory.

Synthite Xinjiang Biotech Co Ltd is the first international manufacturing facility of Synthite Industries Limited. The unit started operations in 2012 and has an employee strength of 61 currently, and is headed by Mr Frank Tong.

The facility is located at Xinjiang Province in China, and is at a distance of 3300 kms from the capital city of Beijing. The nearest town to the factory is Hejing, at a distance of around 33 kms.

The unit processes colour chilli, commonly known as sweet paprika. Owing to the keen interest of the

Mr Roy once told me that our factory is like a baby and that we all witnessed its birth. "We shall now witness it growing, and gaining strength." Yes, this child is dearly owned, loved and nurtured by all of us. And we all are proud of its growth in our safe hands.

Chinese government, a lot of land has been utilised for cultivation of chilli near to our factory which became an obvious reason for us to select Xing Jiang as our choice for setting up the facility.

The unit encompasses a grinding unit and a state-of-the art continuous extraction plant with a capacity of handling 70 tonnes of raw materials per day.

I started my work here and felt happy and excited about the challenges that were ahead of me. I feel really privileged and joyful in seeing our growth. Thanks to Synthite for giving me such a big arena to perform and instilling in me the much-needed confidence. I believe there is no difficulty which is impossible to overcome. Never be afraid of difficulties and all the time be ready to face the challenge. When opportunity knocks, grab it with all the might you have. I feel very happy for working in Xinjiang factory, although there are ups and downs in the journey to perfection and excellence, which consume a lot of one's energy. Everyone here is friendly, sincere, and has a common goal which is to see our company grow stronger.

Mr Roy once told me that our factory is like a baby and that we all witnessed its birth. "We shall now witness it growing, and gaining strength." Yes, this child is dearly owned, loved and nurtured by all of us. And we all are proud of its growth in our safe hands.

*Ms Kelly Ling is Specialist- Finance  
at Synthite China*

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In a country which hardly regulates its food industry, the customer is a desperate person. She has no idea whether the stuff that she buys for her family is pure and unadulterated, though she has a right to it. This is all the more so in the spice segment, especially in curry and masala powders. Studies suggest that their per capita consumption varies from 2.5 to 3 kgs, and adulteration even on a minor scale would result in the consumption of an unacceptable



It's to the kitchens of discerning customers that we make a confident entry with a rather audacious slogan: 100 per cent spice, says Ashok Mani, CEO, Kitchen Treasures.



quantity of unhealthy food.

"We discovered that most of the customers are unsure of the products they buy," according to Ashok Mani, chief executive officer, Kitchen Treasures. "They admit that they knew the products are adulterated, but have little option. 'What do we do,' is their refrain."

And the solution comes from Synthite Industries Ltd, the world's biggest processor of spices. "This is the pain area for the homemaker, and we have a solution for her," Mr Mani said. 'Kitchen Treasures' is that solution.

After successfully making a soft launch of the 'Kitchen Treasures' brand in its home district Ernakulam a year ago, the company is now going for a pan-Kerala launch of its spice and curry pow-

## KITCHEN™ TREASURES

ders. To begin with, Kitchen Treasures will launch six products in the straight spice segment: chilli, Kashmiri chilli, turmeric, coriander, mustard and black pepper. They will be available in 50 gm, 100 gm, 250 gm, 500 gm and 1 kg packets. There will be 10 masala mixes, too: Chicken, meat, fish, sambar, garam, rasam, chicken fry, mutton mappas, beef ularth and duck pepper roast. They will be available in 100 gm sachets.

The confidence to expand the network and plan it big for the future came from the feedback it received after the soft launch. "We made zero marketing efforts during the last one year but still the consumers received us very well. Those who have tasted it always came back with no persu-



sion," he said.

The products would cater to that group of customers who treasure their food. "People these days are very conscious of the taste, quality and the variety in food, and our attempts are to serve them well," Mr Mani said.

Kitchen Treasures is planning to expand the product portfolio pretty fast. The new products may include pickles, cooking pastes such as ginger, garlic and tamarind. "We are quite ambitious on this front, and will come out with seasonings, sauces and ready-to-eat and ready-to-drink products," Mr Mani said.

### The 100% challenge

Till now, companies used to launch the products which discovered their own customers. "We would like to do it the other way. Our products are made to the demands of the customer," Mr Mani said. "It's to the kitchens of such discerning customers that we make a confident entry with a rather audacious slogan: 100 per cent spice."





From the  
Chairman's desk

## Treasure for our kitchens

Synthite is a truly global company today. Our products reach people in almost all continents; we have manufacturing and marketing infrastructure in several of them. Several of the world's biggest players in the food industry are our customers.

However we are yet to make our presence felt directly with the consumers in our home ground, Kerala. Not many know us here as the larg-

est processors of spice as we have had no presence in the retail segment. Nor they benefit from the qualities that we bring to our customers worldwide.

It's now going to change. Kitchen Treasures will package the best of spices and masalas—another set of unadulterated, pure food ingredients which we have been making for more than four decades – and reach our kitchens. And ours will become a household name soon. Next time when you visit a friend, and see Kitchen Treasures in her kitchen cupboards, and also in the curries she serves you, then that will be a proud moment for you. I would suggest that my colleagues in Synthite visit

our plants and see for themselves the care that we take to ensure that every packet that goes out carries the Synthite seal of quality.

I am all the more happy that youngsters are taking charge of our new ventures. I hope they will infuse new energy into our functioning. And I am sure they will never compromise on the standards that we have been upholding all these years; they will further improve on them instead so that we will be able to perform better in a market place which is increasingly getting competitive.

I wish Team Kitchen Treasures all the best.

That it comes from the Synthite stable gives Kitchen Treasures the confidence to make that statement. The company sources its raw materials from farmers who follow IPM (integrated pest management) practices, which limit the use of pesticides and chemical fertilisers to approved international standards. There is strict quality control at every stage, which helps eliminate the presence of contaminants. "We have our own system for everything: from contract farmers who produce the stuff to our norms to cold storage that meet international

That Synthite has been the winners of spices exports for the last 36 years speaks of the quality that Kitchen Treasures maintains

standards and quality check which is one of the best in the industry." It also

has some of the best certifications for the food industry such as NABL, HACCP and ISO.

The company has the best of equipment and state-of-the-art technology, which tops its more than four decades of experience in understanding customer's taste in more than 80 countries. "That Synthite has been the winners of spices exports for the last 36 years speaks of the quality that we maintain," he said.

The company is augmenting its distribution network. It has already enlisted 50 distributors and hopes to make it 80 this financial year itself. The products will be available in over 4,000 shops, which will touch 10,000 by the end of the year.

In the price-sensitive market, the company is planning to dig its heels deep and play a robust game. "We would address the requirements of the customers by giving them the stuff that they have enjoyed for generations, as well as those who are looking to experiment," he said. 'For example, the duck pepper roast is a Kuttanad dish, and we are giving the customers in Malabar a chance to taste them as well. And for the Travancorean, it's the best thing that can match the authentic old mix he can think of."

Now, your search for 100 % curry powders ends here.



Vice-president (sales) Mr Sabu Jose and Area Sales Manager-Kerala Mr M Murali

## TPM FACILITATORS COURSE



Participants at the TPM facilitators course

## For quality's sake

### Facilitators course trains people for better use of TPM tools

With the Total Productive Maintenance (TPM) programme at Synthite Industries Ltd gathering momentum with the involvement of an increasing number of employees, the demand for a larger pool of TPM facilitators has gone up. To meet this requirement, the company organised a TPM facilitators course in two legs: from February 24-25 and March 6-8. As many as 23 employees from all over the organisation were selected to attend the programme.

The company commissioned JMAC TPM Co. Japan, the pioneers of TPM globally, to train the future TPM leaders. JMAC TPM Co., erstwhile JIPM-Solutions, has championed the cause of TPM worldwide by creating organisations with process excellence. Mr Uttam Kumar Chatterjee, TPM Top Management Advisor and Consultant from JMAC, conducted the programme.

The training included basic understanding of TPM and the Pillar activities, and covered the important pillars in detail. The candidates were trained on tools like FMEA, Why-Why Because Logical Analysis and ECRS which will help them analyse losses and formulate improvements (Kaizens).

Classroom sessions were complemented by Syndicates (hands-on sessions in the shop floor). The class was divided into teams and each team presented their syndicate activities using

Activity Boards. The teams competed among themselves for the Best Team performance awards. Every morning the teams presented their previous day's learning through skits, which increased the participation and made it a fun learning experience.

Mr Anup Ipe Jacob, who recently joined Synthite as Lead-Engineering & Maintenance in the Bio Ingredients Division, said the sessions helped him get more clarity on TPM. "The programme had a very systematic approach to TPM, and was very well received."

TPM envisages that the people on the shop floor come up with their suggestions for improvement, and the training programme has equipped us to listen to them more carefully. Now we have a better idea as to where we should look for improvement or for suggestions." He said the training programme equipped the facilitators with

tools that will result in better team work." The success of TPM hinges on "identifying the root cause of the problems, and the programme offered us better insights into the use of the tools that we deploy for it," said Mr Anish Thomas, Management Trainee- Fast Track (Operations). "We knew that tools such as OEE (Overall Equipment Efficiency) existed, but we make better use of them now." The net results will be better solutions for the problems which will lead to improved overall efficiency of the plant.

## Prawns stuffed brinjal

Ramu Butler



### Ingredients for stuffing

Long purple brinjals	2
Chopped fresh prawns	150 gm
Onions chopped	2 cups
Jaggery	1 tbsp
Ginger garlic paste	½ tsp
Red chilli powder	½ tsp
Roasted peanut powder	1 tbsp
Spring onion chopped	3 tbsp
Tomato Sauce	5 tbsp
Salt	as required
Gingelly oil	5 tbsp

### For Marination

Vegetable oil	3 Tbsp
Cumin Powder	1 tsp
Tomato ketchup	3 tsp
Asafoetida	½ tsp
Lemon Juice	2 tsp

### Method

Blanch the brinjals and take out the pulp with the help of teaspoon or slit the brinjal without blanching and take out the pulp and marinate with the oil, cumin powder, tomato ketchup, lemon juice and salt. Keep aside for 30 minutes.

Heat oil and sauté chopped onions well till they turn brown. When onion is cooked add ginger garlic paste and tomato sauce. Cook for 3 minutes, add brinjal pulp and cook till done. Add red chilli powder and cook till it leaves out oil. Add all other ingredients including prawns for stuffing and cook for 3 minutes.

Once cooked, remove half of the mixture for the sauce and use the remaining for stuffing the marinated brinjal. Heat oil. Sauté chopped onions and add the remaining mixture. Add ketchup, season well and cook it with the stuffed brinjal on slow heat turning the stuffed brinjal occasionally. Garnish it with chopped leeks and coriander. Serve hot with chapatti.

Ramu Butler is Corporate F&B Manager and Chef Ramada Cochin Resort

## National Safety Day

Industrial safety is of utmost importance in the Synthite scheme of things. Every unit takes special care and trains itself to be the best on this count. Units conduct various programmes including exhibitions and oath-taking to spread awareness about it. And it is often recognised too.



*Mr Amruth Das, Senior Specialist-TPM & EHS, Mr Lijo George, Specialist-EHS and Mr Jimmy Jose, Lead-HR receive the best safety performance award (Large Scale Chemical Industries) Instituted by the National Safety Council, Kerala Chapter. Symega Flavours India (P) Ltd, Pancode, a group company, was selected as 'Runner Up' in the category of small size industries (industries other than chemical and engineering).*



*Mr P A Sainudheen, Deputy Transport Commissioner, hoists the flag at Kadayiruppu*



*Flag-hoisting and oath-taking at Synthite Taste Park*



*Oath-taking at Harihar*



*Awareness programme at Harihar*



*Flag-hoisting at Telgi*



*Delegates from Indian Society of Training and Development (ISTD) Kochi Chapter visited Synthite headquarters at Kadayiruppu on Friday, March 21, 2014. The 24-member team included HR professionals from various companies in Kochi to understand the best HR Practices followed by Synthite*



*The blessing of the company's renovated office on MG Road, Kochi. (Bottom) Chairman Mr C V Jacob and Mrs Aleyamma Jacob with staff at the new office*

### CSR@Ongole



*The Ongole unit donated ceiling fans to Asa Kiran, the House for Poor, as part of its corporate social responsibility programme. The company undertook to repair the electrical wiring at its facility and installed the fans*



*Employees of Synthite Maradur on an outing to Black Thunder water theme park in Mettupalayam*

### Synthite Day Celebrations



*Mr. Bobby C Mathew, Head-Akashavani, Kozhikkode, inaugurates Synthite Calicut Annual Day on March 1, 2014*

#### Harihar



#### Maradur



*The Harihar unit conducted an eye-testing camp in association with Vasan Eye Care, Davanagere, as part of the Synthite Day celebrations*