

Synthesis

INHOUSE MAGAZINE OF SYNTHITE INDUSTRIES LTD



Fresh from the **chilli land**

Guntur, the home to chillis. The variety and quality of Guntur chilli have mesmerised connoisseurs all over the world. In fact, this place in the Deccan plateau feeds the world with the spicy spice.

Now, Synthite comes to the chilli land. It has commissioned a new plant which will produce a variety of offerings satiating eyes and palates of consumers all over the world. And for the company, the plant means optimising its strengths and cementing its leadership position in the industry.

Kerala kitchens treasure quality

Chefs, housewives give a thumbs up to **KITCHEN TREASURES**



On to the shelf

Kitchen Treasures, the first B2C product from Synthite Industries Ltd, is inching the way up the consumer mind. The consumers and trade alike have accepted the brand, says Mr Ashok Mani, CEO. “We have already established presence in 14 districts and over 11,000 shops store Kitchen Treasures products. And the ground level surveys have shown that customers who have purchased KT have continued with the brand.”

Consumers have shown a strong appreciation towards quality of the product and the brand has been able to push its straight powders, where quality is the biggest concern, than the masala powders.

“Masala is a matter of perception and it will take time for people to make the changeover from an existing brand as it would also involve slight change in cooking methodology etc,” Mr Mani said. “Still, we have made corrections in terms of product recipes to meet consumer requirements.”

The product has exceeded its targets in terms of sales. “We have already exceeded our targets by 35 per cent and hope to better this trend and achieve 150 per cent of the annual target,” he said.

The industry is advertisement-

and competition-heavy and is primarily controlled by the trade. “So price often plays bigger role than quality. We have maintained pricing at market levels to ensure that we get the product to the consumer and then once the consumer retention is built in, then a slight increase in prices can be accommodated for.”

Mr Mani said one of the threats the industry faces is adulteration. “With increase in competition and in raw material prices, people resort

to adulteration which is often seen in products like coriander and chilli. We plan to fight this by building consumer knowledge about product quality through various campaigns.”

Kitchen Treasures, along with Synthite, is sponsoring Kerala Blasters, the football franchise in the Indian Super League. “This is done as a mix of Synthite and Kitchen Treasures branding. The aim is two-fold: Kitchen Treasures will use the relation to leverage its presence on the ground level in Kerala and emphasis its local flavor. Synthite will use this to start their positioning as an Indian conglomerate.”

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Vehicles that carry Kitchen Treasures products

How leaders win hearts



Leaders will have to go the extra mile to win the hearts of the employees, writes DR VIJU JACOB

It has been for some time that I wanted to pen down my experiences from international trips as I have found them educative, phenomenal and have the capability to open my mind.

During one of my trips to Brazil, I had the chance to visit a huge factory which was built up on 1000 acres. It surprised me with the amazing systems it had put in place: the latest research technologies, modernised plants and machineries, robots, etc.

But what attracted me most was the employee attitude. I reached the factory at 6 pm and went around the plants. As I was winding up my visit by about 8 pm, I found employees in their offices working with full vigor. I asked one of them, 'What time do you leave for home?' She said, 'Only after finishing my work. That could be 9 pm or even 10 pm'.

Her spirit, commitment and ownership to the organisation impressed me thoroughly.

I learned that the company had many employee-development activities, which were extended to the members of their families, too. I found that many employees were working there for decades, and many of them, couples. The company ran crèches; the grown up children studied in the school owned by the same management. While driving back to the hotel, I thought of the man who won the minds of his employees. I am sure by providing a job for life, a company was able to reduce attrition by increasing employee loyalty. This will also result in high productivity and high employee morale and satisfaction.

We in India have companies of

small, medium and large sizes; both highly-educated and less-educated people work in them. But how good are the work places? What results do the employees deliver? What do managers do to increase the productivity of their subordinates? How satisfied are the subordinates? How do people work as a team? These are serious questions.

I believe that when the work place is good, employees enjoy their work. Managers have a role to play in making their subordinates ambitious and self-motivated. I believe work has to be as natural as play. The prevailing style of managing people in Indian business has to undergo a major transformation. It has to start with transforming individuals. Once the individual understands the system of having profound knowledge, they will have a basis for judgement of their own decisions and also for the transformation of the organisation that he/she belongs to.

I have the following suggestions for today's managers:

- * Adopt a style of co-operation in which everyone wins. A change of mindset is required for this.

- * Change some old practices that create problems. Like inspection to improve quality once a product is made. Instead, ensure beforehand that the

process is perfect so that the product, too, is perfect.

- * Build up loyalty, long-term relationship and trust with customers. They should feel that we care for them.

- * Improve regularly, and forever, the system of planning, production, delivery etc. This, in parallel, will help reduce costs.

- * Middle and senior-level employees should learn about the procedures/activities from procurement of raw materials till the product is dispatched.

- * Recognise your team members' different abilities, capabilities and aspirations. This happens only with regular interactions. Leadership should be to help people.

- * Help your subordinates to drive out fear. This will help them to work more effectively and build strong trust.

- * Remove barriers between departments. An organisation creates various departments for the ease of coordination, and hence, there should not be competition or ego between people in these departments.

- * Self improvement: More than just money, employees should be given ever-broadening opportunities to do something to society.

Given such positive work environment, employees will learn to take and accept greater responsibilities.

Let me share the following quotes with you before taking the pen out:

Denies Self - We have to please others, not self

Develop Others - We are to add value to others

Accept Mistreatment - We have to forgive wrong

Take Attitude of a Student - We are to remain teachable

Pursue the Harmony of Relationship - We are to pursue unity and peace.



Managers have a role to play in making their subordinates ambitious and self-motivated. Work has to be as natural as play

The author is Deputy Managing Director, Synthite Industries Ltd

Hot from chilli hotland



it comes to chilli production. While Guntur is the second largest chilli market in Asia, the hot spice's farming is fast picking up in Ongole and its surrounding region.

The new centre will host a plant of the Bio Ingredients division and a

Chairman Mr C V Jacob cuts the ribbon to throw open the Ongole plant. Mrs Aleyamma Jacob, Managing Director Mr George Paul and Directors Mr Aju Jacob and Mr Ninan Philip are also seen

It was Francis Bacon who wrote it first: if the hill does not come to Mohammed, Mohammed will go to the hill. Synthite has a different version of it. Even when chilli comes to it, it still goes to the chilli land and picks up the best of the harvest. For, it means better products, better customer satisfaction and better business.

FACTFILE

- Unit in chilli hotland**
- Investment of Rs 90 crore**
- State-of-the-art plant**
- Chilli-specific products**
- Colour boosting**
- Solvent-free products**
- 10,000-tonne cold storage**

The world leader in spice oleoresin has opened its brand new plant with the state-of-the-art equipment and technology at Ongole in Andhra Pradesh. The plant is situated between Guntur and Ongole, the two most important geographical areas when

It's not just business

Synthite Industries Limited closely works with the farming community in places where it operates. Farmtech, the farmer outreach division of Synthite, has taken up several projects in these areas which help farmers gain knowledge in good agricultural practices, including Integrated Pest Management (IPM) programme. This ensures better returns for the farmers and quality raw material for the company.

In Ongole, too, the Farmtech division has been working with the farming community. It advises farmers on new planting materials, technologies, crop patterns and the use of fertilisers and pesticides.

“We have started a system whereby the farmers can sell their produce directly to us,” said Srinivasa Rao, who heads the Ongole unit. “This will help them get better prices as it eliminates one layer in the procurement process. This also means instant payment, another attraction for them.”

The CVJ Foundation, the corporate social responsibility arm of the company, has also undertaken various operations in the region to help the community in various fields, especially in education. It works with a non-governmental organisation, Asa Kiran, for the betterment of the people in the area for lifting the standard of life.



Office of the Spice Division



CO₂ Plant



From the
Chairman's desk

As we cross another milestone....

We have always believed that our business rests primarily on our ability to take care of the interests of our stakeholders. When we open our new plant in Ongole and cross a major milestone in our growth, we are making another step in that direction.

The food industry which we cater to is working overtime to meet the exacting demands of the consumer as well as regulatory authorities. The consumers are ever more demanding

in terms of variety, taste and visual appeal. They also prefer their food to be as much natural as possible. The governments with a duty to protect consumer interests are tightening food safety norms. Every year, we find tougher laws being made to govern the industry.

That we are the market leaders in a global industry must vouch for our quality standards, but that cannot make us complacent. It's our duty to move in sync with the industry, helping it meet the challenges. The Ongole plant must help us in this direction. We have installed the best and latest equipment and employed the most advanced technology at the plant; the products that come out of it

will be matchless, and will more than meet what the industry demands. It will also help us widen our product bouquet: we will be able to meet every combination in colour and flavor that can be derived from chilli.

This plant is a landmark not only because of the money we have invested in—the largest in a single plant—or the products that will come out of it. This plant is the product of the hardwork of a lot of people in our organisation. Every division and every unit has contributed to its coming into being in a record 11 months. That our organisation can display unity of purpose and work as one unit when called for make me truly happy and satisfied.

unit of the Spice division. The oleoresin plant has a capacity to process 60 tonnes of raw material a day and the production of oleoresin is estimated in the region of 5.6 tonnes a day.

The products that will come out of the new plant will set new standards in quality. The plant has the most modern and sophisticated super critical fluid extraction plant, which will give the highest yield among the company's CO₂ plants. The oleoresin produced in Ongole unit is free from solvents and rhodamine, a tracer dye often used in biotechnology processes.

A significant attraction of the processes at the Ongole plant is colour boosting. This will help the company meet the variety of customer requirements. This will result in better realisation of value for the company, too.

The spice unit at the centre has also started operations with a capacity of 12 tonnes per day. Its main product will be ground chilli, and has sophisticated equipment such as blender and continuous sterilizer.

"This is the single largest investment, close to Rs 90 crore, we have made in a single plant," said Managing Director Mr George Paul. "The plant is exclusively for chilli, and its value added products. Products from the new plant will cater to national and international markets and will



Seeking divine grace



help us expand the product portfolio."

The company has set up a host of enabling facilities which will help the company optimise its resources. It has set up a modern cold storage with a capacity of 10,000 tonnes, which is the largest for a company in the re-

gion. Chilli being a seasonal crop, the high capacity cold storage will ensure smooth functioning of the plant throughout the year. It will also help control possible contamination of the raw material.

Ongole plant is the baby of the entire organisation: people from all divisions and units participated in the setting up of the plant. "People from all units lent their service for the plant, and it helped the company complete the entire process in 11 months," Mr Paul said. The plant, which employs close to 250 people including casual labourers, is now in a stabilisation phase.

With the company setting a turnover target of Rs 3,000 crore by 2020, the Ongole plant is all set to make its contributions. Wait for more good news from the chilli land.

Life. It's precious

It's not just the family. Society cannot afford the loss of young lives on the road. Synthite is doing all at its command to enlighten employees on the need to abide by rules on road safety, writes MR RAJESH KUMAR

It has been a painful experience for me, as head of the department which works for the welfare of all the employees of our company, to issue a condolence message every now and then on the untimely demise of a colleague. That too, a young one on most occasions. And more often than not, the reason is an accident while driving a two-wheeler without a helmet. If it pains me, a colleague, it will be heart-breaking for the relatives of those who departed.

Every accident creates victims, dead and living. For the dead, it is an end to a life which was not lived.

That is the worst tragedy that can happen to a human being.

But it impacts the people

around the victim, too. Most often, the victim would be the main bread winner of the family. When that person departs, it leaves a big hole in the family's income. Only a few people will be able to sustain their earlier life even after such an incident occurred. For the rest, the life takes a sudden downfall. A very painful one at that. I know of mothers who had to stop sending their children to decent schools, compromising the quality of education they used to get. There are students who had to call off their academic pursuits and take up a job

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immediately to sustain the family, jeopardising their career options. For organisations, to lose a trained hand is a setback for sure, though manageable.

The pain is more when it happens due to avoidable reasons. There are laws which, when followed, can avert such tragedies. Our law mandates that a two-wheeler rider must wear

a helmet of certain specifications. In fact, there was a proposal to make helmet a part of the essential accessory when one buys a two-wheeler. Courts have repeatedly ruled in favour of making the headgear compulsory for the bike-riders. The police at times launches campaigns to educate people on the law, and then enforce it. Statistical reports say such measures have resulted in reducing injury deaths. Remember, you are not doing anyone a favour by wearing the helmet or the seatbelt. You are just obeying the law.

However, the obituaries I am forced to write make me realise that many of my colleagues did not find it very important to go by the rule. This has forced us to take the matter more seriously. We at Synthite have found that a concerted effort by all is warranted if we were to ensure that the law is respected and not one more life is lost on the road. In all the training programmes, including the induction programme, we pass the message unequivocally: all the employees must wear the helmet when they drive a two-wheeler, and the seat-belt when they ride on a four-wheeler.

Now we are planning to involve the families as well. We will send out post-card messages to the families of all the employees, seeking their cooperation in this campaign and to ensure that their loved ones wear a helmet whenever they leave home on a two-wheeler and wear the seat belt while driving a car.

However, we know that we can do only so much as an organisation. When millions are driving two-wheelers every day, even the law-enforcing agencies will find it difficult to ensure that every rider obeys the law. The only one who can actually help is the rider himself. We hope that everyone gets the message right.

The writer is Head-HR and Corporate Training, Synthite Industries Ltd

Happy Birthday....



Chairman Mr C V Jacob, flanked by Mrs Aleyamma Jacob, Directors Dr Viju Jacob, Mr Mani Varghese, Mr Ninan Philip, family members and staff, cuts the birthday cake at Kadayiruppu. (Right) Birthday celebration at Maradur

Synthite Star

The production team of Synthite Maradur comprising Mr S Saravanan, Mr B Antony, Mr U R Prince, Mr S Prashanth, Mr K Dinesh Kumar, Mr K Pandian, Mr S Suresh, Mr N Selvaraju and Mr Karthikeyan R (Category – Team Award - Business) and the IT Team & Sales Operations team of Synthite Kadayiruppu comprising Mr T U Nausal, Ms Riya Eldho, Mr N K Ramakrishnan, Mr T V Saji and Mr B Sreejith (Category – Team Award - Business) won the Synthite Star – August 2014 award.



Mr N K Ramakrishnan, Mr T V Saji and Mr B Sreejith with unit head Mr Eldhose P Kauma after receiving the award

The 3S time



Ongole



Calicut



Harihar



Maradur

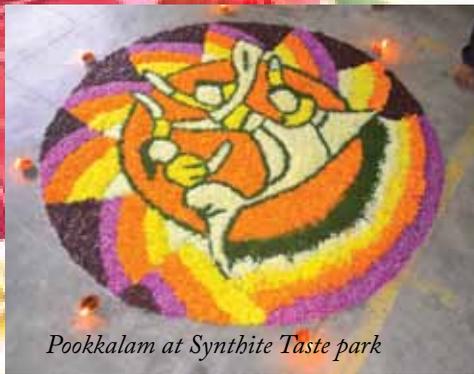
Health Camp

The FarmTech division conducted a health camp for the marigold farmers in Harihar.



ONAM celebrations

Onam, the national festival of Kerala, was celebrated with fanfare at various units of Synthite. Mahabali, the epic King, went around the campus blessing people. TPM competiton was an added attraction to the day's programme at Synthite Kadayiruppu.



Pookkalam at Synthite Taste park



Chairman Mr C V Jacob hands over the trophy to the winners of various competitions held as part of Onam Celebrations at Synthite Taste Park



Synthite Calicut

