

# Synthesis

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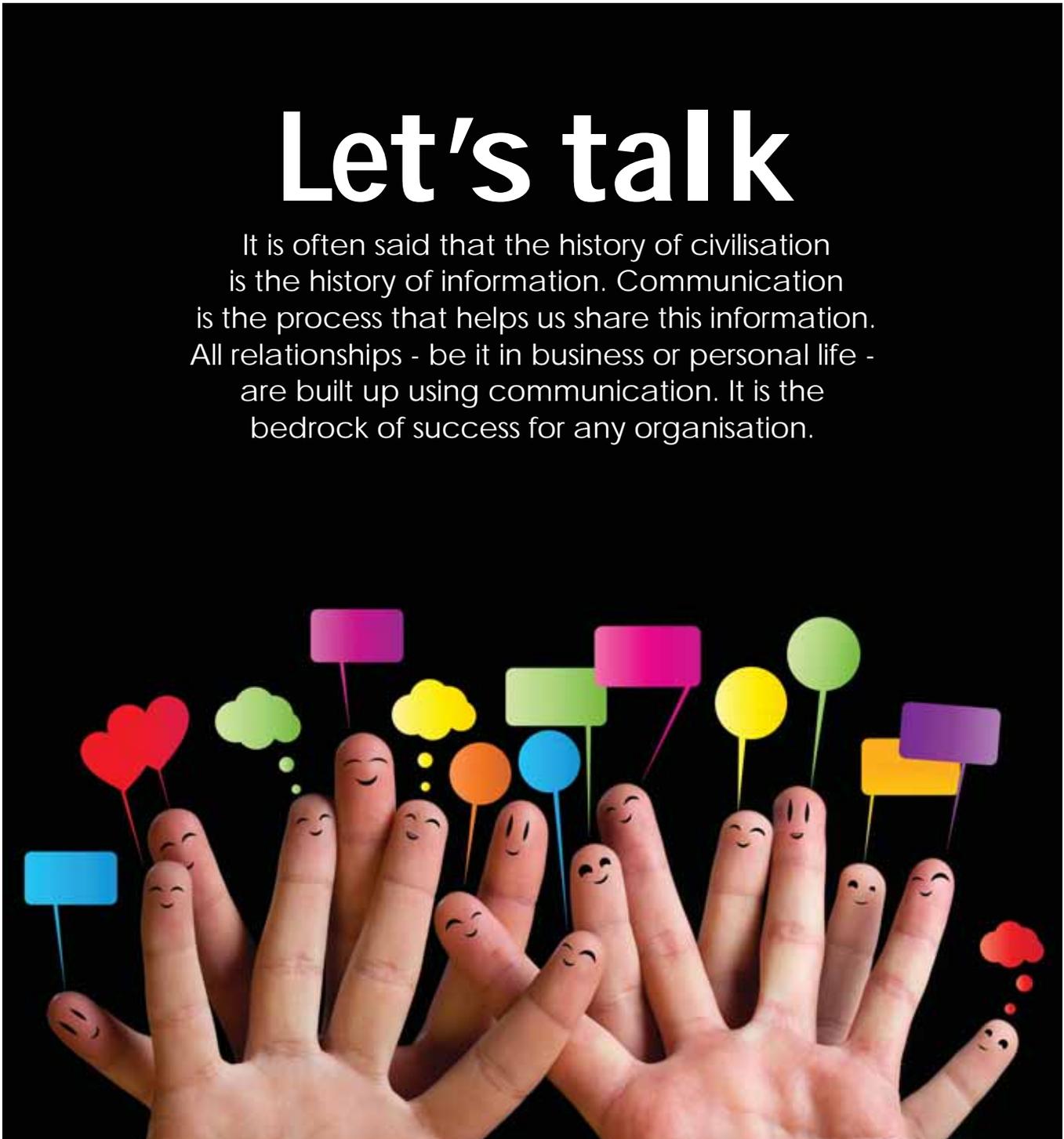
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## Let's talk

It is often said that the history of civilisation is the history of information. Communication is the process that helps us share this information. All relationships - be it in business or personal life - are built up using communication. It is the bedrock of success for any organisation.



# SAY IT WELL



## CHAIRMAN'S MESSAGE

Synthite has maintained an open channel of communication right from the beginning. We have been truthful to all our stakeholders - be it our employees, our customers or even the general public. We have treated them with respect. That culture has helped us gain a huge amount of goodwill.

In today's world, the biggest communication problem is we do not listen to understand. We listen to reply. Ineffective communication is a lack of respect. Without proper communication, people will not be able to understand what they are supposed to do, leave alone doing their work. Many a time we tend to put too much importance on technical skills. But soft skills are equally important.

Synthite today has operations across the world. Today we have people from different states and countries in the organisation. It is important that we develop an appreciation of each other's cultures. That would help us

communicate better and reach our common goals.

Synthite has expanded its operations to businesses in which it has to deal with the end customer of its products. It means that we will be subject to much more public scrutiny. Our reputation among the general public will have much more bearing on our success.

Nowadays, new platforms of communication - visual and social media - are gaining momentum. They throw up many opportunities and challenges. It offers us an effective and inexpensive method to reach more people. At the same time, we have to be careful about how we conduct ourselves in today's world. Even an inadvertent error on our part could spiral into a viral backlash.

The message is loud and clear. The way we look, the way we walk and talk, all should befit our stature as a global leader.



December 2016



**Ms Vivi Liao**  
Production Associate  
Xinjiang Unit

December 2016



**Mr Shyam Wilson**  
Sr Associate - Raw Material  
Procurement, Bio Ingredients  
Division

January 2017



**Grinding Team**  
Xinjiang Unit

# TOWARDS SUCCESS

Dear Synthite family members,

We are moving to another financial year with new targets and new strategies. If we look back at the results of 2016-17, I have the contentment that Synthite group, as a whole, has shown a positive growth. This growth did not happen all of a sudden by chance. It is a result of the choices that we made over the years. Many of them were difficult. But in the long run, they have helped us forge ahead of competitors.

Our quest for excellence starts right from the raw materials that we purchase. To ensure the quality of our raw materials, we have been engaging with farmers all over the country and training them on the best practices in agriculture. This approach helps us eliminate middlemen and procure the raw materials at a competitive price. I am happy to note that the excellent job that the procurement team has done will help us sustain our margins this year too.

We then process the raw materials in state-of-the-art plants manned by the best people using practices that are among the best in the world. We have instilled a culture of learning in the organisation that helps us improve ourselves continuously.

We have been abreast with the happenings in the industry too. Our marketing team has honed its skills in understanding the customer's needs. We have also developed a system to translate these requirements into new products. Innovation team works closely with the sales team and the customer to customise the product according to their requirement.

All these measures have helped us introduce many new products - products that are the best in the market. The growth we have achieved is the result of this strong foundation that we have built over the years.

In today's competitive world, we need to be more innovative. Today, products are getting marketed through new platforms. We need to be ahead of the time and take our products to the right customer. As you know, the food industry is currently going through a tremendous change. We need to adapt ourselves to the changing market.

I want to see you all working as a team to gain success. When everyone joins hands together, success will come our way.



MANAGING DIRECTOR WRITES

A team from National Geographic channel headed by famous historian Sam Willis visited Synthite to shoot for their documentary "Maritime Spice Route"



# BEYOND WORDS

Effective Communication plays an important part in the success of any organisation



According to the Bible, long ago, all the people of the world spoke just one language. They were an arrogant lot, and they embarked upon building a tower - the tower of Babel - to make a name for themselves. The tower was supposed to rise so high, that its top touched heaven. God wasn't pleased with their pompousness and decided to confuse them by making them speak different languages. As a result, communication collapsed, and confusion reigned. Then people quarrelled with one another and left, and the tower remained unfinished.

True, a breakdown in communication can scuttle the plans of any organisation. In fact, most of the problems in business can be traced to the lack of proper

communication. This makes honing our communication skills a critical task.

Communication is a process that involves the transfer of information, ideas, feelings, emotions and the like between people. The word 'communication' is derived from the Latin word 'communicare' which means 'to share, transmit or impart'.

The communication process consists of many elements such as the sender, the message, encoding, the medium, the receiver, decoding and feedback. Communication will be effective only when the intended receiver gets the message and interprets it as envisaged by the sender. All the elements in communication

play an important part in ensuring that the communication is effective.

In earlier days, face-to-face communication was the norm. It had the advantage that non-verbal cues can be used in communication. It is estimated that man has been using non-verbal communication techniques for the past 150,000 years. Oral communication or the ability to talk using languages developed much later around 55,000 years ago, while the written word has a history of just 6,000 years.

Even today, non-verbal cues form a large part of our communication. Studies show that what you say makes only 7 percent of the impact of your presentation. Non-verbal cues such as body language and



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tone account for 55 per cent and 38 per cent respectively. From this, it is clear that people give more attention to our non-verbal cues than to the words we speak, and if there is a mismatch between what our body communicates and our words do, they perceive us as untrustworthy. Hence it is important that we become aware of our mannerisms and use it to enhance our message. Communication is not just about speaking using the right non-verbal cues. The ability to listen - to receive and interpret messages accurately - also plays a key part in making the communication effective. Listening is not a passive process, in which a person hears the words that are spoken. It is an active process in which all the senses are involved. An

active listener is tuned into both the verbal and non-verbal cues of the speaker. He, in turn, provides feedback to the speaker by asking questions and through non-verbal cues such as nodding the head and maintaining eye contact. This helps the speaker know if the message has been communicated properly.

Today developments in information and communication technology have thrown open modes of communication that are much faster and cheaper. They have made it easier to keep in touch and share information from anywhere in the world at the touch of a button. The advent of the Internet has turned many of the marketing concepts on its head. Social media too has grown into a major means of

communication. In traditional marketing, we try to provide information about our product to the target market through advertisements and other promotional activities. But on the Internet, our customer comes searching for us. We have to make sure that we get found by the customer when he searches for a product. A basic requirement for this to happen is that we talk the language of the customer.

Also, the increase in bandwidth has opened new vistas for communicating through visuals. As the saying goes, "A picture is worth a thousand words". Today videos can communicate more information that too in a precise fashion than any text could do.



Synthite received the coveted "TPM Excellence Award" in category A from JIPM. Mr Ninan Philip, Director, Mr K.Gnana Vadivel, SVP Operations and Mr Ligeesh V. Joseph, Sr. Manager TPM receiving the award at the ceremony held in Kyoto, Japan on 23rd March 2017



Synthite received the "Top Exporter Award 2016" from the Customs Department, Govt of India. Ms Neetu Jose and Mr. Binu Skaria receiving the award



The teams from Synthite and Nestle together at the recently held International Spice Conference at Kovalam



Synthite was awarded the SUSTENANCE AWARD in the 15th ABK AOTS - CUMI 5S COMPETITION - 2016



The retiring employees of Synthite (from left to right) Mr P.T. Mathew, Mr P.P. Kuriakose, Mr P.Y. Kuriakose, Mr J.R. Thomas, Mr Damodaran C., Mr Baby K.V., Mr George M.V., Mr M.T. Joy, Mr Mathai M.V., Mr George M. Ambat, Mr Ramakrishnan N.K., Mr Abraham N.E., Mr Yohannan K.P., Mr Paulose T.M., Mr Clement K.J., Mr Tenson P.M. and Mr Thampi P.P. with Mrs and Mr C.V. Jacob, Chairman, Dr Viju Jacob, Managing Director, and Directors Mr Ninan Philip and Mr Aju Jacob.

## Safety First National Safety day celebrations



Mr C.V. Jacob, Chairman and Dr Viju Jacob, MD at the oath taking ceremony held at Synthite Taste Park, Pancode as part of the National safety day celebrations on 04 March 2017



The ambulance purchased for use at Synthite Taste Park, Pancode



The training program on "Road safety" conducted by the local RTO at Synthite Ongole on 07 March 2017



Mr. Raijo G Mattappillil, Engineer Associate, winner of the safety poster competition held at Synthite Marudur receiving the prize



Mr C.V. Jacob, Chairman hoisting the flag during the safety day celebrations at Synthite Kolenchery, in the presence of Mr Aju Jacob, Director and Mr K. Gnana Vadivel, Sr VP Operations



The mime performance by employees at Synthite Kolenchery



The chief guest at the function, Dr K.P.S. Nair, Independent Director, FACT delivering his message

## Operations begin in Rajasthan

Synthite has commenced operations in Rajasthan as a part of its initiative to move closer to the raw material origin. It will buy raw materials mainly coriander, mustard and fenugreek by eliminating multiple levels of suppliers. The procured raw materials will be processed (cleaned, graded, blended & ground) in a partner facility on a lean basis.



Mr Praveen Venkataramanan, CEO, Spice Division inaugurating the facility on 01 March 2017

## Women's day celebrations



Employees cutting a cake to celebrate Women's day

As part of the women's day celebrations, a meeting was organised in Synthite to discuss the concerns faced by women in the society. A cooking completion was also held as part of the celebrations that concluded with a High tea.



Managing Director Dr Viju Jacob distributing the prizes of the pencil drawing competition held on Republic day in Kolenchery (left). Winner of the drawing competition held for the children of the employees of Synthite Marudur receiving the prize (right).

OBITUARY



Dr. Neeraj PT (35),  
Manager- NPD & R  
30-Apr-2017



Dr Viju Jacob, MD inaugurating the annual day celebrations of the Hospitality division held at Ramada Resorts



Farmtech division distributed school kits, sports kits and library books to children studying in government schools in Harihar, Mysore and Ongole



Young Talent Communication Meeting held at Xinjiang Unit with Country Head, Synthite China, Mr Sreekumar Methil



50 selected farmers in Ongole were also given sprayers as part of the farmer support program



Tea@6 Birthday celebration at Xinjiang Unit



The Ethiopian delegation that visited Synthite on 3rd April 2017 with Dr Viju Jacob, MD and Mr K. Gnana Vadivel, SVP Operations



Tea@3 at Synthite Ongole