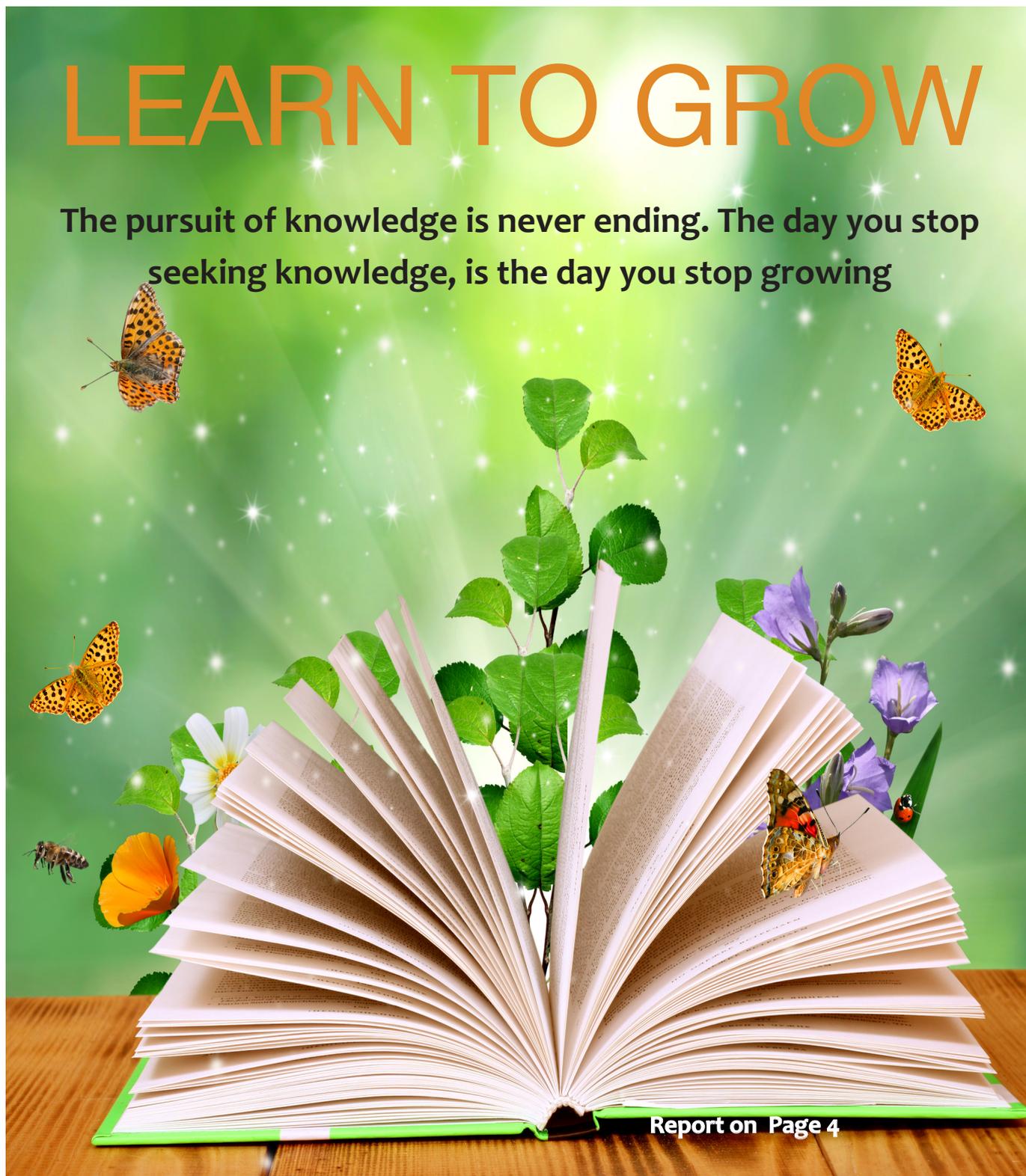


Synthesis

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LEARN TO GROW

The pursuit of knowledge is never ending. The day you stop seeking knowledge, is the day you stop growing



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KNOWLEDGE IS POWER



CHAIRMAN'S MESSAGE

I am happy to learn that the current issue of Synthesis is focusing on knowledge. I always stood for empowering my people with knowledge. It is an asset for anyone to climb the ladder in career as well as in personal life.

In today's world, it is highly essential to have the knowledge of what is happening around us every day. You should know what is GST and its impacts, what is the value of Rupee against USD, and so on. These are the common knowledge that we should have.

Similarly, in business, it is also very important to have a thorough knowledge about your customer and their requirements. You need to have a thorough study about the background of the customer,

the market, changing prices of raw materials, etc. Getting enriched with knowledge will help you to be more effective in your job.

I also see values as important as knowledge. Personal values are principles or qualities that an individual should hold in high regard. Our values guide the way we live our lives and it influences us in taking our decisions. It also acts as an internal reference while deciding on what is good and what is bad. Our values generate our behaviour.

One of the values I want to quote for you is consistency. You should consistently pursue to achieve whatever goal you have set in mind. Putting in consistent efforts to achieve it will certainly help you in reaching your goal.



Synthite was featured in "Power of I" special issue by Outlook Business Magazine, which featured eight companies that exemplified the power of Indian enterprise. Dr Viju Jacob, Managing Director, receiving the award from Mr V. Vaidyanathan, founder, Capital First and Ms N. Mahalakshmi, Editor, Outlook Business at Smart Enterprise 2017, their annual conclave held in New Delhi recently.

THE KEY TO SUCCESS

Everyone should understand that knowledge is a precondition for success. I believe that knowledge influences one's character, aptitude and ability to perform. By knowledge, I mean skills, education, experience and information. Be it practical or intellectual, knowledge will help you to find solutions to various issues.

Possessing knowledge can give us a feeling of contentment and extra confidence. Just imagine if you are meeting a customer for the first time. If you are well-prepared with research on him and his organisation, products, activities, etc. you can easily win him over. Or else, you will just be a listener to him. So, in today's smart world, possessing a lot of information is a basic requirement in any profession. In my thirty plus years' professional life, while interacting with people around the world, I have realised that knowledge commands more respect. There is no hierarchy for gaining knowledge. No matter who or how old you are, people will respect you if you are a person of knowledge.

The desire to learn is very important. Let me quote here the name of our employee

Mr K.C. Baby who is now Dr K.C. Baby. While handling the responsibility of the CVJ Creative Centre all these years, he found extra time for study and research. Knowing his interest, the management of Synthite has encouraged him to pursue PhD and today he has come out with the certificate of Doctor of Philosophy in Food Processing and Engineering. This should be noted as an example. Synthite will encourage each and every one of you to gain further qualifications and professional skills. Our team at Synthite Centre for Learning and Development is always there to support you. Programs such as Leading Synthite, Being Synthite, Synthite SMILE and DISHA help you gather the critical skills required for career progression in Synthite. I strongly feel that continuous education teaches us to be more aligned with the modern world and it also increases one's motivation and enthusiasm.

Please do not forget, knowledge will rust unless it is used and shared properly. Leaders should use it as a tool to empower their team. After all, learning itself is empowerment.



MANAGING DIRECTOR SPEAKS

THE NEED FOR LEARNING

The beautiful thing about learning is that the world can never take it away from you

The past couple of decades have seen an explosion of knowledge that has been created in the internet public platforms. The website Wikipedia.org, created by Jimmy Wales and Larry Sanger in 2001 is the true example for this. In olden days, to gather knowledge, the only way was to go to educational institutions or public libraries. Today the world of knowledge is at your fingertips. To make good use of it, one should have an urge for learning. And, please remember, age never matters in learning.

Today all progressive organisations in the world are focusing on encouraging employees in advancing their qualifications and gaining better skills through online and classroom trainings. It is a common practice now that organisations are investing time and money for empowering

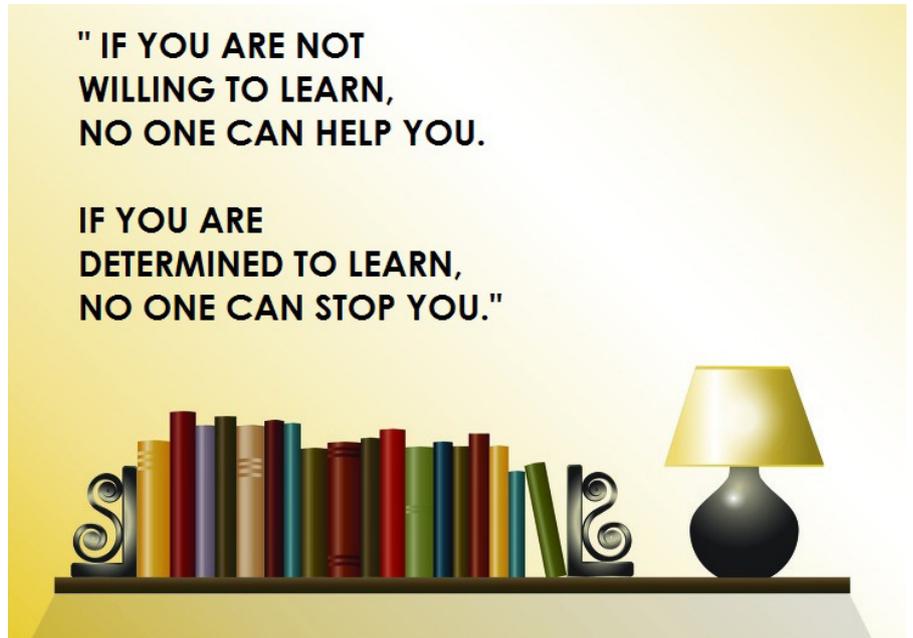
their manpower. Because employees are an important asset in any organization.

It is a proven fact that continuous learning brings

from the epic Mahabharata. Dronacharya, was teaching the young Pandavas and Kauravas about the importance of living a truthful life. He asked everyone

" IF YOU ARE NOT WILLING TO LEARN, NO ONE CAN HELP YOU.

IF YOU ARE DETERMINED TO LEARN, NO ONE CAN STOP YOU."



in positive changes in an individual. In fact, it is said that one's behaviour is the result of his learning. This can be illustrated by a small example

to repeat what he said: "I will always speak the truth". Everyone except Yudhishtira repeated what the teacher said. The teacher was not surprised. The same exercise repeated in the Gurukul for next few days and finally Yudhishtira too repeated it one day. When asked, he said "It took some time for me to rid my mind of lies". This shows, learning cannot be just learning, but it

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A practical training session in Synthite

should make positive changes in the learner.

In our hectic lifestyle, we have a feeling that there is too much to learn, and too little time for this. If we focus on what is to be learned, one can come out of this dilemma. Everyone does not need to learn everything. For school children, it is important to have knowledge on every subject. But for professionals, it is important to first understand what is to be learned. That will help to have a better impact in profession. Making the learning process effective for the learner is very important.

The world is changing fast. In last few years, a new global trend has started that sale of a good volume of consumer

goods are happening through e-commerce. Not only in retail, but even the B2B business enquiries are also received through internet platforms. The progressive companies are making the maximum use of these platforms. Earlier if people knew about the launch of a product through expositions, today within seconds, the world knows about the launch through internet. The best example is the recent announcement

of Reliance Jio about its 4G feature phones. Immediately after the press release, the news went through various means of communications and on the same day everyone came to know about this.

The pursuit of knowledge is never ending. The day you stop learning, you will stop growing. So, keep your eyes and ears open, seek knowledge and improve yourself. Once again, "Age never matters in learning".

For professionals, it is important to first understand what is to be learned. That will help to have a better impact in profession



Dr Viju Jacob, Managing Director, inaugurating the Europe office of Synthite in Netherlands on Friday, 23 June 2017



Herbal Isolates received Special Appreciation from Kerala Pollution Control Board. State industries minister Mr A.C. Moideen giving away the award



The team from Symega Flavours & Colours were the 1st Runner up in the Business Plan Competition at the KMA Young Managers Contest 2017. The team collecting the trophy from Mr Deepak Vohra, Additional Secretary, Ministry of External Affairs



Mr Baby K. C., Head of CVJ Creative Centre, has been awarded PhD in Food Processing and Engineering from the Karunya University. He was felicitated by Synthite Management and employees at a function held on 13th July 2017



Managing Director Dr Viju Jacob inaugurated Synthite's Seed Spices Unit at Unjha, Gujarat on Friday, 26th May 2017. The facility will handle seed spices such as cumin, fennel, fenugreek, coriander and mustard.

Synthite opens office in Ahmedabad

Synthite has opened a sales office in Ahmedabad. Operations from the new office commenced on June 01, 2017. The office is located at 209, 2nd Floor, Flexi Business Hub, Madhur complex, Stadium Six Road, Opposite Gwalia Sweets, Navrangpura, Ahmedabad, Gujarat – 380009



The Team Building session conducted by BI Sales & Marketing Team



The team building session conducted at Xinjiang, Synthite China



A family get together was held as part of the 10th anniversary celebrations of Symega Flavours & Colours. CEO Mr Paolo George cutting the cake along with the children of the employees on the occasion



Participants of the Interconnect event held at Intergrow Foods and Beverages



Training program on how to respond to medical emergency cases conducted for the employees at Synthite Marudur in April 2017



Tea @ 3 at Synthite Kadayiruppu



Tea @ 3 at Synthite Marudur



Dr Viju Jacob, Managing Director, planting a sapling as part of the World Environment Day celebrations at Synthite Kolenchery

As part of the Environment Day celebrations, Mr Suresh Kumar, General Manager, Ramada Resorts distributed saplings to the local community in Kumbalam



As part of the Environment Day celebrations, a session to create awareness of eco-friendly practices was conducted by Mr Robin Mathew, General Manager, Riviera Suites. Vegetable seeds were distributed to the staff members on the occasion



Employees actively participated in the World Environment Day celebrations at Synthite Marudur



Dr Viju Jacob, Managing Director, inaugurating Pepper Hall - the new meeting room at BI Kadayiruppu



Synthite's stalls at the International Exhibition of Raw Materials for Perfumery (SIMPPAR 2017) (top), IFT Expo in Las Vegas, USA (top right) and Kenya FoodAgro exhibition, Nairobi(right)

