

Issue 42, April 2023

BLOG

Balmer Lawrie
Organisational Gazette





I would like to begin the Editorial of the first issue of Balmer Lawrie Organisational Gazette [BLOG], our quarterly house journal, in the new financial year 2023-24 by quoting Marshall Field the American entrepreneur who founded Marshall Field and Company, the Chicago-based department stores in the 19th century. His business was renowned for its then exceptional level of quality and customer service. Field says, “Goodwill is the one and only asset that competition cannot undersell or destroy.” We can decipher that tangible items and commercials can be easily strategised to draw customers into the store, but it’s the intangibles for example goodwill, courtesy, respect, dignity that make the difference. John Wanamaker (American merchant and a pioneer in Marketing), who worked at Field’s store for more than 20 years, breathed and adopted the ideologies by Marshall Field on customer services, is remembered most for this famous customer-driven quote - “When a customer enters my store, forget me. He is king.”

When our Company registers good financial results, we feel happy, the Management congratulates all employees but we must remember that if Balmer Lawrie has remained profitable and stood the tests of time, it would not have been possible without our esteemed customers. Balmer Lawrie, in its entire corporate journey of 156 years has been fortunate to enjoy the trust and belief of its customers. Customer loyalty has been the Holy Grail of organisations and the loyal profitable customer has been wooed and taken care with all efforts. However, the entire paradigm of loyalty and the switching customer behaviour has been of concern across industries. This is enabled by greater access and lesser information asymmetry because of digital. Research shows that it’s less expensive to keep clients than it is to acquire new ones. According to polls, 82% of businesses feel that retention is much less expensive than acquisition. According to the Harvard Business Review, acquiring a new client might cost anywhere from 5 to 25 times more than keeping an existing one. McKinsey & Company found that 36% of consumers had tried a new product brand since the pandemic began, with Gen Z’ers and higher earners the most likely to switch to a different brand.

Hence, when we receive a customer compliant or any negative feedback, we must take necessary action, close the loop and feel grateful that the customer reverted and didn’t abandon us. After all, our most unhappy customers are our greatest source of learning. We must leave no stone unturned to leverage personalization, engage customers using digital tools, AI etc. Customers accessing our online platforms and crossing from one to another must have an experience of convenience, ease and speed. Businesses should proactively explore opportunities to reward loyal customers. Today, customers are becoming more concerned about social and environmental issues. Thus, focus on HSE and ESG best practices assumes more significance. To sum it up customer service including both internal and external customers is non-negotiable for us to remain relevant.

In this issue of BLOG we will bring you glimpses of the Foundation Day celebrations held across regions in February 2023. Hope you enjoy reading it. Please email your suggestions, feedback and contribution for the ‘Talent Unlimited’ column to mukhopadhyay.mohar@balmerlawrie.com.

SIGNIFICANT HAPPENINGS @ BALMER LAWRIE



Saurav Dutta, Director [Finance]



Abhijit Ghosh, Director [HR & CA]

- Two new Directors have been inducted to the roles of the Company. Mr. Saurav Dutta has taken over as Director [Finance] and Chief Financial Officer with effect from 31st January 2023. Mr. Dutta will be overseeing the Finance and IT functions of the Company. Prior to assuming charge as Director, Mr. Dutta was heading the Corporate Accounts & Finance including Taxation. Mr. Abhijit Ghosh has taken over as Director [HR & Corporate Affairs] with effect from 1st February 2023 and will be overseeing the HR and Corporate Affairs functions. Prior to his appointment as Director [HR&CA], he was leading the HR function of the Company as Sr. Vice President [HR] since December 2019. Hearty congratulations to both the Directors!



- The 25th Anniversary celebrations of Greases & Lubricants, Silvassa was organised at the plant premises on 18th March 2023. Mr. Raj Kumar Maity, Head [Greases & Lubricants] addressed all the employees on the occasion.



- Balmer Lawrie (UAE) LLC (BLUAE) crossed a significant milestone on 27th February 2023 as the Company held its 50th Board Meeting in Dubai. During the meeting, Mr. Adika Ratna Sekhar, C&MD presented a memento to His Highness Sheikh Hasher Maktoum in the presence of Mr. Biswajit Nandi, Executive Director, BLUAE, in honor of the long relationship. BLUAE, a Joint Venture Company of Balmer Lawrie was established in 1978 as a Limited

Liability Company. BLUAE, a pioneering container manufacturing company in the Arabian Gulf, is a large manufacturer of steel drums, tin and plastic containers of different capacities. On the same day Mr. Adika Ratna Sekhar, C&MD and His Highness Sheikh Hasher Maktoum inaugurated the Vertical Drum line, PPCP line and Second LBM line along with BLUAE's Dubai Investment Park (DIP) office. Present on the occasion was Mr. Biswajit Nandi, Executive Director, BLUAE and other employees.

- A special Official Language workshop was organised by the Official Language Department in the Western Region on 27th January at Varanasi.



- During the half-yearly meeting of the Town Official Language Implementation Committee (TOLIC), Undertaking held on 30th January 2023, Balmer Lawrie was felicitated with a shield by President, TOLIC (Undertaking) - Kolkata, for special contribution in the field of Hindi in the activities of TOLIC in the year 2022-23.



- The 52nd National Safety Week (NSW) was observed from 4th to 10th March 2023 in all units / establishments across locations. The week commenced on 4th March, observed as National Safety Day, with the administering of the safety pledge and reading out of C&MD's message. In line with the theme 'हमारा लक्ष्य-शून्य हानि / Our Aim - Zero Harm', various programs were organised over the week. The programs included extempore, online quiz, mock drills, online safety slogan and online essay writing competitions.



- International Women's Day (IWD) was celebrated with much fervour across regions pan India on 8th March 2023. As some offices were closed owing to Holi, the celebrations continued on different days during the week. On the occasion a special newsletter 'Shakti' was published for the first time. The IWD theme this

year was #EmbraceEquity. A two day online developmental workshop on Enterprise Design Thinking was organised on 9th & 10th March 2023 for all women Executives pan India. The workshop focused on enhancing analytical, problem solving and creative thinking skills. Mr. Adika Ratna Sekhar, Chairman & Managing Director inaugurated the workshop and addressed all the women Executives. Besides the training program, regions specific events were organised as part of the IWD celebrations.

Awards



Mr. Adika Ratna Sekhar, Chairman & Managing Director was conferred Awards in the categories 'CEOs Consistent HR Innovators' and 'Top HR Innovators' on 8th February 2023 at an event organised by World HRD Congress in Mumbai. Hearty congratulations to C&MD!

SBU: Cold Chain won the "Best Customer Service in Cold Chain Industry" award in the Cold Chain category as part of the World Logistics & Supply Chain Congress and Awards. The award was presented in a grand ceremony at Taj Lands End, Mumbai on 18th February 2023. Congratulations to the Cold Chain team!



Balmer Lawrie was declared winner in the category 'Managing Risks & Risk Assessment at Work' and Runner Up in 'Best Health & Wellbeing Program' in the 6th Annual HSE Strategy Summit & Awards 2023 organised by M/s Inventicon Business Intelligence Pvt. Ltd. In the award ceremony held on 21st February 2023 at Mumbai, the team comprising Mr. R S Louis, COO [LI], Mr. Rajesh Raghavan, AVP [Operations], Mr. Milind Barve, Manager [Operations] and Md Ferozkhan U, Sr. Manager [HR] received the awards on behalf of the Company. Congratulations to Team LI!

Balmer Lawrie was awarded the prestigious "Best Logistics Company of the Year" award at the Eastern Star Awards. The award ceremony, which was held on 24th February 2023, witnessed the participation of various shipping lines, freight forwarders and customs brokers of the Eastern Region. The Eastern Star Awards are one of the most sought-after awards in the logistics industry, that recognise and honour the best performing companies in the domain. Balmer Lawrie's winning the award is testimony to its commitment to excellence and exceptional service.



Azadi Ka Amrit Mahotsav (AKAM) initiatives



As part of the Azadi Ka Amrit Mahotsav celebrations (AKAM), Balmer Lawrie organised a painting and quiz competition for the students of Vidyasagar Sishu Siksha Kendra and Baharu Girls' High School, South 24 Parganas, West Bengal. The painting competition for the students of Vidyasagar Sishu Siksha Kendra was organised on 24th January 2023. A total number of seventy students participated in the competition. Six community resource persons and family members of the students were invited, and they were present throughout the event. On 25th January 2023, the quiz competition on AKAM was organised for the students at Baharu Girls' High School. Around eighty students participated in the competition. Apart from the students, four resource persons from the community and the school faculty members joined the event.



A drawing competition was organised on Swachhata [AKAM] in the primary school at Andherpada, Sayli village, Silvassa in which a total of 25 students participated with great enthusiasm. This competition was held on 15th March 2023 as part of AKAM initiatives.



A drawing competition was organised on Swachhata [AKAM] in Prathamik Gujarati School, Khadoli village, Silvassa in which a total of 28 students participated with great enthusiasm. This competition was held on 16th March 2023 as part of AKAM initiatives.

MESSAGE FROM CHAIRMAN & MANAGING DIRECTOR



Adika Ratna Sekhar
*Chairman & Managing
Director*

We are well into the new financial year and the best way I could begin my message was to thank each one of you, our customers, shareholders and all who have contributed in Balmer Lawrie's growth in the previous year. It is an honour and privilege for me to lead this diversified conglomerate, that is a market leader in the various businesses it operates. I feel happy to state that we have improved on the previous year's performance and continue to remain profitable in spite of all the challenges in the business environment. We embarked on many significant projects in 2022-23 with the objective of clocking strong Y-O-Y growth in our businesses across sectors. I want each of the businesses to keep pushing the envelope to make Balmer Lawrie a Rs 10,000 crore Company by 2030.

I will encourage each one of you to move out of your comfort zone and take calculated risks to achieve the desired results. When you take risks and they work out, you develop a new sense of confidence, and this helps you to identify capabilities that you had never seen before. Continue to innovate and think out of the box. Customer service and quality have been our highest priorities. However, embracing disruption and staying agile will differentiate us from competition in future. Next-generation technologies will dictate the way businesses will evolve and operate, and to drive growth, we have to be sensitive to shifting consumer demands and leverage emerging technologies.

The organisation is undergoing transformation with the stream of retirements and large number of new professionals joining at various levels. Over the next few years, we will witness a significant reduction in the average age of the Executives. It is important that while we safeguard our culture and heritage, we must ensure that the newcomers are given a supportive environment to integrate into the organisation. We must be flexible to accept their suggestions and ideas and provide them the space to apply their contemporary knowledge and skills. HR will have to play a strategic and meaningful role in developing and nurturing talent, encouraging innovation, motivating and rewarding performers and creating leaders. I'll encourage all newcomers to adopt the Balmer Lawrie values and foster the culture of oneness and openness that we pride on.

My best wishes to all of you in the new financial year!

TÊTE-À-TÊTE WITH DIRECTOR [SERVICE BUSINESSES]



Adhip Nath Palchaudhuri
Director [Service Businesses]

1. How has your journey as Director [Service Businesses] been?

I took over as Director [Service Businesses] of Balmer Lawrie on 1st March 2020. Within 25 days of my assuming charge, the Government of India announced a nationwide lockdown as a preventive measure against the COVID-19 pandemic in India.

While Travel hit a pause, Logistics responded with tremendous determination and courage. I would like to give a shout out to COO [LI], Mr. Romon Louis who led from the front and made sure that the CFS Units and the Cold Chains remained operational 24X7 and, despite all risks and fear, continued to serve its customers in a heroic manner.

I am calling it out as my journey in this current role has been shaped by the sacrifices and commitments that are routinely made on an everyday basis by our colleagues in different businesses, in different ports and airports, in events chaired by high authorities, in supporting the world's largest vaccination drive, in equipping the country's armed forces who stand guard or in serving sportspersons who bring glory to the nation. More often than not, it is the individual who stands up and delivers and that has been my biggest learning – the spirit of the Balmer Lawrien.

The Logistics teams, as a collective, resonate adaptability and adventure. SBU: Cold Chain has become an independent SBU with the branding of LOGICOLD, Logistics Services has handled multiple leadership transitions with equanimity, Logistics Infrastructure resurrected VPLPL as a PM Gati Shakti program and secured the CFS licence, the new initiatives that the SBUs are embarking upon – all are reflective of the spirit of Explorers, who are undaunted by obstacles and are always forging ahead to attempt fresh discoveries. As the SBUs dovetail themselves further, the combination of assets and services and technology insights will forge an even more compelling value proposition for our customers, and I am looking forward to getting a ring-side view of that wonderful expedition.

I have been awestruck by the resilience shown by the Travel & Vacations SBU, which bounced back from the worst of troughs to unscaled heights with sheer fortitude and optimism while for nearly 18 months not knowing what will happen to the skills honed over years and careers nurtured over decades. The SBU: T&V leadership and Thiyaga (especially) seem to be embody the Muhammad Ali quote *“You don’t lose if you get knocked down; you lose if you stay down”*.

The Travel vertical used the lull smartly and reorganized business operations, optimised cost, created ‘One Hub’ structure for ticketing operations and, most significantly, succeeded in establishing a robust, scalable, flexible technology platform. The Vacations vertical pivoted from its traditional base of Foreign GITs to more of MICE, more of Corporate, more of Domestic FIT. As I “have travelled” with the teams in this journey, I learnt about their resourcefulness, their knowledge, their relationships and the respect and regard with which they are held amongst the customer personnel.

I started my tenure in Balmer Lawrie in Corporate IT working with SAP implementation program. The level of interaction with Manufacturing SBUs and Corporate Functions were more compared to the Services SBUs and subsequent to that stint I was in SBU: IP for a duration. As Director [Service Businesses] I was a relative stranger but I believe Services SBUs and the personnel have adopted me and nurtured me and have made me feel as one of their own, and I am grateful for that.

“Which is more important,” asked Big Panda, “the journey or the destination?” “The company.” said Tiny Dragon.

2. What are the key initiatives that you have undertaken and the biggest challenge that you have faced?

In Travel & Vacations (T&V) we have launched the exclusive Flight Booking portal for Government of India employees in April 2022. We have implemented the ‘One Hub’ structure for Operations and Key Account Management for customer relationship and service. We have augmented focus towards Domestic destinations and MICE services besides Group International Tours and customised FIT holidays, leveraging and synergising the Travel customer base for the Vacations vertical. We have initiated the incentive scheme for T&V personnel and are making all efforts for effective talent management.

In Logistics, the Cold Chain Business Unit got carved out of SBU: LI and it was able to commission the LOGICOLD Unit at Bhubaneswar in July 2022. As part of rapid multiplier strategy, we are working towards building mini Cold Chain Units beyond the large cities and a LOGICOLD Unit is being set up at Vijayawada in collaboration with Central Warehousing Corporation with whom we have signed an MOU. We are enhancing our warehousing capacity pan India along with development of CFS Warehouses in Kolkata and Chennai and upgradation of W&D Sonapur facility. In the last three years, Logistics Services significantly transformed its business mix and closed last financial year with more than 30% of its turnover coming from Private customers. I personally feel that it is reflective of a much more market-oriented mindset, which will hold us in good stead in years to come.

Vishakhapatnam Port Logistics Park Limited (VPLPL) is an equity JV between us and Vishakhapatnam Port Authority. It had been conceived as Multi-Modal Logistics Park and our predecessors in the Balmer Lawrie Board have had the vision years ahead of developing this Logistics Infrastructure format that is assuming immense relevance in the Logistics landscape of the country today. The team is cognizant of taking the legacy of the pioneering spirit of Balmer Lawrie forward and I am hopeful that VPLPL, with the recently secured CFS licence, will function as a critical maritime logistics facility for the East Coast

While I would not call it a challenge, I feel the area which presents us with an opportunity is far greater adoption of technology. Services businesses, more than the Manufacturing businesses, are vulnerable to tech disruption and it is incumbent on us to take advantage of the emerging solutions. Travel has demonstrated excellence through technology, but I believe we are barely scratching the surface and we do need to up the game.

Leveraging the strength of 'One Balmer Lawrie' has always been a relatively untapped opportunity, where the Service SBUs can take advantage of the deep customer/supplier relationships that all our businesses enjoy. Exploiting synergy and facilitating a collaborative mindset will remain a continuous priority for all leaders of Balmer Lawrie and the recent initiatives being taken by CHRD can help weave a common DNA across all SBUs and Functions.

3. What are your thoughts on Integrated Logistics being the way forward for Balmer Lawrie to emerge as a leader in the organised Logistics sector?

There is a much-touted statistic of Logistics cost being 13-14% of India's GDP compared to single digit percentage for all major economies. As India attempts to become a \$5trillion economy, for our businesses to be competitive in a global arena it is critical that we bring Logistics cost down and improve on our ranking in World Bank's Logistics Performance Index. Today, India is emerging as a leading Logistics Hub, with the Government rolling out initiatives like the PM Gati Shakti, Multi Modal Logistics Parks (MMLPs), National Logistics Policy (NLP), Dedicated Freight Corridors, National Rail Plan 2030, Sagarmala, Act East Policy etc. These cohesive actions of the Government are facilitating a paradigm shift in establishing an organised and competitive logistics ecosystem and for the first time Logistics is commanding economic and political headlines.

Balmer Lawrie recognises the need and significance and hence, has established a state-of-the-art MMLP at Visakhapatnam. We are venturing into 3PL in Eastern India and will be offering the integrated supply chain solution with hub-spoke warehousing and Primary / Secondary distribution, coupled with Cold Chain and ODC cargo management. Sharing of knowledge and opportunities amongst the Logistics SBUs will enable them to offer a comprehensive bouquet of services by positioning Balmer Lawrie as a one-stop solution which can handle international freight, customs clearance, door delivery through local and last-mile transportation and domestic / EXIM warehousing. The crux of an integrated logistics solution is delivering value through technology offerings to customers. Balmer Lawrie has kept pace with the technological advancements in the field of logistics like RFID, WMS, GPS enabled real time tracking and temperature monitoring, and is now ready to venture into usage of new age technology, such as automated solutions, analytics, CRM etc. in its future logistics projects.

4. We witnessed a paradigm shift in the Travel & Vacations business owing to the pandemic. What are the key focus areas in the present?

The COVID-19 pandemic deeply dented the Travel & Vacations business but Balmer Lawrie persevered in ensuring that we never compromise on the fundamental principle of #TravelBeginsWithTrust. We ensured full refunds for Vacations customers and made getting refunds for our Travel customers our vocation, by digging deep into our relationships with the airlines across all our branches.

The core values of Balmer Lawrie - Integrity, Reliability got tested to the extreme for the Travel & Vacations SBU and I am proud that the SBU has emerged from this crucible with scars but stronger and more confident. Both verticals have delivered highest ever gross turnover and profit in the last fiscal and we believe we are just starting

The teams have proactively worked towards building and strengthening the internal business processes to drive efficiency and productivity. For the ticketing vertical, the focus has been towards delivering service excellence through implants and ticketing agents leveraging a state of the art MidOffice tech platform, automated ticket booking through various flavours of Self Booking Tool products, efficient cancellation and refund management and providing superior customer service through 24X7 contact centre. Our flagship SBT product is one of the best and unique products in the market for large Corporates, which enables

customers to make their bookings via web and mobile applications while ensuring complete control and security of the end-to-end ticketing process. The Government of India ticketing portal has been developed to ensure superior value to the Government of India employees for their official as well as personal travel needs. This shift from largely B2B to a fair proportion of B2C is a precursor for Balmer Lawrie to expand its focus towards leisure travel business. Consequently, Vacations Exotica, our holidays brand is working towards cross-selling to the large customer base of Travel and developing effective marketing programs and efficient distribution to bring customised domestic and foreign tours to a prospect pool which trusts the Balmer Lawrie brand.

Leveraging Virtual and Augmented Reality to provide travellers an authentic experience, analytics to prompt and recommend destinations and attractions and similar such deep-tech trends are disrupting the industry and our success in the coming days will depend as much on technology as on our ability to provide value to the customers through innovative and competitive products.

5. What are your short term and long term goals that you have identified for the Service Businesses?

We are focussed on establishing ourselves as a leading Integrated Logistics solutions provider in the country offering best-in-class business solutions for every mode of logistics (air, water, land, rail) under one roof to our customers. Our long-term goal is to be a preferred Logistics partner to our corporate customers (Government, PSU, Private) by offering a judicious mix of assets and services and by leveraging partnerships across the logistics ecosystem. We are keen to tap a wide range of emerging areas in logistics e.g. 3PL, railway movement, inland and coastal movement, MMLPs, FTWZ and Cold Chain solutions in ensuring that we contribute towards the larger national goal of bringing efficiency to supply chain for products to be more competitive in the global arena. Another ambition is to go beyond the national boundaries and establish presence in countries which have large trade relationships with India – so that we can partner our customers across their inbound / outbound supply chain rather than providing a spot solution.

In case of T&V, while continuing to strengthen our traditional base of Corporate Travel, we are gradually expanding our focus towards leisure travel. Short term goal is to expand our share of private business for corporate ticketing and be a supplier of choice by virtue of technology and service. Expanding our footprint to tier 2 & 3 cities by developing a franchisee / PSA network will allow us to reach a wider customer base and help cross-sell our leisure products to a demographic which trusts us for our values and ethics. We have to supplement our traditional strength of Ticketing for Government and PSUs by penetrating a diverse and much larger corporate customer base with complementary offerings such as Accommodation, Land, MICE services etc. and emerge as a One-Stop Solution for an Institution's travel and hospitality needs. The longer-term vision is to establish Balmer Lawrie as a significant player amongst the Travel Agents and Tour Operators community and align our Revenue and Profit mix with that of the industry which derives a majority share from the Leisure segment as compared to the Corporate. For us to successfully move forward in this direction, it is imperative that both the Travel and Vacations teams leverage each other's strengths and work together to give a 'one brand one company' feeling to our customers. The credibility and trust that we are able to establish have to be extended to the leisure travel opportunity from our corporate customers' employee and associate base – which is a massive revenue space with family holidays, group tours, thematic tourism – and help us become a part of the family's discretionary spend budget.

6. Are the Service Businesses future ready? What growth can we expect from the Service Businesses in the next 3 to 5 years?

The Logistics industry as well as the Travel and Tourism industry are undergoing rapid digital transformation, and in the next few years companies will heavily invest in cloud computing, artificial intelligence and machine learning to leverage data, optimize operations be more incisive in marketing, selling and servicing. The Service Businesses of Balmer Lawrie will have to be smart in technology infusion and invest heavily in reskilling our employees to successfully cross over to the new paradigms.

No matter what our vision and strategies are, the crux of long-term success will be defined by our customer centricity, service levels and ability to adapt to the demands of the everchanging business environment.

Balmer Lawrie enjoys a legacy in the Logistics and the Travel & Tourism industries and has been serving esteemed customers for more than five decades. I am confident that the Service Businesses have the potential to meet the demands of the future with the team of professionals and domain expertise. Trust and transparency make us different, and we shall emerge successful!

7. Your message for all Balmer Lawriens...

Remember, we are fortunate to work in an organisation like Balmer Lawrie, a PSE that gives you numerous opportunities to explore. So, go all out, think out of the box, innovate, collaborate with both internal and external stakeholders and be customer obsessed.

We will have to embrace the changes that are being ushered in at unprecedented pace. There may be change of roles, change of processes, change of structure, change of products pitched and a mindset of flexibility and adaption will determine the success of the individual as well the SBU. Teams will have to be collaborative, and leaders have to be humble as we are covering uncharted territories and there will be constant learning as we feel and find our way forward. However, if we work together across functions and locations and hierarchy with the single-minded focus to serve the customer better and help the organisation succeed, then the FUTURE WILL BE OURS.

TÊTE-À-TÊTE WITH DIRECTOR [MANUFACTURING BUSINESSES]



R M Uthayaraja
*Director [Manufacturing
Businesses]*

1. How has your journey as Director [Manufacturing Businesses] been?

I have worked in various manufacturing plants with different designations. Now, this new role has given me an opportunity to utilise the expertise, which I have experienced all along. I am very happy to lead the Manufacturing Businesses and would like to take this Company to the next level as much as I can. The Board level journey is giving me an overall exposure of the entire Company and governing mechanisms. Yes, it's a happy journey!

2. What are the key initiatives that you have undertaken and the biggest challenge that you have faced?

I have handled two SBUs as an Executive Director and in the other SBU there was a movement in leadership position as well. When I took over charge, all three SBUs were being led by new leaders; thus, the team was strengthened and stabilised. We have identified certain projects such as production of

Ethanol, Textile chemicals and Intermediate Bulk Containers (IBCs), to take them forward as new project initiatives apart from the few process improvement initiatives that we have undertaken.

3. Automotive Retail is an area of focus for the lubricants business. How do you see this business growing in the next 3 to 5 years?

This segment was stagnant for a long time without growth. Already base work has been done in terms of Balmerol branding. If you want to grow, you need to grow in all respects as each segment is interlinked. Already a plan is in place, but the issue is in implementation. There was a huge requirement of manpower to spearhead the plan and that has been rolled out. We are strong in the Southern Region and currently planning to replicate the same in other regions with strong technical and marketing teams coupled with mechanic engagement programs. Though the CAGR is 3 to 4% we have the ambitious target of achieving threefold of the current volumes in the next 3 to 5 years. The team of Greases & Lubricants (G&L) is fully activated, and I have hope that the G&L flag will fly high in future.

4. What is the growth strategy for SBU: Industrial Packaging (IP) and how are the expansion plans in the Exports segment shaping up?

Being a major contributor for top and bottom line of the Company, this business is having its own issues. We are holding handsome market share. Many small players have jumped in and there is a fierce competition on price. Re-establishing the Technology and Product Development Centre for developing new products and cost reduction activities, commissioning of Chittoor modernisation project, dedicating one throughput plant for the export market and improving product basket in all the plants are the major growth strategies for IP. A separate marketing team for handling Exports is being setup and our focus will be on Indonesia, Africa and Australia.

5. Balmer Lawrie has forayed in Agro and Textile chemicals. How do you envision the future in these segments?

We are producing leather chemicals. It is a confined business where growth opportunities are very much restricted because of various environmental norms. Once we entered the finishing chemicals segment, we got the exposure of manufacturing other chemicals since the technology is same. It's a kind of surfactants what we are making, the functions are same. Chemicals penetrate into leather, chemicals penetrate into fabric, chemicals spread into leaves; the process and technology are more or less same. Both textile and agro are vast fields and we need to be specific in which segment we need to play. The segment in focus for textiles is printing and in agro it is pesticides and emulsifiers. The way things are moving, I feel Balmer Lawrie will have strong presence in both textiles and agro chemicals by 2030.

6. How has increased competition and preference for MSME vendors impacted the Refinery & Oil Field Services (ROFS) business?

The ROFS business is for recovering hydrocarbon from the tanks. It's a technology-oriented job which needs lot of technical skills and strict compliance of safety norms. After the MSME preference by vendors, we are forced to reduce our margins to withstand the market pressures. Still, most of the companies are preferring Balmer Lawrie because of timely completion of job and quality of services. We may have to focus more on power sector as well as oil sector. Already the SBU has started exploring the Ethanol business as a diversification.

7. What are your short term and long-term goals that you have identified for the Manufacturing Businesses?

I strongly feel technology innovation and continuous improvement are the key drivers for any business. We must have well established R&D facility and strong teams for continuous developments. R&D has to come up with new technologies to reduce the cost of production for existing businesses and develop new products for setting up new Strategic Business Units (SBUs). Already we are working on three projects and some more projects are in pipeline, so manufacturing businesses will achieve Rs. 6000 Cr revenue by 2030 by setting up another 4 SBUs apart from the existing SBUs.

8. Are the Manufacturing Businesses future ready? What growth can we expect from the Manufacturing Businesses in the next 3 to 5 years?

The kind of businesses we are operating in are almost four decades old and still we are the market leaders and front runners in all businesses. This is being maintained by quality products and quality services. That is our strength. Adding 4 more SBUs will add up to our top and bottom line.

Industrial Packaging is planning to improve its product basket and exploring its presence in IBCs which will make us move forward. G&L has already rolled out its plans, Chemicals has launched its products in Textile and Agro Chemicals and ROFS is in the process of getting feasibility study report. Everything is in order to reach our target of Rs. 6000 Cr by the year 2030.

9. Your message for all Balmer Lawriens...

Enjoy the moment, celebrate life, take care of your health, love your job and be happy.

KNOW YOUR LEADER...



Saurav Dutta
Director [Finance]

1. Your motivation to stay with Balmer Lawrie...

The diversified portfolio of businesses and the geographical spread provided an excellent opportunity for learning and development. A very open culture, easy accessibility of Top Management and absolute freedom in planning and execution of work have been very conducive. The warmth and affection showered by everyone made me feel absolutely at home even though I had left my home, family and friends and shifted to a new city. Continuous appreciation and guidance from seniors have been inspirational and motivating.

2. Significant professional and personal achievements

At Balmer Lawrie (BL), I was very fast in internalising the rules, procedures and various manuals which were regarded as the guiding principles in carrying out business activities. This led to people at all levels, across functions and SBUs seeking my views on such matters. My speed of execution was well noticed, leading to continuous entrustment of additional responsibilities on my shoulders from an early stage. My openness towards accepting new roles gave me a very enriching exposure in Industrial Packaging, Greases & Lubricants, Logistics Services, ROFS, E&P and at Corporate A&F which included accounts, taxation, internal audit and treasury. My deputation in Transafe Services Ltd. during difficult times honed my skills at multi-tasking and further boosted my confidence levels.

Personally, I kept moving forward gradually in BL at different pace, but my commitment to my job and faith on Seniors was unwavering even in trying times. My dedication to BL and patience have always been rewarded. Each promotion made me feel elated, but the crowning glory came with my selection as Director (Finance).

3. Your vision for the Finance and IT functions...

Traditionally, BL has been blessed to have a strong Finance function, which had many stalwarts in its fold and who were highly respected. There has been a sea-change in the functioning and expectations of stakeholders from this function.

Business valuation has historically been determined by its tangible assets. In the current digital age and knowledge economies, tangible assets, including working capital, fixed assets, and financial capital employed, comprise far less of a company's value. Intangible value that is not measured nor communicated is generally reflected in market premiums that represent the difference between enterprise value and book value.

Boards, Management, investors, and other stakeholders increasingly seek greater understanding of what drives value and the long-term strategies for sustainable value creation. In this backdrop my *vision for A&F* is – creation of a group of trusted professionals who set the standard of the Finance function through a culture of continuous improvement by being knowledgeable and transformative. They need to be able to capture key value driver metrics related to capitals or resources and relationships beyond financial measurements of value to enhance internal decision making and external communication.

IT is the backbone of all businesses nowadays and giant leaps are being taken in this function worldwide. My *vision for IT* is that it should be able to provide secure and seamless access to information in any form through a robust and reliable infrastructure. It should engage in collaborative relationship with the various stakeholders, act as a trusted partner anticipating the needs and responding with innovative solutions.

4. Who all are there in your family?

My father an ex-PSU employee and my mother a housewife, live in the same city. My wife Sayantani teaches Geography in Sri Sri Academy, a school founded by Sri Sri Ravishankar. Our only daughter Prayati has just completed her Masters in Engineering from Virginia Tech University, USA and is contemplating her next move. I have two brothers who are younger than I am – one of them is settled in USA and the other one is in Kolkata.

5. Who is the person who influenced you the most and why?

It is very difficult to identify and name any single person as I have been influenced by various persons at various stages of my life and continue being influenced even now. My values have been shaped by my parents and reflects in my persona. Everyone else, which includes my wife, daughter, relatives, teachers, friends and colleagues have contributed significantly in their own way. I enjoy my interactions with juniors whose ideas and thought processes are very challenging and help me bridge the generation gap.

6. What is your favourite one liner?

‘True contentment is not having everything, but in being satisfied with everything you have.’ I try to follow the same in everything I do, and it helps in keeping a lot of pressure off me.

7. What are your hobbies?

I like reading novels and fictions in both English and Bengali. I am a film fanatic and watch all sorts of movies in any language. I like listening to melodious songs. I enjoy travelling a lot and last but not the least, interacting with people rejuvenates me.

8. Which is your favourite travel destination?

I have travelled a lot within India with my parents and brothers and later with my wife and daughter. The Goan atmosphere is very enticing. I have fond memories of Lakshadweep with its pristine beaches and coral reefs.

9. Two things that you would want your colleagues to know about you.

I am very mischievous and naughty at heart and enjoy playing pranks. I am very laid back generally and need to be pushed into doing things.

10. Your management style or mantra

I believe in participative management by actively involving everyone in the decision making process which makes it easier to implement because of the ownership that it creates. I believe that every person can contribute in their own way and hence encourage them to be innovative, create a sense of belongingness and finally have self-belief.

11. Message for all Balmer Lawrie employees

Be flexible and open to change. Believe in your potential and trust your Seniors. These will lead you to your destination.

Know Your Leader...



Abhijit Ghosh
Director [HR & CA]

1. Your motivation to stay with Balmer Lawrie...

Balmer Lawrie is an organisation that values its people,. What the organisation achieves is a result of the combined efforts of its people. Every Balmer Lawrien is an integral part of the Company. This culture permeating in the Company happens to be the motivator.

2. Significant professional and personal achievements

Wherever I worked in my entire coporate journey, I have endeavoured and tried to help people in the organisation to realise their potential and help them integrate themselves to the organsiation.

3. Your vision for the HR & CA functions...

I would want every member of the HR & CA function to adopt and adapt to

change. Our objective should be to nurture the human potential and create an environment that encourages high quality performance, bringing in the spirit of 'big team' and the spirit that "We Can".

4. Who all are there in your family?

In my family I have my father, who is a retired Public Sector employee and my mother, who is a homemaker. Some close friends have also become a part of my family.

5. Who is the person who influenced you the most and why?

Personally, my maternal grandfather has always been my inspiration because of his calm exposure and deep thinking abilities. In course of my professional journey too, have come across professionals who have been great influencers.

6. What is your favourite one liner?

People are the Company's greatest asset - they can bring in the needed competitive edge and advantage.

7. What are your hobbies?

Photography and trekking

8. Which is your favourite travel destination?

Sandakphu, West Bengal

9. Two things that you would want your colleagues to know about you

I like exploring different kinds of vegetarian cuisine. I also like to interact with people and understand their emotions and learn from them.

10. Your management style or mantra

Be with people, understand them and have genuine concern for them.

11. Message for all Balmer Lawrie employees

Strive for excellence, have commitment and passion, focus on your strengths and realise your weaknesses. Move with humility and be Humane.

FOUNDATION DAY CELEBRATIONS IN THE EASTERN REGION





Our company celebrated its 157th Foundation Day on 1st February 2023. To mark this occasion a function was organised at Mistika Banquet, Kolkata on 5th February which was attended by the Board of Directors, employees and their families. The function was inaugurated by Mr. Adika Ratna Sekhar, C&MD, Balmer Lawrie. The programs included distribution of long service awards and a musical performance by the Balmer Lawrie band “Tarana”. As part of the celebrations, Razzmatazz - Talent Contest, Rangoli, Photography, Group Photograph, Musical Quiz and Sit and Draw competitions were organised besides an inter-Department Cricket and Football Tournaments, which witnessed enthusiastic participation from the employees. The celebrations ended at a high note with the performance of the popular band ‘Sajda Boyz’.

Long Service Awards





Football Tournament

When the world was engrossed with the FIFA World Cup fever, Balmer Lawriens played their very own Football tournament as part of Foundation Day pre-events on 11th December 2022. Eight teams participated in the tournament, including ROFS & Vigilance, G&L, LS, Corp. IT, Corp. HR & Admin, LI, Corp. A&F and T&V. All the fixtures were knockout rounds. One single mistake and you bid adieu to the tournament. Ultimately, after 2 rounds of entertaining knockout fixtures, ROFS & Vigilance and G&L progressed to the finals. It was a close contest; the only way they could be separated was through a penalty shootout. It was a valiant performance by the G&L team who had played an attacking brand of football throughout the tournament. However, ROFS & Vigilance carried on their momentum from winning the semi-final on penalties after scoring an equalizer in the dying seconds to earning bragging rights by winning the penalty shootout in the finals.



Glimpses of the football tournament



Winners – ROFS & Vigilance



Runners-up – G&L – Kolkata



Highest Scorer – Tanmay Bhattacharjee, G&L – Kolkata



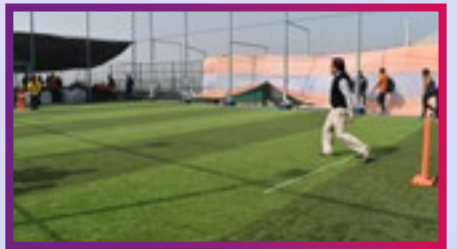
Best Goalkeeper – Dibakar Mondal, ROFS



Best Player – Subhadip Chattaraj, G&L – Kolkata

Cricket Tournament

The inter-SBU / Function cricket tournament was held on 8th January 2023 at Kolkata. The teams participated in the event with much enthusiasm. While HR & Admin emerged winners, G&L-Kolkata walked away as runners-up. Mr. Subhadip Chattaraj was declared the 'Best Bowler' and Mr. Rahul Tiwari was the 'Best Batsman' and Mr. Saurodip Gupta walked away as the 'Man of the Series'. The prizes were given away during the Foundation Day celebrations at the Mistika Banquet





Glimpses of the cricket tournament



Winners – HR & Admin



Runners-up – G&L-Kolkata



Best Bowler – Subhadip Chattaraj, G&L – Kolkata



Best Batsman – Rahul Tiwari, CFS - Kolkata



Man of the Series – Saurodip Gupta, CHRD - Kolkata

RAZZMATAZZ – The Talent Contest

A talent contest for employees and their family members was organised on 15th January 2023.

Singing



1st – Parag Banerjee & Aritro Banerjee sons of Mamata Banerjee, Director's Secretariat



2nd – Madhurima Dey, Secretary's Dept.; Reek Basu s/o Surajit Basu, T&V; Satadyuti Biswas d/o Santanu Biswas, HR and Sk Nayat Areeb s/o Sk Abu Jafor, ROFS



3rd – Gairik Chowdhury s/o Gopendra Nath Chowdhury, LS and M S Ravishankar s/o Mantha Sanyasi Rao, Administration Dept.

Dancing



1st - Sridhatri Mukherjee d/o Subhojit Mukherjee, Administration Dept



2nd – Anchita Majumder, G&L and Payel Sengupta, Corp. IT



3rd – Madhurima Dey, Secretary's Dept.



Consolation – Kalpana Kumari, Priyanka Mondal & Poushali Sen, T&V

Musical Instrument



1st - Deva Prasad Das, CHRD



2nd - Himadri Maity s/o Samir Maity, Administration Dept.



3rd - Sk Nayat Areeb s/o Sk Abu Jafor, ROFS

Musical Quiz for Employees

A musical quiz competition was organised for employees at the Balmer Lawrie Training Centre in the Corporate Office at Kolkata on 20th January 2023. The teams were named after Ragas.



1st - Team Dhannasri (Santanu Biswas, Maitrayee Majumdar, Anchita Majumder & Puja Chawla)



2nd - Team Todi (Snehasish Dutta, Sumitra Bhattacharyya, Mrigashikha Mitra Banerjee & Arunima Ghosh)



3rd - Team Bilawal (Deva Prasad Das, Sk Abu Jafor, Alva Manisha Barla & Sonali Saha)

Photography Competition



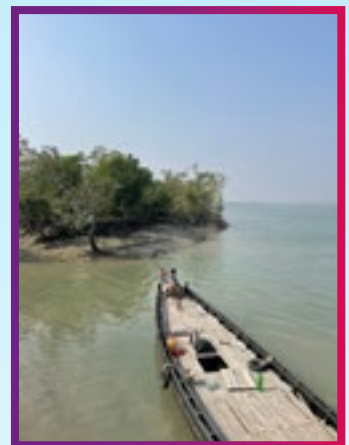
1st - Dhritiman Nandi, ROFS and Moumita Karmakar, RHR-ER



2nd - Sandip Mistri, A&F & Sangita Das, LS



3rd - Ranotosh Banerjee, ROFS and Kaustov Banerjee, LS



Consolation - Rohan Nag, LS; Rajdip Mallick, T & V and Madhurima Dey, Secretary's Dept.

Short Video / Reel Competition

The contestants had to submit a short video / reel of 30 seconds. Below images are screenshots of the reel.



*1st - Ankita Hazra,
Trainee – CHRD*



2nd - Pallab Ghosh, RHR – ER



3rd - Moumita Karmakar, RHR – ER



Consolation - Nandita Das, RHR - ER

Rangoli Competition

A Rangoli competition was held on 31st January 2023 for units and offices in the Eastern Region. The Corporate Office was divided floor wise.



1st - 3rd Floor



2nd - Ground Floor



2nd - G&L - Kolkata



2nd - ROBC 5th Floor



3rd - CFS - Kolkata



3rd - 1st Floor



3rd - 2nd Floor



Departmental Photograph Competition

A departmental group photograph competition was organised on 01st February 2023 which witnessed great enthusiasm.



1st - RHR-ER



1st - CHRD & CA



2nd - Corporate IT



2nd - Travel & Vacations



3rd - Corporate A&F



Consolation - G&L - Kolkata



Consolation - CFS - Kolkata

Art Attack – Drawing Competition for Employees

A painting competition was organised for employees of the Eastern Region on 2nd February 2023.



*1st - Kamalika Saha,
Administration Dept.*



2nd -Sk Abu Jafor, ROFS



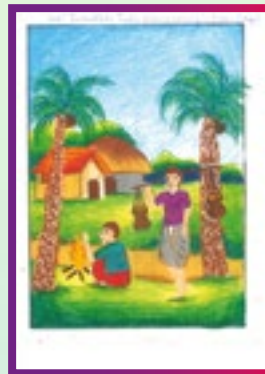
*2nd - Promila
Sardar, LS*



3rd - Sudip Kumar Dhar, G&L



3rd - Susmita Dey, CHRD



*Consolation –
Chandrani Mondal,
RHR – ER*



Consolation – Nilanjana Chakraborty, G&L

Sit & Draw Competition for children on 5th February 2023





A sit and draw competition was organised for employees' children on 5th February at Mistika Banquet, Eco Park during the celebrations. There were three categories. The names of the winners are as follows:

GROUP A	
1st	Sk Nayat Areeb s/o Sk Abu Jafor, ROFS Sridhatri d/o Subhojit Mukherjee, Administration Dept.
2nd	Pranavi d/o Abhishek Lahoti, Secretary's Dept. Dibyanshi d/o Kaustav Sen, Legal
3rd	Aryan s/o Ashutosh Gupta, T&V
GROUP B	
1st	Aagriya d/o Ayan Sarkar, LI Pavika d/o Abhishek Lahoti, Secretary's Dept.
2nd	Satadyuti d/o Santanu Biswas, HR Prapti d/o Projjwal Ghorai, G&L
3rd	Trishan s/o Gopal Chandra Khanra, G&L Rhitoban s/o Damayanti Sikder, T&V
GROUP C	
1st	Shreeti d/o Sarwan Singh, CFS Ayush s/o Ashutosh Das, G&L
2nd	Iraban s/o Damayanti Sikder, T&V Suryansh s/o Ashutosh Gupta, T&V
3rd	Aaradhya d/o Abhishek Kumar, G&L Shevam s/o Dinesh Yadav, G&L
Consolation	Swastika d/o Raju Debnath, T&V

Congratulations to all the winners!

FOUNDATION DAY CELEBRATIONS IN THE WESTERN REGION





The Foundation Day celebrations at Mumbai commenced with lighting of the lamp by the senior leadership team in the Western Region. During the function long service awards were given away and variety of programs like magic show, dance performances, quiz contest etc. were organised. Over all it was a fun filled show with employees and their families enjoying thoroughly.

Winners of Sit & Draw Contest are as follows:



Rifa Zia d/o Md Ferozkhan U, CFS – Mumbai



Kashish d/o Mr. Kantikumar Bhoir, CFS – Mumbai



Tanishka d/o Mr. Rajinikant Patil, CFS - Mumbai



Manthan s/o Ms. Sonali Patil, Ballard Estate Office - Mumbai



An early morning beach cleaning drive, 'Jalosh 10' was conducted by Western Region employees in association with Project Mumbai on 21st January 2023 at Mumbai as part of Foundation Day pre-events.



As part of Foundation Day 2023 pre-events, employees of Industrial Packaging, Navi Mumbai participated in site cleaning activities, Shramdan in the plant premises on 24th December 2022.



As part of Foundation Day 2023 pre-events, employees (Balmer Lawrie & Contractors) of Industrial Packaging, Navi Mumbai planted 75 saplings under the theme of “One Employee One Plant” in the premises of the manufacturing unit on 31st December 2022.



There were celebrations galore at Silvassa as well. The employees and their families enjoyed thoroughly during the day.

FOUNDATION DAY CELEBRATIONS IN THE NORTHERN REGION



In the Northern Region the Foundation Day celebrations commenced with releasing of Balmer Lawrie coloured balloons. The various programs included sit and draw contest for children, races, musical programs, just a minute games and long service award distribution amongst others. The winners were given away attractive prizes. The employees and their families had a great day and cherished every moment.

Below are the winners of various competitions held for Employees:

RACING COMPETITION - EMPLOYEE



FIRST - ARUN, Logistics, Delhi



SECOND - BINOD SINGH, RHR - North, Delhi



THIRD - VIKASH, Travel, Delhi

FASHION SHOW / RAMP WALK



FIRST - ALKA DHAWAN, Travel, Delhi

SECOND - NISHA, Travel, Delhi



THIRD - SUAIB ALAM, RHR - North

SKETCHING COMPETITION



FIRST - SONALI ADHIKARI, Vacations, Delhi



SECOND - LAVNYA BHARDWAJ, Vacations, Delhi



THIRD - SUAIB ALAM, RHR-North

PHOTOGRAPHY



*FIRST - LAVNYA BHARDWAJ, Vacations, Delhi
SECOND - SONIA BHASIN, Vacations, Delhi*



THIRD - SUAIB ALAM, RHR-North

BEST DRESSED MALE



FIRST - ARUN BHATTI, Travel, Delhi



*SECOND - RAJIB SAIKIA, Travel, Delhi
THIRD - BARUN DUBEY - G&L, Delhi*

BEST DRESSED FEMALE



FIRST - NEHA CHAUHAN, Travel, Delhi



SECOND - PRIYANKA YADAV, Travel, Delhi



THIRD - JYOTI MEHRA, Travel, Delhi

BEST WORKSTATION



FIRST - LAVANYA BHARDWAJ, Travel, Delhi



SECOND - DIVYA RASTOGI, Travel, Delhi



THIRD - PREETI BHATIA, Travel, Delhi

RANGOLI COMPETITION

NAME	DEPARTMENT	PRIZE
RAJESH KUMAR	Travel IT, Delhi	FIRST
ASHI SHARMA	Travel, Delhi	
PRIYANKA YADAV	Travel, Delhi	
VINOD	RHR - North	SECOND
VIVEK	RHR - North	
PREETI BHATIA	Travel, Delhi	
NEERAJ RANI	Travel A&F, Delhi	THIRD
AKASH MUNDLE	T&V A&F, Delhi	
ADIL AMAN	T&V A&F, Delhi	
KAUSTABH KANT	T&V A&F, Delhi	
PREETAM SINGH	T&V A&F, Delhi	
TARA DATT	T&V A&F, Delhi	
ASHISH BHIST	T&V A&F, Delhi	

Below are the winners of the various competitions organised for children:

DRAWING COMPETITION (0 TO 8 YEARS)

SN	NAME	EMPLOYEE NAME	DEPARTMENT	PRIZE
1	APURVI KUMARI	d/o ASWANI KUMAR	Travel, Delhi	FIRST
2	UDAYVIR SINGH	s/o BALJINDER KAUR	Travel, Delhi	SECOND
3	TANISHQ BHUGRA	s/o SHILPI BHUGRA	Travel, Delhi	THIRD

DROWNING SHEET (9 TO 15 YEARS)

SN	NAME	EMPLOYEE NAME	DEPARTMENT	PRIZE
1	SARTHAK	s/o NEERAJ RANI	Travel, Delhi	FIRST
2	AARIKA	d/o NEERAV GUPTA	Travel, Delhi	SECOND
3	DISHITA	d/o DEBASHISH MALLICK	Travel, Delhi	THIRD

RACING COMPETITION (0 TO 8 YEARS) BOYS

SN	NAME	EMPLOYEE NAME	DEPARTMENT	PRIZE
1	PIYUSH	s/o KUMAR PAL	Travel, Delhi	FIRST
2	LAKSHYA	s/o MANISH KUMAR	Travel, Delhi	SECOND
3	UDAYVIR SINGH	s/o BALJINDER KAUR	Travel, Delhi	THIRD

RACING COMPETITION (0 TO 8 YEARS) - GIRLS

SN	NAME	EMPLOYEE NAME	DEPARTMENT	PRIZE
1	TAPSHYA	d/o INDER SINGH	Travel, Delhi	FIRST
2	BHAYA	d/o INDER SINGH	Travel, Delhi	SECOND
3	NISHITA	d/o MAYANK GAUTAM	Travel, Delhi	THIRD

RACING COMPETITION (9 TO 15 YEARS) BOYS

SN	NAME	EMPLOYEE NAME	DEPARTMENT	PRIZE
1	YASH	s/o MANISH KUMAR	Travel, Delhi	FIRST
2	SARTHAK	s/o NEERAJ RANI	Travel, Delhi	SECOND
3	YAKSHIT	s/o DINESH CHAND	Logistics, Delhi	THIRD

RACING COMPETITION (9 TO 15 YEARS) GIRLS

SN	NAME	EMPLOYEE NAME	DEPARTMENT	PRIZE
1	MANSIRAT KAUR	d/o BALJINDER KAUR	Travel, Delhi	FIRST
2	ARIKA	d/o NEERAV GUPTA	Travel, Delhi	SECOND
3	GANEEV KAUR	d/o BALJINDER KAUR	Travel, Delhi	THIRD

Congratulations to all the winners!

FOUNDATION DAY CELEBRATIONS IN THE SOUTHERN REGION



In the Southern Region as part of the Foundation Day celebrations employees and their families enjoyed a day outing together. The long service awards were distributed on 1st February at Manali, Chennai.



A cricket tournament was organised in Chittoor as part of Foundation Day celebrations.

KNOW YOUR FELLOW BALMER LAWRIEN...



Kamlesh Goyal
Chief Manager [A&F]
Logistics Infrastructure -
Mumbai

How long have you been working with Balmer Lawrie and currently what is your role/department?

I joined Balmer Lawrie on January 16, 2006 and have completed 17 years and 04 months of service in this fabulous organisation. Currently I am designated as Chief Manager (A&F), heading the Accounts & Finance function of SBU: Logistics Infrastructure (LI), based at CFS - Navi Mumbai.

What do you like about Balmer Lawrie and tell us about a momentous occasion in the Company?

Balmer Lawrie is well diversified Company having its presence in manufacturing as well services sectors with multiple SBUs and by virtue of its diversity, the Company could successfully continue its long journey of glorious 156 years! The work culture of the Company is very professional, and the Top Management is very supportive and easily accessible unlike many PSUs.

I have many memorable moments in Balmer Lawrie to cherish but the most momentous occasion was when I was elevated as SBU Finance Head of SBU: LI.

Who is your inspiration in life and why?

My mother is my biggest inspiration in my life. She has always imbibed in me the courage to face tough situations with grit and overcome the challenges as and when life would present to me. She also advises me to put in best of the efforts and to be honest and responsible in all my dealings. In spite of the fact that we had to undergo some financial difficulties during my early years of upbringing, she always encouraged me to pursue my higher education; although, I had some initial thoughts to quit and support my family financially by doing few odd jobs.

My wife also has always been my strongest support. She has been with me through thick and thin. She has been my constant source of inspiration and has always encouraged me to take on bigger challenges in life. In spite of her own professional engagements, she has been able to strike a perfect balance at home as well.

Place you belong to and who all are there in your family?

I belong to Thoi, a small town in Sikar District of Rajasthan. My family comprises of my father, mother, brother, two sisters, my wife, daughter and a son.

What are your hobbies?

I like reading books besides being a fitness freak and running marathons, cycling, swimming, trekking and above all visiting exotic locations.

Message for fellow Balmer Lawriens...

Hard work, honesty, self-belief and dedication is the key mantra for success, which one should follow in life throughout for fulfilling both personal and professional aspirations.



Abira Guha

Asst. Manager [HR]

*Corporate HR Department -
Kolkata*

How long have you been working with Balmer Lawrie and currently what is your role/department?

I have been working with Balmer Lawrie for the past 3 years 9 months and presently I am posted at Corporate HR Department, Head Office, Kolkata.

What do you like about Balmer Lawrie and tell us about a momentous occasion in the Company?

The fact that Balmer Lawrie carries a legacy of 156 years with its consistently rich culture makes me feel proud to be a part of this Company.

I feel every day at Balmer Lawrie is momentous for me since every day I learn new things in the Company. It's a place of continuous learning and it's very hard to find a work culture similar to ours which can provide you with any such opportunity.

Who is your inspiration in life and why?

Though mostly people will mention the names of great leaders or activists, I will take the name of my maternal grandfather here. He has inspired me in every stage of life with his ocean of knowledge, his

bravery, optimism and fighting power. He never believed in giving up in any situation and always taught us to acquire knowledge from whichever sources we can.

Place you belong to and who all are there in your family?

I belong to the City of Joy – Kolkata and have my father and mother in my family.

What are your hobbies?

My hobbies include a lot of things viz. photography, singing, writing, composing, playing musical instruments, collecting antique coins, gathering knowledge of different musical instruments and wristwatch collection.

Message for fellow Balmer Lawriens...

The kind of workplace that we have in Balmer Lawrie (BL), I believe can rarely found in any other organisation or PSE. Be it the rich legacy of BL, its open-door policy or the level of acceptance of new joiners in the organisation, its intrapreneurial culture, all these facets are highly appreciable and are BL's pride. The extent of knowledge that one can gather here is immense and incomparable. So, my message to my fellow Balmer Lawriens will be "Let's put our hands together and take Balmer Lawrie to another height where we can make a difference".



Neha Chauhan
Asst. Manager [Travel]
Travel & Vacations -
Delhi

How long have you been working with Balmer Lawrie and currently what is your role/department?

I have been associated with Balmer Lawrie since 12 May 2012 and my journey began as a Junior Officer at the domestic counter in Delhi and I currently, hold the position of Assistant Manager - Northern Region overseeing the domestic counter and VIP cell.

What do you like about Balmer Lawrie and tell us about a momentous occasion in the Company?

Balmer Lawrie is a brand known for its diversity and its presence in various verticals to drive superior business with profits. Its vision, transparency and ethics have proven it to be one of the best PSEs and a Company that always works with a winning spirit. There is good support from Seniors and there's work-life balance.

Joining Balmer Lawrie, a renowned PSE, from a small non-IATA company is undoubtedly a significant leap in my career. It's natural to have mixed feelings of excitement and anxiety when facing new challenges and stepping out of my comfort zone. Embracing this opportunity of joining this diverse conglomerate has not only provided me with valuable professional growth but has also helped me to develop my knowledge and skills. This episode of joining the Company will always be memorable to me.

Who is your inspiration in life and why?

My inspiration in my life is my father. He always believed in "when the going gets tough, the tough gets going" and taught me not to give up during tough times. He always motivated and encouraged me to follow the right path.

Place you belong to and who all are there in your family?

I am a resident of Delhi and have completed my MBA from IMT University Ghaziabad. Presently, my family comprises three members, including me.

What are your hobbies?

I love reading books, watching movies and surfing the internet.

Message for fellow Balmer Lawriens...

Balmer Lawrie's success is built on the collective efforts and synergies of its employees. By supporting and inspiring each other, we can create an environment where everyone can excel and reach their full potential.



Udit Biswas
Junior Officer [HR]
Regional HR – Southern
Region, Chennai

How long have you been working with Balmer Lawrie and currently what is your role/department?

I joined Balmer Lawrie in September 2021 and currently I am designated as Junior Officer [HR] at Manali, Chennai.

What do you like about Balmer Lawrie and tell us about a momentous occasion in the Company?

Balmer Lawrie, a Government of India Enterprise, is a very prestigious organisation with rich history and legacy. Balmer Lawrie is an organisation where one can get so many opportunities to learn. Senior Officials and colleagues are always supportive.

There are so many memorable moments in Balmer Lawrie especially when we celebrated Pongal for the first time in our Manali Complex, Chennai.

Who is your inspiration in life and why?

There are many people who have inspired me in some way or the other, but my mother (my best friend) and father are my real inspiration because they have supported me in each and every phase of my life.

Place you belong to and who all are there in your family?

I belong to a small town, Kalna in Purba Bardhaman district of West Bengal. My family consists of my father, mother and my younger sister, who is already married and settled with her family.

What are your hobbies?

I like cooking. In my spare time I enjoy watching geo-political events.

AWARDS & ACCOLADES



FFAI Congratulates Nitesh Kumar on Being Awarded **FFAI Young Logistics Professionals 2023** and for Being Nominated for 'FIATA YLP YIFFA Award – 2023'



Nitesh Kumar

The Federation of Freight Forwarders Associations in India (FFAI), a member of International Federation of Freight Forwarders Associations (FIATA), representing India, awarded FFAI Young Logistics Professionals Award for 2023 to Mr Nitesh Kumar, Asst Marketing Manager, Balmer Lawrie & Co. Ltd. FFAI has nominated him for 'FIATA YLP-YIFFA Award-2023' from India. Mr Nitesh Kumar is a B. Tech in Marine Engineering.

Congratulating the winner and conveying best wishes to all participants Mr Shankar Shinde, Chairman, FFAI on behalf of the juries and other members said, "I am happy to note the enthusiasm of the participants to get the FIATA YLP YIFFA Award for India. This will showcase the Indian youth talent in Logistics and also create leadership positions." In his opinion, the Award attracts and encourages the next generation to look for opportunities in the Logistics Industry by choice to have new innovative talent in this logistics industry. "It was good to witness last year FFAI nominated Avishkar Srivastava winning FIATA YLP Award for Asia Pacific Region and reaching the final runner up for FIATA YLP International Award. I am confident that we will be able to achieve this award for India this year as well with the capability of the candidate nominated," said the FFAI Chairman.

FEDERATION OF FREIGHT FORWARDERS' ASSOCIATIONS IN INDIA

Mr. Nitesh Kumar, Asst. Manager [Marketing], Cold Chain – Hyderabad won the FFAI Young Logistics Professional Award 2023 at the National level and has been nominated for Asia Pacific continental leg of the award. Hearty congratulations to Nitesh!

Below are some entries of the drawing competition held for employees' children in the Eastern Region during Foundation Day celebrations:



This House Journal contains information relating to Balmer Lawrie and is published for circulation amongst its employees. This has no commercial value and is not sold to the public.

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