

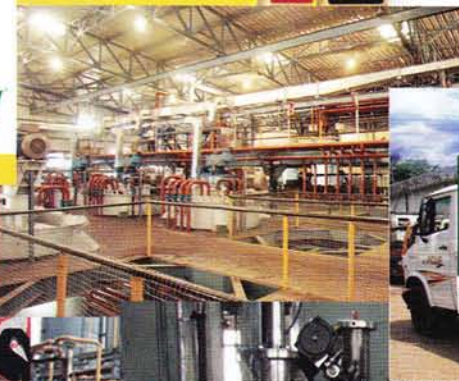
# Balmer lawrie Organisational Gazette



# BLOG

Vol. 1 Issue 6

August, 2013



**Balmerol LUBRICANTS**

**DOUBLE POINT DHAMAALI**

ATTENTION Retailers / Dealers

Now every time you sell any of these Balmerol Product Packs, you can win the same discount voucher as the consumer. Limited period offer till stock lasts!!!

Brand	Specification	Price (incl. Tax)	Point Value
EXCEL TURBO	SAE 15W-40 4-STROKE ENGINE OIL	110.00	10.00
EXCEL TURBO	SAE 10W-40 4-STROKE ENGINE OIL	110.00	10.00
EXCEL TURBO	SAE 5W-40 4-STROKE ENGINE OIL	110.00	10.00
EXCEL TURBO	SAE 15W-40 4-STROKE ENGINE OIL	110.00	10.00
EXCEL TURBO	SAE 10W-40 4-STROKE ENGINE OIL	110.00	10.00
EXCEL TURBO	SAE 5W-40 4-STROKE ENGINE OIL	110.00	10.00
EXCEL TURBO	SAE 15W-40 4-STROKE ENGINE OIL	110.00	10.00
EXCEL TURBO	SAE 10W-40 4-STROKE ENGINE OIL	110.00	10.00
EXCEL TURBO	SAE 5W-40 4-STROKE ENGINE OIL	110.00	10.00
EXCEL TURBO	SAE 15W-40 4-STROKE ENGINE OIL	110.00	10.00
EXCEL TURBO	SAE 10W-40 4-STROKE ENGINE OIL	110.00	10.00
EXCEL TURBO	SAE 5W-40 4-STROKE ENGINE OIL	110.00	10.00

Valid on following SKUs:

EXCEL TURBO 15W-40 4-STROKE ENGINE OIL 110.00

EXCEL TURBO 10W-40 4-STROKE ENGINE OIL 110.00

EXCEL TURBO 5W-40 4-STROKE ENGINE OIL 110.00

EXCEL TURBO 15W-40 4-STROKE ENGINE OIL 110.00

EXCEL TURBO 10W-40 4-STROKE ENGINE OIL 110.00

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EXCEL TURBO 10W-40 4-STROKE ENGINE OIL 110.00

EXCEL TURBO 5W-40 4-STROKE ENGINE OIL 110.00

91.9fm friends Adda, Ganga Total Fun

PRESENTS **FARHAN LIVE ROCK ON CONCERT**

4TH AUGUST, 2013 | METAL INDOOR STADIUM | 6 PM

Event Sponsoered By: **Balmerol LUBRICANTS**



**RED START! BIKER 4T**

SAE 20W-40 4-STROKE ENGINE OIL MEETS API SJ & JASO MA2

**Balmerol LUBRICANTS**

**RACE TO THE TOP RACE 4T**

4-STROKE ENGINE OIL

**Balmerol LUBRICANTS**

Always Smooth, Always Ahead

"Grease rahe duroost Bearing ka life rahe tandroost"

**Balmerol SML ISUZU**

Grease Wheel Bearing Grease

60,000 KM

Always Smooth, Always Ahead

**EDITORIAL**

In our endeavor to bring you slices of Balmer Lawrie, we had started the 'Strategic Business Unit (SBU)' specific theme of BLOG from the May 2013 issue, which featured the Logistics business of the Company. Trust you enjoyed reading the issue and discovered things little known about both Logistics Infrastructure and Logistics Services. We now bring you glimpses of Greases & Lubricants (G&L). Read this issue to know more about its history, its manufacturing processes, the brand "Balmerol", also its achievements, people and the future plans.

The gloom in the current economic environment of the country is posing challenges for all our businesses. Rapid fall in the value of the rupee, persistent inflation over the past few years and the high current account deficit (CAD) are leading to the slowdown. In such a business environment, all that we can do is to remain focused on the achievement of our goals.

I continue to look forward to your suggestions/feedback and contributions for the 'Talent Unlimited' column from you and your family members. Do not hesitate to send them to mukhopadhyay.mohar@balmerlawrie.com.


**GREASES & LUBRICANTS BUSINESS OF BALMER LAWRIE****LEADERSHIP SPEAKS****Mr. Viren Sinha**

Chairman &  
Managing Director

I started my career in G&L in 1980. G&L occupies a special place in my heart. G&L has been a market leader in greases and it continues to maintain its leadership position. However, the Lubricants business has never quite got its acts together to be able to lead the pack.

I am tempted to believe that our R&D got de-focused over the last 10 years and lost all the fire power of the 1980's and 90's. Not only have we stagnated in the last 2-3 years, volumes have marginally declined. I feel team G&L should increase their appetite for change and new ideas; it is not hungry enough for success in the market place. I sincerely feel that our people should embrace change, gather enough courage to challenge status quo, actively hunt for talent from outside, and lead from the front on a mission mode.

We have recently set up a modern, state-of-the-art plant at Silvassa, and I encourage the team to come up with a complete modernization plan for the Kolkata manufacturing unit, now that the lease issue is resolved with Kolkata Port Trust (KPT). Here is my challenge to the team; develop an aggressive strategy for the next 2-3 years, invest into talent and technology, and ensure seamless execution to increase our market share benchmarking with Tide Water and Castrol.

G&L has a huge marketing budget of more than ₹ 7 crores this year. Never in the history of BalmerLawrie has such an investment been made for sales promotion and branding activities, and I sincerely urge the team to think out of the box to extract optimum mileage out of this budget.

The lubricant market is fiercely competitive. We must have agile processes and people to constantly upgrade our product portfolio, innovate to access new market and expand footprint, and develop win-win partnership with dealers for an eco-system that is capable of generating demand. It is high time that the team sheds its sense of mediocrity and embraces the challenges of business growth and market development.

**Mr. Anand Dayal,**

Director  
[Manufacturing Businesses]

SBU-G&L is the pioneer of grease manufacturing in India and has a long tradition of product innovation and new product offerings in the country. The market accepts us as the quality leader nationally and we enjoy very good credibility from the end customer.

Although, we continue to remain a dominant grease manufacturer and marketer in the country, the SBU is now focused on further developing the lubricant oil side of the business to complement our strengths in the grease product line.

Historically we have been very strong in the "Industrial" segment and continue to nurture and hold this strength. Over the past few years, we have now forayed into the "Retail" segment and are seeing the success of our efforts in increasing volumes in the retail segment as a part of our total business.

## GREASES & LUBRICANTS BUSINESS OF BALMER LAWRIE

We still are some way away from our targeted objectives in this effort to grow our retail and lubricant oil business but with a talented team in place, we are on track to reach our ultimate objectives.

Recently we have invested in upgrading the Silvassa plant as a "State-of-the-art" manufacturing facility and this would once again go a long way in helping us achieve our targets.

Our internal strength of Applications Research and Technology, coupled with a renewed strengthening of the marketing force, will provide us an accelerated path towards our targeted volumes, turnover and profit. On this occasion of featuring SBU-G&L as the lead story in BLOG, I wish them all the success.



**Mr. Abhijit Roy**  
COO  
[Greases & Lubricants]

SBU:G&L has been passing through a difficult phase with volumes and profits stagnating for four years now. During the last financial year, we have laid the foundation for putting the SBU on a growth trajectory through implementation of appropriate planned initiatives. New initiatives have been taken in brand building and redesigning of product packaging as also implementing innovative incentive schemes in tune with market requirement. Intensive brand campaigns took place in select territories across the country. All this has resulted in a significant growth of around 10% in the retail business. Strategic initiatives were also taken in terms of obtaining OEM approvals and making a foray into new customer / product segments to put the SBU on a fast track. Special mention may be made of the approvals of Rail Road Oil, Traction Motor Bearing Grease, Suspension Bearing Oil and most importantly new generation Traction Motor Gear Compound from

Railways, Fire Resistant Hydraulic Fluid HFDU Type from DGMS and Maxilife Grease from M&M, FES Division. Entering into rate contracts with two major IC's of L&T and securing oil business for the first time from Tata Motors were salient milestones in our efforts to enter into new avenues of business. In the overseas business, new customers have been developed in Africa, the Middle East and the Far East which will go a long way in giving a boost to our exports.

New state-of-the-art facilities have been installed in Silvassa thus augmenting the capacity of the plant almost twofold. This has paved the way for Western Region Consolidation in line with the long term business plan of the SBU.

A recruitment drive was undertaken specially at the level of outsourced foot soldiers in Retail Marketing. To take care of emerging leadership gaps, lateral recruitments have taken place in key positions. The G&L team is now a perfect blend of youth and experience fully ready to face the challenges that lie ahead of us.

The SBU is scanning the horizon to identify opportunities in the lubricant market in India and abroad and garnering its profound technical and R&D skills towards achieving better business performance. Commensurate with the tag line for our brand "Balmerol Lubricants – Always Smooth, Always Ahead", we will surely leapfrog into the future with "smooth" intelligent strategic steps to keep us "always ahead" of competition. It is my firm belief that the SBU will scale new heights in terms of both top line and bottom line in times to come.

## Greases & Lubricants Business– Then

### • Greases and Specialities

The word 'grease' is derived from Latin grassus, meaning fat. The practice of using grease or fat for lubrication is as old as the wheel and axle. In the early years, bearing clearances were liberal and grease, rather than oil, was the preferred lubricant. The earliest greases were actually animal fats (tallow, lard etc.) or vegetable oils or mixtures thereof. There was very little change for many years.

With improvements in the design of bearings in the 19<sup>th</sup> century and development of complex mechanisms evolving relative movement between surfaces in contact, the practice of lubrication gradually began to develop into a science, as demands on lubricants began to be expressed in precise terms. The invention of the ball bearing further provided a new challenge to and opportunity for lubricating grease makers. Production of greases was an art in the 1920s and 1930s and formulations a jealously guarded secret!

Balmer Lawrie was importing and distributing lubricating oils almost since the inception of its trading operations. Initially, these were straight oils and later a range of blended oils were added, including motor oils from Alexander Duckhams in 1933. The people in the Metal Department who led Balmer Lawrie into grease manufacture in 1937 were, in all likelihood, unaware of the intricacies of grease making, where the process and technology were shrouded in strict secrecy and confined to only a handful of individuals.

### • The Trio

There were three products taken up simultaneously when the Metal Department started production at Peelkhana in Howrah. One was grease, the other two were 'Balarene', a disinfectant fluid and 'Killem', an insecticide. The 'togetherness' of the products indicate the inspiration came from some chemist. The target

## Greases & Lubricants Business– Then

market was tea gardens where all the three were in demand. 'Broom' brand Balarene and 'Hammer' brand Killem were instant successes, extending to markets beyond the tea gardens. Based on elementary cold blending, these products employed simple equipment and the growing demand was quickly responded to, including that for export. Oppenheimer & Co. were appointed representatives in Rangoon during the 1940s. However, by the 1960s, Killem lost out to Standard Vacuum's 'Filt' and Burmah Shell's 'Shelltox'. Equivalents of Balarene had begun to be produced by a number of chemical producers, including some in the small scale sector, and this product also had to be phased out. Only grease survived.

Grease production in Peelkhana had started in 1937 with the capacity of one barrel per day of cup grease in a lean-to shed attached to the Metal Department godown. The equipment consisted of three open pans, placed on coke braziers and hand-held paddles for stirring the ingredients.

In 1944 a similar facility for production of the three products was set up in Bombay where the Metal Department was by then well established. A bungalow rented as a godown in Sewri for the Director General of shipping and repairs during the War, had spare space. Production of Balarene and Killem started in the bungalow. 'Brasso' was also produced. A lean-to shed was set up for grease production. Additionally, Burmah Shell had a contract with Balmer Lawrie to repack grease imported in bulk in small packs at Bombay.

### • Twists and Turns

The twists and turns in the story of grease production in Balmer Lawrie started in 1946. Its success is steeped in initiative and tenacity.

Two salient events took place in 1946. One was unavoidable, where as in the case of the other, the Company had options. The first was repeated rejection of batch after batch Grease No. 1 produced against a government order. It can be conveniently said in retrospect that, considering the level of expertise or rather the lack of it, the rejections were unavoidable. However, for the people in positions of responsibility at that time, it was a harsh blow. They had to choose between the option of continuing or throwing up their hands. That is the second event of importance. Fortunately, the management opted for the former.

Alex Lawrie on request from Calcutta had been looking for grease makers but without success. Besides being scarce, they were paid exorbitant emoluments. In the early 1950s the Company approached grease producing companies in the UK, including Shell, with requests for training its technical personnel but the art of grease making was so shrouded in secrecy that no one agreed to share this knowledge. It was left to Balmer Lawrie to 'grow its own timber'.

The most important far reaching was the appointment, in 1954, of Mr. Paul Gonsalves, a chemistry graduate from Bombay University with working experience in oils and fats. He was also new grease making when he joined but by the time he retired, almost 26 years later, he was acknowledged as the 'Father' of grease industry in India.

### • Turning Point

On the business side, the most significant breakthrough came in 1953. Balmer Lawrie was approached by Burmah Shell and Caltex with a proposal whereby Balmer Lawrie would transfer its entire business of lubricating oils to the oil companies and, in return, they would have their greases processed at Calcutta and Bombay. Since 1939, Balmer Lawrie had been procuring blended oils under its own brand 'Balmerol' from Hudson Oil Co. of the USA and had built up a good market for these oils. This agency was discontinued and a 'gentlemen's agreement' was made, effective from July 1, 1953 which, among other stipulations, provided that Balmer Lawrie would process greases for Burmah Shell and Caltex for the Indian market. There was no provision for transfer of knowledge or expertise. Balmer Lawrie, entirely through its own efforts, would have to match the samples provided by the oil companies. It was understood that as and when Balmer Lawrie could meet the specifications of a particular grade, the oil companies would discontinue import of that item in favour of procurement from Balmer Lawrie.

### • Balmer Lawrie, the largest producer of greases...

By 1960, BL's customers included Castrol and Gulf Oil besides Shell and Caltex. In fact by 1960, Balmer Lawrie had emerged as the largest producer of greases in the country. It also had the distinction of having the widest range of product capabilities. Whereas, the captive plants of Esso (successors of Stanvac) and Tide Water were restricted to their own products, Balmer Lawrie produced for Shell, Caltex, and Castrol besides having its own additional formulations. Grease processing became an important revenue earner for the Company.

However, the scenario in respect of oil companies started changing rapidly with the emergence of Indian Oil as the premier oil company in India. Nationalization of Burmah Shell, Esso and Caltex in the 1970s added a new dimension to the ongoing changes. Indian Oil decided to set up its own grease plant in association with Mobil and a plant came up in Bombay under Indian Oil Blending Ltd. Caltex was absorbed in Hindustan Petroleum. With that its own brands were discontinued. Only Bharat Petroleum retained its earlier policy of having its new product range processed by Balmer Lawrie. There was a sharp drop in the offtake, particularly in Calcutta, as Bharat Petroleum was not very strong in the eastern sector.

## Greases & Lubricants Business– Then

### ● Hobson's choice

Here was Balmer Lawrie, having the largest manufacturing capacity in India but without its own products or marketing capability and dependent entirely on the oil companies for work.

The Calcutta unit decided to make a small beginning with direct sales in the early 1970s. The products immediately available were conventional greases and gaps had to be found in the market where oil companies had not penetrated. Efforts were made to develop a dealer and stockist network in the eastern region. This was in addition to ongoing sales through Martin Burn and business secured from the Ministry of Defence, DGS&D etc. A branch office was also later established in Secundrabad.

### ● Specialities

In the 1970s Balmer Lawrie started to look around outside India in search of new products and technologies. A solution to Balmer Lawrie's predicament then started emerging. It was found that 'specialities' and 'high performance' products were developed, produced and marketed employing techniques very different from those for conventional products. The former had to be custom developed in association with the user through an ongoing and close interaction. The producer had to be backed by a well-equipped laboratory with an ability to tailor specific products to meet individual needs.

### ● Applications Research Laboratory

By 1978, a small technical team in Balmer Lawrie had completed its study to comprehend the new opportunity. Mr. Paul Gonsalves, a key member of the team, helped to give shape to a scheme for setting up a product development facility. Dr. B P Banerjee made the objectives and directions explicit by naming the proposed facility 'Applications Research Laboratory'.

### ● 'Niche' Grows and Madras

By the mid-1980s, Calcutta had begun to establish itself in 'specialities' and 'high performance' products. Although, production capacity was not yet fully utilized, Calcutta was in direct communication with the market and emphasis was on continually searching for new opportunities. Bombay, on the other hand, remained confined to processing for oil companies, which constituted about 95% of its production in 1988. A factor which helped Bombay immensely was the decision taken by the Ministry in 1982 to peg Indian Oil's production and not allow any growth in capacity until Balmer Lawrie capacities were fully utilized. To meet the growing demands Indian Oil had its incremental requirements processed by Balmer Lawrie. While Calcutta continued to press on with 'specialities', Bombay also decided to take quick measures to promote a technology intensive 'niche' market.

With the commencement of production of lube oil base stock in Madras Refinery in 1968, a new logistic emerged. With grease plants at Bombay and Calcutta, base stocks were now moving from Madras to these destinations for conversion into grease, and then transported back to South India. Balmer Lawrie had suggested to the government in early 1980s that a grease plant was justified in Madras. In 1982 a letter of intent was issued in favour of Balmer Lawrie for setting up a grease unit in Madras but the government desired that actual implementation be kept in abeyance until existing installed capacities in Calcutta and Bombay were utilized. In December 1985, the department of petroleum and natural gas communicated its decision, advising Balmer Lawrie to set up the plant for production of conventional greases and 'specialities'. The plant commenced production in March 1987.

### ● Conclusion

There are many challenges ahead. Work on improvement of processes, formulations and materials have to continue as also on technology of plant and equipment for Balmer Lawrie to continuously excel in this domain.

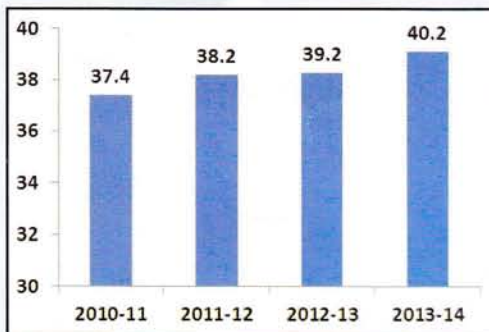
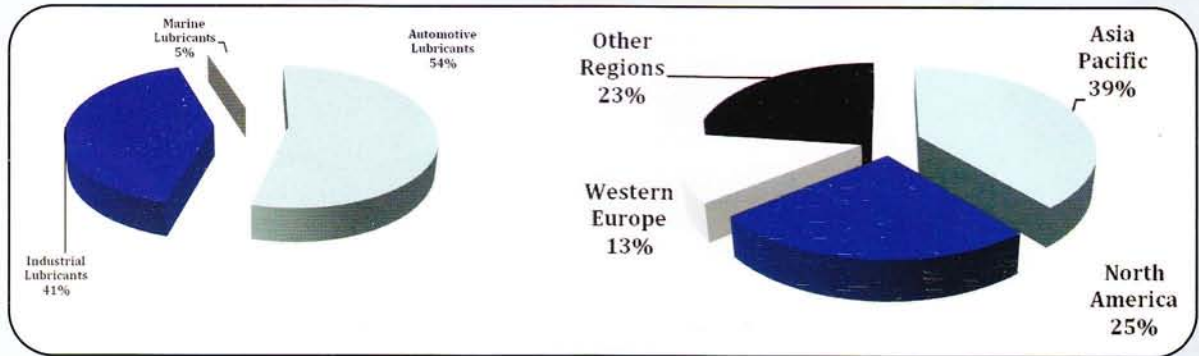
(Source: Footprints on the Sands of Time)



Mr. Paul Gonsalves, Father of the Grease Industry is still worshipped in the G&L - Sewree factory

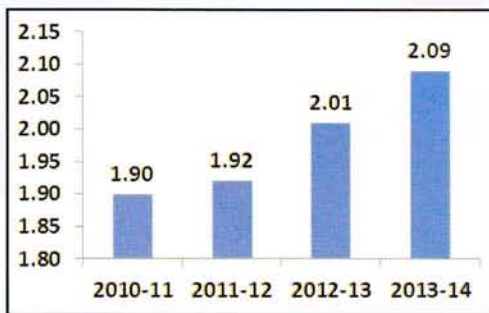
## Greases & Lubricants Business– Today

The global lubricant market was estimated to be about 39 million metric tons in 2012 of which the Asia Pacific region accounted for 39%, North America 25%, Western Europe 13% and other regions 23%. The lubricant market is broadly classified into Automotive, Industrial and Marine Lubricants. Globally automotive lubricants and industrial lubricants account for 54% & 41% respectively of the total lubricant market and marine lubricants account for the balance 5%. The global lube market is expected to grow at CAGR of 2-3%. The lubricant market in USA and European countries has stagnated while the emerging economies such as BRIC nations and African countries are driving the lube demand. China is one of the largest consumers of lubes globally. Growth of Automotive & Infrastructure sectors is the key driver for the lube market.

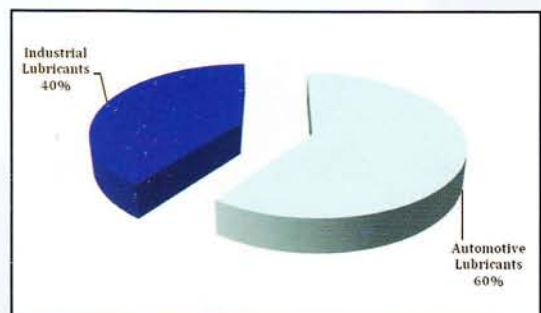


Global Lube Market (Figs are in mnMT/bllitres)

India is the seventh largest consumer of lubricants in the world and the second in the Asia Pacific region. The estimated lubricant market in India is 2.01 MMT (including 0.56 MMT of Transformer Oil). Indian lube market is expected to grow at a CAGR of 3-4% over the next five years. Automotive segment accounts for 60% and industrial segment including marine lubricants represent 40% of the market.



Indian Lube Market (Figs are in mnMT/bllitres)

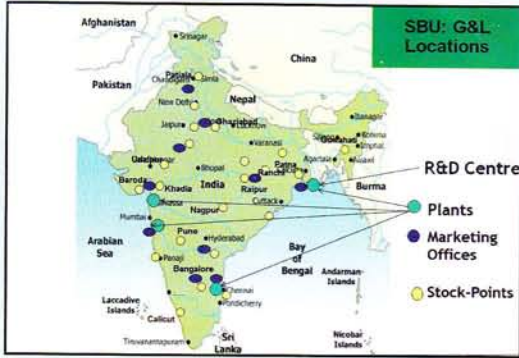


Indian lube market comprises over 50 major lube manufacturers. Presence of global players such as Castrol, Mobil, Shell, Gulf, Total & Petronas and a host of local manufacturers has made the Indian lube market one of the most competitive. Premium lubricant sector is dominated by Castrol, Mobil, Shell, Total, Fuchs, Kluber etc. Public sector companies such as IOCL, BPCL and HPCL continue to hold the major market share. Castrol is second largest lubricant company with maximum brand pull in automotive segment. The top four companies hold 74% of market share. Global players and other Indian players contribute to the remaining 26%. The market size which has been growing by around 4% year-on-year since 2011-12 is around 1.50 million MT in 2013-14 (excluding transformer oil).

### • SBU: Greases & Lubricants

Balmer Lawrie is the largest grease manufacturer in the country producing and marketing more than 250 grades of Greases and Lubricants under the 'Balmerol' brand. With its four **manufacturing plants in Kolkata, Mumbai (Sewree), Chennai and Silvassa** and a strong pan India distribution network SBU: Greases & Lubricants constantly endeavours to meet customer demands in keeping with the changing market trends.

## Greases & Lubricants Business– Today



All the Greases & Lubricants plants are ISO:9001-2008, ISO:14001-2004 & OHSAS:18001-2007 certified. The installed capacity is around 75,000 MT/KL per annum on single shift basis. The recent focus is on developing environment friendly range of bio-degradable and food grade lubricants. The market share of SBU-G&L including processing/contract manufacturing business is around 3%.

### • G&L - Kolkata

The oldest manufacturing unit of G&L was established in 1937 at Peelkhana in Howrah and then transferred to the present location in 1958. The Plant manufactures Greases, Blended Oils, Ester and Bituminous Compounds. The Quality Assurance Laboratory of G&L-Kolkata is NABL accredited. G&L - Kolkata exports to Africa, Bangladesh, Nepal, the Middle East, the Far East and Kazakhstan.



The old grease plant with open processing kettles mainly caters to sodium/calcium/sulphonate complex/clay/aluminium base products. The **Lithium Plant** was commissioned in December 1998. Imported from Patterson of Canada, the plant has a pressure vessel of 5 MT

capacity with twin motion agitator. It also consists of two twin motion cooling vessels of 10 MT capacity and two holding tanks of 11 MT capacity. G&L - Kolkata was the first to introduce high pressure Gaulin Homogeniser for better and shiny structure of grease. The entire plant is a fully automated PLC operated plant. It mainly processes Lithium and Lithium complex greases which constitute 85-90% of the total grease production of Kolkata plant. The grease plants have two small filling lines.

The **Oil blending** section consists of six blending vessels of different capacities ranging from 3KL to 12 KL. It has dedicated stainless steel vessels with ultra-filtration system for super clean oil. It has a pail filling line and a small filling line for 3 lt /5lt/6lt filling.



The **Ester Plant** consists of two ester reactors using latest technology of ester manufacturing. It produces tailor-made mono basic/dibasic/ polyol/complex esters used in cold rolling oil/synthetic mould release oil/expander oil/bio-degradable lubricant formulations. BL is the only lubricant company in India having in-house ester manufacturing facility.

### • G&L -Silvassa



The Silvassa manufacturing facility was commissioned in March 1998. The total area of this plant is 21,000 sqm. Total production capacity was 13,080 MT/KL per annum on single shift basis which includes greases and lubes. The plant has undergone a massive capacity expansion with installation of new state-of-the-art

equipment with fully automated PLC systems in place for both grease and lube processing. The plant will now be able to produce 27,500 MT/KL on a single shift basis. The major equipment installed in the Grease Plant are Pressure Saponators, open grease processing kettles, grease cooling kettles, grease holding kettles, Gaulin homogenisers, grease small filling lines, barrel filling lines and pail filling line.

## Greases & Lubricants Business– Today

The lube oil blending plant has blending kettles from 1KL to 25 KL capacity, barrel filling line, twin head pail filling line and lube oil small filling line. Six additive storage tanks have been erected as also one polymer blending kettle with two polymer storage tanks. The bituminous compound plant has a 10 MT bitumen blending kettle and a 50 MT bitumen storage tank. The total base oil storage capacity has been enhanced to 2000 KL. The plant manufactures more than 950 SKUs and about fifty percent of the production is in smalls. It is the only plant operating solely with contractual workmen. The Silvassa plant is now geared to meet the enhanced market demand and has emerged as the only plant capable of supplying all SKUs for the retail market from 100 gm pouches to 182 kg/210 lt barrels.

### • G&L Chennai



The Chennai Plant commenced operations in the year 1987. With a production capacity of 13,700 MT per annum on single shift basis the facilities in the plant include a pressure saponator, open kettles, cooling kettles, speciality kettle, holding kettles, grease small filling line and homogeniser. The oil blending section consists of three blending kettles and holding tanks for additive storage. The combined base oil storage capacity is 900 KL.

### • G&L – Mumbai (Sewree)

G&L Sewree was established in the year 1944. It has a production capacity of 6900 MT of grease and 2200 MT of bituminous compound per annum on single shift basis. The facilities consist of pressure saponator, open kettles for grease processing and grease cooling kettles of different capacities. It also has a bitumen blending kettle.

Apart from these major equipment, Sewree has a complete set of other supporting equipment required for greases manufacturing, like small mixers, homogeniser and colloid mill.

### • Applications Research Laboratory

The R&D Centre of SBU: G&L, named as Applications Research Laboratory, located at Kolkata was established in 1981 with the objective of carrying out applications oriented research in greases and lubricants. The R&D centre is equipped with state-of-the-art test rigs / instruments and backed by highly qualified Scientists / Engineers. The SBU spends around 1% of its turnover on R&D.

The R&D Centre is recognized since 1984 by the Department of Scientific & Industrial Research, Ministry of Science & Technology –GOI. The R&D Centre is committed to maintaining cost competitiveness and achieving technological leadership through introduction of innovative products, product up-gradation & value engineering. The major thrust areas for R&D are high performance & specialty products for niche markets with focus on biodegradable and eco-friendly lubricants. The R&D Centre is also involved in collaborative research with leading research organizations / institutes.

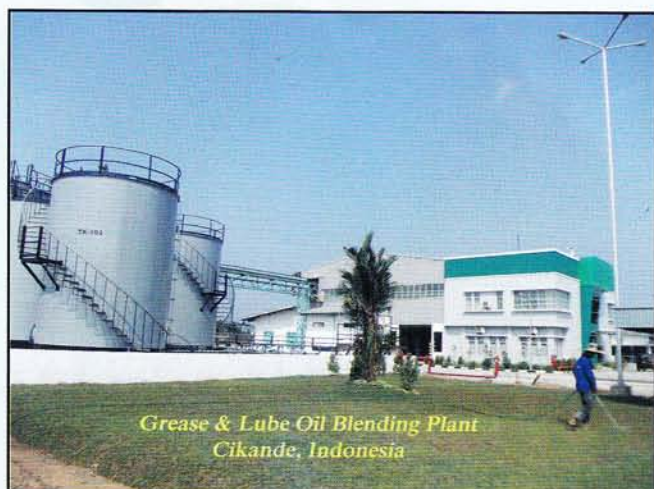


The R&D Centre is engaged in the development of various high performance lubricants with critical application parameters like high temperature, extreme pressure, low temperature and long life lubrication. Presently the centre is focusing on development of synthetic, eco-friendly / biodegradable and food grade greases and lubricating oils. The R&D Centre is instrumental in developing various speciality lubricants and providing innovative lubrication solutions to the core sectors like Steel, Defence, Railways, Mines and Sponge Iron.



## Greases & Lubricants Business– Today

### • PT BalmerLawrie Indonesia



PT Balmer Lawrie Indonesia (PTBLI) is a joint venture company between PT Imani Wicaksana, Indonesia and Balmer Lawrie (UK) Ltd, a 100% subsidiary of Balmer Lawrie. The Joint Venture Company was formed in 2010 to set up a state-of-the-art Grease & Lubricant manufacturing plant at Cikande Modern Industrial Estate near Jakarta in Indonesia. PTBLI has been successfully manufacturing superior quality greases and specialty lubricants since its inception.

## SIGNIFICANT HAPPENINGS

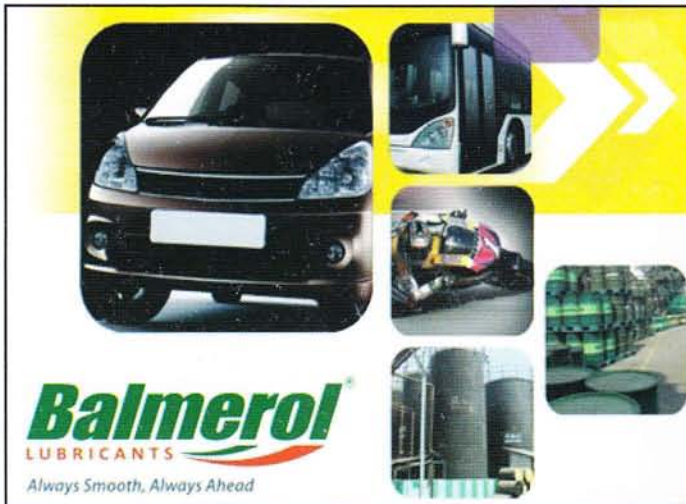


• The new state-of-the-art Grease & Lubricant plant at Silvassa was inaugurated by Mr. Viren Sinha, C&MD on 9th November, 2012.



• Mr. Vivek Rae, Secretary and Dr. Neeraj Mittal, Joint Secretary [Marketing], MOPNG visited Kolkata on 18th June, 2013. Besides visiting the Corporate Office, they also visited the G&L Factory and CFS, Kolkata.

**SIGNIFICANT HAPPENINGS**



- SBU: G&L undertook a rebranding exercise last year and the Balmerol logo was given a new and modern look. Subsequently an intensive Brand Campaign for Balmerol was launched in January 2013 and continued till March 2013 in select territories in all the four regions of the country:  
 East: Kolkata, Hooghly, Burdwan, Durgapur, Asansol, Bhillai, Durg, Raipur, Bilaspur  
 North: Kanpur, Lucknow, Varanasi  
 South: Chennai, Salem, Erode, Coimbatore, Namakkal  
 West: Nagpur, Bhandara, Gondia, Wardha, Yavatmal, Chandrapur



The campaign included Mechanic Meets, Van campaigning, In-shop Branding, Wall Painting, Hoardings and Radio jingle on FM channels. Besides, Distributor, Dealer and Stock point Boards were put up. The radio jingle in Hindi and Tamil, which played for six weeks in popular FM channels, received good response due to the catchy tune. The growing brand awareness reflected in a significant growth in retail sales and numerous requests from other Distributors to replicate the campaign in their territories bear testimony to the success of the campaign.

- Balmerol launched its food grade lubricants which have been approved by the globally recognized NSF International, USA and listed as H1 category lubricants (under NSF – Non food Compounds Registration Program). An attractive Balmerol Food Grade Lubricant brochure has been designed and orders for Food Grade Lubricants from both domestic and international market are being received.

**Balmerol<sup>®</sup> Speciality Lubricants**  
**Caring for Environment, Caring for Life !**

*Balmerol* has emerged as a leader in lubrication technology with its superior quality, product differentiation and intrinsic ability to provide tailor made lubrication solutions. We have in our product basket, a unique breed of New Generation lubricants viz., Biodegradable lubricants and Food grade lubricants that are eco-friendly and non toxic to the environment.

**Balmerol Biodegradable Lubricants**  
 Conventional lubricants are a mixture of mineral oils and additives which do not degrade and are toxic to the environment. *Balmerol* presents a series of Biodegradable lubricants that are environment friendly and find varied applications in mining, construction, agriculture, marine and other industries.

**Balmerol Food Grade Lubricants**  
*Balmerol* range of Food grade lubricants have been approved by globally recognised NSF International, USA and listed as H1 category lubricants, (under NSF - Nonfood Compounds Registration Program), and find use in bearings, conveyors, chain drives and machineries in food processing & pharmaceutical industries.

**Balmerol**  
 LUBRICANTS  
 Always Smooth. Always Ahead.

Balmerol Lawrie & Co. Ltd.  
 3A Government of India Complex  
 Regd. Office: 21 Nehru Sahas Road, Kolkata-700021  
 website: www.balmerol.com  
 email: grease.ca@balmerol.com

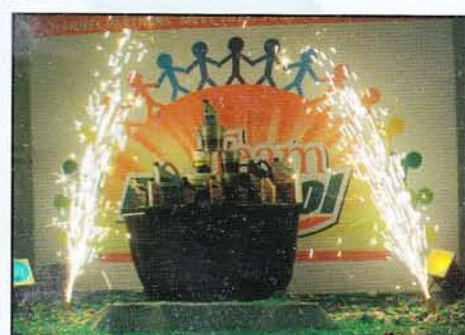
KOLKATA MUMBAI CHENNAI SILVASSA

Press Advertisement on Balmerol Biodegradable & Food Grade Lubricants was published on World Environment Day, reconfirming Balmer Lawrie's commitment to society in developing lubricants that are eco-friendly and non-toxic to the environment.

## SIGNIFICANT HAPPENINGS



*Distributor Meet at Vedic Village, Kolkata*

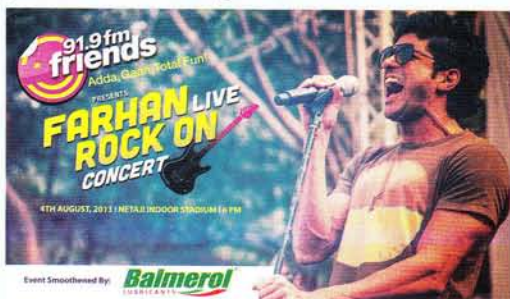


*Distributor Meet at Silvassa*



*Distributor Meet at Udaipur*

● SBU: G&L organized a two day Channel Partner Meet from 12<sup>th</sup> to 14<sup>th</sup> August 2013 at Udaipur. Autoplex Super, lithium complex grease suitable for 100,000 km service in automotive wheel and axle bearings, was launched during the meet. Similar Meets were organised at Silvassa (covering South & West) and at Kolkata (covering North & East) in the months of August and December last year. Fruitful interactions were held which reinforced the commitment among the channel partners and participants for increased market penetration and growth.



● Balmerol was one of the Co-sponsors of the "Farhan Live Rock On" Concert held on Friendship Day, 4<sup>th</sup> August 2013 at Netaji Indoor Stadium, Kolkata.

**SIGNIFICANT HAPPENINGS**



● For the first time Dealer Scheme 'KहुलJA Sim Sim' was launched to reward dealers selling Balmerol brand of lubricants. Double Dhamaka coupons aimed at incentivizing the dealers have also been launched. Passport scheme for dealers for accumulation of reward points is to be launched shortly. These dealer oriented schemes will help create a brand pull in the market.

Grade	Specification	Pack size	Pack rate	Pack size	Pack rate
INDICOL	ISO-LAN 68, SAE 100	18 L	11.00	18 L	11.00
INDICOL PREMIUM	ISO-LAN 68, SAE 100	18 L	12.00	18 L	12.00
INDICOL TURBO	ISO-LAN 68, SAE 100	18 L	13.00	18 L	13.00
INDICOL	ISO-LAN 68, SAE 100	18 L	14.00	18 L	14.00
INDICOL	ISO-LAN 68, SAE 100	18 L	15.00	18 L	15.00
INDICOL	ISO-LAN 68, SAE 100	18 L	16.00	18 L	16.00
INDICOL	ISO-LAN 68, SAE 100	18 L	17.00	18 L	17.00
INDICOL	ISO-LAN 68, SAE 100	18 L	18.00	18 L	18.00
INDICOL	ISO-LAN 68, SAE 100	18 L	19.00	18 L	19.00
INDICOL	ISO-LAN 68, SAE 100	18 L	20.00	18 L	20.00



● SBU: G&L participated in the International Exhibition on Minerals, Metals, Metallurgy & Material from 27<sup>th</sup> to 30<sup>th</sup> September, 2012 at Pragati Maidan, New Delhi. The SBU put up a stall in which Balmerol containers and panels were displayed illustrating G&L's services to the Metals & Mining Industry and the large portfolio of speciality products.



● SBU: G&L participated in "Krishi Bhumi" – Tractor & Farm equipment exhibition at Kolhapur in January 2013. Balmerol Engine Oil, gear oil and grease containers were on display. The products Gold Supreme for Power Tillers, Pump Set oil and universal transmission oil for tractors created lot of interest among the visitors at the Mela.



● Festival Branding has been a year on year activity for the SBU. 'Balmerol' sponsored the popular Bosepukur Talbagan Durga Puja in Kolkata. Large hoardings, pillars, signages/gates put up along the main

thoroughfare provided huge publicity for nearly a month during the festival. The puja was inaugurated by the Chief Minister. Festival branding was done in Mumbai during the Ganesh Festival and during Diwali across the country.

**ACHIEVEMENTS GALORE!**

- SBU: G&L can take pride in many significant accomplishments in the last financial year and YTD 13-14.
- Achieved a 10 percent growth in retail sales over the last year.
  - Achieved an all-time record in terms of monthly production and sales volume in March 2013.
  - After wider trial for more than 2 years, SBU: G&L received the long awaited approval for Rail Road Engine Oil – Balmerol RR 513M from RDSO. This approval has opened up business opportunity for

## ACHIEVEMENTS GALORE!

- about 15000 KL/year of Rail Road Engine Oil in Indian Railways apart from other customers like Steel Plants for use in their Diesel Locos.
- Received exclusive approval from RDSO for Balmerol Prototrac Lube, a new generation traction motor gear lubricant replacing conventional bituminous products.
- Received approval from RDSO for Balmerol Protomac T-76, suspension bearing oil for use in diesel locomotives.
- Received approval from RDSO for Balmerol Grease TM-3, an import substitute grease used by Railways in traction motor armature sealed bearings of ALCO Diesel Locos.
- Received approval of fire resistant hydraulic fluid HFDU 68 from DGMS.
- Besides obtaining 17,000 MT of processing business in 2 years commencing August 2013 from BPCL, the SBU has regained HPCL processing business (2,500 MT for 2013-14) after a lapse of several years.
- New packaging for retail products launched in attractive containers designed with our own mould with a complete brand makeover.
- New products launched in the retail market:
  - Autoplex Super (Lithium complex grease for 100,000 km service in automotive wheel and axle bearings)
  - Biker 4T (cost effective four stroke engine oil for 2 wheelers – API SJ 20W40, JASO MA2 )
  - Super Star 10W30 (semi-synthetic 4 stroke engine oil for 2 wheelers)
  - Ultima CI4 Plus 15W40 (long drain crankcase oil for new generation turbo charged heavy duty commercial vehicles with EGR suitable for 50,000 kms).
- 22 Nos. C&F Agencies appointed / re-appointed on a pan India basis.
- The agreement for Balmerol SML ISUZU Genuine Wheel Bearing Grease has been renewed for two more years upto April 2014.

## Tete-e-tete with Mr. Dipak Ghosh, Sr. Manager [Mining – All India], G&L - Kolkata

### How many years have you spent in G&L and how has your experience been?

I joined Balmer Lawrie in SBU: G&L in Jan '91. It's almost 22 years by now. Out of 22 years, I spent 10 years in Operations and then in Marketing of G&L team. Initially, I was in Operation of Oil Re-refining and Blending Plant (ORBPC) and had a great experience working there. Thereafter, I have been shifted to Marketing. When I joined BL, I was bit perplexed, working in Oil Blending plant, looking after operation, having mechanical background. But, I took up the challenges and enjoyed the work, as there were more opportunities to take the decisions on my own to do something new and of-course with the support from my seniors. Even in marketing today, I always get encouragement/freedom from my seniors, to take business decisions, which has inspired me to take up more challenging assignments towards organization goal.

### How have you seen the SBU evolve over the period of time?

Look, G&L, has made a real turnaround in terms of profit from



07-08 onwards. In 2006-07, profit was in the range of 2.7 crores and 2007-08 was a really block buster year, making a profit of 12 crores, followed by more than 18 crores every year, except 2008-09 (7.2 crores) and mainly due to abnormal increase in the prices of base oils. During global recession also, G&L has performed well inspite of having fierce competition with PSUs and MNCs. We have made it possible, because of our reputation in the market, maintaining good relationship with the customers and finally working, as a team towards focused organization goal.

### What according to you is the biggest strength of G&L?

SBU: G&L foundation, backed up by four manufacturing plants, is based on long heritage of ethics,

values and team work, which we esteem as our biggest strength. Highly experienced, dedicated and committed manpower is the backbone of G&L. Product mix is also another strength area of G&L.

### What steps are being taken to keep pace with the changing market trends and combat competition?

The steps to combat the competition, include aggressive marketing, proactive approach to retain existing customers, entering into new business segments with newly developed products, proper sourcing of raw materials to cut input costs, to have more competitive edge, improved logistic services etc. More focus on brand building, to have strong foothold in both industrial/retail markets.

### What will be your message for newcomers in G&L?

Be sincere, honest and committed for hard work towards organization goal, result will follow automatically. Always keep the team spirit up. Please do not look for short term gain. Try to be on the crease, you will get the run, nobody can stop you.

## Tete-e-tete with Mr. R Madhavan, Chief Manager [Manufacturing], G&L - Silvassa

### How many years have you spent in G&L and how has your experience been?

I have spent 26 yrs in G&L. It has been a very rewarding and valuable experience for me. I have gained a lot of knowledge over the years of experience. My experience has led to the enhancement of my creative skills and a lot of exposure to innovative thinking. The company has given me a chance to prove my abilities in various aspects and has always recognized my work and efficiency in performing the assigned tasks.

### How have you seen the SBU evolve over the period of time?

When I joined BL in Oct 1987, G&L had only 3 plants at Kolkata, Sewree and Chennai. Later in March 1998, Silvassa operations was started with a small grease plant with 3 open kettles and 2 cooling kettles and producing around 200 MT of grease per month. Later on oil blending facility was set up and today we are producing around 1300-1400 MT/KL per month. All the manufacturing plants are now upgraded and automated. Earlier greases were made in open kettles. Now the technology has changed and Lithium base greases are manufactured in pressure vessels and only soda base and calcium base greases are made in open kettles. The company is known to be a pioneer in grease making and had little presence in selling blended oils. Over the years the



company has grown and today we are focusing more on retail business.

### What according to you is the biggest strength of G&L?

G&L has manufacturing facilities at strategic locations - Kolkata, Mumbai, Chennai and Silvassa to cater to the requirements of various regions. It has a huge plant capacity to meet the growing demand of lubricants in the market. It has a wide range of products available for automotive and industrial requirements. It has a R&D - Applications Research Laboratory at Kolkata for developing new products. It has a wide presence in segments like Railways, Defence, Iron and Steel, Mining, Oil and Natural Gas, Power plants, Jute mills, Textiles, Transport etc.

G&L has very knowledgeable and highly skilled manpower, since the people working here over the years have gained lot of experience and this is the most important strength of G&L. Today the "Balmerol" brand is popular and well known and commands lot of respect in the market.

### What steps are being taken to keep pace with the changing market trends and combat competition?

All the manufacturing plants are equipped with good infrastructure and enhanced capacities to cater to the growing market demand. Additional manpower is being recruited both in manufacturing and marketing. G&L is focusing to improve retail business by introducing attractive incentive schemes, conducting mechanic meets, appointing C&F agents, distributors and dealers and promoting brand building of Balmerol products. New products are being launched like Biker 4T this year which has evoked tremendous response in the market. It is also focusing on eco-friendly products including bio degradable lubricants and exports. More new customers are being targeted and developed. G&L has always made its presence felt through innovative R&D works.

### What would your message be for new comers in G&L?

The new comers are in for a great experience. They will be given several opportunities to prove their abilities and contribute to the development of the SBU. They will be encouraged to bring in innovative ideas to the platform. They should focus on delivering superior quality products in a timely manner and enhance customer satisfaction and adopt good manufacturing practices.

## KNOW YOUR LEADER...



*Mr. Viren Sinha, Chairman & Managing Director is a leader who leads from the front. He took over as C&MD on 1<sup>st</sup> January, 2012. He is known for his modern thinking, fast paced decision making ability and infectious energy levels.*

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

I joined Balmer Lawrie (BL) in the year 1980 as a Management Trainee. I continued my stint here as BL is a company which encourages entrepreneurship. This is one Company that works on multiple products and services across locations not only in India but abroad as well. We have diverse SBUs and each of these SBUs have a distinct culture within the BL culture. Such a unique milieu always kept me motivated. If I wanted to do something new, I was always given that opportunity. Over the years I got the opportunity to handle diverse roles in Sales & Marketing, Operations and Materials Management. In the year 1995 I was given the

## KNOW YOUR LEADER...

opportunity to go the United Kingdom to turn around a loss making venture. Though I left the Company in 2004, I joined back in 2006 in the UK and after having spent more than a decade there I moved back to India in 2008.

BL tends to grow on you if you've spent 3-4 years in the Company. I was rewarded for my achievements at every juncture and today the hat that I am wearing within the organisation makes my journey enormously gratifying.

### 2. Your significant achievements...

I was sent to UK for a year to turn around the Tea operations and ended up setting up a Tea Blending and Packing Factory which grew profitably. Eventually, we divested tea at the right time. I consider this as my most significant achievement. There's something that I am passionately working on and would like to achieve before I superannuate. My dream is to transform BL into a technology oriented and customer focussed organisation.

### 3. Your thoughts on Balmer Lawrie's growth and future...

BL has a great future. Our SBUs are practically medium sized companies by themselves and most of them are capable of taking a quantum leap. I would like each of these SBUs to grow into thousand crores company with BL becoming the holding company.

### 4. Can you name a person who has had a tremendous impact on you as a leader? Maybe someone who has been a mentor to you? Why and how did this person impact your life?

First and foremost is Mr. V N Varma. When I joined he was GM. He guided me in my entire stint at G&L and gave me many opportunities to develop and grow. In fact when he was MD, I was sent to UK. He is an extremely caring and sociable person whose ability to build strong relationship with stakeholders is unmatched.

The other person who greatly influenced and mentored me is Mr. N Subramanian with whom I worked for a very short period. When I joined he was the Marketing Manager and was my boss for about six months. As an MT, he flogged me to such an extent that today the energy levels that I have is only because of him. He made me tour continuously and believe it – I was a travelling salesman out of Calcutta for three weeks at a stretch. Those days, during my tours I had to send him daily call reports on inland letters. Once, when I was on a tour to South India, I did not post a day's report on that day itself. The next day I posted two reports together

and he caught me by checking the stamp dates! He pushed me to the brim and I slogged it out, and it was great fun and a fantastic learning experience. I feel any MT needs to be guided well in the first few formative months.

### 5. What is one characteristic that you believe every leader should possess?

Every leader should be decisive.

### 6. What advice would you give someone going into a leadership position for the first time?

Don't try to micro manage. Look at the larger picture. Take well thought out decisions. Listen to the advice of others but at the end of the day take your own decisions.

### 7. What is the biggest challenge facing leaders today?

The sluggish economic environment, depreciation of the Rupee and slowdown in the manufacturing and logistics sector are some of the challenges today.

### 8. What is your favourite one liner?

Just do it!

### 9. How do you spend your leisure hours?

I like playing golf, reading automotive magazines, eating out and watching the news on the telly as well.

### 10. Tell us about your family...

My wife, Chhavi and I have two sons, Kartikaye, the elder one and Kaustav, the younger. Kartikaye is married to Sweta and Kaustav to Neha. We have a lovely grandchild Anya, who is 5 years old. I married Chhavi when I was 19 years and we are together for 43 years now. One of the closest persons in my family is my mother. My father is no more. I come from a family of lawyers. After six generations of lawyers, I was the odd one, who moved out to pursue a different profession and I'm glad that in the eight generation, my son, who is a lawyer is successfully continuing the family tradition.

### 11. Which is your favourite travel destination?

Switzerland; when I was in the UK I used to drive down to Switzerland. I would have visited the place around 7 to 8 times.

### 12. Message for Balmer Lawriens...

2012-13 was a wonderful year for us. We performed well but the performance in 2013-14 is not up to the mark. In this tough economic environment we have to focus on increasing market share, maintaining the position of market leadership and controlling cost. If we do all of this, I am confident that even in these adverse economic conditions, we will come out better than last year.

## KNOW YOUR FELLOW BALMER LAWRIEN...



*Mr. Tanmoy Bhattacharyya (TB), Operator, Lithium Plant, G&L - Kolkata, a diligent worker and friendly person, was interviewed by Mr. Subrata Deb (SD), Chief Manager [HR]- HRC.*

### SD: How long have you been working with Balmer Lawrie and currently what is your role/dept?

TB: I joined in Balmer Lawrie in 1986 as Casual Workman. Presently I am working as an Operator, looking after operation & packing of finished products at New Lithium Plant.

## KNOW YOUR FELLOW BALMER LAWRIEN...

### SD: What do you like about Balmer Lawrie?

TB: The combined efforts of all the employees for achieving the goal of the organization.

### SD: What is your most memorable moment in Balmer Lawrie?

TB: The most memorable moment for me was when I got the appointment letter for Regular Employment in Balmer Lawrie in the year 1988, after working for more than two years as Casual Labour.

### SD: Who is your inspiration in life and why?

TB: My mother, who has struggled throughout her life particularly in absence of my father who expired during his employment in 1990. She is a very kind lady and always values others.

### SD: What are your hobbies?

TB: Playing Football and participating in drama and other cultural activities.

### SD: Place you belong to and who all are there in your Family?

TB: I belong to Kolkata (West Bengal) and my family consists of my wife and son, elder brother, his wife and their son.

### SD: Any message for Balmer Lawrie employees?

TB: We should have the same kind of love and affection that we have for our own family members, for our colleagues in the Company as well, because Balmer Lawrie is our bigger family.



*Mr. MK Jothi (MKJ), Operator General Grade II, G&L - Chennai, has been with Balmer Lawrie for more than 25 years and is a sincere, punctual, honest & hard*

*working person. Ms. Shyama Gopakumar (SG), Sr Manager HR - [Southern Region] interviewed him for this column.*

### SG: How long have you been working with Balmer Lawrie and currently what is your role/dept?

MKJ: I joined BL in 1987 as a casual labour in the Perungudi Pilot Plant Operations. When Grease & Lubricants operations started in Manali, I was absorbed in Regular Rolls of the company as an "Unskilled Operator". Now, with the virtue of having spent over 2 decades in G&L, I am very familiar with the entire grease manufacturing process.

### SG: What do you like about Balmer Lawrie?

MKJ: I basically like the job I do in BL. To me, **BL is a friendly organization.** Most of the people working in BL, Chennai has a minimum of a decade's experience, which makes each and everyone close to each other personally.

### SG: What is your most memorable moment in Balmer Lawrie?

MKJ: The Company had given me the "**Long Service Award**" (10 Grams Gold Coin) for completing 25 years of service, which is a milestone in my career. Moreover I was nominated

for the Prime Minister's **Shram Award** (2012) which makes me feel proud of being a Balmer Lawrien.

I lost my parents when a toddler. I grew under the support of my uncle, who had supported me to fetch a job in a handloom industry. It was only after joining Balmer Lawrie that I became self-sufficient to provide good education to my children who are professionally qualified and employed. I also have my own house. The employment in BL had enhanced my social status in society.

### SG: Who is your inspiration in life and why?

MKJ: I am very much motivated and inspired by the Teamwork found between the Workmen and Executives & Officers cadre in Chennai. The Executives here always have a friendly approach towards Employees.

### SG: What are your hobbies?

MKJ: I am very fond of doing household work to have proper work life balance. I regularly plan for family tours & pilgrimage tours. We often visit our village Maddur near Tiruthani.

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

MKJ: I come from a place called Maddur, 10 kms from Tiruthani, Thrivallur District. My family includes my Wife and 2 Sons.

### SG: Any message for Balmer Lawrie employees.

MKJ: According to the famous saying of Thomas A Edison, "**There is no substitute for Hard Work**". Everyone should work hard work in order to get their desired results in Life. Try to put in your Hard Work and show the company how you can contribute towards Company's Growth and Success.



*Mr. Buma Gangaram (BG), Operator, G&L - Sewree was interviewed by Mr. Vijay Raymane (VR), RHR Head- Western Region. Mr. Gangaram has spent 28 years in Balmer Lawrie and is a dedicated and sincere workman.*

### VR: How long have you been working with Balmer Lawrie and currently what is your role/ dept?

BG: मैं पिछले 30 सालों से बामर लारी ग्रीस डिविजन शिवरी में काम कर रहा हूँ। मैं हेल्पर के रूप में भर्ती हुआ था। आज मैं ग्रीस ऑपरेटर के रूप में कार्यरत हूँ।

### VR: What do you like about Balmer Lawrie?



## KNOW YOUR FELLOW BALMER LAWRIEN...

BG: बामर लारी मे काम करने का तरीका बहुत अच्छा है। बामर लारी मे सभी कर्मचारी मिलजुलकर काम करते है तथा एक दूसरे को पुरा सहयोग देते है। जब मैं और मेरे कामगार भाई कंपनी मे काम करते है तो दिल में एक ही बात आती है इस कंपनी के हम ही मालिक हैं और कंपनी ही हमें रोजी रोटी देती है। हम हमेशा यही ध्यान रखते हैं कि कंपनी दिन दुगनी रात चौगुनी तरक्की करती रहे।

### VR: What is your most memorable moment in Balmer Lawrie?

BG: सन 1985 मे कंपनी मे एक घटना हुई थी। कंपनी से लगकर झोपड़पट्टी में आग लग गई थी। जैसे ही हमे पता चला तब तक आग की लपटे दीवार तक पहुँच चुकी थी। हम सभी कामगारों ने दौड़कर उस आग को बुझाई। दीवार से लगकर कंपनी के ऑइल टैंक तथा ग्रीस के ड्रम थे। अगर यह घटना रात के समय होती तो बहुत बड़ी दुर्घटना हो सकती थी। आज इतने सालों के बाद भी जब मुझे यह घटना याद आती है तो मैं दिल मे भयभीत हो जाता हूँ।

### VR: Who is your inspiration in life and why?

BG: आज मैं इस कंपनी में काम कर रहा हूँ उसकी दो वजह है एक मेरे पिताजी श्री नरसनना जिन्होंने इस कंपनी की 28 साल सेवा की और दुसरे व्यक्ति जिन्होंने मेरे पिताजी और मेरा व्यक्तित्व को बनाने में जो योगदान दिया वे आदरणीय श्री गोनसललविस, साहब। मैं अपने आप को बहुत भाग्यशाली समझता हूँ की मुझे उनके साथ काम करने का सौभाग्य मिला। उस समय श्री गोनसललविस साहब फैक्टरी मैनेजर थे और उनका तरीका मुझे बहुत पसंद था। वे काम के साथ-साथ काम करनेवाले कामगारों का भी बहुत ख्याल रखते थे। फक्टरी की प्रगति में उनका बहुत बड़ा योगदान है। पहले जमाने में कर्ट में ग्रीस बनाया जाता था। लेकिन उन्होंने ग्रीस केटल लगवाकर काम करने की पद्धती को सरल बनाया। कामगारों को काम करने का नया-नया तरीका सिखाया। वे कामगारों को अपने

परिवार का हिस्सा मानते थे। उनके सुख-दुख मे आगे आकर उनकी मदद करते थे। इसलिए आज भी गोनसललविस साहब को सभी कामगार भगवान की तरह मानते है। उनका फोटो कामगार विश्रामकक्ष मे लगाकर उनको भगवान की तरह पुजते है। वे ही हमारे प्रेरणास्रोत है। अपने कंपनी के अधिकारी आदरणीय श्री आर. जी. रामन, श्री आर. आर. सराफ और हमारे बीएलईयू यूनीयन के आदरणीय नेता श्री ए. डी. शास्त्री, श्री आर. एस. नाईक तथा श्री एन. जी. राव इन सभी व्यक्तियों का मेरे जीवन में बड़ा योगदान रहा है।

### VR: What are your hobbies?

BG: मुझे शतरंज खेलने का बहुत शौक है। जब मैं शतरंज खेलने बैठता हूँ तो घंटों समय का बोध ही नही रहता है। इसके अलावा मुझे परिवार के साथ घूमना फिरना भी बहुत पसंद है।

### VR: Place you belong to and who all there in your family?

BG: मैं आंध्रप्रदेश का रहने वाला हूँ। मेरे परिवार में पत्नी, दो बेटे, बहू तथा एक पौत्री है। मेरा बड़ा लड़का आईडीबीआई बैंक में मैनेजर के पद पर कार्यरत है। छोटा लड़का एमसीए की पढाई पूरी करने के बाद एमएनसी आईटी कंपनी में कार्य कर रहा है। बहू फ्रिसीओथेरोपिस्ट डॉक्टर है। मैंने अपने गांव में बामर लॉरी की पुंजी से एक मकान बनाया और उस मकान पर मेरे कंपनी का लोगो बनाया है जो मेरे दिल के पास है।

### VR: Any message for BalmerLawrie employees.

BG: सभी कर्मचारियों से मेरा निवेदन है कि वे अपने काम को पुरी मेहनत तथा ईमानदारी से करें। कंपनी के नियमों का सही ढंग से पालन करें ताकि कंपनी की प्रगति हो सके और सभी कर्मचारियों के जीवन मे खुशियाँ आये।

and high level of support & motivation from the seniors.

### AR: What is your most memorable moment in Balmer Lawrie?

BB: Inauguration of the newly constructed grease plant at Silvassa is my most memorable moment here. I was able to meet the top management and executives from different locations who visited the plant at that time.

### AR: Who is your inspiration in life and why?

BB: I am inspired by Swami Vivekananda. I first read about him when I was in Class VIII. I got highly impressed by his life & thoughts towards the development of youth & the nation.

### AR: What are your hobbies?

BB: I am a foodie and love to eat different variety of delicious food that my wife cooks. Besides that, I like travelling & keep visiting the nearby beaches and hill stations.

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

BB: I am a native of Sathod, Dist Baroda. My mother & brothers stay at Sathod. I visit the place on all festivals & special occasions. I am staying at Silvassa for last 10 years. I stay with my wife and my seven year old son.

### AR: Any message for Balmer Lawrie employees.

BB: I just want to tell everyone that just keep working with full dedication & provide your best efforts in the growth of the company.



Mr. Bharat Brahmhatt (BB), Junior Officer [Production/Maintenance], G&L - Silvassa was interviewed by Mr. Abhilash Ramaria (AR), Asst. Manager [HR] – Western Region. Mr. Brahmhatt is a very sincere officer and is always ready to take up additional responsibilities.

### AR: How long have you been working with Balmer Lawrie and currently what is your role/dept?

BB: I am working with Balmer Lawrie since 5<sup>th</sup> July, 2012 and currently associated with the Production Department of the Grease Plant at Silvassa as Jr. Officer [Production]. I am happy that I am able to deliver my duties under the guidance of my seniors.

### AR: What do you like about Balmer Lawrie?

BB: I love the working atmosphere in Balmer Lawrie. Within a very short period of time, I have developed very good relations with my colleagues. There is a lot of cooperation among all departments

## AWARDS &amp; ACCOLADES



Saurav Anand, son of Damodar Chaudhary, Security Personnel, Corporate Office - Kolkata, secured admission in the prestigious R G Kar Medical College at Kolkata. Congratulations Saurav and wish you all the best!



Ms. Prakriti Ojha, Dy. Manager [HR], CHRD – Kolkata was one of the top six finalists of the 'Best Young HR Professional Award' presented by Bengal Chamber of Commerce and Industry in September 2013. Congratulations Prakriti!

Ms. Shilpa Aftab, Dy. Manager [HR], CHRD – Kolkata was also selected as one of the contestants.

## TALENT UNLIMITED

## ग्राहक है मेरे भगवान

ग्राहक है मेरे भगवान, प्रेम भाव का उन्हें प्रणाम  
उत्पादन का खर्च घटाऊँ  
गुणवत्ता भी उसकी बढ़ाऊँ  
ठीक समय पे भी पहुँचा दूँ  
तो चमके संस्था का नाम, ग्राहक है मेरे भगवान  
शिकायतों का न मौका दूंगा  
संतोषक सेवा अर्पूंगा  
ग्राहक की मर्जी पाउंगा  
कृपा दृष्टि का ही वरदान, ग्राहक है मेरे भगवान  
ग्राहक मेरे अन्नदाता  
सदा रखूंगा ऐसी श्रद्धा  
काम-काज मे सुदृढ़ निष्ठा  
उनके लिए जी कुर्बान, ग्राहक है मेरे भगवान

भरत ब्रह्मभट्ट  
कनिष्ठ उत्पादन अधिकारी  
जी एन्ड एल- सिलवासा

## JLT- Just Like That

Vaastu- Palmistry-Astrology-Numerology-  
Tarot card-Feng Shui, are all man-made ways  
to peep in the future.

Let's take a step back & think.  
How can stars & planets take the onus of  
your 'bhavisya'?

What have 'Shani-Rahu-Ketu-Mangal' to do  
with your course of life?

Whether the kitchen is facing east or south,  
the taste of the food will remain the same.

Even if your kundali advocates 7 as your  
lucky number, you could just manage to  
get 5 point something in your graduation.

Be it from sophisticated Bejaan  
Daruwala or some desi Panditji, we find  
some solace in reading the weekly 'rasiphal' –  
Just Like That!

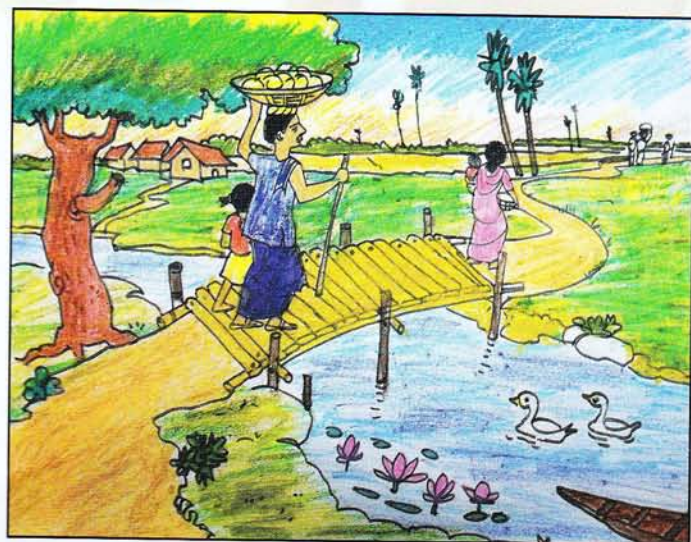
- Kshama Agarwal (Strategic Planning  
Department)

**TALENT UNLIMITED**

**PAINTINGS...**



*Mousumi d/o Mintu Dey, CHRD - Kolkata*

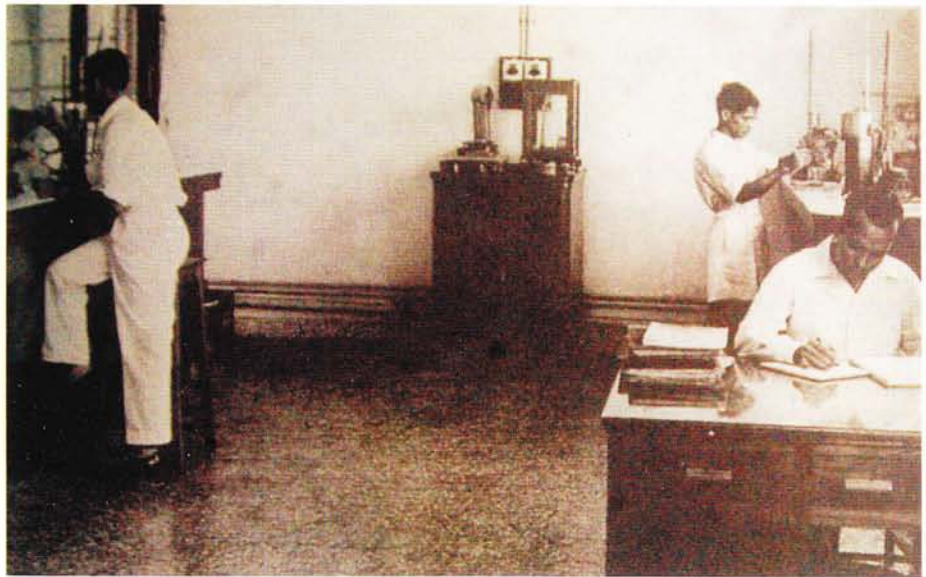


*Manisha, d/o Mintu Dey, CHRD - Kolkata*



*Dayana George, Travel Department, Trivandrum*

# Greases & Lubricants— Then



Grease laboratory in Bombay in 1954. Subsequent years saw the addition of much equipment. Mr Paul Gonsalves is at the desk on the right

**Balmerol**  
HIGH GRADE  
LUBRICATING OILS  
AND  
GREASES

We stock a complete range for all Tea Garden and Engineering purposes also  
SPECIAL GREASE FOR TEA ROLLER BEARINGS,  
SOLDERING FLUX, WIRE ROPE DRESSING,  
CREOSOTE OILS and PITCH.

**BALARENE**  
"BROOM" BRAND  
DISINFECTANT FLUID.

**Balmer Lawrie & Co. Ltd**  
CALCUTTA—BOMBAY

A typical advertisement from the 1940s and 1950s



'Small Pack' filling at the Company's grease plant at Calcutta