

**BALMER  
LAWRIE****ONLINE****MONTHLY****BULLETIN****BLOOM****EDITORIAL**

It's time to bid goodbye to year 2019 and welcome the new year. While we pray for a great 2020 for our Company and all of us, let's look back at the year gone by, cherish the accomplishments and introspect on how each one of us can contribute to enhance the performance levels. This year was indeed a very eventful and exciting year for Balmer Lawrie. The 153<sup>rd</sup> Foundation Day was successfully celebrated in February 2019. Balmer Lawrie signed the Memorandum of Understanding for 2019-20 with the Ministry of Petroleum & Natural Gas on 29<sup>th</sup> May 2019 at New Delhi. Town Hall Meetings were organised across locations in the beginning of the financial year. The new Industrial Packaging plant for steel drum manufacturing at Vadodara, Gujarat was inaugurated Mr. Prabal Basu, C&MD on 10<sup>th</sup> June 2019. The Top Management Meet was held in Kodaikanal on 14<sup>th</sup> & 15<sup>th</sup> June 2019. The new avatar of our online travel portal ([www.balmerlawrietravel.com](http://www.balmerlawrietravel.com)), now known as FlyLikeKing.com, was launched by Mr. Prabal Basu, C&MD on 15<sup>th</sup> July 2019 at Kolkata. The eAudit system (Audit Process Digitization) in our Company went live on 4<sup>th</sup> September 2019 and the 102<sup>nd</sup> AGM was held at the Birla Sabhaghar in Kolkata on 18<sup>th</sup> September. Our Company believes in sustainable development and undertook some significant CSR and HSE initiatives during the year. As part of the Swachh Bharat initiative, Balmer Lawrie, in association with Kolkata Port Trust (KoPT) and Times of India, sponsored the beautification of the Bagbazar Ghat, Moti Seal Ghat and Ram Krishnapur Ghat under the 'Ghat Kahon' project. Balmer Lawrie, Swadeep Shikshan Vikas Sanstha (SSVS), Ahmedabad, and Collector, Dadra & Nagar Haveli, Silvassa signed an MOU on Capacity Building on Health & Hygiene - Education" in Sayli Village and Swachh Bharat Activities at Khadoli, Silvassa on 1<sup>st</sup> August 2019 at Silvassa. Our company achieved Zero LTI [Lost Time Injury] in the financial year 2018-19, the second consecutive year post achievement of the same in FY 2017-18.

Awards are a testimony to the good work that we do. Our Company won many awards and accolades during the year. As part of the National Award for Manufacturing Competitiveness (NAMC) 2018-19, IP - Silvassa bagged the coveted Gold Award, LC - Manali won the Silver Award and a special recognition for its "Strategic Improvement Initiatives", G&L - Kolkata was recognized with the Silver Award and IP - Chennai won the Bronze Award. "Balmerol Lubricants" was recognized as one of 'The Economic Times Best Brands 2019'. The Travel branch of SBU:T&V at Kolkata was recognised by Air India with a Certificate of Excellence for securing the second position in Passenger Sales (Domestic in Eastern India) in the year 2018-19 and the third position in the same category in 2017-18. SBU: G&L received the Best Lubricants Supplier Award from Tata Motors Ltd., Spare Parts Division for the year 2018-19. Balmer Lawrie won awards in two categories in the SCOPE Corporate Communications Excellence Awards-2019 - The 'Collect Stories' campaign by brand Vacations Exotica (VE) won a commendation prize under the category 'Effective use of Digital Media' and 'The Making of Next'- the History Book penned down during the completion of 150 years of the organization won the second prize under the 'Special Brand Building Publication' category. Balmer Lawrie also won the Kolkata Best Employer Brand Awards 2019 given away by World HRD Congress and the Rajbhasha Award for excellence in implementation of official language during the half yearly meet of TOLIC at Kolkata.

Mr. D Sothi Selvam, Director [Manufacturing Businesses] was bid farewell on 13<sup>th</sup> December 2019; he has repatriated to IndianOil and will be laying down office in July 2020. This issue of BLOOM carries his message for all employees. BLOOM wishes you and your family Merry Christmas and a very Happy New Year in advance. As always, we'll look forward to your feedback, contributions and suggestions. Please email them to [mukhopadhyay.mohar@balmerlawrie.com](mailto:mukhopadhyay.mohar@balmerlawrie.com).

## ADIEU MESSAGE

*Mr. D Sothi Selvam's, Director [Manufacturing Businesses], tenure in Balmer Lawrie culminated on 15<sup>th</sup> December 2019. He has joined IndianOil and will be laying down office in July 2020. Below is an adieu message from Mr. Sothi Selvam.*



I joined Balmer Lawrie as Director [Manufacturing Businesses] on 2<sup>nd</sup> January 2015 and during the last five years I have enjoyed every moment in this organisation, which prides on its rich heritage and glory of over 150 years. While I pen down this message, I am filled with mixed feelings. I feel sad; bidding adieu to this great company is certainly not easy and I would miss my work and most importantly the people, who have exuded immense warmth and affection. At the same time, I feel satisfied that I will be going back to Chennai. I feel overwhelmed that in these five years in the Company I was able to make a difference and add value for the betterment of the manufacturing businesses.

Overall, it has been a very satisfying and enriching experience across diversified businesses, each having its own flavour and complexity, many challenges handled and opportunities tapped. Five years ago, the overall profit of the manufacturing SBUs put together was not healthy. However, in the present the businesses are doing extremely well and I feel very happy that the manufacturing businesses together registered a turnover of more than Rs 1000 crore and each business clocked its highest ever profit.

All the SBUs under manufacturing businesses have the potential to grow. Imbibing the right attitude and team spirit, with our employees helped a great deal in transforming the manufacturing businesses. Major and minor Re-Engineering were done in the SBUs to bring in a structure which can support the desired objective. The commendable performance of the manufacturing SBUs in the last five years is on account of systematic and planned approach in addressing a given problem or an opportunity and to work in a coordinated manner towards achieving the targets.

**SBU: Greases & Lubricants (G&L)** forayed into the retail segment and strengthened the automotive retail business through network expansion and appointment of new distributors. From a loss of Rs 9.71 Cr in 2014-15, the business over the years returned handsome profit. The highest ever profit of Rs 20.59 Cr was recorded by the business in 2018-19. G&L also gave a fillip to its R&D initiatives with the newly modernized Applications Research Laboratory.

**SBU: Industrial Packaging (IP)** grew despite the MSE guidelines that restricted Balmer Lawrie from doing business with the Oil PSUs and Defence, which accounted for around 20% of IP's total business. From a profit of Rs 9.34 Cr in 2014-15, the SBU over the next four years, returned a profit in excess of Rs 25 Cr, with highest ever profit of Rs 37.94 Cr in 2015-16. IP strengthened its foothold in the Western Region with the new steel barrel manufacturing facility at Vadodara and enhanced its export business.

**SBU: Leather Chemicals (LC)** has turned around and sustained its performance. From a loss of Rs 2.19 Cr in 2014-15, the business over the last 4 years made profits including the highest ever profit of Rs 4.25 Cr in 2016-17. LC has also forayed into the Finishing Chemicals segment.

**SBU: Refinery & Oil Field Services** not only significantly improved its bottom-line but was also able to sustain the same. The ROFS business which generated a profit of Rs 1.22 Cr in 2014-15, clocked an average profit of Rs 8.48 Cr over the last 4 years.

It is noteworthy to mention that during my tenure all the four SBUs, in addition to continuously registering profits, also set new all-time high records in profits.

It was awards galore for the manufacturing businesses. I would like to congratulate the SBU Heads and their team members for their dedication and commitment. I also thank each one of you for all your support, assistance and willingness to go that extra mile to achieve excellence. The operational excellence framework was implemented and the SBUs: G&L, IP and LC participated in the NAMC assessment program and emerged successful. The manufacturing plants won the NAMC awards under Gold, Silver and Bronze category. IP was the proud winner of the BayBuy Award for sustainable value add, for the year 2017, given away by Bayer Corporation. Balmer Lawrie has been associated with the Bayer Group for decades and has been supplying steel drums to their different facilities. The IP plants at Asaoti, Navi Mumbai and Silvassa have scored 200/200 in the audit for Together for Sustainability (TfS). Balmer Lawrie received Ecovadis Silver rating on the organization level in December 2018. SBU: G&L received the Best Lubricants Supplier Award from Tata Motors Ltd., Spare Parts Division and Balmerol Lubricants was recognized as one of 'The Economic Times Best Brands 2019'. SBU:LC received the CII Southern Region EHS Excellence Award. LC Manali, Chennai (manufacturing unit) was awarded a 4-star rating for commitment to EHS Practices in the CII-SR EHS Excellence Awards for the year 2018 given away by Confederation of Indian Industry. Because of your dedication and hard work, I too was recognized with a Leadership Excellence Award from International Research Institute for Manufacturing.

As part of branding initiatives, we participated in large tradeshows and conferences like Petrotech, NLGI, AOSD etc.

I also got the opportunity to drive the Balmer Lawrie Start-up Fund initiative. In January 2017, Ministry of Petroleum & Natural Gas, advised us to participate along with other Oil PSUs in the start-up program. The Board of Balmer Lawrie in its Meeting on March 2017 approved an amount of Rs 5 Crores for Balmer Lawrie Start-up Fund to be spent over a period of two to three years for funding and nurturing start-ups. Balmer Lawrie joined hands with IIM-CIP on 14<sup>th</sup> September 2017 through a MoU. I would consider our collaboration with IIM-CIP as the right step in our journey towards creating the ecosystem for start-ups. The association with IIM-CIP enabled us to carry out the screening and selection process in a very professional and transparent manner with the selection committee consisting of jury members both from IIM Kolkata and Balmer Lawrie. Kanpur Flowercycling Pvt. Ltd. (Help-Us Green) a Social Enterprise in the area of "Waste to Wealth" and RCHobbytech Solutions Pvt. Ltd. in the area of "Unmanned Surveillance Systems" were selected for funding.

For all the opportunities that I got in these years, I would like to thank C&MD and the Board members for their constant encouragement and support. Our achievements are a testimony to the strong support, collaboration and teamwork. I also thank the Board for making me part of various committees and a Board member in the Joint Venture companies PTBLI, BLVL, AVI-OIL and BL-UAE. I am also extremely happy that I was very fortunate that Balmer Lawrie and the Joint Venture companies where I was nominated as the Board member did extremely well and made the highest ever profits.

I feel the future of Balmer Lawrie and the manufacturing businesses is very good. However, we have to keep changing in keeping with the demands of the dynamic business environment and cut-throat competition. Product diversification, focusing on futuristic products and meeting the needs of the market is essential in order to drive revenue and growth. R&D needs to gear up for the same and roll out innovative products, for which dedicated engagement with customers and research institutes are of paramount importance. The businesses have to be more agile and responsive to the market needs.

In the 150 plus years of Balmer Lawrie's history, the Company has successfully combated many challenges, converted them into opportunities and always remained profitable. However, the Company has to imbibe transformation and in order to remain viable we have to remember that our success is not an entitlement, but something we need to earn, every day.

As for me, a very challenging and illuminating experience is coming to an end, one that I will treasure for the rest of my life. Nevertheless, as I leave, I want to wish every one of you all the best in your endeavours and our Company success beyond limits. My wife Dr. S Logasundari joins me in wishing all fellow Balmer Lawriens and their families a great future, filled with happiness and harmony.

I will be available on my personal e mail [sothiselvam@yahoo.co.uk](mailto:sothiselvam@yahoo.co.uk) and mobile 9748988222, and will be too pleased to be in touch.

With Warm Regards,

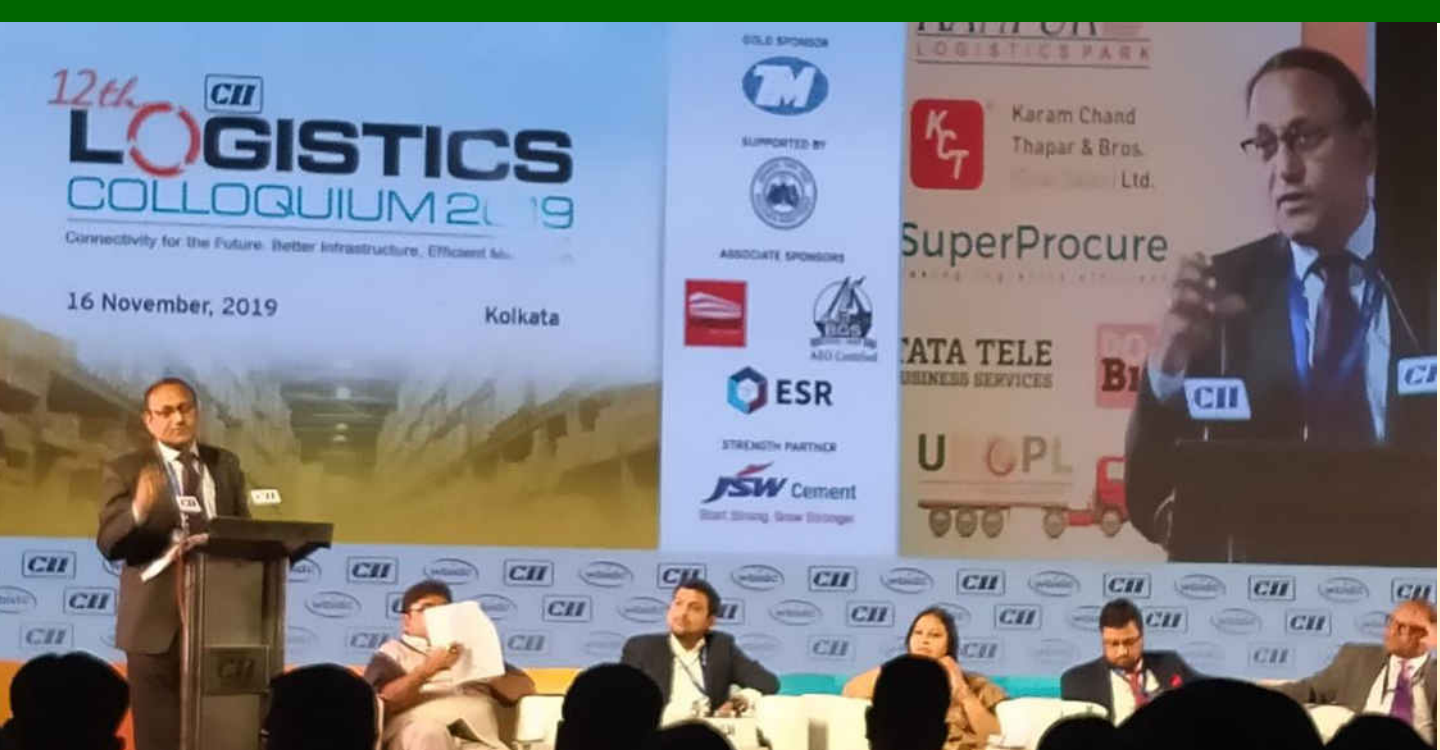
**D. Sothi Selvam**



Vigilance Awareness Week was observed from 28<sup>th</sup> October to 2<sup>nd</sup> November, 2019 at all the units and establishments of Balmer Lawrie. The observance of the week commenced with employees taking the vigilance pledge. A host of events and competitions on the theme 'Integrity - A way of Life' were organised in all the regions, not only for employees but also for vendors, customers, contractors, school children and college students. The response was overwhelming. We will feature all the details in the January 2020 issue of Balmer Lawrie Organisational Gazette [BLOG] the quarterly house journal. However, in the Eastern Region some outreach programs and events were organised beyond the week. An Awareness Walk on 'Integrity - A way of Life' was organised on 24<sup>th</sup> November 2019 at Kolkata. The walk was led by Mr. Prabal Basu, C&MD and the Directors of Balmer Lawrie.



SBU: Greases & Lubricants participated in the International Mining, Equipment, Minerals & Metals Exhibition (IME) 2019, a prestigious biennial international exhibition focused on Mining, Equipment, Minerals, Metals and allied industries, held from 6<sup>th</sup> to 9<sup>th</sup> November, 2019 at Eco Park, Rajarhat, Kolkata. The event, which was organised by the Mining, Geological & Metallurgical Institute of India (MGMI), saw good participation from mineral rich states of India, Public Sector Units, large Corporates and Small and Medium organisations



Balmer Lawrie participated in the 12<sup>th</sup> CII Logistics Colloquium held in Kolkata on 16<sup>th</sup> November 2019. A stall was set up at the event to showcase our end-to-end logistics services and infrastructure. The theme of the event was "Connectivity for the Future: Better Infrastructure, Efficient mechanism". The starting state session emphasized on the role of port connectivity, warehousing and ICD. Mr. K. Swaminathan, Director [Service Business], chaired a session that focused on experts' outlook on ensuring better Logistics Infrastructure and the importance of hinterland connectivity. The final session had discussions on holistic progress and the role of digitization in multi-modal operation. The event was graced by eminent speakers and guests including Mr. Vinit Kumar, Chairman KoPT, Mr. N Sivasallam, Special Secretary-Logistics, Ministry of Commerce and Mr. Amit Mitra, Finance Minister, Minister of Micro, Small and Medium Enterprises and Textile Minister, West Bengal.



Balmer Lawrie participated in the Chartered Institute of Logistics and Transport (CILT) India Expo held, a premier transport and logistics event that addressed the entire supply chain of the logistics industry. The event was jointly organised by CILT - India in association with Exhibitions India Group on 21<sup>st</sup> & 22<sup>nd</sup> November 2019 at National Rail Museum, New Delhi. A stall was put up and the various services offered by Logistics Services was exhibited. The exhibition covered all modes of transport, including road, rail, air, sea and inland waterways, in addition to the logistics & warehousing, supply/cold chain, and freight forwarders. The two-day expo attracted 100+ exhibitors and 3,500+ business visitors. Mr. K Swaminathan, Director [Service Business] was invited as a speaker in one of the sessions on 22<sup>nd</sup> November.



Logistics Services, Bangalore organized a Customer Meet at Hosur Industrial Area on 14<sup>th</sup> November 2019 in collaboration with Hosur Industries Association. The Meet was presided over by Mr. Manas Ganguly, Chief Operating Officer [Logistics]. Mr. K. Jambunathan, Regional Head [South], Mr. Sushil Dugar, National Head [Sales & Marketing] and other officials of the Branch had an enriching interactive session with the Association Members, Senior Officials of various Industries operating in the area, Customs and Pearl Terminal ICD Officials.



Balmer Lawrie was one of the recipients of the Kolkata Best Employer Brand Awards 2019 given away by World HRD Congress at a function held on 11<sup>th</sup> November 2019 at the Taj Bengal, Kolkata. Kolkata Best Employer Brand Awards 2019 is organized by Employer Branding Institute and recognizes top organisations from Kolkata who are exemplary in HR and used marketing communications effectively for Human Resources Development. During the award function a special award was given to Mr. A Ratna Sekhar, Director [HR & CA].



Mr. A Ratna Sekhar, Director [HR & CA] was invited as the Guest of Honour and speaker by NIPM for the Eastern Region Conference-2019 held on 29<sup>th</sup> & 30<sup>th</sup> November 2019 at Goa. NIPM – Asansol Chapter organised the conference and the theme was "IR 2.0 a paradigm shift from IR to ER". D[HR&CA] was a speaker in a panel discussion on the topic "People transformation for peace & productivity".

An HR Planning Workshop was organised for members of the HR & Corporate Affairs team in the Balmer Lawrie Training Centre at the Corporate Office in Kolkata on 13<sup>th</sup> November 2019.



A two-day training program on "Constitution of India & Reservation Policy and Implementing Policies on Reservations" was organized by the Corporate HR Department (CHRD) in the BL Training Center, at the Corporate Office in Kolkata on 11<sup>th</sup> & 12<sup>th</sup> of November 2019. The program was attended by Executives and Officers from CHRD and the Regional HR teams. The training was conducted by Mr. Sandeep Mukherjee and Mr. Supriyo Ghoshal. The program was highly informative and was appreciated by the participants.



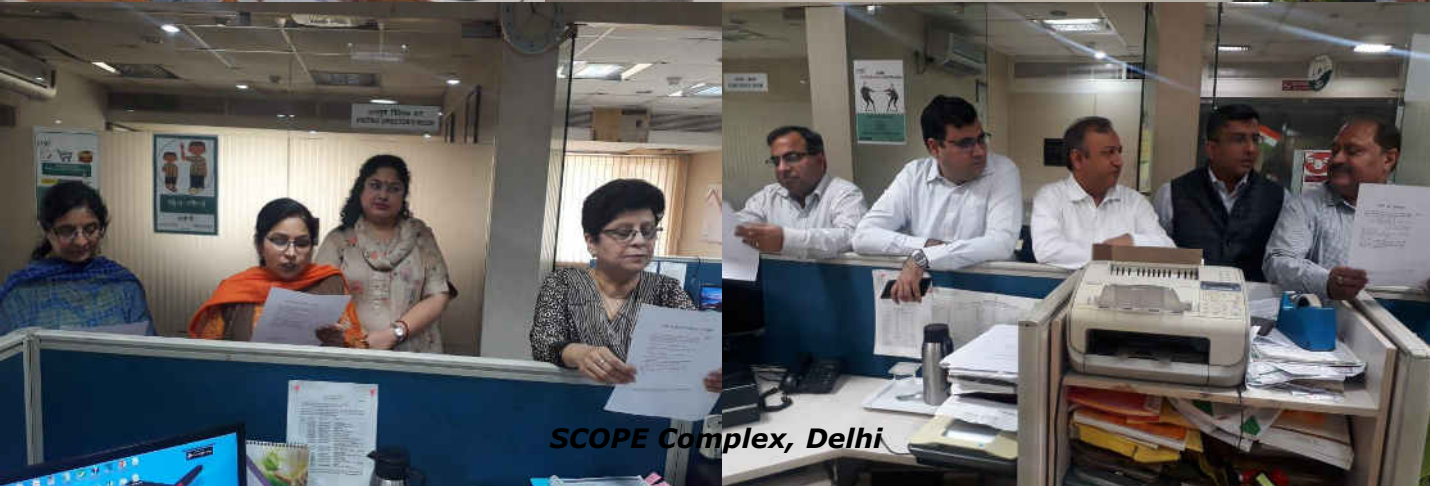
Logistics Services organised a training session on Freight Forwarding for IOCL's Material Management team in their Corporate Office at Delhi on 21<sup>st</sup> November 2019. Ms Archana Bhardwaj, ED [Procurement] and Head of the team, several General Managers and Executives attended the program. The trainers from Balmer Lawrie were Mr. Sushil Dugar, National Head [Sales & Marketing] and Mr. Ketan Pote, Regional Head [LS]-West. This half day training session was highly appreciated by the entire team.



## CONSTITUTION DAY OBSERVED

26<sup>th</sup> November 2019 was observed as Constitution Day across the country to commemorate the adoption of the Constitution of India and to honour the contribution of the founding fathers of the Constitution. On this day the preamble is read out in all Government Offices, institutions and other establishments. At Balmer Lawrie too the preamble was read out in plants and offices across locations pan India. On 26<sup>th</sup> November 1949, the Constituent Assembly of India adopted the Constitution of India, and it came into effect on 26<sup>th</sup> January 1950. The Government of India declared 26<sup>th</sup> November as Constitution Day on 19<sup>th</sup> November 2015 by a gazette notification. Hon'ble Prime Minister of India, Shri Narendra Modi made the declaration on 11<sup>th</sup> October 2015 while laying the foundation stone of the B. R. Ambedkar's Statue of Equality memorial in Mumbai. The 125<sup>th</sup> birth anniversary of Dr. B R Ambedkar, who had chaired the drafting committee of the Constituent Assembly, was celebrated in 2015.

Below are glimpses of reading out of the preamble at different locations:





**Asaoti**



**Lucknow**



**Ballard Estate, Mumbai**



**CFS, Mumbai**



**IP, Vadodara**



**G&L, Silvassa**  
2019





*City Office, Chennai*



*Manali, Chennai*



*CFS, Chennai*



*T&V, Bengaluru*



*LS, Thiruvananthapuram*



*TCW, Hyderabad*

## HSE [HEALTH, SAFETY & ENVIRONMENT] UPDATE



An on-job training program on the topic 'Handling of material from rack' was organised at the G&L - Silvassa plant on 7<sup>th</sup> November 2019 for dispatch staff, contract labourers of loading unloading, dispatches, receipt & issues of RM/PM materials and forklift drivers. The program covered dos and don'ts of movement / shifting of material.



On 9<sup>th</sup> November 2019 a fire monitor demonstration and an audio-visual training on safety and first aid was conducted at G&L - Silvassa.



During safety inspection at G&L - Silvassa the Officers checked hazardous waste segregation and fire extinguishers. The plant met all compliances.

## Transfer

- **Mr. Jayanta Chaudhuri**, Associate Vice President [Marketing], Leather Chemicals - Kolkata has been transferred to Leather Chemicals - Chennai as Associate Vice President [Marketing]-LC.
- **Mr. Sibdas Sarkar**, Manager [Manufacturing], Industrial Packaging - Kolkata has been transferred to Vigilance Dept. - Kolkata as Manager [Vigilance].

*Wish you all the best in your new role!*

## Farewell

- **Mr. Tapan Chaudhuri**, Associate Vice President [Marketing], LC - Chennai superannuated on 30<sup>th</sup> November, 2019 after successfully completing 31 years and 5 months of service.
- **Mr. Sudip Goswami**, Chief Manager [A&F], CFS - Kolkata superannuated on 30<sup>th</sup> November, 2019 after successfully completing 34 and 1/2 years of service.
- **Mr. Chanchal Ray Chaudhari**, Manager [Vigilance], Vigilance Dept. - Kolkata superannuated on 30<sup>th</sup> November, 2019 after successfully completing 35 years and 9 months of service.
- **Mr. Sudershan Madan**, Deputy Manager [Sales Administration], IP - Asaoti superannuated on 30<sup>th</sup> November, 2019 after successfully completing 30 years and 9 months of service.

*We wish you all the best in your future life!*

## New Members



**Mr. Ronodeb Ray** joined Director's Office, Kolkata as Senior Manager [Coordination]-Manufacturing Businesses on 1<sup>st</sup> November, 2019.



**Mr. Anoop Singh** joined Logistics Services, Delhi as Manager [Sales]-Freight Forwarding on 7<sup>th</sup> November, 2019.



**Mr. Arijit Sur Roy** joined Corporate IT, Kolkata as Deputy Manager [SAP]-SD on 1<sup>st</sup> November, 2019.



**Mr. Kumar Jha** joined Logistics Services, Hyderabad as Deputy Manager [Project Logistics] on 11<sup>th</sup> November, 2019.



**Mr. Syed Rizvi** joined Greases & Lubricants, Kolkata as Asst. Manager [Retail Sales] on 11<sup>th</sup> November, 2019.



**Mr. Santosh Patel** joined Industrial Packaging, Taloja as Junior Officer [Production] on 4<sup>th</sup> November, 2019.



**Mr. Anand Singh** joined Industrial Packaging, Taloja as Junior Officer [Production] on 8<sup>th</sup> November, 2019.



**Mr. Jibananda Mondal** joined Greases & Lubricants, Chennai as Junior Officer [Accounts & Finance] on 11<sup>th</sup> November, 2019.



**Mr. Venkateswar Battula** joined Temperature Controlled Warehouse, Mumbai as Junior Officer [Warehouse Operations] on 14<sup>th</sup> November, 2019.



**Mr. Sumit Kumar** joined Travel & Vacations, Delhi as Junior Officer [Travel] on 19<sup>th</sup> November, 2019.



**Mr. Amir Ali** joined Temperature Controlled Warehouse, Mumbai as Junior Officer [Sales & Marketing] on 25<sup>th</sup> November, 2019.



**Mr. Manas Dhauria** joined Industrial Packaging, Baroda as Junior Officer [Electrical] on 25<sup>th</sup> November, 2019.

*Welcome you to the Balmer Lawrie family and wish you all the best!*

