

Issue 26, February 2019

BLOG

Balmer Lawrie
Organisational Gazette



Nurturing Start-ups to be the face of 'New India'...

EDITORIAL

Balmer Lawrie Organisation Gazette (BLOG), our quarterly house journal is mostly topical and theme based. This issue is the last issue of the Financial Year 2018-19 and I took the liberty to name it the February 2019 issue instead of January 2019 as we wanted to cover a host of extremely significant events that happened in the month of February. Also, we wouldn't have done justice to the theme-based feature if the issue was published earlier. The special feature this time is the Balmer Lawrie Start-up Fund journey.

As per a NASSCOM report over 2000 new start-ups are being created each year post 2016 and the trend would continue till 2020. This would generate around 250 to 300 thousand jobs by 2020. Bangalore and New Delhi each on an average account for around 25% of the start-ups in India with Mumbai, Hyderabad, Pune and Chennai also contributing significantly. Interestingly, India got its largest start-up ecosystem on 13th January 2019 when a 1.8 lakh square feet facility, housing incubation set-ups across a string of segments in modern technology, was inaugurated in Kerala. The Indian start-up ecosystem has been witnessing an influx of investors post 2017. The investment into start-ups have increased by over 100% from USD 2.0 billion in 2017 to USD 4.2 billion in 2018. Disruptive innovations in technology have created newer Indian start-ups.

The Eastern part of the country seldom gets a mention when the Indian start-up ecosystem is being discussed. Though Kolkata is among the primary commercial hubs, it is yet to produce many start-ups. Hence, in such a scenario, when Balmer Lawrie signed an MOU with IIM Calcutta Innovation Park on 14th September 2017, to provide seed funding of Rs 5 crore to incubate start-ups with innovative ideas, it became a flag bearer in the region. It is the first conglomerate to launch a Start-up Fund in the region under the aegis of Hon'ble Prime Minister's Start-up India initiative.

The journey of the Balmer Lawrie Start-up Fund has been pretty interesting; starting from receiving around 100 applications to freezing on incubating and supporting two start-ups with innovative ideas. Though the ride till now has been extremely successful, the company would continue to explore opportunities of taking it forward and sustaining it. Significant highlights associated with Balmer Lawrie Start-up Fund, along with messages and interviews of the beneficiaries have been covered in this issue. The entire journey was driven by Mr. D Sotli Selvam, Director [Manufacturing Businesses] and his team under the guidance of Mr. Prabal Basu, C&MD and with the facilitation from IIM Calcutta Innovation Park.

Hope you enjoy reading this issue of BLOG and share with us your feedback and suggestions. Please contribute for the Talent Unlimited section as well. You may email me at mukhopadhyay.mohar@balmerlawrie.com.



SIGNIFICANT HAPPENINGS @ BALMER LAWRIE

■ The Vigilance Awareness Week was observed from 29th October to 3rd November at all the units and establishments of Balmer Lawrie. The observance of the week commenced with employees taking the vigilance pledge. A series of events based on the theme "Eradicate Corruption - Build a New India" was organised by the Vigilance department. Essay, slogan and word search competitions for employees, quiz contest, interactive sessions for vendors, customers and contractors of Balmer Lawrie, outreach programmes for students in schools and colleges of Kolkata, Chennai and Mumbai, awareness sessions and workshops were scheduled during the week to highlight the iniquities of corruption and its impact on society. Dr. B.N Ramesh, IPS, ADG was invited at the Corporate Office in Kolkata to conduct a session for Executives and Officers.



■ Logistics Services participated in the 11th Logistics Colloquium 2018 organized by CII on 24th November 2018 at The Oberoi Grand, Kolkata. Mr. Prabal Basu, Chairman, CII Logistics & SCM Task Force and C&MD, Balmer Lawrie, inaugurated the session and delivered the welcome address. Mr. K Swaminathan, Director [Services Business], Balmer Lawrie chaired a session on 'Outlook of Experts on ensuring better Infrastructure: Importance of Hinterland Connectivity and Warehousing'. The event was graced by Dr. Amit Mitra, Hon'ble Minister in Charge, Departments of Finance & Excise, IT & Electronics, Industry, Commerce & Enterprises, MSME and Textiles, Government of West Bengal. Balmer Lawrie set up a stall inside the event

premises and showcased its expertise and end-to-end solutions in logistics.

■ AVI-OIL India Private Ltd. (AVI-OIL), a joint venture company of Balmer Lawrie that manufactures and supplies aviation lubricants to the Defence Services and other aircraft operators in India, completed 25 years in November 2018. The silver jubilee celebrations were organised at Jaypee Greens Golf and Spa Resort, Greater Noida on 22nd November. Mr. Prabal Basu, C&MD and Mr. D Sothi Selvam, Director [Manufacturing Businesses] visited the AVI-OIL manufacturing unit, met all the employees and attended the celebrations.



■ Logistics Services participated in the 2nd Aerospace & Defence MRO South-Asia Summit 2019 held at Delhi on 17th & 18th January 2019. The event witnessed the participation of more than 34 Speakers and top specialists from the principal brands of the Aerospace and Defence industry. They shared knowledge, exchanged ideas, discussed and debated facts & trends about the current and future market scenario in the domain. Balmer Lawrie showcased its strengths in the Maintenance, Repair and Overhaul [MRO] space at the summit.

■ Balmer Lawrie celebrated its 153rd Foundation Day on 1st February 2019. To mark this occasion a function was organised at Swabhumi, Kolkata on 3rd February which was attended by the Board of Directors, employees and their families. The function was inaugurated by Mr. Prabal Basu, C&MD, Balmer Lawrie. The programs included performances by the employees and their children. The Balmer Lawrie choir group together with the band "BL



Melodies" put up a musical performance for the audience. As part of the celebrations, Antakshari, Talent Hunt, Rangoli, Photography, Groufie and Sit and Draw competitions were organized besides an inter-office Cricket Tournament, which witnessed enthusiastic participation from the employees. The celebrations ended at a high note with the performance of the stellar singer Amit Sana from the Indian Idol fame. Such celebrations are held in all the four regions across the country.



■ SBU: Leather Chemicals participated in the 34th edition of the India International Leather Fair (IILF) held from 1st to 3rd February 2019 at the Chennai Trade Centre, Nandambakkam, Chennai. A stall was set up at the event and our leather chemicals products were showcased. The stall was inaugurated by Mr. D Sothi Selvam, Director [Manufacturing Businesses] and Mr. A Ratna Sekhar, Director [HR&CA].

■ Balmer Lawrie participated in Petrotech 2019, the 13th International Oil & Gas Conference & Exhibition, organized at the India Exposition Mart, Greater Noida, Delhi (NCR) from 10th to 12th February 2019, under the aegis of Ministry of Petroleum & Natural Gas (MOPNG), Government of India. This year the theme was "Shaping the New Energy World through innovation and Collaboration", with the view to addressing the global energy spectrum, its evolving dimensions and the future direction of the energy industry. Balmer Lawrie put up a stall (E14 in Hall 14) at this mega international event and select Executives attended the conference as delegates.



■ Balmer Lawrie won the Rajbhasha Award for active participation in implementation of official language. The award was given away by Shri Kesari Nath Tripathi during TOLIC's half yearly meeting held on 28th January 2019 at Kolkata.

■ Under the aegis of Town Official Language Implementation Committee (TOLIC), Kolkata, Balmer Lawrie organized an inter-company Antakshari Competition at its Corporate Office on 20th December, 2018 to promote Hindi as the official language. A total of 17 teams from different PSUs in Kolkata participated in the competition. It was an evening full of melodious Hindi songs and after four rounds of tough competition, the team from Oriental Insurance Company Limited was declared winners, with HPCL and Air India securing the 2nd and 3rd positions respectively. Shipping Corporation of India being in the 4th position was awarded a consolation prize. The prizes were given away by Mr. Prabal Basu, C&MD during TOLIC's half yearly meeting held on 28th January 2019.





■ The capacity building on health & hygiene project initiated at Sayli village in Silvassa in the month of December 2019 as part of Swachh Bharat Abhiyan was taken forward with great enthusiasm. A Memorandum of Agreement (MOA) dated 25th December 2018 was signed between Balmer Lawrie as sponsor, Swadeep Shikshan Vikas Sanstha, Ahmedabad, the Implementation Partner and the Collector District Magistrate, Dadra & Nagar Haveli, Silvassa, the Operating Partner. Though children of the village and primary schools comprise the major target group, school teachers, Anganwadi workers and staff, parents and the school management committee of the respective schools will also be involved in the various activities. Training sessions and workshops on health, hygiene and nutrition were organised in the Anganwadis and primary schools. Also, personal hygiene kits, sanitation kits, dustbins and Anganwadi vessel kits were distributed. The objective of the project is to ensure sustainable development by promoting good health, quality education, clean water and sanitation in Sayli village.



■ As a part of its CSR initiatives, Balmer Lawrie has been supporting HelpAge India to provide medical aid to senior citizens in and around the Manali region. In the year 2018-19, the company funded Rs. 50.24 lakh to run the Mobile Medicare Units. Of this, an amount of Rs.18.20 lakh was provided to HelpAge India for purchasing a new Mobile Medicare Unit. This vehicle would be replacing the old vehicle and will be used for providing medical aid to the elderly in the region. Around 1400 patients from 13 points in the Manali region will be benefitting from this facility. The new vehicle was inaugurated and dedicated to the beneficiaries by Mr. A Ratna Sekhar, Director [HR&CA] on 30th January 2019, in the presence of Mr. R M Uthayaraja, COO [LC] and CSR committee members.

■ A 33 KWp grid connected solar power plant was commissioned in the Temperature Controlled Warehouse at Rai, Haryana and it commenced generating electrical energy from January 2019. Presently it is generating approximately 150 units per day. The payback period of the plant is approximately six years.



LEADERSHIP SPEAKS



Prabal Basu
Chairman & Managing Director
Balmer Lawrie & Co. Ltd.

I am happy that the theme of this issue of BLOG is the Balmer Lawrie Start-up Fund journey. Balmer Lawrie, as you all are aware, was founded by two entrepreneurs, Mr. Stephen George Balmer and Mr. Alexander Lawrie in the year 1867. Since then our journey has been a testimony of the vision, entrepreneurship spirit and commitment of our Founders and Leaders. Our Founding Fathers had formed Balmer Lawrie & Co. as an 'agency house' and the agency business was essentially in trading. The business was shaped by the background of the founding partners and the opportunities offered by the environment. The basic character of the business i.e. 'commission agency' remained unaltered for many years. A combination of visionary entrepreneurship and committed workforce choreographed Balmer Lawrie's transformation into a diversified group with strong leadership in both manufacturing and services. Given the origin of our organisation and present nature of businesses, we have always encouraged the spirit of innovation and an entrepreneurial culture in our organisation; and

when Hon'ble Prime, Shri Narendra Modi launched the 'Start-up India' initiative, Balmer Lawrie was highly keen to contribute to it by nurturing and supporting sustainable ideas.

Start-up India is a flagship initiative of the Government of India, that aims at fostering entrepreneurship and promoting innovation by creating a strong and healthy ecosystem that is conducive for the growth of start-ups. With the development of start-up businesses, the Government intends to drive sustainable economic growth and generate large scale employment opportunities. In pursuance of this, under the guidance of Hon'ble Minister of Petroleum & Natural Gas, Skill Development and Entrepreneurship, Shri Dharmendra Pradhan, "Balmer Lawrie Start-up Fund", was launched in May 2017. Subsequently, an MOU was signed between Balmer Lawrie and IIM Calcutta Innovation Park for selection and incubation of start-ups on 14th September 2017. As part of this association, Balmer Lawrie and IIM Calcutta Innovation Park selected the start-ups and the incubation process is in progress. Depending on the need of the start-ups, the incubation support includes work space, knowledge resources, mentoring, networking, customer connect, investor connect and seed funding. In due course, capacity building boot camps to impart essential knowledge on different aspects of business will also be organized. To ensure success of this initiative, a continuous mentoring and monitoring mechanism for start-ups have also been put in place. I am extremely happy that Balmer Lawrie associated with IIM Calcutta in selection and incubation of start-ups. Their experience, infrastructure and support was of immense value to make this initiative a success. Through, Balmer Lawrie Start-up fund, we are supporting Kanpur Flowercycling Pvt. Ltd., a company that converts discarded flowers into innovative products like incense, natural soap and other bio-degradable products, with Rs. 1.2 crore and RCHobbytech Solutions Pvt. Ltd., a company providing unmanned solutions, with Rs. 1.5 crore. It will be our endeavour to take the start-up journey forward and continue to support ideas that are extremely innovative and environment friendly.

India is fast emerging as a start-up nation. We are witnessing birth of 3 to 4 tech start-ups every day. The Indian technology start-up landscape has seen a significant growth in innovative start-ups and has emerged as the 3rd fastest growing hub for technology start-ups in the world. India is the second largest consumer internet market in the world with 462 million internet users and 80% of these users are mobile based. This enhanced and growing trend of mobile internet penetration coupled with the Aadhar platform is creating a ripple effect on the tech enabled start-up eco-system in the country. As per Start-up India, India has the 2nd largest start-up ecosystem in the world and is expected to grow 10-12% Y-o-Y. Close to 20,000 start-ups are registered in India. Out of these about 5000 are technology led start-ups. The key factors that make India appealing as a start-up nation are cost of doing business, proximity to customers/vendors and size of the domestic market. The several programs undertaken as part of the Start-up India initiative is contributing to Hon'ble PM's vision of transforming India into a country of job creators instead of job seekers. These programs have catalysed the start-up milieu including several incubation centres, easier patent filing, tax exemptions, ease of setting-up of business, a Rs. 10,000 crore corpus fund and a faster exit mechanism,

among others. This has helped many entrepreneurs who are availing the benefits of starting their own business in India. Balmer Lawrie has always aligned with the GOI initiatives and our Start-up Fund will continue to add significantly to realise Hon'ble PM's vision.

I congratulate Mr. Sothi Selvam and his team including Mr. Sanjib Roy to take forward the Balmer Lawrie Start-up journey effectively and successfully and my best wishes to them!

Prabal Basu

I am glad that this edition of BLOG is featuring the journey traversed by Balmer Lawrie in its Start-up initiative.

“Start-up India” is a flagship initiative of the Government of India, intended to build a strong eco-system for nurturing innovation and start-ups in our country to drive sustainable economic growth and generate large scale employment opportunities. The Start-up movement, has gathered momentum in India in the recent past, towards developing a robust ecosystem for growth of start-ups in India.

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.

Since the initiative was new to all the PSUs and there were no ready-made models or guidelines available on selection, funding and incubation, we thought, it would be prudent to explore the start-up incubation models adopted at various reputed institutes like IITs and IIMs and understand the factors critical for a start-up identification and growth.



D Sothi Selvam
Director [Manufacturing Businesses]
Balmer Lawrie & Co. Ltd.

Though, capital is one of the most critical elements, proper mentoring and connect with right associates/partners were found equally important for start-ups in overcoming their resource constraints and enabling them with the right environment and infrastructure. The right blend of Technology, Innovation and Entrepreneurial skills are important for a start-up to become successful, and we felt that IIMCIP Kolkata, with their experience, expertise, mentor pool, industry and alumni connect, could be the ideal partner to mentor the start-ups, help them imbibe the right set of elements required for success, and also provide the much needed industry and alumni connect.

Balmer Lawrie joined hands with IIMCIP on 14th September 2017 through a MoU. I would consider our collaboration with IIMCIP as the right step in our journey towards creating the ecosystem for start-ups. The association with IIMCIP 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 Calcutta and Balmer Lawrie.

At the end of the selection process, 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. We leveraged the connect of IIM Calcutta in completing the Valuation, Due Diligence and drafting of shareholder's agreement for the two selected start-ups. Based on the recommendations of IIMCIP, the Board of Balmer Lawrie gave clearance for disbursement of fund to the selected start-up and for signing of shareholders agreement with the start-ups. Out of Rs 5 Cr fund, Rs 2.7 Cr has already been committed for the two start-ups of which Rs 1.35 Cr has already been disbursed. The balance Rs 1.35 Cr will be disbursed to the start-ups on achievement of specific milestones. IIMCIP is closely monitoring and mentoring these start-ups.

Recently PSUs under MoPNG have joined hands and formed a common platform for inviting applications from start-ups. We intend to use this common platform route for selecting and funding new start-ups. The balance fund of Rs 2.3 Cr would be spent on funding start-ups through this platform.

I can say that we have made a very good beginning and have taken the right step in our endeavour to support the start-ups. The progress is very encouraging and exciting. Both our start-ups have earned accolades and recognition and have started generating significant revenues. Our funding and incubation model has been well appreciated. We have not just limited ourselves in fulfilling our obligations by providing capital to start-ups but have also gone a step ahead in providing the right environment and mentoring to the start-ups through our collaboration with IIMCIP.

Though the underlying objective is to support the start-ups, our "equity mode" of funding, entitles us to hold shares of the selected start-ups, which can be monetized at a future date, if the value of start-ups goes up and I am very pleased to note that the valuation has been going up!!

It has been a great journey of Teamwork with the guidance of our CMD, active support of the Board and the help rendered by the Corporate Communications team, Corporate IT team and the branding team of G&L. The continuous support being rendered by our Company Secretary and her team, is really noteworthy.

Spearheading this initiative in Balmer Lawrie along with Sanjib has been a great learning experience and a very fulfilling assignment as well.

I take this opportunity to extend my sincere wishes to every member of the Balmer Lawrie family with a saying that "All our Dreams can come true if we have the Courage to pursue them".

With Warm Regards,
D Sothi Selvam



Ashok Banerjee
Professor (Finance & Control)
Faculty-in-charge, The Financial Research and Trading Laboratory
Indian Institute of Management Calcutta

The initiative of Balmer Lawrie (BL) to support innovative entrepreneurs is commendable. IIM Calcutta Innovation Park (IIMCIP) is pleased to provide necessary support in this initiative and we helped Balmer Lawrie in identifying promising start-ups. I hear the good news that the two start-ups funded in the first round are doing very well. This shows that the association with the IIMCIP and the approach adopted by BL were effective. I, along with the IIMCIP team, was involved during the selection process of the start-ups. The objectivity with which the entire exercise was carried out is noteworthy. The final jury was dominated by independent members who have rich experience in this field. The top management of the company demonstrated complete faith on the decision of the Jury. Another interesting feature in the selection process was that BL did not restrict the applications to only energy sector. Rather, the company encouraged innovators from any discipline to apply. This approach has helped the company to finally identify and support start-ups that offer innovative solutions to national challenges.

Ashok Banerjee



Subhrangshu Sanyal, PhD
CEO - IIM Calcutta Innovation Park

Entrepreneurship has been identified the new engine of economic growth in India. In the last few years the Government of India launched several initiatives like Make in India, Start-up India, Stand-up India to promote entrepreneurship and create an enabling ecosystem to support start-ups. In line with the Start-up India mission, the PSUs under the petroleum ministry have created start-up fund to nurture innovation and create scalable businesses. The journey of a start-up is extremely risky and globally the mortality rate of start-ups is very high (80% or above). Hence, to make the start-up ventures sustainable, focused handholding is required, in terms of technology, business model and commercialization. This in turn would require a strong collaboration between Industry, Academia and Government.

Recognizing the need to create a robust ecosystem for the start-ups, IIM Calcutta Innovation Park (IIMCIP) and Balmer Lawrie decided to join hands to contribute to the Start-up India movement through the Balmer

Lawrie Start-up Fund program. The MOU in this regard was signed on 14th September, 2017 and a unique industry academia collaboration was launched. IIMCIP brought in its experience on working with the start-ups across the life cycle that includes sourcing, screening, incubation and funding. Balmer Lawrie committed to contribute with technology expertise, industry connect, pilot opportunities and funding support.

In the first phase, 104 applications received from start-ups all over the country were evaluated by a panel of business experts from IIMCIP. Each application was evaluated by two experts to eliminate bias and the first shortlist of 44 applicants was published. The shortlisted candidates were further evaluated by technical experts from Balmer Lawrie. Based on the scores, the top 15 participants were invited for a face to face pitching session. A jury panel constituted by IIMCIP comprising successful entrepreneurs, industry experts, investors, academicians and senior leaders from Balmer Lawrie attended the pitching session. The jury panel based on pre-decided criteria, unanimously selected two most promising start-ups for funding. One of them, Drones Tech Lab (RCHobbytech Solutions Pvt. Ltd.), is a solution provider in the unmanned surveillance space, working with Indian Army, DRDO and Oil companies. The other one, HelpUsGreen (Kanpur Flowercycling Pvt. Ltd.), is a social enterprise working on converting the flower waste to premium quality aromatic products and styrofoam, providing livelihood to 100+ people in the bottom of the pyramid. The committee also decided on the funding instruments, valuation and the performance milestones. The significant aspect of the investment is that these were against equity and disbursed in tranches, unlike many peer organizations which are offering grant. Equity brings in accountability, more control from investor's side and also possible gains if the start-ups go for further investment rounds.

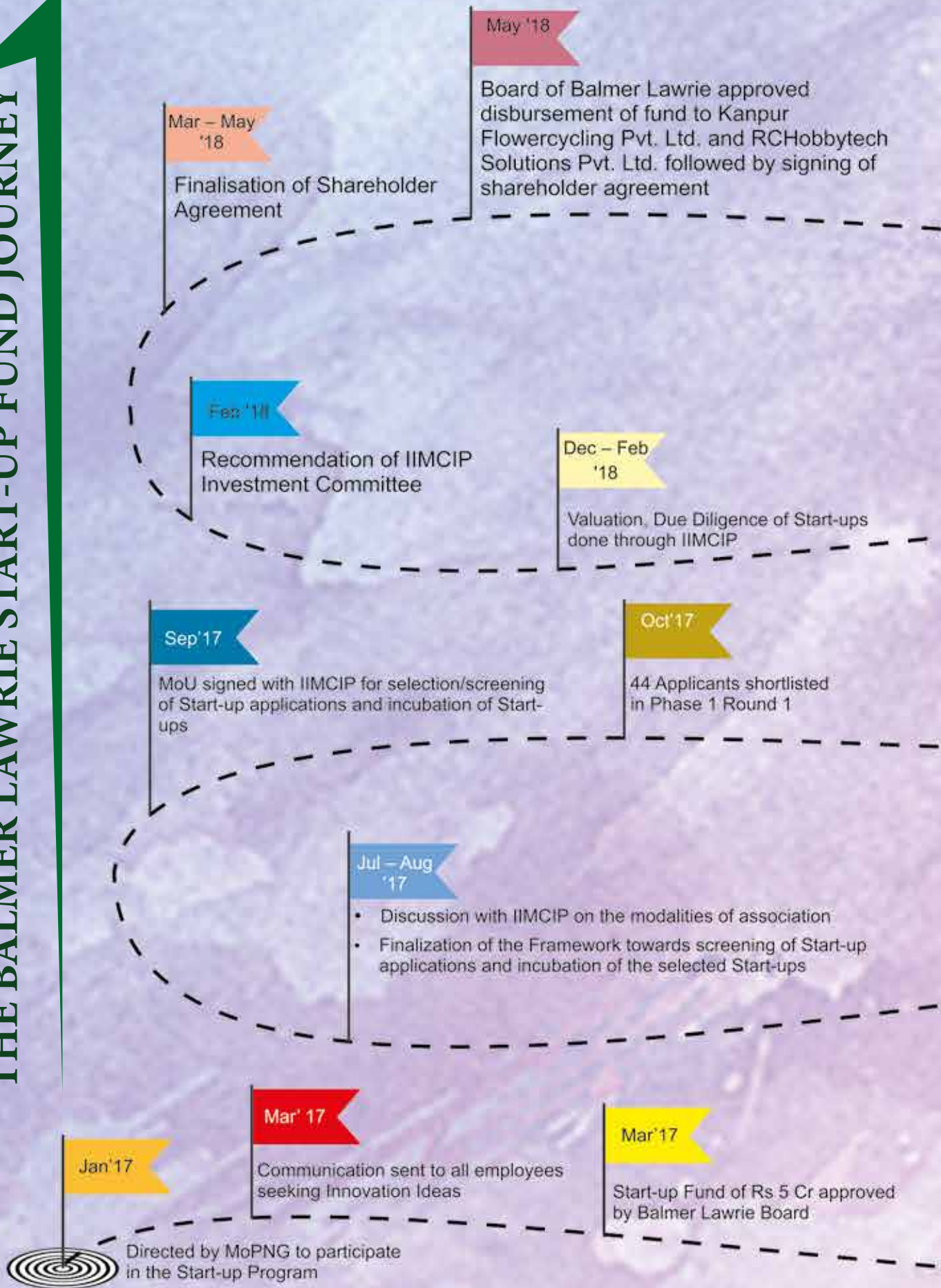
Pre-funding processes like valuation, due diligence, negotiation on terms and conditions, agreement negotiation and drafting of the shareholder agreement are highly specialized and time consuming processes. Through IIMCIP, Balmer Lawrie leveraged the services of reputed legal and secretarial firms to execute the process. After following stringent compliance norms and approval from the Board, the funds got disbursed to the start-ups. The Balmer Lawrie team worked hand in hand across all the phases and helped in smooth execution of the processes.

Since, the failure rate of start-ups are very high at early stages, strong knowledge support and performance monitoring of the start-ups post funding is essential. IIMCIP having the expertise of incubating more than 40 early stage start-ups, started providing incubation support that includes co-working space, capacity building, mentoring, market connect and visibility. This external model of incubation allowed the start-ups to be part of a bigger start-up community and leverage the strength of the network, shared services and common resources. The result till date is fascinating. Both the start-ups raised further funds in form of debt or grant to scale their operations. The revenues multiplied. Drones Tech executed large customer orders. Both the start-ups received good media visibility. Now the challenge is to sustain this growth and scale up to the next level. Both IIMCIP and Balmer Lawrie are putting sincere efforts to get these start-ups connected to potential customers and market and enhance their revenue pipeline. Going by this run rate the two start-ups together is expected to clock more than Rs 4 Cr annual turnover in FY18-19, and create direct/indirect employment of 100+ people. For early stage start-ups this is excellent performance both in terms of revenue as well as impact.

A job well started is a job well done. The first signs of success should be encouraging for Balmer Lawrie, as this can open opportunities to diversify into non-conventional or futuristic business lines with much lower risk by collaborating or acquiring the innovative start-ups. The Balmer Lawrie Start-up Fund is an ideal example where industry and academia are collaborating effectively to execute a forward looking initiative and expecting to set up a benchmark for others to follow.

Subhrangshu Sanyal

THE BALMER LAWRIE START-UP FUND JOURNEY



Sep '18

First tranche fund disbursed to Kanpur Flowercycling Pvt. Ltd.

Nov '18

First tranche fund disbursed to RCHobbytech Solutions Pvt. Ltd.

Nov '17

7 Applicants presented their case to Phase 2 Round 2 Jury Members consisting of Board Members from Balmer Lawrie and IIMCIP. 2 Start-ups were finally selected by the Jury Members for Funding and Incubation.

Nov '17

15 Applicants presented their case to the Phase 2 Round 1 Jury members consisting of COOs/SVPs from Balmer Lawrie & CEO/Mentors from IIMCIP. 7 applicants were selected for the Final Round of Presentation to Phase 2 Round 2 selection committee.

Oct '17

19 Applicants shortlisted in Phase 1 Round 2 of which first 15 were called for presentation to Phase 2 Committee.

Jul '17

112 Applications received

May '17

Advertisement in Hindi & English released inviting applications from Start-ups

May '17

Web Portal on Start-up launched

Apr '17

Innovation Areas finalized

Apr '17

Balmer Lawrie Start-up Logo finalized

BALMER LAWRIE START-UP FUND HAPPENINGS



BL Start-up Fund Launched

#startupindia **Balmer Lawrie & Co Ltd.**
(A Government of India Enterprise)

if you see

and think of

start up with us

Have an innovative technology-driven idea with business potential?
Apply by **26th June, 2017** to get started!

Looking for innovations in :

- Specialty Chemicals
- Waste to Wealth
- Industrial Packaging
- Lubricants and Greases
- Logistics, Travel & Tourism
- Other manufacturing and service businesses preferably related to Balmer Lawrie

Apply now for the
Balmer Lawrie STARTUP FUND
on www.balmerlawrie.com

#startupindia **बामर लॉरी एण्ड कं., लिमिटेड**
(भारत सरकार का एक प्रतिष्ठान)

एक छोटा सा सामान

यदि कराए कल्पना की ऐसी उड़ान

तो शुरू कीजिए हमारे साथ

कारोबार करने की सोचना के साथ क्या आपमें नई-नई तकनीकी सोच है?
तो **26 जून, 2017** तक आवेदन करें और तरक्की की झुलझुल करे!

हमें इन क्षेत्रों में नवीनताओं की तलाश है :

- स्पेशियलिटी केमिकल्स
- वेस्ट टू वेल्थ
- इंडस्ट्रियल पैकेजिंग
- लुब्रिकेंट्स एवं ग्रीस
- लॉजिस्टिक्स, टूरिज्म एवं टूरिज्म
- विविध बामर लॉरी से संबंधित अन्य निर्यात एवं सेवा व्यवसाय

बामर लॉरी STARTUP FUND
के लिए आज ही यहाँ आवेदन करें
www.balmerlawrie.com



“Balmer Lawrie Start-up Fund”, an initiative in line with the Govt. of India's initiative ‘Start-up India’, was launched in May 2017. “Balmer Lawrie Start-up Fund” aims at nurturing innovation in its chosen business areas. The scheme aims at fostering innovations, which can be game changers in the industry or be a significant value provider. The innovation areas included Specialty Chemicals, Disruptive innovations in Industrial Packaging and Greases & Lubricants, IT innovations in Logistics and in Travel & Vacations and other innovations in the area of manufacturing and service businesses related to Balmer Lawrie. Environment friendly ideas on converting waste to wealth by utilizing by-products, scrap and effluents in line with the Company's businesses were encouraged. Depending upon the scope of the innovation, Balmer Lawrie decided to nurture and support the start-ups through seed capital, space, available R&D infrastructure, mentoring, regular follow-up & hand holding, industry & academia connect as well as market linkages. Advertisements were released in top mainline dailies to seek innovative ideas.

BL signs MOU with IIMCIP



An MOU was signed between Balmer Lawrie and IIM Calcutta Innovation Park for selection and incubation of start-ups on 14th September 2017. The MOU was signed by Mr. Prabal Basu, C&MD, Balmer Lawrie & Co. Ltd. and Mr. Subhrangshu Sanyal, CEO, IIM Calcutta Innovation Park in the presence of Mr. D Sothi Selvam, Director [Manufacturing Businesses], Balmer Lawrie and Prof Ashok Banerjee, Director, IIM Calcutta Innovation Park. Addressing the media during the MOU signing function, Mr. Prabal Basu said, "Balmer Lawrie is extremely happy to associate with IIM Calcutta in selection and incubation of start-ups. Their experience, infrastructure and support will be of immense value to make this initiative a success." Prof. Ashok Banerjee said, "This is a great and timely initiative of Balmer Lawrie. We are happy to be part of the process of choosing bright and sustainable ideas. IIM Calcutta Innovation Park has the experience of incubating promising start-ups. Our mentoring programme is appreciated by the start-up community. We hope that Balmer Lawrie will find our support useful!"



In association with IIM Calcutta Innovation Park, Balmer Lawrie selected and is incubating the start-ups jointly. Incubation support is physical or virtual, depending on the need of the start-up and includes work space, knowledge resources, mentoring, networking, customer connect, investor connect and seed funding. Capacity building boot camps to impart essential knowledge on different aspects of business are also being organized. To ensure success of this initiative, a continuous mentoring and monitoring mechanism for start-ups has also been put in place.

Agreements signed with RCHobbytech Solutions Pvt. Ltd. and Kanpur Flowercycling Pvt. Ltd.



On 29th May 2018, Mr. Prabal Basu, C&MD, signed agreements with the founders of RCHobbytech Solutions Pvt. Ltd. and Kanpur Flowercycling Pvt. Ltd., the two start-ups selected by the Company as part of the Balmer Lawrie Start-up Fund initiative. A fund of Rs 2.7 Crore would be disbursed by the company to the two selected start-ups. The initiative aims at fostering entrepreneurship and promoting innovation by creating an ecosystem that is conducive for growth of the start-ups and is in line with the Start-up India initiative of the Government of India.

BL Funded Start-ups at Petrotech 2019



Kanpur Flowercycling Pvt. Ltd. and RCHobbytech Solutions Pvt. Ltd. showcased their products at the Balmer Lawrie stall in Petrotech 2019, the 13th International Oil & Gas Conference & Exhibition, organized at the India Exposition Mart, Greater Noida, Delhi (NCR) from 10th to 12th February 2019, under the aegis of Ministry of Petroleum & Natural Gas (MOPNG), Government of India.

BENEFICIARY SPEAKS

Kanpur Flowercycling Pvt. Ltd.

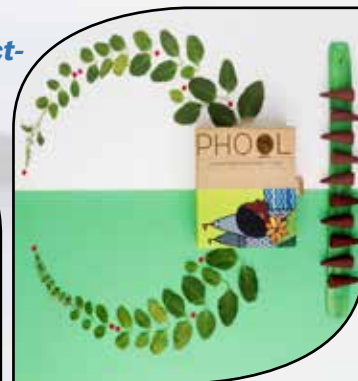


Ankit Agrawal

Ankit Agrawal and Karan Rastogi are the co-founders of HelpUsGreen. Ankit received his Bachelor's degree in Computer Engineering followed by a Master's in Innovation Management from Symbiosis Institute of Business Management, Pune. He has worked at Symantec Corporation as an automation scientist, has published 17 research papers, and holds a patent. Karan received his Bachelor's Degree in Statistics from the University of Delhi and a Masters in Business Analytics and Consulting from Warwick Business School, UK. As a student, he worked on multiple projects to spread carbon credit awareness in the UK and India. The two friends began this journey towards sustainability when Ankit discussed his idea with Karan and they both envisioned how it could have a huge impact on society.

Give a brief description of your area of innovation, business and product-line.

HelpUsGreen has pioneered the technology of flowercycling, a unique technology of transforming temple flowers into organic alternatives. With the use of flowers offered to the divine in temples, we create natural, biodegradable, and organic products under our brand Phool. The repurposing of these flowers not only preserves the river Ganges from flower pollution but also provides livelihoods to the marginalised women who handcraft it. Our product line offers 100% natural vermicompost and 13 exquisite fragrances of incense sticks and cones. With innovation at our heart, we are also developing organic alternates to thermocol and leather from flowers.



What motivated you to venture into this field and when did you start working on your plans?

The idea was born with two friends hanging out at the bank of the river Ganges in the city of Kanpur. They sat there in silence, looking at the devotees of the holy river bathing in, and drinking the inevitably visible polluted water. It did not take them long to realize that they had a mission. Interestingly, through research they found out that a major factor responsible for the polluted condition of this holy river was holy flowers. Over 8.4 tons of flowers, grown using insecticides and pesticides, were dumped into Ganga daily causing infection in the water. Starting from the day, what began as a sapling to protect Goddess Ganga by two young men, has now grown up to be HelpUsGreen. Ankit Agarwal and Karan Rastogi, who once began with an investment of Rs.72000, now own a unique Flowercycling technology used to turn these flowers into handcrafted organic alternatives.

As a Start-up, what were the major challenges faced by you and how did you overcome such challenges?

To the uninformed, the idea of further using wasted flowers seemed ludicrous. We had to toil to convey our idea of recycling the temple waste because nobody was willing to take it seriously or give up their floral waste. But our simple idea became a roar once it set rolling. Karan and Ankit spent hours experimenting, meeting various stakeholders and pitching the idea of managing temple waste in the country. A year and a half, and countless hours in a makeshift laboratory later, flowercycled incense and vermicompost was conceived and crafted. The mission to preserve the river Ganges and empower vernacular people by providing a means to earn their livelihood became a reality.

When did you start operations and what were the major bottlenecks faced while servicing your customers? What is the size of your organization and how you meet your business needs through your present infrastructure?

Our brand, Phool, was launched in September, 2018. The response received from the audience was overwhelming and our products got sold out much faster than estimated. The major bottleneck we faced while serving our customers was making the shopping experience seamless for them. We have a team size of 13 members and 79 flowercyclers. Through efficient management and strong teamwork, we strive to make the optimum use of our infrastructure.



Women from the lower social and economic strata are employed at your units. Has this association brought about a difference in their lives?

Our women flowercyclers were mostly unemployed earlier or working as sanitation workers. Due to taboo around sanitation workers, they are generally treated as untouchables. No one wants to employ them as they clean drains, sewers and because of the prevalent caste system. With HelpUsGreen they get disease free predictable livelihoods. Their income has multiplied upto 6 times (earlier maximum Rs. 50/day) opening doors to more opportunities in their life. Most of the women have been able to save money to send their children to school and pay the school fee regularly. Sixty percent cases their income is higher than their husband's giving them a say in household decision and also a factor to lessen domestic violence. It not only provides them a nurturing environment but also respect and dignity in their households as well as the society. HelpUsGreen is encouraging uplifting changes in the system.



Briefly describe your success stories and moments of joy?

Our journey of converting waste flowers to happiness has been full of highs and lows. But it is the stories of change we see that have the proudest and yet the most humbling effect.

- *HelpUsGreen enabled Ms. Anita Devi, a so called "untouchable" to start the first Dalit beauty parlour in her village.*
- *Our Women champions, 19 former HelpUsGreen Self Help Group members have rented a pond in the village, multiplying their income 5 folds by fish farming.*
- *Temple authorities want to be a part of our mission. Three temples have banned flower offerings; pointing to a change against a century old harmful practice.*
- *Our efforts have been recognized and awarded by United Nations and Bill & Melinda Gates' Foundation.*
- *We were invited by the CM of UP to form the first policy on temple flower waste which was unprecedented.*
- *We receive 147 calls on an average daily to enquire about the concept of flowercycling, therefore progressing towards mass awareness about the issue.*



The Team

Tell us about your future roadmap. What are the challenges ahead in terms of R&D, tie-up, marketing and scaling-up of production? How you plan to address those challenges?

Our goal is to provide employment opportunities to atleast 5000 women by 2020. We're developing on expanding to more cities across India and reaching the masses. A major challenge faced moving ahead is finding the right people and talent to join us in the cause. We are consistently on a lookout for the people who can grow with us in the organization.

Sujata's Boarding Pass

HelpUsGreen is preserving the most sacred river of India, the Ganges, and transforming the lives of marginalized women through temple flowers. They create organic products like incense sticks, incense cones, and vermicompost under their brand 'Phool' by upcycling the flowers offered to the divine in temples and prevent about 8.4 tonnes of flower waste from being dumped into the rivers on a daily basis. How does it impact lives? Let us tell you a story.

"Hum apne bacchon ko kaise padhaenge?" (How will I provide education to my children?) This was the first question on her mind while she was packing her bags to leave for her father's house. Sujata was the 9th one of the 10 daughters of her father. Before her marriage, she had always heard her grandmother tell her parents "Itni sari ladkiyan hain, kya karoge padha ke?" (You have responsibility of too many daughters, don't waste money on their education). In a society where patriarchy is still dominant, the importance of education for a girl child is still unrealized. Their future is largely seen in marriage as a perfect housewife.

While 7 of her sisters had barely passed 5th standard before getting married, Sujata considered herself to be fortunate to have passed High School. She had been promised further education by her in-laws post marriage but, it was not among the kept ones. Now that after five years of her devotion to their marriage, Sujata's husband had abandoned her to be with another woman, all she wished was that she had studied more.

She was 24 years old. Her son aged 3 years while her baby girl was only a few months old when she was left to lead a household on her own. She could not even think of a way to serve her children proper meals daily, her dream for their shining careers seemed to be smashed. She knew she had to do something to ensure that her children's life stories are better than hers. Her father's income was not enough. The only other men of the family, her brothers-in-law, were avoiding speaking to her thinking she'd seek financial help from them. There was no other way she could have raised her kids and managed a livelihood on her own. She told her father that she wanted to work.

Sujata had heard about the "Phool wali factory" (flower factory) in the neighbourhood discussions but since it was quite far from her place, she feared that her father won't permit her to work there. Intrigued by their concept of making incenses from temple flowers, she visited the factory anyway with a friend to see how it is operated. She was really attracted by the culture of the place and how the women had so much fun together. The salary offered there was much more than most places and everyone said that "Bhaiya" (Ankit Agrawal, CEO of HelpUsGreen) is really nice.

She really wanted to join in.

While Ankit was monitoring the packaging of the incense sticks, she stepped in and told him that she really wanted to work there but her father would be rigid about sending her because of the distance. A

yellow painted bus with a logo of HelpUsGreen came to pick her and other women up to the factory the following week. The company had arranged a regular bus service for all the women. She saw her neighbours look at her in surprise when she boarded the bus and that made her smile in a long time.

Her first memory at the factory is associated with the cleanliness and hygiene at the workplace. Most of the women there were either manual scavengers (a banned practice of manually cleaning human excreta from sewers) before or had worked with some other factory. Not much attention had been given to their health and sanitation at any other place before. Where they laboured faeces with their bare hands, at HelpUsGreen, the women were segregating flowers wearing gloves. They had clean and proper toilets, their drinking water was filtered, they were provided with safety gears, and their medical needs were fulfilled.

Each woman working there now had a personal banking account and life insurance. They all attended a workshop from HelpUsGreen on the operation of bank accounts, insurance, and ATM cards. Sujata also taught her younger sister how to use an ATM card. Infact, whatever she still learns at the factory, she makes sure that she passes it on to her family. When her father was set to marry off her younger sister after High School, she stopped him from doing so and is now taking responsibility of her further education. She inspires her sister to be self-dependent and strong, and she knows for a fact that it can be achieved through education.

It has been more than a year since she joined the factory. Within 2 months of her working at HelpUsGreen, with a predictable income that she never had before, she was able to enrol her son in a school. She is also planning the admission of her 2 year old daughter this year, and would give anything to see her become an IAS in the future. In a society like hers, it counts for a great challenge. She now earns more than her husband used to, and leads a much more comfortable life. Her brothers-in-law, who were not very keen on helping her in the hour of need, now look up to her for their financial aid.

Sujata began with segregating flowers at the HelpUsGreen factory, and now she knows everything from dough making to packaging. Her favourite part of the day is handrolling incense sticks with her best friend, Rekha, where they share their stories and laugh a lot. "HelpUsGreen has given me respect, strength, and confidence, and that is why I love working here" Sujata says.

HelpUsGreen provides livelihoods to 78 other such women. These women were mostly unemployed earlier or worked as sanitation workers. Due to the taboo around sanitation workers in Indian society, these people are often treated as untouchables. No one wants to employ them as they clean drains and because of the prevalent caste system. With this organization, they get disease free predictable livelihoods. Their income has increased upto 6 times (earlier maximum Rs. 60/day).

Their experience at HelpUsGreen is not only empowering them but also transforming their lives. 60% of the women working with us now earn more than their husbands. Few of them are infact the sole bread-earners of their family. Each of Phool's products narrates a tale about a woman who handcrafted it. Sita Devi who works with the organization bought a refrigerator from the money she saved, her life's dream was to be able to have cold water. Sumitra has bought speakers which she rents out for marriage processions, she is now an entrepreneur.

Above all, each of these flowercyclers is proud to have contributed to preserving the Ganges. The monumental temple-flower disposal in the river and its deep-rooted religious significance is overriding the Ganges' biophysical stability and killing it. This sacred river is also the means of livelihood for thousands of families in the vicinity. HelpUsGreen is grateful to have transformed lives through flowers.

RCHobbytech Solutions Pvt. Ltd. (DRONES TECH LAB)

Mr. Ritesh Kanu is a management graduate from Techno India, Kolkata. Prior to starting this venture, he had a brief stint as Business Development Manager at one of the reputed insurance companies based out of Kolkata. He is a sales leader with a track record of building strong teams, delivering value for clients and exceeding targets. In addition to solution based selling he has hands-on experience in various other aspects of business-building including strategy development, business operations, product development and customer support.

Mr. Biswajit Dey earned his BE Degree from the Aeronautical Engineering Department of the St. Peters University, Chennai, India with an A+. A cluster of first prizes in various National Level Paper contests, some high-grade publications and few successful projects, established the foundation of the present. Biswajit had a short stint with the Indian Army prior to venturing out to form the present organisation.

**(L) Ritesh Kanu
(R) Biswajit Dey**



Give a brief description of your area of innovation, business and product-line.

We are a solution designer and system integrator in the field of aerial surveillance industry.

We design solutions by identifying and integrating best in class hardware, software, and data analysis systems with annual maintenance contracts and service as per specific customer requirements.

Our expertise lies in providing customized geospatial solutions through unmanned systems with speed, accuracy, innovation and a resilient service ethic.

We started off by designing solutions involving micro-surveillance activities, a vital necessity of the Defence Industry. Gradually, with increase in demand for drones and its related services, we increased our product line to cater to other Government and Corporate bodies whereby our aerial platforms equipped with thermal, oblique and multi spectral payloads helps to penetrate inaccessible areas fast and easy, reducing risks, gathering higher density data for accurate results with real time tracking and overview of the situation from a remote site.

What motivated you to venture into this field and when did you start working on your plans?

It is truly said that the best thing in the world is to be involved in a job that you are passionate about. Graduating from college with an Aeronautical Degree, Mr. Biswajit Dey, one of the founders of the company decided to start a venture on drone technology which he had fallen in love with while attending one of the college symposiums. Meeting his childhood friends at Kolkata, the plan to start a venture came to existence in 2016. Since then, the team has grown manifold with clients ranging from different Government organisations to Corporate Industries.



Providing services to the Indian Army

As a Start-up, what were the major challenges faced by you and how did you overcome such challenges?

The major hurdles faced by any start-up are lack of funds and a good team. Ours was not an aberration, we had managed to get an order from one of the reputed defence organisation but we didn't have enough funds to fulfil the order.

We left no stone unturned to get the adequate funds but all our efforts went in vain. During one of the events, we met Dr. Subhrangshu Sanyal, CEO - IIM Calcutta Innovation Park. Based on his feedback, we applied for incubation under IIMCIP. Better things started to happen as he connected us to the concerned officials of United Bank of India and we availed Mudra Loan for the project.

The lesson being learnt is having tenacity to hold on to your vision irrespective of the hurdles that comes through the path.

When did you start operations and what were the major bottlenecks faced while servicing your customers? What is the size of your organization and how you meet your business needs through your present infrastructure?

We started our venture in 2016.

Some of the bottlenecks are mentioned below:

- Customer conversion time is quite a lot due to sheer involvement of several trials / product capability demonstrations and further documentations based on government regulations. However, good thing being the average revenue per order justifies the time taken to convert the order.
- Since our offerings are specific industry oriented; there is a huge requirement of manpower for the R&D and further product development to cater to ever changing industries and their problem statements.
- We do have a good client recall ratio but since most of the clients are Government organisations, upfront investment or working capital for the project has been one of the major concerns till now.

We have a team size of around 13 persons with administrative office at Kolkata and registered office at Guwahati. Our present infrastructure has been adequate enough to fulfill the orders coming through till now. But with increase in clients and team size, we have shifted our assembly space to another part of Kolkata to address the growing demands.

How is the market demand for your products? How is it unique and different from other products?

We believe that the solutions developed by us could have humongous applications in varied industries.

Our solutions have applications in industries ranging from agriculture to defense; disaster management to anti theft applications in various industries. The list is a long one.

Reaching out to all the industries and marketing the solutions has been a huge challenge for the team but once the initial hurdles were cleared off, enquiries started to flood in and the uniqueness of our solution, which affords the client to have complete customized solution at their disposal has enabled us to be steps ahead of our competitors who offer a singular generalised solution for all problems.



*Demo Trial - Medical Supply
Emergency Drone Prototype*



*Drone Surveillance during Durga
Puja by ABP Ananda*



At Indian Railways - Sealdah



At JCB Guwahati



*Kolkata Municipal Corporation
project*



UAV Training - DRDO

How has the support from Balmer Lawrie Start-up Fund helped you?

Certain doubts in aspect of financials to meet the growing demands did crop up but hard work pays off and funds received by us via Balmer Lawrie Start-up Fund helped us to expand the team size which in turn aided in increasing our clientele and expansion of our product line.

Further the endeavour of Balmer Lawrie to showcase our startup in the recently concluded Petrotech 2019 at New Delhi helped a lot to gain new prospects and boost our marketing activities.

Briefly describe your success stories and moments of joy?

The journey so far has been a roller - coaster ride. While we have had our share of setbacks, moments to rejoice has been plenty. Right from bagging a order from one of the top defence organisation when we had just started with no financial backing to the publication of our first article in Your Story and then in several newspapers including The Telegraph, we thank our well-wishers for all the good that has happened.

It surely gives a sense of contentment when you see your endeavors are being appreciated and at the same time being able to serve the society as in the case of implementing our solutions to check dengue causing larvae in association with Kolkata Municipal Corporation that helped to address the issue of Dengue at Kolkata.

Tell us about your future roadmap. What are the challenges ahead in terms of R&D, tie-up, marketing and scaling-up of production? How you plan to address those challenges?

Keeping in mind the contemporary future, provisions to develop 100 percent solutions in house against current trend of 60-40 percent in house to outsourcing ratio with view to minimize errand expenses is our goal.

Coming to the visible and the predictable future, relaxation in the current national laws concerning the business we are in, certain big and old businesses have shown interest in the business we have expertise. The products brought in to the market by the big shots are too generalized and there lies our advantage, as we have been providing solutions completely customized as per the clients' requirement, thereby adjusting our solutions as per the necessity of the client and not the other way round. So, the challenge is to revamp and change a gear for better marketing, superior R&D to further strengthen our already unique solutions.



Biswajit at Petrochemical Investor Conclave 2017



Ritesh with Shri Nitsh Kumar

Advice to future aspirants who wants to convert their innovative ideas into successful business entities.

We have learnt quite a few lessons while traversing this journey.

One of them being, to do work you care about. The only way to be satisfied in your life is to do work that you truly believe in.

Finding good people is also very important. The fastest way to change yourself is to hang out with people who are already the way you want to be.

Last but not the least, always learn from your mistakes. We have made several mistakes throughout this journey but we do also have a learnt a lot from those mistakes and pivoted accordingly.

KNOW YOUR LEADER



Romon S Louis
Head [Logistics Infrastructure]

Your motivation to stay with Balmer Lawrie

I've spent nearly three decades in the Logistics Industry and my journey so far has been explorative and challenging, but, with its moments of satisfaction. I joined Balmer Lawrie in 1998 and over the last 20 years have thoroughly enjoyed every moment here. 'Amazing' is the best word I could use to describe the time I have spent in this company since my joining. I still continue to enjoy every day of my work. The constant challenges and opportunities, the innovations and solutions keep me excited every single day.

If I were to put it as an artist, I see the open sky as a huge canvas awaiting endless opportunities to be scripted on the same. My stint in this company includes a host of rich and varied experiences. Of course, there were challenges along the way, but I enjoyed converting them into opportunities.

When I started my career, the industry was small and had very basic requirements. As the EXIM grew, so did the demands of the customers. Balmer Lawrie has been highly responsive and has adapted well to these demands. Professionalism and technology are the two big positive transformations that I have witnessed here in Balmer Lawrie.

The company has always managed to take out the best in me and had the good fortune of working with incredibly smart people who had continued to motivate and support me all through. My journey has been full of wonderful experiences and wonderful people who have from time to time supported and encouraged me to do what I always wanted to do and stood by me through thick and thin.

I believe that with my background in Logistics and the various roles and responsibilities that I have held and learnt from, it has been a disciplined run and a journey in which, at every turn, I have acquired something new.

I am glad that my role at Balmer Lawrie has always been evolving and I've been discovering new ways and means of staying ahead of competition in an increasingly dynamic external environment where old rules do not apply. Today, my endeavor is to empower my team, share knowledge with the younger generation and engage with the company in defining the future. For me, this is a never-ending journey, everyday has something new to offer and I believe the future will be equally exciting and challenging.

Significant professional and personal achievements

On the professional front, I have always striven to drive my team to be future ready. In order to achieve this, firstly I ensure that I continuously mentor a group of leaders who could take things further than what has been achieved to date and secondly, I ensure that my team and I deliver a value proposition that meets the expectations of customers. Also, I try to be a calculated risk taker in all matters of business. When the reward and recognition scheme was rolled out in Balmer Lawrie, SBU:LI was the first SBU to win the Best SBU Award in the year 2011-12. I feel it was a great achievement for me and the entire LI team. In the same year I had taken over CFS, Mumbai and since then have been contributing significantly for the growth of the SBU. In the year 2004, I took charge of the overall CFS operations at Chennai and at that juncture it was not doing very well. However, 2004 turned out to be a profitable year for CFS, Chennai and since then there was no looking back.

On the personal front, I've always tried to nurture a vision that stretches way beyond the decade, have a sense of purpose and do what I am convinced is correct. I've also been fairly successful in being able to maintain a work life balance that my family is proud of. Success in my opinion is the ability to achieve the impossible while challenging the probable.

Who all are there in your family?

My mother Mary Louis, wife Maria, daughters Neha & Rhea and my son Joe.

Maria had done her Fashion Designing and had a great passion for running a boutique. However, she gave up her professional career and is a successful "Homemaker" today, who is extremely supportive in taking good care of my entire family and me.

My first daughter Neha has finished her Graduation in Science from St. Xavier's College and now she is preparing to seek admission into a reputed Management institute. My second daughter Rhea has finished her junior college in Science and is awaiting her results. My son Joe is pursuing his education in Commerce and has completed his 1st year in Jr. College.

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

My role models in my life are my parents and my elder brother. My parents always stood by my side and kept telling me that just focus on your goal not anything else.

My father served in the Indian Air Force and was a very hardworking and disciplined man. He is so special to me that it's hard to put it in words. He was there for me at every step in my life and supported me in all my decisions. His dedication towards the family was as much as it was towards his work and this is one quality in him that I admire the most. He was a self-made man and wanted his children to follow in his footsteps.

My mother also inspired me a lot because she is the only one who handled all the situations in our family and taught me never to lose my strength and to stay positive in every obstacle. She always helps others and faces all the problems with a cute smile. She says that her smile is her strength. A very warm host, she is popular amongst our friends and relatives for her hospitality. This quality of hers has instilled in us the value for family and friends.

My brother has a pleasing personality and he has the charisma to gain people's attention. Watching my brother go through the trials of life has helped me in learning a lot. He has had a huge impact on my life in the smallest way possible, by just being himself and letting me learn from him. He is my mentor, my hero and my best friend. In fact, I even named my son after him.

What is your favorite one liner?

Keep things simple, follow your principles and conscience. Success is always defined by the team you have created and working together in a team is very much similar to playing soccer.

What are your hobbies?

I follow my passion and do everything what I enjoy. Apart from my work which is my passion, I love to spend quality time with my family watching movies or going out on small vacations to release my stress. I like meeting people, which I do often. I also have a very busy fitness regime, which helps to keep my mind in shape and enables me to relax and be prepared for whatever challenges lie ahead. So, I run just as the sun rises, six times a week.

Which is your favorite travel destination?

Maldives and Lakshadweep. I had a good memorable time with my family there.

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

To be successful in both your business and personal life, I believe that you must demonstrate highest levels of integrity and be fully committed in everything you do. I believe that you must be highly visible and be accessible to everyone in the organization, so I make sure to spend of lots of time travelling around our operational locations to meet the people, who deliver our services each and every day. I try and listen to everyone's inputs so that I can learn and enhance my knowledge and also recognize the great efforts they make every day.

I am a foodie and love eating spicy food and whenever I enjoy a very spicy dish it shows on my face.

Your management style or mantra

My mantra is to believe in myself and then others will also believe in you.

Success to me is when the company is successful, reaching its financial goals and at the same time its employees are also successful by participating in the success of the company. The mantra for success in my opinion is good education, professional training, hard work, dedication and discipline.

Message for all Balmer Lawrie employees

My message to all Balmer Lawrie employees will be that this is a very exciting company to work in and there's tremendous scope for making a difference. This company has a great future. It offers you a kind of diversity that you can never imagine unless you have actually experienced it yourself. If you are the kind of person who constantly seeks the "new and the different", this is the place for you.

Balmer Lawrie is built on a strong ethical foundation. It adheres to laws of the land, maintains a safe work culture, deals fairly with its customers and suppliers and most importantly, believes in the power of human capital. This is a company, which gives opportunities to grow in ranks for people who have passion for excellence and the ability to take new challenges and provide solutions to the business. The most important thing is perseverance. You need to stay longer in the organization in order to understand because there is a lot of scope. Work hard, remain focused, concentrate on your work and don't worry about others and credit people's growth. Don't let success get into your head nor failures demotivate you.

Know Your Fellow Balmer Lawrien...



Trupti Karangutkar

Regional Manager [Travel] – Western Region, Travel

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

I joined Balmer Lawrie on 01st August 2001 in the Travel Division at Mumbai. So, I am associated with the company for more than 18 years now. Presently, I am working as Regional Manager – Western Region in the Travel vertical of SBU: Travel & Vacations.

What do you like about Balmer Lawrie?

Balmer Lawrie has always combated different challenges thrown by the changing business environment, to improve the business for growth and success in line with the market demands. The people in the Company are highly knowledgeable and experienced. It is a pleasure to be a part of such an organization which has a very long and rich history along with a healthy reputation of being profitable since 1867.

What is your most memorable moment in Balmer Lawrie?

One of the most memorable moments in Balmer Lawrie is the day on which I was entrusted with the responsibility of Regional Manager - Western Region. It's a moment to cherish as this has given me the opportunity to lead the most dynamic team of Travel - WR.

Who is your inspiration in life and why?

For me, my father has always been my inspiration, who supported and motivated me throughout my journey. He always stated that to achieve success in any field you choose you must make sure that you deliver your assignments with utmost commitment and dedication.

In social life, Indian social activists like Dr. Abhay Bang and the Amte family have been my inspiration. Through my attachment with some institutions, I try to contribute to the society in whatever little way I can.

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

I belong to Mumbai and my family comprises my husband Prasad, a hard-core sportsman, who is working for MBPT and my son Parth, who is currently pursuing his final year graduation.

What are your hobbies?

Considering my profile in the service industry, the time available to cope with hobbies is very limited. However, staying active through participation in social welfare activities is the thing that gets me going. Being associated with groups which extend support for persons with special abilities and help lesser privileged children and youth through education, sports and related activities gives immense pleasure to me.

How does it feel to be part of an organisation that has a rich legacy of 150 years?

I feel very extremely proud to be part of a diversified multi-product conglomerate, carrying out its operations through different Strategic Business Units, with presence in both manufacturing and service sectors. Major manufacturing SBUs comprise Industrial Packaging and Greases & Lubricants, while key service SBUs include Travel & Vacations and Logistics Infrastructure & Services. I feel privileged to be a part of the Travel vertical, which has shown remarkable progress over the years, in spite of various challenges faced. This vertical is further driving growth by offering dedicated SBT facility to PSUs and is looking at digitalization of processes.

Being a Balmer Lawrien, I am fully confident that Balmer Lawrie will continue to do well and witness many moments of celebrations.

Sanjib Roy

Sr. Manager, Co-ordination, Manufacturing Businesses

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

I joined Balmer Lawrie in September 2011 in the Strategic Planning Department and have completed more than 7 years in the organization. Presently, I am working as Executive Assistant to Director (Manufacturing Businesses).



What do you like about Balmer Lawrie?

Managing diversity is a way of life in Balmer Lawrie and that is what I like the most. This lean organization manages 7 different business, addressing the complexities and needs of each business which are very diverse in nature, yet, it maintains a common thread of uniformity, harmony and more importantly of an identity of one Balmer Lawrien.

What is your most memorable moment in Balmer Lawrie?

There are many memorable moments in my 7-year long tenure at Balmer Lawrie and all are etched as fond memories in my mind. The National Award for Manufacturing Excellence is a rigorous assessment based award program run by International Research Institute for Manufacturing (IRIM), where achieving the Gold award is considered very prestigious. The entire Industrial Packaging (IP) team had toiled hard for months to showcase their manufacturing competency during the two-day assessment of the IP - Navi Mumbai Plant by the external auditors. At the end of the two days of gruelling assessment and brainstorming sessions, the auditors announced that the IP - Navi Mumbai Plant had qualified for Gold category award. The joy, ecstasy and the sense of achievement in the expression of the team members was one that is hard to forget and is one of my most memorable moments in Balmer Lawrie. It was a collaborative team effort in true spirit and success couldn't shy away from it.

Who is your inspiration in life and why?

Many people in different stages of my life have acted as a source of inspiration. However, the perseverance of my parents, their 'walk the talk' approach and selfless contribution always stands out. I also derive a lot of inspiration from the simple yet deep rooted words of Swami Vivekananda.

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

I belong to a place called Kumardhubi in Dhanbad district, around 190 KM from Kolkata. My family consists

of my parents, wife Moushumi who is a homemaker and two daughters, Tannishtha and Priyasha, aged 6 years and 4 years respectively, studying at South Point School.

What are your hobbies?

My hobbies have taken a back seat as my kids keep me engaged the moment I reach home. However, tasting different foods, traveling to places, understanding different cultures and people, listening to discourses are few of the things I love doing, whenever time permits.

How does it feel to be part of an organisation that has a rich legacy of 150 years?

An organization can only continue to exist for long when the ethics and the value systems are very strong and interwoven in its culture. It's no exception for Balmer Lawrie, having traversed a long journey of more than 150 years and I consider myself fortunate to be part of such a family.



N Addagiri

Head – TCW, Hyderabad

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

It has been quite a fruitful tenure of nearly 3 years. I joined Balmer Lawrie in the month of March 2016 as a Unit Head of our company's first Temperature Controlled Warehouse (TCW), Hyderabad. I am currently taking care of the complete day to day activities and functioning of TCW, Hyderabad which includes Sales, Marketing, Operations and Customer Relations.

What do you like about Balmer Lawrie?

Balmer Lawrie's diverse set of businesses in which it operates, provides an opportunity to its employee to develop different skills. Balmer Lawrie's culture is a very good combination of both PSU and private organisations. Work culture/environment is very friendly and supportive in Balmer Lawrie.

What is your most memorable moment in Balmer Lawrie?

When I joined Balmer Lawrie, SBU: Logistics had commenced its new business in Temperature Controlled Warehouse and the first unit was set up in Hyderabad. I am the employee who took over charge as Unit Head of this new business unit.

Another memorable moment is when TCW, Hyderabad was awarded the 1st prize for "Best practices in Cold storage" in the 3rd edition of CII cold chain awards.

Who is your inspiration in life and why?

My family is my inspiration in life because they love and support me unconditionally, and they give me the freedom / no time limit for work. My seniors are the other inspiration of my life because they are extremely supportive and are continuously giving opportunities to express my views and ideas.

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

I am born and brought up in Velvadam near Vijaywada, Andhra Pradesh. My family comprises my loving wife, who is my 5 years sweet buddy and her name is "Pardhu" and 6 months ago god gifted us a sweet baby girl, whom we named as "Joshna".

What are your hobbies?

My hobbies primarily include bike riding, watching movies (mostly all kind of action movies) and reading business journals and magazines.

How does it feel to be part of an organisation that has a rich legacy of 150 years?

It is an amazing feeling to be a part of an organization which has such rich legacy where each employee has the liberty to express their views, ideas, values and there is true recognition of talent. I feel proud to be a Balmer Lawrien and serve a company that has a rich legacy of 150 years.

Rohan Malik

Deputy Manager [Sales], IP

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

It has been close to 7 years working with this esteemed organization. I am a part of the 2012 Executive Trainee Batch and have been working with the Industrial Packaging SBU since then. Currently I am working as Deputy Manager [Sales] at the Industrial Packaging North Division looking after sales out of our Asaoti (Haryana) plant. It is an exciting profile involving Key Account Management, New Business Development and Marketing activities in the region.



What do you like about Balmer Lawrie?

Balmer Lawrie is a diverse organization in terms of its work and people. I find that diversity, the most interesting, as I got to learn a lot from my experienced seniors. I find the various businesses in one company and our pan India presence our strengths.

What is your most memorable moment in Balmer Lawrie?

It will not be a moment but a journey we had in our orientation programme. The 'Bharat Darshan', wherein we visited almost all the units and offices of our company. That journey remains the most memorable as we travelled places, learnt a lot and made really good friends. That is one of the best ways to start with.

Who is your inspiration in life and why?

My father has always been my inspiration. I constantly strive to be like him. I try that each day but I'm unable to be as good as he is. It is not just the relation that calls for it but also how he is as a person. The way he handles his work and personal situations is commendable and really something to learn from. I am in awe of his intelligence, patience, knowledge, intellect and dependability. My father has currently retired and was working as Chief Manager in State Bank of India.

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

I belong to the capital of India, New Delhi and have got all my education done here. My family roots are in Punjab. My family starts with my grandmother, my father and my mother who is working with a Public Sector Bank. I am happily married and my wife is working with a Consultancy Firm. My elder brother is based out of Ahmedabad and is a Hotelier by profession and stays with my niece and sister-in-law.

What are your hobbies?

Though not much of a sports fan, I like cycling, working out and practicing yoga. I also like travelling and exploring new places.

How does it feel to be part of an organisation that has a rich legacy of 150 years?

It is certainly a great feeling to be a part of an organization that has a history and has seen so many changes but still stands tall as it is still driven by the spirit of entrepreneurship.

AWARDS & ACCOLADES

Mr. Adika Ratna Sekhar, Director [Human Resources & Corporate Affairs] was given away the HR Leadership Award (101 HR Super Achievers - India) at the World HRD Congress held from 15th to 17th February in Taj Lands End, Mumbai.

World HRD Congress, the most iconic event focusing on HRD issues, brings together over 1870 professionals in attendance from over 133 countries. It highlights elements such as HR Tech, Diversity and Inclusion of women leaders in HR, and much more. The event covers various HRM and HRD issues at a national level and is attended by over 1400 professionals and HRD leaders and experts.





हमारा देश, दुनिया का सबसे युवा देश है।
देश के युवा अपने सपने पूरे कर सकें,
स्वरोजगार कर सकें, इसके लिए मेरी सरकार
स्टार्ट अप इंडिया, स्टैंड अप इंडिया, स्किल इंडिया
मिशन, मुद्रा योजना जैसे कार्यक्रम
चला रही है।

Dharmendra Pradhan

[@dpradhanbip](#)

[Dpradhanbip.com](#)

[DharmendraPradhanOdisha](#)



**"I see startups,
technology
and innovation as
exciting and effective
instruments for
India's transformation."**

Shri Narendra Modi
Prime Minister of India