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RPGCOM

CEAT

travels to the
orange city...

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CEAT
travels to
the orange
city...

Maharashtra CM lays
foundation stone for
CEAT's new Rs 400+
crore plant at Butibori



In a strategic move with an eye on the future, CEAT Tyres is setting up an ultra-modern two and three wheeler tyre manufacturing facility at Butibori near Nagpur. The foundation stone for this over Rs 400 crore unit was laid by Honourable Chief Minister (CM) of Maharashtra Devendra Fadnavis on December 11, 2014 in the presence of top company executives and government officials.

To mark an auspicious beginning, venerable priests from Varanasi were invited to conduct the rituals. The Chief Minister made a grand entry arriving in a helicopter to grace this momentous occasion. Along with CEAT's Managing Director Anant Goenka, the State's CM laid the foundation stone - marking another important milestone in CEAT's illustrious history.



CEAT PLANT CAN HERALD DRAMATIC ECONOMIC REVIVAL IN STATE: CM

Delving into the economic scenario of the state, the Chief Minister felt that this plant could herald the dramatic economic revival of Maharashtra. Congratulating CEAT, he said the plant should be completed at the earliest so that it could contribute to the state's industrial growth which was lacking in the last decade.

Now work for the first phase of the plant which will come up in three phases is on in full-swing. The first rollout from this state-of-the-art tyre plant, spread across 60 acres, is expected by April 2016.

"The foundation-stone laying ceremony of the Nagpur plant had its own set of unique challenges. This event has brought in immense amount of learning for everyone in CEAT.

We had a very narrow deadline and everything had to be done in the nick of time. Quick decision making, adhering to security protocols and VIP guest management were some critical tasks that had to be done without any scope of compromise. Focused approach and maintaining daily level deadlines helped us to pull off a very successful event," said Shashank Golani, Senior Brand Manager, CEAT about the efforts in managing the launch.

Bhushan Gagrani, the CEO of MIDC, is confident that this plant would go a long way in developing the industrial environment as well as the overall investment atmosphere in the region. "I wish CEAT all the best," Mr. Gagrani said while committing his full support to this facility.

CEAT TO DOUBLE CAPACITY IN 2 YEARS: ANANT GOENKA

Speaking on the occasion, Anant Goenka said this plant would enable CEAT to double its capacity within two years.

“We are investing Rs 420 crore in setting up a 1.2 million tyres per month capacity plant which will employ over 1000 people. We hope in a year’s time, one of the best two and three wheeler tyre manufacturing facilities in the country will come up,” he said.

He said this plant will give CEAT added impetus to increase market share. “We are thankful to the Maharashtra Government for the support given to CEAT. Butibori gives us great advantage of reduced logistics cost and a plant in a central location. In addition to that MIDC will support us by providing a great ecosystem and infrastructure for the manufacturing facility,” he added.





NEW PLANT DEDICATED TO 2-WHEELERS: SUBBA RAO AMARTHALURU, ARNAB BANERJEE

According to CEAT's CFO, Subba Rao Amarthaluru this plant is of great strategic importance for the company. Though 20 per cent of the company's revenue is currently coming from two wheeler tyre business, CEAT does not have its own manufacturing capacity. "The facility has the potential to take CEAT to possibly the No 1 slot in the country," he observed.

For Arnab Banerjee, Executive Director, Operations, CEAT this plant means a lot for the company. "It is going to be the largest two wheeler tyre manufacturing plant in India. It is definitely going to be the most profitable manufacturing plant for CEAT," he said.

TECHNOLOGICALLY SUPERIOR FACILITY

Technologically, this plant will be far superior from existing facilities, said Tom K Thomas, Executive Director, Technology & Projects, CEAT. The production process will have the certification of ISO 14001 for environment management system and OHSAS 18001 for safety, health and environment. The new plant will have highly automated manufacturing machinery chosen from the best in the world. n from the best in the world.



CEAT DEALERS EXPRESS HAPPINESS

This development has also brought jubilation among CEAT dealers community. "The bright smile on my face will tell you that I am so happy that CEAT is setting up a plant at Nagpur. I can see the same sentiment with other members of my fraternity," said Sanket Khadilkar, Owner, CEAT Shoppe, Sadar.

Vishwas Chaknalwar, Vishwas Tyres, Chandrapur whose dealership has been associated with CEAT for 40 years said this plant will increase supplies in the region. Echoing the same sentiment Vinod Kothari, Owner Shobha Tyres, Nagpur said "This facility will help Nagpur and the entire region."

With this plant, CEAT is poised to make us and Maharashtra proud.



'Sunny Days'

AT RPG HOUSE

It's not everyday that cricketing royalty makes an appearance in the ChillZone but when it does, we make sure no one is disappointed!

So when none other than the legend Sunil Gavaskar set foot in the room, there wasn't a soul in sight who wasn't all ears. Chairman Mr. Harsh Goenka led the iconic cricketer around, showing him the memorabilia associated with the game on the walls of the room and then, the action shifted to the stage. In a tête-à-tête with Sumeet Chatterjee, Senior Vice President and Head- Brand and Group Communications, RPG Enterprises, the former India captain spoke of his career milestones leading him to share priceless anecdotes from the field and beyond. Here's an excerpt from the conversation.



Sumeet: The first 100 in Test Cricket is an unforgettable moment for any cricketer and you were then only 22 years old. Was it also more unforgettable that Garry Sobers dropped you twice?

Gavaskar: Luck of course is a huge part and when that happened, Garry had been struggling for runs a little bit. So Garry Sobers said look, you have been so lucky etc... When he said this, the Indian and West Indies teams were very friendly. There was this tradition of the batting side going to the fielding side for sharing a drink...that tradition was there.

So they were pulling my leg about the fact that I had dropped two three times and others were in a very good mood. Garry said, now I will touch you for luck. But at the same test match he had failed in the first innings. He had collided with Clive Lloyd and got run out.

Garry had the habit of walking to the dressing room (of the other side) every morning to say hello to everyone...he would come into the dressing room and wish everyone. So in the second innings in the same test match, he came to the dressing room and touched me on the shoulder and said *ho ho ho*, he laughed. Then when he was batting, Salim Durani, the umpire, said not out. Our boys believed that he had hit the ball but Gary is one of those who used to always walk out when he hit the ball. But he went on to score a 100 in that second innings and helped West Indies to save the game.

In the next test, again Garry would come every morning to the dressing room and he came and touched my shoulder again and he went on to score 178.

Then it came to the last test and again he would come and touched me on the shoulder and said man, I would touch you for luck and he scored 130 something like that.



The last test was a six days affair because in those days, if you come to the last test, and the series has not been clearly decided, then you plan an extra day, the 6 day test. So, we were only One- Zero up. Thus it became a 6 day test.

In the second innings, Garry while taking a catch of Ajit Wadekar, while he dived, the ball got jammed in his midriff, so he had not taken to the field for a bit.

Between the two dressing rooms, there was a little wall for ventilation, and you could actually hear bits and pieces of the conversation. For a day we had not heard anything from the West Indies dressing room. There was no laughter.

On the last day, the laughter came along. We could hear Garry laughing. So all of us said *arre yaar*, he has become fit now.

We could actually hear him saying okay let me go and say hello to the boys. I was batting 180 or something like that. Before he came, in my captain Ajit Wadekar actually took me to the rest room, which was little bit away and he locked me in the toilet. *Aare naire tu la to haat launar hahin* (No way does he touch you- in Marathi). I said Ajit, I am batting. I have to pad up. But he said, don't worry. Stay there. I waited there and I could hear Garry coming and saying hello boys. I don't think he took it seriously (laughs). He was then the world's greatest cricketer. And then he went away.

At the wash room I said to Ajit, but he can touch me in the field. He said no, that is not the thing. Him touching you in the dressing room is the thing (laughs). Anyway, he (Garry) did not do that (touched in the field).

I went out to bat. West Indies had to score something like 180 or 190 in 60 minutes to win the test match and level the series. As it happened, Garry came into bat because they wanted quick runs and he was bowled in the first ball by Abid Ali. So Ajit Wadekar sort of said ...you see, I told you so.

Chatroom

EMPLOYEE ENGAGEMENT-

what works and what doesn't? Hear it from the HR gurus themselves...



Pratima Salunkhe
VP-Talent Management
RPG Enterprises

In my opinion, what works well are reward & recognition programs, multiple communication forums, especially informal ones. Involving family in fun@work initiatives also helps build engagement. But most importantly, one needs constructive discussions on career growth, showcasing career opportunities to employees. The most critical factor for engagement is growth of the business and therefore the opportunities made available for the employees.

And what doesn't work? Certainly, a culture which does not encourage open discussions or is not empowering enough.

In my experience, things that always work well for employee engagement are a close involvement in setting one's goals, metrics and targets, timely and data-based feedback about work and progress on goals by manager. What's also critical is the annual appraisal and salary revision process be completely transparent. Career aspiration dialogue and recommendations from the manager need to come in periodically. And finally, ensuring participation in structured learning programs and coaching/mentoring relationships that result in professional/personal development gets a thumbs-up from me.

Things that don't necessarily work for employee engagement are a lack of connect with manager or others in the reporting chain, fun events which don't strengthen organizational citizenship, feedback from managers that is neither timely nor data based, goals, metrics and targets that are imposed on employees and finally, a performance appraisal and salary revision process that is opaque.



Syed Azfar Hussain
VP and Global HR Head
Zensar Technologies



Ratish Jha
Sr. VP- Human Resources,
Raychem RPG

As far as engagement initiatives go, claiming to know what works and what doesn't is difficult. It not only is a reflection of the people and business practices of the organization, but also of the culture, society and economy in which the organization operates. Assuming what might be required for people as well as umbrella solutions is where management often stumbles.

Having said that, there are always practices which seem to have a tried and tested manner about them, even for the mysterious engagement issue. Communication, upwards, top down, inter team, intra team-any and all kinds of communication that can increase the management's reach in the organization is a critical component. Effectively laid out communication practices helps in diagnosing the sentiment prevailing in the system and brings forth unresolved issues. It would also help the management identify people's needs. These are often diverse across geographies, cultures and teams. Management also needs to identify hotspots in organizations. These are small groups/teams that outshine others in terms of their productivity, performance and engagement at work. Recognising, encouraging and rewarding these hotspots help in sustaining their momentum. Sharing these stories and rewarding these behaviors leads to quick adoption of the same by others in the company, as they identify with these teams and tend to believe in the results seen by them.

It's important to not just collect information through methods like focus group discussions but also act on this feedback regularly. Credible actions need to come through and they need to do so with sufficient visibility. Communication either way is critical so employees know where the company stands on any matter. The role of the line manager is crucial in enhancing employee engagement and ensuring a quality work place environment. S/he needs to become the fulcrum of all engagement actions. And finally, the right culture can only be built through policy alignment.



Vasudevan Narasimha
Executive Director-
Human Resources,
KEC International



Sachin Raole
CFO & Sr. VP,
Corporate Services,
RPG Life Sciences

All employees look forward to positive feedback to their inputs which they provide in the annual engagement survey. Mainly, they appreciate their involvement in improving their workplace. They also welcome information in case some of the suggestions cannot be taken up but they are kept informed about it. But what certainly doesn't work is the yearly ritual of survey without any work on the earlier survey findings! Going back to employees year after year without any sign of actions on engagement is a big no no!!!

Not just another day in the office...



For those of us based at RPG House, Mayur Pakale is a familiar face as we walk in or leave the building. Going about his tasks as a part of the security team, many of us know him to be alert, efficient and polite at his job. But there's a side to him not many of us knew about. Mayur has been a regular investor in the equities market, armed with a set of skills he has worked painstakingly to acquire over the years.

He started following the stock market in 2008 when the markets were battered due to global slowdown. "Lehman Brothers had collapsed. The market was suddenly down. I followed the market slowly and started studying it. I thought of investing in the market and make some extra money because my income was not sufficient to meet the requirements of the family" Mayur said.

Nilesh Shah



Whatever profit he earned, he saved it and used the principal amount to invest in stocks. In two to three years, he managed to accumulate some gains which he utilized for his mother's heart treatment.

Recently, his endeavours came to light when Nilesh Shah, Managing Director, Kotak Mahindra Asset Management Company Limited (then as the CEO of Axis Capital) visited RPG House for a meeting with the Group CFO. Mayur, who

Recounting the encounter, Mr. Shah disclosed, “When I was going out after the meeting, Mayur came and acknowledged me. I was surprised to see a security guard talking about stock market.”

He said the most interesting part was when they discussed further, in terms of his investment philosophy, Mayur revealed his faith in investing in the equity market through systematic investment plans and asset allocation. “These are two commonsensical principles through which one can make fortune through the stock market,” Mr Shah added.

According to Mr. Shah, in his career as a mutual fund manager, he rarely found people talking about SIP and asset allocation with so much dedication as Mayur did.

“Clearly people at the bottom of the pyramid require most urgent wealth creation. Most of the time they keep their cash in safe options of bank deposits which actually does not outperform inflation,” Mr Shah said.

Quite impressed by Mayur’s inspiring account, CEAT’s Managing Director Anant Goenka said it made him to think as to what the organization could do to help people like Mayur to grow in their career. “We all should think about on how we can take him to the next level than what he is currently doing,” he said.

According to Group President, HR and Corporate Development, Dr. Arvind Agrawal, Mayur is a great example of someone who took charge of his life, followed his passion and still continues to work hard at it. “He took initiative and applied his mind on everything he did. A great example of what we can do to go ahead in life,” Dr. Agrawal said.

Truly, Mayur is an inspiration to us all, in the sense that he refused to be restricted by the scope of his job and aspired to dream big. He is an example to us all to fight circumstances and aspire against the odds.





CEAT dons a new look...

These days, any excuse to visit the 2nd, 3rd or 6th floors at RPG House seems like a good one! The new look for these floors has made it almost indistinguishable from the past, a drastic re-imagination of the existing space.

FROM 'FUDDY-DUDDY' TO VIBRANT

If design language was ever required to answer the oft-asked question of whether art and business have any common ground, this would probably be it. The new design is a veritable paradise providing a glimpse into Chairman Harsh Goenka's marvelous art collection. The artworks, instead of remaining buried behind cabins, are now central to the narrative, forcing one to stop and engage.

Talking about the metamorphosis, Mr. Goenka said that the attempt was to move away from a 'fuddy-duddy' look to a modern atmosphere reflecting the new culture of the company.

"I think today people are enjoying the office much more. The transformation is substantial" added CEAT's Managing Director Anant Goenka.

According to him, from a brand perspective, the management wanted the brand to be youthful, contemporary and premium. "And I think all of that is reflected on the look and feel of the office as well," he said.



CREATIVITY GALORE

The project was shaped by renowned architect Ratan J Batliboi. Elsie Nanji, Managing Partner at Red Lion was brought on board for styling. And this combination under the active guidance of the Chairman created wonders.

“Through progressive interaction we created a very workable plan where we grouped people, departments and working spaces and people across hierarchies together. The outcome was a lovely office that allows people to relax,” said Mr Batliboi.

“It was an open palate to experiment. The objective was to make the place young, youthful, modern and contemporary. I think it turned out to be one. CEAT is one of the most wonderful clients who appreciated everything in details. It was a wonderful experience,” revealed Elsie Nanji.

“Natural lighting has played a tremendous role in the whole office and the brightness inside the office is because of the natural lights. We have carefully juxtaposed the lights and colours very effectively. So the light has formed an integral part of the overall design,” said Mr Batliboi. The walls are painted in bold solid coats of black or white and materials have been used to amplify the impact of light filtering in. The new design exemplifies open plan and with a number of cubicles removed, the opportunity for interaction and face to face communication among employees has improved a lot.

INNOVATIVE BREAK-OUT SPACES

The new design enhances the most unique feature of RPG House, its multi level terraces creatively incorporated as an open break-out space. Meetings are now being conducted under the open skies, not many in the corporate world are fortunate to have.

“I do believe that this will be a great place for innovating new ideas. There is space for people to informally get together. So I am extremely positive about the change the new office has brought about.” Mr Harsh Goenka concluded.

B u l l e t i n



CEAT: SAFETY FIRST



CEAT Nashik was awarded the 1st prize by Directorate of Industrial Safety and Health (Nashik region) on 6th Jan, 2015. Their achievements include conducting the best mock drill among chemical-using industries, substantial reduction in reportable accidents, adopting a proactive approach in developing a 'safety culture', receiving the ISO 14001 & BS OHSAS 18001 certifications this year and proactive participation in MARG activities.

Once again, CEAT Nashik teams made the company proud at the Quality Circle Forum of India- Pune, National Level with 4 gold medals for all the 4 teams participating in December 2014. This comes in addition to the 9 gold medals for the 9 teams at QCFI State Level in September 2014.

CEAT'S QUALITY DREAM RUN CONTINUES...



RACING TO THE FINISH: CEAT SRI LANKA



Aravinda Premadasa and the CEAT Racing Team took top honours at the CEAT SLADA Championship awards on November 15, winning the coveted Best Driver and the Team Championship for Cars respectively at a glitzy gala which brought the curtain down on the 2014 racing season. Three of these 12 awards went to members of the CEAT Racing Team, with Upulwan Serasinghe winning the awards for the SLN Ford Laser/Mazda 1300cc and 1500 cc events, and Janaka Dias emerging champion in the Group SLH 1600 cc category.

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IDMA HONOURS FOR RPG LIFE SCIENCES

The five decade old Indian Drug Manufacturers' Association recognized the RPG Life Sciences Team for winning the prestigious IDMA Quality Excellence Awards - Gold Award under the category of Bulk Drugs Unit with Total Annual Turnover above Rs. 100 crores.

One hundred and twenty five of Sri Lanka's leading tyre dealers celebrated their success in style in Malaysia recently when they were felicitated at a grand awards ceremony by CEAT, the highest-selling tyre brand in the country.

The 2014 CEAT Dealer Convention took place at the Swiss Garden Hotel, Kuala Lumpur, as part of a three-day visit to Malaysia organised by CEAT Kelani Holdings in appreciation of the contribution of these dealers to the company's achievement of sales of Rs 11 billion in 2013-14.



CEAT SRI LANKA CELEBRATES ITS SUCCESS IN MALAYSIA

LESSONS IN LEADERSHIP



Mr. Richard Lesser, President & CEO, BCG along with Mr. Vikram Bhalla, Partner-Director, BCG and Mr. Suresh Subudhi, Partner-Director, BCG held a session with the top management at the RPG headquarters in Mumbai.

Richard talked on the topic – what consumes the attention of a CEO in today's dynamic and ever-changing world. He talked about the US economy getting back on track and the manufacturing scene there picking up. On the other hand, China is losing its competitiveness in this space, still being low-cost but the difference has narrowed down. This presents an opportunity for India to benefit from. He also stressed on the importance of developing good data analysis tools, otherwise we will be unable to handle the quantum of data available in current times, with the amount of data practically doubling annually. He talked about adopting technology in every industry and about digitization in each and every aspect of life.

Vikram outlined his mantra for leadership to our CEOs such as forming a separate group of people who will act as venture capitalists within the company. He also explained the concept of "NEWS"- four tenets of leadership in today's world – N stands for Navigation, E for Empathy, W for Win-Win mindset and S for Self-Correction.

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▶ KEC



Sandeep Tambe

About me: Spirited, proactive, someone who believes in striking a balance between work and pleasure

What makes me happy: Spending time with family and friends

Food I cannot resist: Pasta

My inspiration: My father

Five things I cannot do without: Phone call from mom every morning, wrist-watch, TV, phone, camera

My passion: Photography

My motto in life: Don't pray for an easy life, pray to be a strong person

My favourite movie: Gladiator

My favourite music/song: Take my Breath Away - Berlin

RPG to me is: Second home for more than 6 years!

▶ SAE TOWERS



Deyra Moreno

About me: I am an extremely curious person. I enjoy learning new things online.

What makes me happy: Transcend through the service of others

Food I cannot resist: Italian and Mexican food

My inspiration: To be a better person every day and make a positive change in my environment

Five things I cannot do without: Family, friends, my two beautiful dogs, my books, my career

My passion: My family and my career

My motto in life: "Always do more than is required of you"

My favourite movie: Pride and prejudice

My favourite music/song: Sweet Child O' Mine

RPG to me is: RPG for me is an admirable group that I'm extremely proud to be part of and in which I'll like to keep contributing for many years to come

ork King

▶ RPG ENTERPRISES



Nisha Sahai

About me: I hail from the City of Joy, Kolkata but have had the chance of living in different cities over time. I enjoy exploring new places and cuisines. Music, movies and friends is my idea of fun. An optimist in outlook I look forward to learn something new each day and make sure to wake up every morning with a smile and re-iterate the phrase “Today is a happier day”

What makes me happy: A nice and entertaining movie

Food I cannot resist: *Phuchkas* (eastern cousin of *pani puri*)

My inspiration: Barkha Dutt

Five things I cannot do without: Good food, phone (because that helps me connect), a book to read; the rest are people and not things I can't do without

My passion: Reading

My motto in life: Strive to reach for the stars!

My favourite movie: The Pursuit of Happyness, The Notebook and *Kuch Kuch Hota Hai*

My favourite music/song: *Aye kaash ke hum hosh me ab aane na paye* from *Kabhi Haan Kabhi Naa*

RPG to me is: An opportunity to utilize my skills and hard work for attaining the professional contentment and success I aspire for

▶ CEAT



Ayush Agrawal

About me: An army kid always craving new experiences and clamouring to visit new places

What makes me happy: Making someone smile

Food I cannot resist: Mom-made *aalu ke paraanthe* with a ton of butter

My inspiration: Challenges that push me to be better than the person I was yesterday

Five things I cannot do without: Music, books, sleep, travel, solitude

My passion: Staying fit... I try and put in an hour of either running, or tennis or badminton every day

My motto in life: Take what you can, *karma* is a myth

My favourite movie: *Andaaz Apna Apna*

My favourite music/song: “Brothers in Arms” by Dire Straits

RPG to me is: A lot of professional growth, but with a generous dose of fun and games!

snapshots



Chairman Harsh Goenka meets with UK Trade Minister Lan Livingston and Kumar Iyer, British Deputy High Commissioner at RPG House



Independence Day at Zensar



Onam celebrations at Harrisons Malayalam



Scenes from Christmas at RPG House



Zensar celebrates Vividha 2014