

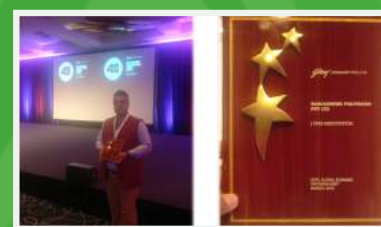
## Trailblazer



The market for healthy snacks is always on the increase. Manufacturers try to come up with a blend of tasty and healthy products for their consumers, and rely on packing to boost their brand image and marketability. An appealing packet is more likely to be picked up from a shelf. Manjushree, for the first time, designed a packet with registered Matt Coating printing, to give an emboss effect to the design. The specially designed packet preserves the flavour, taste, crunchiness and freshness of the product contained.

## Bond Strength

✓ Our premium customer, ITC wanted to spread the message that there is no plastic in their Aashirwaad Atta. We joined their campaign as we went to several grocery shops and homemakers across Assam and Meghalaya to relay their message.



✓ During this edition of Godrej Consumer Products Pvt Ltd's Annual Global Partners Meet, held in Munich Germany, Manjushree Polypeaks Pvt Ltd was felicitated and awarded for our 'Long Association' with the GCPL Family.

## The Social Network

✓ Team Manjushree partnered with the Guwahati chapter of Hare Krishna Movement to conduct a charity drive in Bamunimaidam Railway Colony where they gave away clothes (contributed by our employees) and food (sourced from The Akshay Patra Foundation) to about 200 people. This initiative was championed by the female directors of the Group.



✓ We have been working on various prototypes to convert our industrial waste (to start with) to an art form. On the eve of World Environment Day, we visited Datalpara LP School to raise some general awareness about environment and teach them the wonderful things they can do with plastic waste.



✓ We organised a free health camp at MIPL for our employees to ensure they do not suffer from any diseases which may effect the safety of our products.

## Spotlight

In this edition we want to congratulate Firangi Jha and Kamlesh Jha who completed 30 years with our Team this quarter. We thank them for their relentless services for this organisation, and hope to be associated with them for many more years.



## Trivia

A fungus currently found only in the Amazons can survive only on plastics, even without oxygen.

## Bleed Green

✓ On World Environment's Day, Team Manjushree carried out a plantation drive in their plants in Byrnihat and Gauripur, wherein each Team Member planted a sapling - in waste plastic bottles.

✓ We have installed automatic light sensors for all our lights around our boundary walls in MIPL, which will switch off without any manual intervention after dawn, thus preventing unnecessary wastage. This was one of the many green ideas which came up during a competition organised during World Environment's Day.



## Shout-out

We would like to call out the special efforts of the production, quality and QMS teams at MIPL for ensuring good practices right from the word go in our newest plant. Quality is a habit best inculcated early, and they demonstrated just that as they helped clear the audit for GSK this quarter, known to have one of the most stringent requirements.



## Beacon



Manjushree is a growing concern, and as such it now needs to focus, not on profitability alone, but on scalability. We have to continue concentrating on systems and processes, so that nothing is person-centric. We have to continue focussing on our speed of transaction, and strive towards operational excellence. We have to continue building towards our competitive advantage – on things which our competitors don't have. If we only try to be the best, we can be *the number one*; but if we divert our attention on being unique, we will be *the only one*.

Team Manjushree is solely committed on working towards this collective goal, and we firmly believe that together we can, and together we will. We WILL GROW with our CUSTOMERS.

-- Dinesh Kumar Mour, Director

## Testimonials

"My best wishes to Team Manjushree for this amazing facility. I clearly see the amount of thought that has been put into creating this facility. My best wishes for today and always".

- Sagar Rai Deka, Repose Food Products

"Very nice hospitality. Very much co-ordial. Maintaining house-keeping very good. Wish you the best organization in the North East"

- Abhik Kumar Das, Eveready Industries India Ltd.

## Report Card

✓ Manjushree launched a revamped version of their website. The new website is mobile friendly, and has easier accessibility for anyone looking for any information related to us.

✓ The promoters of Manjushree further forayed into the food processing industry as they started a unit in Assam to process high quality cashew under the brand name of "Megha". No prizes for guessing where they get their packaging done from.

## Trends

Pali Hills Residents Association, successfully set up a project to convert locally collected garbage to biogas which is being used to power 68 street lamps in Pali, Mumbai.



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