

**SPECIAL
POINTS OF
INTEREST:**

- What's new at Surya?
- Message from the CMD
- Meet the BOSS himself!

**INSIDE
THIS ISSUE:**

SUNDECK	1
SUNLIGHT	2
SUNBEAM	3
SUNRAYS	4
SUNDAE	6
SUNFLOWERS	7
SUNRISE	8



From the Sundeck

Dear All

Welcome to the second issue of SUNSHINE, our monthly e- newsletter!

At the outset, I would like to thank Mr. M S Walia and Ms. Nancy Sood for sending in their contributions. We have used them on the SUNFLOWERS page under Free Verse. I also wish to express my gratitude towards the Surya Team for their overwhelming appreciation and support for the first issue of Sunshine. I am convinced such encouragement will keep us going strong!

This issue comprises a message from the CMD, News & Events in Surya, light moments, your write-ups and what's more, a rendezvous with the Chief himself.

As shared with you earlier, we have identified point persons in various Departments who will forward all important news and other events related to their domain to us. We need your co-operation to make Sunshine the warmest soak ever. Sunshine again invites contributions to the Newsletter, both sourced and original. Every write-up published herein will be awarded Movie tickets for the contributor's family or gift vouchers. These contributions can be either creative or professionally inclined. Please feel free to give us a feedback by emailing your thoughts/contributions at sunshine@suryacorp.com.

Let me leave you with something to chew on:

"Just because we increase the speed of information doesn't mean we can increase the speed of decisions. Pondering, reflecting and ruminating are undervalued skills in our culture. "- Dale Dauten. (Dauten is a syndicated columnist who writes about business and career issues.)

Think about it. Let the Sunshine in!

Gurvinder Kaur
The Editor



Message from the CMD

A strong corporate brand is one of the most important intangible assets for a Corporate in today's Business environment

SUNLIGHT

Dear Surya Team

We have been actively pursuing a major branding exercise for Surya Corp and our various Verticals and Brands. You will be introduced to our newly launched brands and their logos through coming issues of this newsletter.

The basic concept underlying our planning for our corporate brand management initiative is the understanding that today the basic foundation of company strength has changed. Previously, a strong company would have had large tangible assets such as land, buildings, and facilities. However, in today's business environment, a company's competitive strength is not judged on the size of its assets, but on how efficiently those assets are marshaled and employed. A strong corporate brand is one of the most important intangible assets, equivalent in importance to a company's intellectual assets and human resources. We understand quite clearly that to ensure our future growth, we must ensure a strong and valued corporate brand.

When one says corporate brand management, the words themselves leave an impression of something complicated. But in reality, it is not so. It is about pursuing a goal of creating and delivering good products, keeping our quality standards high & consistent and looking after basic customer service down to answering the phones promptly and addressing our stakeholders courteously. All lead to the ultimate goal we are striving for- enhancement of our Corporate Value.

It is very important to infuse our goal of raising corporate value in our team. Corporate value is often called the 'personality' of the corporation – the pattern of attributes which define its essential nature. It also stands for rising standards of corporate performance that include moral and financial dimensions both. Let us decide to incorporate this goal in our daily working from today itself.

RAJIV GOYAL
Chairman & Managing Director



Surya Pharmaceutical Ltd has been awarded **EXCELLENT SUPPLIER (Best Competitiveness) AWARD OF THE YEAR** by Bright Future Pharmaceutical laboratories Ltd, one of the biggest Pharmaceutical manufacturers in Hong Kong!!

VIVA has been awarded Certificates by Procter & Gamble for being the **Fastest Growing and Largest Retailers** for the cluster in various categories!!!

SUNBEAM



Mr. Rajiv Goyal
CMD, Surya Corp

MEET UP : Getting to know the BOSS himself!

Born on: July 8th, 1963

Family comprises: Alka (Wife), Saanya (daughter) and Sohail (son)

Fav Colour: Blue

Sun sign: Cancer

I like: Hard work and Honesty

I dislike: Lack of Commitment and Integrity

Fav food: Veg food in various cuisines of the world

Hobbies: Travelling, Watching TV & Movies

All time fav movies: Dil To Pagal Hai, Devdas, Titanic & all Steve Martin movies

My biggest weakness: Impatience

My greatest strength: Strategic Thinking & Planning

The last vacation I took was in: Italy

MY TAKE ON:

Smoking in Public: Absolute No-No

Global warming: Pro-active steps are needed to counter it

Capital Punishment: Only for psychopathic brutal crimes

Cloning: Okay for animals & plants but not for human beings

Surrogate motherhood: Adoption should be encouraged instead

Euthanasia: Only in case of terminally ill patients

Acc to me the most important thing in life is: Human values - their sustenance, practice and nurture.

In the end I would like to say: Work is worship! We should embrace it willingly and energetically. We should strive towards cultivating a sense of belonging and loyalty towards the Company and its brands. Take pride in displaying your brand and always keep it in high esteem, it will go a long way in creating and sustaining our Corporate Value.



SUNRAYS - NEWS & EVENTS

VIVA wins awards in as many as 6 Categories!

VIVA Stores now grow to 21 in number!



We are proud to share with you the fact that our retail pharmacy stores— VIVA have built quite a reputation for themselves. Of course, a reputation earned through honest and sustained efforts. Led by the vision of our CMD Rajiv Goyal and ably directed by President, Corporate Finance & Head-Retail , Mr Hari Om Bhatia, the VIVA team was awarded Certifications for

being the fastest growing and largest retailer for the cluster by Proctor & Gamble in the following categories:

- Oral Care
- Personal Care
- Healthcare
- Paper
- Hair Care
- Grooming

You will be happy to know Viva numbers are now 21 !

Surya Pharmaceutical Ltd has been awarded **EXCELLENT SUPPLIER (Best Competitiveness) AWARD of the year** by Bright Future Pharmaceutical Laboratories Ltd, one of the biggest Pharma manufacturers in Hong Kong!!Bright Future is the only WHO-GMP production base of Antibiotics, appointed by the Hospital authority of the Govt. of Hong Kong.

The pictures from left to right: The venue for Informex 2010-San Fransisco, Surya Team gearing for action, our CRAMS offering, US team members join the CMD in our Stall, one of the many business meetings held during the fair.

INFORMEX USA 2010, San Fransisco



OBJECTIVES OF PARTICIPATION : With increasing R&D costs coupled with low R&D productivity, major pharmaceutical companies worldwide are finding it difficult to maintain their bottom lines. They have taken recourse to outsourcing part of their activities to “lower cost” countries, thereby saving costs and time. This has led to the evolution of Contract Research and Manufacturing Services (CRAMS).

3500 delegates from the global Pharmaceutical In-

dustry attended Informex USA 2010 held at San Fransisco. The Exhibition also provided ample Networking opportunities over meal-times & evening gatherings.

OUR INVOLVEMENT & APPROACH : We had pre-arranged the meetings spread over 3 days. We could connect with 85 key professionals from Pharma/ Biotech/ Specialty Chemical companies. There were good connections in relation with Surya’s existing APIs, Intermediates and Phyto Pharma business.



A Plethora of Events sponsored by SURYA WORLD

The list seemed endless! Every Surya Staffer wanted to attend. The Surya World Team kept on issuing passes and T-shirts to our team members for the **PRIDE OF INDIA HOCKEY CUP**, co-sponsored by Surya World.

Special arrangements for travel and refreshments were made for not only our Students but also for the Surya Team. Of course, a last minute controversy between the players and the Organisers dampened the event somewhat but look at the pictures. WE had fun!!

The **Punjab University Rose Festival** was a Smashing Success. Sponsored by Surya World, the 3 day event made us all proud as our Bhangra team was called out encore after encore during the laughter show hosted by Sudesh Lehri and Rajiv Thakur!!

President, Corporate Finance, Mr Hari Om Bhatia and President, New Business Initiatives, Mr Rajender Jain were publicly honoured on stage by esteemed representatives of the Punjab University during the Cultural event held on the evening of March 5th. Everyone seems to be enjoying themselves, just check out the pictures!



Motivated by Head-Education & President, Corporate Affairs Mr. Rajansh Thukral, Team Education showcases Surya World in various Youth & Education related events.

Above extreme left is the Surya World Digital Display during the Pride of India Cup Hockey Match at Sec 42 Stadium, enthusiastic students at the venue, (top left), Surya team members (extreme left), Sunil Shetty & Irfan Khan enter the venue.

Glimpses of PU Rose Festival 2010!



L to R: Surya World takes over PU campus, SW Bhangra team in action, Rajiv Thakur, SW Stall, Sudesh Lehri & Waddali Brothers Nites

SURYA WORLD & VIVA Stalls in Rose Festival 2010!



Not only SURYA WORLD but VIVA along with ALTAIR—our Diagnostic Instruments Division put up stalls at the recently concluded Chandigarh Rose Festival 2010. Going by the attention received, they proved valuable in promoting all our displayed brands. They drew the maximum crowd in the venue and generated a huge response from the public who participated in a number of Games & Health Tests being conducted therein.

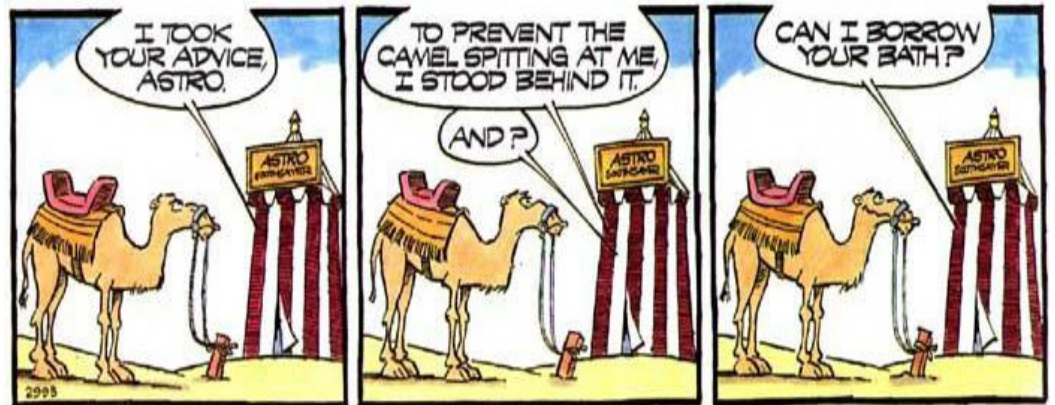


SUNDAE

Beau Peep



Enjoy
some light
moments



SUNFLOWERS— Free Verse

CONTRIBUTORS: M.S WALIA & NANCY SOOD



WHAT IS QUALITY?

In the last few years, the answer to the question has evolved significantly. For some, quality may be just ISO 9000 systems; for others it may be just another department in the organization! For some it may be “meeting customer requirements”; or it may be cost reduction!

Defining quality has never been simple. Yet there are few “timeless” concepts that remain common to the explanation.

Broadly speaking, quality is about customer satisfaction. Quality leading to high levels of customer satisfaction is high level of quality.

To dissect customer satisfaction may be difficult; but not impossible. Thus the leading-edge organizations are now formally measuring the levels of customer satisfaction, and ensuring that it is one of the organizational goals people need to strive towards.

At a basic level, quality and customer satisfaction is about people, and not about the equipment. While, in manufacturing units, one may see the equipment rolling out the product, and thus may ascribe good or bad quality to the equipment, but the truth is far from it.

While process capability and the equipment is certainly a necessary condition, it is not sufficient to produce quality products. It’s the people in decision-making capacity who decide quality. It is the values, beliefs, attitudes, skills, knowledge, and the vision of the people engaged in the day-to-day activities that shape quality.

Lets look at an example from the cricket world. If quality were to reside in the equipment, then all that the cricket batsmen would need is Sachin’s bat!

There are plenty of examples where despite the best process equipment, the manufacturing organizations produce sub-standard quality. It is the people – right from the leadership team to the person who punches the invoices decide the quality.

What is needed is a work culture that enables people to direct and focus their energies, towards fulfillment of its customers’ spoken and unspoken needs and expectations. It requires a mindset that customer satisfaction is an organizational goal.

The organization culture is the belief, attitudes, mindset and behavior of its people. Organizations are not the bricks and walls; they are the people who inhabit these buildings. The cultural orientation displayed by its employees is the organizational culture.

Research data across cultures shows that quality flourishes when primarily the employees are intrinsically motivated to produce quality. Intrinsically motivated employees engage in an activity because they like it; enjoy it; and derive satisfaction out of it. They see it as a challenge; and not as a burden or a workload. They are competent; and are constantly learning to increase their competency level.

Intrinsically motivated employees are seen working towards a higher goal, a higher vision. This could be an individual vision; or it could be a vision articulated by a leader.

They are seen constantly striving for higher levels of achievement. Physiological needs, job security; power symbols and perks are important; but only to an extent. They can work from smaller cabins; they do not unnecessarily complain of air conditioner and power shutdowns; and they demonstrate a strong will to achieve their goals.

A culture that encourages and enables such behavior is a culture that produces relatively higher quality levels.

Quality flourishes in a culture where people are essentially intrinsically motivated. These cultures also demonstrate respect for people, fairness in dealings, and most importantly customer centric behavior.

M S WALIA



MELODY

Wind Blowing gently ...
Leaves shaking slowly !!!!
My heart singing the MELODY

Winds coming from far cold mountains bring the dust of happiness
Beauty of moments passing over my body touching my infant Heart with the breeze of passion!!

Wind is silent but singing thousand rhymes
Wind is blowing but resting the awakening soul .

I am staying with my open arms
Telling this leaving wind my feelings and
to this departing wind I bid Good Bye !!

NANCY SOOD



SURYA CORP

SCO 164-65, Sector 9-C,
Madhya Marg, Chandigarh-160 009

Tel: +91 172 5005000

Fax: +91 172 5076000

Website: www.suryacorp.com

Email: info@suryacorp.com

- www.suryapharma.com
- www.suryaworld.edu.in
- www.vivayourfamilychemist.com

VISION

Surya Corp will achieve leadership in all our activities with a focused endeavour towards Empowering Life by consistently fulfilling aspirations of all business stake holders and the wider community across the world.

MISSION

We will fulfill our vision through continuous innovation in our operation, consistent quality in our products & services and a continued focus towards developing human capital within our enterprises.

SUNRISE -ABOUT SURYA CORP

Surya Corp is an integrated group of Companies, with a turnover of more than INR 1000 crores, with diversified interests in Pharmaceuticals, Healthcare, Education, Pharmacy Retail, Infrastructure, Communications and Energy.

Headquartered in Chandigarh, India, its companies have rapidly emerged as leaders across all its businesses and have gradually established a global footprint with customers in more than 90 countries.

The rapid expansion of the group has been driven by its commitment towards Empowering Life in several fac-

ets of human well-being and development. A listed and certified organization, it supports a personnel base of over 2000 employees globally.

OUR VERTICALS:

Surya Pharmaceutical Ltd

- APIs (Oral & Sterile)
- Fine Intermediates
- Finished Dosage Forms
- Mint Derivatives
- Herbal Products
- Diagnostic Instruments

Surya Healthcare Ltd

- Pharmacy Retail Stores
- Trade & Distribution of Pharmaceuticals

Surya World

- Institutions of Academic Excellence offering B.Tech, MBA, MCA, B.Pharm, B.Arch, B.HMCT, PGDM & more.

Surya Eduquest

- Educational Services

Surya Softedge

- IT Services, BPO/LPO

Surya Hi-Tech Infrastructure & Power Ltd

- Housing, Hospitality and Hydel Power projects

Surya Hi-Tech Communications

- Rural Telecommunications