

**SPECIAL
POINTS OF
INTEREST:**

- What is SURYA CORP?
- Message from the CMD
- Meet our First Lady

**INSIDE
THIS ISSUE:**

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



From the Sundeck

Dear All

A very warm welcome to the first issue of SUNSHINE, our monthly e- newsletter!

Sunshine is about us - SURYA and the Surya team. It is a platform for all of us to air our views and to share information and news, both on the professional and personal front.

Sunshine on its part is going to try its best to keep you updated about what's happening in the organization. We have tried to come up with a content mix that we hope will be useful, informative, and fun. Each issue will comprise a message from the CMD, an interaction with one Surya team member, News & Events in Surya, light moments and your write-ups besides other regulars.

We especially invite 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. Sunshine is open to suggestions, so let us know if there's anything we can do to make it more wholesome. Please feel free to give us a feedback by emailing your thoughts and even freer to send in your contributions at sunshine@suryacorp.com.

This newsletter is going to mirror the myriad reflections of the Surya team. Participate in it, express your talents and feelings through this forum and learn more about how your company is progressing.

With the hope that you take pleasure in reading this newsletter, I take your leave!

Gurvinder Kaur
The Editor



Message from the CMD

This is an invigorating time for Surya Corp, our group name. In fact each passing day adds something of value and strength to the organization.

SUNLIGHT

Dear Surya Team

Welcome to SUNSHINE! I offer my congratulations to all of us upon the first issue of our newsletter.

We, in Surya, embarked upon an exciting and buoyant journey in 1992; a journey which has taken us spiraling right to the top of the corporate world. A journey which has seen much diversification and growth, with the result, we have recorded a very impressive upward surge annually for the last many years.

The decision to diversify and launch our various verticals did not come easily to me. It takes a lot of courage to let go of the familiar and seemingly secure to embrace the new. But there comes a point in time when the urge to set a benchmark overwhelms you. I agree with Darwin's quote that it is not the strongest or the most intelligent species that survives but the one most responsive to change.

Surya Pharmaceutical Ltd, Surya Healthcare Ltd and Surya World are now joined by Surya Eduquest Surya SoftEdge, Surya Hi-Tech Infrastructure & Power and Surya Hi-Tech Communications. We have a Rs 350 crores Greenfield facility (FDFs & APIs-both Oral & Sterile) coming up at Jammu to cater to Regulatory markets, which will be partially operational by March and fully operational by June. I am happy that we have a skilled team and together we will spiral our way to further success. The need of the hour is to join hands and make Surya an ideal place to work and be in so that it comes to be regarded as an organization which is not only vibrant and innovative but a benchmark in itself.

I believe that a company is known by the people it keeps. Accordingly we are focusing on our human resources in order to create a work culture based on learning & managing knowledge resourcefully. Improving performance, strengthening financial returns, focus on SHE and developing a brand name for ourselves are other areas we are concentrating upon. I encourage you to put your best foot forward to take advantage of this great opportunity called Surya Corp.

**RAJIV GOYAL
Chairman & Managing Director**

SUNBEAM



Ms. Alka Goyal
ED, Surya Corp

MEET UP : Getting to know the First Lady of Surya

Born on: Jan 8th

Family comprises: Rajiv (husband), Saanya (daughter) and Sohail (son)

Fav Colour: White

Sun sign: Capricorn

I like: dedication to work , honesty

I dislike: Domineering behaviour

Fav food: Indian food, Makki roti & Saag

Hobbies: Dance, music and outdoor games

All time fav movies: Sholay , Veer Zaara

My biggest weakness: being too soft-hearted

My greatest strength: being a perfectionist

The last vacation I took was in: China & Japan in 2005

MY TAKE ON:

Smoking in Public: One should never indulge in it

Global warming: The scenario is unclear and unpredictable

Capital Punishment: Only heinous crimes deserve this

Cloning: I am not convinced it can be done

Surrogate motherhood: This is a humane option , good for society

Euthanasia: Should be allowed, why should anyone suffer endlessly

Acc to me the most important thing in life is: a good life and work balance.

In the end I would like to say: I congratulate the entire Surya Team for the success Surya is today. But we all know success is a journey and not a destination. We need to work harder and strive for bigger goals for which , I believe, the platform is well laid. The most important factor in any organization is a team which symbolizes teamwork. Needless to mention we, at Surya, are team workers that is why we are what we are today. However we also need to address issues like diversification as we now have new verticals in the Surya Umbrella like Retail stores, Education, Infrastructure where the challenges are different. The good thing is that we have the power of a strong team as well as the experience of coming out of the toughest of problems. I am very confident that we will take Surya Corp to greater heights and in turn achieve what we all have dreamt of. I wish the entire Surya Family a great New Year ahead and also that you become achievers in all fronts of your life. I also wish that we all keep working with integrity and put lot of efforts to make our Surya Family a global force to reckon with.



SUNRAYS - NEWS & EVENTS

Pan-India launch of FDFs! VIVA comes to the Tri-City!



The pictures from left to right:
Warehouse for our FDFs, GM - SBI Ms Sudha Malhotra inaugurating a VIVA store, Interior of a well-stocked VIVA Store

December 25th, 2009 saw the launch of Surya Pharmaceutical Ltd's Formulations Division. This Division will look after Finished Dosage Forms (FDFs) which are being marketed under the brand name ALEXUS and our Diagnostic Instruments segment which has been launched under the brand name of ALTAIR.

The Formulations Division has been launched in no less than 13 states in the country.

Our Pharmacy Retail Chain – VIVA has already established itself successfully in New Delhi with 15 outlets spread across the Capital. VIVA has now come to the Tri-City and began operations in the region beginning with no less than 5 stores. The chain was inaugurated by Ms Sudha Malhotra, GM-SBI.

VIVA plans to establish 500 stores pan-India within the next 3 years. These fully air-conditioned well-stocked

stores have different formats conforming to their location and neighbourhood demographics. The focus here is a unique and satisfying Customer Experience.

These professionally managed stores staffed with trained pharmacists offer a number of discounts and benefit schemes including free home delivery. Please log on to our VIVA website www.yourfamilychemist.com to locate the VIVA store nearest you.



Dedicated CRAMS Facility at Banur

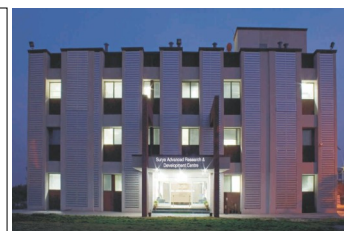
SPL has rapidly emerged as one of the premier integrated pharmaceuticals Company in India. Our product list includes APIs, Intermediates, FDFs, Menthol derivatives and Herbal Products. We have also successfully established Surya Advanced Research & Development Centre which is a facility dedicated to Customized Research & Manufacturing Services (CRAMS).

Through CRAMS we offer

R& D, Technology and Engineering capabilities that support the development and demonstration of cost effective processes and products to the global life sciences Industry.

Our state-of-the-art Facility is spread over 25,000 sq ft area in Banur. Our Scientists, Reaction capabilities, Infrastructure and Instrumentation support rival the best offerings in CRAMS in the international arena.

Way to go, Surya!



Around the world with SURYA

Confederation on Pharmaceutical Ingredients (CPhI) Worldwide Exhibition is focused on Active Pharmaceutical Ingredients (APIs) and Finished Dosage Forms (FDFs). International Contract Services Expo (iSCe) is organized as a parallel event at the same site, it is an opportunity to meet various contract manufacturers.

Scope of both the events:

Participating in such exhibitions brings our business face to face with potential customers, keeps us informed about the latest Industry Trends and helps us remain one step ahead of a constantly changing global market.. At these exhibitions Pharmaceutical companies look for partners throughout the world that would have the best strategic fit with their own organization. Companies also want to investigate outsourcing all or part of their production and research process.

Our marketing strategy:

To showcase our world-class competence, infrastructure & facilities along with Analytical R&D Services and skilled HR. To convince clients about our commitment to confidentiality obligations, IPR protection, Robust business process, partnering and timely delivery.



Meeting the vision of our CMD, the Surya Pharmaceutical team regularly showcases its Products & Services in exhibitions around the world

Above is the Surya Stall at CPhI Frankfurt in 2008, next to Mr. Goyal stands esteemed visitor Mr. Ashok Kumar Secy. Min of Chemicals & Fertilizers. Surya hosts dinner at CPhI Mumbai in 2008 (adjacent left) and Surya Stall at iCSe Madrid in 2009 (below right)



Surya Stall at iCSe 2009 held in Madrid, Spain (above) and Surya Team members interacting with prospective overseas customers at an Exhibition in USA (adjacent right)



What is SURYA WORLD?

Surya World– Institutions of Academic Excellence are about to complete their first academic session successfully. Surya World is India’s largest integrated campus, spread over an area of more than 60 acres. Its institutions are approved by AICTE, COA & the Govt. Of Punjab and affiliated to PTU.

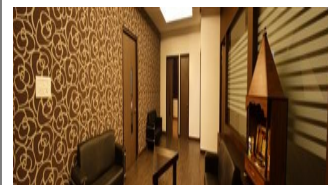
This state-of-the-art campus is located on the Rajpura-Ambala section of National Highway 1 and is therefore easily accessi-

ble . It offers international quality tertiary education in Engineering, Management, Computer Applications, Pharmacy, Architecture & Hotel Management.

The vision behind the establishment of this campus is to be a premier global educational institution which will be an alternative to students who wish to study abroad-with infrastructure, faculty and learning ambience to match. The fully Ac and wi-fi enabled campus has interactive

classrooms, modern labs, workshops ,e-library , sports facilities, gymnasiums, swimming pool, multiplex , a vibrant student Centre and more .

Our motto is : Ever to excel ,and we will present our Emblem and the thought behind its concept in the next issue of our newsletter. Watch this space!

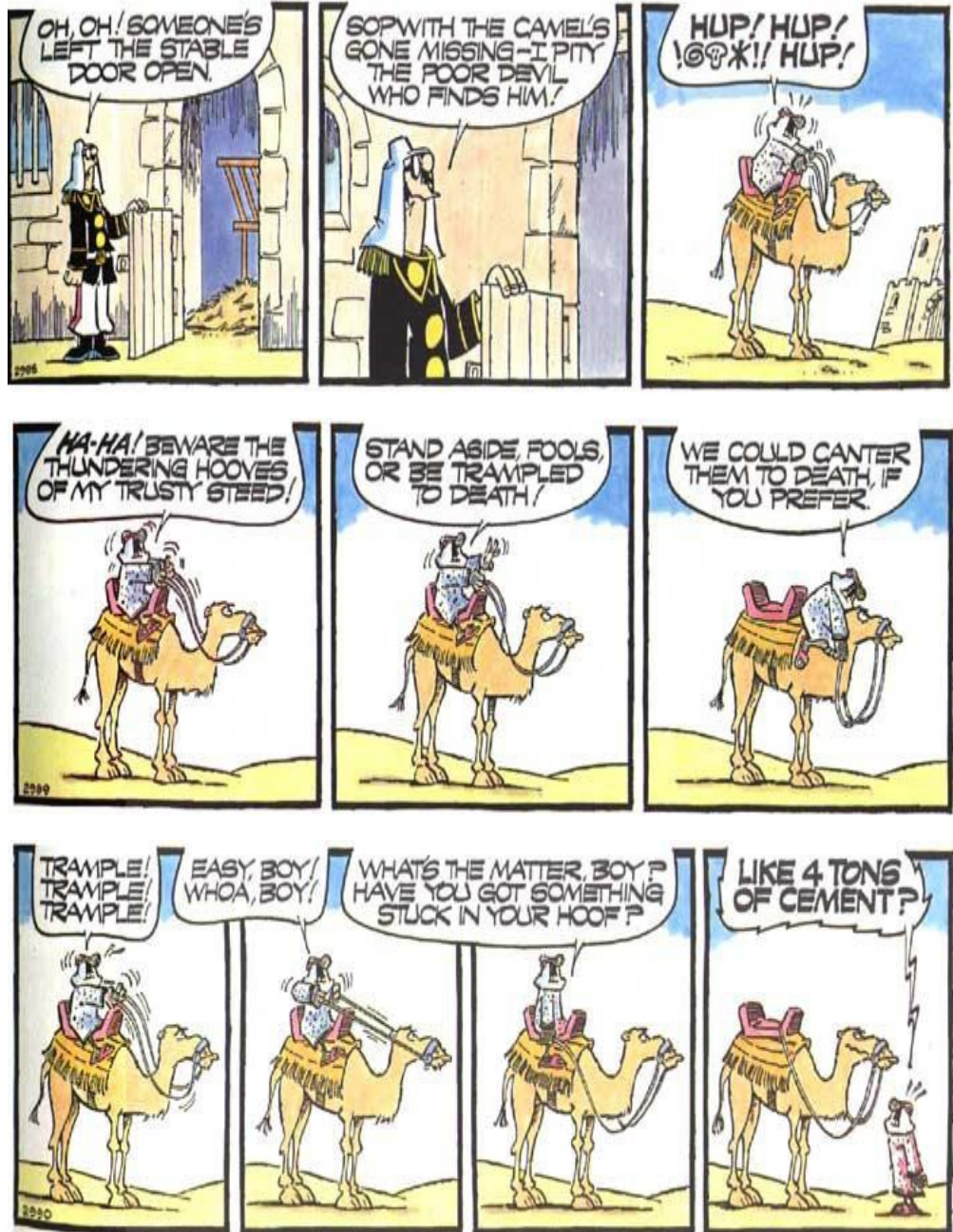


SUNDAE

Beau Peep



Enjoy
some light
moments



SUNFLOWERS— Free Verse

Candid Confessions Of A Rookie!



When I was a student of Mass Communications at Punjab University,

Chandigarh, I would listen wide eyed as one after another stalwarts of the Indian press came to talk to us during student interactions. I would sit there mesmerized by the words imagining myself as the messiah scribe who would give journalism a new lease of life.

And when they would talk about the ethics of journalism and the struggle to uphold the courage and spirit of reporting against all odds, I would sit and daydream about the hotshot reporter I was to become.

How I would cover myself with glory with stark and startling reports about Kashmir, Punjab or the north east. How I would prod the world conscience with reports about life in remote Indian interiors. How I would dig out scoop after scoop of scalding, burning truth and reveal all.

They would talk about the might of the pen & how it is mightier than the sword and I would see the Pulitzer Prize walking towards me or a Fulbright scholarship being granted to me by approving faces. With the great naivety that afflicts most rookies I landed into journalism with great gusto. Burning with excitement I chose to work at Hindustan

Times, New Delhi for my internship. I reported for training sharp 9.00 am and sat cooling my heels till about 11.00am. The senior journalist (SJ) under whose supervision I was assigned entered and welcomed me with a bored yawn.

Bursting with barely concealed excitement I told him how privileged I was to be here and undergo training at the Mecca of Journalism and of course under such a distinguished journalist. I gushed about how I aimed to make a difference in the world. He smiled tolerantly through my tirade, bade me sit, ordered tea for both of us and settled down with a sheaf of papers.

Unable to contain my enthusiasm any more I asked, "shall we go?". He looked at me amusedly and replied, "where?". "To the field", I replied, a trifle taken aback. "I cover the medical colleges. We will go to a seminar soon". A seminar? *That too medical?* There is no reporting as hallowed as political reporting. Here I had been thinking of political conferences, perhaps I would meet the Home Minister; perhaps I could ask him a stinging question or two. *An itsy bitsy seminar?* Dismay was mine!

Around noon, SJ reared up, picked up his car keys and said, "let's go!". We reached the venue and slid into our seats in pin drop silence except the slow droning of the speaker who went on and on about appendicitis.

"Take down the notes, I'll be back", said SJ, feeling for his cigarette case and left. *Notes? What notes?* This was an all volumes contained, speaking medical encyclopedia, but ready for the challenge I started noting down things. I struggled writing bits & pieces for an hour or so till SJ returned and the session broke up for lunch.

I almost fell asleep writing during the post lunch session with most of the medicos around me in various states of repose. Finally after five we left for the office.

I toiled with the article but to no avail. I did not know where to begin, what to write and how to end. It was the moment of truth; I needed to learn and fast as the deadline for submission was near. SJ appeared detached and unaffected.

Finally when I was at my wits end he gently guided me through the exercise.

As I was leaving one of my seniors accosted me, "Who did you get?". "SJ", I replied irritably. He laughed, "Did you cover a seminar?". What was so funny about that I hissed. Nothing, except the fact that *he covers the Parliament* but reserves the 'seminar treatment' for over the top greenhorns.

GURVINDER KAUR



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

ployees 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



We now have a **CERTIFICATE OF SUITABILITY (COS)** for CEFIXIME to sell our products in European Regulated Markets. **Congratulations Surya!**