

**SPECIAL
POINTS OF
INTEREST:**

- What's new at Surya?
- Message from the CMD
- Meet the Thinker and Doer

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From the Sundeck

Dear All

Another warm welcome to the third issue of SUNSHINE, our monthly e-newsletter!

Lots happening at Surya! Every day brings up fresh opportunities and challenges. We have started March with a bang, folks! VIVA is spreading its reach far and wide. Formulations has launched a number of Diagnostic Instruments and other Health products. It is set to launch a fuller basket of Healthcare and FMCG products into the Indian market very soon. Surya BioPharma USA is all geared to start taking shape. Surya World has enhanced its intake capacity of students to more than five times the number last year. We are busy streamlining preparations leading to an impressive start to our Surya World Media Campaign. Within a year of its inception, establishing a reputation as formidable as Surya World's is no cake walk.

That brings us to the special feature in this issue— a Meet Up with the man behind Surya World. Get to know our Thinker & Doer Mr. Rajansh Thukral, President-Corporate Affairs & Head Education. This issue also comprises a message from the CMD, News & Events in Surya, light moments, your write-ups and information about our various Brands.

Calling all team members! Sunshine again invites contributions to the Newsletter, both sourced and original. Email your thoughts/creatives at sunshine@suryacorp.com.

Happy Reading!

Gurvinder Kaur
The Editor

SUNLIGHT



Message from the CMD

It is possible for organizations to have Cultures of their own as they possess the contradictory quality of being both 'part' of and 'apart' from society.

Dear Surya Team

In the last issue I mentioned my thoughts about the importance of enhancing Corporate value in the organization. That is not possible without creating and adopting a Corporate Culture in Surya. I would now like to talk about the importance of an organizational culture and means to develop the same. I also urge each one of us to take up this responsibility with the seriousness and synergy it deserves.

Let us first try to understand what the term stands for. Culture refers to the underlying values, beliefs and codes of practice that makes a community what it is. Culture is powerfully subjective and reflects the meanings we characteristically assign to situations and the solutions that we apply to common problems.

Organizations are a constituent element of society and people enter them from various contiguous communities bringing along their ethos and sets of belief with them. But it is possible for organizations to have cultures of their own as they possess the contradictory quality of being both 'part' of and 'apart' from society. They are embedded in the wider societal context but they are also communities with their own with distinct rules and values.

Culture has long been on the agenda of management theorists. Developing organizational culture means developing a corporate ethos, the images and values that inform action by every team member. Every successful organization has a strong culture embedded in it which is unique. There are a number of central aspects of this theme and I will deal with them in the coming issues.

RAJIV GOYAL
Chairman & Managing Director



Surya Celebrates 18th Founder's Day by obtaining ISO 9001-2008!

Two reasons for jubilation!!! We celebrated Surya's Founder day on March 25th followed by upgradation in Company's Quality Certification.

SUNBEAM



Mr. Rajansh Thukral

President-Corporate Affairs
Head-Education

MEET UP : Getting to know the Thinker & Doer!

Born on: 28.02.1961

Family comprises: Surekha (wife), Suranshi and Rinshikha (daughters)

Fav Colour: White

Sun sign: Pisces

I like: Hard work

I dislike: Lethargy

Fav food: Punjabi Non spicy

Hobbies: Playing Chess

All time fav movies: Main Hoon Naa

My biggest weakness: Short Temper

My greatest strength: "I Can Do" attitude

The last vacation I took was in: 2002

MY TAKE ON:

Smoking in Public: Must be avoided

Global warming: Advanced Countries must be asked to pay for their wrong doings in the past.

Capital Punishment: Must in heinous cases

Cloning: Bad idea

Surrogate motherhood: Society should accept it.

Euthanasia: Should be permissible

Acc to me the most important thing in life is: To achieve a height in life from where one can see and relish one's achievements.

In the end I would like to say: We all must resolve to keep together, work together, succeed together and grow together. Suryacorp is a platform that provides a strong opportunity to work and learn. Everybody here should work with the spirit and faith to take Surya on top of the world so that everybody and anybody associated with Suryacorp should feel proud of this association. I congratulate all members of Surya family to be part of Suryacorp and wish everyone good health and good luck in pursuit of their respective responsibility areas.



SUNRAYS - NEWS & EVENTS

SURYA WORLD CONDUCTS DENTAL HEALTH CAMP!

More than 135 patients from nearby villages benefit!



Surya World conducts regular free health camps in its vicinity for the benefit of people living in nearby areas. One such Dental Health Camp was conducted in March wherein more than 135 patients were examined and treated. Surya World has a Ultra Modern Dental Care Clinic in its premises which is manned by a trained Dentist and other staff.

THE RECENT SURYA CORP CRICKET MATCH!

The pictures from left to right: The toss, teams in action, Individual prizes being given out by members of Senior Management



THE WINNERS!! TEAM FROM THE CORPORATE OFFICE , SECTOR 9 CHANDIGARH LIFTS THE TROPHY!

SURYA WORLD FORAYS INTO FOREIGN SHORES-SRI LANKA!

Dear Surya Team, you will be proud to know that our Education Wing – Surya World recently participated in its first International Exhibition.

Surya World made its presence felt in the first India Expo at the TIMES OF INDIA EDUCATION FAIR AT COLOMBO, SRI LANKA!

Surya World received as many as 85 serious queries for Admissions from across the sea. The students who participated in the fair along with their parents were clearly impressed by our Company strength and verticals.

A virtual tour of the ultra-modern and state-of-the-art Surya World campus was played at the stall for the benefit of the visitors.

The team also met a family hailing from Chandigarh who are presently on posting in Colombo. And yes, Kings X1 and Sangakkara were hot topics of discussion too!



Team Education showcases Surya World in various Youth & Education related Events and Exhibitions round the country, it participated in its first International Forum at INDIA EDU EXPOSITION COLOMBO, 2010

More than 85 students were counseled during this two day Expo. Our stall was the best dressed and attracted serious queries from Students, Parents and Counselors alike.

Glimpses of the India Edu Expo 2010– Colombo !



STUDENTS HAVE FUN AT DHARAMSHALA!



Surya World students had a swinging time recently when they went on a College Tour to Dharamshala. Not only was the season just about perfect, they were free of slogging at their books having finished their exams. They thoroughly enjoyed every minute of their comfortable and well-planned trip. You only have to check out the pictures to the left to find out about the rollicking time they had! 3 Cheers to Surya World!!!



Quality Certification –Surya Upgrades!

Dear Surya Team

As you must have seen in the Breaking News section, Surya has now upgraded to ISO 9001-2008!

Let us share with you what does this Quality Certification or upgradation to internationally accepted quality norms translate into.

When we upgrade our

Quality standards it translates into improved consistency of service and product performance, higher customer satisfaction levels, improved customer perception, cost reduction, competitive advantage and increased marketing and Sales and better opportunities.

By adopting these standards we also get eligible

to enter regulated markets where such certifications are mandatory for acceptance, marketing and operation.

Upgrading to superior Quality Certifications also means, we get access to standard Quality manuals and Operating procedures which can easily be customized to meet the needs of the organization.

KNOW
MORE
ABOUT
YOUR
BRANDS!!

OUR PHARMA BRANDS!

Branded Formulations



GENERICS



Diagnostic & Medical Devices



Diagnostic & Medical Devices
A Division of Surya Pharmaceutical Ltd.

OTC Products

Coming up soon!!!

More about



Alexus, a dedicated hard core Formulations Division markets Finished Dosage Forms (FDFs) in General Medicine Segment. The product mix includes Anti-biotics, PPIs, Cough & Cold Remedies, Calcium & Mutivitamin supplements.

Aegis Healthcare, a Generic division of Surya's formulation vertical covers pan North and Central India. Some of our USP's are innovative marketing strategies, quality of products, impressive product range and packaging.

It caters to therapeutic segments like **Anti infectives, Gastrointestinals, NSAIDS, Anti-allergics, Nutraceuticals, Anthelmintics, Cough preparations, Ophthalmologicals, Parentrals, Herbals** etc

Altair : What does Altair market?

Altair is the Diagnostic and Medical equipment Division of Surya Pharmaceutical Ltd.

Altair markets the following Devices and products. Under the Point Of Care Testing Devices, we offer two types of BP Alert Monitors (wrist type and arm type model). Fever Alert (Flexi-tip Thermometer), Gluco Alert (Glucose monitor)and Gluco Alert Strips. Then coming up soon is the Over -the-Counter (OTC)

Product category covering many exciting Healthcare & FMCG products. During 2010-11, the Company targets to launch 50-60 such products. The beginning is being made with the April launch of First Aid Kit in 3 variants under the Brand name 'Fast Aid', followed with waterproof and Regular Plasters, Milk Feeding bottles and many more.

An exciting new development is the Launch of CROCS Medical Footwear in India by Surya!!! Crocs is

the third largest footwear Brand in the world. SPL has signed up an exclusive Agreement with them for Marketing their therapeutic Products in India and SAARC Countries.

Crocs Rx (Therapeutic Footwear) will have the following Models

- a) Cloud
- b) Silver Cloud
- c) Relief

These medical shoes are aimed at Diabetic patients and will be sold at Dedicated outlets throughout India.

Surya World HR Summit 2010 to be held on April 23!

Discussion on HR Challenges & Perspectives



New Courses At Surya World

Surya World— institutions of Academic Excellence , has successfully entered its second year. The campus as we all know is a treat for the eyes and equipped with state-of-the-art teaching and learning aids. With the immense encouragement we have received from the com-

munity at large Surya World has decided to enhance our offerings.

Surya World has introduced School of Hotel Management & Catering Technology, Post Graduate Diploma in Management (PGDM) and two new streams in B.Tech

namely—Chemical Engineering and Engineering in Information Technology. That brings the total number of streams offered by us in Engineering to six in all.

We have decided to include these offerings based on current market needs & trends.

SUNDAE



Calvin and Hobbes



Enjoy some light moments

SUNFLOWERS— Free Verse

CONTRIBUTOR: Swapnil Kumar Gupta



WHAT IS CONSCIOUSNESS OF TRUE EMOTIONS ?

What is Consciousness?

The birthplace of success for each person is in his Inner-Consciousness. The Inner-Consciousness will use whatever it is given. If constructive thoughts are planted positive outcomes will be the result. If you plant the seeds of failure and failure will follow. To understand what inner freedom means, imagine the state of the happiness, calmness, relaxation and peace of mind of deep sleep, but combined with full awakening and awareness. As we grow in higher consciousness, we discover that it is more important to be the right person then to find the right person.

A lot of the world is fearful right now. If you look around and understand what is going on behind the veils, many would argue that there is every reason to be fearful. But in truth, fear is an energy

state and it's a state that attracts more of whatever it is you want to avoid. Actually, many psychologists will tell you that there are only two true emotions: *Love and Fear*. And all other emotions fall within one of these two categories.

Gratitude, elation, peace, joy, and acceptance...etc, all fall within the energy state of *Love*. Greed, hatred, blame, anger, and guilt...etc, all fall within the energy state of *Fear*.

When you are feeling any of these emotions, particularly the emotions of fear - which are of lower consciousness - it's important to understand that you are inherently fearful of something and that fear is driving the emotion. Because when you can look at it rationally, and understand your fear from a more rational light, the solution becomes much more readily available. However, when you are stuck in fear consciousness, the best solution can be much harder to see.

It's important to know that acceptance is the first step into the consciousness of love from the consciousness of fear. So when you look around and the situation is really ugly, like we're unfortunately seeing far too often today, instead of feeling fear, anger, hate, or blame, simply accept the situation as it is. The words to accept an awful situation are sim-

ply, "It is what it is." With your acceptance and those words, you'll move back into a love based energy state, where the best answer and solution will come to you far more readily.

To be clear, to accept a situation doesn't mean to condone it or think it's a great thing. Acceptance is simply used to bring your own consciousness out of a lower consciousness and into higher consciousness, where you'll be able to better see and make more effective decisions about the current situation.

Acceptance also doesn't mean you don't do anything about the situation. Sometimes your answer might be to confront the person who has done wrong to you; sometimes your answer might be to share the truth with your friends and make the truth public; sometimes your answer might be to rally a group in protest; and sometimes your answer might be to educate others about a better course of action.

Actually, by accepting the situation you're moving out of consciousness that tells you that you're too small to do something about it, and moving into a place of empowerment where your decisions and actions actually do have power. Because whether it's big or small, there is something each one of us can do.



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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 10 Billion, 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