

THINK AFRESH,
ACT ANEW



GrOw
CONNECT



GrOw CONNECT

The theme, **THINK AFRESH, ACT ANEW** brings into focus the next steps we need to take to make Growel (group) a thriving organization in the decade ahead.

What do we need to Think Afresh? Customers served, markets addressed, products offered, our distinctive capabilities, cost structures, people policies, digitalization, technologies

deployed and the like, that impact our 'right to win'.

All this started with a bang in the month of April during our Strategy meet, SPC 22 at Gulmarg. We have an informative article on the same, which not only carries the memories of our shared camaraderie but also showcases our super achievers which makes it an inspiring read.

Our Chairman, Mr. Umesh More has set an ambitious goal to increase our share in the POP segment. Dr. Haritosh Mishra has touched upon it in his article which is worth reading.

Our paints team has recently come up with Floor coating solutions which they have introduced for both Industrial and Commercial projects. Mr. Sujit Sinha has thrown some light into its uses and benefit in his article.

The concept of TQM (Total Quality Management) and how it contributes to business process improvement is elaborated in an article by Dr. Aparna Sil.

The new www.growel.com is up and running. Do visit us and read about what it took to develop this state-of-the-art website.

Our Growel group HR team have shared their story on steps taken to enhance performance and productivity and at the same time be an employee-centric workplace.

I would like to thank our contributors and hope this issue will give you a good view of the work that is going on at Growel.

Do share this issue with your family and friends. Also, discuss in a small group a few articles to extract implementable ideas for your area of work.

Write to me at arnab.ghosh@growel.com and share what you liked in this issue and what could be done to improve it.

Greetings for the festive season from Corporate Communications.

Happy Celebrations. Happy Reading.



SARVAR IRANI

According to Sun Tsu, the ancient Chinese military strategist, “Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.” These words were just as relevant then as they are now for today’s business leaders.

For many organizations, the catalyst of meaningful change and strategic realignment is a strategic offsite. The Growel group like every other forward-looking organisation carries out Strategic offsite meets each year at picturesque locations.

This year post a 2-year hiatus caused by the global pandemic, we all regrouped together for the SPC (Strategic Planning Conference) meet at Pahalgam, Kashmir. The SPC 22 meet was a 4 nights / 5 days event held on 24th April and concluded on the 28th of April 2022

The event was held at ITC’s Pine N Peak a five-star luxury retreat snuggled between the pine forest that lead to the Lidder River. Surrounded by thickly wooded pine forests, breath-taking vistas of meadows and snow-clad Himalayan mountains, the venue had the perfect vibe for both business and pleasure.





Best Dealer_2021-22_Technochem Sales



Best Sales Zone 2021 - 22 - Mumbai



Best Emerging Sales Zone - 2021-22 - Bengaluru



Best Technical Service Personnel 2021 - 22 - Navneet Kumar



Best Presentation - 2021-22 - Dr. Bhabani Malik



Best Archive_20-21-22_Pankaj Umaraniya



Team - Growel Lions: Winner of the Workshop - 2021-22
Left to Right - Leena Jadhav, Sameer Hassan, Dr. B. P Malik,
Sujit Sinha, Dr. Haritosh Mishra, Atul Patil and R. Adiga



Team Building Exercises organised by
HR team - Mr. Manoj Pandey





Dr. Haritosh Mishra

“Demand for Plating on Plastic is Set to Increase”

Plating on plastic is one of the largest markets growing within the plating industry. Manufacturers are cutting costs by utilizing plastic for a wide variety of parts, from washing machines to car logos. These parts are then plated with a chrome or nickel finish for decoration to increase the attractiveness of the product.

Two major consumer-facing markets are driving the demand for plating on plastic, these are automotive and home appliances.

In the automotive industry, the prevalence of plated plastic components is mostly due to two reasons. Firstly, to decrease the vehicle weight to increase the efficiency of the fuel, and secondly to limit costs of production.

It is more financially viable to manufacture complicated shapes from plastic and then plate them with chrome and nickel for an attractive finish. Plastic components are also less likely to be impacted by wear and corrosion. In the manufacturing of cars, plating on plastic can be utilized for wheel covers, trims, door handles, grilles, dashboards, and several other components.

The automotive section of the plating on plastic market is estimated to increase by over 6.5% (CAGR) between now and 2024.

Currently, the trend in the automotive industry is about luxury appearances and comfort. This push for improved aesthetics – as well as fit and finish – includes the use of textures, soft feel surfaces and, of course, metallic finishes.

In the home appliance industry, plating on plastic is utilized to keep manufacturing costs low. By simply changing the finish, manufacturers can provide what looks like a different and unique product with no significant changes in design. This finds its application in a wide range of products, from large fridge-freezers to toasters.

In terms of decorative applications, nickel and nickel-chromium plating is used to enhance the appearance of the plastic trim on computers and mobile phones, as well as the various control knobs, switched and buttons on a wide range of home electronics and electrical appliances.

Studying the market dynamics and post our strategy session during the SPC 22, we have re-valuated our products in the pre-treatment segment, including Cleaner, Conditioner, Activator, Chrome reducer, Electroless Nickel and Acid Copper Plating and introduced the Ginsol series for all marketing outlets.



**EXCELLENT STABILITY,
ENHANCED TOLERANCE
AND DESIGNED FOR
AUTOMATIC LINES**

GINSOL SERIES
A PERFECT PARTNER FOR YOUR
PLATING ON PLASTICS PROCESS



Please scan to download the latest brochure for our POP offering.



Mr. Sujit Sinha

“Growel’s Pentaflor series of Floor coating solutions offers peace of mind, when it comes to Concrete surfaces”

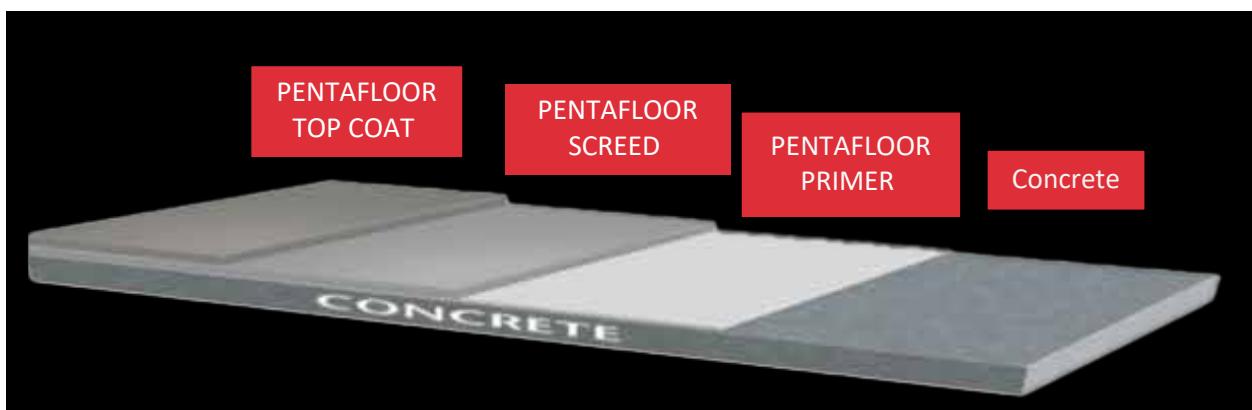
Epoxy coatings are a great option if you are looking for a more durable, chemical resistance surface and at the same time versatile enough to use it both for industrial and commercial projects. It comes in various colours and

decorative options giving room for customization.

Growel’s Pentaflor series of Floor coating solutions offers peace of mind when it comes to protect new and existing concrete surfaces. It is a self-levelling coating which provides very smooth, hi-gloss and bright finish.

With Pentaflor, you can restore and impart new life into cracked, spalled or pitted floor. It comes with its unique features listed below:

1. Outstanding Compressive Strength
2. Excellent Impact and Abrasion Resistance
3. Options in Floor Slope, Drain, Integral Cove Base
4. Choice of Colours available in Top coats
5. Anti-slip additives promise additional safety
6. Impressive Life Cycle Value
7. Very Economical Cost per Mil.



Our Pentaflor series finds its usage in various applications. Some of them are listed under:

Factory shop floor • Educational Facilities • Healthcare, Research Campuses • Restrooms, Locker Rooms • Stadiums, Arenas, Auditoriums • Retail Locations, Supermarkets • Restaurants, Cafeterias • Government / Municipal Buildings



Dr. Aparna Sil

“Total quality management leads to maximizing customer satisfaction and loyalty.”

Doing business in a competitive and dynamic environment requires companies to continually improve and enhance their business performance and capabilities. One of the key determinants of the survival of the company in such circumstances is the application of total quality management. In recent years, the company management is

more focused on total quality management, which leads to maximizing customer satisfaction and loyalty.

Fundamental part of Total Quality Management is a focus on process thinking. A process can be defined as sequences of steps that take inputs from internal or external suppliers / customers and subsequently renovates them into outputs or productivities that can be delivered to internal or external customers with almost zero defects to meet or exceed customer's expectation and subsequent loyalty and satisfaction from the customer.

Common principles of TQMS

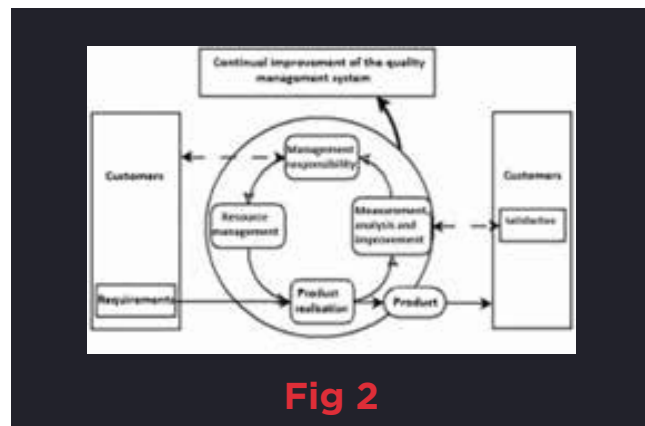
1. Customer focus
2. Process approach
3. Integrated system
4. Strategic and systematic approach
5. Continual improvement
6. Fact-based decision-making
7. Communications

Common philosophy states, suppliers who strive to meet the company's needs help the company meet their customer's needs. Therefore, as long as the supplier meets quality standards, in supplying their raw materials, it is expected to speed up the overall production process with almost zero defect in the finished product at our end. So it is needed to focus on our supplier performance to maintain our product quality standards.

Taking into account that the customer expectations are always changing, having a thought process of continual improvement is the need of the hour. A concept shoots from the belief that mistakes can be avoided, and defects can be prevented. It extends to all aspects of the organization. This concept is the key for the preventions of errors and corrective actions taken for any non-conformity which assures for avoiding its reoccurrence. Contributions and suggestions from the employees are valued in the organization. In order to ensure that, employees are able to make logical, valuable contributions, they are given quality tools and focused training. In order to communicate the vision and mission of the organization, proper communication is conveyed in the organization strategically.

Relation of QMS with Business Process Improvement

To improve a Quality Management Systems, we need to follow the usual Business Process improvement cycle (Fig 1). The image from ISO 9001 of how the process of ensuring quality is an ongoing cycle is shown (Fig 2)



These indicators indicate that, if Quality Management is successfully implemented and monitored, it will have a direct impact on overall business performance. Moreover, our business outcomes are what we should be concerned with, not just the processes. This requires a more complete approach that takes into account all activities that support these outcomes. The cycle is all about Customer Requirement and finally Customer Satisfaction, which is the final target for any organization.



Vishal Fondekar

“An intuitive, user-friendly, smart website for ease of connect, information and making informed choices.”

If one has to look at the present generation, a few common attributes will flash in our minds: like short attention span, impatience, hunger for fresh content, fascination with new technologies and so on. These characteristics also reflect the ways in which they research, engage, and consume content digitally. The fact that they have a fleeting attention span and are forever in a hurry, they expect digital touch points to be more intuitive, specific and without frills.

We introspected our existing website, which was put in place a decade ago, to see what we could do cater to today's evolved user. Studying the website closely, we found our existing website looked dated, had design language, tone of voice and functionalities that made navigating tedious and the user experience inconsistent. It had mostly corporate content which today's users were not particularly interested in. Overall, the existing website was sub-optimal in many ways.

Given the above context, a decision was taken to create a new website, the journey of which began by the brainstorming with the team. A few vital questions came in mind,

How do we showcase Growel (Group) as an entity that has an impressive scale, diversification, capabilities and have businesses that help move the nation, such as Aerospace, Oil & Gas, Defence, Infrastructure etc.

How can we make the new website user friendly so that the visitors can find whatever they need quickly by browsing seamlessly through all that Growel has to offer? How do we make it more intuitive?

How can we simplify the new website structure so that it is easy to manage and can be updated & upgraded as required?

We began our journey of creating a new website keeping these considerations in view.






What makes our Website stand out?

To make our website distinctive, we analysed the behaviours and consumption patterns of digital natives and discovered that 85-90% online discovery happened through search. We replicated this behaviour into our new website fully appreciating the fact that search is the new dope today.

WE JUST GAVE OUR USER INTERFACE A GROWEL LIFT!



WELCOME TO THE NEW GROWEL 2.0 WEBSITE

-  Faster Loading
-  Seamless Interface for all Devices
-  Smart Prompt Search Feature
-  Intelligent Chat Bot
-  Industry Wise Solutions
- And more...

Some unique features we built in for our Growel 2.0 website were:

1. Search

The users today are short of time and want search experience similar to that of a search engine like Google. To provide a similar experience, we have taken care to integrate modern search capability and machine learning to make search smarter over time.

2. Browsing

To ensure seamless browsing across devices, the website is designed for faster response. The website is optimised for faster loading on browsers of all devices - laptop, desktop, mobile and others with benchmark scores like google page speed better than our peers.

3. Continuous Updation

For having improved search engine results page (SERP) rankings, the website content is updated periodically with the first leg of comprehensive Search Engine Optimisation in progress currently.

4. Deeper analytics

To track user behaviour on the website, so that our BU teams can take sound decisions, we have provided on-page-analytics like comprehensive report of enquiries raised, clicks on various buttons throughout the website, statistics on products compared, detailed analysis of search terms used and so on. This is in addition to the Google analytics available to the businesses.

The Way Forward

All well-managed websites essentially remain a work-in-progress in the face of constant changes in the profile of visitors, their needs, new products & service offerings.

Evolving technology and the imperative of staying relevant in the context of competition and global benchmarks also drive changes on the website. Keeping these imperatives in view, we have identified a few areas of development which we plan to put in place soon.

- A comprehensive search engine optimization plan, to give a decent boost to the performance of our website.
- A host of promotional activities in the coming year to improve the quality and length of engagement of visitors.
- Integration of the CRM with our website is under discussion so that enquiries, feedback, and concerns of our website visitors for our products and services are captured and tracked until resolved.

Being a dynamic entity, it requires constant modifications, updates, and enhancements to adapt to the requirements of the continually changing business world. To accomplish this task, we look forward to the support and active engagement of all.



Anusha Iyer

Growels is the epicentre of talent. It is with great pleasure that we welcome new minds into our organisation who help us elevate and deliver the best to all our stakeholders.

We are proud that they have chosen us to channel their genius and improve, develop and sustain our business day in and day out. With this, we introduce you to the best of minds who have joined our prestigious organisation this year at senior level roles



Mr. Sunil Kumar Goyal is a Deputy General Manager in our Finance & Accounts Department. He joined us on 24th January 2022. He takes care of Accounting of Paints Division, Banking & Treasury functions, MIS Reporting, Cost accounting and general accounting for our Corporate Division in Kandivali, Mumbai.

Sunil is a qualified C.A. and C.S. and brings with him 14 Years' experience. He can be reached at email ID i.e. sunil.goyal@growel.com



Mr. Kali Praveen Nadupuru is the Key Account Manager in our Chemicals Division. He works to prospect, qualify leads, negotiate and gain breakthroughs with new key account customers, maintain sustainable relationship with large customers and plays an integral part in generating new key accounts that turn into long-term customers.

He joined us on 15th April 2022 and brings with him ~14 Years' experience. He can be reached at email ID praveen.nadupuru@growel.com

In leisure time, Kali enjoys playing cricket and watch thriller web series.



Mr. Gerald Mathew is the General Manager-Operations for our Growel's 101 Mall. He joined us on 6th June 2022. He is responsible for P&L, Planning of Services, Revenue maximization and Team development for Mall Division, Kandivali. He can be reached at gerald.mathew@growel.com

Gerald brings with him ~22 Years' experience.

In leisure time, he enjoys listening to music and reading.



Mr. Mangesh Dalvi is the Associate Vice President in our R&D Department w.e.f. 1st April 2022. He is responsible for New Product Development based on business needs, upgrading product formulations and cost optimisation for our Lubes Division.

He has ~30 Years' experience. He can be reached on e-mail ID mangesh.dalvi@growel.com

In leisure time, he enjoys cycling & trekking.



Mr. Abhijit R. Tasgaonkar
Purchase
Pune



Mr. Abhishek V. Mishra
Purchase
Kandivali



Mr. Ajeet Kumar
Production
Dadra



Mr. Aman Nirajkumar More
Directors' Office
Kandivali



Mr. Anol Mugave
Production
Alandi



Mr. Arjun Sarkar
Exports
Kandivali



Mr. Balak Ram
Production
Barotiwala



Mr. Bhoi Pankaj Laxman
Projects
Kandivali



Ms. Chetna Solanki
Admn / Trans / Secu.
Kandivali



Dr. Deepti S. Deshpande
Quality Assurance
Kandivali



Mr. Dharmik Sudani
Technical Service
Ahmedabad



Mr. Devendra Kumar
Production
Samba, Jammu



Ms. Divya Anil Singh
Purchase
Kandivali



Mr. Hasan S. Sabit
Sales & Marketing
Dakha



Mr. Hemraj V. Phalak
Quality Assurance
Dadra



Mr. Jabal Joshi
Directors' Office
Kandivali



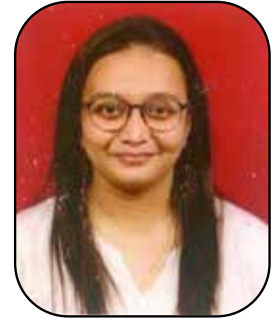
Mr. Jayesh V. Salvi
Quality Assurance
Barotiwala



Mr. Jitendra Kumar
Production
Dadra



Ms. Jyoti K. Raut
Exports
Kandivali



Ms. Jyoti Yagnik
R & D
Chembur



Mr. Kamal Kishore
Raw Material Stores
Barotiwala



Mr. Kasmir Singh
Production
Barotiwala



Ms. Khyati Naik
Directors' Office
Pune



Ms. Kirti P. Vaidya
R & D
Chembur



Mr. Lakshmikanta Roy
R & D
Chembur



Mr. Lawanya Lokhande
ETP
Pune



Mr. Mahesh Shivaji More
Erection & Commissioning
Alandi



Ms. Manasi Masurkar
HRD
Kandivali



Mr. Monu Munib
Production
Dadra



Mr. Nabisab A. Makandar
Production
Alandi



Mr. Namdev Chopdekar
Purchase
Kandivali



Mr. Nilesh Santosh Patil
Production
Alandi



Mr. Nitin Vishnu Pandey
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Mr. Omkar Pote
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Mr. Parag Yedewar
Production
Vapi



Mr. Prakash Navanath Gunjal
HRD
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Mr. Prasad V. Kamandar
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Mr. Prashant V. Patil
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Ms. Priya Waykar
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Mr. Punit Bhandari
Erection & Commissioning
Bangalore



Ms. Rachana S. Kashyap
Quality Assurance
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Mr. Radhakrishnan Pillai
Liasioning
Kandivali



Mr. Rahul Kumar
Production
Dadra



Mr. Raja Inbasakaran
Project Management
Kandivali



Mr. Ram Lal
Production
Barotiwala



Ms. Rina Lunge
R & D
Dadra



Mr. Rohit Kaluram Jadhav
Design & Development
Pune



Mr. Rupesh Kumar Dubey
Electrical / Automation
Pune



Mr. Rupesh Rajendra Brid
R & D
Kandivali



Ms. Saloni S. Savla
Corporate Communication
Kandivali



Mr. Sankar Mana
Technical Service
Kolkata



Mr. Sanket D. Punase
HRD
Vapi



Mr. Sanket Tripathi
Sales & Marketing
Jaipur



Mr. Sartyaprakash Dhobi
Purchase
Kandivali



Mr. Shailendra Kumar Shukla
Production
Dadra



Mr. Shivam Dubey
Finished Goods Stores
Dadra



Mr. Shivam Gohil
Finance & Accounts
Kandivali



Mr. Sidhdheshwar S. Mane
Sales & Marketing
Kandivali



Mr. Sujit Sudhir Sawant
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Mr. Sumanta Mannna
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Mr. Suvojit Ghosh
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Mr. Virendra Singh
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Mr. Vishal Machchhoya
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Mr. Vishal Padate
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Kandivali



Mr. Vicky Prakash Gupta
Finished Goods Stores
Dadra



MANOJ PANDEY

“At Growel, performance management is not just a process but a culture. There is much more to performance management than the just annual performance review meeting (A.K.A. “Appraisal Discussion”). A Robust Performance Management System plays multiple roles in the system”



Strategic

- Link individual goals to org goals
- Communicate crucial business initiatives



Administrative

- Salary adjustments
- Promotions
- Transfer
- Retention and Termination



Informational

- Communicates to employees:
- Expectations, how they are doing and how to improve




Development

- Identify individual strengths and weaknesses
- Tailor made individual development plans



Org Maintenance

- Effective workforce plan
- Assess future training needs
- Evaluate performance at organizational level



Documentation

- Test & Validate PMS process
- Document administrative decisions
- Help meet legal requirement

The utmost Importance is to focus on setting great goals & KRAs. They are the foundations of effective PMS.

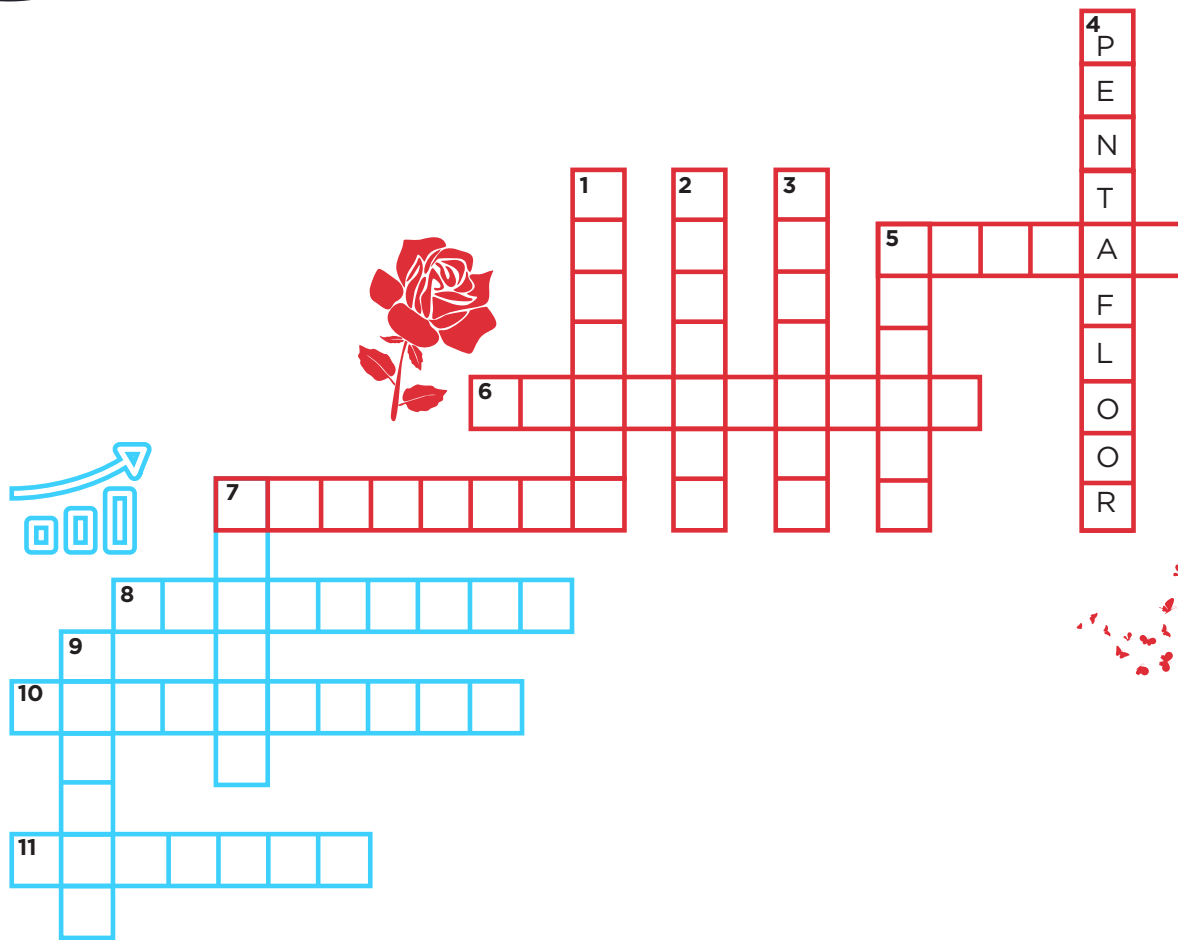
Key result areas (KRAs) broadly define the job profile for the employee and enable them to have better clarity of their role. Key result areas (KRAs) broadly define the job profile for the employee and enable them to have better clarity of their role. KRAs should be Specific, Measurable, Achievable, Relevant and Time bound. Key Performance Indicators (KPI) is a measurable value that demonstrates how effectively the KRA is being achieved. They are critical indicators of progress toward an intended result.

In the past few years, we have increased our reliance on Success Factors, a state of art portal to help us with ensure our PMS is Objective, Transparent and Timely.

The stages are simple & lean: [Goal Setting](#) → [Goal Finalisation](#) → [Self Rating & Significant Achievement](#) → [Manager Rating](#) → [Functional Head Rating \(If Applicable\)](#) → [Management Review](#)

We believe that each employee contributes to achieving the Company's Business Goals. Therefore, there's a need to ensure that our PMS system aligns not only individual employees but also their teams to GWIL's Business Objectives. With great goals in place, employees are all set to help GWIL reach new heights of performance.

GrOw CONNECT



Relate the words

Across

- 5 LUBRICANTS
- 6 TIN PLATING
- 7 ELECTROLESS NICKEL
- 8 ZINC AND ZINC ALLOYS
- 10 COPPER PLATING
- 11 HEXAVALENT CHROMATE CONVERSION

Down

- 1 ELECTROPOLISHINGS
- 2 BLACKENING
- 3 CLEANERS
- 4 PAINTS
- 5 ZINC FLAKE COATING
- 7 PLATING ON PLASTICS
- 9 PHOSPHATING



Participants are requested to take a picture of the completed puzzle and send it to us latest by 10th Oct. 2022. A total of two winners will stand a chance to win Amazon gift vouchers. **The winner's name will be announced on 28th Oct. 22.**

Kindly note:

- 1. The Contest is open to all Management Staff.
- 2. The Management's decision here will be final.