

Volume 09-4 October - December 2009

# Canvas

## NEWS FROM JLM

J.L. MORISON(INDIA) LTD.



## JLM AT INDIA RETAIL FORUM 2009

JL Morison ( India) Ltd. showcased the brands distributed at India Retail Forum 2009, which was held on the 16<sup>th</sup> & 17<sup>th</sup> September '09 at Renaissance Convention Centre at Powai, Mumbai.

The Forum was well attended by leaders of the Retail Industry in India.

Great interest was shown in JLM's brands and JLM was once again recognized as a major FMCG player in the country.

WISHING ALL READERS MERRY CHRISTMAS  
& A VERY HAPPY 2010





L-R Mr. Navroze Surveyor, Mr. Shigeyuki Kobayashi, Mr. Hiroyuki Hayashi, Mr. A. Majid, Mr. Ikuhisa Kusumi.

**DELEGATION FROM HOYU JAPAN**

A delegation from Hoyu Japan, visited the JLM office in Mumbai on 24th October 2009. They discussed with the JLM team on the half year review and the plan to launch Bigen Speedy, the Cream Colour variant from the house of Hoyu. A dinner was hosted in their honour by Mr. Varunn Mody at TAJ Lands End, Mumbai.



Dinner hosted in honour of the Hoyu delegation by Mr. Varun Mody at Taj Land End, Mumbai.

**EQUAL TEAM VISITS JLM MUMBAI OFFICE**

Mr. Lee Van Syckle – Executive Vice President and Ms. Rachel Aldridge, General Manager - Asia Pacific, Merisant visited the JLM office on 3rd August 2009 to review the business.

They were welcomed by Mr. Raghu Mody, Mr. Varunn Mody and the team at JLM.

Chairman also hosted a Dinner in their honour.



**OBITUARY**



Navroze Surveyor - General Manager-Sales and Business Development of JLM passed away suddenly at the age of 50. He had been with JLM for four years and was based in Mumbai. Mr. Surveyor was an integral part of the JLM Senior Management, and his contribution to the growth of JLM is greatly appreciated. Quiet, mature, and the first in office every day, he is being missed by his colleagues and friends.



Jokhu Prasad Yadav, had been in Rasoi Court since 1968. His smiling face at the gate of Rasoi Court warmly greeted everyone visiting our office. He retired from his services as gatekeeper and liftman of the Rasoi Court premises on 15th October 2009 and left for his native place.

All of us at Rasoi Court were deeply shocked to learn of his sudden and sad demise on 26th October 2009 only 10 days after he had left Rasoi Court. We will always remember Jokhu's smiling face at the gate of Rasoi Court. MAY HIS SOUL REST IN PEACE!



Mr. Raghu Mody Past President ACMA lighting the inaugural lamp in presence of Shri Vilasrao Deshmukh, Hon'ble Minister of Heavy Industries & Public Enterprises, Government of India.



## INAUGURATION OF ACMA GOLDEN JUBILEE CELEBRATION

The Golden Jubilee Celebrations of ACMA was initiated under the Chairmanship of Mr. Raghu Mody, Past-President of ACMA. The year long celebration was flagged off with an Inaugural Session at the 49<sup>th</sup> Annual Session of ACMA held on 3<sup>rd</sup> September 2009 at New Delhi.

Shri Vilasrao Deshmukh, Hon'ble Minister of Heavy Industries & Public Enterprises, graced the occasion as the Chief Guest. The Golden Jubilee logo of ACMA was unveiled and 6 Visionaries of the Indian Automotive Industry were felicitated to mark the beginning of the celebrations. These Visionaries are Dr Brijmohan Lall Munjal, Hero Group; Mr Keshub Mahindra, Mahindra & Mahindra; Dr V Krishnamurthy, (Founder Chairman of Maruti) NMCC; Mr A Sivasailam, Amalgamations Group; Mr Ratan N Tata, Tata Group and Mr Rahul Bajaj, Bajaj Auto.

A special audio visual highlighting 50 years of ACMA and also on each of the Visionaries were created and showcased during the occasion. The audio visuals were appreciated and received well by everyone.

There were around 800 participants comprising captains and representatives of the auto and component industry, senior government officials, international delegates, diplomats and press and media.



Shri Vilasrao Deshmukh, Hon'ble Minister of Heavy Industries & Public Enterprises Government of India, entering the venue of the 49th Annual Session and Golden Jubilee Celebration of ACMA.



Past Presidents of ACMA at the Golden Jubilee Celebration

**RASOI LAUNCHES NEW PRODUCT**

# RASOI GOLD



With the increase in the standards of living, and varied consumer preferences the commodity business is seeing a sea change in the buying patterns and requirements of the consumer. This has impacted the edible oils business in a big way.

In keeping with the changed realities in the market place and with intense competitive pressures that have come up in the vanaspati business, the Management chose to introduce new segment specific, superior packaging, vanaspati formulated to address the specific needs of the different consumer sections.

Accordingly **“RASOI GOLD”** was launched in **October 2009**. It has met with success and the targeted customers are switching their purchases from their existing brand to **“RASOI GOLD”**.

**RASOI GOLD** in small pack poly pouches will soon be hitting the shelves. In keeping with the new philosophy and to address the requirements of the bakery segment Rasoi will soon be launching a newly formulated and repackaged bakery quality product.

## RASOI PLANT AT BANGANAGAR

The manufacturing facility of Rasoi is in Banganagar, 50 km away from Kolkata in West Bengal close to the existing Haldia Port and the upcoming Sagar Island Port in South-East West Bengal. The proximities to these ports offer inbound and outbound logistics to imports and distribution of edible oil to the Southern and Western markets in India.

The plant has a present capacity of 150 Tonnes Per Day (TPD) of Vanaspati (hydrogenated vegetable oil) and 100 TPD of Refined Palm Oil or Soya Oil. The capacity is scalable to an interchangeable mix of at least 250 TPD of Refined Palm Oil or Soya Oil without Vanaspati. The plant has been functioning smoothly since installation in 2002.



Edited by Arpita Bhattacharjee, Vice-President, Corporate Communications,

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