

## From the Editor's Desk

It is with pride that we celebrate a milestone anniversary of Mr K M Philip's association with GRP Ltd. It is my distinct pleasure and great privilege to congratulate the Chairman, the patriarch of GRP Ltd and the Indian rubber industry, on the 40th Anniversary of his association with us as family and visionary, for guiding us in the long and arduous journey of GRP Ltd

Forty years ago, in a tangible step to structure GRP Ltd, standing by the adversities and failures, for believing in the company when no one else did, GRP Ltd commends the foresight of Mr KM Philip. He has reinforced our determination to reform our goals and vision to meet the demands of the new age and most importantly the expectations of our shareholders

As we bid adieu to our dynamic chairman, our hearts are filled with memories of the past as we stand united in expressing sincere gratitude for 40 years of guiding GRP LTD, as we bestow Emeritus Chairman status on him, we commend him for helping us, to scale new heights and emerge as a global leader in its field,

**for believing in the potential of the management and staying the course in adverse times,**

**for empowering us with strong values coupled with grand plans,**

**for seeding the foundation of building a company to leave behind a rich legacy,**

**for instilling an insatiable desire of serving a larger cause.**

We salute your spirit, vision, selfless leadership, unconditional positive reinforcement and remain forever indebted.

**Thank you Mr K M Philip!**



Happy Reading...

A handwritten signature in black ink that reads "H Gandhi".

Ms. Hemal Gandhi

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## Enhancing Customer Focus

### Growing Global Market Presence

Current challenging economic scenario has brought out the real spirit of GRP in creating impact positive in relationships with its customers. Not only has GRP been successful in retaining existing customers and volumes, it has made good in-roads into unrepresented markets around the world into geographies as diverse as Australia to Belarus, Peru to Philippines.

Adopting an industry segment focused approach GRP has been focusing its marketing effort on high market potential segments like automotive tyres and tubes, conveyor belting and retreading. The result has been year-on-year growth in these segments across geographies.

### Key Account Management (KAM)

An approach that GRP adopted in the current financial year has been one of the reasons for this success. Each Key Account Manager has been able to do a deep dive into his/her Key Accounts unlocking areas where GRP can add value. KAM has also helped in improving market intelligence, augment existing knowledge about geographies and markets; GRP believes that this will improve customer focus leading to be better customer relationships.

Recent signs of economic revival in North America and Europe auger well for the company and building blocks like iGRP, KAM etc. will further strengthen GRP's market position globally.

### iGRP update Oct 2013

In March 2013 we had embarked on a new technology-fuelled journey to improve customer interaction at multiple levels. iGRP is one such initiative, which has been a tremendous success. Our dealers have taken to the portal with open arms. It is a realisation of the aim that we set out to achieve with iGRP

**"It made me smile -  
and it really is helpful."  
-EU based Distributor**

**"iGRP has made tracking my orders hassle free. Now I can view  
the status of all my orders at any given time; even on my mobile"  
-Leading Indian Dealer**

By September 2013, all our Indian and International distributors have migrated to iGRP for order processing. By end of Q3 2013-14 we plan to roll out iGRP to rest of our customers thereby bringing all our business associates under the roof of iGRP. With the positive response received for iGRP, plans to improve the system further is underway, with inclusion of features like GRP news tickers and order attachment functionality based on feedback and suggestions received from the current users of the system.

### AIRIA confers Top Export Award on GRP Ltd

It gives us immense pleasure in announcing GRP LTD has once again been awarded the AIRIA - Top Export Award. Vice President, Corporate Services - Mr Hemant Kaul received the award on behalf of GRP Ltd



## 6S for Success

With a view to further enhancing customer focus on external customers in the current challenging times, GRP has embarked on a 6 month programme – 6S For Success. Under this programme, various functional teams have started working on increasing internal and cross-functional focus on six areas which are expected to result in better customer relationships.

**Sure:** 100% commitment to achieve customer needs

**Speed:** Improved responsiveness - quick action, improved communication

**Source:** New technologies, new processes, new RM sources

**Service:** Improved customer satisfaction, value addition

**Save:** Complaint reduction, eliminate duplication of processes, cost optimisation

**Sustain:** Robust processes, institutionalise best practices

Under 6S For Success, each function has taken up key projects linked to tangible outcomes that can be measured. A key feature of this programme is the monthly review of all projects to ensure that the momentum generated is maintained.



## QCFI awards 5S to GRP Ltd - (Ankleshwar & Panoli plant)

With a vision to be a centre in Gujarat for propagation of quality concepts and philosophy with special focus on Quality Circles for promoting material, human and spiritual level of people, Quality Circle Forum of India, Ankleshwar Centre had started its journey in August, 2012.

With this noble aim, QCFI, Ankleshwar Centre had organized its First Year Convention on Quality Concepts on September 7, 2013 at Ankleshwar. During the convention, member organizations presented an insight on benefits of Quality Concepts and allied Concepts like 5S, SMED, Six Sigma, Kaizen, adopted by member organizations. The theme of the convention was **"Encourage, Enhance and Empower through Quality Concepts"**

In this convention, GRP Ltd- Ankleshwar plant had actively participated with three Quality Circles and one allied concept.

Name of Circle	Topic	Award
Quality	High cost of process oil in Autoclave Batches.	Gold
Energy Saver	High per ton cost due to frequent increment in cost of Gas.	Gold
Vijeta	Excess rejection of bumper pad due to surface quality defects.	Bronze
Allied Concepts – 5S	5S Implementation	Gold

Total 39 Circles were registered with 241 participants and delegates. For Quality Concepts, 31 circles and for Allied Concepts, 8 circles were registered. QCFI, Ankleshwar Centre awarded GRP Ltd, a Krutagyata Trophy for Best Institutional support to QCFI, Ankleshwar Chapter.



Quality Team receiving the Gold Trophy from Mr Subrat Das, Chief Executive Director, L&T-MH Turbine Generators Pvt. Ltd



Vijeta QC Team receiving the Bronze Trophy from Mr M. Hania, President of Dahej Inds. Association



Impact Positive Team receiving the Gold Trophy from Shri Sanjay Khimesra, Joint President, Birla

## The journey of effective workplace management system - QCFI awards GRP LTD - Panoli plant

Awareness and self involvement is the first step in the creation process. As we grow in self-awareness, we will better understand why we feel what we feel and why we behave as we behave. This understanding; then gives us the opportunity and freedom to change those things we'd like to change about ourselves and create the work place as we want. Without fully knowing who we are, self-acceptance and change become impossible. Self-awareness includes recognition of our personality, our strengths and weaknesses, our likes and dislikes.

At GRP Ltd, our major strength is teamwork. Successful handling of our business, meeting time to time customer requirement since 1974 and leading the market in our business with the aim of resource conservation through team work.

To further enhance our existing systems, in July 2009 GRP Ltd implemented the 5S. With systematic approach and involvement of top to bottom level employees, implementation of 5S has proven a success in the organization. As 5S is one of the pillars of TPM, successful implementation of 5S has facilitated our journey towards TPM. On behalf of GRP Ltd, we are thankful to them for their direct & in-direct support, which have resulted in a remarkable change of our employee's mindsets.



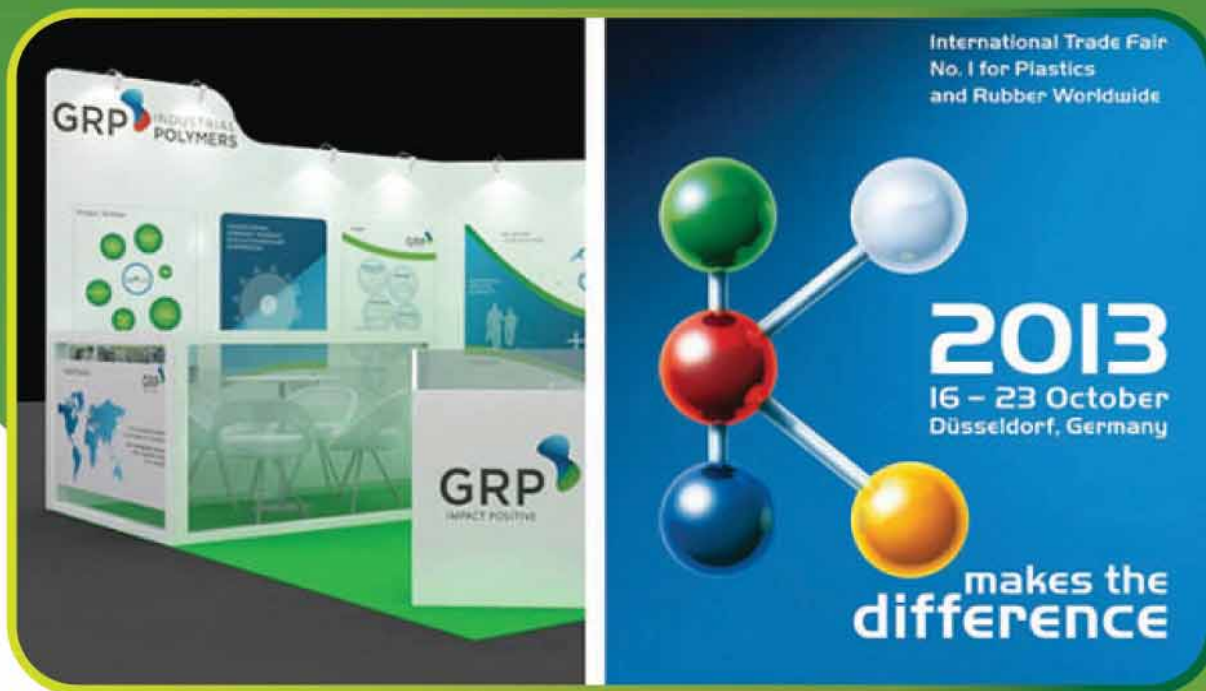
## GRP Industrial Polymers participates at the K Fair, Dusseldorf, Germany

GRP-IP is pleased to announce its participation as an exhibitor in the upcoming K-2013 fair to be held in Dusseldorf, Germany from 16th to 23rd Oct-2013.

K is the no.1 trade fair in plastics & rubber worldwide. With over 3000 exhibitors, K2013 will again be the biggest event of the industry and hence the ideal business and contact platform for inspirational ideas and forward-looking decisions. It has over 168,000 sqm of net exhibition space and 19 exhibition halls. It showcases the entire global offering of the plastics & rubber industry. The main product groups comprises of the Raw material, semi-finished products, technical parts and reinforced plastics, machinery & equipment for plastics & rubber industry, services for the plastics & rubber industry.

GRP-IP will display its product offerings which mainly include its unfilled up-cycled Polyamide-6 compounds. GRP-IP has developed range of unfilled and filled up-cycled PA6 compounds based on various post-consumer and post-industrial PA-6 materials. It has wide range depending on customer's cost-performance material requirements. Apart from the PA-6 compounds, it will also showcase products like thermoplastics elastomers (TPEs) and specialty masterbatches.

GRP-IP is already exporting its products to European customers. Participation in the K show will help strengthening GRP-IP's customer and dealer network in European and other international markets.



GRP is exhibiting at K 2013, Dusseldorf, Germany  
October 16-23, 2013 (Hall 7, Level 2/F11)

For more details about the fair, log onto [www.k-tradefair.com](http://www.k-tradefair.com)

## An update on SRICT - GRP's CSR initiative

Shree Rotary Institute of Chemical Technology (SRICT) is a unique technical institute in Gujarat having a clear focus of education and research in Chemical Engineering/Technology. It was established in 2011 by approval of AICTE and affiliation with GTU. SRICT is managed by the Ankleshwar Rotary Education Society (ARES) and the first engineering college in the world to be managed by Rotary Endeavour.

Under the strong leadership of Mr. Ashok Panjwani, Chairman, ARES and Principal Dr. Shrikant Wagh, the college has spread its wings to achieve newer heights.

The principal contribution is made by United Phosphorus Ltd. GRP LTD is the other major contributor and has sponsored the Rubber & Polymer Division in the college to facilitate studying of rubber and polymers and add value to the growing rubber industry of India.

SRICT is a technical institute affiliated with GTU and approved by AICTE.

SRICT is ranked 2nd institute wise in Bharuch, Ankleshwar in the recent result (May 2013) for the second year batch. Also it has secured 6<sup>th</sup> rank institute wise in Surat in the recent result (May 2013). Overall result of the batch is 63% in GTU. It was started with a clear vision and mission to develop high quality technical education and personnel. To achieve these goals and objectives, SRICT needed a powerful and effective workplace management system engulfing all walks of life of a technical institute and 5S is one such system.

SRICT has adopted 5S, wherein students, staff, faculty members, and management are the four pillars of the institution.

At SRICT, Journey OF 5S started with a day long "Awareness & Training Session of 5S" for all faculty & staff members of SRICT by Mrs. Sudha Mujumdar (QCFI, Ankleshwar) in January 2013.

In the second phase, the same sessions were also conducted for all the students.

A dedicated '5S' committee was formed covering all members (Principal, faculty members, non-teaching staff, students) for the smooth implementation of '5S' System. In the next steps, SRICT is distributed in 9 zones and appropriate sub zones for each zone. This distribution is made according to different Engineering Departments & other sections of SRICT.

Re-certification Audit was successfully completed at SRICT by QCFI HQ in April 2013.

SRICT has also participated at the Annual convention organized by Ankleshwar on Sept 7, 2013 and won a gold trophy in allied concept category.

## Tips on effective teamwork in the workplace

Teamwork can be an important part of an effective workplace. An efficient team can be trained as a group, help each other maximize their job performance, and help to make an inviting and productive atmosphere for new team members. Certain elements of teamwork in the workplace should be in place for your company to benefit from group organization.

Effective teamwork depends on the team members' skills, which enable them to make a direct contribution to the accomplishment of goals. For this reason, an employee's weekly schedule, functional role and technical skills are considered before he is assigned to a particular team. Also, leaders of successful teams inform team members of their specific roles and the expectations regarding their personal contributions to team processes.

### **Commitment**

A successful team is motivated and committed to achieve at the highest level. Team leaders set and enforce high performance goals and engage workers in decision-making. In turn, team members adopt shared goals and are dedicated to the success of the team. As a result, team members become more engaged in work processes and problem-solving, and more enthusiastic about their work.

### **Accountability**

Members of valuable teams commit to team processes and are accountable for their personal contribution to the achievement of team objectives. Leaders clearly, consistently and repetitively articulate the value of individual contributions to specific team's objectives. Leaders also confer rewards and recognition programs to the motivational needs of individual employees. Leaders also share with team members what is expected and how they are performing. In turn, team members learn group processes, employ best practices and are receptive to new ideas. Accountable team members also actively participate in shared decision-making and problem solving.

### **Open Communication**

The members of effective teams are able to select the appropriate approach to communicate ideas, thoughts and feelings to other team members. The members are adept in using verbal and nonverbal communication to listen objectively, persuade, and express and defend ideas. Individual team members also foster open communication by being trustworthy and respectful of other group members, and seeking opportunities to provide one another support. For example, leaders of effective teams practice management seeking and giving authentic feedback and receiving constructive criticism.

### **Interdependence**

For teams to work effectively, leadership creates a positive and cooperative environment in which team members collaborate to accomplish work objectives more effectively and efficiently than would be possible if individuals worked alone. To enforce the cooperative environment, leaders demonstrate empathy, care and concern for the team members. Team members then work with and encourage one another to contribute and learn.

### **Defined processes**

A key early task in team development is the establishment of duties, task responsibilities and work processes. This includes the assigning roles, agreeing on deadlines and scheduling team meetings. Clear work processes help each team member understand his role within the team and his requirements to collaborate as projects move along. As a team member, it is important to assert the importance of defined work structures soon after a team is formed and shortly after goals are identified and developed.

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