

## From the Editor's Desk

Every industry has its "industry practices." It could revolve around marketing, pricing, distribution, service or even product design. But these are things that most businesses in the industry do or offer. I'm not sure how something becomes an "industry practice". At some point, one company started doing something, then another followed along and before you know it, you have an industry "practice" on your hands.

One of the ways a business can differentiate itself from its competition is to not follow an industry practice and do something differently. Companies large and small have had a lot of success taking this approach in the past. Many customers tell us one of the reasons they started doing business with us is because of our integrity, transparency in communication and adhering to the company's core values. It sets us apart from many of our competitors

So my question for you is how can you differentiate your business from your competition? What do you do differently from the rest of the industry to set yourself apart?

When was the last time you stepped back and approached your company from a completely objective perspective of a customer? Or maybe had someone else do that for you? That might offer you some ideas of how you can do something differently .It's a cliché, but one must think outside the box. Questioning why you do something and if there is a different way of doing it, will help set benchmarks for the organization

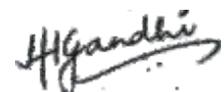
At GRP we believe in sticking our heads out in times of gloom, internally engaging in workshops, discussions and ensuring we offer great customer services to brighten up the coming year and make our employees smile inspite of the stress.

This quarter in GRPVoice you'll find coverage of the various corporate social responsibilities the company has undertaken, the Mumbai marathon which was run by GRP employees for a noble cause. The award received for the best stall @ IRE tyre show and how to stay positive inspite of the gloom

### Inside

- ▶ Stay positive inspite of the gloom
- ▶ News around the plants
- ▶ Participation in Vietnam Rubber and Tyre Expo
- ▶ Running for a cause : Mumbai Marathon 2013

Happy Reading...



Ms. Hemal Gandhi

## Stay positive inspite of the gloom, how does an organization succeed in trying times:

### Don't sulk about the state of the economy

Pay attention to how it changes your prospect's buying behavior, but don't let the gloom and doom get you down. If you sell products or services that are truly helpful or useful there will always be people willing to buy.

### New offerings

If people aren't buying what you're currently selling, but they used to, that's a sign something needs to change. The knee jerk reaction is to simply cut prices. But that devalues what you offer.

Instead try adding value by creating new packages out of products and services you already have. Or updating a current offering, even better, bring something completely new to the table... Hold a workshop, host a webinar, sell a new product or product bundle, offer training programs, delve deeper into a specific aspect of what you already offer.

### Stop assuming

Find out what your prospects, clients and customers want then give it to them. Do this by surveying your people in person, by using a short, written evaluation, or via email using a no-cost service like [surveymonkey.com](http://surveymonkey.com).

### Embrace technology

The World Wide Web is no longer the Wild, Wild West, but there's still plenty of room to make your mark. And all the social networking tools make it super cheap to market your business effectively. So get out there and give it a go. You'll expand your reach, get your wisdom further out into the world, and maybe even discover it's fun.

### Create a list

Even before the Internet, business gurus said "The money is in the list". In other words, you need a list of past and current customers, as well as a list of prospects, that you keep in touch with, that way they get to know, like, trust and remember you.

You can do this the old fashion way by collecting contact info over the phone or in your office or store, then sending out print materials. Or, you can do it the modern way by having an offer and sign up system on your website, then staying in touch via email. Or use a hybrid of the two.

### Value addition

The days of the pushy salesperson are gone. Nowadays people don't have extra cash burning a hole in their pocket. So they expect good value for their time and money.

Focus less on selling your products and services and more on how you can be a helpful problem solver in all your marketing and the company will get better results.

### Adapt mixed media marketing

Instead of focusing on one media or tactic, create a strategy and plan that uses as many as you can to reach your people. Update your website, create a twitter, facebook and linkedin account. Send out e-newsletter every quarter, host monthly teleseminars, post articles, audios and video online, write a blog, go to live networking events and more.

### Update and upgrade

Times and technology are changing fast. It's up to you to stay on top of what's new and what's working now. But you can't do that if you're always buried in your business. So read a new book, attend teleseminars, webinars, workshops, and get yourself out to atleast one non-industry specific conference each year.

## News around the plants: Ankleshwar Celebration of 42nd National Safety Day and Week

GRP Limited celebrated the 42nd National Safety Week from March 4th –March 11th, 2013 to increase the awareness among the staff, employees and contract workmen in the field of Environment, Health and Safety.

During the week, various safety programmes were organized. Instant ten-ten departmental quiz and group quiz are some of them

### Inauguration :

On March,4th,2012, officers, staff members and contract workmen gathered for the inauguration of the National Safety Week Celebration. Mr. Vinod Patel (Head- Maintenance), Mr. Ishwar Patil (Head-Production) and Union leader Mr. Subhash Panchal were invited to honour the function Mrs. Alka Kale, Assistant Manager -EHS briefed all about the importance of this day The Safety banner was released and it was declared the week for celebration of National Safety at GRP Ankleshwar.



Badges of 42nd National Safety Day were handed over to employees, who wore them proudly to show their commitment towards safety.

Mr. Vinod Patel briefed about safety and its importance, adding that through awareness generation accidents could be reduced and urged for involvement of all including contractors for adherence to safety in day to day life.



Mrs. Alka Kale announced the competitions organized, asked the staff and contract workmen to actively participate in the same



Mr. Rajesh Parmar, Officer - Accounts had read the safety oath and asked all to repeat the same alongwith him to commit themselves to safety adherence in their day to day life.



## Competitions held at the plants

### Instant Ten-Ten Quiz

Instant quiz was conducted by supervisors of departments during their shift. The response from employees was good. Based on the correct answers, a reward was given to participants. To motivate the employees for five correct answers also they received a reward. More than three hundred employees participated in the quiz.

### Group safety quiz for staff

Group safety quiz was arranged for the staff to check their awareness on safety. Fifteen staff members participated in the quiz and five teams were formed. To make the quiz competitive, negative marking was one of the criteria.

### Lecture on General Safety and Health

To generate awareness amongst the workers about safety and health, lectures were arranged on March 6th, 2013. Dr. Pankaj Modi, Occupational health Physician delivered the lecture

## Prize distribution function



This function was held on March 11th, 2013 at 4.30 pm at the training center. Mr Vipul Gajera, President, Ankleshwar Industries Association and Mr Subhash Patil, Secretary, Ankleshwar Industries Association were invited as a Chief Guest and Guest of Honour respectively, to grace this occasion

During the speech, Mr. Raju Modi asked all to involve in the promotion of safety and demonstrate the commitment towards improvements. He also said that safety is 100% common sense and easy to practice.

## Winners of the competition



## Panoli: CSR at primary school in Umarwada, Gujarat

## Essay Competition



## Participation in Vietnam Rubber & Tyre- Expo

GRP had participated in recently concluded Expo viz. "RUBBER & TYRE VIETNAM 2013" from 11-13th April'13.

There were total 62 exhibitors from various industries viz. Tyres & Tubes, Natural Rubber, Automobile Machineries, Process Oils etc. Total countries participated were Vietnam, China, India & Taiwan.

Vietnam is a growing country and trying to develop themselves to stand along with its neighbouring countries. Very rich in resources viz. Natural Rubber, Rice and Coffee. Vietnam has few automobile industries, shoe sole manufacturers, automobile parts manufacturers. Overall good prospects to do business with Vietnam.



GRP Stall - Front View    Interaction with visitors at stall

## Running for a cause: MUMBAI MARATHON 2013

### About Nanhi Kali

Project Nanhi Kali was initiated in 1996 by the K C Mahindra Education Trust (KCMET) with the aim of providing primary education to underprivileged girl child in India.

### STANDARD CHARTERED MUMBAI MARATHON 2013

On the sunny morning of January 20, 2013, over sixty Nanhi Kali supporters from GRP joined with thousands of mumbaikars at the 10th Standard Chartered Mumbai Marathon.

It was the fourth time GRP participated in the Mumbai Marathon - A moment that GRP looks forward to, enthusiastically as an opportunity to show their continued support to Nanhi Kali.

GRP marathoners ran along with the Managing Director Mr. Rajendra Gandhi & Executive Director Mr. Harsh Gandhi, GRP

The energy was palpable at the Marathon showcasing the spirit of GRP marathoners and Mumbaikars as they participated in the 6 km Dream Run to support the girl child.

Over sixty members of the GRP donning green "Nanhi Kali - A small step for you - A giant leap for her" T-shirts and caps, passionately shouted slogans while running in the Marathon.

