

**Catalysts**

# Connect

**Indian Beer Industry**

**Fitness in Office**

**Mobiles while Driving**

**Catalysts News**

**Events @ Catalysts**

## A Quality Certified & Leading Biotechnology Company

The **Catalysts Group**, delivers natural products & innovative biotech solutions encompassing enzymes, bio-products & additives for a wide range of industrial applications.

We have a highly qualified & experienced team looking after the needs of our current client base across industries & continue to create new & sustainable bio-based solutions.

We provide high degree of customer process oriented services in an efficient & professional manner.



### Salient Features :

- **Customized Solutions**
- **A decade of Excellence**
- **Trademark Products**
- **Certified Manufacturing Unit** (Food Safety System Certification 22000, Halal Certification, Food Safety & Standards Authority of India Certification)
- **Well Equipped & State-of-art Labs**
- **Qualified Customer Support Team**

For more information log on to - [www.thecatalystsgroup.com](http://www.thecatalystsgroup.com)

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**Catalysts**

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ISO 9001 : 2008 & FSSC 22000  
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**CELEBRATING**

A decade of  
Excellence  
Driven Growth

**10 years**  
2003-2013

**Dear All,**

The end of 2012 is almost upon us. Year's end is neither an end nor a beginning but a going on, with all the wisdom that experience can instill in us. We hope your year has been happy, healthy and prosperous.

Catalysts Group will remember 2012 as the year of innovations in the company. This has been a year when Catalysts Group emerged as India's leading biotechnology company.

We thank our clients and employees for their support. We added competitive staff, got International Certifications like **FSSC 22000 & ISO 9001:2008, opened new offices, started new divisions, procured new lab equipments like HPLC.**

I am sure that with your continued efforts, we at Catalysts group shall in 2013 embark upon the journey which will see the company grow from strength to strength, taking in stride newer challenges and victories, thus making Catalysts more vibrant and pulsating organization.

**Warm Regards**

Munish Madaan  
Managing Director

**Dear All,**

I would like to wish the Catalysts family – our people, our customers and our business partners a very happy and prosperous year 2013.

**On 6<sup>th</sup> January 2013, The Catalysts Group will complete its 10 Glorious years of Success, Growth, Excellence & Expansion.** The company will celebrate this event by family gathering of all employees, ex- employees, distributors & associates, who have contributed with their ideas, hard work, time etc. in the success of The Catalysts Group.

We pledge to serve our clients in India and abroad with renewed enthusiasm.

We are humble to have a long list of clients who have put their faith and confidence in us. We are pleased to see their growing interest in our company and feel honoured when our hard work is recognized by our associates.

*Merry Christmas & Happy New Year* once again to all of you.

**Warm Regards**

Aditiya Malhotra  
Director



## Design & Editing of Magazine

Corporate Communication Department.

The views/ Pictures/ Articles used or expressed in this magazine are not necessarily those of the Catalysts Group, It is not a priced publication.

## SPECIALTY BEER IN INDIA

Speciality beers are brewed using unusual fermentable sugars, grains and starches that contribute to alcohol content other than, or in addition to, malted barley.

As nuts generally have some degree of fermentable, beers brewed with nuts would appropriately be entered in this category. The distinctive characters of these special ingredients should be evident either in the aroma, flavor or overall balance of the beer,

but not necessarily in overpowering quantities. For example, maple syrup or potatoes would be considered unusual. Rice, corn, or wheat are not considered unusual.

Spiced beers brewed using unusual fermentable should be entered in the experimental category. The brewer should explain the special ingredient(s) used and achieved character or nature of the beer, and/or the classic style on which the entry is based, to allow for accurate judging. Beer entries not

accompanied by this information may be at a disadvantage during judging.



Microbreweries, brewpubs have recently been allowed in some States of India. These breweries served flavored/Specialty beer some of them are; Toit & Biere Club in Bangalore. Specialty beer is now very famous in the market, Howzatt, Gurgaon had launched its Apple and Honey Bee

flavored beer last year with wheat beer, Geist brew pubs in Bangalore is also very famous for its flavored beer.

Doolally has gained the reputation of being an exotic brewery and Mr. Suketu Taleker said "We're giving people the choice to taste freshly crafted beer that gives them more to talk about that just as 'high'. It's got flavor, aroma and isn't just golden fizzy beverage."

— **Ashwini Agarwal**  
DGM (BD)

## BEER COULD HELP PROTECT KIDS FROM ILLNESSES

Source: Times of India

Consuming large quantities of a key ingredient in beer can protect against winter sniffles and even some serious illnesses among kids, a study has claimed.

Japan's Sapporo Breweries, who funded the scientific study, said that a chemical compound in hops, the plant brewers use to give beer its bitter taste, provides an effective guard against a virus that can cause severe forms of pneumonia and bronchitis in youngsters, the Daily Telegraph reported.

In research with scientists at Sapporo Medical University, the compound - humulone - was found to be effective in curbing the respiratory syncytial (RS) virus, the company said.

"The RS virus can cause serious pneumonia and breathing difficulties for infants and toddlers, but no vaccination is

available at the moment to contain it," Jun Fuchimoto, a researcher from the company, said.

The respiratory syncytial virus tends to spread in winter and can also cause cold-like symptoms in adults. Fuchimoto said that quantities of humulone present in the beer were so small that someone would have to drink around 30 cans, each of 350 millilitres, for it to have any virus-fighting effect.



"We are now studying the feasibility of applying humulone to food or non-alcoholic products," he said. "The challenge really is that the bitter taste is going to be difficult for children," he added.

The study also found that humulone alleviated inflammation caused by infection from the virus, the brewery said.

## INDIAN BEER INDUSTRY : OVERVIEW

Beer is the world's most consumed alcoholic beverage and the third most popular drink overall after water and tea. It is produced by the brewing and fermentation of starches, mainly derived from cereal grains—most commonly malted barley, although wheat, maize (corn), and rice are widely used. Most beer is flavoured with hops, which add bitterness and act as a natural preservative, though other flavourings such as herbs or fruit may occasionally be included.



### THE INDIAN BEER MARKET

The Indian beer market has seen huge growth since the liberalization of economy in the 1990's. due to the flow of western culture through media and workforce, the culturally existing intolerance towards alcohol has relaxed significantly and the new generation in the age group of 18-35, which is around 65% of the countries population, have become the ideal market for the industry.

Given below are some features of the current scenario of the Indian beer industry:

#### 1) BRAND LAUNCHES

2009 was highly dynamic in terms of new brand launches, with United Breweries Ltd and Carlsberg India Pvt Ltd expanding their domestic premium lager portfolios by launching Kingfisher Ultra and Tuborg, respectively. Brands such as Tenant's, Kingfisher Blue and Indus Pride, which were launched in late 2008, became available in outlets nationwide in early 2009. Moreover, brands such as Tiger, Carlsberg and Budweiser saw lower prices and greater availability in India, as their new domestically-produced stock replaced imported SKUs in 2009. Niche products, such as dark beer, also saw greater availability, with the launch of ales from the Little Devil's and Coopers portfolios in 2009.

#### 2) VOLUME GROWTH

2009 total volume growth was two percentage points lower than the total volume CAGR recorded over the review period. Although 2009 volume growth was higher than that in 2008, growth rates did not bounce back to the highs seen in 2006 and 2007. While the long summer in 2009 buoyed the beer market in North and West India, sales growth in the key southern states, such as Karnataka, Andhra Pradesh and Tamil Nadu, was adversely affected due to taxation-related price rises in Karnataka and the withdrawal of United Breweries Ltd's and SABMiller India Ltd's brands from Andhra Pradesh in first half of 2009.

#### 3) PRODUCTION

The domestic production of beer is on the rise, with official statistics reporting an 11% increase in domestic beer production in 2008, which is in line with the 12% growth in volume sales of domestic lager in 2008. In October 2009, Carlsberg India Pvt Ltd started work on its new Greenfield brewery in Medak (Andhra Pradesh), which is expected to have a production capacity of 4 million litres per month and start operations in late 2010.

#### 4) CONSUMPTION TREND

Apparent consumption levels grew by 24% in 2007 over the previous year, to reach 390 million litres. This is less than one third of the reported market size of 1,193 million litres in the year. This discrepancy between the calculated apparent consumption and total market size is chiefly due to problems associated with data collection by government bodies. Companies often underreport actual production figures. In addition, many units will be sold via both official and unofficial channels, such as with the illegal imports of beer into prohibition states.

#### Classification of Beer:

- **Lager:** It is stored for a specified period before being bottled or canned.

- **Pilsner:** A type of beer, it is light with 3.0-3.8% alcohol and has a medium hop flavor.
- **Ale:** Top fermented, this kind of beer has distinct hop aroma. The alcohol content is around 4-5%.
- **Stout:** Dark with burnt flavor and strong malt aroma; it is heavily hopped and contains 5-6.5% alcohol.
- **Porter:** This is less dark than stout, even less hopped and is somewhat sweet alcohol content is around 5%.
- **Creamy Ale:** A highly carbonated beer that is produced by a combination of Ale and Lager.
- **Malt:** A strong flavored, high alcohol content beer that ranges in flavor and color.

## MARKET OVERVIEW

Rising income of the Indian consumers, change in age profile and lifestyle as well as a reduction in beer prices are major factors pushing the growth of Indian beer market. The expected growth rate falls between 10-12% per annum.

As per the drinking habit India is a major market for hard beer which contains alcohol % of around 6%. Currently India is having overall market of more than 200 million cases with an annual growth rate of 10-12% per annum.

Out of total market the major players which account for more than 80% of market share are UBL, SAB & Budweiser.

**As per the records India holds Rs 25,700 Cr of Beer market in the financial year 2011 and it is expected that Industry will grow to the estimated size of Rs.44, 790 Cr by 2016.**

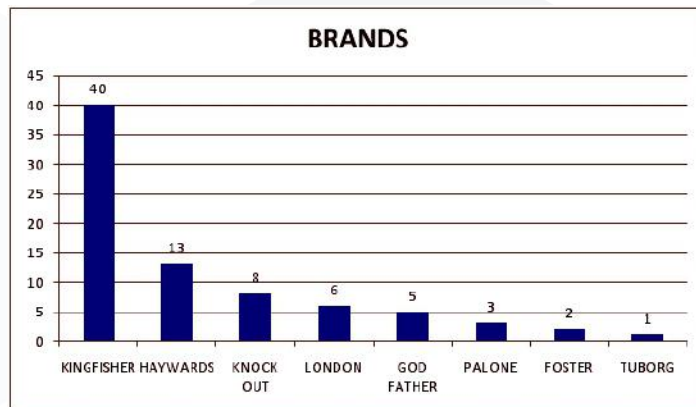
## Market Leading Position in India

- Beer will become increasingly affordable to a growing number of people in India.
- Increase in number of upper &

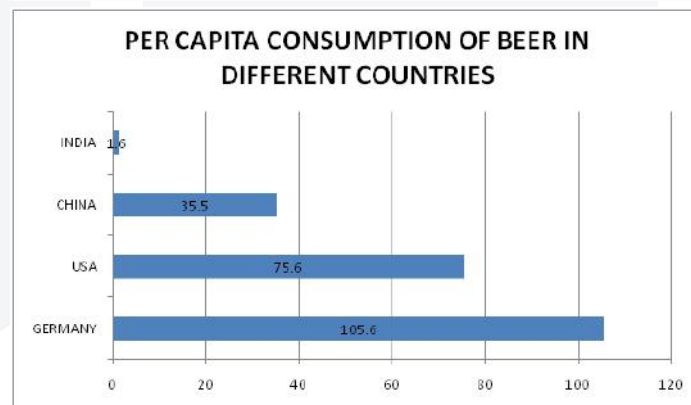
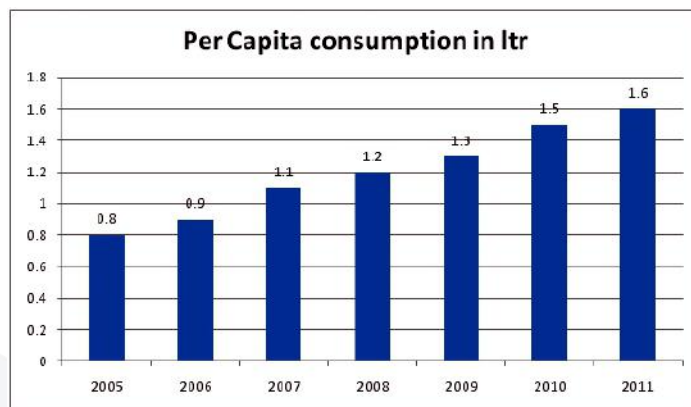


middle class of 123m by 2025.

- Higher income is expected to support significant growth of Beer consumption.

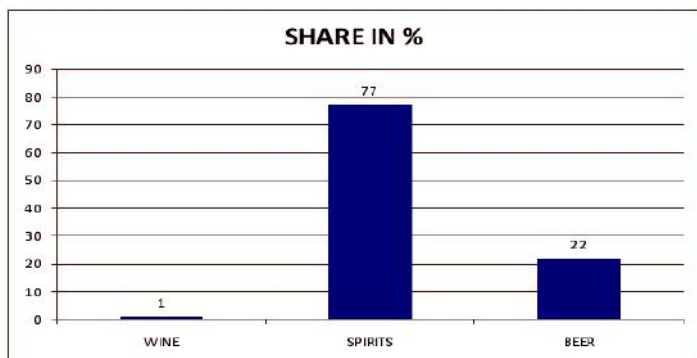


Beer Consumption in India (per capita). The Indian beer market has grown strongly over the past 5 years from a low base.



Above charts indicates the growth in per capita consumption of Beer from 0.8Ltr to 1.6Ltr.

- Per capita consumption of beer in 2011 has increased to almost 90% when compared to 2005.

**SHARE OF ALCOHOL CONSUMPTION****PEST ANALYSIS**

PEST analysis stands for “Political, Economic, Social, and Technological analysis” and describes a framework of macro-environmental factors used in the environmental scanning component of strategic management. Beer industry is highly regulated and controlled by the government in India. Moreover, there are many social and cultural barriers that a Beer Industry should be aware of. For that reason we here look up on the PEST Analysis of the Beer Industry.

**POLITICAL**

- Market liberalization
- Legal Policies

Change in world wide supply and demand which will open for the firms crossing the national borders.

Government campaigning against drinking and driving hard-hitting campaigns and stiffer penalties have helped to reduce the number of roads accidents, deaths, injuries and damage. Campaigns have aimed to raise awareness of the legal situation and the dangers of driving while intoxicated. In most international jurisdictions, anyone who is convicted of injuring or killing someone while under the influence of alcohol or drugs can be heavily fined, as in France, in addition to being given a lengthy prison sentence. Sometimes those campaigns make the brewery industry looking very bad since usually the blame is laid exclusively on them for making alcohol so easily available. Threat, with the government heavily expending

money in such campaigns the consumption of alcohol tends to decrease with people scare

**ECONOMICAL**

- Change in exchange rate
- Slow down of the developed economies and evolution of emerging economies.

Breweries will move towards the emerging market Per capita consumption in India is hovering around a measly 0.5 litres per annum. These figures pale into insignificance if one compares them with those of Czech Republic that has the highest per capita consumption of 156.9 litres per annum. Per capita consumption is directly related to the taxation, according to an industry observer. For instance, in Maharashtra there is a direct 100% excise duty on Beer. An equivalent 650 ml bottle is available for approximately Rs 8 in China. Which is the per capita consumption in China is a high 16 litres per annum.

Reduction in beer prices: The Indian consumer typically values an alcoholic beverage on the basis of its ‘kick’ factor versus its price. The following two factors therefore, affect the market for beer. Firstly, as most states do not have a differential tax structure based on the alcohol content, strong beer...

**SOCIAL**

- Change in consumption pattern
- Rise in middle class
- Increase trend of urbanization

Market size of beer consumers will increase Rising income levels: India is home to nearly one-sixth of the global population and is one of the most attractive consumer markets in the world today. Various research studies have shown that a rise in the income levels has a direct positive effect on beer consumption. The National Council for Applied Economic Research (NCAER) projects India’s ‘very rich’, ‘consuming’ and ‘climbers’ classes to grow at a CAGR of 15 per cent, 10 per cent and 2 per cent respectively. With this growth in income levels,

Indian beer consumption is expected to continue growing, at the very minimum, at the growth rates witnessed in the last decade.

Changing lifestyles: Urban consumers become more exposed to western lifestyles, through overseas travel and the media, their attitude towards alcohol is relaxing. Social habits are undergoing a transformation as mixed drinks are becoming more popular. The greatest evidence of this trend is the increase in beer consumption among women. With increasing urbanisation, this acceptance is only going to rise.

### TECHNOLOGICAL

- Innovation and Development of new products
- State of the art of brewery technique

Try to achieve economies of scale through leverage of global scale operation In accordance with the world, the Indian breweries are keeping up their pace with state of the art technology.

### INDIAN MARKET BEER DISTRIBUTION NETWORK

**Government Market (65%):** State government is sole distributor

**Auction Market (16%):** State government auctions geographical territories which have led to monopolies /cartels.

**Free Market (19%):** Through trade licenses.

Bargaining power in the distribution network is commanded by players with premium brands, large volume base & product range.

#### United breweries limited:

United Breweries is having 18 units of its own and 10 contract breweries with total production of about 10 million hectoliters.

#### SABMiller:

SABMiller entered in India in July 2000, holding 10 units of its own with production of about 5.7million hectoliters.

#### Carlsberg:

Carlsberg entered India in May 2006 by incorporating a company named South Asia Breweries Pvt. Ltd. The name changed to Carlsberg India Private Limited on 23rd February

2009 to reflect the company as a part of the Carlsberg Group.

Carlsberg is having 5 beer plants of its own with an average production of about 17million hectoliters.

#### Ab-inbev:

Ab-inbev entered in Indian market in May 2007 and since then they entered in co-packaging agreement with two units at Regent Breweries and Dassappa and Sons. Both Plants are producing Tennents In July 08 InBev India took management control of Kool Brewery.

In April 2008, Anheuser-Busch InBev confirmed that it entered in a long-term contract with Dasappa & Sons in the south-western Indian state of Karnataka. Following the merger between InBev and Anheuser-Busch in November 2008, Crown breweries, a wholly subsidiary of Anheuser-Busch also becomes part of the newly combined company; this includes a state of the art brewery in Hyderabad with a capacity of 500K H/L.

#### Mount Shivalik industries ltd.

Mount Shivalik Industries Ltd was incorporated on 19th January, 1993 with technical supervision M/s Mount Shivalik Breweries Ltd. Mount Shivalik Breweries Ltd has a technical assistance agreement with Mohan Meakins Ltd, a leader in the industry & a pioneer in breweries business. Originally the licence to implement the project was in favour of MSBL, which later on was transferred in the name of MSIL.

The main condition of the licence was to bring 20% of the project cost as equity from NRI's. Since MSBL is a closely held company and the management did not want to go for a public issue, a new company MSIL was incorporated to implement the licence and later on the licence was transferred in the name of MSIL.

### CONCLUSIONS

- There is not enough variety in the market. Market has been controlled by few big players like Kingfisher and Corona.

Indian market has great potential for the beer market but still demand lacks in comparison to other beer drinking nation.

- There is a vast price difference between the foreign brands and local national brands. eg: Kingfisher costs Rs.100/-but Corona costs Rs.250/- . They need to make the market more competitive in terms of pricing for foreign brands as well. This will enable the whole industry in general to improve and hence give a better offering to the consumer. This prevails because of the government's policy towards the foreign brands and strong rules and regulations imposed to the beer industry.
- In terms of advertising, since India has restrictions on Tobacco and Alcohol advertising, beer companies need to come up with other innovative ways to market. They can tow the same line as some of the other spirit companies (Bagpiper, Bacardi etc) have done by launching CD's, drinking soda, bottled water, events etc. The idea here is VISIBILITY. Just because Kingfisher is the most visible product there, does not mean it is the BEST beer. Any beer company needs to be able to market itself so that it is noticeable as a new/different brand.

We the Catalysts Group delivers natural products & innovative biotech solutions encompassing enzymes, bio-products & additives for a wide range of industrial applications. We so far has made our products acceptable at lot of breweries across India and regular orders gives us confidence & assurance about our quality & services.

List of our brewery customer are as follows: Devan Modern – Jammu & Kothputli, Mohan Maekin – Solan & Ghaziabad, Mohan Breweries – Chennai, Crown - Hyderabad, Iceberg – Bihar, Kool Breweries - Dharuheda, Arthos - Chennai, Impala - Goa, Som Breweries - Bhopal, Regent Beer - Bhopal, Jagpin Brewery – Nowgong, Chattarpur, Lilasons – Bhopal & hyderabad, Blossom - Damman, Serengeti Tanzania – Export, Dakali Nepal - Export, Yuksom – Sikkim, Mohan Rockyspring Water Breweries Ltd. - Mumbai, New India Brewery – Thane, .P. Beer – Indore, Hindustan Breweries – Thane, Mount Everest Breweries – Indore, CMJ Brewery – Shilong, Sikkim Brewery – Sikkim & many more.

— **Mahendra Verma**  
Deputy Manager (BD)

## 10 Reasons Beer is Good for your Health

Everyone is looking for a reason to drink beer. Right? It turns out that a lot of people are. So here are 10 great reasons to drink more beer. Not only that, but they're all true. Beer really is good for your health, so drink up!



**1. Beer Reduces Stress :** Alcohol in general has been shown to reduce stress. This one is obvious, and may be the best reason beer is good for your health.

**2. Beer is Good for the Heart:** A study was conducted from 1982 - 1996 on the elderly. It was found that those who drank at least 1.5 per day had a 20-50 percent less chance of having heart failure.

**3. Beer Improves Blood Circulation:** Beer increases your "good" cholesterol, or HDL (high-density lipoprotein) cholesterol. Its basically a kind of blood fat, so it reduces blood's tendency to clot.

**4. Beer is Chock Full o' Fiber:** The fiber comes from the cell walls of the malted barley. A liter of beer can have as much as 60% of your daily recommended fiber. The extra fiber will keep you regular and can also lower the risk of heart disease.

**5. Beer as a Multi-vitamin:** Beer is a significant source of magnesium, selenium, potassium, phosphorus, biotin, folate, vitamin B6 and vitamin B12

**6. Beer can Prevent Strokes:** A study published in Stroke magazine in 2001 showed that alcohol drinkers have fewer strokes. Because it thins the blood, it increases the circulation in the brain, thereby protecting from silent strokes which are cause by tiny blood clots.

**7. Beer keeps your Brain Young :** A large study, published in the December 2001 issue of Alcoholism: Clinical & Experimental Research, was conducted on elderly italian men and women. It showed that moderate drinkers had a 40% lower risk of mental impairment.

**8. Beer is Good for your Liver :** Alcohol expands the small blood vessels in the liver. This speeds up metabolism so it can help clean all the toxins out of the liver. This is from Beer Net Publication, April 2001 Biological Institute.

**9. Beer Cures Insomnia :** Lactoflavin and nicotinic acid, both present in beer, can promote sleep. Also hops are a natural sedative.

**10. Beer Fends off Gallstones :** According to Professor Oliver James at the University of Newcastle, beer protects against gallstones and kidney stones.

Source: yahoo.com

## TIPS ON HOW TO BE FIT IN THE OFFICE

No time to go to the gym? exercise in your office!

If you are working long hours and don't get the time to hit the gym, you might as well get some exercise while at work, you won't be able to get all the benefits of exercising at the gym but you will at least get enough to make you feel better.

### Stretches for Your Wrists & Arms

**Wrist Stretch:** Extend arm in front, palm up and grab the fingers with other hand. Gently pull the fingers towards you to stretch the forearm, holding for 20-30 seconds. Repeat on the other side.



**Wrist & Forearm:** Press hands together in front of chest, elbows bent and parallel to the floor. Gently bend wrists to the right and left for 10 reps.



**Lower Back Stretch:** Sit tall and place the left arm behind left hip. Gently twist to the left, using the right hand to deepen the stretch, holding for 20-30 seconds. Repeat on the other side.

### Lower Body Exercises

**Hip Flexion:** Sit tall with the abs in and lift the left foot off the floor a few inches, knee bent. Hold for 2 seconds, lower and repeat for 16 reps. Repeat on the other side.



**Leg Extension:** Sit tall with the abs in and extend the left leg until it's level with hip, squeezing the quadriceps. Hold for 2 seconds, lower and repeat for 16 reps. Repeat on the other side.



**Inner Thigh:** Place towel, firm water bottle or an empty coffee cup between the knees as you sit up tall with the abs in. Squeeze the bottle or cup, release halfway and squeeze again, completing 16 reps of slow pulses.

### Chair Exercises

**Chair Squat:** While sitting, lift up until your hips are just hovering over the chair, arms out for balance. Hold for 2-3 seconds, stand all the way up and repeat for 16 reps.

**Dips:** Make sure chair is stable and place hands next to hips. Move hips in front of chair and bend the elbows, lowering the body until the elbows are at 90 degrees. Push back up and repeat for 16 reps.



**One-Leg Squat:** Make sure the chair is stable and take one foot slightly in front of the other. Use the hands for leverage as you push up into a one-legged squat, hovering just over the chair and keeping the other leg on the floor for balance. Lower and repeat, only coming a few inches off the chair for 12 reps. Repeat on the other side.



### Upper Body Exercises

**Front Raise to Triceps Press:** Sit tall with the abs in and hold a full water bottle in the left hand. Lift the bottle up to shoulder level, pause, and then continue lifting all the way up over the head. When the arm is next to the ear, bend the elbow, taking the water bottle behind you and contracting the triceps. Straighten the arm and lower down, repeating for 12 reps on each arm.



**Bicep Curl:** Hold water bottle in right hand and, with abs in and spine straight, curl bottle towards shoulder for 16 reps. Repeat other side.



### Ab Exercises

**Side Bends:** Hold a water bottle with both hands and stretch it up over the head, arms straight. Gently bend towards the left as far as you can, contracting the abs. Come back to center and repeat to the right. Complete 10 reps (bending to the right and left is one rep).



**Ab Twists:** Hold the water bottle at chest level and, keeping the knees and hips forward, gently twist to the left as far as you comfortably can, feeling the abs contract. Twist back to center and move to the right for a total of 10 reps.

## RISK OF THE MOBILE PHONE WHILE DRIVING

Using a mobile phone while driving has negative effects on driving behavior and increases the crash rate. This is not only because drivers are physically, visually and additively distracted while operating the phone and the vehicle simultaneously, but more particularly, because they also have to divide their attention between using the phone and driving (cognitive distraction).

### **Background and content**

In almost 80% of all crashes and 65% of all near-crashes some kind of distraction or inattention plays a part in the three seconds prior to the crash. Distraction is caused by an activity, event or object in or outside the vehicle while driving. Inattention, on the other hand, may occur without a specific external cause and may be the result of thinking about other things or day dreaming. The prevalence of driver distraction is expected to increase in the near future, as a result of a growing number of technological applications becoming available in motor vehicles.

### **In which ways are drivers got distracted?**

There are various types of distraction while driving:

1. Visual distraction, such as, watching a screen instead of the road;
2. Auditory distraction, such as reacting to a ringtone;
3. Bio-mechanical / physical distraction, such as using a mobile phone manually;
4. Cognitive distraction, such as concentrating on the conversation and not on the driving task. As the examples show, all these kinds of distraction play a part in the use of a mobile phone while driving. Cognitive distraction mainly occurs during the actual conversation.

### **Increased mental effort**

Mobile phone use requires greater mental efforts. This results in drivers paying less attention to other things and, for example, overlooking aspects of the traffic situation. This applies to details present in the peripheral field of vision in particular. The situation awareness, consisting of the elements of perception, understanding and prediction, deteriorates in all three aspects, because the telephone conversation demands all the attention. The extent to which the driving performance deteriorates is dependent on the emotional intensity of the conversation and the demands set by the driving task at a particular moment.

Based on the results of behavioral studies, we conclude that the use of a mobile phone has a negative effect on driving behavior. This is caused by cognitive distraction, whether or not in combination with visual, auditory and physical distraction. Although physical distraction can be reduced or diminished by various appliances (for instance, hands-free devices and voice activation), cognitive distraction remains the most important problem of using the phone while driving. Hands-free phone use has therefore no significant safety advantages compared with hand-held use.

Education and information campaigns can contribute to making the public more aware of the risks of the use of a mobile phone in traffic. However, research has shown that people who are aware of the risks do not always adjust their behavior accordingly; this is an issue with young road users in particular. The contribution of education and information to pushing back the use of a mobile phone while driving may therefore be limited.



— Tarun Tyagi

Manager (Accounts & Finance)



Catalysts Group wishing you all the best today & throughout the coming year !

Name	Designation	Date of Birth
Mithlesh Kr. Choubey	Jr. Manager - BD	01 Oct.
Ashish Sharma	Asst. Manager - BD	14 Oct.
Munish Madaan	Managing Director	15 Oct.
P. Shalini	Executive - R&D	19 Oct.
Ajay Kumar	Executive- Accounts	28 Oct.
Rishabh Khanna	Jr. Manager - BD	31 Oct.
Tarun Tyagi	Manager-Accounts & Finance	05 Nov.
Kapil Khandelwal	Manager - BD	07 Nov.
Asha Makhija	Sr. Executive - R&D	16 Nov.
Pawan Madaan	Jr. Manager - Admin	21 Nov.
Vinod Kumar	Jr. Manager - Accounts	16 Dec.
Sanjay Bhardwaj	Manager - BD	21 Dec.
Sudhir Sharma	Mgr.-Planning & Co-ordination	25 Dec.
Sanjeev Raghuwanshi	Asst. Manager-R&D	27 Dec.
Neeraj Meena	Executive- Sales & Support	27 Dec.

## HAPPY ANNIVERSARY

Catalysts Group is delighted to Congratulates & wishes you all a happy Anniversary & a perfect day.

Name	Designation	Date of Marriage
Ashwini Agrawal	DGM - BD	14 Oct.
Rakesh Sharma	Jr. Manager - Accounts	13 Nov.
Sudhir Sharma	Manager-Planning & Co-ordination	16 Nov.
U.Swaminathan	Executive Assistant	19 Nov.
Vinod Kumar	Jr. Manager - Accounts	21 Nov.
Ashish Sharma	Asst. Manager - BD	22 Nov.
Aditya Malhotra	Director	25 Nov.
Kapil Khandelwal	Manager - BD	02 Dec.
Tarun Tyagi	Manager - Accounts & Finance	07 Dec.
Sanjay Bhardwaj	Manager - BD	11 Dec.

## WELCOME TO THE CATALYSTS GROUP

Name	Designation	Date of Joining
Vishal Kumar Sahu	Trainee-Customer Solutions	01 Oct.
Gaurav Kumar Ray	Trainee-Customer Solutions	29 Oct.
Raghavendra Sharan Singh	Trainee-Customer Solutions	29 Oct.
Asha Makhija	Sr. Executive - R & D	22 Nov.

## CATALYSTS NEWS

### ● We are now ISO Certified!

Catalysts Bio-Technologies Pvt. Ltd. is pleased to announce its awarding of **ISO 9001 : 2008 Certification.**

During preparation, we went thoroughly through production, development and sales processes to map, describe and standardize our internal quality management to reach these internationally accepted goals that ISO is setting.

This internationally recognized certificate demonstrates our commitment to quality, not only to our clients, but also to our suppliers and fellow team members.

### ● In a race to improve efficiencies and to achieve targets employees perform like machines and this is where our Annual Offsite Trip come into picture.

3 day off-site Trip to **Jim Corbett** (Tarika's Jungal Park, Ram Nagar, Uttarakhand) on 12-14th October 2012 cleanse out all the stress that has rooted itself in the minds of the employees .

This Adventure offsite trip combines an element of fun and subtle learning in employees and joy of being together with nature.

### ● Training is the process of enhancing the skills, capabilities and knowledge of employees for doing a particular job. Catalysts Group organized a 3 Day **MS - Office** (Excel, Word & Powerpoint) Training for all employees to sharpen their technical skills & enhance expertise.

### ● **Catalysts Splash:** Kids Painting Competition organized at Catalysts on October 27, 2012. Employee's kids participated in the competition and showed their interest in creativity under the Catalysts.

### ● Catalysts Group has registered its successful presence in **World Ethanol & Bio fuels 2012**, 5<sup>th</sup>-8<sup>th</sup> November in Munich, Germany. We have received good response for our high end products & customized services to clients.

### ● **Opening of Library @ Catalysts Group**

Library at workplace is the place of healthy "space" where ideas can flourish, live, grow and even be protected. Our library will provide an extension of each individual that seeks knowledge — whether for amusement, practical need, inspiration or even to help them teach others.

Employee will get free access to a variety of resources (Biography & Autobiography, Motivation & Inspiration, Technical, Fiction & nonfiction, Travel & Tourism & many more books).

News Desk  
Catalysts Group

## Laughter Therapy

Santa and Banta decide to apply for jobs at a mine that had opened nearby. After sitting in the waiting room for a while, Banta gets called in for his interview.

The boss asks Banta if he had worked underground mines before? Banta says that he had.  
The boss asks him how deep under ground he worked?

Banta says, "Oh, about 8 to 10 feet."

The boss says, "Mines are a lot deeper than that, get out of here - you're no miner!"

On his way out, Banta tells Santa to tell the boss that he worked real deep underground so he could get the job.  
Santa gets called in.

The boss asks Santa if he had worked underground mines before?

Santa says, "Oh sure."

The boss asks how deep underground he worked.

Santa says, "I used to work in a mine 20,000 feet underground."

The boss says, "20,000 feet, Wow! That is incredible!,  
"What kind of lights did you use in a mine so deep underground?"

Santa says, "Oh, I didn't need a light, I worked on the day shift!"



## Guess the Picture ?????

**"Pioneered Scientist was 60 years ahead of his time"**

Start guessing picture..... To win,  
email your entries -  
magazine@thecatalystsgroup.com

Vol 3 winner is **Ms. P.Shalini , Executive (R&D)** and the correct answer is **Ms. Alia Bhatt** in Student of the Year.

Congratulations !!! soon you'll receive your goody bag.



## Find the Fault



Can you find the fault in the picture ? send your views / entries at  
magazine@thecatalystsgroup.com to win a surprise gift.

Vol 3 winner is **Mr. Sahdev Tyagi (DGM) M/s Jain Distillery, Bijnor** & the correct answer is **that the rope should be tied in middle of the platform to make balance.**

Congratulations !!! soon you'll receive your surprise gift.

## बेटी

एक लडकी ससुराल चली गई,  
कल की लडकी आज बहु बन गई.  
कल तक मौज करती लडकी,  
अब ससुराल की सेवा करती बन गई.  
कल तक तो Dress और Jeans पहनती लडकी,  
आज साडी पहनना सीख गई.

पिहर में जैसे बहती नदी,  
आज ससुराल की नीर बन गई.  
रोज मजे से पैसे खर्च करती लडकी,  
आज साग-सब्जी का भाव करना सीख गई.

कल तक FULL SPEED स्कुटी चलाती लडकी,  
आज BIKE के पीछे बैठना सीख गई.  
कल तक तो तीन टाईम फुल खाना खाती लडकी,  
आज ससुराल में तीन टाईम का खाना बनाना सीख गई.

हमेशा ज़िद करती लडकी,  
आज पति को पुछना सीख गई.  
कल तक तो मम्मी से काम करवाती लडकी,  
आज सासुमा के काम करना सीख गई.  
कल तक तो भाई-बहन के साथ झगडा करती लडकी,  
आज ननंद का मान करना सीख गई.

कल तक तो भाभी के साथ मजाक करती लडकी,  
आज जेठानी का आदर करना सीख गई.  
पिता की आँख का पानी, ससुर के गिलास का पानी बन गई.  
फिर भी लोग कहते मेरी बेटी ससुराल जाने लग गई.

(यह बलिदान केवल लडकी ही कर सकती है,  
इसलिए हमेशा लडकी की झोली में चाट्सलय भरी रखना.....)

**नीरज सोनी**  
Executive (Accounts)

## EVENTS @ CATALYSTS

## Jim Corbett Trip





# Catalysts

*making things happen...*

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