

VOL 5 (January - February - March) 2013

Not for sale

**Catalysts**

# Connect

**WE TURN 10**

**CELEBRATE WITH US !**

CATALYSTS GROUP CELEBRATES

2003

**10<sup>th</sup>**

2013

**ANNIVERSARY**

CATALYSTS CONNECT is a Catalysts Group publication.



# 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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## MESSAGE FROM THE DIRECTORS

**Dear Readers,**

### **Greetings to all !**

Many would already know that the 'Catalysts' story dates back to the year 2003.

As Catalysts Group marks her 10<sup>th</sup> year in the industry, we take this opportunity to thank the many who have contributed to the success of Catalysts – especially the staff who have worked hard at upgrading their skills and upholding our "Catalysts" brand name.

This reputation which was forged over the last 10 years, became our 'Making Things Happen' – excellence in growth, success & excellence in quality and service.

But, in any business purpose, we all work to serve our clients. So we owe it to our clients and we wish to express our heartfelt appreciation to them, in their belief and support over the years and in giving us the opportunity to deliver this Excellence to them.

With your confidence and longstanding partnership, we are encouraged and motivated to serve you even better. Each requirement becomes our challenge to innovate and each problem an opportunity to rise above it, gaining confidence.

As we move forward, let us build upon this strong foundation and together with our next generation, work towards "Making Things Happen".

**Regards,**

Munish Madaan  
Managing Director

**Dear All,**

We are happy to announce that catalysts group has completed it's 10 glorious years. For any business to last for 10 years, in such a competitive environment, is a great achievement in and of itself, but to prosper and grow as we have done, especially over the last five years, is particularly satisfying, and makes me feel extremely proud of our team.

The first five years of our business was largely about surviving. Looking back, there were many trials and tribulations over this period, and it's only thanks to the patience and loyalty of our clients back then, that we are still here today.

The second five years has been about building our business; bedding down our team; generating a robust performance track record; honing our R&D process; and solidifying our culture.

It is over this period that we have managed to build the confidence of our newer clients and thereby grow our business. Therefore, our survival and success, is in large part, due to the loyalty and confidence of our clients.

Catalysts Group values its employees and celebrated their important position in leading our business through its 10th year and beyond.

We recognize the dedicated and diligent efforts of some of them- who spent the flower of their youth with us and some of them made every effort and honor them as they have not lost from the sight of the excellent management and those who made it all of that is leaving a positive impact in the performance of the Catalysts Group..

Aditya Malhotra  
Director



## GLUTEN GLUT

Pros & Cons of adding too much wheat grain in diet.

Gluten is not glamorous. It is invisible to the naked eye, being found in the endosperm of grains of wheat, rye, barley, oats and all their processed derivatives. Ironically, its absence would be noticed immediately: this humble protein constituent lends the flours of these grains their strength, texture, elasticity and lightness.

The most common way we ingest gluten in India is through atta (a strong wheat flour that retains the grain's germ, endosperm and bran) and maida (wheat flour stripped down whiteness). Whether used unleavened (roti, chapatti, puri) or leavened (naan, breads, cakes), the gluten content of wheat flour decides how the final product tastes. The more the batter or dough is mixed or kneaded, the more the molecules absorb water (or other liquids), cross-link with each other and pull and stretch into flexible strands. Introduced to heat on the tawa or in the oven, gluten expands, capturing the carbon dioxide released during the kneading and/or leavening process and leading to the creation of a light phulka, an airy croissant or a melt-in-the-mouth sponge cake. Once the gluten is consumed, it triggers a whole set of reactions determined by the particular genetic make-up of a person. "About one-third of Indians have the type of HLA [human leukocyte antigen] pattern that potentially makes them allergic to gluten," says Dr Ramakrishna, who redflagged the damage potential of gluten intolerance in India with a paper in the Indian Journal of Medical Research in January 2011.

"However, very few of these people will ever develop coeliac disease. One factor may be the total amount of gluten they eat daily. And there are almost certainly other genetic factors that may decide whether or not the individual is susceptible to coeliac disease. The occurrence of coeliac disease corresponds to the amount of wheat consumed in the diet. So, currently, the incidence of the disease in northern India — where wheat is the

mainstay of the diet — is estimated at around 1% of the population. It is thought to be far less in rice-eating eastern and southern India.

**The ABC of Coeliac** - Coeliac disease is a chronic digestive disorder: as little as 10 mg of gluten can trigger an immune reaction that attacks the small intestine, causing both stomach distress and nutritional deficiencies. Recent research, however, indicates that "coeliac disease is a multi-system disorder... highly variable in its clinical expression, may occur at any age and may present with a variety of manifestations." Apart from the gastrointestinal effects, it may express itself as iron deficiency, fatigue, osteoporosis, delayed puberty, infertility, canker sores, depression and epilepsy — and this is not even an exhaustive list.



**The Alternatives** - A growing number of urban Indians are dropping wheat from their diet by choice to avoid suffering from bloating, gas problems, wheezing, diarrhoea and lack of appetite. Those who have a regular north Indian diet of rotis and parathas, have now

switched to rotis and breads made with amaranth and millet flours, besides rice, usually red rice. "The impact has been immense stomach feels lighter, no more bloating, gas, colds or wheezing.

Gluten-abstaining individuals could actually acquire a nutritional advantage by including indigenous and often-ignored grains such as millets (ragi, bajra), amaranth (ramdana) and brown rice, which have exceptional quantities of protein, calcium, iron and fibre. Rice, wild rice, corn, maize, corn meal, sorghum, jowar, chestnut flour (Singhara), Quinoa, pearl millet (bajra), finger millet (ragi), buckwheat (kuttu), Amaranth (ramdana) & sago (Sabudana). By including these grains we can avoid the digestion problems.



**Ashish Sharma**

Astt. Manager (BD)





## THE CATALYSTS GROUP

CELEBRATING A DECADE OF EXCELLENCE DRIVEN GROWTH

**2003** – "Catalysts" established on 6<sup>th</sup> January started the business in industrial enzymes as a channel partner of Biocon.

**Now in 2013...** "Catalysts" is one of the Top 5 Biotechnology Companies in India. It has gained leadership Position in Alcohol & Sugar application enzymes.

**T**his year marks the 10<sup>th</sup> year of The Catalysts Group. On January 6<sup>th</sup> 2013, we celebrated this occasion at Sarovar Portico, Mahagun Megamall, Vaishali, Uttar Pradesh (India) with great fervor and enthusiasm. The day remains very special as it looks back at a decade of determination, diligence and dedication.

The guest of honor for the program were all channel partners, vendors & employees along with their families & friends. All celebrated the milestone & reminisced at Catalysts achievements as well as honored those who have made the company, the premier organization that it is today.

The inaugural ceremony commenced with the auspicious lightening of the lamp by Mrs. Mohini Madaan & Mrs Renuka Malhotra accompanied with the exhilarating "Ganesh Vandana" by Priyanka Bansal.

A heartwarming speech given by Mr. Munish Madaan (Managing Director) to share the success stories of Catalysts Group and expressed vision for future gears as well.

*"I appreciate every employee's presence with us in our 10<sup>th</sup> Anniversary Day with families and friends."*

*This gathering emphasizes that we, the Catalysts Group employees, are a single family with strong bonds. Actually, we were waiting for this occasion to meet you all in person, to know you closely and to strengthen the bonds of affection among us" said Mr. Munish Madaan.*

Mr. Madaan showed his gratitude towards Catalysts employees & all the associates & shared his thoughts about market potential in India and scope for Catalysts growth.

Speaking on the occasion, the Director, Mr. Aditya Malhotra said that *"It is indeed commendable that Catalysts has grown into a INR 400 million company with employee base of more than 60 people. Catalysts is having pan India presence with multiple office locations in Sahibabad, Delhi, Indore, Patna, Pune, Hyderabad and Chennai & multiple warehouse locations.*

*Our various certifications like- ISO 9001: 2008 certification, Food Safety System 22000 & Halal Certification facilitate our clients to*

**The Catalysts Group** is a Quality Certified & Leading Biotechnology Company.

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*have international grade quality of products with our certified inputs."*

Mr. Malhotra also presented a small commemorative documentary to the guests to make them conversant with the company history & 10 years of Dedication, Service, Excellence & Leadership growth.

The event further proceeded with the Cake cutting ceremony by the employee's children.

There was a variety of entertainment from the

**Our Ex Employees** - Ms. Namrata Rawat with her husband, Ms. Ritu Gupta, Mr. Dhirender Mishra, Mr. Jasvinder Singh, Mr. Devender Gupta, Mr. Manish Raj, Mr. Rajesh Singh & Mr. Dharmender Tiwari made surprise appearance in the event & made the programme lively.

employees showing their talent by performing on different beats.

Exhilarating singing performances by Ajay Kumar & Mithlesh Kumar Chaubey. Harmonium playing by Ritanshi Arora & Tabla playing by Navya Madaan.

Entralling dance performances by Viren Malhotra, Haseeb & Priyanka Bansal. Poem reciting by K.S. Parthasarthy & Vinod Kumar shows up their hidden talent & creativity.

All performances were a wonderful fusion of eastern & western cultures by harmonious blend of singing, music, rhythm & dance.

One of the most anxiously awaited

performance in annual day was a surprise group gag "Why thid Catalysts... Catalysts... Catalysts... Di..." A group comedic



performance by U. Swaminathan, Rishabh Khanna, Dharmender Pathak, Neeraj Meena & Ajay Kumar in which dialogue is interspersed from the song - Why this Kolavari Di..

The award & the recognition ceremony was held thereafter, in which the employees from various departments were rewarded for their excellent performance & work ethics.

Awards to employees for completing 10 & 5 Years of service at Catalysts Group was cheerful for everyone as there were various nominations from department. In all 13 people were warded for their commitment, Hardwork & Excellence.

#### **10 Years service awards were given to:**

- ★ Mr. Dinesh Sharma (BD)
- ★ Mr. Rakesh Sharma (Accounts)
- ★ Mr. Pawaan Madaan (Administration)
- ★ Mr. Ashish Kumar (Support Staff)
- ★ Mr. Mehrajjudin (Driver)





## 5 Years service awards were given to:

- ★ Mr. Tarun Tyagi (Accounts)
- ★ Mr. Vinod Kumar (Accounts)
- ★ Mr. Sanjeev Raghuwanshi (R&D)
- ★ Mr. Sudhir Sharma (Planning & Materials)
- ★ Mr. Gaurav Verma (Purchase & Logistics)
- ★ Mr. Ashish Kr. Sharma (BD)
- ★ Mr. Ishwar Kumar (Support Staff)
- ★ Mr. Balwant Tiruwaha (Driver)

Mr. Rajinder Madaan & Mr. Ashok Malhotra awarded trophies, appreciation certificates & cash prizes to the employees along with their family members, who have completed 10 & 5 years in the company.

Rest of the employees received 10 Years completing mementos for their valuable participation and contribution by Mr. Munish Madaan & Mr. Aditya Malhotra.

*"Our loyal employees should be immensely proud of their part in this success story. Without their expertise, customer focus and hard work we would not be in the enviable position have completed 10 years of success with a bright future."* said Mr. Madaan after rewarding the employees.

The day ended with all signing off on a special messaging board which has been framed & displayed on the corporate office of the



Catalysts Group. The entire program was applauded by everybody present and will always remain etched in the memory of one and all.

*"A big thank you to all who stood by us in this 10 year journey, cheered for us, cried with us, laughed with us and grew with us - you will always be in our hearts"* said by Mr. Aditya Malhotra.

The event successfully achieves the basic motive behind Annual Day which was to celebrated a united Catalysts Group.



**Chanchal Nim**  
(Jr. Manager-Corp. Comm.)

## कैटेलिस्ट गाथा

स्वर्ध, माल्ट, डुवरी में जो एक ही एंजाइम चलाये,  
इस एंजाइम के संसार में कैटेलिस्ट कहलायें ।

कैटेलिस्ट का जन्म दिन यू गंगा स्नान,  
हर डुवकी में कर रहे एम्पलाइज जन अमृतपान ।

यू तो उद्योग जगत में और भी एम्पलायर मिले है  
मोय,

कैटेलिस्ट सा एम्पलायर न कभी हुआ, न कभी होय ।

हौसलों को आजमाना चाहिये,  
मुश्किलों में मुस्कुराना चाहिये ।

प्रारब्धो को योगफल है कैटेलिस्ट की आभ,  
कड़े संघर्षों के योग से बनता है ऐसा गृह  
और द्वार ।



**विनोद कुमार**  
(जूनियर मैनेजर एंकाउण्ट्स)





## HEALTH BENEFITS : BLACK STRAPE MOLASSES

**Molasses** is a dark, thick liquid extracted during the process of refining sugar cane into table sugar. Blackstrap molasses is obtained during the third boiling of the cane syrup and contains a unique concentration of many important vitamins and minerals left over after the sugar's sucrose is crystallized.

Blackstrap molasses contains vitamin B6, calcium, manganese, iron & potassium etc. This rich nutritional profile makes blackstrap molasses a highly regarded super food and popular dietary supplement. Health benefits are as follows:

**Cancer Prevention** - The high calcium content of blackstrap suggests that it may be useful in preventing and treating colon cancer. It has also been associated with shrinking cancerous tumors.

**Antioxidant Protection** - Blackstrap molasses is an excellent source of the antioxidant manganese, providing about 27.5% the DV per tablespoon. Manganese helps the body fight free radical damage to cells and DNA. Foods with great antioxidant protection are believed to help prevent cancer and heart disease and may also slow the effects of aging.

**Energy Production** - Blackstrap molasses can offer a temporary energy boost by providing carbohydrates that are quickly converted into energy in the body. More importantly, it can aid energy production because it helps replenish the body's storage of iron. Iron plays a vital role in energy production, transporting oxygen in the blood.

**Bone Health** - Blackstrap molasses provides many of the daily nutrients needed to help keep the bones healthy and strong, including iron, calcium, potassium, magnesium, manganese and copper.

**Heart Health** - Blackstrap molasses provides many of the vitamins and minerals needed to maintain good heart health and reduce the risk of heart attack, stroke and cardiovascular disease. These include manganese, magnesium, copper, calcium, potassium and vitamin B6. Together these nutrients can help treat blood clotting, reducing the risk of stroke, lower blood pressure and fight oxidative stress and inflammation to the cardiovascular system.

**Colon Health** - Blackstrap molasses is a very good source of calcium, which helps cleanse the colon of toxins. Calcium is often associated with a reduced risk of colon cancer.

**High In Iron** - Just one tablespoon of blackstrap molasses provides nearly 20% of the DV of iron. Iron deficiency is associated with many different conditions, including dizziness, fatigue, hair loss, irritability and anemia. Iron plays a critical role in blood and cell function, it also helps the body fight off infections, supports brain and muscle function and help improves immunity.

**Very Good Source of Potassium** - One tablespoon of blackstrap molasses provides about 14.5% the DV of potassium. Potassium is essential to maintaining good cardiovascular health and improving bone density.

**Good Source of Vitamin B6** - One tablespoon of blackstrap molasses provides 7.5% the DV of vitamin B6. Vitamin B6 is needed for the immunity, the nervous system, cell formation, blood health and energy production. It is also believed to have anti-inflammatory and anticancer properties.

**Alternative Sweetener** - Blackstrap molasses can sweeten food without many of the negative side effects of regular sugar and artificial sweeteners. It is very low on the glycemic index and appears to be a healthier option for diabetic and pre-diabetic people, requiring very little insulin production and altering blood sugar levels far less than regular cane sugar.

**Weight Loss** - Blackstrap molasses provides many vitamins and minerals and boosts energy while containing zero fat and very few calories. This makes it a healthy alternative to sugar and a good addition to an active, low fat weight loss program.

**Stomach & Digestive Problems** - Anecdotal evidence suggests that blackstrap molasses may help with stomach and digestive problems, help to cure stomach ulcers and may be useful in treating irritable bowel and other digestive conditions, including constipation and diarrhea.



**Dinesh Sharma**  
(Manager - BD)



## SETTING HEALTHY WORKPLACE BOUNDARIES

Professional boundaries are important because they define the limits and responsibilities of the people with whom you interact in the workplace. When workplace boundaries are clearly defined, the organization works more efficiently because redundant work assignments are eliminated and task performance is accountable. When everyone in an organization is made aware who is responsible for what, healthier workplace environments are created. It then becomes very difficult for someone to blame others for their failed or inadequate performance and good job performance can clearly be identified.

### ***Establishing and Maintaining Boundaries***

An individual's professional boundaries can be defined in terms of a job description, as long as it clearly outlines basic responsibilities and reporting relationships.

Your professional boundaries become more clearly defined when you can answer all of these questions:

- Who gives you your assignments?
- To whom do you report?
- Who gives you feedback?
- Who sets your work priorities?
- How are your company and client personal information kept secure?
- Do you know how to treat all staff members fairly without positive or negative feelings influencing your decisions?

A smooth functioning organization is a tangible demonstration of their team leader's commitment to their success, which creates trust in leadership. It is the responsibility of every team leader to set the tone of the group by clearly defining acceptable and unacceptable workplace behaviour. In some cases boundaries need to be firm. For example, lying, stealing, or verbally or physically abusing others is never allowed.

Another important area that should be negotiated is interpersonal boundaries, because professional and interpersonal boundaries substantially impact workplace

productivity and the quality of social environment. Interpersonal boundary parameters include:

- The tone people use with each other.
- The attitude and approach co-workers use with each other.
- The ability to focus on work objectives even with people you doesn't like or with whom you are having personal conflict.
- The ability to effectively set limits with others who have poor boundaries.
- Clearly defining the consequences when a boundary is violated and sticking to it.

Boundaries will have no meaning if your actions don't back up your words.

### ***Where to Start***

Ideally, workplace boundaries are carefully negotiated in an open discussion about responsibilities, goals, and priorities prior to starting a new job or beginning a project.

Here are three core skill areas to help you get started:

- 1. Know your limits: what you can do well within the allotted time frame :** Give accurate estimates. Delivering a good product on time will improve your credibility, while missing deadlines or delivering a substandard product will only hurt your reputation.
- 2. Tactfully and openly communicate about goals and limitations :** Keep your focus on your positive intentions; ask for help when it's needed to ensure good quality work; actively engage in problem solving, and don't complain about the problem.
- 3. Be available to discuss differences and reach agreements :** Reflect back your understanding of the other person's needs, interests, and concerns. Attempt to negotiate win-win solutions.

Establishing boundaries and priorities go hand in hand because they both help manage interpersonal relationships in the workplace. Together they go a long way toward establishing productive work environments based on trust.



**Dharmender Pathak**  
(Junior Manager - R&D)



## A LITTLE BOY - LOVE STORY

A man was walking around in a Big Bazaar store shopping, when he saw a Cashier talking to a boy who couldn't have been more than 5 or 6 years old.

The Cashier said, 'I'm sorry, but you don't have enough money to buy this doll. Then the little boy turned to the man and asked: "Uncle, are you sure I don't have enough money?"'

Man counted his cash and replied: "You know that you don't have enough money to buy the doll, my dear." The little boy was still holding the doll in his hand.

Finally, Man walked towards him and the man asked him who he wished to give this doll to. 'It's the doll that my sister loved most and wanted so much. I wanted to Gift her for her BIRTHDAY. I have to give the doll to my mommy so that she can give it to my sister when she goes there.' His eyes were so sad while saying this. 'My Sister has gone to be with God. Daddy says that Mommy is going to see God very soon too, so I thought that she could take the doll with her to give it to my sister.'



Man's heart nearly stopped. The little boy looked up at the man and said: 'I told daddy to tell mommy not to go yet. I need her to wait until I come back from the mall.' Then he showed to man a very nice photo of him where he was laughing. He then said to the man I want mommy to take my picture with her so my sister won't forget me.' 'I love my mommy and I wish she doesn't have to leave me, but daddy says that she has to go to be with my little sister.' Then he looked again at the doll with sad eyes, very quietly.

The man quickly reached for his wallet and said to the boy. 'Suppose we check again, just in case you do have enough money for the doll?' 'OK' he said, 'Man! Hope I do have enough.' The man added some of his money to his with out him seeing and we started to count it. There was enough for the doll and even some spare money. The little boy said: 'Thank you

went to sleep for God to make sure I had enough money to buy this doll, so that mommy could give It to my sister. He heard me!" 'I also wanted to have enough money to buy a white rose for my mommy, But I didn't dare to ask God for too much. But He gave me enough to buy the doll and a white rose. My mommy loves white roses.'

The man finished his shopping in a totally different state from when he started. He couldn't get the little boy out of his mind. Then he remembered a local news paper article two days ago, which mentioned a drunk man in a truck, who hit a car occupied by a young woman and a little girl. The little girl died right away, and the mother was left in a critical state. The family had to decide whether to pull the plug on the life-sustaining machine, because the young woman would not be able to recover from the coma. Was this the family of the little boy?

Two days after this encounter with the little boy, the man read in the newspaper that the young woman had passed away. He couldn't stop himself as he bought a bunch of white roses and he went to the funeral home where the body of the young woman was exposed for people to see and make last wishes before her burial. She was there, in her coffin, holding a beautiful white rose in her hand with the photo of the little boy and the doll placed over her chest. The man left the place, teary-eyed, feeling that his life had been changed forever.

The love that the little boy had for his mother and his sister is still, to this day, hard to imagine. And in a fraction of a second, a drunk driver had taken all this away from him.

**Please DO NOT DRINK & DRIVE.**



**Sanjay Poddar**  
Manager (Accounts & Finance)



## DID YOU KNOW?

**Why can India's airlines serve alcohol on international routes but not on domestic ones?**

(You can't have a drink on the 3-hour flight from Kolkata to Ahmedabad but you can on the 40-minute one from Kolkata to Dhaka. That is strange.)

**Why are pillion riders exempt from the helmet rule?**

(The person at the back isn't safer than the motorcyclist, so it makes no sense to have the rule only for the person in front.)

Send your feedback to [magazine@thecatalystsgroup.com](mailto:magazine@thecatalystsgroup.com)

### 10 FUN FACTS

1. You can't wash your eyes with soap.
2. You can't count your hair.
3. You can't breathe through your nose, with your tongue out.
4. You just tried no. 3
6. When you did no. 3 you realized it's possible, only you look like a dog.
7. You're smiling right now, because you were fooled.
8. You skipped no. 5
9. You just checked to see if there is a no. 5
10. Share this with your friends to have some fun too! :-)

## Best Success Quotes

*Failure comes only when we forget our ideals and objectives & principles.*

- Jawaharlal Nehru

*An eye for an eye only ends up making the whole world blind.*

- Mahatma Gandhi

*"The tongue like a sharp knife... Kills without drawing blood."*

- Gautam Buddha

*Arise, Awake and Stop not until the goal is reached.*

- Swami Vivekananda

*You have to dream before your dreams can come true*

- Abdul Kalam

*Any active sportsman has to be very focused; you've got to be in the right frame of mind. If your energy is diverted in various directions, you do not achieve the results.*

- Sachin Tendulkar

*"Pop changes week to week, month to month. But great music is like literature."*

- Pandit Ravi Shankar



**Rashmi Bhaskar**  
Jr. Manager (Admin)

## ARTISTIC CORNER



Drawing by Ms. Akansha Sharma ( Executive - R & D )





# HAPPY BIRTHDAY

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

Name	Designation	Date of Birth
Gaurav Kumar Ray	Executive - CS	01 Jan.
Pradeep Kr. Saini	Executive - Accounts	04 Jan.
Rajender Kr. Saini	Jr. Manager -Accounts	12 Jan.
Hrushikesh Mendole	Jr. Manager - CS	12 Jan.
Dharmendar Pathak	Jr. Manager - R&D	06 Feb.
Aditya Malhotra	Director	18 Feb.
O.P. Shukla	Manager - Production	20 Feb.
Vinay Kr. Khare	Jr. Manager - R&D	21 Feb.
Raghavendra S. Singh	Executive - CS	01 Mar.
Rashmi Bhaskar	Jr. Manager - Admin	01 Mar.



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

Name	Designation	Date of Marriage
Gaurav Verma	Jr. Manager - Logistics	15 Jan.
Pradeep Kr. Saini	Executive - Accounts	19 Jan.
Pawan Madaan	Jr. Manager - Admin	20 Jan.
Munish Madaan	Managing Director	05 Feb.
Hema Singh	Executive - HR & Admin	06 Feb.
Nikunj Tomar	Dy. Manager - BD	15 Feb.
Milind Kulkarni	VP - Technical	20 Feb.
Dinesh Sharma	Manager - BD	28 Feb.
Rana Pratap Singh	Executive - BD	04 Mar.
Sanjay Poddar	Manager - A & F	05 Feb.

## WELCOME TO THE CATALYSTS GROUP

Name	Designation	Date of Joining
Rashmi Bhaskar	Jr. Manager - Admin	16 Jan.
Meenakshi Sharma	Trainee-R&D	22 Jan.
Pradeep Kumar	Jr. Manager - BD	11 Feb.

## (( CATALYSTS NEWS ))

### • Catalysts Group is now turn 10

This year marked the 10th Anniversary of Catalysts Group in Sahibabad on Sunday, January 6<sup>th</sup>.

Catalysts group invited all the business associates, vendors, employees along with their families & friends to celebrate the Success, Growth & Achievement.

Many employees showed their singing, dancing, playing instruments & poem reciting creativity in the program.

The highlight of the event was long service award to employees for competing 10 & 5 years of service at Catalysts Group.

Cake cutting ceremony & scrumptious lunch added on zing in the program.

The function came to the end with a vote of thanks given by the Directors of Catalysts Group.

### • Catalysts Group had sponsored KIT & presented paper in 2 Day AIDA seminar.

Catalysts Bio-Technologies sponsored Kit in the All India Distilleries Association Seminar in New Delhi.

A 2 day seminar on Production of Spirit from Grains & Feed Stocks including Cellulosic & Ligno- Cellulosic Material & Effluent Treatment Technologies was on 20th & 21st February, 2013 at Hotel Crowne Plaza Today Okhla.

Mr. Milind S. Kulkarni (VP Technical) presented paper on the topic of "**Application of Enzymes to Improve Process Efficiency of Alcohol Production**". we received positive feedback for our products & services in the market.

News Desk  
Catalysts Group



## Laughter Therapy

- Santa went into a drug store and asked the pharmacist if he could give him something for hiccups.

Without warning, the pharmacist suddenly reached out and slapped Santa hard across the face.

"What did you do that for?" asked Santa indignantly.

"Well, you haven't got hiccups any more, have you?"

"I haven't got hiccups - my wife has!" replied Santa!

- After ordering a milkshake, a man had to leave his seat in the restaurant to make a telephone call.

Since he didn't want anyone to take his drink, he took a paper napkin, wrote on it, "The World's Strongest Weightlifter," and left it under his glass.

When he returned from making his call, the glass was empty. Under it was a new napkin with new writing that said:

"Thanks for the treat!"

"The World's Fastest Runner"



India captain MS Dhoni refuses to call, the 4-0 win over Australia, as revenge!

## Guess the Picture ?????

"India's first and highest (woman) ranking officer"

Start guessing picture..... To win, email your entries - [magazine@thecatalystsgroup.com](mailto:magazine@thecatalystsgroup.com)

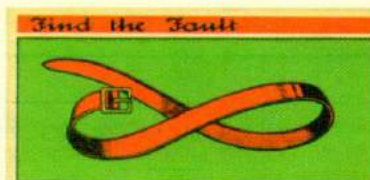
Vol 4 winner is **Mr. Abhisekh Swaminathan (son of Mr. U. Sawaminathan)** and the correct answer is **Scientist Jagdish Chander Bose**



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](mailto:magazine@thecatalystsgroup.com) to win a surprise gift.

## Journey of Decade

— Confession by Catalysts

*It was long back when  
I dare to walk,  
In an unseen road.*

*Thank to those  
Who laid the road  
Some roads were wet  
Some places we skid  
Some roads were hot  
Some roads were smooth  
Some filled with thorns  
Thank you my friend(s)  
You still walked along.*

*This is the day  
This ever growing young tree  
I think of its seed and  
Thank its deep penetrated roots....  
Just to show my love — all my  
Ripen fruits — first  
Fall at your feet.*



**K.S. Parthasarathy**  
Astt. Manager - BD



10<sup>th</sup> Anniversary of The Catalysts Group

