

VOL 6 (April - May - June) 2013

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# Catalysts **Connect**

**Grain Spirits & its  
potential uses**

**Ethanol bid process  
Under CCI scanner**

**Grain Alcohol :  
Overview**

**तनाव मुक्त जीवन  
के सूत्र**

CATALYSTS CONNECT is a Catalysts Group publication.

**“ Not using enzymes in your SUGAR process?  
Not getting enough benefits from using enzymes? ”**

## Enzylase™

A starch hydrolyzing alpha amylase obtained by *Bacillus licheniformis*.

## Enzydex™

A fungal dextranase obtained by *Penicillium paecilomyces*.

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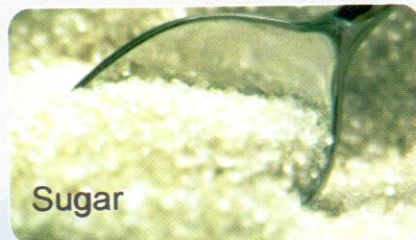
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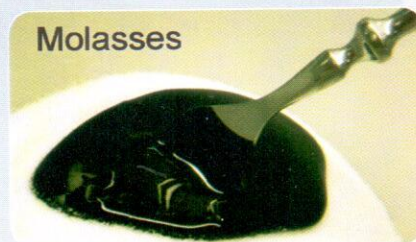
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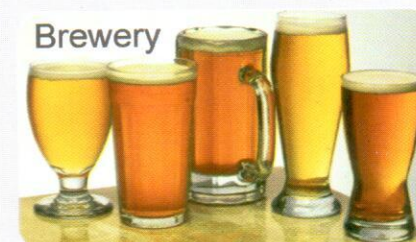
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## MESSAGE FROM THE DIRECTORS

**Dear Readers,**

**Greetings to all !**

Let me first extend a warm welcome to all of you at the Second Quarter of year 2013 of our association. We are happy to say that our performance for the first quarter was good with highest achievement against the projections.

I would like to thank all of you for your dedication and hard work, and as well as for your cooperation.

Since our customers always remain a key part of our business. Flowing from our legacy and our vision, we apply our knowledge of friction management and power transmission to improve our customers performance and deliver unparalleled value and innovation.

We continue to expand our position in the different sectors with new clients in India & Abroad.

We are fully capable of addressing all challenges, on the back of our robust strengths on which we have built the foundation for our sustained progress. So let us be more aggressive in incorporating expansion possibilities in our growth plans and let us ensure that our strategies and actions always enable us to make things happen!

We solicit your kind co-operation and support in the years to come.

**With Warm Regards,**

Munish Madaan  
Managing Director

**Dear All,**

The year 2012-13 saw the company achieve a major landmark in monetary terms by crossing the 400 million revenue mark during the year. It gives me great pleasure to inform you that we are one of the Top 5 Biotechnology company in India in industrial enzymes.

We hold a Leadership Position in Enzymes for Alcohol & Sugar applications & have a long clientele in the different diversions of Grain Processing, Molasses, Sugar, Brewery, Starch & Malt Extract.

Undoubtedly, the company's growth over the years has been remarkable, enabling us to set the pace for future progress. However, we do realize that the key to the sustained progress of a company is dependent as much on its ability to de-risk as on its strengths and capabilities.

In line with this philosophy, and in an effort to continuously leverage the opportunity matrix across new lines of business, it has been your company's consistent effort to move with new efficient products and set new goals to take it to the next level.

During the first quarter, we set certain objectives, goals and targets, and achieved them with relative ease despite several challenges on our way. The first quarter saw the company expand, sectorally and geographically, by adding new clients across diverse verticals.

My special thanks and appreciation go to the employees of the Company at all levels for their hard work, dedication and continued commitment.

**With Warm Regards,**

Aditya Malhotra  
Director

## ETHANOL BID PROCESS UNDER CCI SCANNER

OMCs, Sugar manufacturers may get notices

The investigative arm of the Competition Commission of India (CCI) has initiated a probe into suspected violation of competition laws in ethanol supply tenders floated by oil-marketing firms. The director-general of investigations at the CCI is expected to serve notices to three state-owned oil marketing companies (OMCs) — Indian Oil, Bharat Petroleum and Hindustan Petroleum — and a number of sugar manufacturers, who produce ethanol, sources privy to the matter told FE.

According to sources, dozens of ethanol suppliers are suspected to have indulged in anti-competitive practices by submitting similar/identical bids, which were in the range of Rs35-36 per litre, for supplying ethanol to the oil-marketing companies in response to a tender floated by Bharat Petroleum in January this year.

A joint tender on behalf of the three state-owned oil marketing companies was floated by Bharat Petroleum has also been questioned by the CCI, sources said. CCI is already probing the three OMCs on the allegations of cartelisation in fixing the prices of petrol.

In the ethanol tender matter, sources said bidders have submitted prices on a kilo litre basis, which roughly works out at around Rs 35.99/litre for a clutch of bidders. Another bunch of bidders have submitted a price that works out to be Rs 36.89/litre.

Also, around over a dozen bidders from Uttar Pradesh have submitted identical or similar bid amount in the price point of around Rs40/litre, making it a fit case for collusive pricing and bid rigging that can now be probed by the CCI. Ethanol makers from Maharashtra have together quoted a price of around Rs40-41/litre.

On November 22 last year, the CCEA decided to link ethanol price with the market to make it attractive for producers of the cane byproduct and directed the petroleum ministry to issue a gazette notification for OMCs to implement the programme.

Prior to the decision, OMCs used to float tenders to buy ethanol at a provisional price of R27 a litre, which producers said was at least 25% lower than the then market rate.

According to the terms of the tender document floated by Bharat Petroleum on January 2, all vendors are covered by the provisions of the Competition Act, 2002, and the company can disclose any anti-competitive information to the CCI. Sources in Bharat Petroleum said tendering process is a confidential matter, so any details related to pricing/bidding can not be shared.

Indefinite storage of ethanol has become a problem for the sugar industry.

Few months ago, the sugar industry had written to the petroleum minister through the Indian Sugar Mills Association (ISMA). It told the petroleum minister that the sugar industry is worried about the delay in finalisation of tenders by oil marketing companies as sugarcane crushing had then entered the last phase of the 2012-13 season.

In the letter, ISMA urged the petroleum minister Veerappa Moily to intervene so that the OMCs can finalise the tenders

and the factories could begin supplies. The blending programme was first approved by the cabinet committee on economic affairs way back in 2008 to reduce pollution, but it could not be implemented fully despite being mandatory, mainly due to the absence of a fixed pricing formula for ethanol. Ethanol is also used by the potable liquor industry and the chemical industry.

The chemical industry has already gone to the CCI alleging that the diversion of the limited supply of ethanol to OMCs will squeeze supply to the alcohol-based chemical industry.

Section 3 (3) of the Competition Act defines bid rigging. Experts in competition law said CCI itself terms bidding as a procedure intended to enable the procurement of goods or services on the most favourable terms and conditions which may be negated if the prospective bidders collude or act in



## GRAIN SPIRITS &amp; ITS POTENTIAL USES



**Rishabh Khanna**  
(Jr. Manager-BD)

**W**hen you tell people you're starting a distillery, they logically ask "what'll you be making?". Our answer is grain spirits, which usually leads to the next question, "what are grain spirits"?

Grain spirit" is defined as : an alcoholic distillate, obtained from a mash of cereal grain or cereal grain products saccharified by the diastase of malt or by other enzymes and fermented by the action of yeast or a mixture of yeast and other micro-organisms, and from which all or nearly all of the naturally occurring substances other than alcohol and water have been removed;

In layman's terms, grain spirit is whisky fresh off the still, before it's been aged in a barrel. Some people call that moonshine, but moonshine usually also means non-tax-paid liquor distilled without a licence.

Many in the whisky establishment will scoff at the notion that anything fresh off the still should ever be referred to as whisky, but they're wrong. Under law, "whisky" is defined the same as grain spirit, but also allows for "flavouring" (kind of alarming) law also has no ageing requirement for whisky - it just has to touch wood. "Canadian Whisky", however, is defined separately from core "whisky", with the added requirement that the spirit be aged in "small wood" (barrels) for three years.

Grain-based Distilleries have emerged in a big way in India seeing the trend.

Seeing the upcoming demand of spirit for Ethanol blending and the past records of the spirit supplied to Petroleum Industry, the present year is going to be fantastic for Grain-based Spirit.



If Molasses-Spirit suffices the demand for Ethanol Blending then Grain distilleries will be under pressure to meet the demand for consumption.

Since the spirit made from molasses is cheaper, molasses distilleries are the 1st preference to lift spirit for Ethanol Blending. Grain-Spirit's conversion cost is almost Rs 15 higher to what comes in Molasses.

Grain spirit (also called pure grain alcohol (PGA) or grain neutral spirit (GNS) is a clear, colorless, flammable liquid that has been distilled from a grain-based mash to a very high level of ethanol content. The term neutral refers to the spirit's lacking the flavor that would have been present if the mash ingredients were distilled to a lower level of alcohol purity, and also lacking any flavoring added to it after distillation (as is done, for example, with gin). Other kinds of spirits, such as whisky, are distilled to a lower alcohol percentage in order to preserve the flavor of the mash.

The mash from which neutral grain spirit is produced can be any type or mixture of cereal grains.

Rectified spirit" or "rectified alcohol" is neutral alcohol which has been purified by means of "rectification" (i.e., repeated distillation). It will contain at least 95% ABV. It is normally used for medicinal purposes but can also be used to make homemade liqueurs. It can be a grain spirit or can be made from other plants.

The two most common versions of distillers grains consumed by the livestock are Wet Distillers Grains and Dried Distillers Grains and these are described below:

- Wet Distillers Grains (WDG) contains primarily unfermented grain residues (protein, fibre, fat and up to 70 per cent moisture. WDG has a shelf life of four to five days and involves the transport of 70 per cent water by weight of total product. WDG supply transport is economically viable usually within a 200 km radius from the ethanol production facility. These facts are important as they affect both profitability and logistic issues.

- Dried Distillers Grains with Solubles (DDGS) is WDG that has been dried with the concentrated thin stillage to 10-12 per cent moisture (Figure 1). DDGS have an almost indefinite shelf life and may be sold and shipped to any market regardless of its vicinity to an ethanol plant. Drying is costly, as it requires the input of further energy.

The conversion rate of grains to ethanol and distillers grains varies with the different types of grains and the process used.

The details are outlined below:

- The conversion rate of corn to distillers grains is: One tonne of corn produces 378 L of ethanol and 479 kg WDG (70% moisture content), or 309 kg of DDGS (10% moisture content).

- The conversion rate of wheat to distillers grains is: one tonne of wheat produces 372 L of ethanol and 457 kg WDG (70% moisture content), or 295 kg of DDGS (10% moisture content).

The nutrient composition of distillers grains, depends on the type, variety and quality of Dry mill ethanol processing creates wet and dry forms of distillers grains.

WDG and DDGS are the two most common versions of distillers grains consumed by the livestock industry:

- WDG is processed grain mash that contains approximately 70 per cent moisture. Wet distillers grain has a shelf life of 4-5 days and involves the transport of 70 per cent water by weight of total product. Wet distillers grain supply transport is economically viable usually within a 200 km radius from the ethanol production facility. These facts are important as they affect both profitability and logistic issues.

- DDGS is WDG that has been dried to 10-12 per cent moisture. DDGS have an almost indefinite shelf life and may be sold and shipped to any market regardless of its vicinity to an ethanol plant. Drying is costly, as it requires the input of further energy.

Distillers grain can also be used for human consumption. DDGS contain a high concentration of dietary fibre

and protein, and have potential for increased value if used as a flour supplement in baked goods.

A great deal of research was done on DDGS at the Institute for Food Science and Technology at the University of Washington in the late 1980s. The premise for this was that fuel ethanol production from wheat could not be profitable unless a high value use, such as human food, was found. Distillers grains are chemically and microbiologically safe as a food ingredient.

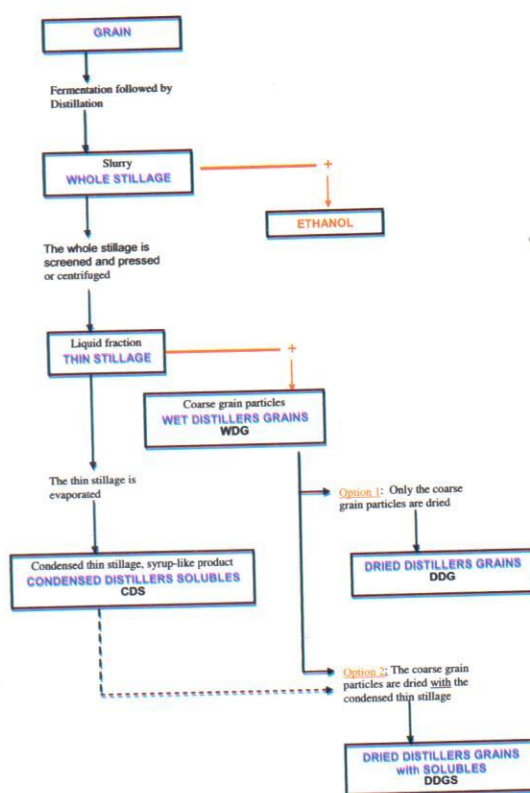


Figure 1. Distillers grains flowchart

Distillers grains are also high in protein and dietary fibre content and could be used as a high protein and high dietary fibre food ingredient.

In 1987, researchers, Rasco and co-workers at the Institute for Food Science & Technology, University of Washington, in Seattle, substituted 30 per cent of the all-purpose flour in white bread, whole wheat bread, chocolate chip cookies and banana bread with DDGS. The cookies and banana bread received ratings from sensory panels that were as good as those for the controls containing no DDGS. The breads were rated acceptable to good. When DDGS was added to fish batter, replacing 25 per cent of the all-purpose flour, the product was acceptable to panelists despite the darker colour, and in fact a number of panelists preferred the yeasty flavour which resulted.

The primary drawbacks to the utilisation of DDGS in human food were smell and taste. A number of researchers had attempted to alleviate these problems with little success until Rasco and associates developed their process which involves adjusting the pH of the silage using organic and inorganic acids and neutralisation with selected hydroxides or oxides before drying to a moisture content of 5-10 per cent. The product could be used in baked goods such as brownies, cookies, pasta, yeast breads and quick breads at concentrations ranging from 10-50 per cent, depending on the product.

Wheat DDG was found to be one of the more successful materials for extrusion when compared to corn, oats, barley, rye and sorghum.

Grain Distillers are mainly focusing on their by-products like DDGS to meet the cost price and Selling price and earn some profit out of their factories. What has become a co-product could become the main product in future.

Distillers grains have been a by-product from ethanol production. Its use has grown among livestock feeders throughout PAN India and to some degree in the west. Co-

products of ethanol production include corn oil, carbon dioxide and distillers grains, a high protein, high energy animal feed consumed primarily by dairy and beef cattle, and by swine and chickens in export countries.

"While the primary product for the foreseeable future will continue to be ethanol, we are seeing a move toward a more diversified product stream. "In the third quarter of 2012, plants were commonly getting 25 or 26 percent of their revenue from distillers grains ... something we've not seen in the past. Typically it's been 15 percent to 17 percent if you look back five to seven years."

Ethanol production plants have struggled at times, some shutting down permanently, others idled temporarily and some have been sold, sometimes from local ownership to larger companies. If distillers grains continue to put pressure on ethanol production, there could be a second new normal for the price of corn. So far The conversion rate of corn to distillers grains is: One tonne of corn produces 378 L of ethanol and 479 kg WDG (70% moisture content), or 309 kg of DDGS (10% moisture content).

With the emerging ethanol industry in the world, there will be an abundance of distillers grains in the coming years. It is currently mainly used as a feed grain to livestock.

Distillers grains, in wet or dry form, is a material rich in fibres and proteins. It can be incorporated in baked goods for human consumption although its smell and taste may not be immediately acceptable to a great majority of consumers.

There are also a range of potential industrial uses for distillers grains. This includes uses as a soil conditioner in agriculture, fractionation where fractions of the grain are utilised in the pre-fermentation process for ethanol production, anaerobic digestion where the distillers grains is converted into biogas and fertiliser, and re-using the distillers grains with the addition of enzymes to convert the sugars to starch which can then be used in ethanol production.

## GRAIN ALCOHOL : OVERVIEW

Grain alcohol is a form of pure alcohol which has been produced by fermenting and distilling grain. In addition to being used in the production of alcoholic beverages.

Grain alcohol is a common name for the chemical compound ethanol. Ethanol is a colorless liquid with molecular formula  $C_2H_5OH$ . It is the alcohol found in alcoholic beverages.

Also Known As: ethanol, ethyl alcohol, pure alcohol, absolute alcohol

Grain alcohol is also used as a solvent and in a variety of other industrial applications. Because grain alcohol is extremely potent, it should not be consumed straight, and people should never consume other alcohols such as methyl alcohol, because these substances are very toxic.

People have been using grains like corn and rye to make alcohol for centuries. When grains are fermented, yeasts consume their natural sugars and convert them into alcohol. Depending on how a grain is fermented, the ethyl alcohol can be fairly low, as is the case with many beers, or quite high.

When fermented grains are allowed to reach a high ethanol content and then distilled, the result is a colorless and very potent liquid which is sometimes called neutral grain spirits, in a reference to the clear color.

One popular brand of neutral grain spirits is Everclear, a drink which is infamous for its formidable kick. Some mixed drinks integrate a small amount of grain alcohol for an alcoholic note, while some flavored alcoholic products are made with a base

of grain alcohol. It can be difficult to obtain pure neutral grain spirits, due to the high alcohol content, which can make them very dangerous in inexperienced hands.

## History of Grain Alcohol

In 1796, Russian chemist Johann Lowitz decided his Vladimir vodka just wasn't getting him drunk fast enough.

So he filtered distilled ethanol through charcoal and invented grain alcohol. Presumably, he drank it, blacked out and forgot chemistry because both Lowitz and grain alcohol disappeared. Years later, it was rediscovered and used as car fuel until the Prohibition.



## Facts about Grain Alcohol

- The largest use of grain alcohol is as a motor fuel additive.
- Grain alcohol can be up to 191-proof, which is physically the highest proof alcohol possible at 95.6%.
- Grain alcohol is listed as a known human carcinogen by the International Agency for Research on Cancer.
- The alcohol content of a standard drink of beer, dinner wine, or distilled spirits (either straight or in a mixed drink) are equivalent. Don't think of yourself as a "light weight" if you are sipping wine or some fruity drink while others are chugging beer and doing shots.



**Mithlesh Kr. Chaubey**  
Jr. Manager (BD)

In some regions, commercial sale of grain alcohol is actually banned due to health concerns. More commonly, grains are not allowed to fully ferment, as is the case with colored spirits like whiskey, or alcohol products are diluted to lower the alcohol content, as with vodka.

Technically, ethyl alcohol is toxic, as most people who have consumed it are aware.

In moderate amounts, ethyl alcohol can have interesting effects on brain and motor function; many people enjoy these effects and they deliberately cultivate them through the ingestion of ethanol.

However, this toxicity also means that grain alcohol can be very dangerous, since it can be very deceptive. It is easy to cause permanent brain or liver damage with grain alcohol, and it is also a skin irritant which can cause discomfort when swallowed.

There are a number of industrial uses for grain alcohol and ethanol created through other refining processes. Ethanol can be used as an antiseptic, a fuel, and as a solvent. Industrial ethanol may not always be safe to drink, since it often contains additives. Other industrial alcohols like isopropyl alcohol have a different chemical structure which makes them unsafe for human consumption.

## तनाव मुक्त जीवन के सूत्र

तनाव मुक्त जीवन के लिए सबसे पहला कदम है कि जो हमारे पास है उसका आनंद लें और जो नहीं है उसे याद कर दुखी न हो। भगवान से शिकायत न करें, निमित्त भाव से कर्म करें, मन की खुशी गुम न होने दें।

हर हार हमें कुछ सिखाती है। अपने आप को कभी अकेला न महसूस करें। ईश्वर हमारा साथी है।

तनाव के कारण डायबिटीज एवं रक्तचाप की समस्या हो सकती है। हृदयरोग का मुख्य कारण तनाव है। सुबह उठकर सैर करने से स्वास्थ्य अच्छा रहता है और तनावमुक्त महसूस करते हैं। किसी भी बात को लिखने से तनाव और पीड़ाएँ कम हो जाती हैं।

### कलम चलाओ, तनाव भगाओ।

सर्वशक्तिमान भगवान हमारा साथी है, सफलता हमारा जन्मसिद्ध अधिकार है, इस बात को बार-बार स्मृति में लाओ। किसी की बात को सुन कर फैलाओ नहीं, तभी उस बात को आप आसानी से भूल सकेंगे।

किसी भी घटना के बारे में ज्यादा न सोचें। जितना ज्यादा सोचेंगे, परिस्थिति उतना ही विकराल रूप धारण करती जायेगी। बेफिक्र बादशाह बन कर जीयें! जिस बात से तनाव होता है, उससे बचें। कभी भी अपनी तुलना दूसरो से न करें, तुलना करने से मन की खुशी नष्ट हो जाती है।

एक बार एक बच्चे के 91% अंक आये और दूसरे बच्चे के 90% अंक आये। 91% अंक लाने वाले बच्चे का चुनाव हो गया और 90% अंक लाने वाले बच्चे का नहीं हुआ जिस कारण उसको इतना डिप्रेशन हुआ कि लंबे काल तक इलाज चला। हर व्यक्ति को अपने भाग्य अनुसार मिलता है। कोई किसी का भाग्य नहीं छीन सकता। कई लोग हमेशा चिंता में रहते हैं कि हमारा भविष्य कैसा होगा, हमारे साथ भविष्य में क्या होगा।

तनाव मुक्त रहने के लिए हमेशा यह सोचो, जो हुआ वो अच्छा था, जो हो रहा है वो भी अच्छा है और जो होगा वो भी अच्छा ही होगा।



गौरव वर्मा

जूनियर मैनेजर (लॉजिस्टिक्स)

अगर हम किसी का आदर करते और वो हमारा आदर नहीं करता तो भी अपनी सोच को नकारात्मक न बनाये! अपना विश्वास ऐसा बना ले कि मैं वो करूँगा जिस से मेरा मन संतुष्ट होगा। मन में किसी के प्रति नाकारात्मक भावना न आने दें।

**महात्मा गाँधी के तीन बंदर – बुरा न देखे, बुरा न बोले, बुरा न सुने, के साथ-साथ एक और 'बुरा न सोचे' भी जोड़ ले।**

अगर कोई गलती होती है तो तुरन्त क्षमा माँग ले। छोटे को स्नेह दे और बड़े का आदर करें। दूसरो की कमियाँ बार-बार न निकाले, नहीं तो वे एक दिन आप में भी आ जायेंगी।



अपने आप को ज्यादा समझदार व दूसरो को मूर्ख न समझें। एक बार एक पादरी से किसी व्यक्ति ने पूछा कि आप लोग आपस में मिलजुल कर रहते हैं इस का राज क्या है? पादरी ने सुंदर उत्तर दिया कि हम एक-दूसरे की विशेषताओं को देखते हैं। जितना हम दूसरो की बुराइयाँ देखेंगे, अपने लिए उतने ही शत्रु तैयार करेंगे।

अगर हमारी कामनाये 100% प्रतिशत है तो हमारी खुशी शून्य है। अगर हमारी कामनाये शून्य है तो हमारी खुशी 100% है। अगर खुशी नष्ट तो शान्ति भी नष्ट है। किसी की जिन्दगी में दखल दे कर अपनी स्थिति खराब न करें। जीवन जीने की कला को जान कर जिन्दगी का आनंद लें।

इस प्रकार तनाव मुक्त एवं खुशहाल जीवन व्यतीत करें।

**परमात्मा की याद में रह कर कर्म करने से विकर्म नहीं बनते हैं।**

**सुरब-शान्ति सांसारिक साधनों में नहीं, अपने सत्य स्वरूप को पहचानने में है।**

## A FASCINATING STORY

A lady in a faded grey dress and her husband, dressed in a homespun suit walked in timidly without an appointment into the Harvard University President's outer office. The secretary could tell in a moment that such backwoods, country hicks had no business at Harvard and probably didn't even deserve to be in Harvard.

"We want to see the President "the man said softly.

"He'll be busy all day "the secretary snapped.

"We'll wait" the lady replied.

For hours the secretary ignored them, hoping that the couple would finally become discouraged and go away. They didn't and the secretary grew frustrated and finally decided to disturb the president.

"Maybe if you see them for a few minutes, they'll leave" she said to him.

The President, stern faced and with dignity, strutted toward the couple.

The lady told him "We had a son who attended Harvard for one year. He loved Harvard. He was happy here. But about a year ago, he was accidentally killed. My husband and I would like to erect a memorial to him, somewhere on campus."

The president wasn't touched.... He was shocked. "Madam "he said, gruffly, "we can't put up a statue for every person who attended Harvard and died. If we did, this place would look like a cemetery."

"Oh, no," the lady explained quickly "We don't want to erect a statue. We thought we would like to give a building to Harvard."

The president rolled his eyes. He glanced at the gingham dress and homespun suit, and then exclaimed, "A building! Do you have any earthly idea how much a

building costs? We have over seven and a half million dollars in the physical buildings here at Harvard."

For a moment the lady was silent. The president was pleased. Maybe he could get rid of them now. The lady turned to her husband and said quietly, "Is that all it costs to start a university? Why don't we just start our own?"

Her husband nodded. The president's face wilted in confusion and bewilderment. Mr. and Mrs. Leland Stanford got up and walked away, traveling to Palo Alto, California

where they established the University that bears their name. Stanford University, a memorial to a son that Harvard no longer cared about.

Most of the time we judge people by their outer appearance, which can be misleading. And in this impression, we tend to treat people badly by thinking they can do nothing for us. Thus we tend to lose our potential good friends,

employees or customers. It is you who have to decide with whom you are getting associated in day-to-day life.

To end this beautiful story with a note:

***Small people talk about others,***

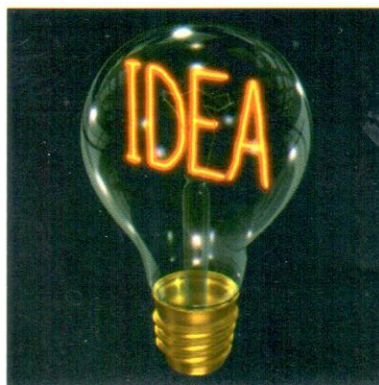
***Average people talk about things and***

***Great people talk about ideas.***

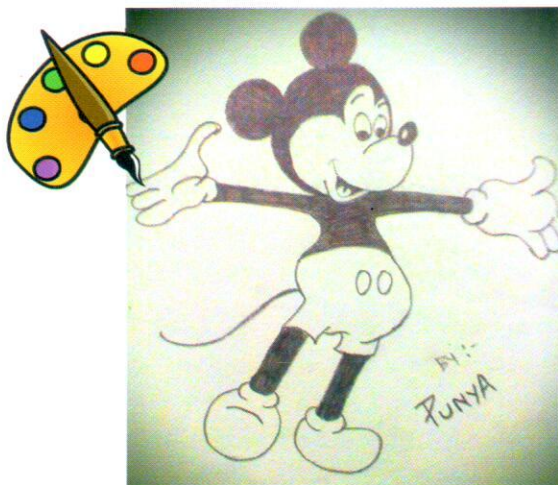
(Source: Wisdom Pearls)



**Sugandha Sharma**  
Jr. Manager (HR)



## ARTISTIC CORNER



**Puniya Singla**  
Jr. Manager (BD)



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

## Jumbled History



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

Abraham Lincoln was elected to Congress in 1846.  
John F. Kennedy was elected to Congress in 1946.

Abraham Lincoln was elected President in 1860.  
John F. Kennedy was elected President in 1960.

Both were particularly concerned with civil rights.  
Both wives lost their children while living in the White House.

Both Presidents were shot on a Friday.  
Both Presidents were shot in the head

**Now it gets really weird.**

Lincoln's secretary was named Kennedy.  
Kennedy's Secretary was named Lincoln.

Both were assassinated by Southerners.  
Both were succeeded by Southerners named Johnson.

Andrew Johnson, who succeeded Lincoln, was born in 1808.  
Lyndon Johnson, who succeeded Kennedy, was born in 1908.

John Wilkes Booth assassinated Lincoln, was born in 1839.  
Lee Harvey Oswald assassinated Kennedy, was born in 1939.

Both assassins were known by their three names.  
Both names are composed of fifteen letters.

**Now hang on to your seat.**

Lincoln was shot at the theatre named 'Ford'.  
Kennedy was shot in a car called 'Lincoln' made by 'Ford'.

Lincoln was shot in a theatre & his assassin ran & hid in a warehouse.

Kennedy was shot from a warehouse & his assassin ran & hid in a theatre.

# HAPPY BIRTHDAY

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

Name	Designation	Date of Birth
Dinesh Sharma	Manager - BD	02 April
U.Swaminathan	Executive Assistant	02 April
Sanjay Poddar	Manager - A & F	01 May
Chanchal Nim	Jr. Manager - CC	05 May
Ashwini Agrawal	DGM - BD	11 May
Nikunj Tomar	Dy. Manager - BD	14 May
Neeraj Soni	Executive - Accounts	21 May
Rakesh Sharma	Jr. Manager - Accounts	30 May
Chandrakant Bharati	Asstt. Manager - BD	01 June
G.Durga Prasad	Sr. Executive - Logistics	05 June
K.S. Parthasarathy	Asstt. Manager - BD	17 June

# HAPPY ANNIVERSARY

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

Name	Designation	Date of Marriage
Neeraj Meena	Executive - Sales Support	14 April
Anil Kumar	Executive - Store	25 April
Chandrakant Bharati	Asstt. Manager - BD	11 May
Sanjeev Raghuwansi	Asst. Manager - R & D	15 May
O.P.Shukla	Manager - Production	18 May
K.S. Parthasarathy	Asstt. Manager - BD	28 May

# WELCOME TO THE CATALYSTS GROUP

Name	Designation	Date of Joining
Akansha Sharma	Executive - R & D	08 April
Nitin Kumar	Sr. Executive - Accounts	16 May
C. Mohana Krishnan	Manager - BD	29 May
Punya Singla	Jr. Manager-BD(Int.)	11 June
Gautam Kapoor	DGM - BD (Sugar)	15 June

# CATALYSTS NEWS

## ● Catalysts Group presents strong fiscal year 2012 at the 2013 Annual Meeting.

The 2013 Annual Meeting of **The Catalysts Group** was held on 10-12 April in Vits Business Park, Sahibabad. It was the foremost business gathering of the group.

The Meeting created a unique opportunity for Management & Employees to exchange the new, innovative strategies, solutions for the new fiscal year & share the achievements, challenges faced during the last year.

All employees enjoyed the evening with dancing, playing team building games & delicious dinner.

## ● The Catalysts Group Organized Women Self Defense Training for females.

These days women's safety has come to the forefront in Delhi / NCR. There are newspaper reports about the harassment that women staff is facing and the constant state of 'fear' that they have to live in.

Women Safety Training is now a days mandatory for every female as well as for every company who is having female staff. Therefore, we conducted a four hour women Self Defense Training by Invictus.

In this training we trained our female employees, wives, daughters & sisters of employees.

We received a good response in participation. We also distributed participation certificates to all female participants.

- We also conducted training on Negotiation Skills for the employees to learn pre & post bargaining stages for any sale or purchase of product or services to enhance their negotiation skills.

News Desk  
Catalysts Group

## FUN ZONE

### Laughter Therapy

- A kindergarten teacher handed out a coloring page to her class.

On it was a picture of a duck holding an umbrella. The teacher told her class to color the duck in yellow and the umbrella green, however, Pappu, the class rebel, colored the duck in a bright fire truck red.

After seeing this, the teacher asked him, "Pappu, how many times have you see a red duck?"

Young Pappu replied with, "The same number of times I've seen a duck holding an umbrella."

- Wife: You always carry my photo in your handbag to the office. Why?

Husband: When there is a problem, no matter how impossible, I look at your picture and the problem disappears.

Wife: You see, how miraculous and powerful I am for you?

Husband: Yes, I see your picture and say to myself, 'What other problem can there be greater than this one?'



Home Minister Shinde says he extended his stay in US, even after the brutal naxal attack in Bastar, because he had appointment with an eye specialist.

### Guess the Picture ?????

"The man of the series in the World Cup & The victorious Indian skipper"

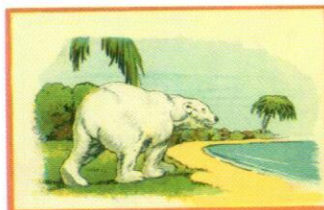
Start guessing picture. To win, email your entries - [magazine@thecatalystsgroup.com](mailto:magazine@thecatalystsgroup.com)



Vol 5 winner is **C.P.Sharma, Gujarat Ambuja Exports Ltd.** and the correct answer was **Kiran Bedi**

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 suprizе gift.

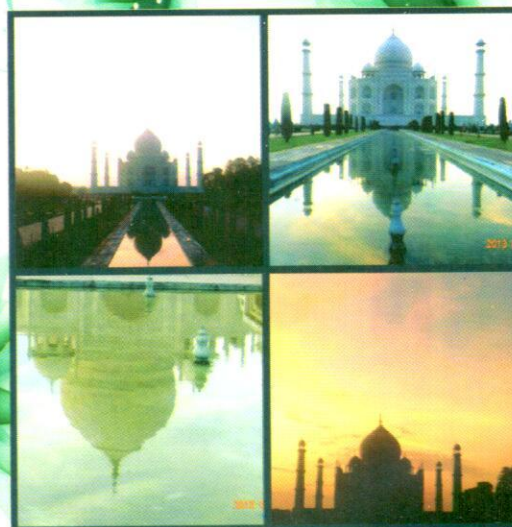
Vol 5 winner is **Dharmender Pathak, Jr. Manager - R&D** and the correct answer - **Belt holes were missing in belt.**

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

## Glimpse of TAJ



Photography by  
**Mahendra Verma**  
(Dy. Manager - BD)



## EVENTS @ CATALYSTS

### 2013 - Annual Meet of The Catalysts Group

