

VOL 8 (September) 2013

Not for sale

Catalysts **connect**

**UNICA revises sugarcane,
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Basics about Alcohol

Top 10 beer myths busted

10 Sales Basics for Success

**Diet Tips For Busy Office-Goers,
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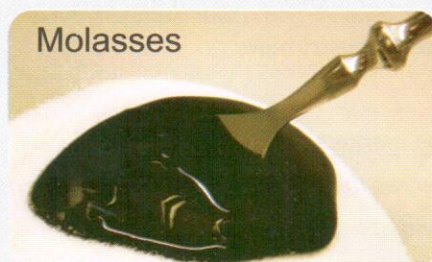
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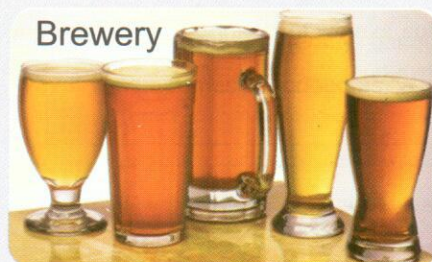
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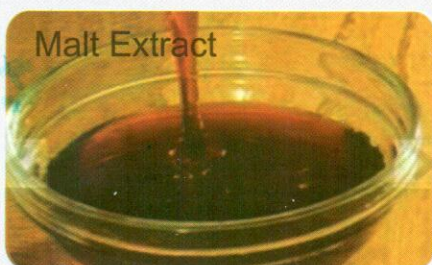
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MESSAGE FROM THE DIRECTORS

Dear Readers,

Greetings to all !

Welcome to the second monthly edition of *The Catalysts connect*, our industry bulletin that keeps you up to speed with the latest industry news.

For the markets and for the business, it's been another busy quarter, as the industry proves once again that it's impossible to stand still but our products & customer oriented services stay ahead from all the negative conditions. Since the quarter has not yet closed, it is too soon to offer exact numbers, but we stated that we expect to report revenues for Q3 with an increase in 40% than last quarter.

Our diversified business model, strategic investments and ever-growing product portfolio put *The Catalysts Group* in a position for growth.

We strongly believe that the prioritization of our strategic initiatives will make our company stronger and deliver value to our Customers in the short term and the long term. We owe our success to our esteemed clients for the trust & understanding, & of course to our employees who have been the backbone of the leading edge performance & services.

I would like to thank to our customers, who let us cherish this pride, and enunciate that we will sustain our support and our operations by being worthy of their trust and maximize our success rate.

With due regards

Munish Madaan
Managing Director

Dear All,

We are pleased with the quarter. We made meaningful progress this quarter in our transformation to a employee & clients centric company.

We motivate and serve the employees and encourage them for an out-of-the-box approach which includes strategy and execution.

Today, we have certified Manufacturing unit, Trademarked products, Well equipped & state-of-art labs with qualified customer support team to provide customized solutions as per the need of customers.

With International & National quality certifications we are enriched with the credibility, recognition & worldwide trust. *The Catalysts group*, since the very beginning has been at the fore front of delivering superlative products & customer oriented services.

Our performance characteristics are uniquely defined by our work culture and everything we do. Our culture begins with our four values that drive everything we do: Trust, Integrity, Innovation and Involvement.

I want to close by thanking you again for the great work our employees are doing for our customers and for our company - and by reminding you that while we have big challenges, the history of *Catalysts* is a history of challenges met, and we wish you well for the coming future.

With Warm Regards,

Aditya Malhotra
Director

UNICA revises sugarcane, ethanol projections

UNICA, the sugarcane association of Brazil, has revised its sugarcane forecast for the 2013-'14 season, reducing the crush estimate by 0.44 percent, from 589.6 million metric tons to 587 million metric tons.

The new estimate is a 10.18 percent increase when compared to the volume of sugarcane processed during the previous harvest.

UNICA also reported that the sugar content estimate for the cane has also been reduced by 1.98 percent, for a new projected level of 136.7 kilograms of total recoverable sugars per ton of cane.

The new estimate is 1.16 percent lower than last year's sugar content rate of 135.57 kilograms of total recoverable sugars per ton.

The new forecast for ethanol is 25.37 billion liters of production, including 10.9 billion liters of anhydrous ethanol and 14.14 billion liters of hydrous ethanol. UNICA forecasts 2.7 billion liters of ethanol will be exported.

In late September, UNICA reported that sugarcane processing mills in the country's South Central region processed 42.84 million tons of sugarcane during the first half of September, up 2.09 percent compared to the quantity processed during the same period of last year. However, the volume of sugarcane processed decreased by 11.73 percent compared to data for the second half of August.

From the start of the current season through mid-September, the cane crush totaled 406.26 million tons, up 16.21 compared to the same period of 2012.

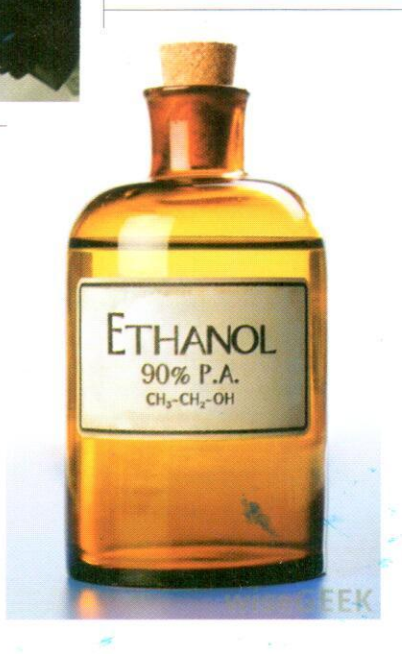
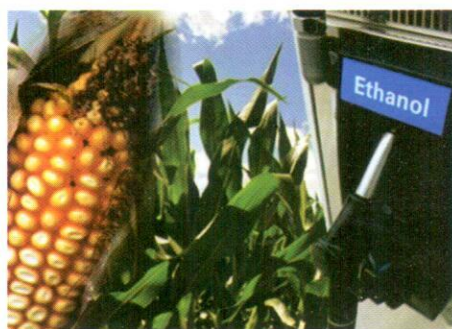
Approximately 49.14 percent of the sugarcane processed during the first half of September was converted into ethanol. During the first half of September 2012, 49.5 percent of the sugarcane was processed into ethanol.

The region produced 1.88 billion liters (269.46 million gallons) of ethanol during the first half of September, including 1.02 billion liters of hydrous ethanol and 864.77 million liters of anhydrous ethanol.

According to UNICA, total ethanol production so far this season has reached approximately 17.24 billion liters.

UNICA also reports that South-Central mills sold 1.02 billion liters of ethanol during the first half of September, up from 971.73 million liters during the same period of last year. Approximately 117.38 million liters of the sales volume was exported.

From April 1 through mid-September, South-Central mills sold 12.02 billion liters of ethanol, with 1.74 billion gallons of that volume exported.



Basics about Alcohol

What is "alcohol"?

The word "alcohol" derives from Arabic al-kuhul and is applied to the many members of the family of alcohols. The one found in beer, wine, and spirits is called ethanol or ethyl alcohol. It is a simple molecule with the chemical formula C_2H_5OH , often abbreviated as EtOH. It is the presence of the $-OH$ combination (the hydroxyl group) attached to a carbon atom that makes a molecule a member of the alcohol family.

The simplest form of alcohol is methanol (methyl alcohol, CH_3OH), sometimes also called "wood alcohol" because it can be produced by fermentation of wood. Other members of this family include glycol (found in anti-freeze for cars), propanol or propyl alcohol (rubbing alcohol), and cholesterol, a complicated molecule vital for many bodily functions and which, in excess, can cause serious illnesses such as heart disease.

The chemistry of ethanol

An interesting characteristic of ethanol is its very small size in comparison with the other molecules with which it interacts in the human body. However, each one of these tiny molecules has the power to affect the body's biochemistry.

Another characteristic of the ethanol molecule is that it carries a small electrical charge, which is crucial to its behavior in the body. Its slightly negative charge allows ethanol to react with the slightly positive charge on a water molecule, allowing it to dissolve. Since ethanol mixes well with water, it can easily penetrate our water-filled human bodies and pass into the blood stream.

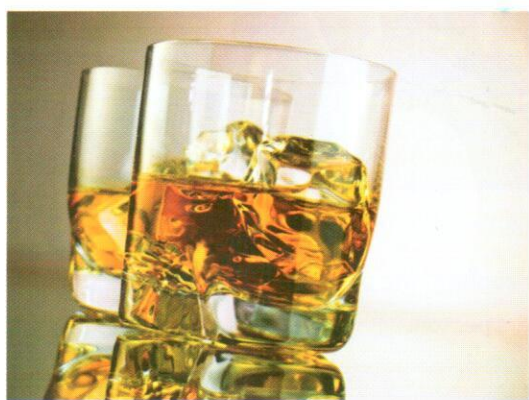
Ethanol is also soluble in oils. This means that ethanol can



Manav Prakash Sharma
(Sr. Executive - QA/QC)

easily pass through the membranes of cells, which are made largely of fat molecules.

Thus, ethanol can roam freely throughout the body. Because it dissolves easily in water, it is rapidly absorbed from the digestive tract and mixes easily with blood; because it also dissolves in fats, it can pass easily through cell membranes. Together, this means that ethanol moves and works quickly in the body.



The breakdown of ethanol

The body contains powerful enzymes that are responsible for breaking down ethanol and for eliminating its by-products. As ethanol enters the stomach, it stimulates increased secretion of acid and also the enzyme alcohol dehydrogenase, which is the first line of attack in the breakdown process. This enzyme converts ethanol into an inactive form called acetaldehyde. While this molecule

does not have the effects of ethanol, it can damage cells.

Therefore, to make sure that acetaldehyde is also eliminated from the body, a second enzyme takes over—aldehyde dehydrogenase—and turns acetaldehyde into an inactive and innocuous molecule called acetic acid.

Only some of the ethanol ingested is broken down in the stomach. Most of it passes into the small intestine and from there into the blood stream, which sends it on to the liver. The liver is the organ that breaks down most of the ethanol consumed. It is therefore also the organ that will take the largest toll from alcohol, especially from the toxic effects of acetaldehyde. This is the reason why people who drink heavily

and over long periods of time often develop liver damage called cirrhosis.

Not all people have the same amounts of the two enzymes that break down ethanol. Women generally have less alcohol dehydrogenase in their stomachs, which, as it will be discussed later, makes them more susceptible to the effects of alcohol. Since it cannot be broken down as quickly, more ethanol passes into the blood and body, where it lingers longer than in men.

Some people, in particular Asians, often have a genetically different form of aldehyde dehydrogenase that is not active. This leads to the so-called "flushing reaction," where the person becomes hot and sweaty, dizzy, nauseous, and turns red in the face. In addition, many Asians also have an inactive form of alcohol dehydrogenase, the enzyme that produces the toxic breakdown product acetaldehyde. This makes such individuals much less able to eliminate the molecule from their bodies.

Ethanol (or ethyl alcohol) has the chemical ability to enter the bloodstream and various organs in the body very quickly. In fact, in the four or five seconds it takes for a mouthful of beer to reach the stomach, ethanol is already being absorbed by the gastro-intestinal tract (stomach and small intestine). From there, alcohol passes to the brain, where it acts on the neurochemical pathways that control many of your functions. The ethanol contained in beer, wine, and spirits has the same effect on the body.

The general effects of alcohol

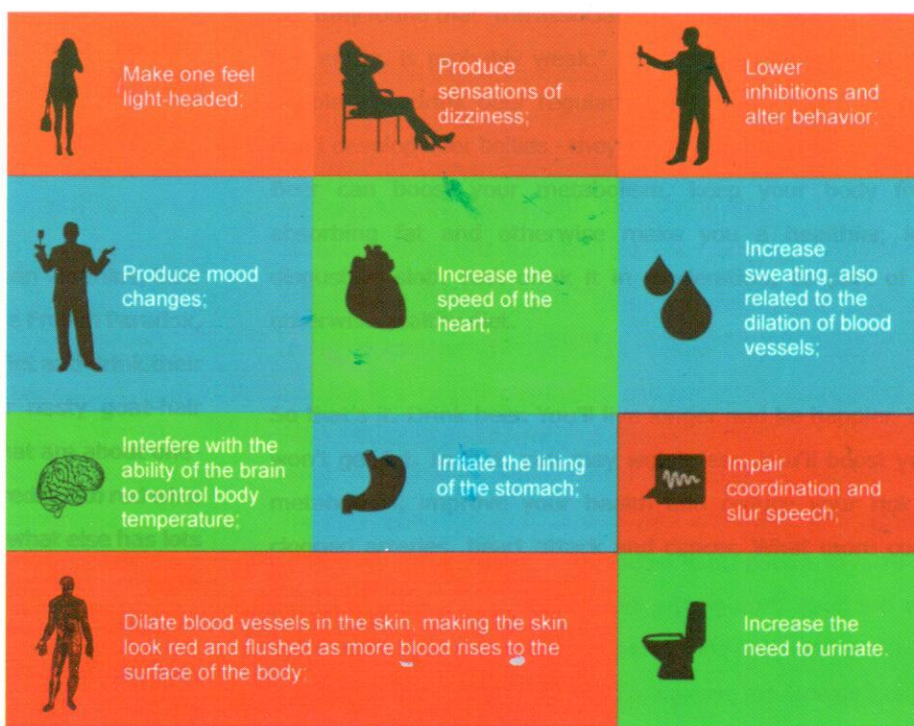
Alcohol (this term will be used to refer specifically to ethanol) acts on the brain as an anesthetic, sedative, and stimulant, depending on how much of it is consumed. The effects of alcohol change the more one drinks. Many people drink alcohol for these effects.

However, it is important to know that drinking in excess can also be extremely harmful.

In relatively small amounts alcohol can:

- Make one feel light-headed;
- Produce sensations of dizziness;
- Lower inhibitions and alter behavior;
- Produce mood changes;
- Increase the speed of the heart;
- Dilate blood vessels in the skin, making the skin look red and flushed as more blood rises to the surface of the body;
- Increase sweating, also related to the dilation of blood vessels;
- Interfere with the ability of the brain to control body temperature;
- Irritate the lining of the stomach;
- Impair coordination and slur speech;
- Increase the need to urinate.

Of course, there are also other consequences of these effects. For example, perhaps the most obvious primary effect of lowering inhibitions and altering behavior also makes people more friendly and extroverted. This (generally beneficial) effect of alcohol is why it is sometimes described as "a social



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lubricant."

There are also potentially negative effects, such as, for some people, increased bravado and a greater willingness to be sexually active. Some people who drink—even at relatively low levels—may become aggressive and even violent.

Drinking more heavily increases the sense of irritability, euphoria, and also makes control of movements and speech increasingly difficult. People who drink very heavily are likely to eventually pass out. If they have been drinking up to and beyond a certain point, they may fall into a coma. At extreme levels of drinking, people may even die of what is called acute alcohol poisoning.

The hangover

Hangovers are a common short-term effect of drinking too much alcohol. Headaches, nausea, dry mouth, lethargy, and an increased sensitivity to light and sound are typical symptoms.

Much of the unpleasant sensation associated with hangovers is due to dehydration.

Alcohol is a potent diuretic. It blocks the release of a hormone responsible for recycling water in the blood stream through the kidneys. This hormone is called anti-diuretic hormone (ADH). Water usually reabsorbed into the blood stream is now channeled out of the body to flush out the alcohol and its metabolites. The body needs water to break down alcohol, and it is important that water be replenished.

Dry mouth and headaches are a direct result of dehydration and changes in pressure within blood vessels. Fatigue, lethargy, and weakness that also accompany hangovers are the result of a build-up of lactic acid, which is normally cleared from the body through the liver. Lactic acid is familiar to all those who have had sore muscles from exercising. When high levels of alcohol are present in the body, the liver's first priority

is to eliminate it from the system, allowing other toxins (including lactic acid) to build up.

Alcohol also stimulates acid to be released into the stomach, as discussed earlier. The increased acid results in queasiness.

It is possible to prevent the symptoms of the hangover by drinking plenty of water and other non-alcoholic fluids after drinking. This will allow the body to regain its balance and more efficiently clear alcohol and its breakdown products from the system.

It is important to bear in mind that beer, wine, and distilled spirits all produce hangovers when too much of any of them is consumed.

What is "a drink"?

In order to determine how much alcohol an individual has consumed, two pieces of information are needed: the volume contained in the glass or container used and information on how much of that volume is ethanol.



It is then possible to calculate the total amount of alcohol in each drink. It is useful to remember that the following contain approximately the same amount of alcohol:

1 small beer = 1 small glass of wine = 1 nip of spirits = 1 UNIT of ALCOHOL

In some countries, there is an official "standard" size for drinks. This standard is used to:

- Allow servers in bars and restaurants to measure how much they are serving;
- Allow customers to know what they are being served; and
- Give advice to people on how much they are drinking and what the potential effects are likely to be on their health.

In most countries where the standard is defined, 10g of ethanol is considered to be a drink or unit. However, in the United

States, for example, a standard drink contains 14g, while a U.K. standard unit contains 8g of ethanol.

Using these standard drinks as guides, some countries have issued official advice and guidelines regarding how much alcohol adult individuals can drink with little or no risk for harm to their health. We have already discussed the difference between men and women in how alcohol is metabolized in the body. Official drinking guidelines take these differences into account and most of them suggest that women drink less than men. Such recommendations are based on the best available scientific evidence about drinking levels and their effects on the human body. Where the exact recommendations are set varies between different countries.

It is generally accepted that the effect of alcohol, in both the long-and short-term, has more to do with how much alcohol is consumed and the way in which it is consumed, than whether it is in the form of beer, wine, or spirits.

Amount of alcohol consumed or drinking pattern?

Traditional views about the effects of alcohol—especially the dangers of alcohol abuse—concentrate on the total amount of alcohol a person consumes. Conventionally, the total amounts consumed by all the people within a particular population (for example, in a single country) are added together and then divided by the number of people in that population. This gives an average amount of alcohol consumed per person, or average per capita consumption.

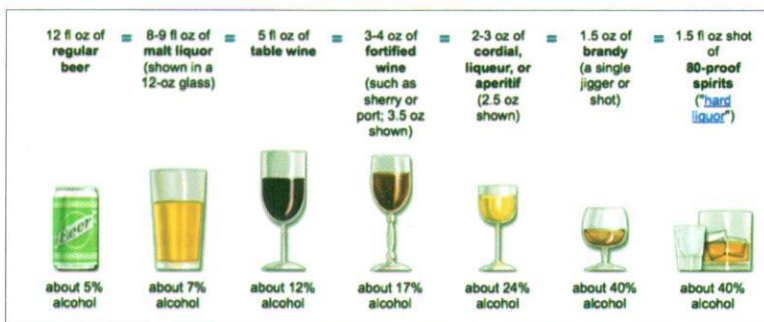
As we all know, not all of us drink in the same way. Some of us drink little and rarely, some drink every day, others may drink a lot, and still others nothing at all. It is therefore unlikely that we will all have the same effects as a result of our drinking. It is just as unrealistic to suggest that we should all change our drinking behavior in the same way.

It would be more useful, therefore to look at the way in which individuals drink—or their drinking patterns. Drinking patterns describe a range of facets of drinking behavior. Patterns of drinking are at least as important as levels of alcohol consumption in predicting whether people will experience problems with their drinking.

What do we mean by "patterns" of drinking? Patterns refer to several different aspects of drinking behavior.

These include:

- When a person drinks (e.g., during meals, at special occasions or events, at the end of the work day);
- How often an individual drinks heavily and under what circumstances (e.g., to relieve stress, at parties or sporting events, on a daily basis);
- With whom people drink (e.g., with family around the dinner table, with friends in a restaurant or a bar, alone at home);
- What individuals are drinking (e.g., beer, wine, or spirits made according to safety and quality standards



or "moonshine" that may be contaminated,

- The drinking culture (e.g., is drinking seen as acceptable behavior or something that is frowned upon, is there peer pressure to drink heavily?).

Some people drink heavily within a short period of time on certain occasions. This is typically called "binge" drinking. All in all, this is a negative drinking pattern, often associated with adverse health and social consequences.

10 beer myths busted



Mahendra Verma
(Dy. Manager- BD)

Here are 10 reasons why beer is not really bad for you, if had in moderation. Please note, this is not an encouragement to imbibe, especially if you are a teetotaler or have a medical condition

1. Beer drinkers live longer

Moderate drinking is good for you, and beer is good for moderate drinking. Everyone knows that if you drink too much, it's not good for you. Let's not pull punches: If you're a drunk, you run into things, you drive into things, you get esophageal cancer, you get cirrhosis and other nasty conditions. But more and more medical research indicates that if you don't drink at all, that's not good for you either.

According to numerous independent studies, moderate drinkers live longer and better than drunks or teetotalers. Beer is perfect for moderate drinking because of its lower alcohol content and larger volume compared with wine or spirits. And as that old radical Thomas Jefferson said, "Beer, if drank with moderation, softens the temper, cheers the spirit, and promotes health." And he didn't need a scientific study to tell him that.



2. Beer is all-natural

Some know-it-alls will tell you that beer is loaded with additives and preservatives. The truth is that beer is as all-natural as orange juice or milk (maybe even more so - some of those milk & OJ labels will surprise you). Beer doesn't need preservatives because it has alcohol and hops, both of which are natural preservatives. Beer is only "processed" in the sense that bread is: It is cooked and fermented, then filtered and packaged. The same can be said for Heineken.

3. Beer is low in calories, low in carbohydrates and has no fat or cholesterol

For a completely natural beverage, beer offers serious low-calorie options. Twelve ounces of Guinness has the same number of calories as 12 ounces of skim milk: about 125. That's less than orange juice (150 calories), which is about the same as your standard, "full-calorie" beer. If beer were your only source of nutrition, you'd have to drink one every waking hour just to reach your recommended daily allowance of calories (2,000 to 2,500). And nobody's recommending you drink that many. The only natural drinks with fewer calories than beer are plain tea, black coffee and water. Surely, beer is loaded with those fattening carbohydrates, right? Wrong again. The average beer has about 12 grams of carbs per 12-ounce serving.

The U.S. Recommended Daily Allowance is 300 grams of carbohydrates in a standard 2,000-calorie diet. In other words, you would need to drink an entire 24-pack case of beer - and then reach into a second case - simply to reach the

government's recommended daily allotment of carbohydrates. You're better off munching an apple or drinking some soda pop if you want to carbo-load. Each has about 35 to 40 grams of carbs - three times the number found in a beer. Also, beer has no fat or cholesterol.

4. Beer improves your cholesterol

Beer not only has no cholesterol, it can actually improve the cholesterol in your body. In fact, drinking beer regularly and moderately will tilt your HDL/LDL cholesterol ratios the right way. You've got two kinds of cholesterol in your system: HDL, the "good" cholesterol that armor-plates your veins and keeps things flowing, and LDL, the "bad" cholesterol that builds up in your veins like sludge in your bathtub drain. Beer power-flushes the system and keeps the HDL levels up. According to

some studies, as little as one beer a day can boost your HDL by up to 4 per cent.

5. Beer helps you chill

The social aspects of moderate drinking are solidly beneficial to your health. In other words, to get out every now and then and relax with your buddies over a couple of beers

6. Beer has plenty o' B vitamins

Beer, especially unfiltered or lightly filtered beer, turns out to be quite nutritious, despite the years of suppression of those facts by various anti-alcohol groups. Beer has high levels of B vitamins, particularly folic acid, which is believed to help prevent heart attacks. Beer also has soluble fiber, good for keeping you regular, which in turn reduces the likelihood that your system will absorb unhealthy junk like fat. Beer also boasts significant levels of magnesium and potassium, in case you were planning on metal-plating your gut.

7. Beer is safer than water

If you're someplace where you are advised not to drink the water, the local beer is always a safer bet. It's even safer than the local bottled water. Beer is boiled in the brewing process and is kept clean afterwards right through the bottle being capped and sealed, because if it isn't, it goes bad in obvious ways that make it impossible to sell. Even if it does go bad, though, there are no life-threatening bacteria (pathogens) that can live in beer. So drink up - even bad beer is safer than water.

8. Beer prevents heart attacks

If you want to get a bit more cutting-edge than vitamins, beer has other goodies for you. You've heard of the French Paradox, how the French eat their beautiful high-fat diet and drink their beautiful high-booze diet and smoke their nasty goat-hair cigarettes, but have rates of heart disease that are about one-third that of the rest of the world? It's been credited to red wine and the antioxidants it contains. Hey, guess what else has lots of antioxidants, as many as red wine? Dark beer! According to the American Heart Association, "there is no clear evidence that wine is more beneficial than other forms of alcoholic

drink." One study profiled in the British Medical Journal in 1999 said that the moderate consumption of three drinks a day could reduce the risk of coronary heart disease by 24.7 per cent.

9. Beer fights cancer

The most amazing beer and health connection is something called xanthohumol, a flavonoid found only in hops. Xanthohumol is a potent antioxidant that inhibits cancer-causing enzymes, "much more potent than the major component in soy," according to Dr. Cristobal Miranda of the Department of Environmental and Molecular Toxicology at Oregon State University. This xanthohumol-stuff is so good for you that the Germans have actually brewed a beer with extra levels of it.

10. Beer does not give you a beer belly

A study done by researchers at the University College of London and the Institut Klinicka Experimentalni Mediciny in Prague in 2003 showed no connection between the amount of beer people drank and the size of their overhang. "There is a common notion that beer drinkers are, on average, more 'obese' than either non-drinkers or drinkers of wine or spirits," the researchers said.

But they found that "the association between beer and obesity, if it exists, is probably weak." Most studies have found that people who drink beer regularly (and moderately) not only don't develop beer bellies - they weigh less than non-drinkers. Beer can boost your metabolism, keep your body from absorbing fat and otherwise make you a healthier, less disgusting slob. Just drink it in moderation, as part of an otherwise healthy diet.

So that's it. Drink beer. You'll live longer and be happier. You won't get fat. In fact, you may weigh less. You'll boost your metabolism, improve your health and reduce your risk of clogged arteries, heart attack and cancer. What more could you want?

10 Sales Basics for Success



Ashwini agarwal
(DGM - Business Development)

Even if you think you're well versed in the selling basics, it's important to keep your skills razor sharp. Sales fundamentals like listening and asking questions may make the difference between winning and losing, so don't assume that a refresher course in the basics is beneath your level of expertise.

These 10 reminders will keep your skills polished and form a strong selling foundation for career-long success.

1. Listen intently

The 80/20 rule bears repeating: Spend 80 percent of your time listening, and only 20 percent talking. You're there to serve your customer's needs, but you won't be able to if you don't stop talking long enough to uncover them.

Ask a lot of questions, and take notes on the answers to force you to listen carefully and help ensure that you remember important points of the conversation. Sit on the edge of your seat, and be fascinated by what your prospects have to say – a big sale may be riding on every word.

2. Ask questions first, present later

Make sure you understand their needs, wants, expectations and feelings 100 percent so that your presentation hits all of their hot buttons.

Ask questions first to ensure that you don't share all your good news on page one – it may help build your prospect's trust by

showing them that their needs come before your desire to sell to them.

3. Uncover needs – don't presume them

Just as no competent doctor prescribes treatment before thoroughly examining a patient, you should let your prospects tell you what they need instead of assuming that you already know.

Should you make product or service recommendations without consulting them, they may question your competence and intentions. Remember – your prospects know themselves and their businesses best. Give them a chance to share that knowledge with you to benefit you both.



4. Uncover the budget

Once you and your prospects know how much they can spend, both of you can consider a buying decision more seriously.

Assure prospects that you'll do your best for them regardless of the size of their budget. When you've proven your honesty and reliability with a small order, your customers may reward you with more and bigger ones. If your prospect seems uncomfortable discussing money, ask for a ballpark figure, and work from there.

5. Uncover the decision making process

Presentations demand a lot of work and time, so make sure you present to those who can reward your effort with a sale. It may take longer to reach all of the decision makers, but trying to sell to non decision makers simply wastes time – yours and theirs.

Instead of presenting to the wrong people, spend your time building trust with gatekeepers who hold the key to the decision maker's office and your next sale.

6. Build rapport without going overboard

Salespeople who try too hard to make friends of their prospects may be doing more harm than good. Most prospects want a salesperson who will be an informative industry resource, problem solver and reliable business partner – not a golfing buddy.

Stick to impressing prospects with your honesty and expertise instead of your winning personality.

7. Don't answer unspoken objections

When customers voice concerns, uncover the real issue by asking them why they raised that point.

You never know just how much your prospects know about your product, so don't volunteer information they may perceive as being negative.

8. Customize the sale

We all like to be treated like the special, unique individuals that

we are, so tailor your selling style to suit each of your prospects. To keep them happy and comfortable, observe their personality and character closely, then conduct yourself accordingly.

The more your customers feel like the center of your attention, the more likely they are to return for more of the VIP treatment.

9. Go with the flow

Few people really like to be sold, and fewer still enjoy being manipulated. Your desire to close a sale is secondary to your customers' needs – make sure you can really help the prospects you target.



When your product or service truly solves a problem, you shouldn't have to manipulate the buyer into a purchase. The hard sell usually only raises the prospect's defenses. Instead, take greater control of the sale by turning some of it over to the customer.

10. Have a selling system

Make sure you have a proven system that helps you generate prospects, set appointments, close sales and provide quality, consistent follow-up service.

When problems arise, your system will simplify diagnosing and treating them.

Good Selling!!

Diet Tips For Busy Office-Goers," A healthy eating pattern"

More office goers in the urban areas lead to a life where balance between work and leading a healthy lifestyle is the most difficult to maintain and sustain.

They do not care about their eating patterns and to add to it most office goers have sedentary office jobs which means they work for 8 or more hours and do not engage in any physical activity. They skip meals or eat unhealthy food from fast food corners or roadside stalls mainly because they are easily available, or due to lower cost or simply out of ignorance.

Wrong eating pattern brings shortage of important nutrients in your body and the health quotient starts decreasing gradually. Adopting poor eating patterns can contribute to obesity, heart problems, diabetes, digestive problems, skin problems, etc.

If you feel you are also unable to follow a healthy diet regime or you have friends whose health is getting affected due to poor eating patterns then it is important to read these diet tips.

Do not skip meals:

More office goers skip their meals because of their busy schedules. Skipping meals makes you feel hungry and you tend to overeat the next meal. Additionally, when you skip a meal your blood sugar levels drop making you feel tired and sluggish. If you continue the pattern of skipping meals you can be setting yourself up for the development of diabetes later in life.

Eating healthy and in small portions through the day helps you



Sanjay Poddar
(Manager - Accounts & finance)

to balance your calorie intake and also keeps your blood sugar level balanced. Instead of eating three big meals, try to eat 5-6 small meals throughout the day.

Choose healthy options:

In the present push button era, eating packaged food is the latest fad, but we need to realize that these convenient foods are often high in fat and sodium and not good for health at all.



It is best to eat natural fresh food items at all times and completely avoid fast food items. Choose fruits and vegetables, whole and enriched grains, lean meats and seafood, beans nuts and more often. Studies suggest that you need a variety of nutrients for good health, and no single food supplies all of them.

Fruits and vegetables are full of natural vitamins, fiber, and anti-oxidants. They are very low in calorie and at the same time fill up your stomach quickly.

Nutritionist Pooja suggests, "Every individual should have at least 3-4 servings of fruits and 4-5 servings of vegetables every day. Fruits are easily available and can be carried to the office. Chana, khakra, kurmura (puffed rice) are other snack options which can be carried to the office and had as a mid meal snack."

Drink plenty of water:

It is necessary to drink at least 6-8 glasses of water or low

calorie drinks like vegetable or fruit juice each day. Drinking plenty of liquids helps you feel fuller and stops you from confusing thirst with hunger, and eating when you really just need a drink.

Pooja adds, "Keep a water bottle at your desk and sip regularly. To work efficiently and to think better, your brain depends on water flowing through your body."

Keep a Food diary:

It is always easy to write down what you eat and drink through the day as it helps to become more aware of your eating habits and problem areas. Understanding more about yourself is a powerful way to start making changes in your diet.

Eat consciously :

Try to make conscious choices about what you eat, especially when you are tempted to overeat.

In this busy life we tend to eat with a lot of unconsciousness which leads in overeating and wrong eating. When you pay attention to what you eat, its color, texture, freshness and seasonings you are satisfied in a deeper way than stuffing your stomach with food.

Stop judging food as good or bad:

Eating food that you love the most can make you feel guilty but eating foods like chocolates, ice cream, chips or any kind of junk once in a while in moderate portions is perfectly fine. If you feel guilty you can increase your physical activity to burn out the extra calories gained through the so called 'bad food'.

Believe in yourself:

This final diet tip equally important. If things go wrong don't panic. Learning new habits takes time. How you think, affects how you feel, and in turn the actions you take. Believe in yourself every day.

Bonus tips:

- Plan the day ahead think about breakfast, lunch, healthy snacks and an evening meal. Planning can take extra time and effort, but it will soon become a habit that will really make a difference.
- Have something healthy always with you like a fruit or some dry fruits to manage sudden hunger pangs.
- Reduce sugar intake.
- Lower salt intake.
- When eating out in restaurants skip the high fat butter,

dressings, cream or cheese sauces, and deep fried foods. Pile your plate with vegetables or salad.

- Watch the calories gained through alcohol and sugary sweet drinks like cola, quench thirst with water.



A healthy eating pattern does not mean that you need to go on a diet and cut with various foods. A healthy eating pattern means balancing between variety and portion control and eating your meals at regular timings.

Managing Time - Managing Self

Beat Work Overload. Be More Effective. Achieve More.

"Time is LIFE. It is irreversible and irreplaceable.

To waste your time is to waste your Life "

- ALAN LAKEIN



C. Mohanakrishnan
Manager (BD)

Time is remarkable and scarcest resource available to human beings. Whatever your requirements, time is the limiting factor in achieving anything. You cannot hire it, rent it, or buy it.

In economic terms, its supply is totally inelastic – no matter how high the demand, the supply will not and cannot be increased. Time is totally perishable, it cannot be stored, and Time is totally irreplaceable.

Biologically we appear to be ill-equipped to manage time. In an isolated darkened room, deprived of our main senses, we soon lose the track of time passing.

Goals of Time Management

- To be able to have control over your life - manage your time, don't let it manage you!
- To be healthier and happier (less stress).

Time Wasters:

- Personal
- Managerial
- Organizational
- Environmental

Personal Factors

Often people indicate the external factors to be the primary sources of time wastage. But when a proper time analysis is made, they discover that the man within is the main source generating such time wasters as :

1. HAZY Value Systems	8. Playing Safe
2. Excuses	9. Indecision
3. Past Experiences	10. Impatience with details
4. Procrastination	11. Insecurity
5. Lack of Self-Discipline	12. Frustration
6. Over cautious approaches	13. Habits
7. Lack of clarity of Purpose	14. Over socializing tendencies.

Many a time these personal factors make a person ineffective in the best of the systems.

Managerial Factors

1. Lack of Priorities	7. Incompetent subordinate
2. Unclear objectives	8. Personal loyalty seeking leadership
3. Inadequate policies/Procedures	9. Lost in operating details
4. Role ambiguities	10. Paper work/procedure-Mentally
5. Failure to delegate	11. Over management of subordinates
6. Poor filing/Information system	12. Unrealistic time estimates.

Organizational Factors

1. Lack of dynamism/direction	7. Confusion in priorities
2. Poor communication facilities	8. Role confusion
3. Boss-style, philosophy	9. Responsibilities without authority
4. Policies	10. Poor staffing policies
5. Short-term survival orientation	11. Unavailability of good people
6. Meetings-Lack direction	12. Inadequate feedback system

Environmental Factors

1. Interruptions	5. Social Myths on loyalty of long hour working
2. Excessive Public Relations demands	6. Political affinities/influences
3. Expectations of personal favors	7. Personal loyalty seeking leadership
4. Drop-in visitors	

PRACTICAL GUIDELINES FOR EFFECTIVE TIME INVESTMENT

1. VALUES
2. TIME INVESTMENT
3. TIME USAGE ANALYSIS
4. SELF AWARENESS
5. PRIORITIES
6. PLANNING= ANTICIPATION +ALTERNATIVES

Planning your time in practical terms means:

- a. Organization to-do list (daily)
- b. Weekly Planning guides /Desk Diary
- c. Selective Priorities
- d. Setting deadlines for responses, meetings and
- e. Practical Information System-Storing and Retrieval

7. BUSY Vs EFFECTIVE
8. INTERRUPTIONS

TIME MANAGEMENT FOR COUNTERING STRESS

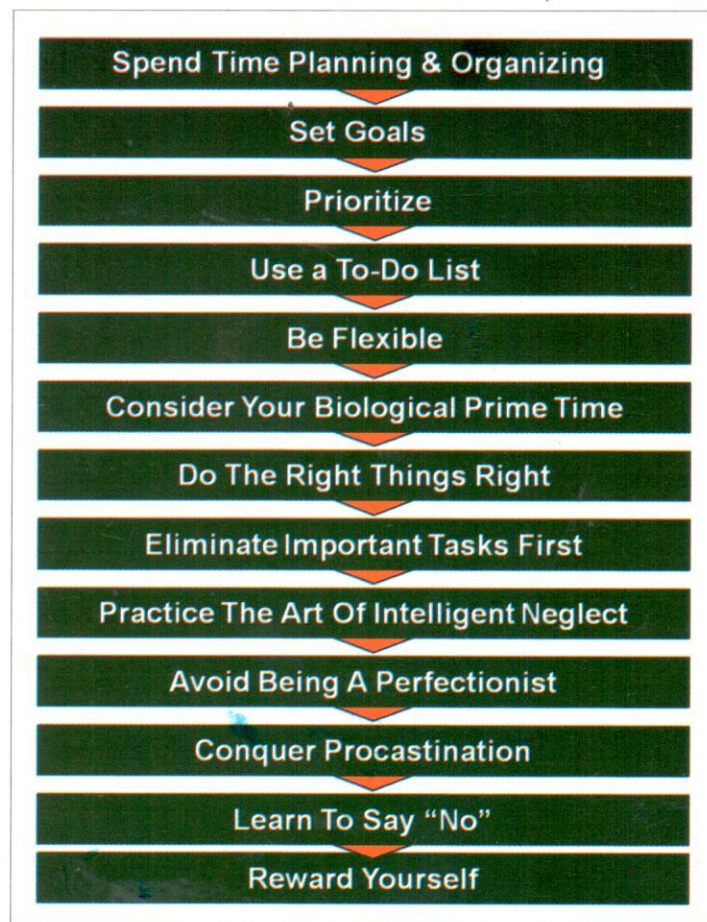
Sensible time management tackles the twelve most common roots of MANAGEMENT STRESS.

1. Time Pressures and Dead lines
2. Work Overload
3. Inadequately trained subordinates
4. Long working Hours
5. Attending Meetings
6. Demands of work on Private and Social Life
7. Keeping up with new technology
8. Holding Beliefs Conflicting with those of the organization
9. Taking work Home
10. Lack of Power and Influence
11. The Amount travel required by work

12. Doing a Job Below One's Level of Competence

NEGATIVE PERSONAL TRAITS AND WORK HABITS THAT INTERFERE WITH PROPER USE OF TIME

1. Wasting time by making excuses
2. Indecisiveness
3. Perfectionism
4. Negative emotions
5. Excessive tension
6. Insecurity



You can be in control and accomplish what you want to accomplish - once you've come to grips with the time management myth and taken control of your time.

Real story of American Dollar v/s Indian Rupee



Balumahenderan
Jr. Manager (CS)

Throughout the country please stop using cars except for emergency for only seven days (Just 7 days) Definitely Dollar rate will come down. This is true. The value of dollar is given by petrol only. This is called Derivative Trading. America has stopped valuing its Dollar with Gold 70 years ago.

Americans understood that Petrol is equally valuable as Gold so they made Agreement with all the Middle East countries to sell petrol in Dollars only. That is why Americans print their Dollar as legal tender for debts. This mean if you don't like their American Dollar and go to their Governor and ask for repayment in form of Gold, as in India they won't give you Gold.

You observe Indian Rupee, " I promise to pay the bearer..." is clearly printed along with the signature of Reserve Bank Governor.

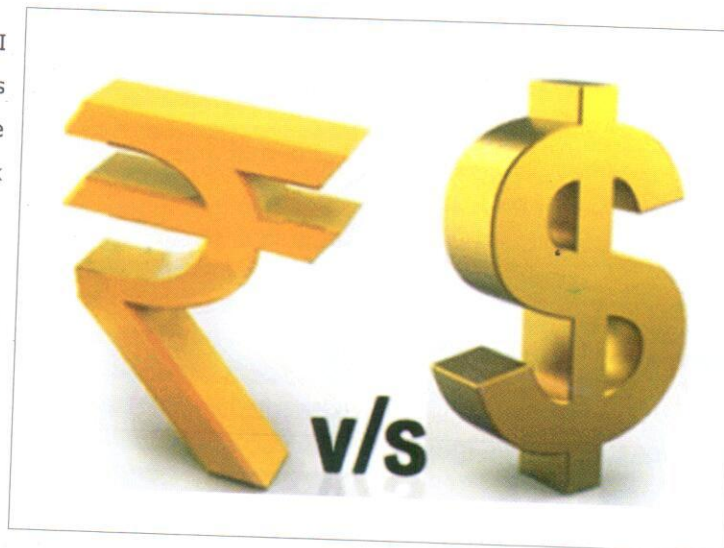
This mean, if you don't like Indian Rupee and ask for repayment, Reserve Bank of India will pay you back an equal value of gold. (Actually there may be minor differences in the Transaction dealing rules, but for easy comprehension I am explaining this) Let us see an example.

Indian petroleum minister goes to Middle East country to purchase petrol, the Middle East petrol bunk people will say that liter petrol is one Dollar. But Indians won't have dollars. They have Indian Rupees. So what to do now? So That Indian Minister will ask America to give Dollars.

American Federal Reserve will take a white paper, print Dollars on it and give it to the Indian Minister. Like this we get dollars, pay it to petrol bunks and buy petrol.

But there is a fraud here. If you change your mind and want to give back the Dollars to America we can't demand them to pay Gold in return for the Dollars. They will say " Have we promised to return something back to you?

Haven't you checked the Dollar ? We clearly printed on the Dollar that it is Debt" So, Americans don't need any Gold with them to print Dollars. They will print Dollars on white papers as they like.



But what will Americans give to the Middle East countries for selling petrol in Dollars only?

Middle East kings pay rent to America for protecting their kings and heirs. Similarly they are still paying back the Debt to America for constructing Roads and Buildings in their countries. This is the value of American Dollar. That is why Many say some day the Dollar

will be destroyed.

At present the problem of India is the result of buying those American Dollars. American white papers are equal to Indian Gold. So if we reduce the consumption of petrol and cars, Dollar will come down.

The Above Details are translated originally from Telugu Language to English by Radhika Gr. And here is a small thing other than petrol, what we can do to our Indian Rupee

YOU CAN MAKE A HUGE DIFFERENCE TO THE INDIAN

ECONOMY BY FOLLOWING FEW SIMPLE STEPS:-

Please spare a couple of minutes here for the sake of India.
Here's a small example:-

At 2008 August month 1 US \$ = INR Rs 39.40

At 2013 August now 1 \$ = INR Rs 62

Do you think US Economy is booming? No, but Indian Economy is Going Down.

Our economy is in your hands. INDIAN economy is in a crisis. Our country like many other ASIAN countries, is undergoing a severe economic crunch. Many INDIAN industries are closing down. The INDIAN economy is in a crisis and if we do not take proper steps to control those, we will be in a critical situation. More than 30,000 crore rupees of foreign exchange are being siphoned out of our country on products such as cosmetics, snacks, tea, beverages, etc. which are grown, produced and consumed here.

A cold drink that costs only 70 / 80 paise to produce, is sold for Rs.9 and a major chunk of profits from these are sent abroad. This is a serious drain on INDIAN economy.

We have nothing against Multinational companies, but to protect our own interest we request everybody to use INDIAN products only at least for the next two years. With the rise in petrol prices, if we do not do this, the Rupee will devalue further and we will end up paying much more for the same products in the near future.

What you can do about it?

Buy only products manufactured by WHOLLY INDIAN COMPANIES. Each individual should become a leader for this

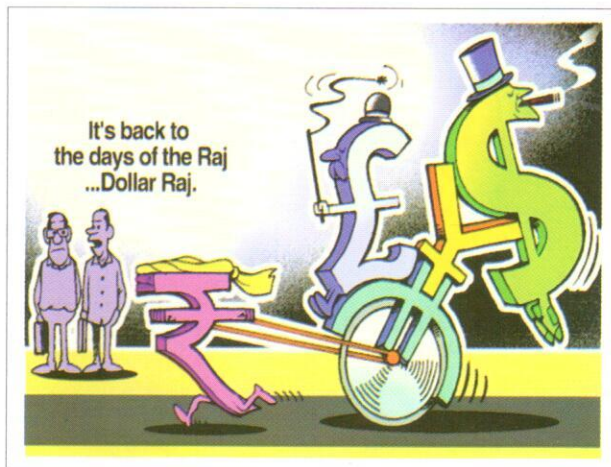
awareness. This is the only way to save our country from severe economic crisis. You don't need to give-up your lifestyle. You just need to choose an alternate product.

Daily products which are COLD DRINKS, BATHING SOAP, TOOTH PASTE, TOOTH BRUSH, SHAVING CREAM, BLADE, TALCUM POWDER, MILK POWDER, SHAMPOO, Food Items etc. all you need to do is buy Indian Goods and Make sure Indian rupee is not crossing outside India.

Every INDIAN product you buy makes a big difference. It saves INDIA. Let us take a firm decision today.

we are not anti-multinational. we are trying to save our nation. every day is a struggle for a real freedom. we achieved our independence after losing many lives. They died painfully to ensure that we live peacefully. the current trend is very threatening.

Multinationals call it globalization of Indian economy. for Indians like you and me, it is re-colonization of India. the colonist's left India then. but this time, they will make sure they don't make any mistakes.



Russia, South Korea, Mexico - the list is very long!! let us learn from their experience and from our history. let us do the duty of every true Indian. finally, it's obvious that you can't give up all of the items mentioned above. so give up at least one item for the sake of our country!

ARTISTIC CORNER



Priyanshi Sharma
Daughter of Ashish Sharma



Akansha Sharma
Executive - R&D

A Daughter
is a Mother's
Treasure
and
a Father's
Pride and
Joy

HAPPY
BIRTHDAY

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

<i>Name</i>	<i>Designation</i>	<i>Date of Birth</i>
Mahendra Kr. Verma	Manager - BD	15 Sept
Akansha Sharma	Executive - R & D	26 Sept
Sugandha Sharma	Asstt. Manager - HR	27 Sept
Pradeep Kumar	Jr. Manager - BD	28 Sept

WELCOME TO
THE CATALYSTS GROUP

<i>Name</i>	<i>Designation</i>	<i>Date of Joining</i>
Anjali Singh	Trainee - Accounts	02 Sept
Monish Goyal	Jr. Manager (Accounts)	09 Sept
Shashi Kanta	Sr. Executive (Accounts)	10 Sept
Meera Mishra	Executive (R & D)	16 Sept
Vivek Ranjan	Sr. Executive (BD)	16 Sept

Farewell Wishes

To,
Mr. Milind Kulkarni & Mr. U. Swaminathan

Have a wonderful life ahead
Hope you find the right direction
that leads towards your dreams

Kit Sponsorship in AIDA

We have sponsored our KIT in two day All India seminar on "Production of Spirit from Grains, Cassava and Cellulosic materials" and "Technologies for Distillery Effluent to achieve Zero Spent Wash Discharge"(ZSD)" on 26th & 27th September 2013, at Bengaluru organized by All India Distillers' Association (AIDA).

The Catalysts Group at the 72nd Annual Convention & Sugar Expo 2013

The Catalysts Group had a very successful experience in 72nd Annual Convention & Sugar Expo 2013 at lucknow.

We enjoyed the inspiring conversation & are impressed by the great number of visitors to our stall & their interest shown in our products.

We thanked to all for visiting us at our stall & showing interest in our products & services.

Renewal of ISO 9001:2008 certificate

We are pleased to announce successful renewal of ISO 9001: 2008 certification.

During this quality certification renewal, we also upgraded our quality management policy, our internal policies & systems to comply with the stringent requirements of the ISO 9001:2008.

3 Day Offsite trip to Mussoorie

We are planning to go for a 2 day Offsite trip to Mussoorie, Uttarakhand on 03rd Oct to 5th Oct with all the employees.

News Desk
 Catalysts Group

बेटियाँ



Nisha Saini

Wife of Pradeep Kr. Saini

बोए जाते हैं बेटे,
उग जाती हैं बेटियाँ ।

खाद - पानी बेटों में,
पर लहलहाती हैं बेटियाँ ।

एवरेस्ट तक ढले जाते हैं बेटे,
पर चढ़ जाती हैं बेटियाँ ।

रुलाते हैं बेटे,
और रोती हैं बेटियाँ ।

कई तरह से गिराते हैं बेटे,
और संभाल लेती हैं बेटियाँ ।

पढ़ाए जाते हैं बेटे,
पर सफलता पाती हैं बेटियाँ ।

कुछ भी कहे पर अच्छी हैं बेटियाँ ।



Laughter Therapy

- Husband and wife mein jhagda ho raha tha...

Biwi: Kaash main apni maa ki baat maan leti aur tum se shaadi na karti.

Pati: Kya matlab tumhari maa ne tumhe mujh se shaadi karne ke liye mana kiya tha..?

Biwi: Aur nahi toh kya.....

Pati: Hey Bhagwaan, main aaj tak us nek aurat ko kitna bura samjhta raha jisne mujhe bachana chaha...!

- **Customer (ek ladki):** Agar mein aaj cheque deposit karun toh wo kab clear hoga?

Clerk: Kam se kam 3 din lagenge madam.

Ladki: Dono bank amne-samne toh hain phir bhi itna time kyun?

Clerk: Madam, PROCEDURE to FOLLOW karna padta hai na. Socho agar aap Shamshan ke bahar hi mar gai, toh apko pahle ghar lekar jayenge ya wahin nipta denge ?



India begins electricity exports to Bangladesh, despite its own chronic power shortages, in a project that could improve relations between the two South Asian countries..

Guess the Picture ?????

" Mother of Poors"

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

Vol 7 winner is **Mr. S.S. Tomar (CEO) Pioneer Industries Ltd.,** and the correct answer - **Priyanka Gandhi.**

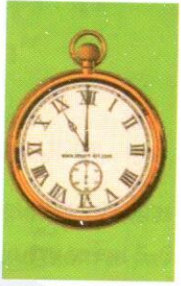


Congratulations !!! soon you'll receive your goody bag.

Find the Faults

Can you find the faults in the picture ?

send your views / entries at magazine@thecatalystsgroup.com to win a sup prize gift.



Vol 7 winner is **Monish Goyal, Jr. Manager - Accounts** and the correct answer - **Doors are opened wrongly, should be opened outwards.**

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

ऐ दोस्त



Kavita Sharma
Wife of Ashish Sharma

ऐ दोस्त

तुम नहीं जानते,
तुम मेरे लिये क्या हो ।

मेरा चैन, मेरा सुकून, मेरी जान हो ।
मेरा दिल, मेरा जिस्म, मेरी सांस हो ।

मेरा जिगर, मेरा प्यार, मेरी धड़कन हो ।
मेरा प्रेम, मेरा साथ, मेरी खुशी हो ।

मेरा ध्यान, मेरा मान, मेरी चाहत हो ।
मेरा वक्त, मेरा दिन, मेरी रात हो ।

मेरा मन, मेरा शरीर, मेरी आत्मा हो ।
मेरा ख्वाब, मेरा एतबार, मेरी जिन्दगी हो ।

ऐ दोस्त

तुम नहीं जानते,
तुम मेरे लिये क्या हो ।

The Catalysts Group at 72nd Annual Convention & Sugar Expo 2013 at lucknow

