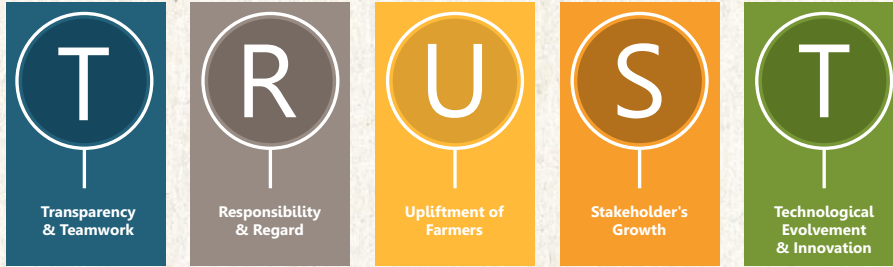
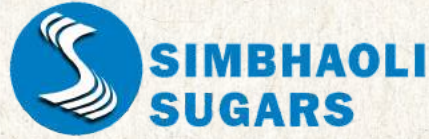


# TRUST TALK

2020-21







First of all, I hope all of you are well, staying safe, and exercising all precautions during this time. I know these have been tough times for many of us personally, and so I want to first offer all our support in these tough times to all Simbhaolians.

In continuation of our effort to keep all of you connected with the organization during these tough times, we are happy to share the latest issue of our Company's Newsletter, "Trust Talk."

During past few months, we have been able to maintain and operate all our Units at optimum capacity with adoption of enhanced safety, security and other measures as required under the health advisories. All sugar units started their operations with the timely start of Sugar season 2020-21 and have operated throughout the season, with God's blessings. We appreciate the dedicated efforts of all the employees and workers who worked through-out the season to maintain the production and improvise the recoveries.

This year, we have done active outreach to build on our long-term goodwill with our farmers, as was reflected in the Farmer Award Ceremonies we held at our units to reward the best performing farmers in our area. There is a likely varietal change in the sugar cane crop this year, particularly in western Uttar Pradesh, and so our cane team will be working closely with our farmers to transition accordingly.

To boost ethanol production in the country, the government is considering extending subsidized finance to distilleries for capacity expansion, setting up of new ethanol distilleries or converting molasses-based distilleries to dual feedstock. We shall be hopefully also extending our capacity further as well. At the same time, we are expanding the Liquor business and have recently launched two new products in this segment.

On Trust, we successfully launched our sanitizer range this year, and have also focused on launching new regional products, boosting the marketing and distribution of our various brands, and also expanding our reach to South and West India.

As the situation is unpredictable, I would like to assure you all that we are committed to the safety of each and every member of our Simbhaoli family. We are committed to do our best to help everyone handle this situation positively and be with each other through this difficult time.

I wish you all and your families a very healthy and safe period ahead.

Take Care, Be Safe.

**Gursimran Kaur Mann**



## Interactive Webinar

Management Address to Employees before start of New Sugar Season 2020-21 On the eve of New Sugar Season 2020-21, on October 20,2020, a very interactive webinar was organized, whereby Ms. Gursimran Kaur Mann, Managing Director and Mr. S.N. Misra, Chief Operating Officer addressed the employees and filled them with positivity as well as enthusiasm to welcome New Sugar season. All employees above AGM rank, Unit Heads, department Heads as well as all staff from Engineering Department participated in the event enthusiastically.

## Inauguration of Crushing Season 2020-21

To welcome the new sugar season and to receive the blessings of God, Pooja/Akhand Path were arranged at Units and all employees participated the occasion along with Ms. Gursimran Kaur Mann and Mr. Anirudh Suri.



## High Tea Party

On the occasion of starting of crushing season, Simbhaoli Unit organised high tea party for all the employees. Ms. Gursimran Kaur Mann and Mr. Anrudh Suri participated and shared the joy with the Simbhaoli members.





**Boiler Pooja**

The occasion of "Boiler Pooja / Boiler Firing Ceremony" on October 14, 2020 at Brijnathpur for Season 2020-21 was started in the presence of Mr. Parminder Singh, Mr. Karan Singh, Mr. Manoj Goel, Mr. Naib Singh, and other Brijnathpur executives.



**Annual Kisan Award Distribution Ceremony**

On December 17 and 18, 2020 Annual Kisan Award Distribution Ceremony was organized at Simbhaoli and Brijnathpur to appreciate progressive cane farmers of the sugar mill area and to reward farmers for producing maximum average sugarcane by producing sugarcane using the most modern/advance methods in the last three crushing seasons from 2017-18 to 2019-20.

Ms. Gursimran Kaur Mann, Mr. Anrudh Suri along with Miss Nidhi Gupta, District Cane Officer as Chief Guest, Mr. Anil Kumar Tanwar, Mr. Karan Singh and Mr. Parminder Singh were present in the Ceremony to appreciate the contribution of farmers and to boost their confidence.

On this occasion, in-charge secretary/SCDI of the sugar mill related Cane Societies OR Councils, local print media Reporter (Amar Ujala, Hindustan and Dainik Jagran) and electrical media (Sudarshan News) persons & all Heads of departments of the sugar mill, along with about 100 respected farmers of the sugar mill area were present.





**Musical Chair & Antaakshri**

Distillery Unit has organized the welfare activities in a well-organized manner on October 28-29, 2020. Musical Chair and Antaakshri were the star events as these has given chance to employees and their families to cherish the memories of past and simultaneously present generation learnt to enjoy life without mechanical gadgets. A prize distribution ceremony was organized for the winners under the chairmanship of Mr. Pitam Singh Chauhan (G.M Technical) and Mr. Pappu Kaushal (Sr. Manager).



**Drawing Competition**

A drawing competition was held to explore the creative potentials in the young minds of our kids. All the children showcased their creative skills and came up with amazing art work. This competition was organized inside the factory campus with great pomp and show. The winners of the competition were announced in the Prize Distribution Ceremony held on Oct 29, 2020.



**Badminton Competition**

Badminton competition amongst the employees and their families living in the residential campus was held from Oct 30-31, 2020. This badminton game was played on Simbhaoli Distillery Badminton Court inside the campus of Simbhaoli Distillery unit. A prize distribution ceremony was organized for the winners under the chairmanship of Mr. Pitam Singh Chauhan (GM-Technical). Thanks to everyone who participated and make this events a grand success.



**Rangoli Competition**

Rangoli competition for the kids of residents of Simbhaoli Distillery Unit was organized on November 12, 2020 as a welcome symbol for Mata Lakshmi and start of Diwali celebrations. Rangoli making is an integral part of Indian tradition and culture and therefore almost everyone participated earnestly and with enthusiasm for this competition. The purpose of making decoration with Rangoli was to bring the colors of happiness and good luck in our lives.



**Motivational Movie-Chak De INDIA**

On November 09, 2020 CHAK DE INDIA, One of the most appreciated Motivational Movie was showcased inside the campus of Simbhaoli Distillery Unit. This movie was started at 6:00 pm and it was shown on the projector screen at Colony Park. This entertaining movie keeps the audience connected throughout and conveys the message of "not to quit in any circumstances as well as stay united as one nation"





**Lohri Celebration**

To mark the end of winter season with all the festivities and offerings to God, all units celebrated the harvest festival- Lohri on January 13, 2021. On this occasion all the staff members along with their families socialized around the bon-fire, sang and danced together and made offering to the fire god and celebrated the festival with great enthusiasm.



**Republic Day Celebration**

On January 26, 2021, 72nd Republic Day was celebrated with great pomp and show. This event was started at 9:30 AM in the morning and all the employees of SDD gathered at the assembly point. It was a matter of great pride for all of us. All pledged to uphold the integrity and honor of the Country. The kids brought the stage alive with their passion through their energetic and enthusiastic speech. To celebrate the day, sweets were also distributed. The celebration came to an end by singing the national anthem, which echoed the entire campus.



**Holi Celebration**

On March 27, 2021, all Units celebrated Holi Festival and a Holi Milan was organized inside the campus with great pomp and show. Two separate programs and competition were organized for residents of Distillery campus and other for all the employees, contractual staff and security staff.

Families of employees celebrated this festival of colors in a very eco-friendly manner by avoiding the water and using only herbal colors. On this occasion, Mr. Rajesh Kumar(Chief General Manager) and Mr.PS Chauhan(GM-Technical) joined the celebration in great spirit and addressed all about the significance of HOLI and colors in our lives in the form of happiness, prosperity, harmony and peace.





### Seven Knight Premium Whisky

All senior staff along with our retailers joined launch party of Seven Knight Premium Whisky organized by our Marketing partner Mr. Sanjay Anand at The Royal Palace, Ghaziabad. The Event was a huge success for relationship building and most of the retailers shown keen interest to lift our brands sale.



### Brown Eagle Golden Whisky & Royal Pack Whisky

Team members from Simbhaoli Distillery Unit attended the launch party of our new brand Brown Eagle Golden Whisky & Royal Pack Whisky on January 31, 2021 at IIDM Eco centre, Lucknow. Event was successful and attended by many retailers. Both brands of Whisky shall be soon available in markets and prove beneficial to enhance our customer base.



## HEALTH & SAFETY MEASURE

### Training by Hawksvale UK

On December 22, 2020, Mr. Sandeep Sharma (Unit-HR Head) attended training session by Hawksvale UK, Institute of Environment, Health, Safety and Fire Management for Increasing Safety Culture in Industries at Hotel Radisson Blu, Sector18, Noida. The purpose to attend this training was to how we can control the Hazard and prevent injury in industries and also employees at all levels understand the hazards in their operations.



### Half Day Online Training by DGFASLI

Mr. Shiv Kumar Tyagi (Manager-Production) and Mr. Pappu Kaushal (Sr. Manager-Engineering) have attended the half day online training program organized by the DGFASLI on the topic "Management of Heat Stress in Industries". Their main aim is to guide for control of health hazards related to chemical within workplace and the safe use of personal protective equipment .It also advises factories on various problems concerning safety, health, efficiency and well-being of the person.



# HEALTH & SAFETY MEASURES

### Mock-Drill on Fire Safety

A mock drill was arranged on December 5, 2020 at Brijnathpur in the supervision of Fire Officer, Hapur Mr. Jogendra Singh whereby Demonstration for extinguishing fire was given by Fire Officer to around 60 staff members along with Factory senior staff Mr. Parmendra Singh - AGM Production, Mr. Vinay Kumar Mishra - AGM Engineering, Mr. P.C. Joshi - Manager - Engineering, Mr. Sompal Singh - Manager - Production, Mr. Y.K. Singhal - Unit HR Head, Mr. Raju Sharma - Manager System, Mr. Neeraj Sharma - Jr. Executive (Administration).



### Fire Fighting Training

On January 21, 2021, a training programme on 'Fire Fighting' was organized in Simbhaoli Sugar Division, in which a Senior Fire Fighting Expert from HAWKSVALVE UK was invited to conduct Fire Protection & Prevention Program at the workplace. This session was conducted with the objective of imparting training to handle any kind of fire hazard and also to eliminate the chances of accidents. Total 21 participants (14 from Sugar & 7 from Distillery Division) attended the session. All the participants were awarded certificates by the team of HAWKSVALVE UK to all the participants of Fire Fighting training programme.



### CoVID-19 Testing Camp

On December 22, 2020, Covid -19 Testing camp was arranged in Simbhaoli factory campus for all employees including contract Labour. The Camp was organized in co-ordination with Government Primary Health Centre, Baksar and testing was done through Corona specialist Team of Doctors.

### Face mask distribution for employees

On December 20, 2020, Simbhaoli Unit distributed face mask to all the employees for the safety of workers against CoVID-19 as well as also safety instruction and awareness were imparted among all employees.





**New Joinees**



**Mr. A.K Tanwar, President**

Mr. A.K. Tanwar has joined Simbhaoli Group as President (Operations) w.e.f 19th October, 2020 and heading operations of Brijnathpur & Chilwaria Sugar Units. He has done B.E (Electrical) from Thapar Institute of Engg. & Technology & ANSI(Sugar Engg.) is having more than 35 years of experience in managing business operations as well as revenue expansion activities with focus on top and bottom line profitability in the Industry. Previously he has been associated with renowned groups such as Triveni, Dhampur, MMR etc. on various higher management positions.

**Mr. P.N. Singh, Chief General Manager Chilwaria Sugar Complex**

Mr. P.N. Singh has joined as Unit Head-Chilwaria Sugar Division in the month of November , 2020. He has done M.Sc. (Agriculture) from I.N.K.V.V Jabalpur (M.P.) He is having vast and rich experience of three decades with Sugar Industry. He has been associated with very renowned Groups in past like Triveni Group, Bajaj and BCM Group.



**Know Your Unit Head**



**Mr. Rajesh Kumar, Chief General Manager, Simbhaoli Distillery Division.**

Mr. Rajesh Kumar is bachelor's in mechanical engineering, PG diploma with specialization in Power Plant Engineering and Master of Business Administration and has over 27 years' experience. He has worked with Simbhaoli for a period of 22 years and was Unit Head of Brijnathpur Distillery. His Previous assignment was with LAHAG Group as Director (Operations).

**Farewell**

**Farewell Party to Mr. Katar Singh (Fitter)**

Farewell party was arranged for Mr. Katar Singh (Fitter), who retired after completing 37 years of services in engineering department in Simbhaoli Distillery. To appreciate his contribution, sincere and effective efforts and as a token of regard for his such long term association with the Company, a farewell Party was organized inside the factory campus on 15th December 2020. All wished him very pleasant and healthy life ahead.



**Congratulations: For Trade Mark Registration of our brands**





## CONGRATULATIONS TO STAR PERFORMERS



**Ramvir Singh**  
Assistant officer (Instrument)  
Appreciated for Exceptional  
Problem Solving Skills



**Varun Jaggi**  
Sr. Executive (HR & Welfare)  
Rising Star- Appreciated for availing  
Govt subsidy under PMRPY  
(Employer contribution towards EPF)



**Yatender Pal Singh**  
Turbine Operator (Engineering)  
Appreciated for suggesting Interchange  
connection of MEE Plant to reduce  
Plant Stoppages



**Alok Singh**  
ASM-F&B (Speciality Sales)  
Appreciated for Exceeding  
target sales



**Avanish Kumar**  
Officer Technical (Sugar Unit)  
Appreciated for using old  
bearing and Cost Saving



**Raghuvendra Singh**  
Dy. Officer (Distillery Division)  
Appreciated for handling chemicals single  
handedly and thereby saving labour cost

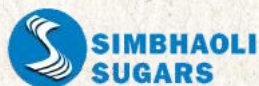
## PRIZE DISTRIBUTION TO THE SUGARCANE FARMERS

Category Wise Highest Cane Supplier of Last Three Year 2017-18 to 2019-20  
Simbhaoli Sugars Limited, Sugar Unit - Brijnathpur (Hapur)

Category	Zone	S No.	Village	Grower	Father	Avg. Supp. /Ha.	Prize Category
Below 01 Hectare	Gulaothi	1	ULLAHADA	RAKES KUMAR	DALL CHAND	1295	1st
Below 01 Hectare	Hapur	2	DASTOI	RISHIPAL	VIJAYVEER	1219	1st
Above 02 Hectare	Gate	3	BARODA SHANI	HARUN	AYOOB	1111	2nd
Below 01 Hectare	Gate	4	MILAK	MUKESH	DALVEER	1110	2nd
Between 01 to 02 Hectare	Hapur	5	GIRDHARPUR	RAMVEER	KIRPAL	1055	2nd
Between 01 to 02 Hectare	Gate	6	AKDOLI	SENER PAL SINGH	RAM SARAN SINGH	1034	2nd
Between 01 to 02 Hectare	Gulaothi	7	KANDOLA	URMILA WO	MANVEER	1019	2nd
Above 02 Hectare	Hapur	8	KASTILA	MANVEER	SHIV CHARAN	898	3rd
Above 02 Hectare	Gulaothi	9	CHHAPRAWAT	JAGPAL SINGH	AASHARAM	725	3rd
Progressive		10	BHATAUNA	SUNDAR SINGH	KAMAL SINGH	559	2nd
Progressive		11	ACCHEJA	RAMKISHOR TYAGI	RAJBAL	618	2nd
Progressive	Gulaothi	12	CHHAPRAWAT	RANJIT	BALBIR	738	2nd

Simbhaoli Sugars Limited, Sugar Unit - Simbhaoli

Category	Zone	S No.	Village	Grower	Father	Avg. Supp. /Ha.	Prize Category
Below 01 Hectare	Gate	1	HASHUPUR	KUNWAR PAL SINGH	SUDESH PAL	1297	1st
Between 01 to 02 Hectare	Garh	2	PAOTI	RISHI PAL FORD	BHOPAL	1291	1st
Below 01 Hectare	K.r.c.	3	RAMPURA	SATBIR	AMAR SINGH	1285	2nd
Below 01 Hectare	Baboo Garh	4	CHHAPKAULI	LALLU SINGH	KARAN SINGH	1282	2nd
Between 01 to 02 Hectare	Gate	5	DHANA	GAJEY SINGH	SURJA	1276	2nd
Below 01 Hectare	Garh	6	PARSHADIPUR	NAVPREET	MALENDER SINGH	1270	2nd
Regular supplier from 1955	Gate	7	KHERA	VIKRAM SINGH	FATEH SINGH	516	2nd
Higher supplier member	Gate	8	ATHSENI	MUFID ALI	OSAF ALI	750	2nd
Progressive	Kithore	9	KITHORE	RAGIV	HAZI JAMSAID	989	2nd
Progressive	B.b.nagar	10	B.B.NAGAR	SEHRA	VIJAY SINGH	756	3rd
Above 02 Hectare	Gate	11	GATE	MANAK CHAUK	NARAYAN	1226	3rd
Below 01 Hectare	B.b.nagar	12	B.B.NAGAR	SEHRA	KATAR SINGH	1195	3rd
Below 01 Hectare	Dehra kuti	13	DEHRA KUTI	PALWARA	KHEM SINGH	1180	3rd
Between 01 to 02 Hectare	Baboo garh	14	BABOO GARH	HOSHIYARPUR	SUKH PAL	1178	3rd
Below 01 Hectare	Kithore	15	KITHORE	NANGLI KITHORE	HARIYA	1159	3rd
Above 02 Hectare	Modinagar	16	MODINAGAR	FAZAILGARH( MODI)	SHIV CHARAN	1154	3rd
Below 01 Hectare	Loti	17	LOTI	ATOLLA	DIWAN	1153	3rd
Between 01 to 02 Hectare	B.B.nagar	18	B.B.NAGAR	WALIPUR	PITAM	1091	3rd
Above 02 Hectare	Baboo Garh	19	BABOO GARH	VIGAS	DEEP CHAND	1035	3rd



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87 Years  
of History

13+  
Consumer Brands

Over 1 Lakh  
Farmers Supported

20 Million  
Consumers Globally

