

**BALMER
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EDITORIAL

As we cruise through 2024, wish all readers of BLOOM a very happy, healthy and successful new year! Come January, all Indians gear up to celebrate the Republic Day! While we celebrate the 75th Republic Day on 26th January 2024, what could be a more opportune moment to share some of India's significant accomplishments in the year gone by. In 2023, India successfully shouldered its G20 Presidency, the Startup20 engagement group was initiated under India's G20 presidency, the world's longest river cruise with MV Ganga Vilas was launched, the International Year of Millets (IYM) 2023 was kickstarted, the National Green Hydrogen Mission was approved, Asia's largest helicopter manufacturing facility was inaugurated in Karnataka, India won two Oscars for the song 'Naatu Naatu' and for the documentary short film 'The Elephant Whisperers', India's Moon Mission - Chandrayaan-3 was successfully launched and India became the first country to land on the south pole of the moon, Vande Bharat trains were introduced in various states, the Indian Junior Men's Hockey Team won at Men's Junior Asia Cup, India witnessed a historic milestone at the Asian Games 2023 with 107 medals and 111 medals at the Asain Para Games, which is the best ever tally and Viksit Bharat Sankalp Yatra was launched with 5 crore people subsequently joining the mission (<https://viksitbharatsankalp.gov.in/>).

We will be celebrating the 158th Foundation Day of our Company on 1st February 2024. All employees and their families will join the celebrations on 4th February 2023 in the four regions across the country as it is customary to celebrate the Foundation Day on the first Sunday of February. In the Eastern Region, a host of pre-events are being organised, which included a football and cricket tournament, a Talent contest, Musical Quiz, Rangoli, Photography / Reel, Painting and Group photograph contest. Similar such programs are being organised in other regions as well. A great platform to showcase in-house talent and enhance employee engagement, the Foundation Day celebrations is a much-awaited event and every Balmer Lawrien is filled with a sense of immense pride on this occasion.

BLOOM wishes all of you a very happy Republic Day! As always, please do send your suggestions, feedback and contributions to me at mukhopadhyay.mohar@balmerlawrie.com.

Jai Hind!

Mohar





An MOU was signed between SBU: Greases & Lubricants and Indian Oil Corporation Ltd. (IOCL) on 9th December 2023 at the Corporate Office in Kolkata.



SBU: Greases & Lubricants participated in Excon 2023 from 12th to 16th December 2023 at BIEC, Bengaluru. A stall was put up to showcase Balmerol brand of lubricants. Confederation of Indian Industry (CII), organised Excon 2023. This International Construction Equipment and Technology Trade Fair was supported by the Indian Construction Equipment Manufacturers Association (ICEMA) as Sector Partner for the event. Excon 2023 is the largest construction equipment exhibition in South Asia with 3,00,000 sq. mts. of exhibition display area, 1300+ exhibitors including 400 from abroad, 10 country pavilions and 60,000+ business visitors.



Mr. Adhip Nath Palchoudhuri, Director [Service Businesses] was invited as a speaker at the 5th AIMA PSU Summit held on 13th December at New Delhi. He was the moderator and speaker of the first session titled - "Elevating Excellence: The Future of Reward and Performance in PSU." The Session focused on how rewards and performances require ongoing assessment, feedback and adaptation to meet the expectations of employees. The theme of the Summit was 'The Future of the PSUs: Catalyzing Economic Transformation'. The event witnessed the participation of some top leaders from the PSU and Corporate Sector. All the sessions were very well received by the audience.



The product presentation of Latam Airlines was organised on 6th December 2023 at NRO, Delhi. With 28 attendees, the session facilitated interactive discussions on routes, amenities and loyalty programs. The informative event concluded with a lively Q&A session, leaving attendees excited about Latam Airlines' possibilities.

On 21st December 2023, Akasa Air conducted a product presentation and showcased Café Akasa at the Northern Region Office (NRO) in Delhi for the Travel team. The event was attended by 33 participants who actively engaged with Café Akasa. The food experience at the event was well-received, providing valuable insights for the ticketing staff to best guide passengers regarding the onboard dining options.

And it's houseful 🙌🥳
 BALMER LAWRIE & CO. LTD.

Customer feedback – Vacations Exotica



Dear Mr. Venkat,

When I had decided to visit UK for my elder son's convocation, with my younger son, I was a little nervous and apprehensive as to how to make the arrangements and whether the travel agent would be able to meet our expectations. This is because normally the agent may not understand our needs exactly and further the agent normally does not bother after he completes the bookings and hands over the requisite papers. However, with you and Vacation Exotica, it was a completely different and a very happy experience. Right from planning our itinerary, filing our visa applications, getting the visas, flight bookings, hotel bookings, sightseeing bookings etc., you had been very meticulous and diligent, and all these went through like a breeze.

The hotels that you had chosen for us were right in the centre and very near to airport / railway stations and commutation to and from the hotel was never scary (as many a times, we had returned quite late to the hotel). More than all that, your prompt and diligent follow up every day by sending the requisite tickets, boarding pass etc. and the itinerary every day in the morning was the icing on the cake. Also, it is absolutely necessary to appreciate you for answering our calls from abroad and immediately making alternate arrangements when one of our tours was cancelled due to inclement weather conditions. Your attention to details, anticipation of our needs and fulfilment of the same to the fullest has impressed us and our joy and enjoyment has exceeded all boundaries.

Thank you for our happy and hassle free journey and we had enjoyed our tour to the fullest. I am sharing a few photographs with you.

Hema Muralikrishnan



Movie-let based e-learning modules on 'Follow-up & Objection Handling' for SBU: Travel & Vacations was created in partnership with M/s Knowlens Solutions Private Limited. These e-learning modules were integrated with role plays in various real-life scenarios and also has been integrated with a range of interactive technology features on the e-learning platform of Knowlens. This is one of the first initiatives for SBU: T&V where a learning intervention has been dove-tailed and created keeping in mind the realities of the SBU and the macro-environment at large to break ahead of the competition. Earlier a similar movie-let learning module was developed for SBU: Logistics Services which was widely appreciated. The e-learning module was launched by Director [Service Businesses] in the presence of Director [HR&CA], COO [Travel], VP [Vacations], VP [HR] – CHRD and Personnel and Branch In-charges of the Vacations Business who were connected across locations.



The one-day (online) training program 'Pragati' for Outsourced Deputies of Eastern Region was conducted on 19th December 2023 at the Corporate Office in Kolkata in association with M/s Spectrum Talent Management Ltd. and the Training Partner – Right Reach Training [RRT]. The training was imparted by Dr. Poulami Ghosh from RRT on the following topics:

- Effective Communication Skill - Importance of effective communication in the frontline role
- Customer Service Excellence - Understanding customer expectations and need
- Relationship Building with customer - Interaction with the customer which leaves a pleasant memory
- Problem Solving and Decision Making - Help customers in solving problem and take decision

The training was attended by a total of 28 Deputies of the Eastern Region.

The National Constitution Day was observed on 26th November 2023. Various competitions were conducted in observance of the Constitution Day 2023 for Kolkata based employees viz. poster, slogan, essay and extempore competitions. The winners of the various competitions are as follows:

Extempore Competition (Head Office):

- 1st – Sonal Sharma, Co. Secretary's Dept.
- 2nd – Chaitali Datta, Corporate A&F
- 3rd – Bapi Naskar, Administration
- Consolation – Amna Khatoon, Co. Secretary's Dept. & Prabhat Kumar, ROFS

Extempore Competition (HRC):

- 1st – Gokul Gopalakrishnan Nair
- 2nd – Madhusudhana Rao Peruri
- 3rd – Tanmay Bhattacharjee
- Consolation – Alva Manisha Barla & Palash Kole

Essay Competition:

- 1st – Chaitali Datta, Corporate A&F
- 2nd – Juli Kumari Shaw, Administration
- 3rd – Sunil Gautham L S, CFS-Kol
- Consolation – Shibanta De, HSE & Partha Sarathi Roy, Logistics Services-East

Slogan Competition:

- 1st – Ramji Dubey, Corporate IT
- 2nd – Chaitali Datta, Corporate A&F
- 3rd – Shibanta De, HSE
- Consolation – Gopal Das, RHR-ER & Sunil Gautham L S, CFS-Kol

Poster Competition:

- 1st – Arunima Ghosh, RHR-ER
- 2nd – Pallab Ghosh, RHR-ER
- 3rd – Juli Kumari Shaw, Administration

Hearty congratulations to all the winners!





BL-UAE celebrated the UAE National Day on 2nd December to commemorate the formation of the United Arab Emirates. In photo is Mr. Biswajit Nandi, ED, BL-UAE along with the team members.



Christmas was celebrated at BL-UAE with much fervour.



Mr. Biswajit Nandi, ED, BL-UAE welcomed the New Year with all his team members, employees and staff of BL-UAE.

Transfer

- **Mr. Biswa Mohan Bihari**, Senior Manager [Retail Sales & CD], Greases & Lubricants - Vadodara has been transferred to Greases & Lubricants - Delhi as Senior Manager [Retail Sales]-NR.
- **Mr. Vikas Kumar**, Asst. Manager [OL], Regional HR - West, Mumbai has been transferred to Travel & Vacations - Delhi as Asst. Manager [Domestic Holidays].
- **Mr. Mithun Ghosh**, Junior Officer [Despatch], Industrial Packaging - Vadodara has been transferred to Logistics Services - Kolkata as Junior Officer [Operations].

Wish you all the best in your new role!

Farewell

- **Mr. Mahesh Chandra Gupta**, Associate Vice President [Quality Assurance], Greases & Lubricant superannuated on 31st December 2023 after successfully completing 36 & 1/2 years of service.
- **Ms. Mithu Chakraborty**, Secretary to Director [Manufacturing Businesses], Corporate Office – Kolkata superannuated on 31st December 2023 after successfully completing over 32 years of service.

We wish you all the best in your future life!

New Member (Note: Write-up on new members is as per inputs received from them.)



Mr. Vishal Vitthalrao Wakle joined Industrial Packaging - Mumbai as Deputy Manager [Sales & Marketing] on 1st December 2023.

Vishal has a decade of experience in Sales Management. He is a results-oriented professional dedicated to achieving excellence. With degrees in Mechanical Engineering and an MBA in Marketing Management, he brings a unique fusion of technical expertise and strategic marketing acumen to the forefront. His track record includes noteworthy accomplishments in new business development, key account management, strategic planning and building strong lasting relationships with clients. He loves to go for trekking with his wife and friends. He enjoys playing badminton and table tennis for relieving stress and keeping himself fit. Sometimes he spends Sunday afternoons with a nap and enjoys an evening walk with plates of pani-puri or bhel. He is described by his friends as honest, reliable and punctual on all occasions. He is eager to contribute with his skills and dedication to a vision-aligned organisation. He approaches challenges with a proactive problem-solving mindset.



Mr. Chetan Krishna Thorat joined Industrial Packaging - Taloja as Deputy Manager [HR] on 1st December 2023.

Chetan is a seasoned HR professional with 13 years of diverse experience across industries. With a passion for fostering workplace excellence, he has honed his skills in Human Resource Management mainly industrial relations, talent acquisition, employee development and organisational culture enhancement. Beyond work, his world revolves around his family. His spouse holds an MA in Economics, thus, bringing insightful perspectives to their conversations. His delightful year-old son adds joy and laughter to their home. Outside the corporate realm, he finds solace in the open road, indulging in his love for bike riding. Travelling is not just a pastime; it's a journey of exploration and self-discovery. When not on the move, he delves into literature, finding inspiration and relaxation in the pages of a good book. Join him in the dynamic intersection of HR expertise, family bonds and a life well-travelled.



Mr. Bonakurti Pradeep Kumar joined Travel & Vacations - Hyderabad as Asst. Manager [Retail Sales] on 08th December 2023.

Pradeep Kumar is a resident of Hyderabad and joined the Vacations team at Hyderabad itself. He completed his Post graduation - MBA from Osmania University. He has 6+ years of experience in the travel industry and 1 year in the field of logistics. He previously worked in Balmer Lawrie and Navata Supply Chain solutions. He has good experience in serving corporate clients. With keen interest in the industry, he joined the Balmer Lawrie Travel & Vacations and looks forward to give his best in the Company.



Mr. Abhishek Saxena joined Logistics Services - Delhi as Asst. Manager [Sales & Marketing] on 11th December 2023.

Abhishek is thrilled to join this dynamic and innovative organisation. He is from Agra, Uttar Pradesh. There are six members in his family including his parents, sisters and him. He holds a degree in MBA (Marketing) from AKTU Lucknow and B.Sc. (Computer Application) from Dr. BR Ambedkar University. He has two and a half years of work experience in Sales & Marketing and has worked with TCI Express and SafeXpress Pvt. Ltd. He is eager to apply the knowledge and skills that he gained through his academic and work experience and contribute effectively to the growth of this Company. He looks forward to getting to know each one of us and learning from the team which has a vast wealth of experience.



Mr. Arnab Mondal joined Logistics Infrastructure (CFS) - Kolkata as Asst. Manager [W&D] on 18th December 2023.

Arnab is based out of Kolkata. He has a total experience of over 6 years in the Supply Chain space, catering to various customers including FMCG, FMCD, e-commerce, food industry etc. His areas of expertise are transportation and procurement which include but is not limited to domestic, international and temperature controlled transportation. Apart from these, he has keen interest in process digitization. Prior to joining Balmer Lawrie, he was working with Maersk Line and was responsible for the entire Eastern Region's import and export movements. He had also successfully implemented the Transport Management System (TMS) across the region. He completed his MBA with specialization in Logistics and Supply Chain Management. Prior to that he did his BTech in Electrical Engineering. Outside of work, he is a trekking enthusiast and loves playing table tennis and cricket. He is single and lives with his parents.



Mr. Brighten Balakrishnan joined Greases & Lubricants - Silvassa as Asst. Manager [Production] on 18th December 2023.

Brighten is a dedicated Chemical Engineer who is passionate about transforming raw materials into valuable products. With three years in the grease manufacturing industry, he has honed his skills at Total Lubricants Blending UAE Ltd. and Carl Bechem Lubricants India Pvt. Ltd. Life for him is a vibrant symphony of travel and music. He finds joy in exploring new places, capturing his culinary adventures and immersing himself in the magic of movies. His roots lie in the nurturing embrace of his family – his parents and younger brother in Kalyan. The distance from them taught him the valuable life skills: making decisions, managing finances and taking up leadership roles. He has a wish to adopt a loyal canine companion, who would add warmth to his journey. He is a blend of professional expertise, creative pursuits and family values.



Mr. Sachin Mudgal joined Travel & Vacations - Delhi as Officer [Sales] on 07th December 2023.

Sachin belongs to Aligarh, Uttar Pradesh. He completed his PGDBM from DS College, Aligarh. Prior to joining Balmer Lawrie in this role, he was engaged at Travelmeta World Private Limited (Franchise - Thomas Cook) for 1 year 9 months and also worked with Convenience Tours & Travels, Aligarh for 1 year 3 months with a keen interest in travel and visa services. He has been working towards building a career in this domain and has always had the keenness to learn new things in travel. His hobbies are playing badminton. He loves to work with enthusiastic and creative people and has a great learning attitude. Fitting perfectly in the organisation, he is looking forward to giving his best as an Officer [Sales] at Balmer Lawrie.



Ms. Amritha Chandrasekaran joined Travel & Vacations - Chennai as Officer [Travel] on 22nd December 2023.

Amritha considers herself an ordinary lady. She likes playing the synthesizer, has drawing & painting skills, has the quality of singing songs of different languages and is a big travel and adventure enthusiast. She is happy to join Balmer Lawrie and looks forward to a great experience in the Company.

Welcome you to the Balmer Lawrie family and wish you all the best.



summer dreams

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