

The January - March 2012  
**Keventerian**

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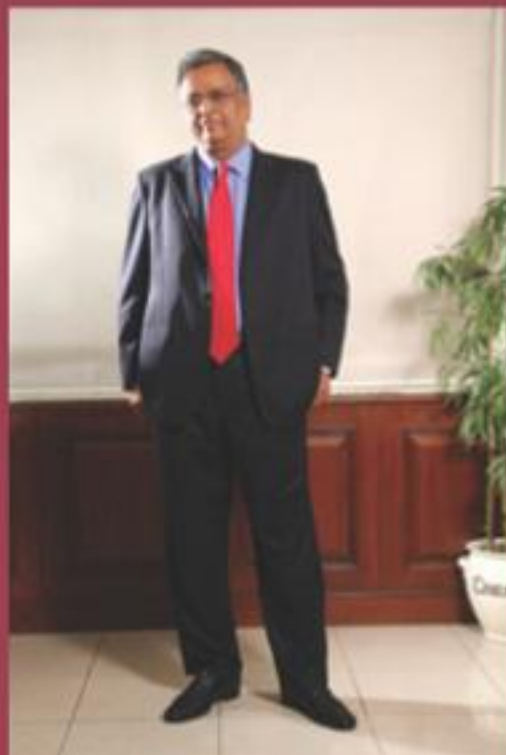
**1** CELEBRATING  
1<sup>st</sup> ANNIVERSARY

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A milestone has been reached. Another feather in the Keventer cap. The Keventerian celebrates its first anniversary with this issue. Through the issues in the past year, the Keventerian has celebrated all its firsts, all the victories and all its celebrations. Through it all, one thing has remained constant - the zeal to be the best.

We, at Keventer, hope to continue on our road to success. Here's to our achievements so far and many more such achievements to come in the future.





## Milestone

Dependability, growth and innovation - three words that have been the core mantra for every Keventerian.

Over the past year, we have witnessed Keventer grow like never before. The Keventerian has been the loyal messenger of these victories for a whole year now.

We are headed to a future, brighter than ever before. We aim to continue on this trajectory.

Wishing everyone a great new year ahead.

**MK Jalan**  
Chairman



## Making Waves

The growth of any organization is measured by its longevity. The celebration of the first anniversary of the Keventerian is testimony to our longevity and progress.

In this past year, the Keventerian has been making waves by carrying the news of all of Keventer's successes.

We hope that, in the coming years, the Keventerian will be the vehicle to carry more stories of our success all over the world.

I wish you all a very happy new year.

**Mayank Jalan**  
Managing Director



## Chairman Socialising

Our Chairman, **MK Jalan**, was one of the major speakers in the international conference on the topic of raising milk productivity, sharing experiences. Held on 30 August 2011 in New Delhi, the event also saw the gracious presence of Mr Sudip Bandopadhyay among notable others.



## Sporty MD

Mr Mayank Jalan, Managing Director, has always been a sports lover and enthusiast. He has been continuously supporting programs and activities like this. Recently there was a day & night knock out football tournament organized by Azad Sangha Club in association with Keventer at Barasat. It was the 14th year and he was present there as the Chief Guest. The club had honored him with a honorary Smarak Smriti Samman trophy on the occasion.



## Winning Stride

Keventer Agro, has done it again. In a national level competition conducted by Parle Agro in the product category of Frooti Tetra 200ml+160 ml Sales & Appy Tetra 200ml+160ml sales, Keventer proved to be the Best in Sales in both the categories.

Apart from the above, another feather in the cap is the distinction, Keventer has received for performance "Best in coordination between State and Manufacturing Unit, 2011".



## Christmas Cheers

The occasion was the Kolkata Christmas Festival organized by The Park Hotel on 18 Dec 2011, where Keventer was also a participant in form of Typhoo Stall, & received a huge response being one of the activities of the Tea promotion tour which happens during this season.



## Saluting the longest serving Keventerians

**Congratulations to all the people for spending a significant part of their lives as Keventerians.**

**Mr Pallab Kumar Ghatak**, MKJ Tradex Limited who joined us on 12 June 1980, worked as an Assistant Manager, Taxation for 31 years, retired on 26 September, 2011.

**Mr Dhananjay Kumar Singh** joined MKJ Tradex on 8 May, 1985, and has worked with us for more than 26 years. He is now an Office Assistant.

**Mr Debashish Debnath**, Assistant Manager, Ind. Tax, who came on board on 15 December 1985, has been with us for 26 years.

**Mr Ram Bahadur Singh** has been with us as a Driver for over 25 years since 2 March 1986. He works at MKJ Enterprises Limited.

**Mr Prabhunath Tewari**, Site Darwan for Keventer Projects Limited, has worked with us for over 30 years. He joined us on 27 November 1981.

**Mr Sujit Dutta**, a Peon, has been with us since 1 May 1989.

## IN THE NEWS

The Keventer Group eyes 30% topline growth in FY'12. The Group, which is developing a mega food park at Bhagalpur in Bihar in collaboration with the Future Group, is eyeing a 30 percent spike in topline this fiscal. The company has made an initial investment of 160 crore rupees on the park which will spread over 125 acres, will have 38 small and medium size processing units.

## Keventer Group eyes 30% topline growth in FY '12

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## Utsav Sauce Launch



Utsav's new range of six varied flavors of mouth watering sauces were launched on 9th November, 2011 at the Big Boss Palace Hotel in association with Elmec.

Our honourable MD Mr Mayank Jalan and Senior VP Marketing, Sales & Corporate HR, Mr Sanjay Dua and other dignitaries from Elmec graced the occasion.

## Greece Tour



Keventer Agro had organized a foreign tour for its employees and distributors to Greece, in September 2011. The entire event was a fun-filled thrilling experience as Keventerians took in the sights and sounds of the gorgeous country.



## Gama's Christmas Celebrations



GAMA introduces Christmas extravaganza at its Bally High outlets of Coffee World and The Cream and Fudge Factory, from 20th December 2011 to 1st January 2012.

With delectable delicacies like Turkey sandwiches, Turkey pizzas and ice creams with fruit base on the menu, the smell of Christmas is certainly in the air.

## Agro Protech

Agro Protech Fair 2011 was a platform organised by the Indian Chamber of Commerce where we were an active participant & won the 2nd prize for best stall.



## Anuga Fair

Anuga, held in Cologne, Germany, is the largest food and beverage fair in the world. Keventer was one of the main participants there.

6,596 companies attended Anuga 2011 from 100 countries, which occupied a gross exhibition space of 284,000 square metre. Over 155,000 trade visitors from 180 countries attended Anuga 2011.



For all queries and inputs regarding The Keventerian write in to [thekeventerian@keventer.com](mailto:thekeventerian@keventer.com)

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