



Mumbai, April 2016



Makrand Appalwar (left) and SR Vaidya make a statement on the need for leadership with vision among SMEs

Budget 2016: SMEs driving India's growth



The Economic Times and Edelweiss presented The Economic Times Budget 2016 in Mumbai last month, February 2016. With budget round the corner (back then) a panel of SME leaders were invited to discuss and share their views, opinions and comment on the Budget 2016 with

respect to SMEs driving India's growth. Our CMD Mr. Makrand Appalwar was one of the esteemed panelist amongst Anand Ladsariya (Director, Everest Flavours Ltd), Brijesh Agarwal, (Co-founder, IndiaMART & Founder, Tolexo.com), Anil Kothuri, (President and Head, Edelweiss Retail Finance Limited), Anshu Sarin, (CEO, Berggruen Hotels Pvt. Ltd), Cherag Ramakrishnan, (Founder and Managing Director, Ceezar Realty).

When ET asked Mr. Makrand Appalwar, if he saw a leadership deficit among SMEs that eventually disallows them to aspire for the next level of growth, he said, "I find a mismatch of the vision of the leadership of SMEs. Most SME leaders don't want to dream big. When we started the company, our dream was Rs 10 Crore topline per year. Then we realigned our topline when we reached Rs 100 Crore and our dream again is to go to Rs 1,000 Crore. The businesses are run in a very proprietary manner and the top management needs

restructuring. SMEs don't want to run themselves as a very structured organization. They hardly have any cadres, technology or finance officers. One or two people decide the course of the company. So the bandwidth of decision-making will have to be realigned for SMEs to grow larger.

Mr. Makrand believes that "SME portfolio has more risk. So the government should set up more bodies, like export insurance schemes, and there should be some kind of scheme or organization which takes care of the debt finance to SMEs, and by that way, the entire SME debt gets secured and it can be taken as a larger block."

AT A GLANCE

The event

SMEs driving India's growth with Budget 2016

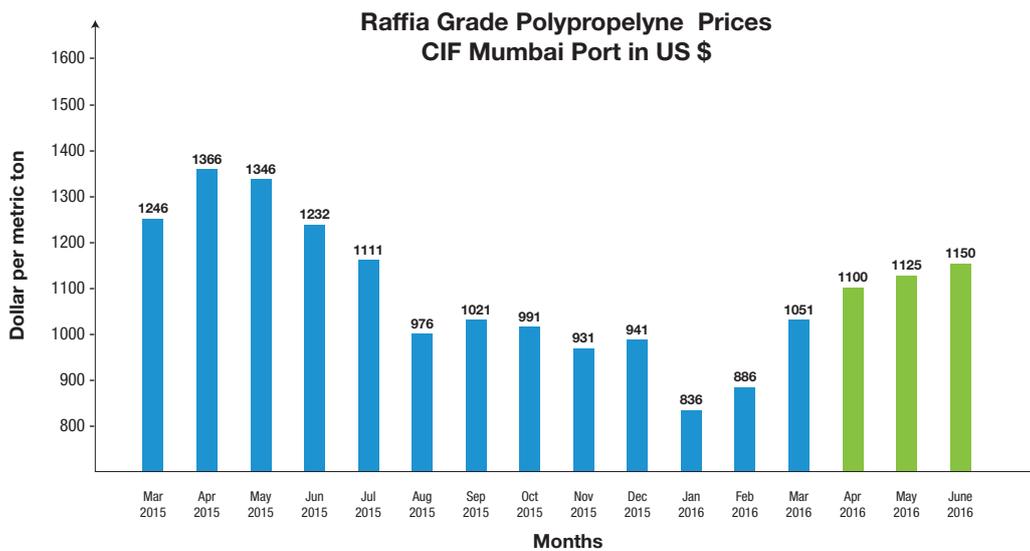
About us

When we started the company, our dream was Rs 10 crore topline per year. Then we realigned our topline when we reached Rs 100 crore and our dream again is to go to Rs 1,000 crore

Makrand's wish

The government should set up a skill upgradation and innovation-fund that will work with various technical institutes across the country. Getting manpower is a big challenge. This special fund could help with the requirement of manpower for SMEs

POLYMER PREDICTION



Disclaimer: The above predictions are made from our experience and expectations. The figures should not be taken as basis for any calculations. The figures are subject to change with changes in geo-political conditions. Source: Emmbi Research Team

“ In the next three months we expect the prices to be on the Bullish side; the Short term prediction for the April - June 2016 Quarter seems to be the prices may touch 1250 US \$ Per MT.

Emmbi Research team feels the prices will remain range bound between 1100 to 1250 US \$ for this quarter and may hover in the range for 1100 to 1400 US \$ Per MT for the Entire year of 2016.

Disclaimer: The Prices in the past and future are the CIF prices of the Material Ex Mumabi Port. Emmbi Research reserves the right to revise the information without any prior notice. Predictions may change as per the geopolitical situation of market. ”



INTERESTING FACT ABOUT INDIA THAT YOU HAD NO IDEA ABOUT

Science day in Switzerland is dedicated to Ex-Indian President, APJ Abdul Kalam

The father of India's missile programme had visited Switzerland back in 2006. Upon his arrival, Switzerland declared May 26th as Science Day.

The Sahayog Store: Emmbi Foundation's unique initiative

They say sharing is the best form of caring. Perhaps nothing demonstrates this better than the “Sahayog Kendra” – a unique initiative taken by Emmbi Foundation, that's committed to brighten the everyday lives of Emmbi employees.

The “Sahyog Kendra” was launched on March 3rd, 2016 at Emmbi's Janki unit at Silvassa.

What is Sahayog Store all about?

The philosophy behind the Sahayog Store is to share articles that we have, but never use so that they can be of use to someone who needs them. There may be numerous things that we possess but never use. The Sahayog Store asks, 'Why not share these things with others, who could make good use of them?'

Emmbi's staff (supervisor and above) contributes to the Sahyog Kendra by voluntarily sharing these articles which are in good working condition, but are



never used by them. These articles are made available to our workers, completely free of cost.

Interestingly, the idea and the name came from Emmbi employees themselves. The idea of the store was proposed by Mr. Piyush Kannurkar, while Ms. Swapnil Tiwari came up with the name “Sahayog”.

Here's to many more such initiatives that brighten lives of the people around us!



CELEBRATIONS IN INDIA



HOLI: Holi is one of the major festival of India and is the most vibrant of all. The joys of Holi knows no bound. The festival is celebrated across the four corners of India or rather across the globe. The festival is filled with so much fun and frolic that the very mention of the word 'Holi' draws smile and enthusiasm amongst the people. Holi also celebrates the arrival of spring, a season of joy and hope.

Holi is one of the oldest festivals of India. Mythology plays a very important part in narrating the festival of Holi. The most popular stories of Holi origin relates to 'Holika Dahan' and Legend of Radha-Krishan.



emmbi

Aquasave

A treat for visitors of Kisan 2015

Emmbi Industries Ltd demonstrated an innovative, new water conservation product. **Emmbi Aquasave at Kisan 2015**, India's Largest Agri Show in Pune (16th – 20th December 2015)



Emmbi Aquasave Products:



Pond Liner



Flexible Water Tanks

Kisan was a huge success as we received more than 1 lakh footfalls. Emmbi booth was one of the busiest and most crowded booths at the show. One of our concepts, "Flexible Water Tank" was a unique product in the entire exhibition, received a great response and appreciation.

The Show Stopper

Cycle flexible water tank, attracted the eye balls of farmers

The Set Up

A tempo with Emmbi Aquasave branding on it moved around the exhibition premises, distributing free drinking water to the visitors from tempo out of the flexible water tank.

The entire Emmbi team was highly enthusiastic in attending to the visitors and briefing them about flexible water tanks. Since "Kisan" is India's largest Agri show and farmers from various parts of country visit the exhibition (mainly from Maharashtra, Karnataka & Madhya Pradesh) we took this exhibition as a feedback mechanism. We interacted with various farmers on concept of flexible water tank and fetched the 1st hand information.

Our New Product Development team was very passionate for our products – Pond Liner and Flexible Water Tanks and was seen sharing his expertise with the visitors on issues pertaining to pond lining.

The success of this exhibition was an outcome of teamwork. The management, the executives, the labor and support staff had put in their best efforts to make it lively.



EMMBI TEAM PRESENT AT THE EXHIBITION

Mr. Makrand Appalwar

Mrs. Rinku Appalwar

Mr. Nitin Shah

Mr. Tushar Trivedi

Mr. Bharat Mohite

Mr. Vishwesh Sarpatwar

Mr. Piyush Kannurkar

Mr. Prashant Kambli

DELICACIES OF INDIA



BUTTER CHICKEN:

Butter chicken is an Indian dish of chicken in a mildly spiced curry sauce. It is served in India and abroad. The dish has its roots in Punjabi cuisine and was developed by the Moti Mahal restaurant in Delhi, India.

Preparation Time: 20 mins

Cooking Time: 20 mins

Makes 4 servings

Ingredients:

- 250 gm of boneless chicken, cubed
- 2 onions, minced
- 1 tomato, pureed
- 1 tbsp of tomato paste or sauce
- 1 tbsp of butter, ghee, or oil
- 1 tsp of minced garlic
- 1 tsp of minced ginger
- 2 tsp of coriander powder
- 1 tsp of chilli powder (use Kashmiri chilli powder for better results)
- 1 tsp of garam masala or chicken masala
- 1 large pinch of kasuri methi / dried fenugreek leaves
- 1 cup of milk
- 3 tbs of cream or pureed cashew paste (soak and grind cashew nuts)
- 1-2 tsp salt (adjust to taste)
- ¼ tsp of turmeric powder
- 1 small bunch of coriander leaves/ cilantro, for garnish

Method:

1. Heat the butter in a pan and add the minced onions. Fry until golden brown
2. Add the ginger, garlic, coriander, chilli powder, turmeric and salt. Fry for a minute until fragrant
3. Add the pureed tomato and tomato paste and cook for 3-4 mins until the mixture bubbles uniformly
4. Throw in the kasuri methi, milk, and the cubed chicken.
5. Cook covered for 8-10 mins until the chicken is soft. The chicken will let out more water, just check once or twice in between and give the curry a stir. Keep the flame on sim
6. When the chicken is cooked soft, open the lid and cook for a further minute or two. If the gravy is too thick, add some water at this stage
7. When done, add the garam masala or chicken masala and the cream or cashew paste. Give it a good stir, but don't boil
8. Adjust salt, garnish with the coriander leaves, and remove from fire

Serve hot with tawa naan, vegetable pulao, or jeera rice



PALAK PANEER:

Many of the best loved vegetarian dishes are the ones where paneer is combined with a vegetable. This combination of spinach and paneer is not only highly nutritious, but is a splendid blend of taste, texture and flavour.

Preparation Time: 20 mins

Cooking Time: 20 mins

Makes 4 servings

Ingredients:

- 10 cups chopped spinach (palak), refer handy tip
- 1 1/2 cups paneer (cottage cheese), cut into 12 mm. (1/2") cubes
- 2 tbsp oil
- 3/4 cup finely chopped onions
- 4 garlic (lehsun) cloves, grated
- 25 mm (1") piece ginger (adrak), grated
- 2 green chillies, finely chopped
- 1/2 tsp turmeric powder (haldi)
- 3/4 cup fresh tomato pulp salt to taste
- 1 tsp punjabi garam masala
- 2 tbsp fresh cream

Method:

1. Blanch the spinach in a vesselful of boiling water for 2 to 3 minutes.
2. Drain, refresh with cold water and keep aside to cool for some time.
3. Blend in a mixer to a smooth purée and keep aside.
4. Heat the oil in a kadhai, add the onions and sauté on a medium flame till they turn translucent.
5. Add the garlic, ginger, green chillies and turmeric powder and sauté on a medium flame for 1 to 2 minutes.
6. Add the tomato pulp and sauté till the mixture leaves oil, while stirring continuously.
7. Add the spinach purée and 2 tbsp of water, mix well and cook on a medium flame for 2 minutes.
8. Add the salt, garam masala and fresh cream and mix well.
9. Add the paneer, mix gently and cook on a medium flame for another 1 to 2 minutes.

Handy tip: 4 bunches of spinach will approximately yield 10 cups of chopped spinach

Launch of Positive Pressure Integrated Clean Room Facility

For Food & Pharmaceutical Grade FIBC Packaging

Emmbi Industries Limited initiated the construction of "Positive Pressure Clean Room facility for manufacturing of Food and Pharmaceutical Grade FIBC Packaging Material". The project plans to kick start on 3rd March 2016 where it would take 10 to 12 months to complete and start with the production.

The total cost of the project will be approximately Rs.10 Cr (estimated). Project which will be funded by internal generation and debt from the banks. Emmbi is constructing a building on the land that is already available with them.

This would help company to produce the Food & Pharma Grade products for the Export Market. Additionally, will enhance the value addition of the products, especially in USA as the new USFDA guidelines recommends the use of food grade material for packaging for the entire value-chain of Food and Pharma.

Mr. Makrand while expressing his thoughts during the launch, said when they started Emmbi, it was a recession period and during 2008 – 09 when markets were not performing Emmbi was still flourishing, so now Emmbi is ready to take up any challenge coming ahead.



HOLIDAY DESTINATION IN INDIA



TAJ MAHAL

Date of Inscription: 1983

Best time to visit: October to December

An immense mausoleum of white marble, built in Agra between 1631 and 1648 by order of the Mughal emperor Shah Jahan in memory of his favorite wife, the Taj Mahal is the jewel of Muslim art in India and one of the universally admired masterpieces of the world's heritage.

By Air:

The closest international airport is Indira Gandhi International Airport in Delhi, which is well-connected to all the major cities in the world. From Delhi, there are convenient flights available to Agra. The city of Taj, Agra, has its own airport that is around 7 km from the city center.

By Rail:

There is a good network of trains connecting Agra with the rest of the country. The main trains connecting Agra Cantonment with Delhi are Palace on Wheels, Shatabdi, Rajdhani, Taj Express and Gatiman Express.

By Road:

Agra is 204 kms from Delhi, 235 kms from Jaipur. There is a new express way to Agra from Delhi where one can either hire a tourist or private vehicle and drive down to Agra.