

Dear MFL'ers & the family members!

Namaste!

Greetings!

Vanakkam!

Swagatham! Welcome to the 67th Republic Day Celebrations at MFL!

This is my first public function after assumption of office on 14th January as CMD of this prestigious organization of South India. I am happy to see you all in this auspicious day of National Importance! Incidentally, just a month back on Dec 8, 2015, **Madras Fertilizers Limited, stepped into the 50th Year of operation, the Golden Jubilee Year.** I am glad and honoured that I have been appointed as the CMD of MFL. I am also happy to learn that on Dec 27, 2015 MFL employees celebrated the Foundation Day Celebrations with great fervor and euphoria!

Twenty Sixth January holds an everlasting place in our national memory because it is the day when modern India was born. *Public Sector Undertakings* are Temples of Modern India. In these temples, honest work or *Karma Yoga* is equivalent to the worship of God. PSUs are contributing to the national economy apart from fulfilling the people's needs and achieving the goal of social justice through employment. Coming to our organization, MFL- through its VIJAY Products- is catering to the needs of the farmers in the Southern Region of Bharat and contributes to maximize food production. Being a Chemical Engineer by Profession, I am happy to head this Chemical Fertilizer Giant of South India.

MFL is known for its high level of work culture, dedicated and loyal employees. It is evident from the fact that the plant achieved the highest urea production in a day (1730 MT) on Jan 11 and again on Jan 16 surpassing the previous best of 1721 MT made on 1st Aug 2008. This record is a splendid achievement when viewed in the backdrop of Natural Calamity - flood inundation of the whole complex- the Company faced during the first week of Dec 2015. Urea production of 50235 MT in Oct 2015 is the third highest monthly production.

Let us continue the good work and excel our own targets with zeal to achieve positive net-worth at the earliest and come out of BIFR. There is no room for relaxation or complacency which we cannot afford to. The key to improve the financials for sustenance is high productivity combined with energy efficiency. I have communicated in clear terms of targeting the lowest possible energy consumption (say 6.0 Gcal/MT of Urea) in a matter of two years from now. I invite internal ideas and suggestions towards realizing this dream- nay-a definite possibility. I already told this to Plant Staff during my plant visits! I hope to be flooded soon with excellent ideas structured with workable steps from the intellectual human resources this great Company has!

I would like to add that achievement of higher productivity and efficiency goes only with **high level of SAFETY consciousness** among employees both inside and outside MFL. I attach topmost importance to Safety which should not be compromised at any point of time and should be followed at any cost! When I use Safety, it denotes the whole gamut of safety – Personal Safety, Plant & Machinery Safety and Environment Safety! We are duty bound to protect the environment. *Zero in accidents, Zero in emissions, Zero in effluents* should be our mantra! With these we should excel our commercial goals and that is wholesome achievement! *Commercial goals are achievable with Quality Output from Plant. MFL has extensive retail dealer network in South India catering to the needs of farmers. Our Brand Name “Vijay” is very popular and a household name among farmers.* Marketing, Finance and Administration will work in unison and support Plant in all its endeavors to bring laurel to the organization!

I take this opportunity to thank the Government on behalf of MFL for having given permission to run this naphtha-based unit till it attains gas connectivity. As a long term measure, MFL is conceptualizing a Greenfield Ammonia-Urea Plant of latest technology, captive power unit, etc.

Today we have another milestone in MFL history! MFL is launching the marketing of “City Compost” a “Municipal Waste” based organic fertilizer. Thus MFL is also actively participating in the “Swatchh Bharath” campaign (*Thooyamayana Indhiya in Tamil*) by helping conversion of Municipal Waste into wealth.

Our Company is concerned about Corporate Social Responsibility (CSR) for the upliftment of farmers and society. Our Company has undertaken construction of Toilet in Panchayat Union Primary School Ariyalur, Tiruvallur District at an estimated cost of 2.5 lakhs. Regular supply of potable water for about 500 families is made available through pipelines from MFL to Harikrishnapuram (Manali), neighborhood village.

Recently during December 2015 due to heavy rainfall, many areas of Chennai City including our MFL Plants had submerged in flood. Even while facing the Natural Calamity bravely by taking appropriate measures from a safe shutdown to a quick coming-back on streams through effective team-work, MFL simultaneously rose to the occasion and started caring for its neighbors in society. Our MFL team voluntarily involved in social support activities to mitigate the sufferings of flood affected people living in and around MFL Plant at Manali.

Food Camp was organized on December 6, 2015 followed by *Medical Assistance Camp* on December 15, 2015. MFL team distributed food packets and medical kit to around 1000 people at Salaimanagar Village, Manali, adjoining MFL Plant Premises. Free Medical Camp was conducted by our *MFL Occupational Health Centre* team, which served around 500 people, at Salai managar village, Manali.

To cap it all, *Family Relief Assistance* was organized on December 25, 2015. MFL distributed around 1000 relief material packets containing 4 kgs Rice, Dhoti, Sari and Bed Sheet Worth of Rs, 600 /- per family through the local Member of Legislative Assembly – Thiruvottiyur Assembly Constituency of Tiruvellore District. These show the importance and value MFL attaches to Society, its responsibility towards alleviating the sufferings of humanity! We feel very proud when we learn that MFL is carrying out these activities.

I request all MFL'ers to adhere to MFL slogans "*Better Still Better*" and "*Second to None*" and to raise the MFL flag high!

Thanks!

Jai Hind!