

Living Sudarshan Culture

Jan 2022

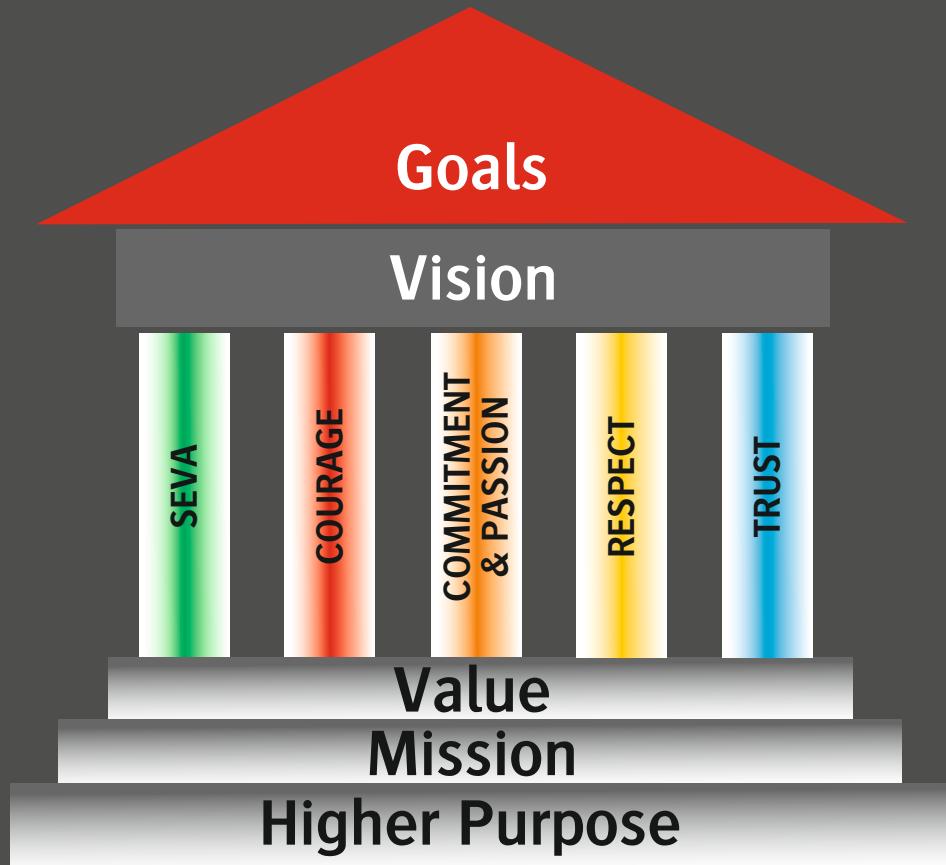
First Edition

SudaSoul



Living
Sudarshan Culture...

SUDARSHAN



Sudarshan Values

Seva	Courage	Commitment & Passion	Respect	Trust



VISION

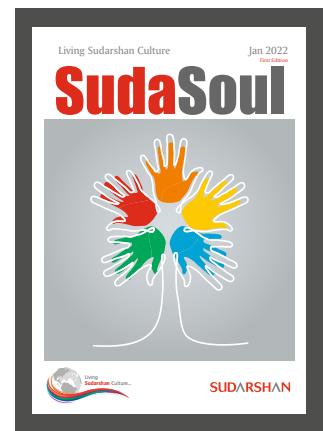


MISSION



VALUES

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“Culture is what motivates and retains talented employees.”



“We want to create an atmosphere at Sudarshan such that each employee is excited and charged up to come to work every Monday morning.”

Rajesh Rathi
Managing Director

I take immense pride in saying that Sudarshan is a value-based organization. Two companies could have a similar goal but what makes all the difference is the culture, the people and a long-term sustainable strategy with a larger purpose beyond financial numbers. Our higher purpose at Sudarshan is not just about numbers but about Growing Together with all our stakeholders to be Spiritually fulfilled, Socially Just and Environmentally Sustainable. We believe that our employees need to be spiritually fulfilled to be centred and serve our stakeholders to the fullest. We want to be socially just and ensure that as Sudarshan grows, the villages and communities around us grow with us. Being a chemical company, being environmentally sustainable is a very big priority for Sudarshan. We take various initiatives in our production facilities including the use of green energy and water effluent treatment plants to ensure that the environment around us is not harmed by our industrial activities.

We want to create an atmosphere at Sudarshan such that each employee is excited and charged up to come to work every Monday morning. Sudarshan's values play an important part in this. We have five unique values- Seva (Service), Courage, Commitment & Passion, Respect and Trust. Seva refers to selfless service to all our stakeholders and encompasses the Indian value of 'Atithi Devo Bhava' which means treating

our guests and customers with humility akin to god. As we embark on our ambitious goal of Leap to 3, with the aim to become the top three pigment players in the world, not only the top management but every single employee needs to take bold decisions without being scared of failure- hence our second value- **Courage**. Our third value is **Commitment & Passion**. We all need to be collectively committed to Sudarshan's goal of being a world class organization and among the top three pigment players of the world. Only if each and every employee is committed and passionate about this vision and works towards it every day, will it be achievable. We are fortunate enough to have employees who have been working with us for decades and we also have some new young blood in the organization. Here is where our fourth value of **Respect** comes in, it is very important that ideas win on merit and not on seniority or age. Our final value, **Trust**, is the fundamental block of all the values. Trust is essential to collaborate, work and grow together. Sudarshan's values and culture is a big differentiator for us in the marketplace today and gives us a sustainable advantage.

I invite each and every one of you to live our Sudarshan values every day. This will empower us to achieve Sudarshan's collective vision.





The uniqueness of Sudarshan culture is our **LARGER PURPOSE**, “Growing together by being Spiritually fulfilled, Socially just and Environmentally Sustainable”.

Mohini Kudtarkar
People Practice - OD, L&D

The uniqueness of Sudarshan culture is our **LARGER PURPOSE**, “Growing together by being Spiritually Fulfilled, Socially Just and Environmentally Sustainable”. Over the past several years based on beliefs, underlying assumptions, attitudes, and behaviours shared by employees and stakeholders, processes, and systems; our culture and five core values have evolved at the organisation level. Our five values are – SEVA, COURAGE, COMMITMENT & PASSION, RESPECT and TRUST.

How is the culture and values reinforced and lived at Sudarshan?

We live and breathe values in our everyday business practices. To reinforce the values at the individual level, every new employee undergoes a one day “Living Sudarshan Culture Workshop” conducted by trained Value Champions. We also conduct this workshop for all employees and plan to begin conducting it for contract workers as well. In the recruitment process, we test and judge candidates on culture fit, as one of the selection criteria. In the promotion process, one of the key decision parameters is an assessment of the values lived by the employee. We evaluate value-based behaviours of our leadership team using a 360-degree feedback mechanism. They are given feedback reports, based on which they prepare

their action plans. Leader scoring high on feedback is also awarded as “Value Leader”. We recognise employees who live Sudarshan values by rewarding them with “Value Cards” which can be redeemed in the reward & recognition program. Value is also a criterion in Self-Managed Team reward & recognition program at shop floor. We publish success stories of employees who live Sudarshan values in a monthly newsletter. Quarterly, we celebrate Value Week, in which any one value is selected, and several activities are planned to reinforce the value.

To institutionalize the journey of culture, we are launching our first edition of bi-annual magazine, “SudaSoul”.

Culture and values are the heart and soul of Sudarshan. We take this opportunity to thank all our partners who supported us in embarking on this journey and helped us develop Sudarshan as a value-based organisation. Together, we are confident that we will achieve our larger purpose and vision.

“Values are like lighthouses; they are signals giving us direction, meaning and purpose.”

COURAGE

VALUE STORY shared by *Popat Suryawanshi*, Sr .Manager – Production

VALUE STORY lived by *S B Kuthe*, Worker & *S B Karulkar*, Sr. Executive Production



S B Kuthe
Worker



S B Karulkar
Sr. Executive - Roha

Courage, a foundation for team work and achievement

There was a modification of new kettle in process at the Roha Sumicos plant in December 2021. While doing so, Mr. S B Kuthe was observing the changes and felt that there was something wrong in the design. He conveyed this to the supervisor Mr. S B Karulkar. After hearing him out, Mr. Karulkar reflected and asked the project engineer to check the design once again.

After evaluation, they realize that there was a small mistake and this could have resulted in the failure of the project. Mr. Kuthe's attentiveness and courage saved us from major delays with customers.

“Courage is what it takes to stand up and speak, courage is also what it takes to sit down and listen.”

Winston Churchill



COMMITMENT & PASSION

VALUE STORY shared by **Frank Bursch**, President SUNA

VALUE STORY lived by **Jyoti Kunte**, Senior Executive – Marketing GHO
& **Bonnie Piro**, Manager – Technical Services SUNA



Jyoti Kunte

Senior Executive - Marketing GHO

The Sudarshan US team was facing daily challenges due to operating in far distance from our headquarters in India with a time difference of 10.5 hours. In the past this created a disadvantage with regards to response time of general customer requests and handling of samples for customers. Speed to market is probably one of the attributes most valued by our customers.

Therefore, the US team needed a strong go to person who could bridge this gap. Jyoti Kunte (located at Pune) is the dedicated support person who makes this all work.

Her support reaches all corners of the North American business from technical to sales, customer service and management.

If someone doesn't know whom to forward a certain customer request to, Jyoti will be

there to help. She has deep knowledge of our organization and processes and knows from whom to get the answers. She stays on top of requests and makes sure answers are provided as fast as possible. While working in the background, her contribution to the business is part of our success in SUNA.

Being committed to provide the best possible service to the people you work with is not restricted by distance or time difference. If you are passionate in what you do you can always perform at your best.

The above story speaks loud about our value “Commitment and Passion”.



Bonnie Piro

Manager – Technical Services SUNA

Commitment & Passion” drives you to greater accomplishments.

When the pandemic started and customer visits were taken away from our standard customer interaction, Bonnie took it upon herself to find a new way to connect virtually with our customer base in SUNA. She created a monthly technical call schedule based on which she invited our entire customer base. During those calls she taught our customer base the basics of pigment chemistries and its end applications. On an average she would have 100+ customers listening to her presentations.

Our customers are extremely appreciative about these technical sessions, as they get to refresh their own knowledge or have younger colleagues exposed to some basic training. They consider this as a high value to their organization in a format that nobody else has been doing before.

Bonnie's passion for technical aspect of pigments and the commitment to her job showcased how you can create value to a customer and to Sudarshan by representing our company and its capabilities in new ways. Customers got to see the technical backbone of our company vs. seeing us as a me-too competitor.

The above story speaks loud about our value “Commitment and Passion”.

SEVA Value Week Celebration

Every quarter at Sudarshan, we celebrate Value Week to reinforce our values among employees by organising events depicting our values. We celebrated SEVA value week in the month of October 2021



Value Week Celebration At Roha Site with all the Field officers and Executives #Serveourcustomers



Thanking Local Teachers towards their contribution for the society in providing seamless education



Thanking Public Health Centre, Roha employees for their contribution during Covid Crises



Thanking our Fire station Mahad Team for their SEVA by being available 24/7 for any emergency in MIDC Mahad.



Appreciating MMA Mahad hospital employees for their work and support during Covid crises in Mahad.



Thanking local Police officials at MIDC Mahad for their continuous support towards society.



Conducted health awareness sessions at Mahad Site.



Tree plantation as a SEVA towards society. 120 saplings planted at Kamble Mahad.

Value Leader Award Winners - Year 2019



Value Award	Name of Leaders	Location
Seva	Rajesh Rathi	GHO
Courage	Milan Krumbe	Europe
Commitment & Passion	Kushal Chakraborty	Kolkata
Respect	Kailash Mogare	Roha
Trust	Mahesh Metteloo	Sutarwadi

Value Leader Award Winners - Year 2020



Value Award	Name of Leaders	Location
Seva	Madhuri Sanas	Roha
Courage	Ashish Vij	GHO
Respect	Kailash Mogare	Roha
Trust	Mahesh Metteloo	Sutarwadi

Sudarshanites exhibiting COMMITMENT & PASSION as their fitness mantra



On 12th December, 2021 our colleagues from Roha and Mahad ran “SATARA HILL HALF MARATHON” which is a 21 Kms run. The runners are Sanjeev Karulkar, Dr. Sagar Petkar, Sopan Muthe, Sandeep Kashid, Sunil Bhoite and Ashok Gavali.

They were also felicitated with the prestigious “5TH TIME FINISHER” medal to our champs, Sopan Muthe, Ashok Gavali, Rajesh Karulkar and Sunil Bhoite.



On 27th Nov. 2021 Mr. Amey Athalye from GHO participated in cycling expedition.

He along with 11 riders travelled from Pune to Tarkarli via Konkan coastal route cycling more than 350 Kms in 5 days.

SUDARSHAN CRICKET TEAM at Roha won the SONARSIDH CHASAK CRICKET TOURNAMENT on Sunday 2nd January, 2022.

The team members have depicted our Sudarshan values of Courage, Commitment & Passion, Trust and Respect while accomplishing this achievement.

We congratulate the team for their stunning performance.

TEAM

Pramod Gije (Captain),
Jitu Bamne (Vice Captain),
Dinesh Patil, Surag Dabhade, Prajot Dake, Sandesh Mhandlekar, Rushi Walekar, Bhaskar Satamkar, Vijay Shedge, Pratish Bhokate, Akshay Kambli, Sanil Varankar, Pramod Oganiya, Ajay Madhavi,

Sameer Wadhawal (Team Manager).



“Spiritually Fulfilling Life@Sudarshan”



Sudarshan has been continuously working towards the grand vision of being amongst the top three pigment player in the world by “**Growing together by being Spiritually fulfilling, Socially Just and Environmentally Sustainable**”.

In our initiative called “**Spiritually Fulfilling Life@Sudarshan**”, all the employees are trained in a two and a half day workshop.

This is done in collaboration with our renowned partner, **The Art Of Living Foundation** founded by His Holiness Sri Sri Ravi Shankar.

The objective of this initiative is as follows:

- To help our employees focus on the Spiritual aspect of their life
- To help the employees to be centred with orientation to spiritual practices and opportunity to practice them at work.
- To help the employees to integrate the Vision and Values of Sudarshan through spiritual thought process and practices.

This initiative has created a naturally Connected, Centred and Aware workforce that delivers value to all their stakeholders in community around them.

Trainings conducted by Value Champions for new employees on “Living Sudarshan Culture”

Sudarshan is a value based organisation and our culture is very important to us.

We live by our five values - Seva (Service), Courage, Commitment & Passion, Respect and Trust.

We hold regular workshops called 'Living Sudarshan Culture' in which small groups of employees are given a refresher course on our culture and values using fun games, quizzes and skits.



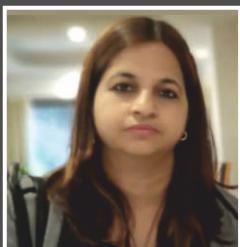
“Your core values act like internal compass which navigates the course of your life.
If you compromise your core values, you go nowhere.”



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