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From the Desk of the Managing Director

Happy New Year Everyone!!!

Every New Year has the potential to bring new energy and a renewed commitment to the vision and goals of any business. it has the power to inspire employees to renew their commitment to excellence and re-engage, in their work with their best contributions.

We are in the last quarter of the FY 16-17 which means we must all focus more on fulfilling our targeted figures. Year 2016-17 has been a challenging year for us.

Indian Sugar Mills Association (ISMA), has cut the India's sugar production estimates in 2016-17 by 7.3% mainly on account of a severe fall in production expected in Maharashtra, the top sugar producing state in the country. Jay Mahesh has been badly hit by this.

We have seen some of our best performing units taking an unexpected hit this year. Procurement of cane has become more owing to the ever increasing demand for support price of cane from the farmers and we have witnessed a stiff competition from the neighboring industries.

Jay Mahesh, Aland & TSL have already completed the crushing season. Koppa & KSL still striving hard to crush as much as possible.

I have good hope for the overall performance of the business the coming year. With annual predictive growth of industry showing recovery signs with 11% increase in the coming years.

At this juncture there is an irrevocable need for us to adapt to the changing environments and cut loose the old or ineffective practices causing our lagging back in the segment. Innovation sprouts up where there's a synergized effort of all the employees, for this every unit & department should do lot of brain storming, root cause analysis and chalk out a solution to be implemented in a cost effective manner. I urge all of you to utilize time in hand to "grind the axe" to innovate & develop cost effective mechanisms in all the roles. I hope you will come up with innovative solutions which would help us in achieving optimum production levels & improve efficiencies.

All the units are setting up budgets for the year 2017-18 and getting ready for the finalization of budgets. While preparing the budget we should consider the learning from the last year and also take into consideration the best performance of the neighboring factories.

It would be appreciable if all the departments to work together hand in hand in facing various situations posed by both man and the nature. This is what makes us stand unique among others.

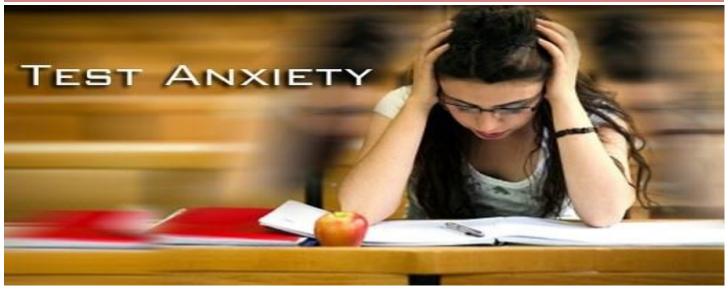
It's worth remembering the quote by great people "The key to growth is to poise under stress/adversity, In the times of great adversity its always best to keep busy, plow your every energy into something positive". All the Best!

-Ravindra S Singhvi



What Can You Do When Your Child Has Test Anxiety?

-by Jitendra Kumar Sharma, VP-HR



Does your daughter complete her homework assignments with ease, but freeze when the teacher announces a pop quiz? Does your son become irritable and have trouble sleeping during exam season? The culprit could be test anxiety.

It's natural to feel a little nervous about taking a test, but intense jitters can interfere with your child's academic performance and undermine their love of learning. Study these tips that you can share with your child to help them stay calm and do better in school.

Steps to Take Before and After Exam Season

Design your own tests. Self-testing is one of the most effective methods of studying, and your child will gain confidence each time they practice. Ask your child to make up a few questions about the material they just covered in their homework.

Avoid cramming. Talk with your child about the importance of studying regularly rather than waiting until the last minute. They'll retain more information and feel less stressed.

Accept your feelings. Fighting or denying anxiety can make it worse. Be a role model by showing how you can acknowledge your feelings while taking constructive action.

Practice relaxation. Make reducing stress a family activity. Meditate together or take long walks. Start the morning with some breathing exercises and play gentle instrumental music in the evenings.

Monitor self talk. You can't always be there to give your child a pep talk so ensure they know how to motivate and encourage themselves. Let them know that they deserve praise for making an effort. Focus on making progress rather than getting any particular grade.



Ask for assistance. Schools offer many resources for learning disabilities and other conditions that can contribute to test anxiety. Talk with a teacher or school counselor to see what's available.

Evaluate your efforts. Prepare for the next exam season by figuring out where you need to focus your attention. Maybe your child is still struggling with essay questions or analogies.

Steps to Take During Exam Season

Clarify the format. Knowing what to expect can boost your confidence. See if the teacher is willing to announce what kind of questions will be on the test, and what material will be covered. Look at samples from previous years and remind your child to pay extra attention to any sections and themes that the teacher seems to emphasize.

Minimize distractions. A tranquil atmosphere relieves anxiety. Suggest picking out a quiet seat away from the door.

Follow directions. Students sometimes fail tests because they didn't take the time to read the instructions carefully. Train your child to study the directions before they answer any questions.

Keep moving. Blanking out and freezing are common symptoms of test anxiety. Staying engaged makes it easier to think. Answer easy questions first and save harder ones for later. Outline drafts for essays if it's difficult to write them out automatically.

Eat nutritious foods. Students need to care for their bodies as well as their minds. Avoid fueling up on sugary junk food that makes blood sugar levels soar and crash. Eat balanced meals and nutritious snacks.

Exercise regularly. Similarly, daily workouts will reduce stress and boost energy. Start the day with a short run or laps in the pool.

Sleep well. Test anxiety can keep a student up at night, but sleep is essential. Create bedtime rituals like taking a warm bath or drinking a cup of chamomile tea.



Being tested is a part of life, whether it's algebra exams or job interviews. Teaching your child to perform under pressure will prepare them for greater success and peace of mind.



Koppa in Pictures





68th Republic Day Celebrations in NSL Koppa Unit





New Year Celebrations in Koppa Unit











Kids Extra Curricular Activities on the eve of Republic Day







Various Training Program's at Koppa















"IN MEDIOCRITY, THERE IS COMFORT, BUT NO JOY. IN GOING BEYOND
YOUR LIMITS, THERE IS JOY, BUT MAYBE NO COMFORT
YOU HAVE TO CHOOSE."



Behaviors to pick up to be unstoppable - by Sai Krishna, KSL

A lot of people are good at what they do. Some are even elite. A select few are completely unstoppable.

Those who are unstoppable are in their own world.

They don't compete with anyone but themselves.

You never know what they will do—only that you will be forced to respond. Even though they don't compete with you, they make you compete with them.

Are you unstoppable? By the end of this article you will be.



Let's get started:

Don't Over think—know and act.

"Don't over think. You already know what you have to do, and you know how to do it. What's stopping you?"—Tim Grover

Rather than analyzing and thinking, act. Attuned to your senses, and with complete trust in yourself, do what you instinctively feel you should. As Oprah has said, "Every right decision I have ever made has come from my gut. Every wrong decision I've made was the result of me not listening to the greater voice of myself."

The moment you start thinking, you've already lost. Thinking swiftly pulls you out of the zone.

Always be prepared so you have the freedom to act on instinct.

"Just as the yin-yang symbol possesses a kernel of light in the dark, and of dark in the light, creative leaps are grounded in a technical foundation." — Josh Waitzkin

Become a master of your craft. While everyone else is relaxing, you're practicing and perfecting. Learn the left-brained rules in and out so your right brain can have limitless freedom to break the rules and create.

With enhanced consciousness, time will slow down for you. You'll see things in several more frames than others. While they're trying to react to the situation, you'll be able to manipulate and tweak the situation to your liking.

Don't be motivated by money or anything external.

Having nice things is, well, nice. But for you, it's never been about the money, prestige or anything else outside of you. Take these things away and nothing changes for you. You're still going to be pushing your personal limits and giving it



your all. Give these things to you and they won't destroy you like they do most people.

Always be in control.

Unlike most people, who are dependent on substances or other external factors, you are in control of what you put in your body, how you spend your time and how long you stay in the zone.

Act based on instinct, not impulse. Just because you could doesn't mean you do. And when you do, it's because you want to, not because you have to.

Be true to yourself.

Although 70 percent of employees hate their jobs and only one in three people report being happy, relentless and unstoppable people purge everything from their life they hate.

Have the self-respect and confidence to live life on your terms. When something isn't right in your life, change it. Immediately.

Never let off the pressure.

"Pressure can bust pipes, but it also can make diamonds." — Robert Horry

Most people can handle pressure in small doses. But when left to their own devices, they let off the pressure and relax.

Not you. You never take the pressure off yourself. Instead, you continuously turn-up the pressure. It's what keeps you alert and active. Make it your fiend rather oyur foe.

Don't be afraid of the consequences of failure.

Most people stay close to the ground, where it's safe. If they fall, it won't hurt that bad. But when you choose to fly high, the fall may kill you. And you're OK with that. To you, there is no ceiling and there is no floor. It's all in your head. If something goes wrong—if you "fail"—you adjust and keep going.

Never stop learning.

Ordinary people seek entertainment. Extraordinary people seek educationand learning. When you want to become the best at what you do, you never stop learning. You never stop improving and honing your skills and knowledge.

Your unparalleled preparation is what gives you power. No one else is willing to pay the price you've paid.

Don't get crushed by success.

"Success can become a catalyst for failure." — Greg McKeown

Most people can't handle success, authority or privilege. It destroys them. It makes them lazy. When they get what they want, they stop doing the very things that got them there. The external noise becomes too intense.

But for you, no external noise can push harder than your own internal pressure. It's not about this achievement, but the



one after, and the one after that. There is no destination. Only when you're finished.

Completely own it when you screw up.

"Implementing extreme ownership requires checking your ego and operating with a high degree of humility. Admitting mistakes, taking ownership and developing a plan to overcome challenges are integral to any successful team."—Jocko Willink

No blame. No deception or illusion. Just the cold hard truth. When you mess up, you own it. And as the leader, you own it when your team fails. Only with extreme ownership can you have complete freedom and control.

Always work on your mental strength.

"Mental resilience is arguably the most critical trait of a world-class performer, and it should be nurtured continuously.

Left to my own devices, I am always looking for ways to become more and more psychologically impregnable. When uncomfortable, my instinct is not to avoid the discomfort but to become at peace with it. My instinct is always to seek out challenges as opposed to avoiding them."—Josh Waitzkin

The better you can be under pressure, the further you'll go than anyone else. Because they'll crumble under pressure.

The best training you will ever do is mental training. Wherever your mind goes, your body follows. Wherever your thoughts go, your life follows.

Confidence is your greatest asset.

You've heard it before: Running a marathon is far more mental than physical. A person's ability to run a marathon—or do anything hard—is more a reflection of their level of confidence than their actual ability.

Your confidence determines:

The size of challenges/goals you undertake

How likely you will achieve those goals

How well you bounce back from failures

If you're not confident, you will never put yourself out there in the first place. When you're confident, you don't care how many times you fail, you're going to succeed. And it doesn't matter how stacked the odds seem against you.

Surround yourself with people who remind you of the future, not the past.

When you surround yourself with people who remind you of your past, you'll have a hard time progressing. This is why we get stuck in certain roles, which we can't break free from (e.g., the fat kid or shy girl).

Surrounding yourself with people who you want to be like allows you a fresh slate. You're no longer defined by your past, only the future you are creating.



According to "the Pygmalion Effect," the expectations of those around you in large measure determines how well you perform.

Have clear goals.

"While a fixation on results is certainly unhealthy, short-term goals can be useful developmental tools if they are balanced within a nurturing long-term philosophy." — Josh Waitzkin

According to loads of psychology research, the most motivating goals are clearly defined and time-bound.

Your goals can either be focused on your behaviors (e.g., I'm going to write 500 words per day) or on the outcomes you' re seeking (e.g., I'm going to get published on The New York Times by June 1, 2016).

For most people, behaviorally-focused goals are the better and more motivating option. But when you crave the results so much that the work is irrelevant, your aim should be directed straight at the outcomes you want. However, results-focused goals are better when short-term and grounded in your long-term vision and philosophy. When your why is strong enough, the how will take care of itself.

Choose simplicity over complication.

"If you can't explain it simply, you don't understand it well enough." — Albert Einstein

It's easy to be complicated. Most of the research and jargon in academia and business is over-complicated.

Cutting to the core and hitting the truth is hard, because it's simple. AsLeonardo da Vinci has said, "Simplicity is the ultimate sophistication."

Very few people will give you the truth. When you ask them a question, it gets mighty complicated. "There are so many variables" or "It depends" they say.

T. S. Eliot said it best, "Where is the wisdom we have lost in knowledge? Where is the knowledge we have lost in information?"

Wisdom is timeless and simple. Learn wisdom and choose it.

Never be jealous or envious of someone else's accomplishments.

Being unstoppable means you genuinely want what's best for everyone—even those you would consider your competitors. Jealousy and envy are the ego—which operates out of fear.

The reason you are happy for other people's success is because their success has nothing to do with you.

You are in control of you. And you are different from every other person. There is no one who can do exactly what you can do. You have your own superpower with your own unique ability to contribute. And that's what you're going to do.

Make time for recovery and rejuvenation.



"Wherever you are, make sure you're there." — Dan Sullivan

When you focus on results, rather than being busy, you're 100 percent onwhen you're working and 100 percent off when you're not. This not only allows you to be present in the moment, but it allows you the needed time to rest and recover.

Your ability to work at a high level is like fitness. If you never take a break between sets, you won't be able to build strength, stamina and endurance. However, not all "rest" produces recovery. Certain things are more soothing than others.

Recovering from my work generally consists of writing in my journal, listening to music, spending time with my wife and kids, preparing and eating delicious food, or serving other people. These things rejuvenate me. They make my work possible, but also meaningful.

If you need permission, you probably shouldn't do it.

A mentor of mine is a highly successful real estate investor. Throughout his career, he's had hundreds of people ask him if they should "go into real-estate."

He tells every one of them the same thing: that they shouldn't do it. In fact, he actually tries talking most of them out of it. And in most cases he succeeds.

Why would he do that? "Those who are going to succeed will do so regardless of what I say," he told me.

I know so many people who chase whatever worked for other people. They never truly decide what they want to do, and end up jumping from one thing to the next—trying to strike quick gold. And repetitively, they stop digging just a few feet from the gold after resigning the spot is barren.

No one will ever give you permission to live your dreams.

Don't make exceptions.

Zig Ziglar used to tell a story of traveling one day and not getting in bed until 4 a.m. An hour and a half later (5:30), his alarm went off. He said, "Every fiber of my being was telling me to stay in bed." But he had made a commitment, so he got up anyway. Admittedly, he had a horrible day and wasn't productive at all.

Yet, he says that decision changed his life. As he explains:

"Had I bowed to my human, physical, emotional and mental desire to sleep in, I would have made that exception. A week later, I might have made an exception if I only got four hours of sleep. A week later, maybe I only got seven hours of sleep. The exception so many times becomes the rule. Had I slept in, I would've faced that danger. Watch those exceptions!"





Tungabhadra in Pictures





68th Republic Day Celebrations at NSL TSL





"Just as the yin-yang symbol possesses a kernel of light in the dark, and of dark in the light, creative leaps are grounded in a technical foundation."—Josh Waitzkin







68th Republic Day Celebrations at NSL TSL

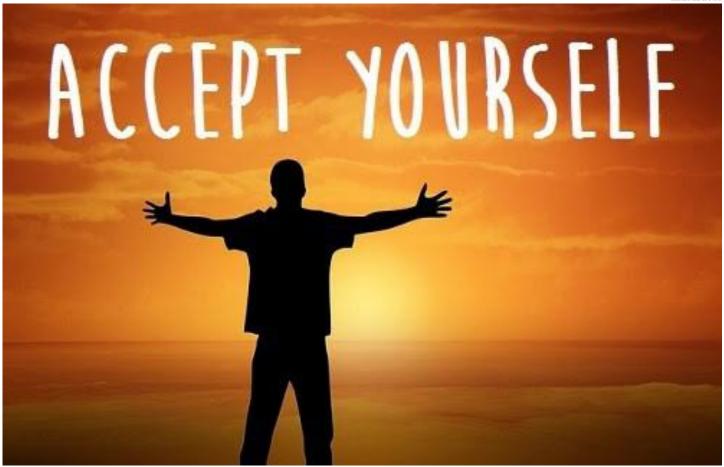






"The drive to close the gap between nearperfect and perfect is the difference between great and unstoppable." — Tim Grover





Take a look in the mirror and realize that there has been and never will be another person like you. You offer something unique and different that can't be replicated. Embrace your strengths, weaknesses, and flaws entirely.

Self Respect - Treat yourself like something you have high value for. Eat well, get rest, exercise, and dress properly.

Positive Self Talk - Pay attention to how you talk about yourself. Avoid making negative comments or remarks that devalue your self worth.

Reflect On Positive Traits - Take time to reflect on your strengths and accomplishments. Sometimes we don't realize how great we are until we stop and take a look at what we've achieved.

Free Yourself - Sometimes we don't even give ourselves permission to enjoy life. Release yourself from self judgement and allow yourself to have fun.

Don't Rely On External Validation - Stop placing too much value into what others think about you. If you do that you're living your life for other people and not yourself. If you are looking for validation it should only come from you. I saw a guy on the train once dancing to music he was listening to. It was beautiful because he didn't care what anybody thought about him. The only thing he cared about was pleasing himself.

Shut Your Phone Off - Disconnect from social media once a week. Take a walk, do some writing, or spend time with loved ones.

Reconnect With Your Parents - When you are older you can connect with your parents in a way you weren't



able to when you were a child. You can really get to know them as individuals not just as the people who raised you.

Be Ambitious - Chase a dream or invest in your passions. You can take a lot more risks at age 20 than when you are older, married, and have kids.

Travel - Meet new people and gain new experiences. Immersing yourself in different cultures expands your worldview and intelligence of the world.

Read Books - Everything you need to know is in a book, so read them!

Do One Thing That Scares You Every Week - It could be anything from skydiving to taking a public speaking class.

Funny Status Messages in Social Networking Sites

God is creative just look at me!!!



I hate fake people, I know what I am talking about.

Mannequins:D



I am not lazy, I am on energy saving mode.





I love my job only when I am on vacation

How can I miss something I never had



Hey there! Whatsapp is using me!!



Fact: Phone is on silent mode...10 missed calls.

Phone in loud mode .. no one calls all day.





Aland in Pictures

68th Republic Day Celebrations at Aland





Prize distribution for Best suggestion scheme awardees







Kum. Neha D/o. Chakrapani G.S, was appointed as a pharmacist in Health & Family Welfare Department, Govt. of Karnataka.



New Year



Today is the new day. Today is the new beginning. Its time to draw a line to the past & to move on. We cannot go back to make a brand new start. However, we can start now & create a brand new end.

So, let 2017 be the "year of new beginnings".

To end the Old beginning and to begin a new end is the cycle of life. What man calls "The end", nature sees that as a transformation... transcending from the old transformation into the new... Re-creation is the recreation of this cosmic play. Now, you too join this play. In every way, let 2017 be the year of new beginnings.

How about new vertical in the business?

How about a new market to your existing products and services (or) new products and services to your existing markets?

How about learning a new proficiency – an art form, a new language, a new skill, developing a talent,

How about adding new meaningful relationships to the life...

Here is 2017, with an opportunity of many FIRSTS... many NEW BEGINNINGS... Go for it you might be one of those spectacular finishers of what others anticipate to be the deal closers. You never know if you would never start from the place where you are right now.

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Jay Mahesh in Pictures





68TH Replublic day Celebration in Jay mahesh unit:





Unleash Your Potential Workshop











Gavan Pooja on Season Closing





New Year Celebrations





Mr.Radhakrishnan, Vice President of JAY MAHESH UNIT was honored by the **SPECIAL AWARD**, giving him title as **Krishi Mitra (Friend of Agriculture)** held by the News Reporter Association.

During this ceremony special presence was of Mr. RT Deshmukh, MLA, Majalgaon; Mr. Sahal Chaus Municipal Chairman; Mr. Mohanrao Solanke, Ex. MLA; Mr. Baburao Potbhare (President BBM); Mr. Vijay Salve, Nagarsevak, Majalgaon; Mr. Sushil Lodha, Nagarsevak, Majalgaon and Mr. Nitinrao Niknaware, BJP Leader.



Anecdote: Burning Platform

Here is a pertinent story about a man who was working on an oil platform in the North Sea. He woke up one night from a loud explosion, which suddenly set his entire oil platform on fire. In mere moments, he was surrounded by flames. Through the smoke and heat, he barely made his way out of the chaos to the platform's edge. When he looked down over the edge, all he could see were the dark, cold, foreboding Atlantic waters.

As the fire approached him, the man had mere seconds to react. He could stand on the platform, and inevitably be consumed by the burning flames. Or, he could plunge 30 meters in to the freezing waters. The man was standing upon a "burning platform," and he needed to make a choice.

He decided to jump. It was unexpected. In ordinary circumstances, the man would never consider plunging into icy waters. But these were not ordinary times - his platform was on fire. The man survived the fall and the waters. After he was rescued, he noted that a "burning platform" caused a radical change in his behavior.





Krishnaveni in Pictures





68th Republic Day Celebrations at KSL





Haritha Vanam Project Initiation in KSL











Drip Training in KSI



Mr.Ashok (Sr.Microbiologist)& his team is seen in the photos interacting with Farmers to create awareness in the region about Organic Farming & usage of Organic Bio fertilizers







A teenage girl had been talking on the phone for about half an hour, and then she hung up.

"Wow!," said her father, "That was short. You usually talk for two hours. What happened?" "Wrong number,"

replied the girl.

A teacher asked a student to write 55.

Student asked: How?

Teacher: Write 5 and beside it another 5!

The student wrote 5 and stopped. teacher: What are you waiting for?

student: I don't know which side to write the other 5!

Teacher: "Nick, what is the past participle of the verb to ring?"

Nick: "What do you think it is, Sir?"
Teacher: "I don't think, I KNOW!"
Nick: "I don't think I know either, Sir!"



A man goes to the doctor and says, "Doctor, wherever I touch, it hurts."

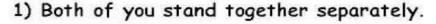
The doctor asks, "What do you mean?"

The man says, "When I touch my shoulder, it really hurts. If I touch my knee - OUCH! When I touch my

forehead, it really, really hurts."

The doctor says, "I know what's wrong with you - you've broken your finger!"

Murder of English



- Will you Hang the calender or else I will hang myself.
- 3) Give me a blue pen of any color.
- Pick up the paper and fall in the dustbin.
- 5) Why are you looking at the monkeys outside when I am inside?
- 6) All of you stand in straight circle.
- 7). I have two daughter both are girls.

RIDDLE ME THIS

It may be only given, not taken or bought; what the sinner desires but the saintly do not. What is it?

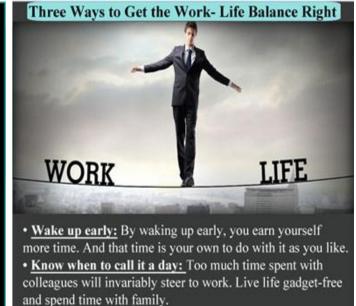
Answer: Forgiveness





Sometime due to allergy or at the onset of cold, there is excess mucus that is generated which causes discomfort. Some foods help eliminate mucus with ease such as:

- Lemon
- Ginger
- Garlie
- · Onion
- Avocado
- Pineapple



• <u>Take up a hobby:</u> Even if it's once a week for a very short time, do something you love or learn something you've

always wanted to. The down time will have things looking

Five Stretching Exercises To Relieve Back Pain

up for you soon.

Stretching exercises to relieve back pain can help overcome the day-to-day stress that our bodies undergo and the toll that it takes on our backs in particular. Depending on our occupation, we are forced to either stand or sit in one place for long periods of time. This poor posture and the constant compression of our spines can bring about not only short-term pain but long term problems. Correcting your posture and doing stretching exercises to relieve back pain will help remedy the situation.

Another problem that people face is on the weekends over compensating for their lack of activity during the week by undergoing rigorous physical activities. While getting exercise is highly recommended and beneficial, it can also cause problems if your body is not ready for the endeavor. This can make your body, in particular your back susceptible to injury. Getting a little bit of exercise during the week can prevent this and also doing stretching exercises to relieve back pain.

Five stretching exercises to relieve back pain that you can do that take only about 15 –20 minutes a day will help your body recover from the stress we put on our bodies Monday through Friday. For these stretching exercises to relieve back pain you will need an elastic exercise band available at most department stores.

Low Back Stretch:

This is accomplished by sitting upright on the floor with your legs together and stretched straight out. Take the exercise band and wrap it around your feet holding on to both ends with your hands. "Climb" towards your foot using the band pulling yourself one hand in front of the other. Do this until you can feel the stretch going from your calves all the way to your spine and lower back. Hold this for 8-10 seconds breathing normally. Do this 3 times.





Groin Stretch:

Lay on your back with your legs almost in a split. Bend your left leg till your foot is flat on the floor. Wrap the elastic band on the right foot and gently pull with both arms. Hold this for another 8-10 seconds and then repeat 3 times. Then switch legs and do it all over again.



Glutes and External Rotator Stretch:



Still laying with your back to the ground wrap the elastic band around one toe and straighten that leg, holding on to the band. Once it is extended then twist at the hip until that leg is on the ground, keeping your back as flat as can be. Hold this for the full 8-10 seconds repeating 3 times and then switch legs.

Hamstring Stretch:

Assume the same position as the External Rotator Stretch and instead of twisting at the hip, stay straight, with your leg straight up and pull gently back towards your head. This stretches the hamstring, which relives some of the tension from the back.



Quad Stretch:



Lay face down and wrap the elastic band around your toe pulling your leg towards your head. Once you feel your front thigh fully stretched, hold it for 8 seconds and then repeat two more times and do the same with the other leg.

These exercises will not only make you stronger and a bit more flexible, they will also be great stretching exercises to relieve back pain.

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New Joiners



Mr. Ravindar has joined us as Manager (Accounts) – NSL Sugars Ltd w.e.f. 19th Dec - 2016. He will be based at Corporate Office, Hyderabad & reporting to the Sr. DGM (F&A).

Mr. Ravindar is a qualified Chartered Accountant from ICAI, New Delhi. He has more than 8 years of specific hands on experience in finance & Accounts function. Prior to joining with us he worked for M/s Mylan Pharmaceuticals, Hyderabad, M/s International Paper Ltd, Hyderabad & M/s My Home Industries Ltd, Hyderabad.

Some of Mr. Ravindar core competencies are Finalization of Accounts, Cash Flow Management, Costing & MIS, Statutory Compliances & Process Improvements.

Farewell to Sri.TCS Reddy, COO on 31st December 2016













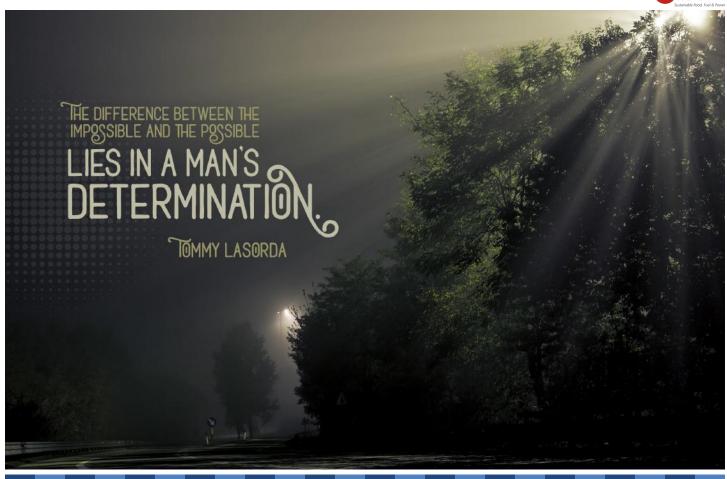
Manufacturing Excellence



Birthday Celebrations @Corporate







Employees send your Contributions, Feedback & Suggestions to madhav.r@nslsugars.com

