

## Business students visit the Keventer Facility



Like every season, interns and trainees of various business schools visited our Factory to experience the working environment and the functioning at our facilities. Recently, we were visited by the following institutions:

1. Guru Nanak Institute of Technology on 20th February, 2015.
2. Heritage Business School on 28th February, 2015.

## Chinese Government Delegation drops in at Keventer, Barasat



On recommendation of Mr. Vivek Bajaj of the Indian Chamber of Commerce (ICC) our Barasat factory and testing lab were graced by the presence of a Chinese Government Delegation that was visiting the city. The delegation was attended to, by our Sr. GM (HR) Mr. P. Naha. The day was spent giving the delegates a comprehensive tour of our facilities, which impressed them greatly. A lunch hosted by Keventer brought the day's events to a close.

## Republic Day celebrations at Keventer, Barasat



Like every year, on 26th January, our factory at Barasat saw the celebration of Republic Day. All employees came together to hoist the National Flag.

## Frooti Pet Bottles launched in Bihar & Jharkhand



In January 2015, Keventer flagged off its first consignment of Frooti pet bottles to the districts of Bihar & Jharkhand.

## Keventer Head Office goes on picnic



The Keventer Head Office picnic was held at Ram Mandir Garden, Jagatballavpur (Howrah) on Saturday, 3rd January 2015.

## Keventer Exports Division Picnic in Nainital



The Keventer Exports Picnic was held at the Nainital factory premises on Friday, 30th January 2015.

## Picnic at the Keventer Barasat factory



The Keventer Factory Picnic was held at the Barasat factory premises on 2nd January 2015.

# KEVENTER

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

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# THE KEVENTERIAN

This newsletter is circulated every quarter to update our employees and their families with latest Keventer information, helping us grow into a big and happy family.

"Between stimulus and response there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom."  
- Viktor E. Frankl

- The Keventer Group



A NEW ICE CREAM PLANT WILL OPEN ITS DOORS AT

# MALDA



**Mamata Banerjee**  
Hon'ble Chief Minister of West Bengal

Today, 20th January 2015,  
Mamata Banerjee,  
The Hon'ble Chief Minister of West Bengal

will inaugurate Metro Dairy's brand new ice cream plant at Malda in North Bengal. The new plant will cater to the growing need of frozen desserts in the markets of Eastern India. Keventer Fresh Banana Ripening unit in Siliguri with a 15 MT capacity will also be inaugurated to cater to the rising market demands. This endeavour will mark a closer interaction with the local farming community of North Bengal and provide healthier yield to the people.



A BANANA RIPENING PLANT TO START OPERATIONS AT

# SILIGURI



## BUDGET 2015: FOR THE GREATER GOOD OF THE NATION

The India we all knew is headed towards rapid change and transformation, I'm glad to say that it is for the better. The 2015 Budget aims at bringing to the nation growth and development like never before. This means, that for organizations like ours, there is a lot to look forward to.

The budget has attempted to usher in changes in terms of creating a better environment to do business. The implementation of major changes are in the pipeline - reduction in taxation rates, tax exemptions against investments in specific sectors, reduction in raw material duty, implementation of better financial laws to cut down on insider trading and most importantly, possession of black money being made a serious legal offence.

These changes are indicators of a brighter future for industry in our country as well as for the nation's citizens. The times are changing and are shaping for us a better future.



M K Jalan, Chairman



## Keventer bags first place at the Agro Horti Food Fest 2015

Keventer's stall at the Agro Horti Food Fest 2015 bagged the first prize in the corporate category segment of the event.

The elaborate stall design attracted a lot of attention and received critical acclaim. The event held at Netaji Indoor Stadium from 26th to 28th February, 2015 was organized by ICC, along with the Department of Agriculture, Department of Food Processing Industries and Horticulture Government of West Bengal.

## REACHING NEW HORIZONS CREATING A BRIGHTER FUTURE

2015 is a landmark year for us as it marks Keventer's entry into North Bengal. Apart from being a strategic location, our investment is bringing to the people of North Bengal innumerable benefits.

The inauguration of the ice cream plant at Malda, the state-of-the-art Cold Storage & Ripening Facility at Silliguri...Keventer has helped to not just create massive job opportunities but also help local farmers reduce their waste produce and, in turn, increase their overall income. Besides being a "Gateway to the North East", North Bengal is also rich in agri-resource such as mangoes, oranges & pineapples, thus helping us function more efficiently.

Here at Keventer's, our efforts are not targeted solely at our own growth. Instead, we believe that it is our social responsibility to bring growth and development to our nation in every way we can, so that we can proudly say that, "Yes. We are Keventerians and we are creating a brighter future!"



Mayank Jalan, MD



### Keventer at the Biswa Banga Sammelan 2015

Keventer participated in Bengal Global Business Summit between 7th to 9th January, 2015. Our products were showcased among various global players. The event was held at Salt Lake Stadium.

### Progressive Grocer Magazine features Keventer Fresh

Progressive Grocer, a food specific magazine published an article on Keventer in their February 2015 issue in the "Focus on East India" section. The article titled, "Trading Places" discusses the current position of Keventer's F & V division and brings to light future projects.



### Frooti's new look unveiled

Frooti recently underwent a packaging makeover and the new package design has now hit the market in full swing. The entire range of products is now available at various stores and outlets.

### Keventer at the Domjur Utsav 2015

Keventer was present at the Domjur Utsav 2015, an annual event for the people of Domjur, Howrah between 1st and 8th February, 2015. Keventer set up a corporate stall and backdrop at the event which was held at the Domjur Stadium.



### Keventer participates in the Behala Sanskritik Sammelan 2015

Keventer proudly participated in the Behala Sanskritik Sammelan held at Behala Blind School grounds and Nazrul Manch between 12th to 15th February, 2015. The event is a music concert with performances by a number of artists spanning different genres.

### Keventer displays its wares at Gulfood Dubai



Keventer set up a stall at Gulfood in Dubai between 8th to 12th February, 2015, marking its presence in the global food market. The event is one of the biggest food and hospitality shows in the world and a great platform to amplify Keventer's global visibility.

### Keventer Projects launches its official Facebook Page



You can now find the new Facebook page created especially for Keventer Projects Limited for the specific purpose of interaction with our valued customers.

### Keventer participates in Shramik Mela & Bhawanipur Utsav O Mela, 2015



Keventer was a proud associate with the Shramik Mela as well as the Bhawanipur Utsav O Mela. Both events were held at different parts of the city and were well attended.

### Keventer F & V Factory, Barasat gets a new look



The new office premises of the Keventer F & V division was recently branded with the new Keventer logo along with our mission and vision statement. The logo will also be seen at the recently launched Keventer office at Silliguri.

## St. Patrick's Day Celebration 2015

