The Magic of Sika Products for Your Dream Home
A Few Words from the Country Manager BU-Distribution

Dear Associates,

Greetings from Sika India!

Sika has completed the successful journey of 100 years in the field of Construction Chemicals globally.

Across the globe the Sika Centenary events were celebrated by each Sika company with lot of pride and joy.

Sika is known globally for its innovation and consistent product performance. We are very happy to inform you that the deciding authorities for the construction and maintenance of St. Gotthard Rail Tunnel in Switzerland from where Sika’s Waterproofing journey started 100 years ago in 1910 decided once again to repossess their faith on Sika products and entrusted Sika with the task of waterproofing the new tunnel extension of the same project after 100 years in 2010.

In this issue of Distributor News letter we will be covering the various events Sika India conducted across India in 2010 as a part of the centenary celebrations. The new product introductions and our innovative business cum leisure trip scheme has created its own image in Construction chemical Industry in India. The main objective of Sika Trip scheme has been to give the exposure to our business partners about Sika’s worldwide construction chemical business presence by visiting countries having not only rich flora and fauna but also great cultural heritage. In addition to this Sika is a dominant market force in those countries and enjoys great respect among construction professionals and domestic users alike. The Distributors trip scheme has immensely helped our business partners as they had the opportunity to experience Sika’s global product, brand strength and also they had opportunity to interact with other Sika personnel which has helped them to improve their business significantly.

To improve the product on time delivery we have opened company stock points at six new locations i.e. at Bangalore, Hyderabad, Cochin, Goa, Indore and Bhubaneswar.

The new packaging for powder products is getting introduced soon.

We have introduced the concept of Market Development Incharge who will exclusively work for brand building and various types of Sales promotional activities.

As a result of various initiatives Distribution division has registered a very healthy growth over last year same period.

I thank you very much for your excellent support. Let’s work together for better a tomorrow.

Best Regards,

Rajesh Joshi
Country Manager, BU - Distribution.
Customer Event:

Sika India arranged customer event all four prime locations of the country. It was basically an informal gathering for our valuable associates. The main aim was to feel the Sika Spirit. All our key associates have participated in the event. We have tried to make them feel the honor to be a part of the Sika family.

The first event was organized at Kolkata on 19.11.2011 at Hotel Golden Park followed by Mumbai on 26th Nov 2010 at Hotel Trident, Bandra Kurla Complex, then at New Delhi on 03.12.2011 at The Claridges Hotel & Resort and finally at Bengaluru on 17.12.2010 at Hotel RTC Windsor.

Mr. R Uberoi - Head Director Ratings (Real Estate & Construction Sector) CRISIL Limited was the Chief Guest at the event held at Trident, Mumbai. At New Delhi the honour was done by Mr. R S Jamwal - Superintendent Engineer – Conservation, Archaeological Survey of India. Similarly at Bangalore the chief guest was Mr. C S Vishwanath – Chairman Civil Aid Techno Clinic Pvt Ltd. and the guest of honour was Mr. Sudhir Chandra – Director P&P BMRC.

The celebration was presided by Mr. Subu Venkataraman, Managing Director of Sika India along with the top management from the company. As a remark of this milestone, Mr. Venkataraman shared a brief presentation outlining the company’s journey through the centuries, the successes and achievements.

Speaking on the occasion, Mr. Venkataraman said, “It gives us immense pleasure on this landmark occasion. The company's leadership can be attributed to the strategic importance laid on the innovative products, solutions and being consistent towards all stakeholders that have made it possible for Sika to grow throughout its first century. We develop new products and technologies that are not only value-generating and environmentally sound but also contribute to sustainable solutions for the global challenges. We hope to carry forward the success saga as we enter the new era in the history of our company”.

The event was well attended by officials from the Government as well as leading business honchos of construction and infrastructure industry.

Some of the excerpts of the valued associates on the occasion of completion of 100 years of success:

“Wishing you all directors & employees of Sika India good luck in all of your future endeavours”. Mr. R Uberoi – Head Director Ratings (Real Estate & Construction Sector) CRISIL Limited.

“I think Sika India is the best Indian company in the field of construction chemicals which shows glorious performance in all their field. I pray to god for its success……”.
Mr. R S Jamwal – Superintendent Engineer – Conservation, Archaeological Survey of India.

“I wish to extend my sincere congratulations on reaching your Centenary. It is a remarkable accomplishment and certainly something worth celebrating. I look forward to a long and productive future”.
Mr. Sudhir Chandra – Director P&P BMRC.

“Tur jeryo hazaraan saal. Sika raha saalo sal”. Mr. A K Jain – Business Associate.
Paris
(5Nights 6Days)
- City tour of Paris
- Eiffel Tower
- Bateux Cruise on river Siene
- Amsterdam by Train
- Full day trip to Euro disney
- Visit to Koukerhof Garden
- Guided tour to the famous nightlife area of Amsterdam
- A full day tour covering the Madurodam
- The Hague
- Zaanse Schans
- Cheese & Clog Factory

Africa
(3Nights 4Days)
- Afternoon game drive on 4x4 open safari vehicles
- Pilanesberg National Park
- Valley of Waves
- Pretoria city orientation tour
- Gold reef city tour
- Visit Sandton City
- Nelson Mandela Square and
- World Class Shopping
China
(4Nights 5Days)

- Airport to city by Maglev train
- Cruise on Huangpu River
- City tour of Shanghai
- People’s Square and TV tower
- Shopping on Nanjing Road
- Visit to the Tiananmen Square
- Forbidden City
- The Great Wall of China
- Summer Palace

Dubai
(3Nights 4Days)

- Desert Safari with BBQ Dinner
- Belly dancing
- City tour of Dubai
- Mall of Emirates

Jaisalmer
(4Days 3Nights)

Details of the Domestic Trip Scheme
Duration- 3 Days
Date of Travel- To be announced later
Departure- from the respective metro cities.
Return- Airport/station transfers by Luxury AC coach.
Accommodation- Per person on twin sharing basis.
Meals- Breakfasts, Lunches & Dinners

- Drive to Jaisalmer desert national park
- Evening jeep safari
- Visit fort of Jaisalmer
- Gadisar lake
- Jain temple
- Patwon ki haveli
- Camel ride
- Shopping experience