



(For Private Circulation)

# SURSEZ Times

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From the Chairman's Desk

At the outset, I wish you all a very Happy & Prosperous New Year 2008. This is a time for all of us to have a look at what has happened in the last one year and also plan for the new year ahead.

The past year has been an eventful year for industry & business, both in India and elsewhere. 2007 saw one of the biggest challenges to the world financial system due to the US housing sub prime mortgages crisis. Large, global financial giants had to book huge losses due to sharp depreciation in the value of their portfolios of housing mortgages. Experts say the pain will continue for some more time. Thankfully, the Indian Financial system has remained largely unaffected.



The sharp spike in global crude oil prices was another key event. Oil is now close to \$100 a barrel. This can have an adverse impact on developing economies like India. Our government managed the situation well by keeping retail prices controlled and thus insulating consumers & industry from the shock.

The appreciation of the Indian Rupee against the US Dollar put a lot of pressure on Indian exporters. We have discussed this in an earlier issue and we need to watch the situation closely.

The New Year 2008 will bring a host of new opportunities and challenges too. I expect Indian industry to gain further strength and constantly gain greater share of global markets. Large global buyouts executed by Indian Corporates during the last year will open up huge opportunities for Indian exporters, especially in the manufacturing sector.

On the other hand, we need to closely watch the strengthening Rupee. Exporters will have to rejig their product and marketing strategies in favor of more value added products and non-US geographies.

High Crude prices will remain a constant threat to our economic well being. It is expected that the government will do all it can to prevent any adverse impact on the common man & industry.

SURSEZ celebrated its 7<sup>th</sup> birthday on 1<sup>st</sup> November 2007. We have traveled a long way. The initial years from 2000 to 2005 were of many uncertainties and challenges, both for the Developer & the Units. It was especially so for SURSEZ, being the first SEZ in the private sector in India. However, SURSEZ has come out of this victorious and is the most successful today. Exports have risen from around Rs 50 crores 6 years ago to over Rs. 5200 crores last year. We should achieve about Rs.8,000 crores this year.

I compliment all units of SURSEZ for their commitment and untiring efforts.

With Best Wishes

S.N.Sharma

## Foundation Day Celebrations

1<sup>st</sup> November is a landmark date for SURSEZ. It was on this day in the year 2000 that SURSEZ was established as a SEZ. We have completed seven glorious years of existence & success.

This year's celebration was attended by the Management and Staff of DGDC and those of the units. The celebration started with the traditional puja to invoke blessings for the continued success of SURSEZ.



*Shri S. N. Sharma addressing the gathering*

Later, addressing the gathering, Shri S.N. Sharma, Chairman & Managing Director, DGDC traced the history and recalled his experiences during the last seven years. He praised the industrial units for their untiring efforts in growing the exports from their units and thus contributing to the success of SURSEZ. He stated his desire for a deeper partnership among all units and with the Developer in the future. He also sought to establish close links through regular meetings & get-togethers of the units & DGDC officials.



*Shri K. C. Sethia, the President of SURSEZ performing the puja*

Among various social initiatives, Shri Sharma spelled out detailed plans for the Hospital & Health Center in SURSEZ. This facility will be constantly augmented and modernized to deliver high quality services to our citizens.



*A section of the gathering*

Shri Verma, representing the units shared his experiences & joy of working from SURSEZ. He too suggested regular meetings and exchange of views by the units and DGDC officials and also for jointly setting up more welfare initiatives.



*Guests at the High Tea*

We have enjoyed presenting the last few Issues of SURSEZ Times. We intend to constantly improve its content and presentation and hope to increase the number of pages in future.

We invite unit holders in SURSEZ to send in your contributions. You may wish to tell us about significant events and achievements regarding your unit. Kindly send us colour photographs to add to the appeal of your news magazine. Contributions to 'Learning Corner' are also welcome.

All contributions may be sent to The General Manager, Marketing at our Mumbai office.

## Success Stories in SURSEZ

### Textrade International Ltd.

Established in 1985, Textrade is one of the fastest growing export houses.

The Textrade Group is a conglomerate with diversified interests but exclusive focus on home furnishing items. The group diversified into complete range of bathroom textiles, lounge, bedroom textiles, floor coverings and accessories.

Over the years, the Company has grown not only in terms of profits but also in terms of buyers base, quality standards and customer satisfaction. The Company has production units at Vashi, Navi Mumbai in Maharashtra under the name of Worldtex Pvt Ltd.

With a view to meet the demand of their growing export market, the Textrade Group set up a unit in SURSEZ. This unit has a large manufacturing facility spread over 1,69,427 sq ft in the Zone. The unit has state-of-the art modern technology & machinery. This Production unit carries out highly specialized activities like Pillow fillings, Quilting, and Embroidery with sophisticated machines to cater to the demand of advanced countries.

The group has established itself, as a supplier of repute in the international markets across the globe, especially in the USA, Europe, Australia and New-Zealand.

The Company has set up new offices at Solapur, Karur and Madurai & Panipat in India and Aurora & New York in the USA.



*A view of the Textrade Factory*

### Pramukh International

M/s Pramukh International is a prominent player in the diamond industry with activities spanning over two decades. The Company was founded and promoted by Shri Khimjibhai D.Gadhiya, Mr Vallabhabhai D.Gadhiya & Shri Vinubhai D.Gadhiya. Today they are a leading importer, manufacturer and exporter of diamonds from India.

In order to further accelerate the Company's growth and to seize global opportunities, the Company set up a Diamond manufacturing unit at SURSEZ. The SURSEZ unit is staffed with highly skilled & efficient artisans who handle the most modern and sophisticated diamond manufacturing systems.

The management of Pramukh International has put in place a very conducive work environment. On their part, the employees have displayed great commitment and hard work in using the latest technologies and achieving high productivity. These together with the visionary leadership provided by the top management has ensured the continuous success of the Company.

The Company is known for manufacturing of white, polished diamonds (Size: 0.01 To 2.00 crt). Exports from their SURSEZ unit have grown rapidly from about Rs 2.65 crores in 2005-06 to almost Rs 22.62 crores in 2006-07.

We wish them all the very best in all their future endeavors.



*An inside view of the Pramukh International Factory*

## LEARNING CORNER

### Quality Management Technique - Six Sigma

Six-Sigma is ultimately a part of TQM. Six-Sigma focuses on process quality. As such, it falls into the category of a process capability (Cp) technique. It aims at achieving 99.9997% level of accuracy or a failure rate of 3.4 parts per million. The objective of Six-Sigma is to improve profits through defect reduction, yield improvement, improved consumer satisfaction and best in class product / process performance. Thus, the Six-Sigma approach to Quality ensures that the defects are eliminated progressively by identifying the root causes and eliminating the source of variation. So, to get the six-sigma level means cutting down on huge costs.

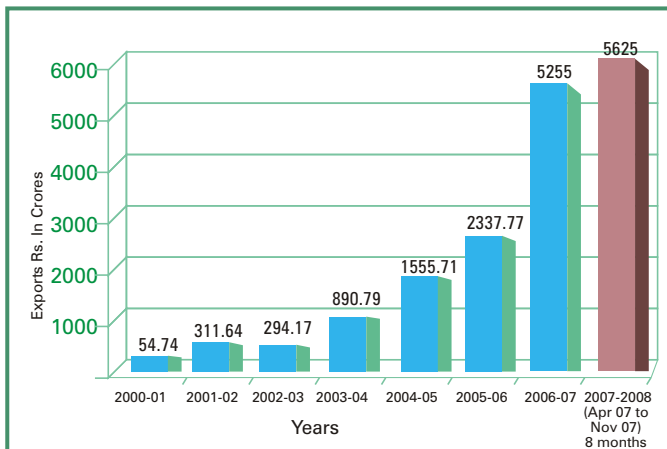
For any organization it is very important to determine the cost of poor quality. The proper implementation of Six-Sigma leads to a profit center for the company.

There are eight fundamental steps or stages involved in applying the breakthrough strategy to achieve Six Sigma quality in a process, division or a company. These eight stages are: Recognize, Define, Measure, Analyze, Improve, Control, Standardize, and Integrate. The highly skilled teams known as Black Belts work full time on Six-Sigma Projects and lead teams through each of the core four phases: Measure, Analyze, Improve and Control (MAIC) that affect key process. Companies like Motorola, Sony and Kodak have used the technique with great benefit.

*Contributed by*  
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DGDC

## SURSEZ Performance

Export Performance of SURSEZ



Number of Units as on 31/11/2007  
In operation - 150,  
Under implementation - 42.

"The most serious mistakes are not being made as a result of wrong answers.  
The truly dangerous thing is asking the wrong questions."

*Peter Drucker*