



Annual Day

Key note address by

Dr. Muhammed Majeed

February 14, 2009

© Copyright 2009 Sami Labs Limited | February 2009
www.samilabs.com

Dear Members of the Sami Family,

Thanks for being here. Today is special for many reasons. First, we are getting together at this forum after four years. Second, my daughter Sami, after whom this organization is named, is here for the first time in our 18-year history. Third, as the world braces itself for the worst economic crisis in human history, I want all of us at Sami to know that we can and we will continue to make phenomenal progress. And so, my talk today is going to focus on how to make that progress happen not just in the time of economic crisis or in the coming financial year but also in the years going forward.

Let me begin by telling you that this downturn is real. While India will take a little longer to be affected, it calls for immediate, serious corrective action from responsible corporate such as Sami. I would like to introduce a three-point agenda for all of us at Sami to meet this situation head-on.

The organization is bigger than all of us



The Organization is bigger than
all of us

ನಮ್ಮ ಸಂಸ್ಥೆಯು ನಮ್ಮೆಲ್ಲರಿಗಿಂತ ಬಹಳ ದೊಡ್ಡದು

यह संस्था हम सब से बहुत बडी है



SAMI LABS LIMITED

Where Innovations is a Tradition®

© Copyright 2009 Sami Labs Limited | February 2009

www.samilabs.com

Agreed that I set up this organization and powered it with my vision. But these 20-odd years have not been possible only by vision alone. In fact, vision only helps show the way. It is **execution excellence** and steadily **staying focused** that has helped us grow year-on-year. Last year too, we reversed a declining trend and registered a decent growth for the year ended December 2008. But that's not good enough and we need to do more to stay ahead of our competition. While keeping a hawk's eye on costs is one way and we must plug leakages too. The fact that we have

gone through some procedural irregularities and misappropriations of several crores of rupees in the recent past is an open secret now. We have since then dealt with such issues and people.

We must all recognize that being dishonest and putting ourselves ahead of the organization is not the SAMI culture. This is our organization. It belongs to you as much as it does to me and my family. It pays us fair wages and offers us respect/dignity in society. How can we ever allow anyone to be dishonest with the organization. Sami will practice zero-tolerance on issues relating to dishonest behavior of any kind. I invite each and every one of you to re-contract and re-pledge your commitment to this idea of zero tolerance. We don't need to do too many things in this direction. It is enough if we realize that it is SAMI, the organization and not individuals who is bigger. And I say that for myself too.

Now what is SAMI Culture? It is responsibility, reliability in the words of our chairman, to which I add compassion also. R. Rajendran passed away about 10 years back, but the SAMI Family still takes care of his family. Robin Joseph passed away at the prime of his age and I assure you his family will not suffer. His family is here today. In your presence, I assure Monica, Michael and the youngest that their education will not suffer.

A few years back, Mr. Kumagai, who set up SABINSA passed away unexpectedly. His daughter, Amy Kumagai, stayed as a guest of SAMI Labs, educated, completed her Masters Degree and returned to Japan. She could not think of a better place than SABINSA Japan to work.

My colleagues, that is SAMI. My friends, that is our culture. Helping our small community of SAMI. In this there is no room for greed and dishonesty.

We, SAMI group is truly a microcosm of India. We have seen that today here. A cultural diversity that is unique and uniquely very Indian.

Don't just work hard, work efficiently also



**Don't just work hard,
Work efficiently also**

ಸುಮ್ಮನೆ ಕಷ್ಟಪಟ್ಟು ಕೆಲಸ ಮಾಡಬೇಡಿ,
ಶ್ರದ್ಧೆಯಿಂದ ಕೆಲಸ ಮಾಡಿ

**सिर्फ मेहनत ही नहीं है, पूरी निष्ठा और
कुशलता से काम करना है**



SAMI LABS LIMITED

Where Innovations is a Tradition®

© Copyright 2009 Sami Labs Limited | February 2009

www.samilabs.com

I built my life around one basic belief, that is, there is no substitute for hard work. Today I realize that hard work combined with efficiency is the key to success. I also believe that team work is absolutely essential for the growth of the organization as well as individuals.

I often think of Team Sami as one hell of a team. I believe that each one of you is specially endowed with the skills to make some significant contributions. Just let me name the team directly reporting to me and

leading the group forward. They include all of you, the key people are Dr. Raj K. Bammi, our chairman, Madhu Subramanian, Dr. Natarajan, Dr. Kalyanam, Dr. Lakshmi Prakash, Dr. Vladimir Badmaev, Dr. Beena Bhat, Sivaprakash, GV Reddy, Sameer Nair, Jeff Lind, James Cudahy, Shaheen Majeed, Dr. Hans Hoppe, Karuo Endo, Julia wei, Kim Newham, Venkat Murali of Organica, Ajay Joshi, Vijay Rane, and Venugopal of securities division to name a few. Each of them has expertise which is proven and loyalty to the organization that is unquestionable.

I sincerely believe that this Team which leads the rest of you around the globe is capable of better results. All of us work hard. But if we make efficiency and quality our hallmarks, we can start a very powerful engine for growth, innovation and profits. I want each one of you to examine your work profiles and make improvements in the way you work. Ask yourself if you are working efficiently? Which is, are you doing more for our customers and the organization in a lesser span of time and with more quality? This self-test will make us better players in the market place and help us grow top line and bottom line in these difficult times.

I am also proud to say that there is a powerful and very competent second line of leaders being moulded by my team for the future of SAMI and many of whom are present here today.

I have missed out a number of other key people who are major contributors to the organization, not intentionally but due to lack of time. I hope all of you can understand that.

Believe that you can make the difference



Believe that you can make the
difference

ನಿಮ್ಮಿಂದ ಬದಲಾವಣೆ ಸಾಧ್ಯ ಎಂಬ ನಂಬಿಕೆ
ನಿಮ್ಮಲ್ಲಿರಲಿ

विश्वास रखो कि तुम बेहतर कर
सकते हो



SAMI LABS LIMITED

Where Innovations is a Tradition®

© Copyright 2009 Sami Labs Limited | February 2009

www.samilabs.com

When I started my career in the US, all I had was USD 8.00 with me. I struggled through my career and my education and achieved both my Masters and Ph. D. Then I started SABINSA in USA in 1988 and SAMI in India in 1991. And today SAMI/SABINSA is a force to be reckoned with in the global market for Nutraceuticals, cosmeceuticals specialty chemicals and lately Natural drugs. And how did all this happen? Because a good number of people like you including some of you who are here today made a difference in helping me to create this. And each day I thank the

Good Lord for making it possible with all of you wonderful people. I feel each one of you is important and is valuable. Going forward I want you to know that you are making the difference that is making Sami's innovation, customer focus and profitability possible.

I would like to conclude with this beautiful story I heard somewhere.

An elderly carpenter was ready to retire. He told his employer-contractor of his plans to leave the house-building business and live a more leisurely life with his wife enjoying his extended family.

He would miss the paycheck, but he needed to retire. They could get by. The contractor was sorry to see his good worker go and asked if he could build just one more house as a personal favor.

The carpenter said yes, but in time it was easy to see that his heart was not in his work. He resorted to shoddy workmanship and used inferior materials. It was an unfortunate way to end a dedicated career.

When the carpenter finished his work the employer came to inspect the house. He handed the front-door key to the carpenter. "This is your house" he said. "My gift to you."

The carpenter was shocked! What a shame! If he had only known he was building his own house, he would have done it all so differently.

So it is with us. We build our lives, a day at a time, often putting less than our best into the building. Then with a shock we realize we have to live in the house we have built. If we could do it over, we'd do it much differently. But we cannot go back.

You are the carpenter. Each day you hammer a nail, place a board, or erect a wall. "life is a do-it-yourself project," someone has said. **Your attitudes and the choices you make today, build the "house" you live in tomorrow.**



Your attitudes and the choices you make today, build the "house" you live in tomorrow

ನಿಮ್ಮ ಇಂದಿನ ಮನೋಭಾವ ಮತ್ತು ಆಯ್ಕೆಗಳಿಂದ
ನಿಮ್ಮ ದಿನವನ್ನು ರೂಪಿಸಿಕೊಳ್ಳಿ, ನಿಮ್ಮ ನಾಳೆಗಾಗಿ
ಮನೆಯನ್ನು ಕಟ್ಟಿಕೊಳ್ಳಿ

आज आप जो सोच विचार और पसन्द
करते है, उस पर आप के कल की इमारत
कि नीव निर्भर होगी



SAMI LABS LIMITED

Where Innovations is a Tradition®

© Copyright 2009 Sami Labs Limited | February 2009

www.samilabs.com

Build wisely!

Before I conclude, I want to extend my sincere gratitude to a group of people whom you rarely come across, that is the independent board of directors of SAMI Group. Mr. Humayun Dhanrajgir, Dr. M D Nair and Mr. P N Venugopalan. We as a company greatly indebted to them for their help, support and guidance.

Let us all pledge to Build Sami wisely, each day, all year through.

Finally, I dedicate my speech today to the brave men who gave up their lives defending Mother India's honor on 26/11 to give us this freedom and to enjoy this day.

God bless all those brave soldiers.

SAMI LABS LIMITED
Where Innovations is a Tradition®



Jai Hind