



For over 50 years we've touched the lives of millions of people on the strength of one single word.

Care

Care has always been our defining philosophy, our guiding force. You will see it in the way we run our plant, manufacture our products and, more so, in our relationship with our employees, their families and the community around us. You'll see it too, in the way we nurture and protect our environment. And every day, we touch people's lives in very many ways; whether it is through soda ash, that goes into the making of glass, STPP for detergents, urea and fertilisers viz. DAP, NPK and SSP that increases our crop and yield, salt that is a vital ingredient of our food, or through cement which builds our houses. Our foray into the global arena marks the beginning of a new tomorrow. So, while our turnover of over Rs. 6000 crores is certainly satisfying, it is meaningless without the millions of smiles every day.

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"Together We-99" was launched by Dr Abdul Kalam in Jan 08 to bring together 33 Corporates and 66 Social Entrepreneurs and NGOs for Social cause. Dr Kalam is seen with "We 99" at Pollachi on 1st May 2008 during the workshop for the social Entrepreneurs. For more details contact Mr Dhanapal, Convenor at pdhanapal@yahoo.com

