

# CG News

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STARLEC

## >> From the Desk of **President and Managing Director**

Dear Stakeholders,

Nepal has recently embarked on a new phase by successfully completing the elections for Constituent Assembly, a desire which had remained unfulfilled for 50 years. The results of the election have clearly demonstrated that people want serious and total change. Perhaps the development strategies, focus on economy and the ability of the delivery mechanism to deliver what people wanted across the mountains to the low lands of Terai and by people representing different castes and ethnic groups remain, to a large extent, unfulfilled. As a consequence, new parties have been given a much larger mandate as against the old established hands. This is an important signal which is not only critical for the people in politics but also for people in business.



We need to be aware that our development efforts have to be channelized in a direction where we are able to reach out to a larger mass and also encompass such territories which otherwise remain outside the ambit of economic activities. This is not only our desire but also possible as we are already working cautiously towards the Group's larger involvement in infrastructure projects like power, construction materials and real estate. These activities obviously will be located in rural areas which will create firstly investment and then followed by job and production. We need to accelerate the pace and now with no confusion or no form of double mind move ahead with full speed and vigour.

We need to simultaneously strengthen our systems and organization if we have to embark on these major



initiatives which will involve billions of investment. We have come a long way since we took this decision and through larger participation of trained manpower of indigenous quality human resource and through larger emphasis on training, we will slowly make the organization as sustainable in terms of human resource.

Another area of our serious concern and challenge will be to once again turn around our pioneering initiatives which remained not so successful in the past i.e. in the field of real estate development and beverages, both alcoholic and non-alcoholic. We need to broaden the geographical reach of these projects through larger emphasis for the coming fiscal year. Another area where we are focusing now is to work with reputed partners who bring in substantial strengths and expertise

and help the Group to expand in larger geographical territories in these businesses.

Lastly, it gives us immense pleasure to inform that after seeing the phase of very unhealthy competition in the field of noodle business, which left many of the noodle companies closed or suspended, we have been able to turn around this business and once again move towards growth. Not only our existing capacities are fully utilized, our affiliated international capacities are also fully absorbed. On both these fronts, we are planning rapid expansion which will give us further edge with our competition and make us more competitive.

We wish to thank all our stakeholders for supporting us in many of our initiatives; our dedicated staff members without whose sincere commitments these would not have been possible. Likewise, I have no doubts in my mind that with the pace at which the Group is moving forward, we would achieve our stated objectives without any compromise.

**BINOD K. CHAUDHARY**  
President & Managing Director



## >>Executive Director's **Message**

Dear Team,

I am not a micro manager and at this responsibility level, I can also not afford to be, given our aspirations and vision in becoming a leading player in our core competencies in this region. My duty is to set direction, get new avenues for business, and make necessary resources available. What I want to emphasize here is that, this leadership style puts weight on your importance as employees, and this is what I covet everyone to realize first.

You may have noticed that most of the times I talk about vision, new competencies, change, and attitudinal aspects and there is reason behind it. The world is becoming a very small place for business and it has become imperative to destine yourself for bigger agendas.

In various forums, we have talked about big projects also being the first business group to have announced this in a public forum. How much have we achieved? Based on our commitment, we have achieved a major milestones

like partnering with AES, the world's largest energy player, for the Hydro Project for Nepal, secondly acquiring the Largest Mine for Cement Project, thirdly revamping our real estate division by planning to create Nepal's first satellite city. Things are in progress and it will take time, we just need to maintain the pace and keep our level of passion high. Existing businesses also show a performance inclination but we have to also accept that more can be achieved in our Beer and Cigarette division. Even in these areas we are taking initiatives which will soon show some visible progress.

I offer you challenge, freedom, ideas management, trust / openness, dynamism, and risk taking and it is really up to you to craft the steps for creating & sustaining innovation. The time demands us to be futuristic and it should start from all of us, irrespective of levels. I demand change and update- in knowledge, attitude, styles, structures, technology, systems, and processes- towards attaining the big destiny.

One more volume of CG News reaches you with our best wishes. Our intent on updating you with various happenings at CG always regulates our endeavors towards making the information more elemented at the same time accurate. I take this opportunity to thank our Corporate Communications team for their valued efforts and welcome feedbacks from all of you to make this booklet better and more effective.

By now, you all may be aware of the TLE Series, a new approach of CG towards Corporate Social Responsibility. We are doing a lot of programs for community and social welfare. I want all of you to participate through involvement, ideas sharing or at-least, by being aware of.

“Vision without action is a dream. Action without vision is simply passing the time. Action with Vision is making a positive difference.”

**NIRVANA CHAUDHARY**  
**EXECUTIVE DIRECTOR**

## >> Snacks and Beverages



**GOLMOL CHEESE BALL** has launched its larger pack @ Rs. 10/- which is found very popular among children and youngsters.



**Kwiks Cheese Rings**, a new brand has been launched by CG Foods under the name of its flagship brand Kwiks, to meet the new segment in Snacks. People have enjoyed Kwiks Cheese Rings taste and the initial response for this brand is very encouraging. Kwiks Cheese Rings is available in Rs10/- 20gm.

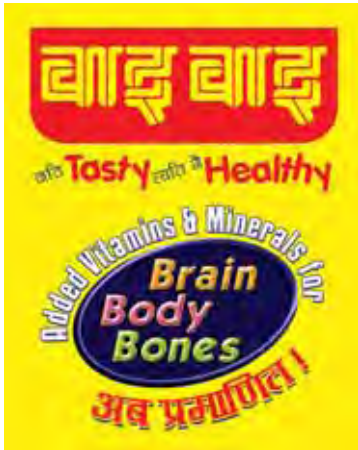
Rio warms you up with introduction of a new concept - Rio Cocktails and Mocktails. Now enjoy great cocktails and mocktails made using Rio juice drinks. Rio, available in 4 exciting flavours - Mango, Pineapple, Lychee and Mixed Fruit are ideal for making cocktails and mocktails.

You can enjoy these delicious recipes at home by making them according to the recipes published in all leading dailies



and magazines. Or you can head to the nearest drinking hole, where Rio has tied-up for great bar and lounge promotions and enjoy these drinks readymade. Wherever you sip them, Rio promises to really warm you up every winter.

## >> **Wai Wai** Aba pramanit



Wai Wai has always been a spearhead of change in the noodle industry. Wai Wai seeks to offer its loyal customers 100% assurance of Vitamins and Minerals. Wai Wai is now proven to contain all the Vitamins and Minerals and is certified by an international laboratory. What's more? Now Wai Wai offers complete, all-round benefits that will help children in development of their brain, body and bones.

Wai Wai is now available in a new pack with new brain, body, bones logo that certifies that it is now proven.

## >> **KWIK's** Cheese Balls

Chaudhary Group, KWIK's Cheese Balls, has launched an ad campaign that attempts at giving the confectionery and snacks category a fresh meaning to the concept of "fun". Introducing KWIKS cheese balls with a personality and with the realization that no matter what the situation may be there is chesse balls for every excuse! The campaign describes the product in different ways (Just Cheese, Gazab ko Cheese, Kya Cheese Cha, Cheese Ball and Fit Cheese).



With this new clean, simplified approach the campaign aims at drawing attention from the youngsters as well as the adults.

## >> Lowenbrau in Nepal

Sungold Brewery (Nepal) Pvt. Ltd. is the contract manufacturer of Lowenbrau beer in Nepal. Lowenbrau is the ultimate synonym for German brewing excellence. Lowenbrau is brewed and bottled by Sungold Brewery (Nepal) Pvt. Ltd. under the technical collaboration from Inbev India International Pvt. Ltd.



## >> Nepal Ice Beer enters the Japanese market:



Sungold Brewery (Nepal) Pvt. Ltd. has also started export of its premium beer “Nepal Ice” to Japan in attractive 330ml bottles. This beer with its crisp taste was launched in the Japanese market on December, 2007.

“Nepal Ice”, truly the Himalayan Pride is a premium gift to the Japanese people. This premium brand is brewed by using 100% natural malt, hops and barley.

## >> **Nepalese Beer** in the UK market



**Nepal Ice Beer, a premium Nepalese beer brewed by the Group has been launched into the United Kingdom, at London Town Hall amidst a large gathering of professionals, NRN community, people from media houses and various Nepalese entrepreneurs residing in the UK on 14<sup>th</sup> May, 2008.**

The chief guest for the event was His Excellency the Nepalese ambassador to the UK, Murari Raj Sharma, who while speaking on the occasion thanked

Chaudhary Group and Altitude imports for the contribution they were making on enhancing foreign exchange earnings for Nepal through direct exports.

Dipendra Kr. Bhatta, Head of Exports Division of the Group along with Kishore Sapkota, Director of Altitude Imports (UK) Ltd. laid down the sale and distribution plan for Nepal Ice into the UK as well as for some other European cities.

Nepal Ice is the only imported Nepalese beer available in the United Kingdom.

## >> LG Black Label Series

A true innovation, LG offers Black Label Series KE -770 Shine Bar and KE 970 Shine Slim Slider with a new experience and style to mobile phones with a naturally attractive and premium stainless steel body. Its Wide Mirror LCD maximizes brightness and completes the design with cool and simple look. It features 2 Mega Pixels Camera and internal and external memory and a definite "Born To Shine" vibes.



## >> CG's Flat Television

CG has launched 3 models of 15" flat color televisions. This is to cater to the segment that prefers to have a flat television yet at affordable price.

CG-15M77F, CG-15M44F and CG-15QA15 are the 3 models that has been launched in the market during the month of October. Presently, CG has been working on rebuilding the brand image through Quality Assurance Campaign and will soon be repositioning its brand in the Nepalese market. CG has been in the market with a punch line of "CG TV Aafnai TV " Premium Product Budget Price so far.

## >> LCD LC7 Series Launched



LG has launched the new series of LCD TV in 26 inches, 32 inches and 42 inches. The following models 26LC7R, 32LC-7R, 42LC7R ,42PC7R-Plasma and 42PC5RH-Plasma of LCD LC7 Series is stylish, glossy and is high demand contrast in the Nepalese market. The new LCD Series is with XD Engine which provides the clear and distinct picture as the TV and Video Signal processes, it can be watched simultaneously. It has also adopted the dimple technology for sharp and clear technology.

## >> Ultra Slim

LG has launched Ultra Slim television in the market during the month of October, 2007. After the success of super slim model, LG has come up with 4 various models (21F56RG, 21F57RG, 21F58RG and 21FU3RG) in ultra slim category.

The representative features in these models are XD Engine, for better picture clarity, turbo sound, digital eye, 5 picture mode, 5 sound mode, heat and cool cabinet etc.



## >> CG Cement

Chaudhary Group has entered into the cement sector in an active way with the objective to fill up the substantial demand – supply gap for cement in the country. The group has registered the CG Cement as a private company with limited liability to set up the 6000TPD or more plant. CG Cement has acquired the rights to limestone deposits that are sufficient to

### Vision:

It is CG's belief that we should produce not only quality products but should do so in a cost competitive way. For this, we need to create an economy of scale so that we can leverage size to be/ remain cost competitive. Hence, we decided to install 6000TPD or more manufacturing facilities to produce mine based cement.

INTERNATIONAL CEMENT CONFERENCE

# Cemtech

PRODUCTION EXPERTISE - MANAGEMENT SKILLS

Mr. Nirvana Chaudhary,  
Executive Director of the Group  
attended Cemtech Conference  
held at Dubai, the Middle East  
Country from 16<sup>th</sup> - 19<sup>th</sup> Feb,  
2008.

The conference was aimed to upgrade the cement as the product itself. Also to bring out efficient and improved plant performance which will increase the investment horizon in different markets.

support this capacity of production for at least 50 years. The preliminary investigations have already been completed in this in - house limestone mine.

CG is also in the process of starting a dialogue and discussion with some global cement players for entering into a collaboration arrangement for setting up this Cement Plant in Nepal.

## >> Press Meet



**Chaudhary Group organized a PRESS MEET on 6<sup>th</sup> November, 2007 at Everest Hotel with the Theme - Today and Tomorrow.**

This initiative was driven by the commitment of CG towards its social responsibility of updating its key stakeholders on the overall picture, plan and ongoing events. It is why, we themed it- Today and Tomorrow.

**Mr. Binod K. Chaudhary, President and Managing Director**, of the Group talking to the media said, "We are in the process to get license for three hydropower projects and planning for a mega cement project. We are converting our business into mega-business enterprises with diversified investments, switching smoothly from the manufacturing sector to infrastructure and service sector". He added that the Group has no longer association with Mahalaxmi Sugar Mills.



With the aim of keeping its stakeholders informed about company's activities, growth and progress, the CG-NEWS Vol.8 was also launched during the meet by Mr. Binod K. Chaudhary.

**Mr. Nirvana Chaudhary, Executive Director** of the Group speaking on "Today and Tomorrow" informed that CG has a 20% growth in its FMCG Division. "Our electronics division has

also grown by 35 % over the past five years", he said, adding that CG Fincos subsidiary of CG, has been a key contributor in reducing the 80% of the remittance funds, which were channeled through unofficial routes to 40%. The remittance business contributes 20% to Nepal GDP. He further added that the Group would continue fulfilling its **Corporate Social Responsibility** and work in different sectors like health, education and sports, among others.

## >> CG Energy Infrastructure and AES India signed a **Memorandum of Understanding**



CG Energy Infrastructure (CGEI) and AES India signed a Memorandum of Understanding on 11<sup>th</sup> March, 2008. AES India Pvt. Ltd. is the subsidiary company of AES, USA, a multinational company with operation in 28 countries on 5 continents. Its field of business is

**electric energy and covers generation, distribution and integrated utility operation. It has 13 regulated utilities amass annual sales of over 73000 GWH and its 121 generaion facilities have the capacity to generate approximately 43000 megawatts.**



Mr. Binod K. Chaudhary, President and Managing Director of the Group and Mr. Sanjeev Aggarwal, Director Business Development of AES India signed the MoU.

CGEI and AES will be working together on exclusive basis for the generation of electricity from the water resources projects generally of the capacities above 100 MW primarily meant for export to India. AES will be the lead company in the joint venture.

## >> **Managing Director of CG** Appointed Honorary Consul of Morocco



(Shri Basant K. Chaudhary addressing the audience at a special function organized on his appointment as Honorary Consul of the Kingdom of Morocco to Nepal)

**Renowned industrialist, social worker and the Managing Director of Chaudhary Group, Shri Basant K. Chaudhary has been appointed Honorary Consul of the Kingdom of Morocco to Nepal.**

Speaking at the function marking his appointment at hotel Yak & Yeti on 16 November, 2007, the newly appointed Honorary Consul said that despite establishing diplomatic relations in 1975, initiations and exploration in areas of cooperation, potential business opportunities between the two nations remained inadequate.

“We stand to learn from the experience of Morocco particularly in the area of development of human resources, mining, food processing, leather technology, fertilizer and tourism promotion”, Mr. Chaudhary said.

“Morocco is a major tourist destination in North West Africa due to its warm climate, fine cuisine, rich cultural heritage and friendly people”, he said adding that the utmost effort would not only be pursued to promote and develop economic, trade, cultural and friendly ties between the two countries but also ensure promotion of relationship between people-to-people of the two nations.

Hon. Minister for Foreign Affairs Mrs. Sahana Pradhan said that the nation was craving for extending commercial, economical and technical cooperation with Morocco. She added that the appointment of new consul of Kingdom of Morocco to Nepal would consolidate the bilateral, economic and technical cooperation. Minister Pradhan expressed confidence at the appointment of Shri Chaudhary as Honorary Consul of Kingdom of Morocco would prove instrumental. “I believe that Consul Chaudhary would play a commendable



role to explore the possibilities of social, economic and technical cooperation between the two countries in the future”, she said.

Non Residential Ambassador of Morocco, Larbi Moukharig, said that Morocco with its booming economy is braced to cement its political ties with Nepal with a memorandum of understanding to set up a mechanism of regular consultations between their foreign ministers. “We are finalizing a frame work agreement between the Federation of Nepalese Chamber of Commerce and Industry and its Moroccan counterpart to open the gate for diversified and mutually beneficial exchanges”, he explained. He expressed confidence in new Consul Chaudhary in bridging the gap in major areas of trade, culture and services. He said that the Morocco has trust in the genius of the people of Nepal to prevail and bring all sides together to channel energies

towards the real challenges of eradicating poverty and securing decent living standards and the welfare of Nepalese people. “We are confident the democratic process will reach the outcome translating the will of the Nepalese and the universal ideals the international community upholds”, he said.

Earlier, the same morning, the Moroccan flag was formally hoisted jointly by Moroccan Ambassador and Honorary Consul Chaudhary at Saraswati Sadan, Thamel, amidst a function. On the occasion, Prime Minister Rt. Hon'ble Girija Prasad Koirala had extended a message of felicitations.

In the message, Koirala expressed the view that close and cordial bilateral relations existing between the two countries since 1975 would further enhanced and strengthened during the term of office of Consul Chaudhary.

## >> Overseas Tour for **LG Dealers**



**Nepal's number one electronics brand LG, a division of Chaudhary Group, has presented overseas flights for Malaysia and Bangkok to LG dealers as part of an effort to encourage and thank them.**

The increase in sales of LG products has caused the company to reward the service and assistance, the dealers

have put ahead. In recognizing this feat, the Group organized a 4 nights and 5 days all expenses paid trip to Malaysia and Bangkok to further boost the morale of all LG dealers. As assured the first occasion saw 29 dealers flying to Bangkok and 44 to Malaysia.

The Group has expressed hope in all dealers for their unvarying support and assistance and also pledged regular flights and trips in the near future.

## >> The World **Instant Noodles Summit**

Recognizing the credential in Instant Noodles, Chaudhary Group was invited to the 6<sup>th</sup> World Instant Noodles Summit held from 8<sup>th</sup>-10<sup>th</sup> April, 2008 in Osaka, Japan, the birthplace of the instant noodles. Chaudhary Group was given the honor of attending the Summit as the only representative from South Asia Region. The event was hosted by Nissin Food Products Company Ltd. with the theme, "What role should instant noodles play in 50 years time".



Mr. Nirvana Chaudhary, Executive Director of the Group and Mr. G.P Sah, Vice – President of the Group, with the chairman of Nissin Foods and WINA, during the Summit.

With global consumption approaching 100 billion servings mark, WINA made the "Earth Food Declaration", and resolve as a peace-promoting industry to promote the product value of instant noodles and to contribute to all the peoples of the earth. In the next 50 years, WINA ensures the task of innovating for better safety, better health, better ecology and more joy and happiness, so that instant noodles can be transformed into an earth food of even greater value and of even greater scale.



## &gt;&gt; HR Meet 2008



**Mr. Nirvana Chaudhary, Executive Director of the Group as special invitee in HR Meet 2008, an exclusive seminar on "HR Today and Tomorrow" spoke on the topic "Becoming An HR Entrepreneur", organized by Growth Sellers" on 29<sup>th</sup> February, 2008 at Kathmandu inaugurated by Hon. Finance Minister Dr. Ram Sharan Mahat.**

Important persons like CEO's, experts and business heads were invited as speakers. In his words on "HR as an Entrepreneurship", Mr. Nirvana Chaudhary highlighted on Ownership

and the passion that an HR Manager should possess and the responsibility along with new value propagation that should be shouldered. Interestingly supporting his logics with the renowned story of Warren Buffer Mr. Nirvana Chaudhary reemphasized on "How HR Manager should realize their importance in the organization and explore new avenues to create endearing values for all the stakeholders". The presentation on "Profiting from chaos" from Mr. Nirvana Chaudhary was also very much appreciated by the audience. On his closing note, Prof. Dr. Mohanty, special invitee from India appreciated the HR aspirations and understanding of Mr. Nirvana Chaudhary and quoted his name as one of the partners of HR Managers.

## >> **CG steps into** Aviation Field

**Chaudhary Group with the objective of entering into the Aviation Industry has recently formed a company named CG Aviation Services Pvt. Ltd. The company will provide all the aviation services as per the International and National Aviation standards and rules and regulations. The company will also include travel and tours / trekking services as one of its facilities.**

**CG Aviation Services Pvt.ltd.is a member of Nepal National Aviation Council (NNAC).** NNAC is a non-profit sharing company established in the year 2007, aims to enhance the overall development of the aviation and airline industry in Nepal, serving as a sole an independent, non-governmental organization. NNAC was formed by a group of experienced professionals and experts belonging to the aviation and airline industry in Nepal to serve as a think-tank and advisory role-player and work with national and international bodies to facilitate effective policy formulation and implementation to develop the overall aviation industry in Nepal. It aims to establish a competent Aviation Academy of international standards in Nepal and help the government and the industry to work collectively in a coordinated manner to provide competent and competitive maintenance personnels' and services at the Tribhuvan International Airport (TIA), Kathmandu in the near future.

## >> **CG Buzz** – more interactive

CG Buzz, the intranet service at Chaudhary Group is now more user friendly and interactive. It has played a major role in making internal communication strong and effective. Employees can now get Intercom list, Office Building Outlay and Birthday Alarms at [www.cgbuzz.sanepa](http://www.cgbuzz.sanepa).



## >> **CGFMCG.COM**

CG Foods India Pvt .Ltd. (CGFI) has launched its website [www.cgfmcg.com](http://www.cgfmcg.com) in November, 2008 to commune better with its stakeholders. The website provides detail information of CGFI's vision, mission, management, quality control, research and development, social responsibilities, various products, health and nutrition, distribution network and careers that one can pursue with CGFI. It also updates its stakeholders with the current news and happenings.



## >> PM Inaugurates Smt. Ganga Devi Chaudhary Cathlab **Norvic Celebrates its 15<sup>th</sup> Anniversary**



PM Koirala delivering his speech at the function

To celebrate the 15<sup>th</sup> Anniversary of Norvic International Hospital various programmes were organized. On the morning of 17<sup>th</sup> May, 2008 Norvic organized a special function at the Yak & Yeti to felicitate, honour and salute all those who had greatly contributed to the hospital's growth and development. On the occasion Chief Guest and Hon'ble Minister of State for Health and Population, Sashi Shrestha felicitated two staff members who had served the hospital for 15 years and they are

**Mrs. Usha Maiya K.C. and Mrs. Goma Sedhain.**

Special felicitations of Honour were also presented to the Chairman of Global Health (Medicity) India, Dr. Naresh Trehan and Director Cardiology of the Global Health (Medicity) India Dr. Ravi R. Kasliwal. Doctors felicitated on the occasion were Norvic's Consultant Cardiovascular Surgeon, Dr. Bhagawan Koirala, Executive Director, Dr. Bharat Rawat and Consultant Cardiologist, Dr. Yadav Bhatta.

Same day in the afternoon, Rt. Hon'ble Prime Minister Girija Prasad Koirala inaugurated **Smt. Ganga Devi Chaudhary Cathlab** amidst a special



function at the hospital premises. Dedicated to the nation the latest and the state-of-the-art GE Innova 2000 system of Cathlab holds exceptional capabilities in processing and managing acquired image data, designed to maximize clinical confidence. It's distortion free, edge to edge image quality gives the doctor all the details at a glance. The machine can be operated 24 hrs. and it's system can be supervised by any GE Global Service Network System Engineer globally.

As part of Norvic's 15<sup>th</sup> Anniversary Celebration earlier on the same movement, formalization of Mutual Cooperation Agreement between Norvic International Hospital and Global Health (Medicity) took place.

Chairman of Norvic International Hospital, Shri Basant K. Chaudhary and Chairman, Chief Cardiovascular / Cardiothoracic Surgeon, Global Health

(Medicity) Padma Bhushan Dr. Naresh Trehan signed the agreement.

This agreement will assist Norvic in maintaining the highest quality standards through active advanced learning, mobilization of experienced specialists from India, cooperation between medical fraternities, exchange of medical inputs for better service and care, constant evolution and adaptation to advance sciences. This tie up is expected to redefine the health care facilities for the benefit of Nepalese.

Also to mark the celebration an Awareness Programme for the benefits for the heart patients was conducted by Dr. Ravi R. Kasliwal (16<sup>th</sup> May) and a Symposium on Cardiovascular Updates 2008 was organized (17<sup>th</sup> May) where Dr. Naresh Trehan, Dr. Ravi R. Kasliwal, Dr. Bhagawan Koirala, Dr. Bharat Rawat and Dr. Yadav Bhatta presented their research papers and shared their experiences and findings in the prevention and treatment of heart patients.

## >>SunGold Brewery (Nepal) Pvt. Ltd ISO 9001:2000 Certification



SunGold Brewery (Nepal) Pvt. Ltd (SBN) was awarded the Certification of Quality Management System of ISO 9001: 2000 on 10<sup>th</sup> March, 2008 by an internationally renowned certification body “International Certification Services Pvt. Ltd”.

SBN is the beer manufacturing unit of the Group which has become a generic to the product of Nepal with Quality Assurance in manufacturing, sales and marketing of beers.

SBN produces premium beer products like Orangeboom, Nepal Ice, Real Gold Lager/Strong and Hayward 5000. It is also a contract manufacturer for Lowenbrau, Mc Burg and Leopard. Nepal Ice is also available in Japan and UK.

## >> Leadership, Communication and Team Building - Milestone III



**Leadership, Communication and Team Building were the key elements that were sought and were focused for the workshop conducted at CUG on 1<sup>st</sup> March, 2008.**

Focused with the motive of getting things done together in a group basis, this workshop was organized for the executives of the Group. The workshop targeted on helping all level officials to become better leaders and build the kind of leadership teams to position and sustain group at all the levels through interaction among teams which would ultimately acquire the insight concepts and strategies.



This workshop was to build the indirect contact and better knowing of the persons in the organization and also to encourage person-to-person relationship and help the organization to grow to its maximum thereby contributing to the necessary ultimatum criterias.



“Leadership is not only to lead oneself to a better person but leading the people around you for achieving goals of the organization.”

## >> LG Workshop – Sales / Product



**Chaudhary Group's Electronics Division, LG organized a five days Product and Technical training from 24<sup>th</sup>-28<sup>th</sup> March, 2008. The soft skill and product knowledge trainings, held at Satungal and Sanepa head office, was conducted by the major personalities of India.**

Mr. Giraj Sharma who is a BTL Consultant, Delhi conducted a two days (24<sup>th</sup>-25<sup>th</sup> March, 2008) soft skills training, Mr. Pradeep Kamal, and Mr. Asutosh Agrawal from LG India, LGEIL were engaged in product knowledge training for rest of three days(26<sup>th</sup>-28<sup>th</sup> March, 2008).

About 65 employees attended the training and hence enhanced their knowledge and techniques on various ways to deal, approach, keep long-term relation, etc with the customers.

# >>Chaudhary Group Touching Life Everyday In A More Green Way

**It is known to all that Chaudhary Group (CG) is one of the largest corporate houses in Nepal. Over the last sixty five years of operations, growing in size and strength, the CG today is a conglomerate of over 40 businesses. The CG touches every aspects of public life - with presence in industries like food and beverages, apparel, health care, education, tobacco, real state (housing development), financial services, steel, automobiles, hydro and electric power, and hospitality - tourism.**

## **THE TLE SERIES**

CG coins all of its initiatives as TLE which is abbreviated after its corporate slogan touching Life everyday. The TLE series catalogs all initiatives of CG related to Corporate Social Initiatives, Relationships Management, and Corporate communications. This is an innovative method of branding selflessly the initiatives for increased drive and acceptance. YGC being one of the initiatives, CG has done various programs which can not be fully accommodated in some pages., However, its vision in the social front

and its fair trade intent has architected the programs so well that the model itself given a clear picture of CG's image for its stakeholders.

## **CORPORATE SOCIAL RESPONSIBILITY (CG TLE-CSR)**

Carrying out business in socially and environmentally responsive manner Sharing its good fortune with the people, Chaudhary Group has been fulfilling its social responsibility even before it got actually institutionalized as Corporate House. Even then as an Enterprise, it was conducting a lot of activities in the filed of health, arts and sports. It had also hosted ample no. of initiatives- small and large for community as charity and welfare. Today, CG has structured its CSR Initiatives and established standard operating procedure for CSR. In the beginning of every year, the CSR and Code of Conduct Committee sits together to decide on the activities and programs to be taken up for the year under the long term plan framework. The focus areas for the year with defined beneficiaries are agreed and then the execution starts after a proper evaluation of the proposed effectiveness.

CG has identified the various areas as under mentioned and adopts one area per year as focus. However, regular activities and ongoing programs remain continuous. The following is just a quick



summary of CG's initiatives under its respective headings:

### **CG TLE-CSR.H-Health**

#### **CG TLE-CSR.H.1 Norvic International Hospital**

Established in 1993, Norvic International Hospital is guided by the philosophy that "service to humanity is the best work of life".

**CG TLE-CSR.H.1.a** It organizes two medical camps every year named "Mega Camp".

**CG TLE-CSR.H.1.b** Continuous Medical Education Program organizes an awareness program every three months.

**CG TLE-CSR.H.1.c** Free medical camps are organized every month under its Community Outreach Program since 1998.

#### **CG TLE-CSR.H.2 Shree Lunkaran Das Ganga Devi Chaudhary Charity Hospital**

Established in 1994, it provides subsidized medical treatment to the underprivileged people of Duhabi area in Eastern Nepal.

#### **CG TLE-CSR.H.3 CG Medicare**

### **CG CSR Policy**

CG is committed to operate and conduct all its business activities in socially and environmentally responsible manner. CG understands the importance of a good relation of with all its stakeholders-employees, customers, partners and community at large and prioritizes its initiatives towards sustainable development focusing on areas within its local spheres of influence first.

CG Medicare center, an NGO has been set up at the industrial village, Chaudhary Udyog Gram to provide primitive, preventive and curative medical facilities to its manpower and the local.

### **CG TLE-CSR.EE- Education, Employability and Empowerment**

#### **CG TLE-CSR.EE.1 The Chand Bagh School**

Located in Bansbari, Kathmandu, the school aims to produce highly efficient and focused youth willing to maximize their physical, cognitive and spiritual potential for the betterment of the society

#### **CG TLE-CSR.EE.2. Chaudhary Education Foundation**

Chaudhary Education Foundation has established "CG Scholarship" and other programs to support poor and meritorious students.

**CG TLE-CSR.EE.3.** For imparting employment skills to students, different faculties' internships and industrial exposures are provided every year

**CG TLE-CSR.EE.4. Memorandum of Understanding (MoU) with SAIM:**

Chaudhary Group and South Asian Institute of Management signed a MoU for forging collaborative efforts in making productive and permissible use of the system, resources and infrastructure by each other.

**CG TLE-CSR.EE.5. Movement for Underprivileged:**

Chaudhary Group has joined hands with The Healing Touch, The Universal Peace Federation - Nepal and PepsiCo, to create a nationwide movement to enable underprivileged sections of the population throughout Nepal to achieve economic self-sufficiency through a combination of micro-financing and in-kind product loans, coupled with basic business training and a grassroots support on 11th March, 2008.

**CG TLE-CSR.SE. - Sports and Entertainment****CG TLE-CSR.SE.1**

Chaudhary Group has always been keen to support the talents in the field of sports. It partially as well as fully supports the sports at national and international level

\*Baichung Bhutia, the **Captain of Indian Football**

\*Binod Das, the **Captain of National Senior Cricket Team of Nepal**

\*Shakti Gauchan, the **Vice-president of National Senior Cricket Team of Nepal**

\*Shiva Ram Shrestha, **professional golf player**  
**CG TLE-CSR.SE.2** Chaudhary Group is the sponsor of the U-19 National League Cricket Tournament since 2005.

**CG TLE-CSR.SE.3** Chaudhary Group sponsors the LG PoY Awards since 2 years.

**CG TLE-CSR.SE.4** Chaudhary Group is the sponsor of the Women's Cricket Tournament from 2008 for the next 5 years.

**CG TLE-CSR.SE.5 A Golf Course** has been set up at CUG to attract golf lovers and to develop a corporate environment, which will help to lure the investors to set up industrial units in the estate.

**CG TLE-CSR.ID-Infrastructure Development****CG TLE-CSR.ID.1.**

Aid to build the classrooms for **local school** in Divyapuri VDC.

**CG TLE-CSR.ID.2.**

CG has supported with hume pipes in the process of **constructing road** in the Divyapuri VDC.

**CG TLE-CSR.ID.3.**

Significant numbers of **waiting stand** has been built for the convenience of the passengers in the Nawalparasi Area.

**CG TLE-CSR.ID.4. Colbert construction** to Divyapuri VDC.

**CG TLE-CSR.ID.5. Pillars** for the extension of electricity to Divyapuri VDC.

**CG TLE-CSR.ID.6. 24 hour filtered water supply** to the surrounding neighbors at CUG.

**CG TLE-CSR.ALC-- Art and Literature, Culture and Heritage**

**CG TLE-CSR.ALC.1. Shree Lunkaran Das Ganga Devi Chaudhary Academy for Art and Literature**

Established in 1994 for the promotion of art and literature honors Eminent Personalities for their contribution in music, art and research every year. The Academy has instituted 3 annual cash awards with citation carrying a purse of Rs.51000 per award.

**CG TLE-CSR.ALC.2. Literature and talent show**

Many programs have been organized to give an outlet to the expressions of the hidden talents of children, youth and others.

**CG TLE-CSR.NE-Nature and Environment CG TLE-CSR.NE.1 Agro-forestry**

has been set up at CUG with the purpose of minimizing pollution and maintaining ecosystem

**CG TLE-CSR.NE.2. Effluent treatment plant**

has been established to make the industrial water usable for other purpose at CUG.

**CG TLE-CSR.NE.3. Tree Plantation**

has been done on both side of the road in Narayanghat to make the town green and pollution free.

**CG TLE-CSR.NE.4. Chaudhary Biosys (Nepal) Limited (CBNL),**

a project in area of Herbal Medicine has been launched for biodiversity loss.

**CG TLE-CSR.NE.5.**

Chaudhary Group has joined “Youth Green Circle” to promote environmental friendly and economically sustainable paper usage practices.

**CG TLE-CSR.NE.6.**

CG supports the **Bagmati Eco-Challenge** (Jal Yatra) to create awareness about the status of Bagmati River.

CG also involves its employees in its community and environment welfare endeavors. Employees are encouraged to volunteer in CG’s community and environment activities in different capacities. Initially, Employees interested in volunteering such activities register themselves and later participate whenever convenient.

**THE GREEN FUTURE**

It can be termed as an extraordinary approach towards doing things that the future of its TLE initiatives has been made open for all other organizations as well to participate in all possible ways.

The e-mail ID [tle@chaudharygroup.com](mailto:tle@chaudharygroup.com) has been created especially to welcome feedbacks and suggestions. All stakeholders can post their complaints, queries, and suggestions which will be addressed and processed in the best way possible, timely.

## >> **Wai Wai to Support** National Nepali Women Cricket Team

CG TLE - CSR. SE.4 Project



**Wai Wai, after the unbelievable success of the Wai Wai U-19 Men's Cricket Team in the international arena and the ever increasing popularity of cricket in Nepal, now seeks to enter a new chapter in Nepal's cricket history by supporting National Nepali Women Cricket Team.**

Wai Wai has struck a five-year deal with Cricket Association of Nepal (CAN)

on 3<sup>rd</sup> January, 2008 and has agreed to provide Rs.500000 annually apart from trophies and jerseys.

Mr. Nirvana Chaudhary, Executive Director of the Group and Mr. Binay Raj Pandey, President of CAN signed the Memorandum of Understanding.

Support to Women's Cricket by Wai Wai will also ensure that it is able to make inroads into international cricket and attain same level of success as done by their male counterparts.

## >>Memorandum of Understanding

CG TLE - CSR. EE. 4 Project

### Between Chaudhary Group (CG) and South Asian Institute of Management (SAIM)

CG and SAIM signed a MoU for forging collaborative efforts in making productive and permissible use of the system, resources and infrastructure at CG by SAIM to contribute to its academic excellence and CG using the intellectual capital and other resources of SAIM again in a productive but permissible way to contribute to its operational excellence.

Mr. Nirvana Chaudhary, Executive Director of the Group and Dr. Bijay K.C, Dean and Professor of South Asian Institute of Management signed the MoU on 3<sup>rd</sup> January, 2008.



## >>Chaudhary Group **promoting Deaf Art**

CG TLE - CSR. ALC. 3 Project



**Chaudhary Group took an initiation to introduce and promote the DEAF ART in Nepal as it's another initiation towards its TLE (Touching Life Everyday) project. The group launched a yearly calendar 2008 where in the Deaf Art was highlighted.**

Each picture signifying a month of the year, express the joys and challenges of being Deaf, the cultural and physical experience of living with a Hearing majority and the voicelessly reaching out for emotional and spiritual fulfillment in a world full of sounds unheard.

## >>Chaudhary Group Launches

### Movement For Underprivileged

CG TLE-CSR.EE 5 Project

**Chaudhary Group has joined hands with The Healing Touch, The Universal Peace Federation – Nepal and Pepsi Co, to create a nationwide movement to enable underprivileged sections of the population throughout Nepal to achieve economic self-sufficiency through developments on 11<sup>th</sup> March, 2008.**

The Group with its founder partners to incorporate the project “VijayII” based on the development of entrepreneurship and self-reliance under its Project CG TLE-CSR.EE 5.

The project will be immediately implemented in Kathmandu, Biratnagar, and Gorkha. The project focuses on the families that have suffered as a result of conflict over the past decade. This project generates income and gives opportunity for employment for those with high level of poverty. It will also



focus on character, education, primary health care, empowerment of women, and other underprivileged and marginalized groups, sport activities, recreation and creative completion among the youth.

The group through this initiation is committed to cooperate the Corporate Social Responsibility creating a significant contribution to Nepal's economic growth and the society.

## >> Reach for the Child

CG TLE - CSR. H. 4 Project



An initiation made by Chaudhary Group to encourage and support the children and create awareness about Cerebral Palsy. The Group supported the Inter School Art Competition organized by Elite Ladies Circle with the theme

“REACH FOR THE CHILD”, held on 9<sup>th</sup> December, 2007.

The top 16 schools of Kathmandu Valley participated in the competition held at Megha Malhar, Soaltee Hotel. The sole purpose of this competition was to create awareness about Cerebral Palsy and the health center.

## >> Blood Donation at FUDCO

CG-TLE-CSR H. 5 Project



To mark the auspicious occasion of 138<sup>th</sup> CG Day of the group, FUDCO organized a blood donation programme on 9<sup>th</sup> March, 2008, Sunday at FUDCO complex, Sainbu. Fifty employees from FUDCO and CG Sanepa participated in the programme with great zeal and thrill. A letter of Appreciation was presented to the participants as an acknowledgement of their dignified act and contribution.



## >> The World Heart Day

CG TLE - CSR. H-Health



**The last Sunday of every September is celebrated as the World Heart Day in compliance to WHO's call to create public awareness of risks factors for heart diseases and stroke and to promote prevention. More than 100 countries across the globe every year are actively participating in the World Heart Day. Cardiovascular diseases - including heart attacks and strokes are the world's largest killer claiming 17.5 million human lives a year.**

As in the past, to disseminate the necessary and timely information to

the patients and general public at large, Norvic International Hospital organized an awareness programme on 29<sup>th</sup> September, 2007 amidst various activities. A joint interaction among heart patients, cardiologists and Cardiovascular surgeons took place. Some of the patients who underwent complex Angioplasty, heart surgeries and other cardiac procedures at Norvic in the past and who are now leading a normal life shared their views and experiences at the function. The function was addressed by consultant cardiologist and the executive director of Norvic, Dr. Bharat Rawat while the welcome address was given by Dr. M. K. Malla, the hospital Director of Norvic. On the occasion, outstanding personalities representing both medical and non-medical field were felicitated.

## >> Camps at Norvic to treat complex Urological disorders and Cancers of Urinary Bladder/Tract

CG TLE - CSR. H-Health



Norvic International Hospital organized a special Camp to treat patients of complex urological disorders.

Pre-screening and consultations of the patients were undertaken from 25<sup>th</sup> - 28<sup>th</sup> December, 2007 by a team of Norvic's Urologist headed by Dr. Sanjay Khadgi. A total of 13 patients were referred for complex surgeries using Mini PCNL technique, the latest technique in treating Urological ailments.

Out of 13 patients, 9 were treated using Mini PCNL technique, 2 underwent Urinary Bladder Cancer surgery, 1 underwent prostate surgery (uneven full) and 1 patient was treated with Laparoscopic Uro Surgery.

All surgeries went smoothly and successfully. Most of the kidney stone patient discharged after 48 hours of surgery. The Urinary Bladder Cancer patients were referred to us by other medical Centers in Kathmandu. They were evaluated and planned for removal of whole bladder with the cancer part and new bladder of intestine was made and replaced. The surgery took about 6 hours to complete. No other complication and blood transfusion was required for the surgeries. The patients were given normal diet on the 3<sup>rd</sup> day of operation. Catheter and drainage of the patients were removed after 15 days and the patient started voiding themselves leading to a normal life.

Altogether 3 cases of such a technically demanding and complex Urological surgery requiring the replacement of Urinary Bladder has been performed at Norvic so far. The procedure involved in this surgery is called Orthotopic Neo Bladder Surgery which is one of the most difficult surgeries in the field of Urology.

Under Mini PCNL technique only, over 450 patients of complex Urological disorders including Kidney Stone, Stones of Urinary Tract and other Urological ailments have been successfully treated at Norvic till December end 2007.



## >> The World Diabetes Day

CG TLE - CSR. H-Health



**On the occasion of World Diabetes Day on 14<sup>th</sup> November, 2007, Norvic International Hospital organized various programmes to raise awareness on Diabetes mellitus. On the occasion, a 3 day long free check-up camp was also organized. Services given free of charge were Blood Sugar fasting and random, micro albumin, Urine routine and so on. A total of 107 patients availed the free consultation services. Free medicine and free insulin starter were also provided to the needy and underprivileged patients.**

Doctors involved in the free camp were Sr. Consultant Physician/internist, Dr. Shyam Bahadur Pandey, Consultant Gastroenterologist and Diabetologist, Dr. Pradeep Shrestha, Endocrinologists, Dr. Jyoti Bhattarai Kunwar and Dr. Dina Shrestha.

On the occasion, Consultant Gastroenterologist and Diabetologists, Associate Prof. Dr. Pradeep Shrestha gave an extensive presentation on Prevention of Diabetes and its Complications to medical professionals, media, general public and the patients. The Presentation was very successful and useful to the community at large, said Dr. M.K. Malla, Hospital Director of Norvic.( Free Camp 14<sup>th</sup> - 16<sup>th</sup> November, 2007.)

## >> Chaudhary Biosys in Herbal Cultivation

CG TLE - CSR. NE.4 Project



Chaudhary Biosys Nepal Limited is actively engaged while aiming at enhancing livelihood opportunities for rural communities of Nepal through the sustainable development of Medicinal and Aromatic Herbal Farming & Processing Industry. CBNL in partnership with Biosynergy A/S of Denmark in financial assistance of Embassy of Denmark has started its herbal cultivation at Community Forest and farmers land of Chitwan district. CBNL has also started

working in Baitadi, Dadeldhura districts of far western development region for sustainable collection of wild herbs with emphasis on environmental conservation.

The cultivation area is under conversion of organic farming in accordance of EC regulation 2092/91 by ECOCERT SA.

His Excellency the Ambassador of Denmark visited the cultivation area in Chitwan on 19<sup>th</sup> January, 2008. He was warmly welcomed by the community forest users where a large number of women were present. He expressed satisfaction in the progress of the project.

## >> Anti Influenza **Vaccination**

CG TLE - CSR. H-Health

Norvic International Hospital organized (5<sup>th</sup> November, 2007) anti Influenza vaccination programme specially for the expatriates residing in Kathmandu. The vaccination is given to develop resistivity against Flu and common cold. Under Norvic's regular

vaccination programmes more than 150 people received the services. Those who availed the services were 33 from UN-House, 32 from World Bank, 16 from UNICEF (ROSA), 17 from UNESCO, 12 from Asian Development Bank (ADB) Nepal and 7 from WFP Nepal.

## >> **Free** Mental Health Camp

CG TLE - CSR. H-Health

Norvic celebrated World Mental Health Day by conducting a week long free check-ups and consultations to Psychiatric patients from 10<sup>th</sup> October, 2007 by producing free counseling and check-up for deprived and underprivileged Psychiatric patients. The team members involved in the free counseling and check-up were Dr. Sharad Man Tamrakar, Prof. Dr. Desh Raj Bahadur Kunwar

and 3 Clinical Psychologists of Norvic. A total of 90 patients availed the free consultation service. On the occasion, awareness raising programmes on mental illness and various psychological disorders were discussed. Activities such as bringing out leaflets, posters, radio interviews and communication through notices in various vernacular national dailies were undertaken.

## >> Norvic successfully carries out **Laparoscopic Cholecystectomy surgery for the first time.**

CG TLE - CSR. H-Health

**The Team of surgeons headed by  
Dr. Shail Rupakheti, Consultant  
Laparoscopic and General Surgeon at  
Norvic successfully conducted  
Laparoscopic Cholecystectomy  
Surgery where in gall bladder along  
with stones were surgically removed  
using Laparoscopic and Minimally  
Invasive technique on the 9<sup>th</sup> October,  
2007. There were two patients who  
underwent such complex surgeries at  
Norvic that day.**

Both the patients who underwent this procedure at Norvic are now well, -  
Dr. Rupakheti reported.

According to Dr. Rupakheti, although the technique of Minimally Invasive Laparoscopic Surgery is not very new to Nepal, with these two surgeries

Norvic International Hospital has now joined the group of Laparoscopic surgeons as well as hospitals who are committed to giving this state-of-the-art service to the Nepalese population.

Dr. Shail Rupakheti was joined by his team members, Dr. Mukunda Raj Joshi and Dr. Babu Raja Shrestha in successfully conducting this surgery.

In the same occasion, Dr. Rupakheti added that with the support of Prof. Dr. Mahesh Khakurel and Dr. Pradeep Vaidya, he and his team plans to take this Minimally Invasive procedure at Norvic to the international level in the days to come.

On the occasion, the Hospital Director of Norvic, Dr. Mahabir Krishna Malla expressed that the department of Laparoscopic surgery will prove to be as effective as other faculties at Norvic and provide the international level of medical services to the people of Nepal.

## >> **Support to DA IL Community**

CG TLE-CSR.H.6



Chaudhary Group made a contribution to a social cause by donating the LG products to Nepal DA IL Community at Sukumbasi Tole, Manahara Bridge on 16<sup>th</sup> May, 2008.

The DA IL Community is an NGO working in the field of Feeding,

Educating and Health for poor, landless and underprivileged children around the Manahara River, Jadibuti, Koteshwor.

Renowned Korean celebrities Mr. Parsang Won, Ms. Lee Moon Se, and Mr. Lee Te Ran handed over the LG products to the DA IL Community.

## >> **Rio Speed** Football Match



**“Rio speed sponsored the Rio Speed Rupak Smriti Pratisthan Football Match”** played between two celebrity groups as Film Artistes’ Group (FAG) and Comedy Artistes’ Group (CAG), organized by Rupak Smriti Academy at Dashrath Stadium, Tripureshwor on 17<sup>th</sup> May, 2008.

The two teams, Film Artistes’ Group (FAG) and Comedy Artistes’ Group (CAG) had famous comedians and



actors like Dipak Raj Giri, Deepa Shree Niraula, Yuvraj Lama, Niruta Singh to name few.

The event was organized to raise donation for the handicapped children and orphan. The Film Artistes’ Group (FAG) won the game.

## >> **Wai Wai** 5th KCC Running Trophy 2008

Wai Wai, sponsored the 5<sup>th</sup> KCC (Kantipur City College) Running Trophy Tournament held from 17<sup>th</sup> March, 2008 in the Birendra Sainik School Cricket Ground, Sallaghari, Bhaktapur.

All the matches were played under ICC playing conditions and the tournament was conducted under a knock out basis. A total of 15 colleges participated with



2 teams arriving from outside the valley. Classic College of International took the winner's trophy home.

## >> **The 5<sup>th</sup> Kids** Carnival

CG Foods India Pvt. Ltd. sponsored the 5<sup>th</sup> Kids Carnival, which was held on 23<sup>rd</sup> December, 2007 in Siliguri, India. In order to encourage the children on their activities, CGFI provided the financial and non financial support in organizing Kids Carnival.



## >>The 20 Twenty Tournament

The 20 Twenty-Cricket Tournament was sponsored by CG Foods India Pvt. Ltd. from 18<sup>th</sup> March-10<sup>th</sup> April 2008 at Gangtok, Sikkim, India. There were 42 teams from entire India participating in this tournament.

Hon'ble Minister Mr. Prem Singh Tamang, for Sports & Youth Affairs/President of Sikkim Cricket Association and Mr. Tikka Subba, General Secretary were present during the press meet held on 7<sup>th</sup> March, 2008. CG Foods India Pvt. Ltd. was the title sponsor of the tournament.



## >>CG Foods India Pvt. Ltd. in ITF-07

CG Foods India Pvt. Ltd. participated in **International Trade Fair**,organised by **International Trade Promotion Organization (ITPO)** from 14<sup>th</sup>-27<sup>th</sup> November 2007, held at Pragati Maidan, New Delhi.

CG Foods (Nepal) Pvt. Ltd. provides technical collaboration to CG Foods India Pvt. Ltd.



## &gt;&gt;Kathmandu Utsav 2064



The Mega Event “Kathmandu Utsav 2064” was sponsored by Chaudhary Group (CG Foods, Oranjeboom Premium Lager Beer and LG Electronics) which was organized from 4<sup>th</sup>-16<sup>th</sup> October, 2008, at Bhrikutimandap, Kathmandu, Nepal, included variety of activities.



The popular events like Intercollege Band competition, Fashion show, live concerts from pop singers, Remix dancers and Children Parks were organized for the popular entertainment of Kathmandutes highlighting popular brands of CG like Orangeboom.

## >>Corporate Cricket Tournament



**Team CG won the Twenty-20 Corporate Cricket Tournament semi-finals by 10 wickets on their way to the finals of the Tournament. They lost to EVU International in a tight and exciting final match held on 3<sup>rd</sup> December, 2007.**

The Cricket Heroes of Team CG achieved 2<sup>nd</sup> place in the tournament with their overall best performance on the field. Eight different Corporate Houses and Banks participated in the tournament.

**Team CG Participants:** Manish Upadhaya (Captain), Rakesh Singh (Vice Captain), Bideep Bhattarai , Rakesh Jha , Anil Shikwal , Shivraj Tiwari , Sushil Acharya, Pushkal Khatiwada, Roshan Puri (Team Manager), Anil Bajracharya and Sunil Sikhwal.

CG Family feels proud to have them all as its members.

## >> Arun Intercontinental Traders (Maruti - Suzuki Showroom)

**When we turn back the pages of long history of Chaudhary Group we find the excellence as the symbol of hard and continuous efforts of its stakeholders. Along with the other prosperous business expansion, CG has been contributing the society through the trading and service business of Automotives also.**

Since Maruti Udyog was established in India with an objective of manufacturing and providing small and cheaper cars to the world, Chaudhary Group was awarded with the sole distributorship of Maruti and Suzuki Motor vehicles in the territory of Nepal with a commercial name of Arun Intercontinental Traders. Soon after the company established and started its activities in sales, an exclusive showroom was established at Thapathali. Though Thapathali is situated at the prime location of Kathmandu, it was considered as a prime business area of the city only after the Four wheeler showroom was established.

At the very beginning around 1983 "Arun Intercontinental Traders" a name in Automotive business arouse and sold Maruti Brand as well as Suzuki brand Motor vehicles all over Nepal. But at that time it could sell only up to

maximum 10/20 vehicles per month because the road expansion rate was very poor in Nepal and the another reason behind it was the limited availability of Maruti Vehicles from its Manufacturer. Not only this, People were yet to understand the utility of small cars, which was gradually understood later on. But now the sales of vehicles touched the horizon of 100 vehicles of different categories and prospectively the sales of small cars is increasing day by day.





It is not only said that “Necessity is the mother of invention” but it has come true to the history of Arun Intercontinental Traders that it managed to establish a well equipped ,well managed Workshop named “Maruti Suzuki Auto Care centre” to be good enough with its customers as well as to the vehicle it sold. Until today the care center consist of 2 numbers of Hydraulic lifts,5 Nos of Two post lift, and one number of four post lift for the purpose of washing four wheelers. And 67 people are contributing their services in regular basis in the center. The company is proud to own fuel Injector Cleaner, because very rare workshops have this

equipment presented to the service of their customers’ vehicles.

Ultimately we have come to a solid conclusion through the efforts and regular thoughts of positive vision, a person can bring a lot of changes and prosperity and this has come true in case of Chaudhary Group and Arun Intercontinental Traders (Maruti-Suzuki Showroom) due to which such huge expansion and up-lift could be possible. And no doubt it may gain that extent of growth that one day the company might go up to the manufacturing and international marketing of the motor Vehicles from Nepal.

## >> CG Moments



## >> New Born

Congratulations to the New Born

Baby Name : **Riwaj Maharjan**

Son of Mr & Mrs Repika Maharjan

Birth date : 9<sup>th</sup> August, 2007

Baby Name: **Sambridhi Basyal**

Daughter of Mrs & Mr Madhu Basyal

Birth date : 23<sup>rd</sup> October, 2007

## **FAST MOVING CONSUMER GOODS**

### **Food & Beverages**

CG Foods (Nepal) Pvt. Ltd.  
Hetauda Dairy Industries Pvt.Ltd.  
Instant Meal Pvt.Ltd.  
Kusum Oil Industries Pvt.Ltd.  
Nirvana Vanaspati Udyog Pvt. Ltd.  
Surya Agro Products Pvt.Ltd.  
Shree Mahalaxmi Maida Mills Pvt.Ltd.  
Shree Mahalaxmi Nutritious Foods Pvt.Ltd.  
Shree Pashupati Biscuit Industries Pvt.Ltd.

### **AUTOMOBILES**

AIT Pvt.Ltd.  
Arun Intercontinental Traders  
Shree Himalayan Enterprises Pvt.Ltd.  
Himlayan Intercontinental Pvt.Ltd.  
Karan Exims Pvt.Ltd.  
Nepal Lube Oil Ltd.  
Associated Automobiles Pvt.Ltd.  
Karan Motor Company(Nepal) Ltd.  
Wheels Automobiles Pvt.Ltd.  
Surya Automobiles Pvt.Ltd.

### **FINANCIAL SERVICES /INVESTMENT**

ABB Investments Pvt. Ltd.  
Chaudhary Group Pvt. Ltd.  
CG Finco Pvt.Ltd.  
Surya Investments Pvt.Ltd.  
United Finance Ltd.  
United Insurance Company (Nepal) Ltd.  
United Remit Pvt.Ltd.

### **INFRASTRUCTURE**

#### **Physical Infrastructure**

AC Infrastructure and Development Pvt. Ltd.  
AC Shelters Pvt. Ltd.  
Ansal Chaudhary Developers Pvt. Ltd  
CG Aviation Pvt. Ltd  
CG Cement Industries Pvt. Ltd.  
CG Developers Pvt. Ltd.  
Rahul Buildwells Pvt.Ltd.  
Rahul Township Pvt.Ltd.  
Rahul Infrastructure (Nepal) Pvt. Ltd.

#### **Development Infrastructure**

CG Energy Infrastructure Pvt.Ltd  
Independent Power Corporation (Nepal) Pvt.Ltd.

### **CONSUMER DURABLES**

#### **Electronics and Home Appliances**

Goldstar Nepal (Industries) Pvt.Ltd.

## **SPECIALITIES**

### **Packaging**

Flexible Packaging Pvt.Ltd.

### **Trading**

Apollo Intercontinental  
CG Impex Pvt.Ltd.  
Impact International  
LG Lifestyle Shoppe Pvt.Ltd.  
Shangrila Exports

### **Tobacco**

Perfect Blends (Nepal) Pvt.Ltd.

### **Beer**

Sungold Brewery (Nepal) Pvt.Ltd.

### **Phyto-chemical**

Chaudhary Biosys (Nepal) Ltd.  
East-West Seeds (Nepal) Pvt. Ltd.  
Nepal Natures Pvt.Ltd.

### **Hospital**

Norvic International Hospital Pvt.Ltd.

## **CITIZEN CHAUDHARY**

Chaudhary Education Foundation  
Chaudhary Foundation  
Ganga Avedana Ashram  
Kanchi Shankara Temple and Religion Education Centre  
Shree Lunkaran Das-Ganga Devi Chaudhary Academy for Art and Culture  
Shree Lunkaran Das-Ganga Devi Chaudhary Charity Hospital  
The Chandbagh School



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