

Mr. Myles Lee, CEO, CRH plc launching Xpressions at Corporate Office



New age marketing mantra: Training session for marketing team



Participants in the session by Acharya Somendranath Brahmachary Maharaj



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# XPRESSIONS

Quarterly in-house journal of  
My Home Group



CMD Dr. J. Rameshwar Rao welcoming Mr. Myles Lee, CEO, CRH PLC.





## Soaring High!

Dear friends,

The New Year has augured well for us. Your hard work and blessings of Almighty have been instrumental in progressively improving the overall performance of the company. March'10 has been a historic month for us with record cement despatches, sales and collections. Market prices have also shown an improving trend. Well done!

I congratulate you all for your commendable accomplishment and wish you a greater success in the coming months.

I am delighted to see that VGU production and despatches have now stabilized. Record cement despatch of 85,762 from VGU and record sales of over 73,000 tons in Orissa in March'10 are very heartening. These achievements give us the confidence to forge ahead with our capacity expansion plans at VGU.

Notwithstanding the fierce competition and challenges in the market, I am confident, the sales and marketing team would spare no efforts to ensure that our cement brands enjoy a high customers' preference. Our TV ad campaign has been received well and we are getting good market reviews. We are also rolling out host of other ad and promotional initiatives to strengthen our brands. Sustained supply of consistently superior quality product coupled with a strong brand equity and being close to customers is the key to successfully meet the challenges in the market place.

On the 10th February, 2010 we had the privilege of welcoming Mr. Myles Lee, CEO, CRH plc, to Corporate office. Mr Lee also made a visit to our plants at Mellacheruvu and Yalamchilli. He had interactive meetings with production teams at plants and Sr. Executives at corporate office. Mr. Lee also presented the coveted CRH safety award for the year 2008 to My Home Industries Ltd.

In keeping with our growth, we are now in the process of revamping our IT systems with SAP as ERP solution. The IT transformation to SAP would significantly improve online working and provide real time information.

I am happy to note that we are approaching the completion of our My Home Jewel Project. We aim to hand over flats for occupation from June 2010. The response from customers has been overwhelming. Registrations are on in full swing. Strong brand like My Home Constructions should not confine itself to Hyderabad only. It must expand its horizons to other major cities in Andhra Pradesh and later in all the major cities in India. Our vision is to see My Home Constructions as a Pan India realty major.

It is heartening to note that My Home Power project (60 MW) is also progressing well and shall be commissioned on schedule.

Wishing you all the very best!

Dr J Rameswar Rao  
Chairman & Managing Director

## Expanding Horizons



A dream called My Home Jewel is fast shaping into reality. In a month or two, Jewel would be a world class happy community. In just three years time- a barren land turns into AP's largest integrated township with more than 30 lakh sft built up area spread over 22 acres of land. Hereafter, Jewel will be the new bench mark for integrated townships not only for us but also for AP's real estate Industry as well. My Home Constructions, as a matter of habit, sets new standards with each and every project. Keeping its tradition intact- My Home Constructions has now directed its energies towards new projects. At-least three new projects are at various stages of finalization.

Coming days will be challenging and test our execution skills. Let us resolve to re-dedicate ourselves to build a promising future.

by Jagapathi Rao Jupally,  
Managing Director.

"When you avoid what you must face, the situation becomes bigger than you and takes control over you. When you face what you must face, you become bigger than the situation and you take control over it."

## SAP at My Home Industries



We are transforming IT systems at My Home Industries. We have chosen SAP as our ERP solution. We are implementing SAP in our plants for the first time. The modules it will cover are Finance, Sales & Distribution, Production Planning, Quality Management, Plant Maintenance and Purchase.

The major benefits it would provide are:

- Reduction in manual work in all the areas of business.
- Reduction in books closure cycle time and seamless reconciliation for improved accounting efficiency.



- Complete visibility of asset maintenance history and spare parts movement for optimized maintenance.
- Lower procurement lead time.
- Provide real-time information, reducing the possibility of redundancy errors.
- Prompt price modifications.
- Improved vendor collaboration.

by P. Srinivas, AGM - IT

1 You are participating in a race. You overtake the second person. What position are you in?

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# The Mystique Of My Home Hub

The three imposing towers of My Home Hub lend a rare ambience to the surroundings. Almost ethereal in quality. As I enter the driveway past the beautifully sculpted temple an indescribable feeling of oneness courses through me. Do I relate to the place? Its is a psychic association reaching into the dim past? I cannot be sure. The persons that greet me at the entrance- the ever alert security men and the smiling lift boy-enhance my sense of belonging. As I walk through the softly lit corridor leading to the corner room, the seat of executive authority, my spirits spiral upward into the rarefied reaches of subliminal thinking. All this is for real or it is verbalization of a confused mass of thoughts? Let me be clear.

As I enter my place of work, I allow myself the luxury of thinking that the day is going to be special to me. Buffered by waves of enthusiasm I buckle down to the work on hand and bring it to a successful close. Well, this is neither idle talk nor a needless romanticisation of a drab chore. My experience at My Home Hub is real and exceptions do not detract from this fact. Having expressed my deep feelings about the appeal of My Home Hub to me, I owe an explanation whether such a personal reaction to a group of buildings lends itself to generalizations.



Well, it would be illogical and contrary to reason to say that it is a universal reaction. Perceptions may vary, so do the psychic reactions. Psychologists say that the human mind is a great absorbent- it plays host to more than 50,000 thoughts a day. Cultural moorings, entrenched beliefs and cultivated opinions greatly color these thoughts. In the process, reason and rationality seldom get to the centre stage of one's mental space. That explains why truth often suffers from relativism and becomes vulnerable to competitive reasoning. Thus the mystery of life always remains an enigma, the will-o'-the-wisp that one chases forever.

Maybe this article too will join the family of my fugitive writings, but it will remain unique as it is about the unique My Home Hub.

by K.V.Kesava Rao.



Annual Day Celebrations

Our Little Scholar School celebrated its 11th Annual Day on 27th of March-2010 in a very grand manner. Sri. V.S.Narang Chairman, School Managing Committee, was the chief guest and Sri. P.Anantham,

Sri. M.M.Patil and Sri. T.S.R. Anjaneya Sastry, Correspondent L.S.S. Hyderabad, were the guests of honor.

The program was inaugurated by lighting the Lamp followed by prayer song. Mr. SelvaRaju- Head Master, presented the Annual Report. The school Managing Committee felicitated staff who have completed 10 years of service in the institution. Mr. k. selvaraji- Headmaster, Smt. K.Pushpalatha SelvaRaj Teacher, and Smt. B.Tlasi Ayah were felicitated. There was a colorful cultural program in which students exhibited their talent in dances and skits.

- 1 Answer: If you answered that you are first, then you are absolutely wrong! If you overtake the second person and you take his place, you are second! Try not to mess up next time. Now answer the second question, but don't take as much time as you took for the first question, OK?

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## Commitment Is More Than Involvement

Many people confuse between involvement and commitment. Involvement depends on convenience. There are people who get involved in doing things, they want to do, but only when they find it convenient to do so. Commitment on the other hand comes when you take full responsibility to achieve what you want. Commitment is about results. When you pursue your goals with a passion, not deterred by the odds, do all that need to be done and take total responsibility to make things happen to get the desired results, you are committed.

Commitment has no room for excuses and justifications for non-achievement. It is painstaking and calls for sacrifice. When you are committed, it is a matter of time when you will achieve your goal. Achieve you shall. Commitment is result oriented. In 100% commitment, you give your 100% to achieve the results you seek. Committed people take full responsibility to achieve the results. They do not blame the circumstances or other people for non-achievement. They are committed to get the results and discover creative ways to overcome all barriers to reach their goal. Committed people are consistently dependable. Imagine you are crossing a river, swimming with all your might to cut through the water current to reach the riverbank. You are not a professional swimmer and you are totally fatigued with the adventure of swimming across the river.

- 1 'The roots of true achievement lie in the will to become the best that you can become.' .....Harold Taylor"

- 2 If you overtake the last person, then you are e...?

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Will you be happy with 99% commitment and achievement and drown two meters short of the riverbank. No way! If you are going to make it to the other side of the river you will have to make 100% commitment to cross the river and follow it through with action (swimming) no matter what. It is only 100% commitment to honesty that makes a person

- 1 'Others can stop you temporarily, only you can do it permanently.' ...Anonymous

honest. It is 100% commitment to product quality that builds customers' faith in the brand. It is 100% commitment to good health that makes regular exercise a habit. It is 100 % safety on the road that ensures your safe arrival. Similarly, it is 100% commitment to excellence in life that will bring success to you in whatever you do and lift up the quality of your life.

by R P Singh, Sr. President

## Kudos to ...



- ★ VGU team for record cement despatch in March'10.
- ★ Sales teams for accomplishing record cement despatch, sales and collections in March'10.
- ★ Orissa sales team for achieving record cement sales and collections in March'10.
- ★ TN, Bihar and Jharkhand sales teams on achieving record cement sales in March'10.
- ★ Sales teams in Vizag, Vijayawada and Tirupathi regions for record sales in March'10.







## On Target: My Home Constructions Now Has A Corporate Film To Showcase Its Achievements



### Be Creative - Be Innovative

A blind boy sat on the steps of a building with a hat by his feet. He held up a sign which said: 'I am blind, please help.' There were only a few coins in the hat.

A man was walking by. He took a few coins from his pocket and dropped them into the hat. He then took the sign, turned it around, and wrote some words. He put the sign back so that everyone who walked by would see the new words.

Soon the hat began to fill up. A lot more people were giving money to the blind boy. That afternoon the man who had changed the sign came to see how things were. The boy recognized his footsteps and asked, 'Were you the one who changed my sign this morning? What did you write?'

The man said, 'I only wrote the truth. I said what you said but in a different way.' What he had written was: 'Today is a beautiful day and I cannot see it.' Of course both signs told people the boy was blind. But the first sign simply said the boy was blind. The second sign told people they were so lucky that they were not blind. Should we be surprised that the second sign was more effective?



Be thankful for what you have. Be creative.. Be innovative. Think differently and positively. Invite others towards good with wisdom. Live life with no excuse and love with no regrets. When life gives you 100 reasons to cry, show life that you have 1000 reasons to smile. Face your past without regret. Handle your present with confidence. Prepare for the future without fear.

by G.Laxminarayana, DGM(HRD)

2 Answer: If you answered that you are second to last, then you are wrong again. Tell me, how can you overtake the LAST person?

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## Be Happy!

Are you happy? When the question is asked, the word 'No' reverberates more than 'Yes'. Isn't it? Read these tips to own a happy smile and a banner that reads 'I love my job- I am happy'.

Here are nine mantras to be happy at work:

### Mantra 1:

Choose to be happy at work. Keep company with happy people.

### Mantra 2:

Take charge of yourself and be open to say what are your likes and dislikes.

### Mantra 3:

Explore your skills and interests and find something that interests you. Love what you do.

### Mantra 4:

Do not carry work home. May be you are overloaded. However make it a point that you complete everything within the given time.

### Mantra 5:

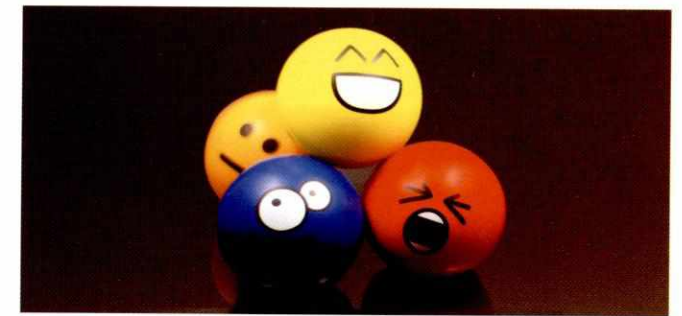
People who are reluctant to change are usually unhappy. Be adaptable and flexible.

### Mantra 6:

Take charge of your own personal development. Make continuous learning a habit.



"Where your time goes, there your future comes. Take care of your time and life will take care of itself."



### Mantra 7:

Manage your time effectively. Keep away from the unwanted gossip. Gossips can rob your happiness.

### Mantra 8:

Continuously introspect to identify your weaknesses and take initiative to overcome them.

### Mantra 9:

Make others happy. Create an environment that will make people to exchange smiles whole day. Go for a drink or lunch together. Have fun. Work is not a serious place where you can just hear the sounds of the keypad.

by S. Pramod Naidu, Manager (HRD)



### A Cute Story:

A man daily sent a rose to his wife. One day he died, but his wife still received roses. She asked the florist. He said, your husband paid advance for your whole life.

Moral: Love someone forever.

3 Very tricky arithmetic! Note: This must be done in your head only. Do NOT use paper and pencil or a calculator. Try it. Take 1000 and add 40 to it. Now add another 1000. Now add 30. Add another 1000. Now add 20. Now add another 1000. Now add 10. What is the total?

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## Tips For Healthy Mind And Body

How should you assess your own health even before you develop complaints and seek doctor's advice?

### Ask Your Own Self The Following Six Questions:

1. Am I able to have sound sleep for 6 hours in the night every day?
2. Am I able to have proper satisfactory, bowel movement daily in the morning without struggling with cup of tea coffee or Cigarettes etc.?
3. Do I have a good appetite and do I really feel happy and relish food?
4. Do I enjoy my whole day's work?
5. Is my chest measurement more than the abdominal girth?
6. Am I cool and composed while dealing with

If answers to all or any one the above questions are not in affirmation, it indicates that your health is not up to the mark and if you do not take proper care, you are heading for a serious health problem. You do not require any medicine at this stage. All you have to do is to follow the five health principles.

### Tid Bits

- ★ The word "queue" is the only word in the english language that is still pronounced the same way when the last four letters are removed.
- ★ "Rhythm" is the longest english word without a vowel.
- ★ Earth is the only planet not named after a god.
- ★ Of all the words in the english language, the word 'set' has the most definitions!
- ★ A cockroach can live several weeks with its head cut off!
- ★ Women blink nearly twice as much as men.
- ★ "Almost" is the longest word in the english language with all the letters in alphabetical order.

3 Answer: The correct answer is actually 4100. If you don't believe it, check it with a calculator!

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### Five Principles:

- I. Take only two meals a day (for people between 20 – 60 years of age group). Meal means any cooked food, including a sandwich. If you feel that it will not suffice, take fruits and salads as a third meal.
- II. Take a minimum of 12 (twelve) glasses (3 litres) of water intermittently between meals every day. This will take care of long gaps between meals, solves the problems of hyperacidity, duodenal ulcer, indigestion, constipation, piles and helps in preventing gall stones, kidney stones by maintaining optimum concentration of body fluids.
- III. A regular 30-45 minutes, yogic exercise every day as a part of your daily routine. Yoga is important in the sense that it gives exercise even to the vital organs to help in maintaining physical and mental health unlike in all other forms of exercise.
- IV. Remain on liquid diet (apart from 12 glasses of water) one full day in a week. liquid diet to be restricted to 4-5 glasses and it can be a milk, butter milk fruit juice, lime juice etc. This takes care of all your excesses in diet during the previous six days of the week and helps in avoiding excess weight, high cholesterol, high blood pressure and sugar problems.
- V. Pray or meditate twice a day to develop contentment and to carry on your duties meticulously. This keeps your conscious clear and gives peace of mind.

"Let your food be your medicine and  
Let your medicine be your food"  
..... Hippocrates

by Dr. J. Mahender Rao  
Naturopathy physician, My Home Navadweepa

## Quiz

- 1 The weight of brain for males is about 1408 Grams. What about females?
- 2 One billionth of a meter is called .....
- 3 Which is the world's biggest banana grower?
- 4 What percent of global gold production is consumed by India?
- 5 What is the playing time of the short version of the Indian national anthem?
- 6 Six sigma as a measure of quality requires fewer than how many defects for million operations?
- 7 Who is the first Indian bowler to bag 500 Test wickets?
- 8 What are called island universes?
- 9 What is the other name for the Chinese currency Yuan?
- 10 Which is the only food that does not spoil?

Each question carries one Mark. The first entry received with highest marks will be awarded a gift.

Mail your answers to  
[xpressions@myhomegroup.in](mailto:xpressions@myhomegroup.in)

4 Mary's father has five daughters: 1. Nana, 2. Nene, 3. Nini, 4. Nono. What is the name of the fifth daughter?

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## Humour

The local bank was granting housing loans. One interested customer said: "Sir, I have mortgaged my property with you. I have assigned my insurance policy in your favour. I have arranged two guarantors also. Thank God! You are not asking me to mortgage my wife!"

The processing clerk calmly replied without any hesitation or embarrassment: "No sir, we take only assets, not liabilities!"

To the optimist, the glass is half full.

To the pessimist, the glass is half empty.

To the engineer, the glass is twice as big as it needs to be.

A little girl asked her mother, "How did the human race appear?"

The mother answered, "God made Adam and Eve and they had children and then all mankind was made."

Two days later the girl asked her father the same question.

The father answered, "Many years ago there were monkeys from which the human race evolved."

The confused girl returned to her mother and said, "Mom, how is it possible that you told me the human race was created by God, and Dad said they developed from monkeys?"

The mother answered, "Well, dear, it's very simple: I told you about my side of the family, and your father told you about his."





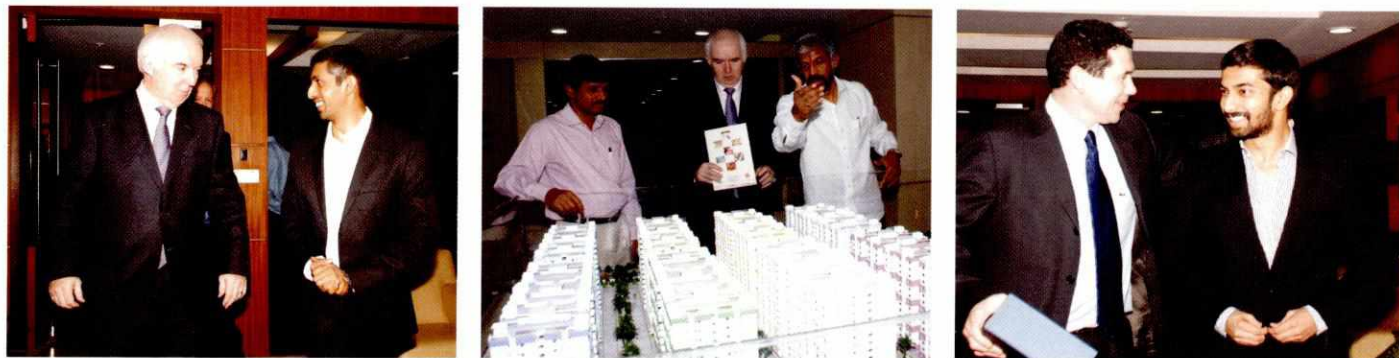
## Sri Sri Sri Chinnajeeyar Swamy's visit to Mellacheruvu Plant



## CRH Plc CEO Mr Myles Lee's visit to Plants



## CRH Plc CEO Mr Myles Lee's visit to Corporate Office



4 Answer: NO! Of course it isn't. Her name is Mary. Read the question again!



## Orissa Dealers' visit to VGU



## Builders', Engineers' and Masons' Meets



Bhubaneswar



Kolar



Vizag



Bangalore



Tumkur



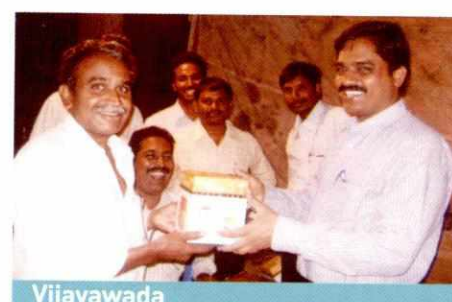
Kurnool



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