



XPRESSIONS

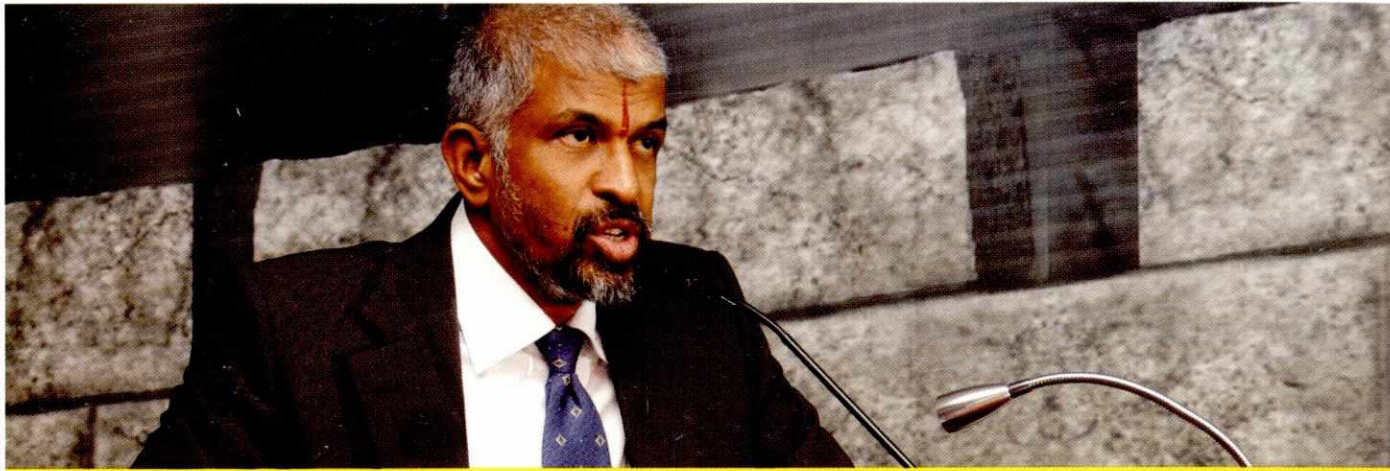
Quarterly in-house journal of
My Home Group

*Extending
the Horizon of
Happiness...*



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Chairman's Message

Dear friends,

At the outset my compliments to the corpcom team associated with 'Xpressions' for taking the initiative to bring out the quarterly in-house journal for My Home group. It is long overdue. The quality of its contents, coverage, layout and the overall presentation are splendid. Well done! I would like all employees and their families to actively contribute articles to 'Xpressions' to make it an effective in-house communication medium for sharing knowledge and keeping up-to-date on the developments of the company and industry.

Last quarter has been very eventful for our Group. We formally launched "Maha Shakthi" cement from our new plant at Vizag, in November'09, at a impressive ceremony. We conducted dealers' meets across all our markets to present the Dealers' Gold awards and held sales conference and training program for the sales team of My Home Industries, in December'09. Many more initiatives are being taken to re-strengthen our brand equity, dealers' and employees' motivation.

In November'09, we had the privilege to have with us Mr. Kieran McGowan, Chairman and Mr. Albert Manifold, Chief Operating Officer, CRH plc. They were very happy to visit Mellacheruvu plant. In an interactive meeting with the Senior Executives at the corporate office, they expressed satisfaction and happiness with the company's working. Mr. Kieran McGowan was emphatic in his remarks that, "CRH values its association with My Home Industries".

Bracing against recession and a very competitive environment, My Home Constructions mega housing venture My Home Jewel is fast nearing completion &

will be ready for possession from March'10, as promised. My Home Jewel with 2016 apartments is, so far, the largest integrated township in Andhra Pradesh. My Home Constructions has also launched its revamped website. As a part of the Corporate Social Responsibility initiative, two medical camps were conducted in September and October'09, benefitting more than 3000 people. Group companies viz., My Home Power, My Home Power Consultancy and My Home Consultancy have registered impressive progress and are poised for better performance. My Home Consultancy Services has been offering good support to the Construction & Cement divisions for the implementation of various projects. I hope that these companies will treat the present environment as an opportunity for growth.

These are competitive times that demand the best from each one of us to successfully face the challenges to meet our goals. I have full confidence in you to keep the co's flag flying high. I Wish you all the very best in your endeavors.

Last quarter was full of festivities and celebrations. In keeping with our tradition, we had a My Home group get-together at corporate office on the 1st January'2010, to welcome the New Year - full of new hopes, aspirations, challenges and opportunities.

I wish you all and your families a very happy and prosperous New Year 2010!

- Dr J Rameswar Rao
Chairman & Managing Director



Adding another jewel to the crown

Dare to dream and care to achieve is the profound philosophy of My Home Constructions. 22.5 acres of land, 14 blocks, 14 floors and 2016 flats - this is My Home Jewel for you. Hyderabad realty has never seen an integrated township project of this magnitude. My Home Constructions has an impeccable record of creating a new benchmark with each and every project. Taking My Home Navadweepa (which is still an unassailable landmark for many peers) as a base for quality standards and amenities, our team is racing against time to start giving possession of the project from March'10, as promised at the time of the launch. To complete a massive project with 31.5 lakh sft of built up area in less than three years time is a record of sorts. At a time when many big projects are failing to move from the drawing boards, we are going to complete the entire project on schedule. It is nothing but the result of the dedication and untiring efforts of our team. I whole heartedly appreciate and congratulate the remarkable team effort which makes My Home Constructions a towering corporate entity.

- by Jagapati Rao Jupally, MD,
My Home Constructions Pvt Ltd.



Alms Giving

Health camp at My Home Jewel during
February 2009 by Indian Medical Association .

A health camp was organized at My Home Jewel on 20th February 2009. Team comprised of a panel of 20 doctors consisting of General Physician, Cardiologist, Gynecologist, ENT, Ortho surgeons from Indian Medical Association Hyderabad, North Branch in association with My Home Constructions Private Limited.

Around 2000 contract labor and their families & Project employees attended the health camp. Company provided medicines free of cost.

*Distribution campaign of Anti-Swine Flu
Homeopathy medicines at My Home
Jewel on 30.08.2009.*

As preventive measure for swine flu, a distribution campaign of homeopathy medicines was organized at My Home Jewel on 30.08.2009. A well known homoeopathist Dr.Pavuluri Krishnama Chowdary was the chief guest and Mr.J.Jagapathi Rao, Managing Director, My Home Constructions was the guest of honor.

Around 3000 contract labor and their families were facilitated. Company provided drugs and medicines to all employees of My Home Group, working at Hyderabad and Kodada.



Early impressions

I Joined My Home team, after working for over 13 years in one Company. However, for me, this change has gone extremely well. This is entirely due to the wholehearted support and the warmth provided to me by the My Home team members. From the Board members, to the senior management, to each and every person in the team whom I have interacted have taken their valuable time and provided me guidance and have been of great support. Each one of you has made this transition a memorable one in my life.

Here are a few of my observations. The biggest asset we have in My Home is "YOU". Your dedication, hard work, attention to details, sincerity, wealth of experience and the professional approach is very impressive. Being nimble and quick in decision making which is taught as a great phenomena in business schools, is clearly visible at "My Home". Each one of you works together as one family. Our visionary leader, the Chairman, had aptly named the group "My Home". And you live true to the expression. We have an excellent team. I am excited to be part of the winning team and looking forward to working with you.

- by G Parthasarathy, Director & Financial Controller

To all of you –
a big THANK YOU !
And special thanks to
the HR team for helping
my family to settle
comfortably in
Hyderabad.

Think about cement!

Cement has a unique property. When fresh, can be moulded into shapes of all kinds. Once it is dry and hard, it is impossible to mould.

Small children are like soft and fresh cement. Parents can fashion them and give them shapes. Parents, thus, have quite a responsibility. It is easy to become a parent, but it takes time and hard work to be a responsible parent. Parents leave their "fingerprints" all over their children during the process of moulding them.

-by K. Selva Raju, Head Master
Little Scholar School,
Hyderabad.

In case of emergency

The concept of "ICE" is catching on quickly. It is a method of contact during emergency situations. As cell phones are carried by the majority of the population, all you need to do is store the number of a contact person or persons who should be contacted during emergency under the name "ICE" (In Case Of Emergency)

In an emergency situation, emergency service personnel and hospital staff would be able to quickly contact the right person by simply dialing the number you have stored as "ICE."

For more than one contact name simply enter ICE1, ICE2 & ICE3 etc. A great idea that will make a difference! Remember - ICE will speak for you when you are not able to.

- by P Srinivas, AGM- IT



Time management

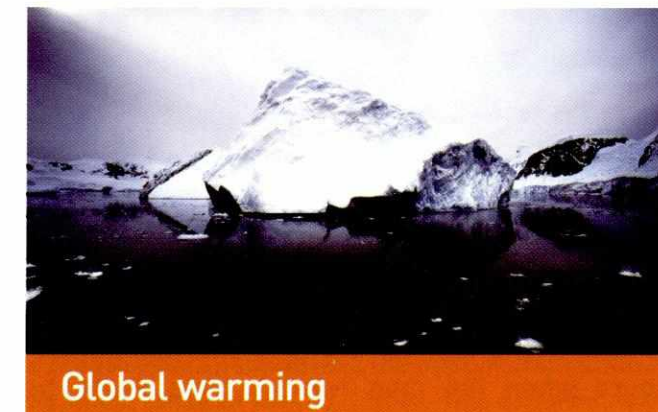
Time Management is most important for every person. The higher in hierarchy one goes, more important it becomes to manage the time in a very planned and effective manner. For everyone, rich or poor, small or big, only 24 hours a day are available. Time is more precious than money. For organizations, time management is vital for optimum utilization of its resources – men, machinery and materials. The best way of utilizing the available time is the one where you achieve maximum of your goals. Effective time management ensures a discipline in life and fosters a feel good factor.

Here are a few tips for improving time management:

- Plan or draw a schedule for the day/week/month for important things to be done and try to complete as per the schedule.
- Be punctual in office and do not try to drag / postpone the work to late in the evening.
- Keep the meetings as per business requirement. All meetings should serve a purpose.
- Be clear in giving time to outsiders who want to meet you. Nobody should wait for more than 15 -20 minutes after scheduled time. Discussion should be to the point.
- As far as possible, try to avoid telephone/cell phone calls during meetings. If unavoidable, be brief over phone.
- Study the reports/statements and the meeting agenda, well in advance, so that no time is lost in trying to understand the issues. This ensures that the meetings are sharp to the point and yield good results.
- Cultivate the habit of continuous learning & reference to the magazines/books relating to your work discipline.
- It is best to do one's work by applying 80/20 principle. Because out of total work 80% of work

will be routine and normal which should be done fast and in regular manner & balance 20% requires attention /focus to complete more effectively.

- by S. Sambasiva Rao
Director (Finance & Commercial)



Global warming

Global warming is mainly caused by few gases viz. Co₂, CH₄, N₂O, CF₄ and other minor gases (GHG). Every country has to make a major contribution, duly supported by its industry, transport systems, commercial organizations and even the common man consuming power for his daily routine. It is our social obligation (for the very survival of our future generations) to contribute for the cause. My Home Group of companies, as a responsible corporate citizen of the country, proposes to optimize all its plants and activities to the fullest extent possible.

Cement Industry being the largest contributor Of GHG has to take a lead in this process. Major contribution can be made by:

- Increasing percentage of PPC/ PSC vis-à-vis OPC (where almost 95% clinker is utilized).
- Increasing percentage of fly ash and slag in our blended cement production.
- Further improvements in the pyro process and energy consumption levels.
- Waste Heat Recovery System to produce power from waste heat gases.

My Home constructions can ensure use of 100% PPC or PSC for their construction projects and ensure optimum use of cement for their concrete requirements etc.

Let us resolve as a team to do our best to contribute for this noble cause.

- by V. S. Narang, Director (Tech)



"Be the best of what you are"

Here is an impressive quote - "Work made fun gets done". How relevant are these words! In most houses it is a familiar scene in the late evening hours when the man returns from work, he portrays picture of a tired and utterly exhausted victim who is bored with life and feels life is taking more out of him than he is getting from it. What causes all this exhaustion, boredom and loss of energy in some people, while others are full of life? Some well-off executives are bored with life, but an ordinary laborer doing a hard day's work, day after day, with meager earnings - lives life with zest.

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

How we feel depends on our attitude. The world around us is as good or as bad as we want to see it.

Our fatigue, boredom, disinterest, anger, depression, frustration, anxiety are not caused by work. It is all in the way of our thinking. Do what makes your work interesting, love your work, be passionate about it, have positive thoughts, be grateful you have work and compete with yourself. Meditation, workout, pursuing a hobby can help getting rid of the emotional burdens. Remember that successful people are calm, cool and controlled in the face of problems, difficulties and adversity. They are emotionally mature. They like and respect themselves. They have a positive self-image. They are able to endure criticism and disapproval of other people without getting disturbed.

Half of your day goes on the job. You have to make your work lively. You can not avoid work.

'He who had done his best for his own time has lived for all times.'
... Johann Von Schiller'

Why not have a good time doing the work? Resolve today to make your work interesting and fill it with excitement. So what if it does not bring a promotion and an increase in the earnings! Interest in work will keep your mind off worries -help you discover happiness, which is invaluable. Happy people perform better - better performance seldom goes unnoticed and it would ultimately launch you into a virtuous cycle of growth. Beat your boredom with a happy and positive disposition. Be the best of what you are.

- by R P Singh, Sr. President



Email for communication

Email communication is one of the best and most effective ways of communication in the corporate world.

Start communicating via email and see the benefits it provides.

Switch off the computers and monitors when you are leaving work. We will save the additional electricity charges on idle machines.



Annual day celebrations

Students and teachers from Little Scholar School at Mellacheruvu were delighted to participate in the cultural events held on the occasion of the Annual Day Celebrations. A Dance item was presented on the theme 'Celebration of Harvest Festival in South India'. It was appreciated by the dignitaries and the audience.



Mines safety week celebrations

On the occasion of the Mines Safety Week Celebrations on 21st November '09, our students of VI & VII Std exhibited placards with the safety slogans and enacted a small skit named "Operation Market" to create awareness among the mine workers about the importance of Mining Safety. This program was appreciated by the Mines Inspection Team and by all the Executives.

Towards excellence

- by G Laxminarayana, D G M (HRD)

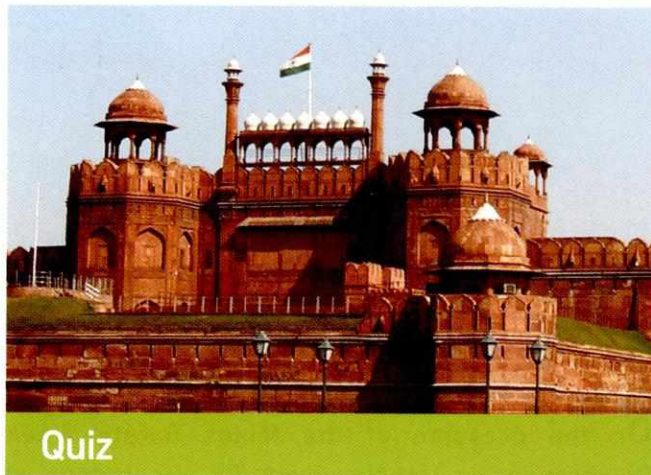
An important characteristic of an excellent organisation, noted by Tom Peters and Robert Waterman in their bestselling book "In Search of Excellence" is that they are 'hands-on, value driven'. This certainly applies to MY HOME. A prime value of our company is concern for people. This directly comes from our Chairman. He believes in the innate potential of every human being.

The main thrust of HRD effort is the maximisation of human potential in the company. This is done through:

- ▶ **Selection:** Great care is taken to select highly talented people for critical positions in the company. Senior Directors in the respective functions are closely involved in the selection process.
- ▶ **Training:** Training and development at all levels is a continuous ongoing program. Apart from technical and functional training to upgrade technical skills, efforts are put in to inculcate self motivation and positive attitude by conducting regular meetings, training workshops and interactions.
- ▶ **Performance Management:** Performance Management System (PMS) which is in practice has been gradually extended to all levels. It has two major objectives.
 - ▶ Systematic cascading of the business plan in terms of KRA (Key Result Areas)
 - ▶ Team building and development of employees in order to empower them to achieve both business goals and personal development targets.
- ▶ **Development of Human Potential:** It is our firm belief that people are the main source of productivity and growth in the company. HRD is involved in developing and channeling employees' potential through trainings, process facilitation, performance management and reward administration. HRD aims to nurture a sense of belonging and the spirit of entrepreneurship in employees, sense of belonging and the spirit of entrepreneurship.

In line with the recent joint venture with M/S. CRH plc, and visit of Mr Jack Golden Group HR Director, the underlying philosophy of Corporate HRD is that every human being has the potential for remarkable achievement. HRD is a process by which employees in the organisation are enabled to:

- Acquire capabilities to perform various tasks associated with their present and future roles.
- Develop their inner potential for self and organisational growth.
- Develop an organisational culture where networking relationships, teamwork and collaboration among different functions is the prime objective.



Quiz

- 1 Who Built Jantar Mantar in Delhi?
- 2 Who was popularly known as Frontier Gandhi?
- 3 Who is the first Indian Cricketer to score a Test Century?
- 4 Which Indian state shares its borders with Pakistan, Afghanistan and China?
- 5 What is the term given to the place where bees are kept?
- 6 Which Gas is used as a Fire Extinguisher?
- 7 Who built the Red Fort in Delhi?
- 8 Pandit Jawarharlal Nehru had two sisters. One was Vijaya Lakshmi Pandit; who was the other?
- 9 Which part of the brain controls thinking and emotions?
- 10 Which monument was built to commemorate the visit of King George V to India in 1911.

- by K.V.Kesava Rao.

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

Mail your answers to
xpressions@myhomegroup.in

Humour

New employee

Several weeks after a young man had been hired, he was called into the personnel director's office. 'What is the meaning of this?' the director asked. 'When you applied for this job, you told us you had five years experience. Now we discovered this is the first job you've ever held.'

'Well,' the young man replied, 'in your advertisement you said you wanted somebody with imagination.'

I'm the boss

The boss was complaining in our staff meeting the other day that he wasn't getting any respect.

Later that morning he went to a local sign shop and bought a small sign that read:

'I'm the boss!'

He then taped it to his office door.

Later that day when he returned from lunch, he found that someone had taped a note to the sign that said:

'Your wife called, she wants her sign back!'

Solution for late comers

Raj had this problem of getting up late in the morning and was always late for work. His boss was mad at him and threatened to fire him if he didn't do something about it. So Raj went to his doctor who gave him a pill and told him to take it before he went to bed. Raj slept well and in fact beat the alarm in the morning by almost two hours. He had a leisurely breakfast and drove cheerfully to work.

'Boss', he said, 'The pill actually worked!'

'That's all fine' said the boss, 'But where were you yesterday?'

Mr. Kieran McGowan, Chairman, CRH plc visits Mellacheruvu plant & head office on 20th Nov 09



New Year celebrations on 1st Jan'10



Sales Conference on 7th & 8th Dec'09 at Hyderabad



VGU product launch & Award presentation to dealers on 9th Nov'09.



Award presentation to dealers: 2009



Masons' meets



My Home Group in Media

అదిగా నవదీప్'ం

దీక్ష బయట... పట్టణం... ధారావాహిని గానీ చెయ్యకు...
చాలా మధ్య కేంద్రంలా పట్టణం... నవదీప్ కట్టడం...
అందులో నవదీప్ కట్టడం... నవదీప్ కట్టడం...
నవదీప్ కట్టడం... నవదీప్ కట్టడం...
నవదీప్ కట్టడం... నవదీప్ కట్టడం...
నవదీప్ కట్టడం... నవదీప్ కట్టడం...



28-04-2007 Eenadu Stiraasti



14-11-2009 Times Property

మార్చికి 'జువెల్' రెడీ



లోని భాగస్వామి... మార్చికి రెడీ...
మార్చికి రెడీ... మార్చికి రెడీ...
మార్చికి రెడీ... మార్చికి రెడీ...
మార్చికి రెడీ... మార్చికి రెడీ...

11-10-2009 Saakshi Realty

అన్నీ అక్కడే!



27-12-2008 Saakshi Realty

* నాణ్యత, నవ్వత, విశ్వసనీయతలే... 'మైహోం' బలాలు..



28-11-2009 Saakshi Realty

5 ఏళ్లలో 10 మి. టన్నుల సామర్థ్యం



10-11-2009 Eenadu

'మహా శక్తి' లక్ష్యం రూ. 400 కోట్లు



10-11-2009 Andhra Jyothi

నగరానికి సరికొత్త 'ఆభరణం'



13-12-2009 Saakshi Realty