



Tapaswini Purnesh, a degree holder in Mechanical Engineering has joined the Board of Coffee SBU.

She is also working on an environmentally friendly power generation project within Harley coffee estate. You will hear more about it in the next issue.

As a gourmet, her hobby is to cook various dishes. She also loves to travel.

Classic Kutumba wishes her all the best and hopes that she will bring in new energy and ideas to the SBU to take it to greater heights!

Hearty Welcome to the new members of Classic Kutumba & good wishes for a great career ahead!

David - Executive (Mktg & Promotion):
Coffee SBU
Rajashekar - Accountant,
Linge Gowda - Sr. Engineer } Property SBU
Sundaram - Executive
Somasekar - Sr. Executive (Institution):
Distribution SBU

Stop Press!

Saibanna representing PR portfolio at Bidar, met with a major accident. Rathnakar who visited him in hospital reports that he is responding to treatment. Let's pray for his speedy recovery. Good luck Saibanna! Take care!

May her tribe grow!

Indumathi of Property SBU has a social bent of mind and a soft corner for the downtrodden and the suffering. Read her note to know about her views on the subject.



In my childhood I have seen my immediate neighbour starving for days. I also had gone through the trauma when I lost my sister due to cancer.

The hardship we as family had gone through undergone during that time and the relief we got when someone came forward to help, made me think. This made me to give back to the society atleast in small measure. I am into many social service activities which are not big in size but certainly helps the needy.

I feel that it is our duty to help the needy more than mere lending a hand.



Classic coffee, having launched Classic Mountain a pure Arabica Coffee successfully, is all set to launch Classic Pride, a premium blend of pure coffee in an attractive tin packaging - the visual on the tin adding Indian flavour to the package.

Good luck for a great launch!

Our Mission

The Classic Group strives to scale new heights and be the leader in all its business by providing Quality consistently thereby building Trust with its esteemed clientele for a long term relationship.



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Shravan Tejas - Retail SBU
Tapaswini Purnesh - Coffee SBU
- with advice from Venkatesh S.



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CLASSIC GROUP
25Years



Classic Kutumba wishes you all
a Happy TwentyTen
&
Happy Sankranthi!!



An issue of pleasant recall of the year that had just gone by!



EVENTS 2009

- Wine Mela
- Restructuring of team representing Pernod Ricard
- Classic Pride taking off
- Classic Royale Garden in the final stage
- Implementation of statutory benefits for the staff
- More youngsters joining the team at all levels



Recognising that it is absolutely important to empower the body and mind for a greater productivity, an appreciation programme for Yoga was organised as an HR initiative for all.



WINE MELA

In order to spread the goodness of wine, Wine Board organised a Wine Mela at Cubbon Park Bangalore when many wine producers participated.



The stall put up by Grover was a huge success attracting many wine enthusiasts and the general consumers.



The silver lining was the camaraderie between the Team Brindco and Team Classic besides a good sale of the range of Art collection and Santé





Restructuring & Training



An important HR activity to retain and motivate the staff was undertaken by which benefits like PF, Gratuity, ESI and other benefits were extended to all.

Along with this, a restructuring and redesigning the complete sales staff role and designation was implemented - thanks to the active support lent by the senior team of Pernod Ricard in designing the same.

An orientation programme to appreciate the new structure and the roles was organised along with a training programme in November '09.

Bang on (Target) Bangkok !!

Here's a test and challenge to demonstrate your domain knowledge and skill!

"Top Ten"
out of all the Karnataka executives will be selected for a trip to Bangkok provided they are Bang on Target!

Scheme period - Oct '09 to Dec '09

Good luck!



Bang on (Target) Bangkok !!

The visuals depicting the challenge posed to the team representing Pernod Ricard to win an all-paid trip to Bangkok!

19th October, 2009

Dear,

Bang on (Target) Bangkok !!

You are all aware that many measures have been taken by both Pernod Ricard and Classic as detailed in our earlier letter on salary increase to motivate you to perform to your best right from the commencement of this financial year.

Building a strong performance culture - attaining our goal post as we become more knowledgeable and skilled in our domains.

Here's a test and challenge for you to demonstrate!

It has been decided to pick "Top Ten" out of all the Karnataka executives for a trip to Bangkok provided they are Bang on Target!

Target is defined as all the objectives set for each executive for his respective Territory including volume target, focus brands, adherence to promise, market share, merchandising etc.

The scheme period will be: **Oct 09 to Dec 09**

Please go through the Target letter given to you at the beginning of the year carefully. The selection will be very stiff and it will be as per the guidelines detailed as above.

See the Bangkok visuals shown above and get excited!

Work hard and intelligently! Plan your each day well bearing Bangkok and the good time you are going to have in space mind!

The whole senior teams of PR & Classic is at your call to help you to achieve the Target. Make use of them. If you have any queries please get it clarified immediately.

Good luck! Happy Diwali to you and your family from all of us in Classic Family!

For Classic Alcobev

D. M. Purnesh
Mg Partner



CLASSIC ROYALE GARDEN

Hennur Road, Banaswadi, Bangalore.



The project is shaping up well and coming to a close. Final touches are being given for which the Team CRG is putting all its efforts by working 24x7.

The self motivating team has put up reminder boards to remind themselves of the dead line. Such is their focus!



39

DRAYS TO GO



CLASSIC ROYALE GARDEN

Good luck Team CRG for the successful completion and handing over the project!

For more information on this project, contact : Ms. Manjula Reddy 99027 28556 Ms. Krupa 99726 11009



Visit of Mr Purnesh to Kona Coffee, Hawaii

I have been extremely fortunate to get opportunities to visit many coffee growing regions of the world like, Brazil, Columbia, Guatemala, Costa Rica, Kenya, Indonesia and Hawaii.

Me and Anita visited Kona region on Northern part of Big Island in Hawaii.

This was really an eye opener as a coffee grower because, out of very small holding between 3 to 10 acres of coffee plantation how a family can live very happily by harvesting a very high yield through mechanization and other processes. Branding has helped them to get a primum price in the world market.

In Hawaii, most of the planters count their coffee holdings in terms of plants they own.

We specifically spent a lot of time with Mr. Bob Nielsen,

a coffee grower who owns about 5 acres of coffee plantation, drives Mercedes E class and travels world over. Bob grows only Arabica coffee. It was amazing to see how a 70 year old man could cultivate and market his coffee including roasting and packing single handedly due to complete mechanization. He only uses out side labour for picking his coffee beans, since the same is hand picked. In fact we were so motivated by him, we invited him to visit our plantations in Chickmagalur and Sakleshpur during



December 2009, which he did. He made a presentation of his style of cultivation practices to small and large growers in Chickmagalur region. It was an eye opener for our Growers in the difficult days of huge labour shortage.

All in all it was a worth while visit to Hawaii.

- Purnesh

