



**ripple**

**HORIZON**

**- The Family Magazine**



Editors Note

Hello Team Members!!

Greetings !!

Encouraged by the positive response to the first Issue of Ripple Horizon, we are happy to bring the second Issue. Like the first Issue the second Issue covers the news, events and highlights of activities of the Ripple Family. We are sure that the topics and coverage will be interesting for your reading and facilitate togetherness amongst all of our Team Members.

We are also glad to share that we have included few contributions from our Team Members as a part of this volume. We hope that this will encourage all others to share their contributions too and eventually make Ripple Horizon driven by Ripple Team Members.

We would like to thank the marketing team for designing and bringing out the Ripple Horizon.

Thanks and Happy Reading

Sudarshan  
HRA Team



Foreword

Greetings Dear Ripple Family Members!!!



To start with we would like to thank you for your support as we concluded the financial year 2017-18 and look forward to the same with enhanced commitment for the next financial year 2018-19.

The challenges we faced during the last year continued to have an impact on our business as we closed the last quarter. The going has been slow and tough where we ended up well below our potential. At the same time the key initiatives like Manpower additions, Additional Funding, ERP, Performance Management, New Products, RAFT etc. which we shared with you all in the first volume of Ripple Horizon are under various stages of Implementation.

This along with ongoing organizational structural changes, changes in roles of key Team Leaders and increased direct roles of the directors, we are confident that this financial year 2018-19 will be far more successful than the previous year.

As we keep emphasizing we can make the difference when we work together as a Team to our fullest capabilities. Being an election year it will have its own business challenges together let's meet them.

Cheers!!

Nunna Rao & Kishore Munnola



**“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.”**

- Andrew Carnegie



GOOD NEWS Around RIPPLE!

HQ News

## Sankranti Celebrations at the HQ

The Year 2018 Started with Sankranti Celebrations at the Head Office on 10th January. The mood and fervor of the festival was captured by the Team Members who came in traditional /ethnic attires on the day. The most important and captivating



event of the day was the rangoli competition. Three teams participated and came with some beautiful designs and decorations. A senior team lead by the Kishore gave away gifts to the winners and every participant got a prize.

## ROI (Ripple Orientation & Integration) Program

The Ripple Orientation and Integration Program was conducted for a group of 15 Team Members comprising of both old and newly joined. Majority of the participants were Field Sales and Technical Team Members. The almost two week program is intense and rigorous journey for the participant which enriches their Subject & Product knowledge in relation to the Ripple Group Businesses and Construction & Building Industry in General. ROI also imparts Selling Skills and Personality Development Avenues.

Sessions on Customer Service & Sales Support, Finance & HR & Admin were also held to provide the necessary information on relevant policies & Procedures.



The participants underwent regular assignments, tasks and tests to achieve their ROI certifications. The Toppers were recognized and rewarded for their effort. Mr. Shashidhar Rao from Pune topped the ROI this season followed by Bala from Chennai.

The ROI Program was guided by Nunna Sir and driven by Sai Kishore and supported by Sai Divya, Zameer, Sameer, etc.,



### ISO Certification for RIS

Happy to share with you that Ripple Infra Systems has received its ISO Certification.



### Ripple Power Tools



We are happy to announce that we have launched our Own Branded Ripple Power Tools. To begin with the power tools have been launched in the Hyderabad and gradually will be introduced throughout India in a phased manner. The Initial response from the Test reports, our dealers and clients is positive and encouraging. RPT will be driven by Primarily by Gautam Mazumdar and supported by Joushua. The different Models available are as follows. A colorful and informative brochure was also launched for marketing and publicity of the products.



### Ripple Mart



Ripplemart our online portal for building and construction material and services is steadily progressing to be the most sought after E Commerce platform. Meanwhile it is gearing up to provide its services in Hyderabad Area. Right now the efforts are on have feet on the ground through a team of dedicated Marketing/Sales Engineers to be closer to the customers and clients. Simultaneously a range of Promotional activities are being conducted to spread the message of Ripplemart.



### Other News

### Marketing Activity

The Ripple Group team participated in an exhibition conducted by Pepscon at Vijayawada during 19-21<sup>st</sup> Jan. The Team of Jaya Krishna & Joshua led by Pavan participated in the event, which led to a good response from the visitors to the exhibition.



### Mini Catalogue

A Mini revamped Catalogue of RCP containing the revised and additional product has been launched. The smaller and smarter version of the catalogue has been received well by the stakeholders.

### Promotional Videos & Customer Flyer

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Online & Offline Platform for buying all your Building Material... 8 views · 1 day ago	All Construction materials on ripplemart 70 views · 3 days ago	RIPPLEMART LOGO REVEAL 54 views · 1 week ago	Online & Offline platform for buying all your Building material... 52 views · 1 week ago	RIPPLEMART INTRODUCTION VIDEO 187 views · 1 week ago
2:51	0:07	0:38	0:05	0:37
Shop Online @ ripplemart.com 53 views · 1 week ago	Happy UGADI 102 views · 3 weeks ago	Why to Choose Ripple Mart? 100 views · 4 weeks ago	Happy Holi 80 views · 1 month ago	Buy High-quality Products & Services @ Affordable Price 79 views · 1 month ago
0:06	0:57	0:26	0:13	0:36
Happy Mahashivratri 87 views · 2 months ago	Build your dreams homes with ripplemart.com	RIPPLE MART RANGE OF PRODUCTS	RippleMart    Building Materials #002	RippleMart    Building Materials #001



Ripple India Marketing Team

<https://www.youtube.com/channel/UCylmFakDi-oxq-S1iBalxQOg/videos>



Ripple Mart Marketing Team

<https://www.youtube.com/channel/UCBwfakFegk-2C4w-dZUBcMhQ>



## Social Media Campaign



## Newspaper Insertions



## Ripple Anchor Fastening Technology (RAFT) Manual

Ripple Anchor Fastening Technology (RAFT) Manual a unique and first of its kind in the industry has been completed after tremendous efforts by the Technical Team led by Sai Kishore. The Manual will be ready reckoner to the field of fastening technology and surely improve the technical standing of Ripple Brand by a huge margin.

## R Connect Team Member's Informational Portal.

Thanks to the efforts of the Website Team various Ripple Group information like policies, procedures, rules etc., which will help all our Team Members in their understanding of the Ripple Group functioning are now hosted in the Portal R-Connect. Do visit the portal for any information you may need. Currently trail version is available.

## Technical Seminars

During the last Quarter Six number of Seminars were held by or Team across Mumbai. The Sessions were conducted by Tech Team Lead Sai Kishore supported by the Sales team.





## Know your Team Member



- Sridhar is the first employee to join the Ripple Family on Jan 2012 and is one amongst the very few who have completed five years with the Ripple Family. Sridhar is a native of Hyderabad. Sridhar joined as warehouse in charge looking after stocks, deliveries, dispatches, Imports etc. and currently he has progressed to taking care of all Purchase activities for the Ripple Group as a part of the SCM Team.
- A Hard working and commitment Team Member Sridhar is well known for his resourcefulness, reliability and ability to deliver tasks given to him. Sridhar was awarded the best employee award for the year 2014. Sridhar got married in April 2016
- Another interesting aspect of Sridhar is that he is a wonderful cook and his preparations have been appreciated many a times. Let us all wish Sridhar happiness along with growth and prosperity in the Ripple Family.



## Happy Moments of Ripple Team Members



### Sameer Son 1<sup>st</sup> B'Day Celebrations on 03rd March 2018

Sameer RMT Celebrated his Son Rishann 1st Birthday. Many Team Member's of the Ripple Family were present to wish Sameer and participate in the Function. All had a good time and enjoyed a nice dinner.



### Lalith Gaikwad 's Engagement on 12th March 2018

Lalit Gaikwad ASE Pune got engaged to Gunwanti Joshi. Let us wish them a Great Future together.



### Bala Kumar's Engagement on 29th March 2018

Bala Kumar ASM Chennai got engaged to Divya Ruba. Let us wish them a Great Future together.



Rookies in Ripple Family



**Om Pal**  
SE  
RIS - Exe  
Delhi



**Deepak Nair**  
BDE  
RIS - Sales  
Cochin



**Saurab Puri**  
ASE  
RCP - Sales  
Mumbai



**Lalit Gaikwad**  
ASE  
RCP - Sales  
Mumbai



**Somnath Mukherjee**  
GET  
RCP - Sales  
Kolkata



**Lakshmanan**  
ASE  
RCP - Sales  
Chennai



**Bala Kumar**  
ASE  
RCP - Sales  
Chennai



**Fahad Ali**  
ATE  
RCP - Tech  
Delhi



**Praseon Kumar**  
BDE  
RIS - Sales  
Delhi



**Sachin Deshmukh**  
ASE  
RCP - Sales  
Mumbai



**Srivatsa Sukand**  
ASE  
RCP - Sales  
Banglore

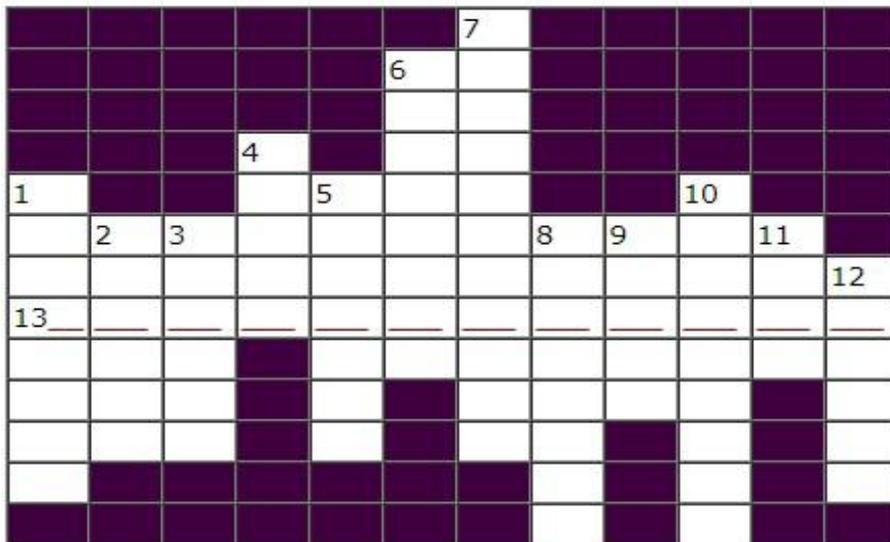


**Akhil**  
ME  
RCP - Sales  
Hyderabad





Time to Quiz



Read the clues and write the words downwards in the puzzle. What are the two hidden words which goes across the middle of the puzzle to make number 13? These words (7 and 5 letters) describe a set of different goods produced by a company.

Clues for the Puzzle:

1. The ..... to the new product has been very good.
2. The market which the company hopes to attract is called the ..... market.
3. A company's market can have a high or low ..... rate.
4. A class of goods which is the product of a particular company or producer ("What is your favourite ..... of cigarette?")
5. .... buying is the purchasing of goods that one does not really want.
6. Market ..... is a detailed study to find out what kinds of goods consumers want.
7. .... is the extent to which a company gains a share of the market.
8. Most companies have a marketing ..... which is a plan to decide how the marketing will be carried out.
9. A ..... market is one in which goods are easily sold.
10. This is an arrangement by which a monopoly producer gives a trader the right to sell goods in a particular area.
11. This is a sign, representing a company name which is often used as a trade mark.
12. This is part of the market.



The Winner will be awarded with surprise gift\*



Send your relevant answer to [marketing@rippleindia.in](mailto:marketing@rippleindia.in)  
Their name will be displayed in next addition.



\*In case of receiving more correct entries from multiple number of people, 1 person will be picked by the lottery method to choose as a winner.



Sales Tip of Quarter 1-2018/19



I often get asked ... “How should I measure my sales consistency against results ?”.

While every business is different, here are 5 core measures to consider (beyond closed/won sales):

1. Order / Enquiry Pipeline - No. of enquiries, Total Value. (should be 5 times greater than Sales Target)
2. Enquiry Pipeline Accuracy - %age of conversion possibilities
3. Self-generated opportunities (vs. those from technical leads)
4. % of Enquiry pipeline newly created this month
5. Close ratio - related to the No. of Enquiries on hand and Value

Sales Professionals who are in control of the above points will always have Consistent Sales Results while others always struggle to find their share...





**Health, Safety & Wellness Tips**

**1. Always apply sun cream...**



It is important to use a sun cream lotion of at least SPF 30 in order to protect your skin from harmful UV rays. Don't sit in the sun in peak hours between 10am and 4pm in order to minimize UV radiation. If you are planning to be out in the sun for a long period of time, reapply sun cream every two to three hours.

**2. Drink plenty of water**



During the hot summer months, heat and sweat can leave your body dehydrated. A lack of water is harmful to your body and can also make you crave food when you're not actually hungry. It is incredibly important to keep yourself hydrated by drinking at least eight to nine glasses of water a day.

**3. Keep up the exercise regime**



Before you hide those running shoes in the wardrobe, remember summer exercise doesn't have to stop because of the rising temperatures. Instead of working out outside, change your exercise plan and take it indoors.

**4. Get wet**



Summer is the perfect time of year to get wet! Boring runs in the cold wintery weather can be swapped for a summer swim at your local pool or gym.

**5. Eat healthy by the pool**



When the sun is beating down, the idea of seeking out the nearest ice cream stand is seriously tempting. Stay strong by being prepared, and pack a cooler full of healthy snacks and juices.

**6. Take up a new hobby**



Summer is the perfect time to take up a new activity. Gardening is a great way to enjoy the outdoors and will actually help you burn some calories! Planting a herb garden is a fantastic way of getting your hands dirty, having quick access to some healthy flavours for your summer meals and, if you have kids, get them involved in playing outside.

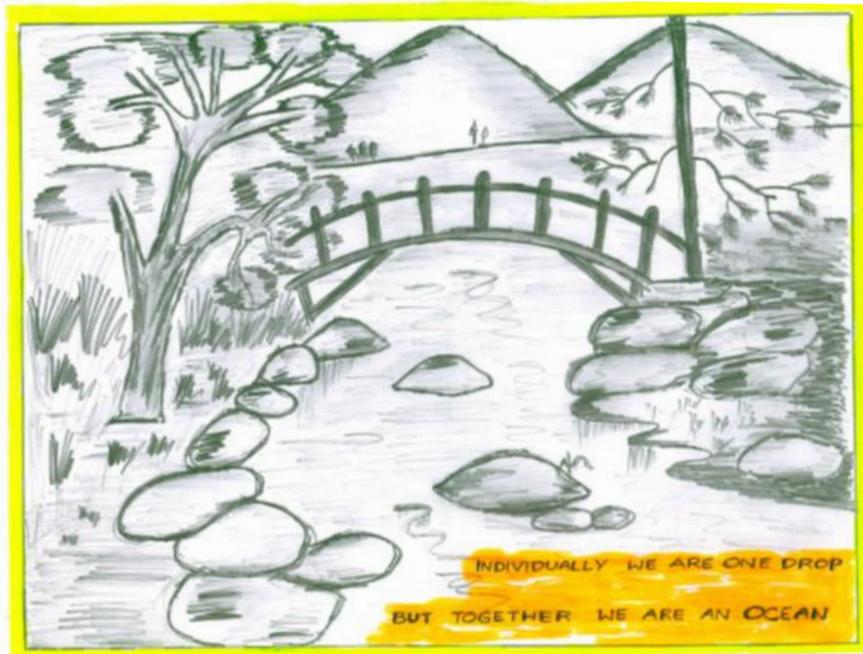


**Complied by Prashanthi**

Source: Google



### Hidden Talent of Ripple Family



Drawing contributed by Raj Douglas (RIS) from Design Team

### Ripple Inspirations:



Mohit (ASE) Jaipur stands as a inspiration for all of us by voluntarily branding his personal car with ripple logo. Now entire Jaipur can see ripple with this initiative of Mr. Mohit.

On behalf of every ripple team member we would like to congratulate Mr. Mohit.



Hope you liked the Edition of Ripple Horizon.

Please send us your comments, suggestions, Contributions & feedback to [hr@rippleindia.in](mailto:hr@rippleindia.in)