



# Sampark



We are honoured  
to share that we have been  
awarded with



Continued on page 11...



**Mark  
your!**  
calendar

MINOSHA

is Coming to



**PrintExpo** 14th Edition  
2024

**22<sup>nd</sup> - 24<sup>th</sup> August 2024**

**Booth A02 | Hall No. 1B**

Chennai Trade Centre,  
Chennai

*See You There!*



**MD'S MESSAGE:**  
ATUL THAKKER



Dear Colleagues,

We are back with our Newsletter with a renewed Avatar – Sampark.

The festive season is all set to start and let's welcome the season with full enthusiasm. A smile is considered the universal symbol of joy. There is no ambiguity with a smile. It means only one thing, Happiness. We have multiple reasons to be happy and smiling. Our DNA is embedded with a strong work ethic which has been evident in the last few years.

With Immense pride and joy, I would like to announce our remarkable achievements at the prestigious RICOH Awards Ceremony in Thailand. Our hard work, dedication, and exceptional talents have been recognized and rewarded with not just one, but 4 coveted awards across various categories:

- **Top Solution Sales Award**
- **Top Partners Award**
- **Top Production Printer Sales Award**
- **Top Color Multifunction Sales Awards**

I would like to express my heartfelt appreciation to each one of you for your unwavering dedication, hard work, and commitment to our organization's success. It is through your collective efforts and relentless pursuit of excellence that we have managed to surpass our goals and set a new benchmark in our industry. Your passion and determination have been instrumental in driving our growth and achieving remarkable financial results.

Our vision remains ambitious as we set our sights on achieving a much bigger sales target this year. With our talented and committed team, I am confident that we can surpass this goal and continue our upward trajectory. As we move forward, I encourage each one of you to embrace innovation, collaboration, and continuous improvement in all aspects of our operations. Confident of our strengths and commitment, we initiated new measures to improve our efficiency. The ongoing festivities and celebrations with loved ones will provide additional cheer.

Lastly, I would like to extend my heartfelt gratitude to each one of you, our valued partners, stakeholders, and clients who have shown unwavering support throughout this journey. Your trust in our capabilities and commitments has been instrumental in our growth and success. We truly value the strong relationships we have built together.

Wishing and praying that we all are blessed with abundance and happiness forever.

**Jai Hind.**

**EDITORIAL DESK**



Dear Readers,

Greetings from Minosha!

Every new beginning is special. We have come back with our Newsletter in a renewed Avatar. Yes, we are reiterating the Sampark with all our stake holders, customers, employees, business partners in a meaningful and communicative way.

When we say Sampark, it emphasizes on creating the bond with everyone concerned in our lives. At Minosha creating connections and to form meaningful relationships with other people is an essential part of our lives. We strongly believe in

creating value in everything we do so that it creates a long-lasting positive impression and a sense of belongingness.

In today's age where we are more connected than ever via social media and other technologies, it is important to find ways to connect with people in person and in real-time. We, at Minosha are nurturing the culture of helping each other in professional as well as in personal lives and maintaining a strong work - life balance.

We thank everyone who actively supported in making Sampark a success. We will be back with another edition of Sampark Newsletter in the next quarter.

**Sarbani Prasad Mukherjee**  
Marketing





## LATEST TECHNOLOGY AND INNOVATION BEING PRACTISED IN HR

We are excited to share a major enhancement in our payroll process with the introduction of automation. Since May 2023, we have been integrating attendance records with our payroll vendor. As of February 2024, this process has become fully automated and is synced with our payroll vendor on the cut-off date through API integration.

This integration ensures precision and timeliness in payroll calculations, significantly eliminating manual errors and reducing administrative effort.

The automation not only smoothens the process but also enhances overall efficiency, allowing us to focus more on strategic initiatives. By adopting this technology, we reinforce our commitment to innovation and continuous improvement, providing a seamless experience for our employees and optimizing our internal operations.

## CORPORATE SOCIAL RESPONSIBILITY 2023-24



### MISSION STATEMENT

The CSR strategy of Minosha reflects the Company's commitment to prioritizing the social dimension within its corporate ethos.



### EDUCATION

Minosha places a strong emphasis on education, actively supporting and facilitating primary, secondary, and higher education initiatives. Through these efforts, the Company aims to empower underprivileged children, providing them with opportunities for personal growth and academic advancement.

Minosha has collaborated with a range of Implementing Agencies to extend support across multiple programs. These programs include educational empowerment for exceptional students as they navigate their career paths, enhancing access to higher education for economically disadvantaged girls, and nurturing skill development among children through investments in school infrastructure. By prioritizing equal

growth opportunities through education and employment assistance, Minosha extends scholarships for students up to 12th grade, facilitates education loans, and organizes on-site/off-site seminars for students and parents to delve into enrollment options in affiliated boarding schools.

### Environmental Sustainability

Minosha is committed to achieving Environmental Sustainability for the survival of the future generation.

The Company has made significant contributions towards the restoration of depleted forests in the Western Ghats region, particularly within the Nashik district of Maharashtra.

The activities entail land identification, conducting initial survey, engage with Zilla Parishad on use of MGNREGA, identifying native indigenous species for plantation, designing watershed structures, finalize plantation scheme, arranging manure, making pits, put manure in pits, removal of invasive species, order saplings, arranging vetiver slips and plantation of saplings and vetiver slips.

Consequently, there have been notable improvements in biodiversity, soil quality, groundwater levels, and biomass density. Such initiatives not only contribute to the preservation of ecological equilibrium but also promote sustainable development within the local populace.



### SKILL DEVELOPMENT

Enhancing skills plays a crucial role in a nation's economic productivity and social progress.

Minosha is actively involved in supporting Indian athletes to achieve Olympic Gold medals. Their vision involves identifying and nurturing medal-worthy talent, pinpointing areas requiring assistance, and collaborating with various stakeholders to empower deserving athletes. Through an appointed Implementing Agency, Minosha aims to ensure equal opportunities for athletes, enabling them to compete. In the fiscal year 2023-24, the company contributed significantly to aiding athletes and para-athletes in their preparations for the upcoming 2024 and 2028 Olympics and Paralympics.





## CUSTOMER CONNECT PROGRAMME

### DRUPA EXHIBITION, GERMANY, MAY 2024

Ricoh and Minosha India Ltd shine at Drupa 2024. From showcasing cutting-edge printing innovations to live demonstrations of new products, it was a collaboration filled with excitement. Our MD, Mr. Atul Thakker, graced the Ricoh stall, emphasizing our commitment to pushing the boundaries in printing technology.



### CIO HABBA, BANGALORE, JUNE 2024

Minosha made a remarkable impact at CIO Habba 2024! As Silver Sponsors, we were excited to present our latest innovations in Bangalore. Our booth was buzzing with activity as we demonstrated cutting-edge smart solutions and the versatile RICOH Pro IM460F.





## CUSTOMER CONNECT PROGRAMME

### CIO KLUB CHENNAI: APR, 2024

Minosha India shines at the CIO Klub Chennai Chapter's 12th-anniversary celebration on April 20, 2024, showcasing innovative Managed Document Services by Ricoh & building connections with over 140 CIOs. The event was a testament to 12 years of innovation, collaboration & highlighting Minosha's commitment to providing cutting-edge solutions for businesses. Catch a glimpse of the event!



### CUSTOMER MEET CHENNAI: FEB 2024

Our recent customer meet was a dynamic blend of innovation and connection. Our team engaged with customers, showcased cutting-edge printers, exchanged meaningful conversations, and had a great time doing it! Here's to forging stronger partnerships



### PAMEX : MUMBAI: FEB 2024

Our participation in Pamex 2024 marked a pivotal moment for Minosha in revolutionizing the printing industry. It showcased our innovative products, emphasizing efficiency and sustainability. Our presence at Pamex symbolized our dedication to advancing technologies and empowering businesses. The positive response reaffirms Minosha's role as an industry innovator. Looking ahead, we remain committed to pushing boundaries and setting new standards, continuing our journey toward excellence in printing.



### LASER PRINTER LAUNCH: NEW DELHI: SEP 2023

Our Laser Printers Launch held on 22nd September, 2023 was a great success.

A heartfelt thank you to everyone who made the show successful.





## EMPLOYEES SPEAK



**Prasanna Rajagopalan**  
National Business Manager-PP  
Chennai

'Minosha has given diversified working experience for me. Being an employee friendly organization, Minosha has given me opportunities to accept new responsibilities and deliver the results with the guidance of management. Motivating the employee by timely recognition of key achievements has helped me in consistent performance. Supportive cross functional team has helped in my collaborative working as my role needs a lot of support from them. The One team approach by Minosha to the customer by building customer trust and loyalty, gives an edge over the competition. The work culture is very much employee friendly and more supportive. Having transparency in working across hierarchy helps the team on the field to be more aligned with results and consistent performance. As I enjoy working with Minosha, look forward to taking newer challenges as it helps in my new learnings.'



**Amit Soni**  
Business Manager-DC North  
Delhi

I am thrilled to share that I will be completing 17 years in Aug '24. This journey has been remarkable, filled with learning, growth, and valuable experiences. I have learned from countless incredible people along the way.

Minosha has given me many opportunities to go extra miles. I am very delighted and proud to be part of this organisation. During this tenure I have worked in different roles and grew from field role as Senior Territory Manager to leadership role as Business Manager.

It is immense joy to share that during this journey I have qualified and travelled to various exotic destinations like South Africa, different locations in Europe, Mauritius, Maldives, Singapore, Dubai, multiple times to Thailand and Andaman & Nicobar Islands. I cannot forget to mention that won 16 gms of gold coin in one of the Sales Schemes.

The learning from my experience is to face challenges with a smile and try your best. Keep enhancing your skills and be confident with positive attitude.

I am thankful to the leadership team for all the support they have provided and created a positive environment at workplace to learn and grow for everyone.'



**N Durga Prasad**  
Sr. Partner Business Manager  
Hyderabad

My journey with Minosha India Ltd has been incredible so far. I feel grateful to be the part of this company. I was excited and quite nervous at the beginning as it was my first-ever corporate job.

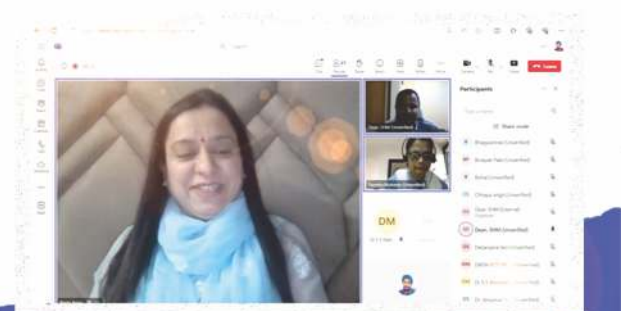
I started my career as a Territory Manager (DC Sales), but with the right guidance from Management, I moved to IDC and learned Partner Management, worked hard to strengthen my skills, and excelled in it.

From past couple of years, I bagged several bulk orders and have been consistently contributing business, which boosted my confidence and made me a better Partner Business Manager.

I am working with a team as amazing as Minosha India has been an exciting ride till now. As a PBM, I have many responsibilities and duties to fulfil and do with utmost dedication and sincerity.

Overall, I would say that Minosha India has made me confident, helped me to grow and learn with ease and believed in my skills. Today I am working with the company to the best of my potential.

## EMPLOYEE ACHIEVEMENT



### Insightful Webinar On "Campus to Corporate"

Our HR Head Ms. Pooja Arora was invited as a Chief Speaker at School of Hotel Management for imparting her valuable insights and inspirations to the aspiring students.

## PARTNERS' VOICE

### RS MARKETING & LOGISTICS PVT LTD, BANGALORE:



**MR. RANDEEP SACHDEVA**



**MR. RITHIK SACHDEVA**

#### Synergizing Success

In the bustling landscape of India's business arena, partnerships that exemplify synergy and shared goals stand out as beacons of success. Among these, the collaboration between RS Marketing and Logistics Pvt Ltd, a prominent Ricoh dealer, and Minosha India Limited shines brightly. Their

alliance not only underscores the power of strategic cooperation but also exemplifies the potential for growth and expansion in the realm of Ricoh office solutions.

At the heart of this successful venture are visionary leaders, MD Mr. Atul Thakker and Mr. Kunal Dasgupta of Minosha India Limited. Their unwavering commitment to excellence and innovation has propelled the partnership to new heights, fostering a culture of trust, reliability, and mutual respect.

Together, RS Marketing and Minosha India Limited have not only met but exceeded the evolving needs of their clientele, offering cutting-edge Ricoh products and unparalleled service. This symbiotic relationship has enabled both entities to tap into new markets, broaden their customer base, and cement their positions as industry leaders.

As they continue to chart new territories and innovate in the ever-evolving landscape of office solutions, the partnership between RS Marketing and Minosha India Limited stands as a testament to the power of collaboration in driving success.



**MR NAVEEN CHHABRA**



**MR SUDHIR THAPA**

### RELIABLE REPROGRAPHICS, DEHRADUN:

We have been with Ricoh for 23+ years, Based at Dehradun. We have been taking care of Sales and Service network for Ricoh Multi-Function Printer, Colour Multi-Function Printer, Laser Printer, Production Printer and Wide Format. We are jointly doing the business to assure the complete customer satisfaction in terms of sales and service. With Minosha, we have grown a lot and multifolded our revenue. Minosha has provided us timely support in terms of supplies, consumables and machines. The online dealer support system developed by Minosha is just amazing which ensures the customers very well in time. We are thankful to Minosha for providing such an exceptional platform for growth.



## FROM OUR CUSTOMERS

### NEW DIYA DIGITAL, KOLKATA

New Diya Digital is a Kolkata based printing business in the market for the last 18 years. They specialize in printing of brochures, leaflets etc. They have recently bought **Ricoh ProC9500 from Minosha. Mr. Debnath Saha, Proprietor** was looking out for Ricoh's machine since last few years and decided to buy the latest model of Ricoh Production Printer. His customers are really impressed with the print quality, heavy duty machine and support provided by Minosha's service team.



### ROTO PRINT, CHENNAI

Investing in Ricoh technology has been a cornerstone of our growth over the past decade. We started with a Ricoh machine 10 years ago, and the upgrade to the **Ricoh Pro C9200, Mr. R. Anandan, Proprietor of RotoPrint** has been truly transformative. The production efficiency has seen a dramatic improvement. The increased speed of the Ricoh Pro C9200 allows us to take on more projects and meet tighter deadlines. Combined with the user-friendly interface and ongoing support from Minosha, our team has adapted quickly and efficiently.



## PRESS COVERAGE

### PAMEX

Pamex 2024 witnesses Minosha's showcase of cutting-edge printing technologies, poised to revolutionize the printing landscape with advanced features and superior performance

- Minosha's presence at Pamex 2024 signals its continued leadership in the printing sector, setting new standards for excellence and innovation.
- The booth was interactive and the media was very curious to learn about the latest technology by Minosha
- We have secured a total exposure of 28+ exposures around Pamex 2024.



Press Idea



Print Week



India Print & Publisher

## CUSTOMER EXPERIENCE CENTRE LAUNCH

Our Customer Experience Centre was a successful event held on 1st November, 2023. We received over 65 plus coverage.



Times of India



Indian Print & Publisher



Print & Publishing

## MEDIA INTERACTION OF MD MR. ATUL THAKKER



Express Computer



Print Week



## CUSTOMER EXPERIENCE CENTRE LAUNCH, NEW DELHI

In a world where business success hinges on adaptability and innovation, Minosha India Ltd. proudly introduces the RICOH Pro C9500 and RICOH Pro C7500, the digital color press designed for today's challenges and tomorrow's opportunities. This next-generation system empowers businesses to reach new heights with its advanced technologies, automation, and top-notch quality. These launches coincide with the inauguration of Minosha Customer Experience Centre, which serves as a hub for customers to

gain in-depth knowledge about these products and engage in live testing of various applications that they intend to explore using the new offerings. The state-of-the-art design of the Customer Experience Centre is equipped with all the necessary facilities to allow visitors to fully experience the features of these machines.



## MINOSHA CHAMPIONS LEAGUE

Minosha recently celebrated the exceptional achievements of their esteemed Channel Partners by hosting an exclusive trip to Australia. This gesture underscores Minosha's commitment to recognizing and rewarding outstanding performance.

Minosha celebrated the outstanding achievements of their esteemed Channel Partners by hosting an exclusive trip to Georgia. This prestigious trip recognized their exceptional performance and unwavering dedication, strengthening the bond within the Minosha family.





## AWARDS AND ACCOLADES

### At Ricoh Asia Pacific Regional Partners Conference

Minosha has been awarded with:

- **Top Solution Sales Award**
- **Top Partners Award**
- **Top Production Printer Sales Award**
- **Top Color Multifunction Sales Award**



### 10<sup>TH</sup> IMAGING CONCLAVE AWARD

We are thrilled to announce that Minosha India Ltd has been honored as 'The Most Popular MFP Provider of 2023' at the 10th Imaging Solution Awards Night 2024! We are grateful to Mr. Devesh Rastogi, President of the Federation of All India IT Association, for presenting us with this prestigious recognition.

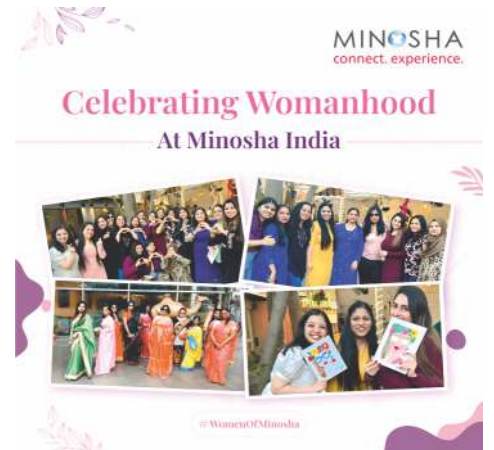
A testament to our dedication, this recognition was made possible by your unwavering support through online voting.



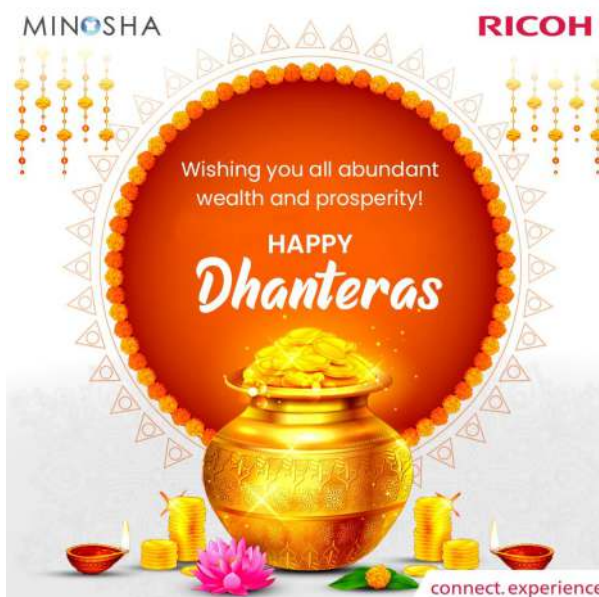
## SOCIAL BUZZ

We are thrilled to bring you the latest updates from our Social Media Landscape. Our online platforms have been buzzing with exciting content and insightful interaction. Here are the snapshots of what you might have missed. Also, We are

excited to announce that we are expanding our online presence and are now officially on Instagram! Follow us @minoshaindiadtd for insightful updates, Here's what you can expect from our platforms:





**MINOSHA'S CREATIVE SHOWCASE**




**CELEBRATIONS AT MINOSHA****DIWALI****CHRISTMAS****HOLI**



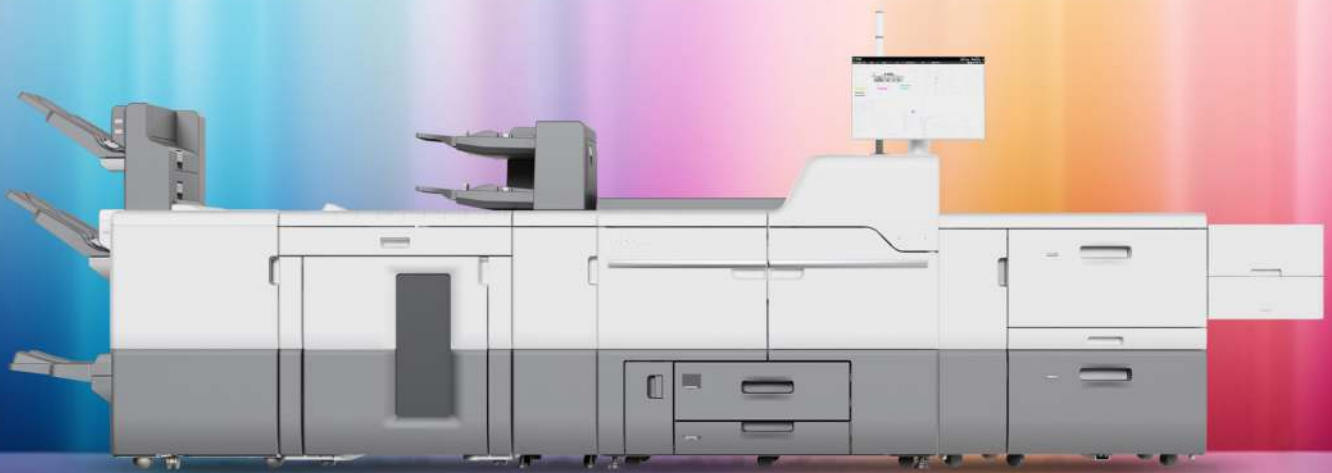
JULY PRINT WEEK EDITION-2024

MINOSHA

RICOH

# Elevate Your Printing Experience to **7<sup>th</sup> HEAVEN!**

Experience the Magic of  
7 Special Colours\* with **RICOH Pro C7500**



\* Supports upto 7 special colours, including gold and silver.



Excellent Print  
Quality



Supports media  
upto 470 GSM



Fiery  
controller



2,400 x 4,800 dpi  
resolution

For More Information Contact Us On: ☎ 18001030066 | ✉ [ril.info@minosha.in](mailto:ril.info@minosha.in)





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