

## CMD Message - Managing Director's desk

The last few years have brought both challenge and change for Prima Scelta Services. We adopted a corporate structure that allows us to be a more competitive business and market player.



The ongoing economic and social changes have required the focused attention of all our employees to improve performance and position us for success no matter what kind of markets we encounter. We've made excellent progress, but we have more to do. We will continue to take decisive action to strengthen and grow in a sustainable way.

As we instantly navigate the short-term challenges, we will not lose sight of our long-term vision to manage to deliver superior sustainable solutions. In fact, our senior management team and board of directors approved a new sustainability strategy that potentially increases the number of commitments and targets we intend to reach in the coming five years and also new products and solutions to the market.

This development was reflected by enlarging the product platform and by introducing creative customized end products to the market.

By using external and peer benchmarks, we identified gaps and developed a more integrated and holistic set of goals and targets to drive sustainability further into our core business processes.

There are a number of areas for which we can already report progress. We shall continue to undergo gap analysis exercises centered on identifying the need for stronger business governance over strategic and growth matters and on ensuring more direct engagement and adherence to our corporate objectives. We shall also pursue refreshing our company vision and strengthening its connection to our core mission which remain the focal bonding among the three sustainable pillars:

People, Plant and Performance

The diversity, commitment and expertise of our employees, working interactively with our clients, project suppliers and service partners, inspire our vision:

To be known one of the best service provider in our concerned business domains.

We are working tirelessly to improve ourselves to meet the needs of our dynamic society. We are rebuilding our identity and brand image

We will continually strive to:

- Increase Employee Independence and Self-Sufficiency
- Provide Quality Corporate Social Services
- Implement Proven Quality & Management Practices
- Improve our product
- Create Opportunities for Partnerships

We firmly seek to strike the right balance between profits and principles. We will take courageous stands and we will continue to be active on behalf of issues such as environmental sustainability, equality and corporate social responsibilities

Our people will continue to be the driving force behind our success and growth. We zealously believe that the future of our business depends on the way in which Prima Scelta Services cares for people.

Cordially Yours,

Satyendra Singh