

## CMD's Desk



It is a great pleasure to be able to re-connect with you through Vaahinee, after a long time. This new innings of Vaahinee is a rebirth of sorts, and I take this opportunity to congratulate the editorial team on reviving this very useful channel of communication.

I would like to begin by thanking all of you for your resilience during the challenging period that we have been through during the last few years. These ups and downs happen to the best companies once in a while, but what separates the winners from the losers is "Attitude". The CCI family has stood together and emerged as winners. The rebirth of Vaahinee is a testimony to your winning attitude that has helped us inject new life into our company.

The rebirth of Vaahinee comes as we stand on the threshold of a new decade. The past few years have been good for our industry. Growth has been positive despite the recent global recession. Now

that India is on the growth path once again, CCI will need to take all the necessary steps to retain its position in the market. Given our heritage, it becomes our responsibility to set new benchmarks and standards for the industry. As you all know, over the years, we have had the privilege of serving some of the best clients one could hope for. We will continue to serve them and at the same time train our sights on newer horizons. Over the next few months you will be notified about how we plan to unfold our strategy in keeping with our vision for the future.

We have expanded our portfolio and entered the real estate field through our associate company, CCI Projects Private Limited. Our first project, Rivali Park, has been launched at Borivali (East) and phase IA of the project is already sold out. Rivali Park is one of the largest mixed-use real estate spaces in Mumbai. I strongly urge all of you to visit the location and see for yourselves the strides that we have made in our latest venture.

The Indian infrastructure industry is witnessing phenomenal growth. All this spells great opportunity for the cable and power industry. We must rise to the occasion and take up the challenge. Our technical team is sparing no effort in finding innovative and cost effective solutions; we are stepping up our production capacity; a significant share of our business will now come through EHV orders even as we continue to grow and optimise cost efficiency in all our product categories; and our talented work

force will reach new heights as our expansion into diversified ventures brings in fresh pools of resources. With a good monsoon this year, things are looking positive for excellent economic growth.

Lastly, I am counting largely on your support to see all this come to fruition. I would like to thank each one of you once again, for your dedication and hard work. An organisation can only be as good as its people and if we believe that we are the best, it means that we also believe that our people are second to none. I wish all of you a successful year ahead, and hope that as the company grows from strength to strength, you too will realise your personal milestones and find your tenure at CCI to be rewarding as well as satisfying.

**Hiten Khatau**

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## Face To Face



**Mr Gajanan Nalge joined CCI in 2010 as Senior Executive Vice President, Marketing and spearheads the company's domestic and international marketing efforts.**

**Could you tell us why the cable and power sector is so important?**

India is targeting a GDP growth of 9%. At the end of the Tenth Plan in March 2007, our installed capacity was 1,32,000 MW. In the Eleventh Plan, the Government has planned an addition of 78,000 MW generation capacity. In the Twelfth Plan from 2012 to 2017, the Government is planning a capacity addition of 1,00,000 MW. The capacity addition during just two Five Year Plans is about 1,78,000 which is far greater than it was in all the earlier ten Plans. We are trying to do in ten years what we had previously done in sixty years. This shows the importance of the power sector. The investment in this sector in the next five years may reach about 10 lakh crores. This will lead to an explosion in the demand for power cables. Hence we feel that the environment is conducive for the cable industry and we foresee phenomenal growth for CCI in the coming years. With the expansion of cities and the price of real estate skyrocketing, the addition of GIS

substations and the change of transmission lines to underground cables will boost the demand for EHV cables in cities. We feel that we are at the right time and place to address the market and capture our share of the pie.

**What are the main challenges faced by this industry sector in India, and globally?**

The variation of metal prices is the main challenge faced by the cable industry. With fixed price contracts, the risk of price fluctuation is absorbed by the manufacturer. With manufacturing capacity exceeding demand, quality begins to take a back seat over price. Margins are wafer thin despite the very large market for HT/LT cables. Primary metal producers such as Nalco, Balco and Hindalco are also varying their prices in line with LME, although there is no connection between cost of production and LME rates. This problem is restricted to India since globally the customer pays for the price variation in line with LME.

**What are the main requirements of your customers?**

CCI is known for its quality and technical competence. The company has retained its brand image. We have a loyal customer segment that prefers our brand to the competition. Our customers are willing to pay for quality and reliability over price. We are able to give our customers what they need in terms of quality products and timely delivery at competitive prices.

**How do you see your customers' needs evolving in the next few years, and are you prepared to meet the expected demands?**

We see the demand for EHV cables growing in the next five years. This is also evident from the fact that many international players have started teaming up with local cable manufacturers to establish their factories in India. We are definitely prepared to meet the expected demand. Our EHV factory is operational and comparable to any international production facility in the world. We are also looking at options of capacity additions. We are confident that we will be able to serve our customers with better quality products and turnkey solutions. We have a strong technical team that can take up turnkey jobs right from the design to the engineering, supply, installation and commissioning.

**How does a company like your distinguish itself from the competition?**

CCI is the first company to manufacture and supply EHV cables in India. Our EHV cables have been in operation for over 15 years, which is a testimony to our quality and competence. We have an edge over the competition in terms of performance of the cables. Our customers have confidence in our EHV cables. This is borne out by the fact that we recently received a repeat order from TNEB for a 220 KV cable. We are well ahead of our competitors and are the unchallenged leaders in EHV cables in the Indian market.

We are able to clearly distinguish ourselves from our competitors by means of our technical excellence, top notch product quality, excellent performance track record with operational EHV cables and a state-of-the-art EHV production unit comparable to any interna-

**Face-To Face (Continued)**

tional player in the EHV market having no drawbacks or shortfalls whatsoever.

**How are you preparing your work force to respond to the upcoming challenges?**

We have revised our organisational structure. Our HR Department has introduced a new grade structure. We are also planning to introduce a performance based reward system. We will be mapping the competencies of our personnel to identify the competency gaps and organise training programmes to bridge those gaps.

We recently concluded a sales conference in which plant personnel also participated, to bring all our people on a common platform and resolve outstanding issues. The sales force has been sensitised to the fact that the company is undergoing change and new targets have been set out for the current year. Plant production capacity has increased. The EHV factory has stabilised and is moving towards excellence in operation. The market is upbeat. The mood now is to accept the challenges and move ahead with more vigour.

**How would you like best to be described by your customers?**

We would like our customers to describe us in five words – Trustworthy, Reliable and High-end Product Quality. When they think of quality, CCI should come to their mind. We have already established ourselves as a symbol of quality in our customer’s minds and we would like to consistently retain this position by continuously supplying top notch quality of products. We would also like to

be known as the “company of choice” and remain in line with our vision “To be the brand leader and the company of choice in the Power Sector across all customers and stakeholders.”

**What quality control methods or processes are employed while manufacturing?**

Cable Manufacture is a multi disciplinary function where involvement of electrical, mechanical, metallurgical, chemical & polymer technology functions are involved in manufacture of cables & in the Electrical field. We have Quality Management system as per ISO over and above the standard quality Assurance system. In recent times we have introduced kaizen & 5S in our organization. We have the world-wide proven MDCV technology to manufacture EHV cables which ensures the quality of manufacture. At various stages of manufacture many parameters are tested conforming to relative fields & the final product tested for electrical parameters as per various national & international specs.

**Could you elaborate on some of the initiatives undertaken to improve performance of your team?**

At CCI, Under the able guidance of our HR head Mr. Sunil Jagtap, we have created a performance driven work culture to reward different levels of performance. We introduced the Performance Management System (PMS) this year. The PMS process will focus on:

- A) Target setting (KRAs): Targets and Key Result Areas (KRAs) will be set at the beginning of the year in coordination with

the manager and employee.

- B) Performance evaluation: This would be done via a mid year review in October.
- C) Annual performance appraisal: This will be conducted in April.
- D) Feedback: A feedback and counselling session would be provided to identify strengths and areas of improvement.

Our Performance Management System will create a synergy linking objectives, measures, targets and initiatives which collectively describe the strategy of an organization and will determine how that strategy can be achieved through an employees’ performance.

**Any other message you would like to give to your colleagues?**

The present economic conditions are again favourable for growth. Our management is committed to putting the company back on a growth track. But this will only be possible with an equal commitment from each and every one of us. We need to have a positive attitude and move ahead from the past. Everyone is equally important in ensuring we achieve the objective of the company. Integrity and commitment towards work will definitely bring in success and success is not complete with “U”. Let our mantra be “Let us grow together.”





# Around our Company

**Strategy Session: Management team meets at Lonavala to discuss the CCI growth strategy - 2nd to 4th July 2010.**



With the Government's thrust on infrastructure development in the country in the last two budgets and its planned power generation capacity addition of 1,78,000 MW in the 11th and 12th Five Year Plans, we expect major investments in the transmission and distribution sectors. This will lead to a surge in the demand for power cables, both for EHV as well as HT/LT cables. Market conditions are more than perfect for a company like ours, and will be the

engine of our growth story. Under the circumstances, it was decided to have a Management Team Meeting to evaluate our growth options and chalk out a strategy to encash on the market situation. A three-day strategy meeting was held from 2nd to 4th July at Hotel Fariyas in Lonavla. All members of the CCI Management Team attended the meeting.

The first day of the meeting focussed on the economy, the current market scenario and the present and future competition. Our strengths and weaknesses as a company were identified and placed in perspective. During the



next two days the mission and vision statements of the company were finalised. Our growth possibilities were evaluated and very ambitious targets were set. All participants were unanimous in their view that we have the potential to double our rate of growth for the next three years. The major share of business will come from the EHV segment. It was agreed to increase our capacity for EHV as well as HT / LT cables, and also revive our elastomer facility for rubber and speciality cables.

The Management has now agreed on the following vision and mission statements:

## Vision Statement

'To be the brand leader and the company of choice in the power sector across all customers and stakeholders'.

## Mission statement

- As an organisation, we will grow at an unprecedented pace, setting new benchmarks for our industry across the globe.
- We will build on our strong base of technological excellence, superior quality and brand leadership. This, combined with significant efforts towards cost optimisation of all products and processes, will deliver innovative solutions to satisfy our customers' needs.
- We will access new markets and reach new customers, moving from being a local player to one with global ambitions.
- We will do this embracing ethical business practices, by a motivated, competent and driven team, sensitive to the needs of our stakeholders.
- Our growth shall ensure the well-being of our employees and provide a fair return to our shareholders.



# Back Pack

## Hearty Congratulations

### EHV Project Execution

The EHV project was executed successfully and the management awarded incentives to employees who worked very sincerely and made an excellent contribution to complete the EHV Project.

### EHV Function

EWK plant celebrated the dispatch of the first lot of EHV 50 kms of 230 KV cables for TNEB and the completion of the Conductor Facility Project. Sweets were distributed in the plant.



Mr. Rajesh Sharda, Senior Executive-VP (Operations) and Mr. Anjan Banerjee, VP (EHV & Special Projects) addressing the crowd



Sweet Distribution

### AWARDIES

PROJECT TEAM MEMBER	
1	R.SRIDHARAN
2	MV DESHPANDE
3	PK NAYAK
4	V.PRASAD
5	N N BIDARKAR
6	VINAY DESHPANDE
7	SATISH GOSHETWAR
8	R D JAGTAP
9	B A DETHE
10	MONAL DHAKAD
11	TUSHAR PATIL
12	AK KHANNA
13	ASHISH DASHORE
14	PAWAN JAIN
15	VINAY PATIL
16	J D POTE
17	VIKAS SONAWANE
18	ANJAN BANERJEE
19	VINOD MOTIRAMANI (CIVIL)
20	G S BHATKALKAR
21	A D DACUN
22	J B AORTE
23	KHAN
24	VINOD PATTE
25	R.P.SUVARNA(DRAFTMAN)
26	V R PATHAK
27	SK DUTTA
28	DN MUKHERJEE
29	PAWAN ANSARE
30	D V DABHOLKAR

*Congratulations to you all ....keep it up.!*

## CMDतर्फे संदेश



प्रिय सहकाऱ्यांनो ,

बऱ्याच काळानंतर आता वाहिनीच्या माध्यमातून तुमच्याशी पुन्हा संपर्क प्रस्थापित करताना मला खूप आनंद होत आहे. वाहिनीची ही नवीन इनिंग म्हणजे जणू पुनर्जन्मच आहे असे मला वाटते आणि या निमित्ताने मी संपादकीय विभागाचे अभिनंदन करत आहे ज्यांच्या प्रयत्नांनी संपर्काची ही अत्यंत उपयुक्त वाहिनी पुन्हा सुरु झाली आहे .

मागील काही वर्षांमध्ये आम्ही खडतर परिस्थितीचा सामना करत असताना तुम्ही सर्वांनी आम्हाला साथ दिली, त्याबद्दल मी तुम्हा सर्वांचा आभारी आहे. चांगल्या कंपन्यांनाही चढ-उताराचा सामना करावा लागतो, पण विजेत्यांना पराभूतांपासून वेगळा करतो तो 'दृष्टिकोन'. सीसीआयमध्ये आम्ही एकत्रितपणे उभे राहिलो आणि विजेत्याच्या दृष्टिकोनासह पुन्हा सुरुवात केली. आम्ही कंपनीमध्ये नवीन जीवन रुजवण्याचा प्रयत्न करत असून वाहिनीचा पुनर्जन्म हे त्या बांधिलकीचेच एक रूप आहे .

वाहिनीचा पुनर्जन्म होत असताना

आपण नवीन दशकाच्या उंबरठ्यावर उभे आहोत. मागील काही वर्षे इंडस्ट्रीकरता चांगली गेली. जागतिक मंदी आली तरी विकासाने आपले सातत्य कायम राखले. आता भारत पुन्हा एकदा विजयाचा पथावर वाटचाल करत आहे. बाजारपेठेतील आपले पूर्वीचे स्थान टिकवण्यासाठी सीसीआयला आवश्यक ती सर्व पावले उचलावी लागतील. आमची परंपरा पाहता नवनवीन परिमाणे स्थापन करणे आणि दर्जाचे मापदंड निर्माण करणे ही आमची जबाबदारी आहे. पुढील काही महिन्यांमध्ये तुम्ही पहाल की भविष्याकडे वाटचाल करताना आम्ही आमची संरचना नवीन पद्धतीने आखत आहोत. तुम्हा सर्वांना हे माहित आहेच की आम्ही काही उत्कृष्ट ग्राहकांना तर सेवा पुरवत आहोच पण त्याचवेळी नवनवीन क्षेत्रावर आमची दृष्टी ठेवून प्रशिक्षणही देणार आहोत .

आम्ही उत्पादनांच्या यादीत भर टाकली असून आमची सहकारी कंपनी असलेल्या सीसीआय प्रोजेक्ट्स प्रायव्हेट लिमिटेडच्या माध्यमातून रिअल इस्टेट क्षेत्रात प्रवेश केला आहे. आमचा पहिला प्रकल्प रिवाली पार्क बोरिवली (पूर्व), मुंबई येथे सुरु होत असून या प्रकल्पाच्या पहिल्या टप्प्याची विक्री यापूर्वीच झाली आहे. रिवाली पार्क ही मुंबईतील सर्वात मोठी मिश्रवापराच्या रिअल इस्टेट जागेपैकी एक आहे. मी तुम्हा सर्वांना या साईटला भेट देण्याची विनंती करत आहे. जेणेकरून आम्ही नवीन प्रकल्पांमध्ये केलेली प्रगती तुम्ही पाहू शकाल. (रिवाली पार्क डॉट कॉम)

भारतीय पायाभूत सुविधा उद्योगात भरघोस प्रगती दिसून येत आहे. यामुळे केबल आणि वीज उद्योगाकरता मोठी संधी निर्माण झाली आहे. या संधीचा

आपण फायदा घेतला पाहिजे आणि आम्हाने स्वीकारले पाहिजे. आपला तांत्रिक विभाग सातत्याने नवनवीन आणि पैशांमध्ये बचत करणाऱ्या योजना आखत आहे. आम्ही आता त्यासाठी उत्पादनक्षमता वाढवत आहोत. विकासाच्या दिशेने वाटचाल करताना उत्पादन विभागात पैशांची बचत करणाऱ्या सुविधांचा वापर करत आहोत. व्यवसायातील मोठा हिस्सा ईएचव्ही ऑर्डर्सच्या माध्यमातून येतो. कर्मचाऱ्यांमध्ये अनेक कुशल कर्मचारी आहेत. वैविध्यपूर्ण प्रकल्पांमधील विस्तार हा यांच्या मदतीनेच शक्य असून या वर्षी पाऊसही चांगला झाल्याने आर्थिक प्रगतीकरता सकारात्मक वातावरण तयार झाले आहे .

सर्वात शेवटी हे सर्व प्रत्यक्ष वास्तवात उतरण्यासाठी मी तुमच्या पाठिंब्याची अपेक्षा करित आहे. तुम्ही घेतलेले परिश्रम आणि तुम्ही दिलेले समर्पण याकरता मी तुम्हा सर्वांचे पुन्हा एकदा आभार मानतो. काम करणारे लोक जितके चांगले तितकी ती संस्था चांगली असते आणि आम्ही नेते आहोत असे जर आपल्याला वाटत असेल तर त्याचा अर्थ असा की आमच्या कर्मचाऱ्यांखेरीज दुसरे कोणीही दुसऱ्या स्थानावर नाही. पुढील वर्ष तुम्हा सर्वांना यशदायी जावो अशी इच्छा व्यक्त करतो आणि कंपनीसमवेत तुम्हीही विकसित व्हाल अशी आशा व्यक्त करतो. आपल्या वैयक्तिक आशाआकांक्षा ओळखून त्या पूर्ण करण्यासाठी तुम्ही सीसीआयची निवड कराल .

शुभेच्छांसह  
हितेन खटाव



# कंपनी विषयी

**संरचना सत्र : व्यवस्थापकीय गट २  
जुलै २०१० ते ४ जुलै २०१०  
दरम्यान लोणावळा येथे  
विचारविनिमयासाठी एकत्र आला  
आणि सीसीआयच्या विकास  
संरचनेबाबत चर्चा केली**



मे २००९ पासून स्थिर सरकार सत्तेत असल्याने गेल्या दोन अर्थसंकल्पांमध्ये देशातील पायाभूत सुविधा विकासाबाबत विश्वास दर्शवण्यात आला आहे. ११ व्या योजनेत सरकारने वीजनिर्मितीमध्ये ७८७०० एमडब्ल्यू आणि १२ व्या योजनेत १००००० एमडब्ल्यूची वीजनिर्मितीची अतिरिक्त क्षमता योजली होती याचाच अर्थ ट्रान्समिशन क्षेत्रातील गुंतवणूक असाही

होतो आणि वितरण क्षेत्राला ईएचव्ही तसेच एचटी/एलटी केबल्समधील वीज केबल्सच्या वाढत्या मागणीमुळे उठाव प्राप्त होत आहे. आपल्या यशोगाथेचे हेच खरे इंजिन असून हीच आपली योग्य बाजारपेठ आहे. ही परिस्थिती ध्यानात घेऊन विकासाच्या संर्धीचे परीक्षण करण्याचा आणि बाजारपेटीय परिस्थितीचा लाभ उठवण्याचा निर्णय घेण्यात आला आहे.

त्याशिवाय सीसीआय व्यवस्थापकीय गटाने लोणावळा येथील हॉटेल फरीयासमध्ये तीन दिवसीय संरचनात्मक सत्र घेतले असून एक दिवस अर्थव्यवस्था, बाजारपेठ, स्पर्धा, आमची बलस्थाने आणि



कमजोरी याबाबत चर्चा केली आहे.

दुसऱ्या दिवशी आम्ही कंपनीसमोरील उद्दिष्टे निश्चित करून त्याबाबत चर्चा केली. आम्ही विकासाच्या शक्यता पडताळून पाहिल्या आणि खूप उच्च आणि महत्त्वाकांक्षी उद्दिष्टे निश्चित केली. आम्ही हे मान्य करतो की, आमच्याकडे वाढीची संधी आहे आणि ईएचव्ही विभागात बहुतांश व्यवसाय करून पुढील तीन वर्षात आम्ही हे प्रमाण दुपटीने वाढवू शकतो. तसेच ईएचव्ही विभागातील क्षमताही वाढवू शकतो. त्याचबरोबर आमची रबर / विशेष केबल्सची इलास्टोमर सुविधा परत मिळवू शकतो आणि एचटी/एलटी केबल्सची क्षमता वाढवू शकतो.

## आपले ध्येय

सर्व ग्राहक तसेच शेअरधारकांमध्ये वीज विभागात ब्रॅण्ड लीडर आणि कंपनी ऑफ चॉईस बनणे.

## आपले उद्दिष्ट

- एक संस्था म्हणून आम्ही अमर्याद वेगाने विकास करू, संपूर्ण जगभरात आमच्या क्षेत्रात नवनवीन परिमाणे स्थापन करू.
- आम्ही तांत्रिक उत्कृष्टता, उच्च दर्जा आणि ब्रॅण्ड नेतृत्वाचे नवीन मानदंड प्रस्थापित करू. सर्व उत्पादनांची तसेच प्रक्रियांची कमाल किंमत मिळेल याकरता प्रयत्न करू आणि अद्ययावत सेवा देऊन आमच्या ग्राहकांच्या गरजा पूर्ण करण्याचा प्रयत्न करू.
- आम्ही नवनवीन बाजारपेठा काबीज करू आणि नवनवीन ग्राहकांपर्यंत पोहोचून स्थानिक पातळीवरून जागतिक महत्त्वाकांक्षा पूर्ण करण्यासाठी प्रयत्न करू.
- समर्पित, सक्षम आणि परिश्रम करणाऱ्या तसेच आमच्या शेअरधारकांच्या गरजांप्रती संवेदनशील असलेल्या चमूच्या आधारे आपण या व्यावसायिक पद्धती अंमलात आणू.



# कौटुंबिक आघाडी

**कुमार आदित्य नलगे ,  
एसएससी परिक्षेत ९४ टक्के गूण**



कंपनीतील मार्केटिंग विभागाचे सिनियर एक्झिक्युटिव्ह व्हाईस प्रेसिडेंट - मार्केटिंग श्री गजानन नलगे यांचे चिरंजीव कुमार आदित्य नलगे यांनी एसएससी च्या परिक्षेत ९४ टक्के गूण मिळवले. तो विले पारले येथील साठे महाविद्यालयात शिकत आहे. त्याला मेरिट लिस्ट मधून विज्ञान (बायफोकल) विषयात प्रवेश मिळाला आहे. भविष्यात इंजिनियर होण्याची त्याची इच्छा आहे.

**कुमारी अश्विनी पांडे ,  
एसएससीच्या परिक्षेत ९९ टक्के गूण**



कंपनीतील एचओ डिझाईन विभागात कार्यरत असलेल्या श्रीमती रजनी पांडे यांची कन्या कुमारी अश्विनी हिने एसएससीच्या परिक्षेत ९९ टक्के गूण मिळवले आहेत. तीची इलेक्ट्रॉनिक्स/ इलेक्ट्रिकल इंजिनियरींग मध्ये करिअर करण्याची इच्छा आहे. त्यानंतर एमबीए करण्याचाही तीचा मानस आहे.

## हमिर जस्सू खटाव यांचा पीडब्ल्यूसी लंडन येथे प्रवेश



हमिर जस्सू खटाव यांनी पीडब्ल्यूसी लंडन येथील कंपनीत प्रवेश केला आहे. हमिर जस्सू खटाव हे कंपनीत असिस्टंट मॅनेजर - सेक्रेटरीएट पदावर असलेल्या श्री जस्सू खटाव यांचे चिरंजीव असून त्यांनी २००६ मध्ये बीएमएस पूर्ण केल्यानंतर मुंबईतील प्राईसवॉटर हाऊस कुपर्स (पीडब्ल्यूसी), मुंबईत काम सुरु केले. ते प्रायसिंग आणि ईकोनॉमिक कन्सल्टिंग प्रॅक्टिस विभागात संशोधक म्हणून कार्यरत होते. भारतात ट्रान्सफर प्रायसिंग, कन्सेप्ट इन कन्सल्टिंग क्षेत्रात ४ वर्षांचा अनुभव घेतल्यानंतर हमिर यांना जागतिक अनुभव घ्यायचा होता म्हणून त्यांनी परदेशात अर्ज करण्यास सुरुवात केली. त्यांना आता लंडन येथील प्राईसवॉटरहाऊसकुपर्स (पीडब्ल्यूसी) येथे सिनियर असोसिएट- फायनान्शियल सर्व्हिसेस ट्रान्सफर प्राईसिंग अॅन्ड ईकोनॉमिक कन्सल्टिंग म्हणून काम करण्याची संधी मिळाली आहे.

**सर्वांचे हार्दिक अभिनंदन आणि भविष्यासाठी हार्दिक शुभेच्छा!**