



The Sanmar Group



Where Integrity Meets Excellence



A Specialist in Relationships

The Sanmar Group has come a long way since its first international joint venture, back in the 1960s. Since then, the Group has set the benchmark for global partnerships—in a range of industry segments.

These are partnerships based on trust, transparency and respect for intellectual property rights.

Sanmar forges lasting relationships with collaborators, customers, suppliers, employees, shareholders, government and other agencies.

Each of them is an equal partner in Sanmar's journey towards excellence. With over three decades of experience in managing international partnerships, the Group has an impeccable record.





Professional, Integrated, Multi-national

Professionally managed, the Group has clearly segregated ownership and management. The recent past has seen a quantum leap by the Group, and its first international forays—major investments across the globe.

Strategic forward and backward integration—combined with prudent financial management—has been responsible for the Group's steady progress and the leading positions it occupies in the different industry segments in which it is present.





The Sanmar Vision

“Combining integrity with excellence to ensure prosperity to all stakeholders on a continuous basis”.





A Culture of Performance and Ethics

Some of the core values that distinguish the Group are:

- Unyielding adherence to ethical values and practices
- Rigorous performance culture
- Wide ranging social responsibility initiatives
- Investments in environment-friendly measures going far beyond statutory requirements





Management Philosophy

Sanmar's policies and processes are simple, logical and transparent. Its management philosophy has stood the test of time through generations of managers, and drives the management processes every step of the way.





Corporate Governance

Sanmar has set high standards in corporate governance based on its ethical principles, which allow no exceptions or deviations from policy. A distinguished Group Corporate Board of external and internal directors guides the Group's strategies and business plans.





Talent Nurtured and Encouraged

Sanmar's human resource management policy is based on respect for individuals, fairness and uniformity in dealing with its people and providing them with an environment of growth and excellence.

The Group employs a diverse and competent workforce. A conducive and invigorating work atmosphere provides employees opportunities for growth and excellence.

A strong sense of values is reinforced in each of its people processes. Employees are encouraged to report errors and deviations without fear to an Ombudsman.





Sustainability Initiatives

Sanmar's products have always aimed to enhance the quality of life in the areas they serve. The Group's energy efficient processes have a low environmental impact—well within accepted levels. Environment management and sustainability initiatives are treated as integral to Sanmar's businesses. The impressive strides of expansion taken by the Group over the decades are also distinguished by continual and substantial investments in enhancing safety and health standards and containing the environmental impact at minimal levels.





Investment in Youth

Sanmar has been a serious champion of sport, one of the few Indian corporate houses to offer sustained patronage to sport. The Group has supported cricket unstintingly through the decades, while also lending a helping hand to tennis. Many young cricketers have benefited from Sanmar's sponsorships. They not only get to play on the IIT-Sanmar cricket ground, a world class facility, but also find in the Group a strong catalyst in their efforts to gain national and international recognition. Many cricket icons have trained at the Sanmar ground. The Group has been a systematic contributor to the talent pool and infrastructure needs of the country in cricket.





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