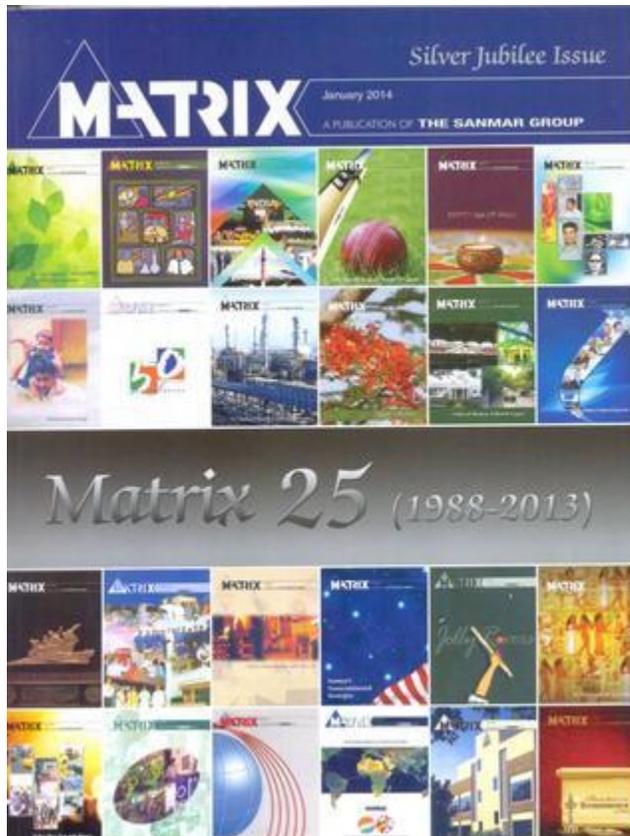


Sanmar's Matrix is 25 years old

Our Bureau

<http://www.thehindubusinessline.com/companies/sanmars-matrix-is-25-years-old/article5799874.ece>



Chennai, March 18: It's not often that a house journal treads 25 years cataloguing the growth and contemporary history of a corporate house. Engineering and chemicals group Sanmar has managed that feat, publishing Matrix, its quarterly journal, for the past 25 years, in an unbroken run.

The group has published a commemorative volume to celebrate the occasion, says an official of the group.

Sanmar prints around 2,500 copies of each issue, of which around 150 go to employees and the rest goes to the greater community that it operates in: joint venture partners, business associates, opinion leaders in various walks of life, Government representatives, trade bodies, educationists and those who actively engage in healthcare, social welfare activities.

The memorable issues and articles from Matrix were those, which covered the visit of the late Prime Minister Rajiv Gandhi to its plant at Mettur, which was the first visit to a private sector unit in the South by any Indian Prime Minister after Jawaharlal Nehru.

Other issues of Matrix were a special feature covering 50 years of Indian Independence; a special issue on the group's CSR activities and a special sports issue, the story of Tamil Nadu cricket, which also covers the dedication of the Sanmar pavilion at the IIT-Chemplast ground by Neil Harvey, former Australian cricketing icon.

Over the years Matrix has not only been reporting the in-house happenings and achievements of the Sanmar group, but also focused on providing readers articles and interviews of general interest in the fields of sports, art and world news. Its 'Legends from the South' features a prominent southern personality in every issue.