

# MD bags "Entrepreneur of the year – 2010" Award



Food & Beverage News: People - Suguna Poultry chief is TIE Chennai Entrepreneur of the Year - Microsoft Internet Explorer

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- Oils & Fats
- Ingredients/Flavours
- Spices
- Retail
- Bakery / Biscuits
- Poultry
- International
- Company Report
- New launches
- Nutrition
- Hotels & Hospitality
- Features

### People

#### Suguna Poultry chief is TIE Chennai Entrepreneur of the Year

Saturday, November 27, 2010  
Our Bureau, Bangalore

TIE Chennai, part of The Indus Entrepreneurs, awarded the "Entrepreneur of the Year" honour to B Soundararajan, Managing Director, Suguna Poultry Farm Limited.

The award recognises successful entrepreneurs who have created a business enterprise and nurtured them to financial stability. Soundararajan received the award from N Sankar, CMD, Sanmar Group.

The award reiterates the successful business model of Suguna Poultry that has not only energised rural India but also paved for creating a powerful economic and social transformation. It is a fact that Suguna has today empowered over 15,000 farmers and is rewriting the future of thousands of farmers.

Commenting on the award, Soundararajan said, "The award is recognition of the untiring work of our 15,000 farmers; 25,000 channel partners and 4,800 employees."

Coimbatore-based Suguna Poultry Farm Limited is part of the Suguna Group; India's largest poultry enterprise with a turnover of Rs 3,200 crore. It has fully integrated operations covering broiler and layer farming with its own state-of-the-art hatcheries, feed mills, processing plant and vaccine plant and exports. Suguna sells live broiler chicken, speciality eggs, frozen chicken and has set up a chain of modern retail stores selling fresh, clean and hygienically packed chicken. Its pioneering efforts in Contract Farming have helped thousands of farmers to grow along with the company. The farm is ISO 9001:2000 certified. Further, all

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- Past

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# Lifetime achievement Award for Sanmar chief

R Balachandra Rao | ENS  
Chennai, November 24

IS this the best time to be an entrepreneur in India? That question popped up at TiE Chennai's conference TiECON Chennai 2010, which had the theme "money-Money-MONEY". The answer came from N Sankar, Chairman of Sanmar Group. Yes, he said, "It is the best time to be an entrepreneur in India, with opportunities in every sector and every area of business."

Sankar, who inaugurated the conference held on Wednesday that saw an attendance of over 1,000 entrepreneurs, investors and business school students, also received the Lifetime Achievement Award.

He also appreciated that values were stronger today and today's younger generation of entrepreneurs were displaying higher levels of integrity.

Gopal Srinivasan, Chairman of the awards committee, TiECON Chennai 2010, said, "This year, the jury had to meet multiple times to finalise on the awardees and I am happy to see the stalwarts lead the awardees



(From left): B Soundararajan, MD, Suguna Poultry Farm, Sunil Shroff, Managing Trustee, Mohan Foundation, Padmasingh Isaac, Founder & Chairman, Aachi Group, Gopal Srinivasan, Chairman of the awards committee, TiECON Chennai 2010, N Sankar, Chairman, Sanmar Group, N Mahalingam, Founder & Director, Sakthi Group, Rajshree Pathy, Chairman & MD, Rajshree Sugars & Chemicals Ltd, GSK Velu, Founder & MD, Trivitron Healthcare, R Ramaraj, President, TiE Chennai.

list. Another interesting fact is the diversity of the list, with awardees coming from varied sectors, pointing to the spread of entrepreneurship across sectors and not restricted to IT or consumer, as one always visualizes."

Noting that this year's TiECON attracted a large number of business leaders, bankers, venture capitalists, entrepreneurs (veteran, emerging and aspir-

ing) as well as students and other members of the public, R Ramaraj, President, TiE Chennai, said "This annual event is getting better, bigger each year and there are new additions of programs and variations with each edition."

N Sankar of Sanmar Group, received the Lifetime Achievement Award; B Soundararajan of Suguna Poultry Farm gets Entrepreneur of the Year; N Ma-

halingam of Sakthi Group, Distinguished Family Entrepreneur of the Year; Rajshree Pathy of Rajshree Sugars & Chemicals Ltd., Woman Entrepreneur of the Year; Padmasingh Isaac of Aachi Group, Extreme Entrepreneur of the Year; GSK Velu of Trivitron Healthcare, Serial Entrepreneur of the Year and Sunil Shroff of Mohan Foundation, Social Entrepreneur of the Year.

The New Indian Express Pg-13 (25-11-10)