

THE SUGAR TECHNOLOGISTS' ASSOCIATION OF INDIA



Recognised by the Ministry of
Science & Technology, Government
of India as Scientific & Industrial
Research Organisation

Sanjay Awasthi
President

(Founded in 1925)

Amit Khatter
Secretary General

Ref. No. STAI/CTB/SP/10/17

Dated : 14.09.17

To : All the Members

Subject : SPECIAL OFFER FOR SALE OF COFFEE TABLE BOOK

Dear Member,

As you are aware that The Sugar Technologists Association of India has printed the **first ever Coffee Table Book (CTB) – “How Sweet”** depicting the incredible growth story of the Indian Sugar Industry. The CTB is printed on glossy art paper in colour with eye catching photographs, graphs and texts that gives a complete insight view on the evolution of the sugar and allied industry in India.

The presentation in the book not only encapsulates the awe-inspiring history of the industry/modern technological developments but also highlights the continuous experiments at achieving excellence by the present breed of technologists and engineers, who are the real makers of India's sweet success story. Apart from these giant individuals, the Original Equipment Manufacturers (OEM), Small and Medium Enterprises (SME), research institutes and all other sugar related associations who have also played a major role have been adequately covered in the book.

The book had been widely appreciated by the members in India and abroad. During the 79th Annual General Body Meeting of the Association held on 4th of August 2017 at Kochi, **the sale price of the book has been reduced by 50% from Rs.7000/copy to Rs.3500/copy** (inclusive of packing and forwarding charges). **This is to provide an opportunity to our members to possess a copy of this coveted publication.**

Like limited watches edition, a copy of the book will add to your collection of exclusives. In fact, a copy of the CTB, if displayed in your living room or office reception area will enhance and uplift the mood, resulting in a special connect between you and the visitors.

The interested members may purchase the book by remitting the above charges through DD/Cheque/Bank transfer favoring- **“The Sugar Technologists Association of India”** HDFC Bank, Okhla Phase-1, New Delhi -110020, SB A/C No.:1385145000023, RTGS/NEFT IFSC : HDFC0001385, MICR Code :110240164.

Thanking you,

Yours truly,

SANJAY AWASTHI
President