

Message from the Thekkethala Brothers

Dearest Nereyeth Family Members

We're sorry we couldn't all be there in person to celebrate the memory of Appapen, Velliammichi and NCJ's 75<sup>th</sup> Anniversary

When we think of Velliammichi

There are many words that come to mind

But there's ONE word that stands taller than all the rest

And That Word is **LOVE**

Eleven children

Sixty grandchildren

Her LOVE of family was boundless

Our memory of her dates back to our annual winter holidays spent at Nereyeth House

She welcomed us with open arms

And served up the kind of cuisine that we can only dream of today

-Palappam and stew for breakfast

-Ethakye varuthedhe and an array of palahrams at tea time

-Fried fish, fish mollie and our favorite – the kuttanad style roast duck and chicken for lunch or dinner

We've eaten at some amazing restaurants around the world

But we don't actually remember the TASTE of those meals

Those restaurant chefs could buy any ingredient they wished, except the one ingredient that was not available for sale -

Velliammichi's secret ingredient was LOVE

And that's made her cooking so memorable

They say that behind every successful man

Is a Woman of Substance!

I'd like to think of Velliammichi as an equal partner w Appapen

In building this family business that

We're all celebrating here this weekend

When the history of Indian business post-Independence is written

It will be recorded that the foundations were laid by a few pioneers

Who built India's well-known family businesses

And when the historians get to Kerala  
I hope they discover the genius of NC John  
Who created multiple companies in diverse industries  
That export goods to countries all over the world  
This is Appapen's LEGACY  
75 Years and counting.....

However, for all his success  
The word that springs to mind that describes Appapen best is  
**HUMILITY**

When Tommy was visiting the NCJ office showrooms  
He came across an old book of the minutes of the first board of directors  
meeting of the NC John Company.  
What he found remarkable was that the list of directors included Mr. NC  
John's sons and others,  
but NOT Mr. NC John himself

Appapen was clearly a visionary leader  
But unlike many of India's well-known company founders who chose to  
shine the light on themselves  
He chose to shine the light on his family as the trustees of his business.

NCJ is one of the few family-run companies of this size in India that have  
remained united through multiple generations over 75 years

This is in fact the lasting legacy of Velliamichi and Appapen  
Their core values of LOVE and HUMILITY are the reason for our family  
unity and NCJ's success over the past 75 years  
Here's wishing it continued for the next 75!