



STRAIGHT TALK CEO Speaks



Dear IRM Team,

Warm Greetings to all!

As we welcome the month of July, let's pause a moment and appreciate the meaningful progress and vibrant spirit that defined our journey through June. It was a month marked by thoughtful leadership, deeper engagement with our communities, and strong steps towards a cleaner, healthier future.

It is truly encouraging to witness how the recent employees' appraisal has uplifted the team. There is a noticeable boost in energy, ownership, and loyalty across the board. I hope to see this same motivation and spirit continue in the years ahead as we strive in pursuit of our common goals and collective progress.

At the outset, I am also delighted to welcome 27 new members, 19 GETs and 8 MTs, who have recently joined the IRM family. Your presence adds strength to the growing business requirement and we look forward to succeed together.

While we celebrate internal wins, the industry also faced notable challenges due to recent geopolitical tensions, resulting in a spike in prices of crude oil from \$65 to \$77 and now at \$66 again. Such volatility often brings uncertainty to the market, impacting cost structures and consumer behaviour but despite these fluctuations, we successfully maintained strong and robust sales trends which is a clear reflection of our team's adaptability, proactive mindset, and performance-driven approach.

One of the most heartening moments last month was the leadership visit to Banaskantha GA, where I, along with the HR and Finance Heads, had the opportunity to engage directly with our field team. What stood out was the warmth, dedication, and unity visible at every level. Insightful conversations and simple joy of sharing a meal together, the experience reaffirmed our belief that true leadership is grounded in connection, humility, and a shared sense of purpose.

In line with our commitment to environmental responsibility, we celebrated World Environment Day 2025 across all GAs and the Corporate Office with great enthusiasm. Under the theme "Ending Plastic Pollution," employees took an environmental oath and participated in tree plantation drives, keeping it

simple yet very impactful reflecting IRM's dedication to a sustainable future.

We also embraced well-being in its truest form on International Yoga Day, with a revitalizing morning session held in Banaskantha GA. From improved focus to better health, yoga reminds us of the balance we must strive for not just in our personal lives, but also in the way we work and lead.

On 21st June 2025, a significant strategic milestone was achieved by signing a Memorandum of Understanding (MoU) with M/s Red Taxi in Namakkal & Trichy GA. With over 700 taxis operating under their platform in Trichy, this partnership represents a powerful push for CNG-based urban mobility in Tamil Nadu.

Let us understand that punctuality and discipline are non-negotiable foundations of a high-performing team. Adhering to defined working hours is not just a personal responsibility but a collective necessity as it directly impacts team coordination, productivity, and our ability to deliver results. Going forward, it is imperative that each of us remains aligned to the professional standards at the workplace.

As we continue to move forward, I am reminded of a saying:

"The pessimist complains about the wind. The optimist expects it to change. The leader adjusts the sails." At IRM, we do not wait for the winds to turn—we adapt, innovate, and lead with purpose.

Let us carry this momentum further with even greater focus and purpose in the days ahead. I am confident that through collaboration, discipline, and the will to excel, we will continue to surpass expectations and create a lasting impact.

Wishing you and your families continued success, health, and happiness.

Warm regards,
M. K. Sharma
Chief Executive Officer