

सुखदुःखे समे कृत्वा लाभालाभौ जयाजयौ।।
ततो युद्धाय युज्यस्व नैवं पापमवाप्स्यसि॥ २-३८



जय-पराजय लाभ-हानि और सुख-दुःख को समान रखते हुए युद्ध में लग जा।।
इस प्रकार युद्ध करने से तू पापको प्राप्त नहीं होगा।

**Fight for the sake of duty, treating alike happiness and
distress, loss and gain, victory and defeat.
Fulfilling your responsibility in this way,
you will never incur any sin.**

This Sloka from the Bhagavad Gita aptly describes the guiding principle of our Founder Chairman, **Shri Raj Kumar Tyagi** who left us for his heavenly abode in the early hours of the 1st of May 2021.

There are few great souls with a vision as high as his and an ability to see endless possibilities in whatever they do and untiring strength to execute their vision. His contribution to the Wire and Cable industry is invaluable to not just our country but also has left deep impact globally. His tremendous passion for life, innovative ground-breaking ideas, along with his extraordinary interests in Yoga, Naturopathy and Vastu has inspired people from all walks of life.

With a unique blend of nationalism, philanthropy, spirituality and his honest approach to business, he has set examples for many entrepreneurs. He proved that one can succeed without betraying one's ethics and values. His work & life was driven by the joy of working, going beyond a blind pursuit of money. He was a fountainhead of knowledge & inspiration. His relentless energy and enthusiasm has been the source of energy behind the growth of our organisation. He has left behind an organisation motivated strongly to continue to meet its customer requirements.

At Assomac, the team will continue to uphold the values & vision set by him and follow the path passionately charted by him. His life principles will be our guiding principles in our journey ahead.

**He and his principles will be with us forever.
We remain committed to serve you as always**

ASSOMAC Team