

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 75th 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 Velliamchi 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!