




# AT THE HELM OF EXCELLENCE

CORPORATE BROCHURE 2022



 [www.synergymarinegroup.com](http://www.synergymarinegroup.com)

INSPIRE.  
INNOVATE.  
DELIVER.



# WELCOME TO SYNERGY!

## Thank you for your interest in our ship management services

Many years ago, when Synergy was founded, shipowners and seafarers harboured a certain trust deficit towards ship management companies. By bringing a fair, fear-free and transparent work-culture, Synergy brought about a change in the perception towards third-party ship management. Trust was our mantra in all our relationships. At Synergy, we believe in forging relationships that stand the test of time. The belief has guided us through the years, creating thought partners out of clients. This enduring synergy - which has also inspired our name - helms our quest to provide the highest value and standards in services.

In this highly competitive industry, there's a natural inclination to lean on tradition, a safe mooring. For us, lasting value in relationships thrives from a readiness to depart from norms and sailing to new frontiers. Nurturing a synthesis of what's worthy in the old and the modern is the default approach at Synergy.

This synthesis also informs our zero-harm goal - vis-à-vis crew injuries, damage to ships, as well as the environment. Going beyond compliance, we strive for a sustainable safety culture. As a responsible ship manager, we envision partnering with like-minded stakeholders to power the shipping of tomorrow.

Such a towering vision also entails greater responsibility. Synergy's long-term social responsibility projects focus on local communities, enabling their quest for a brighter future. Education, hunger eradication, and women empowerment are initiatives foremost on our mind.

In Synergy's journey ahead, sustaining business relationships will continue to rely on a collaborative process of value creation. A value creation focused on excellence.

We look forward to partnering with you in excellence.

Synergistically yours,

**CAPT. RAJESH M. UNNI**

Founder and CEO, Synergy Group

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# AT THE HELM OF EXCELLENCE

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## > ABOUT US

The Synergy Group, with over a decade of presence in the ship management industry, offers end-to-end maritime solutions and services tailored to our clients' needs. Through in-depth technical expertise and a diverse product portfolio, we observe a principle of efficiency and productivity to provide an enhanced customer experience to all our clients.

We are headquartered in the globally connected city-state of Singapore and have a presence in 25 offices across 12 key maritime centers. With over 500 vessels under our technical management, we supervise a diverse range of ships that include LNG and LPG tankers, Car carriers, Chemical tankers, Oil tankers like VLCC, Suezmax, Aframax, LR2, LR1 and MR, container vessels from 2000 TEU to 20,000 TEU and Cape, Kamsarmax, Panamax, Handymax and Handy-sized bulk carriers.

At Synergy, we recognize that collaborating and communicating with you closely are essential prerequisites for long-term success and partnership. By entrusting your vessels to us, you benefit from our through-life approach, expertise in asset management and maritime solutions custom-made for your requirements.

**500+**

**VESSELS UNDER  
MANAGEMENT**





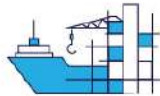
# AT THE HELM

## BESPOKE SERVICES

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Synergy gives top priority to a clients' needs. Be it ship building, management or recycling, we believe in providing quality maritime services and efficient end-to-end solutions, tailor-made to meet all requirements.

### > OUR SERVICES



### SHIP BUILDING

Synergy's team of expert professionals have the required caliber to provide hassle-free one stop solutions to ship owners - starting from the design stage to shipyard evaluation and selection.



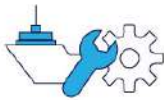
- ▷ Ship building contract negotiation
- ▷ Machinery/Equipment selection
- ▷ Factory acceptance tests
- ▷ Flag State and Classification
- ▷ Plan approvals
- ▷ Supervision – Keel laying to Sea trials

75

TECHNICAL  
SUPERINTENDENTS  
ACROSS ALL CENTRES

97%

RETENTION  
RATE OF  
SEAFARERS



## TECHNICAL MANAGEMENT

Synergy offers safe, efficient, reliable and cost-effective technical management services in full compliance with the International Safety Management Code.



- ▷ Experienced technical and marine superintendents
- ▷ Comprehensive ship management
- ▷ Safety Management System – ISO 9000/14000 & 18000
- ▷ TMSA approvals from all leading oil majors
- ▷ Robust Planned Maintenance & Procurement System





## CREW MANAGEMENT

Synergy offers a broad spectrum of crewing services including recruitment, training, deployment and management of crew-employed onboard vessels.



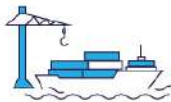
- ▷ Indian, Filipino, Chinese, Vietnamese and Myanmar crew
- ▷ Reliable standards of recruiting qualified crew
- ▷ Competitive crew wages & efficient crew logistics
- ▷ Crew performance management
- ▷ Crew payroll management
- ▷ Crew welfare schemes

80

MARINE  
SUPERINTENDENTS  
ACROSS ALL CENTRES

685

VALUE-ADDED  
COURSES  
CONDUCTED



## COMMERCIAL MANAGEMENT

Synergy offers a range of commercial services to ship owners through our group subsidiary, Synergy Marine Commercial Pte Ltd.



- ▷ Connected to wide network of ship brokers
- ▷ Consultation in chartering strategies
- ▷ Post-fixture vessel operation
- ▷ Bunker management
- ▷ Voyage accounts management
- ▷ Dispute handling



## TRAINING

Synergy has a state-of-the-art training center with Bridge, Engine and Liquid cargo handling simulators that impart quality training to the crew.



- ▷ Safety Management System familiarisation
  - ▷ Bridge team management, ship maneuvering & ECDIS
  - ▷ Engine Resource Management
  - ▷ Liquid Cargo Handling Simulator (Oil, Chemical, LPG & LNG)
  - ▷ Behavior-based Safety, Risk Assessment & Incident Investigation
  - ▷ Voluntary Environment Compliance Programs
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- ▷ Large vessel handling simulator course - VLCC and 20,000 TEU Containers
  - ▷ Specialized Oil Tanker Safety course - Management Level
  - ▷ ME-C Simulator Course

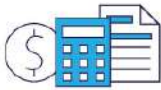


## INSURANCE

Every vessel under Synergy is insured for all standard marine-related threats and third-party liabilities. Synergy has the expertise to assist ship owners place vessel insurance at competitive rates.



- ▷ Competitive rates for H&M and P&I cover
- ▷ Comprehensive handling and settlement of claims
- ▷ Consultation for insurance renewals

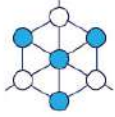


## ACCOUNTING

Synergy believes in transparency in financial reporting. Our accounting practice involves technology-enabled processes that comply with regulations, are easy to understand, simple to adopt and implement.



- ▷ Procurement & Invoice Management software integrated with ShipNet® ERP
- ▷ Customized account reports
- ▷ Compliance with International Standards of Assurance Engagements (ISAE) 3000



## INFORMATION TECHNOLOGY

Synergy has developed a Ship Management Software (ShipPalm™) that analyses data and supplies actionable insights for risk mitigation.



- ▷ Seamless Ship-Shore interaction
- ▷ Data-driven decision making
- ▷ Cyber-risk and cyber-security countermeasures



## SHIP RECYCLING

Synergy's through-life approach to asset management places foremost emphasis on providing environmentally and socially responsible asset dismantling services to our clients.



- ▷ Consultancy to identify the demolition yard
- ▷ Detailed feasibility report & Inventory for Hazardous Materials (IHM)
- ▷ Compliance with IMO's HK convention for Recycling of Ships, 2009

“SYNERGY’S CORE VALUES GUIDE OUR QUEST IN BECOMING THE WORLD’S MOST TRUSTED MARITIME PARTNER.”





# AT THE HELM

## TIME-TESTED PHILOSOPHY

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At Synergy, we see our core values, mission, and vision as deeply held beliefs of our organizational culture. They serve as a compass for our purpose, define how we behave-individually and as a team-and guide us on our path to become the most reliable and trusted ship management partner in the world.

### > CORE VALUES

#### I-STEER SYNERGY

**i**NTEGRITY

**S**AFETY

**T**RANSPARENCY

**E**MPATHY

**E**MPOWERMENT

**R**ESPECT

**S**YNERGY

### > VISION

**"To be the most trusted maritime partner."**

### > MISSION

**We seek to inspire, innovate and deliver by**

- \* Continuous innovation and surpassing customer expectations
- \* Leveraging global understanding and domain expertise
- \* Inspiring employees and nurturing talent
- \* Upholding values along with stakeholder commitment
- \* Performance measurement and continuous process improvement

**“ WE ARE COMMITTED TO THE PREVENTION OF POLLUTION THROUGH OUR OPERATIONS, POLICIES, AND DECISIONS. ”**







# AT THE HELM

## ETHICS AND COMPLIANCE

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**At Synergy, we ensure our services and solutions always meet the highest standards of the shipping industry. Through our certifications, policies and compliance with assurance standards, we set a precedent for quality, making us a responsible and trustworthy partner in the maritime business.**

Synergy Group has been audited for compliance with International Standards of Assurance Engagements (ISAE) 3000, for its vessel expense management services provided by Synergy Marine Pte. Limited, Synergy Maritime Private Limited and Synergy Maritime Recruitment Services Private Limited.

We are committed to maintain high standards of occupational health, safety, and pollution prevention as a policy, in our decisions and our actions. We have imbibed the spirit of 'Go Green' and encourage our business partners to join us in taking all possible, reasonable, and practical actions to achieve this objective.

Synergy's consistent efforts for a sustainable and environmentally secure shipping paradigm has achieved prestigious recognition. Among the laurels coming our way were ShipTek Shipping Company of the Year Award 2021, Singapore IMA Maritime Service Provider Award 2021, Seatrade Ship Manager Award 2020, Excellence in Ship management at the Lloyds List Europe Awards 2019, Safety4Sea Technology Award 2019, Seatrade Global Award 2019 for 'Investment in People', Lloyds List Shipmanager of the year 2018 and BP shipping CEO's HSSE Award for 'Partner of the Year' in 2012. Our vessels have also been awarded the 'Green flag Environmental Achievement Award' and in July 2021 the Japan Federation of Pilots' Associations gave the "BW BIRCH" its Best Quality Ship Award 2020.

### Synergy constantly endeavors for

- ▷ Providing safe operation of ships
- ▷ Providing a safe and healthy working environment free from intoxicants
- ▷ Examining work practices to identify risks and establish safeguards
- ▷ Ensuring that all vessels comply with rules and regulations
- ▷ Ensuring that adequate resources and shore-based support is provided to the vessels
- ▷ Employing competent and qualified personnel
- ▷ Providing employees training to achieve company objectives and targets
- ▷ Regular reviewing and continual improvement of management system
- ▷ Implementation of IT services and develop solutions for seamless ship management

### > CERTIFICATIONS

- ▷ ISO 9001:2015 (Quality & Management System)
- ▷ ISO 14001:2015 (Environmental Management System)
- ▷ ISM/ ISPS (International Safety Management/Ship & Port Facility Security)
- ▷ BS OHSAS 18001:2007 (Occupational Health and Safety Assessment Series)
- ▷ Environmental Passport (for 8,500 TEU and 13,100 TEU vessels)
- ▷ International Standards of Assurance Engagements (ISAE) 3000



# AT THE HELM

## SOCIAL RESPONSIBILITY

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**Service and community are essential threads in Synergy's social fabric. Be it in our everyday activities or long-term goals, we believe empathy, self-reliance, and empowerment are crucial components of a community's progress. That's why through initiatives aimed at education, hunger eradication and women empowerment, we strive towards establishing a better society with a brighter future.**

Synergy Educational and Charitable Trust (SECT) focuses on alleviating poverty and empowering communities to build a stronger and better society. SECT believes in sustainable development and supports causes such as the right to education, women empowerment, and the right to food by eliminating hunger.

Synergy envisions building a common platform for comprehensive and holistic rural development by empowering panchayats and collaborating with its community and principals to address gaps in development.

### **The Mission To Seafarers Honors Welfare Award – 2018**

Our CEO Capt. Rajesh Unni was presented with the "Seafarers' Welfare Award" by the international maritime welfare charity – The Mission to Seafarers. In addition to low interest rate financial support extended to seafarers, he was also commended for his initiatives to support gender equality in the maritime workforce.

“ SECT FOCUSES ON ALLEVIATING POVERTY AND EMPOWERING COMMUNITIES TO BUILD A BETTER INDIA ”



## ➤ SECT'S SOCIAL INITIATIVES

### ▷ SUSTAIN:

The program focuses on creating a self-sustainable model which could be adopted by any small-scale village.

Under the Prime Minister's scheme of 'Swachh Bharat Shauchalya Yojana', toilets co-funded by Synergy were set up in villages for nomadic communities to improve their general hygiene.

### ▷ CARE:

The program aims to help any community, irrespective of the sector, to be self-sufficient and nurture the basic needs of fellow human beings.

Our CSR Team in collaboration with a few non-profit organizations, operated entirely by volunteers, organized food camps to bring in cheer into the lives of those who are forgotten or abandoned

### ▷ VRUDDHI:

The program aims to provide basic educational infrastructure and amenities to uplift the underprivileged.

SECT joined hands with HOPE Foundation - Chennai, an NGO enabling change in the lives of children, young people and vulnerable individuals, and supported the Hope Foundation school by providing free uniforms and setting up an RO plant within the school premises to provide access to potable water.



# AT THE HELM

## GEOGRAPHICAL PRESENCE

With 25 offices in twelve different countries, we provide compact, productive and reliable maritime solutions for our clients across the globe

### > OUR OFFICES

#### > SINGAPORE

Synergy Marine Pte. Ltd.  
1 Kim Seng Promenade  
#10-11/12 Great World City West Tower,  
Singapore - 237994  
Tel: +65 6278 8233

#### > CHENNAI - INDIA

Synergy Maritime Pvt. Ltd.  
4th Floor, AKDR Tower,  
3/381, Rajiv Gandhi Salai (OMR),  
Mettukuppam, Chennai - 600097,  
India  
Tel: +91 44 6621 5555

#### > COPENHAGEN - DENMARK

Synergy Marine (Europe) A/S  
Hellerupvej 5,  
2900 Hellerup,  
Denmark.  
Tel: +45 2183 3338

#### > NEW DELHI - INDIA

Synergy Maritime Recruitment  
Services Pvt. Ltd.,  
419, 4th Floor, DLF Towers, 15,  
Shivaji Marg,  
Najafgarh Road, Moti Nagar,  
New Delhi - 110015,  
India  
Tel: +91 11 4245 1857

#### > MUMBAI - INDIA

Synergy Maritime Recruitment  
Services Pvt. Ltd.  
Unit B-11 New Bridge B-1  
Boomerang Building,  
Near Chandivali Studio,  
Andheri East, Mumbai - 600072,  
India  
Tel: +91 22 6124 7200

#### > PUNE - INDIA

Synergy Navis Marine Private Limited,  
3rd Floor, ONYX, North Main Road,  
Koregaon Park,  
Pune, Maharashtra - 411001,  
India  
Tel: +91 20 6707 3000

#### > HAMBURG - GERMANY

Synergy Marine Germany GmbH  
Sumatrakontor  
Überseeallee 1 - 3  
TokioStr 2  
20547 HAMBURG, Germany  
Tel: +49 40 2999 88 99

#### > COCHIN - INDIA

Synergy Maritime Pvt. Ltd.  
6th Floor, Aryabhangy Pinnacle,  
Door No. CC.37/933 J, S A Road  
Kadavanthara,  
Cochin - 682020, India  
Tel: +91 484 425 5999

#### > DALIAN - CHINA

Synergy Marine Dalian  
Room 801, 8th Floor Unit 2  
No. 23# Zhulan Street,  
Zhongshan District,  
Dalian, China

#### > DUBAI - UAE

Synergy Mideast Ship Management  
DMCC Office Unit 1205,  
Jumeirah Business Centre 3,  
Cluster Y, Jumeirah Lakes Towers,  
Dubai, UAE, Dubai 212158  
T: +97145831320

#### > PERTH - AUSTRALIA

Synergy Marine Services Australia  
Unit 26 / 210 Queen Victoria Street,  
North Fremantle,  
Western Australia, 6159  
+61 438 915 770



▷ MANILA - PHILIPPINES

**Synergy Group Operations Inc.**  
 4th Floor, SM Cyber Makati  
 One Building, 69, Jupiter Street,  
 373 Gil Puyat Avenue,  
 Bel-Air Village, Makati City,  
 Philippines 1209  
 Tel: +63 2 8538 3456

▷ ILOILO - PHILIPPINES

**Synergy Group Operations Inc.**  
 Ground Floor, Doors 1 & 2,  
 402 Argüelles Bldg.,  
 E. Lopez St., Jaro,  
 Iloilo City, Philippines – 5000  
 Tel: +63 33 330 4551

▷ BUSAN - SOUTH KOREA

**Synergy Korea Co., Ltd.**  
 11th Floor, 5, Jobang-ro  
 16beon-gil, Dong-gu,  
 Busan, Korea - 48741  
 Tel: +82 1050339429

▷ MUNTINLUPA - PHILIPPINES

**Synergy Ocean Maritime Inc**  
 22th Floor, Tower 1, Insular Life  
 Corporate Centre, Insular Drive,  
 Filinvest Corporate City Alabang,  
 Muntinlupa City Philippines 1781  
 Tel: +63 2 959 5920

▷ HOUSTON - USA

**Synergy Marine USA LLC**  
 1717 Turning Basin Dr Ste 430  
 Houston 77029  
 Tel: +1 832 9677523

▷ HONG KONG

**Synergy Marine HK Ltd.**  
 Suites No 2 – 4, 3rd Floor,  
 Sino Plaza, 255 – 257  
 Gloucester Road,  
 Causeway Bay, Hong Kong  
 Tel: +852 35988186

▷ SEOUL - SOUTH KOREA

**Synergy Marine Pte Ltd./Korea Branch**  
 No. 1507, Kwanghwamun  
 Office Building,  
 92, Saemunan-ro, Jongno-gu,  
 Seoul, South Korea 03186  
 Phone: +82 2 6383-2049

▷ TOKYO - JAPAN

**Synergy Marine Japan Co., Ltd**  
 Frances Bldg, 2F, 2-19-9 Ebisu-Nishi  
 Shibuya-ku Tokyo | Japan 150-0021  
 Tel: +81 3 6892 2948

# AT THE HELM OF EXCELLENCE



**IMA Maritime  
Service Provider  
Award 2021**



**Seatrade  
Ship Manager  
Award 2020**



**Excellence in  
Ship Management  
Lloyd's List Europe  
Award 2019**



**Safety4Sea  
Technology  
Award 2019**



**Seatrade Global  
Award 2019 for  
'Investment in People'**

Synergy Marine Pte Ltd.  
1 Kim Send Promenade,  
#10-11/12 Great City West Tower,  
Singapore 237994, Phone: +65-6278-8233  
Email ID : [bd@synergyship.com](mailto:bd@synergyship.com)

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