

The K.K. Birla Group

Nation Builder

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Late Dr. K.K. Birla
(1918-2008)



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Fax: (033) 22486369
Website: www.birla-sugar.com/ugsugar



Gobind Sugar Mills Limited

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The Oudh Sugar Mills Limited

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Tea and coffee plantations

- Cinatolliah Tea Garden. Maintained by
Upper Ganges, Sugar & Industries Ltd,
- Honnametti Estate. Maintained
by Nilgiri Plantation Limited.
Birla Building, 9/1 R N Mukherjee Road,
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The late Dr. K.K. Birla was a visionary who transformed the K.K. Birla Group into one of the most respected business houses in India.

The late Dr. K.K. Birla was the Chairman Emeritus of the K.K. Birla Group of Companies.

His distinctive foresight helped evolve a business conglomerate into a Rs. 11,000-crore economy driver.

The result is that the K.K. Birla Group is now a multi-vertical and multi-nation wealth creator that enhances employment and makes multi-stakeholder growth a vibrant reality.



This document depicts the Group's enduring achievements.

Our footprint



The K.K. Birla Group's business interests extend across the core sectors of a dynamic India.

The Group enjoys a marketing presence across a number of countries.

The sectors of the Group's presence comprise fertilisers, chemicals, heavy engineering, textiles, shipping, sugar, media and information technology.

A growing presence in these sectors has enhanced value for employees, communities, companies, lenders and shareholders.





Chairman's perspective

“Chambal Fertilisers is driving India's agricultural growth through the timely supply of quality fertilisers. In doing so, we are proud to responsibly provide for India's food security.”

Mr. S.K. Poddar, Chairman,
Chambal Fertilisers and Chemicals Limited



Introduction

There was an acute shortage of fertilisers in India in the mid-eighties.

There was a need for self-reliance to secure the needs of India's agrarian society. Chambal Fertilisers and Chemicals Limited was promoted by Zuari Industries Limited (part of the K.K. Birla Group) to meet the farmers' need of quality agri-inputs available conveniently.

Today, Chambal Fertilisers is one of the largest private sector fertiliser producers in India with two hi-tech nitrogenous fertiliser (urea) plants located at Gadepan in Kota district, Rajasthan.

Chambal Fertilisers and Chemicals Limited

Strengths

Capacity

Built at a cost of over Rs. 25 billion (USD 500 million), the two plants produce about 2 million tonnes of urea annually. The first plant was commissioned in 1993 and second plant in 1999. These plants use state-of-the-art technologies sourced selectively from Denmark, Italy, the United States and Japan.

Reach

CFCL's robust marketing network comprises 10 regional offices, 1,300 dealers and 20,000 rural outlets, servicing farmer needs across 10 states in northern, central and western India. The production is marketed under the 'Uttam Veer Urea' brand.

Product range

The Company's 'single window' service enables the farmer to buy all products from one source. The Company provides urea and other agri-inputs like DAP (diammonium phosphate), MOP (murate of potash), SSP (single super phosphate), pesticides and seeds. Most of these products are sourced from reputed suppliers and marketed under the 'Uttam' umbrella brand. The Company is also a leading player in the pesticides sector in North India.

Testing facility

The Company annually tests over 100,000 soil and irrigation water samples at its agricultural development laboratories in Agra and Sriganaganagar to educate farmers on the correct dosage of agri-inputs based on crop planning and soil health.

Human resource

The Company's nearly 1,000-member professional pool possesses decades of rich industry experience supported by the time-honoured tradition of integrity and ethical practices.



Introduction

Phosphoric acid is a vital – and often scarce – raw material used in the manufacture of phosphatic fertilisers. Since India is the largest importer of phosphoric acid, there was a growing need to secure sources.

A manufacturing opportunity presented itself in Morocco. Indo Maroc Phosphore SA (IMACID) was established in 1997 as a joint venture between Chambal Fertilisers and Chemical Limited and Office Cherifien Des Phosphates (OCP), Morocco, one of the world's largest suppliers of phosphate rock and derivatives. The outlay was a significant USD 205 million, one of the largest ever overseas private investments by an Indian company at that time. Commercial production began in November 1999. In 2005, Chambal Fertilisers and OCP diluted their shareholdings by 16.66% each in favour of Tata Chemicals Limited.

Initially, IMACID produced 3,300 MTPD of sulphuric acid, making it the largest single stream plant using Monsanto Environ Chem, USA Double Contact Double Absorption Technology Process. The Company also produced 1,000 MTPD of merchant grade phosphoric acid based on Dihydrate Mark IV Process of Prayon Rupel Technologies, Belgium. Following de-bottlenecking in 2006, the production of sulphuric acid increased to 3,800 MTPD and phosphoric acid to 1,400 MTPD.

Located at the port of Jorf Lasfar, the IMACID factory utilises the mega infrastructure provided by OCP (a railhead for rock phosphate and a modern port facility for liquid sulphur and phosphoric acid). IMACID also constructed a power plant with 27-MW steam turbo generator, water treatment and instrument air system, storage tanks and a sea water pumping station. Thanks to these initiatives, the Zuari-Chambal combine now enjoys a captive source of phosphoric acid.

Indo Maroc Phosphore SA (IMACID)

CEO's perspective

“The vision of Texmaco is about looking into the future. The success of Texmaco is about rich knowledge insights. The relevance of Texmaco is about enhanced health and safety standards. The result of all these is a rich tradition of pioneered products and solutions leading to enduring stakeholder value.”

Mr. Ramesh Maheshwari
Executive Vice-Chairman, Texmaco Limited



Introduction

Incorporated in 1939, Texmaco Limited enjoys a rich tradition of pioneering engineering excellence. The Company is India's largest private sector railway wagon manufacturer, accounting for a major share of the industry. More than the share, scale and longevity, Texmaco prides on the extensive respect that it commands among peers, customers and the community for its deep engineering capabilities and robust infrastructure.

Texmaco's complement of intellectual and structural capital translated into the manufacture of a range of engineering products essential to industrial growth: railway wagons, steel castings, hydro-mechanical equipment, heavy steel structurals, industrial boilers, chemical plant machinery and process equipment, among others.

Texmaco's 200-acre engineering complex on the outskirts of Kolkata (West Bengal, India) houses five factories and is among the largest single-location sites within its industry the world over.

An index of the Company's credibility is reflected in the fact that its projects were financed by reputed institutions like the World Bank and Asian Development Bank, among others.

Texmaco Limited

First-mover's advantage

Texmaco enjoys a rich legacy of introducing various advanced engineering products into India. The Company pioneered the manufacture of hydro-mechanical equipment, water tube boilers, railway freight cars, sugar mill machinery and state-of-the-art steel foundry equipment in the country, enabling downstream sectors to enhance productivity.

Consistent growth

The Company registered attractive revenues, generating adequate resources for reinvestment and sustainable growth.

Globally respected

The Company's products may be fabricated or manufactured in India but are used the world over, especially by prominent organisations in Europe, Southeast Asia and Africa.

Diversified product range

The Company's core engineering competence is reflected in a diversified product basket that caters to critical industrial (steel, coal, sugar, oil, power and gas) and railway sector requirements.

Research and development

The credibility and competence of the Company's in-house R&D centre is endorsed by recognition from the Department of Scientific and Industrial Research, Ministry of Science and Technology, Government of India.

Quality

The Company's process quality was benchmarked with the most demanding international standards (ISO 9001:2000 and AAR M-1003) leading to consistent process discipline and product excellence.

Strengths

Division 4

Hydro-mechanical equipment and steel structurals

Features

- Enjoys more than five decades of rich experience in the manufacture of hydro-mechanical equipment that addresses core national needs
- Deep capabilities in the design, marketing, erection and commissioning of hydraulic steel gates, hoists, penstocks and various heavy steel structures
- Engaged in major national infrastructure development projects across the power, irrigation and flyover development verticals
- Embarked on the renovation and modernisation of old hydel power plants



Division 5

Agro machine division

Features

- Manufactures power tillers (Dhanwan brand) used by farmers to prepare the soil for plantation
- Supported by the globally respected Kubota engine, leading to product robustness and dependability
- Approved by the Ministry of Agriculture (Government of India); enlisted by NABARD for distribution to government-assisted programmes



Outlook

The Company intends to enter the passenger transport system segment through the manufacture of metro and electric multiple units (EMU) coaches. It is also exploring opportunities in the ship crane, ship building and railway bridge segments.



Chairman's perspective

“At Zuari, we facilitate India’s agricultural growth through the supply of quality agricultural inputs to farmers. The various Zuari Group companies have enhanced visibility across furniture, oil tanking, seeds and capital market segments to create a progressively diversified and derisked business model”

Mr. Saroj Kumar Poddar, Chairman,
Zuari Industries Limited



Introduction

Zuari Agro Chemicals Limited (established in 1967) was incorporated in financial and technical collaboration with the US Steel Corporation to manufacture urea, compound nitrogenous fertilisers and phosphatics. Located in Goa, the entire fertiliser manufacturing facility comprises four plants for the dedicated manufacture of ammonia, urea, NPK A and NPK B. In 1998, Zuari Agro Chemicals Limited was renamed Zuari Industries Limited.



Zuari Industries Limited

Strengths

Scale

The Zuari fertiliser plants (9,46,000 MTPA capacity) occupy a prominent position in Goa's industrial landscape.

Product basket

The Company manufactures urea, compound nitrogenous fertilisers and phosphatics. It also deals in agricultural inputs like seeds, speciality fertilisers and pesticides, emerging as a one-stop agricultural solutions provider.

Technology

The plant design, engineering and construction were carried out by Toyo Engineering (Japan), using advanced pipe reactor technology. The plants played a key role in providing affordable and effective fertilisers to farmers.

Reach

Zuari's marketing offices are spread across Goa, Maharashtra, Karnataka, Andhra Pradesh and Tamil Nadu. Marketing is driven by trained agricultural graduates providing informed support to farmers and dealers.

Distribution

The Company's 2,000-plus dealers and 5,000 sub-dealers market the Company's fertiliser and other agricultural brands. Its 11 regional offices at Pune, Kolhapur and Aurangabad (Maharashtra), Bangalore, Hubli and Bellary (Karnataka), Hyderabad, Vijayawada and Kurnool (Andhra Pradesh), Coimbatore (Tamil Nadu) and Panaji (Goa) distribute products effectively.

Growth

The Company possesses a record of reporting attractive revenues.

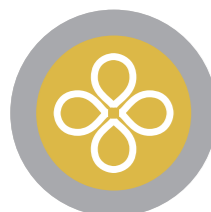


Awards and achievements

Year	Award	Body
2007-08	Joint second best overall performance for nitrogenous fertilisers	The Fertiliser Association of India
2006-07	Joint best overall performance of an operating nitrogen plant	The Fertiliser Association of India
1997-98	Best production performance for nitrogenous fertilisers Best production performance in the fertiliser industry	The Fertiliser Association of India National Productivity Council, India
1995-96	Best production performance for nitrogenous fertiliser plants Best production performance in the fertiliser industry	The Fertiliser Association of India National Productivity Council, India
1994-95	Fair trade practices in the large manufacturer's category	Jamnalal Bajaj Vyavahar Puraskar
1992-93	Best production performance for nitrogenous fertilisers Second best production performance in the fertiliser industry	The Fertiliser Association of India National Productivity Council, India
1991-92	Second best overall performance for ammonia Second best production performance in the fertiliser industry	The Fertiliser Association of India National Productivity Council, India
1990-91	Best production performance for nitrogenous fertilisers	The Fertiliser Association of India
1989-90	Second best overall performance for ammonia	The Fertiliser Association of India
1988-89	Best production performance for nitrogenous fertilisers	The Fertiliser Association of India
1987-88	Best production performance for nitrogenous fertilisers	The Fertiliser Association of India
1986-87	Best production performance for nitrogenous fertilisers	The Fertiliser Association of India

Environment, health and safety award

Year	Award	Body
2005	Million Work Hours Award (for the completion of four million accident-free person hours)	The National Safety Council, USA
2004	Award of Honour Award for the longest accident-free period	The National Safety Council, USA Green Triangle Society, Goa
1999	Award for Perfect Record Industry leader (Exemplary safety achievement attained in the chemicals and allied products industry)	The National Safety Council, USA The National Safety Council, USA
1998	Award of Merit	The National Safety Council, USA
1995	National Safety Award for outstanding performance in industrial safety	The Government of India
1993	Runner-up in outstanding performance in industrial safety	The Government of India
1991-92	National energy conservation award	Ministry of Power, Govt of India
1985-86	Award for the lowest accident frequency and longest accident-free period	The State Government of Goa
1980	Noteworthy Safety Performance	The National Safety Council, USA
1980, 1982 1984, 1988 1989, 1990 1996 & 1997	Award for merit	The National Safety Council, USA
1982, 1990 1991, 1992 1993, 1994 & 1995	Award of honour	The National Safety Council, USA
1977, 1978, 1983 & 1990	Special Commendation Certificate	The Government of India



Brief profile of Zuari Group companies

Zuari Maroc Phosphates Private Limited

A 50:50 joint venture between Zuari Industries Ltd and Maroc Phosphore S.A., Morocco; established as a special purpose vehicle for the acquisition of a majority stake (currently holding 80.45%) in Paradeep Phosphates Limited.

Zuari Investments Limited

A dealer of OTC Exchange of India; also an NSDL participant.

Zuari Indian Oiltanking Limited

Created to establish storage and port handling facilities for petroleum products in Goa; formed in collaboration with IOT Infrastructure and Energy Services Limited (formerly Indian Oiltanking Limited).

Zuari seeds Limited

Delivers a range of superior crop hybrid seeds – sourced from captive research facilities to Indian farmers and neighbouring countries.

Chambal Fertilisers and Chemicals Limited

Possesses a 1.73 million-TPA facility to produce ammonia and urea.

Paradeep Phosphate Limited

A subsidiary of Zuari Maroc Phosphates Limited; possesses the second largest DAP plant in India with a 21% market share of phosphatic fertilisers in India.

Simon India Limited

A wholly-owned subsidiary, originally incorporated as a joint venture with Simon Carves (UK) to independently execute large turnkey engineering projects (up to commissioning).

Indian Furniture Products Limited

Formed in collaboration with Group Seribo of France to manufacture ready-to-assemble furniture of contemporary European designs. Marketing routed through Group Company Style Spa Furniture Limited.

Style Spa Furniture Limited

Offers globally benchmarked innovative furniture solutions (bedroom, study, living room and dining room furniture) to Indian consumers through 90 exclusive nationwide showrooms.

Zuari Rotem Speciality Fertilisers Limited

A joint venture with Rotem Amfert Negev Limited, Israel, to manufacture and market speciality fertilisers in India.

Zuari Infrastructure & Developers Ltd (formerly Zuari SEZ Limited)

Zuari Infrastructure and Developers Limited, a wholly-owned subsidiary, was incorporated with the objective to establish a Special Economic Zone (SEZ) for Information Technology (IT) and Information Technology-enabled Services (ITeS). The Company also proposes to enter the business of real estate and related services.

Zuari Developers Pvt. Ltd

Zuari Developers Pvt. Ltd, a wholly-owned subsidiary of Zuari Industries Limited, is engaged in the business of real estate.

Gulbarga Cement Limited

Gulbarga Cement Limited is a wholly-owned subsidiary, which has proposed to establish a cement and power plant at Gulbarga, Karnataka.

Outlook

The Company will progressively widen its exposure in the speciality fertiliser segment.



Chairman's perspective

“At Sutlej, we proactively invested in upgrading technologies to keep pace with changing consumer moods, markets and aspirations. The result is that we are now a one-stop textile solutions provider servicing varied customer needs.”

Mr. Chandra Shekhar Nopany, Chairman,
Sutlej Textiles and Industries Limited



Introduction

Sutlej Textiles and Industries Limited (incorporated in 1982) is the flagship textiles company of the K.K. Birla Group. The Company was formed following a corporate restructuring exercise in which the textiles divisions of Sutlej Industries Limited and Damanganga Processors Limited were demerged and the new entity Sutlej Textiles and Industries Limited was incorporated on 22 June, 2005. As one of the leading textile solution providers, the Company's product range extends from yarns to fabrics to garments to home textiles. The Company's head-office is located in Mumbai, with manufacturing facilities in Gujarat, Rajasthan and Jammu and Kashmir.

Sutlej Textiles and Industries Limited

Strengths

Integration

- The Company enjoys a presence across the entire textile value chain – from fibre to finished goods at one end and home textiles at the other – insulating itself from any demand slowdown in select products.

Value-addition

- The Company widened its product portfolio by adding curtains, textile fabrics (embroidered, printed and home-printed), mattress covers, ready-to-use pillow covers and cushions, among others.

Range

- The Company widened its manufacturing range across each product category to match evolving design and customer requirements, emerging as a one-stop textile solutions provider.

Modernised technology

- The Company invested substantially in modernising legacy technologies with the following results: declining conversion costs, batch changeover time and rejection rates. This enhanced production flexibility, quality, input-output ratio and asset utilisation.

Strong service

- The Company strengthened client servicing through a 'build-transfer-sustain' relationship model. This comprised in-depth knowledge accretion and pan-organisational dissemination coupled with an ongoing customer interaction.

Global presence

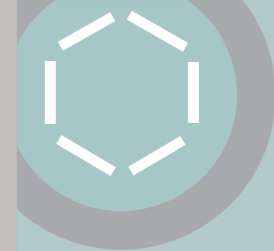
- The Company enjoys a 60-nation presence; it is one of India's largest exporters of value-added synthetic and blended yarns.



Chairman's perspective

“Following the acquisition of a 74% stake from the Government of India, we turned Paradeep Phosphates around. Our overarching objective is to manufacture superior fertiliser and engage in farmer education programmes to accelerate India’s second green revolution.”

Mr. H.S. Bawa, Chairman,
Paradeep Phosphates Limited



Introduction

Paradeep Phosphates Limited (incorporated in 1981) is the flagship of all complex fertiliser companies of the K.K. Birla Group. The Company was commissioned as a joint venture between the Government of India and the Republic of Nauru following which it became a wholly-owned Government of India enterprise (since June 1993). In February 2002, the Government of India divested its 74% stake in favour of Zuari Maroc Phosphates Limited (ZMPL), a joint venture of Zuari Industries Limited and Maroc Phosphore S.A. The Company dominates the complex fertiliser market – the products represent a combination of multiple nutrients like nitrogen, phosphorus, sulphur and potash – with its manufacturing facility located in Orissa’s Paradeep port town and corporate office in Bhubaneswar, Orissa.

Paradeep Phosphates
Limited

Strengths

<p>Market leadership</p>	<p>The Company accounts for the largest share (30%) of the Indian market for complex fertilisers.</p>	<p>Passionate people</p>	<p>The Company's human resource initiatives connect people to their passion, resulting in a dedicated workforce of more than 930 professionals with rich industry experience. A five-day annual training programme – technical, personal and behavioural – hones employee soft skills in addition to training events at premium management institutions like IIMs and Grow Talent, among others, which have helped enhance productivity and retention.</p>
<p>Brand</p>	<p>The Company's products are marketed under the popular Navratna brand.</p>	<p>Green sensitivity</p>	<p>The Company's effluent treatment plant is one of the largest in India with a 200 Cu.m/hr effluent-handling capacity. The ETP is equipped with a 2,050 Cu.m capacity equalisation basin to store in-plant effluents, leading to zero effluents discharge.</p>
<p>Storage capacity</p>	<p>The Company's storage capacities are among the country's largest, making it possible to store vast quantities in anticipation of an increase in seasonal demand – ammonia (50,000 MT), phosphoric acid (60,000 MT), sulphuric acid (36,000 MT), rock phosphate (60,000 MT), sulphur (45,000 MT), finished product (60,000 MT) and imported fertilisers (25,000 MT).</p>	<p>Wealth from waste</p>	<p>The Company's 87.5-hectare facility handles the storage of gypsum, a byproduct generated from the phosphoric acid plant, which is then marketed to cement manufacturers and farmers.</p>
<p>Logistical facility</p>	<p>The import of more than 98% of the Company's raw materials is facilitated by port proximity (3 km), pipe rack (3.1 km) and conveyor gallery (3.4 km), sophisticated ship unloaders (solid and liquid) as well as a railway siding.</p>	<p>Farmer assistance</p>	<p>The Company provides farmer advisory services – Navratna Krishi Vikas – in Orissa (Nawarangpur and Nayagarh districts) and Chhattisgarh (Sarguja and Rajnandgaon districts). It initiated ventures to grow tissue culture bananas, vermi compost and mushrooms; it also encouraged rural self-help groups. The Company imparted farmer training programmes, demonstrated hybrid seed usage, undertook soil testing and catalysed women empowerment.</p>
<p>Extensive reach</p>	<p>The Company's wide distribution network (11 regional offices and 1,650-plus dealers) caters to farmer needs across 16 states in northern, central and western India.</p>	<p>Responsible corporate citizen</p>	<p>The Company built a modern employees' township equipped with essential amenities (school, hospital, employee recreation club, ladies club, employees' consumer cooperative store, employees cooperative credit and thrift society, recreational park and religious places). A thrust on health check-ups, literacy and rural sports enhanced hygiene awareness, enhancing living standards. The Company also commenced a special programme in providing scientific income-enhancing farmer knowledge in collaboration with the Department of Agriculture and Fertiliser Association of India in rural West Bengal and Jharkhand. The Company's leading dealers also promoted sound agronomic practices and schemes to drive social uplift.</p>
<p>Quality excellence</p>	<p>The Company's quality excellence is driven by a continuous inspection of key nutrients (nitrogen, P2O5 and K2O) and an ISO 9001:2000- certified organisational protocol. The Company's forward-looking investments comprise a sophisticated Technician Auto Analyser, Electronic Balances, Spectro Photometer, Flame Photometer, Atomic Absorption Spectrometer, Digital pH Meter and Conductivity Bridge as well as Mechanical Shakers.</p>		

Awards and achievements

Year	Award	Conferred by
2008-09	<ul style="list-style-type: none"> ■ Best Occupational Healthcare ■ Pragati Sathi Award ■ Certificate of Merit for the best practice in social responsibility 	The State Safety Awards Committee Bhubaneswar Municipal Corporation Indian Chemical Council
2007-08	Second Best Video Film for its entry New Horizon	The Fertiliser Association of India
2007	Best Technical Innovation for Modification in Lubricating System of Molten Sulphur Luro Burner	The Fertiliser Association of India
2005-06	Award for improvement in overall performance	The Fertiliser Association of India
2002-03	Award for improvement in overall performance	The Fertiliser Association of India
1998	Award for the best productivity	CII Eastern Region

Outlook

The Company has planned the following major investments:

- Commence a gas-based ammonia and urea plant
- Commission additional sulphuric acid, phosphoric acid and DAP plants
- Commence the Rapidwall Project to process gypsum for the manufacture of high-margin and value-added products
- Enter into a proposed business alliance with Indian Rare Earths Limited for the recovery of valued elements from gypsum
- Commission a petroleum coke gasification plant



Director's perspective

“Our extensive presence across Uttar Pradesh and Bihar as well as extensive byproduct utilisation will progressively upgrade us from a single-product dependence to a conglomerate generating stable revenues.”

Mr. Chandra Shekhar Nopany,
CMD, The Oudh Sugar Mills Limited;
Director, Upper Ganges Sugar and Industries Limited;
Director, Gobind Sugar Mills Limited



Introduction

The K.K. Birla Group's sugar companies represent India's third largest sugar conglomerate, with seven decades of industry experience. The Group comprises three large sugar companies (The Oudh Sugar Mills Limited, Upper Ganges Sugar & Industries Limited and Gobind Sugar Mills Limited) with a consolidated cane crushing capacity of 54,200 TCD as on 31st May, 2010.

Sugar



Management's perspective

Our efficient plantation-level management focus has enhanced tea and coffee quality, fetching high realisations even during tenures marked by a low industry average.



Introduction

The Group entered the tea industry in 1982 through the purchase of Duncan tea garden (renamed Cinatolliah Tea Garden). This garden is situated in North Lakhimpur, Assam, spread across 746 acres and enjoys an average annual production of 12.50 lac kg. This garden is owned and maintained by Upper Ganges Sugar & Industries Ltd, a Group company.

The Coffee Estate is located at 4500 to 5700 feet above sea level with cultivable area of 512 Acres and an annual installed capacity of coffee pulping machinery of 400 tonnes. The estate is maintained by Nilgiri Plantations Limited, a constituent of the Group.

Tea & Coffee plantations

- Cinatolliah Tea Garden
- Honnametti Estate

Strengths

Production of premium quality tea

The locational advantage and higher bush longevity are reflected in superior tea quality, selling at a premium independent of market conditions.

Cost efficient

Strict control and supervision have helped reduced overheads.

Strict maintenance

The tea gardens follow a strict schedule of cleaning, fertilising and manuring. The Company maintains a fixed pruning and plucking cycle for consistent quality.

Strong market presence

The brand enjoys visibility in markets that demand premium quality. Nearly 70% of the production is marketed in Maharashtra, Gujarat, Rajasthan and Delhi.

Strong sales mix

Of the total production, 60% is sold directly to auction houses, 20% to export houses and 20% to domestic retailers

Outlook

The Group plans to acquire Assam tea gardens and accelerate uprooting cum replantation in low-yield areas to enhance productivity.

Strengths

Coffee grown at higher elevations fetch remunerative realisations.

The Estate produces shed grown coffee seeds possessing good flavour and commanding a premium in the export market.

Cost efficiency

Lower acreage of cultivated land per quintal of final produce has a lower cost of production. Per acre produce of the Estate is double the country average.

Strict maintenance

The coffee estate adheres to a strict schedule of fertilising, manuring of coffee plants, spraying of fungicides on coffee bushes and cleaning of machinery. This has resulted in consistent quality and improved productivity.

Sales mix

100 % sale of coffee to exporters generates a higher realisation per kg.

Strong market presence

Coffee grown at a higher elevation commands the respect of customers and generates a distinctive price advantage.

Outlook

Inspite of a locational disadvantage, the Estate has planted the latest variety of coffee plants and adopted the latest production methodologies to succeed in a competitive market.

A humane life



“The great men of earth are the shadow men, who, having lived and died, now live again and forever through their undying thoughts. Thus living, though their footfalls are heard no more, their voices are louder than the thunder, and unceasing as the flow of tides or air.”

Henry Ward Beecher



The late Dr. K. K. Birla left behind a deep impression on the canvas of human history. As an industrialist. Parliamentarian. Educationist. Writer. One shade dominated over all others. His abiding love for humanity.

The late Dr. K.K. Birla, son of the legendary Shri G.D. Birla and Shrimati Maha Devi Birla, looked upon philanthropy not simply as a responsibility but a way of life. He lived his entire life according to this principle. His remarkable business vision, political leadership and entrepreneurial spirit served as tools to enrich society.

The Birla family was at the forefront of the Indian Independence movement, working closely with Mahatma Gandhi. Inspired by his ideals, the Birla family widened its societal responsibility while interacting with post-Independence Indian governments and helping catalyse industrial revolution in India. The passing away of Dr. Birla marked the end of a generation of industrialists who reconciled business with spiritual and moral upliftment through several institutions. After Dr. K.K. Birla's passing, his successors have relentlessly pursued the unfinished philanthropic ventures of the Group. The Group continues to remain actively involved in the areas of education, medical, art and culture, religious activities as well as endowments.

This document encapsulates the philanthropic initiatives of the K.K. Birla Group and is a tribute to the legendary humanist.



Religious



Medical



Education



Art and culture





Shree Radha Krishna Temple (Birla Mandir), Kolkata

Birla Mandir reflects the rich diversity of ancient Indian art and architecture on the one hand and Dr. Birla's religiosity on the other. The construction of this temple took 20 years and was opened for public worship in 1996. It rises to an imposing 160 ft and covers 22,000 sq. ft. Sculptors from Agra and Rajasthan executed the intricate wall patterns. Its stunning architecture, design and serenity have made it a popular tourist and religious destination in Kolkata.

The religious and charitable trusts of the group have built several guest houses for devotees at a number of Indian religious destinations with the objective to provide subsidised comfortable accommodation. The locations include Rudraprayag, Ayodhya and Mirzapur. The trusts also provide free meals to the poor.

The highlights of Shree Radha Krishna Temple

- Shimmering sandstone exterior with exquisite art work, infused with intricately carved elephants, flowers and bells
- Statues of deities carved out of marble
- Marble flooring, along with exquisite marble designs at the entrances and in the foyer
- Silver artefacts and use of Belgian glass
- Massive wooden and silver doors

The temple attracts around 2,000 devotees daily and more than 75,000 on special days like Janmashtami and Shivratri. A vigilant security ensures tourist safety. Srimati Nandini Nopany, daughter of the late Dr. K.K. Birla, visits the temple daily to supervise its maintenance.



Religious activities



Medical



The Group undertook several initiatives to provide adequate and effective medical facilities for the down trodden and rural masses.

- Established several healthcare centres and hospitals in the vicinity of its factories
- Conducts regular health check-up camps – ranging from eye camps to general check-ups – and distributes free medicines at each of its factory sites for poorer sections of society
- Owns and operates medical vans in rural India through its various charitable trusts. These vans are equipped with adequate state-of-the-art medical facilities and provide free care to the poor regardless of caste, colour or creed
- Navjeevan Medical Institute provides free medical services at Barrackpore under the aegis of Shree Ram Krishna Mission.
- Swasthya Sewa Sansthan – a free medical dispensary at 102, Muktaram Babu Street, Kolkata
- Jeewan Jyoti Medical Society – a entire floor constructed, operated and maintained at 'Anand Lok' Hospital, Salt Lake.

Education



Tree of Hope Foundation, Kolkata

This trust was established in 2004 to provide basic education to slum children.

The Group has established over fifteen schools and colleges at various factories owned and operated by the Group, providing educational facilities to the poor in rural India regardless of any material consideration.

The trust established the English-medium Park Junior School in Kolkata in 2004 through donations from trustees and Group companies. The school imparts education to around 200 students till grade V, supported by some of the best teachers, at a highly subsidised monthly fee. Besides, it conducts vocational training, stitching and embroidery classes. The school also provides clothes, free stationery and snacks, organises annual picnics and celebrates the country's Independence Day, Republic Day and Children's Day.

“This initiative of the late Dr. K.K. Birla in transforming the lives of slum children results in their uplift and holistic integration into societal mainstream.”



Art and culture

Sanskriti Sagar, Kolkata



The K.K. Birla Foundation (established in 1991)

The Foundation was created to encourage creativity in literature, philosophy and scientific research through recognition and awards.

The Saraswati Samman: Recognised as India's highest literary award. It is presented to Indian citizens for their outstanding literary contribution over the last 10 years in any of the languages listed in Schedule VIII of the Indian Constitution. The award is also open to literary genres comprising the history of literature and language, criticism and essay, biography and autobiography, among others.

The Vyas Samman: This award honours outstanding work in Hindi prose/poetry published during the preceding 10 years by an Indian citizen.

The Bihari Puraskar: This award is presented to Rajasthani writers for outstanding contributions in Hindi and Rajasthani literature in the preceding 10 years.

The Vachaspati Puraskar: This award honours Sanskrit literary works published during the preceding 10 years.

The Shankar Puraskar: The award (named after Adi Shankaracharya) is given for any outstanding contribution in Hindi on Indian philosophy, culture and art, published during the preceding 10 years.

The G.D. Birla Award for Scientific Research: The award recognises pioneering scientific research during the preceding five years by resident Indian scientists (preferably below 50) encompassing all branches of science, including medical sciences-basic and applied.

As an adjunct to the Saraswati Samman, the foundation also offers an attractive fellowship to promote literary contributions in various Indian languages. The foundation will launch a website and a scheme for recognising the work of individuals or groups in the field of public service.



This organisation was formed in 1985 by the late Dr. K.K. Birla, an ardent patron of India's rich cultural and spiritual tradition.



From an 11-member team in 1985, this cultural society has now grown to a 400-member team. Sanskriti Sagar serves to inspire playwrights and performing artists across generations. It aims to enhance and appreciation of *shastras* among youth. It organises around 18-20 programmes annually between November and March in Kolkata in its state-of-the-art auditorium.

These programmes comprise religious discourses, classical music and dance programmes and *pravachans* by respected personages.

Besides, the society offers cumulative scholarships of around Rs. 2.5 to Rs. 3 millions to disadvantaged but meritorious individuals, funded through member subscriptions and donations.

K.K. Birla Academy, Delhi

K.K. Birla Academy (KKBA) was registered under Societies Registration Act XXI on 5th January 1983 with the objective of creating a Centre of Excellence in India's heritage research.



The Academy commenced the construction of its building in April 2008 following land acquisition (by the DDA) in December 1995, possession in March 2005 and eventual clearance from all statutory bodies. It expects to complete construction within three years.

The Academy's objectives:

Emerge as a study and research centre: It will offer research facilities on the country's rich cultural heritage with an emphasis on relics and evidence across five millennia.

Evolving face of India: It will highlight India's considerable progress in science, technology and industry.

Representing India's cultural heritage: It will act as a heritage repository that enhances an appreciation of the country's cultural, scientific and philosophical roots from the Vedic ages onward.

The Academy intends to leverage knowledge-based galleries and a range of didactic programmes that showcase India's science and technology achievements.

The Academy is in the first phase of development; in the second phase, a full-fledged research unit with a documentation centre on Indian heritage, culture and science will be operational. Finally, it will develop quality educational programmes in collaboration with like-minded agencies.

KKBA is expected to emerge as one of the most prominent educational-cum-entertainment centres of India, enshrining its rich ancient heritage.

Endowments

The K.K. Birla Group is trying to repay what it has received from society through significant financial endowments to various schools, colleges, hospitals and other non-profit organisations.

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