



**Alps Industries Limited**

28<sup>th</sup> Annual Report 1999-2000



## CONTENTS

• Mission .....	1
• Chairman's Statement .....	2
• Leading by Example .....	4
• Vision .....	6
• Saga of Excellence .....	7
• Eco File .....	19

Report  junction.com

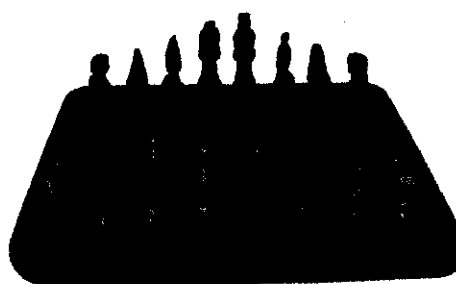
• Product File .....	25
• Recognitions File .....	45
• Ad File .....	51
• Future Plans .....	54
• Corporate Directory .....	56
• Financial Report .....	57

## OUR MISSION



**“DARING IDEAS ARE LIKE CHESSMEN MOVING FORWARD, THEY MAY BE BEATEN, BUT THEY MAY START A WINNING GAME.”**

- GOETHE



### **OPENING MOVES - building brand equity in the domestic market**

- Establish a convergence between the brand value and individual customer.
- Build brands that command authority, trust and respect.
- Make each product personally relevant. Develop brands that are concerned with the consumer's needs.
- Ensure that the brands stand for exclusivity, prestige and class.

### **MIDDLE GAME - technology drive in the export market**

- Look for larger strategic alliances.
- Focus Alps' philosophy of "care for the environment" on a global basis.
- Translate our concern for the environment into technological innovation.
- Dedicate resources to Research & Development.

### **END GAME - business with responsibility**

- Develop the human capital pool with better work environment.
- Achieve superior financial returns balanced with long term growth to enhance share holder value.
- Fulfil our commitment towards the environment with effective resource management.
- Generate higher returns for channel partners.

**Alps Industries Limited**



## CHAIRMAN'S STATEMENT

For all of us in India, the last decade has brought both good news and bad news. The bad news has to do with the destructive consequences of mankind's relentless, unthinking assault on the environment. The other day I came across a headline that stopped me in my tracks. It said, "From Haryana to Hawaii, Global Warming Disrupts Weather." The rest of the article painted a frightening picture of what it called the "shadow of drought" looming over not just India but over the United States, Australia, Canada and the Middle East. The drought, the article argued, is a direct catastrophic consequence of a short sighted, uncaring attitude towards the environment. In a scenario such as this, it seems to me that corporate houses have a clear cut responsibility : they need to take the lead in creating eco-friendly products and systems, so that the environment that sustains us all is in turn sustained by us.

The good news has to do with the momentous shift in the economic policies of the country. With the opening up of the market, Indian economy has become a part of the global economy. This has brought about profound changes in our life-style, with technological innovations shaping us and our world in remarkable new ways. Naturally, the fashion world has not been unaffected by the spirit of the times. Old certainties have lost ground in the face of innovations and experiments. Change has become the rule rather than the exception. The end result is that the Indian consumer, always a value seeker, has now a much larger choice - and it is obvious that only brands that are tailored to "value delivery proposition" will survive in the long run.

The year which saw the dawn of the new millennium has been a momentous one for us as well. Your Company was in an ideal position to take full advantage of emerging trends. As you know environmental care has been our core value all along. It has shaped our decision at every step. Today, our ongoing eco-initiatives have won us the trust of environment conscious consumers, ensuring for us a very healthy growth rate. Also, believing as we do in setting trends rather than following them, we were able to take full advantage of favourable factors like the liberalized foreign policy and a stable Government at the centre.

The turn over of the Company has increased by more than 26% for the year ended March 2000 in comparison with the same period in the last financial year.

### TRIUMPHANT OPERATIONS.

In the past year our brands have not only consolidated their leading positions in the domestic market, but have also established themselves in the international market. Our products, comprising of venetian blinds, vertical blinds, awnings, drapery rods, window accessories and aluminium false ceilings continue to enjoy market leadership. The laminate wooden flooring, launched in the domestic market and Pashmina shawls launched in the USA and Europe under the brand name of Eco - Pashmina have been very well received by the discerning consumers. Our home furnishings, bed linen and upholstery fabrics marketed under the brand name Vista Home Fashions are doing exceptionally well in the domestic market, as also in the Middle East where the brand has been launched recently. Our eco-initiatives have made our exports grow by leaps and bounds.

### TRIUMPHANT INITIATIVES

We are in the Fashion Industry and our main strength lies in the fact that instead of following trends we set them. Additional uses for natural dyes are being constantly researched. Your Company is already at an advanced stage of talks with Coir Board for application of these dyes in coir mattresses; also with National Chemicals Laboratory for their application in pharmaceutical products. Other dynamic initiatives include the setting up of additional capacity for the

**Alps Industries Limited**

28<sup>th</sup> Annual Report 1999-2000

## CHAIRMAN'S STATEMENT



manufacture of dyed cotton fibre made from our natural dyes. Investments have also been made in two units manufacturing printed and processed fabrics. This will help ensure complete in-house control over both supplies and quality. Operations are expected to commence in May - June 2000. You'll be happy to learn that the work on the ambitious Vertical Portal is progressing smoothly and we expect to go live later this year. The Portal will comprehensively cover the interiors industry.

### CORE COMMITMENT

I have no hesitation in asserting that our success is rooted in the eco-friendly policies that your Company has consistently followed. Our total and sincere commitment to this core value has been appreciated by the increasingly environment conscious customers. In the final analysis it is their trust and faith that has served as a never ending source of inspiration for us. Today, your Company is probably the only one in the country with a fully integrated unit that not only produces natural dyes, but also dyes cotton fibres, spins them into yarns and eventually converts the woven fabrics to finished home-furnishings, all under one roof. Your Company has also launched a Rs. 4.25 crore research project on extraction, purification and standardization of natural dyes. We will continue with our intensive research in the field of eco-friendly natural dyes. We also intend taking out as many patents as possible. Internally, your Company hopes to achieve a major breakthrough in dyes later in the year which could give us a quantum jump.

### TRIUMPHANT MOMENTS

The year also saw your Company winning international recognition for putting into place processes and systems which will ensure that our future will continue to be as bright and as illustrious as has been our past. I am happy to tell you that this year we were awarded the KPMG ISO 14001 for implementing the Environment Management System. We were also found to be ISO 9002 compliant for maintaining highest possible standards not just in quality, but also in plant maintenance, in resource utilization and in human resource management.

### RICHLY HUMAN

At the end, it remains for me to acknowledge that it is only the "togetherness" of our people that has fuelled our remarkable growth. On behalf of the board, I take this opportunity to thank all our staff for their commitment and enterprise. I would also like to thank our customers, principals and all of you for your invaluable support.

I would also like to extend my gratitude to the financial institutions & banks, business collaborators and various government agencies for their support. Very specially, I would like to thank IIT, New Delhi and also Technology Information Forecasting & Assessment Council (TIFAC), Department of Science & Technology, Government of India, for giving us the rare honour of officially classifying our Company's self-sustaining, eco-friendly project as a subject of national interest.

K.K. Agarwal  
Chairman and Managing Director

**Alps Industries Limited**



## LEADING BY EXAMPLE

**THE REAL LEADER HAS NO NEED TO LEAD - HE'S CONTENT TO POINT THE WAY.**

**- HENRY MULLER**

### **Management Structure**

The success of our organization in the recent times no doubt emanates from the professionals at the senior management levels of the Company and the support from the top management. The Company is managed by three whole time directors under the supervision and direction of the Board of Directors, comprised as under:

**Mr. K. K. Agarwal**, Chairman and Managing Director, is a textile engineer and is the founder of the Company. He has a passion for textiles, and is blessed with great business acumen.

**Mr. Sandeep Agarwal**, Managing Director has inherited his father's dynamism as well as business acumen. He concentrates on Marketing and Business Development and has already made a name for himself for innovative thinking and bold decision making. He started his career with Alps by setting up the window coverings business. He was instrumental in negotiating and finalising technical collaborations with Levolor Corporation, U.S.A. and Franciaflex, France for window coverings. He has also played a major role in ensuring that Vista emerges as the undisputed market leader.

**Mr. Park B. Smith**, Director, is the Chairman and C.E.O of Park B. Smith, Inc., U.S.A. Acknowledged as one of the twenty most influential people in the USA in the field of home furnishings, he has been our major customer for over twenty years and holds financial stake in the Company. A connoisseur of style, he has successfully marketed Indian made goods in the home fashion segment across the globe.

**Mr. G. K. Arora**, Director, is a retired I.A.S. officer. He was Finance Secretary to the Government of India and Executive Director of International Monetary Fund. He is the Chairman of the Indian Advisory Board of ANZ Grindlays Bank. He has also accumulated rich experience in the field of corporate finance.

**Mr. J. P. Kundra**, Director, is a former Managing Director of State Bank of India and also former Managing Director of State Bank of Bikaner & Jaipur, Ex-Vice Chairman of SBI Capital Market Ltd. and former Chairman of Banking Services Recruitment Board. He is a renowned figure in banking and financial circles in India.

## LEADING BY EXAMPLE



**Mr. Rakesh Gupta**, Director, is a businessman operating out of India and holds sizeable equity in the Company.

**Dr. M. L. Gulrajani**, Director (Research & Development), is an eminent textile technologist. He is a professor in the Department of Textile Technology and Dean of the Industrial Research & Development Unit at IIT, Delhi. Working jointly with IIT, Delhi & TIFAC (DST), Dr. Gulrajani, is the spirit and the inspiration behind the fully standardized eco-friendly natural dyes project.

**Mr. K.B. Agrawal**, is the alternate Director to Mr. Park B. Smith, Director of the Company.

**Mr.M.T.Chiddarwar**, Director, is a nominee of SICOM LTD., an institution that has provided financial assistance to the company.

**Ms.Monika S.Garg**, I.A.S., Director, is a nominee of U.P.F.C., an institution that has provided financial assistance to the Company.

The Directors are assisted by a team of highly qualified and experienced executives.

**Alps Industries Limited**

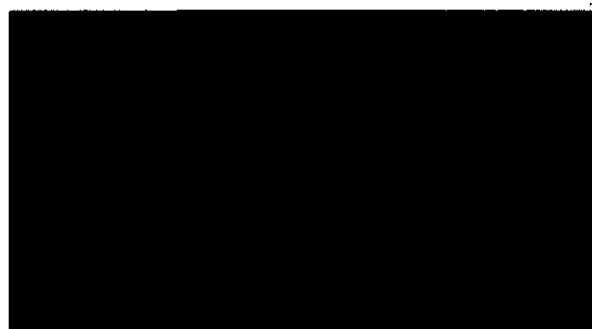
28<sup>th</sup> Annual Report 1999-2000



## OUR VISION

**"A VISION IS WHERE YOU ARE GOING; A PLAN IS HOW YOU GET THERE."**

**- H. WOODWARD & S. BUCHHOLZ**



Report  Junction.com

### Our Vision

- Encompasses unfolding vistas of dynamic growth and fast paced progress.
- Moves beyond prevailing fashions to identify trends even before they emerge.
- Insists on creating eco-friendly and fashionable products.
- Believes in establishing Environment Management Systems that exist in harmony with the glorious, life-sustaining environment.
- Seeks to dominate domestic markets and conquer global markets.
- Acknowledges the dedication and the team spirit of our employees. It takes pride in the pride that we all feel for the products that we have created.
- Looks not just at customer satisfaction but at customer delight.
- Focuses on values that drive profitability.

**Alps Industries Limited**

**28<sup>th</sup> Annual Report 1999-2000**



"There are four types of companies: those who make things happen; those who think they make things happen; those who wonder what happened; and those that did not know that anything had happened."

- Anonymous

WE MAKE THINGS HAPPEN

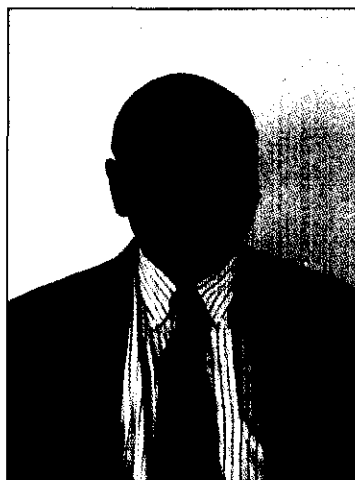


A SAGA OF EXCELLENCE

CORPORATE COMPETENCE FILE-ALPS INDUSTRIES LTD.



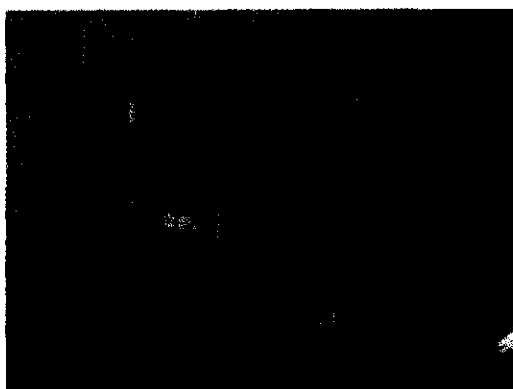
## A SAGA OF EXCELLENCE



K.K. Agarwal

*Chairman and Managing Director*

Report  junction.com



The visionary guidance of Mr K.K. Agarwal laid the foundation of Alps Textiles in 1962. Our company began with manufacturing Home Furnishing items and Table & Bed linen for the Hotel Industry in the domestic market. Initially a partnership firm, we converted into a Private Limited Company in 1972.

After making a strong beginning, in 1974 we entered the export market. In 1976 we acquired the status of a Government Recognised Export House. Soon, we were exporting to countries like USA, Canada, Hong Kong and various European countries. Reputed customers like Park B. Smith - USA, Itochu - Japan, Habitat - UK, Sanders - Germany, L'ecerec - France, Le Pashmina - USA began stocking our products.

**Alps Industries Limited**

28<sup>th</sup> Annual Report 1999-2000