

ANNUAL REPORT. 1997-98

INDIAN RAYON



ADITYA BIRLA GROUP

INDIAN RAYON AND INDUSTRIES LIMITED

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THE ADITYA BIRLA GROUP MIND YEARS AHEAD



SHRI ADITYA BIRLA

A year ago, in homage to the legendary Shri Aditya Birla, we consolidated all our Companies under the umbrella of the Aditya Birla Group.

Our Corporate logo 'Aditya', the Rising Sun—universal, dynamic, all-pervading, never failing, sought to capture the spirit of our founder. Symbolizing a commitment to quality, to energetic performance, to perfection, to warmth in stakeholder relationships.

This common philosophy binds all of our Group Companies. Our new Company logo is an expression of our pride in belonging to the Aditya Birla Group. Importantly, it is a reaffirmation of our commitment to Shri Aditya Birla's vision, his values, his management style. For these have contributed enormously in placing our Group in the pre-eminent position we are in today.

A visionary, Shri Aditya Birla was the first to set up Indian multinationals overseas. Long before the word 'globalization' came into our everyday lexicon, he had foreseen the winds of change and staked the future of his business on a competitive, free-market driven economic order. At a time when India's economy was glued with bureaucracy and taped with controls, his was a rather lone voice. It was a voice that not only spoke, but also acted decisively and with conviction.

For him, though, globalization meant more than just geographic reach. He believed that a business could be global even whilst being based in India. Therefore, back in his home territory, he drove single-mindedly to put together the building blocks to make our Indian businesses a global force.

His work was anchored in a deeply-held set of values. He believed intrinsically in the potential of the individual, giving them space and boosting their confidence. He believed in delegating and in empowering competent people, long before these became

"We are not afraid of competition; let competition be afraid of us."



NOTICE OF THE MEETING

NOTICE is hereby given that the FORTY FIRST Annual General Meeting of the Members of INDIAN RAYON AND INDUSTRIES LIMITED will be held at the Registered Office of the Company at VERAVAL-362 266 (District-Junagadh), Gujarat on Thursday, the 6th August, 1998 at 11.00 A.M. to transact the following business:-

1. To receive, consider and adopt the audited Balance Sheet as at 31st March, 1998 and Profit and Loss Account for the year ended 31st March, 1998 and the Reports of the Directors and Auditors of the Company.
2. To declare dividend on Equity Shares for the year ended 31st March, 1998.
3. To appoint a Director in place of Shri Kumar Mangalam Birla, who retires from office by rotation, but being eligible, offers himself for re-appointment.
4. To appoint a Director in place of Shri B.L.Shah, who retires from office by rotation, but being eligible, offers himself for re-appointment.
5. To consider and, if thought fit, to pass with or without modifications, the following resolution as a Special Resolution relating to the appointment of the Auditors of the Company:-

"RESOLVED THAT M/s. Lodha & Co., Chartered Accountants, Mumbai, M/s. Khimji Kunverji & Co., Chartered Accountants, Mumbai and M/s K.S.Aiyar & Co., Chartered Accountants, Mumbai, the retiring Auditors, be and are hereby reappointed as the Joint Auditors of the Company under Section 224A and other applicable provisions, if any, of the Companies Act, 1956, to hold the office as such from the conclusion of this meeting until the conclusion of the next Annual General Meeting of the Company at a remuneration of Rs.73,000/- (Rupees Seventy Three Thousand only) per annum to each of them and reimbursement of out-of-pocket expenses, as may be incurred, in the performance of their duties."

6. To consider and, if thought fit, to pass with or without modifications, the following resolutions as Special Resolutions, relating to the appointment of the Branch Auditors of the Company:-

i) "RESOLVED THAT pursuant to the provisions of Section 228 and other applicable provisions, if any, of the Companies Act, 1956, M/s. Lodha & Co., Chartered Accountants, Mumbai, the retiring Branch Auditors, be and are hereby appointed/re-appointed as Branch Auditors of the Company to audit the accounts in respect of the Company's Birla White Division, Kharia Khangar, Rajashree Cement Division, Malkhed, Hi-Tech Carbon Division, Renukoot, Hi-Tech Carbon Division, Gummidipoondi, Global Exports & Marketing Division, Calcutta, Rajashree Gases Division, Jagdishpur and Birla Pericase Division, Vizag and to hold office from the conclusion of this meeting until the conclusion of the next Annual General Meeting of the Company at a remuneration of Rs.9,96,000/- (Rupees Nine Lacs Ninety Six Thousand only) per annum for all the aforesaid seven divisions and reimbursement of out-of-pocket expenses, as may be incurred, in the performance of their duties."

ii) "RESOLVED THAT pursuant to the provisions of Section 228 and other applicable provisions, if any, of the Companies

Act, 1956, M/s. Khimji Kunverji & Co., Chartered Accountants, Mumbai and M/s. K.S.Aiyar & Co., Chartered Accountants, Mumbai, the retiring Branch Auditors, be and are hereby reappointed as the Joint Branch Auditors of the Company to audit the accounts in respect of the Company's Rayon Division, Veraval, and to hold office from the conclusion of this meeting until the conclusion of the next Annual General Meeting of the Company at a remuneration of Rs.1,60,000/- (Rupees One Lac Sixty Thousand only) per annum to each of them and reimbursement of out-of-pocket expenses, as may be incurred, in the performance of their duties."

iii) "RESOLVED THAT pursuant to the provisions of Section 228 and other applicable provisions, if any, of the Companies Act, 1956, M/s. S.R.Batilboi & Co., Chartered Accountants, Calcutta, the retiring Branch Auditors, be and are hereby reappointed as Branch Auditors of the Company to audit the accounts in respect of the Company's Jaya Shree Textiles Division, Rishra, Jaya Shree Insulators Division, Rishra and Rajashree Syntex Division, Midnapur and to hold office from the conclusion of this meeting until the conclusion of the next Annual General Meeting of the Company at a remuneration of Rs.2,78,000/- (Rupees Two Lacs Seventy Eight Thousand only) per annum for all the aforesaid three divisions and reimbursement of out-of-pocket expenses, as may be incurred, in the performance of their duties."

iv) "RESOLVED THAT pursuant to the provisions of Section 228 and other applicable provisions, if any, of the Companies Act, 1956, M/s. Khimji Kunverji & Co., Chartered Accountants, Mumbai, the retiring Branch Auditors, be and are hereby reappointed as Branch Auditors of the Company to audit the accounts in respect of the Company's Jaya Shree Insulators Division, Halol and to hold office from the conclusion of this meeting until the conclusion of the next Annual General Meeting of the Company at a remuneration of Rs.80,000/- (Rupees Eighty Thousand only) per annum and reimbursement of out-of-pocket expenses, as may be incurred, in the performance of their duties."

SPECIAL BUSINESS

7. To consider and, if thought fit, to pass with or without modifications, the following Resolution as an Ordinary Resolution:-

"RESOLVED THAT in partial modification of Resolution passed by the members of the Company at the Annual General Meeting held on 15th July, 1997 as set out at Item No.9 in the notice dated 12th May, 1997 for that meeting and pursuant to the provisions of Sections 198, 269 and 387 and all other applicable provisions, if any, of the Companies Act, 1956, including Schedule XIII thereof as amended upto date, consent of the Company be and is hereby accorded to the revision in the salary of Shri G.L. Moondra, Manager of the Company, from Rs.79,800/- (Rupees Seventy Nine Thousand Eight Hundred only) per month to Rs.94800/- (Rupees Ninety Four Thousand Eight Hundred only) per month with effect from 1st April, 1998, the other terms of remuneration, including perquisites, remaining the same as were approved at the Annual General Meeting of the Company held on 15th July, 1997, with liberty to the Board of Directors of the Company to alter and vary



the said terms and conditions from time to time in such manner as may be agreed to between the Directors of the Company and Shri G.L.Moondra, in the best interest of the Company."

8. To consider and, if thought fit, to pass with or without modifications, the following Resolution as a Special Resolution:-

"RESOLVED THAT pursuant to Section 31 and other applicable provisions, if any, of the Companies Act, 1956 and provisions of other statutes as applicable and subject to such approvals, consents, permissions and sanctions as may be necessary from the appropriate authorities or bodies, the Articles of Association of the Company be and are hereby altered as follows:-

- (i) In Article 1 relating to interpretation of various expressions, the following shall be inserted after the definitions of "in writing or written" and before the definition of "the Directors":
"Beneficial Owner" shall have the meaning assigned thereto in Section 2 of the Depositories Act, 1996;

"Depositories Act" means the Depositories Act, 1996 and shall include any statutory modification(s) or re-enactment thereof for the time being in force;

"Depository" shall mean a Depository as defined in Section 2 of the Depositories Act, 1996;

"Shareholder(s)" or "Member(s)" means the duly registered holder(s) from time to time of the Share(s) of the Company and includes the subscriber(s) to the Memorandum of the Company and also every person holding Equity Share(s) and/or Preference Share(s) of the Company as also one whose name is entered as the beneficial owner in the records of the Depository; and

"Debentureholder(s)" or "Securityholder(s)" means the duly registered holders from time to time of the debenture(s) or securities of the Company.

- (ii) After the existing Article 14, the following new Article 14A shall be inserted:

14A. Beneficial Owner deemed as absolute owner

Save as herein otherwise provided, the Company shall be entitled to treat the person whose name appears as the beneficial owner of the shares, debentures and other securities in the records of the Depository as the absolute owner thereof as regards receipt of dividends or bonus on shares, interest/premium on debentures and other securities and repayment thereof or for service of notices and all or any other matters connected with the Company and accordingly the Company shall not (except as ordered by the court of competent jurisdiction or as by law required and except as aforesaid) be bound to recognise any benami trust or equity or equitable, contingent or other claim to or interest in such shares, debentures or other securities as the case may be, on the part of any other person whether or not it shall have express or implied notice thereof.

- (iii) After the existing Article 16A, the following new Article 16B shall be inserted:

16B. Company entitled to dematerialise its shares, debentures and other securities

Notwithstanding anything contained in these Articles,

the Company shall be entitled to dematerialise its shares, debentures and other securities and to offer any shares, debentures or other securities proposed to be issued by it for subscription in a dematerialised form and on the same being done, the Company shall further be entitled to maintain a Register of Members/ Debentureholders/other Securityholders with the details of members/debentureholders/other Securityholders holding shares, debentures or other securities both in materialised and dematerialised form in any media as permitted by law including any form of electronic media, either in respect of the existing shares, debentures or other securities or any future issues thereof.

- (iv) The following shall be inserted as a new Article 16C after the proposed new Article 16B:

16C. Shares, Debentures and other Securities held in Electronic Form

In the case of transfer of shares, debentures or other securities where the Company has not issued any certificates and where such shares, debentures or other securities are being held in an electronic and fungible form, the provisions of the Depositories Act, shall apply.

- (v) After the existing Article 18, the following new Article 18A shall be inserted:

18A. Issue of Certificate, if required, in the case of dematerialised shares/debentures/other securities and rights of beneficial owner of such shares/debentures/other securities

Notwithstanding anything contained in Articles 15 to 18, certificate, if required, for a dematerialised share, debenture and any other security shall be issued in the name of the Depository and all the provisions contained in Articles 15 to 18 in respect of the rights of a member/debentureholder of the Company shall mutatis mutandis apply to the Depository as if it were a member/debentureholder/securityholder excepting that and notwithstanding that the Depository shall have been registered as the holder of a dematerialised share, debenture and any other security, the person who is the beneficial owner of such shares, debentures and other securities, shall be entitled to all the rights (other than those set out in Articles 15 to 18) available to the registered holders of the shares, debentures and other securities, in the Company as set out in the other provisions of these Articles.

- (vi) After the existing Article 31, the following proviso shall be inserted:-

Provided that the provisions relating to the waiver of the Company's lien, if any, on partly paid shares on registration for transfer of such shares shall also mutatis mutandis apply in respect of a dematerialised share, debenture and any other security, the beneficial owner of which is registered with the Depository and where such beneficial owner shall have transferred his dematerialised shares, debentures and other securities.

- (vii) After the existing Article 38, the following new Article 38A shall be inserted:



38A. Applicability of Depositories Act

Nothing contained in Articles 35 to 38 shall apply to the transfer of shares, debentures or other securities effected by the transferor and the transferee, both of whom are entered as beneficial owners in the records of the Depository.

Provided that in respect of the shares, debentures and other securities held by the Depository on behalf of a beneficial owner as defined in the Depositories Act, Sections 153, 153A, 153B, 187B, 187C and 372 of the Companies Act, 1956, shall not apply.

(viii) After the existing Article 44, the following new Article 44A shall be inserted:

44A. Closing of the Register of Members/Debentureholders/Securityholders in the case of dematerialised shares/debentures/other securities

- (a) The provisions of Articles 35 to 43 shall not apply in respect of any dematerialised share, debenture or other security, and the transfer of beneficial ownership of dematerialised shares, debentures and other securities shall be governed by the provisions of the Depositories Act.
- (b) The provisions of Article 44 regarding closure of Register of Members and Debentureholders for registration of transfer of shares and debentures shall mutatis mutandis apply with respect to the registration of the beneficial ownership of the dematerialised shares, debentures and other securities of the Company maintained by the Depository."

By Order of the Board

Ashok Malu

ASHOK MALU

Company Secretary

12th May, 1998

Regd. Office:

Veraval - 362 266 (Gujarat)

NOTES FOR MEMBERS' ATTENTION:

1. **A MEMBER ENTITLED TO ATTEND AND VOTE AT THE MEETING IS ENTITLED TO APPOINT A PROXY TO ATTEND AND VOTE INSTEAD OF HIMSELF AND THE PROXY NEED NOT BE A MEMBER.**
THE INSTRUMENT APPOINTING PROXY SHOULD, HOWEVER, BE DEPOSITED AT THE REGISTERED OFFICE OF THE COMPANY NOT LESS THAN FORTY EIGHT HOURS BEFORE THE COMMENCEMENT OF THE MEETING.
2. An Explanatory Statement pursuant to Section 173 of the Companies Act, 1956, in respect of items 5 to 8 of the Notice set out above, is annexed hereto.
3. The Register of Members and Share Transfer Books of the Company will remain closed from Friday the 26th June, 1998 to Friday, the 24th July, 1998 (both days inclusive) for the purpose of payment of Dividend.
4. Dividend, when sanctioned, will be made payable on or after 17th August, 1998 to those members whose names stand registered on the Company's Register of Members as on 24th July, 1998.
5. a) Members are requested to notify change of address, if any, with pincode quoting reference of their folio number.

b) In case the mailing address mentioned on this Annual Report is without the PINCODE, members are requested to kindly inform their PINCODE immediately.

6. Members are requested to make all correspondence in connection with shares and debentures held by them by addressing letters directly to the Share Department of the Company situated at the Registered Office of the Company at Veraval quoting reference of their folio numbers.
7. Pursuant to Section 205 A of the Companies Act, 1956, all dividends upto the financial year 1993-94, which remained unclaimed, have been transferred to the General Revenue Account of the Central Government. Members, who have not encashed their dividend warrants for the said period, are requested to claim the amount from :-

The Registrar of Companies-Gujarat
C.G.O. Complex
Opp. Rupal Park
Near Ankur Bus Stop
Naranpura
Ahmedabad - 380 013

In case any assistance is required, members may please write to the Company at its Registered Office.

Unclaimed dividend for the year 1994-95 will be transferred to the General Revenue Account of the Central Government by 15th September, 1998. Members, who have not encashed their dividend warrants for the said period, may please write immediately to the Company at its Registered Office.

8. Members who are holding Shares in identical order of names in more than one folio are requested to send to the Company the details of such folios together with the Share Certificates for consolidating their holdings in one folio. The Share Certificates will be returned to the Members after making requisite changes thereon.
9. **Non-resident Indian Shareholders are requested to inform the Company immediately:-**
 - (a) the change in the Residential status on return to India for permanent settlement.
 - (b) the particulars of NRE Bank Account maintained in India with complete name and address of the Bank, if not furnished earlier.
10. **To avoid the incidence of fraudulent encashment of the warrants, Members are requested to intimate the Company under the signature of the Sole/First Joint holder, the following information, so that the Bank Account Number and Name and address of the Bank can be printed on the Dividend Warrant:-**
 - 1) **Name of Sole/First Joint holder and Folio No.**
 - 2) **Particulars of Bank Account, viz.**
 - i) Name of the Bank
 - ii) Name of Branch
 - iii) Complete address of the Bank with PinCode Number
 - iv) Account Type, whether Savings (SB) or Current Account (CA)
 - v) Bank Account Number allotted by the Bank
 - vi) 9 Digit Code Number of Bank & Branch appearing on the MICR Cheque issued by the Bank (Please attach the photocopy of a cheque or a blank cancelled cheque issued by your bank for verifying the accuracy of the code number).



11. Depository System

The Company has, consequent to the introduction of the Depository System, entered into an agreement with National Securities Depository Limited (NSDL). Members, therefore, now have the option of holding and dealing in the shares of the Company in the electronic form.

A number of benefits flow in the case of dealings of securities in the electronic form, viz.

- (i) No stamp duty on transfer - a direct saving of 0.5%.
- (ii) 0.25% to 1% per annum reduction in interest rates on loans against demat shares.
- (iii) 0.25% to 0.5% reduction in brokerage for trades in demat shares.
- (iv) No bad deliveries.
- (v) No risks like loss, theft, mutilation, etc. associated with physical shares.

Members may approach any of the depository participants to dematerialise (i.e. conversion of physical form of share certificates into electronic form) their share certificate(s) and hold their shares in electronic form.

ANNEXURE TO NOTICE

Explanatory Statement pursuant to Section 173(2) of the Companies Act, 1956 in respect of special items of business mentioned in the Notice.

Item Nos.5 and 6

Although not strictly necessary, this Explanatory Statement is being given in respect of the Resolutions mentioned in these items of the Notice, since the Resolutions for the appointment/re-appointment of the retiring Auditors and the Branch Auditors will be proposed as Special Resolutions in view of the provisions contained in Section 224A of the Companies Act, 1956. Section 224A of the Companies Act, 1956 provides, inter-alia, that in the case of a company in which not less than 25% of the subscribed capital is held whether singly or in combination by public financial institutions, nationalised banks or any insurance company, the appointment or re-appointment at each Annual General Meeting of the auditors shall be made by a Special Resolution. The Financial Institutions, Banks and Insurance Companies at present hold and are likely to continue to hold at the date of ensuing Annual General Meeting, more than 25% of the subscribed share capital of the Company which necessitates the passing of the Special Resolutions.

The Auditors have forwarded their respective Certificates to the Company stating that their re-appointment, if made, will be within the limit specified in Section 224 (1B) of the Companies Act, 1956.

Item No.7

Shri G.L.Moondra was re-appointed as Manager of the Company with effect from 1st October, 1997, at the 40th Annual General Meeting of the Company held on 15th July, 1997 on the terms as set out in that Resolution with liberty to the Board of Directors of the Company to effect such increases from time to time as it thinks fit within the limitations in that behalf as contained in Schedule XIII to the Companies Act, 1956. In view of the inflationary trend and the increase in the business activities of the Company, the Board of Directors has deemed it fit to increase the monthly salary payable

to him in the manner set out in this Resolution. The other terms and conditions of his remuneration for the relevant period remain the same as approved by the Members at the aforesaid Annual General Meeting of the Company held on 15th July, 1997.

Although the above increase by the Board is within the limits set out in Schedule XIII and the Board was also so authorised by the Members at the Annual General Meeting held on 15th July, 1997, the Department of Company Affairs has been taking the view that each such increase should again be approved by the Members in the General Meeting and hence the Resolution set out in this item of the Notice is commended for your acceptance.

Copy of the Resolution passed at the Annual General Meeting of the Company held on 15th July, 1997 is available for inspection of the Members at the Registered Office of the Company between 10.00 A.M. and 12 Noon on all working days (except Sundays and Public Holidays) upto the date of the Annual General Meeting.

As no Director is interested in the appointment of Shri G.L.Moondra as Manager of the Company, there is no requirement to circulate an abstract as required by Section 302 of the Companies Act, 1956, although the details set out in this resolution may be treated as one.

Item No.8

Consequent to the introduction of the Depository System and setting up of National Securities Depository Limited (NSDL) and considering the benefits of scripless trading, your Company, with a view to provide better services to investors, has entered into an agreement with NSDL to have electronic depository facilities for the shares of the Company.

Certain provisions of the Articles of Association pertaining to issue, holding, transfer, transmission and dealing in shares and other securities as also certificates thereof which were framed on the basis of the relevant provisions of the Companies Act, 1956, require amendment so as to facilitate the functioning of the Depository System pertaining to issue, holding and dealing in scripless shares and securities so as to bring them in line with the relevant provisions of the Depositories Act and the same are self-explanatory.

A copy each of the Agreement entered into with NSDL and the existing Memorandum and Articles of Association of the Company together with the proposed alterations is available for inspection between 10.00 A.M. and 12 Noon on all working days (except Sundays and Public Holidays) upto the date of the Annual General Meeting.

The Board commends the resolution mentioned at Item No.8 of the Notice for your acceptance.

None of the Directors of the Company is, in any way, concerned or interested in the resolution.

12th May, 1998
Regd. Office:
Veraval - 362 266 (Gujarat)

By Order of the Board

Ashok Malu

ASHOK MALU
Company Secretary

MD	<input checked="" type="checkbox"/>		BKC	<input checked="" type="checkbox"/>
CS	<input checked="" type="checkbox"/>		DPY	<input checked="" type="checkbox"/>
RO	<input checked="" type="checkbox"/>		DIV	<input checked="" type="checkbox"/>
TRA	<input checked="" type="checkbox"/>		AC	<input checked="" type="checkbox"/>
AGM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	SHI	<input checked="" type="checkbox"/>
YE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

management buzz words.

A tremendous lateral thinker, he could put things in the right context, distil and retain only that which could add value.

Shri Aditya Birla was a man with tremendous foresight. A man who could take a visionary view of the future, understand how a company would need to adapt itself to the changing scenario. A man with the courage to act upon his convictions. A man with a mind that was years ahead of others.

These are the qualities that all of us at the Aditya Birla Group have imbibed from him. They form the basis of our business. By thinking forward and being proactive, the Aditya Birla Group stays 'mind years ahead' of the competition.

"Let us be partners in the prosperity that India offers, in the globalisation of Indian industry."

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TOWARDS THE NEXT MILLENNIUM

The coming new millennium will bring with it, new challenges and expectations. At the Aditya Birla Group, we already have our sights firmly focussed on the future. We aim to capitalise on our strengths to remain at the core of the core sector in India and expand our global presence.

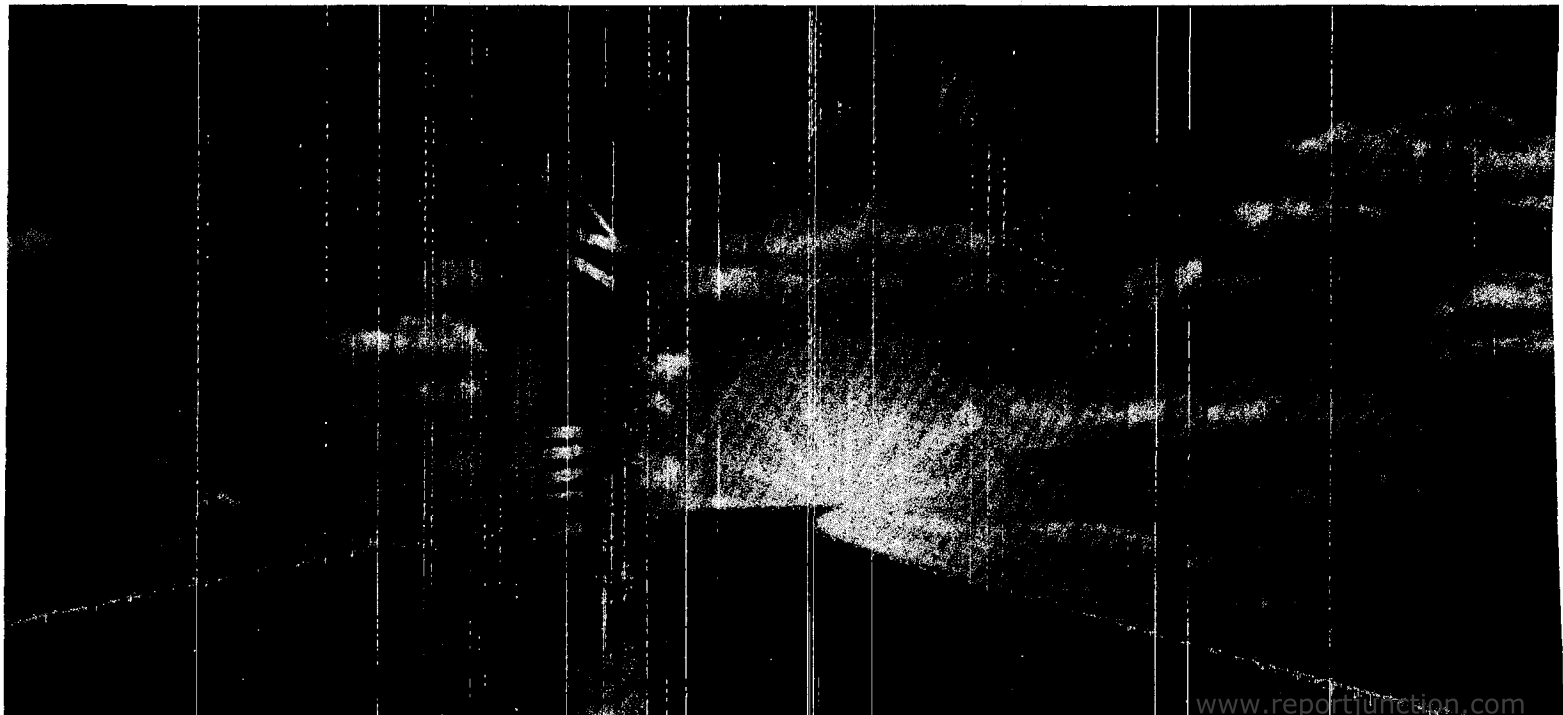
With a commitment to enhance long-term shareholder value:

- *We will retain and build on our leadership in our existing core businesses.*
- *With our customers at the top of our minds, we anticipate their needs in order to create new markets.*
- *We continuously upgrade the quality of our products and services, by using the latest technological advances, to create growth through partnership with our customers.*
- *We constantly hone our skills in continuous improvement, cost reduction and knowledge integration.*
- *We build linkages forward and backward to gain control over critical inputs and to enhance our focus on value-added products.*
- *We use our strengths to seize emerging opportunities in key core sectors.*
- *We aim to develop a clear sustainable advantage to be a dominant player in our new business ventures.*
- *Our benchmark is the world's best.*

The key to our success in these endeavours lies in the strength of our human resources. We have in place the right people in the right positions. We have set in motion, new people development processes to help our people reach optimum levels of performance. Because, we believe, as our people grow, the Aditya Birla Group grows.

*Kumar Mangalam Birla,
Chairman Aditya Birla Group.*

"A leader leads by personal example, creating a team, delegating responsibility and choosing the right man for the right job."



THE ADITYA BIRLA GROUP
COMMITTED TO DELIVER VALUE FOR ITS
CUSTOMERS, INVESTORS, SHAREHOLDERS AND EMPLOYEES

Since 1947, the Aditya Birla Group has been committed to the future of India. Its quality products and commodities reach out to the core sector. In industries such as Aluminium, Cement, Viscose Staple Fibre, Viscose Filament Yarn, Caustic Soda, Pulp, Chemicals, Fertilisers, Sponge Iron, Carbon Black, Petroleum Refining, Power and Telecommunications - all of which are key to the growth of a nation.

While establishing its leadership position in the core sector and continuing its never-ending quest for excellence, the Aditya Birla Group has leveraged its competencies to become a truly world-class global corporation.

The Group has joint ventures with global majors including AT&T (USA) for telecommunications, Powergen (UK) for power and Capital International (USA) for financial services. In the refining sector it has a joint venture with Hindustan Petroleum Corporation Limited, one of India's largest oil companies.

Its 60 state-of-the-art manufacturing units - all ISO 9002 certified and with environmentally compatible technologies - span India, Thailand, Indonesia, Malaysia, Philippines, Egypt and Canada as well. All these units are set up with know-how from globally renowned companies.

Alongside, its international trading operations encompass countries like Singapore, Dubai, UK, USA, South Africa, Tanzania, Myanmar and Russia. It was the only Group to have been termed "a truly global multinational corporation" by Euromoney in 1994.

The Group recently took over the Atholville Pulp Mill situated in New Brunswick, Canada. The mill will provide 110,000 tons of Dissolving Grade Chemical Wood Pulp to Group Companies - Grasim Industries, India, Thai Rayon Public Company, Thailand and P.T. Indo Bharat Rayon, Indonesia. This is the Group's first major acquisition overseas.

India's second largest business house, the Aditya Birla Group enjoys a dominant position in all the sectors in which it operates. The Aditya Birla Group is the world's largest producer of Viscose Staple Fibre and the largest single location Refiner of Palm Oil. It is the world's third largest producer of Insulators and the sixth largest producer of Carbon Black.

"When suggestions are given, the first reaction should be: yes, it can be done. A positive bent of mind should guide us."

* Quotes excerpted from: 'Aditya Vikram Birla: A Biography'



MR. KUMAR MANGALAM BIRLA

In India, the Group is the single largest producer of Viscose Filament Yarn, Aluminium, Grey Cement (at a single location), White Cement and Rayon Grade Pulp. It is also the only producer of linen in the textiles industry in India.

The Aditya Birla Group's total turnover for 1997-98 crossed Rs. 20,000 crores. Its fixed Assets are in the region of Rs. 18,000 crores. The Group employs more than 140,000 people in over 15 countries.

A learning and growing organisation, this Vision-driven Group fosters a culture that promotes excellence and rewards entrepreneurship. It endeavours to make the workplace a source of creativity, innovation and self-fulfilment for all employees. Fostering a corporate culture where there is a high level of commitment. A sense of shared destiny and company mindedness.

As a responsible corporate citizen, the Group works with a missionary zeal for the larger good of society. The Aditya Birla Group inherently believes in the trusteeship concept of management. Consequently, part of its profits are ploughed back into meaningful welfare-driven initiatives that make a qualitative difference to the life of a people.

The Group's flagship companies - Grasim Industries, Hindalco Industries, Indian Rayon and Industries and Indo Gulf Fertilisers and Chemicals Corporation - rank among India's top 50 most respected and admired corporations.

The Aditya Birla Group operates a decentralised, professionally managed, responsive organisation, led by Mr. Kumar Mangalam Birla, supported by an experienced international management team.

We, in Indian Rayon, are proud to be a part of this fine Group.



INDIAN RAYON AND INDUSTRIES LTD.