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Form of Proxy and Attendance Slip



Our Values

Our Values are our unstinted commitment to our stakeholders

- Innovation
- Agility
- Respect
- Excellence

Trust, integrity and transparency are imbibed in our conduct.

Purpose

Our superior germplasm combined with technology and bioscience capability gives us a robust platform for growth. While continuing with traditional breeding principles, we have adopted technological advancements for our crop research. At the core of our heart, we believe that it is our purpose to deliver value to the farmers and help them in increasing their yields.

Our Vision

Driving Sustained Growth through World-Class Plant Genetics & Innovative Technology.

While our purpose statement indicates why we exist, our vision statement conveys our strategy, intent, objective and the driving force to accomplish our vision.

Strategy

Create / Acquire breakthrough products

Focus on high quality production

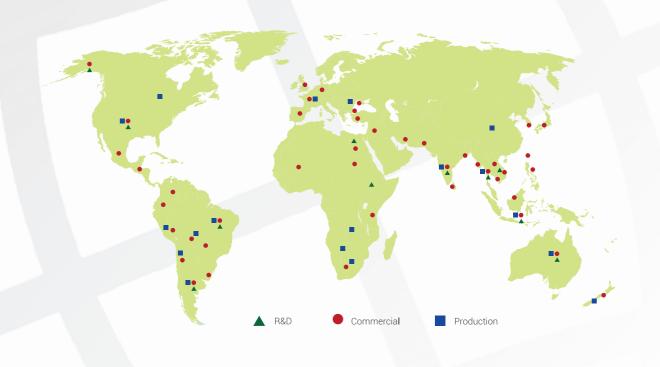
Market aggressively aimed at customer satisfaction

Maintain high level of operational efficiency and

Retain talent through a transparent Performance Management System

- Resulting in a profitable & cash rich business

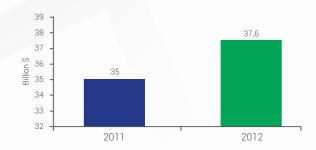
A Global Presence

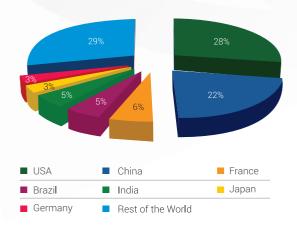


Global Commercial Seed Market Size

Global Seed Market Value

Total seed market size - 37.6 Billion \$ Global annual growth rate - 8.8%





Global Commercial Seed Market

- Breakdown by Country

Source: Global Seed Market Report 2013- Philipps McDougal

Acquisitions

Strategic acquisitions have given an edge to Advanta in terms of market access and portfolio expansion. We have successfully completed six acquisitions.

ACQUISITIONS FROM 2007 - 2010

COMPANY	COUNTRY	CROP	FROM	
Longreach	Australia	Wheat	Syngenta	
Golden and Unicorn	India	Vegetables	Promoter	
Garrison Townsend	USA	Sorghum	Promoter	
Advanta Pacific	USA	Sunflower	Limagrain	
Crosbyton Seed	USA	Sorghum	Promoters	

ADVANTA IS A UNIQUE PLACE WHERE MODERN SCIENCE CO-EXISTS WITH TRADITIONAL VALUES

Global Manpower Strength

R&D	Admin & HR	Finance	ΙΤ	Production	Processing	Quality Control	Marketing/ Sales	Product Development	Others	Total Manpower
164	60	37	11	95	85	15	106	26	41	640

Five-year consolidated financial summary

(₹ in Lacs) 2009 2012 2013 **Accounting Year** 2010 2011 65,058.68 91,181.14 65,357.45 **Total Sales** 1,02,772.81 1,17,928.25 Total Income 69,834.04 70,652.07 95,214.92 1,07,299.46 1,26,256.24 7,135.96 13,330.17 16,408.83 18,698.29 Earnings before Depreciation, Interest, 10,102.03 Amortisation and Tax (EBIDTA) Profit after tax & minority interest 2,705.03 (2,745.29)1,229.05 5,936.27 4,448.71 Gross fixed assets 78,963.04 85,989.27 93,796.36 95,033.91 1,02,463.20 Net fixed assets 71,062.86 74,563.75 76,293.43 66,489.05 72,903.51 **Gross Debt** 47,104.70 60,825.44 67,504.95 57,997.34 83,936.42 Net worth 51,091.01 50,220.92 54,138.13 56,571.99 62,151.47 Cash & cash equivalents 3,356.43 6,093.60 15,108.95 14,860.17 17,572.97 Earning per share ₹ * 16.06 (16.30)7.29 5.28 35.21 Book value per share ₹ * 303.36 298.01 321.21 73.69 335.48 Debt equity ratio (on Gross Debt) 0.92:1 1.21:1 1.25:1 1.03:1 1.35:1 0.86 : 1 Debt equity ratio (on Net Debt) 1.09:1 0.97 : 1 0.76:1 1.07:1 Net profit/sales (%) 4.16 (4.20)1.35 5.78 3.77

10.00

(5.47)

2.27

10.49

7.16

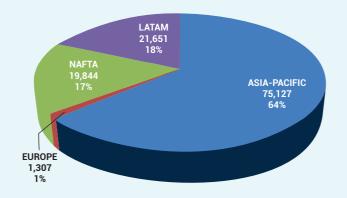
Crop Sales

Dividend on equity shares (%)

Return on net worth (%)

	Value (INR Lacs)	Contribution to Total Sales
Conventional Seed Sales	110,216	93%
Genetically Modified Seed Sales	7,712	7%
All Crop Sales	117,928	100%

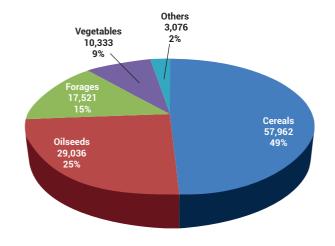
Segment Sales



Geography	Amount (₹ Lacs)			
Asia-Pacific	75,127			
Europe	1,307			
NAFTA	19,844			
LATAM	21,651			
TOTAL	1,17,928			

^{*} Shares of ₹10/- each stands sub-divided into five equity shares of the face value of ₹2/- each in 2013.

Cropwise Sales



Crop	Amount (₹ Lacs)			
Cereals	57,962			
Oilseeds	29,036			
Forages	17,521			
Vegetables	10,333			
Others	3,076			
TOTAL	1,17,928			

Five-year financial summary-acquired business

(₹ in Lacs)

Advanta US Inc					
Accounting Year	2009	2010	2011	2012	2013
Total Sales	9,757.10	12,140.84	14,395.83	15,580.02	21,597.79
Total Income	9,783.05	12,226.40	14,424.99	15,843.13	22,124.70
Earnings before Depreciation, Interest, Amortisation and Tax (EBIDTA)	774.66	1,384.10	2,207.83	3,058.71	5,268.54

Longreach*					
Accounting Year	2009	2010	2011	2012	2013
Total Sales	1.89	-	-	168.38	157.46
Total Income	288.57	564.18	1,467.65	1,671.21	3,042.09
Earnings before Depreciation, Interest, Amortisation and Tax (EBIDTA)	(631.77)	(855.27)	(512.71)	(280.70)	657.60

^{*} Advanta Limited having 70% share

CEO Message

Dear shareholders,

At Advanta, we strive to bring technological solutions to our farmers (customers) around the globe through our enhanced seeds focusing in our global core growth crops: canola, corn, sorghum and sunflower. We deliver innovative products developed through our own research engine as well as through key partnerships around the world.

Over the years, we were able to deliver important milestones, financially as well as strategically.

In the last quarter of the year, we marked a very important milestone in Advanta's growth strategy as we took strong steps to consolidate as a truly international company targeting growth importantly in North and South America, Eastern Europe, Africa, South East Asia and India.

Today, our international market represents the largest portion of our business. Our most important geographies in terms of EBITDA are South East Asia (including Thailand), North and South America, Australia and India. From crop point of view, Sorghum is our major contributor in terms of gross margins, followed by corn, canola and sunflower. We are the largest sorghum seed suppliers in the world.

