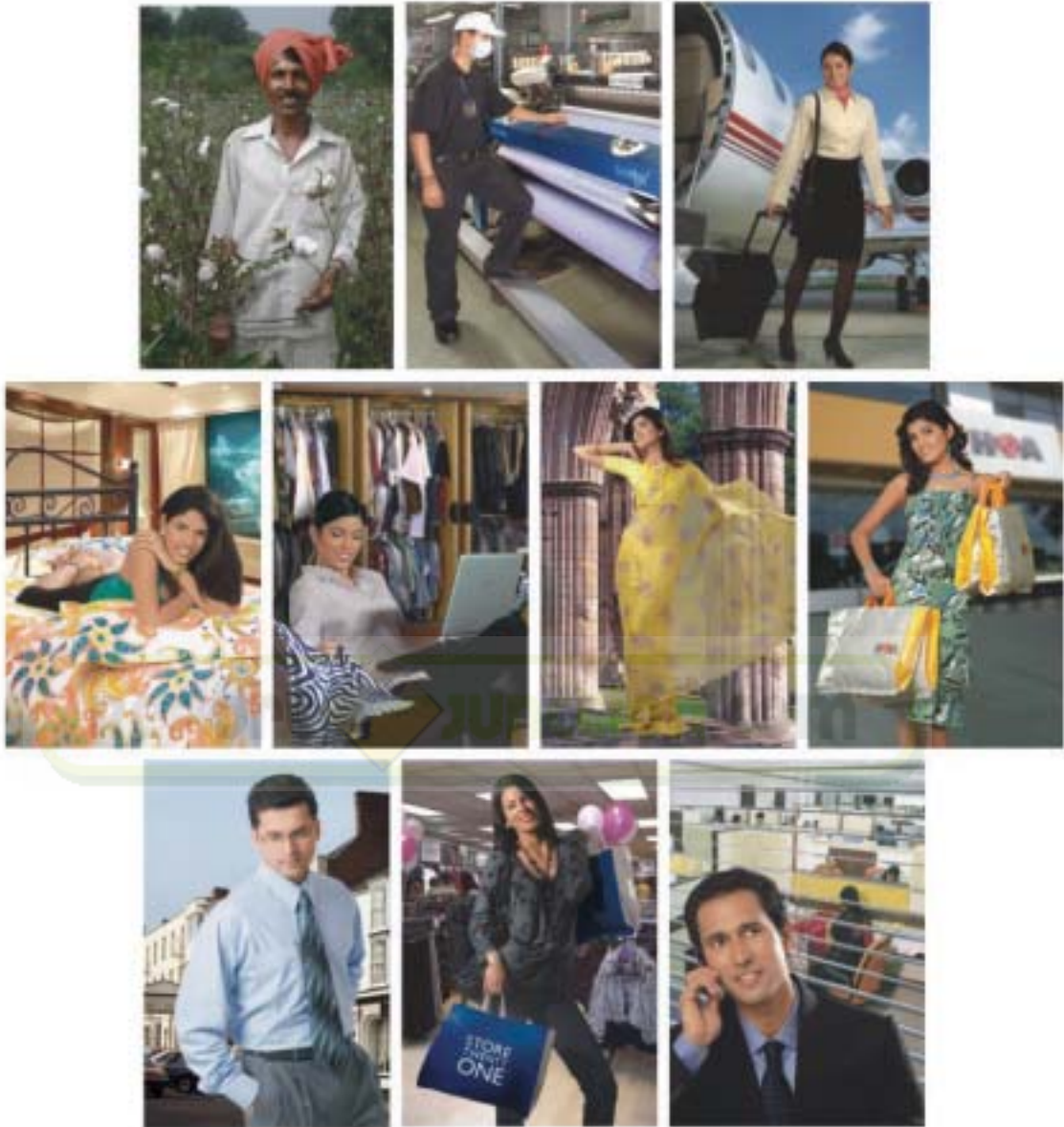


## 22<sup>nd</sup> ANNUAL REPORT 07-08



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# KEY HIGHLIGHTS OF 2007-08

Turnover increased by 18.95% to  
Rs. 2170.41 crores

Exports increased by 61.58% to  
Rs. 1036.89 crores

EBITDA\* increased by 33.29% to  
Rs. 547.75 crores

Profit After Tax\* increased by 24.08% to  
Rs. 167.73 crore

Dividend recommended at  
Rs. 1.20 per share

Total Assets Rs. 7887.79 crores

Total Networth Rs.1431.34 crores

Book Value at Rs. 70.59

EPS at Rs. 11.40

CEPS at Rs. 20.53

\*Excluding forex gain of Rs. 43.63 crores (net of tax Rs.30.93 crores)



# CORPORATE OBJECTIVE

To ensure total customer satisfaction

To be a global textile enterprise

To attain leadership in all facets of operation and meet global standards of cost, quality and pricing

To constantly provide opportunities and create values for all the employees and society at large

To maximize profit and shareholders wealth

# QUEST FOR EXCELLENCE

## Alok is committed to:

Achieving the highest international standards in all aspects of its diverse businesses

Offer innovative, customised and value added solutions to all its customers

Benchmarking against and implementing best in class management practices and technologies in order to grow and diversify its businesses and sharpen its competitive strengths

Being an equal opportunities employer, developing the skills of its human capital and enhancing their productivity

Being fair to all who are participants in its businesses

Growing stakeholders' benefits, while simultaneously protecting and enhancing the welfare of the environment in which it operates







# ORGANIC COTTON

"With an impressive state of the art spinning, raw cotton fiber at Alok is our major input.

As a responsible corporate citizen adhering to the triple bottom line approach, we are seriously committed to 'greening' of the textile business and promote fair trade practices. This requires for an increased use of organic and Fair Trade cotton – a practice that benefits the entire textile chain: the marginal cotton growers of the country, Alok as a manufacturer of quality textiles and the retailers.



**Jitender Kumar**  
Asst. Vice President  
(Cotton Procurement)

The cotton growers get fair price of their produce, Alok gets consistent supplies of raw material, vendor loyalty and customer delight and retailers get premium and niche cotton products at competitive prices. Since growing organic cotton sans the use of hazardous agro-chemicals and fertilizer inputs and nurtures the life of the land, we are making a humble effort to leave a safer world for those who will inhabit it in future."

Making business eco-friendly and contributing towards cleaner environment are not just socially desirable objectives – they make immensely sound business sense, too. Today textile manufacturers and retailers across the world recognize the need for sustainability and fair prices for the products they buy – and are willing to pay a premium for the efforts that it takes.

We have tied up with renowned Organic and Fair Trade cotton projects in Maharashtra, Madhya Pradesh and Andhra Pradesh in India and also in West Africa for the supply of Organic and Fair Trade cotton and we would continue to explore more such opportunities in future."







REPORT



# COTTON YARN



Anil Nair  
Vice President  
(Cotton Yarn)

"We are an end-to-end textile solutions company — and in that, cotton yarn is an intrinsic part of the value chain. The in-house availability of all kinds of world-class yarns for woven and knitted fabrics provides Alok a considerable competitive edge in all its product categories."

Alok spins a fine combed, carded and flat cotton and cotton blended yarns for a wide range of applications. Our greige and dyed yarns meet the highest international quality standards and are considered amongst the best in India.

Our expansion of spinning capacities will be completed by the end of current financial year, which would increase our capacities from 20,500 tpa to 58,500 tpa. This would make Alok amongst the largest producers of cotton yarn in India, equipped with the best possible technology and capable of producing finest quality of yarn at the most competitive prices. And the customer is and will be the winner."





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