

C E L E B R A T I N G



Y E A R S

1986-2011

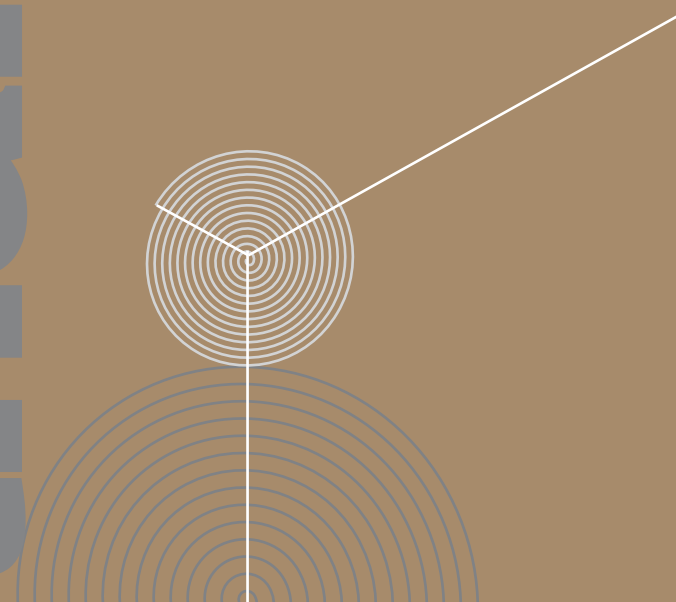
**Driven by a Vision
Leadership in Textiles**



25 Annual Report 2010-11

Thank you for contributing to our silver anniversary

We are celebrating 25 eventful years. Silver Jubilee is a milestone which has very special significance in the life of any institution. It signifies a coming of age and maturity...We believe this is the time to look back, and thank every person who has contributed in our journey so far...



REMEMBRANCE



Late Bhagirathmal J. Jiwarajka
(14 November, 1925 - 17 September 2002)
Founder Chairman



***Naiva tasya krtenartha nakrteneha kascana
Na casya sarvabhutesu kascidarthavyapasrayah***

He attaches nothing to the results of his action.
Thus gain and loss resulting from his actions mean the same to him.
He doesn't need a purpose therefore to motivate him into action

***Tasmadasaktah satatam karyam karma samacara
Asakto hyacarankarma paramapnoti purusah***

Therefore do your duty without any attachment to the
fruits of your work, for only by acting without attachment,
you will be able to realize God.

On this special occasion, the 25th anniversary of our company, we
bow in reverence to our Chairman, the Late Bhagirathmal J. Jiwrajka,
a man of the highest integrity with loyalty and devotion to high ideals,
a man of conscience and hard work.

He guided the affairs of the company with a sure and steady hand.
His simplicity and humility were transparent.
Behind them was a clear vision of mature mind
and profound wisdom. He taught us the virtues of austerity,
simplicity and consensus. We pledge to continue to live and govern by
his principles of integrity, honesty, commitment and trust.

about us

Alok Industries Limited, one of India's largest vertically integrated textile companies, provides end-to-end solutions through five core divisions: Cotton Yarn, Apparel Fabric, Home Textiles, Garments and Polyester Yarn.

With over two decades of experience, Alok is the choice for quality textile products at internationally competitive prices and dependable delivery schedules. The company constantly adopts new technology to widen its product range. Through a planned and focused expansion, Alok is today a leading player in each of its product segments.

Alok's large customer base comprises domestic and overseas retailers, garment exporters in India and converter countries who are vendors to major international labels. They include some of the world's largest retailers and India's largest manufacturers of apparel and home textiles.

About 35% of Alok's production is exported to over 70 countries, with major markets being US, Europe, Latin America, Asia and Africa.



Vision & Mission

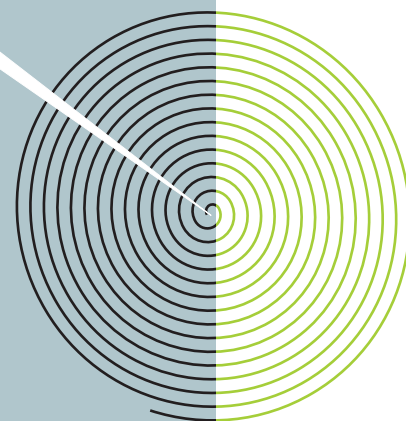
Vision

To be the world's best integrated textile solutions enterprise with leadership position across products and markets, exceeding customer and stakeholder expectation. The barometer of our success would be our ROCE.

Mission

We will:

- Offer innovative, customised and value added services to our customers
- Actively explore potential markets & products
- Optimise use of all resources
- Maximise people development initiatives
- Become a process driven organisation
- Be a knowledge leader and an innovator in our businesses
- Exceed compliances and global quality standards
- Be an ethical, transparent and responsible global organisation





contents

Thank You	1	Report on Corporate Governance	95
Remembrance	2	Shareholder's Information	105
About Us	4	Auditor's Certificate on Corporate Governance	111
Vision & Mission	5	Company Secretarial Compliance Certificate	112
Key Highlights 2010-11	7	Certification by MD and CFO	113
Textile Trivia	8	Auditor's Report	114
Milestones	10	Annexure to the Auditor's Report	115
Alok at 25	12	Balance Sheet	118
25 Years Financial Highlights	28	Profit and Loss Account	119
Partners' Speak	30	Cash Flow Statement	120
Board of Directors	34	Schedules	122
Young Leaders	37	Balance Sheet Abstract and Company's General Business Profile	153
Core team	38	Statement Pursuant to section 212(3) and 212(5) of the Companies Act, 1956 relating to subsidiary companies	154
General Information	46	Consolidated Reports	156
Financial Highlights	48	Auditor's Report on Consolidated Statements	157
Key Ratios	49	Consolidated Balance Sheet	158
Chairman's Message	50	Consolidated Profit & Loss Account	159
Managing Director's Message	52	Consolidated Cash Flow Statements	160
Jt. Managing Director's Message	53	Consolidate Schedules	162
Did You Know	54	Notes	192
Notice	56		
Annexure to the Notice	59		
Director's Report to the Shareholders	60		
Did You Know	68		
Management Discussion & Analysis Report	70		
Did You Know	93		

Turnover increased by 48.18% to ₹ 6,388.43 crore

Exports increased by 42.24% to ₹ 2,217.43 crore

EBIDTA increased by 38.02% to ₹ 1,756.35 crore

Profit After Tax by 63.48% to ₹ 404.36 crore

Dividend at ₹ 0.25 per share

Total Assets at ₹ 13,259.04 crore

Total Networth at ₹ 3,097.59 crore

Book Value at ₹ 39.32

EPS at ₹ 5.13

CEPS at ₹ 12.90

**key
highlights
2010-11**

Textile

Timeline

- 7000 years back : Cotton fibre is discovered in Ancient Mexico
- 5800 BC : Cotton fabric is discovered in a cave near Tehuacán, Mexico
- 300 BC : Ancient Egyptians, Greeks, and Romans use soda ash prepared from burned seaweed to bleach and whiten cloth
- Before 220 AD : Textile printing originates in China
- 1589 : Englishman, William Lee constructs first knitting machine
- 1764 : Spinning jenny invented by James Hargreaves - the first machine to improve upon the spinning wheel
- 1785 : French scientist Claude Berthollet discovers application of chlorine as an excellent a bleaching agent
- 1790 : Thomas Saint invents first sewing machine
- 1804 : Joseph Marie Jacquard invents the Jacquard Loom
- 1843 : Dobby loom is discovered
- 1844 : John Mercer of Great Harwood, Lancashire, England devises mercerisation process which treats cotton fibres with sodium hydroxide
- 1856 : William Perkin invents the first synthetic dye
- Mid-19th Century : Terry or Turkish towels with its origin in Constantinople, Turkey is for the first time woven by power driven looms in the European countries