

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**

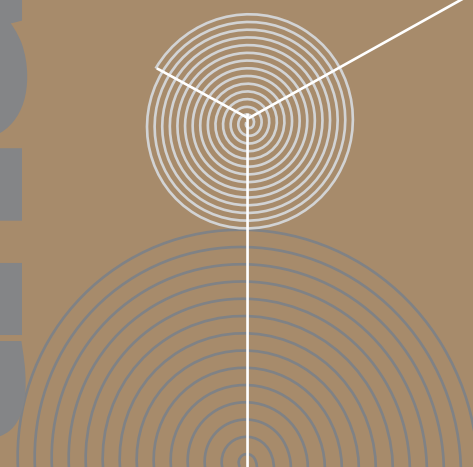


25 Annual Report 2010-11



## **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**



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***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.

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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.



STORE  
TWENTY  
ONE



# Vision & Mission

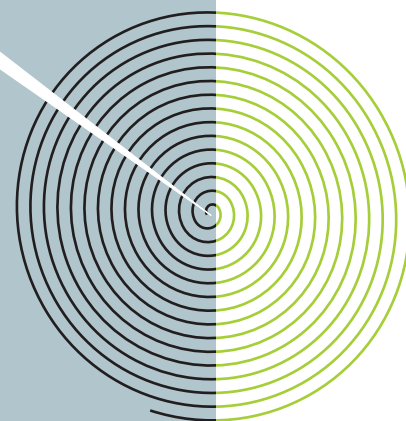
## Vision

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





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**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