

passion

Remote locations. Logistical issues. Project timelines. Demanding clients. Torrential rains. Undulating terrain. Hostile environment.

The business of seismic survey services is challenging. There is but one reason why we have endured over the last two decades.

Passion.

A passion derived out of our *focus* emerging among the largest geophysical service providers in the world. The *enthusiasm* to embrace challenges irrespective of the terrain, climate, geography or timelines.

The awareness to live our role as a *responsible* corporate citizen.

And the need to stay attractively *profitable* at all times.

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stay focused



stay focused

We believe that large gains are best accrued when companies stay focused on what they believe is their goal. Because the more one does the same thing, the better one gets at it. In jargon: 'core competence.'

Alphageo went into the business of seismic services in 1987. And focused on this space. Avoiding distractions and deviations.

Strengthening our presence. Widening our presence. Deepening our presence.

The result is that Alphageo has been the largest private sector provider of seismic survey services in India for more than two decades.

focused on scale



In the business of seismic services, scale is critical.

Scale makes it possible to sustain organisational momentum more effectively in line with industry growth than if the business was small and inconsequential.

Scale makes it possible to be respected and accepted by large E&P players. It gives our clients the confidence that we will leverage our organisational depth to deliver projects on schedule and to the satisfaction of clients.

Alphageo is attractively placed in this regard.

The Company is the largest merchant (non-captive) seismic services company in India today, the first point of reference for all seismic service requirements and an attractive industry proxy.

- The Company increased crew sets from two in 2001-02 (2D capable) to four in 2005-06 (two crew sets 3D capable and two crew sets 2D capable) to four in 2009-10 (all 3D capable); one crew set represents 30 people and an investment of Rs. 250 million in equipment and ancillaries.

- The Company invested Rs. 856.18 million in gross block in the five years leading to 2009-10, 82% of its gross block as on March 31, 2010.

- The Company increased channel count (key growth metric) from 6,000 in 2005-06 to 12,500 in 2009-10.

As a result, the Company increased its business at a 26% CAGR in revenue from Rs. 76 million in 2001-02 to Rs. 239 million in 2005-06 and Rs. 783 million in 2009-10 and can manage multiple 3D seismic data acquisition projects simultaneously.

focused on technology



The application of cutting-edge technology in this technology-intensive sector makes it possible to locate subterranean hydrocarbon reserves with speed and accuracy.

The faster we do so, the quicker our client is likely to engage in extraction. The more accurately we do so, the more efficient the client's spending. Besides, the wider our technology bandwidth, the easier our enlistment by large, demanding clients.

Alphageo invested proactively in reinforcing its technology.

- The Company invested in state-of-the-art proven 24-bit Delta Sigma technology with cable telemetry ION System Four and the state-of-the-art ION Scorpion systems for 3D survey and the most sensitive, distortion free SM 24 sensors with a full set of auxilliary equipment capable of acquiring 2D and 3D seismic acquisition data.
- The Company invested in a dedicated data processing centre to undertake 2D processing and 3D QC processing.
- The Company invested in full-fledged seismic data processing and analysis software Vista and ProMax with advanced interactive workstations and the most widely used software for 2D/3D seismic data interpretation on workstations developed by Landmark Graphic Corporation of USA.
- The Company increased the channel count to 12,500.

As a result, the Company is equipped to undertake 2D and 3D seismic survey projects. In a number of cases, it upgraded 2D seismic survey projects to 3D, in addition to the successful execution of a number of projects comprising 2D and 3D seismic data acquisition.

focused on customers



In the business of the oil and gas sector, the number of upstream clients is relatively limited owing to the complex capital-intensive nature of the business.

Besides, customers comprise large domestic and multinational corporates with stringent operational standards, necessitating systemic and process benchmarking with global standards.

Alphageo is a preferred service provider to a number of such companies.

Over the years, the Company has helped take the business of its customers ahead through the following initiatives:

- Provided the entire basket of services in the geophysical services space
- Upgraded technology and scale to meet the growing demand of its clients
- Created a team of experienced geologists, geophysicists, reservoir engineers and survey engineers with an exposure to different global basins
- Reinforced a culture of going beyond the ordinary leading to client delight

This is the result: our clients include leading global and domestic names in the oil and gas sector like ONGC Ltd, Oil India Ltd, Tullow India Operations Ltd, Hardy Oil and Gas Plc., Geopetrol International Inc., Canoro Resources Ltd, Interlink Petroleum Ltd and Essar Oil Ltd, among others. Besides, a high 87% of income was derived from existing clients in 2009-10.

stay enthusiastic

stay enthusiastic

In a challenging business like ours, enthusiasm segregates successful companies from the others.

Our enthusiasm reflects in a number of ways: the willingness with which we agree to work in challenging – politically, socially, logistically and climatically – terrains, the speed with which we deploy our people in these locations, the ease with which we set up support facilities in the back of beyond and our 'do-it-iveness' irrespective of deadline urgency.

We have a 'can-do' soul in a 'must-do' body.

enthusiastic about knowledge



In a business where the subterranean layer one encounters is always different from what one has encountered in the past, the ability to lucidly interpret geological formations comes down to experience.

The experience of having worked in different terrains, the experience of having comprehended different subterranean layers and the experience of having translated this information into hydrocarbon potential for the benefit of our dozens of clients.

Alphageo has invested richly in this knowledge repository through its cumulative experience on the one hand and the recruitment of professionals with competence on the other.

The Company's knowledge repository comprises the following:

- About 10,000 person-months of experience of having worked in challenging terrains
- Diverse terrain knowledge through successful project execution in 12 Indian states
- Superior operational experience by enhancing its technological horizon from 2D to 3D seismic surveys
- Accurate knowledgeable project management skills through timely delivery of assignments consistently
- Knowledge of global best-practices by working with large and respected overseas clients
- Prudent mix of multi-national professionals possessing multi-basinal experience across the globe, leading to informed project initiation

As a result, revenue per employee increased from Rs. 4.06 million in 2005-06 to Rs. 7.97 million in 2009-10.