



Believe in the Best

# Annual Report 2000-2001

*BPL Limited*

Annual Report 2000-2001

BELIEVE IN THE BEST

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## Our Promise

We bring  
excitement  
to your life  
by bringing  
you the  
best.

Millions of homes, across 30 countries believe in BPL to make their lives more exciting. BPL provides entertainment, brings convenience to lives and enriches lifestyles.

We do this by believing in the best. Our people are constantly involved in bringing you the best of technology, style, innovation and customer delight.

# excitement at its

BPL brings excitement to life  
by believing in the best,  
through

and

India's most admired  
marketing company:  
Consumer Electronics  
& Home Appliances

2nd most admired  
marketing company:  
Durables

- A & M Survey,  
September 1999

Consistently, the most  
preferred CTV brand.

- Francis Kanoi Quartracks,  
2000 - 2001

The only Consumer  
Durable among the top 20  
Brands on Ad Recall.

- Pathfinder's Advise  
January 2000

"The most  
innovative in  
responding to  
consumer needs".

(Ahead of Titan,  
Infosys, NIIT)

- Far Eastern  
Economic Review,  
January 2000 Asia Survey

In the top  
10 most  
preferred brands  
among 'Youth'.

- Economic Times  
Brand Survey,  
March 2000

Among the top 5  
"Cool Brands".

(alongwith Coke, Pepsi, Sony)

- AXN Viewer Tracking  
Survey, January 2000

The most trusted  
Consumer Electronics  
& Home Appliances  
Brand.

- Economic Times  
Brand Survey, July 2001

The most liked  
advertising in  
Consumer Durables.

- Agencyfaq's - ORG Survey,  
June 2001

## Mission Statement

BPL is committed to achieve a leadership position in all its business groups through utilisation of the best and most appropriate technologies, applying the finest manufacturing disciplines and most efficiently marketing high quality products and services, to consistently give customers the best value for

# BPL

## at a glance

## Guiding Principles

To ensure customer confidence through product quality, efficient marketing and effective service.

To continually enhance the Company's worth to its shareholders and investors through sound investments and profitable operations.

To demonstrate a real concern for its employees and to constantly improve the quality and value of their jobs and career advancement.

To be a good corporate citizen who contributes positively to its community by protecting the environment and working for public welfare.

To respect the laws, rules and customs of the land and to ensure that the conduct of all Company activities will always be to the highest ethical standards.



## ENTERTAINMENT ELECTRONICS

### Products

- Colour Televisions
- Black & White Televisions
- DVD / VCD Players, VCRs / VCPs
- Audio Systems
- Digital Products
- Hi-fi & Home Theatre Systems

## HOME APPLIANCES

### Products

- Refrigerators
- Washing Machines
- Microwave Ovens
- Cooking Ranges
- Gas Tables
- Vacuum Cleaners

## SOFT ENERGY

### Products

- Alkaline Batteries
- Manganese Batteries
- Rechargeable Products

## HEALTH CARE

### Products

- ECG Recorders
- Defibrillators
- Pulse Oximeters
- Bedside & Central Monitoring Systems
- Stress Test Systems
- Ultra Sound Scanners

# business

## COMPONENTS

### Products

- TV,VCR & Audio Components
- Colour Picture Tubes
- Components for Home Appliances
- Compressors
- Other Electronic Components
- Colour Monitors

## NETWORKING & INFORMATION TECHNOLOGY

### Information Technology Products & Services

- Telecom Business Solutions
- Enterprise Solutions
- E-Business Solutions
- System & Embedded Software Solutions
- Engineering Services

### Networking Products & Services

- Enterprise Communication Solutions
- Advanced Network Solutions
- Customer Premises Equipment

## WIRELESS, INTERNET, BROADBAND & TECHNOLOGY SOLUTIONS

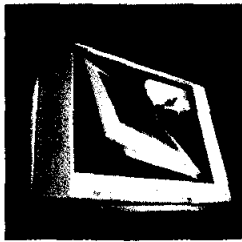
### Services

- Cellular Services (Mumbai, Maharashtra, Tamil Nadu, Kerala)
- Internet Services
- Wireless, Broadband & Technology Solutions

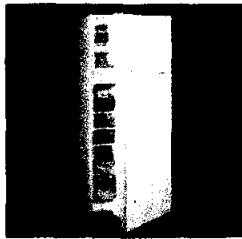
## POWER GENERATION

### Projects

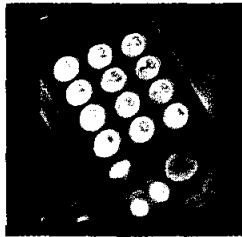
520 MW Thermal Power Station at Ramagundam, Andhra Pradesh



..... The No.1 in Colour Televisions



..... The No.1 in Frost-Free Refrigerators



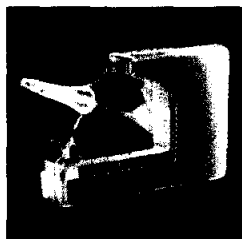
..... The No.1 in Mobile Phone Services

## market leadership

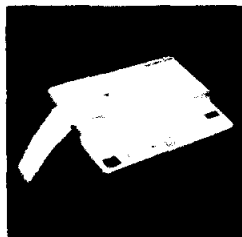
Consolidated  
group revenues:  
Rs.3,760 crores  
for 2000-2001  
(US\$ 807 million).



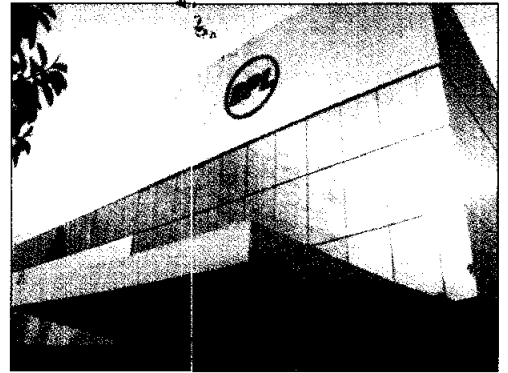
..... The No.1 in Alkaline Battery Exports



..... The No.1 in Component Manufacturing



..... The No.1 in Cardiology Products



BPL is competing with the world's foremost companies, moving aggressively to capture foreign markets and increase global market share.

## BPL Ltd. corporate description

BPL Ltd launched into the world with the manufacture of sealed precision electronic components in Palakkad. Today, BPL is a diversified business organisation in most sectors of the economy.

BPL's objective is to deliver superior performance to investors and customers over the long-term. And our mission is strengthened by 4 core beliefs:

- dedication to manufacturing,
- complete control over core components technology,
- nurturing & leveraging a powerful brand and,
- pursuing ethical business practices.



BPL is the largest exporter of consumer electronic products to Japan, USA, UK and Middle East. In India, BPL has a customer base of over 18 million people.



BPL adds value to its businesses by continuous innovation in the creation of new brands and concepts, by being the first with the latest and most exciting technologies at the best prices, by offering expert comprehensive service, by continually improving the efficiency operations and by selecting the best people for its businesses.



BPL has 5 Customer Business Units, 21 Customer Interface Units and 28 manufacturing units in India. It has over 3000 dealers and 300 exclusive outlets throughout the country. BPL shares a long lasting relationship with its partners, Sanyo, Toshiba, Denon, Loewe, AT&T and France Telecom.

**BPL posted a turnover of Rs 17048.8 million**

**Profit after tax was Rs.811.45 million.**

