



Know Your Directors



Mr B P Singh
Chairman & Managing Director
M. Com, LLB



Mr Ravi Singh
Vice-Chairman, holds a Bachelor's degree in Commerce and an MBA from Russian Management System in Moscow. He oversees the entire export business of Russia and CIS countries.



Ms Rajinie Singh
Dy. Managing Director of the company is an MBA from Australia and has gained sufficient work experience in multinational companies. She has vast knowledge of the tea business, particularly exports from South India and is responsible for managing the entire South Indian operations of the company.



Mr F J Kapadia
Director Finance, is a Chartered Accountant. He has served in senior management positions in various multinational companies and currently looks after finance and ongoing projects in the company.



Mrs Usha Singh
is a promoter Director. Ms Singh is associated with several NGOs involved in Social development projects.



Ms Lila Poonawalla
Director, was the past Chairperson of Alfa Laval Indian Ltd. & Tetra Pak India Ltd. Besides being awarded the Padmashree by the Government of India, she was also conferred as Officer of this Royal Order by the King of Sweden for her invaluable services to Sweden. Also as Chairperson Emeritus of Quality Circle Forum of India - Maharashtra Chapter she is actively involved in the Quality Circle Movement.



Dr R Srinivasan
Director, is an eminent banker. He was earlier Chairman and Managing Director of Bank of India, Allahabad Bank and New Bank of India. At present, he is the Chairman of the Audit Committee of the company.



Mr B K Banerjee
Director, is by profession an Engineer and has held the position of Executive Vice-Chairman and Managing Director in various MNCs and large Indian Corporates.



Mr Harish Parekh
Director, is an ex-chairman of J. Thomas & Co Ltd.



Mr Arabinda Bose
Director, has served in several senior management positions in reputed tea companies and has vast experience in the tea industry.



Mr S K Jain
Director, is a renowned Chartered Accountant practising for over 40 years.



Mr Sajjan Bagaria
Director, is an eminent industrialist from Kolkata with experience in tea and tea machineries.



Our Vision

To maintain consistent quality
in the production and
marketing of tea and coffee
globally and nationally

Our Mission

To diversify into
production of coffee

To enhance productivity

To foster teamwork

To motivate employees
and offer opportunities
for growth

To generate adequate
return on capital

To aspire to greater
heights of excellence in
every sphere of activity

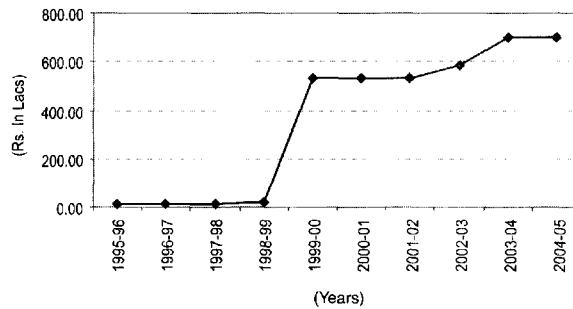
To improve the conditions of
Life of not only our own
people but of neighbouring
villages in and around our
production centres

To strive to emerge as an
exemplary corporate in the
private sector

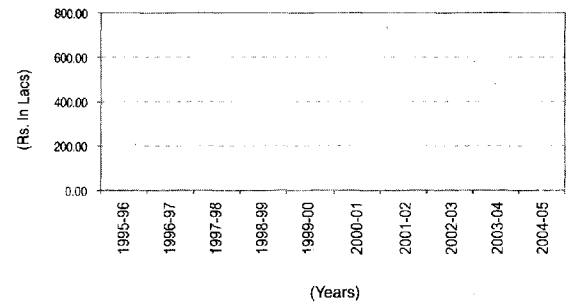


Beeyu's performance in last 10 years

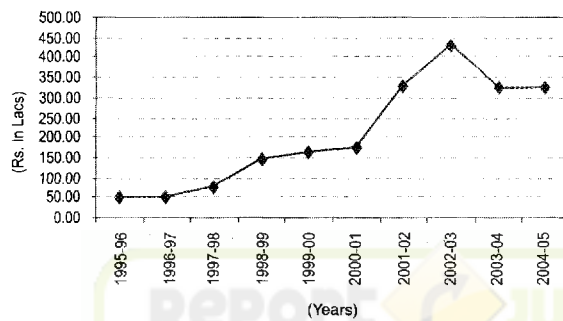
SHARE CAPITAL



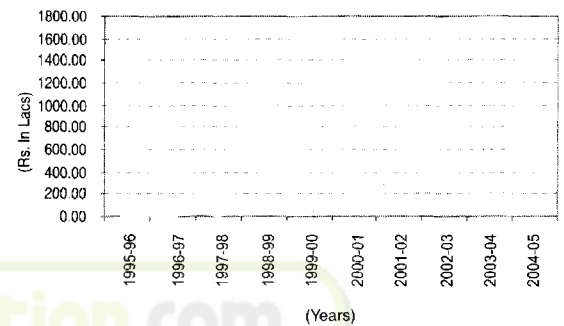
FIXED DEPOSITS



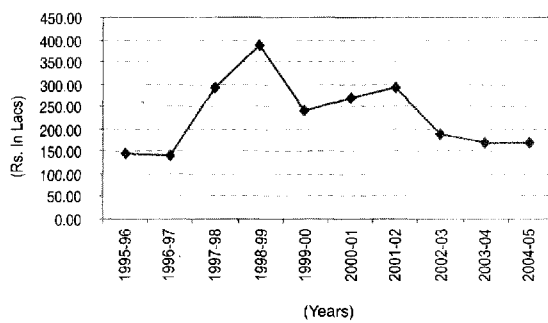
RESERVES



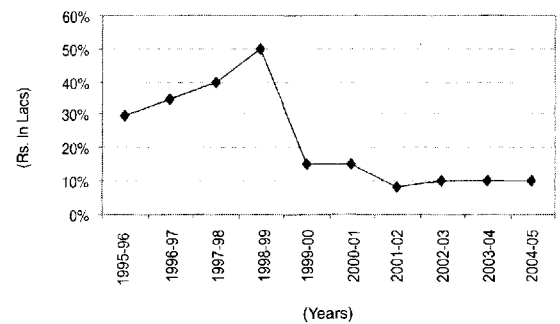
FIXED ASSETS



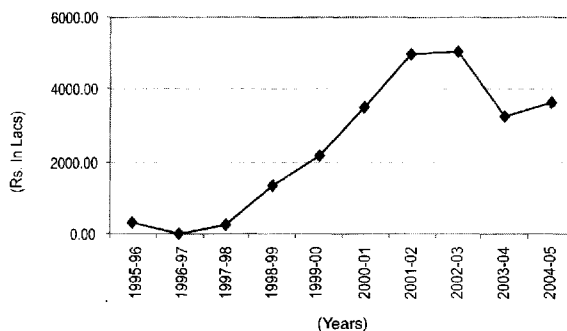
UNDISTRIBUTED PROFIT



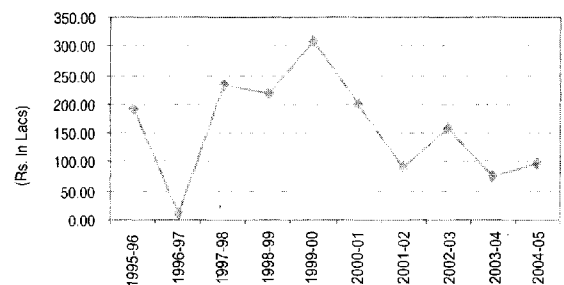
DIVIDEND PAYOUTS



SALES



PROFIT BEFORE TAX





BEEYU OVERSEAS LIMITED

BOARD OF DIRECTORS

Mr. B. P. Singh, *Chairman & Managing Director*

Mr. Ravi Singh, *Vice Chairman*

Ms. Rajinie Singh, *Dy. Managing Director*

Mr. F. J. Kapadia, *Director Finance*

Mrs. U. Singh

Mrs. L. F. Poonawalla

Dr. R. Srinivasan

Mr. H. Parekh

Mr. B. K. Banerjee

Mr. A. Bose

Mr. S. K. Jain

Mr. S. Bagaria

SECRETARY

Mr. R. Chattopadhyay

AUDITORS

Price Waterhouse
Plot No. Y-14, Block-EP
Sector V, Bidhan Nagar
Kolkata - 700 091

REGISTRAR & SHARE TRANSFER AGENT

Maheshwari Datamatics Pvt. Ltd.
6, Mangoe Lane (Surendra Mohan Ghosh Sarani)
2nd Floor
Kolkata 700 001

OFFICES IN INDIA

1. COCHIN
Darragh Smail Centre
3rd Floor, 5th Cross Road
Willingdon Island
Cochin - 682 003
2. COONNOOR
58/A, Roe Hampton
Church Road,
Coonoor - 643 101

TEA ESTATE

3. OOTY
Ooty Rural, Doddabetta
Panchayat,
Near Government
Chincona Plantations,
Ooty - 643 002
Tamil Nadu

BANKERS

State Bank of India
ICICI Bank Limited
Global Trust Bank Limited
UTI Bank Limited

REGISTERED OFFICE

Beeyu House
64A, Ballygunge Circular Road
(Promothes Barua Sarani)
Kolkata - 700 019

OVERSEAS

Moscow
Hotel Cosmos
Room Nos. 448, 449 & 450
150, Prospect Mira
Moscow, Russia - 129366



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FINANCIAL HIGHLIGHTS

Rs. in Lakhs

| | 2004-05 | 2003-04 | 2002-03 | 2001-02 | 2000-01 | 1999-00 |
|--------------------|---------|---------|---------|---------|---------|---------|
| Total Income | 3692.23 | 3333.89 | 5101.47 | 5078.30 | 3650.99 | 2322.75 |
| Profit before Tax | 98.67 | 76.64 | 156.44 | 90.78 | 200.41 | 307.18 |
| Tax | 23.12 | 8.50 | 34.51 | 7.43 | 64.50 | 60.00 |
| Profit after Tax | 75.55 | 68.14 | 121.93 | 83.35 | 135.91 | 247.18 |
| Dividend Payout* | 79.58 | 79.21 | 66.01 | 42.56 | 97.40 | 44.36 |
| Equity Capital | 702.20 | 702.20 | 585.44 | 532.24 | 532.24 | 530.63 |
| Reserves & Surplus | 659.47 | 668.29 | 801.92 | 625.56 | 443.38 | 404.86 |
| Shareholders' Fund | 1361.67 | 1370.76 | 1387.36 | 1157.81 | 975.62 | 935.49 |
| Borrowings | 527.63 | 494.26 | 952.85 | 794.40 | 803.46 | 706.42 |
| Capital Employed | 1337.44 | 1334.02 | 1339.01 | 1097.38 | 947.69 | 1641.91 |
| Net Block | 1544.84 | 1458.12 | 1311.05 | 990.53 | 145.58 | 102.69 |
| Bonus Issue | — | — | 1 : 05 | 1 : 10 | — | — |

* Includes Tax on Dividend



KEY FINANCIAL PARAMETERS

| | 2004-05 | 2003-04 | 2002-03 | 2001-02 | 2000-01 | 1999-00 |
|-----------------------------------|---------|---------|---------|---------|---------|---------|
| Return on Equity (%) | 5.55 | 4.97 | 8.79 | 7.20 | 13.93 | 26.42 |
| Book value per share (Rs.) | 19.39 | 19.51 | 23.70 | 21.75 | 18.32 | 17.63 |
| Earnings per share (Rs.)* | 1.08 | 0.97 | 1.74 | 1.19 | 1.93 | 3.52 |
| Dividend per share (Rs.) | 1.00 | 1.00 | 1.00 | 0.80 | 1.50 | 1.50 |
| Profit before Tax to Turnover (%) | 2.67 | 2.30 | 3.07 | 1.79 | 5.49 | 13.22 |
| Profit after Tax to Turnover (%) | 2.05 | 2.04 | 2.39 | 1.64 | 3.72 | 10.64 |
| Capital Turnover ratio | 2.71 | 2.43 | 3.68 | 4.39 | 3.74 | 2.48 |
| Stock Turnover ratio | 7.77 | 24.93 | 35.15 | 24.30 | 8.59 | 6.46 |
| Working Capital Turnover | 10.87 | 8.84 | 4.75 | 5.66 | 2.60 | 1.70 |
| Fixed Assets to Shareholders Fund | 1.13 | 1.06 | 0.94 | 0.86 | 0.15 | 0.11 |
| Current Ratio | 1.71 | 2.18 | 3.00 | 3.54 | 3.90 | 3.06 |
| Debt-Equity Ratio | 0.39 | 0.36 | 0.69 | 0.69 | 0.82 | 0.76 |

* Adjusted for bonus issue.

Medicinal value of Nilgiri Tea

It is the medicinal value of tea, which made it one of the most popular beverages in the world, inspiring Lu Yu, a Chinese poet to write the poem, "Cha Ching" meaning "the story of tea" in the 8th century. The Japanese emperor who happened to read this poem ordered his people to cultivate the plant in Japan and ever since it has been the most popular drink of the Japanese. In the olden days, when there were no tea estates and factories, tea leaves were plucked and fried in earthen pots to be used as medicine.

Research conducted by eminent scientists, both in the West and in the East, have irrefutably proved that tea, Green or Black, is a preventive as well as a curative medicine. Tea, is a proven anti-carcinogenic shrub containing high percentage of the antioxidant, Catechin polyphenols and plays an important role in the fight against cancer. The National Cancer Institute has reported that it prevents all types of cancer. Its greatest advantage is that, being a natural food, it has no adverse side effects like the various other anticarcinogenic drugs that are sold in the market.

A sip of tea fortifies your system with sufficient quantity of polysaccharides, flavonoids, Vitamins B Complex, C and E, Butyric Acid and Fluoride that help reduce stress and prevent heart attack. The American Medical Association has found that it has the property to lower cholesterol (LDL) in the blood and to reduce the risk of strokes. Recently, tea has been found to help prevent formation of plaque on the teeth, even if you just rinse your mouth with black tea.



In the Nilgiris, the first attempt to grow tea was made in 1902 by one Dr. Christie in his farm at Ketti, but it failed. However, a French scientist, M. Perottet succeeded in growing it in his experimental farm at Ketti itself. The Agro-horticultural Society, Madras, found the plant grown in the Nilgiris to be of very high quality, both as a beverage and a medicine. The medical value is much more in Organic Tea as it is totally free from chemicals because in the cultivation of this tea, chemical fertilizers are totally avoided; instead natural manures only are used. Now-a-days, organic tea is manufactured by several tea factories in India.

To get the real taste, it is not enough that tea should be of superior quality, we must also know how to brew it. Tea should not be judged by the colour of the brew but by taste. When we go to a house, we are served tea and refreshments. Some people judge the respectability of the hosts by the taste of the tea, the proportion of milk and sugar in it and the way tea is prepared.

Medical experts, today, advise people to drink as much tea as possible. The more tea you drink the better it is for your health. It may be recalled, V. K. Krishna Menon who was the Defence Minister and the Permanent Representative of India in the UN used to drink not less than twenty to twenty-five cups of tea everyday. That could have been what gave him the energy to deliver his famous marathon speech in the UN! It is, however, desirable to drink tea without milk. A dash of lime juice instead, will make this invigorating beverage an exhilarating drink.

Milestones in our Growth

- 1993** Beeyu Overseas Ltd incorporated on March 4th and in less than a month of activity it posts a profit of Rs. 3.72 lacs.
- 1994** Beeyu establishes first overseas office in the business hub of Moscow to overseas marketing and sales in Russia and CIS countries.
- 1995** Second overseas office set up in Leningrad, St. Petersburg.
- 1996** Office set up in Cochin for purchase of tea, coffee and other agro-based products in South India and to support overseas offices.
- 1997** Office opens at Dubai to explore Middle East market.
- 1998** A state of the art tea blending and packing unit set up in Coimbatore, South India
- 1999** A plantation unit acquired in the Nilgiris, situated at Dodabetta at an altitude of 7800 ft
- 2000** First manufacturing unit, a 1200 tpa CTC factory set up at Nilgiris, at an elevation of 7800 ft.
- 2001** Production at CTC factory commences on January 15, 2001. Corporate head office constructed at Kolkata.
- 2002** To achieve economies of scale, blending unit shifted from Coimbatore to the plantation at Dodabetta with major up-gradation.
- 2003** Beeyu sets up a 1800 tpa state of the art orthodox tea factory at Dodabetta. Company obtains ISO 9000 : 2001 certificate from DET NORSKE VERITAS
- 2004** Company de-bonds the CTC EOU unit and enters the domestic bulk tea market.
- Company adopts a village in Dodabetta region, which produces quality green leaf, to ensure consistent supply.
- Company embarks on a major expansion program for setting up additional CTC and Orthodox tea production facilities.
- 2005** Production commences at the new factory at Ooty.



***Beeyu has always rewarded its shareholders
Our return to shareholders in the last 11 years***

| Year | Dividend (%) | Bonus | Right Issue |
|---------|--------------|---------|-------------|
| 1993-94 | 0 | | |
| 1994-95 | 20 | | |
| 1995-96 | 30 | | |
| 1996-97 | 35 | | |
| 1997-98 | 40 | | |
| 1998-99 | 50 | 14 : 01 | 1 : 1 |
| 1999-00 | 15 | | |
| 2000-01 | 15 | | |
| 2001-02 | 8 | 1 : 10 | |
| 2002-03 | 10 | 1 : 5 | |
| 2003-04 | 10 | | |
| 2004-05 | 10 | | |

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Joint Ventures and Acquisition

■ Coffee

The Joint Venture of Coffee is in a very advanced stage and we hope this will be signed before our AGM. From the first year this Joint Venture will give us sales of Rs. 100 crores and substantial revenue which will come as dividend to Beeyu Overseas Ltd, as Beeyu Overseas Ltd, will be 50% shareholders in this Joint Venture Company.

■ Tea - Joint Venture in Sri Lanka

The Joint Venture for tea in Sri Lanka is also in the final stage. Mr B P Singh, Chairman & Managing Director of the Company, is proceeding to Sri Lanka on 12th August to sign a preliminary MOU and thereafter due diligence and other formalities will be completed. This Joint Venture will also commence during the current financial year.

This Joint Venture is being entered into because 99% of the tea from Sri Lanka is exported and their tea is in huge demand in the world market. Sri Lanka is the world leader in tea exports and 40% of their economy depends on tea. Therefore, there are a lot of incentives given to this industry by the Government of Sri Lanka. This Joint Venture will give us turnover of over US\$ 10 million and this will also generate atleast 10% dividend to Beeyu Overseas Ltd who will be holding 49% share in this Joint Venture as 51% share has to be held by the Sri Lankan Company as per the laws of that contry.

■ Tea Factory in West Bengal

We are also in advanced stage of negotiation to acquire a tea factory in West Bengal to produce approximately 2 million kg per annum.





BEEYU OVERSEAS LIMITED

Management Team

Head Office :

Mr. B. P. Singh
Mr. Ravi Singh
Mr. F. J. Kapadia
Mr. S. K. Kothari
Mr. N. Banerjee
Mr. R. Chattopadhyay
Mr. S. Ray
Mr. P. Dangaich
Ms. P. Agarwal

Ooty :

Ms. Rajinie Singh
Mr. Charan Hegde
Mr. Ummar
Mr. M. J. Ranganathan
Mr. Dhandapani
Mr. Apurba Basu
Mr. G. Kumar
Mr. Uma Shankar
Ms. V. Renuka
Mr. Ganeshmurthy
Mr. V. Suresh



Board Committees

Audit Committee

1. Dr. R. Srinivasan - Chairman
2. Mr. Harish Parekh
3. Mrs. Lila Poonawalla

Remuneration Committee

1. Mr. Harish Parekh - Chairman
2. Mr. S. Bagaria
3. S. K. Jain

Investors Grievance Committee

1. Mr. Arabinda Bose - Chairman
2. Mr. B. P. Singh
3. Mrs. Usha Singh

Share Transfer Committee

1. Mr. B. P. Singh - Chairman
2. Mr. Ravi Singh
3. Mr. F. J. Kapadia

ISO 9001 Committee

1. Mrs. Lila Poonawalla - Chairperson
2. Mr. Ravi Singh
3. Ms. Rajinie Singh

Directors

Contents

| | |
|---|----|
| Directors' Report | I |
| Report on Corporate Governance | 7 |
| Management Discussion and Analysis Report | 18 |
| Auditors' Report | 23 |
| Balance Sheet | 26 |
| Profit & Loss Account | 27 |
| Schedules Forming Part of the Accounts | 28 |
| Balance Sheet Abstract and Company's General Business Profile | 41 |
| Cash Flow Statement | 42 |