



# CHAIRMAN'S STATEMENT

#### Dear Shareholders,

The Indian economy witnessed gradual momentum in the year 2016-17 and it is expected to accelerate in future years in view of the Government's continuous efforts to push various financial and agricultural reforms, including technological improvements across all sectors, etc. RBI's focus on controlling inflation, increasing overall demand by reducing cost of lending etc. is continuing. Further, the Union budget proposals have brightened the prospects for the national economy to grow, with plans that are expected to boost investor confidence and provide impetus to the rural economy, which should improve overall demand.

One of the most variable and a critical factor for our diversified businesses is reducing the cost of manufacture and our Company has taken various initiatives for cost optimization and increasing efficiency, amongst other measures which have contributed to improved performance. In anticipation of the expected revival of our economy, the demand and prices of various products manufactured by the Company are likely to improve further.

I extend my sincere thanks to all our stakeholders including lending banks, shareholders, customers and our loyal, hardworking and committed employees for their unstinted support in shaping and improving the performance of the Company.

B. K. Birla Chairman

# **BOARD OF DIRECTORS**

(As on 12/05/2017)

Shri B. K. Birla, Chairman

Shri Kumar Mangalam Birla, Vice-Chairman

Smt. Rajashree Birla

Shri Pradip Kumar Daga, Independent Director

Shri Yazdi P. Dandiwala, Independent Director

Shri Rajan A. Dalal, Independent Director

Shri Sohanlal K. Jain, Independent Director

Shri D. K. Agrawal, Whole-time Director

# CONTENTS

Board of Directors	01
Team of Executives	02
Performance Highlights	03
Fabrics and Madeups	04
Rayon	05
Cement	06
Paper	08
Directors' Report	09
Management Discussion and Analysis Report	16
Annexures I to VI to the Directors' Report	22
Corporate Governance Report	41
Business Responsibility (BR) Report	56
Independent Auditors' Report	
Balance Sheet	70
Statement of Profit and Loss	71
Satement of Changes in Equity	
Cash Flow Statement	73
Notes '1' to '43'	75
Five years Highlights	<mark>13</mark> 9
Statement of Assets and Liabilities	14C

Notice for Annual General Meeting is being sent separately through Speed post / Registered post / e-mail as required under the Companies Act, 2013 & Rules made thereunder.

Company's Grievance Redressal Division's e-mail id for investors: investorrelations@centurytext.com

## TEAM OF EXECUTIVES AS ON 12/05/2017

### **TEXTILES**

Century Textiles and H.O.

Shri R.K. Dalmia Senior President & C.F.O.

Shri Abhay Nahar Vice President (Finance)

Shri Nilay Rathi Vice President (Commercial)

Birla Century, Century Yarn and Denim

Shri R.C. Panwar Joint President (Marketing)
Shri Anurag Sharma Chief Marketing Officer

(Home Textiles)

Shri Sanjay Khimesra Joint President (Works)

Shri Jagir Singh Joint President (Operations) -

Yarn & Denim

#### Maihar Cement Units I & II

Shri Pankaj Kumar Sharma President & Unit Head

Manikgarh Cement Units I & II

Shri Rajendra Kabra President & Unit Head

## **PAPER**

Century Pulp & Paper

Shri J. P. Narain

Chief Executive Officer

Shri Bijay Dhimaan

Chief Accounts Officer

Dr. Alok Prakash

Chief Sales Officer

#### **RAYON**

### Century Rayon, Tyrecord and Chemicals

Shri O.R. Chitlange Senior President

Shri Subodh Dave Joint President (Personnel &

Administration)

Shri Apurva Gupta Joint President (Rayon & Auxiliary)

Shri Arun Jhawar Senior Vice President (Marketing)

Shri Yogesh R. Shah Vice President (Finance)

## **BIRLA ESTATES**

Shri K.T. Jithendran Chief Executive Officer

Shri Manoj Fitkariwala Head - Finance & Commercial

Shri Gaurav Jain Head - Operations and

Strategy

Shri Shodhan Kembhavi Head - Legal

### **CEMENT**

#### Century, Maihar, Manikgarh and Sonar Bangla Cements

Shri Jayant Dua Senior President &

Chief Executive Officer

Shri Rajesh K Shah Head-Finance & Commercial

Shri Vibhu Goyle Chief Marketing Officer

## **Century Cement & Sonar Bangla Cement**

Shri Anish Agrawal President & Unit Head

Shri M.K. Jain Executive President (Plant) -

Sonar Bangla Cement

## CORPORATE

Shri D.K. Agrawal President (Corporate Affairs)

Shri Atul K. Kedia Vice President (Legal) &

Company Secretary

Shri Arun Gaur Chief Human Resources Officer

#### **AUDITORS**

SRBC & CO. LLP, Mumbai

#### REGISTERED OFFICE

Century Bhavan, Dr. Annie Besant Road, Worli, Mumbai - 400 030

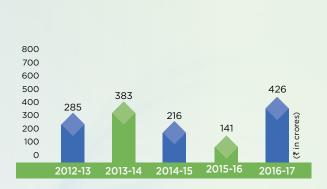
## PERFORMANCE HIGHLIGHTS

#### **NET SALES\* & RENT FROM LEASED PROPERTIES#**



\*Net Sales are net of excise duty

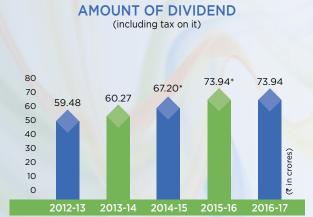
#### **GROSS PROFIT AFTER INTEREST\***



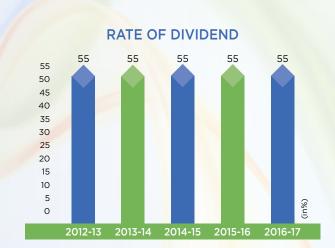
**EBITDA**#
(Earning before Interest, Tax, Depreciation and Amortisation)



\*In respect of the above, the figures for the years 2012-13 to 2014-15 are as per previous GAAP and for the years 2015-16 & 2016-17 are as per Ind-AS



\*Due to increase in share capital



## **FABRICS AND MADEUPS**

## **BIRLA CENTURY**

Birla Century have installed "NAME WRITER JACQUARD" attachments on 25 Rapier & Airjet Looms to introduce in retail market fabric with "Name Selvedge" woven at both sides, offers authenticity to the customers about the brand, they trust and wear.

Also, Fabric aesthetics are greatly improved, giving credibility to our brand and eliminating the easy duplication possibility.

Initially we started name selvedge in premium yarn dyed segment but gradually expanding its coverage to fancy finer products as well as on cotton suiting fabrics.



These exclusive attachments on the looms, have given much more returns to the Brand Image and consumer connect.

## NCQC AWARD



# National Convention on Quality Concepts NCQC 2016

Birla Century participated in 30th National Convention on Quality Concepts NCQC 2016 held at Raipur and have won Three Excellence Awards, First Prize in Skit and Best Slogan award in Quality Circle.



Birla Century participated in the 4th Annual Convention on Quality Concepts (ACCQC-2016) held at Ankleshwar and have won Three Gold Trophies on Quality Concepts.

#### 1. CERTIFICATIONS

- Oeko Tex Certificate received for upgradation from Product Class II to Class I (suitable even for Baby Skin).
- The ISO 9001: 2015 has been obtained for manufacture and supply of Industrial Chemicals from TUV Nord. ISO 9001: 2008 exists for the manufacture of viscose filament yarn which is being upgraded to ISO 9001:2015.

#### 2. AWARDS

• CII Certificate for Excellence in Energy Management 2016 received for being the "Energy Efficient Unit" in the competition held at Hyderabad.

#### 3. ENERGY CONSERVATION SCHEMES

Century Rayon in PAT Cycle -1 was able to reduce the specific power consumption more than the target as a result of which Ministry of Power has issued the 12420 Ecert. The major contributors being as following -

- Energy efficient pumps for Spinbath
- Energy efficient motors for Press Lye Pump, Spray Water Pump & AT Booster Water Pump
- Installation of VFD's for soft water pump, filter pump, air washers and air compressors
- LED lights in place of conventional lights
- Reduction in radiation loss by extra insulation/ refractory coating of AFBC boiler & Turbine
- Mist Cooling tower in place of Conventional Mechanical Draft Cooling Tower
- Fanless Jet type cooling tower in place of Induced Draft Cooling Tower

#### 4. TOTAL QUALITY MANAGEMENT

 Century Rayon participated in the CII's 29th State Level Quality Circle and One Quality Circle out of the 3 participants won the 3rd prize at the Competition held at Kolhapur on 21st September 2016.

 2 Gold (1st Place) and 2 Silver (2nd Place) were achieved by 4 quality circles who participated at QCFI's Chapter and National Convention 2016.

 3 "Sujhav Ratan" Awards from INSSAN (Indian National Suggestion Schemes' Association) were received by Century Rayon at the 18<sup>th</sup> Creativity Summit held at New Delhi in August 2016.





## **AWARDS**

Various Cement Divisions of the Company have received notable awards as mentioned below

### **CENTURY CEMENT**

- 1) First Prize for "Overall Performance" and "Storage, Transport & Use of Explosive" for its limestone mines during Annual Safety Celebrations-2016 held under the aegis of Directorate General of Mines Safety, Bilaspur and Raigarh Region.
- 2) First Prize for "Reclamation & Rehabilitation" for its limestone mines in the category of mechanized mines, Chhattisgarh during the Mines Environment and Mineral Conservation Week, Raipur Region 2016-17 from Indian Bureau of Mines, Raipur.
- 3) 4 Star rating awarded by the Indian Bureau of Mines, Ministry of Mines, Government of India to its limestone mines for exemplary performance in implementation of the Sustainable Development during the year 2015-16.







## **MAIHAR CEMENT**



5 Star rating awarded by Indian Bureau of Mines, Ministry of Mines, Government of India to its limestone mines for exemplary performance in implementation of Sustainable Development during 2015-16.



Maihar Cement won first prize for"Overall Performance" and "Systematic & Scientific Development"for its limestone mines during 26th Mines & mineral conservation week 2016-17 from Indian Bureau of Mines, Jabalpur Region.

## **MANIKGARH CEMENT**

- First Prize for the "Overall Performance" for its limestone mines in the category of highly mechanized mines during the Mines Environment and Mineral Conservation Week 2016-2017 held under the aegis of Controller General, Indian Bureau of Mines, Nagpur.
- 5 Star rating awarded by Indian Bureau of Mines, Ministry of Mines, Government of India to its limestone mines for exemplary performance in implementation of Sustainable Development during 2015-16.
- Premium Quality Circle from process and mechanical department of cement mill area with their case study- "To reduce power consumption of compressor during fly ash bulker unloading" won Gold Award in the 27<sup>th</sup> Nagpur Chapter level Convention and Competition on Quality Circles held at Nagpur on 25<sup>th</sup> September, 2016 and was honored with Excellence awards in the National Level Convention & Competition on Quality Circles held at Raipur in December, 2016.



## PROTECTING ENVIRONMENT

We at Century always have a strong endeavor to protect our Environment and Natural Resources.

Hence, we make every attempt, through all our operating processes and systems, not only to make best use of limited available resources, but also keeping in mind a clean environment for the society at present and in the future.

In this process, now our products are being FSC certified. This certification signifies that the product comes from responsible sources - environmentally appropriate, socially beneficial and economically viable.

FSC standards helps, not only in getting cleaner air and water for the society at large, but also contributes to mitigate the effects of climate changes upon the environment.



## **ACCOLADES**

## **Energy Efficient Award**





Energy conservation & its effective management, remain on the top priority for the Pulp & Paper plant. As a result, consecutively second Century Pulp & Paper, Lalkua has won "National Energy Efficient Unit" award in Paper sector, by Confederation of Indian Industry (CII), in its 17<sup>th</sup> National competition held for "Excellence in Energy Management-2016".

## **Agro-Industrial Exhibition Award**



In the 100<sup>th</sup> & 101<sup>st</sup> "Agro-Industrial Exhibition-2016" and "Agro-Industrial Exhibition-2017" respectively organised by and held at G B Pant University of Agriculture & Technology, Uttrakhand, Century Pulp & Paper has received First prize.

During last eleven consecutive exhibitions, ten times Century Pulp & Paper was adjudged First position.

## **Export-import Star Award**



Century Pulp & Paper has also been awarded 2<sup>nd</sup> position in "CONCOR EXIM Star Award - 2016"in the North Zone, towards valuable association in Export and Import categories.