

Dhunseri Petrochem & Tea Limited



forlife

Annual Report, 2010-11

## Forward-looking statement

In this annual report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements – written and oral – that we periodically make, contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes' and words of similar substance in connection with any discussion on future performance.

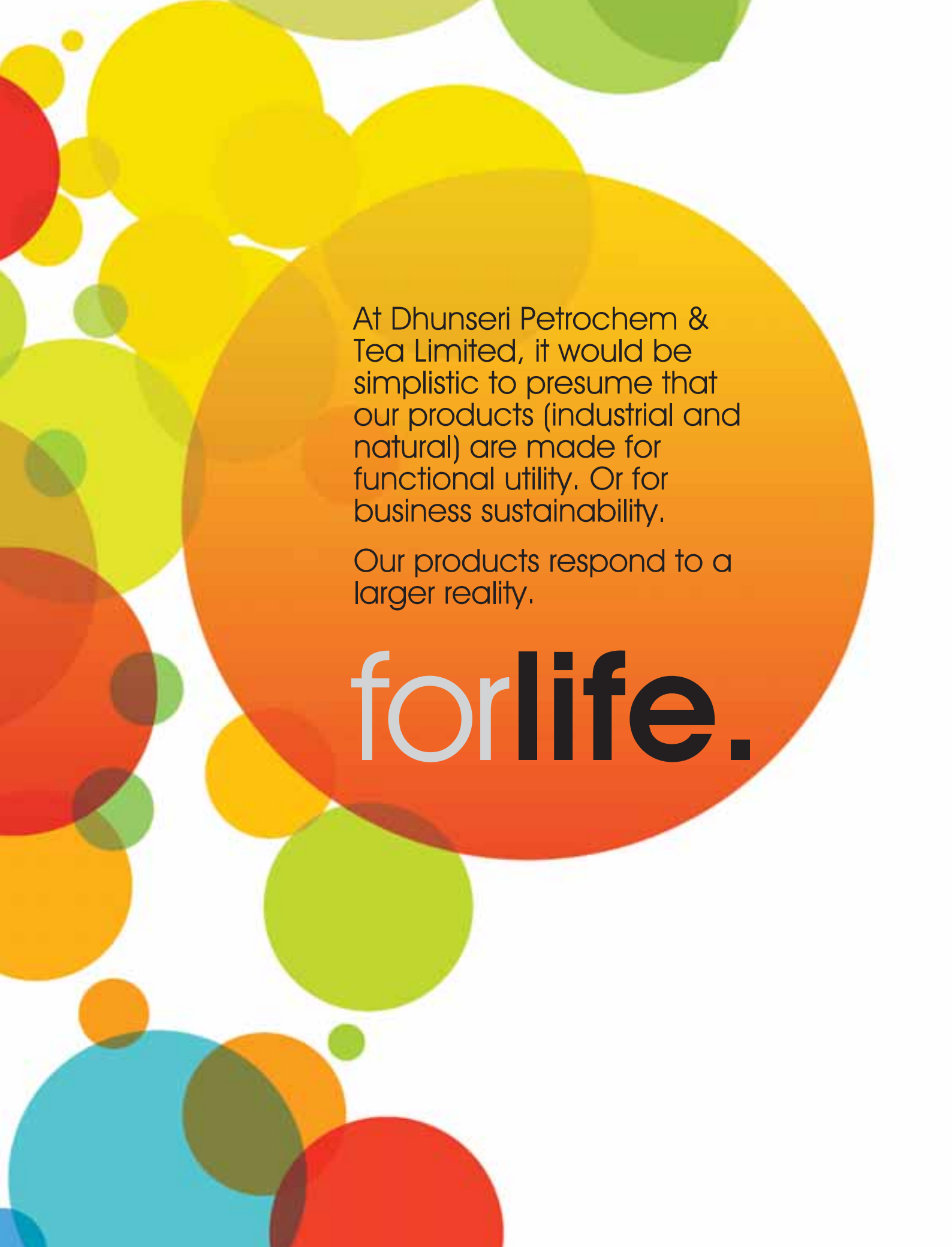
We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions.

Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected.

We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

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At Dhunseri Petrochem & Tea Limited, it would be simplistic to presume that our products (industrial and natural) are made for functional utility. Or for business sustainability.

Our products respond to a larger reality.

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Vision

**Global** eminence  
through quality  
leadership





## Mission

The Company endeavours to achieve its vision through:

- Technological improvements
- Focusing on product quality
- Expanding its market (domestic and global)
- Achieving customer satisfaction for both stated and implied needs
- Achieving cost-effectiveness
- Being a responsible corporate citizen

## Management

Dhunseri Petrochem & Tea Limited is headed by industrialist, Mr. C. K. Dhanuka (Executive Chairman), assisted by Mr. M. Dhanuka (Vice Chairman & Executive Director) and a competent professional team. The promoters held a 62.61% stake in the Company as on 31st March 2011.

## Corporate philosophy

- Benchmarking with best global practices
- Creating customer value
- Enduring growth to enhance shareholder value

## Corporate strategy

- Achieving global scale in PET production
- Enhancing tea production and business growth
- Boosting the branded/packet tea segment

## Presence

- Headquartered in Kolkata, India
- Greenfield state-of-the-art PET resin plant

with a proposed capacity expansion expected to be commissioned by April 2012) in Haldia, the port town of West Bengal

- Proposed international presence in Egypt through a greenfield PET resin plant, (construction to begin in June 2011 and expected to be commissioned by June 2013)
- 11 tea estates with 9 factories in Assam
- Four newly acquired tea factories and one factory under the wholly-owned subsidiary, in Assam
- Tea blending and packaging unit at Dhunseri Tea Estate (Assam)
- Upcoming IT commercial park at Bantala (Kolkata)

## Products

**Petrochem:** The Company's PET resin is consumed by PET container manufacturers and used in the packaging of mineral water, carbonated soft drinks, edible oil, cosmetics, toiletries and hot-fill drinks.

Aspet Poliprotect speciality grade PET resin will be used for packaging beer, wine, emulsion paint containers, juices, dairy, food products, among others, for longer shelf life.

**Tea:** The Company produces CTC and orthodox tea in packaged and bulk form.

**IT SEZ:** The Company is engaged in the construction of IT SEZ commercial infrastructure for onward leasing to prominent IT companies.

## Brands

PET resin: ASPET



Tea: Lal Ghora and Kala Ghora



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Some questions about life.

Would people carry bottles in their knapsacks if made out of glass?

Would water bottles be delivered with meals on trains if they were made of glass?

Would mineral water bottles be stocked with *paanwallas* if they were breakable?

This then has been PET resin's biggest contribution. It represents material that can be easily transformed into hygienic PET bottles, that can be used in a number of products and locations across extended tenures. These PET bottles did not service an existing demand; they *created* it.

Because PET resin or bottles are not about utility.

They are about healthy life.

Dhunseri increased its PET resin capacity 42.86% in the initial four years; and now it intends to quadruple its PET resin capacity within the next two years to address the growing demand for the material.

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Let us for a minute forget that such a thing as tea even existed.

This means that local elders would probably have sat around synthetic drink dispensers exchanging stories, passing down wisdom and watching life pass by.

This means that the afternoon break in a cricket test match would probably have been labelled 'Cola session'.

This means that the formal institution of 'High tea' would probably have been...

Thank god, people still drink tea. Thank god, more people are drinking tea than ever before.

Tea stands for more than a healthy beverage in a number of countries; it stands for life itself.

Dhunseri responded to this reality and emerged as one among the ten largest producers of tea in India in 2010-11.

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