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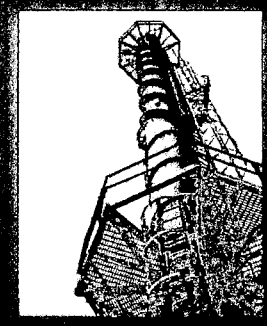
PARRYS

Maximising Value



E.I.D.-PARRY (INDIA) LIMITED
ANNUAL REPORT 1997-98

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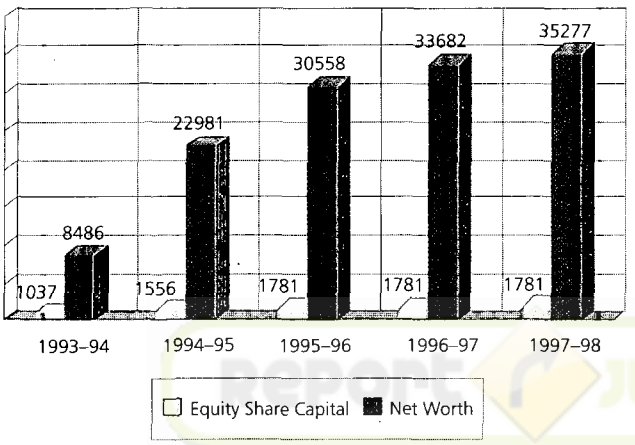
E. I. D. - PARRY Performance at a glance

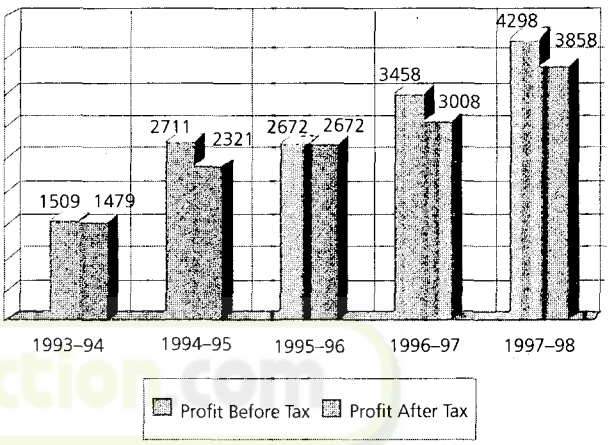
Equity Share Capital–Net Worth*

Rs in Lakhs



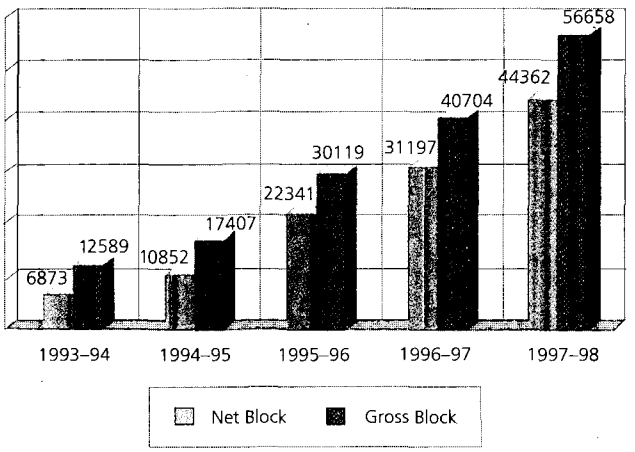
Profit Before Tax–Profit After Tax

Rs in Lakhs



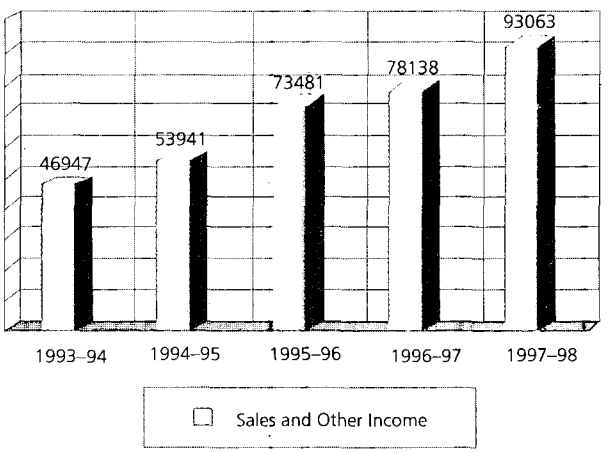
Net Block*–Gross Block*

Rs in Lakhs



Sales and other income

Rs in Lakhs



(* Excluding Revaluation Reserve / Revaluation)
Not to Scale

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PARRYS

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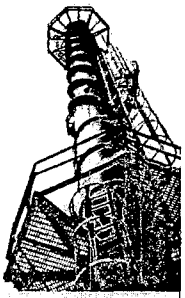

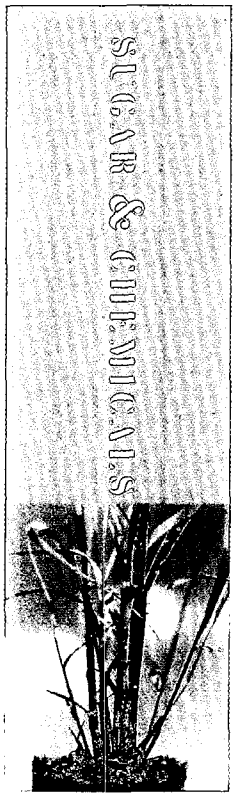

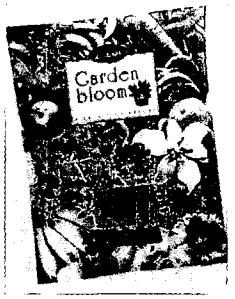

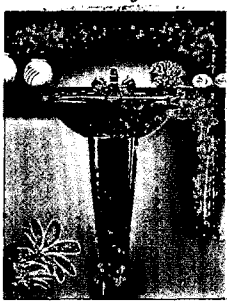

The corporate arena has become a place where only the fittest survive—those with a honed vision for the future and a focussed agenda for growth. As we approach the turn of the millenium, the time has come to concentrate on core competencies, trim the fat and focus on value creation.

At E.I.D.- Parry, value creation is central to operations. It is the force that drives our highly focussed agenda for growth. It is the insight to find better, more effective ways of doing business. 'Maximising Value' is more than a slogan. It is the cornerstone of our corporate culture.

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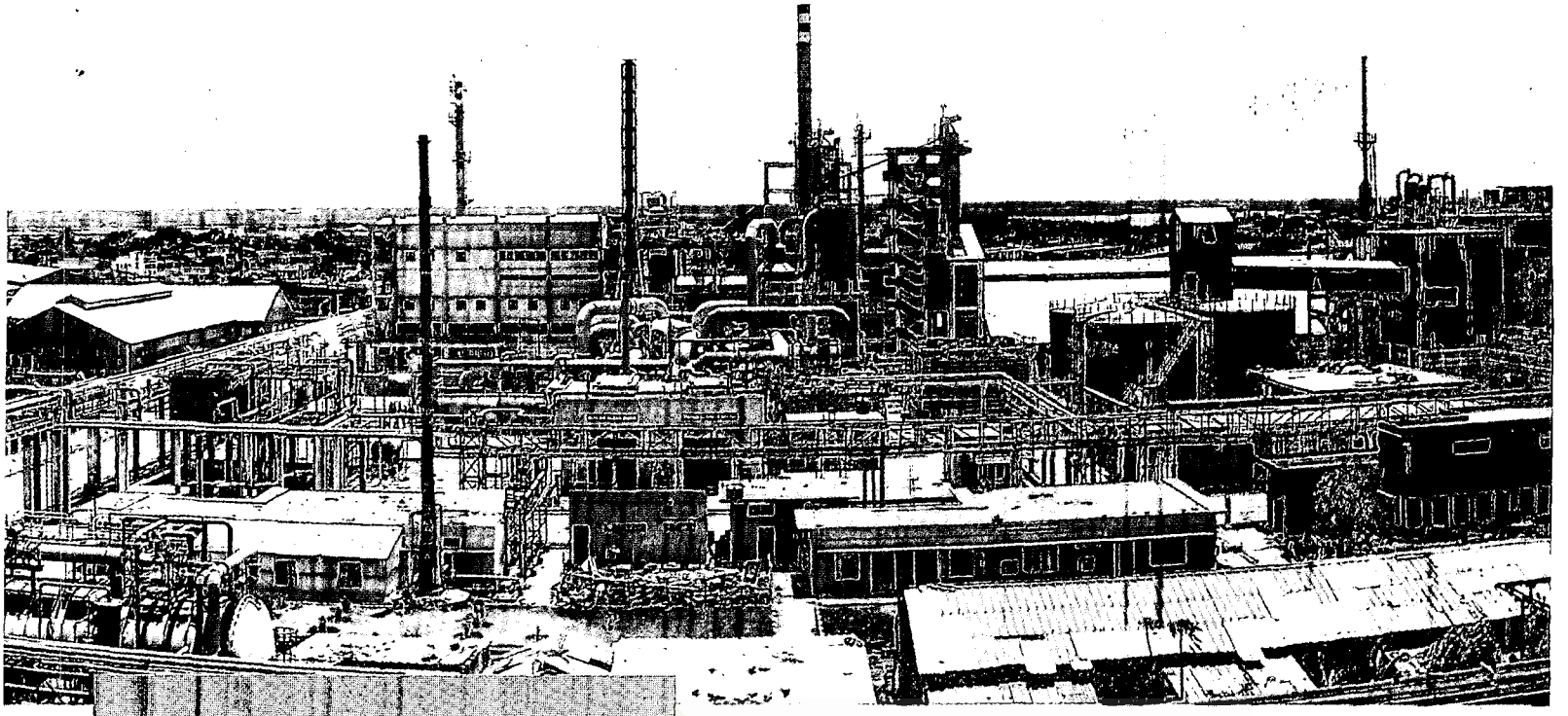

The expanded Ennore fertiliser complex

FARM INPUTS

Maximising nature's bounty.

Fertilisers

• Ennore • Ranipet

The expansion of the fertiliser project at Ennore was completed with the commissioning of the Phosphoric Acid Plant in May 1997. The plant design incorporates several new features for higher efficiency and conservation of energy.

This year marks the first full year of operation after the installation of the Ammonia terminal with the submarine pipeline system.This modernisation cum expansion programme has increased production significantly, while reducing operating costs.This is reflected in the record production and off-take of Paramfos.

At Ranipet,the Superphosphate factory registered an all-time high production.A start -up Scrubber at the Sulphuric Acid plant was installed to reduce emission of sulphur dioxide, thereby ensuring that an environment focus is maintained in our operations.

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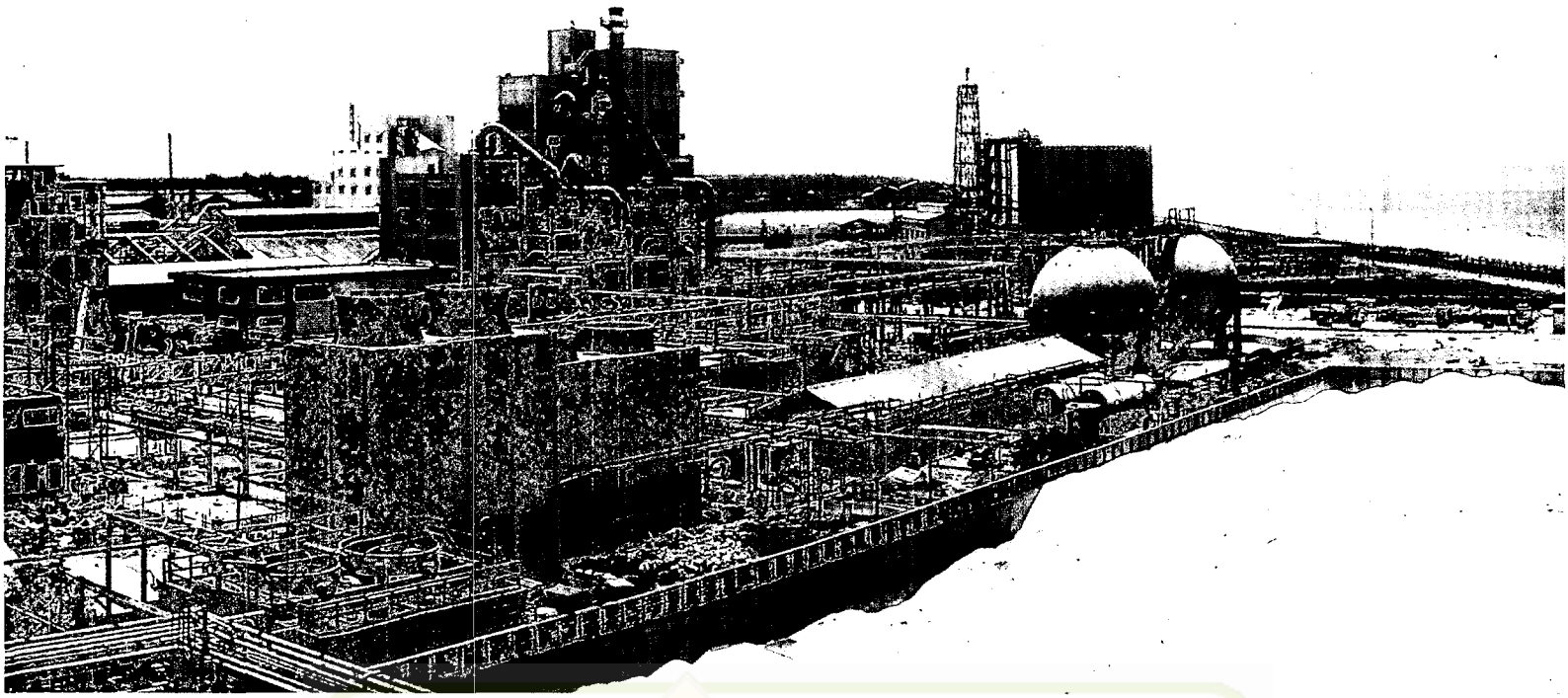

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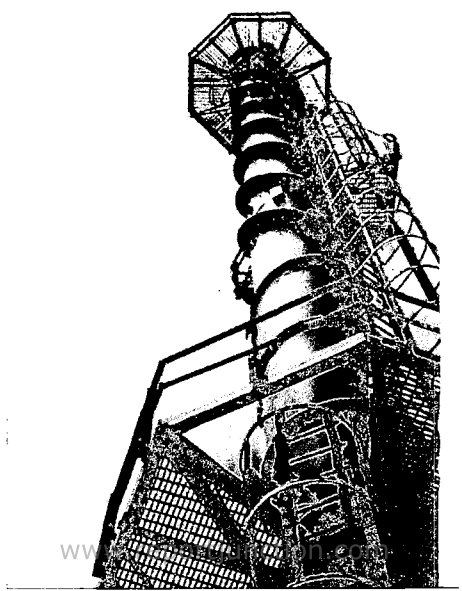
Pesticides

•Ranipet •Thane

Despite poor monsoon conditions in the primary markets, the sale of formulated products during the year was higher than last year. A diversification strategy in western and northern markets paid off with an impressive rate of growth.Two new products were introduced - a herbicide and a fungicide.The Company has also done significant volumes in toll formulations.

Production at Thane was significantly higher than the previous year. Modifications were carried out in all three plants leading to higher productivity and products of better quality.The year has seen growth in the export of technical grade pesticide.

Final absorption tower of the Sulphuric acid plant



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SUGAR & CHEMICALS

Integrated approach. Maximising potential.

The high tech tissue culture laboratory with a capacity of 2 million plantlets

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Sugar

• Nellikuppam • Pugalur

The integrated sugar complex at Nellikuppam, and the Pugalur Sugar Factory recorded a higher recovery of sugar. Sustained efforts were made to improve efficiency and conserve energy in the manufacturing process.

Our pioneering efforts in tissue culture, scientific farming and agro-counselling have resulted in higher yields and ensured the availability of quality cane. All these efforts together with timely offtake and prompt payments enhance the standard of living of over 20,000 cane growers and their families.

Co-generation Plant

The co-generation plant commissioned during the year at Nellikuppam successfully stabilised its operations in record time and exported power to the TNEB. Our plant, which uses bagasse, a by-product of sugar manufacture, and a renewable energy source, is an environment friendly, model co-generation plant.

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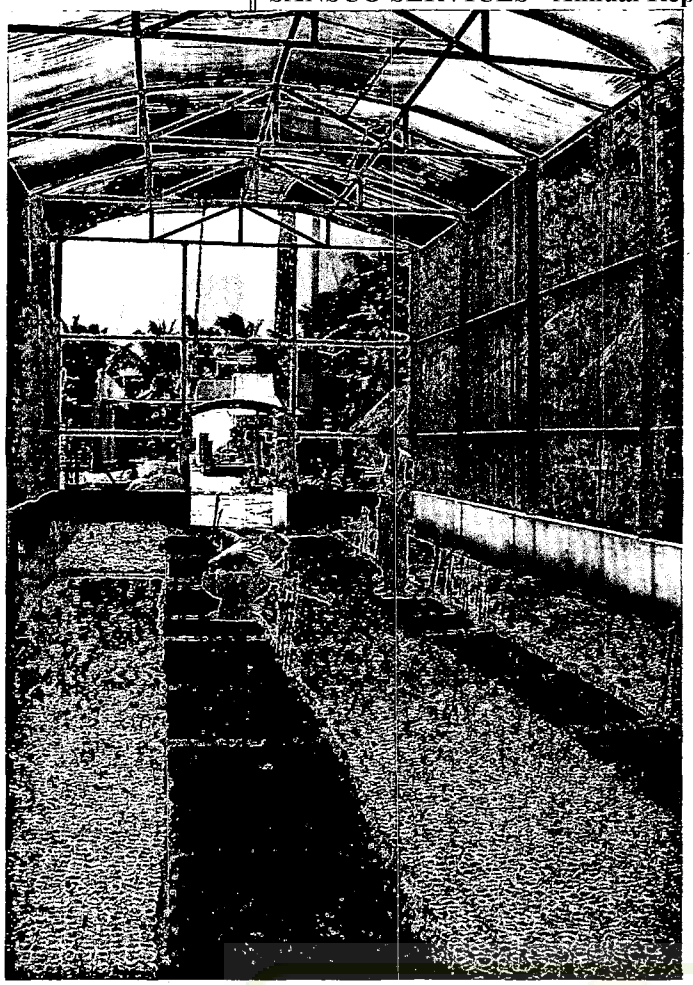

△ *Saplings produced by tissue culture techniques*

△ *Cane field at Pugalur, using high-quality tissue culture seedlings*

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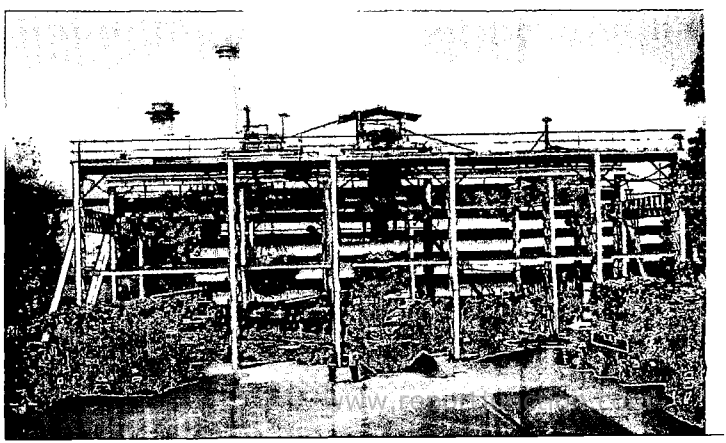
Tissue Culture

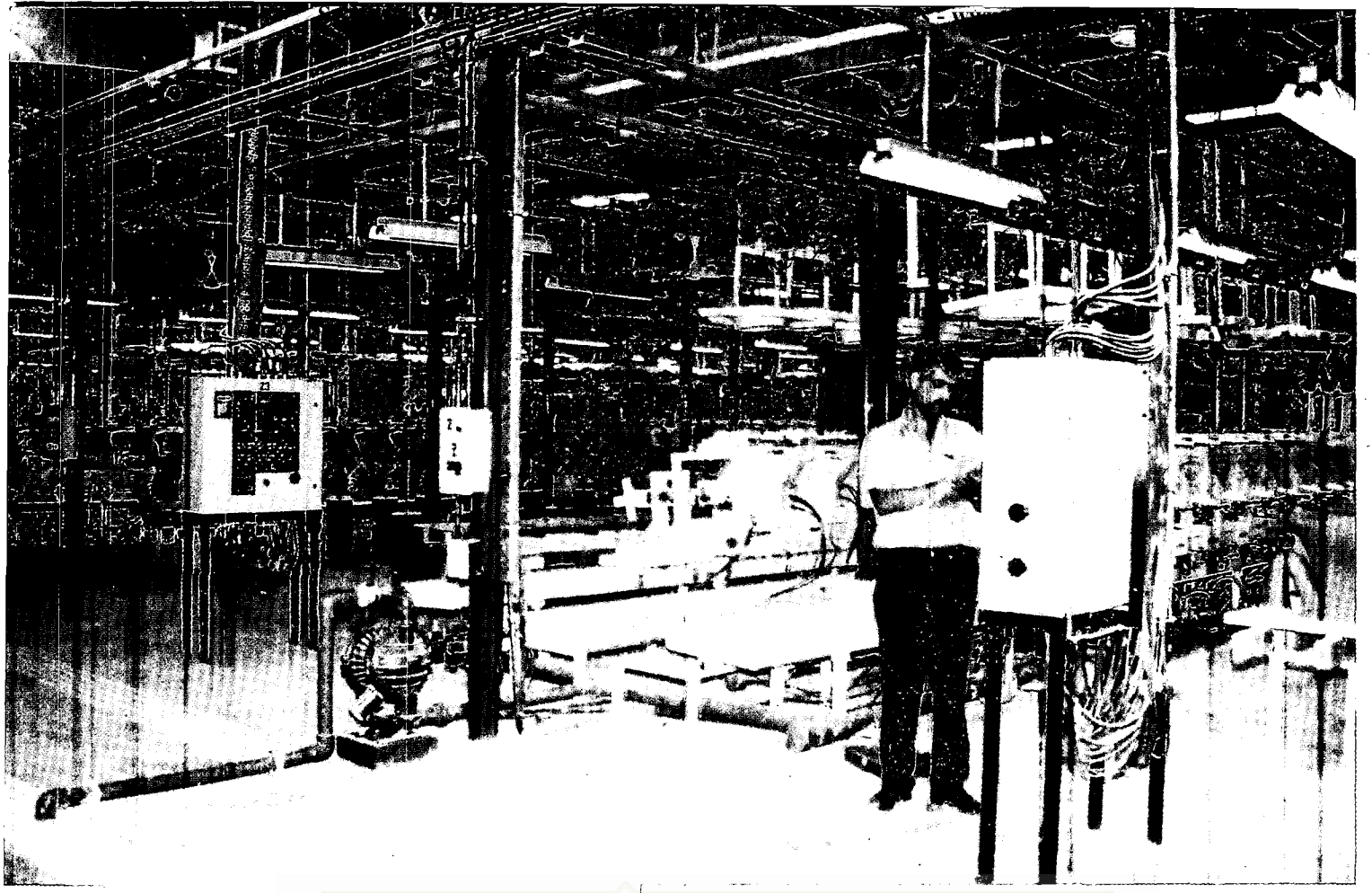
The Company continues to concentrate on research and development as a means of achieving disease-free, healthy seedlings, which in turn improves the strain, resulting in a higher yield. This has a far-reaching socio-economic influence on the farming community of the region.

Acetic Acid

The capacity utilisation of the Acetic Acid plant at Thyagavalli recorded a considerable increase, through which we made significant inroads into various domestic markets.
The unit received the ISO 9002 certification in recognition of its focus on quality.

▽ *Pugalur Sugar Factory during season*





Capillary Casting Unit –the new technology at Alwar

CERAMICS

Focus on a polished performance.

Sanitaryware and allied products

• Ranipet • Alwar

Parryware continues to occupy a position of leadership in the Indian sanitaryware industry in the premium sector. A continued focus on a premium range of value-added products has helped us to assert this position of leadership. A new, cohesive range in the super-premium segment which caters to the needs of our elite customers are on the anvil. This new range will maximise the value of our products for our discerning customers.

On the technology front, Parryware brings state-of-the-art integrated technology with high recovery of products at its expanded plant at Alwar. Production at this new plant has commenced, which will help Parryware consolidate its position. Another area of focus is exports, with Parryware products finding ready acceptance in the markets of the Middle East, South Africa, Sri Lanka and parts of Europe. A new range of sanitaryware suites conforming to European standards is being developed for specific European markets

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△ *Fuel efficient New Tunnel Kiln, from the state-of-the-art expansion at Alwar*

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Parryware has heightened its presence in the allied products category of bathrooms with a range of cisterns, internal fittings and accessories. Plans are underway to introduce pinewood-finish accessories in contemporary designs. The range of beautiful bathtubs launched last year has established a good marketshare in the niche market. New models in varying colours and sizes to complement the sanitaryware are also being launched this year.

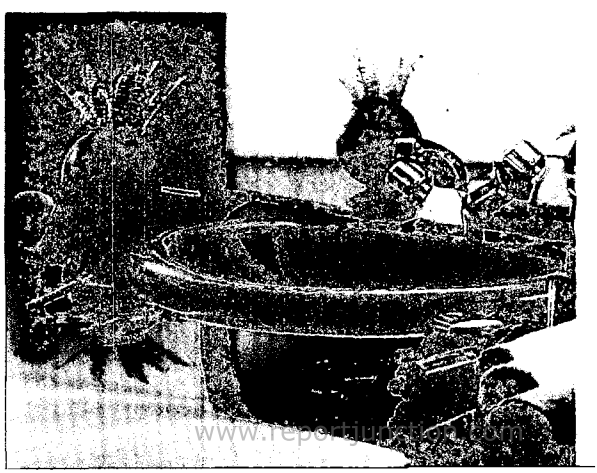
'Coral' – the stainless steel sink – saw a major spurt in sales with the launch of new models.

Wall Tiles

• Karaikal

The premium range of wall tiles from the Company's most modern plant continued to fare well in the market place. The Company's emphasis on niche markets and the introduction of several new designs will augment its marketshare. Investments made in a modern design studio to create tile designs-both classic and contemporary-meet the needs of our customers in all respects.

▽ *An elegant washbasin from Parryware*



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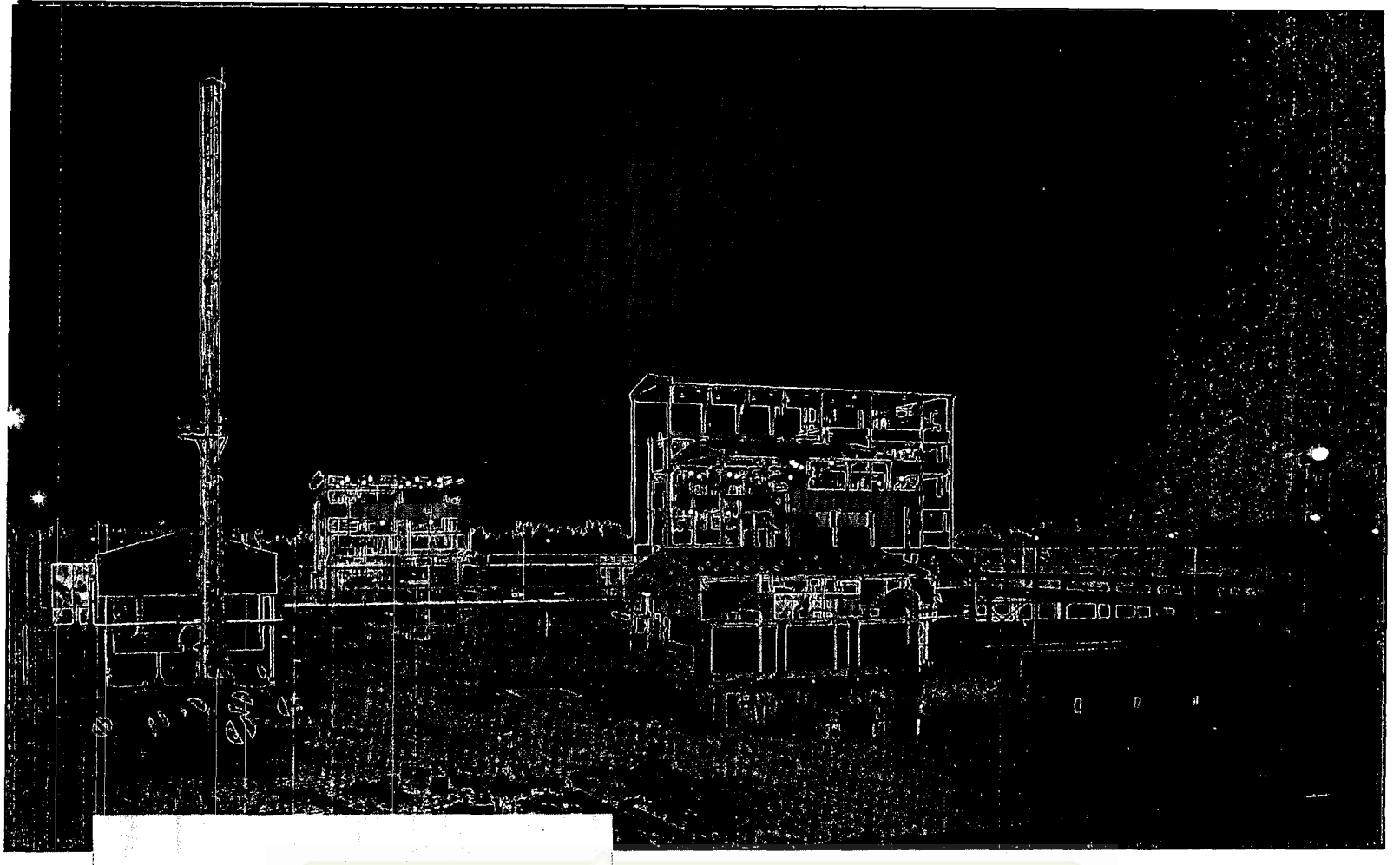

The recently commissioned Neemazal plant at Thyagavalli

BIO-PRODUCTS

The rewards of an ecological approach.

The realisation that the planet cannot indefinitely sustain its resources has led to a global trend towards ecological awareness. At Parrys we have an earth friendly approach in our operations, which is reflected in the manufacture of ecologically beneficial products.

Bio-pesticides

• Thyagavalli

With the commissioning of the Neemazal plant at Thyagavalli, we become pioneers in the realm of bio-products. After having made an impact on tea plantations, Neemazal is now ready to take on the protection of other crops. International marketing will commence with the export of Neemazal to Sri Lanka, the Middle East, parts of Europe and later the US.

Organic manure

• Nellikuppam

The new range of organic manure 'Garden Bloom' was launched for home and hobby gardens as well as for bulk distribution to farmers and institutions for the first time in India.

Both these products take us closer to our goal of a cleaner, greener more liveable planet.

PARRYS

Maximising Value

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