



E.I.D. - Parry (India) Limited

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- *Adhere to ethical norms in all dealings with shareholders, employees, customers, suppliers, financial institutions and government.*
- *Provide value for money to customers through quality products and services.*
- *Treat our people with respect and concern; provide opportunities to learn, contribute and advance; recognise and reward initiatives, innovativeness and creativity.*

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- *An organisational climate conducive to trust, open communication and team spirit.*
- *A style of operations befitting our size, but reflecting moderation and humility.*
- *Manage environment effectively for harnessing opportunities.*
- *Discharge responsibilities to various sections of society and preserve environment.*
- *Grow in an accelerated manner, consistent with values and beliefs, by continuous organisation renewal.*



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E.I.D. - Parry (India) Limited

## KARMA YOGA



#### KARMA YOGA

A dynamic and challenging art form  
aimed at strengthening the body and mind.

The practice of yoga  
involves a sequence of poses,  
all of which make the body more flexible.

Instilling a renewed sense of power  
and well-being.

It is this philosophy  
that's inherent in every aspect of E.I.D. Parry.

For E.I.D. Parry doesn't believe in resting  
on its laurels.

In its relentless march towards excellence,  
it reinvents itself constantly,  
bending backwards to make a difference  
to the lives of people.

Reaffirming its commitment  
to service, to quality, to customers.



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In a splendid display of Bhujangasana or the serpent posture, Coromandel Fertilisers (subsidiary of E.I.D. Parry), now enriched with E.I.D's FIND division, is ready to strike. Confident to take on the global market single handedly with its size.

E.I.D. Parry strives to serve each and every Indian household through its basket of offerings and to provide them with a unique and superior experience.

***Bhujangasana-***  
**poised to strike:**  
 our mission statement

At the core of our organization is one belief: the sum of the whole is greater than its parts.

Hence, the decision to seggregate fertilisers as a business.

Fertilisers had grown to a size and scale where it was ready to play the global game alone. With the FIND division merging into Coromandel Fertilisers Limited, it is now a separate entity that remains true to E.I.D. Parry's mission. With the ability to focus on the business more clearly, Coromandel Fertilisers will continue to make a difference to peoples' lives.







***Trikonasana-***  
reaching out to newer horizons:  
**Parry's Sugar**

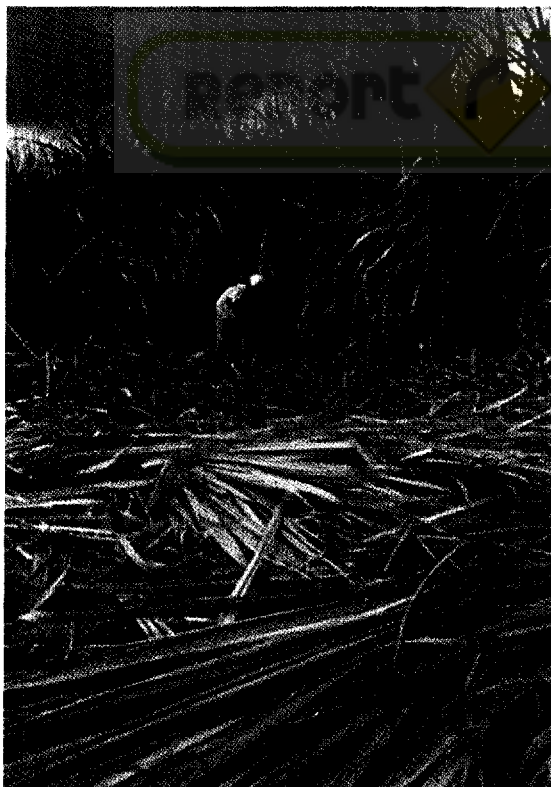
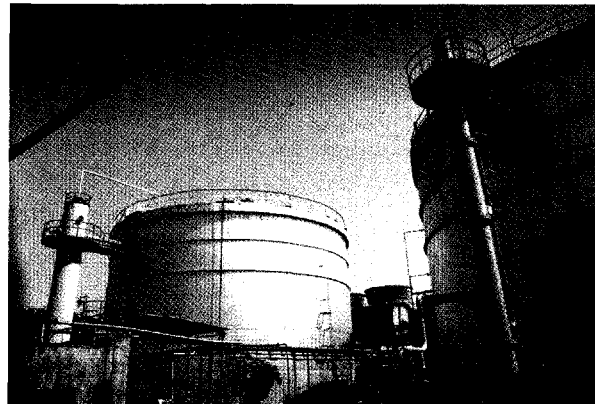
Literally translated 'Trikon' means triangle. Parrys Sugar performs Trikonasana with fluid grace. With the farmers providing a firm base, Parrys Sugar is scaling new heights with the proposed branding of its sugar.

**E.I.D. Parry's stronghold is its sugar division contributing almost 65% of its turnover.**

Parry's Sugar is one of the oldest sugar companies in India with almost 200 years of experience. As such, it has many firsts to its credit. **It houses one of the biggest sugar integrated complexes in this part of India. It runs the first of its kind R&D center in India for cane cultivation. It is also one of the first few to produce sugar with international technology.**

### A rich heritage

E.I.D. Parry has been bestowed with a rich legacy of tradition and culture. The sugar business began in 1845 when the Nellikuppam factory was set up in South India. Slowly and gradually, Parry's interest in the sugar business brought about important achievements such as setting up downstream processing, namely, the confectionery manufacturing unit; a distillery unit; the appointment of Administrators of Sugar Exports and being one of the largest managing agents, running 10-12 sugar units simultaneously.



### The most important ingredient for any process is the farmer

Parry's Sugar shares a great personal rapport with the farmers, most of whom have been associated with the company for generations. Parry's Sugar caters to their requirements through its R&D division that provides contemporary methods of cane cultivation along with innovative mixes for better yields. Further, it ensures timely payments, banking facilities and has even launched an agri portal that addresses all their concerns.

