



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

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The core is where the soul lies



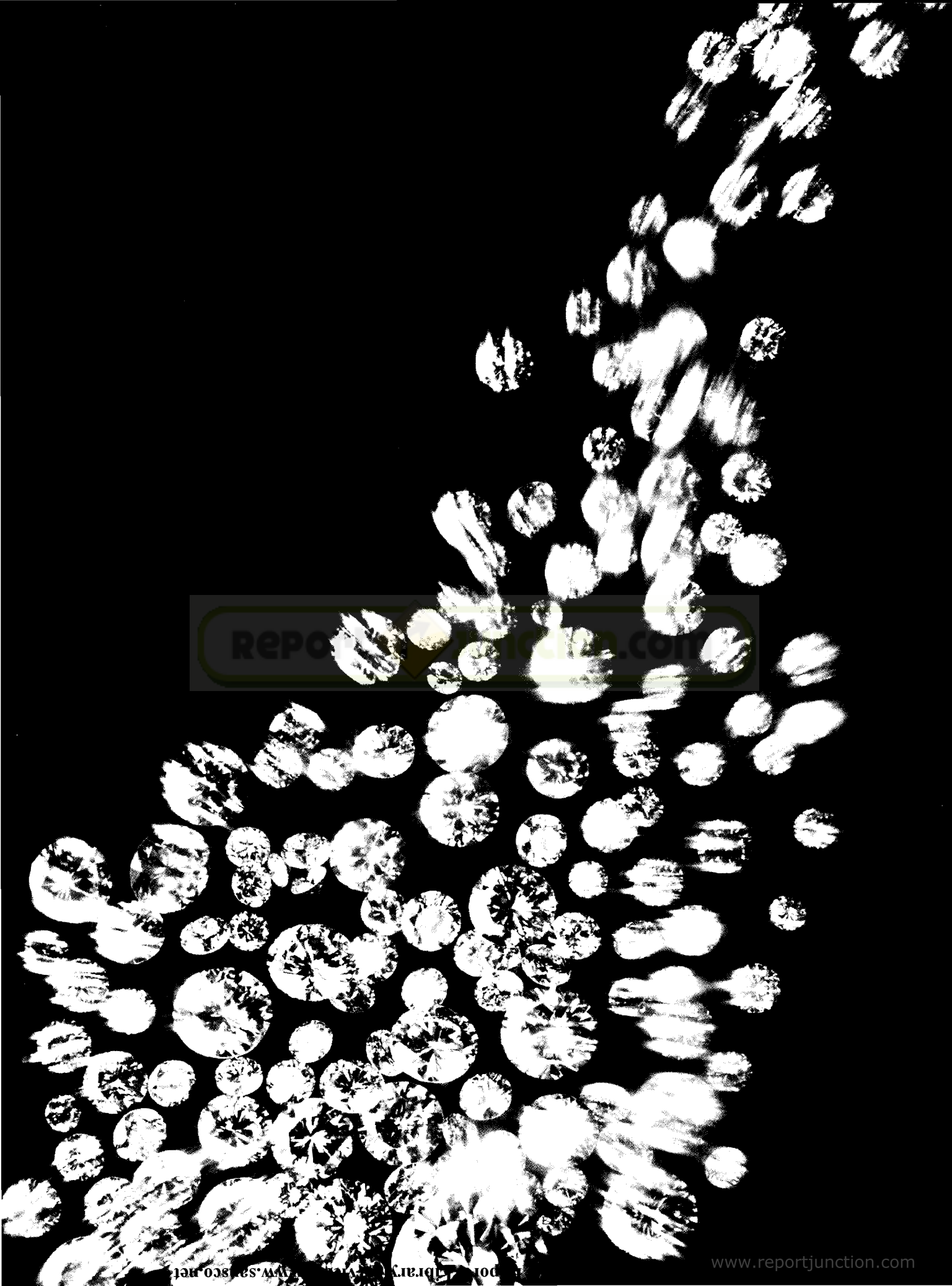
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At first look, it's nothing but yet another piece of stone. Till it makes its way to the palms of a master craftsman. The one person who works on it, persistently, relentlessly. Who carves it bit by bit—enhancing its value—with those seasoned strokes. Until finally, he uncovers the treasure buried within. Lending it that flicker of radiance. And that perfect shape.

More than 200 years in the business and we have come to believe—that a strong focus on the core, is what it needs, to outshine the whole. Which is why we have de-merged our businesses, into separate consolidated units. Retaining our sugar business as our core focus.

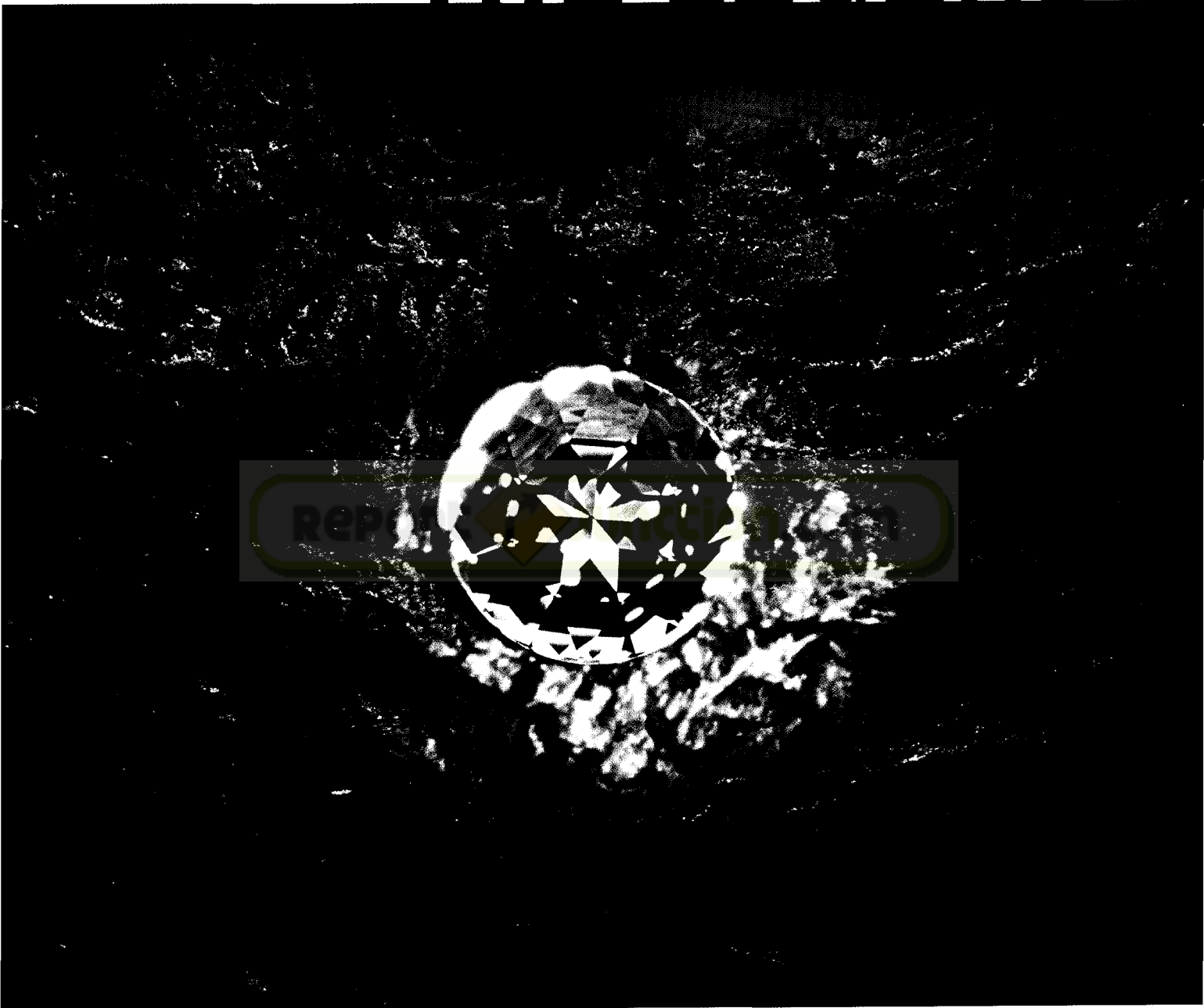
So it grows manifold, in its stature. And stands tall as an entity on its own. An entity to reckon with.



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THE LEGEND



Fascinating is the gem! Its legend—that has its beginning sometime during 800 BC—stores even more fascination. Believed to be the tears of the gods, this glittering crystal—and the hardest one at that—was first discovered in India. Eventually, it made its way all across the world.

Getting its name from the Greek word 'adamus', meaning invincible, diamonds have been surrounded by numerous beliefs, evoking awe and amazement. Often as jewellery. Sometimes as a jewel in some crown. And also as a part of many an intriguing tale. But always as a fiercely desired possession.

The legend of E.I.D. Parry dates back to 1788, when, on the 17th of July, Thomas Parry—a Welsh trader—first set foot on Indian soil. Foreseeing tremendous prospects in India, he established a business in piece goods and banking. In 1819, he partnered with John William Dare. And this company went on to weave many a tale of wonder in the coming future.

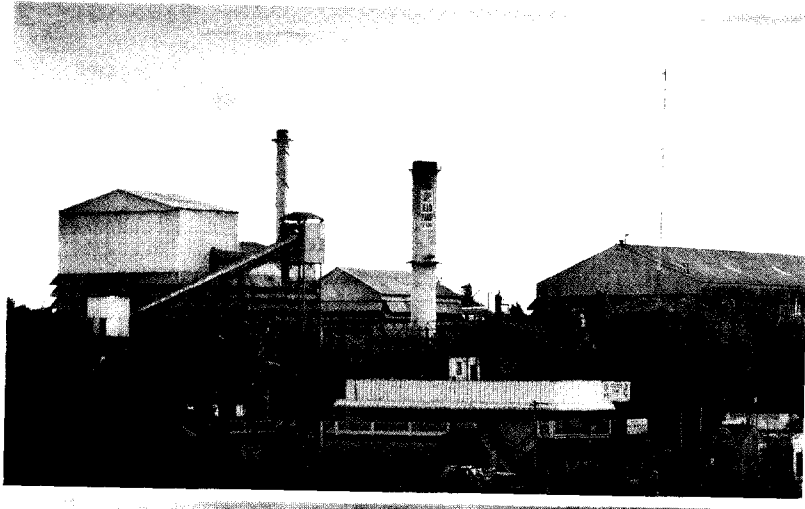
The post independence era saw a strong impetus within—a revolution towards Indianisation of the company. Within a year, in 1948, we became a Public Limited Company. In 1972, the Board resolved to apply to the Government of India for conversion into an Indian company. And what followed is history. After more than two centuries now, we stand as one of the oldest and most reputed business entities in India.

The diamond. Unearthed:

In 1845, E.I.D. Parry set up the first ever sugar factory in India—the Nellikuppam Sugar factory. A mere three years thereafter our distillery got licensed.

It will not be an exaggeration to say that in Nellikuppam, India found a laboratory to perfect the formulae to become a veritable Sugar Superpower. It is the first integrated sugar complex that came into existence. Pioneering the very concept of co-generation, Nellikuppam not only makes sugar; it also generates electricity for itself and others, besides manufacturing alcohol. It has plans to produce ethanol to lower the dependence on irreplaceable fossil fuels. Nellikuppam is a zero waste plant. All residues are used to further generate valuable by-products.

The success at Nellikuppam is being replicated at Pudukottai, Pugalur and Pettavaithalai too. These are the other three plants where E.I.D. Parry processes sugarcane which provides opportunities to make sugar, electricity, ethanol and a host of other valuable by-products like acetic acid and organic manures, each an invaluable source of wealth in itself.





It took centuries for the diamond to achieve its true brilliance. Mere cleaning and smoothening—as was the practice before—hardly revealed its radiance. Until one day when some genius in India, perseveringly worked upon it. Just to carve a way for the true brilliance to shine through. Since then, the fire within the crystal has always burnt bright. Much later came the cut, carat, clarity and colour.

Diamond is a fascinating story of a tough stone that is discovered in the great depths of the earth, acquires its sparkle and splendour and touches the heart sometimes through the eyes, sometimes through a vein in the finger.

From the very onset, and decades thereafter, E.I.D. Parry was somewhat like that precious stone, in waiting. Over the last quarter of a century, this stone has been carefully shaped. And today, E.I.D. Parry possesses the brilliance—one that outshines every single contemporary around; one that brings a sparkle to the eyes of every stakeholder.

The Sparkle within

Established way back in 1788, E.I.D. Parry became a part of the Murugappa Group in 1981. Even as the company grew its businesses, leading in diverse areas such as sugar, fertilisers and agro-chemicals, sanitaryware etc., its core always comprised what it started with—sugar. It is this core that grew stronger over the years. It grew resilient with technology induced versatility. Knowledge and ingenuity of a pioneer, handed down through generations, also came in handy to master the processes and squeeze optimum value out of the residues. Add to that the relationships with farmers, employees, vendors, business associates and the community at large. A bond built over the warp and woof of mutual dependence had outgrown the logic of mere shared prosperity. It, now, manifested itself in profound respect and unqualified trust. The core had begun to beckon.

The Shaping of future

It all began like a journey. Three years ago, a large and profitable business of farm inputs, comprising fertilisers and pesticides, seemed ready to grow bigger by aligning itself with a similar business of E.I.D. Parry's subsidiary, Coromandel Fertilisers Ltd.(CFL). On 1st April, 2003, the farm inputs business was hived off to CFL, to become a valuable asset that contributed to the wealth and income of the shareholders of E.I.D. Parry but not at the cost of the focus on the core. With this, the turnover of Rs.1376 crore in 2002-03, shrunk to Rs.641 crore in 2003-04. However, with renewed focus, Parry persevered with the dedication of a karmayogi. The resolve to stay focussed on the core, paid off rich dividends. Within a matter of just two years, the turnover once again crossed the coveted Rs.1000 crore threshold. Now, the Parryware business has been hived off to Parryware Glamourooms Private Ltd. where E.I.D. Parry has partnered with Roca Sanitario of Spain to substantially grow the business. Chiselled to its core, now E.I.D. Parry is a pure sugarcane play—its soul.