



**FIGHTING
FIT**

ANNUAL REPORT 2008-2009



FIGHTING

FIT

In today's world, you win only if you're fighting fit. Well enough to stand up to the challenges. When something does not go right, only self-belief and will can make you turn it around. We at EID Parry are a case in point. We don't just stave off challenges. We conquer them. We convert them into opportunities. And we've been doing this for over 200 years! That's how we live.

How do we do it? Our secret is "going beyond". Beyond tough times. Beyond hard conditions. Beyond the boundary of a sugar manufacturer. We evolve. We change. We adapt to new situations. We create new ideas. And we take pains. With us, it's never "easy does it".







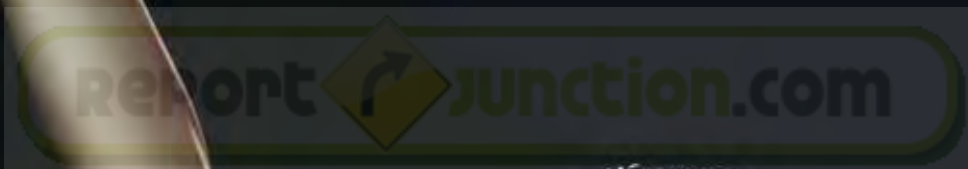
SUGAR, A MANY- SPLENDoured THING

We make sugar and have been doing this since 1842. So sugar is important to us. You can taste our presence in confectionery products, beverages, bakery items, sweetmeats, milk-based supplements and other milk-products and of course in your ice creams. We have now started making sugar for pharma sector as well as new types of processed foods.

SWEET TASTE OF SUCCESS

The big downswing in sugar sector was our baptism of fire. We achieved our highest turnover last year by exceeding Rs.750 crore. That shows our resilience.







CRYSTALS OF FUTURE

But we haven't stopped at sugar. We see our future through the new wellness products we are making: our "Nutraceuticals". The world over, the idea of staying healthy is getting more and more important than ever before. Our nutraceuticals have made a big breakthrough in this area. Our "Organic Spirulina" is now one of the most certified green foods in the world. And we've taken a lot of care to produce the algae needed for this product at our facility in Oonaiyur.

To move with the times, we've taken another big leap forward: we have made a strategic investment in Valensa International, a US-based Nutraceuticals company. For we strongly believe that Nutraceuticals are the crystals for the future. Not just our future. But the future of the world.



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