



STRONGER... GREENER... BIGGER...



E.I.D.- Parry (India) Limited
Annual Report 2009-2010





Stronger...Greener...Bigger...

Synergistic alliances, dynamic expansions and futuristic green ventures - these defined Parry's growth strategies, as the company expanded in size and scale and delivered a strong operating performance.

While the Sugar division extended its geographical boundaries, Bio-pesticides focused on developing

new crop protection formulations. The Nutraceuticals division took the big leap in scale and competencies, with alliances and new breakthrough products.

Sugar, Bio pesticides, Nutraceuticals, each of the three businesses of the company had their road map clearly defined - to grow Stronger... Greener... Bigger.....





Sugar

A year of major expansions. Expansions in scale. Expansions in geography. The recent acquisition of Sadashiva Sugars Ltd and proposed acquisition of GMR Industries Ltd will see a large scale increase in Parry's sugar milling, cogeneration and distillery capacities, positioning the company as one of the largest sugar manufacturers in India.

A year of strong performance. The sugar business delivered record turnover and profits while completing its investments in capacity expansions

and modernisation of existing plants and commissioning the cogeneration facility at Pettavaithalai.

It was also a year of consolidation. Moving up the value chain by producing premium quality, customised grades of sugar for its customers, the company consolidated its market leadership in the industrial sugar segment. In the retail market, Parry's flagship brand, Parrys Pure, expanded shelf space, reach and volume.

Nutraceuticals

At Parry's Nutraceuticals division, it was a year of consolidation of alliances and acquisitions. In sync with its core principle of providing preventive health care, the Nutraceuticals division focused on developing a platform of wellness products, addressing major health concerns relating to eye, heart, joints and nutrition deficiencies, and for women's health, energy and well being.

The division is well poised to expand its footprints in the global market by leveraging its marketing network in over 20 countries.

Working out synergies with alliance partners, developing new products and accessing new markets, the Nutraceuticals division is taking a big leap, to consolidate its position as a global manufacturer of wellness products.



Bio Pesticides

In line with its commitment to support farmers by providing safe and sustainable agricultural inputs and its vision of becoming a complete solution provider for achieving plant wellness, Parry's Bio Pesticides Division focused on expanding its product range.

The largest manufacturer of neem based Bio-pesticides in the world, Parry's NEEMAZAL® range

of eco friendly bio pesticides are being marketed in 36 countries across America, Asia, Europe and Oceania.

With the market for organic agro inputs estimated to grow at a CAGR of 10% world over, the Bio division is poised to become a key player in crop protection products.





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