

E V  L V E



HYDERABAD INDUSTRIES LIMITED

A N N U A L R E P O R T 2 0 1 0 - 1 1



E V O L V E

Evolution is a precursor to advancement. It is a natural response to changes, both within oneself, and in one's surroundings. It is a wonder to witness, and a joy to experience.

At HIL, we are evolving. Our brands have been revitalised. Our teams and strategies have been realigned. A vibrant energy pervades every aspect of our being. We are poised to attain great heights.

We are ready to fly.

Our Vision

To sustain our domestic market leadership position and become a global provider of building products and solutions, with a commitment to support Green Buildings and Habitats by supplying environment-friendly products and by following green and safe practices.

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Directors

Mr. C K Birla, Chairman

Mr. Krishnagopal Maheswari

Mr. Shreegopal Daga

Mr. P Vaman Rao

Mr. Yash Paul

Mr. Abhaya Shankar, Managing Director

Company Secretary

P Rajesh Kumar Jain

Auditors

S R Batliboi & Associates

Solicitors

Khaitan & Co.

Bankers

State Bank of Hyderabad

State Bank of India

Central Bank of India

State Bank of Mysore

State Bank of Travancore

HDFC Bank Limited

Registered Office

Hyderabad Industries Limited

Sanatnagar, Hyderabad - 500 018 (Andhra Pradesh)

Works

Faridabad: Sector-25 - 121 004 (Haryana)

Jasidih: Industrial Area - 814 142 (Jharkhand)

Hyderabad: Sanatnagar - 500 018 (Andhra Pradesh)

Thrissur: Mulangunnathukavu P.O. - 680 581 (Kerala)

Satharya: SIDA, Jaunpur Dist. - 222 022 (Uttar Pradesh)

Dharuhera: Plot No. 31, Rewari Dist. - 122106 (Haryana)

Wada: Musarane Vil., Thane Dist. - 421 312 (Maharashtra)

Golan Village: Valod Taluka, Tapi Dist. - 394 640 (Gujarat)

Thimmapur: Mahboobnagar Dist. - 509 325 (Andhra Pradesh)

Balasore: IDCO, Plot No. Z-2, IID Centre, Somanthapur (Orissa)

Chennai: Kannigaiper Vil., Tiravallur Dist. - 601 102 (Tamil Nadu)

Vijayawada: Plot No. 289, IDA, Kondapalli - 521 228 (Andhra Pradesh)



Chairman's Message

India's growth, especially in the Building and Infrastructure sectors, will continue to present good opportunities for HIL. Changing consumer preferences and expectations require us to be agile and efficient. In recognition of these needs, we are EVOLVING into a performance-driven organisation to achieve accelerated and profitable growth.

C K Birla

The Management Team

HIL's Management Team is committed to driving change and making the organisation future-ready. Towards this end, the team has already set into motion major initiatives that include the induction and nurturing of new talent across various functions. Other vital developments include increased operational efficiency, the rejuvenation of our brands and new product offerings.

The team also recognises that the process of evolution demands consistency and continuity, in terms of both organisational strategy and senior leadership.

This seamless synergy between the time-tested and the new is helping HIL evolve into an intelligent, agile organisation.



Team from left to right:

Mr. Sanjay Kavathalkar (VP-HR), Dr. V C Rao (AVP-Occupational Health), Mr. P K Jhunjhunwala (Sr VP), Mr. Abhaya Shankar (Managing Director), Mr. Shyam Modi (VP-Sheeting Business), Mr. Ashok Soni (CFO) and Mr. Sharad Dalmia (Sr VP-Operations)

Charminar has evolved



On top of the world

Charminar's new brand identity reflects a single-word proposition: **UPGRADE**

The identity comprises:

- The visual of an arrow that doubles up as the number 'one', to suggest a movement towards the top.
- The brand line 'On top of the world'.

Aerocon has evolved



Aerocon's new brand identity reflects our passion for eco-friendliness and new-age solutions

The identity comprises:

- A structure of green sheets that come together to form a tree, indicating Aerocon's commitment to eco-friendly solutions.
- The brand line 'New spaces. New solutions.' which focusses on the organisation's modern outlook.

Evolving Marketing Initiatives



HIL Stall @ the 7th Green Cementech

Organised by the Confederation of Indian Industries (CII), the 7th Green Cementech saw the coming together of cement industry professionals from across the nation. Visitors to the stall were briefed on the benefits and utility of **HYSIL** products in energy conservation.

The Charminar Stockists Meet

The event, held at Agra, was conducted to facilitate a better understanding between company officials and stockists of the region and to discuss future business plans. The families of the stockists were also in attendance.



GAIA BIG 5 Exhibition - Dubai

Aerocon Blocks, Aerocon Panels, Charminar Roofing Sheets and Charminar Boards were all showcased at the massive Dubai exhibition. HIL won a bronze medal at the exhibition for Aerocon Panels.

ACETECH Chennai

Aerocon Blocks were showcased at the ACETECH Chennai exhibition. The stall was created as an experience zone for visitors to come and actually witness the properties and advantages of **Aerocon Blocks**.



Partners in Progress Meet

For the first time, an all India "Partners in Progress" meet was organised to bring franchisees and delegates of the company together.

It was a residential meet held in Hyderabad and attended by over 50 franchisees from all over India dealing in **Aerocon Panels**.

Sthapatya Exhibition

HIL showcased **Aerocon Blocks** and **Aerocon Panels** at the Sthapatya Exhibition. The exhibition was organised by the Architects and Civil Engineers Association of Surat, and the HIL stall saw a large number of visitors enquiring about the products.





State-of-the-art Manufacturing Facility at Golan

The company started commercial operations of its AAC Blocks manufacturing facility at Golan, near Surat, Gujarat in July 2010.

With the opening of this facility, HIL will be able to meet the growing demand for AAC Blocks in the western part of the country.



Wind Power

HIL has now made a foray into the renewable energy sector, in line with the company's mission to pursue green businesses.

The initial step was taken by setting up a 3.6MW Wind Power Project in Vandhiya Village, Kutch Dist., Gujarat.

