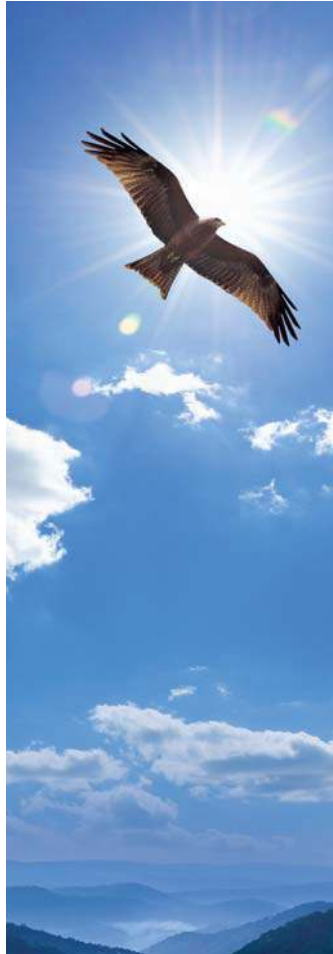


An eagle is shown in flight, wings spread wide, against a bright blue sky. The sun is positioned behind the eagle, creating a strong lens flare effect. Several white, fluffy clouds are scattered across the sky. In the lower portion of the image, a range of blue mountains is visible under a hazy sky.

**SOARING HIGH**

**ANNUAL REPORT 2011-12**

**HYDERABAD INDUSTRIES LIMITED**  
(CK Birla Group)



## SOARING HIGH

From our inspired inception, HIL has undoubtedly come a long way. From deriving inspiration from the peerless creator: Nature, to finding an inner drive that constantly propelled us onward, to constantly evolving and re-inventing ourselves, the path was set for us to take the next leap: to soar towards lofty heights of ambition and excellence, to emulate the majestic eagle.

The keenness of vision, the longing to soar higher than all else, and the insatiable hunger to remain at the top are all qualities that one associates with the eagle - qualities we at HIL tirelessly strive to embody. Qualities that have enabled HIL to emerge as the foremost leader in all the realms that we operate in.

## 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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# BOARD OF 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. Batlibai & 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  
Sanathnagar, Hyderabad – 500 018 (Andhra Pradesh)

## **Works**

- **Faridabad:** Sector-25, Haryana
- **Jasidih:** Industrial Area, Jharkhand
- **Hyderabad:** Sanathnagar, Andhra Pradesh
- **Thrissur:** Mulangunnathukavu, P.O., Kerala
- **Satharya:** SIDA, Jaunpur Dist., Uttar Pradesh
- **Dharuhera:** Plot No. 31, Rewari Dist., Haryana
- **Wada:** Musarane Vil., Thane Dist., Maharashtra
- **Golan Village:** Valad Taluka, Tapi Dist., Gujarat
- **Thimmapur:** Mahaboobnagar Dist., Andhra Pradesh
- **Balasore:** IDCO, Plot No. Z-2, IID Centre, Somanthapure, Orissa
- **Chennai:** Kannigaiper Vil., Tiravallur Dist., Tamil Nadu
- **Vijayawada:** Plot No. 289, IDA, Kondapalli, Andhra Pradesh
- **Dera Bassi:** Village Saidpura, Dera Bassi, Punjab

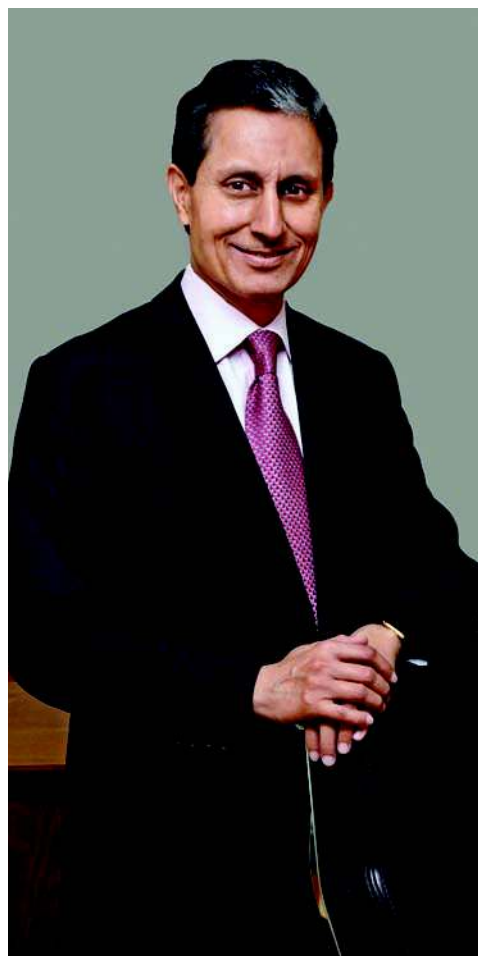
## **Wind Power**

- 3.6 MW (2x1.80 MW) at Kutch Dist., Gujarat
- 1.25 MW near Coimbatore, Tirupur Dist., Tamilnadu
- 2.5 MW (2x1.25 MW) at Jodhpur Dist., Rajasthan

## CHAIRMAN'S MESSAGE

Our journey of transformation at HIL started four years ago. Today, we are proud of the overall improvements in both performance and health of the organization. Well-defined strategy, team work, execution roadmap and pursuit of excellence are the pillars of our business philosophy. As we prepare to soar to greater heights, HIL shall remain singularly focussed on delivering the best to maximize the wealth of our stake holders.

- C K Birla





**Sitting (L to R)** - Sharad Dalmia (Sr. VP – Operations), Sanjay Kavathalkar (VP – HR), Ashok Soni (CFO), Abhaya Shankar (MD), Atul Kapur (Sr. VP Sales & Marketing), Shyam Modi (Sr VP – Special Assignments), Dr. VC Rao (VP – Occupational Health), PK Jhunjhunwala (Sr. VP - Special Assignments)

**Standing (L to R)** - I K Pandit (GM-Quality Audit), G. Manikandan (DGM-Finance), Madhusudan Mokashi (VP – Marketing), P. Rajesh Kumar Jain (Company Secretary), Pradeep Kumar (VP -Manufacturing), L N Murthy (GM-IR), NB Krishnan (DGM – New Product Development), B Gururaj (GM-Operations), Jitendra Singh (CIO – IT), Tom C Pedersen (Sr Technologist-R&D), Karunasagar (Unit Head-Hyderabad), A Ramakrishna (VP – Supply Chain), Shyam Maheshwari (VP – Roofing Business), Krishna Mohan (GM-Materials), B Srinivas Rao (AVP – Thermal Insulation Business), Jagadiswaraya (GM – R&D), N K Jayakrishnan (GM – Blocks), C. Sankar (GM-Costing & Internal Audit)

## THE MANAGEMENT TEAM

HIL believes in the importance of effective management under the strong and focused leadership that comes with experience. Every function at our organization is headed by an adept head. Each one of our veteran leaders are specialists in their respective fields, bringing with them decades of intensive experience that tempers their efficient management qualities.



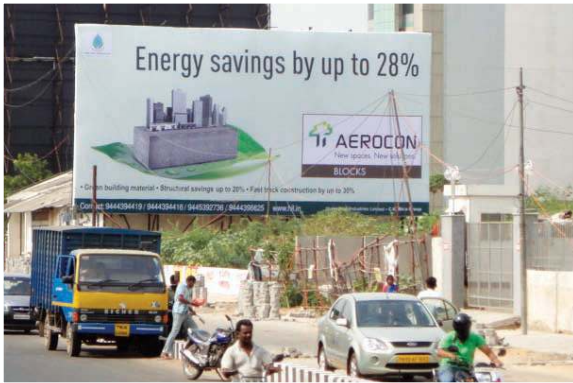
## HIL'S DYNAMIC YOUNG LEADERS



Our young and vibrant team represents the energy of vigor and celerity. These dynamic young people hail from the country's top educational institutions and have worked in leading companies. Their dauntless and efficient hands, guided by our experts steer the company forward and make sure we stay ahead of the changing times.



# INNOVATIVE AND MARKET-SPECIFIC BRANDING



HIL's innovative and maiden attempt, of utilizing outdoor media like bus shelters and the premium intercity bus branding exercise was a notable success. This has led to good brand visibility in both the cities.





## ENDORISING THE ORDER OF ACCLAIM

During this year, HIL, with its brand Aerocon, sponsored many key events and awards organized by and for the building & construction fraternity, thereby increasing networking opportunities with them.



**The IIA Awards**, in Delhi chaired by Central Minister Mr. Kamal Nath. Also present are Mr. Abhaya Shankar, MD – HIL and Mr. Atul Kapur, Sr. VP – Sales and Marketing HIL



**IADF - Indian Architecture and Design Festival**, Mumbai. Attended by all leading architects of India. Mr. Mokashi (VP – Marketing) presenting award to Architect Shirish Beri



**Responsibility for sustainability** - Seminars were organized in focus markets across MP and Gujarat. Lead speakers were invited from international structural engineering firms based out of Germany, Burro Happold and other associations like CREDAI, BAI, IIA. The seminars were attended by leading architects and builders of the respective cities.



## EXHIBITIONS & TRADE FAIRS



The Aerocon and Charminar range of products were showcased in all the leading construction material exhibition in key markets across India along with Qatar and Dubai to explore international business opportunities.

## PARTNERS IN PROGRESS MEET



Partners in Progress meet – an evening to recognize the contribution of Retail Network Partners and celebrate our success in the Mumbai region. This was a well-appreciated initiative that kept the retailers engaged and motivated.

## CONSUMER MEET



A special evening was organized for the TG (Hatcheries and Poultry Owners). The event was instrumental in sharing with them how charminar benefits their endeavours, ensuring a mutual growth.