



30th Annual
Report
2015

HATSUN AGRO PRODUCT LTD.

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'And' is a small word
with great power.

'And' doesn't stop with 'good'.
Or 'good enough'.
Or even
'great'. 'And'
keeps going.
'And' pushes
forward.

'And' always ends
with three dots
instead of one.

When others give up,
'And' offers hope.

When others say they've done
enough, 'And' says, "There's
room for more: for one more
word. For one more syllable.
For one more column."

For one more litre. For one more
farmer. For one more family.

For one more smile.

'And'... it's what keeps us going.

We look beyond
ourselves. We invest
in and take care
of our true sources -
the farmers and
their cattle.



Board of Directors



R.G. CHANDRAMOGAN
Chairman & Managing Director

Shri R.G. Chandramogan is the Promoter of the Company. He is the Chairman and Managing Director of the Company. He initially started the ice cream business in the early 1970s and later ventured into milk and milk-related products. He has more than 4 decades of experience in the industry.



K.S. THANARAJAN
Joint Managing Director

Shri K.S. Thanarajan is a postgraduate in Economics and is in charge of the day-to-day operations of the Company. Shri K.S. Thanarajan has nearly 4 decades of experience in various executive positions in his career.



C. SATHYAN
Executive Director

Shri C. Sathyan is a Bachelor of Business Management with specialisation in Marketing. He has held various executive positions during his career spanning over a decade.



P. VAIDYANATHAN

Shri P. Vaidyanathan is a Fellow Member of The Institute of Chartered Accountants of India and an Associate Member of The Institute of Company Secretaries of India & The Institute of Cost and Works Accountants of India. Shri P. Vaidyanathan has more than 32 years of experience in Finance functions.



B. THENAMUTHAN

Shri Balasubramanian Thenamuthan holds a Master's Degree in Communication and Journalism from Madras University and has carried out an intensive study of Newspaper Management in Cardiff University, United Kingdom. He has 3 decades of experience in journalism. He is the Managing Director of Karnataka News Publications Private Limited, which publishes a Tamil daily outside Tamil Nadu.



N. CHANDRASEKARAN

Shri N. Chandrasekaran is a Mechanical Engineering Graduate with more than 4 decades of experience. He has held various executive positions during his career. He is also on the Board of reputed companies.



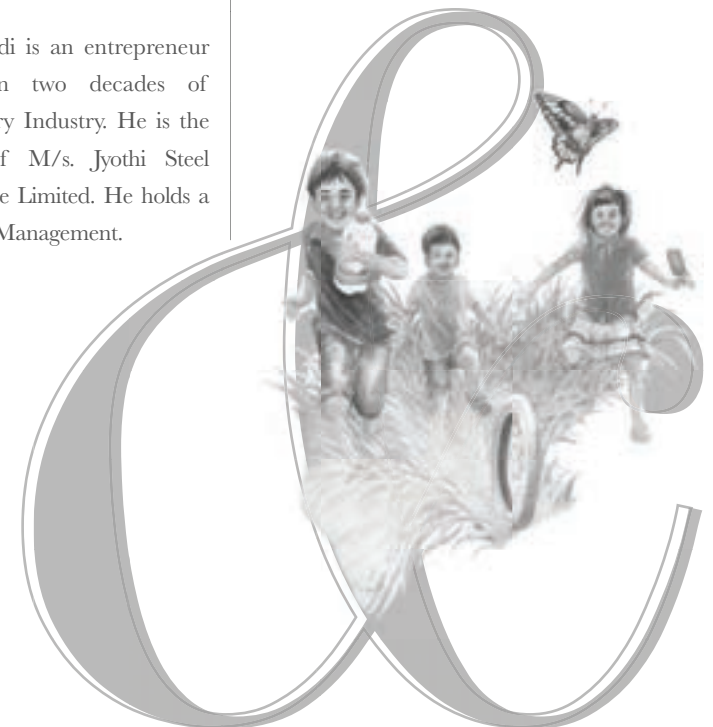
BALAJI TAMMINEEDI

Shri Balaji Tammineedi is an entrepreneur and has more than two decades of experience in the Dairy Industry. He is the Managing Director of M/s. Jyothi Steel Industries (India) Private Limited. He holds a postgraduate degree in Management.



CHALINI MADHIVANAN

Dr. Chalini Madhivanan is a graduate from Madurai Medical College and a postgraduate in Ophthalmology at RIOGOH, Chennai. She holds the position of an Executive Director of M/s. M.N. Eye Hospital Private Limited. She has presented more than 100 papers in State and international conferences and has conducted scientific workshops and conferences in the State and across the country. Apart from her medical profession, she is also a prolific writer and her book 'Pulanuruppugal - Thoguthy III' written in Tamil on eyes under Tamil Valarchi Kalagam, was published in 1996 by the Central Government.



From the Brand Stable

We owe the success of our brands not only to the hard work and commitment of our team but also to the support and loyalty of our customers. In return, we strive to elevate benchmarks and surpass our own standards to deliver the highest quality products.

Our brand range is as diverse as it is popular. Here, we will take a look at what makes up the Hatsun Agro Product family.



AROKYA MILK

Aroky Milk was launched in 1995 and since then, has won the trust of millions of customers in Tamil Nadu, Karnataka and Andhra Pradesh. That's what makes it the largest milk brand in the Indian private sector. Great care and refinement go into the processing of Aroky Milk.

Aroky Standardized Milk – One of the most popular of our milk products, Aroky Standardized Milk is the brand of choice for the whole family.

Aroky Full Cream Milk – This product, as the name suggests, is rich with cream content. This makes it perfect for kids, whether they are mixing it with their breakfast cereal or just drinking it.

Aroky Toned Milk – With 3% fat, Aroky Toned Milk is a healthy choice for families, providing a balanced mix of essential ingredients. It brims with the goodness of our villages.

AROKYA CURD

Aroky Curd comes to you from the trusted Aroky milk brand. Made from the highest quality of milk, this curd is thick, delicious and guaranteed to complete all your meals.

GOODNESS OF AROKYA

Goodness of Aroky is the one-stop shop for all dairy needs. With 100% natural products, Goodness of Aroky offers customers a wide range of Hatsun dairy products like ghee, butter, paneer, Aroky milk and curd to name a few. Customers can also refresh themselves with milk-based products like milkshakes, coffee, yogurt shakes, yogurt toppings and paneer crunches.

ARUN ICECREAMS

Arun Icecreams sold outside the box, or rather outside the town, and took ice creams to suburban and rural areas. The brand also believes in keeping things fresh by always bringing in new flavours and variants, so that customers always have new choices awaiting them.

Arun Icecreams iCone – The iCone is an innovation in crunchy cone ice creams with a slender flavourful layer lining the insides of the cone so there's something special in every bite.

Arun Icecreams iBar – The iBar is a delicious slab of ice cream that's just for you. With flavour and zero sharing in every bite, customers keep coming back for more.

Arun Icecreams iBar Mini – For those who can't stomach a whole bar of ice cream, we introduced the iBar Mini so you won't have to share. This product has become very popular with our customers.

Kids' Bar – We created a variety of interesting and fun ice cream bars for kids, so eating ice cream becomes more enjoyable than it already is. From Jolly Trains to Yummy Bears, the fun never stops in this range.

Indian Sweets Ice creams – We have combined every Indian's favourite sweets – Gulab Jamun and Gajar ka Halwa – with icecreams. In this one-of-a-kind combination, our customers find something unique in every spoonful.

Arun Icecreams has also introduced Likstick bars with natural ingredients that are full of happiness.

SANTOSA CATTLE FEED

One of the ways of ensuring high quality milk is by taking care of the health and nutrition of the cattle that produce it. Hatsun's extensive background in animal nutrition has given rise to Santosa Cattle Feed which offers a balanced diet to the cattle, filled with natural ingredients and essential nutrients that improve their health, longevity and milk yield.

IBACO

A nationwide chain of outlets based on the unique choose and scoop format. Customers can walk in, choose from over 36 flavours, top it off with their favourite sauces and nuts. Apart from ice creams, IBACO offers other unique products.

Ice Cream Cakes – IBACO Ice Cream Cakes offer a novel way to celebrate life's best moments. With an assortment of flavours and custom packaging to allow easy transportation, our ice cream cakes have, in a short span of time, become immensely popular with our customers and the go-to solution for any occasion.

Bars and Waffle Cones – IBACO offers customers the pleasure of creating their own ice cream in the form of an ice cream sundae bar or waffle cone by choosing from

a variety of delicious ice cream flavours, sauces and toppings. This innovation allows customers a personal heaven in every bite.

HATSUN PANEER

The succulent Hatsun Paneer is prepared under high levels of hygiene using only the freshest of milk cream. Now make your meals even tastier.

HATSUN CURD

Thick, creamy and delicious, Hatsun Curd is the perfect companion for afternoon meals. Especially on hot summer days.

HATSUN GHEE

If you are looking for ghee that is consistent in texture and rich in aroma, look no further than Hatsun Ghee.

HATSUN BUTTER

Made from the finest of cream churned from the purest of farm fresh milk, Hatsun Butter is the ingredient of choice for a variety of dishes from butter dosa to paneer butter masala.

HATSUN DAIRY WHITENER

Hatsun Dairy Whitener is the perfect complement to your morning cup of tea and coffee. It dissolves easily and does not form unsightly lumps.

HATSUN SKIMMED MILK POWDER

Made from the purest of farm fresh milk, Hatsun skimmed milk powder is 99% fat-free. It is perfect for anyone who leads a hectic lifestyle and is in need of their daily dose of milk.

ANIVA SWEETS

Made from the purest milk, Aniva Sweets is Hatsun's exclusive sweets brand which produces rich, delicious Indian sweets made with as much love as flavour. Kheer Delight, Royal Rasagulla, Mango Rasamalai, and Angur Jamun are some of the delicacies from Aniva.



The Milk Procurement Process

We make sure only the freshest of milk goes into all our products. That's why we go straight to the farmers to procure milk. There are around 8,500 Hatsun Milk Banks (HMBs) covering over 10,000 villages with each HMB receiving milk from 3.2 lakh farmers everyday. With the help of milk analysers installed, the HMB tests the quality of milk from each farmer using Fat and SNF as parameters, and then factors that with the volume of milk delivered, into the calculation of the amount to be paid. We make it a point to pay the farmers on time - a track record Hatsun Agro Product Limited has been proud to maintain for over 2 decades.

The milk is collected from the HMBs and taken to the Hatsun Milk Chilling Centre, where it is tested for parameters. After this, further samples are taken for advanced testing. Only after the milk samples match our stringent quality norms are they sent to the dairy. At the dairy, the milk is put through more tests before taking it up for further processing.

To keep up with QA norms, Hatsun has charted out a series of measures to help the farmers deliver milk of the highest quality.



Animal Husbandry

Substantial improvements have been made with respect to the Animal Husbandry team. The addition of over 50 highly qualified professionals has resulted in a spike in productivity and profitability of dairy farmers, not to mention an increase in milk quality. For farmers who do not have access to reliable irrigation, Hatsun is initiating a trial on the feasibility of producing and feeding silage to the cattle. The Animal Husbandry team will also begin to work more closely with the cattle feed team to

provide farmers with the complete nutrition package of forages and concentrates.

ANIMAL HEALTH CARE

Hatsun has assigned a team of veterinary doctors to take care of milch animals of all the farmers associated with the company.

ARTIFICIAL INSEMINATION

Hatsun has arranged for trained inseminators to visit the villages to carry out artificial insemination on the animals. This ensures that the milch animals produce at least one calf every year.

FODDER

Hatsun has commissioned a team of agricultural graduates to help farmers cultivate their fodder.

BALANCED CATTLE FEEDS

Hatsun manufactures and sells cattle feed to the farmers based on their requirements.

ADVICE FOR LARGE FARMS

To compensate for the inadequate number of milch animals holding in the milk shed due to shortage of manpower, Hatsun will source appropriate technology to help the farmer automate his farm to an optimum level.



Stories of Success 2014-2015

HATSUN DAILY

Hatsun Agro Product Limited is looking to enhance its existing distribution centres to rapidly transform them into convenience stores that sell not just milk, but a range of dairy products as well.

Hatsun Daily stores and displays products in a clean, hygienic environment, ensuring that customers get direct access to pure and fresh products. There are Hatsun Daily outlets spread across important locations in Chennai with a large number of new stores being opened in Tamil Nadu over the next quarter.

ARUN ICECREAMS FOR KIDS

Arun Icecreams has always had something special in store for kids. Keeping in mind the 'fun' quotient, the brand has brought out a range of products that can be enjoyed not just by kids, but by people of all ages. The variants include: Yummy Bears, Spiral, Twins, Fun Wheel and Jolly Train.

THE SMALL PLEASURES

Arun Icecreams has introduced the Arun Icecreams iBar Mini which has become a huge hit with customers.

When happiness can be reached in a few bites, who wouldn't love it? Even better – you don't have to share it!

IBACO ICE CREAM CAKES

IBACO Ice Cream Cakes offered customers a novel way to celebrate special moments. The success of this new launch shows that, be it birthdays or anniversaries, customers think, "Ice cream cakes from IBACO." This product has now become a go-to feature for people in South India.

IBACO ICE CREAM BARS

IBACO introduced an ice cream bar that customers can make the way they like it. From choosing the ice cream flavour to the toppings, the entire bar is created by the customer. As the most personal ice cream bar, it has become a huge hit.

ELIMINATING MILK SPOILAGE

Since our products are dairy-based, we make extra efforts to ensure quality and reduce milk spoilage. We have introduced the Rapid Milk Chiller (RMC) in villages. The RMC allows milk to cool rapidly, thereby eliminating its chances of perishing.

MEETING DEMANDS

To meet the growing needs of the Northern parts of Karnataka and Telangana, we have extended our milk procurement footprint to Maharashtra. We also have a new dairy plant in Tirunelveli, serving the interests of dairy farmers and consumers of South Tamil Nadu.

FODDER BY THE FARMERS

At Hatsun we help farmers cultivate their own fodder for cattle. This has been extremely beneficial for us as it has resulted in the improvement of both the quality and quantity of milk.

ARUN ICECREAMS COMPANY DIRECT STORE

Arun Icecreams has a new distribution model in Andhra Pradesh, Telangana and Karnataka. Company Direct Store allows retailers to buy directly without going through any dealers.

This way, they can save more on every purchase. The unique model has also benefited several customers who can buy products at exclusive wholesale prices.



If everyone is moving forward together, then success takes care of itself.
-Henry Ford



*Goodness, With Care...
From Our Villages*





Arokyat[®]
MILK

*Goodness, With Care...
From Our Villages*





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