



# **WHAT'S COOKING?**

JVL AGRO INDUSTRIES LIMITED  
ANNUAL REPORT 2012-13

## Forward-looking statement

In this annual report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements – written and oral – that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using

words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes' and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. The achievement of these results is subject to risks, uncertainties and even inaccurate assumptions. Should

known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

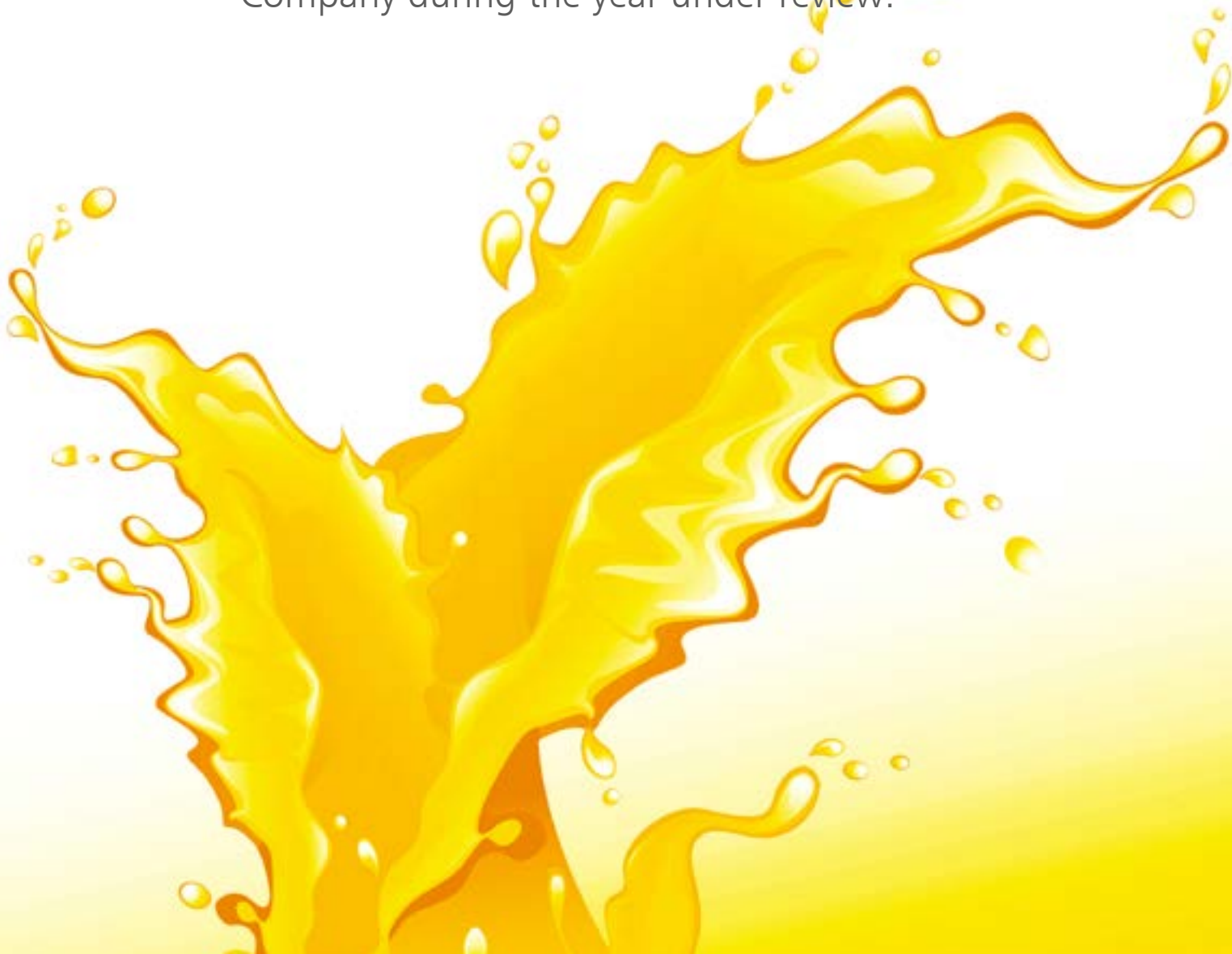
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There is a lot cooking at JVL Agro, one of India's fastest growing cooking media companies.

Profit growth. Capacity increase. Portfolio widening.

So you might have a fair reason to believe that the Company's performance in 2012-13 – 28.82% increase in revenues and 6% increase in profit after tax was, well, just one of so many things that happened at the Company during the year under review.



## Vision

To delight the consumer through a complete vegetable oils solution through continuous research and development in healthier oil varieties, leading to a single-stop convenience.

## Mission

To extend leadership from saturated fats to the entire vegetable oils segment in the first stage and to agro-based

premium food products thereafter, from a single region in India to a global manufacturing and marketing presence.

## Legacy

The Company entered business as a small-scale manufacturer of hydrogenated vegetable oil (25 tonnes per day), promoted by Mr. D.N Jhunjhunwala in 1989.

JVL Agro has grown into the largest single-unit manufacturer of vanaspati in India today (700 TPD). The Company also possesses a cumulative vegetable oils capacity of 2500 TPD

The Company is managed by Chairman Mr. D.N. Jhunjhunwala, Mr. S.N. Jhunjhunwala (Managing Director), Mr Adarsh Jhunjhunwala (Wholesale Director) and executives

## Location

The Company has four manufacturing locations spread across four states with offices in Alwar, Kolkata, Mumbai and Delhi. The Company is headquartered in Varanasi with a subsidiary in Singapore.

The Company's refined oil and vanaspati manufacturing units are located in Varanasi (Uttar Pradesh) and

Dehri-on-Sone (Bihar), mustard oil manufacturing unit in Alwar (Rajasthan) and Refinery in Haldia (West Bengal).

The Company's products are available across thousands of retail outlets in 18 Indian states and two Union Territories

## Listing

The Company's shares are actively traded on the Bombay Stock Exchange



(BSE), the National Stock Exchange (NSE), the Delhi Stock Exchange (DSE) and the UP Stock Exchange (UPSE).

## Multi-brand

The Company markets products under the Jhoola, Payal, Joohi and Royal brands.

■ Vanaspati is marketed under the Jhoola brand

■ RBD palmolien under Jhoola and Payal brands

■ Refined soybean oil under Jhoola Health brand

■ Mustard oil under Jhoola, Joohi and Shankar brands

■ Blended oil under the Joohi Active brand

■ Premium mustard and soyabean oil is marketed under the Royal brand

## Awards and certifications

All the plants of the Company are certified with ISO 9001: 2008. The Company was also recognised as the 'Fastest growing vanaspati brand in 2006'; 'Emerging Company of the year 2007' by Globoil; the 'Globoil man of

the year 2008' award went to Mr. S.N. Jhunjhunwala (Managing Director) while the Globoil India Legend 2011 award was bestowed upon Chairman Mr. D.N. Jhunjhunwala.

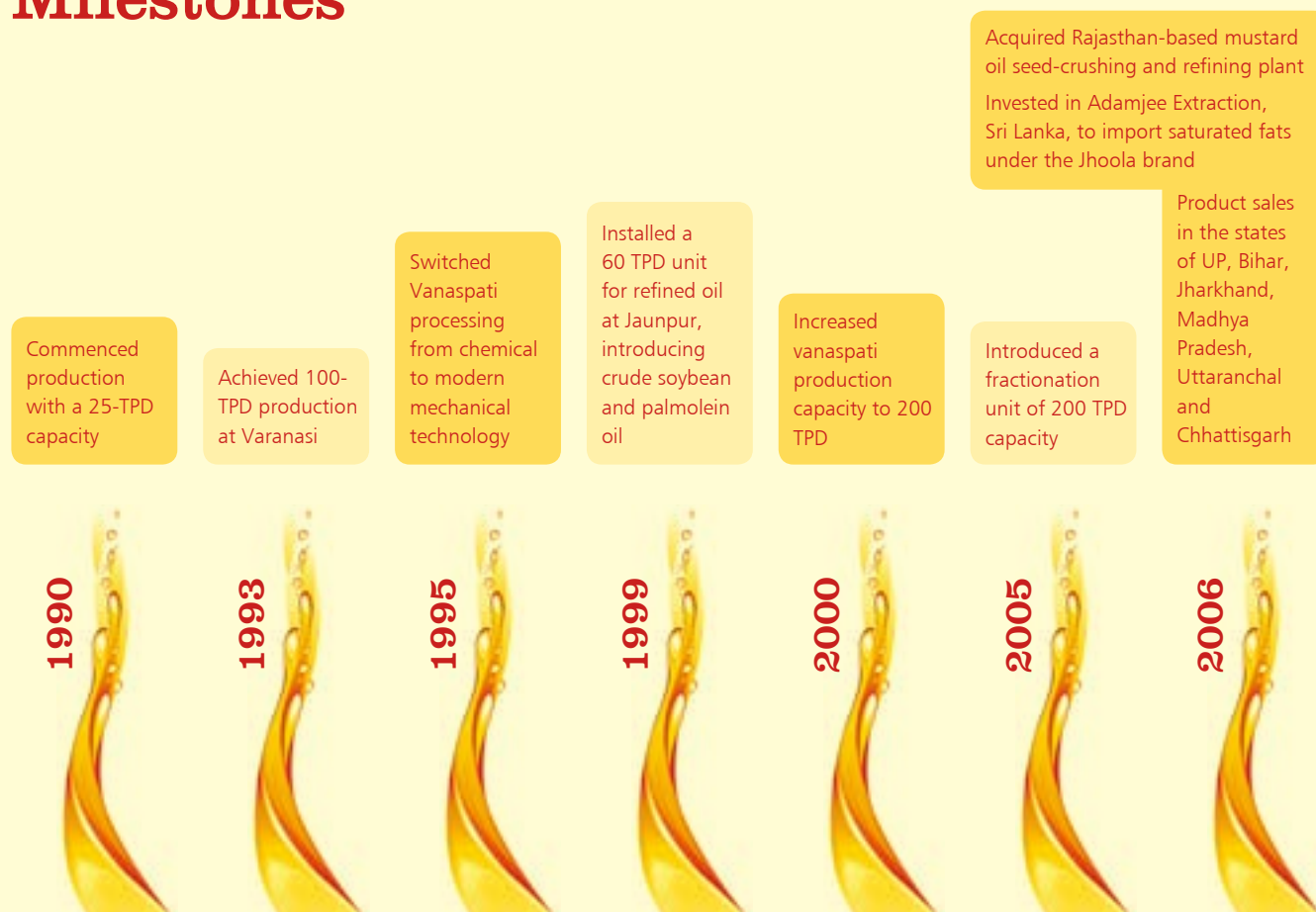
## Portfolio

Starting as a single product manufacturing entity almost two decades ago, the Company is now a multi-product and multi-locational organisation:

Products	Product variants	Brand name	Manufacturing Locations	Revenue *	Capacity*
Vanaspati	Vanaspati ghee, bakery shorting	Jhoola	Naupur (Varanasi), Dehri (Bihar)	₹498.71 Crore	165000 TPD
Refined oil	Olein, soya, mustard	Jhoola, Payal	Naupur (Varanasi), Dehri (Bihar), Alwar (Rajasthan), Haldia (West Bengal)	₹1348.90 Crore	600000 TPD
Mustard oil	Kachchi ghani / pakki ghani	Jhoola, Shankar, JVL Royal	Alwar (Rajasthan)	₹280.43 Crore	120000 TPD

\* As on 31 March, 2013

# Milestones



## Flash back, 2012-13

### Absolutes

- 28.82% increase in revenue from ₹2978.82 Crore in 2011-12 to ₹3837.38 Crore ; a CAGR of 29% over the last five years
- 6% increase in post tax profit from ₹56.89 Crore in 2011-12 to ₹60.37 Crore; a CAGR of 23.61% over the last five years

- 389 basis points increase in the contribution of the refined oil business to total revenue from 31.26% in 2011-12 to 35.15%

### Production

- Produced 95136.48 MT saturated fats (Vanaspati) against 94910.51 MT in 2011-12.



Emerged as the first UP Vanaspati manufacturer to commission a 3-MW power plant  
Formed a wholly-owned Singapore subsidiary under JVL Overseas Pte Ltd  
Introduced products in the Northeastern states

Commissioned an edible oil refinery/saturated fats unit in Bihar  
Commenced production from a new refinery in Uttar Pradesh  
Initiated de-oiled cake exports

Commenced commercial production from the Bihar unit  
Introduced products in Jammu and Kashmir, Himachal Pradesh and West Bengal

Commenced development of the Haldia unit with 1,200 TPD refining capacity, captive power plant and oleo chemical section

Capacity increase in mustard seed crushing to 400 MTPD, solvent extraction to 450 MTPD and storage capacity of mustard seed increased by 6400 MT at Alwar unit

Company became listed on the National Stock Exchange of India Ltd

Commencement of production from the Company's biggest unit, at Haldia  
Introduction of refined oil in Eastern India

Achieved its topline target of ₹3500 Crore. Company set to establish rice mill and cement unit in Rohtas, Bihar

2007

2008

2009

2010

2011

2012

2013

■ Refined oils production increased 66.53% from 154136 MT in 2011-12 to 256678.63 MT

### Realisations

■ Significant increase in average realisations per tonne on a y-o-y basis

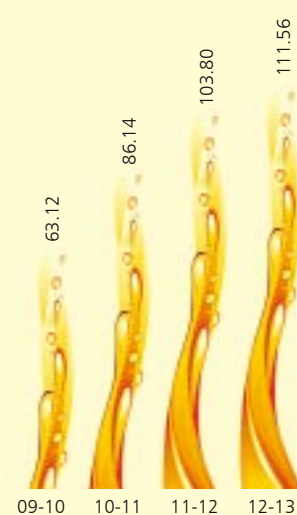


## Financial Highlights

Revenues  
(₹ Crore)



EBIDTA  
(₹ Crore)



Profit after tax  
(₹ Crore)



**28.82%**

Growth in revenue

₹297.88 million in 2011-12 to  
₹383.74 million in 2012-13

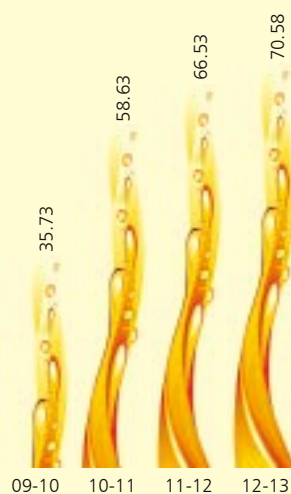
**6%**

Growth in cash profit

₹6.65 million in 2011-12 to  
₹7.06 million in 2012-13



Cash profit  
(₹ Crore)



Net worth  
(₹ Crore)



Book value per  
share (₹)



Gross block  
(₹ Crore)



**7.48%**

Growth in EBITDA

₹10.38 million in 2011-12 to  
₹11.16 million in 2012-13

**6%**

Growth in profit after tax

₹6.04 million in 2011-12 to  
₹5.69 million in 2012-13



## What's cooking? Diverse segments, products and locations!

IN THE BUSINESS OF EDIBLE OILS MANUFACTURE, ORGANISATIONAL MATURITY IS DERIVED FROM A GROWING PRESENCE ACROSS SEGMENTS, PRODUCTS AND LOCATIONS.

At JVL Agro, we have matured our organisation through segment diversification, product growth and locational spread.

■ We were a single location company until 2005; we are now spread across 4 locations in North and Eastern India, making it possible for us to service local markets better

■ We were a vanaspati company until 2005; we now manufacture many edible oil varieties (soyabean, palm refined and

mustard), making it possible for us to address 70% of India's consumption palate.

■ We were only a vanaspati cum edible oils company; we have now extended to the manufacture of food products that will leverage dynamics of a fast growing Indian FMCG sector.

JVL Agro is laying the foundation of rapid revenue growth on the one hand and relative business de-risking on the other.

**70%**

Proportion of India's consumption palate addressed by the Company.