



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 or oral, that we periodically make, contain forward-looking statements that set out anticipated results based on 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 relating to future performance of the Company.

We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. The achievement of 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. Readers should bear this in mind.

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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At JVL Agro, it would be simplistic to assume that we are a foods company.

We see ourselves as a health-protecting company instead.

It would be simplistic to assume that we are driven by profitability;

we are driven by our consumer's well-being instead.

It would be myopic to see everything through the prism of 'what's good for us';

we would rather focus on what's good for consumers instead.

The result is in our numbers.


We were a Rs 692.63 cr revenues company in 2006-07;

we are a Rs 4110.07 cr revenues company today.

We were a Rs 41.42 cr PAT company in 2006-07;

we are a Rs 47.59 cr PAT company today.

Health creates wealth



In a business driven
by better and
healthier options,
success is derived
not through where
you stand today,
but where you are
headed.



We were a standalone Vanaspati company;
we are a holistic health-
driven foods company today.

We were driven by what people preferred in the past;
we are driven by what will be good for
them across the future.

We were for long a cooking media company;
we are a cooking media-cum-foods
company today.

We were driven by what tasted right in the past;
we are increasingly influenced by what
will be right for our customers' health
today.

We were recognised as a foods company;
we have made the big leap by
venturing to build synergic
infrastructure today.

JVL Agro is not just another food sector proxy.

It is one of the most dynamic proxies of the Asian foods industry.

At JVL Agro Industries Limited, this is also the size of our existing market for cooking media and food products.

A market that accounts for 60 per cent of India's population.

A market earning higher disposable incomes.

A market willing to spend more to upgrade its lifestyle.

A market transforming its palate.

Putting JVL Agro in a proactive position to identify nascent trends and capitalise on them.









At JVL Agro, we are optimistic about our prospects due to a fundamental transformation in the Indian marketplace.

This transformation can be concised in one word. Health.

A larger number of Indians are coming face-to-face with the dangers of eating indisciplined.

A larger number of Indians are being driven by fitness.

A larger number of Indians are focused on not just feeling right but looking right as well.

The result: a considerably larger number of Indians are cooking right and eating right.

As a proactive foods company, JVL Agro invested in people, plants, processes and products to capitalize on this transformation.

At JVL Agro, a health-driven business focus means some simple imperatives.

One, an entry into business spaces healthier over alternatives.

Two, the use of cutting-edge processing equipment that promise the highest hygienic standards.

Three, the use of world-class packaging standards that protect product integrity.

Four, an investment in branding and promotion that enhances trust.

