

B A S M A T I T H E W O R L D L O V E S



  
**KRBL Limited**  
(Formerly known as Khushi Ram Behari Lal Ltd.)

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

Popular world brands processed and packed by KRBL under licence:

**USA**

- Royal
- Zaffrani

**Saudi Arabia**

- Train
- Al Wissam
- Qilada
- Al Bustan
- Al Mithali
- Indian Farm
- Sun Flower
- India Gate

**Kuwait**

- Country
- Sonale
- Sostha

**Africa**

- Doon
- India Gate
- Unity
- People's Princess
- Sarina
- Queen of Hearts
- Sun Flower
- Rice King
- Joy
- Football
- Taj Mahal

**Iran**

- India Gate

**Mauritius**

- India Gate

**Norway**

- India Gate
- Lion

**Canada**

- Doon
- India Gate

**Singapore**

- India Gate

**Indonesia**

- India Gate

**Egypt**

- Qilada
- Al Bustan

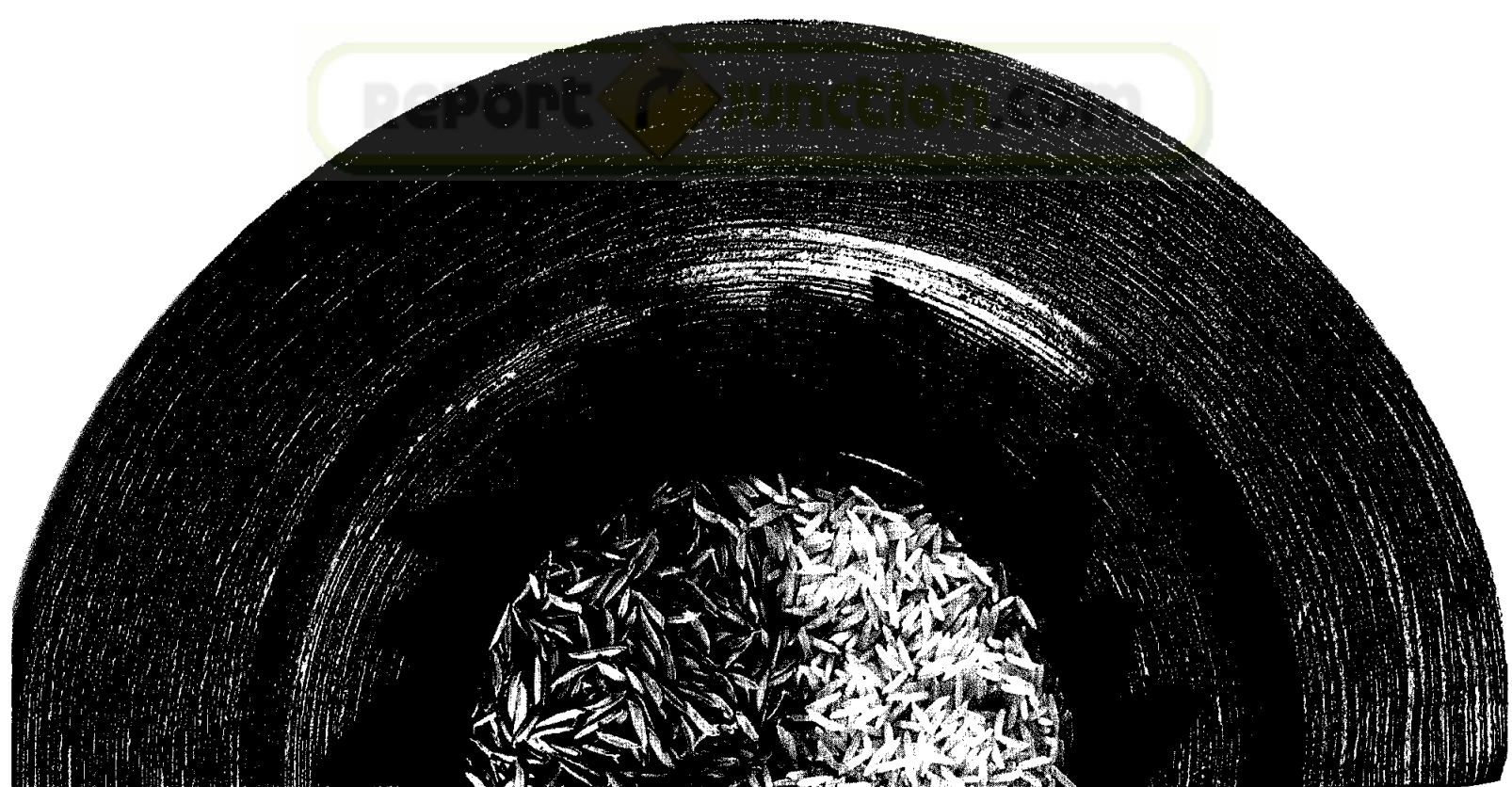
**Yemen**

- Al Bustan

**Jordan**

- India Gate

KRBL. World's largest basmati rice exporter



## KRBL enters Guinness Book of World Records



In Bahrain - one of the biggest basmati markets in the Middle-East - KRBL got 20 chefs to cook Kasba, an Arabian delicacy using 2,400 kg of rice. The cooks laboured for hours over a two- metre tall aluminium pot containing 240 kg of cooking oil, 720 kg of tomatoes and meat chunks from a 100 sheep. The result was a dish to serve over 12,000 people, plus an entry into the *Guinness Book of World Records*.



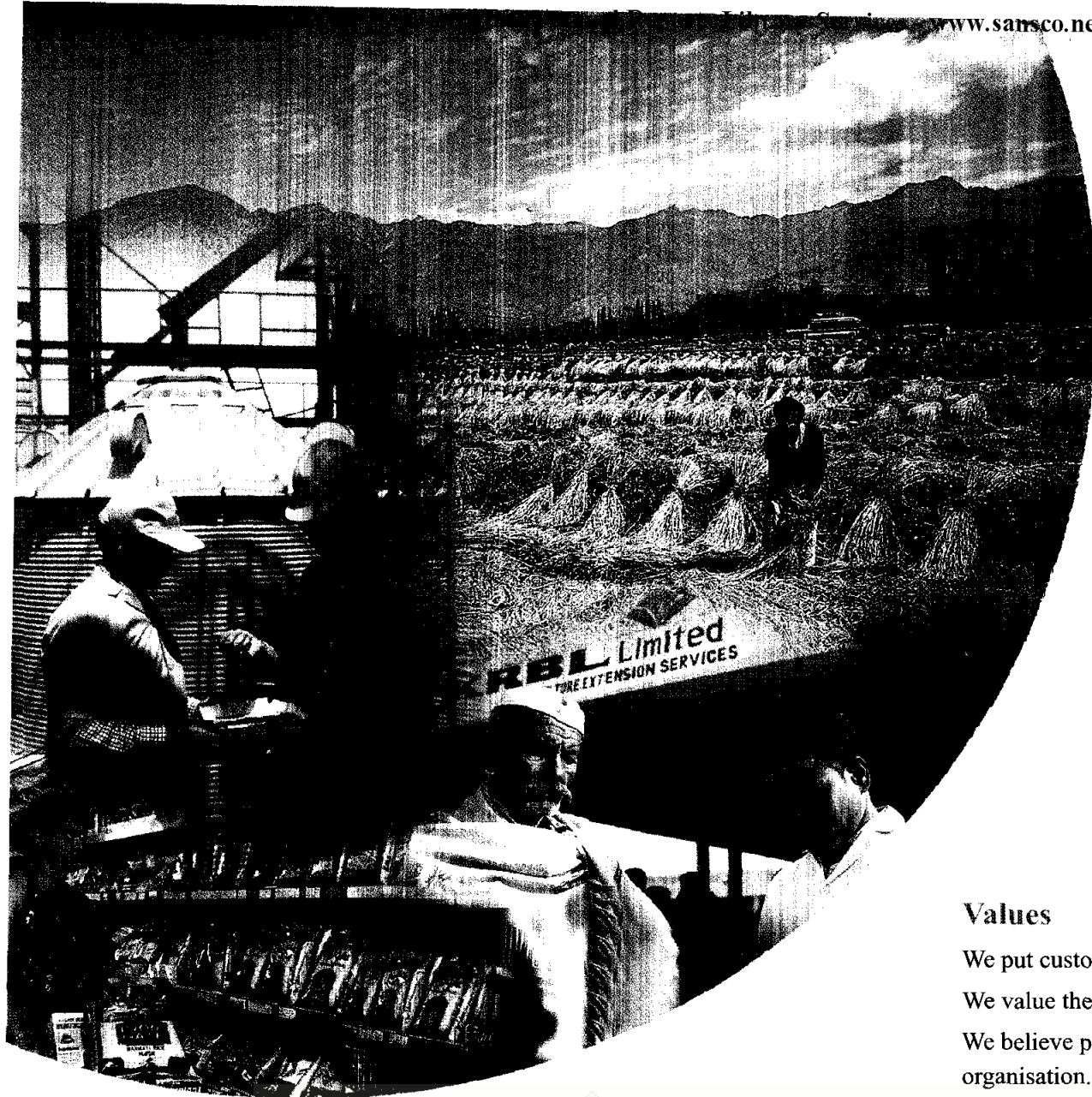


**KRBL honoured by the Government of India  
for being the largest basmati rice exporter in the country**



KRBL has been awarded the prestigious APEDA trophy by the Ministry of Commerce, Government of India, five times in a row, for being the country's largest basmati rice exporter.





## Vision

To preserve and enrich the legacy of basmati in India by ensuring genetic integrity of the seed, encouraging farmers to adopt scientific agri practices and leveraging world-class rice processing technologies; and emerge as the industry benchmark for product quality and customer service.

## Mission

As the world's No.1 basmati player, we are committed to deliver precision-perfect quality to our customers; nurture a professional work environment, that fosters employee excellence, growth and job satisfaction; and build a financially strong, growth-oriented company that creates value for our stakeholders.

## Values

We put customers first.

We value the work of farmers.

We believe people make an organisation.

We work towards achieving zero-defect quality.

We use world-class technology to attain market leadership.

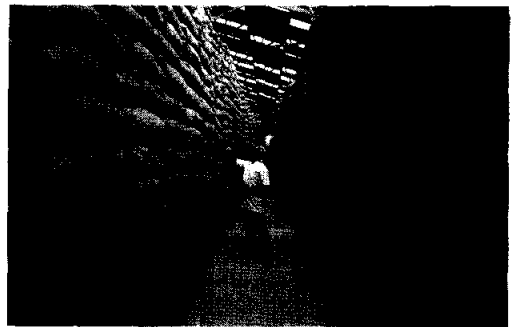
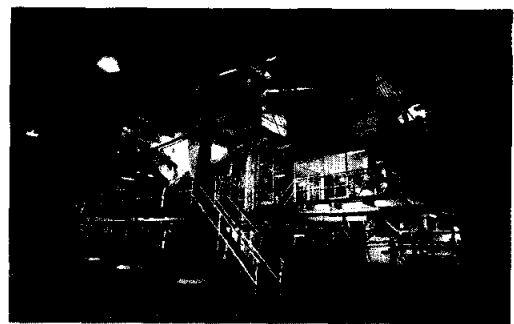
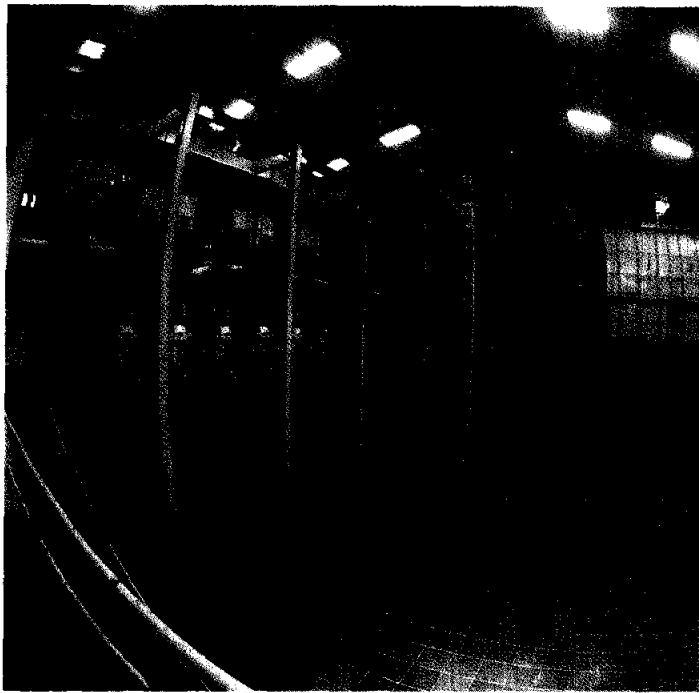
We encourage ideas, enterprise and teamwork.

We aspire to be a learning organisation.

We have built a work culture based on merit, integrity and transparency.

We behave responsibly as a global corporate citizen.





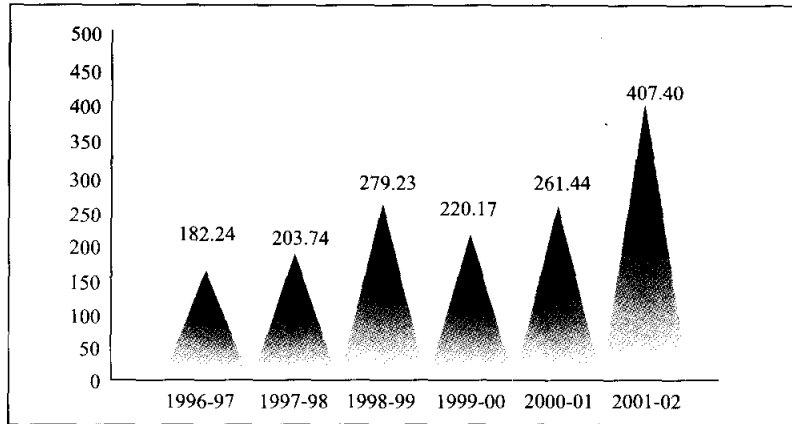
KRBL's 2,00,000 square metre plant at Greater Noida, Gautam Budh Nagar (U.P.) is the largest, most advanced rice making facility in the country. Equipped with the Allen Bradley Networked Soft Logix System, we have achieved 100 per cent automation - a feat unique to KRBL in India.



## Performance Highlights

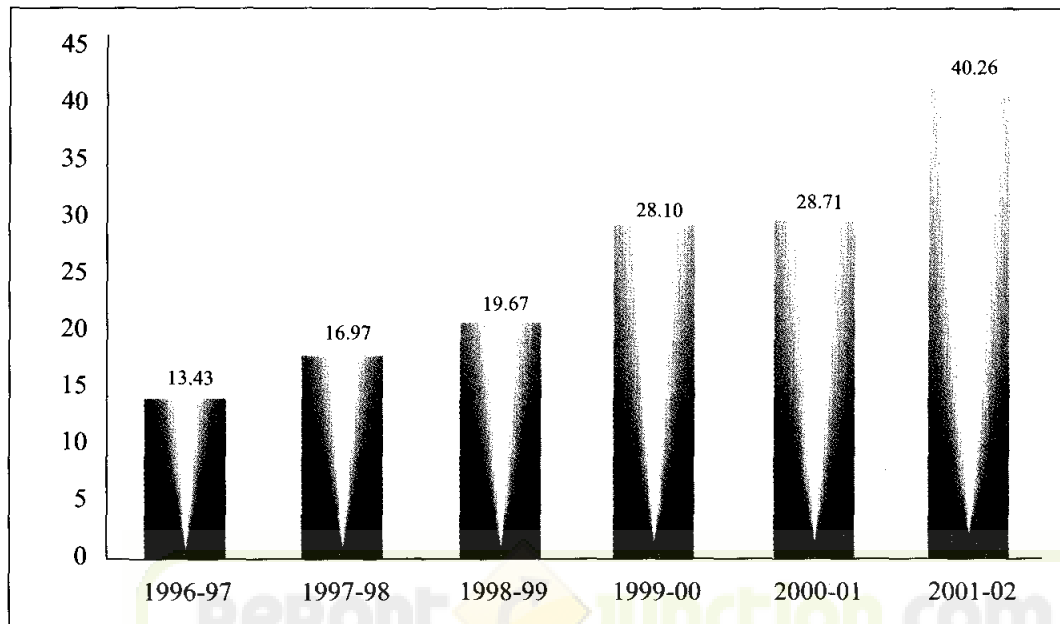
**Turnover (Rs. in crores)**

\*Turnover up by 55.83%



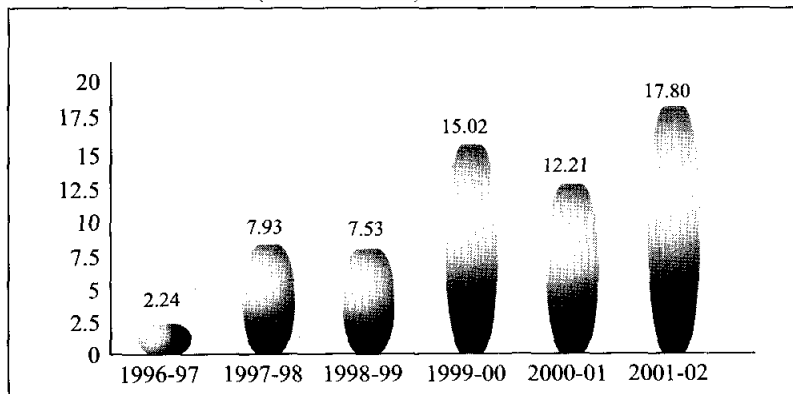
**PBIDT (Rs. in crores)**

\*PBIDT up by 40.23%



**Profit Before Tax (Rs. in crores)**

\*Profit Before Tax up by 45.78%

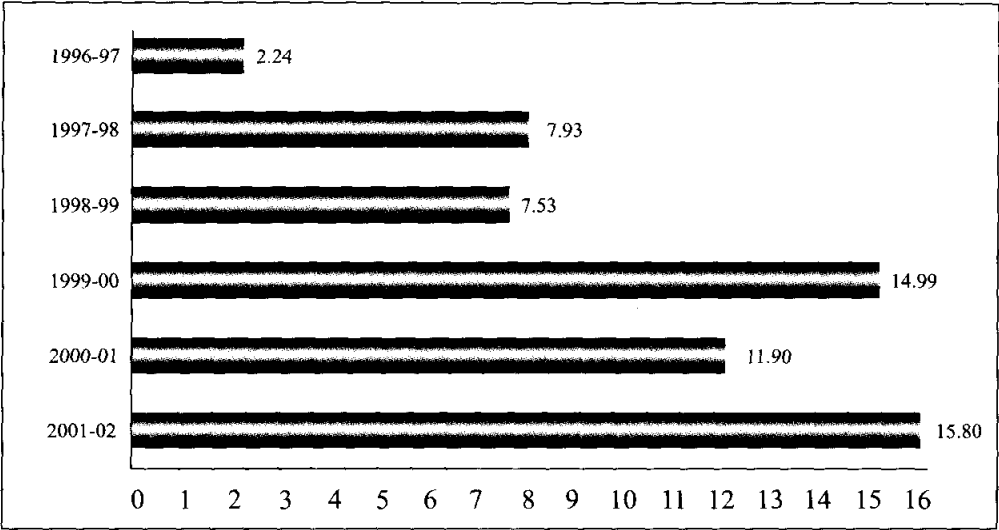




## Performance Highlights

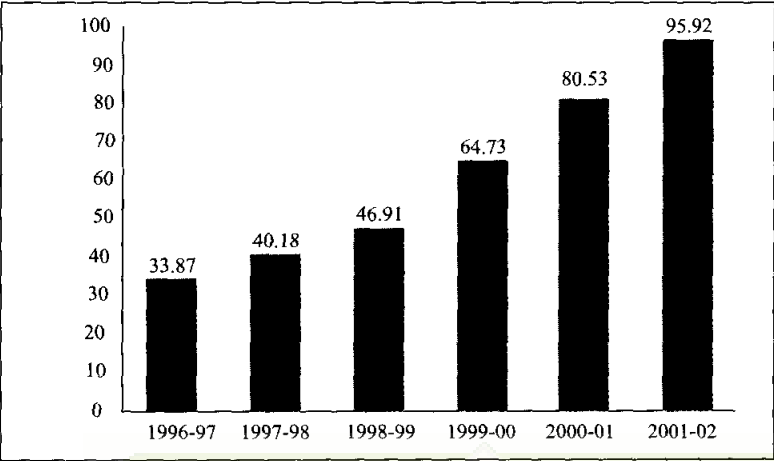
Profit After Tax (Rs. in crores)

\*Profit After Tax up by 32.77%



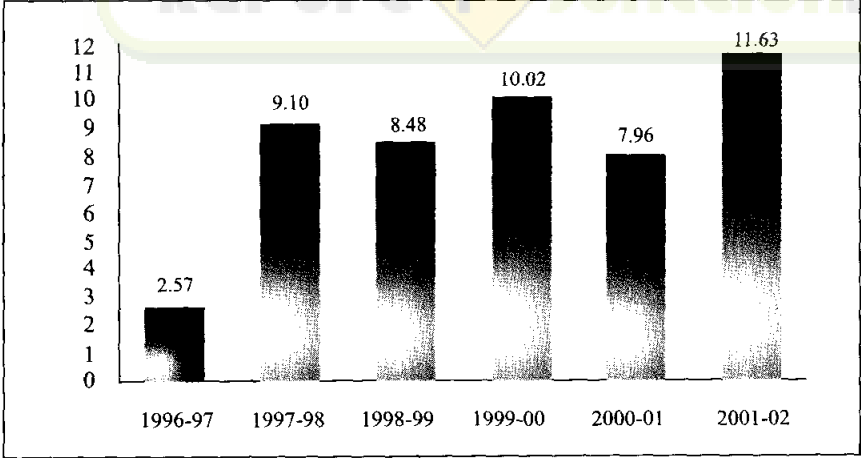
Net Worth (Rs. in crores)

\*Net worth up by 19.11%



Earning Per Share (Rs.)

\*Earning Per Share up by 46.11%



## Chairman's Message



Dear Shareholder,

At a time of global slowdown, enhanced competitive pressures and escalating costs, your company, I am glad to report, has turned in a robust performance. Sales turnover has shot up by 55.83%, operating profit by 40.23%, net worth by 19.11% and EPS by a significant 46.11%. Equally impressively, KRBL continues to register the highest market capitalization for a company in the rice industry.

This fiscal, (like the years before) KRBL has maintained its dominant position as India's largest basmati rice exporter. And, like a true leader, KRBL has successfully opened new markets such as South Africa, Kenya, Nigeria, Ghana, Benin, Mauritius, Indonesia and Iran. Efforts are underway in the Czech Republic, Slovakia, Poland and Russia.

During the year under review, KRBL has further consolidated its position in the domestic branded rice market. A countrywide network of distributors and retailers is in place. Aggressive and innovative marketing strategies are now pushing our slew of brands - especially India Gate and Doon in the forefront of the leadership stakes in the market. We are determined to repeat our export success story right here in India and emerge as the No.1 FMCG player in the rice industry.

I take this opportunity to thank you and all our customers, business associates, employees and other stakeholders for their valued support.

I am confident that with your continued faith in KRBL, your company will grow from strength to strength and you will reap the benefits of a mutually rewarding relationship in the time to come.

Anil Mittal  
Chairman & Managing Director

