



Building a Sustainable Growth Story

with brands, products & leadership

Corporate

Information

BOARD OF DIRECTORS

Mr. Vijay Kumar Arora Chairman & Managing Director

Mr. Ashwani Kumar Arora Joint Managing Director

Mr. Surinder Kumar Arora Joint Managing Director

Mr. Jagdish Chandra Sharma Independent Director

Mr. Rajesh Kumar Srivastava Nominee Director

Ms. Radha Singh Independent Director

Mr. Pramod Bhagat Independent Director

Mr. Surender Kumar Tuteja Independent Director

COMPANY SECRETARY & COMPLIANCE OFFICER

Ms. Monika Chawla Jaggia

PLANTS

43Km Stone, GT Road, Bahalgarh, Sonepat, Kamaspur, Bahalgarh, Sonepat-131001 Mandideep, Bhopal Phoola Road, Amritsar Varpal, Punjab

STATUTORY AUDITORS
Walker, Chandiok & Co

INTERNAL AUDITORS
Protiviti Consulting Private
Limited

BANKERS

Oriental Bank of Commerce (Lead Bank) Corporation Bank Punjab National Bank Allahabad Bank Bank of Baroda State Bank of Hyderabad ICICI Bank Ltd Indian Overseas Bank IDBI Bank Limited The Karur Vysya Bank Ltd.

REGISTRAR & SHARE TRANSFER AGENT

Bigshare Services (P) Ltd E-2/3, Ansa Industrial Estate, Saki Vihar Road, Saki Naka, Andheri(East), Mumbai-400072 Ph: 022-28470652 Fax: 022-28475207 Email: ipo@bigshareonline.com Contact Person: Mr. N.V.K. Mohan

REGISTERED OFFICE

Unit-134, 1st Floor, Rectangle-1, Saket District Centre, New Delhi-110017

CORPORATE OFFICE

Plot No. 119, Sector-44, Institutional Area, Gurgaon, Haryana-122002 Tel:0124-3055100, Fax: 0124-3055199



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Crowth, in order to be meaningful and impactful, needs to be sustainable.

The realisation of sustainable growth is, in turn, intrinsically linked with the overall corporate mindset and the ethos that drives the organisation and creates the necessary momentum for its progress.









It is the story of sustainable growth that we are continually building on the strength of our efficient and optimal functioning.

From brands, to products, to leadership, it is a story that is perpetually growing and developing to deliver impressive growth year after year.

our core business that continues to

Versatile domain specialists with years of experience in global conglomerates continue to invest their expertise to build the story of our growth, which seeks to maximise consumer delight with our everexpanding basket of brands and products.

LT FOODS

vision & values



Our vision

Customer delight through value added Agri business

Our values

Ownership

Trust, dedication and commitment by empowering resources.

Accountability and responsibility to the people and respect for al

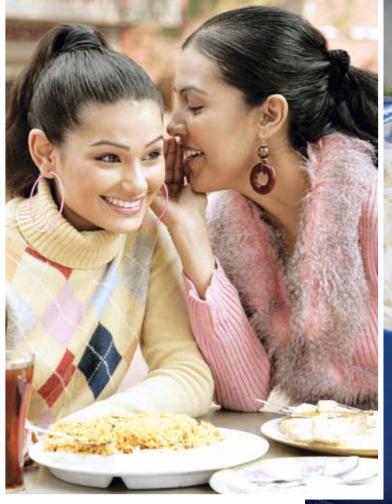
- Passion for Excellence
 - Perseverance and endurance, with no compromising to remain best in class.
- Customer Centrictiv
- Offering superior customer experiences through sate and high quality products and provide value for money.
- Business Ethics
- Sincerity and honesty in delivering the best by being honest and transparent in our processes.
- Innovation
- Improving continuously by experimenting with new ideas for superic products and process.

THEME PAGE

Sustaining growth over the decades

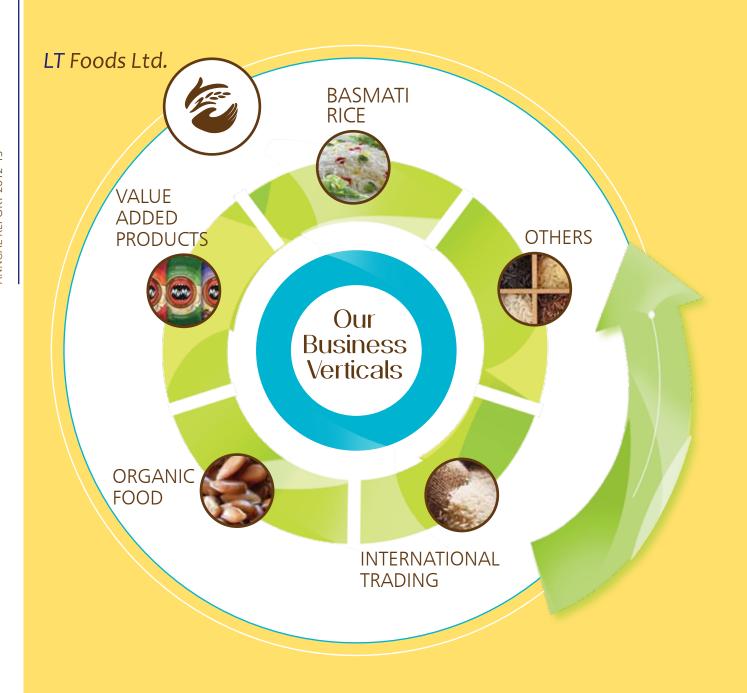
EVERY DREAM HAS A SMALL
BEGINNING. FOR LT FOODS, THE
BEGINNING LAY IN A SMALL
VILLAGE IN AMRITSAR IN 1990,
WHERE OUR CHAIRMAN,
MR. VIJAY KUMAR ARORA, SAW
THE DREAM OF TAKING BASMATI
RICE TO EVERY HOME AND EVERY
HEART.





STATEMENTS

However, unlike the hundreds of other small traders in the country, he was driven by a vision of value addition and accretion, with focus on delivering the best of the produce to suit the diverse tastes of consumers across geographies. His strategic focus combined with a visionary zeal to result in a growth story that continues to sustain itself year after year, decade after decade. Today, LT Foods is the **second largest Basmati rice producer in the country**, with a global presence that extends beyond this core business into a host of value-added business streams, including Organic Foods, Value-Added Staple Foods, Healthy Snacks and Grain Storage (Agri-Infrastructure).





BASMATI RICE

- 'Daawat' Brand is #2 in the Indian market and Royal is #1 brand in US
- Branded sales account for 78% of the Basmati Rice sales
- Basmati Rice is exported to over 60 countries, with significant presence in USA and Middle East
- Key Brands Daawat, Royal, Devaaya, Heritage, Rozana, Chef's Secretz





VALUE ADDED PRODUCTS

- Healthy snacks Commercial launch scheduled in 2013. Product range includes Chips, Crisps and Mixes in multi variants
- Plans to introduce more value-added products on health & convenience platform
- Key Brand MyMy
- Plans to launch value-added staples (atta, suji, maida, dalia)
- Key Brand Devaaya





ORGANIC FOOD

- Products Portfolio includes Organic Rice (Basmati and non-Basmati), Soya, Maize, Wheat, Sugar, Pulses, Spices, Nuts
- Plans to introduce value-added organic food products
- Key Brand Ecolife
- Private Label





INTERNATIONAL TRADING

- Currently, the Company trades in Basmati, non Basmati Rice, Maize, Wheat, Corn and Sugar
- Non-Basmati Rice constitutes more than 90% of the sales
- Markets covered include Indonesia, Iraq, Russia and Africa





OTHERS

- Grain Silos (Build Own and Operate model)
- By-products of rice (husk, bran)
- Grading of grains
- Rice palletes
- Wheat flour



Chairman's

Message

Dear Shareholders,

We stand today at an exciting juncture of our journey, marked by over 25 years of building trust and enabling growth. As we celebrate more than 25 years of excellence for our reputed and well established `Daawat' and `Royal' brands, we do it with a strong sense of satisfaction at the successful culmination of the first phase of our journey of sustainable and holistic growth.

We have come a long way, indeed, from our fledgling beginnings. LT Foods today epitomises a story of distinctive brand and product strength combining with the vision of a strong leadership to steer its growth odyssey.

As we move into the next phase of this journey, we do so with the confidence in our ability to leverage these strengths to capitalise on the growing market opportunity across the Basmati rice business. Besides India, the increasing demand for Basmati rice in International markets such as Middle East, UK and US, as well as in the new markets of Australia and Africa, has ensured a favourable environment for the growth of our major brands, led by 'Daawat', 'Royal', 'Heritage and 'Devaaya'.

BUILDING STRATEGIC GROWTH MOMENTUM

The trust we have built for our brands, and the excellence levels we are now successfully extending to our non-Rice business, have been made possible by the aggressive marketing and distribution initiatives that enable us to continually make deeper inroads into existing geographies while concurrently extending our reach to new geographies.

With greater thrust on operational efficiencies and better cost management, we continue to redefine the benchmarks of success for the entire industry, as evidenced by our exemplary growth year-on-year.

We have built a growth story that has set new standards of excellence on the strength of our strategic focus and planning. This focus is underlined by the launch of new, innovative brands and products, going beyond rice into value-added product streams, and our measurable initiatives to improve productivity. Armed with this focused thrust, we continue to expand our



Diversification into new, albeit synergistic, businesses remains a key to our future growth agenda, which we shall continue to pursue vigorously through our brand, product and leadership strengths.