



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,
Sonapat, Kamaspur, Bahalgarh,
Sonapat-131001

Mandideep, Bhopal
Phoola Road, Amritsar
Varpal, Punjab

STATUTORY AUDITORS Walker, Chandio & 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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Sustainable growth
is not just about
numbers; it is about
the moments of
happiness we create
for the consumers.



Growth, 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.



For LT, sustainable growth is the result of the momentum that we have built over the years and which keeps the organisation continually on the path of growth. It is the cumulative outcome of the successful establishment of our brands, products and leadership position in the Indian and International markets, founded on **25 years of growing trust and excellence.**



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.



With a diversified focus that enables us to look beyond our core business of Basmati rice into other value-added products, it is a story that continues to inspire us to strive for bigger goals as we move forward in our odyssey towards global leadership.

With a visionary management steering our growth journey in tandem with the dedicated efforts of our people, it is a story that we are constantly structuring to deliver greater worth across the Agri value chain.

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 ever-expanding 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 all.
- **Passion for Excellence**
Perseverance and endurance, with no compromising to remain best in class.
- **Customer Centricity**
Offering superior customer experiences through safe 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 superior products and process.

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.



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).

LT Foods Ltd.





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.