

# GROWTH

The only constant





## Vision

To emerge as an Indian multinational and deliver exceptional quality products and services across the globe

## Mission

We will pursue our vision through the following:

### Customers

Achieve a lasting partnership through an unwavering commitment to excellence in everything we do.

### Employees

We trust, respect and empower our employees to help them achieve their goals.

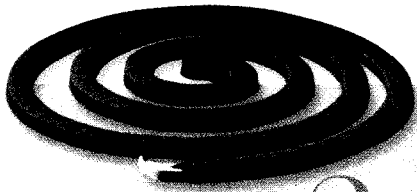
### Stakeholders

We work with concern and well being for our various stakeholders by sharing responsibility of their economic, social, physical and cultural environments.



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World's **2nd** largest producer of mosquito coils.

Leader of ROPP closures catering to India's premium liquor segment with a market share of

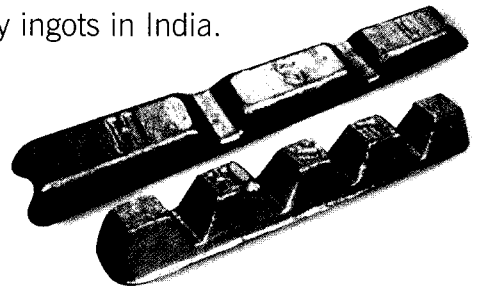
**60%**



Leader in India's push-open metal container segment with a market share of

**85%**

**3rd** largest producer of aluminium alloy ingots in India.



## Domestic and international manufacturing units



## Domestic

Behala, Kolkata, West Bengal	1
Belur, Howrah, West Bengal	2
Liluah, Howrah, West Bengal	1
Brahmanpara, Hooghly, West Bengal	1
Birsinghapur, Bankura, West Bengal	1
Salkia, Howrah, West Bengal	1
Village & P.O. Bhuniyaraichak, Haldia East Midnapore, West Bengal	1
Sree Venkatesh Co-op Industrial Estate, Bollaram, Narsapur, Andhra Pradesh	3

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## International

Village Khutli, Near Khanvel, Silvassa, Dadra and Nagar Haveli	1	MINL Limited, Isolo, Lagos, Nigeria	1
E.P.I.P, Amingaon, Guwahati, Assam	2	MINL Limited, Ota, Nigeria	1
Village Chandrani, Taluka - Anjar, Kutch, Gujarat	1	Dynatech Industries Ghana Limited, Accra, Ghana	1
New Industrial Area II, Mandideep, Raisen, Madhya Pradesh	2	Crescent Industries (Nepal) Private Limited, Nepal	1
Mark Steels Limited, Purulia, West Bengal	1		

## What we manufacture

### Product

Galvanised steel

Aluminium alloy ingots, aluminium corrugated/profiled sheets, ready to print sheets

Red and green mosquito coils

Roll on pilfer-proof caps and closures, metal containers and crowns

### Application

Corrugated roofing or plain galvanised sheets

- **Alloy ingots:** Auto components
- **Aluminium corrugated sheets:** Roofing (industrial and domestic)
- **Aluminium profiled sheets:** Bus bodies, white goods, fan blades
- **Ready-to-print sheets:** Packaging industry
- **Aluminium circles:** Utensils

Mosquito repellent

- **ROPP caps and closures:** Premium liquor and pharmaceutical companies
- **Metal containers:** Packaging shoe polish
- **Crowns:** Packaging beer and soft drink glass bottles.

### Highlights, 2004-05

A major manufacturer of corrugated and plain roofing sheets in Nigeria

- 54% growth in turnover from Rs. 2249 mn to Rs. 3455 mn
- Third largest producer of alloy ingots in India (combined capacity of 12000 TPA)
- Supply to ancillaries of major automakers like Bajaj Auto, Hero Honda, Honda Motors, Ashok Leyland and Tata Motors
- Introduction of value-added new aluminium profiled sheets (5 bar)
- One-stop shop for solutions from bare aluminium sheets to ready to print sheets
- Export to new markets like Malaysia, Taiwan and Vietnam
- 10-15% increased productivity due to improved labour efficiency
- 50% capacity expansion in Guwahati
- Manufacture of 12-hour mosquito coils
- Wood-based gasifiers being used at plants leading to cost saving and lower pollution

- Reduction in the delivery time of crowns from 15 days to 7 days
- Addition of a new manufacturing line for 'chamferring' ROPP closures

## What we are recognised for

- ISO 9002: Crown manufacturing unit in Hyderabad and Silvassa
- ISO 9000: Aluminium alloy ingot division in Bankura
- ISO 9001:2000: Management system in Bankura

# GROW our but



New  
products  
launched  
● year-on-year

At Manaksia, we widened our business landscape through the introduction of new products at one end and a continuous innovation in our existing products at the other.



# ING

# Business

● Increasing  
proportion  
of income  
from new  
launches

● People and  
productivity

● New product  
applications using  
existing  
technologies

● New  
customers



### New products launched year on year

Products	Year of launch
Printed sheets	2001-02
Aluminium profiled sheets	2002-03
GP/GC sheets	2002-03
Alloy ingots	2003-04
Zinc/special alloys	2004-05
Wide corrugated sheets	2005-06
12-hour mosquito coils	2005-06
Aluminium circles	2005-06

### Income from new launches

- There was a significant increase in income from products launched in the last three years.
- Income from longstanding customers in the company's institutional business increased attractively.

### People and productivity

There was a 150% increase in productivity per person in alloy ingot manufacturing in 2004-05. The Company reported a decline in product rejections from 4% in 1998-99 to 1% in 2004-05 through in-house engineering initiatives. It also evolved from manual accounting to cross-organisational Enterprise Resource Planning, which translated into informed decision-making and enhanced productivity.

### New product applications using existing technologies

The Company's ability to leverage conventional engineering methods to simplify manufacturing processes proved beneficial.

- The use of metal management skills to manufacture advanced metal packaging products.
- The leverage of a rich trading experience in aluminum roofing sheets and galvanised sheets to manufacture metal products and alloy ingots.
- The leverage of a rich captive engineering insight to construct a low-cost but high-quality furnace to produce alloy ingots.



- The extension of the manufacture of alloy ingots to zinc alloys and special alloys (customised according to specific user requirements).
- The graduation beyond cap embossing to specialised and value-added 'chamferring' (scraping a few microns off the embossed area to distinguish it from the rest of the cap area), making the Company a specialised solution provider.
- The pioneering use of non-conventional energy sources (bio-mass gasifiers and solar panels) replacing the use of conventional fuel in the manufacture of mosquito coils.
- The captive manufacture of various machines, reducing the company's dependence on external engineering support.

### New customers

These various innovations in manufacturing and product enhancement resulted in the company turning some of the industry's most coveted brand-enhancing entities into its customers. Customised service like the use of packaging at the customer's end helped the Company establish confidence-enhancing service.

- The Company's aluminum division converted brand-enhancing alloy ingot users like Tata Motors, Bajaj Auto, Hero Honda and Ashok Leyland into customers in only the second year of operations.
- The Company successfully retained customers like Coca-Cola, Reckitt Benckiser, Dabur India, Jyothy Laboratories, McDowell, Sara Lee, Shaw Wallace, United Breweries, Merck and Ranbaxy.

### Pioneering achievements

The company's efforts at innovation in manufacturing and brand-enhancement was reflected in a number of 'firsts':

- First company to introduce the 'small diamond' pattern aluminium sheets in India, one of only two companies in Asia.
- First company to introduce the aluminium profiles of 'big diamond', 'trapezoidal', 'stucco' and '5 bar' pattern.
- First company to introduce the side-embossing of closures.
- First company to introduce push-open shoe polish containers after Metal Box.
- First company to introduce the production and use of EP liners for closures.
- First company to introduce the production of ready-to-print aluminium sheets in India.



● Industries

● Geographies  
(manufacturing  
locations and  
sales profile)