



IN THE BUSINESS OF
LIFE

25^{years of} excellence

MAX INDIA LIMITED | ANNUAL REPORT 2010-11



“
> DESPITE ITS COMPANIES
AND JOINT VENTURES BEING
AT DIFFERENT STAGES OF
DEVELOPMENT, MAX INDIA IS
NOW ON A SUSTAINED GROWTH
PATH, BOTH IN TERMS OF
REVENUES AND PROFITS”

25 years of *excellence*

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Financials

TRUST + SERVICE = GROWTH >



Consolidated Turnover

₹7891 crore

Consolidated Operating Revenue

₹6668 crore

We are in The Business of LIFE...

Building each of our businesses involves Trust

Customers choose insurance companies and healthcare on Trust

The patients choose healthcare and hospitals based on Trust

Pharmaceutical and medical companies choose clinical research partners on Trust

Manufacturers of food products and edibles select packaging material based on the Trust of health and safety

Trust is paramount to our business...

As is our unwavering passion for best-in-class Service

Everywhere; for every customer; all the time

Because we believe in a simple truth...

When you combine Trust with Service

You get Growth

Max India Limited...Building trust for Growth



Customer Base

44 lakhs

People Strength

57 thousands

Network

**Over 500
offices**

across 400 locations in India

“



WE'VE, INDEED, COME A LONG WAY.
TRAVERSING NEW MILESTONES IN OUR
JOURNEY OF EXCELLENCE TO SCALE NEW
LEVELS OF ACHIEVEMENT

ENVISIONING NEW FRONTIERS OF HOPE
TO REACH NEW HEIGHTS OF SUCCESS.
WE HAVE MADE IT OUR BUSINESS TO
EXCEL IN ALL THAT WE DO ”

15

*years of
living our values*

1985 – 2000

“



MAX INDIA HAS A STRONG HISTORY OF ENTREPRENEURSHIP AND IS CREDITED WITH FORGING AND SUCCESSFULLY NURTURING STRONG AND FRUITFUL BUSINESS RELATIONSHIPS WITH LEADING GLOBAL COMPANIES OVER THE YEARS. NOT ONLY HAVE THESE PARTNERSHIPS STOOD THE TEST OF TIME, THEY HAVE CONSISTENTLY GROWN, DEVELOPED, AND ATTAINED OPTIMUM STATURE AND CREDIBILITY

”

A SMALL STEP. A BIG VISION.



> 1985



> 1988

MAX INDIA'S FIRST MAJOR DIVERSIFICATION INTO THE SUNRISE SPECIALITY PACKAGING SECTOR

Max India ventured into the speciality packaging business with the setting up of Maxxon. The Company redefined industry standards by setting in motion an innovation and quality revolution, being the first in the Industry to get an ISO Certification. MSF BOPP offerings continue to be the product of choice for top FMCG companies today and have helped ensure the division now rechristened Max Speciality Films remains an undisputed quality leader in flexible packaging, following a strict environment friendly business model. MSF's business has grown 18 times in 22 years.

MAX INDIA PARTNER'S ROYAL GIST BROCADES TO SET UP MAX GB

Max India's growth and quality orientation attracts largest global player Royal Gist Brocades NV of Netherlands to partner with it. Max GB was formed to make Penicillin based bulk drug intermediates.