

Out of the Box

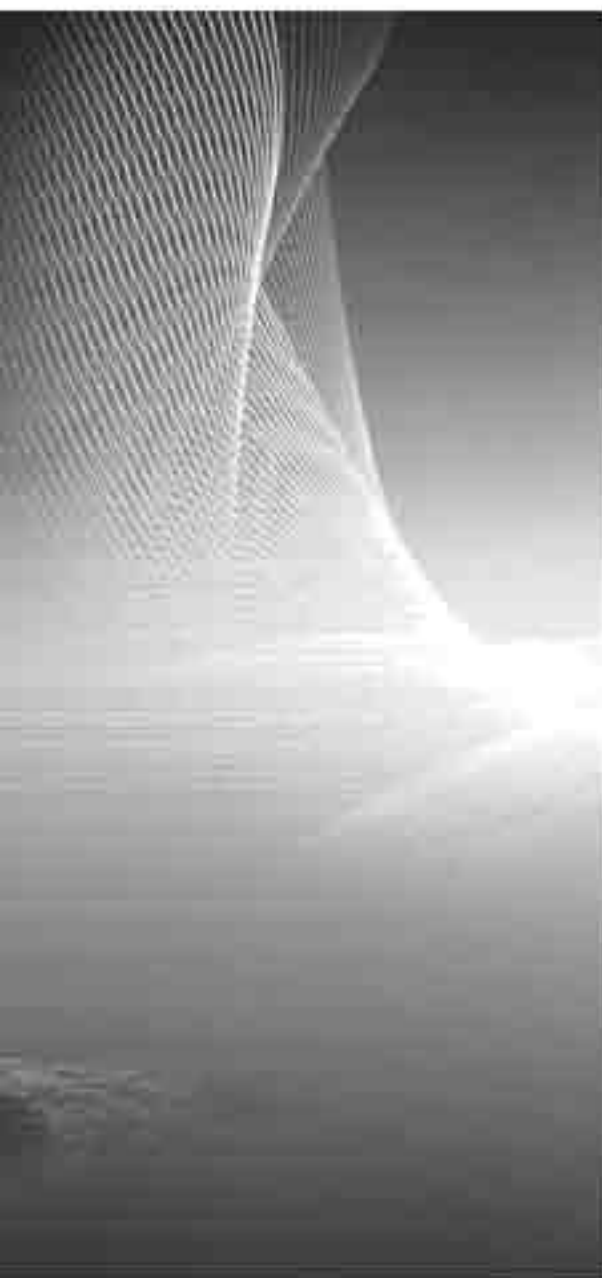
NEW
CHALLENGES



INSURMOUNTABLE
BARRIERS



TOUGH
ENVIRONMENTS



The world is reeling under ecological stress and this is forcing companies across the world to innovate and stay relevant with their product offerings. Moser Baer has constantly stayed ahead of the curve by integrating its portfolio with future technologies. Whether it is high capacity Blue-Ray discs, cutting edge digital entertainment products, new technology based on solar power or the ability to redefine affordable home entertainment, Moser Baer has ensured that all its business verticals have a common defining ethos.

Sustainability through Innovation

This year's annual report showcases a set of logical situations that depict 'sustainability through innovation' and how such challenges can be met by thinking differently. Just the way we think at Moser Baer.

vision

Touching every life across the globe through high technology products and services.

We will drive growth through our excellence in mass manufacturing. We will move up the value chain through rapid development of technology, products and services. We will leverage our relationships, distribution, cost leadership and "can do" attitude to become a global market leader in every business.

mission

year at a glance



Innovation & Sustainability

Mosser Beer launches new optical media products in India

Mosser Beer is among select few players to achieve world's highest single junction Thin Film module efficiency of 7.3 % through its proprietary process, increasing the module wattage from 340 watt/panel to 400 watt/ panel

Mosser Beer launched Gold Collection, Platinum Collection in the home video segment

Mosser Beer Photovoltaic Ltd is the new member of PV Cycle, a European industry organisation for recycling solar PV panels with effect from 1st Jan 2010

Mosser Beer Trust launches 'Aakar' - a centre for capacity building amongst marginalised women in Noida, UP



Out of the Box

Releasing movies in Direct-to-DVD mode

Reducing the window for certain Home Video releases to within 15 days of film's theatrical release

Launching micro SD Cards and content loaded drives



New Initiatives

Mosser Beer commissions first of its kind 1 MW Thin Film solar farm at Chandrapur in Maharashtra

Mosser Beer launched a consumer friendly initiative *Fier by the people*

Mosser Beer launched an e-commerce website offering Mosser Beer products

Mosser Beer joined hands with leading entertainment players to form an Anti-Piracy Coalition

Mosser Beer unveils new range of LCD TVs



Global Certifications

Mosser Beer Photovoltaic Ltd is the first Indian company to be awarded the prestigious 5 Star rating by TÜV Rheinland for maintaining highest standards of quality

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Looking ahead, managing growth sustainably through a slew of innovative processes will continue to be our biggest challenge at Moser Baer. If you look closely there is already a call for new zeitgeist in the air.

Dear Shareholders,

Someone said aptly: "You don't get better by getting bigger; you get bigger by getting better". The question I often ask myself is how to get better in the current economic situation and do so quickly? After thinking over it for some time now, I am convinced that our best bet lies in creating clean, innovative tech solutions which are also sustainable.

The year 2009-10 was unprecedented in many ways witnessing the worst economic downturn in recent past. We saw an opportunity amidst this crisis and embraced sustainable innovative practices at all levels to keep effort. Hence the theme of the Annual Report is "Sustainability through Innovation". Today some of the most important questions that we are engaged with are: how to increase efficiencies throughout the value chain; how to design innovative products and services and how