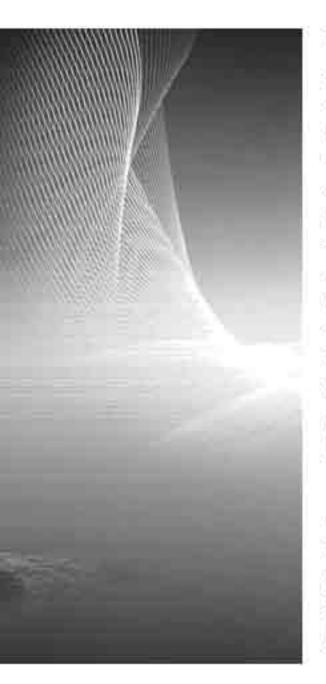
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CHALLENGES





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 Beer.

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# Innovation & Sustainability

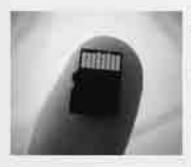
Moser Base i sunch su neve optical media producta in Iralia

Moser Starr is among select few players to schieve world's highest single junction Thin Himmodule efficiency of 7.3 % through its proprietary process, increasing the module wettage from 340 wett/cornel to 400 wett/ cornel

Moorr Bear learnched Gold Collection, Platform Collection in the home video asymmet.

Moser liner Photovo Itala Ltd in the new member of PV Cycle, a European industry organization. for recycling as in PV panels with either from 1st Jun 2010

Moser Stee That is unshes Aster - a centre for capacity building amongst marginalised recessor in Nobia, UP



# Out of the Box

Releasing movimin Direct-to-DVD mode

Reducing the 'window' for cortain Home Vision release to within 15 days of film's theatrical release.

Launching micro 8D Cards and content loaded drives



# New Initiatives

Moser Bear commissions first of its Med 1 MW Thin Film soler form at Charakrepur in Mehanakira

Moser lines is unched a communer friendly initiative Flor byte perjuster

Money Beer is unched an e-commerce website offering Mineer Beer products

Moser Beer Johned hands with leading entertainment players to form an Anti - Phasy Coalition

Mount Bear unvalle new range of LCD TVs



# **Global Certifications**

Misser Dear Photovolitaic List is the first indian company to be available the prestigious 6 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 zeltgelst in the air.

#### Dear Shereholders.

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 ourrent economic situation and do so quickly? After thinking over it for some time now, I am convinced that our best bet less in creating clean, innovative tech solutions which are also sustainable.

The year 2009-10 was unprecedented in many whys witnessing the worst economic downtum in recent peat. We saw an opportunity amidst this orbits and embraced sustainable innovative practices at all levels to beep 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