

MOUNT EVEREST MINERAL WATER LIMITED

A TATA Enterprise

Annual Report 2012-13

In the right hands, there's no limit
to how far a drop can go.

Breaking boundaries through 2012-13.



Take a pause to savour pure Himalayan goodness. Several milestones were crossed to bring it to you.

As one of India's most premium mineral water brands, Himalayan has continued to delight people across the country with its pure and pristine goodness. Introducing the world to a taste that has been crafted by nature, untouched by man and taken over two decades to perfect.



A touch of effervescence takes things to new heights.

Himalayan Sparkling will be India's first brand of sparkling water to be manufactured and distributed within the country. The pristine goodness of Himalayan Still Water with a subtle hint of fizz, to bring the taste of international beverages to fine dining in our country.





Flavours transcend geographies to delight you.

A series of flavoured beverages from Himalayan will soon make a debut. These will capture the delicate essence of natural fruits combined with the pure goodness of Himalayan water. The intent is to leave palates with a gentle aftertaste and remind people across the country about how delicious nature can be.

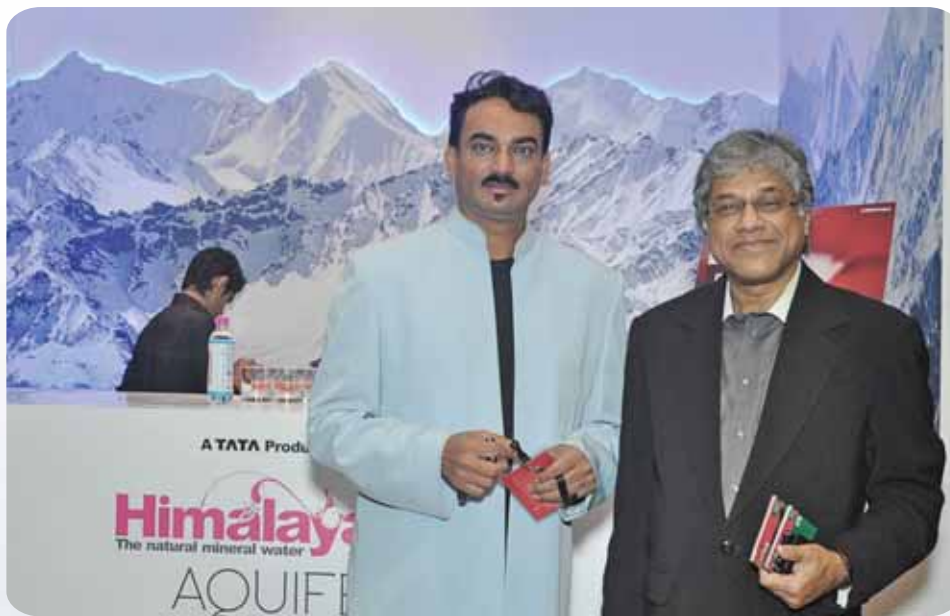




Innovations challenge limits.

Scientific progress can be a truly wonderful thing, especially when it offers you India's first micronutrient-enriched water along with an entire range of unique health solutions. They will combine the goodness of nature with cutting-edge science and technology to offer people across the country good health in an easy, effective and affordable way.





Timeless beauty was redefined.

Himalayan served as an inspiration for the ramp at Lakme Fashion Week 2012. Renowned fashion designer, Wendell Rodricks brought the pure essence of Himalayan alive in his Winter/Festive Collection.





Dreams have no bounds.

As a celebration of innovation and its future possibilities, we organized The Dream Workshop in April 2013. This was attended by the top management of several TATA group companies, along with the sharpest minds in science and technology.

They collaborated over two days to bring path-breaking health innovations to every corner of the country. These products will endeavour to provide every citizen with good health in an easy and affordable manner.



Meet our board



MR HARISH BHAT, Chairman

Mr. Harish Bhat is the Chairman of the Board of Directors of Mount Everest Mineral Water Limited; he joined the Board as a Non Independent Director on August 4, 2012. Mr. Bhat holds a Post Graduate Diploma in Management (PGDM) from the Indian Institute of Management, Ahmedabad. He also holds a B.E. (Hons.) degree in Electrical and Electronics Engineering from the Birla Institute of Technology and Science, Pilani. He joined the Tata Administrative Service (TAS) in 1987, and has worked for 25 years with various companies in the Tata Group.

Currently, he is the CEO and Managing Director of Tata Global Beverages Limited. He was previously with Titan Industries Limited as Chief Operating Officer of the Watch and Accessories Division, where he led the world's fifth largest watches business with distinction. He is a prolific writer, and has keen professional interest in business strategy, economics and consumer behavior.

MR PRADEEP PODDAR, Managing Director

Mr. Pradeep Poddar is the Managing Director of Mount Everest Mineral Water Limited since August 22, 2007. Mr Poddar is a Chemical Engineer from UDCT, Mumbai and holds a Post Graduate Diploma in Management (PGDM) from IIM, Ahmedabad. He is a veteran of the consumer goods industry in India and has vast experience in top-level management at Glaxo, Heinz and Tatas. The Wisitex Foundation and Karnataka Government conferred on him the Udyog Ratna Award in the year 2001 for his distinguished contribution to the food industry. He crafted the vision and led Heinz successfully in India and South Asia for nearly a decade. He is leading the Tatas foray into Water and Functional Beverages globally. He is an active member on the Boards of Nourish Co Beverages Limited. - the Joint Venture Company with PepsiCo and Tata and Rising Beverage Company (Activate drinks) in Los Angeles. He is also a trustee on the Board of United Way, Mumbai and has been playing a strategic role on the Board of Monsanto India from January 2006.



MR AJOY K MISRA

Mr Ajoy K Misra joined the Board of Mount Everest Mineral Water Limited as a Non Independent Director on August 22, 2007.

Mr Misra has a Bachelors Degree in Civil Engineering from BITS, Pilani and a Masters Degree in Business Administration from the Faculty of Management Studies, Delhi University specialising in Marketing. He has also done the Advanced Management Program at Harvard Business School in 2008.

In a career spanning 31 years, all with the Tata Group, Mr. Misra has worked in various departments of Taj Hotels from Sales and Marketing to Operations. He joined the Taj in 1980 in the Corporate Sales and Marketing Department through the Tata Administrative Services. Currently, Mr Misra is the Executive Director at Tata Global Beverages Limited. Before joining TGB he was the Senior Vice President, Sales and Marketing of the Taj Group of Hotels worldwide. He is also on the Board of NourishCo Beverages Limited.



MR AJIT C SHAH

Mr Ajit C Shah joined the Board of Mount Everest Mineral Water Limited as an Independent Director on September 26, 2008.

Mr Shah is an active and respected member of the Institute of Chartered Accountants of India. His experience spans over three decades in the areas of audit, assurance and taxation. He is a corporate taxation specialist and also has an advisory practice including international taxation, cross border transactions, corporate restructuring, transfer pricing, valuations and appellate work.

MR RANJIT BARTHAKUR

Mr Ranjit Barthakur joined the Board of Mount Everest Mineral Water Limited as an Independent Director on September 30, 2008.

Mr Barthakur is an entrepreneur with over 35 years of experience in managing and leading companies in a wide range of industries, including Fast Moving Consumer Goods, Telecommunications, Tourism, Technology, Outsourcing and Healthcare. He is the Chairman of Global Managed Service India Private Limited (GMS) and is the Chief Architect of the thought process of developing the theme of Naturenomics™ and co-founder of several initiatives, promoting agriculture and Nature First (focused on restoring the balance between nature through land, energy, waste, water, air and carbon) and River Journeys and Bungalows of India (nature based tourism business). GMS is currently engaged with various Tata Group Companies. He is in the process of incubating three independent verticals – Water, Legal Corporate Services, Jungle & Forest Management. He also serves as an advisor to several Government and Private Enterprises in pursuit of healthcare services, environmental issues, tourism and social transformation.



MR V SUBRAMANIAN

Mr V Subramanian joined the Board of Mount Everest Mineral Water Limited as an Independent Director on September 30, 2008.

Mr V Subramanian retired as Secretary in the Ministry of New and Renewable Energy. Prior to this, he has held Secretarial & Advisory positions in the Ministries of Rural Development, Civil Aviation, Finance, Labour, Tourism and Culture, in the Central Government and various sectors of the West Bengal Government as well. Mr Subramanian was instrumental in the creation of the External Commercial Borrowings Division in the Ministry of Finance in the 80's and structured many innovative deals for Indian Public Sector Enterprises. He has held Advisory positions in various overseas Government bodies and Directorships in several Government Undertakings. He was on the Boards of Air India, Indian Airlines, Airports Authority of India, Helicopters Corporation of India, Indian Tourism Development Corporation and a host of other PSEs. Presently, he is the Secretary General of the Indian Wind Energy Association, a position he has occupied since October 2008. He is a well known speaker on Renewable Energy in various international conferences.

MR SUMANTH BADIGA

Mr Sumanth Badiga has joined the Board of Mount Everest Mineral Water Limited as an Independent Director on March 26, 2013.

Mr Badiga is a Bachelor in Commerce and Business Administration from Sydenham College, Mumbai and Hofstra University, Hempstead, New York respectively. He is also a Post Graduate in Business Administration from the University of Rochester, New York. He has served with the American International Group (AIG) for eighteen years in different geographies around the world and in several capacities including being the first CFO of Tata AIG General Insurance Joint Venture in India and Director of Tata AIG Risk Management Services, a 50:50 joint venture between Tata Group and AIG Companies, before returning to India in 2010 to helm the family business as its third generation entrepreneur.



MOUNT EVEREST MINERAL WATER LIMITED

Twenty second annual report 2012-2013

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