

MOUNT EVEREST MINERAL WATER LIMITED

A **TATA** Enterprise

Annual Report 2013-2014

It is an art to create your own
path as you flow.

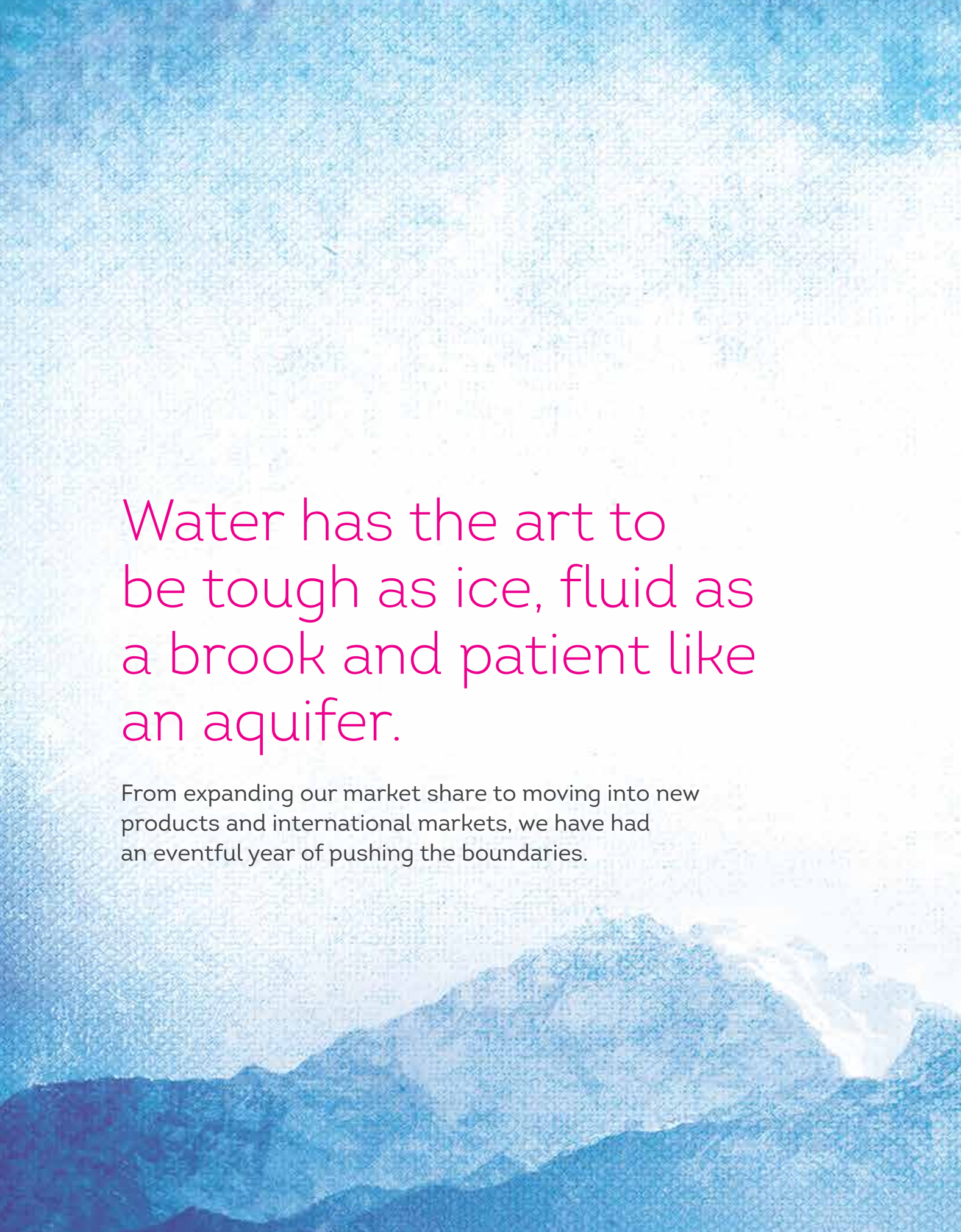
Venturing into new territories



It takes 20 years to make
my way from Himalayan
aquifer to you.



Live Natural



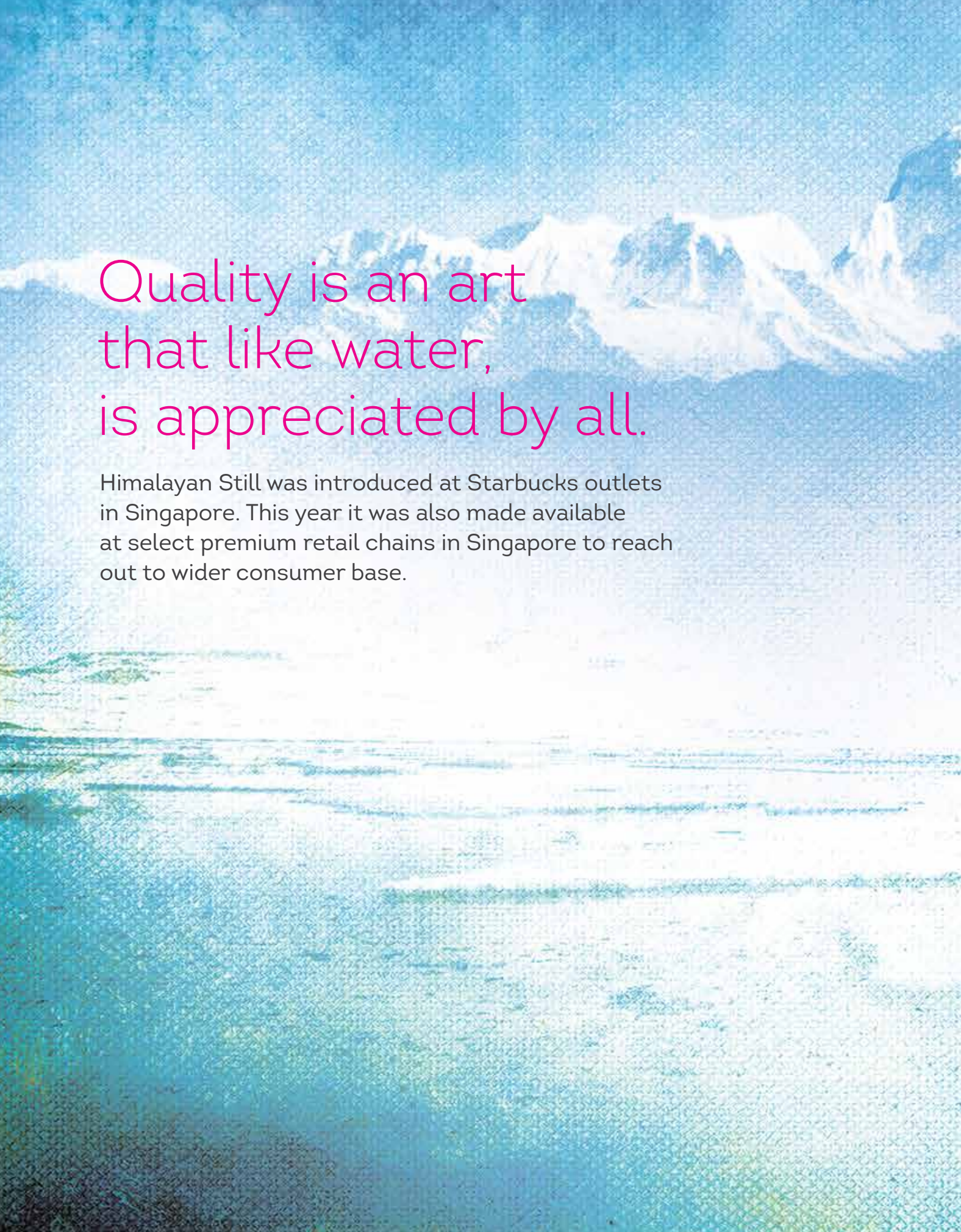
Water has the art to
be tough as ice, fluid as
a brook and patient like
an aquifer.

From expanding our market share to moving into new products and international markets, we have had an eventful year of pushing the boundaries.

To be different and yet be the same. It's an art we learn from water.

Innovative products will soon be hitting the market shelves. Sparkling Natural Mineral Water and Flavoured Natural Mineral Water will build on the equity of Himalayan Natural Mineral Water and offer an exciting variety of options for our consumers.





Quality is an art
that like water,
is appreciated by all.

Himalayan Still was introduced at Starbucks outlets in Singapore. This year it was also made available at select premium retail chains in Singapore to reach out to wider consumer base.



When nature is within
you, inspiring a better
quality of life is more
art than science.

If it is healthy, can it be tasty? So goes conventional wisdom. Our range of new products combines the goodness of nature with cutting edge science and great taste. India's first micro nutrient water, enhanced waters with proprietary 'New Age' ingredients, exotic flavours and balanced calorie products are just some of the product innovations that we are ready to launch in the near future.

Meet our board



L KRISHNAKUMAR, Chairman

Mr L Krishnakumar is the Chairman of the Board of Directors of Mount Everest Mineral Water Ltd. He joined the board as a Non-Independent Director on April 1, 2014. Mr Krishnakumar has obtained professional qualifications in Chartered Accountancy, Cost Accountancy and Company Secretarial Services and has over 31 years experience in a variety of industries including consumer goods, hotels, manufacturing and consulting. Mr Krishnakumar has been with the Tata Group since 2000 - initially with The Indian Hotels Company Limited as its Vice President - Finance and since 2004 he has been with Tata Global Beverages and is currently its Executive Director. Mr. L Krishnakumar is also a Director on the Board of several overseas subsidiaries of Tata Global Beverages Ltd.



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 Tata's foray into Water and Functional Beverages globally. He is an active member on the Board of NourishCo Beverages Limited. - the Joint Venture Company with PepsiCo and Tata. 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.



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 32 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 MD and CEO 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.



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.



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 36 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.



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.



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.



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Twenty third annual report 2013-2014

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