



*Pennar*

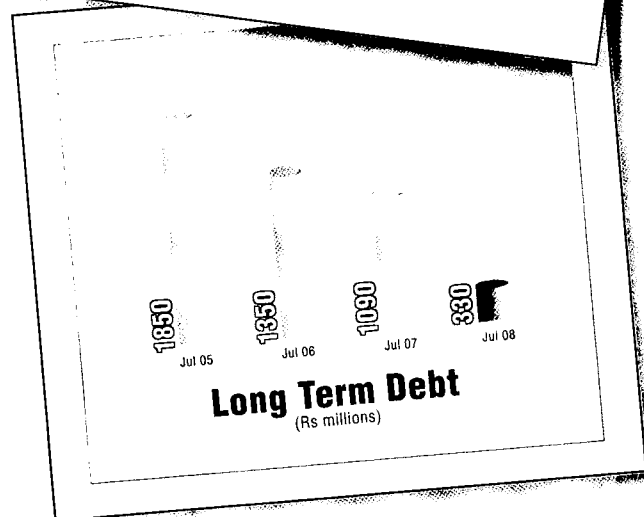
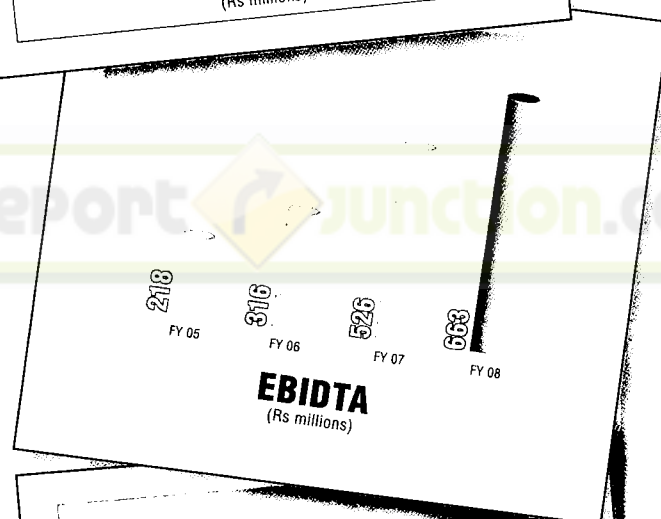
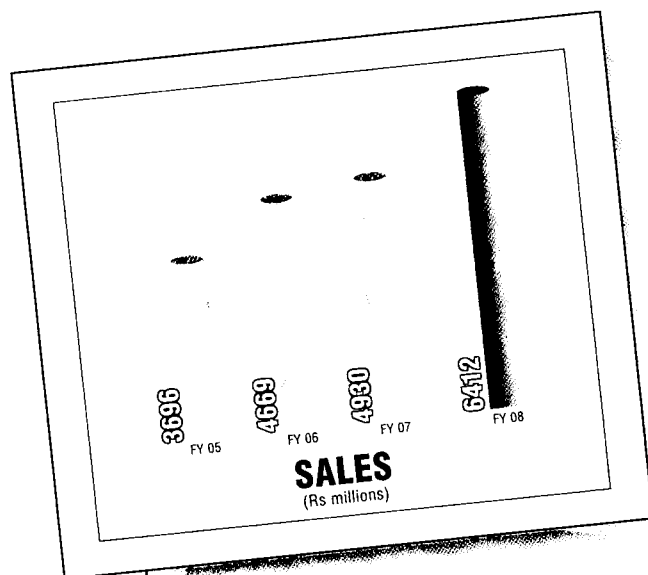
**PENNAR INDUSTRIES LIMITED**

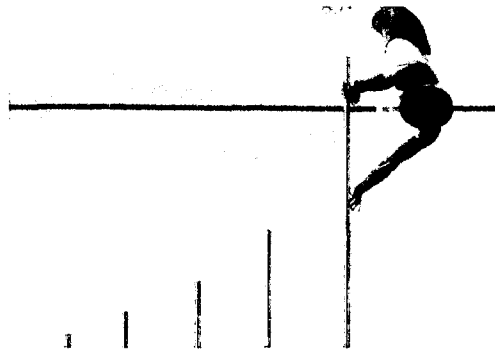
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Raising the bar . . .  
. . . scaling new heights of performance



## Growing from strength to strength...





## **Raising the Bar... Scaling New Heights of Performance**

When the going gets tough, the tough get going. Nothing would, perhaps, more aptly sum up the performance of Pennar Industries than this.

Having turned around in 2006-07, the Company consolidated its position further during 2007-08 and is now on a strong and steady growth path.

Firm management decisions, sound financial and business restructuring, enhanced productivity through optimal utilisation of infrastructure, human resources and investments in new technologies to offer a wide range of engineered products and components, have enabled Pennar to vault up the profit graph.

Pennar looks forward to the future with enhanced confidence and raises the bar much higher.

# Pennar on the fast lane of business transformation ...

In today's business environment every enterprise has to evolve, aligning and integrating processes and technologies with business strategy to foster growth. Business innovation and transformation are at the core of this process.

Pennar is transforming. From being a producer of Cold Roll Steel, Pennar is reinventing itself, tapping new opportunities and technologies.

Retaining its business leadership and competitive edge in its product line, Pennar has identified three new thrust areas to drive its growth:

- **Engineered Products**
- **Railways**
- **Infrastructure**



## ENGINEERED PRODUCTS

Pennar is focusing on the development of engineered products, which require specialized design and manufacturing know-how. With this objective in mind, it is developing a state-of-the-art engineering design wing and modern tool room facilities. Manned by technically qualified professionals with in-house design facilities, the design center will be providing customized engineering solutions for diverse industries.

Pennar has over 400 technically qualified professionals and with this human asset, the company proposes to emerge as an engineering company of repute.



## RAIL COACHES / WAGONS

Special profiles that meet the specific requirements of Railways have been developed.

The company supplies stainless steel sections for rail wagons and coaches. Pennar manufactures coach floor made of sheet metal and is now progressing into the manufacture of side walls, end walls and roof for wagons and coaches. Pennar is poised to play a significant role in the modernisation of railways.

## INFRASTRUCTURE

Pre-Engineered Buildings(PEB) or Metal Building Systems are modular steel constructions consisting of an open span (or portal) built up sections, purlins, girts, roofing and wall panels. The advantages of PEBs over traditional concrete constructions are speed of erection and flexibility for expansion.

Pennar is exploring tie-ups for collaboration with an overseas company to obtain necessary design and technical competence .

# A Multi-Location, Multi-Product Engineering Company



Pennar is a multi-location, multi-product company manufacturing Cold Roll Formed Sections, Electro Static Precipitator Profiles, Engineered Components, Railway Coach Profiles, Road Safety Systems and Speciality Strips and Tubes.

Pennar has manufacturing facilities at five locations:

## **Patancheru** (Andhra Pradesh)

At this 45-acre (covered area 38680 sq m) facility strips, profiles, tubes, engineered components and fabricated structures are manufactured.

## **Isnapur** (Andhra Pradesh)

At the 27-acre (covered area 13021 sq m) facility, we make speciality steel strips.

## **Tarapur** (Maharashtra)

At this 5-acre (covered area 5492 sq m) facility, cold-roll formed profiles are made.

## **Chennai** (Tamil Nadu)

At the 38-acre (covered area 13,200 sq m) facility, we make profiles and auto components.

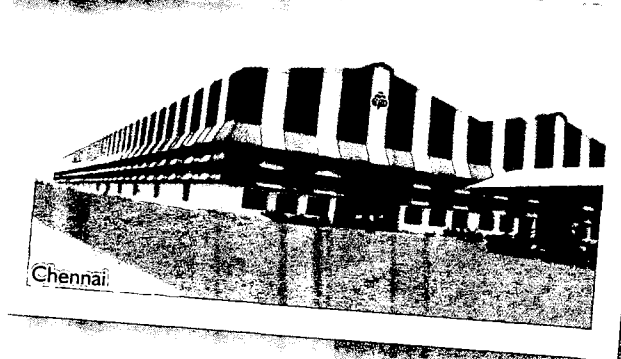
## **Hosur** (Tamil Nadu)

Automotive and white goods components are manufactured at this plant.



The company's new plant at Chennai with Cold Roll Forming, Cropping and Slitting Lines and with modern Press Shop facilities has commenced commercial production from April, 2008.

Pennar's manufacturing mix is focused on the production of value added products such as formed profiles for automobiles, building construction and railway sectors. A precision tube line produces products for the auto, transportation and a fabrication shop has been commissioned to fabricate structures for Electro Static Precipitators (ESP), boiler and seed processing plants.





## Our Diverse Product Line

Pennar serves diverse industry segments with a product mix of traditional products and a range of engineered components.

Our efforts are aimed at reaching out to new customers with a wide array of products; further strengthening the quality standards to exceed customer expectations and to have a more focused marketing.

The product mix is improved by increasing the production of value added products like formed profiles for automobiles, infrastructure buildings and railway sectors.

### Cold Roll Formed Profiles

Pennar has a wide range of profiling machines which enable it to manufacture various profiles for the automobile, building and railway sectors.

### Engineered Components

Our state-of-the-art press shop supplies various pressed steel components to the White Goods and Automobiles Sectors.

### Road Safety Systems

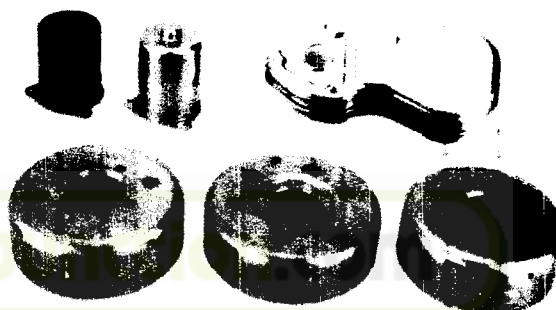
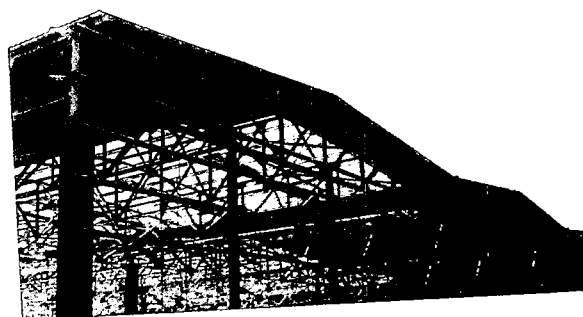
Pennar has been a pioneer in the manufacture of road safety systems (including metal crash barriers and containment barriers) in India.

### Electrostatic Precipitator Profiles

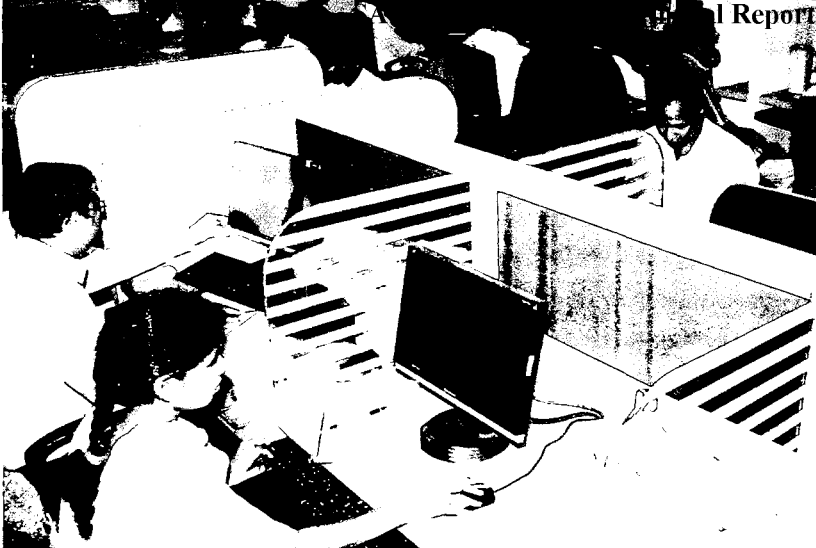
In addition to being a leader in this field in India, our profiles are also exported to international customers like FL Smidth (Denmark) and Hamon Research-Cottrel (Belgium).

### Speciality Strips and Tubes

Customised strips and tubes are extensively used in Automobiles, White Goods, Domestic Appliances, Bearings and General Engineering sectors.







## IT initiatives for enhanced operational efficiency

In the current year, in continuation of its organisational reengineering exercise, the Company has embarked on a major ERP implementation drive for optimising its operations across all functions.

## Our 'People' Strength

The company's greatest assets are its employees. Little wonder then, that the management accords the highest priority to their well being, which is evident by the remarkably low attrition rate at every level / function.

It is a matter of pride for us that not a single man-day has been lost due to industrial unrest in our entire history.

The company's policy towards employees has been one of goodwill and collaborative effort to enhance productivity in all spheres of activity.







## Our Corporate Social Responsibility

### **Towards the Environment...**

Being a responsible corporate citizen Pennar puts safety, health and environment at the forefront of its activities. Its core principles of 'reuse', 'recycle' and 'replenish' are aimed at:

- Pollution control
- Waste minimization
- Reduced effluent discharge

### **Towards the community...**

Pennar is passionate about its responsibility as a corporate citizen. It has undertaken many initiatives towards the betterment of community around it. Pennar undertakes regular blood donation camps and is committed to improve facilities at the school near its plant site.

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## The Road Ahead

Pennar is transforming itself into a company focused on engineering, transport and infrastructure. The overall strategy for increasing turnover as well as profitability is as follows:

- Making engineered steel products.
- Manufacturing rail coach / wagon components.
- Building a subsidiary for pre-engineered steel buildings that have high potential due to growth in infrastructure.
- Inorganic growth through acquisition of companies in allied fields.

**At Pennar, success is a journey. Every achievement is a stop-over for the next one. Translating dreams into definable goals, Pennar's journey of scaling new heights of performance continues...**



**Pennar**

## PENNAR INDUSTRIES LIMITED

### BOARD OF DIRECTORS

Mr. A. Krishna Rao (Chairman)  
 Mr. Nrupender Rao (Executive Vice Chairman)  
 Dr. G. Vivekanand  
 Mr. Ravi Chachra  
 Mr. Tarun Gandhi  
 Mr. C. Rangamani  
 Mr. P. Bhaskara Rao  
 Mr. Ch. Anantha Reddy (Executive Director)  
 Mr. Aditya N. Rao (Director - Projects)

### CFO & COMPANY SECRETARY

Mr. R. Ravi

### AUDITORS

M/s Rambabu & Co.,  
 Chartered Accountants,  
 31, Pancom Chambers,  
 6-3-1090/1/A, Rajbhavan Road,  
 Somajiguda, Hyderabad - 500 082.

### BANKERS

State Bank of India  
 Axis Bank  
 State Bank of Patiala

### REGISTERED OFFICE

I-10-75/1/1-6, 3rd Floor,  
 Saptagiri Towers,  
 S.P. Road, Begumpet,  
 Hyderabad - 500 016, India.

### REGISTRARS & SHARE

#### TRANSFER AGENTS

Dakshin Consultants (P) Ltd.,  
 # 6 - 3 - 655/2/4,  
 Civil Supplies Bhavan Lane,  
 Somajiguda,  
 Hyderabad - 500 082.

### PLANTS

#### Patancheru Unit

IDA, Patancheru,  
 Medak (Dist.), A.P.

#### Tarapur Unit

MIDC, Tarapur,  
 Maharashtra.

#### Isnapur Unit

Isnapur Village,  
 Medak (Dist), A.P.

#### Hosur Unit

SIDCO Industrial Estate  
 Hosur, T.N.

#### Chennai Unit

Kannigaipair Village, Thiruvellore Dist, T.N.

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