

Intense

Responsive Industries Limited
Axiom Cordages Limited
Annual Report 2010-11

**The word that
best defines us is...**



Inte

It's
the extent

of creative energy
that drives our
world.

It's
the diversity

of innovation that we
bring to life each day.

nse

It's
the trust

that national and
international customers
repose in our efforts.

It's
our commitment

to reach new levels of
performance in a dynamic
global marketplace.

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Responsive Industries Limited

Responsive Industries Limited (RIL) is one of the leading global manufacturers of polyvinyl chloride (PVC) based products. We are among the top three global producers of vinyl flooring and possess the largest domestic capacity in PVC flooring and artificial leather cloth segments.

Our product portfolio includes PVC flooring, automotive upholstery solutions, FMCG and pharmaceutical packaging and transparent sheeting, which find diverse sectoral applications: healthcare, hospitality, transportation, IT and telecom, retail, education, sports infrastructure and real estate.

A decorative graphic of pink paint splashes and drips is positioned behind the 'Inside every' text.

Inside every

80 % of standalone revenue comes from poly vinyl chloride (PVC) flooring and artificial leather cloth

20 % of standalone revenue comes from packaging (FMCGs & pharmaceuticals) and soft sheeting

60 % of consolidated revenue comes from exports

50 % of standalone revenue comes from exports

88 % of flooring revenues from exports

19 % of leather cloth revenues from exports

11 sales offices

300+ retailers

23,500 million+ market capitalization*

* 'as on date of signing of the Directors Report'

We are a BSE & NSE listed Company, and a part of BSE Mid cap 200 Index. CRISIL Research has rated us a valuation grade of '3/5' combined with a fundamental grade of '3/5'. Fitch has assigned Responsive and Axiom 'A-' rating.