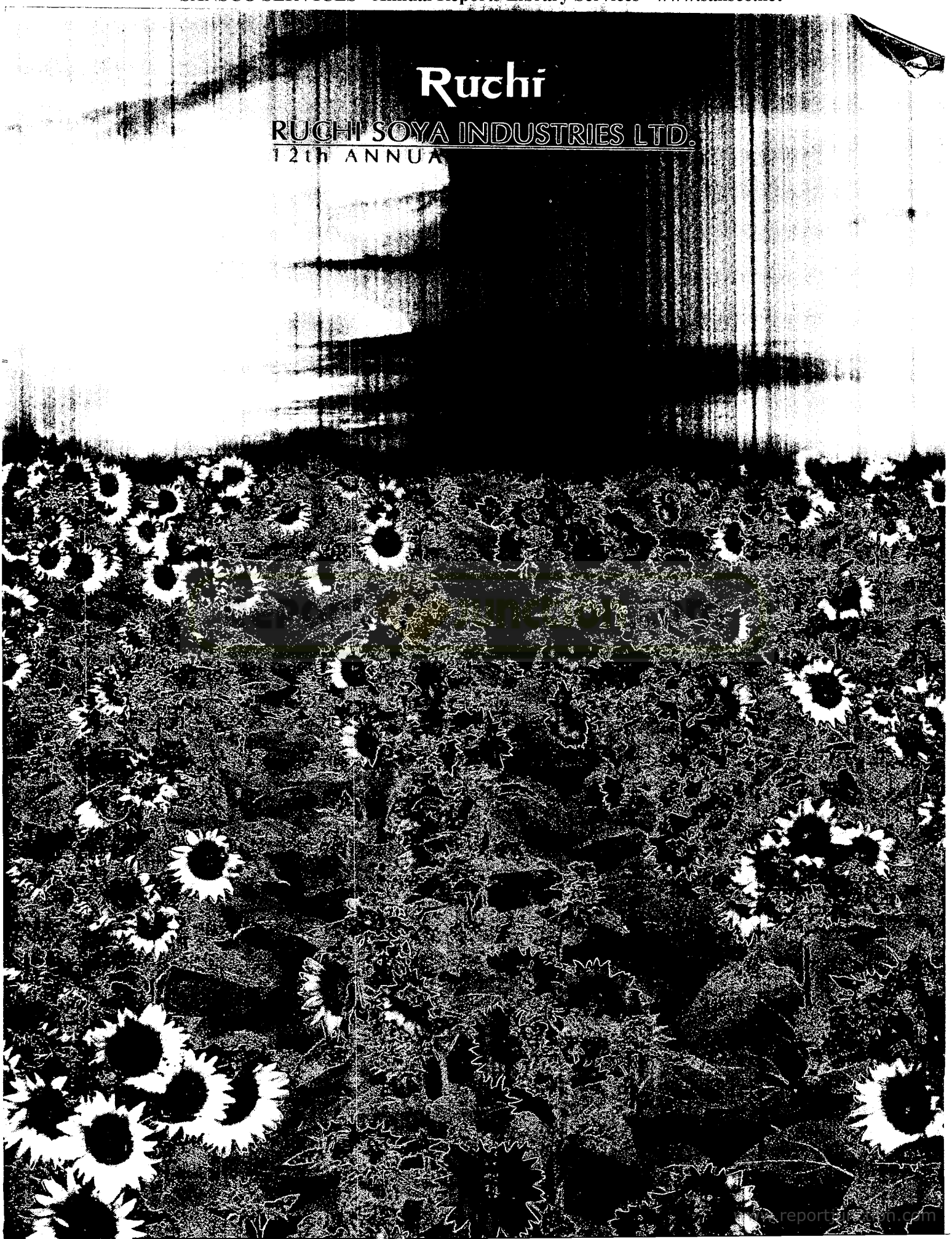
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Bringing the wealth of health for one and all



First regarded as an ornamental plant, sunflower gained prominence as a delicacy in the middle of the **18th century**. It was only in **1716** that the possibility to extract its oil came to common knowledge. The production of the edible oil on a **large scale, nonetheless, began between 1830** and **1840 in Russia.**

The sunflower's seeds, leaves and flowers were popular for its medicinal properties.

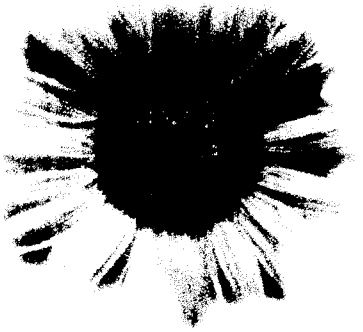
The extracts of sunflower leaves and flowers have febrifuge properties and are thus traditionally used against malaria in young children. They remain a popular remedy against the afflictions of the throat and of the respiratory tracts.

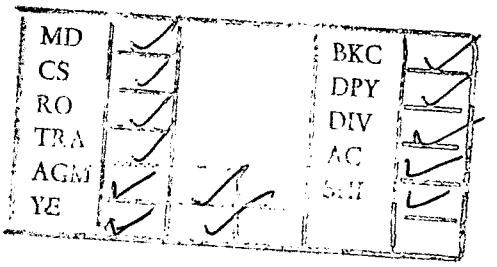
Today, **sunflower oil** is promoted by health specialists and fitness experts around the world as **the ideal health oil.**

Its virtues include **low percentage of saturated fats, zero cholestrol content** and **its lightness.** It is envisaged that sunflower oil will be **India's No.1 cooking medium** in the near future due to its **benefits** and **better taste.**

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Board of Directors
Shri Kailashchandra Shahra
Chairman

Shri Dinesh Shahra
Managing Director

Shri P. S. Santhanakrishnan
Shri Purushottamdas D. Nagar
Shri Gopal Datt Bhatt

Company Secretary
Shri R.L. Gupta

Auditors
Modha & Pandit (REGD.)

Cost Auditors
M. Goyal & Company

Bankers
State Bank of Indore

State Bank of Saurashtra

State Bank of Bikaner and Jaipur

State Bank of Hyderabad

State Bank of Travancore

Dena Bank

The Hong Kong and Shanghai Banking Corpn. Ltd.

Oriental Bank of Commerce

The Bank of Rajasthan Ltd.

Registered Office
214, Tulsiani Chambers, Nariman Point, Mumbai - 400 021.

Administrative & Head Office
Mahakosh House, 7/5, South Tukoganj, Nath Mandir Road, Indore - 452 001.

Branches
Delhi, Ghaziabad & Calcutta

Works
Mangliagaon, A.B. Road, Indore (M.P.) & C-10, Phase-II, Noida (U.P.)

Registrar & Transfer Agent
Avanti Finance Limited, 170/10, Film Colony, R.N.T. Marg, Indore - 452 001.

C O N T E N T S

Chairman's speech • An introduction to our success • Boons of health for the family • Brands that promote a healthy lifestyle

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CHAIRMAN'S SPEECH

Growth, in a large way, is a result of learning and adversity is the best teacher.

At Ruchi Soya Industries Limited, accent has always been on learning. Reason why, your company wasn't caught unawares by the economic crisis being faced by the country.

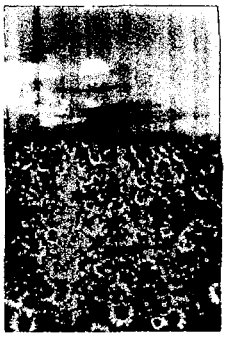
In fact, we took this crisis in our stride and re-looked at our business. With a new perspective, we learned and worked towards its application diligently. Soon, the innovative ways of streamlining work process and careful utilisation of resources led to increase in gains.

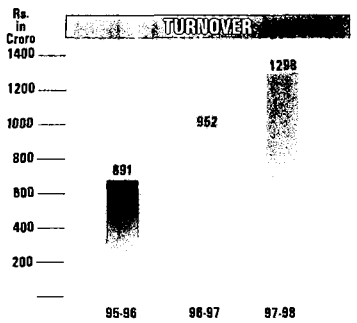
Strong fundamentals, timely service and pro-active marketing has boosted our presence in the market. The ever increasing sales of our brands testify the same. Innovative processing methods and new findings developed in our advanced R&D labs has empowered us to meet the growing demands of the health conscious market.

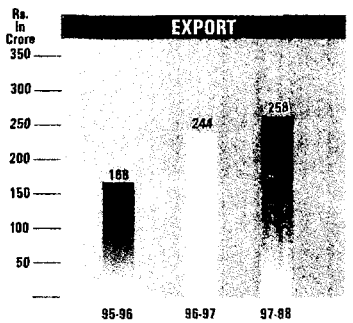
Needless to say, your company is a spearheading company of the Ruchi Group. Furthermore, your company boasts of a state-of-the-art plant near Indore.

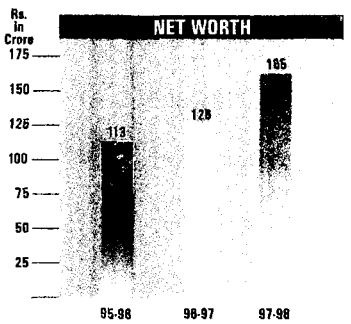
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Encouraged by the growing affinity towards the Ruchi brand name, your company has introduced two more brands **SUNRICH** and **RUCHI GOLD** to process and market quality Sunflower oil and Palmolein oil. In addition, your company has acquired one of the popular brands in the south. The response from the market for these products have been so encouraging that within a period of 6 months, your company has set up Packing Stations in 4 different states to cater to the growing demand of these branded products. Your company is now poised to increase its market share tremendously. And along the way, win the hearts of lakhs of health conscious consumers.

In the end, I would like to add that your company will at all times adhere to the demands of the 3 Cs - • Commitments • Challenges • Customers - and fulfill them to the highest expectations. It is no surprise then that your company will zoom ahead to great heights in the new millennium.

Ruchi

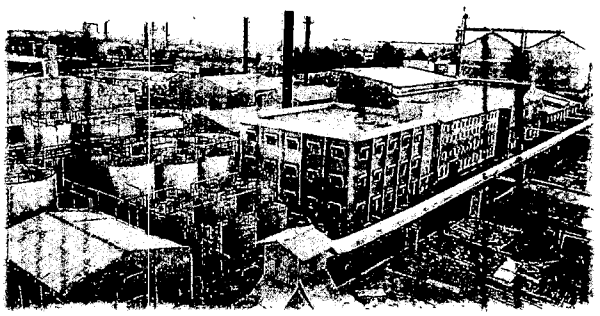
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AN INTRODUCTION

Ruchi Soya Industries Limited is a flagship company of the dynamic Ruchi Group and is its leading company too. Incorporated in 1986, the company has been promoted by the Shahra family of Indore. Guided by the expert stewardship of Shri Mahadev Prasad Shahra, renowned for his invaluable experience in Soya cultivation in Madhya Pradesh. Pioneer and leader in the Soya industry, the company had started its activities with the manufacturing of soyabean oil, vanaspati, texturised soya protein and other soya products in the state-of-the-art plant near Indore.







The company has a capacity to process 6 lacs M.T. per annum of Soya beans. And processed around 4 lacs M.T. of oil seed during the year 1997-1998, which is the highest in the soya industry. In the Ruchi brandwagon, Nutrela chunks and granules enjoy a



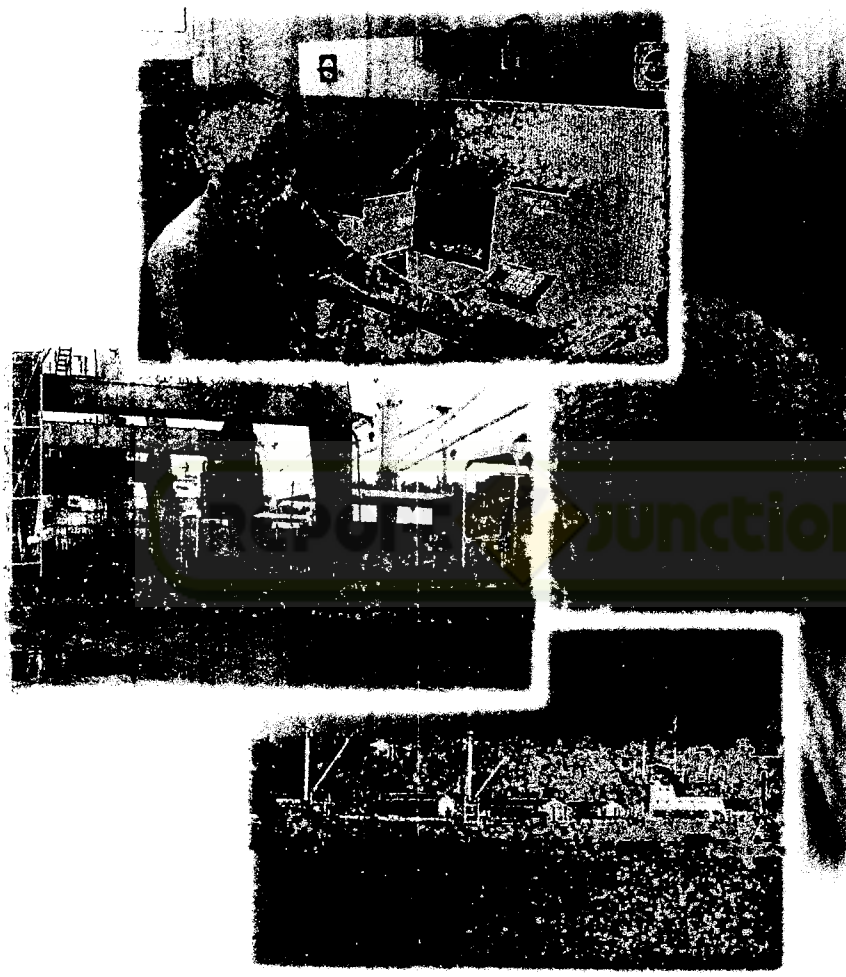
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TO OUR SUCCESS



The company's sales have grown from Rs. 35 crores in 1991 to Rs. 1298 crores averaging in excess of a 67% annual growth rate.

The 10 domestic marketing offices of Ruchi, complimented by 300 dealers & distributors and 7000 retailers, along with 3 international marketing offices have played a dominant role in achieving these impressive results.

State-of-the-art technology, in-house research centre, strong financial performance, sizeable market share and an extremely popular product portfolio makes it a company to reckon with.

supreme market position. The brand also boasts of a great demand overseas. The company's high-value added branded products enable Ruchi to claim premium prices. Needless to mention, Ruchi brands have a strong equity in the market.



Ruchi

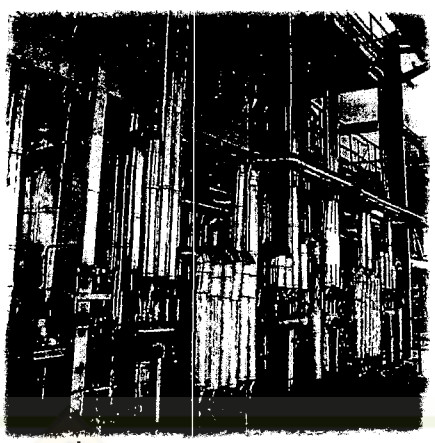
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BOONS OF HEALTH

Palm Oil has been ensuring the health of its consumers even before zero cholesterol oils became the order of the day. Its properties include equal proportions of saturated and unsaturated fatty acids. Beneficial to derive a liquid oil or solid fat according to final use.







Fractorization of palm oil gives 2 entirely new products which have completely different characteristics depending on their solid fat content. The two new products are Palm stearin and Palm olein. Palm olein with lower solid fat content makes excellent cooking oils while Palm stearin with a higher solid fat content over a range of temperatures have numerous possibilities for formulations of shortening of different consistency and melting point.

The major fatty acids present in **Palm oil are palmitic, oleic and limoleic** while stearic and myristic are present as minor components.

Palm oil and Refined Palm oil are ideal



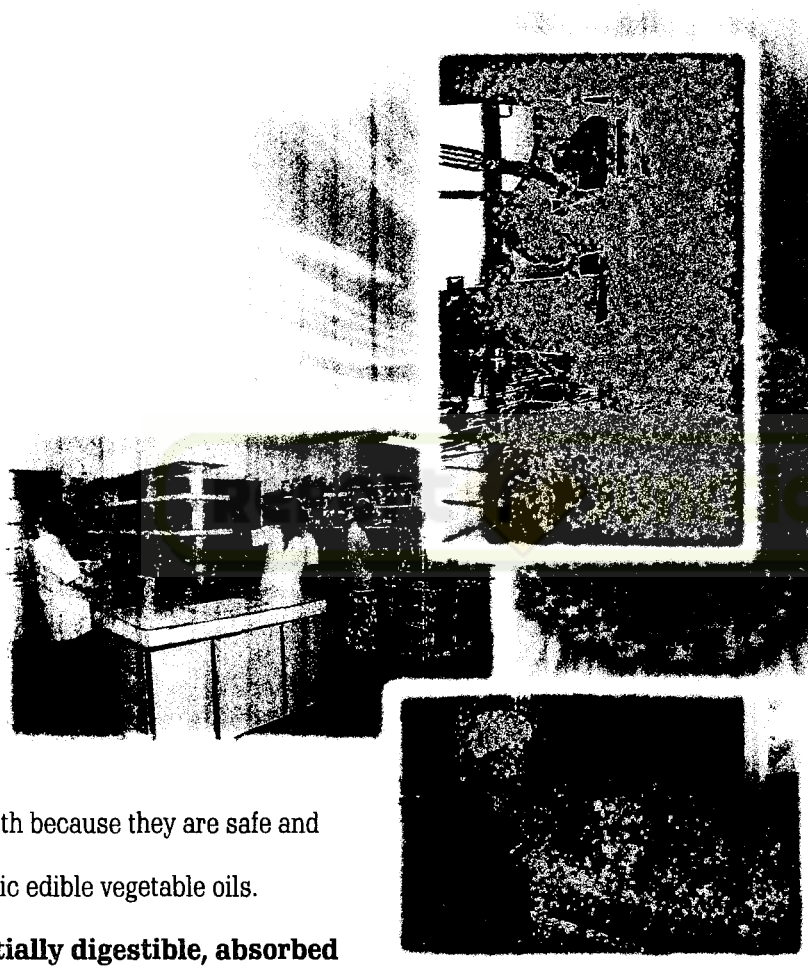
Ruchi

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FOR THE FAMILY



Sunflower Oil's pleasant taste and health giving properties has made it a popular feature in the kitchen of lakhs of homes worldwide. Its higher levels of unsaturated fatty acids has been instrumental in its high demand in the food industry. The average composition in fatty acids of Sunflower oil is Linoleic acid - 67%, Oleic acid - 16%, Palnutic acid - 4% and Stearic acid - 4%. Sunflower Oil also contains about 1% unsaponifiables, rich in steroids such as compesterol, beta - sitosterol and stigma sterol. Its high content of monosaturates and zero cholesterol level makes it the ideal cooking and salad oil for today's hectic lifestyle. What's more, sunflower oil has a long shelf life too.

for health because they are safe and non-toxic edible vegetable oils.

Essentially digestible, absorbed and **efficiently** used by the human body for growth, it also possesses anti-thromobic properties and inhibits atherosclerosis. In addition to being cholesterol - free vegetable oil, palm oil intake does not increase blood pressure. In fact it improves coronary blood flow.

Ruchi

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BRANDS THAT PROMOTE

Nutrela Vanaspati

A white, grainy, delicious hydrogenated vegetable fat, Nutrela is manufactured in an ultra modern highly sophisticated plant. Nutrela Vanaspati is marketed in 15 kg. tins and also in consumer friendly small pouches and jerry cans.







Nutrela Texturised Soya Protein

Ruchi Soya enjoys the highest market share in India in Texturised Vegetable Protein market being marketed under 'Nutrela' in consumer packs and 'Bombay Bari' in bulk packets. For years together, Ruchi Soya's Bari has been known for its purity and quality throughout India and neighbouring Indian sub-continents.

Nutrela provides highest protein as compared to other sources of protein like Egg, Groundnut, Milk and Cheese etc.

Ruchi

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