



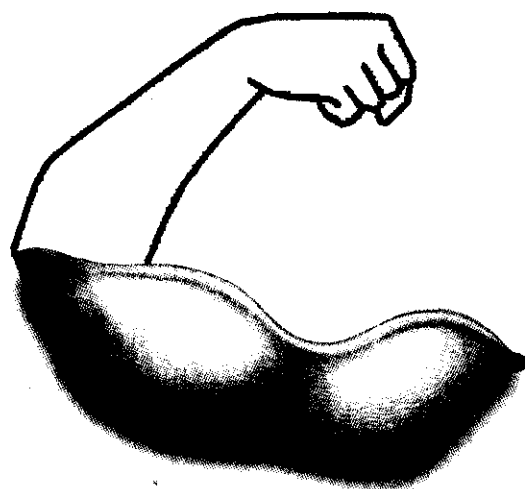
RUCHI SOYA INDUSTRIES LTD.

Report  junction.com

1999

13TH ANNUAL REPORT 1998-99

Health is Wealth



No company proves this better than Ruchi Soya Industries Limited. To be instrumental in bringing the nutritional benefits of natural foods to the common Indian is our vision.

Our Company focusses on manufacturing health food products, vegetable oils and vanaspati. These are rich in protein, carbohydrates, mineral salts and vitamins and are made from nutritious sources such as soyabean, sunflower, palm and rapeseed. Stringent quality controls have guaranteed consistent high quality health products providing nutrition to millions of Indians and improving stamina, longevity and efficiency which are essential for healthy living.

Ruchi has numerous popular brands like Nutrela, Soyumm, Ruchi Gold, Sunrich, Mandap and Ruchi Sona catering to the varied needs and tastes of the Indian people. Thus, while contributing to the health of people, our Company has progressed on the healthy path of growth and profits.

Ruchi

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 & Modi

M.

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 Hongkong and Shanghai
Banking Corpn.Ltd.

Bank of Commerce

Bank of Sindh Ltd.

Registered Office

408, Tulsi Nagar, Indore, Madhya Pradesh,

Nariman Point, Mumbai-400 021

Administrative & Head Office

Mahakosh House,

7/5, South Tukoganj,

Nath Mandir Road,

Indore-452 001.

Branches

Delhi, Ghaziabad & Calcutta

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.

CONTENTS

From the desk of Chairman.

The tasty, healthy pod. High nutritional cooking oils.

New health products. Feather in the cap.

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Modha & Pandit(Regd)

Cost Auditors

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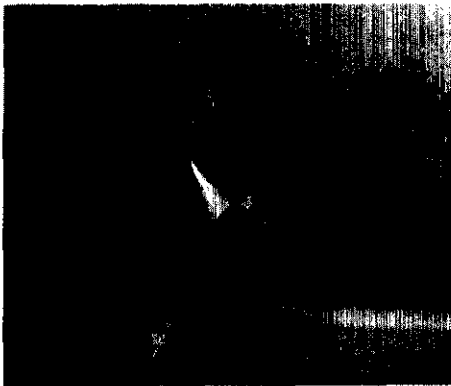
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High nutritional cooking oils.
New products.

At the dawn of the new millennium, I am pleased to mention that your trust and our dedication have made a remarkable impression, even in this historical recessionary period of time.

Our company has been awarded by SOPA for its outstanding performance during the financial years 1996-97 and 1997-98 as the 1st Highest Manufacturer Exporter and the 1st Highest Processor in the private sector. During the financial year 1998-99 our Company has recorded a turnover of Rs. 1721 crores, approximately 32% higher than that of the previous financial year. The performance promises that the Company will remain the leader in the Soya Industry.

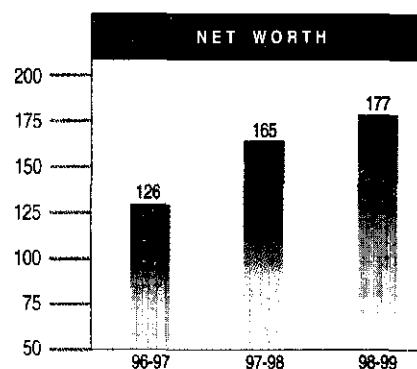
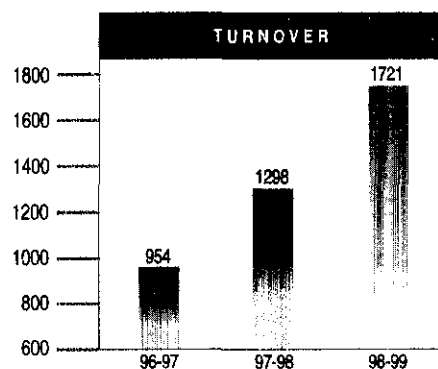
We, at Ruchi Soya Industries Ltd., have always emphasised on improvement through learning. Our aim is to improve on growth, earnestly and sensibly. Most humbly, I would like to put on record that despite the adversities created by the economic crisis, our Company has performed reasonably well during the year. This is a commendable outcome of adherence to the Company's policies. Policies to serve the consumers and



to meet the challenges with commitments. With a nice blend of professionalism and conservatism, the management is committed to strive against all odds. The state-of-the-art technology plant with advanced R & D labs of the Company assures the consumers, supply of quality products. Fundamentals to serve with pro-active marketing has made our Company flourish in this low profit margin and highly competitive industry and will continue to do so. The efforts of skilled and rational personnel cannot be over emphasised in this context.

Encouraged by the overwhelming response to new brands SUNRICH and RUCHI GOLD for Sunflower Oil & Palmolein Oil respectively in the southern part of country, one of the subsidiaries of your company is establishing a refinery unit in the southern coastal region. Such an investment decision has been the outcome of the confidence reposed in the management by the investors, banks, financial institutions and the consumers.

The inherent capabilities of our Company to change with time assure healthy growth in the coming millennium.



The tasty, healthy pod

NUTRELA

Nutrela is Ruchi's registered brand for its range of Textured Soya Protein (TSP). Nutrela is made from exceptionally high quality Soya flour which is the world's most efficient source of protein. It comprises of a minimum 55% protein on moisture-free basis and contains all the essential amino acids required for healthy human nutrition.

Nutrela is the ideal product for vegetarians and non-vegetarians. A 100% vegetarian product of high protein value 'Nutrela' could easily be used in a variety of dishes such as Stuffed Parathas, Kababs, South Indian Upma, Sambar Pulao, Peas Curry, Dahi Vada, Soup, Kheer, Patties, Shahi Pulao, Crispy Samosas, Burgers etc. thereby enhancing their nutritional value. Nutrela is also available in Mini Chunks.

PROFLO

Ruchi's Proflo is a high protein Soya Flour. To improve quality and reduce costs, food manufacturers, the world over have realised the value of defatted Soya Flour as a



source of high grade vegetable protein and hence are increasingly using in their products. Proflo is used in preparation of breads, noodles, biscuits, cakes, pastries, soups, snack foods, pharmaceutical products and in other industrial products.

PROSOY

Ruchi Soya is one of the leading exporters of Soyabean Meal from India. Ruchi's Prosoy is highly nutritious, richer in protein and economical, therefore it is always preferred over other meals.

Ruchi's Prosoy is relished by all kind of livestock viz. cattle, poultry, sheep, lambs etc. It is also preferred for dog feeds and in aquaculture farms. Ruchi's Soyabean Meal is available world-wide.



SOYUMM

The pure, sparkling clear odourless wonder oil Soyumm is a premium brand of Ruchi made from high quality golden soyabeans and is ultra-refined using the modern scientific process. Soyumm brings all the wonders of soyabeans in a form which can now play an important, healthy and nutritive part of your cooking.

Soyumm is high in nutrition. One tablespoon of Soyumm gives you approximately 120 calories. Soyumm is also high in polyunsaturates - over 55% in polyunsaturated fatty acids and low in saturates - less than 15% of saturated fatty acids and hence helps in controlling cholesterol level. Medical authorities have recognised it as an exceptionally good source of essential fatty acids which are indispensable for your health. Soyumm is also rich source of Vitamin E.



NUTRELA VANASPATI

Ruchi Soya's Nutrela Vanaspati is a white grainy, delicious hydrogenated vegetable fat (Vanaspati). It is meant for homes, hotels and food industries. Ruchi's Nutrela Vanaspati is manufactured in a modern and highly sophisticated plant. It gives a delicious taste which consumers have always craved for.

**Ruchi**

High nutritional cooking oils

SUNRICH

Ruchi has its core business in edible oil. To keep up with the changing behaviour of consumers, Ruchi's Sunrich Sunflower Refined Oil has been launched in the market.

Ruchi's Sunrich is a light and healthy oil, just right for all ages. It is cholesterol free and has perfect ingredients of healthy oil and allows food cooked in it to retain its natural flavour and crispness longer.

MANDAP

Mandap is a pure Mustard Oil (Kachi Ghani). The daily food of more than half of Indian population (specially in Northern and Eastern regions) cannot be made without Mustard Oil. Keeping it in mind, Ruchi Soya has launched this traditional oil recently.



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RUCHI SONA

Ruchi Sona is a Refined Rapeseed oil. Ruchi Soya has understood the diversity of India along with its distinct taste of edible oil in different region for different people. With this in mind, the entire eastern and northern belts are preferring the Rapeseed Oil. Ruchi Sona has been launched recently.

