Ruchi

BRAND & VALUE



Ruchi Soya Industries Limited

29th Annual Report 2014-15

Forward-looking Statement

In this Annual Report, we have disclosed forward looking information to enable investors to comprehend our prospects and take investment decisions. This report and other statements - written and oral - that we periodically make contain forward looking statements that set out anticipated results based on the management's plans and assumptions. We have tried, wherever possible, to identify such statements by using words such as 'anticipate', 'estimate', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward looking statements will be realised, although we believe we have been prudent in our assumptions. The achievements of results are subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialize, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should keep this in mind. We undertake no obligation to publicly update any forward looking statement, whether as a result of new information, future events or otherwise.

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PREMIUM

BRAND
Nutrela

Nutri Gold

PRODUCTS
Soya Food Products
Refined Oils (Soyabean, Groundnut, Cotton Seed, Sunflower, Mustard and Rice Bran)

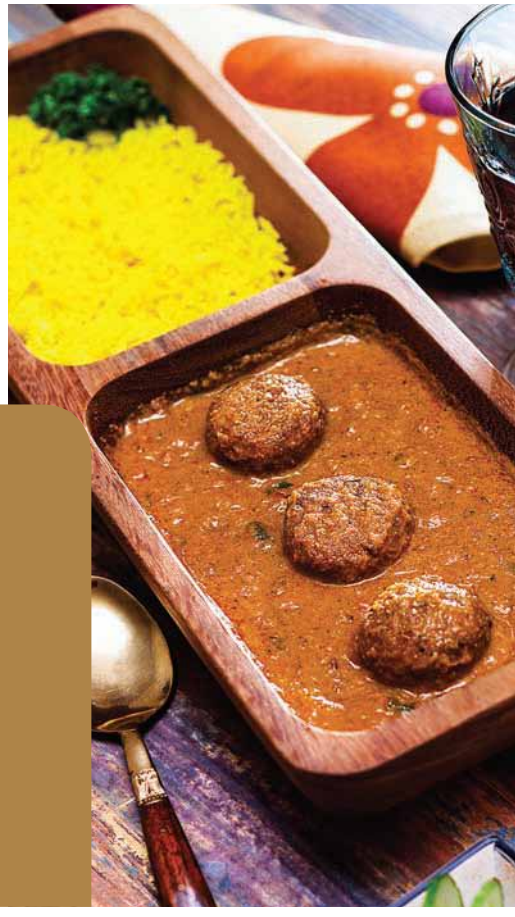
Vanaspati



POWER



RUCHI SOYA'S VISION OF PROVIDING VALUE ADDED FOODS IN EVERY HOME FOR EVERYONE, EVERYWHERE, EVERY DAY IS BEING REALIZED THROUGH ITS LARGE PORTFOLIO OF BRANDS. OUR BRANDS PROVIDE MORE THAN JUST NUTRITION, TASTE AND QUALITY.



They are prudently formed lifestyle choices that offer trusted preferences in health and convenience, soon becoming a part of the consumer's life.

As a market leader, Ruchi Soya feels responsible for meeting and exceeding your expectations. Every brand is a result of comprehensive research, and answers deep-rooted consumer needs. Every brand is built on the core values of quality, trust and integrity. And every brand is testament to the Ruchi Soya's commitment to raise the benchmark in customized product development. We work to ensure the same level of commitment to quality, taste and nutrition across all our brands, to touch lives in a positive way and constantly earn consumers' trust.

BRAND	PRODUCTS
Mahakosh	Refined Oils (Soyabean, Groundnut, Cotton Seed, Mustard Oil and Rice Bran)
Sunrich	Refined Sunflower Oil

VALUE

BRAND	PRODUCTS
Ruchi Gold	Refined Oils (Mustard and Palmolein)
Ruchi Star	Refined Soyabean Oil
Ruchi No.1	Vanaspati





IN STEP WITH A HEALTHIER INDIA

RUCHI SOYA IS ONE OF THE LARGEST INTEGRATED OILSEED SOLVENT EXTRACTION AND EDIBLE OIL REFINING COMPANIES IN TERMS OF OILSEED CRUSHING AND OIL REFINING CAPACITY.

With expansion plans across its business verticals, it continues to consolidate and sustain its market leadership in edible oils, vanaspati, bakery fats and soya foods categories. The Company has built strong brand reputation and emotional connect through its consumer brands and products over the last two decades.

Over the years it has diversified its product portfolio to serve a larger section of the community with differentiated needs and tastes. Its strong brand portfolio and enhanced availability has ensured nourishment at almost every Indian home.

29
Years of Corporate existence

20
Manufacturing locations across India

BRANDS

- Nutrela, Mahakosh, Sunrich, Ruchi Gold, Ruchi Star and Soyumm are the flagship brands of Ruchi Soya
- Nutrela is the most respected soya foods brand in the country and has become generic to that category

RAW MATERIAL SECURITY

- In the business of edible oil manufacture, raw material security is critical
- Ruchi Soya enjoys a trusted two-decade relationship with credible plantation owners, which translates into a consistent supply of raw material and production consistency

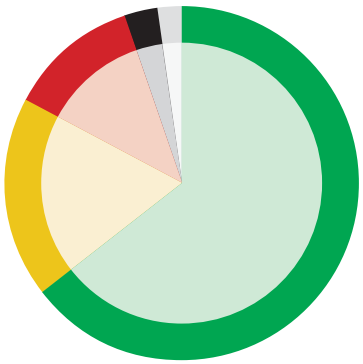
PRODUCT MIX

- The widespread product range enhances the Company's flexibility in being able to provide diverse products to suit different economic realities
- Ruchi Soya provides a complete vegetable oil solution comprising a range of oils and fats – soyabean, sunflower, mustard, rice bran, palmolein, groundnut, vanaspati and bakery fats

PAN-INDIA PRESENCE

- Processing plants across 20 locations in India, giving access to markets across India
- 106 company depots (with storage and other logistical facilities) which serve more than 5,000 distributors across the country reaching over 700,000 retail outlets

2014-15 Revenue Mix (%)



● Oils 67 ● Others 16 ● Extractions 12
● Vanaspati 3 ● Food Products 2

7 LAKH+

Retail stores across India

2 LAKH+

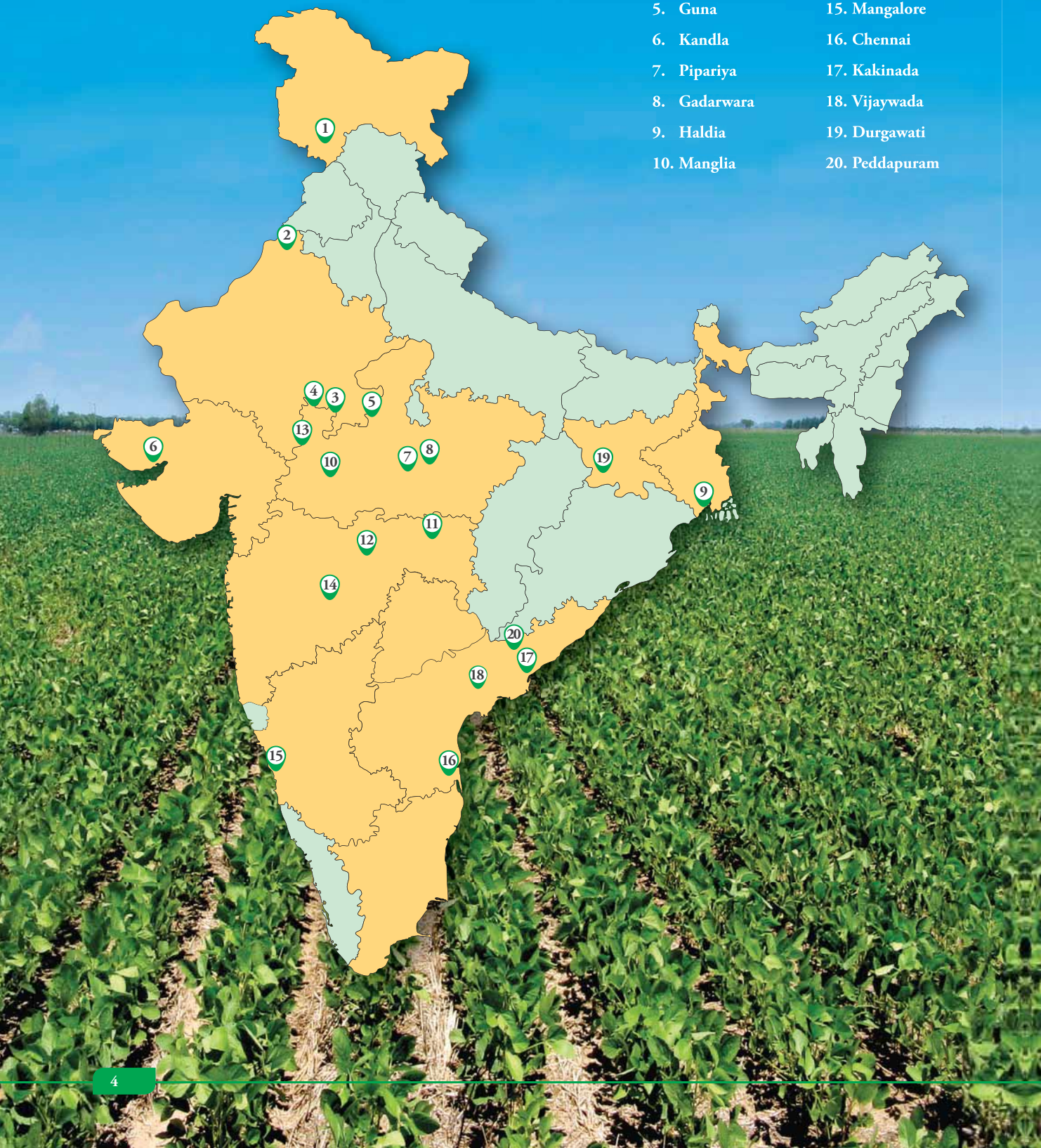
HECTARES

Land access in India for palm oil plantations with exclusive procurement rights across six states



MANUFACTURING LOCATIONS

1. Jammu
2. Sriganganagar
3. Baran
4. Kota
5. Guna
6. Kandla
7. Pipariya
8. Gadarwara
9. Haldia
10. Manglia
11. Nagpur
12. Washim
13. Daloda
14. Patalganga
15. Mangalore
16. Chennai
17. Kakinada
18. Vijaywada
19. Durgawati
20. Peddapuram



CAPACITY BREAK-UP

Oilseed Extraction

Annual Capacity
3.72 million metric tonnes

Facility Locations **10**

Edible Oil Refining

Annual Capacity
3.30 million metric tonnes

Facility Locations **14**

Palm Fruit Processing

Annual Capacity
0.90 million metric tonnes

Facility Locations **02**



Vanaspati & Bakery Fats

Annual Capacity
0.59 million metric tonnes

Facility Locations **08**

Soya Meal Extraction

Annual Capacity
3.05 million metric tonnes

Facility Locations **10**

Wind Power Generation

Annual Capacity
85.3 Megawatt

Facility Locations **11**

MESSAGE FROM THE MANAGING DIRECTOR

OUR CONTINUOUS FOCUS ON BRAND BUILDING AND ENHANCING OUR MANUFACTURING CAPABILITIES IS HELPING US ACHIEVE STRONG TOP LINE AND BOTTOM LINE GROWTH.

Dear Friends,

Reflecting on the year 2014-15, Ruchi Soya continued to execute its strategy of profitable growth, and delivered on its strategic ambition of building a smart marketplace for India. At Ruchi Soya, we manage with a long-term perspective. Our aim is to evolve Ruchi Soya into a company with an integrated global sourcing model for catering to one of the world's most potential market opportunities named India.

INDIA MARKET OPPORTUNITY

India is one of the most attractive consumer markets with a one billion plus opportunity. Young demographics, rising income levels and increased health awareness among both urban and rural consumers are helping drive consumption. Edible oil is a part of the staple cooking of every kitchen, thus recession proof. Also there has been a shift in consumer preference from unbranded to branded oil with the guarantee of purity, health and non-adulteration. A large opportunity too exists in the protein business for the company as today 70% of urban and rural Indians are deficit in consumption of protein and protein is an essential building block of the human body. Ruchi Soya through its pan India manufacturing and distribution of branded and bulk, low cost and high quality soya protein is in the best space to be able to contribute to bridging this gap and playing a role in improving the state of the nutrition security of the nation. Today our brands Nutrela, Sunrich, Mahakosh, Ruchi Gold and Ruchi Star constitute over 83% of our packed edible oil sales.

MAINTAINING THE GROWTH MOMENTUM

The Company posted a top line of ₹ 28,309 crore and profit after tax recorded 354% growth to ₹ 60.93 crore this year. Our continuous focus on brand building and enhancing our manufacturing capabilities is helping us achieve strong top line and bottom line growth. Our pan-India distribution reach and continuous investment in R&D is helping us deliver the message of 'good health and fitness' to millions of Indian households. Branded sales have grown from ₹ 6,965 crore to ₹ 8,357 crore, registering healthy growth of 19.98%. We market 1,20,000 tonnes per month and are the largest in the packaged edible oil segment and soya foods category in the country.

BUILDING ENDURING BRANDS

Our flagship brands performed well during the year. Consumers relate to our brands for purity, smell, taste and health. At Ruchi Soya, building FMCG brands, especially in the commodity-led edible oil sector, is a slow and steady game. It will require significant investments in brand building, advertisement spends and trade channel development. During the year, we re-launched Mahakosh and Sunrich to capture the leadership in edible oil segment. Madhuri Dixit was announced as the brand ambassador for Mahakosh and Priyanka Upendra for Sunrich. Having made the right moves, Ruchi Soya has achieved 18.5% market share of edible oil market in India and our brands Mahakosh, Sunrich and Ruchi Gold are the leaders in the branded edible oil market.

Our state-of-the-art manufacturing plants have indigenous technology based on our understanding of improving efficiency and quality. These efforts have led to better utilization of capacities. We endure to keep the consumer at the centre of everything we do and this single minded approach has helped us to deliver sustainable value profitably. Ruchi Soya is currently a market leader in the cooking oils category with one of the largest retail penetration of over 7 lakh retail outlets. Our strong and extensive network of depots, sale points, distributors, dealers and brokers across India has enabled us to reach a wide spectrum of customers.

> "We are positive about the long-term prospects for consumer products, thanks to consistent economic growth, low per capita consumption and the continued shift from the consumption of unbranded to quality branded products in our key markets.

OUTLOOK AND STRATEGY

We are positive about the long-term prospects for consumer products, thanks to consistent economic growth, low per capita consumption and the continued shift from the consumption of unbranded to quality branded products in our key markets. We will continue to strengthen our distribution reach and at the same time focus on brand building, product and packaging innovation, retail penetration and introduction of new products to strengthen our market presence.

Our key strategies focus on building a robust product portfolio across categories and explore growth opportunities globally. We also strive to improve upon operational efficacy, aggressively develop our customer reach, invest in brand-building activities and ensure customer satisfaction.

We have created a growth vision with multiple stakeholders and are answerable to each one of them. Concern for environment, people and communities in which we live is critical to success and deliver the company promise with a purpose.

I, on behalf of the entire leadership team at Ruchi Soya, deeply cherish the trust and support that you have provided to us in all these years. I seek your continued cooperation in creating sustainable value for the nation and for all those who have a stake in our progress.

Regards,

Dinesh Shahra
Managing Director



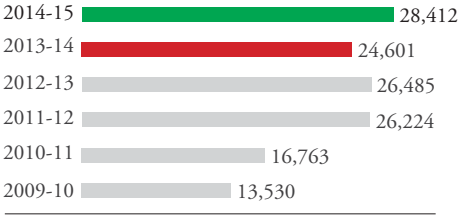
₹ 8,357 CRORE
Branded Sales for 2014-15

₹ 28,309 CRORE
Revenue for 2014-15

FINANCIAL PERFORMANCE

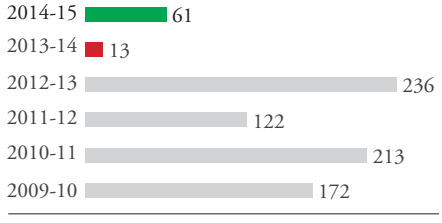
Revenue

₹ in crore



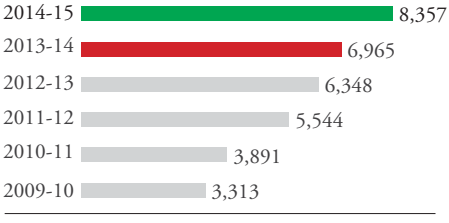
PAT

₹ in crore



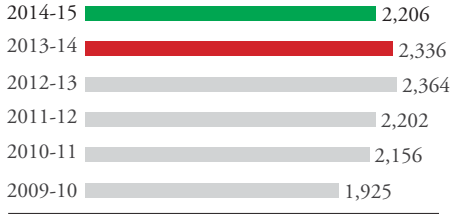
Branded Sales

₹ in crore



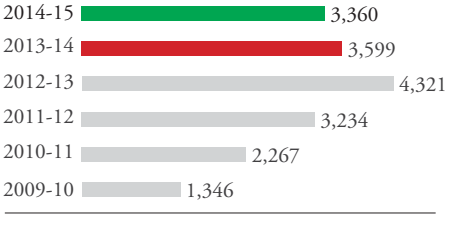
Net Worth

₹ in crore



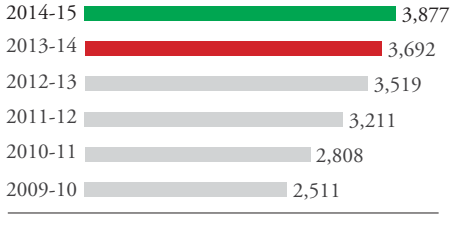
Export Sales

₹ in crore



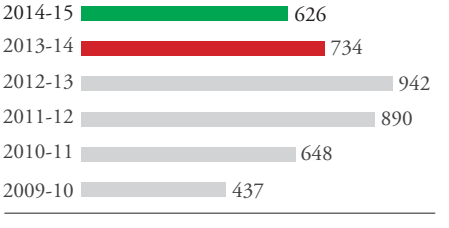
Gross Fixed Assets

₹ in crore



EBITDA

₹ in crore



Long-term debt-equity ratio

