

Staying ahead of the
CURVE



In a cyclical global textiles industry, success comes from the ability to stay ahead of the curve.

By engaging in a number of initiatives during the downturn. Enhancing capacity. Introducing innovative products. Widening the product chain. Deepening distributional footprint.

So, even as most industry experts advised caution, Sutlej implemented these initiatives to stay ahead of the industry curve.

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This is the result: Sutlej
revenues grew 9.32% to
Rs. 1,680.24 crore and
bottomline 142.58% to
Rs 76.97 crore in 2012-13.



Sutlej is not just another textiles company.

The Company manufactures niche spun-dyed yarns that fetch higher realisations than the sectoral average.

The Company works with a number of raw materials to produce yarns, making it possible to absorb input volatility without affecting product viability.

The Company has extended from yarns to fabric to home textiles, addressing a larger share of the customer's wallet.

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The result is that Sutlej has attractively outperformed its average sectoral growth in the years leading to 2012-13.

The Company has extended from yarns to fabric to home textiles, addressing a larger share of the customer's wallet.



Parentage

- The Company was incorporated in 2005 out of a corporate restructuring exercise in which the textile divisions of Sutlej Industries Ltd. (SIL) and Damanganga Processors Ltd. were demerged to create a single cohesive Company.
- The Company is among India's leading textile producers, with a value-chain extending from yarns and fabrics to home textiles.
- The Company had an employee base of 11,242 as on March 31, 2013.
- The Company had a promoter holding of 63.83 % and market capitalisation of Rs. 224 crore as on March 31, 2013.

Products

- Cotton yarns and other natural yarns, man-made fibre yarn, and blended yarns of various natural and man-made fibres
- All types of spun yarns
- Fabrics
- Home textiles furnishing

Presence

- Headquartered in Mumbai, the Company has four manufacturing units across Jammu & Kashmir, Rajasthan and Gujarat.
- Sutlej enjoys a global presence in the following countries: Australia, Austria, Argentina, Bangladesh, Belgium, Bahrain, Brazil, Cambodia, Cuba, Cyprus, Canada, Chile, China,

Colombia, Ecuador, Egypt, France, Germany, Greece, Hong Kong, Indonesia, Italy, Iran, Israel, Jamaica, Japan, Jordan, Kuwait, Malaysia, Mauritius, Mexico, Morocco, New Zealand, Oman, Pakistan, Panama, Philippines, Poland, Portugal, Russia, Saudi Arabia, Dominican Republic, Singapore, Syria, Sri Lanka, South Africa, Taiwan, Tanzania, the Netherlands, the UAE, Tunisia, Turkey, Thailand, the United States of America, Ukraine, the United Kingdom, Uruguay, Venezuela and Vietnam, among others.

Clientele

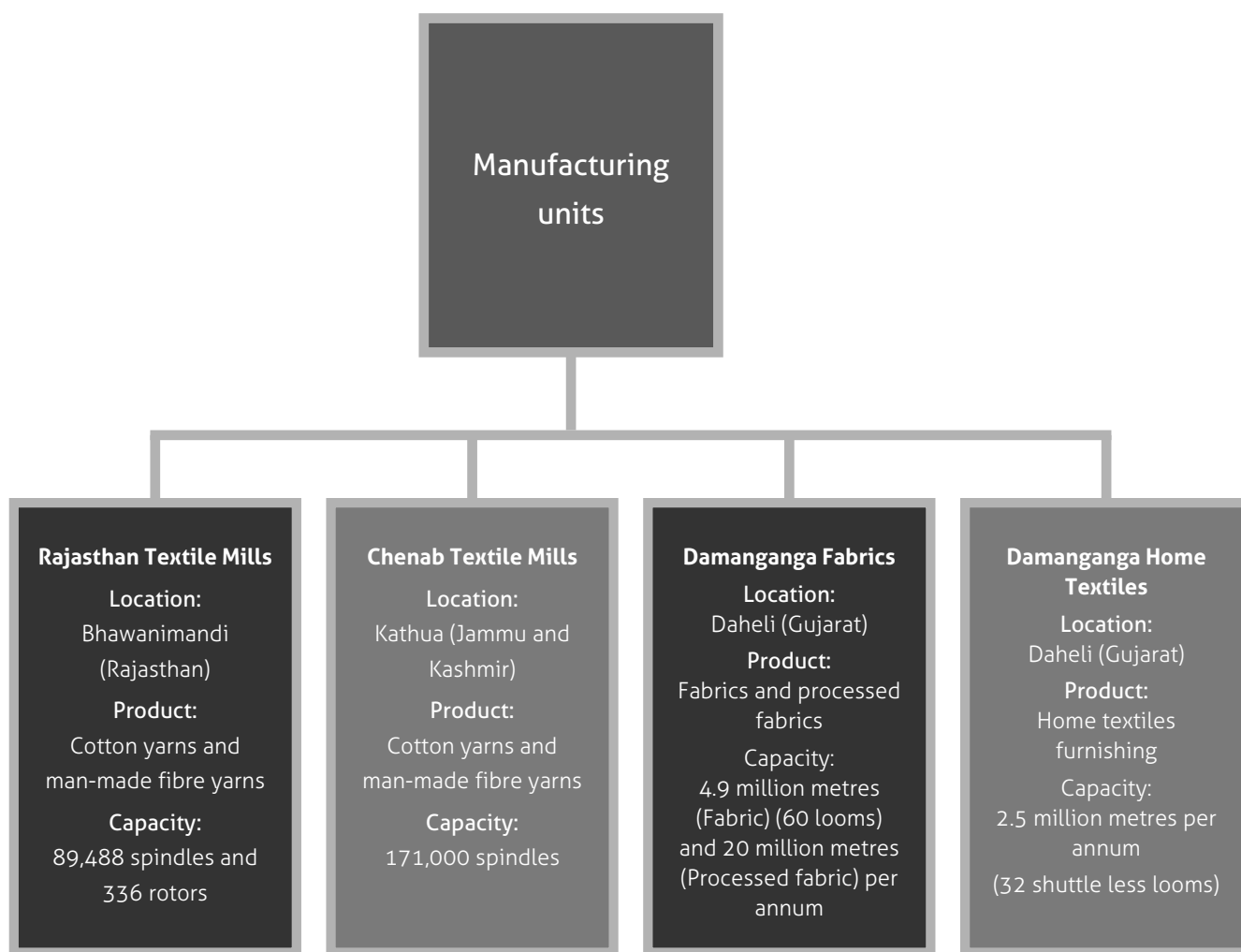
The Company services the growing requirements of Raymonds, Harry's Collection, Digjam, Marks & Spencer, JC Penney, Next, ASDA, Grasim, Donear, Siyaram's, Arrow, Sears, Kohl's, Arvind and John Miller, among others.

Accreditations and awards

- The Company possesses the trading house certificate (conferred by the Government of India) with IS/ISO-9001:2008 quality certification.
- The Company was awarded the Niryat Shree - Gold Trophy by Hon'ble President of India, Shri Pranab Mukherjee in October 2012 for its export performance of Rs. 300.19 crore in 2009-10, an increase of about 77.19% over the preceding financial year.
- The Company was awarded Silver Trophy by SRTEPC for second best export performance in the category of spun yarn for 2011-12.
- The Company was awarded the Gold Trophy by SRTEPC for best performance for export of fabrics to focused Latin American countries for 2011-12.



The Company had a promoter holding of
63.83 %
and market capitalisation of Rs. 224 crore as on March 31, 2013.



Performance

Revenue

9.32%

growth

| | | | |
|--------------|-------|--------------|-------|
| Rs. 1,537.01 | crore | Rs. 1,680.24 | crore |
| 2011-12 | | 2012-13 | |

EBIDTA

31.44%

growth

| | | | |
|------------|-------|------------|-------|
| Rs. 178.26 | crore | Rs. 234.31 | crore |
| 2011-12 | | 2012-13 | |

Profit after tax
142.58%
growth

Rs. 31.73 crore
2011-12

Rs. 76.97 crore
2012-13

Cash profit (PBDT)
55.60%
growth

Rs. 108.61 crore
2011-12

Rs. 169.00 crore
2012-13

Gross block
1.72%
growth

Rs. 1,123.32 crore
2011-12

Rs. 1,142.69 crore
2012-13

ROCE (on EBITDA)
5.58%
growth

17.62%
2011-12

23.20%
2012-13

Net margin (before tax and exceptional item)
3.30 %
growth

2.58%
2011-12

5.88%
2012-13

RONW (on PAT but before exceptional item)
11.32% growth

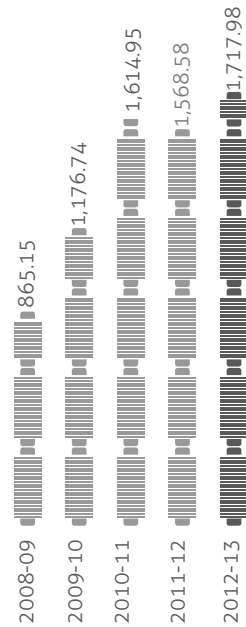
9.79%
2011-12

21.11%
2012-13

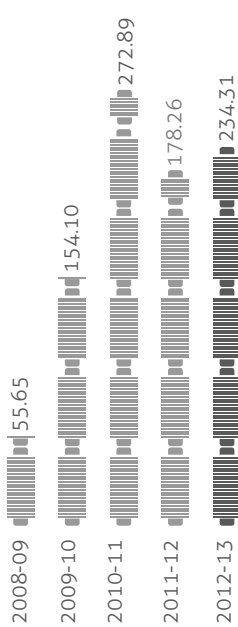
AHEAD OF THE CURVE. AHEAD OF THE REST.

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Total income (Rs. cr)



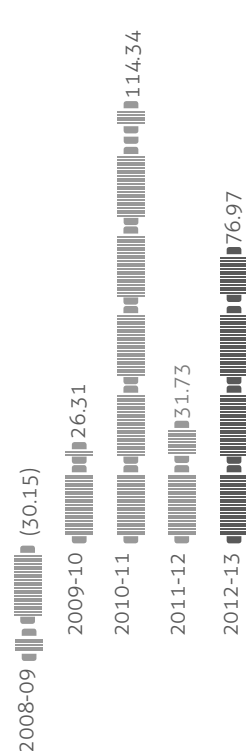
EBIDTA (Rs. cr)



Cash profits (Rs. cr)



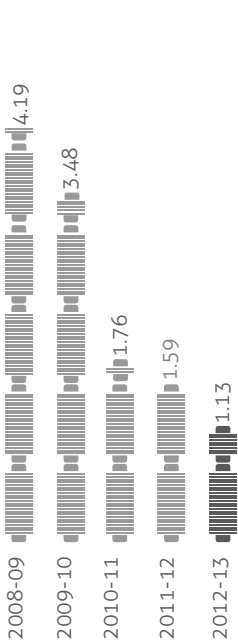
Post-tax profit (Rs. cr)



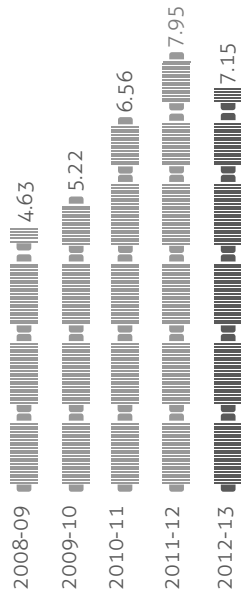
Gross block (Rs. cr)



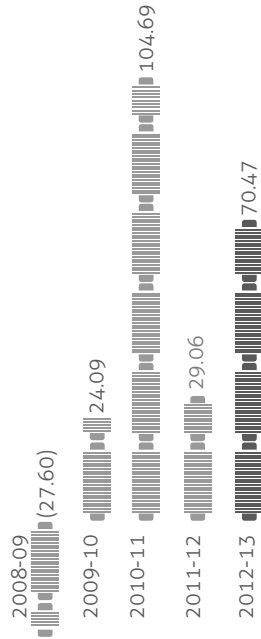
Debt equity ratio



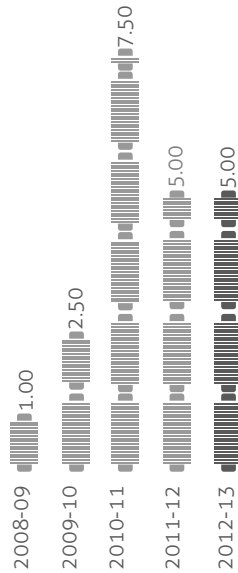
Average rate of loans
(after TUF subsidy) (%)



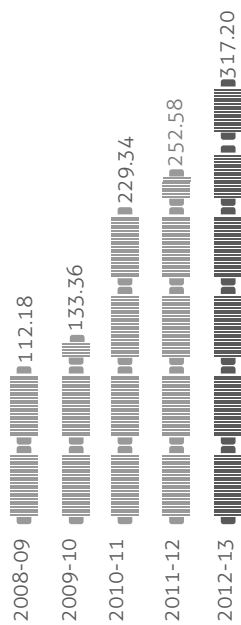
Earnings per share (Rs.)



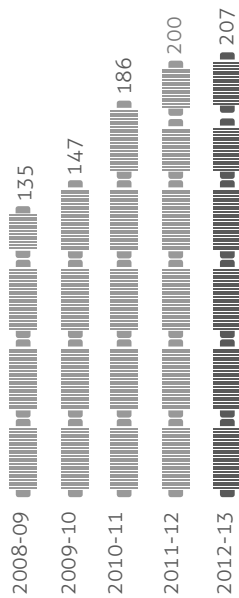
Dividend per share (Rs.)



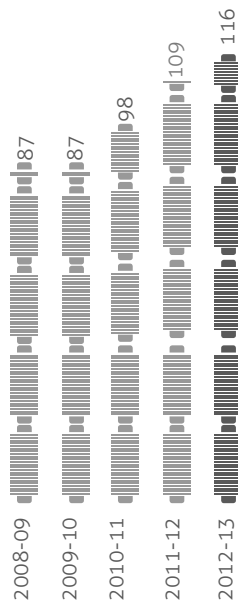
Book value per share (Rs.)



Average yarn realisation
(Rs/Kg)



Average fabric
realisation (Rs/Mtr)



Our business model

Investing across industry cycles. To stay ahead of the curve.

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Over the decades, the Company has invested extensively in its business to protect its downside during industry troughs and maximise its upside during sectoral rebounds.

