

**TATA** CHEMICALS



# ENRICHING LIFE

76th ANNUAL REPORT 2014-15

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AGM: Tuesday, 11th August, 2015 at  
3:00 p.m.

Venue: Birla Matushri Sabhagar,  
19, Sir Vithaldas Thackersey Marg,  
Mumbai 400 020



LEAP signifies Lead Engage Aspire and Perform, the four steps that will help us in our journey towards excellence and growth. We strive to be leaders by engaging closely with all our stakeholders, and aspiring to achieve excellence through continuous improvement and performance. Embedded in the logo is LIFE: Living, Industry and Farm Essentials, represented by the orange, blue and green characters respectively.

# ENRICHING LIFE

With a strong focus on product innovation and thrust on creating new markets, Tata Chemicals is poised to make a quantum leap towards new growth horizons. A part of the over \$100 billion Tata Group, Tata Chemicals is a global company with operations in four continents and a delivery model that spans the world.

We are the world's second largest soda ash producer and fourth largest sodium bicarbonate producer. Touching 85 percent of India's arable land, we are one of India's largest agri solutions companies. We have a consumer brand portfolio that includes the iconic Tata Salt (and its variants Tata Salt Lite and Tata Salt Plus) which is consumed by over 600 million consumers, and I Shakti, India's first national brand of pulses.

The story of Tata Chemicals is about harnessing the fruits of science to enrich LIFE across the globe. With our vision of 'Serving Society through Science', we make a wide range of products that touch the lives of our customers every day!

We constantly work to introduce innovative products to meet the needs of our consumers. For instance, we launched India's first national brand of packaged iron-fortified iodised salt — Tata Salt Plus. We introduced neem-coated urea, an innovation and an increasingly popular product.

With an eye to new horizons, we have put in place LEAP which will lead us on a transformational journey. LEAP goes beyond business performance and looks at how we engage our people, who are the building blocks of future success. Through LEAP, we aim to harness the passion and excellence of our teams across the globe and raise the trajectory of our performance.

## CONSUMER PRODUCTS

Table salts  
Pulses  
Spices  
Water purifiers



## INDUSTRIAL CHEMICALS

Soda ash  
Sodium bicarbonate  
Allied chemicals



## AGRI SOLUTIONS

Fertilisers  
Nutrients  
Pesticides  
Insecticides  
Herbicides  
Seeds



## NUTRITIONAL SOLUTIONS

Innovative wellness food solutions



## NORTH AMERICA

### **Tata Chemicals North America**

is one of the world's leading producers of high-quality soda ash with manufacturing operations based in Green River, Wyoming, USA.

## EUROPE

**Tata Chemicals Europe** is one of Europe's leading producers of soda ash, salt and sodium bicarbonate with manufacturing operations based in Cheshire, UK.

**British Salt** is the UK's leading manufacturer of pure dried vacuum salt products with customers all over the world. Its operations are based in Middleswich, UK.

## AFRICA

**Tata Chemicals Magadi** is Africa's largest soda ash manufacturer with manufacturing operations based at Lake Magadi, Kenya.

**Indo Maroc Phosphore (IMACID)**, is a Morocco-based joint venture, in which the company holds 33% stake. IMACID also supplies phosphoric acid to Haldia plant.



# WORLDWIDE





# PRESENCE

## INDIA

Headquartered in Mumbai, India, **Tata Chemicals** is a global company with operations in four continents. The company operates in the areas of inorganic chemicals, crop nutrition and agri business and consumer products portfolio called LIFE - Living essentials, Industry essentials and Farm essentials.

**Rallis India** a Tata Chemicals subsidiary, is one of India's leading agrochemicals companies, with a comprehensive portfolio that includes crop protection products, plant growth nutrients, seeds, crop services and contract manufacturing.

**Metahelix Life Sciences** a subsidiary of Rallis India, is an Indian agricultural biotechnology company that focuses on developing traits and technologies for crop protection and improved productivity.

## SINGAPORE

**Tata Chemicals International Pte Ltd**, based in Singapore, is the holding company for all overseas chemicals assets and is involved in the business of trading of goods including soda ash.

With a global soda ash production capacity of **4.3 million tonnes** per annum, we are the world's second largest producer of soda ash



## OUR CUSTOMERS

# INDUSTRIES

Tata Chemicals' customers include the world's leading manufacturers of soaps, detergents and glass, and we touch billions of lives around the world.

We make key industrial raw materials like soda ash, sodium bicarbonate, industrial salt, bromine and other chemicals. Through continuous innovation, we meet and exceed standards for quality and value addition. We have co-created high-end branded products like speckled soda ash for detergents and sodium bicarb applications for flue gas treatment, medicine and animal feeds. Our high quality products are used to make float glass and pharmaceuticals, and are used in the metallurgy and textiles industries.

Leveraging our expertise in chemicals and agri-businesses, we intend to continue to offer innovative products and services that promise to change people's lives for the better.

## OUR BRANDS

### Alkakarb®

Sodium bicarbonate for the animal feed sector

### Briskarb®

Sodium bicarbonate for use in flue gas treatment

### Dessikarb®

Sodium bicarbonate for use in explosion suppression

### Aquex®

Tata Chemicals Europe's brand name for a range of corrosion inhibiting calcium chloride solutions produced mainly for the refrigeration sector

### Crex®

Unique form of sodium sesquicarbonate

### Tata Shudh

Branded cement created to utilise the fly ash from the Mithapur plant

### Sodakarb

A food grade sodium bicarbonate

### Granplus

Speckle grade soda ash dense for application in detergent powders



## OUR CUSTOMERS

## HOUSEHOLDS

The high quality of products at Tata Chemicals continues to touch people's lives in a way such that they can live better, eat better and work better. Across India, we are growing our retail distribution network and accelerating our rural penetration to make our products available in more hinterland areas. By the year 2020, we aspire to touch 1 billion people with our food and nutrition products.

*I-Shakti is the first national brand of pulses and is available in over 90,000 stores across India. The Tata I-Shakti range of spices was recently launched in Punjab*

The underlying focus of our Consumer Products portfolio, including our pioneering brand of iodised salt, Tata Salt, touches over 600 million consumers. Through innovation, we have created two variants of Tata Salt — low sodium salt and iron-fortified salt — as healthier offerings for the Indian consumer.

The I-Shakti brand of pulses aims to provide a wholesome, farm fresh source of daily protein to the Indian *thali*. We are proud to have the Indian Armed Forces as one of our customers for pulses.

In line with Tata Chemicals' focus on health and nutrition, the company developed a range of nutritional products under the Sustentials™ brand. The products manufactured under Sustentials™ include Fossence™ (fructo-oligosaccharides), Gossence™ (galacto-oligosaccharides) and other polyols and oligosaccharides.

The need for safe drinking water is a growing concern across India. The Tata Swach range includes an innovative, low-cost, nanotechnology-based water purifier that provides affordable and safe drinking water to the masses.

## OUR BRANDS

**Tata Salt**  
**Tata Salt Lite**  
**Tata Salt Plus**  
**Tata Salt Flavoritz**  
**Tata I-Shakti pulses, spices**  
**Tata Swach water purifiers**





## OUR CUSTOMERS

# FARMERS

Tata Chemicals is at the forefront of developing solutions and innovative products which are tailor-made to meet the requirements of the Indian farmers.

We are the farmer's best friend. Our overall aim is to increase farm productivity and improve the earning capacity of farmers. All our solutions are geared towards this. We have a complete suite of agri solutions and we cover close to 85 percent of the arable land of India.

Our brand 'Paras' is one of India's leading fertiliser brands. The state-of-the-art plants in Babrala and Haldia produce an innovative urea which is coated with neem, along with the more conventional NPK fertilisers, phosphatic fertilisers and soil-specific customised nutrients.

Our subsidiary Rallis is one of India's leading crop protection companies with a wide range of insecticides, pesticides, herbicides, plant nutrients and seeds. Through Rallis subsidiary, Metahelix, we have a strong presence in hybrid seeds.

## OUR BRANDS

### Fertilisers

Tata Paras, Paras Farmoola

### Fungicides

Contaf, Contaf Plus, Master and Fujione

### Weedicides

Fateh, Tata Metri, Tata Panida

### Insecticides

Tata Mida, Reeve, Asataf, Manik

### Seeds

Dhaanya Seeds, Daksha Seeds

### Retail

Tata Kisan Sansar



*Tata Chemicals touches  
the farming community  
through its well  
spread dealer distribution  
network as well as  
network of over **800**  
Tata Kisan Sansar stores*





# INNOVATION FOR VALUE

Innovation at Tata Chemicals is focused on delivering value to the customer. Though we began life as a chemicals company, we have been able to integrate chemicals with the other sciences. At present we have five centres for innovation and advancement in India.

The innovation thrust aims at developing products and services positioned at the intersection of physics and chemistry (ie nanotechnology) and biology and chemistry (biotechnology). Our areas of focus are FEW (food and fuel, energy and environment, and water and wellness).



## TATA CHEMICALS INNOVATION CENTRE, PUNE

The Innovation Centre was set up in 2004 to seed new businesses using principles of sustainability and green chemistry. Our current biotechnology-based nutritional solutions, food ingredients and exploratory efforts in nano-materials are outcomes of this process.

The Department of Science and Industrial Research (DSIR) approved centre focuses on five technology verticals — food formulations, microbial biotechnology, separation and purification, emerging materials and agri-formulations. The centre aims to evolve into a self-reliant, inter-disciplinary unit that will meet application technology needs for Tata Chemicals and other Tata Group companies.

## TATA CHEMICALS R&D CENTRE, MITHAPUR

The Mithapur R&D centre was recognised by DSIR in 1974 for its path breaking industrial research. Over the years, it has forged innovative solutions to resolve critical plant and production issues, such as pioneering iodised vacuum-dried salt in India, use of effluent solids for cement manufacture, seawater-based cooling towers for Mithapur (which is a water-deficient region), use of seawater for brine preparation for soda ash manufacture, use of undersized limestone and boiler flyash for cement manufacture, bromine dehydration and de-chlorination, manufacture of double fortified salt and sulphate of potash, among others.

## TATA CHEMICALS CENTRE FOR AGRI-SOLUTIONS AND TECHNOLOGY, ALIGARH

The centre, also known as CAT, was set up to provide advice to farmers on practices of farming in general and crop nutrition solutions in particular. The laboratory is approved by DSIR and is involved in research and development on crop nutrition.

## RALLIS INNOVATION CHEMISTRY HUB (RICH), BENGALURU

RICH is the Rallis hub for R&D. Recognised by DSIR, RICH works on developing new molecules, formulations and products which can be commercialised not only in India, but also in international markets.

Apart from new product pipelines, it focuses on developing innovative and safer formulations for eco-friendly water-based products, and scalable, green technology.

## METAHELIX LIFE SCIENCES, BENGALURU

Metahelix is an agricultural biotechnology company focusing on developing traits and technologies for crop protection and improved productivity. Metahelix also provides customised research to select companies using its proprietary technologies in crop transformation and functional genomics.

# OUR PEOPLE



**A**cross Tata Chemicals, there is a transformation in the way we work. Our HR approach has transitioned from the traditional manufacturing set up to establishing an empowering and enriching environment for our people. From paternity leave and flexi timing to work-from-home options, our people are engaging with the organisation in new ways.

Rooted in Tata Chemicals' philosophy of grooming business leaders for the present and the future, our goal is to create an environment that fosters employee well-being,

achievement, innovation, cultural diversity, learning and teamwork. This ensures safety and health while minimising attrition rates. For the safety of our people, we have launched several programmes including the Target Zero Harm safety initiative.

Along with our employees we have co-created a framework that defines the four 'cultural pillars' — Proactive cost focus, Agile execution, Collaborative innovation and Trusting relationships (PACT).

## HUMAN CAPITAL

On an average, our employees get more than 28 hours of training per person per annum. This focus on learning and development has led to the introduction of e-learning platforms, and has been based on training-need identification.

## FLEXI WORK

"The flexi-work policy of TCL is amongst the many employee friendly policies. Often women have to choose between their career and motherhood. Thanks to the policy, I didn't have to make that choice. Flexi-work allowed me to get back to work without compromising on my duties as a mother. The policy is definitely a big step towards supporting employees in balancing work and home life better." — **Pallavi Kotwal**, AGM-Salt

