

# TATA CHEMICALS



Tata Chemicals Limited

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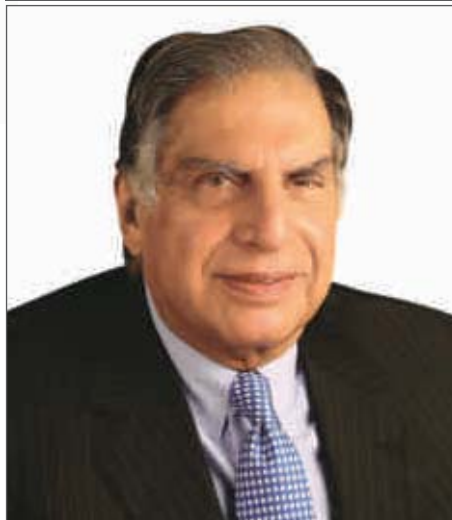
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**Annual General Meeting** : Tuesday, August 09, 2011  
**Time** : 3.00 p.m.  
**Venue** : Birla Matushri Sabhagar,  
 19, Sir Vithaldas Thackersey Marg,  
 Mumbai - 400 020

**BOOK CLOSURE DATES**  
**JULY 27, 2011 to AUGUST 09, 2011**

## Board of Directors



Ratan N. Tata  
Chairman



R. Gopalakrishnan  
Vice-Chairman



Nusli N. Wadia



Prasad R. Menon



Nasser Munjee



Dr. Yoginder K. Alagh



Dr. M. S. Ananth



Eknath A.  
Kshirsagar



Dr. Y. S. P. Thorat



R. Mukundan  
Managing Director



P. K. Ghose  
Executive Director & CFO

## Members of the Executive Committee

R. Mukundan	-	Managing Director
P. K. Ghose	-	Executive Director & CFO
De Lyle Bloomquist	-	President (Global Chemicals)
B. Sudhakar	-	Chief Human Resources Officer
Dr. Murali Sastry	-	Chief Scientific Officer
Dr. Arup Basu	-	Chief Operating Officer (Chemicals - India)
Ashvini Hiran	-	Chief Operating Officer (Consumer Products)
V .K. Bhatia	-	Senior VP (Manufacturing - Fertilisers)
D. K. Sundar	-	Senior VP (Marketing - Fertilisers)

## Company Secretary

Rajiv Chandan

## Auditors

Deloitte Haskins & Sells  
Chartered Accountants

## Solicitors

AZB & Partners, Mumbai  
Mulla & Mulla and Craigie,  
Blunt & Caroe, Mumbai.

## Registrar & Share Transfer Agent

TSR Darashaw Limited  
6-10 Haji Moosa Patrawala Industrial  
Estate, 20, Dr. E. Moses Road,  
Mahalaxmi, Mumbai 400 011.

# one group many entities



★ Facilities  
● Markets

## Tata Chemicals Profile:

Tata Chemicals is a part of the USD 67.4 billion Tata Group. Established in 1939, Tata Chemicals is currently the second largest producer of soda ash in the world with manufacturing facilities in India, UK, Kenya and USA. It is India's leading Crop Nutrients Player with its own manufacturing of urea and phosphatic fertilisers and a leading player in crop protection business through its subsidiary Rallis. Tata Chemicals is a pioneer and India's market leader in the branded, iodised salt segment and Tata Salt has been recognised as India's No.1 Food Brand for more than five years.

Tata Chemicals has undertaken several key steps recently to leverage its expertise in science to develop high-tech and more sustainable products. It has set up the Tata Chemicals Innovation centre in Pune to develop world-class R&D capability in the emerging areas of nanotechnology and biotechnology. Tata Chemicals have also invested in a Center for Agri- Solutions & Technology (CAT) at Aligarh to provide advice on farming practices in general and crop nutrition practices and solutions in particular. Rallis has acquired Metahelix Life Sciences for development and growth of seeds business.

## Businesses:

Tata Chemicals operates broadly in three sectors – Living Essentials, Industry Essentials and Farm Essentials. It is structured in order to address all major segments of consumers in society namely Household (Living Essentials), Industry (Industry Essentials) and the Farmer (Farm Essentials).

## The Power of One

### Delivering Customer delight

With a product portfolio ranging from Living, Industrial and Farm Essentials (LIFE), Tata Chemicals thrives on providing customer delight across continents, touching lives and serving society through Science.

### Innovating for a better tomorrow

With tie-ups with leading academic and research institute across the globe, our Innovation centre strives to innovate for a better tomorrow. Tata Swach and Paras Farmoola being the initial trend setters.

### Creating happy communities

Corporate Social responsibility and societal concern is an integral part of our business and it is guided by a strong heritage of support to the communities within which it operates. We contribute to the well being of economic, environmental and social aspects systems through various means inclusive of adoption of regional/international initiatives such as UN Global Compact, Responsible Care and Global reporting initiative.

### Scaling greater heights

With manufacturing facilities across four continents and a global customer base we are today the second largest producer of Soda Ash in the world. With a significant presence in the crop nutrition and protection space in India and with a portfolio of top product brands like Tata Salt, Tata Paras, Paras Farmoola, Tata Swach and British Salt, our journey continues.

### Redefining excellence

Tata Chemicals has embarked upon an aggressive journey to promote excellence at all its businesses and

operations – truly redefining excellence at TCL. Awards and accolades for excellence in manufacturing, production, safety, sustainability, quality, communication and financial reporting is vindication of impressive efforts in this direction.

### Creating Sustainable business

Few examples that vindicate Tata Chemicals Sustainable business practices are 60% Soda Ash capacity being 'Natural', manufacturing of Cement from solid wastes from the Mithapur plant and one of the most energy efficient fertiliser unit in world. With the policy of 'reduce, recycle and reuse', the company ensures that its commitments towards improving its eco-footprints are fulfilled.

### Going beyond boundaries

Year 2011 would go in the history of Tata Chemicals as the year we integrated all our international operations under the Tata brand. From 1st April 2011 onwards, the following corporate brand transition is in effect; General Chemicals Industrial Products Inc. - Tata Chemicals North America Inc., General Chemicals (Soda Ash) Partners - Tata Chemicals (Soda Ash) partners, Brunner Mond (UK) Limited - Tata Chemicals Europe Limited, Magadi Soda Company Limited - Tata Chemicals Magadi Limited, Brunner Mond SA (Pty) Limited - Tata Chemicals South Africa Pty Limited.





# one mission diverse businesses

## MISSION:

Serving society  
through science

## VALUES:

- Integrity
- Safety
- Excellence
- Care
- Innovation

## VISION:

We shall be among the premier  
chemical company in the world by

- Leveraging science to deliver new and innovative offerings
- Enhancing value to our customers
- Delivering superior returns to our shareholders
- Leading in corporate sustainability
- Nurturing innovations, learning through diversity and teamwork among employees

## The Living Essentials business

Comprises of consumer products, including salt, fresh produce, water purifiers and pulses.

'Tata Salt' is a branded iodised edible salt and 'Tata Salt Lite', with 15 per cent less sodium than ordinary salts, caters to the needs of low sodium salt users.

The company's market share of its salt portfolio is 62 per cent in India's national branded salt segment. Tata Salt has been recognised as one of India's 'Most Trusted Food Brands' by the Economic Times Brand Equity Survey

To leverage its reach to farmers and housewives, Tata Chemicals and Rallis

have launched 'grow more pulses' program. As a part of this program Tata Chemicals supplies pulses to the Indian market under the 'I-Shakti' brand. To meet the challenge of providing safe drinking water to India's population, Tata Chemicals launched 'Tata Swach' – unique and innovative water purifier that combines low-cost ingredients such as rice husk ash with nanotechnology. The product is a seamless blend of technology, performance, convenience and, above all, affordability to meet the basic everyday need of millions of consumers.



## The Industry Essentials business

Comprises of products that serve as key ingredients in detergents, glass, and chemical processing – products that touch billions of lives, everyday.

Starting as a synthetic soda ash manufacturer in India, Tata Chemicals has grown into a global producer with 60 per cent of its soda ash now natural. Its capacity and scale have been boosted by international acquisitions.

Brunner Mond, now Tata Chemicals Europe Limited, with two production facilities at Northwich, UK, and one at Lake Magadi,

Kenya, now Tata Chemicals Magadi Limited, became a part of Tata Chemicals in 2006. Tata Chemicals South Africa Pty Limited and operations at Mombasa have significantly enhanced supply- chain capabilities.

Two years later USA-based General Chemical Industrial Products, now Tata Chemicals North America Inc., joined the Tata family. In early 2011, British Salt, producing approximately half of the UK's pure salt, used in applications ranging from food processing to chemicals production, became part of Tata Chemicals Europe Limited.

These acquisitions have made Tata Chemicals the world's second largest producer of soda ash with an annual capacity of more than 5 million tonnes.

Tata Chemicals developed its cement business from an environment and sustainability initiative. The cement plant at Mithapur, on the western coast of India, consumes the solid waste generated during the manufacture of synthetic soda ash.

Thousands of tonnes of soda ash effluent have been converted into cement. This is then used for high quality construction projects.





## The Farm Essentials business

Comprises a full spectrum of products and services that improve the yield of farmlands in India.

Products include fertilisers, pesticides, specialty nutrients, seeds and agri-services. The company is the pioneer of crop and region-specific customised fertilisers. Its products provide balanced crop nutrition to the soil, boost productivity and improve the overall quality of farm yields.

Tata Chemicals has a dominant position in the crop nutrition area. Its subsidiary Rallis is a leader in the crop protection business.

The company produces and markets Tata Paras brand which is available in three key agri-nutrients : Nitrogen (N), Phosphorus (P) and Potassium (K). The nitrogenous fertiliser Urea is manufactured at Babrala in the north Indian state of Uttar Pradesh at one of the world's most energy efficient fertiliser plants. Phosphatic fertilisers DAP and their complexes are manufactured at Haldia in West Bengal and MOP is imported. Over and above this Tata Paras also offers a wide range of specialty and organic nutrients to offer complete balanced nutrition to the soil and improve productivity.

Through its network of over 700 Tata Kisan Sansars (farmer centres) in the heartland of India's northern and eastern states, the company helps small farmers enhance yields by providing them with end-to-end solutions. These centres are 'one-stop-shops' giving farmers access to a wide

range of resources and services. They stock seeds, pesticides and fertilisers and lease out farm equipment and implements to farmers who cannot afford to buy expensive modern machinery. The centres also provide agronomy services like soil testing, mapping and fertiliser testing. They facilitate credit finance, arrange crop insurance and provide buyback facilities.

The company's extensive expertise in chemicals manufacturing, the agriculture and crop-nutrition space, and its research capability through the Innovation Centre have also manifested in its biofuels business. Tata Chemicals is focused on working with sustainably grown feedstock for first generation bioethanol and biodiesel.



# **one** inspiration **many breakthroughs**

