

COMPETENCE



CAPACITY

COMMITMENT



COMPANY OVERVIEW

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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 assumptions. The achievements of results are subject to risks, uncertainties, and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, 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 statements, whether as a result of new information, future events or otherwise.



It's the compelling story of achieving the sales volume of over 10 million cases.

It's the gripping narrative of winning hearts and minds through product premiumisation nationally and internationally.

IT'S A RICH BLEND OF COMPETENCE, CAPACITY AND COMMITMENT.

We are one of the leading players in the Indian Made Foreign Liquor (IMFL) industry by virtue of our impeccable blending competence (enriching brand exclusivity), growing capacities (enhancing volumes and visibility), and above all an enduring stakeholder commitment (reinforcing business sustainability).

Our industry performance has strengthened our confidence to exceed customer expectations and drive profitable growth through brand premiumisation and strategic leverage of new markets and customers.

We are committed to promote responsible consumption of our products, help drive environmental sustainability and support our host communities.

Strategic developments 2010-11



Installed and commissioned

100 KLPD grain-based Extra Neutral Alcohol (ENA) plant and a 5 MW power plant (with back pressure technology) at Shrirampur

Acquired

Kesarval Springs Distillers Pvt. Ltd., Goa-based wine and bottling unit





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| THE DRIVING SPIRIT | | | |



Our flagship brand Mansion House Brandy continued to outpace the industry growth yet again

Introduced

New brands and variants of existing brands in various markets

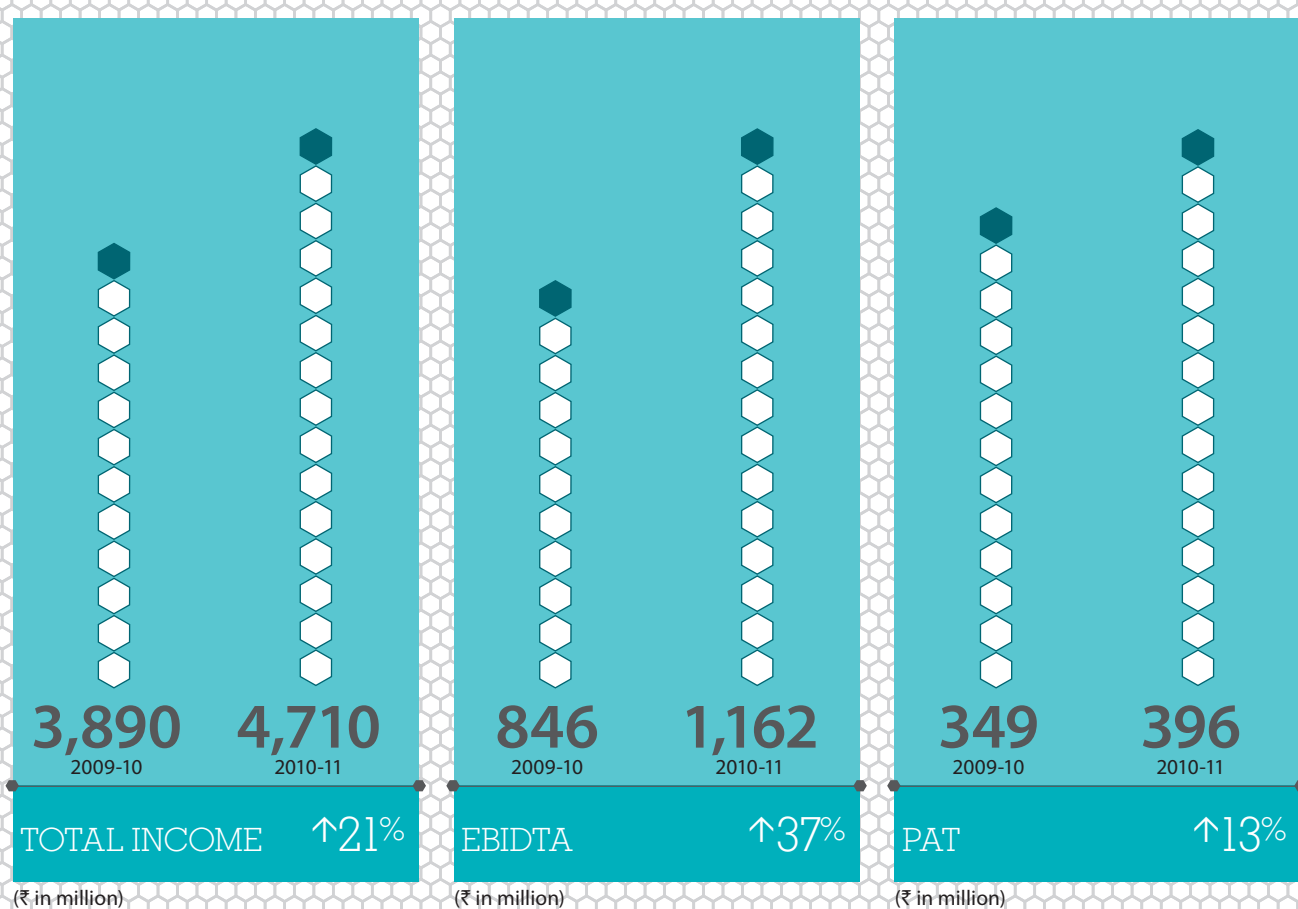
Family-shaped packaging for the Mansion House Brandy

Premium version of Madira Rum namely Madiraa Premium Dark XXX Rum



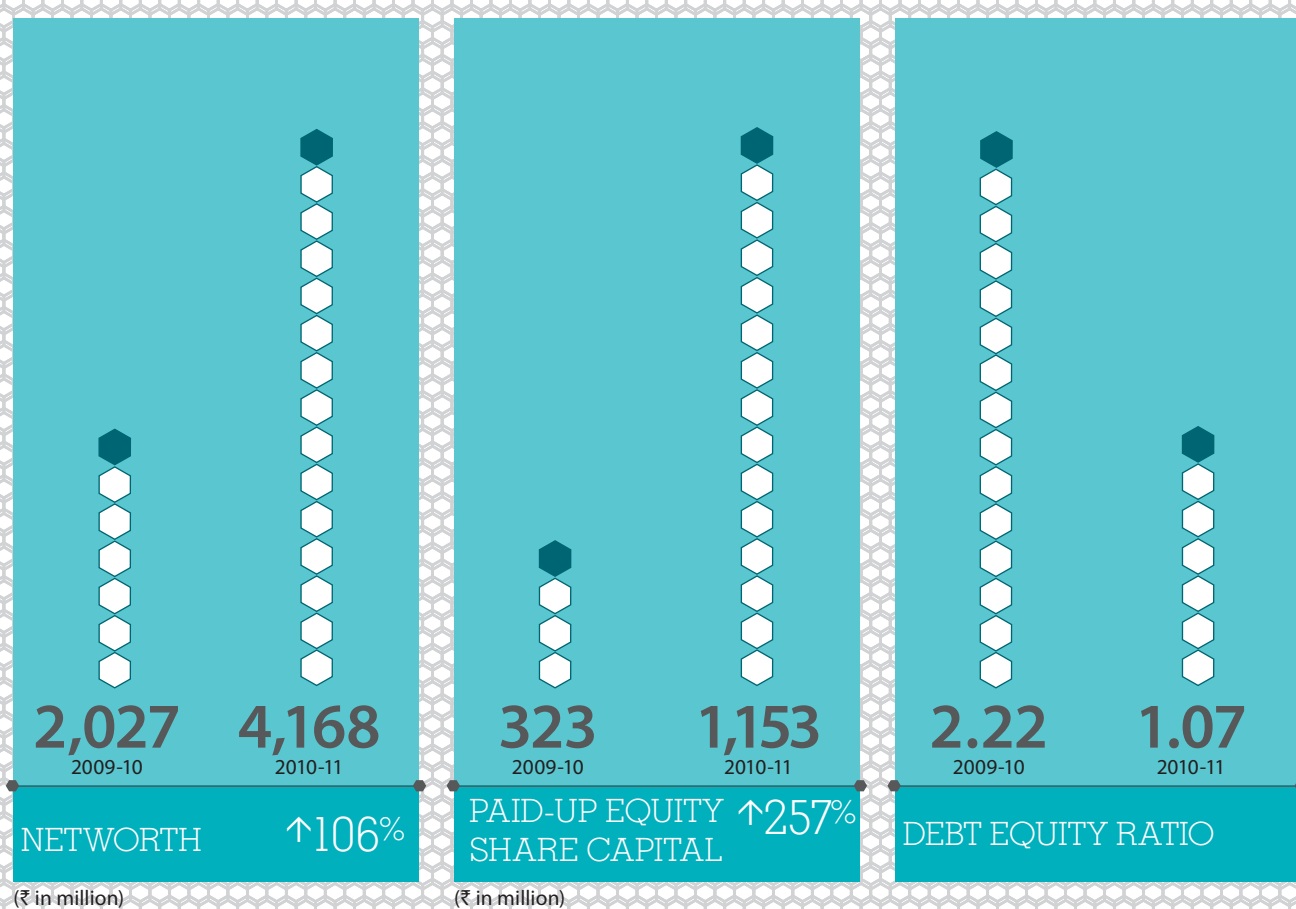


FINANCIAL HIGHLIGHTS





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| FINANCIAL HIGHLIGHTS | | | |



Note:- Graphs not to scale



DELIGHTING CUSTOMERS IN MORE WAYS THAN ONE

TI is recognised among the leading players in the manufacture, marketing and distribution of Indian Made Foreign Liquor (IMFL). We believe in providing highest levels of quality, product delivery and services to our customers across India and globally.



Products manufactured

Whisky, brandy, rum, vodka and gin



Manufacturing facility

Shrirampur (Maharashtra)

Domestic presence

Dominant presence in Karnataka, Andhra Pradesh, Kerala, Tamil Nadu, Puducherry and Canteen Stores Department (CSD) and increasing presence in Northern, Eastern and Western regions

Export presence

Africa, the Middle-East, the Far East and the Caribbean countries



40+

Brands

11

Brands registered with CSD

32

Manufacturing facilities across India (4 owned, 7 leased arrangements and 21 tie-ups)

200 KLPD

Molasses based distillation plants (100 KLPD)
Grain based distillation plant (100 KLPD)



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MISSION

Creating modern, state-of-the-art distillation plants and fully automated manufacturing facilities.

Increasing our customer base through focused marketing in domestic and international markets.

Diversifying into business activities to optimise our core competencies, resources and synergy.

Enhancing customer experience with world class products and service delivery.

Conducting community initiatives in line with our business objectives and encouraging community engagement among our staff.



ENA STORAGE VAT NO.3
CAPACITY. 629907 BL.
DATE OF GUAGING. 4/5/2010
NEXT DUE DATE OF GUAGING. 4/5/2015

NO SMOKING



MILESTONES, AWARDS AND ACCREDITATIONS

