



35TH
ANNUAL REPORT 2010-11



VENKY'S (INDIA) LIMITED



**Padmashree Late Dr. B.V. Rao
(1935-1996)**

"VH Group has earned this leadership position because of our extraordinary high standards in quality, service and absolute integrity."

"Every successful organisation needs a clear commitment to excel in a chosen field; and this commitment will hold up over the years only by staying true to an original vision even in the worst of times."

"Technologically Indian poultry can match the world's best. Our productivity levels both in layer and broiler segments are second to none. Yet we also feel small, for there is so much to be done and so much more that can be done."

"All our plans and programmes should be aimed at ensuring that the small farmer continues to remain in the industry and prosper."

"Under the Indian conditions, the small farmer is the backbone and the kingpin of our industry and he will continue to be so far all time to come."

"My group is passionately committed in bringing quality and technology to the Indian poultry industry."

"Change is the law of nature. Everything changes one day or the other. We must accept change and adapt to change."

Padmashree Dr. B. V. Rao



A Message From The Chairperson

Dear Shareholders,

Greetings of the Season !

I take pleasure in presenting you with a brief review of the performance of Venky's (India) Limited in 2010-11 and a general scenario of the poultry sector in India.

Venky's closed the year on a better note in terms of sales turnover and profits. For most part of the year the poultry and poultry products segment's performance was better due to improved realizations. Animal health products and oilseed segments have also shown better performance as compared to the previous year.

With a view to maintain growth, during the year 2010-11 your company had initiated an expansion programme to increase capacity of processed chicken products, hatcheries, breeding & grower farms and poultry feed at various locations at a total cost of Rs.52 crores.

While your company is poised to grow in line with the poultry industry's growth in the coming years, the industry is burdened with sudden and steep rise in prices of key poultry feed ingredients. However, as a long term strategy and to reduce the dependence on maize, the poultry industry is actively working on alternative feed formulations.

As far as Venky's (India) Limited is concerned, we expect the growth rate to continue and, barring unforeseen circumstances, I see a better future for the poultry industry and your Company.

My best wishes to you and your families.

Anuradha J. Desai

Chairperson



BOARD OF DIRECTORS

Mrs. Anuradha J. Desai	— Chairperson
Mr. B. Venkatesh Rao	— Vice Chairman
Mr. B. Balaji Rao	— Managing Director and Chief Executive Officer
Mr. Jitendra M. Desai	
Mr. C. Jagapati Rao	
Mr. S. B. Thorat	
Mr. B. G. Deshmukh	
Lt. Col. (Retd.) Ashok Mahajan	

AUDIT COMMITTEE

Mr. B. G. Deshmukh	— Chairman (Independent Director)
Mr. S. B. Thorat	— Member (Independent Director)
Mr. Jitendra M. Desai	— Member (Non-Executive Non-Independent Director)
Lt. Col. (Retd.) Ashok Mahajan	— Member (Independent Director)

SHARE TRANSFER & INVESTORS' GRIEVANCES COMMITTEE

Mrs. Anuradha J. Desai	— Chairperson
Mr. B. Venkatesh Rao	— Member
Mr. Jitendra M. Desai	— Member

CHIEF FINANCIAL OFFICER AND COMPANY SECRETARY

Mr. A. G. Bauskar

BANKERS

State Bank of India
Industrial Development Bank of India
HDFC Bank

AUDITOR

Sudit K. Parekh & Co.
Chartered Accountants
Ballard House, 2nd Floor, Adi Marzaban Path,
Ballard Pier, Fort, Mumbai - 400 001.
Tel. : 022-66178000

REGISTRAR AND SHARE TRANSFER AGENT

Bigshare Services Private Limited
E-2, Ansa Industrial Estate
Sakivihar Road, Sakinaka
Andheri (East), Mumbai - 400 072.
Tel. : 022-28470652-53, 40430200

CIN - L01222PN1976PLC017422

REGISTERED AND CORPORATE OFFICE

"Venkateshwara House"
S.No. 114/A/2, Pune-Sinhagad Road,
Pune - 411 030
Tel. : 020-24251530 to 41
Fax : 020-24251077

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Cold Cuts



chicken Salami

Make your salads, sandwiches, rolls, pizzas even yummier by adding Salami to them. Available in a range of flavours. Chicken Salami is a pre-cooked product and needs only to be thawed before consumption.

Black Olives



Pistachio



**Green
Peppercorn**



**Red & Yellow
Pepper**



**Vienna
Sausages**



Made using the finest quality chicken meat, this product is great for making a delicious Hotdog. Thaw the product and grill in a frying pan. Serve in a bread roll with tomato ketchup and mustard sauce.

**Chicken
Sausages**



Made from ground chicken meat and lightly spiced. To thaw before use, grill the frozen sausages in a frying pan or place in warm water for 2 minutes and it is ready to eat.

chicken Franks

New



Also known as Frankfurters, this product is an all time favourite. To thaw grill the frozen franks in a frying pan or place in warm water for 2 minutes and it is ready to eat.

The Venky's logo is a blue oval with a yellow border, containing the word "Venky's" in a white, stylized script font.

Fry & Serve

***Chicken
Samosa***



Tantalize your taste buds with crisp, tangy samosas. Deep fry the frozen samosas in hot oil, for 7 to 8 minutes or till golden brown. Serve with mint chutney.

***Chicken
Popcorn***



A perfect excuse to watch movies at home. Deep fry the frozen popcorn in hot oil, for 3 to 5 minutes or till golden brown. Serve with tomato ketchup.

***Chicken
Burger Patty***



Get the pleasure of fast food in the convenience of your home. Deep fry the frozen patty in oil, till golden brown. Serve the patty with buttered burger, mustard sauce and tomato ketchup.

***Chicken
Meat Balls***



chicken
Meat Balls

A unique product that can be fried and served as delicious Chicken Kababs or can be simply added to a curry to make a delectable Chicken Kofta Curry. Fry in hot oil for 4 to 5 minutes till golden brown or add to curry and boil for 4-5 minutes.



Heat & Serve

An enjoyably 'Masaledar' product made using bonless chicken. Heat in a pan or in a microwave and it is ready to eat with chapati / roti / bread or rice.

Murg Masala



Butter Chicken



Bonless Chicken prepared using a traditional Punjabi recipe. Heat in a pan or in microwave.

Chicken Kheema



A chicken mince seasoned with the perfect Indian spices. Heat in a pan or in a microwave and serve with Pav.

Chicken Sheek Kabab



chicken Sheek Kabab

Perfectly spiced kababs made from chicken meat. Thaw the product and shallow fry in a pan until brown. Serve with mint chutney.

Locations of Units of Venky's (India) Limited



- **Pune, Maharashtra**
Breeder Farms
Specific Pathogen Free Egg
Poultry Feed
Animal Health Products
Chicken Processing
Commercial Farms
Health Care Products
- **Solapur, Maharashtra**
Solvent Extraction,
Refinery and Poultry Feed.
- **Anand, Gujarat**
Breeder Farms
Hatchery
- **Dehradun, Uttaranchal**
Breeder Farms
Hatchery and Poultry Feed

- **Allahabad, Uttar Pradesh**
Breeder Farms
Hatchery and Poultry Feed.
- **Sunderpur, Uttar Pradesh**
Breeder Farms
- **Gorakhpur, Uttar Pradesh**
Hatchery
- **Sonepat, Harayana**
Breeder Farms & Hatchery
- **Panipat, Harayana**
Breeder Farms & Hatchery
- **Ambala, Harayana**
Breeder Farms
Poultry Feed
Commercial Farms
- **Hissar, Harayana**
Commercial Farms
- **Ludhiana, Punjab**
Breeder Farms
Hatchery and Commercial Farms.
- **Hoshiarpur, Punjab**
Breeder Farms
Hatchery and Commercial Farms.
- **Gurdaspur, Punjab**
Commercial Farms
- **Sangrur, Punjab**
Commercial Farms.
- **Rewa, Madhya Pradesh**
Breeder Farms and Hatchery.
- **Kangra, Himachal Pradesh**
Hatchery



FINANCIAL HIGHLIGHTS

(Rs. In Lakhs)

PARTICULARS	2010-11	2009-10	2008-09	2007-08	2006-07
OPERATING RESULTS					
Turnover & Other Income	86,075	71,066	57,526	52,838	41,688
Material Cost	51,559	45,007	38,224	32,940	26,042
Personnel Cost	5,659	4,374	4,099	3,774	3,302
Interest	455	504	788	872	483
Other Expenses	16,661	12,055	10,450	10,243	9,314
Depreciation	965	898	862	827	734
Provision for Contingencies Written back	—	—	—	—	—
Profit Before Tax	10,776	8,229	3,103	4,182	1,814
Profit After Tax	7,303	5,432	2,056	2,661	1,152
Dividend (In Rs. per Equity Share)	5.00	4.00	3.50	3.50	3.00
FINANCIAL SUMMARY					
Assets Employed					
Current Assets	21,077	15,948	14,708	14,684	13,450
Current Liabilities	7,555	6,317	6,095	5,750	5,215
Net Current Assets	13,522	9,630	8,613	8,934	8,235
Net Fixed Assets	17,600	13,352	12,617	12,270	11,596
Investments	9,278	8,131	5,211	5,263	4,442
Deferred Tax Liability	(1,530)	(1,458)	(1,341)	(1,392)	(1,543)
Miscellaneous Expenses	—	—	—	—	—
Total Assets	38,870	29,655	25,100	25,075	22,730
Financed By					
Share Capital	939	939	939	939	939
Reserves & Surplus	26,479	19,721	14,768	13,097	11,227
Capital Grants and Subsidies	—	3	3	4	5
Borrowings	11,452	8,992	9,389	11,035	10,559
Total Liabilities	38,870	29,655	25,100	25,075	22,730
Earning per share (Rs.)	77.76	57.83	21.89	28.33	12.26
Book Value (Rs.)	292	220	167	149	129
Debt Equity Ratio	0.42	0.44	0.60	0.79	0.87