



383H

ANNUAL REPORT 2013-14



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."

"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."

"The process of economic liberalisation will help this industry to expand rapidly. There are no longer any artificial barriers between us and modern technology."

"To succeed in any business one must have a firm commitment and an affinity for the business more so in the poultry business. Making money, though welcome, should not be the sole criteria."

"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."

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 2013-14 and a general scenario of the poultry industry in India.

During the financial year ended 31st March, 2014, though Venky's registered a growth of 21.7% in terms of sales turnover, overall growth in profitability grown slightly at lower rate of 15.2%. This was mainly due to continuous high cost of feed ingredients and lower realisations from sale of day old chicks and grown up birds for most of the periods. The performance of the animal health products segment was satisfactory. The performance of the oilseed segment was impacted due to lower realisations.

Expansion programmes commenced in March, 2013 for augmenting capacities in poultry and poultry products segment, setting up a new plant for processing of soya seeds and setting up of Venky's XPRS outlets are under way and I expect that the same will be completed by second quarter of this financial year. Benefits of the expanded capacities will accrue to the Company partially in 2014-15 and fully thereafter.

For the financial year 2014-15, I expect that the overall performance of the Company would be better as compared to the previous year, though the prices of key ingredients used in poultry feed i.e. maize and soya are expected to be volatile due to the expected subdued rainfall and uneven weather conditions in most parts of the country. I foresee a bright future for the Indian poultry industry in general, and your Company in particular.

Thanks to the creation of a strong infrastructure, continued focus on superior quality and the high standards of customer service and the farsighted vision of our Late Chairman Padmashree Dr. B.V Rao, we are able to maintain the steady growth of the poultry industry. With these inherent strengths we are able to maintain competitive edge in a steadily growing market which has the potential for manifold growth for several years in the future.

I wish you and your family all the best.

Anuradha J. Desai
Chairperson



BOARD OF DIRECTORS

Mrs. Anuradha J. Desai	(DIN : 00012212)	— Chairperson
Mr. B. Venkatesh Rao	(DIN : 00013614)	— Vice Chairman
Mr. B. Balaji Rao	(DIN : 00013551)	— Managing Director
Mr. Jitendra M. Desai	(DIN : 00013533)	
Mr. C. Jagapati Rao	(DIN : 00003425)	
Lt. Col. (Retd.) Ashok Mahajan	(DIN : 00017150)	
Col. (Retd.) Surinder Kumar	(DIN : 05202620)	
Brig. (Retd.) Rajeshwar Singh Rathore	(DIN : 00992251)	
Brig. (Retd.) Amrit Kapur	(DIN : 06778401)	

AUDIT COMMITTEE

Lt. Col. (Retd.) Ashok Mahajan	— Chairman (Independent Director)
Mr. Jitendra M. Desai	— Member (Non-Executive, Non-Independent Director)
Col. (Retd.) Surinder Kumar	— Member (Independent Director)
Brig. (Retd.) Rajeshwar Singh Rathore	— Member (Independent Director)
Brig. (Retd.) Amrit Kapur	— 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
ICICI Bank
HDFC Bank
Yes Bank
Axis Bank

AUDITOR

Sudit K. Parekh & Co.
Chartered Accountants
Ballard House, Adi Marzaban Path,
Ballard Estate, 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

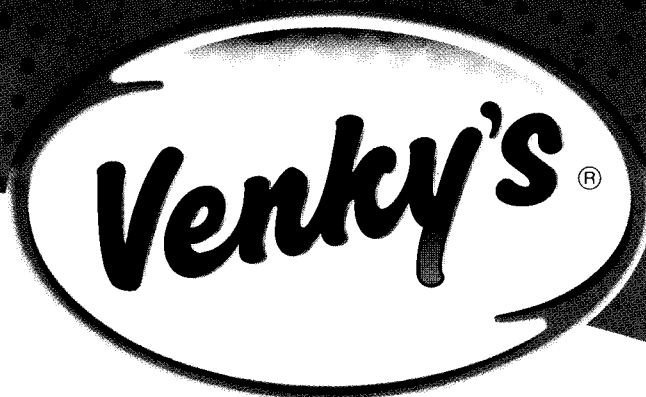
COST AUDITOR

M/s Joshi Apte & Associates,
Cost Accountants,
"CMA PRIDE", Erandawana Housing
Society, Erandawana, Pune – 411 004
Tel. No. 020-25436408

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

CIN - L01222PN1976PLC017422



Chicken in Minutes

New!



Mom's Chicken Biryani



Mughlai Chicken Biryani



Smart choice for an Active Life

Cold Cuts

chicken Salami

Make your salads, sandwiches, rolls, pizzas even yummiier 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.

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 franks



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.

chicken cheese & onion sausages



Thaw the packet in refrigerator at 6 to 8 degrees centigrade for 8 hours or thaw in a microwave, shallow fry Venky's Chicken Cheese and Onion Sausages in a pan with very little oil for 2 to 3 minutes or put in a steamer for 2-3 minutes. Serve hot.

black olives



pistachio



green peppercorn



red & yellow pepper



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 cocktail sausages

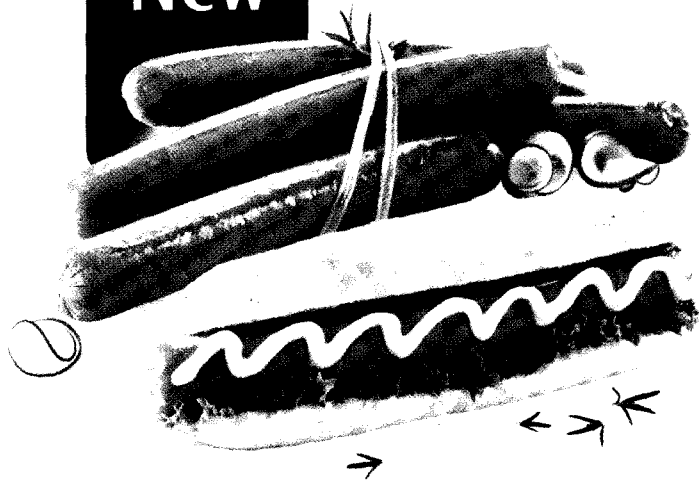


Thaw the packet in refrigerator at 6 to 8 degrees centigrade for 8 hours or thaw in a microwave, shallow fry Venky's Chicken Cocktail Sausages in a pan with very little oil for 2 to 3 minutes or put in a steamer for 2-3 minutes. Serve hot.

chicken hot dog

Thaw the packet in refrigerator at 6 to 8 degrees centigrade for 8 hours or thaw in a microwave. Shallow fry Venky's Chicken Hot Dog in a non stick pan with very little oil for 2 to 3 minutes or put in a steamer for 2 to 3 minutes. Serve hot. Venky's Chicken Hot Dog can be put in a Hot Dog bun with Mustard/Barbeque sauce and served.

New





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 meatballs



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. Use Frozen. Fry in hot oil for 4 to 5 minutes till golden brown or add to curry and boil for 4-5 minutes.

chicken lollipop



Authentic Chinese style Lollipops, marinated with all the required seasoning. Thaw the product, then deep fry in hot oil for 5 to 6 minutes or till reddish brown. Serve with Tomato ketchup or Hot Garlic Sauce.

chicken fingers



Add a zing to your evening snack with these Zingy Chicken Fingers. Deep fry the frozen fingers in hot oil, for 3 or 5 minutes or till golden brown. Serve with tomato ketchup.

chicken & cheese nuggets

to 180 degrees centigrade & gently
oven Chicken and Cheese Nuggets
for 2 to 4 minutes until Chicken and
colour &

Fry & Serve

chicken cutlets



A perfect evening snack for the entire family, enriched with traditional indian spices. Deep fry the frozen cutlets in hot oil, for 7 to 8 minutes or till golden brown. Serve with tomato ketchup.

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 nuggets



The all time favourite product of one and all. Deep fry the frozen nuggets in hot oil, for 3 to 5 minutes or till golden brown. Serve with tomato ketchup or spicy dip.

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.

New



Heat & Serve



murg masala



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

butter chicken



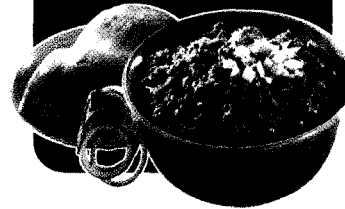
Bonless Chicken prepared using a traditional Punjabi recipe. Heat in a pan or in a microwave.

chicken hariyali kabab



Heat a little oil in the frying pan and place the frozen Chicken Hariyali Kabab in it. Cook the Kabab by intermittent turning for 6-7 minutes, till surface colour is golden brown. The product can also be cooked in an oven or a grill. Serve hot with spicy mint chutney / tomato ketchup / onion and lemon slice.

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



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

mughlai chicken biryani

Cut open the pouch and microwave the sealed tray for 6-7 minutes OR place the sealed tray into a cooker & steam it for 8-10 minutes OR thaw the tray for 120 minutes at 4-6 degrees centigrade in a refrigerator, open the tray and place the Mughlai Chicken Biryani on a pan & heat it on medium flame for 6-7 minutes with closed lid. Serve hot ready to eat Mughlai Biryani with Raita or Salan.



mom's chicken biryani

New



Cut open the pouch and microwave the sealed tray for 6-7 minutes OR place the sealed tray into a cooker & steam it for 8-10 minutes OR thaw the tray for 120 minutes at 4-6 degrees centigrade in a refrigerator, open the tray and place the Mom's Chicken Biryani on a pan & heat it on medium flame for 6-7 minutes with closed lid. Serve hot ready to eat Mom's Biryani with Raita or Salan.



FINANCIAL HIGHLIGHTS

(Rupees In Lacs)

PARTICULARS	2013-14	2012-13*	2011-12	2010-11	2009-10
OPERATING RESULTS					
Turnover & Other Income	1,76,660	1,44,393	100,644	86,074	71,066
Material Cost	1,33,410	1,05,708	65,062	51,558	45,007
Personnel Cost	9,518	8,601	6,860	5,658	4,374
Interest	4,171	2,237	1,311	455	504
Other Expenses	24,171	22,373	20,503	16,661	12,055
Depreciation	1,924	1,554	1,177	964	898
Provision for Contingencies Written back	—	—	—	—	—
Exceptional items - Income	1,053	—	—	—	—
Profit Before Tax	4,517	3,920	5,719	10,775	8,229
Profit After Tax	3,404	2,478	4,105	7,303	5,432
Dividend (In Rs. per Equity Share)	5.00	5.00	5.00	5.00	4.00
FINANCIAL SUMMARY					
Assets Employed					
Current Assets	62,398	45,970	32,536	21,077	15,948
Current Liabilities	59,410	35,119	20,423	7,554	6,317
Net Current Assets	2,988	10,851	12,112	13,522	9,630
Net Fixed Assets	46,885	31,320	24,346	17,599	13,352
Investments	5,208	3,308	3,733	9,278	8,131
Deferred Tax Liability	(2,364)	(2,072)	(1,723)	(1,530)	(1,458)
Other Non Current Assets	7,949	5,613	2,851	—	—
Miscellaneous Expenses	—	—	—	—	—
Total Assets	60,665	49,019	41,320	38,870	29,655
Financed By					
Share Capital	939	939	939	939	939
Reserves & Surplus	35,841	32,802	30,639	26,478	19,721
Capital Grants and Subsidies	—	—	—	—	3
Borrowings	23,886	15,278	10,303	11,452	8,992
Total Liabilities	60,665	49,019	41,882	38,870	29,655
Earning Per Share (Rs.)	36.25	26.39	43.72	77.76	57.83
Book Value per share (Rs.)	392	359	336	291	220
Debt Equity Ratio	0.65	0.45	0.33	0.42	0.44
Share Price ** High	594.95	621.50	757.00	1012.40	371.00
Low	390.00	322.05	363.00	336.05	73.00
No. of Employees	4,418	4,090	4,343	3,728	3,084

* Previous year's (2012-13) figures have been regrouped wherever necessary.

** Source : www.bseindia.com



FINANCIAL HIGHLIGHTS

(Rupees In Lacs)

PARTICULARS	2008-09	2007-08	2006-07	2005-06	2004-05
OPERATING RESULTS					
Turnover & Other Income	57,526	52,838	41,688	38,377	34,752
Material Cost	38,224	32,940	26,042	23,070	19,341
Personnel Cost	4,099	3,774	3,302	2,918	2,635
Interest	788	872	483	317	344
Other Expenses	10,450	10,243	9,314	9,677	9,348
Depreciation	862	827	734	617	802
Provision for Contingencies	—	—	—	—	(200)
Written back	—	—	—	—	—
Exceptional items - Income	—	—	—	—	—
Profit Before Tax	3,103	4,182	1,814	1,779	2,683
Profit After Tax	2,056	2,661	1,152	1,177	1,667
Dividend (In Rs. per Equity Share)	3.50	3.50	3.00	2.00	3.50
FINANCIAL SUMMARY					
Assets Employed					
Current Assets	14,708	14,684	13,450	10,899	9,436
Current Liabilities	6,095	5,750	5,215	4,543	4,223
Net Current Assets	8,613	8,934	8,235	6,356	5,213
Net Fixed Assets	12,617	12,270	11,596	10,700	9,056
Investments	5,211	5,263	4,442	4,040	2,412
Deferred Tax Liability	(1,341)	(1,392)	(1,543)	(1,392)	(1,575)
Other Non Current Assets	—	—	—	—	—
Miscellaneous Expenses	—	—	—	—	33
Total Assets	25,100	25,075	22,730	19,704	15,139
Financed By					
Share Capital	939	939	939	939	939
Reserves & Surplus	14,768	13,097	11,227	10,307	8,955
Capital Grants and Subsidies	3	4	5	103	103
Borrowings	9,389	11,035	10,559	8,356	5,142
Total Liabilities	25,100	25,075	22,730	19,704	15,139
Earning Per Share (Rs.)	21.89	28.33	12.26	12.53	17.75
Book Value per share (Rs.)	167	149	129	120	105
Debt Equity Ratio	0.60	0.79	0.87	0.74	0.51
Share Price ** High	174.00	288.00	151.00	227.25	106.00
Low	65.05	100.00	88.00	70.00	51.00
No. of Employees	3,335	3,566	3,095	3,079	2,848

** Source : www.bseindia.com