2.1 IT Sector

2.1.1 Philips India Ltd. (Philips):

Philips India was incorporated in 1930 as a private limited company under the name Philips Electricals Company (India) by N V Philips Gloeilampenfabrieken, Eindhoven and the Netherlands. It acquired its present name in 1956, after privatisation and was converted into a public limited company in 1957. Initially, the company commenced by trading in radios and subsequently, set up plants to manufacture consumer electronics, electronic components, industrial electronics and lighting. The company is also into office automation products. The Kalwa (Thane) plant manufactures a range of lamps such as GLS lamps, fluorescent lamps, mercury vapour/sodium vapour lamps and their components such as glass shells, filament wires, etc. The company diversified into the telecommunications segment to manufacture two-way radios and pagers. It set up a joint venture project with Webel Telecommunications in Calcutta in which it has a 51% stake. It is acquiring a 4% stake in Punjab Anand Lamps and Industries from the co-promoters, Anand & Associates. Philips India has sold off its non-ceramic passive components business at Loni near Pune to the Netherlands-based B C Components International for Rs 32.5 cr. The company's Lighting Division has maintained its contract record of being the preferred supplier of high quality lighting systems to prestigious projects like, the Pondicherry Cricket stadium, the Guru Nanak Stadium etc. The Amalgamation of Philips Glass India Ltd, Electric Lamp Manufacturers(India) Ltd. and Punjab Anand Lamp Industries Ltd. with the Company was sanctioned by the all the 3 states High Courts effective from 26th April,2003. The company introduced cost effective products like Juicer Mixer Grinder and DIVA range of lightweight dry irons and the same well accepted in the market. The company is expecting to register higher growth by the introduction of CAS a driving demand for set top boxes. The company was awarded The Most Respected Company in India in the Consumer Durables for 2002 by Business world Magazine. The Company is also divested to Communication, Security and Imaging (CSI) in January 2003. Now the company is very popular in IT sector.
2.1.2 Asian Electronics Ltd.(Asian):  

Asian Electronics Limited generating savings for Generations. Asian Electronics Limited (AEL) is involved in Design & Manufacturing of Energy Conservation Products, specialising in energy efficient lighting solutions. With its world-class Manufacturing Facility at Nashik (India), AEL’s international standards of quality and is known across the globe for its Products & Services. AEL was awarded the AICPA award for being the most investor rewarding company in 1996. AEL’s financial model of "Pay from savings " has been recognized as one of the best by US Agency for International Development (USAID) in conjunction with other official agencies. It is documented in their report on "Strategies of Financing Energy Efficiency". In IT sector AEL is an important name. AEL with its global presence is propagating the use of energy efficient and intelligently controlled lighting systems across the world. In short the AEL is as follows.

- Institutional Customers (Over 10000-nos, spread over all Industry Segments. More than 1.6 million electronic ballast based lighting systems installed.)
2.1.3 Wipro Ltd. (Wipro):

Wipro Ltd. (NYSE:WIT) is a global information technology, consulting and outsourcing company with 145,000 employees serving over 900 clients in 54 countries. The company posted revenues of $7.95 billion for the financial year ended Mar 31, 2013.

Wipro helps customers to do business better leveraging our industry-wide experience, deep technology expertise, comprehensive portfolio of services and a vertically aligned business model. Our 55+ dedicated emerging technologies ‘Centers of Excellence’ enable us to harness the latest technology for delivering business capability to our clients.

In today’s world, organizations will have to rapidly reengineer themselves and be more responsive to changing customer needs. Wipro is well positioned to be a partner and co-innovator to businesses in their transformation journey, identify new growth opportunities and facilitate their foray into new sectors and markets.

Wipro, one of the world’s most trusted brands, is a name with a long history. The snapshot of the company is as under,

- Established in 1945 as Western India Vegetable Products Limited in Amalner, Maharashtra
- Ventured into the fledgling IT industry in 1981
- Established software products and exports subsidiary, Wipro Systems Ltd. in 1983
- Pioneers in marketing indigenous Personal Computers in 1985
- Entered IT services in the 1990s - we were among the pioneers in developing the ODC (Offshore Development Center) concept
- Software business assessed at SEI-CMM Level 5 in 1998
- Listed on NYSE in 2000 (NYSE:WIT)
- The first company in the world to be assessed at PCMM Level 5 in 2001
- Entered the BPO business in 2002
2.1.4 CMC Ltd. (CMC):

CMC is committed to the highest standards of corporate governance and social responsibility. Rooted in the Tata group's long history of putting people before profits and policy of leadership with trust, CMC believes in being ethical and fair in its business dealings with all stakeholders -- employees, customers, partners, investors and the community.

Going beyond mere compliance to government rules and regulations, it follows the law in letter and spirit. It subscribes to the Tata Code of Conduct and has devised policies to ensure its tenets are strictly adhered to. CMC's commitment to the community is manifest in the many projects such as health, education, livelihoods and women-children welfare.

CMC received Golden Peacock HR Excellence Award in August 2012 from Institute of Directors and Excellence in HR through Technology Award in January2012 from World HRD Congress. CMC’s “Best HR Practices” have been published in leading HR magazines like Human Capital and People and Management. People at CMC are proud to be part of the organization as “Once a CMCite always a CMCite”.

2.1.5 Videocon Group (Videocon):

Shri Nandlal Madhavlal Dhoot, the founder of the Videocon Group, completed his education in Ahmednagar and Pune. He was a successful sugarcane and cotton cultivator. In early 80's Nandlalji initiated his three sons - Venugopal, Rajkumar and Pradeep into business. Through a technical tie up with Toshiba Corporation of Japan, he launched India's first world-class color Television: Videocon. Today, Videocon is household name across the nation, India's No. 1 brand of Consumer Electronics & Home Appliances, trusted by over 50 million people to improve their quality of life. The Company continues to give utmost importance to R & D. With the R & D centers working non-stop, the Company launched several products in CTVs, FPDs, refrigerators and fully automatic washing machines during the accounting year 2009-10.
During 2009-2010 financial year the company introduced Integrated Digital TV (iDTV) with a built in DTH facility with MPEG 4 DVB-S2 Digital signal; LED TV with "Nano Pixels" for immense picture performance and razor slim design; and unique "SMART TV" with a platform for "Internet TV" to enjoy Live Chatting, Browsing, Video Conferencing, Email Access, Blue Tooth Connectivity and many more applications to make LCD TV a real "SMART TV". The company developed "Titanium LED" Series with NANOPIX Enginewith120Hz refresh rate and FULL HD 1080P resolution, "3D LED TV", "Titanium", "Hurricane" and "Tornado" Series of LCD TV with FULL HD 1080p resolution etc. for Television; Ecocool, Ecocool Plus, Ecofresh, Deofresh, Nutricool, Nutricool Plus, Powercool, 4 & 5 Star Rated refrigerators, new base stand with smart VEGI TRAY for Refrigerator and Hand Wash and UV light technology, Digi-Aqua and Digi-Pacific series of 5.5 kg FA Washing Machines with 8 Wash Programs, India’s first UV light technology Washing Machine, Digi-Marine and Digi-Ocean etc. for washing machine.

2.2 Consumer Durable Sector

2.2.1 Hawkins Cookers Limited (Hawkins):

Hawkins Cookers Limited has been in business since 1959. Today, it has two offices, three factories and about 900 persons working. It is the leader in the pressure cooker market in India and has exported its products since 1974 to various countries in each of the six continents of the world. Hawkins has sold over 50 million pressure cookers worldwide. Today, it makes 65 different models of pressure cookers in 8 different types. All Hawkins pressure cookers are listed by Underwriters Laboratories Inc., USA, and a not-for-profit institution testing products for public safety.

The Hawkins Company is well known for not compromising on quality and for continual product innovation. The most thorough research and development, the most careful selection of materials, the best manufacturing practices and the strictest quality control - all go into making pressure cookers which are trusted by the millions of families using them. Each cooker is tested to be leak-proof. Along with a superior pressure regulating system, this ensures that Hawkins cooks quickest.
Each pressure cooker comes individually packed in an attractive full-colour carton. Cookbooks/Instruction Manuals come free with each pressure cooker. All Hawkins pressure cookers are guaranteed for five years.

2.2.2 Havells India Limited (Havells):

Havells India Limited is a $1.3 Billion leading Fast Moving Electrical Goods (FMEG) Company and a major power distribution equipment manufacturer with a strong global footprint. Havells enjoys enviable market dominance across a wide spectrum of products, including Industrial & Domestic Circuit Protection Devices, Cables & Wires, Motors, Fans, Modular Switches, Home Appliances, Electric Water Heaters, Power Capacitors, CFL Lamps, Luminaries for Domestic, Commercial and industrial Applications etc. and also other electrical instruments for daily usage.

Havells in 2007 created history by acquiring world’s renowned lighting company Sylvania thus registering itself amongst top 5 lighting companies in the world. Today, Havells owns some of the most prestigious global brands like Havells, Crabtree, Sylvania, Concord, Luminance and Standard. Its global network constitutes of 7000 professionals across 91 branches & representative offices in over 50 countries. Havells became the first FMCG Company to offer door step service via its initiative ‘Havells Connect’.

Social and environmental responsibility has been at the forefront of Havells operating philosophy and as a result the company consistently contributes to socially responsible activities. For instance, the company is providing mid-day meal in government schools in Alwar district, covering 30000 students per day. Besides this company has acquired land for constructing a larger kitchen with all the modern facilities to serve freshly cooked food to 50000 students in the area. The group company, QRG Healthcare runs a 120 bed hospital in Faridabad and will soon launch another 400 bed hospital in Faridabad by end of the year. In the past, the company has generously contributed to the society during various national calamities like the Bihar Flood, Tsunami and Kargil National Relief Fund etc.
The essence of Havells’ success lies in the expertise of its fine team of professionals, strong relationships with associates and the ability to adapt quickly and efficiently, coupled with the vision to always think ahead. The snapshot of the company is as follows.

Sets up India’s First New Generation CMH Lamp Plant at Neemrana in the year 2010

- Launched India’s 1st HPF CFL in the year 2009
- Havells launched India’s 1st BEE 5* Rated Fan in the year 2009
- First Indian CFL manufacturers to have adopted RoHS, European norms on Restriction of Hazardous Substances in CFLs in the year 2008
- First Company to get the ISI Certification for complete range of CFLs in the year 2006
- Awarded the KEMA certification by The Dutch Council for Accreditation, making QRG the only group to attain this certification in the year 2005.

### 2.2.3 Khaitan Electricals Ltd. (Khaitan):

For decades, the Khaitan name has been synonymous with quality fans in India. With 19 offices located across the country, the company established itself as the undisputed leader in air-management technology. The Khaitan name is renowned for innovations as well which is reflected in the design of pioneering product concepts such as Fresh air fans, and models in the mini category. Now Khaitan is diversifying even further. Pumps, lights, home appliances, cables, wires and circuit breakers have been added to Khaitan's portfolio. Good quality, great performance and novelty in design are some of the assured features of any product from Khaitan.
Khaitan carved a niche for itself in the fan industry by creating a new market for exhaust fans with its unique Khaitan Fresh air fans. The quality and service, the company is awarded with,

- ISO 9001 for the Kolkata and Hyderabad factories (including design)
- Awards from Export Promotion Council, Govt. of India
- CE Marking for our ceiling fan
- The CSA certification marking, with the adjacent
- Indicator: NRTL/C – Canada.

2.2.4 Voltas Limited (Voltas):

Voltas is India's largest air conditioning company, and one of the world's premier engineering solutions providers and project specialists. Founded in India in 1954, Voltas Limited offers engineering solutions for a wide spectrum of industries in areas such as heating, ventilation and air conditioning, refrigeration, electro-mechanical projects, textile machinery, mining and construction equipment, water management & treatment, cold chain solutions, building management systems, and indoor air quality.

Voltas' operations have been organized into three independent business-specific clusters. Each of these has its own facilities for market coverage and service to customers.

Voltas' overseas MEP business achieved professional recognition at the highest levels, at the MEP Middle East Awards 2008. The award is one of the most prestigious in the Middle East, and its honours are highly coveted. Voltas (UAE) held its own against the most daunting competition to walk away with two key awards: for 'MEP Project Manager of the Year' and 'Health & Safety'. The Rajiv Gandhi International Airport, Hyderabad, for which Voltas has executed world-class MEP (Mechanical, Electrical & Public Health) engineering, has been awarded the Silver LEED (Leadership in Energy and Environmental Design) certification by the US Green Building Council (USGBC). It is the first airport in Asia and the second in the world to gain this certification.
Project Export Promotion Council (PEPC)
2005-2006 - 'Maximum foreign exchange earned and repatriated to India from overseas construction and engineering projects'.
2004-2005 - 'Maximum foreign business attempted' etc.
Engineering Export Promotion Council (EEPC)
2003-2004 - Top exports in the category of 'project exporters (regional award)'.
2002-2003 - Top exports in category of 'project exporters (regional award) etc.

2.2.5 Siemens Ltd. (Siemens):

Siemens has been active in the country since 1922 and has become an integral part of the Indian economy and a reliable, committed and trustworthy partner of the country. Today, the company has established about 12 companies, 23 factories and 56 sales offices in India. Over 4,700 employees are involved in R&D. Siemens in India has launched 30 simple, maintenance-friendly, affordable, reliable and timely-to-market (SMART) products to date.

In fiscal 2012 (October 1, 2011 – September 30, 2012), Siemens’ sales to customers in India amounted to EUR 2.31 billion and new orders totaled EUR 1.69 billion. Siemens currently has about 19,000 employees in India.

The history of Siemens in India dates back to 1867, when Werner von Siemens personally supervised the laying of the first telegraph line between London and Calcutta. The first company office was founded in 1922. It established its first assembly operations in Mumbai in 1956, and in 1957 Siemens was incorporated as a company under the Indian Companies Act.

With its continuous focus on bringing high-end healthcare technology to India, the Healthcare Sector won an order from House of Diagnostics, for installing India’s first magnetic resonance positron emission tomography (MR-PET) system at Indraprastha Apollo Hospitals. The hospital is a 700-bed super specialty tertiary healthcare facility operated by the Apollo Hospitals Group jointly with the Govt. of New Delhi. Siemens also won the Imaging Company of the Year award presented by Frost and Sullivan, an international consulting and training company, for the second year in succession.
2.3 Pharmaceuticals Sector

2.3.1 Alchemist Ltd.(Alchemist):

In 1981, Dr. K. D Singh set the ball rolling for what is today the Alchemist Group. In 1988 he set up his first factory in Chandigarh producing wire mesh and link fencing for the growing security, construction and poultry business segments. The company was then called Toubro Industries.

In 1994, Dr. Singh started the process of becoming a conglomerate by floating Toubro Industries on the Bombay Stock Exchange (BSE) and diversifying his portfolio and investing into real estate, floriculture and other businesses. The name was changed to Alchemist in 2004.

In 2002 he identified an opportunity in the fragmented poultry market in India and created a fully integrated poultry processing farm and plant in Punjab managing every aspect of the process from feed and hatcheries to packaging and retail. This led to the creation of Republic of Chicken in 2008 as a full-fledged Poultry retail brand closing the loop from feed to consumer.

In 2004 Alchemist further diversified into Healthcare by acquiring a Hospital in Panchkula and then by investing in a functioning Pharmaceutical plant in 2006. By this time the conglomerate was well underway.

From 2006 onwards Dr. K.D. Singh decided that it was time to take Alchemist into the 21st century by investing in all of India’s “sunshine industries.” The company would now focus on Infrastructure, Agriculture, Food Processing, Retail, Healthcare, Real Estate Development and the new and exciting area of Hospitality. Alchemist launched its first restaurant Manré in New Delhi to much acclaim.

Alchemist is further expanding into 5 new restaurant brands, an “uber” luxury hotel chain, road technologies, the Alchemist Institute of Medical Sciences in Gurgaon with Dr. Venugopal and much more. The future is bright and Alchemist is well on the way to becoming a top 20 Indian conglomerate by 2020.Alchemist Buys 20 Acres for Residential Development At Bengal Aerotropolis Project, Durgapur.
2.3.2 Cipla:

Cipla was established in 1935 with the vision of making India self-sufficient in healthcare. Cipla’s journey began when the founder, Dr. K. A. Hamied, set up an enterprise with the vision to make India self-sufficient in healthcare. Over the past 77 years, the company has emerged as one of the world’s most respected pharmaceutical names, not just in India but worldwide. Today the company is one of the world’s largest pharmaceutical companies with presence in over 170 countries. The company is renowned for making affordable, world class medicine that meets the needs of patients across therapies. The company also offers services like consulting, commissioning, plant engineering, technical know-how transfer and support. The annual turnover of the company is USD 1.4 billion. More than 20,000 employees are working in the organization.

It has the following approvals like US FDA, WHO-Geneva, MHRA-UK, TGA-Australia, SUKL-Slovak Republic, APVMA-Australia, MCC-South Africa, PIC-Germany, Danish Medical Agency, ANVISA-Brazil, INVIMA-Colombia, NDA-Uganda, Department of Health-Canada and MOH-Saudi Arabia, among others.

It is one of the world’s largest generic companies. It has over 2,000 products, 65 therapeutic categories, over 40 dosage forms. For Cipla34 state-of-the-art manufacturing facilities approved by major international regulatory agencies. It engaged in continuous innovation in R&D; over 20 world firsts.

Milestones
* In 1939, Mahatma Gandhi visited Cipla and inspired the founder to make essential medicines for the country, and strive for self-sufficiency. During World War II, when India was dependent on imported medicines and there was an alarming shortage of life-saving drugs, the company manufactured them for the country.
* In 1970, the company spearheaded the New Patent Law by which an Indian pharmaceutical company was allowed to manufacture a patented product as long as the process to manufacture it was changed.
* In 1996, the company gave the world the first transparent dry powder inhaler which
was so simple and easy to use, it changed the face of inhalation therapy in India.
* In 2001, the company pioneered the access to HIV treatment by making antiretrovirals (ARVs) available at less than a ‘Dollar a Day’. The cost of treatment dramatically fell from $12,000 per patient per year to $300 per patient per year. This caused a revolution where HIV treatment became a reality for the world and millions of lives could be saved.
* During the 2005 Bird Flu epidemic, the company produced an anti-flu drug within a period of 2-3 months, which would have normally taken at least 3 years to develop.
* In 2012, the company made a breakthrough in reducing the prices of cancer drugs, thus making world-class medicines affordable and accessible to cancer patients.

2.3.3 Dr. Reddy’s Laboratory (Dr. Reddy’s Lab.):

Dr. Reddy’s began as an API manufacturer in 1984, producing high-quality APIs to first the Indian, and later, the international markets. In 1987, the company started its formulations operations and, after becoming a force to reckon with in the Indian formulations market, went international in 1991.

Dr. Reddy’s - India today is more than a 200 million dollar venture with presence in almost all major therapeutic areas. The company’s finished dosage business in India started in 1986 with launch of Norilet (norfloxacin). The company’s market penetration through nearly 3000 sales force who connect to more than 3,00,000 doctors on a regular basis has yielded us reaching all corners of the country and providing affordable and innovative medicines in all major therapeutic areas like gastro-intestinal, oncology, pain management, cardiovascular, dermatology, diabetes, etc. Eight of the company’s brands feature in the top-300 brands in India that include drugs like Stamlo, Reditux, Omez and Ketorol.

Alongside the presence of end-to-end pharmaceutical capabilities within the organization helps the company cater customer and patient needs much more effectively. Medicines like for any other geography, the company manufacture at the USFDA approved finished dosage facility with utmost importance on quality and efficacy of the drugs.
Recently the company deepened to focus into the rural markets in India to ensure the expansion of the company’s reach. In this initiative the company has collaborated with the CSR wing, Dr. Reddy’s Foundation to help the company to reach the millions who are still away from effective treatment and availability of the right medicines. Apart from manufacturing and distribution of medicines the company also provide patient care through our various initiatives like Sparsh, Life at your Doorstep, etc. (where patients are given free treatment and medicines), and educate and create awareness among healthcare professionals through DRFHE to cater to the millions who are in need of proper treatment across the country.

It has Six FDA-inspected plants in India, One FDA-inspected plant in Mexico, One FDA-inspected plant in Mirfield, UK, four Technology development centers (Two in Hyderabad, India, One in Cambridge, UK and One in Leiden, Netherlands). The company is awarded by ICAI Gold Shield for Excellence in Financial Reporting in the Manufacturing sector (Sales more than 500 Crores). It also awarded by Thomson Reuters Innovation Award 2011 - India for Pharma Corporate, Pharmexcil Award (Gold Prize) for Export Excellence for ‘Outstanding Export Performance for 2010-11’ in the ‘Large Scale Industry’ category. The company also gets the NDTV Profit Business Leadership Awards 2010.

2.3.4 Lupin Ltd.(Lupin):

Lupin Pharmaceuticals, Inc. is the U.S. wholly owned subsidiary of Lupin Limited, which is among the top five pharmaceutical companies in India. Through our sales and marketing headquarters in Baltimore, MD, Lupin Pharmaceuticals, Inc. is dedicated to delivering high-quality, branded and generic medications trusted by healthcare professionals and patients across geographies.

Lupin Limited, headquartered in Mumbai, India, is strongly research focused. It has a program for developing New Chemical Entities. The company has a state-of-the-art R&D center in Pune and is a leading global player in Anti-TB, Cephalosporins (anti-infective) and Cardiovascular drugs (ACE-inhibitors and cholesterol reducing agents) and has a notable presence in diabetes areas, anti-inflammatory and respiratory therapy.
Lupin Pharmaceuticals, Inc. entered the U.S. generic pharmaceutical market in 2003 with the ANDA approval for cefuroxime axetil. Since then we have received more than a dozen FDA approvals. Lupin Pharmaceuticals, Inc., is very pleased to offer Suprax®, an important anti-infective product in pediatric and other physician practices within the United States. Suprax® is now available in tablets and suspension formulations. Lupin Pharmaceuticals, Inc., has an exclusive license in the United States to use the Suprax® trademark. Lupin is recognized as a leading manufacturer of cephalosporin API’s, with FDA approval to manufacture complex oral and injectable cephalosporins.”

For the financial year ended March 2012, Lupin Limited's Revenues & Profit after Tax were Rs.69, 597Mn (US $1,392 Mn) &Rs. 8,676 Mn (US $ 174 Mn) respectively.

2.3.5 Ranbaxy Laboratories Limited (Ranbaxy):

Ranbaxy Laboratories Limited (Ranbaxy) is a research based international pharmaceutical company serving customers in over 150 countries. For more than 50 years, we have been providing high quality, affordable medicines trusted by healthcare professionals and patients across geographies.

Ranbaxy is a member of the Daiichi Sankyo Group. Daiichi Sankyo is a leading global pharma innovator, headquartered in Tokyo, Japan. The company has ground operations in 43 countries and 16 manufacturing facilities spread across 8 countries. We cover all the top 25 pharmaceutical markets of the world and have a robust presence across both developed and emerging markets.

The company develops, manufactures and markets Generic, Branded Generic, Value-added and Over-the-Counter (OTC) products, Anti-retroviral (ARVs), Active Pharmaceutical Ingredients (APIs), and Intermediates. The company has a large portfolio of over 500 molecules that cover multiple dosage forms including tablets, capsules, injectables, inhalers, ointments, creams and liquids. The company’s presence extends across therapies and includes Anti-infective, Cardiovascular and Pain management, Central Nervous System (CNS), Gastrointestinal, Respiratory, Dermatology, Orthopedics, Nutritionals and Urology. Biotech and Vaccines etc.
The multicultural workforce, comprising more than 14,600 employees of over 50 nationalities, gives the company, the strength to make quality healthcare accessible to people around the world. The company remains committed to aggressively pursuing our mission of ‘Enriching lives globally, with quality and affordable pharmaceuticals’.

The company has won the following awards, The Economic Times IMEA 2011 – Gold Award in the Pharmaceuticals Sector, New Jersey Business and Industry Association Award for Excellence, Brand of the Year 2011 Award for Revital and Volini, Pharma OTC Company of the Year 2011, CSR Organisation of the Year 2011.

2.4 FMCG Sector

2.4.1 Britannia Industries Limited (Britannia):

The story of one of India's favourite brands reads almost like a fairy tale. Once upon a time, in 1892 to be precise, a biscuit company was started in a nondescript house in Calcutta (now Kolkata) with an initial investment of Rs. 295. The company we all know as Britannia today. The beginnings might have been humble—the dreams were anything but. By 1910, with the advent of electricity, Britannia mechanised its operations, and in 1921, it became the first company east of the Suez Canal to use imported gas ovens. Britannia's business was flourishing. But, more importantly, Britannia was acquiring a reputation for quality and value.

Britannia strode into the 21st Century as one of India's biggest brands and the pre-eminent food brand of the country. In recognition of its vision and accelerating graph, Forbes Global rated Britannia 'One amongst the Top 200 Small Companies of the World', and The Economic Times pegged Britannia India's 2nd Most Trusted Brand. Today, more than a century after those tentative first steps, Britannia's fairy tale is not only going strong but blazing new standards, and that miniscule initial investment has grown by leaps and bounds to Crore of rupees in wealth for Britannia's shareholders. The company's offerings are spread across the spectrum with products ranging from the healthy and economical Tiger biscuits to the more lifestyle-oriented Milkman Cheese.
Having succeeded in garnering the trust of almost one-third of India's one billion populations and a strong management at the helm means Britannia will continue to dream big on its path of innovation and quality. And millions of consumers will favour the results, happily ever after.

The company received the following awards.

Britannia received the Most Respected Company Award 2011 from Business world. Bourbon received the Most Popular Confectionery Product Preferred By Youth (Biscuit) Award. IMCRBNQA (Indian Merchant Chambers Ramakrishna Bajaj National Quality Award) conferred the Manufacturing Performance Excellence Trophy a National Quality Award for the 2010 cycle, for Britannia Corporate Office (Bangalore), Britannia Industries Ltd. (Rudrapur) and Sunandram Foods Pvt. Ltd. (Mangaldoi, Guwahati). BRITANNIA was honoured with ‘CREATIVE HR PRACTICES AWARD’ by Employer Branding Institute, India, on the occasion of 6th Employer Branding Awards ceremony held on the 10th of December 2011 at Hotel Taj Deccan, Hyderabad. Britannia was presented the Master Brand 2010 Award by CMO Council in November 2010. Rotary Club of Chennai awarded CSR Award to Britannia in November, for our work in nutrition.

2.4.2 Dabur India Limited (Dabur): 

Dabur India Limited is a leading Indian consumer goods company with interests in Hair Care, Oral Care, Health Care, Skin Care, Home Care and Foods. From its humble beginnings in the by lanes of Calcutta way back in 1884 as an Ayurvedic medicines company, Dabur India Ltd has come a long way today to become a leading consumer products manufacturer in India. For the past 125 years, the company has been dedicated to providing nature-based solutions for a healthy and holistic lifestyle. Dabur India Limited has marked its presence with significant achievements and today commands a market leadership status. The results of the company’s policies and initiatives are as under.
Leading consumer goods company in India with a turnover of Rs. 5,283 Crore (FY12)

2 major strategic business units (SBU) - Consumer Care Business and International Business Division (IBD)

17 ultra-modern manufacturing units spread around the globe

Products marketed in over 60 countries

Wide and deep market penetration with 50 C&F agents, more than 5000 distributors and over 3.4 million retail outlets all over India.

Dabur India Ltd. made its beginnings with a small pharmacy, but has continued to learn and grow to a commanding status in the industry. The Company has come a long way in popularising and making easily available a whole range of products based on the traditional science of Ayurveda. And Dabur has set very high standards in developing products and processes that meet stringent quality norms.

**Milestone**

2010 - Dabur makes its first overseas acquisition. Dabur makes its first overseas acquisition, buying Hobi Kozmetik Kozmetik Group, a leading personal care products company in Turkey, for $69 million.

2010 –Dabur Amla Hair Oils enters Limca Book of Record. Dabur Amla Hair Oils enters Limca Book of Records for achieving a record feat of hosting the longest ever non-stop head massage marathon.

2011 - Dabur launches its first-ever online shopping portal. Dabur India Ltd. launches its first-ever online shopping portal www.daburuveda.com With this, Dabur is the first Indian FMCG company to launch a dedicated online shopping portal for its beauty products range.

2011 - Dabur to enter Sri Lanka. Dabur India Ltd. sets up new subsidiary in Sri Lanka – Dabur Lanka (Pvt.) Ltd. The company will establish a new export-oriented manufacturing facility for producing a range of fruit-based beverages in Gampaha, north of Colombo.

2012 - Dabur India Ltd. surpassed the Billion-Dollar Turnover mark during the 2011-12 fiscal to end the year with Net Sales of Rs 5,283.17 Crore.
2.4.3 Hindustan Unilever Limited (HUL):

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 75 years in India and touches the lives of two out of three Indians. HUL works to create a better future every day and helps people feel good, look good and get more out of life with brands and services that are good for them and good for others.

With over 35 brands spanning 20 distinct categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the Company is a part of the everyday life of millions of consumers across India.

Its portfolio includes leading household brands such as Lux, Lifebuoy, Surf Excel, Rin, Wheel, Fair & Lovely, Pond’s, Vaseline, Lakmé, Dove, Clinic Plus, Sunsilk, Pepsodent, Close-up, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall’s and Pureit.

The Company has over 16,000 employees and has an annual turnover of around Rs.25,206 Crores (financial year 2012-2013). HUL is a subsidiary of Unilever, one of the world’s leading suppliers of fast moving consumer goods with strong local roots in more than 100 countries across the globe with annual sales of €51 billion in 2012. Unilever has about 52% shareholding in HUL.

In 2007, the Company name was formally changed to Hindustan Unilever Limited after receiving the approval of shareholders during the 74th AGM on 18 May 2007. Brooke Bond and Surf Excel breached the Rs. 1,000 Crores sales mark the same year followed by Wheel which crossed the Rs.2,000 Crores sales milestone in 2008.

On 17th October 2008, HUL completed 75 years of corporate existence in India.

On 15\textsuperscript{th} November, 2010, the Unilever Sustainable Living Plan was officially launched in India at New Delhi.

In March, 2012 HUL’s state of the art Learning Centre was inaugurated at the Hindustan Unilever campus at Andheri, Mumbai.
In April, 2012, the Customer Insight & Innovation Centre (CiiC) was inaugurated at the Hindustan Unilever campus at Andheri, Mumbai.

2.4.4 Marico Industries Limited (Marico):

Marico is one of India's leading Consumer Products & Services companies in the global beauty and wellness space. From its foundations, Marico has worked outside the box, to bring innovation to its customers through the careful creation of continuous and sustainable change. Established in April 1990, Marico Industries Limited was formerly the consumer products division of Bombay Oil Industries Limited. Over the last 2 decades, Marico transformed from a traditional commodity driven business into a leading Consumer Products & Services Company, in the Beauty and Wellness space.

Marico markets brands across Indian and international markets which occupy leadership positions and significant market shares in their respective categories. Today, Marico has a strong presence in over 25 countries across India, South East Asia, Middle East and Africa. Today, 1 out of 3 Indians uses a Marico product.

Marico is present in more than 25 countries across Asia and the African continent. The company recorded a turnover of Rs. 40.0 billion (~USD 729 Million) in 2011-12. Our vast portfolio of enduring brands such as Parachute Advanced, Saffola, Hair & Care, Nihar, Mediker, Revive and Manjal are leading household names today. In addition, the company has recently acquired the erstwhile personal care business from Reckitt Benckiser. Marico now owns popular brands like Set Wet, Livon, Zatak, and other personal care brands thereby strengthening its portfolio for the youth and creating a significant presence in the male grooming and post hair wash segments. Marico's international portfolio includes brands like Fiancée, Haircode, Camelia, Aromatic, Caivil, Hercules, Black Chic, Code 10 and Ingwe. The company is also present in the Skin Care Solutions segment through Keya Skin Clinics in India, Middle East and Bangladesh.
Marico ranks No.1 in the Euro Money Asia’s Best Managed Companies ratings 2013 in the Consumer Good category. Marico has won a Gold for Saffola and a Silver for Parachute Advanced Ayurvedic at the APPIES 2012. We also won two out of four of the Best Presenter Awards for Saffola World Heart Day and Parachute Advanced Ayurvedic. Saffola has won Gold at the Inaugural Mobile Marketing Association Awards 2012 in India. Marico won several Awards at the EMVIEs 2012. Saffola swept the award by winning the Grand EMVIE for the Best Ongoing Media Campaign, Gold in the Best Integrated Media Category, a bronze in the Best Use of Print category & Silver in the Best Use of TV category. Parachute Advanced Ayurvedic continued its winning streak by getting Gold in the ‘Best Use of Print’ category.

2.4.5 Nestlé India Ltd.(Nestle):

Nestlé India is a subsidiary of Nestlé S.A. of Switzerland. With seven factories and a large number of co-packers, Nestlé India is a vibrant Company that provides consumers in India with products of global standards and is committed to long-term sustainable growth and shareholder satisfaction. The Company was founded in 1866 by Henri Nestlé in Vevey, Switzerland, where our headquarters are still located today.

The Company insists on honesty, integrity and fairness in all aspects of its business and expects the same in its relationships. This has earned it the trust and respect of every strata of society that it comes in contact with and is acknowledged amongst India's 'Most Respected Companies' and amongst the 'Top Wealth Creators of India'.

Nestlé is the world's leading Nutrition, Health and Wellness company. The company’s mission of "Good Food, Good Life" is to provide consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night. Around 2,80,000 people are working in the company and have factories or operations in almost every country in the world. Nestlé sales for 2009 were CHF 108 bn. After nearly a century-old association with the country, today, Nestlé India has presence across India with 7 manufacturing facilities and 4 branch offices spread across the region.
Nestlé India’s first production facility, set up in 1961 at Moga (Punjab), was followed soon after by its second plant, set up at Choladi (Tamil Nadu), in 1967. Consequently, Nestlé India set up factories in Nanjangud (Karnataka), in 1989, and Samalkha (Haryana), in 1993. This was succeeded by the commissioning of two more factories - at Ponda and Bicholim, Goa, in 1995 and 1997 respectively. The seventh factory was set up at Pantnagar, Uttarakhand, in 2006. The 8th Factory was set up at Tahliwal, Himachal Pradesh, in 2012. The 4 branch offices in the country help facilitate the sales and marketing of its products. They are in Delhi, Mumbai, Chennai and Kolkata. The Nestlé India head office is located in Gurgaon, Haryana.

2.5 Retail Sector

2.5.1 Bata India Limited (Bata):

Bata India is the largest retailer and leading manufacturer of footwear in India and is a part of the Bata Shoe Organization. Incorporated as Bata Shoe Company Private Limited in 1931, the company was set up initially as a small operation in Konnagar (near Calcutta) in 1932. In January 1934, the foundation stone for the first building of Bata’s operation - now called the Bata. In the years that followed, the overall site was doubled in area. This township is popularly known as Batanagar. It was also the first manufacturing facility in the Indian shoe industry to receive the ISO: 9001 certification.

The Company went public in 1973 when it changed its name to Bata India Limited. Today, Bata India has established itself as India’s largest footwear retailer. Its retail network of over 1200 stores gives it a reach/coverage that no other footwear company can match. The stores are present in good locations and can be found in all the metros, mini-metros and towns.
The Company also operates a large non retail distribution network through its urban wholesale division and caters to millions of customers through over 30,000 dealers.

**Awards received:**

1. Awarded Amity Corporate Excellence Award – 2009 in a ceremony held in Amity Business School, NOIDA on February 27th 2009. Third time Bata received the award.
2. Business Week lists Bata India in list of “The world’s 25 Unsung Innovative Companies” in its May 2009 issue. The report was compiled by Boston Consulting Group, Business Week’s partner in Annual Most Innovative Companies Special.
3. Brand Equity recognized Bata in the TOP 50 Most Trusted Brands in June 2009. Bata is the only lifestyle retailer in the top 50 brands.
4. Bata India awarded the Most Admired Footwear Brand by Images Fashion Forum in 2009, the ceremony was held in Mumbai on January 28, 2009.
5. Bata India received the Amity HR Excellence Award for Corporate Ethics on 28th August 2009 in a ceremony held at Amity Business School, NOIDA.
6. Bata India is selected as a POWERBRAND in the POWERBRANDS 2010. The selection is done after an extensive pan India research conducted by Indian Council for Marketing Research to select The Most Powerful Brands in India in the year 2009.

**2.5.2 Siyaram Silk Mills (Siyaram):**

Siyaram Silk Mills, incorporated in 1978, is a leading producer of blended fabrics in India. The company is one of the most renowned vertically integrated textile companies in the country. It operates the widest range of latest machinery in its eco-friendly plant at Tarapur, Daman and Mumbai.

With over 4 million meters of fabric produced per month, Siyaram has achieved the status of the leading textile manufacturer in the country. Its in-house production facility consisting of spinning, dyeing, weaving and finishing plus garmenting enables it to present a wide offering of yarns, fabric, home textiles and apparels. The Siyaram brand retails in over 40,000 outlets across the country. Its exclusive retail outlets offer the entire range of Siyaram brand.
The company has the largest weaving infrastructure with over 500 looms of both dobby and Jacquard. It has the capacity to process 48 million meters of suiting, shirting and home textiles fabrics each year.

**Products of Siyaram Silk Mills are:**
* Yarn - It has a production capacity of 700 metric tons of yarn per month in a wide range of compositions ranging from polyester, cotton, viscose, wool and linen. It produces dyed yarns such as space dyed yarns, heavy denier multicolour fancy yarns, embroidery and selvedge yarns, fancy dyed knitting yarns and microfilament dyed yarn.
* Fabrics - The company is acknowledged for the production of the largest variety of fabrics and is recognised as the country’s leading blended fabric manufacturer. Under this segment, it manufactures premium suiting, work wear fabrics and shirting fabrics.
* Ready to wear garments - It owns well established brands such as MSD (Monday to Sunday Dressing), Oxemberg and J Hampstead Apparels.
* Home textiles.

**2.5.3 Gini Fabrics:**

Gini has made an effort to cater to the upwardly mobile lifestyle and multifaceted personality of the consumer by bringing an easy-to-maintain fabric that keeps them looking smart and elegant round the clock. Its clever structure effectively combines colors and counts to be a trendsetter in fashion. Its fancy weaves give a gritty and grainy look to the fabric, while at the same time maintaining the essential softness and elegance of the fabric than the other fabrics used by other companies in the world.

The company has the widest range of fabrics including polyester, cotton, viscose & blends in plains, twill, & Dobby designs in different finishes for Apparels. Similarly, classical formal shirting ranges from solid dyed, yarn dyed stripes & check to refined dobbies, Polyester/Viscose & Polyester/Cotton blends. The Flagship Company of the group, GINI SILK MILLS LTD. The ultra-modern process house at Tarapur is used for the dyeing and printing of fabrics. The annual capacity of the process house is 21.6 million meter.
The honest efforts and will have enabled the company to soar higher. GINITEX LTD, Silvassa ensures the company to perform consistently. It has modern facilities for twisting and intermingling of yarn to produce a range of fancy yarn in denier ranging from 50 to 150.

The impressive performance of GINI is backed by experienced promoters in this line. Their belief in rigid quality control and dedication to produce the right type of fabric at the right time makes the company proud. Through the dynamism we can provide cored and flexible answers to customers. And it is because of this, our esteemed buyers - Wills Lifestyle, Westside, Peter England, Indigo Nation and Shopper stop keep coming back to us. Again and again.

2.5.4 Raymond:

Raymond produces high-value pure-wool, wool-blended and premium polyester viscose worsted suiting in addition to half a million blankets and shawls. The company’s strong in-house skills for research & development have always resulted in path-breaking new products raising the standard of the Indian textile industry.

With a capacity of 38 million meters in wool & wool-blended fabrics, Raymond commands over 60% market share in worsted suiting in India and ranks amongst the first three fully integrated manufacturers of worsted suiting in the world. Raymond is the only company in the world to have a diverse product range of nearly 20,000 design and colours of suiting fabric to suit every age, occasion and style. We export our products to over 55 countries including USA, Canada, Europe, Japan and the Middle East.

Over time, Raymond has mastered the craft of producing the finest suiting in the world using super fine wool (with a fine count from 80s to 250s) and blending the same with superfine polyester and other specialty fibers like Cashmere, Angora, Alpaca, Pure Silk, Linen etc. Raymond has created the world’s finest worsted suiting fabric from the finest wool ever produced in the world – the Super 250s fabric made of 11.4 micron wool.
This fabric has been crafted out of the finest wool grade available in the world - Super 250s wool which is a mere 11.4 microns in diameter (a micron is a millionth of a meter) or approximately one-fifth the diameter of human hair! At 11.4 microns, Super 250s wool is half that of the standard wool grade for worsted suiting fabric which is 22.5 microns.

With the introduction of Super 250s worsted fabric, Raymond becomes the not only first Indian textile company to produce a suit length of such fineness but also the world’s first - ahead of companies from Europe and Japan.

**Raymond received the following awards.**

- The Business world Most Respected Company Award 2011 in the Apparel & Textile category.
- Raymond has been ranked 20th in "The Brand Trust Report, India Study, 2011".
- Images Fashion Awards 2009 - Most Admired Textile Brand of the Year
- Reader's Digest - Platinum Trusted Brand, 2008
- Lyrca Images Fashion Awards 2008 - Most Admired Textile Brand of the Year
- Lyrca Images Fashion Awards 2008 - Most Admired Suiting Brand of the Year

**2.5.5 Titan Industries Ltd.(Titan):**

Titan Industries is the organization that brought about a paradigm shift in the Indian watch market when it introduced its futuristic quartz technology, complemented by international styling. With India's two most recognized and loved brands Titan and Tanishq to its credit, Titan Industries is the fifth largest integrated own brand watch manufacturer in the world. The success story began in 1984 with a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation. Presenting Titan quartz watches that sported an international look, Titan Industries transformed the Indian watch market.
After Sonata, a value brand of functionally styled watches at affordable prices, Titan Industries reached out to the youth segment with Fastrack, its third brand, trendy and chic. The company has sold 150 million watches world over and manufactures over 15 million watches every year. Entering the largely fragmented Indian jewellery market with no known brands in 1995, Titan Industries launched Tanishq, India's most trusted and fastest growing jewellery brand. Gold Plus, the later addition, focuses on the preferences of semi-urban and rural India.

Titan Industries has also made its foray into eyewear, offering a variety of differentiated products to the end consumer consisting of frames, lenses, contact lenses and accessories. With over 1,026 retail stores across a carpet area of over 1.3 million sq. ft.

Titan Industries has India’s largest retail network spanning over 204 towns. The company has over 364 exclusive ‘World of Titan’ showrooms and over 140 Fastrack stores. It also has a large network of over 742 after-sales-service centers. Titan Industries is also the largest jewellery retailer in India with over 145 Tanishq boutiques and 2 Zoya stores, over 31 Gold Plus stores. It also sports over 220 Titan Eye+ stores. Backed by over 7,000 employees, two exclusive design studios for watches and jewellery, 10 manufacturing units, and innumerable admirers’ world over, Titan Industries continues to grow and set new standards for innovation and quality. The organization is all geared to repeat the Titan and Tanishq success story with each new offering.