

TATA CHEMICALS LIMITED



70 Years of Sustainable Development





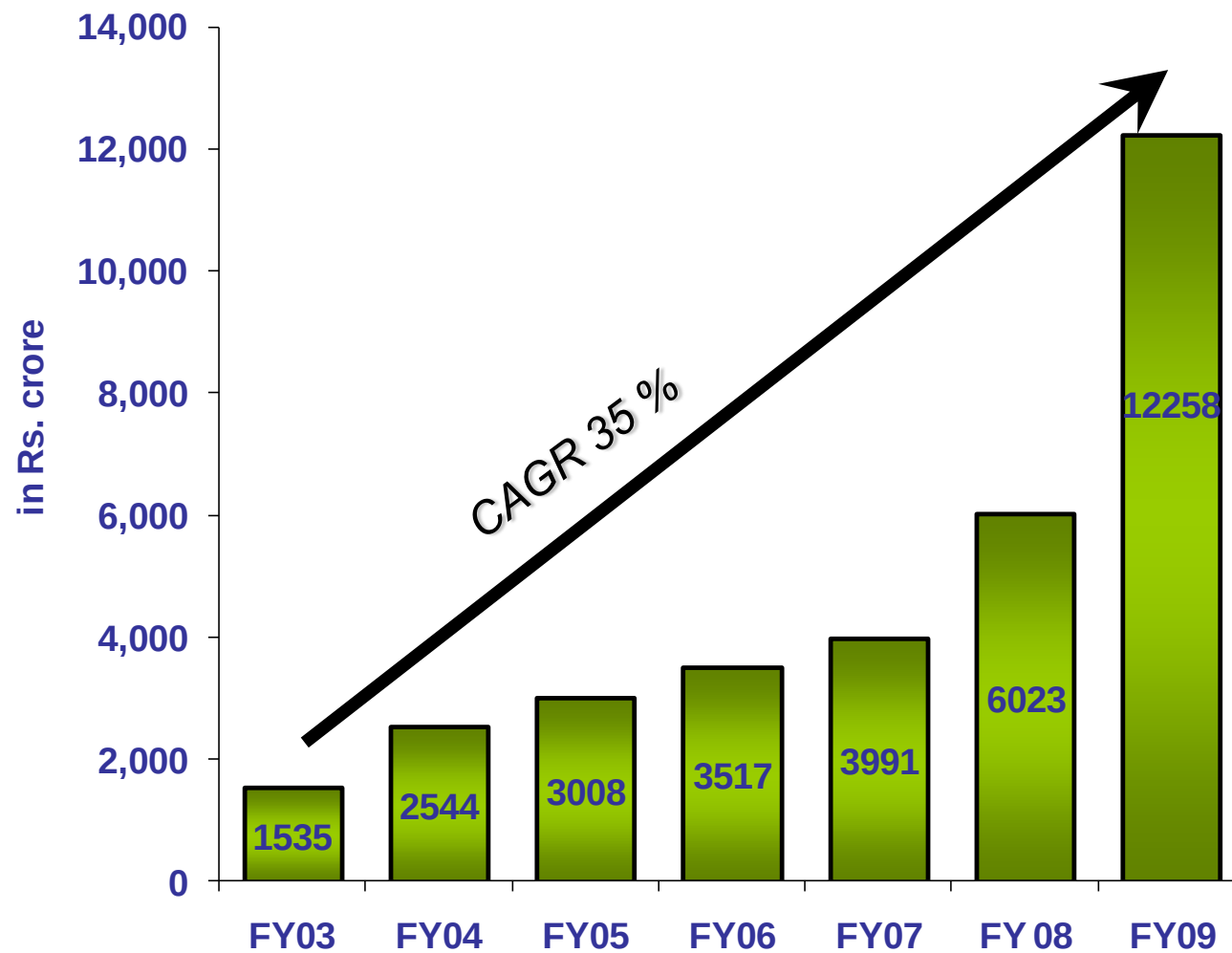
Presentation Overview

- I. Financial & Business Overview
- II. Touching Lives – Crop Nutrition & Agribusiness
- III. Touching Lives – Tata Salt

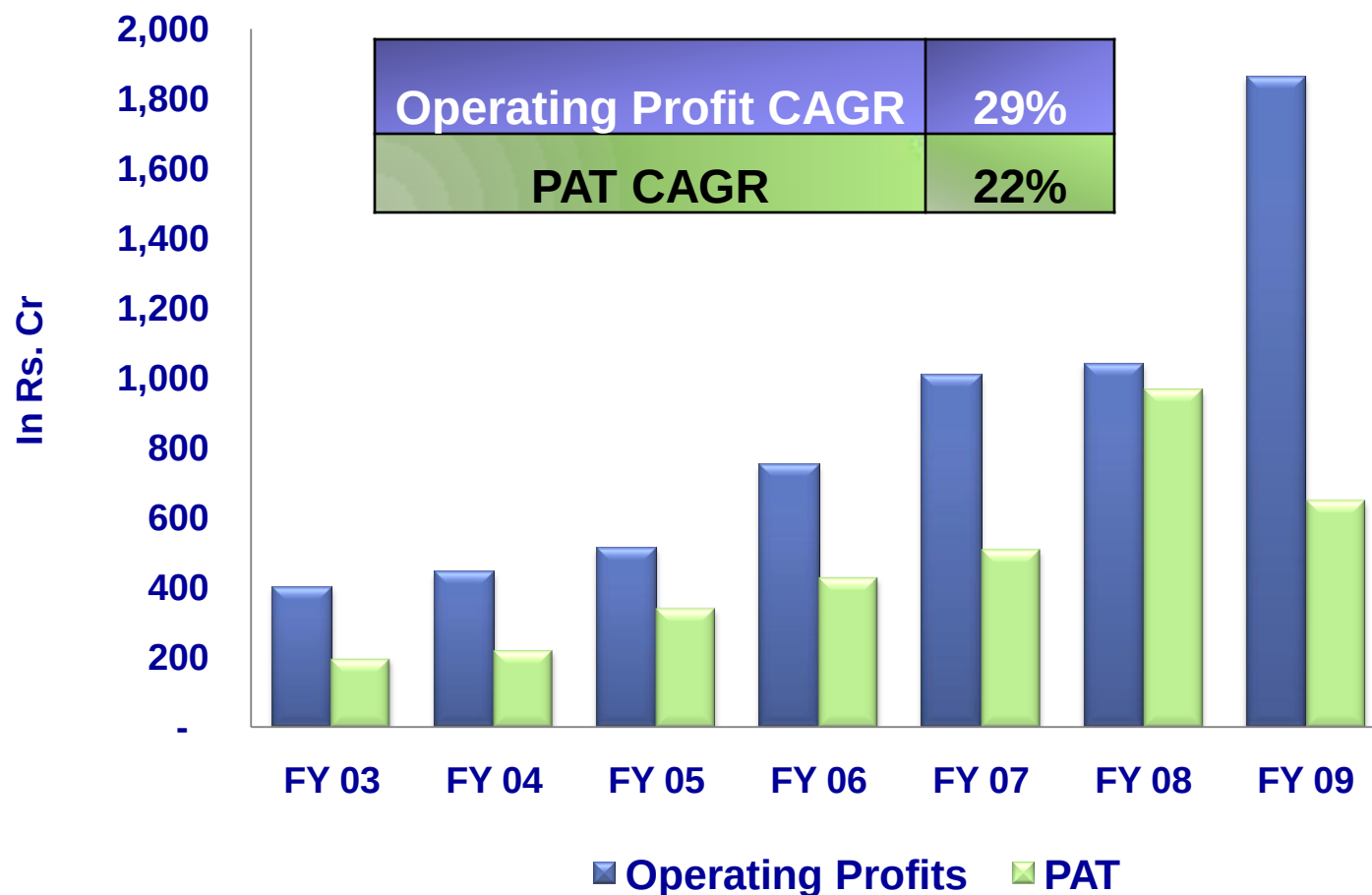


I. FINANCIAL OVERVIEW

Financials – Revenue Growth



Financials - Operating Profit and PAT



FY 2009 Highlights



Project PREMIER integrates global TCL operations

Balanced portfolio of customer segments:

Sector	% of Sales
Agri Sector	56 %
Household Sector	22 %
Industrial Sector	22 %

Project ADAPT ongoing

Focus on Cash, Cost, Capital, Customer, Communication

FY 2009 Highlights



Highest Ever Sales -

A dark, stylized world map serves as the background for the text. The continents are visible in a lighter shade against the dark blue/black background of the oceans.

▪ Soda	4.53	Mn T
▪ Urea	1.07	Mn T
▪ Branded Salt	0.65	Mn T

Magadi PAM plant stabilized

Babrula capacity 1.25 MTPA post de-bottlenecking

Tata Kisan Sansar – 600 stores, ~ 2 million farmers

IMACID declares maiden dividend - 20 %

FY 2009 Highlights



Tata Salt – ‘Most Trusted Food Brand’

2 years in a row

4 times in past 5 years



DESH KA NAMAK



Impacting Rural Economy



Linkages - Soil Health & Human Health

Over the years the nutrients in the soil have depleted

Micronutrient deficiency causes health problem to human beings

- Zinc deficiency - skin problems
- Boron deficiency - pregnancy related problems

N P K S Ca Mg
Zn B Fe Mn Cu Mo Cl



Fodder/Feed

Food



Ca Cl Mg P K Cu S B Fe Zn
Na Fl I Se

Manure

Ca Cl Mg P K Cu S Zn Fe
Na Fl I Se

Customized Nutrients increase yield substantially

Appropriate Nutrient Application - Calcium

BEFORE

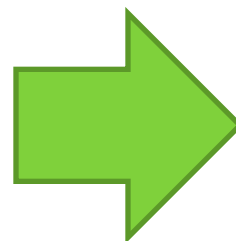
AFTER



Deficiency



Control



Treated

Yield Increase Over Baseline ~ 20 %

Appropriate Nutrient Application - Calcium



Deficiency



Treated

Yield Increase Over Baseline ~ 28 %

Educating farmers – Improving the Quality of Produce



Capability Enhancement for Staff



631 Dealers, Dealer Staff & 10,000 Retailers trained



1369 Crop Trials



120 Crop Seminars & 1683 Farmer Meetings

Pan India Impact on the Rural Economy



*India cultivates 143 M Ha
1.35 Times in a year and
at the rate of 3000
Rs./acre extra monetary
benefit to the farmers : Rs.
1447.875 Billion ~USD 30
Billion*

***Additional
Rural Income ~
USD 30 Billion***

Tata Salt – No.1 Salt Brand

Touching Lives – Tata Salt

*“Adding Taste To Your Life
since last 25 years*”



Launched 25 years ago.....



Celebrating the Tata Salt Journey

- Pioneered Iodization
- Unique Vacuum Evaporation Technology
- Trusted by over 50 million households
- Desh Ko Arpan Program : *“Consistently working towards welfare of the Girl child”*



THANK YOU