

TATA
TATA CHEMICALS



AGENDA



FY13 Performance



Economic & Business Scenario



In Focus: TCL's Brands



Recognition



Performance Highlights FY13



Financial

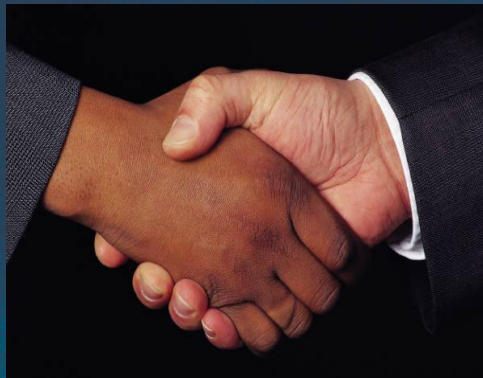
**Consol Revenue
from Operations= Rs
14,859 Cr**

PAT = Rs 400 Cr

ROCE = 9%

**Gross Debt / Equity
= 1.31**

EPS = Rs 16



Customer

Salt Franchise Market Share **66.8%**
Soda Ash Market Share **31.6%**
Salt BEI of **7.3**
Farm CSI of **71%**
Soda Ash CSI **82%**

Reach

- 1.75 cr Farmers
- 12 cr Households
- 15.2 Lakh Retailers
- 9425 Distributors
- 821 Tata Kisan Sansars
- 8000 Industrial Customers



Operations

**TATA Corporate
Sustainability
Protocol (100%
achievement)**

**Responsible Care
Logo, ISO 14001 and
OHSAS 18001**

**Efforts for Reduction
of carbon footprint**



Learning & Growth

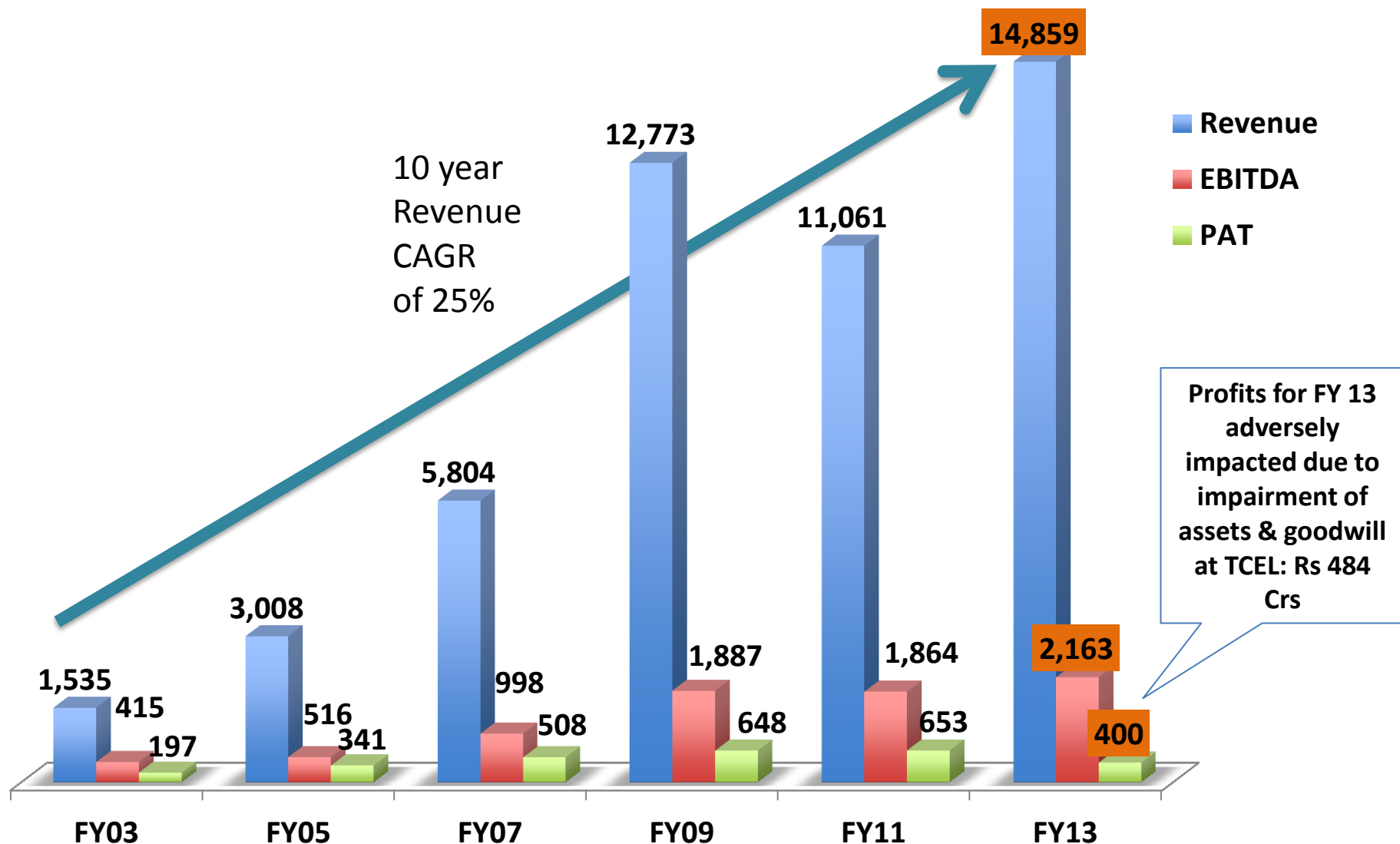
**Employee
Engagement Score:
70%**

**Communication
Effectiveness Index
(99% achievement)**

**Robust Internal Job
Posting Mechanism
Established**



Consolidated Financial Performance



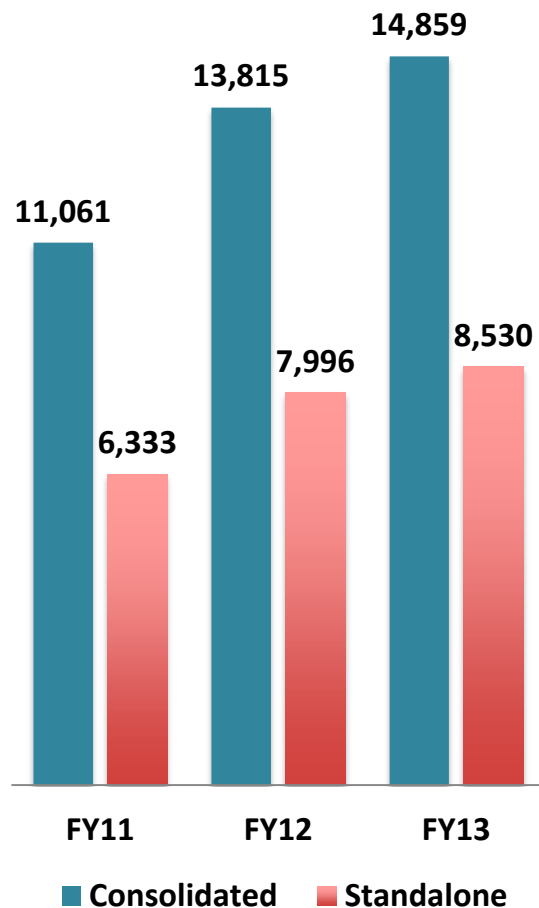
Revenue from Operations (Rs Crores)

(Rs Crs)

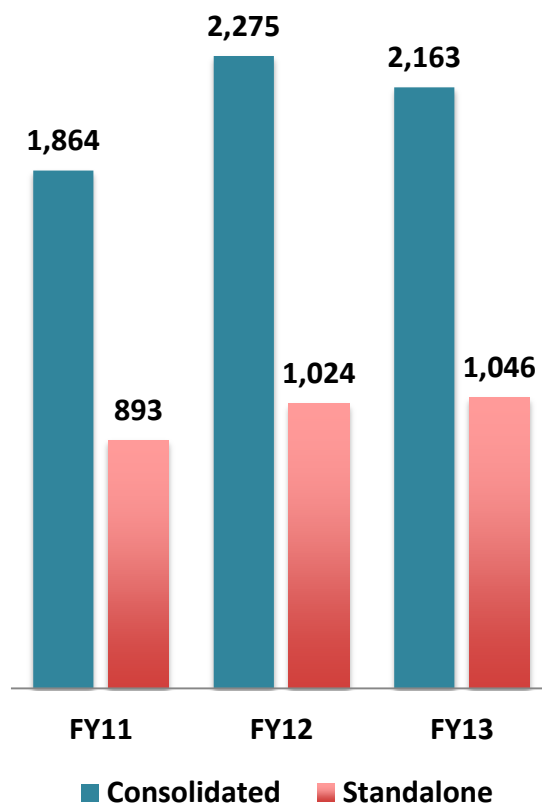


Financial Performance : Consolidated & Standalone

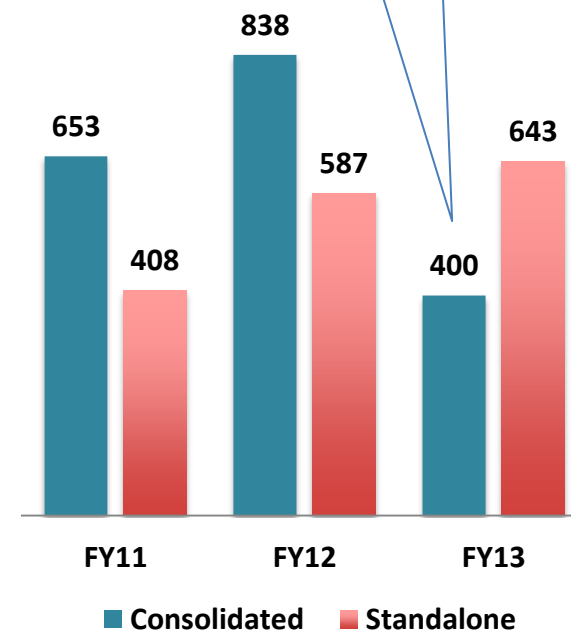
Revenue



EBITDA



PAT



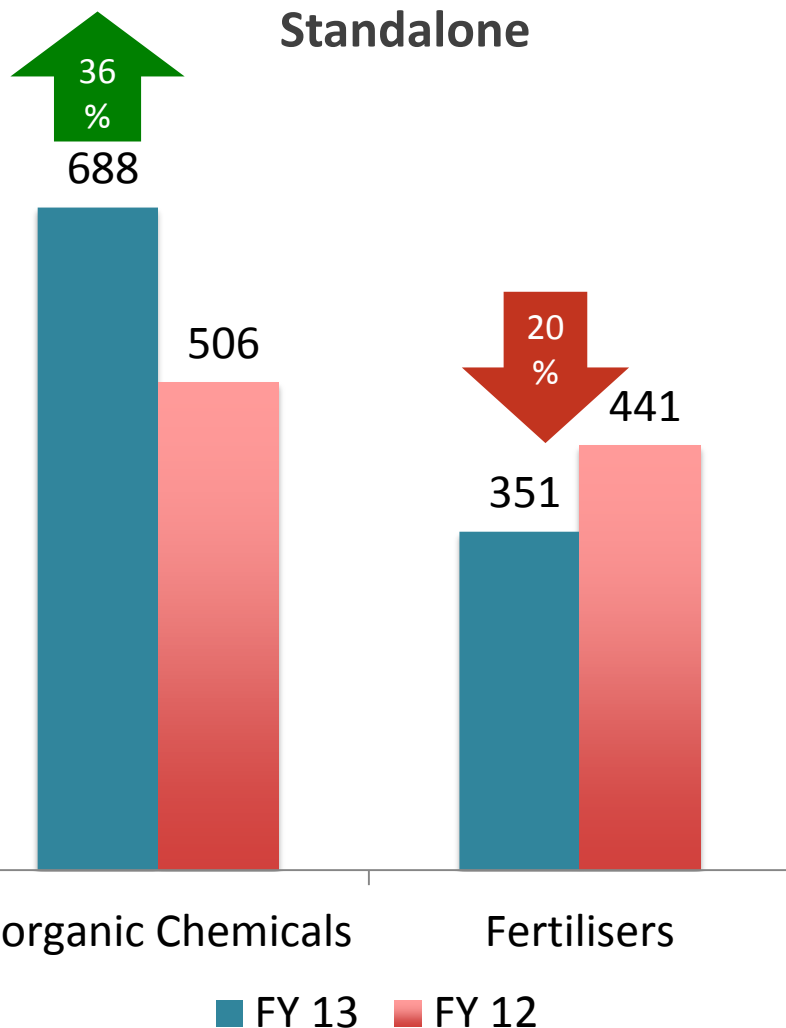
Profits for FY 13 adversely impacted due to impairment of assets & goodwill at TCEL: Rs 484 Crs

(Rs Crs)

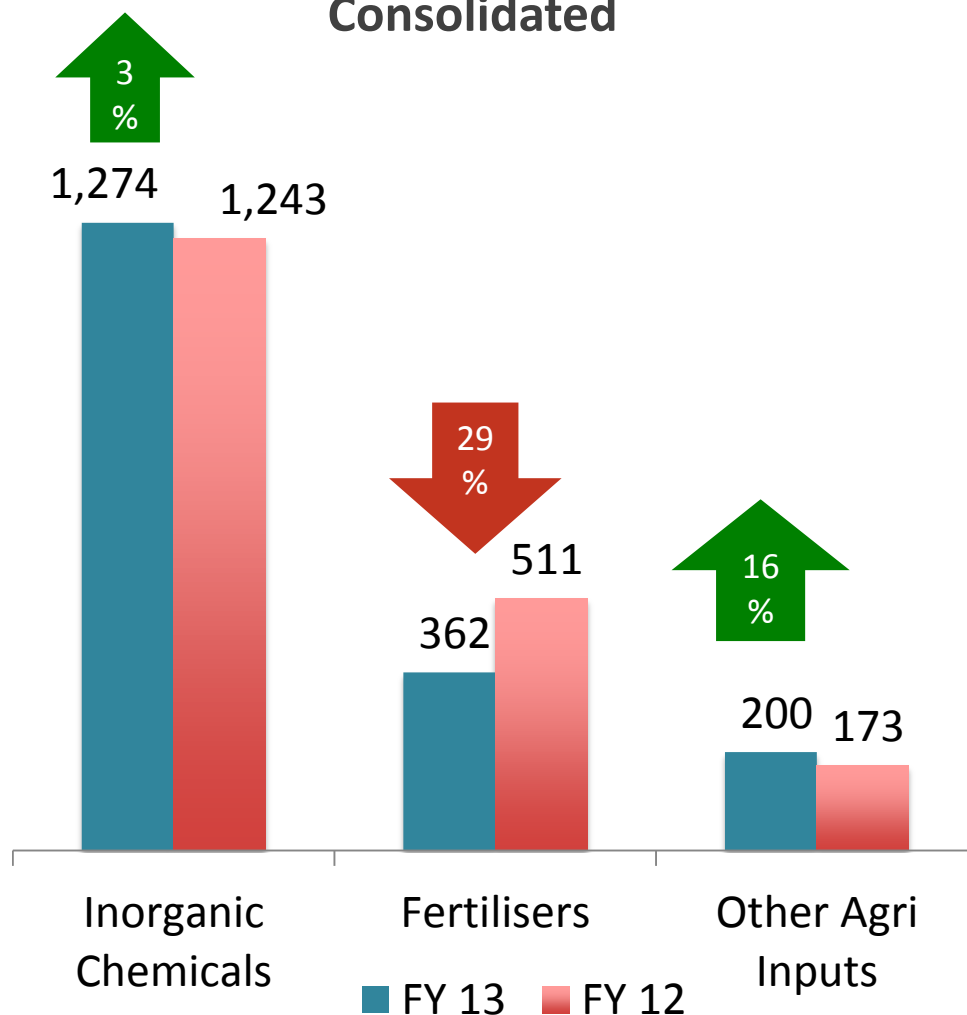


TCL Segment EBIT – FY 13 vs FY 12

Standalone



Consolidated



Segment Results (EBIT) do not consider the impact of impairment of assets

(Rs Crs)

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FY13 Performance



Economic & Business Scenario



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Recognition



Economic Scenario

- Recovery in US
- EU - Evidence of bottoming out
- Signs of recovery in UK - still tentative

Emerging Markets

- Challenging scenario
- Slowing growth
- Volatile currency
- China : Bright Spot

India

- Depreciating currency
- Volatile economic environment
- Policy paralysis
- Current Account Deficit under pressure
- No reduction in Oil price
- Falling commodity price
- Good monsoon



Key Challenges:

- Pricing under pressure for Soda Ash
- Indirect control of Fertilizer price
- UK – High energy cost and pension fund liability
- Magadi – Kenya mining law & high HFO cost.

Looking Forward:

Continued momentum in growth of brands

Increased focus on:

Specialty

- Bi Carb
- Agro Chemicals
- Seeds
- Nutritional Solutions

Consumer Businesses

- Salt
- Pulses
- Water Purifier



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FY13 Performance



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Tata Salt Brand Foot Print



* Kantar World Panel Report

** AC Nielsen | Winning Brands Normative Database of 8551 brands in 73 countries

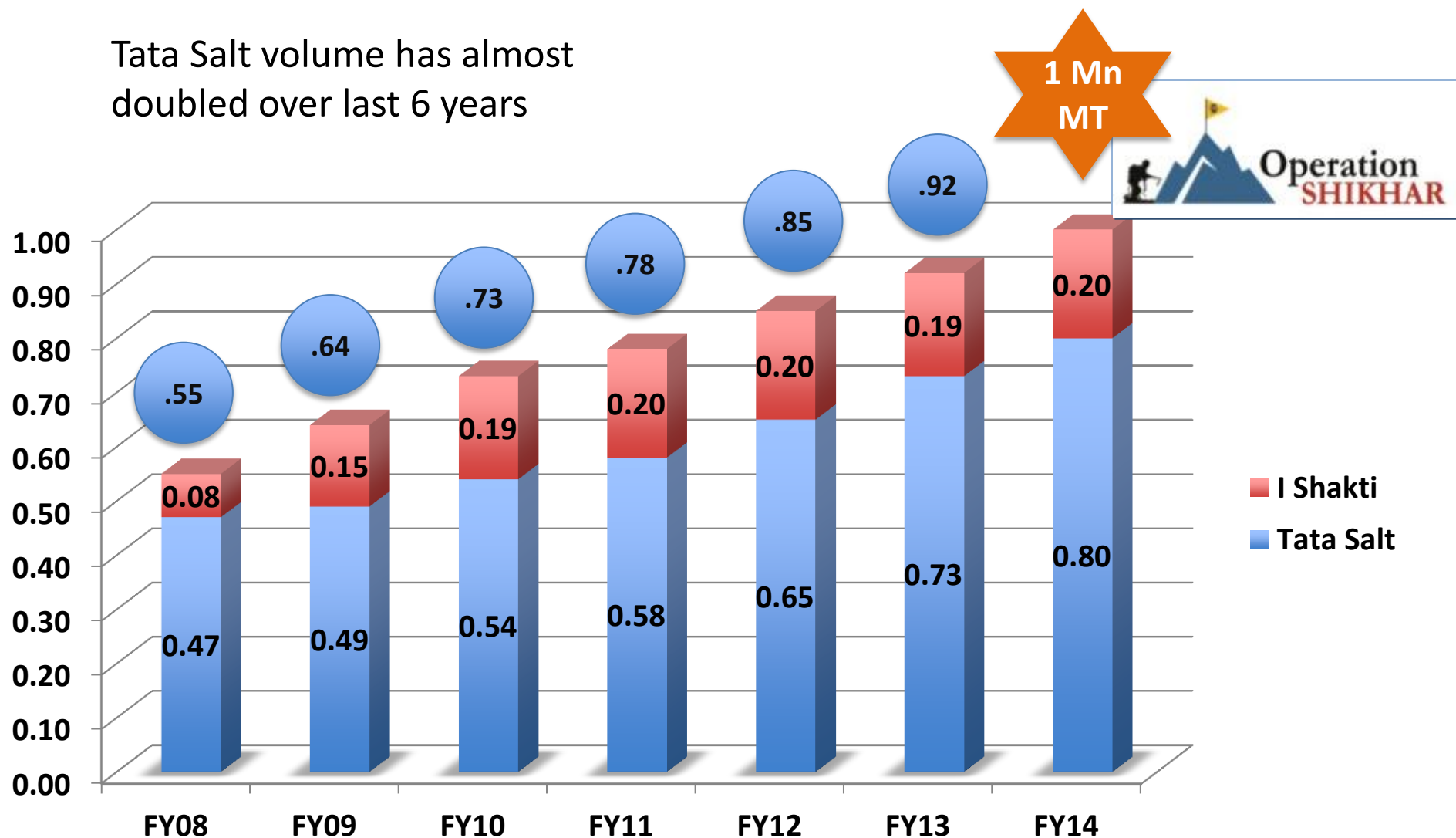
*** IMRB Household panel data

BEAs per Nielsen Winning Brands - Brand Track Survey



Tata Salt Performance

Tata Salt volume has almost doubled over last 6 years



Mn MT

Tata Salt Lite

**15 % Low
Sodium Salt
Potassium
Enriched**



**Volume
increased by
31% over
last year**

**Tata Salt Lite addresses
the growing health –
wellness need state of
the consumer.**

**Differentiated
on “helps
reduces blood
pressure”**



**Owning
Hypertension –
Care through the
World
Hypertension Day
campaign
launched in March
13**

TATA I-SHAKTI Un-Polished Dals



Direct home
delivery
service
reaches 3700
Households.

Over 51% of
customers are
repeat
ordering in
Mumbai

Product now
available in 10
Variants
across 21
States

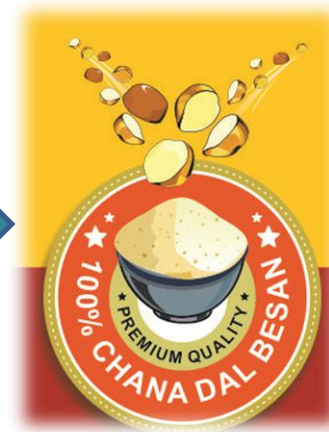




Launch of TATA I-Shakti Besan



Insight From Customers – Regular Besan available in the market is not 100% Channa Dal grounded, added with mixtures of other low grade Dals.



Processed from 100% Channa Dal – No Dal mixtures added, **Lowest** moisture content ensuring freshness.

I Shakti Merchandising Drive

Project Vistaar to drive Retail Presence

**Target Brand Visibility –
Across 19000 Outlets**



**Pulses and Besan
Merchandising Drive**



**Increase retail
placement of Pulses
in target outlets and
markets.**



**Retail window
displays for pulses
at points of sale for
generating retail
acceptance**

Tata SWACH



**Tata Swach
Cristella**

**Tata Swach
New Fast
action bulb**



**Presence at Key Community
Gatherings- Maha-kumbh Mela**



**Tata Swach
touches**

**5 mn
lives**

**Purifiers
Sold**

**>1
mn**

**Available in
Outlets**

5,669

Distributors

119

**Affordability
for masses at**

**15
p/l**

P/l = Paise per Liter

Tata Paras Crop Nutrition Brand

**Bulk
Fertilizers**



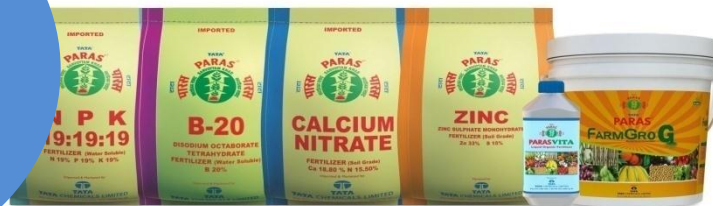
**Brand
footprint
extended to
west and
south zones**

FY13

**Organic and
Customised
Fertilisers**



**Water
Soluble
Fertilisers &
Plant Growth
Regulators**



**Portfolio
strengthened
with an
expanded
organic range**

FY13



FY13 Highlights

- Re-launched with a new brand identity
- Extended the retail reach by introduction in the wholesale distribution channel
- Launch of high value specialized molecule through strategic alliance – TKS PYRI
- 100% growth in sales in FY13



TKS Insecticides -
Used for
controlling
various insects &
pests



TKS Weedicides -
Used for control of
various weeds &
herbs in different
crops.



TKS Fungicides -
Used for control
of fungal diseases
in various crops.

Introduced
with cotton

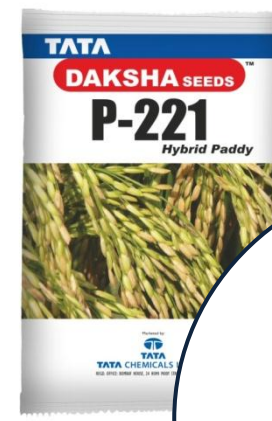
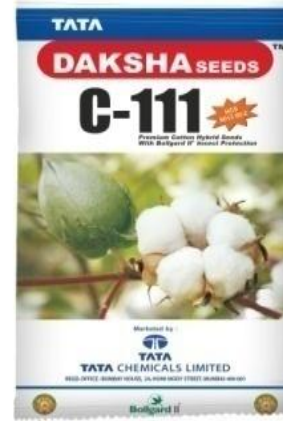
2011

FY13

Addition of
key crops -
Hybrid Bajra
and Paddy in
the portfolio

DAKSHA SEEDS

फसल की समृद्धि, किसान की ख़शहली

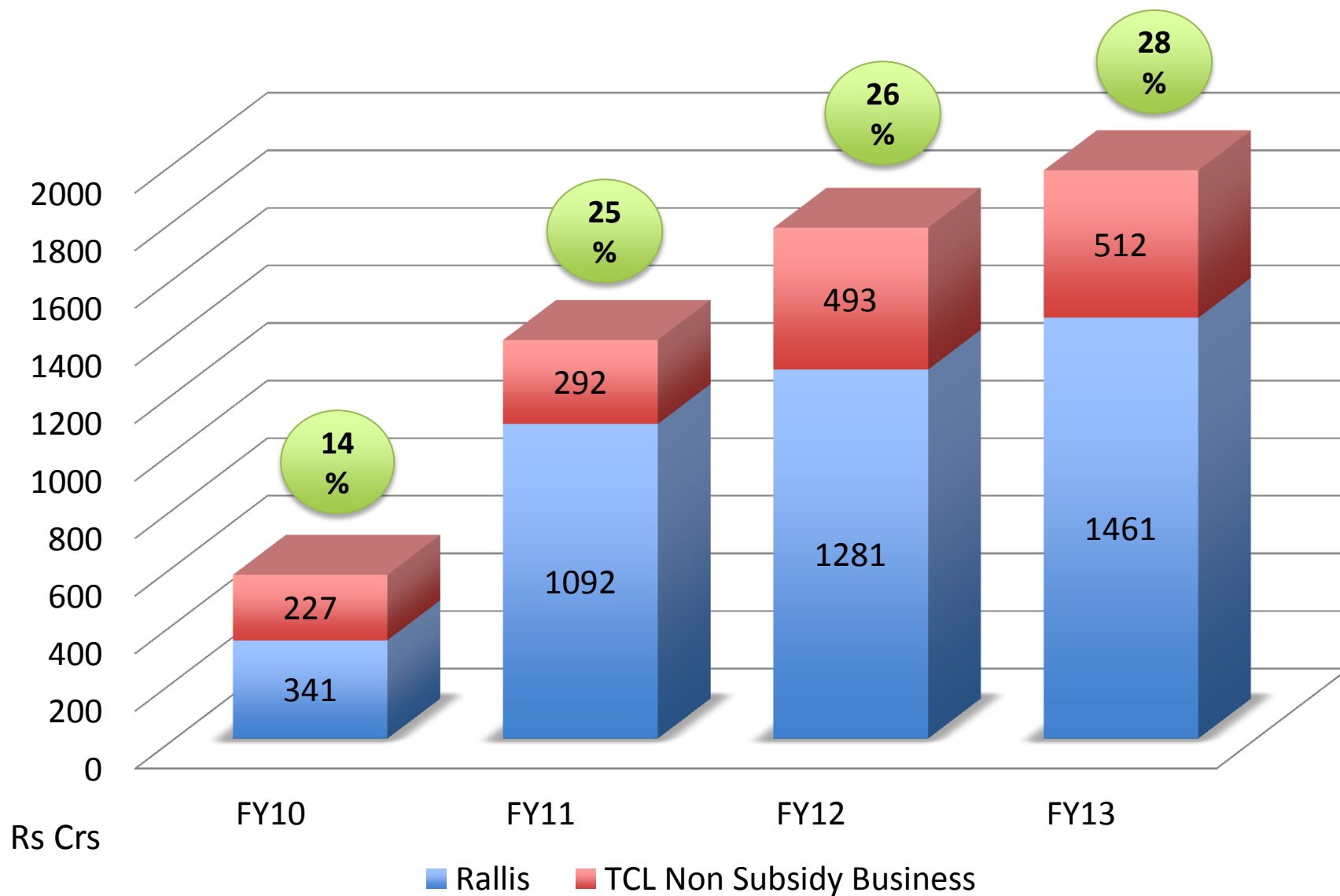


Steadily
increasing
number and
category of
crops under
portfolio

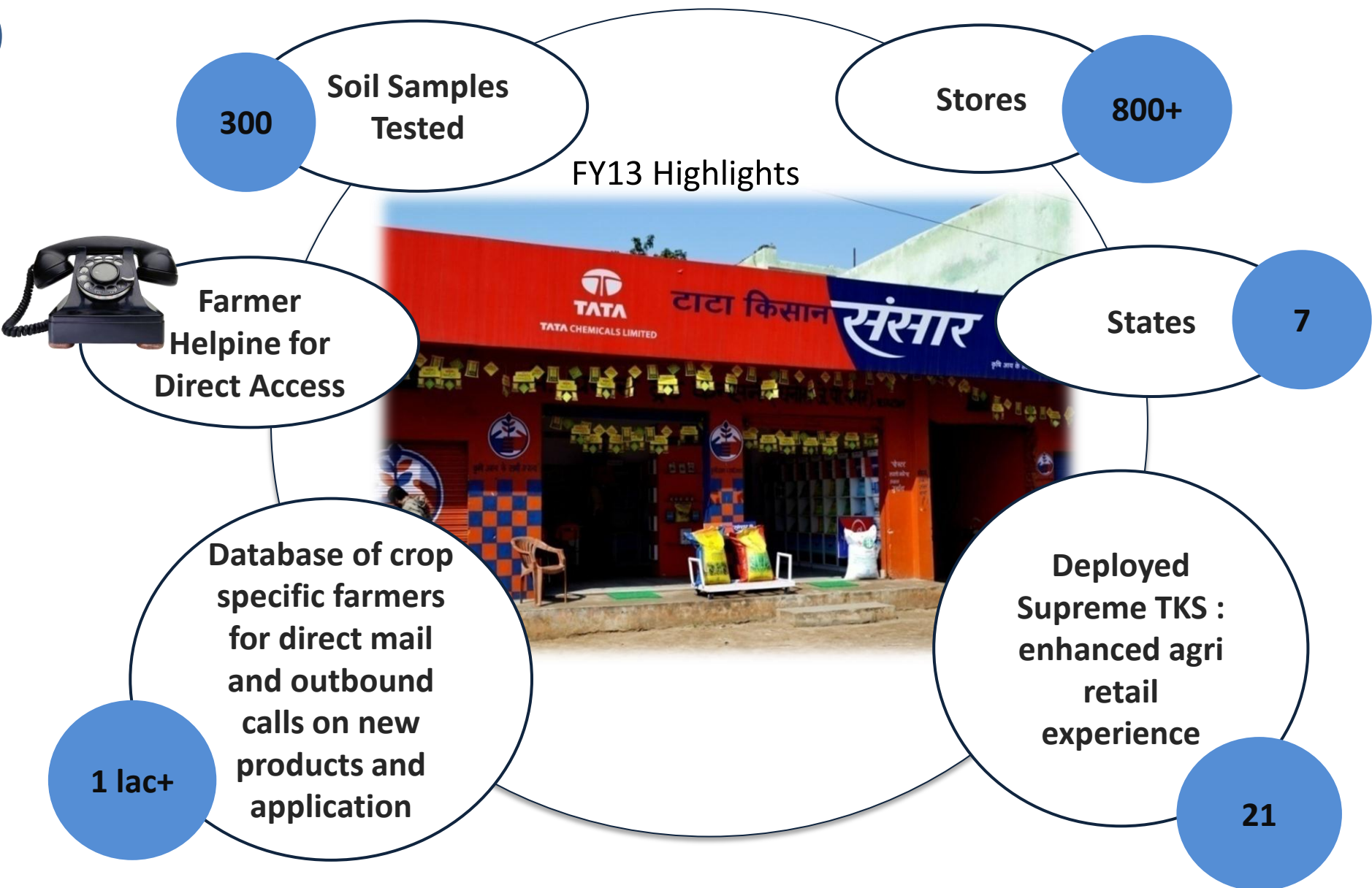
Encouraging
farmer
response

Driving the Non-Subsidy Business

Consol Agri Business Growth

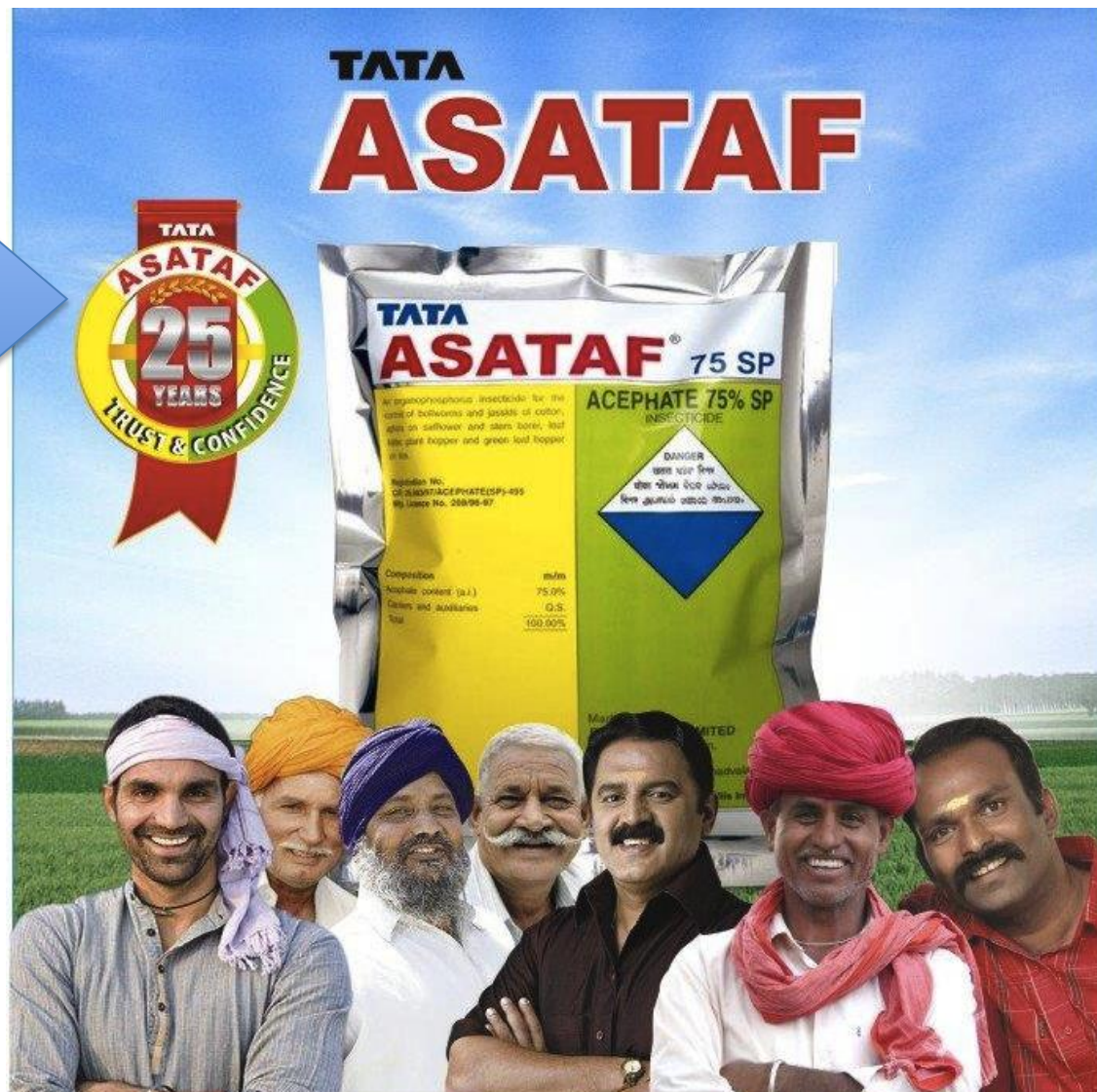


Tata Kisan Sansar : Agri-retail network



First ever brand of
ACEPHATE to cross 100
Crore mark in Indian
Agrochemical Industry.

Highest ever
contribution to
the bottom line



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Awards and **RECOGNITIONS**

**Corporate
Sustainability
& Safety Health &
Environment**

FE-EVI Green
Business Leaders Award
2012

FICCI Water Awards 2012

CNBC Asia's India CSR Award

'Sustainability Plus' by CII

CII - ITC Sustainability Award

Carbon Disclosure
Leadership Index

Communications

5 Awards at
the Annual
ABCI
Awards

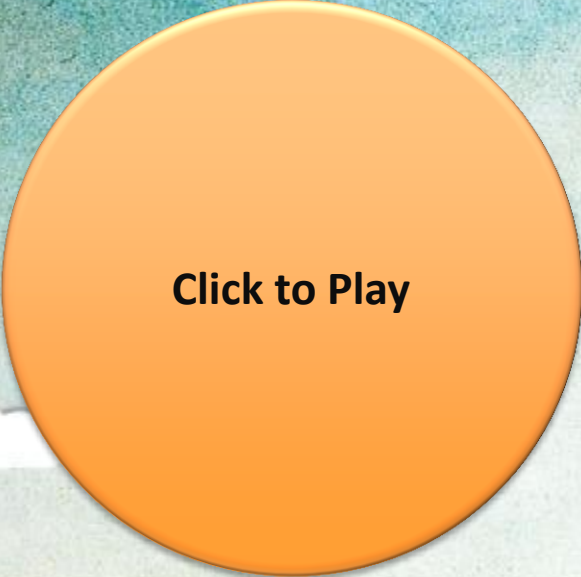
Product

CII Design Excellence
Award 2012 for Tata
Swach

Tata i-Shakti Pulses
voted as the Product of
the Year 2012



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Thank You



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