



We always find a better way

SRF

An Introduction



Our pride associations

- a winner of the prestigious Deming Application Prize
- a legacy of more than 100 years – lineage of Sir Shri Ram & Dr. Bharat Ram
- chairman – Mr. Arun Bharat Ram, former President of CII
- promoters of The Lady Shri Ram College & The Shri Ram School

Deming Application Prize



The Lady Shri Ram College



Chairman Mr. Arun Bharat Ram



SRF – at a glance

Business

A multi-business manufacturing entity

Products

Industrial intermediates

Countries present

India, Thailand, UAE and South Africa

Plant Locations

12 (nine in India)

Turnover

Rs. 4000 crore (800 million USD)

Workforce

5500 globally

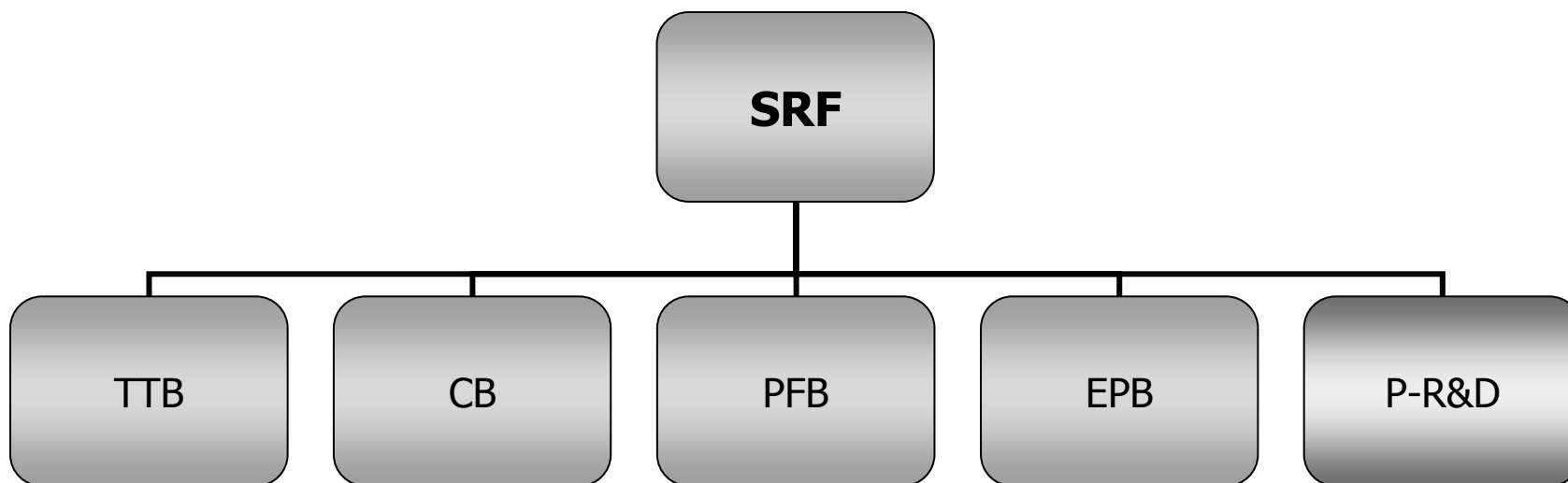
Exporting to

75 countries



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Our business profile



TTB – Technical Textiles Business

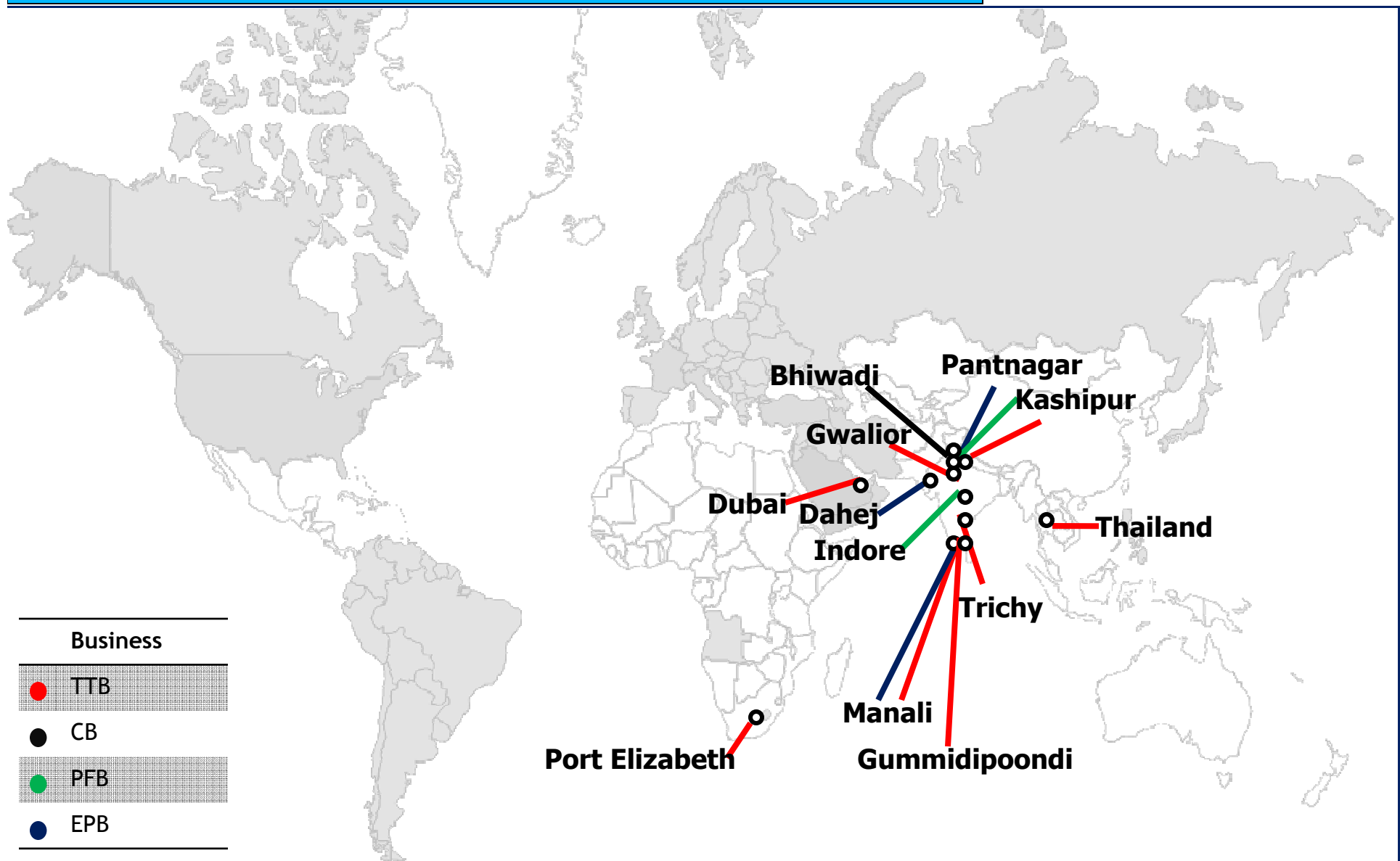
CB – Chemicals Business

PFB – Packaging Films Business

EPB – Engineering Plastics Business

P-R&D – Projects & R&D

Present in four countries



Corporate leadership team



Mr. Arun Bharat Ram

Chairman



Mr. Ashish Bharat Ram

Managing Director



Mr. Kartikeya Bharat Ram

Dy Managing Director



Mr. Rajdeep Anand

President & CEO (Projects & R&D)



Mr. Roop Salotra

President & CEO (CB & PFB)



Mr. Sushil Kapoor

President & CEO (TTB)



Mr. Suresh Dutt Tripathi

President (Corporate HR)



Mr. Rajendra Prasad

President & CFO



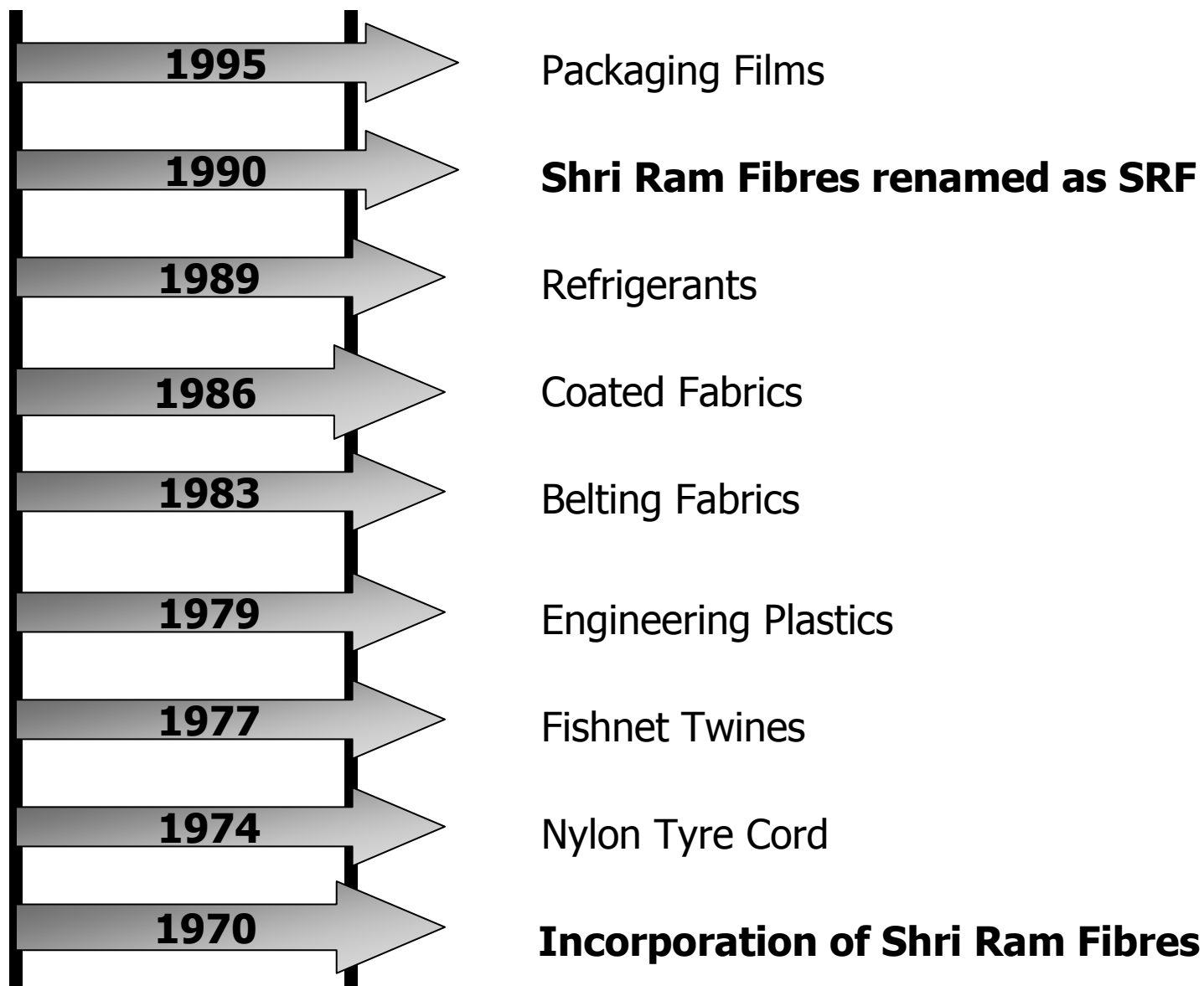
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Our aspiration

We aspire to **achieve global leadership** by continuously **enhancing organizational and people capability**, developing innovative products and processes that **satisfy customers** and attaining **challenging benchmarks** in productivity.



Our journey...



2 acquisitions in India, 2 overseas



SRF purchases two businesses of
SRF Polymers - EPB and IYB



Industex Technical Textiles (Pty) Ltd
- belting fabrics, South Africa



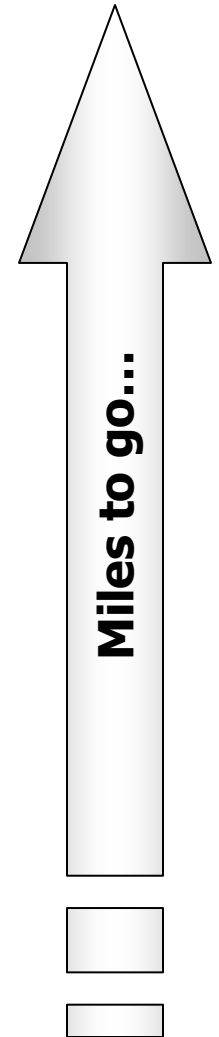
Thai Baroda Industries Ltd. (TBIL)
– nylon tyre cord, Thailand



Dupont Plant - nylon tyre cord
Gummidipoondi, Chennai



Ceat Plant - nylon tyre cord
Gwalior



Market leadership – our standing

Belting fabrics

Global No. 2

Nylon 6 tyre cord fabric

Global No. 2

Tyre cord

Domestic Market Leader

Refrigerants

Domestic Market Leader

Belting fabrics

Domestic Market Leader

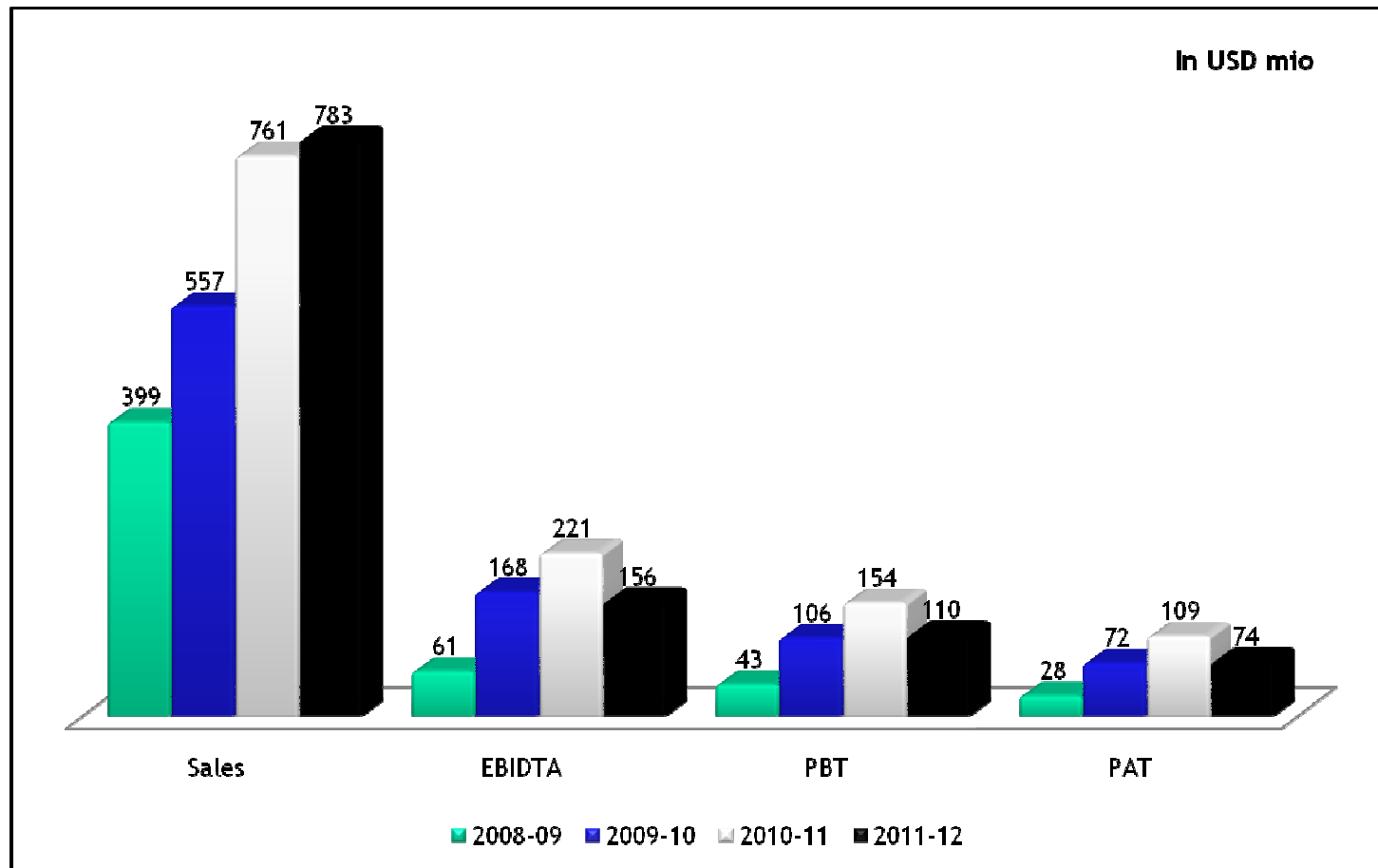
Fishnet

Domestic Market Leader

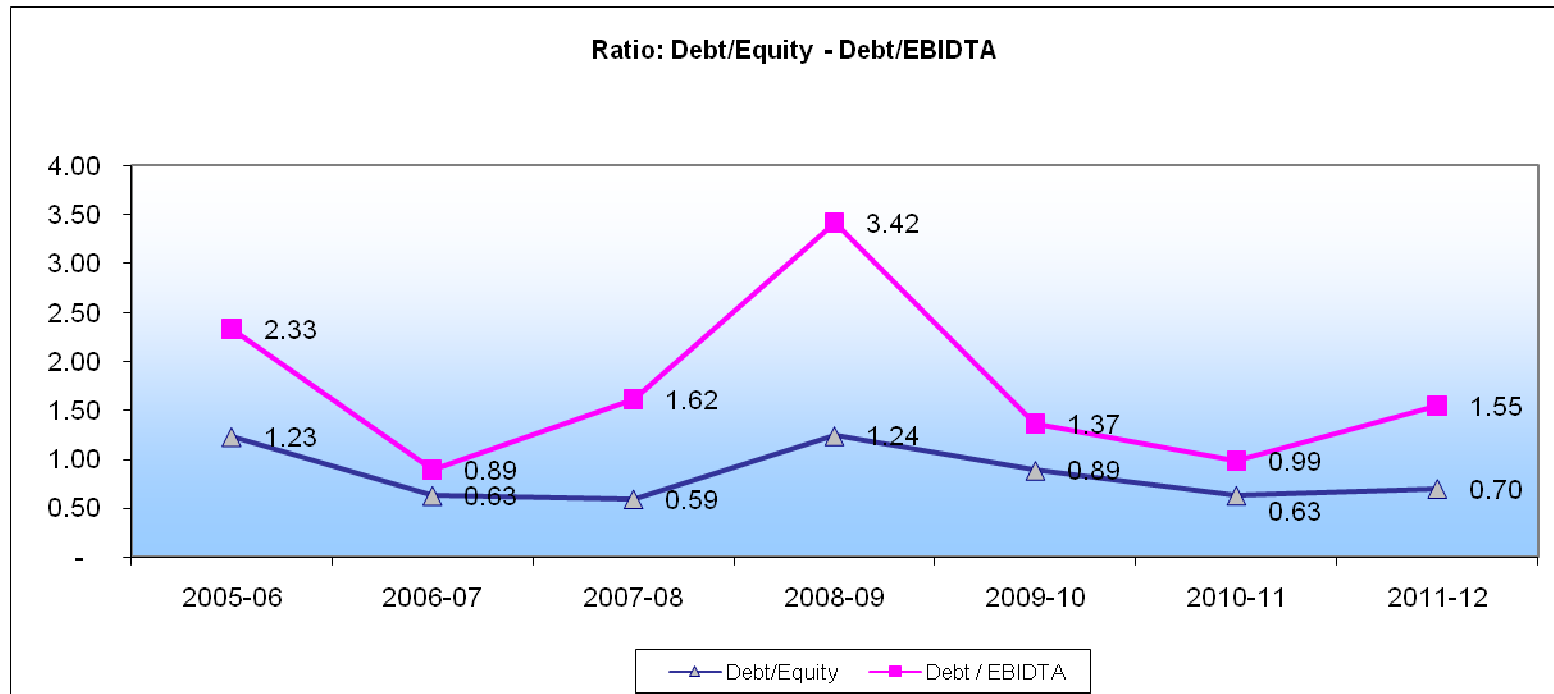
Packaging Films

Domestic No. 2

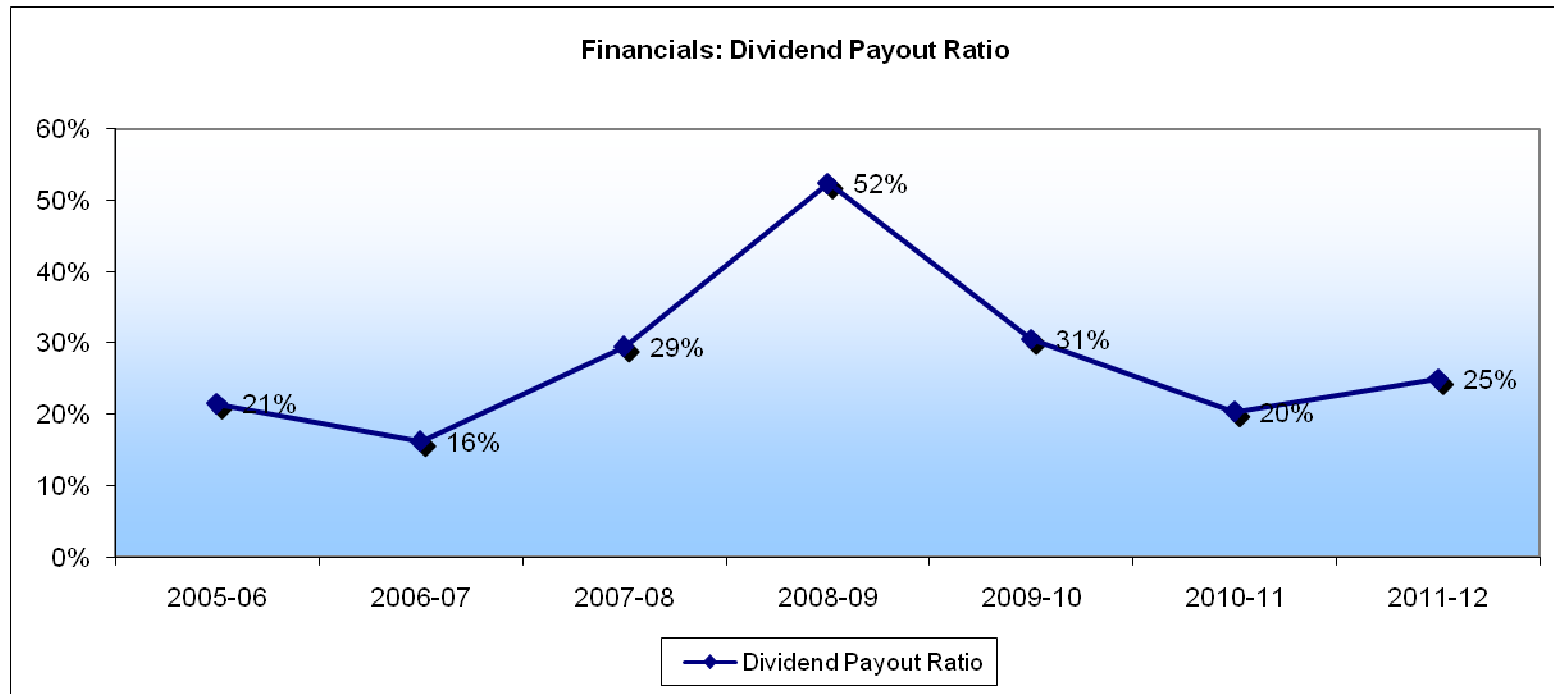
SRF consolidated - financials



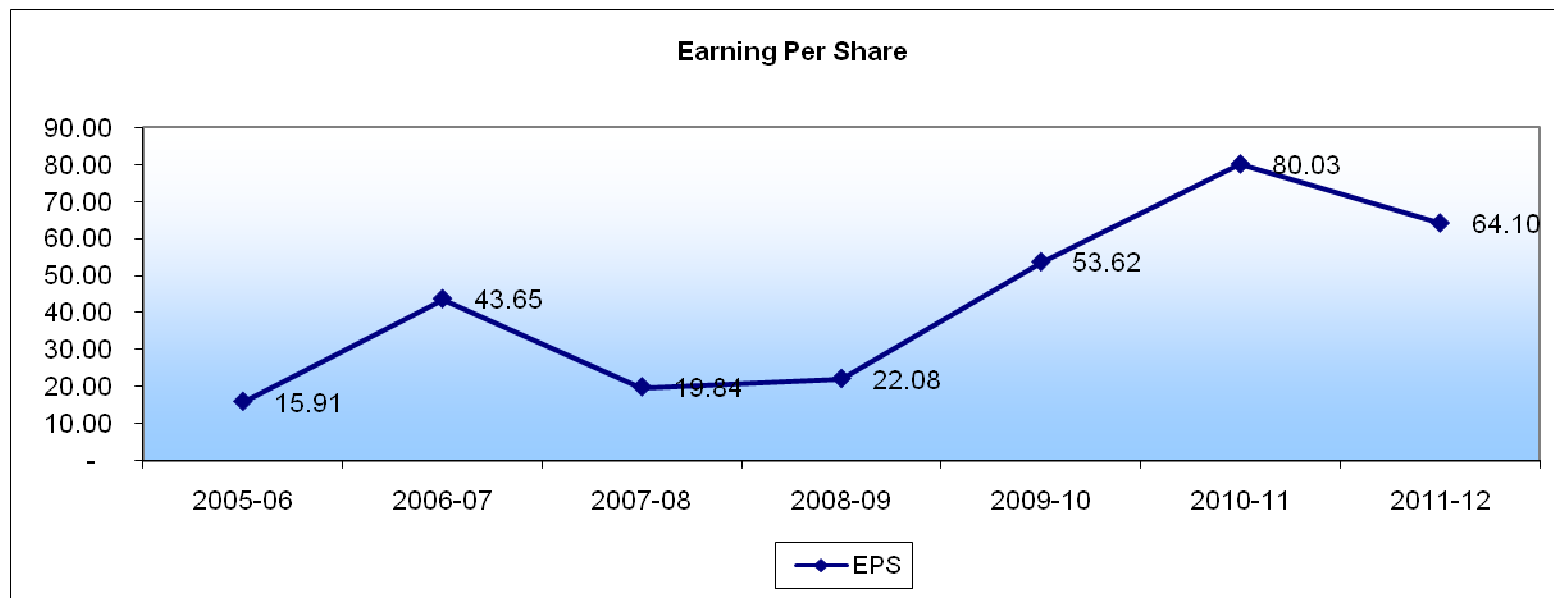
SRF Financials – key ratios



SRF financials – key ratios



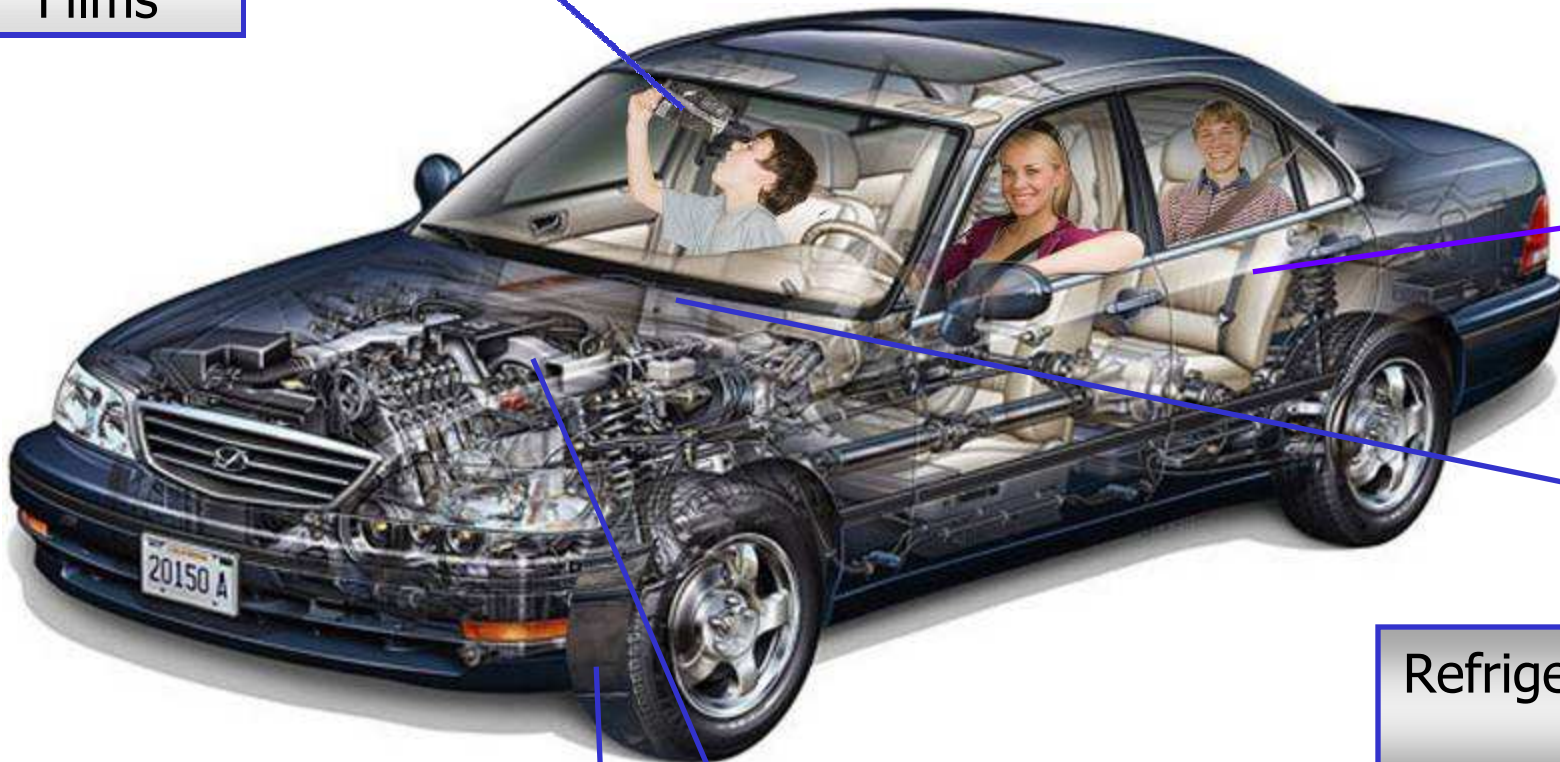
SRF financials – key ratios



Touching your life everyday

Packaging
Films

Industrial
Yarn



Tyre Cords

Engineering
Plastics

Refrigerants

Product range

TTB

Tyre Cords



Belting Fabrics



Coated Fabrics



Laminated Fabrics



Industrial Yarns



CB

Refrigerants



Chloromethanes



Fluorospecialities



PFB

PET Films



Holographic Films



Metallised Films



EPB

Engg. Plastics



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Diverse applications

TTB



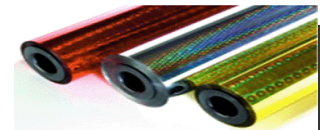
CB



PFB



EPB



Creating value through R&D...

Proven capability in ‘process development to commercialization’

- Wide range of field of research - from nano technology to new-age processes and product development
- Developed indigenous technology for production of HFC 134a
- Holds process patent for HFC-32 by the US Patent & Trademark Office
- filed 20 patents so far.....many more in the pipeline



Technology driven company...

R&D, an integral component of business strategy

- dedicated R&D centres for core businesses
- equipped with state-of-the-art equipment
- a pool of qualified & experienced scientists and engineers (drawn from India's premier academic institutes)
- collaborating with a number of global innovators
- engaged in developing cutting edge technologies



Building capabilities...

Built around people, processes and systems

- Creating the right environment – well-being, fun, excitement
- Overall development – challenging assignments, focus on competency building and domain expertise
- Unleashing potential – Learning, Education & Training



... TQM - the SRF way

Businesses united through a common management system

Our work ethos - '**People satisfy customers efficiently**'

- Build Quality into the process
- Focus on 'continuous improvement'
- People participation through systematic approaches
- Robust planning and execution



Invested Rs. 1250 cr in last 4 years

2007

2nd Compounding Unit plant (Pantnagar) - EPB

2008

15 MW Wind Power Farm - TTB

2009

Polyester Industrial Yarn - TTB

2009

2nd line of BOPET Film - PFB

2010

PET Polymerisation Plant - PFB

2010

Laminated Fabric Project - TTB



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Ongoing projects - Rs. 1500 cr

At Dahej Chemical Complex in Gujarat

- Second HFC-134a plant
- Flexible Multipurpose Plant
- Multipurpose Chemical Plant
- Intermediate Speciality Plant and
- Captive Power Plant

At Gummidipoondi in Tamil Nadu

- Capacity Enhancement of Coated Fabrics



Three new overseas units

- Greenfield unit to manufacture BOPP films – **South Africa**
- Setting up a BOPET Film Line and a Metalizer Project - **Thailand**

Leading the way...

- The only tyre cord company outside Japan to have won the prestigious **Deming Application Prize**
- The first to introduce Spin Draw and Converter Dipping in tyre cord business in India
- The only company in India to have ventured into manufacturing **Polyester Industrial Yarn/ Fabric** for radial tyres
- The only company in India to have developed technology to manufacture **HFC-134a**, a new generation refrigerant
- The first in India to commercially launch **8μ Polyester film**
- The first in India to start **polymer compounding**
- The first company in India to give stock options to all its employees including non management staff



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Business benchmarks - snapshots

TTB

- Pioneered replacement of rayon with Nylon 6 tyre cord
- Pioneered replacement of cotton with Nylon 6 in bicycles
- Entire range of textile reinforcement

CB

- The only Indian manufacturer of HFC 134a
- Leading exporter of refrigerants from India
- Partnering with leading international agro & pharma Cos.

PFB

- Facilities for metallization and holography
- Caters to the leading FMCG companies of India

EPB

- More than 150 grades of engineering plastics

Awards & recognitions....

SRF in Forbes' 'Best Under a Billion List' 2011



CII-ITC Sustainability Award

2008 – Strong Commitment

2009, 2010 & 2011 – Significant Achievement



Deming Application Prize

2004 – Tyre Cord Business

Awards & recognitions

2005

Responsible Care Logo

2006

Greentech Safety Platinum Award

2007

Greentech Environment Excellence Platinum Award

2009

ILO Recognition for creating awareness on HIV / AIDS

2011

NRM project chosen by a consortium of Netherland based Civil Society Organizations as a unique model of Business-NGO partnership

Community partnerships

Focus areas

- Education
- Health Care - HIV AIDS
- Natural Resource Management
- Affirmative Actions



SRF Foundation

Advocating quality education

Mewat Rural Education Programme

- Adopted 40 schools in Mewat district, Haryana
- Impacting lives of 16000 children
- **IBM KidSmart** - Early Learning Centres: 37 locations
- **Udaan** - residential learning camp for adolescent girls
- **Avishkar** – mobile van for science promotion and right to education



Vocational Educational & Trg Prg

Enhancing Early Education Programme

- Nursery teachers' training programme

The Shri Ram Schools Ranked

- Amongst the best Day Schools in India



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We believe in

sustainable growth

through 'total excellence'



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Thank You
