

Quarterly Update 1QFY13

Disclaimer



The release contains forward-looking statements, identified by words like 'plans', 'expects', 'will', 'anticipates', 'believes', 'intends', 'projects', 'estimates' and so on. All statements that address expectations or projections about the future, but not limited to the Company's strategy for growth, product development, market position, expenditures and financial results, are forward-looking statements. Since these are based on certain assumptions and expectations of future events, the Company cannot guarantee that these are accurate or will be realized. Actual results might differ materially from those either expressed or implied in the statement depending on the circumstances. Therefore the investors are requested to make their own independent assessments and judgments by considering all relevant factors before making any investment decision. The Company assumes no responsibility to publicly amend, modify or revise any such statements on the basis of subsequent developments, information or events.



	1QFY13	1QFY12	YOY %	
Liquid milk sales (llpd)	8.3	7.8	6%	
Liquid milk price real. (Rs/I)	29.6	26.4	12%	
Milk Procurement (Ilpd)	9.0	7.7	17%	
Milk procurement price (Rs/l)	24.7	23.3	6%	
Branded Value added Products sales (Rs mn)	538	373	44%	
No. of Parlours	1055	1007		



1QFY13 Key Highlights - Dairy



- > 33% yoy growth in turnover to Rs3306mn
 - ✤ Launched 20 days shelf life Milk in Aseptic Poly Pack in Chennai and AP markets
 - ✤ 6% yoy growth in Milk sales to 8.3LLPD (lakh litres per day)
- > 44% yoy growth achieved in Branded Value Added Products sales
 - 67% yoy growth in Packaged Curd sales (accounts for approx. 60% of Branded Value added products sales)
 - Introduced new variants in Ice cream Anjeer Badam and Butterscotch Premium in Tubs
- > 17% yoy growth achieved in milk procurement to 9LLPD (lakh litres per day)
- EBITDA of Rs248mn (EBITDA margin of 7.5%) as against Rs138mn (EBITDA margin of 5.6%) in 1QFY12
 - Reduced dependency on Business Associates for Milk procurement
 - ✤ Higher contribution from higher margin branded value added products
- > Opened 23 new Dairy Parlors during 1QFY13 taking the total number to 1055
 - New private label product introduced Rs5 bakery cake
- > Extensive campaign launched for appointing new Distributors, Agents and Parlor franchisees



Rs mn	1QFY13	1QFY12	YOY %
No. of stores	68	72	
Total carpet area ('000 sq ft)	199	174	14%
Effective Carpet Area (sq ft)	205	172	19%
Avg store sales (Rs/ sq ft/month)	1042	1161	-10%
Haritaga Frach Storag	641	602	6%
Heritage Fresh Stores			
Institutional, General Trade & Others	120	68	76%
Other Operating Income	59	30	97%
Total Revenue	820	700	17%
Total Gross Profit	156	132	18%
Gross margin (%)	19.0%	18.9%	
Gross margin Heritage Fresh (%)	20.6%	19.9%	
EBITDA at store level (Rs mn)	37	23	61%
EBITDA margin (%)	4.5%	3.3%	
Regional & Corporate Overheads	79	63	
EBITDA (Rs mn)	(42)	(40)	

1QFY13 Key Highlights - Retail



- SSS(considering 61 comparable stores) stood at 2.4%
- 10% yoy productivity de-growth on account of 22000 sq ft (approx. 10% of total area) addition at first floor level in 6 stores. Productivity tends to be lower on first floor
- > Average Bill Value (ABV) increased by 12.2% yoy to Rs194 (Rs173 in 1QFY12)
- > No. of Bills (NOB) fell by 5.2% yoy to 3.3mn (3.48mn in 1QFY12)
- Store Gross margin improved strongly by 70 bps to 20.6% and overall gross margin increased by 10 bps
- Store fixed cost reduced to Rs164/sq ft/month (Rs174 in 1QFY12)
- Regional & Corporate Overheads higher by Rs7/sq ft/month on account of Rs 4.6mn of one-time expense.
- Store opening/closing : 6 stores closed during the quarter and 1 new store opened

Financial results



UNAUDITED EINANCIAL RESULTS FOR THE OLIAPTER ENDER JUNE 20, 2012

Numerical (in the series of the series show) Numerical (in the series show)	UNAUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED JUNE 30, 2012								(Rs.in lakhs)
Number of a 10 A 2013 11 0 A 2013<	Particulars	STANDALONE							
Unsame (unsample) Unsample (unsample) <thunsample (unsample)<="" th=""> Unsample (unsample)</thunsample>					-				Year Ended
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a) Not Sales / Income from Operations (Not Safe of excise dury) 40002.40 20002.40							,,	(,	
bit Observation framework reading meaning frame	1. Income from operations								
Total account from operations 41408.4.4 30524.14 31727.30 139340.2 3654.14 31727.30 139340.2 2 Expanses 2 2000.2 2163.2.18 2532.18 2143.3.5 93736.97 23632.18 25352.18 2143.3.5 93736.97 23632.14 25352.18 2143.3.5 93736.97 23632.14 25352.18 2143.3.5 93736.97 23632.14 25352.18 2143.3.5 93736.97 23632.14 25352.18 2143.3.5 93736.97 1353.02 2353.01 6557.45 6016.2.9 33736.97 23632.14 2535.21.8 2143.3.5 9370.07 1352.07 <td< td=""><td>a) Net Sales / Income from Operations (Net of excise duty)</td><td>40802.68</td><td>35952.46</td><td>31410.11</td><td>137685.10</td><td>40802.58</td><td>35952.46</td><td>31410.11</td><td>137685.10</td></td<>	a) Net Sales / Income from Operations (Net of excise duty)	40802.68	35952.46	31410.11	137685.10	40802.58	35952.46	31410.11	137685.10
2. Expanses 2332.11 2332.13 2332.14 2332.13 244.35 2332.14 2332.13 244.35 2332.14 2332.13 244.35 2332.14 2332.13 244.35 2332.14 2332.13 244.35 2332.13 244.35 2332.13 244.35 2332.14 2432.27 2333.14 441.23 245.27 233	(b) Other Operating Income	600.96	611.68	317.19	1655.47	600.96	611.68	317.19	1655.47
(a) Cost of materials consumed 2362,18 2352,18 2352,18 22352,08 2365,08 2365,08 2365,08 356,74 352,64 352,74 352,64 352,74 352,64 352,74 352,52 3252,08 3007,67 1350,77 853,77 355,87 3265,9 3265	Total income from operations	41403.64	36564.14	31727.30	139340.57	41403.54	36564.14	31727.30	139340.57
(a) Cost of materials consumed 2363,218 2332,18 2342,18 1354,18 1545,27 1655,29 0916,33 1354,17 1552,27 1350,77 1350,77 1350,77 1350,77 1352,57 1352,57 1352,57									
(b) Purchase of stock-in-trade 6059-07 6051-36 2025.104 6059-07 6065.36 501.3.6 2025.17 (c) Changes in inventories of mixed goods, work-in-progress 2225.47 (2015.65) (772.82) (472.15)									
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b) Depreciation and amonthization expenses 550.14 550.74 522.61 2118.65 530.14 536.74 522.61 2118.75 Trintal expenses 19900.81 9470.44 250.75 345.75 1150.77 212.62 213.75 212.62 213.75 212.62 213.75 212.62 213.75 212.62 213.75 212.62 213.75 212.62 213.75 212.62 213.75 212.62 213.75 213.75 212.62 213.75 212.62 213.75 </td <td></td> <td>2925.47</td> <td>(2035.65)</td> <td>(772.82)</td> <td>(4761.96)</td> <td>2925.47</td> <td>(2035.65)</td> <td>(772.82)</td> <td>(4761.96)</td>		2925.47	(2035.65)	(772.82)	(4761.96)	2925.47	(2035.65)	(772.82)	(4761.96)
if 1 other expenses 4272.46 4209.50 3453.06 15391.32 4222.46 4223.62 3453.37 15406 Trait expenses 1000.00 1150.27	(d) Employees benefits expense	1940.97	1574.88	1655.29	6916.28	1940.97	1574.88	1655.29	6916.28
Total segments 34506.32 31367.44 136337 9990.08 33710 31367.75 136337 s. Profit / (Loss) from operations before other income, finance 13907.87 369.52 369.55 3607.67 31907.75 31937.74 136337 369.54 2992 a. Other for the finance octs 356.62 967.03 433.97 3328.39 1352.15 973.04 433.66 3333 b. Finance cost 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.04 (62.33) 1342.77 1368.77 1368.77 1368.77 1368.77 1368.77 1369.77	(e) Depreciation and amortisation expense	530.14	536.74	522.61	2118.65	530.14	536.74	522.61	2118.65
3. Profit / (Loss) from operations before other income, finance costs & exceptional items [1-2] 367.82 369.85 3007.67 1502.77 857.78 369.54 2292. 4. Other income 39.44 119.21 64.12 320.75 93.82 119.21 64.12 320.73 93.82 119.21 64.12 320.73 93.82 119.21 64.12 320.73 93.82 119.21 64.12 320.73 93.82 119.21 64.12 320.73 93.82 119.21 64.12 320.73 93.82 119.21 64.12 320.73 93.82 119.21 64.12 320.75 95.83 119.07 79.73 523.81 491.97 495.97 1970.73 523.81 491.97 495.97 1970.73 523.81 491.97 495.97 1970.73 523.81 491.97 495.97 1970.73 523.81 491.97 495.97 1970.73 523.81 491.97 495.97 1970.73 523.81 491.97 495.97 1970.73 523.81 491.97 495.97 1970.73 523.81 105.94 0.00 200.98 105.94 0.00 200.98 <td< td=""><td>(f) Other expenses</td><td>4272.46</td><td>4209.58</td><td>3453.06</td><td>15391.92</td><td>4272.46</td><td>4223.62</td><td>3453.37</td><td>15406.78</td></td<>	(f) Other expenses	4272.46	4209.58	3453.06	15391.92	4272.46	4223.62	3453.37	15406.78
3. Profit / (Loss) from operations before other income, finance costs & exceptional items [1-2] 367.82 369.85 3007.67 1502.77 857.76 369.54 2292. 4. Other income 39.44 119.21 64.12 320.75 93.84 119.21 64.12 320.75 93.84 119.21 64.12 320.75 93.84 119.21 64.12 320.75 93.84 119.21 64.12 320.75 93.84 119.21 64.12 320.75 93.84 119.21 64.12 320.75 93.84 119.21 64.12 320.75 93.84 119.21 64.12 320.75 93.84 119.21 64.12 320.75 93.84 119.21 64.12 320.75 103.64 481.03 104.14 103.84 495.06 (62.00) 1157.67 103.64 481.03 (62.31) 103.84 485.06 (62.00) 105.94 0.00 200.88 105.94 0.00 200.88 105.94 0.00 200.88 105.94 0.00 200.88 105.94 0.00 200.88 105.94 0.00 200.88 105.94 0.00 200.88 105.94									
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S. Profit / [Loss] from ordinary activities before finance costs 1562.25 987.03 433.97 3328.39 1562.25 973.00 433.66 3333 6. Finance costs 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 523.61 491.93 491.97 495.97 1970.73		1502.77	867.82	369.85	3007.67	1502.77	853.78	369.54	2992.80
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7. Profit /(Loss) from ordinary activities after finance costs and exceptional items (5-6) 8. Exceptional items (5-6) 9. Profit /(Loss) from ordinary activities after tax (9-10) 0. Exceptional items (net of tax expense) 11. Net Profit / (Loss) from ordinary activities after tax (9-10) 12. Extraordinary items (net of tax expense) 13. Net Profit / (Loss) from ordinary activities after tax (9-10) 13. Net Profit / (Loss) from ordinary activities after tax (9-10) 13. Net Profit / (Loss) of associates 13. Net Profit / (Loss) of associates (13+124-15) 17. Paid-up equity share capital 13. Reserves excluding revaluation reserves as per Balance Sheet of previous 19. Exervise excluding revaluation reserves as per Balance Sheet of previous 19. Exervise excluding revaluation reserves as per Balance Sheet of previous 20. Particulars of the previous year (not to be annualized) 20. Particulars of abareholding - Number of shares 1152.95 6259253 1152.95 6259253 1152.95 6259253 1152.95 6259253 1152.95 6259253 1152.95 6259253 1152.95 6259253 6259253 6259253 625925		1562.25	987.03	433.97	3328.39	1562.25	973.00	433.66	3313.53
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6. Exceptional least 0	7. Profit /(Loss) from ordinary activities after finance costs and	1038.64	495.06	(62.00)	1357.67	1038.54	481.03	(62.31)	1342.80
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12. Extraordinary truns (net of tax expenses) 0.0.20 (0.0.25) 0.000 (0.16) (1.12) 15. Minority interest 0.0.20 (0.25) 0.000 (0.16) (1.12) 15. Minority interest 0.020 (0.25) 0.000 (0.16) (1.12) 16. Net Profit / (loss) of associates (13+14-15) 844.53 293.59 (53.30) 919 17. Paid-up equity share capital 1152.95 1152.95 1152.95 1152.95 1152.95 1152.95 1152.95 1152.95 1152.95 1152.95 1152.95 1152.95 1152.95 1152.95 1152.95 11	Deferred Tax Charge / (Credit)	(6.97)	82.73	(8.85)	135.04	(6.97)	82.73	(8.85)	135.04
13. Net Profit / (loss) for the period (11-12) 844.63 306.40 (53.15) 933.42 844.63 292.37 (53.46) 918 14.Share of profit / (loss) of associates (0.05) (0.25) 0.00 (0.05) 15. Minority interest 0.000 (1.48) (0.16) (1.13) 16. Net Profit / (loss) of associates (13+14-15) 0.00 10.00<	11.Net Profit/ (Loss) from ordinary activities after tax (9 -10)	844.63	306.40	(53.15)	933.42	844.53	292.37	(53.46)	918.56
14.5hare of profit / (loss) of associates 0.05 (0.25) 0.00 (0.16) (1.18) 15. Minority interest 0.00 (1.48) (0.16) (1.16) 16. Net Profit / (loss) of associates (13+14-15) 844.30 293.59 (53.30) 919 profit / (loss) of associates (13+14-15) 1152.95 10.00 10.00<	12.Extraordinary Items (net of tax expenses)								
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15. Minority interest 0.00 (1.48) (0.16) (1.16) 16. Net Profit/ (loss) after taxes, minority interest and share of profit/ (loss) after taxes, minority interest and share of profit/ (loss) after taxes, minority interest and share of profit/ (loss) after taxes, minority interest and share of profit/ (loss) after taxes, minority interest and share of profit/ (loss) after taxes, minority interest and share of profit/ (loss) after taxes, minority interest and share of profit/ (loss) after taxes, minority interest and share of profit/ (loss) after taxes, minority interest and share of profit / (loss) after taxes, minority interest and share of profit / (loss) after taxes, minority interest and share of profit / (loss) after taxes, minority interest and for the previous year (not to be annualized) 1152.95 10.00 10.00 10.00 10									
In Net Profit / (loss) after taxes, minority interest and share of profit / (loss) of associates (13+14-15)044,30293.59(153.30)91917. Paid-up equity share capital Face value per share (Rs.)1152.95 <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>(0.25)</td></t<>									(0.25)
profit / (loss) of associates (13+14-15) 17. Paid-up equity share capital Face value per share (Rs.) 18. Reserves excluding revaluation reserves as per Balance Sheet of previous a) Basic and diluted EPS before Extraordinary items for the period, b) Basic and diluted EPS after Extraordinary items for the period, b) Basic and diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (not to be annualized) b) Basic and diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (not to be annualized) b) Basic and diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (not to be annualized) b) Basic and diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (not to be annualized) b) Basic and diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (not to be annualized) 20.Particulars of shareholding -Number of shares 6259253									(1.65)
17. Paid-up equity share capital 1152.95						044.90	200.00	(55.50)	545.50
Face value per share (Rs.)10.00 </td <td></td> <td>1152.95</td> <td>1152.95</td> <td>1152.95</td> <td>1152.95</td> <td>1152.95</td> <td>1152.95</td> <td>1152.95</td> <td>1152.95</td>		1152.95	1152.95	1152.95	1152.95	1152.95	1152.95	1152.95	1152.95
18. Reserves excluding revaluation reserves as per Balance Sheet of previous 8159.63 8124 19. Earnings per share (Rs.) a) Basic and diluted EPS before Extraordinary items for the period, for the year to date and for the previous year (not to be annualized) 7.33 2.66 (0.46) 8.10 7.33 2.54 (0.46) 7.33 20. Particulars of shareholding 6259253 <									10.00
19. Earnings per share (Rs.) a) Basic and diluted EPS before Extraordinary items for the period, for the year to date and for the previous year (not to be annualized) b) Basic and diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (not to be annualized) b) Basic and diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (not to be annualized) 20.Particulars of shareholding2.66 (0.46)(0.46)8.107.332.54(0.46)7.33Public shareholding - Number of shares6259253									8124.12
a) Basic and diluted EPS before Extraordinary items for the period, for the year to date and for the previous year (not to be annualized) b) Basic and diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (not to be annualized) 20.Particulars of shareholding Public shareholding - Number of shares <u>6259253</u> 6259253 625925 6259253 625925 6259253 625925 6259253 6259253 6259253 6259253 6259253 625925									
for the year to date and for the previous year (not to be annualized) b) Basic and diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (not to be annualized) 20.Particulars of shareholding Public shareholding - Number of shares <u>6259253</u> 6259253	19. Earnings per share (Rs.)								
b) Basic and diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (not to be annualized) 20.Particulars of shareholding - Number of shares 6259253 625925 625925 625925 625925 625925 6259258 625925 6259258 625925925 6259258 6259258 6259258 6259258 6259259	a) Basic and diluted EPS before Extraordinary items for the period,	7.33	2.66	(0.46)	8.10	7.33	2.54	(0.46)	7.97
for the year to date and for the previous year (not to be annualized) 20.Particulars of shareholding Public shareholding - Number of shares 6259253 625925 62592 62592 6259 6259									
20.Particulars of shareholding Public shareholding - Number of shares 6259253 6259258 6259258 6259258 6259258 6259258 6259258 6259258 6259258 6259258 6259258 6259258 6259258 6259258 6259258 6259258 6259258 6259258 625925888868 62592588 62		7.33	2.66	(0.46)	8.10	7.33	2.54	(0.46)	7.97
Public shareholding 6259253 <td>for the year to date and for the previous year (not to be annualized)</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>	for the year to date and for the previous year (not to be annualized)								
- Number of shares 6259253 62592558 62592558 62592558 6259258 6259858 625986868 6259868 6259868 625986868 6259868 625986868686868 625986868686868686868686868686868 625986868686868686868686868686868686868686	20.Particulars of shareholding								
- Number of shares 6259253 62592558 6259258 6259858 6259858 6259858 6259858 6259858 6259858 6259858 6259858 6259858 6259858 6259858 62598588868 62598686858 62598586885868662588686625886866868686866868686686	Public shareholding								
	_	6259253	6259253	6260253	6259253	6259253	6259253	6260253	6259253
- Percentage of shareholding 54.29 5									54.29



Financial results-Segmental



(Rs.in lakhs) SEGMENT REPORTING FOR THE QUARTER ENDED June 30, 2012 STANDALONE CONSOLIDATED Particulars Quarter Ended Year Ended Quarter Ended Year Ended 30.06.2012 31.03.2012 30.06.2011 31.03.2012 30.06.2012 31.03.2012 30 06 2011 31.03.2012 (Unaudited) (Unaudited) (Unaudited) (Audited) (Unaudited) (Unaudited) (Unaudited) (Audited) 1. Segment Revenue 33063.91 28788.40 24812.20 109397.20 33063.91 28788.40 24812.20 109397.20 a. Dairy b. Retail 8189.27 7704.16 6986.00 29901.03 8189.27 7704.16 6986.00 29901.03 c. Agri 1034.70 805 57 816.84 3258.35 1034.70 805.57 816.84 3258.35 74 54 69 17 315.22 83.35 69 17 315 22 83.35 74 54 d. Bakery e HFRI 0.00 0.00 0.00 0.00 f. Power SPV 0.00 0.00 0.00 0.00 g. Heritage Conpro Ltd 0.00 0.00 0.00 0.00 Total Segment Revenue 42371.22 37367.29 32689.58 142871.80 42371.22 37367.29 32689.58 142871.80 Less: Inter Segment Revenue 967.58 803.15 962.28 3531.23 967.58 803.15 962.28 3531.23 Net Sales / Income from Operations 41403.64 36564.14 31727.30 139340.57 41403.64 36564.14 31727.30 139340.57 2. Segment Results (Profit (+) / (Loss) (-) before finance costs and tax) a. Dairy 2181.48 1504.79 1089.29 6066.63 2181.48 1504.79 1089.29 6066.63 b. Retail (559.33)(425.04)(557.37)(2305.24)(559.33)(425.04)(557.37)(2305.24)(25.87)c. Agri (25.87)(66.07)(55.87)(306.19)(66.07)(55.87)(306.19)(26.65)d. Bakery (34.04)(42.08)(128.69)(34.04)(42.08)(26.65)(128.69)0.00 0.00 e HERI (0.38)(0.66)f. Power SPV 0.00 (6.29)(0.00)(6.53)_ g. Heritage Conpro Ltd 0.00 (0.38)(0.31)(0.69)**Total Segment Results** 1562.25 987.03 433.97 3326.51 1562.25 979.98 433.66 3318.63 Less: I. finance costs 523.61 491.97 495.97 1970.73 523.61 491.97 495.97 1970.73 ii. Other un-allocable Expenditure net off 0.00 6.98 6.98 1.88 Add: iii. Other un-allocable Income 0.00 0.00 0.00 1.88 0.00 0.00 0.00 Total Profit before Tax 1038.64 495.06 (62.00)1357.67 1038.64 481.03 (62.31)1342.80 3. Capital Employed (Segment Assets - Segment Liabilities) 14202.59 13254.86 13590.46 14202.59 a. Dairy 13590.46 14202 59 13254.86 14202 59 6197.56 6071.70 5597.84 6071.70 6197.56 6071.70 5597.84 6071.70 b. Retail c. Agri 3590.30 3671.62 3670.83 3671.62 3590.30 3671.62 3670.83 3671.62 d. Bakery 1161.09 1166.17 1193.44 1166.17 1161.09 1166.17 1193.44 1166.17 e. HFRL (0.33)(0.34)(0.61)(0.34)f. Power SPV 23.1160.69 23.11 ____ g. Heritage Conpro Ltd (0.33)(0.34)(0.11)(0.34)h. Unallocated 377.99 379 87 507 93 379.87 377.99 379.87 507.93 379.87 25491.95 Total 24917.39 25491.95 24224.89 24916.73 25514.39 24284 85 25514.39



As on June 2012

	mn shares	% holding
Promoters	5.3	46%
Flls	1.1	9%
Domestic Institutions	0.1	1%
Others	5.1	44%
Total	11.5	

Dairy - Spread of Operations



- Widest regional footprint in India among privately held dairy companies. Spread across 6 states
 - Andhra Pradesh
 - Tamil Nadu
 - Karnataka
 - Maharashtra
 - Kerala
 - Orissa
- Present in the highest milk producing states in India
- One of the Top 3 private sector dairy companies in India in sales and volumes



Particulars	Andhra Pradesh	Tamil Nadu	Karnataka	Maharashtra	Kerala	Orissa	Delhi	Total
No of Chilling Plants	86	8	0	5				99
Chilling Capacity (LPD)	1047000	186000	50000	67000				1350000
Milk Procurement (*LPD)	576675	147148	29030	147715				900568
No of Processing & Packing Plants	10	1	1	1				13
Packing Capacity (LPD)	900000	50000	150000	50000				1150000
Liquid Milk Sales (LPD)	457820	206923	102269	36290	13146	6250	3635	826333
Ice Cream (LPD)	5998	2127	619					8744
Curd (*MTPD)	54.39	26.59	8.09		0.20	1.20		90.47

Distribution Network Structure





Range of Products





Range of Products





Dairy Whitener



Skim Milk Powder



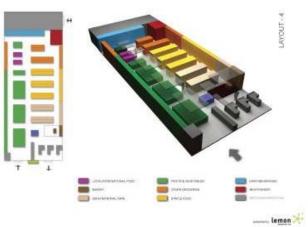
Ice Cream



Business Profile - Retail Division



- Started in 2006 as a logical extension to dairy division to benefit from the food and grocery retail boom in India
- Average store area is ~3,000 sft and contains over 6,000 SKUs
- A typical store is on 9 years lease
- International concepts/standards in branding, layout, design and display
- Layout, ambience, and cleanliness standards have become a benchmark in the industry. All stores are air-conditioned, owned, operated, and maintained by the company
- Rated the highest in Customer Satisfaction among Food & Grocery chains in South India by WPP group





All Stores are in prime retail/residential locations and are on the ground flood with an average frontage of 40ft

Quality & FRESHness



- FRESH is not just a part of our name
 - It is the essence of the relationship we have built with our customer
 - It stands for the freshness of the products we sell
 - It's also about the originality of our business model
- Direct procurement of fruits & vegetables from farmers/Heritage Agri and FMCG & grocery products from manufacturers
- Dedicated bakery facility to cater to select stores by offering a wide range of fresh bakery products

Company's value proposition is high quality fresh produce, grocery & FMCG products at competitive prices coupled with high level of service & convenience





Pack Houses Infrastructure





Bring Home Health & Happiness

Economic Activity - Manpower



S No	Division	Regular Jobs	Part timers/Casuals Jobs	Total
1	Dairy	1788	1652	3440
2	Retail	1868	340	2208
3	Agri	87	76	163
4	Bakery	41	44	85
	Grand Total	3784	2112	5896





Thank You