

Welcome!

Rallis India Limited

Q2 & Kharif
2011-12 Performance

V Shankar

Financial Performance : Key Highlights Standalone

₹ Cr

	Q 2 10-11	Q 2 11-12	
Net Sales	363	427	18%
EBITDA	89	101	13%
Profit before tax	85	91	7%
Net Profit	59	62	5%
EBITDA % - Standalone	24.6%	23.7%	
EBITDA % - Consolidated	24.6%	22.8%	

Published

Financial Performance : Key Highlights

Consolidated

₹ Crs

	Q 2 * 2010-11	Q 2 2011-12	
Net Sales	363	430	18%
EBIDTA	89	98	10%
Profit before tax	85	87	2%
Net Profit after Minority Interest	59	59	
EBIDTA % - Standalone	20.3%	20.1%	
EBIDTA % - Consolidated	20.3%	19.6%	

* 2010-11 figures does not include Metahelix

Financial Performance : Key Highlights Metahelix

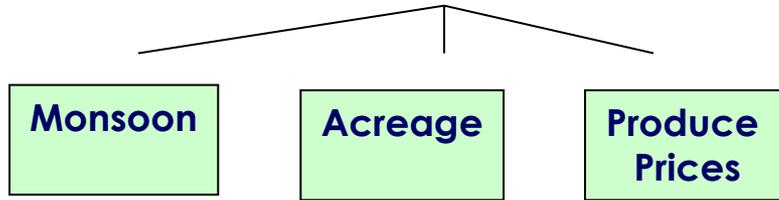
₹ Crs

	Q2 2011-12	H 1 2011-12
<i>Net Sales</i>	3.0	65
<i>EBIDTA</i>	-3.4	9
<i>Net Profit</i>	-4.7	7

Board declares Interim Dividend ₹1.00 per share (100%)

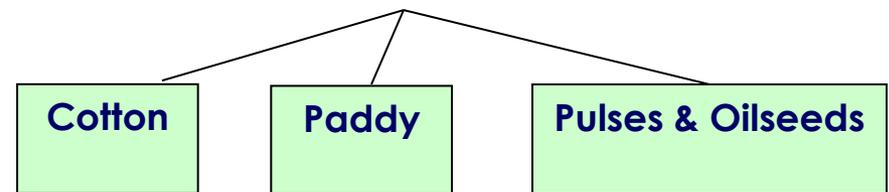
Domestic Business

Crop Condition



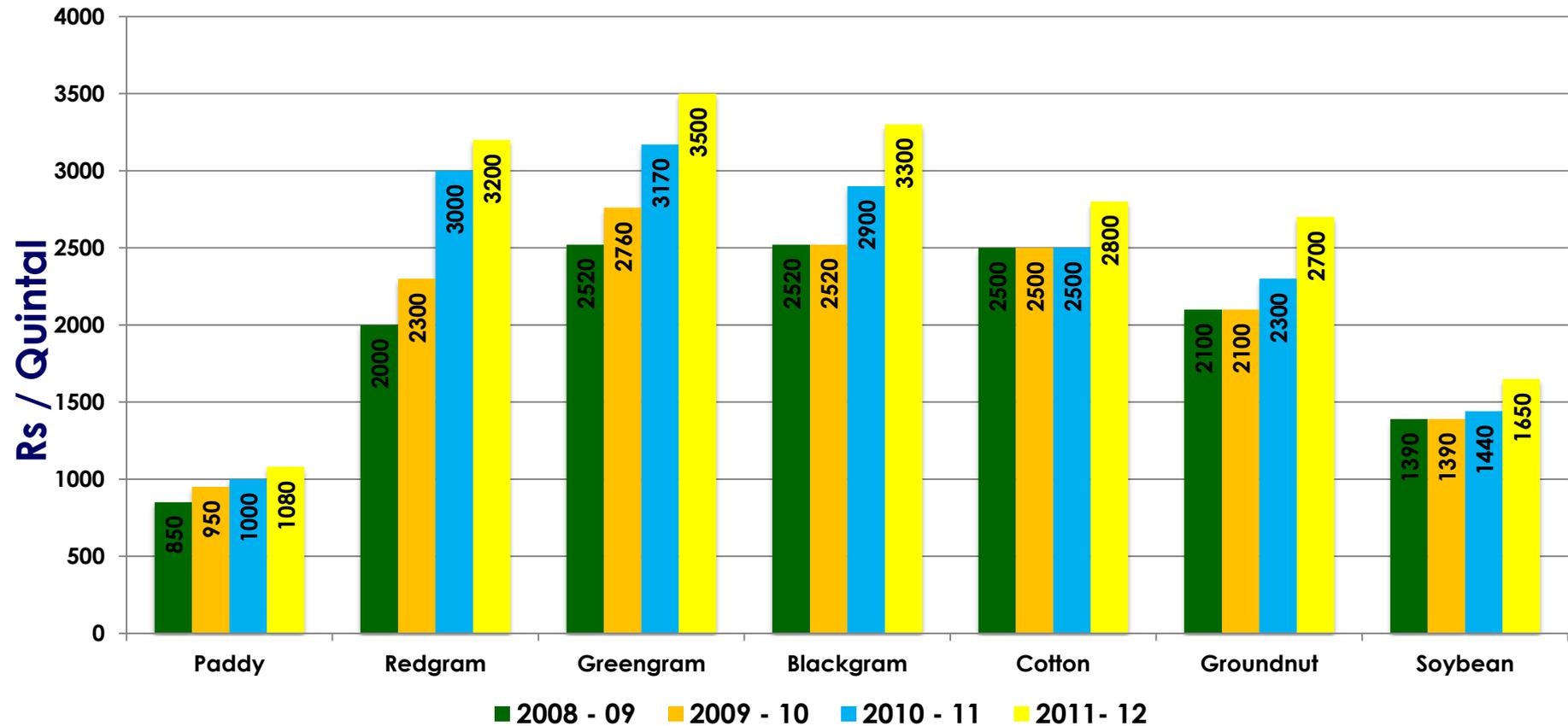
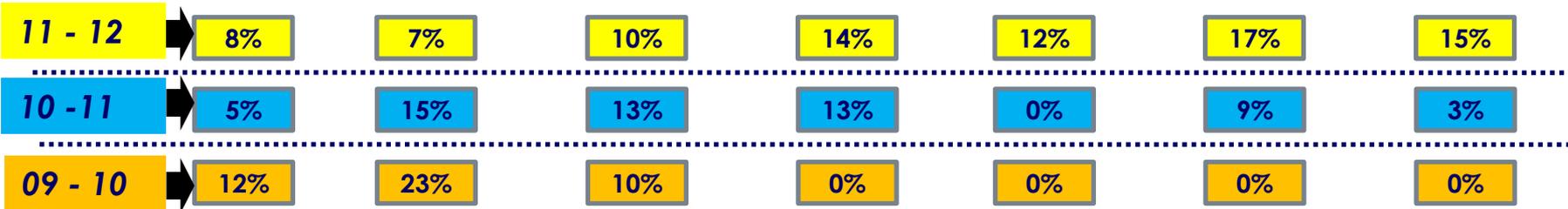
- SW Monsoon – Overall good however erratic in South and West india
- Kharif acreages : Increased by 2 %
- Produce Prices : Generally Remunerative

Pest Occurrence



- Minimum fungal disease occurrence and Pest attack in Paddy
- Sucking Pest in Cotton , Low Caterpillar attack in Cotton & Soybean
- Weeds in Paddy & Sugarcane
 - Reduced sprays due to continuous rains

Crop Prices in India Minimum Support Prices for Kharif Crops



Rainfall : Normal distribution

Winter
Jan - Feb

Pre
monsoon
Mar - May

Monsoon
Jun - Sep

Post
Monsoon
Oct - Dec

41 mm

3%

131 mm

11%

879 mm

75%

126 mm

11%

High Significance for Kharif Crop

Normal = 1177 mm, (100%)

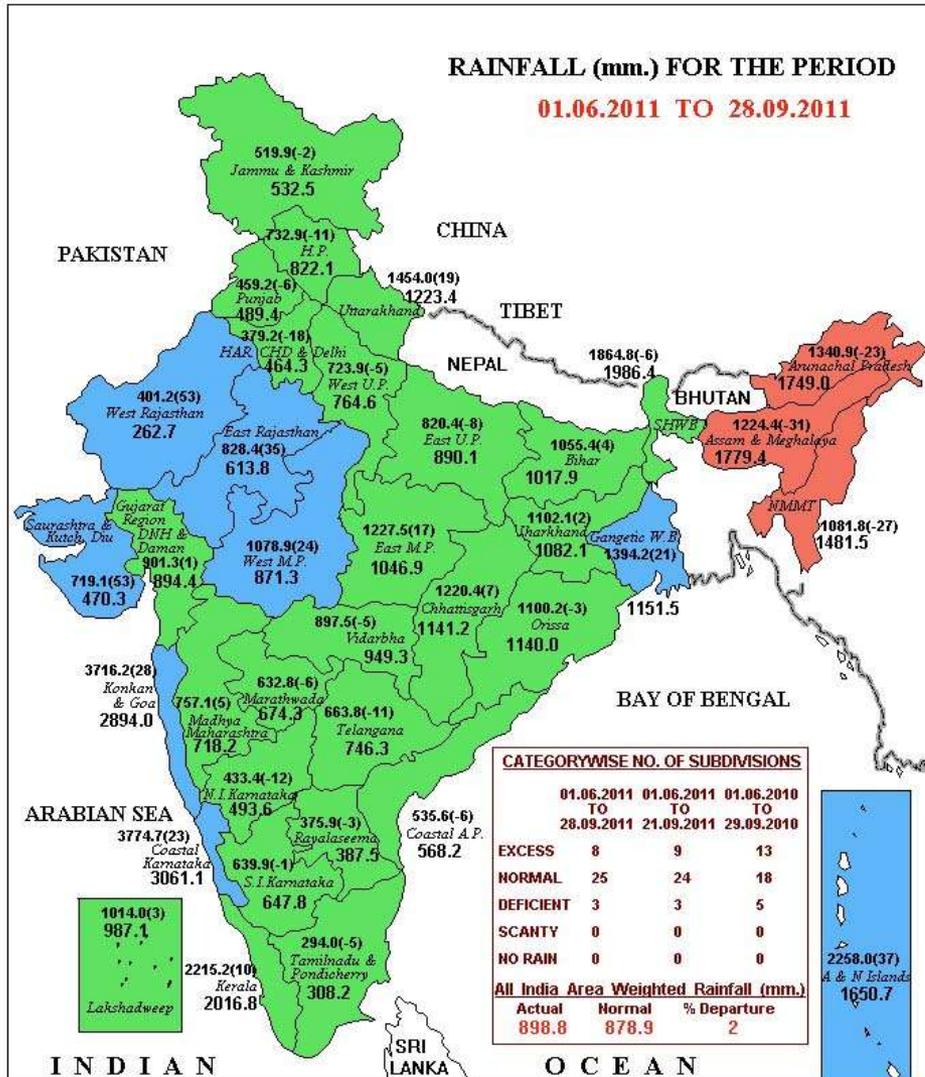
32 mm
(20%)

116 mm
(11%)

898 mm
(2%)

भारत मौसम विज्ञान विभाग
INDIA METEOROLOGICAL DEPARTMENT

RAINFALL (mm.) FOR THE PERIOD
01.06.2011 TO 28.09.2011



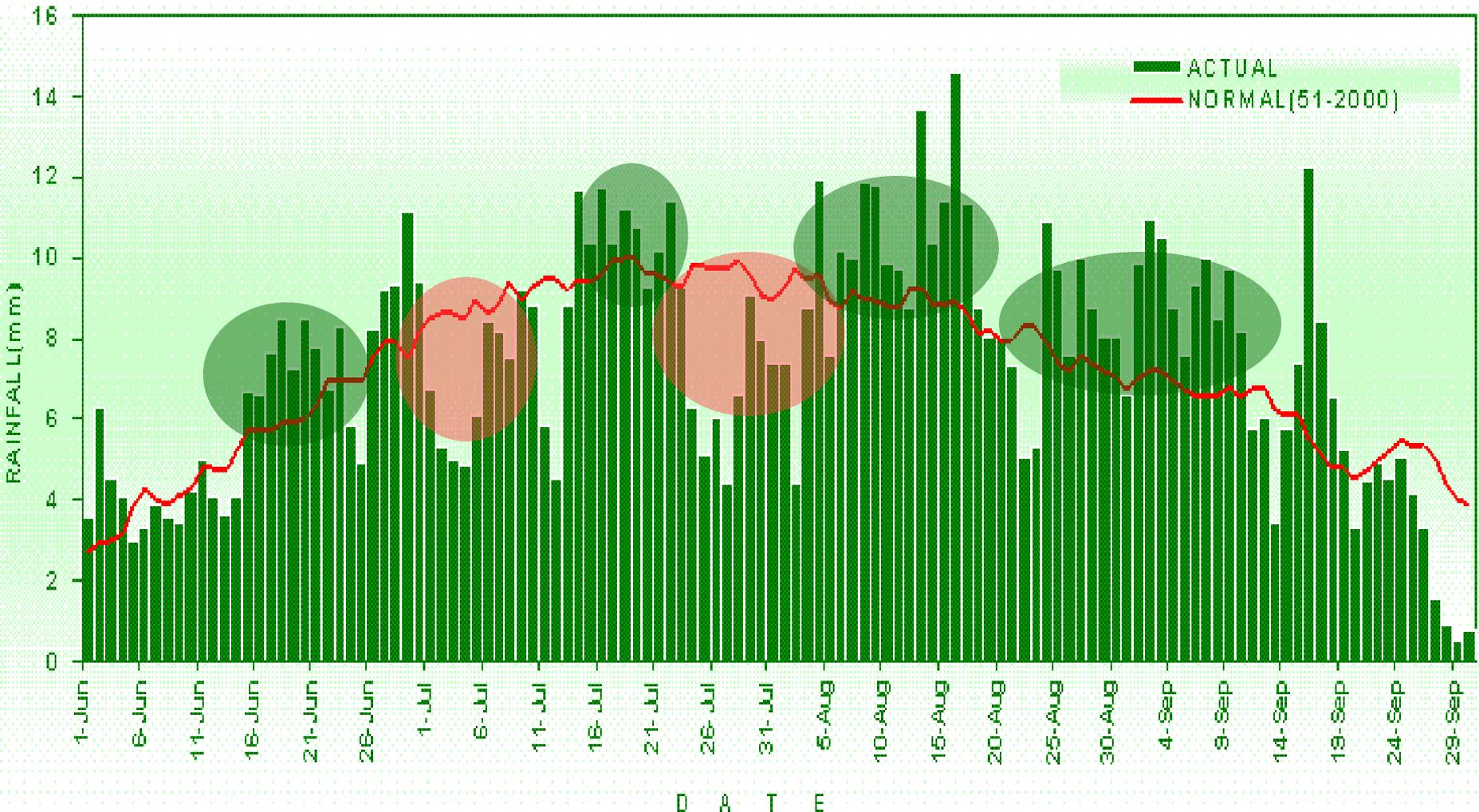
South West Monsoon
1st June to 28th September, 2011

- Scanty (-60% to -99%)
- Deficient (-20% to -59%)
- Normal (+19% to -19%)
- Excess (+ 20% & more)

For the country as a whole
Normal SW Monsoon
Rains excess by 2%

Erratic Monsoon

DAILY MEAN RAINFALL (mm) OVER THE COUNTRY AS A WHOLE (2011)



D A T E

Area under major Kharif Crops

•Status as on 30th Sep 2011

Crop	Normal area for Whole Kharif	Area sown on 30th September, 2011	Area sown on 30th September, 2010	% Change	% of Normal Area
Paddy	394	384	350	10%	97%
Pulses	107	110	121	-9%	103%
Sugarcane	45	51	49	4%	113%
Oil seeds	177	180	175	3%	102%
Cotton	94	120	110	9%	128%

Crop	Normal area for Whole Kharif	Area sown on 30th September, 2011	Area sown on 30th September, 2010	% Change	% of Normal Area
Soyabean	96	103	93	11%	107%
Groundnut	56	43	50	-14%	77%

Crop	Normal area for Whole Kharif	Area sown on 30th September, 2011	Area sown on 30th September, 2010	% Change	% of Normal Area
Redgram	36	39	46	-15%	108%
Green Gram	26	24	28	-14%	92%
Blackgram	23	24	25	-4%	104%

Paddy :

Higher area coverage has been reported from West Bengal, Bihar, Jharkhand, Uttar Pradesh, Madhya Pradesh and Tamil Nadu.

Cotton :

Higher area coverage has been reported from Gujarat, Rajasthan, Maharashtra and Haryana .

Oilseeds :

Higher area coverage has been reported from Maharashtra, Madhya Pradesh, Uttar Pradesh and Rajasthan.

Coarse Cereals:

Higher area coverage has been reported from Madhya Pradesh, Andhra Pradesh, Assam and Jammu & Kashmir.

Crops Status

* Area (in Lac Ha)

Crop	Acreage	Pest Incidence	Usage of Crop Protection Molecules
Rice	Green	Yellow	Yellow
Pulses	Yellow	Yellow	Yellow
Sugarcane	Green	Yellow	Yellow
Cotton	Green	Yellow	Yellow
Soyabean	Green	Green	Green

Monsoon Positives

Volume and Spread:

- The rainfall was 2% above normal, contrary to the estimate of below normal rainfall.
- 92% of India received normal or excess rainfall.
- 33 of the 36 sub divisions have received Excess/ Normal rainfall as compared to 31 last year.

Crops Acreage :

- The acreage of Paddy , Cotton, Sugarcane and Oilseeds increased over last year due to good rains . (Sowing Acreages) .
- High soil moisture has also led to the expectation of increased Rabi acreages this Year.

Dams & Reservoir Status:

- Rise in the storage levels of 81 important reservoirs.
- Overall reservoir levels are above last 10 years avg.
- Ample storage has increased the scope for the Rabi crops.

**BEST MONSOON IN LAST 50 YEARS on Avg. basis.
BOUNTIFUL KHARIF CROP EST 245 Million TONS**

Monsoon Negatives

Distribution:

- The rains arrived early , three days before scheduled arrival.
- But there was deficient by 24 % vs normal till the middle of July.
- August was normal overall.
- September was 10% above normal ,(Contrary to the fact that western and northern parts had above avg. rains while Southern India had deficient.)

Sudden Breaks :

- The slowdown in the month of last week of June and July impacted the Sowing of Cotton , Pulses and Coarse grains in early stages.
- Delayed retreating monsoon may impact the Quality of the yield and delayed harvesting.

Impact of Monsoon on Industry

Increasing Acreages of Crops:

- The acreages of the paddy cotton and Oil seeds increased considerably over last year.

Crop Protection Chemicals Usage:

- It was anticipated that it will lead to increased pesticide usage but erratic rainfall led to the conservative use of the plant protection molecules by the farmers.
- Over all the low value products had a good growth over the specialty molecules in the cotton and Paddy.

Farmer Sentiments:

- Intermittent rains in the month of the September led to the missed sprays.
- Farmers were also conservative in using the high price molecules as the farmers were not seeing the benefits from the same.

Metahelix Crop and Business Environment

- Seeds business is seasonal
 - ~70 % of sowings of field crops (excluding wheat) occur during the Kharif season (May-July)
- Fixed expenses – same run rate
- Most of post-sales promotional activities (field days, etc.) happen during this time.
- Continuous rains in the North and the East affected sowings of a few crops particularly pearl millet and vegetables
- The overall millet market reduced by about 25%

Rallis Team : Responses to Conditions

➤ **Close track of environment / segment wise dependence.**

- ✓ **Project Whitegold**
- ✓ **Megabrands**
- ✓ **Brand Premium**



➤ **Eagle**

- ✓ **Proper planning , Saksham and Grahak Bandhan**
- ✓ **Ability to focus on areas / segments of opportunities**



➤ **Agility in responding to the Market Needs**

- ✓ **Product launches**
- ✓ **Through focused relationship building with key customers**



Rallis Team : Responses to Conditions

➤ *Investments in Relationships*

Farmers

✓ *Intensified activities
under Rallis Kisan
Kutumba*

**Channel
Partners
(Retailers)**

**ANUBANDH,
BHAGIDAARI SABHA
Channel Relationship
programme at Retailer
level**

**International
Institutional
Customers**

*Intensified development
support to International
customers*

Q-2 WINS





MoU Signing with Govt. Of Maharashtra for yield improvement as well as improved quality which will enable farmers to get more benefits.





9 New Products Launched

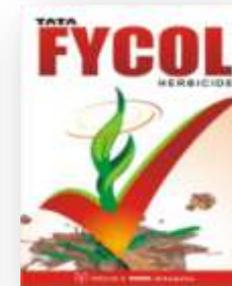
✓ Insecticides.

- ✓ Spinosad
- ✓ Fipronil
- ✓ Fenpyroximate



✓ Herbicides.

- ✓ Oxyfluorfen
- ✓ Cyhalofop butyl
- ✓ Fenoxaprop ethyl
- ✓ Imazethapyr



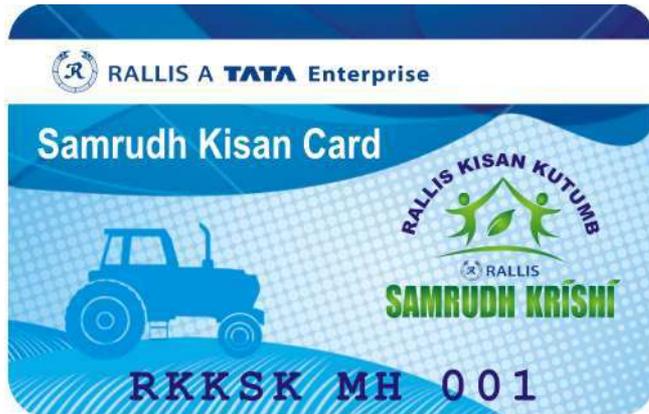
✓ Fungicides.

- ✓ Dimethomorph 50% WP
- ✓ Azoxystrobin



Samrudh Krishi

Initiated at Maharashtra and Starting shortly at Gujarat



An Agri Services programme by Rallis which can leverage the Agri. expertise, Reach and Farmer-connect of Rallis and increasingly available ICT led knowledge to provide solutions to farmers.



Various initiatives under Samrudh Krishi

Tata Rallis Agri Training School (TRATS)



Currently
Operational
At three
Locations

- Bolpur
- Baramati
- Dharwad

Planning to roll
out at 7 more
locations.



Inaugural ceremony of TRATS at Bolpur on 9th September



Participants In the Session



Training session at Baramati



First batch - Bolpur



Manufacturing



Turbhe



Akola

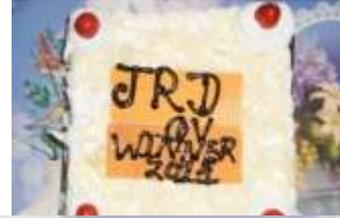


Lote

QIMPRO 2011 GREENING INITIATIVE EXCELLENCE AWARD

**Merit of excellence certificate-2010, from National safety Council, Maharashtra.
(Zero Accident Frequency Rate for continuous three year period 2008,2009,2010)**

Celebrating JRDQV Award for Business Excellence



Highlights

- **Market presence stronger (healthy revenue growth)**
- **Power of the Brands**
- **Portfolio of solutions : new products range**
- **International Business growth**
- **EBIDTA margin at 20%**
- **New initiatives in motion:**
 - **Metahelix : value-accretive**
 - **More Pulses programme (Mah MoU)**
 - **Dahej production ramp up**
 - **MegaBrands**
- **Innovative models**
 - **Samrudh Krishi**
 - **Agri Training school**
- **Several external recognitions : Safety, Innovation**
- **Benchmark in Business Excellence : JRDQV Award winner**

