



## RALLIS INDIA LIMITED

Corporate Identity No. L36992MH1948PLC014083

### PRESS RELEASE

For immediate use

**PRESS RELEASE**

**Rallis Q4 sales up 16%; profits rise by 72%**

**Board recommends final dividend of Rs. 1.40 per share (Total Rs. 2.40 per share)**

**Mumbai, 22<sup>nd</sup> April, 2014:** Rallis India Limited, a TATA Enterprise and a leading player in the Indian crop protection industry announced the financial results for the quarter and year ended 31st March 2014.

#### **Consolidated Key Highlights – Q4**

During the quarter ending 31<sup>st</sup> March 2014 (Q4), Rallis India registered a 16% rise in the net sales at Rs. 324 crs (Rs. 279 crs previous year). Profit After Tax (PAT) jumped by 71% to Rs. 19 crs (Rs. 11 crs previous year) with an improvement of 240 bps in the EBITDA margin.

The quarter performance was driven by both increase in volumes as well as value improvements due to price adjustments necessitated by the cost increases through the year. The margin improvement also reflected the gains from operating efficiencies, better cash management, tighter working capital control and lower interest costs. During the quarter the farmer relationship programs such as Rallis Kisan Kutumba, Samrudh Krishi, etc gained momentum and investments were made into both field and development activities.

#### **Consolidated Key Highlights – FY14**

For the financial year ended 31<sup>st</sup> March 2014, the Company net sales grew by 20% to reach a new high at Rs. 1726 crs (Rs. 1440 crs). PAT at an all-time high of Rs. 152 crs (Rs. 119 crs) smartly rose by 28% to scale a new milestone. EBITDA margin for the year also improved by around 50 bps to touch around 15.10%.

**Commenting on the performance, Mr. V Shankar, Managing Director and CEO, Rallis India** said, "I am pleased that the Company has scaled a new milestone of Rs. 1800 crs in gross revenues. While this has been a good monsoon year overall, the rainfall conditions through the agricultural seasons have not been conducive throughout. With intense farmer level activities our key brands have continued to serve well the needs of the farming community driving our relationships forward. The year saw good growth in volumes in both domestic and international businesses, and we also saw value firm-up as the year progressed".

Contd on...pg.2/-



RALLIS

....2 ....

Commenting further on the Non-Pesticides Portfolio (NPP), Mr. Shankar added that "Our focus on the new initiatives continued and brought in good progress during the year with the NPP portfolio contributing to over 30% of our revenues. Our customer relationship building activities Rallis Kisan Kutumba (**RKK**), Grow More Pulses (**MoPU**), Samrudh Krishi (**SK**), etc moved to the next orbit with significant increases in farmer contact and field level productivity improvement programs. Geogreen, the new Organic Manure introduced during the year, has been accepted well by the farmers, who are able to see crop productivity improvement through its usage".

The Company continued its investments in strengthening its key brands (Mega Brands) and development of new solutions. The Innovation Turnover Index for the year stood at 15%.

Dahej Plant operated at full capacity and contributed well to the Company's growth. Some products have been added and there have been new beginnings in the contract manufacturing space. International Business grew both by volume and value terms contributing to 33% of the Company revenues.

The Board has recommended a Final Dividend of **Rs.1.40** per share, taking the total dividend for the year to **Rs.2.40** per share (**240%**).

#### **About Rallis India**

Rallis is known for its manufacturing capabilities in crop protection chemicals and various types of chemistries with ability to develop new processes and formulations supported by the capacity to register new products. It has contract manufacturing alliances with several multinational agrochemical companies.

Rallis is one of India's leading agrochemicals companies, with a century old tradition of servicing rural markets and a comprehensive portfolio of crop care solutions for Indian farmers. The Company is known for its deep understanding of Indian agriculture, sustained relationships with farmers, quality agrochemicals, branding and marketing expertise and its strong product portfolio. Rallis is increasingly marking its presence as a holistic agri solutions Company by helping farmers with its technical expertise, range of agri products from seeds to nutrition to protection and agronomy knowledge, to drive agricultural productivity adding value and changing the lives of farmers.