

## Paper, Paper Products & Wood-Based Decorative

### Orient Paper & Industries Limited

#### 1. Company Overview & Contact details

Company Details and Overview	
<b>Sector</b>	Paper & Paper Products
<b>Turnover</b>	INR 24,906.4 million
<b>Chairman/MD/CEO/President</b>	Mr. C.K. Birla
<b>No of branches/offices</b>	8
<b>Number of Employees</b>	3,807
<b>No of subsidiaries</b>	2
<b>Parent Company(If any)</b>	C K Birla Group
<b>Market Capitalisation</b>	INR 16,369 million
<b>Company Overview</b>	Incorporated in 1939 with a single paper machine and now a multi-product, multi-location company, that's much more than paper. That's Orient Paper and Industries Limited, a proud member of one of the premier and most dynamic business houses of India, the C K Birla Group. The C K Birla Group has promoted and established a large number of industrial undertakings manufacturing a diverse range of products such as automobiles, earthmoving equipment, engineering products, ball bearings, building materials, chemical plants and software development etc.
<b>Contact Details</b>	9/1, R. N. Mukherjee Road, Kolkata, West Bengal, PIN - 700 001 Phone:+91 33 30573700 /+91 33 30410900 Fax:+91 33 2243 0490 E-mail: <a href="mailto:info@orientpaperindia.com">info@orientpaperindia.com</a> Website: <a href="http://www.orientpaperindia.com">http://www.orientpaperindia.com</a>
<b>Rating (CARE)</b>	AA- (Fund Based – Long Term)

#### 2. Management Type & Share holding

The company has a mix of family and professionals in its management.

##### 2.1 Key People

Name	Designation
Mr. C. K. Birla	Chairman
Mr. M. L. Pachisia	Managing Director
Mr. N. K. Saha	CEO, Paper division
Mr. S. B. Bhaiya	President, (Fans and Appliances Businesses)
Mr. Himanshu Dalvi	President (Lighting Business)

## 2.2 Share Holding Pattern

Category	No. of Shares	Percentage
Promoters	N.A.	N.A.
Institutions	N.A.	N.A.
Non-Institutions	-	-

## 3. Categories of businesses & Subsidiaries

### 3.1 Business Areas

Business	Business/ Brand/ Product Description
Paper Mills	It is one of India's major players in paper with a wide range of writing, printing, industrial and specialty papers.
Cement	Orient Cement's state-of-the-art manufacturing facility at Devapur in Andhra Pradesh and at Jalgaon in Maharashtra.
Fans	Orient Fans introduced the cutting edge technology, revolutionary invention and the most sought after benchmark in the fan industry.

### 3.2 Subsidiaries

Subsidiaries	Description
Orient Cement	It is amongst leading manufacturers of quality cement & related value added products at low delivered cost, using world class technology. Located at Devapur in Adilabad District in Andhra Pradesh along with a split-grinding unit at Jalgaon, Maharashtra, with total capacity to produce 3.4 million tones of cement per annum.
Orient Fans	Orient Fans is one of India's leading brands in fans and lighting solutions. Orient Fans has emerged as the largest manufacturer and exporter of fans in the country.

## 4. Growth strategy and business model

OCIL has decided to demerge its cement business as Orient Cement. The board, shareholders and creditors of OPIL have approved the scheme for a classical de-merger with mirror shareholding. Its target date would be April 1, 2012. OPIL and Orient Cement Ltd have filed applications in the High Court of Orissa for demerger.

The company plans to set up a green field cement plant of 3 mn tonnes per annum (MTPA) capacity and 50 MW capacity captive power plant at Chitapur, in Gulbarga district of Karnataka. The plant will be spread over 1,600 acres. Land acquisition has reached an advanced stage. The plant is expected to be operational by FY2015. The company is also setting up a 55 MW power plant at its paper division at Amlai. The company expects to commission the plant during FY2013; it is expected to have 15-20 MW surplus power. OPIL has entered the home appliances space, marketing its products under the brand name "OrientActus". The range comprises kitchen appliances, irons, water heaters and air coolers.

## 5. Foreign collaboration

Name of The company	Description
Pan African Paper Mills (EA) Limited, Kenya	Manufacturer of pulp, paper and paperboard

## Seshasayee Paper and Boards Limited

### 1. Company Overview & Contact details

Company Details and Overview	
<b>Sector</b>	Paper & Paper Products
<b>Turnover</b>	INR 6,160.5 million
<b>Chairman/MD/CEO/President</b>	Mr. N Gopalaratnam
<b>No of branches/offices</b>	3
<b>Number of Employees</b>	1,321
<b>No of subsidiaries</b>	-
<b>Parent Company(If any)</b>	ESVIN Group
<b>Market Capitalisation</b>	INR 2,530 million
<b>Company Overview</b>	SPBL, incorporated in June 1960, was promoted by Seshasayee Brothers (Pvt) Limited in association with a foreign collaborator M/s Parsons and Whittemore, South East Asia Inc., USA. SPB commenced commercial production in December 1962, on commissioning a 20,000 TPA integrated facility, comprising a pulp mill and two paper machines (PM-1and PM-2). The company operates in the W&P paper and paperboard (industrial paper) segments. Initially, it was largely present in the lower quality paper segments, primarily cream wove and kraft paper, but it has gradually moved to high-value segments over the last few years. Paper is the only reportable segment of The company. SPBL operates an integrated pulp, paper and paper board mill at Pallipalayam in Tamil Nadu. The company has a paper manufacturing capacity of 115,000 TPA, as on 31st March 2012.
<b>Contact Details</b>	Pallipalayam, Namakkal District,,Cauvery RS PO Erode Tamil Nadu 638007 <b>Tel:</b> +91 4288-240221 04288-240222 <b>Fax:</b> +91 4288-240229 <b>Email:</b> <a href="mailto:investor@spbltd.com">investor@spbltd.com</a> <b>Web:</b> <a href="http://www.spbltd.com">http://www.spbltd.com</a>
<b>Rating</b>	-

### 2. Management Type & Share holding

#### 2.1 Key People

Name	Designation
<b>Sri N. Gopalaratnam</b>	Chairman & Managing Director
<b>Sri K. S. Kasi Viswanathan</b>	Deputy Managing Director
<b>Sri V. Pichai</b>	Director (Finance) & Secretary
<b>Sri S. Kannan</b>	President (Commercial)
<b>Sri A. K. Mehrotra</b>	President (Technical)

## 2.2 Share Holding Pattern

Category	No. of Shares held	Percentage
<b>Promoters</b>	4,737,376	42.11
<b>Institutions</b>	2,712,997	24.12
<b>Non-Institution</b>	3,799,627	33.77

## 3. Categories of businesses & Subsidiaries

### 3.1 Business Areas

Division	Business /Products/Brands Descriptions
<b>Manufacturing</b>	The company is into manufacturing of paper and paper products.

### 3.2 Subsidiaries

The company does not have any subsidiary.

## 4. Growth strategy and business model

Subburaj Papers Limited (SPL) was acquired by the company in FY2011. After take over, the name of SPL was changed to SPB Papers Limited (SPBPL). SPBPL's waste paper pulp based paper mill is located at Tirunelveli (Tamil Nadu). This unit is located close to Tuticorin port, which gives it logistical advantage for export of paper and import of pulp, fuel and recovered fibre. It is also in close proximity to major consumer segment in Sivakasi and Kerala, which help The company to tap these markets. The company is planning to amalgamate SPBPL with SPBL and give effect to the amalgamation with effect from April 2012.

The company had taken the initiative of stepping-up exports of the wood free varieties and resorting to high volume 'Contract Orders' – albeit – at lower margins to combat the floundering domestic market.

## 5. Foreign collaboration if any

The company does not have any collaboration with foreign company.

## Star Paper Mills Ltd.

### 1. Company Overview & Contact details

Company Details and Overview	
<b>Sector</b>	Paper & Paper Products
<b>Turnover</b>	INR 2,407.1 million
<b>Chairman/MD/CEO/President</b>	Mr.G.P. Goenka
<b>No of branches/offices</b>	4
<b>Number of Employees</b>	-
<b>No of subsidiaries</b>	2
<b>Parent Company(If any)</b>	Duncan Goenka Group.
<b>Market Capitalisation</b>	INR 200 millions
<b>Company Overview</b>	Incorporated in 1936, SPML is part of the Duncan Goenka group, headed by Mr. G P Goenka. The company's mill at Saharanpur (Uttar Pradesh) has four paper machines, with aggregate capacity to manufacture 75,000 TPA. SPML has a presence of 70 years in the paper industry and has a distribution network of 60 dealers having a pan-India presence. The company possesses a wide product portfolio comprising industrial and cultural papers. The company's industrial paper range includes absorbent kraft, poster ARSR, stiffner cover, maplitho braille, ribbed kraft, etc. The company also manufactures a variety of cultural papers like SS maplitho, premier maplitho, MG cover paper, pulp board and business communication papers such as "Star Copier 2K", azurelaid paper, etc. SPML's major clients include Hindustan Unilever, Greenply, Eveready Industries, Golden Laminates, Pearson Education (Singapore), Century Laminating, and major publishers in India.
<b>Contact Details</b>	Duncan House, 2nd Floor, 31-Netaji Subhas Road, Kolkata - 700 001., West Bengal. Phone : +91 33 - 22427380-82 Fax : +91 33 - 22427383 E-mail : star.cal@starpapers.com Web Site : www.starpapers.com
<b>Rating</b>	-

### 2. Management Type & Share holding

#### 2.1 Key People

Name	Designation
Mr.G. P. Goenka	Chairman
Mr. Madhukar Mishra	CEO
Mr. C. M. Vasudev	Director
Mr. Shrivardhan Goenka	Director

## 2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoters	8,282,219	53.06
Institutions	1,264,683	8.10
Non-Institutions	6,061,448	38.83

## 2. Categories of businesses

Division	Description
Cultural Papers	Writing & Printing, Business Communication
Industrial Papers	Decorative / Industrial Laminates, Soap Wrapper/Biscuit/Bakery Packing
Other Grades	Defence/Ammunition Packing

### 3.1 Subsidiaries

No subsidiaries

### 4. Growth strategy and business model

The company is heavily dependent on power generated through gensets and supply from state electricity boards. The company, therefore, has plans to set up a steam turbine-based power plant of 15 MW to reduce power costs. The company also plans to set up a bagasse-based digester plant to reduce its dependency on wood for raw material by planning 40 percent dependency on bagasse. The company's presence near the sugar belt of Uttar Pradesh would also help it procure bagasse. The total capex planned for both i.e. bagasse-based digester and steam turbine plant is INR 800 million and will be funded in a debt: equity mix of 4:1.

### 5. Foreign collaboration if any

The company does not have any foreign collaboration.

## Ballarpur Industries Ltd.

### 1. Company Overview & Contact details

Company Details and Overview	
<b>Sector</b>	Paper & Paper Products
<b>Turnover</b>	INR 10,943.5 million
<b>Chairman/MD/CEO/President</b>	Mr. Gautam Thapar (Chairman)
<b>No of branches/offices</b>	7
<b>Number of Employees</b>	2,213
<b>No of subsidiaries</b>	9
<b>Parent Company(If any)</b>	Avantha Group
<b>Market Capitalisation</b>	INR 14,940 million
<b>Company Overview</b>	Ballarpur Industries Limited (BILT) was incorporated in 1945. It is a part of the USD 3 billion (bn) Avantha group. BILT is India's largest manufacturer and exporter of paper, with a strong presence in all segments of the usage spectrum, including writing and printing (W&P) paper, industrial paper and speciality paper.
<b>Contact Details</b>	Corporate Communications, Ballarpur Industries Ltd., First India Place, Tower C, Mehrauli - Gurgaon Road, Gurgaon, Haryana - 122002, India Phone: +91 124 2804 242/43 Fax: +91 124 280 4260-61 Email: <a href="mailto:corpcom@bilt.com">mailto:corpcom@bilt.com</a> Website: <a href="http://www.bilt.com">http://www.bilt.com</a>
<b>Rating</b>	-

### 2. Management Type & Share holding

The company has a mix of family and professionals in its management.

#### 2.1 Key People

Name	Designation
Mr. Gautam Thapar	Chairman
Mr. R. R. Vederah	Executive Vice Chairman & Managing Director
Mr. B. Hariharan	Group Director - Finance

#### 2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoters	323,960,685	49.42
Institutions	248,414,407	37.90
Non - Institutions	83,148,624	12.68

### 3. Categories of businesses & Subsidiaries

#### 3.1 Business Areas

Division	Business /Products/Brands Descriptions
<b>Printing</b>	The Ballarpur Group is the largest manufacturer of writing and printing paper in India. Bilt Paper PLC is focused on the manufacture of bulk coated and uncoated paper and viscous grade fibre while rest of the Ballarpur Group will focus on the manufacturing of copier paper, speciality paper and tissue paper and retail and OSSB.

#### 3.2 Subsidiaries

Name	Description
<b>Premier Tissues (India) Limited (PTIL)</b>	A wholly owned subsidiary
<b>BILT Tree Tech Limited (BTTL)</b>	A wholly owned subsidiary

#### 4. Growth strategy and business model

The company is primarily focusing on capacity expansion of its current manufacturing units in order to gain a higher market share.

#### 5. Foreign collaboration

The company does not have any foreign collaboration.



## The Sirpur Paper Mills Limited

### 1. Company Overview & Contact details

Company Details and Overview	
<b>Sector</b>	Paper & Paper Products
<b>Turnover</b>	INR 4,106.1 million
<b>Chairman/MD/CEO/President</b>	Mr. Ranjan Kumar Poddar
<b>No of branches/offices</b>	3
<b>Number of Employees</b>	-
<b>No of subsidiaries</b>	-
<b>Parent Company(If any)</b>	-
<b>Market Capitalisation</b>	INR 595 million
<b>Company Overview</b>	Incorporated in 1938, the Sirpur Paper Mills Ltd. is one of the largest manufacturers of variety and colour paper in India. Its production commenced in 1942-43 with a capacity of 5,000 TPA (under the management of M/s Hyderabad Construction Company Limited). In 1953, the government of Hyderabad entrusted M/s. Birla Brothers Private Ltd. with the management of the company as managing agent. The company became board-managed, following the abolition of the managing agency system in 1970. Eventually, the management was taken over in 1994 by Shri Ranjan Kumar Poddar and Shri Devashish Poddar. Since then, the company has embarked on capacity expansion and modernisation; installed capacity will now increase from 83,550 TPA (paper and paperboard) to 138,300 TPA, following the completion of an on-going expansion program. The company's wide range of products are marketed in India and internationally in Sri Lanka, Malaysia, Bangladesh, Nepal, UAE, South Africa, Singapore, Nigeria and Mauritius. The company's registered office is in Hyderabad and corporate office is in Gurgaon.
<b>Contact Details</b>	5-9-22/1/1, 1st floor, Adarshnagar, Hyderabad 500 063, Andhra Pradesh. Phone :+91 40-2324 0244/2323 1134 Fax :+91 40-23232470 Email : <a href="mailto:tshyamsundar@sirpurpaper.com">mailto:tshyamsundar@sirpurpaper.com</a> Website: <a href="http://www.sirpurpaper.com">http://www.sirpurpaper.com</a>
<b>Rating</b>	-

### 2. Management Type & Share holding

#### 2.1 Key People

Name	Designation
Mr. Ranjan Kumar Poddar	Chairman
Mr. Devashish Poddar	Vice-Chairman and Managing Director
Mr. Rameshwar Lall Lakhota	Executive Director
Mr. Sudhir Jalan	Director
Dr. M. S. Rajajee	Director
Mr. Laxminiwas Sharma	Director
Mr. P. Vaman Rao	Director
Mr. Rakesh Bhartia	Director
Ms. Poonam Bodra	Director

## 2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
<b>Promoters</b>	7,371,374	46.42
<b>Institutions</b>	1,883,223	11.86
<b>Non-Institutions</b>	6,625,303	41.72

## 3. Categories of businesses

### 3.1 Business Areas

Manufacturing of paper and paper products which includes writing, printing, typewriting, duplicating, and cream wove, maplitho, ledger, bank account book paper, bond, parchment, fancy wrapping, pastel paper, industrial Kraft, base paper for coated paper, duplex board and triplex board. It also manufactures papers from rags.

### 3.2 Subsidiaries

The company does not have any subsidiary.

## 4. Growth strategy and business model

SPML is a small-sized player which primarily operates in the W&P segment. In recent years, The company's product mix has been shifted to W&P paper from industrial paper, as this variety earns higher realisations. In FY2011-12, the contribution of W&P paper towards total revenue was 78 percent while the rest was from paperboard. The company has a significant presence in the low-value cream wove and maplitho segments.

Last couple of years, the company embarked on a mill development plan structured around the following objectives:

- 1 Increasing mill capacity from 83,550 TPA to 138,300 TPA
- 2 Eliminating elemental chlorine in bleaching
- 3 Re-burning lime sludge
- 4 Making the mill more environment friendly and meeting the current standards stipulated for the paper industry
- 5 Reducing the energy and water consumption
- 6 Retaining flexibility in product mix and further enhancing varieties of paper

## 5. Foreign collaboration if any

The company does not have any foreign collaboration.

## Century Plyboards (I) Ltd

### 1. Company Overview & Contact details

Company Details and Overview	
<b>Sector</b>	Decoratives - Wood Based
<b>Turnover</b>	INR 11,982.9 million
<b>Chairman/MD/CEO/President</b>	Mr. Sajjan Bhajanka (Chairman)
<b>No of branches/offices</b>	5 manufacturing units
<b>No of subsidiaries</b>	9
<b>Parent Company(If any)</b>	-
<b>Market Capitalisation</b>	INR 12,973.3 million
<b>Company Overview</b>	Century Plyboards (India) Limited was incorporated in 1982 and is based in Kolkata, India. Century Ply is the largest seller of plywood and decorative veneers in the Indian organized plywood market, catering to both residential as well as commercial consumers with a range of products that are attractive, durable and safe.
<b>Contact Details</b>	6, Lyons Range, Kolkata West Bengal 700001 <b>Tel:</b> +91 33-39403950 <b>Fax:</b> +91 33-22483539 <b>Email:</b> <a href="mailto:arun@centuryply.com">arun@centuryply.com</a> <b>Website:</b> <a href="http://www.centuryply.com/">http://www.centuryply.com/</a>
<b>Rating</b>	CRISIL A+ (Long-Term Bank Facility); CRISIL A1 (Short Term Bank Facility)

### 2. Management Type & Share holding

The company has a mix of family and professionals in its management.

#### 2.1 Key People

Name	Designation
Mr. Sajjan Bhajanka	Chairman
Mr. Hari Prasad Agarwal	Vice Chairman
Mr. Sanjay Agarwal	Managing Director
Mr. Sri Vishnu Khemani	Managing Director
Mr. Sri Prem Kumar Bhajanka	Managing Director

#### 2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoters	161,929,377	72.88
Institution	2,150,000	0.97
Non Institution	58,100,000	26.15

### 3.1 Business Areas

Division	Business / Brand / Product descriptions
<b>PLYWOOD</b>	Centuryply is by-far, the undisputed leader with a plethora of award winning as well as innovative products. The signature plywood products are used extensively in commercial and domestic settings.
<b>DECORATIVE LAMINATES</b>	Centuryply uses a unique technology in which special resins impart extra strength to its laminates, making them highly resistant to scratch and abrasion.
<b>DECORATIVE VENEERS</b>	The decorative veneers from the house of Century are one-of-its-kind products, manufactured by pre-pressing – a breakthrough technology which helps in uniform distribution of moisture throughout the ply.
<b>MDF and PRELAM</b>	Centuryply offers world-class Medium Density Fiberboards (MDF) and Pre-Laminated particle boards (PRELAM)
<b>NESTA</b>	Nesta Furniture aims to provide authentic, stylish and exclusive furniture and home decor accessories at affordable prices to the Indian customers.

### 3.2 Subsidiaries

Division	Business descriptions
<b>Cement Manufacturing Company Limited (CMCL)</b>	Cement Manufacturing Company Limited (CMCL) is the largest cement manufacturer in north east India.
<b>Auro Sundram Ply &amp; Door Pvt. Ltd.</b>	Supplier and manufacturer of plywoods, blocks, boards
<b>Aegis Business Ltd. (ABL)</b>	The company deals in niche products critical for the day-to-day running of any integrated, large, medium or small steel plant / foundry.

### 4. Growth strategy and business model

The company's focus remained to grab premium market share. The 'CENTURLAMINATES' the brand under which company's laminates are being sold is today a symbol of quality and is attaining consumer preference. Like plywood, company is aspiring to achieve utmost customer confidence for its laminates and as such is focusing more on quality than quantity. The capacity expansion of laminate division is in planning stage. The company is continuing its focus on logistic service sector.

The company is India's leading plywood manufacturing company with a very strong brand image. "CENTURY PLY" – the brand name under which The company markets its products is known for quality. The company manufactures entire range of products, catering to different cost segments.

### 5. Foreign collaboration

The company does not have any foreign collaboration.

## Greenply Industries Ltd

### 1. Company Overview & Contact details

Company Details and Overview	
<b>Sector</b>	Decoratives - Wood Based
<b>Turnover</b>	INR 17,145.3 million
<b>Chairman/MD/CEO/President</b>	Mr. Shiv Prakash Mittal (Chairman)
<b>No of branches/offices</b>	40
<b>Number of Employees</b>	Over 4,500
<b>No of subsidiaries</b>	2
<b>Parent Company(If any)</b>	-
<b>Market Capitalisation</b>	INR 9,871.8 million
<b>Company Overview</b>	The company was formerly known as Mittal Laminates Private Limited and changed its name to Greenply Industries Limited in 1995. Greenply Industries Limited was founded in 1984 and is based in Kolkata, India. Greenply Industries Limited (GIL) is India's largest interior infrastructure company. Greenlam, the flagship decorative laminate brand from Greenply, is exported to more than 70 countries.
<b>Contact Details</b>	Near B.K. Market, 2 <sup>nd</sup> Floor, 16A Shakespeare Sarani, Kolkata <b>Tel:</b> +91-33-30515000 <b>Email:</b> <a href="mailto:sales.ply@greenply.com">sales.ply@greenply.com</a> <b>Website:</b> <a href="http://www.greenply.com">http://www.greenply.com</a>
<b>Rating (CARE)</b>	A- (Fund Based – Long Term)

### 2.1 Key People

Name	Designation
Shiv Prakash Mittal	Chairman
Saurabh Mittal	Joint Managing Director and CEO
Rajesh Mittal	Managing Director
Moina Yometh Konyak	Director
Susil Kumar Pal	Director

### 2.2 Share Holding Pattern

Category	No. of Shares Held	Percentage
Promoters	N.A.	N.A.
Institutions	N.A.	N.A.
Non-Institutions	N.A.	N.A.

### 3. Categories of businesses & Subsidiaries

#### 3.1 Business Areas

Division	Business/Brands/Products Description
<b>Decorative laminates</b>	Wide range of laminates to meet modern infrastructure needs
<b>Decorative veneers</b>	An exquisite range of decorative veneers that bring you the world's most striking timbers
<b>Plywood and Block Board</b>	High quality products for furniture partitions, paneling, cavity flooring, paneled floors, hoardings, false ceilings and other exterior-and semi-exterior applications
<b>Medium density fibreboard</b>	The most adaptable, eco-friendly, engineered panels available today are made from wood which is refined into fibres and then reconstituted with a resin binder at elevated temperatures to form panels finished into fibers and reconstructed with a resin binder bearing high temperatures.
<b>Restroom cubicles</b>	Long-lasting cubicles that are not only easy to maintain but comes with unprecedented 10 years warranty.

#### 3.2 Subsidiaries

Division	Business Descriptions
<b>Greenlam Asia Pacific Pte. Ltd., Singapore</b>	Covers the laminate markets in South East Asia
<b>Greenlam America, Inc., USA</b>	Engaged in marketing and distributing high-pressure laminates in North and South America.

#### 4. Growth strategy and business model

The company's strategies involve emphasizing on the R & D for making new products and creating better processes, improving the quality of existing products, improving interaction with research institutions and improving properties of materials.

The company's operating businesses are organized and managed separately according to the nature of products, with each segment representing a strategic business unit that offers different products and serves different markets. The identified segments are manufacturing and sale of plywood and allied products; laminates and allied products, and medium density fibre boards.

#### 5. Foreign collaboration

The company does not have any foreign collaboration.