

# Industrial chemicals

Revenues, 2008-09: Rs. 811.49 cr

Contribution to total operating revenues in 2008-09: 57.47 percent

## Snapshot

### Position

- ▶ One of the largest producers of Industrial Chemicals in India
- ▶ Largest manufacturer of Technical Prilled Ammonium Nitrate (TAN) in India
- ▶ The only manufacturer of Iso Propyl Alcohol in India

### Products

- ▶ Methanol
  - ▶ Dilute Nitric Acid
  - ▶ Nitric Acid (concentrated and strong)
  - ▶ Liquid Carbon Dioxide
  - ▶ Technical Ammonium Nitrate
- Brands of Ammonium Nitrate:
- + OPTIMEX (Low Density Prilled Ammonium Nitrate)
  - + OPTIFORM (Prilled Ammonium Nitrate)
  - + OPTISPAN (Prilled Ammonium Nitrate)
  - + OPTIBLAST (Prilled Ammonium Nitrate)
- ▶ Ammonium Nitrate Solution
  - ▶ Iso Propyl Alcohol



## Overview

DFPCL is among the leading Indian producers of Industrial Chemicals. These chemicals address the growing needs of industrial customers in the pharmaceuticals, DMT, pesticide, drugs and dye intermediates and refining of precious metals, resin, textile, fertiliser, rubber, petrochemical, fibre, polyester and mining chemicals, among others.

### Segment strengths

- ▶ **Assured feedstock availability:** The Company is well connected to the National Gas Grid to receive gas from multiple sources like RLNG, PMT, KG Basin and ONGC, among others.
- ▶ **Ammonia:** In addition to its in-house plant, the Company now has a 15,000 MT Ammonia tank at JNPT facilitating a make-or-buy option.
- ▶ **Superior service:** The division's customer service commitment is reflected in its direct customer base of over 1,000.

- ▶ **Logistical infrastructure:** The division has storage facilities at its plant site (Taloja), JNPT and Vishakapatnam port as well as a web-based truck tracking system. It provides customers with seamless supply, regardless of local or imported supply disturbances.
- ▶ **Technical support:** Trained chemical engineers provide prompt technical support to customers.
- ▶ **Robust customer portfolio:** The wide range of customers cover the pharma, agro-chemicals and mining, industries that provide the Company resilience against the cyclical impact of a single sector.

### Road ahead: 2009-10

- ▶ Commission the new 450 TPD Nitric Acid plant
- ▶ Develop and market cosmetic grade IPA across domestic and global markets
- ▶ Market US Pharmacopeia-certified IPA across domestic and global markets

# Agri-business

Revenues, 2008-09: Rs. 576.80 cr

Contribution to total operating revenues in 2008-09: 40.85 percent

## Snapshot

### Position

- ▶ One of the larger manufacturers of Nitro Phosphate in India with an installed capacity of 2.29 lac MTPA
- ▶ DFPCL's Mahadhan Saarrthie concept is poised to create competitive advantages out of agronomy and the Company's direct farmer linkages. R&D, together with a complete basket of techno-commercial services, helps workout the exact nutrient requirements for achieving higher predetermined yield targets and quality production through soil and plant specific nutrient solutions through customised and speciality fertilisers. This benefits farmers economically and makes them globally competitive through the Company's global output linkages

### Products and services

- ▶ Mahadhan Potash (MOP)
- ▶ Mahadhan Power (NP)
- ▶ Mahadhan Chetak (DAP)
- ▶ Bhoodhan
- ▶ Water solubles
- ▶ Micro-nutrients
- ▶ Bio-fertilisers
- ▶ Mixtures
- ▶ Agri Lab Services
- ▶ Mahadhan Saarrthie Centres

### Sectors

- ▶ Agriculture (for bulk and specialty fertilisers)

### Brands

- ▶ Mahadhan (umbrella brand)
- ▶ Bhoodhan

## Overview

DFPCL is one of India's most reputed manufacturers of Nitro Phosphate fertilisers (nitrogen in both nitrate and ammoniacal forms) and speciality fertilisers like Sulphur Bentonite. The Company's manufacturing facility is located at Taloja (Maharashtra). Its fertilisers are marketed under the prominent Mahadhan and Bhoodhan brand umbrella in Maharashtra, Andhra Pradesh, Karnataka, Gujarat, Madhya Pradesh, Punjab and Haryana. The Company markets a host of traded products through its channel, providing a holistic basket of offerings.

## Segment strengths

- ▶ **Natural gas:** The Company enjoys consistent natural gas supply through its owned pipeline.
- ▶ **International technology:** The Company uses the world's finest technology resulting in a consistent, high

quality Nitro Phosphate fertiliser output and Sulphur Bentonite.

- ▶ **Reach:** The Company's network of 4,335 dealers and sub-dealers ensure doorstep product delivery across 7 states.

## Road ahead: 2009-10

- ▶ Extend soil mapping to the district level of over 5,00,000 acres
- ▶ Further inroads into Speciality fertilisers
- ▶ Widen the Mahadhan Saarrthie initiative
- ▶ Focus on fruits and vegetables, which command premium realisations in the world's developed economies
- ▶ Enroll a larger number of farmers under GlobalGAP (good agriculture practices) to enhance their export eligibility to quality-conscious markets

# Value-added real estate services

First year of operations opening in a phased manner

## Snapshot

### Position

Ishanya is the largest design centre and specialty mall in India

### Location

Pune, Maharashtra



## Overview

Ishanya (meaning northeast, an auspicious *Vaastu* direction, as expressed in Sanskrit) is DFPCL's design centre and specialty mall spread across more than 5.5 lakh sq. ft. It is a single sourcing point for over 52 categories of products, services, materials and knowledge, drawn from across India and the world required for any space, design and beautification. Ishanya is the only centre in India to be endorsed by the Institute of Indian Interior Designers (IIID) and the Confederation of Construction Products and Services (CCPS).

## Segment strengths

- ▶ **Service:** Catering to the home/office owner, architect, designer, builder/ developer.
- ▶ **Business model:** Firmly established business model with nearly 1.5 million footfalls and 35 percent conversions to business.

- ▶ **All in a mall:** Ishanya's soothing layout makes it ideal for sensitive decision-making. One can browse for home or office needs, have a business conference or relax at its various sub-locations like the art gallery or the amphitheatre.
- ▶ **Size:** The mall has over 50 outlets, the key anchors being Home Town, @Home and Croma.
- ▶ **Superior facilities:** Equipped with a sophisticated fire detection system, fire fighting systems, CCTV and access control to tackle emergencies. The roofing is designed with special insulation to reduce energy consumption. Intelligent building systems enhance safety, energy conservation and efficiency. Rain water harvesting and waste management enhance ecological relevance.

## Road ahead: 2009-10

- ▶ Plug product gaps and enrich the customer experience
- ▶ Maximise occupancy levels
- ▶ Enhance and build intellectual capital through the