

From the desk of the Vice-Chairman and Managing Director

# Unleashing the Power of Focus

January 2008

An IBEF presentation called 'Opportunities Unlimited' said:

- India's GDP is the second fastest growing after China in 2006-07
- FDI inflows witnessed a growth of 185% over the previous year
- India is ranked second in the A.T. Kearney's FDI confidence index

India seemed to be finally, truly shining!





## SCALING NEW HEIGHTS



*Just six months later...*

June 2008...

Kaushik Basu, Professor of Economics at Cornell University said on BBC... *"Current inflation is not only the highest in the nation in the last eight years but the rate at which the inflation is rising is extremely high... Is this a passing cloud or a foretaste of the end of what has over the last four or five years been widely touted as India's economic take-off?" ....*

Are India's fundamental strengths so fragile that in six months we should see such a drastic change... Beyond the herd mentality driven by the fair weather fraternity, what Corporate India needs today, the most is, what it is best at...

### Strategic Focus

*"It is during our darkest moments that we must focus to see the light" – Aristotle Onasis*

Yes, we have a global crude price crisis and much slower than desired infrastructure support from the Government

but....

What we have is our ability to build solid and strategic intellectual capital to ride and multiply the base that we have created. Now it's the time that the wheat is separated from the chaff... It is going to be a time where we will have to strategically re-define the very essence of our existence by sharply asking the fundamental questions :

1. **Who is our real customer?**
2. **What is the true value that we bring to the table for him?**

At Deepak Fertilisers And Petrochemicals while we have indeed seen a record-breaking year, the times ahead will pose challenges. Yet, we clearly see tremendous opportunities emerge as we align

ourselves to intelligently ride on the continuing growth drivers of the country, namely :

- >> India stands on the fantastic threshold of redefining its Oil & Gas sector with the KG basin discoveries ready for monetisation before the year-end
- >> India's mineral prowess is slowly but surely breaking the walls of regulatory grip
- >> India's unbeatable strengths of Sun, Soil and Manpower are quietly but concretely penetrating the World's quality fruit and vegetable markets
- >> India's Middle-class population's size, its appetite and its discerning needs have seen just a scratch on the surface at its first tier cities.

These phenomenal potential zones of growth will find clear and profitable alignment as your Company

- exploits its underutilised capacities with the growing Gas availability
- feeds soil speciality fertilisers and finds further markets for its quality fruits and vegetables
- helps unleash the industrial explosives and contract mining businesses
- Taps into the ocean of discerning needs through speciality value-added real estate developments and intellectual property creation

*"The greatest thing in the world is not so much where we are, but in what direction we are moving" – Oliver Wendell Holmes*

The next few pages unfold not just where we are, but the directions that we are moving in as well...

Warm Regards,

S. C. MEHTA