Aditya Pittie, the Man

who Owns a Slice of

Patanjali's Success

Economy

Global Giants Commit ₹68,000cr **Investment in India's Food Space**

Pepsico, Amazon, Britannia and Coca Cola among cos that signed 13 MoUs at World Food India

Our Bureau

New Delhi: Some of the largest companies in India and abroad, including PepsiCo, Amazon and Britannia, have committed investments of \$10.24 billion, or about ₹68,000 crore, in the Indian processed foods space.

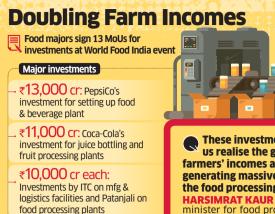
ITC, Coca-Cola, Cargill, Patanjali and Yes Bank, too, were among companies that signed 13 MoUs at the World Food India event here on Friday.

While beverages and snacks firm PepsiCo committed an investment of ₹13,300 crore for setting up a food and beverage plant, Coca-Cola said it will invest ₹11,000 crore in juice bottling infrastructure and fruit processing plants and equipment.

FMCG and hotels company ITC and ayurvedic products maker Patanjali said they will be investing ₹10,000 crore each in the sector. Ecommerce giant Amazon also committed investments in the food retail business, while Janani Foods, Metro, Cargill, Britannia, Hershey's, Blue Star India, Sharaf Group of the UAE and Yes Bank committed investments across food processing projects, manufacturing, exports and financing.

These investments will help us realise the goal of doubling farmers' incomes as well as generating massive employment in the food processing sector,' Union food processing industries minister Harsimrat Kaur Badal said. Earlier, inaugurating the three-day

event, Prime Minister Narendra Modi invited investors, saying there were



huge opportunities in post-harvest management, processing and storage. cold chain and refrigerated transportation, and organic and fortified foods. Nestle chairman Paul Bulckecongratulated the PM on India climbing 30 places in the World Bank ranking on ease of doing business. "This is relevant, impressive and will encourage investments in India," he said. Amanda Sourry, global president of food at Unilever, said: "India has been at the forefront of economic growth for the last few years and ranks itself in the top 10 in GDP terms," she said. "The opportunity of food in India is huge with a population of 1.3 billion people, emerging middle class, a youth segment larger than the



us realise the goal of doubling farmers' incomes as well as generating massive employment in the food processing sector HARSIMRAT KAUR BADAL, Union minister for food processing industries

entire population of the US and increasingrate of urbanisation,"Sourry said. Pieter Boone, CEO at Metro Cash and Carry, said the recent policy decisions to improve ease of doing business, strong encouragement to FDI, demonetisation and GST make India a viable place to invest. "Metro is convinced of India's potential. We are excited to join, explore opportunities to empower India's food economy and we are thrilled to be part of this journey," he said.

"India's consumption market is projected to triple to \$4 trillion by 2025 with the bulk of expenditure going into food products" ITC CEO Sanijy Puri said "Improvement in agricultural yields and increase in the level of processing from Step Up Infra India's food

VIEW and beverage consumption

is expected to triple in the next seven years. The fast growth likely in the food economy suggests huge potential for food processing and allied sectors. The way ahead is to rationalise taxes and levies, and ramp up infrastructure like quality power, modern logistics and reliable transport. The entire value chain needs proactive policy attention, so as to step up oversight, shore up quality standards and boost innovation.

the current 10% to 30% can increase the GDP by as much as five-fold," he said. Acharya Balkrishna, MD at Patanjali said Baba Ramdev's company would set up food processing units in six different locations in the country "for products ranging from biscuits to herb extrac tion". Coca-Cola president T Krishna kumar said the beverages giant's investments "will help catalyse the country's fruit processing industry by crea ting demand through new products. generating new opportunities for farmers, local suppliers and retailers".

PM Meets CEOs, Urges Deeper India Engagement

Kishore Biyani says foreign investors bullish on opportunity in India

Our Bureau

New Delhi: Prime Minister Narendra Modi held candid discussions for two hours with CEOs of global and Indian firms in food processing — Amazon, Walmart, ITC, Britannia, Cargill, Coca Cola, Future Group Pepsi, Nestle, Trent, Hershey and Metro Cash & Carry and invited them for a deeper and moreproductive engagement with India. The CEOs met Modi for tea at the lawns of his residence. They raised key issues in the sector and complimented

CEOs of Amway, Danfoss, GalxoSmithKline, Ise Foods, Kikkoman, Lulu Group, McCain, OSI Group, Mondelez International, Sealed Air, Sharaf Group, Spar International and the Hain Celestial Group as well as food processing minister Harsimrat Kaur Badal awere also present in the meeting, according to an official statement. "There was a lot of positive energy in the interaction. The PM was very responsive and very open," Cargill Asia-Pacific CEO

Peter van Deursen told **ET**. The CEOs told the PM that they were



inspired by his dream of doubling farm incomes and the economic reforms undertaken by the Centre in the past three years. "They especially appreciated the structural reforms and bold initiatives such as GST and the liberalisation of the FDI regime," a government statement said. The PM appreciated "focused suggestions" made by the CEOs, the statement said.

Future Group CEO Kishore Biyani

The PM said the observations of CEabout India, the official statement said He welcomed the measures being taken by companies to raise agricultural pro ductivity and farmers' incomes, and emphasised the government's resolve to reduce input costs for the farmer and eliminate losses due to wastage of farm produce, it said. "He invited the global CEOs for a deeper and more productive engagement with India," it said.

Kala Viiavraghavan

& Sagar Malviya

Mumbai: When Baba Ramdey met Aditya Pittie four years ago, the glaring contrast in their appearance was striking. One, a bearded baba in a saffron robe with rustic mannerism and the other, a suave 30-year-old entrepreneur from King's College London. But together, they have now helped create a business empire selling two dozen mainstream FMCG products - from toothpastes, shampoos and other personal care products to modern convenience foods such as

cornflakes and instant noodles. While Patanjali Ayurved had a meteoric rise to a Rs 10.500 crore company now from barely Rs1000 crore in 2013, its sole modern trade distributor, the Pittie Group, saw its revenues surge to nearly Rs1,200 crore from scratch.

"My father had known Swamiji and Acharyaji (Patanjali CEO Acharya Balkrishna) for almost eight to nine years. When I proposed a structure to build a supply-chain network with a singlewindow service to Patanjali for the entire organised channel, Swamiji merely took three to four minutes to agree," said Pittie, CEO of the Pittie Group that started in 1991, and has business interests in real estate, spiritual channel Shubh Tv and also owns a majority stake in frozen yogurt chain Yogurtbay. His father, Krishnakumar Pittie, has been a follower of Baba Ramdey.

Patanjali, which started as a small pharmacy in 1997, began challenging the dominance of multinationals only after its partnership with the Pittie Group about four years after the company decided to sell beyond its exclusive network of Arogya Kendra and Chikitsalayas. The modern trade distributor, who is also its partner for general trade in Mumbai, helped Patanjali cash in on resurgent Indian nationalism by marketing the $company `s \ products \ at \ air-conditioned \ aisles \ of$ supermarkets to Indian consumers with lower

price-tags, amid growing perception that they are more 'natural' and wholesome than competingproducts

Patanjali has a network of 10,000 franchisebased stores. It also sells products to nearly a million kirana stores through hundreds of distributors

Pittie has proved his ability to take on the challenge given by Ramdev, said Acharya Balkrishna. "He did take time initially but has soon contributed significantly that gives us the confidence to hand over additional responsibilities. He is a hard worker, earnest and under stands what Patanjali stands for."

But it wasn't easy for Patanjali, which then was a word-of-mouth brand with hardly any advertising. Also, modern retailers operate on a discount format where pretty much every product is sold below the MRP. However, Patanjali has a zerodiscount philosophy across its distribution channels. When Pittie approached his first customer, Reliance Retail, he went in for the meeting carrying a box of Patanjali products himself, despite his company having 1,100 employees.

Reliance Retail CEO Damodar Mall took the bet and put the products on shelves. "You or me can't decide what will sell. Let consumers decide for us," Mall told Pittie.

Fortunately for him, it worked as consumers lapped up the products which had price tags lower than rivals but unlike other products, had zero promotions or offers on them. "Our strategy to sell Patanjali under one bay and location paid off. There were consumers of Patanjali who got to experience the entire range in one location as opposed to different categories. To me these two innovations are not only unique but also unprecedented in modern retail.'

Pittie said How a Baba In India, Ayurvedic brands

and a Suave have outgrown overall con-Young Entrepreneur created a business empire

sumer products market by three times in household penetration and over ten times in volume growth. But it seems the orange robed Baba had a halo effect, not just on the entire category but also his partners.

Anand Mahindra partnered Pittie and brought him on board to reposition EPIC, the niche infotainment channel that had investors like Mukesh Ambani but is now owned jointly by Mahindra and Pittie. Pittie is the managing director of the channel with a minority stake. "When I first met Aditya, I didn't even know about his involvement with the Patanjali FMCG business. I only knew that his family had been running some TV channels. I was very impressed by his maturity beyond his years, and out of a pure gut instinct, I asked if he would be willing to step in at EPIC in order to assist its growth," said the Mahindra & Mahindra chairman.

Pittie possesses abundant self-confidence. relentless optimism and has an admirable ability to rapidly learn from experience and adapt his business strategy to new realities, said Mahindra. "To me, this combination of attributes are what you see in most successful new-age entrepreneurs.



OPEN INDIGENOUS TENDER NOTICE Sealed tenders are invited for 'Procurement of silica bricks for replacement of silica bricks at Coke Oven Battery 3 in Durgapur Steel Plant (Re-Tender)'. Tender no DSP/Proi-Pur/Silica/COCC/SC/434/RT dated 02.11.2017. Tender submission date 24.11.201 For further details and free download of tender documents, please login to our tende website http://www.sailtenders.co.in. For any other information, please contac 0943479290

Registered Office: Ispat Bhawan, Lodi Road, New Delhi 110 003 Corporate Identity Number: L27109DL1973G0I006454, Website: www.sail.co.in ere's a little bit of SAIL in everybody's life

KERALA WATER AUTHORITY <u>E-TENDER NOTICE</u> Tender No: 30-32/2017-18/PHC/KNR, AMRUT-SAAP-2016-17 State Plan 2017-18-WSS to Kannur Corporation-Laying Gravity Main, Erection of pumpset, Construction of OHSR and Rehabilitation of Distribution network, EMD: Rs. 100000-500000 Form Price: Rs. 8400-16800, Last Date for submitting Tender: 27.11.2017 05:00 pm, Phone: 04972705902, Website: www.kwa.kerala.gov.in. www.etenders.kerala.gov.in



Tender for supply of Dairy equipment

who was at the meeting, said industry leaders discussed the huge potential for food processing in India, which had prompted companies to commit in-vestment. "There was a huge appetite (from foreign investors)...(they) talked of huge opportunity and market here. In the room, all CEOs put together had an M-cap of \$2 trillion.' Os indicate tremendous enthusiasm

POWER FINANCE CORPORATION LTD. (A Government of India Undertaking)

Regd. Office: Urianidhi, 1, Barakhamba Lane, Connaught Place, New Delhi-110001 Website: http://www.pfcindia.com CIN: L65910DL1986GOI024862

एन सी एन NCL	Northern Coalfields Limited (A Miniratna Company) (A Subsidiary of Coal India Limited) Tender Notice				
Open Tender is invi	ted under e-procurement mode No. : AML/P.				
Cell/17-18/2980/072D	t. 30.10.2017 for Procurement of Spares of				
Dumper for 120T/17	0T Dumper for Amlohri. Estimated value is				

₹19.11 Lakhs & Due date of opening is 30.11.2017. Note : Above tender(s) has/have been uploaded on website https:/ coalindiatenders.nic.in of Coal India Limited (CIL). All prospective bidders are advised to visit aforesaid website for participation agains

the above tender(s). Full details of above tender(s) are also availale of websites "nclcil.in" or "eprocure.gov.in" or "tenders.gov.in". (R-83

	HINDUSTAN AERONAUTICS LIMITED FACILITIES MANAGEMENT DIVISION BANGALORE COMPLEX TENDER NOTICE					
Onli SI. No.	ine E- Tenders in prescribed form are invited fo Description & Contract no.	or following work Estimated Value (In Rs. Lakhs) Cost of Tender Document				
Civil ¹	Works: Please refer Tender Notice No. FM/NCP/48/ Construction of Guard Rooms for Defence Security Corps at Various Division, HAL (BC)- [Including Electrical Works]. HAL/FMD/C-121/17-18	Rs.139.00	0.2017 29.11.2017 Up to 12.30 Hrs			
2	Arresting Roof Leakages of Quarters Located at Central Township & East Extension Township, HAL (BC). HAL/FMD/R-122/17-18	Rs.111.50 Lakhs Rs.5600/-	04.12.2017 Up to 12.30 Hrs			
Civil	Civil Work: Please refer Tender Notice No. FM/NCP/34/17-18; Dated: 19.09.2017					
3	Establishment of Infrastructure for Production Augmentation Facilities at LCA-Tejas Division, HAL (BC) – Phase-1 – [Including Electrical Works]. HAL/FMD/C-88/17-18	Lakhs	25.11.2017 Up to 12.30 Hrs			
works	: Corrigendum / Addendum / Amendments / Clarification, etc., with respect to s, if any, shall be hosted in HAL e-portal. Interested Bidders/agencies are advised to HAL e-portal regularly as no separate information/advertisement shall be published					

n the News Paper in this regard including any postponement of tender opening date. For full details interested contractors / agencies are requested to visit HAL Websit www.hal-india.com or login to: https://eproc.hal-india.com.

Sd/- Additional General Manager [Works], Facilities Management Division



GODFREY PHILLIPS INDIA LIMITED REGISTERED OFFICE : 'Macropolo Building', Ground Floor, Next to Kala Chowky Post Office, Dr. Babasaheb Ambedkar Road, Lalbaug, Mumbai - 400 033 CORPORATE OFFICE : 49, Community Centre, Friends Colony, New Delhi - 110 025

CIN: L16004MH1936PLC008587 Website : www.godfreyphillips.com; Email : isc-gpi@modi.com

NOTICE

Pursuant to Regulation 29(1)(a) read with Regulation 47(1)(a) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, it is hereby notified that a Meeting of the Board of Directors of the Company will be held on Saturday, the 11th November, 2017 at 11:45 A.M. to, inter-alia, consider, approve and take on record of the Standalone Unaudited Financial Results for the second quarter and half year ended 30th September, 2017.

The information contained in this notice is also available on the Company's Corporate, website www.godfreyphillips.com and on the website of the stock exchanges, www.bseindia.com and www.nseindia.com

For GODFREY PHILLIPS INDIA LIMITED

	3u/-
Place : New Delhi	(SANJAY GUPTA)
Dated: 3rd November, 2017	COMPANY SECRETARY

Sealed tenders are invited for supply and installation of following dairy equipment in Andaman and Nicobar Islands:

S. No.	Particulars	Qty. (Nos.)
1.	Bulk Milk Cooler (BMC)	
a.	1000 litres	04
b.	2000 litres	01
2.	Road milk tanker (9 KL)	01
3.	Automatic Milk Collection Unit with milk analyzer	08
4.	Milk cans	100
5.	Cold storage and incubation room	01
б.	Paneer cutting & packing machine	01
7.	Curd filling & sealing machine	01
8.	Milk packing machine single head	01

The tender document can be obtained from Manager (Milk Plant), Vikas Bhawan, ANIIDCO Ltd., Port Blair on any working day upto 08.12.2017 or it may be downloaded from the website www.and.nic.in. The last date for submission of tender is 11.12.2017 at 3.00 pm.

The Managing Director, ANIIDCO reserves the right to accept or reject any or all the quotations without assigning any reason thereof.

> General Manager (Milk Plant) ANIIDCO Ltd.

SOUTH EAST CENTRAL RAILWAY

STORES DEPARTMENT (SUPPLY OF STORES ITEMS)						
				/79, Dated 31		
For and on behalf of the President of India, the Controller of Stores, South						
Eas	t Central Railw	vay invites E-	Tenders for sup	ply of the followir	ng items:	
8r.	Tender No.	Due Date	Due Time	Tender Cost ₹	EMD₹	
1.	04172419	27.11.2017	10.30 hours	500/-	3,950/-	
100 VA, 750/100 Volt AC Single Phase dual transformer modu					module.	
2.	05177239	27.11.2017	10.30 hours	500/-	43,100/-	
	Supply of Electric Point Operating Machine.					
3.	06172008	27.11.2017	10.30 hours	1,500/-	1,21,700/-	
	Abbrasive Ra	ail Cutting, Di	sc - Size - 400) mm.		
4.	01172455A	28.11.2017	10.30 hours	-	18,100/-	
	BRAKE BLOC	CK.				
5.	04172387A	28.11.2017	10.30 hours	1,500/-	66,200/-	
	VRLA Cells of	f 6 V mono blo	ck 120 AH cap	acity.		
6.	05171193A	29.11.2017	10.30 hours	1,500/-	63,800/-	
	RELAY QN1	NON - AC IMM	MUNE.			
7.	05171215	29.11.2017	10.30 hours	1,500/-	72,900/-	
	Ground Conn	ection and ins	ulating materia	lls for Universal T	ype Point	
	Machine (110	V DC)				
B.	05177256		10.30 hours	1,500/-	1,35,200/-	
			, <u>, , , , , , , , , , , , , , , , , , </u>	ed trans - receive	-	
Э.	05171218A	01.12.2017		500/-	52,814/-	
	PVC Insulated Galvanized Steel Wire rope.					
10.	01171044B	04.12.2017	10.30 hours	-	8,900/-	
	CONNECTOR (UPPER) (BELLOWS TYPE)					
11.	01173945F	04.12.2017	10.30 hours	-	9,600/-	
		KE LEVER BU				
12.	04172390	05.12.2017	10.30 hours	-	2,817/-	
		er Compound.	1			
13.	05171312A	05.12.2017	10.30 hours	1,500/-	98,600/-	
	Track feed Battery Charger.					
				enders and all te		
requested to submit their bids on-line through the IREPS website at						
https://www.ireps.gov.in For more details regarding the above mentioned tenders and other supply tenders please visit IREPS website.						
To participate in the Advertised Tenders, Limited Tenders, Special Limited						
Tenders (Tender value less then ₹ 15 Lakh), and Low Value Tenders,						
				site: www.ireps		
СР	R/10/335		Contr	oller of Store	s/Bilaspur	



EXTRACT OF STATEMENT OF UN-AUDITED STANDALONE FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED 30th SEPTEMBER, 2017 (₹ in Crore)

					((11 01010)	
	PARTICULARS	QUARTER ENDED		HALF YEAR ENDED		YEAR ENDED
SI. No.		30.09.2017	30.09.2016	30.09.2017	30.09.2016	31.03.2017
110.		(Un-Audited)	(Un-Audited)	(Un-Audited)	(Un-Audited)	(Audited)
1)	Total Income from Operations	7,033.42	6,928.39	13,913.80	14,033.99	26,716.23
2)	Net Profit / (Loss) for the period (before Tax, Exceptional and/or Extraordinary items)	2,615.61	2,663.78	4,769.00	5,153.72	5,109.79
3)	Net Profit / (Loss) for the period before Tax (after Exceptional and/or Extraordinary items)	2,615.61	2,663.78	4,769.00	5,153.72	5,109.79
4)	Net Profit / (Loss) for the period after Tax (after Exceptional and/or Extraordinary items)	1,886.59	1,873.42	3,315.18	3,585.97	2,126.39
5)	Total Comprehensive Income for the period [Comprising Profit / (Loss) for the period (after tax) and Other Comprehensive Income (after tax)]	NA	NA	NA	NA	NA
6)	Paid up Equity Share Capital (Face value of share is ₹ 10)	2,640.08	2,640.08	2,640.08	2,640.08	2,640.08
7)	Reserves excluding Revaluation reserves (As per audited balance Sheet as at 31 st March)	NA	NA	NA	NA	33,830.13
8)	Net Worth	NA	NA	39,854.84	39,274.76	36,470.21
9)	Paid up Debt Capital*	NA	NA	1,85,492.73	1,78,983.90	1,90,910.67
10)	Outstanding Redeemable Preference Shares					
11)	Debt Equity Ratio	NA	NA	5.24	4.96	5.55
12)	Earnings Per Share (EPS) (Face value ₹ 10/- each) (not annualised)					
	(a) Basic EPS (in ₹)	7.15	7.10	12.56	13.58	8.05
	(b) Diluted EPS (in ₹)	7.15	7.10	12.56	13.58	8.05
13)	Capital Redemption Reserve					
14)	Debenture Redemption Reserve	NA	NA	1,580.90	1,299.95	1,434.17
* consists of Bonds / Debentures						

Notes:

- 1. The above is an extract of the detailed format of guarterly & half yearly financial results filed with the Stock Exchanges under Regulation 33 and Regulation 52 read with Regulation 63(2) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the financial results are available on the Stock Exchange website, www.nseindia.com and www.bseindia.com and on the Company's website, www.pfcindia.com.
- 2. (a) As regards provision on Standard Assets, the accounting policy for the current year was amended in accordance with RBI norms in quarter ended 30.06.2017 which requires provision enhancement from 0.35% on 31.03.2017 to 0.40% by 31.03.2018. During the current quarter, the said provision being made on pro-rata basis has now been accelerated to 0.40%. Accordingly, profit before tax for the current guarter and half year has decreased by ₹67.95 crore and ₹88.78 crore respectively
- (b) As regards R/R/R loans (stock of such outstanding loans as on 31.03.2015 to all generating companies) on which restructuring provisioning as per RBI norms is applicable, the accounting policy for the current year was amended in quarter ended 30.06.2017 which requires provision enhancement from 4.25% on 31.03.2017 to 5% by 31.03.2018. buring the current quarter, the said provided high made on pro-rata basis has now been accelerated to 5%. Accordingly, profit before tax for the current quarter and half year has decreased by ₹ 293.83 crore and ₹393.48 crore respectively.
- (c) On projects related to Transmission & Distribution, Renovation & Modernization and Life Extension projects and also the hydro projects in Himalayan region or affected by natural disasters, Company had changed its accounting policy in guarter ended 30.06.2017 in line with RBI restructuring norms. Accordingly,
- (i) Loans amounting to ₹ 421.16 crore have been classified as NPA. Consequently,

Place : New Delhi Date : 03.11.2017

- interest income accrued and remaining unrealised amounting to ₹ 0.99 crore for the current quarter and ₹ 7.64 crore for the half year ended 30.09.2017 has not been recognized, and
- additional provision has been created on such loans amounting to ₹3.64 crore during the current quarter and ₹40.64 crore during the half year ended 30.09.2017.
- (ii) A standard asset having balance of ₹ 522 crore has been categorized as restructured standard asset, resulting in additional provision of ₹ 2.94 crore in the current quarter and ₹ 24.27 crore in half year ended 30.09.2017.

In case of a borrower which was classified as a doubtful loan asset, the Company invoked the pledge of equity shares. Accordingly, 6,57,46,779 number of equity shares of ₹ 10/- each pledged by the promoters have been transferred to the Company on 01.06.2016. These equity shares have been recognised at a value of ₹ 1/-

Further, 6,61,00,000 number of equity shares of ₹ 10/- each have been allotted to the Company on 01.06.2016 on partial conversion of sub-debt loan given earlier to the extent of ₹ 66.10 crore. Subsequent to inclusion of Accounting Policy on valuation of such equity shares converted from debt, a provision for diminution in value of these shares has been made. Carrying value of these equity shares as on 31.03.2017 amounts to ₹1.

Due to this change in accounting policy, Profit before tax for the current quarter and year has decreased by Nil and ₹ 46.27 crore respectively.

The Board of Directors in their 367th meeting held on 03.11.2017 declared an interim dividend @ 60% on the paid up equity capital, i.e. ₹ 6 per equity share of ₹ 10/- each, amounting to ₹ 1,584.05 crore for the FY 2017-18.

For other applicable disclosures as required under Regulation 52 (4) of the SEBI (LODR) regulations, 2015, refer detailed format of the financial results filed with the stock exchanges.

(RAJEEV SHARMA) Chairman & Managing Director DIN - 00973413