

Managing Director's Message



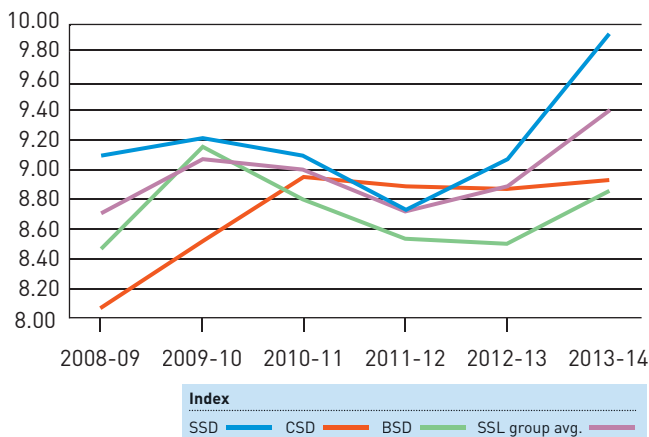
Gursimran Mann

For the last three years, the UP sugar industry has seen a consistent deterioration in its financial performance. Cane crushing for the sugar year 2013-14 was delayed due to uncertainties in the cane price and anomalies in decisions taken by the state government. Following strong representations and persuasion by the industry, cane prices were not increased for the year and minimal benefits were also announced, including the remission of society commission, entry tax, etc.

At the same time, the industrial yields improved and production touched almost the average number. Your company is committed towards rationalization of the cane procurement system, higher efficiencies, and training and development of employees. We are continuously thriving to be the best in the peer group and results will be evident with our financial performance in the coming period.

With Best Regards,
Gursimran Mann

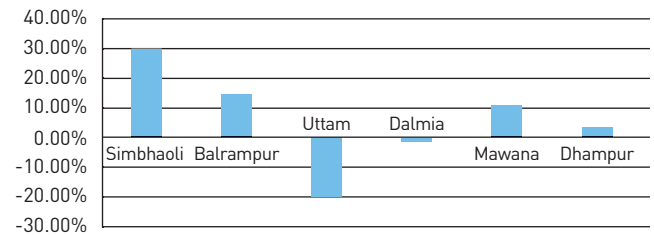
Simbhaoli Unit operational excellence, 2013-14



- In 2013-14, the group achieved its highest recovery in the last five years, of 9.41% with Simbhaoli unit achieving highest recovery of 9.90%.
- There has been average reduction of 16% in cane crushing across UP, which was limited to only 12.8% in case of Simbhaoli group.
- Compared with group companies, our gain in recovery is by 52 basis points vis-à-vis last year, which is 3rd position after Dalimia (64 basis) & DSCL (59 basis)

As a result of improvements in all operational parameters, result showed a remarkable increase.

Gain in EBITDA/SALE, Y-o-Y March Quarter



The gain in recovery

Groups	ToDate Recovery, %		Gain in recovery
	2013-14	2012-13	
Dalimia	10.11	9.47	0.64
DSCL	9.92	9.33	0.59
Simbhaoli	9.43	8.90	0.52
Birla	9.78	9.44	0.34
Dwarikesh	10.10	9.82	0.28
Balrampur	9.78	9.53	0.25
Mawana	9.08	8.95	0.14
Modi	8.95	8.87	0.08
Triveni	9.32	9.28	0.04
Bajaj	9.17	9.26	(0.09)
Dhampur	9.23	9.36	(0.13)
Shamli	8.81	9.08	(0.27)
Uttam	8.99	9.54	(0.56)
Groups' Avg.	9.45	9.32	0.13

Kandla Sugar Refinery Inauguration



Uniworld Sugars celebrated the inauguration of its 1,000th TPD Sugar Refinery at Kandla on March 12, 2014.

The inaugural ceremony commenced with the blessings of the Almighty, and continued with the complete recital of the Gurbani which added to the spirituality of the event.

The celebrations involved putting the first raw sugar into the hopper, followed by tree plantation, and an address by the management to greet and show appreciation for the local support and hard work done by the operational team.

The refinery has been set up in a most cost effective manner and will run on the business model of domestic or international tolling based on the opportunities given by market conditions. Indian as well as foreign partners, along with distinguished vendors and logistic partners of the joint venture graced the occasion.

BRAND PROMOTIONS

Surajkund Craft Mela



A special TRUST stall was put up at the Surajkund Craft Mela in February 2014 to generate consumer awareness and sale of TRUST products. The promotion drive attracted a lot of footfalls and included sampling of Trust Sipp, which was highly appreciated by those who attended the mela.

Trust Sunehra Mineral Sugar



Sunehra sugar crystals retain the calcium and iron of sugarcane through Mineral XO technology and are further enriched with 'cane honey', a mineral rich by-product of sugarcane. The golden colour of Sunehra is proof of the presence of calcium, iron and other nutrient minerals, which are not present in white sugar.

Promotions

Sunehra, with its health benefits, has always acted as a star product, which is promoted through different exhibitions, melas, in-store promotions and office events. Sunehra has been promoted in the following events over the last six months through:

- **End Caps/Sampling Events in Reliance Sehkhari Bhandar**

This was primarily done to promote Sunehra by engaging customers to sample the product. Promotions took place at various locations of Reliance stores for end caps in order to accentuate visibility.

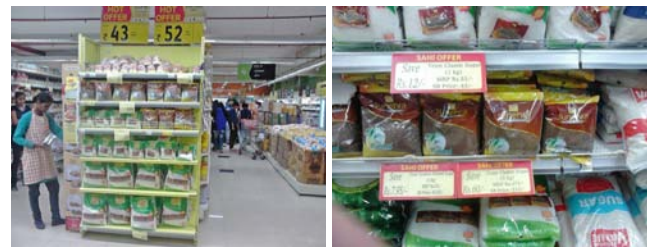
Exhibitions/Melas/Fairs

One major tool of promoting Sunehra is by informing customers about its goodness and health benefits and the promotional team constantly does it. TRUST Sugar participates in different Consumer Fairs and Exhibitions, and deals with customers directly, be it informing them about the product benefits or engaging them to sample



the products. TRUST has created a platform to promote Sunehra in the following fairs:

1. India International Trade Fair, New Delhi
2. Numaish Exhibition, Hyderabad
3. Surajkund Craft Mela, Faridabad
4. Aahar Food Exhibition, New Delhi
5. Sunehra Promotion in Times Of India office, New Delhi
6. Sunehra Tasting Activity at Kendriya Bhandar, Delhi



Sunehra Mineral Sugar Availability

The team is continuously working on the distribution of Sunehra. Sunehra is now available in every major outlet pan India, in general as well as modern formats.

Times of India office



TRUST regaled the Times of India's Delhi office staff with their refreshing fruit drink 'Trust Sipp' from 19th to 21st December 2013. Trust Sipp dispensers and stalls were set up in the TOI office and the products were highly appreciated by the Times of India staff. The promotion generated a lot of goodwill for the brand.

Great Delhi Run, sponsored by SIF



A drive by Simbhaoli India Foundation saw participation of 35 enthused employees of Simbhaoli Sugars in the Great Delhi Run, organized during the Airtel Delhi Marathon 2013. All the participants, in their corporate jerseys, sprinted together in high spirits.



Cricket match for Simbhaolians



Simbhaoli Sugars organised a cricket match on January 31, 2014, in which the entire corporate office participated with great enthusiasm and spirit, making it a huge success. Four practice sessions were organised where players and employees took part.

Casetech News



- Integrated Casetech Consultants Pvt Ltd has bagged another project in Zimbabwe. The project at Gold Star includes complete project engineering for 600TPD sugar refinery, supply of equipment, supervision of erection work, commissioning of the refinery by deploying manpower, and lastly, providing training for the technical team. The project is slated to start commissioning activities by end of June 2014.



- A feasibility study for a green field sugar project was undertaken by Casetech at Ghana. The report has been submitted and was appreciated.

Casetech team members



Rajesh Kumar Agarwal, President, ICCPL

Mr. Agarwal has over 27 years of experience as CEO/ Business Head/Profit Centre Head in the areas of Business Development, Project Implementation, Multi Unit Operation's Control, Marketing, Strategic Business & Financial Planning, Arrangement of Finances from Banks & FI's, Budgeting, Fund Management, and System Implementation in the manufacturing Industry.

Prem Kumar Shrawat, Principal Consultant, Engineering

Mr. Shrawat has vast experience of more than 40 years in different sugar engineering and machinery manufacturing concerns. He handled projects, planning, design, maintenance, execution, running and modernization at 24 sugar plants. He has expertise in Sugar, Cogeneration, Distillery, Bio-Fertilizers, Carbon Dioxide and Refrigeration Projects.

Antaryami Parida, Advisor (Process), ICCPL

With 34 years of experience in the sugar industry, Mr. Parida is an expert in preparation of detailed Project Reports/ Schemes for modernization and capacity optimization to improve overall plant efficiency of sugar mills and conversion of the existing sulphitation process to Raw & Refined Sugar production.

Girish Chandra Singh, Principal Consultant (Refinery)

Mr. Singh is an expert in designing the most efficient Sugar Refinery plants with highest productivity levels. With vast experience of more than 47 years in the sugar industry, he has handled assignments in various companies in India, the Middle East, Far East and Africa.

N.K. Tyagi, Sr. Consultant (E&I), ICCPL

With 27 years of experience in sugar, paper, chemicals and power generation companies, Mr. Tyagi is an expert in the operation, maintenance, and erection and commissioning of high pressure boilers, TG sets, DM plants, cooling towers, material handling systems and all electrical systems for Cogeneration.

Ramit Gupta, DGM, International Projects, ICCPL

With more than 19 years of rich experience in project management, planning, business development and identifying new areas of growth, Mr. Gupta has been associated with Simbhaoli Sugars Ltd since 2011. His strengths are scheduling and monitoring project progress to ensure their seamless execution.

Subhash Chandra Gupta, Consultant (Cogeneration)

Mr. Gupta is an expert in Cogeneration of power, with a rich experience of more than 40 years in the sugar industry. He has been involved in the maintenance, operation, erection, commissioning, expansion, rehabilitation and modernization of sugar mills.

Crushing season ceremonies at Brijnathpur unit



The inauguration ceremony of season 2013-14 was attended by the Chairman, the Managing Directors, CFO, the group technical advisor, and others.

The closing ceremony was celebrated with great enthusiasm and gaiety by Mr. Parminder Singh, Unit Head of Brijnathpur, with employees and workers.

Chilwaria Sugar Plant celebrates the sugar cane crushing season



The new sugar cane crushing season 2013-14 commenced in the second week of December 2013. Mr. Gurpal Singh (MD, Operations), Mr. S.N.Mishra (Group Technical Advisor), Mr. A.K. Singh (CGM), senior executives and employees participated in the function.

Roop Rajinder Singh does us proud!



Delhi People Cultural Society, Kuwait, organized a DIWALI GRAND MELA at Messila Beach, which saw a frenzied crowd tapping their feet to the rhythmic

beat of Roop Rajinder Singh's soulful Punjabi music. Here's an excerpt from the *Kuwait Times*: "The mood reached fever-pitch once again as the compere called upon the stage Roop Rajinder Singh, a renowned Punjabi singer who has taken India by storm with his hit album 'Glassi'. Mr. Singh sang a number of hit Punjabi songs"

On Year's Eve, Roop Rajinder Singh performed at the Simbhaoli Campus.

He also performed in a promotional event for the Punjabi Movie *Best of Luck* at Shaheed Bhagat Singh State Technical College campus, Ferozepur, Punjab.

Lohri Celebration and new HR office



Unit Head with employees



New HR office at Brijnathpur

Lohri was celebrated with great enthusiasm and gaiety by the employees and their families at Brijnathpur unit.

Chilwaria Executive Club get-together



Mr. A.P. Singh and Mr. A.K. Singh, unit head

The Chilwaria Executive Club organized a get-together for its members at the plant premises on 24 April 2014. Mr. A.P. Singh (MD,SPL) and Mr. A.K. Singh (Unit Head, Chilwaria) were present on the occasion.

Labour Day Celebration

On the occasion of Labour Day, a legal awareness programme was organized at Chilwaria. The Chief Judicial Magistrate, Additional Civil Judge and Advocates graced the occasion. Lecturers addressed the gathering. A day-long medical camp was organized under the supervision of a medical officer, PHC Chittaura. Five company employees were recognized as the best workers of Chilwaria unit.



Chilwaria Sugar unit celebrates Republic Day



Republic Day was celebrated at the Chilwaria Sugar unit with a lot of zest and fervour. The Chief General Manager, CSD,

hoisted the Indian national flag in the presence of employees and their families.