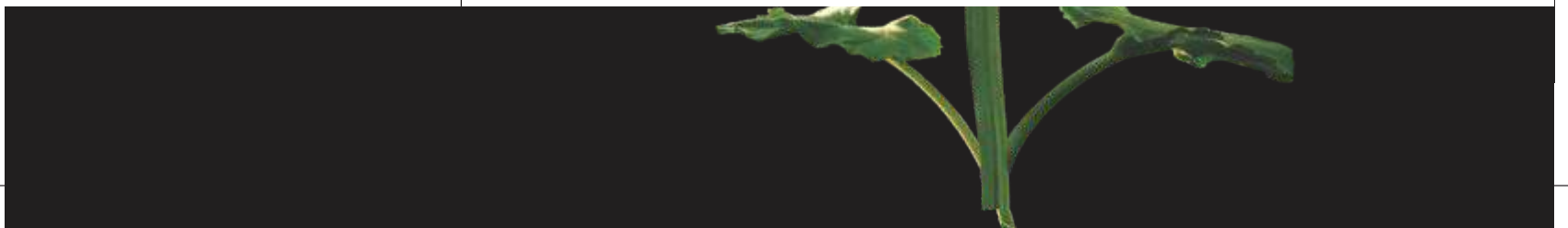




Beginning A Transformational Journey





The Zuari Group and the Texmaco Group, together represent the twin pillars of a remarkable entrepreneurial vision; the vision of the late Dr. K.K. Birla, who dreamt of a strong and resurgent India, which would occupy a proud place in the family of nations. That vision has spawned a host of diverse enterprises in our Group, which span key economic sectors in the areas of agriculture, heavy industry, engineering services, consumer durables, real estate and financial services. However, businesses today are being buffeted by major winds of change. In such an environment mere incremental change will not suffice; organizations have to radically transform themselves to meet these challenges. We have therefore repositioned the Group under a unified banner 'ADVENTZ'. Earlier, the Group companies were operating in separate envelopes without a unified vision. We will seek to leverage the power of the Group's diversity in terms of knowledge, best practices and technological excellence to effect genuine and exponential progress in the sectors that we operate in, not only to positively impact India's development and progress but also to emerge as a vibrant global brand.



Saroj Kumar Poddar
Chairman

Advantage Assured

by unleashing a new wave of collaboration, innovation and leadership



OPENING NEW WORLDS OF OPPORTUNITY

The 'ADVENTZ' Group is an Indian conglomerate with global ambitions that participates in and contributes to India's economic growth and prosperity through transformational change. The Group is partnered by world leaders in various areas of enterprise and has significant presence in agriculture, engineering & infrastructure, real estate, consumer durables and services which are the key drivers of the India economy. It is deepening its engagement with consumers across the value spectrum with new initiatives in these areas.

Created by the coming together of some of India's leading organizations, the USD 3 billion Group, which is led by Mr. Saroj Kumar Poddar, comprises 23 companies in various verticals. It is a major producer of a wide range of high-quality complex fertilizers and other agricultural inputs such as seeds, pesticides, micronutrients and speciality fertilizers. State-of-the-art, new generation, freight wagons and hydro-mechanical equipment is another major vertical and it is the largest manufacturer of these in the private sector. The Group has engineering expertise and offers technical consultancy, project management and contracting services to chemical, fertilizer, oil & gas, petrochemical, power and other infrastructure projects. The Group has ventured into real estate and aims to create world-class yet affordable homes and office spaces. Its landmark residential-cum-commercial project located near Mysore is nearing completion. In the consumer durables segment, the Group manufactures state-of-the-art, RTA furniture and has a complete range of fittings and hardware to cater to all the three segments of furniture manufacturing; i.e. office, residential and kitchen & bath. It operates the largest retail furniture chain in India.



AGRIBUSINESS



ENGINEERING & INFRASTRUCTURE



EMERGING LIFESTYLES



SERVICES



FOUR FUNDAMENTAL PRINCIPLES

“**ADVENTZ**’ is based on four fundamental principles: Collaboration, Sustainability, Inclusiveness and being Global. Not only does it represent the coming together of many well respected companies under a unified banner but also seeks to harness and harmonise their vast reservoir of human talent, technological know-how and other resources in a collaborative, inclusive and sustainable manner, so as to drive India's development and progress.”



COLLABORATION



SUSTAINABILITY



INCLUSIVENESS



GLOBAL

Advantage Assured

by harnessing the vast reservoir of human talent and technological know-how



THE 'ADVENTZ' LOGO

Our Vision

To be an Indian conglomerate with global ambitions that participates in and contributes to India's economic growth and prosperity through transformational change.

Our Mission

To harness and harmonise the vast reservoir of human talent, technological know-how and other resources in a collaborative, inclusive and sustainable manner so as to drive India's development and progress.

Our Brand Identity

Many of the companies that form the 'ADVENTZ' Group are well established leaders and have enjoyed the trust of their respective customers and stakeholders for decades. This valuable equity is now transferred to 'ADVENTZ' to clearly establish its impeccable pedigree. 'ADVENTZ' today is a dynamic, large and exciting entity that promises a whole new world of opportunity. A unified brand identity to capture the promise and spirit of 'ADVENTZ' has been developed. The identity forms the basis of a distinct and enduring image for brand 'ADVENTZ'.



Our logo

Logo symbolises our deep commitment to the two fundamental drivers of the Indian economy: Agriculture and Industry. This is represented by two hands in blue and green. Blue connotes knowledge, integrity and thought and Green, sustainability, harmony and growth. The area between the two forms a road that promises the beginning of an exciting new journey that will transform the future.



THE LAUNCH OF BRAND 'ADVENTZ'

On 23rd March 2011, at a gala event compered by Ms. Simone Singh at The Oberoi, New Delhi, the Group of companies led by Mr. Saroj Kumar Poddar, were repositioned under a unified corporate banner, namely - '**ADVENTZ**'.

This collaboration of 23 group companies including subsidiaries and joint ventures, operating in diverse areas, representing the fundamental drivers of the Indian economy, such as fertilizers, heavy industry, lifestyle products, real estate and financial services, is expected to positively impact key growth sectors.

The realignment will synergise the valuable equities of each of these companies towards creating a transformational impact in the Indian corporate scenario.



Advantage Assured

by creating a transformational impact in the Indian corporate scenario



The 'ADVENTZ' Group represents a fantastic synergy of human talent, proven technological expertise and established financial prowess across diverse sectors. 'ADVENTZ' believes in the transformative power of people. It offers a world of opportunity for employees to perform to their true potential through cross-industry experiences that equips them to meet any challenge.



“India is set to emerge as an economic juggernaut in the 21st Century. We are confident that our Group under the 'ADVENTZ' banner will play a key role in this transformation.”

Saroj Kumar Poddar, Chairman

THE ADVENTZ GROUP

AGRIBUSINESS

Zuari Industries Limited
Zuari Holdings Limited
Paradeep Phosphates Limited
Zuari Seeds Limited
Zuari Rotem Speciality Fertilisers Limited
Zuari Maroc Phosphates Limited
Zuari Fertilisers and Chemicals Limited
Gobind Sugar Mills Limited

ENGINEERING & INFRASTRUCTURE

Texmaco Limited
Texmaco Rail and Engineering Limited
Texmaco UGL Rail Private Limited
Simon India Limited
Zuari Indian Oiltanking Limited

EMERGING LIFESTYLES

Adventz Infracore India Limited
Indian Furniture Products Limited
Hettich India Private Limited
Style Spa Furniture Limited

SERVICES

Zuari Investments Limited
Zuari Insurance Brokers Limited
Globex Limited
Zuari Management Services Limited
Adventz Investments & Holdings Limited
Adventz Securities Enterprises Limited
Lionel India Limited



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