

Nuziveedu Seeds



NSL Cotton branded bale



Cloth designs of NSL Textiles



NSL Sugars, Koppa unit



NSL Infratech - Arena IT SEZ, Hyderabad



NSL wind farm at Jagalur, Karnataka



Wind turbine of ReGen Powertech

ONE OF INDIA'S FASTEST  
GROWING BUSINESS GROUPS



M. Prabhakar Rao  
Chairman

# TRANSFORMING LIVES

We are a diversified group that is working towards a better future for India. We have an ambitious growth plan for 2015, focusing on the key areas of food, clothing, housing, and more. And we are moving ahead, with speed, in a variety of fields.

The NSL Group started in the mid '70s with a seeds company. Since then we have diversified strategically into a variety of agri-based businesses, as well as into the fields of infrastructure and power, where India has enormous future needs. Today we are a ₹ 56 billion (2012-13) group.

So what is it that makes the NSL Group stand apart?

There are many things. First, of course, our proven entrepreneurial strengths. But in addition to this: our insistence on excellence. Our robust business models. Our investments in technology. Our strong execution capabilities. And our track record of delivering, in everything we've undertaken.

We are guided by a powerful vision: To take our place as one of India's leading industrial groups, and

a leader in every field we operate in. We're working hard to realise that vision, driven by our core strengths, and backing the effort with investments of over ₹ 200 billion. We aspire to be a group with ₹ 100 billion in revenues by 2015.

As a responsible corporate citizen, NSL Group is contributing to help transform the society through the Mandava Foundation.



## BUSINESS AREAS

- Seeds – Nuziveedu Seeds Limited – It's India's No.1 seeds company
- Cotton – NSL Cotton Corporation Pvt. Ltd. – NSL aspires to be a global player in the cotton business
- Textiles – NSL Textiles Ltd. – NSL is the world's most integrated textile player today
- Sugar – NSL Sugars Ltd. – It aims to be one of Asia's leading sugar manufacturers
- Infrastructure – NSL Infratech Pvt. Ltd. – Aspiring to be one of India's major infrastructure companies
- Power – NSL Energy Ventures – Aims to be one of India's leading energy generators, with a special focus on renewable energy
- Wind Energy Converters – ReGen Powertech Pvt. Ltd. – It aims to be world-class in quality in the production of wind energy converters and as wind farm developers.





# NUZIVEEDU SEEDS

We are the pioneers of India's seed industry. Since our entry into the business during the Green Revolution of the 1970s, we have achieved phenomenal growth to emerge as the country's No. 1 agri-bio company. Besides, with a turnover of ₹ 12 billion (2012-13), we are also the country's largest seed company and compete with global giants. Business Today listed our company as one of India's '25 Gen Next Hidden Leaders'.

We have invested heavily in world-class R&D capabilities over the years and developed a significant knowledge bank in the area of biotech traits and molecular breeding. Our Quality Assurance too is of world-class standards as attested by our ISTA accreditation.

We are the market leaders in cotton seeds and account for nearly 35% of the top quality cotton grown in India. We have built a powerful brand equity, backed by a robust nationwide marketing network, and our greatest asset is our relationship with millions of farmers whose lives we've transformed with the high-quality seeds we've developed.

Today, we are taking rapid strides towards becoming the leader in rice and maize seeds - India's two biggest crop categories. In addition to these, we produce a wide range of other seeds.

## OUR RANGE

- Cotton seeds
- Rice seeds
- Maize seeds
- Bajra seeds
- Sunflower seeds
- Sorghum seeds
- Pearl millet seeds
- Wheat seeds
- Mustard seeds
- Vegetable seeds



Kotur seed processing unit



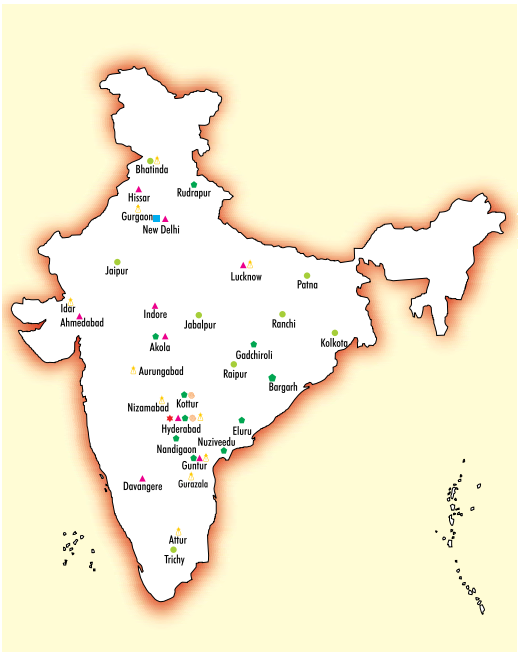
Cotton, Rice, Maize & Bajra seeds



Scientists at the Biotech lab of Nuziveedu Seeds



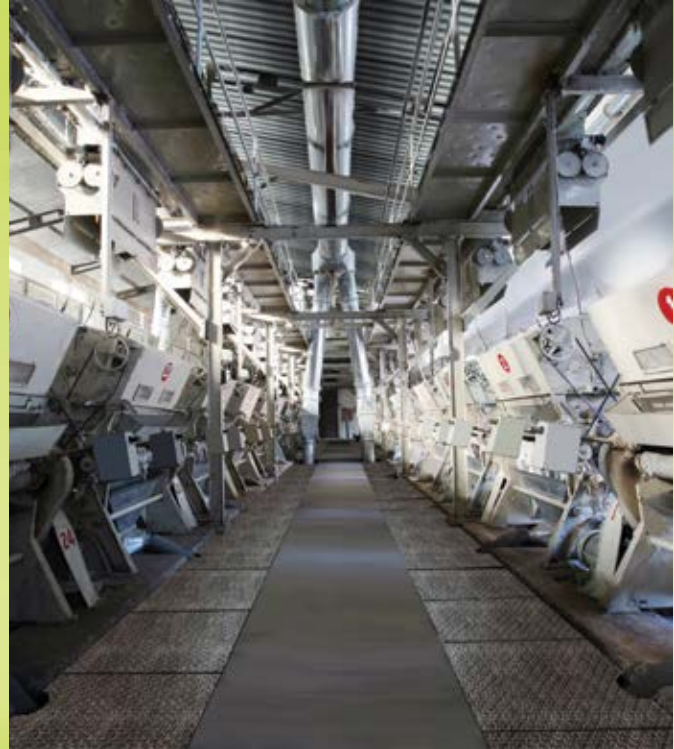
Seed processing at Kotur



NSPL locations across India



Double Roller Ginning Machine



# NSL COTTON

With our dominant position in cotton seeds, and our deep understanding of the cotton business, it was logical for us to move into cotton production. Our goal is to become one of the world's leading suppliers of top quality cotton... and, in the process, to help make India a major global source of top-quality cotton.

We have entered into integrated cotton farming with the Indian farmer. We are also pioneering a change in the Indian cotton industry, and have introduced the concept of branded cotton for the first time in India.

We have set up 150 Farmers Service Centres across

India's cotton heartland, to provide the farmer with a one-stop source of everything he needs.

## KEY FOCUS AREAS

- |  |
|--|
| • Organic cotton   |
| • Contamination-controlled cotton                                    |
| • Traceability of produce  |
| • Fair trade practices   |
| • Adherence to the principles of the global Better Cotton Initiative |

Cotton bales stockyard



NSL Cotton Farmers Service Centre



NSL Cotton unit at Malkapur, Maharashtra



Lint Cleaner



Cotton bale pressing







## NSL TEXTILES

From cotton, we have moved up the value chain to textiles, by leveraging our strengths, and backing them with investments that are totalled ₹ 13.5 billion by the year 2013.

We're one of those rare players who've entered the business with a fully-integrated story, from cotton to clothing. And our goal is to be positioned as the world's most integrated fashion player, spanning every stage, from seeds to our own retail marketing chain.

**SPINNING:** We aspire to produce the world's finest quality cotton and have therefore located our spinning mills in a region known historically for its cotton quality. Our close relationship with the cotton farmers enables us to source our cotton very strategically. And this, combined with our investments in state-of-the-art technology, helps ensure the highest yarn quality, and highly timely deliveries.

**WEAVING:** Our textile mills are conceived to meet the needs of the world's most discerning customers. They are equipped with the latest generation of high-tech looms, and state-of-the-art data-monitoring systems and precision-control equipment. Moreover, we have specially integrated the weaving process with

our own spinning vertical to give us complete control over inputs, and thus ensure the supply of the highest quality products.

**PROCESSING:** Our processing unit is equipped with the latest equipment, from a 12-colour rotary printing facility and Lüscher machine to high-end finishing machines.

**GARMENTS:** We have created world-class plants, in terms of scale as well as efficiency of material-flow. Our greatest advantage is our integrated value chain, which enables us to assure our customers of high quality and shorter lead times.

### BY 2017 WE INTEND TO BE:

- One of Asia's leading natural fibre players
- One of India's leading cotton, fabric and garment suppliers
- Supplier to the top US and EU brands
- Supplier to the top Indian garment export players
- Supplier to the top Indian apparel brands





NSL Design Studio



Budampadu Garmenting Unit



Spinning process





Koppa Sugar Plant





# NSL SUGARS

We entered the sugar business in 2003 for two reasons: First, our Group's deep knowledge of the agri-business sector, built over nearly forty years. And second, our belief that we can play the role of a game-changer in the Indian sugar industry, through our entrepreneurial skills, state-of-the-art technology, the size of our vision... and the scale of resources with which we can back that vision.

Our vision is to be one of India's top 3 sugar players. Our strategy is to have a global operation, complementing our Indian business with an overseas business, and vice versa, sourcing and refining sugar, and marketing it wherever the cyclical brings us the best opportunities.

We are focussing on state-of-the-art integrated plants producing sugar, cogen power and Ethanol. Thus we are able to diversify and maximise our revenue base, giving us the leverage to maintain a balance between product lines, depending on market conditions, and

ensure optimal viability at all times. In addition to these, we have also developed co-products such as bagasse, molasses and press mud, which will help further enhance our business model.

Today, within a span of seven years, we are looked up to as one of the leading players in the Indian sugar market. And our award-winning Koppa plant is benchmarked by the industry for its technology, productivity as well as financial performance.



Sugarcane crop



Overview of Koppa plant

# NSL INFRA TECH

When we entered the infrastructure space, we brought with us three major strengths: our proven entrepreneurial strengths, our standards of professional excellence and the considerable resources of the NSL Group.

Our entry strategy was to enter into joint ventures with leading local players, to acquire the local insights required in the Indian infrastructure scenario. Today we are an emerging giant on the Indian infrastructure map, with a sound corporate infrastructure and strategic land bank holdings across the country.

We work in a highly professional manner at every stage of project development, right from project research to design, development and marketing. Our highly professional in-house project development team works with best-in-industry experts, who bring in specialist global knowhow and experience in their respective domains, thereby ensuring that each project meets the

highest standards of excellence, in every respect. Our partners include international leaders like HOK, CPG, RSP, Synergy, etc.

We are developing 3 major IT SEZs, in addition to residential, retail and commercial buildings, and thereby creating world-class landmarks that India can be proud of.

We have successfully completed the first phase of our flagship SEZ project at Uppal, Hyderabad. The project is strategically located in East Hyderabad, with excellent residential catchment, affordable housing, education and medical facilities, and presence of all civic amenities in the near vicinity.

## VERTICLES

- IT SEZs
- Commercial
- Residential
- Malls



Arena SEZ, Hyderabad





Location	Extent (Acres)	Built-up Area (in Million sq.ft.)	Project Cost
Uppal, Hyderabad	36 acres	7.60	₹ 9.78 billion
Rayadurga, Hyderabad	40 acres	6.55	₹ 12.26 billion
Chennai	100 acres	14.75	₹ 18.64 billion
Noida	25 acres	3.46	₹ 5.02 billion
Gurgaon	70 acres	9.69	₹ 11.54 billion



Orion SEZ, Hyderabad



Centrum, Hyderabad

# NSL POWER

We are investing ₹ 100 billion in the energy sector - which will become the main focus of our Group in the future. Given our background in the agri sector, our primary thrust has been in environmental-friendly, renewable energy projects. We believe this to be the energy source of the future, which will address the environmental problems our planet is facing.

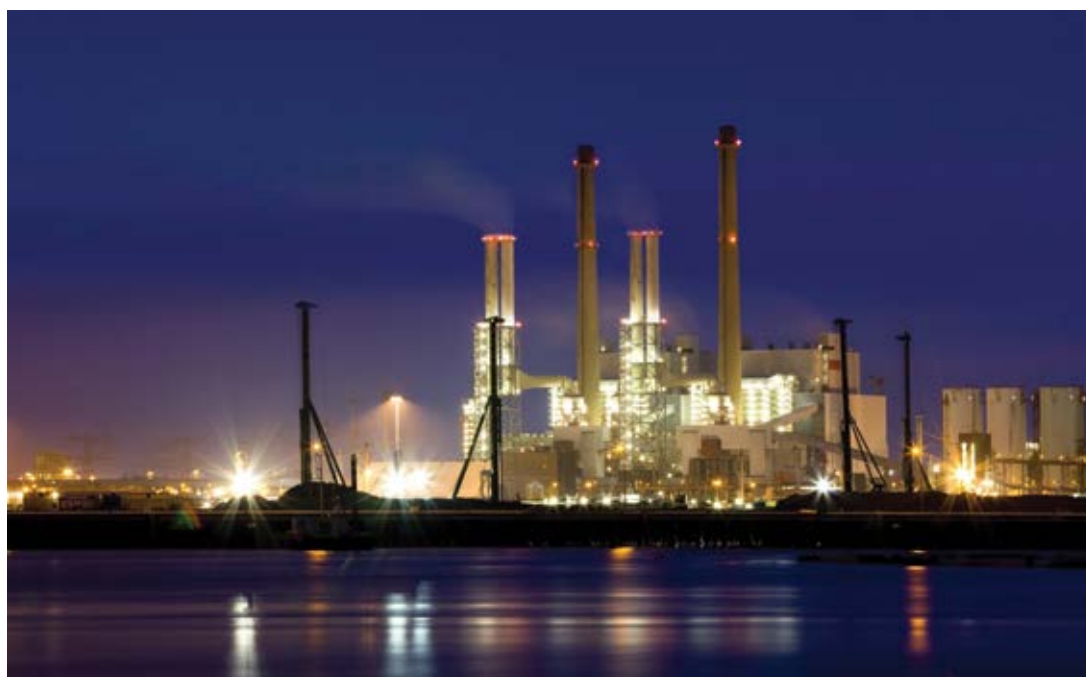
Today, within a span of ten years, we are acknowledged as leaders in this field. We have an excellent track record of developing successful renewable power plants, and aim to leverage our experience and our specialist local knowledge to develop a portfolio of new energy projects. Our objective is to build a capacity of over 2,000 MW of power by 2017.

We have a unique understanding of the business, and one of the best talent pools in the industry. We also have our own highly-experienced execution team to handle all projects, right from site

identification to implementation. These factors, combine to give us a competitive advantage.

While our primary thrust has been in renewable energy, given the urgency of India's power needs, we are also looking at conventional energy. We are currently setting up project in Orissa with a total capacity of 1,320 MW, and are investing in the latest super-critical technology to maximise their environment friendliness.

Energy Source	Capacity (2017)
Wind	850 MW
Biomass	15 MW
Hydel	155 MW
Solar	100 MW
Thermal	1,320 MW



Thermal power plant

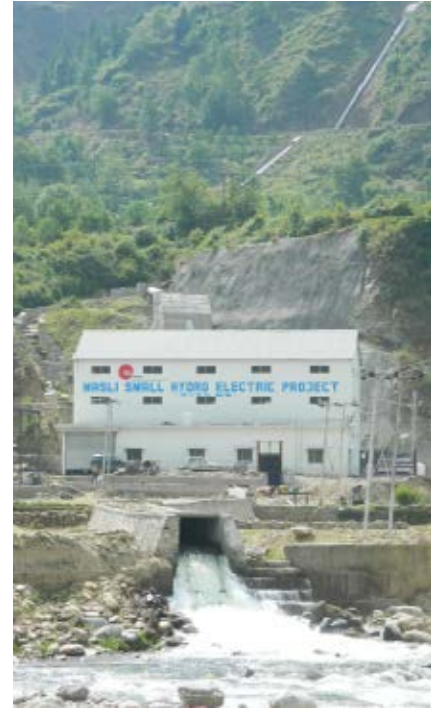




NSL Biomass Plant at Nizamabad



Hydel power project



NSL wind farm at Jagalur, Karnataka

Wind turbine of ReGen Powertech





# ReGen Powertech

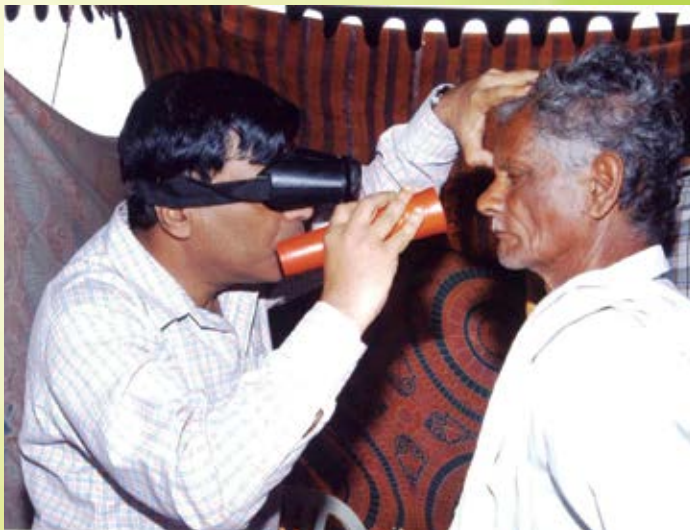
ReGen Powertech, the new name to power wind energy in India is committed to providing an alternative source of energy that is clean, green and sustainable. ReGen offers total “Turnkey Solutions” for wind power projects that include consultancy, manufacturing, supply, erection, commissioning and operations, and maintenance services of Wind Energy Converters (WECs).

ReGen has strategic technical licensing agreement with Vensys Energy AG, Germany, a global leader in WEC design and development with installations

in key wind energy markets including Germany, China, Canada, Czech Republic and Spain. Backed by Vensys’ expertise, ReGen manufactures technologically advanced WECs of 1.5 MW and 2.5 MW sizes at its fully-integrated, state-of-the-art production facility near Tada in Andhra Pradesh. The plant houses a sophisticated assembly line and a world-class R&D centre.



# SOCIAL RESPONSIBILITY



Medical Camps



Mandava Foundation donates infrastructure to schools



We believe in the responsibility of a corporation such as ours to the society it lives in, and the need for it to contribute to the betterment of that society. We have therefore set up the Mandava Foundation to pursue that goal.

The Foundation has identified four basic need areas in which we can most significantly impact society: education, healthcare, employment generation and the transfer of knowledge to the Indian farmer. And it is implementing an ongoing programme to help develop our target group in these four focus areas.

We are especially proud of the contribution we are making in the transfer of knowledge to the farmer

community. It is an example of leveraging our core competence and paying back to society with the body of expertise we have acquired over the years.

#### FOCUS AREAS

- Education
- Healthcare
- Livelihoods
- Transfer of Knowledge

**Donating vans to the Akshayapatra Foundation**



**Nuziveedu Seeds founder Shri. Venkataramaiah donates study material to students**



**Medical services sponsored by Mandava Foundation**



**Services at the veterinary hospital set up by Mandava Foundation**





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