

**KS Oils Limited**

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Press Release

## K S Oils clocks a Q1 2010-11 turnover of Rs. 1,030 crore with a net profit of Rs. 51 crore

The Company's brand and retail strategy continues to deliver new market penetration and strengthen customer loyalty

With new appointment of distributors in the current quarter, K S Oils products reach consumers through over 2,00,000 retail outlets pan-India

### Quarter highlights:

- Total income Rs. 1030 crore
- Net profit at Rs. 50.51 crore

**New Delhi, September 03, 2010:** K S Oils Limited, one of India's leading agri-based integrated edible oil company in the FMCG sector and a leader in branded mustard oils, continued its profitable growth with a record turnover in the first quarter of FY 2010-11. The company clocked a turnover of Rs. 1030 crore during the first quarter of FY 10-11. This is an increase of 13.56% from Rs. 907 crore during the corresponding period of the previous year.

The company's Net profit grew 2.64% to Rs. 50.51 crore for the quarter ended June 30, 2010 as compared Rs. 49.21 crore during the corresponding period of the previous financial year.

K S Oils declared its audited results for the year ended 2009-10 and reported sales of Rs. 4,027 crore in the financial year 2009-10 from earlier declared Rs. 4,097 crore. The company's PAT was reported at Rs 224.41 crore in the audited results, against Rs 190.26 crore declared earlier. The Board of Directors accepted the financial results for the year ended March 31, 2010 and declared an 18% dividend for its shareholders.

The company's dual strategy of urban and rural-led retail marketing is helping it win new markets and retain customer loyalty in traditional markets. During the quarter, K S Oils strengthened its presence in North India with a distributor led retail push in the states of Jammu & Kashmir, Himachal Pradesh, Rajasthan, Punjab &

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Haryana and Himachal Pradesh. It added 43 new distributors during the quarter, strengthening the company's network to 1,313 distributors. K S Oils' market leadership in branded mustard segment in North East, West Bengal, Bihar and UP continues as its products today reach out to consumers through a network of over 2 lakh retail outlets across India.

Announcing the results, Mr. Ramesh Chand Garg, Chairman, K S Oils said, "The market has appreciated our commitment towards providing high-quality and healthy edible oil to consumers and that is reflected in our growth in the first quarter of this financial year. Our quarter results also show that our retail led brand strategy is bearing fruit."

K S Oils has geared up its manufacturing and production facilities across its 5 plants since the last quarter and is well prepared to become a leading edible oil player across mustard, soybean and refined palm oil segment. Leaving the worst behind, the company is now looking ahead at the growing consumption opportunity in the edible oils business for a robust growth.

Mr. Garg, added, "Strong consumer demand for healthy oil is helping us to grow steadily. Domestic demand for food items like edible oil will continue to increase with a rising demographic population of health conscious young Indians looking at healthy options in the edible oil segment. Our brands fit this demographic and we are looking at expanding our presence in this market. With our strategic moves, K S Oils today is a leading FMCG player in the Indian edible oil segment."

**International:****• Plantations in Indonesia and Malaysia**

The plantation work in Indonesia and Malaysia is progressing as per schedule. The local subsidiary has already planted 750 hectares as of June 30, 2010 and progressing well. Currently, 400 employees are directly employed in the company's international operations.

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**About K S Oil Limited ([www.ksoils.com](http://www.ksoils.com)):** K S Oils Limited is a leading Fast Moving Consumer Goods edible oil player from India with its premium brand Kalash. It has product offerings across all edible oils - mustard, soybean and palm (refined) oil. With an FMCG-led brand focus, the company's promise is to deliver purity, nutrition and health to millions of Indian consumers. Additionally, over the past two decades, the company has built significant market share across product categories. A professionally managed company, with operations across four countries in South Asia - India, Singapore, Indonesia and Malaysia, K S Oils is creating value across the entire edible oil food supply chain. Its international operations driven through its wholly owned subsidiary, K S Natural Resources Pte., Singapore [www.ksnr.com.sg](http://www.ksnr.com.sg). The company has three leading Private Equity players, CVC International, Barings Private Equity and The New Silk Route Partners (NSR) owning significant stake in the company and partnering in its growth. The company follows a sustainable environment-friendly business practice which ensures a better and healthier tomorrow for its consumers and other stakeholders.

