


did you know  
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Alok's Logo  was created in 2000 as a reflection of the Company's growing presence in areas of core competencies. The 'A' in the symbol is presented in an integrated arrangement, which nonetheless leaves ample room, scope and freedom for growth within its free-flowing lines. It represents the integrated units of the Company. In addition, the clean lines depict modernity and steadfastness of purpose. An open attitude that on the one hand establishes a towering leadership as well as on the other, an openness to the customer.

The bottom swoosh depicts a reach within boundaries that could be termed as limitless, spanning the world as it were. The two basic colour combination Blue and Red also enhance the symbol's noticeability. Blue depicts aesthetics and beauty, so evident in every line of the Company's various manufacturing divisions. And Red is represented here as speed and reach. Speed of response to changing environment and demands. And a reach that spans across the global market.

This LOGO was further modified to its present form highlighting the company's unique position in providing Integrated Textile Solutions to its customers.



■ Alok introduced the term "Integrated Textile Solution" in the year 2000 when it had facilities for Texturising, Weaving, Knitting and Batch Processing facilities. From such modest beginnings, it has grown into the largest integrated textile company in the country with five core divisions: Cotton Yarn, Apparel Fabrics, Home Textiles, Garments and Polyester Yarn, a powerful example of the "Power of Vision".

■ From exports of 9 crore in FY 2000, Alok has increased its exports over 246 times in 11 years to reach 2217 crore in

FY 2011 at a CAGR of 73% and has emerged as the amongst the largest textile exporters in the country. It got the 'Export Trading House' status in 2003 and became a recognized "Star Trading House" in 2011. Today products manufactured by the company are exported to more than 70 countries in the world and constitute about 35% of company's total sales.

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■ Alok's sales has grown at a CAGR of 35% and its Profit After Tax (PAT ) has increased at a CAGR of 50% since its inception. For the year ended 31.03.2011, its sales stood at 6,388 crore and PAT at 404 crore.

■ Alok was the first textile company to get the Integrated Management System (IMS) certification for its manufacturing facilities at Silvassa and Vapi. IMS is a consolidated certification comprising of:

ISO 9001 :2008 (Quality Management System)

ISO 14001:2004 (Environment Management System)

OHSAS 18001:2007 (Operational Health & Safety Assessment System) and

SA 8000:2008 (Social Accountability)

■ Alok, in its maiden attempt, won the IMC - Ramakrishna Bajaj National Quality (RBNQ) Performance Excellence Trophy - 2010 in the Manufacturing Category.

■ Beginning with about 100 people in 1989, Alok presently has about 23,000 employees making and is amongst the 25 largest employers in India. In Silvassa, not only is Alok the largest employer, but also employs about 2000 tribal women, serving a unique social cause.

■ With a vision to create a unique knowledge and technologically advanced platform for the identification, skill enhancement and career development of human resources for the Textile Industry, Alok has played a pivotal role in setting up of the Advanced Academy for Development of Textile Technologists (A.A.D.T.T.) in association with DyStar India.

■ As part of its Corporate Social Responsibility (CSR), Alok has promoted ALOK PUBLIC SCHOOL in 2011 under the CBSE curriculum where around 1500 students can study from kindergarten till the twelfth standard. The school would be managed and administered by the 'BJJ Memorial Educational Charitable Trust'.

■ Alok became a Public Limited Company in February 1993 and came out with its Initial Public Offer in September 1993 with an offer of 22,50,000 equity shares of ₹10/- each for cash at a premium of ₹10/- per share aggregating to ₹4.50 crore.

■ Alok was amongst the first Indian textile company to receive FDI investment in 1998 by way of private placement of ₹91,42,700/- equity shares of ₹10/- each at a premium of ₹7.50 per share aggregating to ₹16 crore with Century Direct Fund (Mauritius) LLC and TCFC Finance Limited.

■ Alok was amongst the first textile corporate in the country to receive mezzanine finance in March 2004. The total transaction value was ₹101.21 crore comprising of 68 crores - 10% Redeemable Preference Shares (6,80,00,000 preference share @ ₹10 each) and 33.21 crores warrants (59,66,400 warrants @ ₹55.67) from the CLSA Group. The warrants were converted into equity in 2005 while the 10% preference shares were also converted into equity in 2006 (1,11,47,540 shares @ ₹61).

■ Alok has about 2,05,000 shareholders as on 31st March 2011. It is one of the most liquid and widely traded share on BSE and NSE.

■ The quotas regime in Global Textile Trade was dismantled in December 2004. Global Textile trade is expected to grow @ CAGR of 5% to USD 1000 billion by 2020 from its present size of about USD 600 billion. The total Indian Textile trade during the same period is likely to increase at a CAGR of 11% to reach 220 billion (domestic USD 140 billion & Exports USD 80 billion) from its present size of about USD 78 billion (domestic USD 52 billion & Exports USD 26 billion). (Source :Technopack)

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■ In 2001, Alok was amongst the first to invest under the Government of India's Technology Upgradation Fund Scheme (TUFS) where 5% interest subsidy is available on eligible loans. Since the abolition of textile quotas in global trade in January 2005, Alok has invested over Rs. 9000 cores (about USD 2 billion) in 7 years, perhaps the largest capex in the Indian Textile industry.

It is the largest beneficiary of TUFS loans in the country with Rs. 2592 crores TUFS loans outstanding as at 31 March 2011.

■ From an initial capacity of 50,000 spindles in 2007, Alok has today created India's largest spinning capacity at one location (Silvassa) with 4,11,840 spindles and 5680 rotors to produce about 80,000 tons of cotton yarn per annum. Almost, 95% of this yarn is consumed in house for fabric production, making it the strongest vertical integration for textiles in India.

■ Alok initially set up a weaving unit at Bhiwandi back in 1991 with about 100 shuttle looms. Today it has about 2200 shuttle less looms comprising of Rapier, Air jet and jacquard looms in one complex at Silvassa. This is possibly the highest number of looms at one location in the country. Also, at this location, about 1000 looms are installed in one weaving unit, making it probably the largest weaving unit in the world.

■ In an unfortunate incident on August 16, 2007, Alok's Texturising unit at Silvassa with 70 texturising machines was totally gutted in a fire. Alok rebuilt a new texturising plant at the same location with 35 new texturising machines in about 90 days and restarted production on 24th November 2007. This record performance was made possible with the commissioning of nearly 2000 people through separate contractors simultaneously and ample support from our business associates. From the current 92, by the end of March 2012, Alok will have a total of 140 texturising machines, producing 1,70,000 tons of texturised yarn per annum, making it the largest capacity in the Industry.

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■ Alok is amongst the market leaders in every segment that it operates. It has probably the widest product range in the world under one roof.

■ Alok commenced manufacturing operations in February 1989 at Silvassa with production of 511 tons per annum of Polyester Texturised Yarn. Alok's present capacity of 1,400 tons per day is an increase of over 2.50 times of its original capacity per annum making it the fourth largest fully integrated polyester yarn manufacturer in the country.

Alok offers a wide range of polyester products from Partially Oriented Yarn (POY), Draw Texturised yarn (DTY), Fully Drawn Yarn (FDY), Dyed Yarn, Cationic Yarn, Polyester Staple Fiber (PSF) and Chips.

■ One of the largest embroidery producers in India and amongst the largest in the world is GrabalAlokImpex Limited (Grabal), a Joint Venture Company promoted by Alok in 1995 in financial and technical collaboration with Grabal, Albert GrabherGesellschaftmbH & Co. of Austria.

The Board of Directors of Alok and Grabal have approved the amalgamation of Grabal into Alok with a swap ratio of 1:1 i.e. every one share of Grabal would receive one share of Alok.

■ Alok had a humble beginning in the Home Textiles sector in 2003-04 with manufacturing and export of bed sheets worth Rs. 56 crore in the first year. As on 31st March 2011, Alok is the probably the largest bed linen exporter from India with export of Rs. 946 crore and has been awarded the prestigious 'Gold Trophy' by TEXPROCIL, Ministry of Textiles, Government of India twice in a row.

Alok's range in this segment today includes the entire range of top of the bed i.e. Sheet sets, Duvets, Comforters, Blankets, Quilts, Bed in Bag in solids, dobbies, jacquards, prints, embroidery, yarn dyed. It has also added special finishes such as Wrinkle free, Antibacterial, Fire retardant, etc. and curtains and towels to its portfolio.

■ Being amongst the first to enter the Technical and Special finish fabrics segment in 2005, with capacity of about 20 million meters p.a., Alok today has become a dominant manufacturer of work wear fabrics in India. camouflage prints with IRR finish, Teflon coated, UV protection, ice cool, etc.

The range includes finishes such as flame retardant, high visibility, oil resistant, anti bacterial, mosquito repellent,

Alok is continuously investing in research and development in this direction and work wear fabrics would be a major focus for growth.

■ Alok Industries International Limited (BVI), a wholly owned subsidiary of Alok acquired 60% stake in Mileta International in Czech Republic in 2007. Today, it owns 100% stake in that company and has also turned around Mileta into a profit making company.

Alok has also acquired technology to manufacture premium yarn dyed fabrics and managed to penetrate the lucrative European market for its products. It has added products from Mileta like handkerchiefs and table linen in its product portfolio.

■ Alok group holds, 91% stake in GrabalAlok UK Limited, that

 owns the retail chain "Store Twenty One" with 219 stores across UK, Scotland and Wales and employs about 2,500 people. The stores offer a value proposition for quality apparel for women, men, and children and fashion accessories like costume jewellery, shoes, leather bags, toys etc.

With the proposed amalgamation of Grabal into Alok, post-merger the entire 91% would be held by Alok Industries Ltd through its wholly owned overseas subsidiaries

■ Alok H&A Ltd., a 100% owned subsidiary of Alok operates 311 Stores in the Indian domestic market in 22 states and 75 cities under the store brand on franchisee and shop-n-shop basis. H & A stores offer high quality home textiles, men's wear, women's wear, kids' wear and fashion accessories to Indian consumers. "Brett Lee" brand of active wear and sportswear is now being launched for the first time in India through H & A stores. Few more brands and larger format stores of about 2500 sq. ft. will also be introduced soon.

■ Alok has decided to sell its properties held under its real estate subsidiary, Alok Infrastructure Private Limited. It has appointed Cushman & Wakefield for this purpose. The market value of these assets is significant and the company is confident of liquidating the same over a period of 3 years. The proceeds of these properties would be used to retire debt of the Company.