Overview of

M.P. Birla Group
Birla Group is one of the oldest and foremost Groups which is associated with Industrial Revolution in India, before and after Independence of India.

The Group owns more than 500 factories in a wide range of Industries such as textiles, cables, automobiles, sugar, paper, cement, jute, aluminium, copper, fertilizers, chemicals etc.

The Group is successfully running joint ventures and has presence spread across the several countries.

Birla Group is known for its philanthropic and educational activities and contributes substantially every year to technical institutions, relief funds, hospitals and religious organizations.

The Group has set-up some of the most prominent educational institutions and hospitals.
M.P. Birla Group was founded by Late Shri Madhav Prasad Birla who was a great entrepreneur with extraordinary and brilliant management skills.

After his demise, his wife, Late Smt. Priyamvada Birla took over and guided the entire group.

M.P. Birla Group of companies is striving further to achieve greater heights in Industrial Excellence under the dynamic leadership of its present Chairman, Shri R.S. Lodha.

The Group has established wide range of Industries with equally good network of marketing and branches spread across India.
<table>
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<tr>
<th>Company</th>
<th>Products</th>
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<tr>
<td>Birla Corporation Limited</td>
<td>Cement, Jute, Carbide etc.</td>
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<tr>
<td>Universal Cables Limited</td>
<td>EHV, HT &amp; LT Power Cables, Power Capacitors etc.</td>
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<tr>
<td>Vindhya Telelinks Limited</td>
<td>Copper and Optical Telecommunication Cables etc.</td>
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<td>Birla Ericsson Optical Limited</td>
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<td>Optic Fibre Goa</td>
<td>Optical Fibre</td>
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<td>(a Unit of Universal Cables Ltd)</td>
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<td>Hindustan Gum and Chemicals</td>
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<td>Birla Financial Corporation Limited</td>
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Birla Corp is flagship company of M.P.Birla Group. Incorporated as Birla Jute Manufacturing in the year 1919, it was the Late Chairman Shri Madhav Prasad Birla who gave shape to its present form.

Birla Corp has products which include cement, jute goods, PVC floor covering, auto trims etc.

Cement division has seven plants having installed annual capacity of 5.8 million tonnes. Cement units have been receiving awards for productivity, pollution control, energy performance and worker’s education.
Jute division produces a variety of jute products which covers major applications of jute and is supplied globally.

Auto Trim division has Technology Collaboration with Empe-Werke, Germany to manufacture natural fibre based interiors for use in cars.

Vinoleum division was set-up in the year 1991 under technical collaboration with Congoleum Corporation of USA and manufactures Cushion Vinyl Flooring and PVC sheets.

Birla Corp is a listed company in the National Stock Exchange and Bombay Stock Exchange.
Hindustan Gum & Chemicals Ltd.

- Hindustan Gum is the largest manufacturer of Guar Gum in the world with its brand name “HIGUM”, a hallmark of quality and innovation.
- The company was established in collaboration with Stein Hall of USA (now Rhodia Inc.).
- Hindustan Gum has since been a premium manufacturer of Guar Gum, Guar Gum Powder, Cationic Gum, and Textile Thickener which is being supplied globally.
- The products cater to a diverse range of industries, such as food products, textile, papers, explosives, oil drilling, mining, etc.
- Hindustan Gum has an annual capacity to manufacture 31,000 MT of powder gum and 32,000 MT for refined splits.
In the year 1962 Shri M.P.Birla established Universal to manufacture paper insulated cables.

In the year 1977, collaborating with M/s Asea Kables AB, Sweden (now ABB) Universal brought XLPE technology to India. Over the years Universal had several other collaborations, all with internationally acclaimed leaders in their respective fields.

The Capacitor Division was set up in the year 1967, and since then has progressed having collaborations with Toshiba, Japan and General Electric, USA for variety of products.

Universal has recently introduced VCV Technology, in technical collaboration with Furukawa Electric Co., Japan to manufacture EHV cables in the range of 220 kV to 400 kV.

Universal has also tied up with VISCAS Corporation, Japan (Power cable alliance between Fujikura and Furukawa) for new generation cable jointing accessories for voltage grade upto 400kV.
Universal Cables Ltd. (Universal)

Universal has also tied up with VISCAS Corporation, Japan (Power cable alliance between Fujikura and Furukawa) for new generation cable jointing accessories for voltage grade upto 400kV.

Branded as “UNISTAR”, which is a benchmark for quality in the region, the product range includes Extra High Voltage Power Cables Upto 400 kV Grade, PVC and Rubber Insulated Power Cables, Control and Instrumentation Cables and Power Capacitors etc.

Universal has an in-house Research & Development Laboratory, which is recognised by the Ministry of Science and Technology, Govt. of India.

Over the years, Universal has received many accolades, including National Safety Award from Govt. of India.

Universal is a listed company in National Stock Exchange and Bombay Stock Exchange.
Vindhya was established as joint sector between Universal and Madhya Pradesh State Industrial Development Corporation Limited to manufacture jelly filled telephone cables.

Vindhya was set-up in Technical Collaboration with Ericsson Cables AB, Sweden and started commercial production in the year 1986.

Installed capacity of JFTC is today at 7.48 million CKM annually.

Vindhya added facilities to manufacture Optical Fibre cables by installing a complete new state-of-the-art plant during the year 1998. Over the years Vindhya has added new products, including Ribbon Fibre.
Vindhya has become one of the leading suppliers of telecommunication cables to BSNL, MTNL, Bharti, Reliance, Tata, Railways etc.

Vindhya has recently added EPC division which is taking up turnkey projects in the fields of telecommunication and power infrastructure.

Vindhya is a listed company in the National Stock Exchange and Bombay Stock Exchange.
Birla Ericsson was set up as a Joint Venture company between the M.P.Birla Group companies and Ericsson Cables AB, Sweden (now called Ericsson Network Technologies) to manufacture Optical Fibre Cables in the year 1992.

Birla Ericsson today has one of the widest manufacturing capabilities in India for OFC to produce complete range of products including High Fibre Count Ribbon Cable.

Birla Ericsson also manufactures JFTC and special copper cables.
Birla Ericsson Optical Ltd. (Birla Ericsson)

- Birla Ericsson has an agreement with M/s AFL Telecommunications for sale of hi-tech overhead OFC, specially OPGW and associated accessories, which find applications with electric power utilities etc.

- Birla Ericsson is looking at expanding further, with FTTx as one of the prominent field.

- Over the years, Birla Ericsson has established itself as a premium brand for telecommunication cables in India.

- Birla Ericsson is a listed company in the National Stock Exchange and the Bombay Stock Exchange.
Optic Fibre Goa was established as a joint venture between Universal, Vindhya and Birla Ericsson in the year 2001 with primary objective of manufacturing Optical Fibres.

Plant is located at Goa a south western coastal state of India.

The plant was commissioned for commercial production in the year 2002.

Since then, Optic Fibre Goa has been able to carve out a market in India and is successful in getting approvals from prominent Indian Telecom Service providers such as BSNL, Bharti, Reliance, Idea etc.

Optic Fibre Goa, as a company, was amalgamated into Universal Cables Limited with effect from 1st April 2005.
Commitment to Quality

- The Group lays highest emphasis on Quality
- All the companies are certified for Quality Management System ISO 9001:2000
- Quality Objectives and Quality Policies firmly in place
- Emphasis on consistency of Quality and Continual Improvements
- Implementation of various other Quality Tools
- Skilled, adequately trained and continuously upgraded manpower
Commitment to Environment

- Overall, the Group has a conscious approach for Safe and Secured Environment

- All Group Companies are Certified for the Environmental Management System ISO 14001:2004

- Emphasis is not only on meeting the statutory requirements but contributing towards maintaining ecological balance in and all around campus
"From God we receive and to God we offer"

The M.P. Birla Foundation is the nodal body of the group for its philanthropic and charitable activities covering the fields of Education, Health Care and Scientific Research, as well as literary, cultural and purely charitable areas.
South Point School, Kolkata
M.P. Birla Higher Secondary School, Kolkata
Priyamvada Birla Higher Secondary School, Satna
Sharada Kanya Vidyapeeth, Barrackpore
M.P. Birla Shiksha Bhavan, Allahabad
M.P. Birla Industrial Training Institute, Rewa
Medical

- Bombay Hospital and Research Centre, Mumbai (900 beds)
- Bombay Hospital and Research Centre, Indore (830 beds)
- Belle Vue Clinic, Kolkata (130 beds)
- Priyamvada Birla Aravind Eye Hospital
- M.P. Birla Eye Clinic, Kolkata
- Birlapur Hospital, Birlapur
- Birla Vikas Hospital, Satna & Sidhi
Other Philantropic Activities

- M.P.Birla Planetarium, Kolkata
- Joka Agriculture & Horticulture Society, Joka
- M.P.Birla Lecturing Chair in the UK
- Renovation of Ancient Temples
Thank you