

Overview of



M.P. Birla Group



Introduction - Birla Group

- **B**irla Group is one of the oldest and foremost Groups which is associated with Industrial Revolution in India, before and after Independence of India
- **T**he 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.
- **T**he Group is successfully running joint ventures and has presence spread across the several countries
- **B**irla Group is known for its philanthropic and educational activities and contributes substantially every year to technical institutions, relief funds, hospitals and religious organizations
- **T**he Group has set-up some of the most prominent educational institutions and hospitals



Introduction - M.P.Birla Group

- **M.P.Birla Group** was founded by Late Shri Madhav Prasad Birla who was a great entrepreneur with extraordinary and brilliant management skills
- **A**fter 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 it's present Chairman, Shri R.S.Lodha
- **T**he Group has established wide range of Industries with equally good network of marketing and branches spread across India



Prominent Business Activities

Company	Products
● Birla Corporation Limited	Cement, Jute, Carbide etc.
● Universal Cables Limited	EHV, HT & LT Power Cables, Power Capacitors etc.
● Vindhya Telelinks Limited	Copper and Optical Telecommunication Cables etc.
● Birla Ericsson Optical Limited	Optical and Copper Telecommunication Cables etc.
● Optic Fibre Goa (a Unit of Universal Cables Ltd)	Optical Fibre
● Hindustan Gum and Chemicals	Guar Gum and allied products
● Birla Financial Corporation Limited	Non-Banking Financial Services
● Birla-DLW Limited	Linoleum Floor Covering



- **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



- **J**ute division produces a variety of jute products which covers major applications of jute and is supplied globally
- **A**uto Trim division has Technology Collaboration with Empe-Werke, Germany to manufacture natural fibre based interiors for use in cars
- **V**inoleum division was set-up in the year 1991 under technical collaboration with Congoleum Corporation of USA and manufactures Cushion Vinyl Flooring and PVC sheets
- **B**irla Corp is a listed company in the National Stock Exchange and Bombay Stock Exchange



- **H**industan Gum is largest manufacturer of Guar Gum in the world with its brand name "HIGUM" a hallmark of quality and innovation
- **T**he company was established in collaboration with Stein Hall of USA (now Rhodia Inc.)
- **H**industan Gum has since been premium manufacturer of Guar Gum, Guar Gum Powder, Cationic Gum and Textile Thickener which is being supplied globally
- **T**he products cater to a diverse range of industries, such as food products, textile, papers, explosives, oil drilling, mining etc.
- **H**industan Gum has an annual capacity to manufacture 31,000 MT of powder gum and 32,000 MT for refined splits



- **I**n the year 1962 Shri M.P.Birla established Universal to manufacture paper insulated cables.
- **I**n 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.
- **T**he 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.
- **U**niversal 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.
- **U**niversal 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.



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- 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





- **V**indhya was established as joint sector between Universal and Madhya Pradesh State Industrial Development Corporation Limited to manufacture jelly filled telephone cables
- **V**indhya was set-up in Technical Collaboration with Ericsson Cables AB, Sweden and started commercial production in the year 1986
- **I**nstalled capacity of JFTC is today at 7.48 million CKM annually.
- **V**indhya 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.





- **V**indhya has become one of the leading suppliers of telecommunication cables to BSNL, MTNL, Bharti, Reliance, Tata, Railways etc.
- **V**indhya has recently added EPC division which is taking up turnkey projects in the fields of telecommunication and power infrastructure.
- **V**indhya 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** 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



- **O**ptic 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
- **P**lant is located at Goa a south western coastal state of India
- **T**he plant was commissioned for commercial production in the year 2002
- **S**ince 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.
- **O**ptic Fibre Goa, as a company, was amalgamated into Universal Cables Limited with effect from 1st April 2005



Commitment to Quality



- **T**he Group lays highest emphasis on Quality
- **A**ll the companies are certified for Quality Management System ISO 9001:2000
- **Q**uality Objectives and Quality Policies firmly in place
- **E**mphasis on consistency of Quality and Continual Improvements
- **I**mplementation of various other Quality Tools
- **S**killed, 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



PHILANTHROPIC ACTIVITIES

Serving Humanity

"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



Educational

- 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 Philanthropic 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

