Summer Internship Report

On

ORGANIZATIONAL STUDY AT GODREJ & BOYCE MFG. CO. LTD. LUCKNOW, UTTAR PRADESH

By
VISHAL TRIPATHI

MBA-III SEMESTER

In Partial Fulfillment of Award of Master of Business Administration

Garden City College
16th KM, Old Madras Road, Bangalore-560 049

Things which I learnt during implement the project

1. You have to achieve your target within due time.
2. I have to know more than my client
3. Patience
4. To understand the clients perception (how to motivate them)
5. Enjoyment is also a part of work(work-life balance)
6. Punctuality
7. Discipline
8. Hard worker
9. patience to take tension
10. Dedication towards the work
11. continuous effort
12. Leading character
13. Courage to deal the situation
14. knowledge to recruit the person
15. knowledge about the product

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PREFACE

MBA program is one of the most reputed professional courses in the field of management. This course includes both theory and its application contents of curriculum. Summer training is an integral part of the ***MBA*** in ***Garden City College, Bangalore***. Each student is required to undergo summer training from an institute of repute after 2nd Year. As complimentary to that, every trainee has to prepare and submit a report on the work conducts by the student during his/her Summer Training.

This report is at continuation of the above tradition. This summer training was done at "***Godrej & Boyce Mfg. Co. Ltd.***", Lucknow (UP). The topic of the training was "Organizational Study" to start any business,

I have tried to put my best effort to complete this task on the basis of skill that I have achieved during the last one year study in the institute.

I have tried to put my maximum effort to get the accurate statistical data. However I would appreciate if any mistakes are brought to my by the reader.

Vishal Tripathi

DECLARATION

I am ***Vishal Tripathi*** do hereby declare that the project done in ***Godrej & Boyce Manufacturing Co. Ltd.*** submitted by me entitled "***Organizational Study at Godrej & Boyce Manufacturing Co. Ltd.*** " during ***25th of July, 2011 to 26th of August 2011***, in partial Fulfillment Of the requirement for the ***Summer Internship Program*** of ***MBA*** is of my own and it has not been submitted earlier to any other institution including this college or published elsewhere**.**

Place: Lucknow

Vishal Tripathi

Date:

Garden City College, Bangalore

CERTIFICATE

This is to certify that Mr. Vishal Tripathi pursuing his MBA 3rd semester at Garden City College, Bangalore (Affiliated from Bangalore University) has completed the internship program at from 25th of july, 2011 to 26th of August, 2011.We found him sincere, hardworking and technically sound and result oriented. He worked various parts under of project along with a team during his tenure.

We take this opportunity to thank him and wish him all the best for his future.

Date: Vishal Tripathi

Place: Garden City College, Bangalore

ACKNOWLEDGMENT

I take great privilege to express my profound gratitude to my Institution, GCC, Bangalore, which has been instrumental in helping me in the completion of my project at Godrej & Boyce Mfg. Co. Ltd, Lucknow.

I extend my sincere thanks to all the respondents, and sales people of ***Godrej*** who helped me for my project.

Last but not the least, I would like to thank my family members and friends whose unbounded support facilitated the successful completion of the project.

EXECUTIVE SUMMARY

Project Title

"Organizational Study at Godrej & Boyce Mfg. Co. Ltd".

Project Location

Godrej & Boyce Mfg. Co. Ltd, Lucknow (UP).

Objectives

The following are the main objective which has been undertaken in the present study:

1. To determine the amount of working procedure of Godrej Boyce & Mfg. Co. Ltd requirement and to calculate various ratios relating to capital.
2. To make an item wise study of the components of the working area of company.
3. To suggest the steps to be taken to increase the efficiency in management of company.

Research Methodology

The research was mainly of primary research consisting of descriptive research and exploratory research. The secondary research consisted of literature search and Internet search.

Limitations:-

There may be limitations to this study because the study duration (summer placement) is very short and it's not possible to observe every aspect of practices.

ARTICLE-1

COMPANY PROFILE

Company Overview & Achievements

History

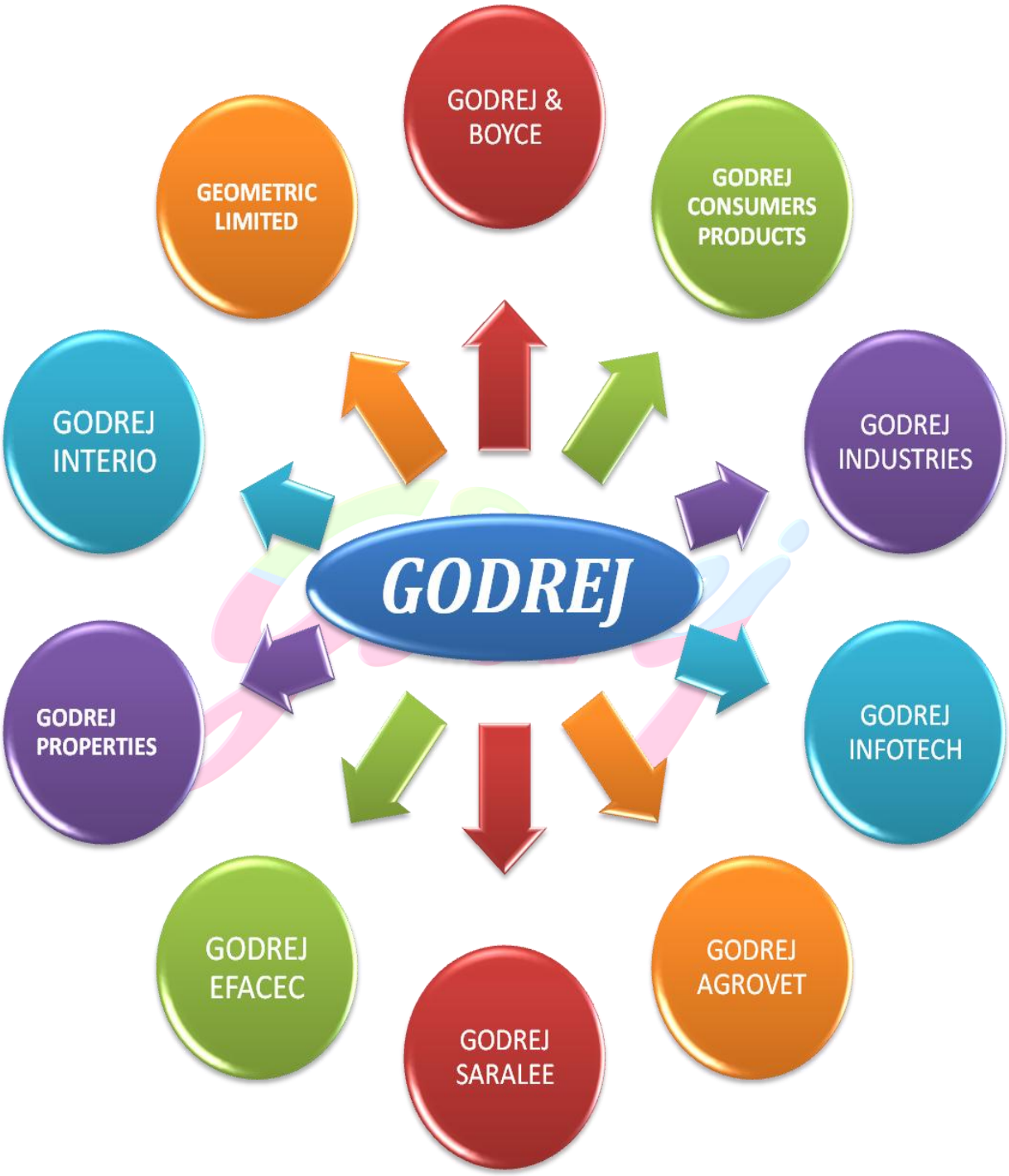
The Company celebrated its centenary in 1997. In 1897 a young man named Ardeshir Godrej gave up law and turned to lock making. Ardeshir went on to make safes and security equipment of the highest order, and then stunned the world by creating toilet soap from vegetable oil.

Ardeshir Godrej

Pirojsha Godrej

His brother Pirojsha Godrej carried Ardeshir's dream forward, leading Godrej towards becoming a vibrant, multi-business enterprise. Pirojsha laid the foundation for the sprawling industrial garden township (ISO 14001-certified) now called Pirojshanagar in the suburbs of Mumbai. Godrej touches the lives of millions of Indians every day. To them, it is a symbol of enduring ideals in a changing world.

GODREJ GROUP OF COMPANIES



Godrej and Boyce Mfg. Co. Ltd

Godrej & Boyce manufactures a spectrum of consumer products and industrial products. The Consumer products include Appliances (Refrigerators, Washing Machines, Air Conditioners, Microwaves, and DVD Players), Locks, Furniture, Security Equipment, Office Automation, Conferencing Solutions, and vending Machines. Industrial Products include Storage Solutions, Automated Warehousing, Material Handling Equipment, Process Equipment, Precision Components & Systems, Machine Tool Service, Electrical & Electronic, Tooling, and Construction Material & Services.

Incorporation

Established in 1897, the Company was incorporated with limited liability on March 3, 1932, under the Indian Companies Act, 1913.

Branches (Sales and Service) and Retail Showrooms

1. MUMBAI, Ahmedabad, Bhopal, Indore, Jabalpur, Pune, • Raipur
2. NEW DELHI, Chandigarh, Faridabad, Ghaziabad, Jaipur, Kanpur, • Lucknow
3. CHENNAI, Bangalore, Coimbatore, Hyderabad, Kochi, Pondicherry, • Trivandrum, Visakhapatnam
4. KOLKATA, Bhubaneswar, Guwahati, Ranchi, • Patna

The Company has a network of **38 Company-owned Showrooms,** more than **2,200 Wholesale Dealers,** and more than **18,000 Retail Outlets.**
The Company has **Representative Offices** in Sharjah (UAE), Nairobi (Kenya), Colombo (Sri Lanka) and Riyadh (Saudi Arab)

Description of the Company:

To the faithful the Godrej narrative starts with an event a young man gave up law and took up lock making. What an unspecular beginning for a story!
For, have not other young men before and since taken similar decisions and made good?

What was spectacular and unique was not the event. Events in the godrej story are only the small visible pieces of a larger, continuously emerging picture – a picture witch event in 1897

had already formed, Invisible to the word, yet alive and palpable in the mind of one man: the young lawyer-turned-lock maker –Ardeshir Burjorijee Godrej.

Ardeshir Godrej was different. He was intensely interested in the now but only in relation to the always. Time present was important but he was convinced the timeless was what one should strive for.

His lock was his first demonstration of the fact that we could do it the first stroke in making his picture a reality. It is all very well to dream of durability. Ardeshir knew that it does not just happen. It had to be built into the very concept and design of every product. In a manner of speaking a product had to stand the test of time, before it actually existed.

Thus was he led to develop a fireproofing compound for his new line of business-safes. This compound, he said could deafly the most catastrophic fires. (Years later he was proved right when Bombay was rocked by the terrible dock explosion of 1944. mortar and mangled bodies lay scattered over a mile radius. Among the cinders and the rubble, his safes were found-contents unsigned, even the onionskin letterheads instate!)
His locks and his safes were meeting with acceptance. The picture was taking shape; the background was right and he perspective clear. It was left to another man to enlarge the canvas to stunning and rewarding proportions.

Division of Godrej & Boyce Manufacturing Ltd.

There are mainly division of Godrej & Boyce mfg. ltd those are :

1. Appliances
2. Interio
3. Marketing
4. Service
5. Retail
6. Commercial

The company has been divided into 6- zones & **Lucknow city** comes under central zone.

As

- Appliances section is headed by **Mr. Rajeev Dubey** who is general manager of central zone.
- Marketing section is look after by **Mr. Saurabh Surry.**
- Service section is taken our by G.M. who site at Mumbai. At Luck now **Mr. Deepak Nagar** has the authority who is Service Manager of central zone.
-Interio section is look after by **Mr. Manoj Sadavart** who is **AGM.**
- Commercial section look after by **Mr. M.A. khan**
- The retail section is dealt by **Mr. R.R. Dordi** who is **RSM** and looks after Godrej life space store at Lucknow & Kanpur.

CORPORATE PROFILE:

GODREJ & BOYCE MFG. CO. LTD. INSIDERS ON BOARD OF DIRECTORS

JAMSHYD N. GODREJ

Jamshyd n. Godrej has been the **"**managing director**"** of Godrej & boyce manufacturing co. ltd. since 1991. mr. Godrej serves as the president of the world wide fund for nature-India. He served as public interest director of Bombay stock exchange limited from september 28, 2006 to september 28, 2008. mr. Godrej served as president of the Indian machine tool manufacturers' association. he has been closely associated with the confederation of Indian industry and was its president ...

During 1993-94 he has been the chairman of the board of Godrej & boyce mfg. co. ltd. (also known as Godrej & boyce manufacturing co. ltd.) since 2000. he has been the chairman of geometric software solutions co. ltd. since 2000. he also serves as the chairman of aspen institute-India. he joined the board of Godrej & boyce mfg co. ltd. as a director in 1974.

since April 29, 1990. he serves as director of haldia petrochemicals limited, breach candy hospital trust, Singapore-India partnership foundation and great lakes institute of management. he served as a director of wadala commodities ltd. until June 10, 2008. he served as a non-executive independent director at Bajaj holdings & investment limited. until february 20, 2008. he served as an independent non-executive director of Bajaj auto finance ltd. he is an ardent yachting enthusiast and has done extensive cruising along the west coast of India. He was the recipient of Padma bhushan award in April 2003, conferred by the president of India. mr. Godrej completed his bachelor's degree in mechanical engineering and masters in business administration, both from the Illinois Institute of Technology.

K.A PALIA

K. A. Palia serves as **"**director of finance at Godrej & boyce mfg. co.**"** ltd. dr. palia joined Godrej & boyce manufacturing co. ltd. (g&b) on february 2, 1970. he has considerable expertise and experience in financial management, business strategy and corporate governance.

He heads the finance function of g&b. he is also in charge of the electrical and electronics, construction and property development businesses of g&b. dr. palia serves as an executive director of Godrej ... & boyce mfg. co. ltd.

He is a fellow of the institute of chartered accountants of india and also of the institute of cost & works accountants of india. dr. palia holds a master's degree in commerce and a diploma in managerial accounting from the mumbai university, and a ph.d. in business administration from the Oklahoma state university, USA.

P. D. LAM

PRESIDENT AND EXECUTIVE DIRECTOR and has been associated with the Company since 1975. Prior to joining Godrej, he was a partner in the Solicitors firm of Payne & Co.

Vijay Crishna:

Vijay Crishna is **the Executive Director of Lawkim Motors Group**. He joined Lawkim Ltd, a bankrupt light engineering company taken over by the Godrej Group at the behest of N.P. Godrej in 1977 after eight years of management experience in Kolkata.

Anil Verma:

Anil Verma is the Executive Director (Personnel & Administration) of the Company and has been associated with the Company since 1983. He is an Engineering graduate and has an MBA from the prestigious Indian Institute of Management, Ahmedabad.

ARTICLE-2

PRODUCATION LINE & SYSTEM

Products of Godrej Group & Co.

Appliances

Offerings in the refrigerator, washing machine, air conditioner and microwave oven ranges.

Furniture

Furniture for home, office, educational institutions, establishments, labs, hospitals, shipyard...

FMCG

Cinthol, Hersheys Chocolate Syrup, Good Knight mosquito repellent, Hair Colour and Hair Dye.

Real Estate

Residential, commercial and township developments.

Agri

Animal feed, oil palm plantations, agrochemicals and poultry.

AV Solutions

Display solutions, audio video conferencing solutions, electronic copy boards.

Batteries

Godrej and GP Batteries offer a range of zinc chloride, alkaline & rechargeable batteries and a range of chargers.

Chemicals

Oleochemicals and surfactants.

Construction

Variety of construction services like real estate development, ready mix concrete, horticulture and enviro-tech.

Electricals and Electronics

Industrial automation, power distribution, compressed air solutions & green business commissioning.

IT & Software Solutions

Solutions for engineering and service industry.

Locks

Locking solutions for different security needs to ensure optimum safety.Some of the well known brand...

Material Handling

Counter balance trucks, forklift trucks, tyre handlers, all terrain trucks, attachments and accessories.

Motors

Specialized custom built compressor motors.

Precision Engineering

Critical custom-built precision engineering equipments for multiple applications.

Precision Systems

Machining & fabrication, heat & surface treatment, assembly, testing & supply of complex...

Process Equipment

High pressure vessels, heat exchangers, columns, heavy walled reactors and other custom...

Security Solutions

Safes, lockers, banking automation products, electronic security systems, premises security & hi-tech doors.

Storage Solutions

Warehousing solutions, automation and consulting.

Tooling

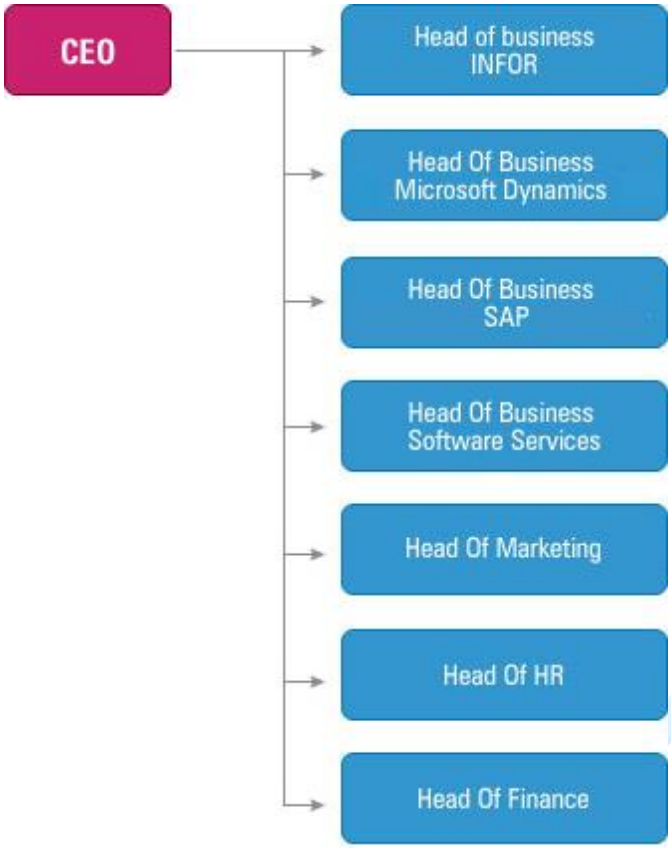
Die casting dies, press tools, special purpose machines and engineering services.

Vending

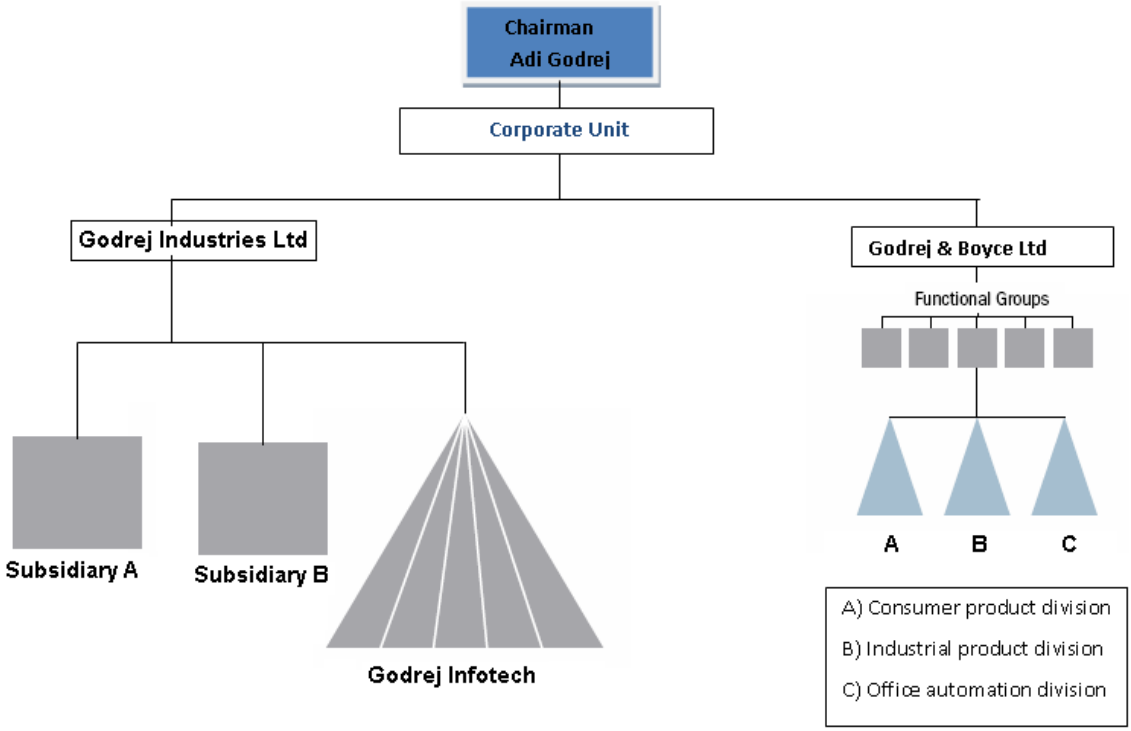
High quality table top beverage vending machines, services and beverages.

Domestic & International Offices of Godrej Group of Co.

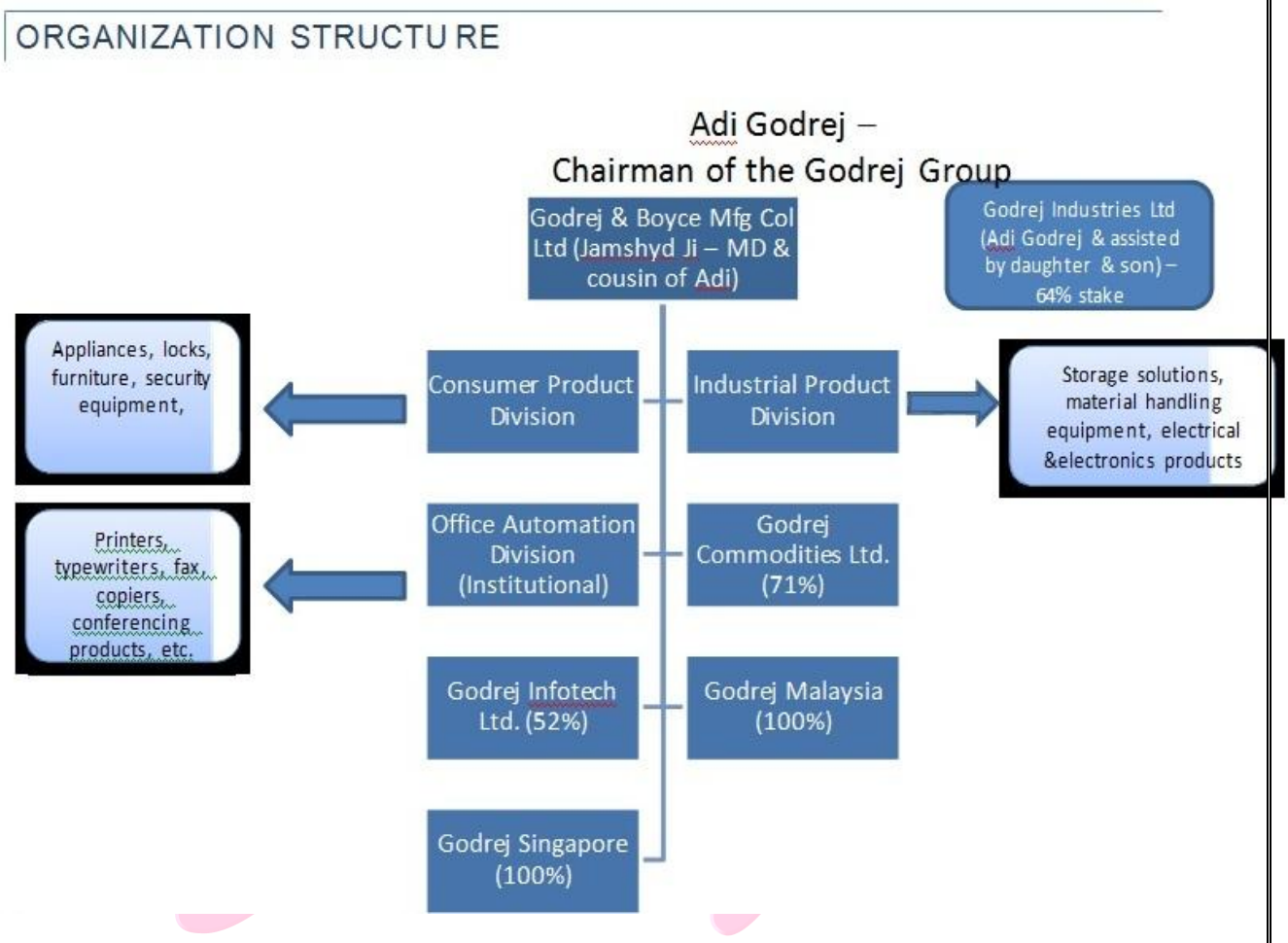
Organizational Chart of Godrej InfoTech-Branch (A Overview)

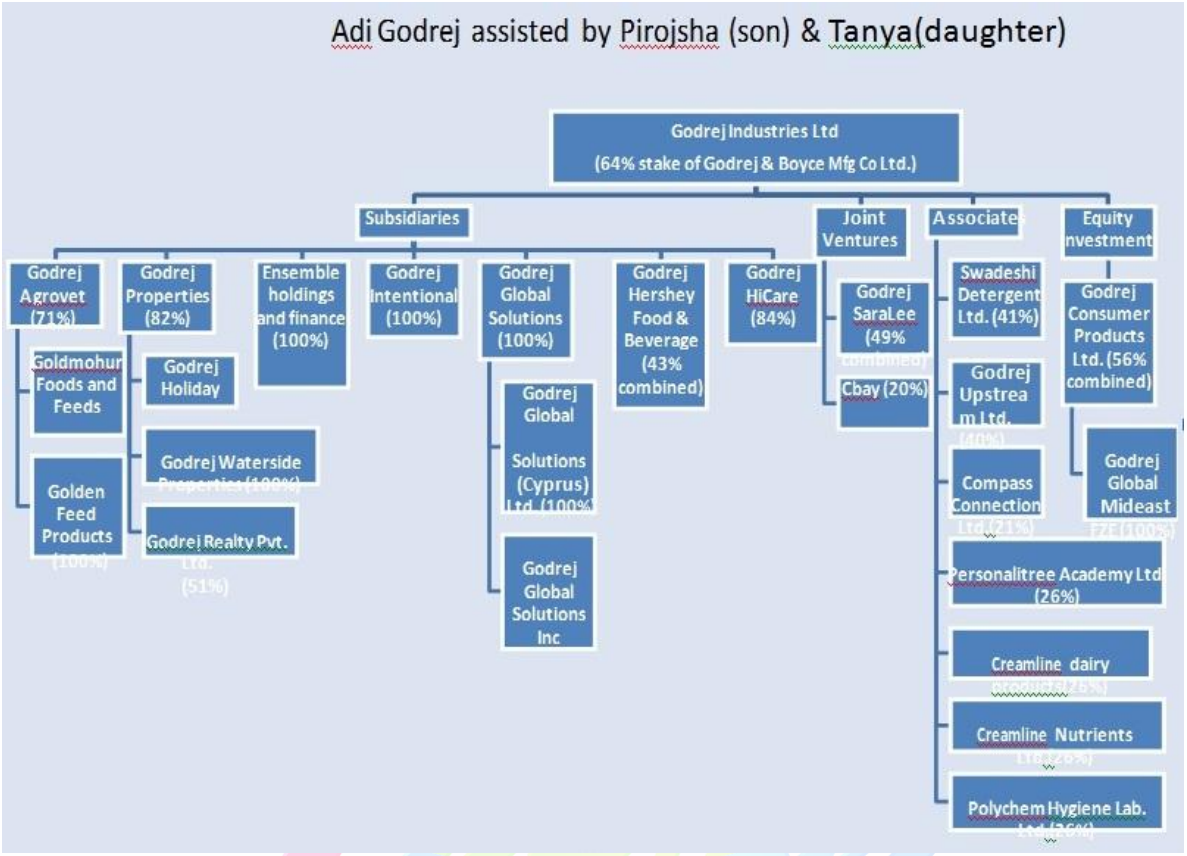


Organizaional Herarachey of Godrej Industries Ltd.



ORGANIZATION FUNCTION CHART OF COMPANY




Adi Godrej assisted by Pirojsha (son) & Tanya(daughter)
Godrej Industries Ltd
(64% stake of Godrej & Boyce Mfg Co Ltd.)
Subsidiaries
Joint Ventures
Associates
Equity investment
Godrej Agrovet (71%)
Godrej Properties (82%)
Ensemble holdings and finance (100%)
Godrej Intentional (100%)
Godrej Global Solutions (100%)
Godrej Hershey Food & Beverage (43% combined)
Godrej HiCare (84%)
Godrej SaraLee (49%
Cbay (20%)
Swadeshi Detergent Ltd. (41%)
Godrej Upstrea m Ltd.
Compass Connection
Personalitree Academy Ltd (26%)
Creamline dairy
Creamline Nutrients
Polychem Hygiene Lab.
Godrej Consumer Products Ltd. (56% combined)
Godrej Global Mideast
Goldmohur Foods and Feeds
Golden Feed Products
Godrej Holiday
Godrej Waterside
Godrej Realty Pvt.
(51%)
Godrej Global Solutions (Cyprus) Ltd
Godrej Global Solutions Inc

ARTICLE-3

ORGANIZANTIONAL CULTURE

ORGANIZATIONAL CULTURE

The influence of family-controlled business can be seen on the organizational culture. The mission and vision statements are clearly defined for the group companies and the family and the senior management adheres to it.

Vision: Godrej in Every Home and Workplace
Mission: Enriching Quality of Life Everyday Everywhere
Values: Integrity, Trust, To Serve Respect, Environment

Respondents rated Godrej above average and above in terms of adherence to the mission and vision statements. However, 43% of the respondents believed that family control has reduced dynamism to an extent and that Godrej has not utilized its resources and assets fully. Godrej's recent foray as Godrej Properties is a step towards capitalizing its vast land assets.

HR PRACTICES

The family control has led to greater employee care and employee-friendly work practices at Godrej (74% of the respondents favored). HR practices followed in Godrej are considered amongst the best in the industry because of which they have been ranked amongst the Top 20 in the 'Great Places to Work' in a study conducted by the Grow Talent Company in partnership with the Great Places to Work Institute, Inc, USA and Business World. Godrej was also honored with the Best Managed Workforce Award from Hewitt Associated-CNBC-TV18. People Practices at Godrej are guided by six strong, well defined principles:

1. Strong values which have helped in setting high standards of ethics at work place. They form the key principles of behavior and belongingness which form the core of any culture that prevails in a company. There is no compromise of any kind on this front come what may. Every employee joining the company has to sign a code of conduct which helps in creating awareness about the rules and regulations that are to be abided by in day to day work. They believe in the policy that -economic success goes hand in hand with ethical responsibility.
2. Providing employees a wide scope and platform to perform. The diverse portfolio of products and verticals provide the employees with an opportunity to work across businesses and functions within the company giving them a great deal of exposure in the business. People are trained to perform multiple tasks and leaders are developed internally.
3. *Speed and flexibility in decision making empowering people on the job* – A conducive Environment to grow faster, thrive better and succeed together. This has motivated employees to perform better and deliver faster (63% of the respondents favoured).
4. *Freedom and autonomy at work* and freedom to promptly recognize and reward performance. A powerful tool that motivates people to give their best is to link a substantial part of their compensation to a robust financial measure like Economic Value Added. This incites them to outperform their expectations as long as they are within the value standards.
5. A specialized ambience at work to thrive. A very competitive work force, professionally managed entity recruiting talent from top B-schools building professional leaders. Three pronged strategy followed
    - Set stretch goals
    - Help achieve them by providing development inputs and coaching c. Recognize achievement through rewards
6. Creating an organization that advocates learning amongst its employees. Feedback from employees is taken in multiple ways to get an idea about the kind of perception. Know Your Consumer Programs, internal customer satisfaction surveys, Voice-of- the-Employee Program and 360 degree feedback programs are some of them. Employees have the flexibility to draft their own development plans and take them forward after consulting with the seniors. It has defined performance tools.

The group has defined performance tools and processes, which reward top performers disproportionately and identify weak performers. It offers performance-based variable remuneration, which is dependent on EVA of the group. This is essentially a policy of participative management, which instills a sense of responsibility, accountability and also the ability to take calculated risk in the interest of the organization, in the employees. The group gives adequate support to the employee's ideas and say in the functioning of the organization. Approximately, 67% of the respondents rated Godrej, good and above, in terms of, support by senior management to the ideas of the employees. However, strategic decision making lies with the senior management (39% favored), who get adequate support by the family (28% favored) and involves middle-level managers as well.

The learning culture at Godrej is based on a conservative, innovative and risk-free approach. This can be interpreted, to an extent, as due to the influence of strong initial family control, which defined the boundaries for the employees. Approximately, 42% of the respondents favored it as conservative and 37% as innovative and minimal support to the risk taking approach. The group has well defined formal training procedures, with a focus on on-the-job training. It also has continuous training programs to hone the competencies and skills of the employees, for instance, through the concept of "GOLD" - the Godrej Organization for Learning and Development. It helps employees acquire new skills as well as hone existing skills and strengths. The talent management process at Godrej identifies talented and passionate people from diverse backgrounds, take them on board and later help them shape their careers. GCPL has an employee development programme – IDLE (Internal Development of Leaders) through which it provides MBA education to its talented employees through a tie-up with Symbiosis. The attrition issue at Godrej has increased in the last few years, due to more opportunities and desire for higher education. Godrej has taken measures, such as funding the higher education of the employees to contain the attrition rate to an extent.

Godrej has taken various initiatives for care of its employee and their families. It was one of the early adopters of employee welfare schemes, such as holiday benefit, provident fund, bonus, gratuity and medical and food facilities. Some of the other steps include the following:

- Listening, Sharing, Inspiring Employees by using various channels to ensure there is ample communication across and within teams and the hierarchy. Chairman‘s Tea,
- Voice of the employee and induction programs are some of them.
- Enlightened Employment Policies encompass strict code of conduct, such as non-discrimination and whistle blowing and adherence to safety, health and environment standards.
- Balancing Work & Life by flexi - time working wherever operationally possible, company buses at regular intervals too help reduce commuting stress

Godrej was steeped in traditional values because of the nature of family business. The result was that the organization was conservative. The group could not avoid bureaucracy due to presence of family members at the power centers (as board members or at the senior management). Approximately, 49% of the respondents believed the organization to be bureaucratic. Ironically, this goes against the believed perception of family-run businesses as having lesser bureaucracy. Perhaps, it is the scale of Godrej group‘s operations, which is responsible for bureaucratic culture. Therefore, even though the family orientated work culture has been fairly successful in winning loyalty and trust of employees, there has been instances of conflicts between family and employees. There are two specific instances to quote, which occurred in 1972 and 1979, when due to aggressive clashes between labour and the family, Naval Godrej and his daughter-in-law and mother-in-law were stabbed. This incident eventually led to the death of Naval Godrej.

Some conflicts are necessary for any organization so as to increase its effectiveness and bring some change. The birth of GCPL from Godrej Soaps Ltd., was a successful consequence of the initial conflicts, giving the shape to what Godrej Industries Limited is today. Godrej Industries Limited managed by Adi Godrej has a very dynamic and open culture and has ventured into diverse sectors. However, Godrej & Boyce continued to follow a conservative attitude and was content with moderate growth rates (of 30%) and was relegated to an also ran from market leader in many segments like appliances, home and office furniture and fast moving consumer goods. It is not sure whether this cautious approach was by design or whether it is the inertia of the pre-liberalization era that still exists in the system, but it created a lot of frustration in youngsters who were yearning for part of the action in the markets. A large part of the management trainees who joined in the nineties have quit the company.

Type	Private
Industry	Conglomerate
Founded	1897
Founder(s)	Ardeshir Godrej Pirojsha Godrej
Headquarter	Mumbai, India
Area served	Worldwide
Key people	Adi Godrej (Chairman)
Products	Locks, Soaps, mosquito repellent, Furniture, Food & Real Estate,
Revenue	▲ US$ 2.6 billion (2010)
Employees	9,700 (2010)
Subsidiaries	Godrej & BOYCE, Godrej Infotech Ltd, Godrej Industries Ltd, Godrej
Website	www.godrej.com

The Godrej Group is an Indian conglomerate headquartered in Mumbai, India. It was founded by Ardeshir Godrej and Pirojsha Godrej in 1897, Lalbaug, Mumbai. With 7 major companies with interests in real estate, FMCG, industrial engineering, appliances, furniture, security and agri care – to name a few – its turnover crosses 2.6 billion dollars.

➘ Background:

Godrej Group is one of the largest conglomerates based in Mumbai, India, involved in various industries that include appliances, precision equipment, machine tools, furniture, healthcare, interior solutions, office equipment, food-processing, security, materials handling and industrial storage solutions, construction and information technology. Its products include security Systems and Safes, Typewriters and Word processors, Rocket Launchers, Refrigerators and Furniture, Outsourcing Services, Machine Tools and Process Equipment, Cosmetics and Detergents, Engineering Workstations, Medical Diagnostics and Aerospace Equipment, Edible Oils and Chemical, Mosquito Repellents, Car perfumes, Chicken and Agri-products, Material Handling Equipments Like FORKLIFT Trucks, Stackers, Tyre handlers, Sweeping machines, access equipments etc. The Group is headed by Adi Godrej and Jamshyd Godrej.

Traditionally, Vikhroli, a suburb to the Northeast of Mumbai has been Godrej's manufacturing base, but increasingly the group have moved significant production facilities away from Mumbai. The Godrej group also owns vast land in Vikhroli, occupying 3500 acres (14 sq km) of land on both sides of the Vikhroli section of the LBS marg. That makes the Godrej group the biggest private land owner in Mumbai by far. Such vast land can, in theory, be used to create at least 1500 acres (6.1 km2) of residential floor space, which, at very modest rates (Rs.10000/sq ft), can be sold for USD 16 billion . Thus, the Godrej group is sitting on an invisible cashpile that is envy of other Indian
Conglomerates.

➘ Timeline

- 1897 - Godrej is established in 1899
- 1902 - Godrej makes its first Indian Safe
- 1918 - Godrej Soaps Limited incorporated
- 1961 - Godrej Started Manufacturing Forklift Trucks in India
- 1971- Godrej Agrovet Limited began as an Animal Feeds division of Godrej Soaps
- 1974 - Veg oils division in Wadala, Mumbai acquired
- 1990 - Godrej Properties Limited, another subsidiary, established
- 1991 - Foods business started
- 1991 - Godrej Agrovet Limited incorporated
- 1994 - Transelektra Domestic Products acquired
- 1995 - Transelektra forged a strategic alliance with Sara Lee USA
- 1999 - Transelektra renamed Godrej Sara Lee Limited and incorporated Godrej Infotech Ltd.
- 2001 - Godrej Consumer Products was formed as a result of the demerger of Godrej Soaps Limited. Godrej Soaps renamed Godrej Industries Limited

- 2002 - Godrej Tea Limited set up
- 2003 - Entered the BPO solutions and services space with Godrej Global Solutions Limited
- 2004 - Godrej HiCare Limited set up to provide a Safe Healthy Environment to customers by providing professional pest management services

- 2006 - Foods business was merged with Godrej Tea and Godrej Tea renamed Godrej Beverages & Foods Limited
- 2007 - Godrej Beverages & Foods Limited formed a JV with The Hershey Company of North America and the company was renamed Godrej Hershey Foods & Beverages Limited
- 2008 - Godrej relaunched itself with new colourful logo and fresh identity music
- 2010 - Godrej launched GoJiyo a free, browser based 3D virtual world
- 2011 - Godrej & Boyce shuts down its typewriter manufacturing plant, the last in the world.

➘ Social responsibility

Godrej has a philanthropic arm that has built schools, dispensaries and a residential complex for their employees. Trusts established by Godrej continue to invest in education, healthcare and upliftment of the underprivileged.

➘ Corporate details

Adi Godrej is the current Chairman of the Godrej Group. Godrej & Boyce Mfg. Co. Ltd. is headed by Mr. Jamshyd Godrej. The Group revenue was approximately US$ 1.7 billion in financial year 06/07. Godrej Interio is the flagship company of the group.

The Godrej group can be broadly divided into two major holding companies, working independently:

- 🗁 Godrej Industries Ltd
- 🗁 Godrej & Boyce Mfg. Co. Ltd.

➘ The Major Companies, subsidiaries and affiliates are

- Chemical & Commodities
- Godrej Industries
- Chemicals
- Veg Oils
- FMCG
- Godrej Consumer Products
- Keyline Brands UK
- Rapidol South Africa
- Godrej Global Mideast FZE
- Godrej SCA Hygiene Limited
- Godrej Hershey Foods & Beverages Limited
- Nutrine
- Godrej Sara Lee
- AGRI
- Godrej Agrovet
- Animal Feeds
- Goldmohur Foods and Feeds
- Golden Feed Products
- Higashimaru Feed Products
- Oil Palm
- Agri Inputs
- Godrej Aadhaar
- Nature's Basket
- Integrated Poultry Business
- Plant Biotech

➘ Services

- Godrej HiCare (Pest Management Services)
- Godrej Global Solutions (ITES)
- Godrej Properties

➘ Achievements

- In 1897, Godrej introduced the first lock with lever technology in India.
- In 1902, Godrej made the first Indian safe.
- In 1920, Godrej made soap using vegetable oil, which was a huge hit with the vegetarian Community in India
- In 1955, Godrej produced India's first indigenous typewriter
- In 1989, Godrej became the first company to introduce PUF (Polyurethane Foam)
- Introduced India's first and only 100% CFC, HCFC, HFC free refrigerators

➘ Awards

- GCPL, the Highest Ranked Indian FMCG in Asia's Hot Growth Companies' List by Business Week
- Godrej Consumer Products Ltd. has been ranked 14th in The Best Companies to Work For study

This study was jointly conducted by Business Today, Mercer and Taylor Nelson Sofres (TNS)

- Godrej Consumer Products Ranks 6th in ET-Hewitt Best Employers of India survey
- GCPL ranked 15th in Great Places to Work 2006 survey
- The Corporate Citizen of the Year Award given by Economic Times.
- Flagship brands Goodknight, Cinthol and Ezee selected Superbrands by the Superbrands Council
- Godrej Sara Lee, the JV between the Godrej Group and Sara lee Corporation, USA is acknowledged the World's largest mat manufacturers and South Asia's largest manufacturers of Coils.
- Godrej Consumer Products Limited, adjudged as a Business Super brand by the Super Brands Council.
- The Return on Capital Employed and Return on Net Worth ratios of Godrej Consumer Products the highest in corporate India.
- Godrej Consumer Products was awarded the "Best Managed Workforce" award given by Hewitt Associates and CNBC TV 18.
- Godrej Consumer Products features in the Top 25 list of Great Places to Work (survey conducted by Grow Talent in association with Business World) for four years in a row.
- Lifetime Achievement Award for Godrej Industries from CHEMEXCIL, the Basic Chemicals Pharmaceuticals and Cosmetics Exports Promotion Council.

- The Brand Trust Report published by Trust Research Advisory ranked Godrej in 22nd position.

GODREJ & BOYCE
Godrej Appliances
Godrej Construction
Godrej Electricals and Electronics
Godrej Interio
Goderj Lawkim
Godrej Locks
Godrej Material Handling
Godrej Precision Engineering
Godrej Precision Systems
Godrej Prima
Godrej Process Equipment
Godrej Security Solutions
Godrej Storage Solutions
Godrej Tooling
Godrej Infotech
Godrej Efacec Automation & Robotics
Godrej (Malaysia) Sdn Bhd
Godrej (Singapore) Pte Ltd
Godrej (Vietnam) Company Ltd
Godrej & Khimji (Middle East) LLC
GODREJ INDUSTRIES
Godrej Chemicals
Godrej Consumer Products
Godrej Properties
Godrej Agrovet
Godrej Hershey
Godrej Tyson Foods
Keyline Brands
Kinky Group (Proprietary)
Rapidol Pty
Godrej Global Mid East FZE
PT. Megasari Makmur
Issue Group Co.
Argencos S.A.
LEGENDS
Holding Company
Divisions
Corporate Entities
Joint Ventures
International Entities

ARTICLE-4

TESTIMINOLS FROM VARIOUS COMPANY FOR GIL

Various Testimonials from Alliance Companies

Horizon Microtech Pvt. Ltd.

We appreciate the efforts put in by Godrej Infotech Limited in conducting refresher training for our users on ERP LN. The training conducted was specific to the usage of ERP for our organization. We value the manner in which the complete training program was formulated and completed as per the specific user group department wise. We are sure that this focused training would help our users in their day to day working and understanding of their actions / inactions in ERP environment.

Yours Sincerely,

For Horizon Microtech Pvt. Ltd.

Nirali Mehta

Sr. Executive – EDP

Flemingo Duty Free

This is to certify that we are using ERP System Microsoft Dynamics NAV implemented & supported by Godrej Infotech Limited.

We are satisfied with the product and the staff support provided by Godrej.

The Pre / Post implementation is beyond our expectations.

We have done business with Godrej Infotech since 2010.

We do not hesitate to recommend Godrej Infotech as a good implementation partner in both Pre / Post implementation.

Yours Truly,

For Flemingo Dutyfree Shop Pvt. Ltd

Lalit Kadam

Sr. Manager I. S.

Uniproducts (India) Ltd.

It gives us pleasure to express our satisfaction on being live on ERP LN 6.1 at Uniproducts India Ltd. The project was awarded to M/s Godrej Infotech Ltd who had been remained instrumental in providing quality deliverables as per the schedule.

The project kicked off on 22nd July ’08 & went live on 23rd December ’08. During the whole project the professional approach, problem solving skills, coordination, dedication and commitment of Godrej’s team was awesome.

Being contended with the services we have also signed Annual Maintenance Contract with Godrej & recommend Godrej Infotech Limited to anyone requiring expertise in ERP Implementation & support.

Yours Faithfully,

For Uniproducts (India) Limited

Praveen Garg

Sr. Manager Commercials

Saudi Industrial Projects Co.

SIPCO is one of the largest Pepsi franchises in the Middle East and is based in the western province of the Kingdom of Saudi Arabia. It currently employs over 2500 people. The Pepsi company franchise (western region of Saudi Arabia) awarded to SIPCO, goes back to the year 1952 and today commands a remarkable 89% market share with 22 distribution centers and 3 manufacturing plants.

Godrej Infotech has been instrumental in providing us excellent support in implementing the Infor ERP LN FP5 to manage the complex manufacturing and Logistics requirements for the entire Franchise.

The PRIM Project Management of SIPCO appreciates the efforts and dedication of the Godrej Infotech Limited's team of consultants for successfully providing the necessary guidance and support for the process improvements and migration activities.

Thanking you,

Regards,

Imtiaz Ahmed
Head of IT

Najeeb Farooqi
PRIM Project Manager

Prince Pipes & Fittings Pvt. Ltd.

On behalf of entire Prince Pipes & Fittings Pvt. Ltd., team I would like to congratulate you & your team on successfully completing the project and providing a wonderful co-operation for the same.

It is really admiring that we have completed the project just within the desired time frame. I must congratulate you & your team for this accomplishment. We feel proud to be associated with GITL in the process. This will keep a long lasting impression and joy of achieving some planned projects timely.

You must be well aware of the fact that this project was very important for our company for future growth. We are very happy with your brilliant work which now has made it possible to go ahead with the next project.

This was a dream project for us and we could see it through with your team's dedication, sincere efforts and positive attitude. Many thanks to Mr. Bapuji Patro and Mr. Milind Mandelker, both are extremely talented, very co-operative and good persona from heart. Our best wishes to them for their future assignments and also sincerely acknowledge your entire team's hard work for past 3 months

We sincerely appreciate the success and wish that you would keep up the good work in future too.

Thanking you,

Yours Faithfully,

For PRINCE PIPES & FITTING PVT. LTD.

Srinivas J P

Head – IT

Banaja

Saudi Import Company (M/s Banaja Holdings) is a KSA based organization founded in 1941 by Sheikh Yahiya Banaja. The company started its operations initially as a pharmaceutical products specialized entity then transformed into a leading healthcare industry player. Today, the same company has penetrated its way upto pioneering levels and expanded its healthcare facilities.

We are very impressed with the services of M/s Godrej Infotech Limited in Infor ERP LN implementation and migration to a new setup. The team of consultants engaged in the process of improvement and migration activity has sound domain knowledge. They are very professional in their work.

I strongly recommend their professional services to have an effective and productive Infor ERP LN system. The experience with Godrej Infotech has been excellent. We look forward for doing business for years to come.

We wish Godrej Infotech Limited the very best for their future endeavors.

Amro J. Fakahani
Group Director Information Technology

Amjad Saem Aldahar
Information Technology Dev. Manager

Microsoft

Congratulations on a successful FY09! It is pleasure to congratulate Godrej Infotech Limited for achieving the 2009 President's Club for Microsoft Dynamics.

You are among a small group of Microsoft Dynamics partners worldwide who are being recognized for achieving a high level of sales and business performance while maintaining a constant dedication to customer satisfaction and innovation. We recognize your hard work and dedication to customer and feel privilege to have you as part of the Microsoft Dynamics team.

Thank you for your deep commitment to our mutual customers and for driving your Microsoft Dynamics business during challenging economics times.

Congratulations again, and thank you for everything you do for Microsoft Dynamics!

Kirill Tatarinov

Corporate Vice President, Microsoft Business Solutions

Arasco Limited Liavility Co.

We are very impressed by the service of M/s. Godrej Infotech Limited in supporting our Baan IV installations. The team of consultants engaged in the support has sound domain knowledge. The team was involved in the up gradation to Multi-Finance Multi-logistic model at ARASCO and ongoing support whenever required. They are very professional in their work and have helped solve Baan problem(s) in a very tactful manner.

I strongly recommend their professional service to have an effective and productive Baan/Infor ERP system.

The experience with Godrej Infotech has been excellent.

We wish Godrej Infotech Limited the very best for their future endeavors.

Sulaiman M AI Quhidan

Asst. President – Finance

Gangar Opticians Pvt. Ltd.

We appreciate and congratulate the team for Godrej Infotech Ltd for their Professional approach in helping our Organization to Implement Microsoft Dynamics ERP Navision.

Godrej Infotech's team not only brought in good Product Knowledge, but also helped us implementing Navision by bringing in Industry best practices.

We look forward to work with Godrej Infotech in many more assignment in future.

Abhinay Arekar

General Manager – IT

ARTICLE-5

FINACIAL PROFILE & REPORT OF GIL

FINACIAL REPORT OF GODREJ GROUP FOR 2011-12

Consolidated Total Income for Q1 FY 2011-12 at ₹ 1333 crore up by 32%

Consolidated PBDIT for Q1 FY 2011-12 at ₹ 94 crore up by 23%

Consolidated Net Profit for Q1 FY 2011-12 at ₹ 71 crore up by 46%

Godrej Industries Limited today reported its financial performance for Q1 FY 2011-12.

Highlights of the financial results for Q1 FY 2011-12:

₹ Cr.	Q1	Q1	%
Total Income	1333	1011	32%
PBDIT	94	77	23%
PBT	51	44	16%
Net Profit	71	49	46%
EPS (`) (annualised)	9.0	6.1	46%

HIGHLIGHTS OF PERFORMANCE (Q1 FY 2011-12)

- Total Income increased by 32% to ₹ 1333 crore.
- PBDIT higher by 23% to ₹ 94 crore.
- Profit Before Tax up by 16% to ₹ 51 crore.
- Net Profit increased by 46% to ₹ 71 crore.

➘CHAIRMAN'S COMMENTS

Commenting on the performance for Q1 FY 2011-12, Mr. A. B. Godrej, Chairman, Godrej

Industries Limited, said:

"It gives me great pleasure to announce that we have started the year on an optimistic note. Our strategy for growth 'CREATE' continues to form the basis for all our strategic decisions enabling enhanced performance at the consolidated level.

In the Oleo chemicals business, our focused efforts at enhancing revenues and shifting the revenue mix in favour of specialty chemicals has started to pay off with expanding sales and improving margins.

Agri businesses have reported strong growth in revenues and profits owing to robust demand for products across business segments. The Oil palm business has been an out performer during the quarter with maturing plantations yielding higher output. All business verticals in Godrej Agrovet including oil palm, agri-inputs and animal feeds are poised to deliver significant growth.

Godrej Properties witnessed a revenue growth of 83% despite a difficult quarter for the real estate sector. Voted among the Most Trusted Names in the Real Estate Industry and India's best Marketed Real Estate Company, 2011 by 4Ps Business and Marketing (4Ps B&M) in association with India Council for Market Research (ICMR), Godrej Properties continues in its growth trajectory given its distinct business model and establishing its position as a national real estate developer. Further, we finalized three Joint Development Agreements for property development in Chembur – Mumbai, Thane and Hyderabad. The Company expects to deliver strong performance in FY12 with several planned launches, new business developments and additional focus on execution.

GCPL's performance is a reflection of our continuing Endeavour to drive strong growth. Enhanced penetration and improved volumes have driven their sales growth. GCPL is emphasizing innovations and backing them with investments. GCPL's international operations have also performed strongly during the period under review.

True to our corporate culture, the all round business growth has been accompanied by concerted efforts in social initiatives. A Group wide initiative called 'Good & Green' has been launched

which will focus on ensuring employability, creating a greener India, innovating for good & green products and services, thereby working towards building a more inclusive and greener India.

➘ CORPORATE HIGHLIGHTS

- Chemicals Business (Godrej Industries Limited)
- Revenues up by 28% and PBIT up by 6% (despite impact of shutdown expenses of ₹ 6 CR) in Q1 FY 2011-12 over Q1 FY 2010-11.
- Specialty Chemicals revenue grew by 22%, accounts for 34% of Chemicals business revenue
- Export revenues up by 49% in Q1 FY 2011-12 over Q1 FY 2010-11, accounts for 43% of Division's turnover.

➘ Business Highlights – Godrej Consumer Products Limited (GCPL)

- Revenues, PBT and PAT at ₹ 998 crore, ₹ 307 crore and ₹ 239 crore up by 40%, 92% and
- 94% respectively in Q1 FY 2011-12 over Q1 FY 2010-11.
- Acquired rights for a 51% stake in pan – African leading hair care company, Darling Group Holdings.
- Darling Group Holdings, through its operating companies in 14 countries of Africa, is the market leader in hair extension products and a pioneer of the category in the region.
- Darling Group acquisition, to synergize with Kinky business on higher value creation and backward integration benefits.
- Ranked No.1 amongst FMCG Sector – India's Best Companies To Work for survey conducted by ET & Great Place to Work Study 2011.
- Ranked amongst top 25 best Employer in Asia Pacific 2011 survey done by Aon Hewitt Study.
- "Good Knight Naturals" was awarded Product of the Year Award 2011.
- Ranked 4th overall by Outlook Business – Aon Hewitt Best Employers 2011.

➘ Business Highlights – Godrej Properties Limited (GPL)

- National developer – presence in 11 cities.
- Continued progress in ongoing sales

- Booking value increased by 70% to ₹ 233 crore in Q1 FY 2011-12 from ₹ 137 crore in Q1 FY 2010-11.
- "Godrej Garden City", township project in Ahmedabad continued to have strong sales with bookings of 0.24 mn. sq. ft. during the quarter and 3.3 mn. sq. ft. till date.
- "Godrej Prakriti", Kolkata registered a growth of 16% with bookings of 0.12 mn. sq. ft. in Q1 FY 2011-12 from 0.10 mn. sq. ft. in Q1 FY 2010-11.

    - Entered into a JDA with Capsulation Services in Q1 FY 2011-12 to develop 0.10 mn. sq. ft of residential space in Chembur, Mumbai
    - GPL to share 47.5% of the area

- Joint Venture with Group company, Godrej & Boyce for developing residential projects in Hyderabad and Thane.
- GPL was named among the "Most Trusted Names" in the Real Estate industry and "India's Best Marketed Real Estate Company" 2011 by 4Ps Business and Marketing (4Ps B&M) in association with India Council for Market Research (ICMR).
    - Ranked 1st in Real Estate Industry and featured in the overall list of Top 100 companies in "India's Best Companies to Work For" by The Great Place to Work Institute, India, in partnership with the Economic Times for the 3rd consecutive year.

➘ Business Highlights – Godrej Agrovet Limited (GAVL)

- Best ever First Quarter performance with sales increasing by 40% in Q1 FY 2011-12 over
- Q1 FY 2010-11:
    - All business verticals perform strongly.
    - PBIT increases by 133% to ₹ 42 crore in Q1 FY 2011-12.
    - New product pipeline on track for FY2011-12 launches.

➘ Godrej Good & Green:

- 'Godrej Good & Green' – a vision for playing our part in creating a more inclusive and greener India by 2020.
- Create an employable workforce – Train 1 million rural and urban youth in skilled employment.
- Create a greener India – Achieve zero waste, be carbon neutral, have positive water balance and 30% renewable energy.
- Innovate for good and green products – Have a third of our portfolio revenues comprising Good and / or Green products and services.

Note:

"Some of the statements in this communication may be 'forward looking statements' within the meaning of applicable laws and regulations. Actual results might differ substantially from those

expressed or implied. Important developments that could affect the Company's operations include changes in industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations."

Income Statements: Godrej Industries Ltd (GODI.NS)

GODI.NS on National Stock Exchange of India

In Millions of Rupee (except for per share items)	2012 2011-06-30 Period Length 3 Months	2011 2011-03-31 Period Length 3 Months	2011 2010-12-31 Period Length 3 Months	2011 2010-09-30 2011-06-30 Period Length 3 Months	2011 2010-06-30 Reclassified 2011-06-30 Period Length 3 Months
Revenue	13,074.2	13,774.2	10,191.4	9,896.2	9,623.9
Other Revenue, Total	134.2	1,177.5	337.2	613.7	406.3
Total Revenue	13,208.4	14,951.7	10,528.6	10,509.9	10,030.2
Cost of Revenue, Total	10,286.4	10,530.9	7,857.2	7,723.2	7,620.0
Gross Profit	2,787.8	3,243.3	2,334.2	2,173.0	2,003.9
Selling/General/Admin. Expenses, Total	540.9	441.9	512.3	486.5	468.0
Research & Development	--	--	--	--	--
Depreciation/Amortization	139.1	472.0	144.3	133.7	129.3
Interest Expense, Net - Operating	--	--	--	--	--
Interest/Investment Income - Operating	(122.7)	1,187.7	(233.0)	(324.1)	(80.0)
Interest Expense(Income) - Net Operating	290.6	(822.6)	211.9	200.5	196.7
Unusual Expense (Income)	--	--	--	--	--
Other Operating Expenses, Total	1,560.3	1,806.1	1,453.9	1,422.3	1,254.6
Total Operating Expense	12,694.6	13,616.0	9,946.6	9,642.1	9,588.6
Operating Income	513.8	1,335.7	582.0	867.8	441.6
Interest Expense, Net Non-Operating	--	--	--	--	--
Interest/Invest Income -	--	--	--	--	--

Non-Operating					
Interest Income(Exp), Net Non-Operating	--	--	--	--	--
Gain (Loss) on Sale of Assets	--	--	--	--	--
Other, Net	--	--	--	--	--
Net Income Before Taxes	513.8	1,335.7	582.0	867.8	441.6
Provision for Income Taxes	166.3	237.6	138.0	246.3	109.5
Net Income After Taxes	347.5	1,098.1	444.0	621.5	332.1
Minority Interest	(148.2)	(292.3)	(109.8)	(157.5)	(114.4)
Equity In Affiliates	514.0	281.0	274.3	287.2	269.7
U.S. GAAP Adjustment	--	--	--	--	--
Net Income Before Extra. Items	713.3	1,086.8	608.5	751.2	487.4
Accounting Change	--	--	--	--	--
Discontinued Operations	--	--	--	--	--
Extraordinary Item	0.0	0.0	0.0	0.0	0.0
Tax on Extraordinary Items	--	--	--	--	--
Net Income	713.3	1,086.8	608.5	751.2	487.4
Preferred Dividends	--	--	--	--	--
General Partners' Distributions	--	--	--	--	--
Miscellaneous Earnings Adjustment	0.0	0.8	(0.8)	0.0	--
Pro Forma Adjustment	--	--	--	--	--
Interest Adjustment - Primary EPS	--	--	--	--	--
Income Available to Com Excl ExtraOrd	713.3	1,087.6	607.7	751.2	487.4
Income Available to Com Incl ExtraOrd	713.3	1,087.6	607.7	751.2	487.4

Basic Weighted Average Shares	317.62	317.62	317.62	317.62	317.62
Basic EPS Excluding Extraordinary Items	2.246	3.424	1.913	2.365	1.535
Basic EPS Including Extraordinary Items	2.246	3.424	1.913	2.365	1.535
Dilution Adjustment	--	--	--	--	--
Diluted Weighted Average Shares	317.63	317.62	317.62	317.62	317.62
Diluted EPS Excluding ExtraOrd Items	2.246	3.424	1.913	2.365	1.535
Diluted EPS Including ExtraOrd Items	2.246	3.424	1.913	2.365	1.535
DPS - Common Stock Primary Issue	0.000	1.750	0.000	0.000	0.000
Gross Dividends - Common Stock	0.0	555.8	0.0	0.0	0.0
Total Special Items	--	--	--	--	--
Normalized Income Before Taxes	513.8	1,335.7	582.0	867.8	441.6
Effect of Special Items on Income Taxes	--	--	--	--	--
Inc Tax Ex Impact of Sp Items	166.3	237.6	138.0	246.3	109.5
Normalized Income After Taxes	347.5	1,098.1	444.0	621.5	332.1
Normalized Inc. Avail to Com.	713.3	1,087.6	607.7	751.2	487.4
Basic Normalized EPS	2.246	3.424	1.913	2.365	1.535
Diluted Normalized EPS	2.246	3.424	1.913	2.365	1.535

Valuation

The scrip is trading around Rs. 222.85 at BSE.

The total promoters holding in the company stand at 79.1%.

Godrej Industries: Consolidated Results	1106(03)	1006(03)	Var. (%)	1103(12)	1003(12)	Var. (%)
Sales	1309.63	964.81	36	4389.37	3507.92	25
OPM (%)	5.4	3.2		6.0	4.3	
OP	70.87	30.55	132	263.51	151.98	73
Other Income	11.21	38.21	-71	133.88	101.97	31
PBIDT	82.08	68.76	19	397.39	253.95	56
Interest (Net)	29.06	19.67	48	87.93	83.93	5
PBDT	53.02	49.09	8	309.46	170.02	82
Depreciation	13.91	12.93	8	55.06	50.17	10
PBT before Exceptional items	39.11	36.16	8	254.40	119.85	112
Exceptional items	12.27	8.00	53	68.31	93.12	-27
PBT after Exceptional items	51.38	44.16	16	322.71	212.97	52
Total Tax	16.63	10.95	52	73.14	44.77	63
Net Profit before share of profit in associates companies & MI	34.75	33.21	5	249.57	168.20	48
Share of profit/loss in associate companies	51.40	26.97	91	111.22	81.03	37
Minority Interest	-14.82	-11.44	30	-67.40	-45.99	47
Net profit	71.33	48.74	46	293.39	203.24	44
EPS *	7.9	5.4		7.6	4.1	

Godrej Industries: Consolidated Segment Revenue

Segment Revenue	1106(03)	1006(03)	Var. %	% to Total	1103(12)	1003(12)	Var. %	% to Total
Chemicals	278.27	217.90	28	21	1022.86	781.30	31	22
Animal Feeds	419.33	297.32	41	31	1292.60	1141.79	13	28
Veg. Oils	225.36	214.60	5	17	741.92	577.11	29	16
Estate & property development	141.20	80.40	76	10	612.19	417.53	47	13
Household Insecticides	0.00	0.00			0.00	19.59		
Beverages & foods	44.96	41.07	9	3	155.96	161.56	-3	3
Finance & Investments	33.72	21.84	54	2	166.16	170.82	-3	4
Others	208.51	150.74	38	15	686.29	502.47	37	15
Total	**1351.35**	**1023.87**	**32**	**100**	**4677.98**	**3772.17**	**24**	**100**
Less: Inter Segment Rev	18.24	12.85	42		75.94	56.64	34	
Net Sales / Income from Operations	**1333.11**	**1011.02**	**32**		**4602.04**	**3715.53**	**24**	
Segment Results (PBIT)								
Chemicals	19.56	18.48	6	17	89.99	48.58	85	16
Animal Feeds	22.35	11.14	101	19	51.21	38.79	32	9
Veg. Oils	-0.06	-0.45	-87	0	5.28	0.68	676	1
Estate & property development	26.89	36.69	-27	23	251.50	178.11	41	46
Household Insecticides	0.00	0.00			0.00	1.65		
Beverages & foods	-5.01	-2.47	103	-4	-13.96	-15.62	-11	-3
Finance & Investments	16.89	10.35	63	15	85.83	114.32	-25	16
Others	34.56	17.26	100	30	79.89	55.88	43	15
TOTAL	**115.18**	**91.00**	**27**	**100**	**549.74**	**422.39**	**30**	**100**
Less: Interest	29.06	19.67	48		87.93	83.93	5	
Add: Other unallocable expenditure net of unallocable income	-34.74	-27.17	28		-139.10	-125.49	11	
Profit before tax	**51.38**	**44.16**	**16**		**322.71**	**212.97**	**52**	

expenses								
Capital Employed								
Chemicals	177.90	219.66	-19	4	231.47	266.01	-13	6
Animal Feeds	81.37	-0.11		2	50.56	-22.38		1
Veg. Oils	25.25	26.88	-6	1	25.91	23.88	9	1
Estate & property development	2006.98	1574.19	27	48	1927.40	1546.87	25	47
Household Insecticides	0.00	0.00			0.00	0.00		
Beverages & foods	68.15	97.91	-30	2	70.83	63.24	12	2
Finance & Investments	1530.40	1369.84	12	37	1442.59	1335.52	8	36
Others	300.80	264.54	14	7	309.17	249.65	24	8
Total	**4190.85**	**3552.91**	**18**	**100**	**4057.93**	**3462.79**	**17**	**100**
Unallocated Corporate Capital Employed	-2179.18	-1736.31	26		-2062.86	-1697.20	22	
Total Capital Employed	**2011.67**	**1816.60**	**11**		**1995.07**	**1765.59**	**13**	

Figures in Rs. Crore

STATEMENT OF APPROPRIATIONS (As per Clause 20 of the listing agreement)

Name of the Company : Godrej Consumer Products Limited
For the period ended : June 30, 2011 (Unaudited)
Meeting of the Board of Directors of the Company held on July 23, 2011

(Amts in Rs. Lac)

Sr No	Particulars	Quarter ended 6/30/2011 (Unaudited)	Quarter ended 6/30/2010 (Unaudited)	Year ended 3/31/2011 (Audited)
1	Total Turnover (net of excise duty)	**62555**	**52106**	**242538**
2	Other Operational Income	1068	**760**	**4746**
3	**Total Income**	**63623**	**52866**	**247284**
4	Expenditure (Other than Interest, Depreciation and Tax Provisions)	53260	42648	197062
5	Depreciation	711	563	2200
6	**Total Expenditure**	**53971**	**43210**	**199262**
7	**Profit from operations before other Income and Interest & Exeptional Items**	**9652**	**9656**	**48022**
8	Other Income (including Interest Income)	2561	407	3323
9	**Profit before Interest and Exceptional Items (7+8)**	**12213**	**10063**	**51345**
10	Interest and Financial Charges	127	142	876
11	**Profit After Interest but before exceptional items(9-10)**	**12086**	**9921**	**50469**
12	Exceptional Items	15619	4031	4031
13	**Profit Before Tax (11+ 12)**	**27705**	**13952**	**54500**
14	Provision for Taxation	5721	2765	11000
15	**Profit after Taxation (13-14)**	**21984**	**11187**	**43500**
16	Tax adjustment in respect of prior years	0		0
17	**Net Profit (15-16)**	**21984**	**11187**	**43500**
18	Surplus Brought Forward	40791	9815	17420
19	**Net Profit available for appropriation (including surplus brought forward)**	**62775**	**21002**	**60920**
20	**Appropriation :**			
	a) Capital Redemption Reserve	0		0
	b) Dividend on Preference Shares	NA	NA	NA
	c) Interim Dividend on Equity Shares (refer note below for current year)	3236	3236	16320
	d) Final Dividend	0		
	e) Tax on distributed Profits *	525		3339
	f) Transfer to General Reserve	2199	1708	6510
	g) Surplus carried forward	56815	16058	34751
	Sub Total of Appropriation	**62775**	**21002**	**60920**
21	Particulars of proposed Rights / Bonus Shares /Convertible Debenture	--		--

Note: Interim dividend @ Re.1 per share has been declared for the financial year 2011-12, by the Board of Directors in its meeting held on July 23, 2011

GODREJ CONSUMER PRODUCTS LTD MUMBAI 400 079

for Godrej Consumer Products Ltd

P Ganesh
Executive Vice-President (Finance & Commercial)
& Company Secretary

Date: July 23, 2011

ARTICLE-6

COMPANY PRODUCTS & PRODUCATION OVERVIEW

PRODUCATION OVERVIEW

Godrej and Boyce Mfg. Co. Ltd

Godrej & Boyce manufactures a spectrum of consumer products and industrial products. The Consumer products include Appliances (Refrigerators, Washing Machines, Air Conditioners, Microwaves, and DVD Players), Locks, Furniture, Security Equipment, Office Automation, Conferencing Solutions, and vending Machines. Industrial Products include Storage Solutions, Automated Warehousing, Material Handling Equipment, Process Equipment, Precision Components & Systems, Machine Tool Service, Electrical & Electronic, Tooling, and Construction Material & Services.

Godrej Consumer Products Ltd (GCPL)

Godrej Consumer Products Ltd.(GCPL) is a major player in the Indian FMCG market with leadership in personal, hair, household and fabric care segments. The company employs 950 people and has three state-of-the-art manufacturing facilities at Malanpur (M.P.) Guwahati (Assam) and Baddi (H.P.).

Godrej's focus is on providing our customers with innovative, value for money solutions for meeting their daily needs and improving the quality of their life. This is achieved through the brands the company markets.

Godrej are among the largest marketer of toilet soaps in the country with leading brands such as CINTHOL, FAIRGLOW, GODREJ NO 1 India's first Fairness soap, has created marketing history as one of the most successful innovations.

Godrej are the leader in the hair color category in India and have a vast product range from GODREJ RENEW COLOURSOFT LIQUID HAIR COLOURS, GODREJ LIQUID & POWDER HAIR DYES to GODREJ KESH KALA OIL, NUPUR based Hair Dyes.

Godrej Industries Ltd(GIL)

GIL was established in 1897

Godrej Industries Limited is India's leading manufacturer of oleochemicals and makes more than a hundred chemicals for use in over two dozen industries. It also manufactures edible oils, vanaspati and bakery fats.

GIL is a member of the Godrej Group, which was established in 1897 and has since grown into a US$1.875 billion conglomerate. The company was called Godrej Soaps Limited until March 31, 2001. Thereafter, the consumer products division got de-merged into Godrej Consumer Products Limited, and the residual Godrej Soaps became Godrej Industries Limited. This led to the formation of two separate corporate entities: Godrej Consumer Products and Godrej Industries.

Besides its three businesses, Godrej Industries also runs four divisions — Corporate Finance, Corporate HR, Corporate Audit and Assurance and Research and Development — which operate on behalf of the entire Godrej Group.

GIL has built a strong manufacturing base capable of delivering international quality products at competitive prices. It operates two plants, one at Valia in the Indian state of Gujarat and a second at Vikhroli in suburban Mumbai. The company's products are exported to 40 countries in North and South America, Asia, Europe, Australia and Africa, and it leads the Indian market in the production of fatty acids, fatty alcohols and AOS.

Geometric Software Solutions

Geometric was incorporated in 1994

Geometric is a specialist in the domain of engineering solutions, services and technologies. Its portfolio of Global Engineering services and Digital Technology solutions for Product Lifecycle Management (PLM) enables companies to formulate, implement, and execute global engineering and manufacturing strategies aimed at achieving greater efficiencies in the product realization lifecycle.

Headquartered in Mumbai, India, Geometric was incorporated in 1994 and is listed on the Bombay and National Stock Exchanges. The company recorded consolidated revenues of Rupees 4.86 billion (US Dollars 121.6 million) for the year ended March 2008. It employs close to 3000 people across 10 global delivery locations in the US, France, Romania, India, and China. Geometric is assessed at SEI CMMI Level 5 for its software services and ISO 9001:2000 certified for engineering operations.

Godrej InfoTech

Godrej InfoTech was on April 1999

Godrej Infotech, formerly a division of Godrej & Boyce Mfg. Co. Ltd., commenced operations as a separate corporate entity on April 1, 1999. Godrej Infotech is a part of the diversified GODREJ group, established in India in 1897.

Godrej have three decades of experience in providing cost-effective and high-quality IT solutions.

Godrej are assessed at SEI-CMM Level 4 which means our quality processes are well-defined and professionally managed. In addition to SEI-CMM Level 4, we also have ISO-9001:2000 Quality Systems Certification for Analysis, Design, Coding, Testing, Delivery and Maintenance of Commercial Application Software AND ERP Consultancy and Operations and Technology Services (Exclusive of Design).

Godrej place a high premium people, quality and business values. They develop employees through continuous training and provide them with opportunities to work on state-of-the-art technologies.

Godrej encourage employees to develop their skills and to nurture the pursuit of professional excellence.

Godrej Agrovet

Godrej Agrovet was formerly a division of Godrej Soaps Limited. It was set up as a separate company with focus on the agri-sector. Over the years, the company has developed and nurtured a close relationship with farmers. Providing them with innovative Products, as well as educating them on world-class farming practices.

Together with its subsidiaries Goldmohur Foods and Feeds Limited and Golden Feed Products Limited , Godrej Agrovet has revenues close to Rs 1000 Crores (US $ 250 million - FY 2007). The activities of the company are vast : Compound Animal feeds, Agricultural Inputs, Integrated Poultry Business, Oil Palm Plantations, Plant Biotech, Retailing of Fresh Farm Produce in urban areas, and rural retailing of a wide range of products including Agricultural inputs.

Godrej Agrovet acquired Goldmohur Foods and Feeds Limited from Hindustan Lever, a Unilever subsidiary in India, in 2001.Goldmohur Foods and Feeds Limited enjoys strong brand equity due to its poultry and cattle feed brands. Goldmohur Foods and Feeds Limited has a state-of-the-art R&D centre in Bangalore named 'ANIC' (Animal Nutrition Innovation Centre). This centre is devoted to development of innovative animal feed products. Today, Godrej Agrovet together with its subsidiaries has manufacturing facilities spread over 40 strategic locations and a network of over 10,000 distributors, dealers and C&F agents. In its journey of growth, Godrej Agrovet has set new standards of corporate performance, reliably delivering quality products and services to all its customers at competitive prices.

Godrej Sara Lee

Godrej Sara Lee is a joint venture company between the Godrej Group, India and Sara Lee Corporation, USA. Godrej Sara Lee is one of the world's largest manufacturers of home insecticides.

Our company is committed to the research and manufacture of quality household insecticides, and holds a substantial market share in the domestic market, with some of the most popular brands like Good Knight, Jet, Hit and Banish, which have become generic with mosquito repellants today.

With values and traditions that stem from the principles on which the foundations of two great conglomerates, Godrej and Sara Lee, were laid, we are able to offer world-class products and services to the Indian and global consumer.

Godrej Efacec

The company provides warehousing, automated storage and retrieval system solutions.

Godrej Interio

Godrej Interio is a contemporary, stylish & ergonomically designed range of furniture & interior solutions that transforms any space. It comes from our expertise & constantly evolving solutions that we provide to the consumer

Godrej Properties and Investments Limited (G.P.I.L)

Godrej Properties was established in 1990 as a real estate development company within the Godrej Group of businesses. The company was originally incorporated as Sea Breeze Constructions and Investments Private Limited on February 8, 1985. The company's name was changed to Godrej Properties and Investments Private Limited on July 2, 1990 and subsequently to Godrej Properties Limited on November 23, 2004. Since 1897, customers have trusted Godrej to deliver innovation and excellence across a broad spectrum of services and products.

The promise to deliver value drives the organization at every stage of operation. Firstly, the company evaluates the potential of possible locations and is led by a team of qualified managers. Once a location has been identified as a potential development zone, GPL works with only the foremost architects, contractors, and project managers to bring the project to life. GPL knows that its obligation to its customers and partners does not end upon the completion of a project, and therefore, provides post-project professional and accessible support also.

Godrej Properties adheres to a simple philosophy: providing exemplary service based on the optimal use of available resources. The company has completed projects in Mumbai and Pune and is currently developing residential towers such as the Planet Godrej in central Mumbai and the Godrej Woodsman Estate in Bangalore. Godrej Properties intends to leverage its established brand image to deliver property solutions across major Indian metros.

Godrej Products

Consumer products

Godrej Consumer Products Ltd.(GCPL) is a major player in the Indian FMCG market with leadership in personal, hair, household and fabric care segments. The company is among the largest marketers of toilet soaps in the country and has a leadership position in the hair color category in India.

1. Appliances

2. Locks

3. Furniture

4. Security equipment

5. Office automation

6. Conferencing solution

7. Soaps & personal care

8. Food

9. Aircare

10. Household insecticides

11. Housing

12. Vending machine

Industrial products:

Godrej offers an entire spectrum of industrial solutions from storage to material handling to construction to process equipment and many, many more. Whether clients are looking for standard equipment or custom engineering solutions, the first name is Godrej.

1. Storage solution

2. Automated warehousing

3. Material handling equipment

4. Process equipment

5. Precision components & systems.

6. Machine tool service

7. Electrical & electronic services

8. Tooling

9. IT solution

10. PLM solution

11. Medical diagnostics

12. Agro product

13. Chemicals

14. Construction material & services.

ARTICLE-7

HR PRACTICES & STRATEGY

Human Resource

Work culture:

Creating and maintaining an energetic and innovative work culture is at the heart of their corporate strategy. They strive to create an organization wherein each employee is a stakeholder in building and defining the culture of the organization and has the opportunity and flexibility to define their canvas of roles and responsibilities.

Opportunity for growth

The work culture in Godrej supports learning at every stage of one's work life. Opportunities in learning are available in the technical, functional, behavioral, general management and leadership areas through options like EDPs (Executive Development Programmes), MDPs (Management Development Programmes), E-learning and On The Job exposure to International Practices.

Respect and recognition of performance is an inextricable part of our work culture. Consistent performance becomes the benchmark for growth opportunities, job rotations, remuneration, reward and recognition. They provide equal opportunities to their employees to grow both horizontally & vertically through cross functional, cross business and cross location job rotations. This gives immense opportunities to professionals to add value to themselves & to satisfy their career aspirations.

Each of this level consists of **three** sub-sections, through which each employee has to pass to reach a higher level. An employee, before moving into the next level, he has to be in each sub section for at least two years.

Planning:

HRP is understood as the process of forecasting an organization's future demand for, and supply of, the right type of people in the right number. It is only after this that the HRM department can initiate the recruitment and selection process. HRP is a sub-system in the total organization planning. Organizational planning includes managerial activities that set the company's objectives for the future and determines the appropriate means for achieving those objectives. .an integrated part of strategic management HRP is variously called strategic manpower planning, or for employment planning.

PLANNING IN GODREJ

- The costs of Human Resource planning are kept minimal as each plant/ profit centre has its own Personal Department which provides all the respective plant's requirements. Each personal department comprises of four members.
- The **short term planning** is conducted by each plant's personal department with each team's respective heads.
- The **Long term planning** is performed by superiors of each department in accordance with company's interests and objectives.
- The internal detailed planning is planned by each team separately.
- In this way, it is lesser time consuming, energy, economic and also effective. The decisions are agreed upon by most of the team members so they are more focused, clear, satisfied that even they have a say in the working and meeting the targets set.

ARTICLE-8

COMPANY MISSION, VISION & MOTO

Mission,vision&Motto

Mission:

- Godrej Mission is to operate in existing and new businesses which capitalize on the Godrej brand and corporate image of reliability and integrity.
- Godrej objective is to delight its customer both in India and abroad.
- Godrej shall strive for excellence by nurturing, developing and empowering its employees and suppliers.
- Godrej encourages an open atmosphere, conducive to learning and team work
- Accelerate the growth of Indian household insecticides market.
- To globalize the business rapidly.
- Enriching Quality of Life Everyday Everywhere.

Vision:

Godrej in Every Home and Work place.

Motto:

We care the quality of your life.

Values:

- Commitment to Quality
- Customer Orientation
- Dedication & Commitment
- Discipline
- Honesty & Integrity
- Learning Organization
- Openness & Transparency
- Respect/Care × Concern People
- Working in Team work format
- Trust

Godrej&BoyceMfg. Co. Ltd Branches (Sales and Service)andRetailShowrooms:

- The Company has a network of:
- 38 Company-owned Showrooms
- More than 2,200 Wholesale Dealers, and more than 18,000 Retail Outlets.
- The Company has Representative Offices in Sharjah (UAE), Nairobi (Kenya), Colombo (Sri Lanka) and Riyadh (Saudi Arabia).

Hierarchy:

Personal department comprises of four employees- one deputy and 3 seniors under him.

Over all there are 19 plants make all different products like security systems, locks, doors, etc. Each of this plant is considered as a separate profit making center. Profits made by each of the plants are accounted for separately in its Annual report also.

Management:

Different levels of management are as follows:

A - Base level of management In this level, new-entrants are trained about the various levels of the department.

O - Operation

P - Promotion of product

T - Technical

S - Sales

E - This level consists of owners and M.D.

Each of this level consists of three sub-sections, through which each employee has to pass to reach a higher level. An employee, before moving into the next level, he has to be in each sub section for at least two years.

ARTICLE-9

COMPNAY SWOT OVERALL ANALYSIS

SWOT ANALYSIS

STRENGTHS:-

- The Company has got wide range of branches within the country.
- The Company has wide range of product line.
- Godrej is having better Sales after services.
- The Company has there respectable and believable brand name.
- Company is having large number of customer with higher satisfaction.
- The management is trained and efficient & the network of service centers is good in all states.

WEAKNESS:

- The Company does not go for advertising, which is one of the biggest disadvantage of Godrej.
- Its emphasis more on the advertising of office automation & prima division.
- The company is focusing many security products at a same time.
- The effective selling schemes are not available like payment on installments.

OPPURTUNITIES:

- Godrej has more opportunities to grow as it has earned good name in security sector.
- Technical up gradation time to time is also one of the opportunities.
- Godrej can focus on big project like construction. Where there is a great demand of security equipments

Threat:

- The growing competition in the security sector is threat for all manufacturing companies so it is also threat for Godrej to stand in the market with the higher position.

DATA ANALYSIS AND INTERPRETATION

(A another View of SWOT Analysis of Company)

The analysis of Godrej industries ltd has been explained with the help of SWOT analysis:

STRENGTHS:

1. Partnerships with world class corporations
2. GIL has successfully built credible and strong partnerships with world class corporations like sara lee, Tyson, Gold coin and Hershey.
3. It has successfully leveraged the Godrej brand to turn these partnerships into successful businesses and aggressively scaled them up.
4. Leader in FMCG products in India.
5. The FMCG brands have attained industry leadership like goodknight, Brylcream and Mahalacto.
6. Deep value pick:
7. As current valuations do not reflect the values embedded in its subsidiaries.
8. Established brand name: presence in the Indian
9. The "Godrej" brand is instantly recognisable amongst the populace in India due to its long market.
10. The diversified businesses in which the Godrej group operates and the trust it has developed over 111 years of operations is reliable.
11. Land Reserves in strategic locations:
12. Land Reserves comprising 404 acres aggregating approximately 78.87 million sq.ft. of Developable Area and 54.98 million sq. ft. of Saleable Area, located in or near prominent and growing cities across India, such as Mumbai, Pune and Ahmedabad.
13. These include a land parcel which is owned directly, and land parcels over which Godrej has development rights through agreements or memoranda of understanding.
14. Qualified and skilled employee base and human resource practices:
15. Key managerial personnel are qualified professionals.
16. Stability in the market:
17. Customers have been loyal and the sales have been considerably good, where as the market price of its competitors have gone down.
18. Selective outsourcing:
19. The quality and effiency of operations is taken into consideration while outsourcing activities such as design, architecture and construction.

WEAKNESSES:

1. Low export levels of FMCG.
2. There is considerably less volumes of trade in FMCG products in Godrej.
3. "Me-too" products:
4. Products which illegally mimic the labels of the established brands, these products narrow the scope of FMCG products in rural and semi-urban market.
5. Lower scope of investing in technology and achieving economies of scale, especially in small sectors.
6. Dependent upon third party entities for the sourcing of land, market research and development and sale of Godrej properties projects:
7. Face uncertainty of title to their lands.
8. Godrej enter into agreements with third party entities to source land, provide market research, and to design, construct and sell their projects in accordance with their specifications and quality standards and under the time frames provided by them.
9. May not be able to add to or replenish our Land Reserves by acquiring suitable sites at reasonable cost which may adversely affect our business.
10. Business is dependent on the performance of, and the conditions affecting, the real estate market in India.
11. Increase in prices of, shortages of, or delays or disruptions in the supply of building materials could harm results of operations and financial condition.
12. Cannot assure you that the demand for its projects will grow, or will not decrease, in the future.
13. Heavily dependent on the availability of real estate financing in India.
14. 6. Inability to acquire ownership of or development rights over large contiguous parcels of land may affect our future development activities.
15. Paying premium amounts for land may limit the ability to fund other projects and may adversely affect the business, financial condition and results of operations.

OPPORTUNITIES

1. Great potential:
2. Increased global demand.
3. Growth in end-user industries.
4. Company's standing for consistent quality and product delivery customised to the needs of the clients, provides good opportunity for growth for the Chemicals division.
5. Estate Management business has a potential to increase revenue by giving space on leave and license by:
6. Optimum re-sizing of the existing operational areas.
7. The factors that can aid further revenue growth include assured power supply, upcoming infrastructural facilities like metro rail and better connectivity that reduces travelling time.
8. Untapped rural market:
9. There are many rural areas which have not yet been explored by Godrej like in Godrej properties concentrates more on the major capital cities like Ahmedabad, Bangalore etc and can further expand to smaller and rural cities in India.
10. Large domestic market:
11. India has a large market for FMCG as well as real estate which are the major businesses of Godrej.
12. Godrej is the largest producer veg oils and is consumed by most of the people in India.
13. Export potential.
14. Along with a huge domestic market there is a great demand for FMCG products outside India.
15. Exports at a higher level would help in the growth of the business.
16. High consumer goods spending.
17. The average amount of expenditure per person in India has been increasing and that of other countries is more than 5 times that of India.
18. The opportunity is the large growing middle class medically aware consumer and the increasing focus on medical insurance.

THREATS

1. New capacity addition in the industry is likely to increase competition from the supply side.
2. The service sector who help Godrej would have a lot of options to choose from as there is an increase in the number of competitors who would require the same services as Godrej giving the service providers an upper hand.
3. The consumers/customers also have too many choices which might affect the sales of Godrej.
4. Problems in the Medical Diagnostics Division:
5. Threat could be obsolescence of technology/products which are more than 10 years old.
6. Problems in providing medicines at low price when expenses for it are huge.
7. increased cost of processing
8. in view of rising fuel oil costs
9. Large unutilized refining capacities in the country resulting in uncompetitive pricing.
10. Removal of import restrictions
11. Resulting in replacing of domestic brands.
12. Slowdown in rural demand, Tax and regulatory structure.
13. This would increase the constraints in the business and reduce sales.
14. Hurdles in ongoing projects and forthcoming projects:
15. There could be unscheduled delays and cost overruns in relation to Godrej's Forthcoming Projects and Ongoing Projects.
16. Have not made applications or received approvals for many of Godrej properties Ongoing Projects and Forthcoming Projects.

ARTICLE-10

RESEARCH METHODOLOGY

Research Methodology

The methodology used in the present study includes both **descriptive** and **exploratory** one Primary data is collected through various print and electronic resources. Literature survey is done through published sources on consumer appliances industry. Identifying the competitor's analysis and their details along with company representative. Statistical tools like measure of central tendency i.e. mean, median, mode, standard deviation, etc used. Convenient sampling technique is followed for the study.

Method of Data Collection:

In order to study the company perception on organizantional study at Godrej & Boyce Mfg. co. ltd initiative in lucknow, both primary and secondary data were collected. The nature of the data that has been used in the project under study is both primary and secondary in nature.

- The **primary data** was collected by using a questionnaire based, so as to give a precise, accurate, realistic and relevant data.
- The **secondary data** as it has always been important for the completion of any report provides a reliable, suitable, equate and specific knowledge. The data was collected from various magazines, fact sheets newspapers and websites published by the company.

Sampling Method

For this study convenience sampling was used from the study of Godrej & Boyce Mfg. Co. Ltd, Lucknow.

Research tools

The tools used in this study were Questionnaires.

Sample Area

In order to make a detailed analysis on consumer's perception about door to door selling with respect to Godrej appliances, the data for the study has been collected through study and various sources for project based on Godrej Co.

Data Compilation and Analysis

After the data has been collected, it was tabulated and findings of the project were presented followed by analysis and interpretation to reach certain conclusions.

ARTICLE-11

SUMMARY & FINDINGS

SUMMARY OF FINDINGS

- There were many organizations who haven't purchased Godrej products because of unawareness, so company should go for more & more advertisement, exhibitions & promotional carnivals.

- Most of the organizations make their purchase process (Goods) through Direct Buy, so company should make their purchase process through. As it is easy, reliable & detailed to customer.

- Godrej is having an extra edge over the other brands, though being ahead of its competitors, there is still need of improvement. Godrej has close competition with local brands, so in order to remain ahead of its competitors Godrej Interio & others branch of Godrej co. has to do major innovations such as more attractive designs & styles in products.

- Organizations like to purchase branded Goods/Products but they believe that Godrej Products/Goods is very expensive & is not easily available to them, so more showrooms should be opened & more schemes & offers should be provided to the customers.

- There are several features that customers take into consideration while going for purchasing Goods/Products like aesthetic look, price, quality, warranty, after sale service etc, so Godrej should take every aspect into consideration. Goods/Products should be prepared keeping into mind that what customers think is best design/style & not what company thinks is suitable, customer should be given priority. That means the company should be customer oriented rather than market oriented.

- Company reduced its warranties provided on interio products over the last years so to remain competitive better warranties should be given to the customers.

ARTICLE-12

SUGGESATIONS
&
RECOMMANDATION

SUGGESATIONS & RECOMMENDATION

- The Company should advertise its equipments and policies.
- Today Price based competition is skyrocketing so if it is possible that Company should cut down its equipments & Goods price.
- Company should promote its equipments & Goods through canopy.
- Company should do small activities once in a week because it is necessary to promote the high involvement product range.
- The first set of the points under suggestions shows how the Company can utilise the opportunities available to it and hence the recommendation in that case would be utilise its potential to the fullest.
- Looking at the risks that can be faced by the company the following can be done:
- Effective planning of delays
- Finding reliable resources of funding
- Maintaining healthy relationship with partners
- Now lets discuss about SOTP valuation method:
- It evaluates each business or division of the company separately and assigns a value to its contribution
- This valuation also captures future potential of the new ventures which are not generating revenues right now
- At the end, the value of all the parts (including core business) are added up to arrive at an approximate value of the company as a whole
- Company valuation indicates if the company's value would be increased if it was split into separate business units.

ARTICLE-13

CONCLUSION

CONCLUSION

After studying the components of Company management & organizational system of Godrej & Boyce Mfg Co. Ltd. It is found that the company has a sound and effective policy and its performance is very good even in this bad recession situation company has managed to post good profit. Company is competing well at the domestic as well as the international level and it is among the low cost producers of various goods in the world only because of its proper management of finance.

The company is a matured one and it has contributed well in the countries growth and development and will also continue to perform and contribute to the whole nation.

In conclusion, we can say that the companies' management is an effective one and knows well the management of finance; its organizational management system is very good.

ARTICLE-14

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