

**SHORT STORIES**

**Hind Unilever hints at further price hikes**

**Hindustan Unilever**



Hindustan Unilever (HUL) on Friday said there could be further price hikes in its products as input costs continue to rise. "We have taken several price increases recently but if the commodity prices continue the way it is then I suspect there could be further price increase," HUL chief executive officer and managing director Nitin Paranjpe said. Asked how the margins would be affected, he said, "We cannot talk about the specifics...How the input cost will impact our business but all I can say is commodity prices are increasing whether its palm oil, crude, tea...Everything that impact our business is increasing."

**GM to launch new engine for Chevrolet Beat**

General Motors India will launch its 1.2-litre SMARTECH engine, which is set to power the Chevrolet Beat from next month, a top company executive said on Friday. General Motors India president and MD, Karl Slym said the diesel version of the vehicle will also be launched by the end of this year. On the expansion programme of the company, he said GM India plans to introduce light commercial vehicles by the end of this year or early next year. He said the 1.2 litre engine was created by the GM Technical Centre-India in Bangalore in co-operation with GM's new engine plant in Talegaon.

**VIP Industries to open 100-110 stores in FY12**

VIP Industries Ltd is looking to open 100-110 stores in India during 2011-12 (Apr-Mar), chairman Dilip G Piramal said. "The store openings would be similar to (in) FY11. We had plans of opening around 110 stores and till now, we have opened around 80 odd (stores) this financial year," he said. The company will open the remaining 30 stores by March.

**Cox & Kings net profit up 19.4% in Q3**

Cox & Kings on Friday said its consolidated net profit rose 19.39% to ₹23.02 crore for the third quarter ended December 31, 2010, over the same period previous fiscal. The company had a net profit of ₹19.28 crore for the same period last fiscal. Cox & Kings said in a filing to the BSE, the company's income from operations rose to ₹108.31 crore for the third quarter ended December 31, 2010, compared with ₹78.89 crore in the same period last fiscal. "We have witnessed growth in all the segments of business that we currently operate in and this is reflected in a 37% rise in our revenues this quarter. The travel industry has been growing quite significantly and we believe we are poised to capitalise on this growth," director Peter Kerkar said.

# MSP aims to treble profit in two years

Steel player plans to secure coal and iron ore supplies, strengthen billets, pellets and power portfolios

**Promit Mukherjee MUMBAI**

MSP Steel and Power Ltd, Kolkata-based steel player, is aiming at doubling revenues and trebling profits by fiscal 2013 on the back of its first phase of backward integration plans.

While the company is still relatively small according to its sales numbers, analysts say it is the company's strategy of backward and forward integration that will take it to the big league of steel players.

The company posted revenues of ₹395 crore and net profit of ₹32 crore for the last fiscal. This year it is expected to post a jump of at least 33% and 72% in sales and net profit, respectively, analysts tracking the company say.

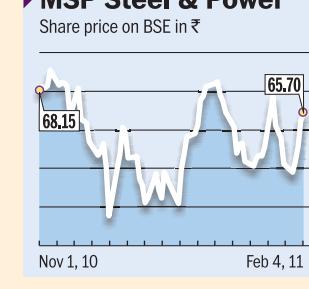
Saket Agarwal, promoter-director, MSP, said, "We have a capex

plan of ₹815 crore till fiscal 2013 which is mainly to strengthen our backward integration plans." This was to be invested in two phases, out of which the first phase is complete and the second phase has begun.

In the first phase, we expanded our sponge iron capacity from 192,000 tonne per annum (tpa) to 307,000 tpa at an investment of close to ₹240 crore," he said.

Under the second phase, MSP will expand its power generation and pellet capacity and operationalise its coal and iron ore mines, which are expected to be completed by fiscal 2013. It is increasing its power capacity to 76 megawatts (mw) from 42 mw currently and pellet capacity to 900,000 tpa from the current 300,000 tpa at present, besides bringing its mines

**MSP Steel & Power**



onstream.

The company had been awarded a 26 million tonne coal mine and a 35 million tonne iron ore mine in Chhattisgarh, which will start production from 2013.

"With the operationalisation of mines, the company will become a completely integrated steel player.

The mines will add significantly to its margins and bring down production costs," said Rahul Sonthalia, vice-president, portfolio management services, MPA Financials.

Agarwal said it is only on the back of backward integration that the company will see a major jump in its revenues and profits.

MSP currently sells four main products in the market — pellet, sponge iron, TMT bars and heavy structural steel products. It also has a fungible model wherein it can swap billet production by selling power on a merchant basis in the open market.

"Billet production is a very power intensive activity and it makes no sense to make billets if the power cost crosses ₹3.50 per unit. Therefore, whenever that happens

we stop production of billets and start selling power," said Agarwal.

Besides, with the increase in its power capacity, the company will also have surplus power to sell on a merchant basis. Post expansion, its power requirement will not be more than 40 mw.

However, a Crisil Research report published after the company's last quarterly results said, "MSP's expansion plans are on track and, therefore, we expect it to register significant growth going ahead. However, concerns relating to high leverage (net debt : equity of 2.8x for FY11E) remain."

But it said that since MSP completed its first phase of expansion five months before schedule, it expects that the company will be able to complete the remaining capacity expansion on time.



## Audi unveils all new A8 L sedan

Will cost ₹89 lakh onwards

**Our Bureau NEW DELHI**

German luxury car maker Audi on Friday unveiled the latest version of its flagship Audi A8 L sedan. The long wheel version comes equipped with a 4.2 FSI petrol engine and will cost ₹89,00,000 (ex showroom Delhi) onwards.

The launch of the all new Audi A8 L is a milestone for us as it marks the entry of our new flagship in India. This super luxury sedan will allow us to further build upon the tremendous growth potential that the Indian market presents. With Audi witnessing record sales in 2010 to achieve exceptional growth, we believe the Audi A8 L will continue to spur demand in India," said Michael Perschke, head, Audi India.

In the new A8, the wheel and wheelbase have both been stretched by 13 centimetres versus the standard normal version wheelbase to measure 5.27 metres, offering increased comfort to rear seat passengers.

The body of this light car is made of aluminum Audi Space Frame (ASF), weighing about 40% less than a comparable steel structure. It also boasts of optional LED headlights. The new 4.2 litre engine offers 22% better fuel efficiency.

The car would be launched with the W12 engine and 3.0 TDI engine in a phased manner.

## SC asks Trai to evolve new interconnectivity, revenue sharing norms

Has to bring the new Interconnect Regulation on mobile termination charges and carriage charges in 4 months

**Rakesh Bhatnagar NEW DELHI**

The Supreme Court has asked telecom regulator Telecom Regulatory Authority of India (Trai) to evolve a new set of revenue sharing norms and other regulations on interconnectivity among operators for carrying calls of one network through others.

Trai has also been asked to bring the new Interconnect Regulation on mobile termination charges and carriage charges within four months after consulting various stakeholders.

A bench headed by Chief Justice S H Kapadia said Trai should evolve the new norms and regulations as per the directives of sectoral tribunal Telecom Disputes Settlement and Appellate Tribunal (TDSAT).

The court passed this direction on Friday on a petition by Trai challenging a TDSAT order, which had set aside on September 29 last year the Trai's Interconnection Usage Charges (Regulation), 2009, and asked it to bring out fresh interconnection norms and regulations in consultations with various stakeholders.

The TDSAT had set aside the 2009 IUCR on several petitions filed by different mobile service providers objecting to the telecom regulator's order.

The tribunal had asked Trai to consult various telecom operators in a time bound manner and finish the entire exercise by January 1, 2011.

Trai, however, failed to bring out the new regulation within the stipulated deadline.

In its 2009 IUC regulation, Trai had fixed a mobile termination charge (MTC) at 20 paise per minute for all local and national long distance charges.

It had also raised the MTC for incoming international calls to 40 paise per minute from 30 paise, while putting a ceiling on carriage fee of 65 paise per minute for domestic



### THE CASE

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long distance calls.

Besides BSNL, certain private players — Bharti, Vodafone, Idea, Aircel, Etisalat DB and CDMA lobby group AUSPI — also objected to the policy.

BSNL wanted termination charges for the fixed wire line services to be fixed by the regulator on the data supplied by it on actual cost basis.

It also wanted the MTC for incoming ISD calls to be fixed through mutual negotiation between operators. Alternatively, it wanted an MTC in the range of 19 billion tonnes, which could be exploited for burning coal to form oil.

He said that the projected investment would be around ₹45,000 crore which might be funded through a joint venture.

Bhattacharya said that the block had a huge reserve of 19 billion tonnes, which could be exploited for burning coal to form oil.

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The company had previously planned to build a re-

## Coal India identifies CTL block

**Press Trust of India KOLKATA**

Coal India Ltd (CIL) has identified Deochara-Pachami block in Bankura district in West Bengal for its proposed coal-to-liquid (CTL) foray.

"We had pinpointed the block for CTL project," Coal India chairman Partha Bhattacharya said.

He said that the block has a very good overburden of high quality rocks, which were saleable and exportable, he told reporters at a seminar.

Bhattacharya said that the block had a huge reserve of 19 billion tonnes, which could be exploited for burning coal to form oil.

He said that the projected investment would be around ₹45,000 crore which might be funded through a joint venture.

IOC "is looking at setting up a 15 million tonne refinery company in Turkey," the minister said, referring to the volume of crude oil a facility could process in a year.

"They are evaluating the feasibility of this."

The company had previously planned to build a re-

## IOC plans \$5 billion refinery in Turkey

Company evaluating feasibility of 15 million tonne refinery, says minister

**Evrim Ergin ISTANBUL**

Indian Oil Corp (IOC) is interested in building a \$5 billion refinery in Turkey and is currently carrying out feasibility work on the project, minister of state for trade Jyoti Prakash Scindia said on Friday.

IOC and Oil and Natural Gas Corp (ONGC) are interested in exploring for oil and natural gas in Turkey, Scindia also told reporters.

Turkey has tiny amounts of gas and oil reserves, requiring it to import about 95% of the fuels. But the government has agreed in recent years with US-based Chevron and Brazilian state oil company Petrobras to look for gas off its Black Sea coast. Reuters

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## UNAUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED 31<sup>st</sup> DECEMBER, 2010

(Rupees in crores)

Particulars	Unaudited				Audited 31.03.2010
	Quarter Ended 31.12.2010	31.12.2009	31.12.2010	31.12.2009	
1. a) Gross Sales	1515.75	1357.87	4545.37	4081.24	5411.68
Less: Excise Duty	14.39	13.71	36.75	40.64	52.16
Net Sales	1501.36	1344.16	4508.62	4040.60	5359.52
b) Other Operating Income	52.31	94.34	140.16	214.72	265.39
Total Operating Income (a+b)	1553.67	1438.50	4648.78	4255.32	5624.91
2. Expenditure	(66.35)	(32.79)	(5.77)	(90.81)	(184.09)
a) (Increase)/decrease in Stock-in-trade and work in progress					
b) Consumption of Materials	574.26	470.25	1635.14	1474.67	2033.01
c) Purchase of Traded Goods	187.93	187.29	485.40	487.11	621.66
d) Employee Cost	135.09	88.95	410.23	270.39	371.08
e) Depreciation	65.25	45.67	183.98	139.29	187.84
f) Other Expenditure	404.56	344.92	1088.44	1011.72	1430.09
g) Total	1300.74	1104.29	3797.42	3292.37	4459.59
3. Profit (+)/Loss (-) from Operations before Other Income, Interest & Exceptional Items (1-2)	25.69	17.84	59.08	42.63	88.33
4. Other Income	278.62	352.05	910.44	1005.58	1253.65
5. Profit (+)/Loss (-) before Interest & Exceptional Items (3+4)					
6. Interest	2.93	4.37	3.32	23.20	23.66
7. Profit (+)/Loss (-) after Interest but before Exceptional Items (5-6)	275.69</				