Welcome to
A World of Opportunities
THE ADITYA BIRLA GROUP
A Premium Global Conglomerate

OUR VISION
To be a premium global conglomerate, with a clear focus on each of the businesses

OUR VALUES
INTEGRITY
COMMITMENT
PASSION
SEAMLESSNESS
SPEED
A US $40 billion corporation

Over 50 per cent revenues from overseas operations

Operates in 36 countries across 5 continents

The largest Indian MNC with manufacturing operations in the US

Anchored by 120,000 employees belonging to 42 different nationalities

League of Fortune 500
Aditya Birla Group
Globally

A metals powerhouse, Hindalco-Novelis is the largest aluminium rolling company and amongst the most cost-efficient aluminium and copper producers.
Aditya Birla Group

Globally

The fourth-largest producer of Acrylic fibre

No. 1 in carbon black

Among the Top 10 cement producers

The fourth-largest producer of Insulators

The fourth-largest producer of Acrylic fibre

No. 1 in carbon black

Among the best energy-efficient fertiliser plants
The largest fashion (premium branded apparel) and lifestyle player

The second-largest manufacturer and largest exporter of VISCLOSE FILAMENT yarn

Among the top 3 MOBILE telephony companies

A leading player in life insurance and ASSET MANAGEMENT
ADITYA BIRLA GROUP IN INDIA

The largest producer in the CHLOR-ALKALI sector

The largest manufacturer of LINEN FABRIC

Among the top 2 supermarket chains in the RETAIL BUSINESS
METALS

Aluminium (Hindalco, Novelis)

- Amongst the top 5 aluminium majors worldwide
- Largest vertically integrated aluminium company
- 49 manufacturing units in 11 countries anchored by a 34,000 strong workforce
- World’s largest in rolling industry producing 19 per cent of flat-rolled aluminium products
- Among the largest producer of primary aluminium in Asia — 488,000 tpa
- Major brands: Freshwrapp, Hindalco Extrusions, Eternia Aluminium Windows, Hindalco Everlast Aluminium Roofing & Structural

Copper (Birla Copper)

- World’s largest custom smelter at a single location
- Copper mines in Australia
Ultratech

- Largest cement company in India (11th in the world)
- Current installed capacity at 62 MTPA
- Top producer of grey cement in the world and the largest white cement producer in India
- Largest ready mix concrete manufacturer in India

- Recent acquisition of Gujarat Cement Unit of Jaypee Cement Corporation
- Major brands: UltraTech, Birla White Wall Care Putty, Birla Super, Birla White
Idea Cellular

- India’s 3rd largest operator in terms of mobility revenues with revenue market share of 15 per cent
- Amongst the top 10 country operators, carries around 1.5 billion minutes a day
- Over 125 million customers with more than 98 per cent of reported subs on VLR (highest in the industry)
- Recognitions: Awarded the “Best Place to Work” at the Asia Communication Awards 2013; ranked No.1 in the telecom sector in “India’s Best Companies to Work for Study-2013” (The Economic Times in association with the Great Place to Work Institute); won Innovative Telecom Business Model award at Aegis Graham Bell Awards 2012
Aditya Birla Finance Services Ltd.

ABFSG is an umbrella brand with the following nine financial services lines of business:

- Life insurance
- Asset management
- NBFC
- Project and structured finance
- Private equity
- Broking
- General insurance broking
- Wealth management and distribution
- Online money management

- Among the top 5 private fund managers in India (excluding banks)
- Among the top 5 private life insurance companies in India
- Among the top 4 mutual fund houses in India
- Commenced infrastructure and mortgage financing
- 5.5 million customers in 500 cities; 1,775 points of presence; 200,000 channel partners
Grasim, Aditya Birla Nuvo

- Presence across entire value chain from pulp to apparel
- Global leader in viscose staple fibre — plants in India, Indonesia, Thailand and China
- Pulp plants in Canada and Sweden; plantations at Laos; VSF project in Turkey
- Major producer of yarn and acrylic fibre — plants in India, Thailand, Egypt, Philippines and Indonesia
- Largest linen yarn and fabric producer, largest wool combing operations, and one of the leading players in polyester viscose fabric market in India
- Brand: Graviera
Madura Fashion & Lifestyle

- Largest and fastest growing apparel player in India
- 8 factories with state-of-the-art manufacturing facilities
- Premium brands — Louis Philippe, Van Heusen and Allen Solly; mid-price brands — Peter England and People
- The Collective: high-end retail chain of stores — in 5 cities
- Entry into luxury segment with British brand Hackett London, a joint venture
- Planet Fashion has a chain of stores with a strong distribution network available in more than 100 cities
- Exclusive network of more than 1,599 stores, 2.2 million sq ft retail space; present in more than 1,500 premium multi-brand stores and 320 plus department stores
- Acquired Pantaloon Retail (India) Ltd. through Aditya Birla Nuvo. The Pantaloon format business has 83 stores in 40 cities, which span over 28,000 sq ft
Aditya Birla Carbon Black

- No.1 carbon black producer in the world with annual capacity of 2 million tonnes
- Global manufacturing presence: 17 manufacturing plants across 15 countries
- State-of-the-art technology centres at Marietta, USA, and Taloja, India
- Recipient of Deming Quality Award
- Leading brand: Birla Carbon
- Speciality brands: Raven, Conductex and Copeblack (regional)

Aditya Birla Chemicals

- Pioneers in the manufacture of epoxy resins in South East Asia
- India's largest chlor-alkali producer
- Leading producer of sodium and potassium phosphates
- Among the top 3 globally in sodium sulphite and sodium meta bisulphite producers
Aditya Birla Insulators

- World's fourth largest and India's largest producer
- High-performance porcelain and composite insulators for the transmission and distribution sector
- Our insulators help transmit electricity through 58 countries

Indo Gulf

- A premier agri solutions provider, offering a full range of agri inputs — customised fertilisers, bulk fertilisers, seeds and agrochemicals — and agri services from sowing to harvesting
- Six Sigma principles in agriculture
- Birla Shaktiman — a partner in farmers’ prosperity
- Our products help over 20 million farmers reap a rich harvest
MINING

Aditya Birla Natural Resources/Essel Mining

- One of India’s largest iron ore mining companies
- Leading contractual coal mining company
- Largest producer of noble ferro alloys and a wind power generation company
Aditya Birla Retail — more.

- Among the top 3 value retail chains in India
- 513 supermarkets; 16 hypermarkets
- Spread across 2 million sq ft retail space in more than 60 cities across India
- Over 3 million loyalty card customers
• Turnover of about US $4 billion and tonnage of about 14 million MT in FY13
• Driven by 3 key product verticals — fertilisers, sulphur and energy
• Presence in 15 countries
• 3rd largest contributor of ABG in terms of the top line
• Among the top 3 sulphur trading companies (non-manufacturing) in the international market
• Among the top 10 tea buyers at the Calcutta Tea Auction for all grades of tea and the largest merchant exporters of tea from India
14,000-strong workforce. 10 manufacturing units. Net sales value — USD 1.20 billion
Presence in 5 countries — Egypt, India, Indonesia, Philippines and Thailand
5 manufacturing units in 3 countries
- PT Elegant Textile Industry — Indonesia
- PT Indo Liberty Textiles — Indonesia
- PT Sunrise Bumi Textiles — Indonesia
- Indo Thai Synthetics Co Ltd. — Thailand
- Indo Phil Textiles Mills Inc. — Philippines
3 manufacturing units in India
- Jayshree Textiles — Rishra, West Bengal
- Grasim Bhiwani Textiles — Bhiwani, Haryana
- Vikram Woolens — Malanpur, Madhya Pradesh
Building versatile next generation leaders
ADITYA BIRLA GROUP LEADERSHIP PROGRAMS (ABGLP)

The Aditya Birla Group Leadership Programs aims to build versatile next-generation leaders through structured leadership programs that provide challenging opportunities in the Group.

The Leadership Program for the Experienced (LEAD) and Leadership Associate Program (LEAP) are exclusive incubation programs that endeavour to cherry pick future leaders of the Group from select B-schools in India — IIM A, IIM B, IIM C, IIM L, XLRI and ISB — and internationally. Functional leadership programs — Finance Leadership Program (FLP) and Human Resources Leadership Program (HRLP) — cater to entry-level functional requirements in Finance and Accounts and Human Resources.
The Aditya Birla Group Leadership Programs are currently offered at 5 levels:

- Group Internship Program (GIP)
- Leadership Associate Program (LEAP)
- Leadership Program for the Experienced (LEAD)
- Human Resources Leadership Program (HRLP)
- Finance Leadership Program (FLP)
GROUP INTERNSHIP PROGRAM (GIP)

The GIP Program is for individuals having 0-6 years of pre-MBA experience. It consists of an 8-week internship across varied functions: Sales, Marketing, Finance, Strategy, Plant Operations and Supply Chain & Logistics. The GIP is a campus hiring program and hires students who are currently pursuing full-time MBA.

- **SALES & MARKETING**
  - Idea Cellular Limited, Delhi and Haryana Circle: Tracking and benchmarking segmented offers of competition for its existing customers

- **FINANCE**
  - Birla Sun Life AMC, Mumbai: Performance of Indian equities over the past 10 years, in the context of changing pattern of its GDP growth, changing industry dynamics and strategies adopted by companies

- **STRATEGY**
  - Birla Jingwei Fibre Co Ltd. (Pulp & Fibre), China: Identifying leading indicators for predicting demand and pricing of viscose fibre and proposing a cost-effective marketing strategy for Birla Cellulose speciality fibres in China

- **PLANT OPERATIONS**
  - Birla Carbon, South Korea: Special application tests of carbon black — Rubber Dynamic tests and SEM/EDX analysis

- **SUPPLY CHAIN**
  - Aditya Birla Retail Limited, Mumbai: To measure and draw a reduction food map of carbon footprint in the retail chain
Key Elements of the 2-month Period

1. **CRISP INDUCTION** Designed to give GIP participants an overview of the large conglomerate spread across 17 Businesses

2. **MID-STINT PROGRESS** A check-back process to understand the progress on the project and deliverables at the mid-stint stage

3. **A BUDDY PROCESS** to build familiarity

4. **OPPORTUNITY TO NETWORK** with 150+ LEAP LEAD participants in ABG

5. **CONFLUENCE: MULTI-STAGE EVALUATION PROCESS** that takes place at the end of the 8-week internship. It comprises: Development Assessment Centre and presentation to a panel comprising senior managers from the Group and interviews by senior business managers of the Group

6. **PRE-PLACEMENT OFFERS and pre-placement interviews** for the Aditya Birla Group Leadership Programs are decided based on the evaluation at the Confluence

7. **GIP IS THE ONLY ENTRY ROUTE** for students from international campuses to enter the Aditya Birla Group Leadership Programs, subject to the assessment process
The LEAP Program is for students currently pursuing full-time MBA with 0-4 years of pre-MBA experience. It consists of a structured 12-month training program with 4 stints of 3 months each in Sales, Operations and functional and cross-functional areas. Post confirmation, LEAP participants take on roles across any of our over 17 Businesses.

Key Elements of the 12-month Training Period

1. **OVER 2-WEEK INDUCTION**
   with an opportunity to meet the Business Heads and CEOs

2. **A MID-YEAR REVIEW**
   for any course corrections and a confirmation appraisal review at the end of the training period by Business Directors and senior leaders of the Group

3. **CAREER TESTS** and **CAREER CONVERSATIONS**
   for placements onto final roles

4. **A MENTORING AND BUDDY**
   process to make career decisions and build familiarity
First Roles Post Training Period

- National Category Head, Processed Food, Aditya Birla Retail Supermarkets
- Hypermarket Store Manager, Aditya Birla Retail
- Product Manager Postpaid (Usage & Retention), Idea Cellular Ltd.
- Manager Central Cell – Chairman’s Office
- Manager Business Development, Project & Structured Finance, Aditya Birla Finance Ltd.
- Territory Sales Manager, Ultratech Cement

“...The first year at the program exposed me to a range of experiences at various functions in different businesses and geography. I worked with Madura Fashion & Lifestyle in Bangalore on a luxury brand launch, with Idea Cellular in Delhi on a new marketing plan, new strategy for the Thai Chemical Business in Bangkok, and channel expansion of Birla Sunlife Insurance in Mumbai. Not only did these stints put me in challenging and fast track roles but also gave me an opportunity to work with the best brains in the group. I have been working with Grasim Industries – Pulp and Fibre Business for the past 4 years now ... I handle the branding and communication role for the entire fibre business (both B2B and B2C).”

Shaifali Gautam, IIM Ahmedabad, LEAP 2008
LEADERSHIP PROGRAM FOR THE EXPERIENCED (LEAD)

The LEAD Program is for students currently pursuing full-time MBA with 4-6 years of pre-MBA experience and minimum 2 years of team management experience. It consists of a structured 6-month training program with 3 stints of 2 months each in our Manufacturing, Services and Corporate setups. Post confirmation, LEAD participants take on roles across any of our over 17 Businesses.

Key Elements of the 6-month Training Period

1. **OVER 2-WEEK INDUCTION** with an opportunity to meet the Business Heads and CEOs

2. A **CONFIRMATION APPRAISAL** review at the end of the training period by the Chairman, Mr. Kumar Mangalam Birla

3. **CAREER TESTS** and **CAREER CONVERSATIONS** for placements onto final roles

4. **A MENTORING AND BUDDY PROCESS** to make career decisions and build familiarity
Opportunity to network with **150+ LEAP LEAD** participants in ABG

**STRUCTURED LEARNING** and development interventions are designed at various career stages to provide a learning platform and exposure to enhance skill sets.

## Sample Roles Post Training Period

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<thead>
<tr>
<th>Role</th>
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<tbody>
<tr>
<td>Team Member Corporate Finance Division</td>
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<tr>
<td>Executive Assistant to CEOs of Key Businesses</td>
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<tr>
<td>Regional Manager of Brands with Madura Fashion &amp; Lifestyle</td>
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<tr>
<td>Product Management at Aditya Birla Finance Ltd.</td>
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<tr>
<td>Mergers &amp; Acquisitions, UltraTech Cement</td>
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<tr>
<td>Head – Network &amp; Strategy, UltraTech Cement</td>
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"The stints during the first 6 months exposed me to an old-style manufacturing business like chemicals, the latest business in the group's fold at that time, retail, and a business witnessing huge growth at that time, telecom. These stints proved an ideal opportunity to understand the intricacies of various Businesses and to gauge which is the right Business to start out post the stints. I am currently Country Head (Sales & Marketing) – China for the Fibre Business."

*Sachin Malik, XLRI, Jamshedpur, LEAD 2007*
HUMAN RESOURCES LEADERSHIP PROGRAM (HRLP)

The HR Leadership Program is for individuals having 0-4 years of pre-MBA experience and consists of a structured 12-month training period with 4 stints at 4 different areas of HR. The stints will be across our Manufacturing and Service Businesses including an overseas stint. In addition to this, HRLP also offers cross-functional exposure in Sales, Operations and Finance.

After completion of 12 months of training, HRLP participants get posted in a HR/IR role in a manufacturing location. Post the first role and based on performance, skill sets and career aspirations, HRLP participants take on an HR generalist role in either the Manufacturing or Services Businesses. This role will be followed by a HR specialist role in a chosen domain in Group HR or a specific Business of the Group.

Key Elements of the 12-month Training Period

1. **Over a week-long induction**
   with an opportunity to meet the chief people officers and senior leaders

2. **Mid-year review**
   with panel presentations to Senior leaders

3. **A confirmation appraisal**
   review at the end of the training period

4. **Career tests** and **Career conversations**
   for placements onto final roles

5. **A mentoring and buddy**
   process to make career decisions and build familiarity
A year full of peripatetic, collaborative, stimulating and challenging work assignments spread across different businesses, functions and organisational life stages. It was a gratifying and propitious year of my life, both personally and professionally. Today exactly one year after I started my wondrous journey with the Aditya Birla Group, I am taking another leap of faith by joining the Indian Rayon Unit at Veraval.

Bikramjeet Singh, XLRI Jamshedpur, HRLP 2013
FINANCE LEADERSHIP PROGRAM (FLP)

The Finance Leadership Program is for individuals who are chartered accountant exam rankers as per the ICAI list. FLP consists of a 12-month rotation in different job families/areas of finance and commercial across different sectors of the Group. The stints will be of 3 months each across Manufacturing, Services and Corporate. One stint will be of a cross-functional nature and one stint will be in an overseas location of the Group.

Key Elements of the 12-month Training Period

1. **OVER A WEEK-LONG** induction with an opportunity to meet the Chief Finance Officers and senior leaders

2. **MID-YEAR REVIEW** with panel presentations to senior leaders

3. **A CONFIRMATION APPRAISAL** review at the end of the training period

4. **CAREER TESTS** and **CAREER CONVERSATIONS** for placements onto final roles

5. **A MENTORING AND BUDDY** process to make career decisions and build familiarity
After completion of 12 months of training, FLP trainees are posted in the manufacturing/services sector in unit/regional roles. Post the first role and based on performance, skill sets and career aspirations, FLP participants take on an area of specialisation in different Businesses. This role will be followed by further strengthening in the same area by continuing the same specialisation in Corporate Finance or any specific Business of the Group.

I am a chartered accountant with All India 16th rank in the CA-Final exam and All India 43rd rank in CA-IPCC. It is my ambition to be in a leadership position where my skills and talents would be put to the best use. The FLP of the Aditya Birla Group is a perfect start towards this. Firstly, an exposure to several different business verticals gives an opportunity to groom ourselves personally and professionally. Secondly, it offers fast track growth prospects with the right kind of experience that is needed. The journey so far with the Aditya Birla Group has been exciting, thrilling and full of surprises and lessons. The Finance Leadership Program is based on the concept of young leadership. It opens up “a world of opportunities”, in the truest sense of the words!

Palkesh Asawa, CA ranker, FLP 2013
### Selection Process

- **Online psychometric test**
- **Resume-based shortlisting**
- **Group assessments**
- **Interviews**
ABGLP hires students from select B schools in India. Request you to contact respective placement cells for more information regarding the application process.