

# UNITED TIMES

## UNITED FOODS - NURTURING RELATIONSHIPS



### TECHNOLOGICAL ADVANCEMENT

United Food installs three energy efficient rice processing sortex plants in India at Gandhidham, Gujarat.

### DELHI HALF MARATHON 2014

United Foods participates in Delhi Half Marathon (DHL Corporate Championship) on November 23, 2014.

### SIAL HIGHLIGHTS

United Foods participates in SIAL, the world's no. 1 food exhibition held at Nord Villepinte in Paris, France from 16 to 20 October 2014.

## PROMISES TO KEEP & MILES TO GO BEFORE WE SLEEP

### From The Management

We started our journey as a rice manufacturing company and export house in the year 2005 with a concise vision-source the highest quality agricultural based products.

This vision germinated from the simple understanding that a food grain is the basic element of sustenance, contributing to a person's physical and mental growth marking the way ahead to global growth and prosperity. The clarity in our vision gave us power to march ahead with confidence.

Today, with your trust in us and the dedication of our employees, we are one of the premier rice companies in India and have also received global recognition. We, at United Foods, have laid out industry benchmarks in quality, speed and economy so that you get the finest agricultural products.

With a focused emphasis on value-driven performance and dedicated services, we have built a supportive and transparent management network.

We hope to grow and prosper the same way in the coming years and carry India's name forward.

### Founder's Message

"With a humble beginning, my journey in life started in the paddy and wheat fields of a small town in Punjab, India. Born in a farmer's family, my youth was spent toiling in my father's farm where I had the chance to observe and learn how quality food grains were raised from the ground. The experience filled me with joy and it felt as if I was doing the country a great service by feeding the nation with the best grains. This was the breeding ground for my dreams. A dream to take the best food grains and products to the world and make a difference.

Forward Integration in the industry was the next logical step to make the dream come true and in 1994 we forayed into the world market where we have received much appreciation and recognition by our patrons.

With our products in 30 countries across the globe, the dream is slowly turning into reality, but there is still a long way to go. To be able to touch every corner of the globe shall require a lot of effort and we shall not rest till that happens. Inspired by our past success, values & work ethics and backed by our patrons' support, we shall march forward and strive to achieve what we set out for."



## Events - What's New

### Technological Advancement

United Foods installs three high capacity, energy efficient rice processing sortex plants in India at Gandhidham, Gujarat.



#### PADDY CLEANER SECTION

We clean all extra particles like dust, paper, big size stones and wooden parts etc. The plant capacity is 20-25 MT per hour. After this we store clean paddy in silos.



#### SILOS FOR PADDY STORAGE

We have 7 silos for paddy storage each with capacity of 300 MT. Silos provide extra moisture free storage and helps to preserve paddy for a longer duration.



#### PARBOILING AND STEAM PLANT

The process of parboiling uses processed soft water obtained from the water treatment plant. After parboiling we maintain the moisture using the dryer. We have three dryers, each with a capacity of 32 MT.



#### DE HUSKER SECTION

These high capacity huskers offer high performance and unmatched capability for removing husk from paddy rice. We clean paddy by MTR, DE stoner and Magnet. De-husking plant capacity is 8-10 MT per hour. After which we receive final brown rice to be sent into milling section.



#### MILLING PLANT

We again clean brown rice by MTR, de stoner and magnet. The online inflow and outflow mechanisms are fully computerized with the help of sensors. The plants have production capacity exceeding 6 tons per hour, and are equipped with number of Pre cleaners, De-stoners, Precision-sizes, Graders, Paddy separators, De-huskers, Magnets etc.



#### PACKAGING SECTION

After grading we pack final rice in 5kg to 50kg packaging as per requirement. This machine is fully automatic



Our Rice milling plant at Sonipat, Haryana is equipped with the following features and upgradation:

- Uniform and Gentle Whitening
- Intensive Cooling
- Hygienic Process
- Excellent Rice Surface Finish

#### Colour Sorters

A series of optical sorting machines are used for operational flexibility & define the shade of colour of the grain, as well as the size of the offending spot. Its computer based monitoring system allows online tracking.

“ The three state-of-art milling plants of Modern Rice & General Mills use 21st century technology from Buhler ”

## Delhi Half Marathon 2014

United Foods participates in Delhi Half Marathon (DHL Corporate Championship) on November 23, 2014



"United Foods participated in the Delhi Half Marathon organised on November 23, 2014. A team of our enthusiastic employees put their heart and soul into it.

Ravinder Singh Chauhan (Chest Number 52369) of our team completed the entire 21.097 km in 1 hour 20 minutes and was awarded a medal for his feat."

## United Foods Brand Training

Mr. Deeptanshu Bansal, founder and CEO at The Brand Bee delivers brand training exercise



The word "brand" sounded very strange to those working at United Foods, until this day of October 28, 2014. United Foods took its first step towards an organization wide brand awareness initiative, by investing in a "brand training" program.

The program is designed to ensure that internal stakeholders at all levels were aware of the rebranding exercise and that everyone would actively and collectively help in delivering on the United Foods "brand promise".



Deeptanshu started off the Brand Training by giving some important insights on some of the leading brands in different industries and what made them the respective leaders. He then moved the whole attention to why **Brand Recall** was important and how it affects our perceptions and buying behaviors.

Shifting his whole focus to United Foods, he touched upon and the need for an organization wide rebranding exercise. He mentioned that the exercise was carried out, mainly, to bring a synergy between the organizational goals and the individual objectives of one and all. The new **Brand Logo and Tagline** were introduced and all associated collaterals for different departments and the new business stationery were also presented. Finally, he discussed the implementation challenges and steps towards making a consistent and strong brand identity for United Foods.

Deeptanshu also mentioned that the starting point was to look at

the visual language being used internally and to ensure that the staff avoided unnecessary jargon - thereby enabling employees to reflect the personality of the company in their own, individual ways. "A brand cannot be expressed in a consistent way externally unless it is 'lived' internally. It's about the customer service basics - smiling, greeting people, and making everyone feel welcome," he said. "I'm confident of a very quick payback. It's about defining the key moments of truth which create the brand in the customer's mind", he added.

"We've been on a huge journey of change in these last few years," says Mr. Prateek Jindal, Managing Director at United Foods. "We've found that the 'recommended' changes by The Brand Bee would definitely have a powerful impact on the personality of the company and its employees in the short and long run" he added.

## SIAL Highlights

**United Foods participates in SIAL, the world's no. 1 food exhibition held in Paris, Nord Villepinte, France from 16 to 20 October 2014**



Our experience in SIAL was an enriching one. It proved to be an effective medium for initiating face-to-face business contacts and concluding deals. It not only helped us discover the latest trends in the market, but also benefitted us in raising our brand profile in the market.

<http://www.sialparis.com/>



# Global Initiative

United Foods has finally landed in the **Mozambique Market** and has received a warm welcome. With superior-quality and excellent packaging, we are here to stay. United Foods has brought **Dona Maria & Bom Sabor** into the market thus marking our collaboration with Private Labels.



United Foods sees positive prospects in the **Turkish Market** and has begun its operations with the sale of rice. We plan to introduce new products in the coming years.



# Industry News

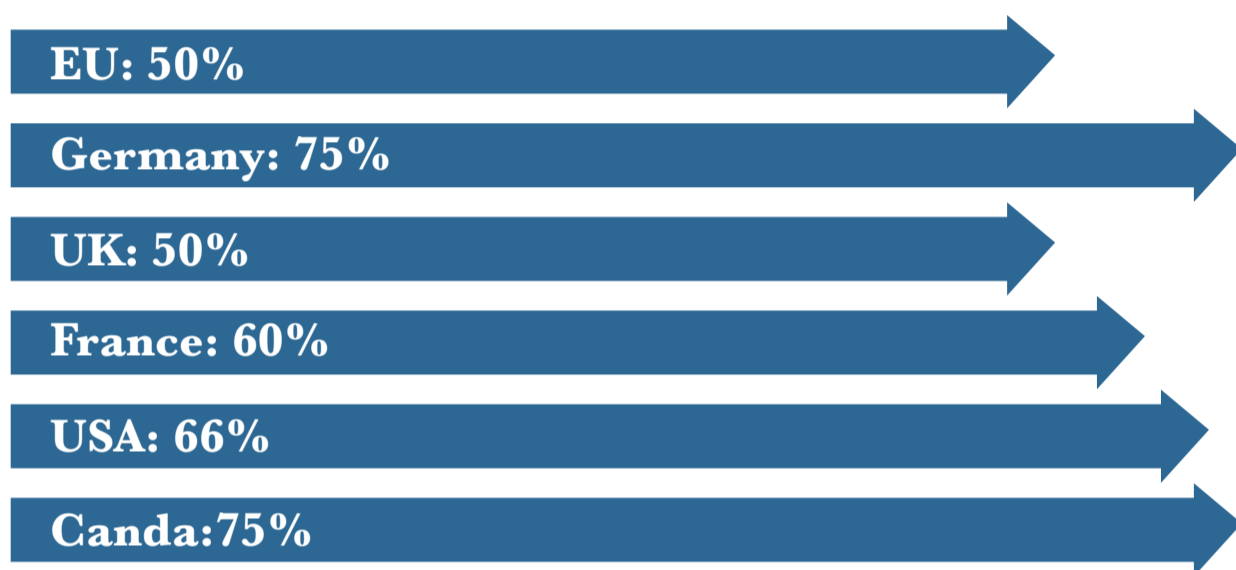
By Mr. Kanishk Manchanda  
United Foods

## Rice growth would be India's strength

A lot of stir has been growing that parboiled rice will be India's strength. Thailand has been a traditional winner in this Category, whereas Indian rice industry has grown both in value & volume terms because of premium buying of 1121 & basmati segments.

Nigeria, a traditional buyer of Parboiled Rice, has been disturbed politically since some time now. Post the recently held elections, all exporters await the policy changes to be implemented by the new government. India is on the verge of doing massive production this year. Millers in India have spent a lot of time and investment in developing parboiled infrastructure and it has become India's key strength. Pakistan, Myanmar, Vietnam and Cambodia are left far behind, leaving the contest open between India and Thailand.

Although no official statistics are available regarding the share of Parboiled Rice on the total consumption. According to industry expert's opinions, the share of parboiled rice as a part of total rice consumption is:



South America, especially Brazil is catching up in terms of capacity addition for parboiling plants. Bangladesh predominantly consumes parboiled rice. Middle East too has a high share of parboiled rice due to its compatibility with the local cuisines.

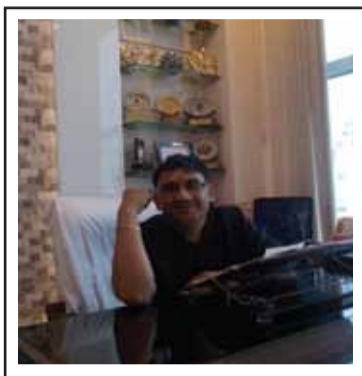
Thailand market has clocked ample stocks due to reverse mortgage policies and this glut will take some time to clear. Once normalized, we predict India to become a global leader in this category.

Parboiled rice demand growth rate has outpaced the demand for raw rice, due to ability of parboiled rice to serve commercial demand. India has the infrastructure to support the ever-growing demand.



# My Corner

## COMPANIES ACT, 2013 - A Changing Paradigm For Curbing Corporate Frauds



**By Mr. Sanjeev Gupta**

Corporate India has shown a concern to confront and tackle crimes of fraud, misconduct and unethical behavior, and corporate frauds have shown an unprecedented increase in India in recent years and have posed serious questions before the regulatory authorities, on the effectiveness of corporate governance mechanism, government regulatory mechanism, and

the role of corporate and individual ethics.

- The Companies Act, 2013 emphasizes on self-regulation and more disclosures with stringent penalties on independent professionals. The Act provides efficient and effective protection to shareholders through class-action suits and has a special provision for corporate social responsibility. The Act has provision for establishment of National Company Law Tribunal and special courts for speedy systematic dispute mechanism. An initiative has been taken for preventing and curbing corporate frauds by including the concept of fraud and penalty provisions in cases of corporate fraud.

- The Companies Act, 2013 drafted with a motive of fewer regulations with self governance, self reporting, more disclosures by the business houses, optimistic and forward looking, and reform-oriented legislation.

- Several new concepts have been introduced and major existing provisions have been modified in the said Act which will be an elevated horizon for entrepreneurs, investors, professionals and regulators.

- For the first time the Companies Act, 2013 has inducted the concept of Fraud where "Fraud", in relation to the affairs of a company or any corporate body, includes any act, omission, concealment of any fact or abuse of position committed by any person or any other person with connivance in any manner, with the intent to deceive, to gain undue advantage from, or to injure the interests of, the company or its shareholders or its creditors or any person, whether or not there is any wrongful gain or wrongful loss.

- A person, found to be guilty of fraud, shall be punishable to imprisonment for a period of 6 months to 10 years and shall also be liable to fine which may be equal to the quantum of fraud or 3 times of amount involved in fraud.

- In a statement made by the Corporate Affair Minister, Mr. Sachin Pilot, published in "The Hindu", dated 4th February, 2013 (Page 7), it was mentioned that a High Power Steering Committee has been set up with technical experts from relevant fields to design a framework for a fraud prediction model by studying various cases and adopting the best practices that are being followed internationally. He also emphasized the need of a foolproof fraud prediction model.

- The Companies Act, 2013 have provisions for establishment of Serious Fraud Investigation Office (SFIO) by Central Government through a notification to investigate frauds, relating to company. The existing Serious Fraud Investigation Office set up by the Government of India vide resolution no. 45011/16/2003- Admin 1 dated 2nd July, 2003 shall be deemed to be Serious Fraud Investigation Office for this purpose. The SFIO shall be headed by the Director and consist of expert persons of ability, integrity, and experience in corporate affairs, banking, taxation, forensic audit, capital market, information technology law or such other fields as may be prescribed. The director shall be an officer not below the

rank of Joint Secretary to Government of India, to be appointed by the central government through notification. The central government may refer any matter to SFIO. On the basis of the report of the registrar, intimation of the special resolution passed by company that its affairs be investigated, in the public interest on a request from any department of the central government or state government, whereby any case is assigned to the SFIO for investigation, no other investigation agency shall proceed with investigation on such a case. All agencies and authorities and government, if they possess any information or document related to the company, shall provide the same to the SFIO.

- On completion of investigation, it shall submit its investigation report to the Central Government, who, after examining the said report, may direct the SFIO to initiate prosecution against the company and its officers or employees or any other person, directly or indirectly, connected with the affairs of the company. The investigation report filled with the special courts for framing charges shall be deemed to be a report filed by a police officer under Code of Criminal Procedure, 1973.

- The Companies Act, 2013 has also imposed penalties on Independent Professionals. Wherein, in case of contravention of auditor's duties, the penalty for the auditor has been made more stringent, whereas in a case where partner/partners of the audit firm has or have acted in a fraudulent manner, they shall also be punishable for fraud. The Act specifically provides that partner/partners of the audit firm and the firm shall be jointly and severally responsible for the liability, whether civil or criminal as provided in the Companies Act, 2013 or in any other law for the time being in force. A duty has been cast on the auditors to immediately report to the Central Government any offence involving fraud. In case a Company Secretary in practice certifies the Annual Return otherwise than in conformity with the requirement of the applicable section or the rules made there under, such Company Secretary shall be punishable with fine which shall not be less than Rs. 50,000/- but which may extend to Rs. 5,00,000/-.

- The Introduction of the concept of Fraud, establishment of SFIO and stringent penalties on individual professionals will definitely curb the Corporate Frauds in India.



# Highlights of New Foreign Trade Policy 2015-20

## Central Government takes significant steps in easing of procedures related to Import-Export of Goods and Services from India



**By Mr. Jatin Chaudhary**

Several documentary requirements have been abolished through e-governance which includes digitization, simplification of documents and procedures and direct uploading of certificates. This has curtailed the requirements for physical submission of documents to a considerable extent. Further a number of Incentive schemes are consolidated. The major highlights of new Foreign Trade Policy is as under:



### Merchandise Exports from India Scheme (MEIS)

Now five different earlier schemes (Focus Product Scheme, Market Linked Focus Product Scheme, Focus Market Scheme, Agri. Infrastructure Incentive Scrip, VKGUY) have been merged into a single scheme, namely Merchandise Export from India Scheme (MEIS). Incentives under this scheme is available in exports of notified goods to notified markets at notified rates.

### Service Exports from India Scheme (SEIS)

Served from India Scheme (SFIS) has been replaced with Service Exports from India Scheme (SEIS). Now, all Service providers located in India and earning foreign exchange, regardless of the constitution or profile of the service provider, who is exporting notified services, would be eligible for these benefits at the rate of 3% or 5% of Net foreign exchange earnings.

The reward issued as Duty Credit Scrip under this scheme and goods imported by using this scrip will be freely transferable and usable for all types of goods/services for payment of custom duty, excise duty and service tax.

In order to avail these benefits, it is mandatory for all exporters to declare on all shipping bills from 01.06.2015 onwards, **“We intend to claim rewards under Merchandise Exports from India Scheme (MEIS)”**.

## Chapter -3 Incentives (MEIS & SEIS) now is available to units located in SEZs

Export Performance FOB/FOR (as converted) Value (in US \$ million) during current and previous two years.	Status Category
3 (US \$ million)	One Star Export House
25 (US \$ million)	Two Star Export House
100 (US \$ million)	Three Star Export House
500 (US \$ million)	Four Star Export House
2000 (US \$ million)	Five Star Export House

### Status Holders

The nomenclature of Export House, Star Export House, Trading House, Star Trading House, Premier Trading House certificate has been changed to One, Two, Three, Four, Five Star Export House. And the criteria for export performance for recognition of status holder have also been changed from Rupees to US dollar earning.

### Boost to "Make In India"

Reduced Export Obligation (EO) for domestic procurement under EPCG scheme, to 75% of normal export obligation (Normal EO is 6 times of duty saved amount) in order to promote domestic capital goods manufacturing industry.

### Online filing of documents/ applications

Now, hardcopies of applications and specified documents would not be required to be submitted to RA, under Chapter 3 & 4 of FTP. In new system all relevant documents to be uploaded by CA/CS/CWA digitally.



## Simplification of procedures/processes, digitization and e-governance Policy 2015-20

- Under **EPCG scheme**, obtaining and submitting a certificate from an independent Chartered Engineer, confirming the use of spares, tools, refractory and catalysts imported for final redemption of EPCG authorizations has been dispensed with.
- Now the **EPCG Authorization Holders** shall be required to maintain records for a period of two years only after redemption of authorizations.
- **Exporter Importer Profile:** A facility has been created to upload documents in Exporter/Importer Profile. There will be no need to submit copies of permanent records/ documents (e.g. IEC, Manufacturing license, RCMC, PAN etc.) repeatedly with each application, once uploaded.
- **Communication with Exporters/Importers:** Certain information, like mobile number, e-mail address etc. has been added as mandatory fields, in IEC data base. This information once provided by exporters, would help in better communication with exporters. SMS/ email would be sent to exporters to inform them about issuance of authorizations or status of their applications.
- **Online message exchange with CBDT and MCA:** It has been decided to have online message exchange with CBDT for PAN data and with Ministry of Corporate Affairs for CIN and DIN data. This integration would obviate the need of seeking information from IEC holders for subsequent amendments/ updation of data in IEC data base.
- **Communication with Committees of DGFT:** For faster and paperless communication with various committees of DGFT, dedicated e-mail addresses have been provided to each member of the Norms Committee, the Import Committee and the Pre-Shipment Inspection Agency for faster communication.

## Facilitating & Encouraging Export of dual use items (SCOMET)

- Validity of the SCOMET authorization has been extended from the present 12 months to 24 months.
- Verification of End User Certificate (EUC) is being simplified if SCOMET item is being exported under Defence Export Offset Policy.
- Export obligation period for the defence items under the Advance Authorization will be 24 months or contracted duration of the exporter whichever is later.

## E-Commerce Exports

- Goods falling in the category of handloom products, books / periodicals, leather footwear, toys and customized fashion garments, having FOB value up to Rs.25000 per consignment (finalized using e-Commerce platform) shall be eligible for benefits under FTP.
- Such goods can be exported in manual mode through Foreign Post Offices at New Delhi, Mumbai and Chennai.
- Export of such goods under Courier Regulations shall be allowed manually on pilot basis through airports at Delhi, Mumbai and Chennai as per appropriate amendments in regulations to be made by Department of Revenue. Department of Revenue shall fast track the implementation of EDI mode at courier terminals.

## Duty Exemption

- Imports against Advance Authorization shall also be eligible for exemption from Transitional Product Specific Safeguard Duty.
- In order to encourage manufacturing of capital goods in India, import under EPCG Authorization Scheme shall not be eligible for exemption from payment of anti-dumping duty, safeguard duty and transitional product specific safeguard duty.

**Duty Free Tariff Preference (DFTP) Scheme-India has already extended duty free tariff preference to 33 Least Developed Countries (LDCs) across the globe. This is being notified under FTP.**



“

**Additional Ports allowed for Export and Import- Calicut Airport, Kerala and Arakonam ICD, Tamil Nadu have been notified as registered ports for import and export.**

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## Quality complaints and Trade Disputes

In an endeavour to resolve quality complaints and trade disputes, between exporters and importers, a new chapter, namely, Chapter on Quality Complaints and Trade Disputes has been incorporated in the Foreign Trade Policy.

For resolving such disputes at a faster pace, a Committee on Quality Complaints and 18 Trade Disputes (CQCTD) is being constituted in 22 offices and would have members from EPCs/FIEOs/APEDA/EICs.

## Vishakhapatnam and Bhimavaram added as Towns of Export Excellence

Government has already recognized 33 towns as export excellence towns. It has been decided to add Vishakhapatnam and Bhimavaram in Andhra Pradesh as towns of export excellence.



## Other new Initiatives

- EOUs, EHTPs, STPs have been allowed to share infrastructural facilities among themselves.
- Inter unit transfer of goods and services have been allowed among EOUs, EHTPs, STPs, and BTPs.
- EOUs have been allowed facility to set up warehouses near the port of export.
- STP units, EHTP units and software EOUs have been allowed the facility to use all duty free equipment/goods for training purposes.
- 100% EOU units have been allowed facility of supply of spares/ components up to 2% of the value of the manufactured articles to a buyer in domestic market for the purpose of after sale services.
- At present, in a period of 5 years, EOU units have to achieve Positive Net Foreign Exchange Earning (NEE) cumulatively. Because of adverse market condition or any ground of genuine hardship, then such period of 5 years for NFE completion can be extended by one year.
- LOP for setting up a 100% EOU will have an initial validity of 2 years to enable the unit to construct the plant and install the machinery. Further extension can be granted by the Development Commissioner up to one year. Extension beyond 3 years of the validity of LOPS; can be granted, in case unit has completed 2/3rd of activities, including the construction activities.
- Procedure for the exit of the STP/EHTP simplified.
- EOU having export turnover of Rs.10Crore or more are allowed to issue the pre-authenticated procurement certificate from the Customs/Excise.



# Global Presence

## Map illustrating United Foods locations around the world.

We, at United Foods, are proud to have one of the largest distribution networks in the world.

Globally, our footprint is growing everyday with our current engagement in over 30 countries including the United Arab Emirates, Saudi Arabia, Syria, Yemen, United Kingdom, Italy, France, Germany, Holland, United States, Australia, Benin, Senegal, South Africa, Cameroon, Ethiopia, and Angola. Our commitments to delivering our promises have won us accolades across continents. In Iran and Saudi Arabia, we are recognized as the leading private label brand.



 Global Locations

## Sudoku

Medium level

	9							6
6						3	5	
8			7	6	3			
		9	6		2			3
		6		1	7	8		
	8					1	6	
	1		2				3	
		3					4	7
2				3	9			1

## HOW TO PLAY

Each row must contain the numbers 1 to 9, each column must contain the numbers 1 to 9, and each set of 3 by 3 boxes must contain the numbers 1 to 9.

## Puzzle solution:

1	8	9	6	3	4	5	7	2
7	4	2	1	5	8	3	9	6
5	3	6	9	7	2	8	1	4
6	9	1	5	4	3	2	8	7
4	2	8	7	1	6	9	3	5
3	7	5	2	8	9	6	4	1
2	6	4	3	9	7	1	5	8
8	5	3	4	6	1	7	2	9
9	1	7	8	2	5	4	6	3

# For a Better Tomorrow, We Dedicate Ourselves Today

To feed, nourish and sustain a population as big as 1.28 billion people, the citizens and the government have to tread together. We, at UMEID, an NGO started by United Foods, are united with the motto "United My Ek India Dream". We stand together to improve the basic needs of the underprivileged, dedicate ourselves to the cause of the common man and strive to make India a better place to live.

Road Safety is one of our major agendas in New Delhi. What we visibly lack is a positive driving culture and professionalism in driver training. In this regard, we have planned to come up with seminars to educate people about traffic rules and basics of driving etiquettes and a myriad of dedicated activities on road-safety initiatives. This will go a long way in making the roads feel safe and secure.

Even after decades of freedom, India is struggling to provide basic healthcare services to its people. Annually, about two million children under five years of age die due to preventable diseases. Moreover in Delhi the average pollution levels are up to eight times higher on the roads. For tackling this grave situation, we work with and support the "Swachh Bharat Abhiyan" (Clean India Mission) and the "Swasth Bharat Abhiyan" (Healthy India Mission). Spreading the message of cleanliness, recruiting volunteers from time to time, while spanning the entire city would be the highlight of our fight against pollution initiative.

Poverty alleviation is the key to building a better tomorrow for the disadvantaged. We wish to work in regard to the Skill Development mission of the centre. We will organise drives to promote self-employment, construct permanent shelters, enable and encourage them to form self-help groups and facilitate their entry to City Livelihood Centres.



## Health Camp

**Our country is home to a population of 1.28 billion people. To feed, nourish and sustain a population of a size as big as this, the citizens and the government must work together.**



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The situation regarding health and hygiene is grave in our country. We still struggle to provide basic healthcare services to our people. Recent government reports reveal that about two million children die every year in our country due to preventable diseases. And if this was not enough, the World Health Organization has put up Delhi at the numero uno spot for being the "World's Most Polluted City" for the year 2015.

Providing preventive and curative health care is a strong thrust area for us. Going by the adage "Health is Wealth" and as a part of our CSR activities, a free health check-up camp was conducted on 11th April 2015 for all our employees. Doing our bit to support the "Swasth Bharat Abhiyaan" (Healthy India Mission), we received immense appreciation for the successful organization of the camp and were extremely humbled by the experience of serving our employees.