



# ADITYA BIRLA GROUP

## Fact-O-File

7<sup>th</sup> September, 2010

A US \$29 billion corporation, the Aditya Birla Group is in the League of Fortune 500. It is anchored by an extraordinary force of over 130,600 employees, belonging to 40 nationalities. More than 60 per cent of its revenue flows from its overseas operations. The Group operates in 26 countries - Australia, Bahrain, Bangladesh, Brazil, Canada, China, Egypt, France, Germany, Hungary, India, Indonesia, Italy, Korea, Laos, Luxembourg, Malaysia, Myanmar, Philippines, Singapore, Switzerland, Thailand, UAE, UK, USA and Vietnam.

### Globally, the Aditya Birla Group is:

- A metals powerhouse, among the world's most cost-efficient aluminium and copper producers. Hindalco-Novelis is the largest aluminium rolling company. It is one of the 3 biggest producers of primary aluminium in Asia, with the largest single location copper smelter
- No. 1 in viscose staple fibre
- The 4th largest producer of carbon black
- The 4th largest producer of insulators
- The 5th largest producer of acrylic fibre
- The 9th largest cement producer
- Among the best energy efficient fertiliser plants

### In India:

- The top fashion (branded apparel) and lifestyle player
- The 2nd largest player in viscose filament yarn
- The 2nd largest in the chlor-alkali sector
- Among the top 4 mobile telephony companies

- A leading player in life insurance and asset management
- Among the top 3 super-market chains in the retail business
- Among the top 10 BPO companies

Rock solid in fundamentals, the Aditya Birla Group nurtures a culture where success does not come in the way of the need to keep learning afresh, to keep experimenting.

### Beyond Business – The Aditya Birla Group:

- Works in 2500 villages
- Reaches out to 7 million people annually through the Aditya Birla Centre for Community Initiatives and Rural Development, spearheaded by Mrs. Rajashree Birla
- Focuses on: healthcare, education, sustainable livelihood, infrastructure and espousing social reform
- Runs 42 schools which provide quality education to 45000 children. Of these, over 18000 children receive free education
- Our 18 hospitals tend to more than a million villagers
- In line with its commitment to sustainable development, has partnered the Columbia University in establishing the Columbia Global Centre's Earth Institute in Mumbai
- To embed CSR as a way of life in organizations, has set up the FICCI - Aditya Birla CSR Centre for Excellence, in Delhi

Transcending the conventional barriers of business because we believe it is our duty.



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[www.adityabirla.com](http://www.adityabirla.com)