

# PRESS RELEASE

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Sanctuary

Deutsche Bank



## *Wind Under the Wings Award 2012*

### **APPL and Deepak Atal**

*Amalgamated Plantations Pvt. Ltd. (APPL) and its innovative Managing Director, Deepak Atal for their inspiring decision to convert a plantation in Assam into the organic Hathikuli Tea Estate.*

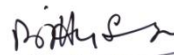
*Your inspirational decision to turn the Hathikuli Tea Estate organic, took courage, and financial staying power. The project underscored the company's ethos of Corporate Passion beyond the call of Corporate Financial Governance.*

*Today, the health of the tea bushes has dramatically improved: pepper yields are rising and soil biodiversity has shown a dramatic jump. Significantly, the positive effects on the health of your large workforce and the use of a compost production unit with an annual production of 1,100 MT/year places you firmly in the league of world leaders in an era of climate change.*

*Hathikuli has won the grudging admiration of its competitors too, many of whom have begun emulating your example. The real beneficiaries, of course, have been the rhinos, elephants, wild buffaloes, tigers and the entire gamut of bird and aquatic life of Kaziranga. They owe a debt of gratitude to APPL, a Tata Group Company, for the immense support they have provided in enabling this Herculean task.*

*For this, we honour Amalgamated Plantations Pvt. Ltd. and its dynamic Managing Director, Deepak Atal.*

  
Mr. Hemendra Kothari  
Chairman,  
DSP BlackRock

  
Mr. Bittu Sahgal  
Editor,  
Sanctuary Magazine

  
Mr. Ravneet Gill  
CEO,  
Deutsche Bank, India



**SPECIAL "WIND UNDER THE WINGS" AWARD PRESENTED BY SANCTUARY ASIA TO AMALGAMATED PLANTATIONS PVT. LTD FOR THEIR PATHBREAKING DECISION TO CONVERT HATHIKULI TEA ESTATE FROM A CONVENTIONAL TEA PLANTATION INTO A CERTIFIED ORGANIC PLANTATION.**

This is the first time that such an award has been accorded to a corporate house. The award was presented on 30th November 2012 at the National Centre for Performing Arts (NCPA) Nariman Point, Mumbai to Managing Director Mr Deepak Atal by noted wildlife conservationist and environmentalist, Mr Mark Shands.

Given below is excerpt of the write up in the Sanctuary Magazine of December 2102.

## **SPECIAL WIND UNDER THE WINGS AWARD**

*Amalgamated Plantations Pvt. Ltd and its innovative Managing Director, Deepak Atal for their inspiring decision to convert a plantation in Assam into the organic Hathikuli Tea Estate.*

A special Wind Under the Wings Award goes out to a most unusual recipient... Amalgamated Plantations Private Ltd. (APPL), a Tata Group Company, which manages the heritage Hathikuli Tea Estate, led by Managing Director, Deepak Atal. The company, supported by its management and share-holders, took the farsighted internal decision to turn its plantation, located in the Golghat district in Assam, into an organic estate, a step that took courage, and financial staying power since initial losses, mainly on account of lower yields and crop losses to pests were high. This project exemplified the company's ethos of Corporate Pass beyond the call of Corporate Financial Governance.

Today, however, the health of their tea bushes has dramatically improved: pepper yields are rising and soil biodiversity has shown a dramatic jump. Significantly, the health of their own large workforce (they own 20 per cent of the share of Hathikuli), has improved. The estate has its own compost production unit with an annual production of 1,100 MT/year.

The real beneficiaries, of course, have been the rhinos, elephants, wild buffaloes, tigers and the entire gamut of bird and aquatic life of Kaziranga. This is because this low-lying Brahmaputra wilderness has now been spared the assault of chemical fertilisers and pesticides, which are anathema to the health of biodiversity.

## **Amalgamated Plantations Pvt Ltd (APPL), a Tata Enterprise – An Introduction**

Amalgamated Plantations' origins date back to the pioneering days of tea, when James Finlay in 19th century, played a dominant role in the Indian tea industry. A century later, in 1976, Tata and Finlay joined forces to form Tata Finlay. This partnership opened up new frontiers of growth and business. Some years later, Finlays divested their share to the Tata Group. In 1983, a newly energized company was formed - Tata Tea. Tata Tea emerged as a major player in the tea industry. The introduction of 'poly packs' and 'instant tea' by the company revolutionized the consumer market. Among India's first multinational companies, the operations of Tata Tea and its subsidiaries focus on branded product offerings in tea.

Amalgamated Plantations is the emergent entity from divestment of the plantation business of Tata Tea in North East India. Multiple stakeholders include IFC (a part of the World Bank Group), the Tata Group, partner investors and employees including estate workers – a unique model where our workers are stake holders.

Amalgamated Plantations Pvt Ltd (APPL) is the 2nd largest tea producer in India and has 21 tea estates in the state of Assam and 4 in North Bengal, covering a tea area of 14494.87 hectares, employing a workforce of 31000 people. Out of its 25 tea estates, Hathikuli Tea Estate is now a fully organic tea estate manufacturing three varieties of tea and black pepper. The organic conversion of Hathikuli TE started in 2007 and the process was completed by March 2011. It the largest Certified Organic integrated Farm in Asia.

Amalgamated Plantations' has also recently embarked on agriculture related projects for creating sustainable food security zones both within the tea plantations as well as working in partnership with the local communities of the north eastern region. Specifically In terms of Fisheries the operations are carried out in more than 150 Ha of excavated ponds across six districts of Assam with six self-contained hatcheries.