

BOMMIDALA BROTHERS
BOMMIDALA ENTERPRISES Pvt. Ltd.
PREMIER TOBACCO PACKERS Pvt. Ltd.
HILTON TOBACCOS Pvt. Ltd.
BIOPHARMA LABORATORIES Pvt. Ltd.
BBM INFOTECH
BBM INFRA



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THINKING BEYOND THE RED LINE

From the beginning.

Since its inception as a tobacco trading company to the diversified conglomerate that it is today with an impressive global footprint, BBM owes its success largely to the founder, chairperson and far sighted visionary, Bommidala Bhanu Murthy. His vision encompassing quality and commitment to the customer has made BBM a name to reckon with in the fields of Tobacco Processing, Tobacco Exports, and Cigarette manufacturing & Exports.

Taking over as Managing Director in 1950, he changed the the very structure of their tobacco business. Over the years B. Bhanu Murthy built up a brand of high repute, recognized the world over for its excellent quality produce. A world traveler with sharp business acumen, he initiated trade talks with Japan as early as 1952, being the first Indian to export tobacco to Japan and to sign a direct trade contract with the USSR. Mr. Bhanu Murthy was also the first Indian exporting to Hong Kong and one of the early promoters of trade with Indonesia. As contract after contract followed, the company witnessed unprecedented growth.

Under the mentoring leadership of the Chairperson, BBM experienced diversity and growth within and outside the tobacco trade.

BBM is one of India's largest producers of tobacco products and by- products. With an annual production capacity of over 6 billion sticks, it rates as the country's one of the principal cigarette exporters. BBM has established high exacting standards and is backed by an 80-year expertise and three decades of hi-tech advancements. Transcending the growth arc to a Rs. 300 plus crore corporate, it pioneered and revolutionized tobacco trade and technology in India. Enhancing its in-house capabilities for a lead advantage, the company's expertise covers the entire tobacco supply-chain.

THE TOBACCO LEAF

India today is one of the largest producers of the aromatic leaf with a production of over 600 million Kilos. The rich taste has got the attention of the world and today the group exports to over fifty countries. International blends such as Flue cured Virginia, Burley, Traditional Burley (HDBRG), Dark Fire cured, Sun cured Country, FCV, Rustica and Cased Burley are offered in machine strips, hand strips, butted and leaf form. **Cigar, bidi, wrapper, hookah, cheroot and chewing tobaccos are also offered on international as well as the domestic markets.** Geared thus, the company is enabled to meet every client requirement.

The R&D Division combined with Agricultural Extension activities pursued by the Group for propagating adoption of advanced growing practices has substantially contributed to country's ability to produce tobacco leaf that meets global quality requirement standards.

THE TOBACCO LEAF



Developing quality resources.

Employing latest agronomic technologies, a better yield and finer grades of international standard leaf were developed. The leaf-control-process-system for the alternate uses of tobacco in viable operations, has recorded excellent results. BBM's R&D division is one amongst the very few laboratories to have successfully used this method. Capabilities for production of flavor retained, low tar, low nicotine cigarettes have been built-up for the more discerning customer and a cost effective stem expansion process is now offered to the customer.

Working with Farmers.

Research and development are ongoing processes on 250 acres, acquired within the southern light soil zone in Dubagunta near Nellore in Andhra Pradesh. Viable and qualitative techniques and methods are developed to aid superior and larger yields within arid conditions. BBM conceptualized an innovative and strategic tobacco development programme to educate, inform, and assist the local tobacco farmer. The latest cultural practices approved by the Central Tobacco Research Institute are applied with demonstrations in practical applications.

Sharing this information with the local FCV farmer along with improved resource management techniques, a finer quality of leaf and a higher productivity level were achieved under the existing conditions. Well designed field demonstration units in all the three important growing areas, i.e., Hunsur, state of Karnataka, Aswaraopet (NLS Area) Dubagunta (SLS area) with attendant infra-structural pre-requisites like suitable farmland and other resources for cultivating tobacco, applying ideal production and post-harvest, handling, curing and grading practices



Leaf threshing.

The industry's most experienced and qualified leaf purchasers, handlers and leaf classifying teams work at BBM. Expansively engaged in the processes of cultivation, leaf threshing, cut rag and the development of new and rare blends, high levels of control are made possible, providing high quality assurances. Premier Tobacco Packers Limited, a BBM subsidiary, set up two state-of-the-art green leaf-threshing plants, at Karedu near Ongole (Centre for Deep South and South Growing areas) and Pottur near Guntur (Centre of Cntral and NLS Belts). Superior technology and versatile leaf processing capabilities produce impulsion in terms of volume and efficiency with a combined leaf processing capacity of more than 270 tons/day.

From cigarettes to designer blends.

Hilton Tobaccos Pvt. Ltd. was set up in 1984 to cope with increased business. It produces 5.8 billion sticks annually. Cigarettes ranging from regular and filter sizes from 59 mm to 100 mm are manufactured at over one hundred thousand square feet facility. Hilton Tobaccos has adopted operating procedures conforming to international standards with stringent training and motivational programmes at all levels. Efficient primary and secondary capacities produce 84 mm's, 20's HLP, 10's HLP, 69mm's, HLP10's and 20's soft packs. Added capabilities produce 84mm HLP round cornered cigarettes, slims and suprslims in soft and box, and 100mm super slims.

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Installation of an advanced cigarette manufacturing set-up has increased the potential production capacity for present and future volumes. BBM produces a number of international brands and tobacco products in an assortment of styles, sizes and blends with an excellent filling value and a good-cut quality.

Lucky Gold, Lucky 9, Lucky Star, Smart, Premier Club, Pride, Bright and Dart are some of the brands BBM produces for the international markets.



The introduction of processed tobacco of global standard along with sophisticated manufacturing systems, skilled workmanship and competitive pricing has advanced BBM to the country's largest

independent exporter of cut-rag and processed tobaccos.

EXPERTISE TO DESIGN BLENDS

Cut-Rag export

A state-of-the-art quality control laboratory equipped with a nicotine and sugar estimation auto-analyzer, evaluates a range of tobaccos for high quality product assertions help augment the leaf purchaser's assessing abilities. Research and Development in collaboration with the blending studio introduced various blends, from the straight Virginia, to the American blend for the premium mainstream and low value cigarettes, RYO and MYO blends are manufactured for the international market, besides pipe and chewing tobaccos.

The studio's innovative blending solutions by master blenders using precision standards are produced to exacting specifications of customers worldwide. Through skillful blending, repertoires of over 270 global blends have been developed. The latest developments are the introduction of Little cigars and flavored cigarettes and cigarillos BBM has also functioned as a third party manufacturer for the local cigarette industry.



Packaging and Shipping

Wide network of warehouses have been established in the major leaf growing regions of southern India, for leaf purchasing, handling and storage. With a well-maintained transportation fleet, speedability and efficiency has been optimized.

Raw and finished produce is delivered to and from, a range of factories, warehouses and transit points. Effective routing patterns ensure a smoother and quicker flow of goods. Modern packaging and packing systems facilitate sealing and securing of the merchandise.

A strong infrastructure and an extensive set of connections with shipping operatives and freight forwarders have resulted in these logistical dynamics synchronizing to a scheduled delivery of world-class products worldwide. BBM provides end-to-end logistics, from the concept stage right up to delivery.

Duty Free

BEPL Duty Free Division, a part of the BBM Group is an exclusive distributor for Phillip Morris products for the Indian Sub-continent Region. The BBM Group has built an excellent network with all the duty free operations within the region.

Located at the Cochin Special Economic Zone, Kerala, India, the Zone is an exclusive duty free area and considered to be a foreign territory within India. BBM Duty Free is equipped with reliable MIS and logistics support and dedicated manpower to provide impeccable customer service.



Continuously Innovating

The BBM subsidiary Bio-Pharma Labs Pvt. Ltd. is engaged in research and manufacture of biochemicals for uses in many areas. Viable and alternate uses of tobacco are explored, particularly for the development of health and vital life saving drugs. The company possesses the expertise and manufacturing capabilities for production of the biochemical coenzyme Q10 also known as ubiquinone. This tobacco extract is a fat-soluble vitamin popularly known as the 'miracle vitamin of the 90's'.

Parkinson's disease, Huntington's disease, amyotrophic lateral sclerosis (ALS), gum diseases, Heart and liver function, viral infections are some of the few diseases and ailments that this miracle vitamin cures. Q10 is also an energy enhancer for muscle activity treats cardio-vascular diseases and is used for natural detoxification of the liver.

BBM Group is also diversifying into the infrastructure business.



CUSTOMER IS KING

Customer and only the customer.

BBM firmly believes that it exists only to add value to the Customer. Greatest attention is paid to quality. The company accords the highest importance to the Voice of the Customer and continuously fine tunes its deliverables to be in sync with customer expectations. As such, the company shares a close and trusted relationship with every client. Having emphasized on superior client relations at BBM, excellent Public Relation Skills have been developed. Decision makers at every level communicate, interact, entertain and deliver to the customer the exact high quality merchandise that is promised. In collaborating with its client, knowledge and information is exchanged and trust is bred. Quickly responding to the customers needs and creating value for the customer are some of the company's strongest properties. The deep bonds that the company shares with every client are not merely due to the cosmetics of good PR, but because the company truly cares. While the company has won many prestigious awards, customer satisfaction is one award and recognition that each and everyone

at BBM cherishes the most. A dedicated tobacco house with a worldwide footprint and strong partner networks, BBM exports to over 50 countries and continues to serve clients in Europe, The Americas, Japan, Hong Kong, Russia, Indonesia, Africa, Yugoslavia, Nepal, and Czechoslovakia. Phillip Morris, Imperials are some of the satisfied customers that BBM has been serving over several years.

Getting recognition.

BBM is abundantly rewarded for its work, through clients and the various bodies that dictate and judge industry standards. A recipient of many awards, the company has gone on to receive the prestigious Chemixil Award for advanced and innovative bio-chemical research, the Best Export Performance Awards for cut tobacco and cigarettes, by Tobacco Board, Ministry of Commerce, Govt. of India.



SENSITIVITY TO SOCIETY

Conscientious efforts to see business for its social implications and its human dimensions have long established BBM as a socially responsible company. Borders have been enlarged and its role has extended well beyond mere profit considerations to values based on human and social concerns. Developments on such patterns have outlined a model where people may achieve their objective of welfare. The business is deeply dedicated to the areas it works in, rooted and committed to bring opportunity to these areas.

Social, environmental and corporate issues are some of the causes that the group supports and funds. A charitable trust, setup with huge funding aids educational and medical institutions. BBM strongly supports rural-upliftment projects, initiated by non-governmental organizations

The BBM Group has adopted entire townships and provides aid to educational and medical institutions on an ongoing basis.



BBM. THE TOBACCO PEOPLE

The Group

BBM having built up its main trade within the tobacco industry, diversified into various other fields such as bio-pharma, health foods, chemicals, organic fertilizers, drug derivatives, information technology and financial management services. Pushing aggressively into market spaces, the group seeks a top slot with a continuing strategic plan.

The future is here

Expansion plans within tobacco operations are in the works. The latest tobacco technology is being considered as is diversification and investment in other areas. R&D having been successful within tobacco related products and in the area of bio-pharma and biochemicals, BBM plans larger investments for R&D. Meticulous planning along with analytical study of life style and market trends (present and future) has gone into preparing the BBM Group as it steps into the future.

