

Milestones

1956 to 1966: The beginning

Aditya Birla Nuvo traces its origins to a modest beginning with the acquisition of Indian Rayon Corporation Limited, a viscose filament yarn manufacturing unit, in 1963.

1956	Indian Rayon Corporation Ltd is incorporated
1963	Indian Rayon's viscose filament yarn plant at Veraval goes on stream
1966	The Birlas acquire Indian Rayon Corporation Ltd

1976 to 1988: The diversification story

This period saw the diversification of the company to include businesses like textiles, insulators, cement and carbon black. The company is renamed as Indian Rayon and Industries Limited.

1976	Jaya Shree Textiles and Industries Limited, active in textiles and insulators, is merged with Indian Rayon Corporation Ltd
1981	Jaya Shree Insulators' second unit at Halol goes on stream
1984	Indian Rayon enters cement business
1987	Indian Rayon Corporation renamed as Indian Rayon And Industries Limited, to reflect the diversified activities of the company
1988	Indian Rayon forays into carbon black. Hi-Tech Carbon (Renukoot) goes on stream

1998 to 2004: Acquisitions and joint ventures

The journey continues - the company goes through a spate of acquisitions and joint ventures to bring into its fold new businesses like garments, life insurance, IT services, BPO and insulators.

1998	Indian Rayon's cement business transferred to Group company Grasim, as part of cement business consolidation Production commences at Hi-Tech Carbon's second carbon black plant at Gummidipoondi, Chennai
1999	Indian Rayon returns surplus cash to shareholders through a buyback
2000	Indian Rayon acquires Madura Garments, taking the Aditya Birla Group to the top of the league in the branded apparels sector
2001	Life insurance joint venture — Birla Sun Life Insurance Company commences operations in March Indian Rayon acquires PSI Data Systems
2002	Insulators business hived into a separate subsidiary, effective from 1 August 2002
2003	Joint venture with NGK of Japan – Birla NGK

	<p>Insulators Pvt Ltd – launched on 6 February 2003</p> <p>Entry into business process outsourcing (BPO), with the acquisition of TransWorks, a leading Indian ITES / BPO company</p>
2004	<p>Brownfield expansion of 40,000 tpa completed at Hi-Tech Carbon, Gummidipundi, taking total capacity to 1,60,000 tpa</p>

2005 to 2007: A new identity

Indian Rayon's new identity as Aditya Birla Nuvo marks the transformation of a manufacturing company into a premium conglomerate with diversified businesses. Its tagline of strong foundation, energised growth reflects the company's thrust on growth and creation of value.

2005	<p>Indian Rayon rechristened as Aditya Birla Nuvo</p> <p>Merger of Indo Gulf Fertilisers Limited and Birla Global Finance Limited with the company, effective from 1 September 2005. By virtue of the merger, Birla Sun Life Asset Management and Birla Sun Life Distribution, leading players in high growth Asset Management and Wealth Management industry came into the company's fold.</p> <p>Increased stake from 4.3 per cent to 20.7 per cent in Idea Cellular Limited, a company in the high growth telecom sector</p>
2006	<p>Increased stake from 20.7 per cent to 35.7 per cent in Idea Cellular Limited</p> <p>Acquired Minacs, a leading Canadian BPO company in August 2006</p> <p>Insulators JV with NGK terminated mutually in November 2006</p> <p>Caustic soda capacity increased by 65 tpd taking total capacity to 225 tpd</p> <p>18 mw power plant commissioned in September 2006 in the Rayon division</p> <p>The chlor alkali and chlorine derivatives businesses of Aditya Birla Nuvo, Bihar Caustic and Grasim become a single SBU</p>
2007	<p>Wholly owned subsidiary "Aditya Birla Insulators Ltd." merged into Aditya Birla Nuvo w.e.f. 1 April 2007</p> <p>Raised Rs. 777 crore through rights issue of equity</p>

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	Brownfield expansion of 60,000 tpa completed at Hi-Tech Carbon, Gummidipundi, taking total capacity to 2,30,000 tpa
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