Celebrating 50 Years of Excellence
"The journey of a thousand miles begins with one step.”  
- Lao Tzu

Our vision is the driving force that seamlessly powers our success. Ever since our inception as a paper manufacturer, we have been sailing our way charting great distances and amassing vast experiences. We have ridden the waves of change, braved challenging winds and achieved numerous accolades. Standing proud at the horizon we envisaged years ago, we see a much brighter horizon that beckons us in the future. With core values that make us responsible corporate citizens, we are committed to doing ‘Good Business’, while making a sustainable, measurable difference to the world in which we work and live.
Message from John V. Faraci
International Paper Chairman and CEO

Congratulations to everyone at International Paper APPM Ltd., on their 50th Anniversary.

We acquired APPM in 2011 as part of International Paper’s global strategy to invest in high-potential businesses in growing markets. Today, our dedicated team in India is helping us achieve International Paper’s vision to be one of the most respected and successful companies in the world.

As we combine International Paper’s 116 years of papermaking expertise, manufacturing excellence, safety culture and focus on sustainable and ethical business practices with International Paper APPM’s local talent and market knowledge, we’re building the foundation for a growing and successful business where people, customers and operational excellence are the focus of everything we do.

Around the globe, International Paper is committed to doing the right things, the right way, for the right reasons – what we call the IP Way. This includes the way we operate our business, how we serve our customers and how we participate in the local communities where our facilities are located. We are proud of our IP APPM team for embracing the IP Way and for their many efforts to deliver economic, environmental and societal benefits in Andhra Pradesh and the surrounding regions.

50 years in business is an important milestone, one not many companies reach. Thank you to every IP APPM employee who contributes to our company’s success today and assures that our best days are ahead.

Happy 50th Anniversary,
John V. Faraci
Message from Rampraveen Swaminathan
MD & CEO - International Paper APPM

Our legacy that started off in the year 1920 is today a force to reckon with and trust in the paper industry. We, at International Paper APPM Ltd., are celebrating our Golden Jubilee year of incorporation.

As part of this momentous occasion, we unveil this Souvenir that celebrates our milestones and the place where it all began – Rajahmundry. It tells some unique stories of how, we as a company and this region have grown in ‘Mutual Synergy’.

We have been able to reach this far all thanks to our employees, customers, stakeholders, partners and well-wishers. Each of you have rendered your support, dedication, hard work, affection, enthusiasm and loyalty to the company.

As we roll up to the completion of our 50 years, let us learn, have fun and create a wonderful bond for many more years to come.

Rampraveen Swaminathan

Message from Mike Amick
President - IP India and Executive Chairman - IP APPM

What an exciting time in our history: Celebrating 50 years as a company dedicated to serving its customers, community and employees. As you turn the pages of this book, you cannot help but feel a sense of pride and accomplishment knowing that in some small way, we as a company played a role in shaping and building families and communities.

Building off a rich history, we should have great confidence as we look forward to our next 50 years. Our team of hardworking, dedicated employees is at the core of our accomplishments to-date and will drive continuing success and achievement in the years to come. I am very proud and honored to be part of this great organization.

Happy 50th Anniversary!

W. Michael Amick Jr.
Adapting to New Waters

1920 Established Carnatic Paper Mills
1964 Established Andhra Prades Paper Mills
1989 Started Farm Forestry

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1990 Acquisition of Coastal Paper
2000 Acquisition of Coated Paper
2010 Installation of PM 6
2011 Refurbished product portfolio & installed world-class A4 Sheeter
2012 Planted One Billionth Sapling
2013 Established IP India Foundation
2013 Rechristened as International Paper APPM Ltd.
2013 Started Women’s Network
2013 Established IP India Foundation
2014 Rechristened as International Paper APPM Ltd.
Established
Carnatic Paper Mills Ltd.

In 1920, the mill was established as Carnatic Paper Mills Ltd., at Rajahmundry, by a forest officer, under the Indian Companies Act, 1913. During its initial years the mill was not making any profits and was eventually shutdown due to insolvency. In 1929, The Andhra Paper Mills Co. Ltd., was incorporated to take over the assets of Carnatic Paper Mills Ltd. The mill changed hands in 1937, when it was taken over by M/s. Dayaram & Sons. However, it remained shut till 1942 when M/s Apte & Sons took over the management of the mill. The company continued to incur losses. On August 22, 1947, immediately after India’s independence, an application was made to the Madras High Court for closing down the mill. Subsequently an order to wind up The Andhra Paper Mills Co. Ltd., was passed on September 23, 1947.
Established Andhra Pradesh Paper Mills Ltd.

After formation of the State of Andhra Pradesh in 1953, the Andhra Government took over the Rajamundry mill. Its capacity at that time was 10 Tonnes Per Day. Pursuant to a joint venture agreement between Government of Andhra Pradesh and the industrialist, Mr. G. D. Somani, the Government agreed to transfer the assets to a new company, to be formed in the name of ‘The Andhra Pradesh Paper Mills Ltd.’

Accordingly, the company was incorporated on June 29, 1964, under the Companies Act, 1956. In 1966, Mr. G. D. Somani transferred his rights and obligations to the West Coast Paper Mills Ltd., which in turn transferred its ownership in 1981 to Digvijay Investments Ltd., controlled by Mr. L. N. Bangur. The company was a family run business of the Bangurs till International Paper acquired it in 2011.
Started Farm Forestry

The farm forestry initiative was started in the 1980s when APPM recognized the growing concern of non-availability of fibrous raw material for the paper industry. Urbanization and growing population posed continuing threats to the growth of forest cover. APPM decided to embark on an ambitious plan of self-sustenance to generate healthy, working forests, and at the same time generating income and employment for farmers. This pioneering step marked the commencement of the farm forestry program in 1989.

The initiative has not only resulted in self-sufficiency in procuring raw material but it has been successful in bringing about the much-desired improvement in the socio-economic status of small scale farmers and local inhabitants. Farm forestry is focused on promoting cultivation of trees as a crop by farmers. This helps the environment, farmers and the paper industry. In the past 24 years, the ready acceptance of quality seedlings and clones of Casuarina, Eucalyptus and Subabul stumps by farmers has led to successful plantations in the districts of Srikakulam, Vizianagram, Visakhapatnam, East Godavari, West Godavari, Krishna, Guntur, Prakasam and Nellore of Andhra Pradesh.
Acquisition of Coastal Paper Ltd.

Coastal Papers Ltd., was incorporated on December 11, 1974, at M. R. Palem, Rajahmundry, Andhra Pradesh. It was into manufacturing Kraft, absorbent Kraft manifold writing and printing paper. Coastal Papers Ltd., was promoted jointly by the Andhra Pradesh Industrial Development Corporation Ltd. (APIDC) and a group of competent technocrats like Mr. D. Subba Rao and Mr. C. V. Rao. The company acquired 51% from the promoters and 20% from the public through an open offer. In 2000, Coastal Papers Ltd., merged with Andhra Paper (now International Paper APPM Ltd.)
Paper Machine (PM) 6 was procured by APPM in 2006 and commissioned in 2010. The machine is qualified for making HP papers. It has a refining capacity of 225 TPD with 4 refiners, fiber recovery system and broke handling system. The designed speed is 800 MPM and operating speed is 750 MPM, while the production capacity is 67000 TPA, producing Copier, Writing and Printing grades from 56 to 120 GSM.

Commissioned Paper Machine 6

It has two winder, each producing 150 and 200 TPD and a roll wrapping machine which can wrap 50 rolls per hour and has a capacity of 300 TPD. The PM 6 has a warehouse of 2000 sq mtr area with an inventory capacity of 1700 tonnes with three loading bays.
In 2011, The Andhra Pradesh Paper Mills Ltd., was acquired by International Paper, an American pulp and paper company founded in 1898. International Paper is a $29 billion company, the largest of such companies in the world, with approximately 70,000 employees across 24 countries. It is headquartered in Memphis, Tennessee, USA. In 2011, International Paper bought 75% stake in the company in the first significant domestic acquisition by a foreign paper company. At that time, APPM had an annual capacity of about 250 TPD of uncoated freesheet paper, and about 2,500 employees on its payroll who continued to operate the business, supplemented by International Paper’s leadership and technical resources.
Planted One Billionth Sapling

From 1989 to 2012, under the aegis of the farm forestry program, more than a billion quality seedlings and stumps have been distributed to over 50,000 beneficiaries extending over an area of more than 158,891 hectares. The ceremonial billionth sapling was planted at the Rajahmundry paper mill by Mr. Thomas Kadien, Senior Vice President, Consumer Packaging & IP Asia and India.
The Company believes that investing in the communities where its employees live and work is crucial to their sustainable development. The Company has been involved in community development work since its inception, but it was only in the year 1995 that the concept of strengthening its relations with the local stakeholders gained momentum. After its acquisition by International Paper and as a part of aligning processes towards IP’s global focus areas, Corporate Social Responsibility was reinforced in a more structured way.

In 2013, the IP India Foundation, a wholly owned subsidiary of International Paper APPM, was established. The Foundation, primarily focused on Education, Environment and Engagement, is constantly on a look out for opportunities to realize the Company’s corporate vision to make a difference in the communities where its employees live and work. These include various programs in areas such as women empowerment, supporting school infrastructure, tree plantation, watershed management, supporting indigenous artisans, providing safe drinking water etc.
Product Portfolio Expansion

The Company repositioned and enhanced its product line in Copier, Maplitho and Industrial grade segments to cater to the fast changing market requirements. On October 24, 2013, the Company announced extending its global partnership with Hewlett-Packard Co., India making International Paper APPM Ltd., the first Indian company to produce HP Premium Copier Paper. The copier segment also saw a couple of new launches like Reflection 65 GSM, TruPrint and TruPrint Ultra were introduced in the Maplitho segment, as premium grade products for printing applications. Another premium offering was WriteChoice exclusively targeted at branded notebook makers.
On September 2, 2013, the Company announced the inauguration of a new A4 Sheeter. The state-of-the-art equipment, installed at the Rajahmundry unit, will increase the conversion capacity of branded copier paper to 265 MTD. It is designed to convert paper reels into A4, A3 and FS (Foolscap) size products. The extended facility was built in 13 months with an investment of over INR 100 crores.

International Paper which has a number of A4 sheeting lines installed in various countries including the US and Brazil, has for the first time installed this world-class technology in India. The Bielomatik A4 line is one of the best sheeting lines in the world.
Inaugurated in February, 2013, by Mrs. Faraci and Allison B. Amick, the Women’s Network has been established to promote Diversity & Inclusion at the workplace. This network of lady employees aims to provide a platform, framework and a safe environment to network, learn, test and hone the skills of the Company’s diverse workforce. While it is important to focus on attracting talent, it is even more critical to develop and grow the talent. The Women’s Network, through various initiatives, helps International Paper APPM Ltd., expand its organizational capacity.

International Paper APPM Ltd., has been able to significantly increase the number of lady employees across its locations. With an aim to create an open space for women to showcase their leadership skills and join hands towards sustainable growth, a periodic newsletter – Women Connect has also been initiated. Inspirational women leaders from diverse industries are identified and programs are organized where they share their experiences and industry best practices around diversity with the Women’s Network.

Going forward, International Paper APPM Ltd., will continue to advance towards transformational leadership that is needed to leverage women’s voices and influence policies and actions for sustainable development.
Towards the end of 2013, the company was renamed as ‘International Paper APPM Limited’. The name change intended to recognize the parentage of International Paper, while maintaining the link to the history and positioning of the APPM brand. This is also to ensure that future investments are directed towards brand-building around the IP brand leveraging its global presence and technology.
Our Units in the East Godavari Region of Andhra Pradesh
The mill at Rajahmundry is built on a total area of 184 acres and has 6 paper machines of different capacities. Paper Machine 6 that was commissioned in 2010 has a refining capacity of 225 TPD with 4 refiners, fiber recovery system and broke handling system. The latest edition to the Rajahmundry mill is the A4 Sheeter commissioned on September 2, 2013. The administrative building with state-of-the-art facilities takes care of accounts, employee welfare, training and other activities that enable smooth running of the factory. The Executive Hostel - ‘Godavari House’ offers spacious accommodation for employees to stay comfortably.
The mill at Kadiyam was started in the year 1976 and is spread over 151 acres. It produces commercial paper in different colors and Writing & Printing grades using recycled fiber. The unit has a finished production of around 200 Tonnes Per Day. Two kinds of raw materials are used at this unit, one of them being used is recycled paper (Secondary fiber) and the other being wood with bleached pulp supplied from the Rajahmundry unit. The mill has a captive power generation of 5.74 mw TG and a warehouse with an inventory capacity of 5000 tonnes.
IP India Foundation - Transforming Communities

International Paper is highly committed to values such as respect for people, communities, cultures and environment. The ‘Giving Program’ is one of the important avenues through which the Company constantly reiterates its vision of being one of the best and the most respected companies in the world. With continuous initiatives through regional foundations, company donations and employee volunteerism, International Paper ensures its alignment to the corporate vision and goals.

IP India Foundation is a wholly owned subsidiary of International Paper APPM Ltd. Its focus areas – Education, Environment and Engagement – make positive contributions to the communities around the manufacturing facilities and farm forestry areas. The programs include watershed management, women empowerment through skill development initiatives, provision of drinking water, youth empowerment, medical health camps, environmental conservation and promotes quality education.
IP India Foundation promotes literacy by developing, assisting and supporting educational institutions in order to impart quality education. It also promotes traditional and new learning skills in formal & non formal institutions, imparting training & education in all areas including scientific, cultural, traditional and ethnic art & craft. The Foundation aims to encourage talented and meritorious students through the IPIF Scholarship Program.
Under Project kShitija, alternate LED energy lamps are being distributed to students in seven districts of Andhra Pradesh that fall under the forest region where electricity shortage is a huge deterrent to the studies of children.

Between 1989 and 2012, 79.45 million work days were generated, of which more than 60% were contributed by women employees. These employees have developed high yielding saplings and have increased the green cover in Andhra Pradesh.

The School is run by APPM Educational and Cultural Society, at Rajahmundry. With a total strength of 1300 students, it caters to children of employees and from villages around the mill. The School uses a blend of traditional and modern technology based learning to educate children.

The Project aims to support every child’s need for basic infrastructure in 100 Government Schools. Currently, Project 100 operates in 50 ZPHS & Municipal Schools put together. It was initiated in 22 schools in the year 2011 in the farm forestry areas of Vizianagaram and Prakasam regions to provide facilities like drinking water, lights & fans, benches, desks, chairs, books, stationery and school bags that help create a student centric environment. This has resulted in a regular increase in the attendance of children and has reduced the number of dropouts. Comprehensive Teaching-Learning Kits are also made available to supplement the teaching efforts making it more effective and improving the learning abilities of the students.

Livelihood Training Centers
The Foundation’s livelihood training centers continue to provide training to women and adolescent girls, helping them to enhance their skills in many different disciplines.
IP India Foundation promotes environmentally & socially responsible business practices by assessing and mitigating the environmental & social impacts on sustainable economic growth. In order to increase the environmental & social sensitivity of employees and other stakeholders, various Corporate Social Responsibility (CSR) activities have been designed. The goals of these CSR activities are being achieved through direct voluntary employee engagement programs and partnerships & networks. Ensuring sustainable natural resources by reducing, reusing, recycling and managing waste, the Foundation is promoting cleaner production methods, energy efficiency, eco-friendly technologies and use of renewable energy.
Green Wave Campaign

The Campaign was launched in November 2012, to promote environmental consciousness among school students through educational programs and other means of communication. These students reach out to the community by spreading awareness on the importance of reducing waste, reusing & recycling materials and ways to improve greenery. Under this Campaign, plantation drives are being taken up at selected schools to increase green cover.

Safe Water Project

The provision of safe drinking water to villages in and around the mills has protected them from various waterborne diseases. Two overhead structures have been erected, one for community water usage through reverse osmosis, and the other ensures safe drinking water. Now, every household and school drinks safe water.

Watershed Management

The construction of check dams improves watershed management and community development. In 2012, a dam at a village near Visakhapatnam was built that has resulted in a substantial increase of cultivated and irrigated area from 800 acres to 5,000 acres. This has led to a subsequent boost to the farmer population of that area (from about 800 to 2,800 persons). It is estimated that these farmers will increase their income manifold in just a few years. The Foundation is going to build many more such check dams in the near future.
Save River Godavari
A sewage treatment plant was established on the Bank of River Godavari with a capacity of 1200M$^3$ per day to treat household sewage waste to the surface water standards and discharge it through public drains.

Hygiene and Sanitation
The Foundation supports the construction of bio-digester toilets which are economical and can be implemented faster than the regular RCC (reinforced concrete cement) toilets. The technology is 100 per cent maintenance-free and allows complete elimination of pathogens. Water released out of it is recycled and used for nurseries.

Water for Irrigation
In addition to improving water use efficiency, the mills are also reducing their impact on the water systems and contributing to improved water quality by appropriately treating waste water and returning it to the environment. The stringent treatment process ensures that the waste water discharged meets, and in many cases exceeds, standards set by locally applicable law and making it fit for irrigation. Around 400 acres and 50 farmers irrigate using treated water at Kadiyam. The water is also used to maintain greenery within the mills.

Sustainable Livelihood - Ekko-Talz
Project Ekko-Talz was incepted with the objective of helping local artisans preserve their traditional craft while offering them a viable market and demand by building awareness about these artifacts.

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Engagement

IP India Foundation has been initiating, encouraging and supporting various initiatives and engaging with the community. This is not only achieved by imparting skill development and training programs, but also by making financial support available in terms of grants, subsidies etc. The Foundation encourages and supports non-conventional & renewable sources of energy systems, including rural electrification projects. It is also actively involved in providing assistance during relief & rehabilitation of the populace affected by natural calamities.
Employee Engagement
Employee engagement within the company is more of a volunteer led effort. From teaching young students about the importance of education, painting of school walls to cleaning of colonies, distribution of alternative energy lamps and creating awareness on traffic safety like obeying zebra crossing, our employees have both organized and participated in many projects.

The company also partners with organizations to support their programs through financial contributions or in kind. The Foundation has joined hands with WWF in conducting Wildlife census at the National Parks. Employees help the wildlife department in recording the population of different animals, their density, distribution and the presence of different types of flora across the jungles.

Blood Donation
Regular blood donation camps are organized at the corporate office and mills. The employees are also educated and made aware of the importance of donating blood.

Health and Wellness
Health awareness camps are regularly conducted for employees at the corporate office and the school. Recently, a Cancer awareness camp was organized with special focus on Breast Cancer. Among other such programs, the Foundation focuses on spreading awareness on the harmful impact of Tobacco at the mills.

Disaster Relief
Employees constantly demonstrate their passion for contributing to the society which in turn develops and sustains a high-performance culture. The employee engagement system enables employees to volunteer towards community work during natural disasters such as cyclones, flood and fire accidents. In the wake of the Uttarakhand disaster of 2013, employees contributed one day's salary towards relief activities. A total of 17 lakhs was contributed.
In the last 24 years with International Paper APPM Ltd., I have worn many hats, built relationships with colleagues and customers across different regions, and I am still enthusiastic about coming to work every morning. My proudest accomplishments have been successfully managing all-India sales & marketing and my contributions to sales coordination, production planning, sales operation and supply chain functions. Along the way, I have been fortunate to work with wonderful colleagues at all levels who have always supported me. I still consider myself a student and I would not have grown from a Deputy Manager to a General Manager without learning from some great superiors at the workplace. The lessons on honesty, hard work, and adaptability from some of the most influential leaders in APPM’s history and personal mentors like M. V. G. Rao, Bhaskar Reddy, R. C. Mall, George Thomas and Jaspal Singh have been invaluable in my professional success. Looking back, I am fortunate to have experienced an exciting career path at International Paper APPM Ltd.

Like all of you, I rejoiced at every big milestone that the company achieved. Now, I am really pleased to be part of the Golden Jubilee Celebrations at International Paper APPM Ltd.

Enriching Experiences

C. Prabhakar
Corporate Affairs & Company Secretary, SVP - International Paper APPM

I have been working with International Paper APPM Ltd., for the last 18 years. Along the course of my employment here, I have witnessed three shifts in management with each one of them being diverse and distinct. The transformation of the Company has been a journey of sheer excitement. Three major M.I.I. Expansion & Modernization Plans have been executed. The first one with a capital outlay of Rs. 88.86 crores was undertaken in 2009-10 when the Retrofit of Coal Fired Boilers 1 & 2, upgradation of PM 2, strengthening of recycling, brown stock washing and screening etc., were taken up. While the second one was taken up in 2005-06 with a cost of Rs. 635 crores and included the installation of new fibreline, chlorine dioxide generation plant, new digester, evaporator, oxygen generation plants etc. The third one was initiated in 2007 when PM 6 was added. Another major event was ‘Project Cheetah’. I had the privilege of directly handling three rights issues in 1999, 2005 and 2009-2011 when Rs. 31 crores added to the share capital and Rs. 365 crores was added to the share premium account. I was also actively involved in taking over the management of the erstwhile Coastal Papers Ltd., in 2000 and its subsequent amalgamation with APPM in 2001. Also, being associated with the rechristening of the Company and the incorporation of IP India Foundation was an exhilarating experience.

Working with International Paper APPM Ltd., over the years has taught me an important lesson that ‘Change is the law of life’. I deem it my privilege to have interacted with The Board of Directors comprising of bureaucrats, industrialists, professionals and expats. What I have learnt from them is truly invaluable. I am very happy to participate in the Golden Jubilee Celebrations at International Paper APPM Ltd.

S. Vasudevan
General Manager, Sales - International Paper APPM

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