



Thursday, 16th October, 2008

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In association with:
Taj Lands End
Mumbai

Coordinated by TURMERIC EARTH

Sabrang Trust

Sabrang Trust was founded in 1993 to promote activities related to peace and harmony between communities. India's greatness lies in its diversity. For the past decade and a half Sabrang's activities have been rooted in the social realm, specifically working with people on issues of dialogue in conflict and strengthening the capacities of the young to appreciate and internalise diversity and difference. Sabrang's work through Khoj, a learning programme with schools, encourages dialogue and peace building among schoolchildren.

Hate Hurts Harmony Works has been Sabrang's credo. The Trust's activities have achieved some breakthroughs, limited successes in these tortuous and violence-ridden times, due in no small measure to the unwavering if tacit support from citizens and organisations, nationally and internationally. The arena of education, the public sphere and discourse and communication are Sabrang Trust's favoured areas of intervention. Strengthening the rule of law and democratisation of institutions of the state are also activities that have invited Sabrang Trust's attention.

Hatred festers in the mind long before it spills onto the streets. This can often be prevented by responsible information, debate and the capacity to dialogue. Khoj, our secular education programme, runs successfully today in Maharashtra and Gujarat, encouraging critical thinking in young minds, today's victims of homogenised images of violence.

Aman, an olive branch of the Khoj project, is an attempt to link children of South Asia, the Sri Lankan with the Bangladeshi, the Nepali with the Indian, the Indian with the Pakistani. These interactions have resulted in vibrant exchanges between the citizens of tomorrow.

The Sabrang Trust lives its mission. For those of us who cherish the ideals of tolerance, democracy and freedom and are proud to belong to the country that gave Gandhi to the world. A man whose message of non-violence and communal amity remains the best symbol, in our era, of India's age-old tradition of tolerance – a sound civilisational foundation on which to build a modern secular democracy. Today this rich tradition of coexistence, integration and dialogue stands seriously threatened. To reinforce India's centuries old syncretic tradition, Sabrang Trust is committed.

AFL Private Limited

AFL Private Limited, an acknowledged industry leader, has pioneered three different segments in the logistics industry over the last six decades, namely Air and Ocean Freight Forwarding, Express Courier Services and Logistics and Distribution Services, backed by a state-of-the-art IT infrastructure and an extensive network of locations across India.

This market leadership position has been achieved by focusing and investing in advanced technology, consistency in operating processes and setting high standards in customer services. AFL's Logistics Division engages in offering its customers third-party logistics services with technology and people as a key differentiator. Our services are accompanied by best-in-class management of product, information, documentation and financial flows. AFL's logistics customers cover a wide spectrum of Indian industry, including high tech and consumer electronics, pharmaceuticals, retail, auto and the consumer durables sectors.

AFL's Express Division caters to the express couriering needs of both business as well as individuals. AFL has entered into a strategic alliance with UPS to offer international express courier services to its customers. This alliance gives AFL's customers in India access to the world's largest package delivery company.

AFL's Cargo Division is now in a joint venture with DACHSER, a leading global freight forwarding and logistics company. This division focuses on international air and sea freight forwarding, customs clearance and consultancy, project management and related global logistics services.

AFL has tied up with Cartridge World, the world leader in high-quality reconditioning and refilling of printer cartridges. AFL is the Master Franchisee for India and South Asia and is currently rolling out a chain of over a 100 Cartridge World stores in India's major cities.

AFL is thus poised to provide its customers the best value in integrated logistics solutions through its extensive global network, innovative use of technology and responsive people.



Art Desh

Art Desh – The Studio is the platform set up by Mr Bharat Patel and Mr self-made artist, Gautam Patole. Mr Patel has been very passionate about art from a very early age. He inherited this from his mother who passed through the Sir JJ School of Art in the early 1940s. He always believed in the untapped talent in India and felt that there are innumerable artists in this country who are talented and whose work can give immense pleasure to art lovers not just in India but across the globe. He allowed his office to be turned into a gallery for this purpose.

Art Desh – The Studio presents a platform for all promising artists, college students and those staying in the interiors of the country to exhibit their works. It will be their aim and goal to find suitable buyers for them, who will appreciate their work in India and abroad.

It is felt that art is to be viewed or bought on the basis of the pleasure it gives us and not just on the basis of the popularity of the artist alone.



Cell 18

Cell18 is a creative and brand powerhouse and part of the Network18 Group. We are one of Asia's largest film production houses, capable of doing everything from Channel and Film Packaging, to large Brand Films shot on 35mm, to AVs, Internal Communication, Web Virals and more. We own the infrastructure and technology, unmatched capabilities and exceptional intellectual capital to deliver world-class creative solutions.

Over the years we have developed deep domain experience in production and can deliver almost anything. Our team has a robust intellectual grasp of business, finance, telecom, technology, infrastructure, entertainment, sports, lifestyle and almost every other sector. This has been married with the ability to speak in a relevant language to all kinds of constituencies. Over the last five years we have produced multiple brand commercials for advertisers, speaking to a variety of constituencies. Our huge strength is our ability to offer end-to-end creative solutions, right from strategy to final output. Our response time is also amongst the fastest globally and all servicing of client needs will be handled in real time. We offer the best in category pricing and world-class quality.

Godrej Group

The US\$ 2.2 billion Godrej Group, established in 1897, is one of India's most respected private sector groups. Headquartered in Mumbai, with offices across India, the Godrej name is inseparable from daily life in India.

Over a century the Godrej brand name has inspired a sense of reliability and utmost trust. Its greatest asset is the trust consumers have reposed in it and in turn the organisation strives to deliver outstanding value and impeccable quality in everything it does. This promise of trust and reliability has enabled the Group to expand successfully into a wide range of products and services. The Group's products are used every day by more than 400 million people in India.

From high tech engineering solutions to world-class consumer products, Godrej is an integral part of the lives of millions of Indians. Setting quality benchmarks and redefining customer satisfaction, we enrich lives across boundaries and are today one of the largest engineering and consumer products companies in the country. Godrej Industries and Associate Companies is a rapidly growing part of the Godrej Group and it operates in verticals as diverse as Consumer Products (FMCG), Property Development, Agricultural Inputs and Products, Oleochemicals and Services.

Our people are our most important asset. We maintain a professional and value-driven work environment where every employee feels fulfilled and respected. We ensure that our employees continuously acquire new skills and capabilities through learning and cross-company exposure.

We are a professionally managed Group with focus on operational excellence, superior business performance and value creation for all our stakeholders. Our operations span the length and breadth of the country; also our products are exported to more than 40 countries around the globe. Godrej Industries Ltd & Associate Companies comprise:

- Godrej Industries Ltd
- Godrej Consumer Products Ltd
- Godrej Agrovet Ltd
- Godrej Properties Ltd
- Godrej Sara Lee Ltd
- Godrej Hershey Ltd
- Godrej HiCare Ltd

HDFC

‘HDFC’ – a household name that Indians proudly reckon with!

HDFC was incorporated in 1977 with the primary objective of encouraging home ownership by providing long-term finance to households.

Recognised as one of the Best Managed Companies in India today, over the years HDFC has turned the concept of housing finance for the growing middle class in India into a professionally managed world-class enterprise. HDFC is also the largest retail deposits mobiliser outside the banking system in India.

HDFC's strength has been its pioneering value added services which it delivers through a team of dedicated professionals. Since inception HDFC has assisted more than 32 lakh families to own a home and with its network of over 250 outlets it caters to over 2,400 towns and cities spread across the country. It also has offices in Dubai, London and Singapore to provide housing loan and property advisory services to NRIs and PIOs. HDFC is also the largest mobiliser of retail deposits outside the banking system and has a deposits base of over Rs. 15,000 crore from over eight lakh depositors.

HDFC believes that a socially responsible business sustains profits over time and replenishes the capital that it invests in its business and the community. If through planned CSR activities a business tries to bring about social change, it is not only fulfilling its responsibility but it is also protecting its own future interest. Thereby HDFC has constantly sought to reaffirm that social responsibility and profitability are indeed compatible.

At HDFC, Corporate Social Responsibility (CSR) has been an evolving concept, akin to the company's 'learning by doing' philosophy. It is essentially a sense of shared values and beliefs that have enabled the organisation to take on development-oriented work in addition to its core competencies.

As a part of its social objectives, HDFC has been making consistent efforts over the years towards economic and social upliftment of the marginalised sections of society. This is being accomplished by adopting different structured mechanisms which address diverse socially relevant issues. One such initiative involves the extension of financial support by way of grant funding towards development initiatives belonging to different social sectors, such as education, child welfare programmes, causes of the disabled, vocational training and community development programmes among others.

HDFC's response to better habitat and living conditions for the poor materialised by offering affordable credit to the economically weaker sections (EWS) of society, particularly in rural areas. The idea has been to establish the viability of mainstream lending for housing, including upgradation and repairs, among the target group.

HDFC has also been active in addressing the finance requirements of the low-income group by designing a flexible loan product offering short- to medium-term credit for any livelihood activity so as to gradually augment the household income.

One common feature which binds these structured mechanisms together is the strong association and partnership that HDFC has developed over the years with several non-governmental organisations (NGOs), voluntary agencies and other development institutions.

Rashtriya Chemicals & Fertiliser Ltd.

Committed to the Indian Farmer

Rashtriya Chemicals & Fertilizers Ltd (RCF) is a leading fertiliser and chemical company under the Government of India with about 8% of its equity held with the Public. It manufactures urea (over two million capacity) and complex fertilisers (over 0.5 million capacity). The brands of both fertilisers manufactured by RCF are recognised brands and RCF has its marketing network in all major states. Besides urea and complex fertilisers, RCF also produces biofertilisers, micronutrients and 100% water-soluble fertilisers.

RCF believes in providing a one-stop shop to farmers by marketing its own products and also procuring other products for farmers through imports or tie-ups with other manufacturers. In 2007-08 RCF took a leap forward in this direction. It has traded about 14 lakh tonnes of fertilisers through imports, etc, taking the annual sales turnover beyond 40 lakh tonnes as compared to about 26 lakh tonnes, a significant 55% increase. Its market share today is 12% in the country.

India, traditionally, has been an agrarian economy with over 70% of the population still dependent on agriculture even though the contribution of agriculture to the economy is on the decline.

Despite initial increase in foodgrain production due to the use of fertilisers, of late overall agricultural productivity has stagnated. One cause is the absence of balance and ratio in the primary nutrients that constitute fertilisers (nitrogen [N], phosphate [P] and potassium [K]). Another factor is deficient soil and an absence of secondary and micronutrients like boron, zinc, iron, sulphur, etc. Besides, a balance between inorganic and organic fertilisers is also needed. To increase productivity an integrated nutrient management system is needed to educate farmers on their specific needs.

RCF is taking various measures to disseminate knowledge among farmers on correct farm practices. RCF has static and mobile soil-testing laboratories at which thousands of soil samples are analysed and soil health cards are distributed to the farmers along with information on how to use the fertilisers. Besides, it has tie-ups with agricultural universities/ colleges/ Krishi Vigyan Kendras (KVKs) to provide training to farmers about integrated nutrient management. RCF strongly advocates the use of customised fertilisers which are crop-specific and soil-specific.

Today's challenge is to increase agricultural productivity and farm income. This can come through integrated nutrient management and good farm practices. RCF stands committed to improve the knowledge base of Indian farmers and to enhance their farm income. RCF is poised for growth in both its core and non-core areas. It has several projects for modernising its existing plants manufacturing ammonia, nitric acid, methanol, etc. It has new projects like the argon DAP plant in Rajasthan, the revival of sick units at Durgapur in West Bengal and Talchar in Orissa, etc. RCF is also looking at joint ventures abroad. Against heavy odds, RCF has maintained a good financial position. In the last fiscal year (2006-07) the Company achieved EBIDTA of Rs 363.66 crore as against Rs 284.39 crore in the previous fiscal year.

Sula Wines

Situated 180 km north-east of Mumbai, Nashik is India's largest grape-growing region but traditionally never grew wine grapes. Wondering why, Rajeev Samant, an enterprising Stanford-trained engineer quit his high tech Silicon Valley job in 1993 to do some investigating.

A little research quickly showed that the Nashik climate was not only perfect for wine grapes but was also on a par with wine-growing regions in Spain, California and Australia. His determination doubled, Rajeev returned to California in search of a winemaker. In Sonoma County, he found Kerry Damskey, an eminent Californian winemaker who enthusiastically agreed to help start a winery on Rajeev's 30-acre family estate.

In 1997 the duo took the revolutionary step of planting French Sauvignon Blanc and Californian Chenin Blanc, varieties that had never before been planted in India. The first Sula wines, released in 2000, were widely acclaimed as India's best white wines.

Since its inception Sula has rapidly established itself as India's leading premium wine brand, helping spark a wine revolution that has seen consumption grow at 25% annually and several new wineries come up in the Nashik area. In November 2002 *Wine Spectator*, the world's No.1 wine magazine, did a five-page feature on Sula, a proud first for an Indian winery.

A second winery with three times the capacity of the first was completed in late 2004 to keep up with demand and a third million-litre winery started operations in 2006. The four wineries that Sula owns today have a combined capacity of five million litres. Sula has expanded from the original 30-acre family estate to 1,500 acres (owned and contracted) under plantation, both in Nashik as well as in nearby Dindori, India's upcoming wine region. Varietals planted include Cabernet Sauvignon, Shiraz, Zinfandel and Merlot along with the original Chenin Blanc and Sauvignon Blanc. In addition to having a wide national distribution network within India, Sula also exports its wines internationally, as well as importing and distributing wines from leading producers worldwide.

In 2003 Sula produced India's first Zinfandel Rose and in 2005 Sula's Dindori Reserve Shiraz as well as India's first dessert wine, the Late Harvest Chenin Blanc, were released.

The winery and vineyards are open to the public for educational tours and the beautiful Tasting Room invites visitors to enjoy their favourite Sula wines amidst spectacular views of the vineyards and surrounding lakes and hills. Visitors can now spend a few nights in paradise at BEYOND, Sula's new bungalow on the vineyards with a beautiful lake view.

Firmly committed to remaining at the forefront of Indian wines, Sula continues to experiment with new varietals, engage in sustainable agriculture, support the local rural economy and, of course, make wines of outstanding quality and superb value.

Sula Vineyards is now India's #1 premium wine company with sales of over two million bottles in 2007-08.



Taj Hotels

The Tata Group is one of India's largest and most respected business conglomerates, with revenues in 2007-08 of \$62.5 billion (Rs. 2,515,000 million) and a market capitalisation of \$65.16 billion in 2008. Tata companies together employ some 3,50,000 people. The Group's 27 publicly listed enterprises – among them stand out names such as Tata Steel, Tata Consultancy Services, Tata Motors and Tata Tea – have a combined market capitalisation that is the highest among Indian business houses in the private sector and a shareholder base of over 2.9 million. The Tata Group has operations in more than 54 countries across six continents and its companies export products and services to 120 nations.

The Tata family of companies shares a set of five core values: integrity, understanding, excellence, unity and responsibility. These values, which have been part of the Group's beliefs and convictions from its earliest days, continue to guide and drive the business decisions of Tata companies. The Group and its enterprises have been steadfast and distinctive in their adherence to business ethics and their commitment to corporate social responsibility. This is a legacy that has earned the Group the trust of many millions of stakeholders in a measure few business houses anywhere in the world can match.

The Indian Hotels Company and its subsidiaries are collectively known as Taj Hotels Resorts and Palaces, recognised as one of Asia's largest and finest hotel companies. Incorporated by the founder of the Tata Group, Jamsetji N Tata, the company opened its first property, The Taj Mahal Palace Hotel, Bombay in 1903. The Taj, a symbol of Indian hospitality, completed its centenary year in 2003.

The company has had a long-standing commitment to the continued development of the Indian tourism and hospitality industry. From the 1970s through the 1990s the Taj played an important role in launching several of India's key tourist destinations. Working in tandem with the Indian government, the Taj developed resorts and retreats while the government developed roads and railways to India's hidden treasures. Taj Hotels Resorts and Palaces comprises more than 75 hotels worldwide.

Keeping up with the tradition of Taj Hotels Resorts and Palaces, the Group added to their portfolio properties in the cities of Boston, New York and San Francisco. During the past years Taj Hotels strengthened its presence in the Indian Ocean rim. Taj Exotica Resort & Spa, Mauritius opened its doors to guests. The most significant addition to the portfolio has been The Pierre, the iconic landmark hotel on New York's Fifth Avenue. Nestling in Bandra, an elite suburb of Mumbai, in the heart of the emerging business district of Mumbai, Taj Lands End boasts the city's finest restaurants, conferencing, banqueting and business centre facilities. Its unique location makes the Taj Lands End an ideal choice for the traveller, offering the best of both worlds – business as well as pleasure.

Taj Lands End
Mumbai

The Times of India

The Times of India is the world's largest English newspaper, across formats and genres (broadsheet and tabloid), with a circulation of over three million daily. Started in 1838, the publication is owned by Bennett, Coleman & Co Ltd. It is also India's most broad-based daily, covering the length and breadth of the country with 12 editions (Delhi, Mumbai, Kolkata, Bangalore, Chennai, Hyderabad, Lucknow, Chandigarh, Goa, Jaipur, Pune and Ahmedabad).

Index

Akbar Padamsee	Lot 1	P 13
Ali Akbar Mehta	Lot 2	P 14
Arpana Caur	Lot 3	P 15
Arzan Khambatta	Lot 4	P 16
Bose Krishnamachari	Lot 5	P 17
Brinda Miller	Lot 6	P 18
Chandaa Narang	Lot 7	P 19
Chandrima Bhattacharya	Lot 8	P 20
Chintan Upadhyay	Lot 9	P 21
Deepak Shinde	Lot 10	P 22
Dileep Sharma	Lot 11	P 23
Dilip Dhore	Lot 12	P 24
Gautam Patole	Lot 13	P 25
Gieve Patel	Lot 14	P 26
Gulammohammed Sheikh	Lot 15	P 27
Gurcharan Singh	Lot 16	P 28
Gurcharan Singh	Lot 17	P 29
Imtiaz Dharker	Lot 18	P 30
Jaideep Mehrotra	Lot 19	P 31
Jatin Das	Lot 20	P 32
Jehangir Jani	Lot 21	P 33
KH Ara	Lot 22	P 34
Kiyomi Talaulicar	Lot 23	P 35
Lalitha Lajmi	Lot 24	P 36
Malavika Rajnarayan	Lot 25	P 37
Maneesha Doshi	Lot 26	P 38
Manu Parekh	Lot 27	P 39
Murali Cheerth	Lot 28	P 40
Murali Cheerth	Lot 29	P 41
Navjot Altaf	Lot 30	P 42
Nilima Sheikh	Lot 31	P 43
Parag Adhikari	Lot 32	P 44

Index

Prabhakar Kolte	Lot 33	P 45
Prem Singh	Lot 34	P 46
Prokash Karmakar	Lot 35	P 47
Querozito De Souza	Lot 36	P 48
Querozito De Souza	Lot 37	P 49
Rajendra Kapse	Lot 38	P 50
Rajesh Sagara	Lot 39	P 51
Ram Rahman	Lot 40	P 52
Rathin Kanji	Lot 41	P 53
Rekha Rodwittiya	Lot 42	P 54
Rekha Rodwittiya	Lot 43	P 55
SG Vasudev	Lot 44	P 56
SH Raza	Lot 45	P 57
Sajal Sasanka Sarkar	Lot 46	P 58
Sanjeev Sonpimpare	Lot 47	P 59
Sateesh Dingankar	Lot 48	P 60
Satish Wavare	Lot 49	P 61
Shahabuddin Ahmed	Lot 50	P 62
Shakuntala Kulkarni	Lot 51	P 63
Shruti Nelson	Lot 52	P 64
Sohini Dhar	Lot 53	P 65
Sonatina Mendes	Lot 54	P 66
Sunil Das	Lot 55	P 67
Sunil Padwal	Lot 56	P 68
Surendran Nair	Lot 57	P 69
Tyeb Mehta	Lot 58	P 70
VG Venugopal	Lot 59	P 71
Vivan Sundaram	Lot 60	P 72
Vrindavan Solanki	Lot 61	P 73
Yashwant Deshmukh	Lot 62	P 74
J Niranjana Chetty	Lot 63	P 75
Satya Narayan Lal & Moti Karn	Lot 64	P 76

LOT 1

AKBAR PADAMSEE
charcoal & ink on paper
16" x 12"

Rs. 800,000 – Rs. 1,000,000

Untitled, 2005

