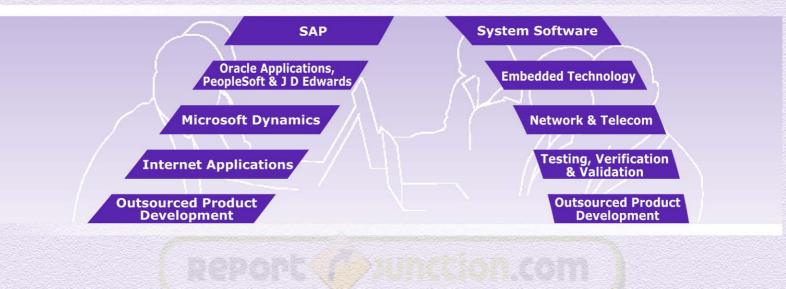


# **ASM TECHNOLOGIES LIMITED**



# Annual Report 2007-08



www.reportjunction.com

#### **Registered Office**

#### India

# 80/2, Lusanne Court Richmond Road Bangalore 560 025, India Tel: +91 80 6696 2300-02 Fax : +91 80 2227 3606 Email : info@asmltd.com

#### **Board of Directors**

Dr. R.P. Shenoy Prof. B.S. Sonde Mr. M.R. Vikram Mr. Rabindra Srikantan

#### Audit Committee

Mr. M.R. Vikram Prof. B.S. Sonde Dr. R.P. Shenoy

#### Share Transfer & Investor Grievance Committee

Prof. B.S. Sonde Mr. Rabindra Srikantan

#### **Remuneration Committee**

Prof. B.S. Sonde Dr. R.P. Shenoy Mr. M.R. Vikram Mr. M.R. Gopinath Chairman Member Member Member (upto 24-10-2007)

#### **Company Secretary**

Ms. P.N. Lakshmi

#### Auditors

M/s. Sudhakar Pai Associates Chartered Accountants C-4, Unity Buildings J.C. Road Bangalore 560 002, India

M/s. Mallesh B. Hullatti & Co. # 68/155/4B, 'Shivasiri' Harinagar Cross, Kathanur, Anjanapura Post Bangalore 560 062, India

#### M/s. N. Rajan Associates 10. Jalan Besar. # 10-12, Sim Lim Tower Singapore 208 787

Jack Iyer CPA # 39120 Argonaut Way No.684 Fremont, CA 94538 USA

#### **Company Law Advisor**

Mr. M.R. Gopinath "Rukmini", # 252/B, 2nd "C" Main, 1st Phase, Girinagar, Bangalore 560 085

#### Legal Advisors

Mr. Kiran S. Javali, Advocate # 37, 11th Main, Vasanthnagar, Bangalore 560 052

M/s. Michael A. Cotteleer & Associates # 207, N. Washington Wheaton, Illinois 60187, USA

### **Branch / Subsidiary Others**

USA

# 2020

Director

Director

Director

Chairman

Member

Member

Chairman

Member

Managing Director

Calamos Court

USA Pinnacle Talent Inc. ESR Associates Inc. # 7071 W. Central Avenue Suite 200, Naperville Tuledo IL 60563-2793, USA Ohio 43617, USA Tel: +1 630 799 1563 Tel: +419 843 2571 Fax : +1 630 799 1562 Fax : +419 843 2702

Singapore Advanced Synergic Pte Ltd. 30 Toh Guan Road # 08-03A, ODC Distri Center Singapore 608 840 Tel: +65 62705737 Fax : +65 6324 5345

### IK

ASM Technologies (UK) Ltd. Nutford Place # 24-25 Marble Arch London W1H5YN, UK Tel: +207 569 3285 Fax : +207 569 3001

# State Bank of India

Bankers

Bangalore City Branch # 22, J.C. Road, Bangalore 560 027 (upto 12-03-2008)

**State Bank of India** Overseas Branch, # 65, St. Marks Road, Bangalore 560 001

SBI Factors & Commercial Services Pvt. Ltd., # 708, 7th Floor, Barton Centre, Door No. 84 M.G. Road, Bangalore 560 001, India

Centurian Bank of Punjab Ltd. Samskruthi Chambers, # 103, K.H. Road Bangalore 560 027, India

**State Bank of India** # 19. La Salle Street. Chicago, Illinois 60603, USA

#### **Indian Bank** Bharat Building, # 3, Raffles Place Singapore 048 617

#### Stock Exchanges

(Where the shares of the Company are listed) **Bombay Stock Exchange Limited** Phiroze Jeejeebhoy Towers 25th Floor, Dalal Street Mumbai 400 001, India

#### **Bangalore Stock Exchange Limited** # 51, Stock Exchange Towers 1st Cross, J.C. Road Bangalore 560 027, India

### Stock Code

**BgSE - ADVSYNER** BSE - 526433

#### Demat ISIN No. in NSDL & CDSL for Equity Shares

#### INE867C01010

#### **Investor Relation Cell**

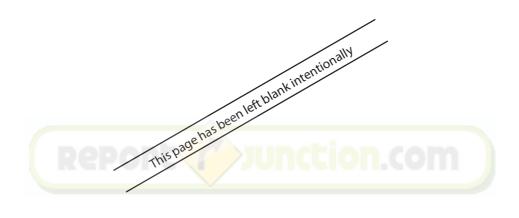
Secretarial Department # 80/2, Lusanne Court Richmond Road Bangalore 560 025, India Tel: +91 80 6696 2309

#### **Registrars & Share Transfer Agents**

Karvy Computershare Private Limited Plot No. 17 to 24, Near Image Hospital Vittalrao Nagar, Madhapur, Hyderabad 500 081, India Tel: 040 23420818-824, Fax: 040 23420814

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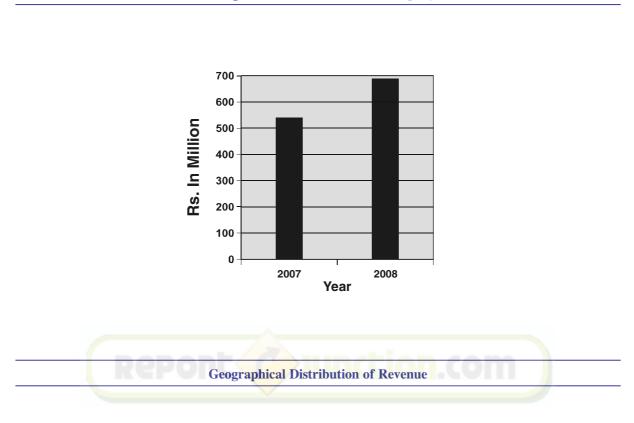
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# **Corporate Vision**

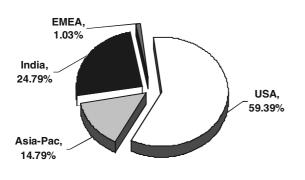
"To be a global leader, committed to the customer in providing technology solutions with the highest degree of excellence, quality and value by an agile team using efficient processes"

# **ASM GROUP INFORMATION**

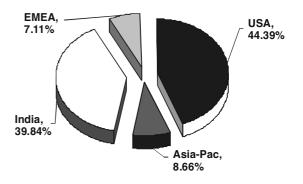


**ASM Group Revenue (Net of Inter-Company Sales)** 

2006 - 2007



2007 - 2008



#### **NOTE : Group consists of :**

- ASM Technologies Ltd. (India) Pinnacle Talent Inc. (USA)
- Advanced Synergic Pte. Ltd. (Singapore) ESR Associates Inc. (USA)

## **CEO's Letter to the Shareholder**

#### Dear Shareholder,

Starting the year 2007 on a positive note, the IT industry went on to reach greater heights in terms of revenue growth, employment numbers as well as maturity of service offerings. In the last two decades the Indian IT / ITES industry has contributed significantly to Indian economic growth in terms of GDP, employment generation and foreign exchange earnings, with export earnings of approximately US 40 billion in FY08, a growth of 36%.

During the year several macro economic factors started influencing the Indian economy and more so the IT industry. The US Dollar had an unprecedented and rapid depreciation vis-à-vis the Indian Rupee, concerns on the slowdown in the US economy fuelled by the subprime crisis, inflationary trends etc. However, the impact of the current slow down is expected to be milder on the Indian IT sector than that witnessed in 2001 as Companies have shifted their revenue mix and have increased their exposure to non- US markets such as Europe and Asia-Pacific region.

The industry responded with maturity on all counts, pitching in to take on these challenges. India remains the core component of global out sourcing strategies and India base service delivery continues to expand in scope and scale. IT adoption in the domestic market is growing rapidly, supporting the rounded evolution of the sector and its growing role in the economy.

For ASM (consolidated) the growth has been quite satisfactory for the year ended March 31, 2008 with a consolidated group revenue of Rs. 688.32 million, registering a growth of 27% over the corresponding period last fiscal. The Consolidated EBIDTA was at Rs. 63.90 million, a growth of 50% year on year while the consolidated Net profits grew by 196% year on year.

As for ASM (standalone), the performance has been quite encouraging, registering a total revenue of Rs. 404.83 million for the year ended March 31, 2008, a growth of 35% over the corresponding period last fiscal. The Company registered an EBIDTA of Rs. 58.54 million, a growth of 55% year on year while Net Profit grew 207% year on year.

The Board of Directors, pleased with the performance of the Company, have recommended for approval of the members, a dividend of 7.50% on the par value of Rs. 10/- per share for the financial year 2007-2008.

During the year the Company signed a definitive agreement to acquire 100% of Enterprise Software Resources a US based firm, in an all cash deal. This acquisition was through ASM's wholly owned subsidiary in Singapore, Advanced Synergic Pte Ltd and financed by Indian Bank, Singapore. Enterprise Software Resources is a 10 year US based firm involved in strategic SAP consulting for Fortune 500 and SME Companies in the US. The acquisition has afforded ASM an opportunity to expand its offerings to a larger SAP client base in the US and thus broaden its revenue margins. The Company will continue to look for strategic acquisitions in the coming year.

In keeping with the plans for expansion of business the Company has during the year established a second STPI unit in Bangalore.

#### **Future Outlook**

ASM Technologies Ltd has strengthened its presence in the market and has grown both organically and inorganically.

ASM has expanded Service offerings and strengthened offshore offerings and expanted into new geographies. During the year ASM has added over 42 new clients to the existing client list and continues to service the existing clients in new divisions and new geographies.

#### **Geographical Areas of Operation**

The Company continues to strengthen its market initiatives in India, Asia, US and EMEA.

#### **Business Focus Area**

- Current Areas :
  - This year the Company has strengthened its core areas of
  - 1. Enterprise Application Packaged ERP implementation, Support and Maintenance, Add-ons and Application development Integration.
  - 2. Technology Service & Product Engineering Services System Software, Embedded Software and Firmware continues to be the growth area.

#### • Future Expansion Areas :

#### Industry Specific ERP Applications :

With the growth in the manufacturing and services industry, the need to rapidly deploy the ERP Solutions specifically designed for the different industry sectors is gaining momentum. ASM is addressing on the following verticals : Agro, Manufacturing, Process, Consumer Products, Hi-Tech and Services. These Industry Specific solutions configured to the Global ERPs will ensure rapid implementation and the clients can reap the benefits of a integrated information system.

#### **Application Integration :**

With the consolidation in the Enterprise products, there is growing need to integrate different Enterprise Applications. ASM has been handling integration projects and with many years of working with different solutions will grow this line of business.

#### Additional offerings to Enterprise Applications :

**Business Intelligence and Data Warehousing :** With large amount of data getting generated across enterprises, the need for providing meaning to the data is imperative. Hence a separate practice is built around market leading tools on the Business Intelligence and Data Warehousing.

#### **Convergence Technologies :**

With good experience in both the Enterprise Applications and the Technology solutions, there is a good demand for convergence technologies. In this regard, initiatives and expertise is being built for providing RFID (Radio Frequency Identification) mobility solutions for the Enterprise Applications for large Corporations.

#### **Remote Support of Applications and Databases :**

ASM is poised to ride the wave of the Remote Support of the Applications and the Database Support of the Global Clients. This would mean a dedicated 24X7 Offshore Support Center in India and connecting remotely to the client servers through secure connectivity thereby addressing issues like optimization, enhancing speed, data cleansing applying patches etc.

#### **Engagement Models**

Various Client Engagement Models to meet the requirement of the sound delivery system with a distinct value advantage has been effected. Blended Onsite – Offshore model, Nearshore Development Center and Offshore Development Center (ODC) are the current trends which will continue with more volumes in the coming years.

#### Technology

The Company will continue to focus on Enterprise Applications and Technology Solutions. The drive will be to develop more industry focused solutions for rapid deployment of the applications.

#### Human Resources

It is proposed to double the headcount of the Technical Resources (comprising of Project Mangers, Business Analysts, Functional Experts, Team Leaders and Software Engineers). Further, as a continuous process all the Technical Staff will be upgraded and trained with suitable technologies as required by the business needs. The Business Development Team is also being increased to bring in more clients and account manage the existing clients. Business Managers will also be posted to overseas locations for generating new client base.

The Company being a certified SEI CMMI Maturity Level 3 and ISO 9001-2000 Company is targeting ISMS 27000 (Information Security management Systems) for the current year.

The Company continues to build on its investments in people and technology to ensure continuous, profitable growth in the years ahead. We attribute our success to an experienced management team and to a customer - oriented organization that is dedicated to excellence.

We sign off this fiscal with renewed faith in our business model's ability to deliver on our promise of growth.

On behalf of the management of the Company and on my behalf, I take this opportunity to thank

- \* Our esteemed customers, shareholders, vendors, business partners, advisors and consultants for their support
- \* Valuable Employees of the Company for their valuable contribution, efforts and spirit of dedication
- State Bank of India, Bangalore City Branch and Overseas Branch, Bangalore, State Bank of India, Chicago, SBI Factors & Commercial Services Pvt Ltd., Bangalore, Indian Bank, Singapore and Centurion Bank of Punjab Ltd., Bangalore, for their support and guidance.
- \* Central and State Government, Customs, Reserve Bank of India, Software Technology Parks (STPI) and NASSCOM

Bangalore April 19, 2008 RABINDRA SRIKANTAN Managing Director

#### Dr. R.P. Shenoy

Dr. R.P. Shenoy who holds a Ph.D. in Electrical Engineering from University of Winconsin, USA. served the Defence R&D Organization of the Government of India till he retired in 1989 as Distinguished Scientist. He is a recipient of Padma Shree Award (Presidential award) for his contributions to the field of military electronics in India, During his service with the government of India, he was closely associated with the Indian Institute of Science, Bangalore, which invited him to be a Visiting Professor for a period of two years after his retirement. Dr. R.P. Shenoy is a fellow of Indian National Academy of Engineers and a Distinguished Fellow of the Institution of Electronics and Telecommunication Engineers. In the year 2000 he was the recipient of the prestigious Aryabhata award and the Distinguished Alumnus Award for the Indian Institute of Science, Bangalore. In particular, he is known for his contributions to the development and growth of radar technology in India for which he received the Life Time Achievement Award from the Defence R&D Organization, Government of India in 2001. He is a Director on the Board of M/s. NALTECH PVT LTD and Chairman on the Board of M/s. ASTRA MICROWAVE PRODUCTS LTD.

#### Prof. B.S. Sonde

Prof. B.S. Sonde holds a Ph.D. from the Indian Institute of Science (IISc), Bangalore. His field of academic and research interest encompass Microelectronics, Instrumentation, Digital Technology and its applications in Electronics and Communication Engineering. Prof. B.S. Sonde has been associated with IISc, Bangalore for more than three decades, holding various senior positions. He has held the post of Dean, Faculty of Engineering, and was Vice Chancellor of Goa University between February 1997 and February 2002, and has served on the Advisory / Review committees of several universities and also served as Visiting Professor at Stanford University, California, USA and other foreign universities. He is also a distinguished fellow of the Institution of Electronics and Telecommunication Engineers.

#### Mr. M.R.Vikram

M.R. Vikram, Chartered Accountant and Financial Services Consultant, is a partner in a firm of Chartered Accountants, M. Anandam & Co, in Secunderabad. He is the Secretary of M. Venkatarangaiya foundation (MVF), a voluntary organization doing pioneering work in the field of child literacy. MVF, has mobilized 400000 illiterate children into schools in the past 15 years. M.R.Vikram has conducted Special and Investigation audits to report to the Reserve Bank of India, IDBI, IFCI and ICICI and other premier Financial Institutions in the country and also conducted compliance studies for the RBI's Forex Reserves. He serves as an Advisor, Auditor and Director of many companies which include Indian Overseas Bank, Zenotech Laboratories Ltd, GTN Industries Ltd, Normak Fashions (P) Ltd, etc.

#### Mr. Rabindra Srikantan

Mr. Rabindra Srikantan holds a MS degree in Computer Engineering and Computer Science from the University of Louisiana, USA. As the Managing Director and one of the founders of ASM Technologies Ltd, Mr. Rabindra Srikantan is a seasoned, team-oriented business entrepreneur with a highly successful track record of building businesses based on sound strategic analysis. He has professional experience in a wide range of software systems in the areas of engineering, manufacturing, enterprise applications and Internet technologies. Mr. Rabindra Srikantan is an effective leader who is heading the team of ASM in providing medium and long-term business plans on leading edge technologies. He has implemented operational strategies to improve Quality and customer satisfaction ratings and has provided consulting services to more than 50 clients including multinational Companies. His philosophy of driving continuous business reformation by leveraging on state-of-the-art technologies, backed by a strong customer driven service perspective, has enabled ASM to emerge as one of the leading IT consulting and software services Company.

Mr. Rabindra Srikantan is also the President and Chief Operating officer of Pinnacle Talent Inc., USA, the Director of Advanced Synergic Pte Ltd, Singapore the wholly owned subsidiaries of the Company and the President of ESR Associates Inc., USA.

### **Our Assets – Our Employees**

At ASM Technologies, human resources are the most valued assets. We are proud of every one of our employees as it is their dedication and commitment which has helped us to achieve our goals of being the chosen provider of end-to-end solutions. ASM invests in its employees, supports them with training facilities and enables them to work independently, so that they can grow as individuals and shape their careers.

### **Our Core Business**

ASM Technologies Limited, established in 1992, is a pioneer in providing world Class Consulting Services in Enterprise Solutions for the Packaged ERP implementation, in Enterprise Product Development for SMB Segment and in Technology Solutions covering Embedded Systems and System Software to its Global Clientele.

ASM offers a broad spectrum of enterprise services such as configuration, implementation, customization, end-user training and documentation, Post Implementation Support & Maintenance across leading commercial off-the-shelf products like SAP, Oracle Applications, PeopleSoft, JD Edwards and Microsoft Dynamics.

ASM has been providing consulting Services (Product Engineering, Development, Product Support, Porting, Testing and Test Automation) to its Global Clientele in the Embedded Software and System Software space.

#### **Profile :**

- Publicly Listed Company in India
- 500+ employees worldwide
- Offices in India, Singapore, USA (Chicago, Toledo and Detroit) & UK (London)
- Focus on Enterprise Applications and Technology Solutions
- ISO-9001 : 2000 & CMMI Maturity Level 3 Company
- Successful Offshore Development & Support Centers in India and Overseas

#### **Highlights of Enterprise Applications :**

- 3500 + Person years of Experience
- ERP Package Services (SAP, Oracle, PeopleSoft, Microsoft Dynamics)
  - Implementation, Rollout, Upgrade, Training Documentation
  - Support & Maintenance
  - 100+ ERP Projects
  - ERP Product Development Services (SME Market)

#### **Highlights of Technology Solutions :**

- 1000 + Person years of Product Engineering
- Involved in Engineering 45 + Products and 120 + Product Releases

#### Service Offerings :

#### **Enterprise Applications, SCM, CRM**

Oracle Apps | SAP | PeopleSoft | Microsoft Business Solutions | Siebel

Business Intelligence and Data Warehousing SAP BW | Cognos | Hyperion | DataStage | Oracle Express

**Business Process Modeling (BPM) tools** ARIS | Savvion

Internet / SOA .Net | J2EE | Websphere | Weblogic | Webmethods

#### **Embedded Technologies**

RTOS (VxWorks, MQX, WinCE, Embedded Linux) | BSP, PSP & Device Drivers (ARM, Freescale, PowerPC & Samsung) | Board Design