



Building
Trust with
Consistency

25th Annual Report

2012-13



Novel Identity to face New Challenges

When we start something new, something auspicious or when we are in a trouble, we remember God.

Our Logo gives the same message to remember God each day, because he is who made us what we are, though invisible, he gives us strength to face the challenges, we are born and we live because of our God.

We always associate the letter 'A' of Atul with praying hands, Geometrical shapes form shape of two hands closed to each other providing meaning of brand with Trust, Hope and Promise.

When you say '**ATUL**', what it implies is incomparable & un-measureable. Such is our energy, such is our technology. We have always strived to be the best.

Colors are important part of everyone's life. We associate Atul with over-well ming blue and stimulant red. Blue stands for color of sky and ocean, wide and unlimited. They are constant in our life and so is the progress of our company. While the red color shows the power of energy.



ATUL



ATUL
AUTO LTD.



Contents

From CMD's Desk	01
Company Information	02
Product Range	03
Management Team	04
Company Overview	07
Financial Performance	08
Our Presence	10
Notice of Annual General Meeting	11
Directors' Report	17
Management Discussion & Analysis	22
Report on Corporate Governance	31
Shareholders' Reference	43
Independent Auditor's Report	47
Financial Statements	52
Significant Accounting Policies and Notes on Financial Statements	55



J J Chandra
Chairman
& Managing Director



From the CMD's Desk

Dear stake holders,

We are pleased to inform you that we have ended fiscal 2013 with a growth of 22% in turnover values and 19% in vehicle sales. Our revenues for the financial year 2013 stood at Rs.362.86 Crores, a year on year growth of 22%. The profit after tax was Rs. 25.92 Crores, a year on year growth of 66 %. We are pleased to recommend a final dividend of Rs. 6/- per share for fiscal 2013.

The FY 2013 was another crucial and important year for us where in spite of negative growth experienced by the industry, Atul continued the momentum of handsome positive growth. During this journey we have, as an organisation, achieved a lot which we had never imagined were possible. However, this journey has not been easy and we have come across many hindrances along the way. Time and again, our elasticity has been put to the test. We had to overcome challenges that could have changed the fortune of our organisation.

To board on a journey of success one needs the tools of awareness, prudence and approach. These lead to the path of growth and high quality operation. It is imperative to combine these three forces in an industry, where the business environment is completely dynamic and customer expectations are high. Be it very fast changing trends in technology, industry and business models, or regulatory challenges, we had to steer ourselves clear of wild situations many a time. Economical and suitable transportation is an essential need of mankind today and our vision is to "devote ourselves for the betterment and comfort of the common man through our advanced technologies, product and services in the automotive field".

While realising our responsibility each member of Atul Auto Limited, is attempting to make it one of the most competitive companies in the industry with emphasis on efficiency in operations, reliability for customers and thrust on optimising the available resources and development of new products as well as markets. Along the way, we have created self-employment for the users and improved their livelihoods by providing the best products and services.

Our strength lies in strategically integrating vision with technology, advanced process for manufacturing thru efficient use of resources and aspiration about maintaining high levels of quality in products & post sale services. As our research assets, business infrastructure and human capital integrates to carry a robust performance to provide a drive to the Indian three wheeler auto industry as whole.

Gearing up for the upcoming time, we have the key success elements necessary to withstand the winds of change. The inspiration provided to build a highly skilled and creative research and development team, which is supported by the state-of-the-art infrastructure. Our consistently increasing market presence with a strong product portfolio, which is being marked up with newer brands. Streamlined and efficient manufacturing capabilities, which boosts of technical prowess, high quality production and cost effectiveness. Also a well monitored marketing and distribution network, which is aimed at attaining brand equity among our wide-reaching customer base.

The success and reputation of Atul Auto Limited began as the dream of one man extended to be transformed into the dream of many. We strive to accomplish our dreams and goals to bring greater future.

As we enter another financial year, we look forward to receiving your continued trust and support.

J J Chandra
CMD
Atul Auto Ltd.



Company Information

Board of Directors	
Jayantibhai J Chandra	Chairman and Managing Director
Mahendra J Patel	Whole time Director
Niraj J Chandra	Whole time Director
Vijay K Kedia	Non Executive and Non Independent Director
Adv. Hakubhai J Lalakiya	Independent and Non Executive Director
CA Hemantkumar J Bhatt	Independent and Non Executive Director (From 27th December, 2012)
Hasmukh H Adhvaryoo	Independent and Non Executive Director (From 27th December, 2012)
CA S T Shah	Independent and Non Executive Director (From 10th November, 2012)
Suresh Kaneria	Independent and Non Executive director (Up to 27th December, 2012)
CA Rajesh Dhruva	Independent and Non Executive Director (Up to 27th December, 2012)
Ramniklal Kotecha	Independent and Non Executive Director (up to 10th November, 2012)

Board Committees		
Audit Committee CA S T Shah , Chairman CA Hemantkumar J Bhatt , Member Adv. Hakubhai J Lalakiya , Member	Shareholders' Grievances Committee CA Hemantkumar J Bhatt , Chairman CA S T Shah , Member Hasmukh H Adhvaryoo , Member	Remuneration Committee Hasmukh H Adhvaryoo , Chairman CA S T Shah , Member Adv. Hakubhai J Lalakiya , Member
Auditors Maharishi & Co., Chartered Accountants	Secretarial Auditors MJP Associates Practising Company Secretaries	Cost Auditors Ashish Bhavsar & Associates Practising Cost Accountants
Company Secretary and Compliance Officer CS Purvi P Mehta		

Registered Office & Manufacturing Facility

Survey No. 86, Plot No.1 to 4,
 National Highway 8-B,
 Near Microwave Tower,
 Shapar (Veraval),
 Dist. Rajkot - 360024, Gujarat, India
 Phone: 02827-666000
 E-Mail: investorrelations@atulauto.co.in / info@atulauto.co.in
 Website: www.atulauto.co.in

Registrars & Share Transfer Agents

Sharex (Dynamic) India Pvt. Ltd.
 Unit No. 1, Luthra Ind. Premises,
 1st Floor, 44-E, M Vasanti Marg,
 Safed Pool, Andheri Kurla Road,
 Andheri (East), Mumbai - 400 072
 Phone: 022-2851 5606, 2851 5644
 E-Mail: info@sharexindia.com/sharexindia@vsnl.com
 Website: www.sharexindia.com

Bankers of the Company

IDBI Bank Ltd.

Stock Exchange

BSE Limited
 Script Code - 531795



Product Range



ATUL
Shakti
3-WHEELERS

ATUL //
smart



ATUL //
GEM

ATUL //
Gemini-Dz



Management Team



J J Chandra
Chairman &
Managing Director

M J Patel
Whole time Director

V K Kedia
Director

N J Chandra
Whole time Director

INDIVIDUALLY we are one **DROP,**



Adv. H J Lalakiya
Director

H H Adhvaryoo
Director

CA H J Bhatt
Director

CA S T Shah
Director



P Zachariah
Vice President
Sales & Marketing

A Padmanabhan
Mentor

J V Adhia
Vice President
Accounts & Finance

but **TOGETHER** we are an **OCEAN.**



Niraj Chandra
Whole time Director