



Annual Report 2014-15 >>>

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### ONE DIRECTION>

WE ARE GEARED FOR THE FUTURE WITH SMART GROWTH IN OUR SIGHT.

WE ARE CONSISTENTLY RAISING THE BAR AND SURPASSING OUR OWN TARGETS.

WE ARE SETTING NEW RECORDS
EVERYDAY, ENHANCING OUR PRESENCE
WITHIN THE INDUSTRY.

WE ARE CHALLENGING THE BOUNDARIES OF OUR OWN CAPABILITIES TO CREATE NEW OPPORTUNITIES.

WE ARE TREADING NEW MARKET FRONTIERS AND CREATING ECONOMIES OF SCALE IN OUR CAPABILITIES.

WE ARE SETTING GOALS THAT WILL MAKE US LEADERS AMONGST OUR PEERS.

WE ARE AIMING TO BE THE MASTERS OF VALUE CREATION, BY BEING MASTERS OF OUR SPACE.

#### **About Us**

WE ARE ONE OF INDIA'S FASTEST GROWING, PURE-PLAY 3-WHEELED COMMERCIAL VEHICLE MANUFACTURING COMPANY. WE ARE THE MAKERS OF "ATUL SHAKTI", "ATUL GEM", "ATUL SMART" AND "ATUL GEMINI" BRANDS OF 3-WHEELERS. WE HAVE AN INTEGRATED MANUFACTURING FACILITY AT SHAPAR IN THE RAJKOT DISTRICT OF GUJARAT, WITH AN INSTALLED PRODUCTION CAPACITY OF 48,000 VEHICLES PER ANNUM ON A SINGLE SHIFT BASIS.



We manufacture 3-wheelers in the "sub 1-tonne" category, targeting the passenger and cargo segment. In the passenger segment, we make the Diesel & CNG powered vehicle for carrying 3-6 passengers. Under the cargo segment, we manufacture vehicles with a rated carrying capacity of 0.5 tonne.

We are growing consistently, defying all market hurdles. Our market share is increasing constantly on account of a diversified product mix, improvement in capacity utilisation, rising penetration in semi-urban and rural areas and expanding geographical reach.

#### State-of-the-Art Facilities

- Manufacturing plant based at Rajkot in Gujarat with a capacity of 48,000 units per annum
- New manufacturing plant coming up at Ahmedabad with a capacity of 60,000 units per annum

#### **Increasing Proximity**

- Pan-India footprint with 200 Exclusive Dealers and 120 Sub-Dealers
- Extensive penetration with 17 Regional Offices and 3 Training Centres in 18 States and 200 Cities in India
- Exports to Bangladesh, Nigeria, Kenya, Egypt, Tanzania and other African nations

#### **Benchmarked Certifications**

• Quality management systems

### **Corporate Information**

#### **Board of Directors**

Jayantibhai J. Chandra

Chairman and Managing Director

Mahendrakumar J. Patel

Whole Time Director & CFO

Niraj J. Chandra

Whole Time Director

Vijay K. Kedia

Non-Executive Director

CA Hemantkumar J. Bhatt

Independent Director

CA Subodhchandra T. Shah

Independent Director (Upto May 9, 2015)

Hasmukh H. Adhvaryoo

Independent Director

Hakubhai J. Lalakiya

Independent Director

Dr. Margie S. Parikh

Independent Director

w.e.f. January 19, 2015

#### **Audit Committee**

CA Subodhchandra T. Shah, *Chairman*<sup>1</sup> CA Hemantkumar J. Bhatt, *Member/Chairman*<sup>2</sup> Hakubhai J. Lalakiya, *Member* 

Dr. Margie S. Parikh, Member<sup>3</sup>

## Nomination and Remuneration Committee

Hasmukh H. Adhvaryoo, *Chairman* CA Subodhchandra T. Shah, *Member*<sup>1</sup> Hakubhai J. Lalakiya, *Member* Dr. Margie S. Parikh, *Member*<sup>2</sup>

### Stakeholders Relationship Committee

Dr. Margie S. Parikh, *Chairperson*<sup>3</sup> CA Hemantkumar J. Bhatt, *Chairman/Member*<sup>2</sup> CA Subodhchandra. T. Shah, *Member*<sup>1</sup> Hasmukh H. Adhvaryoo, *Member* 

#### **CSR Committee**

Jayantibhai J. Chandra, *Chairman* Hakubhai J. Lalakiya, *Member* Hasmukh H. Adhvaryoo, *Member* 

#### **Statutory Auditors**

Maharishi & Co. Chartered Accountants

## Company Secretary and Compliance Officer

Paras J. Viramgama

## Registered Office & Manufacturing Facility

Survey No. 86, Plot No. 1-4 National Highway 8-B Near Microwave Tower

Shapar (Veraval)

Dist. Rajkot – 360 024, Gujarat, India.

Phone: 02827-666 000

E-Mail: investorrelations@atulauto.co.in/info@atulauto.co.in

Website: www.atulauto.co.in

## Registrars & Share Transfer Agent

Sharex Dynamic (India) Private Limited 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**

**IDBI Bank Limited** 

#### **Stock Exchange**

**BSE Limited** 

Script Code – 531795

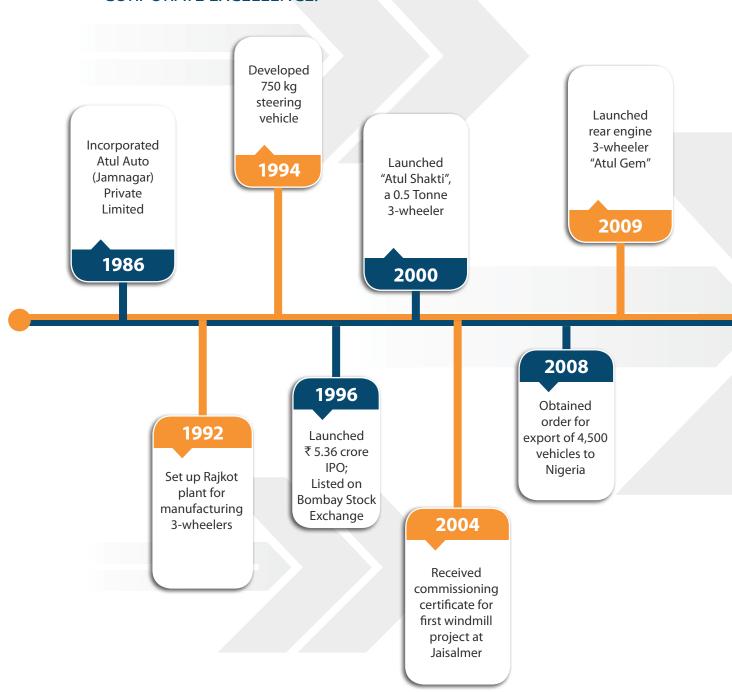
National Stock Exchange of India Limited Script Symbol – ATULAUTO

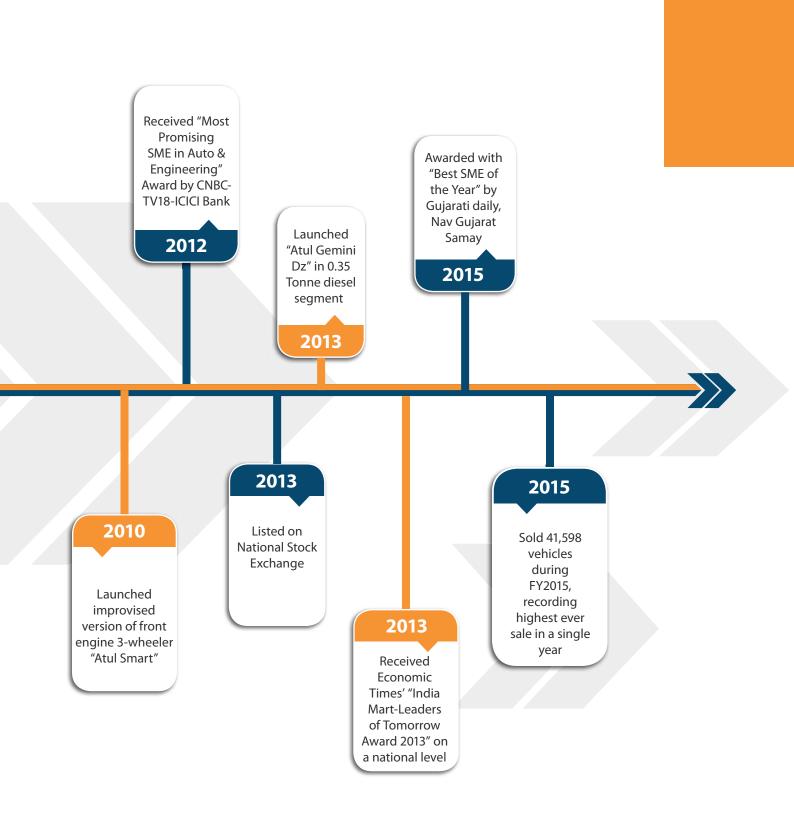
- 1. CA Subodhchandra T. Shah was holding respective positions in the Board Committees upto May 9, 2015.
- 2. Change in position of CA Hemantkumar J. Bhatt on reconstitution of Board Committees with effect after May 9, 2015.
- 3. Dr. Margie S. Parikh has been inducted to the Board Committees with effect after May 9, 2015.



### **How Our Story Unfolded**

CONSTANT EVOLUTION REPRESENTS THE KEY FUEL THAT HAS BEEN POWERING OUR ORGANISATION SINCE INCEPTION. WITH THIS, WE ARE BUILDING ON A STRONG MOMENTUM TO CONQUER UNEXPLORED FRONTIERS OF MARKET LEADERSHIP AND CORPORATE EXCELLENCE.







# **MISSION**

OUR MISSION IS TO FULFILL OUR CUSTOMERS' NEEDS AND ASPIRATIONS FOR MOBILITY AND SOLIDITY AND TO SET BENCHMARKS IN TECHNOLOGY, STYLE AND QUALITY.

We devote ourselves to cater to the common man's transportation needs by introducing environment-friendly vehicles, empowered by technological advances.



- Creating and sustaining powerful brands
- Delivering excellence through resource optimised manufacturing
- Ensuring customer and shareholder delight
- Creating and delivering value through seamless and efficient supply chain
- Creating enduring relationships with dealers, partners and suppliers
- Providing an engaging environment for employees



### **Our Product Portfolio**







Front Engine Delivery Van 500 kg Payload Capacity



Front Engine Passenger 3+1 500 kg Payload Capacity



Front Engine High Deck 500 kg Payload Capacity



Front Engine High Deck 500 kg Payload Capacity



Front Engine Passenger 6+1 500 kg Payload Capacity



Front Engine Delivery Van 500 kg Payload Capacity