



GEARED UP FOR GROWTH

ATUL AUTO LIMITED
ANNUAL REPORT 2016-17

www.atulauto.co.in



It's not enough what you have done, but what you keep doing that matters. Leaving behind a trail of success, milestones and landmarks that inspire the next generation of achievements.

GEARED UP FOR GROWTH

Since many years Atul has been a trailblazer in the 3Wheeler auto category. Over the last 7 years we have clocked consistently higher than average industry growth. This year we are reassessing our growth strategy in line with developments in auto industry, the move of economy and policy of the government. We are creating a stronger distribution network towards pan India presence and exploring our reach in foreign countries to become a truly global player. We are also creating a greater push towards the urban markets by introducing a new range of electric vehicles besides our Diesel, Petrol, LPG and CNG variants in addition to rural and semi urban markets.

As the years go by we are accelerating ahead with the same passion and perseverance to go bravely into a brighter future.



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AT A GLANCE



Packed with uncertainty and unprecedented surprises, this year brought its share of challenges and opportunities on the domestic as well as in the international fronts. But if the times were tough, we were tougher.

Though the Company has consistently outperformed the industry in the last seven years, FY2017 was the only year when the Company could not maintain its growth momentum. This was on account of slow GDP growth rate, panic over substantial NPA in banking system and the sheer scale and swiftness with which the Indian Government demonetized almost 86% of the currency notes in circulation.

Despite of such unfavorable circumstances, the Company has recorded the Profit After Tax of Rs.37.30 Cr. The Company also made a notable progress in international market by exporting 2288 vehicles in FY17, a big leap from 1532 vehicles last year.

More than the volume growth, the appealing factor is acceptance of newly introduced gasoline 3Wheelers in overseas market.

The company has also developed a 3Wheeler run by electric energy. With these e-vehicles, the Company feels proud to present itself as the only recognized player in the 3Wheeler industry in India having complete range of 3Wheelers whether it is Passenger or Goods Carrier or Customized; Diesel, Petrol, CNG, LPG or Electric fueled; 0.35 tons or 0.50 tons capacity; Fitted with Rear Engine or Front Engine.



Even with the challenges of the year, the Company achieved BS IV compliant manufacturing set up, upgraded the products in the niche market, launched electric vehicles, emerged as the only player with complete range of 3Wheeler products in the basket and had strong tax compliance system ready to move with GST regime.

38795 vehicles

Total sales during
the year decreased from
43893 to 38795 units

5037 vehicles

No. of vehicles sold in
October 2016,
Highest ever monthly sales

No.1 position

Continued to maintain
No. 1 position in
3-Wheeler segment
addressable market in Gujarat

INR 1024.64 Cr

market cap
Market Capitalization as on March 31, 2017

320 Touch-points

Total 320 Touch-points Pan-India
(200 Primary Dealers and 120 Sub-Dealers)

E-Rickshaw launched

Launched electric three wheeler
towards objective of green India

64.97% utilization

Production Capacity utilized in FY17



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OUR VISION

Our vision is to contribute towards making the common people self-reliant, with our state-of-the-art technology, products and services. We strive to contribute in the eradication of poverty by making the common people self-dependent with our state-of-the-art technology, products and services.

OUR 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.



OUR DIVERSIFIED PORTFOLIO OF PRODUCTS



FRONT ENGINE
PASSENGER 6+1



FRONT ENGINE
HIGH DECK
500 KG PAYLOAD CAPACITY



FRONT ENGINE
DELIVERY VAN
500 KG PAYLOAD CAPACITY



FRONT ENGINE
PASSENGER 3+1



FRONT ENGINE
HIGH DECK
500 KG PAYLOAD CAPACITY



FRONT ENGINE
DELIVERY VAN
500 KG PAYLOAD CAPACITY



ATUL //
GEM
Premium

REAR ENGINE
PASSENGER 3+1



REAR ENGINE
HIGH DECK
500 KG PAYLOAD CAPACITY



REAR ENGINE
CARGO
500 KG PAYLOAD CAPACITY



ATUL //
Gemini

REAR ENGINE
PASSENGER 3+1
PETROL



REAR ENGINE
PASSENGER 3+1
CNG



REAR ENGINE
PASSENGER 3+1
DIESEL



ATUL //
Elite
e-Rickshaw

ATUL ELITE
PASSENGER 4+1
MOTOR POWER 850/1000 W



ATUL ELITE
CARGO
MOTOR POWER 850/1000 W
350 KG PAYLOAD CAPACITY



ATUL ELITE
DELIVERY VAN
MOTOR POWER 850/1000 W
350 KG PAYLOAD CAPACITY



OUR PRESENCE



INDIA PRESENCE



Within India, we are creating a stronger distribution network towards pan India presence. We are also creating a greater push towards the urban markets of our country with the product range of Diesel, Petrol, LPG, CNG and E-Rickshaw variants in addition to rural and semi urban markets.