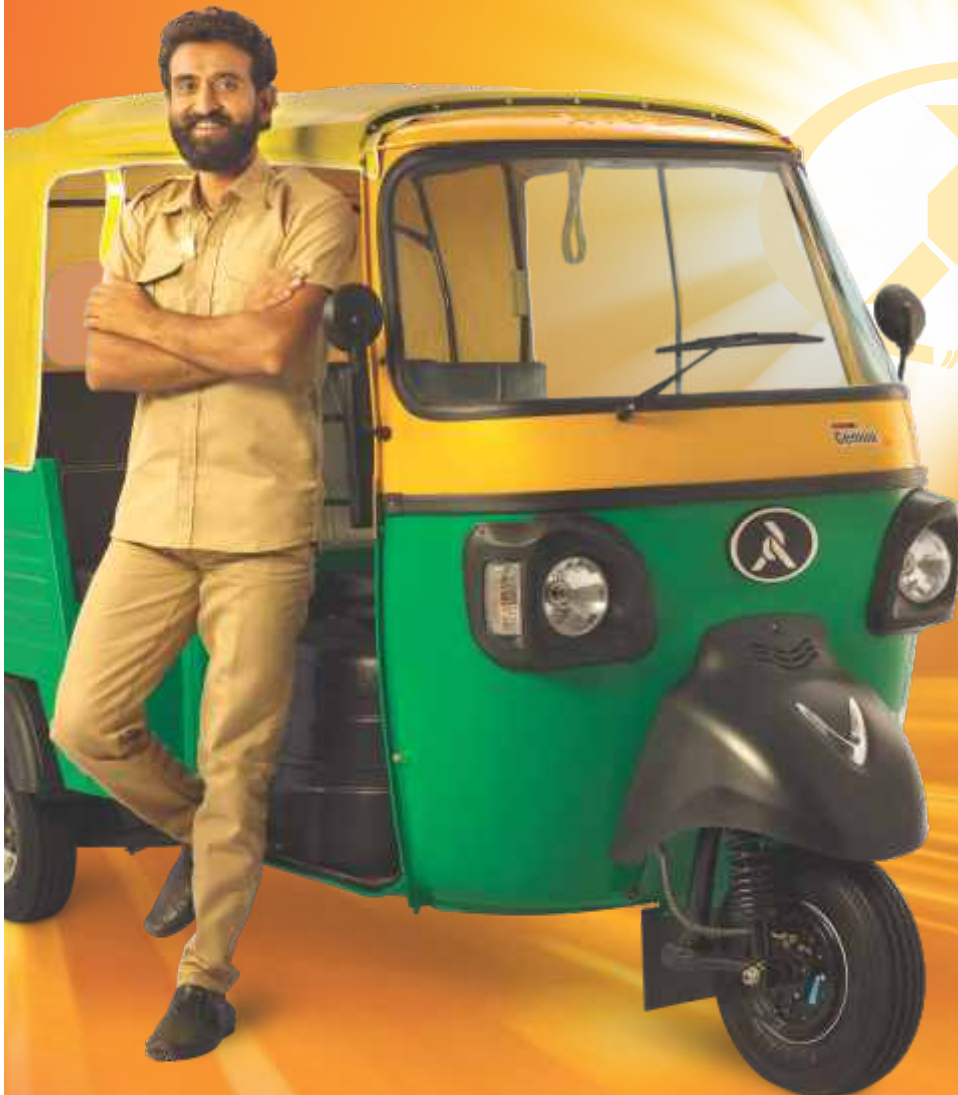




# Naye Bharat ka Humsafar

ATUL AUTO LIMITED

ANNUAL REPORT 2017-18



[www.atulauto.co.in](http://www.atulauto.co.in)







A wide-angle photograph of an ATUL manufacturing plant. In the foreground, two male workers in grey uniforms are focused on assembling a vehicle chassis. The worker on the left is using a tool on a component, while the one on the right is holding a part. They are standing on a green-painted floor. In the background, other workers are visible at different stations along the production line. The factory is large with high ceilings, yellow overhead cranes, and large windows letting in natural light. The overall atmosphere is one of busy industrial production.

# Naye Bharat ka Humsafar

Sometimes it's unbelievable what dreams can achieve. When belief fuels our aspirations we can accelerate leaving behind a trail of success, milestones and landmarks that inspire the next generation of achievements.

Since the first one rolled out in 1980s; huge number of ATUL vehicles ply on Global roads today. This year we are accelerating on a path that is leading ATUL towards new horizons of growth and expansion. Our winning product portfolio across all fuel variants namely Petrol, Diesel, LPG, CNG and Electric Vehicles are providing a great push to the dreams of New India. Atul is going full steam ahead to expand and explore newer growth horizons.

We are intensifying our efforts to create a promising tomorrow by catalysing innovation, technology and forging strong business relationships with our dealer network. Today, we are more than a Pan-India company; we are setting global benchmarks in over 17 countries.

With a unified vision to become – 'Naye Bharat Ka Humsafar' – we at ATUL are powering ahead into the future of New India's growth story.



# No.1 position

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





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**42,660**  
Vehicles Produced  
during FY 2017-18



## at a glance

Leaders achieve greatness, because they persist on the path to success, no matter how tough the odds. Emerging from the challenging business environment of last year, we have realigned our growth journey this year, ascending to new levels of achievement, inspiration and impact.

Inspite of the challenging business environment and structural reforms, your Company delivered strong double digit growth performance as committed during this financial year. Our various initiatives have made us more agile, customer centric and responsive to the diverse and rapidly evolving marketplace. Leaving behind negative impact of previous fiscal in the FY 2017-18 we have attained both topline growth and margin improvement.

In the year under review, our business turnover on comparable basis, grew by 16.73 % driven by volume growth of 10.18 % (42744 vehicles in FY 18 against 38795 vehicles in FY 17). And despite the uphill circumstances, profit after tax grew by 24.67% to Rs.46.19 crores and a strong track record of cash generation was also sustained.

The Company also made a sizeable progress in international market with an increase of export sales from 2288 vehicles to 3411. We foresee that efforts seeded are in the right direction and it as an important contribution for the future growth of the Company

As a forward looking company we are planning for the future today and continue to differentiate ourselves from others with our strong R&D tradition and foundations. With strong R&D support, the company has upgraded its manufacturing set up and made the required strategic tie-ups to firmly move towards transforming the product compliance with BS VI norms. The introduction of Green 3Wheeler last year was the beginning of a new era for the industry as well as for us. We have accelerated to innovate and invest behind these emerging categories with excellent results and believe that the electric vehicles are the future of automobile sector.

During FY 2018, the Company could enter in newer locations like Ecuador, Guatemala, Ethiopia, Iraq, Somalia, Afghanistan etc. with increasing its sales in existing markets like Nigeria, Mexico, Bangladesh, Kenya, Honduras, Peru etc.

₹ 968.13 Cr

Market Capitalization

as on 31.03.2018

## 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.





# 42,744

## Vehicles Sold

Total sales increased from  
38,795 to 42,744 units



## 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