



FAST 
FORWARD

ATUL AUTO LIMITED
ANNUAL REPORT 2018-19

www.atulauto.co.in





When you keep forging ahead with the same commitment and drive, success becomes a habit. Thus leaving behind a trail of successes, milestones and landmarks that inspire the next generation of achievements. At Atul, we are fast forwarding to such a future every day.

As India accelerates towards new horizons, Atul is moving on a path that will lead us and the country towards new avenues of growth and expansion. Through innovation, ingenuity and insight, we are going full steam ahead towards our mission.

Even as global conditions remain challenging, for us it is an opportunity to shift to higher gear. By creating new thinking in new markets and introducing a new range of electric vehicles besides our Diesel, Petrol, LPG and CNG variants, we are constantly meeting new challenges head on.

That is what makes us ready for the new age.

The future is full of opportunities, and Atul is taking the road to greater exploration. We are accelerating ahead with the same passion and perseverance to go bravely into a brighter future.



NO. 1 **POSITION**

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



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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.

In spite 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. Accelerating the growth momentum of previous fiscal 2017-18, we have attained both topline growth and margin improvement.

In the year under review, our business turnover on comparable basis, grew by 19.97% driven by volume growth of 17.09% (50,049 vehicles in FY 2019 against 42,744 vehicles in FY 2018). And despite the uphill circumstances, profit after tax grew by 15% to Rs. 53.12 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 3,411 vehicles to 5,536. 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 2019, the Company could enter in newer locations like Ethiopia, Cambodia, Myanmar, Bolivia, Somalia etc. with increasing its sales in existing markets like Nepal, Ecuador, Mexico, Iraq etc.

**50,153
VEHICLES
MANUFACTURED**

during 2018-19



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.



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.



₹745.96 Cr
MARKET
CAPITALIZATION
as on March 31, 2019

OUR DIVERSIFIED PORTFOLIO OF **PRODUCTS**



PASSENGER 6+1



HIGH DECK



DELIVERY VAN



PASSENGER 3+1



HIGH DECK



CARGO