



Expertise In Design,  
Engineering & Aluminium Casting

# CASTING THE FUTURE

**ALICON CASTALLOY LIMITED**  
*(Formerly Known as Enkei Castalloy Limited)*

ISO/TS 16949 COMPANY

/ 21st ANNUAL REPORT / 2010 / 2011





# CONTENT

HIGH LIGHTS	04
CORPORATE INFORMATION	06
MESSAGES FROM MD	08
NATIONWIDE NETWORK & GLOBAL PRESENCE	10
PRODUCT PROFILE-INDIA & EUROPE	12
OVERVIEW OF CAPABILITIES	14
NOTICE AND NOTES	16
DIRECTOR'S REPORT	18
CORPORATE GOVERNANCE REPORT	28
AUDITOR'S REPORT	34
FINANCIAL - STANDALONE	38
FINANCIAL - CONSOLIDATED	62
PROXY FORM	78



# CASTING THE FUTURE /



The alicon group is having expertise into the Designing, Validation, Engineering, Casting and Machining, Assembly of Aluminium Components along with its European global foot prints in Austria & Slovakia.

Today we are one of the largest integrated aluminium casting manufacturing group in India offering end to end solutions across the entire value chain and delivers best-in-class Gravity & Low Pressure casting experience to its customers at the most optimal costs.

The state of the art group facilities ensures world class manufacturing standards & qualitative deliverable through TS 16949, ISO 14001 & OHSAS 18000.

It has been our endeavor to constantly add new products in its product line, with the objective of emerging as a single-service

interface for multiple customer needs.

The group consortium is working closely through the principles of QCDDMSE (Quality, Cost, Delivery, Development, Management, Safety and Environment) to serve its customers better in every aspect of a customer-supplier relationship.

With a broad portfolio of manufacturing capabilities, Alicon is well positioned to produce a large variety of high-quality products for the automotive industry and others as well. Its product portfolio is designed to help & extend its reach to new customers across new boundaries to build and nurture the existing ones together with the new relationships.

## **The alicon group is having expertise into the Designing, Validation, Engineering, Casting & Machining, Assembly of Aluminium Components.**

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ONE OF THE LARGEST INTEGRATED ALUMINIUM CASTING MANUFACTURING GROUP IN INDIA

# CORPORATE / INFORMATION





#### board of directors

**MR. S. RAI,**  
MANAGING DIRECTOR

**MR. JUNICHI SUZUKI**

**MR. ASIS RAY**

**MR. A. D. HAROLIKAR**

**MR. OSAMU OHASHI**

**MR. VINAY PANJABI**

#### registered office & works

##### REGISTERED OFFICE & WORKS

Gat No. 1426,  
Village Shikrapur, Taluka Shirur,  
District Pune 412 208  
Maharashtra. INDIA  
T: +91 2137 677100  
F: +91 2137 677130  
Email: [marketing@alicongroup.co.in](mailto:marketing@alicongroup.co.in)

##### WORKS

57 -58 km. Mile Stone, Delhi Jaipur,  
NH 8, Industrial Area, Village Binola,  
Haryana INDIA

#### auditors

M/s. Asit Mehta & Associates

#### bankers

Bank of Maharashtra,  
IFB Branch, Pune

ING Vysya Bank Ltd.,  
F. C. Road, Pune

State Bank of India,  
IFB Branch, Pune

Axis Bank Ltd.,  
J. M. Road, Pune

#### share transfer agent

M/s. Universal Capital Securities Pvt. Ltd.  
(Formally Known as:  
Mondkar Computers Pvt. Limited)  
21 Shakil Niwas, Opp Sai Baba Temple,  
Mahakali Caves Road, Andheri (E),  
Mumbai – 400093

# MESSAGE FROM MD



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**We have successfully integrated our European facilities Illichmann Castalloy–GmbH, Austria and Illichmann Castalloy-s.r.o, Slovakia and are already seeing the benefits of their design capabilities while designing new products for Aicon Castalloy.**

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This was the second year of operations for your company post demerger of the foundry and wheels business. Both the businesses have effectively demerged and are operating as Alicon Castalloy Ltd and Enkei Wheels India Ltd respectively. With this demerger it is our endeavour to be able to serve our customers requirements more effectively and create more value for our shareholders.

The year gone by was good for the company with sales growth of 22%. Operating profits were flat and profit before tax grew by 13%. These numbers do not do justice to the true performance of your company as there were major changes in the product mix. We have developed 112 new parts which shall add significantly to your company's business going forward. The determination with which your management team and employees have developed new products and garnered new business will ensure sustainable growth in profitability going forward.

A major part of your company's revenue comes from the automotive sector. The growth prospects of this business are excellent and your company has an enviable leadership position in most of its products. While retaining our focus on this segment we felt that there was a need to reduce our dependence on the cyclical nature of the automobile industry. I believe that your company is now at an inflection point as far as this objective is concerned. Going forward we shall see a rise in share of our non automotive business commencing in the current year.

We have successfully integrated our European facilities Illichmann Castalloy-GmbH, Austria and Illichmann Castalloy-s.r.o, Slovakia and are already seeing the benefits of their design capabilities while designing new products for Alicon Castalloy. We are also looking to build on their decades old relationships with leading European OEM's. We now look forward to reap the fruits of this acquisition going forward.

Our focus is on building long term relationships with customers at a global level. We are committed to offer excellent casting expertise through constant innovation in our products, processes and services to create a sustainable, safe and green and energy efficient environment.

Being in service to all major OEM's domestically and globally through automotive and non-auto sector, we are committed to stand by our customers and shareholders for aggressive expansion goals and sustained growth.

Today we are entering into an exciting phase of scaling up our business activities in both domestic and international markets. We therefore stand committed to introduce and offer new products and services all across our valued customer chain, utilizing the best technology and infrastructure. I am confident of the management team at alicon group and its ability and commitment to implement this new phase of growth. The current year has started on a positive note and we expect to build on the large number of products that are in the pipeline.

Before I conclude, I would like to take this opportunity to thank all our stakeholders – shareholders, customers, business partners and bankers – for being with us all throughout our journey of success.

Thank You

**Shailendrajit Rai**

# A LINEAGE OF VALUE

## vision

BECOME THE GLOBALLY PREFERRED  
SUPPLIER FOR LIGHT ALLOY CASTING  
SOLUTIONS

## mission

ENSURE TOTAL CUSTOMER SATISFACTION

GROW THE EMPLOYEES, ASSOCIATES  
AND SUPPLIERS.

INCREASE SHAREHOLDER VALUE

## values

QUALITY, INTEGRITY AND RESPECT

ENCOURAGE ENTREPRENEURSHIP,  
OWNERSHIP AND ACCOUNTABILITY

COMMITMENT TO THE ENVIRONMENT  
AND COMMUNITY

## alicon DNA

We encourage decisive leaders at all levels.  
Leaders nurture employees and always keep their interests in mind.  
We empower people and maintain a positive environment.  
We believe in performing with integrity.  
We greet everyone with a smile and in high spirit.  
We aim at working using the Alicon vector.  
We insist on practicing LDD.  
We believe in continuous improvement and benchmarking.  
We aim at delighting our customers with innovation.  
We have a flexible attitude to adapt to shifts in the market.  
We create visions and set high targets for ourselves.  
We use the DIS-BEP to establish lucrative goals and practices.  
We believe in creating an organic environment for the society.  
We use the 5S methodology.  
We uphold agility to discipline in our work.  
We advocate ownership and accountability.  
We encourage perseverance in case of failure.  
We stay true to our purpose.