

ONE DIRECTION»



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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*¹
CA Hemantkumar J. Bhatt, *Member/Chairman*²
Hakubhai J. Lalakiya, *Member*
Dr. Margie S. Parikh, *Member*³

Nomination and Remuneration Committee

Hasmukh H. Adhvaryoo, *Chairman*
CA Subodhchandra T. Shah, *Member*¹
Hakubhai J. Lalakiya, *Member*
Dr. Margie S. Parikh, *Member*³

Stakeholders Relationship Committee

Dr. Margie S. Parikh, *Chairperson*³
CA Hemantkumar J. Bhatt, *Chairman/Member*²
CA Subodhchandra T. Shah, *Member*¹
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

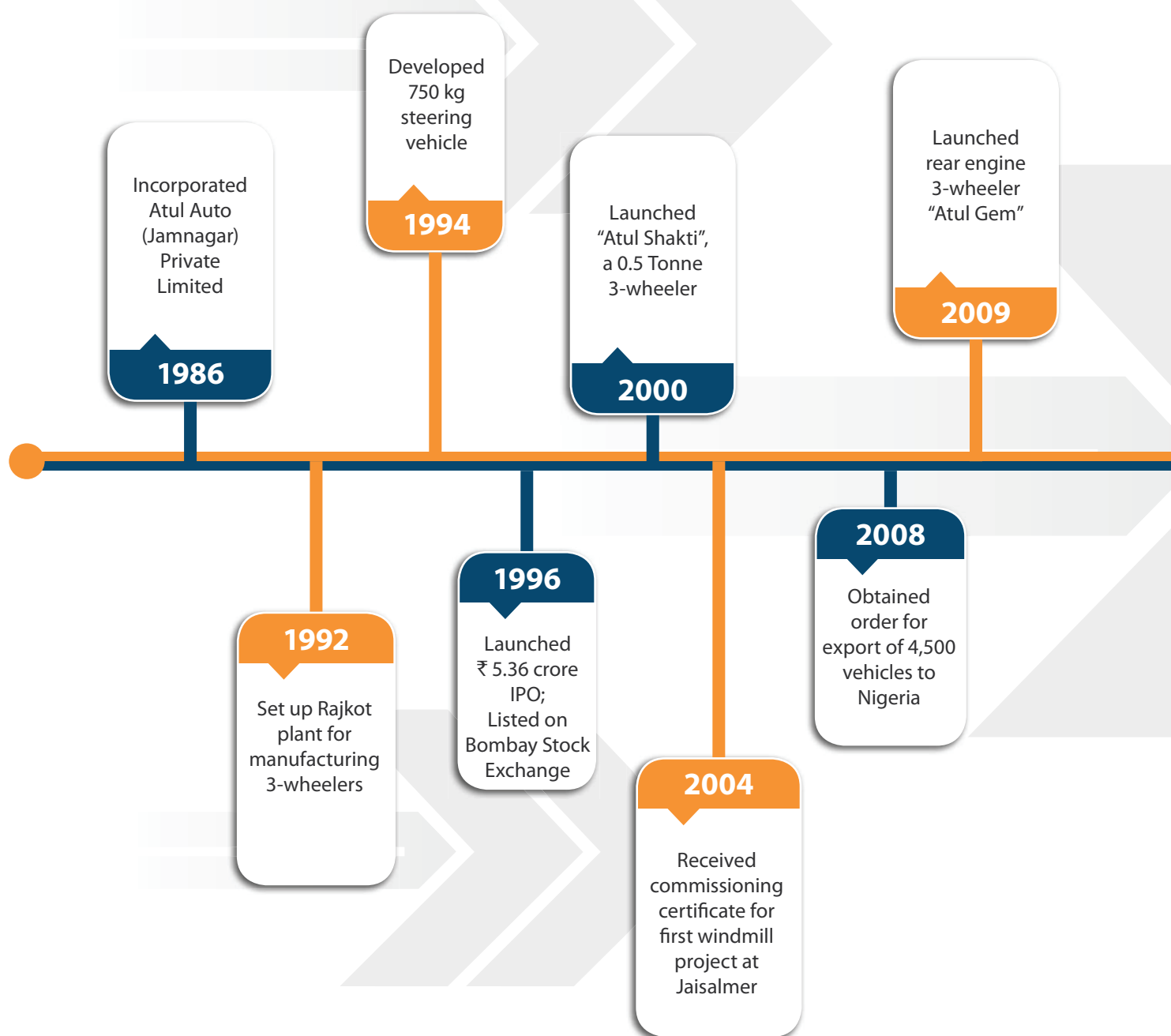
National Stock Exchange of India Limited
Script Symbol – ATULAUTO

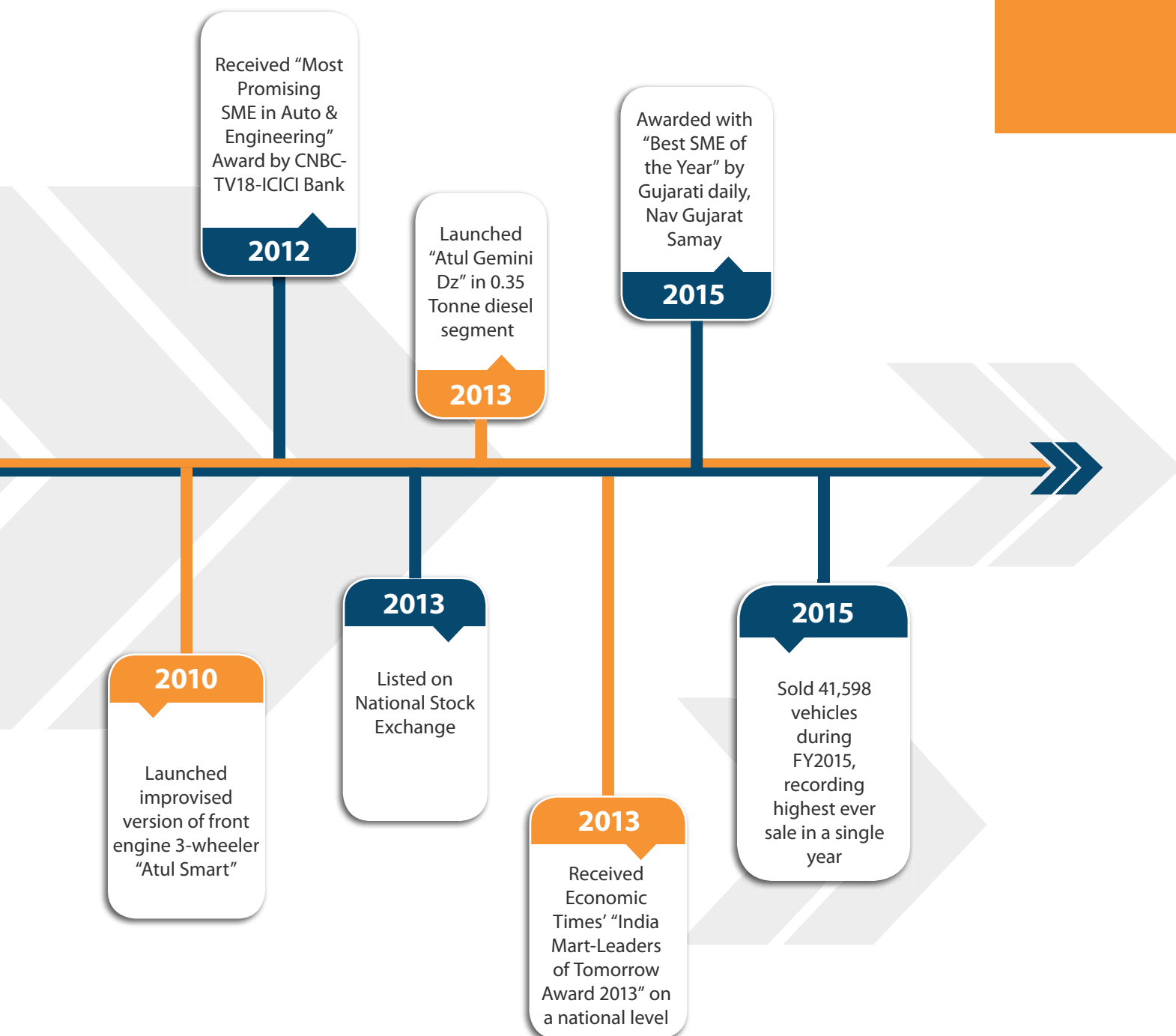
1. CA Subodhchandra T. Shah was holding respective positions in the Board Committees upto May 9, 2015.
2. Change in position of CA Hemantkumar J. Bhatt on reconstitution of Board Committees with effect after May 9, 2015.
3. Dr. Margie S. Parikh has been inducted to the Board Committees with effect after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





The World of Atul Auto

VISION

THE STORY OF ATUL AUTO BEGAN WITH A SIMPLE VISION – THAT OF AN EMPOWERED INDIA. WE ARE COMMITTED TO PROVIDE WORLD-CLASS MOBILITY SOLUTIONS TO RURAL AND SEMI-URBAN AREAS, WITH A RENEWED FOCUS ON EXPANDING OUR FOOTPRINT.

Our vision is to contribute towards making the common people self-reliant, with our state-of-the-art technology, products and services.

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.

WE BELIEVE IN

- 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