



Excellence in Lighting

AUTOPAL INDUSTRIES LIMITED



**ANNUAL REPORT
2015-16**



30th ANNUAL REPORT 2015-16 AUTOPAL INDUSTRIES LIMITED

E-195(A) RIICO Industrial Area, Mansarovar, Jaipur-302020

Website: www.autopal.org, Email: info@autopal.net.in

CIN No. L31501RJ1985PLC003427

Board of Director	Designation	DIN
Mr. Dharam Pal Gupta	Executive & Promoter	00058225
Mr. Anup Gupta	Executive & Promoter	01132624
Mrs. Anubha Gupta	Executive & Promoter	02190808
Mr. Abhishek Gupta	Executive & Promoter	02691807
Mr. Shailendra Kumar	Non Executive Independent Director	03555968
Mrs. Bela Bhandari	Non Executive Independent Woman Director	07574397
Mr. R.L Rawat	Non Executive Independent Director	01786923
Mr. Kunal Manchanda	Non Executive Independent Director	07198689

Investor's Service Cell

Mr. Abhishek Swami (Company Secretary cum Compliance Officer).

(M) 09314839976, E-mail: secretarial@autopal.net.in

AUDITORS

M/S RAJVANSHI & ASSOCIATES
CHARTERED ACCOUNTANTS
H-15, CHITRANJAN MARG, C-SCHEME, JAIPUR
E-MAIL: vikasrajvanshi.jaipur@gmail.com

CORPORATE ADVISOR

MAHENDRA KHANDLWAL & COMPANY
COMPANY SECRETARIES
202, PRISM TOWER, OPP. OLD LAL KOTHI,
SABJI MANDI MAIN GATE, TONK ROAD, JAIPUR
(O) 0141-4112199 (M) 9828046652
E-MAIL:-mahendra927@gmail.com

REGISTRAR & SHARE TRANSFER AGENT

Beetal Financial & Computer Services (P) Ltd.
Beetal House, 3rd Floor, 99 Madangir,
Behind Local Shopping Centre, New Delhi
Ph: 011-29961281, 83; Fax: 011-29961284
E-mail:beetal@beetalfinancial.com
Website: www.beetalfinancial.com

REGISTERED OFFICE & WORKS

E-195(A), RIICO INDUSTRIAL AREA, MANSAROVAR,
JAIPUR-302020(RAJASTHAN) 0141-4232913
EMAIL:-info@autopal.net.in

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"The Great Autopal Dream"

The Autopal group is driven by dynamism and empowered by dedicated performance. We believe in offering energy efficient and environment friendly products. The way to this and the future is indeed LED. We have inculcated in house production capabilities for the entire range of LED products. This is backed by strategic marketing initiatives and a strong trade channel. Our team has introduced many new LED products and is in the process of introducing more products which are empowered by cutting-edge technology and pioneering innovations. Autopal is synonymous with LED Lights today and among the most trusted brands across millions of households.

"ABOUT AUTOPAL GROUP"

AUTOPAL GROUP, an enterprise with excellence and pioneer-ship in many engineering and lighting products. Embedded with many international acclaimed quality & product certification, the company has established world-wide marketing network with agents, distributors and customers across the globe. **Autopal is the first company to manufacture the CFL technology in India.** It has continued to shape up the group by breaking new grounds of innovations & pioneering critical developments in automotive & lighting industry. The group extends its State-of-Art technology, Avant-garde design in consumer durable goods like CFL, MHL and a series of Ceiling Fans too. Autopal introduced wide range of products of Energy Saving Lamps, CFL, MHL, Down lighters, LED Series & Tube lights.

www.autopal.net.in

AUTOPAL HISTORY

HISTORY

- ▶ Autopal Industries Limited was formed in 1985 and the first commercial production cameout in 1992. The company went public in 1994 and has a shareholding base of 16000 people.
- ▶ In 1992 Autopal pioneered in CFL manufacturing with Korean Technology [(the first capsule manufacturing plant in india, imported from Korea)].
- ▶ Autopal also manufactured many state of art products of the time like Compact Magnetic Ballast (1994), Electronic Choke (1994), Electronic Ballast (1994), Electronic Transformers(1995), MHL(1999), Domestic Light Fittings(since 1992), Halogen 'J' Type (1992), MR16 (1992), H3(1992) etc in india first time with in house production facilities.
- ▶ The in-house quality lab was Govt recognized lab and was among first Indian luminaries and domestic lighting companies to get ISO9002 and ISO9001.
- ▶ The company has got many patented products in its kitty, Autopal has exported components and finished products to several companies across the world including prestigious clients like 'IKEA' & 'TRNG lamp'.

INDOOR LIGHTING

OUTDOOR LIGHTING

COMMERCIAL LIGHTING

AREA LIGHTING

SPOT LIGHTING

FOCUS LIGHTING



Lighting that become your soul

MANUFACTURING UNIT

INFRASTRUCTURE

- ▶ Land : A sprawling area of 5600 yard's of the central location of the city Jaipur, The address is 5 minutes drive from International Jaipur airport.
- ▶ Building: The company has constructed area of 60000 Sq Feet, distributed on ground floor, First Floor and Basement. The building has been fully renovated and has enough space of future expansion and growth. Along with the Sanitation Lines, Air Lines, Water Lines, Electricity line required for any industry has been properly laid.
- ▶ Electricity: The company has installed electricity connection of 320 KVA with 125KVA power generator back up.
- ▶ Plant & Machinery: The company has investment in plant and machinery of 10cr. and recently there is investment of 4-60 cr on capital expenditure for upgrading, production lines and Quality assurance Facilities. Further there is plan of 10.00 cr expenditure for establishing 'world class manufacturing facilities and system' for LED light production in the company by next fiscal year. The list of important Plant & machinery is mentioned in next page.
- ▶ Manpower: The company has staff of 150 skilled professionals. There are 20 engineers in D&D specialising in Electronics, Chemical, Electrical, Optics and Mechanical field. There are around 7 people in vendor development, 15 in QC (IQC, PQC, FQC, Lab etc).

AUTOPAL INDUSTRIES LIMITED MANSAROVAR

Manufacturer & Exporter of
LED lights, CFL, Metal Halide Lamp



“BRAND MERITO- PROFESSIONALS LED LIGHTING”

AUTOPAL- MERITO “Professional in LED”- A strategic step, to the solemn pronounced by the founder of Autopal group towards next generation lighting & energy saving. A small contribution into the revolution of the enigmatic light energy, leading to the evolution of the next generation LED lighting technology.

Being dynamic, innovative and multi phased, LED lighting technology involving in all sphere of the engineering from electronic, mechanical, chemical to metallurgy. It involved an embedded team of 50 professionals in R&D, D&D, quality control, from different engineering streams synergized to form a cutting edge, innovative brand in LED Lighting- MERITO.

Initiated by Autopal group, a trusted brand in lighting products, with billions of delighted customers worldwide, a brand which is established for a period of more than 40 years in the field of lighting & pioneering in many next gen lighting in India.

The products are manufactured at the world class production facilities with modern state-of- art, quality lab, confers to the International standards (IEC 605950, IEC 61000-3-2), International Safety Standards (IEC 61000-3-4, 4-5 SELV, etc.), All the products are CE, ROHS compliant.

The focus is to engrave the LED products pervasively, with the advanced and varied product range worldwide. The technological edge has been derived out from the management of the key parameters excellent ergonomics on thermal management. Selection of LED package for best optical performance vis economical at the same time. Uniformity in light CCT, usage of 2/3 Mcadambinning, Avant-grade design. Drivers confer to IEC standards, specially designed to suit the Indian fluctuating voltage conditions.

PRESENT



► Manufacturing Capacity

LED Panels & Downlighters	1,00,000
LED Spot light	1,00,000
LED Bulb	2,00,000
LED Tube lite	50,000
LED Strip lite	1,000,000 <i>market</i>
2'x2' Flood lite	5,000

- An ISO 9001:2008, ISO 14001:2004 EMS, ISO 18001:2007 OHSAS Certified Company
- 1st in India to manufacture slim panel with in house Design & Development capabilities.
- In house designing of highly uniform LGP (Light Guide Plate).
- Largest range of in house manufactured products in India for led lights.
- Excellent D&D team of engineers in all sphere of engineering, mechanical, optics & electronics.
- State-of-art assembling facility.
- Supplying components and finished products to many big OEM and brands.
- CE & ROHS certified products.
- Quality lab with latest equipments and facilities.


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Why? Autopal



- Avani-garde design by experts of industry
- 45 years of lighting experience
- World class product developed by team of experienced engineers
- State-of-art production facilities, R&D and QC Lab.
- Product conforming to IEC 60598, IEC 61347-1-2, JES 22-A108
- Multiple protections for drivers OVP, OCP, SCP, OTP.
- 3 Mcodam Binning for LED CCT, Uniformity in light color.
- Intelligent thermal management-Maximum output, light weight, long life.
- Special OVP/ Surge protection & voltage fluctuation designed for indian condition.
- Comply with international Safety Standards:
 - UL 8750, EN 60590, UL1310, EN 55015, EN 61000-3-2,
 - EN 61000-3-3, 4-4, 4-5, ROHS, SELV, LP.
- Data (Life, Lumen etc) based on actual results(LM-79 test report)
- Billions of delighted customers

Our Vision:-

To be most admired by our customers, employees, business partners and shareholders for the experience and value they enjoy being with us.

Our Values:-

- Inclusion.
- Integrity.
- Accountability.
- Customer.
- Innovation.
- Concern for the Environment.
- Agility.

Our Culture:-

- Customer & Product Focus.
- Excellence.
- Quality lighting.
- Workplace ethics.

Our Mission:-

Our mission is to be passionate in anticipating and providing the best products and experiences that excite our customers globally.

Value Creation:-

To increase profitability from current operations

To achieve strategic growth through continuous improvement and capacity expansion.

To be responsible for new products development.

To enhance Research, Development and Innovation.

To have proactive role in global LED market.

To achieve synergies across all business units.

To achieve excellence in the area of LED.

To expand and enhance business operations

"CHAIRMAN PROFILE"

The group's phenomenal success and recognition over the years in the lighting industry has been due to Mr. Dharam Pal Gupta's mantra of "growth through quality, innovation and market consolidation". He always believed in Hardwork with smart technology and synergy of workforce. His focus on research and development has enabled the group to develop products for consumers that offer great value for money. His constant emphasis on promoting energy conservation and environmental preservation coupled with his philanthropic service to the economically weaker section of the society is his way of giving back in return to the society that has helped this organization realize its true potential.

Shri Dharam Pal Gupta, aged 79 years, is one of the promoters of the company having vast and rich experience of 40 years. During his studies only, he started showing keen interest in his ancestral business of Oil Mills, Mechanized Farming, and Foundry etc. At the age of 19, he started own industry of sheet metals. In 1964 he developed for the first time in India, Automobile Head Lamps and Sealed Beams and a year after Tractor Lighting Kit for M/s Massy Ferguson. In 1968 he started M/s Rajasthan Implements and development Tractor Driven Implements for Ferguson Tractor.

In 1989, Developed Halogen Bulbs first time in India. His achievement to develop lamps with Free Form Technology for the first time in India by his own R&D awarded him the prestigious ACMA Technology Award. He has earned 25 awards in total out of which 8 awards are under his individual capacity. Under his able guidance and vision, company established its Marketing Network all over India under Trade Mark "AUTOPAL". He developed many programmes for QCDD (which he learn from the UK), 'D' PPM at shop floor level to reduce cost etc. He predicted 20 year ago that **"CHINA WILL BE THE BIGGEST THREAT FOR INDIA"** and to overcome China, he designed the **"FIVE FINGER STRATEGY"** which still exists as a strong guideline for the company and it is being appreciated by International Scholars too.

For serving the society, Mr. Gupta has also shown very keen interest in promoting and propagating YOGA for a disease-free nation. After a lot of research work along with three doctors, he has introduced a document "Eat Water & Drink Food, You will never get ill". By following the same, anybody can live for a long life.

"Managing Director Profile"

Mr. Anup Gupta, holding the position of Managing Director has done his Bachelor's of Science in Computer Application, PG Diploma in Business Management (MBA) from reputed institute and is one of the promoters of the Company. He has immense knowledge and experience of over 16 years especially in the areas of Product Development, R&D, Marketing, Finance & Administration of general lighting sector. He has also participated in a number of Trade fairs and visited all major markets world over. He has developed LED products for high energy saving, high tech product Compact Fluorescent Lamps & also provided a vast range of domestic & Commercial lighting products like T5, T8 fittings, Electronic Chokes, CFL Luminaries etc.

HIS MESSAGE AND BELIEF:-

We believe endurance gives us strength and enhance our ability to perform well in adverse situations. Creating opportunities is not myth rather it's a foundation towards building a bright future by breaking the obstacles and utilizing the resources be it human, physical or natural in the best interest of the company, industry, environment and society as a whole.

We introduced CFL manufacturing in the country and ensured compliance with prescribed standards of quality and performance in the industry. Autopal is an established name when it comes to better products with energy efficient LED Lights, we are further expanding our operations in manufacturing and distribution of LED lights, LED panels and various other incidental and ancillary products.

MANAGEMENT'S DISCUSSIONS AND ANALYSIS

Management discussion and analysis (MDA) is an unaudited and informal description of an annual report in which the management discusses:-

- * Its Financial Performance,
- * Past Results,
- * Future Plans and Strategies,
- * Other Relevant Information, etc.

According to present scenario across the world, it can be observed that the lighting industry is growing constantly. The industry itself is too dynamic and innovative. Lighting industry has always succeeded in fulfilling the demand and expectation of all its customers by providing new products frequently; viz. CFLs, LEDs, Halogen

Lamps, decorative and fancy lights and many more.

Autopal Industries limited is the one of the major manufacturers in India in the Lighting sector. We have always succeeded in satisfying our customers' needs. We are the one who launched CFLs in India for the very first time. We have always prioritised quality and efficiency in our products. At Autopal, strategies are formulated keeping in mind the following aspects:-

- * Concern about environment,
- * Efficiency of the product.
- * Need of Customers.
- * Innovation.

INDUSTRY STRUCTURE AND DEVELOPMENT AND OUTLOOK

Position of the Industry:

The shift toward new technology and incremental on existing lighting product have yielded a range of new energy efficient lighting solution, including Compact Fluorescent Lamps (CFLs), Lighting Emitting Diodes (LEDs), halogen. LED technology has been globally recognized as extremely efficient and eco-friendly in comparison to other lighting products. The market size of Indian LED industry may touch Rs 21,600 crore by 2020 on the back of government's decision to switch to LED for all street lamps and public space lighting, an industry official said.

The Indian LED industry was pegged at Rs 1,925 crore out of the lighting industry's aggregate turnover of Rs 13,000 crore in 2013. As projected, the turnover of Indian lighting industry by 2020 will be Rs 35,000 crore and LED will account Rs 21,600 crore. LED Sector companies pointed out that in the

wake of continual Narendra Modi-led government's support for the promotion of LED lighting, this market is expected to grow substantially.

The government has decided to switch to LED for all street lamps and public space lighting. Moreover, the "Make in India" initiative launched by Prime Minister Narendra Modi, will provide a boost to the LED industry, he said and added that Surya has already commenced in-house production of indoor and outdoor LED products at its plants. These include LED bulbs, down-lighters of various shapes and sizes as well as street lights.

The company's prime focus is to educate and promote only sustainable energy efficiency and drive the LED segment forward.

Role of the Autopal

Quality has always been the driving phase in every process from the raw material stage to the finished product at APIL. APIL is a leading player in general lighting sector Company with its product and brand being in Indian household for the past 40 years

specializing in general light and presently in LEDs. It is the country market leader in the CFLs, LEDs, halogen, fans-delivering an equivalent amount of light while using less energy. These lighting solutions are widely available in the market, and present an opportunity for consumers, business, governments and all other segments of economies to save money while enjoying equal or better levels of lighting service.

Government has a pivotal role to play in accelerating the adoption of energy-efficient lighting in the country. Government could also engage in labelling activities that help ensure that the energy costs and lighting efficacy are visible to the market at both the products and the system level.

OPPORTUNITIES AND THREATS:

OPPORTUNITIES:-

- * We look forward to employ skilled workforce to improve the performance.
- * Increased spending power in the Local/National economy.
- * "Make in India" initiative launched by Prime Minister Narendra Modi, will provide a boost

to the LED industries.

- * Dynamic nature of the Lighting Industry.
- * Government promoting LED manufacturing by reducing taxes.
- * Customer awareness for eco-friendly products is increasing the customer base.
- * To become a part of GO GREEN Revolution and update ourselves with latest technology.
- * Growing preference of LED lights globally.
- * Technological advancement.

THREATS:-

- * Large and increasing competition nationally and internationally.
- * Rising cost of wages (Basic wage, etc).
- * Possible relocation costs due to poor location currently held.
- * Increasing interest rates (increases borrowing repayments, etc).