

# 5<sup>th</sup> Annual Report 1999-2000



# BSEL

## BSEL INFORMATION SYSTEMS LIMITED

Report  Junction

Your technology PARTNER for the future

# Our Vision

*"Bringing people together  
with the cutting edge technology  
for better global IT service"*

# Mission

3

*Ushering technology into new millenium by exploring  
innovating conceptualizing and creating software solutions  
and application development on  
state-of-the-art technology and continually adding values  
to our services time after time."*

**BSEL** is quality driven and customer focussed

at all times to compete globally, investing in emerging technologies is vital .

We are in various fields ranging from web page creation to high end applications such as

ERP and E-Commerce Applications. Multimedia plays a very important role  
in web- designing keeping this in mind BSEL will set up a Digital Imaging Center,  
which will be one of its kind in India and will serve as a nerve center

for BSEL's Multimedia activities.

[www.bselinfo.com](http://www.bselinfo.com)

## CONTENTS

Board of Directors	4	Notice	27
Report from Managing Director	5	Directors Report	30
Report from Technical Desk	6	Corporate Governance	33
Corporate Profile	8	Auditors Report	41
Offshore Consultancy	9	Balance Sheet	43
Culture At Work	11	Profit & Loss	44
Products	12	Schedules	45
Financial Highlights & Future Projections	25	Cash flow Statement	56

## **BOARD OF DIRECTORS**

**Mr Kirit R. Kanakiya**

*Managing Director*

**Mr Babulal Jain**

*Director*

**Srikrishna Bamidipatti**

*Director*

**Jayant Thakur**

*Director*

**Rajkumar Adukia**

*Director*

## **Auditors**

*M/s Raju and Prasad*

*Chartered Accountants*

## **Bankers**

*Punjab National Bank*

*UTI Bank*

*Union Bank of India*

*Standard Chartered Bank*

## **Registered Office**

*B-201, International Infotech Park*

*Vashi Railway Station Complex*

*Vashi, Navi Mumbai -400705*

## **REGISTRARS & SHARE TRANSFER AGENTS**

*Sharex (India) Pvt. Ltd.*

*Unit No.1, Luthra Industrial Premises,*

*Andheri Kurla Road, Safed Pool,*

*Andheri (East), Mumbai- 400 072*



## Report from the Managing Director's Desk

5

The new millennium that has ushered in has brought new hopes and aspirations and also a revived determination to perform at a level no less than perfection. At the same time, keeping pace with the ever changing technology and ever increasing competition, it makes our work all the more difficult. Therefore, catching up with the latest in Information Technology, endeavouring to excel and attaining perfection, is the motto followed by not only the work force but also the top management, who believe in leading by example.

Economic Liberalisation, specific to Information Technology, has played a vital role in our venturing into Software, wherein a steady growth pace of past four years of the company's existence, witnessed a phenomenal rise in terms of total turnover, gross profit and net profit, during the past one year.

Our company recorded an exponential growth of 231.78% in the total turnover, nearly 188% rise in gross profit and a 190.20% growth in its net profit from the year ended March '99.



[www.bselinfo.com](http://www.bselinfo.com)

The Board of Directors have decided to set up BSEL Software Technology Center (BSTC) at IIP, Vashi, in order to meet the growing demands and challenges of Multimedia based application and Software solution. For this purpose, CIDCO has already allotted an area of 1,00,000 sq.ft. in front of the International Infotech Park, Vashi, Navi Mumbai. The originally approved plan of 1.5 fsi is likely to be doubled to 3 fsi by CIDCO, resulting in the center possessing an area of 2,00,000 sq.ft. BSTC has been designed to cater to the present and future requirements of BSEL's customer's leading edge computing and networking requirements. Online services, total network and archival system enhance the center's flexibility. In addition, our company plans to open more development centers at Pune and later on Hyderabad, Chennai, and Bangalore.

Looking at the demand for the company's products in the international market and meet the increasing demands of its' existing customers, our company is planning to take over a few already existing software compaines and to open wholly owned subsidiaries in Europe, Singapore, Japan and Middle East. Incidentally, the company's WOS, Websoft Technology Solutions Inc. in Nevada with an outlay of USD \$3 million is already operational. The above expansion plan is to be financed through internal accruals and private placement of company's equity shares worth 60 crores in aggregate. This bears testimony to our company's efforts towards achieving high standard in global market.

As the new Financial year has started, with renewed motivation and unshaken trust in our personal and professional relationships with our customers, suppliers and shareholders; we resolve to sustain the phenomenal growth rate of the company. It does not seem a tough task with totally committed employees and loyal shareholders, to emerge as a software giant in the near future.

**Kirit R. Kanakiya**

## Report from the Technical Desk

The waves are there but Tsunami is to be created, The vision is there and mission critical applications are to be created. At BSEL our constant endeavor is to come up with creative and mission critical applications. With 100 software engineers we have posted remarkable growth in the last year, our aim is to compound this growth path for the next 5 years.

We have expertise in

### Web development :

Technology creates culture and culture drives technology, and the net is the breeding ground. Culture and technology feed on each other in an almost symbiotic way, creating something unique. Is this thing a culture thing? Is it a technology thing? Is it about people...?

The Net is all these and more... an organism that surpasses the cultural decoction and the technology component, where the whole is more than

[www.bselinfo.com](http://www.bselinfo.com)



the sum of its parts. Synergic effect.

So, when someone on the Internet, creates a site it gives magnitudal effect. A portal for example is the new buzzword on the internet. We at BSEL have created such Portals.

Web Design is more than good design. Good design is necessary but not sufficient. It needs to be complemented by clever design. We at BSEL are in the process of developing and designing such tools which would aid a developer to use the web space creatively and implement designs which would be of state of the art.

### ERP :

Companies of all sizes and industries are installing Enterprise Resource Planning (ERP) software in order to improve business processes or replace aging enterprise systems. The implementation of an ERP system involves a complex set of tasks, from selection and system design, to installation, tuning, maintenance and upgrade. The core set of technologies and capabilities needed to accomplish these tasks is often not obtainable in-house, due to high costs and lack of resources. This means that ERP customers must find ways to engage top-notch ERP experts

while controlling costs and still be able to implement and maintain a strategic ERP system. Handing off all or part of the responsibility for implementation and maintenance - also known as ERP outsourcing - is an increasingly viable and important option for ERP customers. BSEL finding this niche area and developed expertise in implementing and developing applications for ERP. BSEL is engaged in development of ERP applications for mining and aluminum industries in North American markets.

BSEL offers a complete range of services, designed to accommodate customer specific needs, both strategically and technically.

**They include :**

- ♦ Building Business-to-Business (Supply Chain integration) and Business-to-Consumer (Storefront) systems using industry-leading tools such as Pandesic and IBM's Net.Commerce
- ♦ Custom web development using our own in-house Java, ASP, and HTML developers
- ♦ Creative web design using our own in-house graphic designers and artists
- ♦ Complete integration of web front-end to back-end legacy applications including, but not limited to standards of SAP R/3 or BAAN.
- ♦ Legacy data conversion/integration for ERP applications
- ♦ Internet marketing solutions
- ♦ Ongoing support
- ♦ Develop curriculum and associated training in e-Commerce/ e-Business

**Skill Sets :**

Our skill sets range from simple HTML applications to complex transaction layers using state of the art tools like WAP.

To name a few we work on

- ♦ Visual Basic, VC++, Developer 2000, Visual Fox-pro, Delphi, Power Builder, JAVA Beans, HTML, ASP, Pearl, CGI, JSP, PHP.
- ♦ Sequel Server, Oracle, Sybase,
- ♦ We have server plants in Linux, Windows NT, Unix.

**BSTC :**

As a part of our expansion plans we envisaged the need for employing and retaining quality manpower to make this a reality, we worked on the idea of state of the Art Technology Centre called BSEL Software Technology Centre (BSTC). BSEL Software Technology Center will be a state of art multimedia centre where approximately 60 % of the total activities will be on multimedia development. It's an integrated campus where software professionals can work, live, relax and socialize in. Its state-of-the-art infrastructure provides for recreational and other civic facilities as well apart from work. Eventually, the campus will provide work accommodation for over 1500 people. A clean, healthy and modern work space would be the hall mark of BSEL Software Technology Center. The spacious, modular interiors and large bay windows allow plenty of natural light. And a large work-area per person. Each wing is designed to provide for openness and sharing of ideas.

**Srikrishna B.**  
*Director*

## Corporate Profile

**BSEL** came into being as a software developer and solutions provider in 1995. Since inception, we have worked to strengthen our competitive advantage through international tie-ups. Towards this end, we made marketing agreements with Webell Communications Inc. Canada, 3Ebiz.com and 7star Inc., USA.

BSEL is well equipped with all hardware such as Pentium machines, HP Server, Linux Servers, CASE Tools, Graphics and Animation and most talented manpower i.e software engineers, Microsoft Certified professionals to provide products and services in its mandated areas of operation. Our track record of fulfilling our targets bears testimony to this, thereby contributing to our growth.



www.bselinfo.com

We have developed a number of products and projects which to our pride are of international repute. In short, we have succeeded in becoming a one stop software developer & solutions provider to our most valued customer in North America and Europe.

Our Range of Services can be categorised into the following broad areas:

- ▲ Complete ERP Solution right from understanding the concept till its implementation and training to the users
- ▲ E-commerce Based Applications
- ▲ Web Designing and Hosting Services

Inspired by the tremendous growth and overwhelming response from our most valued customers, BSEL has taken up number of expansion plans:

**BSTC:** It is state of art multimedia center which will have facilities required for state of art Multimedia Center. We will be using softwares like Fire, Flint, Inferno etc. to produce high-end multimedia products. About 50% of the activities in this center will be on multimedia, 25% on e-com and web based application and remaining 25% on ERP.

**WOS:** To cater to the local needs of our US Clients and to provide better services to them we have set up WOS, Websoft Technologies in Nevada, Las Vegas with an investment of USD 3 million and out of which USD 1.45 million has already been remitted to the subsidiary.

To meet the increasing demand of its clients and to provide better work space to its employees, the company has taken up a built in premises at Hilton Center, Belapur and it is in process of putting up a Development Center in Pune at a consolidated investment of Rs 8.5 crores out of which 60% has already been invested. The development centre at Belapur will be operational from July 2000.



# Offshore Consultancy

9

Our offshore software development center in Navi Mumbai often work as an extended enterprise (IT partner) of many businesses world-wide.

## A totally integrated IT solutions provider.

- A multifaceted, totally integrated IT solutions provider, BSEL along with associate companies today offers a broad spectrum of services in the IT arena.
- The company is engaged in application development and maintenance, systems integration, conversion and migration and Year 2000 solution.
- The company Enterprise Solutions provides specialized and customized IT solutions to industries like manufacturing, financial services, telecom and power.
- The company consulting is offering the global clients a blend of consulting and IT skills, helping businesses re-engineer and reinvent their products, services and processes to compete successfully in a fast changing market place.
- The company also provides Network and network enabled services across the country, Internet access selling and hosting services, Internet, E-mail, store and forward and on-line information.
- The company Solutions is engaged in virtual product development and the creation of proprietary software



www.bselinfo.com

We have Marketing agents in Canada and US to market our services and the products. Some of our Major clients include :

### **CNC METAL FABRICATION INC. USA**

ERP developmental work, module development, database incorporation, tool design, system integration, cross platform testing for functional areas like material management, quality assurance, product management, product costing and payroll preparation.

### **CRIMP CIRCUITS INC.USA**

ERP developmental work, modular development, cross platform testing for Human Resource Department , payroll & maintenance management.

**BEDI & ASSOCIATES.CANADA.**

Indialaws complete laws guide to help NRIs and OCB

**MED SCIENCES CANADA INC.USA.**

Doctor ex an efficiency package to increase the productivity of a physician or a surgeon by decreasing in the turnaround time.

**BNC COMPUWARE INC.USA**

India laws, Web hosting, WebPages creation, e-commerce based application.

**NEXX ONLINE INC.USA**

Web hosting, WebPage creation, e-commerce applications

**3 EBIZ COM INC.**

ERP, India laws, e-commerce applications

**SHIVA EXPORTS LTD. CANADA**

Indialaws packages, shopping mall

**LOYDCHGGI GENEVA**

Doctor ex an efficiency package to increase productivity

**DUBS DIAMONDS**

Shopping mall, Indialaws

**ALCHEM INC. CANADA.**

ERP solutions, developmental work, modular development, cross platform testing for material management, quality assurance, production management, sales & distribution, product costing, finance, fixed assets.

**SERVICES**

The company with around 1000 IT professionals, proposes to operate from India, North America, Europe, Japan and South-east Asia by the end of 2001 currently we have an employee strength of 100. We offer a range of expertise in the areas of Information Technology:

1. Software Development Services.
2. Systems Integration.
3. Product Development.
4. Management Consulting

