

**SERVING OUR STAKEHOLDERS  
FOR OVER 50 YEARS**

54<sup>th</sup> ANNUAL REPORT

2016 - 2017



### Consumer Products Division Customer

I love it. Always feel special when I serve or cook in Borosil. Have very fond childhood memories of Borosil see through kettle.

### SIP Dealer

A fruitful association stretching beyond 30 years . A collaboration of mutual benefit , we have traveled the journey together seeing a great change in the field of scientific and laboratory glassware. The company has also introduced a wide range of laboratory instruments over a period of time. We are very proud to be associated with BOROSIL as business partners and have always felt as a part of their family .

Manoj Vakharia  
B.J.Scientific Co

### Distributor

Our association with Company growing ambitious growth plans. upgrading the use of commendable. We management which to my mind is its biggest strength. For My best wishes always & may the company progress from  
Arvind Bansal  
Hindustan Enterprises



BOROSIL dates back to over 20 years. During this journey we have seen the manifold. We also have put in our humble efforts & tried to maintain pace with the The Company is not only adding new products & product range, but is constantly Modern Technology in its day to day operations at all levels which is have great regard for & we truly value the high ethical values upheld by the me personally BOROSIL runs in my blood! strength to strength.



### Employee

"I love this company! company makes



The leaders are truly invested in each individual's growth and success. This each and every employee feel valued, and we love it!"

### Managing Director

At Borosil our vision is to be the most customer possible without the 110% effort of all stakeholders community and shareholders. My effort has Win-Win for all involved. I believe that we will succeed in this endeavour.



centric company in India. Achieving this vision is not including our employees, channel partners, local been to create an eco-system that is a



## Company Information

### BOROSIL Board of Directors

**B. L. Kheruka**

Executive Chairman

**P. K. Kheruka**Vice Chairman –  
Non- Executive Director**Shreevar Kheruka**

Managing Director &amp; CEO

**V. Ramaswami**

Whole-time Director

**S. Bagai**

Non-Executive Director

**U. K. Mukhopadhyay**

Non- Executive Director

**Naveen Kumar Kshatriya**

Non- Executive Director

**Anupa R. Sahney**

Non- Executive Director

### Chief Financial Officer

**Swadhin Padia**

### Company Secretary

**Gita Yadav**

### Registered Office :

Khanna Construction House,  
44, Dr. R.G. Thadani Marg,  
Worli, Mumbai - 400 018

### Corporate Office :

1101, Crescenzo, G-Block,  
Opp. MCA Club,  
Bandra Kurla Complex,  
Bandra ( E), Mumbai - 400 051, India

### Zonal Sales Offices :

- **Mumbai**  
Kanakia Zillion, B- Wing, Unit No, 306, L.B.S. Marg,  
Kurla (West), Mumbai - 400070
- **Kolkata**  
Dabriwala House, 10-C, Middleton Row,  
Kolkata - 700 071.
- **Chennai**  
1st floor, New No.20, Old No.9, Brahaddammal Road,  
Nungambakkam, Chennai – 600 034.
- **Delhi**  
19/90, Connaught Circus, Madras Hotel Block,  
New Delhi - 110 001.

### Auditors

Pathak H.D. & Associates  
Chartered Accountants

### Registrar & Transfer Agents

Universal Capital Securities Pvt. Ltd.  
Unit: Borosil Glass Works Ltd.  
21, Shakil Niwas, Mahakali Caves Road,  
Andheri (East), Mumbai - 400 093.  
Phone : 022 2820 7203 / 2820 7204 / 2820 7205

The Shareholders are requested to fill up and send back EMAIL REGISTRATION FORM as provided in page no.235 of this Annual Report.

Website : **www.borosil.com** • Shoponline at **www.myborosil.com**

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# CARING FOR OUR CUSTOMER DETERMINES EVERYTHING WE DO



The Indian economy has grown by leaps and bounds to become amongst the world's leading economies. With the Indian consumer becoming increasingly aspirational, Borosil too has grown exponentially. The credit for this success goes not simply to our large and diverse product offering, but to the values we live by as a company.

At Borosil, our customers are at the center of everything we do. From using nothing but the best quality materials, to innovating and bettering our designs to address both the realized and unrealized needs of our consumers, **every decision is taken keeping in mind the well being of the end user.**

Our focus on our glass storage range is an example of our consumer first philosophy. Research has shown plastics, leach chemicals into food. With the Indian consumer becoming increasingly health conscious,



our storage containers are increasingly becoming the first choice for storing food for Borosil customers. We ensure that every single item that the food comes into contact with is the highest quality food grade material. Because consumers trust that our storage containers are of the highest quality, these containers are freely used both in the fridge and freezer without fear of breakage. We recently introduced a range of glass lunchboxes, keeping in mind that Indian food is best served and eaten hot. The glass lunchboxes are not only stylish, but ensure that the food is kept fresh, tasty and healthy.

With this care for our consumers, we are slowly yet steadily making a visible difference, one kitchen at a time.





# MAKING REGULAR EXCITING



*Larah*  
— OPALGLASS —  
by **BOROSIL®**

We take pride in the fact that our products don't just stay mere products. They become a part of our consumers' kitchens, **making their lives simpler, better and more exciting.**

While they are tough and efficient in the kitchen, they are elegant on the table too.



It wouldn't be an exaggeration to say that they are, in fact, a reflection of our consumers. Serving in beautifully designed **"Larah by Borosil"** makes the everyday special, and the range of elegant and stylish designs have something for every personality. We have made Larah tough, chip-resistant and free of bone ash so our consumers can use them comfortably, every day.

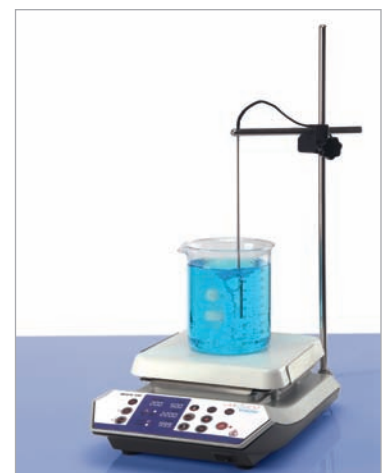
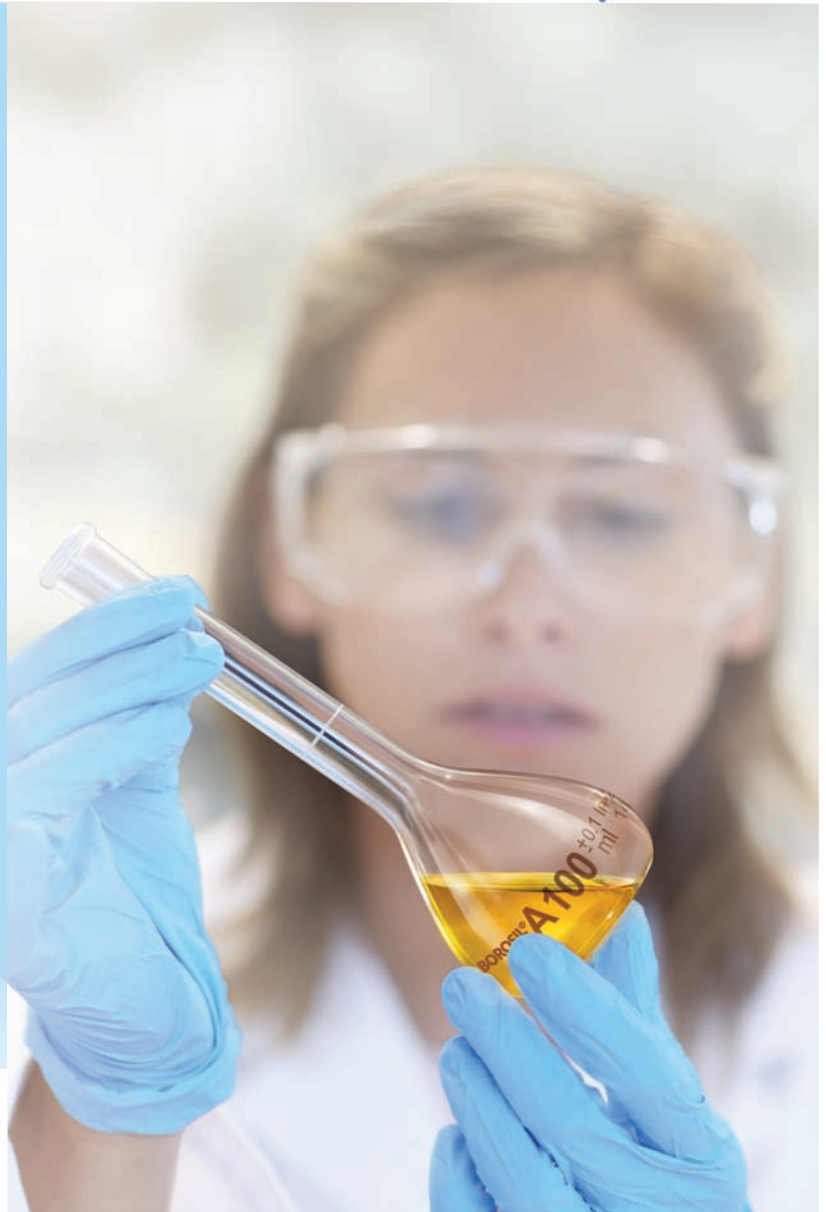
With every new product design, we are changing the way consumers look at glassware, empowering them with healthier, long-lasting and elegant kitchen companions.



# BUILDING LONG TERM RELATIONSHIPS

Borosil has been built on long-term enduring relationships with its customers. We have been the most sought after and trusted brand for educational institutions in India. We design lab equipment that students of science start using at an early stage in their academic life. These tools are safe to work with and easy to handle, and thus, the most recommended by experts for their reliability. Scientists across laboratories in pharmaceutical companies and other organizations **have come to rely on us as a trusted partner that will meet their stringent standards** to help them deliver their objectives. No wonder then that they've sought to use our products in international locations too.

We take our obsession with exacting quality standards into our endeavours beyond laboratories, to the kitchenware market.





# PARTNERING SUCCESS

Over the years, we have grown in the number of satisfied customers and products sold. However, this success has always been a result of the combined efforts of our product quality and the strength of our distribution network. We recognize the importance of the contribution of our channel partners and thank them for being a part of our success story.

Our channel partners are the bridge that brings us closer to our customers.

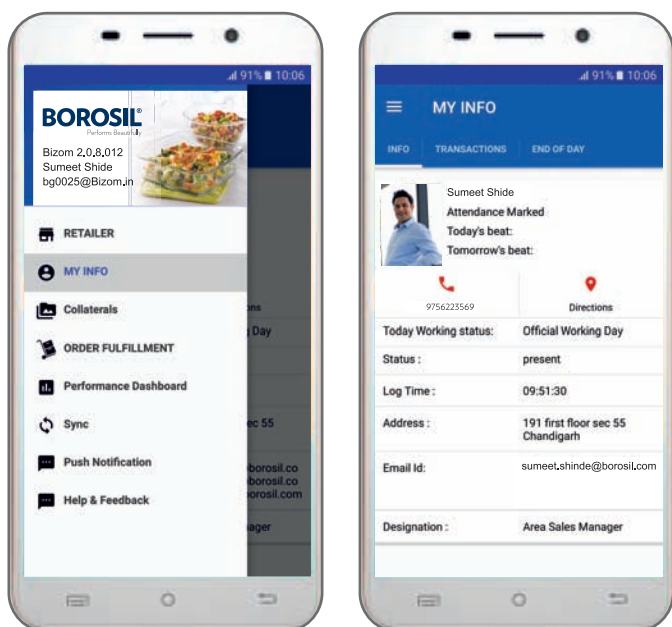
Which is why, we take into consideration every observation, remark and expectation coming from our distributors. We also ensure that there's no time lost in resolving their issues so they can focus on their services. After all, they understand the trends of the market and our consumers perfectly.

Now ACCESS your  
BOROSIL glassware certification  
from anywhere, anytime.....



Download the **BOROSIL** app 

BIZOM Sales order  
Booking App



## As Partners, They've Never Come Second In Anything We Do.

Thus, it is our responsibility, and pleasure, to enable them to perform effectively. For this, we invest in information technology systems and software that equips them to plan and optimize routes, inventories and order processing. We make sure that we work hard, so that their hard work flourishes in every possible way.

We look forward to writing many more success stories with them.

# TOGETHER, WE RISE



**BOROSIL®**

Our vision is to be most customer - centric company in India



We've always felt that motivation to come to work every day, year after year, should come from within. Thus, each day, we try to be a better place to work at, better people to work with. If our teams are happy, it reflects in the work they do. And we make sure to keep our teams fueled with guidance, rewards, challenges and more. We take immense pride in the talent we have gathered here.



**We are a perfect amalgamation of highly engaged, hard-working, fun-loving creative individuals.**



We value this and try to nurture and polish it with better opportunities. We believe that each one of us here is driven towards achieving a goal. And as Borosil, we are driven towards helping each and every one achieve these goals. To sum it up, we think that we have what it takes to be an ideal place to work at and together, we can dream bigger and achieve much more.