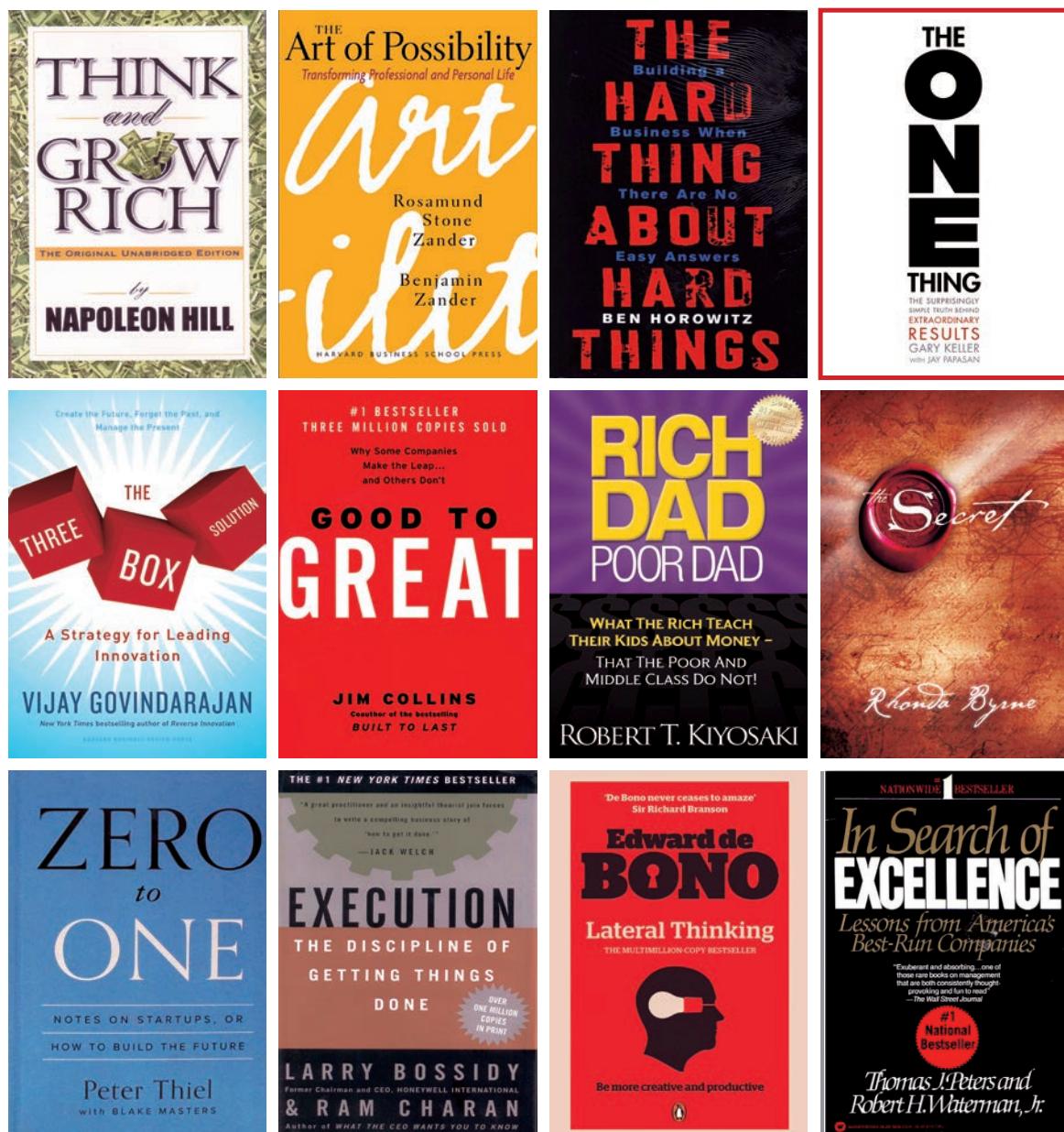


25  
inspired  
years  
1990-2015

Thank you !



IF CAPLIN POINT LABORATORIES LIMITED HAS EMERGED  
AS ONE OF THE FASTEST GROWING SMALL-CAP INDIAN  
PHARMACEUTICAL COMPANIES IN THE LAST FEW YEARS, IT IS  
BECAUSE WE HAVE STOOD ON THE SHOULDERS OF GIANTS.

**Forbes Asia's 200 Best Under A Billion**

Forbes Asia recognition for the third successive year –  
a rare distinction for Caplin Point Laboratories

Market capitalisation as of August 2016 : \$237 Million

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25  
inspired  
years  
1990-2015

THANK YOU NAPOLEON HILL. THANK YOU ROSAMUND STONE AND BENJAMIN ZANDER. THANK YOU BEN HOROWITZ. THANK YOU ROBERT KIYOSAKI. THANK YOU RHONDA BYRNE. THANK YOU RAM CHARAN AND LARRY BOSSIDY. THANK YOU PETER THEIL AND BLAKE MASTERS. THANK YOU JIM COLLINS. THANK YOU GARY KELLER AND JAYA PAPASAN. THANK YOU VIJAY GOVINDARAJAN. THANK YOU TOM PETERS AND RICHARD WATERMAN.

Think and Grow Rich By Napoleon Hill. The Art of Possibility: Transforming Professional and Personal Life by Rosamund Stone Zander (Author), Benjamin Zander (Author). The Hard Thing About Hard Things by Ben Horowitz. Rich Dad Poor Dad: What the Rich Teach Their Kids About Money That the Poor and Middle Class Do Not! by Robert T. Kiyosaki. The Secret by Rhonda Byrne. Execution by Ram Charan and Larry Bossidy. Zero to One: Note on Start Ups, or How to Build the Future by Peter Thiel and Blake Masters. Good to Great by Jim Collins. The One Thing by Gary Keller and Jay Papasan. The Three Box Solution: A Strategy for Leading Innovation by Vijay Govindarajan. In Search of Excellence by Tom Peters and Richard Waterman

THESE ARE SOME OF  
THE THINGS WE LEARNT  
FROM THESE BEST  
SELLING BOOKS.



"In the measurement world, you set a goal and strive for it. In the universe of possibility, you set the context and let life unfold."

*Benjamin Zander, The Art of Possibility: Transforming Professional and Personal Life*



"More gold had been mined from the mind of men than the earth itself."

*Napoleon Hill, Think and Grow Rich*



"The only limitation is that which one sets up in one's own mind"

*Napoleon Hill, Think and Grow Rich*



"Remember that it is not the lawyer who knows the most law, but the one who best prepares his case, who wins."

*Napoleon Hill, Think and Grow Rich*





"Remember, too, that all who succeed in life get off to a bad start, and pass through many heartbreaking struggles before they 'arrive'. The turning point in the lives of those who succeed usually comes at some moment of crisis, through which they are introduced to their 'other selves'."

*Napoleon Hill, Think and Grow Rich*



"We don't think ourselves into a new way of acting, we act ourselves into a new way of thinking."

*Larry Bossidy, Execution: The Discipline of Getting Things Done*



"If a strategy does not address the hows, it is a candidate for failure."

*Larry Bossidy, Execution: The Discipline of Getting Things Done*



"Note to self:  
It's a good idea to ask,  
"What am I not doing?"

*Ben Horowitz, The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers*



"Execution is a systematic process of rigorously discussing hows and whats, tenaciously following through, and ensuring accountability."

*Larry Bossidy and Ram Charan in Execution*



"I'd rather welcome change than cling to the past"

*Robert T. Kiyosaki, Rich Dad, Poor Dad*



"There are those who make things happen, there are those who watch things happen and there are those who say 'What happened?'"

*Robert T. Kiyosaki, Rich Dad, Poor Dad*

And this is how the wisdom  
of the masters has been  
distilled into our business  
model, vision and goal.



We intend to transform what  
is our topline of today into  
our bottomline six years  
from now.

We have done this once (2010 to 2016) and we have  
embarked on initiatives to do so again (2016 to 2022).

This strategy translated into attractive market  
outperformance and wealth creation;  
an investment in the Caplin stock five years ago  
would have yielded a 3700% return today.

## THE WAY WE DO BUSINESS

At Caplin Point, the priority is to run a quality business over a quantity approach.

### Purpose

At Caplin Point, we are in business to manufacture medicines that alleviate human suffering – quickest, fullest, cheapest and in the most convenient manner. We do not just meet consumer needs, we make healthcare affordable, accessible.

01

### Sustainable growth

At Caplin Point, we focus on 20-25 percent annual topline growth and a net margin of around 20 percent by leaving adequate value on the table for all our stakeholders – vendors, customers, employees, government and shareholders.

02

### Long-term

At Caplin Point, we are driven by the long-term, showcased in our decision to invest in an injectables manufacturing capacity (CPIV) that is approved by EU-GMP and ANVISA, and now awaiting the coveted USFDA approval.

03

### Geographies

Caplin Point focused on geographies in Latin America marked by an under-penetration of remedies, rising regulatory standards and growing disposable incomes. Besides, these geographies are too small for the large pharmaceutical players and too large for small companies. Going ahead, the company intends to market injectables in US.

04

### Complex spaces

Caplin Point has selected to focus on complex downstream spaces of niche products manufacture – soft gels, penems, dermo-cosmetics and suppositories for the emerging markets.

05





# We did what everybody cautioned us against.

**We** ventured into markets farthest from home.

**We** said we would study the markets and then decide what to sell.

**We** entered geographies where we couldn't speak the vernacular.

**We** created a business model that inspired the question 'Will it work?'

**We** said we would not be asset-heavy (outsource instead).

**We** questioned most of the established practices.

**We** did virtually everything people said would be challenging.