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consumers

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businesses

K

More experiences

More Excitement

More Productivity

More Opportunity

S

service providers

Our innovations
connect you to a
world that is
more powerful,
more intelligent,
more protected,
and truly seamless.



CONNECT TO A SECURE WORLD

With a brand that spells Trust & Excellence.
D-Link with its legacy of over three decades
lets you connect to a secure & safer Digital World!

200+
INNOVATIVE
SOLUTIONS

2500+
PARTNERS
ACROSS INDIA

250+
D-LINK CARE
SERVICE POINTS



Home Wireless | Wi-Fi Camera
Business Wireless | Structural Cabling
Switching | IP & CCTV Surveillance
Industrial Switching

Network Professionals preferred brand across Industries, Corporate & Government sectors

✉ sales@in.dlink.com | Tech Support: ☎ 1860 233 3999

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Disclaimer / Forward Looking Statement

In this Annual Report we have disclosed forward looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements – written and oral that we periodically make, contain forward looking statements that set out anticipated results based on the managements plans and assumptions. We cannot guarantee that these forward looking statements will be realized, although we believe we have been prudent in assumptions. The achievement of results is subject to risks in uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialize or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind. We undertake no obligation to publicly update any forward looking statements, whether as a result of new information, future events or otherwise.

Message from Chairman



Hung-Yi Kao
Chairman

Dear Shareholders,

I assumed the position of Chairman of D-Link (India) in August 2018 and it is a proud privilege for me to be part of a dynamic company focused on maximizing shareholder value.

I will begin by congratulating the D-Link (India) team which has delivered - what I can proudly say - one of the best performances in recent times despite tough and challenging market conditions. This performance is the result of various business critical initiatives taken by your Company's management led by the MD & CEO, Mr. Tushar Sighat, which include strong focus on sustainable growth, cost optimization, risk management and strict financial discipline.

While the global economy showed signs of slow recovery, India sustained its mantle as the world's fastest growing major economy in 2018. This growth trajectory is expected to continue for a while powered by growing consumption demand and expected upswing in capital investment.

The upside of the current administration winning by a huge majority signals political stability, especially important for investors to continue to confidently invest in India. We expect the government to accelerate the pace of economic reforms and make the country a \$ 5 trillion economy. Indeed, the colossal verdict is a resounding vote for economic stability.

The ongoing 4G revolution is a result of the favourable environment created by the government's progressive policies. The rapid increase in broadband penetration over the past few years has aided businesses like ours and triggered a widespread increase in customer-centric product development. As India embraces the digital economy, technology will play a crucial role. Initiatives like 'Digital India' and 'Smart City' are driving technology adoption and bringing along huge opportunities of growth and your Company is fully prepared to address these opportunities.

D-Link (India) is in the forefront when it comes to delivering efficient technology solutions that offer the latest and the best in the networking domain with its consumer, wireless and switching products. In addition, it has a significant market share in the structured cabling segment as well. In keeping with our tradition of offering customer-centric products, D-Link has introduced a host of innovative networking solutions. On the enterprise front, D-Link continues to help businesses develop robust and secure networking infrastructure with its

end to end solution offerings. It has also expanded its surveillance portfolio to address the growing demand from residential, SOHO, SME, banking, hospitality and other segments with its comprehensive solution based methodology.

D-Link is also working with several partners on the 'Smart City' projects which require robust, seamless, scalable and future proof networking solutions essential for a sustainable smart city network.

I'm extremely proud of our strong partner network across India. The channel community has been a crucial propagator of D-Link's advancements allowing us to reach out to prospective customers across the country. On its part, D-Link stands committed to its partners and our channel partners continue to be an integral part of our business strategy.

We lay great emphasis on customer satisfaction and have made significant investments in setting up a robust service infrastructure comprising of product service centres and partner service centres, covering 140+ locations and 263+ service points.

Our mission is to build networks for people and to accomplish this mission, we aim to provide unmatched experience through superior products and exceptional service.

In the last two decades, D-Link India has traversed a remarkable journey of transformation encompassing millions of users and delighting consumers in myriad ways. Building on this foundation, a promising tomorrow is unfolding. A future that is being shaped with the strength of competencies and the enduring competitiveness of your company.

Before concluding, I wish to convey my sincere gratitude to each and every employee of D-Link (India) for their untiring efforts and contributing immensely.

I would also like to acknowledge the continued cooperation, trust and support of various government/regulatory authorities, our valued customers, suppliers, vendors, investors, bankers and shareholders. I have tremendous confidence in the management team as we continue to take this business to greater heights and maximize shareholder value.

Thank you.

Hung-Yi Kao
Chairman

Message from Managing Director & CEO



Tushar Sighat, Managing Director & CEO, D-Link (India) Limited

Dear Stakeholders,

I feel a sense of pride about how well your company has performed this year; not only financially but also in terms of our contribution to our customers, employees, shareholders as well as the communities around us.

The opportunities ahead are huge. A decisive leadership and political stability should provide a major stimulus to our fast growing economy. We are well positioned to participate in this growth on account of our ability to creatively harness the power of new technologies.

India is on a cusp of digital transformation, largely due to the rapid spread of high speed data services. As new age technologies like Digital Analytics, Artificial Intelligence and Robotics disrupt industry value chains, the Indian companies are expected to be at the forefront of driving this change in the global market.

In an industry experiencing ever changing market conditions and increasing competition, D-Link (India) has shown consistent performance. The continuity of our team and the consistency of our business approach which emphasizes a long-term view, provide an enduring strength and stability. We are focused on innovation and well positioned to seize opportunities that will provide for future growth.

During the year, we continued to dominate the structured cabling segment and strengthen our position in the CCTV surveillance category. Our innovative introductions in the consumer space included COVR-Whole Home Mesh Wifi Systems, Home Security Cameras, a range of AC routers and IoT products. The Directors' Report would give you greater details about the new launches in the various product segments.

D-Link made significant progress during the year ended 31st March 2019. On a Standalone basis, our revenue from operations grew by over 11.7% to ₹ 69,963.39 lakh from ₹ 62,622.74 lakh in the previous year. The Profit Before Tax showed a steep increase of over 170% to ₹ 4,265.97 lakh as against ₹ 1,575.41 lakh in the previous year. The Profit After Tax for the year grew by 110% and stood at ₹ 2,354.48 lakh as against ₹ 1,119.21 lakh in the previous year.

Our business model is founded on the principle of sustainable growth and our strategies are designed to protect the business against unforeseeable challenges that may occur in future. Our customers benefit from our over three decades of experience with solutions that are provided by our experts based on deep understanding of customer needs. This is further complemented by our excellent technical expertise, fastidious attention to detail and solid financial strength. Our customers have come to expect innovative solutions to help them serve their markets better and grow into newer ones.

Our management team adheres to the spirit of innovation, execution capability and heritage and constantly reinvents the organization so that it remains relevant in the years ahead. Our product research and development design have always been guided by users perspective. Our wide range of product offering covers the entire gamut of networking – network switching, industrial switching, wireless structured cabling, surveillance and IoT products.

“Our business model is founded on the principle of sustainable growth and our strategies are designed to protect the business against unforeseeable challenges that may occur in future.”

In the last three decades, your company has traversed a remarkable journey and built a vibrant organization with immense vitality. Building on these foundations, a promising tomorrow of sustained growth is unfolding. A future that is being shaped with the strength of technology, innovation and competencies nurtured over the years to secure enduring competitiveness.

I am confident that D-Link's growth trajectory will continue to be powered by the growing consumption demand and by the revolutionary 'Digital India' initiative and 'Smart Cities' mission of the Government.

I truly believe that the best is yet to come. A dedicated team of highly motivated professionals is driving the growth of your company today. We would continue to innovate with vigour and passion to take this company to greater horizons of excellence and to exceed the expectations of all our stakeholders. On behalf of the Board and the management, I assure you that we would spare no effort to realize your aspirations.

Before I conclude, I would like to convey my deepest appreciation of the relentless efforts put in by Team D-Link and the impressive milestones achieved so far are a tribute to their dedication.

On behalf of the D-Link Board, I would also like to thank our valued shareholders, our distributors, dealers, channel partners, system integrators, government authorities and all our business associates for their continued support and encouragement. I am indebted to all of them for fueling our enthusiasm and confidence to navigate the next milestone in our journey ahead.

Thank you.

Tushar Sighat
Managing Director & CEO

D-Link Corporation



Helping You Connect to More

Formed in Taiwan 32 years ago, D-Link is one of the original and pioneering networking companies. Although it initially only sold to SMBs, D-Link started working in the consumer market in 1996.

From relatively modest beginnings in 1986, the company has grown into an exciting and innovative global brand with over 2000 employees worldwide. In a world where everything and anything is now connected to the internet, D-Link is pushing the boundaries of what the network can bring to today's society, moving beyond connectivity to making things smarter.

For consumers, it was one of the first networking vendors to enter the smart home market in 2010 and its mydlink platform is now the world's largest cloud surveillance platforms, providing the connectivity and intelligence to enable the ideal smart home. It has now shifted focus to the premium market and its latest product, COVR, blankets every square inch of a home with high-speed, seamless, reliable Wi-Fi, ensuring consumers have connectivity at all times.

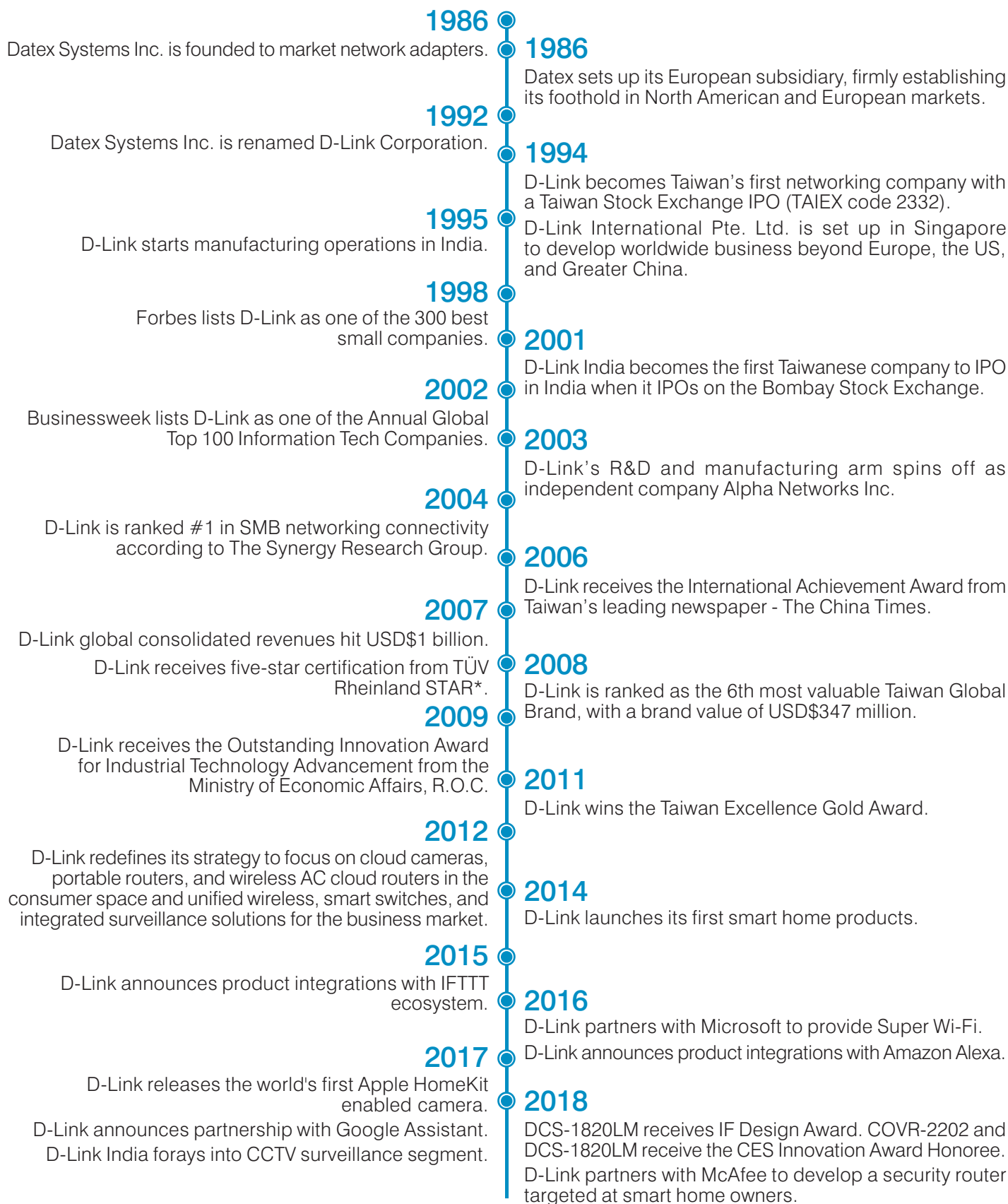
For SMBs, D-Link builds innovative network solutions that meet all business networking needs, from switching to mobility and storage to surveillance, with complete solutions. It provides

one of the most comprehensive ranges of smart switches available - its easy to set-up, has high performance and is secure. To enhance business innovation, D-Link is continuing to develop new technologies, such as the Nuclias Cloud Networking Solution.

The company is also aiming to take advantage of the latest technology developments. In networking, all that has really changed in recent years is speed, but we are the cusp of a big shift as Industry 4.0, IIoT, M2M mobility, smart cities and autonomous vehicles become mainstream. This is driving D-Link's investment and technology for these applications.

Smart City solutions require comprehensive tech from software development and D-Link is ensuring that its solutions can cover what is needed. This year it has launched its new Industrial Gigabit Switches for Smart City, Factory Automation and Industry 4.0 applications. The rugged, easy-to-deploy switches are certified to be reliable, even in extreme environments.

Milestones & Achievements



D-Link (India) Limited



D-Link (India) is one of the largest networking companies in India

D-Link (India) Limited is part of D-Link Corporation which is a global leader in connectivity for homes, small businesses, medium to large sized enterprises and service providers.

D-Link is a name to reckon with, in the Home and SMB/SME networking space on account of its strong brand recall, heritage, extensive product portfolio, wide spread nationwide distribution network and unparalleled support infrastructure. The Company's 'Passion to Innovate' has led to the introduction of products that provide high-performance and cost-effective solutions to deliver better connectivity, security, efficiency, and cost savings for both home and office.

An award-winning designer, developer, and manufacturer, D-Link implements and supports unified network solutions that integrate capabilities in switching, wireless, broadband storage, IP surveillance, cloud-based network management, and structured cabling.

D-Link is an end-to-end solution provider, offering products that extend across all areas of network infrastructure including switching, security, wireless, IP surveillance, storage and structured cabling. D-Link's rich and robust product portfolio adds value to businesses at each level of their network infrastructure.

The Company's wide product mix coupled with excellent service support has led to a loyal and rapidly growing customer base over the years. Its channel partners have been a steady companion in this journey, as they have endorsed D-Link with confidence and enthusiasm. As a 'channel centric' organization, D-Link ensures that its partners/re-sellers are an integral part of its trade strategy. This helps them grow, and sustain in dynamic market conditions.

D-Link is aware of its role as an industry leader and role model and has always focused on product innovation, adhering to its own brand as the developmental core.

D-Link's mission is "Building Networks for People", and its commitment to providing customers with an unmatched networking experience through outstanding value, ease of connectivity, and a human touch continues to be proven successful to each and every customer, time after time.