

People, Places and Enterprise,
We are the connection





30+ years
BRAND LEGACY
GLOBALLY

200+
INNOVATIVE
SOLUTIONS

250+
D-LINK CARE
SERVICE POINTS IN INDIA



Most preferred Networking brand across Industries, Corporate & Government sectors

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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

D-Link has been repeatedly recognised by industry experts for its innovative strength in R&D, design, quality and marketing.

Dear Shareholders,

As I address you, we are in the midst of exceptional and unprecedented times. Covid-19 has disrupted lives across the world like never before. We are committed to working through the current environment and our future feels bright and exciting.

It was another challenging year at D-Link (India) Limited. As always, we worked relentlessly to deliver enhanced value to a wide cross section of consumers. The country had a challenging business environment with lower GDP growth and a marked slowdown in consumption resulting in weaker consumer sentiment.

Despite the difficult environment, we registered healthy growth in the first three quarters. The lockdown in March, 2020 has affected our performance in the last quarter and impacted the results of the entire financial year. Yet, considering the challenges, we were able to deliver good performance and make considerable progress across businesses.

Confronted with the challenges, the management team at D-Link India focused on upholding the values of 'innovation', 'action', and 'heritage' and strove hard to maximize returns for its shareholders.

Our growth has always come through product breakthroughs and innovation and the Company has always taken the lead by placing users at the core of its development strategy. As a result, D-Link has been repeatedly recognised by industry experts for its innovative strength in R&D, design, quality and marketing.

Going ahead, D-Link will continue to integrate *mydlink* services and hardware devices to provide consumers with a robust and reliable home networking environment and a convenient and comfortable living experience. For enterprise customers, D-Link will focus on optimizing *Nuclias* cloud technology upgrade solutions to allow service providers and businesses to remotely set up and monitor their network infrastructure anytime, anywhere.

Being one with the community of which we are a part and playing an active role in its development and progress, has been an integral part of our philosophy. We are always doing our bit to help the community navigate through these troubled times with contributions to Central and State Relief Funds, support to NGOs and various other initiatives in the areas of education and healthcare.

It is clear that we are facing unprecedented times. However, it is also clear that this will pass and that the world will recover. It is our responsibility to learn from this and face the future with determination to help make the world a better place for all of humanity.

I wish to assure you that your Company has been taking all measures not just to successfully mitigate risks and navigate business but also to take care of its employees, its assets and its stakeholders and customers in a strong and sustainable manner.

In conclusion, I would like to emphasize that the management team of D-Link India will continue its commitment to sustainable growth and work tirelessly to achieve the performance goals. I take this opportunity to thank all our shareholders, partners and associates for their unwavering support that provides us the strength to forge ahead in our endeavours. And last, but not least, I would like to express my sincere thanks to each and every employee of D-Link India for their outstanding commitment and service to the Company. ■

Sincerely,

Hung-Yi Kao
Chairman

Message from Managing Director & CEO



Tushar Sighat
Managing Director & CEO

Dear Shareholders,

I am pleased to share with you an update on the Company's performance in the year 2019-20.

Today, we are in the midst of the biggest crisis we have seen in our lifetimes, the COVID-19 pandemic. It has created unprecedented socio-economic disruption, fear and the tragic loss of human life. The collapse in economic activity this time is at a level unseen in previous recessions.

However, we have lived through economic crises before. Each time, the agony and pain have been different but each time we have adapted and bounced back. I am confident that the COVID-19 calamity will also pass and in time, a fresh wave of business energy will be unleashed. The next few months would be critical as we adapt in order to master the new business environment. We will emerge from this crisis, a stronger D-Link and a more valuable partner to our customers than ever before.

The novel coronavirus has not just affected human health but severely impacted businesses and society at large. We posted steady growth for three quarters of the financial year but the lockdown in March had an impact on our business. Yet, we delivered competitive and profitable growth. Our growth fundamentals are in good shape with gains in penetration and distribution. For the financial year ended 31st March 2020, our Standalone Revenues stood at ₹ 72,552.56 lakhs as compared to ₹ 69,963.39 lakhs in the previous year. Our Profit Before Depreciation and Tax for FY 2019-20 stood at ₹ 5,218.28 lakhs as against ₹ 3,836.40 lakhs in the previous year. Profit After Tax during the year under review registered a sharp increase to ₹ 3,400.20 lakhs as against ₹ 2,354.48 lakhs in the previous year.

We are going through a virtual digital revolution and major investments in digital infrastructure have resulted in increased penetration of broadband throughout the country. This has resulted in a tremendous increase in connected devices and increased awareness about network connectivity. The various initiatives of the Indian government like Digital India, Make in India, Smart City coupled with the emerging trends like cashless transactions, eCommerce, IOT and automated homes have all accelerated the growth of the networking business.

We are one of the leading players in the segments of the networking business that we operate in and constantly build products that incorporate cutting edge technologies. We have the product portfolio and the expertise to meet our customers needs. Our products deliver superior performance and their operational simplicity and the service backup resonates across a broad set of customers.

Our strategy is aligned to the needs of our customers and the outcomes they want to achieve. To this end, we are constantly innovating and refreshing our product portfolio. During the year under review, we introduced Smart Wireless Solution which incorporates a new series of Access Points with Point to Point and Multi-point application. We launched Long range POE/ POE+ Switches to address the growing demand from SMB, SOHO and Smart Home users. The EXO Smart Mesh Routers that we brought to market earlier this year unleashes a truly seamless network at home that meets the needs of total protection.

We are fully committed to the nation's Make in India initiative and have made commendable progress. Today, around 50% of our Revenue is accounted for by products that are made in India. Going forward, we aim to increase this further and are actively in dialogue with several leading domestic players to indigenise several of our products.

The Company is continually putting efforts and working closely with its subsidiary, TeamF1 Networks to innovate products and solutions with the objective of supporting the Make in India initiative. TeamF1 is an embedded software company providing services to D-Link headquarters and other customers.

I would like to highlight the increasing traction that we are getting from big ticket projects, especially from the government sector. Having proved our mettle with a few such projects, we are now better placed to showcase our credentials when bidding for larger sized government projects. Going forward, we expect to increase the contribution to our Revenue from such projects.

Your Company has a clear and compelling strategy that is driven by purpose and focuses on achieving consistent, competitive and profitable growth. We believe that sustainable business drives superior performance and creates long term value for our shareholders.

D-Link India stands united with the nation during this challenging phase of Covid-19. To support the nation, we have made contributions to the PMCARES Fund, The CM Covid Fund in Maharashtra and Tata Memorial Hospital. Our CSR activities focus on Community Care, Education and Healthcare and we work intensively through focused welfare projects in these areas.

Our business has been well aligned in line with current market conditions. Our strategic approach and the unparalleled dedication of our employees will help us navigate through these pandemic times and continue to create lasting value for all our stakeholders.

I am thankful to all our shareholders, customers, partners and other stakeholders who have reposed their trust and confidence in me and Team D-Link. ■

Thank you.

Sincerely,

Tushar Sighat

Managing Director & CEO

D-Link Corporation

Connecting people to more

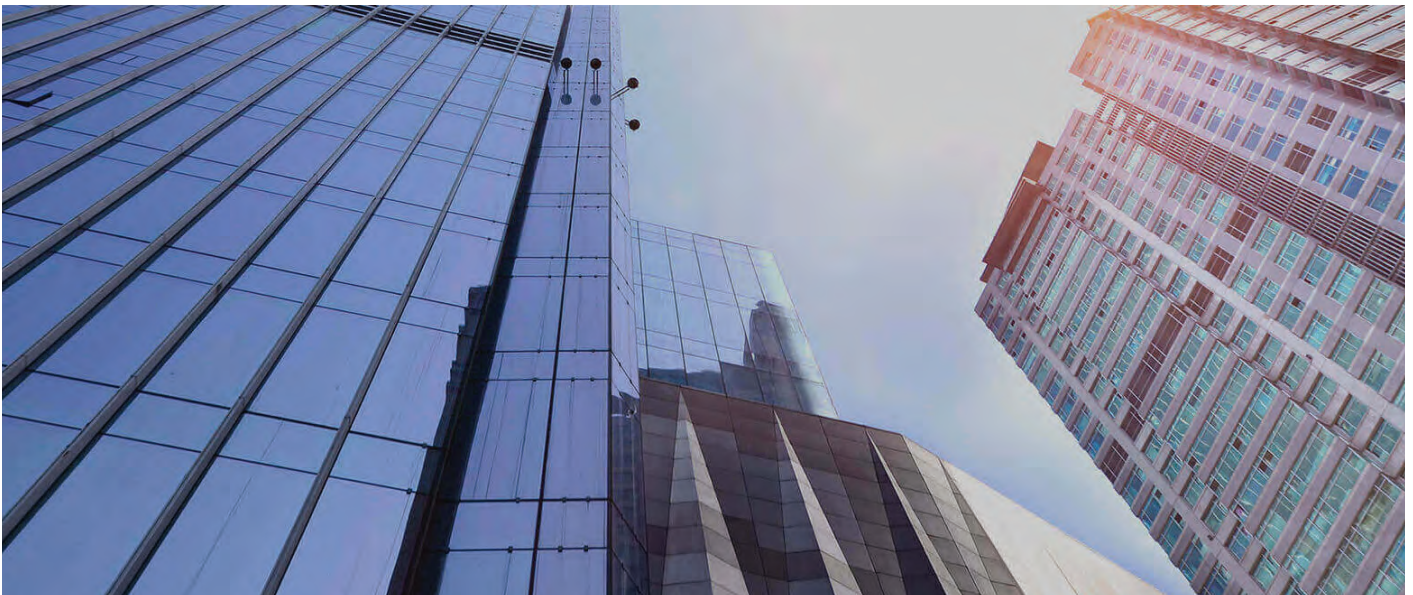
D-Link is a global leader and an award-winning designer, developer, and provider of Wi-Fi and Ethernet networking, broadband, multimedia, voice and data communications, and digital electronics solutions for consumers, small businesses, medium to large-sized enterprises, and service providers.

From relatively modest beginnings in Taiwan, the company has grown since 1986 into an award-winning global brand with over 2000 employees in 60 countries. D-Link has systematically expanded its market share by penetrating geographic targets through a strategy of establishing incountry business units supported by a strong corporate presence. Confident in the resources of D-Link headquarters to develop and deliver state-of-the-art networking solutions, each local business - regardless of its location around the world-effectively penetrates the market

Today, D-Link is laying the foundations for a world that's more connected, smarter, and more convenient. Our Wi-Fi routers, IP cameras, smart home devices and other products let consumers enjoy richer online experiences and greater peace of mind in the comfort of their homes. Meanwhile our unified network solutions continue to integrate capabilities in switching, wireless, broadband, IP surveillance, and cloud-based network management so that:

- People can connect to richer online experiences and peace of mind,
- Businesses can connect to more customers and profit, and
- Cities can connect to safer, more energy-efficient urban environments.

Whatever your networking needs, D-Link will always provide the latest high-quality technologies and services at affordable prices. D-Link has become a trusted international brand that connects people to their lives, to their work, and to each other. ■



Milestones & Achievements



About D-Link (India) Limited

One of the leading 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, nationwide distribution network and unparalleled support infrastructure.

The Company's single-minded focus on innovation 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.

D-Link continues to hold significant market share in consumer wireless and switching segment. Our unified wireless networking solutions enables small and medium sized businesses to create highly mobile and productive work environments at a low total cost of ownership. Our unmanaged and smart managed switches are among the most preferred amongst SMBs. We have also shown steady growth in most of the other categories in which we operate. D-Link India also enjoys a strong position in the Structured Cabling segment.

D-Link has recently redefined its Enterprise marketing strategy with key appointments in leadership positions, introduction of new products and solutions for SMB/Large enterprises, and renewed focus on enterprise support. Going forward, D-Link is determined to enhance its position as a premium networking brand amongst SMB as well as Enterprises.

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 is committed to providing customers with an unmatched networking experience through outstanding value, ease of connectivity, and a human touch. ■

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