



**Spreading  
the Wings  
2011  
2012**

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**38th Annual Report**

**G.S. Auto  
International  
Limited**

**Manufacturers  
of Auto Components**

**An  
ISO/TS 16949  
Company**

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## About the Cover page

**Cautionary Statement:** Certain Statements in this Annual Report describing your Company's objectives, projections, estimates, expectations or predictions may be 'forward looking statements' within the meaning of applicable securities laws and regulations. Forward looking statements are based on certain assumptions and expectation of future events. The Company cannot guarantee that those assumptions and expectations are accurate or will realize. Actual results could differ substantially or materially from those expressed or implied. The Company assumes no responsibility to publicly amend, modify or revise any forward looking statements, on the basis of any subsequent developments, information or events. Important developments that could affect your Company's operations include a downtrend in the Automobile Industry- global or domestic or both, significant changes in political and economic environment in India or key markets abroad, tax laws, litigation, labour relations, exchange rate fluctuations, interest rate and other costs including commodity prices.

“Growth is a continuous process, one should move forward, whatever the circumstances or environment may be. There will be tough times; those who invest in the future will continue to reap the benefits, in all the years to come, when the tide turns in their favour”.

“In the days to come, your Company’s main focus and thrust will remain to “spread its wings” in the different segment of Automobile Industry through diversifications cum expansions”.

“Your Company is in the very early stage of its Growth plan, in continuation to this, the Company has already embarked a major expansion plan, with the setting up of a new manufacturing unit, with a total installed capacity of 12000 metric tonnes liquid metal per annum (in two phases) for the manufacturing of Spheroidal Graphite Cast Iron Components at Jamshedpur, with a capital expenditure of Rs. 64 cr”.

“There is no help for you outside of yourself; you are the creator of the universe. Like the silkworm you have built a cocoon around yourself.... Burst your own cocoon and come out as the beautiful butterfly, as the free soul. Then alone you will see Truth”.

– Swami Vivekananda



We owe our success,  
not only to our extended family  
of valuable customers, but to all our suppliers,  
vendors and all the stakeholders, who have placed  
their faith in us and have been an integral  
part our long journey  
to excellence...

Strengths,  
Highlights &  
Motto

“Flowers are the sweetest things God ever made and forgot to put a soul into”

— Henry Word Beecher

**The Strength** of your Company lies in a reputed and trusted Brand Name “G.S.”, in Auto Component Industry.

**The Strength** of your Company lies in supplying all its products in all the three verticals of Auto Components:

- i) Original Equipment Manufacturers (OEM)
- ii) After Sales Market
- iii) Export

The Strength of your Company lies in Consistence performance from Several years.

**The Strength** of your Company lies in long standing business relations with all the Original Equipments Manufacturers for over decades, which shows the overall future visibility in the business of your company besides Capacity Constraints.

**The Strength** of your Company lies in pan India network of Distributors and retailers, which shows big opportunity in ever growing after sales market.

**The Strength** of your Company lies in products for old, new and upcoming vehicles of Tata Motors Ashok Leyland, Volvo Eicher and Daimler India etc.

**The Strength** of your Company lies in a dedicated and committed workforce, with no labour union.

“G.S. Auto International Limited” one of the leading automotive fastening & suspension components Company in North India, has been partnering as the back bone of the Indian Automotive Industry, from the past several years. We have come a long way, since we began the journey, but it has been one worth while journey for all of us; however the way we look at it's, for “G.S.”, it is just beginning and had far miles to go ahead like a back bone in any body. We are proud to be present in almost all the commercial vehicles, manufactured in India, in one or the other way. During the year under review, despite of all the inflationary pressures along with the monetary tightness, the Automotive Industry has grown 13.85% on year on year basis as compared to 27.5% in financial year 2010-2011.

Your Company during the year has registered a growth of 9.37% in net sales as compared to previous year but there was margin pressure due to continuous rise in the commodity prices along with the interest rates. However, the EBIDTA margins of your Company had grown marginally to 8.03% to total income, as compared to previous year of 7.59%, mainly due to cost reduction in different departments along with increase in other income on account of gain on foreign exchange rate fluctuations due to rupee depreciation.

The Construction of the Jamshedpur project for the total installed Capacity of 12000 metric tonnes liquid metal per annum, for a total capex of Rs. 64 Cr., for the manufacturing of Spheroidal Graphite Cast Iron Components, is at full swing. The commercial production of the first phase will commence within next couple of months.

At “G.S. Auto” we firmly believe that the Auto Component Industry stands on six pillars, namely... Commitment, Dedication, Quality, a Reputed Brand, a Professional Team and above all The Confidence of all its Stakeholders.

“The G.S. team of dedicated engineers works hard on each & every component manufactured here. All components pass through stringent quality checks and rechecks, so as to provide complete satisfaction to our extended family composed of a large number of customers be it Original Equipment Manufacturers (OEM), Replacement Market (After Sales Market) or Overseas Customers (Export Market). We strive to ensure that brand “G.S.” is the epitome of safety for all our valued stakeholders.

We at “G.S.” always say “Go Safe with G.S.”, as we feel whenever you are on road; someone back at home is always eagerly waiting for your return.

## Vision & Principles of Business

### **Vision:**

#### **The Global Indian Auto Component Brand:**

We will be a world class preferred Auto Component Brand for all the Original Equipment Manufactures (OEM's) of the world along with a trusted brand in the After Sales Market through best quality, innovations and cost competitive products. Our Customers will enjoy the benefits of dealing with a global Indian brand that best understand their requirements, needs, customized approach and pragmatic solution across all platforms.

#### **To build a world class Company through reliability and be a great place to work:**

Our Visions is to make our Company the best in the class what we do in our business. The products and services we offer should be comparable to the best in the Industry, our business processes and systems should set a benchmark for others. We should earn the respect of our Competitors and work for the benefit of our all the stakeholders and be loved by them.

#### **The Most preferred employers in the Auto Component Industry over a period of time:**

Our Company should be the most preferred Company to work for any employee. Here he should feel like an owner, be able to live his dreams, fulfill all his professional goals and have fun while doing so, because we at "G.S." feel, we are all partners for building a reputed/trusted global Indian Auto component brand.

G.S.Auto International Limited strives to achieve enhanced customer satisfaction by delivering the quality products in the safe working environment. We dedicate ourselves to continual improvements in all fields of our Business;

Growth through organic as well as through value chain & to further expand our business on a sustainable basis, by adding more products to its existing product portfolio through diversification in different sectors of the economy, as well as, to expand through multi-locations, building a team that is passionate about growth, quality, value creation and above all serving to all its stakeholders & further committed to making trust, respect & fellowship a way of life;

Be a market leader in After Sales Market for Machined, Cast and Forged Components through better dealer network, to further grow in Export Markets by the supply of best quality Components and further to join hands with all the major OEM's of the world;

As a young, dynamic enterprise, we constantly seek to surpass our past achievements, even in the bad days, and to discover newer, better means, to address challenges, be it problem solving, customer satisfaction or in the research and development. "G.S." is geared to respond with utmost dedication and an undying spirit of enthusiasm that inspires and unifies while giving the customer a unique advantage. "G.S." culture encourages and enables employees to participate as a team member and take initiatives; this spirit of entrepreneurship is a key mile stone of G.S. philosophy;

Embracing new ideas and new means has been instrumental in our rise and will continue to define our approach. This culture of shared responsibility has given an unmatched reputation to us, while winning the trust and goodwill of employees.



**Principles Of Business: Sense of Urgency & Customer Centric:**

Customer would be the reason of our existence and continuous growth. Every decision we take should add value to our Customers and all our stakeholders. We deliver what we make promises and we will not make promises what we cannot deliver.

**Better relationships and better quality of products & services:**

Our endeavour shall be to create a rewarding experience, every time a customer interacts or transact with us.

**Reliability:**

We shall make sure that our products and services we offer and commitment we make to our stakeholders are most reliable. In all our actions and behaviors, we shall be perceived and seen as reliable and trusted Company.

Continuous Improvement for excellence and consistency.

Every employee work with "G.S." should work like an owner of that process or partner for the different processes. The success of that process(s) should create joy and pain for him personally. He should consider himself responsible for the process and do it to the best of his ability and leave mark of his efforts and dedication on it.

We shall endeavour continuously to build trust, in our dealings with all our stakeholders. We shall strive relentlessly to create faith amongst us through our actions. High integrity should be built on a solid foundation of trust and reliability.

We shall be transparent in providing reliable and pertinent information for enabling an objective assessment of our financial, environmental and social performances.

**“It’s the little things that make  
the big things possible.  
Only close attention to the fine  
details of any operation makes  
the operation first class”**

—J Willard Marriott Sr.

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