




COME
GROW
with US





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Leadership

Wide range of products

Vision three fold growth in the next 5 years

Strategic Intent optimise costs and resources

New Businesses drawing books,
notebooks, pre-school

Five Manufacturing Facilities across India

Extensive distribution network

Strong retail network

Investment for automation and
capacity expansion

Exports USA, Europe, Middle East, Asia Pacific

Strong Brand Equity

come
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with **US**

“Camlin demonstrated the strength and power of its brand, its reach and its connect with the customers through the best result it has posted since inception.”



Dear Shareholders,

2009-2010 has been an excellent year at Camlin. Camlin demonstrated the strength and power of its brand, its reach and its connect with the customers through the best result it has posted since inception. The year marked growth all around. Growth in revenues by 17%. Growth in EBIDTA by 40% and growth in PAT by 97% to Rs. 12.04 Cr. ROCE for Camlin improved from 16% last year to 21% in the current year. We believe we are at an inflection like never before. Camlin is all set to grow three fold in the next five years.

Macro tailwinds

Camlin's growth is directly linked with the growth in literacy and education in India. The urgency to enhance literacy and 'education for all' is being felt now. Initiatives taken by the Government like the 'Sarva Shiksha Abhiyan' and the Right of Children to Free and Compulsory Education Act, 2009 are steps in the right direction. From our point of view, this is great news as high literacy means more demand for our products. We have also observed that schools are not alone in encouraging better quality of products. Parents understand the need to buy better quality products for their children as well. In all, the opportunity for Camlin products is at an inflection.

Camlin connects

We touch your lives. Camlin has been a mentor to every child. If you have children or while you were a child, you would have used a Camlin product, and you definitely do so even now. The power of the Camlin brand is enormous with strong consumer connectivity. Camlin has aggressively built on the strong brand through new products, better communication and wider reach. As the opportunity expands, Camlin is all set to 'Camlinize' it.

Touching more consumers

Camlin touches over 55 million households. The Company has been extending this reach to more consumers every year. Camlin products are today available across over 150,000 retail touch points. As India grows and this growth travels from larger cities to smaller cities and class C towns, Camlin is extending its reach. Its products are today reaching these smaller towns and connecting with consumers there. This is a whole new market that is waiting to explode. Camlin is also increasing its interaction with schools. We expect to touch over 25,000 top schools.

New products, better products

Camlin has a strong R&D set up that is constantly anticipating customer needs and working on creating new products and improving existing products. The opportunity is increasing. The reach is increasing. And we are adding new products to make the most of the opportunity and the inflection.

Expanding manufacturing, enhancing capacity and modernising

Camlin has invested extensively over the last three years to modernise and increase capacity by four times. And the capacities are going on-stream at an opportune time when the focus on education is growing. Manufacturing is critical to our business as it helps us get scale which in turn helps us reduce our cost of production.

New business opportunity

We serve India's education space. We have closely followed the education opportunity in India. Within this, we feel there is a good opportunity to grow the pre-school space. Camlin has made a modest beginning by starting our own pre-school called Alphakids in Andheri, Mumbai. The response has been extremely encouraging. Consequently, we will be opening 2 more pre-schools in 2010-2011 in Thane and Kharghar respectively. Going forward, we intend to grow this business and create another revenue stream for Camlin shareholders.

Outlook

We are very excited about the next few years. The education and literacy drive of the Government and the increase in per capita GDP in India are creating a platform for a structural growth phase. We are creating new products, more competitively. We are penetrating deeper into India to smaller towns. We are expanding our reach and touching more consumers every day. We are generating better cash flow for further investment. We are in a virtuous cycle now.

We feel confident. And our confidence stems from the team we have built that is passionate about the business we are in. Thank you for your support in all our endeavours.

Yours Sincerely,



Dilip Dandekar
Chairman & Managing Director

Camlin Visiting Card

THE COMPANY

- India's premier company in stationery and colour products
- Established in 1931

PORTFOLIO

Unmatched and extensive range of over 2,000 products

AWARDS AND RECOGNITIONS

- The Permanent Marker TV Commercial, (of Rudali with Bindi fame) has been selected to be shown in Japan as one of the world's greatest TV Commercials by NTV Network, the biggest TV network in Japan.
- Camlin Limited was awarded the title of 'Edge Winner' for its successful SAP implementation by Network Computing, one of the leading IT magazines in India.
- The brand 'Camlin' was adjudged as Power Brand of the Year 2009-10 in the stationery category by Planman.

REACH

- Over 150,000 retail outlets
- Over 50 million households

INFRASTRUCTURE

- Manufacturing facilities at 5 locations:
Maharashtra Jammu & Kashmir
Tarapur, Vasai and Taloja Samba and Jammu

FINANCIALS

- During the year 2009-2010, Camlin recorded a total income of Rs. 330.87 Cr, in comparison to Rs. 283.67 Cr in the previous year. The EBITDA stood at Rs. 29.24 Cr as against Rs. 20.87 Cr in the previous year, registering an increase of 40%. The PAT for 2009-2010 was Rs. 12.04 Cr, up 97% over the previous year. The Earnings Per Share stood at Rs. 2.00 as against Rs. 1.02 for the previous year.

Camlin's Contribution to Art

All India Camel Colour Contest

Over 35 lakh students from nearly 7,000 schools across the country participate in this contest that aims to promote art amongst children in India. This contest has been taking place regularly for the past 20 years and has become the art event to look forward to in the school calendar.

All India Art Teacher's Art Exhibitions

These exhibitions are organised for art teachers who get an opportunity to display their work. The aim of these exhibitions is to recognise the special role art teachers play in fostering the artistic talent of children. Winning teachers not only receive cash prizes, trophies and certificates but every year, one art teacher is sponsored to visit art galleries in Europe.

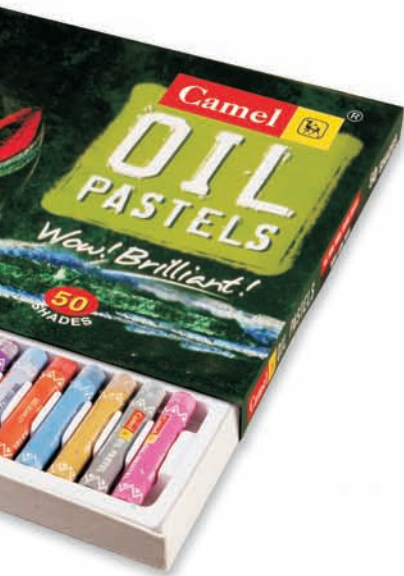
Camel Art Foundation

The Camel Art Foundation has been organising regional art exhibitions for professional artists and fine art students for many years now. Winners are awarded cash prizes, trophies and certificates while national winners are sponsored to visit art galleries in Europe.



Camlin Universe

Camlin offers an entire range of products across categories of consumers: be it students or corporate professionals, artists or hobby enthusiasts.



SCHOOL & EDUCATION PRODUCTS

Water Colour Cakes/Tubes, Poster Colours,
Wax Crayons, Oil Pastels, Plastic Crayons,
Sketch Pens, Wooden Pencils, Scales,
Erasers, Sharpeners, Colour Pencils, Math
Sets, Dissection Boxes, Engineering Boxes,
Mini-Drafters, Other Technical Instruments,
Notebooks, Mechanical Pencils,
High-Polymer Leads, Fountain Pen,
Fountain Ink

OFFICE PRODUCTS

White Board Markers,
Permanent Markers,
Highlighters, Ball Pens, Gel
Pens, Stamp Pads, Refills,
Paint Markers, CD Markers,
Carbon Papers, Glue Sticks,
Gum/Paste, Inks

