

# Painting the future

KOKUYO CAMLIN LIMITED  
66<sup>th</sup> ANNUAL REPORT 2012-13



Camlin   
KOKUYO

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The year 2012-13 was not the easiest for the industry in India.

The stationery sector was marked by inflation, slowdown and intense competition.

At Kokuyo Camlin, we went back to the drawing board. Focusing on enhancing our product quality, market share, supply chain and efficiency.

Creating the foundation for a sustainable future.







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## KOKUYO CAMLIN.

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Wide product portfolio.  
Innovative products.

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Superior value-for-money  
proposition.

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More than just a company; a  
brand.

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More than just a brand; a habit.

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## PEDIGREE

- Established in early 1930's as a partnership firm by Dandekar family; incorporated as Camlin Private Limited in 1946 and converted into a public limited company in 1988.
- Present promoters are KOKUYO S&T Co., Ltd. Japan and the Dandekar family and is managed by experienced professionals





## PRESENCE

- Headquartered in Mumbai, India.
- Manufacturing facilities located at Taloja, Vasai, Tarapur in Maharashtra and Sambha and Gangyal in Jammu & Kashmir.
- Five regional offices in Pune, Bangalore, New Delhi, Chennai and Kolkata.
- Services consumers through a network of distributors across the country.

## PRODUCTS

- Manufactures and markets art materials and stationery products under the flagship brands 'Camel' and 'Camlin'.
- Offers a range of products (Fine Art materials, hobby colours, scholastic colours, scholastic stationery, drawing instruments, office stationery, adhesives, notebooks, office and writing instruments, among others).

## AWARDS, ACHIEVEMENTS AND CERTIFICATIONS

- Krafty Glue was judged Product of the Year by Product of the Year (India) Private Limited in 2009.
- In 2011, the All India Camel Colour Contest attracted entries from across 6,601 Indian schools, the largest art competition in the world that finds mention in the Guinness Book of World Records.
- All manufacturing units are ISO 9001:2008-certified.



REPHILLABLE  
**PERMANENT**  
ANTI-SCRUB ON MOST OF THE SURFACES  
布、紙、金属、プラスチック、ガラス、木材、陶器、段、  
MARKS ON JUTE, PAPER, METAL, PLASTIC, GLASS, WOOD, CERAMIC, L

Camel  
**WAX CRAYONS**  
(EXTRA LONG)

Camel  
**WAX CRAYONS**  
(EXTRA LONG)  
12 PREMIUM POSTER COLOURS

Camlin & KOKUYO  
**PERMANENT**  
MARKER

Camlin  
**POSTER COLOUR**

Camlin  
**PERMANENT**  
MARKER PEN INK

KOKUYO  
**DOTLINER**  
Petit  
8200905

Camlin  
**krafty glue stick**

Camlin  
**Exam**  
ALL CLEAR ERASER

Camel  
**WATER COLOUR TUBES**  
14 SHADES  
5 ml

Camlin  
**SKETCH PENS**

Camlin & KOKUYO  
**SKETCH PENS**

Camlin  
**PLASTIC CRAYONS**

Camlin  
**Exam**  
MATHEMATICAL DRAWING INSTRUMENTS

Camlin  
**ART PLAY CRAYONS**

Camlin  
**WATER COLOUR TUBES**  
14 SHADES

Camlin  
**Exam**  
MATHEMATICAL DRAWING INSTRUMENTS

Camlin  
**SCHOLAR GOLD**  
MATHEMATICAL DRAWING INSTRUMENTS

Camlin  
**HIGH QUALITY NOTEBOOK**  
Bright and Fine Quality Paper - 170 GSM  
Smooth Writing  
All for the student writing



# PRODUCT PORTFOLIO

## STUDENTS AND EDUCATION PRODUCTS

Artica plastic crayons  
Colour pencils  
Dissection boxes  
Erasers  
Engineering boxes  
Fountain pen and Ink  
Hi-polymer leads  
Math sets  
Mechanical pencils  
Note books  
Oil pastels  
Other technical instruments  
Poster colours  
Premium colour pencils  
Scales  
Sketch pens  
Sparkle decorative colours  
Sharpeners  
Water colour cakes  
Water colour tubes  
Wax crayons  
Wooden pencils

## FINE ART & HOBBY PRODUCTS

Art powder colours  
Artist oil colours  
Artist acrylic colours  
Artist water colours cakes  
Artist water colours tubes  
Brushes  
Canvas rolls  
Canvas boards  
Compressed charcoal  
Cone liners and 3D glitters  
Drawing inks  
Drawing and Charcoal pencils  
Easels  
Fabric colours  
Fabric glue  
Glass colours  
Hobby brushes  
Water colour pencils  
Lino sheet  
Mediums  
Oil sketching papers  
Painting mediums  
Premium poster colours  
Powder colours  
Soft pastels  
Sketching papers

## OFFICE PRODUCTS

Adhesives  
Ball pens  
Carbon papers  
CD markers  
Gel pens  
Glue sticks  
Gum  
Paste and Inks  
Highlighters  
Markers  
Mechanical pencils and Leads  
Permanent marker ink  
Permanent markers  
Paint markers  
Refills  
Scissors  
SD Pen  
Stamp pads  
White boards



# KOKUYO Campus







## CORPORATE PHILOSOPHY

**Customers first:** Committed to respond by delivering superior quality to meet the diverse demands of the customers across the globe

**Human resource:** Promote equal employment opportunities to encourage professional excellence and strive to provide good working conditions.

**Business partners:** Strive for long lasting association with all the stakeholders to augment mutual co-operation and establish a bond of mutual trust.

**Corporate governance:** Take leadership in nurturing corporate culture and implementing policies that promotes ethical behaviour.

**Transparency:** Maintain transparency and conduct the business operations with utmost honesty and integrity.

**Corporate social responsibility:** Embrace and contribute to sustainable development of the society and make consistent efforts to preserve and maintain harmony with the environment.

Camlin  
KOKUYO





# CORPORATE INFORMATION

## Chairman Emeritus

Mr. Subhash Dandekar

## Board of Directors

Mr. Dilip Dandekar (Chairman & Executive Director)

Mr. Takuya Morikawa (Senior Vice Chairman)

Mr. Shriram Dandekar (Vice Chairman & Executive Director)

Mr. Nobuchika Doi (Executive Director)

Mr. Takeo Iguchi (Executive Director)

Mr. Hirofumi Iwatsu

Mr. Ravindra Chandra Bhargava

Mr. Hisamaro Garugu

Mr. Devendra Kumar Arora

Mr. Shishir Desai

Mr. Ramanathan Sriram

Mr. Noriyuki Watanabe

## Chief Executive Officer

Mr. Ayyadurai Srikanth

## Chief Financial Officer

Mr. Chetan Badal

## Vice President (Corporate) & Company Secretary

Mr. Ravindra Damle

## Registered Office

48/2, Hilton House, Central Road,  
M.I.D.C. Andheri (East),  
Mumbai 400 093.

## Works

Tarapur: M.I.D.C, Boisar, Tarapur.  
District - Thane 401 506

Taloja: M.I.D.C, Taloja  
Navi Mumbai 410 208

Jammu: Industrial Growth Centre,  
Samba Phase I, Jammu, J&K State.

101, Gangyal Industrial Area, Phase II,  
Jammu 180 004

Vasai: Rajprabha Udyog Nagar, Walive,  
Vasai (East) District - Thane 401 308

## Auditors

M/s B. K. Khare & Co.  
Chartered Accountants  
Mumbai.

## Bankers

Mizuho Corporate Bank Ltd.  
The Bank of Tokyo-Mitsubishi UFJ Ltd.

## Registrars and Transfer Agents

M/s. Sharepro Services (India) Pvt. Ltd.  
Unit: Kokuyo Camlin Limited,  
13 AB Samhita Warehousing Complex,  
2nd Floor, Near Sakinaka Telephone  
Exchange, Andheri Kurla Road,  
Sakinaka, Andheri (East), Mumbai 400 072.  
E-mail: [sharepro@shareproservices.com](mailto:sharepro@shareproservices.com)

