



set to soar

69th Annual Report 2015-16



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Our **integrated manufacturing plant** at Patalganga is all set to commence commercial operations...

...**unleashing the thrust and power** in our engines that will provide us with the momentum.

Our renewed marketing is all set to leverage the **momentum of enhanced** manufacturing capacities...

...**accelerating us on the smooth runway** from where we are preparing for the take-off.

Our **quality, reach, presence,** brand and products are all set to propel us...

...into a new trajectory of **growth and expansion** as we aim to achieve our **vision of ₹ 1,000 crore** in the next three years.

The new **pace, passion and purpose** is reflected in our **improved performance** this year.

We are accelerating.

On the run-way.

Ready to take-off.

We are

set to soar



Integrated Manufacturing Plant at Patalganga

In 2013, we took a major strategic decision to consolidate our manufacturing at Patalganga in MIDC, Maharashtra.

The new integrated manufacturing plant at Patalganga is all set to commence production in second quarter of FY2016. Consolidating some of our manufacturing activities at Patalganga will catapult us into the next orbit as economies of size, scale and scope unlock immense new potential in procurement, logistics, production and delivery.

The Patalganga plant has locational advantages with excellent connectivity with national highway, proximity to JNPT and the proposed site for the new airport.

The new plant is spread over 56,600 sq.mts. (14 acres) of land. The Factory and Administrative section is spread over 26,401 sq.mts., making it the largest stationery plant in the Kokuyo Group. Another 11,644 sq.mts. of the plant will be used to accommodate the current factory and administrative area of Vasai and Taloja plants. The site has sufficient land available for further expansion in the future.

The Patalganga plant shall also be equipped with the latest machines and equipment. It shall be a state-of-the-art manufacturing unit with cutting-age technology and advanced automated production lines. The plant will immediately take our manufacturing efficiencies to the next level in terms of volumes as well as quality of products, not to mention the compelling cost advantages derived from single-location production.

As the Indian stationery market becomes more competitive and moves towards premiumisation, we are confident that our integrated manufacturing at Patalganga will enable us to consolidate our presence and expand into newer categories with more innovative products, competitive pricing and top-class quality.



Artists impression of proposed factory building.

- ✔ Biggest stationery plant in the Kokuyo Group
- ✔ Excellent connectivity and location
- ✔ Spread over 14 acres with sufficient land for future expansion
- ✔ State of the art plant with latest automated production lines
- ✔ Commercial production expected in second quarter of FY2016
- ✔ Over 200 products to be manufactured under one-roof



Artists impression of proposed factory building.

Focussed Marketing Strategy

Over the last 3 years, we have been steadily focussing on our marketing strategy to leverage the powerful advantage of integrated manufacturing at Patalganga.

The Indian stationery market has become highly competitive in the last few years. Many new international players have been attracted in enter the foray as the fast-evolving Indian consumer demands more premium products in every category.



Not to scale - for graphic purpose only.

At Kokuyo Camlin, we have one of the most enduring and endeared brands in the stationery space in India. At Patalganga, we shall have one of the most advanced manufacturing plants in the country. Our marketing team has been focussing on expanding our market share with clear strategies and plans to synergies the dual strengths of a strong brand and integrated manufacturing.

Marketing for the Next Gen Consumers

The digital revolution in the last few years has radically shifted marketing. Compared to traditional marketing which was based on communications in print and electronic media, today's consumers are 'always on' their smart devices, connected everywhere and engaged constantly. Marketing today needs to engage with consumers, converse with them on social media platforms and deliver interesting and interactive experiences.

We have understood this insight and change, and have aligned our marketing strategy in sync with the next gen consumers.

We continue to engage with our consumers through our wide digital presence across popular social media platforms. We are one of

the first movers in the digital space. Our Facebook page is liked by over 528,000 people. We engage with our consumers on a round the year basis through the digital medium. We make customers an integral part of our digital campaigns by engaging into regular conversations

to delivering improved product experiences. In fact, we involve our consumers in addressing social cause and issues like the Clean Ganga project, where over 170 artists were given Kokuyo Camlin products to paint, and the entire event was promoted by Media.

Kidzania is a safe unique and interactive indoor theme park that empowers, inspires and educates kids through real life role play activities. Kokuyo Camlin has an Arts and Crafts Studio and Painting Studio where kids can express their creativity.



Kokuyo Camlin helped in planting of over 1 lac trees as part of its environmental initiative. The project was also used to communicate the key marketing message that using Mechanical pencils saves wood, and therefore, helps sustain the environment. Using the social media, both the marketing message as well as the sustainability message were impactfully delivered.

Rakhi App

In yet another example of innovation, Kokuyo Camlin launched its Rakhi app.

The Rakhi App is part of the ABBY Award winning Camlin Experience App. It takes the traditional Indian festival of Raksha Bandhan on the modern technology and digital platform.

Using a set of 'easy to use' tools, anyone can create a stunning Rakhi design within minutes. Beyond designing personalized Rakhis, they can tag and share the Rakhi with a loved one on Facebook within the app, or download and share via email.

Expanding Reach and Presence

Reaching more customers across the country is key to expanding our market share. We already have one of the most elaborate and extensive distribution in the country, reaching every town and city in India. We are now building our online presence as e-commerce get set to emerge as a dominant new marketplace for the future. Our products are already available on all popular e-commerce platforms in India.



Innovative Products

The Camlin brand is synonymous with innovative products. Over the last 6 decades, we have a rich legacy of introducing many first in the market products – from Artist Acrylic Colours to Mechanical Pencils and High Polymer Lead to Brush Pens.

Launching innovative products is a continuous process that begins with an in-depth understanding of consumer needs and demands, changes in the market-place as well new technology. We have an in-house R&D department that is constantly developing new products based on these.

Our strategic relationship with Kokuyo has also given us the edge in innovation, particularly in product like notebooks, where Kokuyo is the market leader. Deep insights about paper is key to creating a notebook that stands apart from competition.





During the year, we introduced a range of innovative products.

1

Brush Pens

Kokuyo Camlin launched an innovative product which gives children the joy of water colouring along with the convenience of brush - Brush Pens.



2

Square Glue Sticks

This is a highly innovative glue stick in square shape which ensures that glue is evenly applied on all corners. This product is jointly designed and developed by Kokuyo Japan and Kokuyo Camlin. It is also exported by Kokuyo Camlin.



3

Washable Crayons

With Washable Crayons kids can now express their creativity on any surface including walls as they are washable from most surfaces.



New Products Launched

