

The POWER OF FOCUS



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The Indian stationery and art-materials space is on a strong growth trajectory. With strong tailwinds in the form of increasing incomes, rise in educational spends and overall favourable demographics, the industry is expected to accelerate its growth momentum. The marketplace in India is also getting more competitive with new players and new products, requiring existing and established players to counter with apt responses.

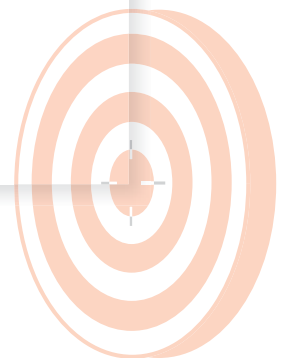
Retaining momentum and market share is not only critical, but crucial for continued growth and sustained value-creation.

At Kokuyo Camlin, our response has been a sharper and stronger focus.

We have ensured that there is a strong alignment of our strengths and proposition with our strategy and plans. The result has been focussed priorities of our business.

We firmly believe that it is this strategy that will enable us to provide multiple benefits to our customers and retain our momentum and market share with improved proposition and improved performance, as we overcome every challenge with

THE POWER OF FOCUS



THE POWER OF FOCUS

“*The Sun’s energy warms the world. But when you focus it through a magnifying glass, it can start a fire. Focus is so powerful!*”

At Kokuyo Camlin, our strategic direction resonates with and emanates from focus. As a multi-category, and a multi-product organisation, we have structured our mid and long-term business around strengthening the Power of Focus.

The Power of Focus creates a clear blueprint of where our efforts, energies and resources will be concentrated. Our business plan has a strong focus of key categories and innovative products. Our integrated plant has enhanced our capacities to meet the increasing consumer demand, which will contribute significantly to our top and bottom-line.

Inside our Patalganga Plant



Our future growth strategy is based on a sharper and narrower focus, enabling us to channelise our attention and resources with a view to widen reach and penetration, better customer service and thereby, unlock higher value. Every initiative

will focus on customer satisfaction, leading to higher market share and improved performance. With rising income, customers are shifting to premium products. Accordingly, we are re-adjusting our focus to premium products. Internally, focus on categories

and products will also ensure we have more relevant and pertinent operating strategy. Externally, it will result in higher customer and consumer satisfaction as well as an increased market share.



PRODUCT LAUNCHES IN 2017-18





EVENTS, ACTIVITIES AND RECOGNITION

We associated with the ISHA Foundation to support Rally For Rivers, a nationwide initiative to rejuvenate India's rivers.



Honourable Dignitaries felicitating the Winners of Creative Writing Competition on the subject : "Saving Rivers - India's Lifelines" conducted by Kokuyo Camlin Limited & Isha Foundation in schools pan-India



Children taking part in Creative Writing Competition



Lürzer's Archive is a bi-monthly magazine for the advertising industry which features advertising campaigns for Print and TV from around the world



Children actively participating in Camel Art Contest 2017



General Bipin Rawat, Chief of Army Staff is gracing the award function for Contribution of Hand Painted Greetings Cards by Kokuyo Camlin to soldiers

CORPORATE INFORMATION

Chairman Emeritus

Mr. Subhash Dandekar

Board of Directors

Mr. Dilip Dandekar

(Chairman & Executive Director)

Mr. Takuya Morikawa

(Sr. Vice Chairman & Non-Executive Director)

Mr. Shriram Dandekar

(Vice Chairman & Executive Director)

Mr. Nobuchika Doi

(Managing Director)

Mr. Takeo Iguchi

(Executive Director)

Mr. Kazuo Kubo

(Additional Non-Executive Director)

Independent Directors

Mr. Shishir Desai

Mr. Ramanathan Sriram

Mr. Devendra Kumar Arora

Mr. Hisamaro Garugu

Mr. Venkataraman Sriram

Ms. Nandini Chopra

Chief Executive Officer

Mr. Satish Veerappa

Chief Financial Officer

Mr. Chetan Badal

Vice President (Corporate) & Company Secretary

Mr. Ravindra Damle

Registered Office

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

CIN : L24223MH1946PLC005434

Works

Patalganga : Plot No. F/8,
Additional Patalganga MIDC,
Village - Chavane, Taluka - Panvel,
Dist. - Raigad - 410 220.

Tarapur : M.I.D.C., Boisar, Tarapur,
Dist.- 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.

Auditors

M/s. BSR & Co. LLP
Chartered Accountants
Mumbai

Bankers

Mizuho Bank Ltd.
The Bank of Tokyo-Mitsubishi UFJ Ltd.
Sumitomo Mitsui Banking Corporation

Registrar & Transfer Agents

Link Intime India Pvt Ltd.
C-101, 247 Park,
LBS Marg, Vikhroli (West),
Mumbai - 400 083.

Tel : 91-022-4918 6270

Fax : 91-022-4918 6060

Email : rnt.helpdesk@linkintime.co.in

Audit Committee

Mr. Shishir Desai

Chairman

Mr. Venkataraman Sriram

Member

Mr. Ramanathan Sriram

Member

Mr. Takuya Morikawa

Member

Stakeholders' Relationship Committee

Mr. Ramanathan Sriram

Chairman

Mr. Hisamaro Garugu

Member

Mr. Shriram Dandekar

Member

Remuneration & Nomination Committee

Mr. Shishir Desai

Chairman

Mr. Devendra Kumar Arora

Member

Mr. Dilip Dandekar

Member

Ms. Nandini Chopra

Member

Corporate Social Responsibility Committee

Ms. Nandini Chopra

Chairperson

Mr. Nobuchika Doi

Member

Mr. Shriram Dandekar

Member