

Resilience

IS THE NEW SUSTAINABILITY



scroll DOWN FOR...

9-64

STATUTORY REPORTS

09	Notice
17	Board's Report
33	Management Discussion and Analysis
38	Corporate Governance
57	Business Responsibility Report

INVESTOR INFORMATION

CIN	: L24223MH1946PLC005434
BSE Code	: 523207
Bloomberg Code	: CAMLN:IN
AGM Date	: Tuesday 31st August, 2021, 11.00 a.m
AGM Venue/Mode	: Video Conferencing ("VC") / Other Audio Visual Means ("OAVM")

Please find our online version at
<https://www.kokuyocamlin.com/annual-reports.html>
or
Simply scan the QR code below to view our previous year's report:



01-08

CORPORATE OVERVIEW

Resilience in New Challenges	02
New Product Launches	03
Brand Recall	04
Goodness that Ensure Sustainability	06

65-126

FINANCIAL STATEMENTS

Independent Auditor's Report	65
Balance Sheet	74
Statement of Profit and Loss	75
Statement of Cash Flows	76
Statement of Changes in Equity	78
Notes to the Financial Statement	79

Disclaimer :

This document contains statements about expected future events and financials of Kokuyo Camlin Limited, which are forward looking. By their nature, forward-looking statements require the Company to make assumptions and are subject to inherent risks and uncertainties. There is significant risk that the assumptions, predictions and other forward-looking statements may not prove to be accurate. Readers are cautioned not to place undue reliance on forward-looking statements, as a number of factors could cause assumptions, actual future results and events to differ materially from those expressed in the forward-looking statements. Accordingly, this document is subject to the disclaimer and qualified in its entirety by the assumptions, qualifications and risk factors referred to in the Management Discussion and Analysis of this Annual Report.

Resilience IS THE NEW SUSTAINABILITY

Resilience at Kokuyo Camlin ('KCL' or 'the Company' or 'we') has always been the guiding principle that shapes its thinking, planning and actions. It keeps the Company responsive to whatever changes may come. By anticipating disturbance, building capacity to withstand shocks, rebuilding as necessary and evolving, when possible, the Company has been able to sustain in the new normal.

Since inception, innovating with responsibility has been at the heart of building a sustainable enterprise. With the ability to meet the demands of the present generation without compromising on the needs of the future generations, the Company realises that only resilience can help it remain sustainable in its pursuit of growth.



Resilience IN NEW CHALLENGES

The Covid-19 pandemic unleashed a state of turmoil and disruptions across the world wrapping under it lives and livelihoods of millions. Just like other industries, Kokuyo Camlin, too, had to tide over a few hurdles. However, our proactive and resilient team, which believes in facing the challenges from the front, weaved robust strategies to defy the challenges and keep us sailing through. In the year under review, the Company was able to operationalise its facilities at Patalganga, Tarapur and Samba in just two months into the pandemic with a limited workforce. All Government laid-down Covid-19-related norms were followed with utmost diligence. Safety of the workforce remained top priority and the Company ensured hygiene and protection for them at every step of the work process.

HOW Resilience LED TO SUSTAINABILITY

EXPRESS FEEDER AT PATALGANGA

Business during Covid-19 was unusual. The Company faced a few lows but the highs that followed was deeply fulfilling. The Patalganga plant faced used to face severe power issues. After a lot of hurdles and difficulties we finally were able to install the express feeder from the MSEDCL power substation. Around 75-80 electric poles were installed on the 4.8-km stretch between the MSEDCL power sub-station to the Patalganga factory. This not only ensured 24x7 uninterrupted power supply to the factory but also allowed the Company to achieve production targets seamlessly.



New Product Launches

SUPREME HD PENCILS: Darker and Smoother

Kokuyo Camlin revamped and relaunched its wooden pencil portfolio. Supreme HD is the first pencil which is 50% darker compared to other wooden pencils in the market. Technical evaluation of all writing pencils available in the market and consumer evaluation pan-India proved it. A lot of small changes have been incorporated in the new Supreme HD to make writing darker and smoother.

USPs of Supreme HD

- Super Dark Premium Pencils
- Smooth Writing
- Available in Blue and Red Colours
- Hexagonal Shape

NOVA GLOWING RT: Glow Your Way

Nova Glowing RT was added to Kokuyo Camlin's wooden pencils portfolio in March 2021. These are triangular-shaped rubber-tipped graphite pencils. It offers premium quality and extra-dark graphite lead for dark handwriting. It also requires lesser pressure from the user while writing. The pencil has a soft and well-treated wood for easy sharpening. It's triangular for better grip, thus, making it user-friendly. The creative and vibrant box design make the pencils one of its kind and aesthetically appealing to the users. Nova Glowing RT has five attractive florescent colours and are useful for primary school students for smoother writing experience.

GLUE STICKS: Get Glued to It

Camlin 8g Glue Sticks were already present in the market. However, to complete the glue sticks portfolio, small and big varieties were introduced in February 2021 with uniformity in design with all three variants of glue sticks - S, M, L - 5g, 8g, 15g.

These glue sticks have fast-drying formulation, which provides an instant solution to all the paper-to-paper gluing requirements. Apart from the rotational opening and easy-to-apply functionality, the glue sticks provide a smooth-applying experience sans hassle. Moreover, it is transparent adhesive that does not leave behind any mark upon drying.

STAR KIT: For Star Kids

With the launch of the Star Kit-Pokémon Edition this year, the Company introduced a new trend in gifting. The kit has been exclusively developed keeping in mind the stationery requirements of children studying in Grade I to IV. Over the years, there has been a steady shift in the gifting pattern among kids. Toys and chocolates, which give temporary joy to kids, are getting replaced with fun stationery because they leave behind a sustained memory in kids. The Star Kit-Pokémon Edition has been designed and packaged in such a way that it builds excitement among kids. It has the best product assortment with Supreme pencil, trendy guitar-shaped sharpener for break-free sharpening, flora eraser for clear and dust-free erasing and exam scale (15 cm) for accurate measuring. It has an attractive packaging with the cartoon Pokémon character and freebie Pokémon stickers as collectibles for children.



Resilience LEADS TO OPPORTUNITIES

BRAND RECALL

Art Hour Contest

The pandemic provided a unique opportunity to strengthen KCL's brand and also keep kids active when their parents were busy with work from home. The Company announced the #ArtHour Contest in April 2020, where on a daily basis, it selected one theme and one product (for example pot painting with acrylic colours, sketching with pencils, pencil shavings art). Children were asked to draw/colour/paint anything based on the theme. They then shared their creativities with the Company. The best entries were featured on Kokuyo Camlin's fan page, EVERYDAY.

At the end of the contest, winners were rewarded with attractive Kokuyo Camlin hampers. The Company received hundreds of entries daily throughout the activity. The contest facilitated KCL to reach over 3 lakh fans, and also helped in adding 3,000 new followers to KCL's fan page. The healthy and productive online contest during the pandemic ushered in a great amount of positivity among kids, which KCL considers a huge achievement for the Company.



THE GREAT WALL OF CAMLIN

In the year gone by, Rangoli International School in Gandhinagar, Gujarat, decided to paint their front office. The design selected to paint it was that of a 'rainbow', matching it with the school's name Rangoli (an array of colours). KCL's SAT promotional team, which has a long-standing relationship with the school authorities, proposed them the idea to create the array of colours, displaying colour pencils. The entire front office was decorated with Camlin colour pencils, which gave the brand value of Kokuyo Camlin a huge boost.

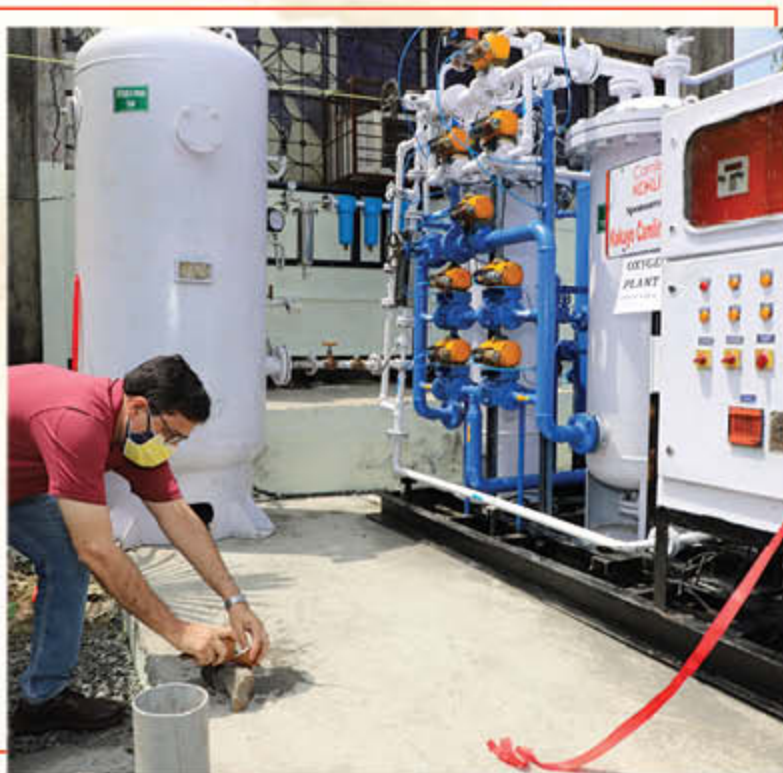


GOODNESS THAT ENSURES SUSTAINABILITY

COVID-19 INITIATIVES

As a responsible corporate, Kokuyo Camlin knows how significant is timely action. During the unprecedented Covid-19 pandemic, the Company did its best to support the communities around and light a candle of hope for the people.

When cases of Covid-19 infection peaked and several people were admitted in hospitals, there rose a unique problem in the nation - oxygen scarcity. Looking at the situation, the Company took a timely decision and converted its nitrogen-generating machine into an oxygen generating machine in a week. This plant was installed at TIMA Hospital in Boisar, aiding several people in getting another chance to breathe.





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 (*Non-Executive Director*)

INDEPENDENT DIRECTORS

Mr. Shishir Desai

Mr. Sriram Venkataraman

Ms. Nandini Chopra

Mr. Yasuyuki Kanabako

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.

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
HDFC Bank Ltd.

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. Takuya Morikawa, Member
Mr. Sriram Venkataraman, Member
Ms. Nandini Chopra, Member
Mr. Yasuyuki Kanabako, Member

STAKEHOLDERS' RELATIONSHIP COMMITTEE

Mr. Shishir Desai, Chairman
Mr. Shriram Dandekar, Member
Mr. Nobuchika Doi, Member

REMUNERATION & NOMINATION COMMITTEE

Mr. Shishir Desai, Chairman
Mr. Dilip Dandekar, Member
Ms. Nandini Chopra, Member
Mr. Sriram Venkataraman, Member

CORPORATE SOCIAL RESPONSIBILITY COMMITTEE

Ms. Nandini Chopra, Chairperson
Mr. Shriram Dandekar, Member
Mr. Yasuyuki Kanabako, Member