

Focusing on the Core, Building the Future

Kokuyo Camlin Limited
76th Annual Report 2022-23

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Financial Highlights 2022-23



₹ 77,494 Lakhs
Revenue From Operations



₹ 2,445 Lakhs
Profit After Tax



₹ 2.44
Earnings per Share

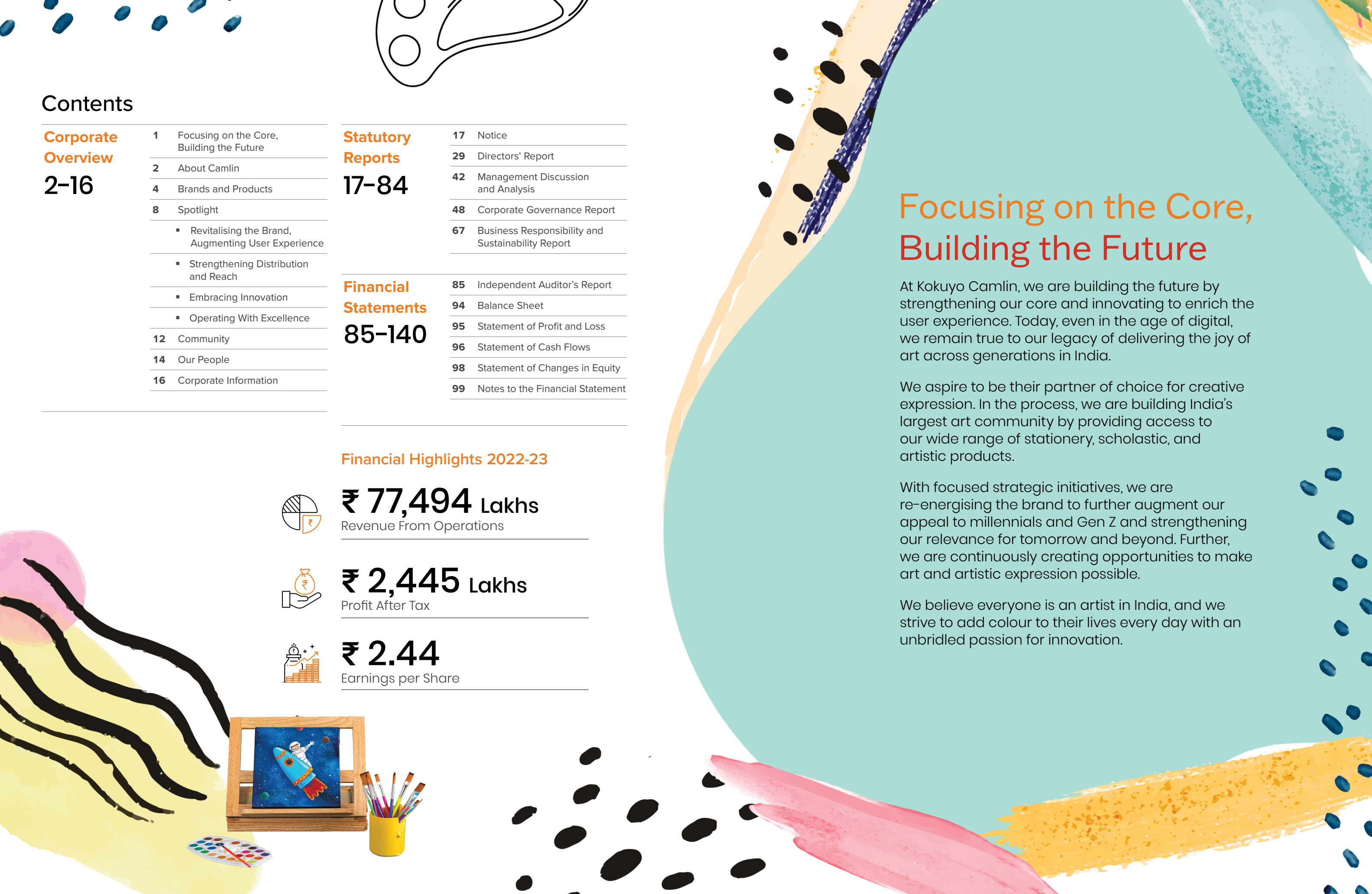
Focusing on the Core,
Building the Future

At Kokuyo Camlin, we are building the future by strengthening our core and innovating to enrich the user experience. Today, even in the age of digital, we remain true to our legacy of delivering the joy of art across generations in India.

We aspire to be their partner of choice for creative expression. In the process, we are building India's largest art community by providing access to our wide range of stationery, scholastic, and artistic products.

With focused strategic initiatives, we are re-energising the brand to further augment our appeal to millennials and Gen Z and strengthening our relevance for tomorrow and beyond. Further, we are continuously creating opportunities to make art and artistic expression possible.

We believe everyone is an artist in India, and we strive to add colour to their lives every day with an unbridled passion for innovation.



Building on the Legacy That India Loves

Kokuyo Camlin Limited is one of India’s leading stationery companies. Beginning our journey in 1931, we have built a dynamic brand that has not only stood the test of time but also continues to enjoy strong recall among artists, students, designers, and office goers alike.

A growing creative community of **5 Million** artists

Corporate Philosophy

Customer first, always

We constantly deliver superior quality while meeting the diverse demands of our community.

You can see through us

We maintain absolute transparency by conducting every operation with honesty and integrity.

Working with pride

We believe in equal opportunities for professional excellence and great working conditions.

Business based on trust

We establish long-lasting bonds with all stakeholders to augment mutual cooperation.

Leadership with meaning

We nurture a corporate culture that implements policies to promote ethical behaviour.

Camel 
All things art



camlin
All things stationery

Delivering the Joy of Art Across India

We manufacture a wide variety of scholastic and artistic products from our three plants – two in Maharashtra and one in Jammu and Kashmir. Our strong distribution network enables us to reach every nook and corner of the country, enabling creativity to thrive every day.

Patalganga, Maharashtra – Patalganga plant is our largest facility, producing at a huge capacity. This facility has Japanese-tech injection moulding machines with robotics. Camlin stationery products are manufactured at this facility and distributed in both Indian and Japanese markets. It has an in-house R&D centre specialised in stationery products and Japanese workplace manpower tools like 5s and Kaizen. The facility also has a 50-Lakhs-litre open water storage pond. We have installed a 564 kWp solar power plant to reduce our energy consumption from non-renewable sources and contribute towards lowering our carbon footprint.



324 SKUs
Patalganga

Tarapur Plant, Maharashtra – The Tarapur Plant is our oldest facility and has the capacity to manufacture crayons, artist products, mechanical pencil leads, etc. A state-of-the-art R&D centre for colour products is an integral part of this facility. We have installed a 500 kWp solar power plant in this facility with Zero Liquid Discharge.



800 SKUs
Tarapur

Samba Plant, Jammu – This facility is the prime producer of our colour categories like poster colours, water colours, liquid acrylic colours, etc.



393 SKUs
Samba

Brands and Products

Catalysing Creative Expression

We are a catalyst in our customers' ever-expanding universe of artistic ingenuity. Our wide range of products across the two brands—Camel and Camlin—ensures that they are adequately equipped to bring their imagination to life across mediums and forms. In the process, our products transform from mere tools into partners in everything creative.

Camel Products

Colour

The collection consists of Artist acrylic colours, Artist HD Acrylics, Artist water colours, Artist oil colours, Student oil colours, Premium poster colours, Drawing inks, Transparent photo colours, Art powders, Redimix tempera colours, Fabrica acrylic colours, and Fluid acrylic colours. These items are available in various sizes and amounts.

Mediums

Most arts are defined by the mediums used to create them. The Camel brand offers a wide artist's range of Acrylic mediums, Oil mediums, Dry mediums, and Hobby mediums.



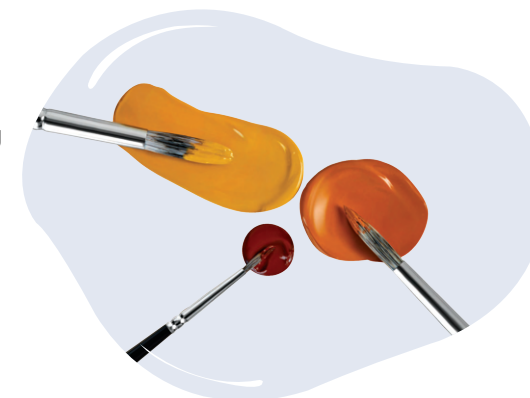
Drawing Materials

Our brand supplies the basic needs of an emerging artist, from brush paints to charcoal. Some of the essential art materials for drawing are – artist brush pens, Artist Soft pastels, Artist Oil pastels, Drawing pencils, charcoal and Drawing inks.



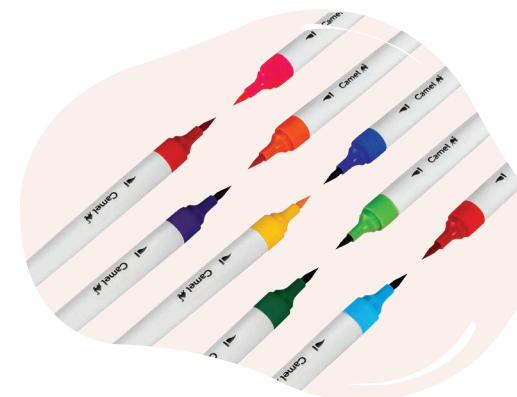
Canvases

Every prominent artist starts with a small canvas. A canvas portrays the artist's true self and is a showcasing medium for any art the artist wants to show. Camel provides various options for choosing the one most suited for the artist, like Canvas rolls, Canvas pads, Stretched canvases, Canvas boards, Art boards, and Oil sketching papers.



Brushes

The texture of any painting is often determined by the brush strokes used in it, which vary from one kind of brush to another. Some of its types are white bristle brushes, artist brushes, synthetic gold brushes, hobby brushes, and champ brushes.



Painting Kits

Painting kits are convenient tools for any artist. Our kits are one-of-a-kind, with each containing a variety of art materials. Some of them are fluid acrylic colour kits, DIY colouring for grownups, drawing kits, and painting kits.



Kids

The trail of thoughts of the younger generation is often best traced through the kind of art they create. We offer painting kits, drawing kits, student oil pastels, crayons, student poster colours, student water colours, sketch pens, student brush pens, colour pencils, and drawing books.



Hobby

We care for our peers with a budding interest in art and help them find what they need to pursue their hobbies. Several Camel products become their best companions, such as Fabrica acrylic colours, glass colours, fluid acrylic colours, fluid acrylic colour kits, DIY colouring for grownups, sparkle colours, hobby brushes, hobby mediums, and fabric glue.

Brands and Products

Camlin Products

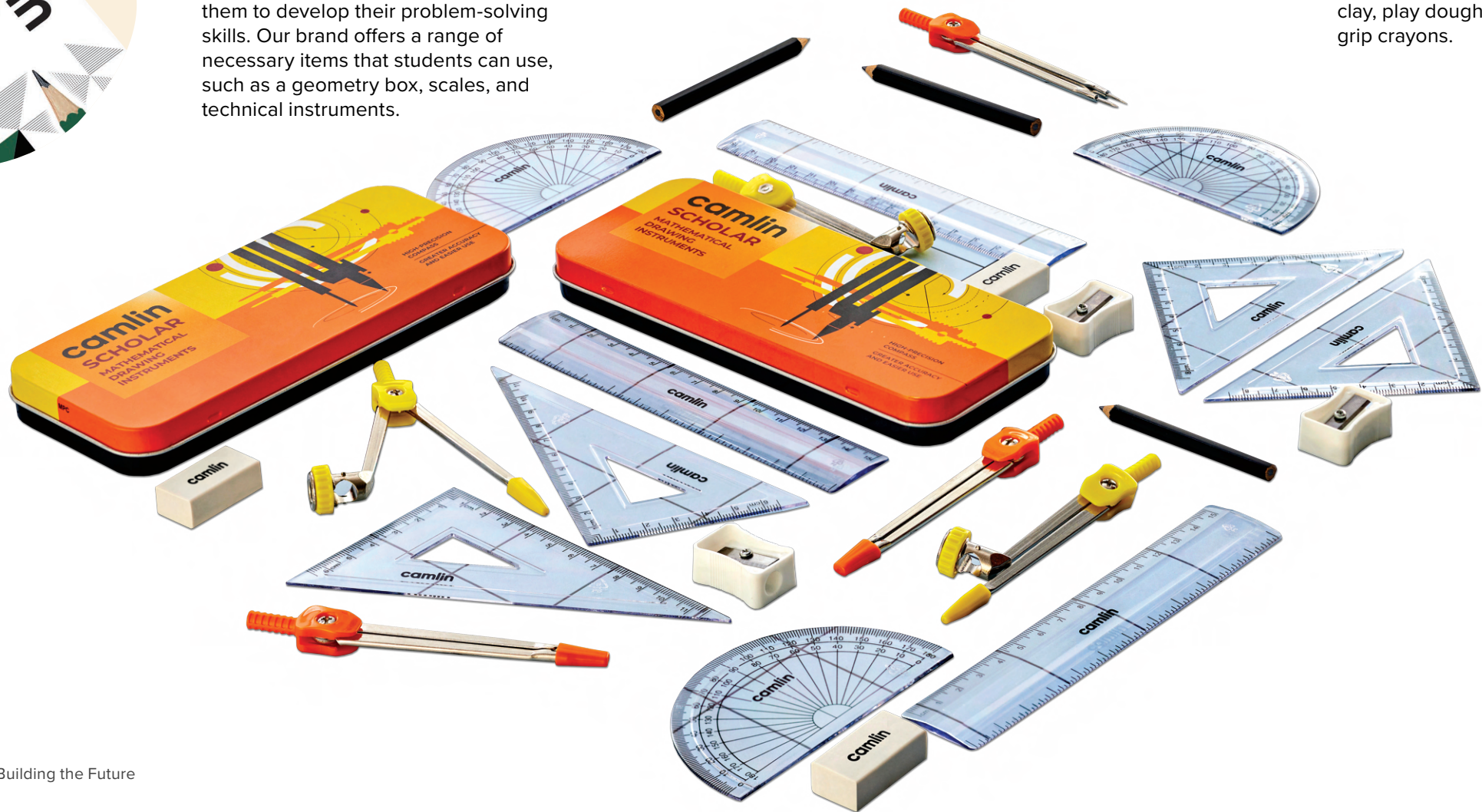
Pencils and Accessories

The Camlin brand offers items for day-to-day necessities, such as wooden pencils, mechanical pencils, mechanical pencil leads, artist pencils, erasers, sharpeners, exam pads, and scales.



Geometry Box

Geometry forms the primary concept of shapes among students. The geometry box is an essential tool used for scholastic purposes. It teaches them about the principles of geometry and encourages them to develop their problem-solving skills. Our brand offers a range of necessary items that students can use, such as a geometry box, scales, and technical instruments.



Adhesives

Adhesives act as crafting hacks; their appropriate use shapes many masterly creations. Some adhesive items under our brand are gums and pastes, white glues, and glue sticks. Camlin glue sticks are a staple in many households in India.



Early Learning

Anything bright and colourful attracts the eyes of younger ones. Our brand encourages their tiny grips with items like finger crayons, modelling clay, play dough, and child grip crayons.



Office Supplies

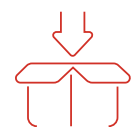
Although offices now operate digitally, they still need the materials to put professional input into their work. Some of the most commonly used office stationery items that our brand produces are whiteboard markers, permanent markers, highlighters, wooden pencils, correction pens, stamp pads and inks, carbon papers, adhesives, and scales.

Visualising a Brighter Future

The changing times have upended many a tradition. In the digital era, we are transforming ourselves to deliver the real in an increasingly virtual world, especially to the younger generation, which is constantly looking for new experiences and new mediums of expression. We are using digital platforms to gain more insights into their preferences and aspirations and deliver what they need for unbridled creativity.

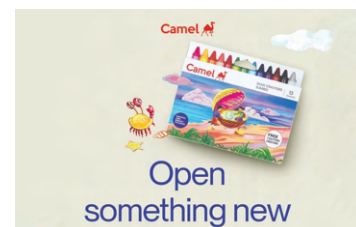
Revitalising the Brand, Augmenting User Experience

We are expanding our presence across digital platforms and revitalising the brand to make it future-ready.



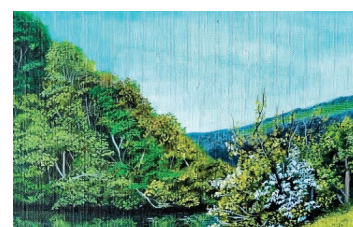
Refining the Packaging Design

Impact: Keeping the needs of our customers in mind, we refined our packaging design. In 2022-23, we were able to launch the Young Artist and Camlin product lines to the market.



Organising Workshops and Contests

Impact: Young minds are the most creative, so they need to be nurtured well. We organise various workshops and contests for the eager ones to provide minute details of creating art and a better understanding of our products.



Brand Campaign 'We Are Changing'

Impact: The campaign was launched to celebrate international style and fresh artwork design in all art and stationery products of the Company. This campaign specified the distinction between the brands Camel (All Things Art) and Camlin (All Things Stationery). Within a month, the campaign was able to reach 110 Million individuals, and the films had an average of 4 Million views on YouTube.



@kokuyo.camlin



@kokuyo.camlin



Expanding Social Media Engagement

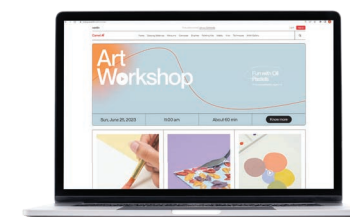
Impact: Our customers live and breathe social media these days, especially the younger generation. So, we are improving our interactivity through multimedia platforms and using them to perfect our brand's voice and visual identity, thus creating deeper engagement with our growing community of artists.

We collaborated with 75+ art enthusiasts on Instagram and YouTube, who shared their innovative and captivating interpretation of 'Camel is All Things Art while Camlin is All Things Stationery.'



Revamping Our Website for Improved User Experience

Impact: We are providing better clarity for our community members about our brands and products. The incorporation of new data collected from our consumers into the website design has been completed. Artists have a distinct platform to showcase their talent and creativity with us through our website.



Optimising Our Portfolio

Impact: Our commitment to customers is demonstrated through their experience with our products. So, we have implemented measures to streamline our portfolio by introducing updated products and concentrating our efforts to generate greater appeal for our offerings.

Strengthening Distribution and Reach

Kokuyo Camlin's strong legacy has always been supported by a versatile distribution model, one of our core strengths. We are investing in technology to further strengthen this robust ecosystem.



Building Omnichannel Presence

Impact: During the pandemic, offline sales hit a major setback but facilitated our exploration of the online market, thus providing at-home services.

We are able to serve personally through both online and offline platforms with improved communication.



Capturing Customer Feedback

Impact: We welcome our customers' suggestions to improve and evolve.

Embracing Innovation

We ensure that our products are designed to capture the tastes and preferences of our customers to the minute detail. We constantly innovate to make products that are relevant to them today, tomorrow, and beyond.



Prioritising Consumer Preferences

Impact: Our customers provide insights as feedback through social media posts or website, giving us better understanding of which kind of art or product they prefer thus enabling us to customise our products accordingly.



Innovating Sustainably

Impact: The products we make are made with materials that are as environmentally sustainable as possible. We avoid using harmful chemicals.

Operating with Excellence

Our customers trust us to provide reliable and innovative products and we take that responsibility seriously. As we continue to lead the market in the areas where we have decades of experience, we understand that it is essential to stay true to delivering value for money.



Introducing Innovative Packages

Impact: The products that our customers prefer come in various ranges and sizes according to their requirements, making the products economically feasible for them.

We also suggest to our community members what they might need by providing kits containing different products that are cost-effective.



Being Cost-Optimum

Impact: We offer the best value for our customers' money as we strive to lead the industry with our low-cost, high-quality products to remain competitive.



Maintaining High Quality of Our Products

Impact: Our customers have access to high-quality products and yet it has enabled us to keep our production costs low.

We are investing in technology and minimising the use of resources.



Understanding Latest Industry Trends

Impact: The industry trends are traced and applied by our workforce for better fitting of products for our customers. We remain open to change and continuous innovation.

Democratising Art, Empowering Artists

At Kokuyo Camlin, we have built a strong community of creative minds by fostering a relationship of trust through continuous engagement. Our field team members play a key role in promotions, taking our branding communication to our community members and collecting their feedback to help us make informed decisions.

Driving Creative Expression

We are committed to growing art in its truest sense and creating the most significant art community in the world through exciting activities. The All India Camel Colour Contest, media-run contests, and exhibitions are some of the initiatives taken by Kokuyo Camlin to encourage art in schools, connect hobby artists, and hunt for talent. Camel's various products, such as Crylin and Camel Artist Acrylic Colours, have helped democratise art and increase the income and prosperity of artists and artisans.



Camel Art Foundation (CAF) – Celebrating the Silver Jubilee

Established in 1998, we are celebrating 25 glorious years of the completion of CAF with our community artists. The foundation has been built on the vision of bringing out the 'hidden artist' in children and helping them grow their interests ever since.

We have organised a one-of-a-kind National Art Camp and Art Exhibition to celebrate our milestone year.

Our success in arranging this art camp and exhibition is a testament to the continued efforts of Kokuyo Camlin and the Camel Art Foundation in promoting and nurturing India's art and artists.



“Opportunities like these are extremely significant for artists to understand their own culture, see art across the country by their contemporaries.”

Vishwanath Sable
Dean
Sir J.J. School of Art

National Art Camp – Inspiring Artists Today with Ajanta Caves’ Stories

Our Ajanta chapter was a four-day camp filled with knowledge-gathering lectures from Ajanta Caves’ specialist historians and art professors. In association with the Sir J.J. School of Art, we organised a camp where students were invited to make paintings based on Ajanta frescoes. This resulted in the creation of 80 masterpieces inspired by Buddhist art in the caves. The artists used creative techniques and picked up innovative patterns of creation, showcasing individuality. Their creations earned spots for themselves on the walls of the Jehangir Art Gallery.

80
Artists from

44
Government art
institutes joined
the camp



“It is a matter of great pride to all of us at Kokuyo Camlin, as well as a source of personal satisfaction to me.”

Subhash Dandekar
Chairman Emeritus
Kokuyo Camlin Limited

National Art Exhibition – Jehangir Art Gallery

We embarked on a journey to unite art lovers by arranging an exhibition on our milestone occasion. The art of the students from the Ajanta Art Camp was encouraged and portrayed as a source of inspiration for many. The artworks represented the traditions seen in Ajanta’s murals—tales from the Jataka—and also the themes of survival and equanimity. These creations were showcased in the exhibition and sold to art enthusiasts.

Our People

Caring for Our Employees

We organise activities to celebrate occasions by providing a friendly space for our employees.

Commemorating Women's Day

On 8th March, we celebrated International Women's Day to empower our workplace culture. The day aimed at building an equitable environment at work while remembering women past, present, and future who made strides towards the achievement of equity through their courage, resilience, and bravery.

We arranged different colourful fun competitions for our female employees, such as rangoli, poster drawing, and essay writing in Patalganga and telly games and mimicry in Tarapur. Some of our female employees performed a skit displaying the bravery of women leaders in Indian history.

The management arranged a session on embracing equity, shedding light on the challenges and experiences of women who are still forming the path forward.



Celebrating National Safety Day or Week

We celebrated the 52nd National Safety Day on the 4th March, to mark our foundation day. The theme this year was 'Our Aim – Zero Harm' to generate awareness of safety protocols. The day started with the employees taking a safety oath, which was followed by several competitions such as a safety skit, a hydrant drill, a safety poems and elocution, a safety poster, and a safety slogan and essay. Our CEO sensitised the employees on various improved safety measures undertaken by the Company.

Objectives

- To spread the Safety, Health, and Environment (SHE) movement to various parts of the country and promote the participation of the employees in these activities.
- To promote SHE management systems at workplaces and cover voluntary factors driving the movement.
- To motivate and inspire employers, employees, and others to move towards a safer workplace.

Annual Day Celebrations

We, Camlinites, celebrated our annual day with great enthusiasm, bidding farewell to 2022 and welcoming 2023. The event began with an HR presentation on trust and integrity, followed by a business plan overview presented by our CEO, Mr. Satish Veerappa, highlighting achievements and teamwork. "Extra Miler" award winners were recognised, and a cultural event featuring performances followed. The event took place on 23rd December 2022, at the Hotel Kohinoor Continental in Andheri (E), and was considered a resounding success thanks to employee participation and dedication. It concluded with an appreciation for long-serving employees and a vibrant display of talent.



Inter-Unit Cricket Matches

On 15th January 2023, inter-unit cricket matches were organised at Tarapur for the first time in our Company's history. Tarapur, Patalganga, Sales, and Head Office teams participated in the tournament, and team Tarapur came out victorious on its home ground.



Annual Sports at Patalganga

A two-week-long event with multiple sports activities engaging both our male and female employees took place. The event started with a 'Tug of War' competition, binding the audiences with the nerve of the game. The events that followed were the 'Kabaddi' competition and a women's cricket match, engaging the employees and the audiences to their best.

Igniting the Team Spirit

We believe sporting events are the best way to keep up team spirit and disrupt notions of discrimination among the employees with involved all-in engagements. These events aim at promoting unity, teamwork, and cheerfulness.



Sports Day at the Head Office

Our head office celebrated an indoor sports event on 14th November 2022, and was a month-long affair with chess and carom tournaments going on till 21st December 2022. 10th December 2022 marked the outdoor sports event featuring telly matches, cricket tournaments, skipping matches, and relay races.



Tennis Ball Tournament

Kokuyo Camlin Limited tennis ball tournament was organised between employees from two of our facilities – Patalganga and Tarapur. Both teams displayed amazing sporting spirit, with the Patalganga team emerging as the winner.



Corporate Information

Chairman Emeritus

Mr. Subhash Dandekar

Board of Directors

Mr. Dilip Dandekar, Chairman & Non-executive Director

Mr. Shriram Dandekar, Vice Chairman & Executive Director

Mr. Koji Higashiguchi, Senior Vice Chairman & Non-executive Director (up to 12/05/2023)

Mr. Masaharu Inoue, Senior Vice Chairman & Non-executive Director (w.e.f. 12/05/2023)

Mr. Nobuchika Doi, Non-executive Director (up to 01/01/2023)

Independent Directors

Mr. Shishir Desai

Mr. Venkataraman Sriram

Ms. Nandini Chopra

Mr. Yasuyuki Kanebako (up to 01/01/2023)

Chief Executive Officer

Mr. Satish Veerappa

Chief Financial Officer

Mr. Chetan Badal

Company Secretary & Compliance Officer

Ms. Hinal Chheda (up to 12/05/2023)

Compliance Officer

Mr. Vipul Bhoy (w.e.f. 13/05/2023)

Registered Office

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

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. Venkataraman Sriram, Member

Ms. Nandini Chopra, Member

Mr. Yasuyuki Kanebako, Member (up to 01/01/2023)

Mr. Koji Higashiguchi, Member (up to 12/05/2023)

Mr. Masaharu Inoue, Member (w.e.f. 12/05/2023)

Stakeholders' Relationship Committee

Mr. Shishir Desai, Chairman

Mr. Shriram Dandekar, Member

Mr. Nobuchika Doi, Member (upto 01/01/2023)

Mr. Koji Higashiguchi, Member (upto 12/05/2023)

Mr. Masaharu Inoue, Member (w.e.f. 12/05/2023)

Remuneration & Nomination Committee

Mr. Shishir Desai, Chairman

Mr. Dilip Dandekar, Member

Ms. Nandini Chopra, Member

Mr. Venkataraman Sriram, Member

Corporate Social Responsibility Committee

Ms. Nandini Chopra, Chairperson

Mr. Shriram Dandekar, Member

Mr. Yasuyuki Kanebako, Member (upto 01/01/2023)

Mr. Koji Higashiguchi, Member (upto 12/05/2023)

Mr. Masaharu Inoue, Member (w.e.f. 12/05/2023)

Risk Management Committee

Mr. Shriram Dandekar, Chairman

Ms. Nandini Chopra, Member

Mr. Nobuchika Doi, Member (upto 01/01/2023)

Mr. Koji Higashiguchi, Member (upto 12/05/2023)

Mr. Masaharu Inoue, Member (w.e.f. 12/05/2023)

Mr. Satish Veerappa, Member