

24th annual report 2010-2011





Global Player In Plastic Extrusion Machinery

Rajoo Engineers Limited

TWENTY FOURTH ANNUAL REPORT 2010-2011

24th ANNUAL GENERAL MEETING

Date : 28th July, 2011

Day : Thursday

Time : 11.00 A.M.

Venue : Registered Office, Junagadh Road,
Manavadar - 362 630 District : Junagadh (Gujarat)

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Important Communication to Members

The Ministry of Corporate Affairs has taken a **"Green Initiative in Corporate Governance"** by allowing paperless compliances by the companies and has issued circulars stating that service of notice/documents including Annual Report can be sent by e-mail to its members. To support this green initiative of the Government in full measure, members who have not registered their e-mail addresses, so far, are requested to register their e-mail addresses, in respect of electronic holdings with the Depository through their concerned Depository Participants. Members who hold shares in physical form are requested to fill the appropriate column in the members feedback form given hereunder and register the same to **Link Intime India Private Limited, 211, Sudarshan Complex, Near Mithakhali Underbridge, Navrangpura, Ahmedabad - 380009. Phone: 079-26465179. Email: ahmedabad@linkintime.co.in** (Postage for sending the feedback form will be borne by the Company).





C. N. Doshi Chairman

The founder of Rajoo Group with more than 25 years of experience in the plastic extrusion and precision machinery manufacturing industry, Mr. C.N.Doshi has envisioned the growth and progress of the organization to towering heights. Heading the business, he spearheads all the strategic spheres of the organization.



R. N. Doshi Managing Director

Responsible for the overall operations including production, new developments and services, is the co-founder of this Organization., He has more than 25 years of experience in plastic processing, machinery manufacturing and product developments. He is an expert in selection of world class inputs for our products, cost reduction and inventory control to ensure our continued competitiveness. His extensive management experience includes several start-ups, plant installations and significant processing improvements in record time.



Amit Shah Director

He is a founder of Wonderpack (now a division of Rajoo Engineers) , having experience of over 25 years in the field of plastic and packaging especially plastic thermoforming industry. He is a chemical engineer by education. He has pioneered various technologies in thermoforming field in the Indian market

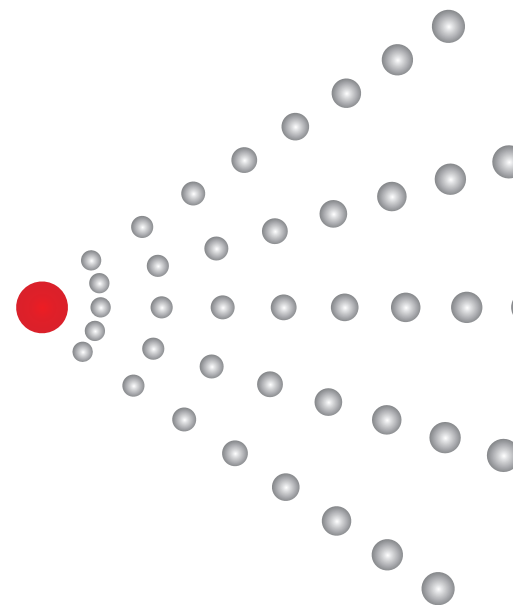


Sunil Jain President

Overall marketing, business development efforts, diversification and growth strategies at the corporate level are the responsibility of Mr. Jain. He has more than 25 to 30 years of experience in the flexible packaging industry and plastic extrusion machinery industry. He has successfully developed key relationships with our esteemed customers and overseas partners. Prior to joining Rajoo, he worked with various flexible packaging conversion Units, holding various senior managerial and technical positions. He is a graduate in Mechanical Engineering from BITS (Pilani), a reputed institute of India.



“To become one of the most trusted and passionate solution providers for the plastic extrusion machinery world-wide in the best interests of all the stake holders pursuing ethical business practices”



The above vision is intrinsic to each facet of our operations. And we strive to realize this objective with passion and fervor.

We will continue to achieve through constant innovation in technology and machines, cordial and inspiring work environment for our employees who endeavor to convert ideas into solutions for our customers with ethical business practices.

Our co-operation with the polymer industry and with internationally acclaimed rheologists and machine designers enables us to provide technology of the developed nations at economies of the developing countries. Breakthroughs have also been made in the developed economies providing them value for money.

Plastics, a material of choice for over centuries has made deep inroads into all walks of human life, be it food packaging, housing, clothing, automobiles, agriculture, building and construction and a variety of other domains. We strive to contribute to the development of plastics through extrusion. We also strive to contribute to the sustainable use of natural resources as well as energy savings and waste reduction. We aim at providing excellence in sheet and blown film extrusion incorporating world class technology at affordable price levels.

Our obsession for innovation and enthusiasm for understanding of polymers are significant elements which encourage us to achieve our goals and put us above the rest.

"Excellence in Extrusion" is our Company's maxim and is an expression of our corporate vision and culture which guides us in all that we do.

“We are gearing up for the next phase of growth through a combination of our own initiatives and forging new partnerships with leading companies. These investments will accelerate Rajoo's growth, worldwide.”



C. N. Doshi
Chairman

A letter to the shareholder

Dear Shareholders

I am pleased to report that your company has achieved a turnover Rs. 77.86 crores for the year 2010-11 with a marginal growth over previous fiscal.

The ban on plastic pouches for Gutka packaging in addition to that on plastic bags all over the country had a negative effect on the operations of the Company and also of the industry. This was compounded by the volatility in prices of polymers and polyester film which reduced the availability of working capital of the processors thus compelling them to delay capital investments. There are whole-hearted efforts by the industry to counter such negative publicity against the use of plastics in general and positive results are expected.

These environmental issues resulted in pressure, both on the top line and the bottom line of the Company. Sensing the changing environment, the Management of the Company devised and implemented effective strategies by way of enhancing the product portfolio, penetrating into unrepresented territories and forging alliances. The effect of these actions will be visible next year onwards and will help the company emerge with flying colors inspite of adversities.

Exports continued to provide effective support to the Company's operations and in the period under review, constituted 40% of total sales.

Being a technology driven Company, product innovations, world-class quality, state-of-the-art workmanship, increased energy efficiency and high levels of sophistication and automation have become the characteristic of Rajoo products during all these years, positioning Company's products on a global platform, competing with the established world leaders.

Your Company has entered into 3 strategic alliances during the year. These alliances have added new products, new market and new technologies. Growth through organic and in-organic alliances will be a key part of company's strategy in the years ahead.

RAJOO - WONDERPACK

For Rajoo Engineers Ltd. (Excellence in Extrusion) and Wonderpack Industries Pvt. Ltd (The Thermoforming People), this endeavor highlights the common mindset and approach of both companies, which is to be recognized as a quality global supplier for the thermoforming industry. Rajoo after acquiring thermoforming business of Wonderpack came with a new approach to serve the sheet extrusion and thermoforming industry, worldwide. Post business acquisition, the merged entity now truly provides 'end-to-end solutions in thermoforming'. Extrusion has always been the forte of Rajoo while thermoforming has been the core strength of Wonderpack.

With a vision for steep growth and well-understanding the dynamics of the markets, this collaborative move promises to provide significant value propositions for all concerned. There would be significant benefit when the merged entity will take advantage of each other's technology, developments, service network and marketing strengths.

Solutions from Rajoo and Wonderpack will continue to be available to the industry as before, albeit with more options. The selling, marketing and servicing networks of Rajoo and Wonderpack will now reinforce one another and come under one umbrella for unparalleled service levels ever witnessed by the industry.

RAJOO - HOSOKAWA ALPINE, Germany

The markets in India and parts of Africa (Nigeria, Ghana, Kenya and Tanzania), would benefit immensely with this collaboration. It would bring the very best in blown film technology of HOSOKAWA ALPINE through one of the most trusted and respected names in the business - Rajoo Engineers at affordable price levels.

'Rajoo's strong understanding of the developing economies coupled with world class technology of Alpine will ensure a unique synergy that customers would benefit from. The brand and the network of Rajoo will only raise the bar of customer satisfaction.

RAJOO - BAUSANO, Italy

Your company is known for bringing world class technology at the door step of the Indian processors, with this JV (based in Rajkot), Rajoo Engineers will now revolutionise pipe manufacturing technology in India.

The existing Rajoo portfolio of the widest range of mono and multilayer blown film lines up to seven layers, sheet lines up to five layers, water quenched downward extrusion lines up to three layers, lines for foamed film and sheets for various special applications and thermoformers will now be supplemented by pipe and profile extrusion lines.

PEOPLE

When it comes to people, Rajoo has the highest retention rate in the industry. The Company's human capital development initiatives start from programs to raise the level of each employee with a well defined career path. The immense talents, professionalism, dedication and loyalty of over 350 RAJOOs are the Company's greatest assets.

ROAD AHEAD

We are gearing up for the next phase of growth through a combination of our own initiatives and forging new partnership with leading companies. These investments will accelerate Rajoo's growth , worldwide.

Rajoo has led the industry for over 2 decades and continues to grow exponentially in coming years. I look back in gratitude and internalize the wisdom gained from the experience. It is our mission to set even higher standards for our performance and set new milestones. It is our vision **"to become one of the most trusted and passionate solution providers for the plastic extrusion machinery world-wide in the best interests of all the stake holders pursuing ethical business practices"**.

I am grateful to the Board of Directors for their unwavering support and guidance. I take this opportunity to express my gratitude to all our stake holders, who have reposed trust in us and extended their constant support.

With Best Wishes,
Sincerely,


C N Doshi
Chairman

The year 2010 -11 was a landmark year for Rajoo - the merger with Wonderpack, the technical collaboration with Hosokawa Alpine and the joint venture with Bausano and Figli, Italy...the industry could not have asked for more!

Quarter 1 & 2

- **RAJOO AND WONDERPACK ALIGN: a unified approach for the benefit of the thermoforming industry**

For Rajoo Engineers Ltd. (Excellence in Extrusion) and Wonderpack Industries Pvt. Ltd (The Thermoforming People), this endeavor highlights the common mindset and approach of both the companies, which is to be recognized as a quality global supplier for the thermoforming industry. The companies came together with a new approach to serve the sheet extrusion and thermoforming industry, worldwide. The merged entity now provides 'end-to-end solutions in thermoforming'. Extrusion has always been the forte of Rajoo while thermoforming has been the core strength of Wonderpack.

- Rajoo has participated in following world renowned exhibitions to strengthen its presence world wide and enhance its footprint

- I. Argenplas 2010, Argentina
- II. India Packaging Show 2010, Hyderabad - India
- III. NEIP 2010, Guwahati - India
- IV. Plastex 2010, Cairo -Egypt
- V. Plastimagen 2010, Mexico
- VI. GAIL Plastasia 2010, Bangalore - India
- VII. Iranplast 2010, Tehran - Iran
- VIII. Plastpack2010, Indore - India

- Your company has increased the domestic reach and explored new cities like (Need name of the new cities)

Quarter 3 & 4

- **Rajoo engineers forges ahead; technical collaboration with Hosokawa Alpine AG, Germany.**

The markets in India and parts of Africa, now benefit immensely with this collaboration. It brings the very best in blown film technology of HOSOKAWA ALPINE through one of the most trusted and respected names in the business - Rajoo Engineers.

- **Rajoo engineers JV with Bausano of Italy; plastic pipe manufacturing industry in India to get a fillip :**

Known for bringing world class technology at the door step of the Indian processors, with this JV (based in Rajkot), Rajoo Engineers will now revolutionize pipe manufacturing technology in India.



Source : Exhibition-K -2010 Germany



Source : Hosokawa Alpine AG, Germany technical collaboration



Source : Rajoo engineers JV with Bausano of Italy



Source : 7Layer Blown Film Line supplies to Turkey