

# Rajoo Engineers Limited

Rajoo Avenue  
Survey No. 210, Plot No.1  
Industrial Area, Veraval (Shapar)  
Rajkot - 360 024, India

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Fax : +91-2827-252700  
E-mail : rel@rajoo.com  
Web : www.rajoo.com

**RAJOO**<sup>®</sup>  
excellence in extrusion

18<sup>th</sup> September, 2017

To,  
**The Department of Corporate Services,**  
The Bombay stock Exchange Ltd.,  
Phiroz Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001.

**ATTN:- The Department of Corporate Services**

Dear Sir,

**Sub: Annual Report for the Financial Year 2016-17**

Please find enclosed herewith Annual Report for the Financial Year 2016-17 as required under Regulation 34 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 duly approved and adopted by the members as per the provisions of the Companies Act, 2013.

Please take on your record and oblige.

Thanking you,

Yours faithfully,

**For, RAJOO ENGINEERS LIMITED,**

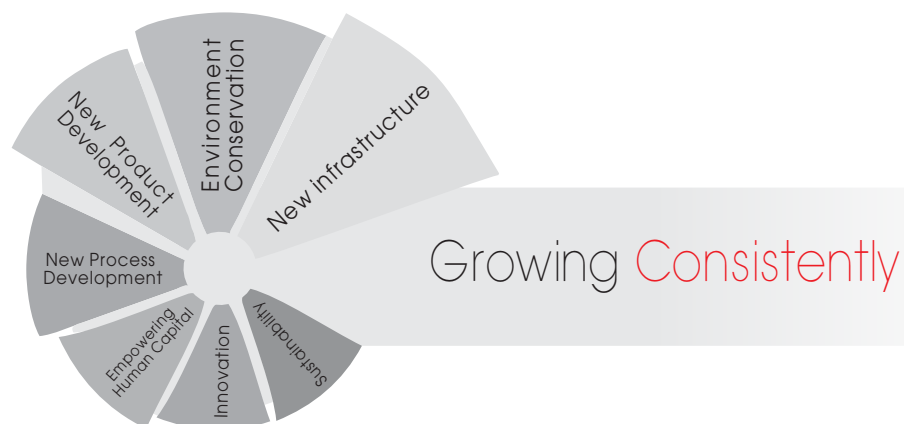
*Vijay Jadeja*  
(Vijay Jadeja)  
Company Secretary



Regd. Office : Junagadh Road, Manavadar, Dist. Junagadh - 362 630, Gujarat - India.

CIN : L27100GJ1986PLC009212





# **Rajoo Engineers Limited**

## **ANNUAL REPORT 2016 - 2017**

### **30<sup>th</sup> ANNUAL GENERAL MEETING**

Date : 18<sup>th</sup> September, 2017

Day : Monday

Time : 11.00 a.m.

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

#### **Admn. & Mktg. Office :**

Rajoo Avenue, Survey No.210, Plot No. 1, Industrial Area, Veraval (Shapar),

Dist. : Rajkot - 360 024. Gujarat, India

Phone : +91-97129-62704/52701 Fax : +91 02827 252700 E-mail : rel@rajoo.com

#### **Regd. Office :**

Junagadh Road, Manavadar-362 630. Dist. : Junagadh (Gujarat) E-mail : relmvr@rajoo.com

CIN : L27100GJ1986PLC009212

## Global Player In Plastic Extrusion Machinery



## Contents

1. Our leadership team	01
2. Letter to the share holders	02
3. Vision	04
4. Board of Directors	09
5. Financial highlights	10
6. Notice of AGM	11
7. Directors' Report	28
8. Auditor's Report	49
9. Management Discussion and Analysis	53
10. Report on Corporate Governance	57
11. Balance Sheet	78
12. Independent Auditor's Report	102
13. Consolidated Balance Sheet	109
14. CSR Activities	130
15. Proxy Form	132

## 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,**  
**506-508, Amarnath Business Centre-1 (ABC-1),**  
**Besides Gala Business Centre**  
**Near XT Xavier's College Corner,**  
**Off C G Road , Ellisebridge**  
**Ahmedabad 380006 Tel No : +91 79 26465179 /86 / 87**  
**E-mail id : ahmedabad@linkintime.co.in**  
**Website : www.linkintime.co.in**



## PERFECT BLEND OF EXPERIENCE AND EXPERTISE

Our Eminent team is responsible for the corporate governance and is ultimately accountable for overall strategy, risk management and financial performance of the company.

The team is led by our Chairman and Managing Director-Mr. R.N.Doshi and is ably assisted by the Executive Team.



**R. N. Doshi - Chairman & Managing Director**

Responsible for the overall operations including production, new developments and services, is the co-founder of this company. He has more than 25 years of experience in plastic processing, machinery manufacturing, engineering and product innovation and development. He is adept 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.

**Sunil Jain - Whole Time Director**

Overall marketing, business development, diversification and growth strategies at the corporate level are the responsibilities of Mr. Jain. He has more than 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 has 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.



**Khushboo Chandrakant Doshi - Whole Time Director**

Khushboo Chandrakant Doshi, a second generation entrepreneur, joined Rajoo Engineers in 2007 as Head of Marketing and Communications. She is an architect by education and holds a Master's Degree in Industrial Product Design from UK. She is also a Masters in Management for Entrepreneurs from IIM, Ahmedabad and Family Businesses from IIM Bangalore..

Khushboo has cross functional expertise in marketing, corporate branding, PR and Communications strategy. As Product Manager of Rajoo's foam business, she was responsible for introducing this concept for the Company and co-ordinating with the collaborators - Commodore of US. At Rajoo, she is also responsible for human capital management, financial management and most important - after-sales-service. As Director of the Company, Khushboo is an integral part of the senior management that is leading the company in the next phase of expansion in the global market.

**Utsav Doshi - Executive Director**

Utsav Doshi, a second generation entrepreneur, joined Rajoo Engineers in 2011 as an Engineer – Vender Development. He holds a Bachelor's Degree in Mechanical Engineering with a Masters in Polymer technology from HTW Aalen University, Germany. Utsav has cross functional expertise in Design and Operations. Utsav Doshi is an integral part of the senior management and responsible for entire manufacturing activity at REL

Utsav Doshi has technical experience to convert market requirements into technical layout, and having thorough knowledge in manufacturing and Plastic Processing.







**R N Doshi**  
Chairman & Managing Director

## Letter to the share holders

“

I firmly believe that the forthcoming year holds promise of improvement as far as investment momentum is concerned. Government's focus on recent initiatives places your company in a favourable position. ”

### Dear REL Shareholders,

The year 2016-17 saw the Indian economy charting a measured course towards the objectives set out by the Government. Investment momentum remained muted in some sectors, while the positives are the reformist and bold measures taken by the Government, which, in long term will benefit the economy and country as a whole. Industrial capex remained subdued because of paucity of funds. The world economy encountered challenges including significant volatility, depression in crude oil and commodity prices, currency depreciation in emerging markets and a slowdown in China.

I firmly believe that the forthcoming year holds promise of improvement as far as investment momentum is concerned. Government's focus on recent initiatives places your company in a favourable position.

India is poised to enjoy the fastest growth in polymer demand anywhere in the world over the next five years, outstripping China and other emerging economies. According to forecasts, India's current rate of growth in thermoplastics market will surpass 20 million tons by 2020. Growth is not only fuelled by policy relaxations but also by rising urbanisation of a large, youthful population, leading to greater consumer spending for items that require plastics- from packaged goods to mobile phone and automobiles. Your company will indeed benefit substantially being in the plastics extrusion machinery segment. Our capabilities in the plastics extrusion machinery sector are unmatched in the industry.

Fiscal 2016-17 witnessed another year of progress for your company with implementation of several initiatives and continued strides to improve the products and services for the customers. The company continues on the path of being globally competitive with profitable growth and is stronger than ever before.

### Performance Overview

It gives me great pleasure to announce that your Company has recommended a dividend of ₹ 0.25 per share (i.e. 25%) on the paid-up share capital of the Company, subject to approval of members in the ensuing Annual General Meeting. Your Company has been able to maintain the same dividend level as that of last fiscal.

During the year, your Company logged sales of ₹ 111.38 crores as against ₹ 106.86 crores during the previous fiscal, a marginal increase of nearly 4.25% in spite of the sluggish economy. The aggregate sales and other income increased by 4.86% to ₹ 112.23 crores from ₹ 107.02 crores in 2015-16.

**Going Digital**

Your company continues to implement solutions using digital technologies to make quantum improvements in all key areas of its operations. A giant step in this direction is the deployment of the world famous ERP solution – SAP HANA. This measure will greatly improve productivity, optimize logistics, reduce material consumption and increase efficiencies amongst other benefits. It will rationalise and automate the process of production planning with the objective of ensuring timely deliveries to the customers of products and services, thus increasing "customer delight". Your company continues the legacy of industry leadership by being foremost in the adaption of SAP HANA.

**Accolades**

On 1st March 2017, your company was recognised for its contribution to technology innovation for its innovation "Woodplex – WPC Profile and Board Line" in the 7th National Award for Technology Innovation in Petro-chemicals and Downstream Plastics Processing Industry by Government of India.

On 8th April, CNBC Bazar and Akila bestowed "The Saurashtra Ratna Award" in the category of "Struggle to Success to Story".

Astounding success at the world's most prestigious platform for the plastics Industry – K 2016 in Dusseldorf, Germany, reinforced the Company's technology leadership. The Five Layer Blown Film Line from the **Pentafoil** series won a lot of appreciation for its significantly low energy consumption.

**Strategic plans**

In its quest to make further inroads in countries with great potential in the plastics extrusion machinery segment, your Company focussed on new regions with great success. Machines were shipped to Thailand, Vietnam, Malaysia, Sri Lanka, Pakistan, Bangla Desh and other neighbouring countries. Efforts in South African and North African market bore fruits. In the forthcoming years, intense efforts will be undertaken in CIS countries and South American markets to increase market share.

**Outlook**

The thrust given by the Government on core infrastructure, FDI in retail and food processing continues to give us a healthy basket of opportunities to tap. Several upcoming projects in plastic processing, in India and around the world, provide us with a broad perspective of the opportunity horizon opening up for us in 2017-18.

The outlook for 2017-18 is extremely promising, both for the domestic and export markets. The firm commitment of the Government for implementation of Goods & Services Tax (One Nation, One Tax, One Market) will benefit the economy as a whole and indeed your Company.

Capital investments made by the Company for machine tools will augment in-house capacity and increase quality and enhanced flexibility to develop new designs and technology. Overall 2017-18 is poised to be an exciting year from all aspects.

In conclusion, I would like to thank my fellow Board Members, Rajoo-ites, customers, vendors and other stakeholders who have collectively enabled sustainable and profitable growth of the business.

R. N. Doshi  
Chairman & Managing Director



“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”



**C. N. Doshi**

Founder & Mentor, Rajoo Engineers Ltd.

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 too at developing countries.

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.

## 31 YEARS OF LEADERSHIP

