

delivering value. 20 years and counting.



annual report 2012–13

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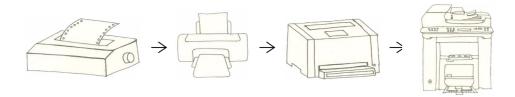
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"A mile from shore a fishing boat chummed the water, and the word for Breakfast Flock flashed through the air till a crowd of thousand seagulls came to dodge and fight for bits of food. It was another busy day beginning. But way off alone, out by himself beyond boat and shore, Jonathan Livingston Seagull was practicing. A hundred feet in the sky, he lowered his webbed feet, lifted his beak, and strained to hold a painful hard twisting curve through his wings, The curve meant that he would fly slowly, and now he slowed until the wind was a whisper in his face, until the ocean stood still beneath him. He narrowed his eyes in fierce concentration, held his breath, forced one... single...more...inch...of...curve..." - Richard Bach

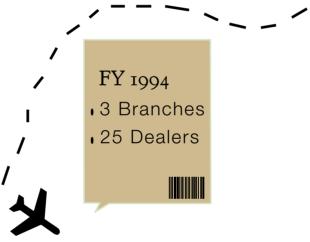
Like the allegoric Jonathan Livingston Seagull, who dreamt of greatness and success by following a different course, Redington has made it its business to dream differently in order to venture beyond; to think differently and make its own rules, to open up a world of infinite possibilities. And thereby has succeeded to stay apart and ahead of its peers.

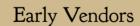
# the start











Printers: NEC, Epson, HP, Canon

• CPUs: Intel

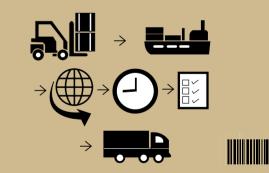
• PCs: Compaq

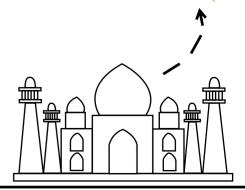


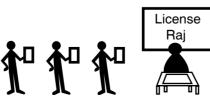


## The Redington Strength

- Connecting MNC IT brands to customers in India
- 'Just in time deliveries'
- Creating the IT channel in India for superior end customer experience
- Focus on adjacencies





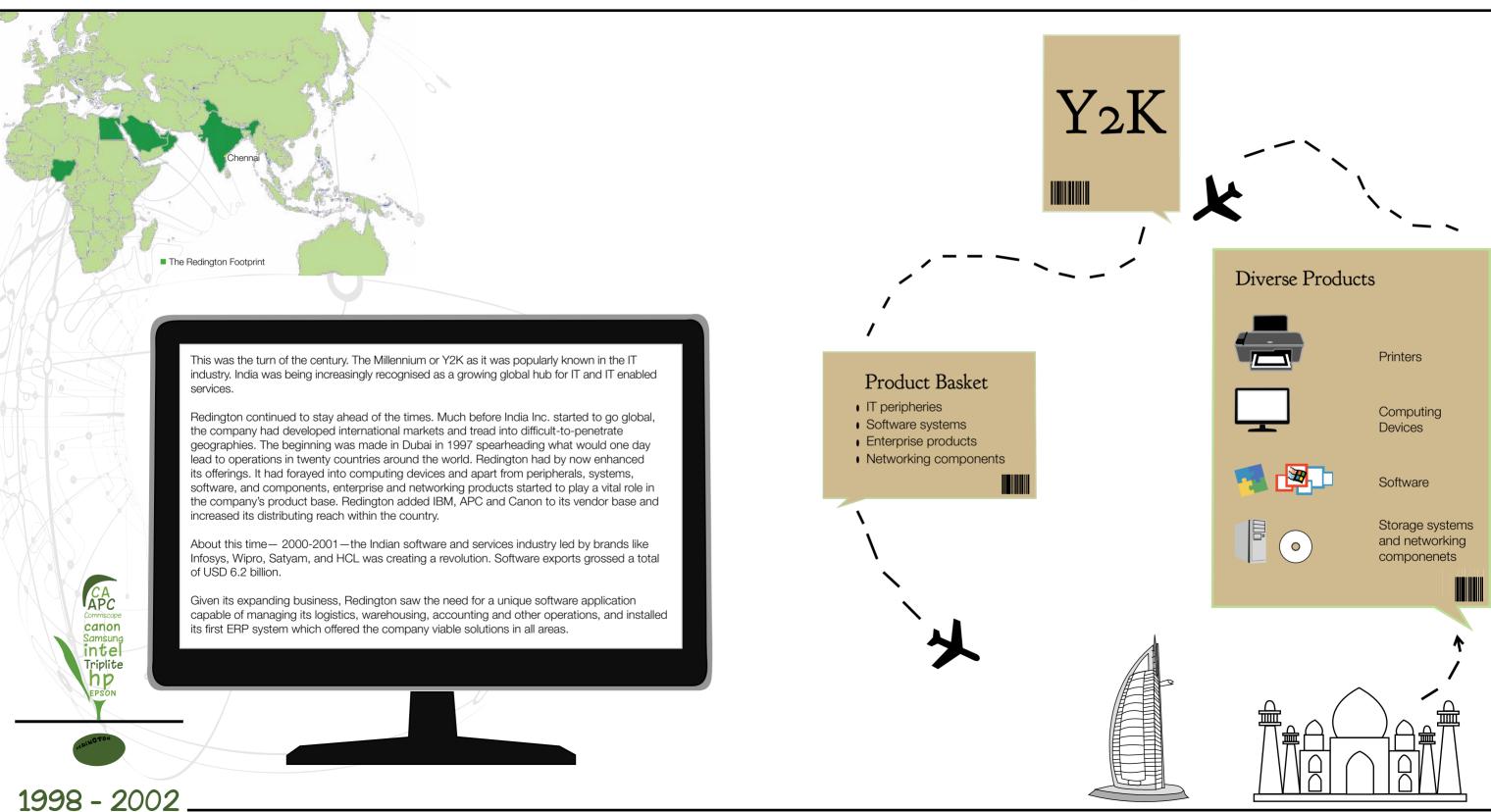






# the emergence





Annual Report 2012–2013

# the expansion



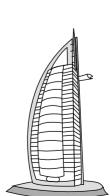






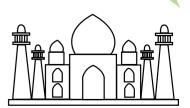






2007

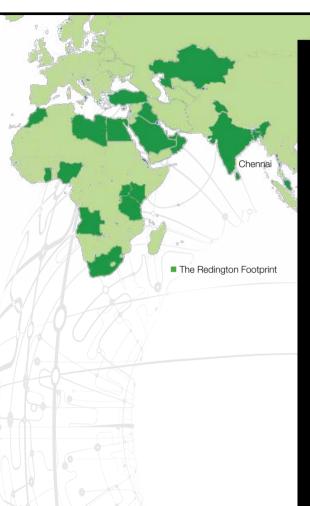
Footprint India USD 2 Billion • 39 Branches 50 Warehouses • 123 Service Centres ■ 12000+ Channel Partners International In 20 Countries • 14 Offices 7 Warehouses 60 Service Centres **Automated Distribution Centres 1** Dubai 1 India



2003 - 2007

# the transformation





Overseas operations continued to contribute a significant share, nearly 50%, to the consolidated earnings of Redington. In 2008 for the third consecutive year Redington bagged the top spot as the # 1 player in the IT products distribution in the MEA region. The company's capabilities to service products during the warranty and post warranty periods, was a big value-add to the brand owners and made the Redington business model unique in approach.

During the same year Redington, in a move to assist its channel partners in the distribution ecosystem, acquired 100% shareholding in the NBFC Easyaccess, founded on an easy credit system, to meet their financial requirements.

In Fiscal 2009, Redington sealed exclusive distribution rights for the unlocked version of the BlackBerry brand Smartphones, with RIM-an important addition to its commercial product portfolio. During the same year, Redington invested in building support services infrastructure to cater specifically to BlackBerry Smartphone customers in India and set up service centers in 10 cities. Redington was now the leading partner for Nokia in Nigeria, a large market for mobile handsets and distribution networks were also set up in Ghana and Kenya. In 2010, when Dell exited its 'All Direct' business model and sought distributors, the brand became a key addition to Redington's vendor bouquet in the Middle East.

During FY 11, Redington expanded its international footprint into Turkey, opening the door to new markets in Eurasia. It purchased 49.40% shares in a company listed on the Istanbul Stock Exchange, ARENA BILGISAYAR SANAYI VE TICARET ANONIM SIRKETI (Arena), whose culture and ways of doing business closely matched Redington's.

Redington's capability in offering end to end support to vendors included product launches and coordination of advertising. The company became a preferred partner for brands like Apple for simultaneous global product launches. The first of these was the iPad 2 launch in 2011 in India together with markets like Singapore and Hong Kong. This was a key offering at a time when social media had become a prime marketing tool for businesses and a social interaction medium for people across the globe. Gaming products like the Xbox Kinect from Microsoft and the PlayBook from RIM soon followed with global launches as well.

Redington is a 'management run' and 'professionally managed' company. In July 2011, the promoter group together with the company's strategic shareholder brought down their shareholding to below 25% each, which enabled Standard Chartered Private Equity to acquire a 11.99% stake in the company. The forward thinking leadership in Redington has helped the company stay ahead of its peers in all aspects of its business.

### FY 2008

- #1 Player in IT products distribution in MEA
- 100% shareholding in NBFC Easyaccess



- 55th amongst top technology companies globally
- Global #3 in terms of total return to shareholders



## FY 2000

- Distribution rights for the unlocked version of BlackBerry smart phones with RIM
- InvestCorp invested USD 65 mn in the company's MEA operations

### FY 2010

- Leading partner for Nokia in Nigeria
- Started distribution business in Ghana & Uganda
- Signed up with DELL in the Middle East
- Support services infrastructure to cater specifically to BlackBerry smart phone customers



### FY 2011

- 4940% (Listed on the Istanbul Stock Exchange)
- Launch in India simultaneous with global launches: Apple iPad 2, Microsoft Xbox Kinect, RIM PlayBook

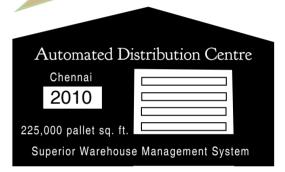
### FY 2012

- Entered a strategic relationship with EMC for distribution of their storage products through Cadensworth.
- Redington Gulf FZE started distribution of Samsung mobile devices, in the Africa regions.



DQ Top Distributor award in India





Well poised for 3rd Party Logistics opportunites

## FY 2013

- Strategic move towards making the supply chain management division a neutral service provider.
- Wholly owned subsidiary, ProConnect Supply Chain Solutions Limited launched in 2012. It offers the entire gamut of warehousing and logistics services including Third Party Logistics (3PL) solutions.
- Operating as an independent entity under the brand 'Ensure' in the MEA markets. A neutral entity offering pre and post sales services.

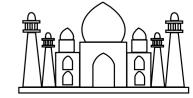
### Value Added Services

- Customised supply chain options
- Project financing and deliveries
- Training of Channel Partners
- 360 degree services









2008 - 2013-

APPIE DELL
Brocade Oracle DLINK

IBM VIEWSONIC Samsung
RADVISION Huawei Strontium NETO

Western Digital Microsoft NETGEAR
Polycome MCXBOX 360 Fortinet intel
ARRAY Ciscop psanblsk Autopesk

BlackBerryLenovo SmartLink
linksys VOITAG CITRIX EPSON SONY

Inksys VOLTAS CETRIX EPSON SON Seagate Onap Sabra COR NOVELL VMware Molex redhat

# celebrating 20 years



## message to shareholders



R Srinivasan



Raj Shankar

Dear Members.

Your Company celebrates its twentieth anniversary of operations this year. In the last two decades your Company has been in business, the year just finished has been the most challenging one. The uncertainties of policy direction, the weakening of the rupee together with the extreme volatility in India, the social unrest in many of the countries in the Middle East/North Africa region and the global shift in the market place from PCs to tablets and smartphones, made the year gone by very unpredictable.

In spite of the difficult environment your Company continued to grow in fiscal 2013 and posted 14.0% revenue growth and 10.4% PAT growth over fiscal 2012. For the second year in succession your Company showed a positive cash flow from operations. The Board of Directors of your Company has recommended a dividend of 20% on the face value of the shares, in line with last year.

With great satisfaction we would like to share with you that your Company was ranked by Data Quest - a leading IT Magazine in India, as the number 1 distributor. Redington Gulf-your Company's overseas subsidiary, was ranked by Channel Middle East as the number 1 distributor in the Middle East for the 7th consecutive year.

The benefits of diversification of operations to different regions in the world came to the fore this year. While India had its own problems related to governance issues which had a spill over on business and a much slower GDP growth, Turkey turned out to be a good investment. Arena's profits grew considerably and contributed to about 7% of your Company's profit in fiscal 2013. Your Company will continue to look at geographical expansion

mainly through setting up green field operations. We have established a beachhead in Kazakhstan as we would now like to consider the cluster of the CIS countries for further expansion.

Similarly, brand and product diversification has also helped to sustain the growth of your Company. On account of BlackBerry's internal problems, your Company's decision to engage with Apple in their Smartphone segment commencing October 2012 enabled it to arrest the decline in revenues of BlackBerry. Furthermore, the combined sales of BlackBerry and Apple in fiscal 2013 were more than in fiscal year 2012 in the Smartphone category. The same is true of the PC business in Gulf where despite a steep drop in HP's and Dell's market share, your Company was able to increase its total revenue in PC business by partnering with Lenovo. Your Company's strategy of embracing geographical diversity and product/brand portfolio has proved to be of considerable value. Your Company by virtue of its pan India operations faces a variety of tax regulations in different states. The amount of tax paid by your Company in fiscal year 2013 was over Rs. 1400 Crore, consisting of Customs Duties, Countervailing Duty, Sales Tax, Service Tax, Income Tax and Octroi. In many cases the applicability of the tax code is not clear cut and subject to interpretation. Your Company's track record shows that in the past when differences have occurred in interpretation, your Company's stand has been upheld by higher appeal forums in an overwhelming number of cases.

In the year 2008 to enable Investcorp to take a stake in Redington Gulf's operations, Redington India's holdings in Redington Gulf, was restructured. Prior to the restructuring we had taken the

opinion of reputed tax lawyers including two of the Big Four Audit Firms, regarding the applicability of transfer pricing. The unanimous opinion was that Transfer Pricing was not applicable.

However in March 2013, the Tax authorities raised a demand of Rs.138 Crore and in addition, interest would be charged under the head of Transfer Pricing. We intend to defend our stand vigorously in higher appeal forums. A number of other Indian companies have also been issued Transfer Pricing demands. It is such incidents and the ambiguous nature of laws in India that render business outcomes in the country uncertain.

In February 2012, your Company had taken a 5 year term loan for USD 78 million to enable the buy-back of shares from Investcorp. This loan was at an all-inclusive interest rate of 3 months LIBOR +5.5% p.a. We have recently been able to refinance the loan at 3 months LIBOR +3.5% p.a. Going forward the intention is to pay back the loan from internal accruals over the tenor of the loan.

In the year under review "ProConnect" was set up as a logistics company in India to fulfil the logistic services requirement of Redington and other third party customers. We are happy to share with you that a number of companies apart from Redington, like Vodafone, Dorma, Kansai Paints, Benq, Lenovo, Acer have engaged ProConnect to provide a part or complete logistics solution.

With the planned introduction of GST in India going forward, logistics would be more focused on efficiency improvement rather complying with provincial tax requirements. ProConnect by virtue by handling over 80 principals of Redington in over 70 locations would have a major advantage while soliciting business from other companies. It is your company's intention to grow this business using the capacity available in existing warehouses. Once the business reaches a critical size and clarity is available on GST implementation, your company would evaluate the need to build additional logistic centres.

Easyaccess, the NBFC arm of the Indian operations had a transformational year. With the announcement of new regulations by the Central Bank (RBI) the original model on which the NBFC was planned and run had to undergo change. An important regulatory change was that factoring had to be conducted under a separate entity.

The slowdown in the economy increased the stress in the market place. The original model was to provide working capital finance to channel partners of Redington as well as of other industries. With demand being sluggish and risk higher than earlier, Easyaccess followed a prudent policy in terms of not increasing its book size. This meant higher nett interest margin and a lower profit than a year earlier. We continue to explore various ways to

make Easyaccess of strategic relevance to Redington.

Your company's strategy is to spin off the key elements of distribution business into separate subsidiaries. Redington Gulf has housed its services business in a new subsidiary called 'Ensure'. This company would be a neutral services provider in the Middle East and Africa regions.

The outlook for the coming year is at best cloudy. There has been a substantial scale back of investment by large corporates in India. Many large government projects involving Information Technology implementation are awaiting approval. The consumer mood is sombre and there is a visible slowdown in consumer demand. Your Company which is the leader in the Digital products space both in India and the Middle East, would have to necessarily depend on market growth rather than market share growth across all product lines. In markets that your Company operates in, it would be your Company's endeavour to be the No.1 player and grow faster than the market.

One year is but a small period in the history of a Company. The markets in which your Company operates and the under penetration of the products your Company sells in these markets, offer a great opportunity for growth in the coming years. Your Company over the years has built good infrastructure in these markets which will not be easy for others to replicate. Over the long term your Company is well poised for growth.

Mr. William P. Adamopoulos, Publisher of Forbes Asia Edition, who was an Independent Director for the last 5 years expressed a desire to step down. His extensive travels in Asia made it difficult for him to be present in person to attend Board Meetings. His active participation at the Board Meetings has been beneficial to the Company.

During the year your Board has co-opted Mr. V.S. Hariharan and Mr. Keith WF Bradley as Independent Directors in your Company. Mr. Hariharan retired as Vice President - HP Asia Pacific after being with them for over 18 years. Mr. Bradley was till recently President of Ingram Micro in North America. Both Mr. Hariharan and Mr. Bradley bring in extensive relevant experience in the field in which your Company operates. Their experience would definitely benefit your Company. The brief particulars of Mr. Hariharan and Mr. Bradley are given separately in this Annual Report.

The Board of Directors at their meeting held on 22nd May 2013, has elevated Mr. Raj Shankar as the Joint Managing Director.

We wish to take this opportunity to thank our fellow Directors on the Board, employees and all other constituents for their support and more specifically our shareholders for their abiding trust in Redington, and look forward to their continued support in the coming years.

With warm regards

R. Srinivasan Managing Director Raj Shankar Joint Managing Director

# five years at a glance

### standalone financials

standable illandas						(₹ in Crore)
Particulars	2012-13	2011-12	2010-11	2009-10	2008-09	CAGR
Total Revenue	10,454.55	9,871.48	8,144.84	6,278.84	5,896.43	15%
FDITDA	240.00	201.04	040.00	201.00	170.07	100/
EBITDA	342.80	321.24	249.92	201.60	173.87	18%
PBT	248.94	233.29	193.40	153.16	124.25	19%
A Section of the Control of the Cont		45.75		Fait Offi	7-11	(A) (A)
PAT	171.37	156.81	128.44	99.46	80.69	21%
Networth	1,065.47	908.97	764.06	675.98	614.39	
Capital Employed	1,684.74	1,529.69	1,279.09	1,051.50	904.29	
EDITO A CD	新·罗勒斯·	0.050	0.070		0.050	
EBITDA / Revenue	3.28%	3.25%	3.07%	3.21%	2.95%	
PAT / Revenue	1.64%	1.59%	1.58%	1.58%	1.37%	
TAL 7 HOVEHUG	1.0470	1.0070	1.00%	1.00%	1.07 /6	
Return on Average Capital Employed *	32.33%	35.01%	33.04%	31.67%	31.20%	
						AN PAIR
Return on Average Equity *	44.00%	50.03%	48.44%	38.97%	29.76%	
EPS (FV ₹2) (₹) #	4.29	3.94	3.25	2.54	2.07	
Book Value per Share (FV of ₹2) (₹)	26.69	22.81	19.28	17.19	15.78	

For EPS calculation-weighted average number of equity shares have been considered. During the year 2010-11, Face Value of shares got split from ₹ 10 to ₹ 2. EPS and Book Value for earlier years converted basis Face Value ₹ 2

#### consolidated financials

	Crore)	

Particulars	2012-13	2011-12	2010-11	2009-10	2008-09	CAGR
Total Revenue	24,210.38	21,222.02	16,722.66	13,277.65	12,375.99	18%
EBITDA	682.93	633.40	471.65	365.72	329.57	20%
PBT	462.41	450.33	351.00	275.92	219.02	21%
PAT	323.11	292.74	226.00	184.33	159.66	19%
Networth	1,640.68	1,322.48	1,255.32	1,075.72	1,002.20	
Capital Employed	3,947.11	3,477.61	3,186.28	2,464.57	2,226.51	
EBITDA / Revenue	2.82%	2.98%	2.82%	2.75%	2.66%	
PAT / Revenue	1.33%	1.38%	1.35%	1.39%	1.29%	
Return on average capital employed *	17.69%	18.44%	16.01%	14.59%	17.23%	
Return on average equity *	22.82%	23.93%	19.95%	17.74%	19.12%	
EPS (FV ₹2) (₹) #	8.10	7.35	5.72	4.70	4.10	
Book Value per Share (FV of ₹2) (₹)	39.46	33.18	31.67	27.36	25.74	

For EPS calculation weighted average number of equity shares have been considered. During the year 2010-11, Face Value of shares got split from ₹ 10 to ₹ 2. EPS and Book Value for earlier years converted basis Face Value ₹ 2

#### Note:

Financials are post acquisition of following entities—FY06 (Redington Distribution Pte Ltd and Cadensworth (India) Ltd) and FY08 (Easyaccess Financial Services Limited) and FY11 (Arena)

<sup>\*</sup> Investments made in wholly owned Subsidiaries & Dividend income received is excluded

<sup>\*</sup> While calculating Return on Average Capital employed and Return on Average Equity, goodwill has been excluded/Capital reserve has been included appropriately

# corporate information

chairman	Prof. J Ramachandran		
managing director	R Srinivasan		
joint managing director	Raj Shankar		
whole-time director	M Raghunandan		
directors	R Jayachandran Tu, Shu-Chyuan Lin Tai-Yang Nainesh Jaisingh N Srinivasan V S Hariharan Keith WF Bradley		
company secretary	M Muthukumarasamy		
statutory auditors	M/s Deloitte Haskins & Sells		
internal auditors	M/s PricewaterhouseCoopers		
bankers – india	ANZ Banking Group Ltd Axis Bank Ltd Bank of Nova Scotia Barclays Bank PLC BNP Paribas Citibank DBS Bank Ltd	Deutsche Bank First Rand Bank Ltd HDFC Bank Ltd ICICI Bank Ltd IDBI Ltd IndusInd Bank Ltd ING Vysya Bank	Kotak Mahindra Bank Ltd Standard Chartered Bank Ltd State Bank of India The Hongkong & Shanghai Banking Corporation Ltd The Royal Bank of Scotland Yes Bank Ltd
bankers – overseas	Axis Bank, Dubai Bank of Baroda, Dubai Barclays Bank, Dubai BNP Paribas, Dubai Dubai Islamic Bank, Dubai Emirates NBD Bank, Dubai First Gulf Bank, Dubai HSBC, Dubai	ICICI Bank, Bahrain ICICI Bank, DIFC Macquarie Bank, London Mashreqbank, Dubai National Bank of Fujairah, Dubai Standard Chartered Bank, Dubai	BNP Paribas, Singapore HSBC, Singapore ICICI Bank, Singapore Maybank, Singapore OCBC Bank, Singapore Standard Chartered Bank, Singapore UCO Bank, Singapore

# directors' report

#### To the Members,

Your Directors take pleasure in presenting their Twentieth Annual Report for the year ended March 31, 2013.

### Financial Highlights

(₹ in Crore)

Particulars	Consolidated		Stand	Standalone	
	2012-13	2011-12	2012-13	2011-12	
Net Sales /Income from operations	24,164.66	21192.99	10,409.67	9840.40	
Add: Other Income	45.72	29.03	44.88	31.08	
Total Revenue	24,210.38	21222.02	10,454.55	9871.48	
Less: Total Expenditure					
a) Cost of goods sold	22,738.05	19934.75	9821.41	9280.90	
b) Employee Benefits	348.16	280.37	102.09	97.53	
c) Other Expenditure	441.24	373.50	188.25	171.81	
Profit before Interest, Taxes, Depreciation and Amortization	682.93	633.40	342.80	321.24	
(EBITDA)					
Less: Finance Cost	182.65	152.04	83.86	77.40	
Less: Depreciation and Amortisation	37.87	31.03	10.00	10.55	
Profit before Tax (PBT)	462.41	450.33	248.94	233.29	
Less: Tax Expense	115.07	111.29	77.57	76.48	
Profit after Tax (PAT)	347.34	339.04	171.37	156.81	
Less: Share of loss of Associate	0.03	0.02	Nil	Nil	
Less: Minority Interest	24.20	46.28	Nil	Nil	
Net Profit for the year	323.11	292.74	171.37	156.81	

Your Directors have made the following appropriations:

Balance of Surplus brought forward from last year Less: Dividend for the year 2011-12 including Dividend Distribution Tax on equity	(	₹ in Crore) 425.16 <u>0.01</u>
shares allotted under the ESOP scheme after the closure of that financial year  Add: Net Profit for the year 2012-13  Profit available for appropriation		425.15 171.37 596.52
Less: Proposed Dividend @ ₹ 0.40 per Equity Share of ₹ 2/- each (i.e. 20%) for the year ended March 31, 2013  Dividend Distribution Tax	15.97 0.26	
Transfer to General Reserve Surplus carried forward	<u>12.85</u>	<u>29.08</u> 567.44

#### Dividend

Creating long term value to the shareholders by meeting financial commitments without diluting capital or increasing the debt base remains our single most important priority. Considering this objective, the continuing economic slowdown, our present financial commitments, and future cash flows, your Directors are pleased to recommend a dividend of ₹ 0.40 per equity share of face value ₹ 2/- each of the Company for the financial year 2012-13.

#### Financial Performance

The consolidated revenue of your Company was ₹ 24210.4 Crore as against ₹ 21222.0 Crore in the previous year with a CAGR of 18% for five years. The consolidated net profit for the year under review was ₹ 323.1 Crore as against ₹ 292.7 Crore in the previous year with a CAGR of 19% for the last 5 years.

The Standalone revenue of your Company was ₹ 10,454.6 Crore as against ₹ 9871.5 Crore in the previous year with Year-on-Year growth 5.9% with a CAGR of 15% for the last 5 years and the profit after tax was ₹ 171.4 Crore as against ₹ 156.8 Crore in the previous year with Year-on-Year growth 9.3% with a CAGR of 21% for the last 5 years.

The Earnings per Share (EPS) on a consolidated basis (based on weighted average number of shares) increased to ₹ 8.1 in the year under review as compared to ₹ 7.4 in the previous year. The EPS on standalone basis (based on weighted average number of shares) increased to ₹ 4.3 in the year under review as compared to ₹ 3.9 in the previous year.



