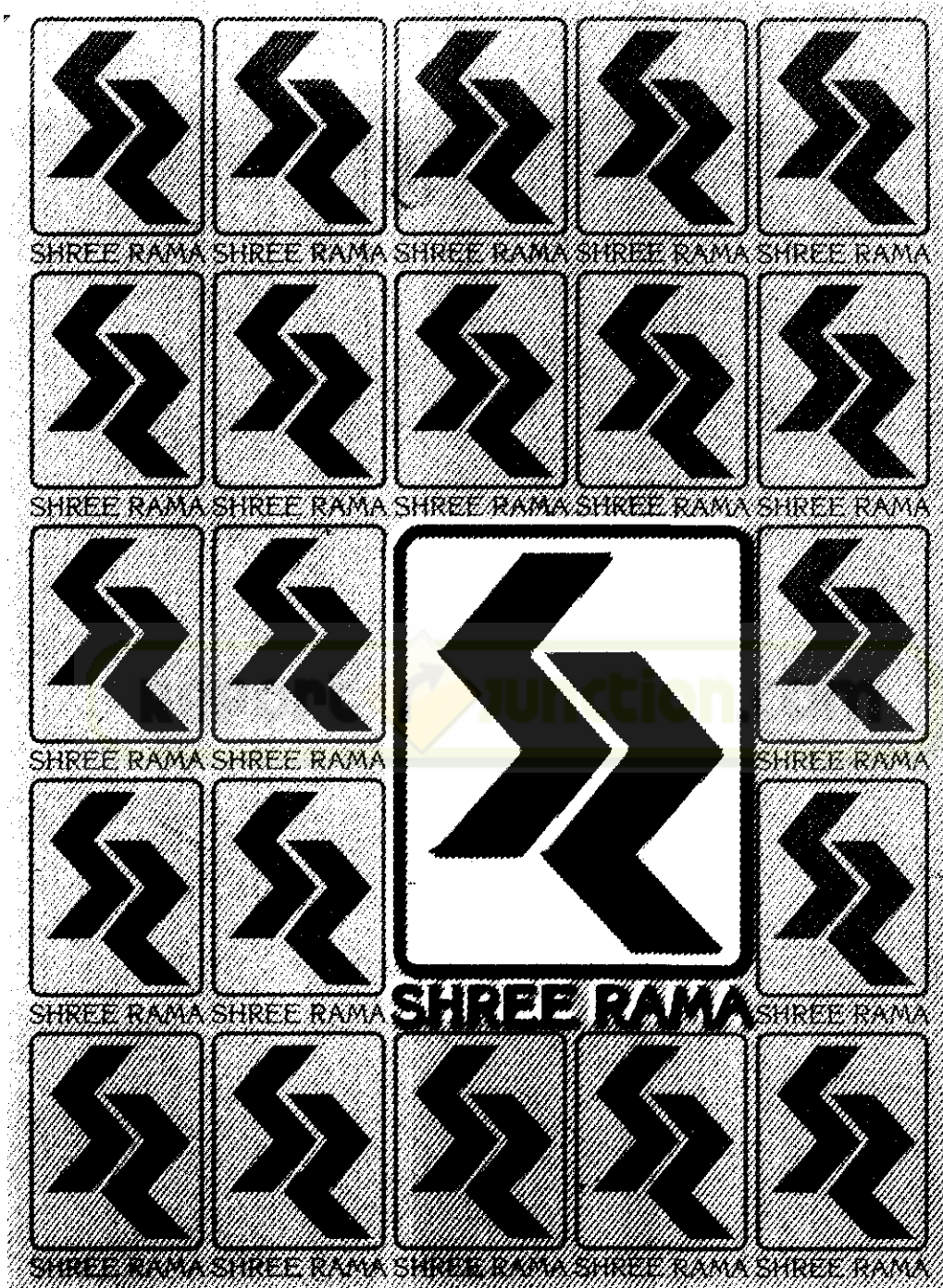


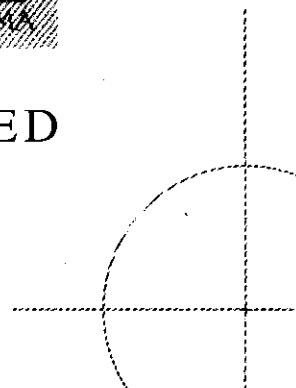
# Annual Report

# 1999-2000



SHREE RAMA MULTI-TECH LIMITED

*We add Value to your Life*







## MISSION

*Every detail of our operation is  
completely tuned to the special needs  
of our clients.*

*We think of ourselves as their partners  
and not just suppliers. We are an*

*extension of their operation and are  
deeply committed to their success.*



## Corporate Information

### THE BOARD

**Mr. Vikram R. Patel**  
Chairman & Managing Director

**Mr. Sharad C. Patel**  
Executive Director

**Mr. Prakash R. Patel**  
Executive Director

**Mr. Hansraj K. Kanji**  
Director

**Mr. Prakash D. Trivedi**  
Director

**Mr. Nilesh C. Vaishnav**  
Director

**Mr. Rambhai D. Patel**  
Director

**Mr. Ishwarlal C. Shah**  
Director

**Mr. R. Satyamurthi**  
Nominee Director  
(Industrial Development Bank of India)

**Mr. Donald Peck**  
Nominee Director  
(CDC Group)

**Mr. Sudhakar C. Patel**  
Alternate Director to Mr. Hansraj K. Kanji

**Mr. Saurabh N. Soparkar**  
Alternate Director to Mr. Rambhai D. Patel

### BANKS / INSTITUTIONS :

State Bank of India  
SBI Commercial & International Bank Ltd.  
The Kalupur Commercial Co-operative Bank Ltd.  
Industrial Development Bank of India  
Export Import Bank of India

### AUDITORS :

M/s Manubhai & Co.  
Chartered Accountants  
Ahmedabad

M/s C. C. Chokshi & Co.  
Chartered Accountants  
Ahmedabad

### INTERNAL AUDITORS :

Shah Mehta Majumdar  
Chartered Accountants  
Ahmedabad

### COMPANY SECRETARY :

Rajesh H. Shah

### REGISTERED OFFICE :

Ramnivas- 1, Khanpur,  
Ahmedabad -380 001, Gujarat.

### CORPORATE OFFICE :

601, "SHIKHAR", Netaji Marg, Nr. Vadilal House,  
Navrangpura, Ahmedabad-380 009, Gujarat.

### WORKS :

1. Block No.1557, Village : Moti-Bhoyan,  
Kalol-Khatraj Road, Dist : Gandhinagar, Gujarat.
2. 195/1, Ashima Complex, Karannagar,  
Taluka : Kadi, Dist : Mehsana, Gujarat.
3. Block No.425, Village : Ambaliyara,  
Dist : Mehsana, Gujarat.
4. R.S.No.15/2,3,4,6, 16/1,2,  
Opp. Whirlpool, Thirubhuvanai,  
Pondicherry-605 107.





## WE BELIEVE :

*Success comes only from quality products made without compromise.*

*Continuous and intensive efforts in Research and Development will enable us to set the standards in the industry.*

*An innovative approach and a positive attitude will help us to meet the challenges of the next millennium.*

*Efficient planning, swift communication and enhanced productivity backed by excellent products and consistent service will ensure customers' confidence and loyalty.*

*It is only by providing value to our customers that we can build value for our shareholders.*



## Chairman's Statement

Dear Shareholders,

It gives me great pleasure in welcoming you to the Shree Rama Family. We are at the beginning of the new Century which is witnessing incredible technological developments in all sectors. At Shree Rama, we started the new Century with tremendous excitement and thanks to your overwhelming support, our IPO was a grand success.

As you are aware, Your Company is engaged in the manufacture of high quality, high technology packaging material used by FMCG Companies.

The ability to absorb the latest technologies and launch innovative products has resulted in Your Company achieving significantly high growth rates. Today in India, Shree Rama Multi-Tech Limited is the second largest player in Plastic Laminated Tubes and one of the largest players in premium labels and stickers. Our competitive edge, however, lies in our ability to provide total solution to the packaging industry, including design and development.

Our products are manufactured in fully automated plants and every single equipment in our facility has been sourced from World Leaders.

Packaging plays an important role in maintaining quality of contents and acts as an important differentiating factor in marketing. Growing consumerism, changing customer preferences, increasing brand awareness and more importantly, competition in FMCG Sector is resulting in increased demand for an attractive and eye-catching packaging. FMCG Companies look at packaging as an effective marketing and promotional tool. Consequently, there has been rapid substitution of conventional packaging with newer packaging media due to its inherent advantages.



Vikram R. Patel  
Chairman & Managing Director






Further, there was reduction in excise duty on your Company's products from 24% to 16% in the last budget. This has given a fillip to the demand for high quality packaging materials from customers who earlier preferred conventional packaging due to lower cost. As a result we foresee healthy growth in the demand for products manufactured by your Company.

Throughout the World, Corporate Strategy in the packaging sector has been to reduce cost by building scale of operations. Our Thrust has been to achieve tangible growth through strategic capital investment in our plant and machinery along with intensive research and development activities.

Your Company has taken up an ambitious expansion programme to augment capacity at its existing unit at Motibhoyan and to set up additional facilities at Ambaliyara and Pondicherry. I am pleased to inform you that this expansion programme is progressing as per schedule. In fact, we commenced commercial production ahead of schedule at Pondicherry and the plant has started catering to the demand of the Customers in the southern part of the Country. We acquired machinery of a leading paper cup manufacturer and also commenced commercial production of new equipment. Your Company has become the largest manufacturer of smaller size paper cups in the Country.

The dependence on FMCG Sector which is feeling pressure due to the hike in oil price and less than projected economic growth may adversely affect the growth of the packaging industry. Increased cost of raw materials like plastic and paper may also pressurise the margins of the packaging industry. While a part of such increased cost will be passed on to the Customers, we at Shree Rama have geared ourselves up to work closely with FMCG Majors to develop innovative products which consume less raw materials while maintaining the same quality.





We are firmly committed to enhance long term shareholder value and are taking steps to meet the rising expectations of our shareholders. Even though the Corporate Governance Code will be applicable to our Company in the year 2001-2002, we have started compliance of most of the recommendations in the said code like constitution of Audit Committee, HRD Committee, Investor Grievance Cell, etc. The objective is to ensure greater transparency in our operations.

We have meticulously charted out our course for the future. We are expanding our capacity, spreading out by setting up new units, diversifying into related high technology areas like paper cups and committing more resources to research and development. At the same time, our strong cost control measures at every level and our commitment to world-class quality will ensure that our products compete with the best in the world. We are convinced that the steps we are taking will ensure that the growth rate achieved by your Company is not just maintained but gathers momentum.

Before I conclude, I must take this opportunity to thank Foreign Equity Investors who have helped in IPO by offering part of their holdings to make up 25% of the Post Issue Equity which is required to be offered to the General Public for the purpose of listing. I would also like to thank Financial Institutions, Banks and Shareholders for the confidence that they have reposed in us. The growth of your Company is largely due to the trust of its customers and I must express my sincere gratitude to them. They stood by us, supported and encouraged us in our efforts to produce innovative products. Last but not least, I must put on record my sincere appreciation for the dedicated efforts of all our Employees.

We are determined to build on our Strengths to make Shree Rama one of the Strongest Players in the world in the Packaging Industry.

**Vikram R. Patel**  
Chairman & Managing Director

Ahmedabad  
7th November, 2000

