

**20 TH ANNUAL REPORT**

**OF**

**M/S SHUKRA JEWELLERY LTD.**

**FOR THE YEAR ENDING 31.03.2011**

**DIRECTORS**

MR. CHANDRAKANT H SHAH  
MRS. MAYURI C. SHAH  
MR. JAYENDRA H SHAH  
MR. ANIL M. PATEL  
MR. VINOD SHAH  
MR NASIR UL HAQ

**CORPORATE OFFICE****MUMBAI**

232, PANCHRATNA, OPERA HOUSE,  
MUMBAI – 400004

**REGISTERED OFFICE****DAMAN**

CHIRAG INDUSTRIAL COMPLEX, 39/40  
GOLDEN INDUSTRIAL ESTATE, SOMNATH ROAD,  
DAMAN-396210 U.T.

**SURAT**

5 SHANTI NIKETAN  
SHIMADA GAM, VARCHA ROAD,  
BEHIND JAKAT NAKA, SURAT -5

**BANKERS**

THE FEDERAL BANK LIMITED  
ORIENTAL BANK OF COMMERCE  
ICICI BANK LIMITED

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AND PROFIT & LOSS ACCOUNT

**NOTICE :-**

Notice is hereby given that the 20 th Annual General Meeting of the Members of Shukra Jewellery Ltd. Will be held on Friday the 30th day of the September , 2011 at 1:30 P.M. at Regd. Office of the Company at Chirag Industrial Complex. Somnath Road, Daman to transact the following business:-

**ORDINARY BUSINESS :-**

1. To receive, consider and adopt the Audited Balance Sheet as at 31 st march 2011, the profit & loss account of for the year ended on that date and the reports of the Directors and Auditor's thereon.
2. To appoint a Director in place of Mayuri C. Shah, who retires by rotation and being eligible offers himself for reappointment.
3. To appoint auditors, to hold office from the conclusion of this Annual General Meeting until the conclusion of the next Annual General Meeting and to fix their remuneration

**NOTES:-**

1. A MEMBER ENTITLED TO ATTEND AND VOTE IS ENTITLED TO APPOINT A PROXY TO ATTEND AND VOTE INSTEAD OF HIMSELF AND SUCH PROXY NEED NOT BE A MEMBER. HOWEVER PROXY FORMS MUST BE DEPOSITED AT THE REGISTERED OFFICE OF THE COMPANY NOT LATER THAN 48 HOUR BEFORE COMMENCEMENT OF THE MEETING.
2. The Register of the Members and Share Transfer Books of the Company will remain closed from 25 th September 2011 to 30th of the September 2011 (Both day inclusive).
3. Shareholder/Proxy holders are requested of produce at the entrance the attached admission slip duly completed and signed, for admission to the meeting hall.
4. Members desiring any information as regard accounts are requested to write to the Company at an early date so as to enable the management to keep the information ready.
5. MEMBERS ARE REQUESTED TO BRING THEIR COPY OF THIS ANNUAL REPORT TO THE MEETING.

Registered Office :-

By the order of the Board

Chirag Industrial Estate,  
Somnath Road,  
Daman U. T.

Chandrakant H Shah  
Chairman & Managing Director

Date:- 07.08.2011

## **DIRECTORS' REPORT**

**To**

The Members

Your Directors take great pleasure in presenting the 20<sup>TH</sup> Annual Report of the Company together with Audited Accounts for the year ended on March 31, 2011.

(Rs. IN LAKHS)

<b><u>PARTICULARS</u></b>	<b><u>31.03.2011</u></b>	<b><u>31.03.2010</u></b>
	(AUDITED)	(AUDITED)
Net Income From Operations	3362.74	3375.02
Other Income	0.95	2.57
Total Expenditure	3223.46	3284.97
Interest	0.00	0.00
Profit Before Depreciation	103.50	307.35
Depreciation	59.06	31.68
Tax	0.00	0.00
Deferred Tax	( 135.80)	242.61
Profit After Tax	(91.36)	275.68
Add: Balance B/F from the Previous year		
Less : FBT	0.00	0.00
Balance available for Appropriation	<u>0.00</u>	<u>0.00</u>
Less: Proposed Dividend	0.00	0.00
Less : Transfer to G.R	(91.36)	275.68
Balance Carried Forward to Balance Sheet.	0.00	0.00

Note :- Profit after tax consist deferred tax(Assets) Rs. (135.80) lakhs

## **OPERATION**

During the year under review, the Company has achieved turnover of Rs 33.63 crore as compare to Rs 33.75 approx during last year. The management is taking appropriate step to improve Company's bottom line.

## **CURRENT YEAR OUTLOOK**

The Company is planning to participate/visit various jewellery shows domestic and abroad.

Barring unforeseen circumstances the management is hopeful of achieving higher turnover during the year.

## **DIVIDEND**

The Board has not recommended any dividend due to insufficient profit.

## **DIRECTORS**

SHRI ANIL M PATEL ,SHRI. VINOD SHAH AND SHRI. NASIR UL HAQ have been reappointed as independent directors of the Company.

In accordance with the provision of the Companies Act, 1956 Mayuri C..Shah director, retires by rotation and being eligible offers him for reappointment.

## **AUDITORS**

The Auditor's of the Company M/S A D Lalwani & Associates, Chartered Accountants, retire at the conclusion of the ensuing Annual General Meeting .

## **FIXED DEPOSITS**

Your company has not accepted any fixed deposits within the meaning of section 58A from the public under the companies Act, 1956 and the rules made thereunder.

## **AUDITOR'S REPORT**

Observations made in the Auditor's Report are self explanatory and therefore do not call for any further comments under section 217(3) of the companies Act, 1956.

### **PARTICULARS OF EMPLOYEES**

There were no employees whose remuneration were in excess of the limits prescribed under section 217(2A) of the companies Act, 1956. Hence no particulars are given .

### **CONSERVATION OF ENERGY, TECHNOLOGY ABSORPTION AND FOREIGN EXCHANGE EARNING AND OUTGOING.**

The information pursuant to section 217 (i) (a) of the companies Act, 1956 read with the companies (Disclosure of particulars in the Report of Board of Directors) Rules, 1988 is given below :

1. The Company's operation involve very low energy consumption, wherever possible measures have already been implemented. The measure set out above do not have any significant impact on the overall cost of the production.
2. No technology has been imported during the year.

### **DIRECTOR'S RESPONSIBILITY STATEMENT**

In accordance with the provisions of section 217 (2AA) of the Companies Act, 1956, with respect to the Director's Responsibility Statement, it is hereby confirmed :

- i) That in the presentation of the annual accounts for the financial year ended 31<sup>st</sup> March 2011, the applicable accounting standards has been followed along with proper explanations relating to material departures :
- ii) That the Directors had selected such accounting policies and applied them consistently and made judgements and estimates that were reasonable and prudent so as to give a true and fair view of the state of affairs of the Company at the end of the financial year and of the profit or loss of the Company for the year under review.
- iii) That the directors had taken proper and sufficient care for the maintenance of the adequate accounting records in accordance with the provisions of the Act, 1956 for safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities.
- iv) That the directors had prepared the accounts for the financial year ended 31<sup>st</sup> March 2011 on a going concern basis.

## **ACKNOWLEDGEMENT**

Your Directors take this opportunity to place on record their warm appreciation and acknowledge with gratitude the assistance, co-operation and support extended to your company by bankers, clients, employees as well as the investing community and look forward to their continued support.

**Registered Office:**

**Chirag Industrial Estate  
Somnath Road,  
Daman - U. T.  
Date :- 07.08.2011**

**By order of the Board**

**Chandrakant H Shah  
Chairman & Managing Director**



## **MANAGEMENT DISCUSSION AND ANALYSIS**

### **GEM & JEWELLERY INDUSTRY OVERVIEW**

The gems and jewellery industry can be classified into various sub segments like diamonds, colored stones, gold and silver jewellery, pearls, etc However , the two major segments in India are gold and diamonds India dominates the diamond processing trade with 11 out of 12 diamonds being cut and polished in India. India also dominates the gold and silver consumption globally. The industry holds prominent significance as it is a net exporter and provided employment to 1.3 million people directly and indirectly.

The Indian gems and jewellery industry is one of the fastest growing segments in the Indian economy with an annual growth rate of approximately 15%.

Research indicates that the rural jewellery market in India is set to grow strongly despite the global economic meltdown. Overall sales of jewellery dominated by the plain gold variety in India through 2008 rose by 23 percent over 2007 to Rs. 86000 crores (US\$ 17.6 billion) and rural areas accounted for Rs. 52000 crores (US\$ 10.64 billion). Last year rural areas witnessed a 24 percent growth in gold jewellery sales in terms of value.

The reasons attributed for the growth are (1) The majority of working women in rural India do not invest in stocks and shares of use other investment instruments and they usually invest their surplus money in jewellery (2) The rural families allocate fixed budgets to buy jewellery for weddings and they buy jewellery at this time irrespective of whether gold prices are high or not. (iii) Rural markets are less affected by the global meltdown as they are agriculture-based.

India is the largest diamond cutting and polishing centre in the world the industry enjoys 60% value share, 82% carat share and 95% share of the world market in terms of number of pieces. In other world, nearly 9 out of 10 diamond sold world wide are cut and polished in India. India exported cut and polished diamonds worth US\$ 13.02 billion in 2008-09.

### **INDUSTRY OUTLOOK – OPPORTUNITIES & THREAT**

What started off as a sub-prime crisis in the US housing mortgage sector has turned successively into a global banking crisis, global financial crisis and global economic crisis resulted in Great recession of 2008-09.

The industry has undergone challenging times in the financial year 2008-09. The US slowdown in the second half of 2009 affected the industry greatly and the gem and jewelry sector witnessed a slowdown in exports in the last two quarters of the year. In Spite of slow down in the second half the industry achieved flat growth and performed reasonable close to its target of US\$ 21.9 billion.

### **Company Overview**

Shukra Jewellery Limited incorporated in 1991 is in the business of Gems & Jewellery Industry.

Shukra Jewellery Limited is growing Company in Polished Diamond & Diamond Studded Gold Jewellery The chief promoter of the Company is Shri Chandrakant H Shah having experience of more than 25 years in the industry.

The Company is planning to participate/visit various jewellery shows domestic and abroad.

Being unforeseen circumstance the management is hopeful of achieving higher turnover during the year.

Company is negotiating for export orders with international buyers and management is hopeful to achieve higher export turnover during the year.

## **FINANCIAL ANNALYSIS**

### **Income**

The Company has recorded a Total Income of 336.27 Million(Previous year Rs. 337.50 Million) for the year ended March 31, 2011 primarily due to income from sale of Diamonds and Diamond Studded Gold Jewellery. The Company also received other income of Rs. 0.0095 Million (Previous year 0.257 Million) from dividends.

### **Expenditure**

The Company has recorded a total expenditure (excluding depreciation) 325.93 Million (Previous year Rs. 331.28 Million) for the year ended March 31, 2011.

- Cost of goods Sold 322.34 Million( Previous year Rs.328.50 Million).
- The Company also recorded other expenditure of Rs. 3.59 Million (Previous year 2.79 Millions.) This is on account of administrative expenses and selling and administrative expenses.

### **Depreciation & amortization**

For the year ended March 31, 2011 the Company has incurred depreciation charges of Rs. 5.91 Million (Previous year Rs. 3.16 Million).

### **Differed Tax Assets**

The Differed tax Asset for the year Rs. (13.58) Million (Previous Year 24.26 Million).

### **Net Profit before Taxes**

Due to reasons discussed above, the Company has recorded net profit before taxes and extraordinary items of. Rs. 4.44 Million( Previous year Rs. 3.30 Million) for the year ended 31<sup>st</sup> March 2011.

### **TAXES**

The Company is the Provision for taxes for the year Nil (Previous Year Nil).

### **NET PROFIT**

The Company has recorded Net Profit 4.44 Million (Previous year Rs. 3.30 Million).

### **SHARE CAPITAL**

At present, the Company has only one class of share i.e. Equity share of face value of Rs. 10/- each. As on 31<sup>st</sup> March 2011 the issued subscribed and paid up capital was Rs. 135.72 Million divided in to 13572800 equity shares of Rs. 10 each.

### **HUMAN RESOURCES**

The Company believes investing in people though creating an environment where people are valued as individuals and are given equal opportunities for achieving professional and personal goals