



Diversifying SOLUTIONS. Expanding FRONTIERS.



2021-22
Annual
Report



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Forward-looking statements

The Annual Report may contain, without limitation, certain statements that include words such as “believes”, “expects”, “anticipates” and words of similar connotation, which would constitute forward-looking statements. These forward-looking statements are dependent on assumptions, data or methods that may be inaccurate or imprecise and hence are not guarantees of future operating, financial and other results. The Company’s actual results could materially differ from those projected in any forward-looking statements due to various future events, risks, and uncertainties some of which are beyond our control. The Company does not assume any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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6
Branch offices



320+
Walk-in Centres



₹ 308 Crores
Revenues in 2021-22



9.13%
EBITDA
margin in 2021-22

DIVERSIFYING SOLUTIONS. EXPANDING FRONTIERS.

Being up-to-date with the customers' needs and demands in this ever evolving world has always been a focus at TVS Electronics Limited. To stay relevant and deliver value, we, at TVS Electronics, have met each challenge with powerful ideas – since our early days.

In addition to our legacy products, where we continue to be market leaders, we have also added a range of services covering the entire spectrum of product life-cycle management. We act as a one-stop shop and customer-centric solutions company, offering a diversified portfolio segmented into two categories – products and solutions, and customer support services.

Over the years, we have not only expanded the size of our product portfolio, but also made it more diverse in the following ways:

Bundling software, product design solutions & customisation for customers;

Offering depth, diversification and expertise in Point of Transaction, Track & Trace, Personal & Productivity and Security & Surveillance products portfolio;

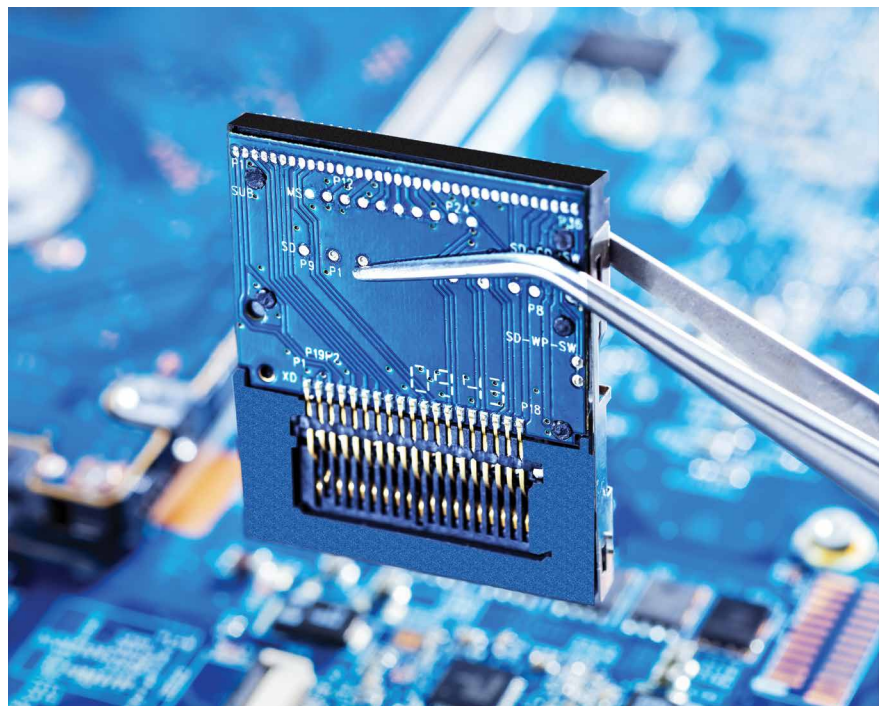
Leveraging our rich B2B experience to be a D2C player;

Foraying into the D2C segment by launching new services and solutions to cater to the ever-changing needs of end customers;

Expanding our presence across geographies.

Leveraging this diversification, we have been clocking a robust growth trajectory, and are poised for better growth in the foreseeable future. Our unflinching focus on evolving and meeting every challenge with

meaningful solutions has helped us expand our frontiers. We are poised to scale greater heights, riding on the back of this evolution, we have grown multifold over the past years.



COMPANY OVERVIEW

Who are we?

We embarked on our journey in the year 1987, under the leadership of Mr. Gopal Srinivasan. Over the years, we have emerged as one of the frontrunners in the IT peripherals, point-of-sale solutions, and comprehensive warranty management services. TVS Electronics Limited (TVS-E) has gradually evolved from a hardware manufacturing company to an organisation with a strong and diversified portfolio of products and services spread under two primary business verticals – products and solutions, and customer support services. We cater to the needs of end-to-end product lifecycle management for both institutional and retail customers. Our services range from designing and manufacturing a product to customer support service, warranty management and end-of-life services.

What drives us?

Values

Our values lie at the core of our organisation. These values are constant and ensure that we stay true to who we are under all circumstances. Fair conduct, perseverance in delighting customers, constant pursuit of quality and engendering leadership skills in all our employees are the pillars upon which our identity has been forged over the decades.

Pillars

- To build trust authentically
- To be leaders
- To win in the marketplace
- To promote initiative

What is our legacy?

The TVS Group has proven excellence across industry segments where it operates, and has a strong brand equity. The TVS name is synonymous with trust, values and customer-centricity. The Group is one of the five largest family-owned business groups in India with a revenue of US\$ 6 billion. One of the many pioneering achievements of the Group over the years, was the fact that it emerged as one of the first companies in Asia to be accredited with the Deming Award for quality. Over the years, the Group has reinforced its position globally, and has emerged as an employer of choice with more than 36,000 people across the world.

What are our strengths?

- Our rich experience and strong expertise in understanding customer needs
- Pan-India presence
- Diversified portfolio with the unique edge of software bundling, product design solutions & customisation for customers
- Superior quality of products and services built to meet the needs of Indian business
- Enduring bonds with partners
- Prudent financial management
- Consistent investments in IT

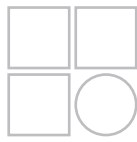




What defines us?



3+ decades
of experience



6
Branch offices



2
Factories



505
Employees

19,000+
Pin codes serviced

Who are our key clients?



What we offer?

Products and Solutions Groups (PSG)

1

Point of Transaction Products (PTx)



Dot Matrix Receipt Printer



POS Systems



Payment Devices



Currency Counter



Specialty Printers



Weighing Scale



Tx Keyboard

3

Security & Surveillance Solutions (S&S)



CCTV Cameras & Recorder + Video Analytics

2

Track & Trace Products (T&T)



Barcode Scanners



Label Printers



Handheld Computer

4

Personal & Productivity Products (P&P)



Web Cam



Gaming Keyboard & Mouse



Champ Smart Keyboard



Champ Elite Combo



Customer Support Services (CSS)



Warranty Management Services



Installation and Demo Services



Remote Tech Support and Call Centre Services



Parts Management & Warehousing Services



Repair & Refurbishment Services

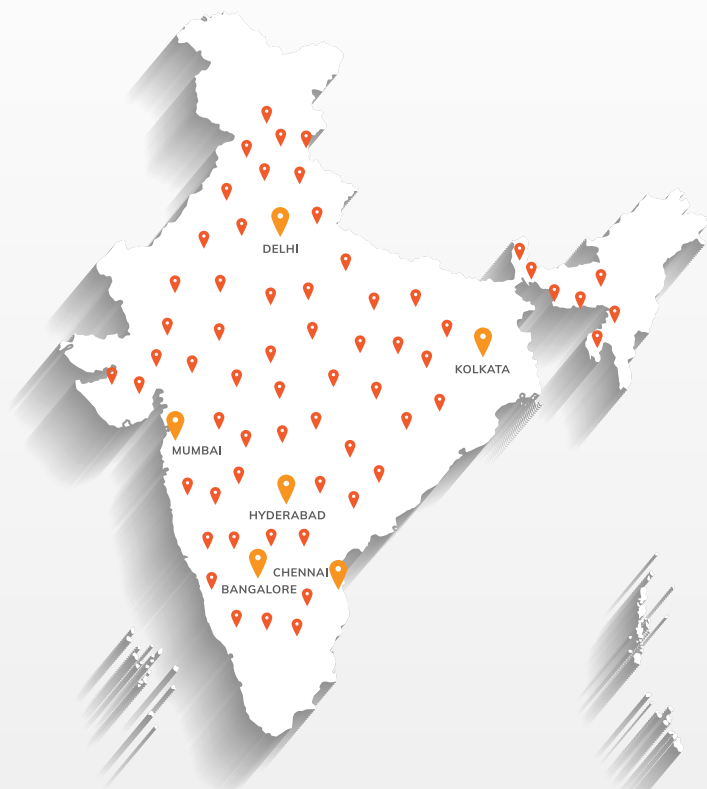


Infra Managed Services



E-waste Management Services

Where are we present?



A futuristic service network with a Pan-India reach.

Proven capability that seamlessly links the entire value-chain of the entire product life-cycle management.

Map not to scale. For illustrative purposes only.

320+

Walk-in centres

520+

Service partners

47

Collection points

180+

Sales partners

1

Repair centre

19,000+

Pin codes serviced

6

Branch offices

2

Factories

25

Warehouses

5,000+

Feet on street

490

Districts covered

120

Size of multi-language call centre

How have we been recognised?



We were accredited with the 'National Award for Best-in-class Learning & Development' at Best Talent management process HIPO (High Potential) Identification & Development. We are thankful to the World HRD Congress for bestowing this honour upon us, and the larger L&D team at TVS Electronics for their exemplary effort



We won the Mint TechCircle Business Transformation Leader Award 2021. Customer support services for major brands across IT, telecom and consumer electronics is an important part of our portfolio. Operating in this market, which is largely unorganised in India, we envisioned to organise this sector by banking on the right skill sets, with digitalisation at the very core of the solution. The award-winning innovative digital solution was an automated call allocation engine of assigning the right repair agents using artificial intelligence and machine learning algorithms

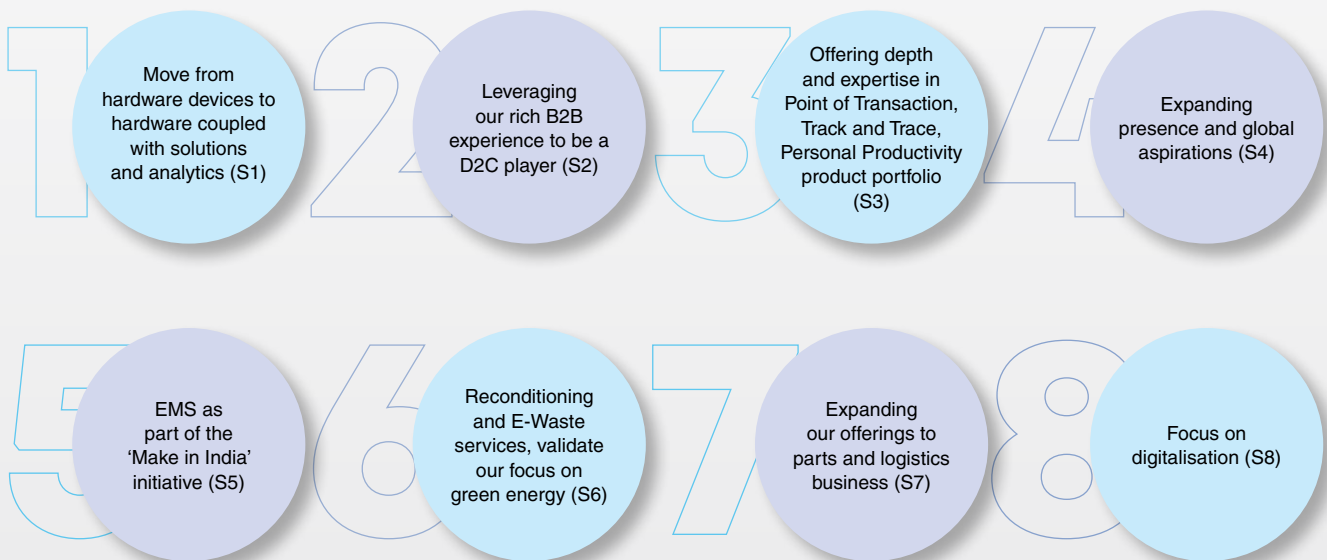


We are proud to be certified as a Great Place To Work in 2022, owing to our high employee engagement score and best people practices



STRATEGIC PRIORITIES

At TVS Electronics, we have identified certain strategic priorities to help us create long-term value for all our stakeholders, and ensure a balanced and inclusive growth trajectory. Our end goal is to emerge as a one-stop shop for end-to-end product life cycle solutions. The following strategies empower this vision:



S1: Move from hardware devices to hardware coupled with solutions and analytics

Under the purview of our first strategic priority, we strive to not only offer hardware devices but also solutions to be used in conjunction with the devices we manufacture. Originally a hardware device manufacturer, we have recently focussed on offering bundled offers of hardware devices and solutions and analytics. This not only helps us diversify our portfolio but also helps us to push up demand for our hardware devices.

During the year under review, we undertook the following measures under the purview of this strategic priority:

- Opened new office in Bangalore for our Product Management, Engineering, Solutions & Analytics team, wherein we have hired capable product managers and engineers
- Tie-ups with 3 software companies to enable us to provide bundled software solutions along with our products in the groceries, food and beverages sector

S2: Leveraging our rich B2B experience to be a D2C player

Being a hardware device manufacturer, we have been focussed only in B2B markets. Over the years, however, we have diversified our portfolio to cater to varied needs of both B2B and B2C markets. We are cognizant of the huge potential the B2C customer support service market has, and are poised to make the most of these opportunities.

During the year under review, we undertook the following measures under the purview of this strategic priority:

- We launched an on-demand service platform, namely 'Assure' to cater to lifecycle management solutions of consumer durable electronic products such as

air conditioners, refrigerators, televisions, and laptops for end customers. The services we provide on this platform range from installation to upgradation and break/fix services

- We cater directly to customers of IT and consumer products in CSS

S3: Offering depth and expertise in Point of Transaction, Track and Trace, Personal Productivity product portfolio

We have a widespread range of printing devices as part of our services arsenal. We are also diversifying our non-printing product portfolio by launching new products which cater to varied needs of both B2B and B2C customers. The non-printing product line at TVS-E comprises Point of Transaction products such as Touch POS system,

electronic cash registers, handheld devices and currency counters; Track & Trace devices such as bar code scanners, printers, and handheld devices; Security & Surveillance products such as CCTV cameras and recorders; and Personal and Productivity products such as wireless keyboards and mouse, gaming keyboards etc.

During the year under review, we undertook the following measures under the purview of this strategic priority:

- Enhancing the products portfolio by improving performance and features
- New product launches

