

## Financial Highlights

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403.83

Turnover (Rs. Crores)

52.67

Profit after tax (Rs. Crores)

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70

Dividend (%)

16.91

Earning per share (Rs.)

38.30

Book value per share (Rs.)

# Technology | Design | Solutions

Technology plays an integral role in our lives whether at work, home, play or on the road. At Tata Elxsi, we envision to make people's interaction with technology a richer and easier experience through our designs and solutions.

Our Mobile TV solutions from PDS are an example of seamless integration of broadcast and mobile technology to give the end user an infotainment experience on the move.

Similarly IDE's product packaging designs not only make the products look good, they are also ergonomically designed to suit the needs of the target consumer.

VCL is another example where stunning VFX and high tech animation bringing realism to story telling leaving the viewer spellbound.

A range of innovations under one banner - that is Tata Elxsi.

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Knowledge base of over **fifteen years in delivering product designs**, and a large talent pool of over **3500 technologists**.

**13 sales and support offices** in India and **20 international offices** for onsite and near shore support.

## Business Units

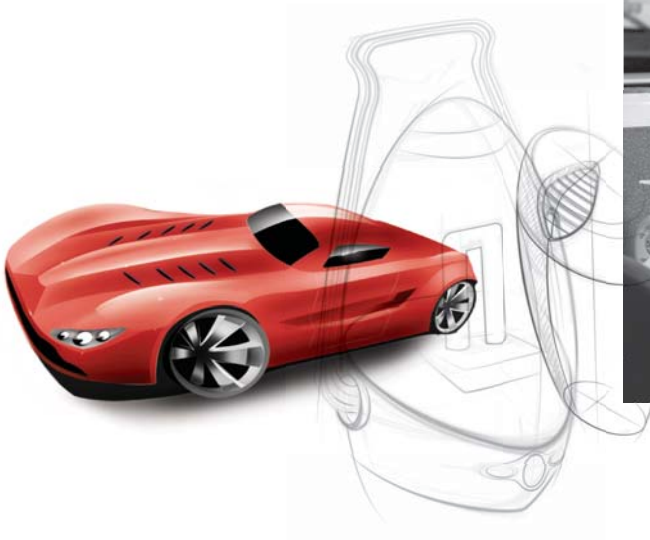


Embedded Product Design Services includes full service software, hardware, and system design and development programs for technology products.

Embedded Product Design Services offers a rich portfolio of reusable software components, ready-to-deploy product frameworks, licensable IPs (intellectual property) and product development services. It services sectors such as automotive, aerospace, consumer products, networking, semiconductors, multimedia, telecom, storage and instrumentation with cost effective product engineering, time-to-market advantage, multi-site delivery model and quality standards.

# Embedded Product Design Services

Embedded Product Design Services draws on its core domain and technology expertise in VLSI design, embedded software, networking, telecom, multimedia, storage, wireless and high-performance computing.





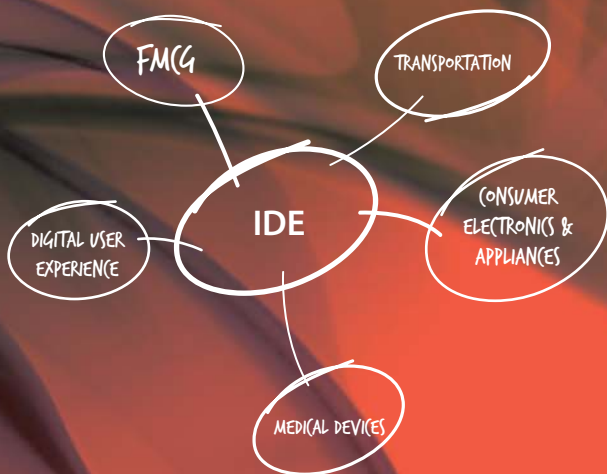
# Industrial Design Services

IDE - Innovation Design Engineering - the Industrial design division of Tata Elxsi provides end-to-end brand and product development services across industries- FMCG, Transportation, Consumer electronics & appliances, Digital user experience and Medical devices.

For over a decade, IDE, through its unique *i*<sup>3</sup>(i-cube) integrated design process, has helped global companies bring products to life through compelling designs that have further transformed into endearing brands.

IDE helps organizations optimize their product development by integrating the essential aspects of business/human/technical factors in the designs, thereby ensuring that their consumers have a truly engaging experience.

IDE's approach is sensitive to the business challenges that its clients face, ensuring they get a distinct competitive advantage in a dynamic market.





## Business Units



VCL- Visual Computing Labs- offers state of the art computer graphics, animation and special effects and has pioneered the use of latest technologies in VFX for Indian films.

VCL has enhanced and enriched the visual experience with cutting edge photo realistic solutions for 3D CGI environments; terrains, atmospherics and Artificial Intelligence based crowd control algorithms.


VCL has been associated with some of the biggest Indian film blockbusters: Ta Ra Rum Pum and Aaja Nach Le for Yash Raj Films; Gandhi - My Father for Anil Kapoor Productions; Taare Zameen Par with Aamir Khan and the big hit of 2008, Jodhaa Akbar directed by Ashutosh Gowariker and also been a part of several prestigious international projects, which include the big Hollywood hit of 2007 – Spiderman 3.

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The highlight of the year was being conferred with the **National Award for 'Best Special Effects' for the film Anniyan at the 53rd National Film Awards**. The President of India, Smt. Pratibha Patil, presented this award. VCL also won nominations at Arena Animation CNBC - TV 18 Golden Cursor Animation Awards, Star Screen Awards, Filmfare Awards and Producers Guild Awards.

# Animation and Visual Effects





System Integration Services addresses enterprise and high performance computing markets with their range of hardware, networking products and storage solutions. In the media and entertainment sector it offers broadcast solutions to cater to setting up of a TV channel, data archival solutions and weather forecasting software. The division also has expertise in setting up Virtual Reality Centers for the benefit of the manufacturing, defense and automotive industries. It also addresses the CAD/CAM/CAE market for the above sectors.

This business unit caters to many prestigious public and private sector organizations and has a team of qualified and experienced sales and support professionals located across the country.

Professional Services Group (PSG) manages services and offshore/onsite support services for various clients across the world. PSG support team also provides comprehensive support solutions for a variety of IT environments encompassing various storage products, servers, operating systems, devices, networking and other applications for their client environment.

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# Systems Integration Services



TATA ELXSI

Driven by **Trust, Quality** and  
**Leadership** – the values  
championed by the **Tata Group** for  
over a 100 years.



## Board Of Directors

(as on 30 April 2008)



Mr. Syamal Gupta



Mr. S Ramadorai



Mr. Cyrus Pallonji Mistry



Mr. Hoshie Malgham



Mr. Patrick McGoldrick



Mr. Piyush G Mankad



Dr. R Natarajan



Mr. Sujit Gupta



Mr. Madhukar Dev

## Board of Directors

(as on 30 April 2008)

**Syamal Gupta**  
Chairman

**S Ramadorai**  
Vice Chairman

**C P Mistry**

**H H Malgham**

**P McGoldrick**

**P G Mankad**

**Dr. R Natarajan**

**Sujit Gupta**

**Madhukar Dev**  
Managing Director

## Statutory Committees

(Pursuant to the Listing Agreement with the Stock Exchanges)

### Audit committee

**H H Malgham**  
Chairman

**S Ramadorai**

**Dr. R Natarajan**

### Investor grievance committee

**P G Mankad**  
Chairman

**H H Malgham**

**Sujit Gupta**

**Vijay Krishnamurthy**  
CFO & Company Secretary

### Registrars & share transfer agents

**TSR Darashaw Limited**  
6-10, Haji Moosa Patrawala Ind. Estate  
20, Dr. E. Moses Road  
Mahalaxmi, Mumbai - 400 011

### Auditors

**Deloitte Haskins & Sells**  
Chartered Accountants

### Registered & corporate office

ITPB Road, Whitefield, Bangalore - 560 048, India