



## Industries **Addressed**



Aerospace



Consumer  
Electronics



Networking and  
Telecom



Automotive



Defence and Public  
Safety



Retail and Consumer  
Goods



Broadcast



Healthcare



Semiconductor



Media and  
Entertainment

engineering creativity...  
in every aspect

## Message from the Chairman



**Dear Shareholder,**

Your Company has reported a total income of Rs. 626.5 crores, an increase of 15.4% as compared to FY 11-12. In particular, the software and services segment reported a total income of Rs. 552.9 crores, and an increase of 22% over the previous year.

Considering the overall uncertainty and volatility in both the domestic and global business environment during the year, your Company has performed well in growing its international business and its share of revenues from the software and services segment.

The company has renewed its thrust in the Software and Services business segment for Embedded Product Design and Industrial Design. These services are geared to deliver growth in-line with industry trends.

The integrated technology and design capabilities of your Company were best exemplified by a prestigious project for a leading international Automotive OEM. This project for embedded product design of a next-generation in-vehicle infotainment platform included software and system design and multiple technologies such as multimedia, graphics, and connectivity. It also included the design of a User Interface for the system, enabling a distraction-free and easy-to-use interface for the driver.

The Industrial Design division delivered significant user experience design projects for leading global brands across Automotive, Consumer Electronics and Telecom products. In the consumer electronics and appliances area, it worked on new product design projects from globally renowned Japanese and Chinese consumer products manufacturers and also provided research and consulting services to help them strategize product portfolios for emerging markets.

Visual Computing Labs (VCL) delivered major projects for Animation and Visual effects for feature

films this year, including its second animated full-length feature film for Disney Pictures and UTV. It also worked on prestigious episodic television serials for the international market and won multiple awards for its work across feature films and TV commercials.

Your Company had undertaken a set of strategic growth initiatives for VCL. These were based on the recommendations of an international consulting firm and meant to accelerate the non-linear growth. The initiatives did not deliver as per expectations and negatively impacted the bottom-line of the overall company. After due consideration, these initiatives have been curtailed to ensure that the negative impacts does not continue further.

The external environment continues to be volatile, even as we move into FY 13-14. However, your company looks forward to profitable growth, leveraging its focus on select industry segments, key customers and geographies, while controlling costs of operations towards improved margins.

As a technology-led design company, we continue to invest in acquiring and retaining talent, as well as continuous skill development, to help absorb the rapid changes in technologies and deliver greater value to our customers.

We are continuing investments in R&D and technology development, as well as the exploration of new and adjacent markets. These will provide the foundation for future business and help de-risk any downturns in specific industries and markets.

Your Company's Board of Directors has recommended a final dividend of Rs. 5 per share, maximizing the returns to our shareholders from the company's profits.

**S Ramadorai**

## Financial Highlights

Total income

₹ 626.51 Crores

Profit After Tax

₹ 21.31 Crores

Earnings per share

₹ 6.84

Book value per share

₹ 62.67

Dividend per share

₹ 5.00

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Statement pursuant to Sec  
212/ Significant Three Year  
Highlights



# EMBEDDED PRODUCT DESIGN

Tata Elxsi provides technology consulting, new product development, system integration, and testing services for leading product companies, service providers and aspiring start-ups. This is backed by an in-depth understanding of technology, a large multi-disciplinary product development team, and mature processes and systems.

We also create and license Intellectual Property and software components, helping customers create product differentiation and reduce development costs and time-to-market.

We address product engineering for Broadcast, Consumer products, Transportation, Energy, Medical Electronics, and Telecom.





Tata Elxsi helps customers develop successful brands and products by using design as a strategic tool for business success. We cater to a broad spectrum of industries like Automotive, Communications, Consumer products, Healthcare, and Retail. Our services range from research & strategy, branding & graphic design, product design, packaging design, UI design, retail design & signage, transportation design, design engineering and manufacturing support.

We have supported the launch of multiple brands and products across the world. We have won several international awards and patents for our designs and innovations.



# INDUSTRIAL DESIGN

## AWARDS

**Bru Exotica** – India Star Award for packaging design

**Ocean Herbal** – World Star Award for packaging design

**Navratna Cool Talc** – World Star Award for packaging design

**Mahindra Construction Equipment e-TALK** – CII Design Excellence Award for Interaction Design



Tata Elxsi provides Animation, Visual Effects (VFX) and 3D Stereoscopic content for feature films, episodic television and advertising. We also offer custom content development for visualization and product marketing, and are a leading developer of mobile, online and console games.

We have developed two full length movies, namely "Roadside Romeo", a joint venture between India's largest production house Yash Raj Films and the leader's in animation worldwide Walt Disney, and "Arjun -The Warrior Prince" presented by Walt Disney Pictures and UTV Motion Pictures.

A winner of several awards at national and international levels, we have also been nominated by the Hollywood-based Visual Effects Society (VES) for delivering outstanding animation in "Roadside Romeo", India's pioneering CGI animated, theatrical, contemporary entertainment movie.

#### AWARDS

"Best VFX Shot of the year" and  
"Best Animated Feature Film  
(Theatrical)" Awards at FICCI Frames  
BAF Awards 2013

"Best Special Effects" Award for 'Ek Tha  
Tiger' at the Star Guild Awards 2013

"Best Animated Feature Film  
(Theatrical)" Award for 'Arjun - The  
Warrior Prince' at Infocom-Assocham  
EME Awards 2013

FICCI Frames Best Animated Frames  
Awards 2012 for Samsung Wave II  
Game TVC in the "Best Animated Ad  
Film" category

Special Jury Award in VFX in a  
"Commercial" category for Panasonic  
'EcoNavi' air-conditioner TVC





# SYSTEMS INTEGRATION

Tata Elxsi implements and integrates complete systems and solutions for High-Performance Computing, CAD/CAM/CAE/ PLM, Broadcast, Virtual Reality, Storage, and Disaster Recovery.

We address the Broadcast, Manufacturing, Government, Defence and Education sectors with an expert team of integration specialists and support engineers located across a wide network of offices. This is backed by strategic partnerships with best-in-class software and technology providers.

The Professional Services Group extends maintenance and support services for data mining, facilities management, network management, and storage consultancy and management in India and overseas.

## Board of **Directors**

as on 19th April, 2013

Mr. S Ramadorai  
Chairman

Mr. P McGoldrick

Mr. P G Mankad

Dr. R Natarajan

Mrs. S Gopinath

Mr. Madhukar Dev  
Managing Director

## Statutory **Committees**

(Pursuant to the Listing Agreement with the Stock Exchanges)

### **Audit Committee**

Mrs. S Gopinath  
Chairperson

Mr. S Ramadorai

Dr. R Natarajan

### **Investor Grievance Committee**

Mr. P G Mankad  
Chairman

Dr. R Natarajan

Mr. G Vaidyanathan  
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