

TATA ELXSI



engineering **creativity**

Annual Report 2013 - 14

Industries Addressed



Aerospace



Automotive



Broadcast & Entertainment



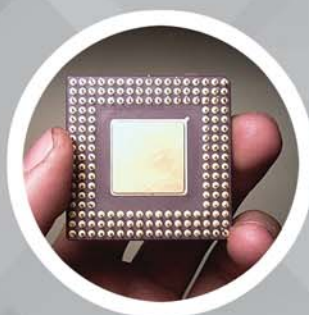
Consumer Electronics



Consumer Goods



Healthcare



Semicon



Telecom

Message from the Chairman



Dear Shareholder,

Your Company has reported a total income of ₹ 787.8 crores in FY 13-14 as against ₹ 626.5 crores in the FY 12-13, registering an increase of 26%.

During the year under review, Your Company's concerted effort in growing its revenues from the embedded and industrial design services, focussing on solutions and services in the systems integration business, and containing costs of its animation and visual effects business, resulted in improved top line and bottom line performance, with Profit Before Tax rising from 33.4 crores in FY 12-13 to 112.2 crores in FY 13-14.

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 to design and develop a complete Electronic Control Unit (ECU) including hardware and software for a hybrid electric vehicle. The hybrid vehicle was successfully released in the market in June 2013.

Your Company also supported India's Mars Orbiter mission – Mangalyaan, by designing the Data Control Hardware that was installed in the Mars Orbiter and launched into space on November 5th, 2013.

The Industrial Design division helps customers deliver a superior product or service through design. In the case of products, this includes the form, color, branding and textures; as well as the way the product interfaces with the user.

Your Company worked with GVK to design the experiential services for various consumer

touch points at Mumbai International Airport's new integrated Terminal 2, and helped redefine the passenger experience, while enhancing efficiency and productivity for the airport staff at T2.

Another prestigious project was for the St. James' Court, A Taj Hotel and Taj 51 Buckingham Gate Suites and Residences, London, UK. This involved developing the brand identity for both the hotels and designing various customer touch points to reflect the new visual identity.

Visual Computing Labs (VCL) delivered major projects for Animation and Visual effects for two feature films this year. VCL won the coveted 59th Filmfare Award and the Star Guild Award 2014 for Best Visual Effects for its work in Dhoom 3. It was also recognized for its stellar work in delivering Visual Effects for Bhaag Milkha Bhaag.

The Indian IT industry is facing some challenges due to the changes in immigration policies in countries such as US and UK that increases the cost of deploying resources in those regions, and the risks of financial impact due to strengthening of the Indian Rupee against major foreign currencies.

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.

I am pleased to inform you that your Company's Board of Directors has recommended a final dividend of ₹ 9 per share, enhancing dividends and returns to shareholders. Thank you for your continued commitment and trust in the company.

S Ramadorai

Financial Highlights

Total Income



787.33 Crores

Profit After Tax



72.26 Crores

Earnings Per Share



23.21

Book Value Per Share



75.70

Dividend Per Share



9.00

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Embedded Product Design

Tata Elxsi provides technology consulting, product development and testing services for leading product companies, service providers and start-ups. This is backed by an in-depth understanding of technology, a large multi-disciplinary product development team, 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 the Broadcast, Consumer Electronics, Medical Electronics, Telecom and Transportation industries.



Design and development of complete Electric Control Unit (ECU) for a hybrid vehicle



Development of a Data Control Hardware for Vikram Sarabhai Space Centre (VSSC) for India's first ever Mission to Mars



Ultra High Definition (UHD) Decoder for next-gen content delivery

Industrial Design

Tata Elxsi helps customers develop successful brands and products by using design as a strategic tool for business success.

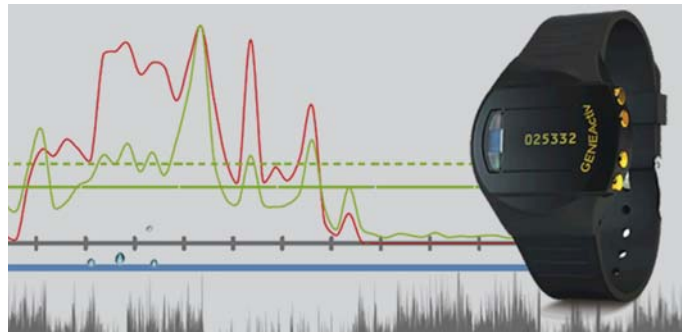
We cater to a broad spectrum of industries like Automotive, Communications, Consumer products, Healthcare and Retail.

Our services include research & strategy, branding & graphic design, product design, packaging design, UI design, retail design & signage, transportation design, design engineering and prototype development.

We have supported the launch of multiple brands and products across the world. We have won several international awards and patents for design and innovation.



Creating a unique passenger experience at Mumbai's new integrated T2



Design of a wearable healthcare device for a leading European company



Intuitive concept user experience for cars - The AGL "Best User Experience" award winner

Visual Computing Labs

Tata Elxsi provides Animation and Visual Effects (VFX) services for feature films and episodic television. We also support advertising and marketing by providing these services for TV Ad Commercials and corporate videos for visualization and new product launches.

We have a world-class studio in India and a creative team that includes national and international award winning professionals.

We have won the coveted 59th Filmfare Award and the Star Guild Award 2014 for "Best Visual Effects for a Feature Film" for our work in Dhoom 3 and have been acclaimed for the stellar work in delivering visual effects for Bhaag Milkha Bhaag.



Winner of the 59th Filmfare Award "Best Visual Effects" and winner of the "Best Visual Effects" at the Star Guild Awards 2014



Rekindling the magic of old times in 'Bhaag Milkha Bhaag'

Systems Integration

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

We address the Broadcast, Defence, Education, Government and Manufacturing 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.

We also provide Professional Services, extending maintenance and support services for data mining, storage, IT facilities and network management in India and overseas.



Integration of Virtual Reality systems for R&D and manufacturing

Board of Directors

as on 22nd April, 2014

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

Tata Elxsi Limited
ITPB Road Whitefield Bangalore 560 048
India