

Humanizing Technology

Businesses of the future will be driven by customer experience across products and services.

Be it retail, healthcare, automotive or telecom, the ability to assimilate the right technology with user-centric design, will be the key to success.

Products, solutions and services that humanize the complexity of the underlying technologies, and make them intuitive and easy to use will drive customer delight, loyalty and business growth.

Iata Elxsi brings together the best of technological and user-centric design expertise to help customers deliver innovative solutions and great end-user experiences.

Board Of Directors

as on 28th April,2016

Mr.N Ganapathy Subramaniam
Chairman

Mr.P G Mankad

Mr.P McGoldrick

Mrs.S Gopinath

Dr.Gopichand
Katragadda

Prof.M S Ananth

Mr.Madhukar Dev
Managing Director

Committees

Audit Committee

Mrs.S Gopinath
Chairperson

Mr.P McGoldrick

Prof.M.S.Ananth

Stakeholders Relationship Committee

Mr.P G Mankad
Chairman

Dr.Gopichand Katragadda

Nomination & Remuneration Committee

Mrs.S Gopinath
Chairperson

Mr.N.G.Subramaniam

Mr.P McGoldrick

Corporate Social Responsibility Committee

Mrs.S Gopinath
Chairperson

Mr.P G Mankad

Mr.Madhukar Dev

Company Secretary

Mr.G Vaidyanathan

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,JTPB Road,Whitefield,Bangalore- 560 048,India
Email:investors@tataelxsi.com



Message from the Chairman

Dear Shareholder,

Your Company strengthened its position during FY15-16 by providing creative design led solutions to its clients and delivered tangible results for their respective businesses. Your Company's concerted effort in growing its **new** from design and technology services, and focussing on select industry segments, resulted in significantly improved business performance.

This reflected in the strong well rounded performance of your Company during FY15-16, Your Company reported 27% growth in total income and 52% growth in profit before tax as compared to FY14-15.

Globally, we are witnessing an extraordinary convergence of industries, technologies and markets. Each intersection presents both challenges and opportunities for companies to innovate and deliver new and enhanced products and services.

We see an exponential increase in the technological complexity required to develop and deliver new products and services. In addition, advanced technologies like Artificial Intelligence, Virtual Reality, Cloud based applications and IoT (Internet of Things) are being integrated into consumer contexts, services and products not seen before. These and other rapidly changing trends will provide new opportunities to your Company.

Customer experience is going to be the key differentiator for businesses of the future. The ability to provide users with products, solutions and services that humanize the complexity of the underlying technologies and make them intuitive and easy to use will drive customer delight, loyalty and business growth.

This presents us with a unique opportunity to leverage our technological capabilities, user centric design and creative experience, and position ourselves as an integrated design and technology services provider.

This will necessarily call for investments in technology, people and processes, as we focus on developing a deeper understanding of consumer behaviour, building competencies in emerging technologies and renewing our integrated design service capabilities. Thus, helping customers deliver innovative solutions and ensuring great consumer experiences.

I am pleased to inform you that our Board of Directors has recommended a final dividend of Rs. 14 per share, the highest shareholder return in the history of your Company.

NG Subramaniam

Design and User Experience

We help customers develop endearing brands and products by using design as a strategic tool for business success. Our expertise extends across consumer insight, branding, industrial design, visual design & merchandising, design engineering and manufacturing support.

An in-depth understanding of consumers and rapidly changing market dynamics, backed by a multi-disciplinary design team, enables us to serve a broad spectrum of industries including automotive, communications, consumer products, healthcare and retail.



Principal Consultant - Passenger experience for Kochi Metro





CAD based 3D animated car in 3D environment

We bring together the best of technological and usercentric design expertiseto help customersdeliver Innovative solutions and ensure great consumer experiences.

Wealso help customers visualize product contexts and designsand support digital marketing and promotions, through high-end visualization and digital content creation.



Styling and Design partner for Tata Braba – the 'Made in India' Robot

Technology and Product Engineering

We provide technology consulting, new product design, development, and testing services for the broadcast, consumer electronics, healthcare, telecom and transportation industries.

In the automotive industry, we engage with leading OEMs and suppliers, helping them address advanced technology development, integration and product engineering across domains, including infotainment, safety and security, advanced driver assistance, telematics, powertrain and hybrids.



Next-generation Automotive electronics and software development



Design and engineering services for Medical devices

In the media and communications industries, we work with leading broadcasters and operators, to support the development and deployment of new revenue streams and services, including value-added services for voice, video and data. OTT (Over-The-Top) and IoT.

We help them accelerate their product development cycles and support the transformation of their networks with technologies such as SDN (Software Defined Networks).

Further, we are working with customers to integrate cloud-based services, mobility and artificial intelligence to drive better customer experience and lower operating expenses.



Chip design for IoT



Feature-rich!
Application and UI for
Broadcast and TV



CAD/CAM/CAE solutions for various industries

Systems Integration

We Implement and Integrate complete systems and solutions for High-Performance Computing, CAD/ CAM/ CAE/ PLM, Broadcast, Virtual Reality, Storage, and Disaster Recovery.

We also provide Professional Services for maintenance and support of IT infrastructure.



Virtual Reality solutions for various industries

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