



Great Experiences  
Exceptional Outcomes



**TATA ELXSI**

Annual Report 2016 - 17

FINANCIAL HIGHLIGHTS

TOTAL INCOME

1249.41 ₹ Crores

PROFIT AFTER TAX

173.29 ₹ Crores

BOOK VALUE

179.52 ₹/ Share

EARNINGS PER SHARE

55.65 ₹/ Share

Creating **great experiences**  
for consumers,  
and **exceptional outcomes**  
for brands and businesses.



We are poised at the beginning of a new era in the history of humankind, where technologies such as robotics, virtual and augmented reality, artificial intelligence and IoT are enabling completely new products, services and interactions, in ways never seen before.

While these technologies bear great promise, they also generate enormous complexity both in the creation and use of these new products and services.

Consumers are demanding simple and meaningful experiences in the use of product and services, transcending underlying technologies and going beyond features and functionality.

With the advent of Digital, these experiences are also increasingly becoming phygital – a hybrid or combination of the physical and digital.

Brands and businesses need to understand their end consumers deeply, derive insights into their needs and then translate these into products and services that allow simple, meaningful and great experiences, in order to drive strategic and sustainable growth.

Tata Elxsi's consumer insights and design thinking experience that has been honed over two decades of working with leading global brands across industries, coupled with deep technology expertise and specialist digital capabilities, allow us to harmonize not just form and function, but also the physical and digital aspects, creating new and great experiences for end users.

Our integrated Design and Technology teams help enterprises re-imagine their products and services - from strategy, consumer research and insights, to service and experience design, technology implementation, integration, launch and beyond.

With Design + Digital, we help companies deliver exceptional outcomes, for their customers, brands and businesses.

## Board Of Directors

as on 27th April, 2017

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**Mr. N Ganapathy Subramaniam**  
Chairman

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**Mr. P McGoldrick**

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**Mrs. S Gopinath**

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**Dr. Gopichand Katragadda**

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**Prof. M S Ananth**

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**Mr. Sudhakar Rao**

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**Mr. Madhukar Dev**  
Managing Director

## Committees

### Audit Committee

**Mrs. S Gopinath**  
Chairperson

**Mr. P McGoldrick**

**Prof. M S Ananth**

### Stakeholders' Relationship Committee

**Mr. Sudhakar Rao**  
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. Sudhakar Rao**

**Mr. Madhukar Dev**

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### Company Secretary

**Mr. G Vaidyanathan**

### Registered & Corporate Office

**Tata Elxsi Limited**  
ITPB Road Whitefield Bangalore 560 048 India  
Email: [investors@tataelxsi.com](mailto:investors@tataelxsi.com)

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### Auditors

**Deloitte Haskins & Sells**  
Chartered Accountants

### Registrars & Share Transfer Agents

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

## MESSAGE FROM THE CHAIRMAN



Dear Shareholder,

Your company delivered a strong performance across its business segments in FY16-17, reporting a 15% growth in total income and a 11% growth in PBT as compared to FY15-16.

This growth has been achieved despite considerable headwinds in the business environment and adverse currency volatility in major currencies.

Your company is in a growth industry where the demand for design and technology services continue to expand. Consumers are demanding simpler, meaningful experiences, from products and services, and businesses will need to humanize the complexity of underlying technologies and make them easy and simple to use. This has clearly put Experience as the distinctive differentiator which places Design at the forefront of every product and service delivered or consumed. Internet of Things (IoT) and Virtual Reality will further enable businesses to innovate completely new products and services.

Our integrated Design and Technology capability enables customers to reimagine their products and services. From understanding end-consumers and their needs, to delivering an exceptional experience by harmonizing not just form and function,

but also the physical and digital aspects, your company is well placed to serve the needs for brands and businesses to drive customer delight and sustainable growth.

The talent and intellect of the employees of your company are well respected by our customers. Needless to state that your company's performance during FY16-17 is largely due to the extraordinary commitment and passion of each and every one of the diverse and global pool of employees of your company.

We will continue to invest in new technology areas, building our talent pool and continuous skill development, to enhance our service capability and the value delivered to our customers.

On behalf of the entire Board of Directors and the management team, I would like to thank you for your continued support and encouragement.

I am pleased to inform you that our Board of Directors has recommended a final dividend of Rs.16 per share, the highest shareholder return in the history of your Company.

**N G Subramaniam**





5000+ Technologists,  
Engineers  
Global R&D Centers and  
Labs



# Technology Services and Product Engineering

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

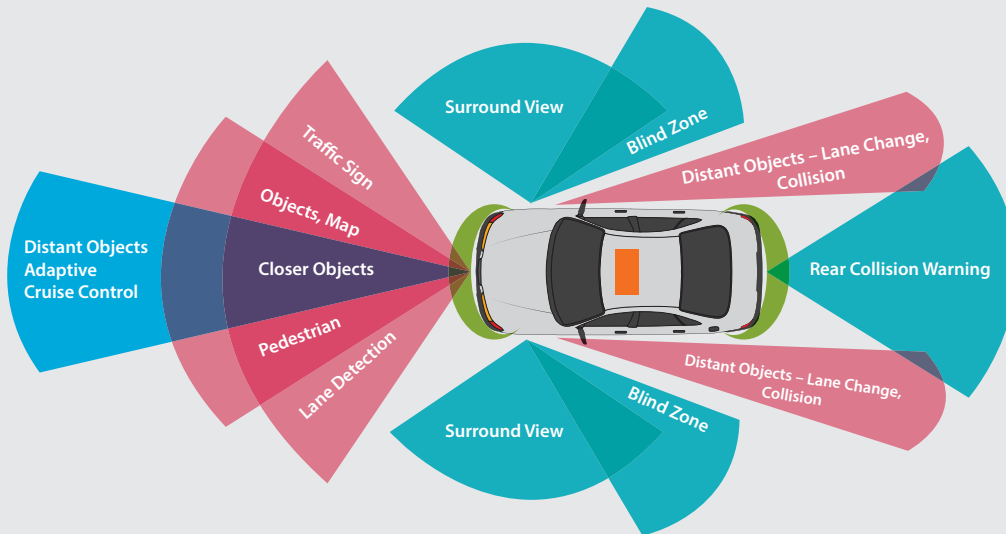
In the broadcast & communications industry, we engage with leading Broadcast and Communications service providers across the world for the development of value-added applications, and help them reduce engineering costs associated with development and deployment through cost-effective offshore services.

Emerging technologies such as IoT (Internet of Things) and Analytics are creating new opportunities to drive operational efficiency, reduce costs, deliver new services to consumers and enable new streams of revenues for operators and product manufacturers. We actively support customers in these new technologies and help them in their digital transformation journey.

*Feature rich applications and UI for  
Broadcast and TV*



# autonomai



*Tata Elxsi's autonomous vehicle middleware platform with deep learning and AI capabilities*

We provide cross-technology expertise in multimedia, imaging, connectivity technologies and well-established processes for automotive software development, to support both car manufacturers and system suppliers in product development and engineering.

We are actively investing in developing solutions and software components that help accelerate time to market and innovation for our customers. This includes solutions for next-gen infotainment and driverless cars.

## AWARDS

**'Best in Engineering Innovation' by Electronics Maker at the Best of Industry Awards 2016**



*Health and Safety (EHS) wearable*

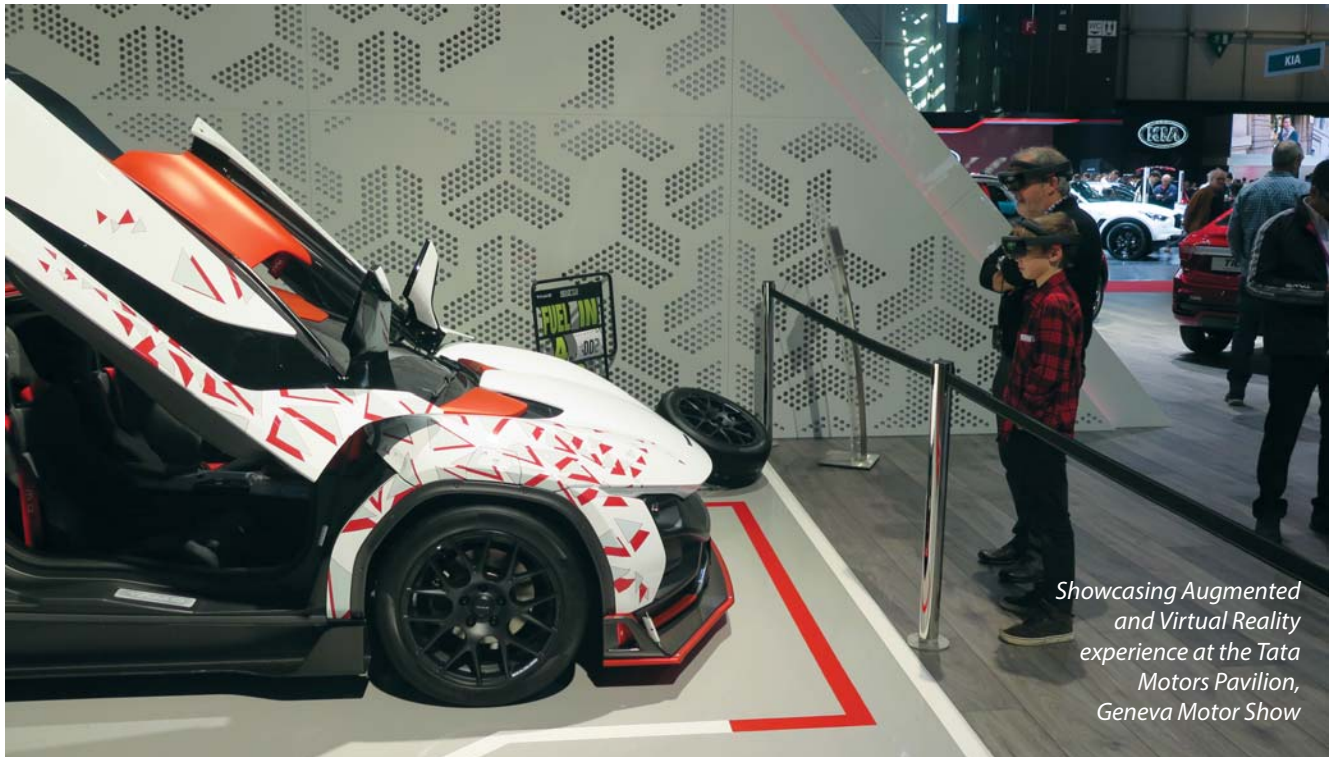


Award winning UX and  
Design team

Studios in London, Bangalore,  
Mumbai and Pune



# Industrial Design and Visualization



*Showcasing Augmented  
and Virtual Reality  
experience at the Tata  
Motors Pavilion,  
Geneva Motor Show*





*Full-scale Indian Multi-Role Helicopter (IMRH) mock-up for HAL for Aero India 2017*



*Delivering stellar VFX for blockbuster films*

Tata Elxsi brings together the best of technological and user centric design expertise to help customers deliver innovative solutions and ensure great consumer experiences.

We service a broad spectrum of industries including automotive, consumer electronics, retail & consumer goods and healthcare. We also offer visualization services (Augmented, Virtual & Immersive Reality) to help customers and marketing organizations communicate their product capabilities better to their end consumers.



*Brand Strategy, Identity and Innovative Pack Graphics*



*Immersive storytelling experience using Augmented Reality*

## AWARDS



**DESIGN  
AWARD  
2017**

**Service Design**

**WINNER OF BEST  
INDUSTRIAL  
DESIGN STUDIO  
AWARD 2016**



## KEY SERVICES



Expert team of integration specialists and support engineers for customers in India & overseas



# Systems Integration

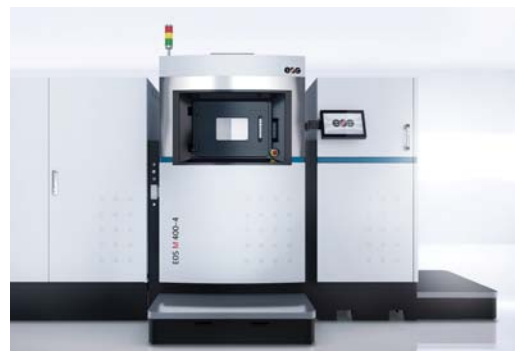


*Integration of Virtual Reality systems for R&D and manufacturing*

Tata Elxsi integrates and implements complete systems and solutions for Computer Aided Design, Virtual Reality, High-Performance Computing, Storage and Disaster Recovery. This includes Professional Services for maintenance and support.

We are expanding our solution portfolio, with technologies like 3D metal printing to cater to emerging industry needs.

We create state of the art Experience Centres, that enable our clients to provide an immersive and interactive experience of their solutions & services to their stakeholders - whether end consumers, investors, employees or partners.



*EOS M 400 Industrial 3D printer*