

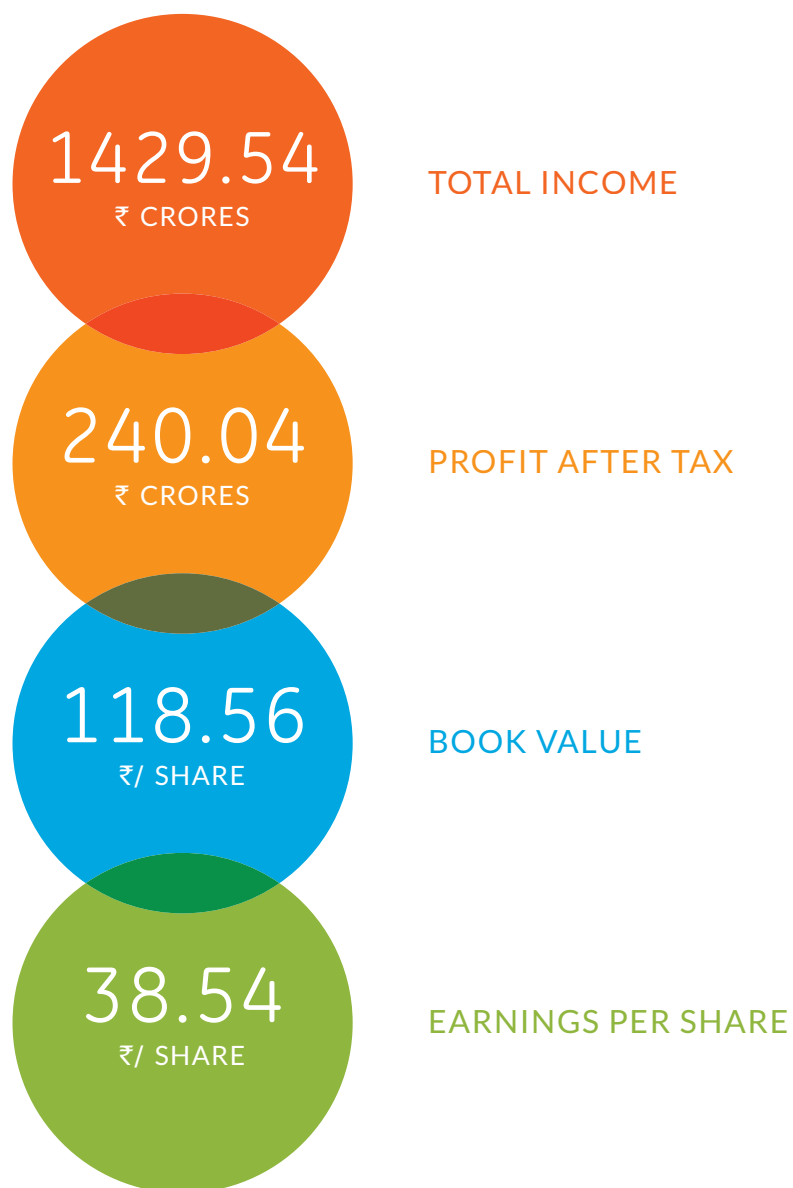
TATA ELXSI

ANNUAL REPORT 2017 - 18

TECHNOLOGY + DESIGN



FINANCIAL HIGHLIGHTS



The background of the entire page is a dense, repeating pattern of light blue icons on a teal background. These icons represent various concepts in technology, design, and business, including gears, clouds, Wi-Fi symbols, cars, houses, shopping carts, lightbulbs, and network diagrams. A large, semi-transparent white rectangle is centered in the upper half of the page, containing the main title.

TECHNOLOGY + DESIGN

Technology convergence and digital technologies are creating new opportunities to impact customer experience and drive growth.

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.

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

BOARD OF DIRECTORS

as on 26th April, 2018

<hr/>	<hr/>	<hr/>	<hr/>
Mr. N Ganapathy Subramaniam Chairman	Dr. Gopichand Katragadda Director	Mr. P McGoldrick Independent Director	Mrs. S Gopinath Independent Director
	<hr/>	<hr/>	<hr/>
	Prof. M S Ananth Independent Director	Mr. Sudhakar Rao Independent Director	Mr. Madhukar Dev Managing Director

COMMITTEES

Audit

Mrs. S Gopinath
Chairperson
Mr. P McGoldrick
Prof. M S Ananth

Corporate Social Responsibility

Mr. Sudhakar Rao
Chairman
Mrs. S Gopinath
Mr. Madhukar Dev

Risk Management

Mr. P McGoldrick
Chairman
Mr. Sudhakar Rao
Mr. Muralidharan H V

Stakeholders' Relationship

Mr. Sudhakar Rao
Chairman
Dr. Gopichand Katragadda

Nomination & Remuneration

Mrs. S Gopinath
Chairperson
Mr. N G Subramaniam
Mr. P McGoldrick

Chief Financial Officer

Mr. Muralidharan H V

Company Secretary

Mr. G Vaidyanathan

Registered & Corporate Office

Tata Elxsi Limited
ITPB Road Whitefield Bangalore 560 048
India
Email: investors@tataelxsi.com

Auditors

BSR & Co. LLP
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,

It is my privilege and honour to be writing to you on this occasion. Your company has performed well in its strategic growth areas in FY17-18, reporting a 16% growth in total income and 38% increase in PBT as compared to FY16-17.

While the global macro-economic outlook continues to be dynamic with currency volatility and market uncertainties, our concerted efforts in focusing on select industries and putting our customers always at the center of everything we do, has resulted in improved top line and bottom line performance.

Your company is recognized as a specialized service provider for product design and engineering services. Our integrated technology and design 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.

Technology convergence and digital technologies are creating new opportunities to impact customer experience and fuel the growth of brands and businesses across the world. It is an era characterized by unprecedented volume, variety and velocity of innovation. And these possibilities will be multiplied by emerging technology breakthroughs in fields such as artificial intelligence, robotics, the Internet of Things,

autonomous vehicles, 3-D printing, nanotechnology, biotechnology, materials science, energy storage, quantum computing and more.

Your Company has been investing in key digital technologies over the past few years, through Centers of Excellence in areas such as AI and Analytics, Extended Reality, and Automation. This complements the integrated technology and design services offerings and helps us create greater value for our customers across industries.

Your company is developing products and solutions that leverage digital technologies for key industry verticals - such as autonomous driving, monitoring quality of experience, and test automation. We will continue to invest in new technology areas, design capabilities and talent development to meet the current and emerging needs of our customers.

For the first time in the history of the Company, your Company had issued bonus shares in the ratio of 1:1 to all shareholders, in September 2017.

I am pleased to inform you that our Board of Directors has recommended a final dividend of Rs. 11 per share.

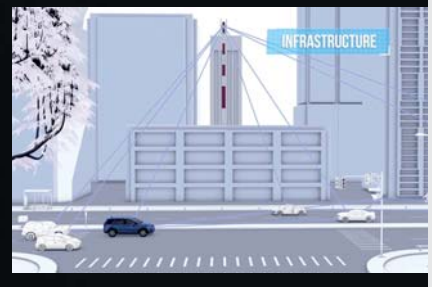
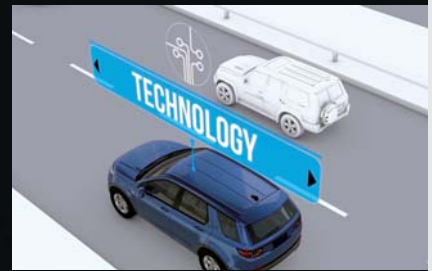
On behalf of the entire Board of Directors and the management team, I would like to thank you for your continued support and encouragement.

N G Subramaniam

Technology Services and Product Engineering



Driverless Car Software for Autonomous Cars





*Intuitive UX / UI
for Hybrid DTH
Set Top Box*

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

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.

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, test automation and video quality monitoring.

AWARDS

**'BEST ELECTRONICS
DESIGN COMPANY'
ELECTRONICS MAKER
BEST OF INDUSTRY
AWARDS 2017**



**'SUPPLIER EXCELLENCE
AWARD' 2017'
JAGUAR LAND ROVER**



**'HIGH GROWTH IN WOMEN
EMPOWERMENT - IT' IN THE CATEGORY
OF OVER 1000 EMPLOYEES
STPI IT EXPORT AWARD 2016-17**

Industrial Design and Visualization

UX - HMI for Future Autonomous Cars



*Innovation - Fixed Dose Pen
for Drug Delivery*



Tata Elxsi helps customers develop enduring 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.

Our design services span digital and physical aspects, to provide users with products, solutions and services that humanize the complexity of the underlying technologies and make them intuitive and easy to use - driving customer delight, loyalty and business growth.

Together with our clients we simplify and enhance service value by analyzing problems, identifying opportunities, improving processes and creating unified solutions, meaningful interactions, spaces and products.

*Packaging Design & Branding
- Mother Dairy*



*Product Design
- Orient Aerostorm*



AWARDS

**'INDIA'S BEST DIGITAL
DESIGN STUDIO 2017'**
POOL MAGAZINE



'INTERACTION DESIGN AWARD'
CII DESIGN EXCELLENCE AWARDS 2017



**'OVERALL CATEGORY WINNER IN VISUAL
COMMUNICATION'**
CII DESIGN EXCELLENCE AWARDS 2017



Systems Integration Services

Tata Elxsi implements and integrates complete systems and solutions for specialized applications such as High-Performance Computing, Computer Aided Design, and Virtual Reality. We also provide Professional Services for maintenance and support of such installations in India and key overseas markets.

Tata Elxsi helps enterprises and brands create memorable experiences by blending the best of design, technology and content through Executive Briefing Centers and Experience Centers which help them communicate their products, services and offerings to customers, partners, employees and investors - in an immersive and interactive way.

This includes the design and build of interior spaces based on design-led customer journey mapping, usability and interaction design, integration of AV, technology and digital content development.



Experience Center



Virtual Reality