

**TATA ELXSI**  
**ANNUAL REPORT**  
2018-19

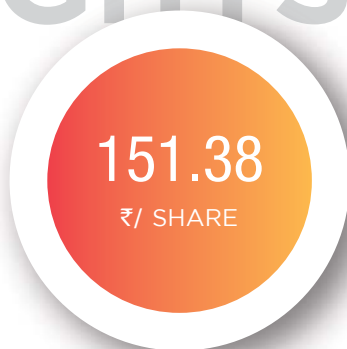


**TOTAL INCOME**

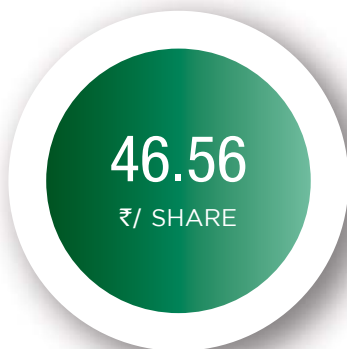
# FINANCIAL HIGHLIGHTS



**PROFIT AFTER TAX**



**BOOK VALUE**



**EARNINGS PER SHARE**



## engineering **creativity**

In today's age of hyper-competition and heightened customer expectations, brands and enterprises are challenged in attracting and retaining customers for their products and services. Customer experience throughout the journey, right from discovery to actual purchase to loyalty is becoming a key differentiator between success and failure for brands and businesses.

Design and creative thinking enable businesses to relook at the entire user journey, imagine possibilities and create unique opportunities for innovation and customer delight, while technology enables them to engineer and actualize these innovations into real products and services.

Tata Elxsi is uniquely placed with its integrated design, technology & engineering teams to help enterprises reimagine their products & services, deliver exceptional outcomes for their customers, and drive the growth of their brands and business.

This harmonious blending of form and function, innovation and engineering, creativity and process, pervades everything we do and is perfectly articulated in our brand promise  
engineering **creativity**

## BOARD OF DIRECTORS

as on April 24, 2019

<hr/>	<hr/>	<hr/>	<hr/>
Mr. N Ganapathy Subramaniam Chairman	Mr. P McGoldrick Independent Director	Mrs. S Gopinath Independent Director	Mr. Ankur Verma 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. H V Muralidharan

### Stakeholders' Relationship

Mr. Sudhakar Rao  
Chairman  
Mr. Madhukar Dev  
Prof. M S Ananth

### Nomination & Remuneration

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

### Chief Financial Officer

Mr. H V Muralidharan

### Company Secretary

Mr. G Vaidyanathan

### Registered & Corporate Office

Tata Elxsi Limited  
ITPB Road Whitefield Bengaluru 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,

Your Company has performed well in its strategic growth areas in FY 18-19, reporting 15% growth in total income and 19% growth in profit before tax as compared to FY 17-18.

During the year under review, your Company continued its momentum of growth, despite geopolitical uncertainties and considerable headwinds in certain industries.

Globally, we are witnessing an exponential increase in the technological complexity required to develop and deliver new products and services. In addition, digital technologies like IoT (Internet of Things), Artificial Intelligence, Virtual Reality and Cloud-based applications are being integrated into consumer contexts, services, and products. These are creating new opportunities to drive operational efficiency, reduce costs, deliver new services to consumers, and enable new streams of revenues for our customers.

Your Company brings unique capabilities of design and technology, that allow an organization to look at digital the right way – not just to infuse technology or obtain incremental operational efficiency gains, but rather a transformational opportunity to relook at the entire delivery of the service and experience – including customer experience, but

also encompassing processes, operations, and the people responsible for delivering the experience.

Our integrated Design + Digital technology teams help enterprises reimagine their products and services - from strategy, insights and service design, to technology implementation, integration, and interaction design.

The automotive industry is undergoing a transformation to next-generation mobility systems that are electrified, autonomous, shared, and connected. Your Company brings together its Design + Digital capabilities to help OEMs and suppliers realize the future of autonomous, connected and electric vehicles.

With the increased penetration of high-speed internet, smart devices, and content, the borders between entertainment, media, and telecommunications have dissolved. New services such as smart, connected homes and OTT are creating new revenue opportunities for operators and broadcasters.

Your Company works with leading broadcasters and operators, and consumer electronics companies to create solutions for smarter living,

engaged entertainment, and a digital future driven by IoT, analytics, and artificial intelligence.

In the healthcare industry, your Company is enabling better healthcare through connected devices and digital technologies, enhancing patient care, thereby reducing costs for healthcare service providers as well as patients.

We will continue to invest in technology, people and processes, as we focus on building competencies in digital technologies and integrated design service capabilities, to help our customers deliver innovation and enhanced consumer experience.

Your Company continually endeavours to stay ahead of the technology curve by building capabilities and solutions to meet the current and future needs of our customers.

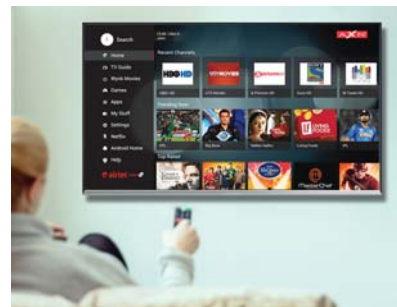
I am pleased to inform you that our Board of Directors has recommended a final dividend of Rs. 13.50 per share.

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

**N G Subramaniam**

# 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.







Tata Elxsi works with leading OEMs and suppliers in the automotive and transportation industries for R&D, design and product engineering services, right from architecture to launch and beyond. We bring together technologies that accelerate development & testing of connected, autonomous and electric cars & off-highway vehicles.

We work with leading broadcasters & operators to create solutions for smarter living, engaged entertainment and a digital future

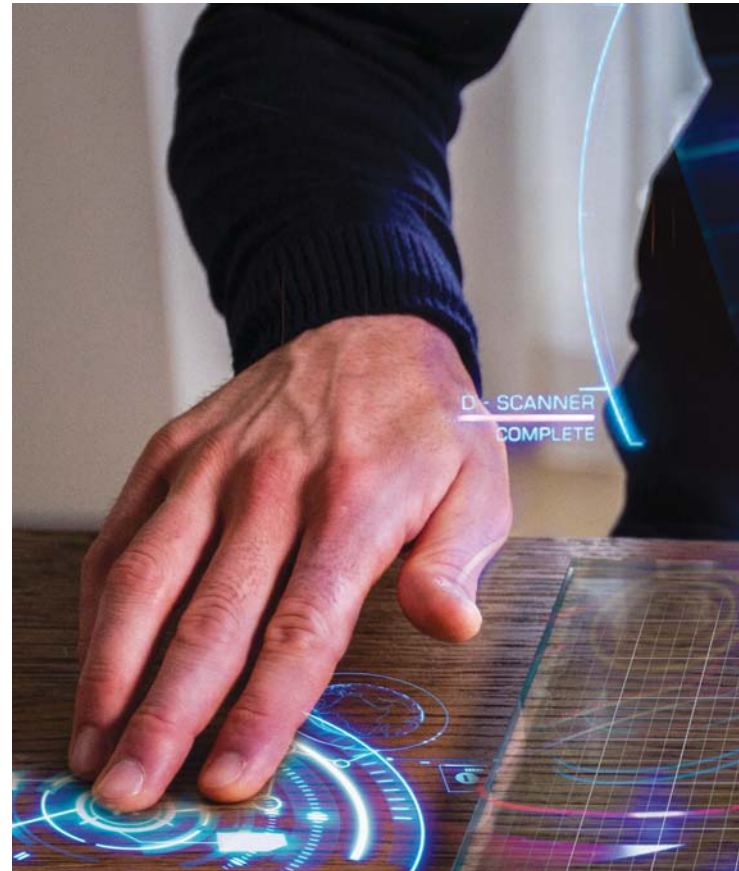
driven by IoT, analytics, and artificial intelligence, thereby enabling new revenue streams and enhanced customer experience.

Tata Elxsi works with independent software & technology vendors, addressing complex challenges & opportunities in the healthcare industry. As a technology partner we bring domain experience, technology leadership and a portfolio of solution accelerators to help our customers to quickly build and deploy solutions based on emerging technologies.



# INDUSTRIAL DESIGN AND VISUALIZATION

Tata Elxsi helps customers create innovative products, services, and experiences to build brands and help businesses grow.



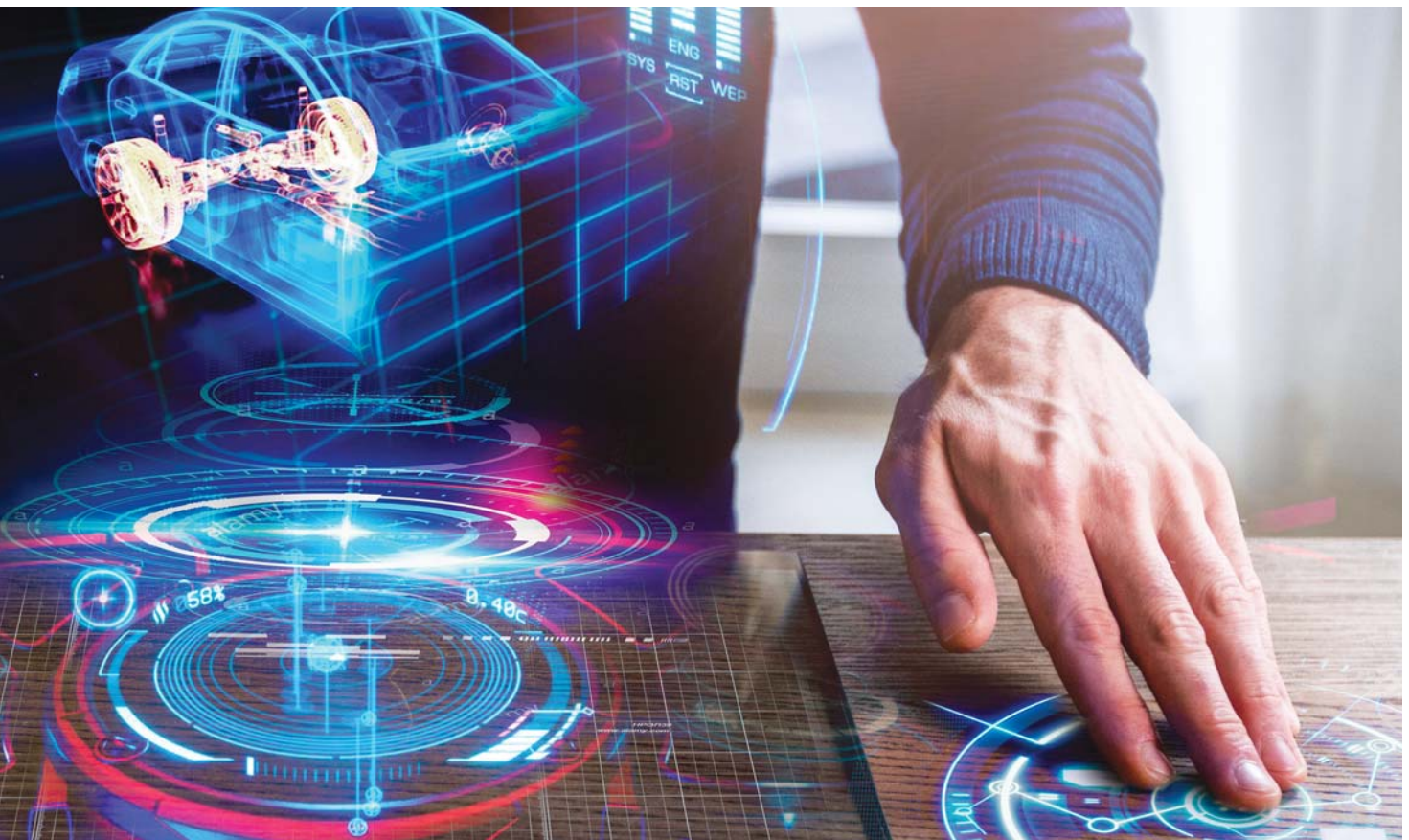
## AWARDS

India's Best Design Studio  
2018 by Pool magazine

Four Best Design Project  
Awards -  
Product Design  
Branding & Graphics  
User Experience Design







By intersecting design and technology, Tata Elxsi helps clients globally to bring new ideas and products to market.

Our services span across consumer research and strategy, branding and graphics, product design, service design, user experience design, transportation design, 3D-prototyping, visualization and manufacturing support.

Tata Elxsi brings together emerging technologies including digital,

innovative design, and content to create new products and experiences for customers that drive business success.

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.



# SYSTEMS INTEGRATION SERVICES



Tata Elxsi provides professional services for implementation, integration, maintenance and support of complete systems and solutions for specialized applications such as High-Performance Computing, Computer Aided Design, Virtual Reality, and Experience Briefing Centers.

We help 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.

We continue to expand our solution portfolio to address emerging digital technology needs with customers; including Virtual Reality (VR), 3D Printing, and Robotics.