



24th ANNUAL REPORT 2015 - 2016



VIRAT CRANE INDUSTRIES LIMITED
GUNTUR



DURGA DAIRY
Nuziveedu Road , Nunna, Vijayawada



MILK & CURD PLANT



NEWLY BUILT COLD STORAGE



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CORPORATE INFORMATION

Board of Directors

Mr. G.V.S.L. Kantha Rao, Managing Director
Mr. G. Subba Rao
Mrs. G. Himaja
Mr. P.V. Srihari
Mr. P. Bhaskara Rao
Mr. M. V. Subba Rao

Key Managerial Personnel

Mr. G. V. S. L. Kantha Rao, MD
Mr. P. V. Srihari, Chief Financial Officer

Stock Exchanges:

Bombay Stock Exchange

Statutory Auditors

M/s Naga Raju & Co.,
Chartered Accountants,
D. No. 5-50-91
4/4, Brodipet
Guntur - 522002

Secretarial Auditors

M/s K. Srinivasa Rao & Nagaraju Associates
Company Secretaries,
Vijayawada

Registrars & Share Transfer Agents

M/s Big Share Services Private Limited
306, 3rd Floor, Right Wing, Amrutha Ville,
Opp: Yasodha Hospital, Rajbhavan Road,
Somajiguda, Hyderabad - 500082

Depositories

Central Depository Services Limited
National Security Depository Services Limited

Bankers

HDFC Bank
Lakshmipuram, Guntur

Registered Office

D. No. 25-18-54, Opp. Crane Betel Nut Powder
Works Office, Main Road, Sampathnagar,
Guntur - 522004
Email: viratcraneindustriesltd@gmail.com

Factory Address

Nunna,
Nuziveedu Road,
Vijayawada





CHAIRMAN'S MESSAGE

Dear Stakeholders

I am glad to convey that our Company, incorporated in 1992, continues to aim to reach new milestones. Your Company strives to achieve corporate excellence year-on-year. This year, your Company set out to achieve geographical diversification and brand extension into other dairy products. This, I believe, will enable us to scale to the next orbit backed by our strong brand positioning and market leadership.

Based on positive responses received for test marketing, your Company has invested in curd and butter-milk manufacturing facility that will help offer additional dairy products to customers. Your Company has also invested in building a distribution network and brand value for the existing and new products. Your company continues to invest in Karnataka market to build Durga brand.

I would like to thank each and every shareholder for the trust placed in your Company and would like to assure you that the management team will continue to strive to achieve new milestones.

Grandhi Subba Rao
Chairman





MANAGING DIRECTOR'S MESSAGE

Dear Stakeholders

Dear Members and stake holders of **Virat Crane Industries Limited**,

We are pleased to report our 24th Annual report as a listed company and are happy to have taken a step forward.

During the year, our Company accomplished a few milestones and I'm pleased with our progress on the brand-extension and geographic expansion strategy along with our continued commitment to ethics and strong corporate governance.

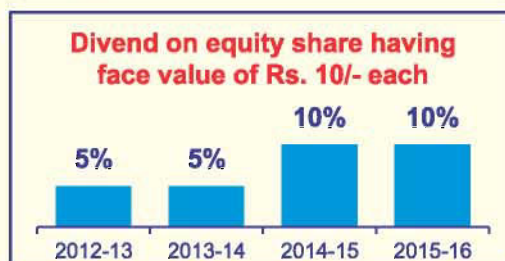
Our management team has a sound strategy for not only the Company's growth but also for continuously satisfying the consumer's needs. The strategy is being executed and we are growing stronger and better in our industry. As Managing Director, I stand united behind this strategy and have confidence in the team's ability to deliver future growth. It has been a pivotal year for the company, wherein strategic plans to geographically diversify the operations and enter into new value-added dairy products were undertaken.

During the year FY 2015 - 2016, our Company achieved its highest ever net profits of Rs. 5.72 crore on a top line of Rs. 61.2 crore.

During the year the Board declared dividend of 10% on face value of each equity share.

Dividend Pay Record

Your Company continues to declare dividend to its shareholders.



Quality Management Strategy:

We believe in delivering the best quality products. Our quality-checks start with testing the raw material and ends at multiple checks associated with the finished product. We are committed to total customer satisfaction by identifying their specific needs and translating them into Quality products.

Wealth maximization:

We aim at maximizing shareholder's wealth by increasing Company's revenue streams and maximizing profit.

Introduction of new products, along with expansion to newer states, will provide new avenues for increasing revenue while implementing measures to help control and reduce costs, which ultimately increase the company's profitability and earnings for our shareholders.

VCIL has a strong balance sheet and is virtually debt-free.

Brand-extension Strategy:

Company's focus is on introducing new products under the "Durga" brand.

We successfully piloted production of Curd and Butter Milk in Q1 FY16-17 which was received very well in the market. Going forward, Company aims at diversifying into production of other dairy products. Company has started successfully distributing Curd and Butter Milk commercially from Q2 FY16-17.

Geographic Expansion Strategy

In the year 2015-16, Company also marked its presence in the state of Karnataka. It is targeting to increase its distribution of Durga and Kamadhenu *ghee* to other adjoining states as well.

CSR Activities:

During the year, our Company spent on CSR Activities and would continue to do so.

I would like to thank all my colleagues for their unflinching dedication, commitment and contribution to strengthening Virat Crane Industries Limited.

I would also like to place on record my sincere appreciation to the Board of Directors for their guidance and would like to express my gratitude to all our Stakeholders for their continuing faith in Virat Crane Industries.

With best wishes,

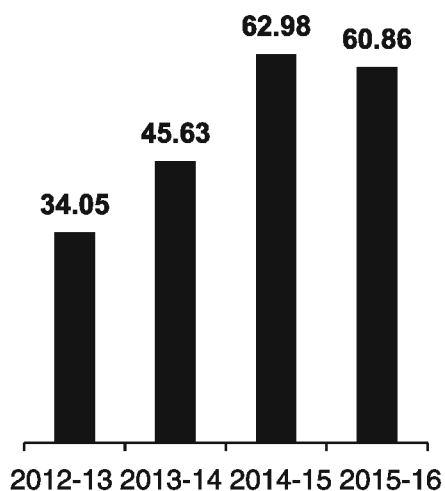
Sincerely,

G.V.S.L. Kantha Rao
Managing Director

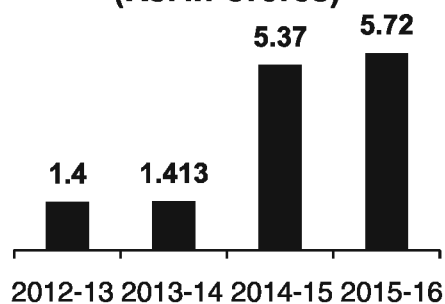


KEY FINANCIAL INDICATORS

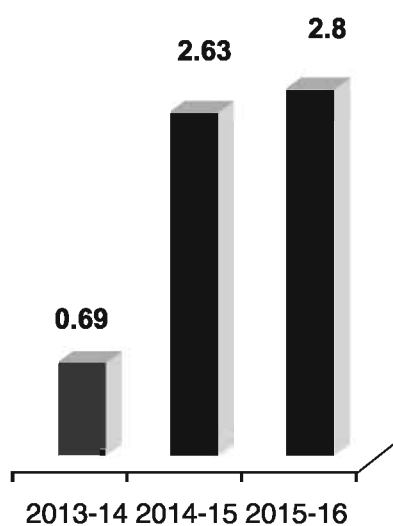
**Revenue from Operations
(Rs.in Crores)**



**Net Profit
(Rs. in Crores)**



**Earning per share
in (Rs.)**



NOTICE is hereby given that the Twenty Fourth Annual General Meeting of the members of M/s. Virat Crane Industries Limited will be held on Monday, 26th September, 2016 at 10.30 A.M. at Crane Infrastructure Limited Premises, Ankireddypalem Village, NH-5, and Chilakaluripet Road, Guntur to transact the following business:

1. To receive, consider and adopt the Audited Statement of Profit and Loss for the year ended March 31, 2016 and the Balance Sheet as at that date together with the reports of the Board of Directors and Auditors thereon.

2. To confirm the payment of interim dividend of 5% per equity share of Rs. 10/- each and To declare the final Dividend 5% on equity shares of Rs. 10/- each for the Financial Year ended 31st March 2016.
3. To appoint a Director in place of Mr. G. Subba Rao who retires by rotation and being eligible, and offers himself for re-appointment.
4. To ratify the appointment of M/s. Naga Raju & Co., Chartered Accountants, Guntur (Firm Registration No.002271S) as approved by Members at the Twenty Second Annual General Meeting as Statutory Auditors of the Company, to hold office until the conclusion of Twenty-Fifth Annual General Meeting of the company to be held in the Year 2017, and to fix their remuneration for the financial year ending 31st March, 2017.

5. To re-classify the 113 existing promoters as public category(Special Resolution)

Place:Guntur **G.V.S.L. Kantha Rao**
Date:08.08.2016 **Managing Director**
 (DIN:01846224)

1. An Explanatory Statement pursuant to Section 102 of the Companies Act, 2013 relating to the Special Business to be transacted at the Annual General Meeting is annexed hereto.

2. A member is entitled to attend and vote and he/her is entitled to appoint a proxy to attend and vote on poll on his / her behalf and the proxy need not be a member of the company. Pursuant to Section 105 of the Companies Act, 2013, a person can act as a Proxy on behalf of not more

3. The Register of Members and Share Transfer Books of the Company will remain closed from Friday, 23rd September, 2016 to, Monday, 26th September, 2016 (both days inclusive).

- 4. The Final Dividend for the financial year ended 31st March, 2016, as recommended by the Board, if approved at the AGM, will be paid on or after 1st October, 2016 to those Members whose name appears in the Register of Members of the Company as on the book closure dates.**

5. Members holding shares in demat form are hereby informed that bank particulars registered with their respective Depository Participants, with whom they maintain their demat accounts; will be used by the Company for the payment of dividend. The Company or its Registrar cannot act on any request received directly from the Members holding shares in demat form for any change of bank particulars. Such changes are to be intimated only to the Depository Participants of the Members. Members holding shares in demat form are requested to intimate any change in their address and / or bank mandate immediately to their Depository Participants.

- 6. Members holding shares in physical form are requested to intimate any change of address and / or bank mandate to M/s. Big Share Services Private Limited / Investor Service Department of the Company immediately.**

7. The relevant details of Directors seeking appointment / re-appointment under Item nos. 3 provided in explanatory statement.

8. Pursuant to Section 101 and Section 136 of the Companies Act, 2013 read with relevant Rules made thereunder, companies can serve Annual Reports and other communications through electronic mode to those Members who have registered their email address either with the Company or with the Depository Participant(s). Members of the Company who have registered their email address are also entitled to receive such communication in physical form, upon request.

- 9. The Notice of AGM, Annual Report and Attendance Slip are being sent in electronic mode to Members whose**



email address are registered with the Company or the Depository Participant(s), unless the Members have registered their request for the hard copy of the same. Physical copy of the Notice of AGM, Annual Report and Attendance Slip are being sent to those Members who have not registered their email address with the Company or Depository Participant(s). Members who have received the Notice of AGM, Annual Report and Attendance Slip in electronic mode are requested to print the Attendance Slip and submit a duly filled in Attendance Slip at the Registration Counter at the AGM.

10. Pursuant to Section 108 of the Companies Act, 2013, Rule 20 of the Companies (Management and Administration) Rules, 2014, as amended and regulation 44(1) of the SEBI (LODR) Regulations 2015, the Company is pleased to provide the facility to Members to exercise their right to vote on the resolutions proposed to be passed at AGM by electronic means. The Members, whose names appear in the Register of Members / list of Beneficial Owners as on 19th September, 2016, are entitled to vote on the Resolutions set forth in this Notice. The members may cast their votes on electronic voting system from place other than the venue of the meeting (remote e-voting). The remote e-voting period will commence at 9.00 a.m. on Friday 23rd September, 2016 and will end at 5.00 p.m. on Sunday, 25th September, 2016. In addition, the facility for voting through electronic voting system shall also be made available at the AGM and the Members attending the AGM who have not cast their vote by remote e-voting shall be eligible to vote at the AGM. The Company has appointed M/S.K. Srinivasa Rao & Co., , Company Secretaries Guntur, to act as the Scrutinizer, to scrutinize the entire e-voting process in a fair and transparent manner. The Members desiring to vote through remote e-voting are requested to refer to the detailed procedure given below

PROCEDURE FOR REMOTE E-VOTING

The Company has entered into an arrangement with Central Depository Services Limited (CDSL) for facilitating remote e-voting for AGM.

Pursuant to Provisions of Section 108 of the Companies Act, 2013 and Rule 20 of Companies (Management and Administration) Rules, 2014, the Company is pleased to offer e-voting facility to the members to cast their votes electronically on all resolutions set forth in the Notice convening the 24th Annual General Meeting to be held on Monday, 26th September, 2016, at 10.30 AM.

The instructions for Shareholders voting electronically are as under:-

The E-Voting Event Number and period of E-voting are set out below:

EVS (E-VOTING SEQUENCE NUMBER): 160823058

COMMENCEMENT OF E-VOTING: Friday, 23rd September 2016 at 9.00 A.M

END OF E-VOTING: Sunday, 25th September 2016 at 5.00 P.M

STEPS & INSTRUCTIONS FOR E-VOTING:

THE INSTRUCTIONS FOR SHAREHOLDERS VOTING ELECTRONICALLY ARE AS UNDER:

- (i) The voting period begins on 23rd September, 2016 at 09.00 A.M and ends on 25th September, 2016 at 05.00 P.M. During this period shareholders' of the Company, holding shares either in physical form or in dematerialized form, as on the cut-off date (record date) of 19th September, 2016 may cast their vote electronically. The e-voting module shall be disabled by CDSL for voting thereafter.
- (ii) The shareholders should log on to the e-voting website www.evotingindia.com.
Click on Shareholders.
Now Enter your User ID
 - a. **For CDSL: 16 digits beneficiary ID,**
 - b. **For NSDL: 8 Character DP ID followed by 8 Digits Client ID,**
 - c. **Members holding shares in Physical Form should enter Folio Number registered with the Company.**
 - vi) If you are holding shares in demat form and had logged on to www.evotingindia.com and voted on an earlier voting of any company, then your existing password is to be used.
 - (v) Next enter the Image Verification as displayed and Click on Login.
 - (vii) If you are a first time user follow the steps given below:

