

ANNUAL REPORT **2016-17**



YUG DECOR LIMITED

ANNUAL REPORT 2016-17

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FOUNDER'S MESSAGE



Dear Shareholders,

The one characteristic that has defined our goal is to become the most trusted brand in Home Decor Industry i.e. wood adhesives, solvent based adhesives, wood finishes, and paints. We are planning to venture into plywood and laminates as well, by doing so, we would be the company with almost all products relevant for decorating houses apart from bath fittings, sanitary ware and tiles which anyway are not our target products.

We have not grown much in the current financial year in comparison with last year comparatively. The single biggest event that left its mark on each and every sector in domestic economy was “demonetization”. Coming at a time when the economy was just beginning to look up, the central government decided to demonetize, almost 80% of the currency notes in circulation, which caused severe cash shortage in the domestic economy which prefers cash as mode of payment even today. This cash shortage led to a strain on the consumption demand and business activity for a greater part of the second half of the year.

Despite the demonization move right after the festival season, the company has managed to register good growth in the domestic market. The company had a strong focus on consumer upgradation thereby

improving the product mix and also continued to expand its product portfolio. The company leads the vision being the forerunner of inspiring decor and partnering with consumers to transform their living space through an interior design book (Yug Designs) of interior designers and architects which can help them in either hiring their services or getting inspiration from them about their design concept.

With the vision of being a complete decor solution provider, the company has forayed in the home improvement segment with investments in paints and wood finishes. While demand conditions in both these businesses were badly impacted due to demonetization and slowdown in real estate and construction arena. The company has taken steps to drive their business over the coming years.

The new financial year has started on an encouraging note with Government of India keenly pushing the implementation of GST from the second quarter of the financial year. GST is seen as the single biggest Indirect Tax Reform and is poised to push India's economic growth forward by creating a single national market and enhancing the efficiency of inter – state movement of goods and services.

As we move forward, the company is confident of growth and would continue to invest in its capabilities to understand and deliver services to satisfy the consumers needs in our quest to deliver sustainable long term performance. I take this opportunity to thank all our shareholders for your faith in the company and look forward to your continuous support in the journey.

Regards,

A handwritten signature in blue ink, appearing to read 'S.K. Saraswat', with a long horizontal flourish extending to the right.

S.K.Saraswat
Founder

COMPANY OVERVIEW

14

Years
of
Excellence

Yug Decor Limited is a young and dynamic organization manufacturing different kind of adhesives - synthetic binders, synthetic rubber adhesives, synthetic resin adhesives, natural rubber adhesives, footwear adhesives under the brand name of '**Yug-Col**'.



It has also made presence in the field of paint and surface coating - distempers, cement primers, emulsions (interior paints and exterior paints), wood finishes for melamyme in glossy and matt finish and PU coating in glossy and matt finish, red-oxide, lacquer and wood primer. Recently the company introduced enamel, automotive paints and decorative paints under the brand name of '**Yug-Coat**'.



The company leads the vision being the forerunner of inspiring decor and partnering with consumers to transform their living space through an interior design book of interior designers and architects, which can help them in either hiring their services or getting inspiration from them about their design concept. This concept is being presented under the brand name of '**Yug-Designs**'.



VISION, MISSION, VALUES

OUR VISION

We are committed to producing high quality products and providing high quality service thus setting high industry standards for other competitors.

OUR MISSION

Actively partner with our customers to provide innovative and sustainable technical solutions to help them increase productivity, reduce costs and minimize risks.

OUR VALUES

It is a continuous learning organization, and believes in sharing knowledge.

Focus on customer's need.

Provide quality products and services.

Conduct business with integrity and fairness.

Continually train our employees and improve our processes.

Reward employees on merit and promote teamwork.

Maintain safe and healthy working environment.

ETHICAL AND SOCIAL RESPONSIBILITY

Society in General

We recognize its responsibility towards society and obligations towards environment protection. It treats this at par with concern management practices in accordance with government regulation and international practices.

Employees

Ethical responsibility towards employees shall be discharged on the following guidelines

- Uphold egalitarian values at work
- High concern for health and family life
- Balance between work and family life
- Provide growth opportunities by enhancing knowledge and training

Government

We believe that the regulations implemented by the Government are in the best interest of the country and therefore we will fulfill our obligation towards the nation by Abiding by the law of the land paying taxes and dues fully timely and honest.

Business Associates

We believe in nurturing relationship with customers, vendors bankers, shareholders, creditors, channel partners, etc. based on partnership and win-win approach.

Quality Policy

Our Company strives to develop products through extensive Research Development teamwork and leadership efforts with a common goal of achieving TOTAL CUSTOMER SATISFACTION. Sharing in line with the above belief and commitment we shall endeavor:

To create value for customers , employees and shareholders by producing quality products at the lowest cost by employing standard operational procedure and continuous improvement techniques.

INFRASTRUCTURE & MANUFACTURING UNIT

INFRASTRUCTURE :

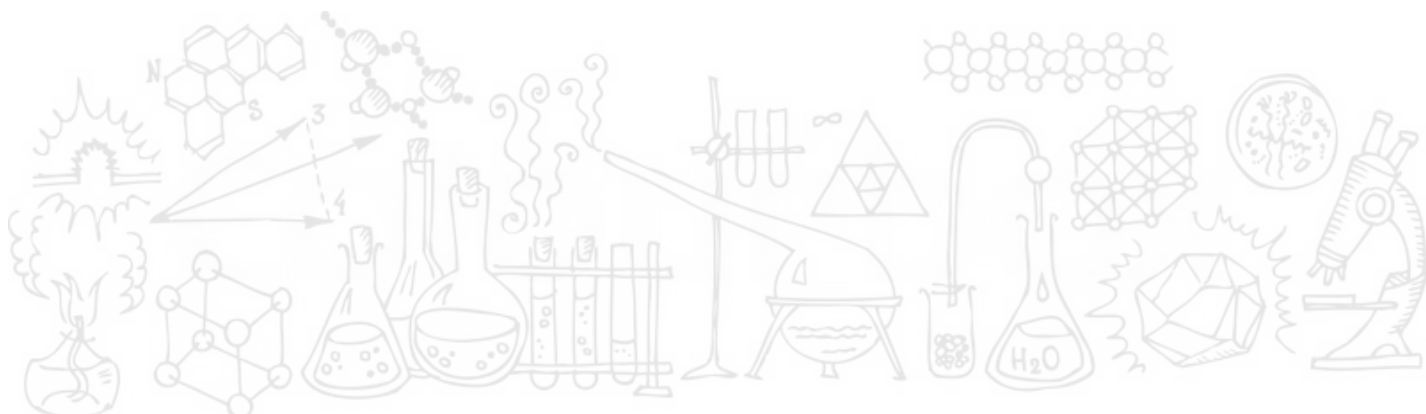
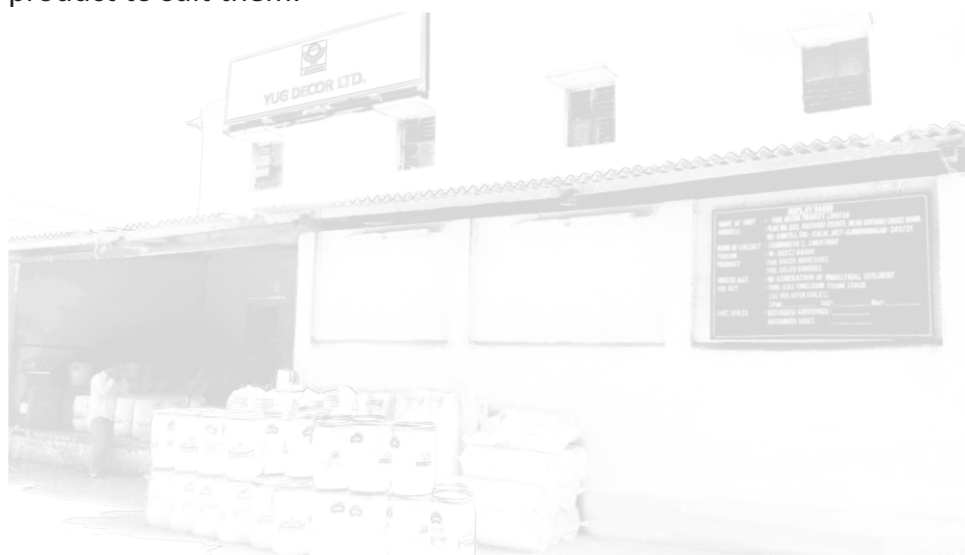
Yug Decor Limited - Registered Office is located in Ahmedabad, Gujarat.



MANUFACTURING UNIT :

Our manufacturing facility is located in SANTEJ, near Ahmedabad, Western India and is equipped with Hi Tech process and Quality Control equipments.

We are confident of maintaining our record of past achievement in newer areas with innovative solutions for our customers, by thoroughly understanding the specific applications and carefully engineering the product to suit them.












BRANDS & PRODUCTS



Yug Chale Yugo Tak

SYNTHETIC RESIN ADHESIVES

				
YUG-COL ULTRA	YUG-COL	YUG-COL WOOD GLUE	GOOD BOND	BISON BOND
				
SUPER JOR	BLUE BOND	PVC BOND	BANDHAN BOND	FIXOL

SYNTHETIC RUBBER ADHESIVES

				
SR-99	SR-55	SR-44	SPRAY ADHESIVE	HEATPRO+

FOOTWEAR ADHESIVES

			
PU-2032	PU-2012	PU-2009	NR-107

BRANDS & PRODUCTS



Har Ghar Ab Yug Coat Se Sajega

PAINTS AND SURFACE COATINGS



ABHA



ANKITA ACRYLIC DISTEMPER



WALL PRIMER



ANKITA ULTRA



SANTOSH

WOOD FINISHES



WOODTOUCH MELAMINE



MAGIC TOUCH



PU FINISH

AUTOMOTIVE PAINTS



SPEEDO



SPEEDO 2K

DECORATIVE PAINTS



DECOR

ENAMEL



OUR PRESENCE

