

# CORPORATE PRESENTATION

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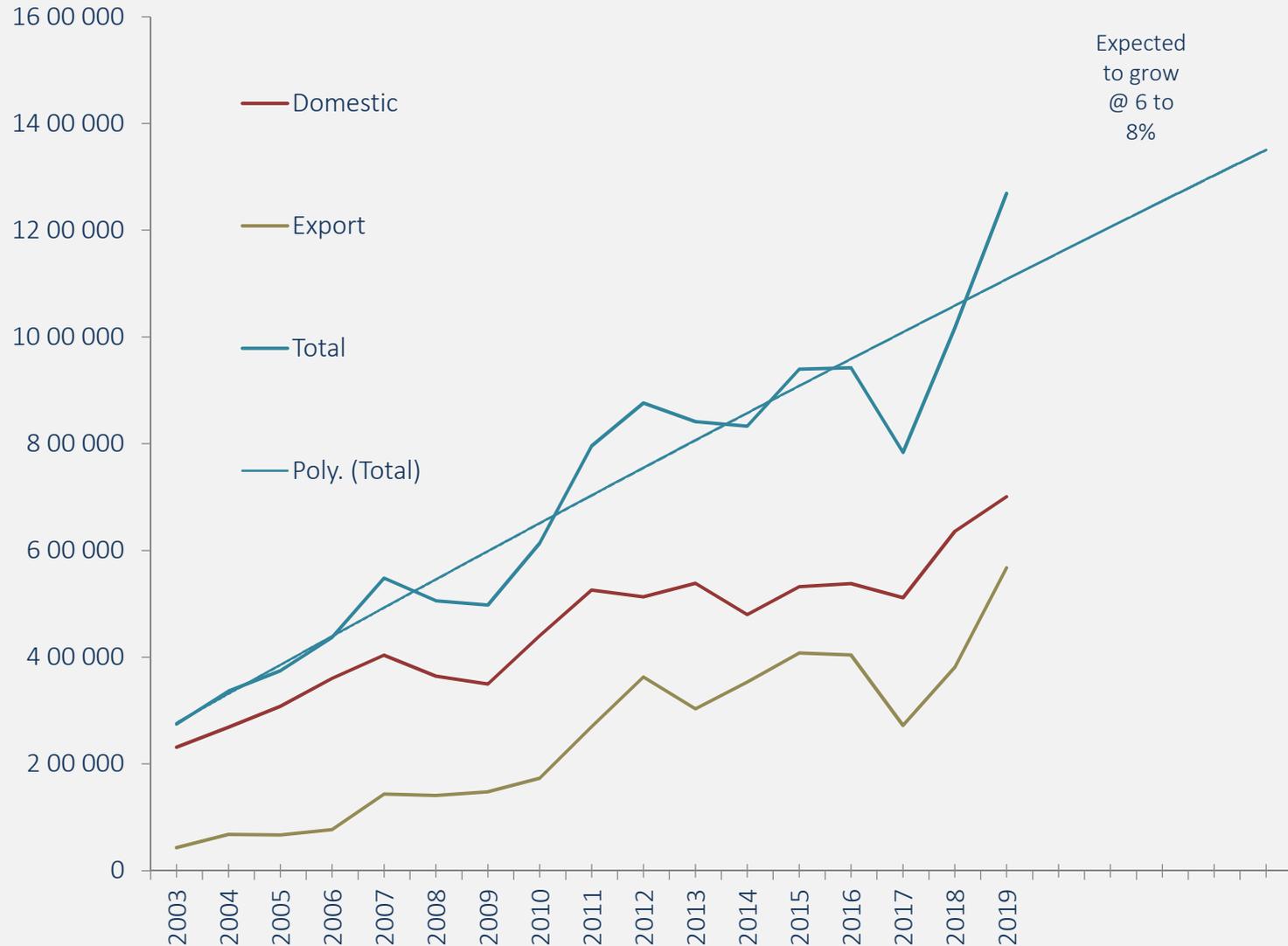
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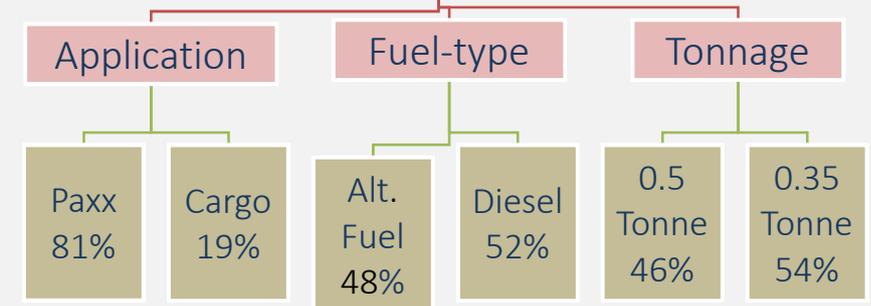
# Three Wheeler Industry

# Industry – At a Glance (2018-19)



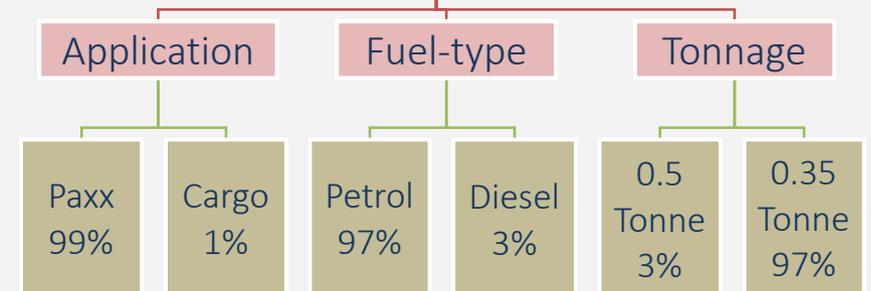
## Domestic – 55%

7,01,011 units



## Export – 45%

5,67,689 units

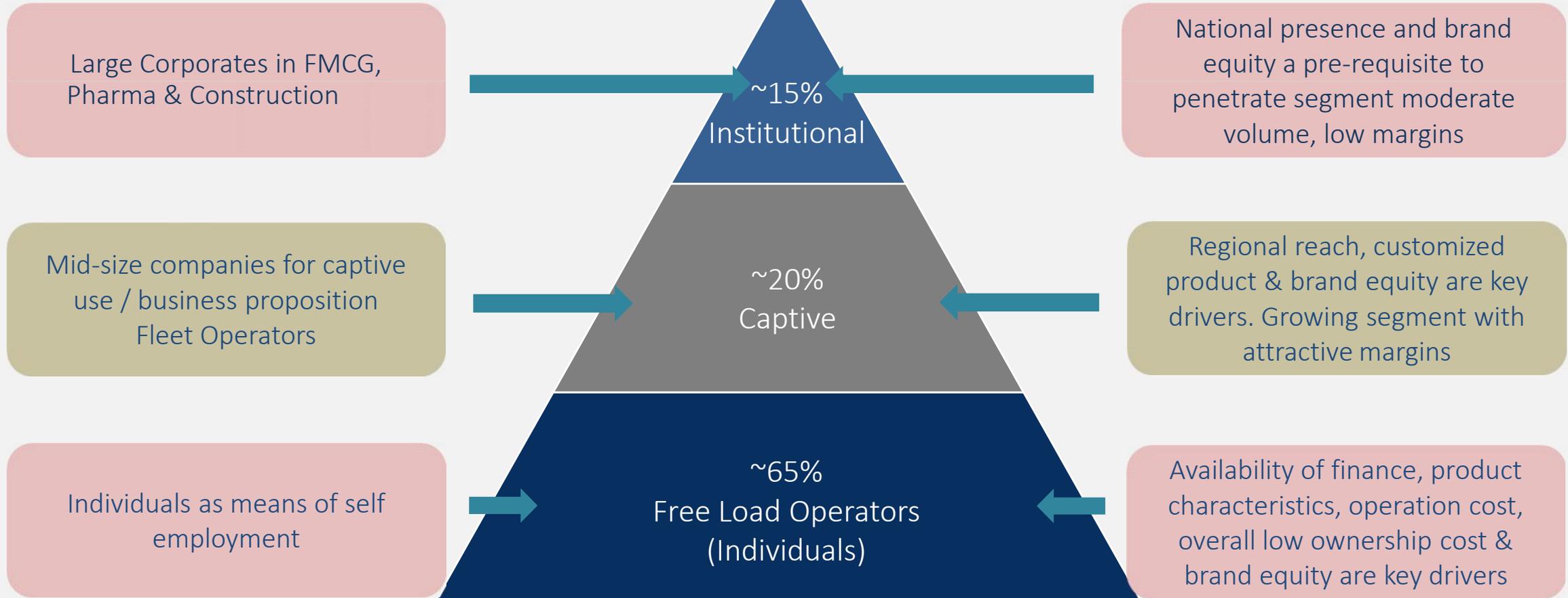


# Market Overview



## Typical End User

## Market Characteristics



Growth in consumer driven industries such as Retail, Pharma, FMCG and infrastructure story has been driving growth in the past and likely to continue in medium to long run.

# Key Enablers & Growth Drivers



- India is one of the largest manufacturer for 3-wheelers producing volume of ~12,50,000 units p.a. and expected to grow at 6-8% p.a. in medium term. Having a domestic market of ~7,00,000 units p.a..
- 3-wheeler is an important element of goods transportation in the country
  - Provides last mile connectivity in the metro and urban markets where entry of large commercial vehicles into city limits is increasingly getting restricted
  - Is the ideal and most widely used mode for goods transportation in rural and semi urban markets
- Also a cost effective mode for personal and mass transportation
- Export markets include developing and under-developed countries like Bangladesh, Sri Lanka, Indonesia, African countries and Latin American countries.
- Cargo Segment
  - Availability of Retail Finance through Banks and big NBFCs
  - Growth in key user industries like FMCG, Pharma, Retail, Construction
  - Major retail push by FMCG & Consumer product players in Tier II cities and smaller towns where 3-wheelers serve as the ideal mode of goods transportation
  - Restriction imposed on Large Commercial Vehicles entry at metros and major cities
- Passenger Segment
  - Availability of Retail Finance through Banks and big NBFCs
  - Government focus on improvement in rural road infrastructure
  - 3-wheelers continue to be a popular mode of passenger transportation
  - New permits for fuels like CNG/LPG driven vehicles are available more easily
  - Passenger application in the rural & semi urban areas continues to grow

# Corporate Overview

# About Us



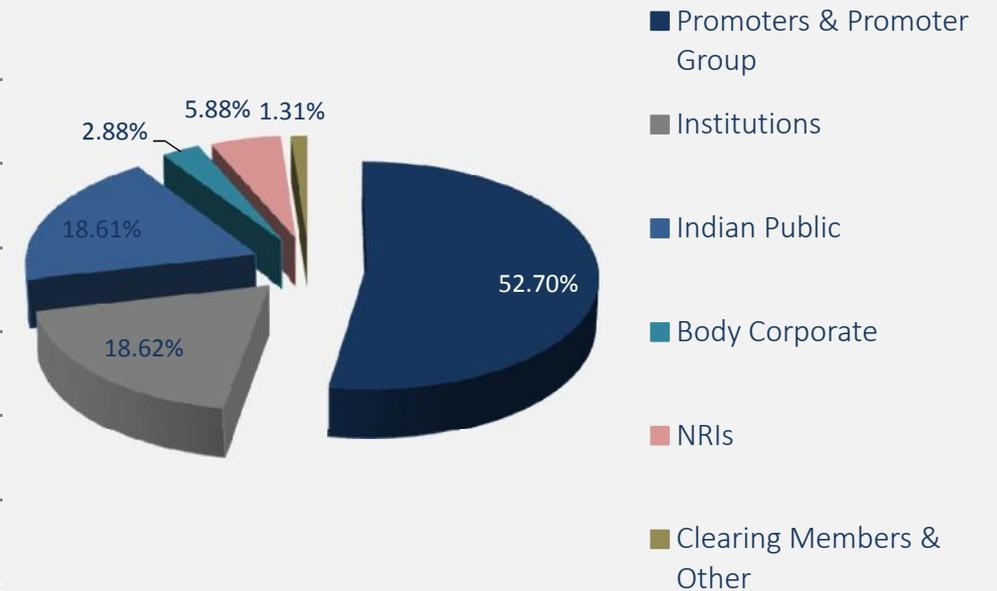
- Installed capacity of 60,000 units per annum at Rajkot Plant
- Caters to diverse customer base in the Cargo & Passenger segment, available on both the platforms i.e. 350 kgs payload capacity and 500 kgs payload capacity, multi fuel choice, i.e. Diesel, Petrol, CNG, LPG and E-Vehicles
- Enjoying Debt-free Status

# Board of Directors & SHP



Board of Directors	
Jayantibhai J Chandra	Chairman and Managing Director
Mahendra J Patel	Whole Time Director & CFO
Niraj J Chandra	Whole Time Director
Dr. Vijay K Kedia	Non Executive Director
Dr. Margie Parikh	Independent Director
Aarti Juneja	Independent Director
Manjit Singh Walia	Independent Director
Dr. Jaichander Swaminathan	Independent Director

Share Holding Pattern as on 31.12.19



# Consistent Track Record of Product Development



Road Master (RTV)



Customized Vehicle



Atul Smart (0.5T FE)



Atul Gemini Gx  
(0.35T Alt. Fuel)



1975-2000

2000  
Onwards

2003  
Onwards

2009  
Onwards

2011  
Onwards

2013  
Onwards

2016  
Onwards

2017 Onwards

Atul Shakti (0.5T FE)



Atul Gem (0.5T RE)



Atul Gemini Dz  
(0.35T Diesel)



Atul E – Lite  
(0.35T Electric)



# Existing Product Portfolio



FRONT ENGINE  
PASSENGER 6+1



FRONT ENGINE  
HIGH DECK  
500 KG PAYLOAD CAPACITY



FRONT ENGINE  
DELIVERY VAN  
500 KG PAYLOAD CAPACITY



FRONT ENGINE  
PASSENGER 3+1



FRONT ENGINE  
HIGH DECK  
500 KG PAYLOAD CAPACITY



FRONT ENGINE  
DELIVERY VAN  
500 KG PAYLOAD CAPACITY



REAR ENGINE  
PASSENGER 3+1



REAR ENGINE  
HIGH DECK  
500 KG PAYLOAD CAPACITY



REAR ENGINE  
CARGO  
500 KG PAYLOAD CAPACITY



REAR ENGINE  
PASSENGER 3+1  
PETROL



REAR ENGINE  
PASSENGER 3+1  
CNG



REAR ENGINE  
PASSENGER 3+1  
DIESEL



ATUL ELITE  
PASSENGER 4+1  
MOTOR POWER 850/1000 W

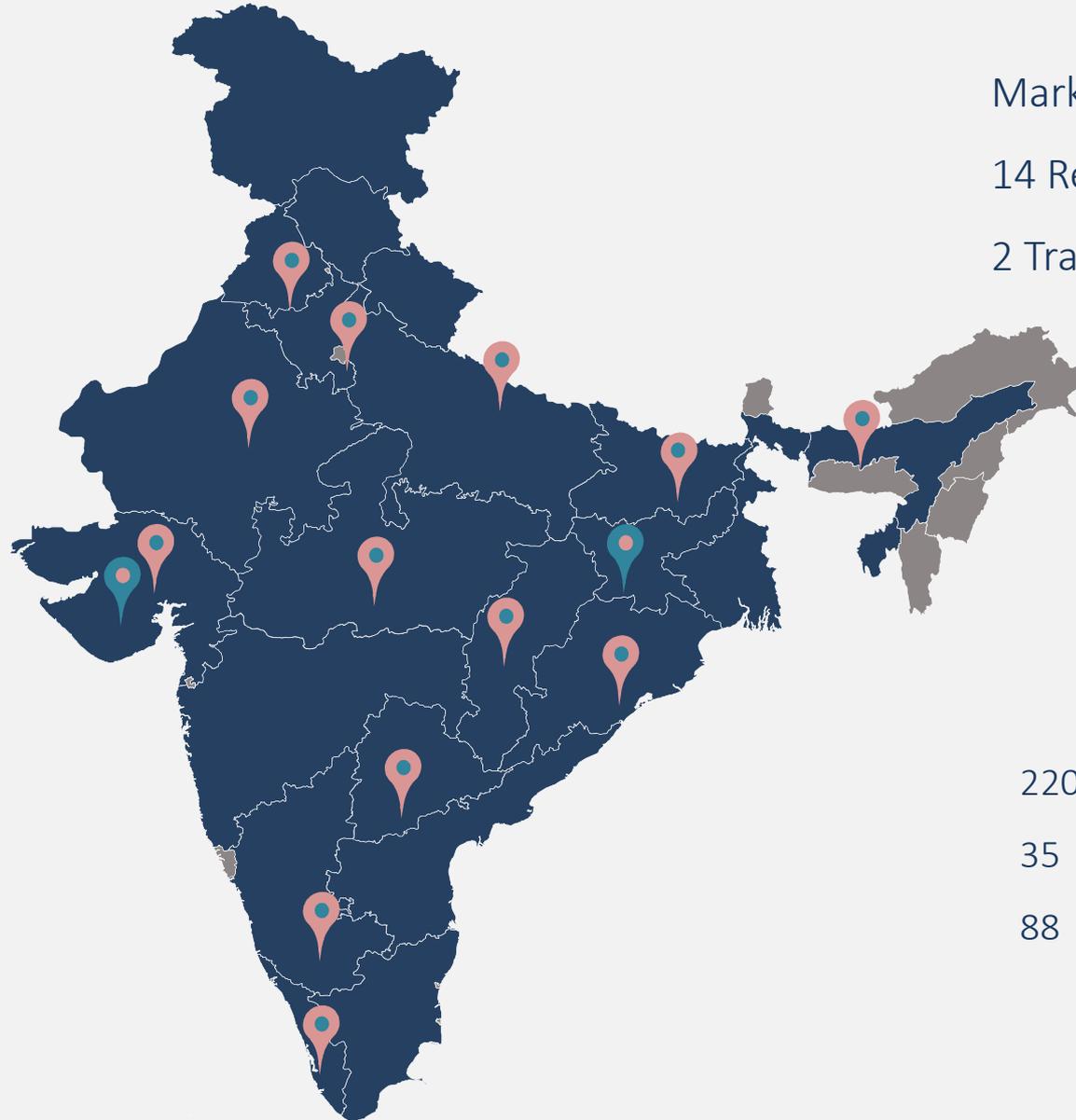


ATUL ELITE  
CARGO  
MOTOR POWER 850/1000 W



ATUL ELITE  
DELIVERY VAN  
MOTOR POWER 850/1000 W

# Domestic Strength



Marketing HQ - Ahmedabad

14 Regional Offices

2 Training Centers



## Network

### Vehicles

220 Primary Dealerships

35 Satellite Dealerships

88 Sub-dealerships

### Spares & Services

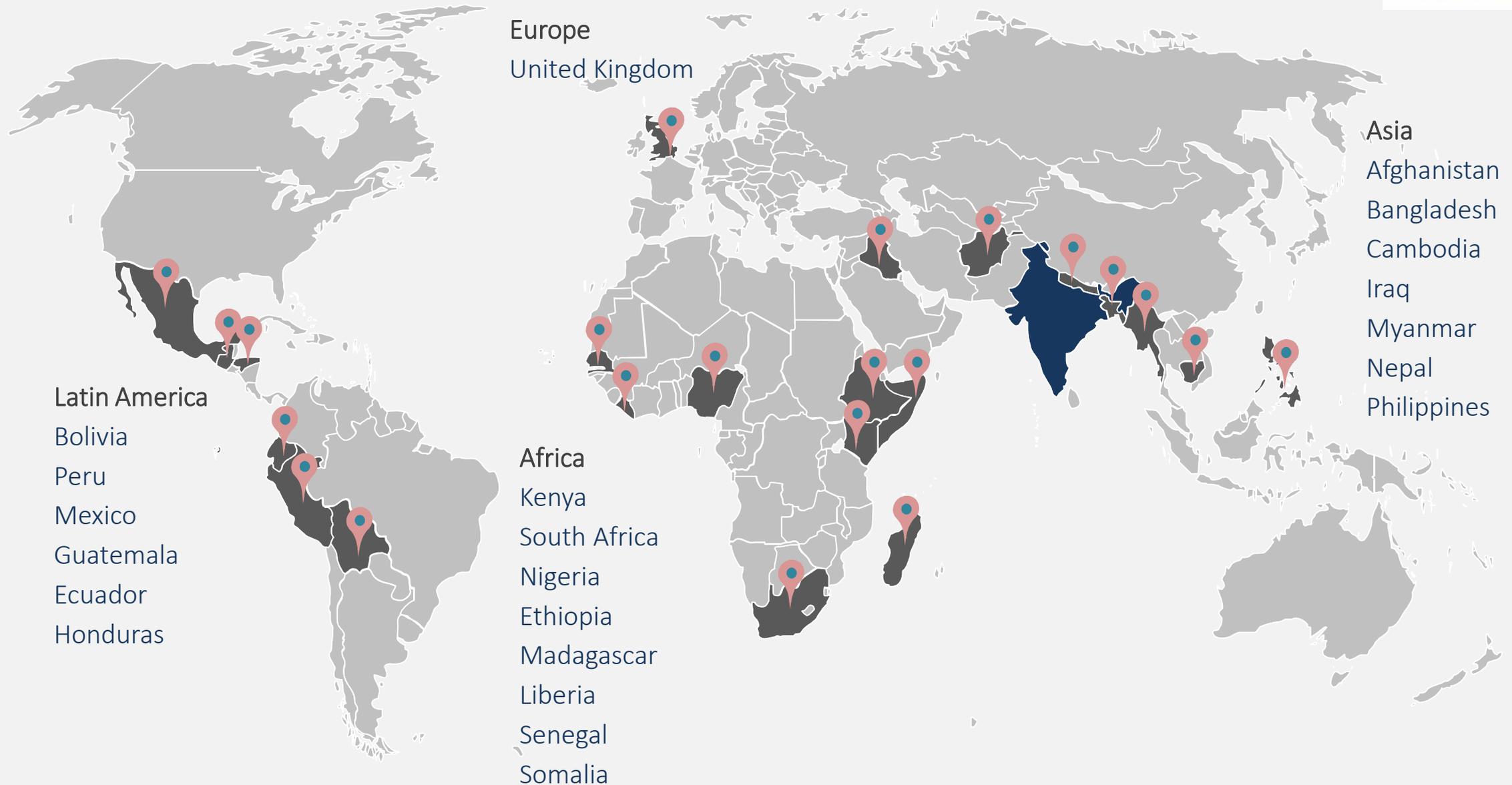
53 Spare Dealerships

15 Spare Distributors

16 Authorized Service Centers

158 Certified LGOs

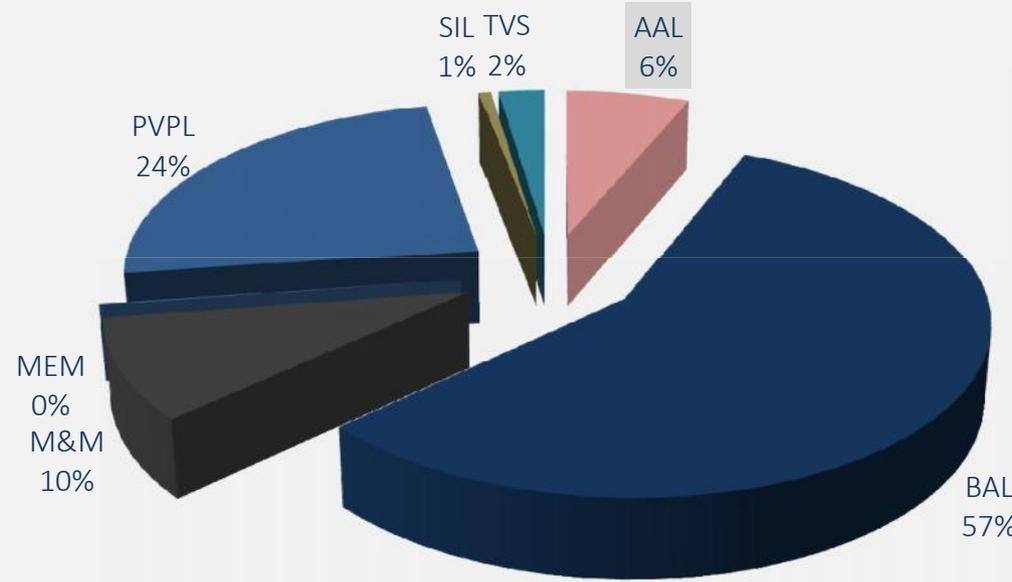
# International Coverage



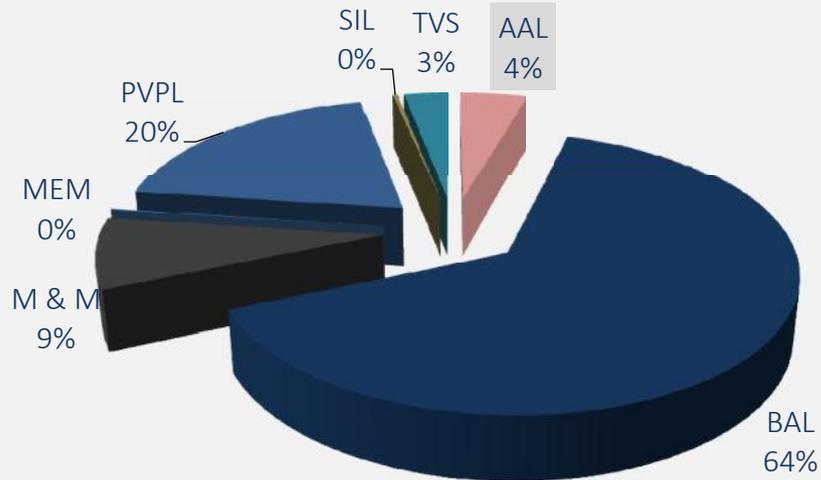
# Market Share



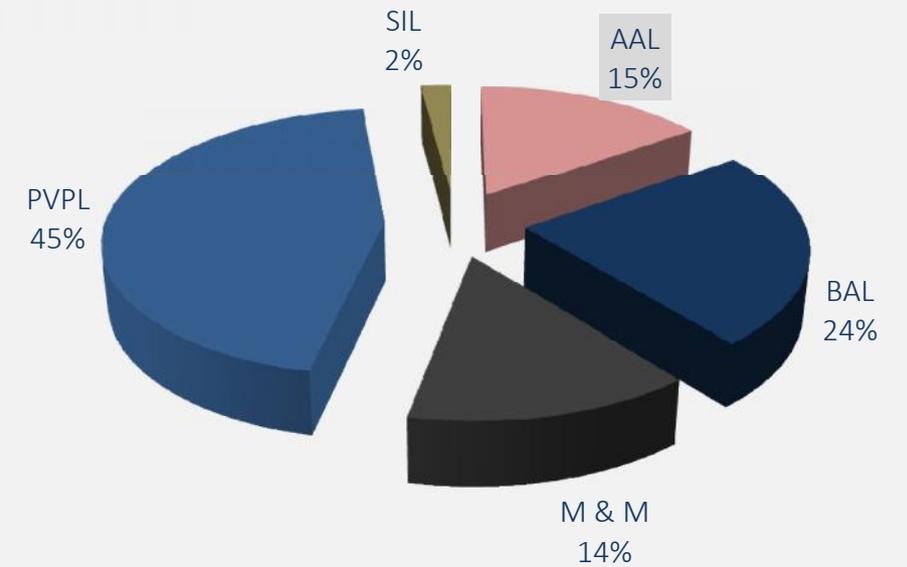
### Domestic Industry



### Passenger



### Cargo



# Growth Strategy & Expansion



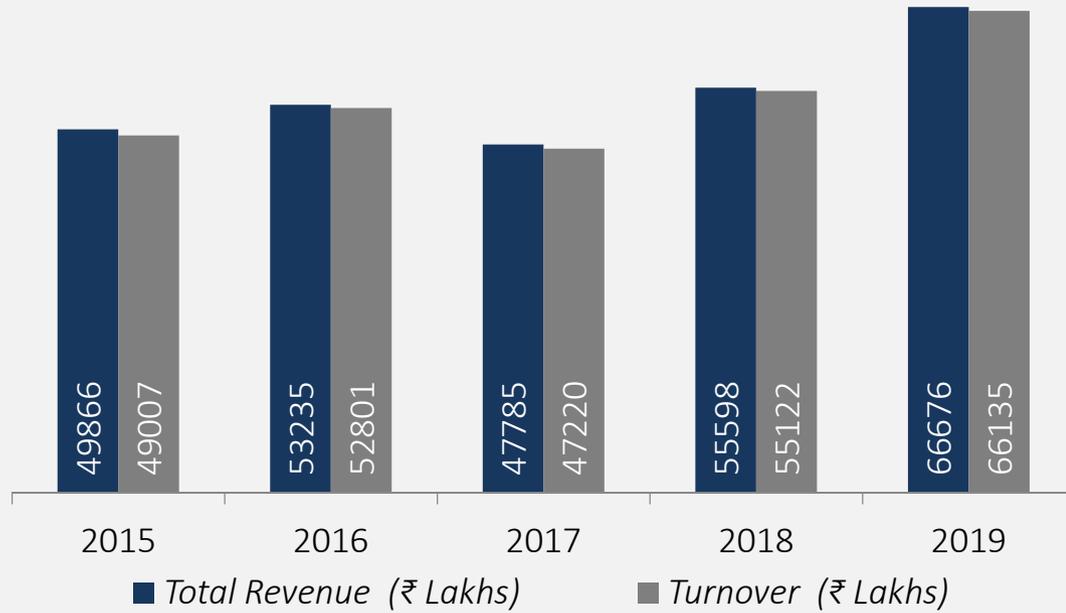
- The growth drivers in near terms are, network expansion - deeper penetration in the domestic market, exploring overseas market, introduction of e-vehicles in the potential domestic market and developing various application & upgrading the existing product portfolio.
- AAL's associate concern, KAFL has been revived and now actively supporting products of the company for retail finance to the end users,
- Strategic tie-ups with all leading banks and NBFC's to provide retail financing for Atul Auto's vehicles.
- Existing plant will be able to cater the growth for next year with current capacity of 60,000 vehicles per annum
- Started conceiving the expansion near Ahmedabad for additional installed capacity of 60,000 vehicles per annum at an estimated Capex of INR 2670 Mn., Till FY 19, company has incurred INR 1140 Mn. through internal accruals.

# Financial Performance

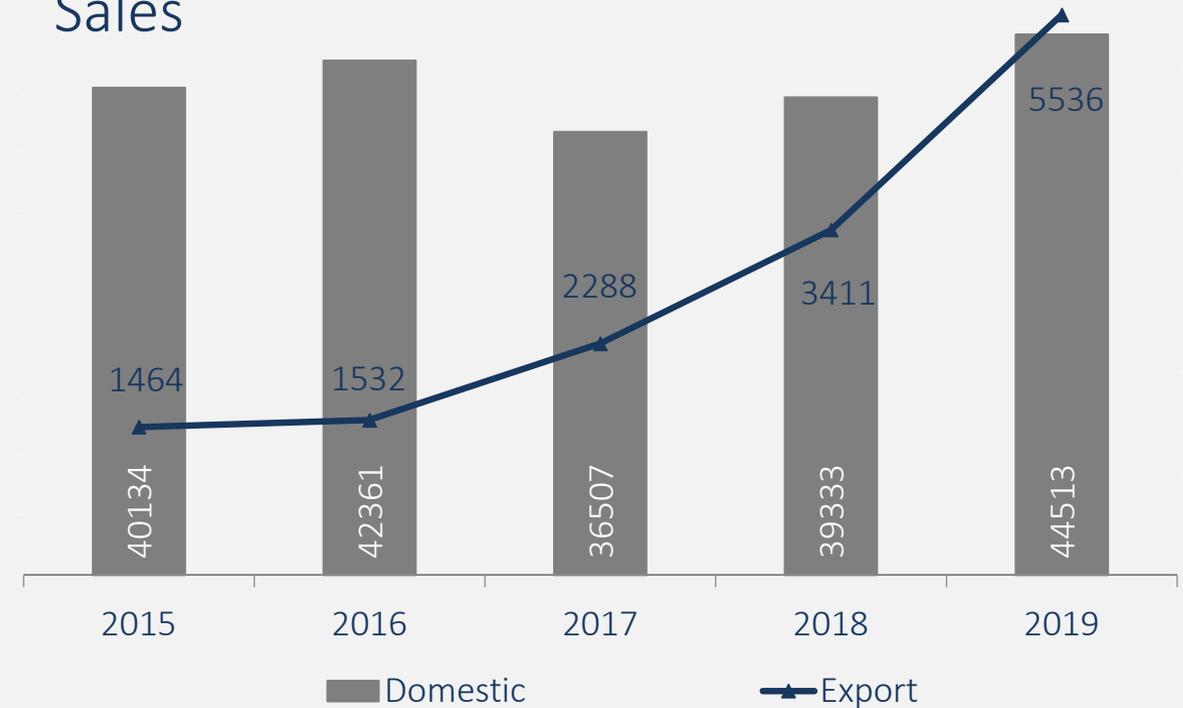
# Financial Performance



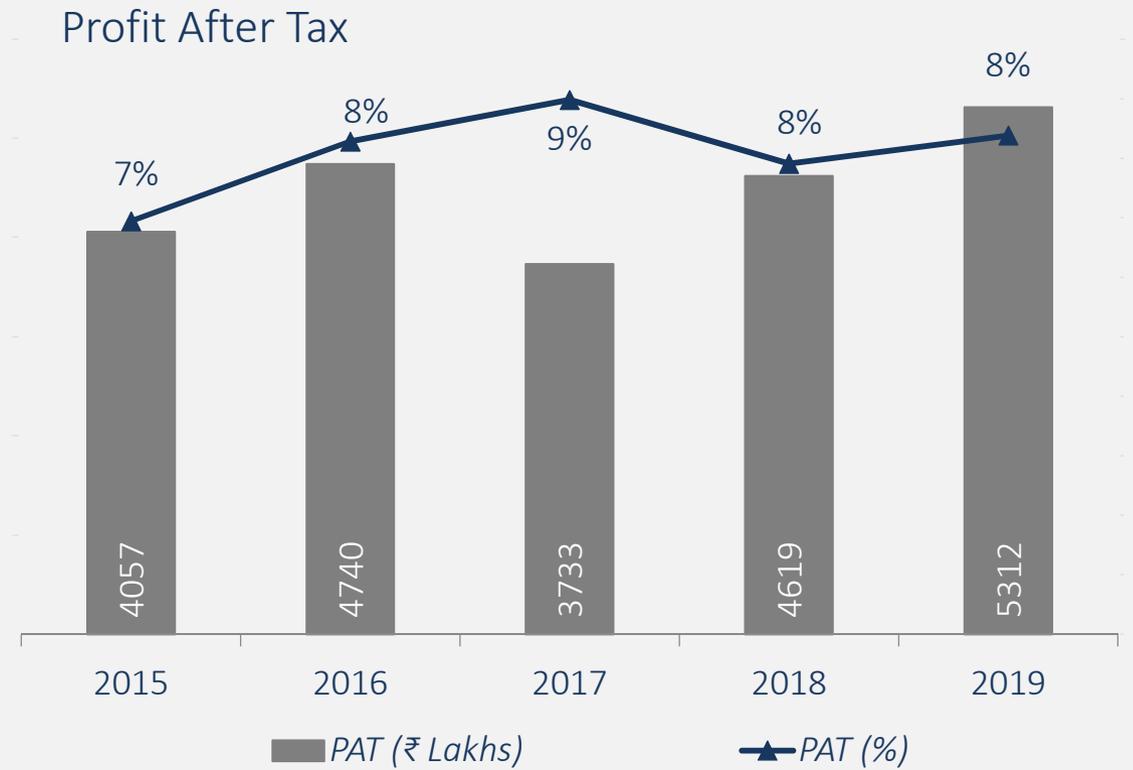
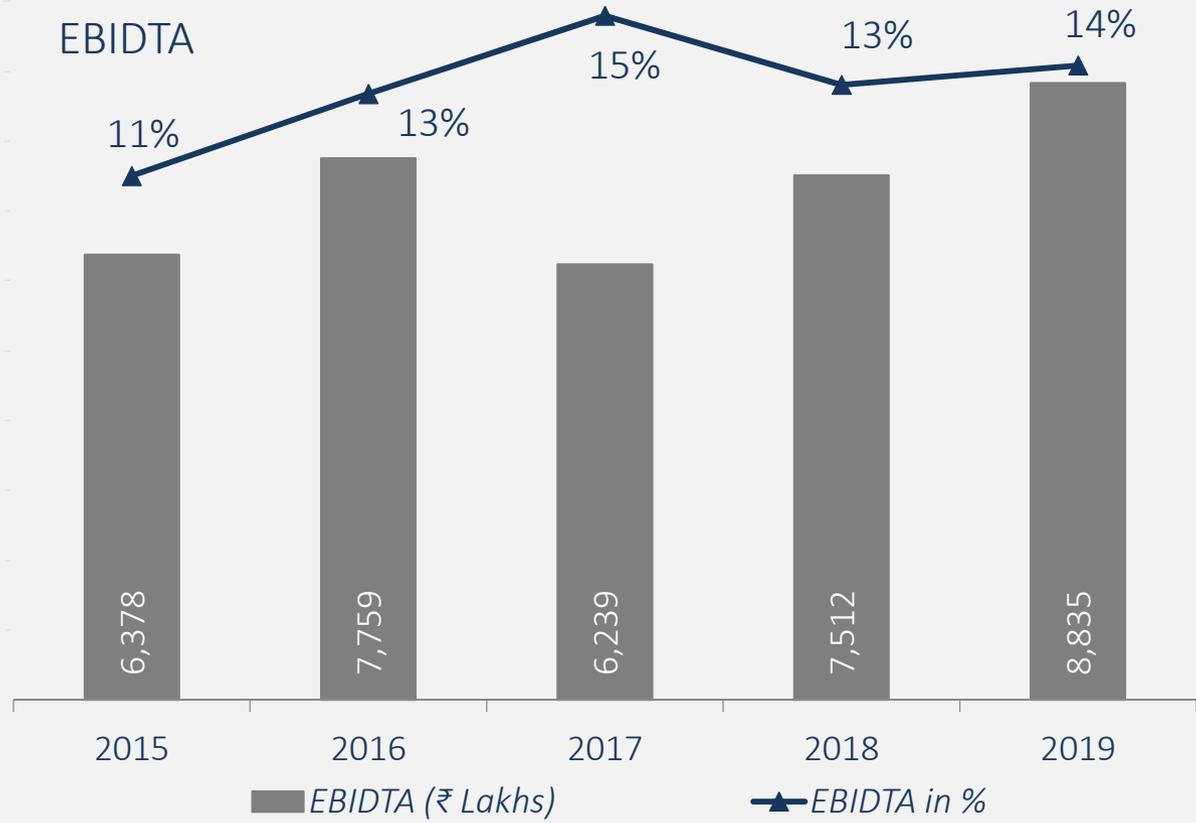
## Turnover



## Sales



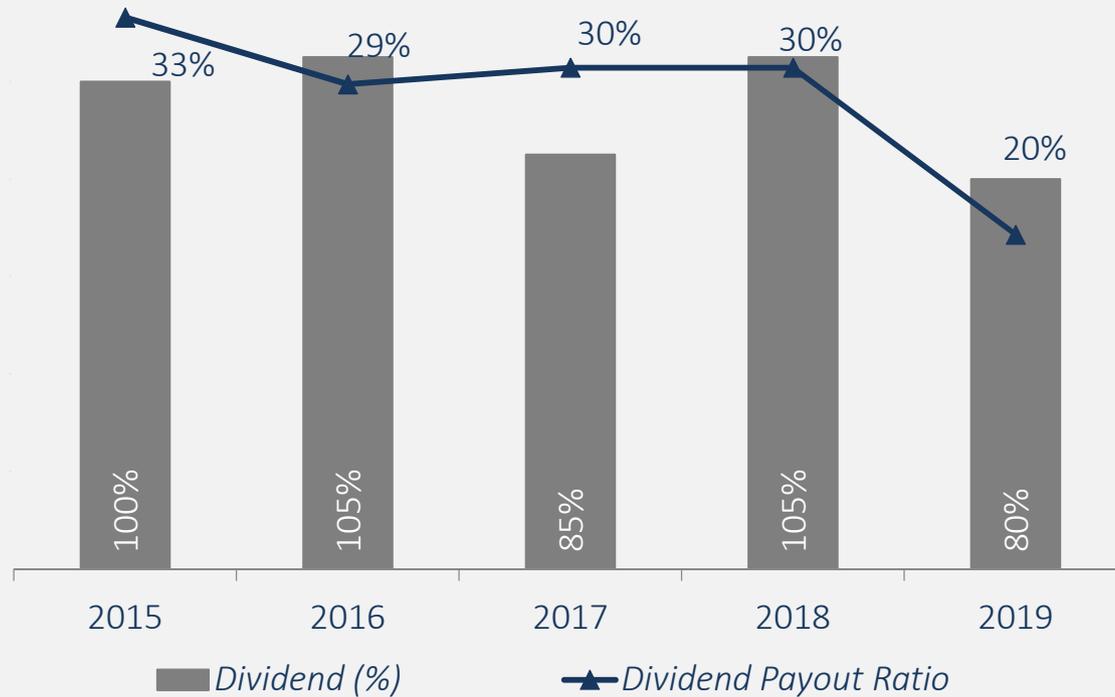
# Financial Performance



# Dividend History



## Dividend



## RoCE



# Latest Financial Result



(INR in lakhs except per share data)

Particulars	Quarter Ended on			Nine Months Ended on		Year Ended on
	31.12.19	30.09.19	31.12.18	30.09.19	30.09.18	31.03.19
	Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Audited
Sales of three wheelers (in numbers)	13,568	12,259	13,808	36,341	37,767	50,049
<b>INCOME FROM OPERATIONS</b>						
Gross Sales	19,074	17,040	18,486	50,668	49,616	66,135
Other Operating Income	209	178	127	607	376	541
<b>TOTAL Revenue from Operation</b>	<b>19,283</b>	<b>17,218</b>	<b>18,613</b>	<b>5,1275</b>	<b>49,992</b>	<b>66,676</b>
Other Income	82	98	182	276	640	687
<b>TOTAL INCOME</b>	<b>19,365</b>	<b>17,316</b>	<b>18,795</b>	<b>51,551</b>	<b>50,632</b>	<b>67,363</b>
<b>EXPENSES</b>						
Cost of materials consumed	14,000	12,038	14,343	36,924	37,550	49,651
Changes in inventories of FG, WIP and stock-in-trade	-247	403	-494	-124	-335	-154
Employee benefits expenses	1,400	1,408	1,214	4,137	3,568	4,768
Finance Costs	21	46	15	85	71	86
Depreciation and amortization expenses	162	160	139	479	411	554
Other expenses	1,389	1,357	1,068	3,765	2,951	4,263
<b>TOTAL EXPENSES</b>	<b>16,725</b>	<b>15,412</b>	<b>16,285</b>	<b>45,266</b>	<b>44,216</b>	<b>59,168</b>
Profit Before tax	2,640	1,904	2,510	6,285	6,416	8,195
Tax expenses	672	134	899	1,422	2,282	2,883
Profit for the period	1,968	1,770	1,611	4,863	4,134	5,312
Other Comprehensive Income, Net of Tax	4	2	-20	-34	-4	-3
<b>Total Comprehensive Income for the Period</b>	<b>1,972</b>	<b>1,772</b>	<b>1,591</b>	<b>4,829</b>	<b>4,130</b>	<b>5,309</b>
Earning Per Share Basic & Diluted but not annualized	8.97	8.07	7.34	22.16	18.84	24.21



Thank you