

Ref: ATULAUTO/SEs/AnalystInvestorMeetPresentation

February 17, 2020

To,
The Department of Corporate Services,
BSE Limited, Mumbai

To,
The Listing Compliance Dept.
National Stock Exchange of India Ltd, Mumbai

BSE Script Code: 531795

NSE Script Symbol: ATULAUTO

Dear Sir,

Sub: Disclosure of Schedule of Analyst Meet and Investor Presentation under Regulation 30 of the SEBI (LODR) Regulations, 2015

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, we hereby inform the Stock Exchange that the management of the Company is going to take part in Build India, New India 2020 Antique Investor Conference organized by Antique Stock Broking Limited on February 17, 2020 at Grand Hyatt, Santa Cruz East, Mumbai. The management of the Company will meet various analysts/ institutional investors there.

We are also attaching Investor Presentation to be delivered there.

Please take the same on your records.

Thanking you.

Yours faithfully,
For, ATUL AUTO LIMITED,

(Paras J Viramgama)

Company Secretary & Compliance Officer



ATUL AUTO LIMITED

(Corporate Identification Number: L54100GJ1986PLC016999)

Regd. Office & Factory: National Highway 8-B, Near Microwave Tower, Shapar (Veraval), Rajkot – 360024 (Gujarat)

Phone: 02827 235500 Website: www.atulauto.co.in E-Mail: info@atulauto.co.in

CORPORATE PRESENTATION

Disclaimer



This presentation contains certain forward looking statements regarding future events and future results of Atul Auto Limited (the company), that are based on the current expectations, estimates, forecasts and projections about the industries in which the company operates, and on the beliefs and assumptions of the management of the company. In particular, among the statements, certain statements with regard to management objectives, trends in result of operations, margins, costs, return on equity, risk management, competition, changes in business strategy and acquisition and disposition of assets are forward looking in nature. Words such as 'expects', 'anticipates', 'scenario', 'outlook', 'targets', 'goals', 'projects', 'intends', 'plans', 'believes', 'seeks', 'estimates', as well as any variation of such words and similar expressions, are intended to identify such forward-looking statements. Those forward-looking statements are only assumptions and are subject to risks, uncertainties and assumptions that are difficult to predict because they relate to events and depend upon circumstances that will occur in the future. Therefore, actual results of the Company may differ materially and adversely from those expressed or implied in any forward-looking statement and the Company does not assume any liability with respect thereto. Factors that might cause or contribute to such differences include, but are not limited to, global economic conditions, the impact of competition, or political and economic developments in the countries in which the Company operates. Any forward-looking statements made by or on behalf of the Company speak only as of the date they are made. The Company does not undertake to update forward-looking statements to reflect any change in its expectations with regard thereto, or any change in events, conditions or circumstances which any such statement is based on.

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In addition to the above it is to be noted that the presentation is not meant for any public circulation. Further, it is also clarified and understood that under no circumstances, the fund house or person to whom this presentation is given, shall publish this presentation on its own website or any other website or in any media (whether electronic, print or any other mode of media).

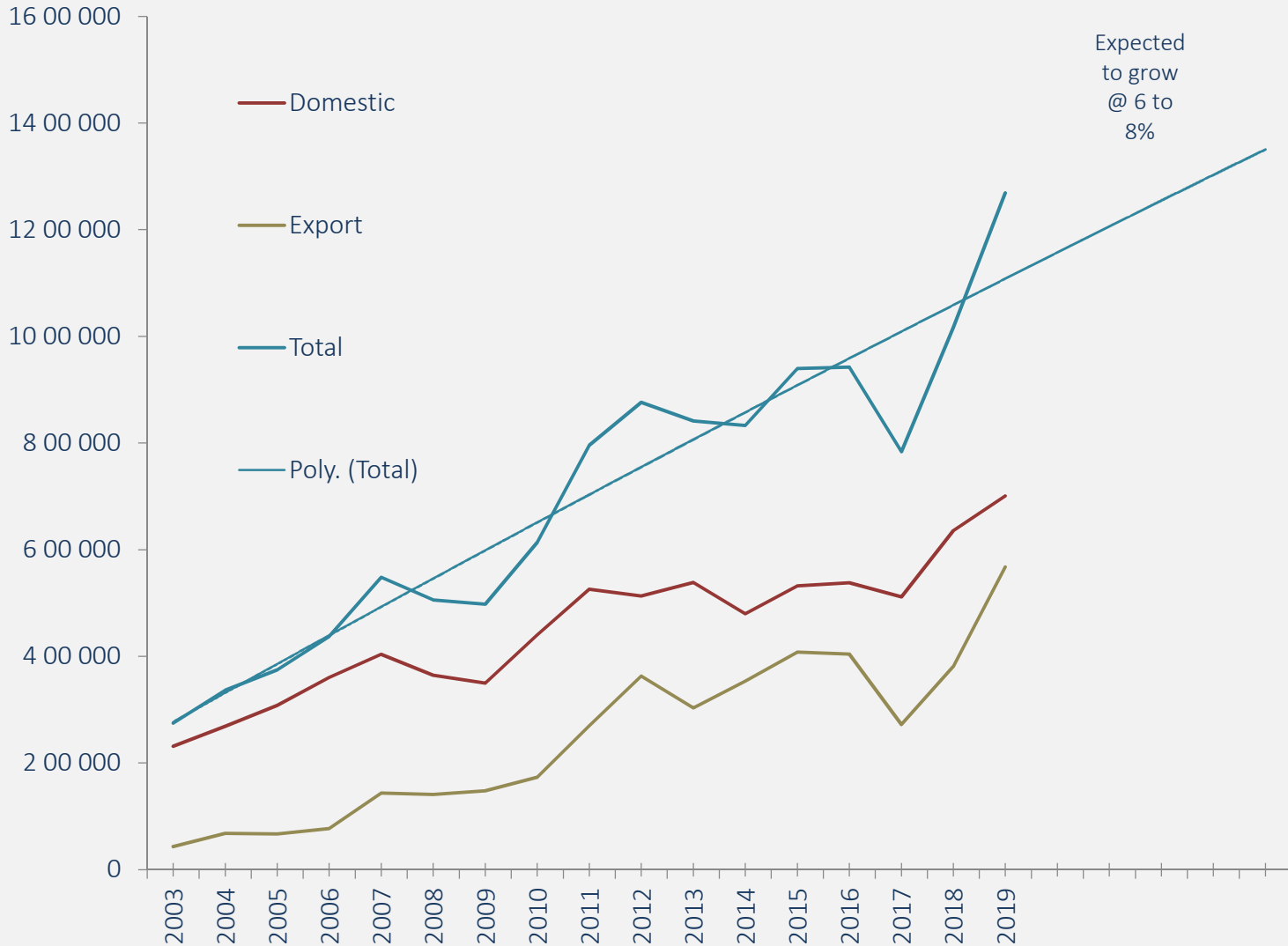
Contents



- Three Wheeler Industry
 - At a Glance – Domestic & Export
 - Market Overview
 - Key Enablers & Growth Drivers
- Atul Auto Limited – Corporate Overview
 - About us
 - Board of Directors & Share Holding
 - Consistent Track Record of Product Development
 - Products & Network
 - Market Share
 - Growth Strategy & Expansion
- Financial Performance

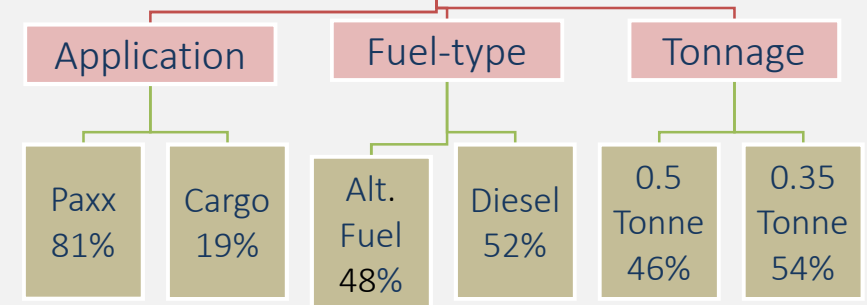
Three Wheeler Industry

Industry – At a Glance (2018-19)



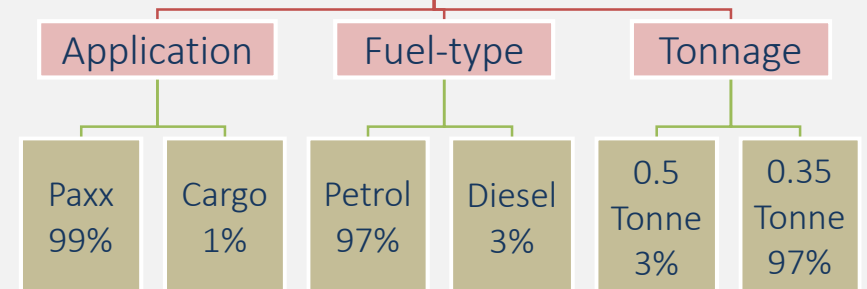
Domestic – 55%

7,01,011 units

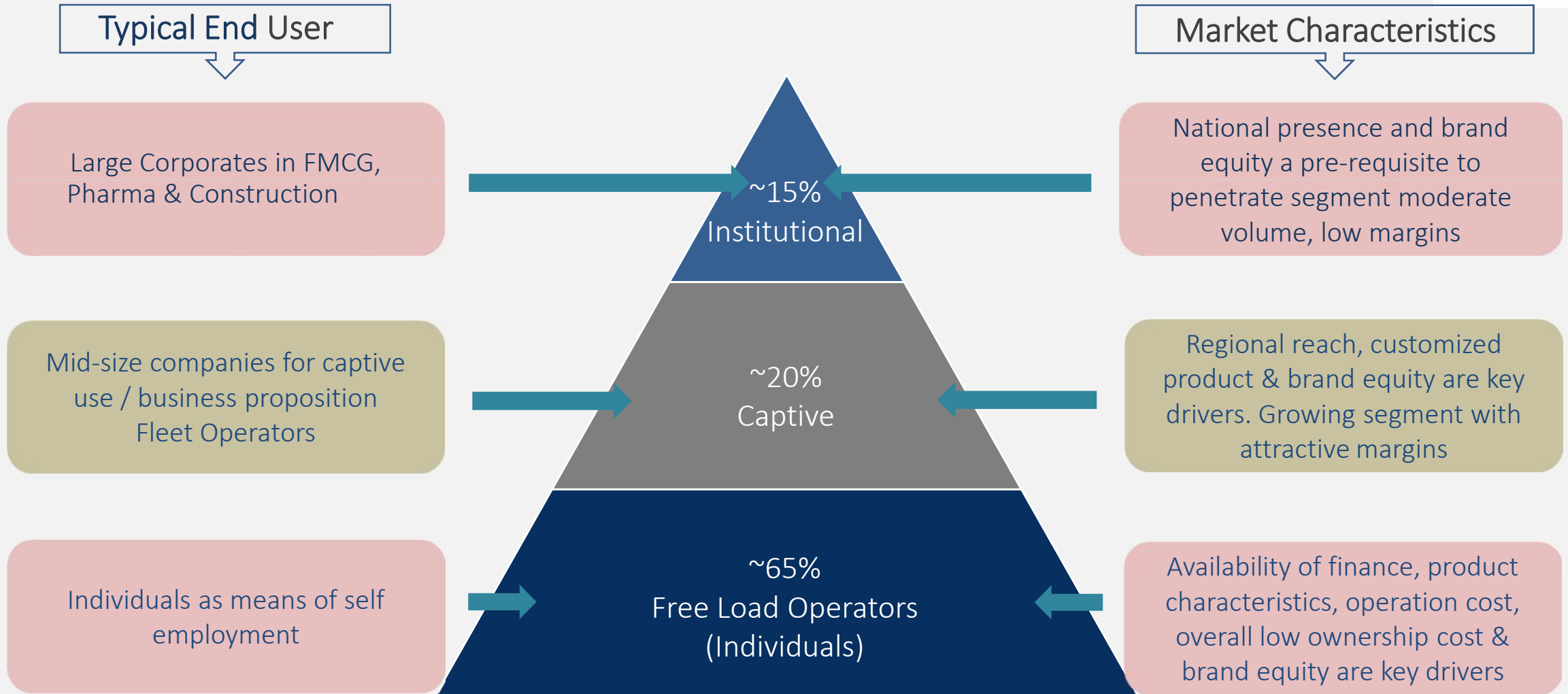


Export – 45%

5,67,689 units



Market Overview



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



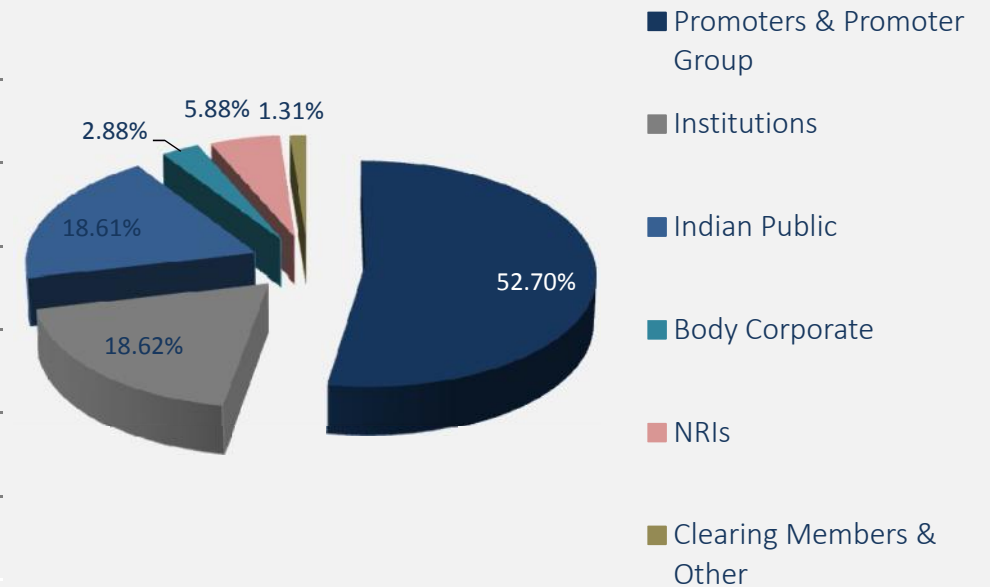
- Installed capacity of 60,000 units per annum at Rajkot Plant
- Caters to diverse customer base in the Cargo & Passenger segment, available on both the platforms i.e. 350 kgs payload capacity and 500 kgs payload capacity, multi fuel choice, i.e. Diesel, Petrol, CNG, LPG and E-Vehicles
- Enjoying Debt-free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

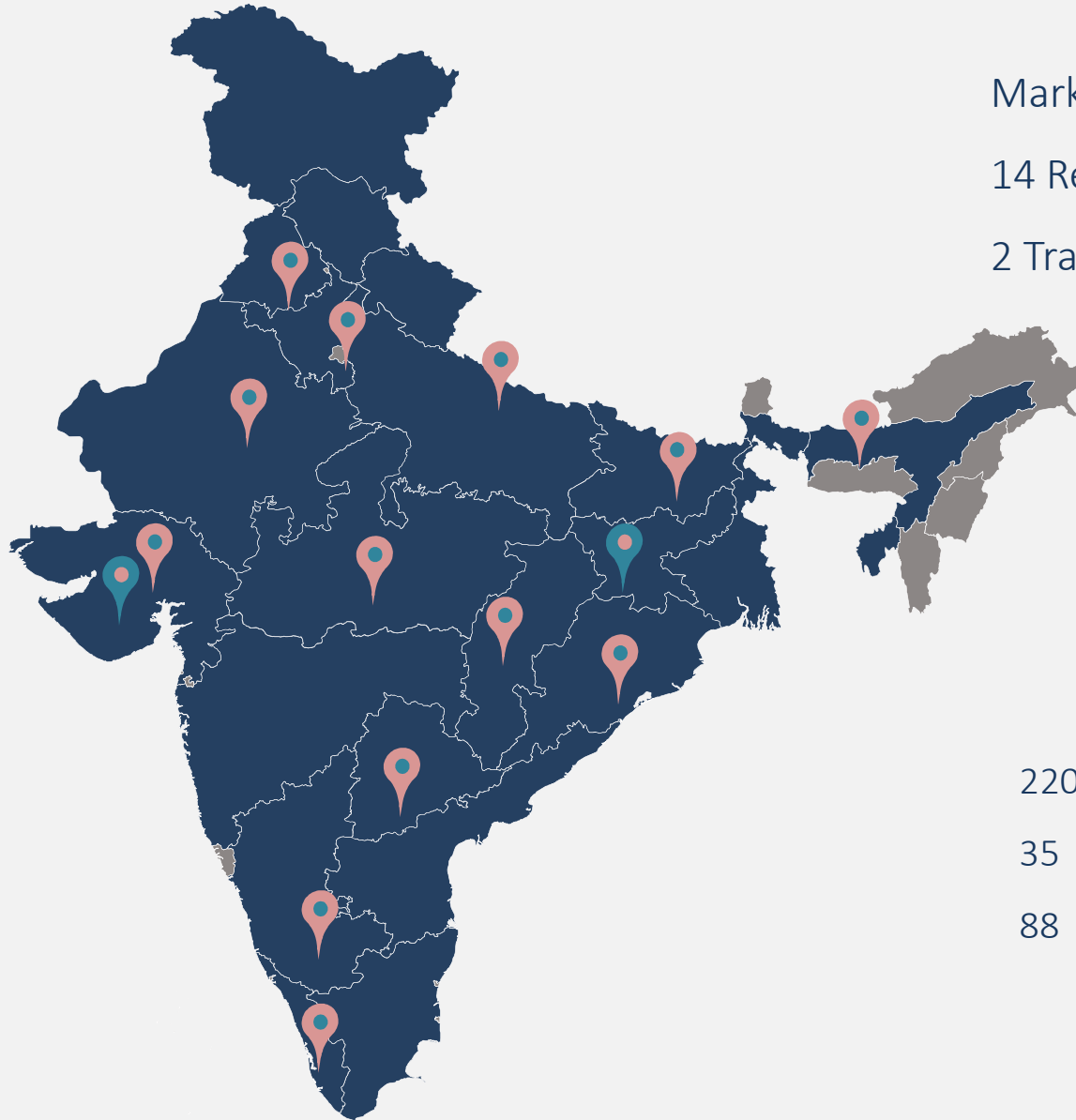


ATUL ELITE
CARGO
MOTOR POWER 850/1000 W



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

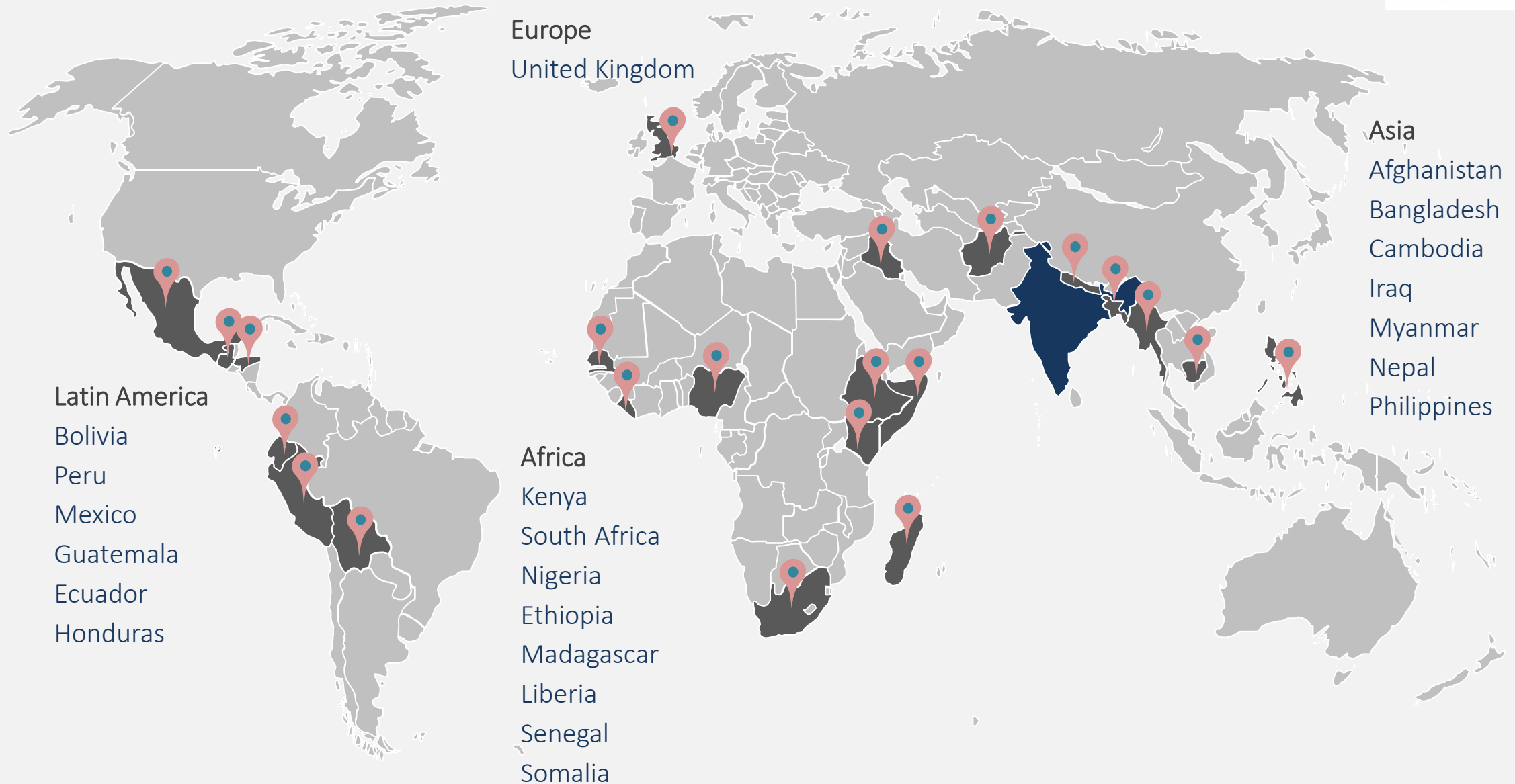
53 Spare Dealerships

15 Spare Distributors

16 Authorized Service Centers

158 Certified LGOs

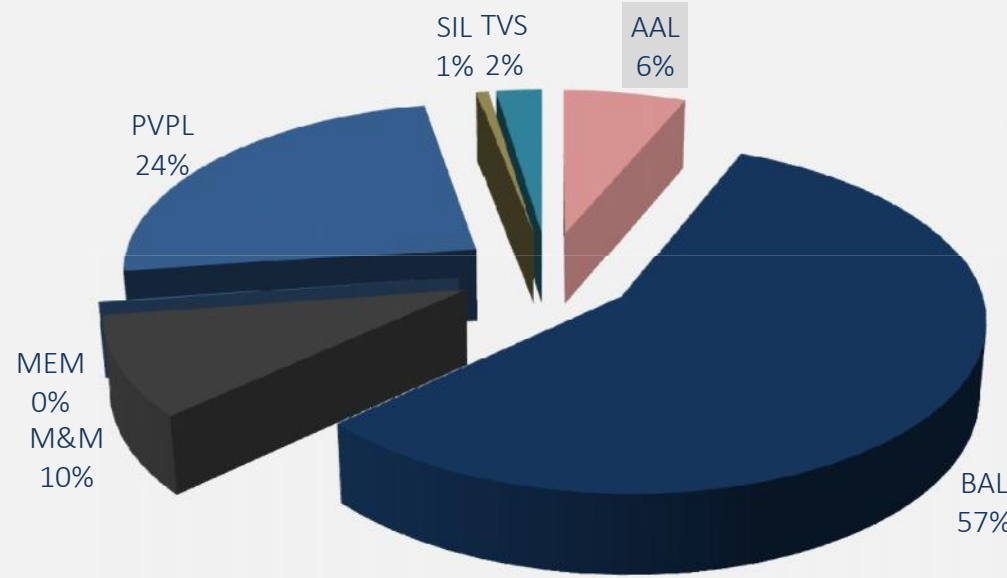
International Coverage



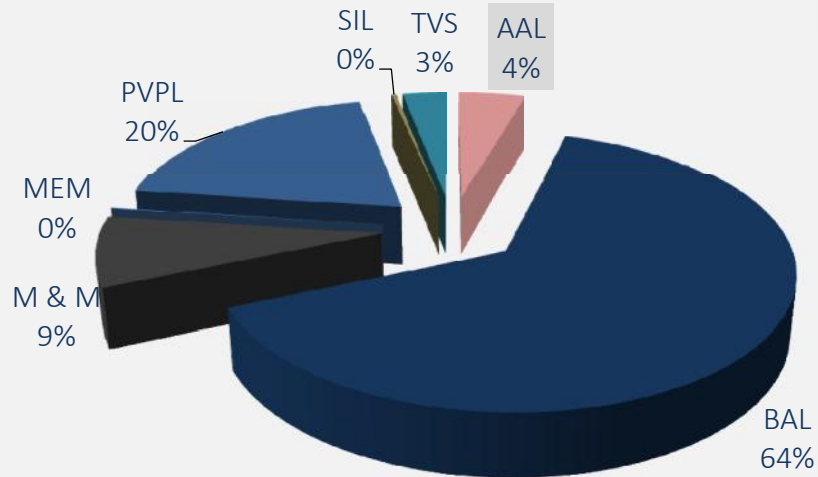
Market Share



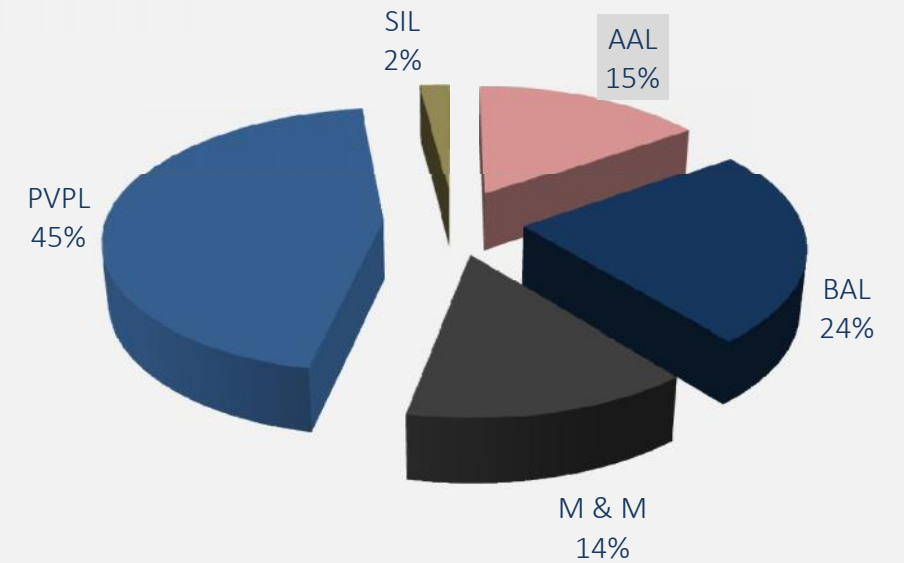
Domestic Industry



Passenger



Cargo



Growth Strategy & Expansion



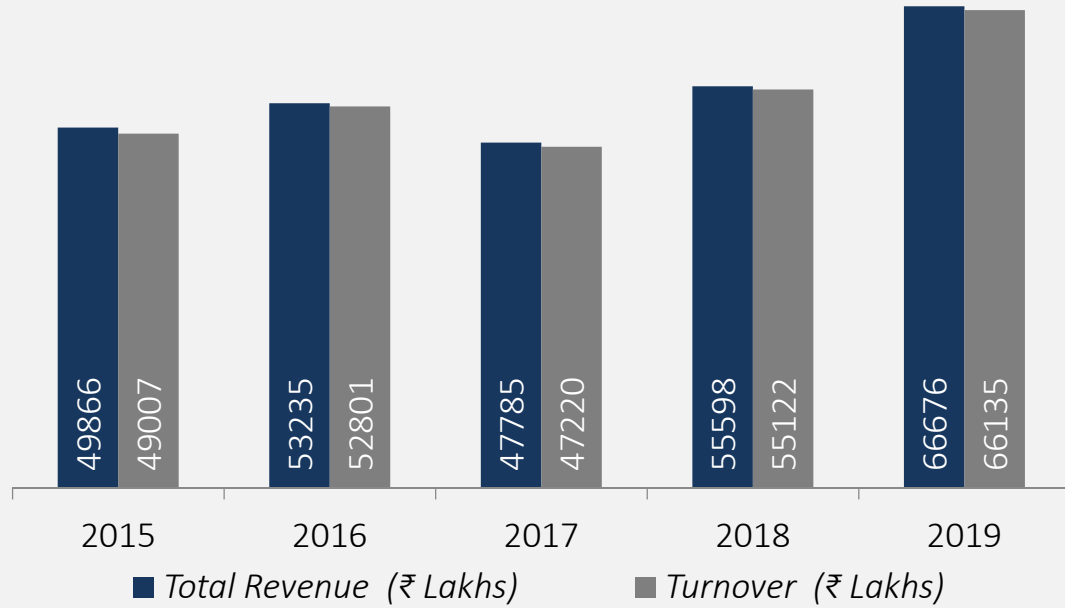
- The growth drivers in near terms are, network expansion - deeper penetration in the domestic market, exploring overseas market, introduction of e-vehicles in the potential domestic market and developing various application & upgrading the existing product portfolio.
- AAL's associate concern, KAFL 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

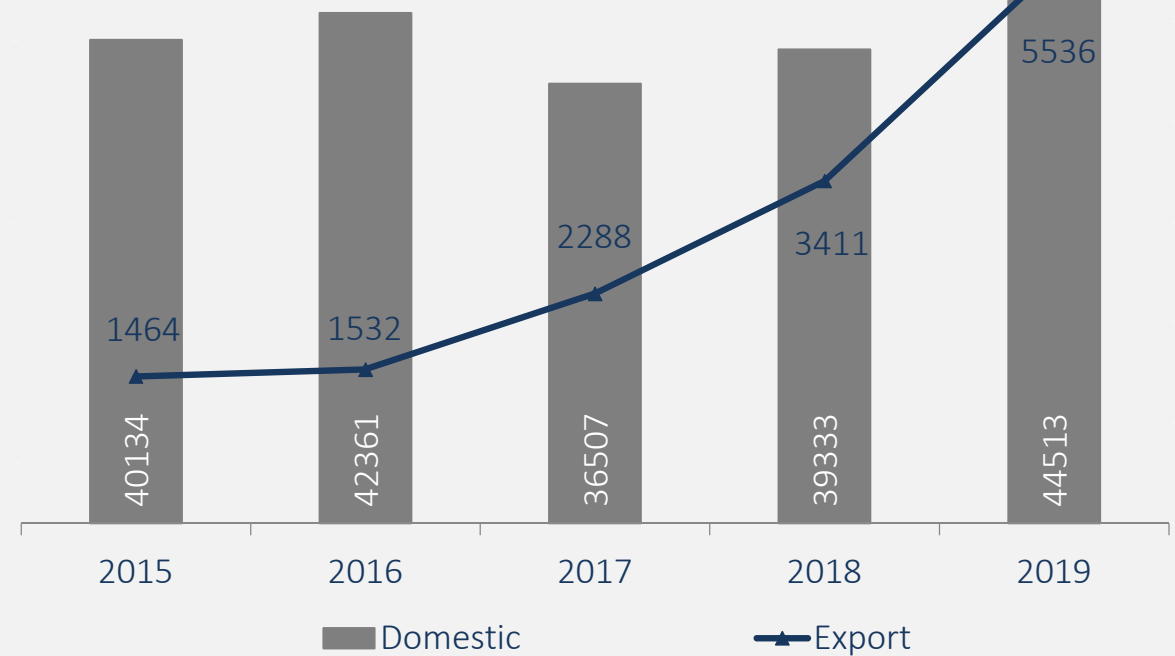
Financial Performance



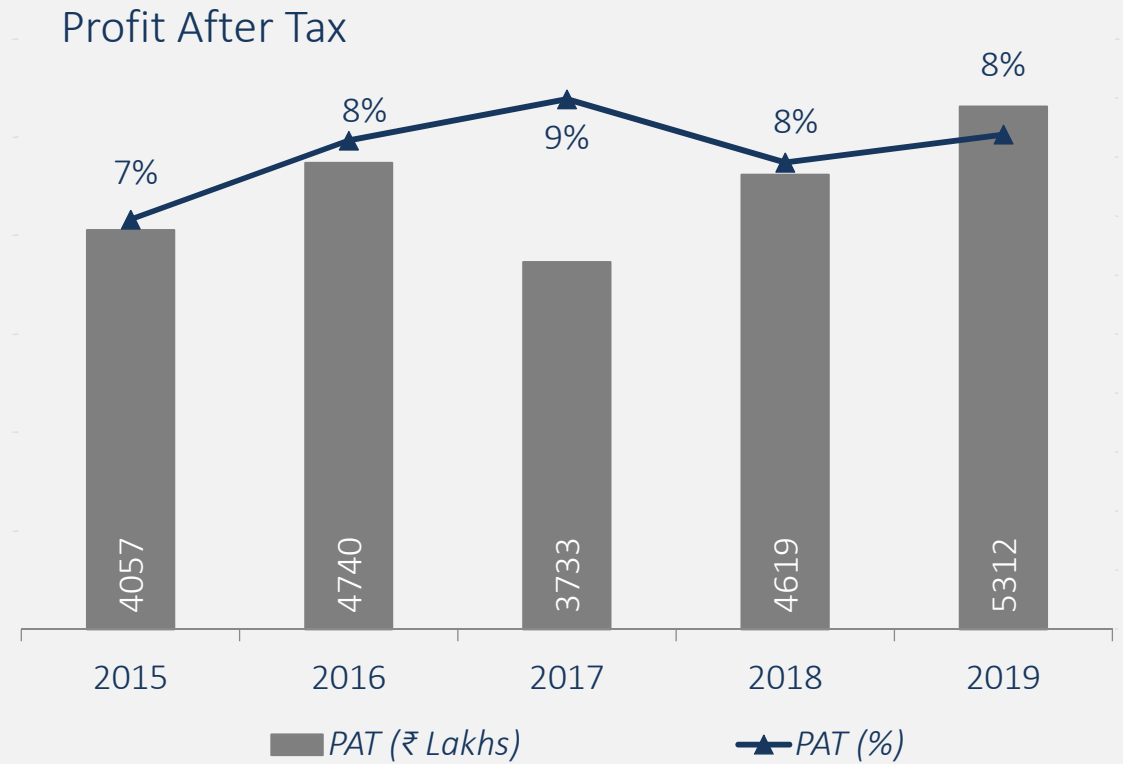
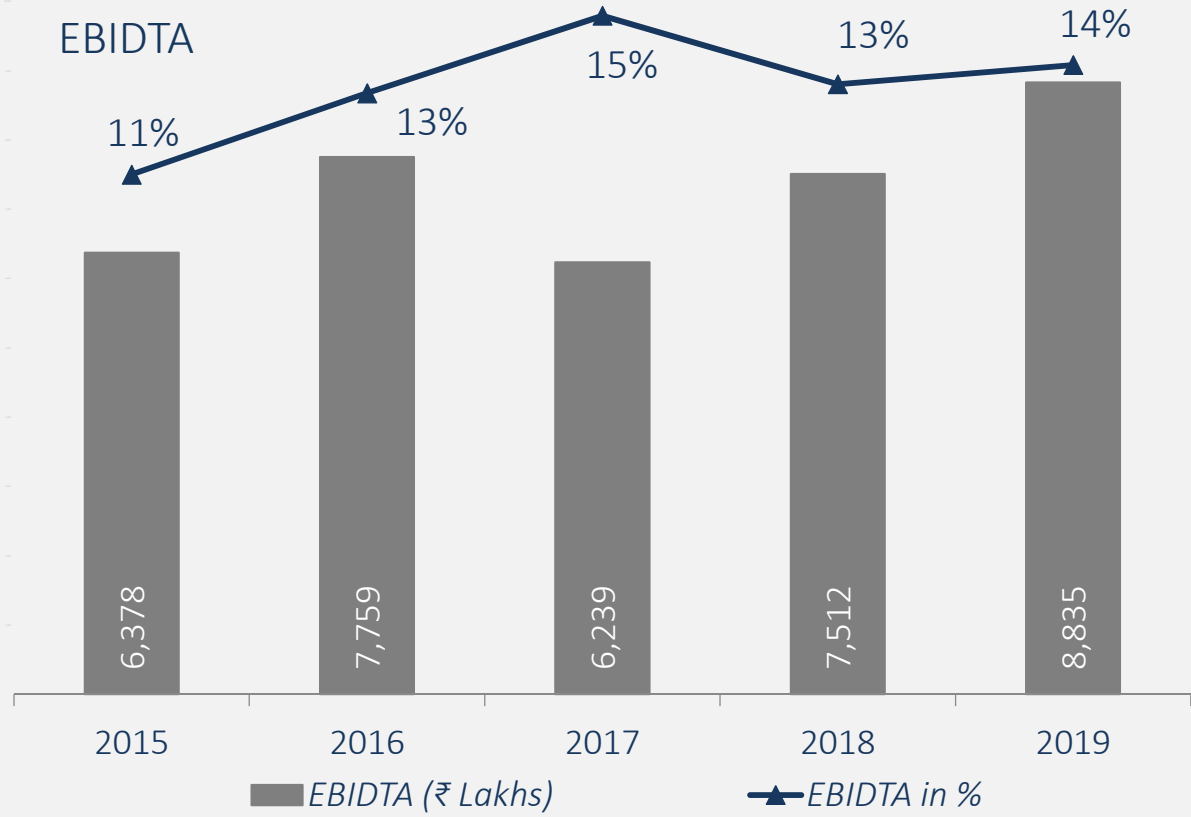
Turnover



Sales



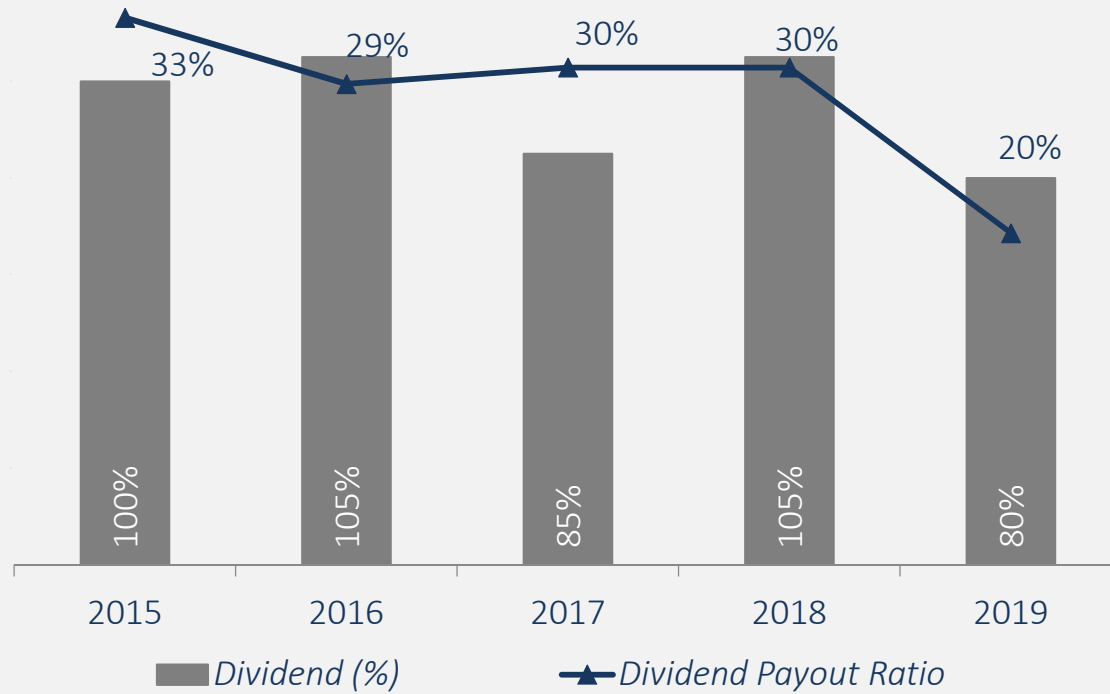
Financial Performance



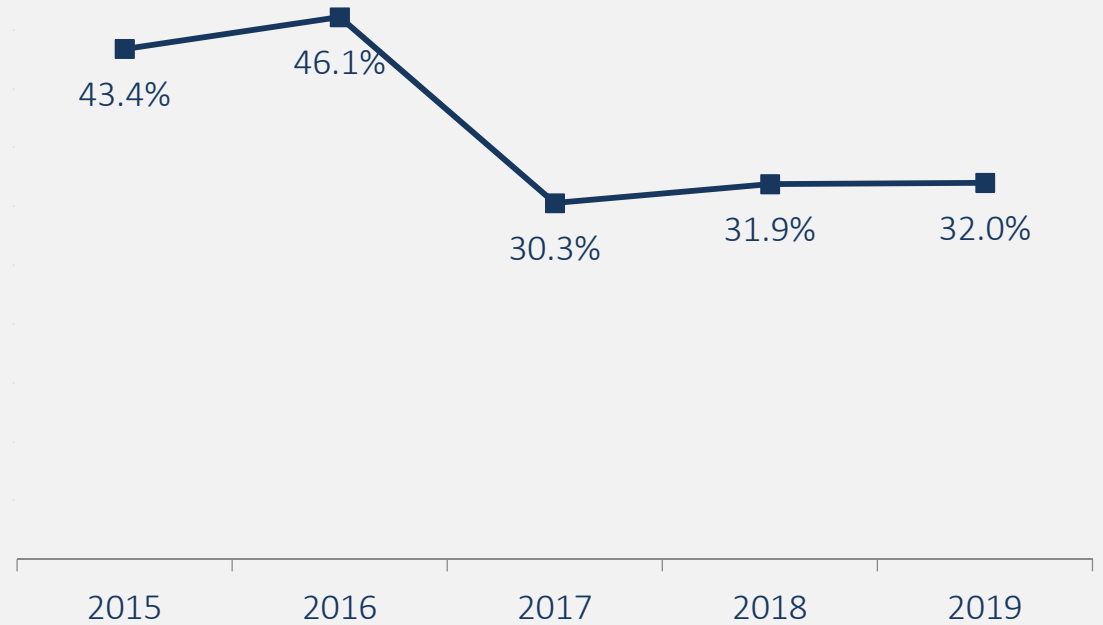
Dividend History



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
INCOME FROM OPERATIONS						
Gross Sales	19,074	17,040	18,486	50,668	49,616	66,135
Other Operating Income	209	178	127	607	376	541
TOTAL Revenue from Operation	19,283	17,218	18,613	5,1275	49,992	66,676
Other Income	82	98	182	276	640	687
TOTAL INCOME	19,365	17,316	18,795	51,551	50,632	67,363
EXPENSES						
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
TOTAL EXPENSES	16,725	15,412	16,285	45,266	44,216	59,168
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
Total Comprehensive Income for the Period	1,972	1,772	1,591	4,829	4,130	5,309
Earning Per Share Basic & Diluted but not annualized	8.97	8.07	7.34	22.16	18.84	24.21

Thank you