



Ref: ATULAUTO/SEs/AnalystInvestorMeet/22092016/Schedule&Presentation

September 21, 2016

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 under Regulation 30 of the SEBI (LODR) Regulations, 2015 and Investor Presentation

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, we hereby inform to the Stock Exchange that the Company will take part in India Auto Forum – September 2016 organized by Kotak Institutional Equity on Thursday, 22nd September, 2016 in Mumbai. The management will meet various institutional investors/ analyst during this forum.

The presentation which will be presented there is attached herewith.

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)

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ATUL



Disclaimer



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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 particulars, 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.

This presentation has been prepared solely for the use at the meeting/conference call with investors and analysts at the date it is presented. Under no circumstances may this presentation be deemed to be an offer to sell, a solicitation to buy or a solicitation of an offer to buy securities of any kind in any jurisdiction where such an offer, solicitation or sale should follow any registration, qualification, notice, disclosure or application under the securities laws and regulations of any such jurisdiction.

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).



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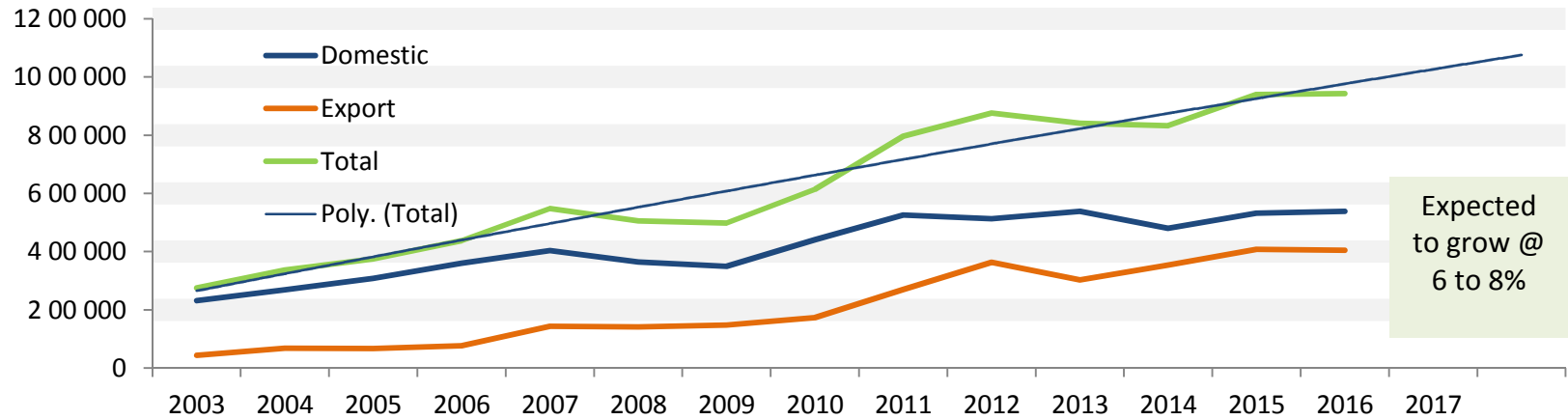
THREE WHEELER INDUSTRY



Industry – At a Glance

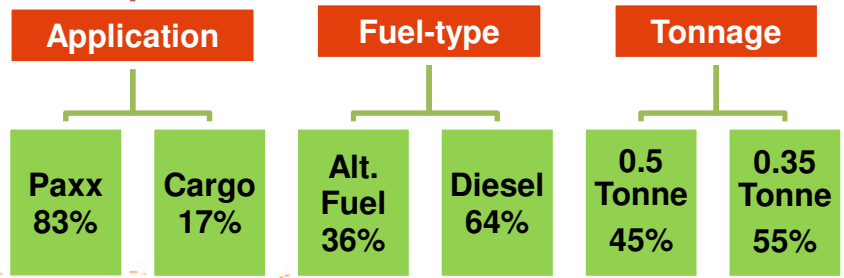


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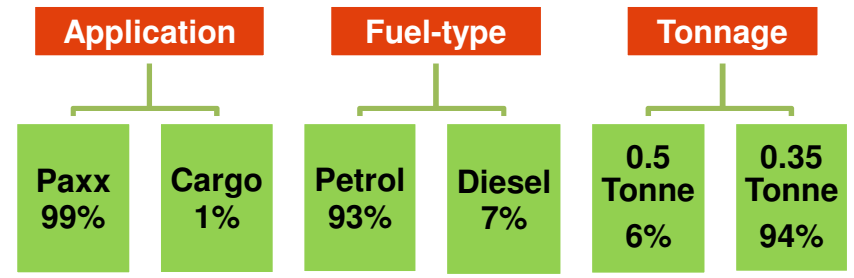
Domestic – 57%

5,38,092 units



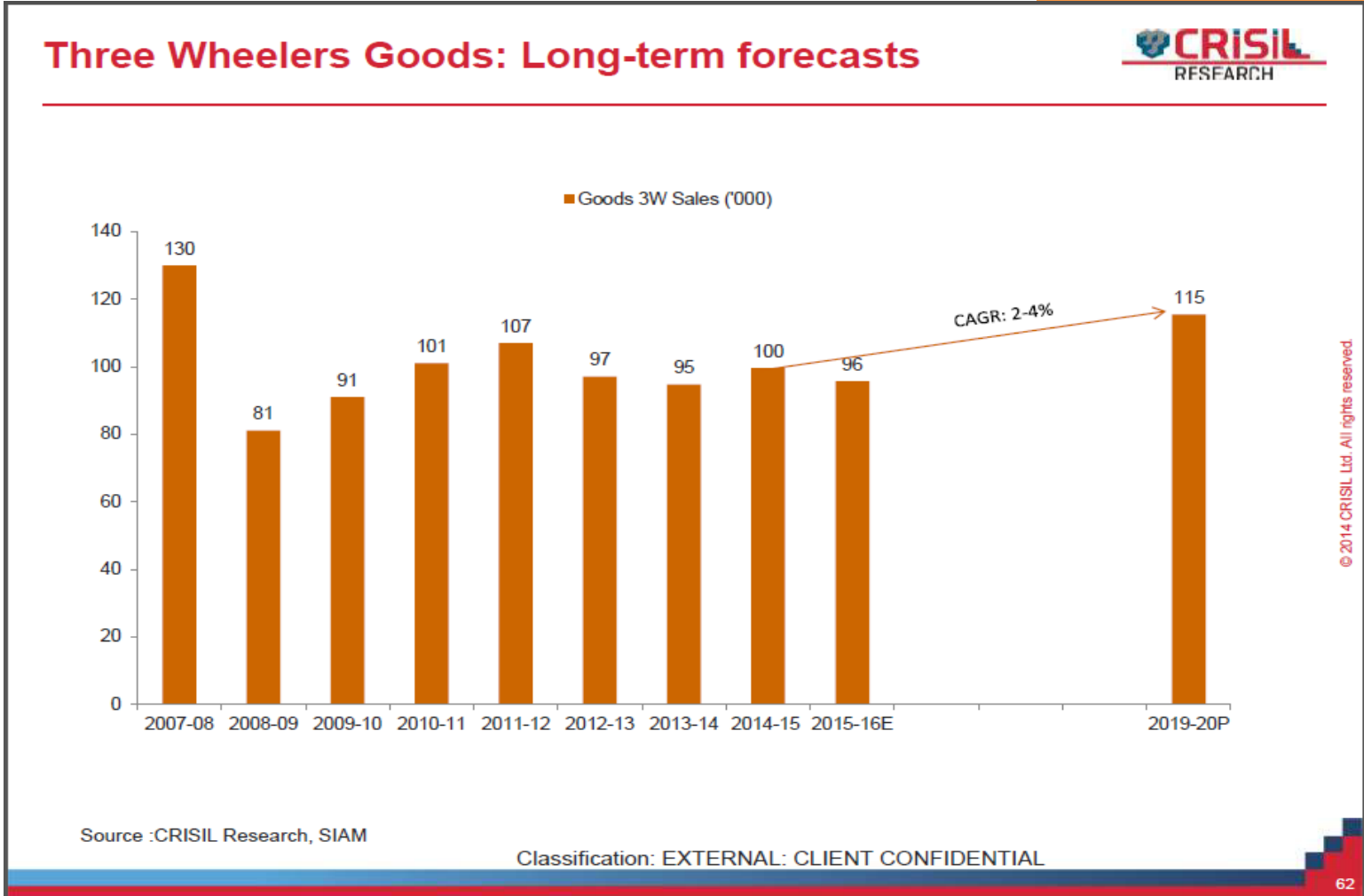
Export – 43%

4,04,441 units



Demand Forecast (SIAM) : Cargo Segment

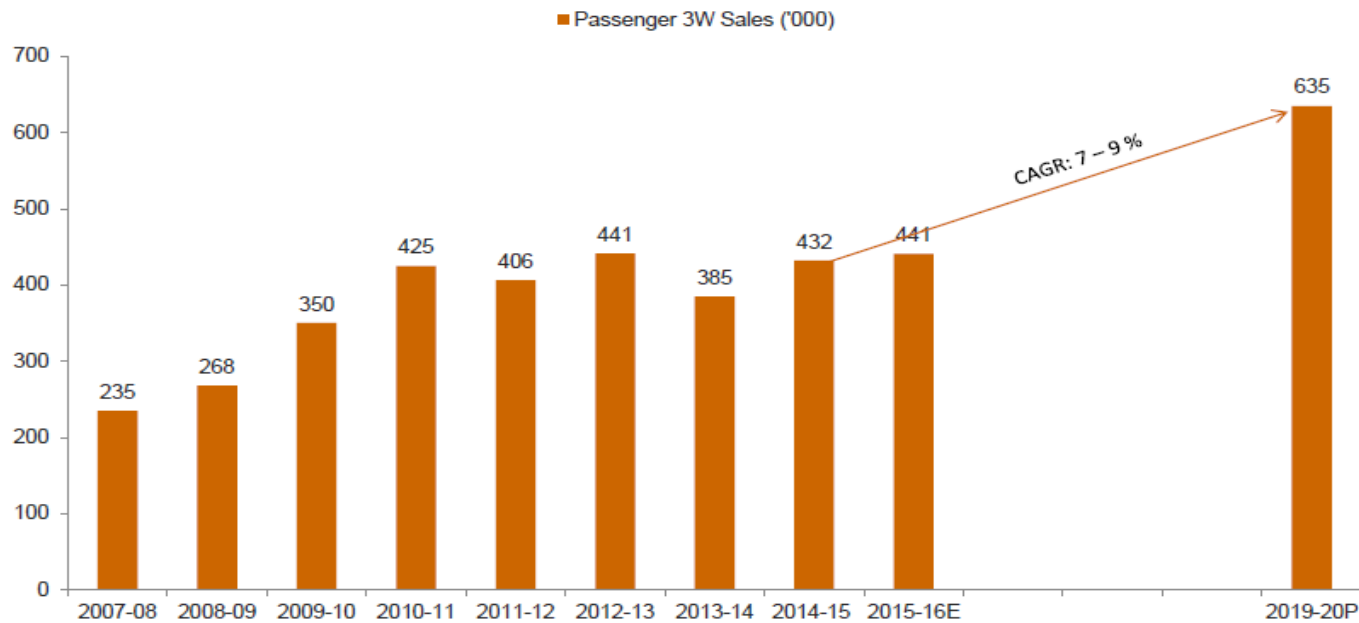
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Demand Forecast (SIAM) : Passenger Segment



Three Wheelers Passenger: Long-term forecasts



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Source :CRISIL Research, SIAM

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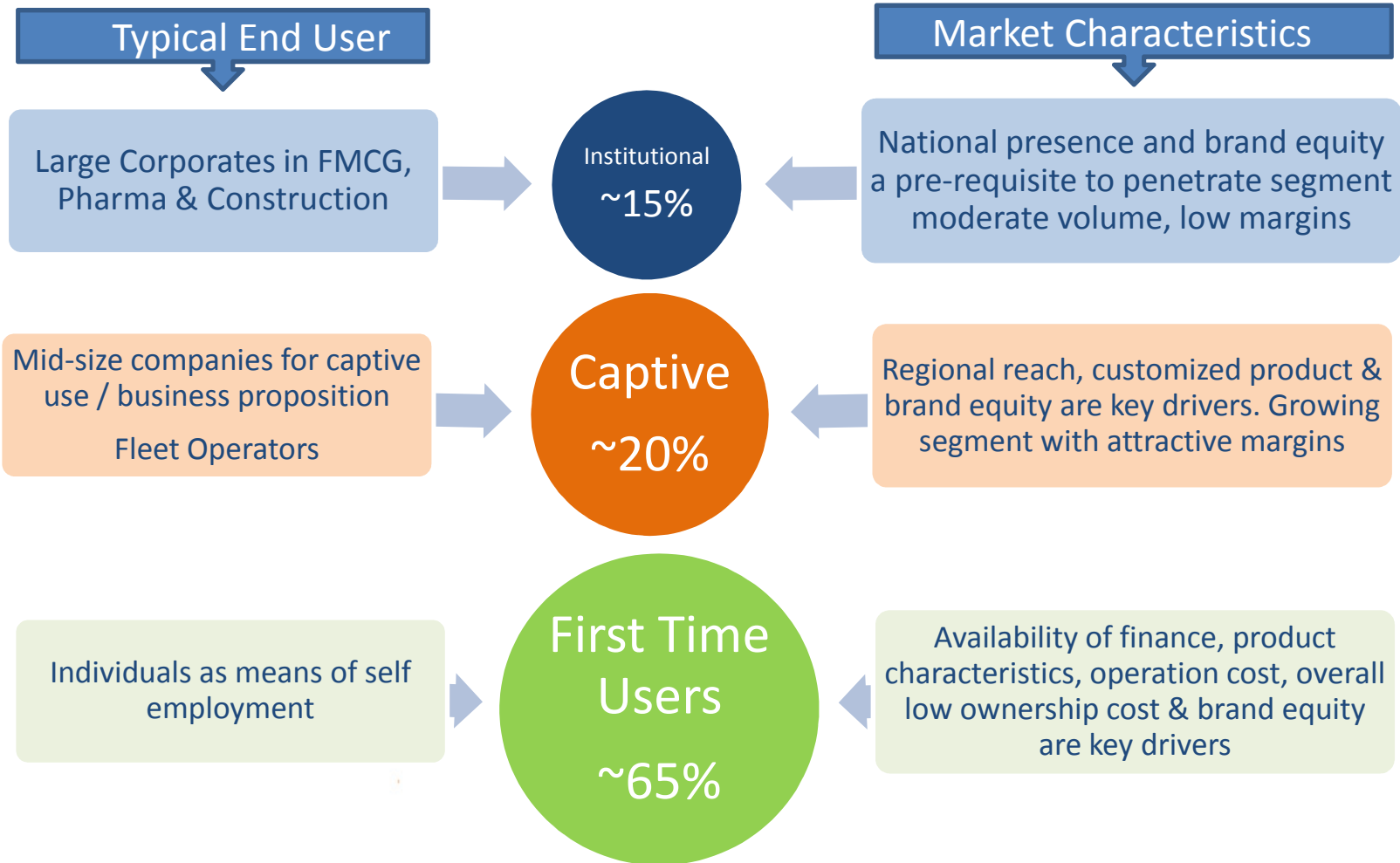
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Market Overview



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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 ~950,000 units p.a. and expected to grow at 6-8% p.a. in medium term. Having a domestic market of ~550,000 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.

Passenger Segment

- Availability of Retail Finance through Banks and big NBFC's
- 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

Cargo Segment

- Availability of Retail Finance through Banks and big NBFC's
- 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



CORPORATE OVERVIEW



About Us



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- Fastest growing player in 3 wheeler industry in India, growing at a CAGR of 13% for last five years, having 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
- Enjoying Debt-free Status

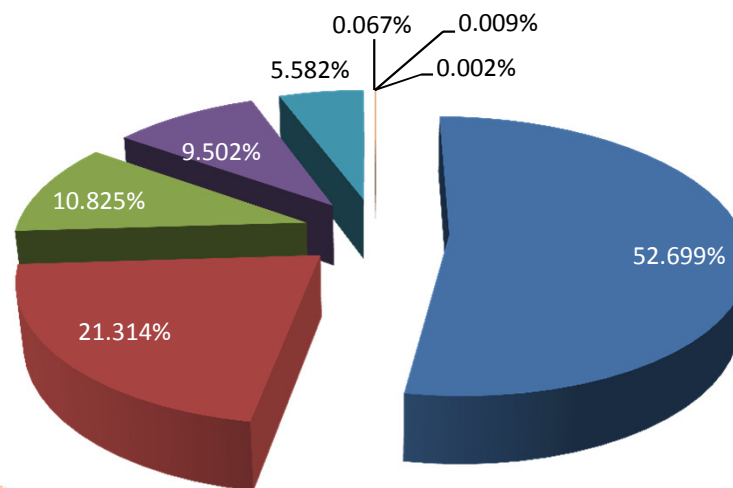


Board of Directors & Share Holding



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J J Chandra	Chairman and Managing Director
M J Patel	Whole Time Director & CFO
Niraj J Chandra	Whole Time Director
Vijay K Kedia	Non Executive Director
CA Hemant Bhatt	Independent and Non Executive Director
Hasmukh Adhvaryoo	Independent and Non Executive Director
Adv. H J Lalakiya	Independent and Non Executive Director
Dr. Margie Parikh	Independent and Non Executive Director



Share Holding Pattern as on 30.06.2016

- Promoters & Promoter Group
- Individuals
- Non-institutions - Others
- Mutual Funds
- Institutions - Others
- FIs
- Centre/State Govt. & Fin./Banks
- Venture Capital Funds



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

2015
ONWARDS

Atul Shakti (0.5T FE)



Atul Gem (0.5T RE)



Atul Gemini Dz (0.35T Diesel)



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Product Portfolio



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Front Engine
Delivery Van
500 kg Payload Capacity



Front Engine
Passenger 3+1
500 kg Payload Capacity



Rear Engine
Passenger 3+1
500 kg Payload Capacity



Rear Engine
Passenger 3+1
350 kg Payload Capacity



Front Engine
High Deck
500 kg Payload Capacity



Front Engine
High Deck
500 kg Payload Capacity



Rear Engine
Delivery Van
500 kg Payload Capacity



New



Front Engine
Passenger 6+1
500 kg Payload Capacity



Front Engine
Delivery Van
500 kg Payload Capacity



Rear Engine
Cargo
500 kg Payload Capacity



Network

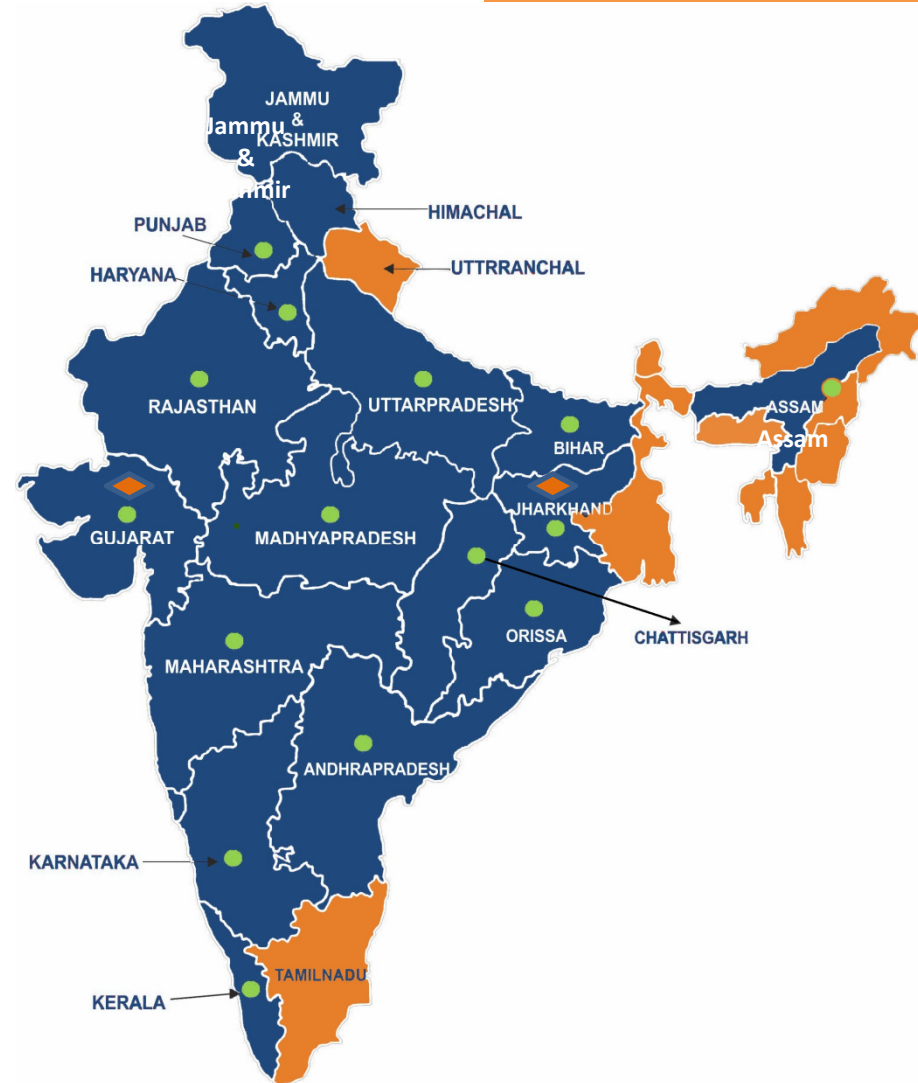


- 15 Regional Offices
- ◆ 2 Training Centers

- 200 Primary Dealerships
- 120 Secondary Dealerships

Overseas Presence

- ✳ Bangladesh
- ✳ Tanzania
- ✳ Kenya
- ✳ South Africa
- ✳ Nigeria
- ✳ Jamaica
- ✳ Madagascar
- ✳ Honduras



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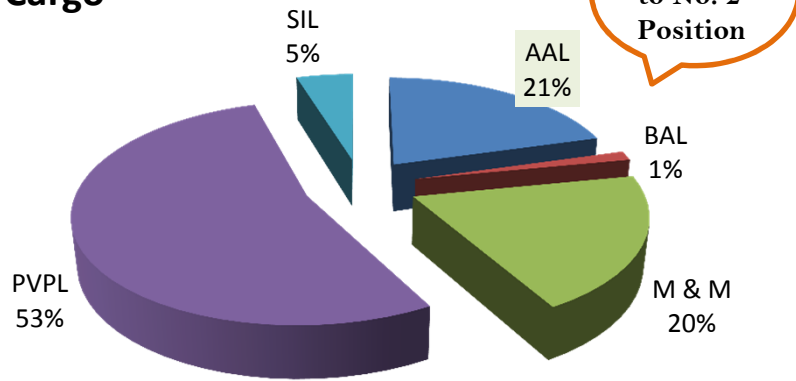


Domestic Market Share – FY 16

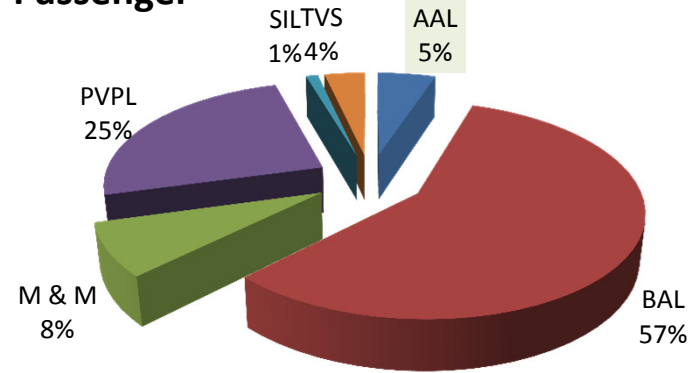


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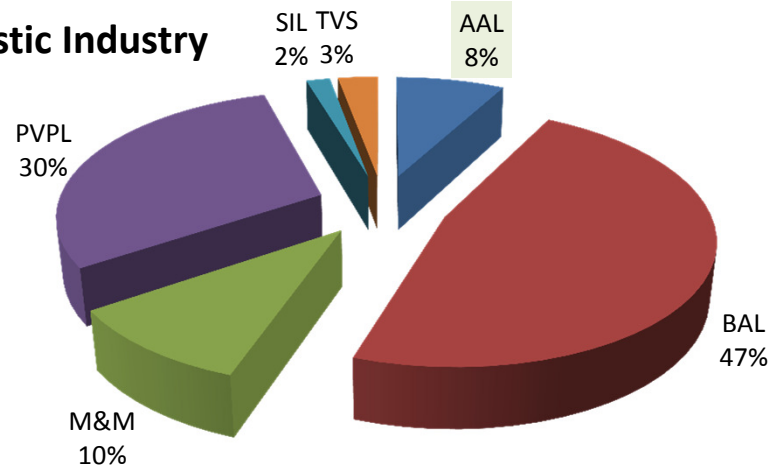
Cargo



Passenger



Domestic Industry



Source : SIAM

Growth Strategy & Expansion



- While the company has captured phenomenal growth based on its value offerings in the market, it is expected that it will continue this growth momentum in the time to come.
- Atul Auto is continuously introducing products across three wheeler segment, aggressively entering into new markets and consolidating its presence in existing markets.
- 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 2 years 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 1500 Mn.

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FINANCIAL PERFORMANCE

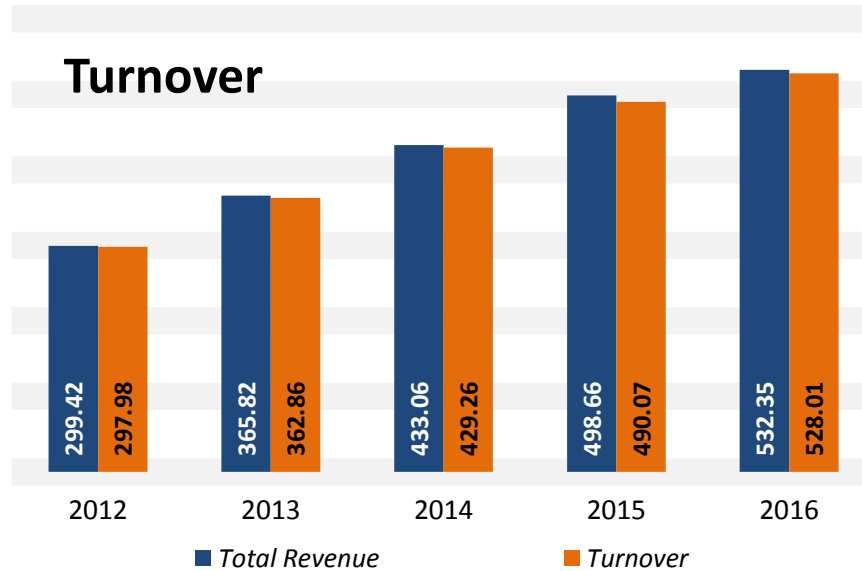


Financial Performance

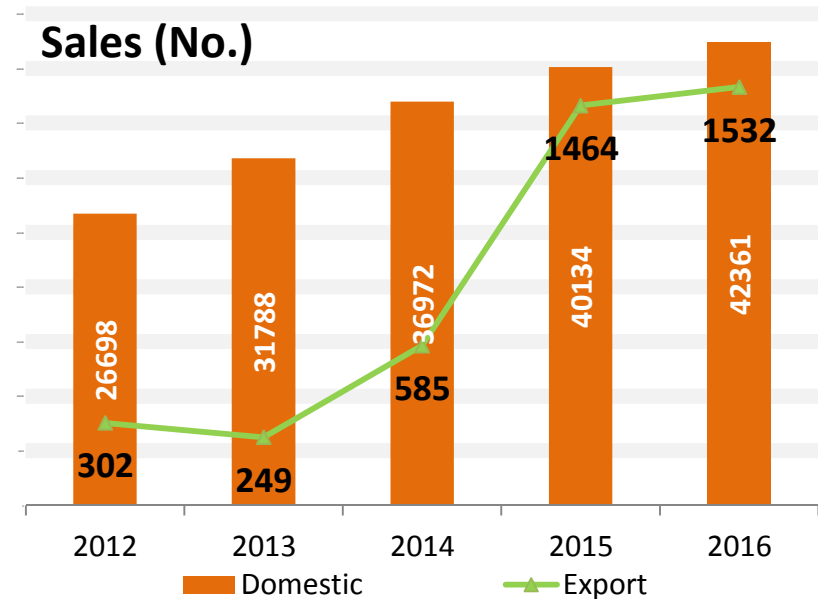


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Turnover



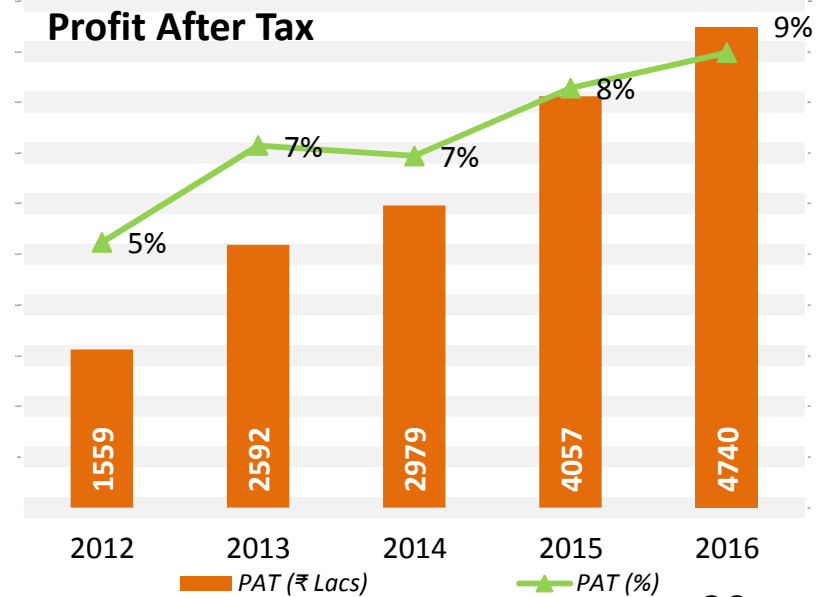
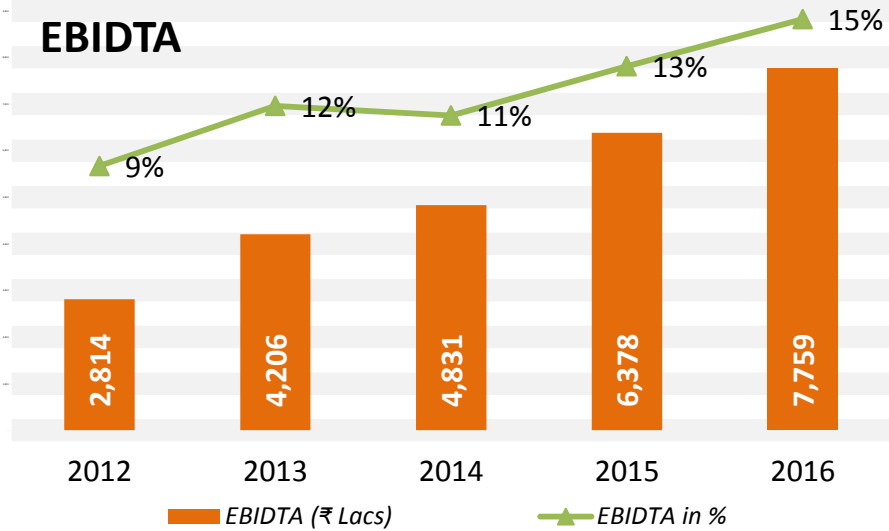
Sales (No.)



Financial Performance



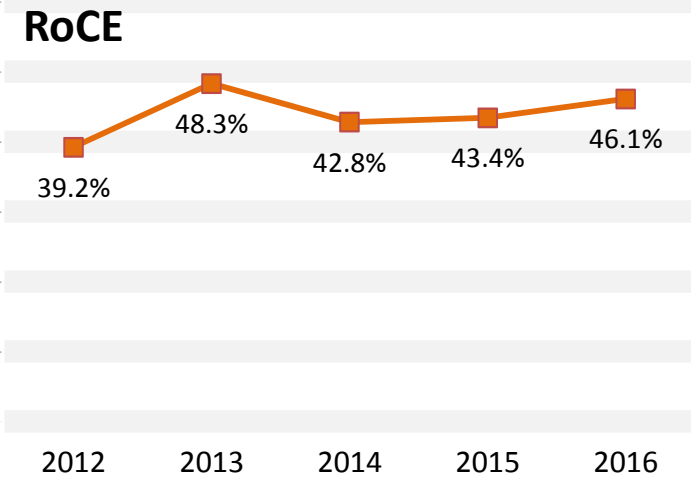
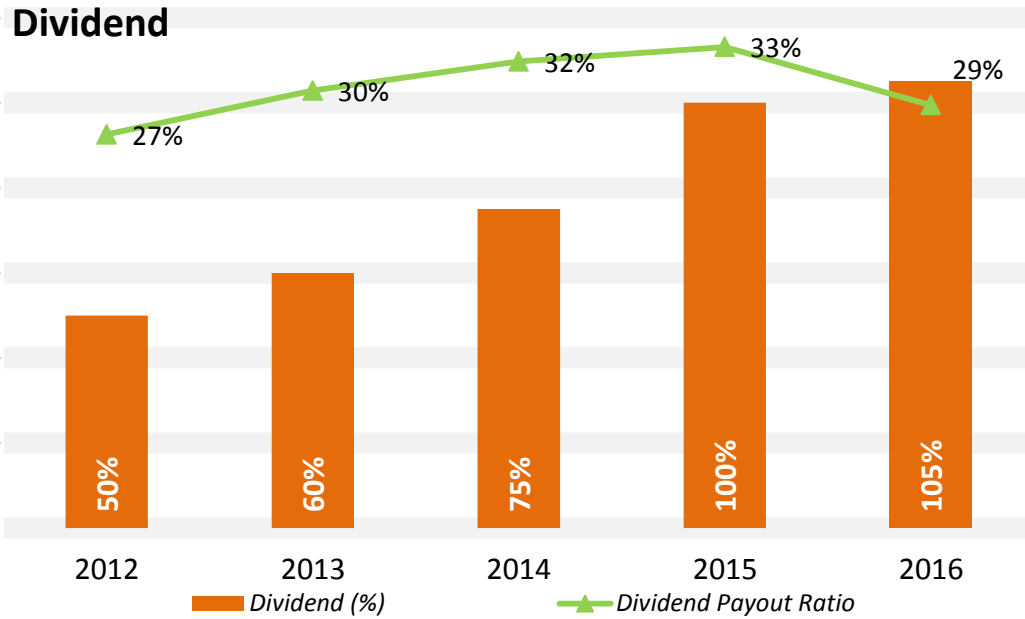
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Dividend History



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Key Financial Indicators



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Particulars	FY 11 Actual	FY 12 Actual	FY 13 Actual	FY 14 Actual	FY 15 Actual	FY 16 Actual
Volume (No. of Vehicles)	19,404	27,000	32,040	37,557	41,598	43,893
Turnover (INR in Millions)	2010.7	2979.8	3,628.6	4,292.6	4,900.7	5,280.1
Growth (on TO)		48.2%	21.8%	18.3 %	14.2%	7.7%
Op. EBIDTA (INR in Millions)	189.8	275.5	400.8	453.9	579.2	762.8
Op. EBIDTA (%)	9.4%	9.2%	11.0%	10.6%	11.8%	14.5%
PAT (INR in Millions)	94.3	155.9	259.2	297.9	405.7	474.0
PAT (%)	4.7 %	5.2 %	7.1 %	6.9 %	8.3%	9.0%
Equity (INR in Millions)	58.5	73.1	109.7	109.7	109.7	109.7
EPS (INR) (FV – INR 5/share)	5.4	8.3	11.8	13.6	18.5	21.6
Dividend (%)	40%	50%	60%	75%	100%	105%
Return on Capital Employed (%)	32.1%	39.2%	48.3%	42.8%	43.4%	46.1%
Debt-Equity (x)	0.2	0.1	0.0	0.0	0.0	0.0



THANK
YOU

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