



Ref: ATULAUTO/SEs/AnalystInvestorMeet/1706016/Schedule&Presentation

June 17, 2016

To,
The Department of Corporate Services,
BSE Limited,
Ground Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

To,
The Listing Compliance Dept.
National Stock Exchange of India Ltd
5th Floor, Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

Script Code: 531795

Script Symbol: ATULAUTO

Dear Sir,

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

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, we hereby submit to the Stock Exchange the below schedule of meeting with Analyst/ Institutional Investor:

Name of Institutional Investor	Name of Representative of Investor	Designation	Date and Time of Meeting	Venue of Meeting
Union KBC Asset Management Company Pvt Ltd	Vimal Gohil	Research Analyst	03:00 pm Friday, 17 June 2016	Registered Office of the Company

We are also forwarding herewith the investor presentation to be given in the meeting.

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 666000 Fax: 02827 666029 Website: www.atulauto.co.in E-Mail: info@atulauto.co.in

ATUL AUTO LIMITED



Growing Bigger Growing Better...

This presentation contains 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.

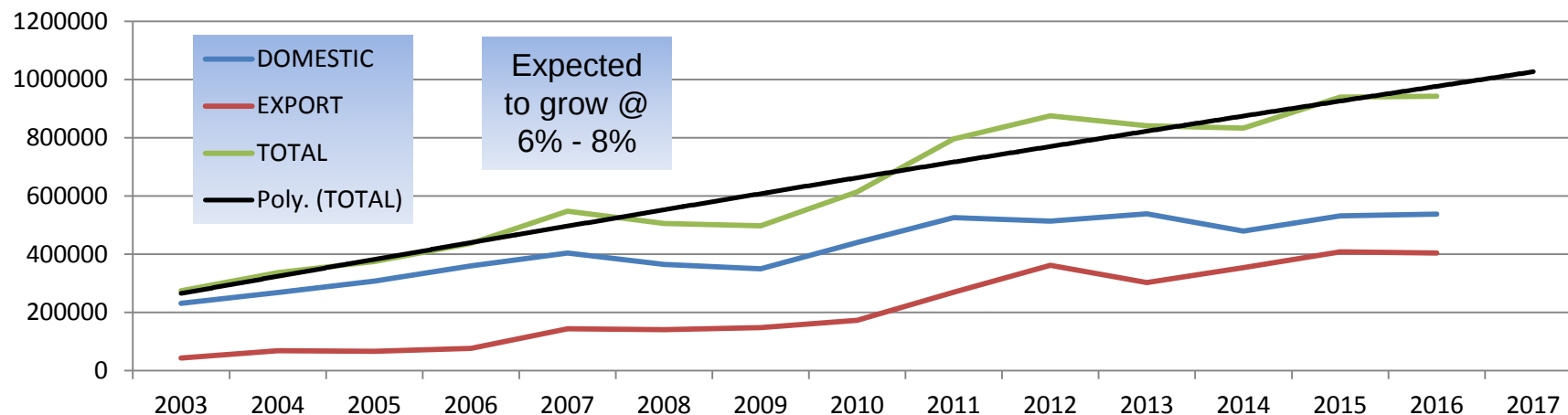
In addition to the above it is to be noted that the presentation is not meant for any public circulation. Further, it is also clarified and understood that under no circumstances, the fund house or person to whom this presentation is given, shall not publish this presentation on its own website or any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

Sr. No.	Particulars	Page
1	Three wheeler Industry	
	• At a Glance – Domestic & Export	5
	• Market Overview	6
	• Key Enablers & Growth drivers	7
2	Atul Auto Limited – Corporate Overview	
	• About us	9
	• Board of Directors & Share Holding	10
	• Consistent track record of Product development	11
	• Products & Network	12
	• Market Share	14
	• Growth Strategy & Expansion	15
3	Financial Performance	16

THREE WHEELER INDUSTRY

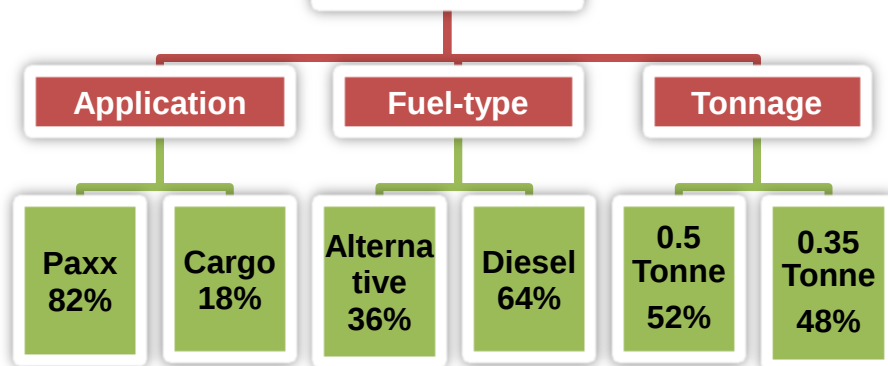
Growing Bigger Growing Better...

Industry – At a Glance



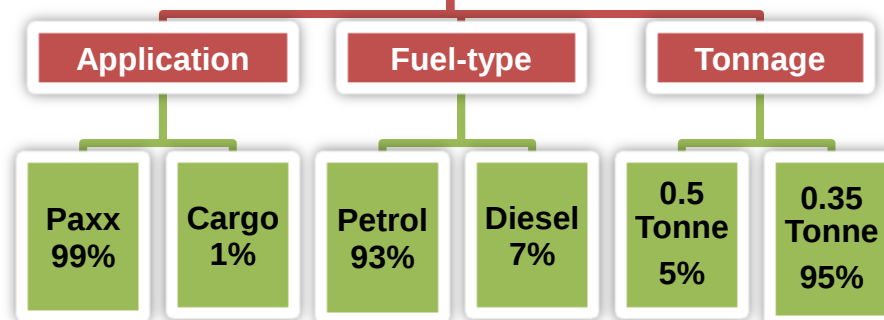
Domestic – 57%

5,38,092 units



Export – 43%

4,04,441 units



Growing Bigger Growing Better...

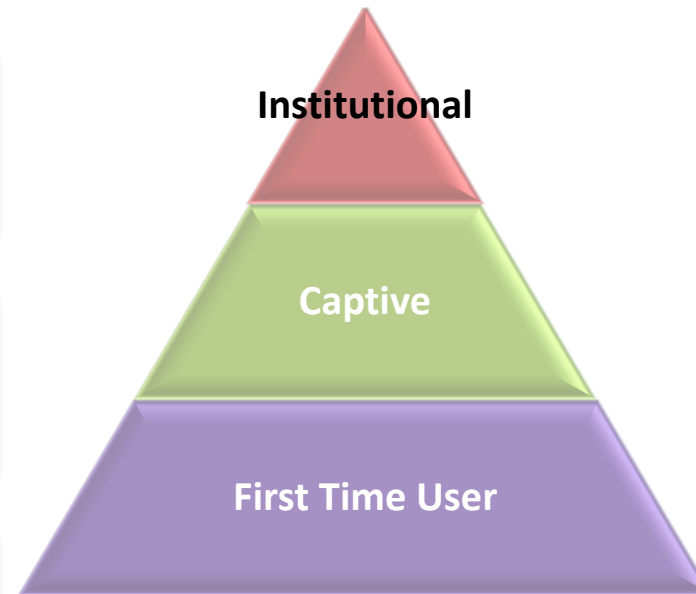
TYPICAL END USERS

Large Corporates in FMCG,
Pharma & Construction

Mid-size companies for captive
use / business proposition

Fleet Operators

Individuals as means of self
employment



MARKET CHARACTERISTICS

Accounts for ~ 15% of the market
National presence and brand
equity a pre-requisite to penetrate
segment High volume, low margins

Accounts for ~20% of the market
Regional reach, customized
product & brand equity are key
drivers Growing segment with
attractive margins

Accounts for ~65% of the market
Availability & cost of finance,
product characteristics, operation
cost, brand equity are key drivers

Growth in consumer driven industries such as Retail, Pharma, FMCG and the infrastructure story has been driving growth in the past

Growing Bigger Growing Better...

Key Enablers And Growth Drivers

- India is one of the largest manufacturer for 3-wheelers producing volume of ~ 950,000 units p.a. and growing at 6-8% p.a.. Having a domestic market of ~ 550,000 units p.a..
- 3-wheelers 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
- And is 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 Financing Banks and big NBFC's
- Government focus on improvement in rural road infrastructure
- 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 Financing 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 is available more easily
- Passenger application in the rural & semi urban areas continues to grow

Growing Bigger Growing Better...

CORPORATE OVERVIEW

Growing Bigger Growing Better...

- Fastest growing player in Domestic 3 Wheeler industry in India, growing at a CAGR of 12.2% for last five years (compared to Domestic Industry CAGR of 1.19%), 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
- Market Cap as on 31.03.2016 was INR 11,395 Mn on BSE & INR 11,336 Mn on NSE

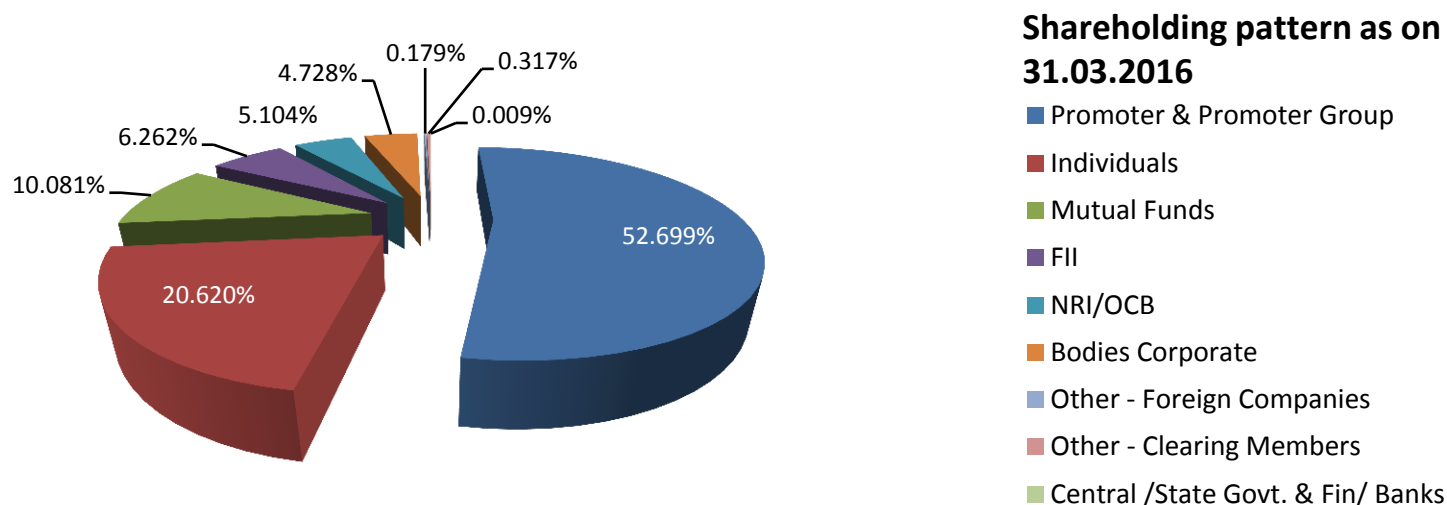


Growing Bigger Growing Better...

Board of Directors & Share Holding



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



Growing Bigger Growing Better...

Consistent track record of product development

Road Master (RTV)
1975 - 2000



0.5 ton (FE)
2000 onwards



Customized
vehicles
2003 onwards



0.5 ton (RE)
2009 onwards



0.5 ton (Atul SMART-FE)
2011 onwards



0.35 ton Diesel
2013 onwards & 0.35 ton AF
2016 onwards



Growing Bigger Growing Better...

Products & Network

FE 0.5 Tn



New Gen. FE 0.5 Tn



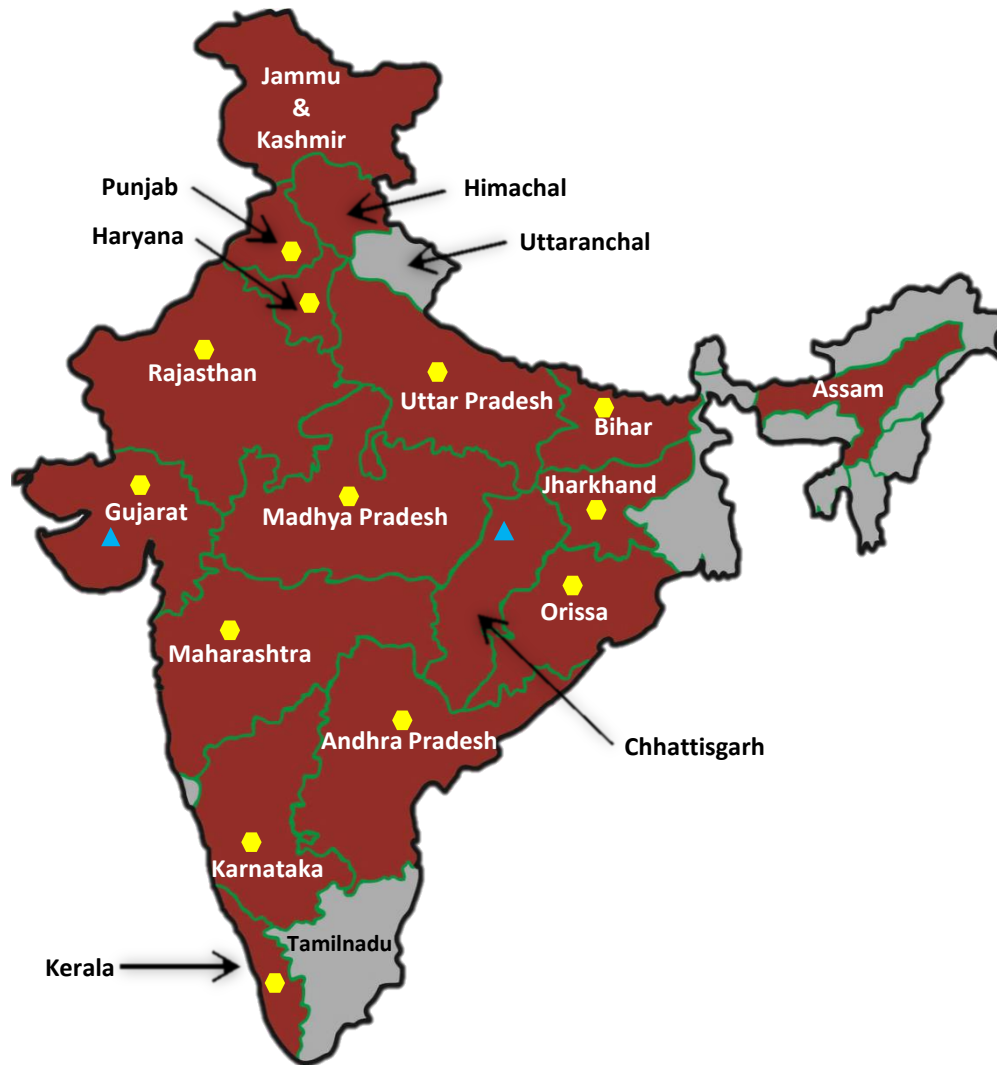
RE 0.5 Tn



RE 0.35 Tn



Growing Bigger Growing Better...



- 17 Regional Offices
- 2 Training Centers

- 200 Primary Dealerships
- 120 Secondary Dealerships

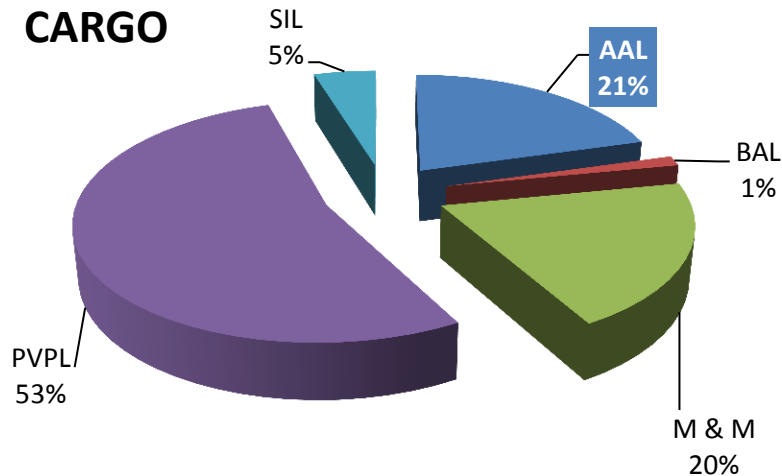
Overseas Presence

- ✱ Bangladesh
- ✱ Tanzania
- ✱ Kenya
- ✱ South Africa
- ✱ Nigeria
- ✱ Jamaica

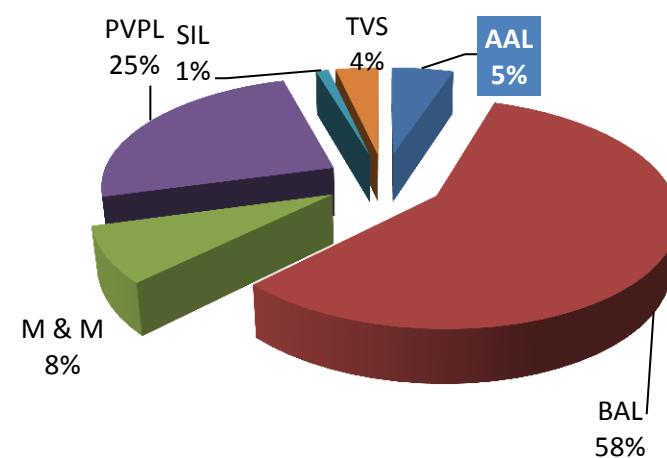
Growing Bigger Growing Better...

Market Share (3W) – Domestic – FY 16

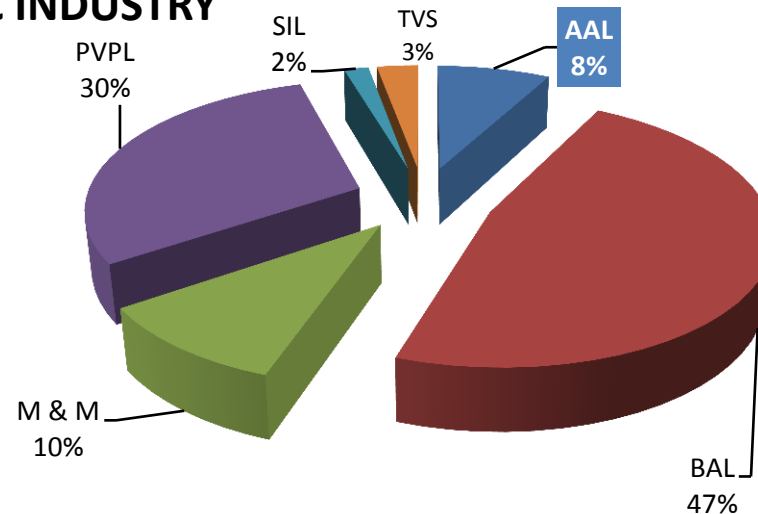
CARGO



PASSENGER



TOTAL DOMESTIC INDUSTRY



Source - SIAM

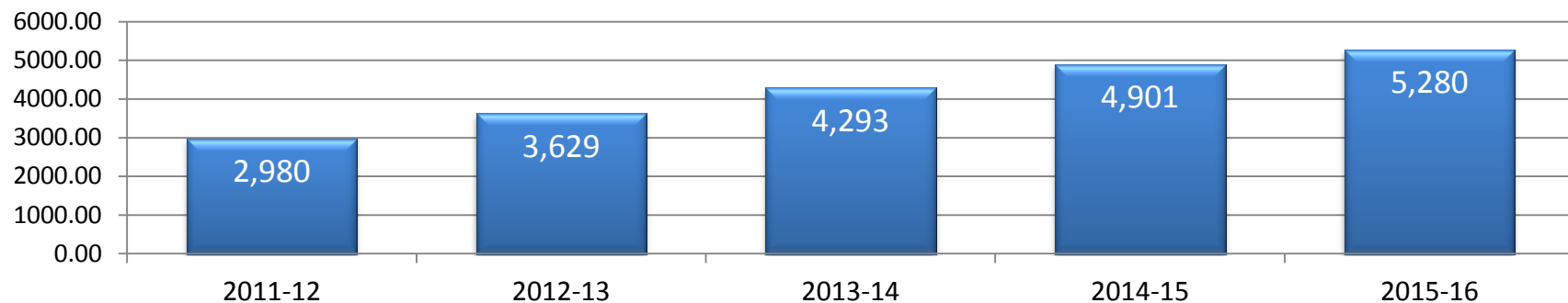
Growing Bigger Growing Better...

- 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.

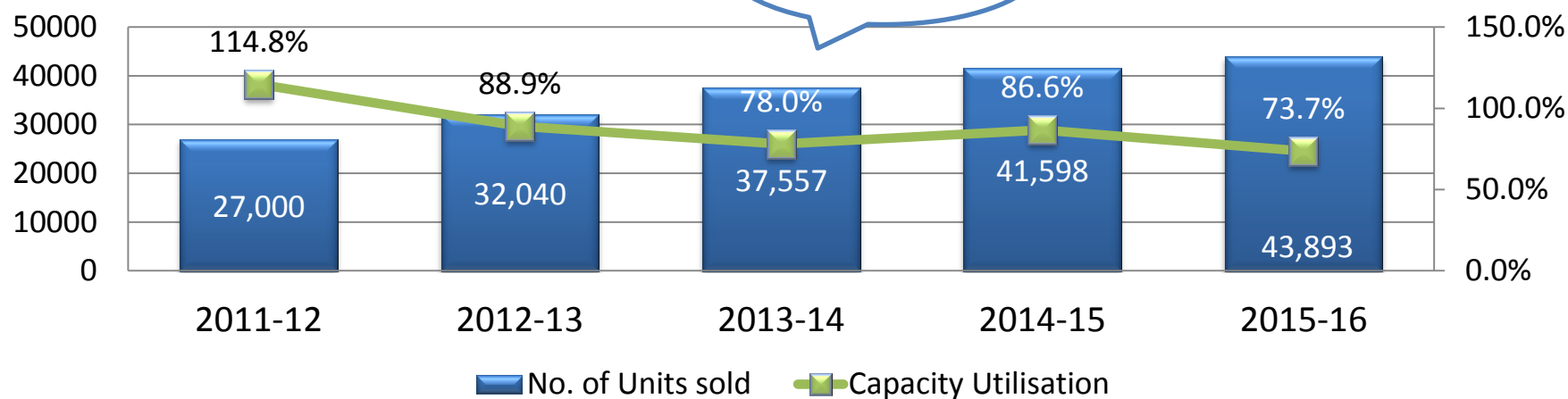
FINANCIAL PERFORMANCE

Growing Bigger Growing Better...

Turn Over (in Millions)

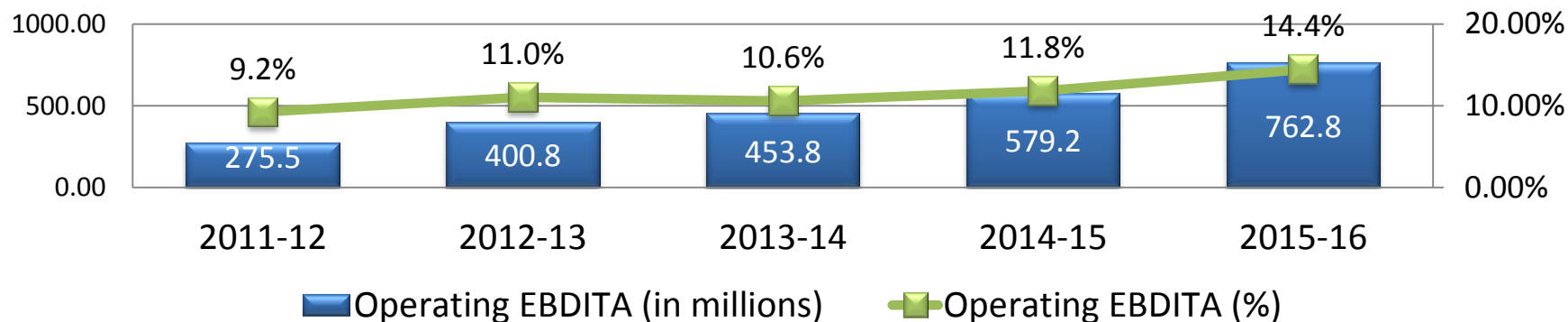


Sales & Installed Capacity Utilization

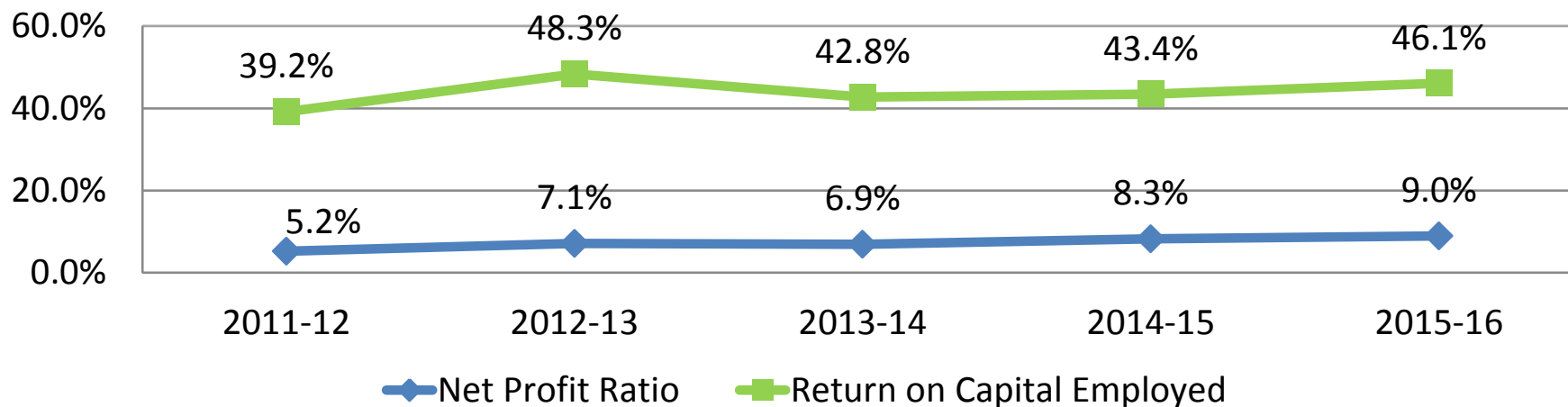


Growing Bigger Growing Better...

Operating EBDITA

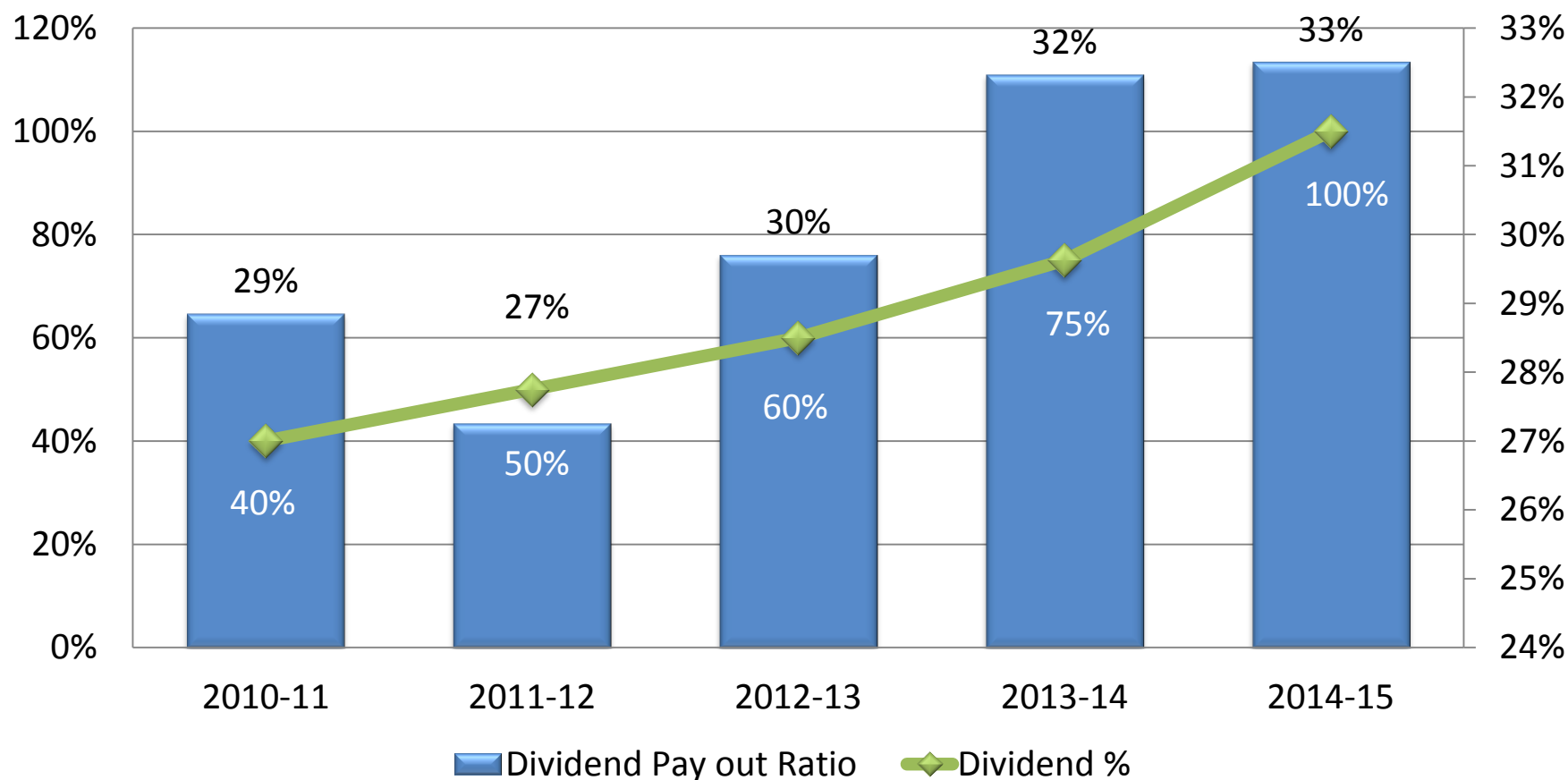


Profitability



Growing Bigger Growing Better...

Dividend History



Note:- 1 - During the year 2015-16, the Company had declared Interim Dividend @ 55% and the Board has recommended Final Dividend @ 50%

Growing Bigger Growing Better...

Key Financial Indicators

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

Growing Bigger Growing Better...

THANK YOU

Regd. Office:- Atul Auto Limited, NH 8-B, Nr. Micro wave Tower, Shapar (Veraval), Dist – Rajkot
(Gujarat) CIN - L54100GJ1986PLC016999

Growing Bigger Growing Better...