

## Twitter Thread by Smart Sync Services



**Smart Sync Services**

@SmartSyncServ



**AR20-21 Notes**

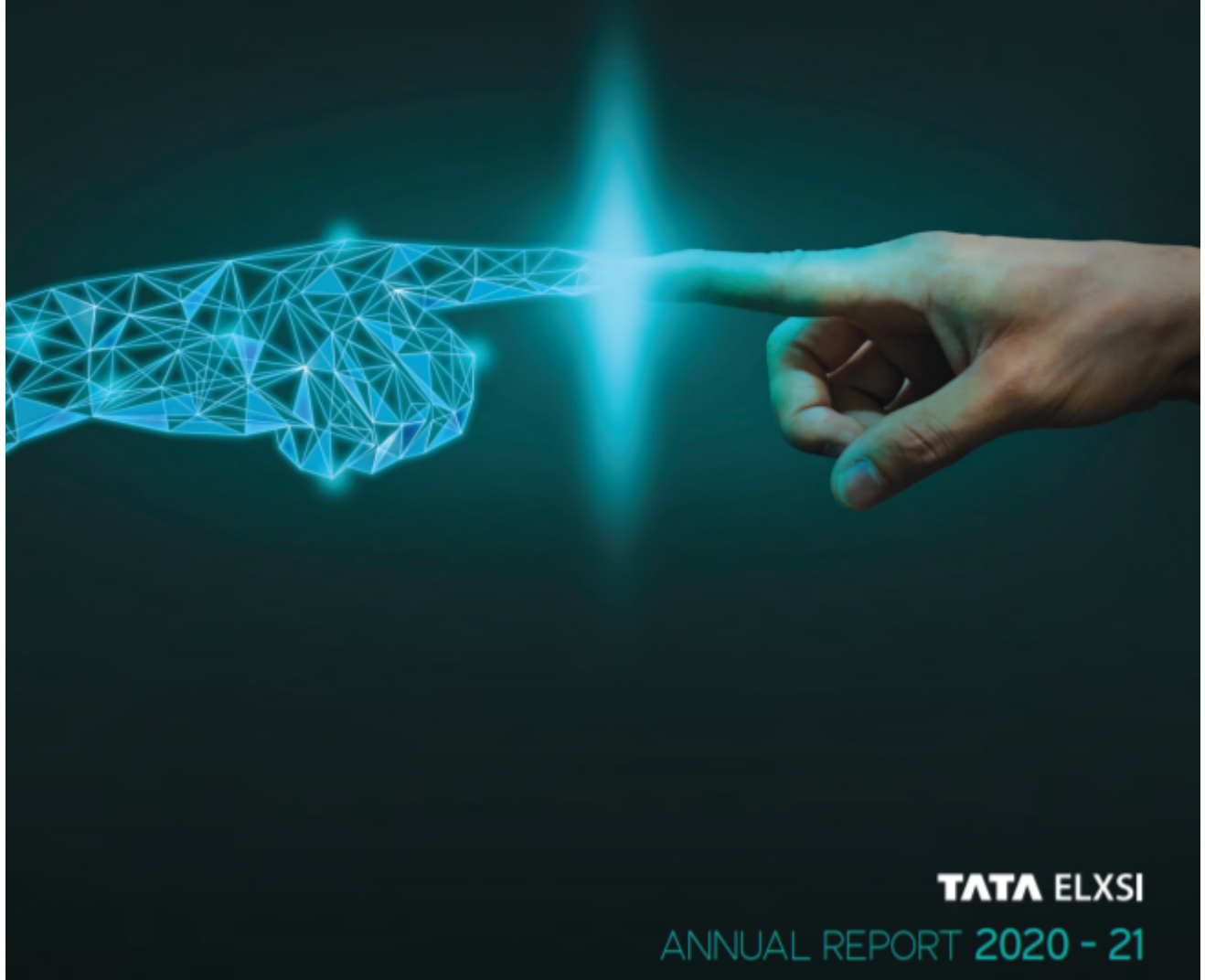
**Tata Elxsi**

**Design Digital**

**Helping Enterprises Re-imagine Products & Services**

**Simplifying Technological Complexity**

**Retweet to help more Investors read AR.■**



## Message From the Chairman

- ~Strong Operating Performance
- ~Diversify-Geopolitical & Currency Risk mitigated
- ~Ranked in the leadership zone of Zinnov Zones 2020 Report

Your Company generated operating revenues of Rs. 1826.2 Cr in FY21, registering a healthy growth of 13.4% YoY over FY20. The Profit before tax was Rs. 511.9 Cr for the year, a growth of 45.3% YoY, crossing the 500 Cr mark for the first time in the Company's history. Your Company's Net Profit for the year stood at Rs. 368.1 Cr, reporting a growth of 43.7% YoY.

2/

DESIGN DIGITAL

- ~Industrial Design & Visualization
- ~Healthcare
- ~Media Broadcast & Communications
- ~Transportation
- ~System Integration



## HIGHLIGHTS

- Selected by DishTV to develop 'Orbit,' the new user interface for both its brands Dish TV & D2H, enabling subscribers with a seamless TV and online viewing experience

Tata Elxsi is a fully integrated global design consultancy, creating innovative products, services, and experiences to build brands and help businesses grow. We have a multi-disciplinary and award-winning team of design researchers, strategists, product and UX/UI designers, technologists, and engineers.

Our services span across consumer research and insights, strategy and innovation, product, and experience design to the development and delivery of interactive and immersive experiences. Tata Elxsi's design teams help clients launch new ideas and award-winning products and services, helping brands differentiate and win in the marketplace.



Sunfeast Mom's Magic - Accentuating the biscuit design to communicate its goodness and richness

3/

Notes from MDA

- ~IT Sector- 8% of GDP, 52% of Services Exported
- ~Capex budgets diverted to IT & digitalization
- ~Disturbance in Automotive Industries
- ~Global Auto demand is going to increase but at a slow pace

The year 2020 was disrupted by pandemic-related sharp declines in growth across industries. When the global economy shrank by 3.3% YoY in 2020 (IMF), India's IT & ITeS sector shone brightly, growing by 2.3% YoY (Nasscom) thanks to faster digital technology adoption. According to Nasscom's Strategic Review 2021, India's technology sector contributed 8% of national GDP and 52% of services exports.

The rate of digital technology adoption has increased across industries, resulting in rapid revenue growth for technology service providers. Enterprises are diverting their CAPEX budgets to technology and prioritizing digitization in the face of a pandemic. According to Nasscom's CEO survey, 70% of businesses expect increased investment in global technology in 2021. With

Notes from MDA

- ~Media & Communication -1 of the few sectors that did well in pandemic
- ~5G adoption faster due to pandemic
- ~Inflection point for digital transformation in healthcare

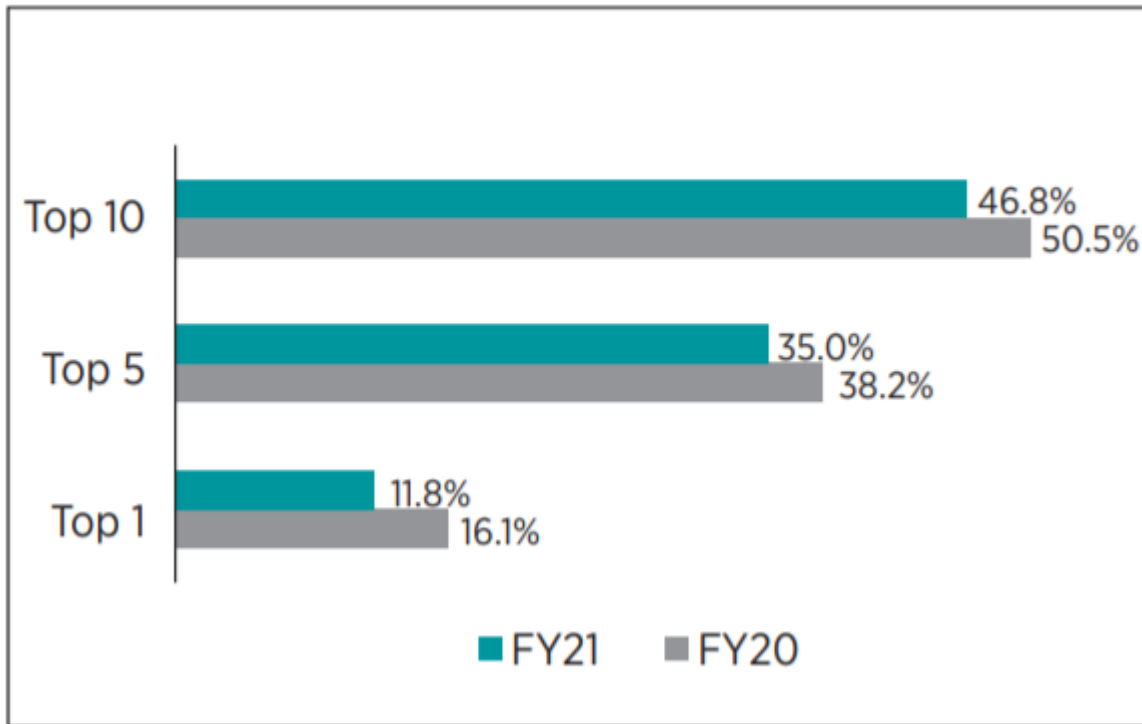
One of the few sectors that was positively affected by the pandemic was the **Media and Communications** sector. With a surge in data & telecom services due to global lockdowns, the Media & Communications sector is expected to grow by a CAGR of 4% between 2020-2023. Furthermore, investments are expected to increase in OTT, 5G, SDN/NFV and AI. The pandemic acted as a trigger, accelerating several developments that were already in motion. With movie theatres closing, OTT (direct-to-consumer through streaming platforms) saw a healthy increase in streaming content consumption, subscription services, and ad-supported models. With the increased adoption of remote working teams and the availability of successful digital collaborative tools, demand for services such as in-home access, home broadband, and over-the-top (OTT) services is increasing. Consumer and enterprise adoption of innovative wireless technology like 5G has increased due to the COVID-19 pandemic, as has customers' desire to try new content options.

Notes from MDA

- ~Client Diversification
- ~Geographical Diversification
- ~Global Automotive ER&D to rebound
- ~Global Hi-Tech led ER&D to grow further



## Client diversification- Revenue Contribution in FY21



6/

Notes from MDA

~ Industrial Design & Visualization

~System Integration & Support

## Industrial Design and Visualization

Tata Elxsi works with customers to develop innovative products, services, and experiences that help them establish brands and grow their businesses. We assist clients worldwide in bringing new concepts and goods to market by combining design and technology.

Your Company's services span across consumer research and strategy, branding and graphics, product design, service design, user experience design, transportation design, 3D-prototyping, visualization, and manufacturing support.

Together with our clients, we simplify and enhance service value by analyzing problems, identifying opportunities, improving processes, and creating unified solutions, meaningful interactions, spaces, and products.

This business continues to deliver integrated services for customers in Transportation, Media & Communication & Healthcare sectors, enabling differentiation and added value, even as it addresses independent design projects in other sectors such as FMCG and consumer appliances.

7/

### Financial Analysis

- ~Other expenses decreased
- ~Overhead expenses came down drastically
- ~Travel Exp gone down 60-70%.
- ~A&P and Communication Exp fell 20%
- ~Leading to higher-margin & PAT

**Financial Analysis**

Particulars	₹ in Crores		Change over previous year%	Percentage of Income	
	2020-21	2019-20		2020-21	2019-20
Sales and services	1826	1610	13	98	97
Other income	40	58	-31	2	3
Total Revenues	1866	1668	12	100	100
Cost of sales	87	81	7	5	5
Personnel expenses	1025	951	8	55	57
Financial expenses	6	6	-	-	-
Depreciation/ Amortization	44	43	2	2	3
Other expenses	192	235	-18	10	14
Total Expenditure	1354	1316	3	73	79
Profit before tax and exceptional items	512	352	45	27	21
Tax expenses	144	96	50	8	6
Profit after tax for the year	368	256	44	20	15

8/

~Balance Sheet

~Profit &amp; Loss

~Cash Flow Statement



			₹ lakhs
	Note	As at March 31, 2021	As at March 31, 2020
<b>ASSETS</b>			
<b>Non-current assets</b>			
(a) Property, plant and equipment	3 (i)	8,600.59	8,229.25
(b) Capital work-in-progress	3 (ia)	726.73	91.31
(c) Right of use assets	32 (b)	6,509.42	5,183.27
(d) Intangible assets	3 (ii)	1,855.22	1,293.49
(e) Financial assets			
(i) Investments*	4	-	-
(ii) Loans receivable	6 (ia)	2,039.96	1,682.70
(iii) Other financial assets	6 (ib)	10,200.00	-
(f) Deferred tax assets (net)	7	995.83	876.83
(g) Other non-current assets	8 (i)	209.39	341.20
(h) Tax assets (net)	9 (i)	1,395.19	1,079.83
<b>Total non-current assets</b>		<b>32,532.33</b>	<b>18,777.88</b>
<b>Current assets</b>			
(a) Inventories	10	6.29	171.20
(b) Financial assets			
(i) Trade receivables	11	40,225.83	39,238.07
(ii) Cash and cash equivalents	12	10,041.73	22,842.45
(iii) Other bank balances	13	75,920.25	43,580.02
(iv) Loans receivable	5	90.51	89.37
(v) Other financial assets	6 (ii)	7,366.55	8,440.70
(c) Other current assets	8 (iii)	5,485.77	5,758.45
<b>Total current assets</b>		<b>139,136.93</b>	<b>120,120.26</b>
<b>TOTAL ASSETS</b>		<b>171,669.26</b>	<b>138,898.14</b>
<b>EQUITY AND LIABILITIES</b>			
<b>Equity</b>			
(a) Equity share capital	14	6,227.64	6,227.64
(b) Other equity	15	128,989.51	102,775.89
<b>Total equity</b>		<b>135,217.15</b>	<b>109,003.53</b>
<b>Liabilities</b>			
<b>Non-current liabilities</b>			
(a) Financial liabilities			
(i) Lease liabilities		6,045.69	4,501.39
(b) Provisions	16 (i)	3,960.00	3,655.98
<b>Total non-current liabilities</b>		<b>10,005.69</b>	<b>8,157.37</b>
<b>Current liabilities</b>			
(a) Financial liabilities			
(i) Lease liabilities		1,275.30	1,325.66
(ii) Trade payables	17		
a) Dues of micro, small and medium enterprises		-	-
b) Dues of creditors other than micro, small and medium enterprises		5,613.07	4,713.20
(iii) Other financial liabilities	18	5,359.80	4,669.41
(b) Other current liabilities	20	8,305.35	7,649.87
(c) Provisions	16 (ii)	1,258.69	1,006.42
(d) Current tax liabilities (net)	19 (i)	4,634.21	2,372.68
<b>Total current liabilities</b>		<b>26,446.42</b>	<b>21,737.24</b>
<b>TOTAL EQUITY AND LIABILITIES</b>		<b>171,669.26</b>	<b>138,898.14</b>

9/

More Resources to learn:

~10 concall Notes: <https://t.co/9NzvH2rTkz>

~5 Min Stock Idea(July-2020) <https://t.co/FP5EWu6vMV>

~Infographic: <https://t.co/0V8KpHkWck>

~FY20 AR Notes <https://t.co/rApz6XYfHw>

~@soicfinance video: <https://t.co/SuuwDaTS7h>

End