



CEDAR

**ANNUAL
REPORT**

**21
22**



“

Our motto is to provide market linkage to farm & non-farm sectors through fair & transparent pricing.

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**COMMITTED
TO OUR
CUSTOMERS**

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CHAPTER

I



CEDAR Retail – An Overview

INTRODUCTION

India has been traditionally an agrarian country with agriculture still being a major employment provider. MSMEs are also one of the major employment generators especially in the rural areas. However, in spite of being employed, a significant percentage of the population are unable to enjoy its economic benefits. In spite of consumers purchasing the products at a reasonable price, most of the farmers, artisans & labourers earn abysmally low income owing to the lack of appropriate market linkage and the dominance of the traders & middlemen. Often this section of people especially in the rural areas find it difficult to sell their produce directly in the market due to low volumes & unavailability of proper guidance to market their products. Additionally, limited access to proper credit facilities played a key role in stunting the economic upliftment of a sizeable population.

CEDAR Retail, one of the key entities of ESAF group was constituted to provide the quintessential market linkage to farm and non-farm sectors of the country through fair and transparent pricing.

The growing disparity in the income levels clubbed with the increasing prevalence of pover-

ty paved the way for the foundation of Evangelical Social Action Forum (ESAF), an NGO in the year 1992 by a great leader & social reformer Shri K. Paul Thomas. The NGO was setup with a larger vision of sustainable and holistic transformation of the poor and the marginalized for a just and fair society. To achieve this vision ESAF had a three-pronged strategy of credit, market access and training which formed the three core pillars of ESAF from the beginning. Today, ESAF as an organization has grown leaps and bounds with 30 group entities catering unflinchingly to the Founders' vision and motto of Fighting the partiality of prosperity.



CEDAR

ESAF has been an active participant in supporting the agricultural sector in India through its myriad activities. ESAF entities are actively involved in providing support to projects for small & marginal farmer development, village-level entrepreneurial development & skill training activities through which the rural youth, women & the farming community are empowered to undertake income generation & sustainable farming activities.

CEDAR Retail, one of the key entities of ESAF group was constituted to provide the quint-essential market linkage to farm and non-farm sectors of the country through fair and transparent pricing. Creating an affordable and accessible marketplace catering to the requirements of all strata of the society has been the motto of CEDAR. ESAF society launched its first supermarket ESAF Swasraya Bazaar at Pattikkad, Thrissur in the year 2004. In 2008 the retail activities was consolidated into a new company - ESAF Retail. ESAF Retail was renamed as CEDAR Retail Private Limited on 01st Jan 2020 . CEDAR Retail's area of operation includes Food and FMCG, Consumer Durables and ICT and Natural Fiber.

The rich experience of working with numerous economically sidelined communities at grassroot level helped to identify the core issues faced by these sections of society.

CEDAR is committed to imparting requisite skills training & providing a platform to market their products at reasonable

prices thus ensuring a steady source of income for them.

Through this venture, CEDAR aims at bringing a positive change in the society, especially women to empower them economically & to ascertain a better quality of life.

Being a customer – centric organisation, CEDAR Retail focuses its efforts to offer a wide range of high-quality products at reasonable prices to all sections of the society. CEDAR has kept innovation at the core of all its activities since inception which has enabled the company to offer value for money to its customers. CEDAR has been gradually increasing its reach among the consumers with its network of stores, especially to in the rural and semi – urban population.

CEDAR Retail, has channelized its efforts towards creating forward linkages for small entrepreneurs and manufacturers by providing them with reliable and viable supply chains while also ensuring a platform to showcase and sell their products at a better price.

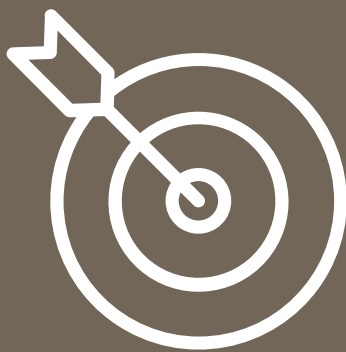


Vision

Be a catalyst in building a society with equal livelihood opportunities, improved quality of living, and responsible consumption.



MISSION



- 1.** Catering to the needs of the society by creating and promoting value-based services, products and brands, supporting marginalized communities in accessing market linkages.
- 2.** Creation of multiple food brands with major focus on organic products procured directly from the primary producers ensuring its quality and standardization.
- 3.** Creation of multiple sales channels including, stores, distribution and building meaningful business partnerships to ensure scale of operations and growth for our suppliers.
- 4.** Creation of lifestyle and utility brands with its sourcing directly from artisans, craftsman who are at the bottom of the pyramid at the same time build meaningful business partners who can supply quality products that align with our values.

values



Trust

We practice integrity in all our transactions and interactions, which helps us inspire trust among internal and external customers

Quality

We always comply with the standards defined for products and services

Customer Value

We set benchmarks for customer value and constantly improve upon it

Innovative

We drive efficiency and effectiveness in our business by being innovative

Achievement Orientation

We help you to achieve more for self, company and customers



K. Paul Thomas
Founder, ESAF Group of Social Enterprises

**Message from
Founder**

Dear Stakeholders,

With the outburst of the Coronavirus pandemic, almost all sectors of society underwent disruption on a massive scale. Many precious and innocent lives were lost. The financial year 20-21 was one of the most challenging years for all of humankind, and the onset of the second wave of the pandemic during the financial year 21-22 threw up more challenges.

Though the ramifications of the pandemic and the adoption of the 'new normal' posed new challenges to organisations across the world, better days were ahead, after the lockdowns were lifted. Nonetheless, the lessons learnt during the FY 20-21 paved the way for better management and containment of the second wave of the pandemic in FY 21-22.

Even amidst the pandemic, CEDAR continued to serve its customers with outstanding commitment, within the boundaries of the Covid-19 rules and regulations. This was possible only because of the tireless and constant labour of the employees and stakeholders. Besides the multitude of endeavours, a unique bakery brand 'Crosso' was launched, in addition to the gourmet store called CEDAR Gourmet and Cafe Crosso. Furthermore, various other initiatives such as 'Kaitharikkoru Kaithangu' and 'Mahilodaya' were supported by CEDAR as part of our social commitment. I am happy that 'Kaitharikkoru Kaithangu' was successfully initiated for the second year on the trot.

Despite the Covid 19 crisis, we could register a growth of more than 16%. We have set an

ambitious target for the current financial year as the market is back to normal.

“Despite the Covid 19 crisis, we could register a growth of more than 16%.”

Also, the commitment to society and remaining accessible and affordable to all strata of the population will continue to be our main agenda while ensuring and delivering quality products and services. I would like to take this opportunity to express my deepest gratitude to the Board of Directors, all the investors and the staff of the organisation for being a constant source of strength to CEDAR Retail. We hope to achieve greater heights in the coming years with the diligent and sedulous efforts of all the stakeholders.

Warm Regards,
Shri. K. Paul Thomas
Founder,
ESAF Group of Social Enterprises



Jacob Samuel
Chairman

**Message from
Chairman**

Financial year 20 – 21 was one of the most challenging years faced by the humankind in the recent history. With the pandemic threat looming throughout the year, the challenge was to minimize the impact of the deadly virus on human lives while sustaining the economy. However, FY 21 – 22 presented new set of challenges with the onslaught of second wave which was much more severe than the first wave leading to loss of numerous precious lives.

India witnessed several highs and lows throughout the year ranging from the devastating second wave to record vaccination drive. Several organisations found it challenging to run the businesses with the consistent decline in demand in FY 20 -21. However, some improvement was seen in business with the gradual lifting of the lockdown

“CEDAR continued to serve its customers during the pandemic ensuring compliance with all the COVID-19 rules & regulations. This was possible only due to our employee’s commitment & unwavering support of our stakeholders.”

FY 20 – 21, was a turning point for businesses world over. The scenario was no different in India with the pandemic posing challenges of

unprecedented scale. The valuable lessons of FY 20 -21 proved instrumental in business operations in FY 21 – 22.

CEDAR continued to serve its customers during the pandemic ensuring compliance with all the COVID - 19 rules & regulations. This was possible only due to our employee’s commitment & unwavering support of our stakeholders. The pandemic is also a reminder for us to be always prepared for the unforeseen and explore areas outside our comfort zone. COVID - 19 has taught us the significance of remaining innovative and relevant to our customers as they are key to driving any business.

While the pandemic had slowed down our growth, we are committed to putting CEDAR Retail back on the path of growth. We are equally devoted to social and environmental well – being which is the core of our operations. I am confident, that in years to come CEDAR Retail will scale new heights with a significant presence both in Indian and international markets

Warm Regards,
Shri. Jacob Samuel
Chairman



Alok Thomas Paul
Managing Director

**Message from
Managing Director**

The greatest glory in living lies not in never falling, but in rising every time we fall.
--Nelson Mandela

Financial year 21 – 22 began with the second wave of pandemic tightening its grip across the country and severely impacting the lives and livelihood of scores of people. India witnessed one of the most horrifying scenes during the second waves. With the easing of restrictions & re – opening of business coupled with the vaccination drive, demand slowly started picking up. This was followed by the third wave which although milder impacted a significant portion of the population. Multiple waves of COVID 19 hit businesses alike owing to lockdowns, decline in income levels and reduced average productivity as the employees were afflicted with the virus.

The uncertainty posed by the pandemic still looms over humanity. The pandemic completely changed the way businesses were conducted. However, the business has slowly picked up the pace even though we have still a long way to go to reach the pre-pandemic level of business.

At CEDAR Retail, we remained operational even during lockdown providing uninterrupted service to our customers. This was made possible with the combined efforts of all our employees and stakeholders. In addition to the existing businesses, CEDAR ventured into new areas of operations in the fiscal including an exclusive bakery brand ‘Crosso’, a premium gourmet store – CEDAR Gourmet and Café Crosso. CEDAR also launched various initiatives as part of our social commitments comprising of Kaitharikkoru Kaithangu & Mahilodaya. The new endeavours have helped CEDAR to scale up its operations along with increasing the penetration & reach.

At CEDAR, we have always kept customers at the core of all our operations. The trust

bestowed upon us by our customers has helped us to sail through the most difficult times. Hence with the view to ensure value for money to our customers, CEDAR channelized its efforts to introduce new processes & improve its existing processes during the fiscal.

Financial year 2021 – 2022 has been a challenging year with pandemic impacting the business for a major part of the year. The deadly virus severely impacted the demand which resulted in decline in business. However, inspite of the unprecedented situation, CEDAR Retail achieved a net turnover of Rs. 128.93 crore, a growth of 16.56% from previous fiscal. Although we are yet to match the net turnover of Rs. 194.05 crore reported in FY 19 -20. The gross profit this fiscal grew from Rs. 10.59 crore to Rs. 13.68 crore an increase of 29.18%. The Company aims to increase its reach and penetration in the current fiscal and has set the target of Rs. 300 crores turnover for FY 22 -23.

In the next fiscal, we shall continue to remain committed to being accessible and affordable to people of all strata of society whilst offering best - in - class products & services to our customers. We hope the new fiscal will offer new opportunities and CEDAR Retail will achieve many milestones with the combined efforts of both internal and external stakeholders.

Warm Regards,
Shri. Alok Thomas Paul
Managing Director

Board of Directors And Leadership Team



Mr. Jacob Samuel
Chairman



Mr. Alok Thomas Paul
Managing Director



Ms. Emy Acha Paul
Director



Mr. K T Thomas
Director



Mr. Rajesh Sreedharan Pillai
Nominee Director



Strategic Business Units

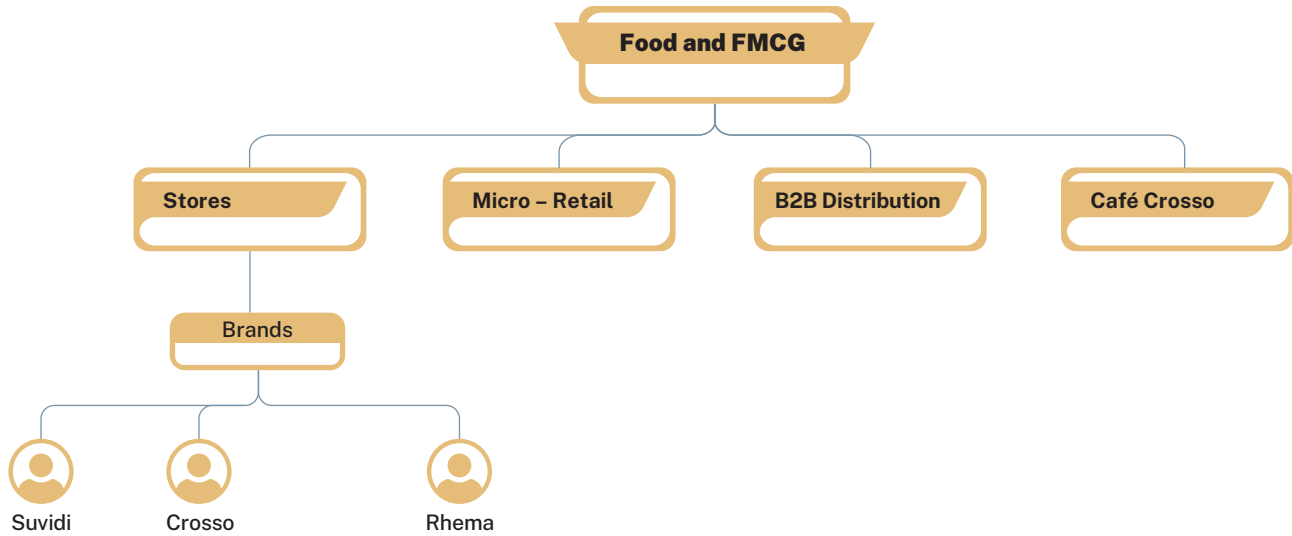
With an objective to positively impact the economically weaker sections of the society, CEDAR has diversified its business into 3 Strategic Business Units (SBUs) with a clearly defined purpose for each SBU. The 3 SBUs comprises of Food & FMCG, Natural Fiber and Consumer Durables & ICT. Formation of separate SBUs has helped the Company to channelize its efforts in the right direction, thus ensuring expert level management of each vertical. Each SBU shares

the common mission & vision.

Food & FMCG has been further subdivided into Stores, Micro –Retail, B2B distribution and Dairy Products while the Consumer Durables & ICT comprises of Consumer Durables and Solar products. The Company has started several new initiatives in the fiscal to enter into new segments & has further strengthened its current operations in FY 21 - 22.



Food and FMCG



a. Stores

CEDAR Retail through its network of 8 stores comprising of 4 supermarkets, 3 micro markets & a premium Gourmet store serves both urban and semi - urban population of Thrissur. The objective of CEDAR Supermarts and Micromarts is to offer a wide range of daily essentials at a reasonable price thus making affordable products accessible to everyone alongwith gradually building a loyal customer base. These stores also offer a platform to local farmers to sell their produce. CEDAR Retail introduced Mahilodaya in



the retail stores with an objective to promote women entrepreneurship by providing market linkage avenues for their products. Under this initiative, CEDAR has been successful in providing marketing opportunities to local women entrepreneurs to sell their products through CEDAR supermarkets. CEDAR Gourmet, is a recent addition to CEDAR's network of stores. It is a premium outlet catering to the urban population.

Brands

1. Suvidi

Organic products play a significant role for maintaining a healthy living. With increasing awareness about the benefits of organic food, people world over are gradually adapting to organic products. Going forward, organic food will be the key to sustaining a healthy population thus reducing lifestyle diseases and preventing public health risks as a whole.

Suvidi, the organic brand of CEDAR Retail envisions a healthy society, making healthy organic products accessible to everyone and developing a healthy lifestyle. The idea of Suvidi took shape in 2006, when CEDAR Retail planned to reintroduce traditional organic farming at the

Adatt paddy fields, Thrissur, Kerala. The in-house organic brand of Suvidi is sold through the CEDAR's network of retail stores and also available online.

2. Crosso

Another brand under the Food & FMCG SBU is 'Crosso' which was launched in FY 21 – 22 with an objective of tapping the snacks segment. Crosso, is a bulk producer of bakery products and pre-packed snacks made out of high-quality ingredients. Brand 'Crosso' is focused at offering innovative products at affordable prices without compromising on the latest food trends. These products are available at all the retail stores of CEDAR.



3.Rhema

This brand was established with the objective of providing a market for individual milk producers. Dairy farmers are ensured regular income through the network of CEDAR Retail stores that offers guaranteed market, remunerative price, credit support, technical inputs, testing facilities, etc. The robust cold – chain infrastructure guarantees consistency in the quality of products offered under the brand name ‘Rhema’. The products are currently available at Thrissur, Alappuzha, Kottayam and Ernakulam districts.



b. Micro – Retail

CEDAR Retail’s micro retailer project focuses on fulfilling our vision of empowerment of the poor and the marginalized segments of society. This model ensures the upliftment of low-income families, giving them financial independence and helping individuals in rural areas to generate livelihood, making them self-reliant and entrepreneurial. This model has been successful to a great extent as this channel is providing livelihood to several women micro – retailers. These micro – retailers have played an integral role in strengthening our distribution network and increasing penetration in new and existing markets. Presently, 6 micro – retailers cover 500 shops in in Palakkad and Thrissur districts.



c. B2B Distribution

CEDAR Retail is one of the major food staple distributors in central Kerala. This division directly procures numerous variants of food grains and spices from multiple states and distributes these products to supermarkets and stores situated in the districts of Thrissur, Palakkad, Malappuram and Ernakulam districts. CEDAR Retail procures high quality pulses directly from farmers, thus avoiding middlemen and hence offering them a better price. This price benefit is passed on to our customers by offering them affordable products.



d. Café Crosso

Café Crosso was launched with the aim to cater to the younger population. The outlet is a premium hangout for family & friends offering a wide range of sandwiches, wraps, burgers, continental food and beverages. The café which is based in Thrissur has been successful in garnering a loyal customer base in a short span of time





Natural Fiber

The natural fiber division offers unique range of hand-crafted products manufactured by the tribal and rural artisans, majority of them being women. Through this initiative, CEDAR Retail aims to conserve their traditional skills, natural resources, and their affinity to nature and aid them in generating a reasonable financial return. These particular vertical covers handloom products along with products made of jute, bamboo and water hyacinth.

CEDAR manufactures bamboo products at its production facility based at Jharkhand using two types of bamboo, i.e. Tulda & Balkua. CEDAR has played a pivotal role in providing training & employment to around 180 artisans of one of the most economically marginalized Mahli tribes of Jharkhand. These tribes have exceptional expertise in bamboo handicrafts. CEDAR has also been able to tackle the adverse environmental impact

of water hyacinth to a certain extent.

Water hyacinth, a weed infesting the majority of water bodies is one of the raw materials used in the manufacturing unit to produce value-added products.

There exists a significant economic and social need for converting water hyacinth into value-added products due to following reasons:

- ◆ Its removal helps to conserve water and rejuvenate the environment.
- ◆ Sustainable livelihood & inclusive growth in rural areas since the raw material is free and abundant.
- ◆ Opportunity to earn as per the skill level of the artisan
- ◆ An eco-friendly product for the consumers.
- ◆ Helps to empower women in rural India.

CEDAR provides requisite skill set training to the artisans alongwith employment opportunities especially to women artisans both at the production facility & the work from home model.



CEDAR successfully adopted the work from model in 2020 owing to the pandemic & continued to extend the facility to its artisans in FY 21 - 22 which has benefitted numerous artisans especially women. With this model, women associated with the Company were able to manage their household chores and kids while simultaneously earning an income for themselves and their family. The work from home model attracted more women to join the initiative. On the other hand, this model has helped to increase storage capacity, addition to existing product categories and hence overall production output.

The Natural Fiber division scaled up its product portfolio from 2 products to 7 products in FY 21 -22. The division also strengthened its work force from 455 in the previous fiscal to 828 in the current has helped to increase storage capacity, addition to existing product categories and hence overall production output.

Brand - *Gonature*

CEDAR Retail with an intention to promote the use of natural resources, entered into manufacturing of products from naturally available fibers while ensuring high standards in production quality. These particular vertical covers product made of jute, bamboo and water hyacinth which is designed and manufactured with a sole intention to disperse monetary value to the population who are at the bottom of income pyramid.

The products made are currently marketed under brand name 'GoNature'. The brand is built upon the concept of developing products from natural resources which could replace artificial material. These products made by tribal artisans of Jharkhand have a market both in India and abroad. Our international clientele for such products includes iconic brand like IKEA Sweden.

go nature
eco conscious crafts



a. Consumer Durables

CEDAR Retail offers a vast range of products including clean-energy products and consumer durable products at affordable prices. It extends support through a uniquely designed program which enables field partners (MFIs & NGOs) to effectively implement and quickly scale up its energy program. This vertical has presence in 8 states including Kerala, Tamil Nadu, Karnataka, Jharkhand, Maharashtra, Madhya Pradesh, Chhattisgarh and Bihar.



b. Solar Products

Increasing awareness about the benefits of renewable energy and its positive impact on environment clubbed with rising electricity tariffs have created a need for solar powered products. The solar division at CEDAR Retail was formulated with the objective of educating the masses about solar products, improving its reach and increasing the use of eco-friendly solar powered products across households in Kerala. Our prod



ucts include solar inverters, solar on grid and off grid systems and other green energy products. Solar division expanded its business in Tamil Nadu and added over 100 new customers in the fiscal. Solar Awareness training was conducted for 50 Plus new entrepreneurs across Kerala. Additionally, solar awareness training was also undertaken in parts of Tamil Nadu.

As part of CEDAR’s collaboration with MicroEnergy Credits (MEC) carbon program, CEDAR sold 27,219 solar products in the fiscal.

Brands

1. Powergram

Powergram is committed to the cause of reducing the usage of non – renewable energy and educating the masses about the long – term benefits of creating one’s own energy resource. With the increasing impact of global warming and irreversible damage caused by the climatic changes, green energy is the only sustainable way to power our households, educational institutions, organisations, etc.


Powergram is one of the fast-growing solar solutions suppliers in India, offering services even in remote locations. Powergram has associated with multiple leading brands to offer a wide range of solar on grid & off grid solutions, solar Inverters and other green energy products. Powergram provides end – to- end installation process starting from site inspection, suggesting customised solar solutions and installation at the site. Powergram also offers servicing of these products. Through its focused efforts, Powergram has been successful in gradually shifting many institutions and households to solar energy.





POWERGRAM
em-powering lives... —



Special initiatives


 Kaitharikkoru Kaithangu (A support for Handloom) was launched on National Handloom Day, 7th August 2021 to increase awareness, provide support and mentoring to the struggling handloom clusters of Thiruvillamala, Eravathody, Kuthampally and Kanhirode based in Thrissur and Kannur districts of Kerala. The objective of this initiative is to increase visibility and improved marketing opportunities of these handloom products while addressing the various challenges faced by the sector with the help of multiple task force solely focusing on overcoming these constraints. As part of the initiative, products sourced from the handloom clusters were sold under the brand name of GoNature in association with ESAF SFB (CSR initiative).


 As a precursor to Christmas festivities, a cake mixing ceremony was organized on 1st October 2021 at the premises of CEDAR in association with ESAF Co-operative. The event was inaugurated by Smt. Mereena Paul, MD & Chairman ESAF Financial Holdings & Co – Founder ESAF group of enterprises and was attended by Shri K. Paul Thomas, MD & CEO of ESAF SFB and Founder of ESAF Group of Social Enterprises, Shri Alok Thomas Paul, MD CEDAR Retail alongwith senior officials of ESAF group. Mix for 3 cake variants was prepared for 5000 cakes.


 Payasam Mela was organized as part of the festive season of Onam. Payasam was sold through CEDAR Supermarts, CEDAR Micromarts & ESAF entities.



New Beginnings

◆ CEDAR Retail in collaboration with ESMACO CFC launched a new food production facility on 14th April 2021 at Poochatty which was inaugurated by Mr. Alok Paul, MD & CEO, CEDAR Retail.

◆ CEDAR Gourmet & cafe Crosso was inaugurated on 14th Feb 2022 at Mission Quarters, Thrissur by Ms. Anu Sithara, actor & dancer and Mr. M K Varghese, Mayor, Thrissur Corporation.

◆ A 12,000 sq. ft. centralized warehouse was inaugurated at Moorkanikkara on 28th February 2022. The new warehouse facilitated consolidation of 2 warehouses situated at separate locations at Vettikal along with ensuring safe storage of goods and enabling an increased storage capacity by 1.5 times.

◆ Café Poochatty was inaugurated at Poochatty, Thrissur. The café which has gained popularity among the locals in a short span offers a variety of snacks, soft drinks alongwith tea and coffee.

◆ CEDAR Trust shop was inaugurated on 18th Jan 2022 at ESAF Bhavan, Thrissur. At this store, customers are not monitored for the payments they make against the products purchased by them. There is no manpower or technology deployed to check the payments made by each customer. After the customer makes a purchase, he/she has to deposit the money in honesty box or use honesty QR code to make payment. This store solely runs on trust.

◆ Smt. Mereena Paul, MD & Chairman ESAF Financial Holdings & Co – Founder ESAF group of enterprises launched ‘Mahilodaya’ on 16th April 2021 at CEDAR Supermart, Mannuthy This initiative is aimed at providing a platform for the women micro – entrepreneurs to showcase & sell their products by providing a shelf-space at the stores.

New Launches

ESAF Mart, an online store for selling ESAF branded merchandise was officially launched on 11th March 2022 by Shri C P Mohan Director, ESAF Small Finance Bank . ESAF Mart logo was unveiled by Shri K T Thomas, CEO Rhema.

With an aim to increase its online presence of Powergram, the website for the brand was officially launched on 11th March 2022 by Shri Alok Thomas Paul, MD CEDAR Retail.

'Crosso' brand was launched on 13th September 2021 by Shri K. Paul Thomas, MD & CEO of ESAF SFB and Founder of ESAF Group of Social Enterprises and Smt. Mereena Paul MD & Chairman ESAF Financial Holdings & Co – Founder ESAF group of enterprises.

New Tie-ups

CEDAR Retail entered into a tie – up with Lucas-TVS green as a super-stockist for their energy efficient BLDC (Brushless Direct Current Motor) fans.

CEDAR Retail directly procures fruits & vegetables from farmers, thus excluding middlemen and offering a better price to the farmers. The Company promotes local farmers by providing them an opportunity to sell their produce at CEDAR Retail's stores. As part of this initiative, a new vendor who grows vegetables locally was onboarded for supplying vegetables at Supermarts and Micromarts.

Natural Fiber division initiated work on a new product i.e., Glue Board project. The project aims to develop a bamboo board which has multiple uses including chopping board.

Key Highlights

Habitat, an NGO tied up with CEDAR Retail as implementation partner to procure & deliver FEK (Food Essential Kits) as a part of CSR activities of other institutions. The initiative generated a business of Rs. 82 Lakhs.

CEDAR donated benches at Kuttimukku padashekaram as part of brand promotion.

ESAF society donated Covid & Flood Relief kits to ESAF Sangam members. The kits were procured from CEDAR.

As part of the consolidation process, 3 godowns were closed. 2 godowns at Kinfra & Moorkanikara godown with a combined area of 13.2K sq. ft. with state-of-the-art facilities were added in the current fiscal. The systematic & improved storage facilities have helped to strengthen the sales backend & help to maintain the quality of products.

Periodic damages & stock loss accounting were introduced which helped to reduce the damages.

Periodic monitoring of near-expiry and damaged stocks to minimize irreparable losses & improved customer experience

Stock reconciliation on a quarterly basis & audits helped to control stock leakages

Social & Environmental Impact

CEDAR Retail has focused on providing numerous opportunities to the economically marginalized sections of the society especially women by creating direct and indirect employment for them. Through our various businesses, we have been unceasingly striving to financially uplift these sections of the society. We have been successful to a certain extent in bringing a positive impact in the society through our committed actions. On the other hand, CEDAR Retail has been working towards creating a positive change in the environment through eco - friendly processes and products. Our stakeholders and partners have played a key role in our endeavors and helped us to fulfill our objectives to a certain extent.

■ Suvidi organic was launched with the objective of increasing awareness about the benefits of organic products on health and environment whilst safeguarding the interests of organic farmers who are committed to using traditional organic methods in their farming. Considering the long-term impact of traditional method of farming and the health benefits of organic methods, many farmers have switched to traditional methods. With no use of chemical fertilizers and pesticides, organic farming has played a key role in reducing soil pollution thus having a positive impact on the environment.



■ GoNature - Through the committed efforts of our stakeholders and partners, we have been able to preserve the age-old handloom products of weavers from Thrissur, Kerala along with the traditional crafts of tribal artisans of Jharkhand and West Bengal. By providing a market for the products made by these rural artisans, they have been able to earn a reasonable income thus ensuring their financial stability.



■ Powergram is working towards increasing awareness about the benefits of renewal energy and improving the reach of solar products and usage among the various sections of the society. Through this division, CEDAR Retail is aiming to encourage customers to switch to environment friendly and inexhaustible energy source.

■ Supermarkets and Micro markets through its network of stores are actively involved in providing employment to the locals especially women. The stores also offer market linkages to micro - entrepreneurs, thus helping them earn a livelihood. The business and job opportunities provided by CEDAR Retail's stores have played a significant role in economically uplifting the weaker sections of the society, thus resulting in better standard of living of them.

“

**Excellent firms don't
believe in excellence - only
in constant improvement
and constant change.**

Tom Peters

”

Award

Cedar Retail received the Appreciation Award for Leading MFI Partner 2021 from VIVO Kerala on 22nd March 2022.

Certification

- **Baisa factory, under the natural fiber division which manufactures eco- friendly products was awarded ISO 28000: 2007 in March 2021 certification. To continue this certification, an audit was conducted at the natural fiber division which was successfully cleared.**
- **Natural fiber division supplies eco – friendly products to IKEA. As part of this association a surprise IWAY audit for field was conducted by IKEA which was successfully cleared by the division.**
- **CEDAR Retail has collaborated with MicroEnergy Credits (MEC) carbon program which helps to support CEDAR Retail's clean energy program. MicroEnergy Credits has specialized in clean energy microfinance to bring clean energy solutions to millions of people in India, Kenya, Uganda and Mongolia. MEC's carbon program enables financial institutions to use carbon finance to scale up and sustain their clean energy lending programs. 27,219 solar products were sold in the fiscal as part of this initiative.**



CHAPTER

2





Management Discussion And Industry Analysis

Financial year 2020 – 21 was marred with adversities world over for individuals in specific & nations in general. Omicron, rising food prices and escalation of geopolitical tensions towards the end of the year flaring up into conflict in early 2022 defined the macroeconomic and financial landscape globally. Over the first half of 2021, an uneven and divergent recovery had lifted the global economy out of the deep contraction imposed by the pandemic in the preceding year. According to the International Monetary Fund (IMF) in its World Economic Outlook of April 2022, world GDP expanded by 6.1 per cent in 2021 as against a contraction of 3.1 per cent in the previous year. After a sharp setback due to the virulent

Delta variant of the coronavirus in the early part of 2021, the global recovery had regained some traction even as paths of growth were widely differentiated across jurisdictions by the size and durability of monetary and fiscal stimuli, and access to vaccines. Global growth lost pace in the second half of the year, beset by the highly transmissible but milder variant of COVID-19 – Omicron. Despite these waves affecting the global supply chain and causing logistics disruptions, global trade recovered in the second half of the year and grew by 10.1 per cent in 2021. Underpinning this upturn, global manufacturing accelerated to 9.4 percent in 2021 from 4.2 percent in 2020.

Various pandemic waves including the virulent second wave and a relatively milder third wave could not sweep off India's growth story completely. Unlike in the first wave, the economic impact of the subsequent pandemic waves was contained due to the localised nature of lockdowns and better adaptability to pandemic protocols. Amidst the global pandemic, India found its innate strength to brave the storm and focus on developing its domestic ecosystem, to support both the Indian and the global markets.

The Indian economy grew 8.7 per cent in 2021-22, with the gross domestic product (GDP) expanding 4.1 per cent in the March quarter from a year ago. The GDP growth for 2021-22 takes the economy above its pre-pandemic level and is an improvement after contracting 6.6 per cent in 2020-21. Incidentally, the economic growth during the entire fiscal of 2021-22 has gradually spiralled downwards with each quarter. The GDP for 2021-22 though is lesser than the 8.9 per cent growth estimated by the Ministry of Statistics and Programme Implementation (MoSPI), which releases the GDP data.

However, according to the Reserve Bank of India's (RBI) report on currency and finance for

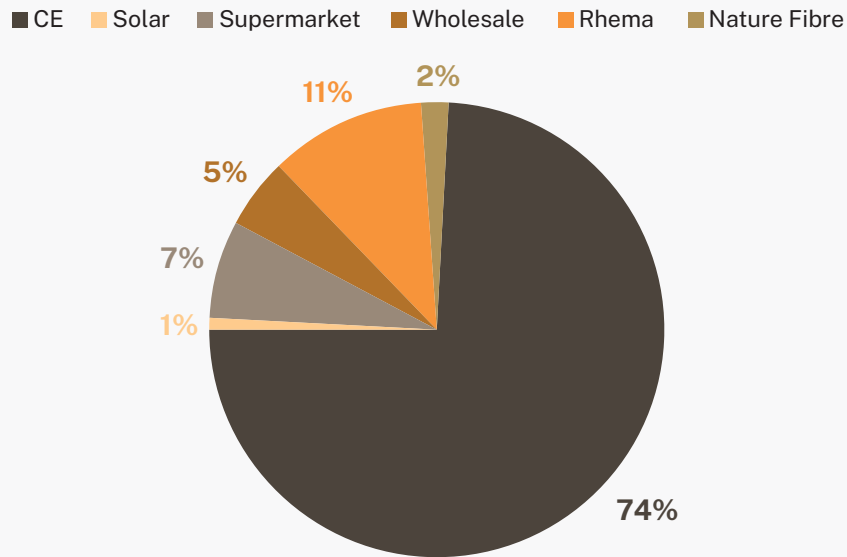
FY22, it will take nearly 15 years for the Indian economy to make up for the losses it has incurred during the coronavirus pandemic. The high growth figure is largely due to a favourable base effect, with the economy having contracted by 6.6 percent in FY21 because of the pandemic and intermittent lockdowns, which restricted economic activity. If the GDP for FY22 is compared to that of FY20 - before the pandemic hit the economy - the growth rate is a mere 1.5 percent.

In FY 21 – 22, Indian retailers have grown by 28% in March as compared to a year back, and 12% when compared to March 2019 -- the highest pace ever since the pandemic -- indicating a turnaround in consumer sentiments due to all-time low infection rates, withdrawal of all restrictions and improvement in consumer mobility. The pan-India study conducted by the apex retail industry body; the Retailers Association of India (RAI) reveals the West grew at the fastest pace last month as compared to a year back at 37% followed by the North at 28%. East grew by 26% and South by 21%. The study showed consumer durables and electronics grew by 45% in March over last year, while categories like furniture, furnishing, food and grocery grew by 28%.

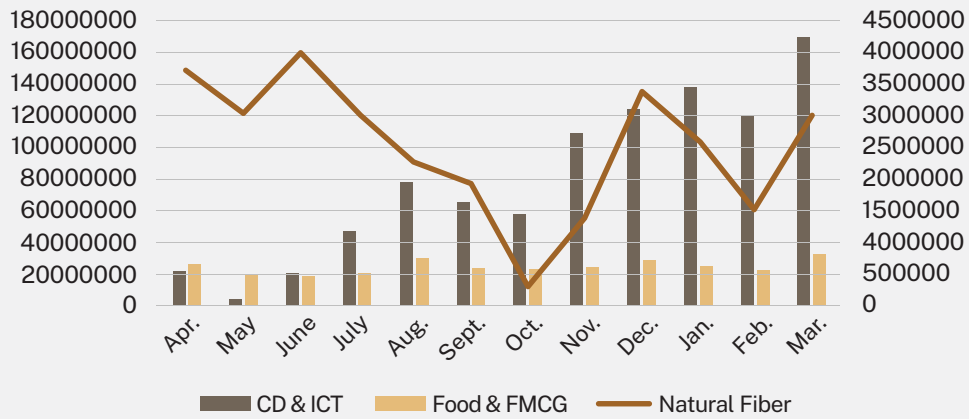
CEDAR Retail's Overall Business Performance in FY 21 - 22

With the easing of lockdown norms, business improved inspite of multiple waves of pandemic. However, the net turnover of the Company is still below the pre – pandemic levels of Rs. 19,405,32,315 (FY 19 -20). This fiscal, net turnover increased from Rs.110,62,13,420 to Rs. 128,93,60,000, a growth of 17%.The gross profit grew toRs. 13,68,68,000 from Rs. 10,59,48,030, an increase of 29%. Consumer electronics contributed significantly to the total net turnover in the fiscal adding 73.98% of the total business.

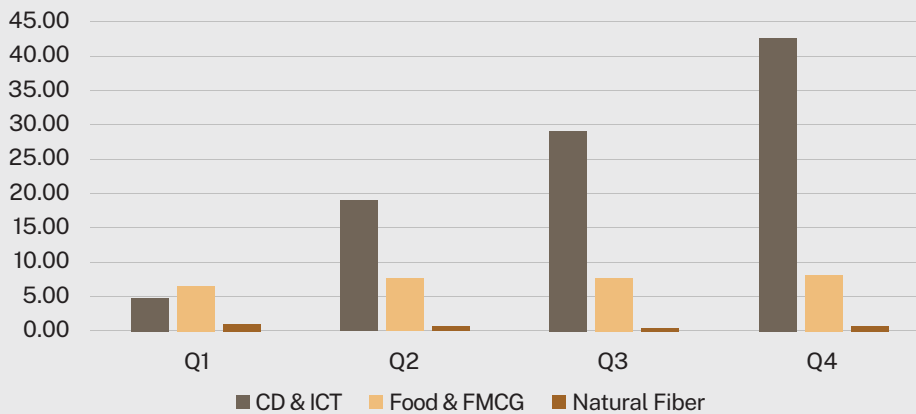
NET TURNOVER



Monthly Performance of SBUs



Quarterly Performance of SBUs (Turnover Figures in Crores)





Food and FMCG

India is the third largest food and grocery market in the world. Food and grocery are the largest segment in the Indian retail sector, having an opportunity worth \$570 bn and accounting for 66% of the country's total retail spend. Organized food and grocery retail market is expected to reach \$60 bn by 2025. The market is expected to grow at a CAGR of 8%, supported by macro drivers such as increasing per capita income, urbanization, and increasing nuclear families. Conversion from unpackaged to packaged, premiumization and demand for convenience are some of the key drivers at a segment level.

Although conventional categories like staples and fresh food put together account for ~80% of the total food retail spend, but emerging categories of packaged snacks, confectionery, and beverages are growing rapidly at a compounded rate of 15%. Increasing awareness around health and wellness is set to increasingly shape consumer preferences across categories.

As per the McKinsey Report on 'The State of Grocery Retail in India', with 12 mn grocery retail outlets, a million wholesalers and distributors, and a multitiered structure, the Indian grocery retail ecosystem is one of the most complex in the world. Over the past 10 years, gradual shifts, such as the onslaught of modern trade, the entry of cash and carry, the advent of the e-commerce revolution and, more recently, the growth in new-age B2B providers have begun to transform this ecosystem. To add to it, the Indian consumer has been evolving dynamically in their quest for convenience, health and value. The pandemic that forced everyone to stay home

further accelerated many of these trends. The year 2021 was defined by sinusoidal changes and uncertainties for the Indian consumer, and consequently for grocery retailers as well. The grocery landscape has a transformation underway, with multiple winds guiding this shift.

The eventual path to success for retailers seems to be to strengthen their core and be the first to develop new capabilities in omnichannel, analytics and personalization. For brands, it could be critical to think about strengthening their core channels while building new ones and also embedding the capabilities required to sustain these shifts.

The epicenters of growth momentum for grocery retail continue to be polarized between urban and rural areas in India. While growth in the metros is likely to be muted in 2022, the greatest contribution to value growth (monetary value of consumption) in the near future is likely to come from semi-urban areas and emerging cities, thanks to the rapid rate of urbanization (India is expected to be 38 percent urbanized in 2025, a projected 1.4x jump from 2011 numbers. Rural India, on the other hand, is likely to drive volume growth (growth in quantity of consumption). In 2020, India's metropolitan and Tier 1 cities contributed to about 45 percent of the value growth in the fast-moving consumer goods (FMCG) sector in the traditional trade and modern trade segments. By 2025, urban areas could make up around 60 percent of all consumption.

In Q4 FY21, rural area consumption demand grew by about 15 percent, 500 basis points higher than FMCG growth. Three factors have contributed to rural growth: increased government stimulus (83 lakh new households

joined under MNREGA scheme) and impetus on agricultural reforms, a good monsoon and possibly the most important factor reverse migration .

60% of grocery retail in India is dominated by Staples and Fresh. Leading grocers have started to invest heavily in these two categories, which uniquely offer potential for a price advantage and

differentiation through distinctive quality, fresh perception and role of own brands. To become the destination of choice in Staples and Fresh products, grocers could focus on three areas:

1. Transforming quality from good to great
2. Offering greater value
3. Building private labels into powerhouse brands

Food & FMCG Performance for FY 2021 – 22

a. Stores performance for FY 21 - 22

The supermart & micromarts vertical initiated various steps to boost sales which included standardization of vegetable category across all stores, daily home delivery, launched kitchen appliances range and introduced staff incentive scheme. CEDAR Supermarts & Micromarts continued to serve its customers throughout the multiple waves of Covid 19. Home delivery service continued uninterrupted even during lockdown. The supermart & micromart collectively crossed 1 crore sale in the month December 2021. The store business reported a growth of 15% in the net turnover inspite of the lockdowns & restrictions owing to the pandemic waves. The net turnover increased from Rs.775,42,420 last fiscal to Rs. 890,05,000 this fiscal. The gross profit increased from Rs. 92,87,702 to Rs. 110,38,000, a growth of 19 % YOY.

b. B2B performance for FY 21 - 22

The B2B division initiated bulk sales of sugar in FY 21 - 22. The vertical also commenced interstate purchase of sugar & pulses, which led to improvement in business volume for sugar and enabled in securing higher margin for pulses. This resulted in increase in monthly sale from March 2022 onwards from an average of Rs. 55 lakh to Rs. 1 crore. The purchases were initiated from the following areas

◆ Sugar from Sugar Mills in Kolhapur, Solapur areas in Maharashtra State and Belgaum, Bagalkot, Bijapur areas in Karnataka State.

◆ Cherumani Rice from Rice mills located in Karai-kudi and Pudukkotai in Tamil Nadu.

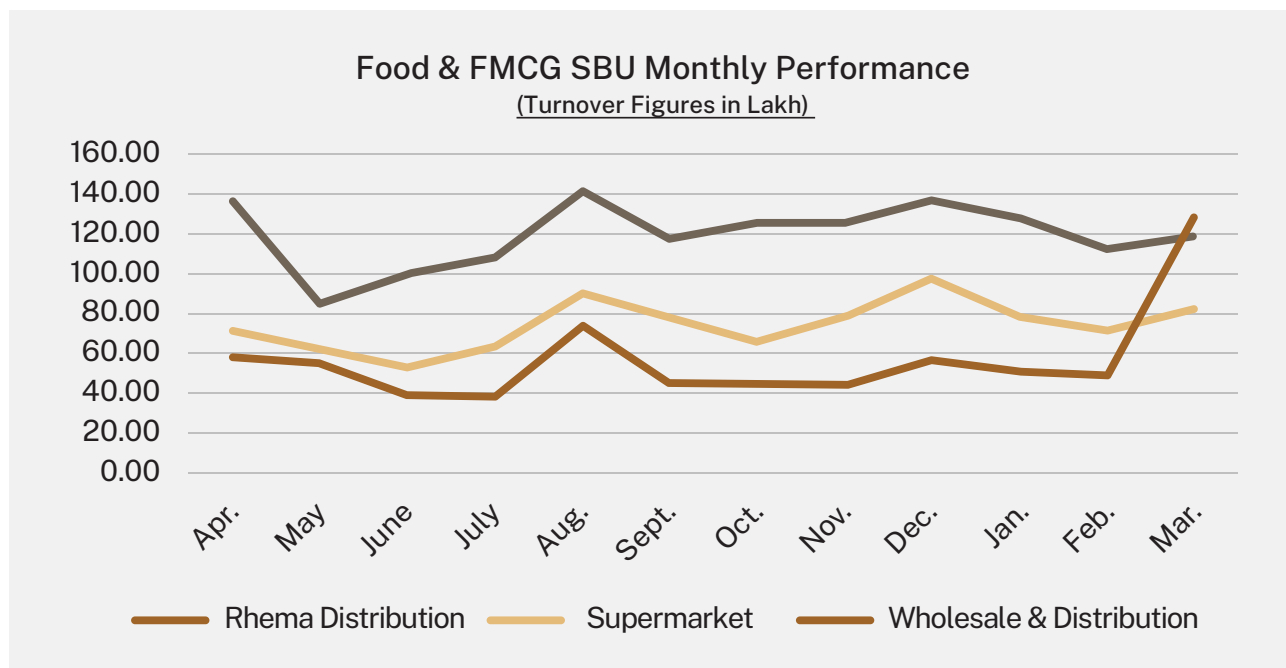
◆ Pulses from Kisan Saathi in Kalaburagi, Karnataka. Kisan Saathi is an organization based at Gulbarga district in Karnataka primarily engaging in providing back-end support to farmers through advisory services on Good Agricultural Practices (GAP), innovative technologies and modern farm practices.

◆ Pulses are also procured from SEEDS Farmer Producer Company based at Virudhunagar district, Tamil Nadu. SEEDS under the leadership of Sri. Pandian has been a pioneer in aggregating dryland farmers in the districts of Madurai, Ramnad and Virudhunagar, Thanjavur districts to form farm groups and is actively involved in the procurement and processing of pulses especially grown under Integrated Pest Management(IPM) conditions.

The B2B division reported an increase in net turnover from Rs. 557,44,519 to Rs. 680,87,000, a rise of 22%. The gross profit increased from Rs. 84,96,337 to Rs. 89,07,000, an increase of 5%.

c. Dairy Performance for FY 21 - 22

The dairy division registered a growth of 15% in the net turnover from Rs. 12,54,50,782 to Rs. 14,36,85,000. However, gross profit declined to 5% from Rs. 26,09,000 to Rs. 24,72,000



Consumer Durables & ICT

Indian consumer durables market is broadly segregated into urban and rural markets and is attracting marketers from across the world. The sector comprises of a huge middle class, relatively large affluent class and a small economically disadvantaged class. Global corporations view India as one of the key markets from where future growth is likely to emerge. The growth in India's consumer market would be primarily driven by a favorable population composition and increasing disposable income.

The Indian consumer electronics market size is expected to reach USD 124.94 billion by 2030 and is expected to expand at a CAGR of 6.5% from 2022 to 2030. The drivers contributing

to the growth of this market relate to increasing levels of income and urbanization, improved affordability of products, product innovation, the availability of newer variants of products, easy consumer financing, and a rise in the share of organized retail. Increasing local value addition levels and growing investment will observe a manifold jump as an increasing number of original equipment manufacturers (OEMs) are foreseeing the localization of their products in India.

Demand and growth are likely to accelerate with rising disposable income and easy access to credit. The government anticipates that the Indian electronics manufacturing sector will reach ~US\$ 300 billion (Rs. 22.5 lakh crore) by 2024-25.

Renewable energy

India, the third largest emitter of carbon dioxide after China and the U.S., recently finalized its climate targets and pledged that 50% of power generation will be from clean energy sources by 2030. The country's energy needs are expected to double by the end of the decade as the populations grows and the government seeks to improve living standards.

There has been a visible impact of solar energy in the Indian energy scenario during the

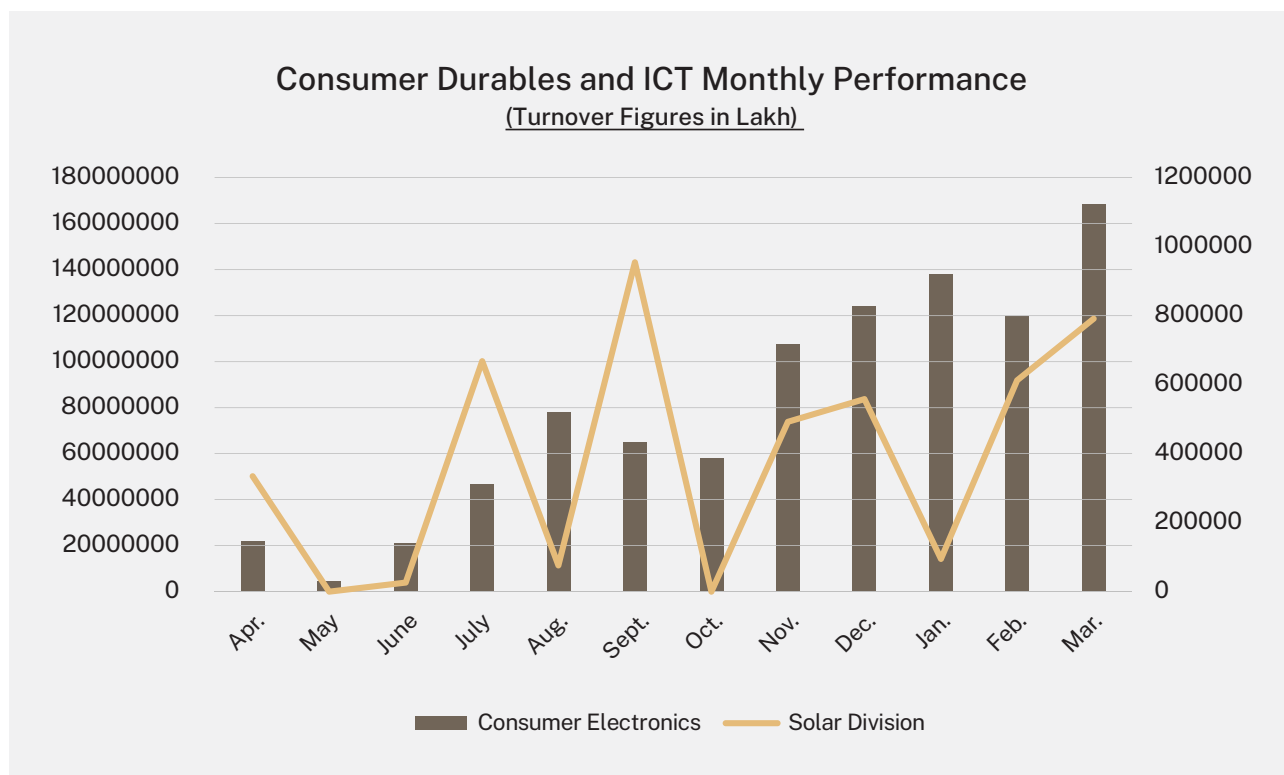
last few years. Solar energy based decentralized and distributed applications have benefited millions of people in Indian villages by meeting their cooking, lighting and other energy needs in an environment friendly manner.

The Government is committed to increase use of clean energy sources and is already undertaking various large-scale sustainable power projects and promoting green energy heavily. In addition, renewable energy has the potential to create many employment opportunities at all levels, especially in rural areas.

Consumer Durables and ICT Performance for FY 2021– 22

Consumer Durables division contributed significantly to the net turnover of the Company and reported an increase in net turnover from Rs. 82,72,93,744 to Rs. 95,39,01,000, a growth of 15%. The gross profit rose to Rs.10,80,01,000 from Rs.8,42,66,982, a growth of 28%.

The solar division on the other hand reported a decline in the net turnover from Rs. 49,39,108 to Rs. 46,06,000, a decrease of 7%. The gross profit also declined from Rs. 8,96,978 to Rs 5,51,000, a reduction of 39%.





Natural Fiber

The handicraft industry has proven to be the backbone of India's rural economy for decades. It provides employment to a vast segment of artisans present in rural and semi-urban areas. Handicrafts also generate substantial foreign exchange for the nation while preserving its cultural heritage.

Supported tenaciously by promotional and developmental activities of the government, the handicraft sector has remarkably grown over the years. The following factors are playing an integral role in revamping the face of the Indian handicraft industry and shall help it build a global presence in the coming times:

Government Schemes - The central government is actively working towards developing the industry to maximize its potential. The introduction of several schemes and initiatives is helping our artisans to overcome the challenges

they face. The Ambedkar Hastshilp Vikas Yojana collaborates with Dastkar Shashktikaran Yojana to support artisans with their infrastructure, technology, and human resource development needs. It was launched for mobilizing artisans into self-help groups and societies to promote bulk production and economies in the procurement of raw materials.

The Mega Cluster Scheme aims to facilitate employment generation and improve the standard of living of our artisans through a cluster-based approach in scaling infrastructure at handicraft centres, especially in remote regions.

Marketing Support and Services Scheme offers interventions for domestic marketing events to artisans as financial assistance to participate in trade fairs across the country and abroad.

The Research and Development Scheme was initiated to collect feedback on economic, aesthetic, social, and promotional facets of crafts and artisans in the sector to support the implementation of other welfare schemes.

Natural Fiber Performance for FY 2021 – 22

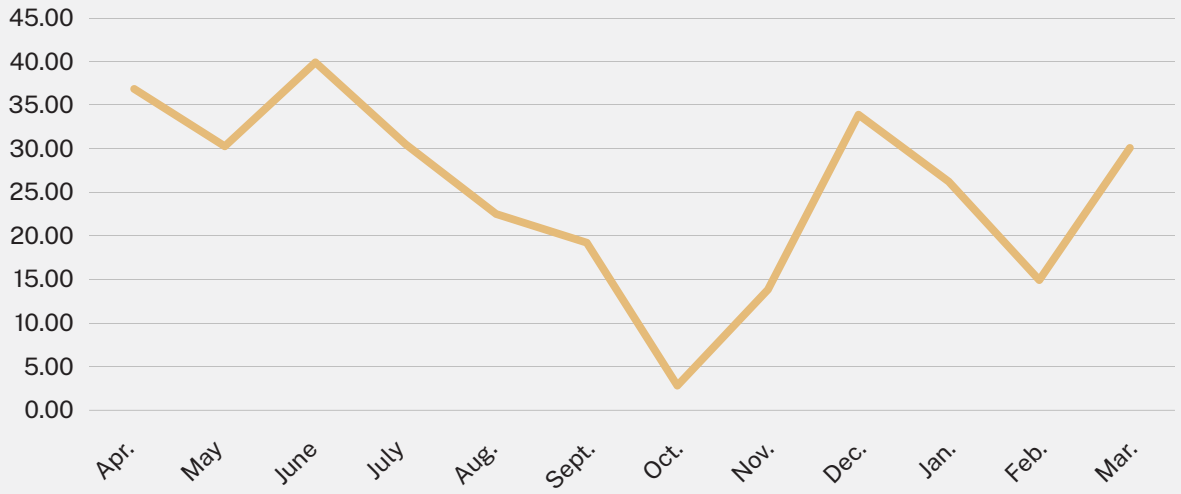
The Natural Fiber division reported a remarkable growth in business in FY 21 – 22 compared to FY 20 – 21 owing to various initiatives undertaken which included scaling up its product portfolio from 2 products to 7 products, renegotiation of procurement price and quality parameters of key raw materials like water hyacinth and bamboo. Several process improvements were undertaken in the bamboo vertical to improve quality and consistent operations, which aided in bringing down customer quality complaints. The

division also strengthened its work force from 455 in the previous fiscal to 828 in the current fiscal which included both factory workers and field artisans.

The net turnover of Natural Fiber division reported an impressive growth of 97% from Rs. 1,52,42,846 to Rs. 3,00,76,000. Last fiscal the vertical reported a gross profit of Rs. 3,91,029. This fiscal gross profit of Rs. 58,99,000 was reported, a steep rise of 1409%.



Natural Fiber SBU Monthly Performance (Turnover Figures in Lakh)





Strategic Overview & Future Plans

CEDAR Retail has been working towards ensuring both accessibility and affordability to all sections of the society. To attain this objective, CEDAR Retail has been focusing its efforts towards increasing its presence and penetration. Procuring best quality products at reasonable rates has been topmost priority for CEDAR Retail. CEDAR envisions to become a 'one stop shop for home and lifestyle products.' To fulfill this vision, long term division wise strategy for each division has been listed below.

Food and FMCG

As part of the Company's expansion plans, CEDAR aims to increase the customer base with pan India network of retail stores giving special focus to rural areas. With the increasing customer affinity towards e-commerce websites, CEDAR plans to launch its online website with delivery across India and abroad. This would also help in scaling its retail operations.

In order to strengthen the backend operations, a fully tech-based distribution cycle is proposed which would aid in maximizing productivity, improve cost effectiveness, reduce TAT &

hence overall profitability.

The distribution shall be focusing on strengthening its distribution network through tie-ups with small, medium and large-scale shops in markets across India alongwith offering just-in-time delivery of products. In order to increase the distribution network, CEDAR's goal is to have a micro - retailer in every village/ ward/ panchayat which would help to build network of small and large-scale retail shops thereby increasing our customer base.

Consumer Durables & ICT

The objective of this division is to become one of the major distributors of CE, ICT & kitchen products in India. Partnerships are the key to drive a business and CEDAR aims to build partnerships to scale up its consumer durable and ICT business.

With the increasing demand for alternative energy solutions, CEDAR aims to become one of the largest alternative energy companies. In order to tap the clean energy market, CEDAR's solar solution brand 'Powergram' shall be relaunched & aggressively marketed. CEDAR will focus on increasing the sale of clean energy products by branding products sourced from OEMs. As an extension to the existing product line, CEDAR will also set up solar electric vehicle charging stations.

Natural Fiber

With the change in consumer preferences, the demand for natural fiber products are gradually increasing. The Natural division's core competency lies in product innovation and large scale production of various natural fiber products. Going forward CEDAR aims to be one of the largest Natural fiber product suppliers from India alongwith being the largest supplier of IKEA in Natural Fiber category across the globe.

Global certifications will play a pivotal role in enabling CEDAR to become an international supplier. Hence CEDAR will focus its efforts towards acquiring relevant certifications.

Beyond Borders: Export and Partnership

CEDAR will be working towards increasing its penetration in the international market by promoting sustainable lifestyle practices and products both nationally and internationally. To attain this objective, CEDAR will strive to build partnership with international businesses having similar business interests.



CHAPTER

3



Financials

CEDAR RETAIL PRIVATE LTD.

(Formerly known as ESAF RETAIL PRIVATE LTD)

7/732/9-11, Green Tower, Pattalakkunnu, Mannuthy, Thrissur, Kerala - 680 651

BALANCE SHEET AS AT 31st MARCH 2022

Particulars		Note No.	As at 31 March, 2022 (₹ Lakhs)	As at 31 March, 2021 (₹ Lakhs)
A	EQUITY AND LIABILITIES			
1	Shareholders' Funds			
	(a) Share Capital	3	435.49	185.49
	(b) Reserves and Surplus	4	799.35	756.70
2	Non-Current Liabilities			
	(a) Long-Term Borrowings	5	250.00	250.00
3	Current Liabilities			
	(a) Short-Term Borrowings	6	77.22	7.10
	(b) Trade Payables	7		
	- To MSME			
	- To Other than MSME		1,132.76	847.38
	(c) Other Current Liabilities	8	290.11	257.82
	(d) Short-Term Provisions	9	33.01	28.56
	TOTAL		3,017.93	2,333.05
B	ASSETS			
1	Non-Current Assets			
	(a) Property, Plant and Equipment			
	(i) Tangible Assets	10	405.63	355.63
	(ii) Capital work-in-progress	10	230.09	223.90
	(b) Non-Current Investments	11	112.18	112.19
	(c) Long-Term Loans and Advances	12	67.47	66.29
	(d) Deferred Tax Assets	13	9.74	12.48
2	Current Assets			
	(a) Inventories	14	865.94	681.92
	(b) Trade Receivables	15	313.37	258.22
	(c) Cash and Cash Equivalents	16	356.62	46.93
	(d) Short-Term Loans and Advances	17	268.09	186.70
	(e) Other Current Assets	18	388.79	388.79
	TOTAL		3,017.93	2,333.05

In terms of our report attached.

For M/s A. JOHN MORIS & CO.,

Chartered Accountants

FRN. 007220 S

(G Kumar)

Partner

M.No.: 023082

For and on behalf of the Board of Directors

(Alok Thomas Paul)

Director

DIN: 07434060

(Samuel Jacob)

Director

DIN: 01299683

Place: Thrissur

Date: 25-09-2021

UDIN:

CEDAR RETAIL PRIVATE LTD.
(Formerly known as ESAF RETAIL PRIVATE LTD)
7/732/9-11, Green Tower, Pattalakkunnu, Mannuthy, Thrissur, Kerala - 680 651
PROFIT AND LOSS FOR THE YEAR ENDED 31ST MARCH 2022

Sl. No.	Particulars	Note No.	For the year ended 31 March, 2022 (₹ Lakhs)	For the year ended 31 March, 2021 (₹ Lakhs)
I	Revenue from Operations	19	12,893.87	11,062.14
II	Other Income	20	73.85	222.08
III	Total Revenue (I + II)		12,967.73	11,284.22
IV	Expenses:			
	Trade Purchases	21	11,788.14	9,753.06
	Changes in Inventories of Finished Goods, Work-In-Progress and Stock-In-Trade	22	(184.02)	471.56
	Employee Benefits Expenses	23	617.58	417.97
	Finance Costs	24	20.39	0.90
	Depreciation and Amortization Expenses	10	54.56	56.05
	Establishment Costs	25	587.30	491.79
	Total Expenses		12,883.93	11,191.33
V	Profit Before Exceptional and Extraordinary Items and Tax (III-IV)		83.80	92.89
VI	Exceptional Items		5.36	0.18
VII	Profit Before Extraordinary Items and Tax (V - VI)		78.43	92.71
VIII	Extraordinary Items			
IX	Profit Before Tax (VII- VIII)		78.43	92.71
X	Tax Expense:			
	(1) Current Tax		33.05	29.21
	(2) Deferred Tax		2.74	(0.18)
	Total Tax Expense		35.79	29.03
XI	Profit for the year		42.65	63.68
	Add: Adjustment for prior period			
XII	Profit carried to Balance Sheet		42.65	63.68
XIII	Earnings Per Equity Share:			
	(1) Basic	27	10	15
	(2) Diluted	27	2	3

In terms of our report attached.

For M/s A. JOHN MORIS & CO.,

Chartered Accountants

FRN. 007220 S

(G Kumar)

Partner

M.No.: 023082

Place: Thrissur

Date: 25-09-2021

UDIN:

For and on behalf of the Board of Directors

(Alok Thomas Paul)

Director

DIN: 07434060

(Samuel Jacob)

Director

DIN: 01299683

CEDAR RETAIL PRIVATE LTD.
(Formerly known as ESAF RETAIL PRIVATE LTD)
7/732/9-11, Green Tower, Pattalakkunnu, Mannuthy, Thrissur, Kerala - 680 651
CASH FLOW STATEMENT FOR THE YEAR ENDED 31st MARCH, 2022

Particulars	For the year ended 31 March, 2022 (₹ Lakhs)	For the year ended 31 March, 2021 (₹ Lakhs)
A. Cash flow from operating activities		
Net Profit before extraordinary items and tax	78.43	92.71
<u>Adjustments for:</u>		
Interest Income	(1.00)	(2.99)
Dividend Income	(9.45)	(9.50)
Interest Expenses	20.39	.090
Depreciation and amortisation	54.56	56.05
Operating profit before working capital changes	142.93	137.16
<u>Changes in working capital:</u>		
<u>Changes in Current Assets: (Increase)/Decrease</u>		
Inventories	(184.02)	471.56
Trade Receivables	(55.15)	65.52
Short Term Loans and Advances	(81.40)	71.80
Other Current Assets	(0.00)	2.77
<u>Changes in Current Liabilities: Increase/(Decrease)</u>		
Trade Payables	285.38	(893.48)
Other current liabilities	32.29	(450.54)
Short-term Borrowings	70.12	(110.25)
Other Provisions	-	-
Cash generated from operations	210.15	(705.46)
Net income tax (paid) / refunds	(28.60)	(65.29)
Net cash flow used in operating activities (A)	181.55	(770.75)
B. Cash flow from investing activities		
Interest Income	1.00	2.99
Dividend Income	9.45	9.50
Purchase of Fixed Assets	(110.74)	(15.80)
Long Term Loans and Advances	(1.18)	0.63
Investment in Equity Shares	-	-
Net cash flow from investing activities (B)	(101.47)	(2.68)
C. Cash flow from financing activities		
Proceeds from Issue of equity shares		
Proceeds from Issue of OCP shares	250.00	
Proceeds from Issue of NCD	-	250.00
Interest Expenses	(20.39)	(0.90)
Dividend distribution tax	-	-

Dividend Paid	-	-
Net cash flow from financing activities (C)	229.61	249.10
(A+B+C)	309.69	(524.33)
Cash and cash equivalents at the beginning of the year	46.93	571.26
Cash and cash equivalents at the end of the year	356.62	46.93
Sheet:		
(Refer Note 14)	356.62	46.93
equivalents as defined in AS 3 <i>Cash Flow Statements</i>		
<i>Statements</i>)	356.62	46.93
Cash and cash equivalents at the end of the year *		
* Comprises:		
(a) Cash on hand	10.47	9.96
(b) Balances with banks	346.15	36.97
See accompanying notes forming part of the financial statements		

In terms of our report attached.

For M/s A. JOHN MORIS & CO.,

Chartered Accountants

FRN. 007220 S

(G Kumar)

Partner

M.No.: 023082

Place: Thrissur

Date: 25-09-2021

UDIN:

For and on behalf of the Board of Directors

(Alok Thomas Paul)

Director

DIN: 07434060

(Samuel Jacob)

Director

DIN: 01299683



DIRECTORS REPORT

To
The Members,

Your Directors have pleasure in presenting the 14th Annual Report of CEDAR RETAIL PRIVATE LIMITED along with the Audited Financial Statements for the year ended 31st March, 2022.

FINANCIAL HIGHLIGHTS

Our Company's financial performance for the year under review is summarized below:

Particulars	Current Year 2021-22 (Amt. Rs in lakhs)	Previous Year 2020-21 (Amt. Rs in lakhs)
Total Income	12,967.73	11,284.22
Less: Expenditure & Depreciation	12,883.93	11,191.33
Less: Exceptional Items	5.36	0.18
Profit before Tax	78.43	92.71
Less: Tax (including deferred tax)	35.79	29.03
Profit After Tax	42.65	63.68

PERFORMANCE REVIEW

During the year under report, the Company has earned a profit of Rs. 42.65 lakhs. The Company was able to record profit and the management has taken effective measures to improve the performance of the Company and the Directors of your Company assure you that they will continue to work hard in the interest of all the stakeholders and help the Company to do well in the years to come.

SHARE CAPITAL

During the financial year under review, your Company has increased the Authorised Share Capital from Rs 5,00,00,000/- (Rupees Five Crores Only) to Rs 7,50,00,000/- (Rupees Seven Crores Fifty Lakhs Only) by further creation of 25,00,000 (Twenty Five Lakhs) 7% Optionally convertible preference shares of Rs 10/- (Rupees Ten only) each, by taking approval of shareholder in Extra-Or

dinary General Meeting held on 30/09/2021.

During the financial year under review, the Issued, Subscribed and Paid-up capital of the Company has been increased by way of the following private placement.

29/10/2021 – 25,00,000 7% Optionally convertible preference shares of Rs 10/- each.

Thus the authorised share capital of the company as on 31st March 2022 is Rs 7,50,00,000/- (Rupees Seven Crores Fifty Lakhs Only) consisting of 35,50,000 equity shares of Rs 10/- each, 14,50,000 5% compulsorily convertible preference shares of Rs 10/- each and 25,00,000 7% Optionally convertible preference shares of Rs 10/- each. The Issued, Subscribed and Paid-up capital as on 31st March 2022 is Rs 4,35,49,270/- (Rupees Four Crores Thirty Five Lakhs Forty Nine Thousand Two Hundred and Seventy Only) consisting of 4,16,469 equity shares of Rs 10/- each, 14,38,458 5% compulsorily convertible preference shares of Rs 10/- each and 25,00,000 7% Optionally convertible preference shares of Rs 10/- each.

DIVIDEND

The Company has not declared any dividend during the year under report.

RESERVES

The Company has transferred an amount of Rs. 42.65 lakhs to the reserves during the year 2021-22.

EXTRACT OF THE ANNUAL RETURN

In accordance with the provisions of Section 92 read with Companies (Amendment) Act, 2017 effective from 28th August 2020, an extract of Annual Return in Form MGT-9, is not furnished with the Board's Report.

Annual Return of the company in e-form MGT-7 shall be filed with the Registrar pursuant to Rule 12 of the Companies (Management and Administration) Rules, 2014.

DETAILS OF DIRECTORS AND KEY MANAGERIAL PERSONNEL

As on 31st March, 2022, the Board of Directors of the Company consisted of Five (5) directors namely, Mr. Alok Thomas Paul, Ms. Emy Acha Paul, Mr. Samuel Jacob, Mr. Kochukalam Thomas Thomas, Mr. Rajesh Sreedharan Pillai.

NUMBER OF MEETINGS OF THE BOARD OF DIRECTORS

Board of Directors met Seven (7) times during the year 2021-22. The dates of Board meetings are as mentioned below:

Sr. No.	Day and Date of the Meeting
1.	Tuesday, 15th June, 2021
2.	Friday, 06th August, 2021
3.	Saturday, 25th September, 2021
4.	Friday, 01st October, 2021
5.	Thursday, 21st October, 2021
6.	Friday, 29th October, 2021
7.	Thursday, 17th March, 2022

The names of members of the Board, their attendance at the Board Meetings are as under:

Name of Director	Number of Meetings Entitled to attended	Number of Meetings attended
Alok Thomas Paul	7	7
Emy Acha Paul	7	7
Kochukalam Thomas Thomas	7	7
Samuel Jacob	6	6
Rajesh Sreedharan Pillai	7	7
Mathews Mathew	1	1

CHANGES IN DIRECTORS AND KEY MANAGERIAL PERSONNEL

During the year under report, the following changes were made in the Board of Directors of the Company:

Sl. No	Name of the Director	Designation	Appointment/Resignation	Effective Date
1.	Mathews Mathew	Director	Resignation	15/06/2021
2.	Samuel Jacob	Director	Appointment	1/07/202

Mr. Mathews Mathew has resigned from the Board of Directors with effect from 15th June, 2021 and Mr. Samuel Jacob is appointed as the Director with effect from 01st July, 2021.

AUDITORS' REPORT

The observations of Auditors in their report read with notes to the accounts are self-explanatory. The same is enclosed along with Audited Financials

REPORTING OF FRAUDS:

There was no instance of fraud during the year under review, which required the Statutory Auditors to report to the Audit Committee and/or Board under Section 143(12) of the Act and the rules made thereunder.

SUBSIDIARIES, JOINT VENTURES AND ASSOCIATE COMPANIES

The Company does not have any Subsidiary, Joint venture or Associate Company.

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility Committee as per provisions of Section 135 of the Companies Act, 2013 is not applicable to your Company for the year 2021-22.

PARTICULARS OF LOANS, GUARANTEES OR INVESTMENTS UNDER SECTION 186

Company has not given any Loans, Guarantees and Investments covered under the provisions of Section 186 of the Companies Act, 2013.

PARTICULARS OF CONTRACTS OR ARRANGEMENTS WITH RELATED PARTIES:

The Company has entered into arrangements mentioned under section 188, of the Companies Act, 2013 with its related Parties, the details of which are mentioned in Form AOC-2.

MATERIAL CHANGES AND COMMITMENTS, IF ANY, AFFECTING THE FINANCIAL POSITION OF THE COMPANY WHICH HAVE OCCURRED BETWEEN THE END OF THE FINANCIAL YEAR OF THE COMPANY TO WHICH THE FINANCIAL STATEMENTS RELATE, AND THE DATE OF REPORT

There were no material changes and commitments affecting the financial position of the company which have occurred between the end of financial year of the company to which the financial statements relate and the date of the report.

RISK MANAGEMENT POLICY:

During the year the Company reviewed and strengthened its risk management policy and the risk management framework which ensures that the Company is able to carry out identification therein of elements of risk, if any, which in the opinion of the Board may threaten the existence of the Company.

ENERGY CONSERVATION, TECHNOLOGY ABSORPTION AND FOREIGN EXCHANGE EARNINGS AND OUTGO:

The details pursuant to Section 134(3) of the Companies Act, 2013 read with Rule 8, sub-rule (3) of Companies (Accounts) Rules, 2014 relating to Conservation of Energy and Technology absorption is not applicable to the Company. There was no foreign exchange inflow or Outflow during the year under review.

DEPOSITS

There is no deposit accepted which is covered under chapter V of the Companies Act, 2013.

PARTICULARS OF EMPLOYEE REMUNERATION

The disclosures as required under Rule 5 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 are not applicable to the company.

INTERNAL CONTROL SYSTEM AND THEIR ADEQUACY

The Company has proper and adequate system of internal control to ensure that all assets are safeguarded and protected against loss from unauthorized use or disposition and that transactions are authorized, recorded and reported correctly. The Company has effective system in place for achieving efficiency in operations, optimum and effective utilization of resources, monitoring thereof and compliance with applicable laws.

DISCLOSURE UNDER THE SEXUAL HARASSMENT OF WOMEN AT WORKPLACE (PREVENTION, PROHIBITION AND REDRESSAL) ACT, 2013:

The Company has in place a policy on Prevention, Prohibition and Redressal of Sexual Harassment at workplace in line with the requirements of The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. The Company has not received any complaints during the year.

SIGNIFICANT AND MATERIAL ORDERS PASSED BY THE REGULATORS OR COURTS

There are no significant material orders passed by the Regulators / Courts which would impact the going concern status of the Company and its future operations.

DISCLOSURE ON COST RECORDS MAINTENANCE

The provisions with respect to maintenance of cost records as specified by the Central Government under sub-section (1) of section 148 of the Companies Act, 2013 is not applicable to the Company.

DISCLOSURE ON COMPLIANCE WITH SECRETARIAL STANDARDS

Your directors confirm that the mandatory Secretarial Standards (SS-1 & SS-2) issued by the Institute of Company Secretaries of India, have been complied with.

STATUTORY AUDITORS

M/s. A. John Moris & Co., Chartered Accountants, Chennai (FRN: 007220S), was appointed as the statutory auditors of the Company from the conclusion of 11th Annual General Meeting till the conclusion of 16th Annual General Meeting.

DIRECTORS' RESPONSIBILITY STATEMENT

Pursuant to the requirements under Section 134(5) of the Companies Act, 2013, with respect to the Director's Responsibilities Statement, the Directors state and hereby confirm that:

(a) In the preparation of the annual accounts, the applicable accounting standards had been followed along with proper explanation relating to material departures;

(b) The Directors had selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the company at the end of the financial year and of the profit and loss of the company for that period;

(c) The Directors had taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of this Act for safeguarding the assets of the company and for preventing and detecting fraud and other irregularities;

(e) The Directors had devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

ACKNOWLEDGMENTS:

The Board of Directors wish to place on record its appreciation for the commitment, dedication and hard work done by the employees of the Company and the cooperation extended by Banks, Government Authorities, Customers, Shareholders and looks forward to a continued mutual support and co-operation.

For and on behalf of
Cedar Retail Private Limited

Alok Thomas Paul
(DIN: 07434060)
Managing director

Samuel Jacob
(DIN: 01299683)
Director

Date: 17/08/2022

Place: Thrissur



CEDAR RETAIL PRIVATE LIMITED

CIN - U52100KL2008PTC022142

Regd. Office: Green Tower, 7/732/9-11, Mannuthy
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