

INTERNSHIP REPORT ON
“ALPHA DESGIN TECHNOLOGIES PVT LTD”

SUBMITTED BY

SAKSHI

4AL21BA068



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MARSTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mrs. Priya Sequeira,

HOD

P G Department of Business Administration

AIET, Mijar

EXTERNAL GUIDE

MR. Kishore Kumar

Executive (HR)

MR. Adarsha S M

Asst. Manager (Finance)

Alpha Design Technologies
Pvt Ltd



P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NBA (CSE & ECE)

DATE: 30/01/2023

CERTIFICATE

This is to certify that SAKSHI bearing USN 4AL21BA068, is a bonafide student of Master of Business Administration program of the Institute (2021-23) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on "ALPHA DESIGN TECHNOLOGIES PVT LTD., BANGALORE" is prepared by her under the guidance of Mrs. Priya Sequeira, HOD, Sr. Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Mrs. Priya Sequeira
Internal Guide

DEAN

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BUREAU VERITAS
Certification



No: ADTL / HR / 22 / 70006

Date: 18th November 2022



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INTERNSHIP TRAINING COMPLETION CERTIFICATE

This is to certify that **Ms. Sakshi.** (USN: 4AL21BA068), a student of MBA from Alva's Institute of Engineering & Technology, Moodbidri has undergone an Internship project with title "*A Study on Organizational structure / Functions / Operations / Process and Work flow model*" in our Organization from 20th October 2022 to 18th November 2022 as partial fulfillment of the curriculum.



Yours sincerely,
for Alpha Design Technologies Pvt. Ltd.,

[RASHMI P.K.]

Deputy Manager (Human Resources)

DECLARATION

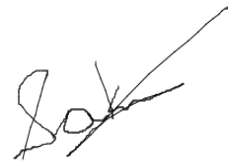
I, Sakshi here by declare that this internship report on “Alpha Design Technologies Pvt Ltd, Bangalore” is prepared by me under the guidance of Mrs. Priya Sequeira, HOD, PG Department of Business Administration, Alva’s Institute of Engineering and Technology, Mijar and external guide Mr. Adarsha S.M, Asst Manager, Alpha Design Technologies Pvt Ltd.

I also declare that this internship is towards the partial fulfillment of the University regulation for the award of Master of Business Administration by Visvesvaraya Technological University, Belgavi.

I further declare that this internship is based on the original study undertaken by me and has not submitted for the award of any other degree.

Date:5/3/2023

Place:Mijar



signature

ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to **Alpha Design Technologies Pvt Ltd Bangalore** for providing me with the opportunity to complete this internship program.

This internship is a result of the valuable insights, facts and experiences I had during my internship at ADTL. The experience I had was highly informative and educative.

I would like to devote my sincere thanks and gratitude to **Mrs. Durga Sukeerthi. N**, senior vice president (Finance) for her valuable guidance, support and encouragement to complete this internship.

I would like to express my utmost gratitude to **Mr. Adarsha S.M** Asst manager of Finance department for his support and for providing necessary information required for the internship. In addition, I have been fortunate enough to receive whole hearted co-operation, guidance from various department of ADTL.

I would like to thank **Mrs. Priya Sequiera**, HOD, PG Department of Business Administration, Alva;s Institute of Engineering & Technology, Mijar for her guidance and advice during all the stages of the preparation of this report.

Finally , I would like to extend my deep gratitude towards my family and my friends for their support in carrying out this work successfully.

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EXECUTIVE SUMMARY

This report is about my internship program with Alpha Design Technologies Pvt Ltd Bangalore .The internship has the objective of studying the organization as whole, the internship was conducted for 4 weeks .As the main purpose of internship is to learn by working in practical environment and to apply the knowledge acquired during the studies in a real world scenario in order to tackle the problems using the knowledge and skill learned during the academic process.

In this report you will find the details about the Defence Industry and company profile of Alpha Design Technologies Pvt Ltd in the chapter 1. In the 2nd chapter you will find vision, quality profile and work flow model .3rd and 4th chapter illustrate about Mckency's 7s model and Porters 5 force model, 5th chapter is about SWOT analysis .Chapter 6 deals with financial analysis.

During this project I had taken guidance of many employees and staff to collect the data and also made use of company's reports.I successfully completed my internship , it was really a very good experience for me with senior officials of Industry and to interact with different members,employees of the organization.It was a great experience to learn and get real experience of working in a corporate environment.

Introduction of Industry

The defence industry sector in India is a strategically important sector in India. India has one of the World's Largest military forces with a strength of over 14.4 lakh active personnel. It has the world's largest volunteer military of over 51 lakh personnel.

India is the second largest defence importer behind Saudi Arabia making up 9.2% global arms import. India has a domestic defence industry of which 80% is government owned. India has been pushing for greater indigenisation of military hardware as India imports around 70 percent (by value) of its high-tech defence hardware such as aircraft, ships, submarines, missiles etc. mainly from Russia, Japan, Israel and the United States.

The Past Era

There was hardly any development of the defence sector in India till 1950. During the British period, ordnance factories were established to manufacture guns and ammunition. In 1947, some technical development establishments came up which became laboratories of Defence Research and Development Organisation (DRDO) later. Before 1950, India had only 19 ordnance factories. The sector saw significant growth in the latter part of the 20th century, and rapid progress in the last 20 years.

Recent year

The top three largest market segments of the Indian defence sector are military fixed wing, naval vessels and surface combatants, and missiles and missile defence systems. Military rotorcraft, submarines, artillery, tactical communications, electronic warfare, and military land vehicles are some of the other well-known segments.

The industry is likely to accelerate with rising concerns of national security. Demand for defence equipment in India has been growing due to the ongoing

territorial disputes with Pakistan and China over the ownership of the Northern State of Kashmir and the North Eastern State of Arunachal Pradesh, respectively. India has a new defence procurement, acquisition and manufacturing policy to reduce imports and enhance domestic manufacturing. India domestically produces only 40% to 50% of defence products it uses, and the rest are imported. India's military-industrial complex has had little success and only recently private sector was allowed to enter the defence production.

To modernize its armed forces and reduce dependency over external dependence for defence procurement, several initiatives have been taken by the government to encourage 'Make in India' activities via policy support initiatives.

The Indian government is focussing on innovative solutions to empower the country's defence and security via 'Innovations for Defence Excellence', which has provided a platform for start-ups to connect to the defence establishments and develop new technologies/products. Working through partner incubators, iDEX has been able to attract the start-up community to participate in the Defence India Start-up Challenge (DISC) programme.

In an effort to boost the defence sector and increase the infusion of FDI, the government in September 2020 revised the regulations and permitted FDI under the automatic route up to 74% and 100% through the government route in any area, where it is likely to provide access to contemporary technologies. The Defence Ministry has set a target of 70% self-reliance in weaponry by 2027, creating huge prospects for industry players. Green Channel Status Policy (GCS) has been introduced to promote and encourage private sector investments in defence production to promote the role of private sector in defence production. Given the government's emphasis on easing restrictions on foreign investment in order to achieve India's goal of an "Atmanirbhar Bharat," the growth trajectory of the Indian defence sector remain strong.

INTRODUCTION ABOUT Alpha Design Technology

The Company has been incorporated on 02 Jul 2003 by Col.(Retd).H.S.Shankar and Vasaka Promoters and developers pvt ltd.

Alpha designs and manufactures electronic, electrical, optical and telecommunication equipment for the defence sector. Alpha specializes in R&D, manufacture, assembly, testing, qualification, integration & installation of Defence Electronics, Avionics & Space Satellites systems.

The Company has set up state of the art manufacturing / production centres in Bangalore to meet the requirements of Land, Ship and Air borne Defence Systems in the country. The Company has established strong relationship with key Indian defence organizations such as Bharat Electronics Limited (BEL), Hindustan Aeronautics Limited (HAL), Electronics Corporation of India Ltd (ECIL), Indian Space Research Organization (ISRO), Defence Research and Development Organization (DRDO) and Ordnance factory - Ministry of Defence. The Company has built a strong management and execution team comprising of several advisors, who are ex-employees of BEL, HAL, DRDO, Defence Services etc., apart from technical experts from IISc, IITs and Corporate executives from private industry.

Alpha has also entered into JVs with M/s Elbit (Israel) and Electronica (Italy) and Collaboration agreements with different international companies based in Germany, Israel, Russia, Czechoslovakia and UK for technology transfers. The Company also has tie-ups with Indian Defence Research Organizations such as Defence Avionics Research Establishment (DARE), Defence Electronics Research Laboratory (DLRL), Instruments Research & Development Establishment (IRDE) etc., for collaboration on defence equipment and technology research. Over the years, Alpha has developed its expertise in Research & Development, Manufacturing, Quality Assurance, Evaluation and System Integration for various defence products such as Optronics & LRF Based Products, Laser Aiming Systems, Thermal Images & Fire Control Systems, Navigation, Tactical Communication, Image Conversion, Data & Image Fusion, Radar and C4ISR Systems, EW Systems, Simulators,

Microwave Components & RF Units, Satellite Communication Systems and Satellite Systems for Indian and International markets.

2.1 Background of the company

Alpha Design Technologies Pvt Ltd is a private company and its registered office is in Bengaluru. . The Company has been incorporated under the Companies Act 1956 on 02 Jul 2003 (Certificate of Incorporation No. U74140KA2003PTC032191). Alpha has also obtained Industrial Licence (No. DIL-1 (2007) dated 05 March 2007 and No. DIL 97 (2008) dated 20 November 2008) for development / manufacture / supply of almost all types of defence electronics, avionics, simulation, UAVs, AFV equipment, systems and their sub units/components.

ADTL started as a 3man organization with a turnover of Rs.3.00 lakh only during 2004-05 and has now risen to a company with more than 500 technicians.

The turnover during 2014-15 is Rs.250Cr. Alpha is one of the leading defence Electronics and aviation R&D and manufacturing organization in India today.

Organization Profile

Company name	Alpha Design Technologies Pvt Ltd
Company status	Active
Date of Incorporation	02 July 2003
Headquarters	Bengaluru, India
ROC code	ROC -Bengaluru
CIN	U74140KA2003PTC032191
Class of company	Private
Industry	Manufacturing
Company Category	Company limited by shares
Website	www.adtl.co.in

2.2 Nature of business

Alpha Design Technologies Pvt Ltd, has been established with a view to put into action “Make In India” policy of the government of India. ADTL designs & manufactures electronic, electrical, optical and telecommunication equipment for the defence sectors.

ALPHA specializes in R&D, manufacture, assembly, testing, qualification, integration & installation of Defence Electronics, Avionics & Space Satellites systems.

Alpha's management, operations and production executives and skilled technicians combine a wealth of experience in all facets of defence technology including R&D, manufacture, quality assurance, evaluation and system integration

Alpha Design Technologies Pvt Ltd have 9branch in different state

- 1.Karnataka (Indiranagar)
- 2.Delhi
- 3.Hyderabad (Kushaiguda)
- 4.Gujarat (Jamnagar)
- 5.Uttar Pradesh (Sarsawa)
- 6.Panjab (Adampur)
- 7.Haryana (Ambala)
- 8.West Bengal (Bagdogra)
- 9.SEZ (Devanahalli)

Alpha has established acquisitions / JVs / Agreements / MOUs with various Indian Manufacturing Organizations to ensure that sophisticated development and production facilities are available for manufacturing of high quality products including the following: -

- i. For manufacturing of airframe parts and critical parts for Su-30, LCA and helicopters for HAL.
- ii. For design, development of helicopter structures for integration of Avionics System for IAF.
- iii. For manufacturing of Space Launcher Mechanical components

- iv. For manufacturing of Automated Test Equipment, Avionic sub systems
- v. For high end machining of manufactured parts
- vi. For manufacturing, assembly & testing of PCBs,
- vii. For supply of Generators
- viii. For manufacturing of Microwave Components
- ix. For manufacture, assembly and testing of Shelters
- x. For manufacturing of high end Optical Components
- xi. For development of high-end Software
- xii. For Hardware, Firmware & Software
- xiii. For development of System Software

Alpha Design Technologies Pvt Ltd has been established with a view point of:

- a. Develop a strong technology base to meet the emerging needs of land, ship-borne,
Airborne, Space-borne and Simulation systems.
- b. Set up modern Production, Test and Quality Assurance facilities to produce selected
products for International and Indian markets.
- c. Provide technical support & advice during Evaluation, Installation, Warranty and
Post-Contract phases.
- d. Create high-end software development capabilities for Simulation,
Command & Control requirements.

2.3 Vision, Objectives and Quality profile

Vision

To become a global company- mini-Elbit / IAI/ Raytheon/ LHM in private sector before 2025.

OBJECTIVES

- ❖ To establish a series of JVCs with Indian and international companies in niche technologies.
- ❖ To take up co-development and production of Defence Electronics equipment and systems with partners in India and abroad and to meet off-set requirements.
- ❖ To synergies technological efforts of DRDO labs, Indian industries, IISc / IITs with OEMs abroad.

Quality Policy

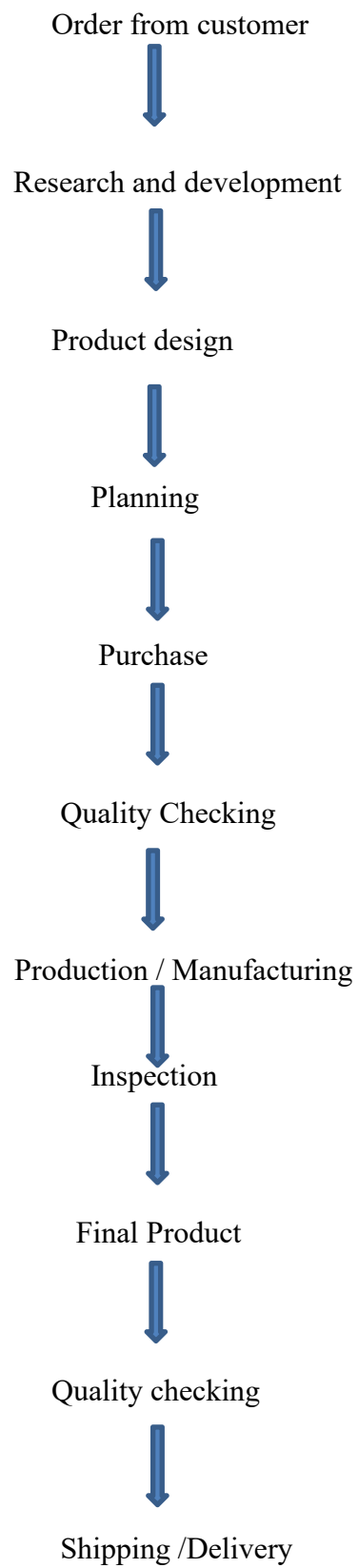
“We are committed to pursue continual improvement in quality of our product, services and performance to ensure supply of world class products and services to meet as well as exceed the needs / requirements of our customers”

Execution

Alpha is set up to utilize Government of India's policies for liberalization of Indian economy and opening of defence production to private sector industries . Alpha responds in a very unique and innovative manner to the needs of India's defence and para military markets.

Established in Bangalore, India's high-tech metropolis, the company is structured to offer technical support, indigenous services for a wide range of products to Indian and international organizations.

2.4 Work flow model



2.5 Products /Services

❖ Satellite Equipment

- 1.Ground equipment
- 2.Satellite equipment
- 3.Navigation equipment

❖ Opto-Electronics

- 1.Day sight, Reflex and Aiming Sight
- 2.Laser and Target acquisition systems
- 3.Night vision (II based)
- 4.Night vision (Thermal Based)

❖ Electronic Warfare System

- 1.MI-17 MLU UPGRADE PROJECT
- 2.Indigenous Combined Interrogator and Transponder for Transport and AEWS A.C.
- 3.Indigenous Interrogator for fighter A.C.
- 4.Indigenous Interrogator for Transport and AEWS A.c.
- 5.Indigenous Transponder for Transport and AEWS A.c.
- 6.IRCED
- 7.MAWS
- 8.MILDS for all current and future procurements
- 9.MILDS-F for fighter A.C.

❖ Military Communication and C3I Systems

- 1.CMI for Tadiram Radios
- 2.Digital control Harness
- 3.Indigenous SCA compliant SDR waveform Generation
- 4.Mobile SATCOM Terminal
- 5.SATCOM as part of DCN
- 6.SDR
- 7.SDR based 8/34 Mbps Radio Relay
- 8.Tactical Access Switch
- 9.Tadiran Radio CNR
- 10.ULSB III and Tactical Networks

❖ **Microwave and RF System**

1. Alpha Radar
- 2.1.2 KW TR Switches
- 3.600W TR Switches
4. Bite Distribution Unit
5. C-Band Up and Down Converter
6. Communication Receiver RF unit
7. Interface Unit for VU and MW Monitoring
8. Quad Down Converter
9. Quad Front End Receiver
10. Quad Up Converter

❖ **Aerospace Assembly**

1. AESA Radar
2. Airframe / Fuselage for LCA Mk I
3. Antenna installation
4. Antenna modification at IAF base
5. Fighter A.c Airframe Manufacturing facility
6. LCA PROGRAM -PYLON Assembly
8. Phased Array Radar Antenna
9. Radome

❖ **Simulators**

1. BMP II Simulator
2. MI-17 and MIG 29 Simulators on BOM basis at IAF bases

2.6 Ownership Pattern

Alpha Design Technologies Private Limited (ADTL) was incorporated in 2003 by Col. (Retd.) H.S. Shankar and Vasaka Promoters and Developers Pvt Ltd (VPDPL). VPDPL is an SPV founded by promoters of Murugappa group and Karvy group for investment in their personal capacity in ADTL.

In December 2018, Adani Defence Systems and Technologies Limited acquired 26% stake in ADTL for an amount of Rs. 400 crore. By virtue of shareholding, ADTL is subsidiary of VPDPL but by way of control over the composition of Board of Directors, it is subsidiary of Adani Defence.

JOINT VENTURE

1. Alpha-Elsec (Elbit Sec Sys) Defence and aerospace Systems (Israel)
2. Alpha-Electronica Defence systems (Italy)

SUBSIDIARIES

- 1) Alpha Tocol Engineering Services Pvt. Ltd
- 2) Alpha Electronica Defence Systems Pvt. Ltd
- 3) Alpha Elsec Defence and Aerospace System Pvt. Ltd
- 4) Flaire Unmanned System Pvt. Ltd
- 5) Microwave and optronics Systems Pvt. Ltd
- 6) Reline Thermal Imaging and Software Pvt. Ltd
- 7) Kortas Industries Pvt. Ltd
- 8) Auto Tec Systems Pvt. Ltd
- 9) Alpha –NT labs integrated Solutions Pvt. Ltd
- 10) Adani Elbit Advanced Systems India Ltd
- 11) Vignan Technologies Pvt. Ltd

Holding Company Of Alpha

1. Vasaka Promoters and dvlp Pvt. Ltd
2. Adani Defence Systems and Technologies Ltd

TOP MANAGEMENT OF ADTL

Board of Directors

- 1) Col.H.S. Shankar, VSM (Retd)
- 2) MR.R. Ramachandra Murthy

Key Managerial Personnel

- 1) Mr. Rakesh Dhar Jayal, Regional Director
- 2) Capt. T.N. Pranesha (Retd), Senior Vice President
- 3) Mr.M. Venkata Rattayya, Senior Vice President (EW Systems- Hyderabad)
- 4) Mr.P.V.Balasubramanyam, Senior Vice President (corporate Planning and offsets)
- 5) Mr.Krishna. Gopal. D, Senior Vice President (SATCOM)
- 6) Mrs.Dura Sukeerthi.N, Senior Vice President (Finance)

2.7 Achievements / Awards

- ❖ Col H.S.Shankar, CMD, Alpha Design Technologies, Bangalore being presented with "Electronics man of the year for 2017-18" during 43rd Edition of ELCINA EYF Annual Award.
- ❖ Col H.S.Shankar, CMD, Alpha Design Technologies, Bangalore being presented with "Life time achievement award-2016" by Chairman,ISRO, during silver jubilee celebration of society of Indian Aerospace Technologies and Industries.
- ❖ In March 2018, Alpha received repeat order from department of space,for "installation and commissioning of 1.2m Ku-band VSAT terminal in Bhutan,Nepal,Maldives,Bangladesh, Sri Lanka, Afghanistan and India.
- ❖ In April 2018,Alpha won the tender from Master facility control, Hassan for the "supply, installation, integration, commissioning, operations and maintenance of ground networks for Ku-band Satellite-Bhutan and Delhi".
- ❖ Alpha has bagged a project costing 591crore ,It has signed contract with the Ministry of defence to upgrade and digitize the aging Pechora missile and radar system.

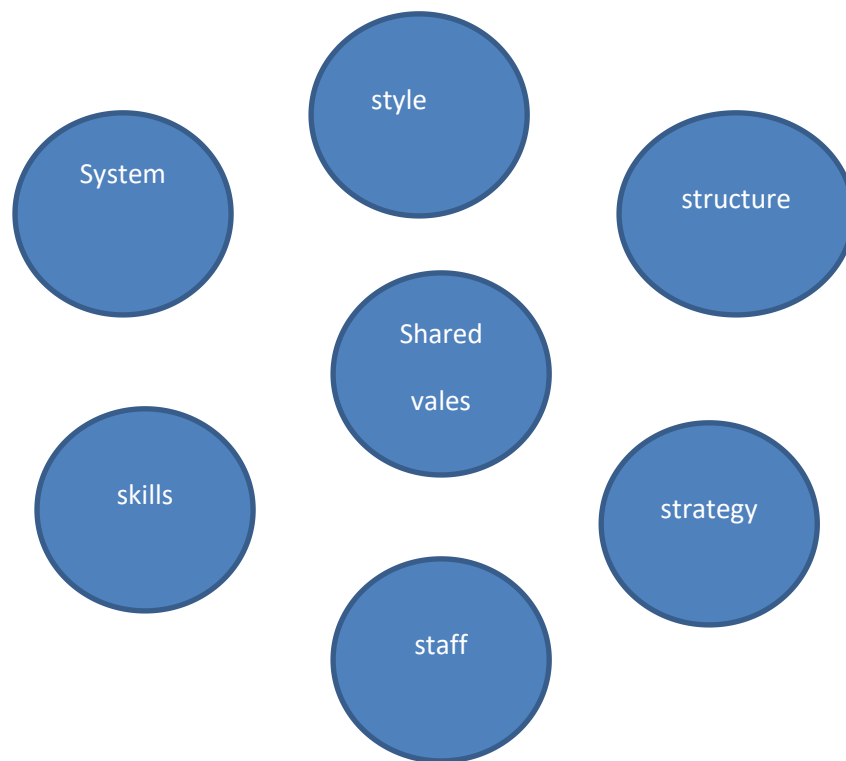
2.8 Future Growth and Prospects

1. Three more joint ventures with NTP, USA; Image SAT, Israel and Elbit systems, Israel are on the anvil to enhance their capabilities in the space domain.

2. The company also possesses another 5 acres of land at white field, Bangalore and is in the process of developing its own infrastructure and other support facilities to house its JVCs and set up an R&D centre to address the need of emerging technologies.

3. ADTL has signed the Contract together with MoD & RAC MiG for establishing MiG-29 UPG Aircraft Simulator Centre at Adampur air field on BOM (Build, Operate & Maintain) basis for a period of 20 years.

Mckinsey's 7 s framework



❖ **STAFF**

ADTL has a sufficient number of employees in all the department. Employees for different job roles and positions are hired internally as well as externally. All employees are given training to familiarize themselves with the company and its values. External training is also given based on the requirement. ADTL has 1000 employees, with senior experts who has decades of experience.

❖ **SKILLS**

ADTL has a good workforce, with high skills and capacities. All employees are recruited based on their qualification and experience. The company ensures that all its job requirements are met and that employees have the sufficient skills to perform their respective jobs. It focuses on personal as well as professional growth for its employees and works accordingly with them.

The company consists of engineers, staff and senior executives who have decades of experience in variety of systems ranging from Microwave components, Thermal Imager Systems, Night Vision Devices, Radars, Tactical Communications, Command and Control Systems, Electronic Warfare systems, Simulators, Satellite Communication Systems, Avionics, Airframes and Navigation equipment for aircrafts and Operational software. Specialization extends also to areas such as Research & Development, Production, Assembly, Testing & Integration, Field trials in desert/high altitude/ship/airborne platforms, Environmental testing, EMI-EMC, Maintainability evaluation, Integration of products/systems with equipment already existing and/or from other OEMs, Upgrade of systems, particularly of former Soviet Union manufacture, Warranty and after sales support, Feedback to OEMs on defects/corrective action to be taken and Obsolescence management. Alpha has special expertise in Offset manufacture and establishment of BOM based Simulation & Repair facilities

❖ **STRATEGY**

Corporate Strategy

The strategy responds to the competitive challenges by suggesting measures and taking competitive action through strategic tactics and activities that assure ADTL's sustainability by adjusting to market shifts and changing consumer preferences.

Business Strategy

- An important aspect of the strategy at ADTL is that it takes into constant consideration the changing consumer trends and demands, as well as the evolving consumer market patterns and consumption behaviour.
- It allows the company to identify demand gaps in the consumer market.
- ADTL strategy also takes into consideration the competitive pressures and activities of competitors.

Functional Strategy

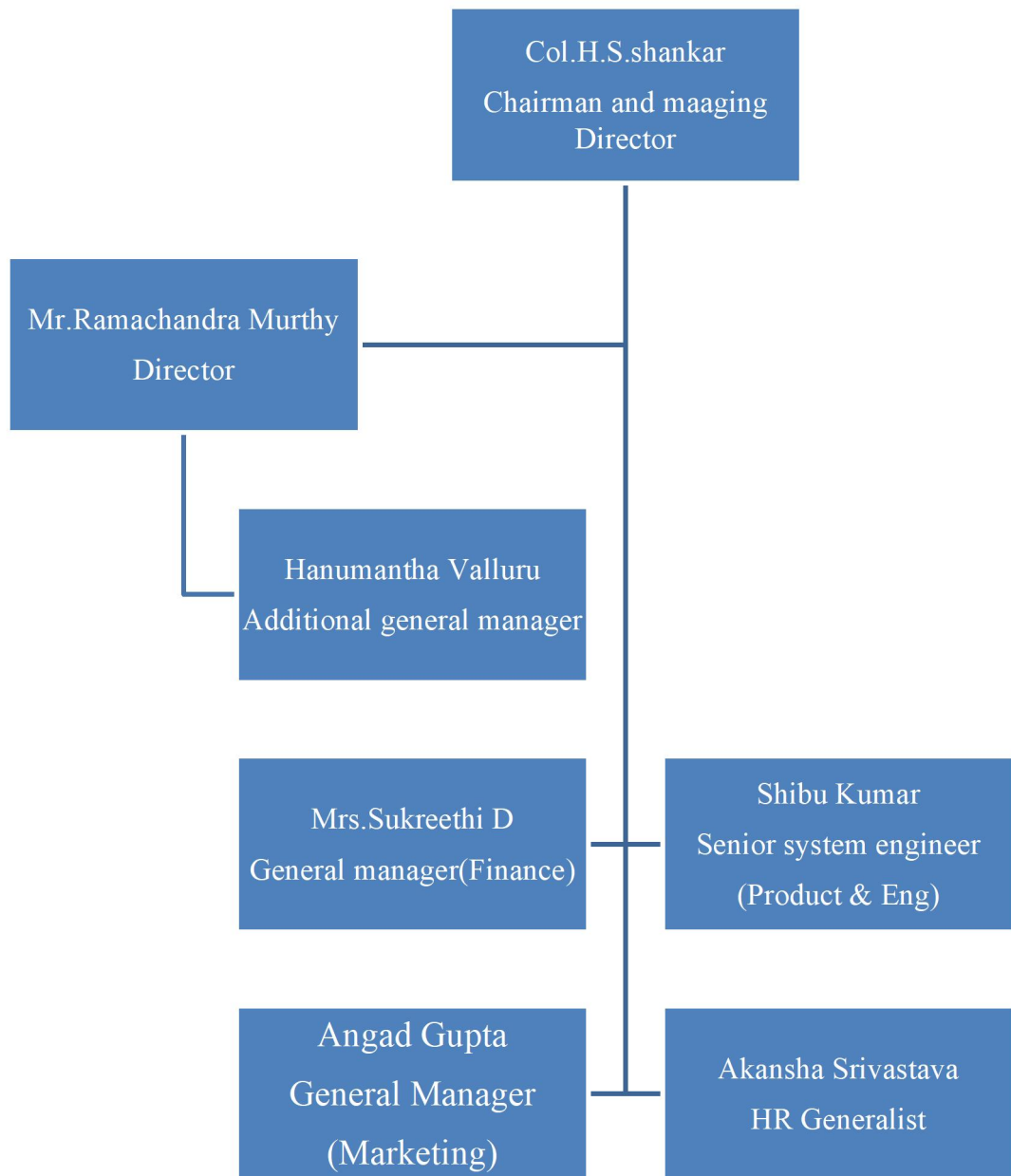
- Investment to moderate operation in order to attract abroad customers by adapting latest technologies.
- Aggressive decision making in order to get new projects.
- Managing financing costs, currency risk were mitigated using exports, growing exports and enhance global presence to mitigate risks related to economic down slide.

Operational strategy

- ADTL has been endogenously designed and manufacturing various complex products meeting the Indian defence requirements.
- Set up strong R&D centre
- Vendor management
- Improving service facilities to enhance customer satisfaction.

❖ STRUCTURE

Organization has functional organization structure. This is a common type of organization structure where entire organization is divided into departments based on their specialization. ADTL has less managerial levels in between and more access to the senior management and leadership , employees feel more secure and have higher access to information. ADTL has good coordination between different departments. The systematic, defined, and organized communication allows an easy flow of information and ensures that no organizational tasks and goals are diminished because of a lack of communication or misunderstanding.



❖ SYSTEMS

The defined control system measures are designed based on the nature of their tasks and responsibilities. Alpha management taken decision to record all financial transaction in one platform on **SAP S/4 HANA software**.

INFORMATION TECHNOLOGY SECURITY SYSTEM

Application Software, Data and Project Development Information is a very high-risk security hazard area. The following methods are suggested to safeguard and secure them.

- a) Creating multi-layer access Codes / Systems.
- b) Having separate codes for special projects.
- c) Security checks of all Laptops.
- d) Compulsory virus checks.
- e) Having a separate security server administrating all terminals.
- f) Having a separate Central facility server routing all e-mail.
- g) Erecting Fire Wall Security System.
- h) Carrying out surprise audits on all terminals and systems for configuration.
- i) Periodical change and switching of passwords and authentication codes.
- j) Having regular Data back up in staggered zones.
- k) Delinking and segregation of systems having independent storage base.

❖ **STYLE**

Alpha design technologies pvt ltd has a participative leadership style. The Participative leadership style is highly effective in achieving the business goals and vision of the organization. Employees feel to be active members of the organization who are valued for their suggestion and feedback. With its supportive and encouraging organizational culture, ADTL gives way to internal collaboration and cooperation between employees, teams and departments.

❖ **SHARED VALUES**

ADTL encourages an inclusive culture of diversity. The company has an international presence and branches in different states. The corporate culture at ADTL encourages innovation and creativity by allowing independence for growth to individuals. It also has supportive leadership which works towards increasing employee motivation and job satisfaction .

1.Honesty & Integrity

Every employee shall discharge his/her duties with utmost integrity, honesty, devotion and diligence in a professional manner and uphold the Company's image and reputation. Cases of fraud and dishonesty will attract appropriate disciplinary action up to dismissal from service.

2.Compliance with Laws, Rules and Regulations

It is the Company's policy to comply fully with all applicable laws and regulations. Senior Management must make certain that sound and adequate procedures exist to ensure that they comply with legal and regulatory requirements impacting each business and identify and respond to developments in the regulatory environment in which they operate. Any employee who is unfamiliar or uncertain about the legal rules involving Company business conducted by him/her should consult the Finance Department of the Company, before taking any action that may put the Company or that individual at risk. Violations of applicable laws, rules and regulations may subject the employee to individual criminal or civil liability as well as disciplinary action by the Company. Such individual violations may also subject the Company to civil or criminal liability.

3.Quality of Products and Services

The Company is committed to pursue continual improvement in quality of our products, services and performance to ensure supply of world class products & services to meet as well as exceed the needs/ requirements of our customers. We are always customer focused and will deliver what the customer needs in terms of value, quality and satisfaction.

4.Health, Safety and Environment

The Company attaches great importance to a safe and healthy working environment for the employees. Good physical working conditions, high standards of hygiene and housekeeping shall be ensured. The Company shall comply with all regulations regarding the preservation of the environment as mandated by the state. The Company shall be committed to prevent the wasteful use of natural resources and minimize any hazardous impact on the development, production, use and disposal of any of its products and services on the ecological

environment. The Company shall impart training to employees to increase safety awareness and adoption of safe working methods, particularly designed to prevent serious or fatal accidents as well as environment friendly practices. Employees shall partake in all facets of the Health, Safety and Environment programs and ensure the highest standards of compliance.

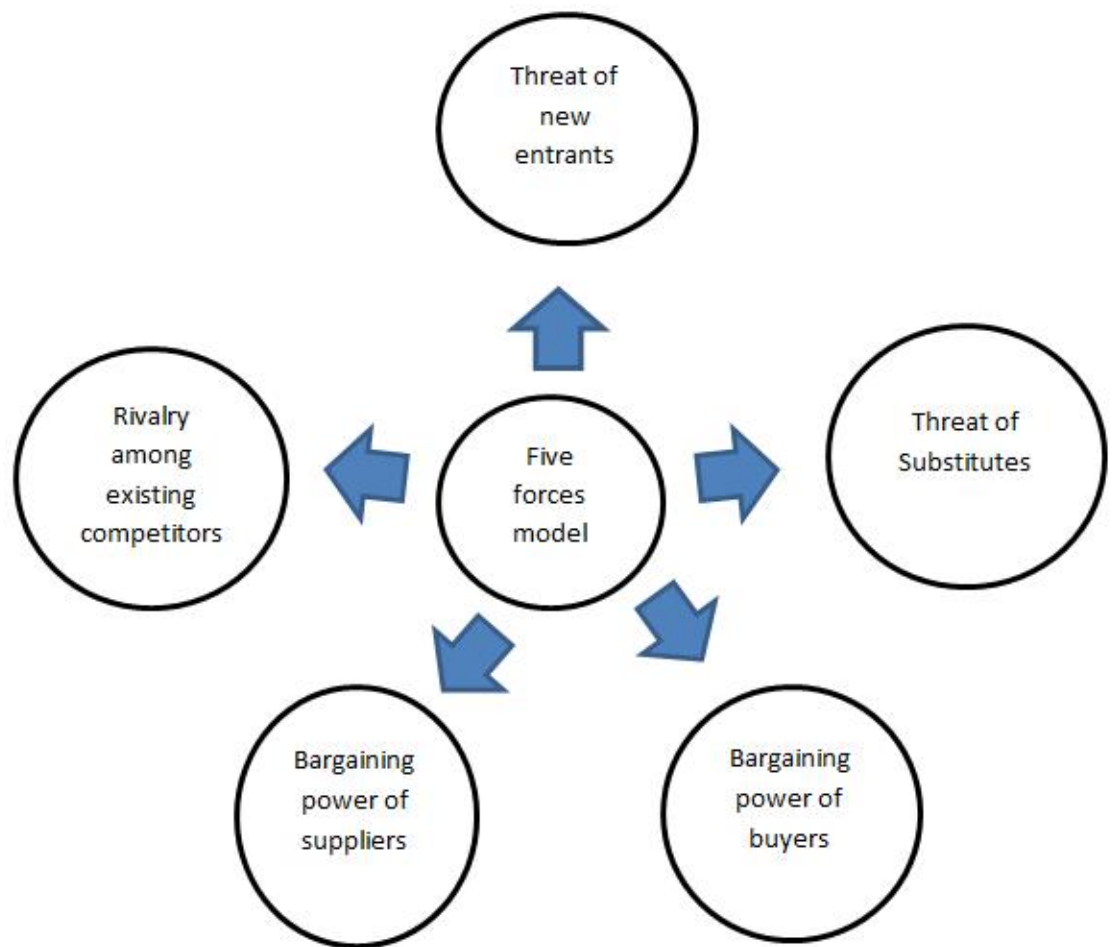
5. Transparency and Audit ability

Senior management and employees shall ensure that their actions in the conduct of business are totally transparent except where the needs of business security dictate otherwise. Such transparency shall be brought about through appropriate policies, systems and processes, including as appropriate, segregation of duties, tiered approval mechanism and involvement of more than one senior officer in key decisions and maintaining supporting records. It shall be necessary to voluntarily ensure that areas of operation are open to audit and the conduct of activities is totally auditable.

6. Fair Dealing

Each employee should deal fairly with customers, vendors, competitors, and employees of group companies. They should not take unfair advantage of anyone through manipulation, concealment, abuse of confidential, proprietary or trade secret information, misrepresentation of material facts, or any other unfair practices.

PORTERS FIVE FORCE MODEL



- **Rivalry among existing competitors**

The competition is moderate among existing competitors in aerospace and defence industry. The Government projects will have bidding system at that time all the competitors will have to bid to gain that project .competition is particularly at the basic stage of negotiating contracts. Contracts are made with promise of future R&D that has not yet been accomplished.

- **Threat of substitute products and services**

Yes there is no threat of substitute products in this industry. If threat is high then ADTL has to continuously invest into R&D or else there is a chance of losing the position in the market.

- **Bargaining power of suppliers.**

When there is requirement of materials the material management department will prepare the list and contact the suppliers .later the supplier will give the invoice they will compare all the invoice and select which is less price and place the order. So the bargaining power of supplier is less. But some times the material will be available only with specific supplier at that time the supplier will have bargaining power.

- **Bargaining power of buyers**

There is less chance of bargaining power for buyers because bill of material will be issued to buyers in the beginning itself .The price will be fixed so there is no bargaining power for buyers.

- **Threat of new entrants**

It is difficult for a newcomer to enter to a specific industry. There is number of barriers for the new entrants to enter into this marketplace. The industry is very intensive on research and development, which requires specialized workers and is capital intensive. Projects also have large capital requirements as significant investment is needed before money is received from sales. The threat for a new entrants is considered moderate because the company has good reputation and they produce quality products at reasonable price.

SWOT ANALYSIS



Strengths

1. Wide geographic presence

ADTL has extensive dealer network and associates network that not only help in delivering efficient services to the customer but also help in managing competitive challenges in defence industry.

2. Track record of innovation

Even though most players in the capital goods strive to innovate, ADTL has successful record at consumer driven innovation.

3. Talent management

Talent management at ADTL and skill development of the employees- human resources are integral to the success of ADTL in defence industry. Employee retention in ADTL is very good, there are employees who are working for more than 7 years.

4.Successful track record of launching products

ADTL has launched numerous products in last few years, keeping in mind evolving customer preferences and competitive pressures. ADTL has effective processes in place that helps in exploring new product needs, doing testing, and then launching the products quickly using its extensive distribution network.

5.Effective Research and Development (R&D)

ADTL has innovation driven culture where significant part of the revenues are spent on the research and development activities. This has resulted in – ADTL staying ahead in the Defense industry in terms of – new product launches, superior customer experience, highly competitive pricing strategies, and great returns to the shareholders.

6.Training and development

ADTL has one of the best training and development program .The effectiveness of the training programs can be measured in – employees retention, in-house promotion, loyalty, new venture initiation, lack of conflict, and high level of both employees and customer engagement.

Weaknesses

1.Extra cost of building new supply chain and logistics network

Internet and Artificial Intelligence has significantly altered the business model in the Basic Materials industry and given the decreasing significance of the dealer network ADTL has to build a new robust supply chain network. That can be extremely expensive.

2.Significantly high lead time between product development and winning an order:

Being a defense product manufacturer, ADTL's products undergo rigorous testing before a final order is awarded. The entire process to win an order & begin commercial production takes about 1 – 1.5 years, in addition to product

development (between RFI & RFP) which itself can take about 2-3 years. This necessitates regular capital allocation for product development/upgradations and financial resilience to see through the development stage, with the risk of orders not getting materialized. It is therefore important for company to continuously invest in new products and have healthy project pipeline in RFI/RFP stages. Nevertheless, comfort is drawn from strong pipeline of projects in various development stages which is expected to translate into confirmed orders in medium to long term.

3.High cost of replacing existing experts

In ADTL there are employees who are working for more than 7 years, so it is very costly to replace the existing employees.

Opportunities

1.New technology

The technology are changing day by day there is chance of adopting new technology in the Business which will help them in effective production and reduce the cost.

2.Government contracts

ADTL has won many Government project so there is an opportunity for them to get more contracts from Government.

3.Tend of customers migrating to higher end products

It represents great opportunity for ADTL, as the firm has strong brand recognition in the premium segment, customers have experience with excellent customer services provided by ADTL brands in the lower segment. It can be a win-win for the company and provides an opportunity to increase the profitability.

4.local Collaboration

Tie-up with local players can also provide opportunities of growth for the ADTL in international markets. The local players have local expertise while ADTL can bring global processes and execution expertise on table.

5.Opportunities in Online Space

Increasing adoption of online services by customers will also enable ADTL to provide new offerings to the customers in Aerospace & Defense industry.

Threats

1.Growing technological expertise

The local players in the export market- one of the biggest threat of tie-up with local players in the export market for ADTL is threat of losing IPR.The intellectual property right Framework is not very strong in emerging markets.

2.Competitive pressures

As the new product launch cycles are reducing in the capital goods industry.It has put additional competitive pressure on players such as ADTL.It can't respond quickly to the needs of the niche markets that disrupts are focusing on.

3.Changing political environment

Changing political environment with other country leads to trade war, it will have impact on other nations, and overall instability in the middle east can impact ADTL business both in local market and in international market.

4. Fixed price contracts

In the defence industry the projects will be based on contracts the price will be fixed before itself . In-case if there is increase in price of materials they can't increase the price of product .They have to complete the project in that budget itself .If it exceeds they have to bear the cost.

5.Government regulations

When there is changes in the rules made by Government it may effect the entire industry so it may become threat for ADTL.

6.Dependence on suppliers

Some times the customer want the raw materials from particular suppliers at that time there will be more dependence on particular suppliers and all the raw materials will not be available in all the places only few suppliers will have this may become threat for the company.

FINANCIAL STATEMENT

Financial statement are written records that convey the business activities and the financial performance of a company. The balance sheet provides an overview of assets, liabilities and shareholders equity. The financial statements are used by investors, market analysts, and creditors to evaluate a company's financial health and earnings potential.

Balance Sheet of Alpha Design Technologies Pvt Ltd (Rupees in crore)

Assets and liabilities	2019-20	2020-21	2021-22
1. Non current assets			
a. Property, plant and equipment	80.34	85.85	79.37
b. Capital work-in-progress	116.66	125.85	136.52
c. Other intangible assets	4.11	20.26	16.24
d. Intangible assets under development	117.07	139.19	169.5
e . Right to use assets	15.95	11.41	5.49
f .Financial assets			
I. investments	38.72	102.89	103.09
II. loan	5.62	-	-
III. others	0.12	64.53	59.6

g . Non current tax assets(Net)	1.35	2.66	3.36
h .Other non current assets	2.65	1.84	6.61
Total non current assets	382.64	554.5	579.78
2. Current assets			
a . Inventories	147.03	238.64	426.37
b . financial statement			
I. investments	-	-	-
II.Trade receivables	169.9	314.39	243.74
III.cash and cash equivalents	4.86	0.38	3.29
IV.bank balance other than (II)above	29.02	10.83	13.27
V. Loans	0.2	2.92	2.77
VI. Other financial assets	123.62	1.18	1.38
c . current tax assets(Net)	1.25		
d . other current assets	127.81	197.92	183.65
Total current assets	603.72	766.27	874.49
Total Assets	986.36	1320.76	1454.26

II.Equity and liabilities			
Equity			
a . equity share capital	49.58	51.22	51.4
b . other equity	474.01	536.95	579.92
Total equity	523.6	588.16	631.32
Liabilities			
1. Non current Liabilities			
a . Financial liabilities			
I. Borrowings	46.88	71.24	44.8
II. Lease liabilities	10.49	6.62	3.45
III. Other financial liabilities	39.73	66.32	53.66
b . deferred tax liabilities (Net)	13.4	17.72	13.08
c . other non-current liabilities			
Total non-current liabilities	110.52	161.89	114.99
2. Current liabilities			
a . financial			

liabilities			
I. Borrowings	95.5	95.15	115.16
II. Lease liabilities	6.65	6.25	3.16
III. Trade payable			
a. Total outstanding dues of MSME	1.67	0.29	1.78
b. Total outstanding dues of creditors other than MSME	117.92	196.8	181.72
IV. Other financial liabilities	54.05	14.64	31.45
b . other current liabilities	74.81	251.61	315
c . provisions	1.6	3.42	2.34
d . current tax liabilities(Net)		2.54	17.36
Total current liabilities	352.24	570.71	707.96
Total liabilities	462.76	732.6	822.95

Total equity and liabilities	9.86	1320.76	1454.26
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Statement of Profit and Loss account of Alpha Design Technologies Pvt Ltd

Particulars	2019-2020	2020-2021	2021-2022
1.Revenue from operations	337.51	352.97	576.68
2.Other income	9.31	12.27	6.15
3.Total income	346.62	365.24	582.83
4.Expenses			
Cost of material consumed	342.97	347.81	600.55
Purchases of stock-in-trade	-	-	-
Changes in inventories	-97.72	-104.65	-184.67
Employee benefit expenses	31.64	35.33	39.5
Finance costs	13.86	17.66	19.34

Depreciation and amortization expense	17.44	26.35	17.67
Other expenses	36.04	32.46	32.95
5.Total expenses	344.25	348.95	525.34
6.profit before exceptional items	2.57	16.29	57.48
7.Exceptional items	-		
8.profit before tax from operation	2.57	16.29	57.48
9.income tax expenses		-	
Current tax	0.17	2.88	19.29
Deferred tax	-3.61	4.32	-4.73
Total tax expenses	-3.44	7.2	14.56
10.Profit from operation	6.01	9.09	42.92
11.Profit for the year	6.01	9.09	42.92

Ratio Analysis

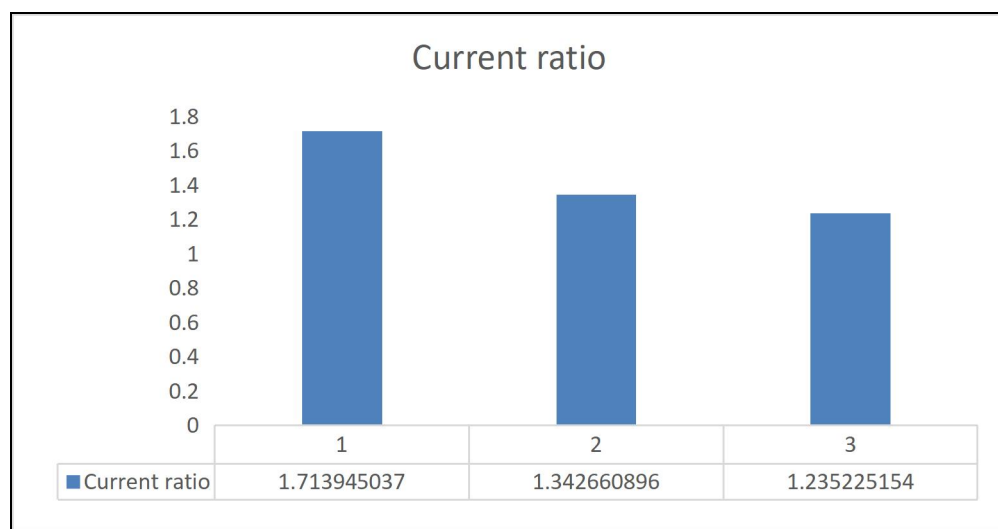
Current ratio

The current ratio is also referred to as the working capital ratio. This ratio compares a company's current asset to its current liabilities, testing whether it sustainably balances assets, financing and liabilities. It is used as a general metric of financial health since it shows a company's ability to pay off short-term debts.

Table No:5.1

Year	Current asset	Current Liability	Current ratio
2020	603.72	352.24	1.713945037
2021	766.27	570.71	1.342660896
2022	874.49	707.96	1.235225154

Chart No:5.1



Interpretation.

Current ratio is the most common ratio for measuring liquidity. The ideal current ratio is 2:1. If the current ratio is higher, the company has a better solvency situation. It is considered as having more assets than liabilities and the ability to pay one's debts. The higher current ratio shows that the company is in profit. Here we can see that the ratio is decreasing.

Quick ratio

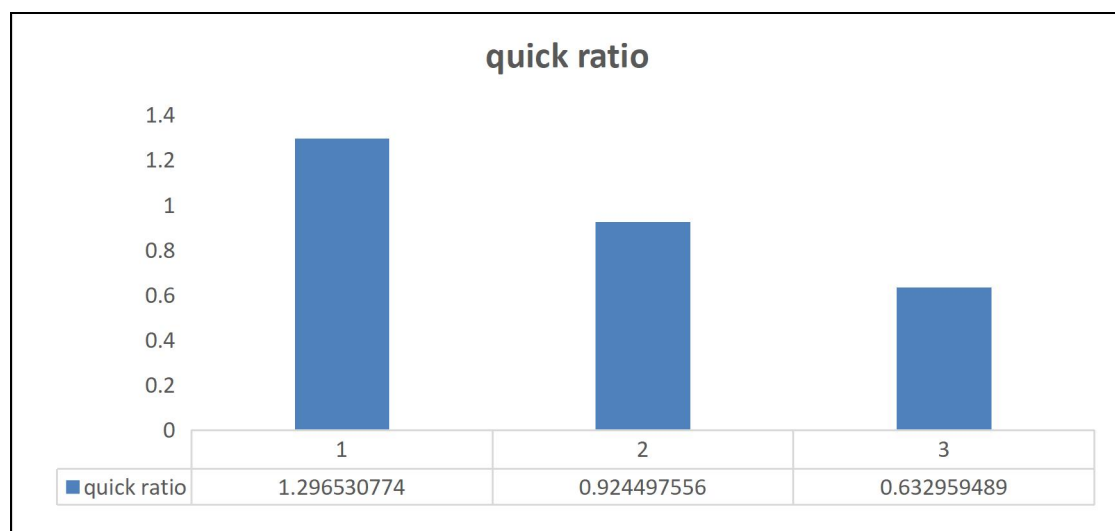
The quick ratio is also known as the acid test ratio. It measures whether a company's current assets are sufficient to cover its current liabilities. The quick ratio formula takes a company's current assets, excluding inventory, and divides them by its current liabilities. A quick ratio of 1.0 or higher indicates that a company can meet its current obligations without selling fixed assets or inventory, indicating positive short-term financial health.

Quick Ratio=Current Asset-Stock in hand/Current Liability

Table no:5.2

Year	Current asset	stock in hand	current liability	quick ratio
2020	603.72	147.03	352.24	1.296530774
2021	766.27	238.65	570.71	0.924497556
2022	874.49	426.38	707.96	0.632959489

Chart no:5.2



Interpretation

The company had quick ratio more than 1 till 2020. The quick ratio has decreased from 2020 to 2022, indicating that the company's ability to pay off its current liabilities with its quick assets has decreased. This might be due to the increase in current liabilities, which has reduced the proportion of quick assets.

Cash ratio

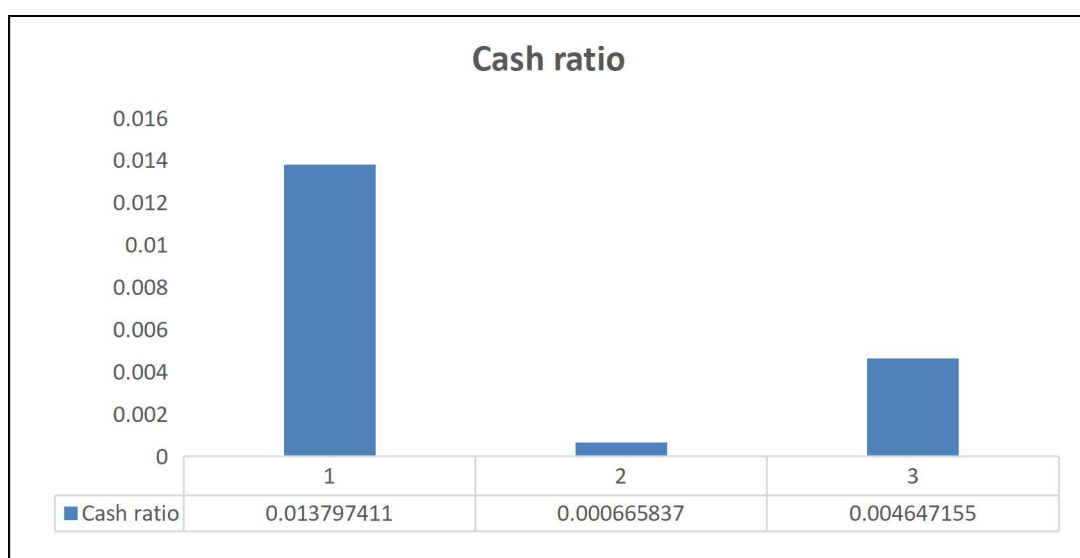
The metric evaluates company's ability to repay its short-term debt with cash or near-cash resources, such as easily marketable securities. This information is useful to creditors when they decide how much money, they would be willing to loan a company.

Cash Ratio: Cash + Cash Equivalents / Current Liabilities

Table no:5.3

Year	cash and cash equivalents	Current liabilities	Cash ratio
2020	4.86	352.24	0.013797411
2021	0.38	570.71	0.000665837
2022	3.29	707.96	0.004647155

Chart no:5.3



Interpretation: This helps the company to measure the ability to repay its short-term debt with cash and cash equivalents. In this chart we understand that there is fluctuation in the ratio.

Gross Profit Ratio

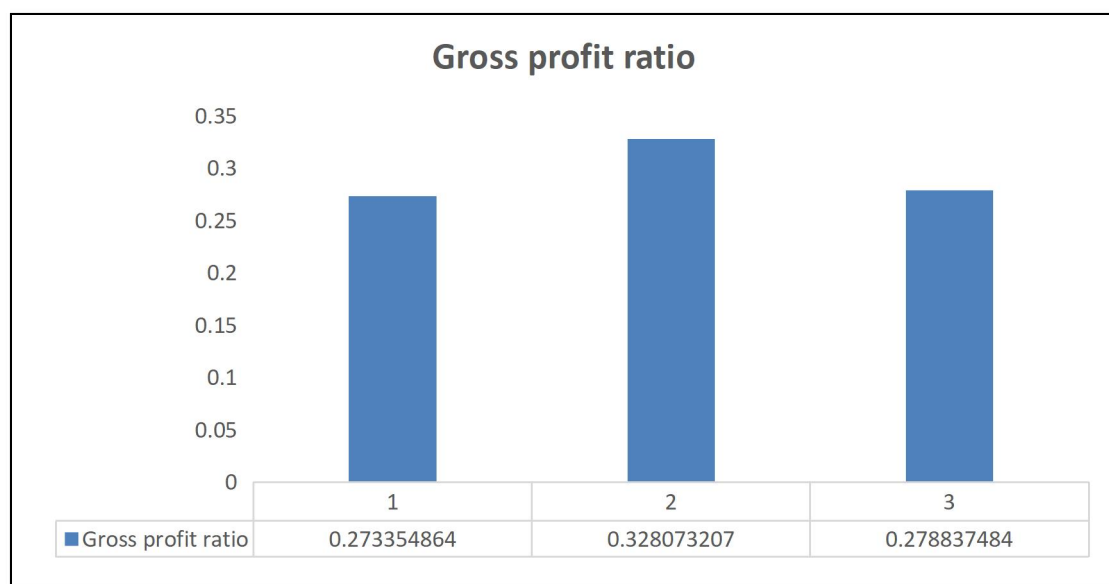
It shows insights into the efficiency of a company in managing its production costs, such as labor and supplies, in order to generate income from the sales of its goods and services.

$$\text{Gross Profit Ratio} = \text{Gross Profit} / \text{Sales} * 100$$

Table no:5.4

Year	Gross profit	Net sales	Gross profit ratio
2020	92.26	337.51	0.273354864
2021	115.8	352.97	0.328073207
2022	160.8	576.68	0.278837484

Chart no:5.4



Interpretation

As we can see from the table, the group profit ratio has fluctuated during the period. It increased from 2020 to 2021, indicating that the company has been able to manage its cost of goods sold more efficiently, resulting in higher

profitability. However, it decreased in 2022, which might indicate that the company has faced challenges in managing its cost of goods sold in that year.

Net profit ratio

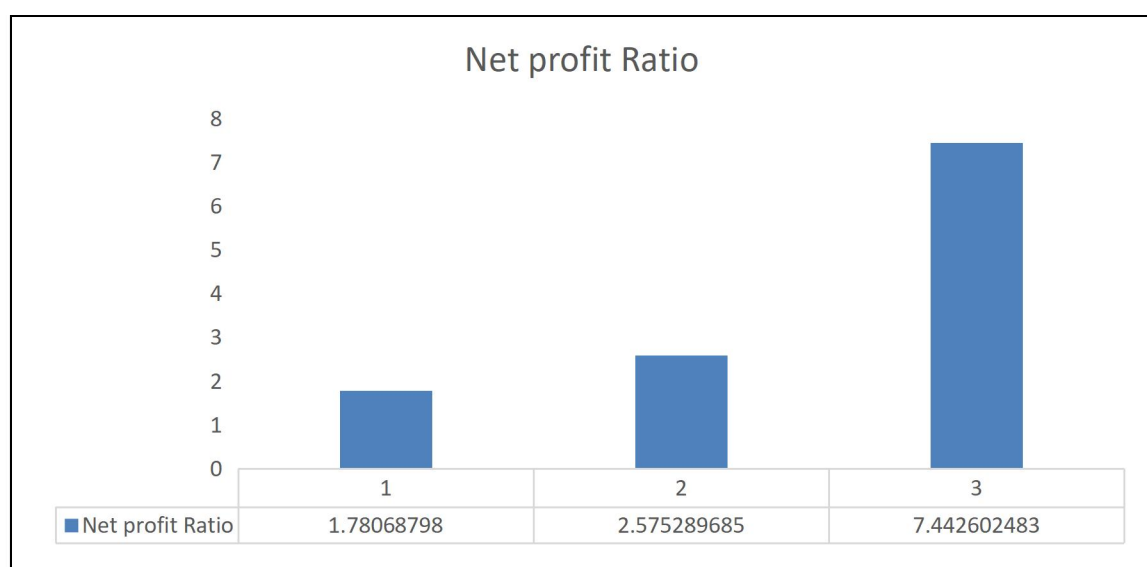
Net Profit Ratio, also referred to as the Net Profit Margin Ratio, is a profitability ratio that measures the company's profits to the total amount of money brought into the business. In other words, the net profit margin ratio depicts the relationship between the net profit after taxes and net sales taking place in a business.

$$\text{Net Profit Ratio} = (\text{Net Profit} / \text{Net Sales}) \times 100$$

Table no:5.5

year	Net profit	Net sales	Net profit Ratio
2020	6.01	337.51	1.78068798
2021	9.09	352.97	2.575289685
2022	42.92	576.68	7.442602483

Chart no:5.5



Interpretation

As we can see from the table, the net profit and net sales have increased from 2020 to 2022, which is a positive sign for the company. The net profit ratio has also increased significantly, indicating that the company has been able to manage its expenses more efficiently, resulting in higher profitability.

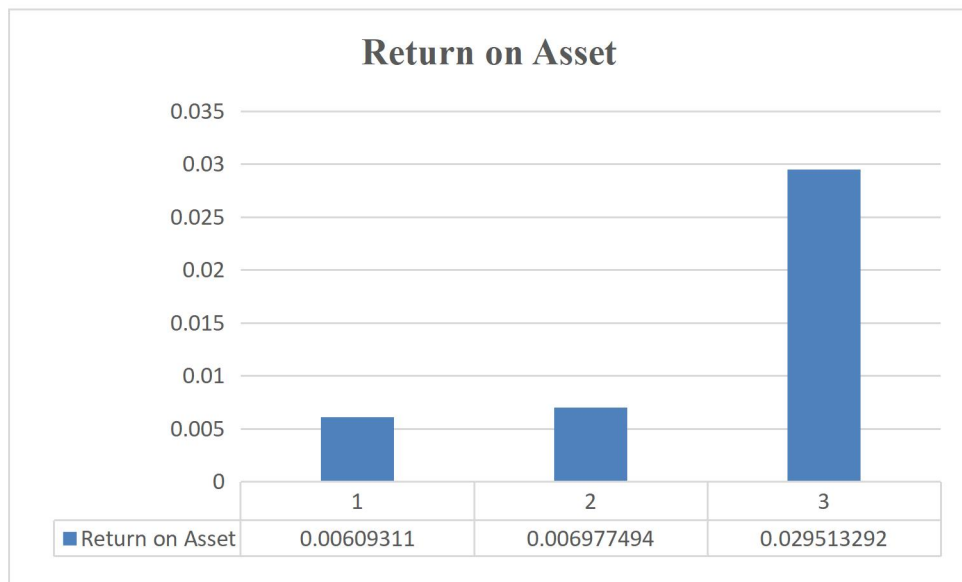
Return on asset

Return on asset is a profitability ratio that provides how much profit a company can generate from its assets. It measures how efficient a company's management is in earning a profit from their assets. **Return on asset = net profit / total asset**

Table no:5.6

Year	Net Profit	Total Asset	Return on Asset
2020	6.01	986.36	0.00609311
2021	9.09	1302.76	0.006977494
2022	42.92	1454.26	0.029513292

Chart no:5.6



Interpretation

As we can see from the table, the ROA has increased during the period, with the highest ROA in 2022 and the lowest ROA in 2020. The increase in ROA in 2022

might indicate that the company has been able to generate more profit from its assets.

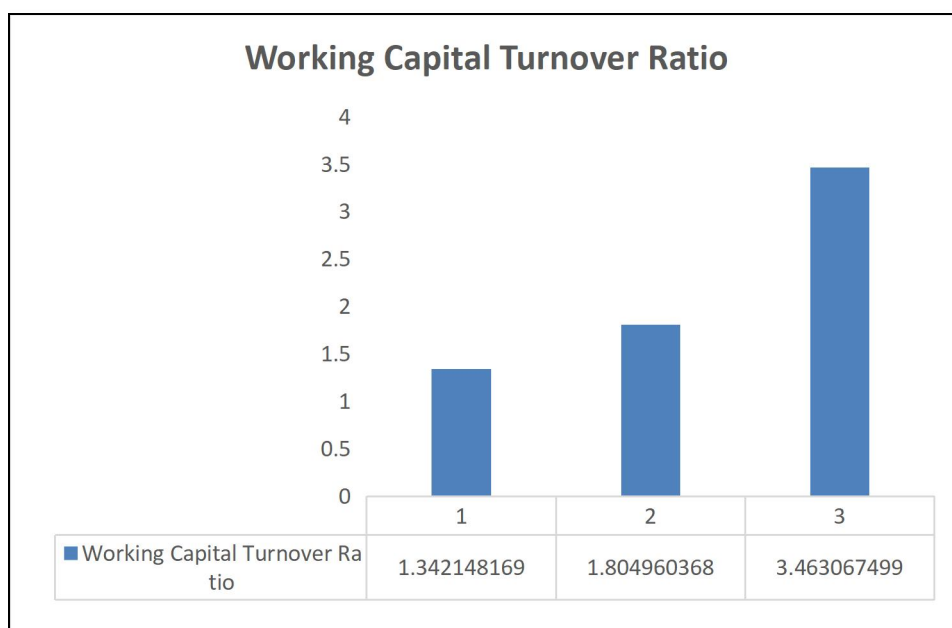
Working capital Turnover ratio

It is also known as net sales to working capital, working capital turnover measures the relationship between the funds used to finance a company's operations and the revenues a company generates to continue operations and turn a profit. **Working Capital Turnover=Net Annual Sales/Working Capital**

Table no:5.

Year	Sales	Working capital	Working Capital Turnover Ratio
2020	337.51	251.47	1.342148169
2021	352.96	195.55	1.804960368
2022	576.67	166.52	3.463067499

Chart no:5.



Interpretation: The working capital turnover ratio determines how well a company uses its working capital to find the suitable level of sales. A high

turnover ratio suggests that management is making excellent use of a company's short term assets and liabilities in order to sustain sales. In the above graph working capital is continuously rising.

Proprietary ratio

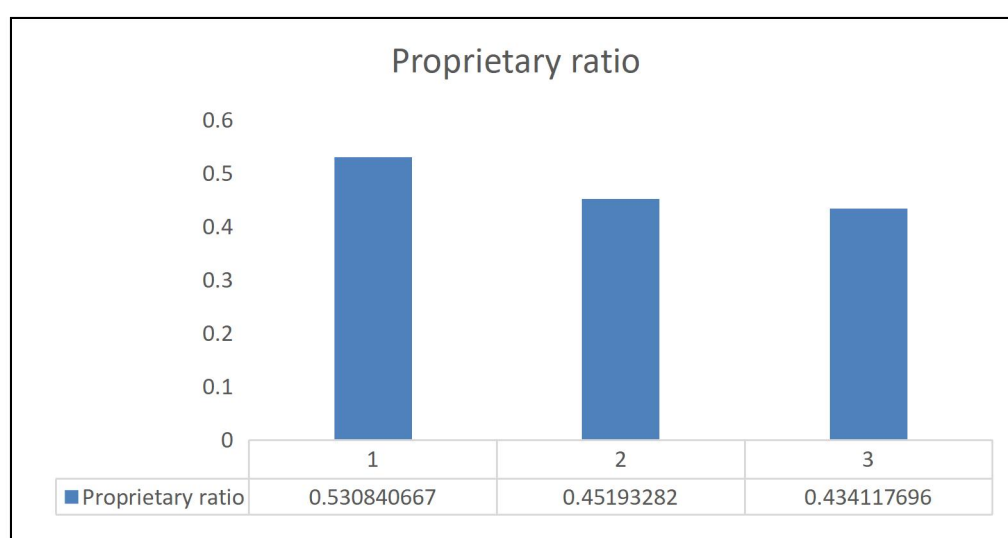
The proprietary ratio (also known as net worth ratio or equity ratio) is used to evaluate the soundness of the capital structure of a company. It is computed by dividing the stockholders' equity by total assets.

$$\text{Proprietary ratio} = \text{Shareholders fund} / \text{Total asset}$$

Table no:5.7

Year	Shareholders fund	Total asset	Proprietary ratio
2020	523.6	986.36	0.530840667
2021	588.76	1302.76	0.45193282
2022	631.32	1454.26	0.434117696

Chart no:5.7



Interpretation: The high proprietary ratio indicates that a company has a sufficient amount of equity to support the function of business. It is inferred from the table the proprietary ratio of company is higher in the year 2020 and lower in the year 2022.

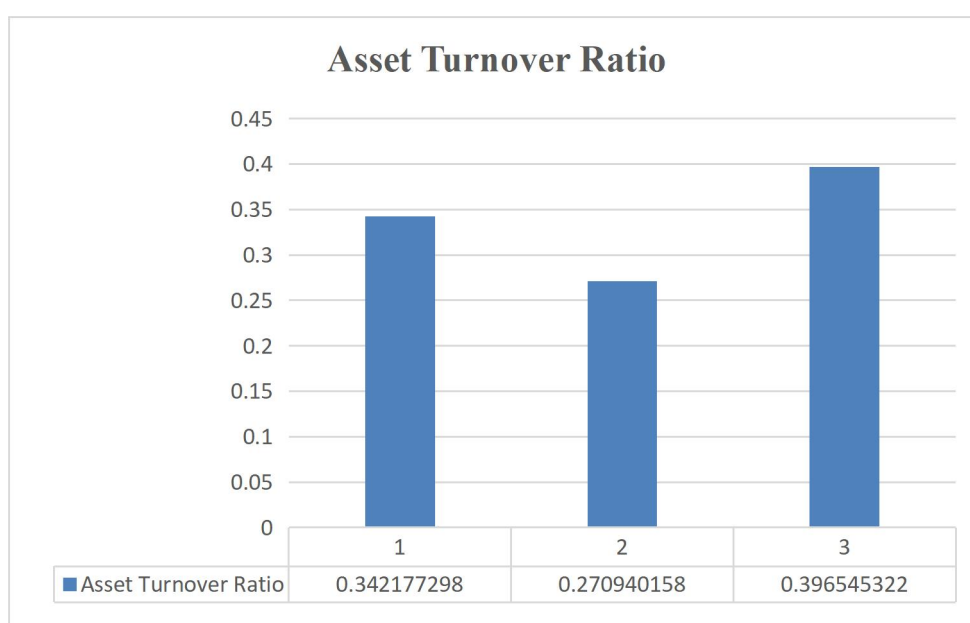
Asset Turnover Ratio

The asset turnover ratio, also known as the total asset turnover ratio, measures the efficiency with which a company uses its assets to produce sales. A company with a high asset turnover ratio operates more efficiently as compared to competitors with a lower ratio. **Asset turnover ratio = sales/total asset**

Table no:5.8

Year	Sales	Total Asset	Asset Turnover Ratio
2020	337.51	986.36	0.342177298
2021	352.97	1302.76	0.270940158
2022	576.68	1454.26	0.396545322

Chart no:5.8



Interpretation : As we can see from the table, the asset turnover ratio has fluctuated during the period, with the highest ratio in 2022 and the lowest ratio in 2021. The increase in the asset turnover ratio in 2022 might indicate that the company has been able to use its assets more efficiently to generate sales.

Learning Experience:

The Alpha design technologies pvt ltd offered me a very good opportunity to learn about the company and industry as a whole. It allowed me to expand my skills and to gain in depth knowledge about the operations of the organization.

The learning experience in Alpha design technology pvt ltd was very good. I applied my theoretical knowledge into practical knowledge. What I studied in college the same thing I have applied and analyzed in the organization.

The work assigned during the internship made me to learn new things like updation of GST input in GST 3B format. The Asst manager of Finance department Mr. Adarsha S.M supported throughout the internship. The Organization Study in Alpha design technology pvt ltd was very good experience.

The past four weeks of the internship had been very educative which helped me to have a practical idea. I got the experience of corporate life and had a understanding of the working environment and management system. All the staffs and employees in the company were very friendly and strictly followed the company rules and regulation.

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Year of publication,2021

5th November 2022

Press release Alpha Design Technologies Pvt Ltd

<https://www.careratings.com>

4. ICRA Ratings Publication

Year of publication,2020

8th November 2022

Alpha Design Technologies Pvt Ltd: Ratings reaffirmed

<https://www.icra.in>

5. Alpha Design Technologies Pvt Ltd site, 11th November 2022

<https://www.adtl.co.in>

ANNEXURE

Financial Statement of Alpha Design Technologies Pvt Ltd (Rupees in crore)

Assets and liabilities	2019-20	2020-21	2021-22
1. Non current assets			
a.Property,plant and equipment	80.34	85.85	79.37
b.Capital work-in-progress	116.66	125.85	136.52
c.Other intangible assets	4.11	20.26	16.24
d. Intangible assets under development	117.07	139.19	169.5
e . Right to use assets	15.95	11.41	5.49
f .Financial assets			
I. investments	38.72	102.89	103.09
II. loan	5.62	-	-
III. others	0.12	64.53	59.6

g. Non current tax assets(Net)	1.35	2.66	3.36
h .Other non current assets	2.65	1.84	6.61
Total non current assets	382.64	554.5	579.78
2. Current assets			
a . Inventories	147.03	238.64	426.37
b . financial statement			
I. investments	-	-	-
II.Trade receivables	169.9	314.39	243.74
III.cash and cash equivalents	4.86	0.38	3.29
IV.bank balance other than (II)above	29.02	10.83	13.27
V. Loans	0.2	2.92	2.77
VI. Other financial assets	123.62	1.18	1.38

c . current tax assets(Net)	1.25		
d . other current assets	127.81	197.92	183.65
Total current assets	603.72	766.27	874.49
Total Assets	986.36	1320.76	1454.26
II.Equity and liabilities			51.4
Equity			
a . equity share capital	49.58	51.22	
b . other equity	474.01	536.95	579.92
Total equity	523.6	588.16	631.32
Liabilities			
1. Non current Liabilities			
a . Financial liabilities			
I. Borrowings	46.88	71.24	44.8
II. Lease liabilities	10.49	6.62	3.45
III. Other financial liabilities	39.73	66.32	53.66

b . deferred tax liabilities (Net)	13.4	17.72	13.08
c . other non-current liabilities			
Total non-current liabilities	110.52	161.89	114.99
2. Current liabilities			
a . financial liabilities			
I. Borrowings	95.5	95.15	115.16
II. Lease liabilities	6.65	6.25	3.16
III. Trade payable			
a. Total outstanding dues of MSME	1.67	0.29	1.78
b. Total outstanding dues of creditors other than MSME	117.92	196.8	181.72
IV. Other financial liabilities	54.05	14.64	31.45
b . other current liabilities	74.81	251.61	315

c . provisions	1.6	3.42	2.34
d . current tax liabilities(Net)		2.54	17.36
Total current liabilities	352.24	570.71	707.96
Total liabilities	462.76	732.6	822.95
Total equity and liabilities	9.86	1320.76	1454.26

Statement of Profit and Loss account of Alpha Design Technologies Pvt Ltd

Particulars	2019-2020	2020-2021	2021-2022
1.Revenue from operations	337.51	352.97	576.68
2.Other income	9.31	12.27	6.15
3.Total income	346.62	365.24	582.83
4.Expenses			
Cost of material consumed	342.97	347.81	600.55
Purchases of stock-in-trade	-	-	-

Changes in inventories	-97.72	- 104.65	- 184.67
Employee benefit expenses	31.64	35.33	39.5
Finance costs	13.86	17.66	19.34
Depreciation and amortization expense	17.44	26.35	17.67
Other expenses	36.04	32.46	32.95
5.Total expenses	344.25	348.95	525.34
6.profit before exceptional items	2.57	16.29	57.48
7.Exceptional items	-		
8.profit before tax from operation	2.57	16.29	57.48
9.income tax expenses		-	
Current tax	0.17	2.88	19.29
Deferred tax	-3.61	4.32	-4.73
Total tax expenses	-3.44	7.2	14.56
10.Profit from operation	6.01	9.09	42.92
11.Profit for the year	6.01	9.09	42.92