

June 04, 2018

BSE Limited Phiroze Jeejebhoy Towers Dalal Street Mumbai – 400 001	National Stock Exchange of India Limited Exchange Plaza Bandra – Kurla Complex Bandra (East), Mumbai – 400 051
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Dear Sirs,

Sub: Investor Presentation.

Please find enclosed Investors' Presentation.

This is for your Information and records.

Thanking you,

Yours faithfully,
For **SUPRAJIT ENGINEERING LIMITED**



**MOHAN N.S
DIRECTOR & CEO**

Encl: as above

Marching Ahead with Confidence...

Overview

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Core business, Group and Organization structure

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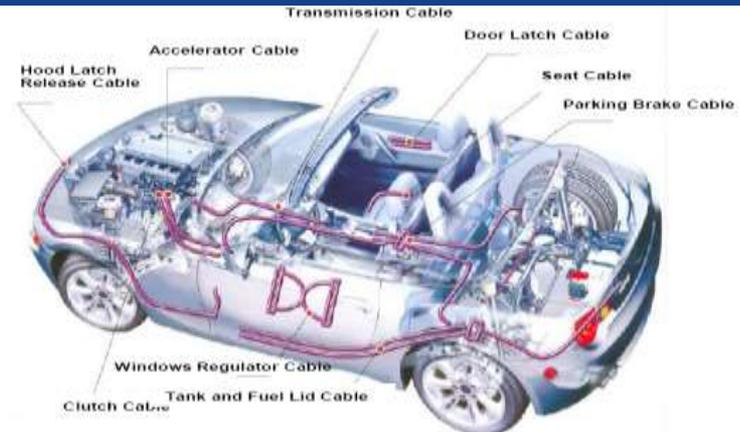
Strategy – Suprajit 2.0

Core Business, Group and Organization Structure

Exhaustive Range of Cables

- ✓ Park Brake Cables
- ✓ Clutch Cables
- ✓ Starter Cables
- ✓ Throttle Cables
- ✓ Door Latch Cables
- ✓ Push-Pull Cables
- ✓ Mirror Cables
- ✓ Tail Gate Cables
- ✓ Gear Shifter Cables
- ✓ Tyre lifting Cables
- ✓ Fuel Filler cables
- ✓ Hood Lock & Release Cables
- ✓ Window Regulator Cables
- ✓ Cables for Seat Belts
- ✓ Seat Belt & Recliners Cables
- ✓ Speedometer & Tachometer Cables
- ✓ Seat lock Cables
- ✓ Engine stop Cables
- ✓ Idle Cable Assembly
- ✓ Flexible Drive Assembly
- ✓ And many more...

Indicative List of Our Products Used in a 4W



Indicative List of Our Products Used in a 2W & Nonautomotive



Range of Halogen Cables



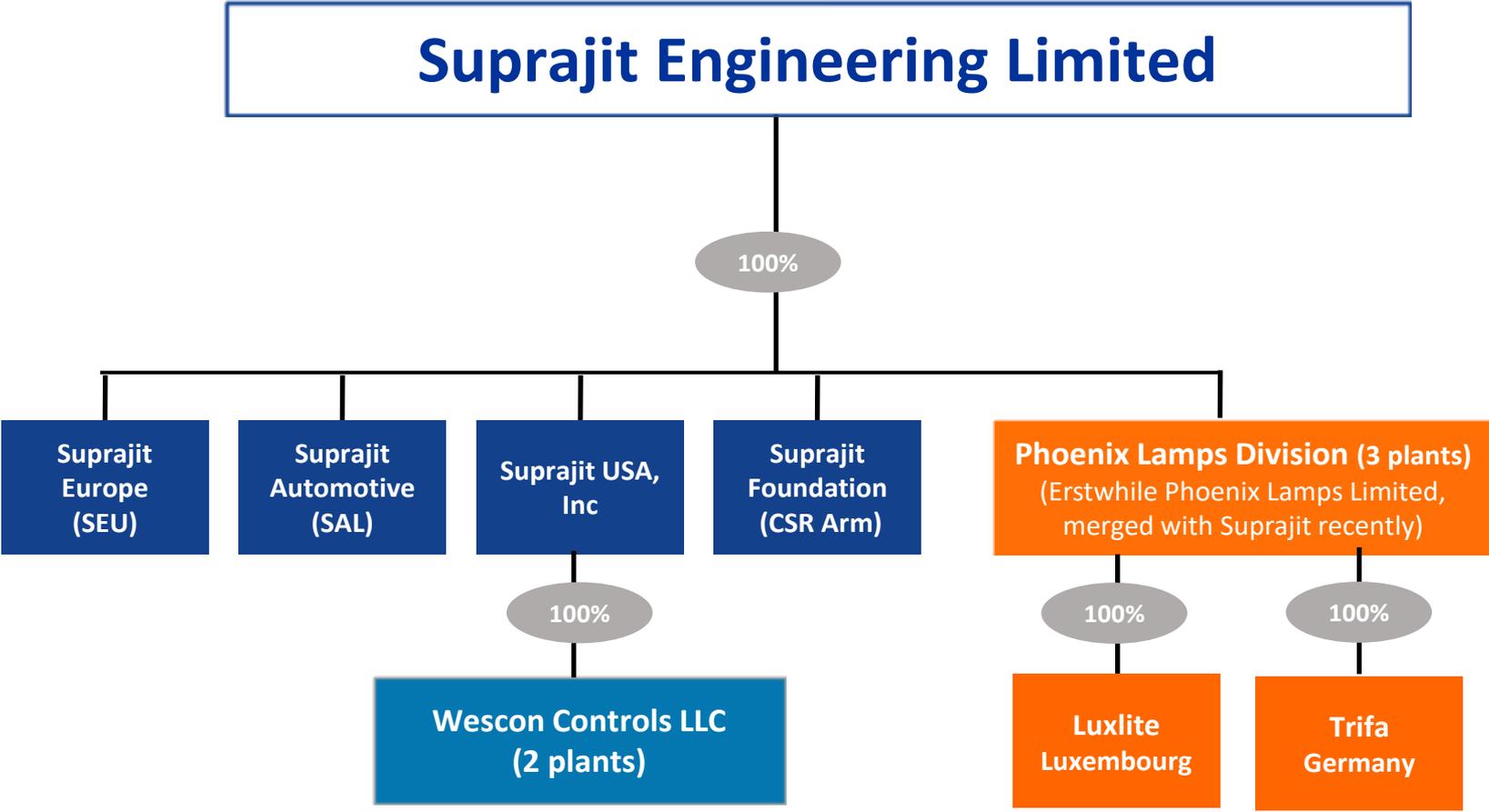
Best-in-Class Facilities

- World-class manufacturing with operations TS 16949 certified.
- Global standards in manufacturing, testing and quality assurance.
- Vertical process integration for key processes and optimized supply chain.

TS 16949 Plants



Suprajit Group Structure



Leadership Team

K. Ajith Kumar Rai
Founder, Chairman & Managing Director

N.S.Mohan
Director & CEO

Corporate Functions*

Mike
CEO Wescon

Medappa Gowda J
CFO & CS

N. Shankar
COO SEL

Akhilesh Goel
COO Phoenix

Peter
CEO SEU/SAL

Mary / Frank
CEO Trifa / Luxlite

Akhilesh Rai
CSO

Praveen
VP Marketing

Ashutosh Rai
Head - STC

Financial Controller

CS

Heads of Finance

*Corporate functions : Capex, Strategy, Investors relations, Corporate HR, M&A, etc.

: Plant / Functional / Finance Heads

Group Overview

- Top 3/ 5 in cables / halogen lamps.
- Dominant supplier in Indian Automotive Industry.
- Preferred Supplier to both Domestic and Overseas Customers (OEMs and Aftermarket).
- Exports to 50+ countries.
- Strong presence in nonautomotive cables in US/North American markets through Wescon.
- Strong Brands: **Suprajit**, **Wescon** and **Phoenix**.



Customer Profile

Customers – Automotive



Customers – Two Wheeler

TVS 


Hero


BAJAJ


HONDA


YAMAHA




PIAGGIO®


Mahindra
2 Wheelers



ROYAL
ENFIELD

KTM


SUZUKI









Customers – Non Automotive



Customers (>US\$ 3 millions)

Hero Moto Corp



VW Group



TVS Motor



M&M



Bajaj Auto



Renault / Nissan



Honda Group



Toro



John Deere Group



Magneti Marelli



MTD



FORD



Lumax



Piaggio



BMW



Royal Enfield



Yamaha



Husqvarna



Strategy – Suprajit 2.0

Strategy – Derisk and Grow Profitably



Aggressive Capacity Expansion and Strategic Acquisitions:
 Shah Concabs (IN), Gills Cables (UK), Pricol (Cables, IN), Phoenix (IN+EU), Wescon (US)

Strategy – 3 Brands



Suprajit Engineering Automotive Cables

- 14 manufacturing facilities in India including EOU for non-automotive.
- SAL – EOU facility for automotive
- SEU - Tech Centre in Tamworth, UK.
- Over 30 years of expertise in cables.



Phoenix Lamps Halogen Lamps

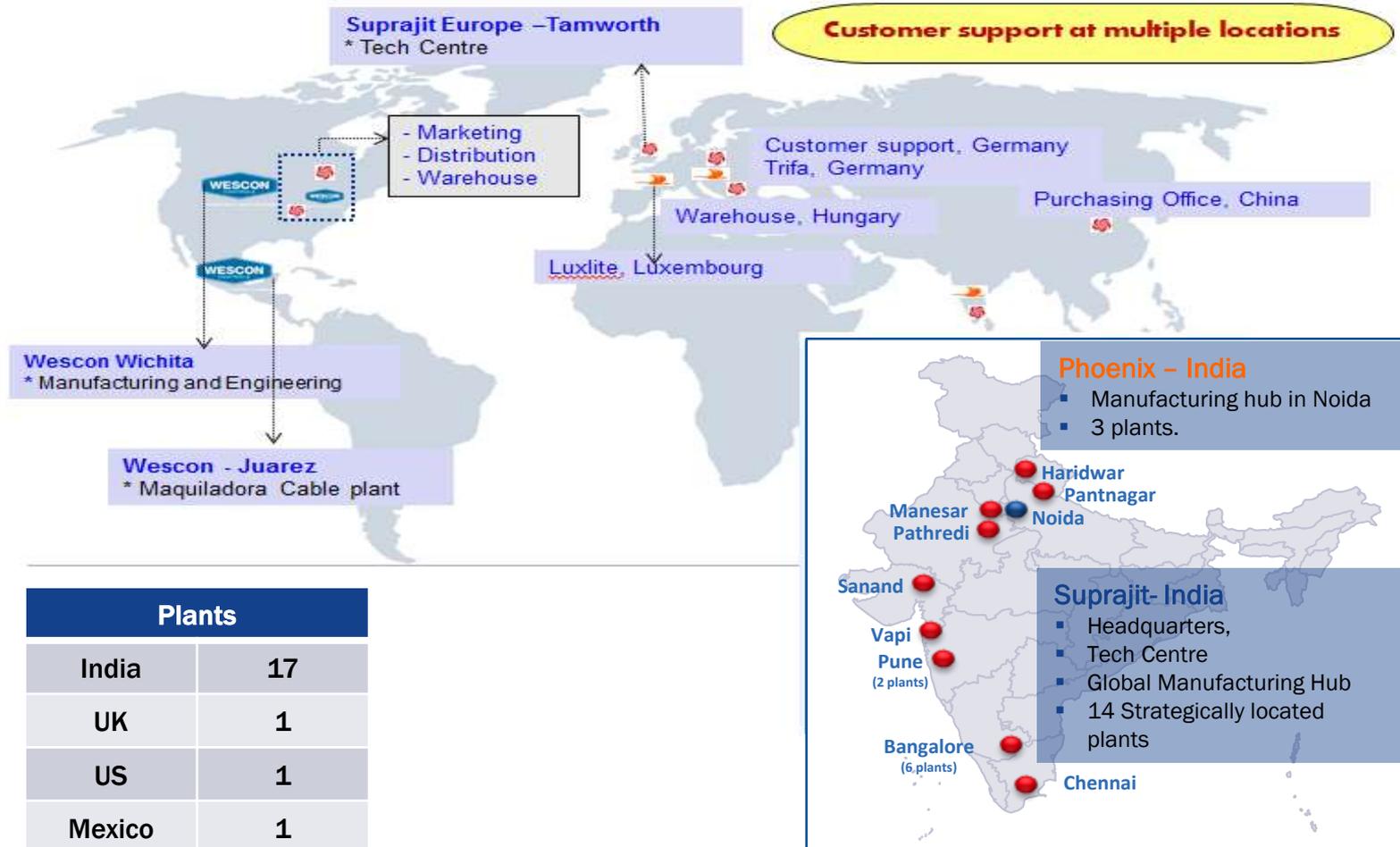
- 3 manufacturing facilities in India.
- 2 facilities in Germany and Luxembourg.
- Acquired by Suprajit in May 2015 and merged with Suprajit in August 2017
- Over 25 years of expertise in Halogen Lamps.



Wescon Controls Non-Automotive cables

- Manufacturing facility in Wichita, Kansas, USA.
- 1 Maquiladora facility in Juarez, Mexico.
- Acquired by Suprajit in September 2016.
- Over 70 years of expertise in cables & controls.

Global Footprint

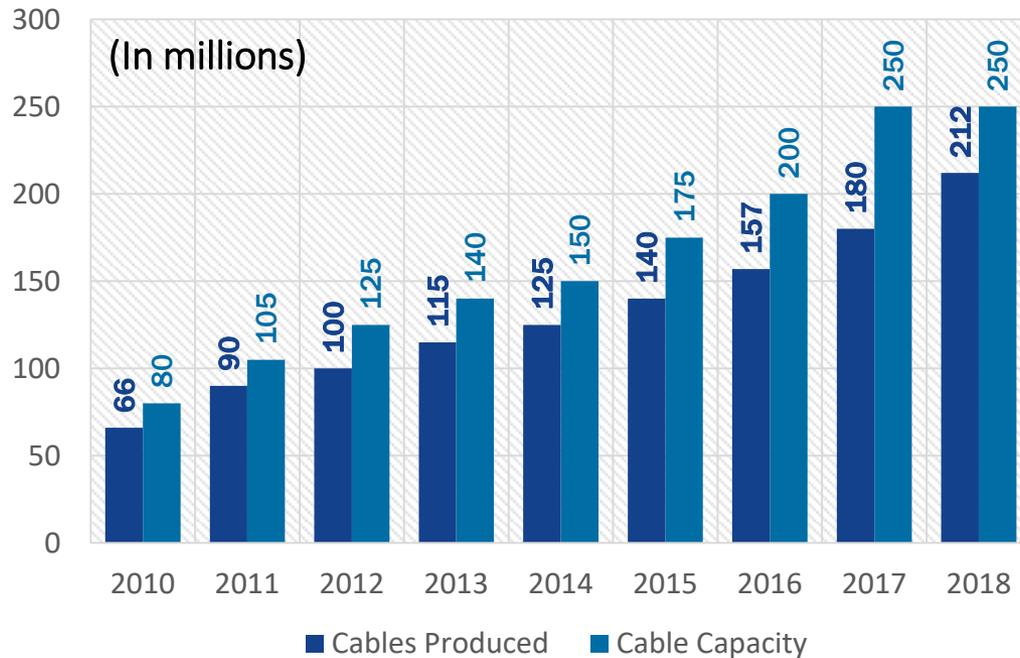


Plants	
India	17
UK	1
US	1
Mexico	1

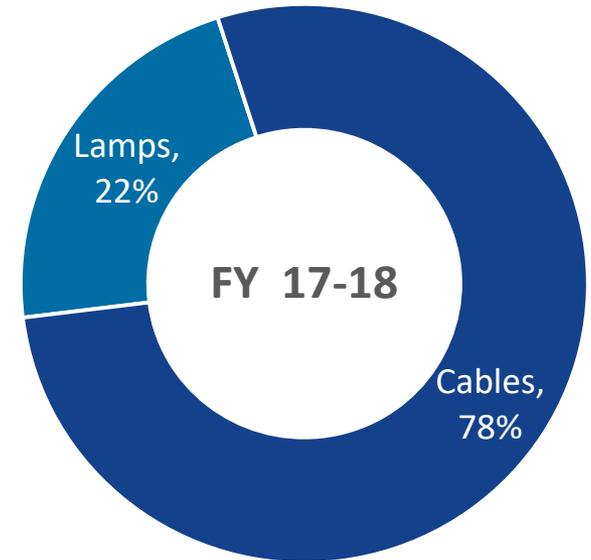
Financials

Capacities

Cable Capacity



Revenue Split



Bulb Capacity

Lamp Capacity (2017)	87 million
Utilized Capacity (2017)	62 million

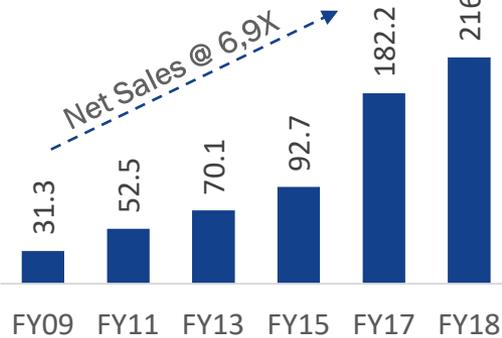
Capacity expansion plan :

Cables – 300+ million
Capex – Rs. 100 cores (over 2 years)

Robust Financials (Group)

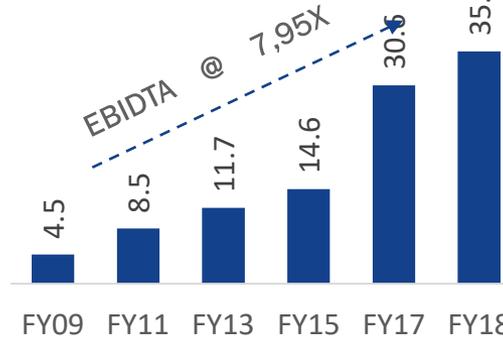
Robust growth in net sales...

(USD Mn)



...high EBIDTA ...

(USD Mn)

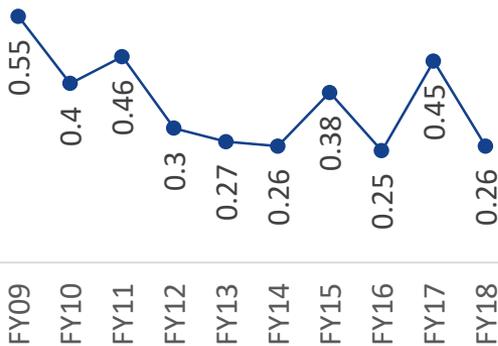


...and high net profit

(USD Mn)



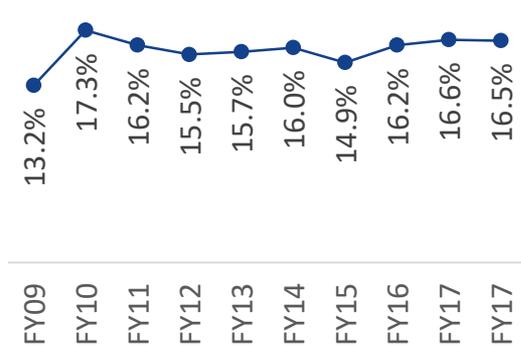
supported by low Long Term Liabilities / Equity...



resulting in exceptional ROCE...

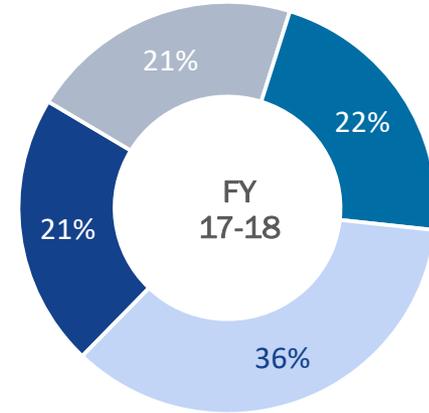
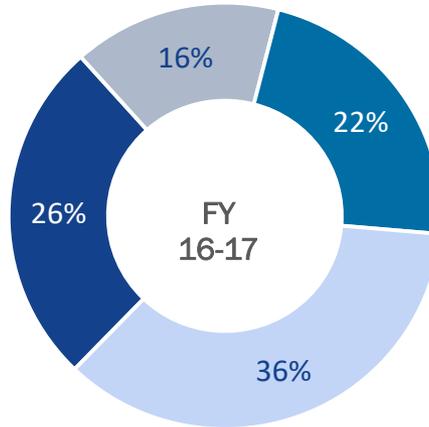
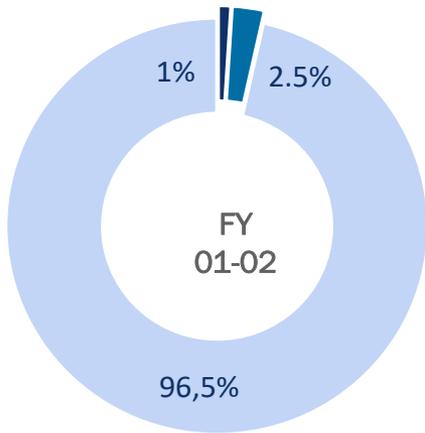


....and high EBIDTA margins



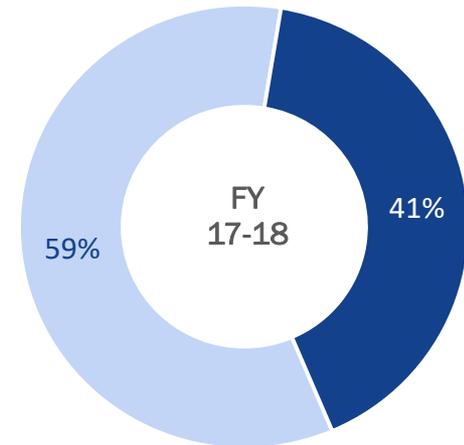
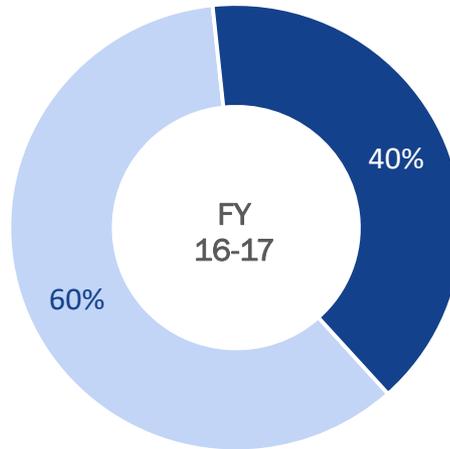
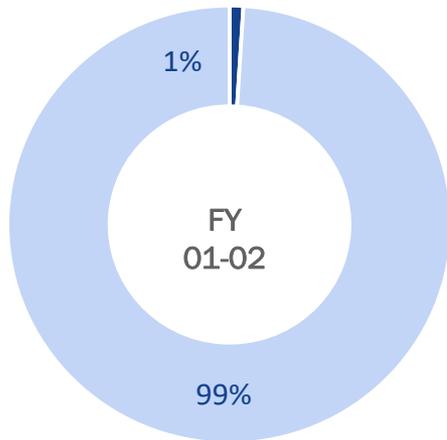
Segmental and Geographic Synergies

Category-wise



■ Automotive
 ■ 2-wheeler
 ■ Aftermarket
 ■ Non-automotive

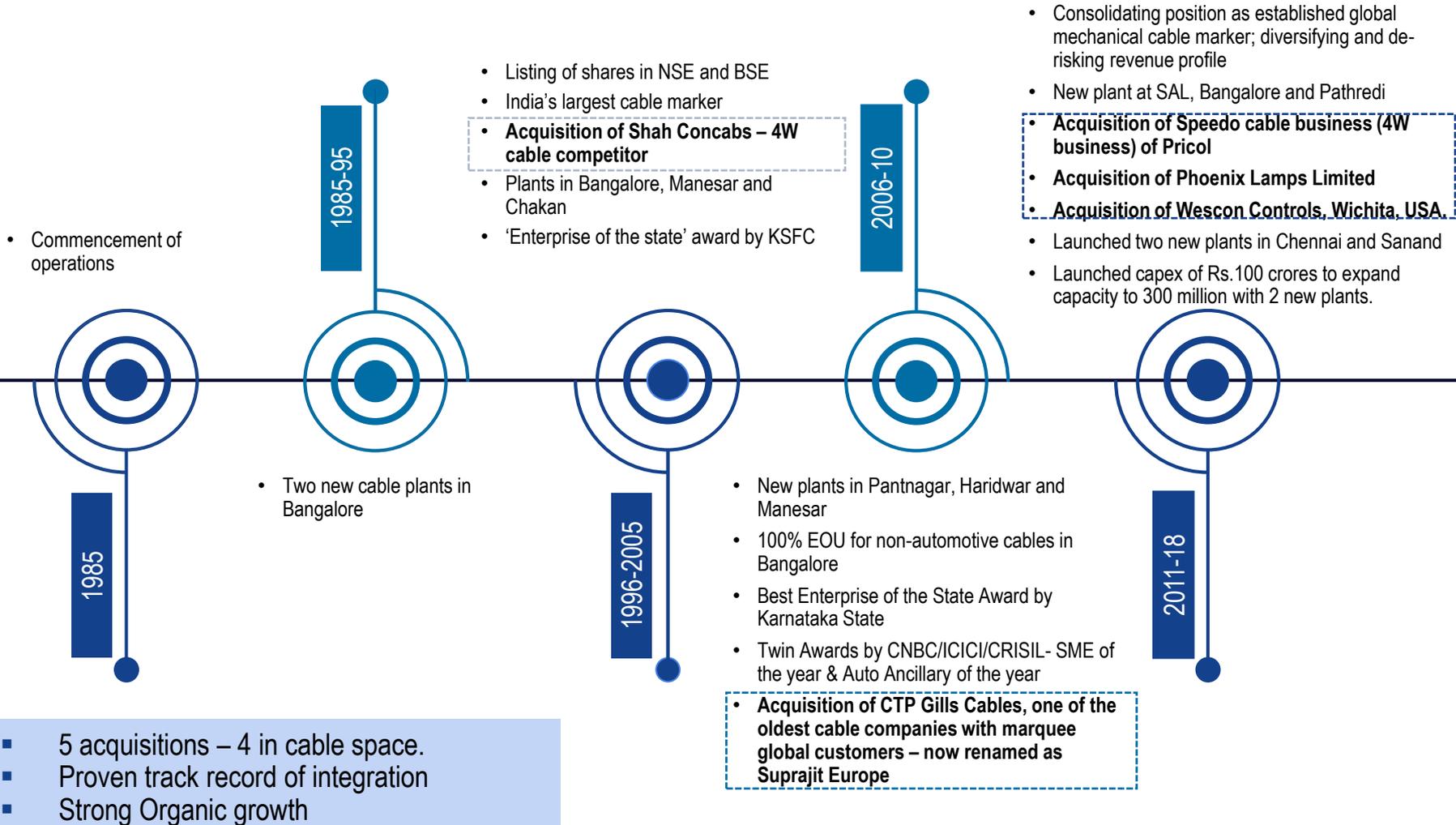
Geography-wise



■ Global
 ■ Domestic

Milestones, Strengths and Accolades

Key Milestones in Our Journey:



Suprajit Strengths

- Mass manufacturer with competitive cost advantage.
- High productivity and low overhead costs.
- Excellent customer rapport.
- A proprietary class `B' item, giving a strategic relationship advantage.
- Best in-class manufacturing system.
- Excellent R&D system.
- Best supply chain footprint for customer requirements.
- Best in class testing facilities.
- Ability to setup modular capacities at low capex for dynamic growth.
- Industry beating operational and financial costs.
- Excellent management team, motivated and focused.
- “Value for money supplier” with best QCDD rating.

Awards and recognitions



Customer awards and recognitions

- ❖ Volkswagen – ‘A’ Grade Supplier Award, Quality Performance Award.
- ❖ Honda Motor Cycles and Scooters – Quality and Delivery Achievement Award.
- A1 Grade supplier Award.
- ❖ General Motors - Supplier Quality Excellence Award (3 years in a row).
- ❖ John Deere – Accelerated Global Sourcing Award.
- ❖ Brose Key Supplier Award.
- ❖ Bajaj Auto Limited – TPM Excellence Award.
- ❖ Tata Motors – Green Card for ‘O’ PPM.
- ❖ Hero MotoCorp Limited – Direct Online Supply (DOL) Award.
- ❖ Bajaj Auto Limited - Quality Consistency Gold Award.
- ❖ Yamaha - Cost Reduction & VA/VE activity award.
- A grade excellence Award.
- ❖ TVS, Bajaj and Mahindra – various Awards.
- ❖ And many more....



Other Awards

- ❖ 1995 KSFC: Entrepreneur of the year for the promoter
- ❖ 2006 CNBC/ICICI/CRISIL: SME of the year
Auto Ancillary of the year
- ❖ 2007 NASSCOM: Best IT user Award in Automotive Sector
- ❖ 2010 KSFC: Outstanding Enterprise of the State.



250 Million Cables



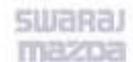
87 Million Halogen Lamps



One Goal



Customer Satisfaction





Suprajit



THANK YOU

www.suprajit.com