

# Suprajit Corporate Presentation

August 2021

Enabling  
A World  
In Motion

1

Core business, Group and Organization Structure

4

Suprajit Technology Centre

2

Customer Profile

5

Financials.

3

Strategy – Suprajit 2.0

6

Milestones, Strengths and Accolades





**Core Business**

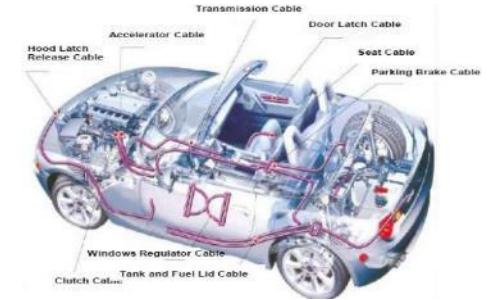


## Full Product Range for Variety of Applications

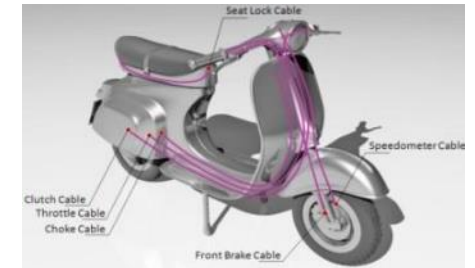
- 🌀 Park Brake Cables
- 🌀 Clutch Cables
- 🌀 Starter Cables
- 🌀 Door Latch Cables
- 🌀 Push-Pull Cables
- 🌀 Mirror Cables
- 🌀 Tail Gate Cables
- 🌀 Gear Shifter Cables
- 🌀 Tire lifting Cables
- 🌀 Fuel Filler cables
- 🌀 Hood Lock/Release Cables
- 🌀 Window Regulator Cables
- 🌀 Cables for Seat Belts
- 🌀 Recliners Cables
- 🌀 Battery comp open cables
- 🌀 Hand throttle cables
- 🌀 Foot throttle cables
- 🌀 Throttle Cables
- 🌀 Brake cables
- 🌀 Speedometer
- 🌀 Tachometer Cables
- 🌀 Seat lock Cables
- 🌀 Engine stop Cables
- 🌀 Idle Cable Assembly
- 🌀 HVAC Cables
- 🌀 Seeder cables
- 🌀 Power take off cables



## Across Industries



Passenger Vehicle

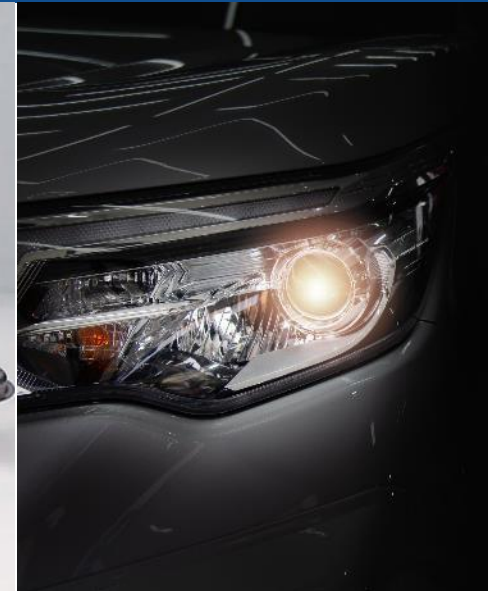


Two-Wheeler



Agriculture, Powersport, Marine, Consumer Goods, etc..

## Full Product Range for Global Headlamp Requirements



### OEM Leadership Across Industry

- Passenger Vehicles
- Two-Wheelers
- Commercial Vehicles

### Global Aftermarket Focus

- India Aftermarket
- Europe Aftermarket
- US aftermarket

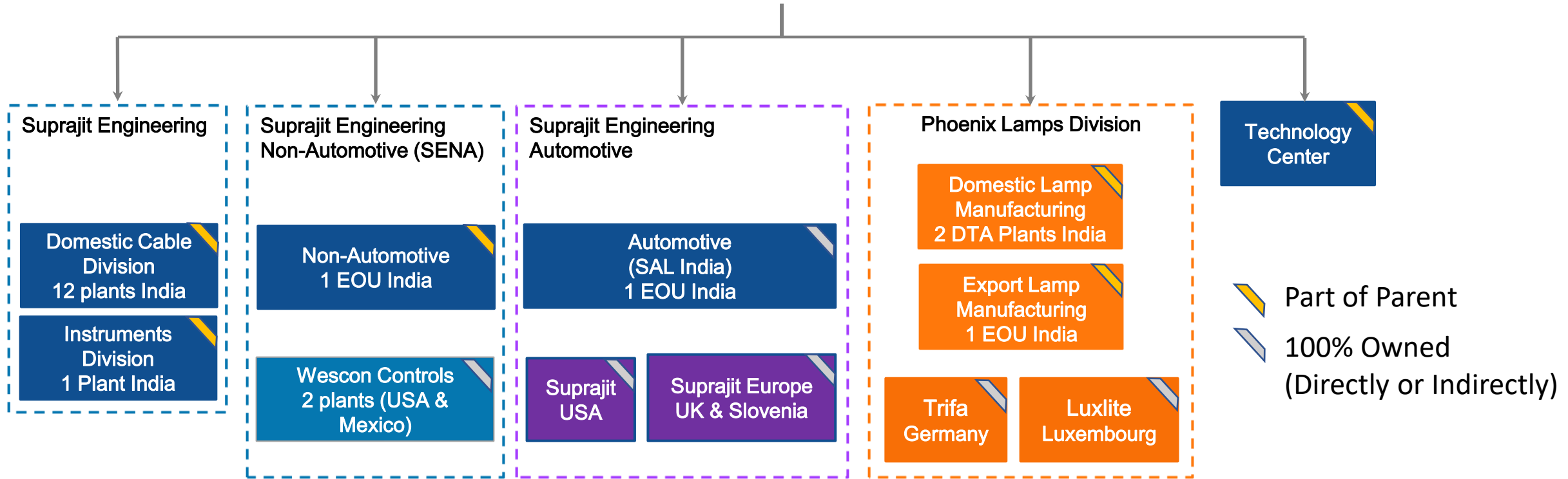


- World-class manufacturing with operations IATF 16949 certified.
- Global standards in manufacturing, testing and quality assurance.
- Vertical process integration for key processes and optimized supply chain.

## IATF 16949 Plants

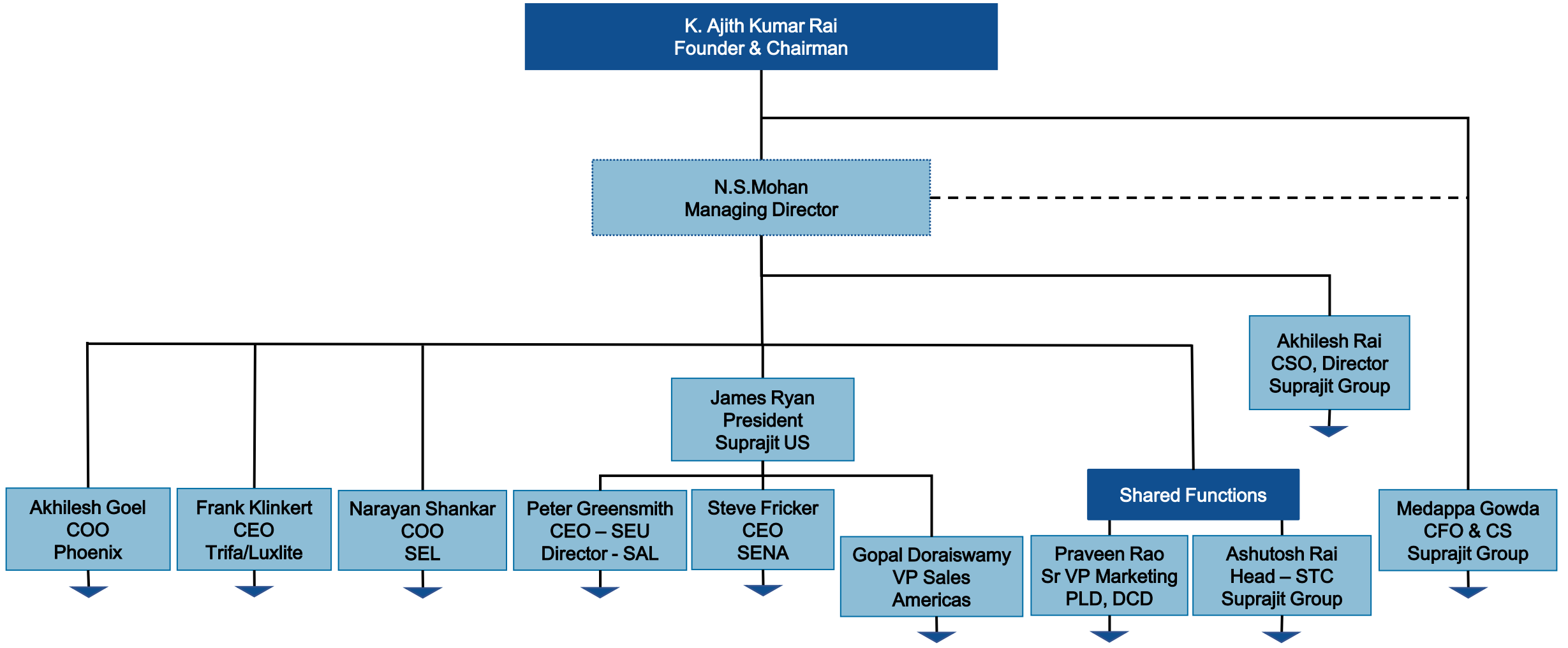


## Suprajit Engineering Limited



**Corporate Social Responsibility (CSR)**  
Suprajit Foundation







- ☞ Top 3 in control cables and halogen bulbs manufacturing, globally.
- ☞ Leading supplier in Indian Automotive Industry.
- ☞ Preferred Supplier to both Domestic and Overseas Customers (OEMs and Aftermarket).
- ☞ Exports to 50+ countries.
- ☞ Strong presence in non-automotive cable segment in US/North American markets through Wescon.
- ☞ Strong Brands: **Suprajit, Wescon and Phoenix.**



**Global Sub-brands:**





# Customer Profile





\* All names, images and logos are copyright of their respective owners.



\* All names, images and logos are copyright of their respective owners.





\* All names, images and logos are copyright of their respective owners.

TVS Motor



Hero Moto Corp



Bajaj Auto



Honda



Osram



VW Group



BMW



John Deere Group



MTD



Toro



\* All names, images and logos are copyright of their respective owners.



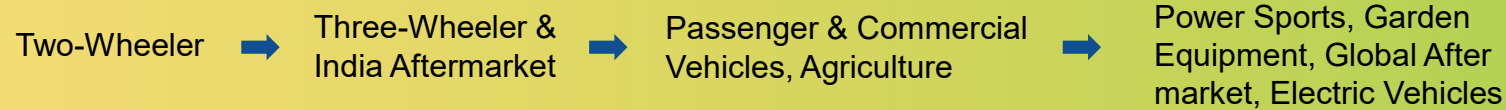


# Strategy - Suprajit 2.0

1985

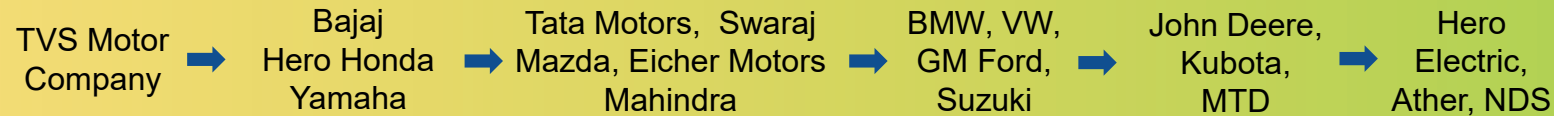
2021

Single Segment



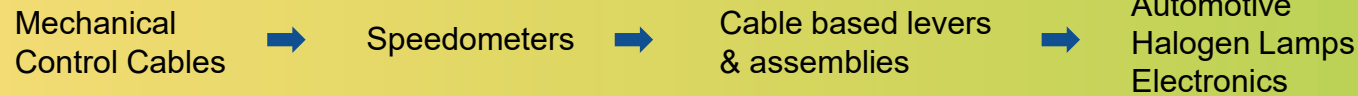
Multiple Segments

Single Customer



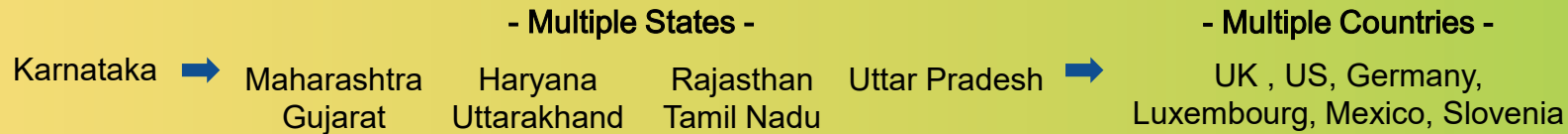
Multiple Customers

Single Product



Multiple Products

Single Location



Multiple Locations

Single Brand



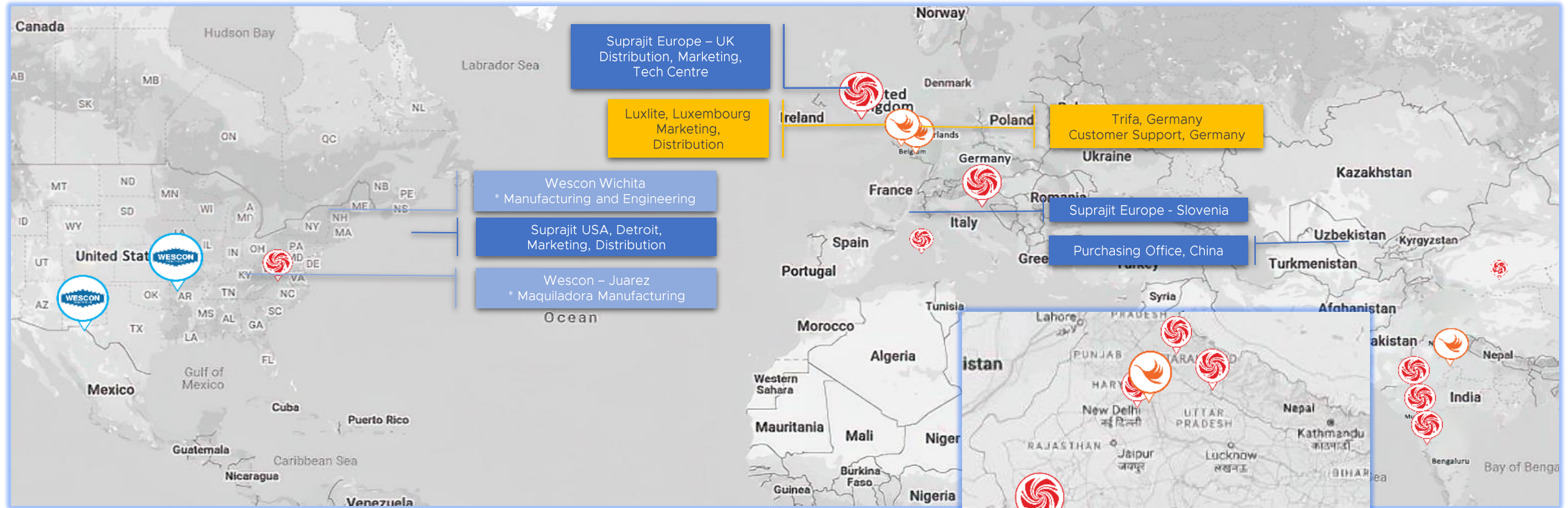
Multiple Brands

Through Strong Organic Growth, Capacity Expansion, and Strategic Aquisitions



<b>Suprajit Engineering</b> <b>Automotive Cables</b>	<b>Phoenix Lamps</b> <b>Halogen Lamps</b>	<b>Wescon Controls</b> <b>Non-Automotive cables</b>
<p>14 manufacturing facilities in India including EOU for non-automotive.</p> <p>SAL – EOU facility for automotive</p> <p>SEU - Tech Centre in Tamworth, UK.</p> <p>SEK – Owned Warehouse in Koper, Slovenia.</p> <p>Over 35 years of expertise in cables.</p>	<p>3 manufacturing facilities in India.</p> <p>A full-fledged office in Germany and warehouse in Luxembourg.</p> <p>Acquired by Suprajit in May 2015 and merged with Suprajit in August 2017</p> <p>Acquired halogen plant of Osram in Chennai, in 2019.</p> <p>Over 30 years of expertise in Halogen Lamps.</p>	<p>Manufacturing facility in Wichita, Kansas, USA.</p> <p>1 Maquiladora facility in Juarez, Mexico.</p> <p>Acquired by Suprajit in September 2016.</p> <p>Over 75 years of expertise in cables &amp; controls.</p>





Manufacturing Plants	
India	18
US	1
Mexico	1



### Phoenix:

- Noida 2 Plants, SEZ & DTA
- Chennai – 1 Plant



### Suprajit – India:

- Headquarters,
- Global Manufacturing Hub
- 15 Strategically located plants





# Suprajit Technology Center

- 🌀 Global Technology Centers:
  - 🌀 USA – Supports Agriculture and Power Sports
  - 🌀 UK – Supports Automotive
  - 🌀 India – Supports All Verticals

- ✓ Continuously building inhouse expertise in allied products that enhance value add
- ✓ Technology & Product Cross-Selling across Suprajit Markets and Geographies
- ✓ Designed and Manufactured Inhouse
- ✓ Experienced Electronics and Mechatronics Teams
- ✓ Globally 13 Patents (confirmed or in-review)

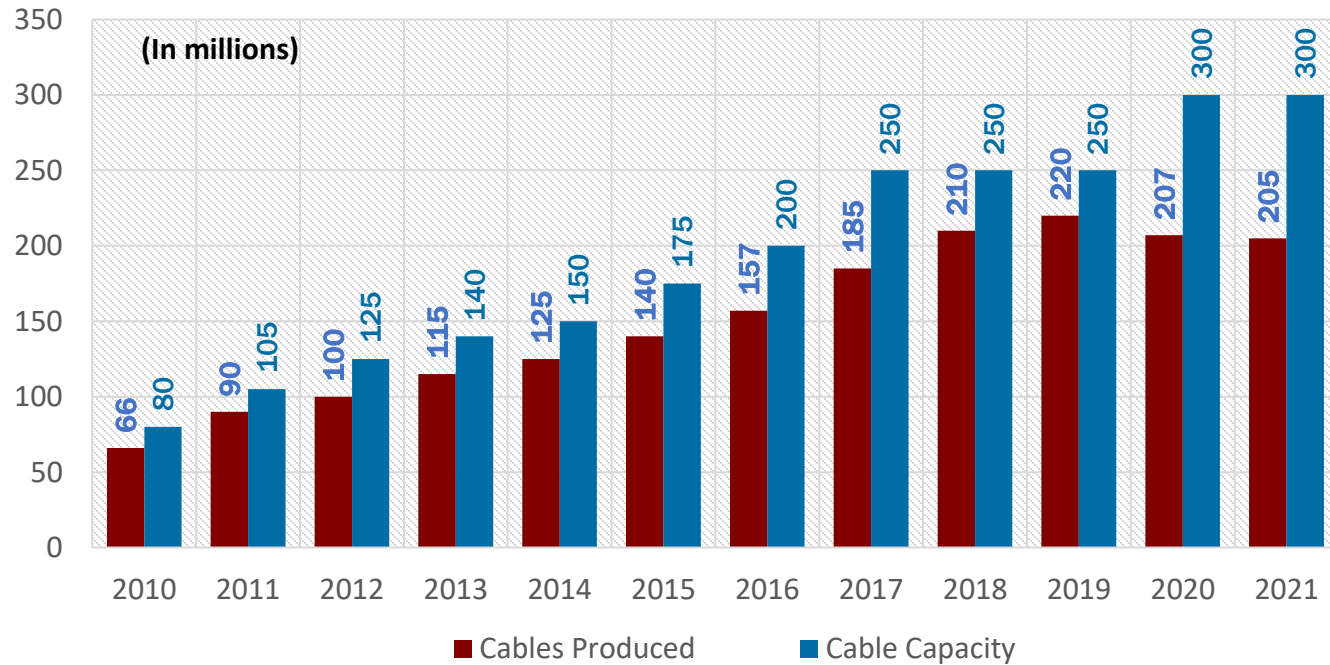
 <p>Push/Pull/Push-Pull Control Cables</p>	Allied Motion Control Parts	 <p>Friction Products</p>	 <p>Electronic Throttle Control</p>	 <p>Combi-Brake Systems</p>
 <p>Halogen Lamps</p>	Vehicle Lighting	 <p>LED Retrofit High Power</p>	 <p>LED Retrofit Eco</p>	
 <p>Analog Speedometer</p>	Instrument Clusters	 <p>Semi-Digital Cluster</p>	 <p>Digital Cluster</p>	 <p>EV Cluster</p>
 <p>Flexible Shaft</p>	Control Cable Mechanisms	 <p>Seeder Gearbox + Cable Assemblies</p>	 <p>Lever + Cable Assemblies</p>	 <p>Valve Controllers</p>



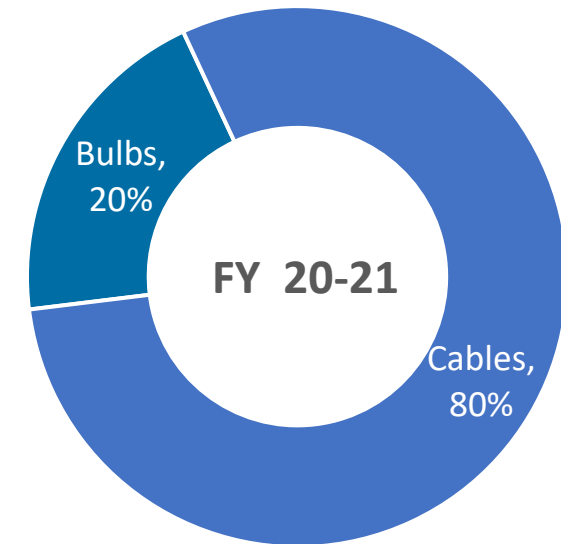


# Financials

## Cable Capacity

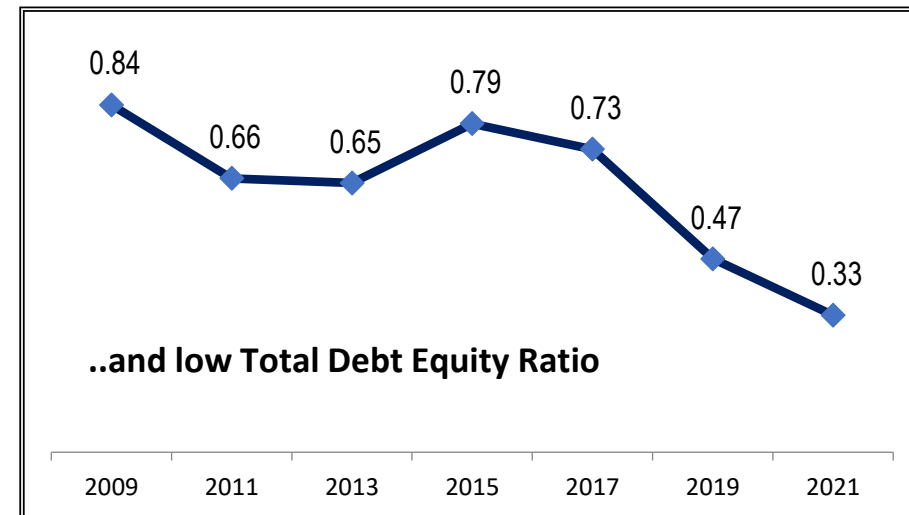
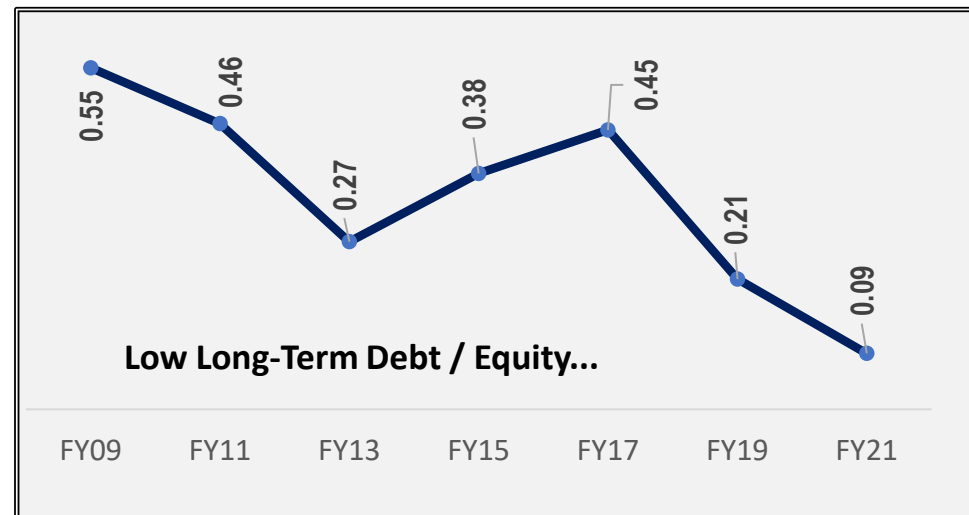
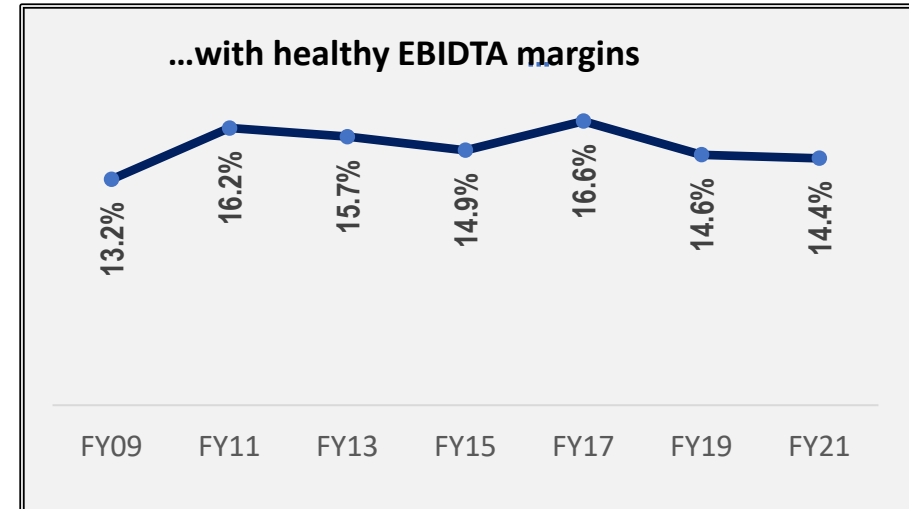
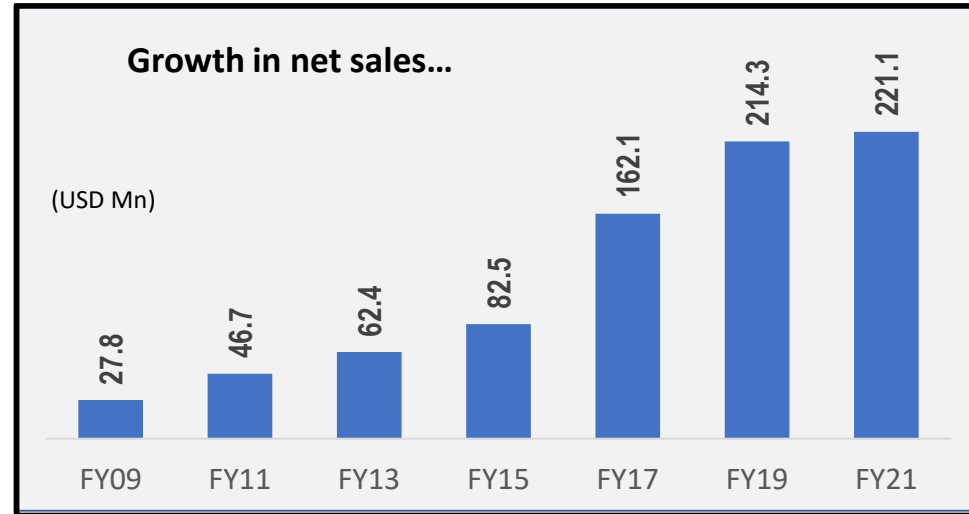


## Revenue Split



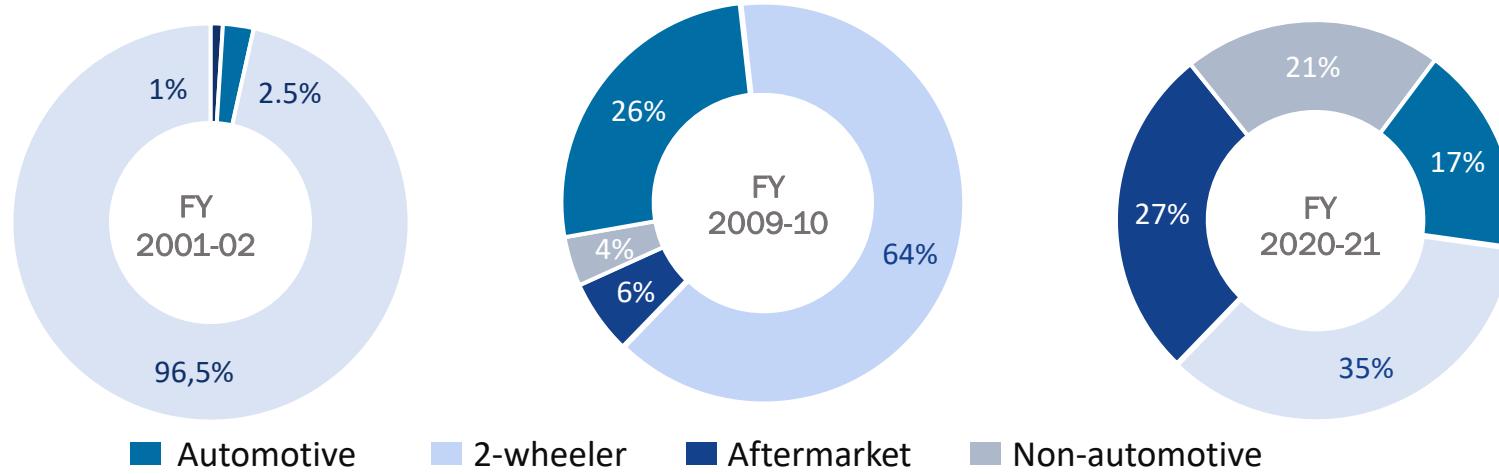
**CAPACITY**

**Cables – 300 million**  
**Bulbs – 110 million**

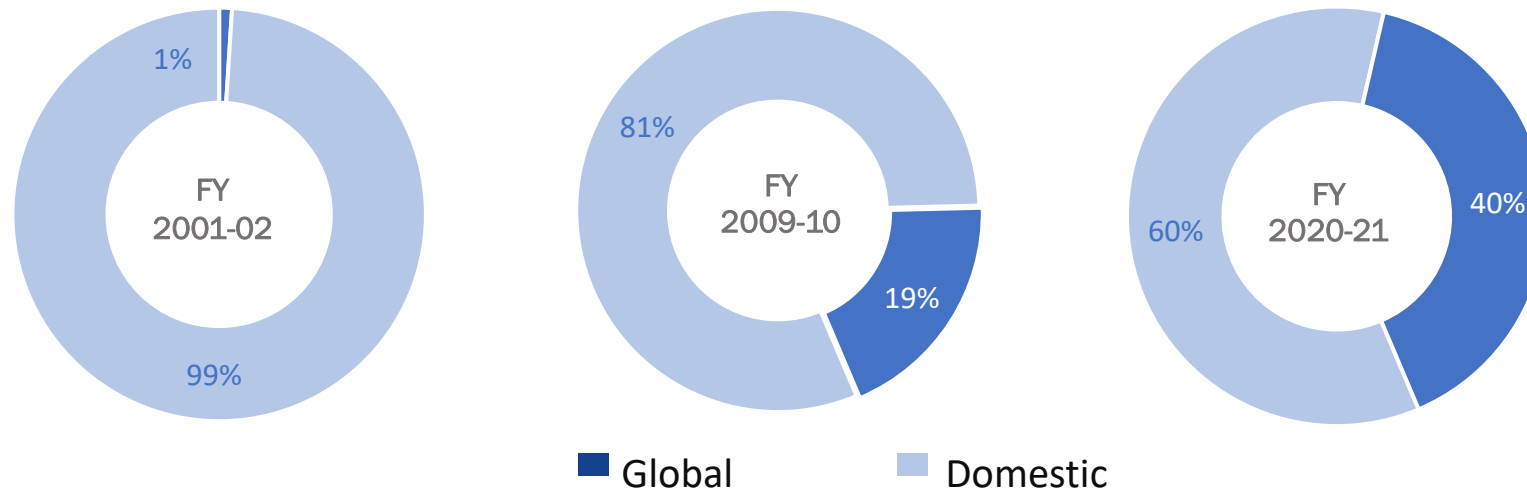




Category-wise

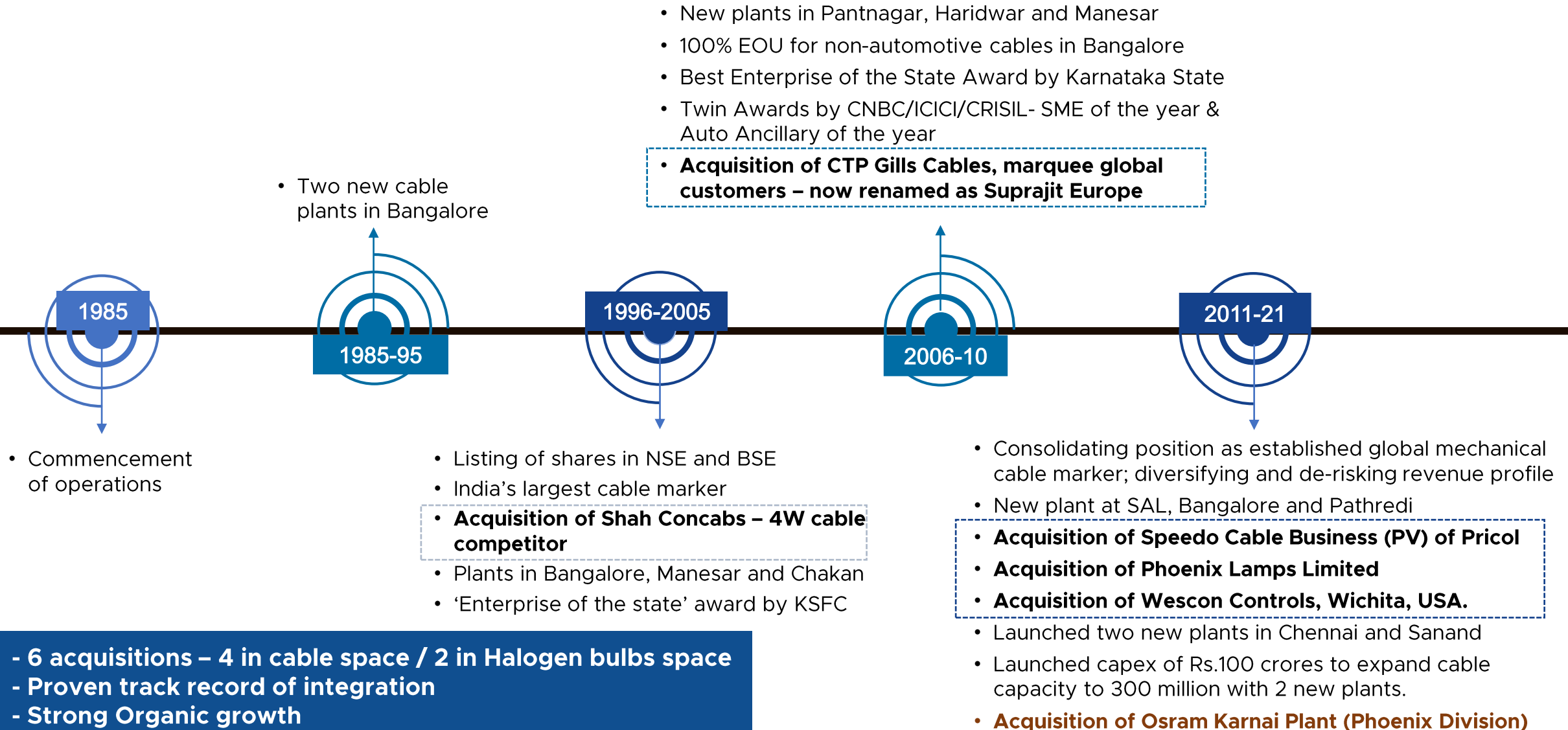


Geography-wise





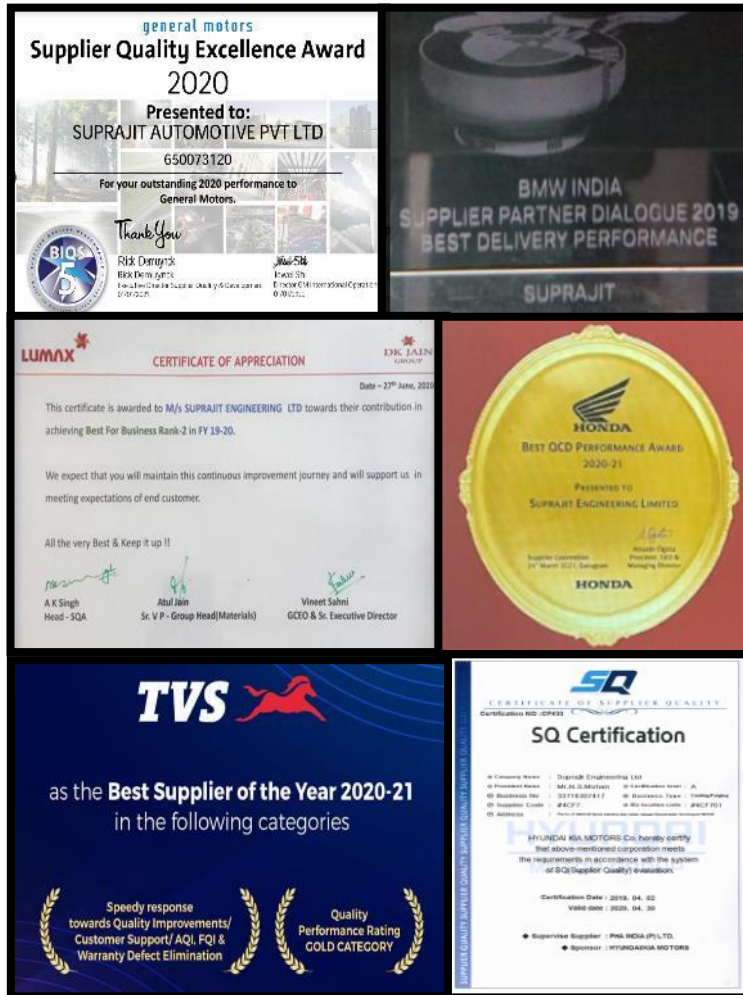
# Milestones, Strengths and Accolades





- ✿ Industry leading scale leads to material cost advantage, high productivity and low overhead costs.
- ✿ Excellent customer rapport with strong localized supply chain.
- ✿ A proprietary class `B` item, giving a strategic relationship advantage.
- ✿ Suprajit Technology Center to bring new technologies and products to customers.
- ✿ 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

## Recent Recognitions



## Customer Awards and Recognitions

- ❖ BMW India – Best Delivery Performance 2019
- ❖ Maruti Suzuki – Green Supplier Status Award
- ❖ TVS Motors – Best Supplier of the Year 2021 Award
- ❖ Volkswagen – ‘A’ Grade Supplier Quality Performance Award
- ❖ Mahindra MSES and SBCB Award
- ❖ Honda Motorcycles & Scooters – Quality & Delivery Achievement.
- ❖ General Motors - Supplier Quality Excellence Award (3 years running)
- ❖ John Deere – Accelerated Global Sourcing Award.
- ❖ Brose Key Supplier Award.
- ❖ Bajaj Auto Limited – TPM Excellence Award.
- ❖ Tata Motors – Green Card for ‘0’ PPM.
- ❖ Hero MotoCorp Limited – Direct Online Supply (DOL) Award.
- ❖ Bajaj Auto Limited - Quality Consistency Gold Award.
- ❖ Yamaha - Cost Reduction & VAVE & ‘A Grade’ Excellence Award.
- ❖ TVS, Bajaj and Mahindra – various Awards.

## Other Awards

- ❖ KSFC: Entrepreneur of the year for the promoter, 1995
- ❖ CNBC/ICICI/CRISIL:- SME & Auto Ancillary of the Year. 2006
- ❖ NASSCOM: Best IT user Award in Automotive Sector, 2007
- ❖ KSFC: Outstanding Enterprise of the State, 2010
- ❖ BMA – Entrepreneur of the Year, 2017





300 Million Cables  
110 Million Halogen Bulbs



One Goal



Customer Satisfaction



YAMAHA



SWARAJ  
MAZDA



Suprajit



PHOENIX







Thank You

[www.suprajit.com](http://www.suprajit.com)