

June 23, 2020

Ref: 532509 BSE Limited Department of Corporate Services P. J. Towers, 25 <sup>th</sup> Floor, Dalal Street, Mumbai- 400 001	Ref: SUPRAJIT National Stock Exchange of India Ltd Exchange Plaza, C-1, Block-G, Bandra Kurla Complex, Bandra (E) Mumbai- 400 051
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Dear Sirs,

Sub: Investor Presentation

Please find enclosed Investors' Presentation, which may be presented to various investors, analysts while meeting and also while attending investor conferences, if any, from time to time. This presentation is also available in our website.

This is for your Information and records.

This may be considered as compliance under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you,

Yours faithfully,  
**For SUPRAJIT ENGINEERING LIMITED**



**Medappa Gowda J**  
**CFO & Company Secretary**

Encl: as above

# Marching Ahead with Confidence

Suprajit Engineering Limited  
Inventors' Presentation  
June 2020

# Overview

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# **Core Business, Group and Organization Structure**

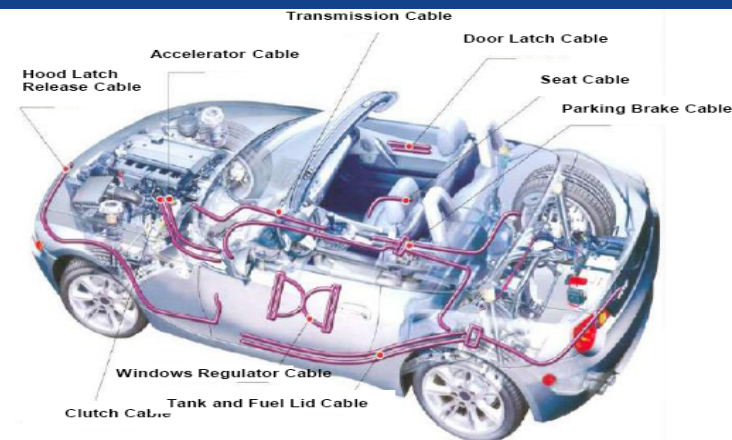
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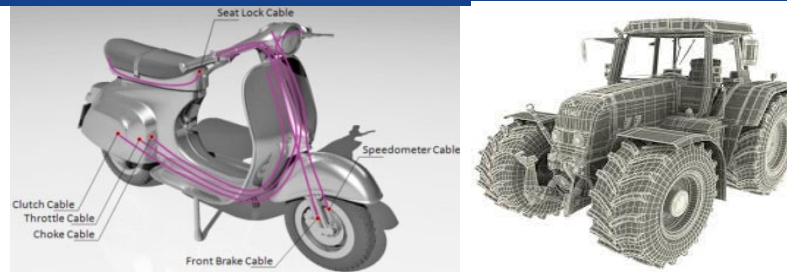
# Exhaustive Range of Cables...

- ✓ 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



# ..and Halogen Bulbs.



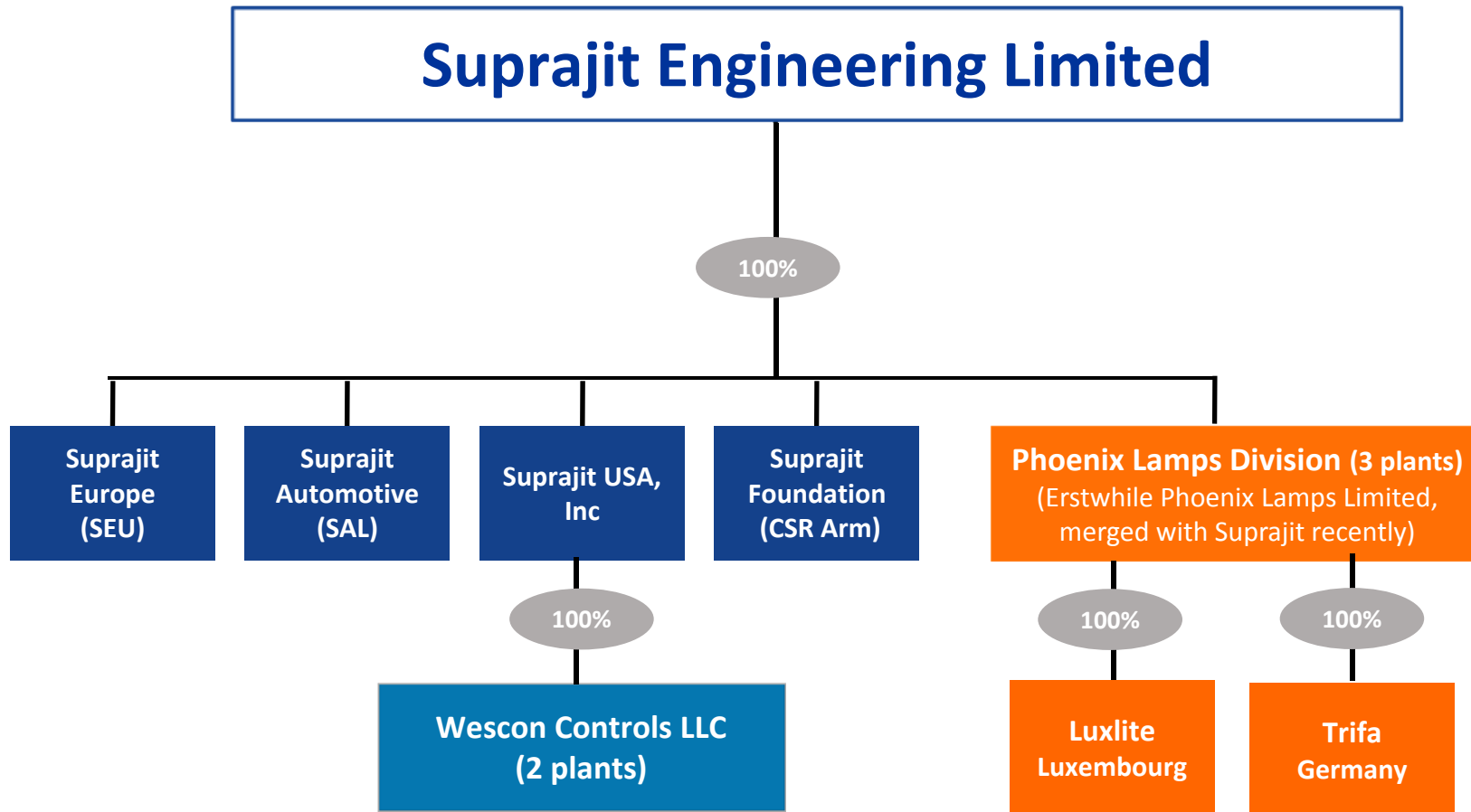
# Best in class facilities

- 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

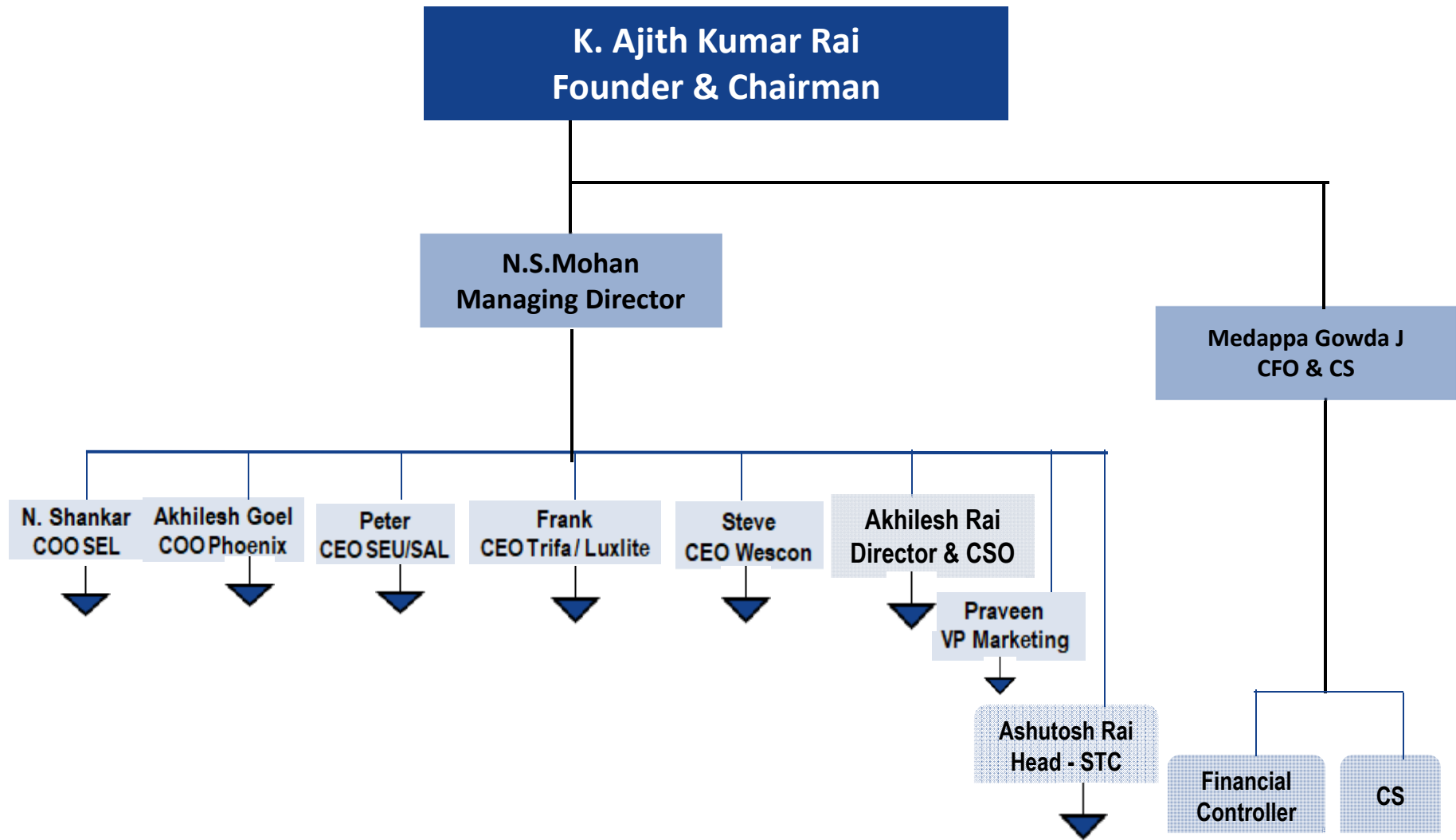


# Suprajit Group Structure





# Leadership team



# 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.**



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# Customer Profile

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# Customers - automotive



# Customers – 2 wheeler



# Customers – Non automotive



# Customers (> US\$ 3 million)

Hero Moto Corp



Bajaj Auto



TVS



Honda Group



John Deere Group



MTD



Toro



BMW



Yamaha



VW Group



M&M



Lumax



Osram



Ford



Piaggio



Renault Nissan



Royal Enfield



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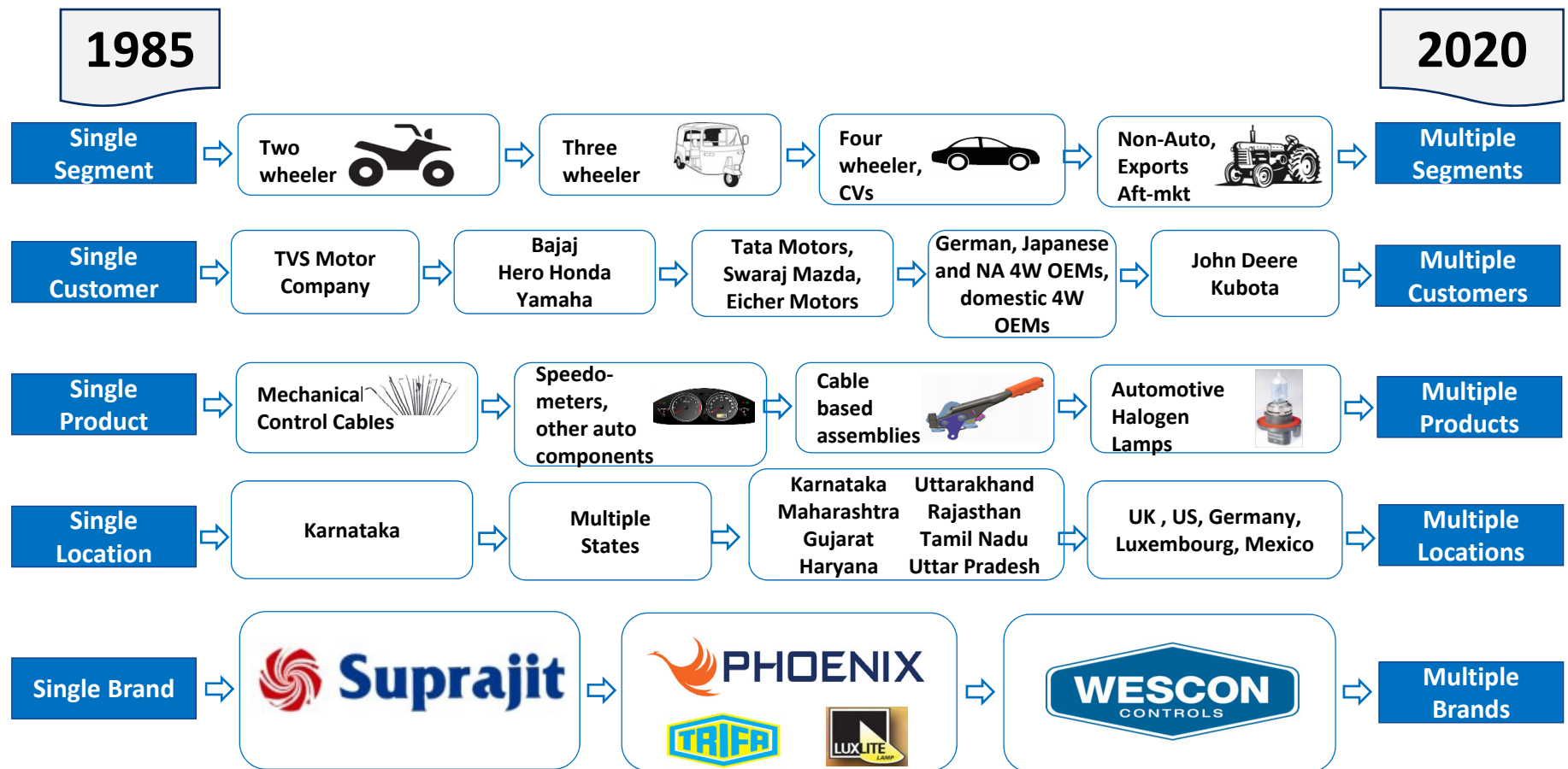
# Strategy – Suprajit 2.0

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# Strategy – Derisk & Grow Profitably



## Aggressive Capacity Expansion

Strategic Acquisitions – Shah Concabs, Gills Cables, Pricol (Cables), Phoenix, Wescon, Osram Karnai Plant



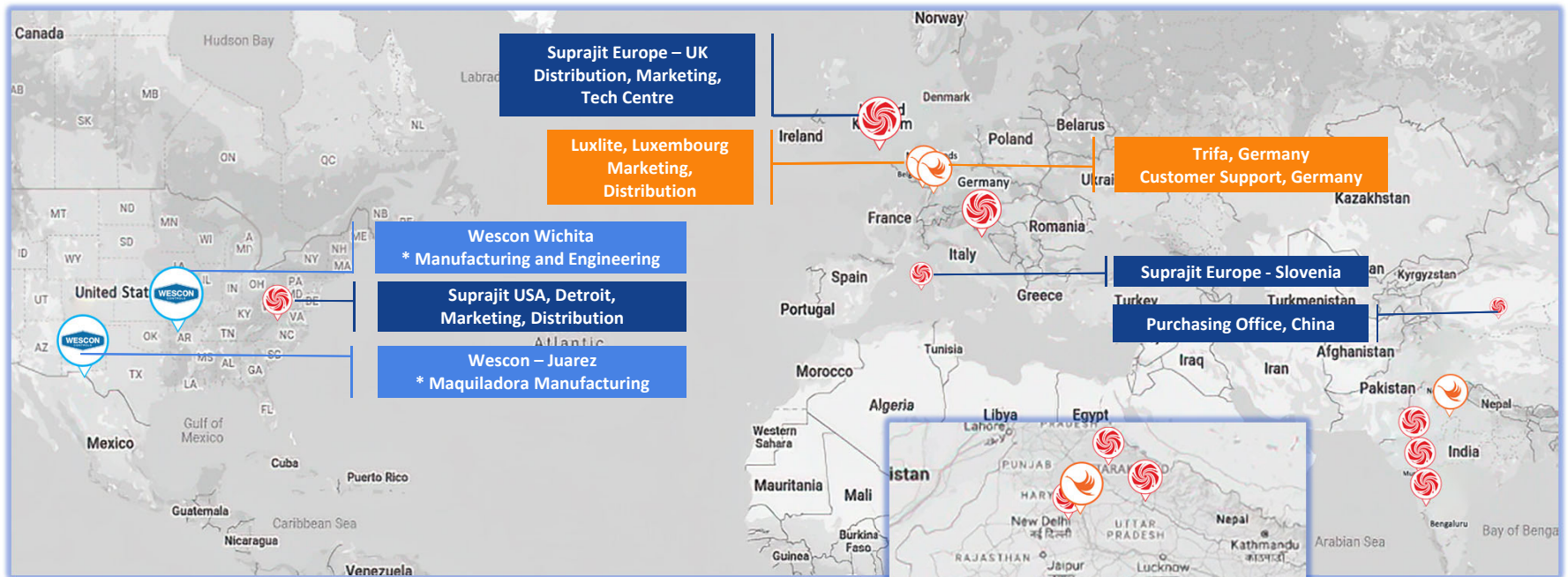
# Strategy – 3 brands



<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>
<ul style="list-style-type: none"> <li>• 14 manufacturing facilities in India including EOU for non-automotive.</li> <li>• SAL – EOU facility for automotive</li> <li>• SEU - Tech Centre in Tamworth, UK.</li> <li>• SEK – Owned Warehouse in Koper, Slovenia.</li> <li>• Over 35 years of expertise in cables.</li> </ul>	<ul style="list-style-type: none"> <li>• 3 manufacturing facilities in India.</li> <li>• 2 marketing arms in Germany and Luxembourg.</li> <li>• Acquired by Suprajit in May 2015 and merged with Suprajit in August 2017</li> <li>• Acquired halogen plant of Osram in Chennai in 2019</li> <li>• Over 30 years of expertise in Halogen Lamps.</li> </ul>	<ul style="list-style-type: none"> <li>• Manufacturing facility in Wichita, Kansas, USA.</li> <li>• 1 Maquiladora facility in Juarez, Mexico.</li> <li>• Acquired by Suprajit in September 2016.</li> <li>• Over 75 years of expertise in cables &amp; controls.</li> </ul>



# Global Footprint



TOTAL PLANTS	
India	18
UK	1
US	1
Mexico	1

## Pan India Footprint:

### Phoenix:

- Nodia 2 Plants, SEZ & DTA
- Chennai



### Suprajit – India:

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



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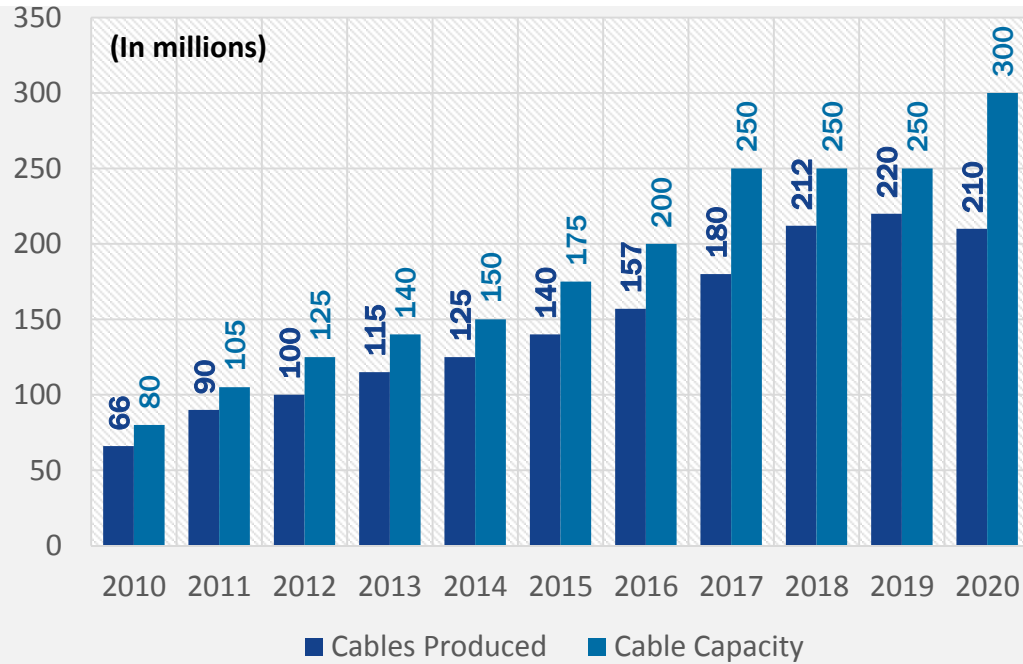
# Financials

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# Capacities

## Cable Capacity

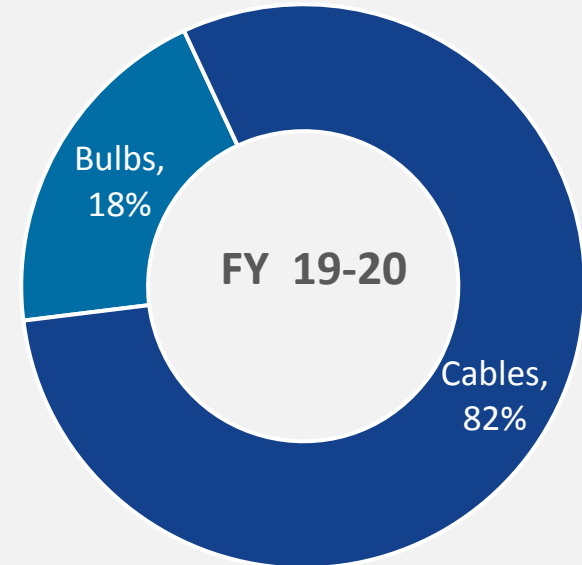


**CAPACITY**

Cables – 300 million

Bulbs – 110 million

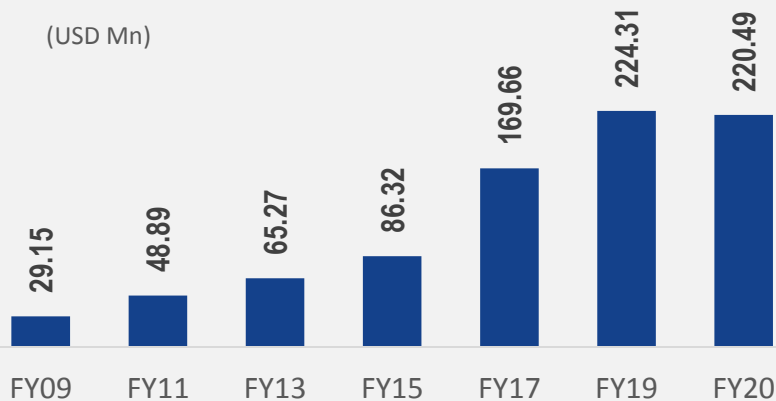
## Revenue Split



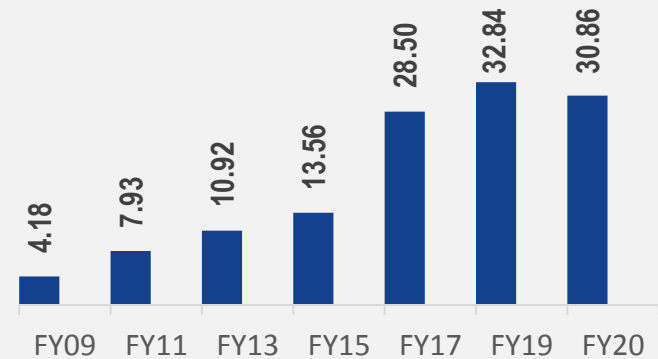
# Robust Financials (Group)

Robust growth in net sales...

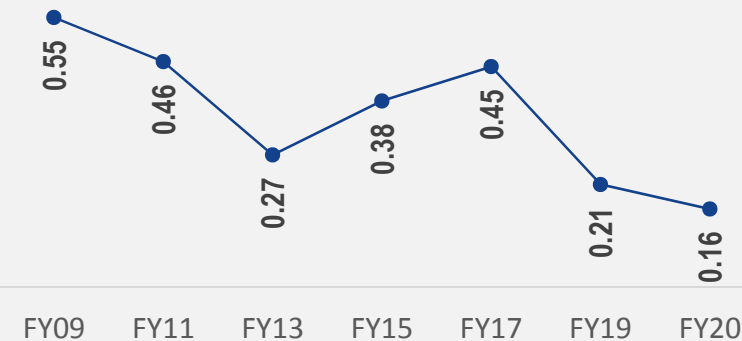
(USD Mn)



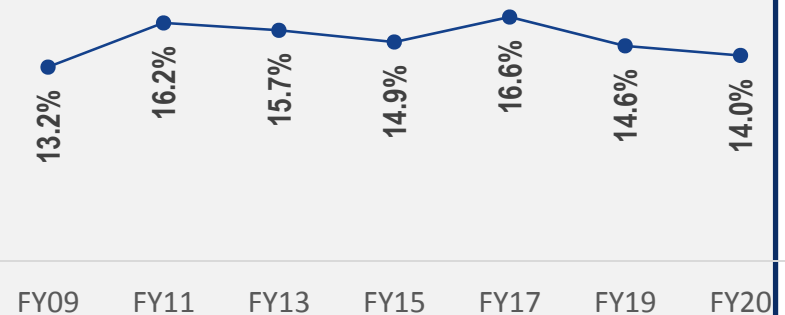
...Sustained EBIDTA growth



Low Long Term Liabilities / Equity...

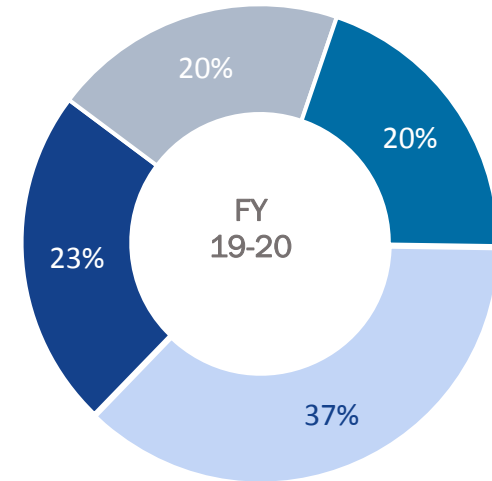
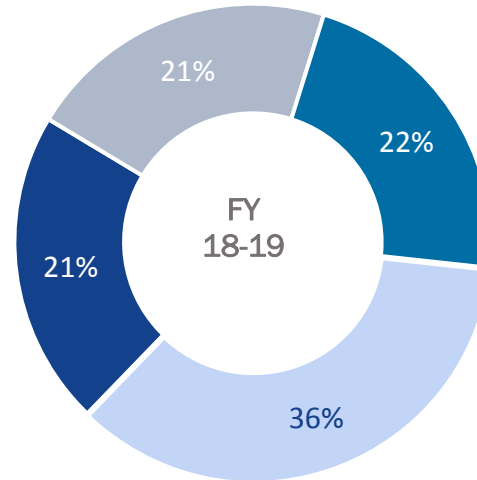
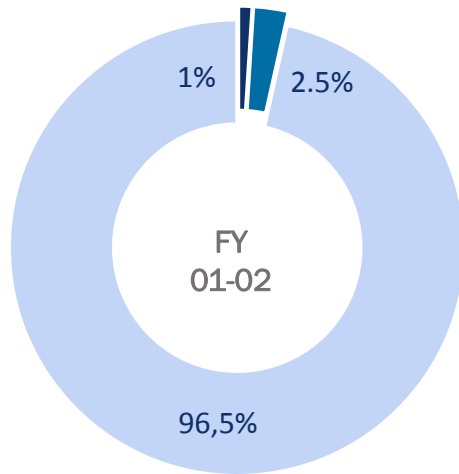


....High EBIDTA margins



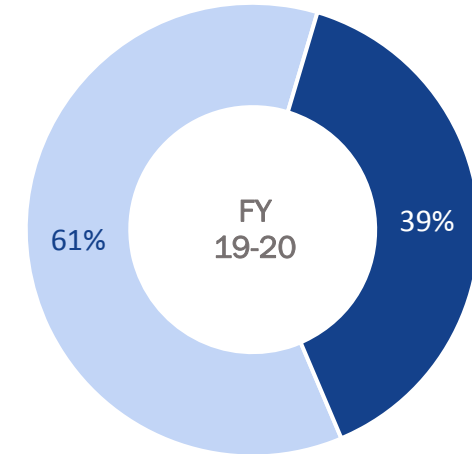
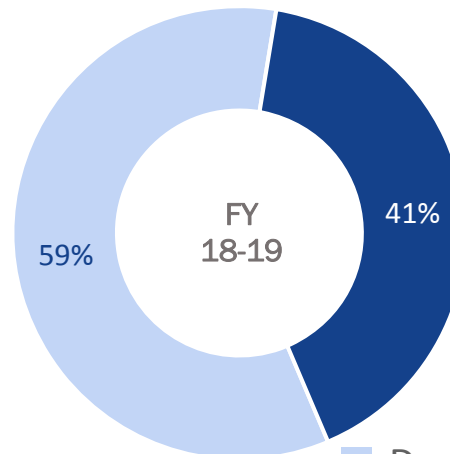
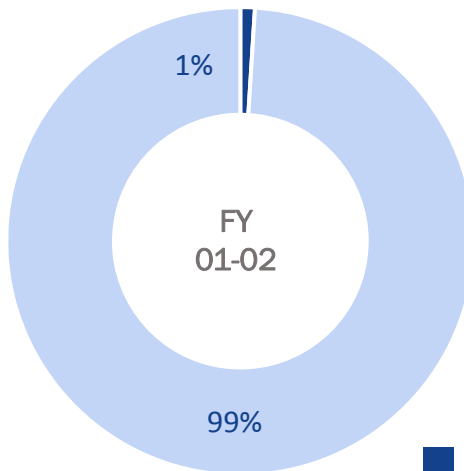
# Segmental and Geographic Synergies

Category-wise



Automotive 2-wheeler Aftermarket Non-automotive

Geography-wise



Global Domestic



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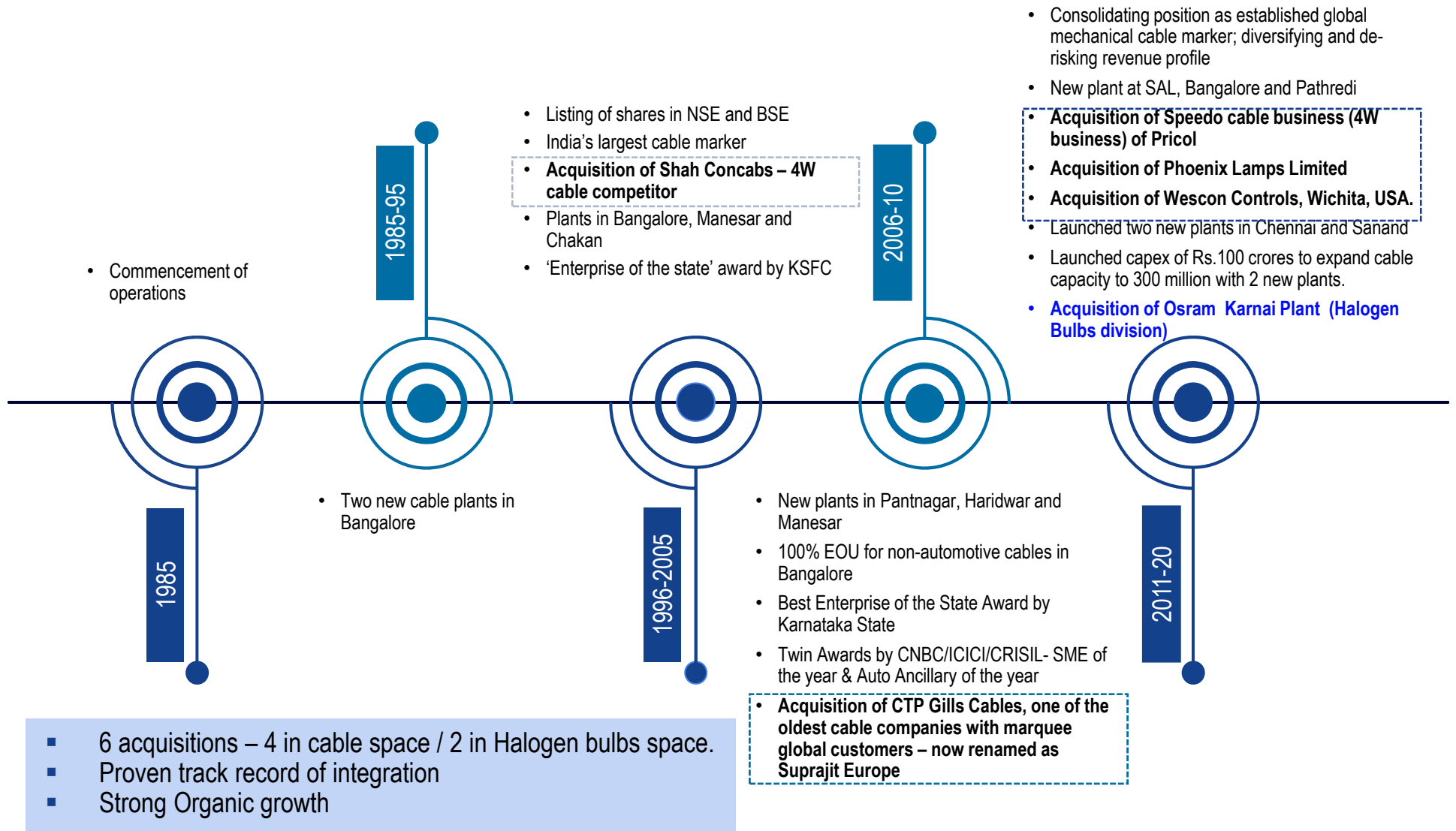
# **Milestones, Strengths and Accolades**

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# 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.
- ❖ 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 '0' 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.
- ❖ 2017 BMA – Entrepreneur of the Year.





**300 Million Cables** 



**110 Million Halogen Bulbs** 



**One Goal**



**Customer Satisfaction**





**Suprajit**



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

**THANK YOU**