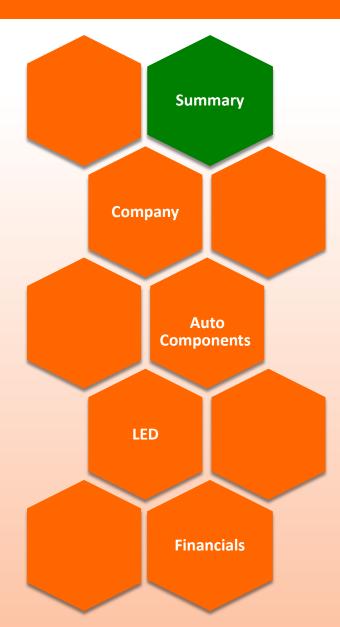


June-2014

Fiem Industries Ltd. – Investor Presentation





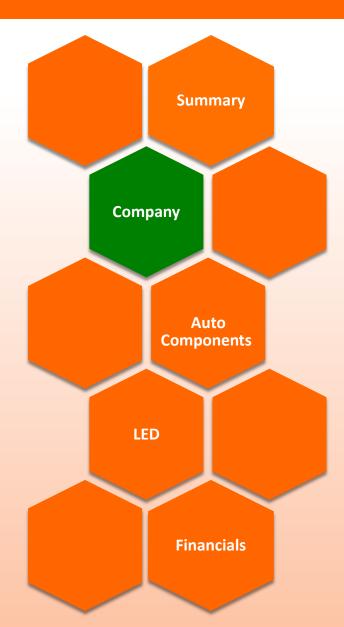




3					
Overview	<ul> <li>Fiem Industries Ltd. (FIEM) was founded and incorporated in 1989 by Dr. J.K. Jain.</li> <li>The Company was listed on BSE and NSE in 2006.</li> <li>FIEM is one of the leading manufacturers of Automotive Lighting &amp; Signalling Equipments and Rear View Mirrors in India. FIEM is among first companies in India introducing LED lights in two wheelers.</li> <li>FIEM has diversified its product portfolio by entering into LED luminaires for Indoor and Outdoor applications and Integrated Passenger Information System for Railways &amp; Buses.</li> </ul>				
Products	<ul> <li>Automotive Division</li> <li>Automotive Lamps - Head lamps, Tail Lamps, Blinker lamps, Fog lamps etc.</li> <li>Rear View Mirrors</li> <li>Sheet Metal Parts</li> <li>Plastic Moulded Parts</li> </ul>	<ul> <li>LED Division</li> <li>LED luminaires for indoor and outdoor applications</li> <li>LED Bulbs</li> <li>LED Tubes</li> <li>LED Down lights</li> <li>LED Street Lights</li> <li>Solar Based LED Street lights</li> <li>Solar Based LED Lantern</li> </ul>	Integrated Passenger Information Systems with LED Display (IPIS) for: • Buses • Railways • Metros • Airports		
Top Clients	<ul> <li>Two Wheeler Segment – Honda, TVS, Suzuki, Yamaha, Mahindra, Harley Davidson etc.</li> <li>Four Wheeler Segment - Tata Motors, Force Motors, Honda Siel, GM, Hyundai, Daimler, Mahindra Reva etc.</li> </ul>				
Consolidated Financial Performance	EBITDA has grown from INR 379	R 4,279mn in FY11 to INR 7,211mn in F mn in FY11 to INR 891mn in FY14 at a 11mn in FY11 to INR 373mn in FY14 at	3 year CAGR of 33.0%		







# COMPANY OVERVIEW

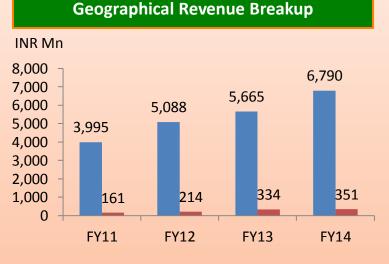


#### 5

- The Company was originally incorporated in India as Rahul Auto Private Limited on February 6, 1989 in New Delhi and was founded by Dr. J.K. Jain, a first generation entrepreneur.
- FIEM is one of the leading manufacturers of automotive lighting & signalling equipments and rear view mirrors in India. Its major business comes from the two-wheeler segment of the vehicle industry.
- FIEM has a diversified product portfolio ranging from head lamps, tail lamps, signalling lamps, roof lamps, rear view mirrors, wheel covers, warning triangles, complete rear fender assembly, frame assembly, mudguards, various automobile sheet metal and plastic parts.
- FIEM has already diversified its product portfolio by venturing into LED Luminaires for Indoor and Outdoor applications and Integrated Passenger Information Systems with LED Display.
- The Company is fully equipped with world class R&D and testing facility and has developed in-house capabilities in LED technology and manufacturing.
- Outside India, the Company has one Wholly owned Subsidiary & one J.V. Company
  - Wholly Owned Subsidiary Fiem Industries Japan Co., Ltd.
  - JV Company Centro Ricerche Fiem Horustech SRL, Italy

Rear Mirrors 13.04% Plastic Molded, 12.53% Auto Lamps, 66.77%

**FY14 Revenue Product Mix** 



Domestic Exports







### Dr. J. K. Jain, Chairman & Managing Director

• He is the founder of the Company and is a first generation entrepreneur. He has rich experience over 40 years and is one of the pioneers in the Automotive Lighting Industry in India. He has commenced his business journey since 1970 as a small scale industry and today with his true vision and hard work the company has grown multifold with 8 state-of-art manufacturing facilities in different locations in the North and the South of India. He has emerged as a major leader in the automotive component industry.



### Mrs. Seema Jain, Whole-time Director

• She belongs to Business family and was involved in her family business activities right from her college days. Holding B.Sc. Degree from Delhi University with long relevant experience. Actively involved in decision making in the Company besides oversees Finance Functions.



### Mr. Rahul Jain, Whole-time Director

 He has done Masters in Business Management from London. He is mainly involved in strategic affairs and Corporate Planning besides close interaction with customer for total customer satisfaction and initiative for new projects. He also oversee the manufacturing operations of various units periodically.



### Ms. Aanchal Jain, Whole-time Director

 She has done her Masters in Business Administration in Human Resource & Management from USA. She takes care of Human Resource Management functions of the Company and is also actively involved in Skill Development and Labour Welfare Programme in the Company.





### Mr. J.S. S. Rao – Whole-time Director

 He has an overall experience of over 30 years in automotive lighting and components industry involving manufacturing, operational & business strategic functions. He is on the board of the company and presently responsible for the overseas and South India operations of the Company.



### Mr. Kashi Ram Yadav – Whole-time Director

• He has more than 30 years experience in production & manufacturing operations of automotive lightings, signalling equipments and rear view mirrors. He is on the board of the company and responsible for production and manufacturing operations in North India Units of the Company.



## Mr. Rajesh Sharma - Executive Director

• He is having an experience of more than 30 years in the fields of Marketing, Sales and new product developments, majorly in Automotive Lighting and Rear View Mirrors along with other Auto Components. Presently, he is heading Marketing and New Business Development (OEMs).



### Mr. Vijay Kumar Jain - Executive Director

• Having 42 years of experience with specialization in R&D, planning and procurement which includes 22 years of experience in auto-component manufacturing like Switches, Lighting, Locks, Horns, Wiring harness, Die Casting, panel instrument, battery, CNG/LPG kits etc.

# **CORPORATE FUNCTIONAL HEADS**



8

•He is having experience of over 26 years in the fields of accounts, finance and taxation. He is a member of the ICAI, ICSI and ICWAI. He is responsible for financial planning, budgeting, taxation, fund management and financial reporting functions in the company •With 13 Years experience in secretarial & legal field, he is responsible for secretarial, legal and corporate compliance matters of the Company. He is an Associate Member of Institute of Company Secretaries of India and LLB from Delhi University

•With an overall experience of 29 years, he spent 19 years in Lighting Industry in the field of sales & marketing, and has worked with Indo Asian Lighting, HPL Lighting and SYSKA LED. He was involved in setting-up of nationwide sales network for these companies. He is heading Business Development (LED Division) in the Company and responsible for sales, marketing and setting-up sales network for LED products across the country

Mr. O.P. Gupta -Chief Financial Officer



Mr. Arvind K. Chauhan -Company Secretary



Mr. S.K Choudhary–Head-Planning and Sales (LED Division)



•He has over 30 years of experience, in Electronics & Electrical industry. He is BE in E&C Engg. and has vast experience of new product development. He is heading the product development for LED Luminaires and Integrated Passenger Information Systems. •With around 20 years experience and vast knowledge in the field of Lighting Electronics R&D, he has 6 patents to his credit. He has worked with lighting Industry leaders like Surya Roshni, Havells and Osram in Product Development, Manufacturing and Quality Management especially in Solid State Lighting / LED & LED Lighting Systems in Optics, Electronics Design, Thermal Design & Mechanical Design. Currently he is heading the R&D in LED Lighting in the Company and responsible for new LED Product Development •He is having an experience of more than 30years in the field of R&D in Automotive Components, with major focus in testing evaluation and homologation. Presently he is looking after testing, products validation and homologation etc.

Mr. R.K. Bansal-Head (Electronics & Electrical)



Mr. Piyush Gahalaut – Head LED - R&D



Mr. G.V. George – Head (Product Validation &Homologation)



# FIEM JOURNEY





### 1989-1993

- 1989-
- Incorporated as Rahul Auto Private Limited
- 1992-Name changed to Fiem Industries Pvt. Ltd.
- 1993- Converted into Public Limited-Fiem Industries Limited



# 1994-2000

- 1994-A new state of art Plant was established at Kundli, Sonepat (Unit 1)
- 1996- Fiem Sung San (India) Ltd., a JV Company was established
- 1998- Multi Focal Reflector first time introduced in India by FIEM



# 2001-2007

- 2004 & 2005- setup mfg facilities in Hosur (Unit 2&3) Mysore (Unit 4)
- 2005 & 2006 setup mfg facilities Hosur (Unit 5), Nalagarh (Unit 6)
- 2006 Initial Public Offering
- 2007 Setup LED SMT plant
- 2007-Merged Fiem Sung San with Fiem Industries



# 2008-2012

- 2010 Started a manufacturing Unit in Rai, Sonepat (Unit 7)
- 2011 Setup facility for mfg Plastic moulded parts in Tapukara (Unit 8)
- 2011 FIEM R&D Centre approved by Govt. of India
- 2012- Started manufacturing auto lamps and components for Honda Japan



# 2013 - 2014

- 2013 Entered into a 50:50 JV with Horustech Lighting of Italy for setting up a design centre
- 2013 Vendor registration received from RDSO for Integrated LED Passenger Information System
- 2014 MOU with two Japanese companies Honda Lock Mfg. Co. and Toyota Tsusho Corporation, for mfg of Key Sets, Door Mirrors and Outside Handles

# STRATEGIC CLIENT CATERING



10



**O FIEM MANUFACTURING UNIT** 

# PLANT LOCATIONS



#### 11



### Unit - 1 Kundli, Sonepat, Haryana

- Established in 1994
- Land 16,588 Sq. Mtrs.
- Products Mfg. Rear View Mirrors, Automotive Lights.



#### Unit - 5 Hosur, Tamil Nadu

- Established in 2006
- Land 13,467 Sq. Mtrs.
- Products Mfg.- Rear View Mirrors, Automotive Lights



### Unit - 2 Hosur, Tamil Nadu

• Established in 2004

E THEFT

Pradesh

• Land 12,505 Sq. Mtrs.

Unit – 6 Nalagarh, Himachal

Products Mfg. – Rear View

Mirrors, Automotive Lights,

Established in 2006

Plastic Parts

• Land 19,191 Sq. Mtrs.

• Products Mfg. -Automotive Lights, Reflex Reflectors



### Unit - 3 Hosur, Tamil Nadu

- Established in 2005
- Land 19,110 Sq. Mtrs.
- Products Mfg. Sheet Metal parts



### Unit - 4 Mysore, Karnataka

- Established in 2005
- Land 4,014 Sq. Mtrs.
- Products Mfg. Rear Fender Assembly



### Unit 7 – Rai, Sonepat, Haryana

- Established in 2010
- Land 28,357 Sq. Mtrs.
- Corporate Office
- Products Mfg Automotive Lights, LED Lights



#### Unit 8 – Tapukara, Rajasthan

- Established in 2011
- Land 42,863 Sq. Mtrs.
- Products Mfg. Plastic Injection moulded components, LED lights

# **GOVT. APPROVED R&D CENTRE**



#### 12

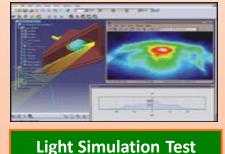
- FIEM's state of the art R&D Unit offers its clients design and development capabilities in Automotive Lighting & Signalling Equipments and Rear View Mirrors which meet the specifications of the clients requirements.
- Government of India, Ministry of Science and Technology, Department of Science and Industrial Research has accorded Recognition to Company's in-house R&D Unit situated at Rai Industrial Estate, Sonepat
- The Company's R&D Unit is established with modern infrastructure, state-of-the-art technology, equipped with latest software, qualified and experienced manpower.
- FIEM's in-house R&D unit does various kinds of testing such as Product Testing, Photometry Testing, Environmental Testing, Thermal Tests, Electronic Test, Vibration Test, Chemical Test, Mechanical Tests etc.
- Some examples of R&D conducted by company:
  - Developed more than 100 new generation LED Luminaires for industrial & domestic applications for Indoor and Outdoor including LED drivers
  - In-house design and development of Railway IPIS (Integrated Passenger Information Systems with LED Display )
  - In-house design and development for four wheeler LED Rear combination, LED direction indicator lamp etc.
- Advantages of in-house R&D unit:
  - Diversified and large portfolio of lighting products developed
  - New generation LED technology in automotive and home lighting segments developed
  - Reduction in development time and cost savings to clients



**Electrical Testing** 



**Environmental Testing** 





Mechanical Durability Test



# Strong Client Base

- FIEM has a strong client base of more than 50 OEMs and is supplying to its prestigious customers since their inception.
- Significant market share for supply of automotive lighting & signalling equipments and rear view mirrors to Two-wheeler and Fourwheeler OEM's
- Exporting automotive lighting to Honda Japan, Kubota Japan (Tractors & Farm equipments) besides exporting to Austria, UK, Germany, Thailand, Indonesia & Vietnam.

### Manufacturing Edge...Cost Saving to the Customers

- State-of-the-art manufacturing facilities located close to the OEM Customers offering Logistic cost saving and just in-time delivery
- FIEM has three world class R&D centres located in India, Italy and Japan having more than 120 personnel in Designing, Optical Simulation and Guest Engineering facilities for development of the lamp assembly and LED luminaires as per Indian and Global standards
- Strategic technological tie ups with global players to provide advance and cost efficient products

# **Diversified Product Portfolio**

- Leading manufacturers of automotive lighting & signalling equipments and rear view mirrors for two and four wheelers
- Diversified into LED luminaires for indoor and outdoor applications
- Also diversified into Integrated Passenger Information Systems with LED Display (IPIS)

# **LED Products**

- In-house LED R&D, manufacturing and assembly unit offering low cost and high quality LED luminaires
- Diverse and cost efficient range of indoor and outdoor LED luminaires
- Approval from Ministry of Railway (RDSO) for Integrated Passenger Information System

## **Up-Coming Ventures**

- Signed MOU with Honda Locks Mfg. Co. Ltd. Japan and Toyota Tsusho Corporation, Japan for a joint venture proposal in India for manufacturing of Key Sets, Door Mirrors and Outside Handles. These companies are group companies of Japanese conglomerates Honda and Toyota respectively. The Key Sets will be for four-wheeler as well as for twowheeler vehicles.
- MOU signed with Yamato Industrial Co. Ltd., Japan for manufacturing of automotive parts, i.e., Control Cables, Pipes, Resin Dies, Throttle Wires, Sensors & Switches etc.

# ACCOLADES RECEIVED



## **MORE THAN 50+ AWARDS SINCE 1991**

- The Grand Award for QCDDM 2013-14 from Honda Motorcycle and Scooter India Ltd.-2014
- Achievement Award for Vendor Performance in the field of 'Development' in the year 2013-14 from Suzuki Motor Cycle India Private Limited-2014
  - Bellwether Award 2012-13 in Auto Lighting for 40 Years from Business Sphere-2014
- Supplier Recognition Award bestowed by Harley-Davidson India for their new motorcycle model 'Harley-Davidson Street' and support in recognition of our best practices in Quality, Cost, Development, Delivery and Management.-2014
- Bronze Award for Excellence in Quality for 2013 from India Yamaha Motor Pvt. Ltd.-2014
- ESQR'S Quality Achievement Award 2013 in the GOLD CATEGORY for the Extra Ordinary achievement in quality management 2013
- Manufacturing Today Award "Champion of Indian Manufacturing" for Small and Medium Enterprise 2013
- Achievement Award for Honda Global Support for 2012-13 from Honda Motorcycle & Scooter India Ltd. 2013
- 1st Prize for Entrepreneurial Excellence Award in Electronics 2012-13 from ELCINA for LED-Luminaires & Display-2013
- Achievement Award for Delivery Management for 2011-2012 from Honda Motorcycle & Scooter India Ltd 2012
- Award for Q.D Performance from Honda Motorcycle & Scooter India Ltd-2011
- Outstanding Entrepreneurship Award from Enterprise Asia.-2011
- National Achievement Award for Business Excellence from Indian Society for Industry & Intellectual Development -2010
- Grand Award for Development from Honda Motorcycle & Scooter India Ltd.-2009
- SMB Award for superior performance during 2007-2008 from Industry 2 Magazine.-2009
- Appreciation Certificate from Hyundai Motor India Ltd. -2009
- Appreciation Certificate from Hyundai Motor India Ltd. -2008









# **CERTIFICATIONS AND APPROVALS**



15

# Government Approved R&D Center

#### Government approval for In-House R&D Centre

		Research & Development Centre
	SCINDRECH .	ासिक भारत सरकार
	26952819, 26567373 26585694, 26562133	विज्ञान और प्रीयोगिकी मंत्रालय
	26565687, 26562144	विद्यालिक और औरदीसीक अनुसंधान विभाग
TL/FAX	26962134, 26562122 (EPBAX) 26960629, 26529745	देवनीसीकी भवन
	26516078	जन्म का नगा नहरीली गार्ग, नई दिल्ली – 110016 GOVERNMENT OF INDIA
obeite	http://www.dair.gov.in	MINISTRY OF SCIENCE AND TECHNOLOGY Department of Scientific and Industrial Research Technology Bhavan New Mehrauli Road, New Delhi-110 016
	BY RE	GISTERED POST
F. No.	TU/IV-RD/3365/2011	Dated: 23 <sup>rd</sup> December 2011
То		
	M/s. Fiem Industries Ltd. D-34, DSIDC Packaging Comp Kirti Nagar, New Delhi -110 015	plex,
	Subject: RECOGNITION OF	YOUR IN-HOUSE R&D UNIT(s)
Dear 8	iirs,	
	This has reference to your ann	lication for recognition of your In-House R&D unit
by the	Department of Scientific and Inc	
2.	This is to inform you that it I	has been decided to accord recognition to the
In-Hou	se R&D unit of your firm at Pl	ot No. 1915, Rai Industrial Estate, Phase - V,
Distt.	Sonepat (Haryana) upto 31.0	3.2014. Terms and conditions pertaining to this
	ition are given overleaf.	
3.	Kindly acknowledge the receipt	of this letter.
		Yours faithfully,

# Approval from Ministry of Railway

	Transforming Railways	अनुसंधान अगिव लख Government of In Research Designs	bre, रेल मंत्रालय जन्द-226 01 dia - Ministry of Railways & Standardto Organisation v- 226011, INDIA
		ficate of Appr	oval
This is to cer	uty that: destries Ltd.		
	alestries 1.00.	545	
Office/Work			
Plot No. 191	5, Rai Industrial Estate, Phas	w-V.	
	ryana-131029. d-2367905/06/07/08 Fax:	0130-2367903	
Email ID: f	emunit?@fiemindustries.com,	naveen anchal if fiemin	idustries.com
	o manufacture & supply the for	flowing items:	
	Description		fication No. Status of Approval
L. Inter	rated Passenper Informa	tion System RDS4	D/SPN/TC/61/2012, Part-II
cons	isting of train indication, co PC based announcement syste	ach guidance Revis	ion -3.
Production 6 (No.s.per.yet	cGDB -4000 A	arture Display Boars GDB-500	1 -500 MDCH/PDCH -500
Certificate	RDSO/TC/IPIS/2013/21	File No./	STT/IPIS/FIEM/668 Vol-III
No.: Date of	09.12.2013	Registration No. Date of Expiry:	31.12.2015
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	and Christophics management		G GUARS
	to bio Internets of Rule-Meth 2019 101 Colorador 220/211	Name	Plat
4		Designation	Joint Director/Telecom-1
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### **MNRE Approved Solar Lantern**

		TEST REPORT CPRI
L. No.	Particulars	Details
01	Test report no.	CPRI/ERED/SPV/LED/288/2013
02	Date	17/04/2013
03	Client's address	M/s. Fiem Industries Ltd. Plot No. 1915, Rai Industriai Estate, Phase – 5, Sonepat, Haryana – 131 029
06	Reference	Nil, Dated 26/03/2013
05	Manufacturers address	Same as above
06	Reference	
07	Sample tested	White LED based Solar Lantern
08	Designation	70
09	Configuration	
10	Identification no.	ERED/SPV/LED/S342/2013
11	Serial no.	FIL-03317
12	Date (s) of the test	27/03/2013 to 16/04/2013
13	No. of samples tested	One
14	Test in accordance with standards/specifications	MNRE Specifications 2012-2013
15	Client's requirement	NI
16	Deviation (if any)	Nil
17	Name of the witnessing persons	NII
18	Clients representative	NII
19	Other than clients representative	NII
20	No. of pages (including this page)	Four
21	No. of oscillograms No. of drawings	Nil
22	No. of graphs	NI
24	No. of photos	Nil
Conclu	sion: It is endersed that the LED based solar liaiters submitted by M right manufactures of Electronics.	(M. Siddhartha Bhatt) (M. Siddhartha Bhatt) Additional Director

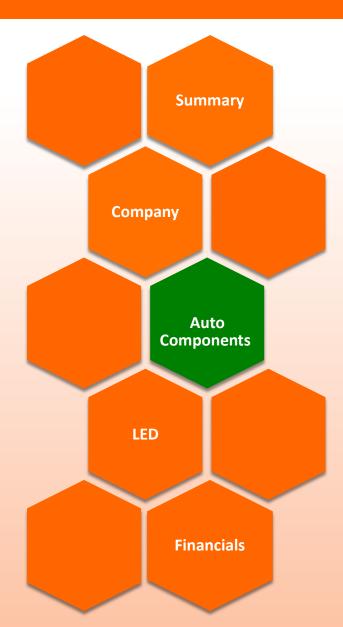
# Approval from PWD, Haryana for LED products

#### Approval from PWD (B&R), Haryana

R	ավ				ling Engineer PW (B&R) Deptt., Karnal karnal@hry.nlc.in +2266976
To					
		M/S FIEM In Plot No. 191; Sonepat (Har	5, Rai Industrial E	itate, Phase-V.	
		Memo.No.	9280	/SR	Dated: 8-10-1 1
Sub :		(Brand Nan	ne -FIEM) for	ise of Haryana	oor-LED Luminaries Govt. PWD B&R Works.
					Engineer-in-Chief, Haryani
PW (	3&R) Dep	tt., Chandigar	h vide memo n	s. 71/Elect. dated	27.09.2013. The followin
Sr.	Name	of Item			-
No.					
No. 1	Indoor	LED Lumin	aries		
No. 1 2.	Outdoo	or LED Lumi	naries		
No. 1 2.	Outdoo	or LED Lumi NAME (FII	naries EM)		
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1 2. perfo	Outdoo BRAND	or LED Lumi NAME (FII This ap f the product	naries EM) oproval is valid t and can be r	eviewed by the	approval committee. Th
1 2. perfor	Outdoo BRAND	or LED Lumi NAME (FII This ap f the product	naries EM) oproval is valid t and can be r	eviewed by the	approval committee. Th
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# **AUTOMOTIVE LIGHTS**



#### 17

FIEM is one of the most renowned names in Automotive Lightings & Signalling Equipments with the history of around four decades. The company is associated with some of the most prestigious OEM customers in India.

 Automotive Lighting - In the automotive components segment the Company makes various types of Head lamps, Tail Lamps, Blinker lamps, Fog lamps, Warning triangles, Interior lamps and Beacon lights etc. for Two Wheelers and Four Wheelers.

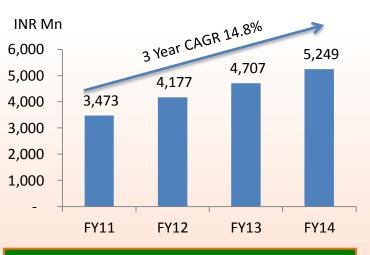
## • Manufacturing Facilities for Automotive Lights:

- Unit 1 Kundli, Sonepat, Haryana
- Unit 2 Hosur, Tamil Nadu
- Unit 5 Hosur, Tamil Nadu
- Unit 6 Nalagarh, Himachal Pradesh
- Unit 7 Rai, Sonepat, Haryana

# • Top Clients



## **Automotive Light Contribution**



Head and Rear Lamps

# 'I@M Light Up The World

#### 18





Activa-Head Lamp



Activa-Tail Lamp



**Eterno-Blinker** Light



Shine-Blinker Light



Activa-Rear View Mirror





Apache-Head Lamp



Scooty-Head Lamp



Apache-Tail Lamp



Safari-Roof Light



**Traveller** New -Fog Light



Star Sports **Blinker Light** 



Sumo-Blinker Light



Matador Tail Lamp



Scooty Pep **Rear View Mirror** 



Tata Estate/Sierra/Sumo **Rear View Mirror** 



**Traveller New Rear View Mirror** 







Indica-Head Lamp



**Traveller** New -Head Lamp



Sumo-Tail Lamp



**Traveller New** -Tail Lamp

# **REAR VIEW MIRRORS**



#### 19

- **Rear-View Mirror** FIEM has four state-of-the-art mirror manufacturing plants in its different units having all the processes in-house which includes:
  - Mirror Plate Making Profile cutting, Washing, Grinding, Convexing, Cleaning, Aluminium coating/Chrome coating and finally back side painting.
  - Plastic Housing: In-house manufacturing with injection moulding machines.
  - Rod Making: In-house complete rod making facilities such as machining, bending, welding, powder coating etc.
  - Final Assembly: All the above sub-components are assembled in the assembly lines to make the complete mirror assembly.

## Manufacturing Facilities for Rear View Mirrors:

- Unit 1 Kundli, Sonepat, Haryana
- Unit 2 Hosur, Tamil Nadu
- Unit 5 Hosur, Tamil Nadu
- Unit 6 Nalagarh, Himachal Pradesh

### Top Clients



INR Mn 3 Year CAGR 16.9% 1,200 1,011 1,000 866 765 800 632 600 400 200 FY11 FY12 **FY13** FY14

# **Rear View Mirrors**

# **Rear View Mirror Contribution**

# PLASTIC MOULDED PARTS



#### 20

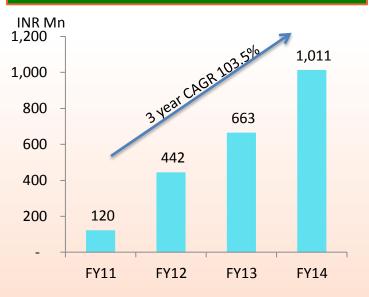
- **Plastic Moulded Parts** Plastic moulding is integral part of automotive lamps as well as rear view mirrors, as these parts are required to make final assembly of all the products.
- FIEM has installed world class more than 450 latest injection moulding machines in their **six plants** ranging from 50 tonnes to 1400 tonnes capable of making 20 gms to 2.5 kgs of components.
- Apart from above, FIEM also supply standalone plastic moulded parts to its customers from Unit 2 and Unit 7.
- The above mentioned moulding machines can easily make even big products of two wheelers like front fender, floor panel, side cover, rear fender, handle bar, seat base etc. etc.

### • Manufacturing Facilities for Standalone Plastic Moulded Parts:

- Unit 2 Hosur, Tamil Nadu
- Unit 8 Tapukara, Rajasthan
- Top Clients



# **Plastic Molded Parts Contribution**



### **Plastic Molded Parts**





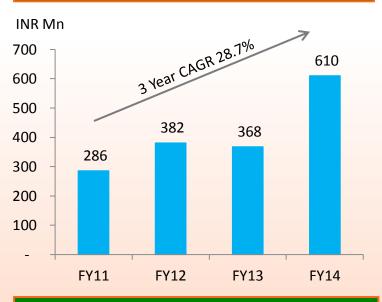


Others Include items contributing less than 10% of Total Sale, mainly includes Fabrication items, LED products, etc.

- Sheet Metal Parts (fabrication Item) FIEM has full fledged sheet metal fabrication facilities as well as Mudguard rolling plants for manufacturing Front and Rear mudguard for Motorcycles & Mopeds.
   The fabrication facility have the following in-house processes:
  - **Presses:** More than 50 presses such as hydraulic, double action deep draw, single action presses etc.
  - Rolling Plant
  - Pipe Bending
  - Spot welding, Projection welding, Argon welding, CO<sub>2</sub> welding etc.
  - Zink Plating: Blue/Black passivation, Yellow passivation
  - Phosphating facilities
  - Powder Coating for base coat and top coat
- Manufacturing Facility used for making Sheet Metal Parts
  - Unit 3 Hosur, Tamil Nadu
  - Unit 6 Nalagargh, Himachal Pradesh
- Top Clients











# SUPPLY TO HONDA JAPAN



#### 22

- In 2012, FIEM commenced their supplies to Honda Japan for 670cc Integra-4 Motorcycle which includes all lamps such as Head lamps, RC Lamps, Blinker lights etc. and become global supplier to Honda.
- FIEM also supplying through Honda Trading to Honda
   Vietnam and Honda Thailand.
- The component for supplying to Honda Motorcycle is developed by FIEM's in-house design and development center.

# Parts Manufactured for Honda Japan











# Honda Integra 4-670CC



Honda Award for Global Support Supplier 2012-13 Grand Award for QCDDM 2013-14 from Honda

Motorcycle and Scooter India Ltd.





# **KEY CUSTOMERS**



### 23

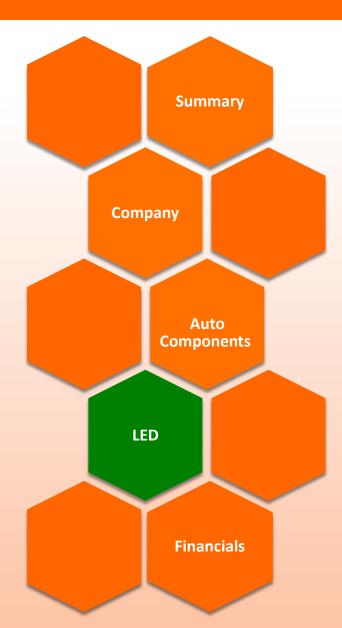
Kubota

Sperax

#### Two wheeler segment (Domestic)-**FY14 Top Clientele Contribution** Mahindra SUZUKI **WAMAHA** PIAGGIO TVS HARLEY-DAVIDSON HONDA SYLLE 2.42% 1 9.25% 7LML S BSAMOTORS -**G**-3.72% EICHER NDU ROYAL ENFIELD Hero 3.78%. HERO 44.50% 11.15% **Two wheeler segment (Global Customers)** MOIDR TVS MANA Anda Inspirasinya SUZUKI HONDA HARLEY-DAVIDSON 25.18% ZADI Four wheeler segment (Domestic)-FORCE HYUNDAI Mahindra Marcopo SUZUKI TATA HONDA MOTORCYCLE TVS MOTOR COMPANY swanaj mazpa GM 0 DAIMLER NISSAN REPLACEMENT MARKET SUZUKI Motorcycle E IS INDO FRAM mahindra SWaRaJ 15 SONALIKA hundle MAHINDRA Two Wheeler Eicher Royal Enfield O POLARIS JCB EICHER VOLVO Other Customers Four wheeler segment (Global Customers)-







# LED DIVISION



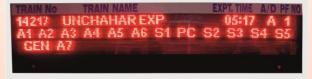
### 25

- After strengthening its position in the Automotive Industry, FIEM has already diversified into two more additional segments:
  - LED luminaires for indoor and outdoor applications
  - Integrated Passenger Information Systems with LED Display for Railways and Buses
- FIEM has in-house R&D and manufacturing facilities for LEDs in Rai, Sonepat, Haryana. The Company only imports LED chips and electrical component and rest of the LED luminaires parts are manufactured in-house including the most crucial part i.e. **LED Drivers.**
- Company has already developed more than 100 products and developing more & more LED luminaires to attain significant market share
- Benefits of Fiem Technology for LED
  - Strong R&D and development team consisting 100 engineers having experience of more than a decade
  - Govt. approved R&D center
  - PCB circuit designing
  - Cost and Energy Efficient designs
  - Structural product designing
  - Innovative optical designing, thermal simulation to achieve higher efficiency
  - Complete SMT plant installed a decade ago
  - Strong team for OEM and after market service

### **LED Luminairies**



# LED Passenger Info Display System



### **LED Solar Lantern**



# LED LUMINAIRES



### 26

FIEM manufactures the following types of LED Luminaires:

### Indoor LED Lights

- LED Bulbs
- LED Tubes
- LED Ceiling Lights
- LED Down Lights
- LED Solar Lanterns
- LED Torches



 Applications - Commercial, Industrial, Residential and other buildings such as Showrooms, Offices & Bank, Malls, Factories, Industrial shed, Warehouses, Residential Houses/Flats etc. LED Torches have safety features like glass breaking, seat belt cutter and warning lights which helps the vehicle driver during emergency

## Outdoor LED Lights

- LED Bay Lights
- LED Street Lights
- LED Spot Lights
- LED Park Lights
- LED Flood Lights
- Bollards



•<u>Applications</u> - Roads, Highways, Tunnels, Open spaces in the building compounds such as Farm houses, Amusement parks, Hotels, Banquets, Gardens & parks, Residential apartments, Institutional & Industrial compounds etc.

# ADVANTAGE OF FIEM LED VS CONVENTIONAL LIGHTS



	Fiem LED	<u>CFL</u>	Incandescent Bulbs
Life Expectancy	>35,000hrs	8,000hrs	1,200hrs
Watt	7watts	13-15watts	60watt
Kwh of electricity used in 50,000hrs	350	700	3,000
Hazardous Material	None	5mg mercury/bulb	None
Color Rendition	Wide range of color	Restricted color	Restricted color
Dimmability	Yes	Restricted Possibility	Yes
Robustness	Breakable	Sensitive	Sensitive
Start up time	Instant	Delay	Instant
Disposal	Via Landfill	As per guidelines	Via Landfill
Light Efficiency	620lum/7=90 Im/wtt	620/15=53 Im/wtt	620/60=13 Im/wtt
Maintenance	Negligible	High	High

# LED DISPLAY SYSTEMS



#### 28

- Integrated Passenger Information System with LED Display (IPIS or PIDS) is an electronic information system which provides real-time passenger information.
- Passenger information delivered in relevant locations along the bus route is an important part of this strategy and FIEM has played a key role in helping its partners deliver an effective solution.
- Company has successfully installed this Passenger Information System in many DTC buses in Delhi operating at different routes and has also installed the same in many of the school buses of Delhi Public School, GD Goenka School, PP international school, Dynasty International School, Manav Rachna International School etc.
- Association of State Road Transport Undertakings has also inspected the Company's LED based Destination system and found it satisfactory.
- Also received approval for Integrated Passenger Information System with LED Display (IPIS) from Ministry of Railways - Research Design and Standard Organization (RDSO) for manufacture and supply of this system (consisting of Train indication, Coach Guidance & PC based announcement).
- FIEM is looking for big business opportunities from Railways, Central & State Government, Metro, Overseas Market etc.

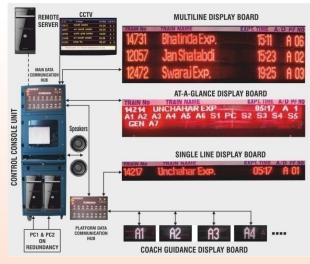
# LED Display Panel



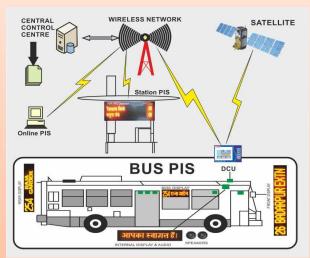


### LED Integrated Passenger Information System

Railway



Buses



# LED LIGHTING IN INDIA: OPPORTUNITY



### 29

# **LED Industry Glimpse:**

- India is emerging as a very big market for LEDs. However, being a price sensitive market, it is expected to witness significant increase in penetration, as LED luminaires prices go down the price ladder.
- LED switching offers the following benefits to our country :
  - INR 1350 billion savings in reduced electricity cost
  - 95 million tons of CO2-or the equivalent of 91 power plants
  - Offering billions of INR saving in reduced need for power infrastructure
  - Virtually making this an economic necessity in these times of national budget deficits
- Potential Saving across different segments :
- Street Lights (Potential of up to 50% savings)
  - Street Lights with Fluorescent lamps: 2.5 Crore (Nos.)
  - Street Lights with HID, Gas Discharge lamps: 22.5 Lakh (Nos.)
- Down Lights (Potential of up to 80% savings)
  - Estimated Retail outlets with GLS/CFL points: 50 Lakh (Nos.)
  - Estimated points, with average 6 DLs per outlet: 3.0 Crore (Nos.)
- Home users (Retrofit LED lamps)
  - Government procurement under RGGVY per annum: 3.5 Crore (Nos.)
  - Other Government DSM and CDM schemes: > 10.0 Crore (Nos.)

# LED LIGHTING IN INDIA: OPPORTUNITY



30

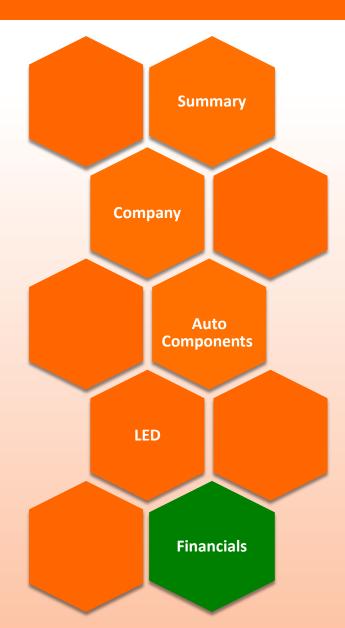
LED lighting is transforming the entire landscape of the Lighting Industry and as per estimates LED will constitute around 75% of the lighting in 2020.



Source: Presentation of Nirupam Sahay, President, ELCOMA, 18 December, 2013







# CONSOLIDATED INCOME STATEMENT



32					
Particulars (INR Mn)	FY11	FY12	FY13	FY14	
Total Income*	4,279	5,354	6,068	7,211	
Expenses	3,900	4,675	5,361	6,321	
EBITDA	379	680	707	891	
EBITDA Margin	8.85%	12.70%	11.65%	12.35%	
Depreciation & Amortization	130	169	183	218	
Finance Cost	95	208	130	145	
РВТ	154	303	394	528	
Taxes	43	92	116	155	
PAT	111	211	277	373	
PAT Margin	2.59%	3.95%	4.57%	5.17%	
EPS	9.25	17.67	23.17	31.16	

\* Includes Other Income

# **CONSOLIDATED BALANCE SHEET**



### 33

Particulars (INR Mn)	FY13	FY14	Particulars (INR Mn)	FY13	FY14
Share holders Fund			Non Current Assets		
Share Capital	120	120		2,941	3,131
Reserve and Surplus	1,561	1,849	Fixed Assets		
Total Shareholders Fund	1,681	1,969	Non Current Investment	0	0
Non Current Liability			Long term Loan and Advances	79	55
Long Term Borrowing	762	580	Other Non Current Assets	1	1
Deferred Tax liabilities (net)	242	275	Total Non Current Assets	3,021	3,187
Other Long Term Liabilities	17	0			
Long Term Provision	8	11	Current Assets	407	42.4
Total Non Current Liability	1,029	866	Inventories	487	424
Current Liabilities			Trade Receivables	693	768
Short Term Borrowing	304	293	Cash and Bank Balance	16	20
Trade Payable	751	778	Short term Loans and Advances	110	145
Other long Term Liabilities	495	547	Other Current Access	5	8
Short Term Provision	74	98	Other Current Assets	1 212	1 264
Total Current Liability	1,623	1,716	Total Current Assets	1,312	1,364
Total	4,333	4,551	Total	4,333	4,551

# STANDALONE INCOME STATEMENT



34					
Particulars (INR Mn)	FY11	FY12	FY13	FY14	
Total Income*	4,213	5,338	6,026	7,191	
Expenses	3,831	4,659	5,323	6,299	
EBITDA	382	680	702	891	
EBITDA Margin	9.1%	12.7%	11.7%	12.4%	
Depreciation & Amortization	130	169	183	218	
Finance Cost	95	208	129	144	
РВТ	157	303	389	529	
Taxes	43	92	116	155	
PAT	114	211	273	374	
PAT Margin	2.71%	3.96%	4.53%	5.20%	
EPS	9.55	17.68	22.83	31.27	

\* Includes Other Income

# **STANDALONE BALANCE SHEET**



#### 35

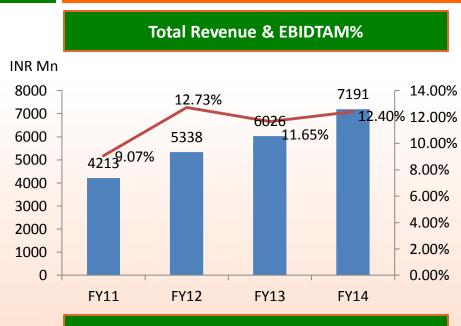
Particulars (INR Mn)	FY13	FY14
Shareholder Funds		
Share Capital – Equity	120	120
Reserves & Surplus	1562	1,851
Total - Shareholder Funds	1,682	1,971
Non Current Liabilities		
Long term Borrowings	762	580
Deferred Tax Liabilities	242	275
Other Long Term Liabilities	17	0
Long Term Provision	8	11
Total Non Current Liabilities	1,029	866
Current Liabilities		
Short-Term Borrowings	304	293
Trade Payables	746	775
Other Current Liabilities	494	545
Short-term provisions	74	98
Total Current Liabilities	1,617	1,711
GRAND TOTAL	4,328	4,548

Particulars (INR Mn)	FY13	FY14
Non Current Assets		
Fixed Assets	2,941	3130
Non Current Investment	0	1
Long term Loan and Advances	81	57
Other Non Current Assets	1	1
Total Non Current Assets	3,024	3189
Current Assets		
Inventories	487	423
Trade Receivables	688	764
Cash and Bank Balance	15	18
Short term Loans and Advances	109	145
Other Current Assets	5	8
Total Current Assets	1,305	1,358
Total	4,328	4,548

\* Total Fixed Assets

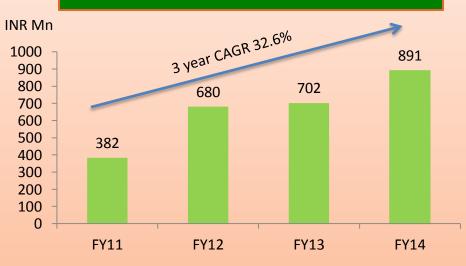
# **STANDALONE FINANCIAL OVERVIEW**

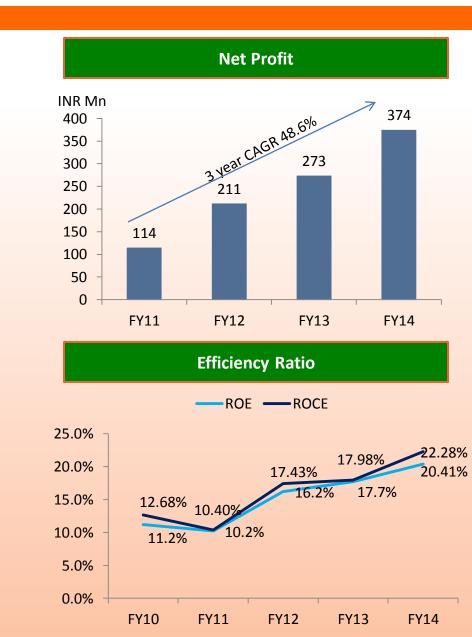




36

**EBITDA** 





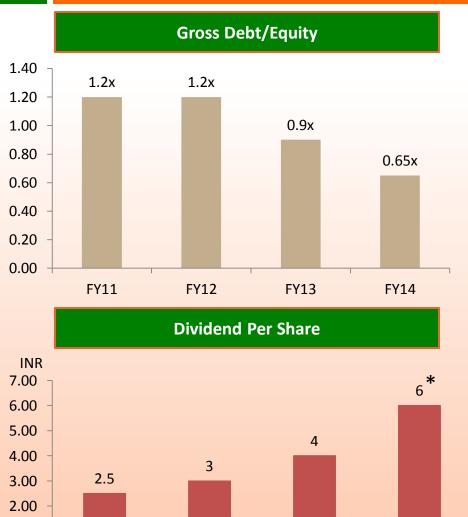
# **STANDALONE FINANCIAL OVERVIEW**

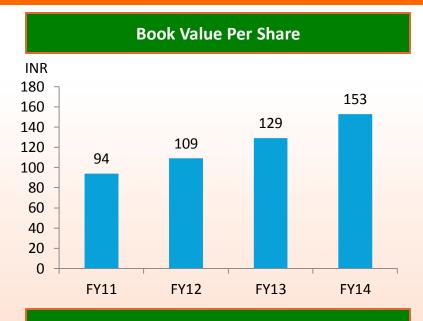


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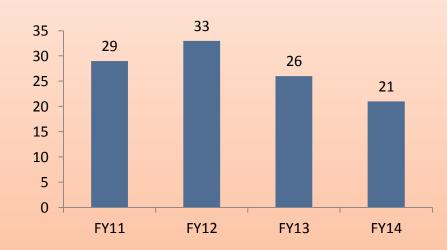
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**Working Capital Days** 



\* - subject to shareholders approval in AGM

FY11

FY12

FY13

FY14

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#### 38

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