



**Suprajit  
Engineering  
Limited**

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Bengaluru - 560 099. Tel: +91-80-43421100, Fax: +91-80-27833279  
E-mail: info@suprajit.com Web : http://www.suprajit.com  
Corporate Identity Number (CIN) : L29199KA1985PLC006934



April 20, 2022

**BSE Limited  
Department of Corporate Services  
P. J. Towers, 25th Floor, Dalal Street,  
Mumbai- 400 001  
Ref: 532509**

**National Stock Exchange of India Ltd  
Exchange Plaza, C-1, Block-G,  
Bandra Kurla Complex, Bandra (E)  
Mumbai- 400 051  
Ref: SUPRAJIT**

Dear Sirs,

**Sub: Investor Presentation**

Please find enclosed a comprehensive Investors' Presentation PPT, which may be presented to various investors analysts while meeting and also while attending investor conferences, if any, from time to time. These presentations are also available in our website at [www.suprajit.com](http://www.suprajit.com).

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

# Suprajit Corporate Presentation

August 2021

Enabling  
A World  
In Motion

**1** Core business, Group and Organization Structure

**2** Customer Profile

**3** Strategy – Suprajit 2.0

**4** Suprajit Technology Centre

**5** Financials.

**6** Milestones, Strengths and Accolades





**Core Business**

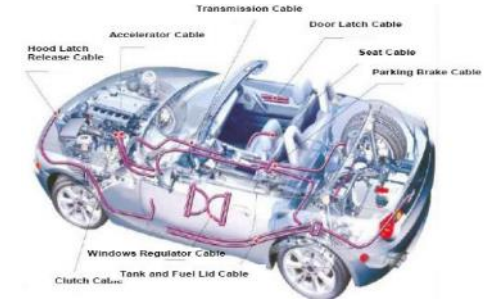


## Full Product Range for Variety of Applications

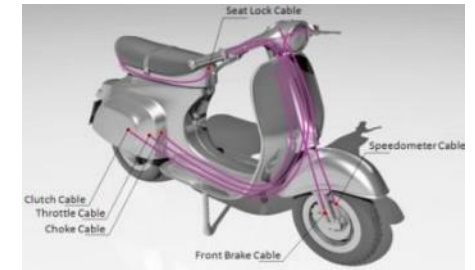
- Park Brake Cables
- Clutch Cables
- Starter Cables
- Door Latch Cables
- Push-Pull Cables
- Mirror Cables
- Tail Gate Cables
- Gear Shifter Cables
- Tire lifting Cables
- Fuel Filler cables
- Hood Lock/Release Cables
- Window Regulator Cables
- Cables for Seat Belts
- Recliners Cables
- Battery comp 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



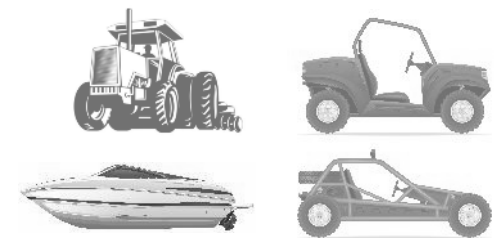
## Across Industries



Passenger Vehicle

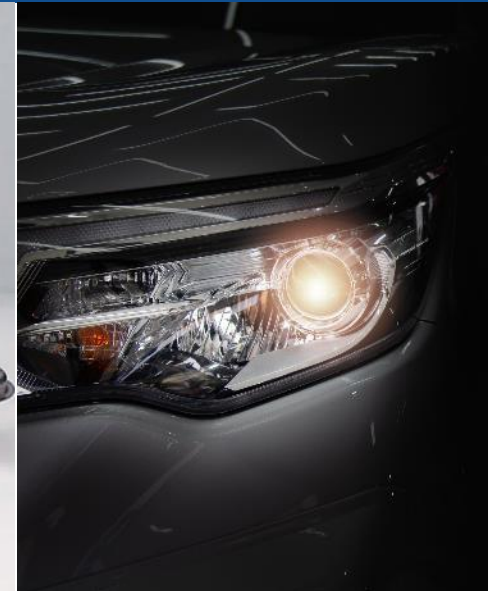


Two-Wheeler



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

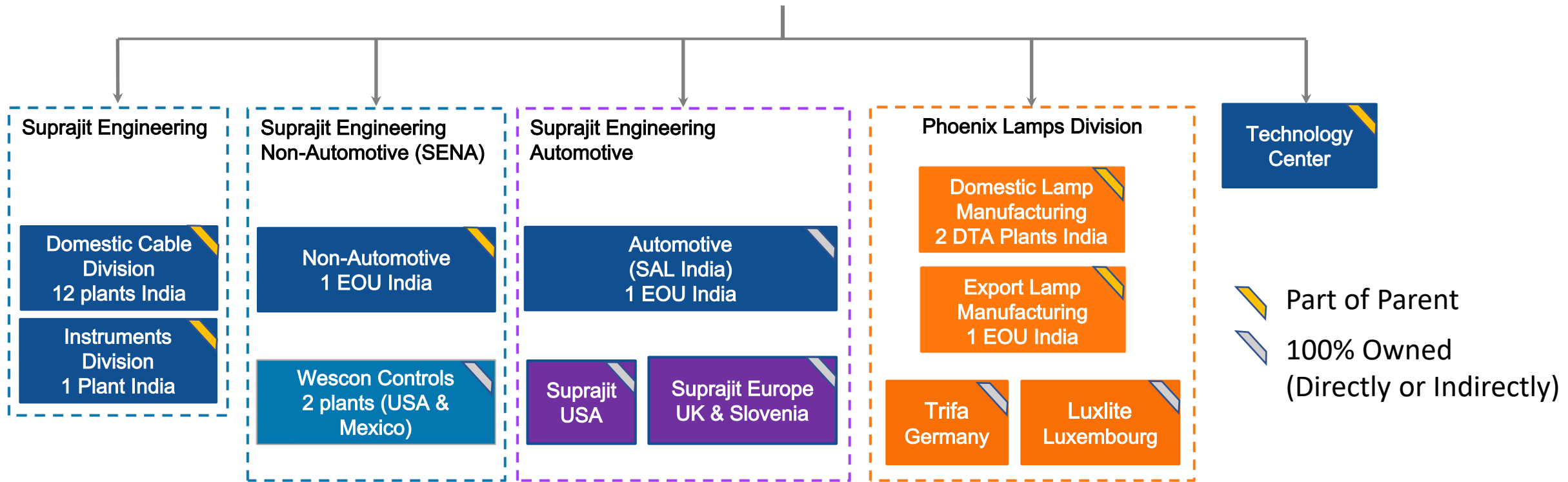


- World-class manufacturing with operations IATF 16949 certified.
- Global standards in manufacturing, testing and quality assurance.
- Vertical process integration for key processes and optimized supply chain.

## IATF 16949 Plants



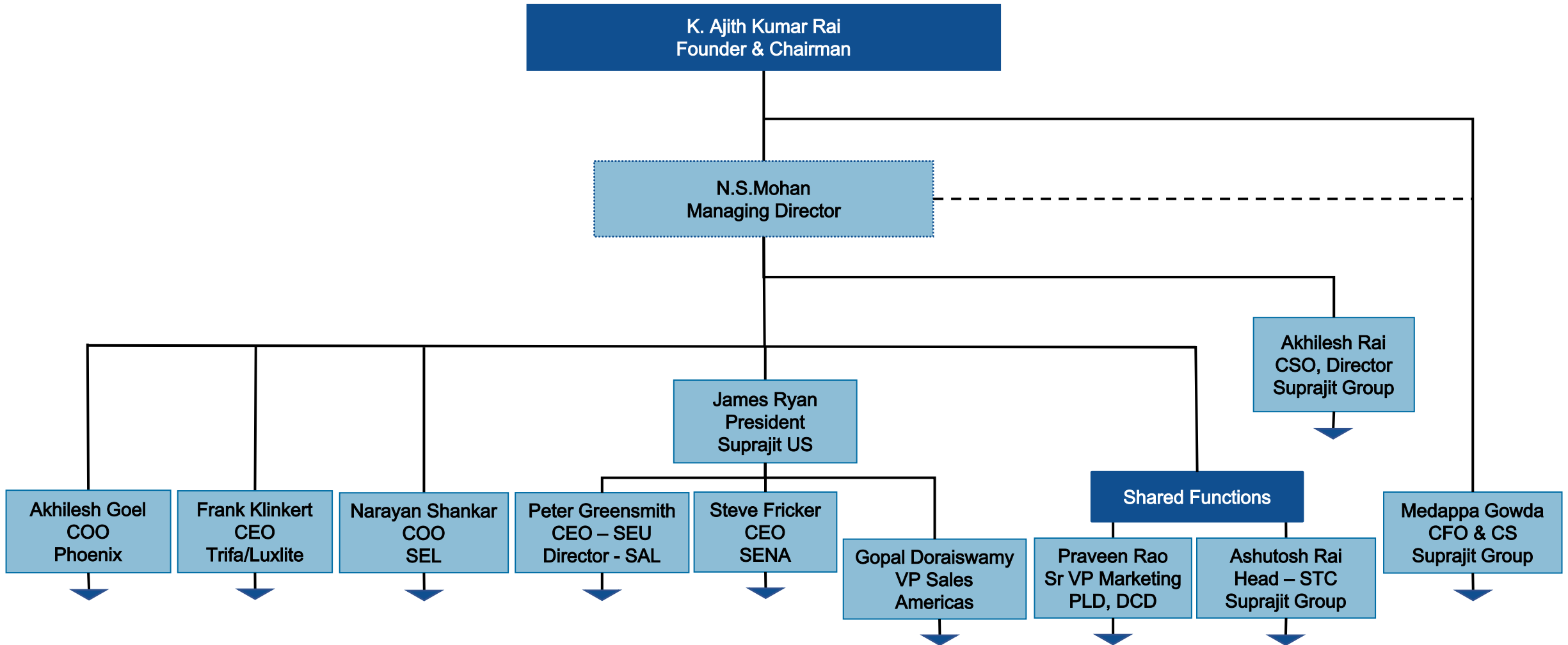
## Suprajit Engineering Limited



**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



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TVS Motor



Hero Moto Corp



Bajaj Auto



Honda



Osram



VW Group



BMW



John Deere Group



MTD



Toro



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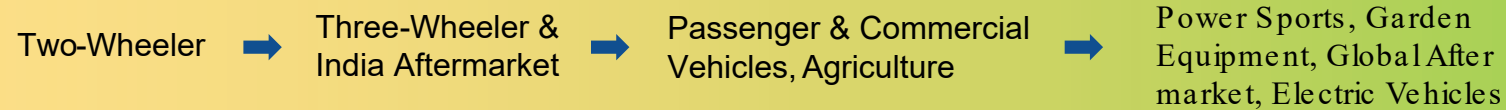


# Strategy – Suprajit 2.0

1985

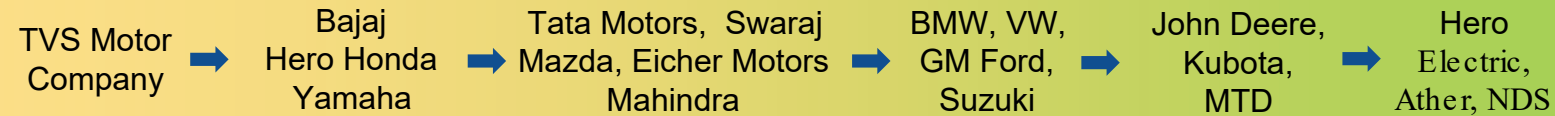
2021

Single Segment



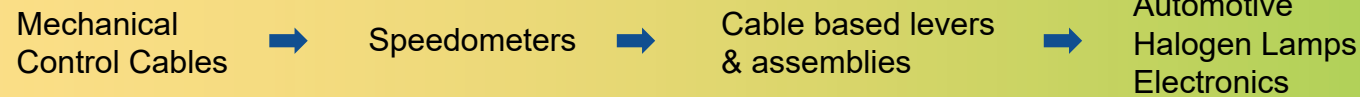
Multiple Segments

Single Customer



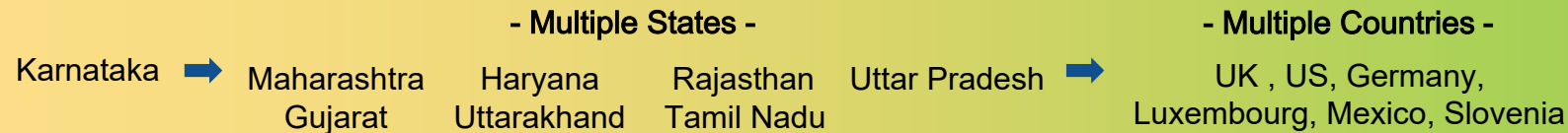
Multiple Customers

Single Product



Multiple Products

Single Location



Multiple Locations

Single Brand



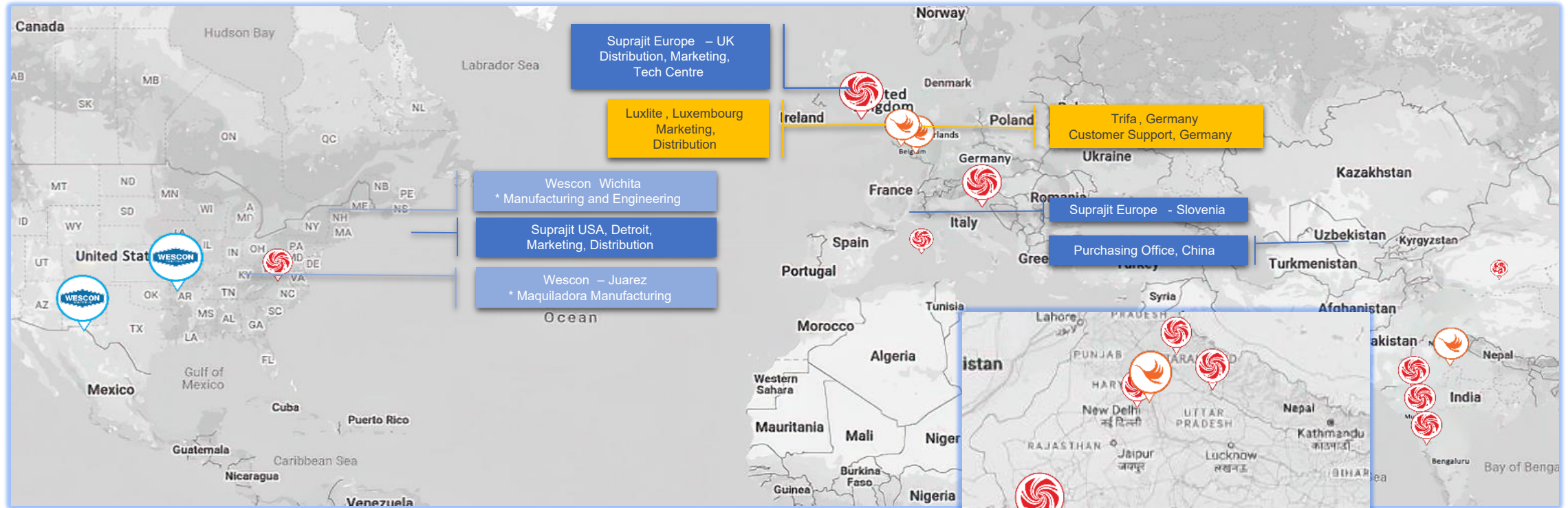
Multiple Brands

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

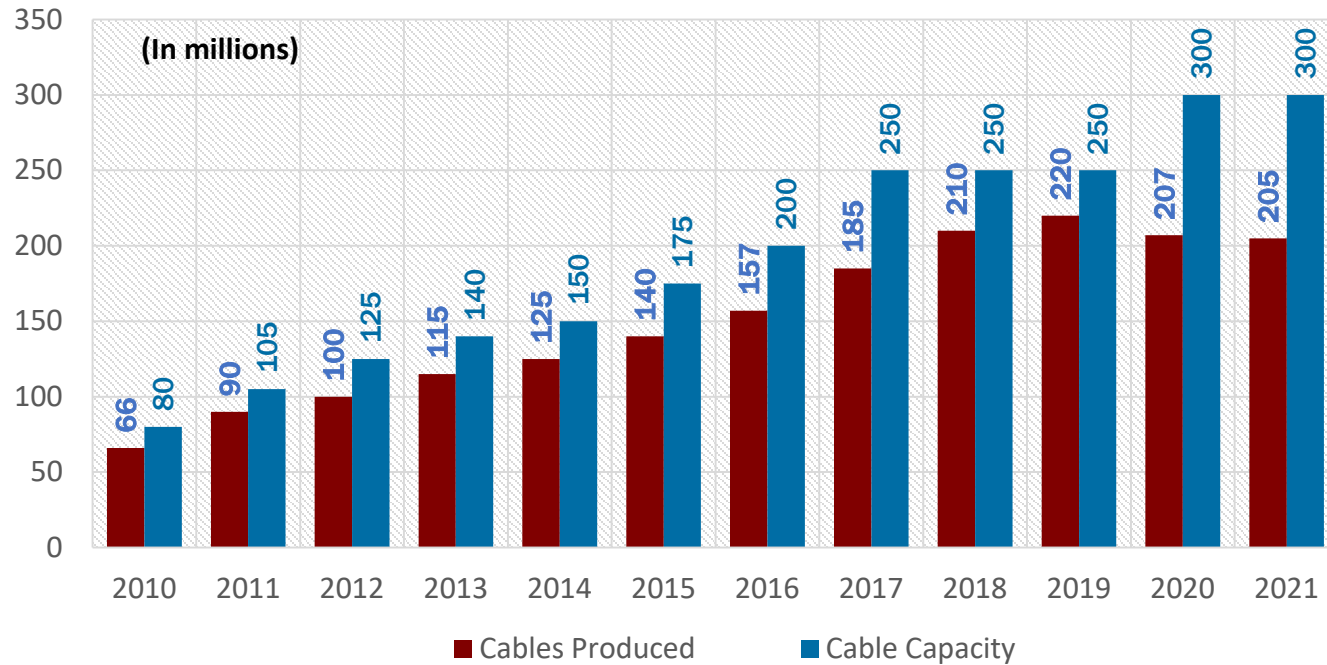
- ✓ Continuously building inhouse expertise in allied products that enhance value add
- ✓ Technology & Product Cross-Selling across Suprajit Markets and Geographies
- ✓ Designed and Manufactured Inhouse
- ✓ Experienced Electronics and Mechatronics Teams
- ✓ Globally 13 Patents (confirmed or in-review)

 <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>

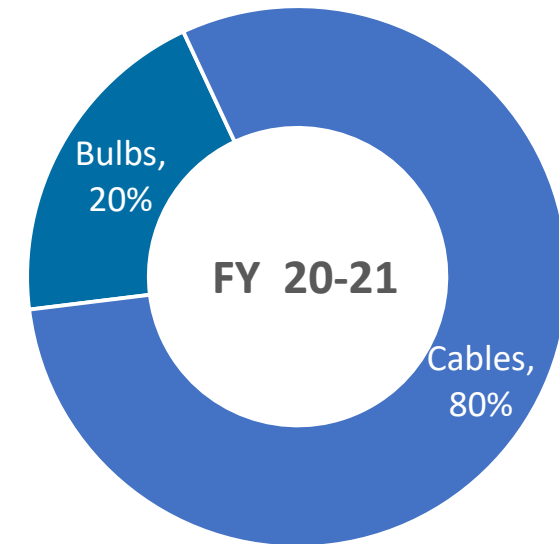
A scenic landscape featuring a paved road with white lane markings that curves through a lush green forest. In the background, there are large, blue-tinted mountains under a soft, orange-hued sky, suggesting a sunset or sunrise. A blue arrow-shaped graphic with a red outline points to the right, containing the word "Financials" in white text. The graphic also features a pattern of light blue hexagons on its left side.

# Financials

## Cable Capacity



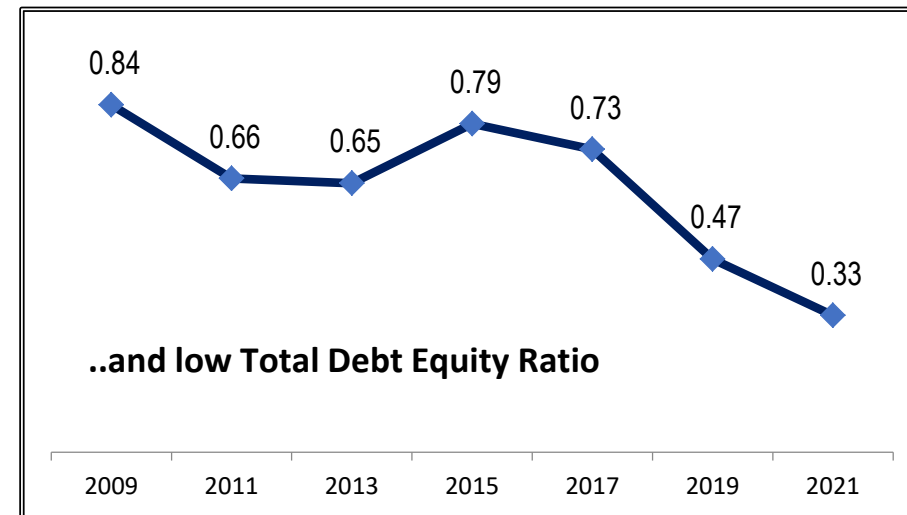
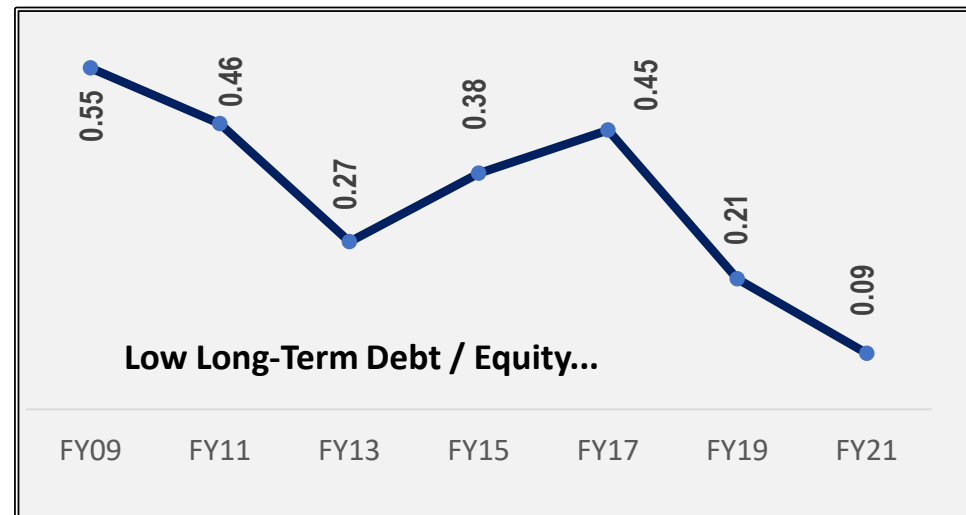
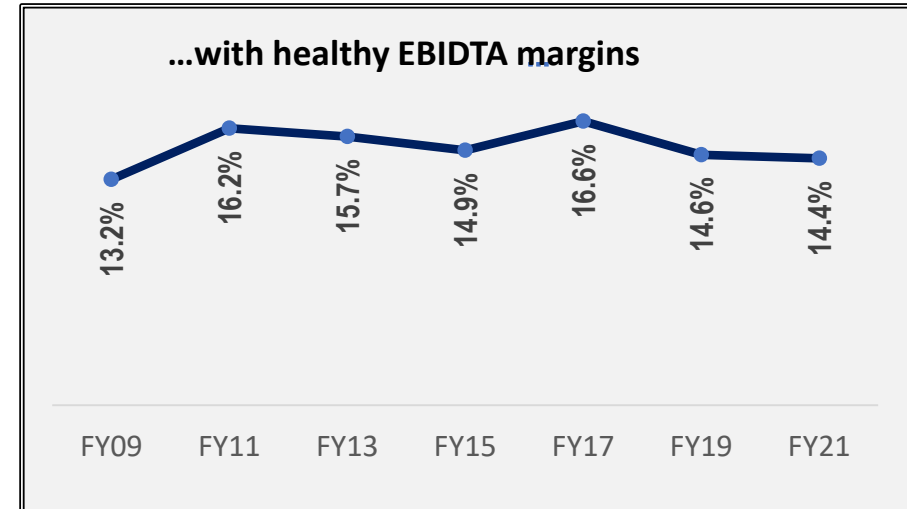
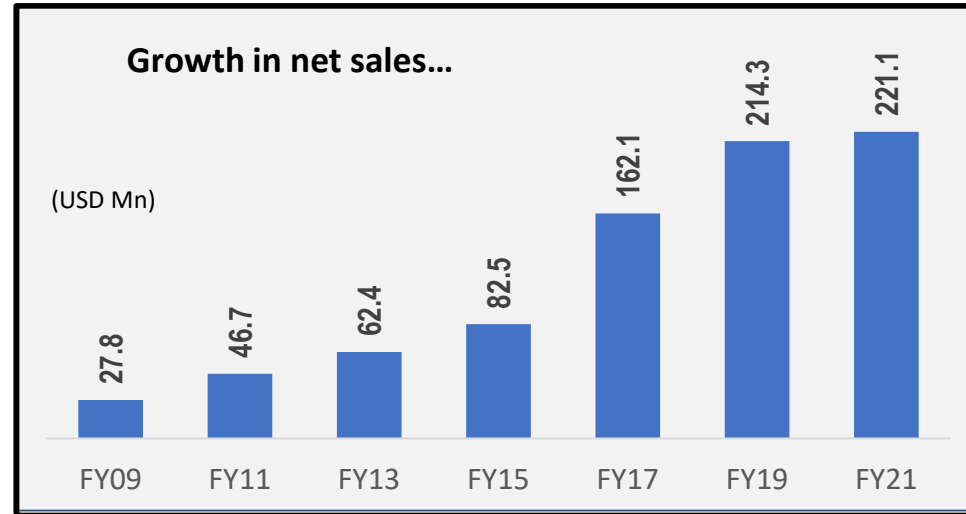
## Revenue Split



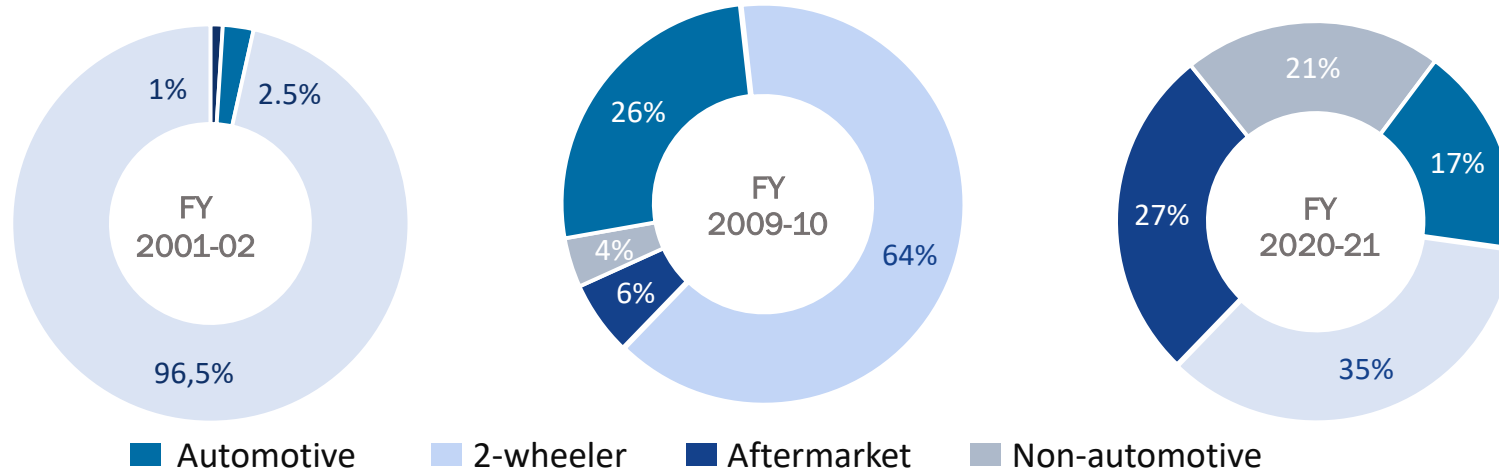
**CAPACITY**

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

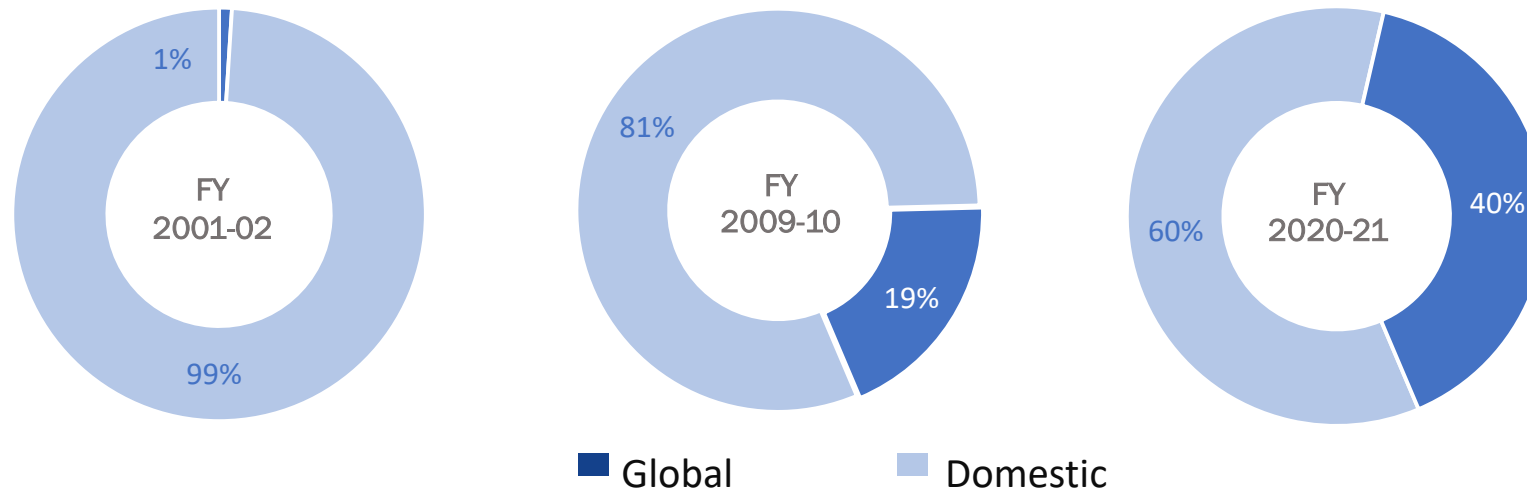




Category-wise



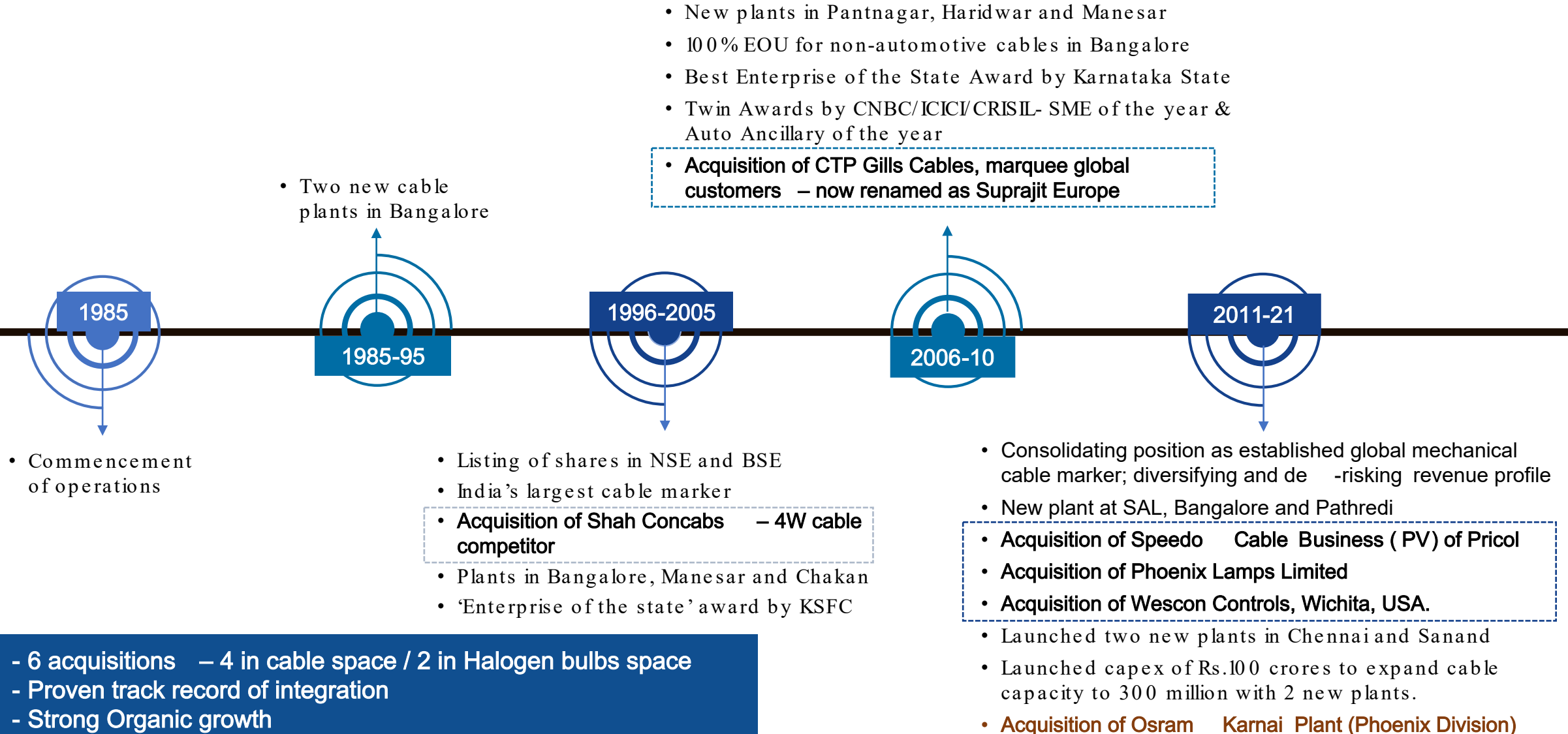
Geography-wise





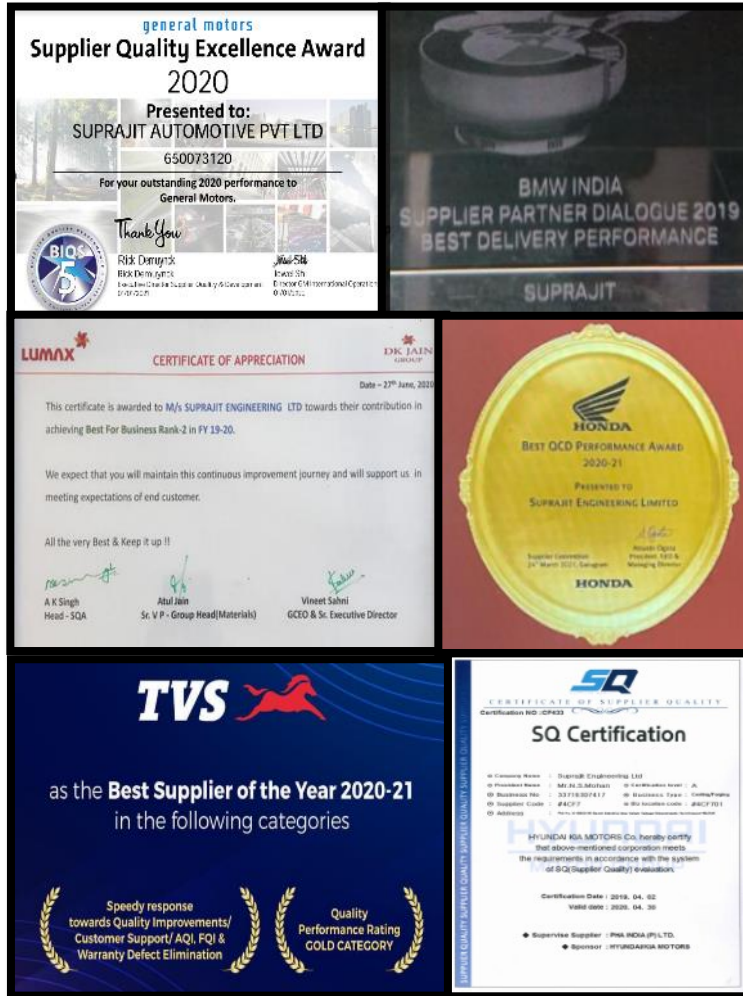
# Milestones, Strengths and Accolades





- ✿ 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 & VA/VE & ‘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





Thank You

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


The slide features a blue background with a pattern of thin, parallel lines in the top-left corner and a hexagonal pattern in the bottom-left corner. A dark blue arrow-shaped banner points to the right, containing the main title. Below the banner is a red horizontal bar with the date. The rest of the slide is white.

# Suprajit Technology Centre Investor Presentation

Date: 22 November 2021



# Agenda

-  New Products
-  Investor Information



# Electronics



## Platform 1.0

Farm Equipment

Electric Vehicles

ICE 2W



## Platform 2.0

Outdoor Power Sport

Electric Vehicles

ICE 2W



## Platform 3.0

Electric Vehicles

ICE 2W





## Rotary Sensor

Farm Equipment

Outdoor Power Sport

Construction



## Electronic Grip

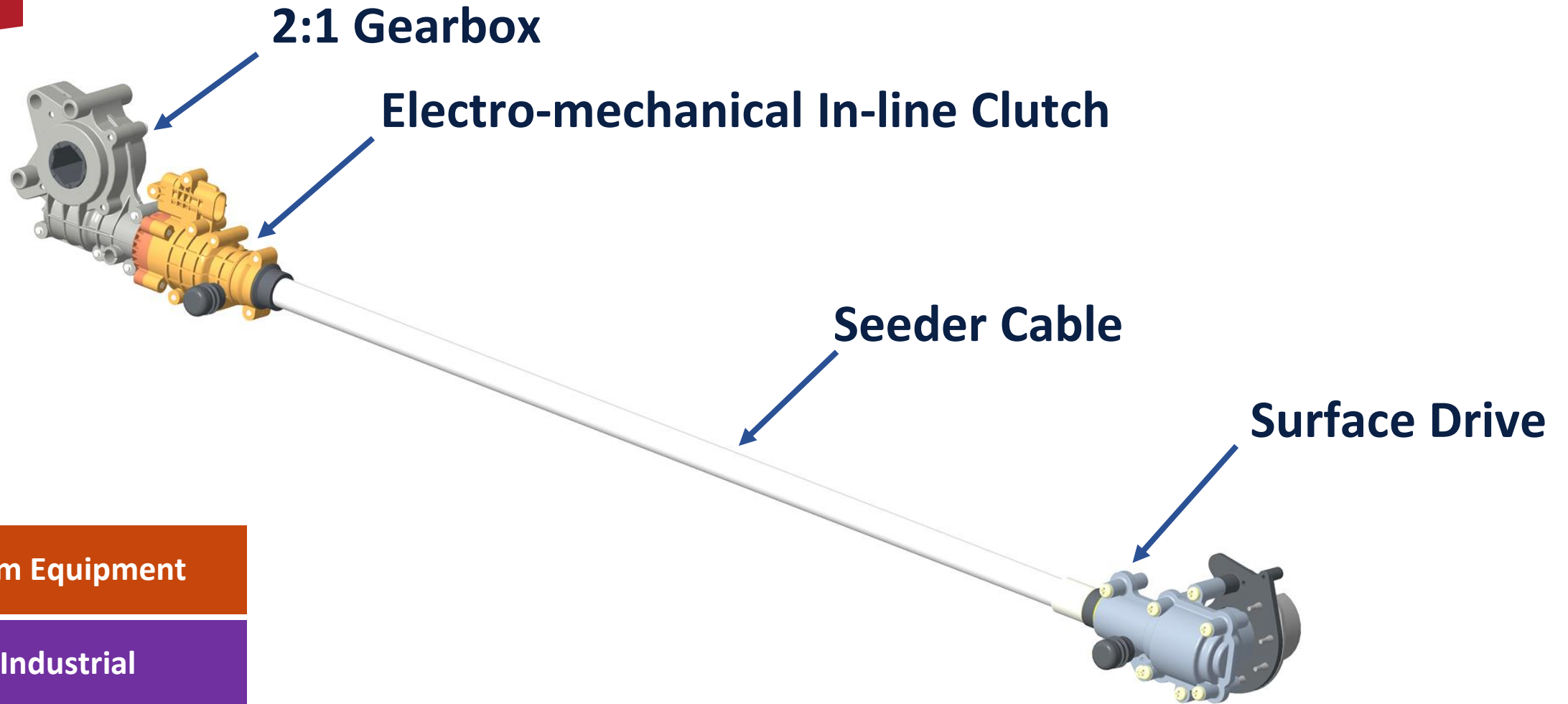
Electric Vehicles

ICE 2W



# Allied Products

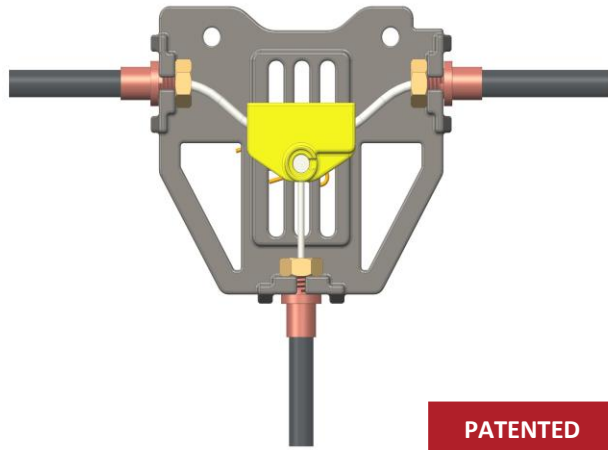
PATENTED



Farm Equipment

Industrial



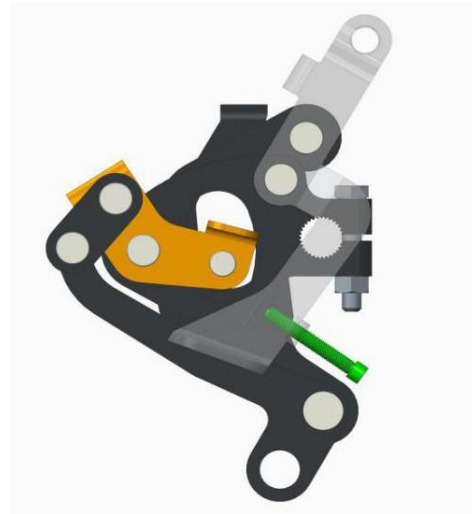


PATENTED

## CBS (Scooters)

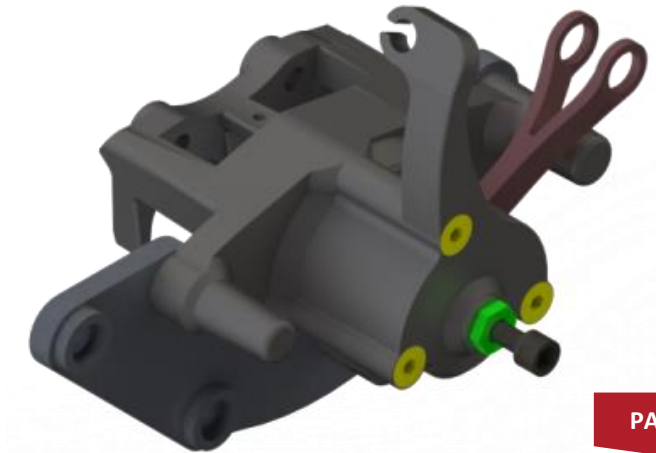
Electric Vehicles

ICE 2W



## CBS (Motorcycles)

ICE 2W



PATENTED

## Brake Actuation

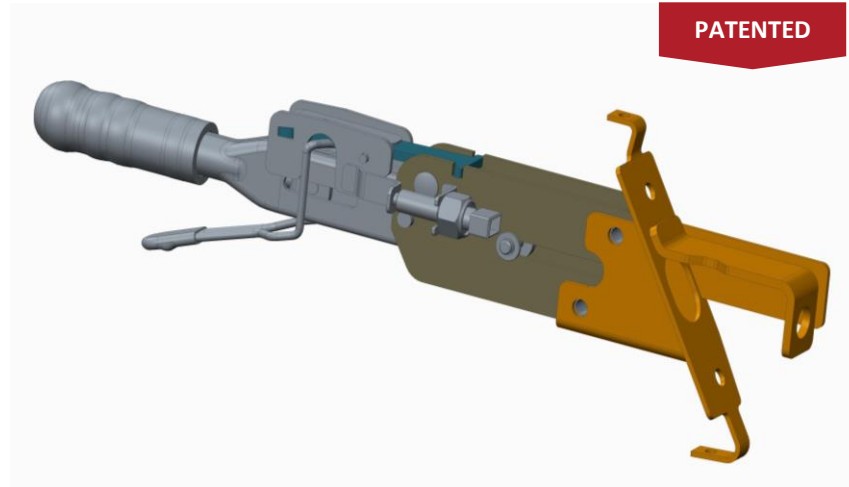
Electric Vehicles

ICE 2W

Outdoor Power Sport

Turf Equipment

\* CBS – Combined Braking System



## Toggle Hand Brake

Construction

Industrial



## Parking Brake Release

Industrial



# Investor Information



- The new Technology Centre (STC) is fully integrated, with the ability to take an idea from concept all the way through to first batch production under one roof.
- The ultimate goal is for STC to rapidly conceptualise, design, prototype, test and validate new products that become the next cornerstone product line of the company.
- Initial businesses won and orders expected on the aforementioned products, and others, are in excess of Rs. 100 crores/year on an annualised basis.
- Further businesses are being negotiated with various customers.
- STC is expected to have significant impact on future growth plans of the Company.
- Suprajit will be in a unique position as an extremely lean and frugal manufacturing outfit that is complimented by a highly effective new product design capability, executing the complete cycle for the customer from concept to commercialisation.



Thank You

**Suprajit Successfully Completes  
Acquisition of Light Duty Cable (LDC)  
Business Unit of Kongsberg Automotive**

**Date: April 6, 2022**

**Enabling  
A World  
In Motion**

- **Suprajit Engineering Ltd has completed the acquisition of all the legal entities and assets of Kongsberg Automotive's Light Duty Cables (LDC) business unit**
- **LDC is transformative for Suprajit**
  - **Expected to add \$100 Mil+ in revenue with double digit EBITDA in the next two years.**
  - **Strategically located in Mexico, USA, Hungary and China**
  - **Significantly expands Suprajit's automotive footprint in Americas and Europe while further improving our position as the leader in Non-Automotive and Off-Highway controls in both Geographies.**
  - **LDC's Shanghai Lonestar plant is a reputed cable business in China and will allow Suprajit to offer a new key manufacturing location to our customers**
  - **LDC's Electro-mechanical Actuators will become new product segment to Suprajit**
- **Jim Ryan, President Global Operations will lead the acquired entities in addition to his current responsibilities at Wescon Controls LLC (USA) and Suprajit Europe Ltd.**
- **The current installed capacity of LDC division is 106 Million cables per annum. With this acquisition the group's cable installed capacity will increase to 400+ Million cables per year.**
- **The enterprise value of this transaction is 42.00 Million USD which will be subject to standard closing review adjustments**



An aerial photograph of a road with white lane markings, flanked by trees with vibrant yellow and orange autumn foliage. A blue banner with a white arrow shape is overlaid on the left side of the image.

## LDC as Part of Suprajit





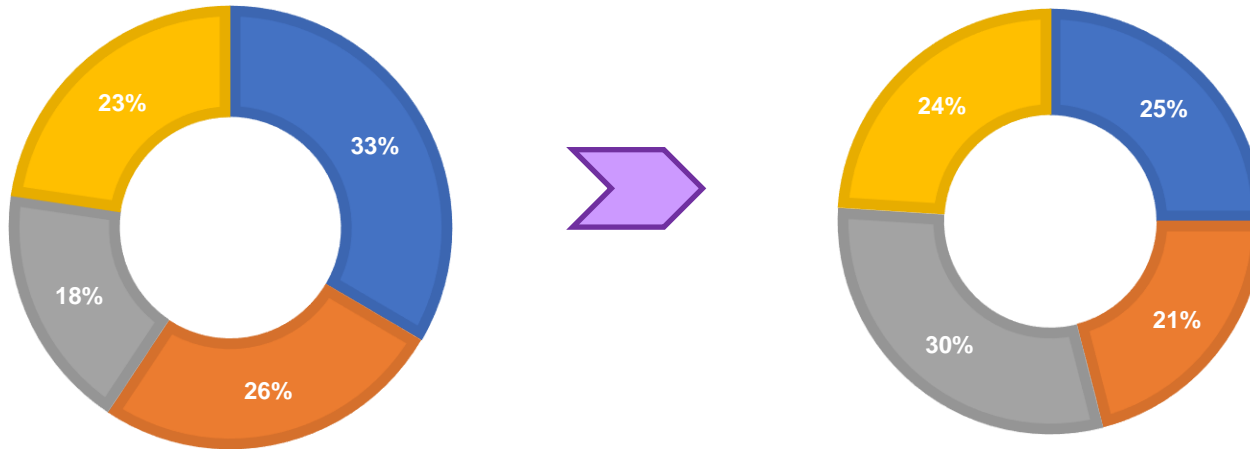
	Cable Manufacturing Facilities					Capacity
	China	Hungary/UK/Europe	India	Mexico	USA	Global
Suprajit	No	Warehousing	PV + OFH	OFH	OFH	300
LDC	PV + OFH +2W	PV + OFH	No	PV + OFH	No	106
<b>Suprajit with LDC</b>	<b>PV + OFH+2W</b>	<b>PV + OFH</b>	<b>PV + OFH</b>	<b>PV + OFH</b>	<b>OFH</b>	<b>406</b>

PV – Passenger Vehicle (Automotive)

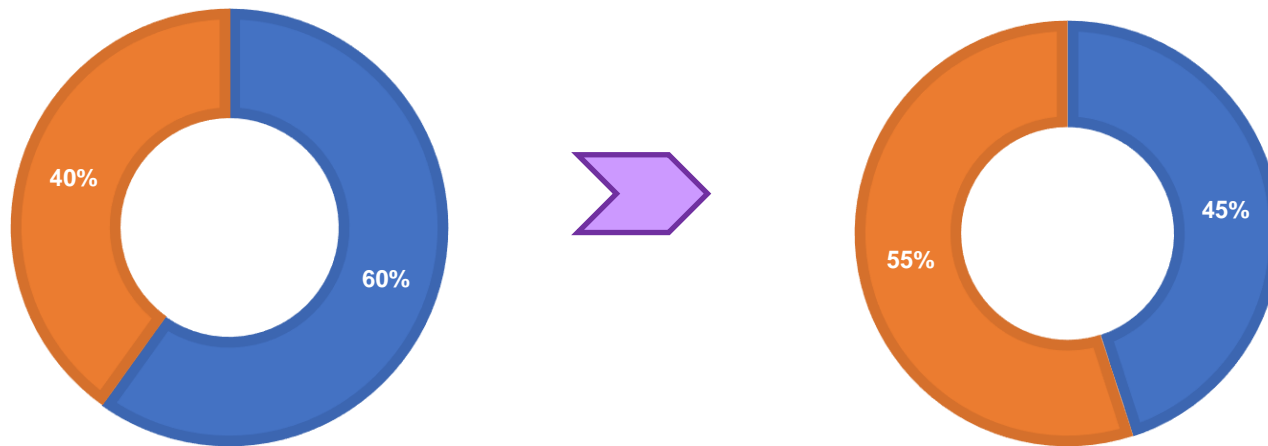
OFH – Off Highway (Agriculture, Outdoor Power Equipment, etc)

2W – Motorcycles (2-Wheelers)

■ 2 Wheeler ■ Aftermarket ■ Automotive ■ Non-automotive



**LDC's Automotive Exposure improves Suprajit's diversification and reduces Two Wheeler Exposure to 25%**



**Transformational Acquisition that makes Suprajit a truly Global Automotive Ancillary with further de-risked revenue streams**

■ India ■ Global

## Before LDC: Technology Centers of Suprajit

- USA – Supports OFH
- UK – Supports Automotive
- India – Supports All Verticals

## Technology Centers with LDC

- USA – Supports PV & OFH
- UK – Supports PV & OFH
- Germany- Supports PV & OFH
- China – Supports All Verticals
- India – Supports All Verticals

## LDC brings Strong Customer Connect

- Suprajit's Core Cable Engineering to a Customers' Doorstep
- Possible introduction of new products from STC



Push/Pull/Push-Pull Control Cables

Allied Motion Control Parts



Friction Products



Electronic Throttle Control



Combi-Brake Systems



LDC: Motor Actuation (EMA)



Halogen Lamps

Vehicle Lighting



LED Retrofit High Power



LED Retrofit Eco



Analog Speedometer

Instrument Clusters



Semi-Digital Cluster

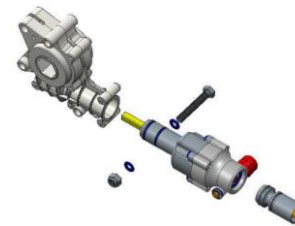


Digital & EV Clusters



Flexible Shaft

Control Cable Mechanisms



Seeder Gearbox + Cable Assemblies



Lever + Cable Assemblies



Valve Controllers



LDC: Mechatronic Control Mechanisms

LDC brings premiumisation focused Technologies that are nascent in India



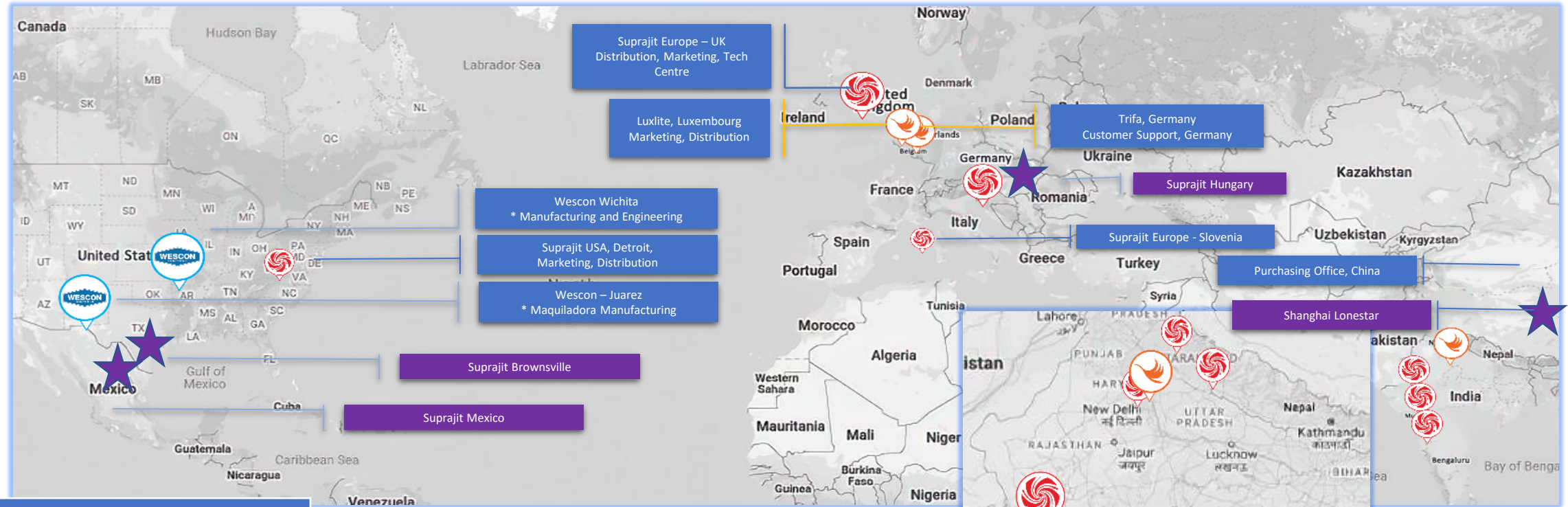
## LDC's Select customers



## “Perfect Match” of Customer Bases

- LDC has been a respected global leader in the cable business
- Global leadership position has led to a diversified global customer base just like Suprajit (in India)
- Since Suprajit and LDC have had different focuses within the cable segment, there is very little overlap in customers/platforms
- LDC is on various global EV platforms including Tesla
- Strong Relationships with Customer's Engineering Teams will help Suprajit bring more engineered solutions to the table

Suprajit Group with LDC will have no single customer exposure greater than 10%



Manufacturing Plants	
India	18
US	1
Mexico	1
LDC Plants	
Mexico	1
Hungary	1
China	1
US	Warehouse

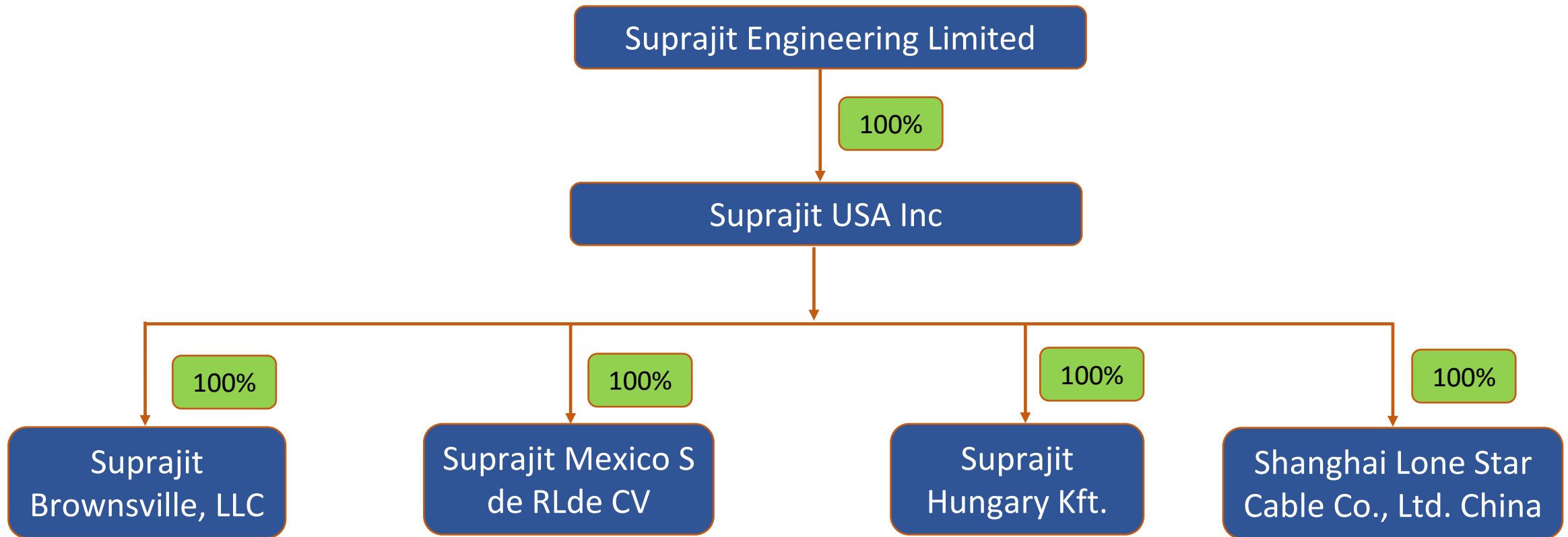
**Phoenix:**

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

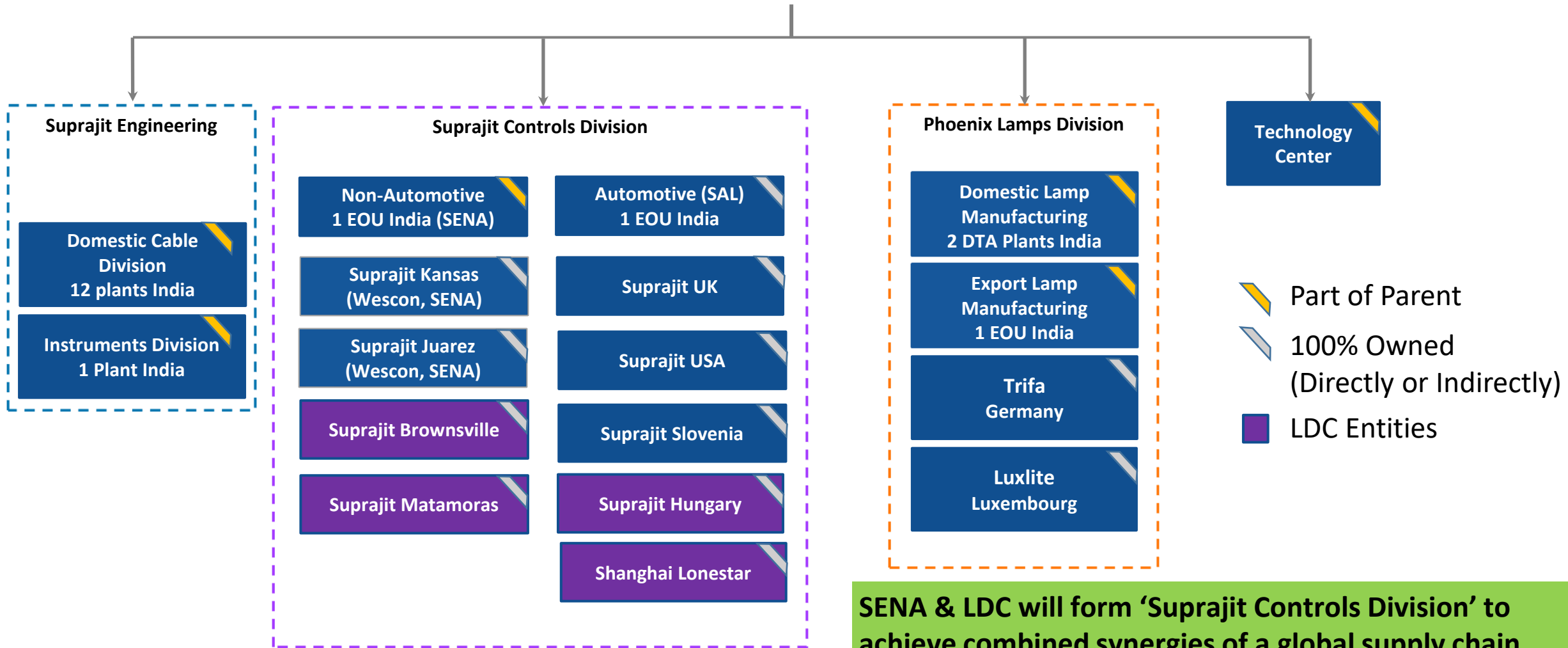
**Suprajit – India:**

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

LDC also has Strong Sales and Engineering teams in Novi (Detroit USA), Burton (UK), Munich (Germany), and at each plant location (Mexico, Hungary, China)



### Suprajit Engineering Limited



**SENA & LDC will form 'Suprajit Controls Division' to achieve combined synergies of a global supply chain, and strong local engineering and sales teams**



Thank You