



## STEEL STRIPS WHEELS LTD.

CIN: L27107PB1985PLC006159

Head Office : ISO/TS16949 Certified  
SCO 49-50, Sector-26,  
Madhya Marg, Chandigarh-160 019 (INDIA)  
Tel. : +91-172-2793112, 2790979, 2792385  
Fax : +91-172-2794834 / 2790887

Website : [www.sswlindia.com](http://www.sswlindia.com)

Dated: 25.01.2022

Bombay Stock Exchange Limited  
Department of Corporate Services,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001

**BSE Code: 513262**

The National Stock Exchange of India  
Limited  
Exchange Plaza,  
Plot No. C/1, G Block,  
Bandra-Kurla Complex, Bandra (E),  
Mumbai - 400 051

**NSE Code: SSWL**

### **Sub: Analysts/Institutional Investors Meet - SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir,

Pursuant to the provisions of Regulation 30(6) of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015, we wish to inform you that the Company's Analysts/ Investors meet has been fixed, the schedule of which is as follows:

Date	Name of Fund/Broking House	Type of Meeting	Venue
28.01.2022	SMIFS Limited	Conference Call	Virtual

**Note:** Changes to the Schedule may happen due to exigencies on part of Analysts/Investors or the Company.

Further, we are enclosing herewith presentation to be made to Analysts/Investors at the aforesaid meeting and the same shall be accessible on the website of the Company i.e. [www.sswlindia.com](http://www.sswlindia.com).

Kindly take the same on your records for reference.

Thanking you.

Yours faithfully,

For Steel Strips Wheels Limited

(Shaman Jindal)  
Company Secretary

**Regd. Office :** Village Somalheri/Lehi, P.O. Dappar, Tehsil Derabassi, Distt. Mohali, Punjab (India)

Tel. : +91 (1762) 275249, 275872, 275173 Fax : +91 (1762) 275228

Email : [admin@sswlindia.com](mailto:admin@sswlindia.com) Website : [www.sswlindia.com](http://www.sswlindia.com)

**Works :** Plot No. 733-735 & 747, Moja-Jojobera, P.O.-Chhota Govindpur, Jamshedpur  
Distt. East Singhbhum, Jharkhand (India)

Phone : +91-657-2277753, Fax : +91-657-2277754



Steel Strips Wheels Limited

# STEEL STRIPS WHEELS LTD

Delivering Value Seeking Excellence



# Company Overview



**SSWL is a leader in designing & manufacturing automotive wheels – both under the steel & alloy category.**



**Our state of the art facilities caters to a wide range of domestic and global automobile makers while following the highest quality standards.**



Led by our:

**Chairman, Mr. RK Garg**

**Managing Director, Mr. Dheeraj Garg**



- + Our state of the art facilities caters to a wide range of domestic and global automobile makers while following the highest quality standards.
- + We are based out of Chandigarh with manufacturing facilities at Dappar (Punjab), Oragadam (Chennai), Jamshedpur(Jharkhand), Mehsana (Gujarat) and Saraikela (Jharkhand).



# Highlights



Founded in  
**1991**



Wheel Plant  
**4**



Wheels Capacity  
**23+ million per annum**



Number of Employees  
**5000+**

# Values

Honesty, Integrity & Transparency as essential ingredients of a stable & strong organization.



Being bold and agile, courageously taking on challenges.



Health & Happiness of all our stakeholders



Safety, Technology & Quality leadership.



Optimal use of natural resources- fuel, water, energy.



# Manufacturing Locations



## Manufacturing locations

- + Dappar (Punjab) - North India
- + Oragadam , Chennai (Tamilnadu) - South India
- + Jamshedpur (Jharkhand) - East India
- + Mehsana, Gujarat – Alloy Wheel

## Capacities

- + Total 23.0 Million nos p.a.
- + Dappar - 10.8 Million
- + Chennai -6.0 Million (Car/TW) & 1.50 Million (CV)
- + Jamshedpur -2.16 Million
- + Mehsana -2.5 Million(Expansion Underway to increase capacity to 3.0Mn)

## Strategic Investors

- + Tata Steel Ltd, India - 6.97%,
- + Nippon Sumitomo Metal Industries, Japan – 5.45%,
- + Listed company in National Stock Exchange and Bombay Stock Exchange, India.

# Our Journey

## DAPPAR PLANT

Start of Commercial production for Maruti Suzuki from Dappar plant near Chandigarh

## 2 W & TRACTOR WHEELS

Start of Commercial production for 2 Wheelers & Tractor wheels

## EXPORT

- + Start of Commercial production for Exports market by supplies of Passenger Car wheels to PSA Peugeot Citroen, France
- + Start of Commercial production for HCV wheels

## PRODUCTION

Developed Semi Full face Styled wheel for Renault Romania

1991

1997

2002

2006

2007

2008

2009

## COLLABORATION

Technical collaboration with Ring Techs Co. Ltd., Japan

## LCV WHEELS

Start of Commercial production for LCV wheels

## CHENNAI PLANT

Start of production at Chennai plant

# Our Journey (cont.)

## JAMSHEDPUR PLANT

Start of production at Jamshedpur plant

2010

## SSWL CHENNAI TRUCK PLANT

Start of production of truck wheels at Chennai plant

2017

## SARAIKELA PLANT ( HOT ROLLING MILL)

+ The Hot Rolling Mill at Saraikela was incorporated primarily to provide backward integration for our steel wheels

2017

## UTE MAYR STEEL SERVICE CENTRE

Start of production at Ute Mayr Steel service centre

2016

## MEHSANA PLANT

Start of production of passenger car alloy wheels at Mehsana plant, Gujarat

2017

## MEHSANA PLANT

Alloy Wheel Capacity expanded to 2.50mn

2021

# Partners - PASSENGER VEHICLE



HYUNDAI



ŠKODA





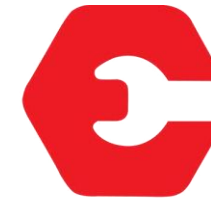
# Partners - TRACTOR



# Partners - COMMERCIAL VEHICLE / OTR



DAIMLER



SWARAJ  
MAZDA



Mahindra  
EARTHMASTER

ESCORTS



CNH  
INDUSTRIAL



## Partners - 2-3 WHEELER



# SSWL Export Customers Locations



# Domestic Business Allocations (Steel Wheels)



**50%** market share in the passenger vehicles segment

Key Customers	SOB	Key platforms
Maruti Suzuki	50%	Ciaz, Baleno, Scross, Brezza, Celerio
Hynduai	45%	Venue, Xcent, Grandi10, Verna
Mahindra	50%	KUVTUV,XUV
Honda	50%	Mobilio, WRV, Jazz, Amaze, City
MG Motors	100%	Hector
Kia	55%	Seltos, Carnival, Sonet



**44%** market share in the tractor segment  
**70%** market share in the OTR segment

Key Customers	SOB	Key platforms
Mahindra	57%	Jivo, Arjun, Yuvraj, Dhruv
Sonalika	45%	D1745, D16TRX, RX47
Eicher	35%	551, 548 . 485
JCB	60%	3DX, 4DX, Export Model
New Holland	40%	5500 . 7500



**53%** market share in the MHCV segment

Key Customers	SOB	Key platforms
Ashok Leyland	55%	Ecomet, Ross, Viking, Cheetah
Tata Motors	42%	Ultra LPK 1512, LPK1518, 2518, 3718 , 3118 , 4218

## Two/Three wheelers



**30%** market share in 2/3Wheelers

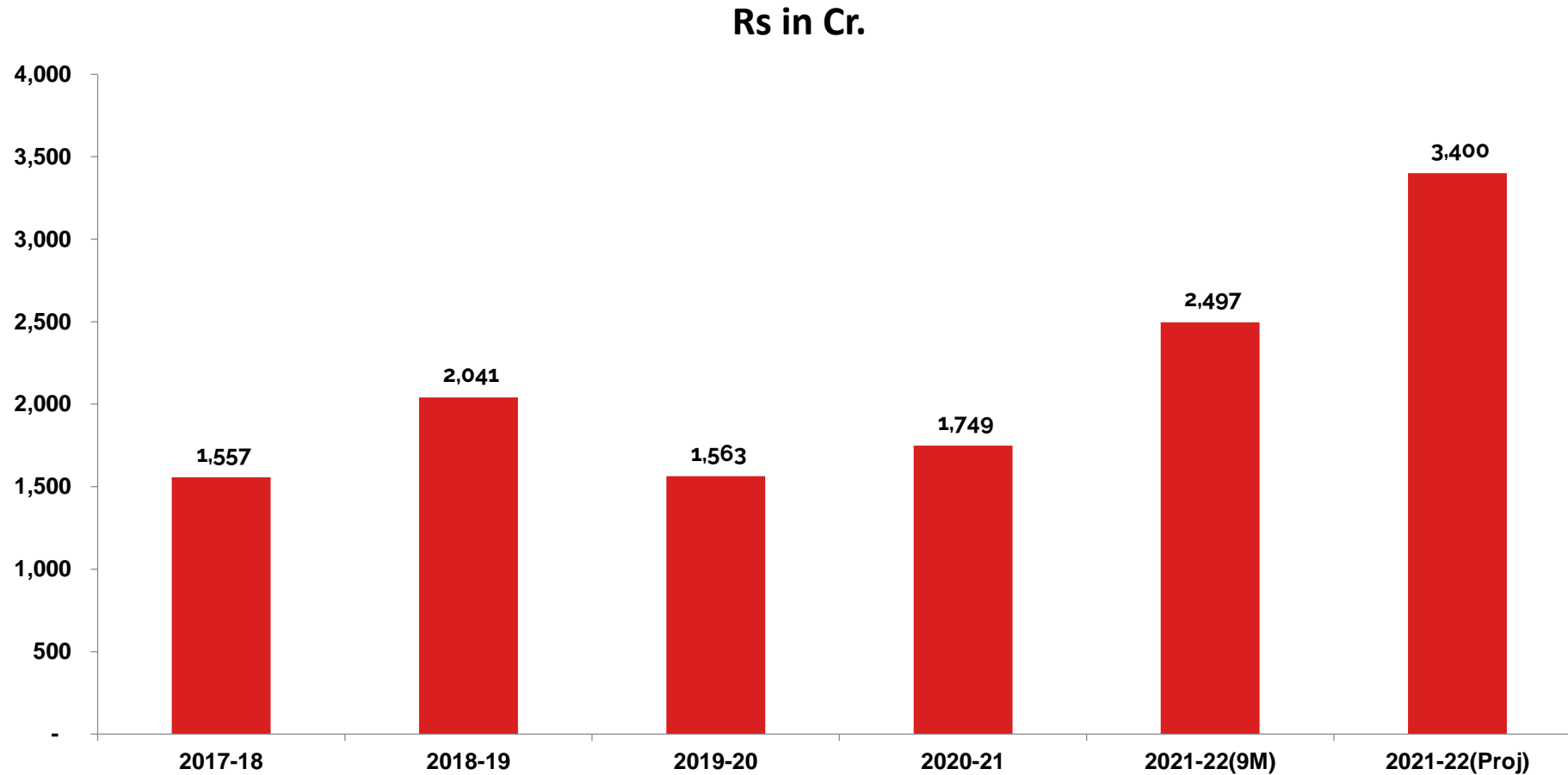
Key Customers	SOB	Key platforms
Piaggio	54%	Ape city , Ape Cargo
HMSI	35%	Activa, Dio, Activa 125, Grazia, Aviator
Suzuki Scooters	45%	Access 125
Scooter India	100%	Vikram

# SSWL Mindshare in Alloy Wheel Market

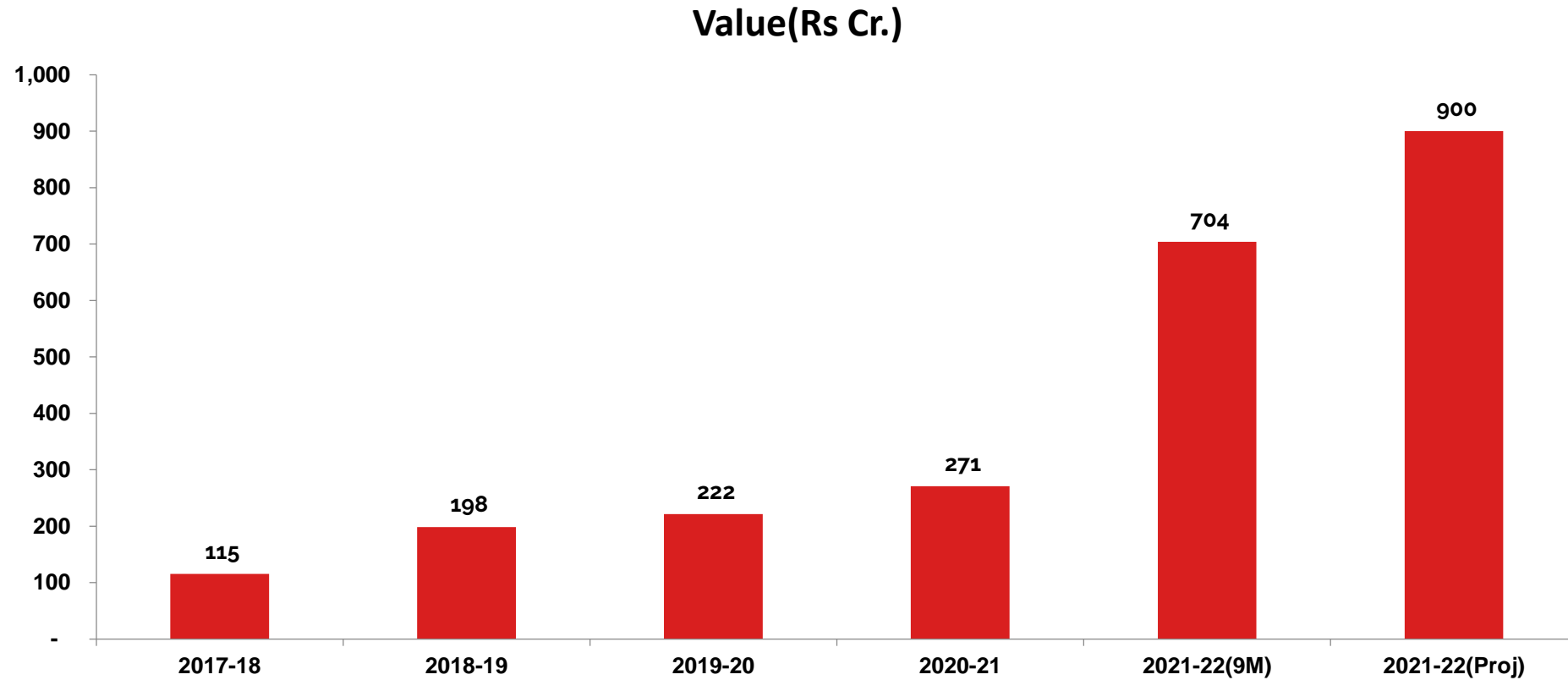


SSWL Nomination for Alloy Wheel Programs	SOB
Hyundai Creta	100%
Hyundai Alcazar	100%
Hyundai Venue	100%
Hyundai Verna	100%
Hyundai Aura	100%
Kia Seltos	18%
Kia Sonnet	50%
Renault Kiger	100%
Nissan Magnite	100%
Mahindra New Xuv 700	100%
Mahindra Xuv 300	100%
Tata Harrier	40%
Tata Punch	100%
Tata Tigor	85%

# Sales Performance Turnover Value (in Crs)

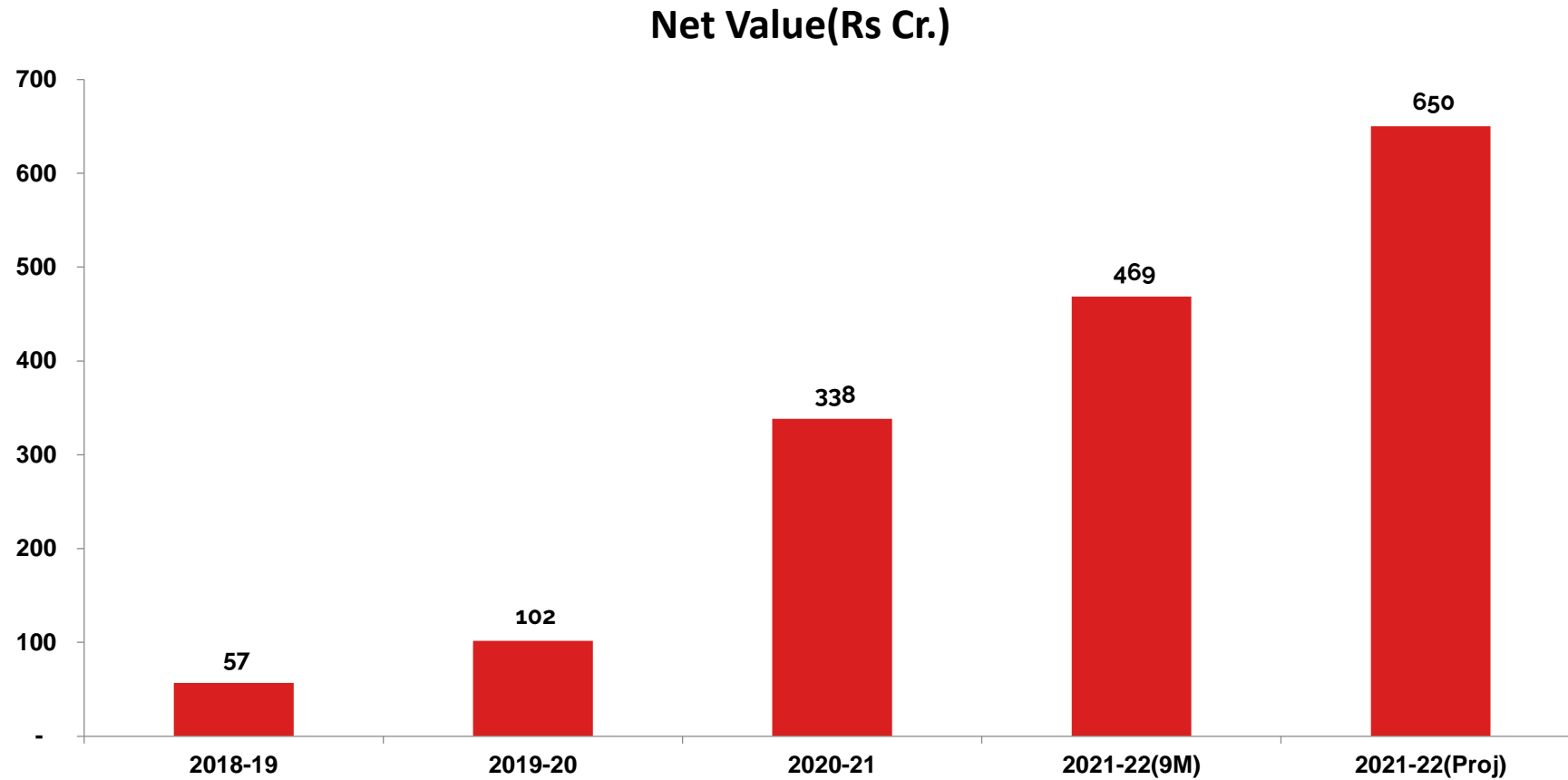


# Growth Drivers Export Value

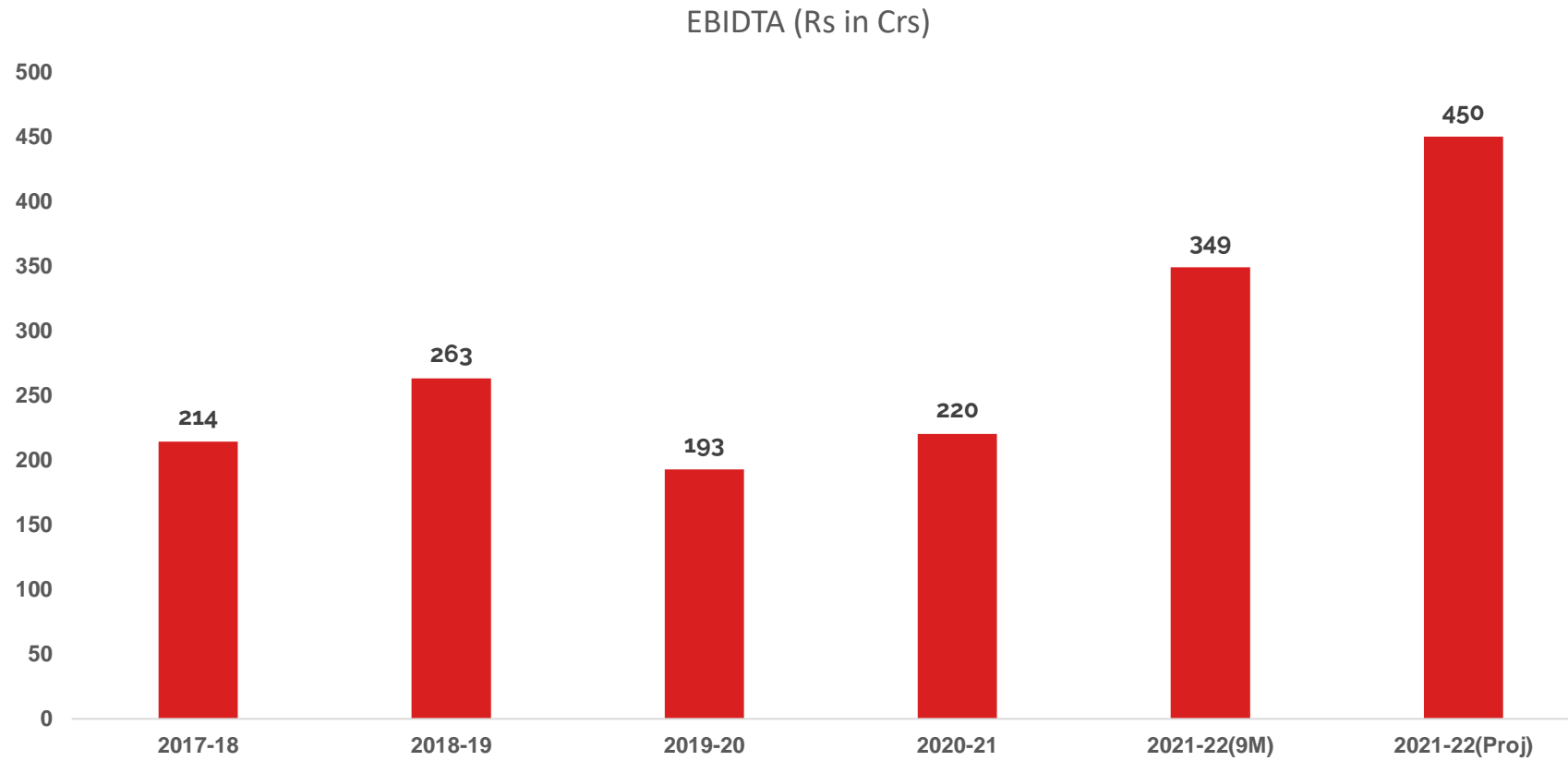




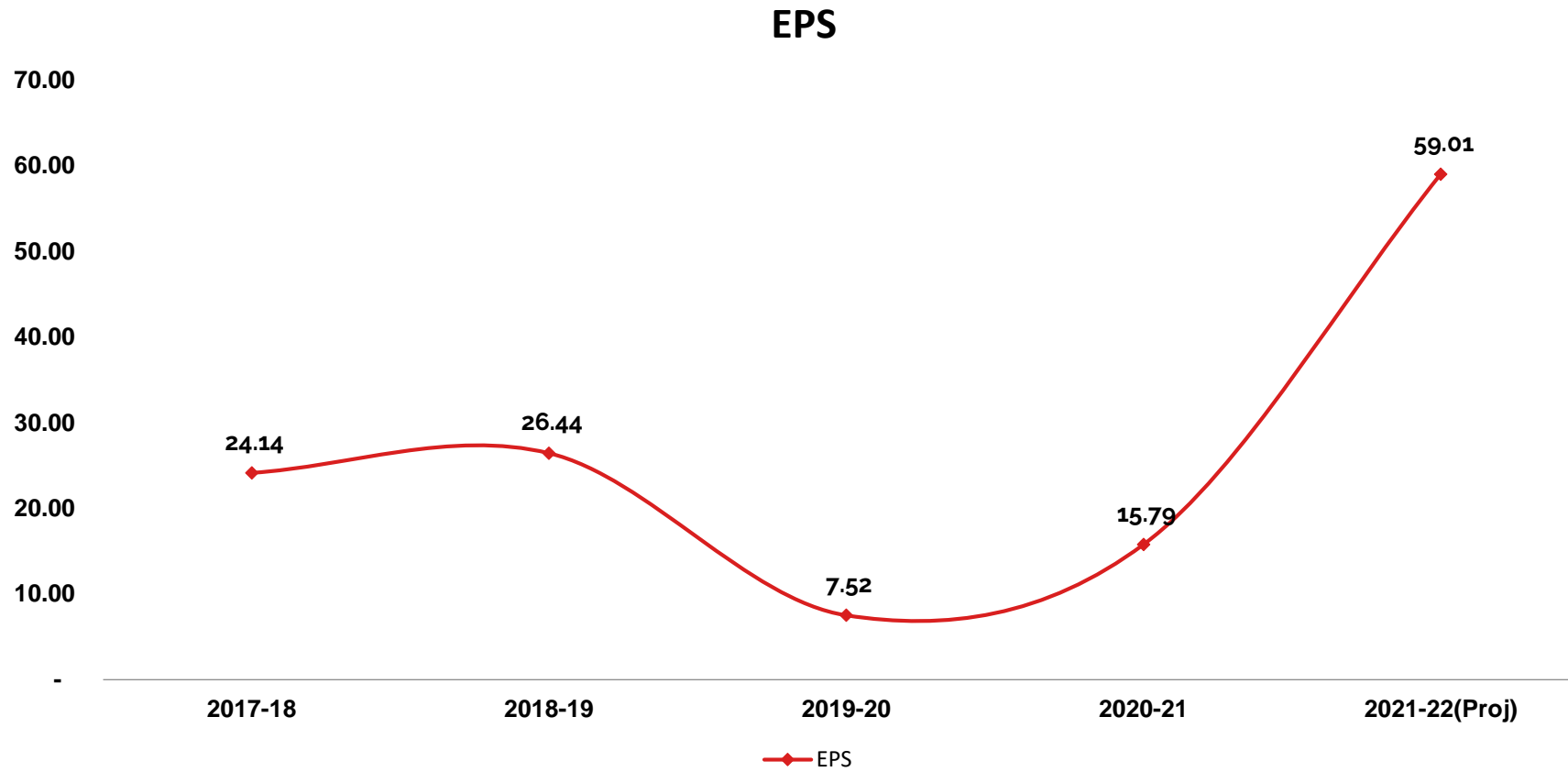
# Growth Drivers Mehsana Plant Value



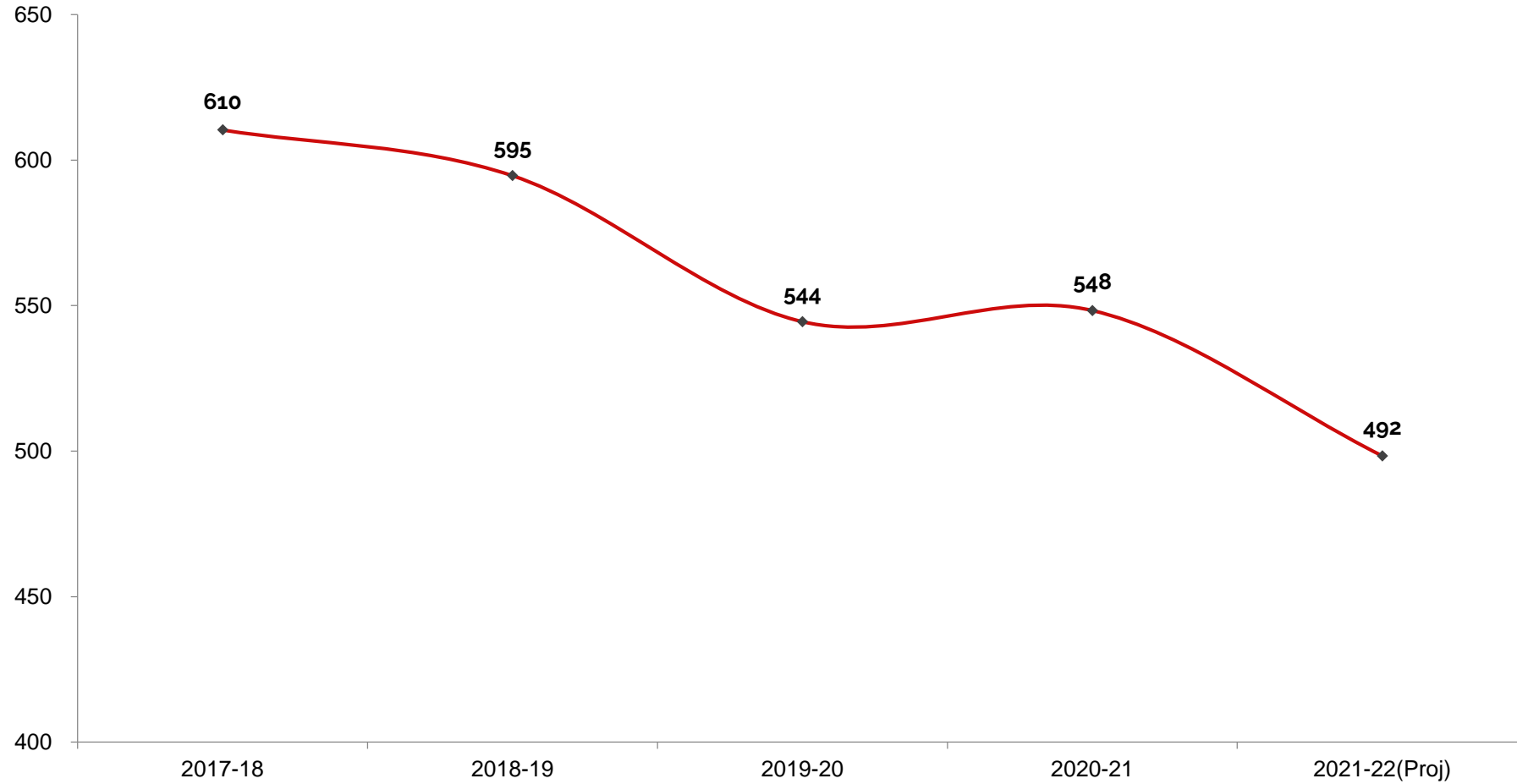
# EBITDA(Rs in Crs)



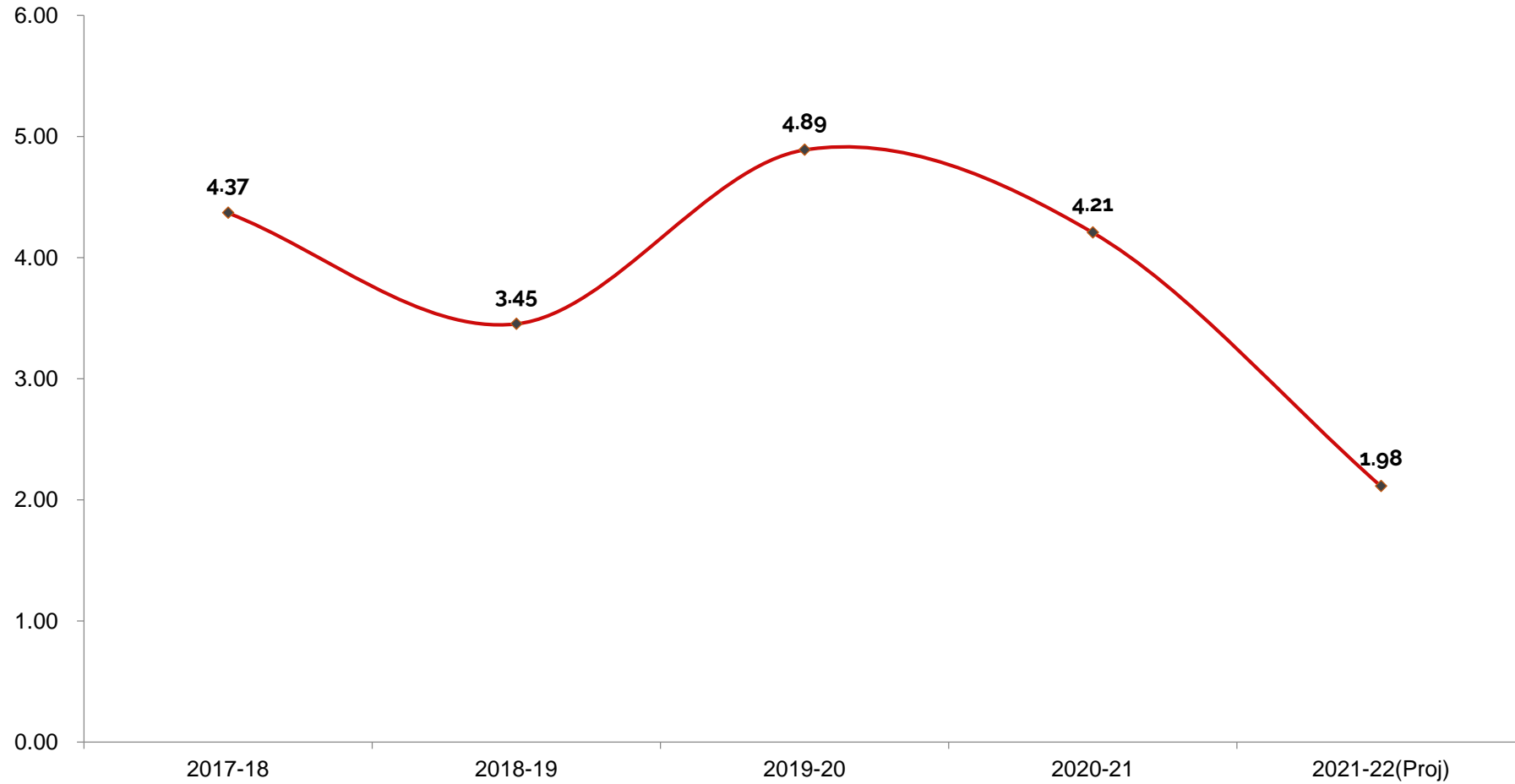
# Earning Per Share (Rs)



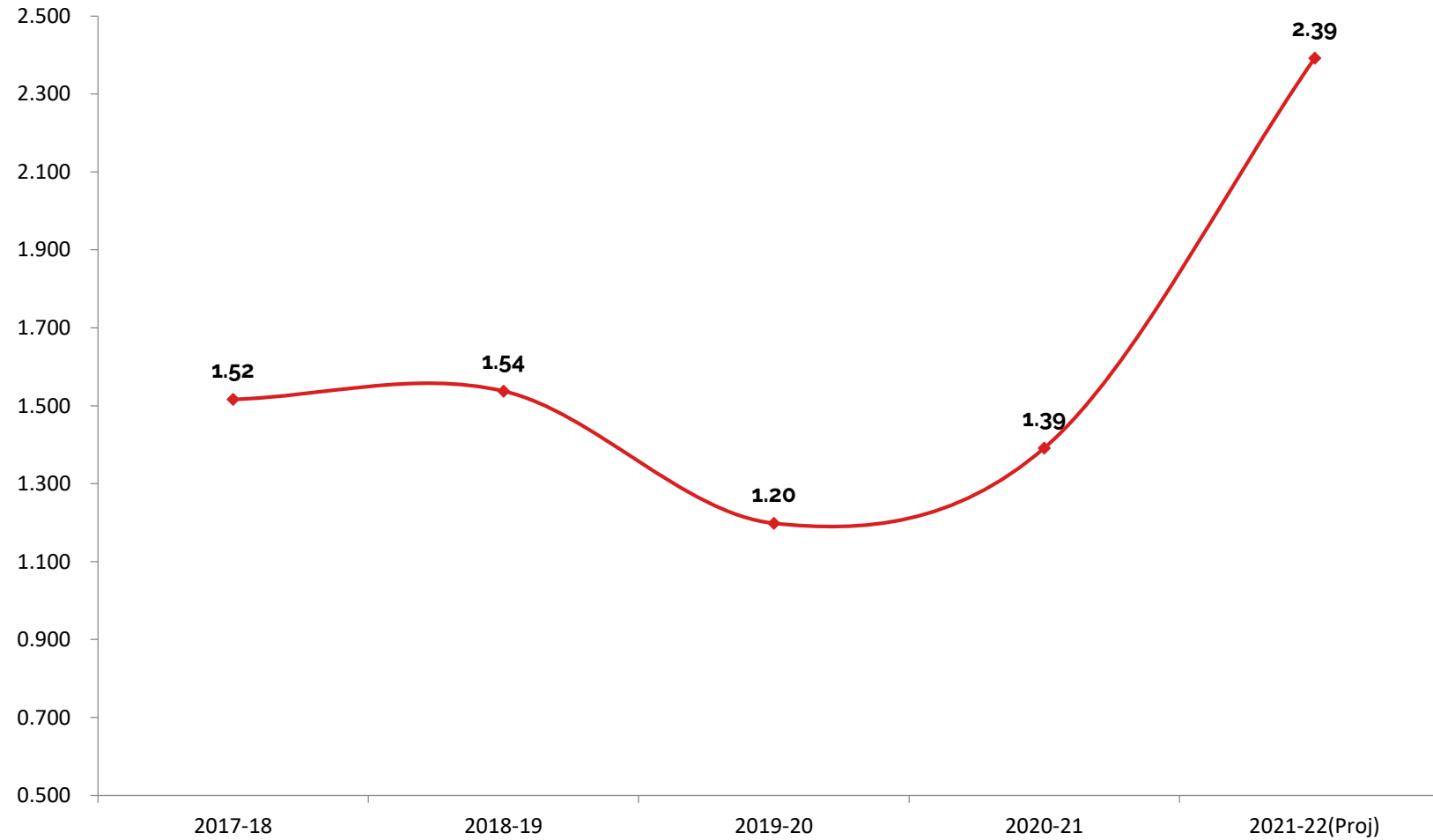
# Secured Term Debt(Rs Cr)



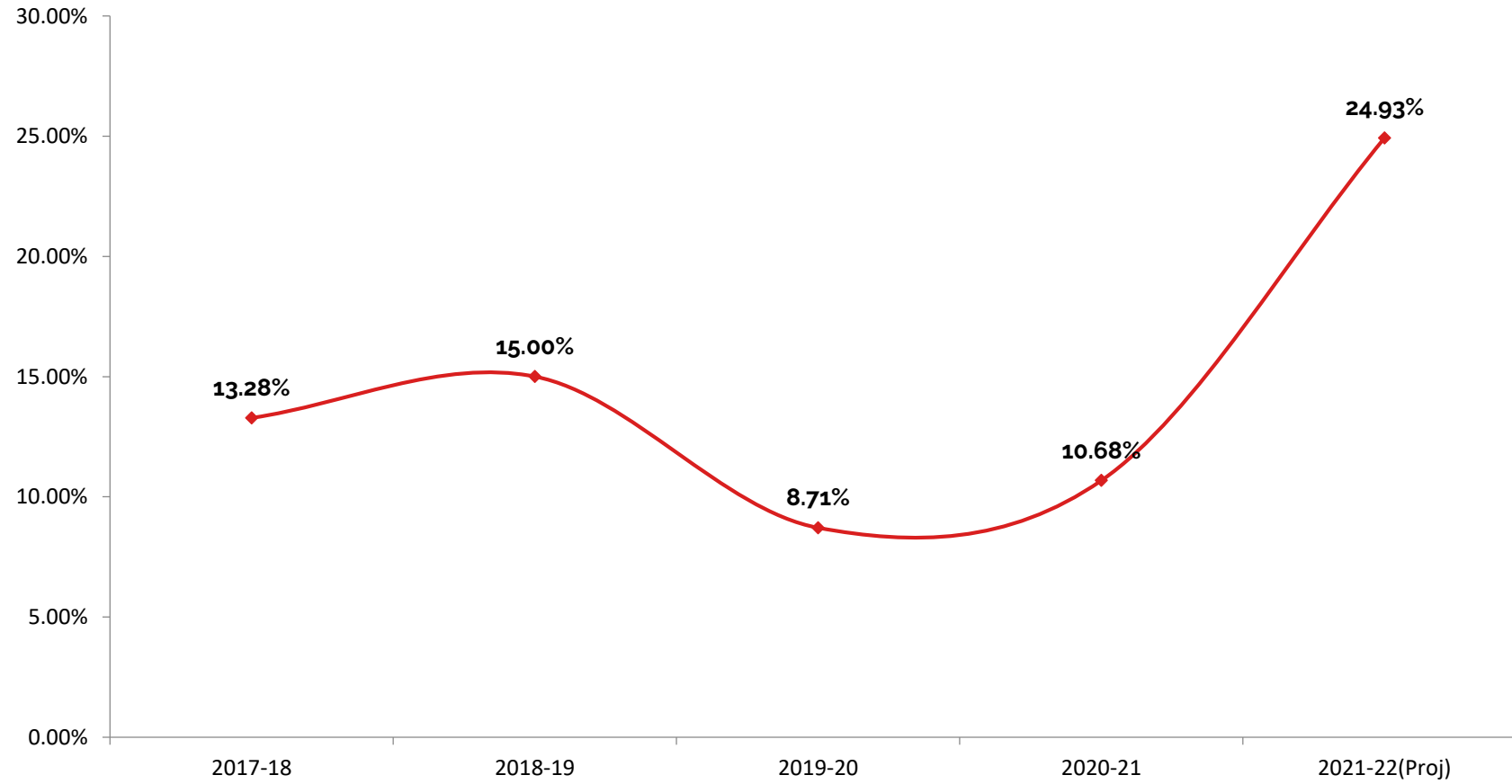
# Debt/EBITDA



# Fixed Asset Turnover Ratio



# ROCE



# Key Strategies Going Ahead

1.

- Prioritise reduction in company debt.

2.

- Targeting threshold ROC of 25% for the company.

3.

- Operating expense optimization with introduction of major robotic overhauling.

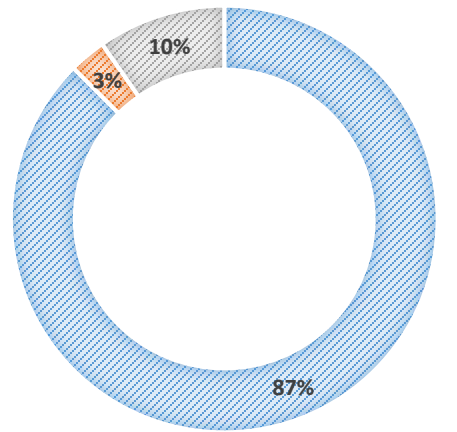
4.

- Shift overall Sales Mix towards EBITDA accretive segments(Alloy/Exports)



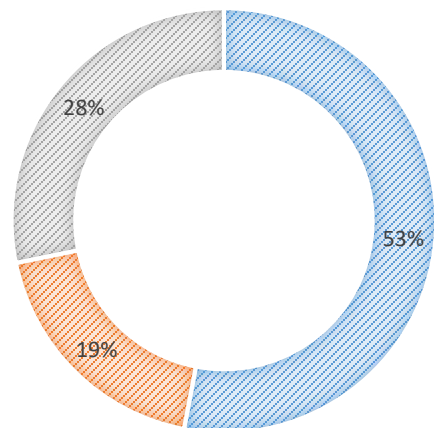
# Way Forward

**2018-19**



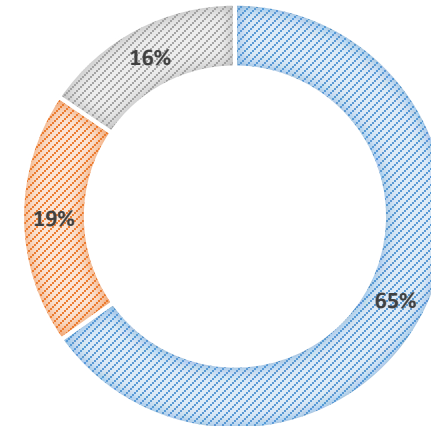
■ Domestic Sales ■ Alloy Wheels ■ Export

**2021-22(9M)**



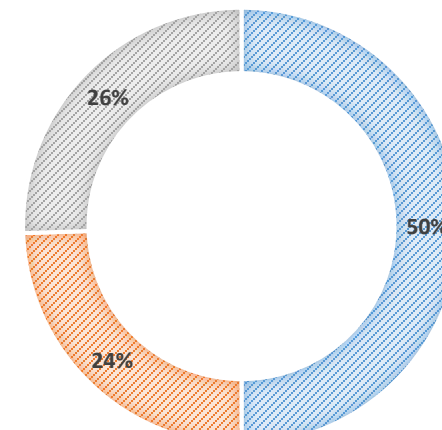
■ Domestic Sales ■ Alloy Wheels ■ Export

**2020-21**



■ Domestic Sales ■ Alloy Wheels ■ Export

**Way Forward**



■ Domestic Sales ■ Alloy Wheels ■ Export



## Contact Us



### Corporate Office Address

Steel Strips Wheels Ltd, S.C.O. 49-50, Sector 26, Madhya Marg, Chandigarh – 160 019, India



+91-172-2790979

+91-172-2793112



marketing@sswlindia.com (Domestic)  
intl.marketing@sswlindia.com (International)



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

# Thank You...