



**Suprajit
Engineering
Limited**

Registered & Corporate Office :

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Tel: +91-80-43421100 / 27833828, Fax: +91-80-27833279

E-mail: info@suprajit.com Web : <http://www.suprajit.com>

Corporate Identity Number (CIN) : L29199KA1985PLC006934



**BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai – 400 001.**

March 14, 2017

Dear Sir/Madam,

Sub: Investor Presentation.

Please find enclosed Investors' Presentation.

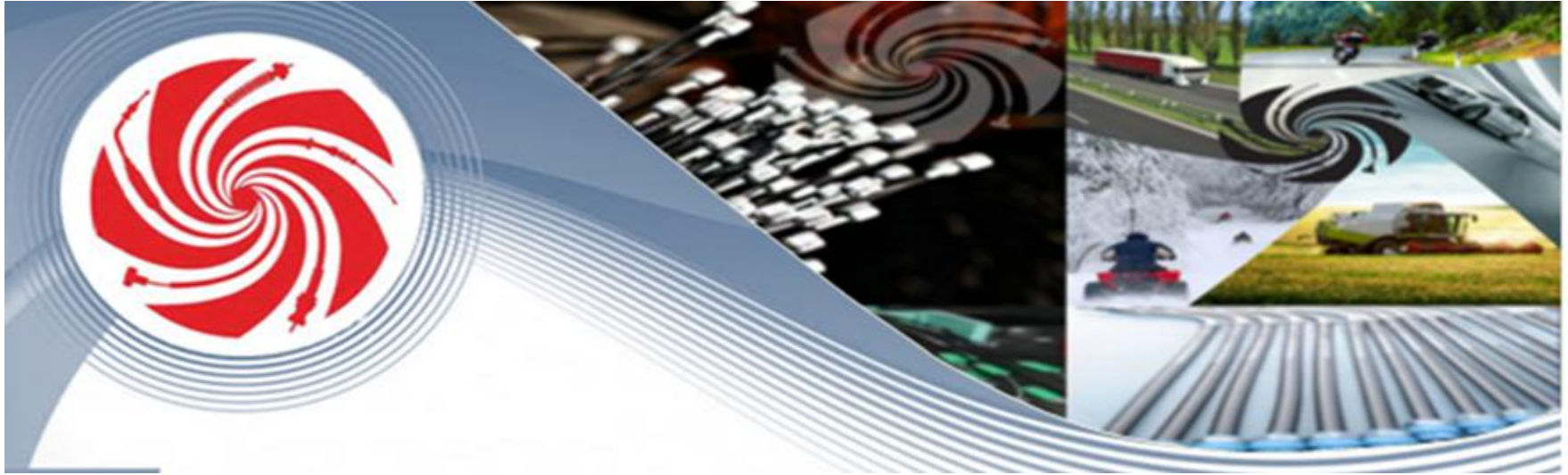
This is for your Information and records.

Thanking you,

Yours faithfully,
For **SUPRAJIT ENGINEERING LIMITED**


**MEDAPPA/GOWDA J
COMPANY SECRETARY**

Encl: as above



Investors' Presentation



Marching Ahead With Confidence...



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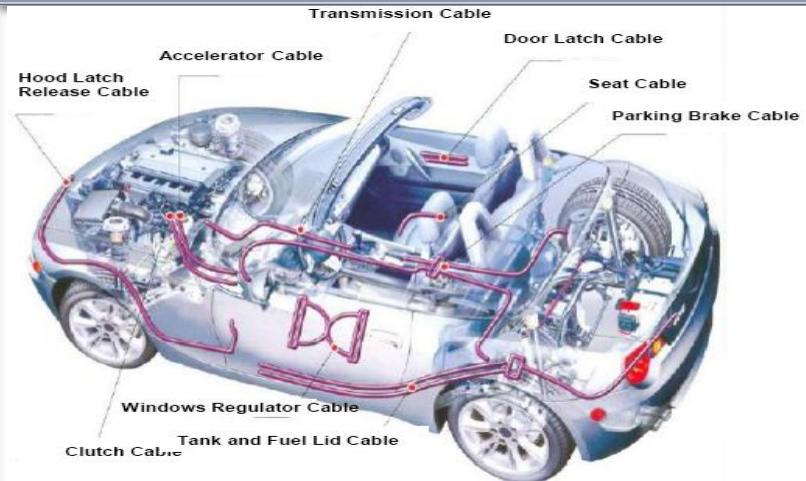
- 1. Core business, Group and Organization structure**
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Phoenix
Wescon
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1. Core business, Group and Organization structure

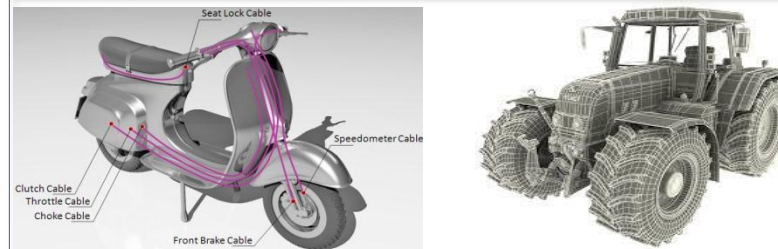
Exhaustive range of cables.....

- ✓ 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 Recliners & Seat Belt 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



Best-in-class facilities :

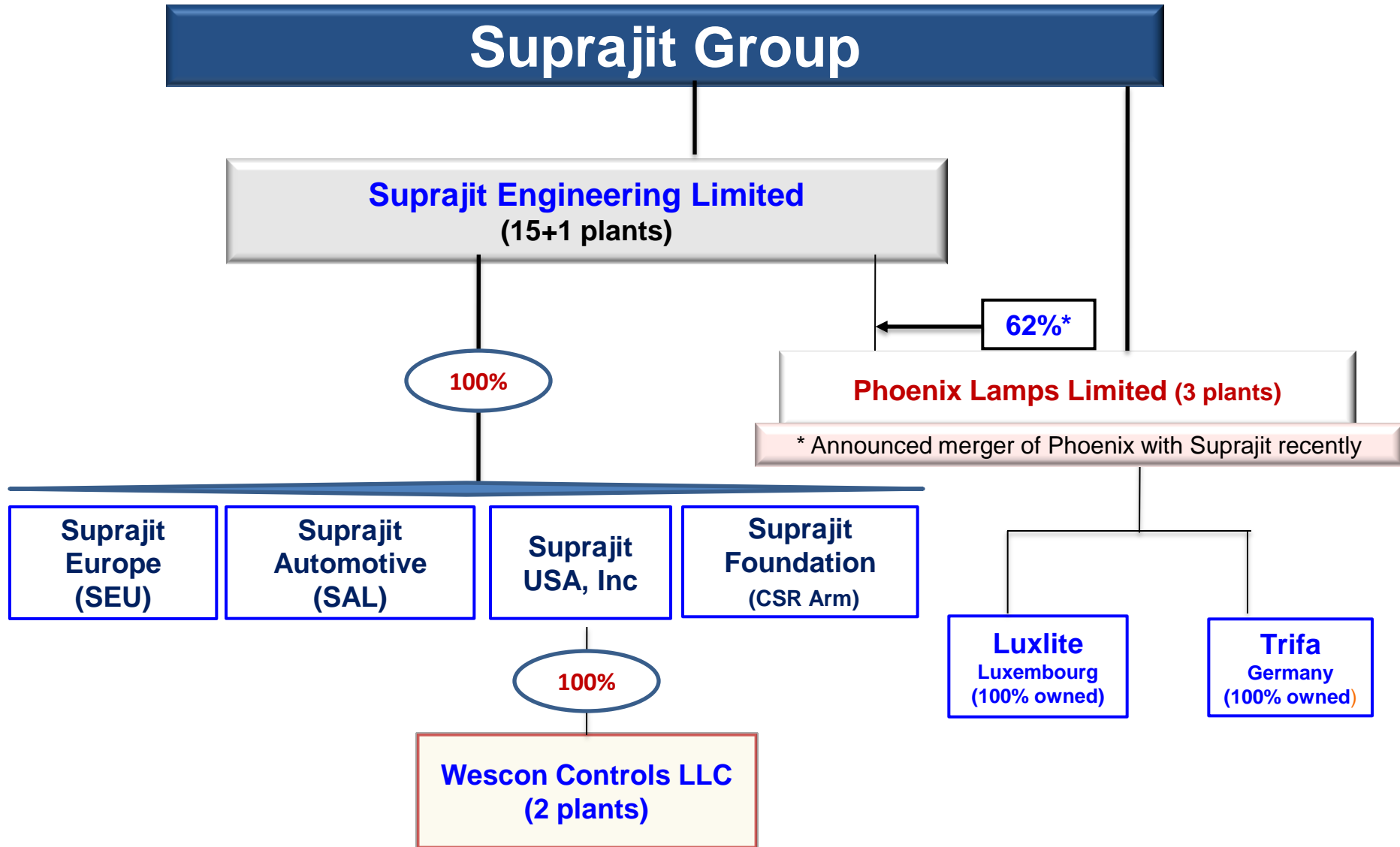
- ❖ World-class manufacturing with operations TS 16949 certified.
- ❖ Global standards in manufacturing, testing and quality assurance.
- ❖ Vertical process integration for key processes and optimized supply chain.



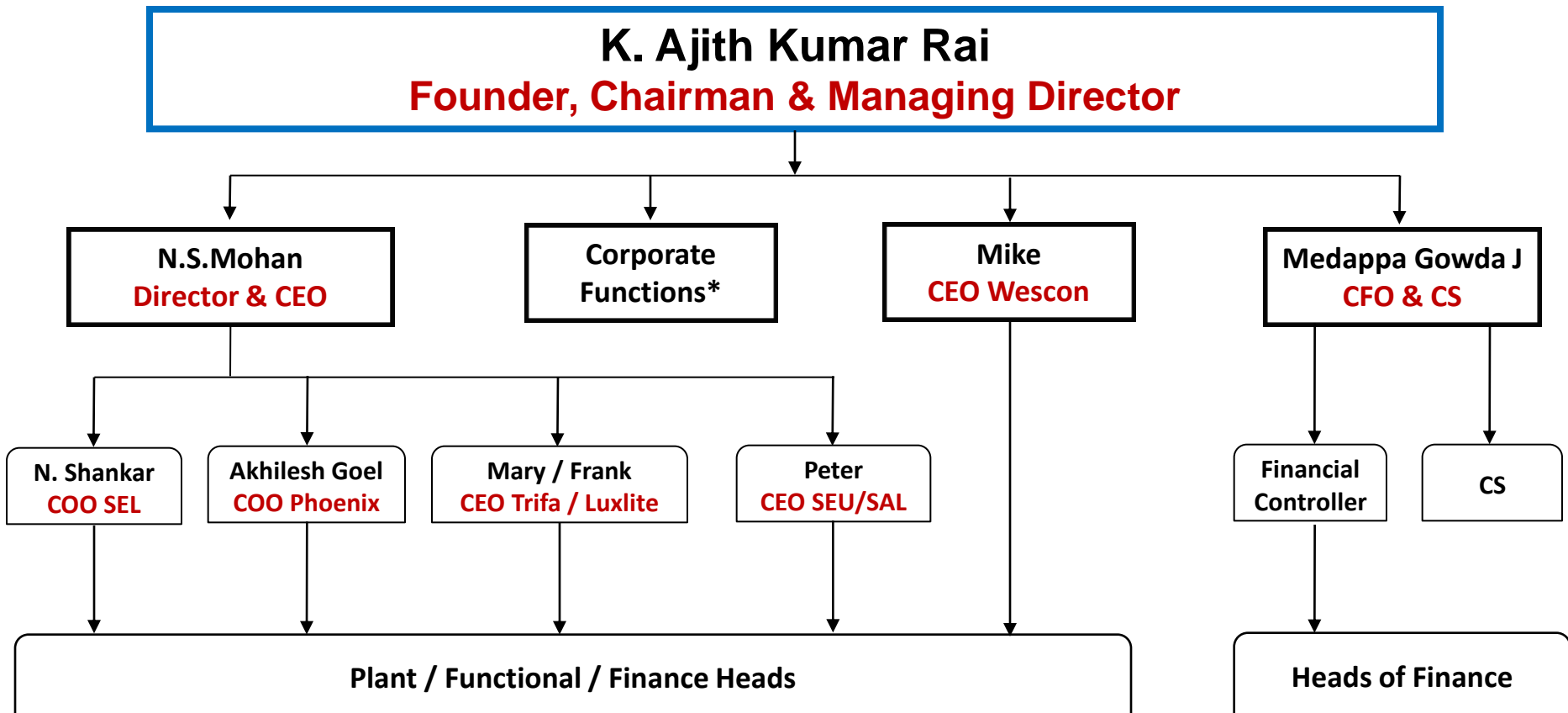
**TS 16949
Plants**



Group Structure :



Leadership Team:



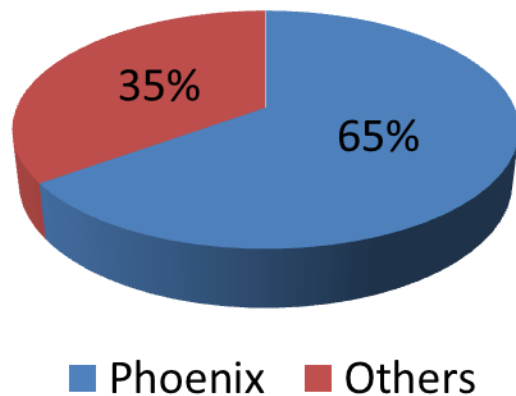
*Corporate functions : Capex, Strategy, Investors relations, Corporate HR, M&A, etc.

**Recent Acquisitions: Phoenix
Wescon**

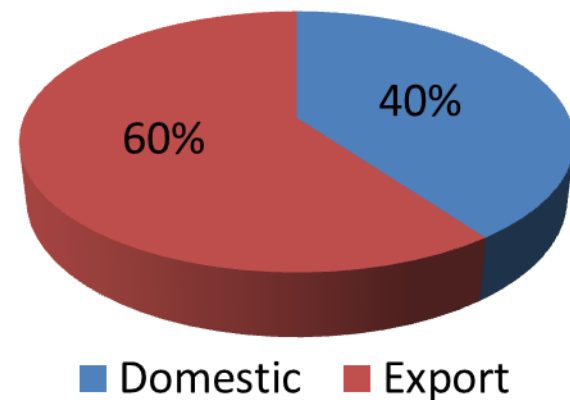
Range of Halogen Lamps :



OE Market share (India)



Segmental Sales Revenue consolidated



Phoenix Lamps – Overview :

- Top 5 in Halogen headlamps (87 million / year).
- Dominant supplier in Indian Automotive Lighting Industry.
- Supplier to both Domestic and Overseas Customers (OEMs and Aftermarket).
- 50+ private labels across the globe.
- Exports to 50+ countries.
- Revenues US\$ 53 million with operational EBIDTA of 14%+.
- Strong Brands: ***Phoenix, Trifa and Luxlite.***





Controls for a world in motion



A Global Leader in Control Cables and Halogen Lamps

Wescon Controls – Overview :

- Leading designer and manufacturer of mission-critical mechanical and electronic controls for outdoor power equipment and other non-automotive markets
- Plants located in the United States and Mexico.
- Vertically integrated approach to product design and manufacturing provide superior control of product design, component supply and output quality.
- Synonymous with innovation, quality and safety since 7 decades.
- Led by a strong team of industry veterans with in-depth manufacturing and business experience for customer support.
- Entrenched relationships with diverse base of blue-chip customers that value Wescon Controls' collaborative approach to engineering and design, reputation for outstanding product quality and industry-leading customer service
- A market leader in North American Outdoor Power Equipment segment with marquee customers like MTD, JD, Husqvarna, Honda, Briggs & Stratton, etc.

Customer Profile

Customers – Automotive :



A Global Leader in Control Cables and Halogen Lamps

Customers – Two Wheeler :



Customers – Non Automotive :



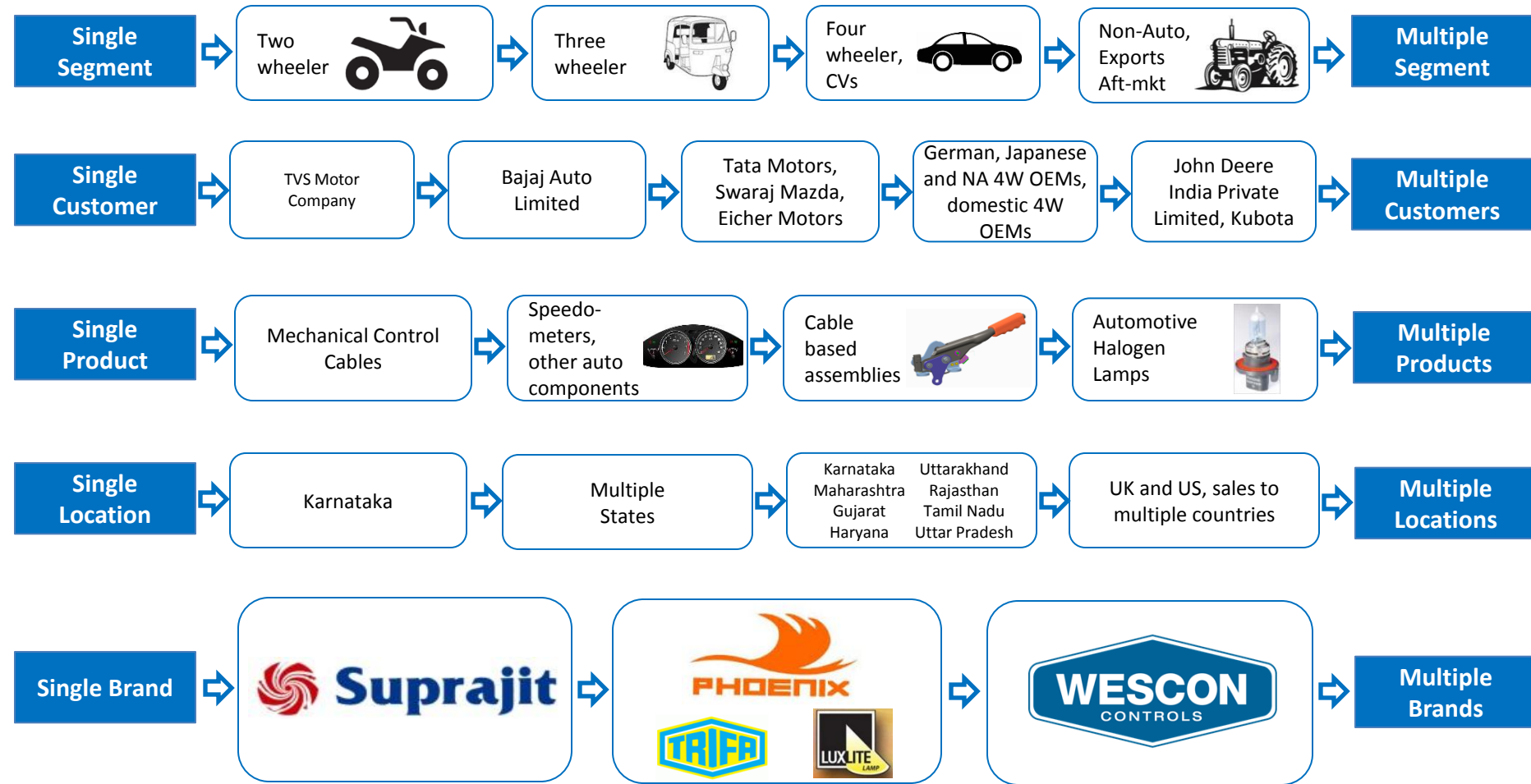
Top 15 customers :

Hero Moto Corp
TVS Motor
Bajaj Auto
Honda Group
BMW Group
Renault / Nissan
John Deere group
MTD
M&M
VW Group
TORO
Yamaha
Royal Enfield
Ford
GM



Strategy – Suprajit 2.0

Strategy – Derisk and Grow Profitably :



Aggressive Capacity Expansion
Strategic Acquisitions – Shah Concabs, Pricol (Cables), Phoenix, Wescon

Strategy – Derisk and Grow Profitably :

For 10 years ➡	Parameters	CAGR%
	Income	23.21
	EBIDTA	22.25
	PBT	20.72
	PAT	20.16

For 20 years ➡	Parameters	CAGR%
	Income	28.43
	EBIDTA	27.84
	PBT	27.91
	PAT	26.25

For 25 years ➡	Parameters	CAGR%
	Income	30.19
	EBIDTA	28.48
	PBT	33.44
	PAT	31.17

Strategy – 3 Brands:



Suprajit Engineering **Manufacturer of** **Automotive Cables**

- 15 manufacturing facilities in India including EOU for non-automotive.
- SAL – EOU facility for automotive
- SEU - Tech Centre in Tamworth, UK.
- Over 30 years of expertise in cables.



Phoenix Lamps **Manufacturer of** **Halogen Lamps**

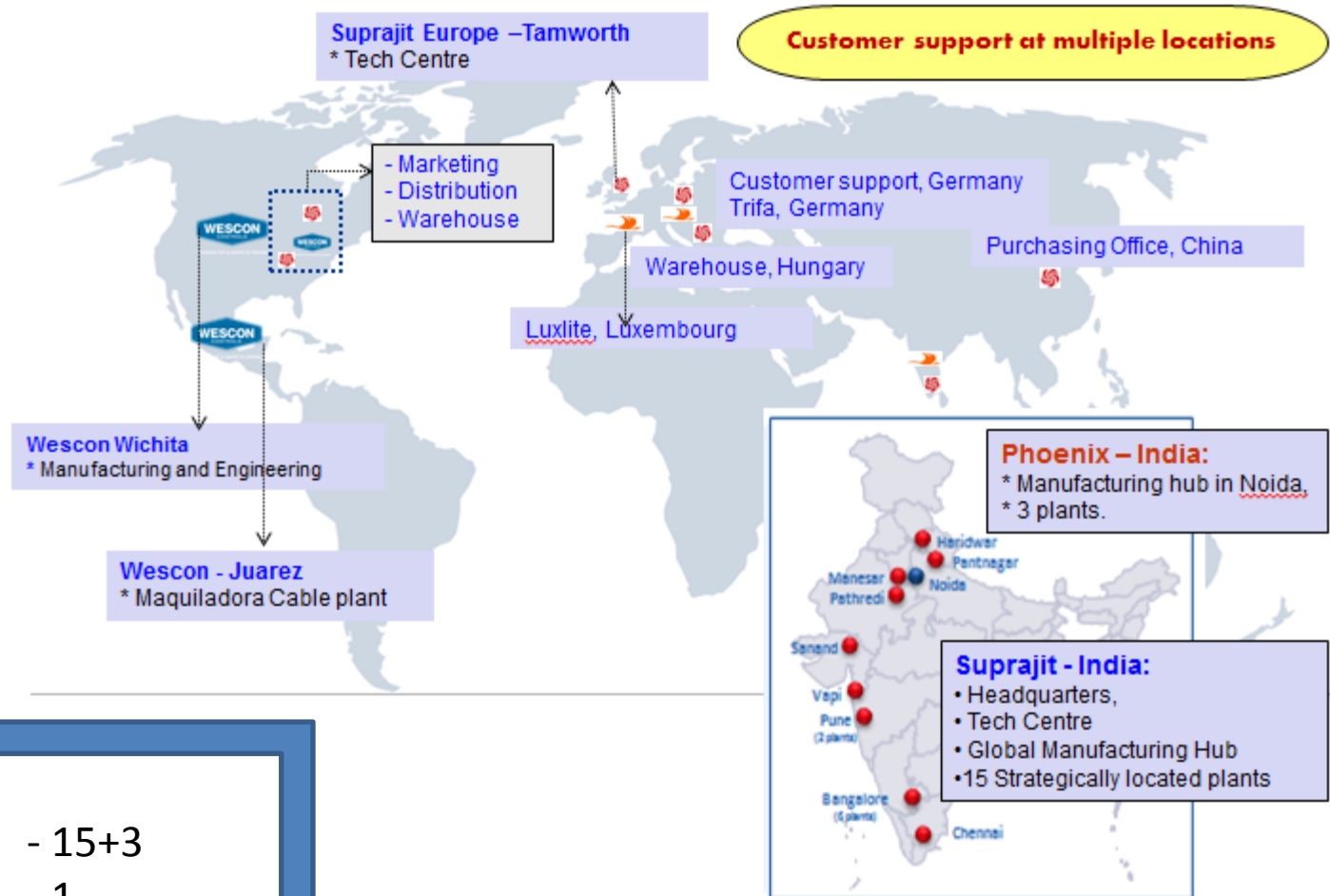
- 3 manufacturing facilities in India.
- 2 facilities in Germany and Luxembourg.
- Acquired by Suprajit in May 2015.
- Over 25 years of expertise in Halogen Lamps.



Wescon Controls **Manufacturer** **Non-Automotive cables**

- Manufacturing facility in Wichita, Kansas, USA.
- 1 Maquiladora facility in Juarez, Mexico (Maquila).
- Acquired by Suprajit in September 2016.
- Over 70 years of expertise in cables & controls.

Global Footprint :

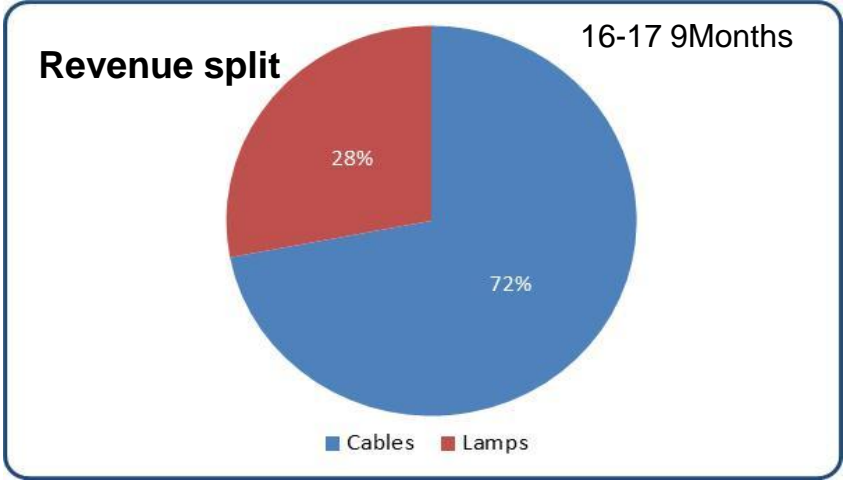
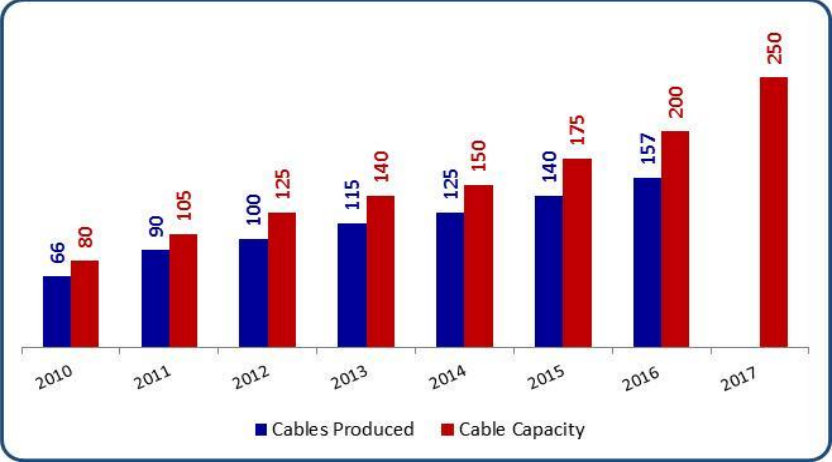


Plants:

India - 15+3
UK - 1
US - 1
Mexico - 1

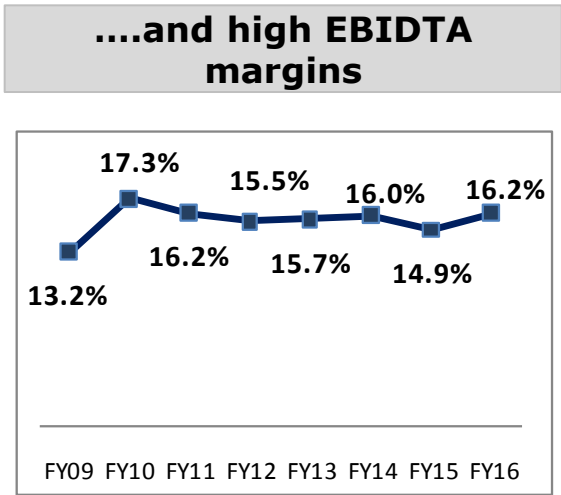
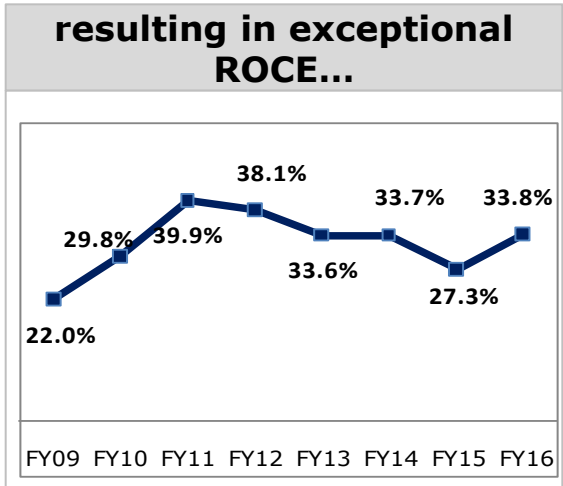
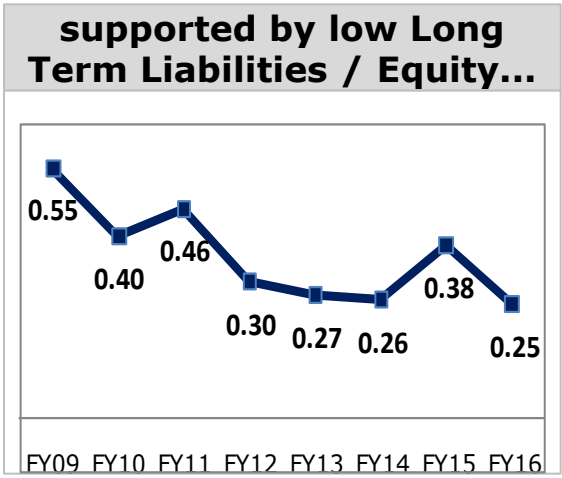
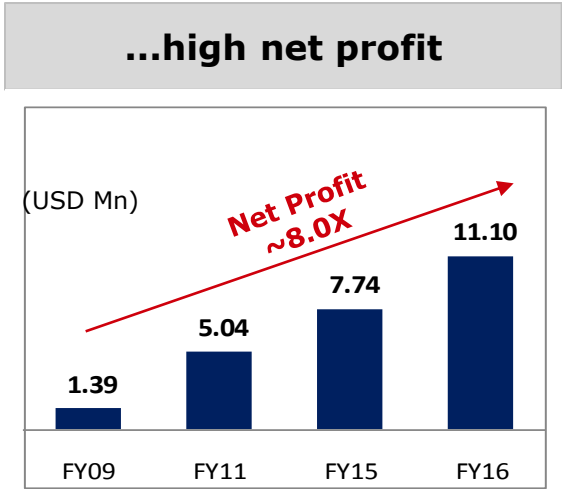
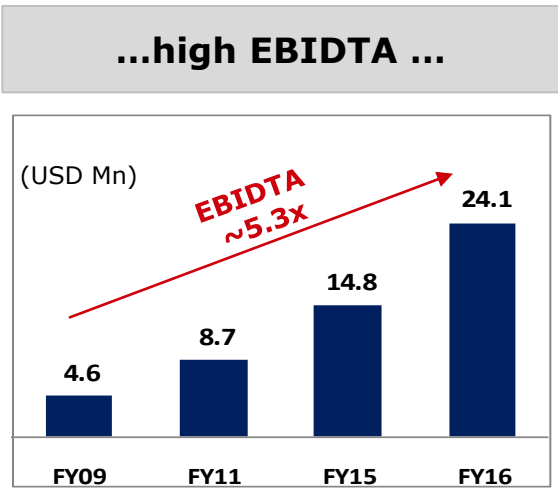
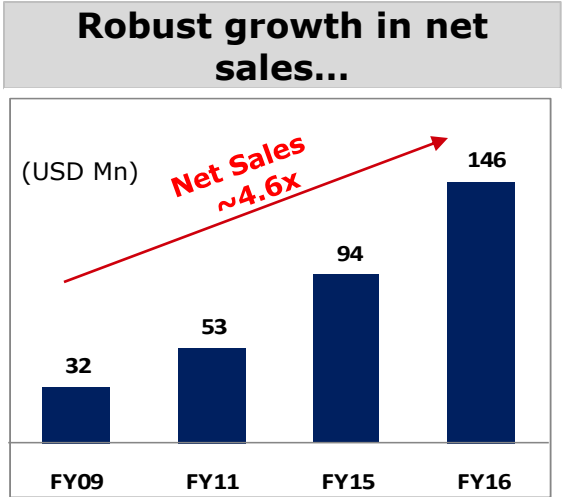
Financials

Capacities:



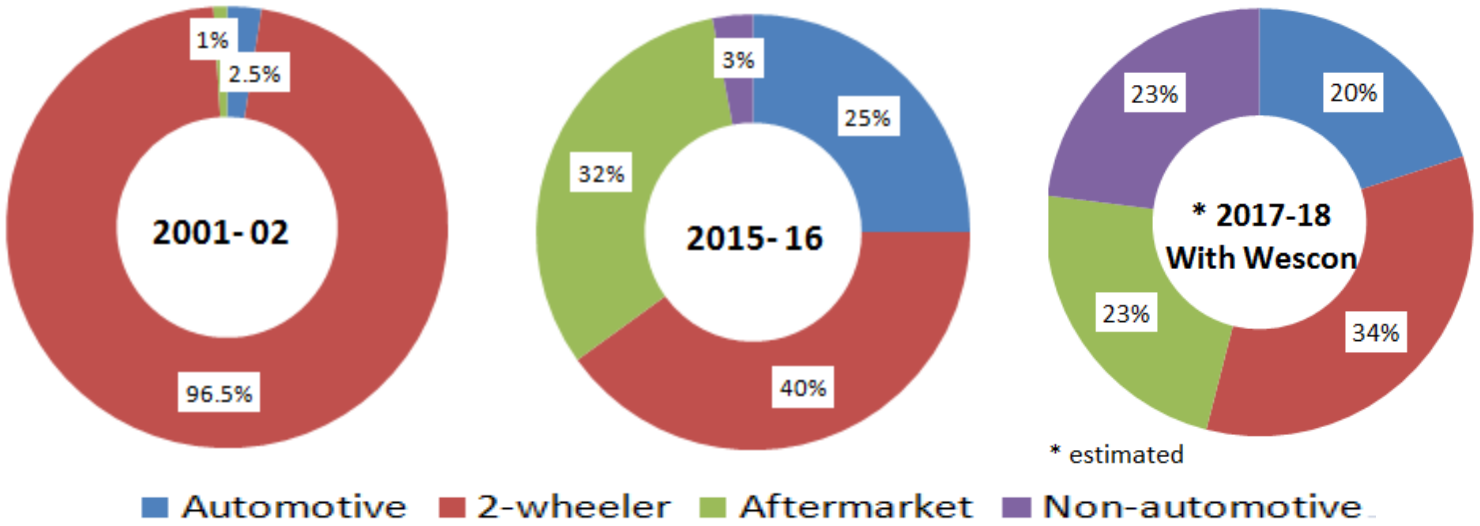
Lamp Capacity 2016 - 87 million
Utilized - 57 million

Robust Financials (Group) :

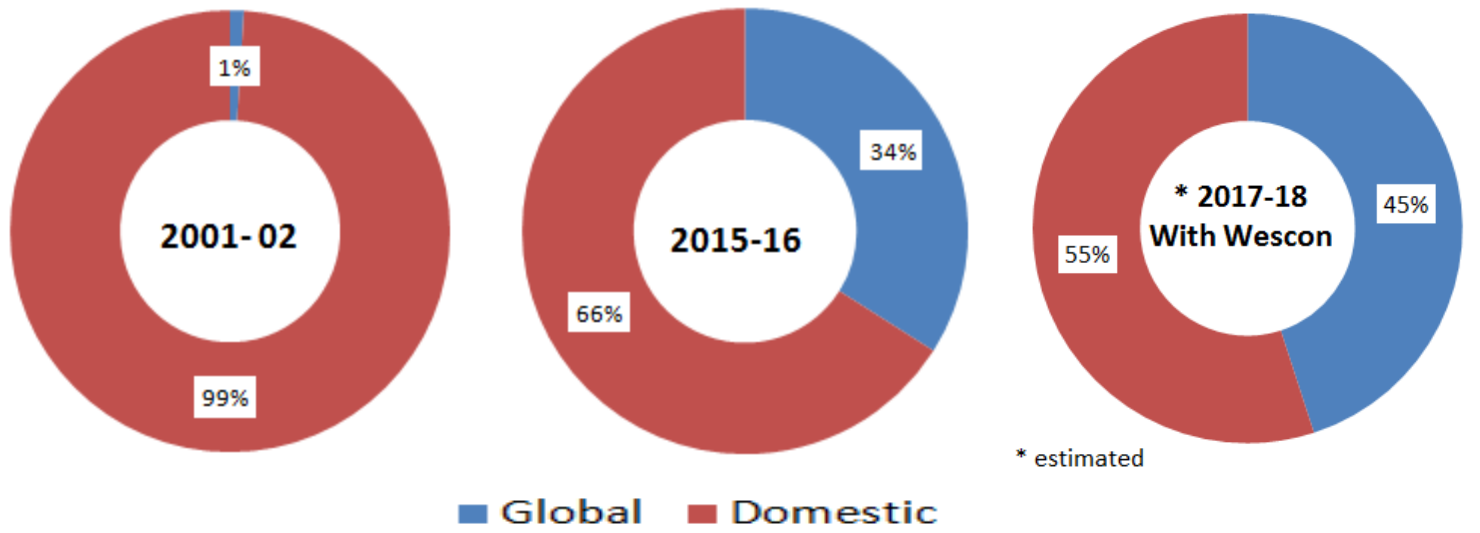


Segmental and Geographic Synergies :

Category-wise

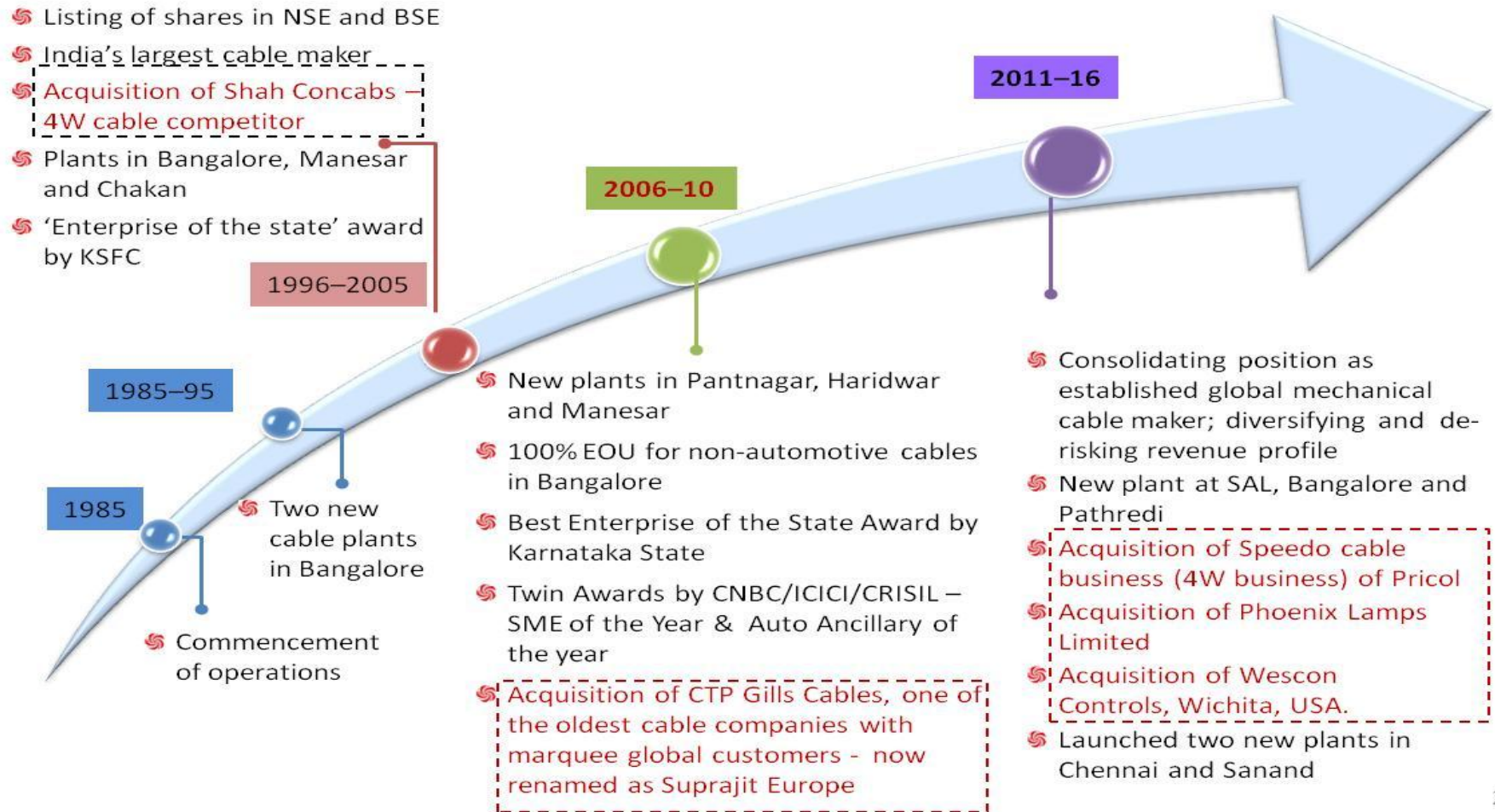


Geography-wise



Milestones, Strengths and Accolades.

Key Milestones in Our Journey:



- 5 acquisitions – 4 in cable space.
- Proven track record of integration.

- Strong Organic growth

Suprajit's 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.
- A1 Grade supplier 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 'O' 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.

250 million cables
87 million halogen lamps

One Goal

Customer Satisfaction



Thank You!



Marching Ahead With Confidence...

