



**Suprajit  
Engineering  
Limited**

**Registered & Corporate Office :**

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Corporate Identity Number (CIN) : L29199KA1985PLC006934



**June 28, 2017**

<b>BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai – 400 001</b>	<b>National Stock Exchange of India Limited Exchange Plaza Bandra – Kurla Complex Bandra (East), Mumbai – 400 051</b>
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Dear Sirs,

**Sub: Investor Presentation**

Please find enclosed Investors' Presentation.

This is for your Information and records.

Thanking you,

Yours faithfully,  
For **SUPRAJIT ENGINEERING LIMITED**

**MOHAN SRINIVASAN NAGAMANGALA  
DIRECTOR AND CEO**

Encl: as above



# Suprajit

**Investors' Presentation**  
**Marching Ahead with Confidence...**

June 2017

# Overview

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**Core business, Group and Organization structure**

4

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(Phoenix & Wescon)**

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# Core Business, Group and Organization Structure

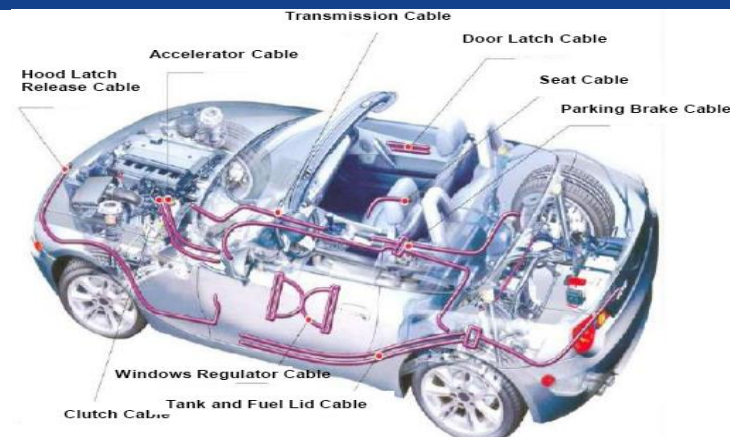
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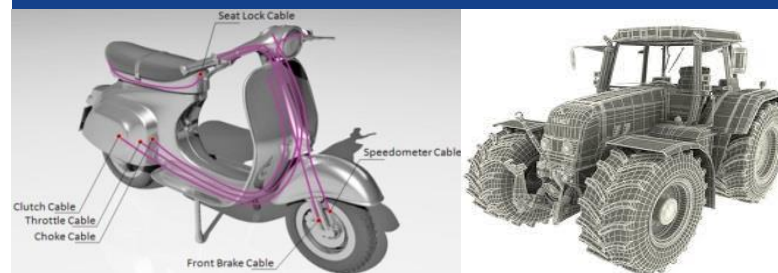
# Exhaustive Range of Cables

- ✓ 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





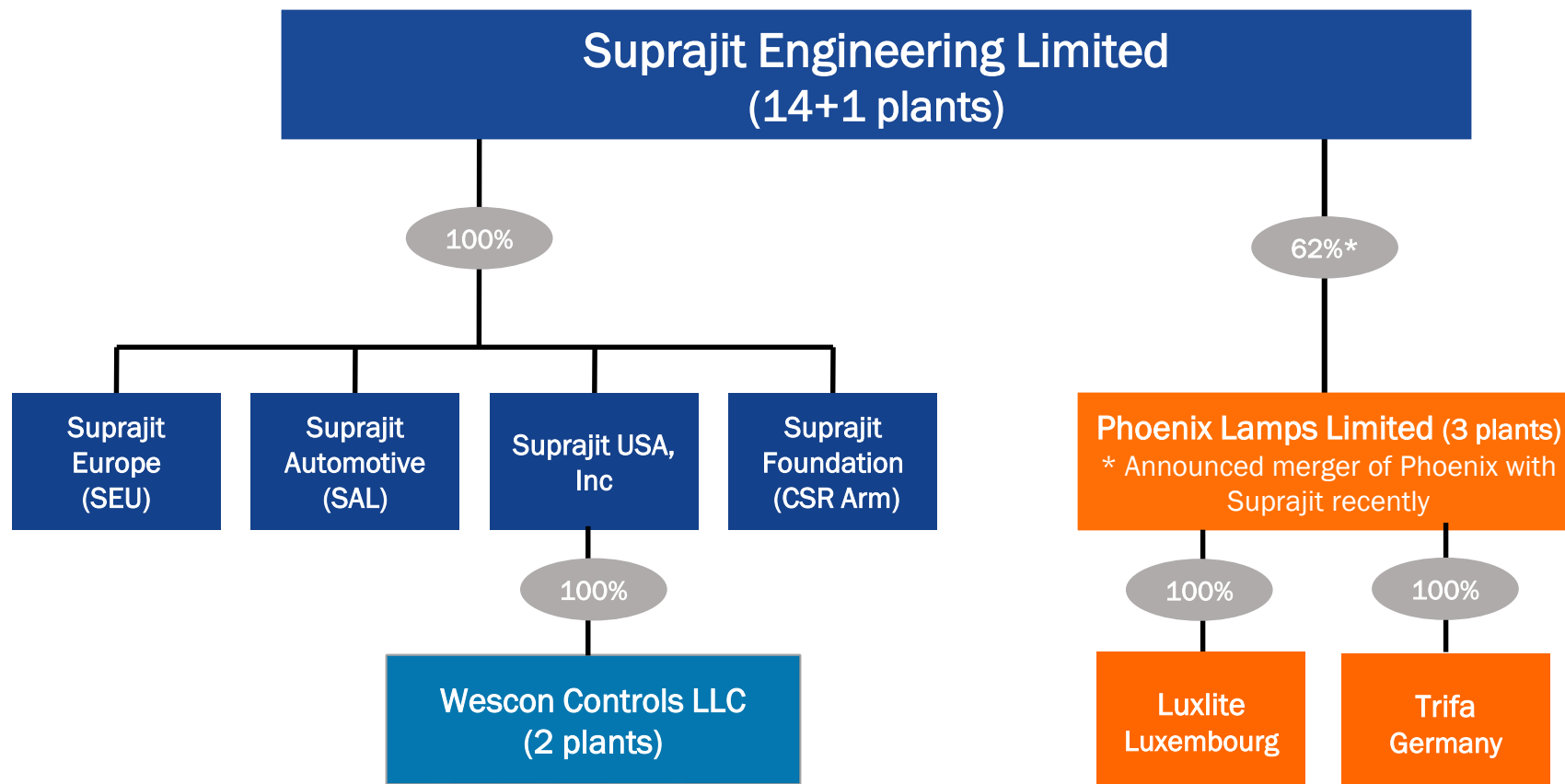
# Best-in-Class Facilities

- 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.

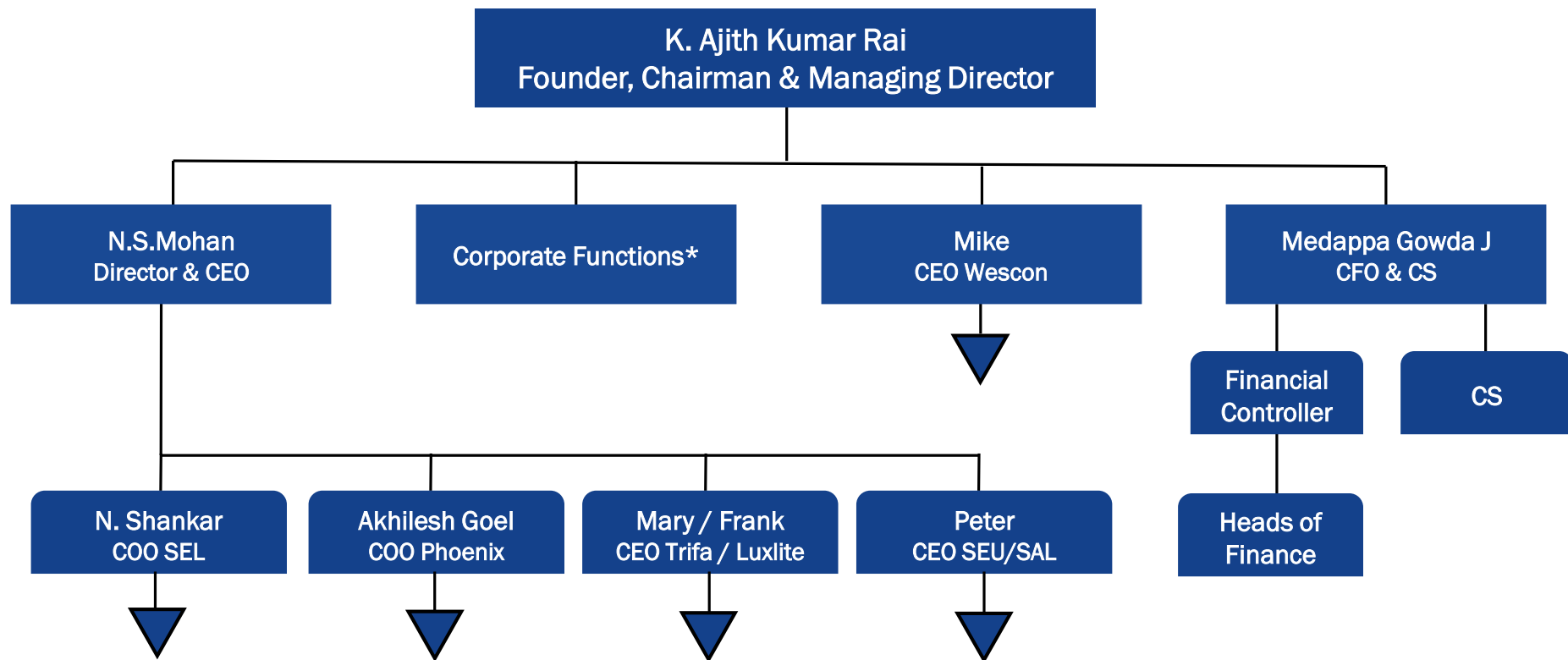
## TS 16949 Plants



# Suprajit Group Structure



# Leadership Team



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

▼ : Plant / Functional / Finance Heads



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# Recent Acquisitions

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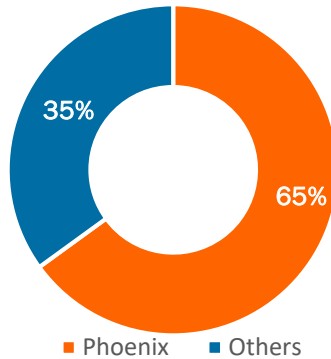


Controls for power to motion

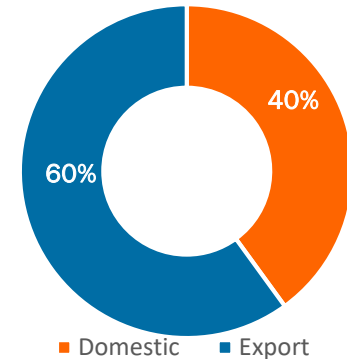
# Phoenix: Range of Halogen Lamps



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 13%+.
- Strong Brands: *Phoenix, Trifa and Luxlite.*





## Controls for a World in Motion



# 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, TORO, Honda, Briggs & Stratton, etc.

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# Customer Profile

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# Customers – Automotive



# Customers – Two Wheeler

TVS













ROYAL  
ENFIELD



# Customers – Non Automotive



# Top 10 customers

1	Hero Moto Corp		1	Renault / Nissan	
2	TVS Motor		2	John Deere Group	
3	Bajaj Auto		3	MTD	
4	Honda Group		4	VW Group	
5	BMW Group		5	M&M	

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# Strategy – Suprajit 2.0

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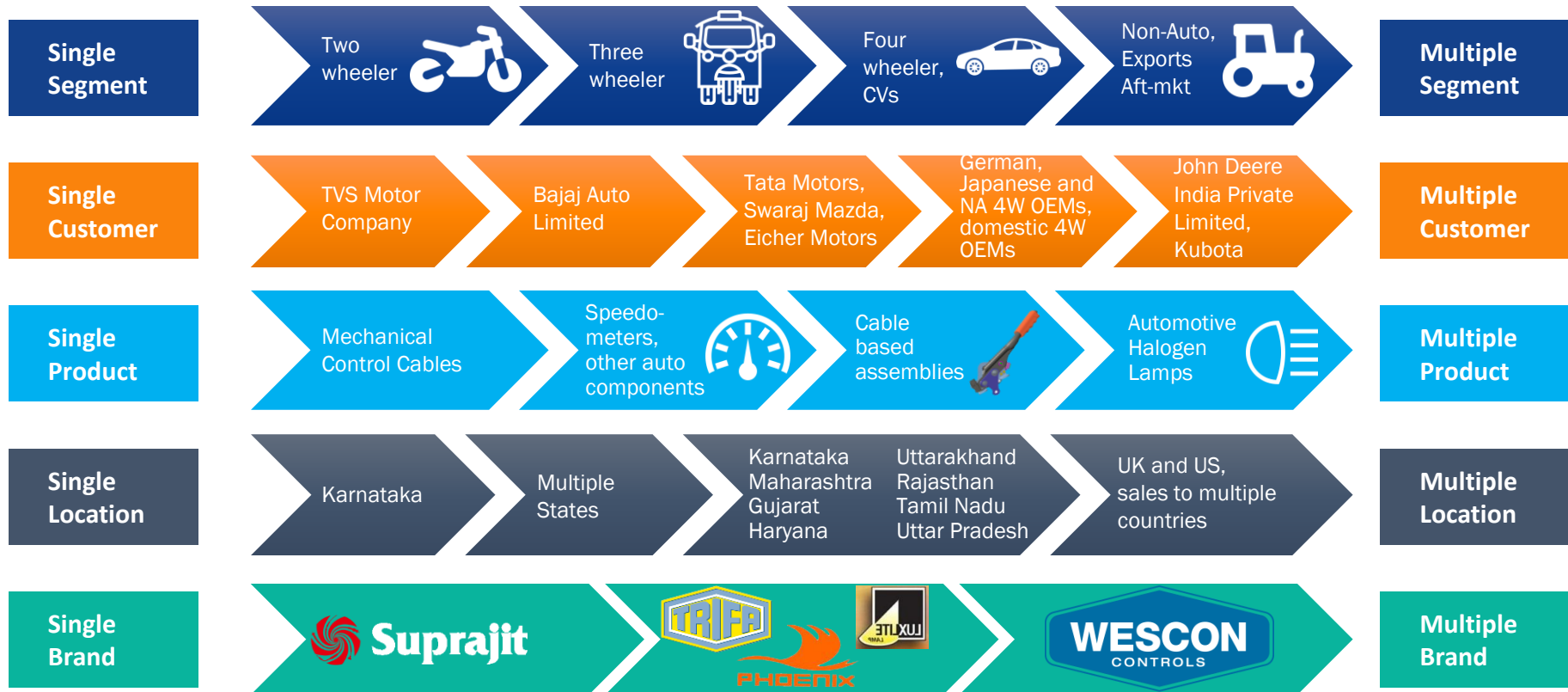
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# Historic Performance

	For 10 years	For 20 years	For 25 years
Parameters	CAGR%	CAGR%	CAGR%
Income	21	29	30
EBIDTA	23	27	30
PBT	23	30	34
PAT	28	28	33



# Strategy – Derisk and Grow Profitably



**Aggressive Capacity Expansion through Strategic Acquisitions:**  
 Shah Concabs (IN), Gills Cables (UK), Pricol (Cables, IN), Phoenix (IN+EU), Wescon (US)

# Strategy – 3 Brands



Suprajit Engineering  
Manufacturer of  
**Automotive Cables**

- 14 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**

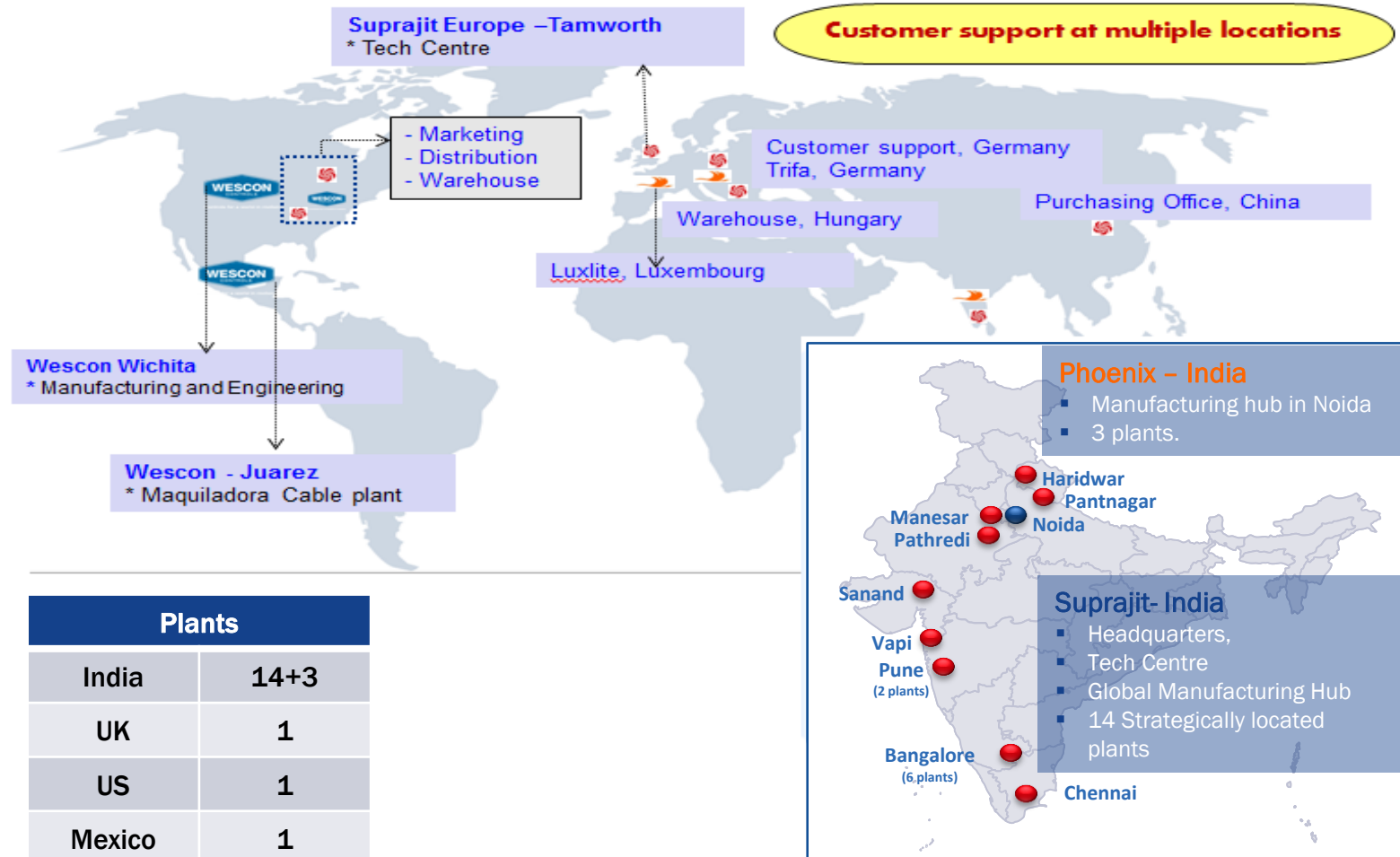
- 3 manufacturing facilities in India.
- 2 facilities in Germany and Luxembourg.
- Acquired by Suprajit in May 2015.
- Over 25 years of expertise in Halogen Lamps.



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



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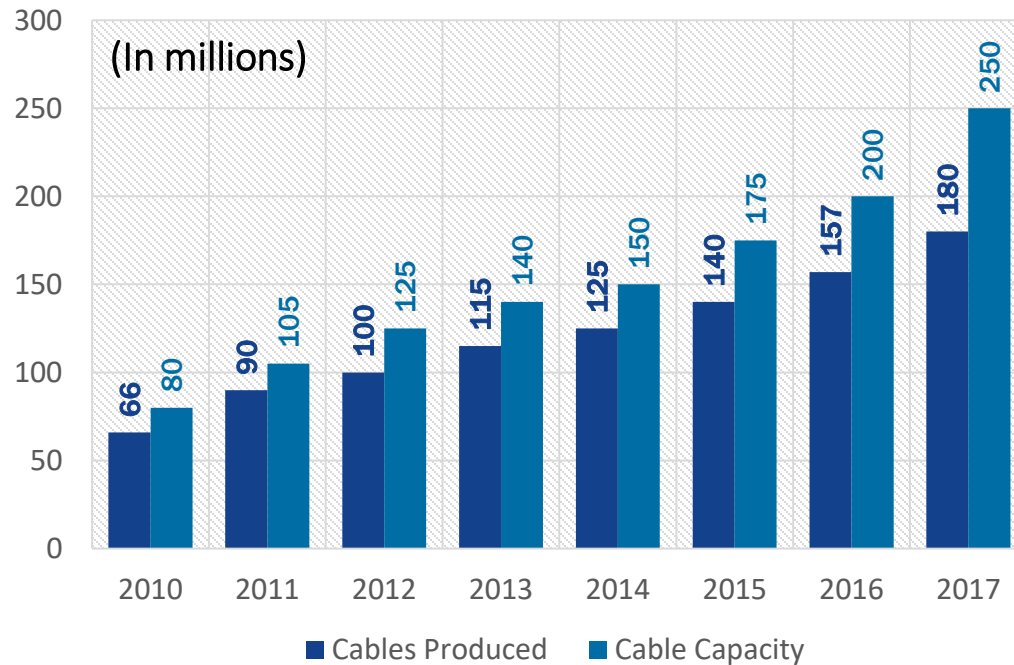
# Financials

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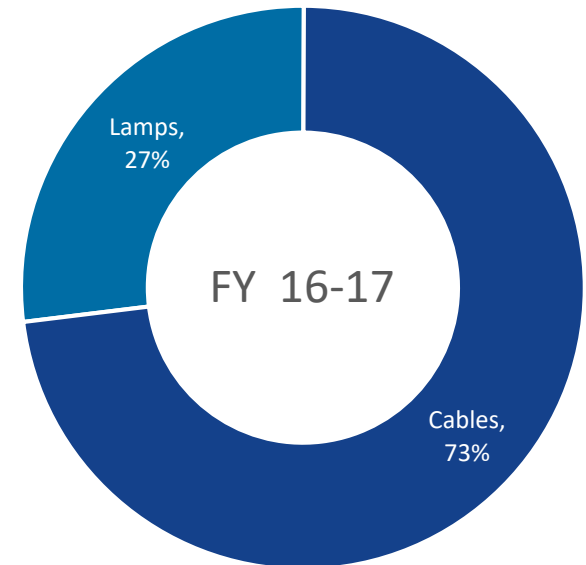
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# Capacities

Cable Capacity



Revenue Split



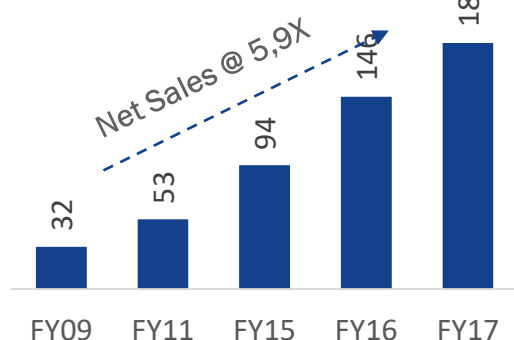
Bulb Capacity

Lamp Capacity (2016)	87 million
Utilized Capacity (2016)	59 million

# Robust Financials (Group)

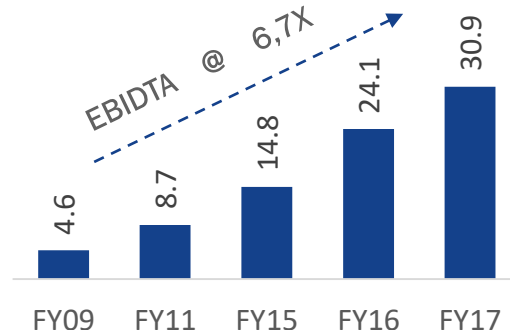
Robust growth in net sales...

(USD Mn)



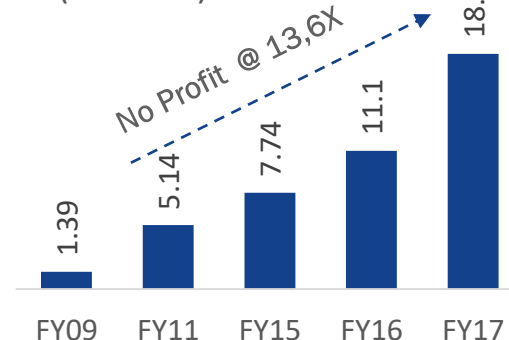
...high EBITDA ...

(USD Mn)

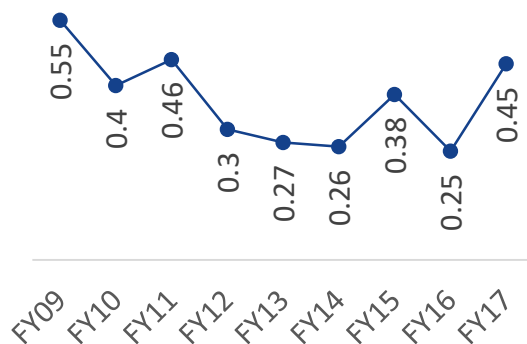


...and high net profit

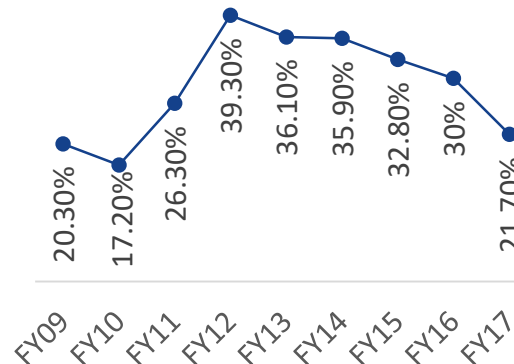
(USD Mn)



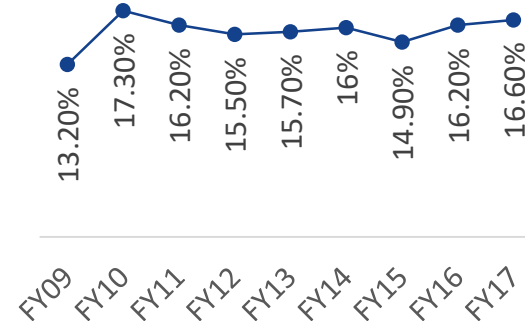
supported by low Long Term Liabilities / Equity...



resulting in exceptional ROCE...



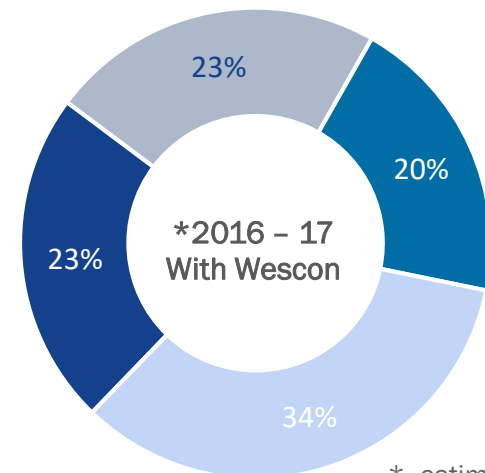
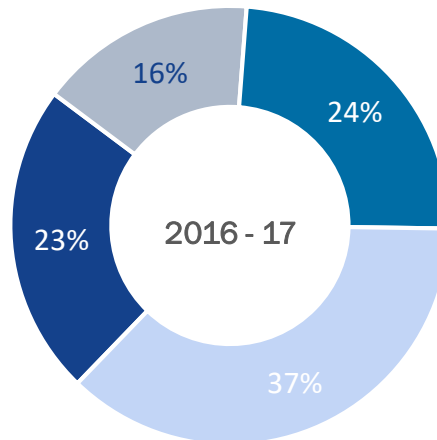
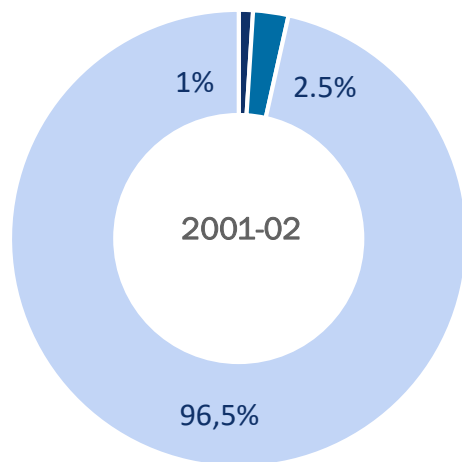
....and high EBITDA margins





# Segmental and Geographic Synergies

Category-wise



\* estimated

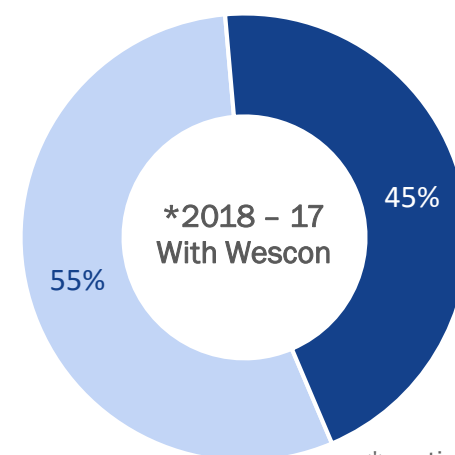
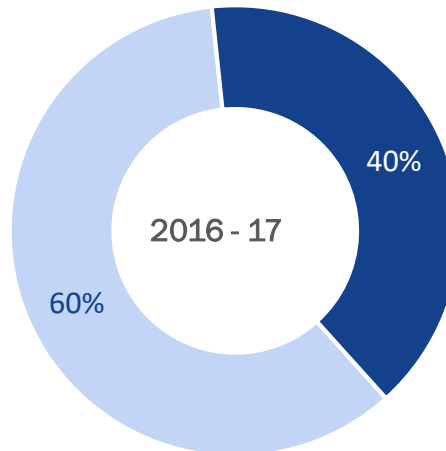
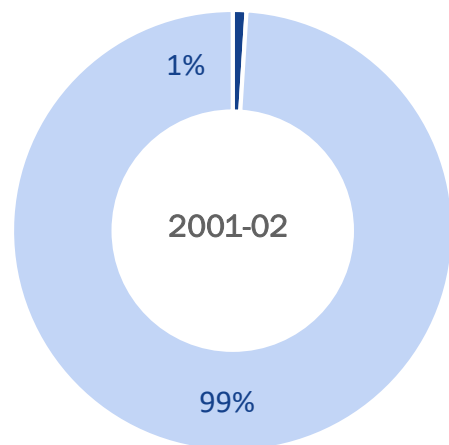
Automotive

2-wheeler

Aftermarket

Non-automotive

Geography-wise



\* estimated

Global

Domestic

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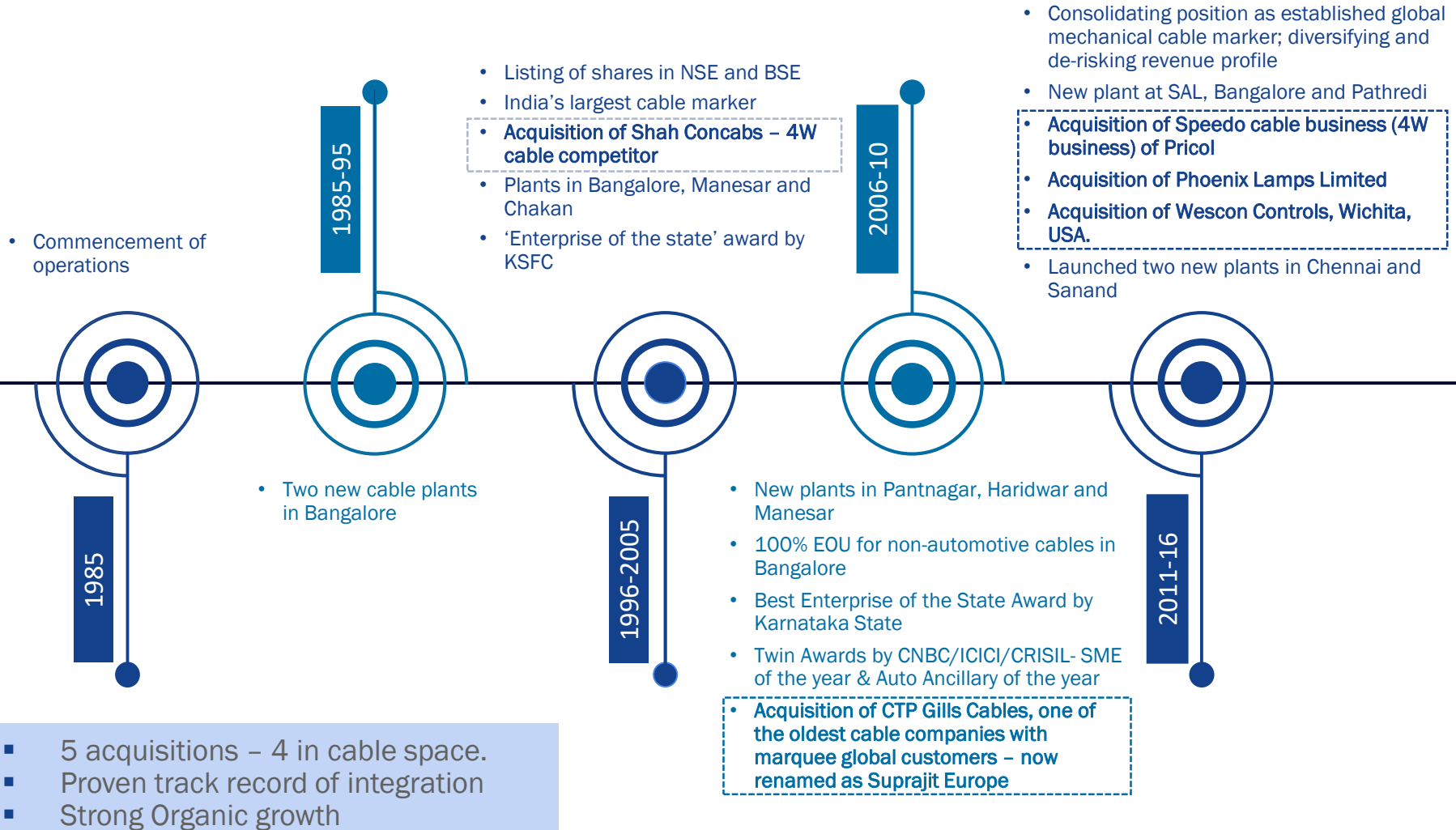
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# **Milestones, Strengths and Accolades**

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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.
  - 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**

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