



**MINDA CORPORATION LIMITED**  
(GROUP CORPORATE OFFICE)

Date: 23.05.2022

<b>The Officer-In-Charge (Listing)</b> <b>Listing Department</b> <b>National Stock Exchange of India Ltd.,</b> <b>Exchange Plaza, Bandra Kurla Complex,</b> <b>Bandra (East),</b> <b>Mumbai - 400 051</b> <b>Symbol: MINDACORP</b>	<b>Head - Listing Operations,</b> <b>BSE Limited,</b> <b>P.J. Towers, Dalal Street, Fort,</b> <b>Mumbai – 400 001</b> <b>Scrip Code: 538962</b>
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**Sub: Schedule for Conference Call**

Dear Sir/ Madam

In compliance with regulation 30 read with schedule III, of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that a virtual conference call to be hosted by B&K securities on Monday, May 23, 2022 shall be attended by the Company.

A copy of presentation is enclosed for your reference.

This information is also being uploaded on the Company's Website [www.sparkminda.com](http://www.sparkminda.com)

This is for your information and record.

Thanking You,

Yours Faithfully

**For Minda Corporation Limited**



**Pardeep Mann**  
**Company Secretary**  
**Membership No. A13371**



Emkay EV Conference

# Spark Minda

**Disrupt, Innovate, Lead**

By,


Anshul Saxena

Senior VP and Group Head – Strategy & M&A

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May 23, 2022

# CONTENTS

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- Company Snapshot ○
  - Key Automotive Trends and EV Opportunity ○
  - Strategic Priorities ○

# Company Snapshot



## Leading Automotive Component Supplier – Since 1958



16,000+  
WORKFORCE



7  
PARTNERSHIPS

INR 32,570 million  
REVENUE



33  
PLANTS/OFFICES

14	13
NORTH	WEST
3	3
SOUTH	ASEAN



### VISION

To be a dynamic, innovative and profitable global automotive organization for emerging as the preferred supplier and employer, to create value for all stakeholders.

# Schematic Representation of Minda Corporation



Mechanics Information and Connected System Interiors & Plastics Aftermarket Electronic Manufacturing Excellence

# Leadership Team



**Arvind Chandra**  
CEO, BV I  
Mechatronics  
27 years of Automotive  
Experience  
in Europe, US and India



**Biranchi Mohapatra**  
CEO, BV II  
Information & Connected  
System  
Over 29 years of  
experience in Auto  
Component Industry



**Aakash Minda**  
ED- Group Finance & Strategy &  
CEO BV III -Plastics & Interior  
7 years of Global Auto  
Component Industry experience



**Neeraj Sharan**  
CEO BV IV,  
Aftermarket  
29 years in Auto  
Industry in India and  
overseas



**Ashok Minda**  
Chairman & GCEO



**N. K. Modi**  
ED & CEO – MCL  
SMAD & Uzbekistan business  
35 years of experience in Auto  
Component Industry



**Neeraj Mahajan**  
GCMO  
30 years in India and overseas  
with OEMs and Auto  
Components



**Vinod Raheja**  
GCFO  
29 years of global  
experience as CFO in  
pharmaceuticals and  
industrial manufacturing



**D. Suresh**  
Group CTO  
26 Years of Global and domestic  
experience in R & D of Auto Industry



**Vikas Thapa**  
GCHRO  
29 years of Global HR Leadership  
experience including UK and US  
(Ex Indian Army)



**Romi Jatta**  
Group Purchase Officer  
22 years of industry  
experience with global  
corporations



**Ashim Vohra**  
Group Chief Operation Officer  
Over 30 years of experience in  
Auto Component Industry

# Key Products across various Business Verticals

## Mechatronics (Business Vertical 1)



Ignition Switch Cum Steering Lock



Smart Key System



Mechanics Handles



Immobilizer System



Aluminum Die Casting



Compressor Housing



Alternator



Starter Motor

## Information & Connected Systems (Business vertical 2)



Speedometer



Wiring Harness



Steering Roll Connector



Junction Box



Speed



EGT & EGRT



PM / SOOT Sensor

## Plastics & Interiors (Business vertical 3)



Cup Holder



Ash Tray



Louvers



Glove Box



Steering Column Shroud



Seat Panel



Structural Parts



Oil Sump



Cylinder Head



Battery Tray

## Aftermarket (Business vertical 4)



Spares of BV1 & BV2

## Electronics Manufacturing Excellence



DC/DC & Chargers

Antenna Products

ITS



BCM/MFECU



Telematics

**Diversified portfolio for Indian & International market !!**



**Innovation**  
Commercialization of patents & technology

**Agility**  
Captive customization & adaptation meeting QCDD

**KAM**  
Dedicated point of contact for customer

**Proximity**  
33 plants & offices spread across 5 countries

WHAT DO WE OFFER  
Key to sustainable Growth

KEY TO SUSTAINABLE GROWTH

Vehicle Access Systems Solutions

Connected Mobility Solutions

Light Weighting Solutions

Future Mobility Solutions

## Enhancing the Core and Deepening Capabilities

### Q4 FY2022

Revenue Growth for the Quarter continues to outperform the Industry performance



Improved Double Digit EBITDA margin for third straight quarter on sequential basis



Total Lifetime Order Book booked in Q4FY22 of Rs.14,500 million



8 Patents filed during the Quarter



PLI Application approved under Component Champion Incentive Scheme



### FY2022

FY22 Revenue Growth of 25.8% YoY despite challenging macro-economic scenario & semi conductor shortage

EBITDA margins increased by 73 bps to 9.9% in FY22

Total Lifetime Order Book won in FY22 of Rs.59,300 million

28 Patents filed in FY22  
Total Patents in the Company are 218+

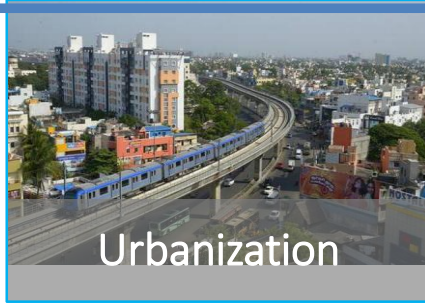
4 partnerships concluded to ensure technology readiness

# Key Automotive Trends & EV Opportunity



# Future of Mobility is Driven by Electronics

Megatrends



Urbanization



Digitization



Rising Gen-Z Population



Sustainability

Sub-Trends



Connectivity



Autonomous



Shared Mobility






Electrification

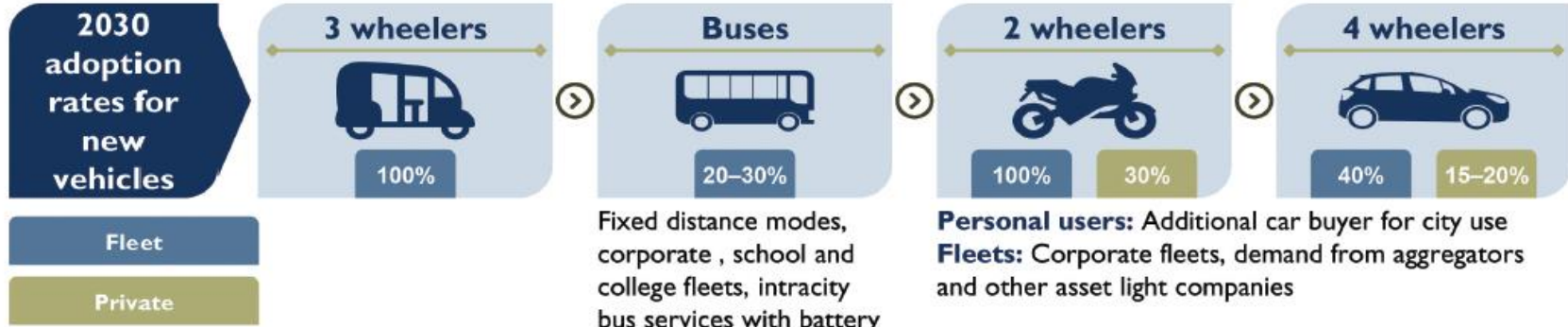
Solution



# Unique Needs of Indian Market

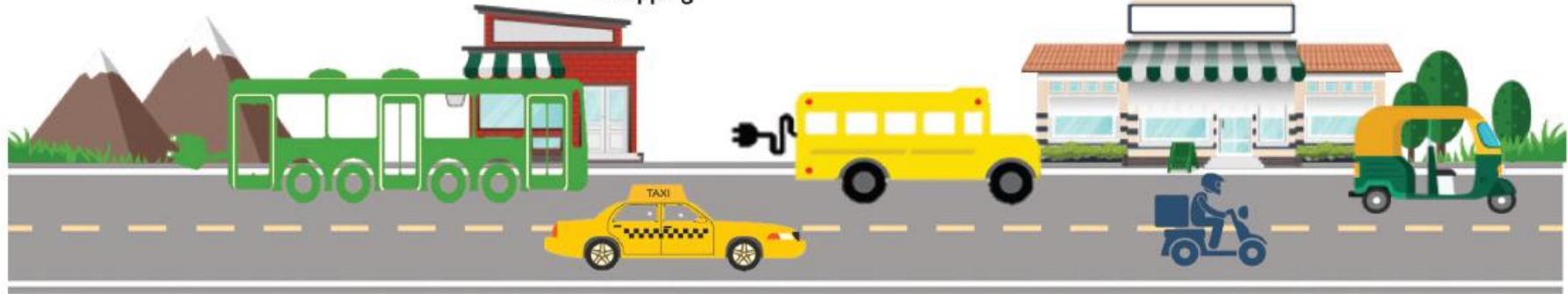
	DEVELOPED ECONOMY CONTEXT	INDIAN CONTEXT	INDIAN + EMERGING ECONOMY CONTEXT
BEV upfront price = ICE	✓	✗	✓
Range, top speed, creature comfort, safety	✓	✗	✓
Charging Time	✓	✗	✗
Charging Infrastructure	✓	✗	✓
Maintain Lower Running Cost Advantage	✓	✓	✓
	<p>Average selling price of a car in US is <b>US\$ 37,777</b></p> 	<p>Average selling price of ICE vehicle in India is &lt; <b>US\$ 10,000</b></p>  <p>Range: ~140km, Speed: ~80kph, Price: ~1.5x ICE</p>	<p>Range: ~100km, Speed: ~50kph, Charge at home</p> 

# Growing Demand for Sustainable Transportation



Fixed distance modes, corporate, school and college fleets, intracity bus services with battery swapping

**Personal users:** Additional car buyer for city use  
**Fleets:** Corporate fleets, demand from aggregators and other asset light companies



Source: Frost & Sullivan

Last mile connectivity modes like 3W to be fully electrified by 2030, expect fleet segment to be electrified more due to a combination of lower cost of ownership & CONSIDERABLE penetration in personal mobility enabled by regulatory intervention

## Global Trends



## Trends Impacting India

### Connectivity & Shared Mobility



Antennas



Telematics



ITS



Connected Digital Cluster

### Safety



2W iRAS



Airbag Wiring Harness



Cyber Security



4W ADAS



TPM Sensors

### Light-Weighting



Oil Pan



Cup Holders



Air Vents



Ash Tray



AI Die-Casting Parts

### Electronification



Keyless Entry Solutions



Immobilizer



MFECU/BCM



TFT Cluster

### Emissions



Wiring Harness



Compressor Housing



Powertrain Sensors

### eMobility



Battery Charger



Motor Controller \*



DC to DC Converter



BMS\*



VCU \*

# Strategic Pillars of Growth





## Strategic Pillars of Growth



### Focus on Enhancing the Core

Safety Security System | Wiring  
Harness | Instrument Cluster | Die  
Casting



### Innovation and Technology

In House R&D | JV's with Global  
Players



### Electric Vehicle Growth Opportunity

EV Agnostic Products | Increase Content Per  
Vehicle



### Strengthening Passenger Vehicle Offerings

Control Systems | Sensors | Interior Solutions

## Outcome

- ✓ Transform and become **complete solution provider and partner of OEM's**
- ✓ **Cost leadership** in manufacturing and **Thought leadership** position in Technology
- ✓ **Premiumization and product innovation** in all business segments to drive content per vehicle
- ✓ Deliver **better than industry growth** and continue to **improve margin profile**

# 1. Enhancing the Core

## Safety Security System



**Only Indian Company** with a capability to develop Mechatronics and Electronics needed for **Smart Key**

- **23 Patent** filled in Smart Key and working on 28 projects
- **Preferred supplier** for quality and reliability
- Gaining market share with **100% RFQ win in India in Smart Key**

## Wiring Harness Division



Setting up state of the art tool room facilities in component division for **backward integration**

- Focus on **Export and Aftermarket** to improve the profitability
- **Copper indexed** with most of the supplier which is in line with the customer leading to **natural hedge**

## Die-Casting Division



Emerging as a **preferred cost-effective global partner** for **Turbocharger** parts

- Emerging as a **preferred cost-effective global partner** for **Turbocharger** parts
- **All 4 casting technology** under one roof (HC, HPDC, GDC & LPDC)
- Only company having **complete in-house process** to supply Upper bracket & Handle Holder parts

## Instrument Cluster



- Minda Stoneridge Acquisition :
- Full control of the business
  - Free **access to highly growing** global market
  - **Flexibility** to enter in collaboration with other players for advanced technology
  - Working on **modular platforms** for economics of scale and scope
  - **Premiumization and increasing Customer Penetration** will outperform Industry growth

## 2.1 Innovation and Technology : 3 - Pronged Approach



### Setting up own R&D Unit

- ⊙ State-of-the-art in-house R&D facility for advanced solutions
- ⊙ Continuous identification of partners for quality, scalable, cost-effective solutions



### Technology Licensing

- ⊙ Licensing of existing technology from global suppliers' to manufacture in India
- ⊙ Technology tie-ups with strong regulatory support is one potential way forward for local suppliers



### Joint Venture with Global Players

- ⊙ Entering into JV's with global suppliers provide access to existing technology
- ⊙ Commercialization at the shortest time, with potential to further develop joint IPR ownership in the future

Development of path breaking SMART Key solution

Setting up of a New Vertical Electronic Manufacturing Excellence

Commercial production of Intelligent Transport System 2.0

### Important Achievements of Last 12 Months

**RIDEVISION**

TLA with Israel based company for two-wheeler ADAS

**INFAC**

Partnership for Vehicle Antenna manufacturing

**EVQ Point**

Developing capabilities in EV space

**Stoneridge**

Post JV acquisition, scope for further collaboration and technology licenses

# 2.2 Engineering Capabilities

## Spark Minda Technical Centre, Pune



300+ Engineers | Embedded Software  
EMI / EMC Lab, Anechoic Chamber

Accreditation

## E&E, WH Connection Systems & digitization



50+ Engineers | WH Design | E&E  
Architecture



100+ Engineers | Digital  
Clusters

## Power Electronics & Vehicle Access



20+ Engineers | Power  
Electronics



50+ Engineers | Vehicle  
Access solutions



200+

~ 50 % in last 5 years

Total IPs / Patents Filed



~2.0%

of annual revenue

R&D Spending



450+

Engineering Headcount

## Engineering Capabilities to Address Future Trends

### Electronics Hardware



### Embedded Software



### Testing, HiL, SiL, EMI/EMC, CAE

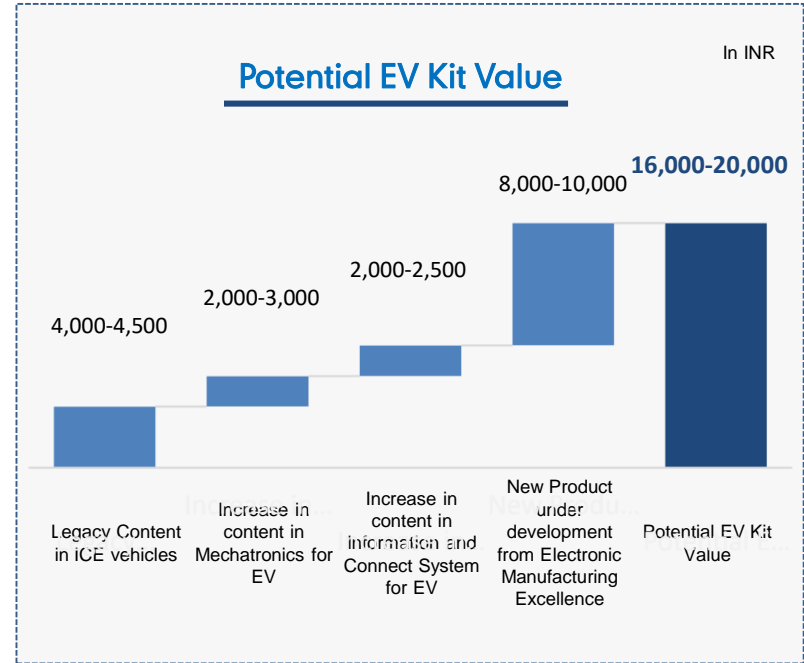
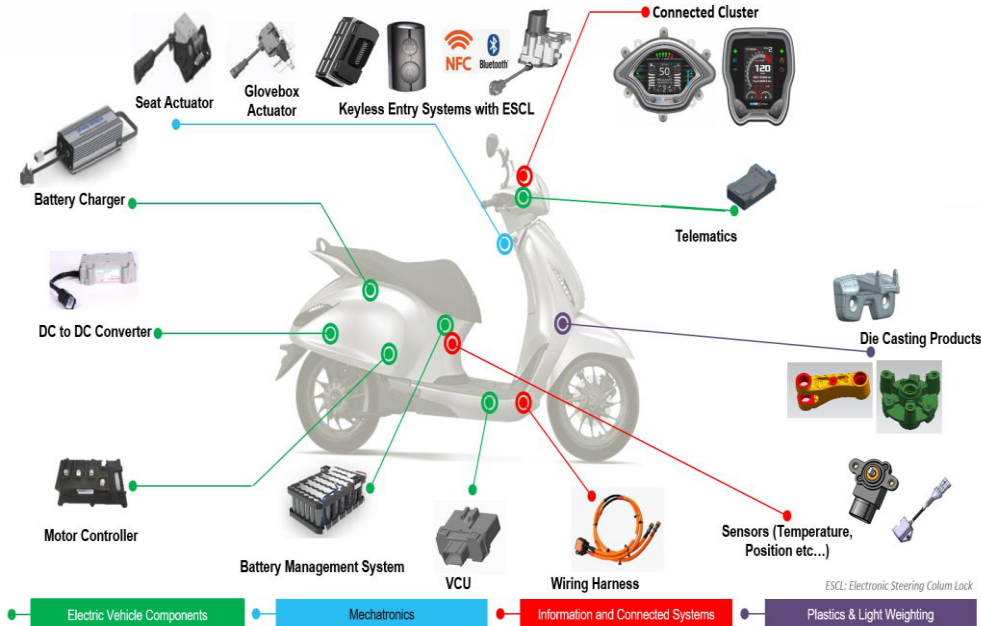


### Mechatronics Engineering




# 3. Electric Vehicle: Growth Opportunity

Most of our Products are Electric Vehicle Agnostic





# 3.1 Key Business Wins in FY22 and Clientele in EV Segment

### DC to DC Converter



First Time Product  
(Non-Legacy Product)

Key Customer





### Battery Charger




First Time Product  
(Non-Legacy Product)

Key Customer



HERO ELECTRIC  
The smart move



### Keyless System




New Tech Legacy  
Product

Key Customer





### Wiring Harness



Low Voltage EV WH  
(Legacy Product)

Key Customer



### EV Customers


















High value, Technologically advanced products; Global presence with 32 plants



Cost leadership in Manufacturing and Thought leadership position in Technology



Offering Advanced Technology products and system solutions in Light weighting, Active Safety, Connected, Electronification, and EV



Technological tie ups with global automotive component manufacturers



Well diversified customer base, product portfolio and business segments



Low leverage providing significant flexibility for organic / inorganic growth



Four-tier Governance structure to excel in Corporate Governance



Higher focus on Sustainability by strengthening the framework of ESG



# LET'S Connect

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

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