



**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



August 18, 2021

**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 Investors' Presentation, which may be presented to various investors, analysts while meeting and also while attending investor conferences, if any, from time to time. This presentation is 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

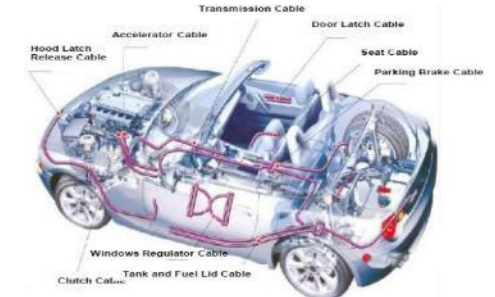


## Full Product Range for Variety of Applications

- ❧ 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

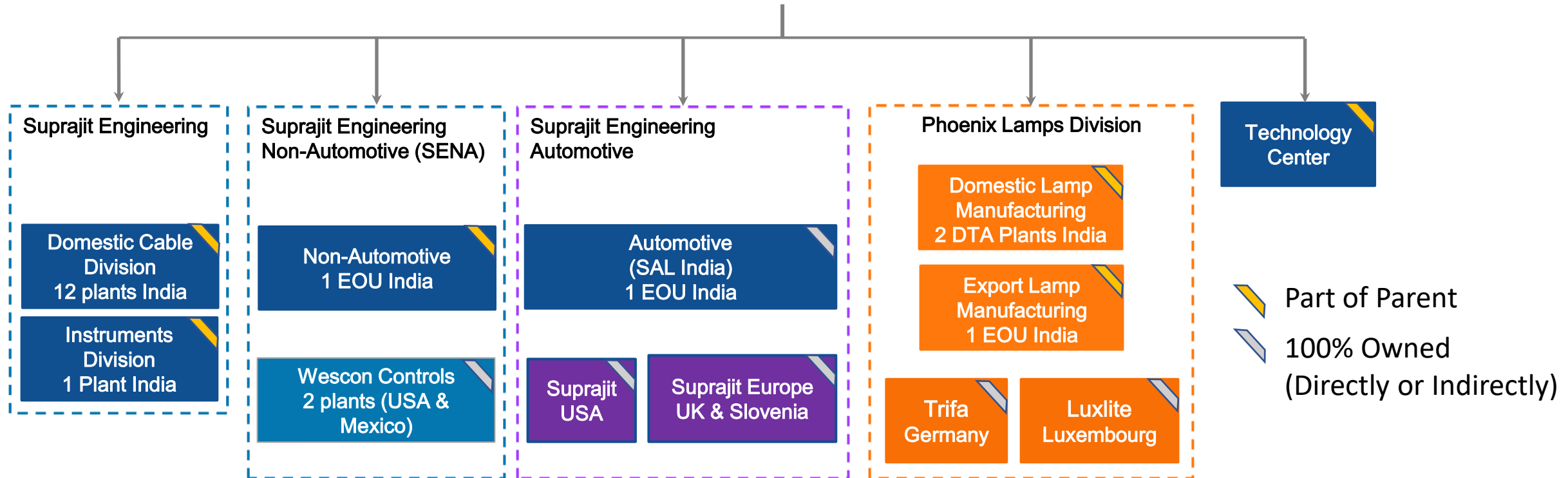


- 🌀 World-class manufacturing with operations IATF 16949 certified.
- 🌀 Global standards in manufacturing, testing and quality assurance.
- 🌀 Vertical process integration for key processes and optimized supply chain.

## IATF 16949 Plants



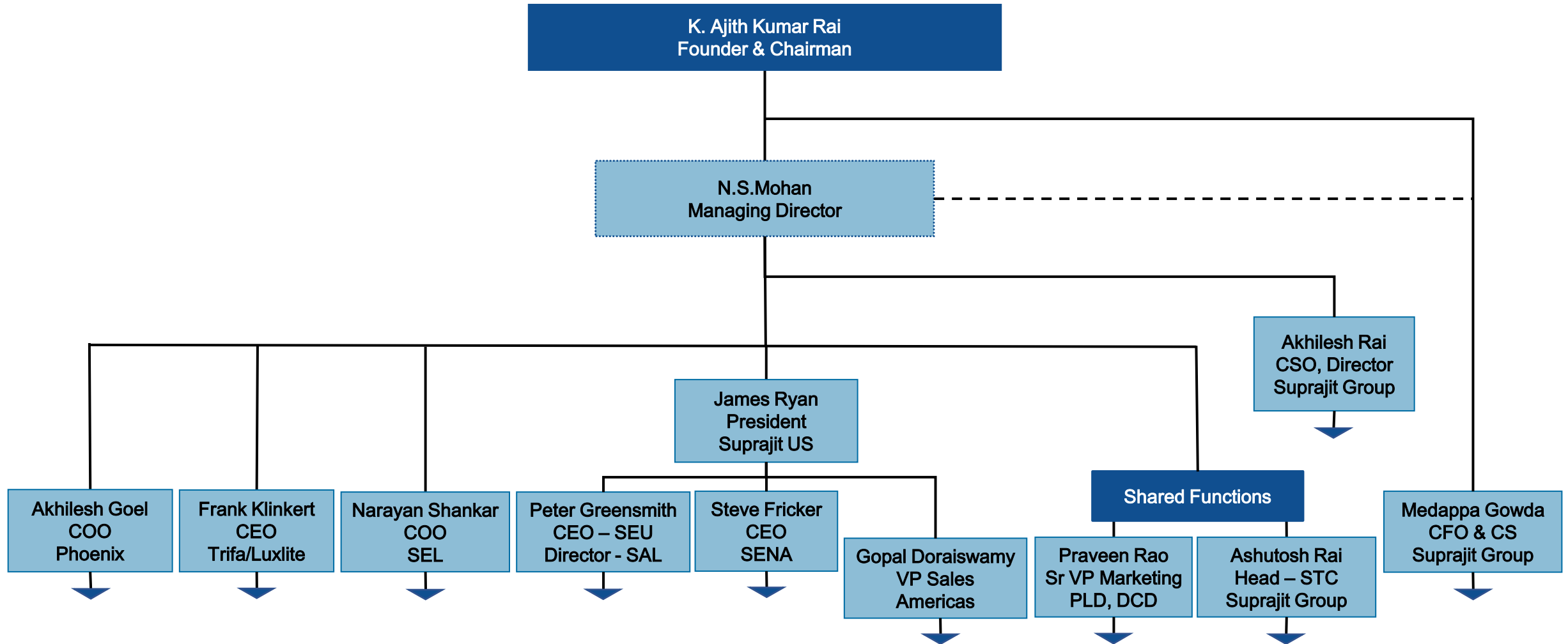
## Suprajit Engineering Limited



**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**

Two-Wheeler → Three-Wheeler & India Aftermarket → Passenger & Commercial Vehicles, Agriculture → Power Sports, Garden Equipment, Global After market, Electric Vehicles

**Multiple Segments**

**Single Customer**

TVS Motor Company → Bajaj Hero Honda Yamaha → Tata Motors, Swaraj Mazda, Eicher Motors Mahindra → BMW, VW, GM Ford, Suzuki → John Deere, Kubota, MTD → Hero Electric, Ather, NDS

**Multiple Customers**

**Single Product**

Mechanical Control Cables → Speedometers → Cable based levers & assemblies → Automotive Halogen Lamps Electronics

**Multiple Products**

**Single Location**

- Multiple States -  
Karnataka → Maharashtra Gujarat Haryana Uttarakhand Rajasthan Tamil Nadu Uttar Pradesh → - Multiple Countries -  
UK , US, Germany, Luxembourg, Mexico, Slovenia

**Multiple Locations**

**Single Brand**



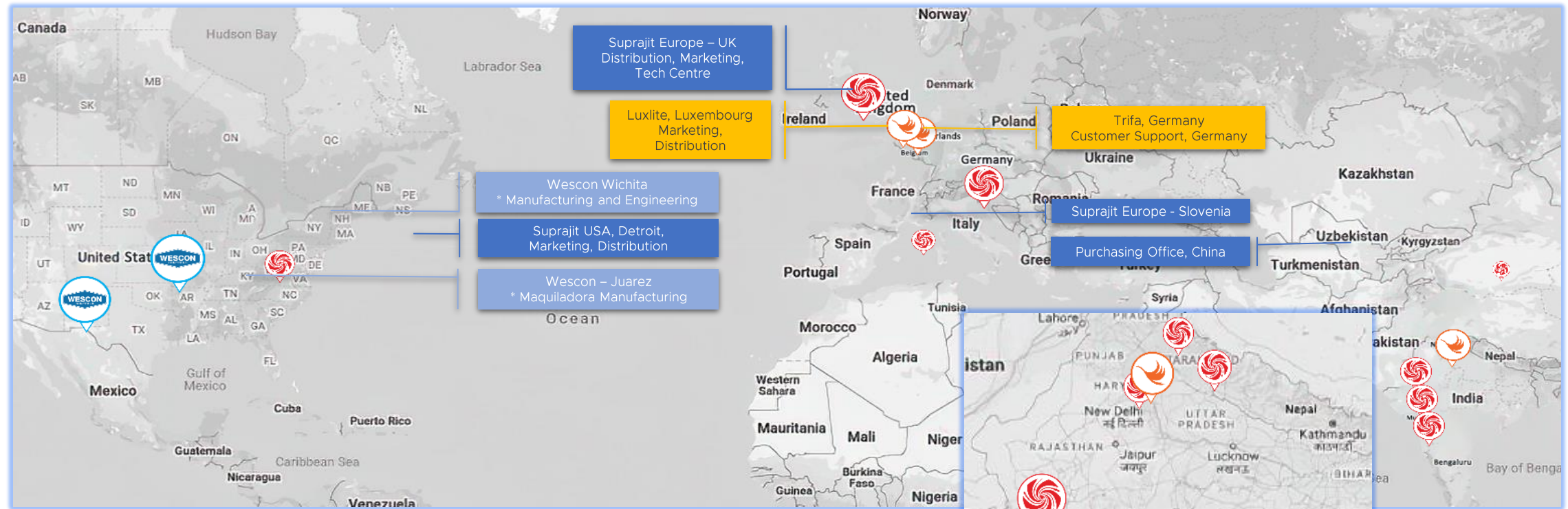
**Multiple Brands**

**Through Strong Organic Growth, Capacity Expansion, and Strategic Aquisitions**





Suprajit Engineering Automotive Cables	Phoenix Lamps Halogen Lamps	Wescon Controls Non-Automotive cables
<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:

- Nodia 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)



Allied Motion Control Parts



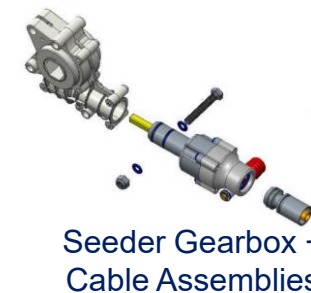
Vehicle Lighting



Instrument Clusters



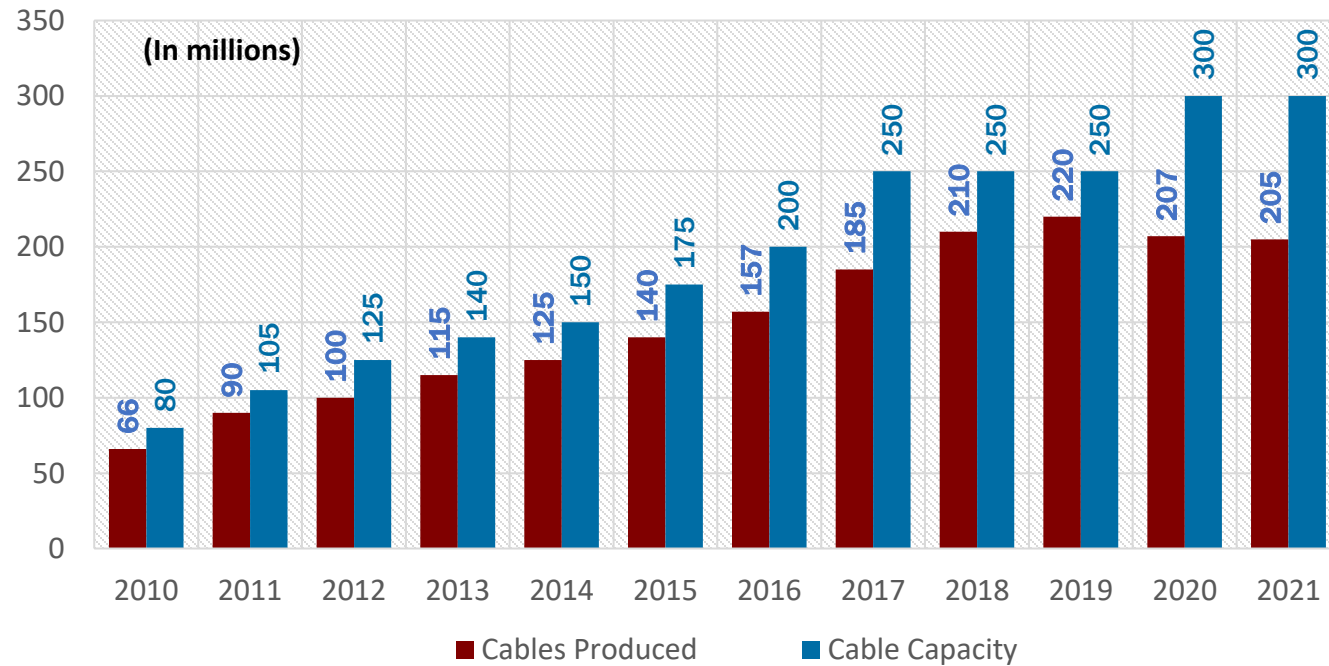
Control Cable Mechanisms



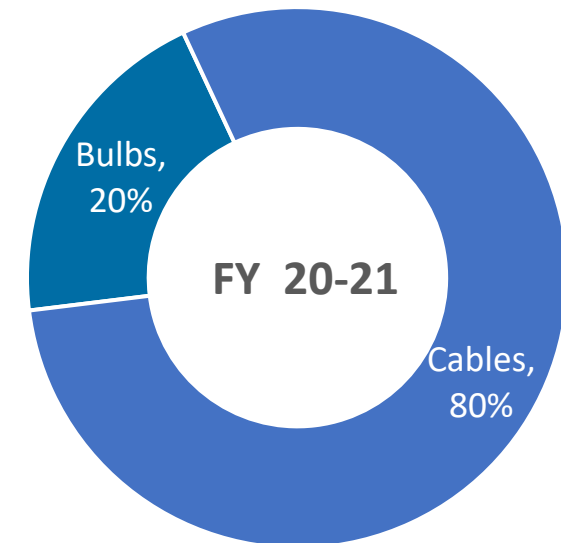


# Financials

## Cable Capacity



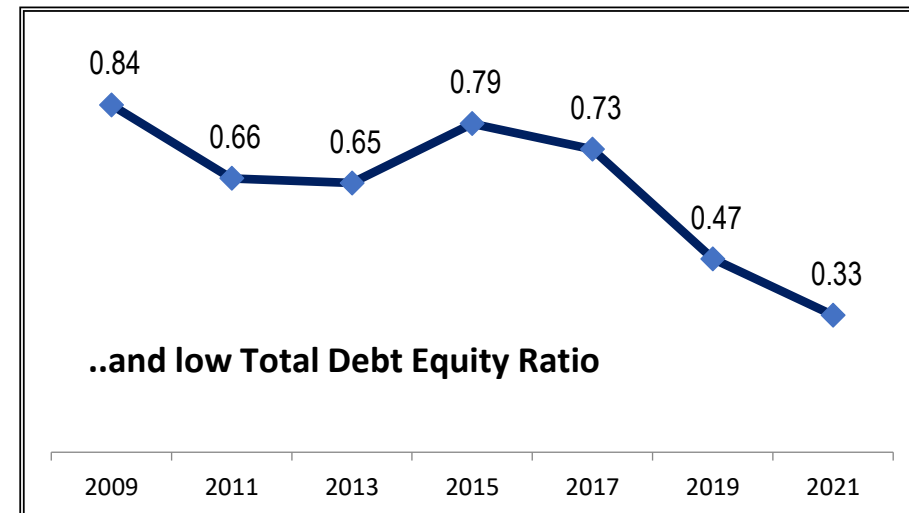
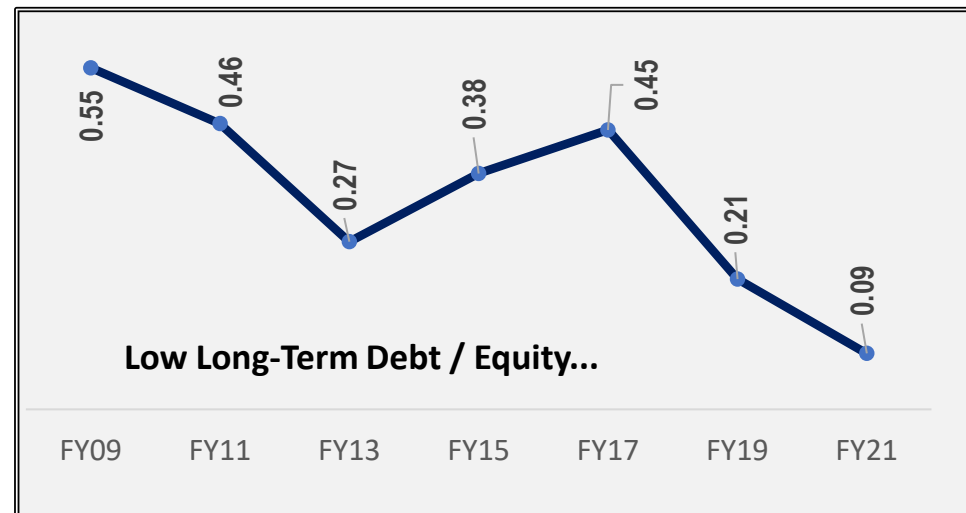
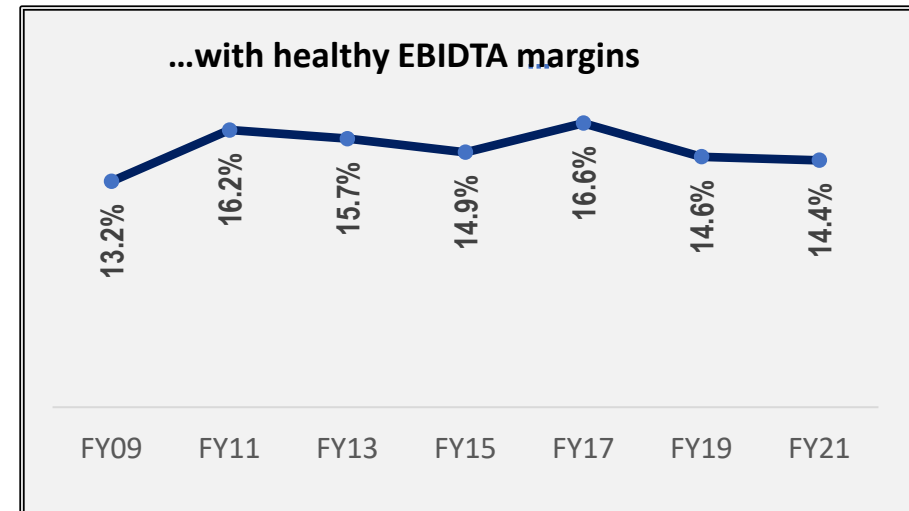
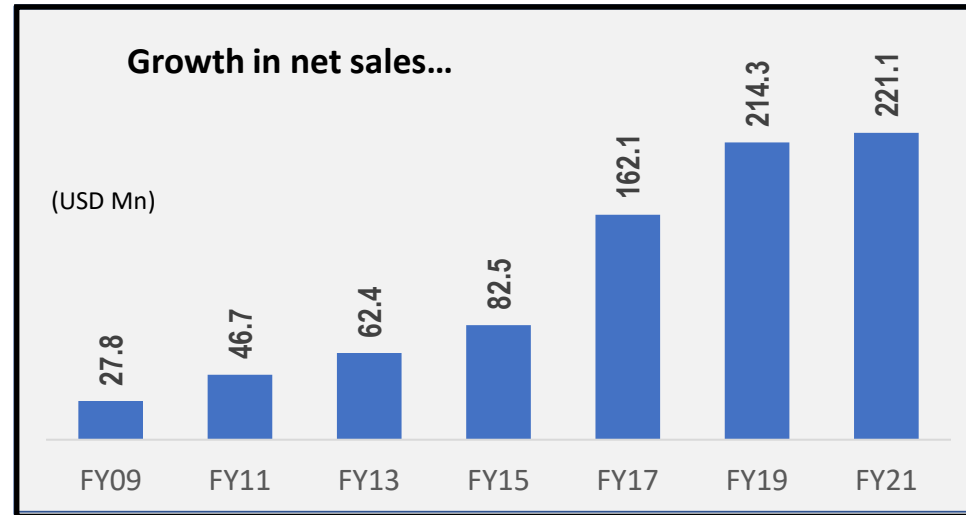
## Revenue Split



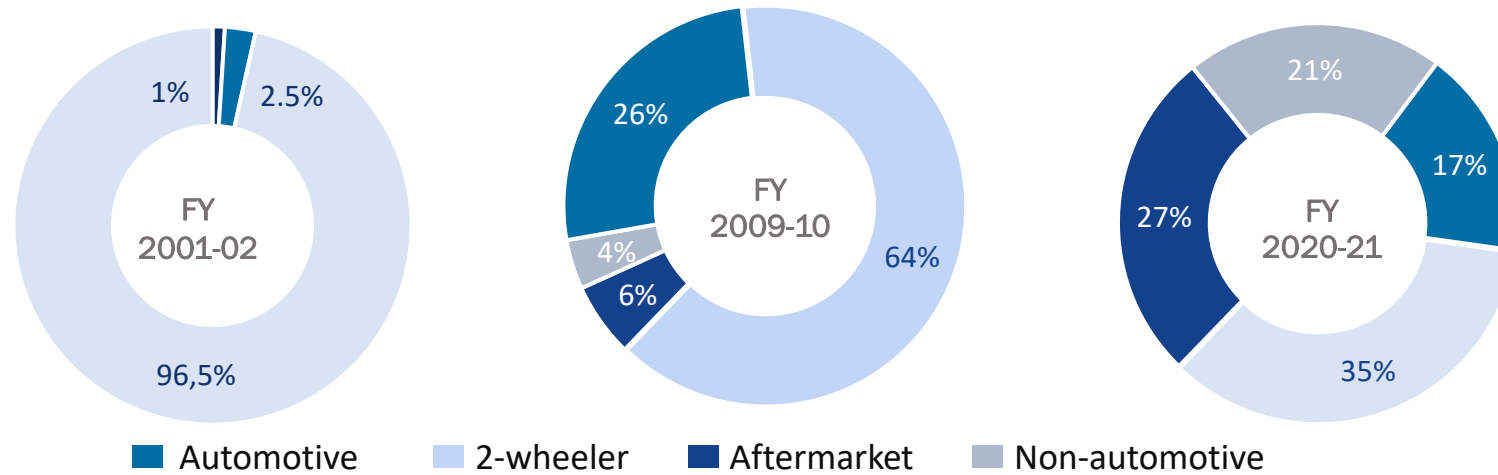
**CAPACITY**

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

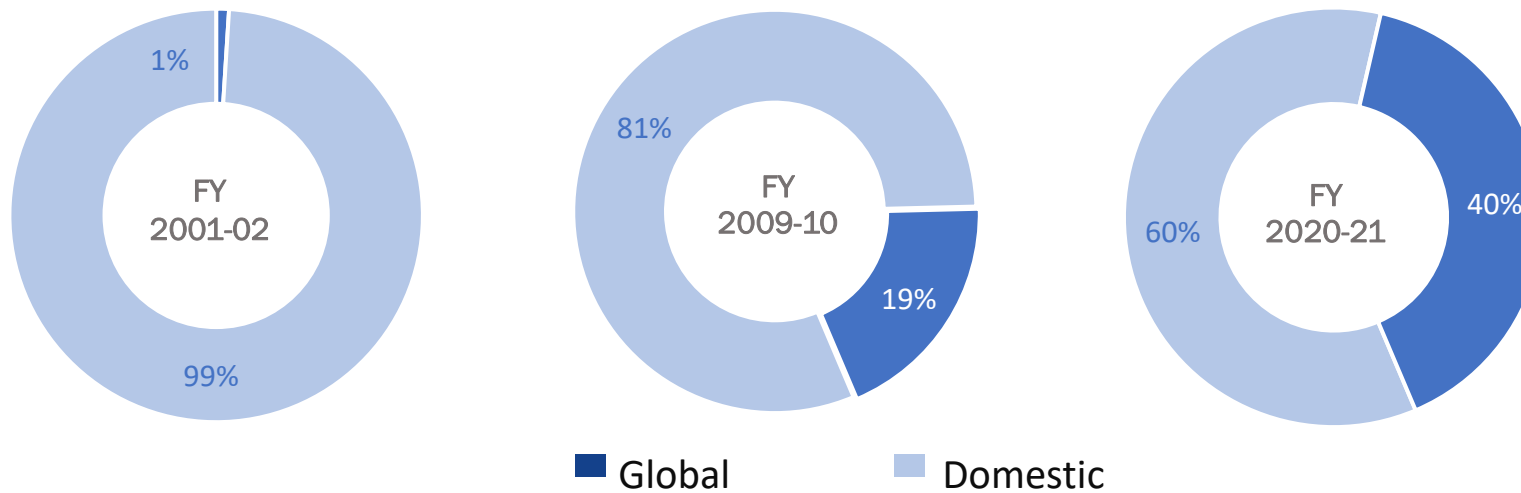




Category-wise



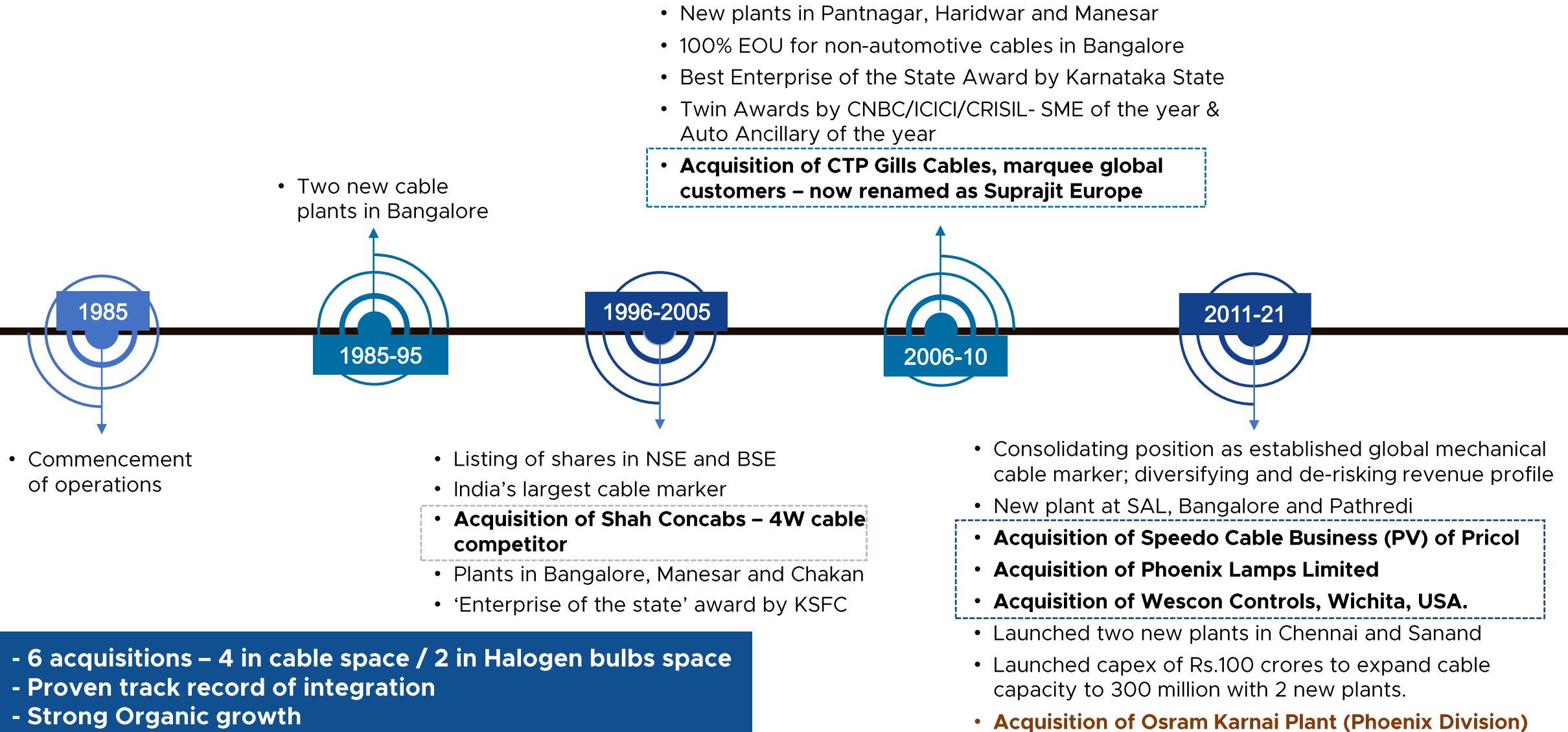
Geography-wise





# 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 & VAVE & ‘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





Thank You

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