

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

Date: 27.10.2023

BSE Limited
Department of Corporate Services,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

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

BSE Code: 513262

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015: Presentation of the Company

Dear Sir/Ma'am,

In continuation of our letter dated 23.10.2023 w.r.t. Intimation of Analysts/Institutional Investors Meet to be held on 30.10.2023, please find enclosed the presentation of the company to be made to the Analysts/ Investors.

The same shall be accessible on the website of the Company i.e. 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

Encl: a/a

Regd. Office:

Village Somalheri/Lehli, P.O. Dappar, Tehsil Derabassi, Distt. Mohali, Punjab (India)

Tel.: +91 (1762) 275249, 275872, 275173 Fax: +91 (1762) 275228 Email: hrdho@sswlindia.com Website: www.sswlindia.com







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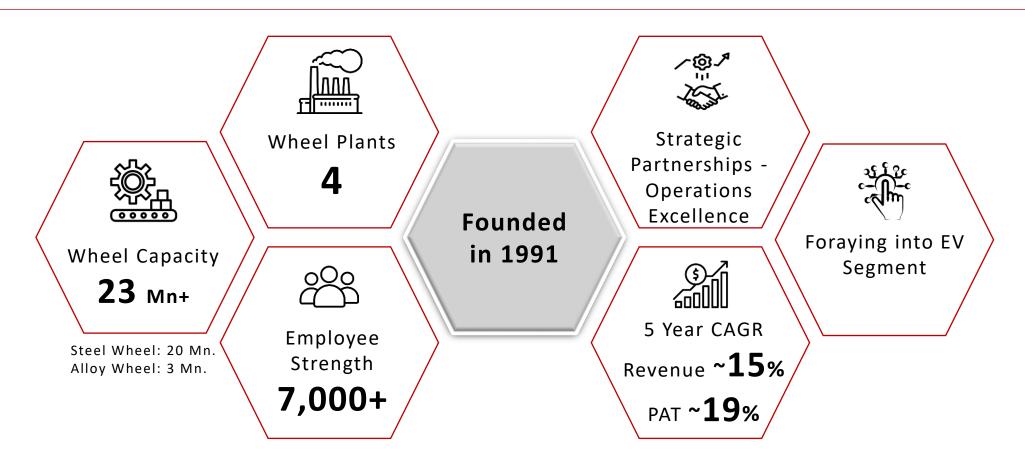






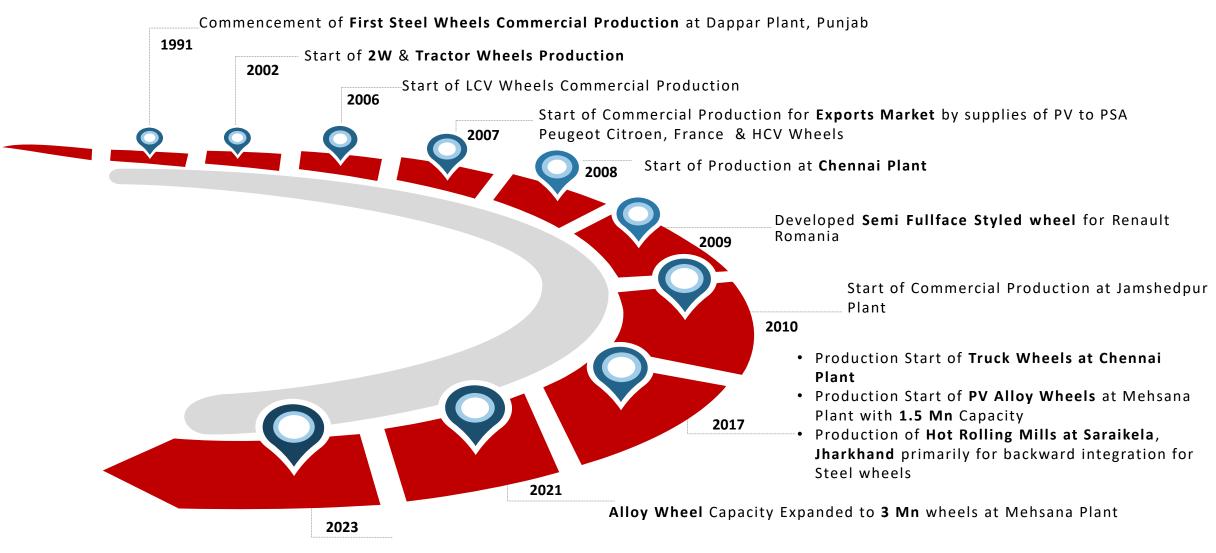
SSWL is a leader in designing & manufacturing Automotive wheels – both Steel & Alloy Wheels category

SSWL aspires to be the Preferred Global Brand of Wheel Solution provider committed to excellence



Our Journey





Logged Highest ever Turnover in FY23 of INR 4,041 Cr with ~176 Lakh wheels units Sold

Strategic Partnerships



TATA Steel Limited, India

6.94% Stake in Steel Strips Wheels Limited

- Tata Steel Limited (through its then wholly-owned subsidiary Company namely Kalimati Investment Company Ltd, which has now merged with Tata Steel Ltd) had entered into a Strategic Alliance Agreement in January 2008 with SSWL
- Through this relationship, Tata Steel supports us with more flexibility in areas such as supply chain management, enjoying priorities and stronger support for new grade developments, etc

Nippon Steel & Sumitomo Metal Corporation, Japan

5.43% Stake in Steel Strips
Wheels Limited

- Sumitomo Metal Industries Limited, merged with Nippon Steel Corp and now known as Nippon Steel & Sumitomo Metal Corporation (NSSMC), has entered into a Strategic Alliance Agreement in December 2010
- This relationship helps in bringing international expertise in steel quality and newer technology exploration
- Sumitomo Group, which has 400 years of manufacturing history, founded Sumitomo Metals in 1897 and it is one of the world's leading steelmakers





Steel Wheels - Rs. 1,567 crores (~72%) (H1 FY24 Revenues)



Robust WheelSteel Wheels are robust, fit, tough for rugged SUVs

Competitive Pricing

Competitively priced; have higher acceptance in mass vehicles

Suitability

More flexible, absorbs more shock, thus suitable for off-road and heavy duty applications

Quick Maintenance

Requires nothing more than hammering the bent portion into proper shape

Alloy Wheels – Rs. 612 crores (~28%) (H1 FY24 Revenues)



Aesthetics

Have an enhanced aesthetic appeal, higher acceptance in high value PVs

Strength

The higher strength-toweight ratio for alloy wheels leads to greater control and precision steering

Free from Corrosion

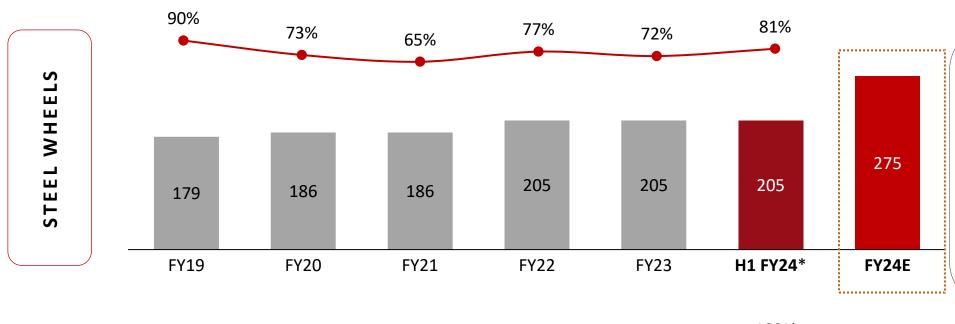
Alloy wheels are known for their ability to resist corrosion

Heat dissipation

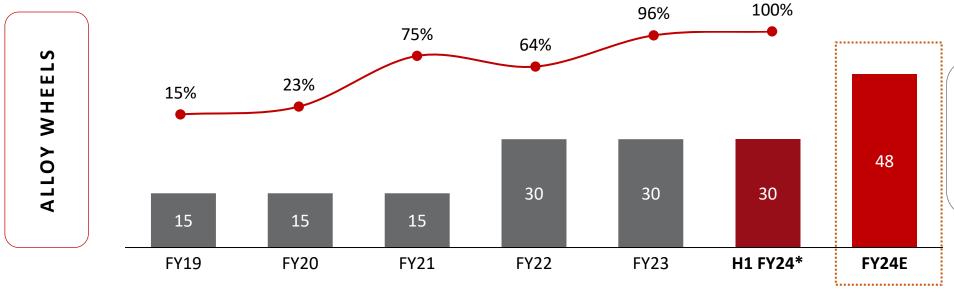
Alloy wheels disperse heat better and this decreases cracking and bending which also translates to more efficient braking

Product Capacities & Utilization





- By FY24 end, 70 Lakhs
 Steel Wheel capacity to
 be added in phased
 manner, post acquisition
 of AMW Auto
 Components Limited
- NCLT Order received on 12th October 2023
- Resolution plan to be implemented within 90 days of order date



 Alloy Wheels Capacity to be expanded by 60% i.e.
 18 lakh Wheels at Mehsana Plant, Gujarat

State-of-the-Art Facilities





Wheel Capacity (Mn)

Catering to

Dappar, Punjab

10.8

PV, MUV, Tractor & OTR





Chennai, Tamil Nadu

6+1.5 7.5

PV & CV





Jamshedpur, Jharkhand

2.2

HCV / LCV





Mehsana, Gujarat

3.0

PV

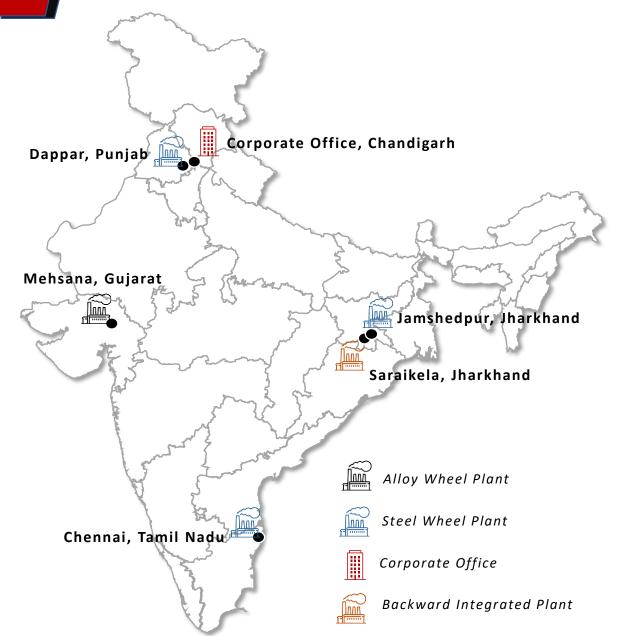




Saraikela, Jharkhand

Backward Integrated Plant for Steel Wheels





Clientele













































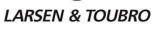






DAIMLER



















































Steel Wheels

Steel Strips Wheels Limited

Domestic Market Share



Passenger Vehicle

Key Customers Key Platforms Share of Business Maruti Suzuki Ciaz, Baleno, Scross, Brezza, Celerio 42% Hyundai Venue, Xcent, Grandi10, Verna 45% Mahindra KUV, TUV, XUV 50% Honda Mobilio, WRV, Jazz Amaze, City 50% MG Motors Hector 100% Kia Seltos, Carnival, Sonet 55%

Share of Business

55%

42%

FY19

FY20

MHCV



Key Customers Key Platforms Ashok Leyland Ecomet, Ross, Viking, Cheetah Ultra TATA Motors LPK1512, LPK1518, 2518, 3718, 3118, 4218

160 157 148 137 123

FY21

Steel Wheel Sales Volume

(in Lakh Units)



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



Key Platforms	Share of B	usiness
Ape City, Ape Cargo		54%
Activa, Dio, Activa125, Grazia, Aviator		35%
Access 125		45%
Vikram		100%
	Ape City, Ape Cargo	Ape City, Ape Cargo Activa, Dio, Activa125, Grazia, Aviator Access 125

Steel Wheel Sales Value Contribution

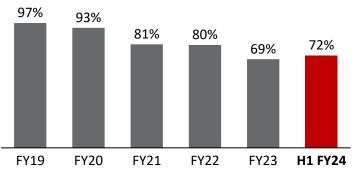
FY22

FY23

Incl. Exports

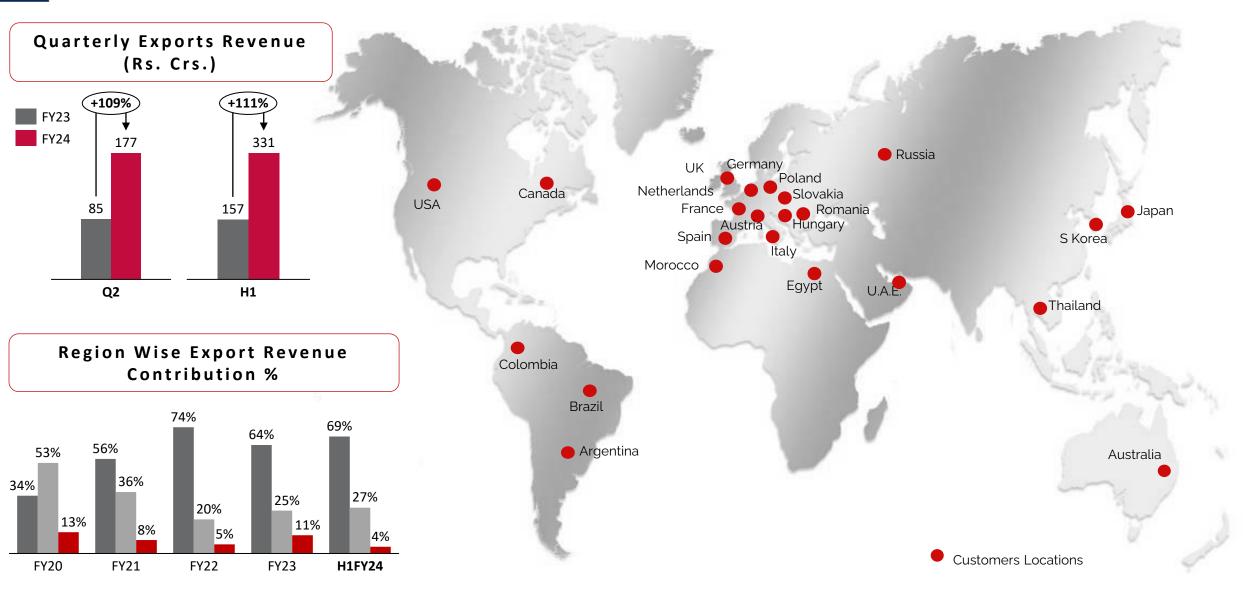
H1 FY24

Incl. Exports



Export Profile





Others



Growth Drivers







Sales Mix Shift

Shift of Sales Mix towards High Margin Accretive Segments - Alloy Wheel & Exports



Operations Optimization

Development of Robotic Automated Operation process for Operating Cost Rationalization



Foray into EV Segment

Exploring various avenues to foray into EV Segment



Industry Growth

Steel Wheel Market to grow at 8% p.a. whereas Alloy Wheel Market to grow at 12% p.a. over next 5 years



Improving Returns

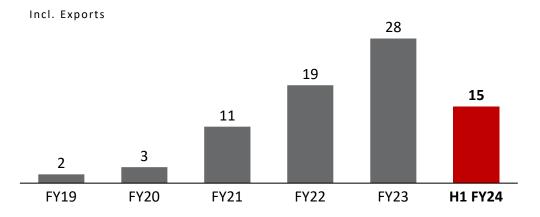
Strengthening Balance Sheet thereby Improving Return on Capital Employed & Return on Equity

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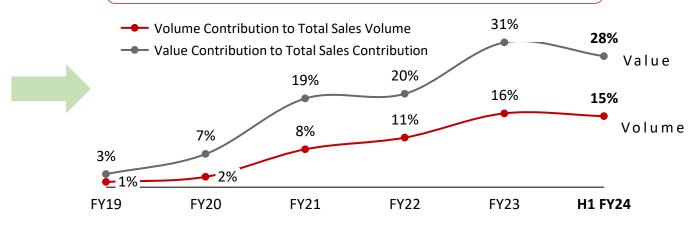
Shift of Sales Mix to High Margin Alloy Wheels Segment



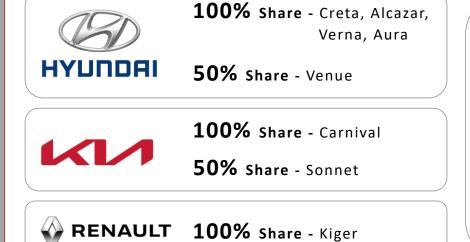




Leading to Increased Contribution to Sales



Y CUSTOMERS



TATA MOTORS

100% Share - Punch

85% Share - Tigor

50% Share - Altorz

40% Share - Harrier, Nexon



100% Share - Magnite



100% Share – XUV 300/700, Bolero Neo, Scorpio Refresh



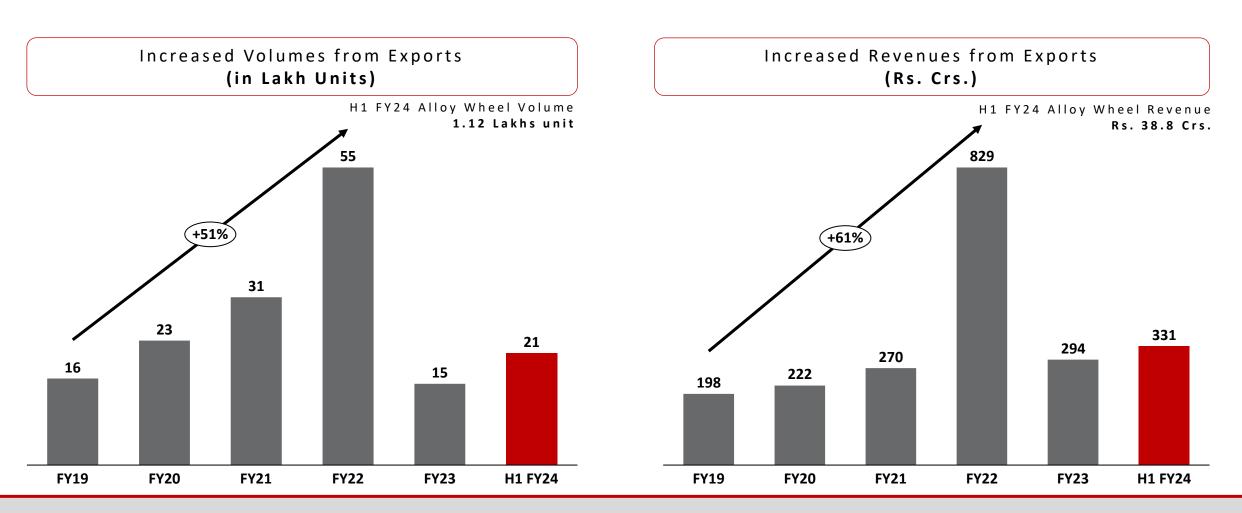
100% Share - Slavia



43% Share - Astor

Shift of Sales Mix to High Margin Exports Segment



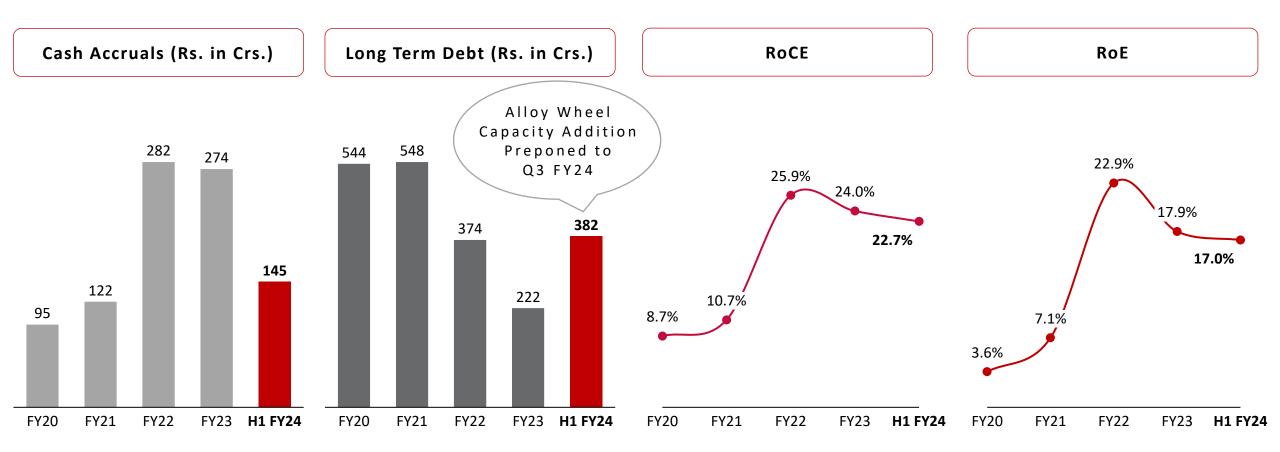


H1 FY24 Exports Volume and Revenue surpasses full year FY23 Volumes and Revenue



Strengthening Balance Sheet

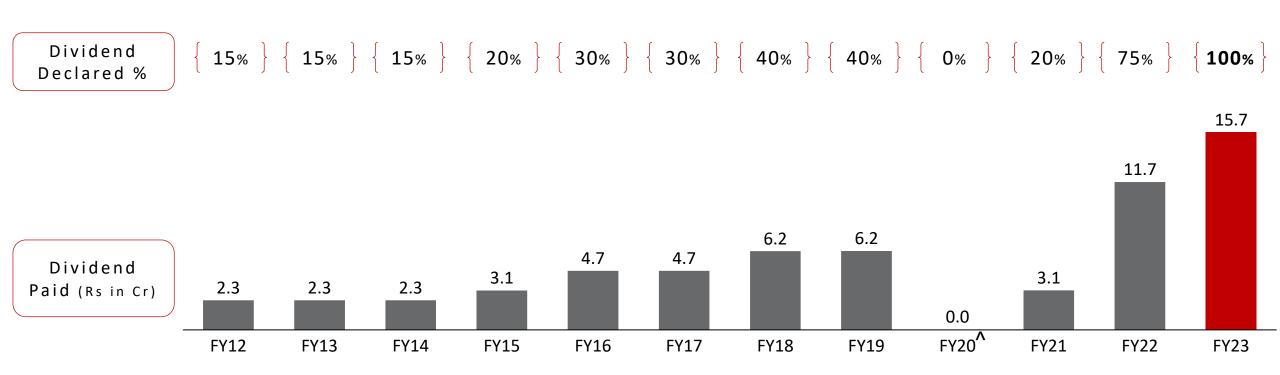




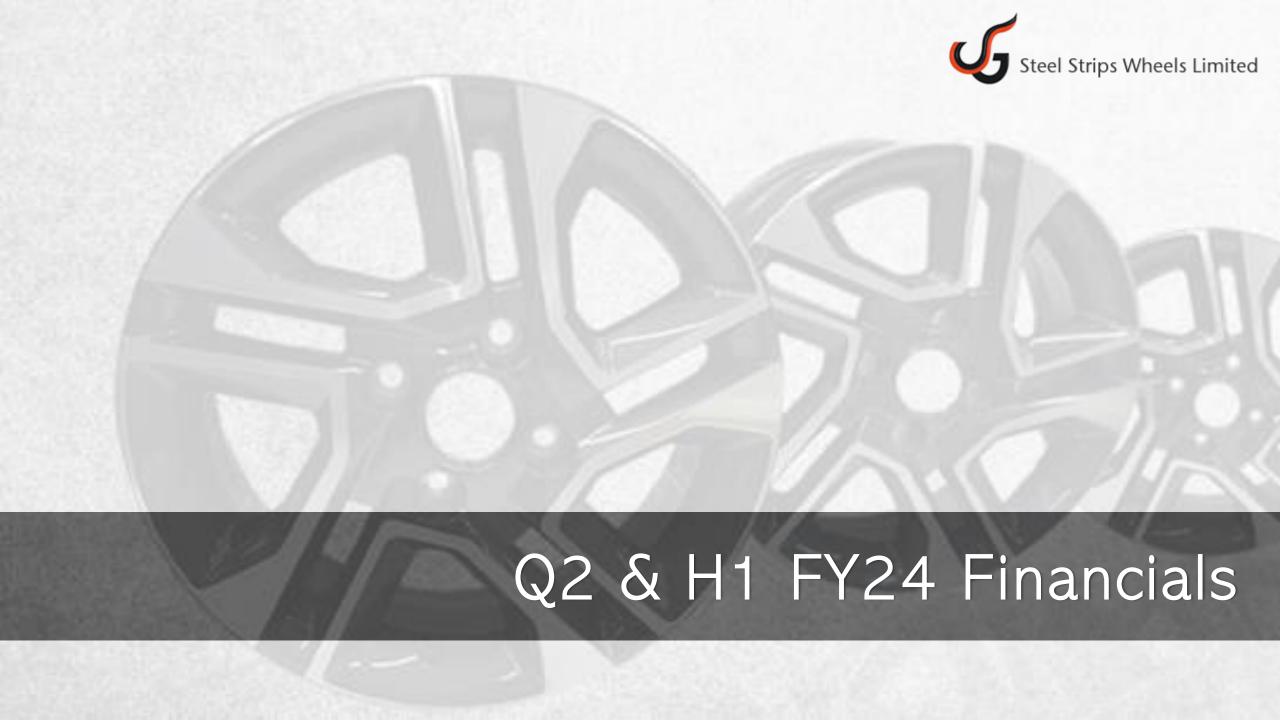
Increasing Cash Accruals to utilize in repayment of Long-term Debt, hence improving Returns on Capital Employed and Returns on Equity

Dividend Payout History





Consistent Dividend paid by the Company



Financial Performance Snapshot







Consolidated Profit & Loss



Particulars (Rs. in Crs)	Q2 FY24	Q2 FY23	Y-o-Y	Q1 FY24	Q-o-Q	H1 FY24	H1 FY23	Y-o-Y
Revenue from Operations	1,133.7	1,081.1	4.9%	1,044.4	8.6%	2,178.1	2,097.2	3.9%
Cost of Materials Consumed	748.2	718.9		688.4		1,436.5	1,415.9	
Changes in Inventory	-0.9	16.5		-13.5		-14.5	-1.0	
Gross Profit	386.5	345.7	11.8%	369.6	4.6%	756.1	682.3	10.8%
Gross Profit Margin	34.1%	32.0%	210 bps	35.4%	(130) Bps	34.7%	32.5%	220 bps
Employee Cost	89.6	66.1		88.3		177.8	131.3	
Other Expenses	172.5	162.4		168.3		340.8	324.6	
EBITDA	124.4	117.2	6.2%	113.0	10.1%	237.5	226.5	4.8%
EBITDA Margin	11.0%	10.8%	20 bps	10.8%	20 bps	10.9%	10.8%	10 bps
Depreciation	22.5	20.2		22.4		44.9	40.3	
Other Income	3.0	3.6		4.2		7.2	3.7	
EBIT	104.9	100.6	4.3%	94.8	10.7%	199.7	189.9	5.2%
EBLT_Margin	9.3%	9_3%		9.1%	20 bps	9_2%	9.1%	10 bps
Finance Cost	26.0	20.6		23.6		49.6	38.8	
Share of (Profit) / Loss from Associates	0.1	0.0		0.2		0.3	0.0	
Profit before Tax	78.8	80.0	-1.5%	71.0	10.9%	149.8	151.0	-0.8%
Profit before Tax Margin	6.9%	7.4%	(50) bps	6.8%	10 bps	6.9%	7.2%	(30) bps
Tax	26.5	25.4		23.6		50.1	48.3	
Profit After Tax	52.3	54.6	-4.2%	47.4	10.3%	99.7	102.7	-2.9%
Profit After Tax Margin	4.6%	5.1%	(50) bps	4.5%	10 bps	4.6%	4.9%	(30) bps
EPS (In Rs.)	3.34	3.49		3.03		6.37	6.57	

Due to Preponement of Alloy Wheel Capacity Expansion timeline, fresh borrowing is made for which finance cost has increased on YoY basis by ~26% in Q2 FY24 and by ~28% in H1 FY24, due to which Profitability is impacted



Consolidated Balance Sheet



Assets (Rs. in Crs)	Sep-23	Mar-23
Non - Current Assets	1,749.8	1,603.1
Property Plant & Equipments	1,301.6	1,347.3
CWIP	353.3	163.4
Intangible assets	1.3	1.3
Financial Assets	38.4	36.8
Other Non - Current Assets	55.3	54.4
Current Assets	1,249.5	1,178.3
Inventories	705.8	734.0
Financial Assets		
(i) Trade receivables	464.9	348.8
(ii) Cash and cash equivalents	10.7	18.3
(iii) Bank Balance & Other than above	26.0	25.7
(iv) Loans	6.3	4.8
(v) Other Financial Assets	0.0	0.0
Current Tax Assets (Net)	0.0	3.9
Other Current Assets	35.8	42.9
Total Assets	2,999.3	2,781.4

Equity & Liabilities (Rs. in Crs)	Sep-23	Mar-23
Total Equity	1,223.1	1,134.7
Share Capital	15.7	15.7
Other Equity	1,207.4	1,119.1
Share application money pending allotment	0.0	0.0
Non-Current Liabilities	533.8	431.4
Financial Liabilities		
(i) Borrowings	282.5	161.1
(ii) Other Financial Liabilities	50.5	68.3
Provisions	31.7	30.5
Deferred Tax Liabilities (Net)	169.2	171.6
Current Liabilities	1,242.5	1,215.2
Financial Liabilities		
(i) Borrowings	553.9	477.2
(ii) Trade Payables	644.6	694.8
(iii) Other Financial Liabilities	0.0	0.0
Current tax liabilities (net)	5.6	0.0
Provisions	6.2	5.1
Other current liabilities	32.2	38.1
Total Equity & Liabilities	2,999.3	2,781.4



Consolidated Cash Flow Statement



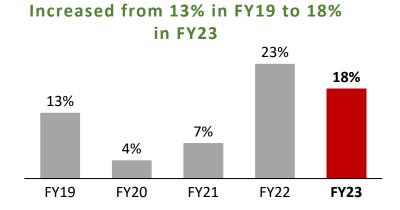
Particulars (Rs. in Crs)	Sep-23	Sep-22
Net Profit Before Tax	149.5	151.2
Adjustments for: Non -Cash Items / Other Investment or Financial Items	96.6	75.7
Operating profit before working capital changes	246.2	227.0
Changes in working capital	-173.0	-222.7
Cash generated from Operations	73.2	4.3
Direct taxes paid (net of refund)	27.0	20.0
Net Cash from Operating Activities	46.2	-15.7
Net Cash from Investing Activities	-186.4	-33.8
Net Cash from Financing Activities	132.9	54.4
Net Increase/(Decrease) in Cash and Cash equivalents	-7.3	4.9
Add: Cash & Cash equivalents at the beginning of the period	44.0	57.9
Cash & Cash equivalents at the end of the period	36.7	62.8



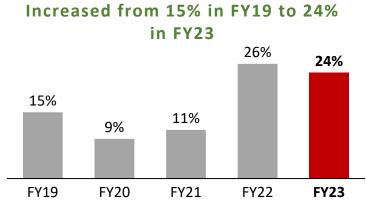
Performance Ratios



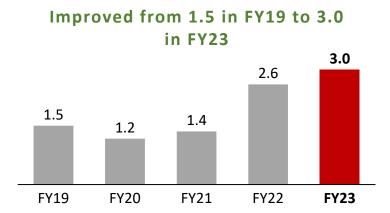
Return on Equity (RoE)



Return on Capital Employed (RoCE)

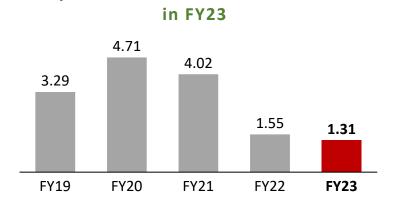


Asset Turnover Ratio

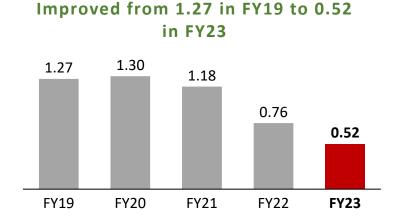


Debt / EBITDA

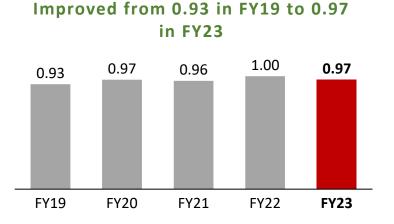
Improved from 3.29 in FY19 to 1.31



Debt / Equity

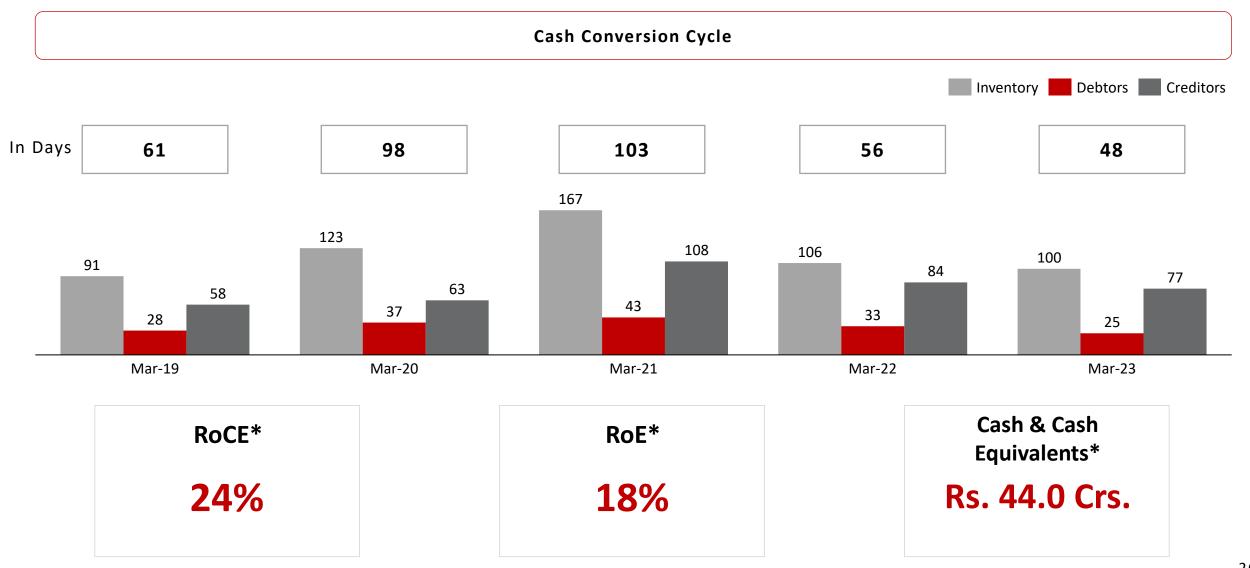


Current Ratio



Strengthening Balance Sheet







Historical Profit and Loss



Profit and Loss (Rs in Crs)	FY23	FY22	FY21	FY20	FY19
Revenue from Operations	4,040.5	3,560.0	1,749.4	1,563.3	2,041.2
Cost of Materials Consumed	2,688.3	2,221.6	1,082.4	973.3	1,353.7
Changes in Inventory	-24.7	-34.5	16.7	-7.1	-49.8
Gross Profit	1,376.9	1,372.8	650.3	597.1	737.3
Gross Profit Margin	34.1%	38.6%	37.2%	38.2%	36.1%
Employee Cost	283.7	218.7	152.9	156.1	188.3
Other Expenses	650.4	701.4	293.6	269.7	303.2
EBITDA	442.8	452.8	203.8	171.2	245.9
EBITDA Margin	11.0%	12.7%	11.6%	11.0%	12.0%
Depreciation	80.4	76.9	72.3	71.9	61.9
Other Income	12.4	13.0	16.3	22.1	17.5
EBIT	374.8	388.9	147.8	121.4	201.4
EBIT Margin	9.3%	10.9%	8.5%	7.8%	9.9%
Finance Cost	83.5	85.4	83.9	88.7	92.5
Profit before Tax	291.2	303.5	63.8	32.7	108.9
Profit before Tax Margin	7.2%	8.5%	3.6%	2.1%	5.3%
Тах	97.3	97.8	14.6	11.4	25.4
Prior Period Adjustment	0.1	0.3	0.0	-2.2	1.1
Profit After Tax	193.8	205.5	49.3	23.4	82.4
Profit After Tax Margin	4.8%	5.8%	2.8%	1.5%	4.0%
EPS	12.39	13.16	3.16	1.50	5.29





Assets (Rs. in Crs)	FY23	FY22	FY21	FY20	FY19
Non - Current Assets	1,603.1	1,497.0	1,425.9	1,412.8	1,400.7
Property Plant & Equipments	1,347.3	1,358.3	1,257.4	1,304.7	1,327.5
CWIP	163.4	96.9	109.3	85.5	52.8
Intangible assets	1.3	1.3	1.8	1.8	1.7
Financial Assets	36.8	30.3	20.7	19.5	17.4
Other Non - Current Assets	54.4	10.1	36.7	1.3	1.4
Current Assets	1,178.3	1,204.6	950.8	766.3	752.7
Inventories	734.0	647.0	496.5	329.3	338.1
Financial Assets					
(i) Trade receivables	348.8	392.3	257.1	209.8	194.0
(ii) Cash and cash equivalents	18.3	23.2	27.9	31.6	36.2
(iii) Bank Balance & Other than above	25.7	34.7	25.3	60.2	84.8
(iv) Loans	4.8	4.1	2.8	3.0	2.8
(v) Other Financial Assets	0.0	0.0	0.5	1.5	1.8
Current Tax Assets (Net)	3.9	0.0	2.3	2.5	0.0
Other Current Assets	42.9	103.2	138.4	128.4	95.0
Total Assets	2,781.4	2,701.6	2,376.7	2,179.1	2,153.4

Equity & Liabilities (Rs. in Crs)	FY23	FY22	FY21	FY20	FY19
Total Equity	1,134.7	951.8	749.3	698.0	659.9
Share Capital	15.7	15.6	15.6	15.6	15.6
Other Equity	1,119.1	936.2	733.7	682.4	644.3
Share application money pending allotment	0.0	0.0	0.0	0.0	21.8
Non-Current Liabilities	431.4	548.4	635.1	690.8	659.4
Financial Liabilities					
(i) Borrowings	161.1	279.3	379.8	441.8	458.1
(ii) Other Financial Liabilities	68.3	75.1	80.1	81.8	62.3
Provisions	30.5	23.5	11.5	13.7	13.3
Deferred Tax Liabilities (Net)	171.6	170.6	163.7	153.5	125.7
Current Liabilities	1,215.2	1,201.3	992.3	790.4	812.3
Financial Liabilities					
(i) Borrowings	477.2	498.6	557.5	456.6	392.9
(ii) Trade Payables	694.8	659.1	412.2	213.6	257.3
(iii) Other Financial Liabilities	0.0	0.0	0.0	102.7	136.6
Current tax liabilities (net)	0.0	1.8	0.0	0.0	1.4
Provisions	5.1	4.6	6.6	2.7	2.3
Other current liabilities	38.1	37.2	16.0	14.8	21.8
Total Equity & Liabilities	2,781.4	2,701.6	2,376.7	2,179.1	2,153.4



Cash Flow - Snapshot



Particulars (Rs. in Crs)	FY23	FY22	FY21	FY20	FY19
Net Profit Before Tax	288.6	300.9	63.9	32.3	108.7
Adjustments for: Non -Cash Items / Other Investment or Financial Items	154.8	150.9	144.5	152.3	148.1
Operating profit before working capital changes	443.4	451.8	208.4	184.7	256.8
Changes in working capital	-47.7	0.5	-24.7	-71.5	-46.5
Cash generated from Operations	395.7	452.3	183.7	113.1	210.3
Direct taxes paid (net of refund)	47.6	46.2	14.6	9.3	26.5
Net Cash from Operating Activities	348.1	406.1	169.1	103.9	183.8
Net Cash from Investing Activities	-127.9	-153.5	-37.1	-69.3	-80.5
Net Cash from Financing Activities	-234.1	-247.9	-170.6	-63.9	-112.9
Net Increase/(Decrease) in Cash and Cash equivalents	-13.9	4.7	-38.5	-29.3	-9.6
Add: Cash & Cash equivalents at the beginning of the period	57.9	53.2	91.7	121.0	130.6
Cash & Cash equivalents at the end of the period	43.9	57.9	53.2	91.7	121.0







Promotion of Education by strengthening government schools & helping poor students by providing Financial Assistance & providing access to education to Orphan Children who lost their parents due to Covid-19

Providing help to the Mentally
Challenged Children in getting special
life skills education to make them selfdependable and able to manage the
real-life situations at home, in the
community and at workplace

Initiated projects worth

8MW in Solar and wind

power energy to convert

from fossil fuel energy. We

expect all of them to be on

stream in FY 2022-23 to

move towards the ESG goal



Strengthening Community Health
Centre at Lalru, Punjab by providing
essential medical machineries,
equipment's and other items to deal
with Covid-19 & other health problems

Ensuring environment
sustainability through
developing & maintaining
green park & cleaning
activities. Construction,
Renovation & Beautification of
government schools

Giving Back to Society is Our Core Value





Best Quality Performance - JCB

Best Localization Award for the Year 2022 - Hyundai Motor India Limited









THANK YOU

Company: Steel Strips Wheels Limited

CIN: L2710PB1985PLC006159



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