Marching Ahead with Confidence...

Corporate Presentation

April 2019
Overview

1. Core business, Group and Organization structure
2. Customer Profile
3. Strategy – Suprajit 2.0
4. Financials.
5. Milestones, Strengths and Accolades
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 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 & Nonautomotive

Suprajit
A Global Leader in Control Cables and Halogen Lamps
Range of Halogen Lamps

Suprajit
A Global Leader in Control Cables and Halogen Lamps
Best-in-Class Facilities

- 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.

IATF16949 Plants
Suprajit Group Structure

Suprajit Engineering Limited

- Suprajit Europe (SEU)
- Suprajit Automotive (SAL)
- Suprajit USA, Inc
- Suprajit Foundation (CSR Arm)
- Phoenix Lamps Division (3 plants)
  - Luxlite Luxembourg
  - Trifa Germany

100% ownership in Suprajit Europe (SEU), Suprajit Automotive (SAL), Suprajit USA, Inc, and Suprajit Foundation (CSR Arm).

100% ownership in Phoenix Lamps Division (Erstwhile Phoenix Lamps Limited, merged with Suprajit recently).

Wescon Controls LLC (2 plants)

100% ownership in Wescon Controls LLC.
Group Overview

- Top 3/5 in cables / halogen lamps.
- Dominant supplier in Indian Automotive Industry.
- Preferred Supplier to both Domestic and Overseas Customers (OEMs and Aftermarket).
- Exports to 50+ countries.
- Strong presence in nonautomotive cables in US/North American markets through Wescon.
- Strong Brands: **Suprajit, Wescon and Phoenix.**
Customer Profile
Customers – Automotive
Customers – Two Wheeler

TVS  
Hero  
BAJAJ  
HONDA  
YAMAHA  

PIAGGIO®  
Mahindra  
2 Wheelers  
ATUL GROUP  
ROYAL ENFIELD  
KTM  
SUZUKI  

UNITECH MACHINES LIMITED  
rinder  
FIEM  
varroc
Customers – Non Automotive

John Deere | MTD | Toro | Husqvarna | Piaggio

Honda | Jacobsen | EZGO | TAFE | Kubota

Codica Automotive | New Holland | Whirlpool | Briggs & Stratton | JCB

Suprajit | A Global Leader in Control Cables and Halogen Lamps
## Customers (>US$ 3 millions)

<table>
<thead>
<tr>
<th>Hero Moto Corp</th>
<th>VW Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>TVS Motor</td>
<td>M&amp;M</td>
</tr>
<tr>
<td>Bajaj Auto</td>
<td>Renault / Nissan</td>
</tr>
<tr>
<td>Honda Group</td>
<td>Toro</td>
</tr>
<tr>
<td>John Deere Group</td>
<td>Magneti Marell</td>
</tr>
<tr>
<td>MTD</td>
<td>FORD</td>
</tr>
<tr>
<td>Lumax</td>
<td>Piaggio</td>
</tr>
<tr>
<td>BMW</td>
<td>Royal Enfield</td>
</tr>
<tr>
<td>Yamaha</td>
<td>Husqvarna</td>
</tr>
</tbody>
</table>

A Global Leader in Control Cables and Halogen Lamps
Strategy – Suprajit 2.0
Strategy – Derisk and Grow Profitably

Aggressive Capacity Expansion and Strategic Acquisitions:
Shah Concabs (IN), Gills Cables (UK), Pricol (Cables, IN), Phoenix (IN+EU), Wescon (US)
**Strategy – 3 Brands**

**Suprajit Engineering**
- 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**
- 3 manufacturing facilities in India.
- 2 facilities in Germany and Luxembourg.
- Acquired by Suprajit in May 2015 and merged with Suprajit in August 2017
- Over 25 years of expertise in Halogen Lamps.

**Wescon Controls**
- Manufacturing facility in Wichita, Kansas, USA.
- 1 Maquiladora facility in Juarez, Mexico.
- Over 70 years of expertise in cables & controls.
Global Footprint

Suprajit Europe – Tamworth
* Tech Centre

Customer support, Germany
Trifa, Germany

Purchasing Office, China

Suprajit - India:
* Headquarters,
* Tech Centre
* Global Manufacturing Hub
* 14 Strategically located plants

Wescon Wichita
* Manufacturing and Engineering

Wescon - Juarez
* Maquiladora Cable plant

- Marketing
- Distribution
- Warehouse

warehouse, Hungary

Luxlite, Luxembourg

Plants

<table>
<thead>
<tr>
<th>Country</th>
<th>Count</th>
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<tbody>
<tr>
<td>India</td>
<td>17</td>
</tr>
<tr>
<td>UK</td>
<td>1</td>
</tr>
<tr>
<td>US</td>
<td>1</td>
</tr>
<tr>
<td>Mexico</td>
<td>1</td>
</tr>
</tbody>
</table>

Phoenix – India:
* Manufacturing hub in Noida,
* 3 plants.
**Capacities**

### Cable Capacity

<table>
<thead>
<tr>
<th>Year</th>
<th>Cables Produced</th>
<th>Cable Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>66</td>
<td>80</td>
</tr>
<tr>
<td>2011</td>
<td>80</td>
<td>105</td>
</tr>
<tr>
<td>2012</td>
<td>90</td>
<td>100</td>
</tr>
<tr>
<td>2013</td>
<td>100</td>
<td>125</td>
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<tr>
<td>2014</td>
<td>125</td>
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<td>2016</td>
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<tr>
<td>2017</td>
<td>150</td>
<td>200</td>
</tr>
<tr>
<td>2018</td>
<td>200</td>
<td>250</td>
</tr>
<tr>
<td>2019</td>
<td>250</td>
<td></td>
</tr>
</tbody>
</table>

### Bulb Capacity

<table>
<thead>
<tr>
<th>Capacity</th>
<th>(2018)</th>
<th>(In millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lamp</td>
<td>87</td>
<td>100</td>
</tr>
<tr>
<td>Utilized</td>
<td>62</td>
<td>150</td>
</tr>
</tbody>
</table>

### Revenue Split

- **Lamps, 22%**
- **Cables, 78%**

**FY 17-18**

**Capacity expansion plan:**
- Cables – 300+ million
- Capex – Rs. 100 cores (over 2 years)
Net Sales (Group)

USD Mn

31.3 37.7 52.5 64.2 70.1 82.6 92.7 144.3 182.2 216.8

31.3 37.7 52.5 64.2 70.1 82.6 92.7 144.3 182.2 216.8

A Global Leader in Control Cables and Halogen Lamps
Milestones, Strengths and Accolades
Key Milestones in Our Journey:

- Commencement of operations
- Listing of shares in NSE and BSE
- India’s largest cable marker
- Acquisition of Shah Concabs – 4W cable competitor
- Plants in Bangalore, Manesar and Chakan
- ‘Enterprise of the state’ award by KSFC
- New plant at SAL, Bangalore and Pathredi
- Acquisition of Speedo cable business (4W business) of Pricol
- Acquisition of Phoenix Lamps Limited
- Acquisition of Wescon Controls, Wichita, USA
- Launched two new plants in Chennai and Sanand
- Launched capex of Rs.100 crores to expand cable capacity to 300 million with 2 new plants.

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

Suprajit
A Global Leader in Control Cables and Halogen Lamps
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

- Volkswagen – ‘A’ Grade Supplier Award, Quality Performance Award.
- Honda Motor Cycles and Scooters – Quality and Delivery Achievement 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 ‘0’ 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….

Customer awards and recognitions

Other Awards

- 1995 KSFC: Entrepreneur of the year for the promoter
- 2006 CNBC/ICICI/CRISIL: SME of the year
- 2007 NASSCOM: Best IT user Award in Automotive Sector
- 2010 KSFC: Outstanding Enterprise of the State.
- 2017 BMA – Entrepreneur of the Year.
One Goal

250 Million Cables
87 Million Halogen Lamps

Customer Satisfaction
THANK YOU

www.suprajit.com