



**Global Scale**  
**Local Focus**  
**Technology Driven**

# Suprajit Investor Presentation

**Enabling a World in Motion**

July 10<sup>th</sup>, 2024

# Core Product Business Leadership

- Full Global Product Range in our Core Products
- Frequent replacement products with strong spares requirement
- **Leader by far in India. #2 Globally in Control Cables & #3 Globally in Halogen Lamps**
- Scale across industries, geographies and aftermarket

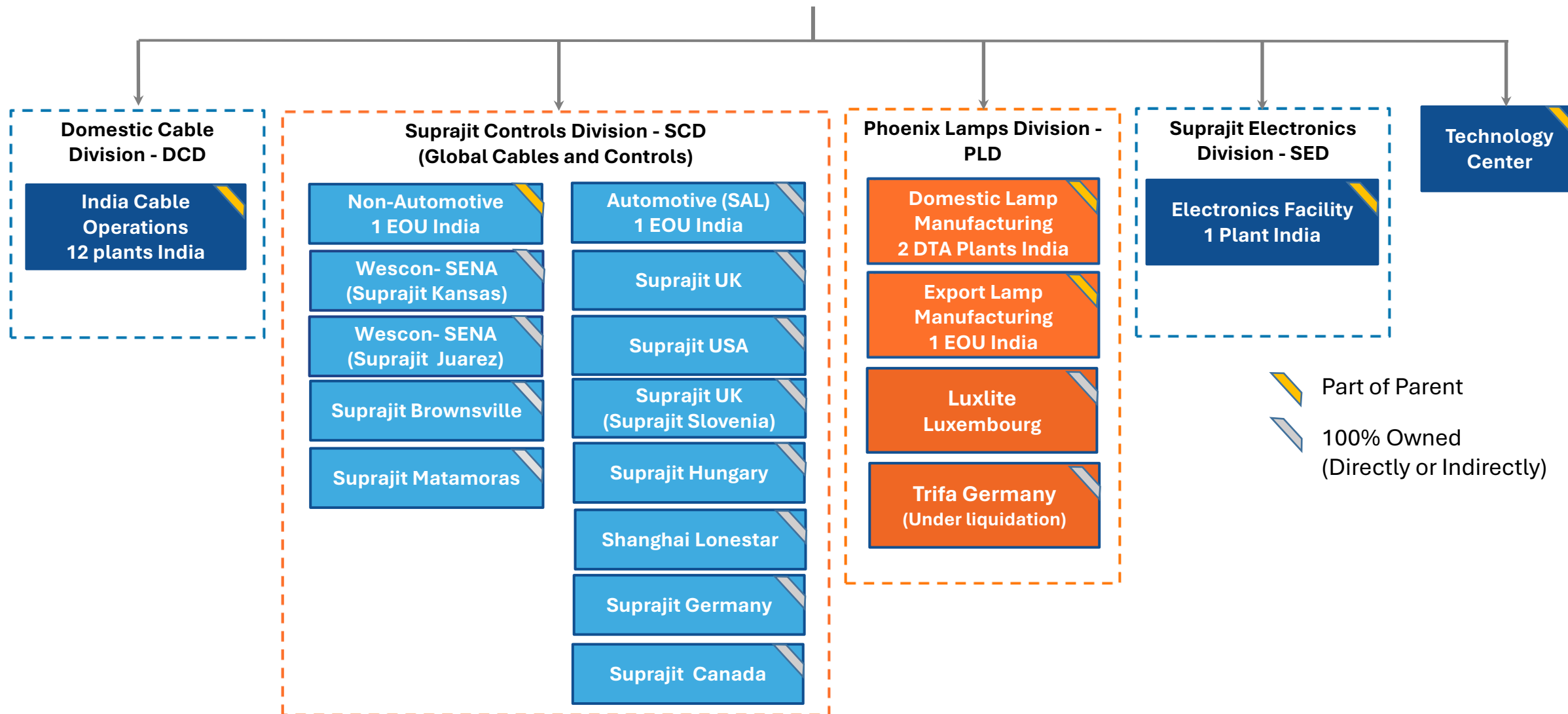
## Applications per Vehicle



Core Product	Part Numbers	Applications per Vehicle		
		Passenger Vehicles (PV)	2/3 Wheelers	Off-Highway (OFH) Agri, Powersports
Push/Pull/Push-Pull Control Cables	15000+	15+	3-6	3-6
Vehicle Lighting Halogen Lamps	80+	2	2	2

# Suprajit Group

## Suprajit Engineering Limited



# Strong Leadership



**Ajith Rai**  
**Chairman, Founder**  
**Suprajit Group**  
 39 years building  
 Suprajit



**Mohan N.S.**  
**CEO, MD**  
**Suprajit Group**  
 29 years with Bosch,  
 Visteon, ZF  
 11 years with Suprajit



**Akhilesh Rai**  
**Director &**  
**Chief Strategy Officer**  
**Suprajit Group**  
 MBA London Business  
 School  
 13 years with Suprajit



**Medappa Gowda**  
**CFO & CS**  
**Suprajit Group**  
 28 years with Suprajit



**Ashutosh Rai**  
**CTO**  
**Suprajit Tech Center**  
**27 patents granted**  
 10 years with Suprajit



**Narayan Shankar**  
**COO**  
**Suprajit DCD**  
 36 years with Suprajit



**Jim Ryan**  
**President**  
**Suprajit SCD**  
 31 years of Global Cable  
 Experience (Teleflex,  
 Kongsberg, Leggett & Platt)



**Neil Collis**  
**Managing Director**  
**SEU Europe Ltd**  
 25 Years Automotive  
 Experience  
 4 Years with Suprajit



**Akhilesh Goel**  
**COO**  
**Phoenix PLD**  
 32+ years experience  
 including Phillips.  
 9 years with Suprajit



**Saliha Krich**  
**MD, Luxlite Lamp**  
  
 12+ years experience  
 with Automotive Lamps  
 9 years with Suprajit



**Gopal Doraiswamy**  
**VP Sales SCD**  
 20 years Tier I Automotive  
 8 years with Suprajit



**Praveen Rao**  
**COO - SED**  
**Suprajit SED**  
 20+ years at Tier 1  
 Automotives.  
 6 years with Suprajit

# Suprajit Technology Center (STC)

- › STC supports our divisions to move “beyond cables” to support Indian and Global customer actuation needs
- › STC focuses on 2W EV and Off-highway/Agri-tech but has productionised innovative technology across industry
- › Multiple patents have been filed and are now revenue generating
- › 80 Full time employees working on pure R&D projects across Divisions, Products and Industries

## Products

## Customers in Production

## Growth Potential

Digital Clusters



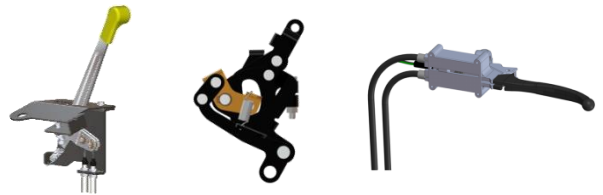
PV + 2W + OFH

Electromechanical Actuation Systems



PV + 2W + OFH

Braking & Brake Release Systems



2W + OFH + Rail

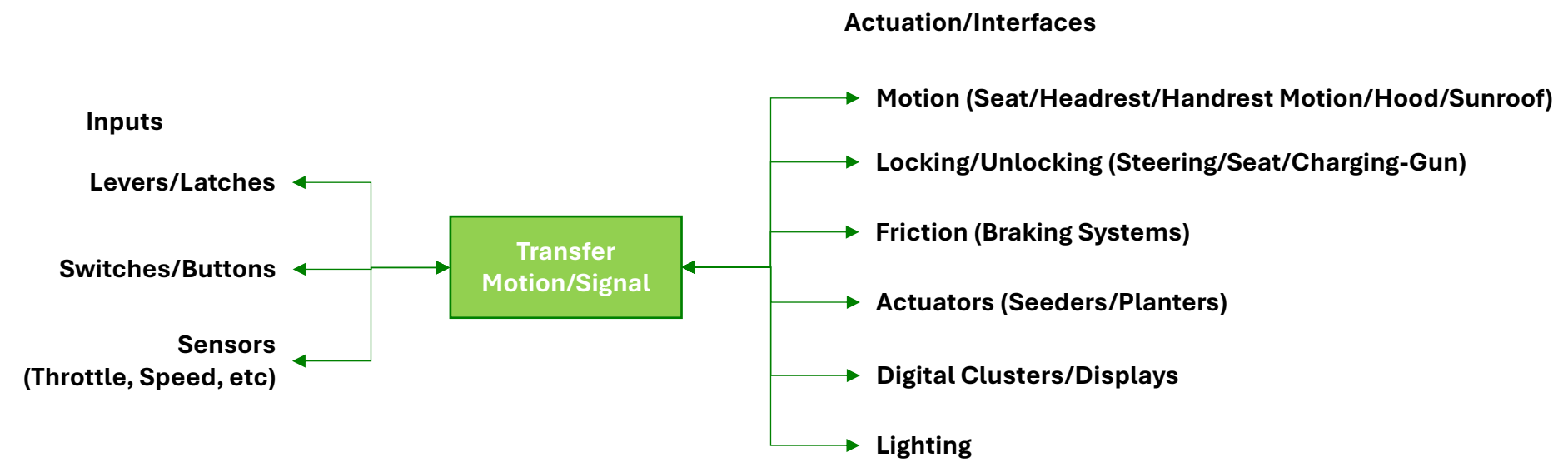
Throttle & Rotary Sensors



2W + OFH

# Global Platform for Actuation

**Global Platform for Mechanical and Electromechanical Actuation**



...with **Global Engineering Strength**

<b>Mechanical System Design</b>	<b>Digital Clusters &amp; PCB</b>	<b>Control Software</b>	<b>Magnetic &amp; Mechatronic Design</b>
<b>150+ FTE</b>	<b>40+ FTE</b>	<b>20+ FTE</b>	<b>4+ FTE</b>

...and **Vertically Integrated Manufacturing**

<b>Control Cables</b>	<b>Electronics/Sensors (PCBA/boxing/testing)</b>	<b>Injection Moulding</b>	<b>Die Casting</b>	<b>Micro Motors</b>	<b>Other</b>
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Core Product
  In-house Expansion of Capability
  External Suppliers

# Global R&D Sales

- > USA – Supports PV & OFH
- > UK – Supports PV & OFH
- > Germany - Supports PV & OFH
- > China – Supports All Verticals
- > India – Supports All Verticals

R&D Backbone in India through Suprajit Technology Center:

- > Innovate in India - disrupt globally
- > Products that enhance or replace existing products
- > Deploy proven innovations across industries and Geographies

## Going from Cables to Beyond Cables

✓ Brake Cables to Complete Braking Systems



✓ Speedometer Cables to Digital Clusters



✓ Throttle Cables to eThrottle and Sensors



✓ Seat, Steering, Fuel Lid Cables to respective Actuators



# Suprajit Electronics Division (SED)

Launched as a standalone division for FY24 to cater to strong traction from customers and with focus on driving the EV revolution and support Suprajit Group's ambition to be a global provider of actuation and display technologies

## Strong Customer Traction

2W

3W

OFH

\* This list is not exhaustive. All names, images and logos are copyright of their respective owners.

## Innovative Products



Digital Clusters



Charger Lid, Seat Latch, Steering Lock Actuators



Electronic Hand Throttle & Rotary Sensors

## State of the Art Facilities



- IATF 16949 2016 Certified
- Integrated SMT Line
- In-house Injection Moulding
- Automated Testing



# Customers

40+

PV OEMs and Tier 1s



10+

2W OEMs and Tier 1s



20+

OFH OEMs and Tier 1s



15+

Lighting Tier 1s



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# Customers

Top 10 Customers span all verticals



Extensive Global Customer Base

**40+**  
PV OEMs  
and Tier 1s

**10+**  
2W OEMs  
and Tier 1s

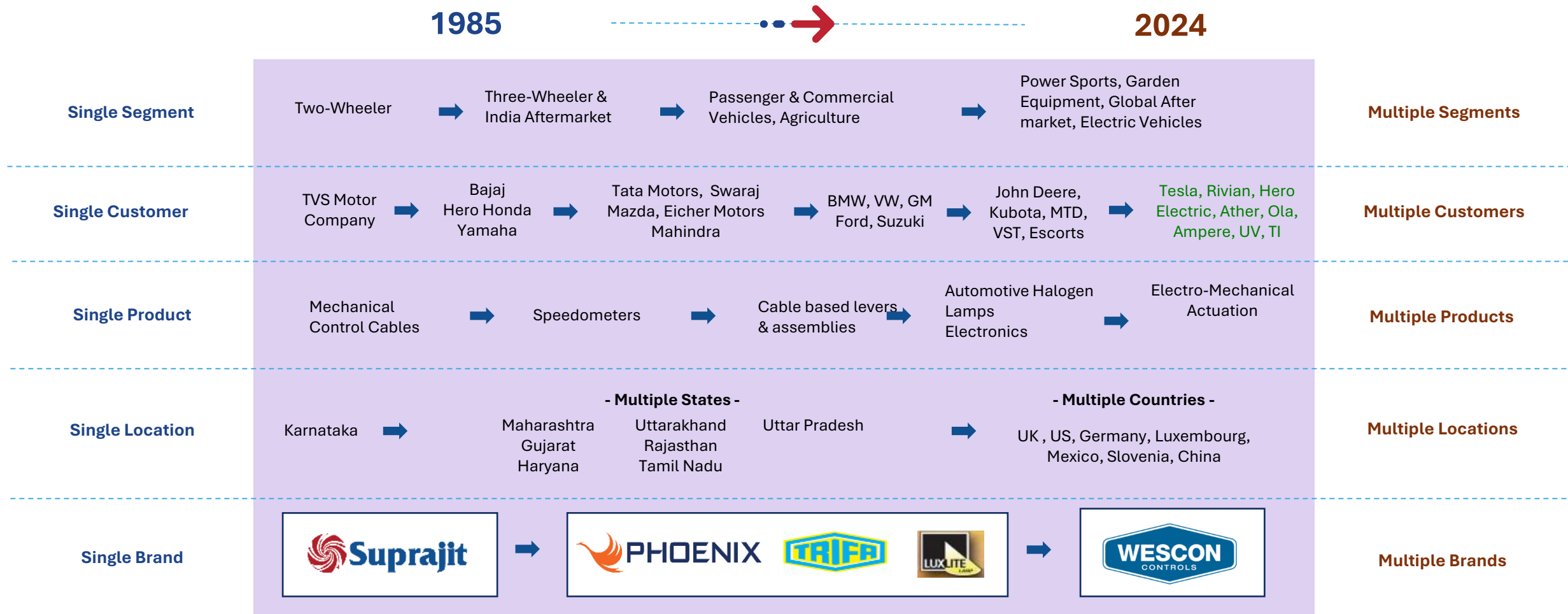
**20+**  
OFH OEMs  
and Tier 1s

**10+**  
Lighting Tier  
1s

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# Strategy – Derisk & Grow Profitably

- Through Strong Organic Growth, Capacity Expansion, Product Innovation, and Strategic Acquisitions



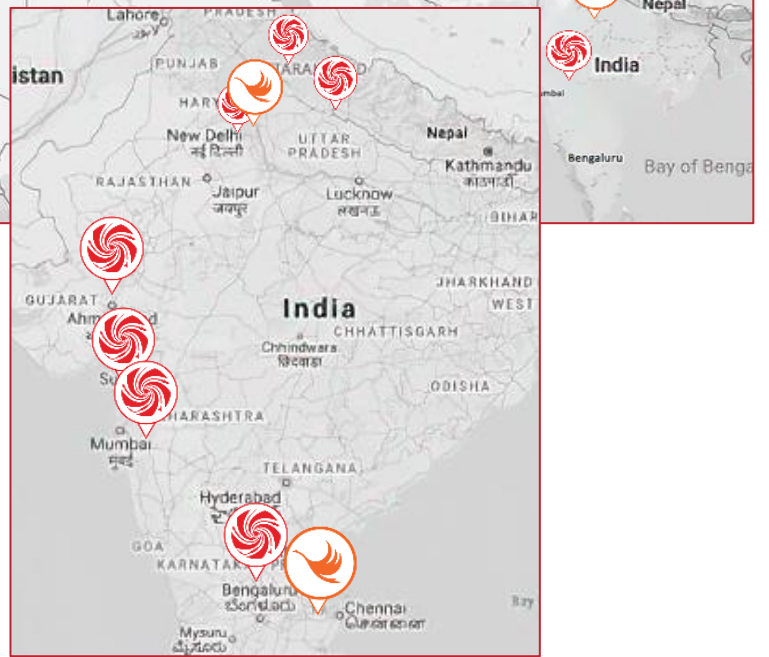
# A Global Footprint – Ready for the shift to Global OEM Platforms



Manufacturing Plants	
India	18
US	1+Warehouse
Mexico	2
Hungary	1
UK	1
China	1
Slovenia	Warehouse

- Phoenix Lamps**
  - Noida 2 Plants, SEZ & DTA
  - Chennai – 1 Plant
  - Distribution Center Luxembourg

- Suprajit – India:**
  - Headquarters, Global Manufacturing Hub
  - 15 Strategically located plants



# Global Platform for Actuation

Complex, A-Surface parts, Low Supply Chain Risk, Low Visibility on Volume

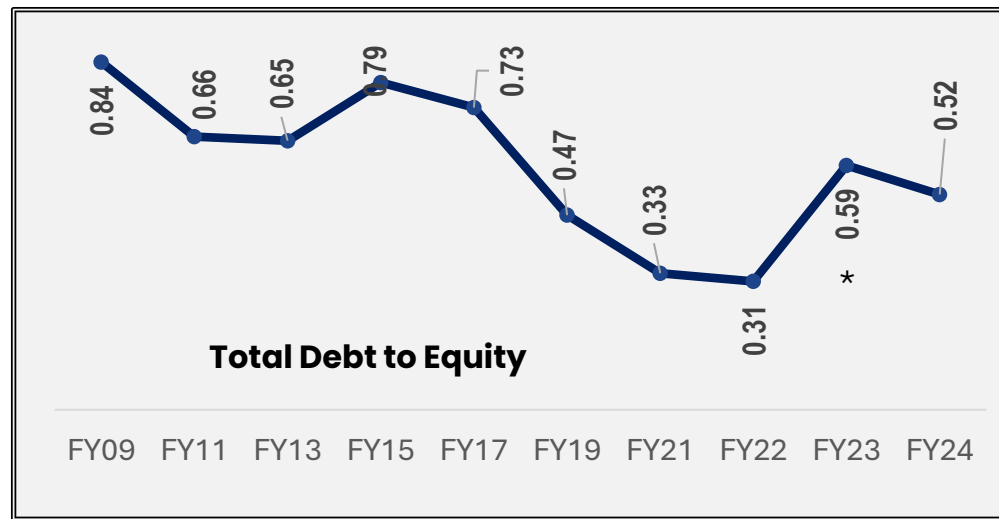
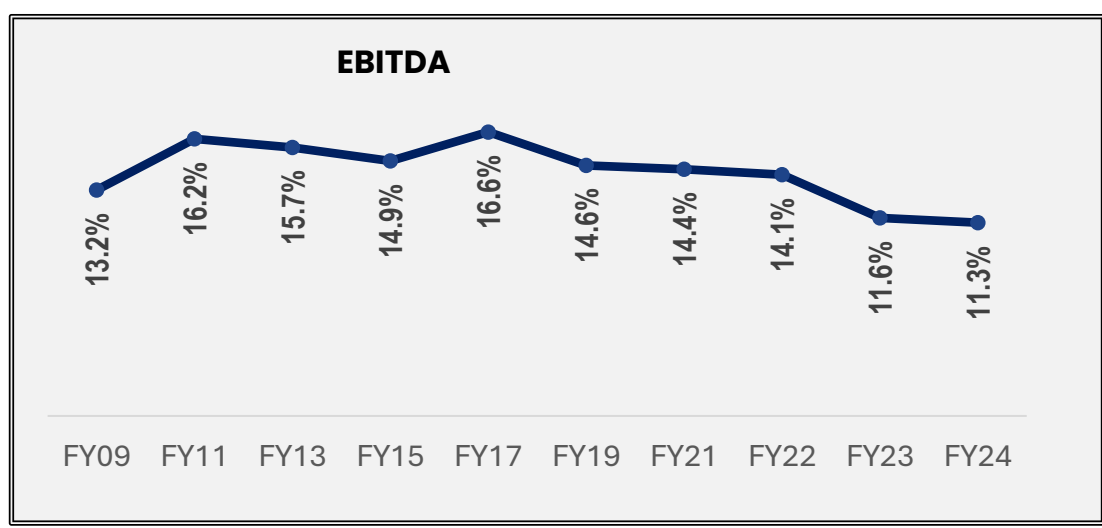
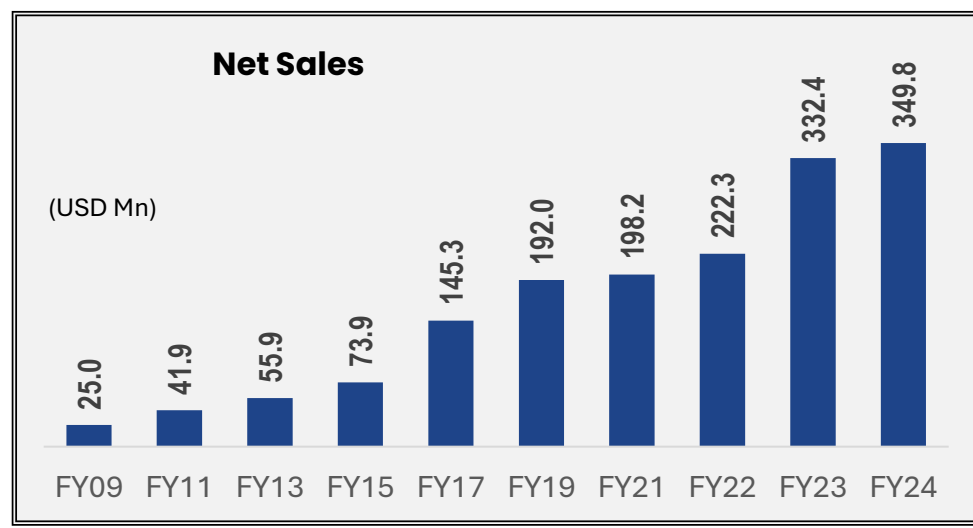


Simpler, High SCM Risk, volume and predictability, lower cost

OEM Production	Customer Production and Available Suprajit Location					
	India / South Asia	Europe	North America	South America	China	APAC/Japan
On Shore	India	Hungary	USA		China	
Near Shore			Mexico x 2			
Far Shore		India	India	India	India	India / China

- ✓ Flexibility to choose manufacturing location based on product/demand/risk-appetite
- ✓ Global vehicle PLATFORM has similar parts but often expect onshore or near shore supply
- ✓ Innovations developed in India at lower cost, brought to global customers at better value
- ✓ Local sales, support, application engineering, makes us an Ideal choice for OEMs and Tier 1s

# Group Financials

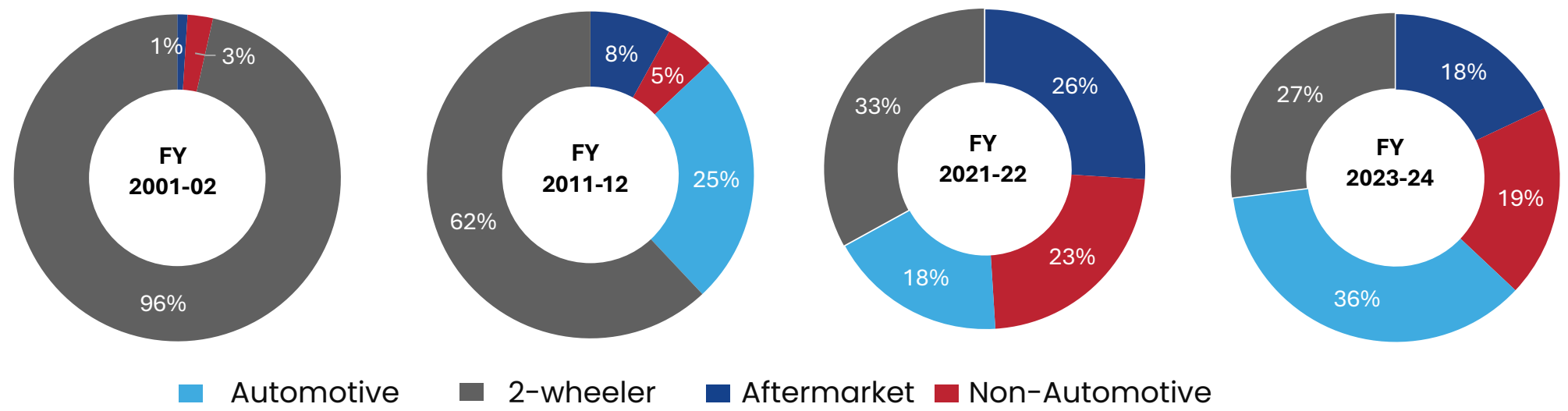


CAGR Growth	10 Years	15 Years	25 Years
Sales	18.17%	19.25%	22.07%
EBITDA	13.43%	17.33%	20.90%

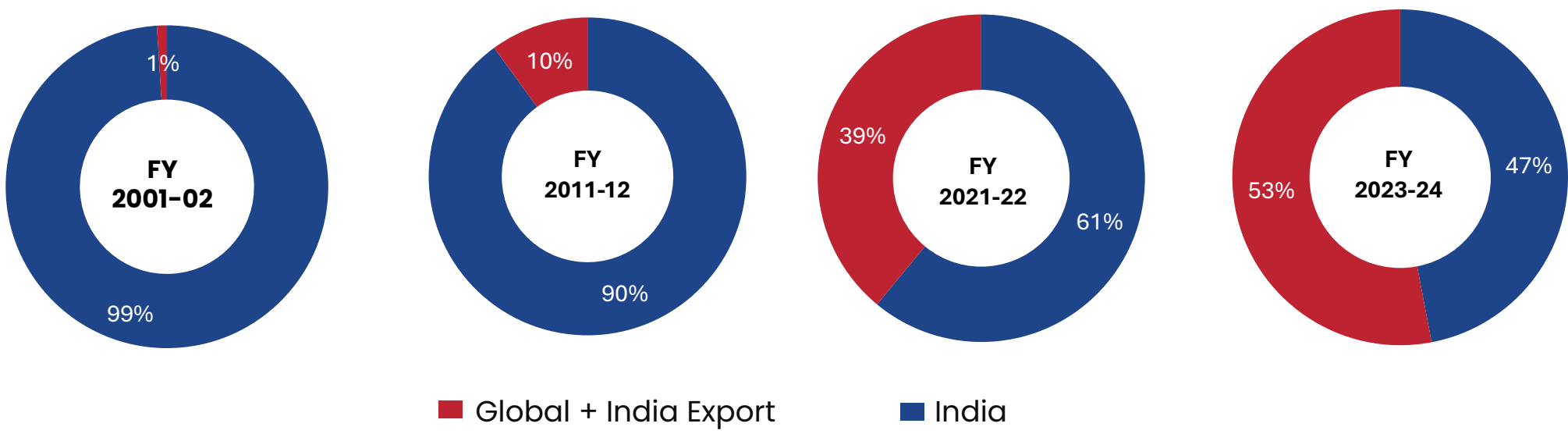
\* FY23 increase in debt due to acquisition of LDC

# Segmental and Geographic Synergies

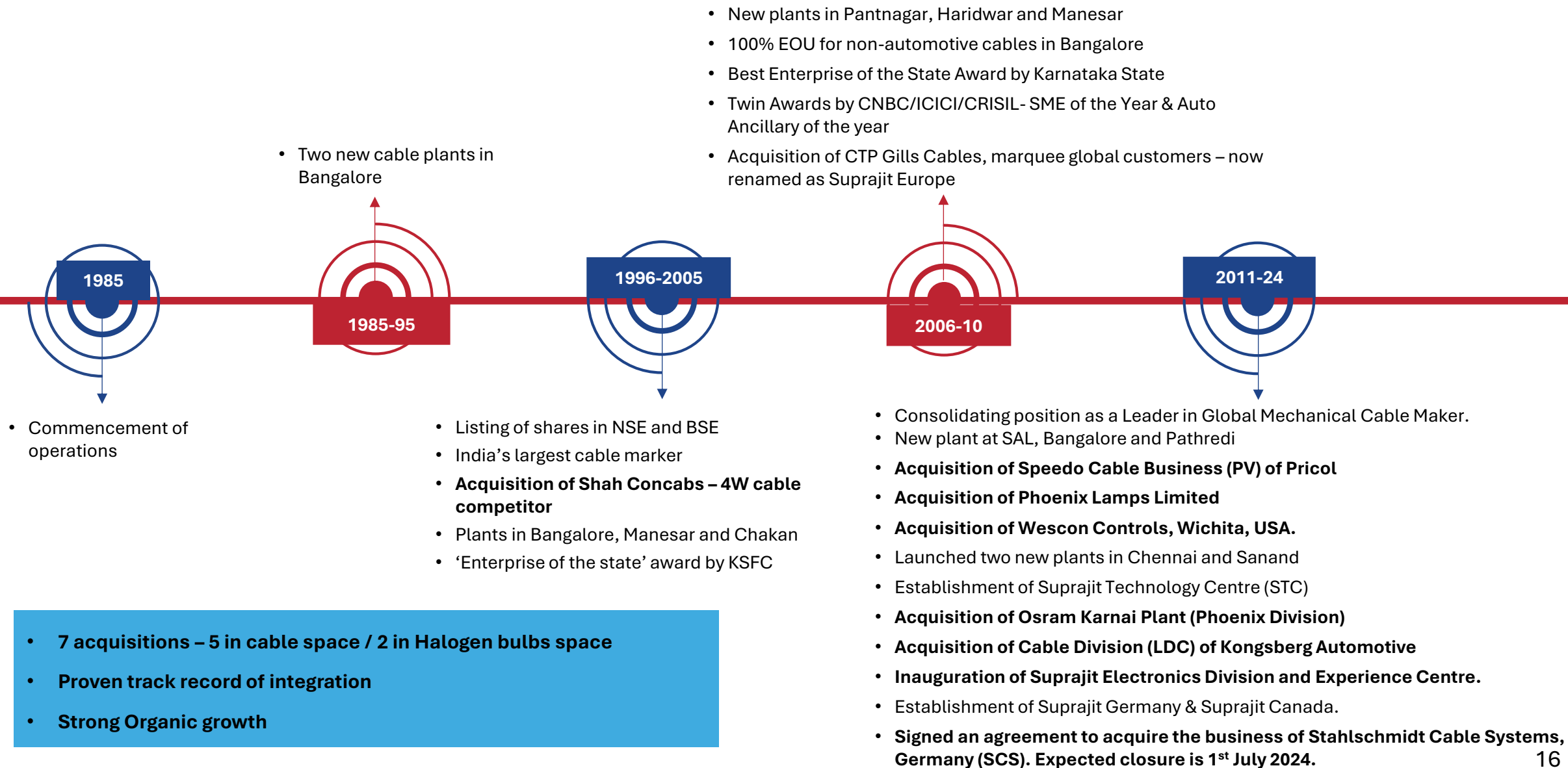
Category-wise



Geography-wise



# Key Milestones in Suprajit's Journey





# Environment & Social Initiatives



Suprajit Foundation (SF) sponsoring scholarships for students in rural areas for education beyond SSLC



Cancer screening camps at Doddaballapur, Bangalore



SF established an early childhood daycare centre for the construction workers' children



Solar Panel Projects continue with three more plants going live in FY24



Suprajit initiatives to plant more trees for a greener future



Suprajit Mexico team carrying out various local CSR activities for locals and migrants

## Suprajit Strength

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- Global Top 3 in both control cables and halogen bulbs manufacturing.
- Close to OEMs globally with flexible cost supply chain based on OEM needs – ideal for OEM Global Platforms.
- Excellent customer rapport with strong localized supply chain.
- Proprietary class `B' items, giving a strategic relationship advantage.
- Ability to setup modular capacities at low capex for dynamic growth.
- Industry beating operational and financial costs.
- Strong management / Next-Gen team in place, motivated and focused.
- “Value for Money Supplier” with best QCDD rating.
- World-class manufacturing with operations IATF 16949 certified.
- Preferred Supplier to both Domestic and Overseas Customers (OEMs and Aftermarket).
- Exports to 50+ countries.
- Strong presence in global aftermarket and non-automotive cable segment in US/North American.
- Suprajit Technology Centre brings new technology to Agri, Powersports, PV, and EV 2-Wheeler Customers.

# Awards and Recognitions

## Recent Recognitions



## Customer Awards and Recognitions

- BMW India – Best Delivery Performance.
- Maruti Suzuki – Green Supplier Status Award.
- TVS Motors – Best Supplier of the Year 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 & VA/VE & ‘A Grade’ Excellence Award.
- TVS, Bajaj and Mahindra – various Awards.
- Kubota Certificate of Excellence.
- Honda Cars Quality and Delivery Performance.
- Yamaha Supplier Award, China.

## 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.



**Suprajit Update**

**Acquisition of SCS**

# Acquisition of SCS

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## **Announced the acquisition of the business of Stahlschmidt Cable Systems (SCS) that includes:**

- › Asset/Equity purchases in Germany, Canada, China, Poland and Morocco
- › Poland already relocated to Morocco and will be shut down – except key support team to Morocco

## **Acquisition will bring 50M Euro Revenue split into two stages**

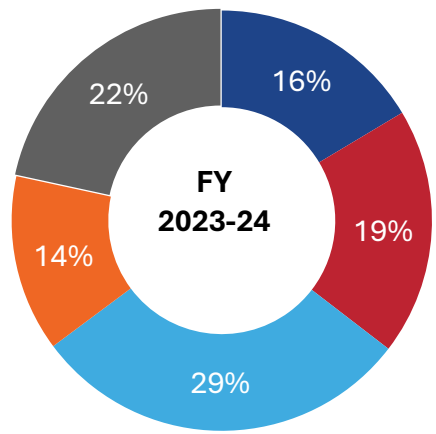
- › First Stage (Germany, Poland and Morocco) is expected to close on July 1st, 2024 (70% of turnover)
- › Second Stage (Canada, China) to follow few months later (30% of turnover)

More details are available in our press release dated 9<sup>th</sup> June 2024

# Suprajit | A Global Leader

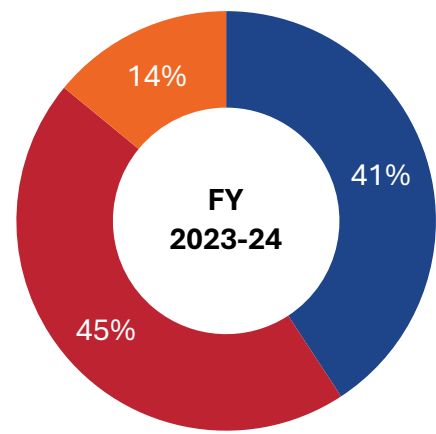
## Segment Split

- Automotive
- 2-wheeler
- Aftermarket
- Non-Automotive
- **SCS (Mostly Automotive)**



## Geography Split

- Global + India Export
- India
- **SCS (Global + China Export)**



➤ Suprajit emerges with significant supply to global Automotive segment  
➤ Suprajit now has majority of revenue from businesses outside India – truly global supplier

## Ideal Global Footprint for our Global Customers

Complex, A-Surface parts, Low Supply Chain Risk, Low Visibility on Volume



Simpler, High SCM Risk, volume and predictability, lower cost

		Customer Production and Available Suprajit Location			
		Europe OEMs		North America OEMs	
Sales & Engineering		UK	Germany	Detroit, USA	
Distribution		UK	Slovenia	Germany	Brownsville, USA / Ontario, Canada
On Shore		Hungary		Wichita, USA	
Near Shore		Morocco		Mexico x 2	
Far Shore		India	China	India	China

■ SCS as part of Suprajit SCD

### SCS brings:

- ✓ Strong German core cable Engineering and Sales teams
- ✓ China exports (currently Suprajit only supplies locally in China)
- ✓ Volume purchasing from Europe to support Hungary – and future support from Morocco localisation
- ✓ Key Morocco location for near shore cable production

### Suprajit brings

- ✓ Global team focused on cables
- ✓ Technologies “beyond cables” – actuators, sensors, etc
- ✓ Suppliers and scale of Purchasing from India and China
- ✓ Customer base for future growth

### Together We Bring to our Customers:

- ✓ Flexibility to choose manufacturing based on their own product/demand/geography/risk-appetite
- ✓ Innovations developed at lower cost, brought to global customers at better value
- ✓ Local sales, support, application engineering, makes us an Ideal choice for OEMs and Tier 1s

# SCS adds to our Global Customer Base

## ★ Major Shared Customers

## ★ New Customers Majorly from SCS



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**Thank You**