

THE WIRE

Magazine



THE INHOUSE MAGAZINE OF SUPRAJIT
May 01, 2023

CHAIRMAN'S *Message*



Dear Team Suprajit,

I'm thrilled to announce the launch of our internal magazine, "The Wire"! Communication is an important pillar of our relationship organisation, and this annual magazine will keep us all up-to-date on the latest news and events happening across Suprajit.

"The Wire" will give you access to important updates on new products, customer visits, company initiatives, and CSR work, as well as showcase the talents and achievements of Team Suprajit.

For the next edition, I hope more participate and document the exciting things at your workplace. Let's make "The Wire" a truly vibrant and diverse magazine that reflects the unique voices and experiences of the global Suprajit family.

Finally, thank you for another great year with many highlights to remember. No doubt this coming year will be just as memorable.

Regards

Ajith Kumar Rai



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THE History

Founded on May 24th, 1985 by Mr Ajith Kumar Rai, Suprajit is committed to being a global leader in its core products and is known for customer centricity. To raise money for our third plant, Mr Rai took Suprajit public.

Our first leadership was in motorcycle cables in India through India Cable Division (DCD) and was followed by strategic acquisitions of Shah Concabs (for India PV) and the cable division of Pricol (India PV) making Suprajit the overall cable leader by far in India. Similarly, through a JV with, and subsequent acquisition of, CTP Gills Cables UK, Suprajit Europe was born.

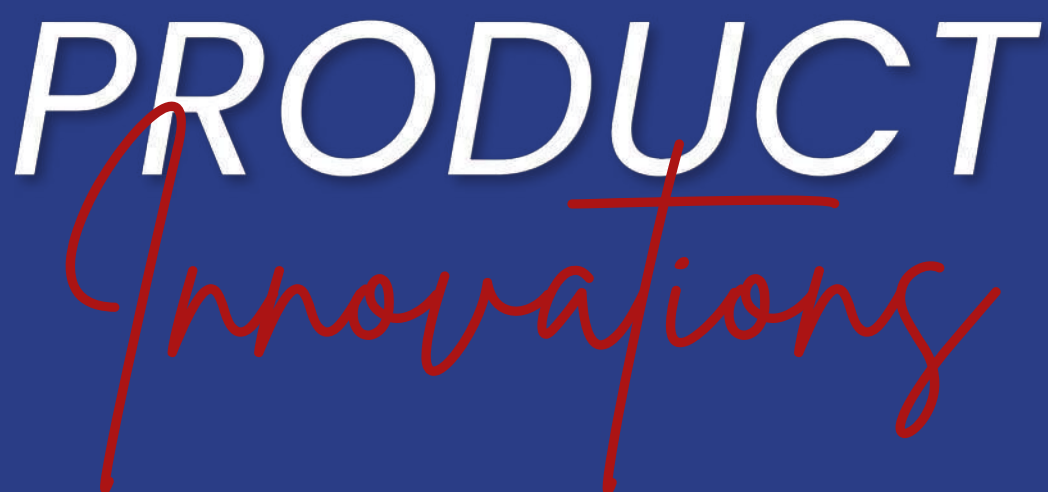
In 2015, while cables grew well, Suprajit looked for an opportunity to diversify and acquired Phoenix Lamps, another publicly listed company, but this time in the halogen lighting business. After acquiring Osram's Chennai plant in 2019, Phoenix is the third-largest manufacturer of automotive halogen lamps in the world and is renowned for its quality, Engineering, and automation.

In 2016, Suprajit acquired Wescon Controls, the undisputed leader in off-highway cables in North America, and in 2022 the light-duty cable division of Kongsberg Automotive (global leader in automotive control cables). With this, Suprajit today is the second largest cable maker in the world and a strategically important supplier for global OEMs.

To cement our future, Suprajit set up a tech centre in India working on innovative products and disrupting old technologies. With the pipeline of electronic and mechatronic products from STC, a new division called Suprajit Electronics Division was formed and is seeing rapid growth since its inception.

Our history was built on two Mantras, 'think global, act local' and 'March ahead with confidence'. Let's remember this as we take on 2023-24.





Creating new products or updating older ones is what we call innovation. Product innovation helps companies stay relevant in their market and continue growing and improving over time.

NEW PRODUCTS @ SUPRAJIT



STC has designed and developed an innovative 5.0" Ultra High Brightness TFT display with optical bonding for our customer Ultraviolette for their F77 electric Sports Bike.

This display has a resolution of WVGA (800*480). Some of its other interesting features include Ambient Light Sensor, CAN Interface, Left Turn, Right Turn, ABS Warning, High beam, Regen breaking, Service Reminder, Charging, Motor Armed, Traction Control, System Warning, 20PIN connector interface, IP 68 Rated, EMI/EMC AIS004(Part3)

NEW PRODUCTS @ SUPRAJIT



With LDC, Suprajit is now a leader in Medium Force and High Force cable based actuators for seating systems. We supply more than 700,000 actuators per year globally.

With the support and backing of LDC and STC, we have launched low force actuators for key functions like fuel/power lid, seat-lock, and steering lock actuators for India's largest EV maker.



MARKETING

Initiatives

For a business to grow, we need to promote our products and services. That is where good marketing initiatives come into play. Marketing Initiatives are typically new ideas and campaigns to promote a brand, product or service.

AUTO FAIRS, 2022



AUTO SERVE 2022

Last year Suprajit participated in both **Namakkal Auto Expo 2022** and the 10th edition of **Autoserve 2022** from the 11th to the 13th of November 2022 at Chennai Trade Centre.

The exhibitions saw a good amount of footfall with great interaction between the manufacturers, OEMs, importers, wholesalers, resellers, distributors, stockists, traders, retailers, entrepreneurs, end-users, solution providers & solution seekers, all under one roof.

NAMAKKAL AUTO XPO



AUTO FAIRS, 2022

AUTOMECHANIKA 2022, GERMANY

Automechanika is a leading international trade fair for the automotive industry, featuring exhibitors and attendees worldwide showcasing the latest innovations in car parts and aftermarket accessories.

The Phoenix team setup an eye-catching stall bringing out our position as a global leader in halogen lamps and auxiliary lighting. The stall was visited by key customers such as Bosch.



INTERNATIONAL SYMPOSIUM ON LIGHTING (ISOL)



ISOL, organized by International Centre for Automotive Technology (ICAT) is an event in the field of Lighting Technology. The Phoenix team participated in the exhibition to showcase their large range of automotive lamps

SALES MEET, 2022



As a celebration of the success of our sales teams in India, an offsite event was organised for the sales team of Suprajit and Phoenix in Goa.

The event included a strategy meeting, team-building activities, sightseeing, games, rewards & recognitions, followed by dinner.

SALES MEET 2022

SALES MEET 2022



SALES MEET 2022

THE WIRE | SUPRAJIT'S IN-HOUSE MAGAZINE

AUTO EXPO 2023

AUTO EXPO COMPONENT, 2023

Suprajit participated in the Auto Expo 2023 - Components, held in Pragati Maidan, New Delhi from 12th to 15th January. The expo started with great enthusiasm. It was a proud moment for the Suprajit Team to showcase the many innovative products developed by our team during the last few years.

Here is a glimpse of how the days went by...



AUTO EXPO 2023



The stall witnessed huge footfall and it was indeed very encouraging to see visitors from across the industry. Our stall was also visited by some of our important clients like (alphabetical order) CIE Golde, Honda 2W, JLR, MG Motors, Suzuki, Tata Motors, TVSM, Yachiyo, Yamaha 2W, Volvo Eicher, etc.



Auto Expo 2023 Components



LIGHTING AND OTHER ELECTRICAL PRODUCTS



BRAKING SYSTEMS



ACTUATION SYSTEMS



Product Display

SUPRAJIT CAMPAIGNS

Suprajit has been actively doing activities such as van campaigns, retailers and mechanics/auto electricians meet, glow sign board campaigns, umbrella campaigns etc, as an initiative to boost engagement and brand awareness quickly.

Here is a glimpse of what's going on in the market...



PHOENIX CAMPAIGNS

Just like Suprajit, Phoenix has also been actively conducting BTL (below the line) activities such as van campaigns, mechanics/retailer/auto-electrician meets, glow sign board campaigns, product display campaigns, etc to boost engagement and brand awareness in the market.

Here is a quick glimpse...



AFTERMARKET CAMPAIGNS





CUSTOMER *Visits*

A customer visit is an opportunity for new business, for building a long-lasting relationship, for solving customer service issues,, for finding new solutions, and to show how much we care.

CUSTOMER VISITS



**TERRA MOTORS
@ UNIT 5**

**MG MOTORS
@ UNIT 5**



CUSTOMER VISITS



**DISTRIBUTORS
VISIT
@ PLD CHENNAI**



HONDA (HMSI)
PRESIDENT
OGATA SAN
@ UNIT 4

HONDA (HMSI)
TEAM @ UNIT 4



CUSTOMER VISITS

YAMAHA
CHAIRMAN
EISHIN
CHIHANA SAN
@ UNIT 14



CUSTOMER VISIT



ULTRAVIOLET
CLUSTER
TEAM @ UNIT 3

CUSTOMER VISITS

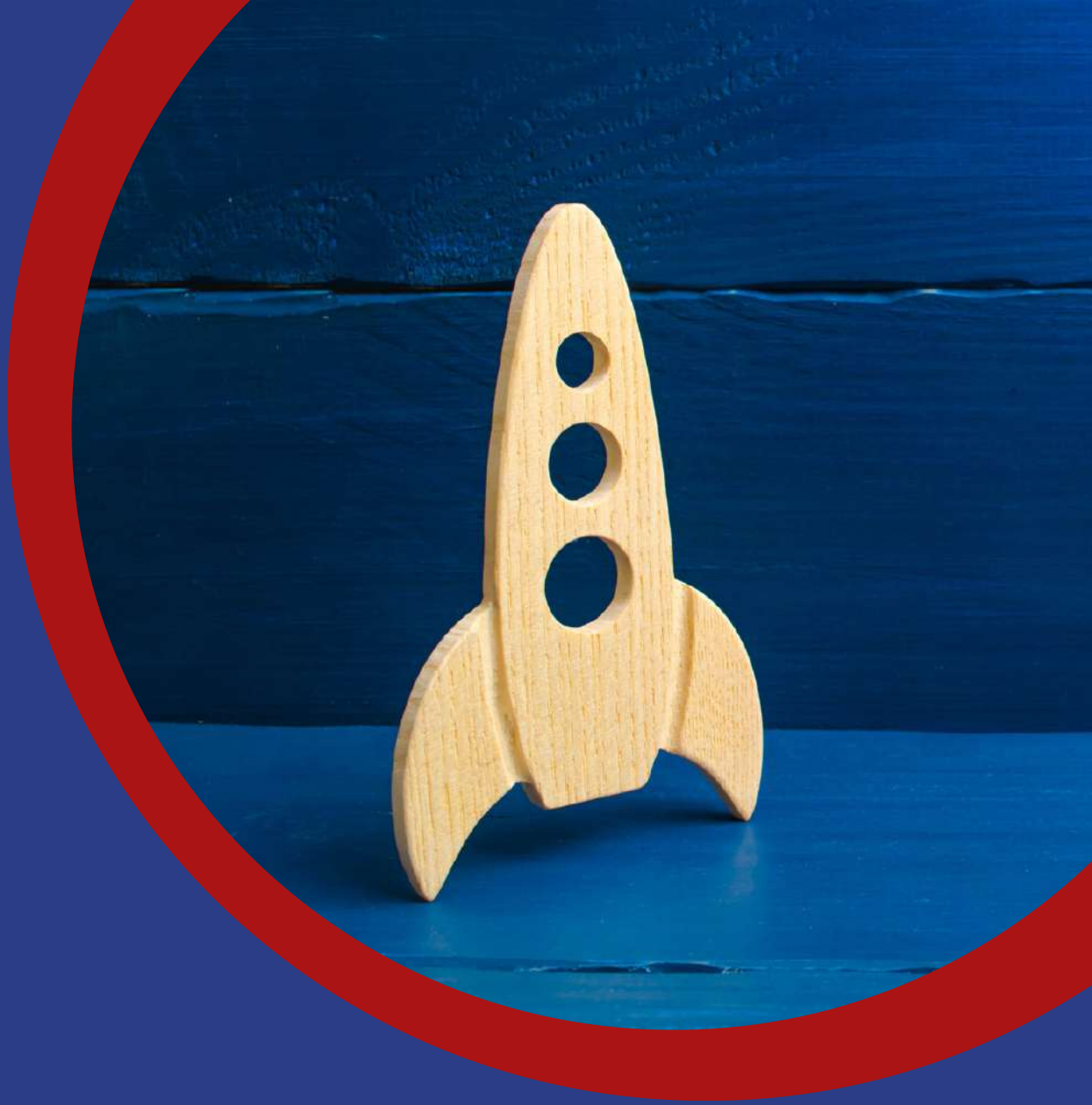
CUSTOMER VISITS

ATHER
ACTUATOR
PROJECT AUDIT
@ UNIT 3



OLA ACTUATOR
PROJECT AUDIT
@ UNIT 3

CUSTOMER VISITS



NEW *Launches*

A powerful launch makes our new products visible to our team and customers. This also serves a platform to showcase our core products and capability.

ELECTRONIC FACILITY LAUNCH

Suprajit's new Electronics Facility along with the Experience Centre, at Doddaballapur, was inaugurated by Mr Sudarshan Venu, Managing Director, TVS Motor Company Limited. The Electronic facility is set up to commercialise some of the products developed at Suprajit Technology Centre (STC) such as digital clusters, throttle position sensors, rotary sensors and lock actuators. A significant part of the production will be supplied to EV manufacturers.



INAUGURATION



ELECTRONIC FACILITY

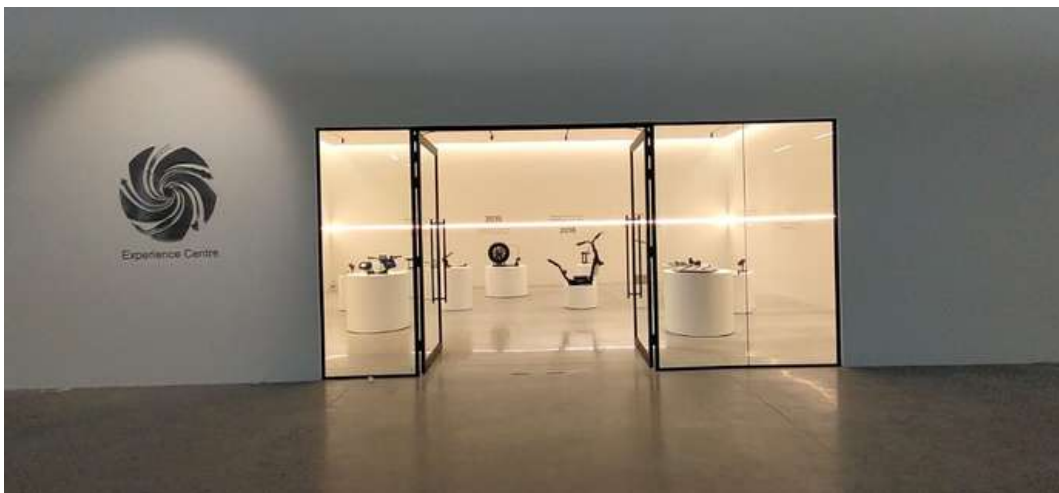


ELECTRONIC FACILITY



THE SUPRAJIT EXPERIENCE CENTRE

The Experience Centre showcases the innovation and product development capabilities of STC which includes various electronic displays, braking sub-systems, regenerative braking sensors, Electro-mechanical actuators for various applications, Gearboxes for precision seeding in farm equipment, parking brakes for metro-rail etc. The centre also showcases our core lighting and cable capabilities so that the customers can experience all of Suprajit in one place. Similar centres will be launched across India and globally.

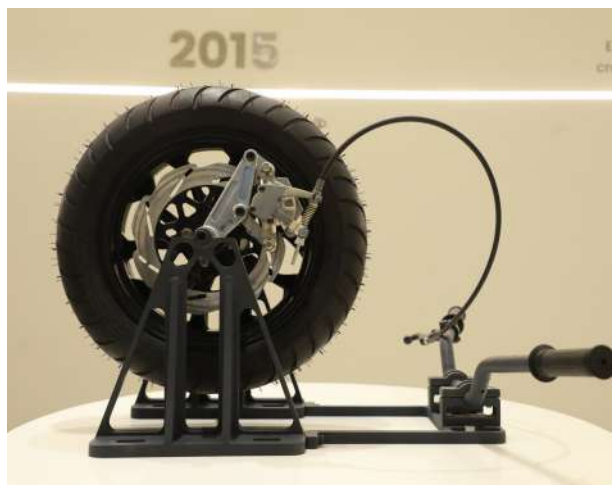


THE SUPRAJIT EXPERIENCE CENTRE



INAUGURATION

EXPERIENCE CENTRE



EXPERIENCE CENTRE

INAUGURATION



AWARDS *and* RECOGNITIONS

To be recognised by customer is the surest sign that what we do is valued by our industry and is a feather in the cap for all the hard work done towards being customer first, always.

AWARDS





CSR *Activities*

Corporate social responsibility, or CSR, reflects a business's accountability and commitment to contributing to the well-being of communities and society through various environmental and social activities.

SUPRAJIT FOUNDATION (SF)

Suprajit Foundation (SF) has been supporting many economically underprivileged men, women and children by providing them with healthcare facilities and education for their betterment. They have been sponsoring Mid Day Meals programs, supporting the operational cost of the Vocational Training Centre and Gandhi Institute at Bharatiya Vidya Bhavan, for the solar powered smart classroom in a village school, the building of school compound, refurbishing girls' toilet building, maintaining a school bus, providing water purifier etc.



SCHOLARSHIP: Started in 2012, SF has been continuously supporting economically underprivileged students in rural areas by providing them education beyond SSLC



SWADHA: SF has been associated with SWADHA since 2019 and have been working towards transforming the lives of underprivileged children & youngsters by providing promising students the access to continued education.

Bhavan BBMP School: SF has been making donation over the past years to support the education of underprivileged students and salaries of the teachers.



OBLF: SF became a part of One Billion Literates Foundation in 2014 and has been working towards the 'Betterment of the Lives of Underprivileged Communities in Anekal', especially through quality education, the engagement & empowerment of women in these communities via skilling and employment, and primary healthcare.



Mid Day Meal Program: SF has been sponsoring midday meals through Akshayapatra Foundation since 2014



Dialysis Care: SF, in association with Rotary Bangalore Indiranagar, has been supporting the dialysis project through funding the consumables cost for the needy patients at various dialysis centres in and around Bangalore.



CSR INITIATIVES



Suprajit's Mexico team in Matamoras is also supporting underprivileged men, women and children by providing them with healthcare facilities, clothes, food and education for their betterment.

They have been organizing blood donation camps, distributing food for immigrants and other underprivileged people in villages as well as books for kids etc.





IMPORTANT *Celebrations*

Let us celebrate our own teams achievements and encourage engagement. We must constantly recognize the efforts and dedication of our team!

CELEBRATIONS

Shanghai Lonestar (Suprajit China) celebrated its 20 year anniversary and recognised top performing team members during the visit of Jim Ryan.



The Suprajit Hungary team celebrated one year completed as part of Suprajit!



A pooja ceremony for the launch of the SMT Line at Doddabalapur



Flag hoisting on Indian Independence Day on 15th August at Suprajit Tech Center



CELEBRATION

Mr Ajith Rai addressed our Wescon team in Wichita on July 2022 and unveiled the commemorative plaques to celebrate **Wescon's 75th anniversary!**



Ms. Mary Talbert, Wescon's longest-serving employee, at her well deserved retirement party.

She retired after **52 years with Wescon!**



Senior leaders serving Christmas buffet lunch to employees.
left to right: Matt Mosher; Ji Zhang; Sara Kennedy; Jennifer Wulf; Connie Van Lone and Kevin Callison



CELEBRATION

MEXICO



CHINA



Suprajit acquired the LDC division of Kongsberg in 2022. Here is a glimpse of their first day as part of the Suprajit family.

HUNGARY



CELEBRATION

WOMEN'S DAY CELEBRATION



We at Suprajit celebrate the achievements of our women every day and show our commitment towards gender equality. Women's day was a chance to spotlight the great women of Suprajit!



CELEBRATION

CELEBRATION

HSI LINE INAUGURATION

Phoenix Lamp Division 's new HSI Line was recently inaugurated by Mr Avinder Singh, Managing Director, Osram India and Mr NS Mohan, Managing Director & Chief executive Officer, Suprajit Group



Phoenix team Celebrating the success of their productivity improvement projects

PRODUCTIVITY IMPROVEMENT

Phoenix AI team won Suprajit Lean Six Sigma competition for Best Innovation and Analysis.

LEAN SIX SIGMA



Celebration of the highest production for LED in Jun '22

LED PRODUCTION

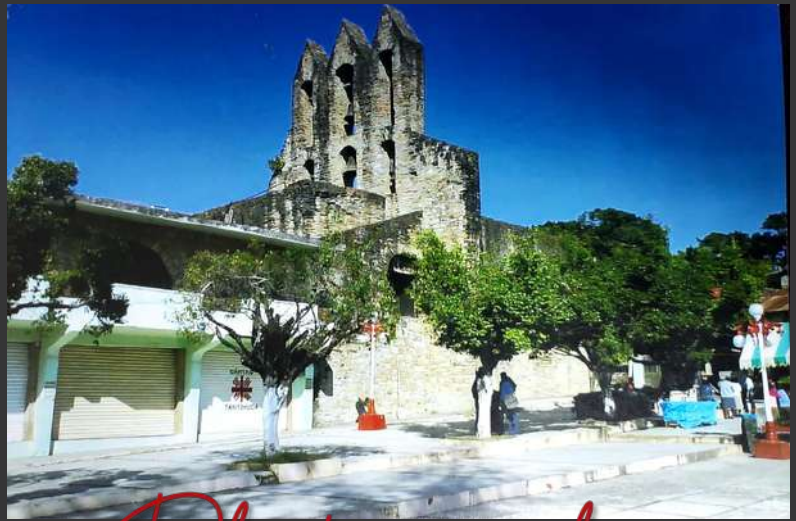
CELEBRATION



BEYOND *Work*

Every issue, we would like to highlight some of the talents of the Suprajit team. This issue, the focus is photography!





Photography





A global footprint of
24 manufacturing plants across 3 continents



M A R C H I N G A H E A D W I T H C O N F I D E N C E

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