

October 17, 2024
SEL/SEC/ 2024-2025/66

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
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Dear Sirs,

Sub: Investor Presentation.

Please find enclosed an updated Investors' Presentations, which will be presented to various investors/analysts during investor conferences, if any, from time to time. The presentation is also available on our website - 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**



**Global Scale
Local Focus
Technology Driven**

Suprajit Investor Presentation

Enabling a World in Motion

July 10th, 2024

Core Product Business Leadership

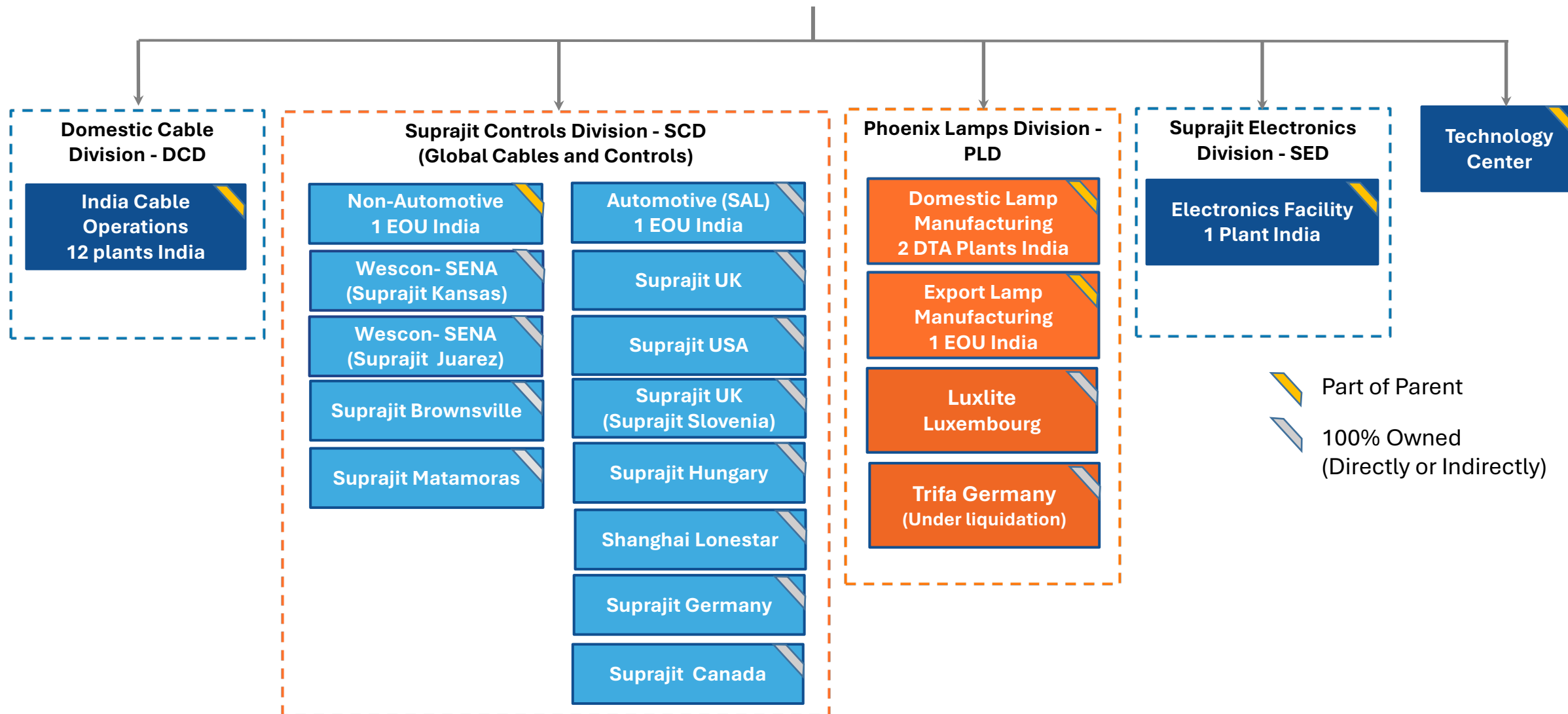
- Full Global Product Range in our Core Products
- Frequent replacement products with strong spares requirement
- **Leader by far in India. #2 Globally in Control Cables & #3 Globally in Halogen Lamps**
- Scale across industries, geographies and aftermarket

Applications per Vehicle

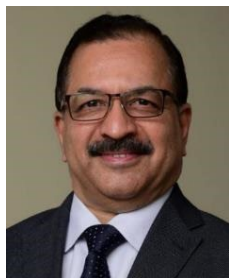


Core Product	Part Numbers	Applications per Vehicle		
		Passenger Vehicles (PV)	2/3 Wheelers	Off-Highway (OFH) Agri, Powersports
Push/Pull/Push-Pull Control Cables	15000+	15+	3-6	3-6
Vehicle Lighting Halogen Lamps	80+	2	2	2

Suprajit 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

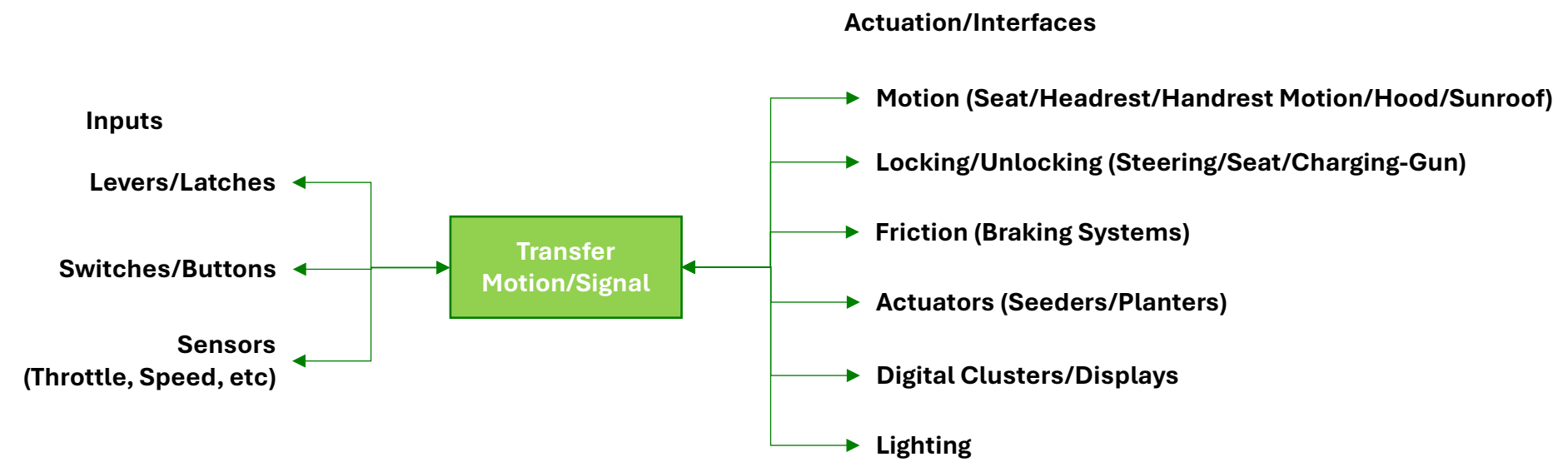
Customers in Production

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

Mechanical System Design	Digital Clusters & PCB	Control Software	Magnetic & Mechatronic Design
150+ FTE	40+ FTE	20+ FTE	4+ FTE

...and **Vertically Integrated Manufacturing**

Control Cables	Electronics/Sensors (PCBA/boxing/testing)	Injection Moulding	Die Casting	Micro Motors	Other
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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



- ✓ Throttle Cables to eThrottle and Sensors



- ✓ Speedometer Cables to Digital Clusters



- ✓ 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

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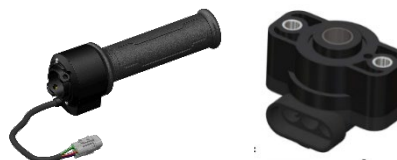
Innovative Products



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

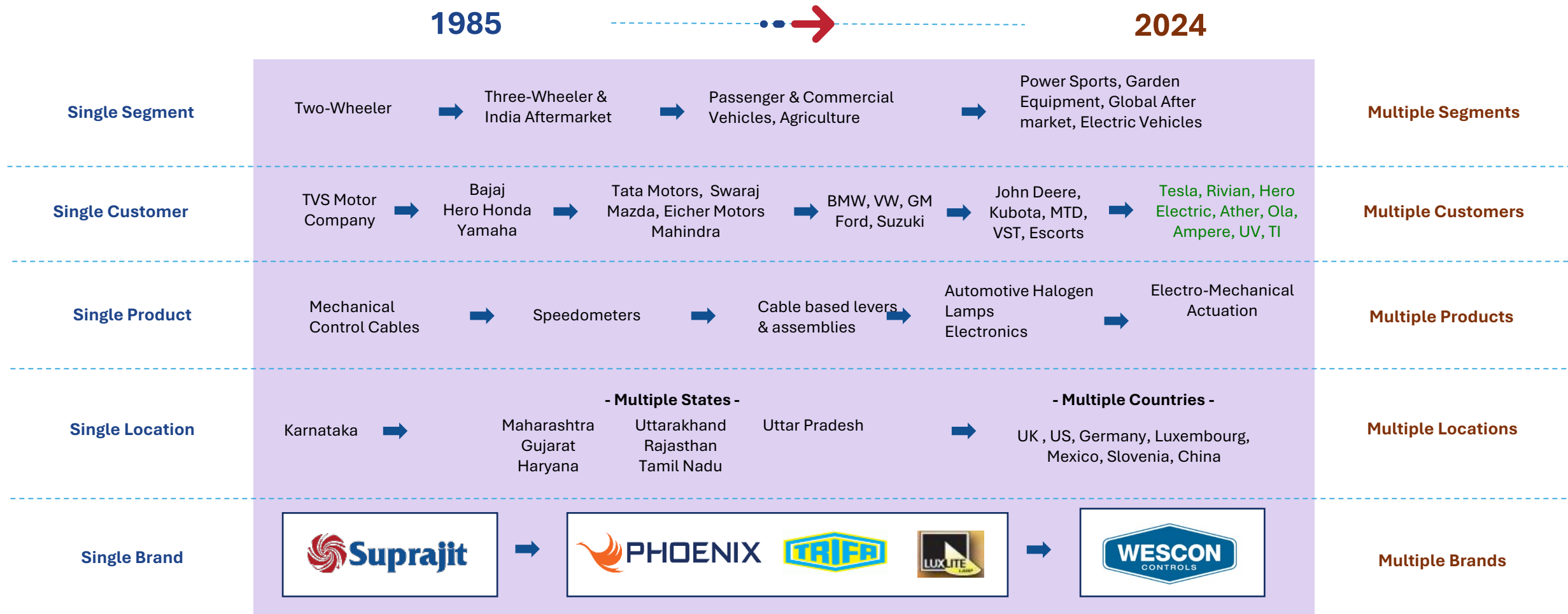
20+
OFH OEMs
and Tier 1s

10+
Lighting Tier
1s

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Strategy – Derisk & Grow Profitably

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



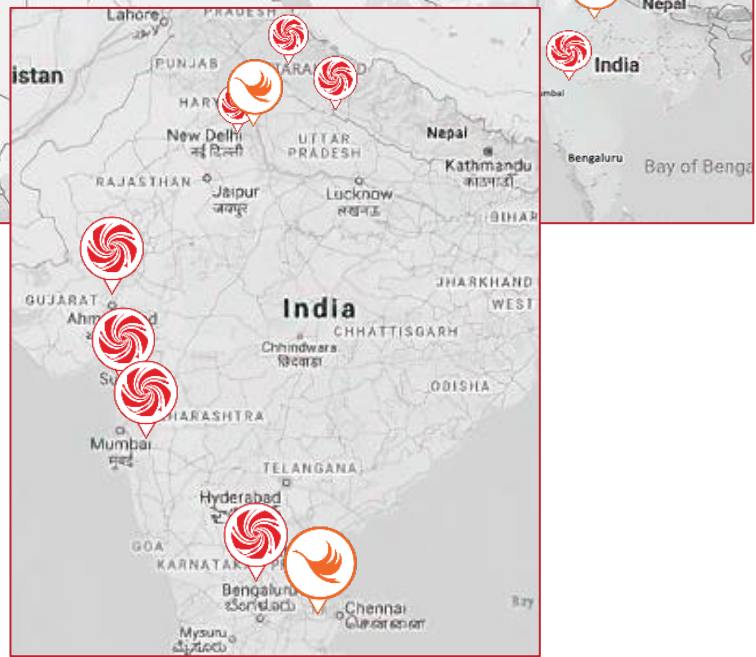
A Global Footprint – Ready for the shift to Global OEM Platforms



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

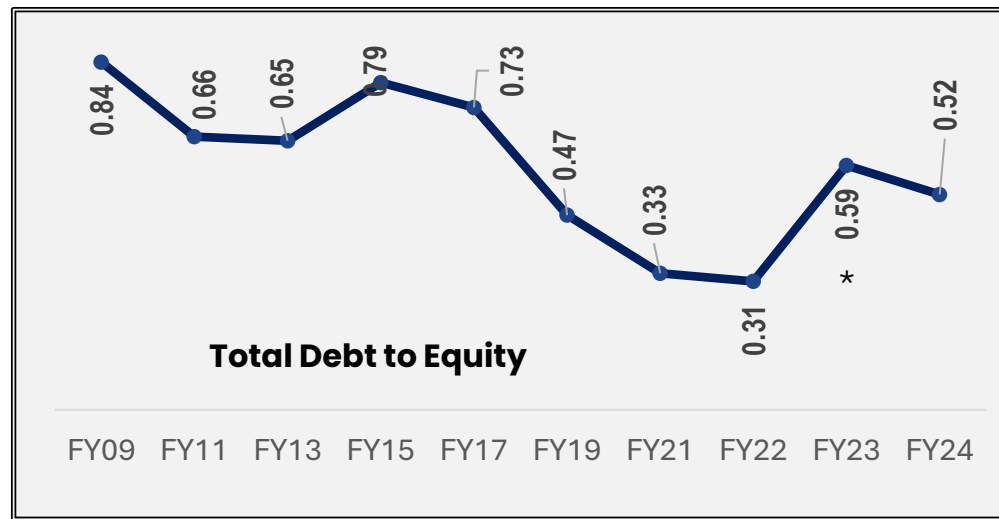
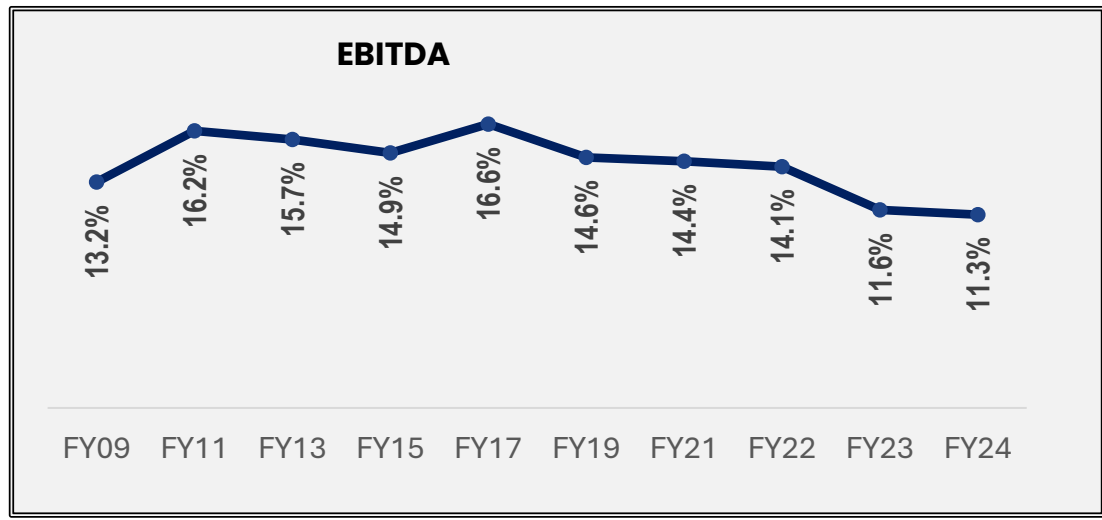
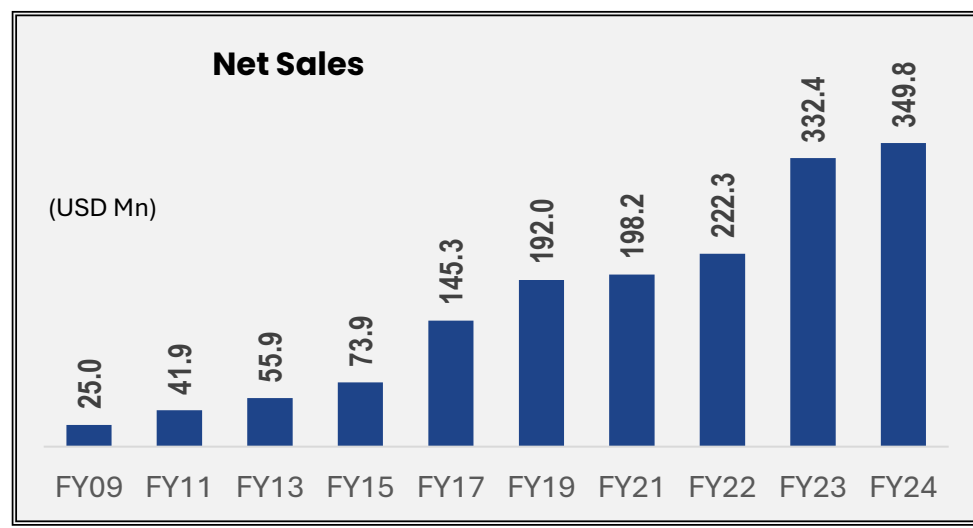


Simpler, High SCM Risk, volume and predictability, lower cost

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

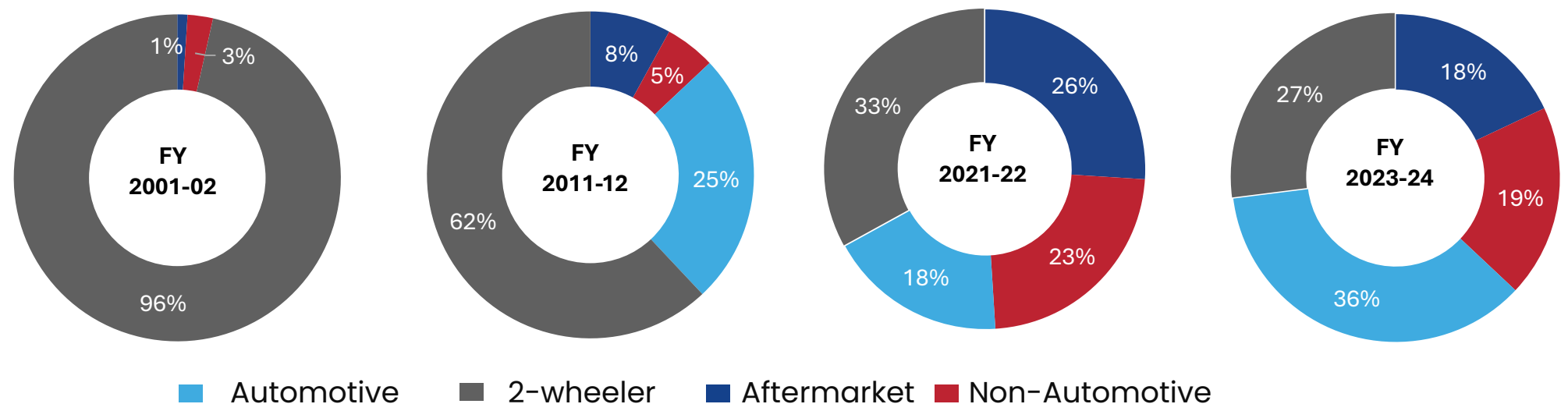


CAGR Growth	10 Years	15 Years	25 Years
Sales	18.17%	19.25%	22.07%
EBITDA	13.43%	17.33%	20.90%

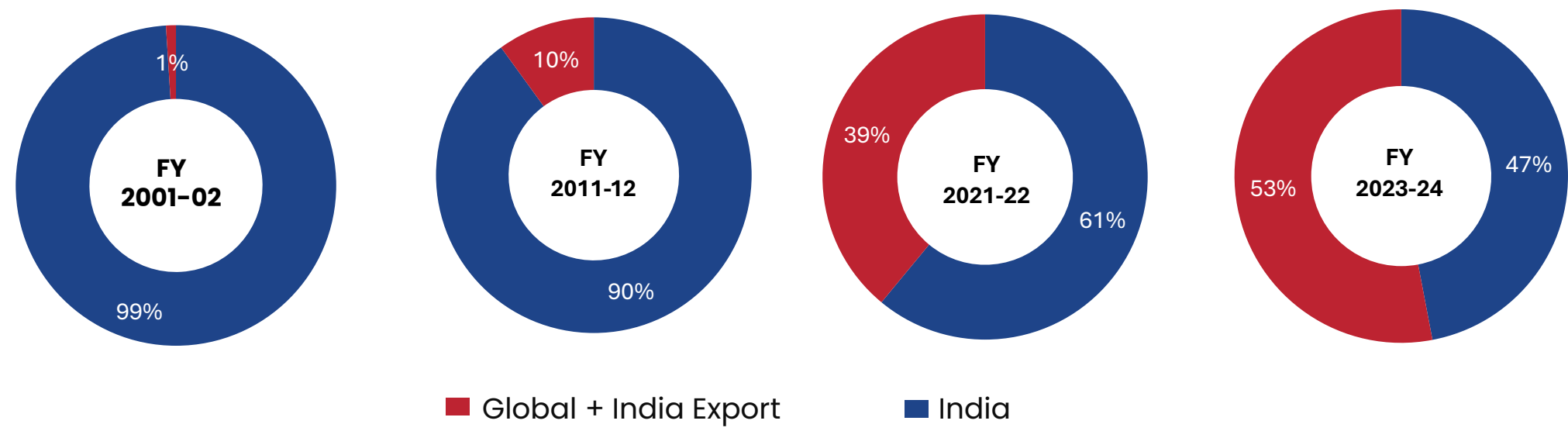
* FY23 increase in debt due to acquisition of LDC

Segmental and Geographic Synergies

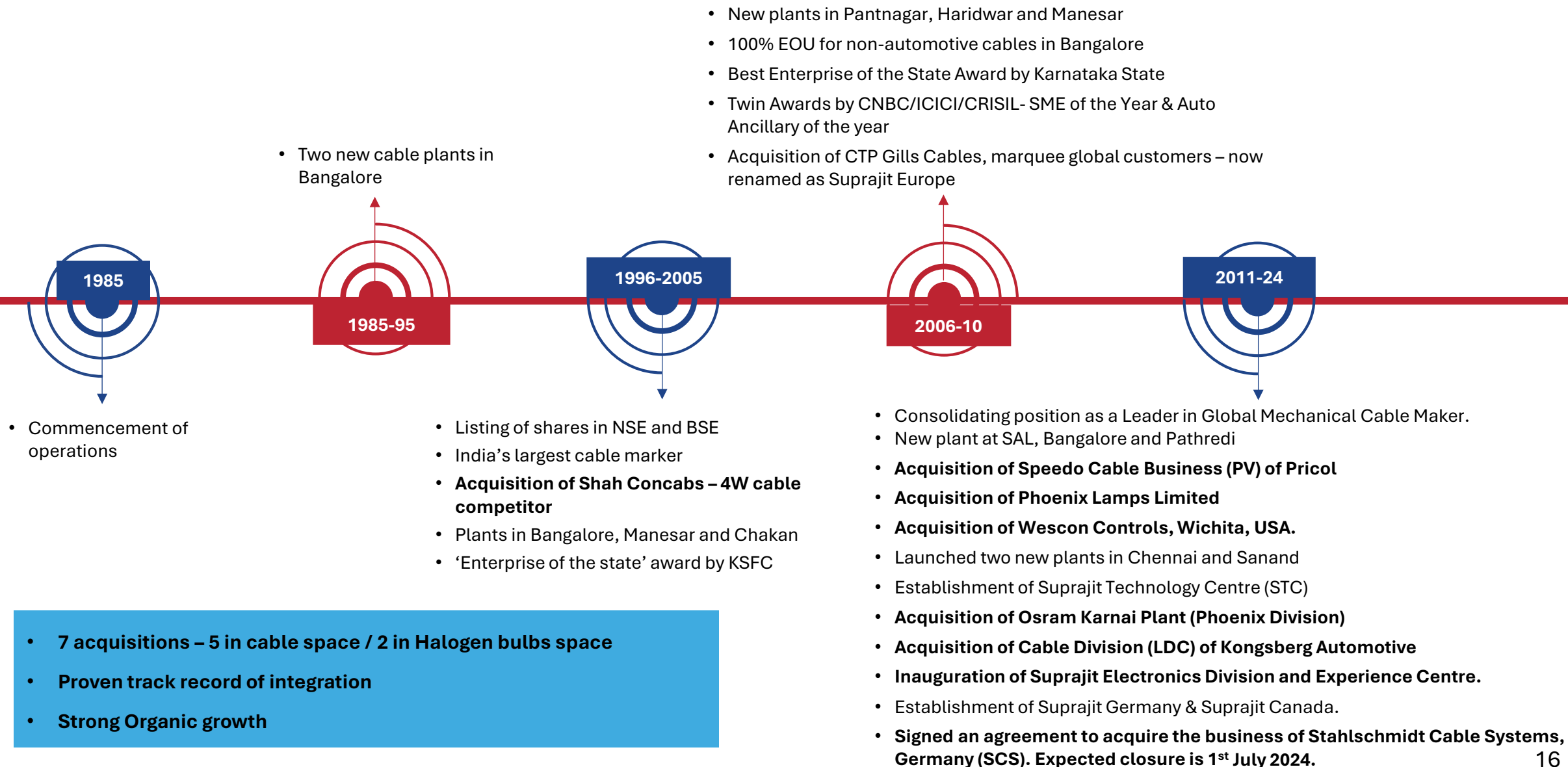
Category-wise



Geography-wise



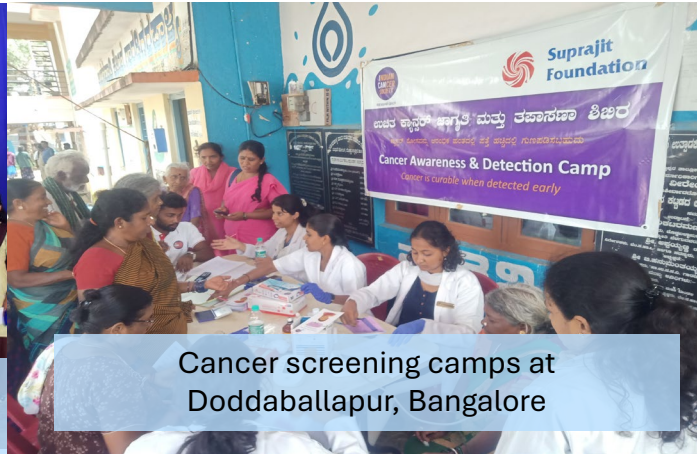
Key Milestones in Suprajit's Journey



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

- 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

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

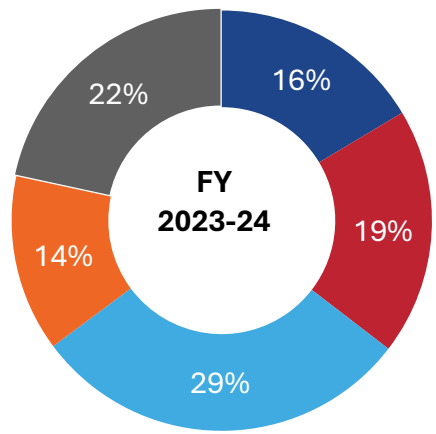
- › First Stage (Germany, Poland and Morocco) is expected to close on July 1st, 2024 (70% of turnover)
- › Second Stage (Canada, China) to follow few months later (30% of turnover)

More details are available in our press release dated 9th June 2024

Suprajit | A Global Leader

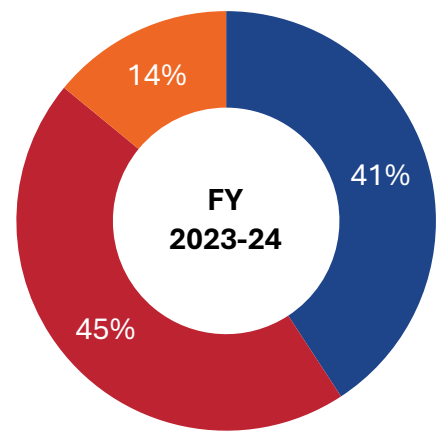
Segment Split

- 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	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

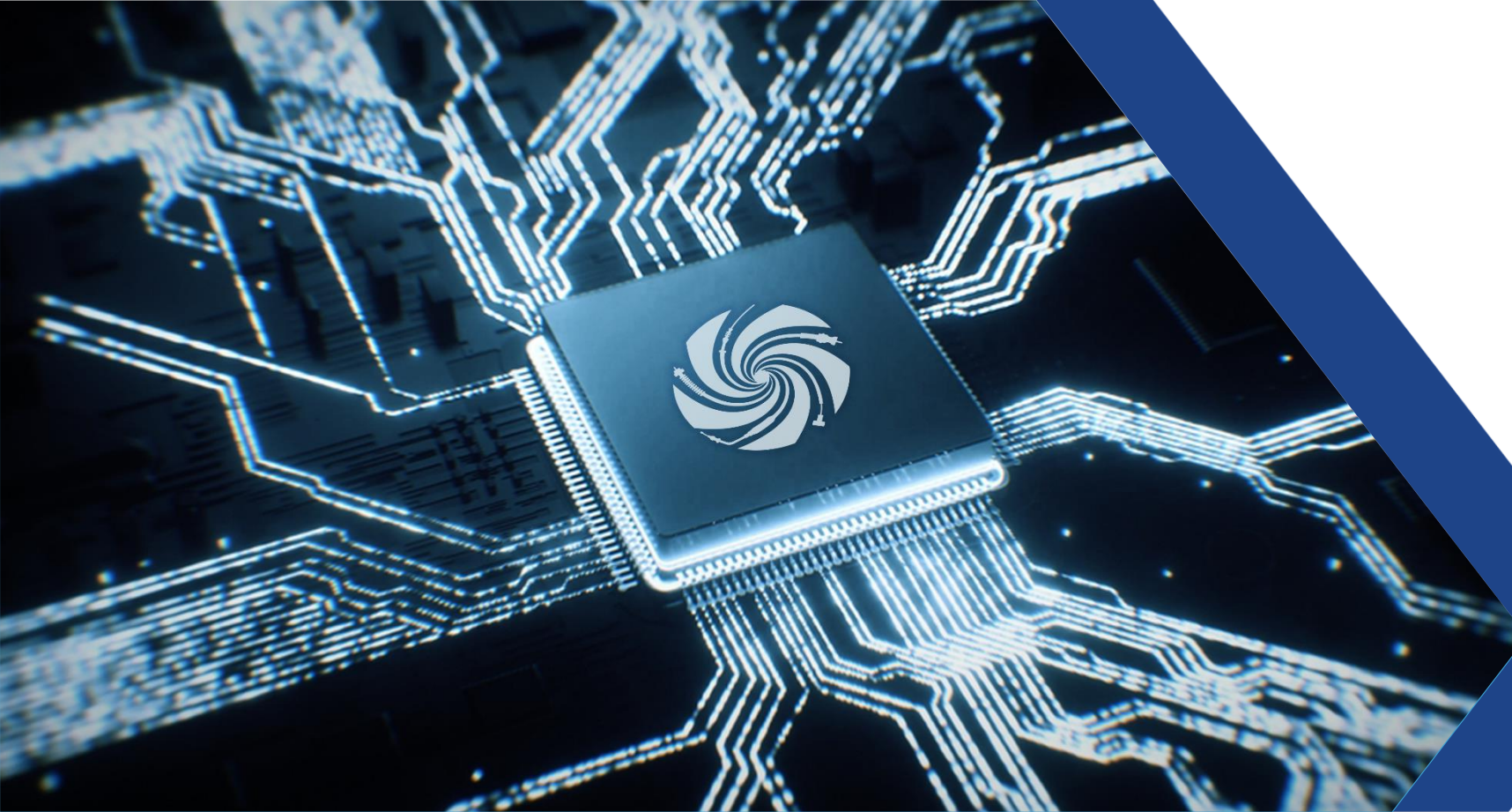
★ New Customers Majorly from SCS



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Thank You



**Global Scale
Local Focus
Technology Driven**

Building for Tomorrow

“Develop in India - Disrupt Globally”

17 October 2024

Suprajit Strengths

› **Technology Driven:**

- In-house developed technologies and patents
- Own Technology allows us to “deploy anywhere”
- Global technology exposure – global leading act
- Innovating for an Electric future - Multiple EV focused products




› **Local Focus:**

- Manufacturing On-Shore, Near Shore, Far Shore & China+1
- Quality, Engineering, Sales, Testing, Manufacturing Support – All available near customers

› **Global Scale:**

- Leading player in CORE Control Cable and Halogen product all industries – 2W, PV, OFH, PL
- Similar raw material purchasing across globe
- Similar processes at all locations

Technology Driven: Cables to **Beyond Cables**

		Traditional  Premium			
PV CV	2W 3W OFH	Vehicle Function	Mechanical	Hydraulic	Electronic
		Lighting	Halogen		LED Drop-In
		Throttle	Control Cable		e-Throttle (foot/hand)
		Clutch	Control Cable		
		Speedometer	Control Cable		Digital Cluster
		Brake	Control Cable		Wire
		Brake System	Drum	Hose	Drum/Disc Brake by Wire
		Brake Safety Systems	CBS	Disc	ABS
		Parking Brake	Control Cable		Actuator
		Fuel Lid/Seat lock/Steering Lock	Control Cable		Actuator w/ Cable
		Seat/Headrest/Armrest	Control Cable		Actuator w/ Cable
		Door	Control Cable		Actuator
		Hood Release	Control Cable		Actuator w/ Cable
		Window Winding	Control Cable		Actuator w/ Cable
		Shift Cable	Control Cable		Shift by Wire
		Sunroof Cable	Control Cable		Moonroof

Product Development w/ OEM
 Production Started
 Product Leader



Working towards premium products and becoming a system provider

Local Focus: **Close** and **Flexible** to Customer Needs

		Customer Production and Available Suprajit Location					
OEM Production		India / South Asia	Europe	North America	South America	China	APAC / Japan
Sales, Engineering, Testing, Warehousing	»	India	UK, Slovenia, Germany, Lux	USA		China	
On Shore			Hungary	USA			
Near Shore			Morocco	Mexico x 2			
Far Shore			India	India	India		India / China

Potential Strategies for Reach
 Organic Growth in Core Products and Beyond Cables

Global Scale | Build Technology for ALL Customers ALL Geographies

40+ PV

OEMs and Tier 1s



10+ 2W

OEMs and Tier 1s



20+ OFH

OEMs and Tier 1s



15+

Lighting Tier 1s



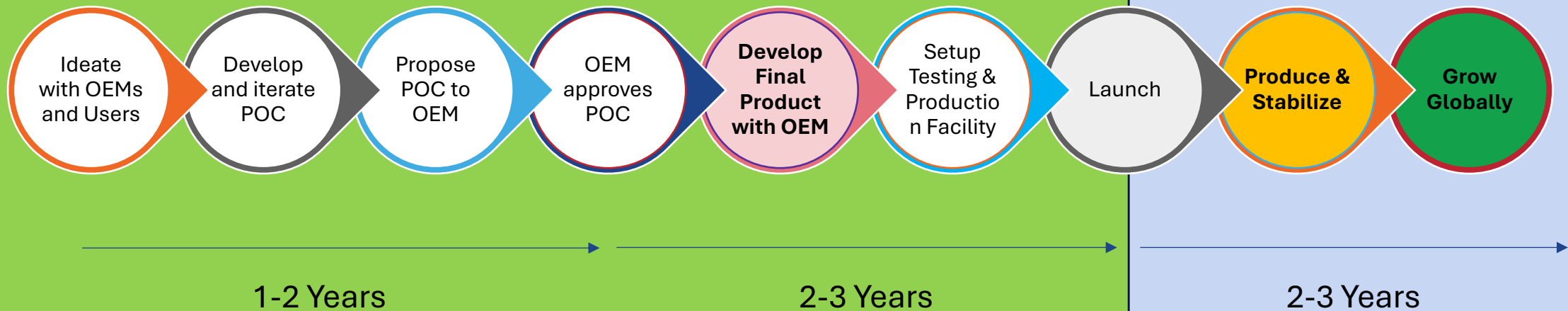
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Technology Driven Roadmap

Building Powertrain Agnostic Technology from Scratch

INNOVATE IN INDIA

DISRUPT GLOBALLY



“In 2016, Suprajit had 0 software/electronic engineers. SED was 4 years in the making, without foreign technology partners. Today, it’s a leading actuator / cluster maker for the 2W EV market in India and has won significant business for electronics and sensors from our global OEMs.”

Actuator Product Line

Customer Focus: 2W OFH PV T1

Reason: Premiumisation / Disruption / Electrification

Product Range:

Development Launched Market Leader



Industry	2W	OFH	PV / T1
PKB/Hood/Other			
Seeder Gearbox			
Steering Lock Actuator			
Charging Gun/Lid Actuators			
Headrest/Armrest Cable Actuators			
Seat tumble + Fold Cable Actuators			



Opportunity:

- Global leader in Seating Actuators in US – Technology nascent in India but increasing with Premiumisation
- No Competitor with India based HQ and R&D (lower cost of development)
- Only Player with inhouse SMT lines in low cost country (SED)
- Large OEMs setting up Engineering Centers in India want suppliers to develop with
- 25-30 actuation systems with cables in PVs (especially China/US/Europe, India catching up)

Electronics Product Line

Customer Focus: 2W OFH T1

Reason: Premiumisation / Disruption / Electrification

Product Range:

Development Launched Market Leader



Industry	2W	OFH	PV T1
Analog Clusters	Green	White	White
Semi-Digital Clusters	Yellow	Yellow	White
Digital Clusters	Green	Yellow	White
Seat Actuator Electronics	White	White	Pink
Electronic Throttle (Hand/Foot)	Yellow	Green	White



Opportunity:

- EV first Product Development
- 100% Product focused Player (No EMS)
- Own Technology – no restriction on customers
- End-to-End supplier (Design-Manufacturing-Boxing-Delivery)

Current Focus: Disrupt Globally

Braking Product Line

Customer Focus: 2W OFH

Reason: Forward Integration/Consolidation

Product Range:

Industry	2W	OFH
Drum Brake		
Disc Brake		
Friction (Brake Pad/Shoe)		
CBS		
Levers (Hand/Parking Brake)		
Brake Cables		

Development Launched Market Leader



Opportunity:

- No End to End (Lever to Friction) supplier exists in India
- No supplier developing EV-first braking technologies
- No India based global supplier of braking systems
- Various Design based USPs (cost / feature improvements)



Building for Tomorrow

› **Technology Driven:**

Focusing on Power Train Agnostic Technologies

Building Products that Scale across segments and Geographies

Technology and Patents developed and owned by Suprajit – freedom to disrupt globally

› **Local Focus:**

Trust and Speed with Teams and infrastructure close to global customers

Manufacturing flexibility of location based on geopolitical/customer situation

› **Global Scale:**

Access to all major customers and industries – 2W, PV, OFH, PL

Products developed can be manufactured/assembled at any location

Scale makes us competitive against local and global competitors



Thank You

