

23rd March, 2023

To

The Manager - Listing,
BSE Limited,
Rotunda Building,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001
Scrip Code: 543276

The Manager - Listing,
National Stock Exchange of India Limited,
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051
Stock Code: CRAFTSMAN

Dear Sir/Madam,

Sub: Presentation on update on the acquisition of DR Axion India Private Limited;

Pursuant to Regulation 30 read with Part A of Schedule III and Regulation 46(2)(o) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are attaching herewith the presentation on update on the acquisition of DR Axion India Private Limited and the same is also available on the website of the Company.

We request you to kindly take the aforesaid information on record and disseminate the same on your respective websites.

Thanking you.

Yours faithfully,
for CRAFTSMAN AUTOMATION LIMITED

Shainshad Aduvanni
Company Secretary & Compliance Officer

Encl: As above

Acquisition of Controlling Interest in DR Axion India Private Limited

by Craftsman Automation Limited



Craftsman
— AUTOMATION —

DR AXION

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DR Axion Korea - the global leader in the auto parts industry with top quality and technology!

Ever since, the Daerim Enterprise, established in 1977, the ceaseless passion on R&D and technology innovation avail us to contribute to the remarkable progress of auto parts industry. also DR Axion making steady steps to become an enterprise that world recognizing, that can be achieved also through absorbing advanced technologies over diversity business ties with world class firms.

- DR AXION CEO **LEE, Hyo-Keon**

[-To know more Click to here to watch DR Axion Korea Corporate Video](#)





a leader of future auto parts industry

Primarily engaged in - **Automotive Aluminum Products**



2008 Commenced

Commenced operations in **2008** in Tiruvallur, Tamil Nadu and formed by **DR Axion Korea** - a pioneer in auto parts industry with over 40+ years of industry experience & presence in 3 countries



State of the art facility

Scalable manufacturing set-up located in one of the largest auto-manufacturing clusters



High Growth Potential Industry

Auto-component industry in India is expected to **grow 4x to reach USD 200 Bn by 2026**, with PV components accounting for 45% of the market

End User Industries

Passenger Vehicle Segment



1 Strategically located Mfg. facility

50 K sq. mtr.

strategically located close to 2 key customers.



Long standing customer relationships

Built long-term relationships with top PV OEMs



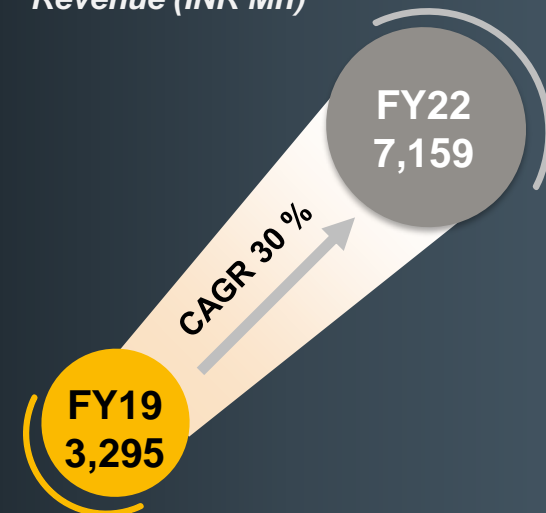
Experienced Team

Experienced team of **8 expats with 25 yrs. of avg. industry experience** have built in-house execution capabilities to meet the global OEMs standards. Now, added with the expertise & experience of CAL

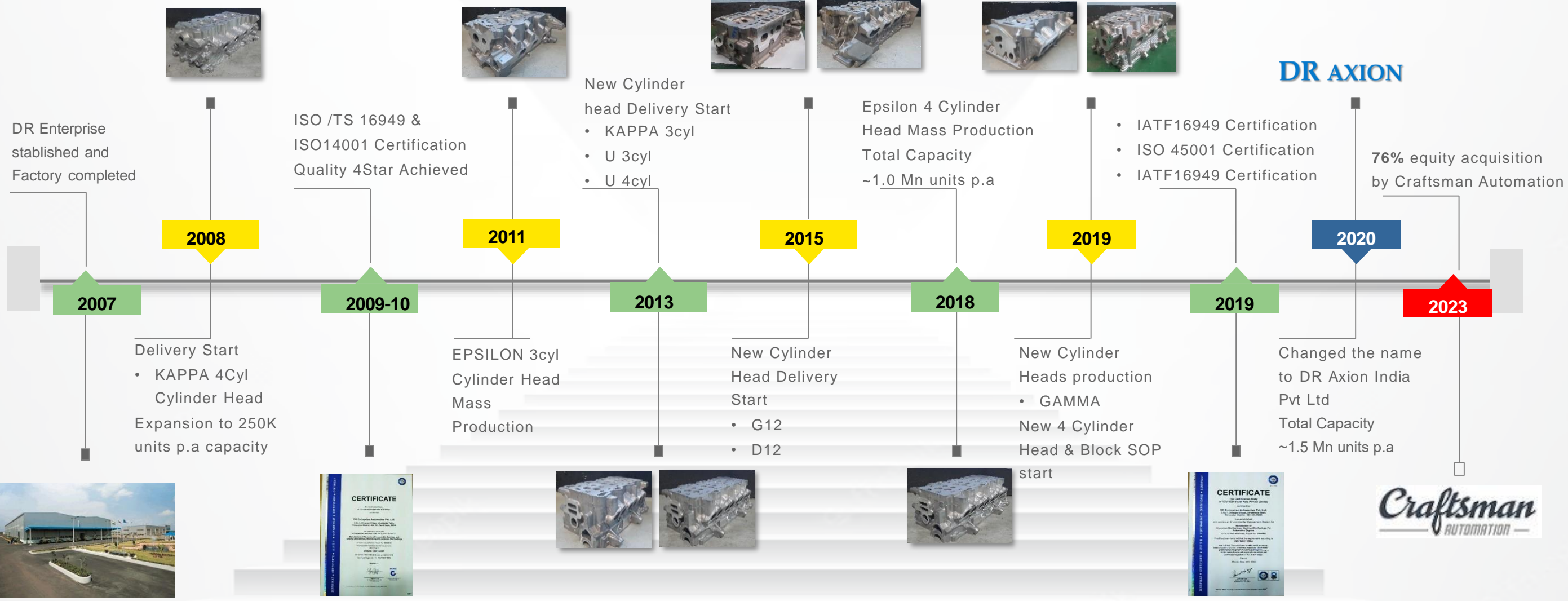


Robust Financials

Revenue (INR Mn)



DR AXION

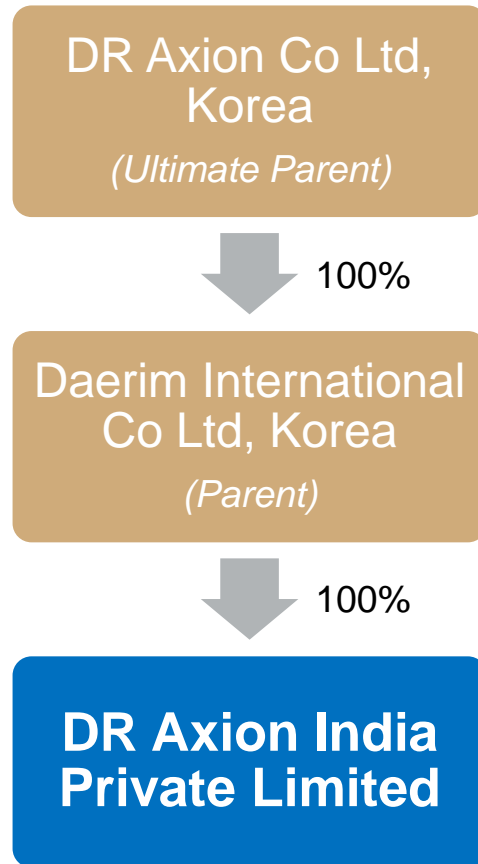


Craftsman Automation Limited acquired 76% equity of DR Axion India Private Limited for

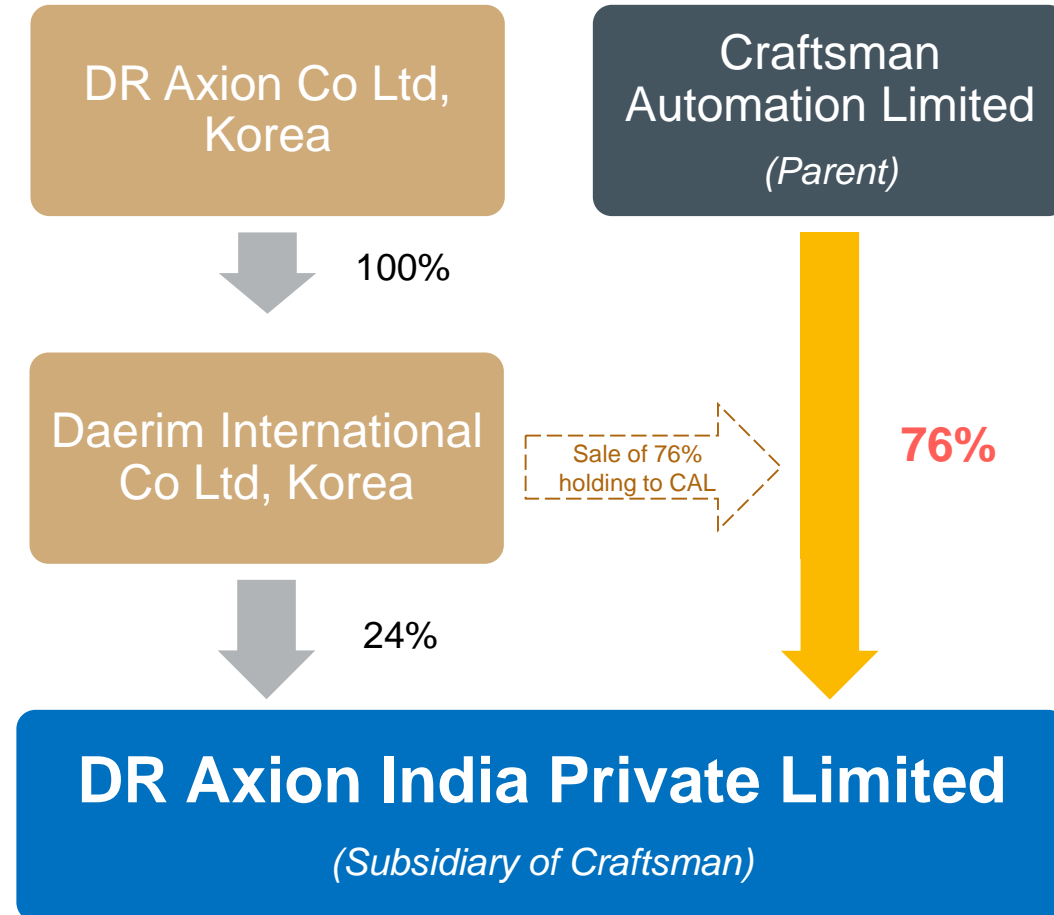
₹375
Crore

on 01st Feb 2023

Before Acquisition



After Acquisition

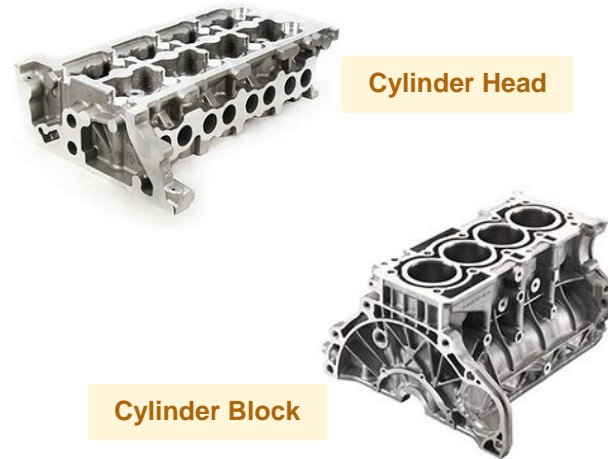


- The acquisition was made after necessary due diligences by reputed firms.

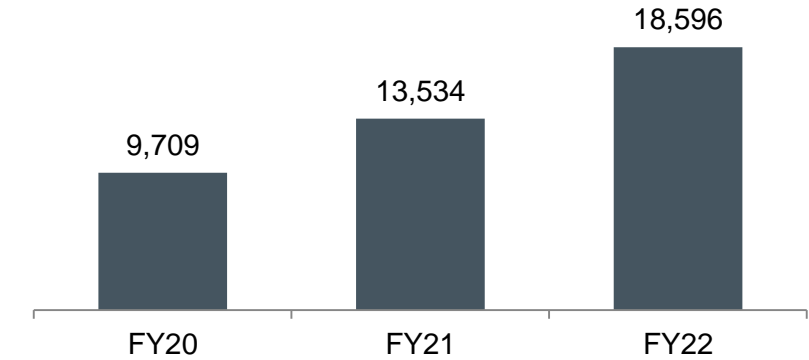
Manufacturing capabilities



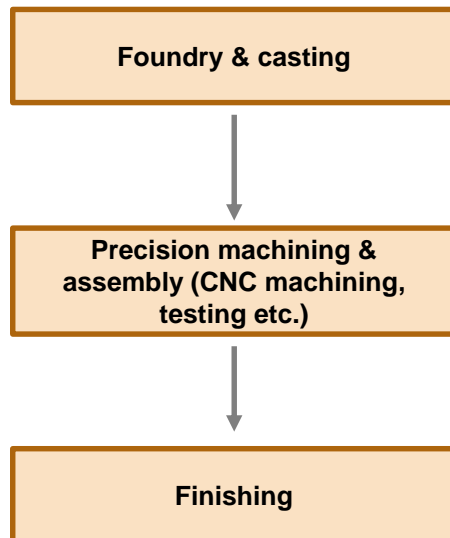
Key Products



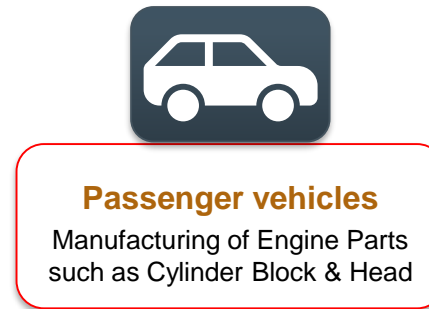
Sales Volume (In Tonnes)



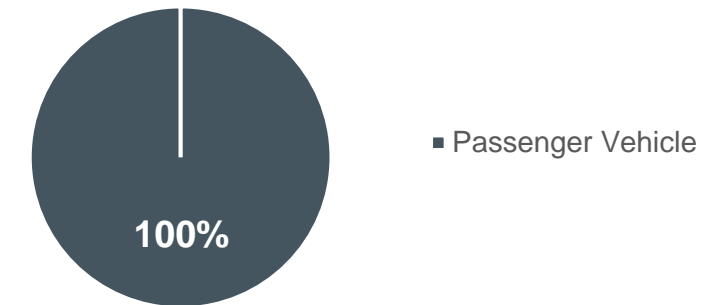
Manufacturing process capabilities



End user industries



Volume by Segment



State of the art facility located in the automotive manufacturing hub of India with latest equipment and manufacturing capabilities

Dedicated production lines

Company has 10+ production lines dedicated for each customer/ each project

Presence across value chain

Each line involves Melting of Aluminum, Core Making, Casting Making, Knock out, Heat treatment, Chipping/Fettling & CNC machining

Delivering Quality Products

Dedicated QC team undertakes regular checks and inspections to ensure efficiency and quality of finished product

Manufacturing Process – Low Pressure Die casting and Gravity Die casting



Melting Furnace



Low Pressure Die Casting



Gravity Die Casting



Knockout / Fettling



Heat Treatment



Quality Inspection



Pre-Machining & Leak Testing

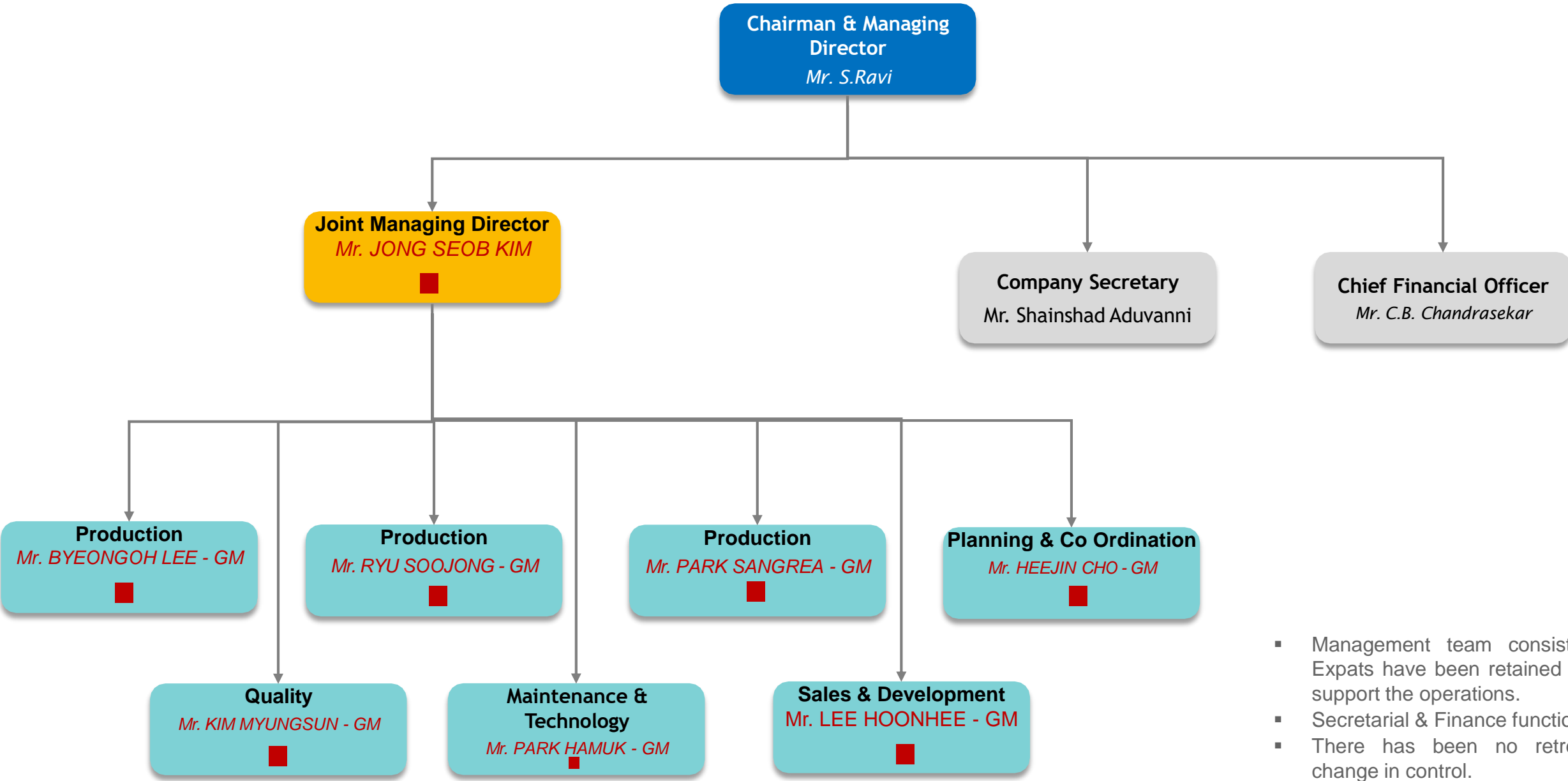


Packing & Delivery

DR AXION INDIA PRIVATE LIMITED

List Of Directors & Key Managerial Personnel Post Acquisition by
Craftsman Automation Ltd

Sl. No	Name of the Directors	Designation	Nationality
1.	Mr. Srinivasan Ravi	Chairman and Managing Director	Indian
2.	Mr. Kim Jong Seob	Joint Managing Director & CEO	Korean
3.	Mr. Ravi Gauthamram	Non-Executive Director	Indian
4.	Mrs. Vijaya Sampath	Independent Director	Indian
5.	Mr. Tamraparni Srinivasan Venkata Rajagopal	Independent Director	Indian
6.	Mr.C.B.Chandrasekar	Chief Financial Officer - KMP	Indian
7.	Mr. Shainshad Aduvanni	Company Secretary - KMP	Indian



- Management team consisting of 8 Korean Expats have been retained & they continue to support the operations.
- Secretarial & Finance functions from CAL.
- There has been no retrenchment due to change in control.

■ Korean Expats
*Manpower as of Sep'22

Customer Awards



Mahindra & Mahindra – Superior Performance in Casting & Forging - 2021



Mahindra & Mahindra – Special Appreciation award



Hyundai Motors India - Best Vendor for Innovation - 2016

Certifications



IATF 16949 Certification










ISO 14001 Certification



ISO 45001 Certification

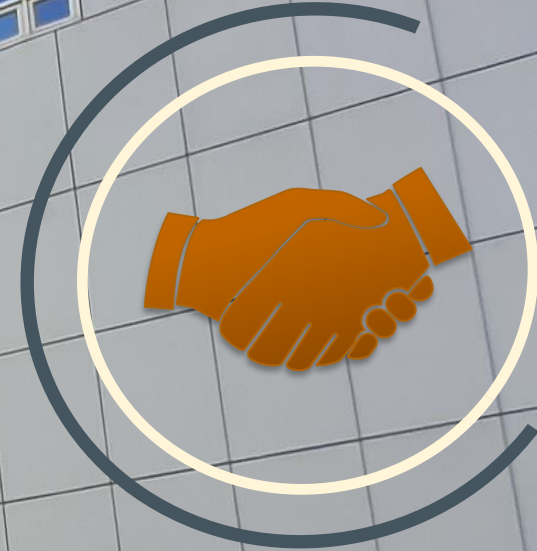


SYNERGY

-  Strategic Expansion In Existing Markets
-  Enhanced Share Of Business From Existing Customers
-  New Customers Acquisition
-  New Market Penetration
-  Increased High Pressure Die Casting Business Footprint
-  Enhanced Business Potential In Electric Mobility
-  Mutual Technological Synergy

Thank You

DRAXION
Subsidiary of *Craftsman*
AUTOMATION



www.craftsmanautomation.com
www.draxionindia.com