



# STEEL STRIPS WHEELS LTD.

CIN: L27107PB1985PLC006159

Head Office : ISO/TS16949 Certified  
SCO 49-50, Sector-26,  
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Fax : +91-172-2794834 / 2790887

Website : www.sswlindia.com

The National Stock Exchange of India  
Limited

Exchange Plaza,  
Plot No. C/1, G Block,  
Bandra-Kurla Complex, Bandra (E),  
Mumbai - 400 051

**NSE Code: SSWL**

Dated: 22.12.2021

Bombay Stock Exchange Limited  
Department of Corporate Services,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001

**BSE Code: 513262**

**Sub: Analysts/Institutional Investors Meet - SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir,

Pursuant to the provisions of Regulation 30(6) of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015, we wish to inform you that the Company's Analysts/ Investors meet has been fixed, the schedule of which is as follows:

Date	Name of Fund / Broking House	Type of Meeting	Venue
22.12.2021	Principal MF	Group Meeting organised by SMIFS Ltd.	Virtual
	IIFL AMC		
	IDBI MF		
	SBI General Insurance		
	UNIFI Capital		
	iWealth		
	Canara HSBC OBC Life Insurance		
	BOI AXA Mutual Fund		
	Envision Capital		
	SBI Pension Funds		
	Bajaj Allianz Life Insurance		
	KRIC		
	Samaarthy Capital		
	Equity Intelligence		
	Sameeksha Capital		
	Quant Mutual Fund		
	Dron Capital		
Albatross Capital			
Edelweiss Mutual Fund			

**Note:** Changes to the Schedule may happen due to exigencies on part of Analysts/Investors or the Company.

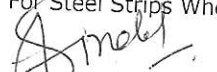
Further, we are enclosing herewith presentation to be made to Analysts/Investors at the aforesaid meeting and the same shall be accessible on the website of the Company i.e. [www.sswlindia.com](http://www.sswlindia.com).

Kindly take the same on your records for reference.

Thanking you.

Yours faithfully,

For Steel Strips Wheels Limited

  
(Shaman Jindal)  
Company Secretary

**Regd. Office :** Village Somalheri/Lehi, P.O. Dappar, Tehsil Derabassi, Distt. Mohali, Punjab (India)  
Tel. : +91 (1762) 275249, 275872, 275173 Fax : +91 (1762) 275228  
Email : admin@sswlindia.com Website : www.sswlindia.com

**Works :** Plot No. 733-735 & 747, Moja-Jojobera, P.O.-Chhota Govindpur, Jamshedpur  
Distt. East Singhbhum, Jharkhand (India)  
Phone : +91-657-2277753, Fax : +91-657-2277754



Steel Strips Wheels Limited

# STEEL STRIPS WHEELS LTD

Delivering Value Seeking Excellence



# Company Overview



**SSWL is a leader in designing & manufacturing automotive wheels – both under the steel & alloy category.**



**Our state of the art facilities caters to a wide range of domestic and global automobile makers while following the highest quality standards.**



Led by our:

**Chairman, Mr. RK Garg**

**Managing Director, Mr. Dheeraj Garg**



- + Our state of the art facilities caters to a wide range of domestic and global automobile makers while following the highest quality standards.
- + We are based out of Chandigarh with manufacturing facilities at Dappar (Punjab), Oragadam (Chennai), Jamshedpur(Jharkhand), Mehsana (Gujarat) and Saraikela (Jharkhand).



# Highlights



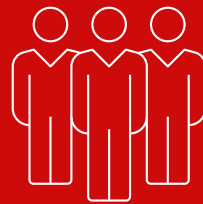
Founded in  
**1991**



Wheel Plant  
**4**



Wheels Capacity  
**23+ million per annum**



Number of Employees  
**5000+**

# Values

Honesty, Integrity & Transparency as essential ingredients of a stable & strong organization.



Being bold and agile, courageously taking on challenges.



Health & Happiness of all our stakeholders



Safety, Technology & Quality leadership.



Optimal use of natural resources- fuel, water, energy.



# Manufacturing Locations



## Manufacturing locations

- + Dappar (Punjab) - North India
- + Oragadam , Chennai (Tamilnadu) - South India
- + Jamshedpur (Jharkhand) - East India
- + Mehsana, Gujarat – Alloy Wheel

## Capacities

- + Total 23.0 Million nos p.a.
- + Dappar - 10.8 Million
- + Chennai -6.0 Million (Car/TW) & 1.50 Million (CV)
- + Jamshedpur -2.16 Million
- + Mehsana -2.5 Million(Expansion Underway to increase capacity to 3.0Mn)

## Strategic Investors

- + Tata Steel Ltd, India - 6.97%,
- + Nippon Sumitomo Metal Industries, Japan – 5.45%,
- + Listed company in National Stock Exchange and Bombay Stock Exchange, India.

# Our Journey

## DAPPAR PLANT

Start of Commercial production for Maruti Suzuki from Dappar plant near Chandigarh

## 2 W & TRACTOR WHEELS

Start of Commercial production for 2 Wheelers & Tractor wheels

## EXPORT

- + Start of Commercial production for Exports market by supplies of Passenger Car wheels to PSA Peugeot Citroen, France
- + Start of Commercial production for HCV wheels

## PRODUCTION

Developed Semi Full face Styled wheel for Renault Romania

1991

1997

2002

2006

2007

2008

2009

## COLLABORATION

Technical collaboration with Ring Techs Co. Ltd., Japan

## LCV WHEELS

Start of Commercial production for LCV wheels

## CHENNAI PLANT

Start of production at Chennai plant

# Our Journey (cont.)

## JAMSHEDPUR PLANT

Start of production at Jamshedpur plant

## SSWL CHENNAI TRUCK PLANT

Start of production of truck wheels at Chennai plant

## SARAIKELA PLANT ( HOT ROLLING MILL)

+ The Hot Rolling Mill at Saraikela was incorporated primarily to provide backward integration for our steel wheels

2010

2016

2017

2017

2017

2021

## UTE MAYR STEEL SERVICE CENTRE

Start of production at Ute Mayr Steel service centre

## MEHSANA PLANT

Start of production of passenger car alloy wheels at Mehsana plant, Gujarat

## MEHSANA PLANT

Alloy Wheel Capacity expanded to 2.50mn

# Partners - PASSENGER VEHICLE





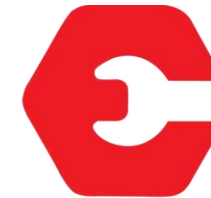
# Partners - TRACTOR



# Partners - COMMERCIAL VEHICLE / OTR



DAIMLER



SWARAJ  
MAZDA



Mahindra  
EARTHMASTER

ESCORTS



CNH  
INDUSTRIAL



# Partners - 2-3 WHEELER



# SSWL Export Customers Locations



● Customers Locations

# Domestic Business Allocations (Steel Wheels)



**50%** market share in the passenger vehicles segment

Key Customers	SOB	Key platforms
Maruti Suzuki	50%	Ciaz, Baleno, Scross, Brezza, Celerio
Hynduai	45%	Venue, Xcent, Grandi10, Verna
Mahindra	50%	KUVTUV,XUV
Honda	50%	Mobilio, WRV, Jazz, Amaze, City
MG Motors	100%	Hector
Kia	55%	Seltos, Carnival, Sonet



**44%** market share in the tractor segment  
**70%** market share in the OTR segment

Key Customers	SOB	Key platforms
Mahindra	57%	Jivo, Arjun, Yuvraj, Dhruv
Sonalika	45%	D1745, D16TRX, RX47
Eicher	35%	551, 548 , 485
JCB	60%	3DX, 4DX, Export Model
New Holland	40%	5500 , 7500



**53%** market share in the MHCV segment

Key Customers	SOB	Key platforms
Ashok Leyland	55%	Ecomet, Ross, Viking, Cheetah
Tata Motors	42%	Ultra LPK 1512, LPK1518, 2518, 3718 , 3118 , 4218

## Two/Three wheelers



**30%** market share in 2/3Wheelers

Key Customers	SOB	Key platforms
Piaggio	54%	Ape city , Ape Cargo
HMSI	35%	Activa, Dio, Activa 125, Grazia, Aviator
Suzuki Scooters	45%	Access 125
Scooter India	100%	Vikram

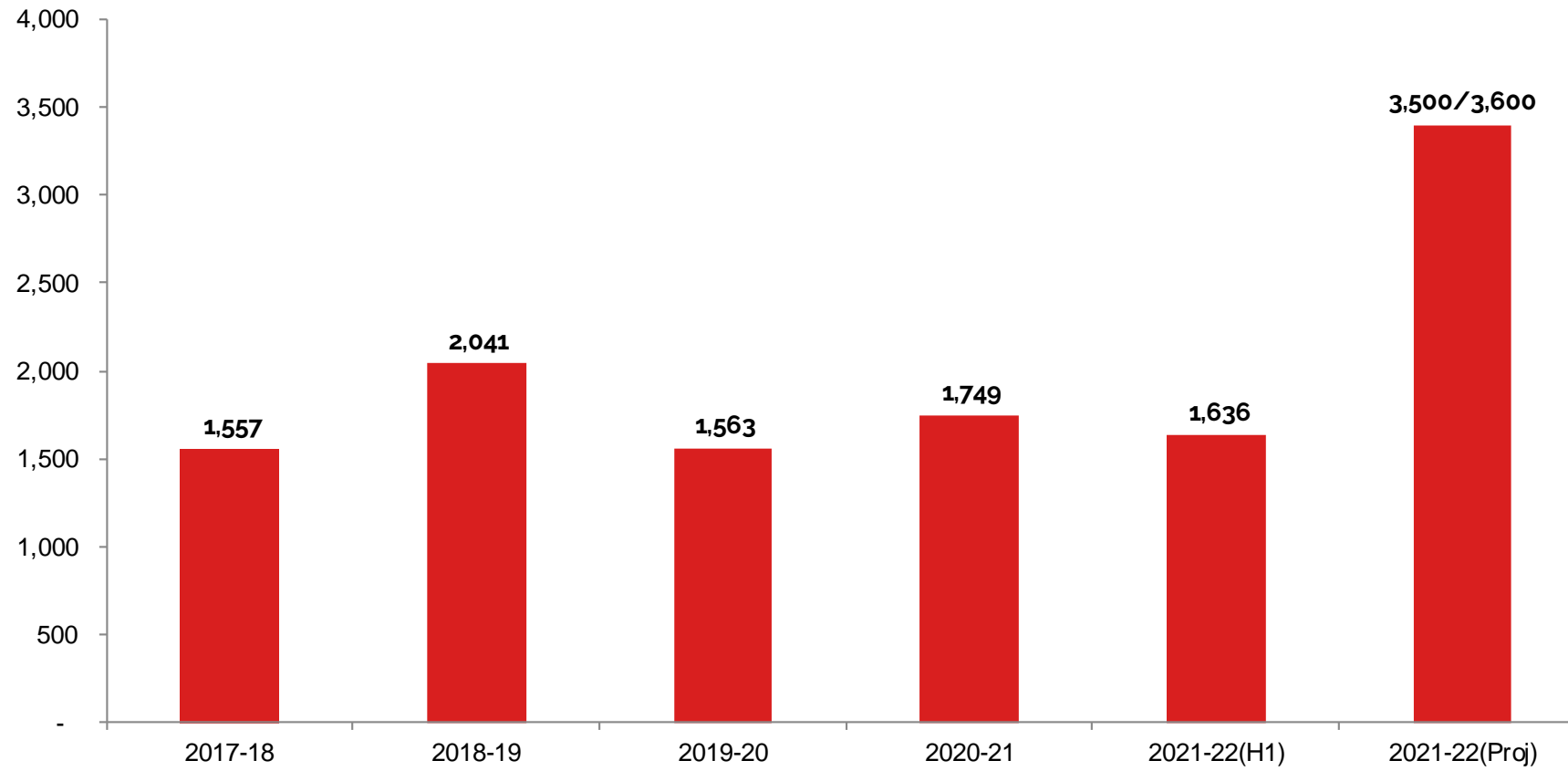
# SSWL Mindshare in Alloy Wheel Market



SSWL Nomination for Alloy Wheel Programs	SOB
Hyundai Creta	100%
Hyundai Alcazar	100%
Hyundai Venue	100%
Hyundai Verna	100%
Hyundai Aura	100%
Kia Seltos	18%
Kia Sonnet	50%
Renault Kiger	100%
Nissan Magnite	100%
Mahindra New Xuv 700	100%
Mahindra Xuv 300	100%
Tata Harrier	40%
Tata Punch	100%
Tata Tigor	85%

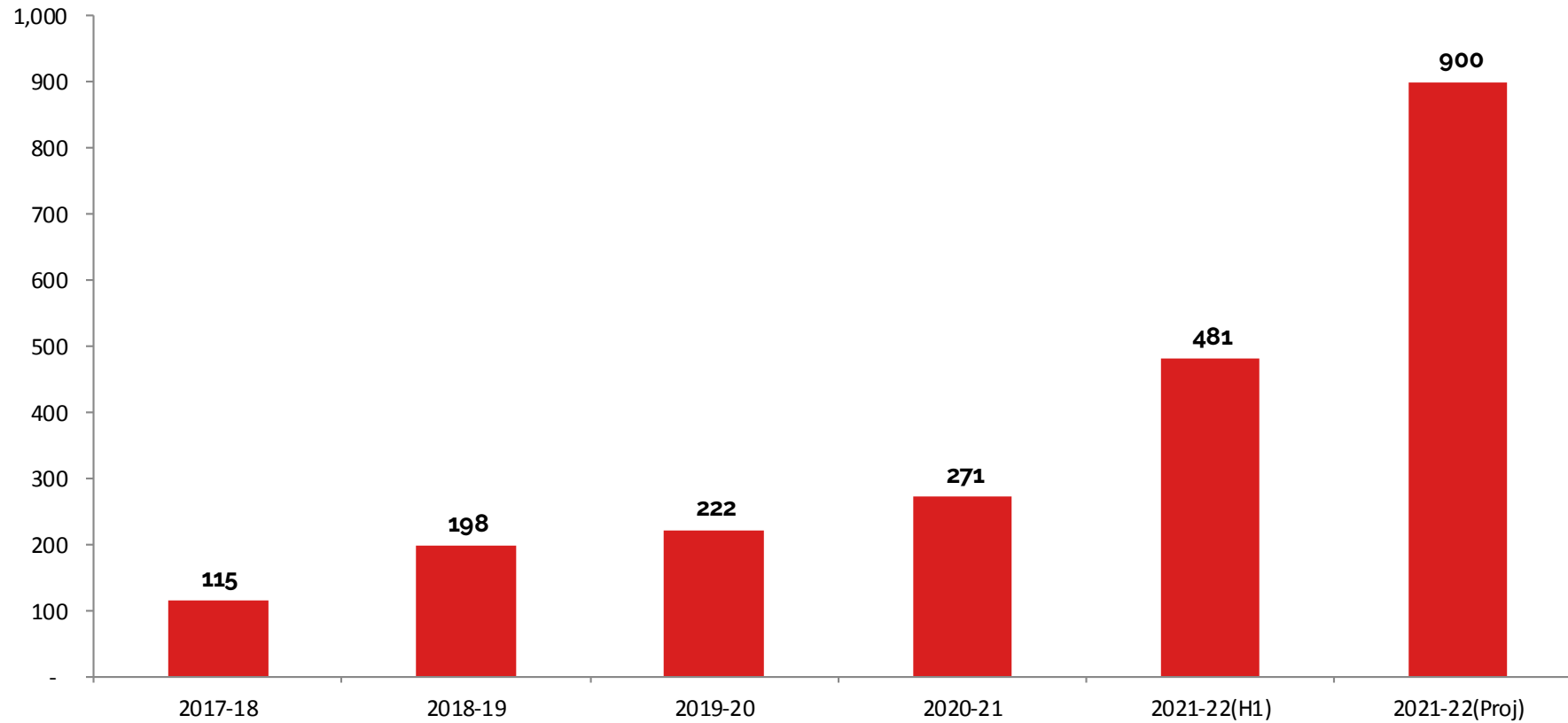
# Sales Performance Turnover Value (in Crs)

Rs in Cr.



# Growth Drivers Export Value

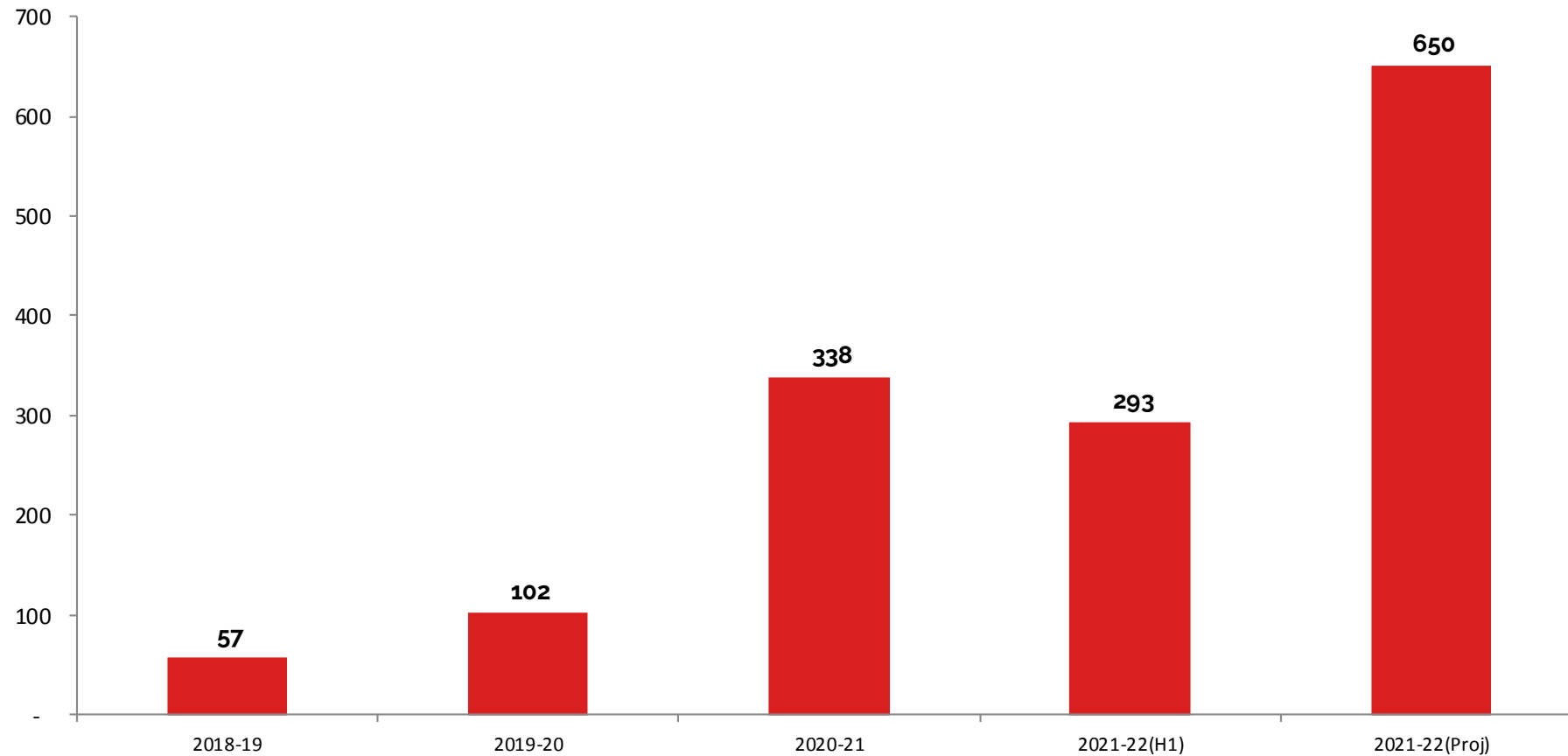
Value(Rs Cr.)



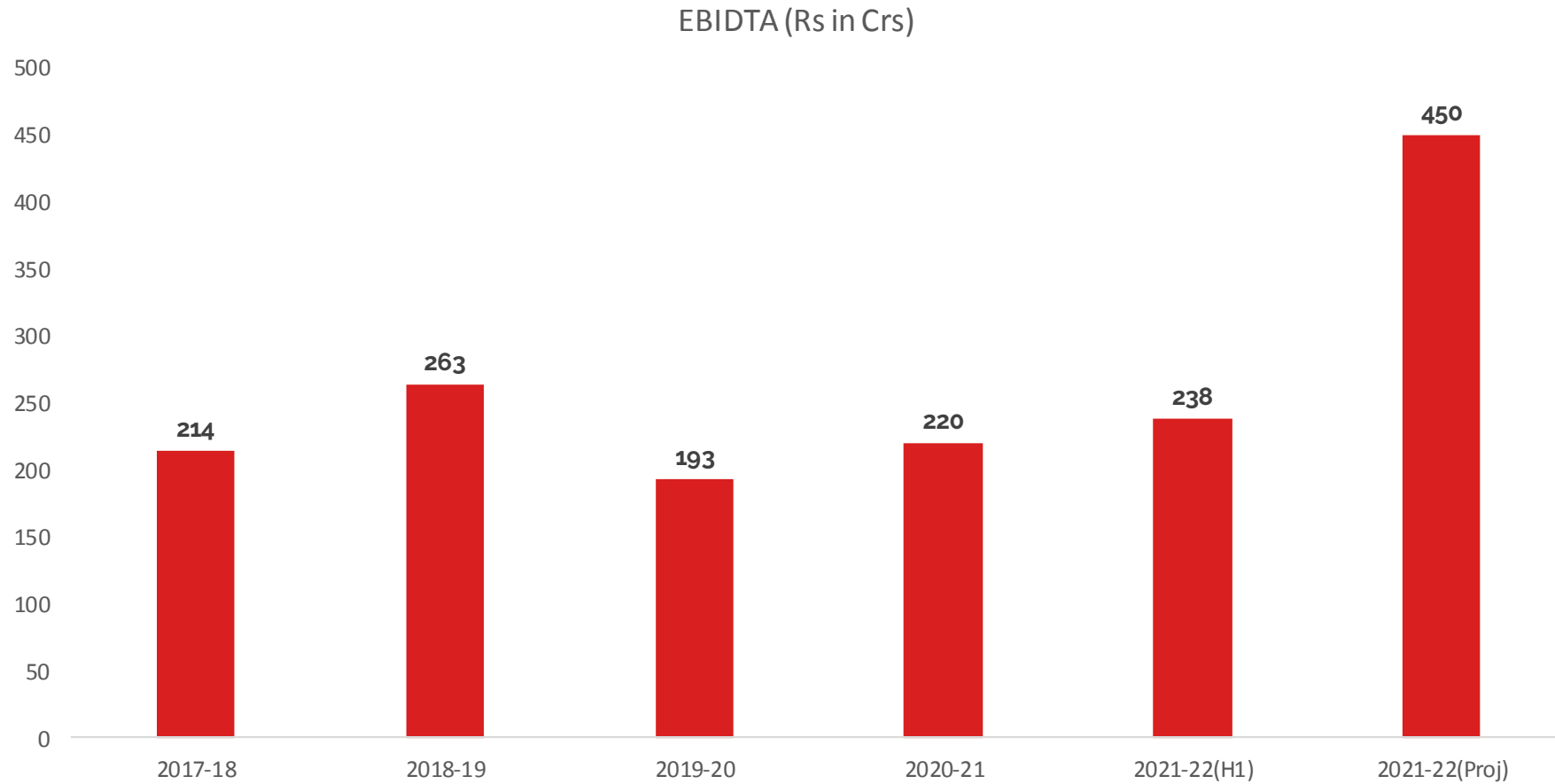


# Growth Drivers Mehsana Plant Value

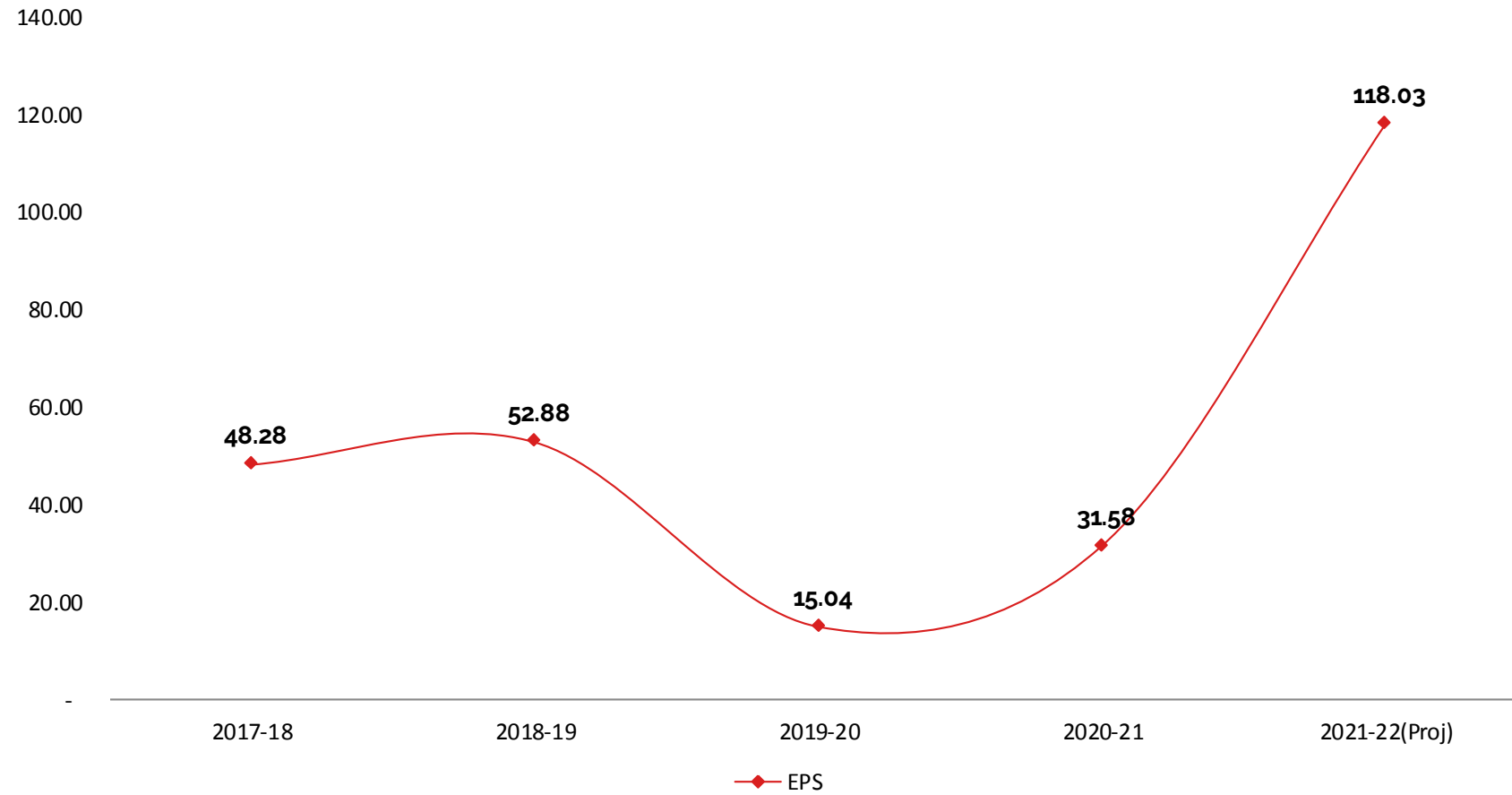
Net Value(Rs Cr.)



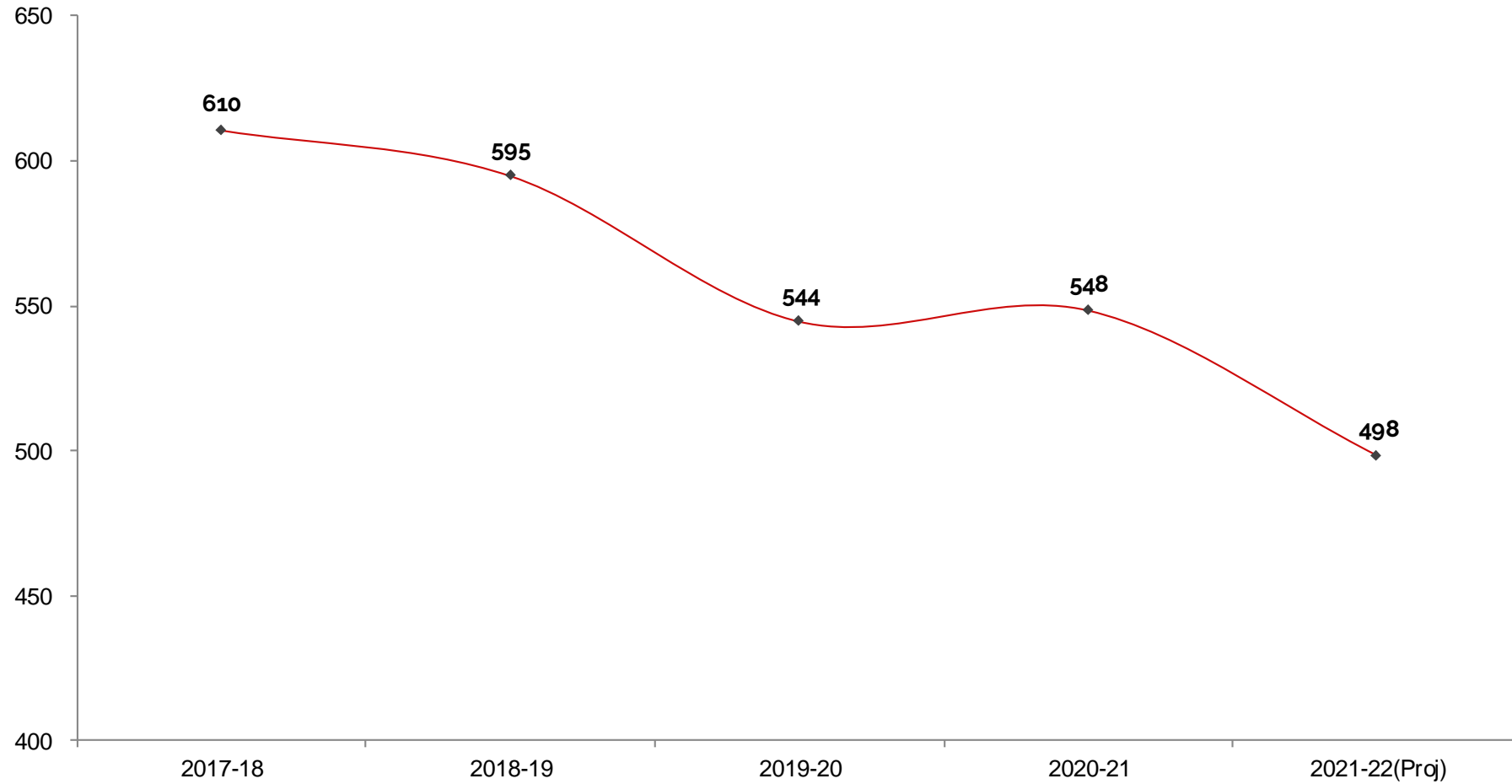
# EBITDA(Rs in Crs)



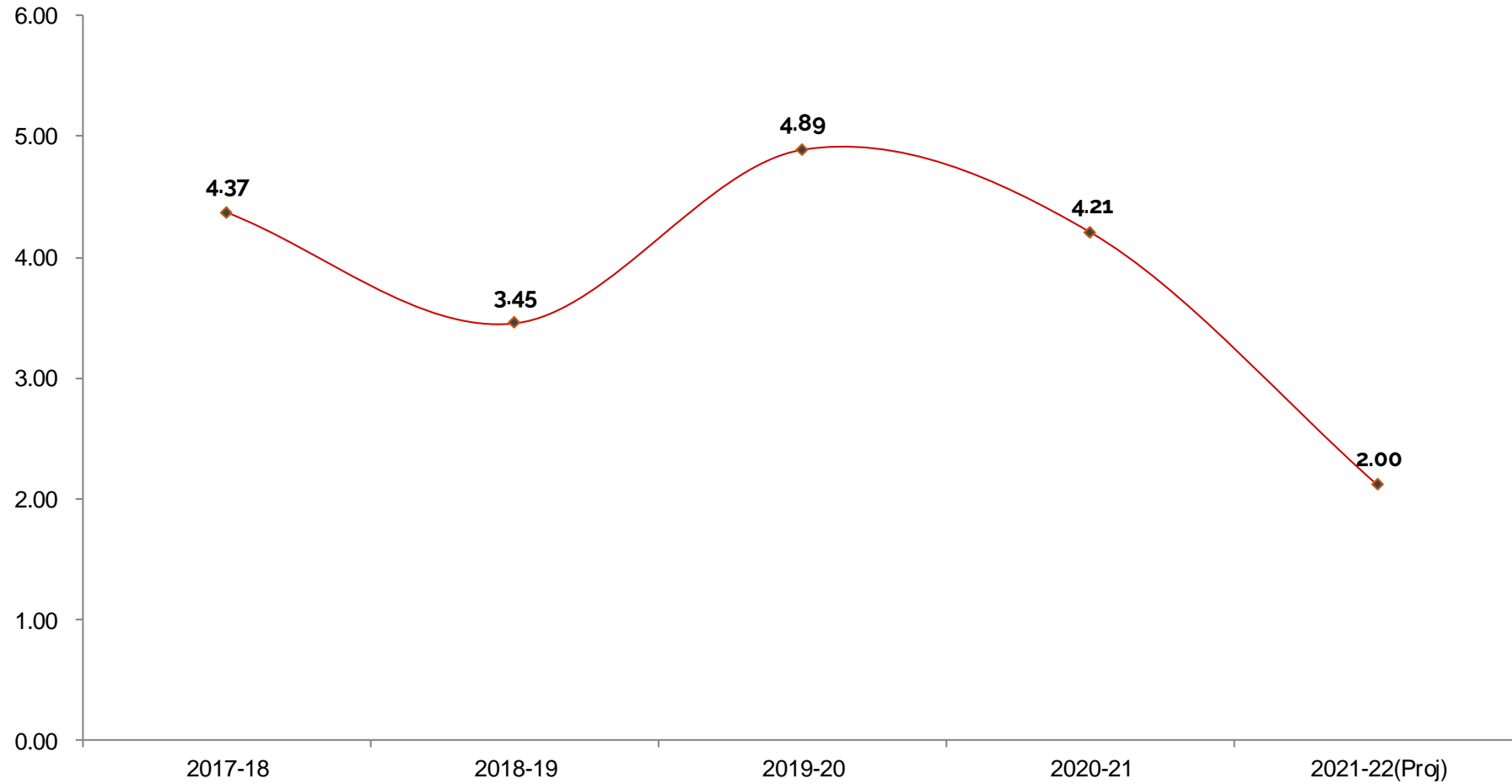
# Earning Per Share (Rs)



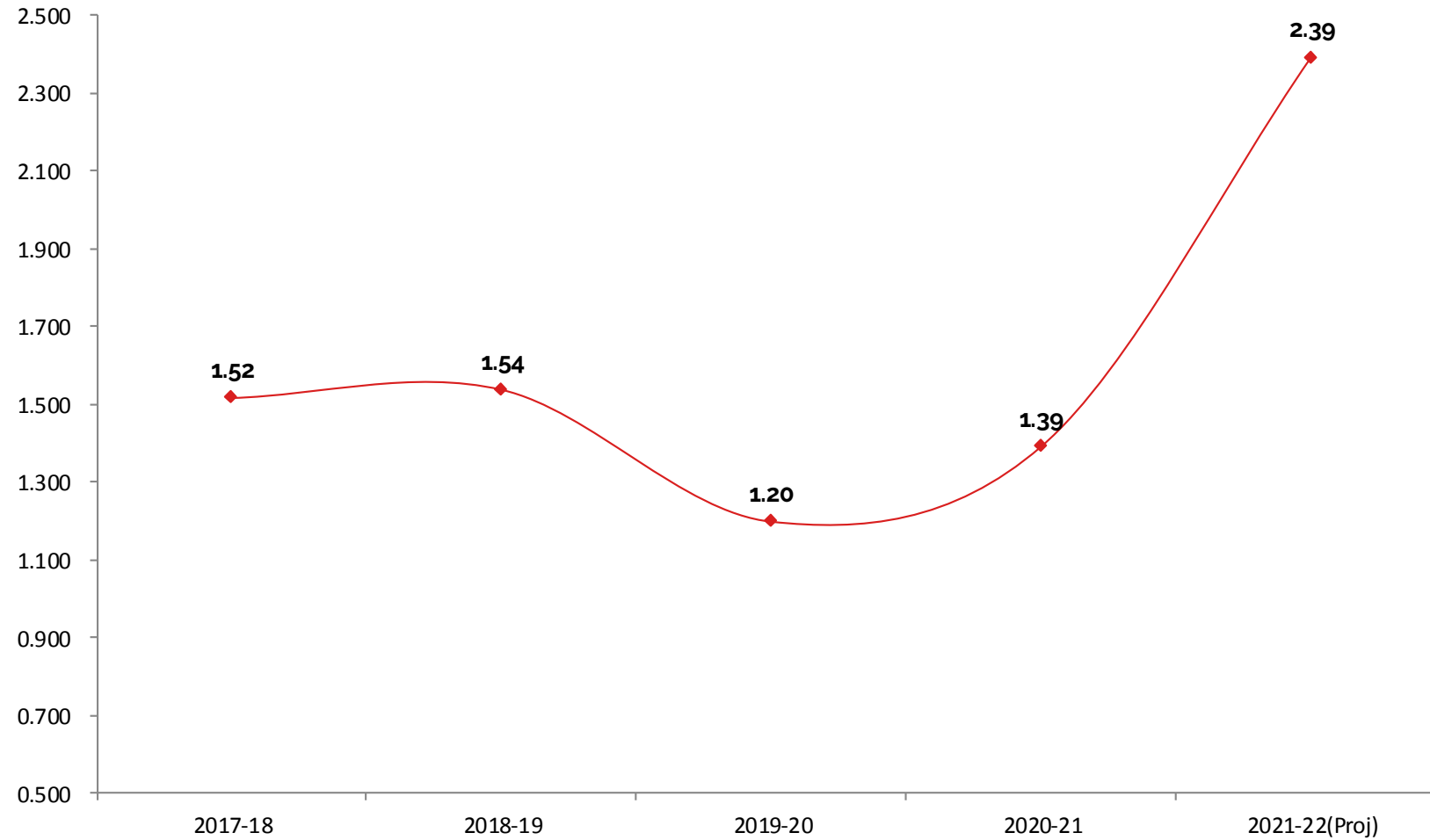
# Secured Term Debt(Rs Cr)



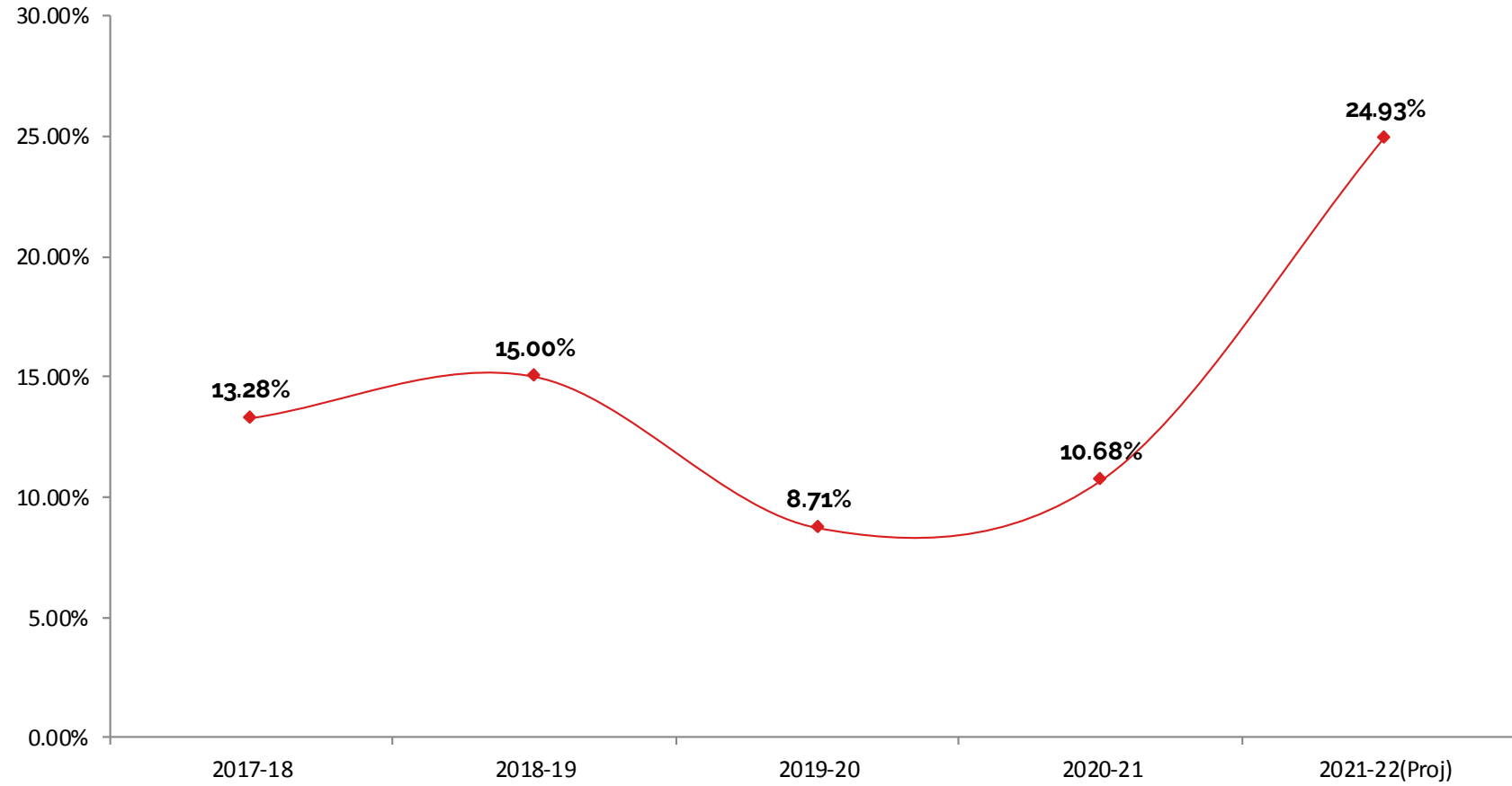
# Debt/EBITDA



# Fixed Asset Turnover Ratio



# ROCE



# Key Strategies Going Ahead

1.

- Prioritise reduction in company debt.

2.

- Targeting threshold ROC of 25% for the company.

3.

- Operating expense optimization with introduction of major robotic overhauling.

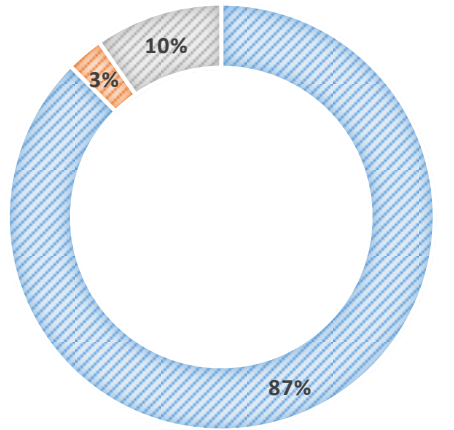
4.

- Shift overall Sales Mix towards EBITDA accretive segments(Alloy/Exports)



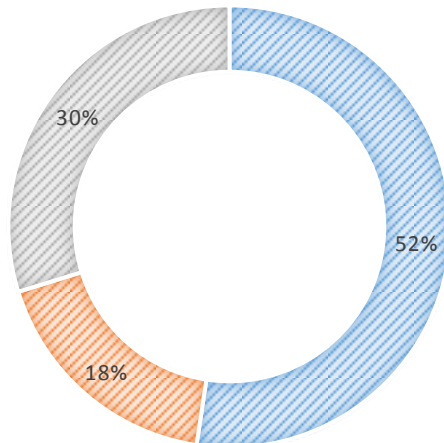
# Way Forward

**2018-19**



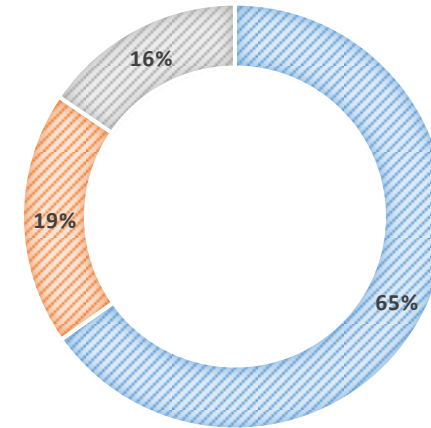
■ Domestic Sales ■ Alloy Wheels ■ Export

**2021-22(H1)**



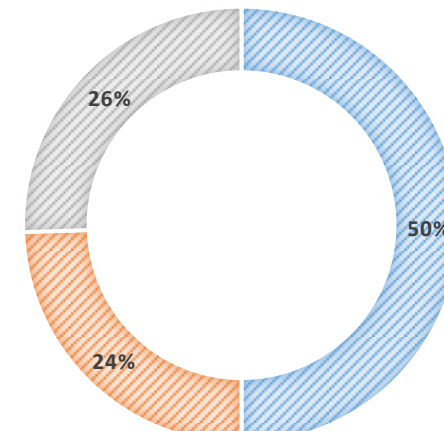
■ Domestic Sales ■ Alloy Wheels ■ Export

**2020-21**



■ Domestic Sales ■ Alloy Wheels ■ Export

**Way Forward**



■ Domestic Sales ■ Alloy Wheels ■ Export



## Contact Us



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# Thank You...