



STEEL STRIPS WHEELS LTD.

CIN: L27107PB1985PLC006159

Head Office : ISO/TS16949 Certified
 SCO 49-50, Sector-26,
 Madhya Marg, Chandigarh-160 019 (INDIA)
 Tel. : +91-172-2793112, 2790979, 2792385
 Fax : +91-172-2794834 / 2790887
 Website : www.sswlindia.com

Date: 06.12.2021

The Bombay Stock Exchange Limited
 Department of Corporate Services,
 Phiroze Jeejeebhoy Towers,
 Dalal Street,
 Mumbai-400001
BSE Code: 513262

The National Stock Exchange of India Limited
 Exchange Plaza,
 Plot No. C/1, G Block,
 Bandra-Kurla Complex,
 Bandra (E), Mumbai-400051
NSE Code: SSWL

Subject: 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
07.12.2021	Axis Mutual Fund	One to One	Virtual
07.12.2021	Goldman Sachs Asset Management	One to One	Virtual
07.12.2021	ICICI Prudential Asset Management	Group Meeting	Virtual
	Pari Washington		
	Dalal & Broacha Stock Broking		
	Karma Capital Management LLC		
	Nine Rivers Capital		
	Laburnum Capital Advisors		
	Quantum Asset Management		
	Canara HSBC Life Insurance		
	IIFL Asset Management		
	Union Mutual Fund		
07.12.2021	Elevation Capital	Group Meeting	Virtual
	BOI Axa Mutual Fund		
	Quest Investment Advisors Pvt Ltd.		
	Oculus Capital Advisors		
	Equentis Advisors		
	EM Capital Advisors		
	Carnelian Asset Management LLP		
	ITI Mutual Fund		
	Jeetay Investments Pvt Ltd		
	Yes Bank Ltd		
	Aditya Birla Sunlife AMC		
	Lacuna GmbH		
	Prudent Investment Managers		
ITI AIF			
IDBI MF			
07.12.2021	Kotak Mutual Fund	One to One	Virtual

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 LTD.

CIN: L27107PB1985PLC006159

Head Office : ISO/TS16949 Certified
SCO 49-50, Sector-26,
Madhya Marg, Chandigarh-160 019 (INDIA)
Tel. : +91-172-2793112, 2790979, 2792385
Fax : +91-172-2794834 / 2790887
Website : www.sswlindia.com

08.12.2021	Nippon Life Asset Management	One to One	Virtual
08.12.2021	Sundaram MF	One to One	Virtual
08.12.2021	Motilal Oswal MF & AIF	One to One	Virtual

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.

Kindly take the same on your records for reference.

Thanking you.

Yours faithfully,
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

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



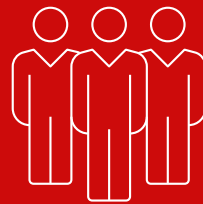
Founded in
1991



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



SWARAJ



YANMAR

Gromax
AGRI EQUIPMENT LIMITED



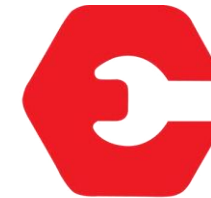
Kubota



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

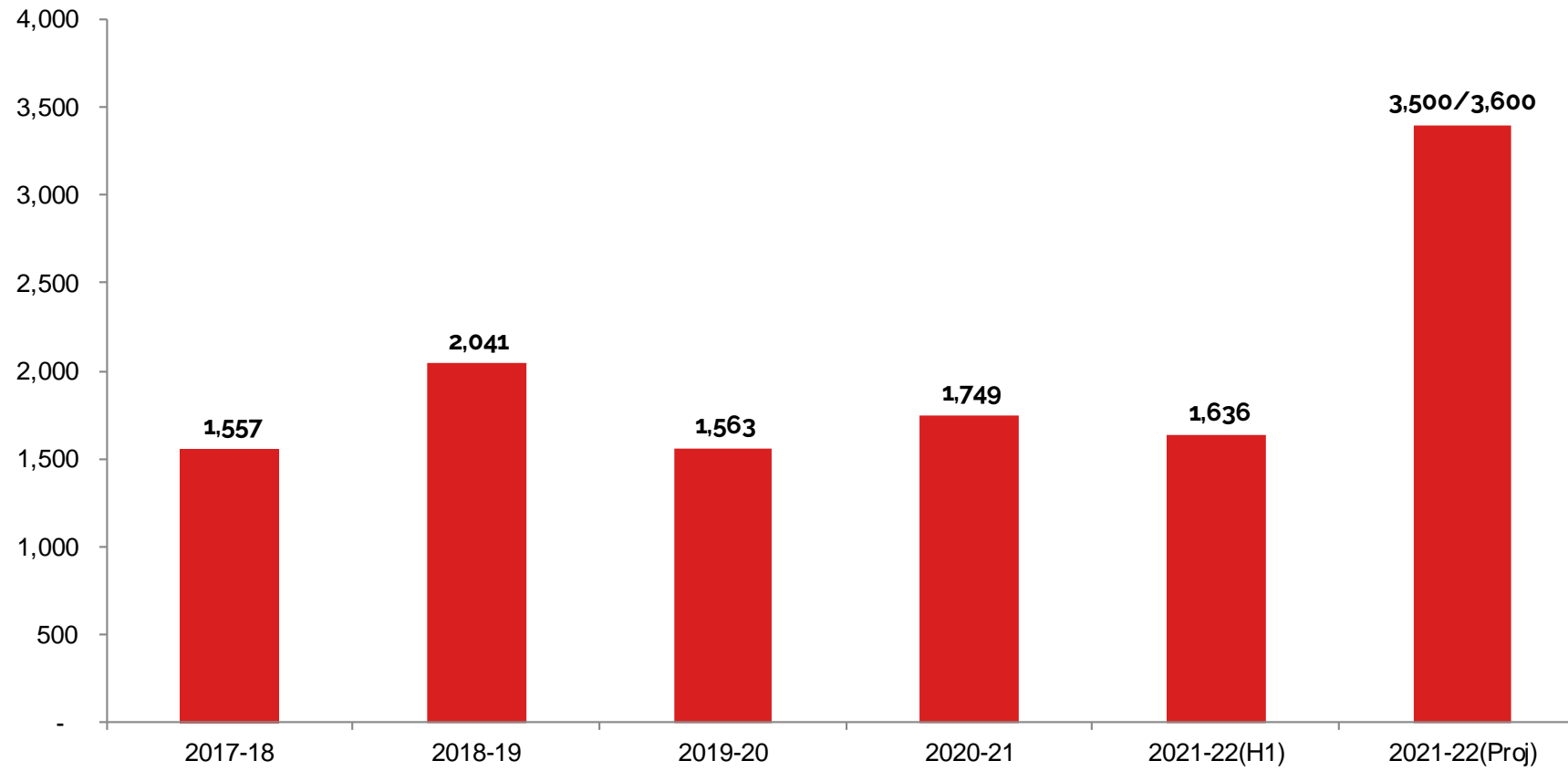
SSWL Mindshare in Alloy Wheel Market



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%

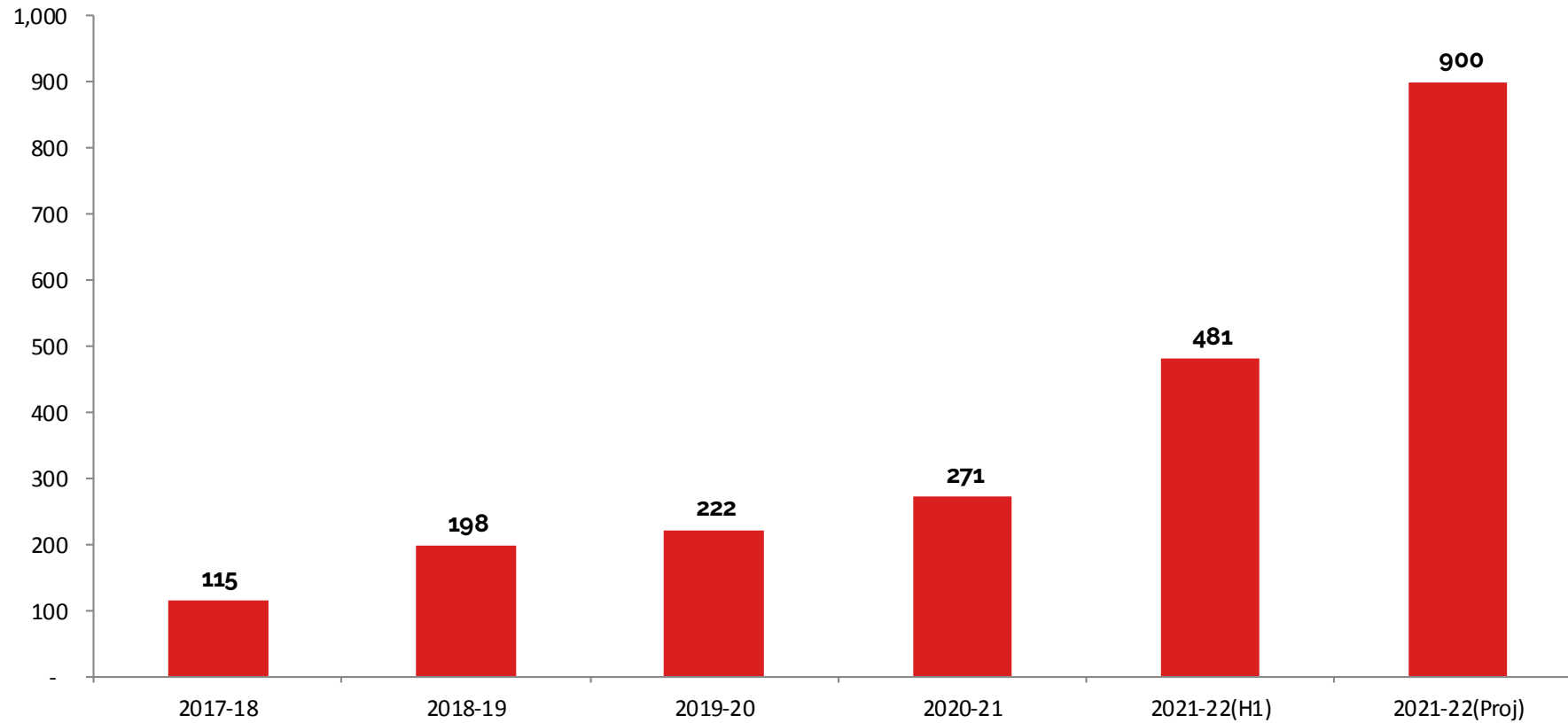
Sales Performance Turnover Value (in Crs)

Rs in Cr.



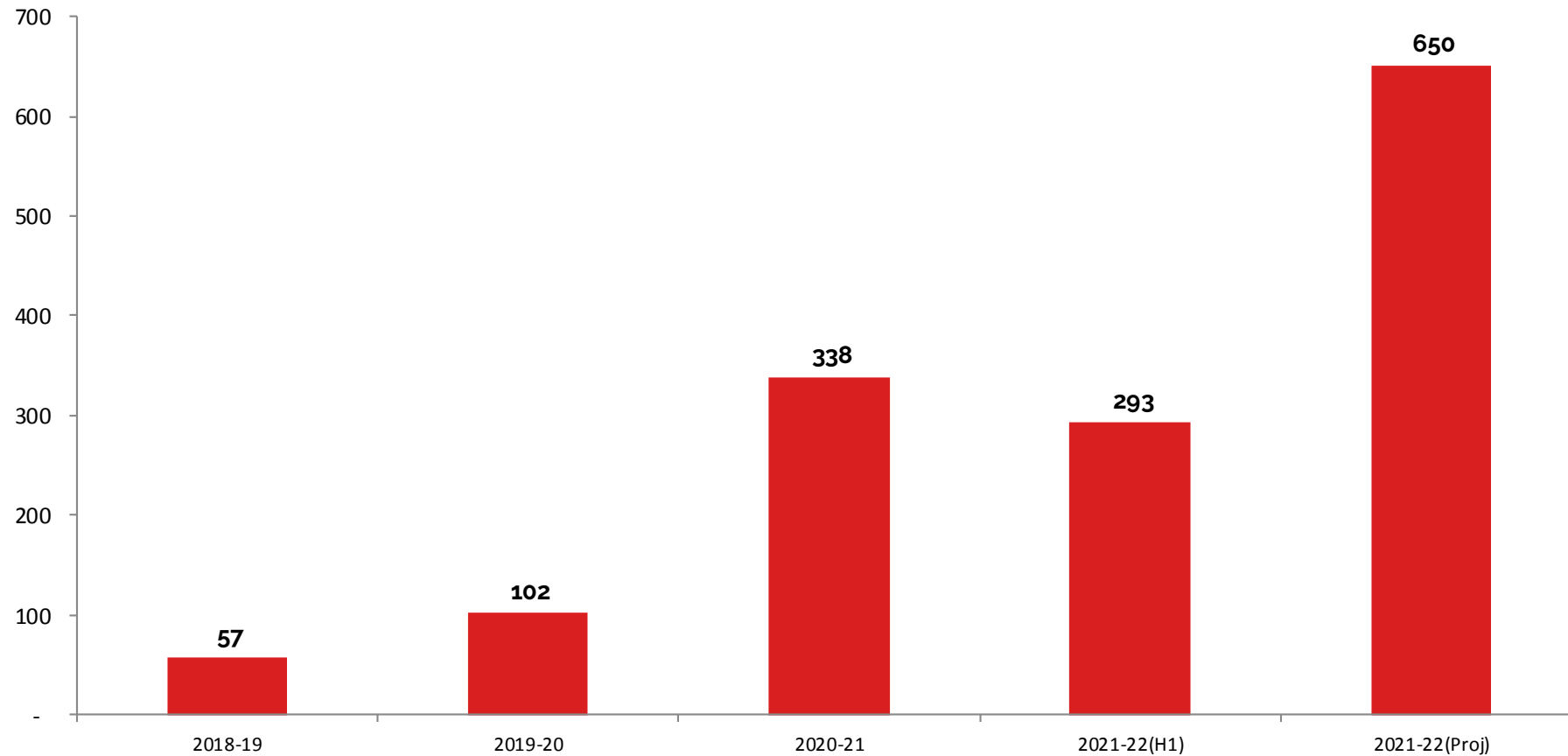
Growth Drivers Export Value

Value(Rs Cr.)

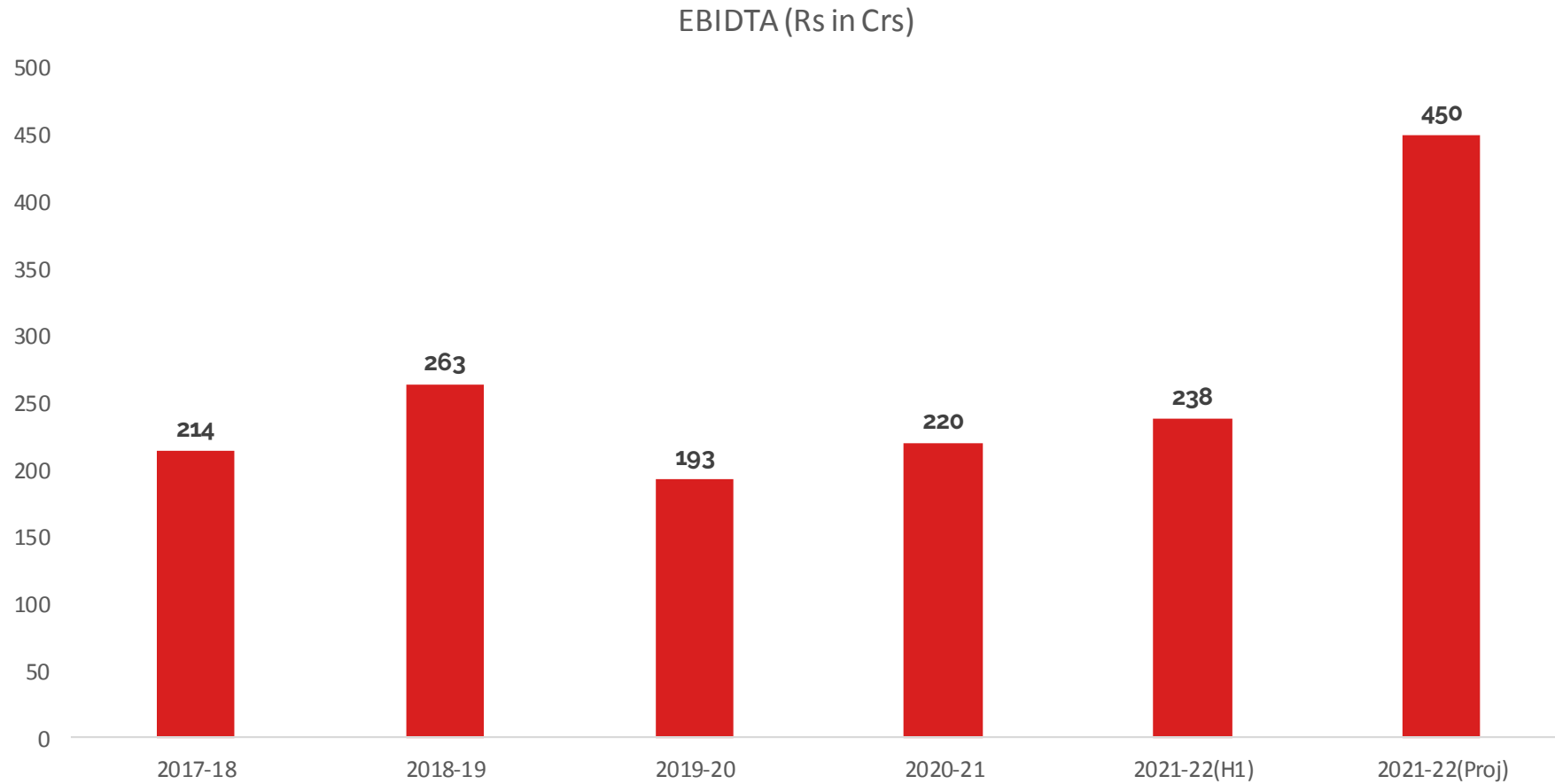


Growth Drivers Mehsana Plant Value

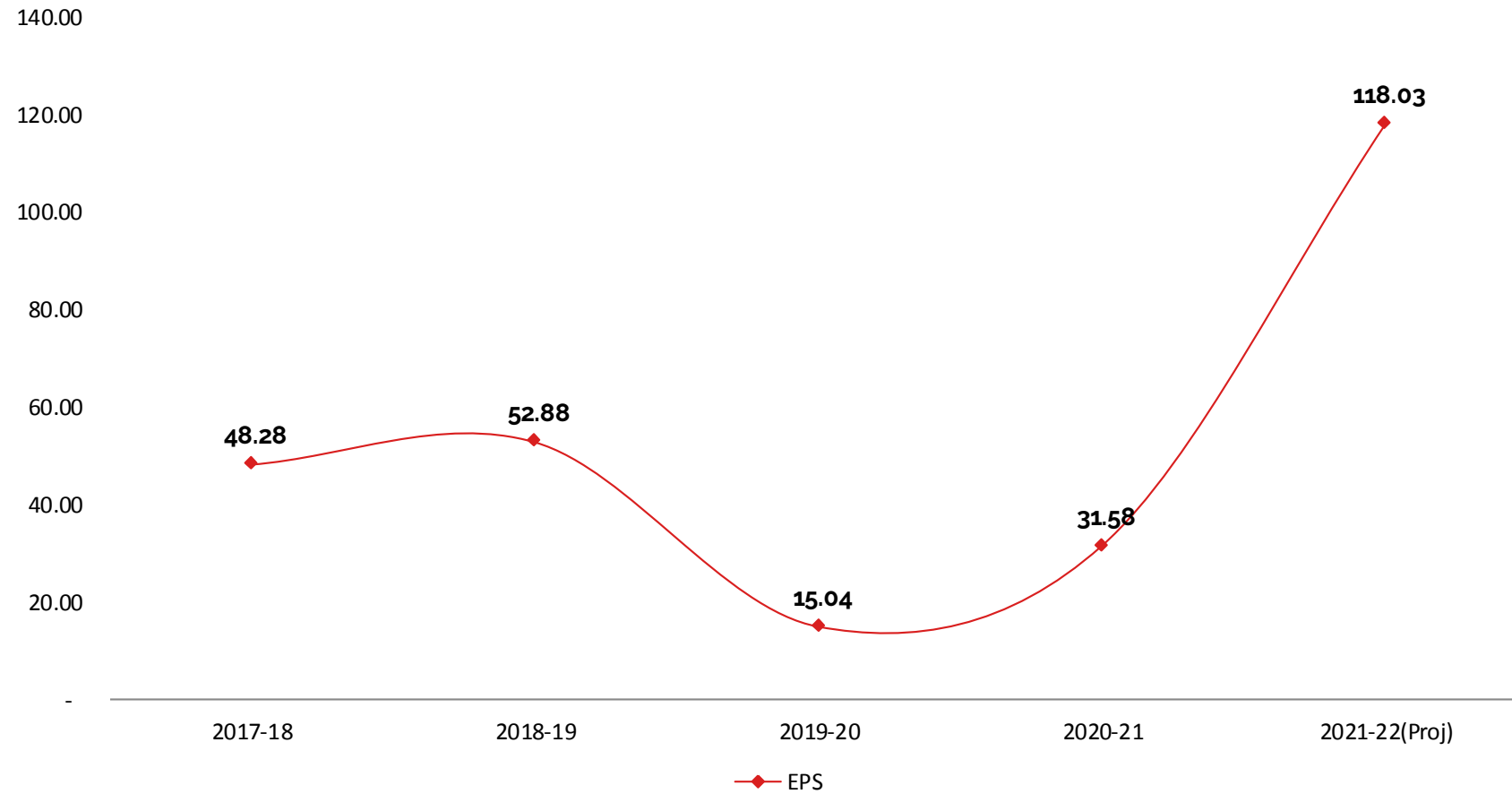
Net Value(Rs Cr.)



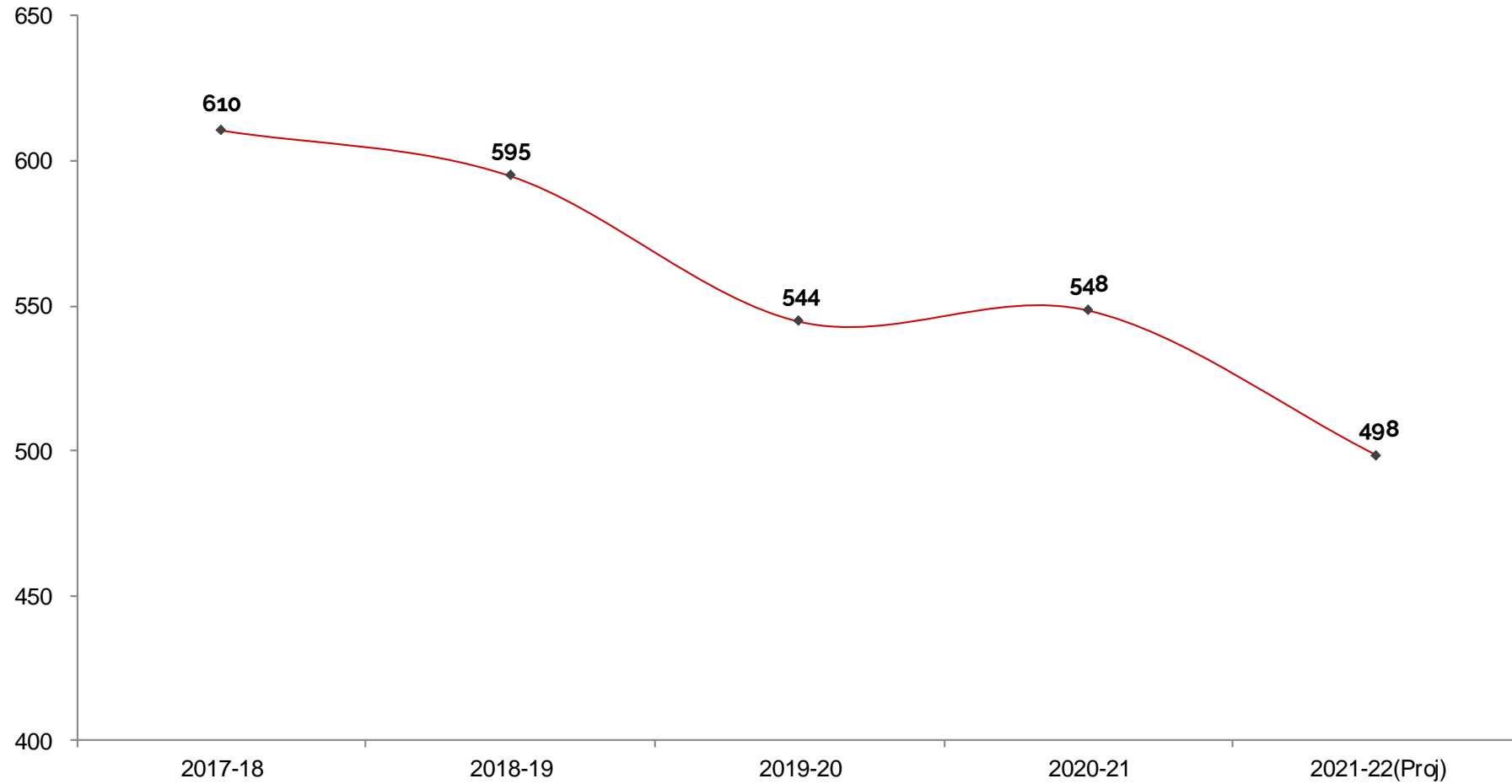
EBITDA(Rs in Crs)



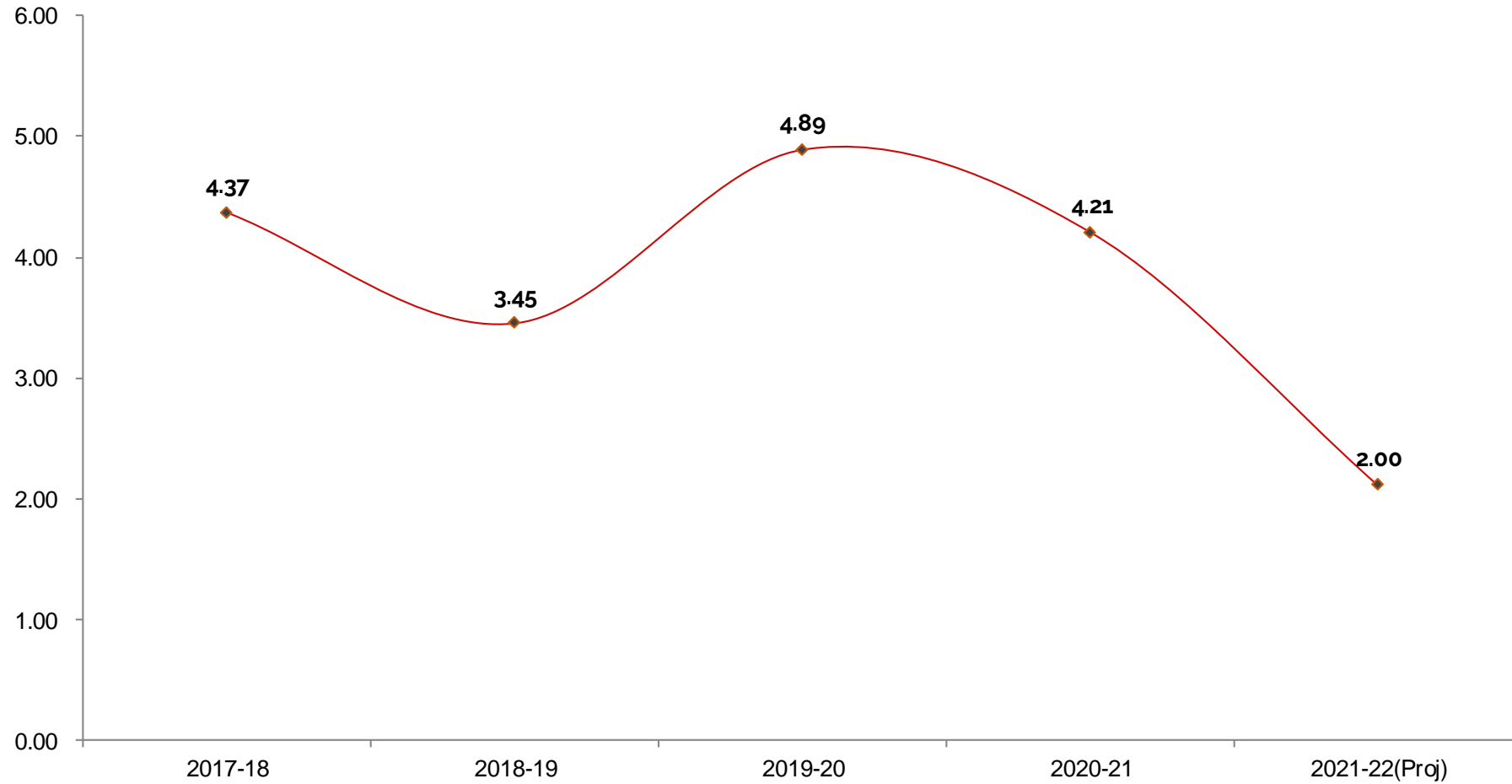
Earning Per Share (Rs)



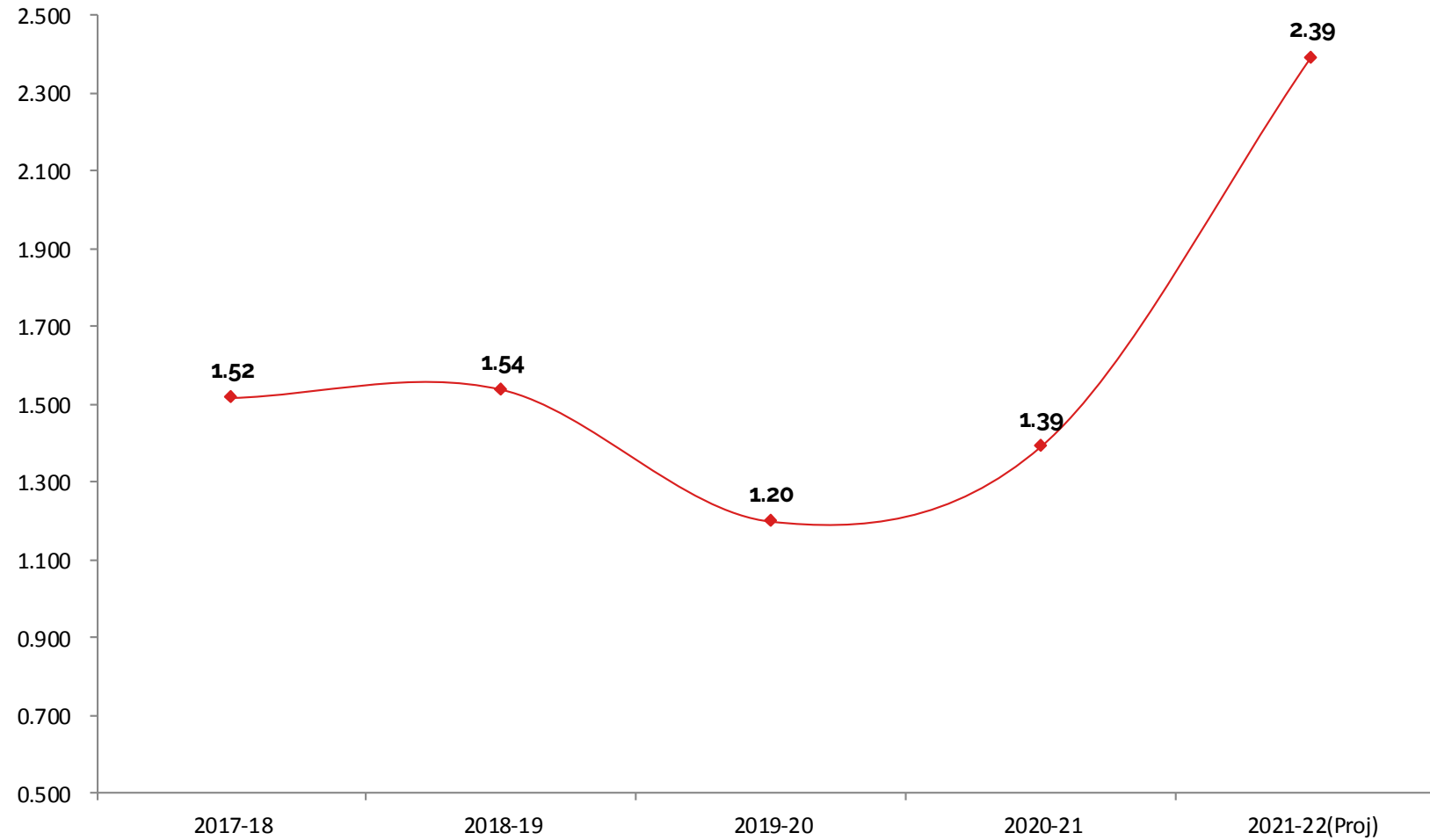
Secured Term Debt(Rs Cr)



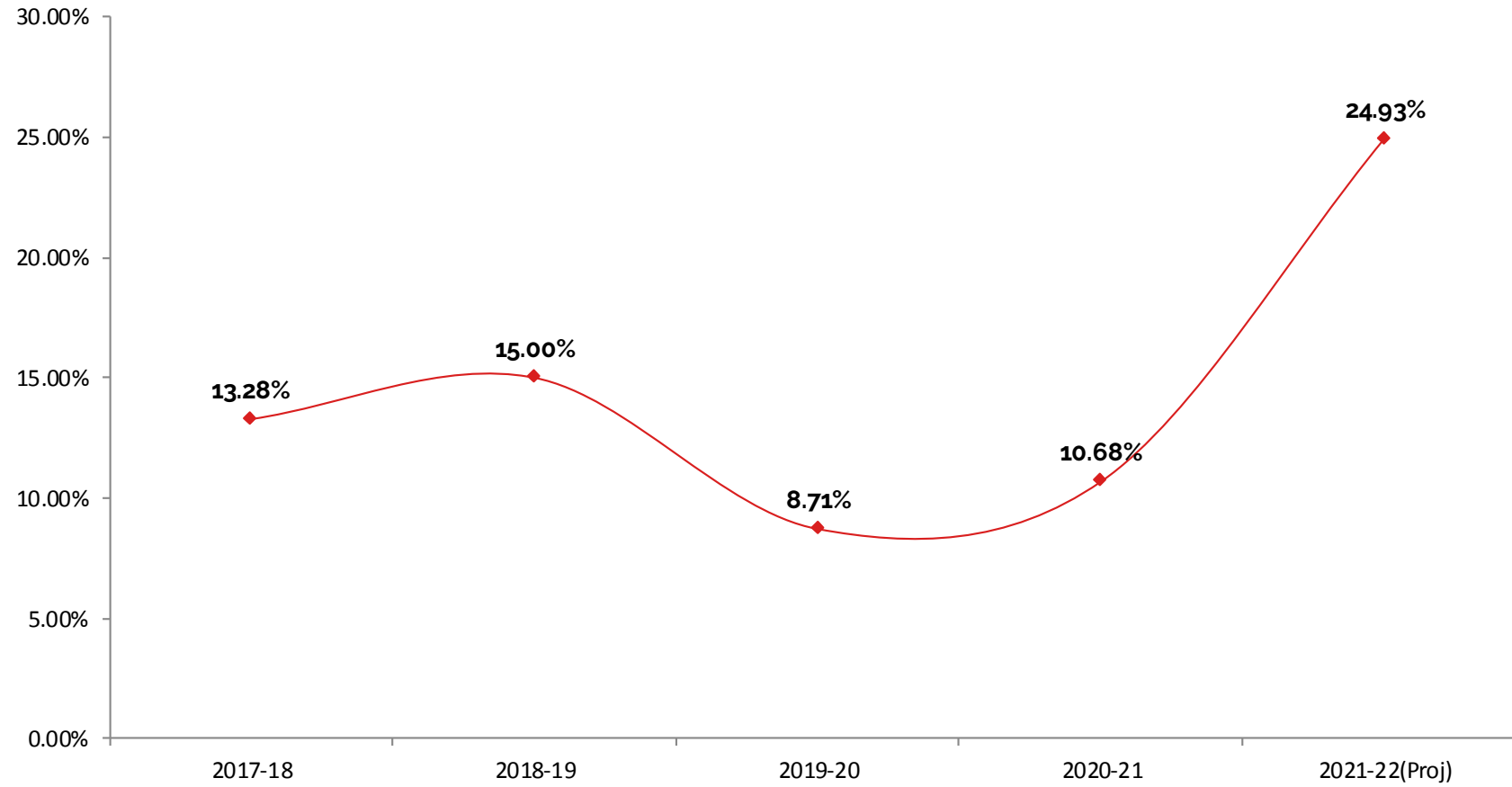
Debt/EBITDA



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.

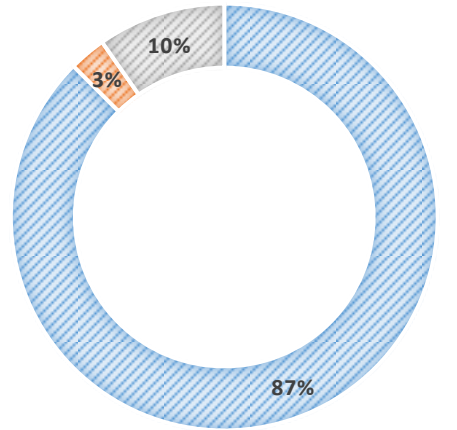
- Operating expense optimization with introduction of major robotic overhauling.

4.

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

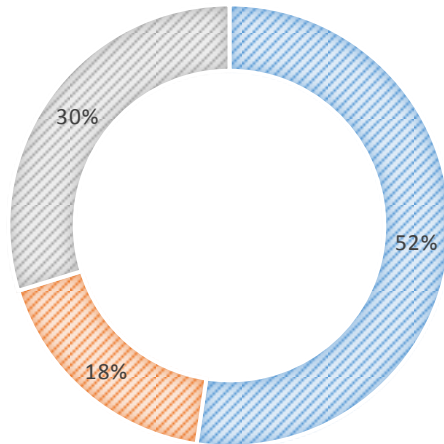
Way Forward

2018-19



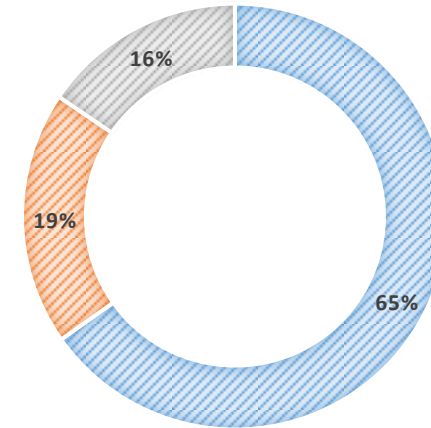
■ Domestic Sales ■ Alloy Wheels ■ Export

2021-22(H1)



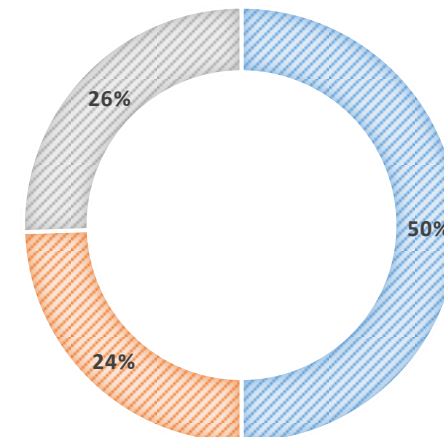
■ Domestic Sales ■ Alloy Wheels ■ Export

2020-21



■ Domestic Sales ■ Alloy Wheels ■ Export

Way Forward



■ Domestic Sales ■ Alloy Wheels ■ Export



Contact Us



Corporate Office Address

Steel Strips Wheels Ltd, S.C.O. 49-50, Sector 26, Madhya Marg, Chandigarh – 160 019, India



+91-172-2790979

+91-172-2793112



marketing@sswlindia.com (Domestic)
intl.marketing@sswlindia.com (International)



www.sswlindia.com

Thank You...