

#### STEEL STRIPS WHEELS LTD.

CIN: L27107PB1985PLC006159

ISO/TS16949 Certified Head Office:

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: 24.05.2024

**BSE** Limited Department of Corporate Services, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001

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** 

BSE Code: 513262

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015: Presentation of the Company

Dear Sir/Ma'am,

In continuation of our letter dated 21.05.2024 w.r.t. Intimation of Analysts/Institutional Investors Meet to be held on 27.05.2024, please find enclosed the presentation of the company to be made to the Analysts/ Investors.

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,

For Steel Strips Wheels Limited

(Shaman Jindal) Company Secretary

Encl: a/a

Regd. Office:

Village Somalheri/Lehli, P.O. Dappar, Tehsil Derabassi, Distt. Mohali, Punjab (India)

Tel.: +91 (1762) 275249, 275872, 275173 Fax: +91 (1762) 275228

Email: hrdho@sswlindia.com Website: www.sswlindia.com



# Safe Harbour



This presentation and the accompanying slides (the "Presentation"), which have been prepared by **Steel Strips Wheels Limited** (the "Company"), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company's market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company's ability to successfully implement its strategy, the Company's future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company's market preferences and its exposure to market risks, as well as other risks. The Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.







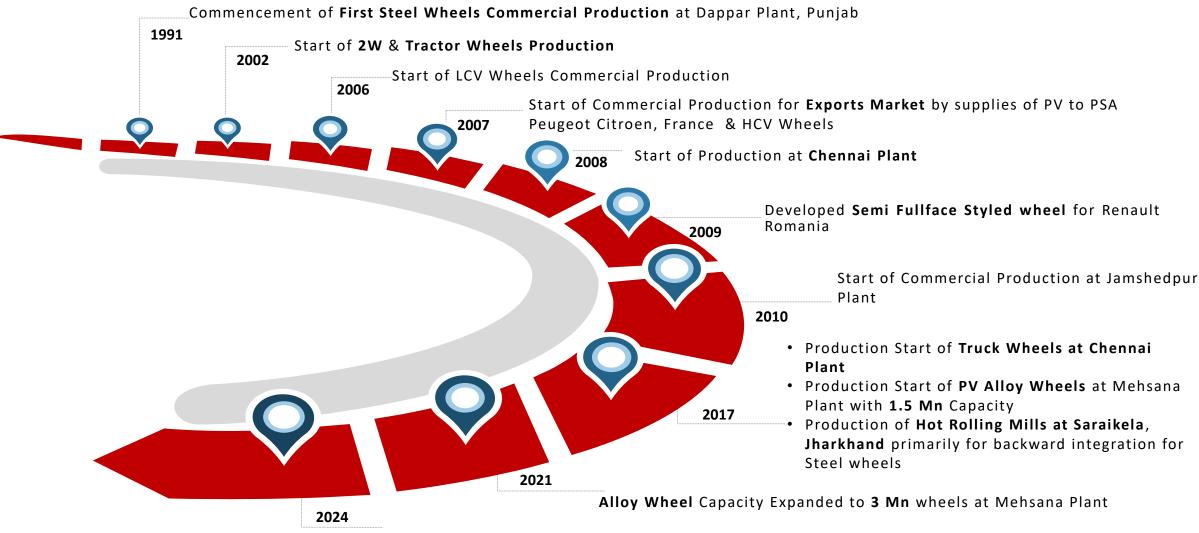
SSWL is a leader in designing & manufacturing Automotive wheels – both Steel & Alloy Wheels category

SSWL aspires to be the Preferred Global Brand of Wheel Solution provider committed to excellence



# **Our Journey**





Acquisition of **AMW Auto Components Limited** at Bhuj, Gujarat with 7 Mn Steel Wheel Capacity Logged Highest ever Turnover in **FY24** of INR **4,357** Cr with ~**190** Lakh units Sold

### Milestones Achieved in FY24



1

Highest Ever
Yearly Net Revenues

Rs. **4,357** Crores

2

**Highest Ever** 

**Yearly EBITDA** 

Rs. 481 Crores

3

**Highest Ever** 

**Net Profit** 

Rs. 220 Crores

4

**Highest Ever** 

Total Sales Volume 190.29 Lakhs

5

**Highest Ever** 

**Domestic CV Wheel Volume** 

26.67 Lakhs

6

**Highest Ever Alloy Wheel Volume** 

29.83 Lakhs

Traction in Alloy Wheel Exports with Volume Crossing 2 lakhs

7

**Shifted to New Tax Regime** 

with Effective Tax Rate at 25.17%

from Existing Rate of 34.94%

8

Acquisition of AMW
AutoComponents Ltd via NCLT Order,
Entire consideration of

Rs 138.15 Crores paid on 9<sup>th</sup> January, 2024

9

Solar/Hybrid Project implemented Expected Cumulative Annual Saving

upto Rs. ~Rs. 9.50 Crores,
Expected Total Units

generation ~190 lakhs

# **Strategic Partnerships**



#### TATA Steel Limited, India

**6.9**% Stake in Steel Strips Wheels Limited

- Tata Steel Limited (through its then wholly-owned subsidiary Company namely Kalimati Investment Company Ltd, which has now merged with Tata Steel Ltd) had entered into a Strategic Alliance Agreement in January 2008 with SSWL
- Through this relationship, Tata Steel supports us with more flexibility in areas such as supply chain management, enjoying priorities and stronger support for new grade developments, etc

#### Nippon Steel & Sumitomo Metal Corporation, Japan

**5.4**% Stake in Steel Strips Wheels Limited

- Sumitomo Metal Industries Limited, merged with Nippon Steel Corp and now known as Nippon Steel & Sumitomo Metal Corporation (NSSMC), has entered into a Strategic Alliance Agreement in December 2010
- This relationship helps in bringing international expertise in steel quality and newer technology exploration
- Sumitomo Group, which has 400 years of manufacturing history, founded Sumitomo Metals in 1897 and it is one of the world's leading steelmakers





Incl. Exports

#### Steel Wheels – Rs. 3,131 crores (~72%) (FY24 Revenues)



#### **Robust Wheel**

Steel Wheels are robust, fit, tough for rugged SUVs

#### **Competitive Pricing**

Competitively priced; have higher acceptance in mass vehicles

#### Suitability

More flexible, absorbs more shock, thus suitable for off-road and heavy duty applications

#### **Quick Maintenance**

Requires nothing more than hammering the bent portion into proper shape

Alloy Wheels - Rs. 1,226 crores (~28%) (FY24 Revenues)





#### Aesthetics

Have an enhanced aesthetic appeal, higher acceptance in high value PVs

#### Strength

The higher strength-toweight ratio for alloy wheels leads to greater control and precision steering

#### Free from Corrosion

Alloy wheels are known for their ability to resist corrosion

#### Heat dissipation

Alloy wheels disperse heat better and this decreases cracking and bending which also translates to more efficient braking

# **Product Capacities & Utilization**

FY19

In Lakh Units

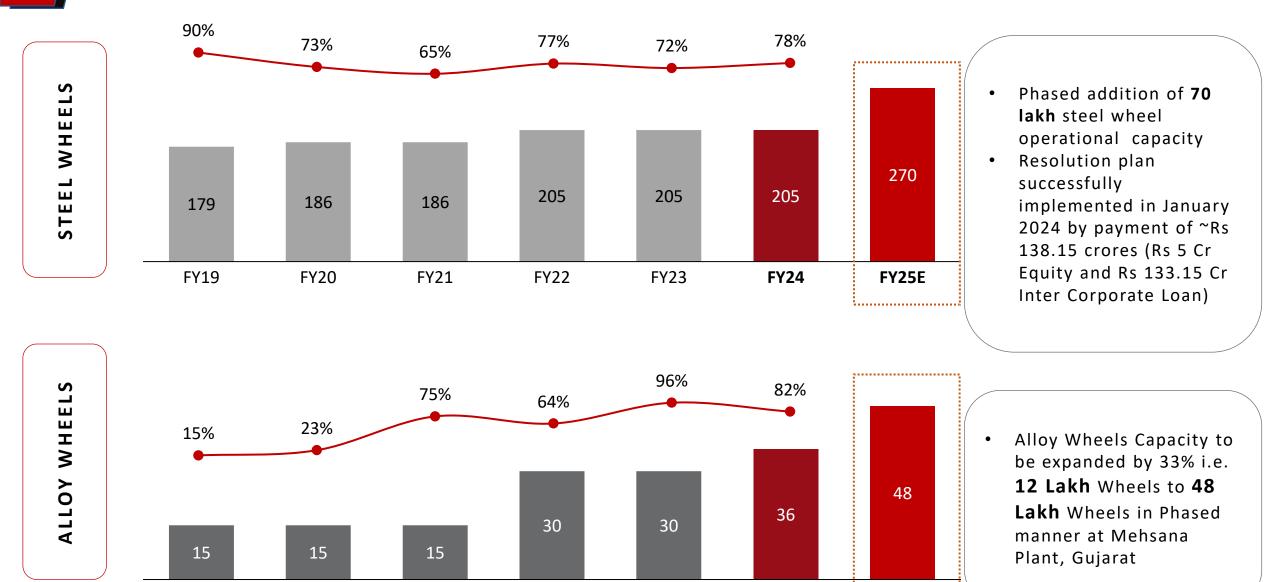
FY20

FY21

Indicates Capacity Utilization

FY22





FY23

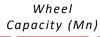
**FY24** 

FY25E

□□□ Indicates Total Operational Capacity

## **State-of-the-Art Facilities**





Catering to

Dappar, Punjab

10.8

PV, MUV, Tractor & OTR







Chennai, Tamil Nadu

6+1.5 7.5

PV & CV





Bhuj, Gujarat\*



Mehsana, Gujarat



Saraikela, Jharkhand



Jamshedpur, Jharkhand

2.2

HCV / LCV





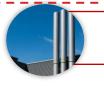
Bhuj, Gujarat

7.0\*

HCV, Tractor,



\*AMW Auto Components Ltd acquired through NCLT order with projected capacity to build 7 Mn Steel Wheel Units in total for CV, Tractor and PV



Mehsana, Gujarat

3.6

PV







Steel Wheel Plant

Alloy Wheel Plant



Corporate Office



Backward Integrated Plant



Saraikela, Jharkhand

Backward Integrated Plant for Steel Wheels



## Clientele











































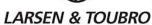


























































# **Steel Wheels**



**Domestic Market Share** 



Passenger Vehicle

**Key Customers Key Platforms** Share of Business Maruti Suzuki Ciaz, Baleno, Scross, Brezza, Celerio 40% Hyundai Venue, Xcent, Grandi10, Verna 40% Mahindra KUV, TUV, XUV 64% Honda Elevate, Amaze, City 95% MG Motors Hector 100% Kia Seltos, Carnival, Sonet 35%

**MHCV** 



Key Customers	Key Platforms	Share of	Business
Ashok Leyland	Ecomet, Ross, Viking, Cheetah		68%
TATA Motors	Ultra LPK1512,LPK1518,2518,3718,3118,4218		64%



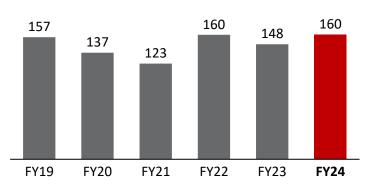
Key Customer	s Key Platforms	Share of Business
Mahindra	Jivo, Arjun, Yuvraj, Dhruv	55%
Sonalika	D1745, D16TRX, RX47	45%
Eicher	551, 548, 485	40%
JCB	3DX, 4DX, Export Model	60%
New Holland	5500, 7500	40%



Key Customers	Key Platforms	Share of Business
Piaggio	Ape City, Ape Cargo	54%
HMSI	Activa, Dio, Activa125, Grazia, Aviator	35%
Suzuki Scooters	Access 125	45%
Scooter India	Vikram	100%

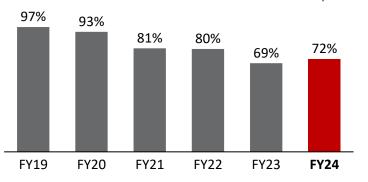
#### Steel Wheel Sales Volume (in Lakh Units)

Incl. Exports



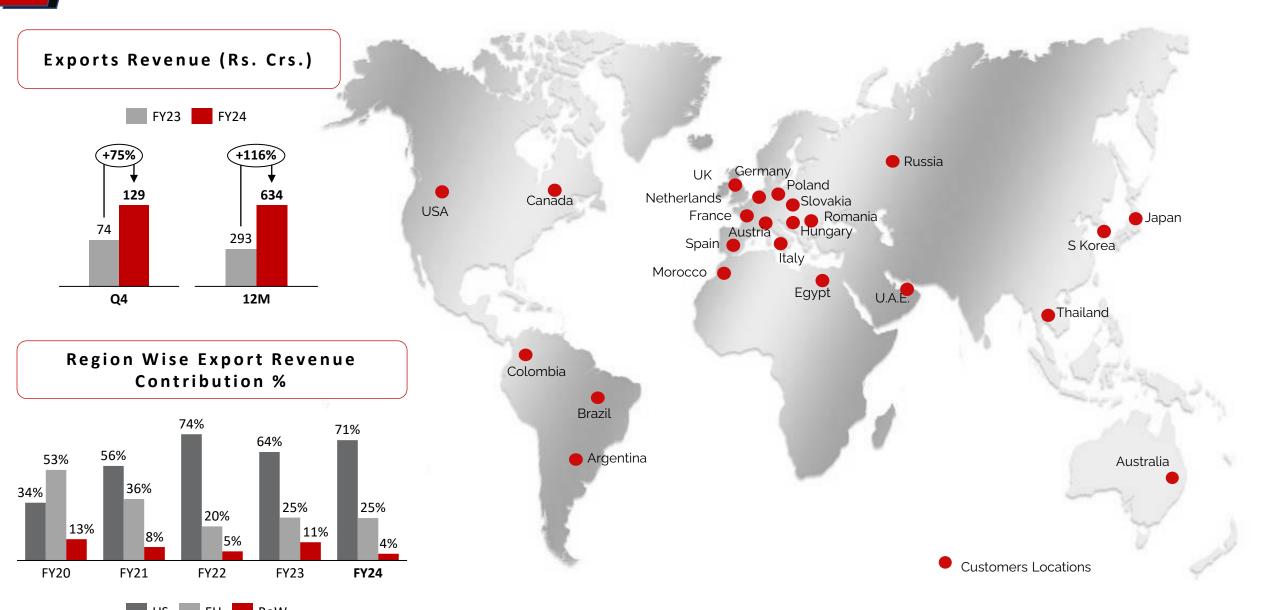
#### Steel Wheel Sales Value Contribution

Incl. Exports



# **Export Profile**







## **Growth Drivers**







#### Sales Mix Shift

Shift of Sales Mix towards High Margin Accretive Segments - Alloy Wheel & Exports



#### **Operations Optimization**

Development of Robotic Automated Operation process for Operating Cost Rationalization



#### Foray into EV Segment

Exploring various avenues to foray into EV Segment



#### **Industry Growth**

Steel Wheel Market to grow at 8% p.a. whereas Alloy Wheel Market to grow at 12% p.a. over next 5 years



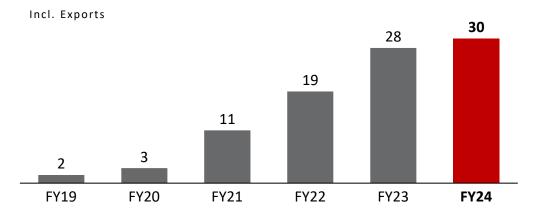
#### **Improving Returns**

Strengthening Balance Sheet thereby Improving Return on Capital Employed & Return on Equity

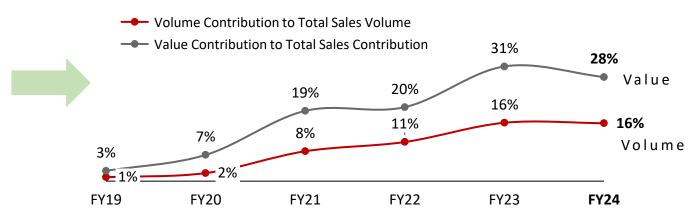
# Shift of Sales Mix to High Margin Alloy Wheels Segment



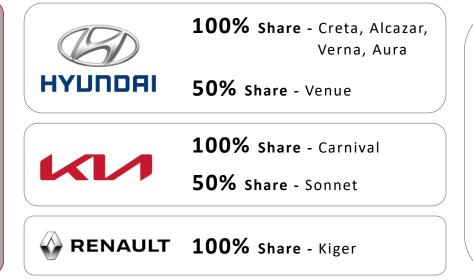




Leading to Increased Contribution to Sales



# Y CUSTOMERS



# **TATA MOTORS**

100% Share - Punch

85% Share - Tigor

50% Share - Altorz

50% Share - Nexon



100% Share - Magnite



**100%** Share – XUV 300/700, Bolero Neo



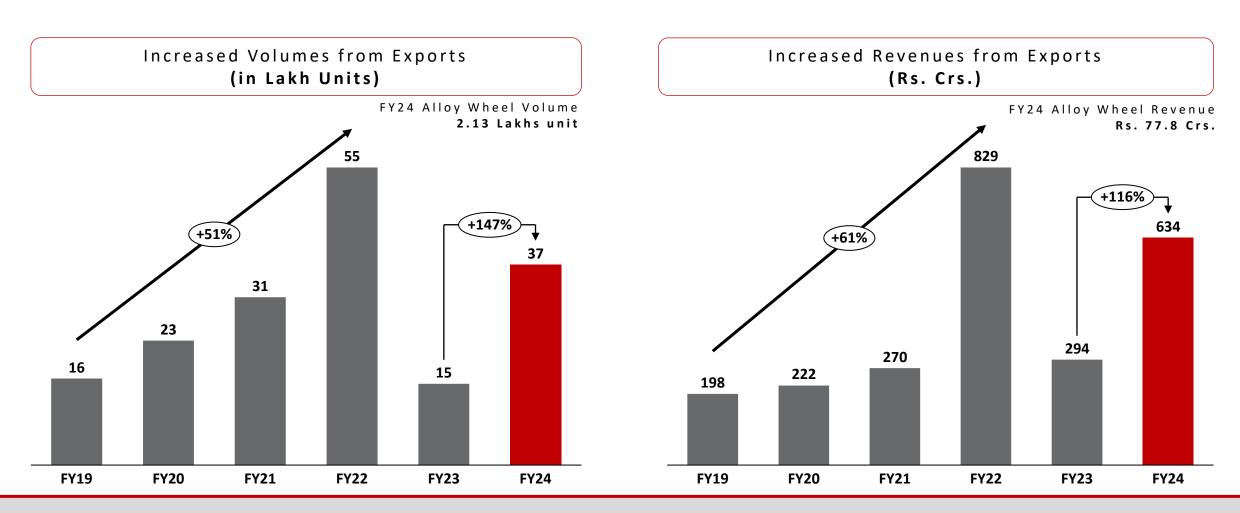
100% Share - Slavia



43% Share - Astor

# Shift of Sales Mix to High Margin Exports Segment

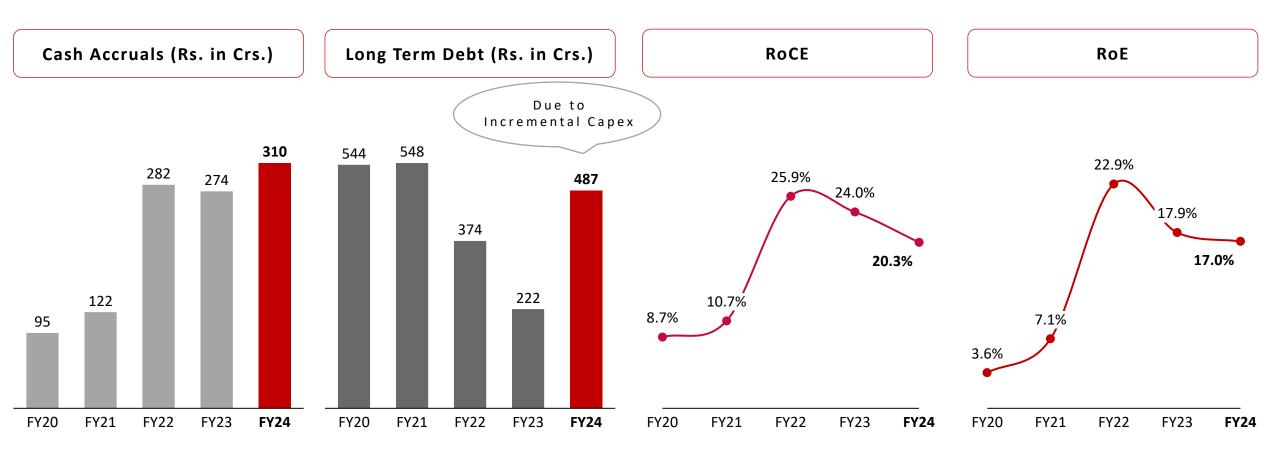




Robust Growth in FY24 Exports Volume and Revenues







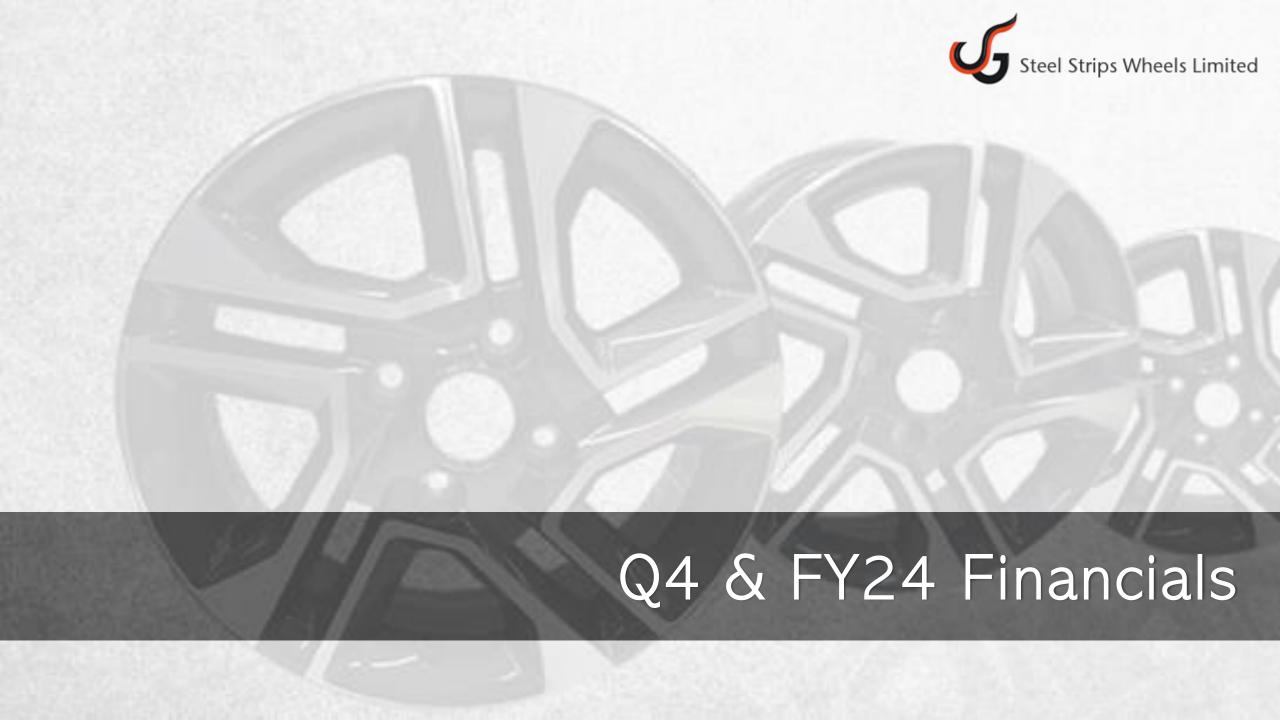
Increasing Cash Accruals aiding fuel for growth and repayment of Debt, to improve Returns on Capital Employed and Returns on Equity in long run

# Dividend Payout History



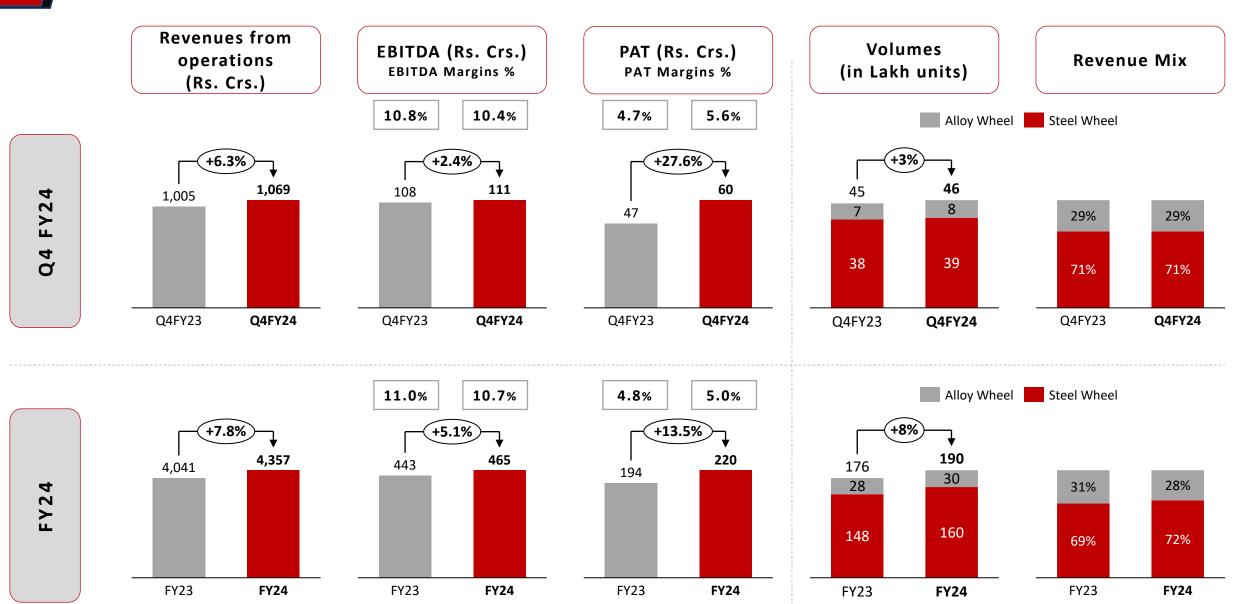


#### Consistent Dividend paid by the Company



# **Financial Performance Snapshot**









Particulars (Rs. in Crs)	Q4 FY24	Q4 FY23	Y-o-Y	FY24	FY23	Y-o-Y
Revenue from Operations	1,068.7	1,004.9	6.3%	4,357.1	4,040.5	7.8%
Cost of Materials Consumed	676.3	614.0		2,854.3	2,688.3	
Changes in Inventory	21.7	44.7		-18.3	-24.7	
Gross Profit	370.7	346.2	7.1%	1,521.0	1,376.9	10.5%
Gross Profit Margin	34.7%	34.5%		34.9%	34.1%	
Employee Cost	90.3	78.5		358.0	283.7	
Other Expenses	169.3	159.2		697.8	650.4	
EBITDA	111.1	108.5	2.4%	465.2	442.8	5.1%
EBITDA Margin	10.4%	10.8%		10.7%	11.0%	
Depreciation	22.5	20.0		90.0	80.4	
Other Income	7.2	6.7		16.1	12.4	
EBIT	95.8	95.2	0.6%	391.3	374.8	4.4%
EBIT Margin	9.0%	9.5%		9.0%	9.3%	
Finance Cost	28.0	22.7		102.7	83.5	
Profit before Tax	67.8	72.5	-6.6%	288.6	291.2	-0.9%
Profit before Tax Margin	6.3%	7.2%		6.6%	7.2%	
Tax	7.4	25.2		68.7	97.3	
Profit After Tax	60.4	47.3	27.6%	219.9	193.8	13.5%
Profit After Tax Margin	5.6%	4.7%		5.0%	4.8%	
EPS (In Rs.)	3.84	3.01		14.02	12.35	

# Balance Sheet



Assets (Rs. in Crs)	FY24	FY23
Non - Current Assets	1,919.4	1,603.1
Property Plant & Equipments	1,454.8	1,347.3
CWIP	345.8	163.4
Intangible assets	1.9	1.3
Financial Assets	44.0	36.8
Other Non - Current Assets	72.8	54.4
Current Assets	1,325.3	1,178.3
Inventories	697.0	734.0
Financial Assets		
(i) Trade receivables	439.7	348.8
(ii) Cash and cash equivalents	28.3	18.3
(iii) Bank Balance & Other than above	2.6	25.7
(iv) Loans	139.7	4.8
(v) Other Financial Assets	0.0	0.0
Current Tax Assets (Net)	0.3	3.9
Other Current Assets	17.8	42.9
Total Assets	3,244.7	2,781.4

Equity & Liabilities (Rs. in Crs)	FY24	FY23
Total Equity	1,345.7	1,134.7
Share Capital	15.7	15.7
Other Equity	1,330.0	1,119.1
Share application money pending allotment	0.0	0.0
Non-Current Liabilities	582.1	431.4
Financial Liabilities		
(i) Borrowings	381.4	161.1
(ii) Other Financial Liabilities	19.5	68.3
Provisions	34.3	30.5
Deferred Tax Liabilities ( Net)	146.9	171.6
Current Liabilities	1,317.0	1,215.2
Financial Liabilities		
(i) Borrowings	666.6	477.2
(ii) Trade Payables	599.9	694.8
(iii) Other Financial Liabilities	0.7	0.0
Current tax liabilities (net)	0.0	0.0
Provisions	6.2	5.1
Other current liabilities	43.7	38.1
Total Equity & Liabilities	3,244.7	2,781.4

# Cash Flow - Snapshot

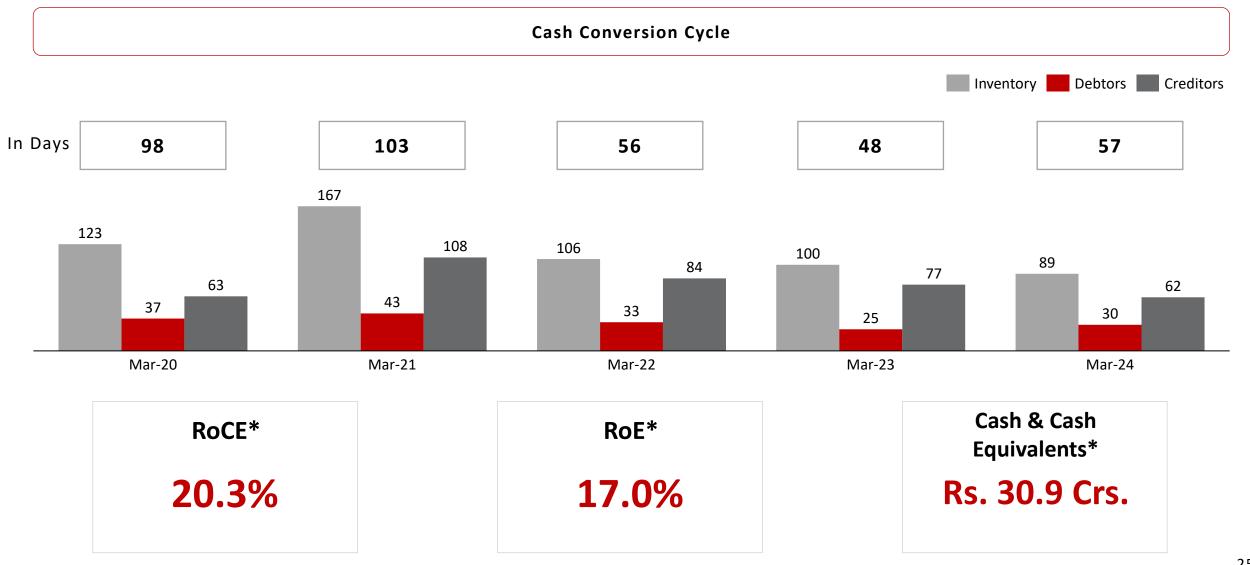


Particulars (Rs. in Crs)	FY24	FY23
Net Profit Before Tax	288.6	291.2
Adjustments for: Non -Cash Items / Other Investment or Financial Items	183.1	152.1
Operating profit before working capital changes	471.7	443.4
Changes in working capital	-344.7*	-47.6
Cash generated from Operations	127.0	395.7
Direct taxes paid (net of refund)	62.0	47.6
Net Cash from Operating Activities	65.0	348.1
Net Cash from Investing Activities	-370.0	-127.9
Net Cash from Financing Activities	292.0	-234.1
Net Increase/(Decrease) in Cash and Cash equivalents	-13.1	-13.9
Add: Cash & Cash equivalents at the beginning of the period	44.0	57.9
Cash & Cash equivalents at the end of the period	30.9	44.0

<sup>\*</sup>Including Inter Corporate Debt of Rs 133.15 Crores for acquisition of AMW Autocomponents Ltd

# **Strengthening Balance Sheet**





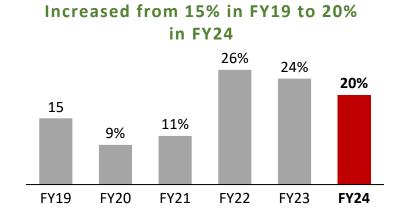
### **Performance Ratios**



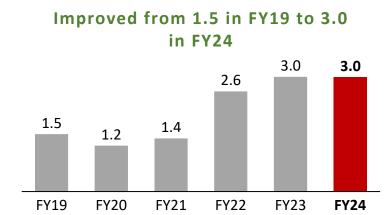
#### Return on Equity (RoE)

# Increased from 13% in FY19 to 17% in FY24 23% 18% 17% 4% FY19 FY20 FY21 FY22 FY23 FY24

#### Return on Capital Employed (RoCE)

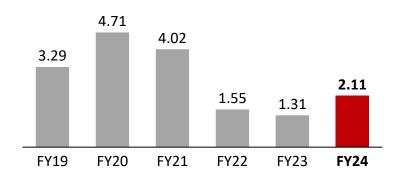


**Fixed Asset Turnover Ratio** 



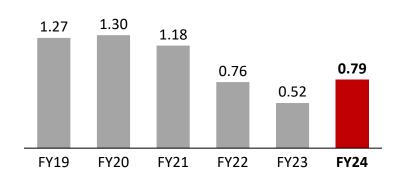
#### **Debt / EBITDA**

Improved from 3.29 in FY19 to 2.11 in FY24



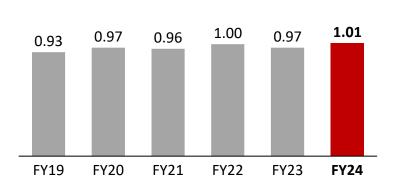
#### **Debt / Equity**

Improved from 1.27 in FY19 to 0.79 in FY24



#### **Current Ratio**

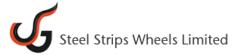
Improved from 0.93 in FY19 to 1.01 in FY24







# **Historical Profit and Loss**



Profit and Loss (Rs in Crs)	FY24	FY23	FY22	FY21	FY20
Revenue from Operations	4,357.1	4,040.5	3,560.0	1,749.4	1,563.3
Cost of Materials Consumed	2,854.3	2,688.3	2,221.6	1,082.4	973.3
Changes in Inventory	-18.3	-24.7	-34.5	16.7	-7.1
Gross Profit	1,521.0	1,376.9	1,372.8	650.3	597.1
Gross Profit Margin	34.9%	34.1%	38.6%	37.2%	38.2%
Employee Cost	358.0	283.7	218.7	152.9	156.1
Other Expenses	697.8	650.4	701.4	293.6	269.7
EBITDA	465.2	442.8	452.8	203.8	171.2
EBITDA Margin	10.7%	11.0%	12.7%	11.6%	11.0%
Depreciation	90.0	80.4	76.9	72.3	71.9
Other Income	16.1	12.4	13.0	16.3	22.1
EBIT	391.3	374.8	388.9	147.8	121.4
EBIT Margin	9.0%	9.3%	10.9%	8.5%	7.8%
Finance Cost	102.7	83.5	85.4	83.9	88.7
Profit before Tax	288.6	291.2	303.5	63.8	32.7
Profit before Tax Margin	6.6%	7.2%	8.5%	3.6%	2.1%
Tax	68.7	97.3	97.8	14.6	11.4
Prior Period Adjustment	0.0	0.1	0.3	0.0	-2.2
Profit After Tax	219.9	193.8	205.5	49.3	23.4
Profit After Tax Margin	5.0%	4.8%	5.8%	2.8%	1.5%
EPS	14.02	12.39	13.16	3.16	1.50



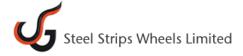


Assets (Rs. in Crs)	FY24	FY23	FY22	FY21	FY20
Non - Current Assets	1,919.4	1,603.1	1,497.0	1,425.9	1,412.8
Property Plant & Equipments	1,454.8	1,347.3	1,358.3	1,257.4	1,304.7
CWIP	345.8	163.4	96.9	109.3	85.5
Intangible assets	1.9	1.3	1.3	1.8	1.8
Financial Assets	44.0	36.8	30.3	20.7	19.5
Other Non - Current Assets	72.8	54.4	10.1	36.7	1.3
Current Assets	1,325.3	1,178.3	1,204.6	950.8	766.3
Inventories	697.0	734.0	647.0	496.5	329.3
Financial Assets					
(i) Trade receivables	439.7	348.8	392.3	257.1	209.8
(ii) Cash and cash equivalents	28.3	18.3	23.2	27.9	31.6
(iii) Bank Balance & Other than above	2.6	25.7	34.7	25.3	60.2
(iv) Loans	139.7	4.8	4.1	2.8	3.0
(v) Other Financial Assets	0.0	0.0	0.0	0.5	1.5
Current Tax Assets (Net)	0.3	3.9	0.0	2.3	2.5
Other Current Assets	17.8	42.9	103.2	138.4	128.4
Total Assets	3,244.7	2,781.4	2,701.6	2,376.7	2,179.1

Equity & Liabilities (Rs. in Crs)	FY24	FY23	FY22	FY21	FY20
Total Equity	1345.7	1,134.7	951.8	749.3	698.0
Share Capital	15.7	15.7	15.6	15.6	15.6
Other Equity	1330.0	1,119.1	936.2	733.7	682.4
Share application money pending allotment	0.0	0.0	0.0	0.0	0.0
Non-Current Liabilities	582.1	431.4	548.4	635.1	690.8
Financial Liabilities					
(i) Borrowings	381.4	161.1	279.3	379.8	441.8
(ii) Other Financial Liabilities	19.5	68.3	75.1	80.1	81.8
Provisions	34.3	30.5	23.5	11.5	13.7
Deferred Tax Liabilities ( Net)	146.9	171.6	170.6	163.7	153.5
Current Liabilities	1317.0	1,215.2	1,201.3	992.3	790.4
Financial Liabilities					
(i) Borrowings	666.6	477.2	498.6	557.5	456.6
(ii) Trade Payables	599.9	694.8	659.1	412.2	213.6
(iii) Other Financial Liabilities	0.7	0.0	0.0	0.0	102.7
Current tax liabilities (net)	0.0	0.0	1.8	0.0	0.0
Provisions	6.2	5.1	4.6	6.6	2.7
Other current liabilities	43.7	38.1	37.2	16.0	14.8
Total Equity & Liabilities	3244.7	2,781.4	2,701.6	2,376.7	2,179.1



# **Cash Flow - Snapshot**



Particulars (Rs. in Crs)	FY24	FY23	FY22	FY21	FY20
Net Profit Before Tax	288.6	291.2	300.9	63.9	32.3
Adjustments for: Non -Cash Items / Other Investment or Financial Items	183.1	152.1	150.9	144.5	152.3
Operating profit before working capital changes	471.7	443.4	451.8	208.4	184.7
Changes in working capital	-344.7	-47.6	0.5	-24.7	-71.5
Cash generated from Operations	131.7	395.7	452.3	183.7	113.1
Direct taxes paid (net of refund)	62.0	47.6	46.2	14.6	9.3
Net Cash from Operating Activities	64.7	348.1	406.1	169.1	103.9
Net Cash from Investing Activities	-370.0	-127.9	-153.5	-37.1	-69.3
Net Cash from Financing Activities	292.0	-234.1	-247.9	-170.6	-63.9
Net Increase/(Decrease) in Cash and Cash equivalents	-13.1	-13.9	4.7	-38.5	-29.3
Add: Cash & Cash equivalents at the beginning of the period	44.0	57.9	53.2	91.7	121.0
Cash & Cash equivalents at the end of the period	30.9	44.0	57.9	53.2	91.7







Promotion of Education by strengthening government schools & helping poor students by providing Financial Assistance & providing access to education to Orphan Children who lost their parents due to Covid-19

Providing help to the Mentally
Challenged Children in getting special
life skills education to make them selfdependable and able to manage the
real-life situations at home, in the
community and at workplace

Initiated projects worth

8MW in Solar and wind

power energy to convert

from fossil fuel energy. We

expect all of them to be on

stream in FY 2022-23 to

move towards the ESG goal

Strengthening Community Health
Centre at Lalru, Punjab by providing
essential medical machineries,
equipment's and other items to deal
with Covid-19 & other health problems

Ensuring environment
sustainability through
developing & maintaining
green park & cleaning
activities. Construction,
Renovation & Beautification of
government schools

Giving Back to Society is Our Core Value

# **Awards**





















# THANK YOU

**Company: Steel Strips Wheels Limited** 

CIN: L2710PB1985PLC006159



Mr. Naveen Sorot (CFO)/ Mr. Mohan Joshi (ED)

info@sswlindia.com

Tel: +91-172 2790979

**Investor Relations: Strategic Growth Advisors (SGA)** 

CIN: U74140MH2010PTC204285



Mr. Harsh Shah / Mr. Deven Dhruva

harsh.shah@sgapl.net / deven.dhruva@sgapl.net

Tel: +91 97689 74808 / +91 98333 73300