

### August 07, 2024

To

BSE Ltd, Corporate Relationship Department, Phiroze Jeejebhoy Towers,

Dalal Street, Mumbai - 400 001

**Scrip Code: 544057** 

National Stock Exchange of India Ltd. Listing Department, Exchange Plaza, Bandra-Kurla Complex, Bandra (East), Mumbai- 400 051

**Symbol: HAPPYFORGE** 

### **Sub: Presentation of Investor Meet**

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, enclosed herewith the Investors' Presentation for the quarter ended June 30, 2024.

Kindly take the above information on your record.

Thanking you,

### For Happy Forgings Limited

BINDU Digitally signed by BINDU GARG Date: 2024.08.07 17:48:05 +05'30'

(Bindu Garg)
Company Secretary & Compliance Officer,
M.N F6697
Happy Forgings Limited
B-XXIX-2254/1, Kanganwal Road,
P O Jugiana, Ludhiana- 141120



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# SAFE HARBOR



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# **Q1FY25** Performance Highlights

### MESSAGE FROM THE MANAGING DIRECTOR





Mr. Ashish Garg Managing Director "I am pleased to present our performance for Q1FY25, marked by Revenue of Rs. 341 Crs, EBITDA of Rs. 98 Crs and PAT of Rs. 64 Crs.

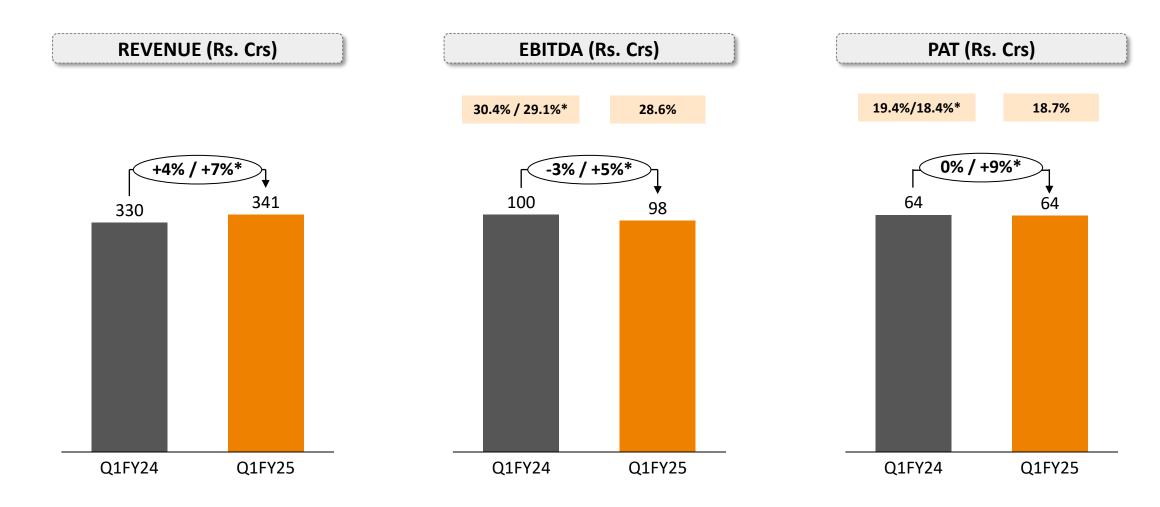
We achieved a YoY growth of ~3% in finished goods volume and ~4% increase in realisations (despite a reduction in raw material costs) leading to a ~7% growth in revenues. Our realisation and profitability levels in Q1FY25 remained broadly consistent with those reported for FY24. Realisation stood at Rs. 245/Kg., Gross margin at 56.5% and EBITDA margin at 28.6% in Q1FY25. Machining mix remains robust at 87%, supporting our margins. We successfully entered the Passenger Vehicles segment in FY24, and this segment contributed ~3.5% to our topline this quarter.

During the quarter, the underlying industry segments faced challenges, including a temporary slowdown in infrastructure-related activities due to the general elections and a slowdown in European farm equipment and power generation sectors. However, our diversification strategy across different segments enabled us to perform well overall.

Our planned capacity expansions are on track. We added 1,500MT of machining capacity during the quarter and will add an additional 4,500MT in Q2FY25, which will lead to a total increase of 6,000MT in machining capacity in H1FY25. Furthermore, 5,000MT of machining capacity is planned to be added in Q3FY25. We have the necessary product approvals, and we expect a simultaneous ramp-up in production enabling us to reap the benefits of increased capacity. This provides us with visibility for stronger performance throughout the remainder of the year."

# Q1FY25 PERFORMANCE HIGHLIGHTS





Margins

<sup>\*</sup> During Q1FY24, financials were favorably impacted by higher realisation on account of air freight costs received on one order (Revenues by ~Rs. 10 Crs, EBITDA by ~Rs. 7 Crs and PAT by ~Rs. 5 Crs). Excluding this positive impact, EBITDA and PAT margin for Q1FY24 would have been ~29.1% and ~18.4% respectively and Q1FY25 revenue, EBITDA and PAT would have grown by ~7%, ~5% and ~9% yoy respectively.

# **VOLUME & REALISATION TREND**



Q1FY25 Volume and Realisation								
Particulars	Q1FY24	Q1FY25	YoY	FY24				
Finished Goods Volume (MT)	13,555	13,933	+2.8%	55,379				
Realisation/Kg (Rs.)	243	245	+0.7%/+3.9%*	245				
			]					

## **PROFIT & LOSS STATEMENT**

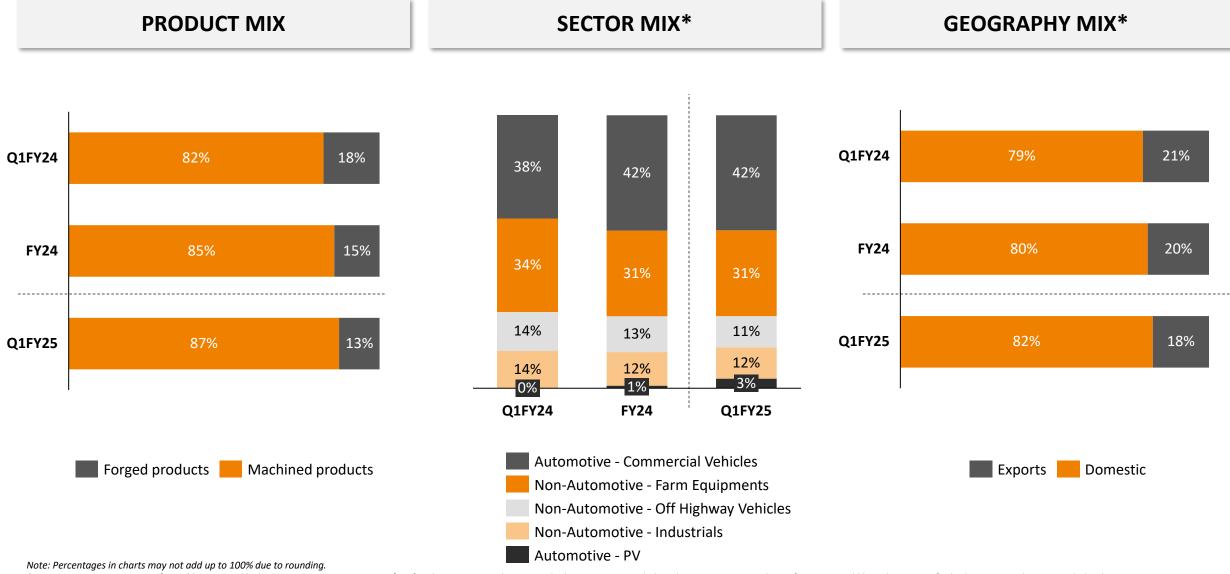


Consolidated P&L (Rs. Crs)	Q1FY25	Q1FY24*	YoY%	FY24
Revenue from Operations	341	330	+3.5%	1,358
Raw Material cost & change in inventories	149	142		597
Gross Profit	193	188	+2.6%	762
Gross Profit Margin	56.5%	57.0%		56.1%
Employee Cost	29	25		114
Other Expenses	66	63		260
EBITDA	98	100	-2.6%	388
EBITDA Margin	28.6%	30.4%		28.5%
Depreciation	18	15		65
EBIT	80	85		323
EBIT Margin	23.3%	25.7%		23.8%
Finance Cost	1	3		12
Other Income	8	3		13
Profit before Tax	86	85	0.4%	324
Profit before Tax Margin	25.1%	25.9%		23.9%
Тах	22	21		81
PAT	64	64	-0.4%	243
PAT Margin %	18.7%	19.4%		17.9%
EPS Basic	6.77	7.16		26.78

<sup>\*</sup> During Q1FY24, financials were favorably impacted by higher realisation on account of air freight costs received on one order (Revenues by ~Rs. 10 Crs, EBITDA by ~Rs. 7 Crs and PAT by ~Rs. 5 Crs). Excluding this positive impact, EBITDA and PAT margin for Q1FY24 would have been ~29.1% and ~18.4% respectively and Q1FY25 revenue, EBITDA and PAT would have grown by ~7%, ~5% and ~9% yoy respectively.

## **KEY DATA POINTS**



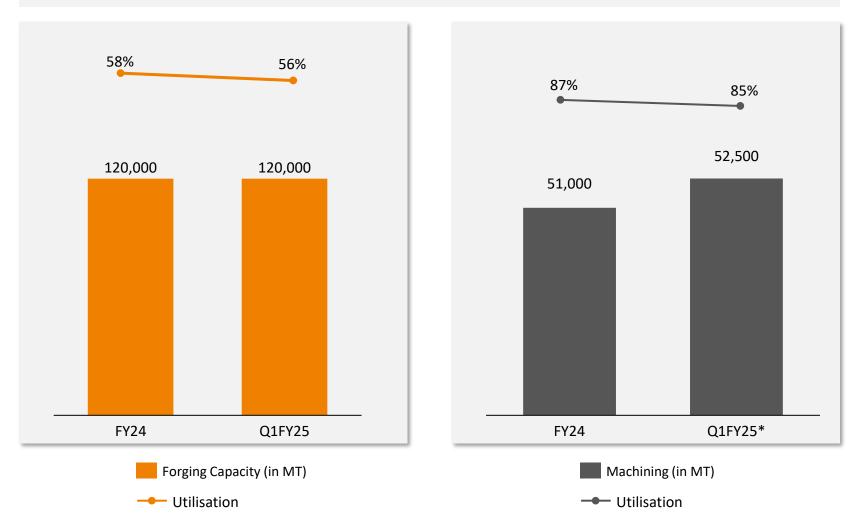


<sup>\*</sup>During Q1FY24, revenue was favorably impacted by higher realisation on account of air freight costs received on one order by "Rs. 10 Crs. Excluding this positive impact, share of exports would have been "19% for both Q1FY24 and FY24. Similarly, share of industrials segment would have been ~11% and ~12% in Q1FY24 and FY24 respectively.

### DRIVING OPTIMAL UTILIZATION AND EFFICIENCY



### Strategically adding capacity with a strong focus on capital efficiency



Figures represent Annual Capacity

Note: Installed capacity represents the capacity as on the last date of the relevant period.

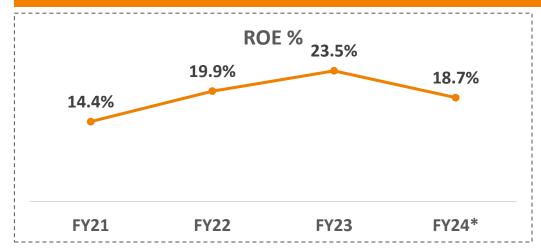
Capacity utilization is based on the average available capacity for the period.

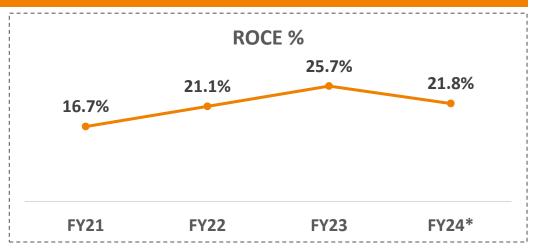
<sup>\*</sup> Additional Machining capacity of 4,500 MT will get operational in Q2FY25 and 5,000 MT in Q3FY25

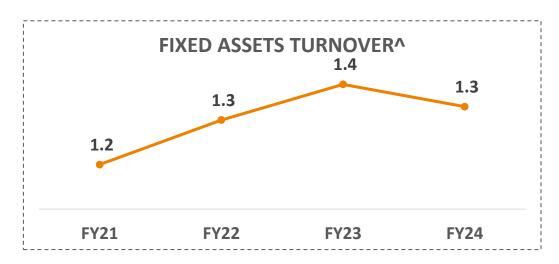
### CONSISTENCY OF GROWTH AND RETURNS

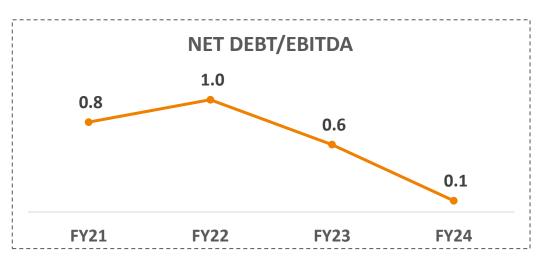


### Superior return metrics with reducing net debt/EBITDA wherein capex has been largely funded by internal accruals









<sup>\*</sup> RoE for FY24 after adjusting for FDRs and post-tax interest thereon was 20.6%. ROCE for FY24 after adjusting for FDRs and interest thereon, capital advances and CWIP was 26.9%

<sup>^</sup> Computed on Gross Block





# **Company Overview**

### A LEGACY OF EXCELLENCE





### **About Us**

Incorporated in July 1979, Happy Forgings Limited is an Indian manufacturer specializing in designing and manufacturing heavy forgings and high-precision machined components

The company manufactures high precision products such as crankshafts, front axle carriers, steering knuckles, differential housings, transmission parts, pinion shafts, suspension products and valve bodies catering to different industries and customers





Revenue FY24

Rs. 1,358 Crs

EBITDA % FY24

28.5%









~45 years

of Manufacturing Excellence

Manufacturing Facilities

**1,20,000 tonnes** 

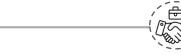
Forging capacity\*

**52,500 tonnes** 

Machining capacity\*











## 2<sup>nd</sup> Largest

Producer of commercial vehicle and high horse-power industrial crankshafts in India

## 4<sup>th</sup> Largest

Engineering-led manufacturer of complex and safety-critical, heavy forged and high-precision machined components in India

# **Longstanding Relationships**

With our top customers

# Diversified Customer Base

Across Indian & Global OEMs

### **AA/STABLE**

**CRISIL and ICRA ratings** 

## **VISION MISSION STATEMENT**

### **VISION**





To be amongst the top 10 forging and machining companies globally

# **MISSION**





State-of-the-art Technology



**Deliver more than promised** 



Respect and encourage people



Inspire innovation and creativity



Care for the environment and society



### BUSINESS EVOLUTION SPANNING OVER FOUR DECADES



Established a single unit for manufacturing bicycle crank arms



1979

2005



Heavy-duty hammers installed for oil engine and motor parts production

Initiated installation of 8,000-tonne forging press and model grinding for 4/6-cylinder crankshafts



2008



2010 - 2015



Expanded machining capacity.
Entered commercial vehicle and industrial segments

# Commissioned the second 8,000-tonne press



2017 - 2018



2020 - 2022



Installed 8 single-piece flow lines for crankshafts and the third 8,000-tonne press

# HFL achieved a milestone by getting listed on the NSE and BSE





2023



2024 – 2025P



Installation and commencement of 6,300 and 10,000-tonne press lines

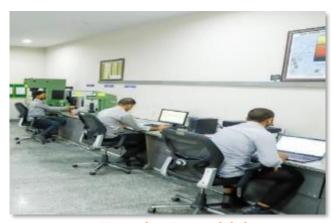
### **FULLY INTEGRATED CAPABILITIES**





**Forging** 

Fully automated forging press lines and hammers to produce high-quality forged products



**Metallurgical Facilities** 

Equipped with a range of advanced metallurgical testing and analysis equipment to ensure the highest quality in the forging manufacturing process



**Machining** 

Advanced software and equipment to ensure that our machining processes adhere to stringent tolerance levels



**Heat Treatment Facilities** 

Equipped with the latest technology and equipment to provide precise and effective heat treatment processes for our products



**Die Design & Manufacturing** 

Latest technology and tools to offer a wide range of services, including design, prototyping, testing and manufacturing

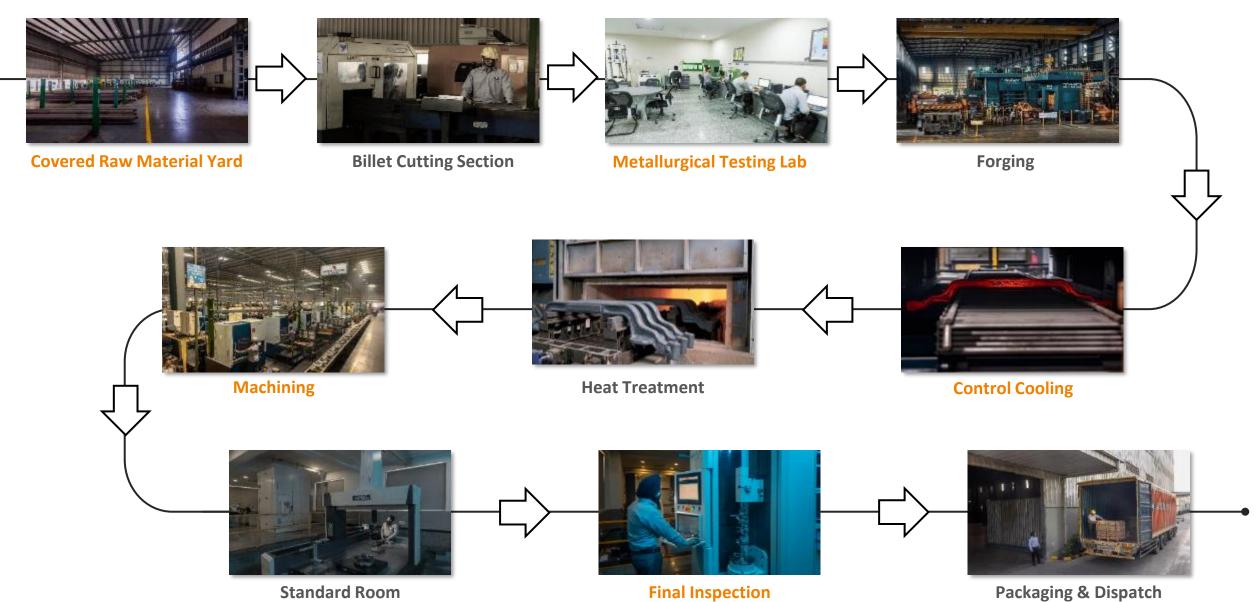


**Inspection and Quality Control** 

World class and most advanced metrology room to ensure the highest standards of quality

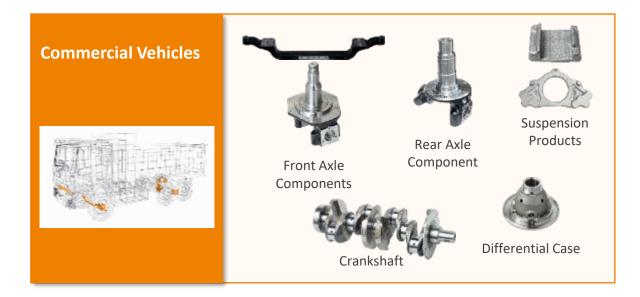
# **COMPLETE PROCESS FLOW**

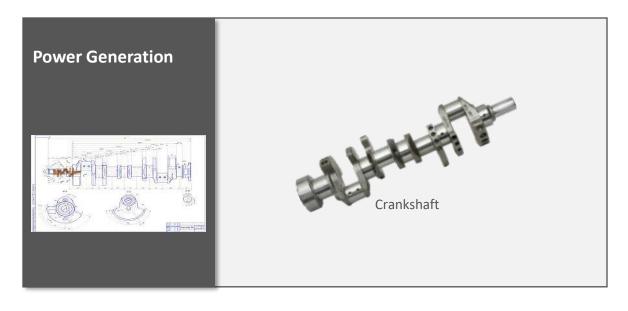


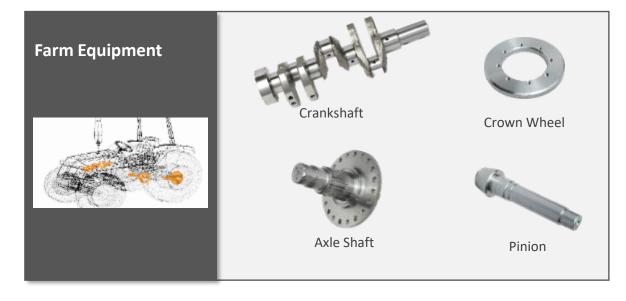


# MULTI-PRODUCT AND MULTI-INDUSTRY OFFERINGS (1/2)









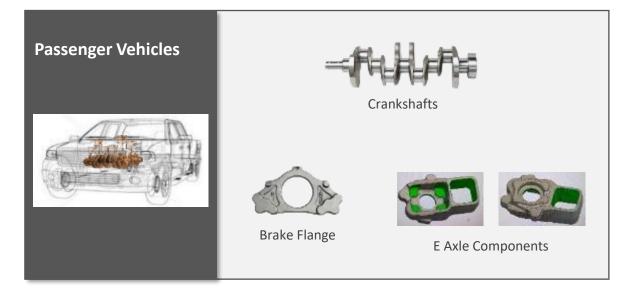


# MULTI-PRODUCT AND MULTI-INDUSTRY OFFERINGS (2/2)







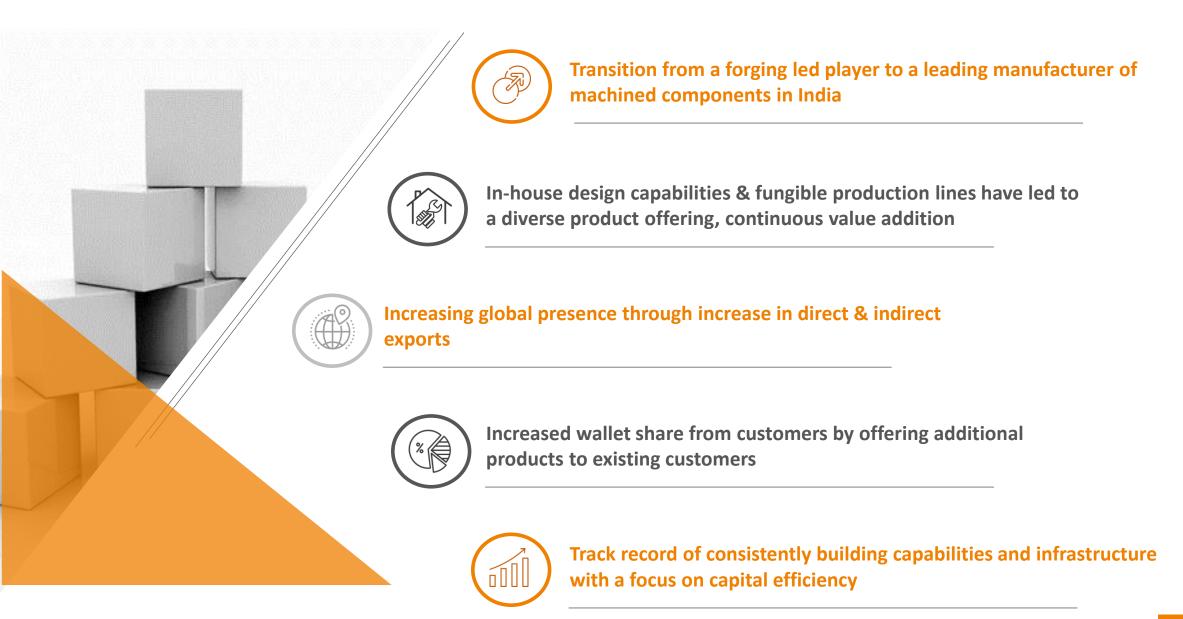






## PAVING OUR PATH TOWARDS ACCELERATED VALUE CREATION





### HIGH ENTRY BARRIERS





### **CAPITAL INTENSIVE BUSINESS**

 Capital-intensive business that involves complex technology, machinery and systems acting as an entry barrier for smaller and unorganized players



### STRATEGIC RESILIENCE

Lengthy customer and product approval processes



### **SELECTIVE SUPPLIER DYNAMICS**

Difficulty in acquiring new customers without existing relationships



### **PRECISION IN PRACTICE**

 Importance of implementing and sustaining quality systems while providing critical & high precision components involving tight tolerances (eg: tolerance for machined products ranges between 0.005 mm & 0.2 mm)



### **PRODUCT RELIABILITY**

 Global industry leaders are highly selective in qualifying new suppliers with respect to critical products given the high costs and risks of switching suppliers, especially where product reliability is critical



# HAVE DEMONSTRATED THE ABILITY TO INSTALL AND OPERATE HIGH TONNAGE PRESSES AND PRECISION MACHINING



**Total Forging Capacity\*** 

**1,20,000** MT

**Total Machining Capacity\*** 

**52,500** MT



Kanganwal, Ludhiana







### **Strategic Location of Facilities**

 Facilities located near inland container depot facility in Ludhiana and Dedicated Freight Corridor (DFCs) provides cost and logistical advantages



# **Continuous Investment in in-house infrastructure**

- Installation of new 14,000 tonne press, makes HFL the only second company in India to have such press or higher forging press
- The ability to forge heavier and complex parts up to 250 kgs to cater to different industries which require heavy and complex parts



### **Operating Efficiencies**

 Fungible product lines along with vertically integrated facilities helps drive diverse product offering, reduced operating costs and improve productivity

\* Installed Capacity as on June 30, 2024

### ARCHITECTS OF PROGRESS





Paritosh Kumar
Chairman & Managing Director

- ~45 years of experience in the industrial sector
- Bachelor's degree in arts from S.C. Dhawan Government (Evening) College, Ludhiana, Panjab University
- Involved in the strategic decision making of HFL, oversees the company's business activities and is proficient in financial management, budgeting involved in setting up the governance standards



Ashish Garg
Managing Director

- Has ~17 years of experience in the industrial sector
- Holds a bachelor's degree in science (accounting and finance), and a master's degree in science (manufacturing systems engineering) from the University of Warwick, UK
- Responsible for managing the company's business operations, financial performance, growth strategies and investments in different capacities and product developments



Megha Garg
Whole - Time Director

- Has ~ 8 years of experience in the industrial sector
- Holds a bachelor's degree in science (economics) from the University of Nottingham, United Kingdom
- Responsible for managing the digital marketing to engage prospects and capture leads and spearheading ESG initiatives



Narinder Singh Juneja
CEO & Whole - Time Director

- Has over 50 years of experience in the industrial sector
- Holds a post diploma course in mechanical engineering (machine tools operation and maintenance) from Y.M.C.A. Institute of Engineering, State Board of Technical Education, Haryana



Pankaj Kumar Goyal
Chief Financial Officer

- Has over 23 years of experience in the finance sector
- Holds a bachelor's degree in commerce from Government College, Malerkotla, Punjabi University, and is a Fellow Member of the Institute of Chartered Accountants of India
- Proficient in financial management, budgeting, cost control, and strategic planning, with a focus on maximizing values for stakeholders.



Patwinder Singh
Chief Operating Officer

- Has over 22 years of overall experience
- Holds a bachelor's degree in science from Guru Nanak Dev University, and a master's degree in business administration from CSM Institute of Graduate Studies

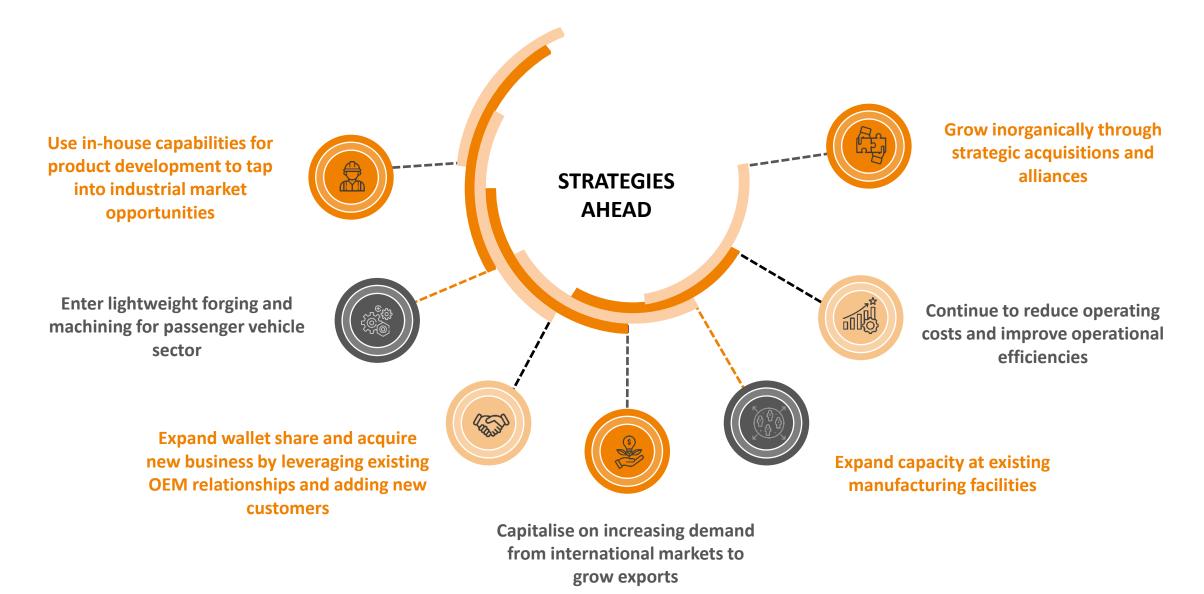


Mangesh Shantaram Purandare
Chief Marketing Officer

- He has over 27 years of experience in the marketing sector. Mainly in auto components including Castings / Forgings / Gears and Bearings.
- Holds a bachelor's degree in engineering (industrial) and a master's degree in business administration from University of Pune
- Responsible for New Business Development International and Domestic.

### NAVIGATING THE PATH TO SUSTAINABLE GROWTH









# **Historical Financial Statements**

# **PROFIT & LOSS STATEMENT**



Profit and Loss (in Rs. Crores)	FY24	FY23*	FY22
Revenue from Operations	1,358	1,197	860
Cost of Materials Consumed	597	551	388
Gross Profit	762	645	472
Gross Profit Margin (%)	56.1%	53.9%	54.8%
Employee Cost	114	88	69
Other Expenses	260	217	172
EBITDA	388	341	231
EBITDA Margin (%)	28.5%	28.5%	26.8%
Depreciation	65	54	38
EBIT	323	287	193
Finance Cost	12	12	7
Other income	13	6	6
Profit before Tax	324	280	192
Tax	81	71	50
PAT	243	209	142
PAT Margin (%)	17.9%	17.4%	16.5%
EPS (Basic)	26.7	23.3	15.9

<sup>\*</sup> In FY2023, a prior period income of Rs. 23.75 Cr. was recognized on account of refund of eligible net SGST incentive pertaining to earlier years. Adjusting for this prior period income in FY2023, Gross margin, EBITDA margin and PAT margin for FY2023 were 53.0%, 27.0% and 16.3% respectively.



# **BALANCE SHEET**



Assets (in Rs. Crores)	Mar'24	Mar'23	Mar'22
Non-Current Assets	1,145	836	704
Property, Plant and Equipment	742	677	455
Capital work-in-progress	122	75	212
Intangible Assets	1	1	2
Intangible assets under development	5	-	-
Investments in Joint Venture/Subsidiary	0.1	-	0.4
Other Financial Assets	205	31	7
Non-Current Tax Assets (net)	-	-	0.2
Other Non-Current Assets	69	52	28
Current Assets	741	489	425
Inventories	224	170	184
Trade Receivables	357	308	222
Cash and Cash Equivalents	1	0.01	0.02
Bank Balances	117	0.3	1
Loans	0.2	0.3	0.2
Other Financial Assets	12	1	3
Current tax assets	-	0.2	-
Other current assets	31	10	14
Assets Held for Sale	-	1	1
Total Assets	1,886	1,326	1,130

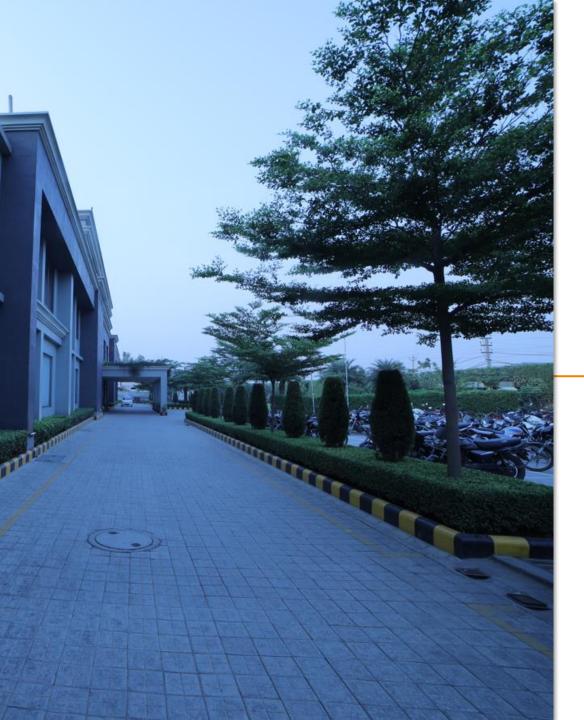
Equity & Liabilities (in Rs. Crores)	Mar'24	Mar'23	Mar'22
EQUITY	1,612	988	788
Equity Share Capital	19	18	18
Other Equity	1,594	970	770
Non-current liabilities	32	81	97
Borrowings	0	58	74
Deferred tax liabilities	32	23	23
Current liabilities	242	257	245
Borrowings	143	160	166
Trade Payables	56	48	44
Other Financial Liabilities	28	26	20
Other Current Liabilities	9	8	5
Provisions	4	4	3
Liabilities for current tax (net)	2	11	6
Total Equity & Liabilities	1,886	1,326	1,130



# CASH FLOW STATEMENT



Cash Flow Statement (Rs in Crores)	Mar'23	Mar'23	Mar'22
Profit before tax	324	280	192
Adjustments for depreciation and other items	72	71	40
Operating profit before working capital changes	396	351	232
Changes in working capital	-123	-78	-109
Cash generated from operations	273	273	123
Direct taxes paid (net of refund)	84	64	43
Net cash from operating activities	189	209	80
Net cash from investing activities	-469	-172	-166
Net cash from financing activities	281	-37	83
Net change in cash and cash equivalents	0.52	-0.01	-3





# Impact Beyond Financial Performance

### **ESG GOVERNANCE - KEY INITIATIVES**



### **ESG Governance**

### **Director's Statement**



"We are at a pivotal stage in our organization's growth path and committed to embrace robust frameworks and procedures that translate our core values into tangible actions marked by measurable goals, showcasing our commitment to delivering sustainable value to all our stakeholders.

To improve our governance standards, we have **prioritised diversity within our Board**, ensuring a range of expertise, perspectives, and demographic representation to uphold transparency and accountability across our operations.

We have **established an ESG committee** which will develop a comprehensive strategy and execution plan and oversee our progress against set targets and milestones.

Being conscious of our environmental footprint, we have committed to **halving our Scope 1** and **Scope 2 carbon emissions by 2030** alongside a commitment to **achieve 100% wastewater recycling by 2025**. We are focusing on several initiatives including increasing proportion of renewable energy usage and ensuring effective resource management by implementing rainwater harvesting and recharging groundwater.

We endeavor to **create a safe and enabling working environment for our employees**. We aim to increase the participation of women in our workforce and are committed to enhancing employee skills through increased training and development programs.

Furthermore, we **continue to increase our investments in a wide range of CSR efforts** that focus on empowering vulnerable and marginalized sections of the society.

As a responsible organization, we will endeavor to develop and adopt best practices in ESG, striving to become an exemplar in our sector."

### **ESG Committee**

- A five-member body established in March 2024 headed by the Whole-time Director
- A women-majority body with representation from various staff functions
- Agenda is to institutionalise ESG
   Governance drive formulation of
   Sustainability/ESG Strategy and
   roadmap and establish policies and
   processes
- Bi-weekly meetings to review and monitor progress and launch sustainability initiatives



## GOVERNANCE - A DIVERSE BOARD WITH STRONG INDEPENDENT DIRECTORS



### Director (Name, Age & Experience)

### **Areas of Expertise**

### **Key Board Memberships & associations (Current & past)**





Sales & marketing and

Rich industrial sector experience

Current: JK Files & Engineering Ltd. and Rico Auto Industries

Past: Harita Fehrer





Ravindra Pisharody (Ind. Director)

Satish Sekhri (Ind. Director)

- Sales & marketing
- Strategy development
- Diverse industry experience

- Current: Savita Oil Technologies Ltd., Muthoot Finance, Bonfiglioli Transmissions and Kinara Capital
- Past: Tata Motors Ltd. and Castrol India.





Rajeswari Karthigeyan (Ind. Director)

- Credit Ratings & appraisal
- Financial and economic research
- Current: Craftsman Automation and Belstar Microfinance
- Past Role: Associate Director CRISIL Ratings





Atul Behari Lall (Ind. Director)

- Business Strategy & Operations
- Electronics manufacturing services industry
- Current: Dixon Technologies (MD & Vice Chairman) and Max Estates Limited
- Past: Member of Technical Evaluation Committee for Electronic Manufacturing Services (DeitY)





Vikas Giya (Ind. Director)

- Finance & Accounting
- Project Financing, Corporate Restructuring & Insolvency
- Current: Viksun Consultants Private Ltd. and Partner at Anup Kumar Jain & Co.

Diverse Board in terms of professional and industry experience, age and gender

Majority Independent Directors (5 out of 9)

2 Female Directors

3 committees out of 5 headed by Independent Directors (Audit, NRC and SRC)

~96% attendance of the Board members in Board meetings in FY 2024

~280+ years of collective experience of Board Members

~165 Years of collective experience of **Independent Directors** 

~58 years average age of the Board Members

# SOCIAL - KEY INITIATIVES & OUTCOMES



CSR Activities	Healthcare	Education	Children & Adolescents with special needs	Vocational Training	Environment	Animal Welfare	Senior Citizen Welfare	Defence Services
Projects / Organisation funded	<ul> <li>5 Dialysis         Machines donated         in Jan 2024</li> <li>X Ray machines         donated to a         Charitable Hospital</li> </ul>	<ul> <li>Adopted a Govt.         Primary School at Kanganwal, Ludhiana     </li> <li>Funding Noble Foundation for education of underprivileged kids</li> </ul>	<ul> <li>Funding to         <ul> <li>Ludhiana</li> <li>Education Society                 for education and                  vocational training                  of deaf children</li> </ul> </li> <li>Vocational         rehabilitation         center for blind</li> </ul>	<ul> <li>Contribution to Bal Vikas Trust for infrastructure development for Vocational Training college for underprivileged girls</li> </ul>	<ul> <li>Punjab Agricultural University</li> <li>Maintenance of Public Park</li> </ul>	<ul> <li>Funding support to Dhyan Foundation &amp; Krishan Balram Gaushala</li> </ul>	<ul> <li>Senior Citizen council of Ludhiana</li> </ul>	<ul> <li>Border Security         Force     </li> </ul>
Key Outcomes in FY 2024	<ul> <li>✓ 700 Dialysis</li> <li>✓ X Ray's for 5,143 patients at concessional rates</li> </ul>	<ul> <li>✓ 1,658 students enrolled in Kanganwal school in 2023-24</li> <li>✓ Education of 100 slum students</li> </ul>	<ul> <li>✓ 85 deaf students enrolled for vocational training</li> <li>✓ 103 visually impaired children benefitted</li> </ul>	✓ 5 courses are planned at the college which will benefit 1,000 girl students annually	✓ Construction of walkways, green cover enhancement & maintenance	✓ Animal welfare	✓ 250 senior citizens benefitted	✓ Construction of 20 shelters
							WELCOMES	



## **ENVIRONMENT – OUR COMMITMENTS AND KEY INITIATIVES**



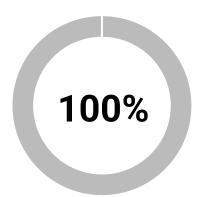
### **Our Commitments**



50% Reduction in Scope 1 and Scope 2 carbon emissions by 2030







### **Environment Centric Initiatives**



5MW capacity Solar power plants installed at our manufacturing facilities



**1,600 kVAR Hybrid Automatic power factor control panel** to improve the power factor for three manufacturing facilities, reducing energy wastage



Replaced halogen lights with LED lights, resulting in a reduction in electricity consumption from 1.5 kw to 1.2 kw per light



Redesigned heat treatment facility and replaced conventional use of low sulfur fuel oil with LPG Line



Replaced all oil-fired furnaces on forging lines with electric heating systems resulted in reduction in use of furnace oil

2024

2023

2021

## AWARDS, ACCREDITATIONS AND RECOGNITIONS



- Gold award for "Superlative Performance in Agility" 2024 Ashok Leyland Supplier Summit
- Received Next Level Quality award by Generac 2023 (Received in 2024)
- Received Best Quality Award by Escorts Kubota Limited (2024)
- 🦊 Received Supplier Excellence Award for "Quality Performance" by American Axle & Manufacturing 2024
- Received 'Best Supplier Award' at the Global supplier meet 2024 from TAFE
- 👺 'Supplier Excellence Award' for delivery performance at AAM (American Axle Manufacturing) India Supplier Event 2023
- 'Award for Outstanding Contribution in Gear Business' at the Annual Supplier Conference 2023 organised by Eicher Engineering Components, VE Commercial Vehicles
- Received the ISO 14001:2015& ISO 45001:2018 accreditation for manufacture of forged and machined components and excluding product design Dugri Facility
- Received 'The Entrepreneur & Leadership Award' at the JCB Annual Supplier Conference 2023
- Received a certificate of appreciation for supplier Agri machinery under 'Business Excellence Process/ Digitalisation' by Escorts Kubota Ltd
- Received the IATF 16949:2016 accreditation for manufacture of forged and machined components and excluding product design Dugri Facility
  - "Excellence Award" by Escorts Kubota Limited
  - Received the ISO 45001: 2018 & ISO 14001: 2015 accreditation for manufacture of forged and machined components Kanganwal Facility I
    Received IATF 16949:2016 accreditation for manufacturing of forged and machined components without product design responsibility and with the extended manufacturing site(s) for Kanganwal Facility I



FOR FURTHER INFORMATION,
PLEASE
CONTACT

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### COMPANY



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