



**Jamna Auto Industries Ltd.**

August 26, 2021

To,  
BSE Limited  
Exchange Plaza, Plot No. C/1, G- Block,  
Phiroze Jeejeebhoy Towers, Dalal  
Street, Mumbai- 400001 Maharashtra  
**BSE Code: 520051**

To,  
National Stock Exchange of India Limited  
Exchange Plaza, Plot no. C/1, G Block,  
Bandra-Kurla Complex, Bandra (E)  
Mumbai - 400 051, Maharashtra  
**NSE Code: JAMNAAUTO**

**Subject: Investor Presentation Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/Madam,

Pursuant to the requirements of Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we are enclosing herewith:

**1. Investor Presentation dated 26.08.2021: Launch of 5 year plan called “Lakshya 50XT”.**

Kindly take the above information on records.

Thanking you,  
Yours Faithfully,  
**For Jamna Auto Industries Limited**

**Praveen Lakhera**  
**Company Secretary & Head-Legal**

Encl: As above

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YAMUNA NAGAR | MALANPUR | CHENNAI | JAMSHEDPUR | PANTNAGAR | HOSUR | PUNE



# **Jamna Auto Industries Limited**

**▼ LAKSHYA 5 YEAR PLAN**

**26<sup>th</sup> August, 2021**



# LAKSHYA 5 YEAR PLAN

This year, JAI launches its first 5-year plan named “Lakshya 50XT” with 4 key targets for FY-26. The launch of this plan is an important milestone for JAI to bring together the entire organization and to focus on a common goal. The key objective of this plan is to achieve future growth and to de-risk business through market & product diversification.

# LAKSHYA 50XT



## 50% revenue from New Markets

JAI strategy is to serve diverse markets to achieve its growth objectives. In this direction we have taken several steps to increase our market share in Domestic After-Market and Exports. With these initiatives we have successfully created a structure of SCM and channel partners to supply varied products pan India. We would leverage this structure to sell various new products. We have achieved limited success in increasing our after-market sales and there is still good potential to increase our sales further. As we have already created a distribution network, we will reap the benefits going forward. We are further complementing our actions by doing direct retailing and digitizing the entire After Market operations. It is likely that the consolidation in market place will take place due to GST and demonetization, which will give tailwind effect to our efforts and increase our sales further.

In the after-market export also JAI has done a lot of ground work which has not reflected into topline numbers. We are hopeful that sales numbers would start improving in next 3 years. We are evaluating more product lines which have a good potential in export market. In this 5 year plan JAI will also be focusing on OE-Exports. JAI targets 50% revenue from new markets of which **10% would be from Exports.**

## 50% revenue from New Products

We have been launching a range of new products every few years which has increased our share of revenue from new products. Going forward we would be further increasing our existing product portfolio to increase content per vehicle. The plan is to introduce new products such as allied parts for suspension, machined parts, full range of trailer suspension and other products through distribution, sourcing or manufactured route. We plan to leverage our existing infrastructure which is favorably placed near customer's location.

JAI is also planning to add many new products in After Market to increase (COPC) Content of Other Products sales for Channel partners (distributor, dealer and mechanics) which will help in increase their revenues.

JAI has launched various high technology products like Parabolic Springs and Lift Axles in the past. Our R&D team has developed Extralite Springs using technology from Tinsley Bridge Ltd. - U.K. These Extralite Springs are currently under validation. We also plan to introduce cold processed U-Bolt using superior manufacturing and design technology. Going forward technology will be focus area for us. JAI targets 50% revenue from new products of which **10% would be from new technology products.**



## **50% Return On Capital Employed**

JAI would continue to remain ROCE focused company. Our current Lakshya Target is 33% ROCE. With the company's prudent financial policies, lower breakeven point and increased share of value added products & diversified markets, JAI targets 50% ROCE by FY-26.

## **50% Dividend Pay-out**

JAI current dividend policy is to pay 33% of PAT as dividend. In accordance with the Lakshya 50XT plan, by FY 26 JAI shall target distribution of 50% of PAT in a year as dividend (inclusive of tax, if any) or shares buy back or both.



# COMPANY OVERVIEW



# JAI AT A GLANCE



**8**

Strategically  
located plants  
across India



Manufacture

**~ 300**

Parts for OEMs &

**~5000+**

Parts for After Market



**In-house  
R&D**

Centre



Strong After Market  
network: More than

**16000**

touch points



Rated

**A1+/AA-**

by ICRA

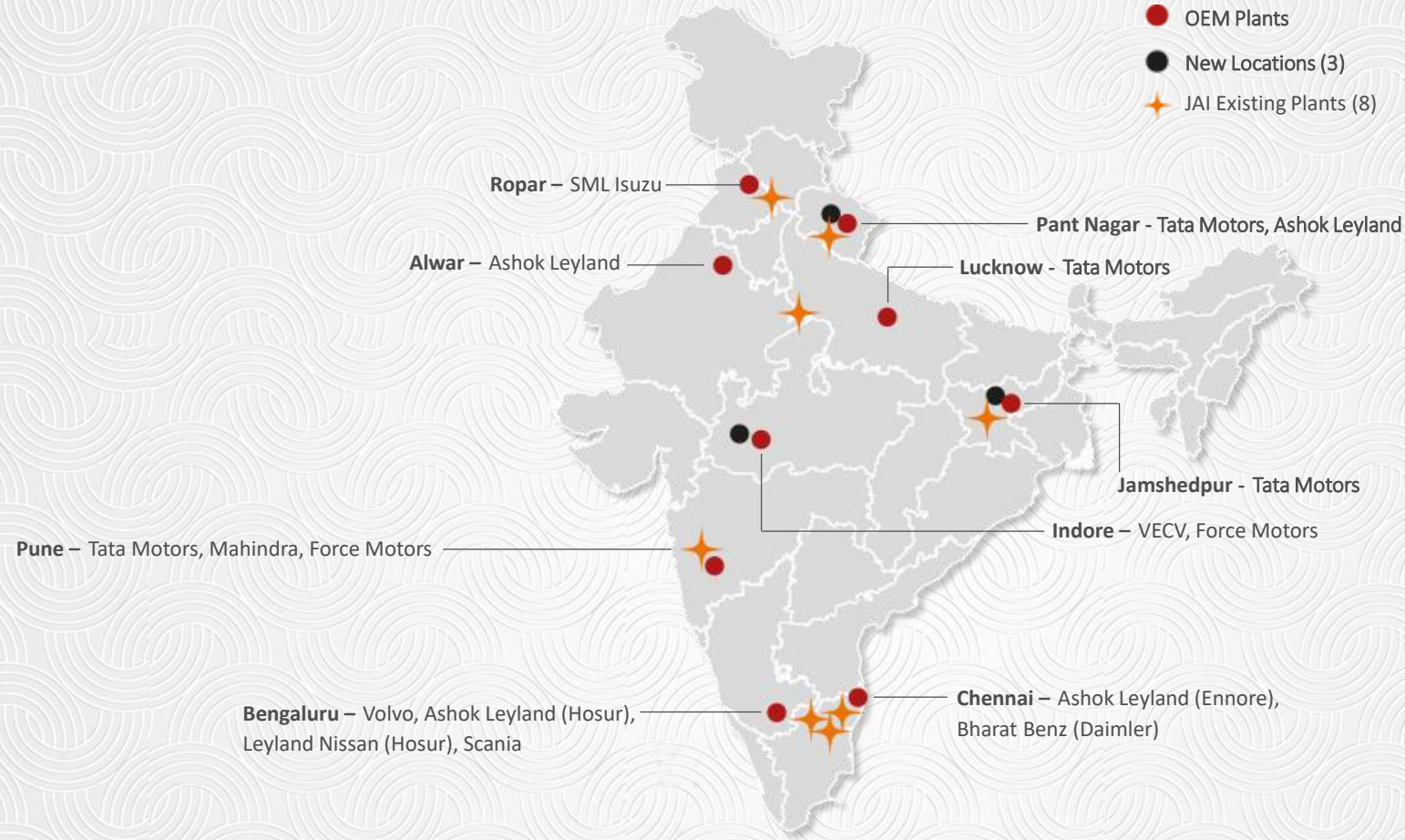


**India's  
Prominent**

Suspension Manufacturer



# JAI'S PLANTS : STRATEGICALLY LOCATED ACROSS CV HUBS





# JAI'S OEM CUSTOMERS

 ASHOK LEYLAND	 BHARATBENZ	 FORCE MOTORS	 FUSO	 GM
 ISUZU <i>Your responsible partner</i>	 Mahindra	 RENAULT NISSAN	 SCANIA	 SML ISUZU
 TADANO	 ESCORTS	 TATA	 UD TRUCKS	 VOLVO
 VE COMMERCIAL VEHICLES A VOLVO GROUP AND EICHER MOTORS JOINT VENTURE				



# JAI'S PRODUCT PORTFOLIO



Conventional Leaf Spring



Parabolic Leaf Spring



Z-Spring



Stabilizer Bar



# JAI'S PRODUCT PORTFOLIO



Bus Air  
Suspension



Trailer Air  
Suspension



Lift Axle



Trailer Mechanical and Air  
Suspension with Lift Axle



Trailer Mechanical  
Suspension



# JAI'S PRODUCT PORTFOLIO



LIFT AXLE ALLIED Components



Trailer ALLIED Components



SPRING ALLIED Components

Some of the Products above are only traded



# INCREASING CONTENT PER VEHICLE

## Upcoming products



Bogie Bracket



NODO Bracket



ATS Bracket



HANGER SHACKLES



SPRING PIN

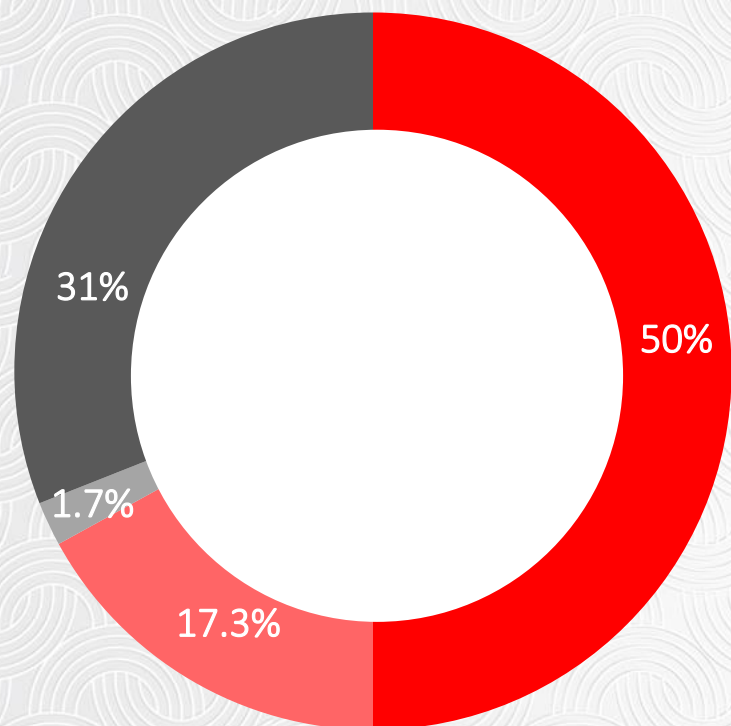


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# SHAREHOLDING PATTERN AS ON JUNE 30, 2021

Category Wise Breakup



- Promoters
- Institutional Investors
- Body Corporate
- Individual & Others

Categories	% Holding 30.06.21	% Holding 31.03.21
Promoters	50.0%	50.0%
Institutional Investors	17.3%	15.5%
Bodies Corporate	1.7%	2.0%
Individual and Others	31.0%	32.5%
<b>Total</b>	<b>100%</b>	<b>100%</b>



# CONTRIBUTING TO THE SOCIETY

We are committed to contribute to the social and economic welfare of communities in which we operate. Playing an active role in sustaining positive change within society, we aim to create opportunities for the holistic development of people from all sections of society.



Handing over COVID Care equipment to Chief Medical Officer, Yamuna Nagar



Distribution of sapling to trainees on World Environment Day .



Awarding certificate to passed out trainees in computer course.



Sponsored District Body Building Championship 2021.





# CONTRIBUTING TO THE SOCIETY

## 1. Environment

- 1675 saplings were planted and distributed in New Delhi, Yamuna Nagar and Jamshedpur.
- Conserved rain water through constructed check dams and storage of water in tanks.
- Distributed jute bags to villagers and trainees in skill training centers in Yamuna Nagar.

## 2. Education

- Installed hand sanitizer dispensers in all adopted Govt. schools in Yamuna Nagar to protect students and teachers from COVID 19 pandemic.
- Renovated basic facilities and infra in Govt. school, Mandol, Yamuna Nagar.

## 3. Sports

- Provided sports kits to 05 Govt. schools in Yamuna Nagar to promote sports
- Sponsored 32 star sports person for their diet and coaching.
- Sponsored District level Body Building Championship 2021 in Yamuna Nagar.

## 4. Community Outreach

- Distributed personal safety equipment (face mask, hand sanitizer machine, gloves, soap, etc.) and 1000 COVID Relief Kit to Govt. depts., public places and families in Chennai, Gurugram and Yamuna Nagar.
- Distributed monthly pensions to 74 senior citizen, widows, and PWD in adopted villages in Yamuna Nagar.
- 270 dry ration kits were distributed to migrant's laborers and blind people in Delhi and Chennai.
- Awarded certificate to 31 passed out trainees in computer course in Delhi.
- Provided financially support to poor and needy patients in Yamuna Nagar.



## **FORWARD LOOKING STATEMENT**

**This presentation is made to enable investors to comprehend our prospects and take informed investment decisions. This presentation may contain certain forward looking statements with in the meaning of applicable laws and regulations. We cannot guarantee that these forward-looking statements will be realized, although we believe we have been prudent in assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialize, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.**

# **THANK YOU**