



Suprajit Engineering Limited

Registered Office : #100 & 101, Bommasandra Industrial Area,
Bengaluru - 560 099. Tel: +91-80-43421100 . Fax : +91-80-27833279
E-mail: info@suprajit.com Web: www.suprajit.com
Corporate Identity Number (CIN) : L29199KA1985PLC006934

July 10, 2024
SEL/SEC/ 2024-2025/26

BSE Limited Department of Corporate Services P. J. Towers, 25th Floor, Dalal Street, Mumbai- 400 001 Ref: 532509	National Stock Exchange of India Ltd Exchange Plaza, C-1, Block-G, Bandra Kurla Complex, Bandra (E) Mumbai- 400 051 Ref: SUPRAJIT
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Dear Sirs,

Sub: Investor Presentation dated July 10, 2024

Please find enclosed an updated Investors' Presentation, which will be presented to various investors/analysts while meeting and also while attending investor conferences, if any, from time to time. The presentation is also available on our website - www.suprajit.com.

This is for your Information and records.

This may be considered as compliance under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you,

Yours faithfully,
For Suprajit Engineering Limited

Medappa Gowda J
CFO & Company Secretary

Encl: as above



Global Scale
Local Focus
Technology Driven

Suprajit Investor Presentation

Enabling a World in Motion

July 10th, 2024

Core Product Business Leadership

- Full Global Product Range in our Core Products
- Frequent replacement products with strong spares requirement
- **Leader by far in India. #2 Globally in Control Cables & #3 Globally in Halogen Lamps**
- Scale across industries, geographies and aftermarket

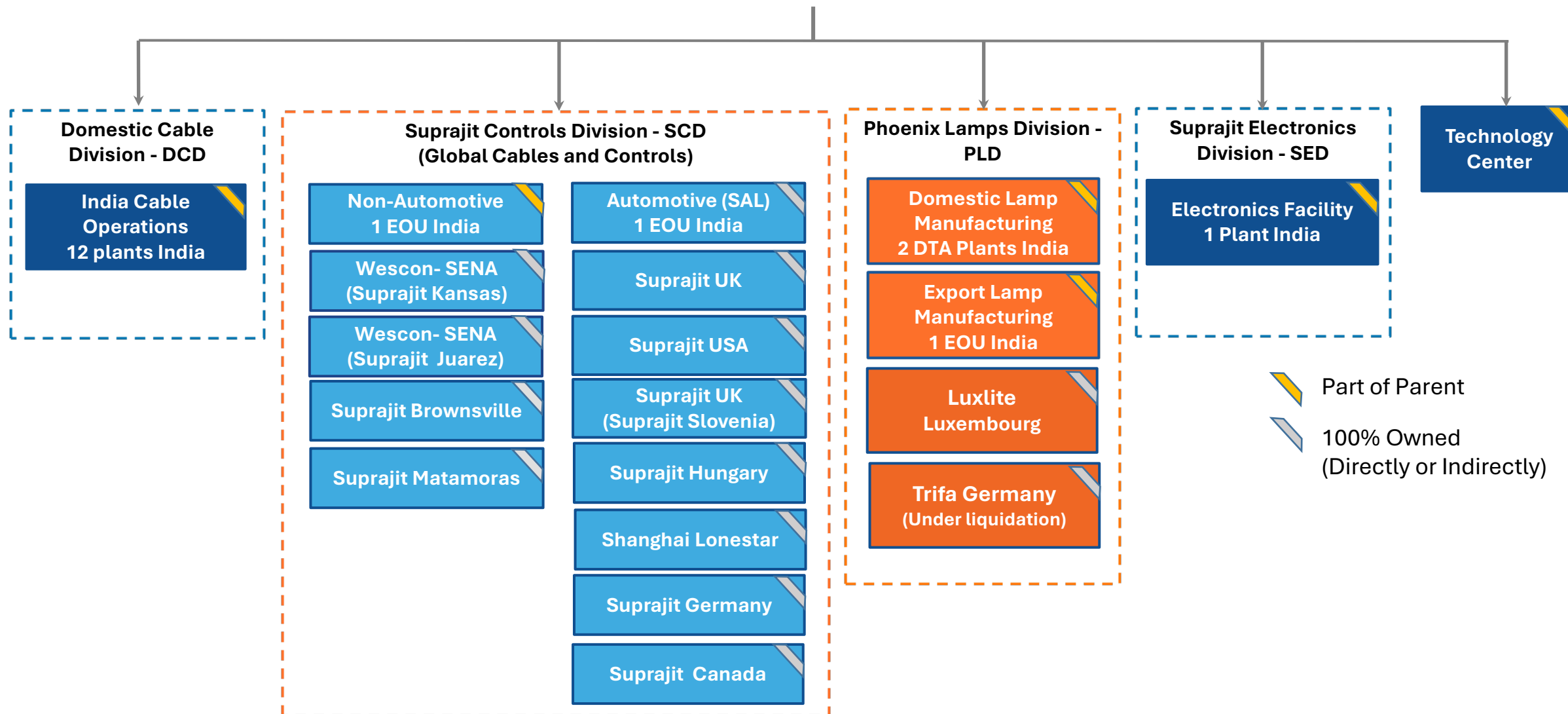
Applications per Vehicle



Core Product	Part Numbers	Applications per Vehicle		
		Passenger Vehicles (PV)	2/3 Wheelers	Off-Highway (OFH) Agri, Powersports
Push/Pull/Push-Pull Control Cables	15000+	15+	3-6	3-6
Vehicle Lighting Halogen Lamps	80+	2	2	2

Suprajit Group

Suprajit Engineering Limited



Strong Leadership



Ajith Rai
Chairman, Founder
Suprajit Group
 39 years building
 Suprajit



Mohan N.S.
CEO, MD
Suprajit Group
 29 years with Bosch,
 Visteon, ZF
 11 years with Suprajit



Akhilesh Rai
Director &
Chief Strategy Officer
Suprajit Group
 MBA London Business
 School
 13 years with Suprajit



Medappa Gowda
CFO & CS
Suprajit Group
 28 years with Suprajit



Ashutosh Rai
CTO
Suprajit Tech Center
27 patents granted
 10 years with Suprajit



Narayan Shankar
COO
Suprajit DCD
 36 years with Suprajit



Jim Ryan
President
Suprajit SCD
 31 years of Global Cable
 Experience (Teleflex,
 Kongsberg, Leggett & Platt)



Neil Collis
Managing Director
SEU Europe Ltd
 25 Years Automotive
 Experience
 4 Years with Suprajit



Akhilesh Goel
COO
Phoenix PLD
 32+ years experience
 including Phillips.
 9 years with Suprajit



Saliha Krich
MD, Luxlite Lamp

 12+ years experience
 with Automotive Lamps
 9 years with Suprajit



Gopal Doraiswamy
VP Sales SCD
 20 years Tier I Automotive
 8 years with Suprajit



Praveen Rao
COO - SED
Suprajit SED
 20+ years at Tier 1
 Automotives.
 6 years with Suprajit

Suprajit Technology Center (STC)

- › STC supports our divisions to move “beyond cables” to support Indian and Global customer actuation needs
- › STC focuses on 2W EV and Off-highway/Agri-tech but has productionised innovative technology across industry
- › Multiple patents have been filed and are now revenue generating
- › 80 Full time employees working on pure R&D projects across Divisions, Products and Industries

Products

Customers in Production

Growth Potential

Digital Clusters



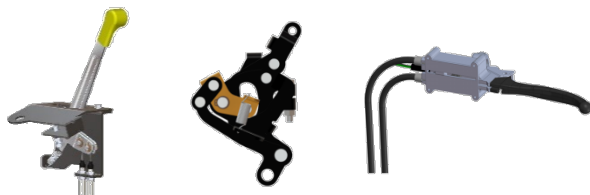
PV + 2W + OFH

Electromechanical Actuation Systems



PV + 2W + OFH

Braking & Brake Release Systems



2W + OFH + Rail

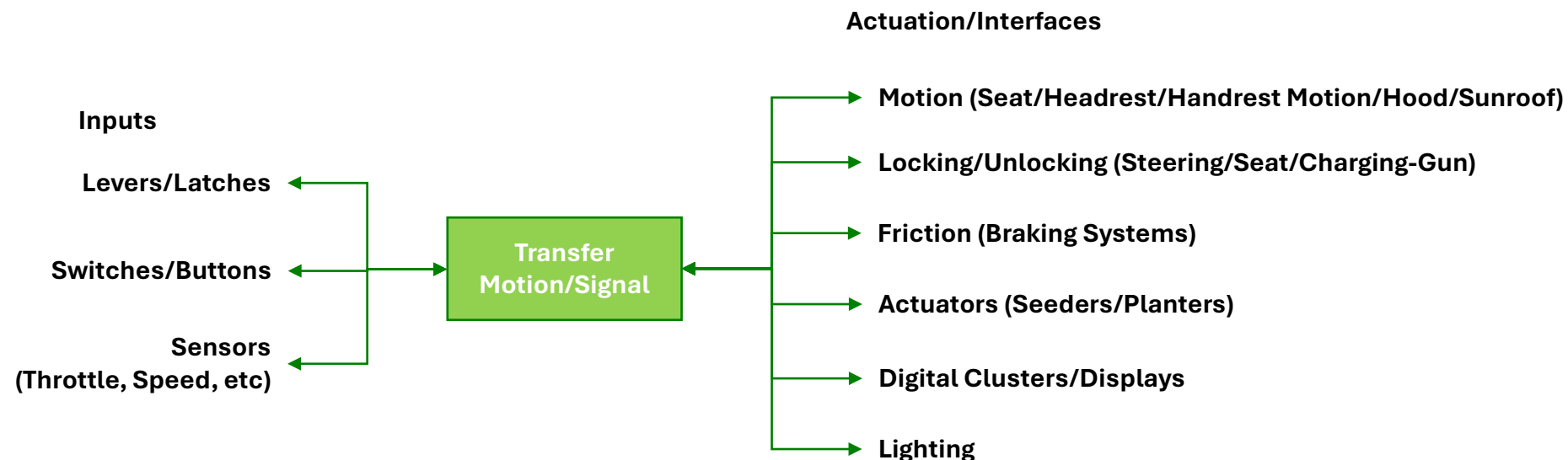
Throttle & Rotary Sensors



2W + OFH

Global Platform for Actuation

Global Platform for Mechanical and Electromechanical Actuation



...with **Global Engineering** Strength

Mechanical System Design	Digital Clusters & PCB	Control Software	Magnetic & Mechatronic Design
150+ FTE	40+ FTE	20+ FTE	4+ FTE

...and **Vertically Integrated Manufacturing**

Control Cables	Electronics/Sensors (PCBA/boxing/testing)	Injection Moulding	Die Casting	Micro Motors	Other
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Core Product
 In-house Expansion of Capability
 External Suppliers

Global R&D Sales

- > USA – Supports PV & OFH
- > UK – Supports PV & OFH
- > Germany - Supports PV & OFH
- > China – Supports All Verticals
- > India – Supports All Verticals

R&D Backbone in India through Suprajit Technology Center:

- > Innovate in India - disrupt globally
- > Products that enhance or replace existing products
- > Deploy proven innovations across industries and Geographies

Going from Cables to Beyond Cables

- ✓ Brake Cables to Complete Braking Systems



- ✓ Throttle Cables to eThrottle and Sensors



- ✓ Speedometer Cables to Digital Clusters



- ✓ Seat, Steering, Fuel Lid Cables to respective Actuators



Suprajit Electronics Division (SED)

Launched as a standalone division for FY24 to cater to strong traction from customers and with focus on driving the EV revolution and support Suprajit Group's ambition to be a global provider of actuation and display technologies

Strong Customer Traction

2W

3W

OFH

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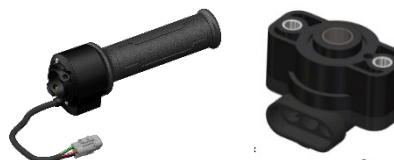
Innovative Products



Digital Clusters



Charger Lid, Seat Latch, Steering Lock Actuators



Electronic Hand Throttle & Rotary Sensors

State of the Art Facilities



- IATF 16949 2016 Certified
- Integrated SMT Line
- In-house Injection Moulding
- Automated Testing

Customers

40+

PV OEMs and Tier 1s



10+

2W OEMs and Tier 1s



20+

OFH OEMs and Tier 1s



15+

Lighting Tier 1s



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Customers

Top 10 Customers span all verticals



Extensive Global Customer Base

40+
PV OEMs
and Tier 1s

10+
2W OEMs
and Tier 1s

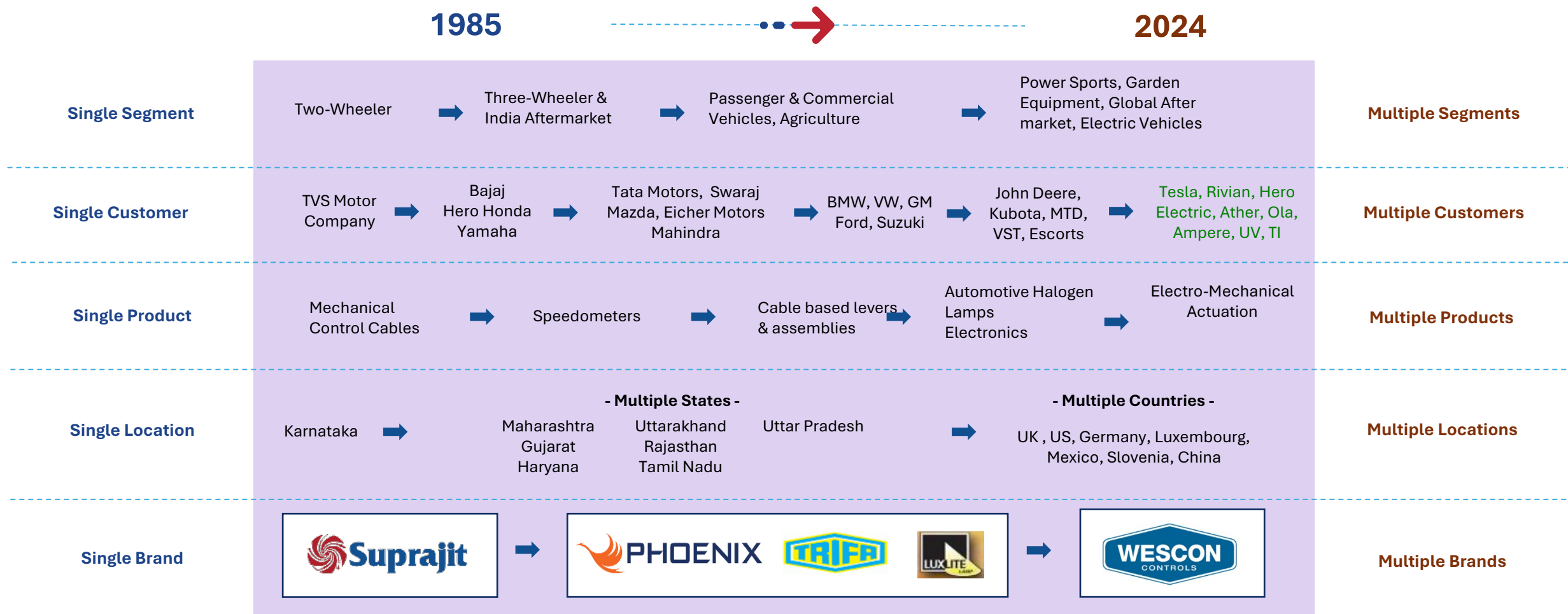
20+
OFH OEMs
and Tier 1s

10+
Lighting Tier
1s

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Strategy – Derisk & Grow Profitably

- Through Strong Organic Growth, Capacity Expansion, Product Innovation, and Strategic Acquisitions



A Global Footprint – Ready for the shift to Global OEM Platforms



Manufacturing Plants	
India	18
US	1+Warehouse
Mexico	2
Hungary	1
UK	1
China	1
Slovenia	Warehouse



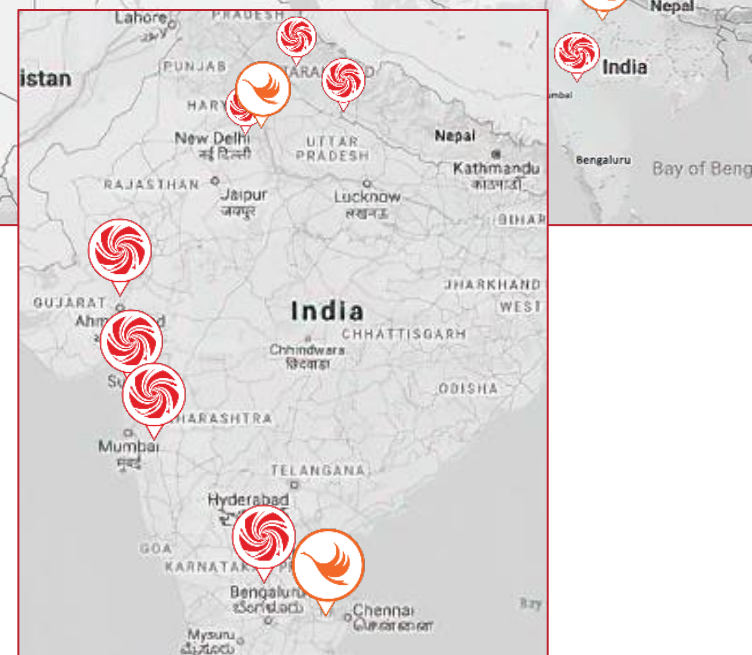
Phoenix Lamps

- Noida 2 Plants, SEZ & DTA
- Chennai – 1 Plant
- Distribution Center Luxembourg



Suprajit – India:

- Headquarters, Global Manufacturing Hub
- 15 Strategically located plants



Global Platform for Actuation

Complex, A-Surface parts, Low Supply Chain Risk, Low Visibility on Volume

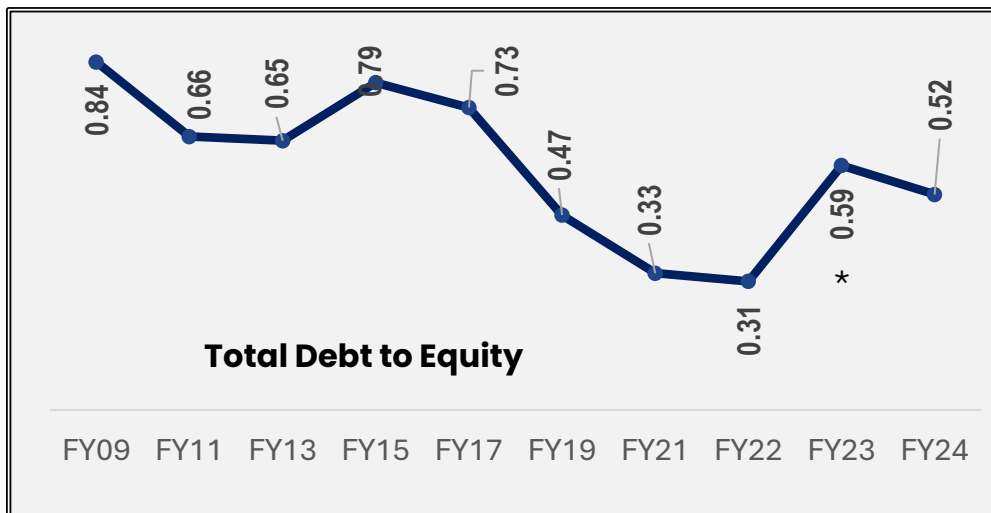
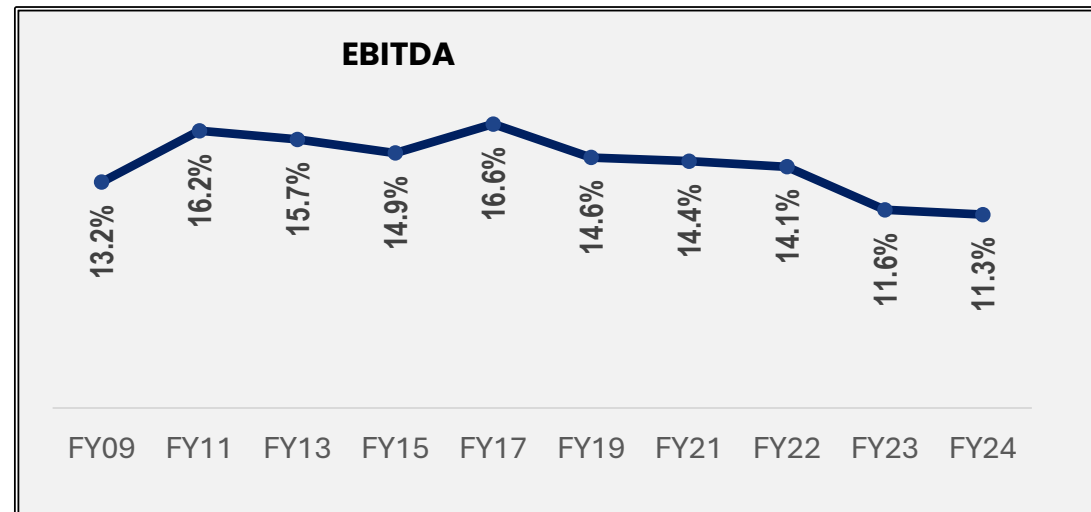
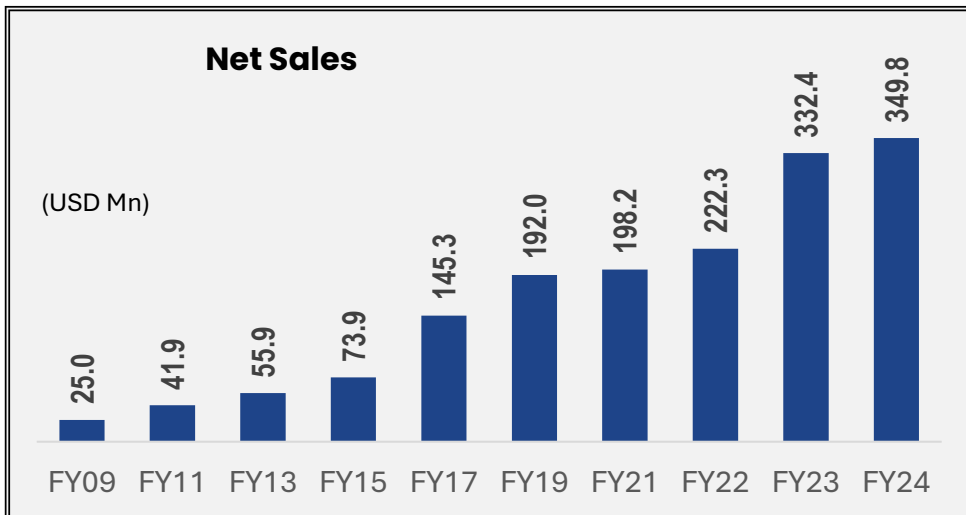


Simpler, High SCM Risk, volume and predictability, lower cost

OEM Production	Customer Production and Available Suprajit Location					
	India / South Asia	Europe	North America	South America	China	APAC/Japan
On Shore	India	Hungary	USA		China	
Near Shore			Mexico x 2			
Far Shore		India	India	India	India	India / China

- ✓ Flexibility to choose manufacturing location based on product/demand/risk-appetite
- ✓ Global vehicle PLATFORM has similar parts but often expect onshore or near shore supply
- ✓ Innovations developed in India at lower cost, brought to global customers at better value
- ✓ Local sales, support, application engineering, makes us an Ideal choice for OEMs and Tier 1s

Group Financials

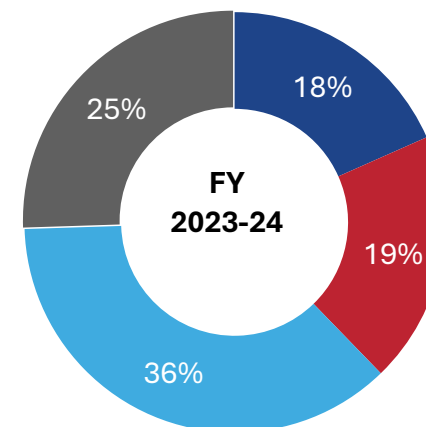
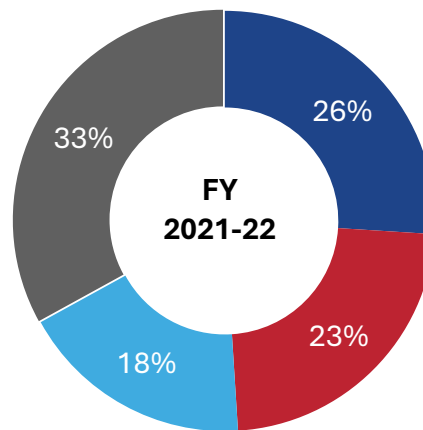
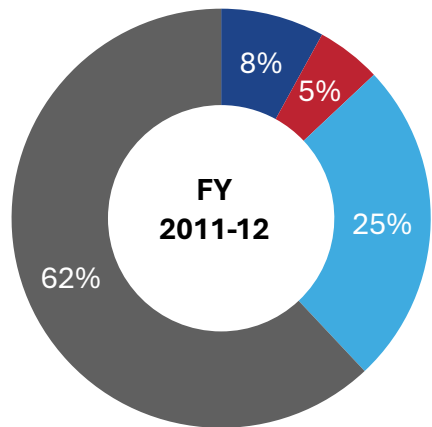
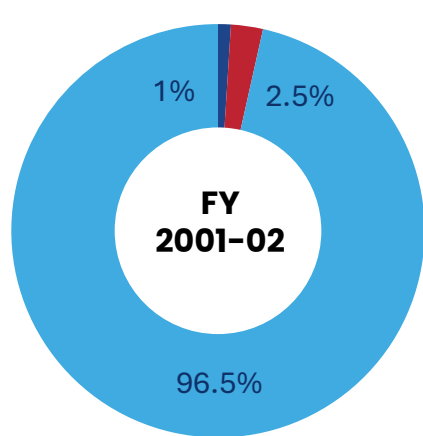


CAGR Growth	10 Years	15 Years	25 Years
Sales	18.17%	19.25%	22.07%
EBITDA	13.43%	17.33%	20.90%

* FY23 increase in debt due to acquisition of LDC

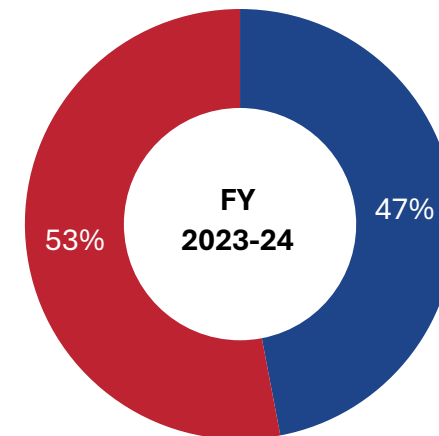
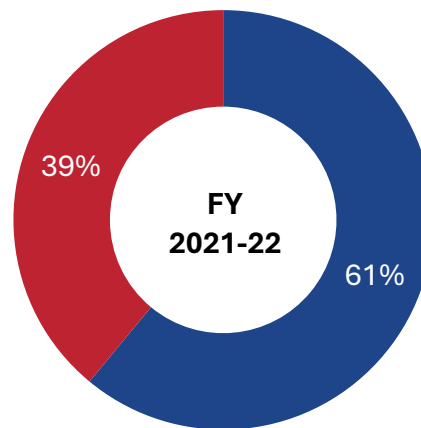
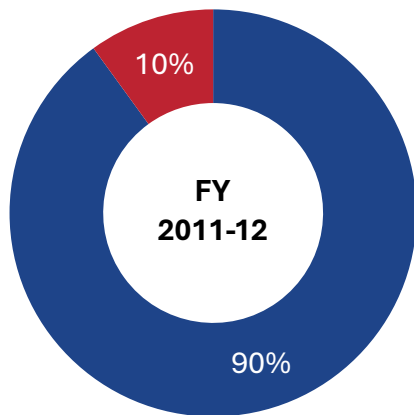
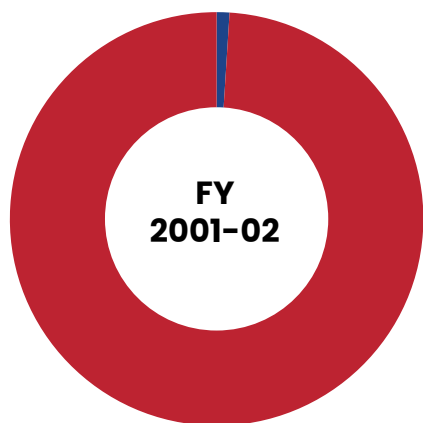
Segmental and Geographic Synergies

Category-wise



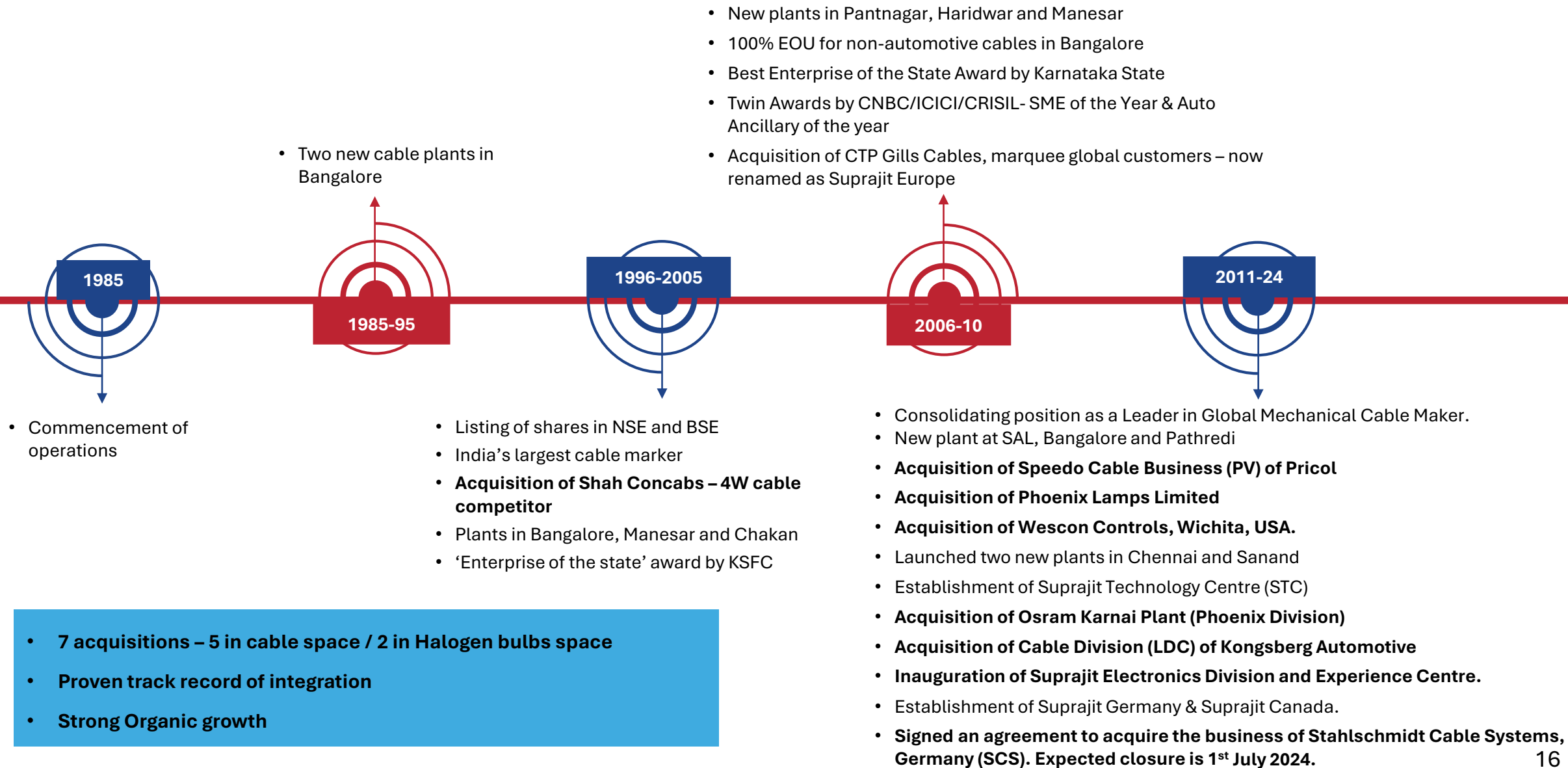
■ Automotive
 ■ 2-wheeler
 ■ Aftermarket
 ■ Non-Automotive

Geography-wise



■ Global + India Export
 ■ India

Key Milestones in Suprajit's Journey



Environment & Social Initiatives



Suprajit Foundation (SF) sponsoring scholarships for students in rural areas for education beyond SSLC



Cancer screening camps at Doddaballapur, Bangalore



SF established an early childhood daycare centre for the construction workers' children



Solar Panel Projects continue with three more plants going live in FY24



Suprajit initiatives to plant more trees for a greener future



Suprajit Mexico team carrying out various local CSR activities for locals and migrants

Suprajit Strength

- Global Top 3 in both control cables and halogen bulbs manufacturing.
- Close to OEMs globally with flexible cost supply chain based on OEM needs – ideal for OEM Global Platforms.
- Excellent customer rapport with strong localized supply chain.
- Proprietary class `B' items, giving a strategic relationship advantage.
- Ability to setup modular capacities at low capex for dynamic growth.
- Industry beating operational and financial costs.
- Strong management / Next-Gen team in place, motivated and focused.
- “Value for Money Supplier” with best QCDD rating.
- World-class manufacturing with operations IATF 16949 certified.
- Preferred Supplier to both Domestic and Overseas Customers (OEMs and Aftermarket).
- Exports to 50+ countries.
- Strong presence in global aftermarket and non-automotive cable segment in US/North American.
- Suprajit Technology Centre brings new technology to Agri, Powersports, PV, and EV 2-Wheeler Customers.

Awards and Recognitions

Recent Recognitions



Customer Awards and Recognitions

- BMW India – Best Delivery Performance.
- Maruti Suzuki – Green Supplier Status Award.
- TVS Motors – Best Supplier of the Year Award.
- Volkswagen – ‘A’ Grade Supplier Quality Performance Award.
- Mahindra MSES and SBCB Award.
- Honda Motorcycles & Scooters – Quality & Delivery Achievement.
- General Motors - Supplier Quality Excellence Award (3 years running)
- John Deere – Accelerated Global Sourcing Award.
- Brose Key Supplier Award.
- Bajaj Auto Limited – TPM Excellence Award.
- Tata Motors – Green Card for ‘0’ PPM.
- Hero MotoCorp Limited – Direct Online Supply (DOL) Award.
- Bajaj Auto Limited - Quality Consistency Gold Award.
- Yamaha - Cost Reduction & VA/VE & ‘A Grade’ Excellence Award.
- TVS, Bajaj and Mahindra – various Awards.
- Kubota Certificate of Excellence.
- Honda Cars Quality and Delivery Performance.
- Yamaha Supplier Award, China.

Other Awards

- KSFC: Entrepreneur of the year for the promoter, 1995.
- CNBC/ICICI/CRISIL: SME & Auto Ancillary of the Year, 2006.
- NASSCOM: Best IT user Award in Automotive Sector, 2007.
- KSFC: Outstanding Enterprise of the State, 2010.
- BMA – Entrepreneur of the Year, 2017.



Suprajit Update

Acquisition of SCS

Acquisition of SCS

Announced the acquisition of the business of Stahlschmidt Cable Systems (SCS) that includes:

- Asset/Equity purchases in Germany, Canada, China, Poland and Morocco
- Poland already relocated to Morocco and will be shut down – except key support team to Morocco

Acquisition will bring 50M Euro Revenue split into two stages

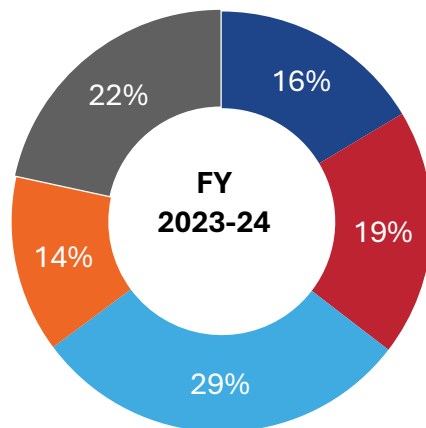
- First Stage (Germany, Poland and Morocco) is expected to close on July 1st, 2024 (70% of turnover)
- Second Stage (Canada, China) to follow few months later (30% of turnover)

More details are available in our press release dated 9th June 2024

Suprajit | A Global Leader

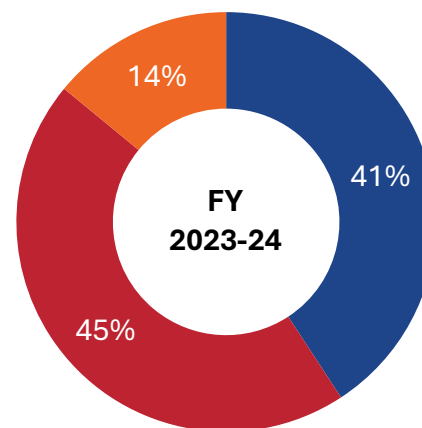
Segment Split

- Automotive
- 2-wheeler
- Aftermarket
- Non-Automotive
- **SCS (Mostly Automotive)**



Geography Split

- Global + India Export
- India
- **SCS (Global + China Export)**



- > **Suprajit emerges with significant supply to global Automotive segment**
- > **Suprajit now has majority of revenue from businesses outside India – truly global supplier**

Ideal Global Footprint for our Global Customers

Complex, A-Surface parts, Low Supply Chain Risk, Low Visibility on Volume



Simpler, High SCM Risk, volume and predictability, lower cost

		Customer Production and Available Suprajit Location			
		Europe OEMs		North America OEMs	
Sales & Engineering		UK	Germany	Detroit, USA	
Distribution		UK	Slovenia	Brownsville, USA	Ontario, Canada
On Shore		Hungary		Wichita, USA	
Near Shore		Morocco		Mexico x 2	
Far Shore		India	China	India	China

■ SCS as part of Suprajit SCD

SCS brings:

- ✓ Strong German core cable Engineering and Sales teams
- ✓ China exports (currently Suprajit only supplies locally in China)
- ✓ Volume purchasing from Europe to support Hungary – and future support from Morocco localisation
- ✓ Key Morocco location for near shore cable production

Suprajit brings

- ✓ Global team focused on cables
- ✓ Technologies “beyond cables” – actuators, sensors, etc
- ✓ Suppliers and scale of Purchasing from India and China
- ✓ Customer base for future growth

Together We Bring to our Customers:

- ✓ Flexibility to choose manufacturing based on their own product/demand/geography/risk-appetite
- ✓ Innovations developed at lower cost, brought to global customers at better value
- ✓ Local sales, support, application engineering, makes us an Ideal choice for OEMs and Tier 1s

SCS adds to our Global Customer Base

★ Major Shared Customers

★ New Customers Majorly from SCS



DAIMLER TRUCK



FORVIA

ANTOLIN

Other Industrial Customers



Thank You