



STEEL STRIPS WHEELS LIMITED

Delivering Value; Seeking Excellence

Investor Presentation

October 2023



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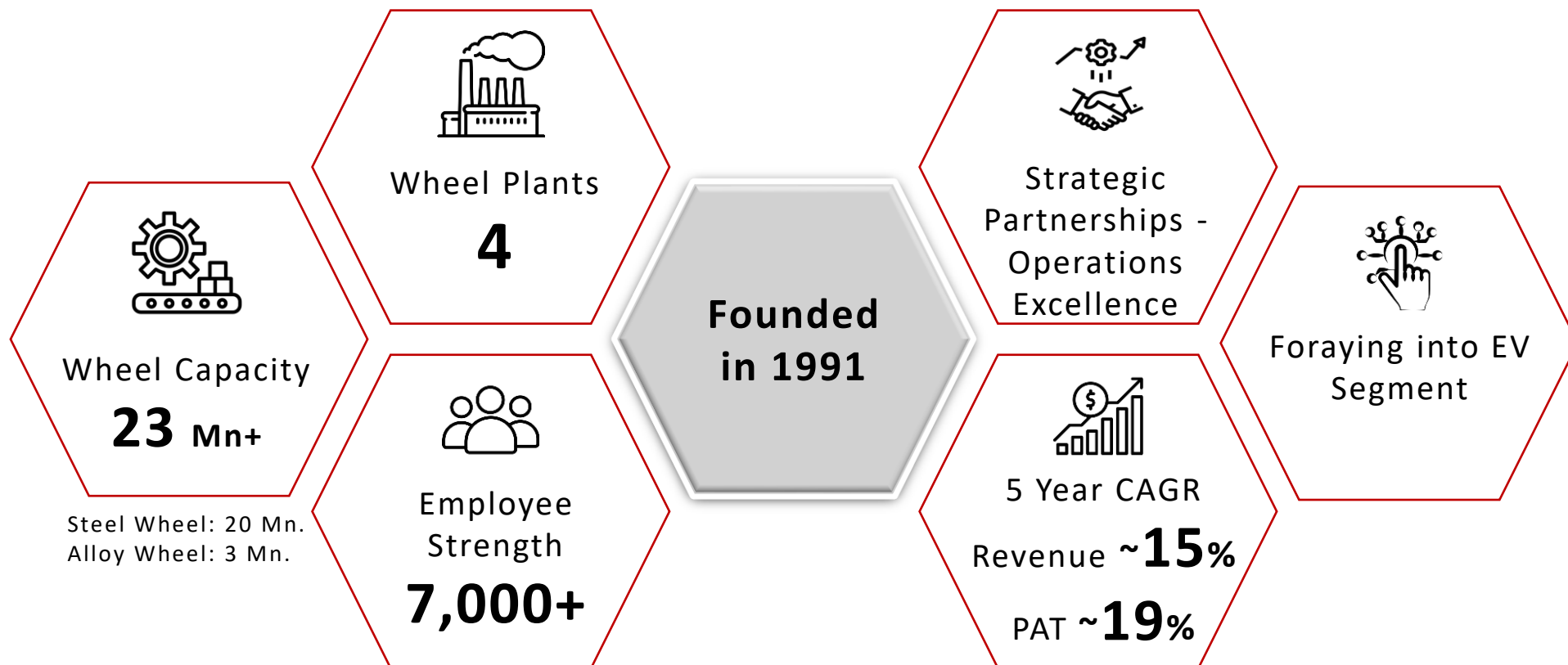
Company Overview



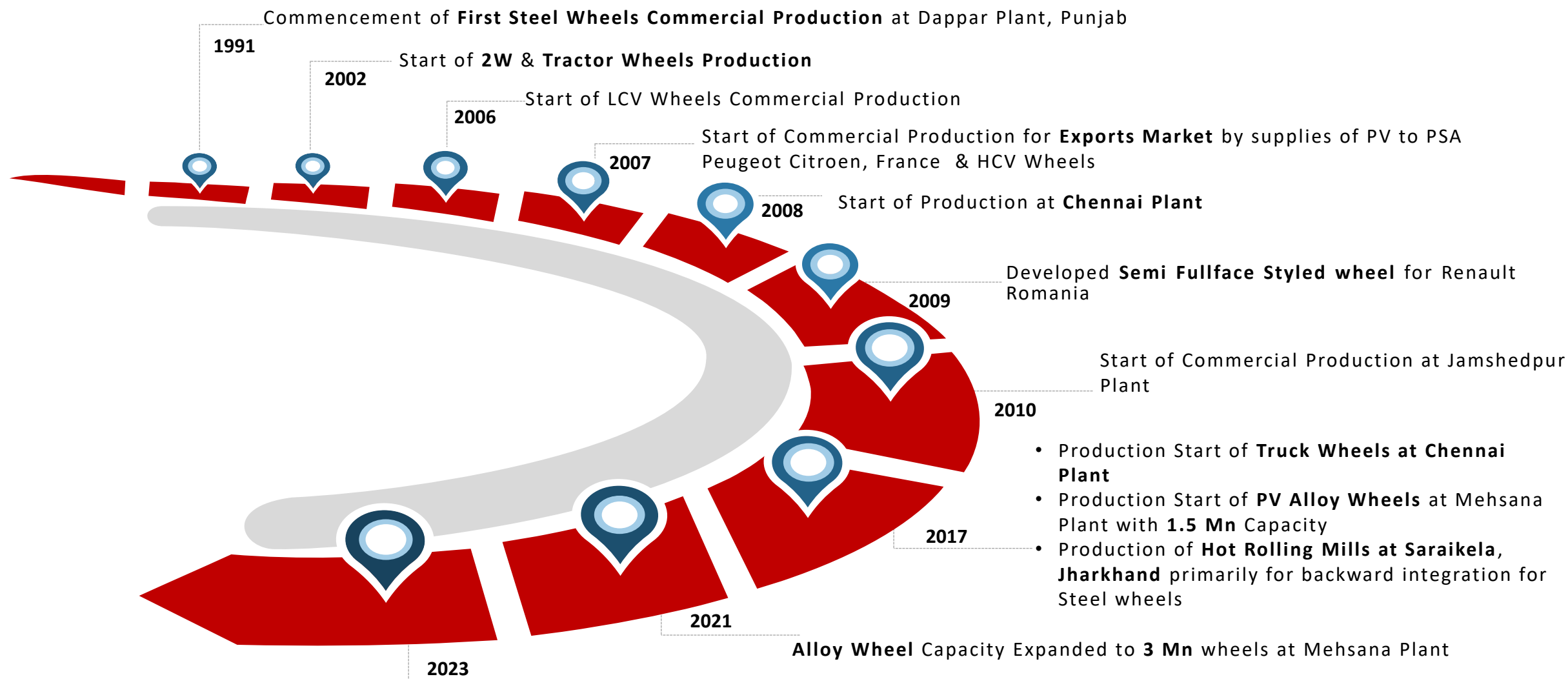
Company Overview

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



Logged Highest ever Turnover in **FY23** of INR **4,041** Cr with ~**176** Lakh wheels units Sold



Strategic Partnerships

TATA Steel Limited, India

**6.94% 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

**5.43% 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



Our Products

Steel Wheels – Rs. 1,567 crores (~72%) (H1 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. 612 crores (~28%) (H1 FY24 Revenues)



Aesthetics

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

Strength

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

Free from Corrosion

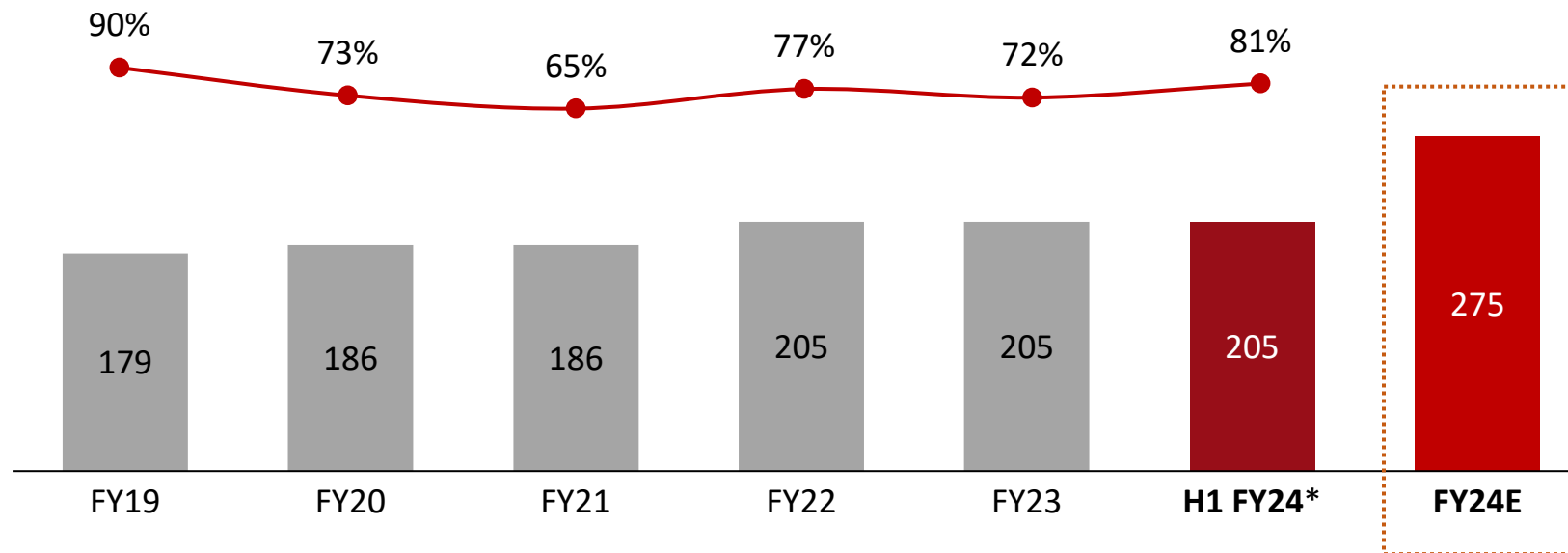
Alloy wheels are known for their ability to resist corrosion

Heat dissipation

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

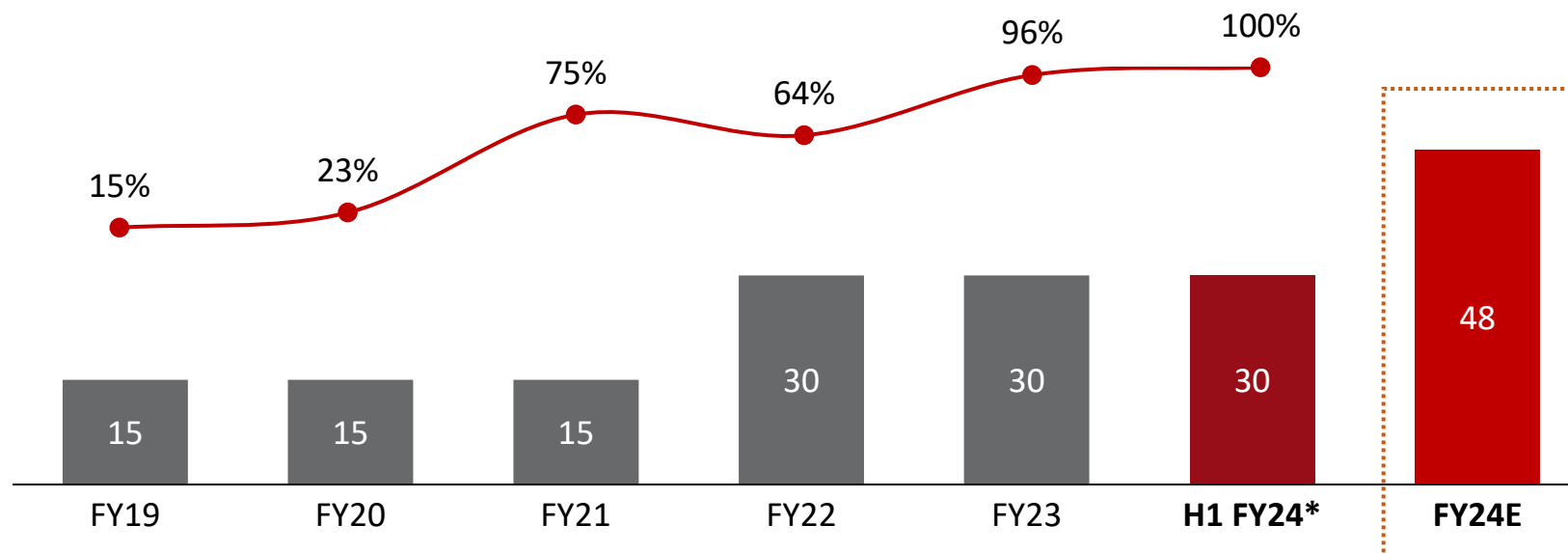
Product Capacities & Utilization

STEEL WHEELS



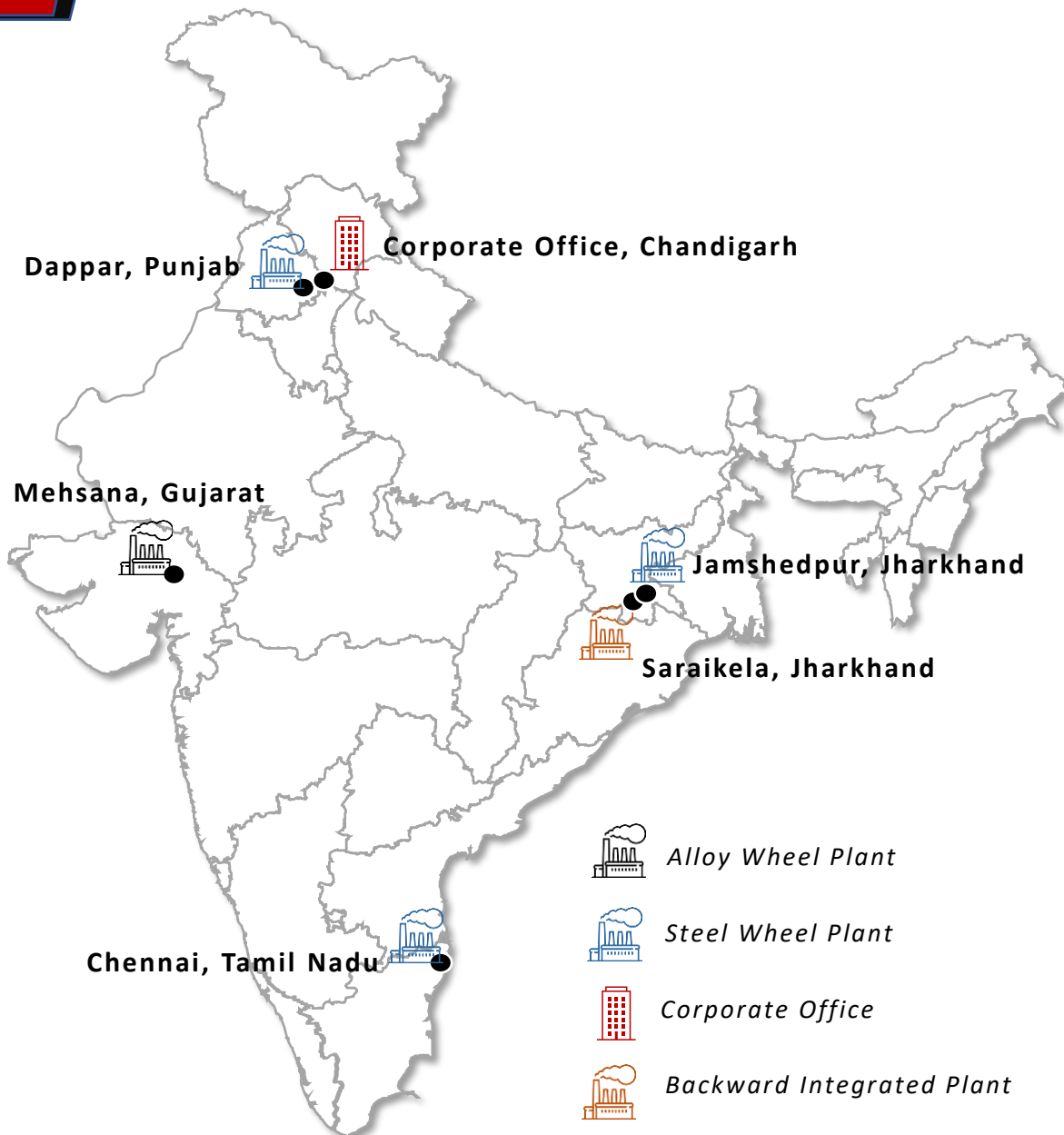
- By FY24 end, **70 Lakhs** Steel Wheel capacity to be added in phased manner, post acquisition of AMW Auto Components Limited
- **NCLT Order received on 12th October 2023**
- Resolution plan to be implemented within 90 days of order date

ALLOY WHEELS



- Alloy Wheels Capacity to be expanded by 60% i.e. **18 lakh** Wheels at Mehsana Plant, Gujarat

State-of-the-Art Facilities



Dappar, Punjab

Wheel
Capacity (Mn)

10.8

Catering to

PV, MUV,
Tractor & OTR



Chennai, Tamil Nadu

**6+1.5
7.5**

PV & CV



Jamshedpur, Jharkhand

2.2

HCV / LCV



Mehsana, Gujarat

3.0

PV



Saraikela, Jharkhand

Backward Integrated
Plant for Steel Wheels



Clientele



Steel Wheels

Domestic Market Share

45%



Passenger Vehicle

Key Customers	Key Platforms	Share of Business
Maruti Suzuki	Ciaz, Baleno, Scross, Brezza, Celerio	42%
Hyundai	Venue, Xcent, Grandi10, Verna	45%
Mahindra	KUV, TUV, XUV	50%
Honda	Mobilio, WRV, Jazz Amaze, City	50%
MG Motors	Hector	100%
Kia	Seltos, Carnival, Sonet	55%

53%



MHCV

Key Customers	Key Platforms	Share of Business
Ashok Leyland	Ecomet, Ross, Viking, Cheetah	55%
TATA Motors	Ultra LPK1512, LPK1518, 2518, 3718, 3118, 4218	42%

44% / 70%

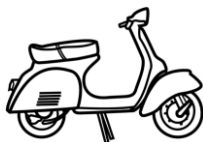


Tractor

OTR

Key Customers	Key Platforms	Share of Business
Mahindra	Jivo, Arjun, Yuvraj, Dhruv	57%
Sonalika	D1745, D16TRX, RX47	45%
Eicher	551, 548, 485	35%
JCB	3DX, 4DX, Export Model	60%
New Holland	5500, 7500	40%

30%

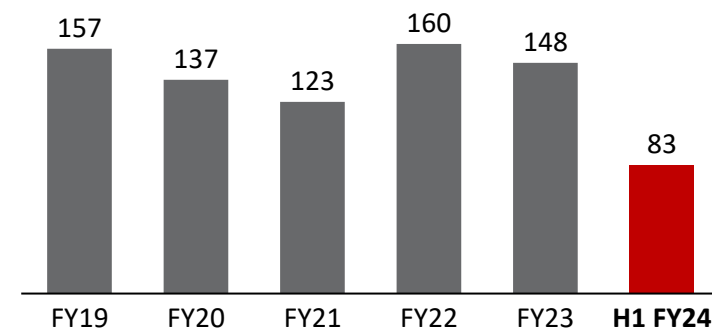


2-3 Wheeler

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%

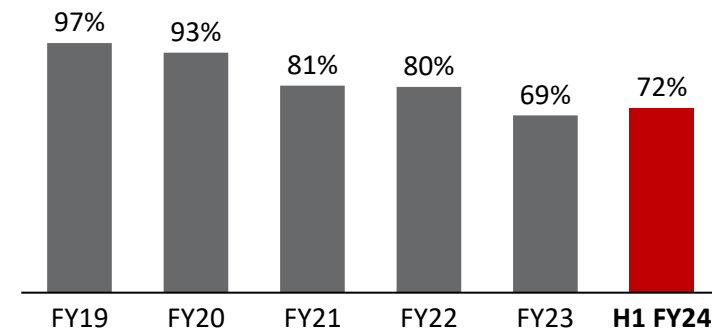
Steel Wheel Sales Volume (in Lakh Units)

Incl. Exports



Steel Wheel Sales Value Contribution

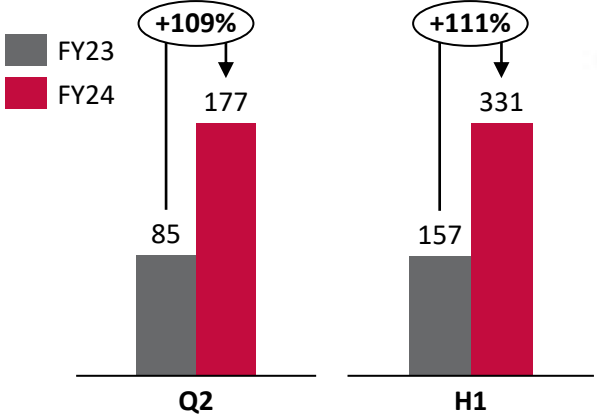
Incl. Exports



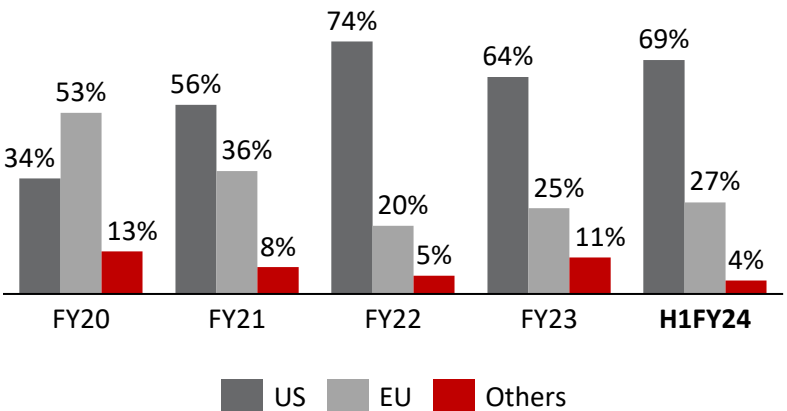


Export Profile

Quarterly Exports Revenue (Rs. Crs.)



Region Wise Export Revenue Contribution %





Growth Drivers

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



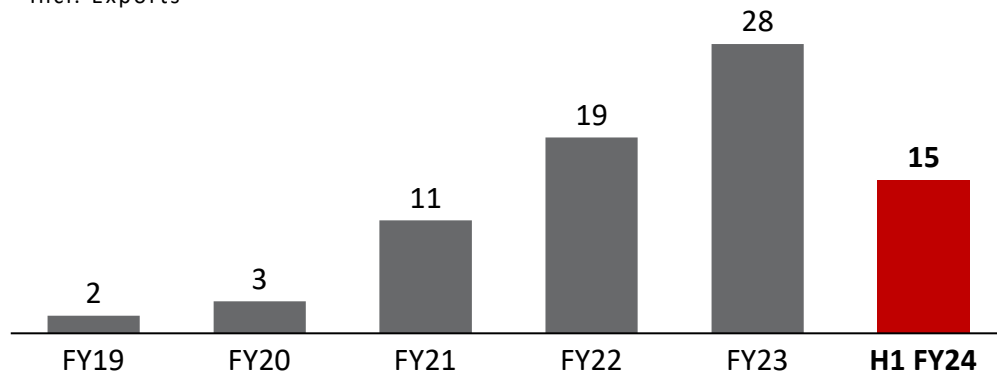
Improving Returns

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

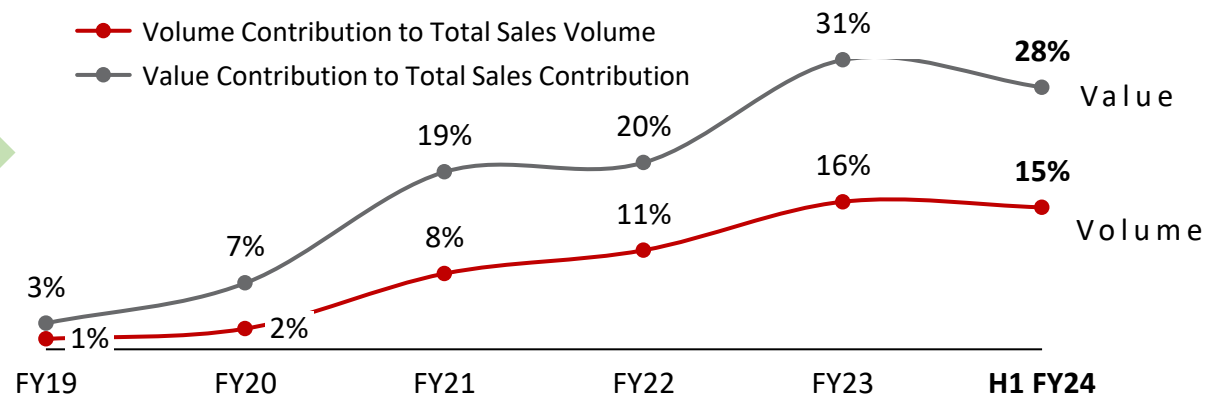
Shift of Sales Mix to High Margin Alloy Wheels Segment

Increased Volumes from Alloy Wheel Sales (in Lakh Units)

Incl. Exports



Leading to Increased Contribution to Sales



KEY CUSTOMERS



100% Share - Creta, Alcazar, Verna, Aura

50% Share - Venue



100% Share - Carnival

50% Share - Sonnet



RENAULT 100% Share - Kiger



100% Share - Punch

85% Share - Tigor

50% Share - Altorz

40% Share - Harrier, Nexon



100% Share - Magnite



100% Share - XUV 300/700, Bolero Neo, Scorpio Refresh



100% Share - Slavia

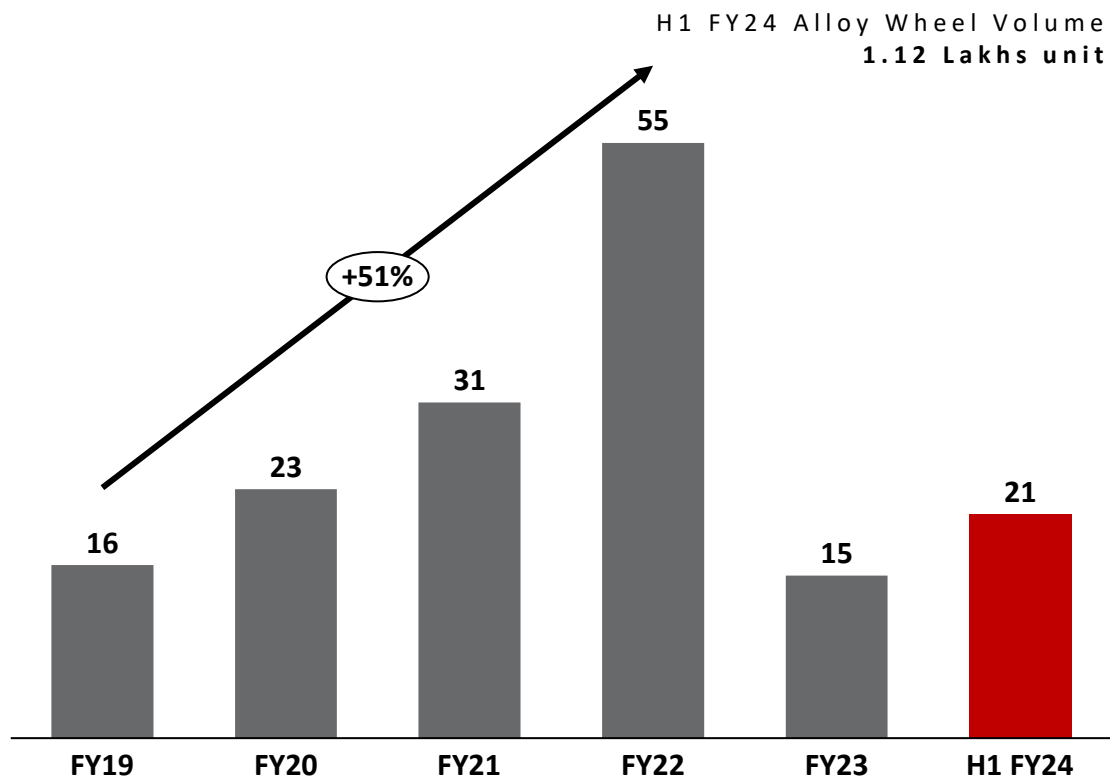


43% Share - Astor

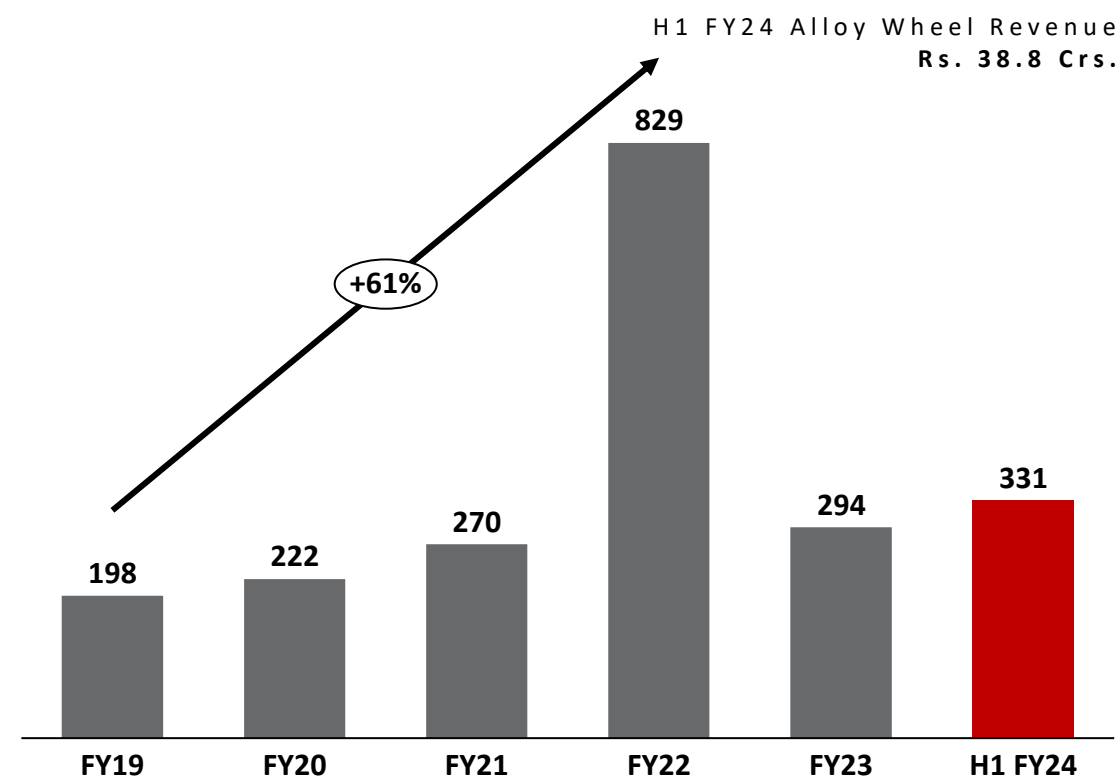


Shift of Sales Mix to High Margin Exports Segment

Increased Volumes from Exports
(in Lakh Units)



Increased Revenues from Exports
(Rs. Crs.)

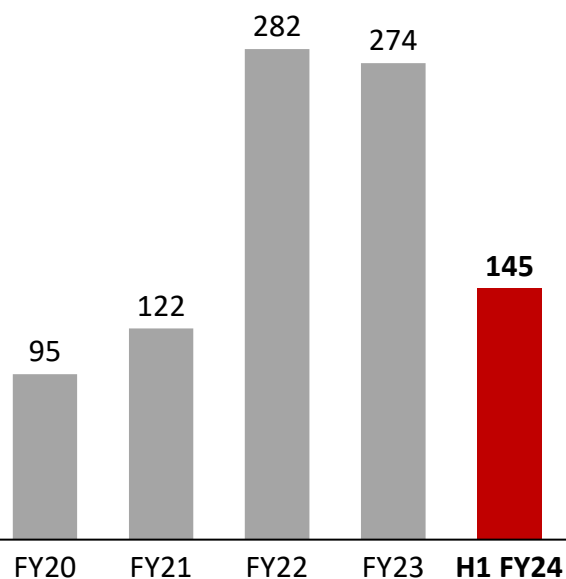


H1 FY24 Exports Volume and Revenue surpasses full year FY23 Volumes and Revenue

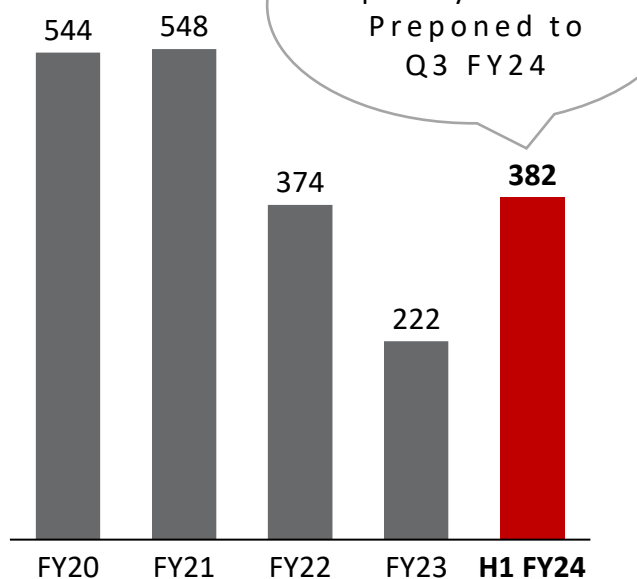


Strengthening Balance Sheet

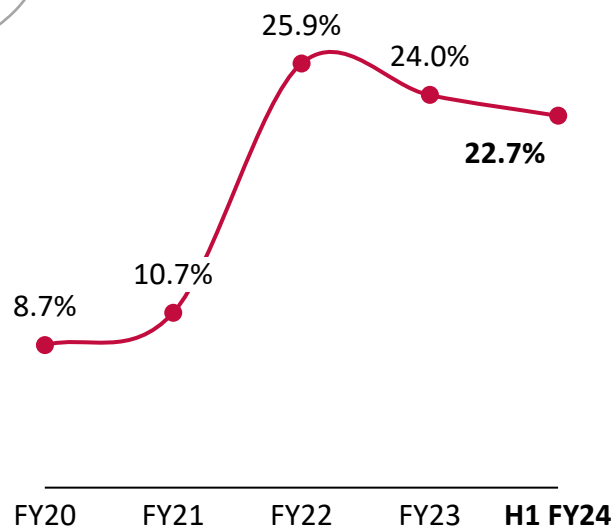
Cash Accruals (Rs. in Crs.)



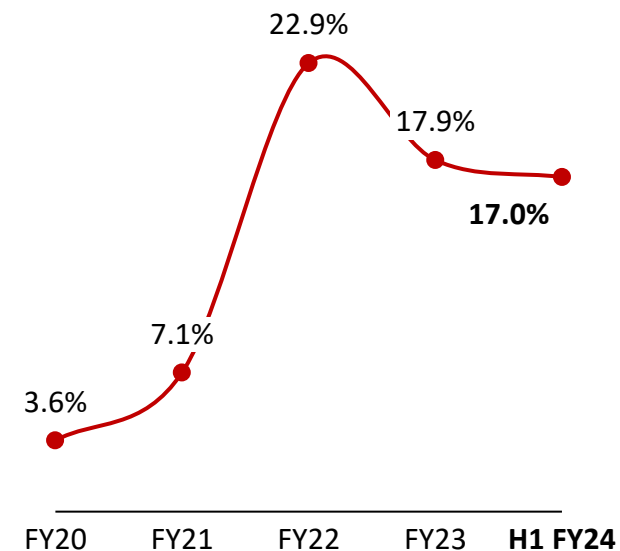
Long Term Debt (Rs. in Crs.)



RoCE



RoE



Increasing Cash Accruals to utilize in repayment of Long-term Debt, hence improving Returns on Capital Employed and Returns on Equity

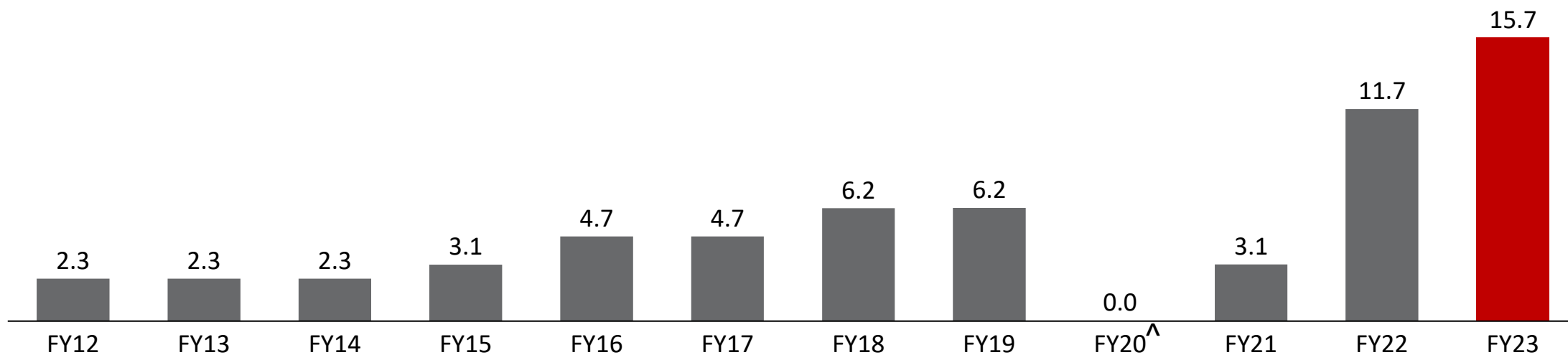


Dividend Payout History

Dividend
Declared %

{ 15% } { 15% } { 15% } { 20% } { 30% } { 30% } { 40% } { 40% } { 0% } { 20% } { 75% } { 100% }

Dividend
Paid (Rs in Cr)



Consistent Dividend paid by the Company



Q2 & H1 FY24 Financials

Financial Performance Snapshot

Revenues (Rs. Crs.)

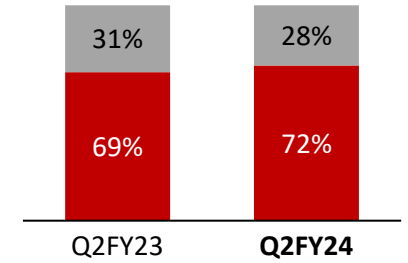
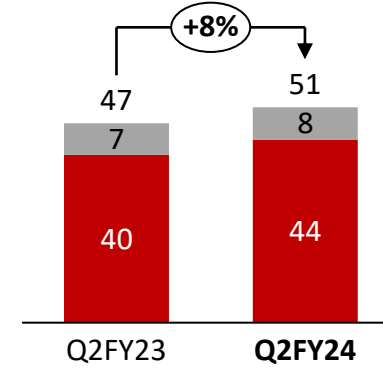
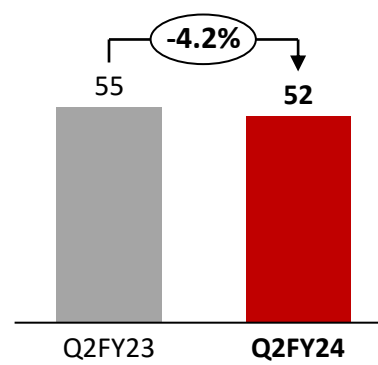
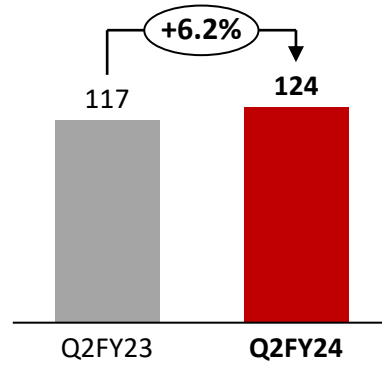
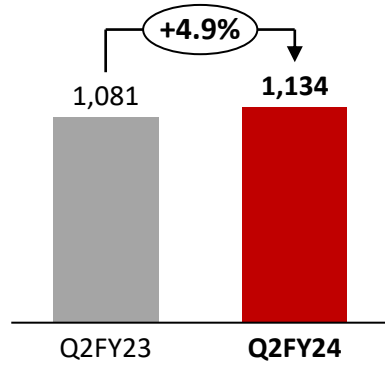
EBITDA (Rs. Crs.) EBITDA Margins %

PAT (Rs. Crs.) PAT Margins %

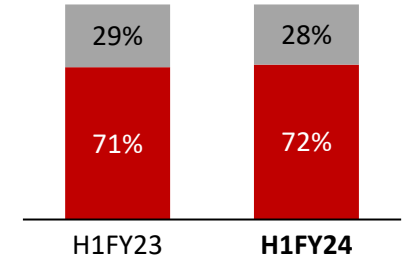
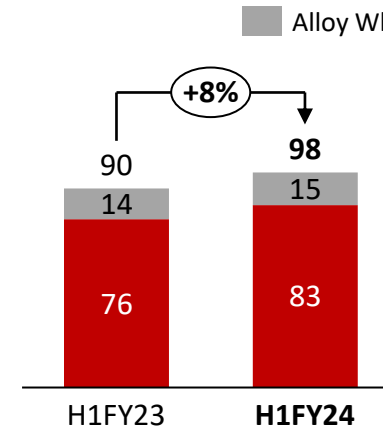
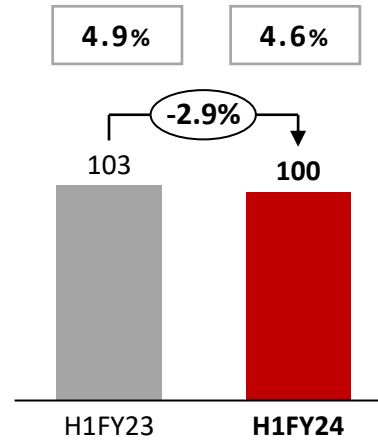
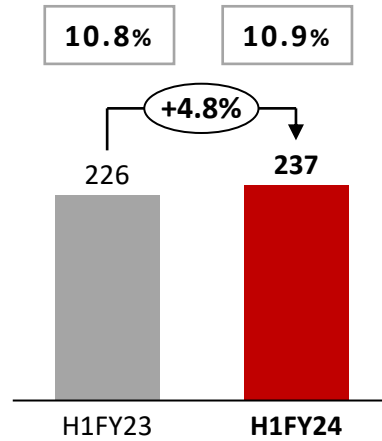
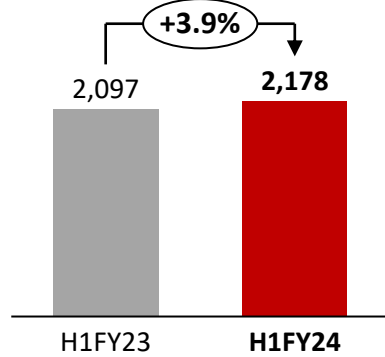
Volumes (in Lakh units)

Revenue Mix

Q2 FY24



H1 FY24



Consolidated Profit & Loss

Particulars (Rs. in Crs)	Q2 FY24	Q2 FY23	Y-o-Y	Q1 FY24	Q-o-Q	H1 FY24	H1 FY23	Y-o-Y
Revenue from Operations	1,133.7	1,081.1	4.9%	1,044.4	8.6%	2,178.1	2,097.2	3.9%
Cost of Materials Consumed	748.2	718.9		688.4		1,436.5	1,415.9	
Changes in Inventory	-0.9	16.5		-13.5		-14.5	-1.0	
Gross Profit	386.5	345.7	11.8%	369.6	4.6%	756.1	682.3	10.8%
Gross Profit Margin	34.1%	32.0%	210 bps	35.4%	(130) Bps	34.7%	32.5%	220 bps
Employee Cost	89.6	66.1		88.3		177.8	131.3	
Other Expenses	172.5	162.4		168.3		340.8	324.6	
EBITDA	124.4	117.2	6.2%	113.0	10.1%	237.5	226.5	4.8%
EBITDA Margin	11.0%	10.8%	20 bps	10.8%	20 bps	10.9%	10.8%	10 bps
Depreciation	22.5	20.2		22.4		44.9	40.3	
Other Income	3.0	3.6		4.2		7.2	3.7	
EBIT	104.9	100.6	4.3%	94.8	10.7%	199.7	189.9	5.2%
EBIT Margin	9.3%	9.3%	-	9.1%	20 bps	9.2%	9.1%	10 bps
Finance Cost	26.0	20.6		23.6		49.6	38.8	
Share of (Profit) / Loss from Associates	0.1	0.0		0.2		0.3	0.0	
Profit before Tax	78.8	80.0	-1.5%	71.0	10.9%	149.8	151.0	-0.8%
Profit before Tax Margin	6.9%	7.4%	(50) bps	6.8%	10 bps	6.9%	7.2%	(30) bps
Tax	26.5	25.4		23.6		50.1	48.3	
Profit After Tax	52.3	54.6	-4.2%	47.4	10.3%	99.7	102.7	-2.9%
Profit After Tax Margin	4.6%	5.1%	(50) bps	4.5%	10 bps	4.6%	4.9%	(30) bps
EPS (In Rs.)	3.34	3.49		3.03		6.37	6.57	

Due to Preponement of Alloy Wheel Capacity Expansion timeline, fresh borrowing is made for which finance cost has increased on YoY basis by ~26% in Q2 FY24 and by ~28% in H1 FY24, due to which Profitability is impacted

Consolidated Balance Sheet

Assets (Rs. in Crs)	Sep-23	Mar-23
Non - Current Assets	1,749.8	1,603.1
Property Plant & Equipments	1,301.6	1,347.3
CWIP	353.3	163.4
Intangible assets	1.3	1.3
Financial Assets	38.4	36.8
Other Non - Current Assets	55.3	54.4
Current Assets	1,249.5	1,178.3
Inventories	705.8	734.0
Financial Assets		
<i>(i) Trade receivables</i>	464.9	348.8
<i>(ii) Cash and cash equivalents</i>	10.7	18.3
<i>(iii) Bank Balance & Other than above</i>	26.0	25.7
<i>(iv) Loans</i>	6.3	4.8
<i>(v) Other Financial Assets</i>	0.0	0.0
Current Tax Assets (Net)	0.0	3.9
Other Current Assets	35.8	42.9
Total Assets	2,999.3	2,781.4

Equity & Liabilities (Rs. in Crs)	Sep-23	Mar-23
Total Equity	1,223.1	1,134.7
Share Capital	15.7	15.7
Other Equity	1,207.4	1,119.1
Share application money pending allotment	0.0	0.0
Non-Current Liabilities	533.8	431.4
Financial Liabilities		
<i>(i) Borrowings</i>	282.5	161.1
<i>(ii) Other Financial Liabilities</i>	50.5	68.3
Provisions	31.7	30.5
Deferred Tax Liabilities (Net)	169.2	171.6
Current Liabilities	1,242.5	1,215.2
Financial Liabilities		
<i>(i) Borrowings</i>	553.9	477.2
<i>(ii) Trade Payables</i>	644.6	694.8
<i>(iii) Other Financial Liabilities</i>	0.0	0.0
Current tax liabilities (net)	5.6	0.0
Provisions	6.2	5.1
Other current liabilities	32.2	38.1
Total Equity & Liabilities	2,999.3	2,781.4



Consolidated Cash Flow Statement

Particulars (Rs. in Crs)	Sep-23	Sep-22
Net Profit Before Tax	149.5	151.2
Adjustments for: Non -Cash Items / Other Investment or Financial Items	96.6	75.7
Operating profit before working capital changes	246.2	227.0
Changes in working capital	-173.0	-222.7
Cash generated from Operations	73.2	4.3
Direct taxes paid (net of refund)	27.0	20.0
Net Cash from Operating Activities	46.2	-15.7
Net Cash from Investing Activities	-186.4	-33.8
Net Cash from Financing Activities	132.9	54.4
Net Increase/(Decrease) in Cash and Cash equivalents	-7.3	4.9
Add: Cash & Cash equivalents at the beginning of the period	44.0	57.9
Cash & Cash equivalents at the end of the period	36.7	62.8

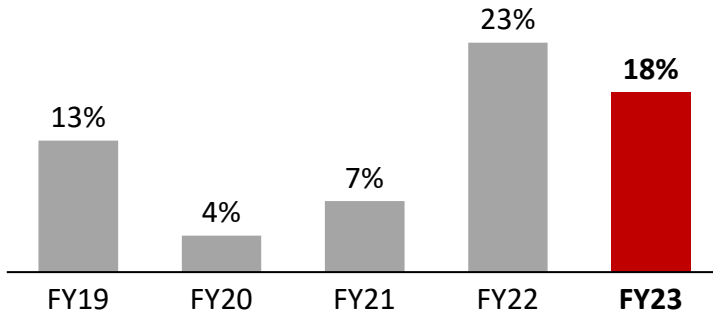


Historical Financials

Performance Ratios

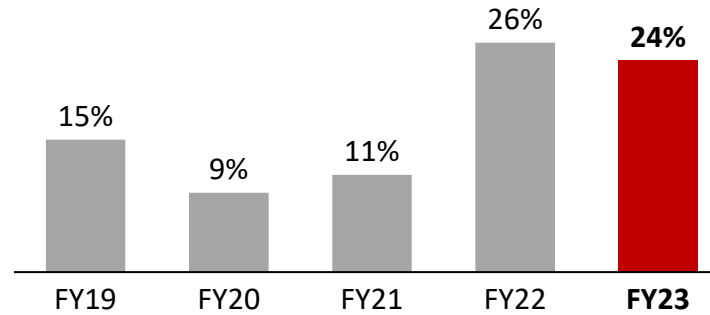
Return on Equity (RoE)

Increased from 13% in FY19 to 18% in FY23



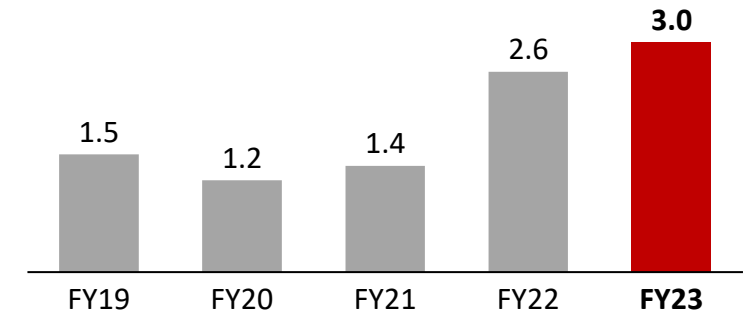
Return on Capital Employed (RoCE)

Increased from 15% in FY19 to 24% in FY23



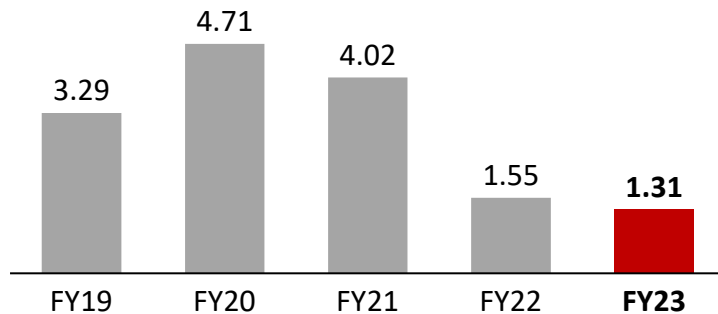
Asset Turnover Ratio

Improved from 1.5 in FY19 to 3.0 in FY23



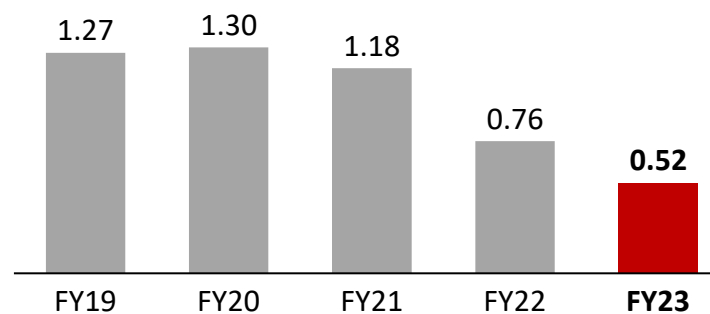
Debt / EBITDA

Improved from 3.29 in FY19 to 1.31 in FY23



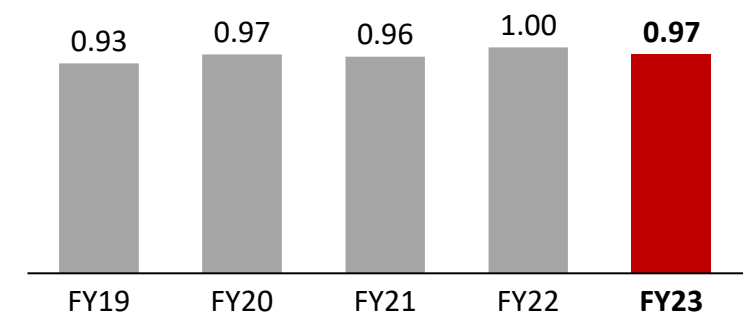
Debt / Equity

Improved from 1.27 in FY19 to 0.52 in FY23



Current Ratio

Improved from 0.93 in FY19 to 0.97 in FY23





Strengthening Balance Sheet

Cash Conversion Cycle

Inventory Debtors Creditors

In Days

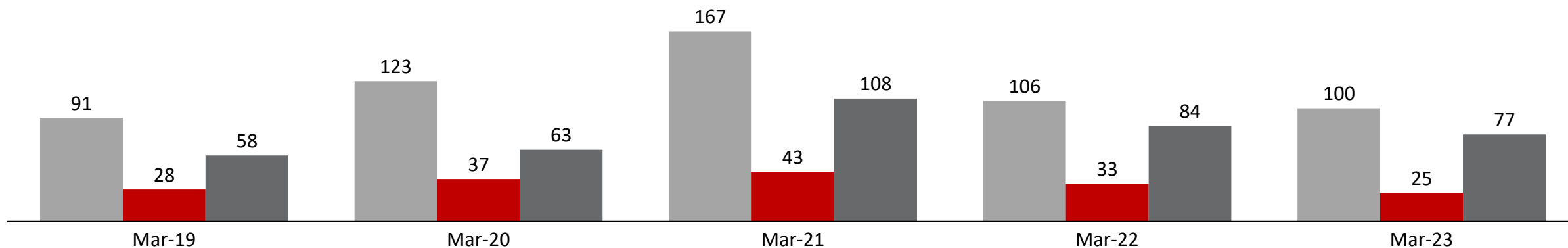
61

98

103

56

48



RoCE*

24%

RoE*

18%

Cash & Cash
Equivalents*

Rs. 44.0 Crs.

Historical Profit and Loss

Profit and Loss (Rs in Crs)	FY23	FY22	FY21	FY20	FY19
Revenue from Operations	4,040.5	3,560.0	1,749.4	1,563.3	2,041.2
Cost of Materials Consumed	2,688.3	2,221.6	1,082.4	973.3	1,353.7
Changes in Inventory	-24.7	-34.5	16.7	-7.1	-49.8
Gross Profit	1,376.9	1,372.8	650.3	597.1	737.3
Gross Profit Margin	34.1%	38.6%	37.2%	38.2%	36.1%
Employee Cost	283.7	218.7	152.9	156.1	188.3
Other Expenses	650.4	701.4	293.6	269.7	303.2
EBITDA	442.8	452.8	203.8	171.2	245.9
EBITDA Margin	11.0%	12.7%	11.6%	11.0%	12.0%
Depreciation	80.4	76.9	72.3	71.9	61.9
Other Income	12.4	13.0	16.3	22.1	17.5
EBIT	374.8	388.9	147.8	121.4	201.4
EBIT Margin	9.3%	10.9%	8.5%	7.8%	9.9%
Finance Cost	83.5	85.4	83.9	88.7	92.5
Profit before Tax	291.2	303.5	63.8	32.7	108.9
Profit before Tax Margin	7.2%	8.5%	3.6%	2.1%	5.3%
Tax	97.3	97.8	14.6	11.4	25.4
Prior Period Adjustment	0.1	0.3	0.0	-2.2	1.1
Profit After Tax	193.8	205.5	49.3	23.4	82.4
Profit After Tax Margin	4.8%	5.8%	2.8%	1.5%	4.0%
EPS	12.39	13.16	3.16	1.50	5.29

Balance Sheet

Assets (Rs. in Crs)	FY23	FY22	FY21	FY20	FY19
Non - Current Assets	1,603.1	1,497.0	1,425.9	1,412.8	1,400.7
Property Plant & Equipments	1,347.3	1,358.3	1,257.4	1,304.7	1,327.5
CWIP	163.4	96.9	109.3	85.5	52.8
Intangible assets	1.3	1.3	1.8	1.8	1.7
Financial Assets	36.8	30.3	20.7	19.5	17.4
Other Non - Current Assets	54.4	10.1	36.7	1.3	1.4
Current Assets	1,178.3	1,204.6	950.8	766.3	752.7
Inventories	734.0	647.0	496.5	329.3	338.1
Financial Assets					
<i>(i) Trade receivables</i>	348.8	392.3	257.1	209.8	194.0
<i>(ii) Cash and cash equivalents</i>	18.3	23.2	27.9	31.6	36.2
<i>(iii) Bank Balance & Other than above</i>	25.7	34.7	25.3	60.2	84.8
<i>(iv) Loans</i>	4.8	4.1	2.8	3.0	2.8
<i>(v) Other Financial Assets</i>	0.0	0.0	0.5	1.5	1.8
Current Tax Assets (Net)	3.9	0.0	2.3	2.5	0.0
Other Current Assets	42.9	103.2	138.4	128.4	95.0
Total Assets	2,781.4	2,701.6	2,376.7	2,179.1	2,153.4

Equity & Liabilities (Rs. in Crs)	FY23	FY22	FY21	FY20	FY19
Total Equity	1,134.7	951.8	749.3	698.0	659.9
Share Capital	15.7	15.6	15.6	15.6	15.6
Other Equity	1,119.1	936.2	733.7	682.4	644.3
Share application money pending allotment	0.0	0.0	0.0	0.0	21.8
Non-Current Liabilities	431.4	548.4	635.1	690.8	659.4
Financial Liabilities					
<i>(i) Borrowings</i>	161.1	279.3	379.8	441.8	458.1
<i>(ii) Other Financial Liabilities</i>	68.3	75.1	80.1	81.8	62.3
Provisions	30.5	23.5	11.5	13.7	13.3
Deferred Tax Liabilities (Net)	171.6	170.6	163.7	153.5	125.7
Current Liabilities	1,215.2	1,201.3	992.3	790.4	812.3
Financial Liabilities					
<i>(i) Borrowings</i>	477.2	498.6	557.5	456.6	392.9
<i>(ii) Trade Payables</i>	694.8	659.1	412.2	213.6	257.3
<i>(iii) Other Financial Liabilities</i>	0.0	0.0	0.0	102.7	136.6
Current tax liabilities (net)	0.0	1.8	0.0	0.0	1.4
Provisions	5.1	4.6	6.6	2.7	2.3
Other current liabilities	38.1	37.2	16.0	14.8	21.8
Total Equity & Liabilities	2,781.4	2,701.6	2,376.7	2,179.1	2,153.4



Cash Flow - Snapshot

Particulars (Rs. in Crs)	FY23	FY22	FY21	FY20	FY19
Net Profit Before Tax	288.6	300.9	63.9	32.3	108.7
Adjustments for: Non -Cash Items / Other Investment or Financial Items	154.8	150.9	144.5	152.3	148.1
Operating profit before working capital changes	443.4	451.8	208.4	184.7	256.8
Changes in working capital	-47.7	0.5	-24.7	-71.5	-46.5
Cash generated from Operations	395.7	452.3	183.7	113.1	210.3
Direct taxes paid (net of refund)	47.6	46.2	14.6	9.3	26.5
Net Cash from Operating Activities	348.1	406.1	169.1	103.9	183.8
Net Cash from Investing Activities	-127.9	-153.5	-37.1	-69.3	-80.5
Net Cash from Financing Activities	-234.1	-247.9	-170.6	-63.9	-112.9
Net Increase/(Decrease) in Cash and Cash equivalents	-13.9	4.7	-38.5	-29.3	-9.6
Add: Cash & Cash equivalents at the beginning of the period	57.9	53.2	91.7	121.0	130.6
Cash & Cash equivalents at the end of the period	43.9	57.9	53.2	91.7	121.0



CSR & Awards

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 self-dependable 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

**Best Quality Performance
- JCB**



**Best Localization Award for the Year 2022
- Hyundai Motor India Limited**





Steel Strips Wheels Limited

THANK YOU

Company: Steel Strips Wheels Limited

CIN: L2710PB1985PLC006159



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