

#### 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: 30.10.2024

**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

Subject: 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 28.10.2024 w.r.t. Intimation of Analysts/Institutional Investors Meet to be held on 04.11.2024, please find enclosed the presentation of the company to be made to the Analysts/ Investors.

Company i.e. the website the accessible on shall be The same https://sswlindia.com/investors/analysts-investors-meetings/.

Kindly take the same on your records for reference.

Thanking you.

Yours faithfully,

For Steel Strips Wheels Limited

Kahika Sapra

Company Secretary

Encl: a/a

Regd. Office:

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

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# Safe Harbour



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## **Company Overview**



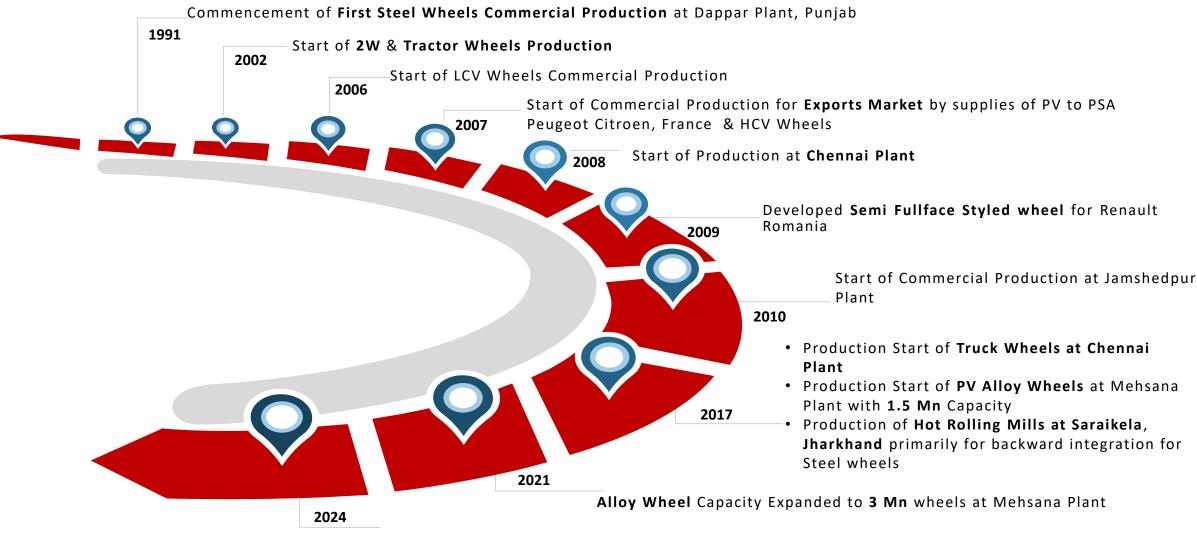
SSWL is a leader in designing & manufacturing Automotive wheels – both Steel & Alloy Wheels category

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



# **Our Journey**





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

# **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. 1,472 crores (~69%) (H1 FY25 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. 648 crores (~31%) (H1 FY25 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

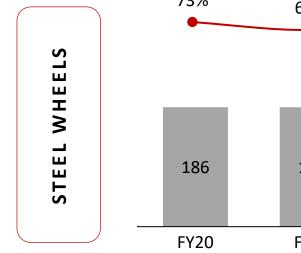
Alloy wheels are known for their ability to resist corrosion

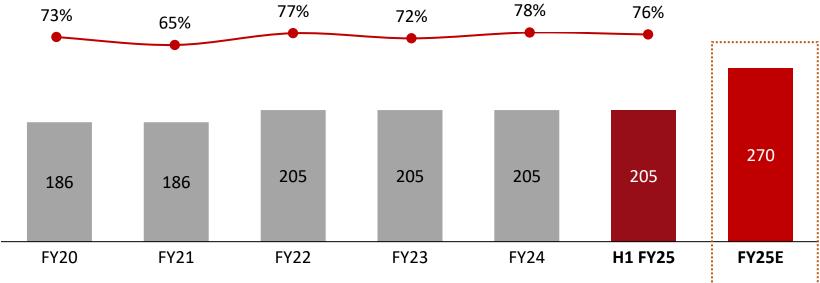
#### Heat dissipation

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

# **Product Capacities & Utilization**

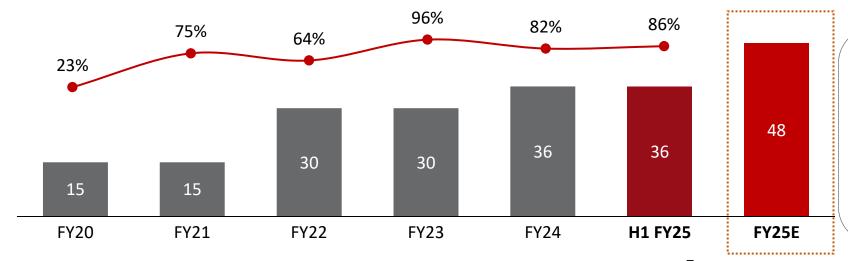






- Phased addition of 70 lakh steel wheel operational capacity
- Resolution plan successfully implemented in January 2024 by payment of ~Rs 138.15 crores (Rs 5 Cr Equity and Rs 133.15 Cr Inter Corporate Loan)

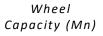




Alloy Wheels Capacity to be expanded by 33% i.e. 12 Lakh Wheels to 48 Lakh Wheels in Phased manner at Mehsana Plant, Gujarat

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





Catering to

Dappar, Punjab

10.8

PV, MUV, **Tractor & OTR** 







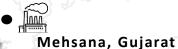
Chennai, Tamil Nadu

6+1.5 7.5

PV & CV







Jamshedpur, 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



















































DAIMLER

















































# **Steel Wheels**



**Domestic Market Share** 



Passenger Vehicle

Key Customers	s Key Platforms	Share of Business
Maruti Suzuki	Ciaz, Baleno, Scross, Brezza, Celerio	35%
Hyundai	Venue, Grandi10, Verna	31%
Mahindra	KUV, TUV, XUV	56%
Honda	Elevate, Amaze, City	97%
MG Motors	Hector, Comet	100%
Kia	Seltos, Carnival, Sonet	68%

**MHCV** 



Key Customers	Key Platforms	Share o	f Business
Ashok Leyland	Ecomet, Ross, Viking, Cheetah		64%
TATA Motors	Ultra LPK1512,LPK1518,2518,3718,3118,4218		60%

Tractor



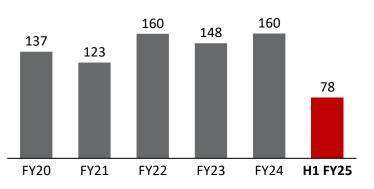
Key Customers	s Key Platforms	Share of Business
Mahindra	Jivo, Arjun, Yuvraj, Dhruv	55%
Sonalika	D1745, D16TRX, RX47	46%
Escorts	FT, PT, Kubolta	58%
JCB	3DX, 4DX, Export Model	60%
New Holland	5500, 7500	29%



<b>Key Customers</b>	Key Platforms	Share of Business
HMSI	Activa, Dio, Activa125, Grazia, Aviator	36%
Suzuki Scooters	Access 125	50%
Mahindra 3W	Alfa, E-Auto	100%

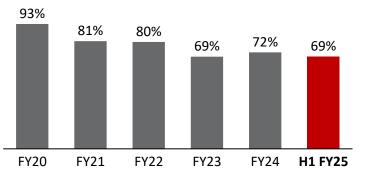
#### Steel Wheel Sales Volume (in Lakh Units)

Incl. Exports



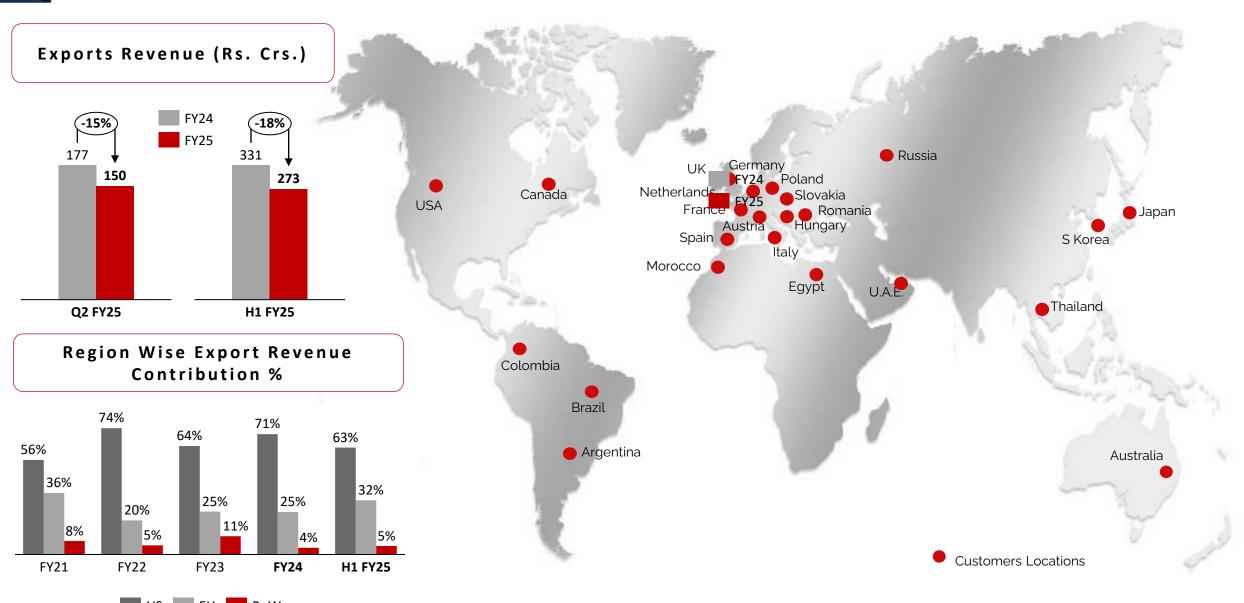
#### Steel Wheel Sales Value Contribution

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

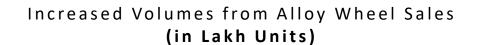


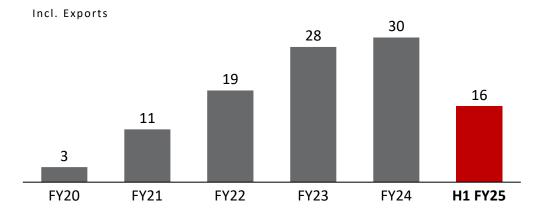
#### **Improving Returns**

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

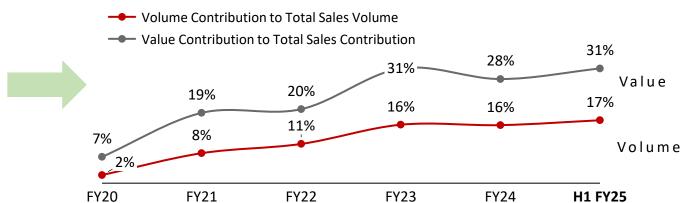
### Shift of Sales Mix to High Margin Alloy Wheels Segment







#### Leading to Increased Contribution to Sales



# Y CUSTOMERS



100% Share - Creta, Alcazar, Grand i10 Nios, Aura, Tucson, Exter

**50%** Share – Venue, Verna





## **TATA MOTORS**

80% Share - Tigor

60% Share - Altroz

50% Share - Nexon

25% Share - Punch



100% Share - Magnite



**100%** Share - XUV 700,3XO, Scorpio Classic, Thar Roxx



100% Share - Slavia



43% Share - Astor

60% Share - Hector

# S

# Shift of Sales Mix to High Margin Exports Segment

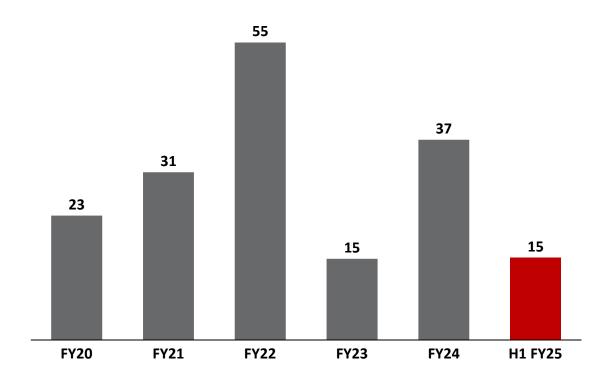


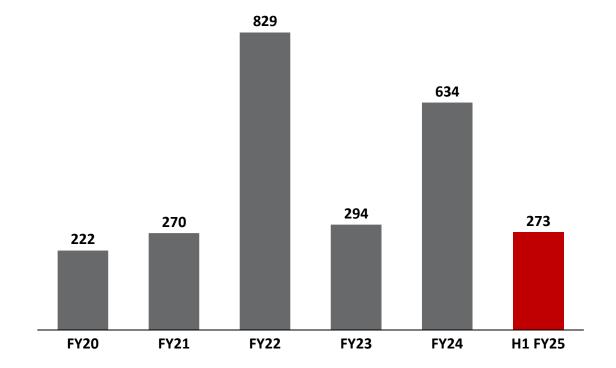
Increased Volumes from Exports (in Lakh Units)

H1 FY25 Alloy Wheel Volume
1.02 Lakhs unit

Increased Revenues from Exports (Rs. Crs.)

H1 FY25 Alloy Wheel Revenue Rs. 42.86 Crs.





# Balance Sheet KPIs

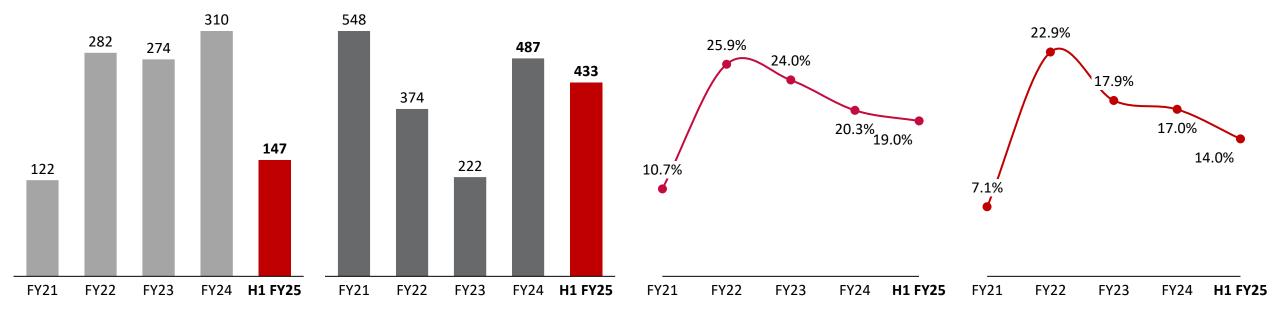


Cash Accruals (Rs. in Crs.)

Long Term Debt (Rs. in Crs.)

RoCE

RoE



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

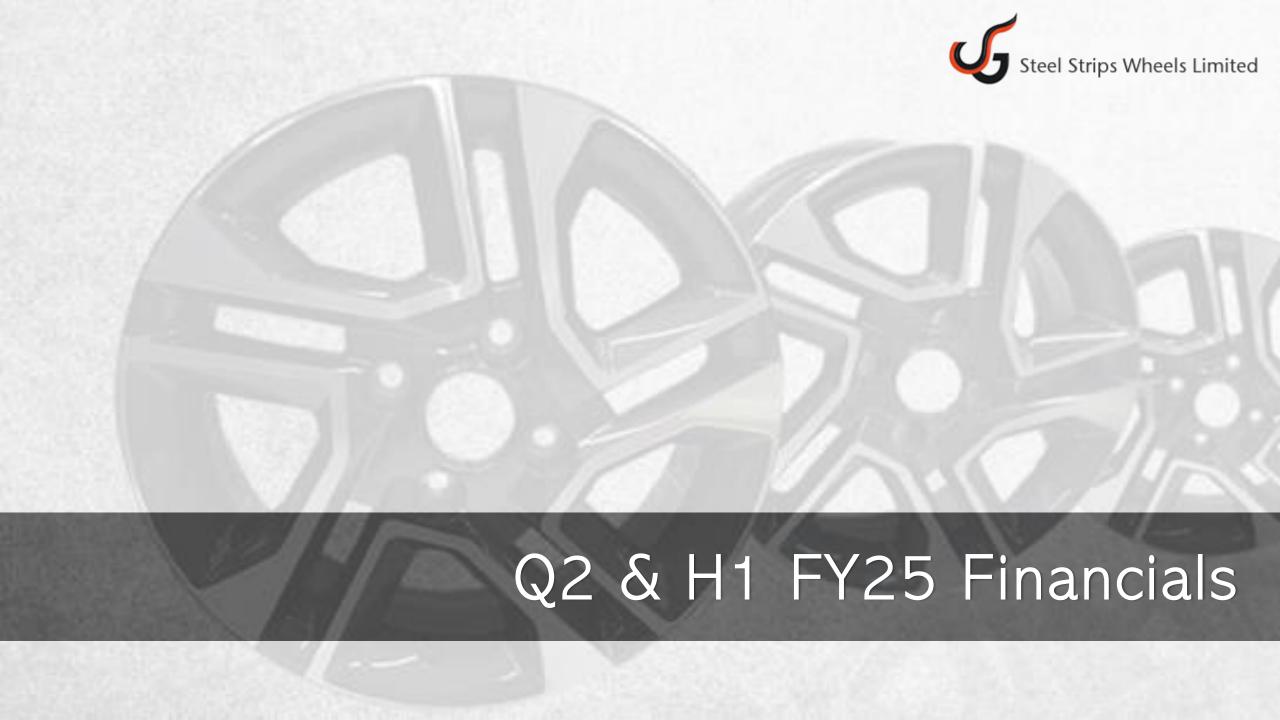
# D

# **Dividend Payout History**



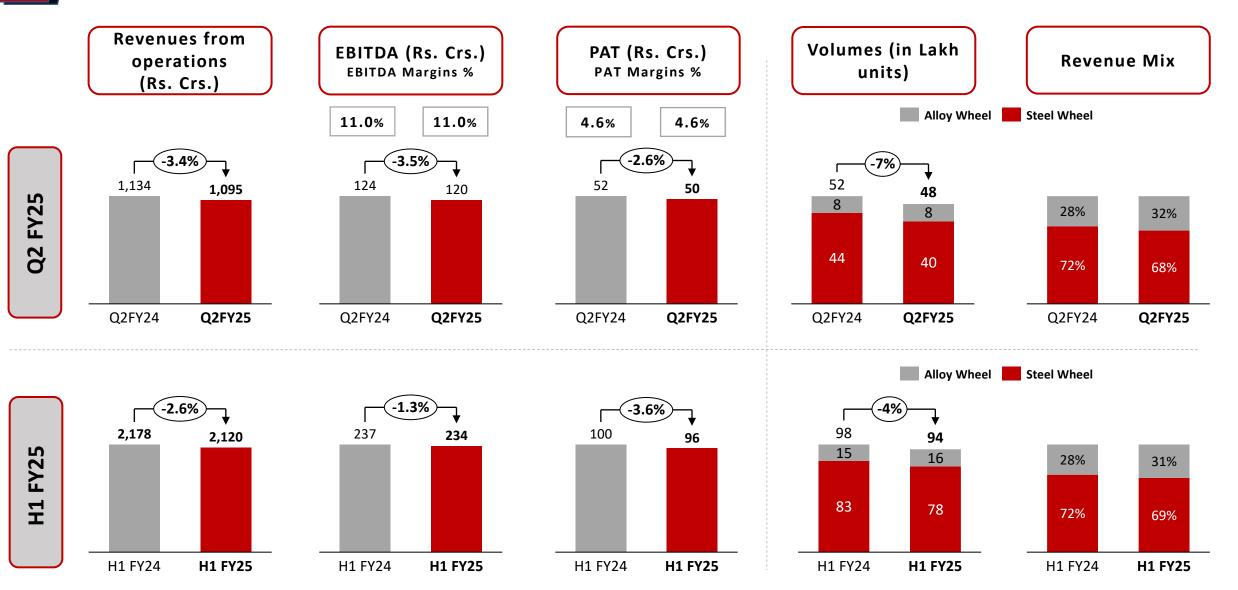


#### Consistent Dividend paid by the Company



# **Q2 & H1 FY25 Financial Performance Snapshot**









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Particulars (Rs. in Crs)	Q2 FY25	Q2 FY24	Y-o-Y	H1 FY25	H1 FY24	Y-o-Y
Revenue from Operations	1,095.1	1,133.7	-3.4%	2,120.4	2,178.1	-2.7%
Cost of Materials Consumed	704.9	748.2		1,353.9	1,436.5	
Changes in Inventory	-12.9	-0.9		2.2	-14.5	
Gross Profit	403.0	386.5	4.3%	764.3	756.1	1.1%
Gross Profit Margin	36.8%	34.1%		36.0%	34.7%	
Employee Cost	94.8	89.6		185.1	177.8	
Other Expenses	188.2	172.6		345.2	340.8	
EBITDA	120.0	124.3	-3.5%	234.0	237.5	-1.5%
EBITDA Margin	11.0%	11.0%		11.0%	10.9%	
Depreciation	25.3	22.5		50.2	44.9	
Other Income	3.1	3.0		7.0	7.2	
EBIT	97.8	104.8	-6.7%	190.8	199.7	-4.4%
EBIT Margin	8.9%	9.2%		9.0%	9.2%	
Finance Cost	30.4	26.0		61.5	49.6	
Profit before Tax	67.4	78.8	-14.4%	129.3	150.1	-13.9%
Profit before Tax Margin	6.2%	6.9%		6.1%	6.9%	
Tax	16.7	26.5		32.6	50.1	
Profit After Tax	50.2	51.5	-2.6%	96.4	100.0	-3.6%
Profit After Tax Margin	4.6%	4.5%		4.5%	4.6%	
EPS (In Rs.)	3.20	3.35		6.14	6.39	



# **Standalone Balance Sheet**



Assets (Rs. in Crs)	Sep-24	Mar-24
Non - Current Assets	1,939.4	1,919.4
Property Plant & Equipments	1,401.8	1,454.8
CWIP	455.9	345.8
Intangible assets	1.8	1.9
Financial Assets	46.0	44.0
Other Non - Current Assets	34.0	72.8
Current Assets	1,319.7	1,325.3
Inventories	671.1	697.0
Financial Assets		
(i) Trade receivables	490.1	439.7
(ii) Cash and cash equivalents	0.3	28.3
(iii) Bank Balance & Other than above	2.5	2.6
(iv) Loans	143.7	139.7
(v) Other Financial Assets	0.0	0.0
Current Tax Assets (Net)	0.0	0.3
Other Current Assets	11.9	17.8
Total Assets	3,259.1	3,244.7

Equity & Liabilities (Rs. in Crs)	Sep-24	Mar-24
Total Equity	1443.5	1345.7
Share Capital	15.7	15.7
Other Equity	1427.8	1330.0
Share application money pending allotment	0.0	0.0
Non-Current Liabilities	527.9	582.1
Financial Liabilities		
(i) Borrowings	325.5	381.4
(ii) Other Financial Liabilities	19.6	19.5
Provisions	35.9	34.3
Deferred Tax Liabilities ( Net)	147.0	146.9
Current Liabilities	1287.6	1317.0
Financial Liabilities		
(i) Borrowings	600.7	666.6
(ii) Trade Payables	619.0	599.9
(iii) Other Financial Liabilities	0.7	0.7
Current tax liabilities (net)	5.3	0.0
Provisions	5.9	6.2
Other current liabilities	56.0	43.7
Total Equity & Liabilities	3259.1	3244.7



# **Cash Flow Statement**



Particulars (Rs. in Crs)	Sep-24	Sep-23
Net Profit Before Tax	129	289
Adjustments for: Non -Cash Items / Other Investment or Financial Items	107	183
Operating profit before working capital changes	236	472
Changes in working capital	44	-345
Cash generated from Operations	280	127
Direct taxes paid (net of refund)	25	62
Net Cash from Operating Activities	256	65
Net Cash from Investing Activities	-100	-370
Net Cash from Financing Activities	-183	292
Net Increase/(Decrease) in Cash and Cash equivalents	-28	-13
Add: Cash & Cash equivalents at the beginning of the period	31	44
Cash & Cash equivalents at the end of the period	3	31





# **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: L27107PB1985PLC006159



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

info@sswlindia.com

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