

8<sup>th</sup> May, 2025

To

The Manager - Listing,  
BSE Limited,  
Rotunda Building,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001  
Scrip Code: 543276

The Manager - Listing,  
National Stock Exchange of India Limited,  
Exchange Plaza,  
Bandra Kurla Complex,  
Bandra (East),  
Mumbai - 400 051  
Stock Code: CRAFTSMAN

Dear Sir/Madam,

**Sub: Intimation under Regulation 30 and Regulation 46 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015;**

Pursuant to Regulation 30 read with Part A of Schedule III and Regulation 46 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 and our Earnings Conference Call intimation letter dated 19<sup>th</sup> April, 2025, we are submitting the revised Annual Investor Presentation for the financial year ended 31<sup>st</sup> March, 2025.

The revised presentation is made available at the Company's website and can be accessed through the below link [www.craftsmanautomation.com](http://www.craftsmanautomation.com).

We request you to kindly take the aforesaid information on record and disseminate the same on your respective websites.

Thanking you.

Yours faithfully,  
**for CRAFTSMAN AUTOMATION LIMITED**

Shainshad Aduvanni  
**Company Secretary & Compliance Officer**

Encl: As above

Craftsman Automation Limited

Registered Office:  
123/4, Sangothipalayam Road,  
Arasur Post, Coimbatore - 641 407  
Tamil Nadu, India

Corporate Office:  
No.1087, 4<sup>th</sup> & 5<sup>th</sup> Floor, Krishna Towers,  
Avinashi Road, Coimbatore - 641037  
Tamil Nadu, India

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www.craftsmanautomation.com

CIN NO: L28991TZ1986PLC001816  
GST NO: 33AABCC2461K12W



**FY 2025**

# **Annual Investor Presentation**





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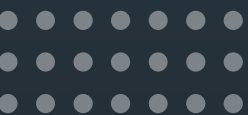
The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.





Content

- 1. Overview: Craftsman Automation**
- 2. Corporate Structure & Journey**
- 3. Financial Performance**
- 4. Business Segments**
- 5. Manufacturing Capabilities & Footprints**
- 6. Management Team**
- 7. Diversification & Expansion**
- 8. Social Responsibility**



# Company Overview – Introduction



## 3 Business Verticals

Diversified Engineering Company Primarily engaged in - **Powertrain, Aluminum Products and Industrial & Engineering**



## 3+ Decades of Experience

Commenced operations in **1986** in Coimbatore, Tamil Nadu and led by Mr. Srinivasan Ravi a first generation entrepreneur with over 35+ years of industry experience



## 26 Manufacturing Facilities

24 vertically integrated manufacturing facilities across 10 cities in India, 1 Plant under construction (Hosur) in India & 1 Plant in Germany.



## 3.2 Million Sq. Ft

having total built up area of over 3.2 million sq.ft. which are Strategically located close to key customers.

## End to End Solution Provider

Strong inhouse capabilities spanning across design, process engineering & manufacturing including foundry, surface treatment, fabrication, machining and assembly.



## Long Standing Customer Relationships

Strong and well established relationships with several marquee domestic and global OEMs as well as component manufacturers



## ₹ 116.35 Billion Market Capital

Equity shares of the company listed on 25<sup>th</sup> Mar 21 and are being traded on "A" Group in BSE & NSE Market capital increased from ₹ 2,996 Crores to ₹ 11,635 crores



## ₹ 5,690 Crores of Consolidated Revenue

Strong financial performance with Highest ever revenue from operations of FY25 – ₹ 5,690 crores with EBITDA of ₹ 858 crores



## END USER SECTORS



Commercial Vehicles



Passenger Vehicles



Two Wheelers



Farm Equipment



Off-highway vehicles



Power Transmission



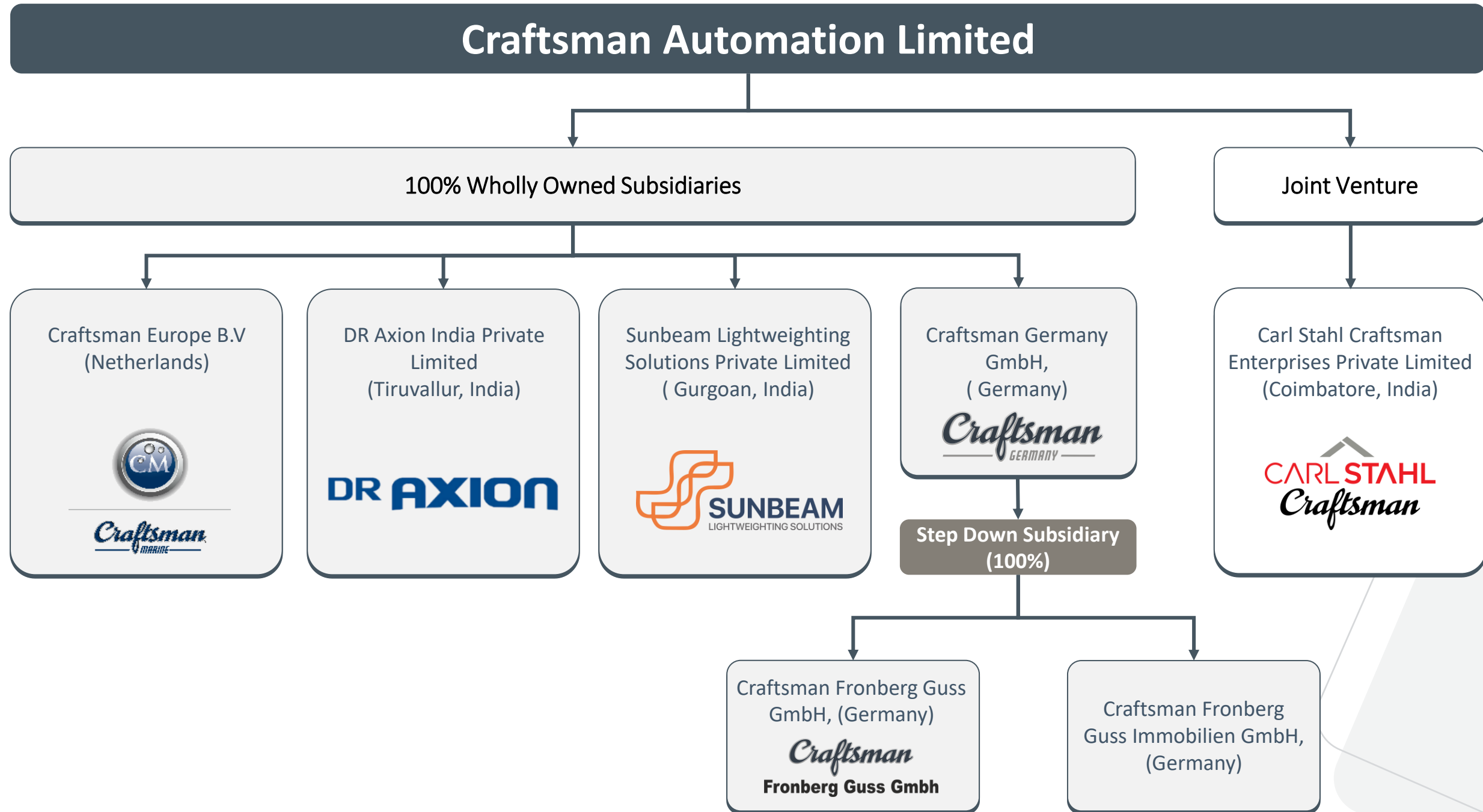
Genset / Gas Engines



Material Handling



Warehousing



# Our Journey



## THE INITIAL DAYS

**1986**

Established "Craftsman Automation Pvt. Ltd."

**2001-2006**

- Aluminium Foundry Unit at Kurichi
- Satellite Unit at Pithampur
- ISO 9001: 2000 & ISO/ TS 16949:2002 registration certification
- Satellite units at Sriperumbudur, Jamshedpur, Pune & Faridabad.

**2007-2011**

- Joint Ventures With Carl Stahl.
- 'Star Export House' registration certification.
- Subsidiary Craftsman Europe B.V, Netherlands
- Satellite units at Sriperumbudur, Jamshedpur, Pune & Faridabad.



## STRENGTHENING THE ENTERPRISE



## WIDENING OUR HORIZON

**2012-2016**

- Storage Solutions in Arasur, Coimbatore.
- Second satellite unit at Pune.
- Technology Division & HPDC Foundry at Bengaluru Aluminium Sand Foundry, HPDC & LPDC In Arasur, Coimbatore.

**2017-2020**

- Machining Services at Bengaluru.
- Converted into public limited company "Craftsman Automation Limited".
- Storage product manufacturing plant at Pune.



## MOVING INTO A HIGHER ORBIT

**2021-2023**

- Equity shares listed on BSE & NSE in March 2021 through IPO
- Acquired 76% of the equity share capital of DR Axion India
- Initiated the construction of the Kothavadi and Bhiwadi greenfield facilities.



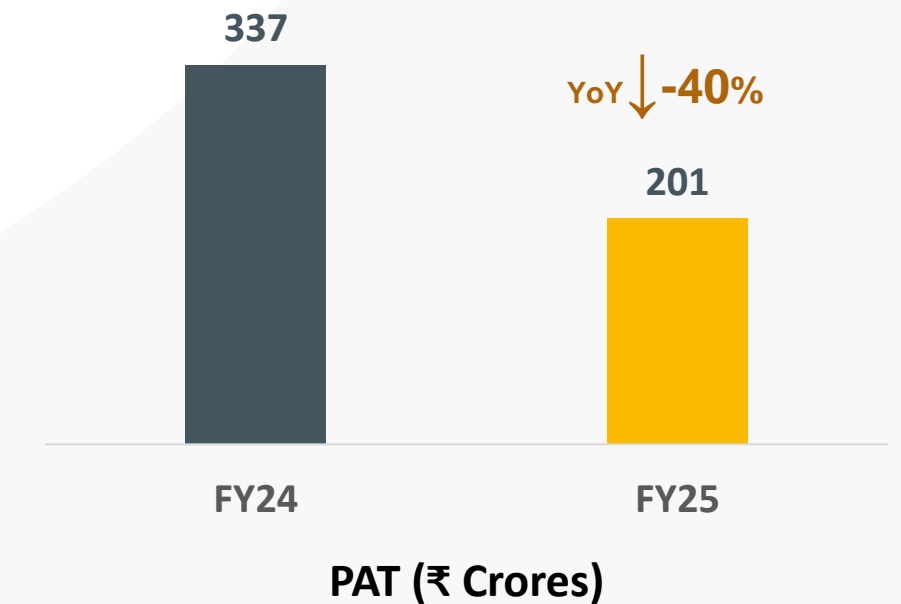
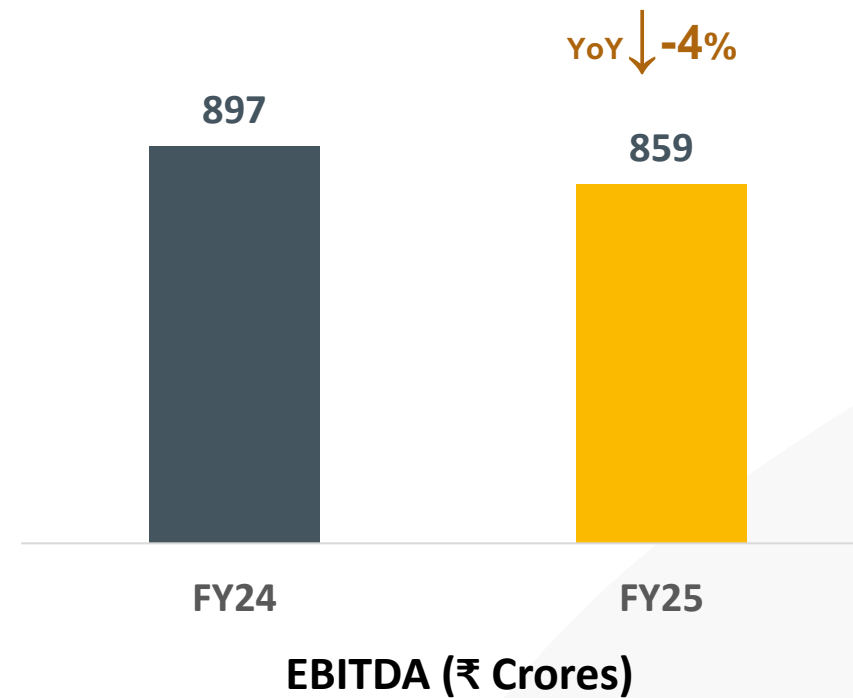
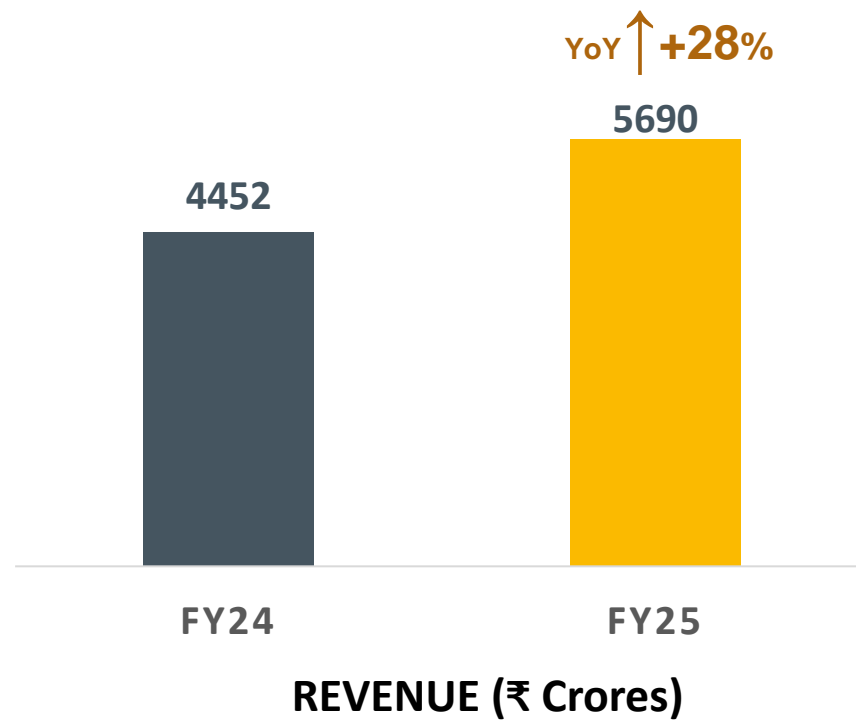
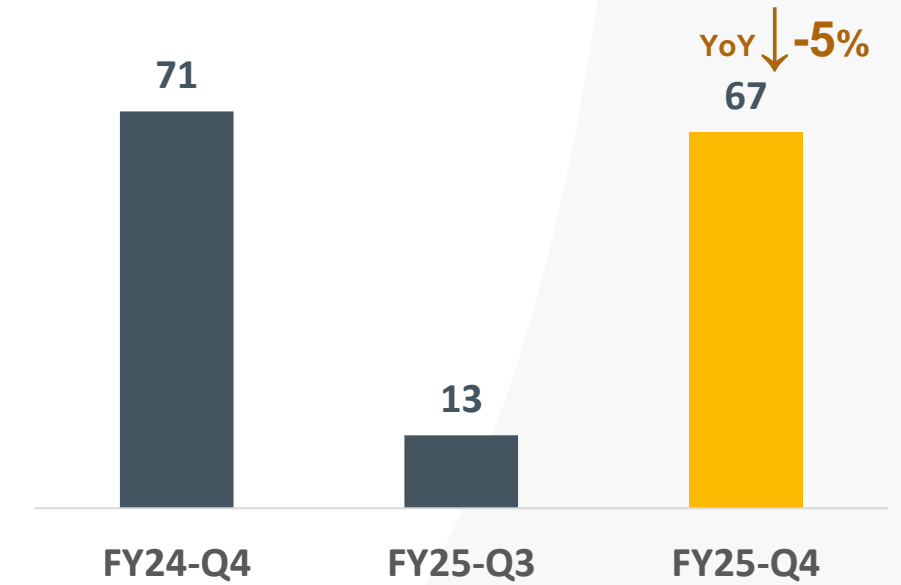
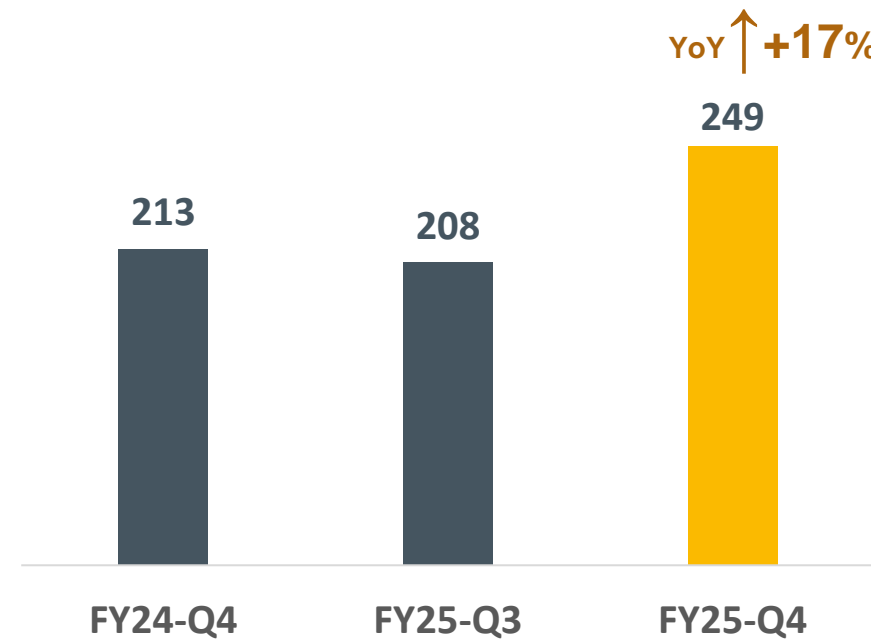
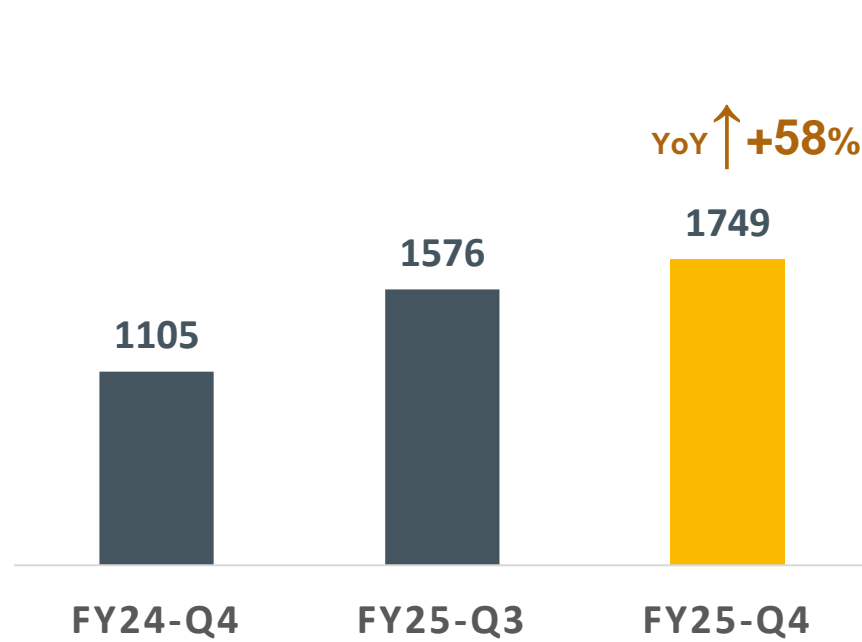
## STRATEGIC EXPANSION

**2024-2025**

- 100% Acquisition of DR Axion India & Sunbeam Lightweighting Solutions
- Acquisition of Craftsman Fronberg Guss GmbH (German Sub) and Craftsman Germany GmbH (German Holdco).



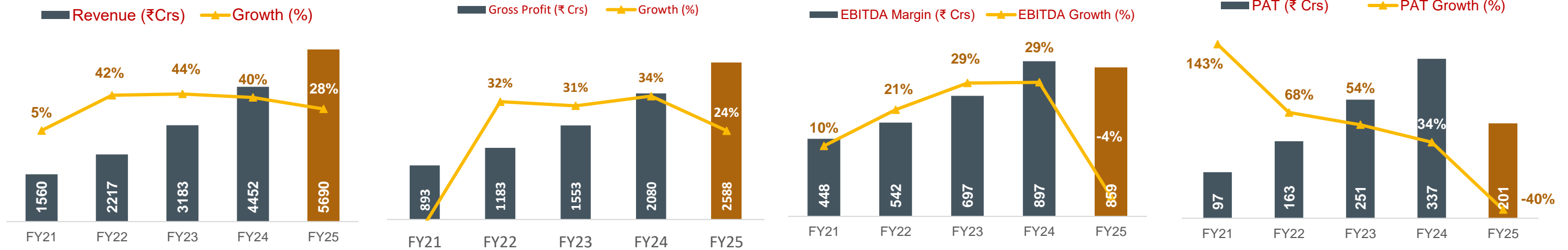
# Consolidated - Financial Performance



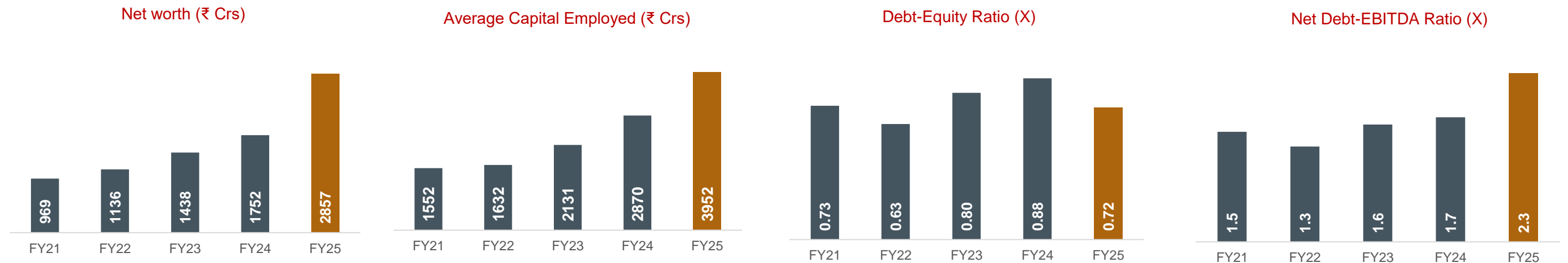


# Key Consolidated Financial Performance Indicators

## Performance



## Position



# Business Segments

## Business Segments

	Powertrain			Aluminium Products			Industrial and Engineering		
	FY25	FY24		FY25	FY24		FY25	FY24	
Revenue (₹ Crores)	1811	1558	↑ 16%	3033	2154	↑ 41%	846	740	↑ 14%
EBIT (₹ Crores)	251	292	↓ -14%	312	322	↓ -3%	19	49	↓ -62%

### High End Sub-assembly, Contract Manufacturing & Others

SPM

Material  
handling

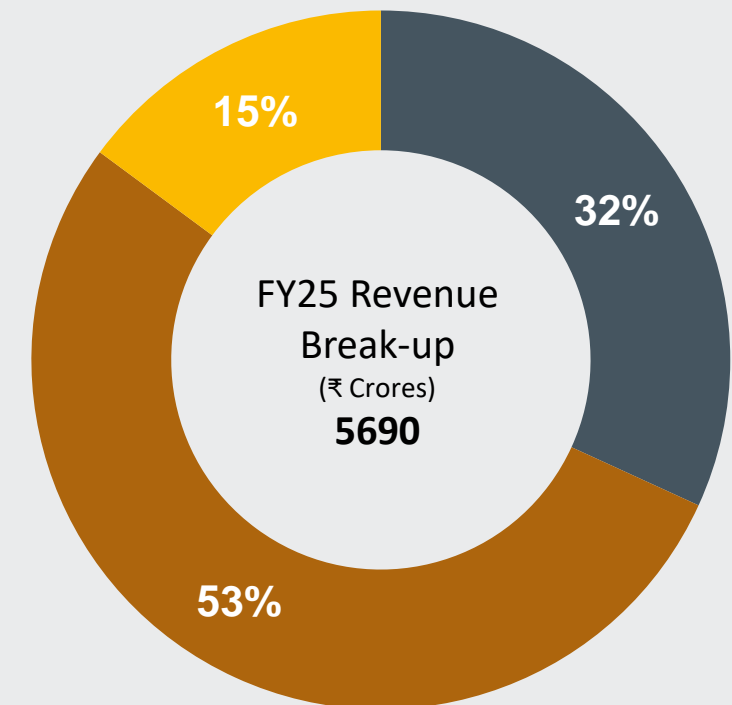
Gear &  
Gear  
boxes

Tool room,  
mould base &  
Sheet metal

Precision Product  
Manufacturing

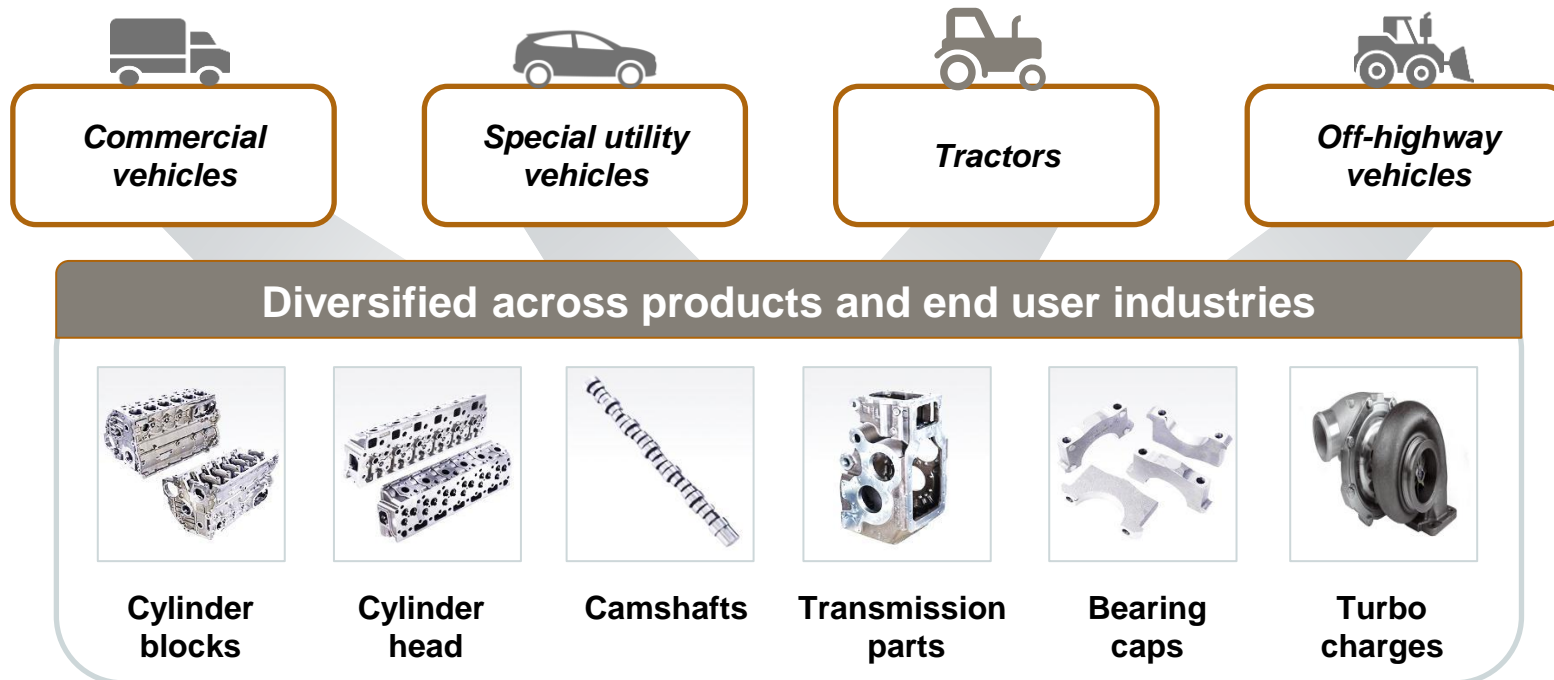
### Storage Solutions

## FY25 Consolidated Revenue Mix by Business Segment

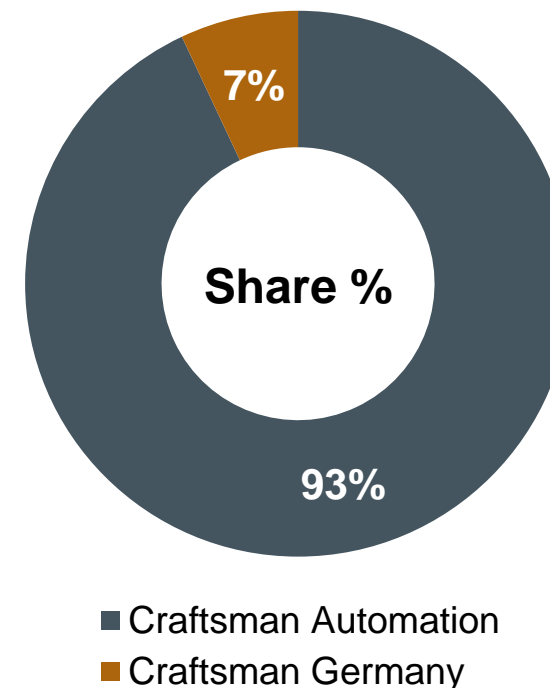





- Powertrain
- Aluminium Products
- Industrial & Engineering

# 1. Powertrain – Segment Overview



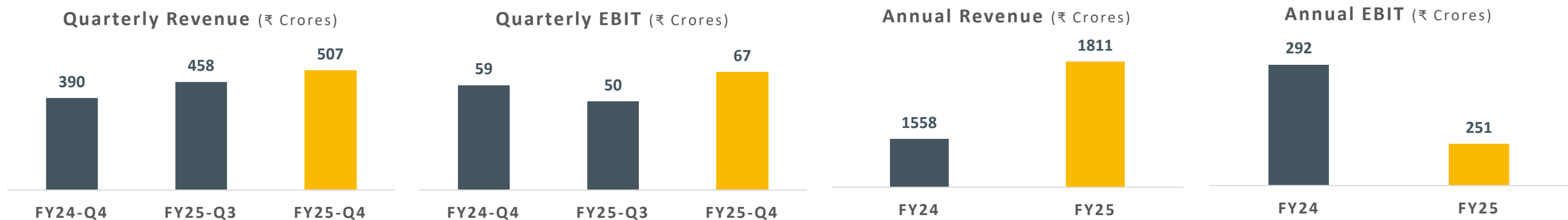
FY25 Revenue Mix by entities



-  **14**  
Strategically Located Plants in India & Germany
-  **2**  
Cast Iron Foundries for Larger parts
-  **35+**  
Years expertise in Machining Cylinder Blocks and Heads for Powertrain Applications

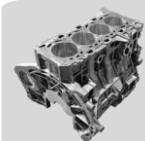
Craftsman has been instrumental in import substitution for critical powertrain parts

## Key financial metrics



## 2. Aluminium Products - Segment Overview

### Highly engineered lightweighting solutions



#### Powertrain Parts in Aluminium

such as Crankcase, Covers, Cylinder Head, Transmission housing, Etc..



#### Structural parts

such as Cradle, intake manifold, camcover & oil filter housing Etc..



#### Parts for Industrial & Engineering

Aluminium castings for Power transmission parts, Locomotive, Oil & Gas etc..



#### E-Vehicle Parts

such as Battery Housings, Cooling Trays, motor housing etc.,

### Manufacturing process capabilities



#### Design & Development

- Toolroom
- Fixture
- SPM



#### Foundry & Casting

- High Pressure Die Casting
- Low Pressure Die Casting
- Gravity Die Casting
- Sand Casting

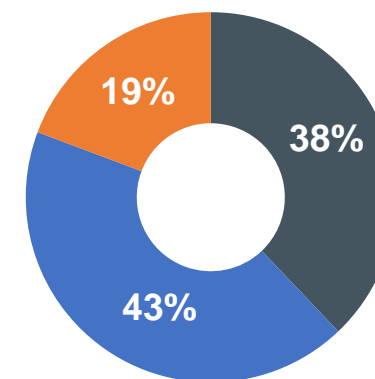


#### Precision Machining & Assembly

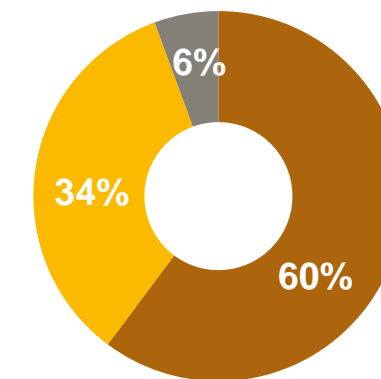


#### Surface Finishing & Delivery

### FY25 Revenue Mix by Entities & Industry Segment

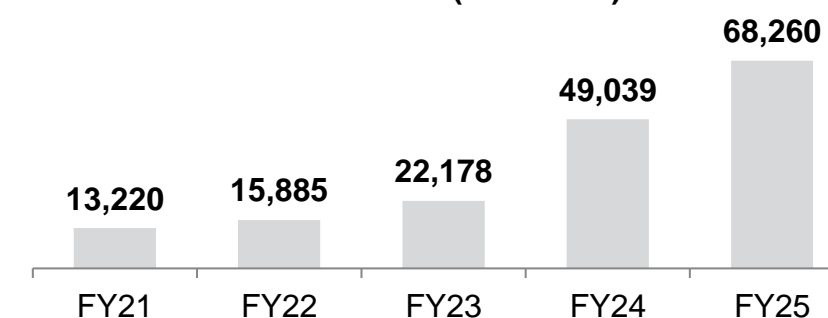


■ Craftsman ■ DR Axion ■ Sunbeam



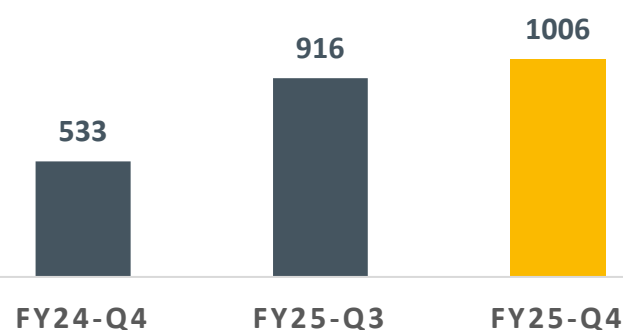
■ 4W ■ 2W ■ Others

#### Sales Volume (In Tonnes)

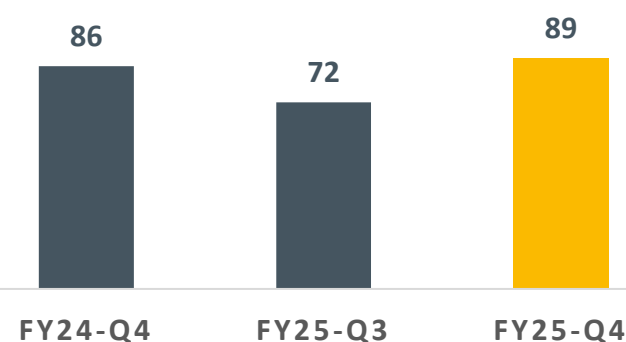


### Key financial metrics

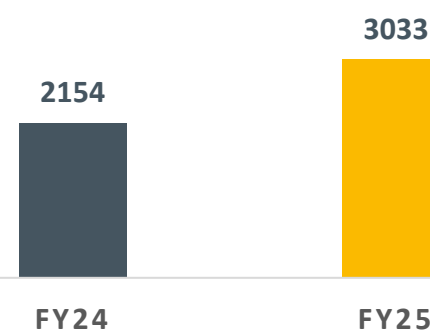
#### Quarterly Revenue (₹ Crores)



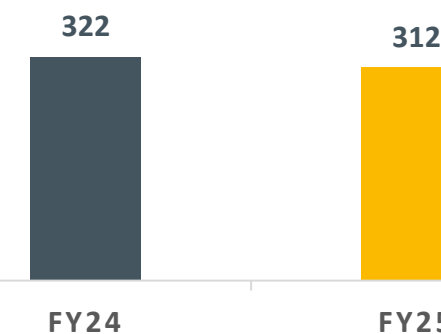
#### Quarterly EBIT (₹ Crores)



#### Annual Revenue (₹ Crores)



#### Annual EBIT (₹ Crores)





### 3. Industrial and Engineering - Segment Overview

#### Industrial & Engineering Segment

##### High end sub-assembly, contract manufacturing & others



SPM

Metal cutting, drilling and milling machines among other SPMs



Material handling

Chain, wire rope & grab hoists, crane kits, pallet trucks and light crane systems



Gear & Gear boxes

Transmission & housing components



Tool room, mould base & Sheet metal

Mould base, plastic molding tools, dies, sheet metal casing and housings



Precision Products Manufacturing

Marine, Wind mill Printing & Packing machineries

#### Applications



AUTOMOTIVE



PROCESS INDUSTRIES



ELEVATORS

METRO



ENGINEERING

AUTOMOTIVE



MARINE



WINDMILL



PACKING, PRINTING & OTHER MACHINERY



AUTOMOTIVE



FOUNDRIES



COMPRESSORS & PRINTING MACHINES



AUTOMOTIVE

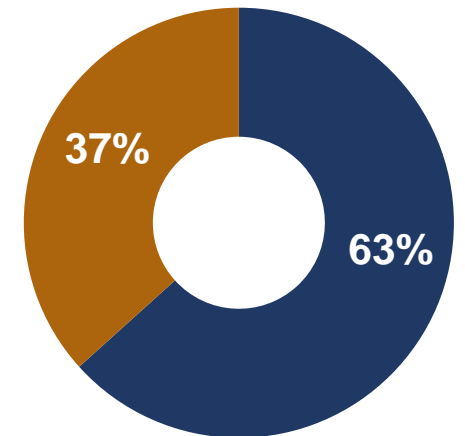


STEEL ROLLING MILLS

##### Storage Solutions

Pallets, racking, shelving and vertical storage solutions (V-Store), roll-form products and Automated Storage and Retrieval Systems

#### FY25 Revenue Mix by Segment



■ Storage ■ Others

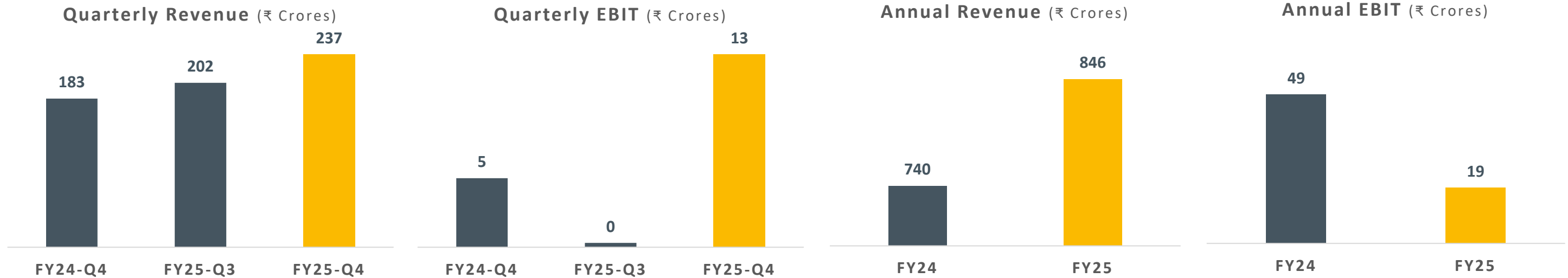


3

Strategically Located Plants in India (Coimbatore, Bangalore & Pune)

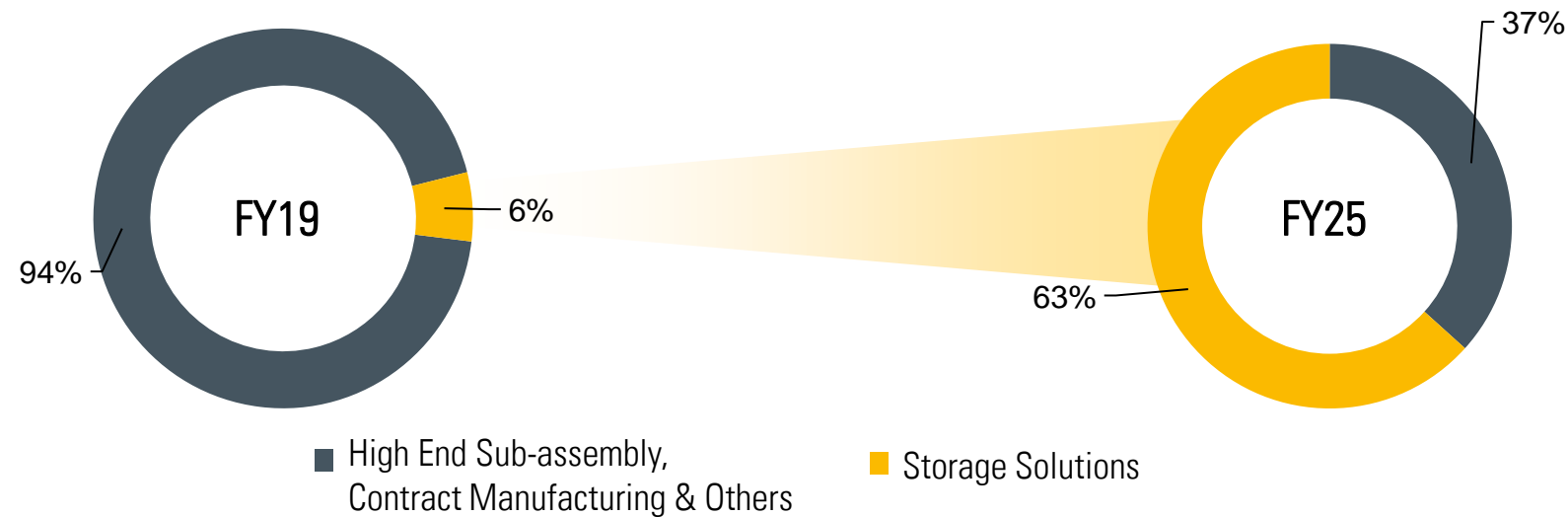
# Industrial and Engineering - Segment Overview

## Key financial metrics

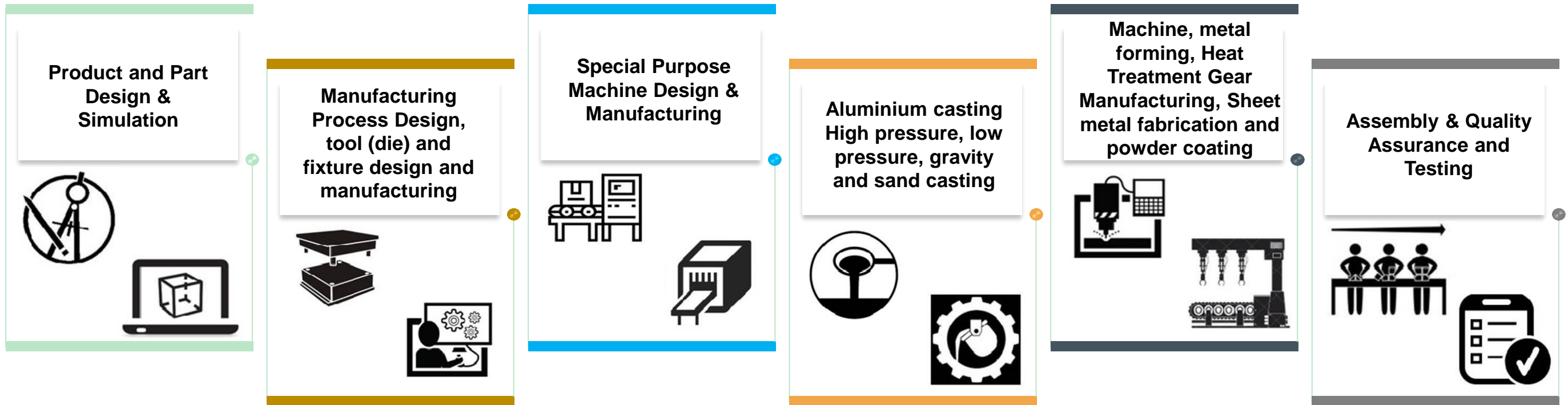


## Increasing focus on high growth segment - Storage Solutions

On the basis of segmental revenue from operations



# Inhouse Manufacturing Capabilities



## Presence across value chain

Product design, prototyping, tool development, manufacturing, assembly and production of integrated components

## Flexible plant configuration

Machinery is equipped for both individual and diversified processes

## Interchangeable usage of machinery

Enables company to optimize machine tool productivity, operational efficiency and time management

## Dedicated production lines

Based on the size and frequency of the orders of their customers



**Certified for international quality management systems ISO 9001:2008, ISO/TS 16949:2009, and SO 14001 2004 by TUV Nord, and have implemented environmental management system ISO 14001:2004**

# Our Footprint



**Total built up area of over 3.2 million sq. ft**



**Strategically located plants for Just-in -time delivery schedules**



**M&A – Craftsman Fronberg Guss Gmbh, DR Axion India & Sunbeam Light weighting Solutions Pvt. Ltd.**



**Insulate customers from local supply or other disruptions, Tier 2 & 3 Export supply to developed nations.**



**State of the art equipment, engineered layout with process controls and necessary automations for quality and productivity.**



**Commissioning New Greenfield project at Hosur.**

Craftsman continues to upgrade and modernize their manufacturing facilities, infrastructure, machines, equipment and technology

## Plants in Europe - Germany



**Craftsman Fronberg Guss GmbH - Germany**

## Plants in Asia - India





# Management Team



**SRINIVASAN RAVI**  
Chairman and Managing Director

- Ravi holds a bachelor's degree in mechanical engineering from PSG College of Technology, Coimbatore.
- He is the Promoter of the company and has been associated with the Company since incorporation with more than 35+ years of experience in the automotive industry.



**RAVI GAUTHAMRAM**  
Whole-time Director

- Gauthamram holds a bachelor's degree in mechanical engineering from PSG College of Technology.
- He has been on our Board since February 20, 2014. He is engaged in building the product strategy in the industrial and engineering segment of our Company.

## Board of Directors



**SUNDARARAMAN  
KALYANARAMAN**  
Independent Director

- Sundararaman holds a bachelor's degree in mechanical engineering from the University of Madras.
- He has been on our Board since June 30, 2017. He has rich experience in the automotive industry.



**VIJAYA SAMPATH**  
Independent Director

- Vijaya Sampath holds a bachelor's degree in arts from the University of Madras and a bachelor's degree in law from the University of Mysore.
- She has been on our Board since April 30, 2018. She has experience in corporate laws and advisory and chairs the FICCI committee on corporate laws.



**T.S.V. RAJAGOPAL**  
Independent Director

- TSV. Rajagopal is a Practicing Chartered Accountant by qualification and profession and possesses more than 30 years of experience.
- He has presented several papers on corporate audit and taxation at the ICAI, Coimbatore.



**RAJESWARI KARTHIGEYAN**  
Independent Director

- Rajeswari Karthigeyan has an overall 30 years of experience in CRISIL Ltd.,
- She has functional expertise in Credit appraisal of large manufacturing entities.
  - She has meaningfully contributed to sustainability and risk management of numerous large corporates.

## Key Managerial Personnel



**C.B. Chandrasekar**  
Chief Financial Officer



**Shainshad Aduvanni**  
Company Secretary and Compliance Officer



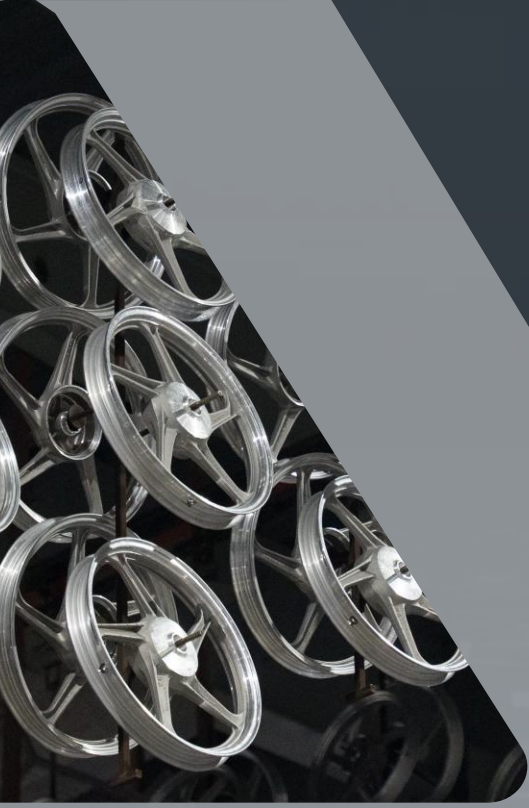
**Thiyagaraj Damodharaswamy**  
Chief Operating Officer

## Work force As on March 31, 2025

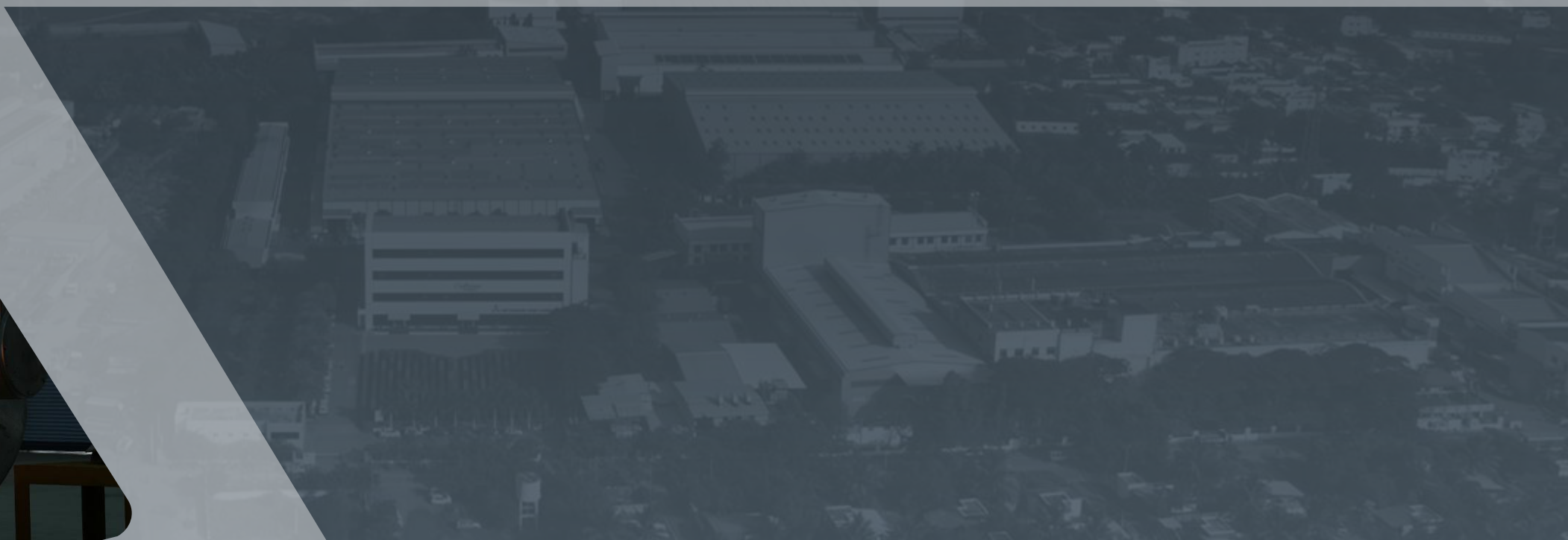


**5301**

**Permanent  
workmen**



# Diversification & Expansion initiatives through CAPEX and M&A

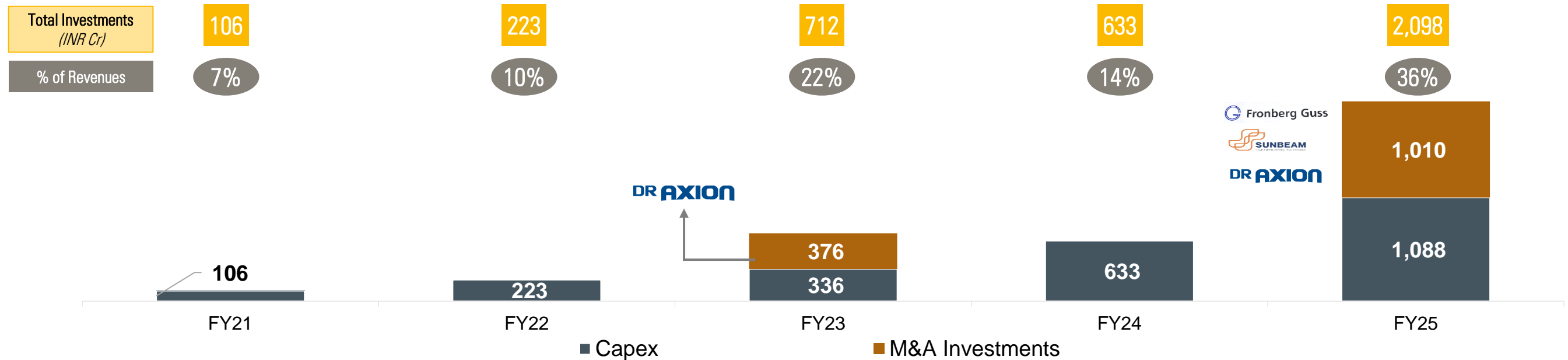




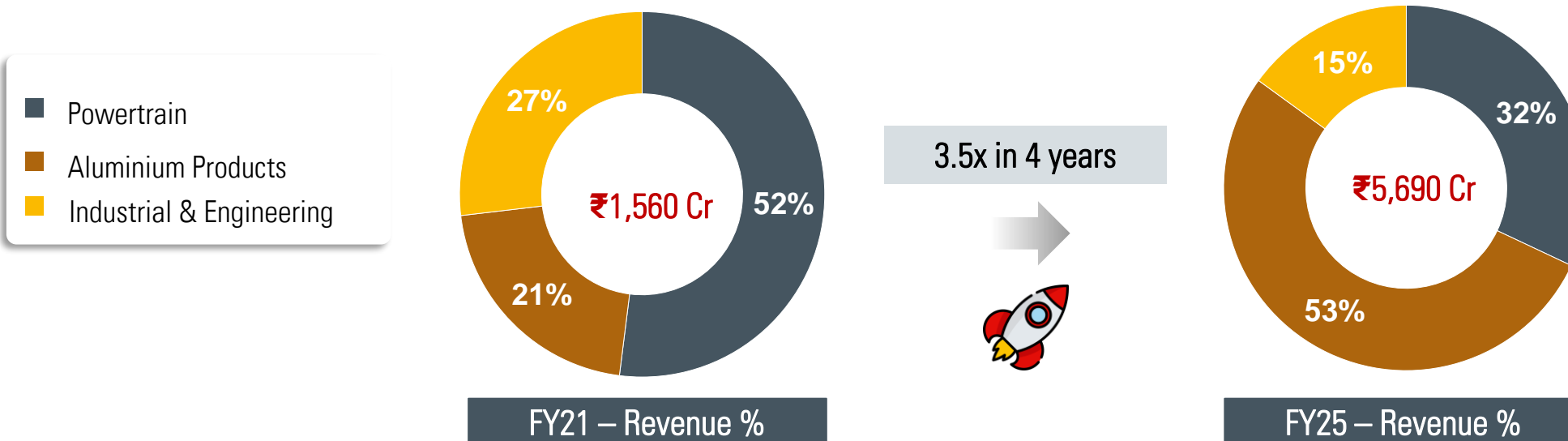
# Diversification & Expansions

Craftsman has diversified its Revenue profile in last ~3 years through Capex/M&A..

Aggressive Capex Expansions were necessary...



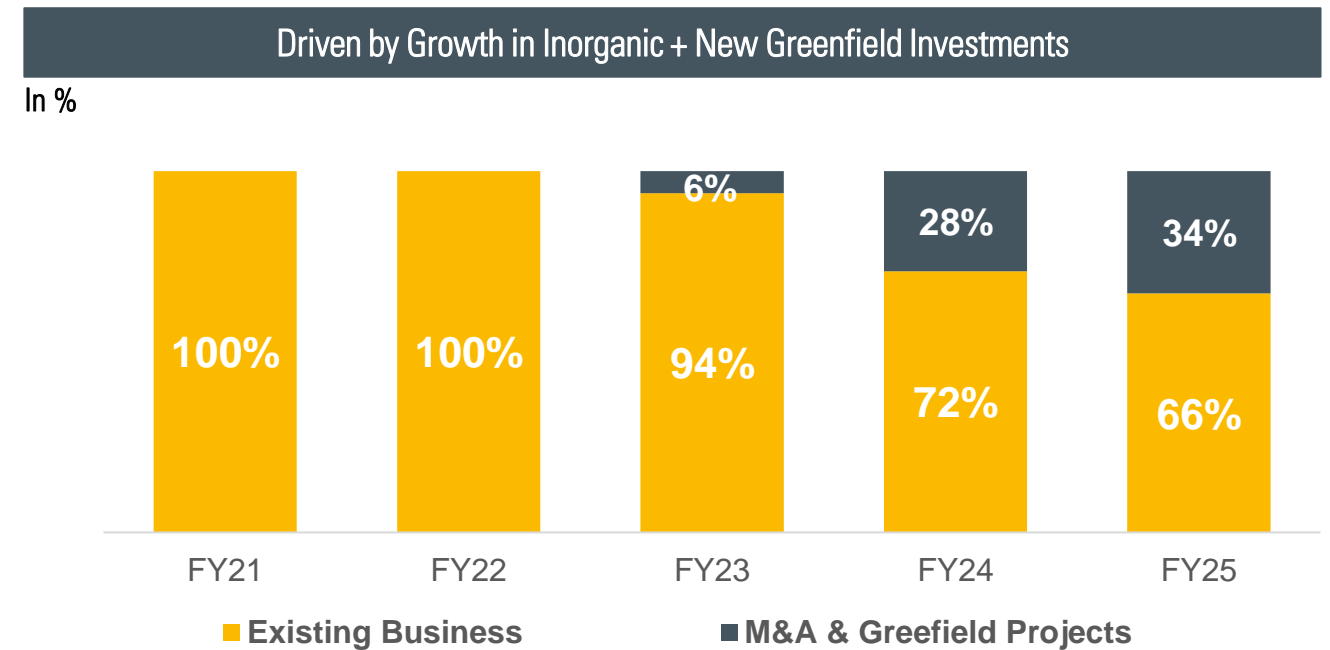
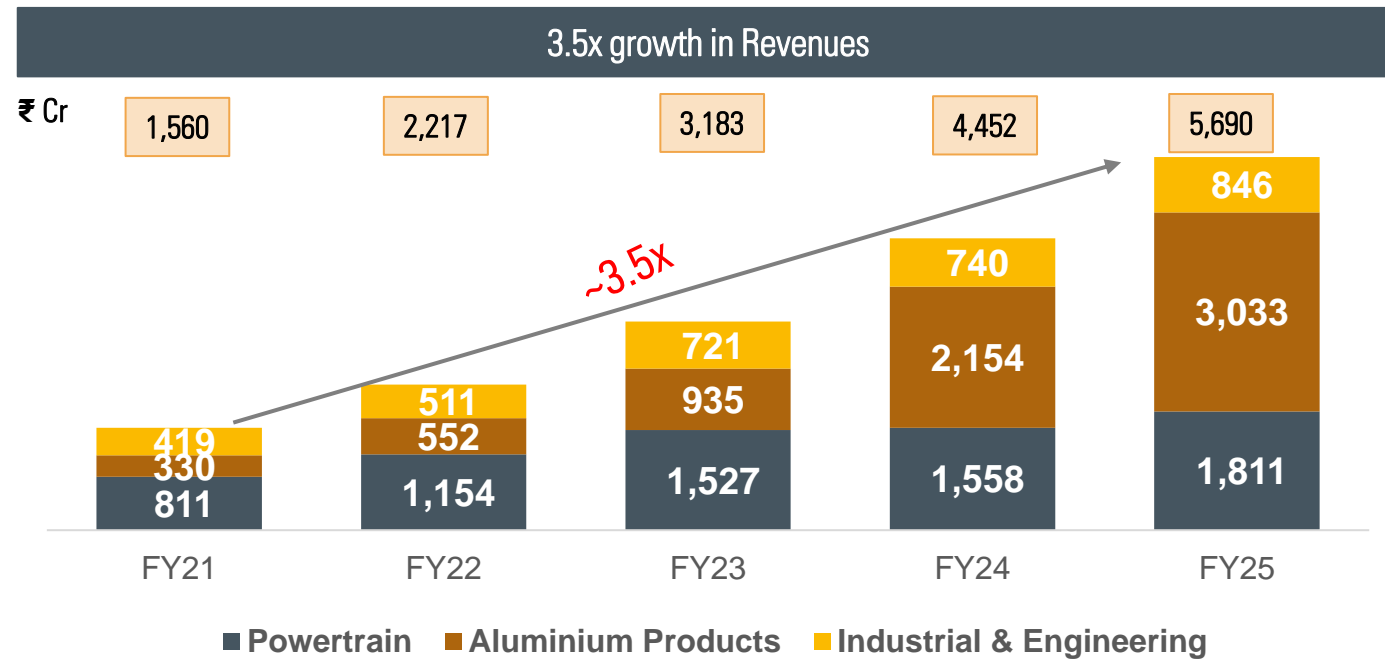
..to diversify the Revenue profile of the company



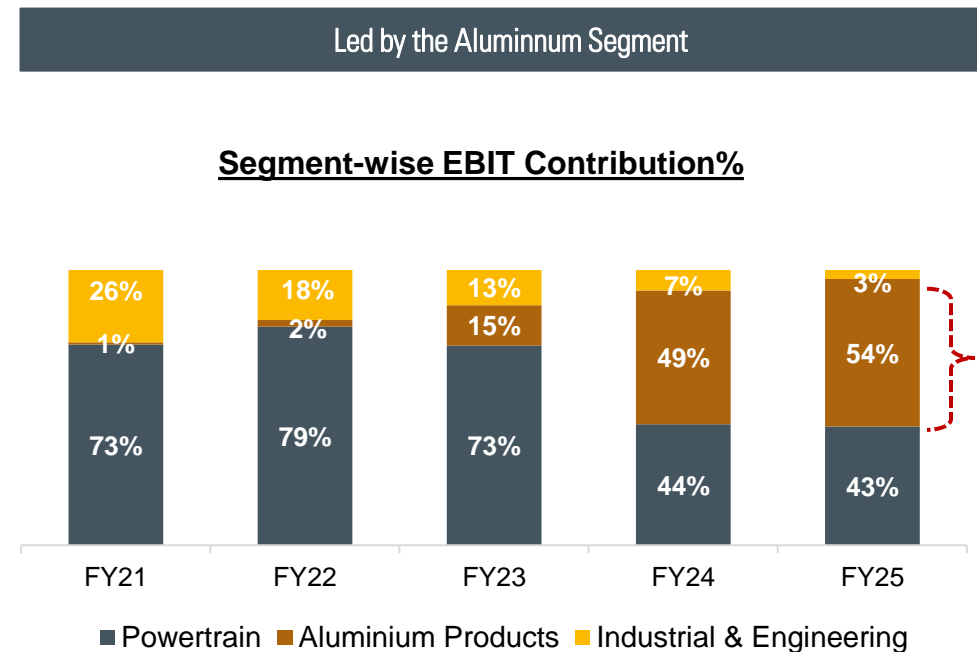
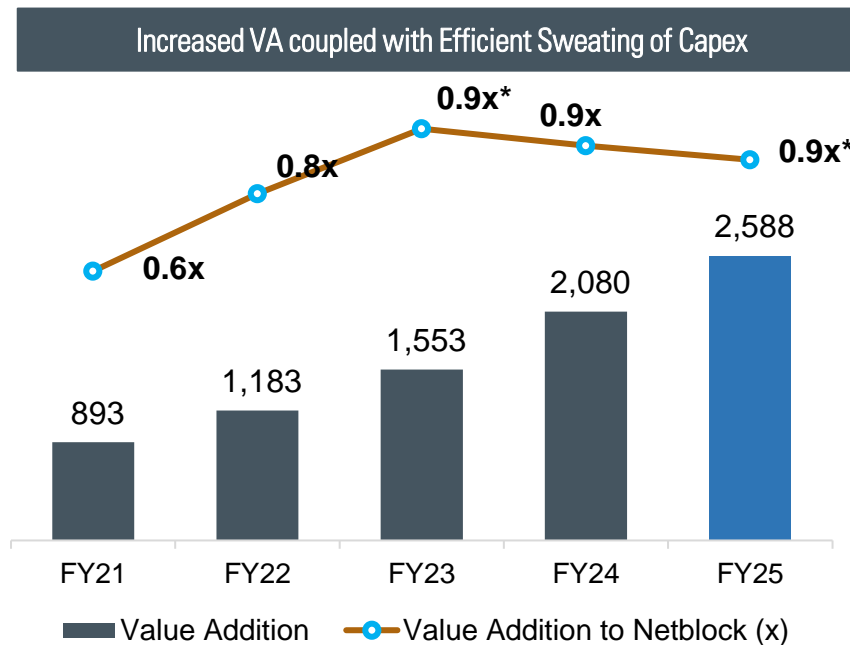
Recent Capex and M&A initiatives have diversified the business:

1. The **Aluminium segment** now contributes over **50%** of revenues, up from ~20% 4 years ago, driven by the growing demand for light weighting and electrification.
2. Additionally, investments in the Fronberg and Kothavadi plants have enabled a foray into the **iron castings segment for stationary engines**, a high-growth segment fueled by the rapid adoption of stationary engines in **data centers application** due to usage of AI.

# Translating into Revenue Growth by Diversification & Expansion



...Whilst maintaining solid Value addition & Profitability numbers



## 3.5x Growth in Revenues from FY21-FY25 Driven by:

- ❖ Acquisition of DRA India and Sunbeam to foray into aluminum components for PV & EV and expand presence in North India.
- ❖ Acquisition of Froberg to foray into iron castings for stationary engines.
- ❖ Growth across standalone powertrain, Aluminium, and industrial & engineering segments due to growth in overall 2W, PV, CV, and the automotive industry.

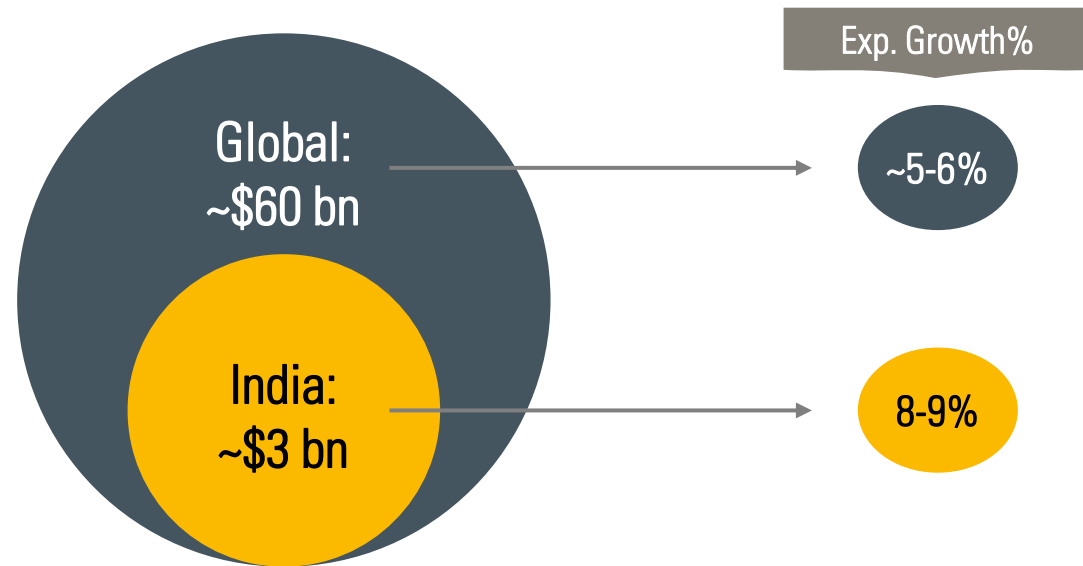
Note: \*FY25 Annualized for impact of acquisitions



# Aluminium Industry Market Share

Aluminium Castings: India is still scratching the surface and has a long way to go..

Aluminium Die-casting is a \$3bn (~25,000 Cr) High growth Market in India



## Growth Drivers



Transition to EVs requiring advanced lightweighting materials



Regulations on vehicle emissions and fuel efficiency

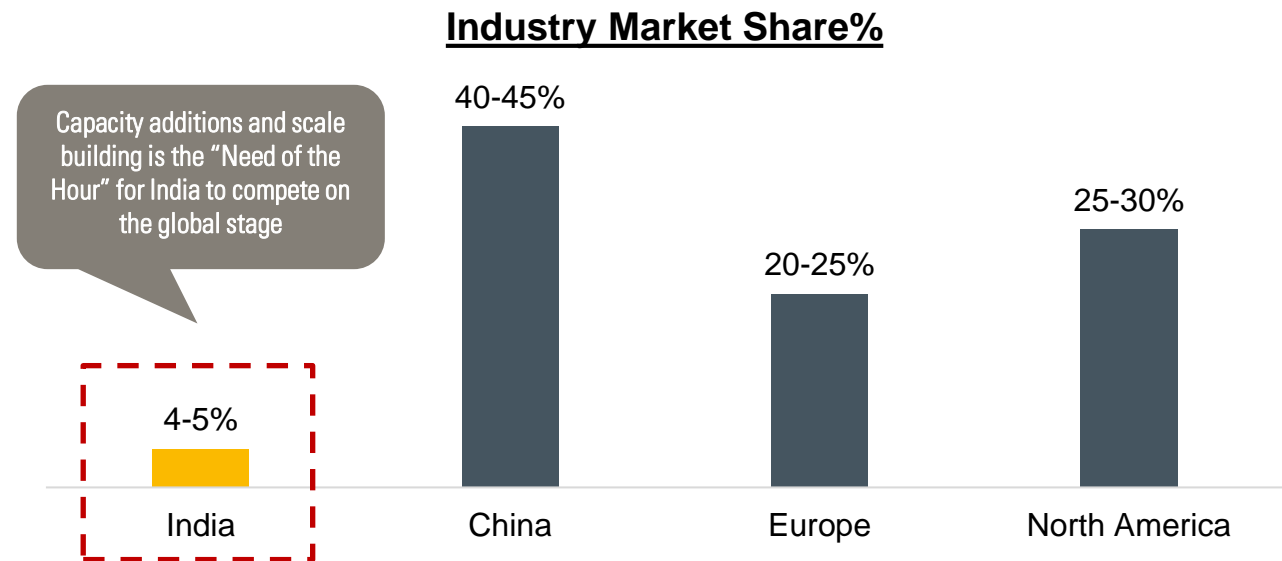


Increase in Aluminium content per vehicle



Other growing Industrial applications like Industrial, Engineering, Aerospace, Defense and Electronics requiring Castings.

India's aluminium castings capacity is sub-scale to global peers



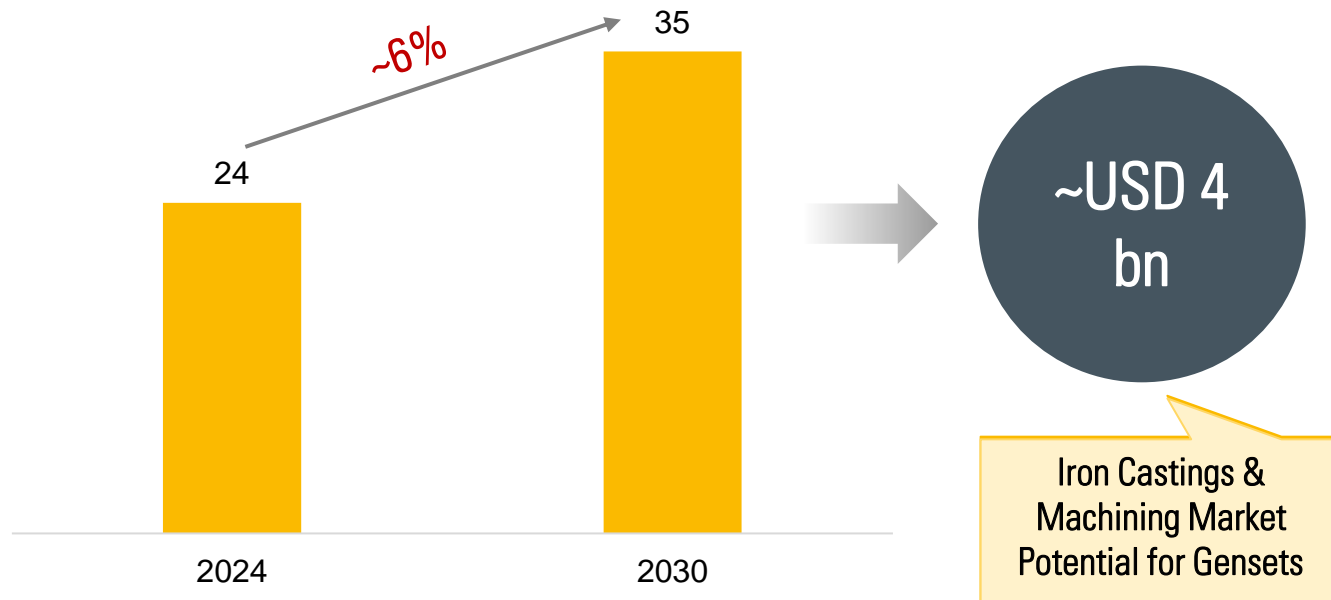
Craftsman has aggressively scaled its aluminium castings capacity from ~30,000 TPA 5 years ago to 100,000+ TPA today, seizing this growth opportunity. There is still significant room for further expansion, positioning the company to compete on a truly global level.

# Cast Iron Foundry for Large Engines

Iron Castings for Gen-sets is a large market, an exclusive supplier club with high-entry barrier

Iron Castings for Stationary Gen-sets is a USD ~4bn global opportunity

Gen-sets/Power Systems Market (USD bn)








Highly Concentrated OEM market...

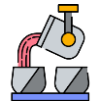
And An Exclusive Club of Engine Suppliers catering to them

Craftsman through the acquisition of Fronberg has entered this "exclusive" supplier club to serve a high-growth segment

Key Sectors Driving the Growth

	Fast Growing	Rising Demand for AI and Cloud Computing
Data Centres		
	Fast Growing	Capability centres needing robust power backups
GCC		
	Moderate Growth	Remote locations needing demand for generators
Oil & Gas/Mining		
	Moderate Growth	Expansion of telecom networks in developing regions needing power backup
Telecom		
	Moderate Growth	Hospitals, Malls, Educational Institutes investing in Power generators
Healthcare & Commercial		

# Risk mitigants through Diversifications and Expansions



- Craftsman's overall product portfolio across cast-iron and aluminium expands considerably. Positions itself well in the road to become a leading cast-iron and aluminum machined products player on a global scale.



- Along with the earlier DR Axion acquisition, Craftsman through Fronberg and Sunbeam, widens & materially derisks its customer base to include stationary engines, passenger vehicles and two wheelers, to complement its historical CV relationships.



- Brings in valuable & new customer relationships, in addition to export customers for Sunbeam and Fronberg. Further strengthens the existing relationships.



- Helps in sustaining growth momentum and revenue stability by diversifying away from the Powertrain segment. This also helps in reducing customer concentration risk present in the Powertrain and Aluminum segments.



- Craftsman has demonstrated prudent use of capital to acquire critical component supplying companies with significant customer stickiness buffeted by business cyclicality, and erstwhile owners seeking to exit, at reasonable valuation.



# Social Responsibility





# CSR Initiatives in FY25

Sector	No of Projects	Amount Spent (₹ Crores)
Education	15	2.40
Rural development	9	1.97
Health care and sanitation	4	0.92
Environmental sustainability	2	0.40
Tribal welfare	1	0.07
<b>Total</b>	<b>31</b>	<b>5.76</b>

Sector	Description of activities undertaken
Education	Construction of classrooms, wash basins and toilets for students, installing smart class systems at schools, distributing notebooks to students and providing drinking water facilities to students, etc.,
Rural development	Installing deep borewell and pipelines for drinking water facilities in rural areas, construction of water tanks in villages, constructing water canals for drainage purpose in rural areas and laying roads, etc.,
Health care and sanitation	Old age care, day care and nursery care, conducting medical camps and sponsoring medical treatments, sponsoring and providing medical equipment's to primary health centres and hospitals, etc.,
Environmental sustainability	Plantation of trees, revival of supply systems to lakes, ponds, etc.,
Tribal welfare	Assisting the Govt. in the construction of homes and schools for tribal people, providing medical facilities, health care and other public welfare facilities to tribal people, etc.,





# Thank You

ENGINEERING ADVANTAGE



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