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The Leadership Company



Leading Integrated Solution Provider for RAC...



Incorporated in 1990, Amber has emerged as a **market leader in Indian Room AC OEM/ODM industry**

Comprehensive product portfolio - Room AC, Reliable Critical Components with long approval cycle

One of the Largest Manufacturer & Supplier of critical components of RAC & other consumer durables like heat exchangers, PCB's, motors, sheet metal, case liner etc

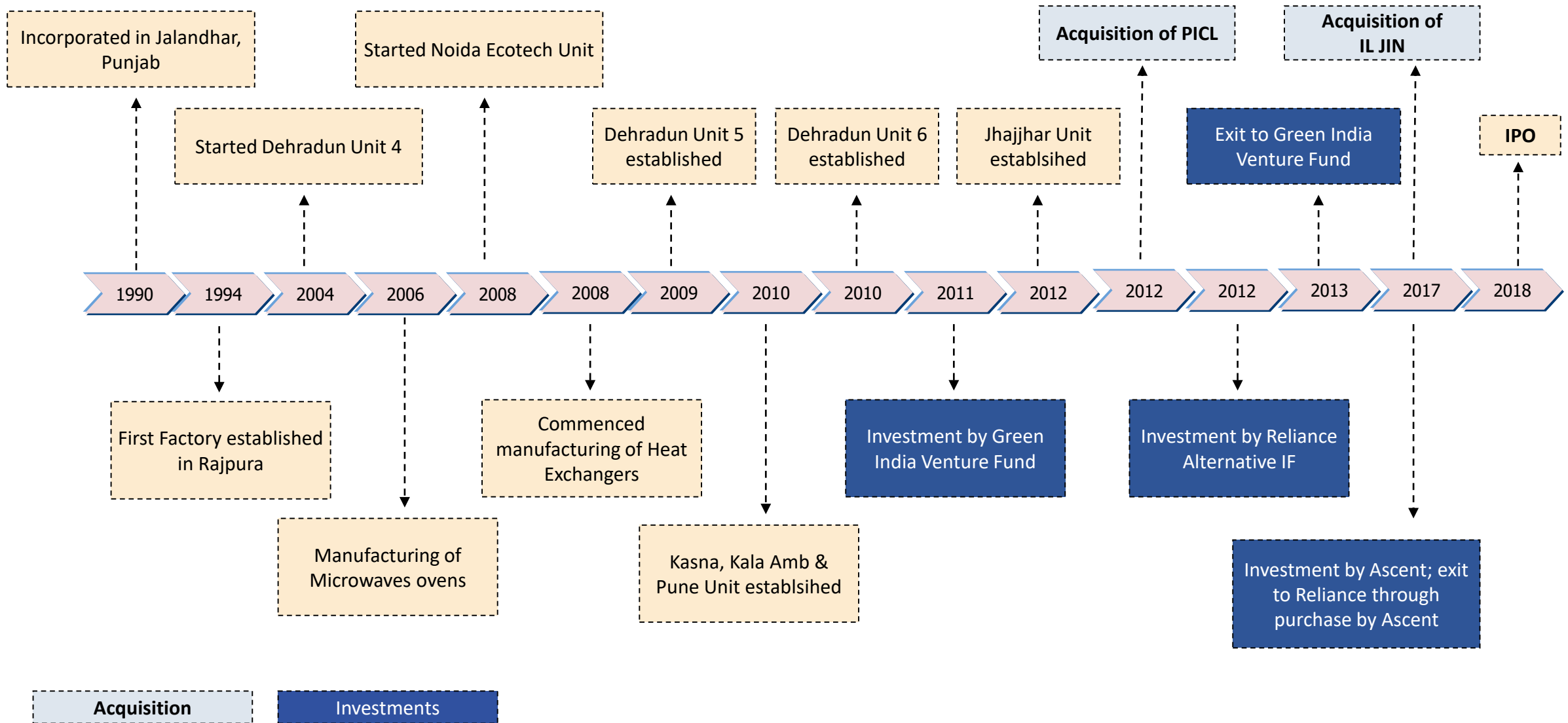
55.4% market share in RAC OEM/ODM; **19.1%** market share in overall RAC market in India (FY17)*

High degree of backward integration and strong R&D capabilities, resulting in high proportion of ODM

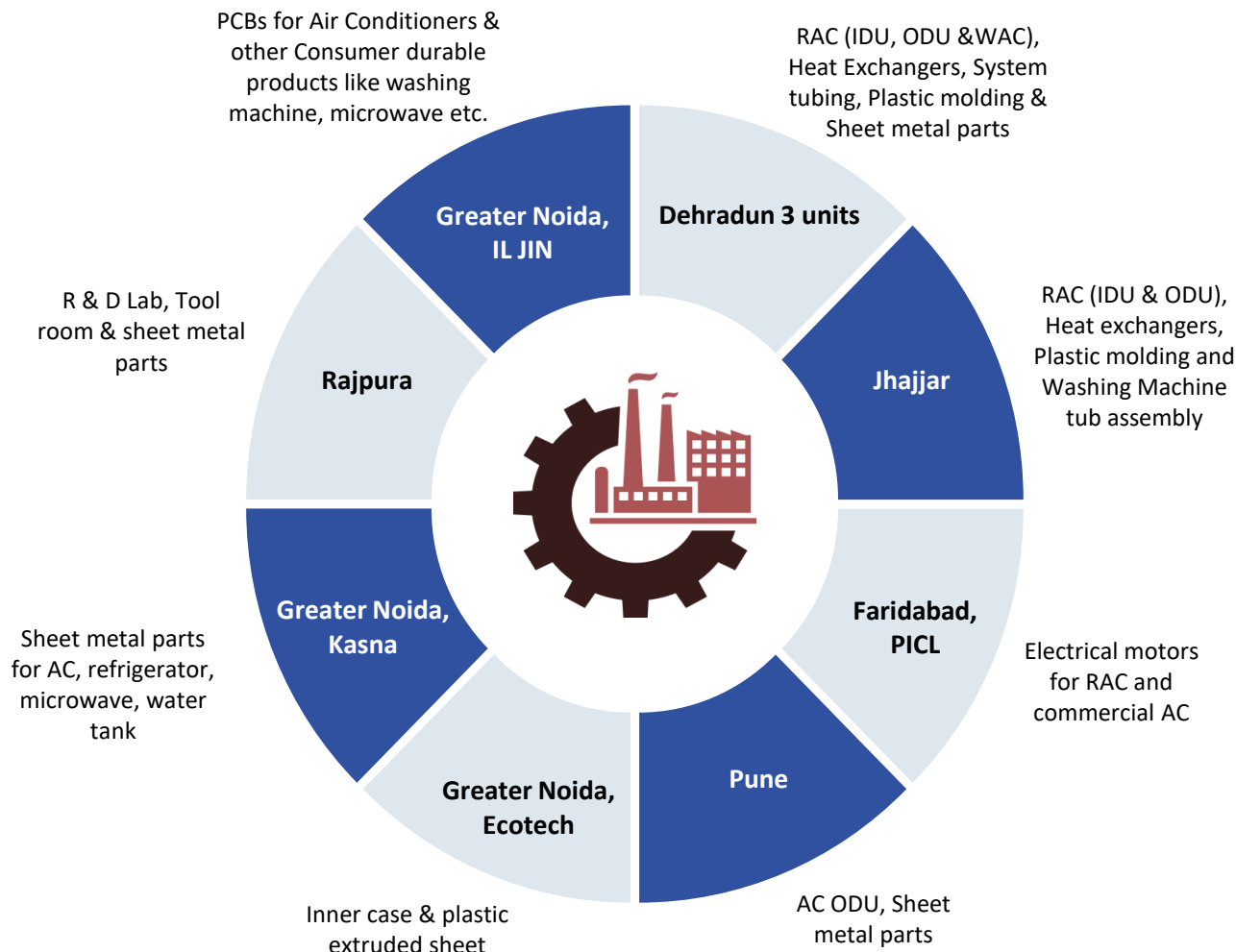
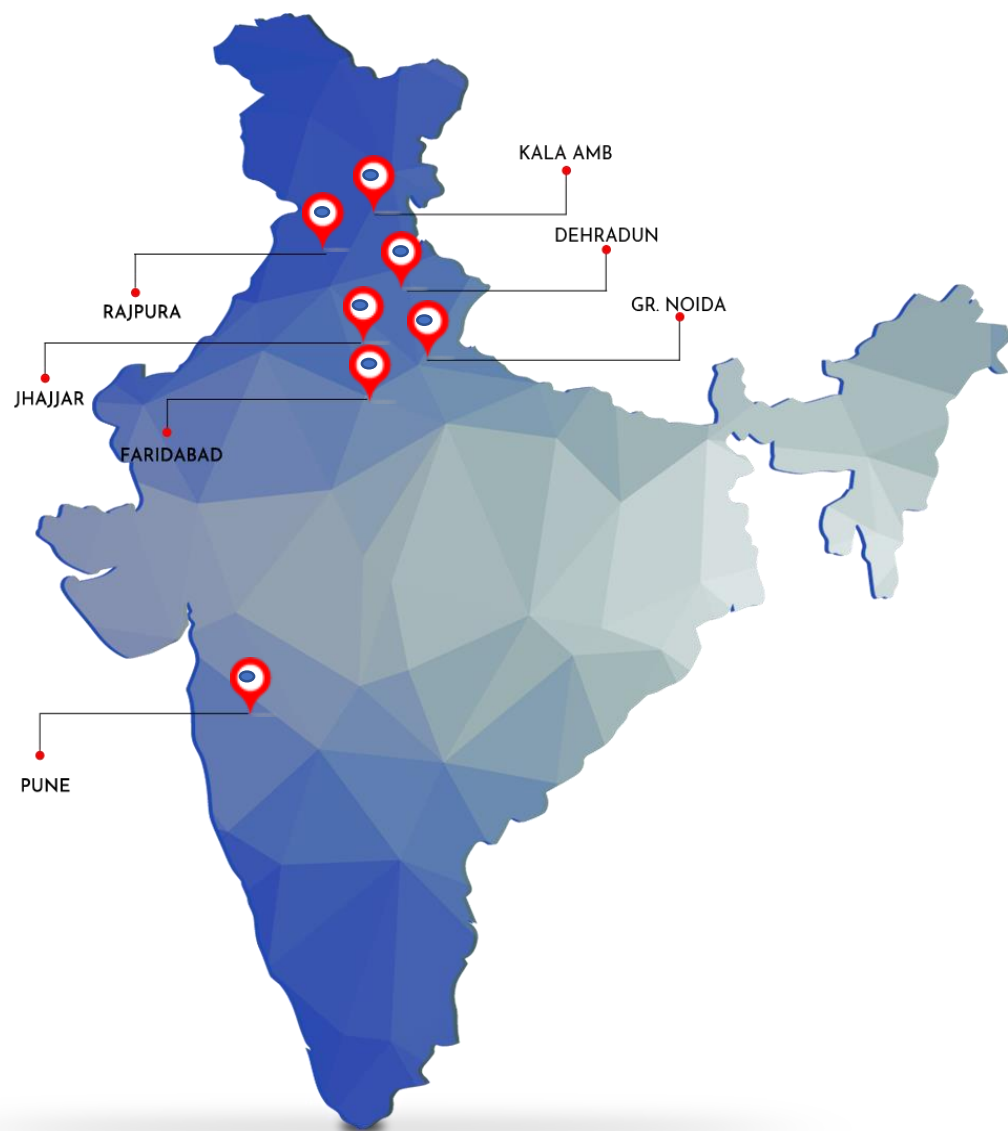
Marquee customer base - 8 out of top 10 RAC brands; serving majority of customers for over 5 years

11 manufacturing facilities strategically located close to customers, enabling faster turnaround

...with 3 decades of History



Our facilities are Strategically located near Customers...



...having facilities across 7 locations



Dehradun Unit 4



Dehradun Unit 5



Dehradun Unit 6



IL JIN Unit



Jhajjar Unit



Ecotech Unit



Kasna Unit



Rajpura Unit



Pune Unit



PICL Unit

Our Strategy that drives Leadership



Leadership Strategy				
Product Portfolio	Research & Development	Backward Integration	Economies of Scale	Customer Relationships
RAC (IDU, ODU & WAC) & Reliable & Critical Functional Components of RAC & other consumer durables	High focus on ODM through R&D initiative offers attractive value proposition to RAC	Enables Flexibility & Cost Competent Solutions	Justify investment of Capital, Time & Efforts	8 out of top 10 Marquee RAC Brands are our Customers
Longer Approval Cycle	24 employees strong R&D team equipped with latest tools & softwares	Entry into Newer Brands through Components	Cost Competitiveness and Better Profitability	Serving majority of customers for over 5 years

55%[#]

Market Share
in
RAC OEMs and ODMs

19%[#]

*Market Share
in
Overall RAC Market in India

Our Comprehensive Product Portfolio



RAC

Spilt AC



Window AC



Energy Rating



Capacity

1 ton
1.5 ton
2 ton
Inverter AC (1, 1.5 & 2 ton)

1 ton
1.5 ton
2 ton

Components

Heat exchangers



Injection moulding



Multi flow condenser



Sheet metal components



Motor



System tubing



Printed circuit board



We offer Critical and Reliable Functional Components...

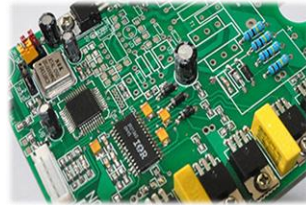


One of Largest Manufacturer and Supplier of Critical & Reliable Components in Room AC segment & other consumer durable products

AC Components



Heat Exchangers



Printed Circuit Boards (PCB)



System Tubing



Sheet Metal Parts



Motors

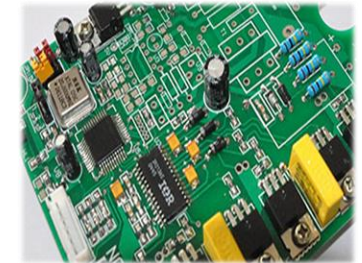


Injection Moulding

Non AC Components



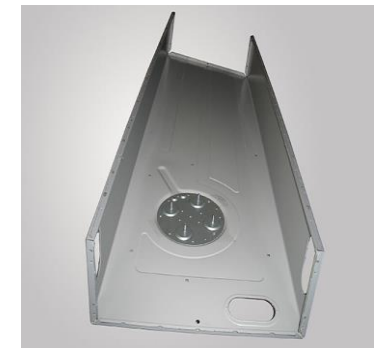
Washing Machine Tub



Printed Circuit Boards (PCB)



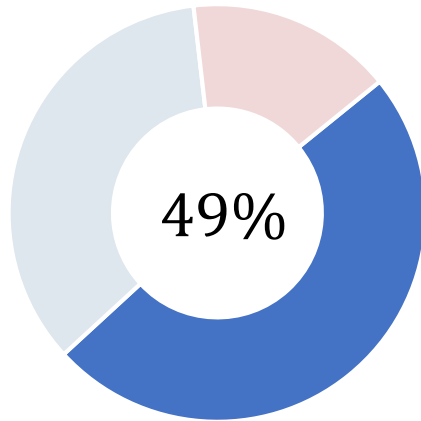
Case Liner & Plastic Extruded Sheets



Sheet Metal Parts

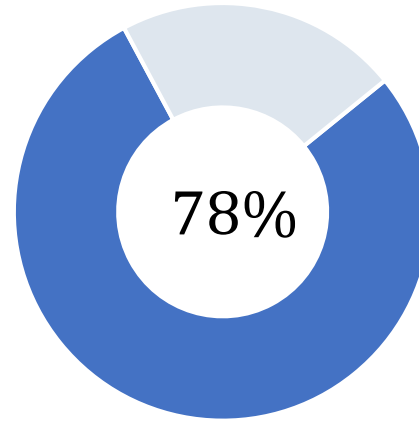
...High degree of Backward Integration....

Outdoor Units*



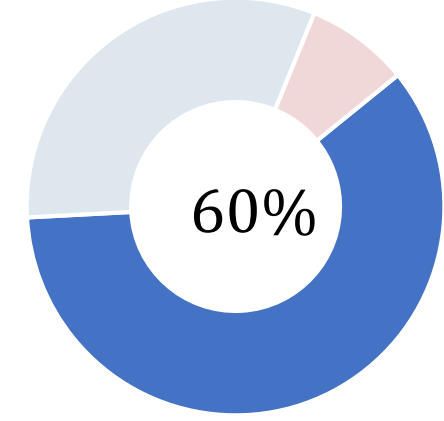
■ Amber ■ Compressors ■ Outsourced

Indoor Units



■ Amber ■ Outsourced

Window ACs



■ Amber ■ Compressors ■ Outsourced

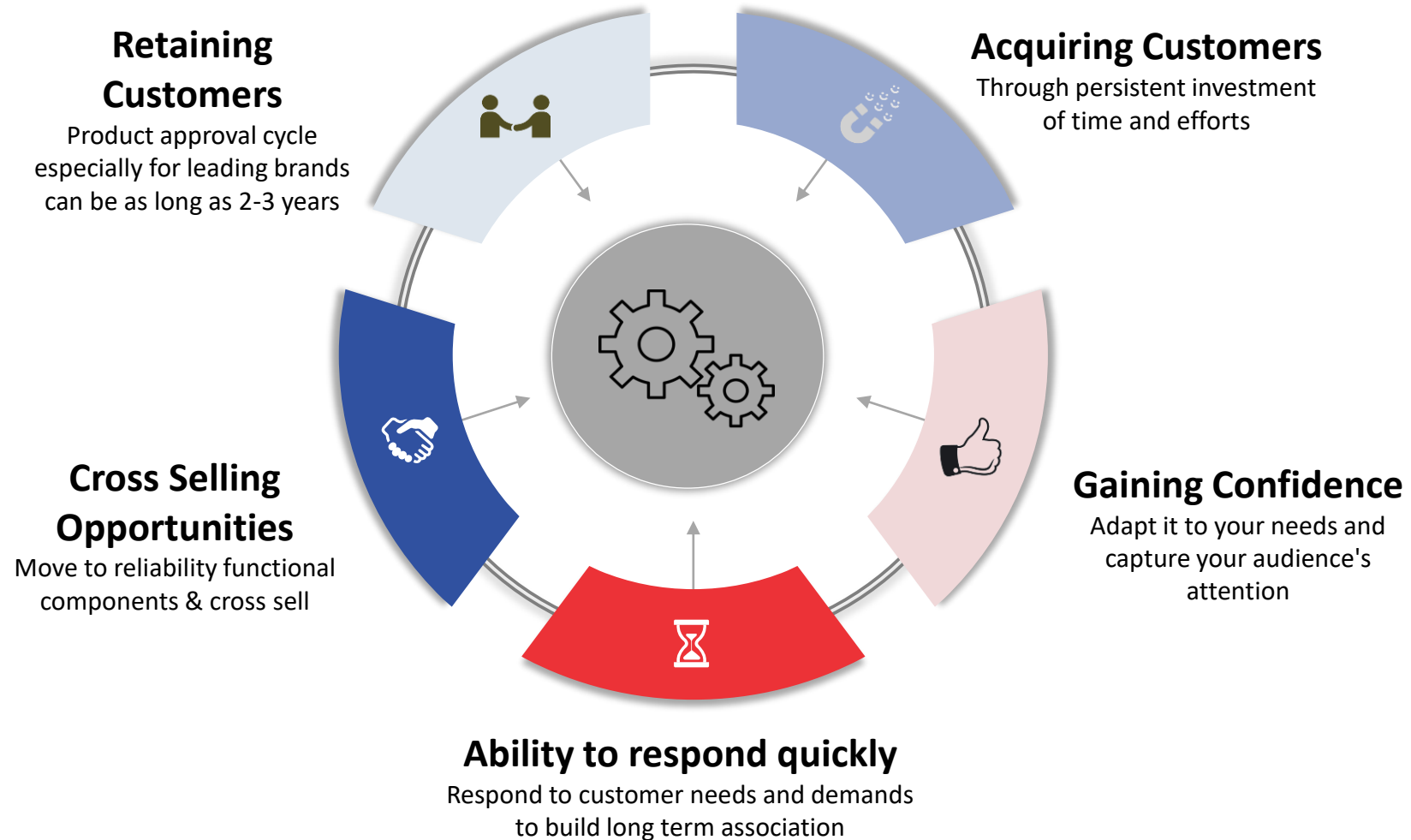
**Critical
& Reliable
Functional
Components**

**Compressors
are Largely
Imported**

**Entry into New
Brands through
Components**

**Flexibility
and
Cost Control**

Our Products have Huge Entry Barriers



Client **Approval** process : 2-3 yrs & gradual **Ramp-up** process : 4-5 yrs

Certifications:

- Approved by Department of Scientific & Industrial Research (DSIR)
- Accredited by National Accreditation Board for Testing & Calibration Laboratories (NABL)



Drop Test

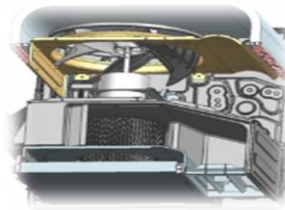


Product Reliability Test

Facility

Facility located in Rajpura, Punjab has:

- 3-D CAD
- Psychometric lab
- Anechoic sound proof room
- Reliability test room
- PCB on-off test infra



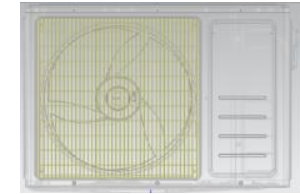
3D CAD Designing

R&D Team includes

- 24 dedicated employees
- From engineering background
- Core team experienced in RAC manufacturing industry
- Area of expertise include energy efficient design, Inverter AC technology, various simulations, 3D designing etc.
- Focus on R&

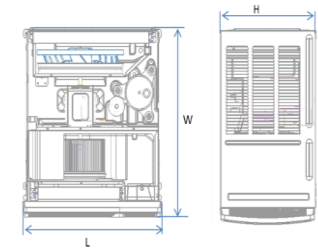
Software's such as 3D modeling, product life cycle management

Structure Design



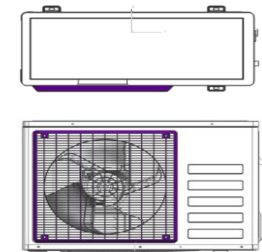
3D Design

Software Simulation



Design of a Window AC model

Cycle Balancing



Design of a Split AC model

...drive ODM business through our R&D capabilities



Amber's R&D and product design capabilities



Leads to high Proportion of ODM business



Which in turn leads to better Profit Margins & Customer Stickiness

One of the few Indian manufacturers with the capability to design and manufacture Inverter ACs



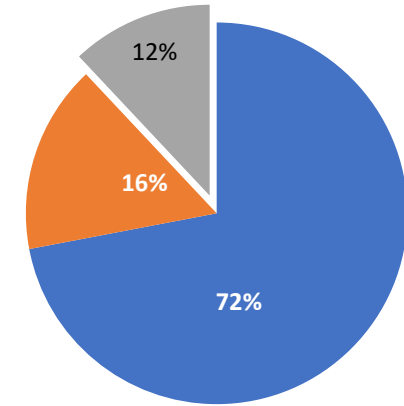
R & D Facilities



Psychometric Lab



Amber designs & manufactures Inverter AC Models



■ Split ■ Window ■ Inverter

12% of the RAC market is Inverter AC*

*Source: Frost & Sullivan Reports

*In FY17

We are Serving Leadership in the RAC Industry



**Our Customer
commands
75%
Market Share**



HITACHI
Inspire the Next

**Most of the Customers
associated with
Amber for 5 Years**



Panasonic
ideas for life



**Collaborative
Approach for new
products with
Customers**



The Brand Names/Model Designations mentioned in the Product List are the property of their respective owners and are used here for identification purpose only.

...with Experienced Leadership & Management Team



Jasbir Singh
Chairman & CEO

- Over 13 years of experience in RAC Manufacturing sector
- Instrumental in successful commissioning of 6 factories in last 10 years
- Initiated the concept of additive manufacturing solutions
- Handles key customer relationships
- Engineering in Industrial Production, Karnataka University & MBA from University of Hull, United Kingdom



Daljit Singh
Managing Director

- Over 9 years of experience in RAC Manufacturing sector
- Previously worked with Morgan Stanley in New York
- Awarded “Entrepreneur of the Year 2016” by Ludhiana Management Association
- Engineering in Electronics, Nagpur University & Masters in Information Technology, Rochester Institute of Technology, USA



Sanjay Arora
Director - Operations

- Responsible for Operations, innovation, security & legal matters
- 34 years of work experience; joined Amber in 2012
- Electrical Engineering from YMCA Institute of Engineering, Faridabad



Udaiveer Singh
President – RAC Division

- Responsible for Planning & Operations of the RAC manufacturing facilities
- 22 years of work experience; joined Amber in 2003
- Mechanical Engineering



Sachin Gupta
VicePresident – RAC Division

- Responsible for Business Development
- 14+ years of work experience; joined Amber in 2014
- Electrical Engineering from Punjab Technical University & PGDBA from ALIIMS Chennai



Sudhir Goyal
CFO

- Responsible for Finance & Accounts
- 13+ years of work experience; joined Amber in 2012
- Chartered Accountant from ICAI, B.Com (Hons) from Delhi University

...with Testimony from our Customers

Consistently recognized by customers for performance, infrastructure, quality & support



All the units are accredited with relevant Accreditations



Quality Management
Systems Certification



Environmental Management
Systems



Occupational Health and Safety
Management Systems



Quality Management
Systems Certification

Year	Particulars
2017	'Best Support: Green Supply Chain' from Godrej for 2016-2017. - Gold award in relation to green company rating system from CII-Sohrabji Godrej Green Business Center in 2017
2016	'Best of Best Performance Award' from LG Electronics for 2015 and 2016 'Leadership Business Innovation Award' from Panasonic for 2015-2016 'Best Infrastructure Improvement Award' from LG Electronics for 2016. 'Vendor Performance Excellence Award' in finished goods category from Blue Star for 2015-2016.
2015	'Best Development Support Award' from Panasonic for 2014-2015 'Best Supplier Award for on-time Delivery' in Strategic Business Partners Meet, 2015 'Best Supplier Award' from Honeywell, 2015
2014	'Cost Improvement Outstanding Performance Award' from Panasonic for 2014 'Best ASCE Performance Award Year' from LG Electronics for 2014 'Localization Support Excellence Award' from Panasonic for 2013-2014

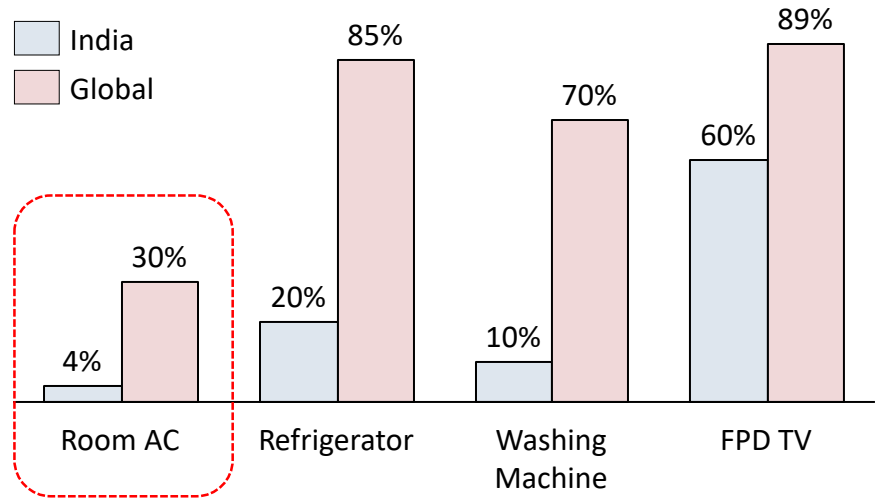
Product Market Update



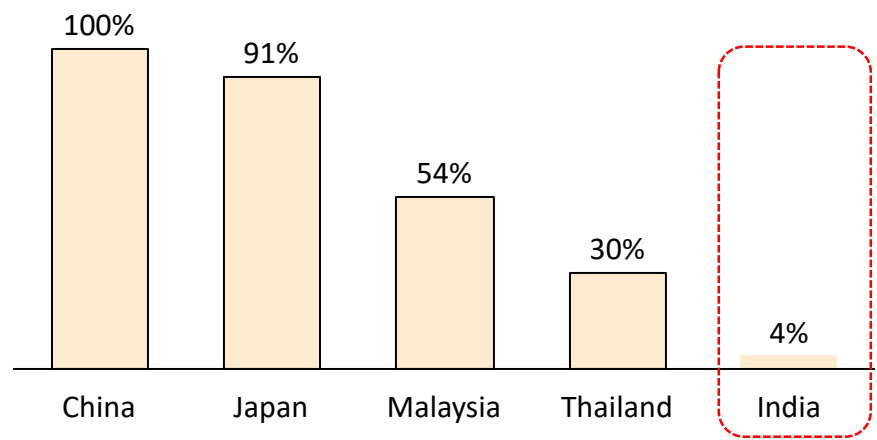
RAC's is highly underpenetrated in India



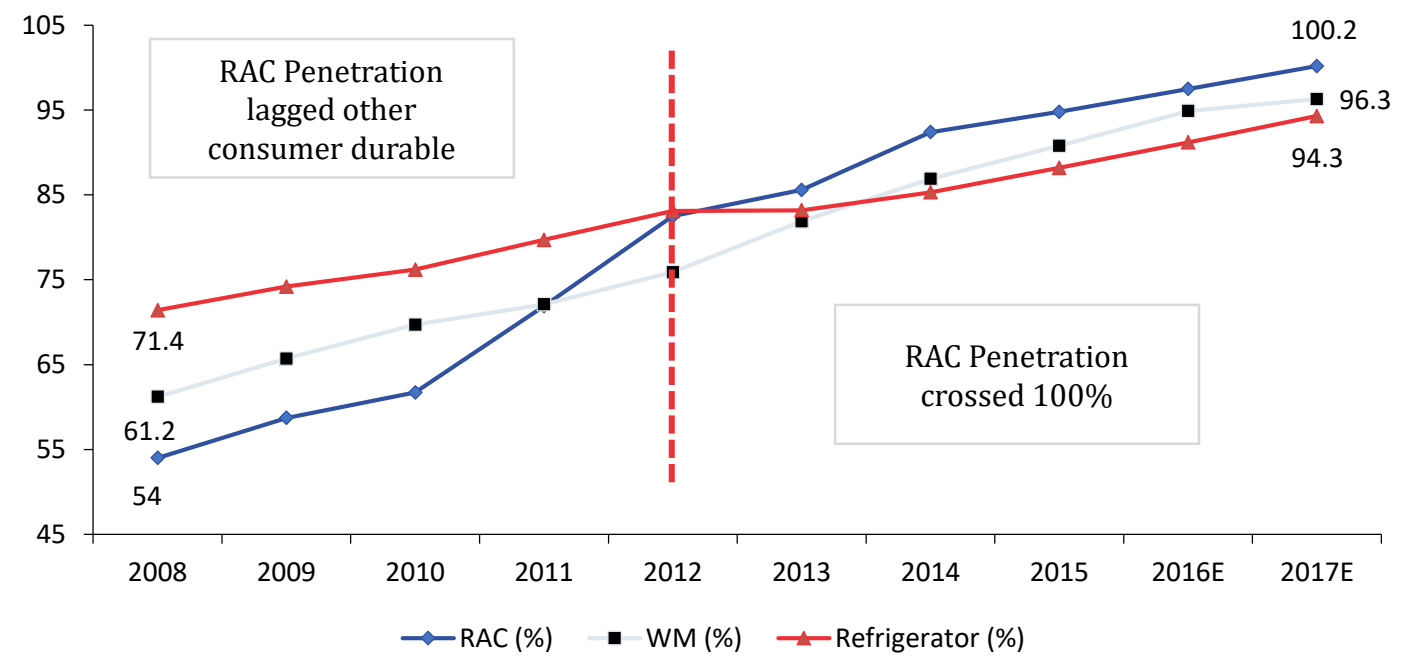
RAC Penetration v/s other Consumer Durables



RAC Penetration in India

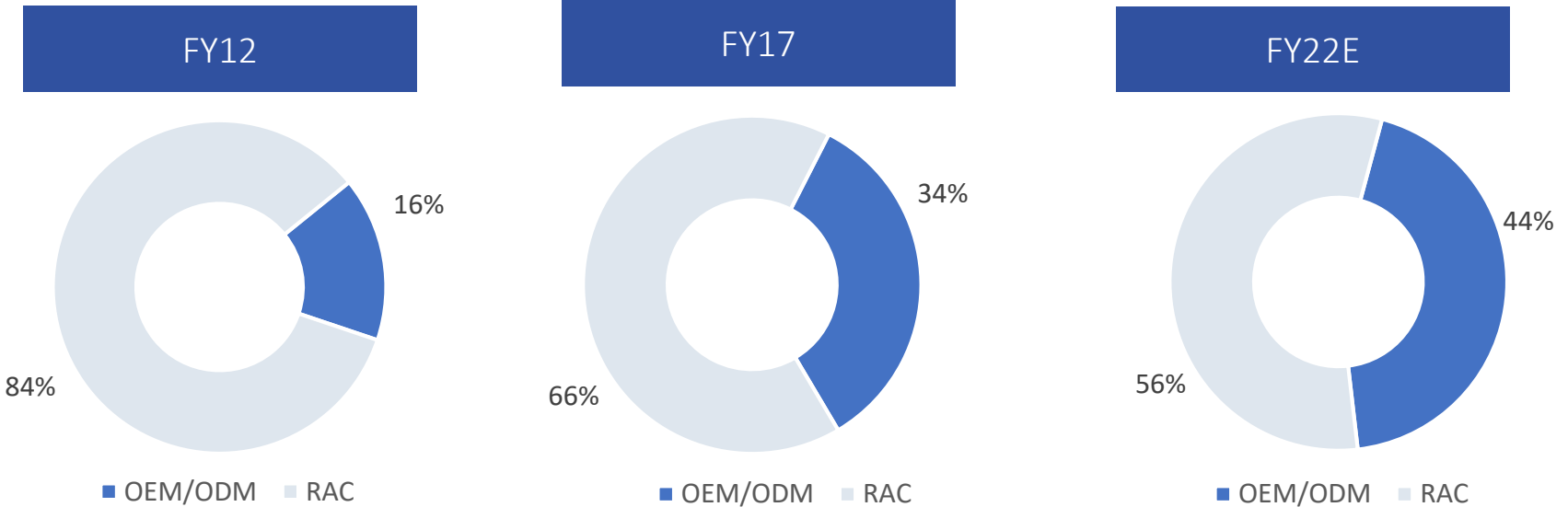


Exponential Growth in China



1	2	3	4	5
Aspirational Middle class & Changing lifestyles	Low Market Penetration	Adequacy of Power	Energy-efficient Air Conditioners	Increase in Average Temperatures

Brands are focussed on Asset Light Strategy for growth...



Brands focusing on Asset Light Strategy with focus on Innovation, Marketing & Distribution

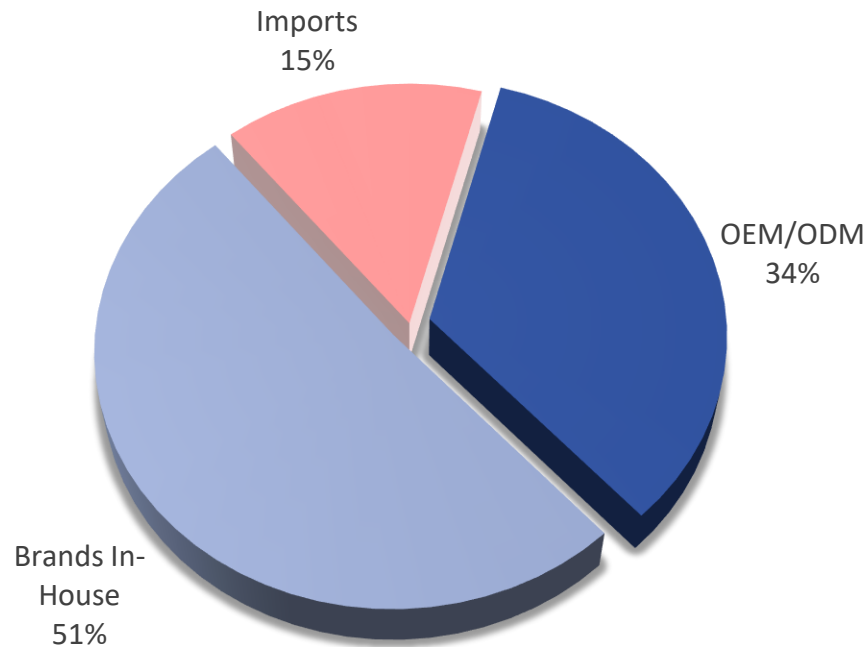
ODMs have economies of scale with qualitative Manufacturing Facilities and R&D

ODMs are backward integrated with Flexibility, Nimble Operations and Better Timelines

Mn	Total RAC Volume	OEM/ODM Volumes
FY12	3.0	0.5
FY17	4.7	1.6
FY22E	8.6	4.9

...leading to solid growth in a Structural Deficit Market

Break down of RAC Sourcing (FY17)



ODM allows faster product development, design support along with manufacturing



ODM is a step forward in gaining customer confidence besides acquiring higher wallet share



RAC brands avoid manufacturing challenges & save on cost along with faster time to market



New market entrants find ODM an attractive option in order to achieve faster market penetration



Association with ODM is strategic whereas, OEM collaboration is transactional

Huge Opportunity : Underpenetrated & Latent Demand



Global Penetration*

Aspirational Buying
Behaviour



FPD TV

89%

1-2 Units per House



Refrigerator

85%

1-2 Units Per House



Washing Machine

70%

1-2 Units per House



Room AC

30%

Huge Potential
Existing Underpenetrating
per house



Multiple Units per House

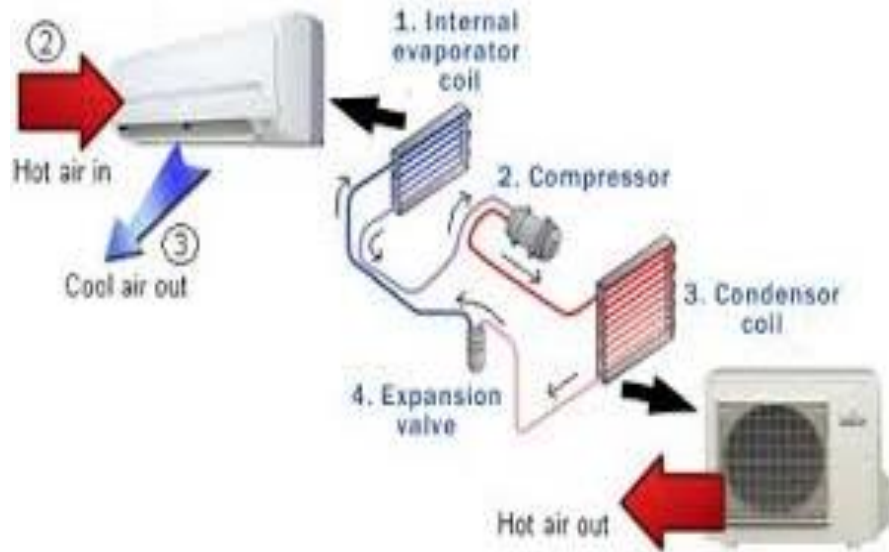


Institutional Usage

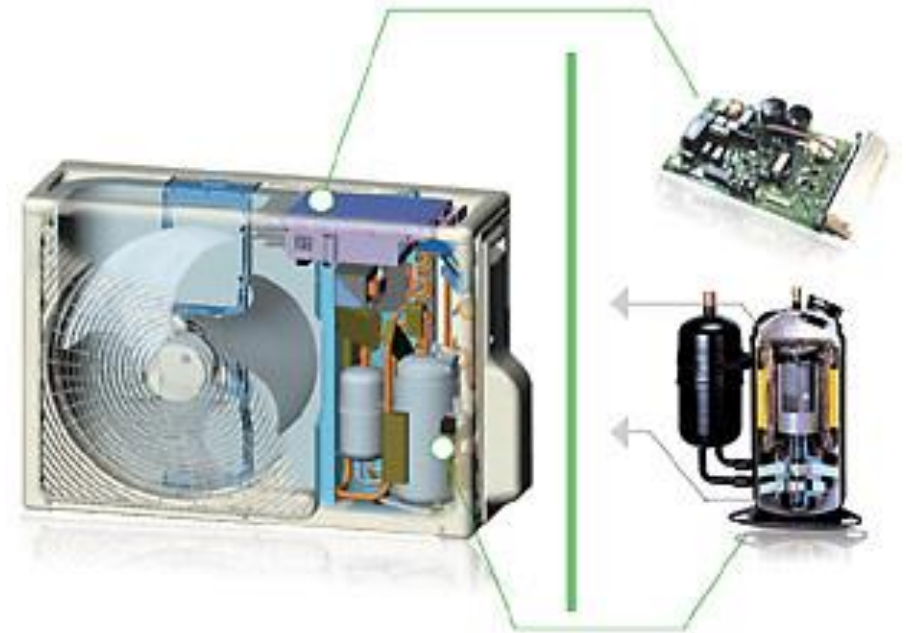
Acquisitions : Access to Future Ready Technology



Mechanical Product



Smart Electronic Product



Acquisitions to add Future Ready Technology



- IL JIN is engaged in manufacturing, assembling, dealing, importing and exporting of electronic assembled PSBA for Consumer Electronics
- Customers : Panasonic, Samsung, LG etc

Ever Electronics

- No.1 PCBA Manufacturer in India engaged in manufacturing of Consumer Electronics PCBA
- Customers: LG, LS Automotive, Powercraft Electronics Pvt Ltd, Godrej, Intangibles Labs Pvt Ltd etc

**Mechanical Product
to
Smart Electronic Product**

Amber's Position

Growth Drivers

- AMBER 's Leadership Position :
 - ✓ Only OEM / ODM in India with integration of all high reliability parts , except compressor
 - ✓ Leading edge in OEM segment
 - ✓ Access to forthcoming technology

- Amber's Future Growth Drivers
 - ✓ Portfolio of Components
 - ✓ Addition in Product Category
 - ✓ Expansion in Business Segment
 - ✓ Addition of Customers

Range of Products



Glimpse of the Manufacturing Facilities of IL JIN



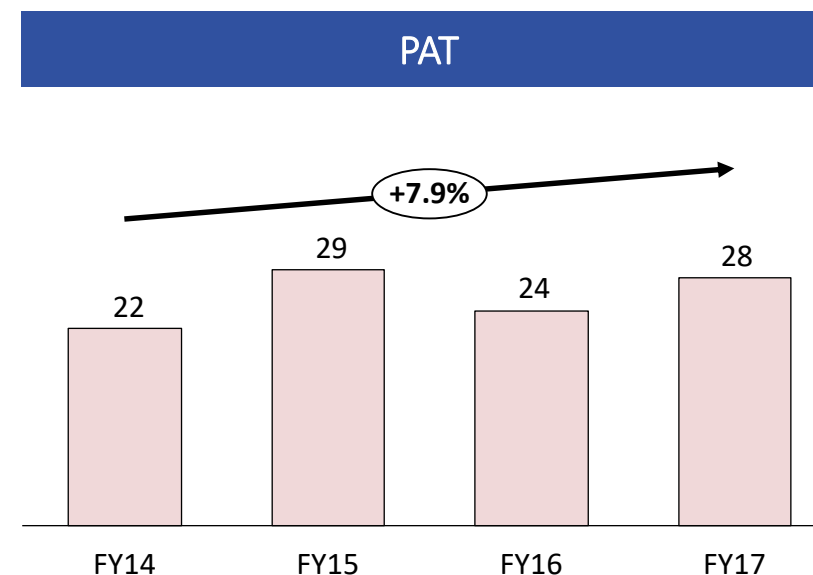
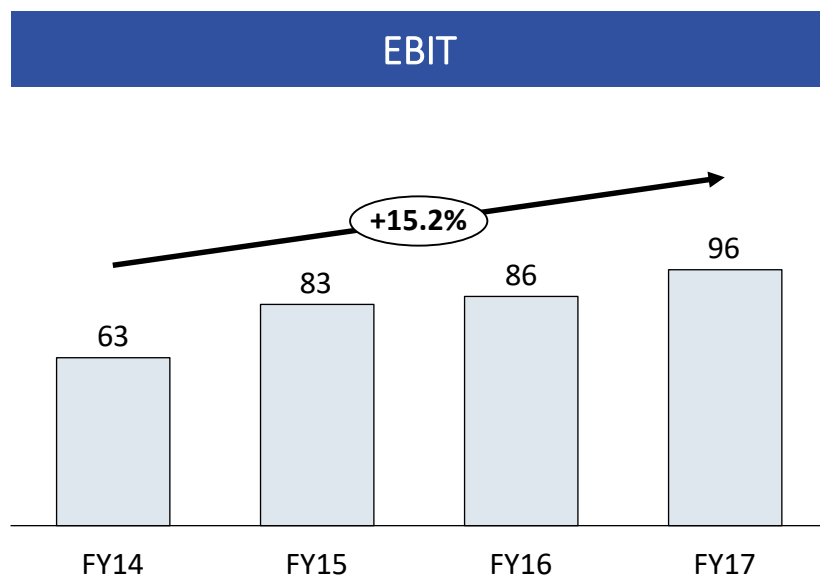
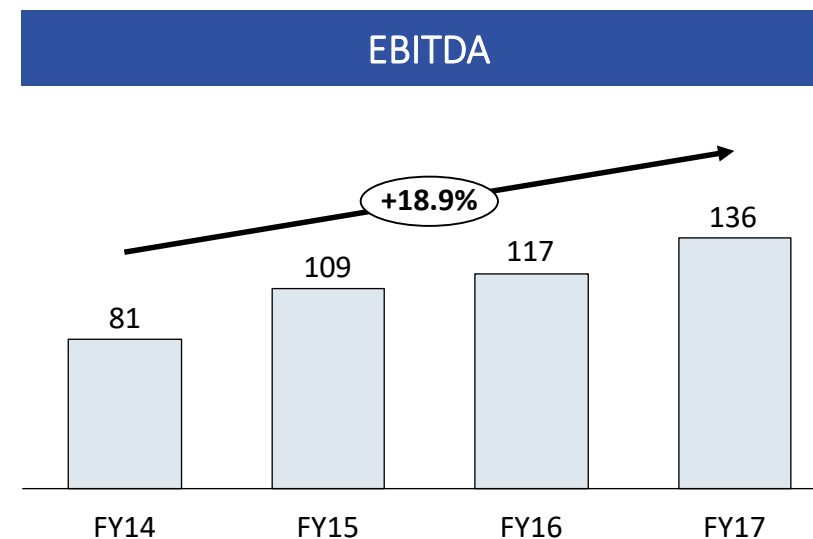
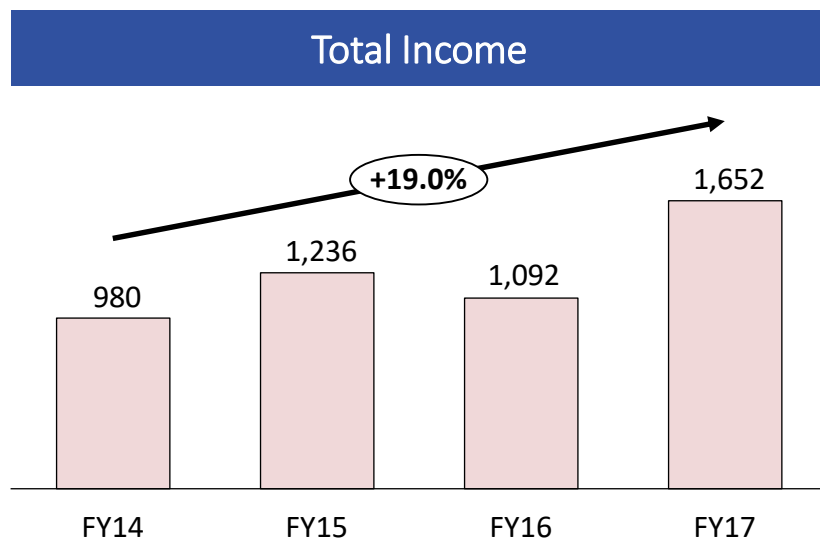
Long Term Value Creation



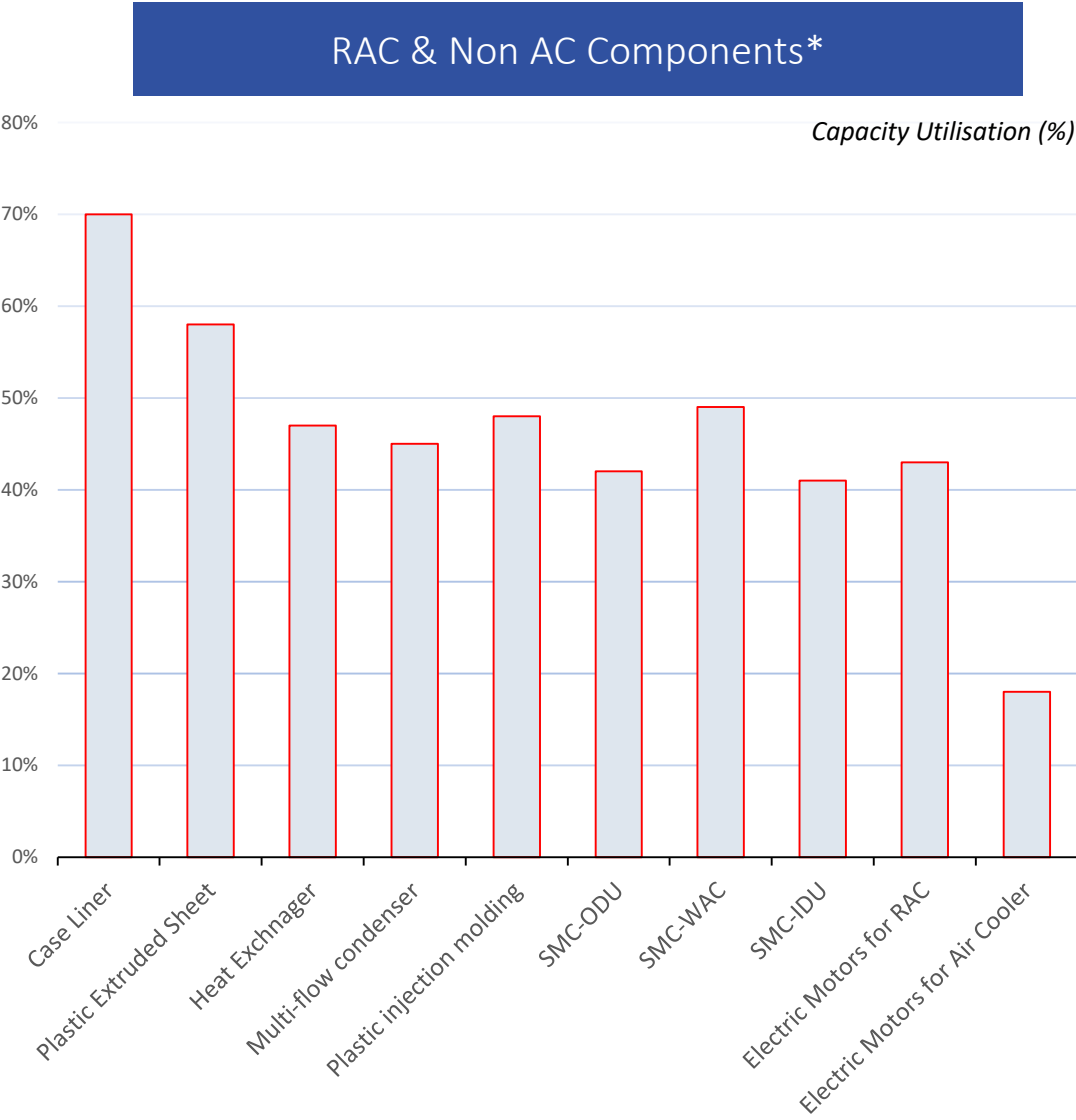
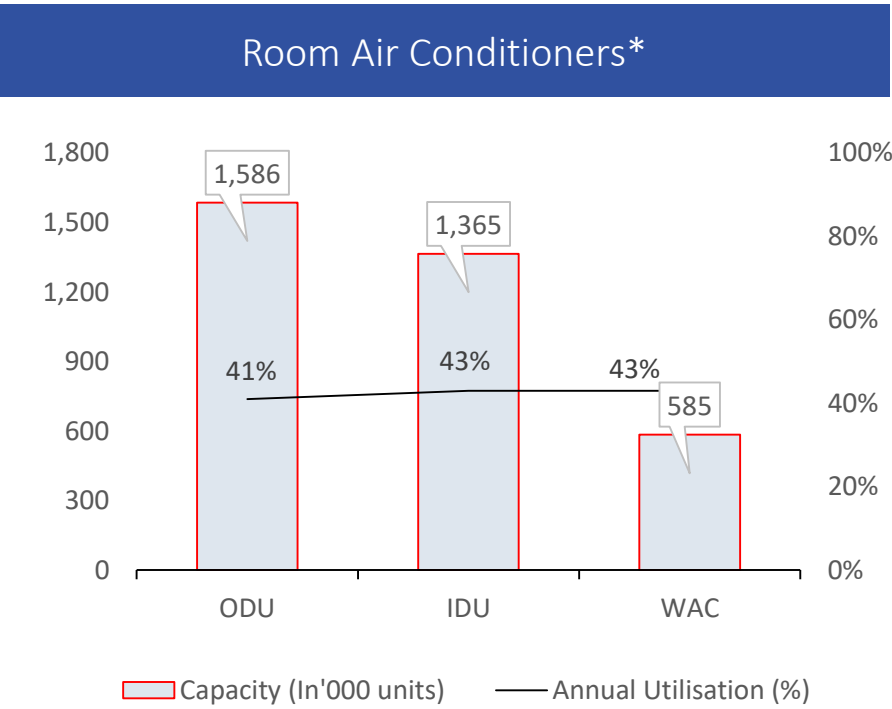
Consolidated Operating Performance



Rs. (In Crs.)



Capacity Utilization



Consolidated Profit & Loss Statement



Rs. In Crs	FY17	FY16	FY15	FY14
Revenue from operations	1,728	1145	1,281	1,014
Excise duty	84	56	51	41
Total Revenue	1,644	1,089	1,230	973
Other Income	8	3	6	6
Total Income	1,652	1,092	1,236	980
Raw Material	1,374	859	1,013	798
Employee Expenses	44	37	34	32
Other Expenses	98	80	81	69
Total Expenses	1,516	975	1,128	899
EBITDA	136	117	109	81
Depreciation & Amortisation	40	31	26	18
EBIT	96	86	83	63
Finance Cost	58	53	43	32
PBT	38	33	40	31
Tax	10	9	12	8
PAT	28	24	29	22

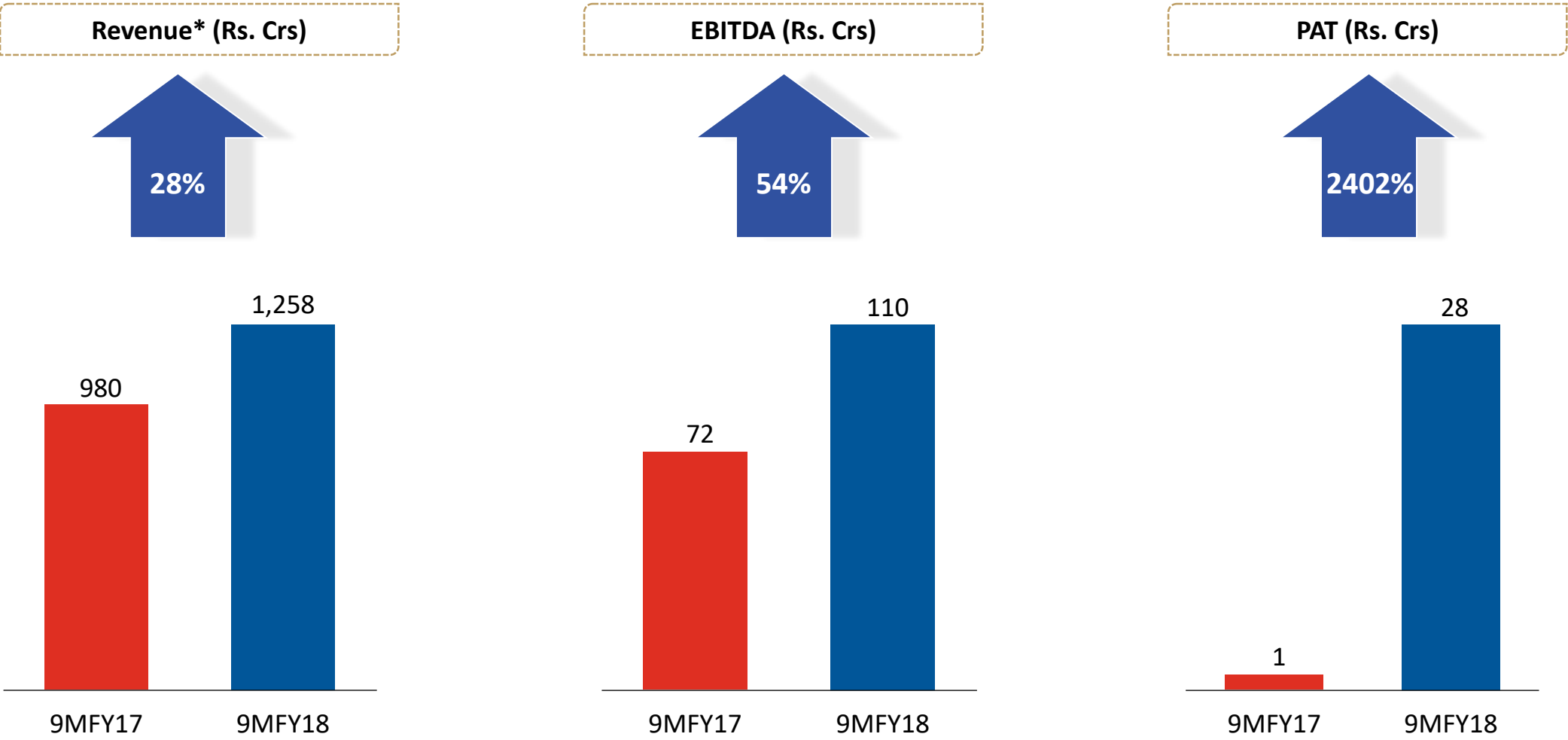
Consolidated Balance Sheet



Rs. In crs	Sept-17	Mar-17
EQUITY & LIABILITIES		
Shareholders Fund		
Share Capital	24	24
Reserves & Surplus	339	311
TOTAL SHAREHOLDERS FUND	363	335
Non Current Liabilities		
- Long Term Borrowings	183	252
- Deferred Tax Liabilities(Net)	54	43
- Other Long Term Liabilities	0	0
- Long Term Provisions	4	3
TOTAL NON CURRENT LIABILITIES	242	298
Current Liabilities		
- Short Term Borrowings	245	93
- Trade Payables	192	446
- Other Current Liabilities	125	110
- Short Term Provisions	5	4
TOTAL CURRENT LIABILITIES	568	653
TOTAL EQUITY & LIABILITIES	1,172	1,287

Rs. In crs	Sept-17	Mar-17
ASSETS		
Non Current Assets		
Fixed Assets	582	578
- Non Current Investments		
- Long-term loans and advances	69	55
- Other non-current assets	0	3
- Deferred Tax Assets (Net)	0	0
TOTAL NON CURRENT ASSETS	651	636
Current Assets		
- Inventories	265	268
- Trade Receivables	175	310
- Cash & Cash Equivalents	29	35
- Short Term Loans & Advances	48	37
- Other Current Assets	4	1
TOTAL CURRENT ASSETS	520	650
TOTAL ASSETS	1,172	1,287

9MFY18 Standalone Result Highlights



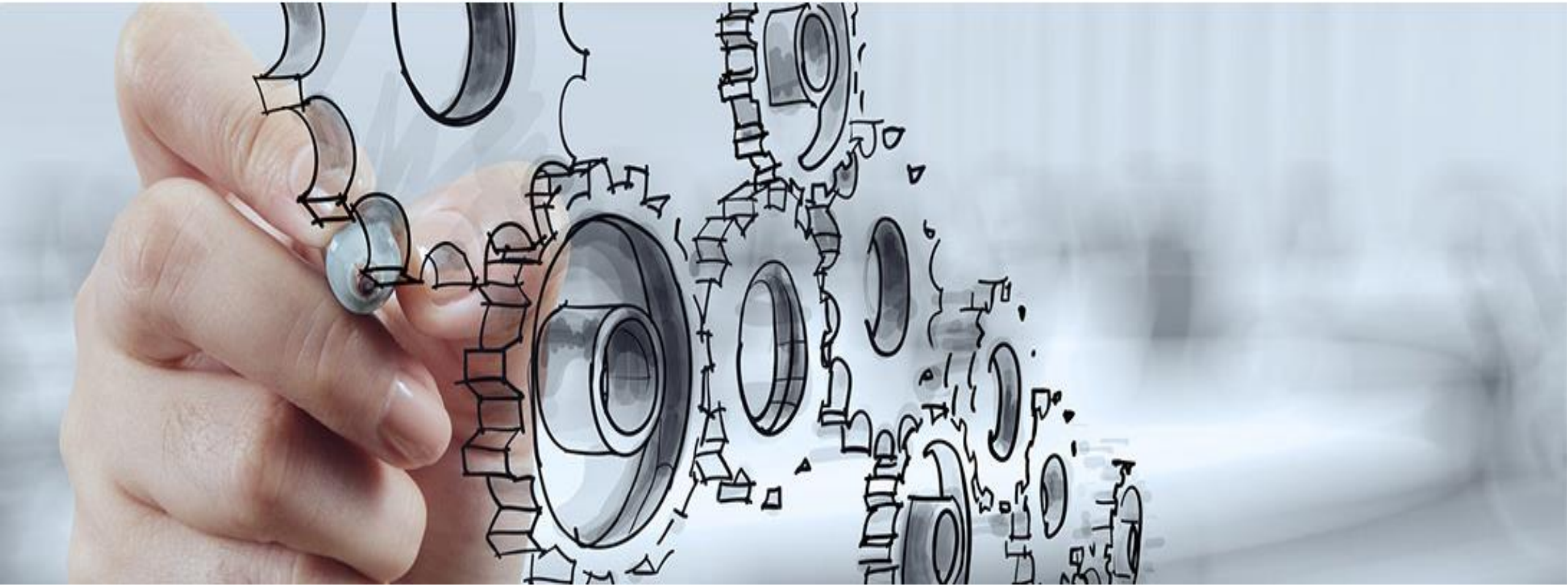
Growth & Profitability of the Acquisitions yet to yield results

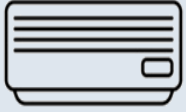
Standalone Profit & Loss Statement



Rs. In Crs	9MFY18	9MFY17	Change
Revenue from Operations	1,258	980	28%
Excise duty	27	35	
Total Revenue	1,231	945	30%
Other Income	8	2	
Total Income	1,239	947	
Raw Material	1,034	790	
Employee Expenses	29	26	
Other Expenses	65	59	
Total Expenses	1,129	875	
EBITDA	110	72	54%
Depreciation & Amortisation	32	27	
EBIT	78	45	76%
Finance Cost	39	43	
PBT	39	1	
Tax	11	0	
PAT	28	1	2,402%

Strategic Priorities





Product Expansion

- Special focus on new models of IOT based Inverter RAC
- Add RAC components such as brushless DC Motor, Resin-core motors & inverter controllers to achieve greater backward integration



Customer Expansion

- Increase wallet share per Customer
- Pre-empt market dynamics & improve customer offerings
- Design higher energy efficient models



Geography Expansion

- Increase customer acceptance of our products in international markets
- Initiate exports to Middle East, South East Asia & Europe

Economies of scale operating leverage to play out



Focus on integration & in-house processing



Profitable Growth

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