STEEL STRIPS GROUP

STEEL STRIPS WHEELS LTD.
CIN: L27107PB1985PLC006159
Head Office : **ISO /TS16949 Certified**
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

Ref. SSWL/2014
Dated 01.12.2014

Bombay Stock Exchange 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

SSWL November Sales up 21 percent

Dear Sir,

SSWL is pleased to announce that in November 2014, total wheel rim sales in numbers stood at 10.54 Lacs Vs 8.70Lacs in November 2013 representing a growth of 21%.

In terms of Value, the company has achieved gross turnover of Rs 102.63 Crs in November 2014 Vs 91.35 Crs in November 2013, there by recording growth of 12.35% and achieved a Net turnover of Rs. 92.41Crs in November 2014 Vs Rs.81.43Crs in November 2013, recording a growth of 13.48%.

Segment wise Breakup of growth

Segment	September Growth (YoY)
Passenger Car	31%
Truck	80%
Tractor	-22%
Exports	-10%
2&3 wheelers	27%
Overall	**21%**

Passenger car segment grew 31% in November 2014 YoY. The ramp up by across the PV customers is yielding the volumes and will continue to grow aggressively with few new models coming for mass production in next quarter. The Q4 sales are expected to extremely robust on the back of all model running on ramp up stage.

Works & Regd. Office : Vill. Somalheri/Lehi, P.O. Dappar, Tehsil Derabassi, Distt. Mohali, Punjab (India)
Tel. : +91 (1762) 275249, 275872, 275173 Fax : +91 (1762) 275228
Email : admin@sswlindia.com Website : www.sswlindia.com
Delhi Office : S-2, Second Floor, Vasant Square Mall, Community Center, Pocket V , Plot No. A, Sector B, Vasant Kunj, New Delhi - 110 070, Phone-011-40000378, 377, 376

Certified ISO 14001 by BVQi
Certified ISO/TS 16949 by BVQi

STEEL STRIPS GROUP

STEEL STRIPS WHEELS LTD.
CIN: L27107PB1985PLC006159
Head Office : **ISO /TS16949 Certified**
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

2 & 3 Wheeler segment volumes grew by 27% in November 2014 YoY. The sector is back with the volumes with an exception of last month due to inventory control. The sector will continue to move higher with growth and will continue to deliver volume growth in coming months.

LCV & MHCV segment volumes grew by 80% YoY in November 2014 and is expected to continue the trend going forward with a lot of development coming on stream for mass production. The new customer addition is also yielding higher numbers and will continue to improve utilization going into last quarter of the financial year. We expect the Q4 to be best in company's History of the CV segment.

Exports fell by 10% to 0.93 Lacs in November 2014 vs. 1.04 Lacs November 2013. The MoM improvement has already started and we will continue to move higher in coming month to cover the lost ground on exports and are confident of covering it in balance 4 months of the year.

Tractor segment volumes dropped by 22% in November 2014. The tractor segment volumes continue to de-grow and we hope that seasonal growth in Q4 will come and will lift sentiment for the sector. The sector is reeling under the record sales year in FY 13-14 and weak monsoon. We expect that the harvest season will lift the seasonal demand and will bring cheer for the segment.

Kindly take the same on your record.

Thanking You.

Yours Faithfully,

For Steel Strips Wheels Limited

SHAMAN JINDAL
(DGM-CUM-COMPANY SECRETARY)

Works & Regd. Office : Vill. Somalheri/Lehi, P.O. Dappar, Tehsil Derabassi, Distt. Mohali, Punjab (India)
Tel. : +91 (1762) 275249, 275872, 275173 Fax : +91 (1762) 275228
Email : admin@sswlindia.com Website : www.sswlindia.com
Delhi Office : S-2, Second Floor, Vasant Square Mall, Community Center, Pocket V , Plot No. A, Sector B, Vasant Kunj, New Delhi - 110 070, Phone-011-40000378, 377, 376

Certified ISO 14001 by BVQI
Certified ISO/TS 16949 by BVQI