STEEL STRIPS GROUP

STEEL STRIPS WHEELS LTD.
Head Office : **ISO TS16949 Certified**
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Ref: SSWL/2014
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The National Stock Exchange of India Ltd. Exchange Plaza, Plot No. C/1, G Block, Bandra-Kurla Complex, Bandra (E), Mumbai-400 051	Bombay Stock Exchange Limited Department of Corporate Services, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001

SUB: SSWL Achieves 11 Lac Wheel Sales: Highest Ever

Dear Sir,

SSWL is pleased to announce that in July 2014, total wheel rim sales in numbers stood at 11.03 Lacs Vs 8.82 Lacs in July 2013 representing a robust growth of 25%. The growth momentum is catching up with upcoming festive season and robust roll outs by the company. **The momentum is very strong and may push us to revise upward the quarterly guidance provided by us last month.**

In terms of Value, the company has achieved Highest gross turnover of Rs 115.51 Crs in July 2014 Vs 93.84 Crs in July 2013, there by recording a growth of 23% and achieved a Net turnover of Rs. 104.29 Crs in July 2014 Vs Rs. 85.02 Crs in July 2013, recording a growth of 23%.

Segment wise Breakup of growth

Segment	July Growth (YoY)
Passenger Car	21%
Truck	57%
Tractor	-9%
Exports	14%
2&3 wheelers	52%
Overall	25%

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Passenger car segment grew 21% in July 2014 YoY. The PV segment growth is indicative of the fact that SSWL is gaining market share and showing the dominance in the new business launches where the volume growth is happening. The PV segment will continue to see healthy growth on all the new businesses attained in recent past ensuring that SSWL consistently gains market share.

Exports volume grew by 14% to 1.42 Lacs in July 2014 Vs. 1.24 July in 2013. The export volumes are picking up and with new orders from aftermarket segment from Russia will aid volumes and as they are repeat orders the will be a part of regular business from now onwards.

2 & 3 Wheeler segment volumes grew by 52% in July 2014 YoY. The growth for 2 &3 wheeler segment is extremely robust and will maintain the trend. The volume growth is encouraging within this segment and is expected to maintain the trend going ahead. The 2&3 wheeler production with few OEMs have picked up pace and will result in yielding better volumes going forward.

LCV & MHCV segment volumes grew by 57% YoY in July 2014 on the back of all round growth among customers. The momentum is gaining and all the new product development is helping us to achieve higher milestones. Next month is also looking very good for this segment and high double digit growth is expected out of the segment.

Tractor segment volumes dropped by 9% in July 2014 YoY. The tractor market is still slack and not gaining momentum as expected and with monsoon progress still very slow and same is dampening the consumer sentiment. We expect the trend to continue for next month. The focus is to maintain growth by increasing market presence and adding wheels to portfolio for enhanced offering.

Kindly take the same on your record please.

Thanking You.

Yours Faithfully,
For STEEL STRIPS WHEELS LIMITED

(Shaman Jindal)
DGM-Cum-Company Secretary