STEEL STRIPS GROUP

STEEL STRIPS WHEELS LTD.
Head Office : **ISO /TS16949 Certified**
SCO 49-50, Sector-26,
Madhya Marg, Chandigarh -160 019 (INDIA)
Tel : +91-172-2793112, 2792385
Fax : +91-172-2794834, 2790887
Website : www.sswlindia.com

Ref: SSWL/2013/
03.10.2013

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 crosses 1 million monthly wheels sale for the first time in September.**
Sir,

SSWL is enthused to announce that it has recorded its highest ever monthly sale in September 2013. Total wheels sales crossed 10 lacs in September 2013 and stood at 10.05 Lacs vs. 9.25 Lacs (YoY), a growth of 9%. Incidentally the previous best monthly performance was in august 2013 when it had a record 9.71 Lacs wheels sale.

Passenger Car/MUV wheels sale grew 8% MoM to 418280 in September 2013 Vs 388086 in August 2013. There was a 14% decline YoY due to base effect of car segment sale which will improve going forward with new business starts and ramp of existing businesses. The car segment growth is also expected to improve further with our portfolio doing exceedingly good and getting very high customer acceptance. SSWL enjoys 100% supply to Honda amaze, Hyundai i10 Grande, Renault Duster. Few new passenger car businesses will start by December 2013 where SSWL enjoys 100% supply which will further boost volumes.

The tractor segment grew strongly with a growth of 43% and the trend is expected to continue and improve the profitability going ahead. On the back of a very good monsoon this segment will continue to drive numbers in second half of FY 2013-14.

2 & 3 wheeler segment grew by 58% in line with our guidance and the robust pace will continue with few more new business starts and ramp up of existing models.

Exports grew by 107% in September 2013 with total numbers at 149280 Vs 72076 in September 2012. Going forward we look to further add volumes in this segment based on start of new businesses that the company had bagged in the past.

With the September sale, the second quarter (Jul-Sept 2013) sale stood at 28.54 Lacs vs. 25.27 Lacs for the same period last year. The second quarter nos beat our guidance of 27.50 Lacs provided in the month of July by a healthy margin.

Commercial vehicle segment is limping in slow lane and our new developments in this segment will start delivering in the third quarter. This along with expected pick up in CV segment in balance months of this fiscal will prove to be a very valuable kicker in terms of sales and also EBITA accretion.

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

STEEL STRIPS GROUP

STEEL STRIPS WHEELS LTD.
Head Office : **ISO /TS16949 Certified**
SCO 49-50, Sector-26,
Madhya Marg, Chandigarh -160 019 (INDIA)
Tel : +91-172-2793112, 2792385
Fax : +91-172-2794834, 2790887
Website : www.sswlindia.com

The capacity utilization has improved considerably over last 6 months and currently our Dappar plant is at 90% utilization and Chennai is operating at 60% utilization. Chennai plant is expected to move further towards 70-75% towards end FY 2013-14 with support from export as well as domestic business.

The forward guidance for the 3rd quarter is given below with total wheels sales expected at 30Lacs. We are setting a stiff target for the company and expect to achieve it on the back of growth in all across segments.

Segment wise expected growth in Q3 FY 2013 against Q3 FY 2012

Sale volume of Steel Wheel rims (In Nos.) in Q3 2012 (Sept – Dec 2012)	Expected Sale volume of Steel Wheel rims (In Nos.) in Q3 2013 (Sept – Dec 2013)	Expected growth (%) in Q3 2013 over Q3 2012
24.16 lacs	30.0 lacs	24%
Sale volume of Steel Wheel rims (In Nos.) in Q2 2013 (July – Sept 2013)	Expected Sale volume of Steel Wheel rims (In Nos.) in Q3 2013 (Sept – Dec 2013)	Expected growth (%) in Q3 2013 over Q2 2013
28.54 Lacs	30.0Lacs	5%

Segment wise Guidance.

Segment	Q3 FY 13-14 Growth YoY
Car	10%
Tractor	24%
LCV & M-HCV	5%

Kindly take the same on your record please.

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[illegible] BVQI