



**MINDA CORPORATION LIMITED**  
(GROUP CORPORATE OFFICE)

Date: 6.06.2022

<b>The Officer-In-Charge (Listing)</b> <b>Listing Department</b> <b>National Stock Exchange of India Ltd.,</b> <b>Exchange Plaza, Bandra Kurla Complex,</b> <b>Bandra (East),</b> <b>Mumbai - 400 051</b> <b>Symbol: MINDACORP</b>	<b>Head - Listing Operations,</b> <b>BSE Limited,</b> <b>P.J. Towers, Dalal Street, Fort,</b> <b>Mumbai – 400 001</b> <b>Scrip Code: 538962</b>
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**Sub: Intimation of Schedule for participating in annual Investor Conference**

Dear Sir/ Madam

In compliance with regulation 30 read with schedule III, of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, a virtual investor conference call organized by Yes securities on Monday, June 6, 2022 is being attended by the Company.

A copy of presentation is enclosed for your reference.

This information is also being uploaded on the Company's Website [www.sparkminda.com](http://www.sparkminda.com)

This is for your information and record.

Thanking You,

Yours Faithfully

**For Minda Corporation Limited**



**Pardeep Mann**  
**Company Secretary**  
**Membership No. A13371**



Yes Securities Annual Investor  
Conference  
June 2022

# Spark Minda

Innovation for Connected  
and Shared Mobility

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# CONTENTS

- Company Snapshot ○
- Trends in Automotive Sector & Our Readiness ○
- Our Strategic Priorities ○
- Financial and Business Performance Update ○

## Company Snapshot



## Leading Automotive Component Supplier – Since 1958



16,000+  
WORKFORCE



7  
PARTNERSHIPS

INR 35,538 million  
REVENUE



33  
PLANTS/OFFICES

14	13
NORTH	WEST
3	3
SOUTH	ASEAN



### VISION

To be a dynamic, innovative and profitable global automotive organization for emerging as the preferred supplier and employer, to create value for all stakeholders.

# Schematic Representation of Minda Corporation



Mechanics Information and Connected System Interiors & Plastics Aftermarket Electronic Manufacturing Excellence

# Key Products across various Business Verticals

## Mechatronics (Business Vertical 1)



Ignition  
Switch Cum  
Steering Lock

Smart Key  
System



Mechanics  
Handles



Immobilizer  
System



Aluminum Die  
Casting



Compressor  
Housing



Alternator



Starter Motor

## Information & Connected Systems (Business vertical 2)



Speedometer



Wiring Harness



Steering Roll  
Connector



Junction  
Box



Speed



EGT &  
EGRT



PM / SOOT  
Sensor

## Plastics & Interiors (Business vertical 3)



Cup Holder



Ash Tray



Louvers



Glove Box



Steering Column  
Shroud



Seat  
Panel



Structural  
Parts



Oil  
Sump



Cylinder Head



Battery Tray

## Aftermarket (Business vertical 4)



Spares of BV1 & BV2

## Electronics Manufacturing Excellence



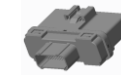
DC/DC & Chargers



Antenna  
Products



ITS



BCM/MFECU



Telematics

**Diversified portfolio for Indian & International market !!**

## Trends in Automotive Sector & Our Readiness





# Global Megatrends impacting Indian Automotive Industry

Megatrends



Urbanization



Digitization



Rising Gen-Z Population



Sustainability

Sub-Trends



Connectivity



Autonomous



Shared Mobility



Electrification

Solution



## Global Trends



## Trends Impacting India

### Connectivity & Shared Mobility



Antennas



Telematics



ITS



Connected Digital Cluster

### Safety



2W iRAS



Airbag Wiring Harness



Cyber Security



4W ADAS



TPM Sensors

### Light-Weighting



Oil Pan



Cup Holders



Air Vents



Ash Tray



AI Die-Casting Parts

### Electronification



Keyless Entry Solutions



Immobilizer



MFECU/BCM



TFT Cluster

### Emissions



Wiring Harness



Compressor Housing



Powertrain Sensors

### eMobility



Battery Charger



Motor Controller \*



DC to DC Converter



BMS\*



VCU\*

# Engineering Capabilities

## Spark Minda Technical Centre, Pune



300+ Engineers | Embedded Software  
EMI / EMC Lab, Anechoic Chamber

Accreditation

## E&E, WH Connection Systems & digitization



50+ Engineers | WH Design | E&E  
Architecture



100+ Engineers | Digital  
Clusters

## Power Electronics & Vehicle Access



20+ Engineers | Power  
Electronics



50+ Engineers | Vehicle  
Access solutions



215+

~ 50 % in last 5 years

Total IPs / Patents Filed



~2.0%

of annual revenue

R&D Spending



450+

Engineering Headcount

## Engineering Capabilities to Address Future Trends

### Electronics Hardware



### Embedded Software



### Testing, HiL, SiL, EMI/EMC, CAE



### Mechatronics Engineering



# New technology (in-house): Journey So Far



**Successful Keyless Entry Solution (2W) resulting potential opportunities**

*(Bajaj, Hero, Yamaha, Piaggio, OLA, TVS etc..)*



**EV-Successful launch & industrialization of DC/DC convertor, Charger resulting a huge opportunity**

*(Ashok Leyland, Virya, TVS & BMW)*



**Successful acquisition of ITS 2.0 business & under Industrialization**

*(Ashok Leyland, 2 more in LOI stage)*



**Successful acquisition of connected cluster & under Industrialization**

*(Greaves, Mahindra, Classic Legends)*



**Immobilizer**

**Answerback systems**

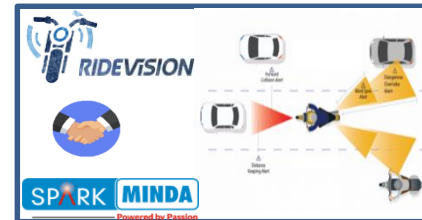
**Ready platform of standalone Immobilizer and Answer back systems for electronification**

*(Hero, KTM, M&M,)*



**Successful start and ramp-up of ODC business.**

**EMI/EMC testing with NABL accreditation as USP**



**Partnership with Israeli start-up Ride Vision for 2W Rider safety (IRAS) and working with Foreign partners in 4W ADAS**



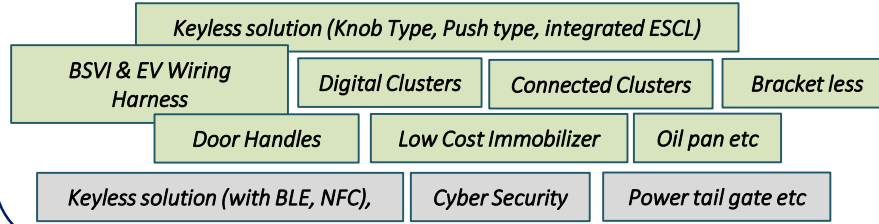
**SMIT has filed 35 provisional patents with a majority over Key less System and EV**

**Inorganic products addition : Antenna and EV Battery Charger portfolio added with a partner**

# Customer Trust on New Technology Products



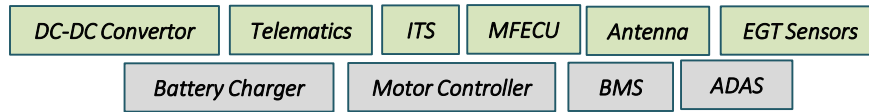
Premiumisation, Lightweight, and Increased Electronic Content offerings in existing products



## Customer Won



Connected, Safety, Electronic, EV products for existing & future segment:



## Strategic Priorities



## Strategic Pillars of Growth



### Focus on Enhancing the Core

Safety Security System | Wiring  
Harness | Instrument Cluster | Die  
Casting



### Innovation and Technology

In House R&D | JV's with Global  
Players



### Electric Vehicle Growth Opportunity

EV Agnostic Products | Increase Content Per  
Vehicle



### Strengthening Passenger Vehicle Offerings

Control Systems | Sensors | Interior Solutions

## Outcome

- ✓ Transform and become **complete solution provider and partner of OEM's**
- ✓ **Cost leadership** in manufacturing and **Thought leadership** position in Technology
- ✓ **Premiumization and product innovation** in all business segments to drive content per vehicle
- ✓ Deliver **better than industry growth** and continue to **improve margin profile**

# 1. Enhancing the Core

## Safety Security System



**Only Indian Company** with a capability to develop Mechatronics and Electronics needed for **Smart Key**

- **23 Patent** filled in Smart Key and working on 28 projects
- **Preferred supplier** for quality and reliability
- Gaining market share with **100% RFQ win in India in Smart Key**

## Wiring Harness Division



Setting up state of the art tool room facilities in component division for **backward integration**

- Focus on **Export and Aftermarket** to improve the profitability
- **Copper indexed** with most of the supplier which is in line with the customer leading to **natural hedge**

## Die-Casting Division



Emerging as a **preferred cost-effective global partner** for **Turbocharger** parts

- Emerging as a **preferred cost-effective global partner** for **Turbocharger** parts
- **All 4 casting technology** under one roof (HC, HPDC, GDC & LPDC)
- Only company having **complete in-house process** to supply Upper bracket & Handle Holder parts

## Instrument Cluster



- Minda Stoneridge Acquisition :
- Full control of the business
  - Free **access to highly growing** global market
  - **Flexibility** to enter in collaboration with other players for advanced technology
  - Working on **modular platforms** for economics of scale and scope
  - **Premiumization and increasing Customer Penetration** will outperform Industry growth



## 2. Innovation and Technology : Three-Pronged Approach



### Setting up own R&D Unit

- ⊙ State-of-the-art in-house R&D facility for advanced solutions
- ⊙ Continuous identification of partners for quality, scalable, cost-effective solutions



### Technology Licensing

- ⊙ Licensing of existing technology from global suppliers' to manufacture in India
- ⊙ Technology tie-ups with strong regulatory support is one potential way forward for local suppliers



### Joint Venture with Global Players

- ⊙ Entering into JV's with global suppliers provide access to existing technology
- ⊙ Commercialization at the shortest time, with potential to further develop joint IPR ownership in the future

Development of path breaking SMART Key solution

Setting up of a New Vertical Electronic Manufacturing Excellence

Commercial production of Intelligent Transport System 2.0

### Important Achievements of Last 12 Months

**RIDEVISION** TLA with Israel based company for two-wheeler ADAS

**INFAC** Partnership for Vehicle Antenna manufacturing

**EVQ Point** Developing capabilities in EV space

**Stoneridge** Post JV acquisition, scope for further collaboration and technology licenses

# 3. Strengthening Passenger Vehicle Offerings

## Passenger Vehicle Offerings

### VEHICLE ACCESS Control System

- Inside and Outside Door Handles, Conventional Locks
- PEPS, PLG, System Solutions, Digital access
- SWAP & Service Business
- Other Solutions



### Kinematic Interior and Lightweight Plastic Solution

- Complex Design & Engineering Capabilities
- Focusing on latest technologies i.e. Soft touch, Smart surfaces, electronic



### Digital Cockpit

- Digitization of dashboard
- Integration of HVAC, Clusters, Infotainment, HUD, Mirrors
- ADAS / Autonomous features



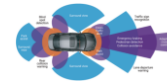
### Sensors & ADAS

- Developing next generation of products

#### TPMS Sensor



#### RPAS with Camera, Surround View System



### Antennas

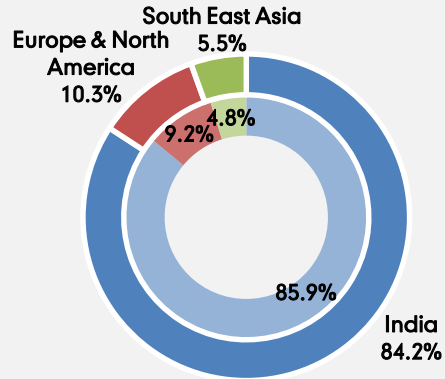
New Products being offered:

- Shark Fin Antenna
- Combi Pole Antenna
- Micro Pole Antenna
- LF Antenna

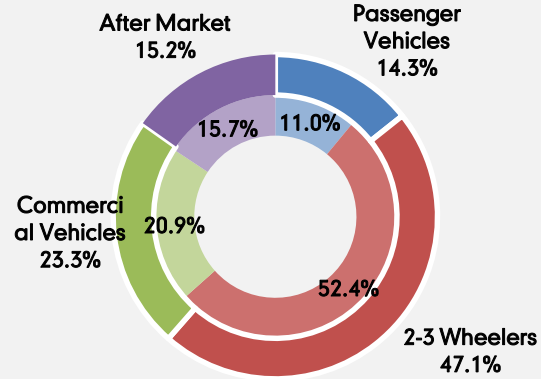


# Revenue Breakdown - FY22

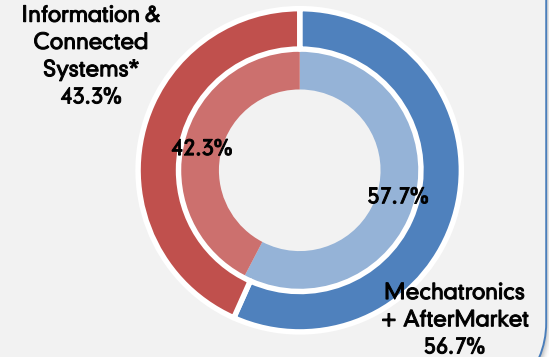
## By Geography



## By End Market



## By Business Verticals

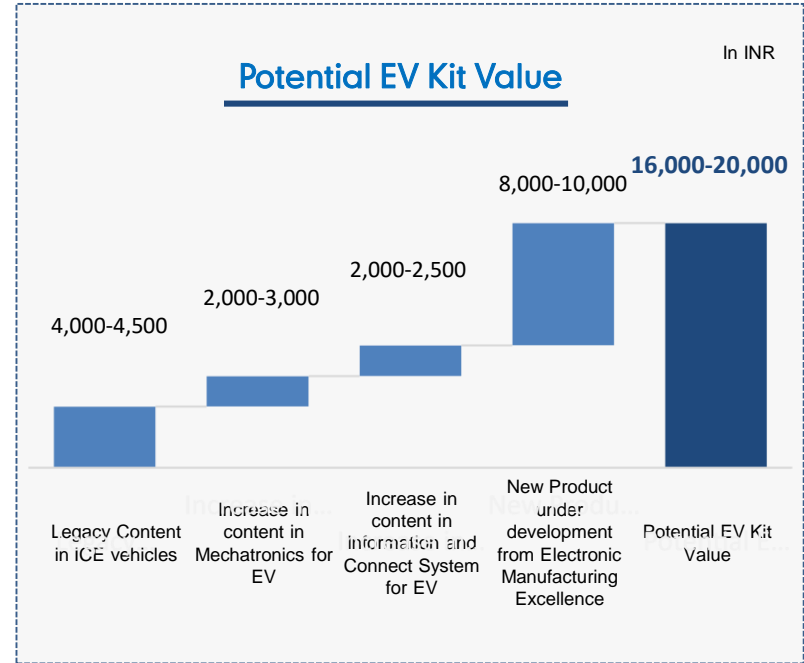
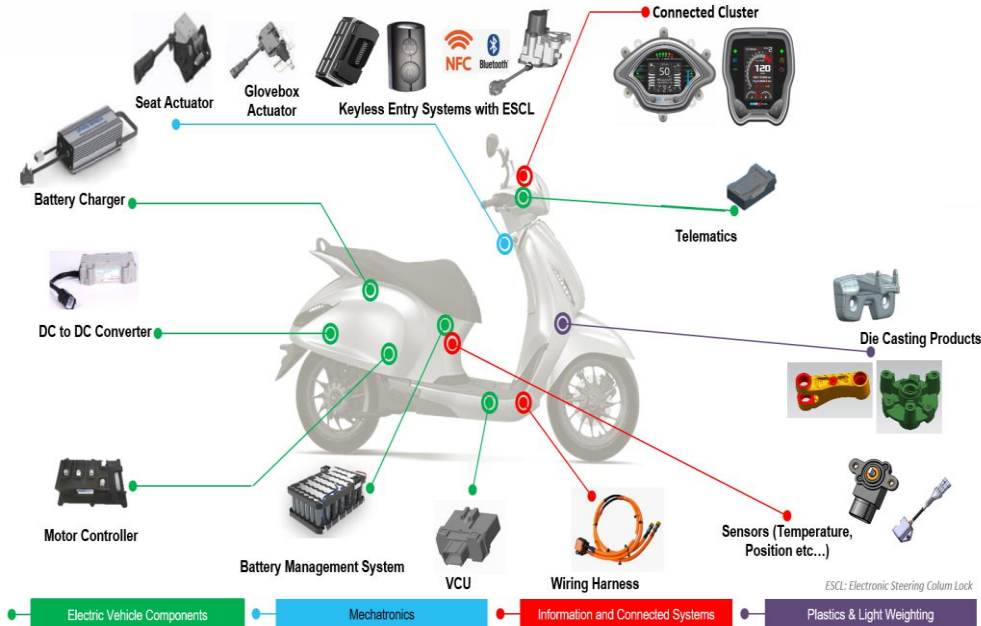


**Notes:**

- Outside Ring: FY22
- Inside Ring: FY21

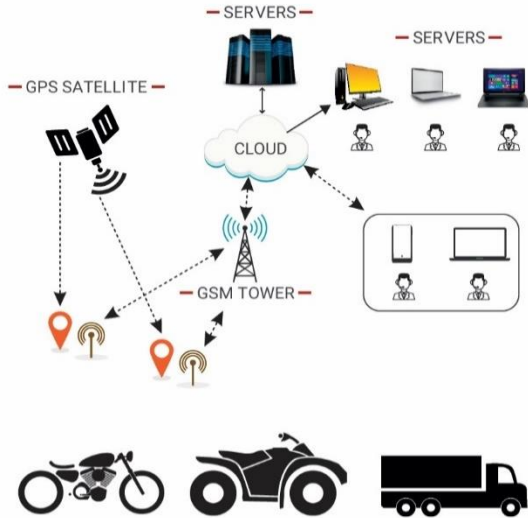
# 4. Electric Vehicle: Growth Opportunity

Most of our Products are Electric Vehicle Agnostic



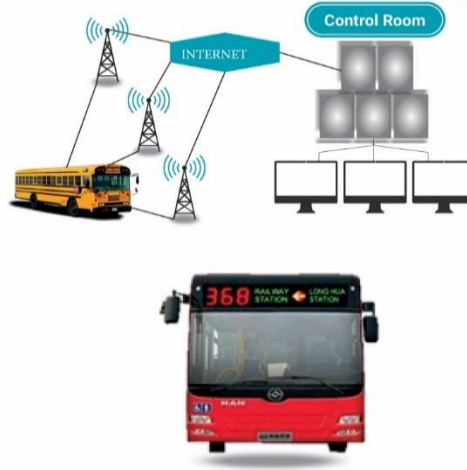
# System Solution: End-to-End Product Development

## Connected Mobility Solutions



UBSII & IS 16833 Certified System In-vehicle Passenger Information System, Voice & Data Connectivity In-vehicle Video Surveillance System

## Intelligent Transport System 2.0



AIS 140 Certified In-house end-to-end expertise in technologies related to telematics

## Key Less Entry System Solution



21 IP's are filed (HW, System & Mechanical) in Key Less Entry Systems

## Aftermarket Sales

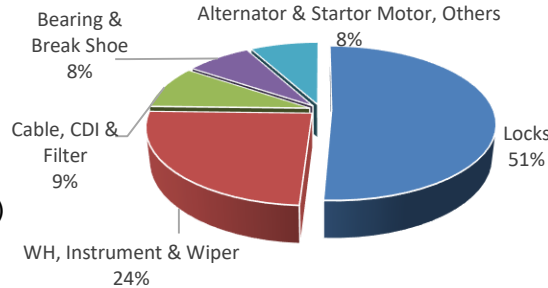
### Key Segment of Focus



- 2 Wheelers
- 3 Wheelers
- Passenger Vehicle
- LCV (< 1 Ton)
- M & HCV (> 1 Ton)
- Tractors

### Vehicle Segments

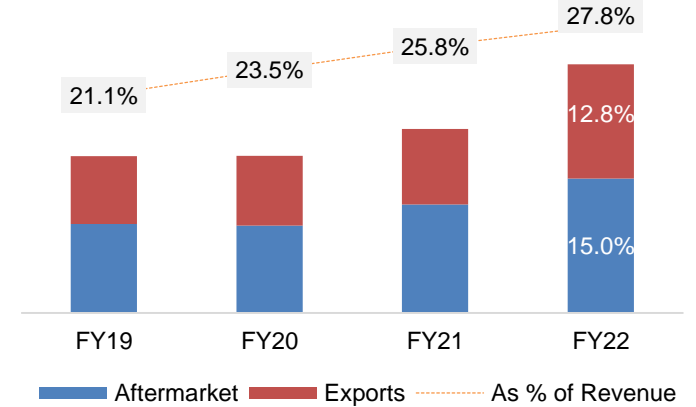
### Sales by Product Range



## Exports

- Die-Casting continues to drive the Export and Order booking gives us good visibility for the drive to continue
- Key-Less solution being exported to 13 countries in Europe
- Exploring opportunities for Export of Wiring Harness
- Nearly 30% of revenue of Starter & Alternator Motors from Export
- Adding distributors and merchant exporters for expanding Aftermarket Export

## Sales Trend (Rs. Mn)

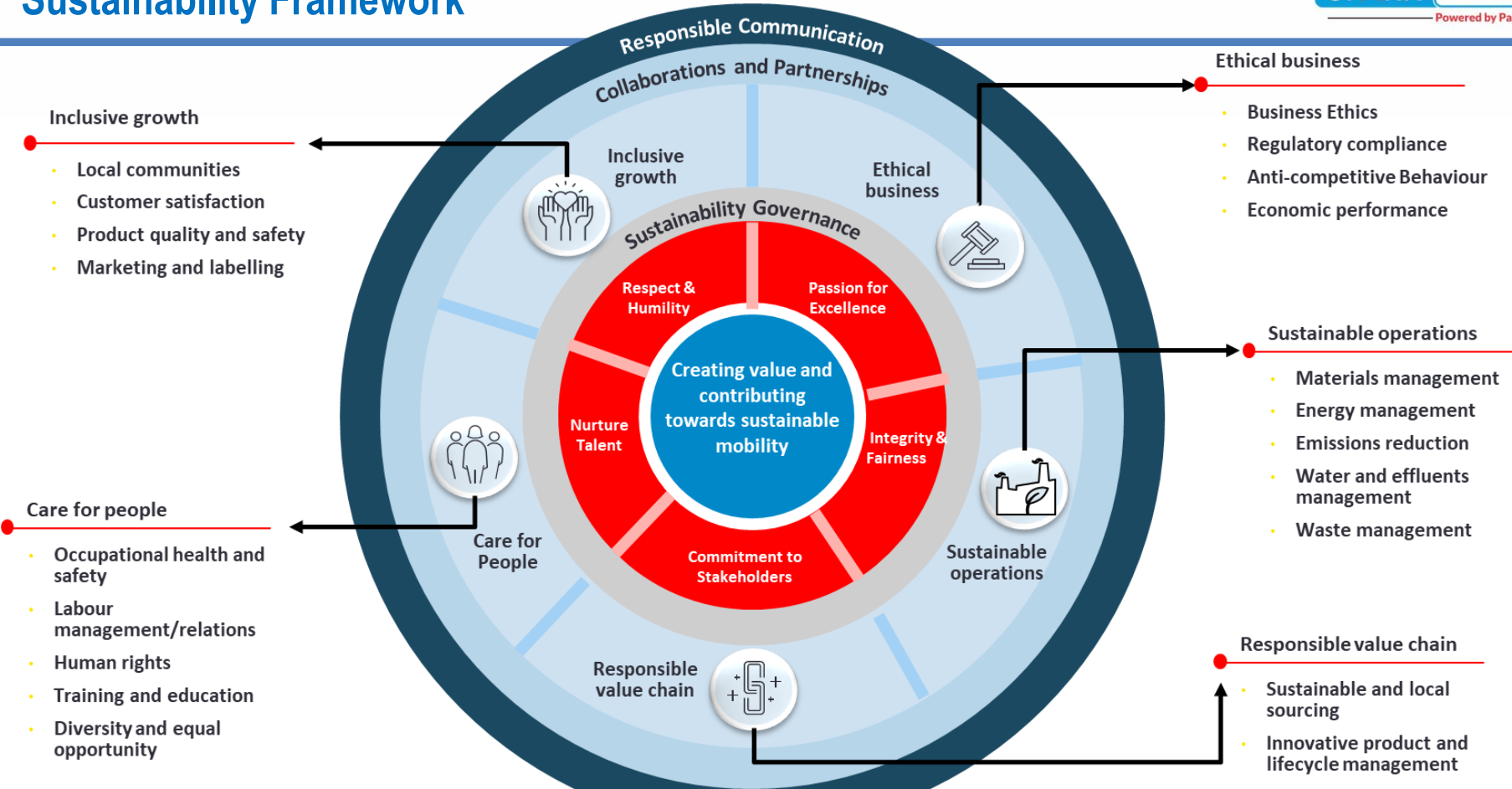


Increased focus on Aftermarket and Exports is helping reduce dependence on OEMs

Segment, with higher profitability, will ensure expansion of margins

Incremental future growth will be supported by expansion of both segments

# Sustainability Framework



- Government of India approved PLI Scheme for Automobile and Auto Component Industry in Sept 2021 and announced the list of selected entities in March 2022
- PLI Scheme for auto sector envisages to:
  - overcome the cost disabilities for manufacture of **Advanced Automotive Technology products in India**
  - Encourage industry to make fresh investments for indigenous global supply chain
- Scheme will be implemented over a period of five years starting from FY 2022-2023
- Attracted proposed investment of Rs. 74,850 crores against the estimate of Rs 42,500 crores



Minda Corp Update (16 Components with over 350 Cr of Investment)

## Application Approved

(Component Champion Incentive Scheme)

### Outlook

- **Minda Corp will be utilizing this opportunity to develop best-in-class industry leading quality products of advanced technology at competitive cost**



## Financial and Business Performance Update

# Translating Strategy into Results

(in Rs. Mn)

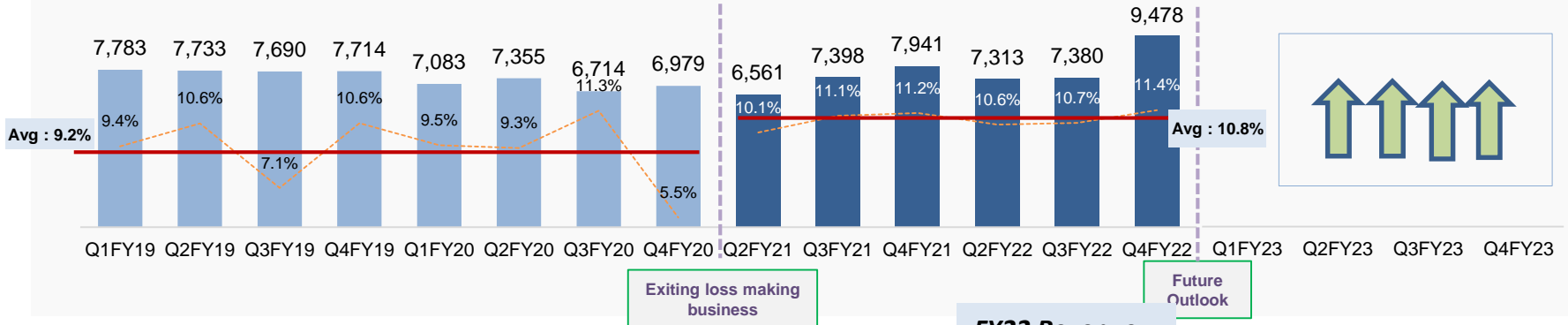
## Industry Leading Growth

	FY19	FY20	FY21 <sup>#</sup>	FY22
Industry Volume Growth	6.2%	(14.7)%	(12.9)%	1.2%
Minda Corp Revenue Growth	<b>19.2%</b>	<b>(9.0)%</b>	<b>6.5%</b>	<b>25.7%</b>

**Higher Revenue growth compared to Industry growth**

## Improving and stable operating margin profile

Revenue, EBITDA Margin

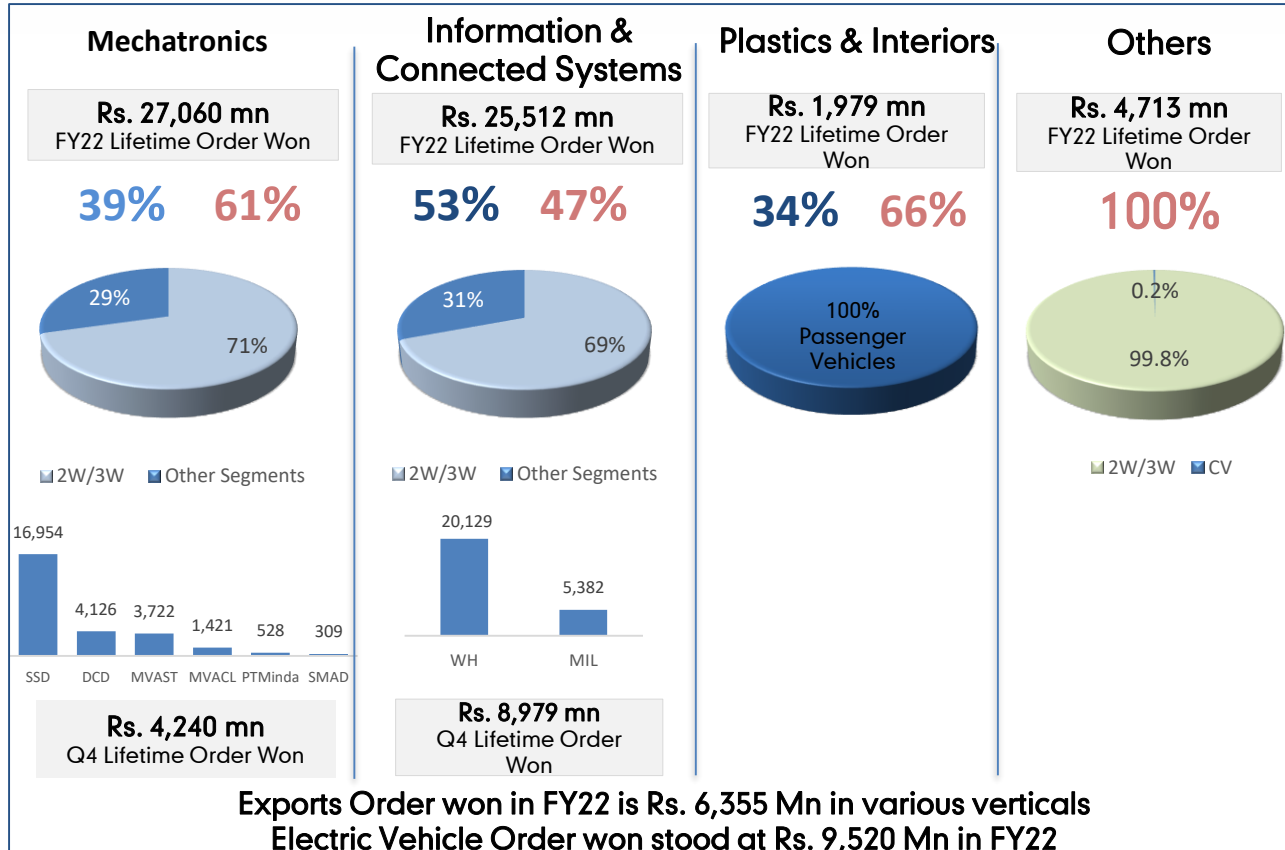


**FY22 Revenue:**  
**INR 29,759 Mn**

# FY21 Revenue growth is calculated on comparable period of FY20, excluding KTSN

# Business Performance - FY22 Order Won

■ Replacement Business ■ New Business



Exports Order won in FY22 is Rs. 6,355 Mn in various verticals  
Electric Vehicle Order won stood at Rs. 9,520 Mn in FY22

**Rs. 59,300 mn**  
Order Won FY22

**Rs. 24,000 mn**  
Replacement Business  
Lifetime Order Won

**Rs. 35,300 mn**  
New Business  
Lifetime Order Won

**Rs. 14,500 mn**  
Order Won  
Q4FY22

**Rs. 5,650 mn**  
Replacement Business  
Lifetime Order Won

**Rs. 8,850 mn**  
New Business  
Lifetime Order Won



High value, Technologically advanced products; Global presence with 32 plants; Well diversified customer base



Cost leadership in Manufacturing and Thought leadership position in Technology



Offering Advanced Technology products and system solutions in Light weighting, Active Safety, Connected, Electronification, and EV



Technological tie ups with global automotive component manufacturers



Focus on sustained improvements and financial performance



Low leverage providing significant flexibility for organic / inorganic growth



Four-tier Governance structure to excel in Corporate Governance



Higher focus on Sustainability by strengthening the framework of ESG



This presentation contains statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Minda Corporation Limited (“Minda Corp” or the Company) future business developments and economic performance.

While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

Minda Corp undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.



**Corporate Office:**

Plot No: 404-405, 5<sup>th</sup> Floor, Udyog Vihar, Phase-III  
Sector - 20, Gurugram - 122016  
Tel: +91 124 469 8400 • Fax: +91 124 469 8450

**Registered Office:**

A-15, Ashok Vihar, Phase – 1, Delhi – 110 052

**INVESTOR RELATIONS CONTACT**

**Anshul Saxena**  
Senior VP and Group Head – Strategy & M&A  
Minda Corporation  
[Anshul.Saxena@mindacorporation.com](mailto:Anshul.Saxena@mindacorporation.com)

**Pushpa Mani**  
Lead – Investor Relation  
Minda Corporation  
[Pushpa.mani@mindacorporation.com](mailto:Pushpa.mani@mindacorporation.com)  
+ 91 124 469 8485