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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,
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Mumbai – 400 051

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
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Website : www.sswlindia.com

SSWL Achieve Highest Ever Wheel Sales

SSWL is pleased to announce that in August 2014, total wheel rim sales in numbers stood at 11.60 Lacs Vs 9.71 Lacs in August 2013 representing a robust growth of 20%. The momentum is strong and is expected to continue on the back of festive season demand and overall cheer in Indian Economy. The volumes are the highest ever by SSWL group and we hope to achieve many more such milestones going ahead. In terms of Value, the company has achieved gross turnover of Rs 113.47 Crs in August 2014 Vs 101.50 Crs in August 2013, there by recording a growth of 12% and achieved a Net turnover of Rs. 102.55Crs in August 2014 Vs Rs.92.55Crs in August 2013, recording a growth of 11%.

Segment wise Breakup of growth

Segment	August Growth (YoY)
Passenger Car	29%
Truck	49%
Tractor	-15%
Exports	-15%
2&3 wheelers	37%
Overall	20%

Passenger car segment grew 29% in August 2014 YoY. The positive sentiment in PV segment is increasing with the festive season around the corner and overall pessimism reducing in system. The segment is growing with new launches coming every month and we expect this to continue going ahead. SSWL is gaining market share with every passing month and we hoping to improve at least 3-4% in this financial year.

2 & 3 Wheeler segment volumes grew by 37% in August 2014 YoY. The segment is maintaining the run rate and is witnessing extremely robust growth. We foresee this growth to maintain a healthy rate with possibility of 1 more business getting added in this segment to enhance volumes and profits.

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LCV & MHCV segment volumes grew by 49% YoY in August 2014 on the back of all round growth among customers. The MoM improvement is gathering pace and we hope that the improvement to sustain going forward. The industrial impact on the vehicle sale is yet to be seen as project approval cycle is slowly picking up. We expect that post the monsoon the volumes to get some more lift. We are expecting few more new developments to start yielding volumes in CV segment going in 3rd quarter.

Exports fell by 20% to 1.44 Lacs in August 2014 vs. 1.80L August 2013. The drop in exports volume is seasonal and the numbers will normalize going ahead. The extended holiday season in Europe had an impact on the sales and the normalization of schedules will happen going ahead.

Tractor segment volumes dropped by 15% in August 2014 YoY. The reason for the drop is pretty much the same across the customers. The monsoon pick up has been extremely slow and the crop sowing data is a clear evidence of that. The initial numbers for the next month are bringing some cheer for the tractor segment and we hope that the growth may come back in September 2014.

Kindly take the same on your records please.

Thanking you,

Yours faithfully,
For Steel Strips Wheels Limited


(Shaman Jindal)
DGM-Cum-Company Secretary

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