



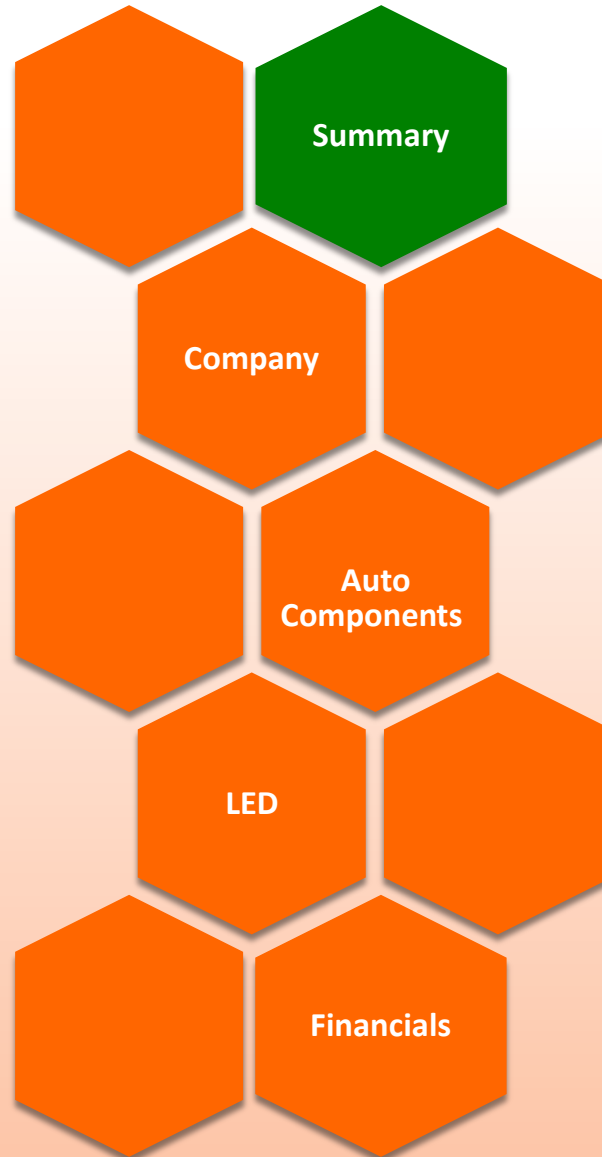
# LIGHT UP THE WORLD

(AN ISO/TS 16949 : 2009, ISO 14001 : 2004, OHSAS 18001 : 2007 & ISO 9001 : 2008 CERTIFIED COMPANY)



Mar- 2014

Fiem Industries Ltd. – Investor Presentation



## Overview

- Fiem Industries Ltd. (FIEM) was founded and incorporated in 1989 by Dr. J.K. Jain.
- The Company was listed on BSE and NSE in 2006.
- FIEM is one of the leading manufacturers of Automotive Lighting & Signalling Equipments and Rear View Mirrors in India. FIEM is among first companies in India introducing LED lights in two wheelers.
- FIEM has diversified its product portfolio by entering into LED luminaires for Indoor and Outdoor applications and Integrated Passenger Information System for Railways & Buses.

## Products

### Automotive Division

- Automotive Lamps - Head lamps, Tail Lamps, Blinker lamps, Fog lamps etc.
- Rear View Mirrors
- Sheet Metal Parts
- Plastic Moulded Parts

### LED Division

- LED luminaires for indoor and outdoor applications
- LED Bulbs
- LED Tubes
- LED Down lights
- LED Street Lights
- Solar Based LED Street lights
- Solar Based LED Lantern

### Integrated Passenger Information Systems with LED Display (IPIS) for:

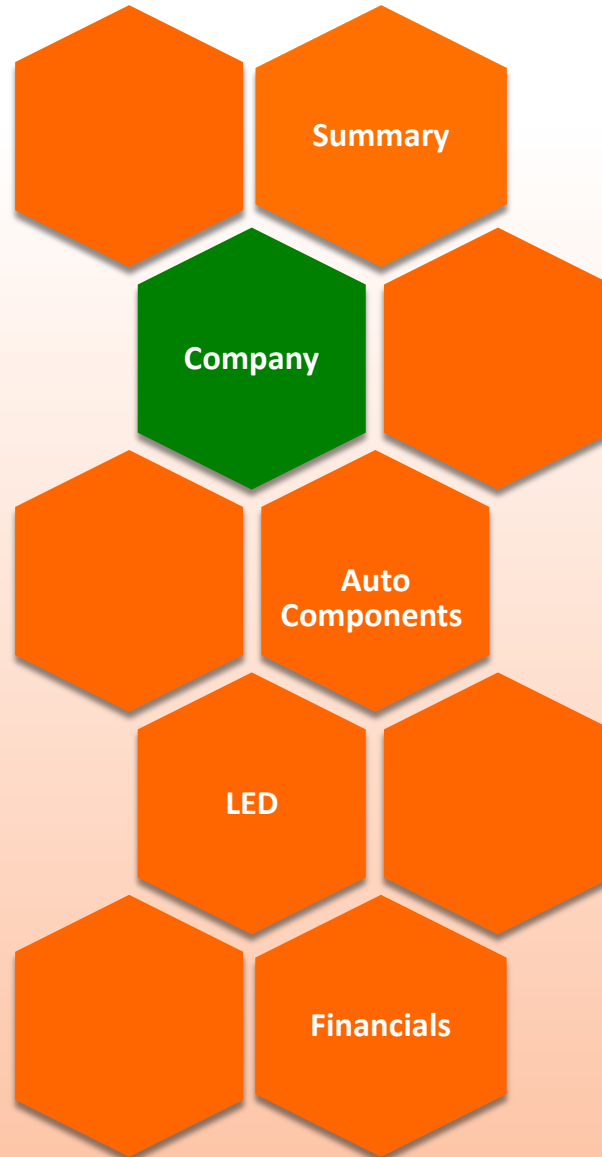
- Buses
- Railways
- Metros
- Airports

## Top Clients

- **Two Wheeler Segment** – Honda, TVS, Suzuki, Yamaha, Mahindra, Harley Davidson etc.
- **Four Wheeler Segment** - Tata Motors, Force Motors, Honda Siel, GM, Hyundai, Daimler, Mahindra Reva etc.

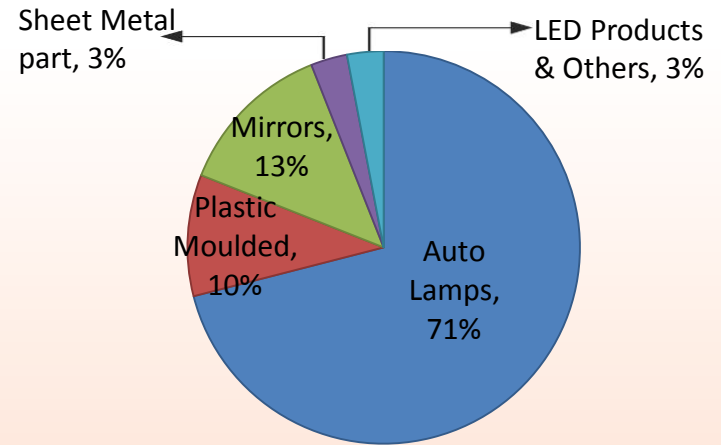
## Consolidated Financial Performance

- **Total Income** has grown from INR 2,967mn in FY10 to INR 6,068mn in FY13 at 3 year CAGR of 26.9%
- **EBITDA** has grown from INR 282mn in FY10 to INR 707mn in FY13 at a 3 year CAGR of 35.8%
- **Net Profit** has grown from INR 106mn in FY10 to INR 277mn in FY13 at a 3 year CAGR of 37.9%

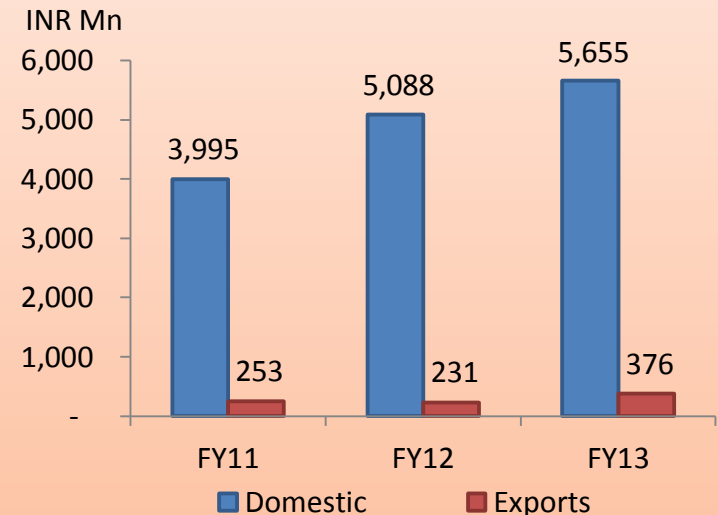


- The Company was originally incorporated in India as Rahul Auto Private Limited on February 6, 1989 in New Delhi and was founded by Dr. J.K. Jain, a first generation entrepreneur.
- FIEM is one of the leading manufacturers of automotive lighting & signalling equipments and rear view mirrors in India. Its major business comes from the two-wheeler segment of the vehicle industry.
- FIEM has a diversified product portfolio ranging from head lamps, tail lamps, signalling lamps, roof lamps, rear view mirrors, wheel covers, warning triangles, complete rear fender assembly, frame assembly, mudguards, various automobile sheet metal and plastic parts.
- FIEM has already diversified its product portfolio by venturing into LED Luminaires for Indoor and Outdoor applications and Integrated Passenger Information Systems with LED Display.
- The Company is fully equipped with world class R&D and testing facility and has developed in-house capabilities in LED technology and manufacturing.
- Outside India, the Company has one Wholly owned Subsidiary & one J.V. Company
  - Wholly Owned Subsidiary - Fiem Industries Japan Co., Ltd.
  - JV Company - Centro Ricerche Fiem Horustech SRL, Italy

## FY13 Revenue Product Mix



## Geographical Revenue Breakup





**Dr. J. K. Jain, Chairman & Managing Director**

- He is the founder of the Company and is a first generation entrepreneur. He has rich experience over 40 years and is one of the pioneers in the Automotive Lighting Industry in India. He has commenced his business journey since 1970 as a small scale industry and today with his true vision and hard work the company has grown multifold with 8 state-of-art manufacturing facilities in different locations in the North and the South of India. He has emerged as a major leader in the automotive component industry.



**Mrs. Seema Jain, Whole-time Director**

- She belongs to Business family and was involved in her family business activities right from her college days. Holding B.Sc. Degree from Delhi University with long relevant experience. Actively involved in decision making in the Company besides oversees Finance Functions.



**Mr. Rahul Jain, Whole-time Director**

- He has done Masters in Business Management from London. He is mainly involved in strategic affairs and Corporate Planning besides close interaction with customer for total customer satisfaction and initiative for new projects. He also oversee the manufacturing operations of various units periodically.



**Ms. Aanchal Jain, Whole-time Director**

- She has done her Masters in Business Administration in Human Resource & Management from USA. She takes care of Human Resource Management functions of the Company and is also actively involved in Skill Development and Labour Welfare Programme in the Company.



## **Mr. J.S. S. Rao – Whole-time Director**

- He has an overall experience of over 30 years in automotive lighting and components industry involving manufacturing, operational & business strategic functions. He is on the board of the company and presently responsible for the overseas and South India operations of the Company.



## **Mr. Kashi Ram Yadav – Whole-time Director**

- He has more than 30 years experience in production & manufacturing operations of automotive lightings, signalling equipments and rear view mirrors. He is on the board of the company and responsible for production and manufacturing operations in North India Units of the Company.



## **Mr. Rajesh Sharma - Executive Director**

- He is having an experience of more than 30 years in the fields of Marketing, Sales and new product developments, majorly in Automotive Lighting and Rear View Mirrors along with other Auto Components. Presently, he is heading Marketing and New Business Development (OEMs).



## **Mr. Vijay Kumar Jain - Executive Director**

- Having 42 years of experience with specialization in R&D, planning and procurement which includes 22 years of experience in auto-component manufacturing like Switches, Lighting, Locks, Horns, Wiring harness, Die Casting, panel instrument, battery, CNG/LPG kits etc.

- He is having experience of over 26 years in the fields of accounts, finance and taxation. He is a member of the ICAI, ICSI and ICWAI. He is responsible for financial planning, budgeting, taxation, fund management and financial reporting functions in the company

**Mr. O.P. Gupta -  
Chief Financial  
Officer**



- With 13 Years experience in secretarial & legal field, he is responsible for secretarial, legal and corporate compliance matters of the Company. He is an Associate Member of Institute of Company Secretaries of India and LLB from Delhi University

**Mr. Arvind K.  
Chauhan -  
Company Secretary**



- Has been working in the field of marketing and sales in the Lighting Industry for last 18 years with emphasis on LED lighting since last 5 years. Vast experience in Institutional and Industrial sales especially in Defence , Railways, DGS&D, PSU's, Government bodies and large size Projects

**Mr. Sunil Kaul –Head-  
Planning and Sales  
(LED Division)**



- He has over 30 years of experience, in Electronics & Electrical industry. He is BE in E&C Engg. and has vast experience of new product development. He is heading the product development for LED Luminaires and Integrated Passenger Information Systems.

**Mr. R.K. Bansal-  
Head (Electronics &  
Electrical)**



- He is having more than 22 years experience in electronic products industry with special focus on LED lighting and has worked with Industry leaders like Harris Semiconductor, Everlight Electronics and Onida. He has rich experience in product development and marketing.

**Mr. Avnish Jauhari -  
Sales Head (IPIS)**



- He is having an experience of more than 30years in the field of R&D in Automotive Components, with major focus in testing evaluation and homologation. Presently he is looking after testing, products validation and homologation etc.

**Mr. G.V. George –  
Head (Product  
Validation  
&Homologation)**







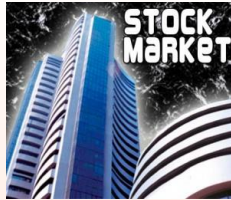
## 1989-1993

- 1989- Incorporated as Rahul Auto Private Limited
- 1992- Name changed to Fiem Industries Pvt. Ltd.
- 1993- Converted into Public Limited- Fiem Industries Limited



## 1994-2000

- 1994- A new state of art Plant was established at Kundli, Sonapat (Unit 1)
- 1996- Fiem Sung San (India) Ltd., a JV Company was established
- 1998- Multi Focal Reflector first time introduced in India by FIEM



## 2001-2007

- 2004 & 2005- setup mfg facilities in Hosur (Unit 2&3) Mysore (Unit 4)
- 2005 & 2006 – setup mfg facilities Hosur (Unit 5), Nalagarh (Unit 6)
- 2006 – Initial Public Offering
- 2007 – Setup LED SMT plant
- 2007- Merged Fiem Sung San with Fiem Industries



## 2008-2012

- 2010 - Started a manufacturing Unit in Rai, Sonapat (Unit 7)
- 2011 – Setup facility for mfg Plastic moulded parts in Tapukara (Unit 8)
- 2011 – FIEM R&D Centre approved by Govt. of India
- 2012- Started manufacturing auto lamps and components for Honda Japan



## 2013 - 2014

- 2013 - Entered into a 50:50 JV with Horustech Lighting of Italy for setting up a design centre
- 2013 - Vendor registration received from RDSO for Integrated LED Passenger Information System
- 2014 – MOU with two Japanese companies Honda Lock Mfg. Co. and Toyota Tsusho Corporation, for mfg of Key Sets, Door Mirrors and Outside Handles

# STRATEGIC CLIENT CATERING



○ FIEM MANUFACTURING UNIT



### Unit - 1 Kundli, Sonapat, Haryana

- Established in 1994
- Land 16,588 Sq. Mtrs.
- Products Mfg. - Rear View Mirrors, Automotive Lights.



### Unit - 2 Hosur, Tamil Nadu

- Established in 2004
- Land 12,505 Sq. Mtrs.
- Products Mfg. - Automotive Lights, Reflex Reflectors



### Unit - 3 Hosur, Tamil Nadu

- Established in 2005
- Land 19,110 Sq. Mtrs.
- Products Mfg. – Sheet Metal parts



### Unit - 4 Mysore, Karnataka

- Established in 2005
- Land 4,014 Sq. Mtrs.
- Products Mfg. - Rear Fender Assembly



### Unit - 5 Hosur, Tamil Nadu

- Established in 2006
- Land 13,467 Sq. Mtrs.
- Products Mfg.- Rear View Mirrors, Automotive Lights



### Unit – 6 Nalagarh, Himachal Pradesh

- Established in 2006
- Land 19,191 Sq. Mtrs.
- Products Mfg. – Rear View Mirrors, Automotive Lights, Plastic Parts



### Unit 7 – Rai, Sonapat, Haryana

- Established in 2010
- Land 28,357 Sq. Mtrs.
- Corporate Office
- Products Mfg – Automotive Lights, LED Lights



### Unit 8 – Tapukara, Rajasthan

- Established in 2011
- Land 42,863 Sq. Mtrs.
- Products Mfg. – Plastic Injection moulded components, LED lights

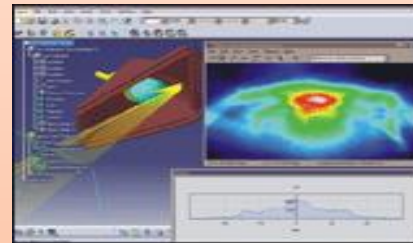
- FIEM's state of the art R&D Unit offers its clients design and development capabilities in Automotive Lighting & Signalling Equipments and Rear View Mirrors which meet the specifications of the clients requirements.
- Government of India, Ministry of Science and Technology, Department of Science and Industrial Research has accorded Recognition to Company's in-house R&D Unit situated at Rai Industrial Estate, Sonapat
- The Company's R&D Unit is established with modern infrastructure, state-of-the-art technology, equipped with latest software, qualified and experienced manpower.
- FIEM's in-house R&D unit does various kinds of testing such as Product Testing, Photometry Testing, Environmental Testing, Thermal Tests, Electronic Test, Vibration Test, Chemical Test, Mechanical Tests etc.
- **Some examples of R&D conducted by company:**
  - Developed more than 100 new generation LED Luminaires for industrial & domestic applications for Indoor and Outdoor including LED drivers
  - In-house design and development of Railway IPIS (Integrated Passenger Information Systems with LED Display )
  - In-house design and development for four wheeler LED Rear combination, LED direction indicator lamp etc.
- **Advantages of in-house R&D unit:**
  - Diversified and large portfolio of lighting products developed
  - New generation LED technology in automotive and home lighting segments developed
  - Reduction in development time and cost savings to clients



Electrical Testing



Environmental Testing



Light Simulation Test



Mechanical Durability Test

## Strong Client Base

- FIEM has a strong client base of more than 50 OEMs and is supplying to its prestigious customers since their inception.
- Significant market share for supply of automotive lighting & signalling equipments and rear view mirrors to Two-wheeler and Four-wheeler OEM's
- Exporting automotive lighting to Honda Japan, Kubota Japan (Tractors & Farm equipments) besides exporting to Austria, UK, Germany, Thailand, Indonesia & Vietnam.

## Manufacturing Edge...Cost Saving to the Customers

- State-of-the-art manufacturing facilities located close to the OEM Customers offering Logistic cost saving and just in-time delivery
- FIEM has three world class R&D centres located in India, Italy and Japan having more than 120 personnel in Designing, Optical Simulation and Guest Engineering facilities for development of the lamp assembly and LED luminaires as per Indian and Global standards
- Strategic technological tie ups with global players to provide advance and cost efficient products

## Diversified Product Portfolio

- Leading manufacturers of automotive lighting & signalling equipments and rear view mirrors for two and four wheelers
- Diversified into LED luminaires for indoor and outdoor applications
- Also diversified into Integrated Passenger Information Systems with LED Display (IPIS)

## LED Products

- In-house LED R&D, manufacturing and assembly unit offering low cost and high quality LED luminaires
- Diverse and cost efficient range of indoor and outdoor LED luminaires
- Approval from Ministry of Railway (RDSO) for Integrated Passenger Information System

## Up-Coming Ventures

- Signed MOU with **Honda Locks Mfg. Co. Ltd. Japan** and **Toyota Tsusho Corporation, Japan** for a joint venture proposal in India for manufacturing of Key Sets, Door Mirrors and Outside Handles. These companies are group companies of **Japanese conglomerates Honda** and **Toyota** respectively. The Key Sets will be for four-wheeler as well as for two-wheeler vehicles.
- MOU signed with Yamato Industrial Co. Ltd., Japan for manufacturing of automotive parts, i.e., Control Cables, Pipes, Resin Dies, Throttle Wires, Sensors & Switches etc.

## MORE THAN 50+ AWARDS SINCE 1991



- Bronze Award for Excellence in Quality for 2013 from **India Yamaha Motor Pvt. Ltd.**-2014
- **ESQR'S Quality Achievement Award 2013** in the GOLD CATEGORY for the Extra Ordinary achievement in quality management - 2013
- **Manufacturing Today Award "Champion of Indian Manufacturing"** for Small and Medium Enterprise - 2013
- Achievement Award for Vendor Performance in the field of 'Development' in the year 2012-13 from **Suzuki Motor Cycle India Private Limited**-2013
- Achievement Award for Honda Global Support for 2012-13 from **Honda Motorcycle & Scooter India Ltd.** 2013
- 1st Prize for Entrepreneurial Excellence Award in Electronics 2012-13 from **ELCINA** for LED-Luminaires & Display-2013
- Achievement Award for Delivery Management for 2011-2012 from **Honda Motorcycle & Scooter India Ltd** - 2012
- Award for Q.D Performance from **Honda Motorcycle & Scooter India Ltd**-2011
- **Outstanding Entrepreneurship** Award from Enterprise Asia.-2011
- **National Achievement Award for Business Excellence** from Indian Society for Industry & Intellectual Development -2010
- Grand Award for Development from **Honda Motorcycle & Scooter India Ltd.**-2009
- **SMB Award** for superior performance during 2007-2008 from Industry 2 Magazine.-2009
- Appreciation Certificate from **Hyundai Motor India Ltd.** -2009
- Transworld Gold Star Award from **International Study Cycle**-2006





## Auto Monitor – Fiem adds Honda Japan as client

### Fiem starts direct supplies to Honda

■ Shambhavi Anand/Murrali T New Delhi

Taking a major step towards going global, automotive lighting and mirror component manufacturer, Fiem Industries has added Honda Japan to its list of customers for some of its international two-wheeler models. The Company also plans to achieve a turnover of around ₹1,500 to 2,000 crore in the next five years.

"For the first time, we are supplying directly to an OEM for their international models. We are supplying components for 670 cc two-wheeler models, which will be sold in European, American and Chinese markets," Executive Director, Marketing, Fiem Industries, Rajesh Sharma told *Auto Monitor*.

The supplies commenced in July this year and consist of an entire set of lighting components—head lamps, tail lamps and blinker lamps. Earlier, the company was supplying to Honda Vietnam and Honda Thailand



Dr. JK Jain, CMD Fiem



Mr. J.K. Jain, Chairman & Managing Director, Fiem, Industries Ltd. being conferred the prestigious Doctor of Honour (Business Management) by the Senate and Board of Directors of the Open International University of Complementary Medicines at Colombo, Sri Lanka

### ( Honda - Integra 4 ) - 670 CC All Lamps Supplied by Fiem India to Honda Japan



through Honda Motorcycle and Scooter India (HMSI). The Components meant for supplying to Honda Japan were developed by the in-house design and development centre of Fiem. The process was closely monitored by the Japanese manufacturer. This project is in line with Fiem's ambition to supply directly to the global vehicle manufacturers apart from the supplying to Tier I companies.

## Economic Times (15/8/13)- Dr. JK Jain success story

### Meet the Auto Parts Business Wizard of Sonipat



ASIT MANDHAR SONIPAT

THE ECONOMIC TIMES | CITY SPECIAL | WEDNESDAY | 15 AUGUST 2013

# Meet Auto Component Biz Wizard of Sonipat

Fiem Industries founder, Dr JK Jain has been role model for budding businessmen in the region. A look at how he scripted Fiem's success story since it was established 40 years ago



Dr. JK Jain is credited for having given a boost to the auto component manufacturing sector in Sonipat, clearing the path for new players in the region to venture into the sector. These days, there are around four five every component units in Ball Industrial Area (BIA) and an equal number in Kandi and Old Sonipat Industrial Area. These units have an annual turnover of about 4700 crore and employ around 6,000 people directly and indirectly. Dr. JK Jain's pioneer role in setting up Fiem Industries has an annual turnover of around 2,000 crore and employ around 6,000 people with 2,000 in Sonipat.

Having begun around 40 years ago in Delhi, currently we have eight manufacturing units out of which five are situated in Sonipat (Kandi and Ball), said Dr. Jain, CMD, Fiem Industries Limited. He attributes his decision of setting up Fiem Industries to the fact that he saw the potential of this region. "I saw the potential of this region and decided to set up Fiem Industries here. I saw the potential of this region and decided to set up Fiem Industries here. I saw the potential of this region and decided to set up Fiem Industries here."

## Economic Times (25/9/12)- ELCINA award



A CONSUMER CONNECT INITIATIVE THE ECONOMIC TIMES, PUNE, SEPTEMBER 26, 2012

# Infrastructure

## Congratulate

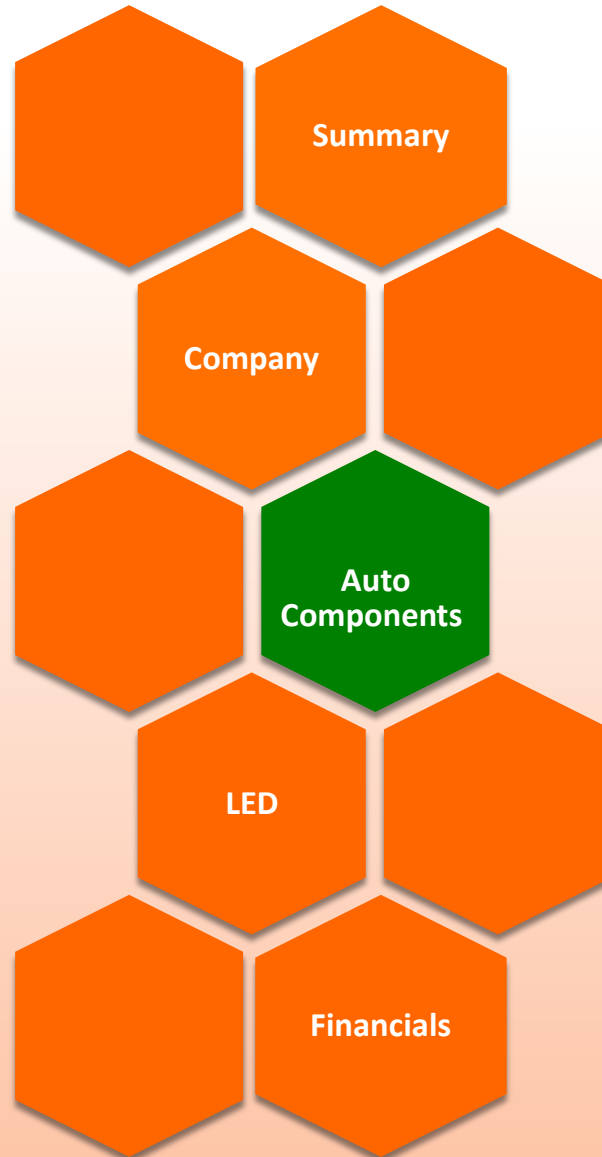
### Winners of ELCINA-EFY Awards (37th Edition)

Saluting the Spirit of Excellence in the Electronics Industry

**ELECTRONICS MAN OF THE YEAR** Dr. H. Harish Hande, Managing Director, SELCO India, Bangalore, Karnataka

<b>EXPORTS (Large Scale)</b> 1st Prize Sonmino-SCI India Pvt. Ltd., Bangalore, Karnataka 2nd Prize Sanchayam, Tamil Nadu Certificate of Merit Greater India Pvt. Ltd., Kolkata, West Bengal Uttarakhand	<b>RESEARCH &amp; DEVELOPMENT</b> 1st Prize Bharat Electronics Limited, Bangalore, Karnataka 2nd Prize Centre for Development of Electronics, New Delhi Certificate of Merit Bharat Heavy Electricals Ltd., Bangalore, Karnataka Teracom Cable for Telecom Power) + Teracom Limited, Noida + Uttar Pradesh
<b>EXPORTS (Small &amp; Medium Scale)</b> 1st Prize Electronic Relays India Pvt. Ltd., Bangalore, Karnataka	<b>BUSINESS EXCELLENCE</b> 1st Prize NTL Electronics India Limited, Noida, Uttar Pradesh 2nd Prize Fiem Industries Limited, Sonapat, Karnataka Certificate of Merit Bharat Heavy Electricals Ltd., Bangalore, Karnataka ECS Power India Pvt. Ltd., Mumbai, Maharashtra
<b>QUALITY (Above Rs. 20 Crores)</b> 1st Prize Moser Baer India Limited, Greater Noida, Uttar Pradesh 2nd Prize Sonmino-SCI India Pvt. Ltd., Bangalore Certificate of Merit Elite Appliances Pvt. Ltd., Solan, Himachal Pradesh AT & S India Pvt. Ltd., Noida, Uttar Pradesh, Karnataka	<b>ENTREPRENEURIAL EXCELLENCE</b> 1st Prize Mr. C. Shivakumar Reddy, Managing Director, Kavya Telecom Products Pvt. Ltd., Bangalore, Karnataka 2nd Prize Mr. Anup R Sothifera, CMD, Alcon Electronics Pvt. Ltd., Mysore, Karnataka Certificate of Merit Mr. Deepak Puri, Moser Baer Solar Limited, Greater Noida, Uttar Pradesh
<b>ENVIRONMENT MANAGEMENT</b> 1st Prize Bharat Electronics Limited, Bangalore, Karnataka 2nd Prize Elite Appliances Pvt. Ltd., Solan, Himachal Pradesh Certificate of Merit EPCOS India Pvt. Ltd., Kalyani, West Bengal	





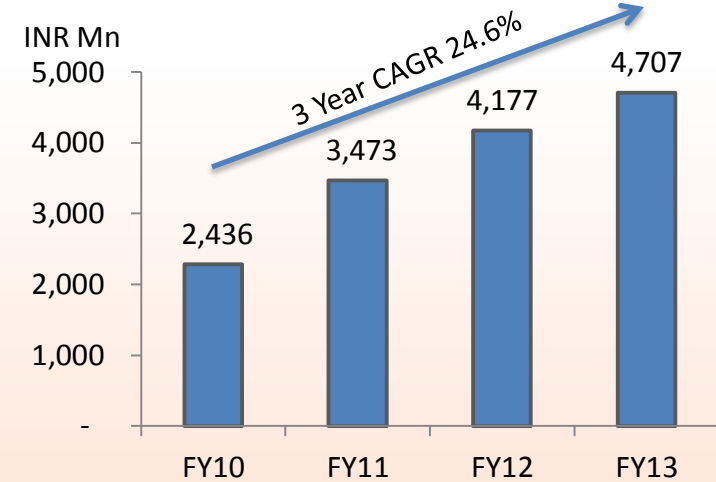
FIEM is one of the most renowned names in Automotive Lightings & Signalling Equipments with the history of around four decades. The company is associated with some of the most prestigious OEM customers in India.

- Automotive Lighting** - In the automotive components segment the Company makes various types of Head lamps, Tail Lamps, Blinker lamps, Fog lamps, Warning triangles, Interior lamps and Beacon lights etc. for Two Wheelers and Four Wheelers.
- Manufacturing Facilities for Automotive Lights:**
  - Unit 1 - Kundli, Sonapat, Haryana
  - Unit 2 - Hosur, Tamil Nadu
  - Unit 5 - Hosur, Tamil Nadu
  - Unit 6 - Nalagarh, Himachal Pradesh
  - Unit 7 – Rai, Sonapat, Haryana

**Top Clients**



## Automotive Light Contribution



## Head and Rear Lamps



# AUTOMOTIVE LIGHTS & REAR VIEW MIRRORS Light Up The World

19



Activa-Head Lamp



Activa-Tail Lamp



Eterno-Blinker Light



Shine-Blinker Light



Activa-Rear View Mirror



Apache-Head Lamp



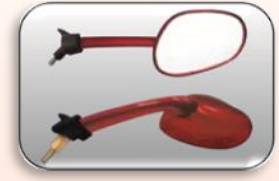
Scooty-Head Lamp



Apache-Tail Lamp



Star Sports Blinker Light



Scooty Pep Rear View Mirror



Indica-Head Lamp



Sumo-Tail Lamp



Safari-Roof Light



Sumo-Blinker Light



Tata Estate/Sierra/Sumo Rear View Mirror



Traveller New-Head Lamp



Traveller New-Tail Lamp



Traveller New-Fog Light



Matador Tail Lamp



Traveller New Rear View Mirror

• **Rear-View Mirror** – FIEM has four state-of-the-art mirror manufacturing plants in its different units having all the processes in-house which includes:

- **Mirror Plate Making** - Profile cutting, Washing, Grinding, Convexing, Cleaning, Aluminium coating/Chrome coating and finally back side painting.
- **Plastic Housing:** In-house manufacturing with injection moulding machines.
- **Rod Making:** In-house complete rod making facilities such as machining, bending, welding, powder coating etc.
- **Final Assembly:** All the above sub-components are assembled in the assembly lines to make the complete mirror assembly.

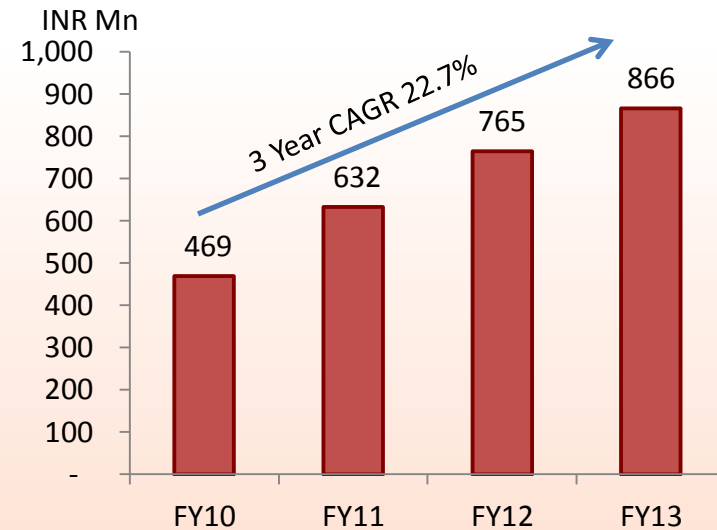
• **Manufacturing Facilities for Rear View Mirrors:**

- Unit 1 - Kundli, Sonapat, Haryana
- Unit 2 - Hosur, Tamil Nadu
- Unit 5 - Hosur, Tamil Nadu
- Unit 6 - Nalagarh, Himachal Pradesh

• **Top Clients**



## Rear View Mirror Contribution



## Rear View Mirrors



- **Plastic Moulded Parts** – Plastic moulding is integral part of automotive lamps as well as rear view mirrors, as these parts are required to make final assembly of all the products.
- FIEM has installed world class more than 450 latest injection moulding machines in their **six plants** ranging from 50 tonnes to 1400 tonnes capable of making 20 gms to 2.5 kgs of components.
- Apart from above, FIEM also supply standalone plastic moulded parts to its customers from Unit 2 and Unit 7.
- The above mentioned moulding machines can easily make even big products of two wheelers like front fender, floor panel, side cover, rear fender, handle bar, seat base etc. etc.

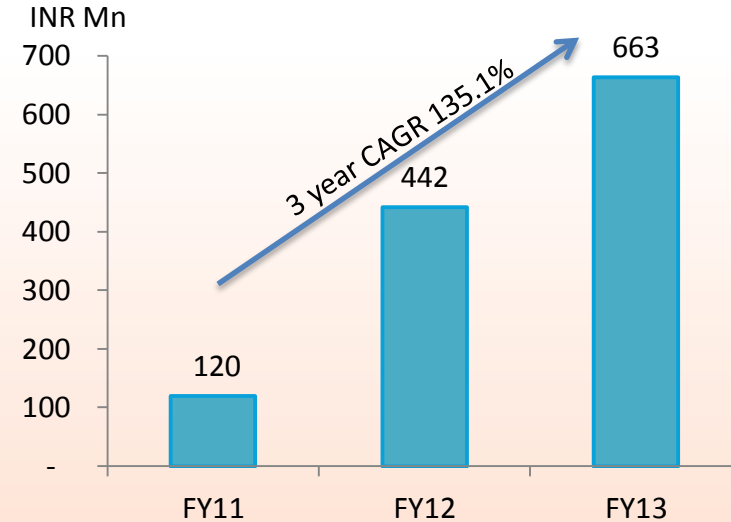
- **Manufacturing Facilities for Standalone Plastic Moulded Parts:**

- Unit 2 - Hosur, Tamil Nadu
- Unit 8 - Tapukara, Rajasthan

- **Top Clients**



## Plastic Moulded Parts Contribution



## Plastic Moulded Parts



- **Sheet Metal Parts** – FIEM has full fledged sheet metal fabrication facilities as well as Mudguard rolling plants for manufacturing Front and Rear mudguard for Motorcycles & Mopeds. The fabrication facility have the following in-house processes:

- **Presses:** More than 50 presses such as hydraulic, double action deep draw, single action presses etc.
- Rolling Plant
- Pipe Bending
- Spot welding, Projection welding, Argon welding, CO<sub>2</sub> welding etc.
- **Zink Plating:** Blue/Black passivation, Yellow passivation
- Phosphating facilities
- Powder Coating for base coat and top coat

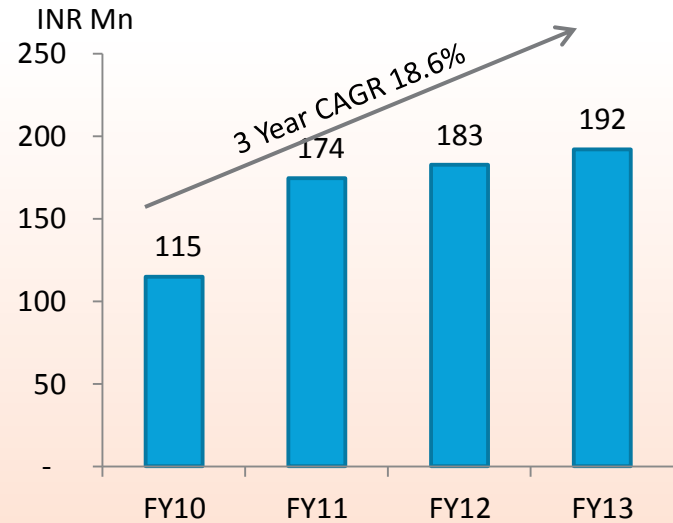
- **Manufacturing Facility used for making Sheet Metal Parts**

- Unit 3 - Hosur, Tamil Nadu
- Unit 6 – Nalagargh, Himachal Pradesh

- **Top Clients**



## Sheet Metal Parts Contribution



## Sheet Metal Parts



- In 2012, FIEM commenced their supplies to **Honda Japan** for 670cc Integra-4 Motorcycle which includes all lamps such as Head lamps, RC Lamps, Blinker lights etc. and become global supplier to Honda.
- FIEM also supplying through **Honda Trading** to **Honda Vietnam** and **Honda Thailand**.
- The component for supplying to Honda Motorcycle is developed by FIEM's in-house design and development center.

**Honda Integra 4-670CC**



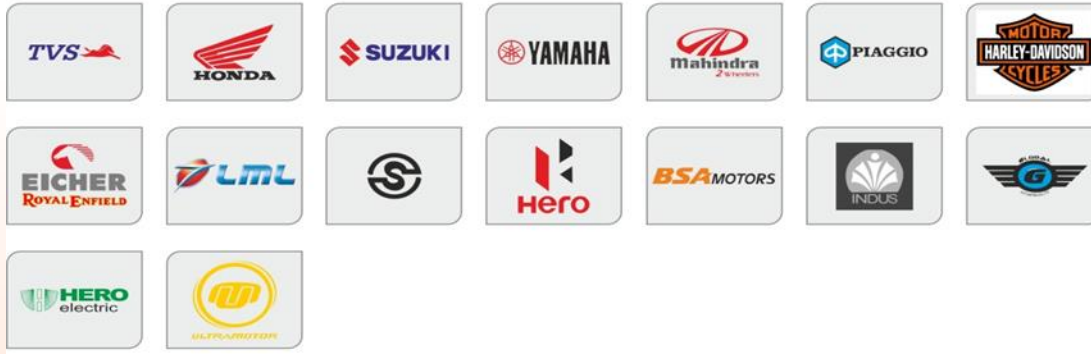
**Parts Manufactured for Honda Japan**



**Honda Award for Global Support Supplier  
2012-13**



## Two wheeler segment (Domestic)-



## Two wheeler segment (Global Customers)



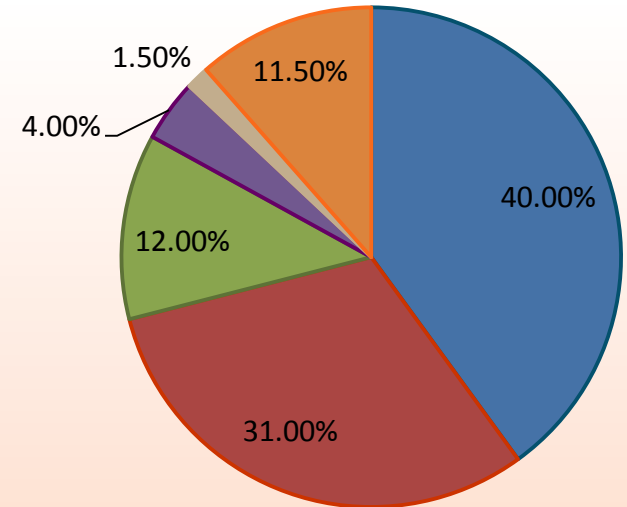
## Four wheeler segment (Domestic)-



## Four wheeler segment (Global Customers)-

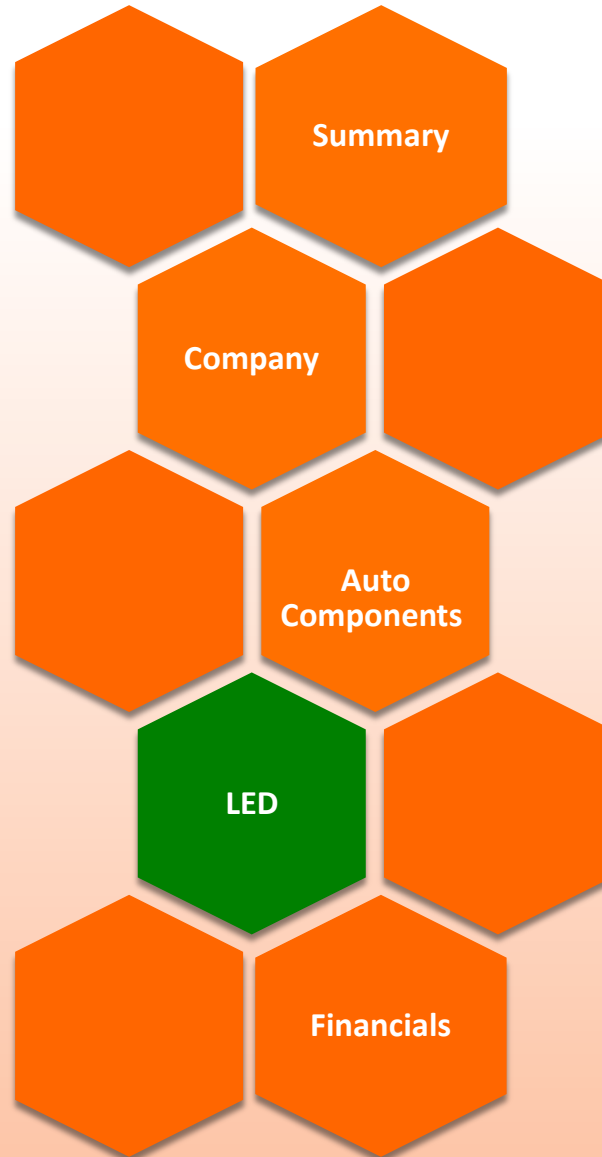


## FY13 Top Clientele Contribution



- Honda Motor Cycle
- TVS Motor
- Replacement Market
- Suzuki Motorcycle India
- Mahindra Two wheeler
- Other Customers





- After strengthening its position in the Automotive Industry, FIEM has already diversified into two more additional segments:
  - LED luminaires for indoor and outdoor applications
  - Integrated Passenger Information Systems with LED Display for Railways and Buses
- FIEM has in-house R&D and manufacturing facilities for LEDs in Rai, Sonapat, Haryana. The Company only imports LED chips and electrical component and rest of the LED luminaires parts are manufactured in-house including the most crucial part i.e. **LED Drivers**.
- Company has already developed more than 100 products and developing more & more LED luminaires to attain significant market share
- **Benefits of Fiem Technology for LED**
  - Strong R&D and development team consisting 100 engineers having experience of more than a decade
  - Govt. approved R&D center
  - PCB circuit designing
  - Cost and Energy Efficient designs
  - Structural product designing
  - Innovative optical designing, thermal simulation to achieve higher efficiency
  - Complete SMT plant installed a decade ago
  - Strong team for OEM and after market service

## LED Luminaires



## LED Passenger Info Display System



## LED Solar Lantern



FIEM manufactures the following types of LED Luminaires:

## Indoor LED Lights

- LED Bulbs
- LED Tubes
- LED Ceiling Lights
- LED Down Lights
- LED Solar Lanterns
- LED Torches



- **Applications** - Commercial, Industrial, Residential and other buildings such as Showrooms, Offices & Bank, Malls, Factories, Industrial shed, Warehouses, Residential Houses/Flats etc. LED Torches have safety features like glass breaking, seat belt cutter and warning lights which helps the vehicle driver during emergency




## Outdoor LED Lights

- LED Bay Lights
- LED Street Lights
- LED Spot Lights
- LED Park Lights
- LED Flood Lights
- Bollards



- **Applications** - Roads, Highways, Tunnels, Open spaces in the building compounds such as Farm houses, Amusement parks, Hotels, Banquets, Gardens & parks, Residential apartments, Institutional & Industrial compounds etc.

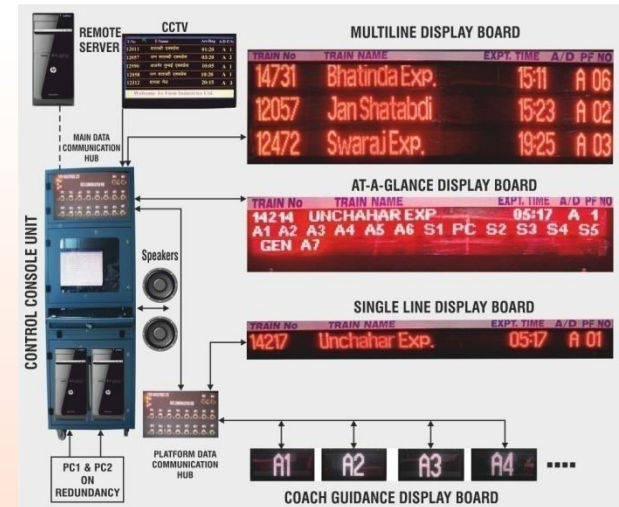
# ADVANTAGE OF FIEM LED VS CONVENTIONAL LIGHTS

	 <b>Fiem LED</b>	 <b>CFL</b>	 <b>Incandescent Bulbs</b>
<b>Life Expectancy</b>	>35,000hrs	8,000hrs	1,200hrs
<b>Watt</b>	7watts	13-15watts	60watt
<b>Kwh of electricity used in 50,000hrs</b>	350	700	3,000
<b>Hazardous Material</b>	None	5mg mercury/bulb	None
<b>Color Rendition</b>	Wide range of color	Restricted color	Restricted color
<b>Dimmability</b>	Yes	Restricted Possibility	Yes
<b>Robustness</b>	Breakable	Sensitive	Sensitive
<b>Start up time</b>	Instant	Delay	Instant
<b>Disposal</b>	Via Landfill	As per guidelines	Via Landfill
<b>Light Efficiency</b>	$620\text{lum}/7=90\text{ Im/wtt}$	$620/15=53\text{ Im/wtt}$	$620/60=13\text{ Im/wtt}$
<b>Maintenance</b>	Negligible	High	High

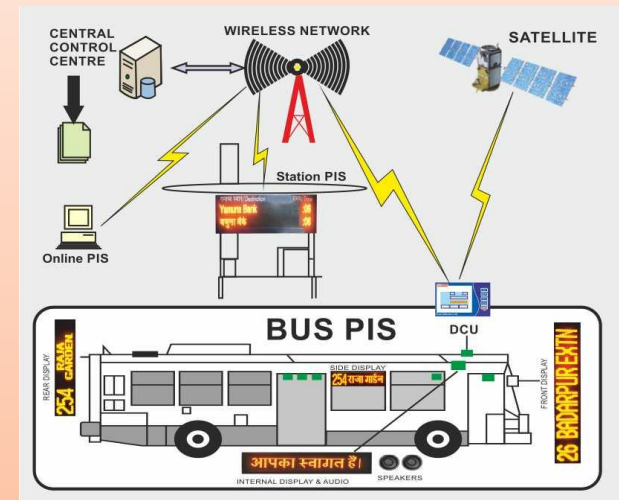
- Integrated Passenger Information System with LED Display (IPIS or PIDS) is an electronic information system which provides real-time passenger information.
- Passenger information delivered in relevant locations along the bus route is an important part of this strategy and FIEM has played a key role in helping its partners deliver an effective solution.
- Company has successfully installed this Passenger Information System in many DTC buses in Delhi operating at different routes and has also installed the same in many of the school buses of Delhi Public School, GD Goenka School, PP international school, Dynasty International School, Manav Rachna International School etc.
- Association of State Road Transport Undertakings has also inspected the Company's LED based Destination system and found it satisfactory.
- Also received approval for Integrated Passenger Information System with LED Display (IPIS) from **Ministry of Railways - Research Design and Standard Organization (RDSO)** for manufacture and supply of this system (consisting of Train indication, Coach Guidance & PC based announcement).
- FIEM is looking for big business opportunities from Railways, Central & State Government, Metro, Overseas Market etc.

## LED Integrated Passenger Information System

### Railway



### Buses



## LED Display Panel

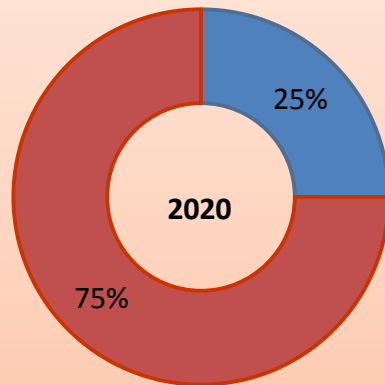
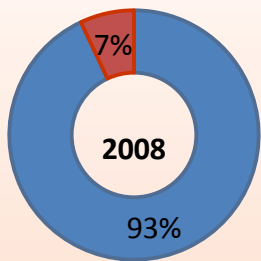


## LED Industry Glimpse:

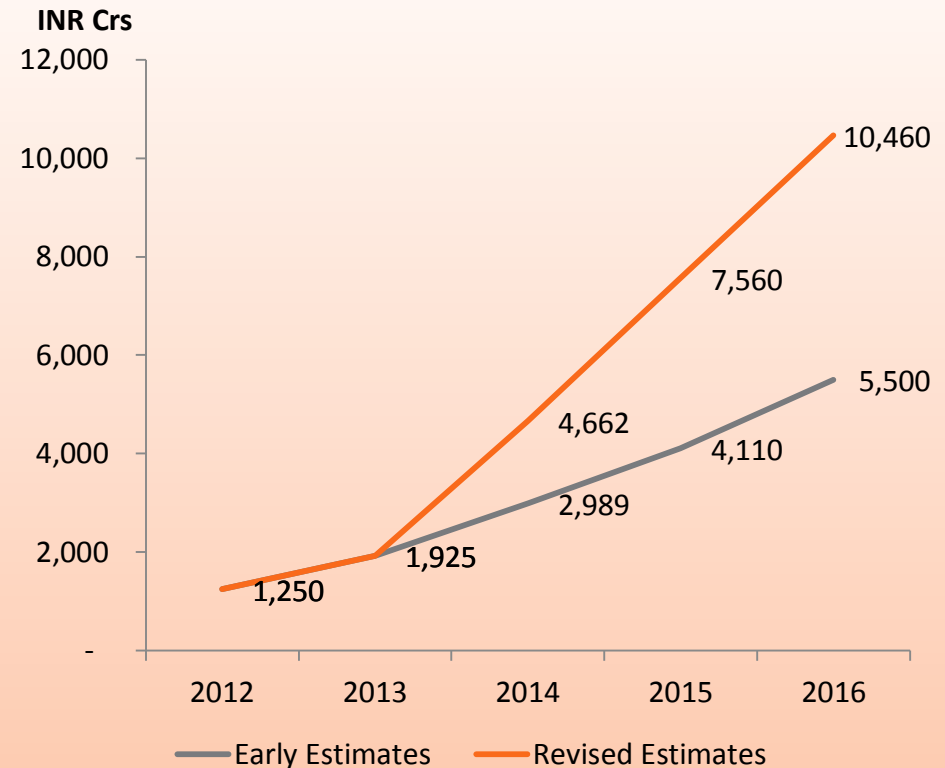
- India is emerging as a very big market for LEDs. However, being a price sensitive market, it is expected to witness significant increase in penetration, as LED luminaires prices go down the price ladder.
- **LED switching offers the following benefits to our country :**
  - INR 1350 billion savings in reduced electricity cost
  - 95 million tons of CO<sub>2</sub>-or the equivalent of 91 power plants
  - Offering billions of INR saving in reduced need for power infrastructure
  - Virtually making this an economic necessity in these times of national budget deficits
- **Potential Saving across different segments :**
- Street Lights (Potential of up to 50% savings)
  - Street Lights with Fluorescent lamps: 2.5 Crore (Nos.)
  - Street Lights with HID, Gas Discharge lamps: 22.5 Lakh (Nos.)
- Down Lights (Potential of up to 80% savings)
  - Estimated Retail outlets with GLS/CFL points: 50 Lakh (Nos.)
  - Estimated points, with average 6 DLs per outlet: 3.0 Crore (Nos.)
- Home users (Retrofit LED lamps)
  - Government procurement under RGGVY per annum: 3.5 Crore (Nos.)
  - Other Government DSM and CDM schemes: > 10.0 Crore (Nos.)

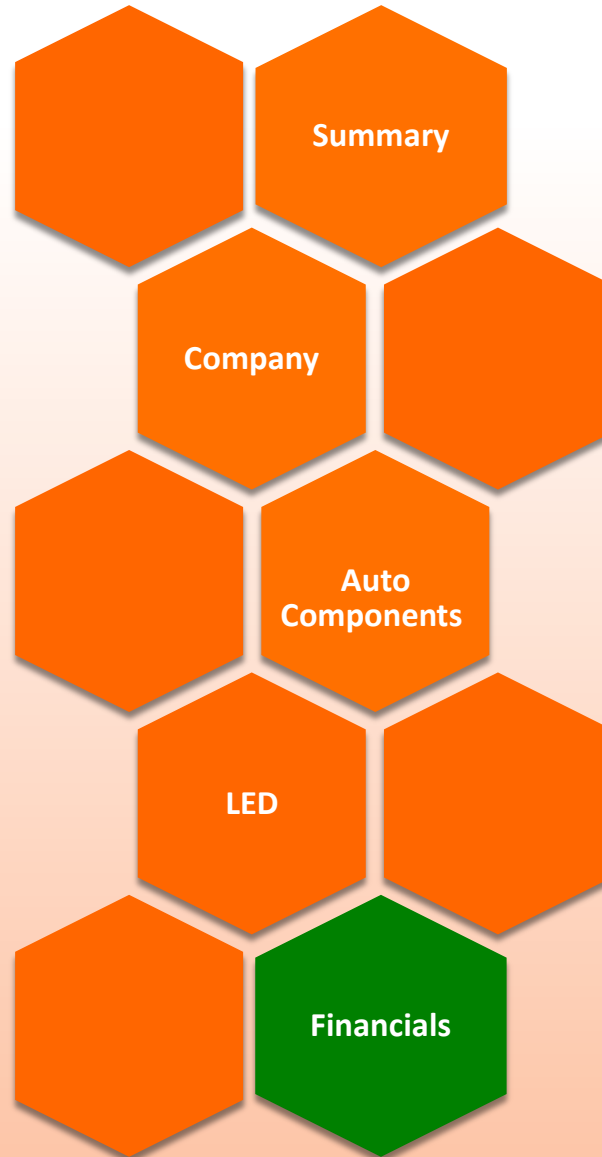
LED lighting is transforming the entire landscape of the Lighting Industry and as per estimates LED will constitute around 75% of the lighting in 2020.

## Expected Industry Growth



■ Conventional lighting   ■ LED lighting







# CONSOLIDATED INCOME STATEMENT

Particulars (INR Mn)	FY11	FY12	FY13
<b>Total Income*</b>	<b>4,279</b>	<b>5,354</b>	<b>6,068</b>
Expenses	3,900	4,675	5,361
<b>EBITDA</b>	<b>379</b>	<b>680</b>	<b>707</b>
<b>EBITDA Margin</b>	<b>8.85%</b>	<b>12.70%</b>	<b>11.65%</b>
Depreciation & Amortization	130	169	183
Finance Cost	95	208	130
PBT	154	303	394
Taxes	43	92	116
<b>PAT</b>	<b>111</b>	<b>211</b>	<b>277</b>
<b>PAT Margin</b>	<b>2.59%</b>	<b>3.95%</b>	<b>4.57%</b>
<b>EPS</b>	<b>9.25</b>	<b>17.67</b>	<b>23.17</b>

\* Includes Other Income

# CONSOLIDATED BALANCE SHEET & CASH FLOW

Particulars (INR Mn)	FY12	FY13	Particulars (INR Mn)	FY12	FY13
<b>Shareholder Funds</b>			<b>Non Current Asset</b>		
Share Capital – Equity	120	120	Tangible Asset	2,806	2,916
Reserves & Surplus	1,318	1,561	Intangible Asset	10	11
<b>Total - Shareholder Funds</b>	<b>1,438</b>	<b>1,681</b>	Capital Work in Progress	14	15
<b>Non Current Liabilities</b>			Non Current Investment	0	0
Long term Borrowings	950	762	Long Term Loans and Advances	70	79
Deferred Tax Liability (net)	193	242	Other Non Current Assets	1	1
Other Long term Liability	26	17	<b>Total Non Current Assets</b>	<b>2,900</b>	<b>3,021</b>
Long Term Provision	6	8	<b>Current Assets</b>		
<b>Total Non Current Liabilities</b>	<b>1,175</b>	<b>1,029</b>	Inventories	460	487
<b>Current Liabilities</b>			Trade Receivable	669	693
Short-Term Borrowings	442	304	Cash and Bank Balance	55	16
Trade Payables	647	751	Short Term loans and Advances	99	110
Other Current Liabilities	430	495	Other Current Assets	2	5
Short-term provisions	53	74	<b>Total Current Assets</b>	<b>1,284</b>	<b>1,311</b>
<b>Total Current Liabilities</b>	<b>1,572</b>	<b>1,623</b>	<b>GRAND TOTAL</b>	<b>4,184</b>	<b>4,333</b>
<b>GRAND TOTAL</b>	<b>4,184</b>	<b>4,333</b>			

Cash Flow (INR Mn)	FY11	FY12	FY13
<b>Cash and Cash Equivalents at Beginning of the year</b>	<b>15</b>	<b>47</b>	<b>55</b>
Cash Flow From Operating Activities	187	488	711
Cash Flow from Investing Activities	(784)	(542)	(277)
Cash Flow From Financing Activities	629	61	(473)
Net Inc./ (Dec.) in Cash and Cash Equivalent	32	7	(39)
<b>Cash and Cash Equivalents at End of the year</b>	<b>47</b>	<b>55</b>	<b>16</b>

# STANDALONE INCOME STATEMENT

Particulars (INR Mn)	FY11	FY12	FY13	9MFY14
<b>Total Income*</b>	<b>4,213</b>	<b>5,338</b>	<b>6,026</b>	<b>5,200</b>
Expenses	3,831	4,659	5,323	4,566
<b>EBITDA</b>	<b>382</b>	<b>680</b>	<b>702</b>	<b>635</b>
<b>EBITDA Margin</b>	<b>9.1%</b>	<b>12.7%</b>	<b>11.7%</b>	<b>12.2%</b>
Depreciation & Amortization	130	169	183	160
Finance Cost	95	208	129	110
PBT	157	303	389	364
Taxes	43	92	116	110
<b>PAT</b>	<b>114</b>	<b>211</b>	<b>273</b>	<b>254</b>
<b>PAT Margin</b>	<b>2.71%</b>	<b>3.96%</b>	<b>4.53%</b>	<b>4.89%</b>
<b>EPS</b>	<b>9.55</b>	<b>17.68</b>	<b>22.83</b>	<b>21.24</b>

\* Includes Other Income

# STANDALONE BALANCE SHEET

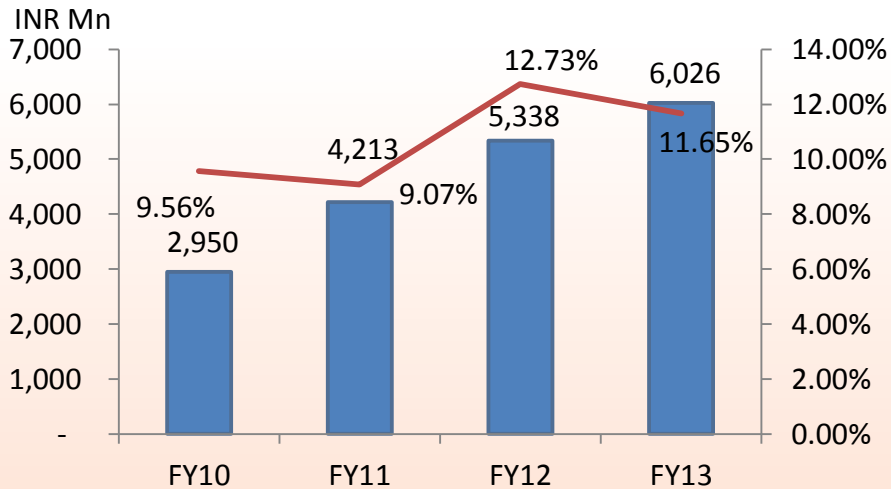
Particulars (INR Mn)	FY12	FY13	H1FY14	Particulars (INR Mn)	FY12	FY13	H1FY14
<b>Shareholder Funds</b>				<b>Non Current Asset</b>			
Share Capital – Equity	120	120	120	Tangible Asset	2,805	2,916	3,114*
Reserves & Surplus	1,324	1,562	1,713	Intangible Asset	10	11	
<b>Total - Shareholder Funds</b>	<b>1,443</b>	<b>1,682</b>	<b>1,833</b>	Capital Work in Progress	14	15	
<b>Non Current Liabilities</b>				Non Current Investment	0	0	0
Long term Borrowings	950	762	733	Long Term Loans and Advances	72	81	96
Deferred Tax Liabilities	193	242	258	Other Non Current Assets	1	1	1
Other Long Term Liabilities	26	17	17	<b>Total Non Current Assets</b>	<b>2,902</b>	<b>3,024</b>	<b>3,212</b>
Long Term Provision	6	8	11	<b>Current Assets</b>			
<b>Total Non Current Liabilities</b>	<b>1,175</b>	<b>1,029</b>	<b>1,019</b>	Inventories	457	487	536
<b>Current Liabilities</b>				Trade Receivable	671	688	741
Short-Term Borrowings	442	304	309	Cash and Bank Balance	53	15	24
Trade Payables	644	746	824	Short Term loans and Advances	102	109	126
Other Current Liabilities	429	494	625	Other Current Assets	2	5	3
Short-term provisions	53	74	33	<b>Total Current Assets</b>	<b>1,284</b>	<b>1,305</b>	<b>1,431</b>
<b>Total Current Liabilities</b>	<b>1,568</b>	<b>1,617</b>	<b>1,791</b>	<b>GRAND TOTAL</b>	<b>4,186</b>	<b>4,328</b>	<b>4,643</b>
<b>GRAND TOTAL</b>	<b>4,186</b>	<b>4,328</b>	<b>4,643</b>				

\* Total Fixed Assets

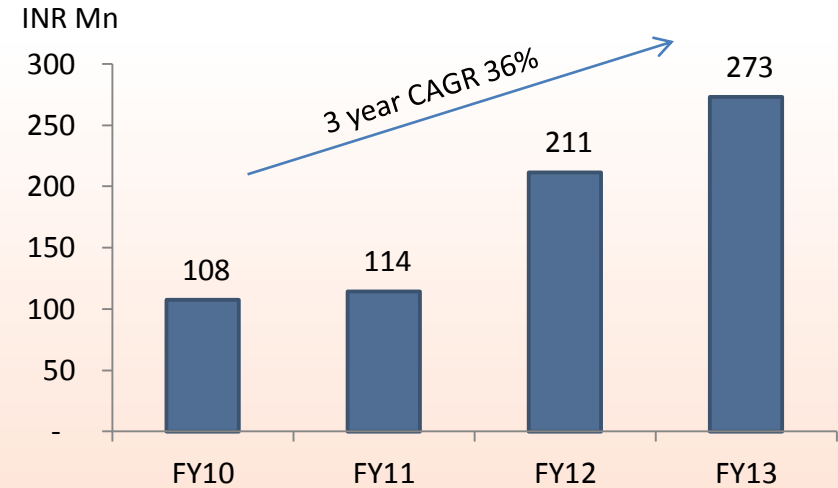
# STANDALONE FINANCIAL OVERVIEW

37

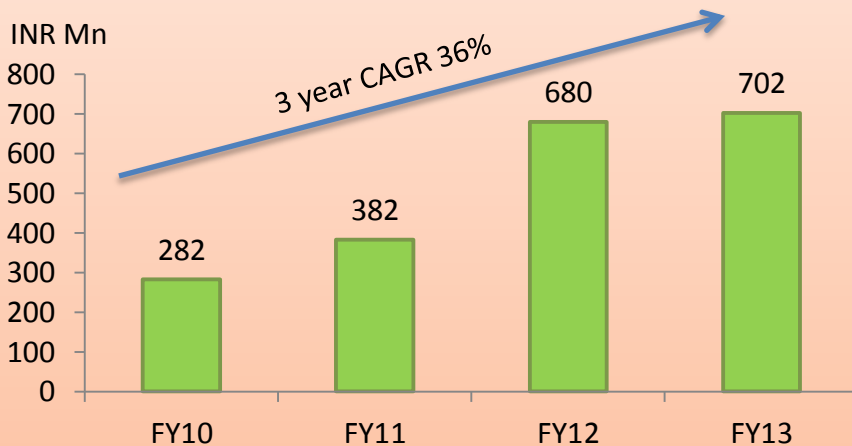
## Total Revenue & EBIDTAM%



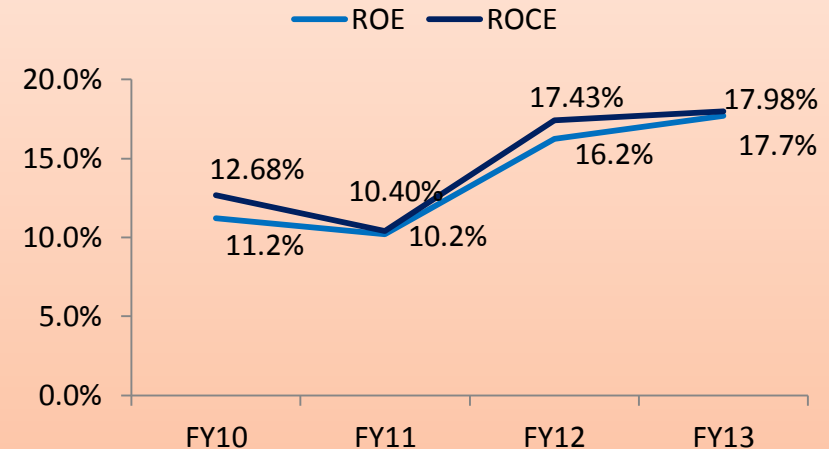
## Net Profit



## EBITDA



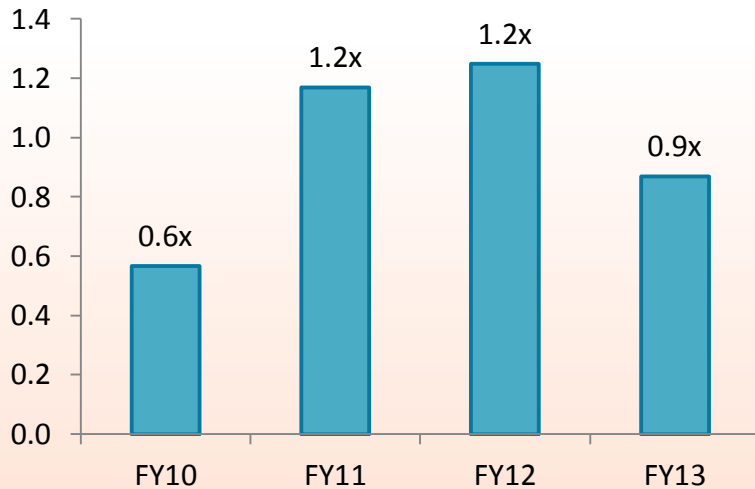
## Efficiency Ratio



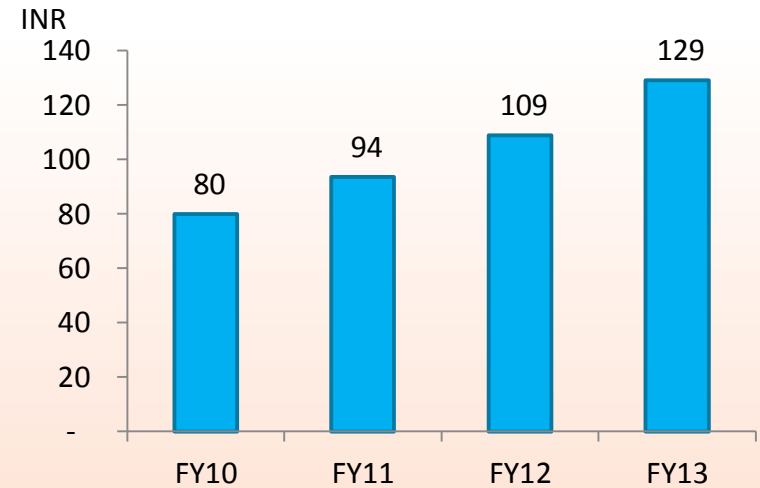
# STANDALONE FINANCIAL OVERVIEW

38

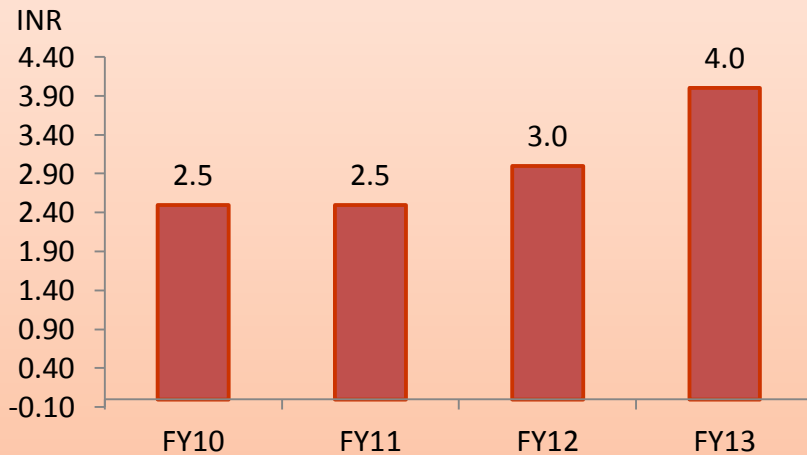
## Gross Debt/Equity



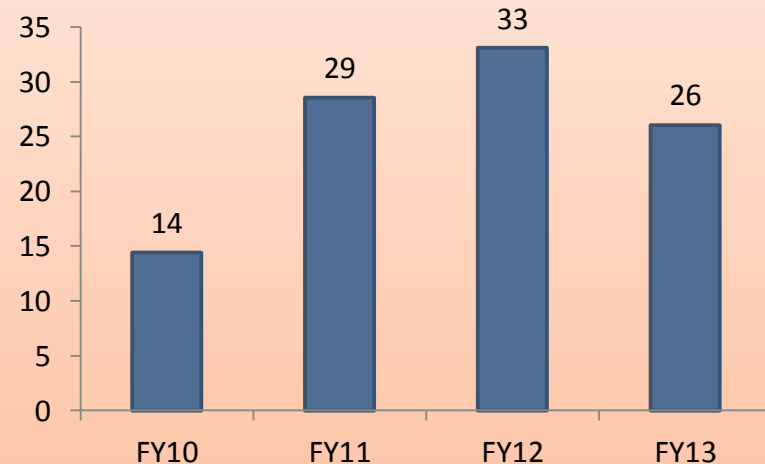
## Book Value Per Share



## Dividend Per Share



## Working Capital Days



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