



SELLOWRAP

Investor Presentation H1FY26

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Introducing SELLOWRAP



With more than four decades of expertise, SK Group (Sellowrap Industries & Sellowrap EPP) is a leading manufacturer of auto components, supplying to major OEMs across India and globally, through state-of-the-art manufacturing units.

Our Products



We offer a diversified portfolio comprising majorly following category of components: Plastic Injection Moulding , Screen Sealing , Foams (including NVH Foams) , PU molding , Rubber EPP etc. Catering to both automotive and non automotive industries.

Global Reach



25% of our products are exported (deemed export) to automotive giants like Jaguar Land Rover, Renault, Nissan, and Stellantis, reaching markets in the UK, Europe, North America, Brazil, Japan, and China.

Joint Venture



Since 2005, SIPL / SIL is in partnership with KANEKA Corporation and MITSUI & Co, to produce EPP solutions, including automotive parts like tool kits, bumper cores, and packaging solutions, leveraging advanced cutting-edge technology.

Experienced Team



Dynamic & professional core management team with more than 3 decades experiences in their respective fields managing the operations across the spectrum.

SELLOWRAP – Vision, Mission & Values

VISION

We aspire to grow exponentially by delivering innovative products, driven by ESG guidelines and creating value for all our stakeholders.

MISSION

To achieve profitable growth by supporting Make in India, expanding global presence ensuring superior customer service with our quality commitments and building a safe, healthy and rewarding work environment.

VALUES

Passion for Excellence – We relentlessly improve and continuously raise the bar in everything we do

Open Communication – We believe in experience sharing and confronting fearlessly for the good of the organization

Integrity & Fairness – We are fair and upright in our intentions and actions

Respect & Humility – We are courteous, compassionate, caring, humane, and humble in all our interpersonal dealings.

Partnering – We leverage interdependence and a cooperative approach

Responsibility – We take ownership of the consequences of one's decisions and actions.

Journey So Far

1985

**Sellowrap Manufacturing
Company Established**

1986

**Started supplies to OEM
(Maruti)**

1990

**Started supplies to Tier 1's of
Maruti Suzuki**

2002

**M&M and General Motors
Supply started**

2004

**Sellowrap Manufacturing
Converted to Private Ltd. Co**

2019

**Sellowrap EPP India Pvt. Ltd.
received "Overall
Performance" Award from
MSIL**

2018

**Commissioning of
Ranipet Plant**

2011

**Nissan Export Business Started.
Name changed to Sellowrap
Industries Pvt Ltd**

2007

**Renault Nissan Domestic
supply started**

2005

**Sellowrap EPP India Pvt. Ltd.
Founded and achieved ISO &
OHSAS Certification**

2021

**Commissioning of Chakan
Pune Plant**

2023

**GPTW Certification (Great
Place To Work)**

**Quality (Zero Defect)
Certification from Suzuki
Motors**

2024

**Received ACMA "Bronze Trophy" for Excellence in
Safety for Ranipet plant**

Converted to public limited company on October 2024

Recipient of NSCI Safety Awards in MSME Sector

GPTW Certification (Great Place To Work)

2025

Listed on NSE Emerge

**Recognition by Jaguar Landover , UK (JLR) for
achieving Zero Quality Defects for FY 2025**

Recipient of NSCI Safety Awards in MSME Sector

GPTW Certification (Great Place To Work)

Led by highly skilled & experienced professionals



Saurabh Poddar

Managing Director

- **Experience:** 30 years in the automotive industry.
- **Expertise:** Dynamic entrepreneur with strong acumen in Finance & Operations and a successful investor.
- **Key Achievements:** Successfully managed multiple businesses across various locations with a proven track record in driving growth with operational excellence and man-management efficiency. Currently the Co-chairperson of ACMA Western Region.



Sushil Kumar Poddar

Chairman

- **Experience:** Over 40 years in the automotive industry. Visionary leader overseeing production, development, administration, finance, operations, and technical growth of the company.
- **Expertise:** Expertise in core engineering and manufacturing processes, with a strong focus on formulating and implementing effective business strategies.



SS Mokha

Executive Director

- **Experience:** 35 years in the automotive industry.
- **Expertise:** Marketing and business development for OEMs/Tier-1s, focusing on purchasing, development and engineering plastics.
- **Key Achievements:** 15+ years of sales growth, supplying to OEMs in India and exporting parts. Efficiently managed raw material imports and techno-commercial operations.

Led by highly skilled & experienced professionals



Dharampal Gupta

CFO

- **Experience:** Over 25 years experience in manufacturing, financial and logistics functions in the automotive industry.
- **Expertise:** Financial and Operation Management.
- **Key Achievements:** Successfully managed operations and financial functions. Also handled project management for erection & commissioning of new plants in various locations across India.



Khush Poddar

Vice President Strategy and Innovation

- **Experience:** 3 years in the automotive sector across engineering and operations.
- **Expertise:** Holds a B.S. in Mechanical Engineering from UMass Amherst with skills in strategy, operations, team leadership, process improvement, and project oversight.
- **Key Achievements:**
- Improved internal workflows, supported key strategic initiatives, and enhanced project oversight for smoother execution.



J Ghosh

President - Sales & Marketing

- **Experience:** Over three decades of extensive experience in the auto component industry.
- **Expertise:** A results-driven and seasoned marketing professional with 30+ years of experience in the auto ancillary sector, managing and promoting products such as tires, wheel rims, bearings, and related components.
- **Key Achievements:**
- Proven strategic planner with a strong ability to design and execute effective marketing and business-growth strategies.
- Comprehensive experience across all major segments of the automotive industry - 4W, 3W, 2W and CV and OTR segments

Led by highly skilled & experienced professionals



Vibha Anoop

Group Chief Human Resource
Officer (Group CHRO)

- **Experience:** 28 years of HR leadership across Godrej & Boyce, Aditya Birla Group, and SMEs, with strong experience in building effective organizations and high-performing teams.
- **Expertise:** Strategic HR, OD, Talent & Performance Management, Balanced Scorecards, MIS, and leadership development. Certified Independent Director.
- **Key Achievements:**
- Led major HR and OD initiatives across diverse organizations.
- Built robust people systems enhancing performance and capability.
- Leading Strategic HR and OD at Sellowrap.



Vijay Shankar

Sr. General Manager - Corporate Quality

- **Experience:** 26 years in the automotive industry.
- **Expertise:** Expertise in Quality control, Quality system, core engineering and implementing effective quality system.
- **Key Achievements:**
- Successfully managed multiple businesses locations, operational excellence with respect to global quality system inline with customer specific requirements.
- Implementation of ESG system across the business location.

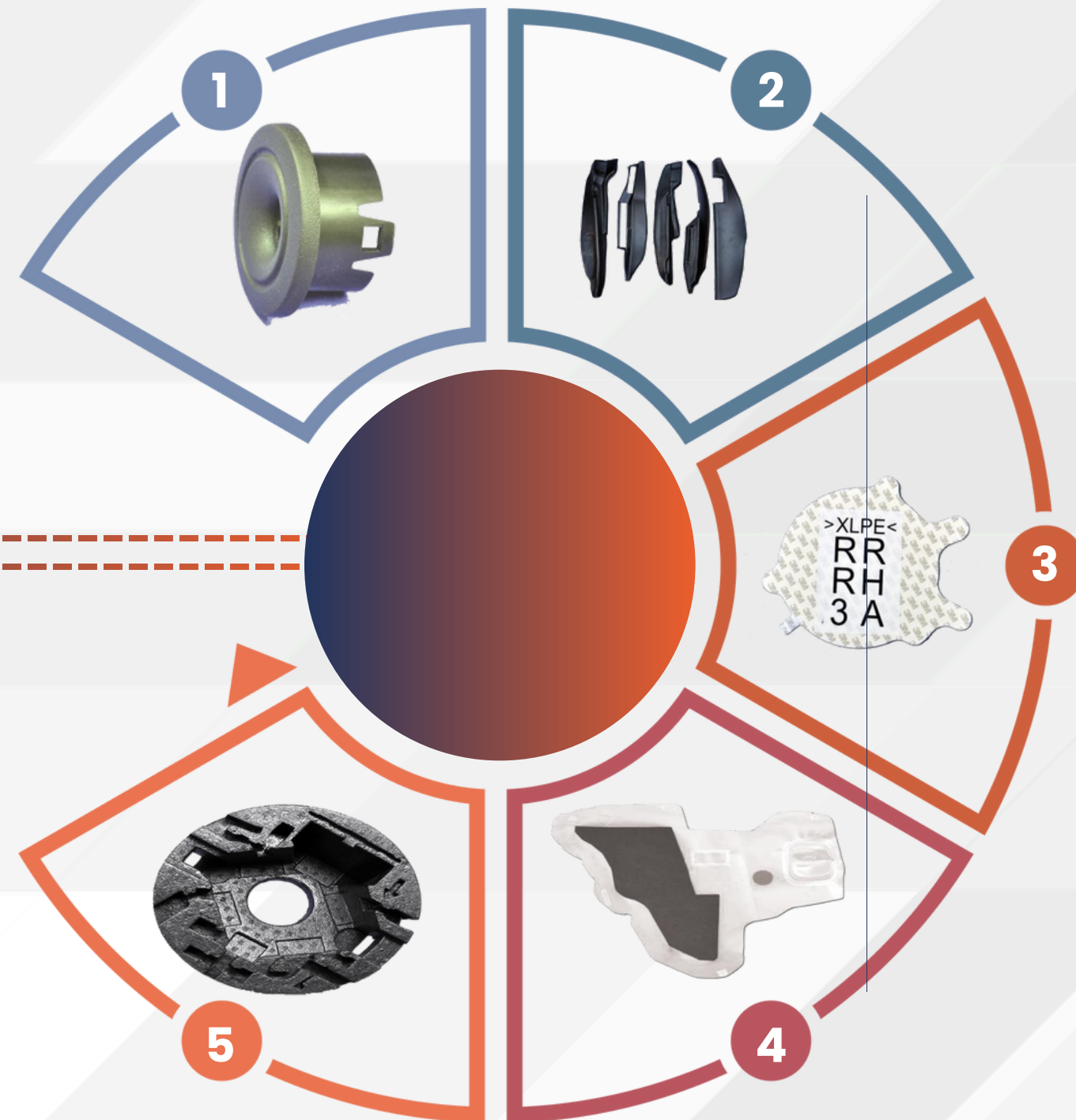


Vishal Srivastava

Operation Head

- **Experience:** Overall 22+ years experience in Plant Operations.
- **Expertise:** Expertise in P&L management, Plant Operation, Quality, production, administration, strategic planning, and operational efficiency.
- **Key Achievements:** Successfully managed operations and P&L performance of multiple facilities.

Our Products



1

Plastic Injection Moulding Parts (Interior & Exterior Parts)

Fasteners, Grip Assist, Window guide rail, Air guide, HVAC, Insulation etc.

2

PU-Foam- Moulding

Fenders, Baffles, Seal hinge-hood parts etc.

3

Foam / Label & Stickers Products

Door Protector, NVH Foams, Insulation Pillars, Pressure labels, Safety labels etc.

4

Screen Sealing Parts

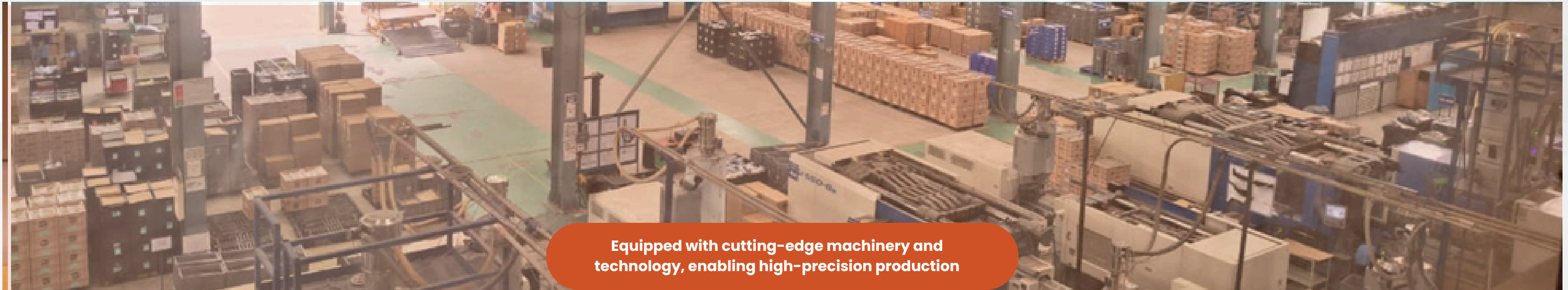
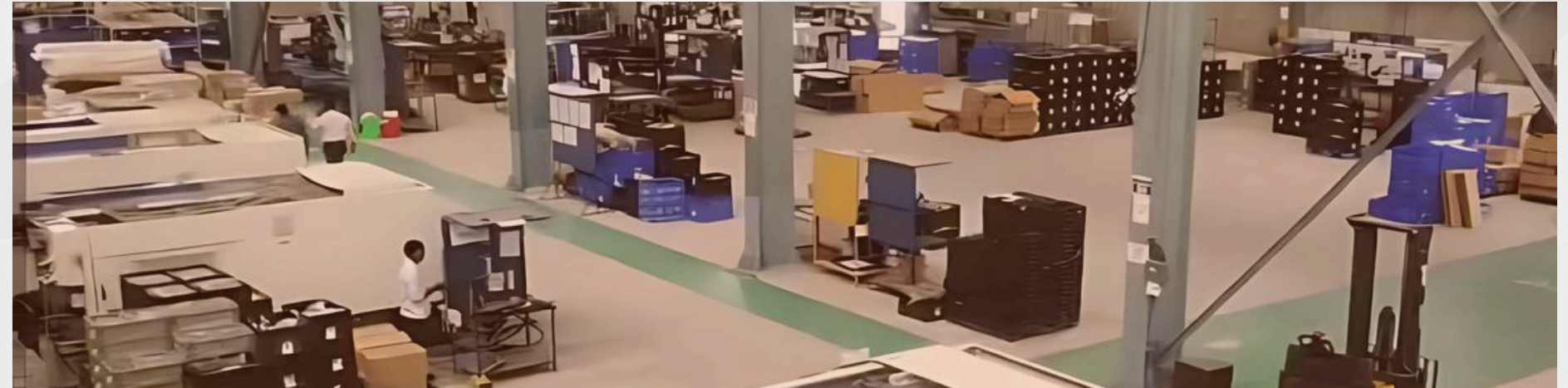
Door protective films, Door water shields

5

EPP Moulding

Tool Kit, Bumper- Core, Core Seat, Packaging, Foot Rest, Rear Bracket Bumper

Our Manufacturing Facilities



Equipped with cutting-edge machinery and technology, enabling high-precision production

More than 150,000 sq. ft. of manufacturing plant spread across key automotive hubs—NCR, Maharashtra, Tamil Nadu and Gujarat—ensuring proximity to major OEMs and Tier-1 customers.

37 injection molding machine spread across 3 plants • LDPE film Blown Extrusion line • Adhesive coating Line • PLC operated Bend Saw for Foam cutting • Ultrasound welding machine for plastic part • Hydraulic machine for NVH foam cutting • Dedicated SPM line for part assembly with detection through vision camera

Strategically located across India...

SELLOWRAP INDUSTRIES

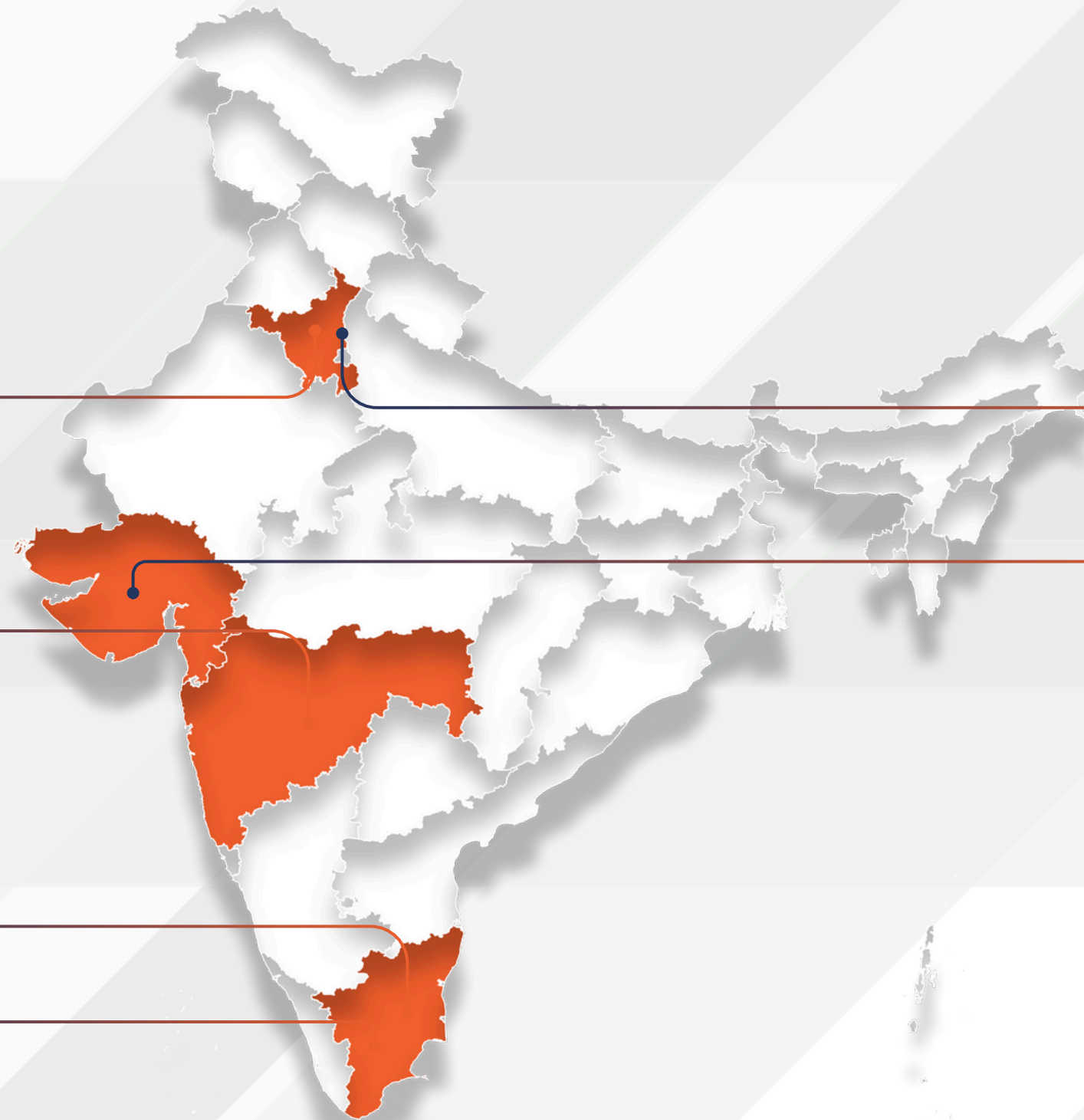
Corporate Head Office at
Mumbai

Manufacturing Unit 1 & 2
NCR (Gurgaon)

Manufacturing Unit 5 Pune
(Chakan), Maharashtra

Manufacturing Unit 3
(Ranipet) & 4 (Kanchipuram)
Tamil Nadu

Centralized R&D Centre
Ranipet, Tamil Nadu



SELLOWRAP EPP

Associated Company

EPP – Manufacturing Unit 1
– JV Plant Bawal, Haryana

EPP – Manufacturing Unit 2
– JV Plant Kadi, Gujarat



**Strategic presence across India
enabling seamless supply chain
integration and robust market
access**

...while serving a global client base

Sellowrap Is A Highly Quality Conscious & Competitive Supplier of Export Parts



EXPORT PART SUPPLIES



SELLOWRAP EPP India Pvt Ltd (ASSOCIATED COMPANY)



Sellowrap EPP India Pvt Ltd is a joint venture Company with the following JV Partners:

**Kaneka
India Pvt Ltd**

51%

**Sellowrap
Industries Ltd**

26%

**Mitsui &
Co (Asia Pacific) Pvt Ltd**

23%



Established in the Year 2005



Technical Partner

KANEKA Corporation, Japan

Buisness Scope

To manufacture custom moulded expanded polypropylene (EPP) products for automotive applications like Bumper Core, Floor spacers, Tool Kit, Side Impact, Sun visors, Returnable containers etc. Apart from automotive applications EPP is used for packaging, insulation and returnable bins.

Awards & Recognitions



**Atma Nirbhar Excellence
Awards**



**ACMA SAFETY Excellence
Awards 2024**



Marquee clientele



EXPORT OEM ●

DOMESTIC OEM ●

Impressive traction

3000+

SKUs



₹ 275 Cr+

Current order book



35+

Major clientele



1.2Mn+

units sold annually

SOLD

77%

Avg. Manufacturing
capacity utilization rate



Industry Certifications



OH&S (Occupational
Health and Safety)



IATF Certification
(International Automotive Task Force)



TISAX Certification



ISO/IEC 27001:2013



EMS
(Environmental Management System)



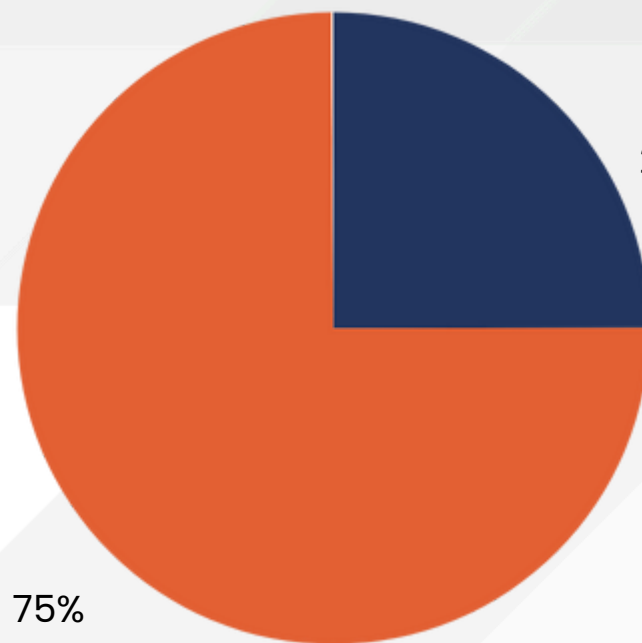
With Capitalizing on Growing Export Demand...



India's auto component industry is poised to become one of the largest globally by 2030, with a market size exceeding \$130 Bn.



Auto component exports are projected to reach USD 100 billion, reflecting a more than five-fold growth from USD 21 billion in 2024.



25%

**Contributes 25% to
India's manufacturing
GDP**

75%

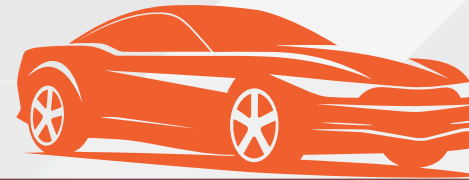
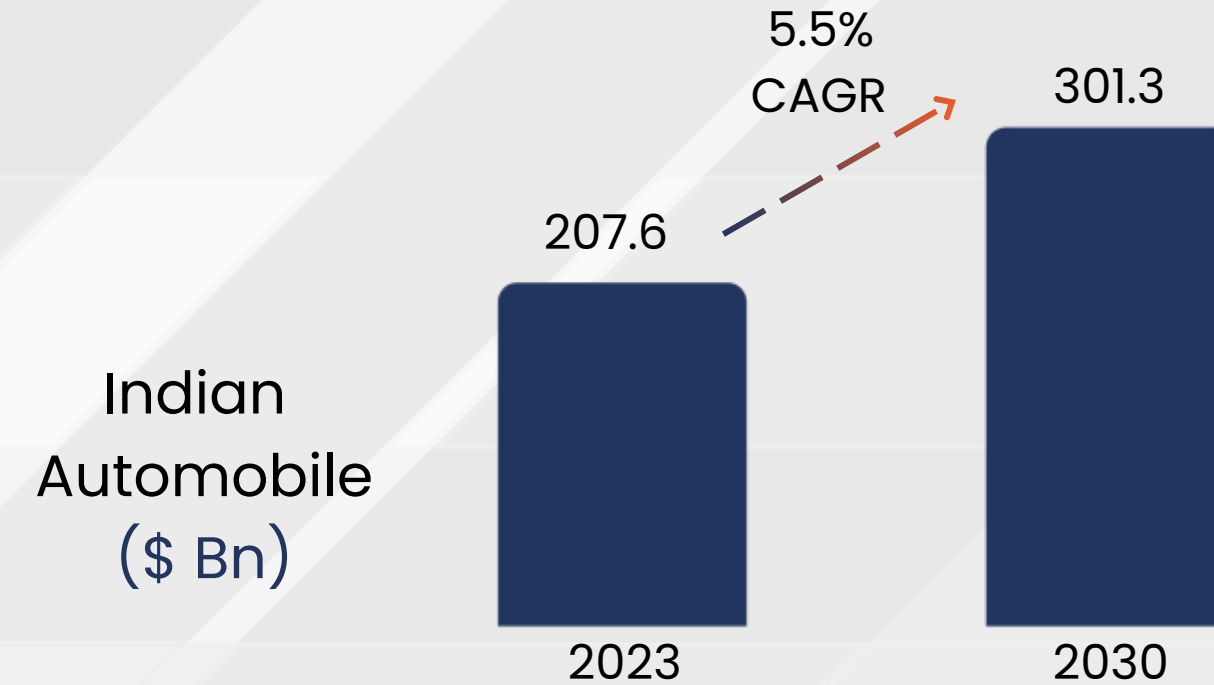
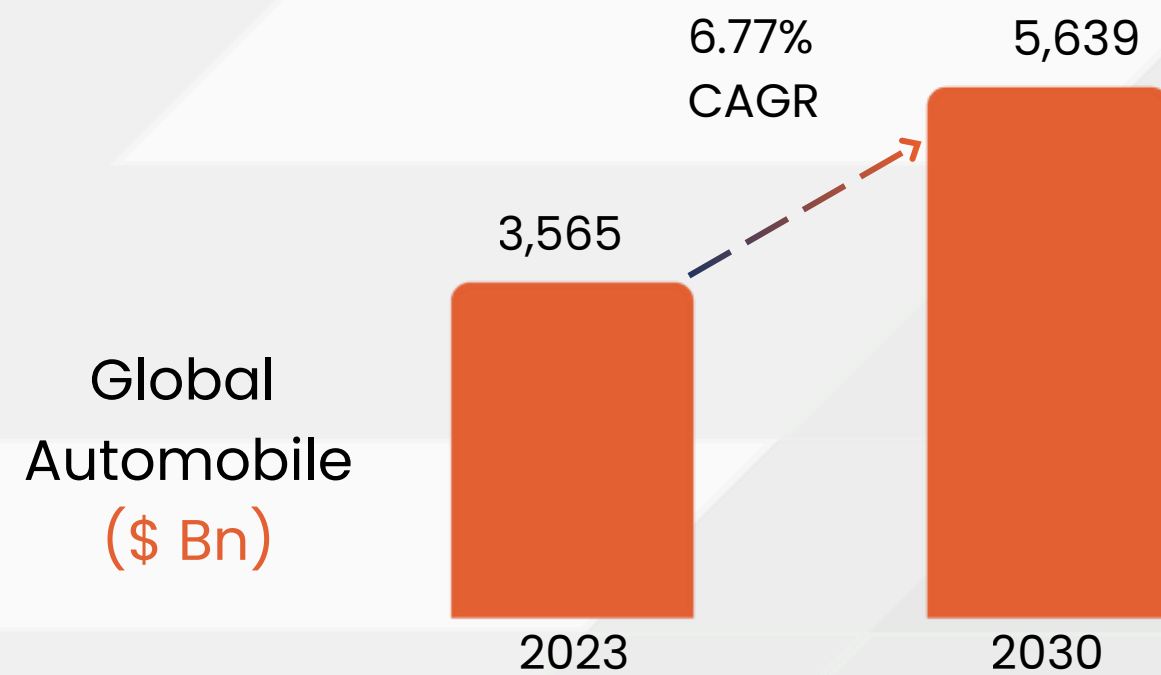
Source: [Economic Times](#)

Indian auto component exports to North America could soar from USD 6 billion today to USD 40 billion by 2030.



India establishes itself as a key trade partner in the US's nearshoring of EV component production, targeting segments with a 30% demand-supply gap in local markets, particularly in chassis and interior components.

Global & Indian Automobile Industry

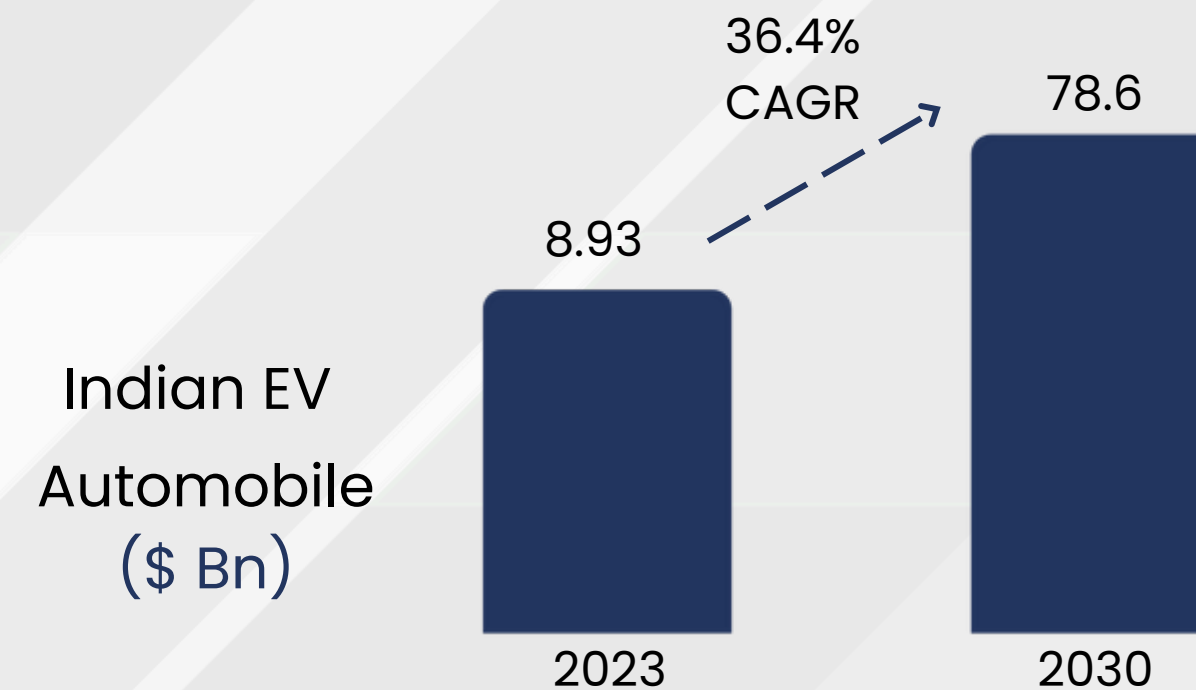
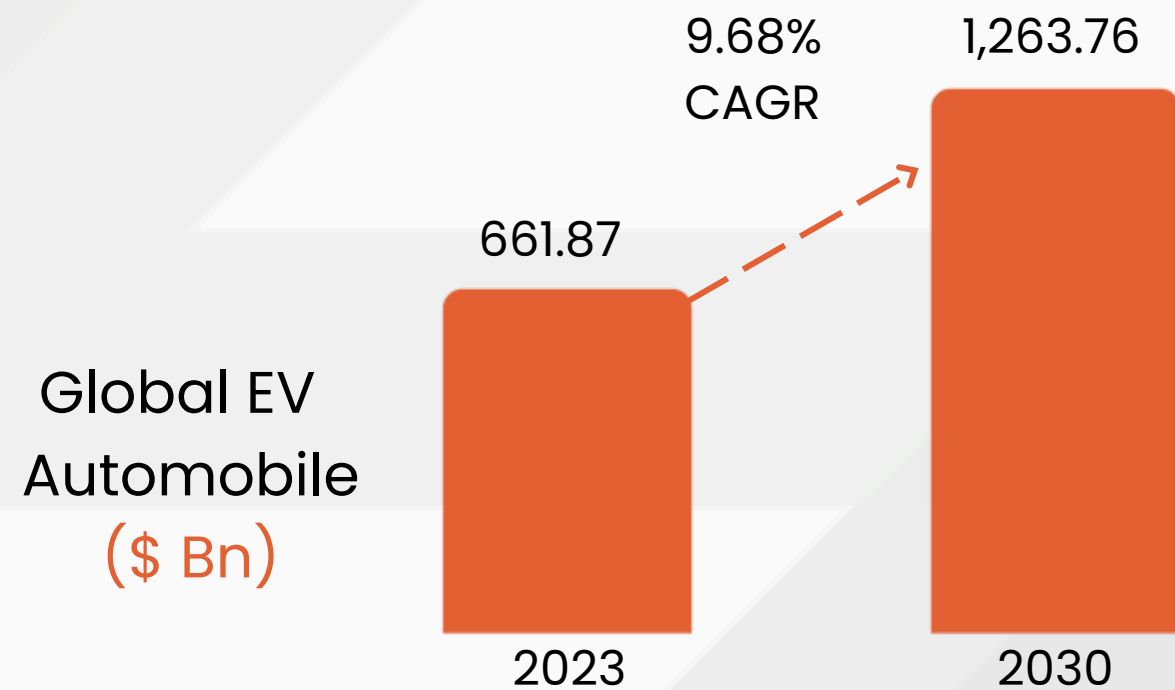


- The global automobile industry is expected to grow at a CAGR of \$6.77 to \$5,639 Bn by 2030.
- In 2023, global car sales increased by \$10.8 year-over-year (YoY) compared to 2022, with a total of \$92.4\$ million units sold.
- Global automotive ancillaries market is projected to grow to \$28.5 Bn by 2032.



- The Indian automobile industry is expected to grow at a CAGR of \$5.5 to \$301.3 Bn by 2030.
- Passenger vehicle sales surged \$8.4 YoY, hitting a record high of over 4.2\$ million units in FY23-24.
- The automobile sector received a cumulative equity FDI inflow of about \$36.26 Bn between April 2000 - March 2024.

Global & Indian EV Automobile Industry



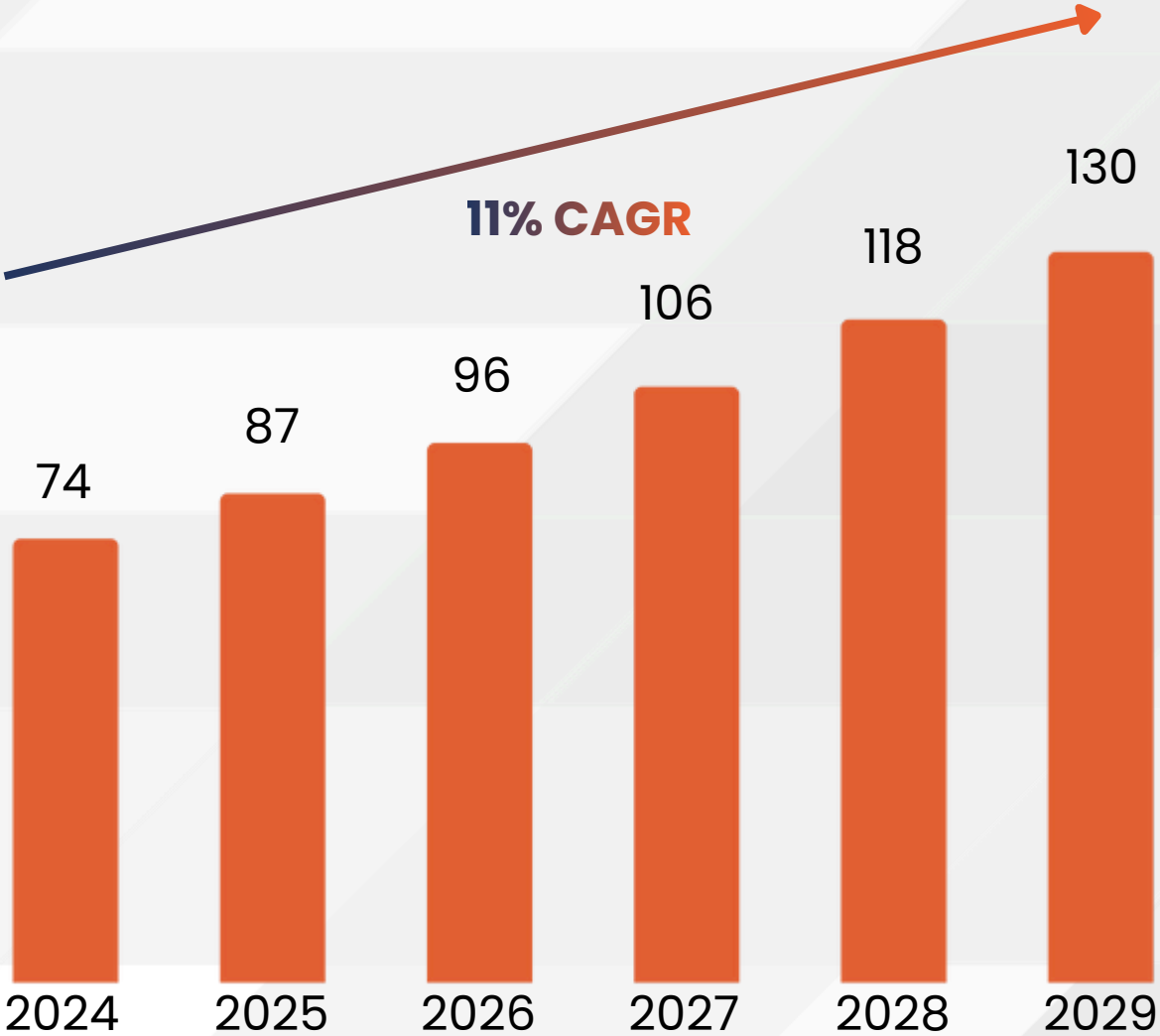
- By 2035, India's demand for EV lithium batteries is projected to reach 139 GWh, a substantial jump from 4 GWh in 2023, primarily driven by the light vehicle segment.



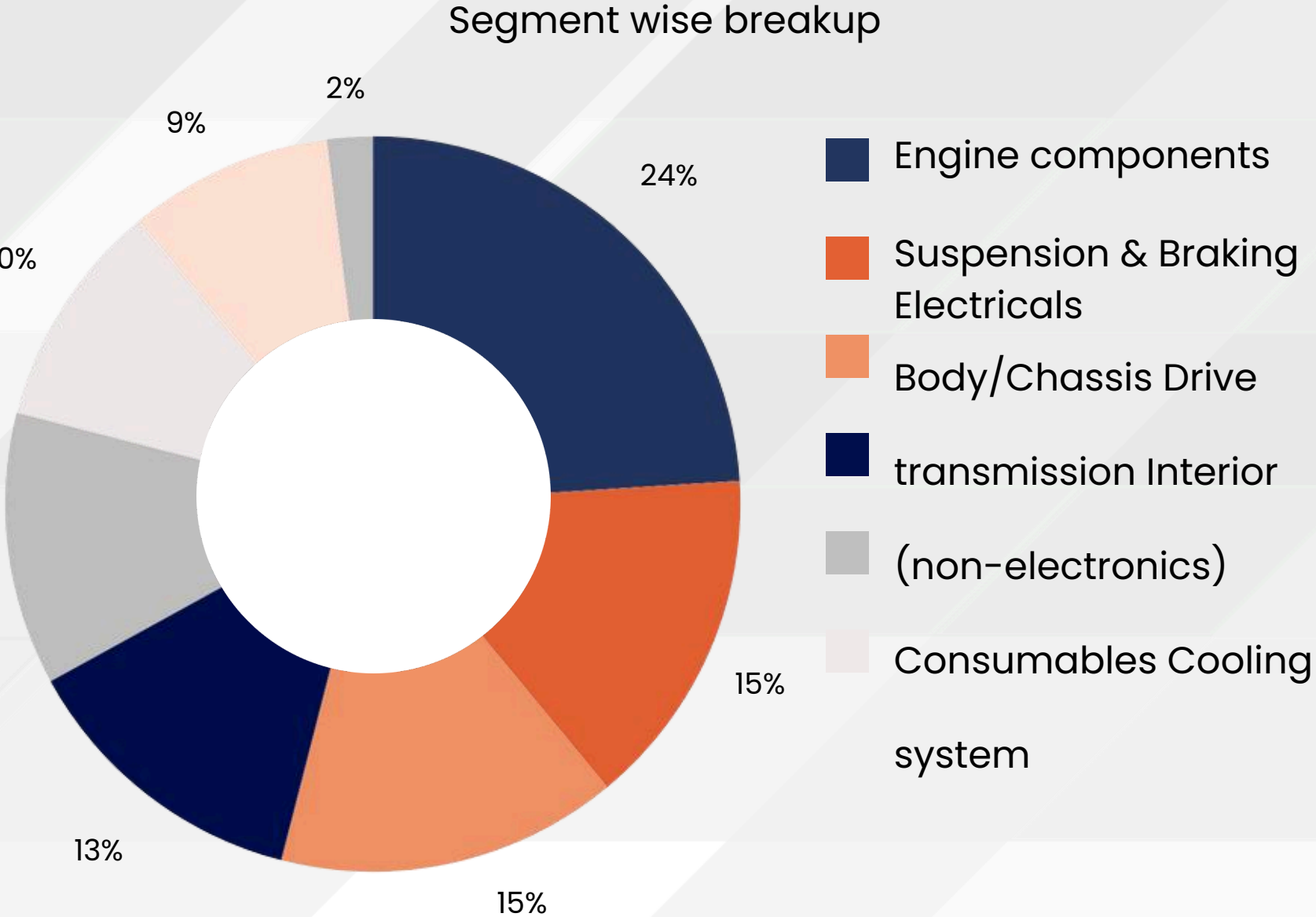
- The use of lightweight materials, such as carbon-fiber-reinforced plastic (CFRP) and metal alloys, is also on the rise, as these materials enhance EV performance by reducing vehicle weight.
- Rise of EVs in India is revolutionizing the auto parts industry, driven by increasing demand for EV components and supported by government policies.

Indian automotive components industry is poised to grow

Indian auto components market (\$bn)



As per Economic Survey 2023-24, the production linked incentive scheme (PLI) for automobile and auto components has so far attracted a proposed investment of \$ 8.18 Bn



*Interior (non-electronics) includes plastic and foam component

Policy push and broader tailwinds bode well for sectoral growth

Favourable Policies Driving Growth

August 2021, Prime Minister Mr. Narendra Modi launched the Vehicle Scrappage Policy, which aims to phase out old polluting vehicles in an environmentally safe manner.

100% FDI allowed under automatic route for the auto components sector



Allocation of ₹ 64,000+ cr for the automobile and auto components sector in Production-Linked Incentive (PLI) schemes.

The Bharat New Car Assessment Program (BNCAP) to strengthen the value chain of the auto component sector and drive the manufacturing of cutting-edge components.

Key Growth Drivers

3rd largest automobile market, presenting significant demand.



Cost advantage, with 25% Power production costs vs. Europe and Latin America.



Global auto component sourcing hub due to its proximity to key markets such as ASEAN, Europe, Japan, and Korea.



Growth is further backed by decent R&D expenditure, with 8% of India's R&D being in this sector.



Consolidated Half Yearly Performance

(Amounts in INR Lakhs)

Particulars	H1FY26	H2FY25	H1FY25	HoH%	YoY%
Revenue From Operations	8,658.33	8,715.44	7,529.57	-0.66	14.99
OTHER INCOME	38.77	49.74	38	-22.05	2.03
TOTAL REVENUE	8,697.10	8,765.18	7,567.57	-0.78	14.93
Operating & Administrative Expenses	7,434.56	7,679.35	6,577.32	-3.19	13.03
EBITDA	1262.54	1085.83	990.25	16.27	27.5
EBITDA %	14.52	12.39	13.09	17.18	10.94
FINANCE COSTS	149.57	166.64	166.21	-10.24	-10.01
DEPRECIATION AND AMORTISATION EXPENSES	443.12	367.91	262.35	20.44	68.9
PROFIT BEFORE EXTRAORDINARY ITEMS AND TAX	669.85	551.28	561.69	21.51	19.26
CSR EXPENSES	7.04	3.81	3.81	84.78	84.78
PBT	662.81	547.47	557.88	21.07	18.81
TAX EXPENSES	161.07	174.36	96.41	-7.62	67.07
PAT FROM CONTINUING OPERATIONS	501.74	373.11	461.47	34.48	8.73
PAT FROM DISCONTINUING OPERATIONS	-	-8.85	-	-	-
PAT	501.74	364.27	461.47	37.74	8.73
AOD: SHARE IN PROFIT OF ASSOCIATES FOR THE YEAR	79.36	71.75	63.67	10.61	24.64
PAT	581.1	436.02	525.14	33.27	10.66
EPS (BASIC)	4.23	4.32	5.53	-2.08	-23.51

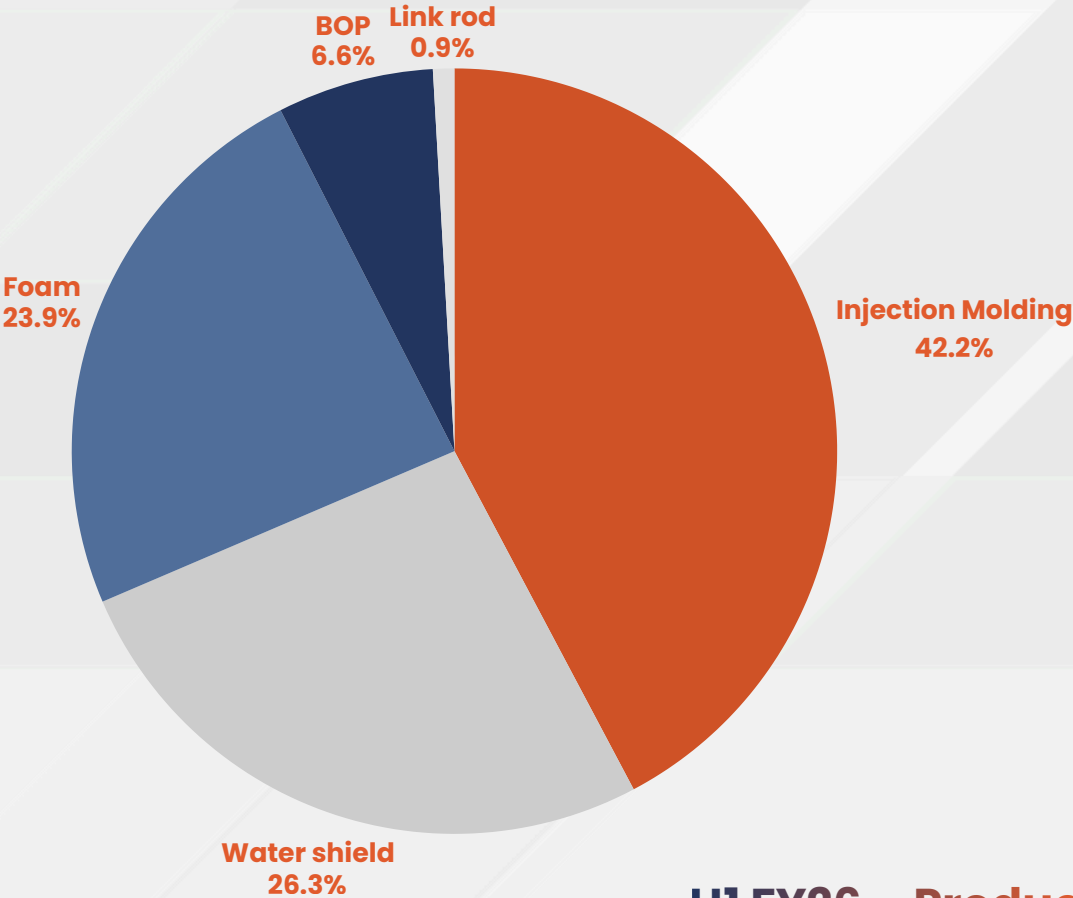
H1 FY26 Revenue Breakup

Segment Wise Volume Analysis

Product category	FY 23-24	FY24-25	FY25-26
Foam	57.24	63.24	65.31
Water shield	11.74	15.16	18.77
Injection Molding	25.06	34.11	38.68
Link rod	1.33	0.72	0.56

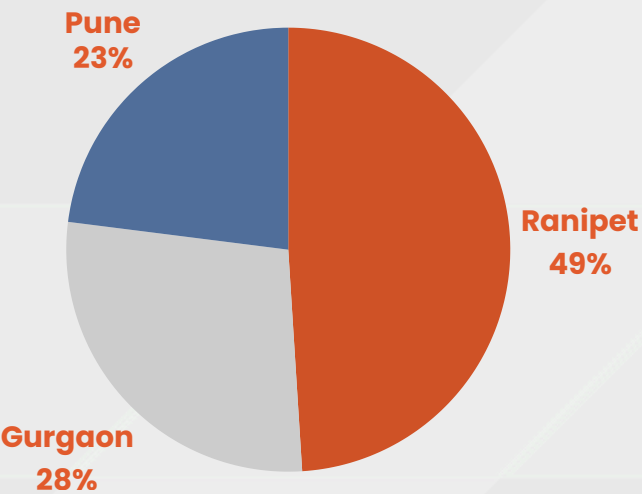
Segment Wise Margin Analysis

Product category	FY 23-24	FY24-25	FY25-26
Injection Molding	16%	16.50%	17.00%
Water shield	21.50%	22.50%	23.00%
Foam	26.00%	26.50%	27.00%
BOP	10.00%	9.50%	9.50%
Link rod	12.00%	12.50%	12.50%

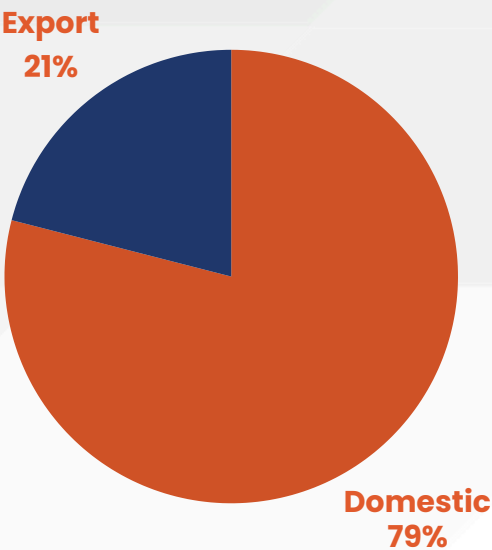


H1 FY26 – Product Category wise Revenue

Geographical



Domestic Vs Export



Thank you



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