



Date: 5 December, 2020

To  
Secretary  
Listing Department

To  
Secretary  
Listing Department

**BSE Limited**

Department of Corporate Services Phiroze  
Jeejeebhoy Towers Dalal Street, Mumbai – 400  
001

Scrip Code : 540902

ISIN : INE371P01015

**National Stock Exchange of India Limited**

Exchange Plaza, Bandra Kurla Complex,  
Mumbai – 400 050

Scrip Code : AMBER

ISIN : INE371P01015

Dear Sir/Ma'am,

**Subject: Outcome of Analyst(s)/Institutional Investor meetings under the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations 2015, as amended (“SEBI Listing Regulations”)**

Pursuant to the relevant provisions of SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015, we would like to inform you that the officials of the Company have interacted with a Group of Investors via Video Conferencing on 5 December 2020.

This is to further inform that the copy of “December 2020” Investor Presentation which was shared with the participants, has been uploaded on the website of the Company [www.ambergrouppindia.com](http://www.ambergrouppindia.com) for your information and for the information of your members and the public at large and same is also annexed with this outcome.

This information is submitted to you pursuant to Regulation 30(6) of the SEBI Listing Regulations.

We request you to kindly take this on your record and oblige.

Thanking You,  
Yours faithfully  
For **Amber Enterprises India Limited**

**(Konica Yadav)**  
**Company Secretary and Compliance officer**  
**Membership No. : A30322**

**Amber Enterprises India Limited (Formerly Known as Amber Enterprises (India) Private Limited)**

# Introduction to Amber



December 2020



**Amber Enterprises India Limited**

This presentation and the accompanying slides (the “Presentation”), which have been prepared by **Amber Enterprises India Limited** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections

## Overview



Leading One-Stop solution provider for India's HVAC Industry



One of the most backward integrated manufacturer of ACs for static and mobility applications



Leading supplier of AC and Non-AC components



Well diversified revenue base – RAC (61%), components (33%) and mobility applications (6%)<sup>4</sup>



Marquee customer base: Serving all top 10 RAC brands of India



Successful integration of acquired companies

## Key numbers

23.6%

Share in Total RAC market<sup>1</sup>

51.0%

Share in Railways<sup>2</sup>

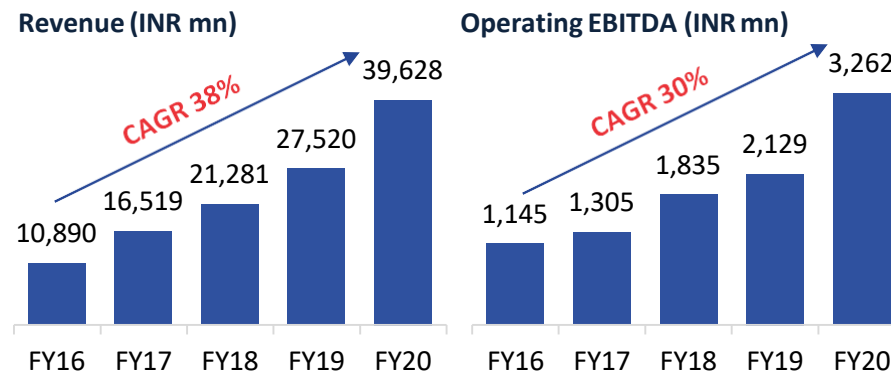
15

Manufacturing Plants across 6 states<sup>3</sup>

4

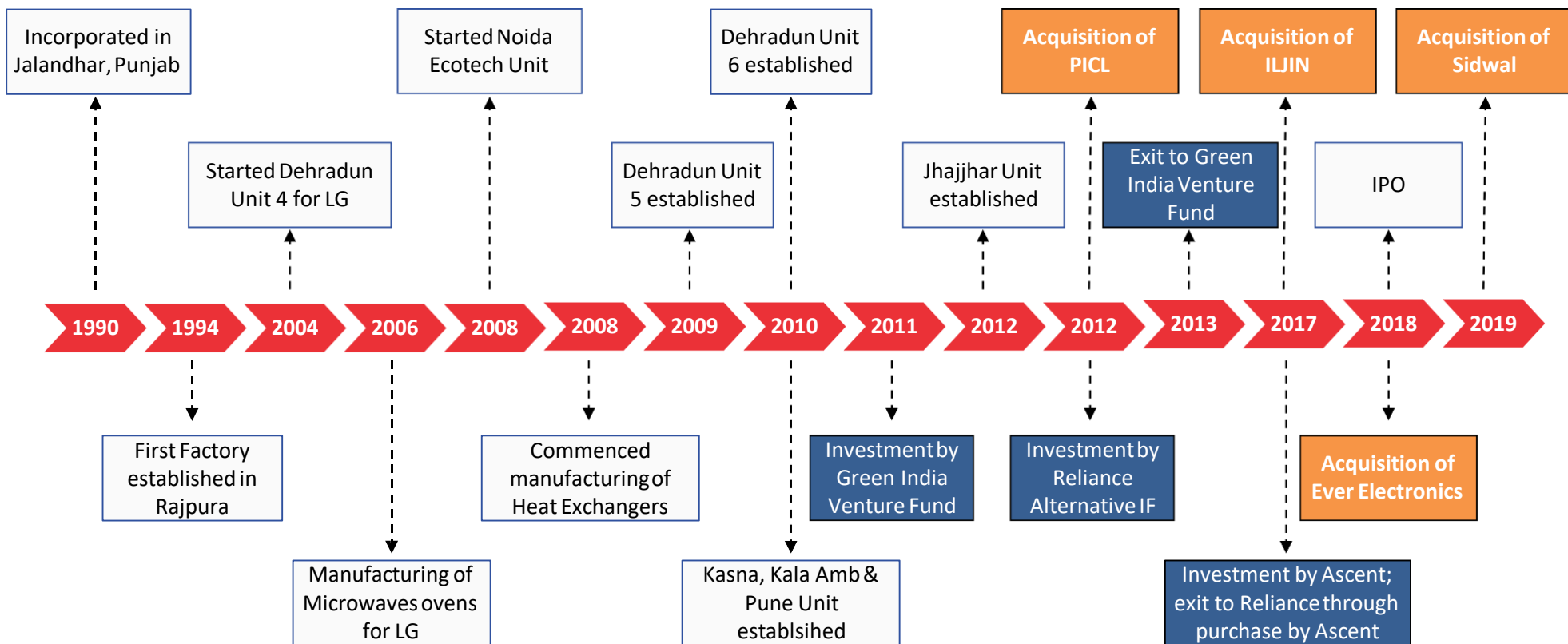
R&D Facilities<sup>3</sup>

## Key consolidated financials



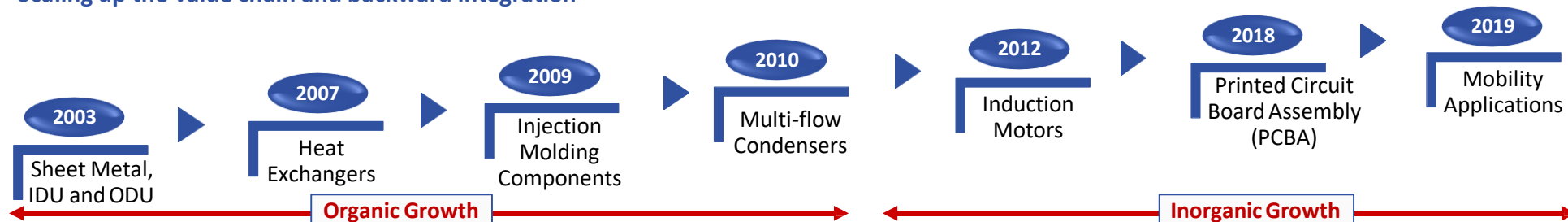
Note: <sup>1</sup> Based on actual FY20 unit sales of the Company calculated as a % of FY20E industry numbers per Frost & Sullivan (F&S) Report 2017; <sup>2</sup> Based on actual FY20 unit sales of Sidwal calculated as % of total RMPU demand from Indian Railways (Ministry of Railways) for FY20; <sup>3</sup> As of June 30, 2020; <sup>4</sup> Based on FY20 Consolidated Financials

# Key Milestones in Our Journey



**Acquisition**   **Investments**

## Scaling up the value chain and backward integration



## Static Applications

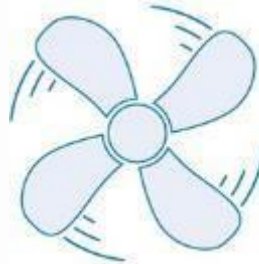
### Residential Systems



### Light Commercial Cassette

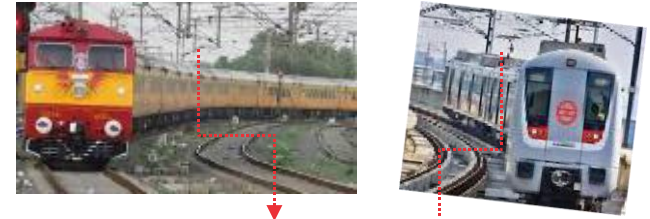


### Light Commercial Ducted & Mini Splits

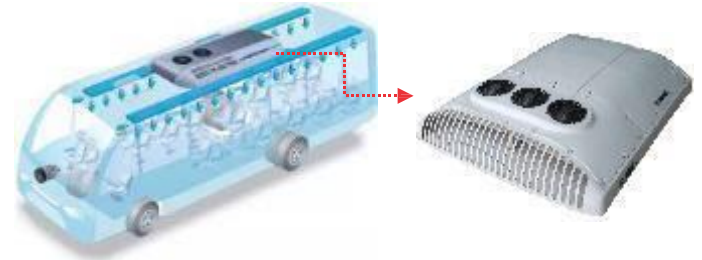


## Mobility Applications

### Railways & Metro Systems



### Bus Air Conditioners



### Défense Applications



## Heat Exchangers

**Annual Capacity** : 7 million coils



### Customer Base

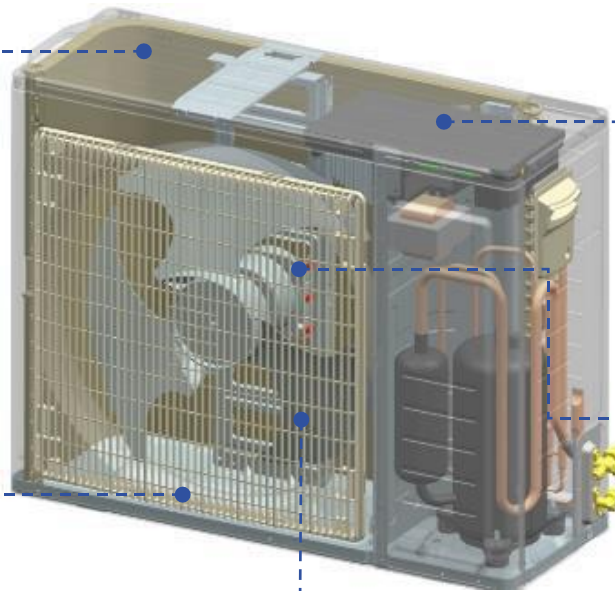
- LG, Daikin, Panasonic and captive usage

## Metal & Plastic Parts



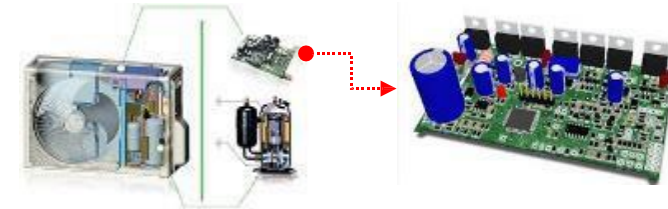
### Customer Base

- LG, CMI, Panasonic, Bluestar and captive usage



## PCBA (Home Appliances)

**Annual Capacity**: 10.5 million PCBA

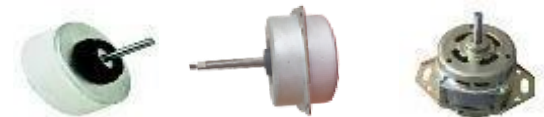
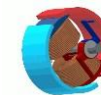


### Customer Base

- LG, IFB, Panasonic, Hitachi, Bluestar, Voltas, Carrier Midea and captive usage

## Electrical Motors

- AC & DC Motors : 22 ~ 110 Watts
  - Commercial AC & EC Motors
- Annual Capacity**: 4 million motors



### Customer Base

- Daikin, Panasonic, Hitachi, Bluestar, Carrier, Voltas, Carrier Midea and captive usage
- **Exports: US & Middle East**

Note: Annual capacities as of June 30, 2020

# Strategically Located Manufacturing Facilities

**Rajpura (Plant 1)**

- R&D Lab, Tool room & sheet metal parts

**Jhajjar (Plant 11 & 12)**

- RAC (IDU & ODU), Heat exchangers, Plastic molding and Washing Machine tub assembly

**Faridabad PICL (Plant 9 & 10)**

- Electrical motors for RAC and commercial AC

**Sidwal (Plant 15)**

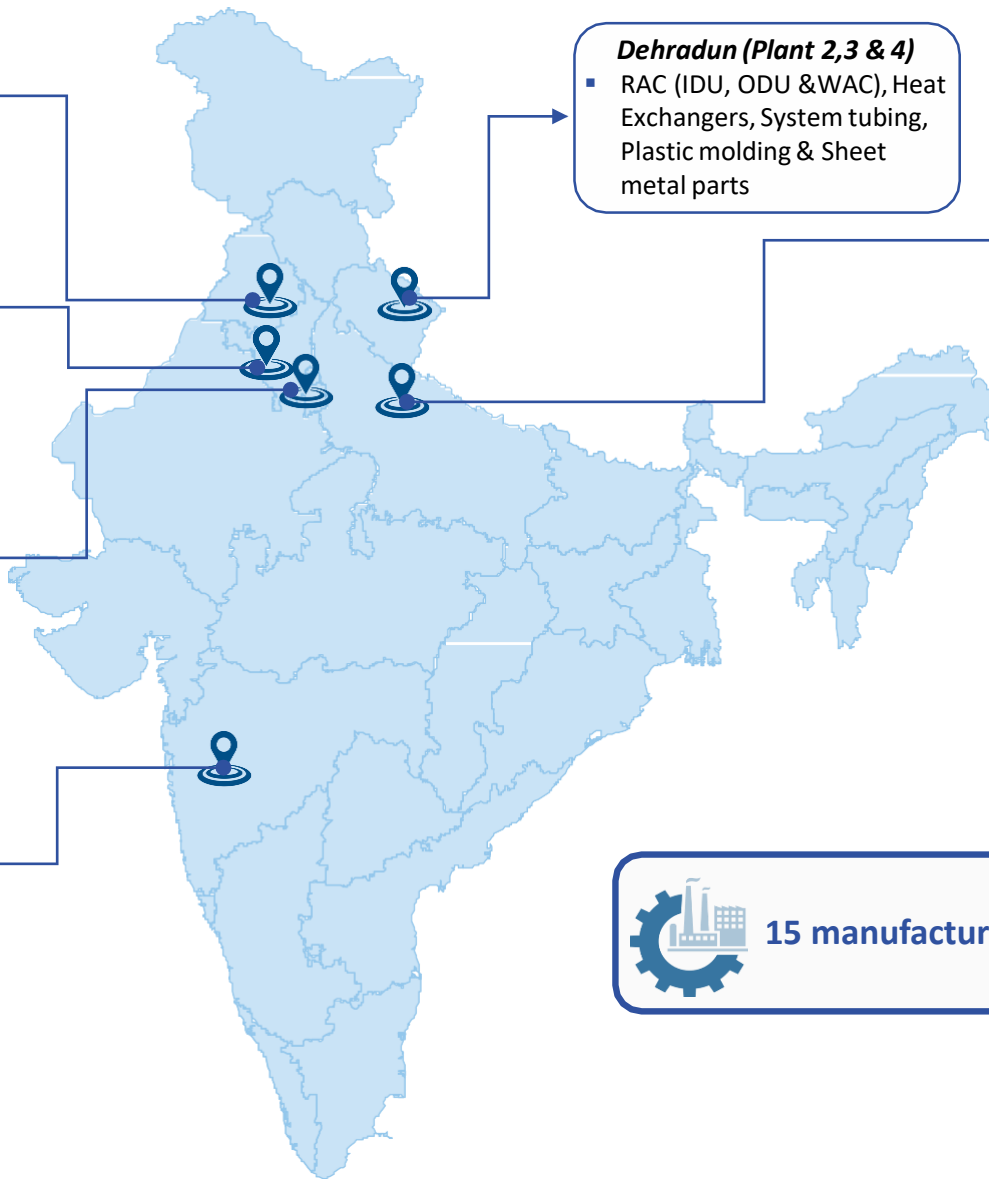
- ACs and parts for Indian Railways, Metro, Defense, Bus and Telecom

**Pune (Plant 7 & 8)**

- AC ODU, Sheet metal parts

**EVER (Plant 14)**

- PCBs for Air Conditioners & other Consumer durable products like washing machine, microwave, etc.



**Dehradun (Plant 2, 3 & 4)**

- RAC (IDU, ODU & WAC), Heat Exchangers, System tubing, Plastic molding & Sheet metal parts

**Gr. Noida (Plant 5 & 6)**

- Sheet metal parts for AC, refrigerator, microwave, water tank in Kasna
- Inner case & Plastic Extrusion in Ecotech

**Gr. Noida, ILJIN (Plant 13)**

- PCBA for Air Conditioners & other Consumer durable products like washing machine, microwave, etc.



**15 manufacturing plants across 6 states**

Note: Map not to scale; Manufacturing plants as of June 30, 2020



# Successfully Integrated Acquired Companies



## Overview

- Largest induction motor manufacturer for HVAC industry in India
- **200+** Models and serving marquee customer base
- **Market:** Serves domestic and export market
- **Infrastructure:** 4 million motors p.a. with 7 lines of manufacturing

## Products



Nema frame



BLDC motor



RAC ODU/IDU



Top loading BLDC

## Customers

Whirlpool

Hitachi

Daikin

Carrier

Voltas

Panasonic

Blue Star

East West  
(US)

Samco  
(KSA)



- Iljin & Ever are market leader in PCB manufacturing and Assembly
- **2 decades** of experience in providing solutions in the home appliances and automobile industry
- Strong R&D capabilities, resulting in one stop solution
- **Infrastructure:** 10.5 million PCBs p.a. with 10 SMT lines, 7 AI lines and 9 ML lines



Inverter control box



WAC CTL



IFB

LG

Hitachi

Hyundai

Blue Star

Bajaj

Panasonic

LS Automotive



- Wide product offering in mobility applications
- 1<sup>st</sup> company to provide indigenised solutions for roof mounted package units (RMPU) for Indian Railways and Metro
- **Market:** Indian Railways, Metro, Defence, Bus and telecom



Precision AC for telecom



Roof type design



MIL grade AC



Saloon HVAC

Indian  
Railways

BEML

Siemens

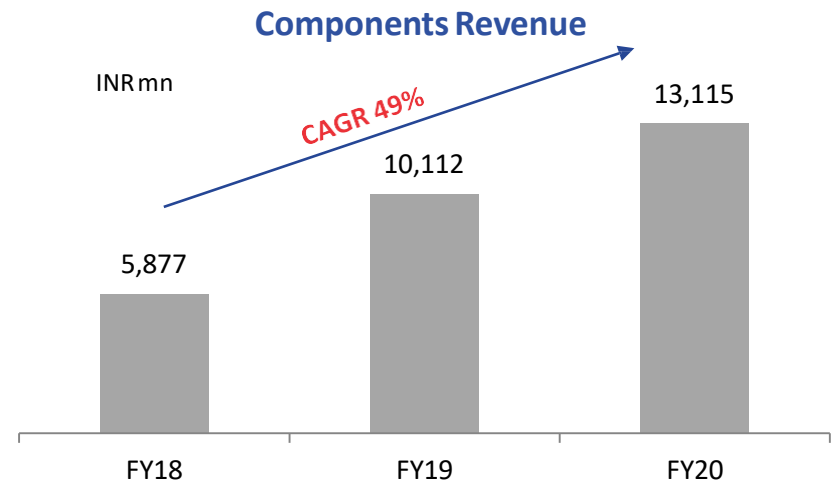
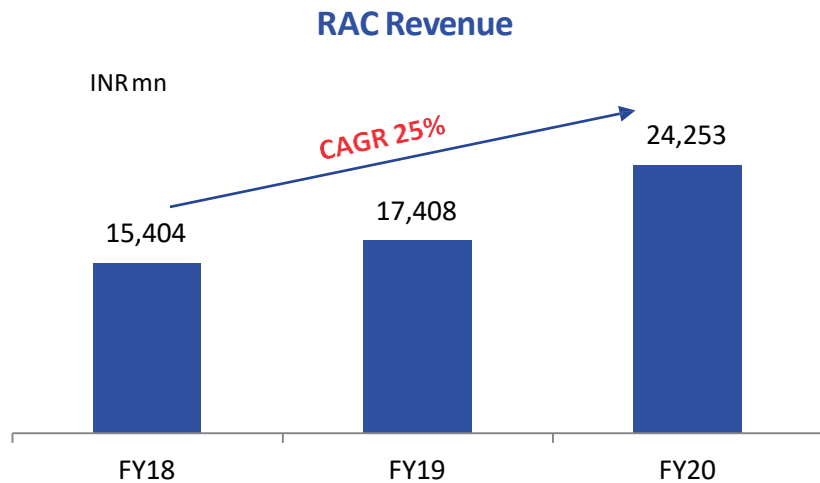
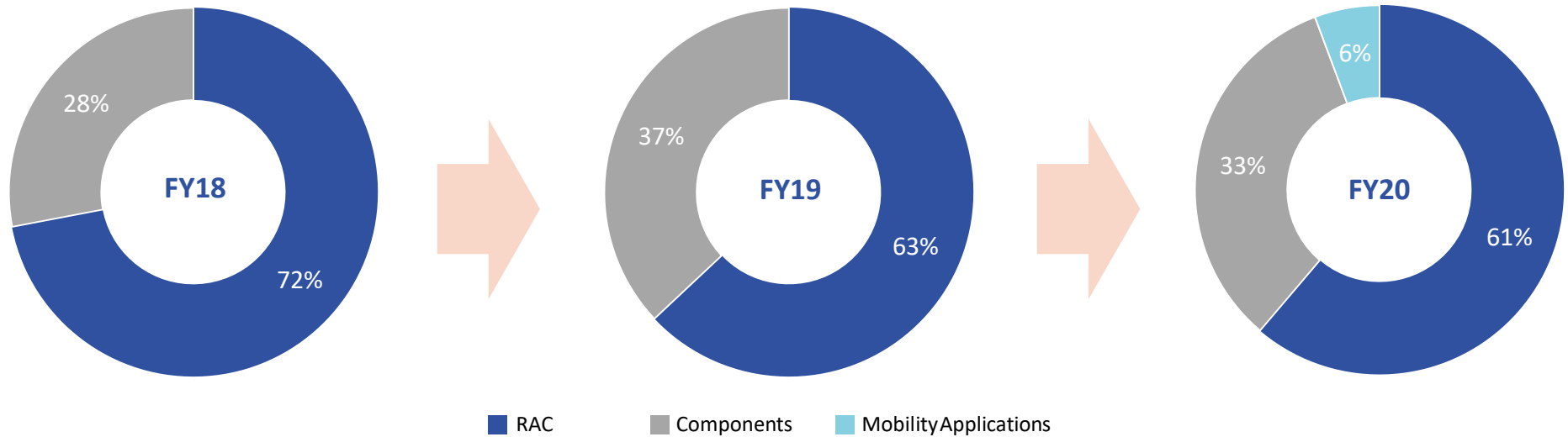
Delhi Metro Rail  
Corporation Limited

CAF

Hyundai - Rotem

Alstom

# Diversifying Revenue Across Segments

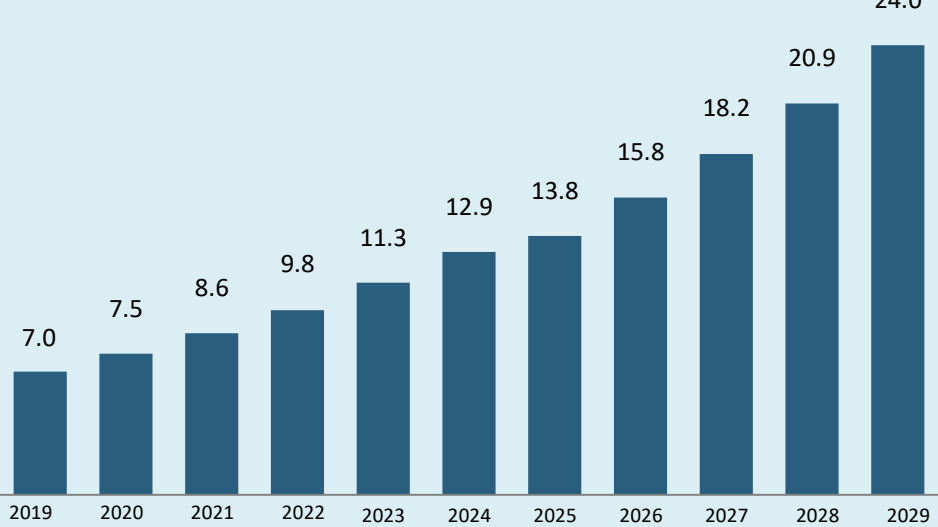


Note: Financials based on consolidated figures

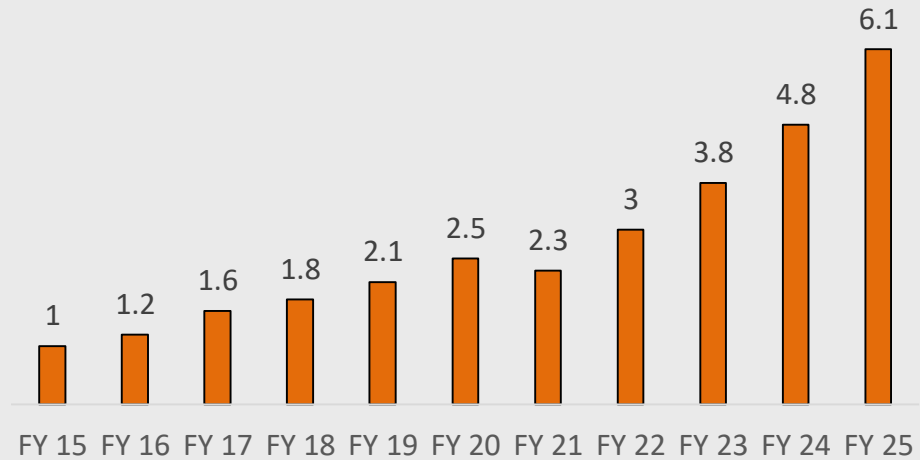
# Amber leads the Outsourcing ODM/OEM

Outsourcing is expected to grow – 19% CAGR

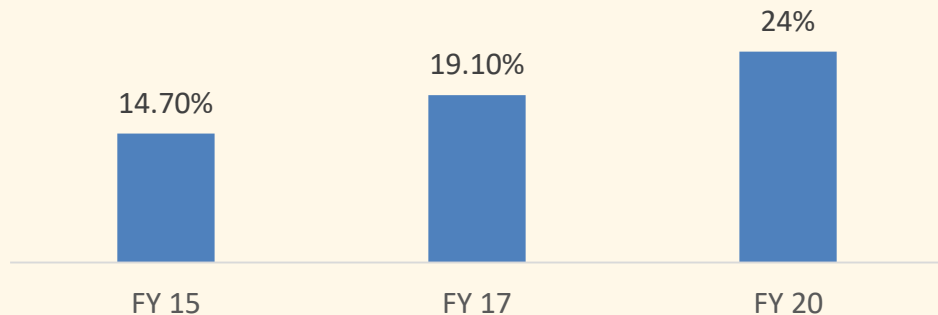
Mkt Growth +13.8% CAGR



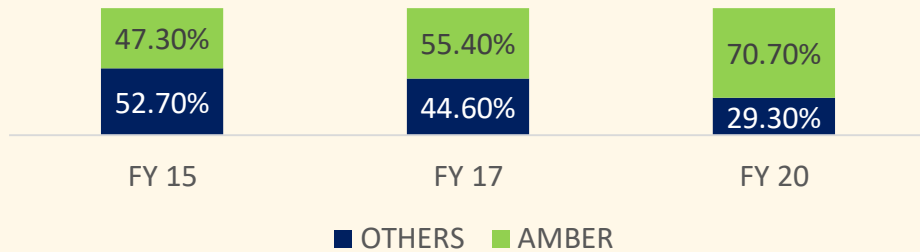
OEM/ODM SALES - Mil no.s



Amber Share in TTL Mkt (%)



Amber Share of ttl outsourced Mkt(%)



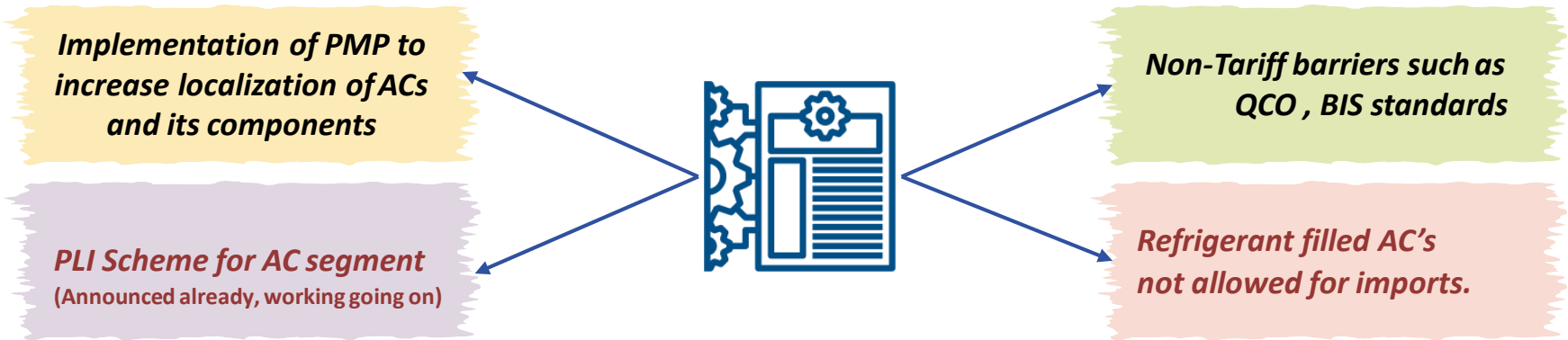
Note: Data based on Frost report of 2017 & 2020

# Strong Sector Tailwinds



**Vocal for Local – To Significantly Increase the Manufacturing base for Consumer Electronics in India**

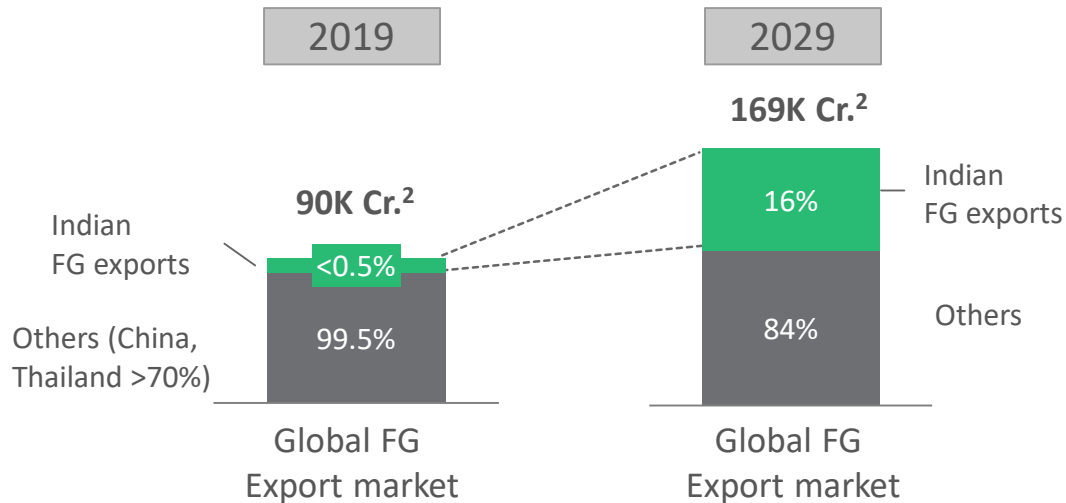
**Various policy interventions under discussions**



**Increasing export opportunities combined with Govt. initiatives to discourage imports likely to fuel growth**

Source: Industry Research, Media articles  
 Note: PMP = Phased Manufacturing Plan, PLI = Performance Linked Incentive, QCO = Quality Control Order, CRO = Compulsory Registration Order

## Exports

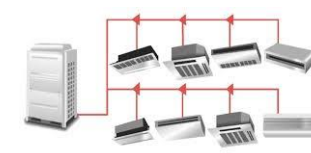


- Global Market is pegged at 140 Mil sets (169K crs)
- China + Thailand export 65 Mil sets worldwide
- India's export is negligible
- India can target to capture approx. 16% of total export market (35k crs), in next 8-10 years.
- Finished goods and components both can be exported

## Benefits due to PLI

- Current Disability is 9%-10%
- Investments will come into component sector:
  - Current Value add = 25% only
  - Can increase to > 75% in 5 years
  - Will reduce disability by 4%-5% approx
- PLI incentives will also reduce the disability & making Mfg competitive.
- Large Co.s will consider to shift global manufacturing to India.
- India market growth of 15% CAGR will attract investments.

**Thank You**



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**Investor Relations Advisors :**

**SGA** Strategic Growth Advisors

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