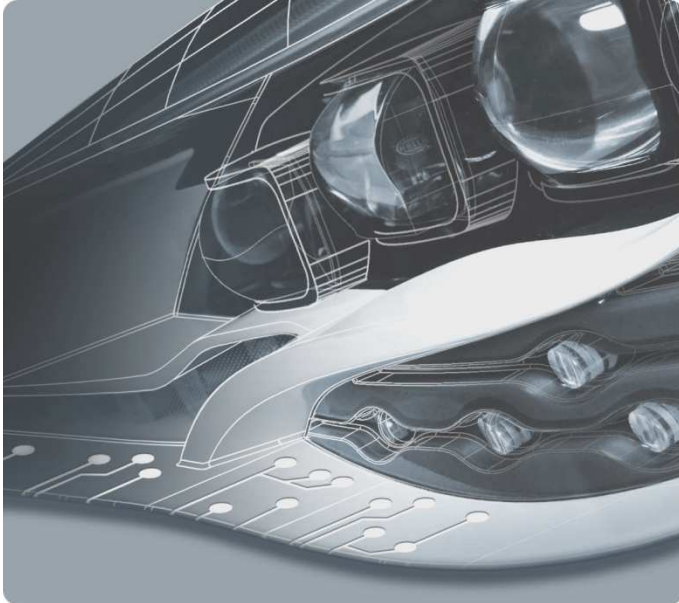




Technology with Vision

# HELLA Group/ HELLA India Overview

September 2016



# HELLA Group

## Overview



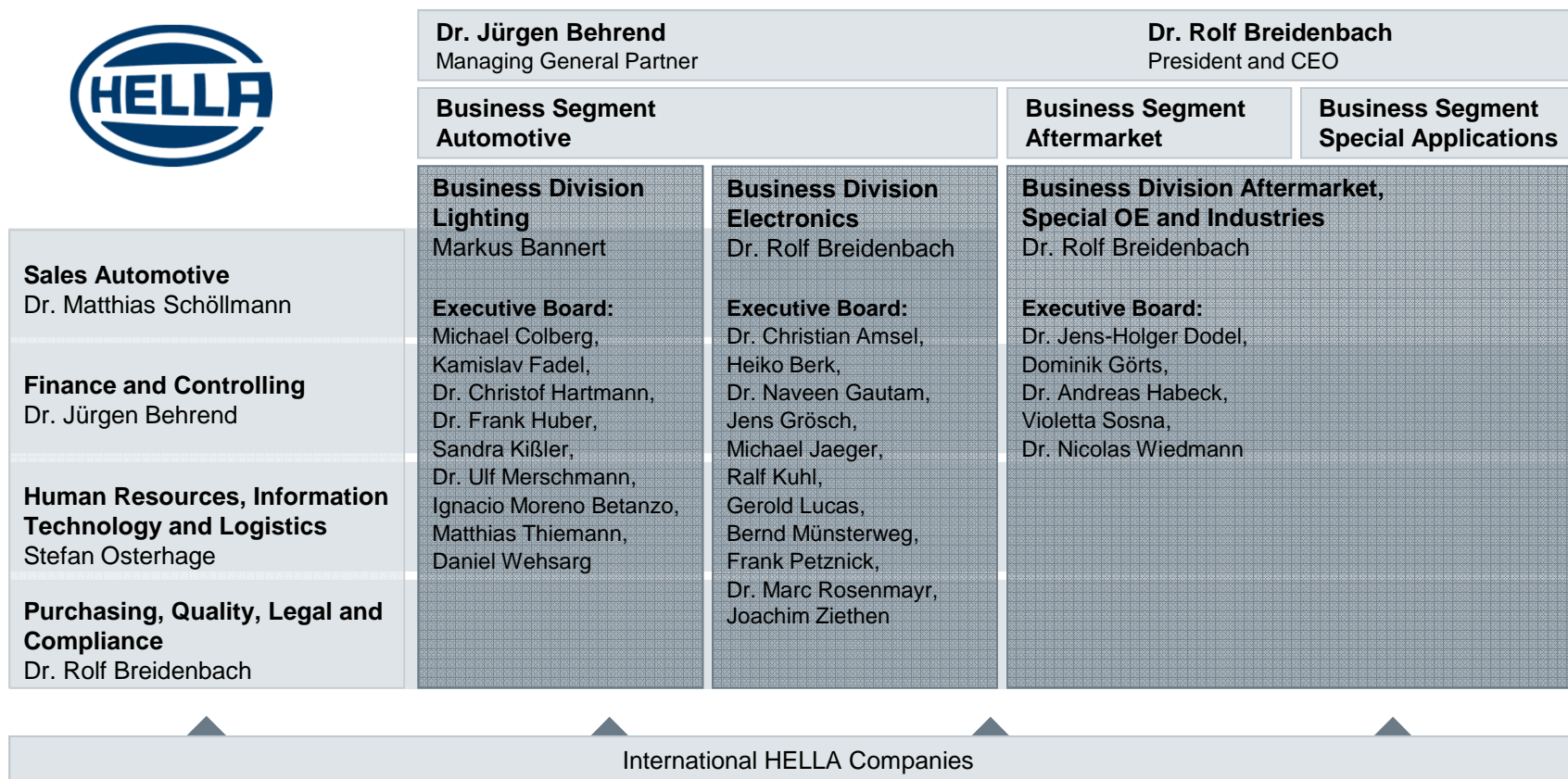
- Partner of the automotive industry and the aftermarket for **over 100 years**
- Global **market-listed, family-owned company** with **more than 125 locations** in **over 35 countries**
- **Sales of € 6.4 billion** FY 2015/2016
- Approx. **34,000 employees** worldwide, thereof over **6,000 in Research & Development**
- One of the **top 40 automotive suppliers in the world** and **one of the 100 largest German industrial companies**

### Business Segments

Automotive		Aftermarket			Special Applications
Lighting	Electronics	Independent Aftermarket	Wholesale	Garage Equipment	Special Original Equipment
<ul style="list-style-type: none"> <li>• Headlamps</li> <li>• Rear Combination Lamps</li> <li>• Small Lamps</li> <li>• Interior Lighting</li> <li>• Lighting Electronics</li> </ul>	<ul style="list-style-type: none"> <li>• Body Electronics</li> <li>• Energy Management</li> <li>• Driver Assistance Systems</li> <li>• Sensors</li> <li>• Actuators</li> <li>• Electric Power Steering</li> </ul>	<ul style="list-style-type: none"> <li>• Parts</li> <li>- Wear Parts</li> <li>- Spare Parts</li> <li>- Accessories</li> <li>• Tools</li> <li>• Services</li> <li>- Technical Service</li> <li>- Sales Support</li> </ul>	<ul style="list-style-type: none"> <li>• Full Range</li> <li>- Parts</li> <li>- Tools</li> <li>• Workshop Concepts</li> <li>- Services</li> <li>- Information</li> <li>• Local Branch Network</li> <li>• Logistics</li> <li>• E-Commerce</li> </ul>	<ul style="list-style-type: none"> <li>• Vehicle Diagnostic &amp; Vehicle Data</li> <li>• Air Conditioning Service</li> <li>• Lighting Service</li> <li>• Battery Service</li> <li>• Tools</li> </ul>	<ul style="list-style-type: none"> <li>• Original equipment for commercial vehicles with lighting and electronics e.g.</li> <li>- Buses</li> <li>- Caravans</li> <li>- Agricultural vehicles</li> <li>- Construction equipment</li> </ul>

# HELLA Group

## Corporate Structure



General Partners: Dr. Jürgen Behrend, HELLA Geschäftsführungsgesellschaft mbH

Management Board of HELLA Geschäftsführungsgesellschaft mbH:

Dr. Rolf Breidenbach (CEO), Markus Bannert, Stefan Osterhage, Dr. Matthias Schöllmann

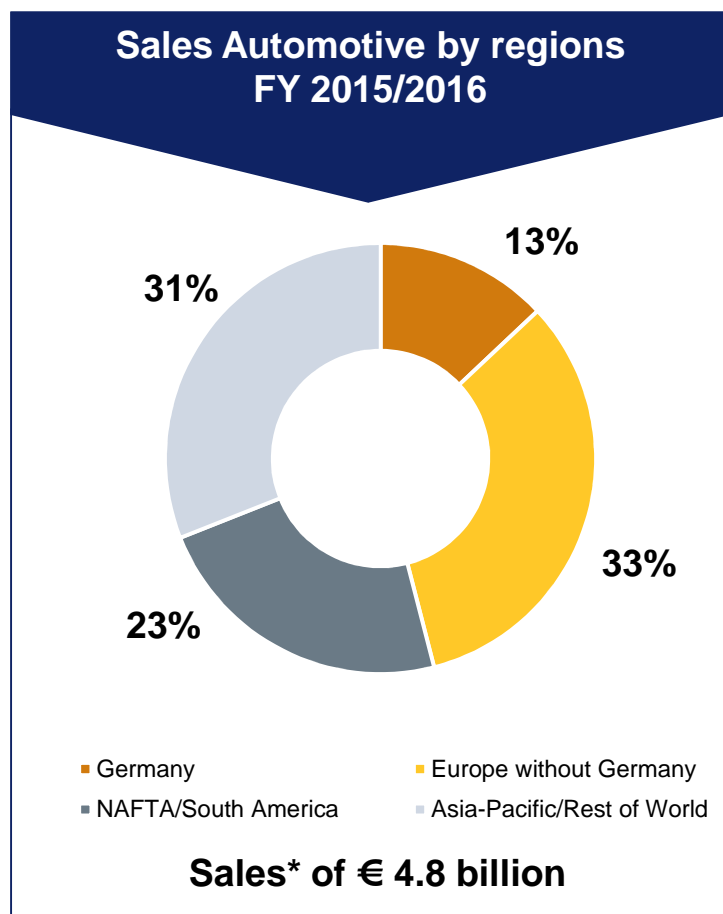
Chairman of the Supervisory Board: Prof. Dr. Michael Hoffmann-Becking

Shareholder Committee: Manfred Wennemer (Chairman), Moritz Friesenhausen, Roland Hammerstein, Dr. Gerd Kleinert, Klaus Kühn, Dr. Matthias Röpke, Konstantin Thomas

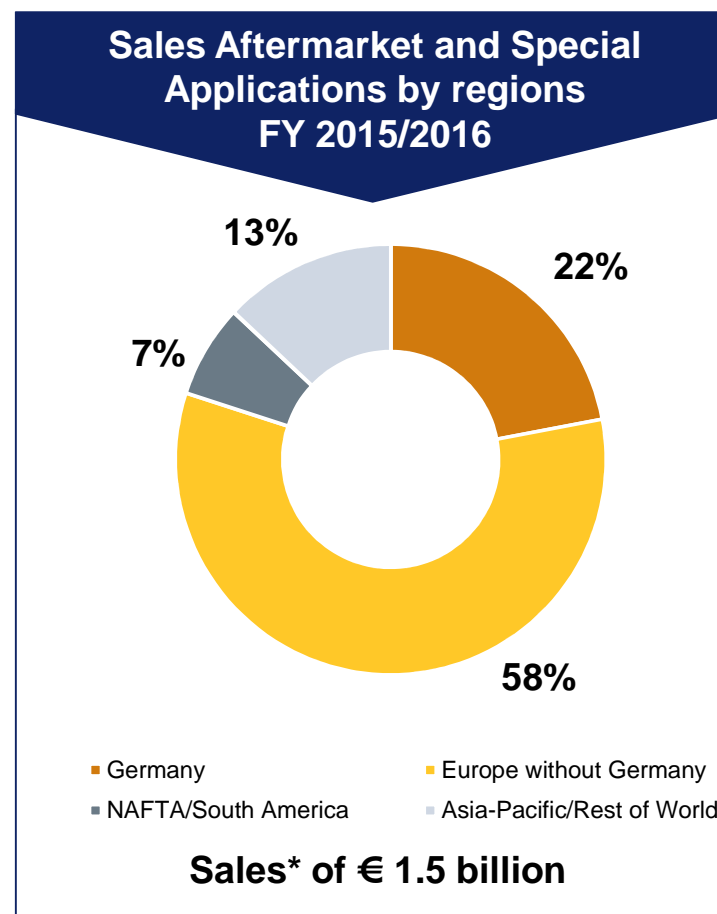


# HELLA Group

## Regional market coverage by location of end customers FY 2015/2016



**Presence boosted in global growth markets**



**Business focus Europe ("regional business")**

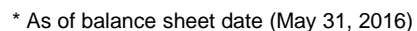
\* with third-party companies, without intersegment sales

# HELLA Group

## Business development FY 2014/2015 – FY 2015/2016

Key figures of the income statement	Fiscal Year 2014/2015	Fiscal Year 2015/2016	Change
<b>Sales</b> in € billion	<b>5.8</b>	<b>6.4</b>	<b>9%</b>
<b>Adjusted EBITDA</b> in € million (% of sales)	<b>781</b> (13.4%)	<b>858</b> (13.5%)	<b>10%</b>
<b>EBITDA</b> in € million (% of sales)	<b>766</b> (13.1%)	<b>816</b> (12.8%)	<b>7%</b>
<b>Adjusted EBIT</b> in € million (% of sales)	<b>445</b> (7.6%)	<b>476</b> (7.5%)	<b>7%</b>
<b>EBIT</b> in € million (% of sales)	<b>430</b> (7.4%)	<b>420</b> (6.6%)	<b>-2%</b>

→ **33,689 employees\*** are working for HELLA at more than 125 locations in  
over 35 countries



# Business Division Electronics

## HELLA Creates Customer Benefits



### Comfort

- Car Access and Start Systems
- Body Electronics



The wish for improved passenger comfort increases the need for electronic solutions which provide affordable and personalized features.



### Safety

- Driver Assistance Functions
- Intelligent Lighting Functions



Growing complexity in today's automotive environment creates a demand for additional support features.



### Environment

- Energy Management
- Powertrain –  
Sensors & Actuators



Stricter CO<sub>2</sub> emission targets and strengthened environmental consciousness lead to new and innovative products.

# Business Division Electronics

## Product Portfolio

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### Energy Management



### Driver Assistance Systems



### Body Electronics



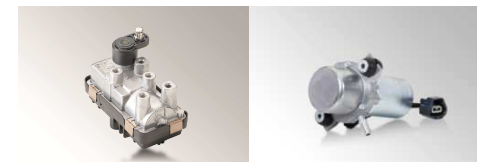
### Sensors



### Electrical Power Steering



### Actuators





# Business Division Lighting

## Product Portfolio

INTERIOR LIGHTING



AUXILIARY LAMPS



COMPONENTS



REAR LAMPS



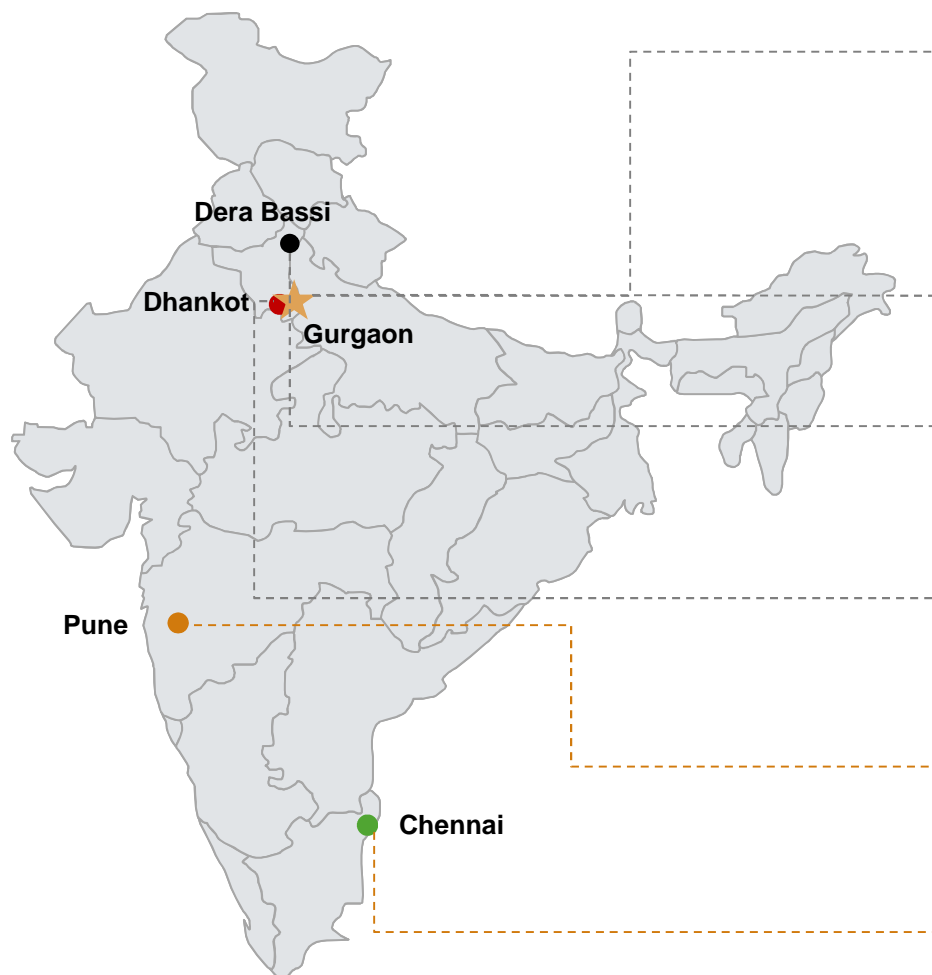
LIGHT BASED DRIVER  
ASSISTANT SYSTEMS



HEADLAMPS



# HELLA India Automotive Location Footprint



## HELLA India Automotive Pvt. Ltd. (Corporate Office)



Employees: 70  
APS, HLLA, CLS, ATS, Switches, VP,  
ECA, RLS & Medium Sensors

## HELLA Independent After Market : 2007



Employees: 114  
Lightings, auxiliary lighting electrics and  
electronics



## HELLA India Lighting Ltd.: 2005



Employees: 275  
Head & tail lamp, blinker, slide & top  
markers, fog lamp



## HELLA India Automotive (plant): 1991



Employees: 696  
Production & Testing for APS, HLLA,  
CLS ATS & Switches. CoC - Horns



## HELLA Electronics Development Center: 2008



Employees: 224  
SW / HW & mechanical development,  
system testing



## HELLA Lighting Technical Center: 2000



Employees: 250  
Design and development of lamps,  
assembly and test fixtures

- 2005: JV with Padmini dissolved
- 2012: Consolidation under one entity – HELLA India Automotive (formerly known as HELLA India Electronics)

# HELLA India Automotive

## Location Footprint: Corporate Office



Platinum Tower, Udyog Vihar, Phase I,  
Plot Number – 184, 6th Floor  
Location: Gurgaon  
ISO 14001/ ISO/TS 16949  
Established: 2013  
Employees: 70



### Functions/ Domains

#### FUNCTIONS

- IT
- HR
- Finance and Controlling
- D&D and Program Management (Components)
- Sales & Marketing
- Program Management

#### DOMAINS

- Mechanical Design
- Finite Element Analysis
- Mould Flow Analysis

### Portfolio

#### Sensors

- Accelerator Pedal Sensor (APS)
- Climate Sensors (ATS / OATS)
- Rain & Light Sensors (RLS)

#### Actuators

- Head Lamp Levelling Actuator
- Body Actuators
- Engine Compartment Actuators

#### Switches

#### Vacuum Pump

### Process/ Applications

#### FEA: Abacus

#### Mech Design: Catia V5

# HELLA India Automotive

## Location Footprint: Plant



9th Milestone, Farookhnagar Road,  
Location: Dhankot  
ISO 14001/ ISO/TS 16949  
Established: 1991  
Employees: 696



### Functions/ Domains

#### FUNCTIONS

- Production
- Maintenance
- D&D & Program Management - Horns
- Industrial Engineering
- Logistics
- Purchase
- Supplier & Plant Quality
- Production/Process Planning

#### DOMAINS

- Horn Development
- Environmental Testing
- Manufacturing and assembling of components and electronics

### Portfolio

#### Horns Sensors

- Accelerator Pedal Sensor
- Climate Sensors

#### Actuators

- Head Lamp Leveling Actuator
- Body Actuators

#### Switches BCM RKE

### Process/ Applications

- **SMT**  
(Surface mounting technology)
- **Injection Molding**
- **Press Fit Technology (Pin Pressing)**
- **Coil winding**
- **Soldering**  
(wave soldering and manual soldering)
- **Ultrasonic welding**

# HELLA India Automotive

## Location Footprint: Electronics Development Centre



2nd & 3rd Floor. "NANO SPACE". Baner

Location: Pune

Established: 2008

Employees: 224



### Functions/ Domains

#### **FUNCTIONS**

- D&D & Program Management- Electronics
- Sales & Marketing
- Advance Development
- Prototyping

#### **DOMAINS**

- SW Development
- HW Development
- Mechanical Development
- System Test and Validation
- Instrumentation
- Calibration
- Test Equipment Build Up

### Portfolio

- BCM
- CAPE / RKE
- Rain Light Sensor
- FCM

### Process/ Applications

- HELLA Production mode
- Systems Testing
- CAN Conformance Testing
- Global Diagnostic



# HELLA India Automotive

## Location Footprint: Lighting Engineering Centre



Block 5, 2nd Floor, DLF IT Park. 1/124,  
Mount Poonamallee Road

Location: Chennai

ISO 9001 - 2008

Established: 2000

Employees: 250



### Functions/ Domains

#### FUNCTIONS

- HR & Admin
- IT
- Finance & Controlling
- D&D & Program Management- Lighting
- Quality/ Process Planning

#### DOMAINS

- Offshore Design & Development support of lighting products
- Systems Development of Lighting products
- Project Management
- Training Other International HELLA Locations on Design Methodologies

### Portfolio

- **Headlamps**
- **Rear/Single Function Lamps**
- **Interior Lamps**
- **Industrial Lighting**

### Process/ Applications

- **Simulations**  
– Light Optics, CFD and FEM
- **Assembly Engineering / Tool Design**
- **Quality Planning, Process Planning.**



Mr. Rajratna Damle // Mrs. Ankita Deote

HELLA India Automotive Pvt. Ltd.

Marketing

Department HIA-GS-M

Pune/ India