

# **PENGUIN ELECTRONICS LTD.**

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# Agenda

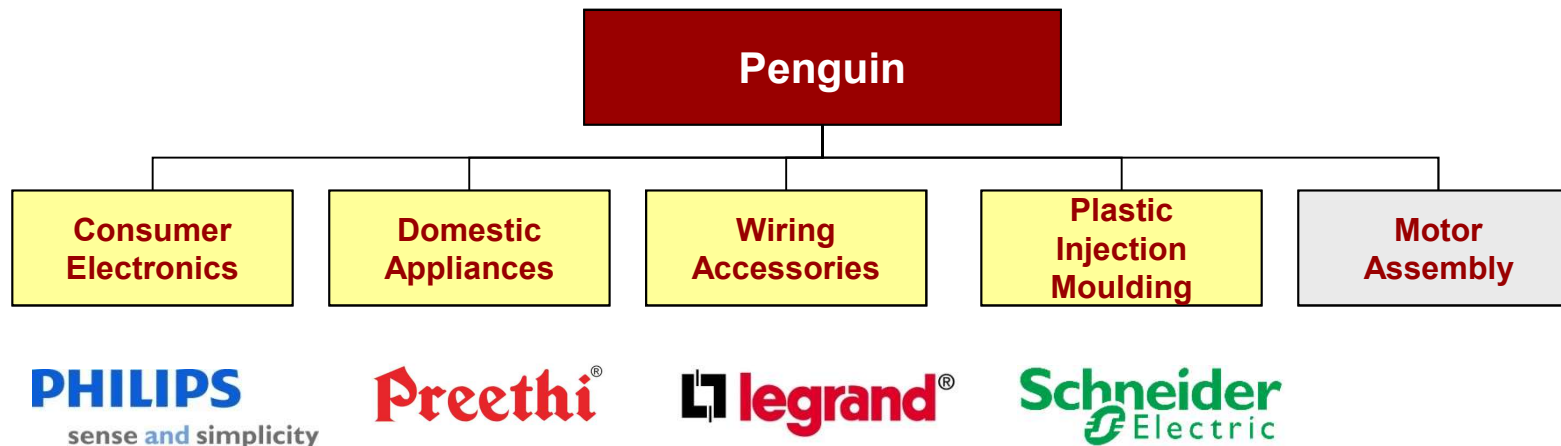
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- Introduction to Penguin Electronics Ltd.
- Vision and Strategy
- Historical Performance
- Growth as an organization
- Future Growth Opportunities
- Manufacturing Infrastructure
- Products

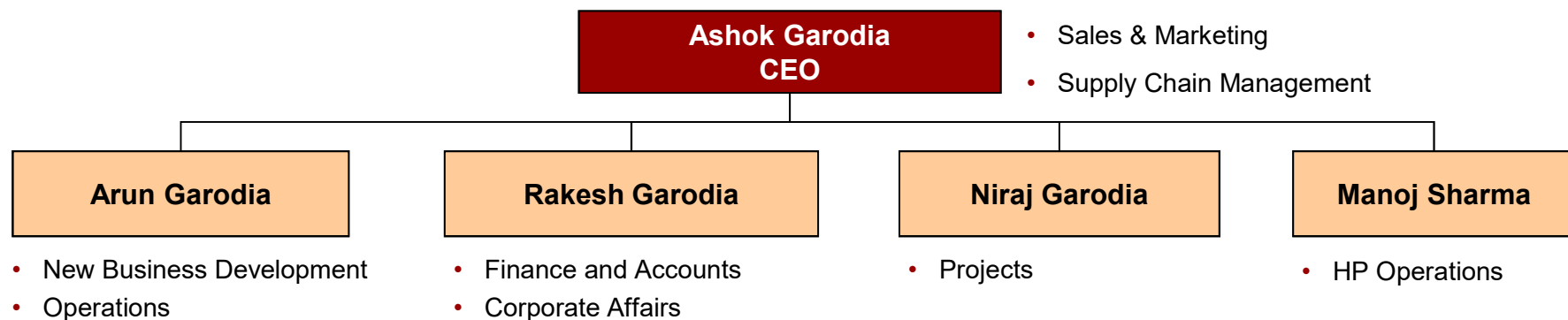


# Penguin Electronics Introduction

Penguin is a professionally managed manufacturer of electrical, mechanical and plastic products and a trusted supply chain partner for leading MNCs



## Leadership at Penguin



# Penguin Electronics Vision and Strategy

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## Vision

**To become the leading OEM / ODM "supplier of choice" for large multinationals and achieve over 20% YOY growth by expanding into new manufacturing businesses**

## Strategy

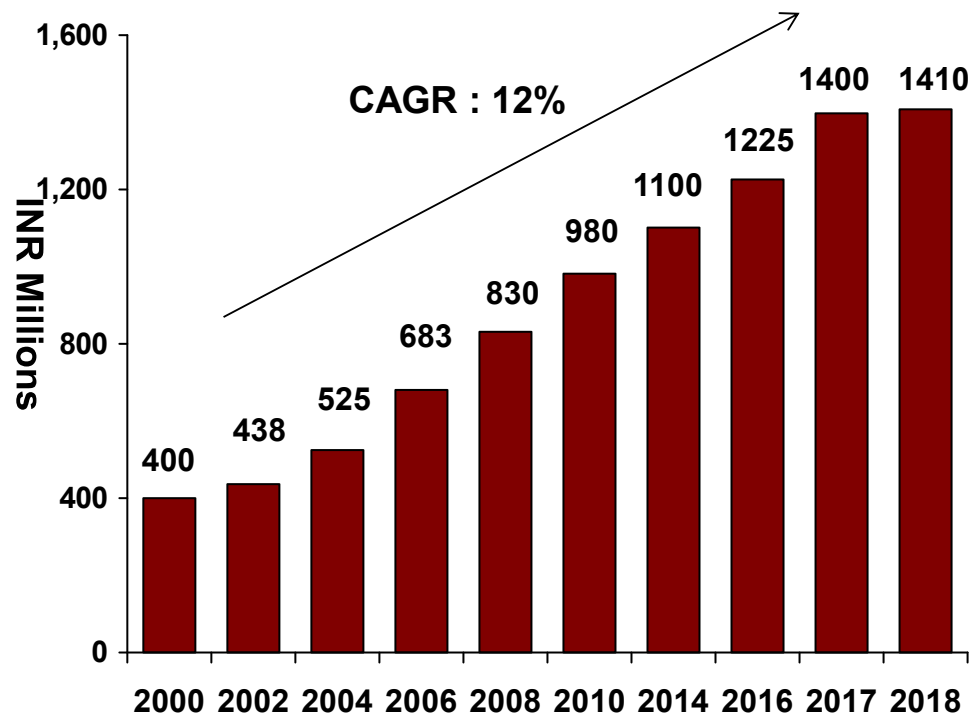
- Invest in relationships with existing customers, with continued focus on mutual trust and responsiveness to customer needs
- Achieve "best-in-class" supplier status in terms of lowest cost to customer including quality, reliability, and timely delivery
- Meet total supply chain needs of customers including services in design, sourcing, manufacturing and logistics management
- Diversify into adjacent segments through new products and customers
- Improve underlying business profitability through investments in people, technology and business systems



# Penguin Electronics Historical Performance

Penguin's leadership is committed to sustainable growth through building long term strategic partnerships with customers and suppliers

Annual Revenue (2000-2018)

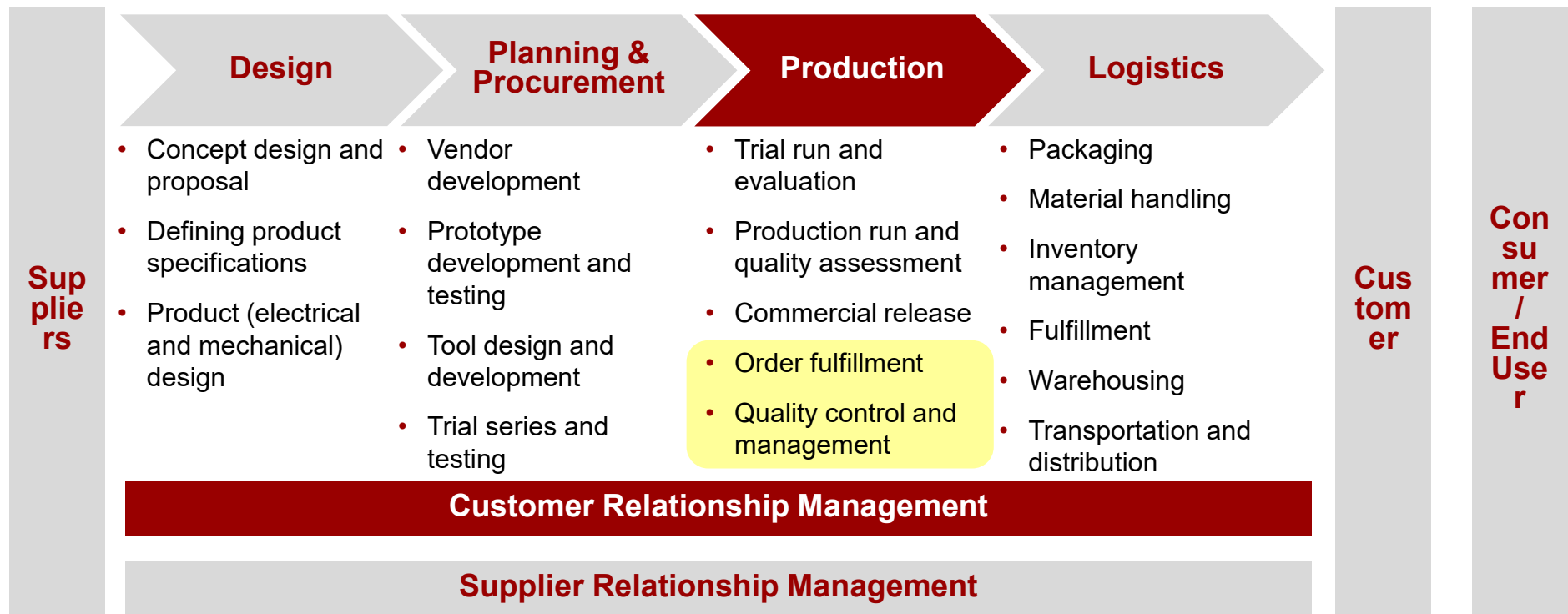


- In 1964
  - Manufacturing of machined turned parts
  - Annual Revenue : INR 1 million
  - Total employees: 10
  - Work Area: 150 sq m
- Today
  - Six diversified manufacturing businesses
  - Annual Revenue: INR 1400 million
  - Total Employees: 900 (50+ engineers)
  - Work Area: 25000 sq. m (additional 5000 sq. m available)
  - Locations: Mumbai, Daman, Baddi, Nalagarh
- Next Milestone (2019)
  - Annual Revenue: INR 2000 million



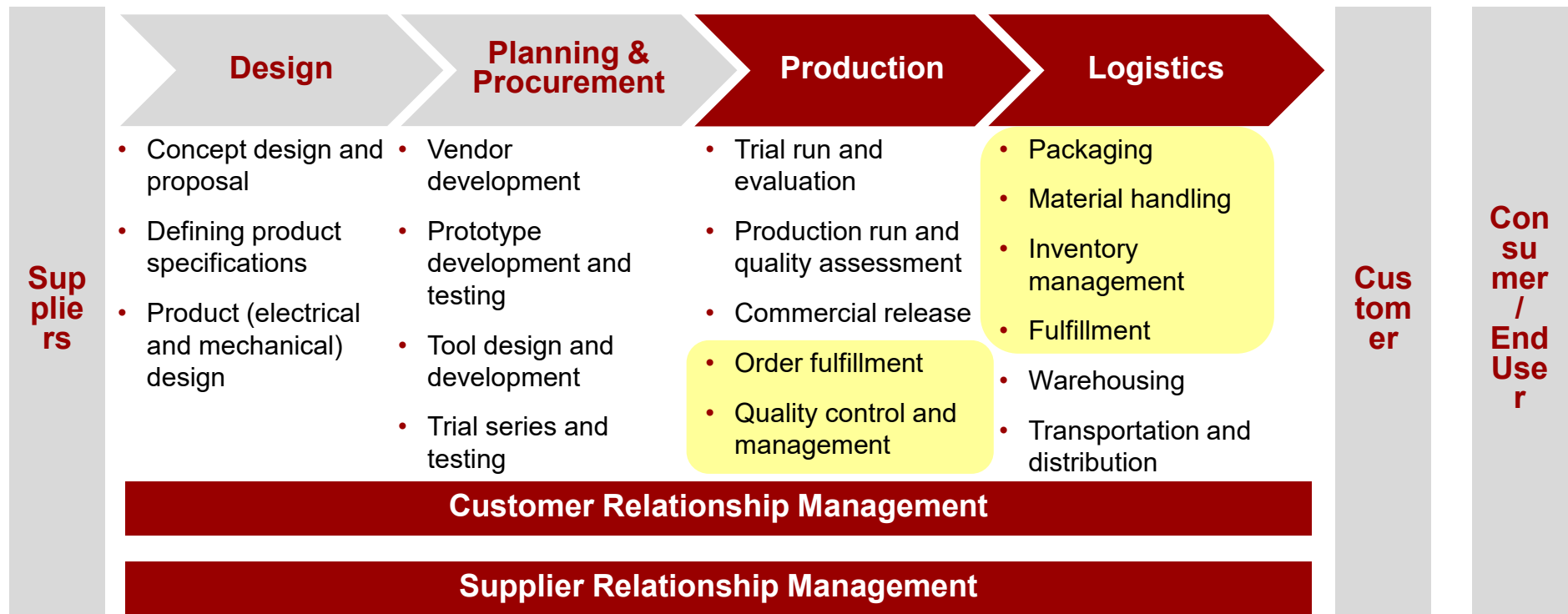
# Penguin Electronics

Penguin started its as a components manufacturer for Precision Turned and Pressed components



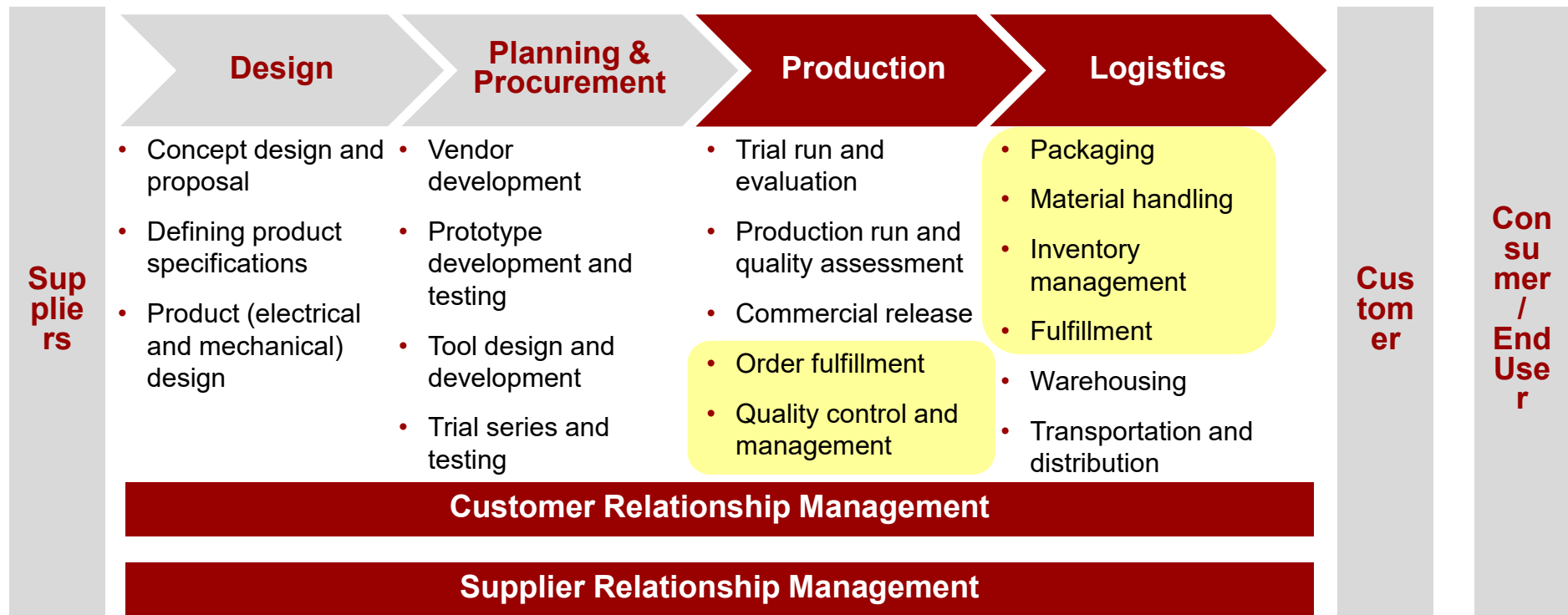
# Penguin Electronics

Penguin became a leading finished goods supplier for consumer products



# Penguin Electronics

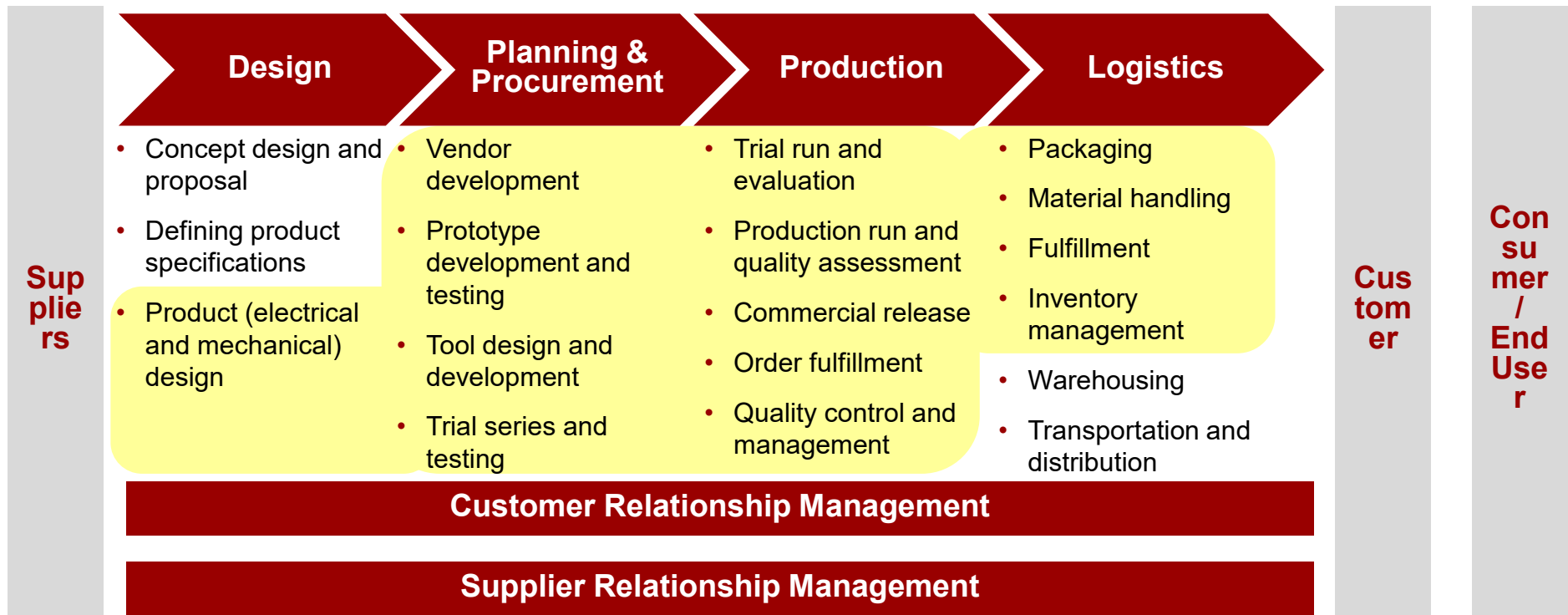
Penguin was one of the first suppliers to relocate its operations to tax-free zones (Daman and Baddi) and pass on the cost advantage to customers





# Penguin Electronics

Penguin successfully delivered on the first product launch as an ODM with RL 203 / RL 205 audio product



# Penguin Electronics

## Future Growth Opportunities

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### Penguin's Competitive Edge

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- Proven expertise in Electricals, Consumer Electronics and Domestic Appliances manufacturing
- Rich experience in sourcing, plastic moulding, electrical and mechanical assembly processes
- Extensive investment in technology infrastructure including integrated MIS across business processes
- Certified supplier for Philips
  - Successfully completed the Philips Global Supply Base Audit UAT 534 for Audio and Domestic Appliances
- Young and lean organization with prime credit rating from leading financial institutions
  - Investing in capacity expansion to support potential growth

### Growth Opportunities

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- Provide value added services in product development and sourcing
- ODM / OEM for new, high growth product lines of Kitchen Appliances, Personal Care, Electrical Accessories, Entertainment Electronics



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# Manufacturing Infrastructure







Penguin Baddi (Audio & Moulding) – 30,000 sq.ft.



Penguin Baddi (Moulding) – 30,000 sq.ft.



Penguin Daman (EMS) – 50,000 sq.ft.



Penguin Baddi (Moulding) – 40,000 sq.ft.



# Penguin Nalagarh Unit

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Penguin Nalagarh (DA) – 100,000 sq.ft.



# Manufacturing Process – Product Assembly

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Assembly line (EMS)



Assembly line (Audio)



Assembly Line (Jars)



Assembly line (Domestic Appliances)

# Manufacturing Process – Backward Integration

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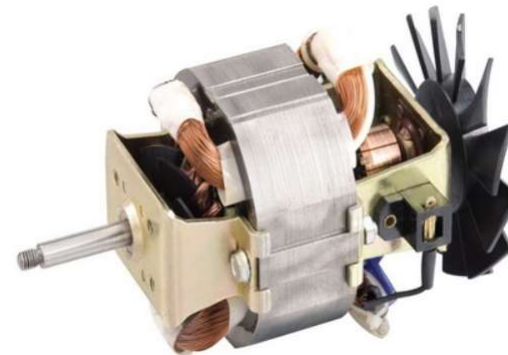
Plastic Moulding



Wood Work



PCB Assembly



Motor Assembly

\* Images for illustration purpose only





# SMT PCB Assembly

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Make	Nos. of Machine
Yamaha	5 Lines (Single)
Panasonic	4 Lines (Dual)



# Mould Shop 1



Make	No of Mcs
Ferromatic Milacron	19
L&T Demag	5
Arburg (Germany)	5
Engel (Germany)	4
Haitian (China)	9
<b>Total</b>	<b>42</b>
50t to 360t	



# Mould Shop 2



Make	No of Mcs
Ferromatic Milacron	8
Arburg (Germany)	1
Krassmafei (Germany)	1
Total	10
50t to 150t	



March 2019



Penguin Electronics Ltd

# Mould Shop 3

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Make	No of Mcs
Ferromatic	8
Electronica	1
Haitian (China)	2
Total	11
50t to 150t	

# Wood Work

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- Wood Work Machines -
  - CNC Router (Taiwan)
  - V-Groove Machine (8 head)
  - Vacuum Membrane Press
  - Hi Speed Router
  - Spindle Moulder
  - Panel Saw
  
- Centralized Dust Collection

# Battery Assembly

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# Motor Assembly Shop



# Mobile Phone Division





# Factory Overview

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Factory Size – 80000 sq.ft. assembly workshop, and 20000 sq.ft warehouse;

Capability for 20 assembly lines, and 5 packaging lines;

The production capacity is 12.0M units LTE smart phones per year;

Employee strength of over 2000 people



Global manufacturing expertise:

All Critical Processes and testing manned by Engineers from China/India with international exposure to ensure quality process and systems.

ERP and MES introduced into Indian factory with both Chinese and English languages

ORT Lab established in Indian factory to meet our customers quality management requirements



# Manpower

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- 25 Chinese professional engineer yearly resident in India to manage each functional department with India management team.
- 100 engineers trained in China for mobile phone assembly skills



- The mangement experience and system is completely and perfectly imported.



# Thank You!

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*" It is not the strongest of the species that survive, nor the most intelligent, but one most responsive to change."*

*~ Charles Darwin*

## Contact Details

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