

# Acquisition of Controlling Interest in DR Axion India Private Limited

*by Craftsman Automation Limited*



**Craftsman**  
AUTOMATION

**DR AXION**

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**DR Axion Korea** - the global leader in the auto parts industry with top quality and technology!

Ever since, the Daerim Enterprise, established in 1977, the ceaseless passion on R&D and technology innovation avail us to contribute to the remarkable progress of auto parts industry. also DR Axion making steady steps to become an enterprise that world recognizing, that can be achieved also through absorbing advanced technologies over diversity business ties with world class firms.

- DR AXION CEO **LEE, Hyo-Keon**

*[-To know more Click to here to watch DR Axion Korea Corporate Video](#)*







## a leader of future auto parts industry

Primarily engaged in - **Automotive Aluminum Products**



## 2008 Commenced

Commenced operations in **2008** in Tiruvallur, Tamil Nadu and formed by **DR Axion Korea** - a pioneer in auto parts industry with over 40+ years of industry experience & presence in 3 countries



## State of the art facility

Scalable manufacturing set-up located in one of the largest auto-manufacturing clusters



## High Growth Potential Industry

Auto-component industry in India is expected to **grow 4x to reach USD 200 Bn by 2026**, with PV components accounting for 45% of the market

## End User Industries

Passenger Vehicle Segment



**1** Strategically located Mfg. facility

**50** K sq. mtr.

strategically located close to 2 key customers.



## Long standing customer relationships

Built long-term relationships with top PV OEMs



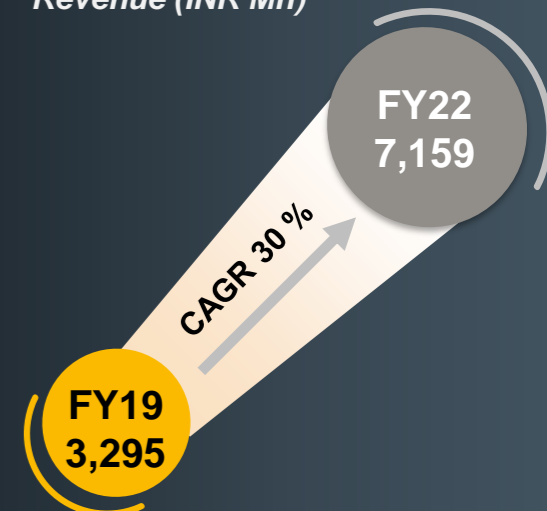
## Experienced Team

Experienced team of **8 expats with 25 yrs. of avg. industry experience** have built in-house execution capabilities to meet the global OEMs standards. Now, added with the expertise & experience of CAL

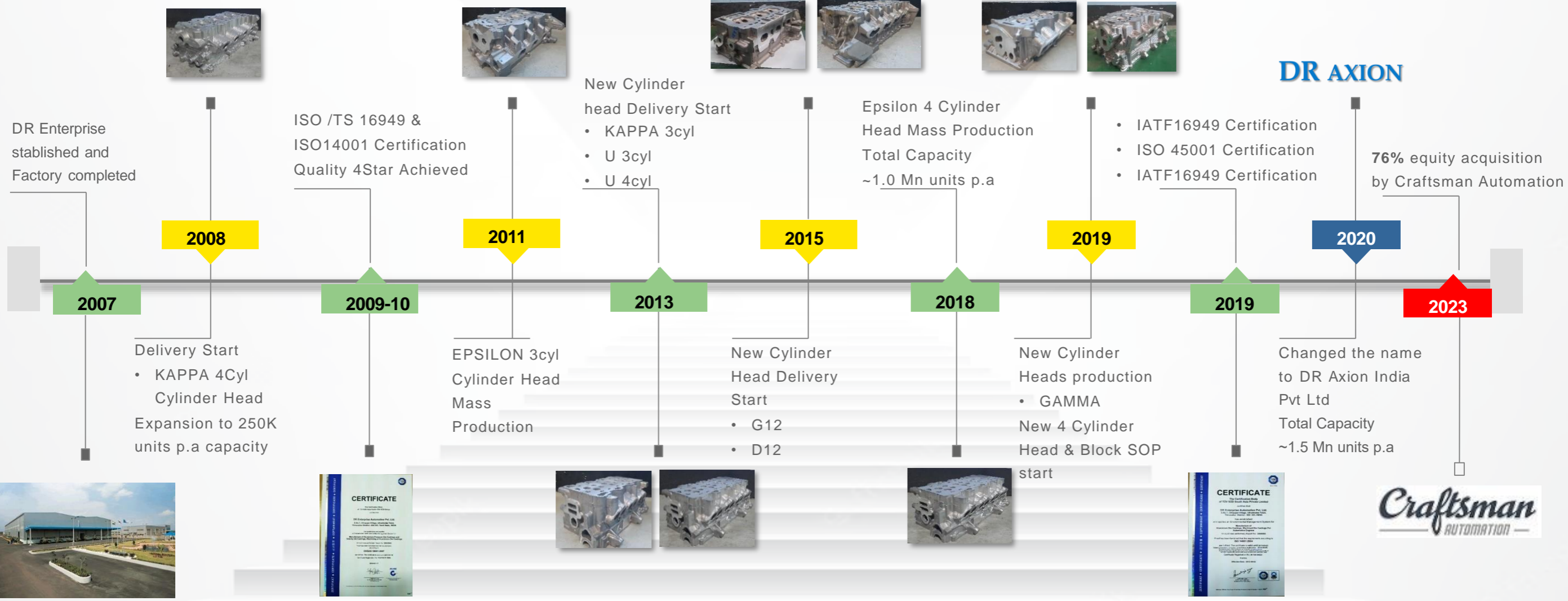


## Robust Financials

Revenue (INR Mn)



## DR AXION



Craftsman Automation Limited acquired 76% equity of DR Axion India Private Limited for

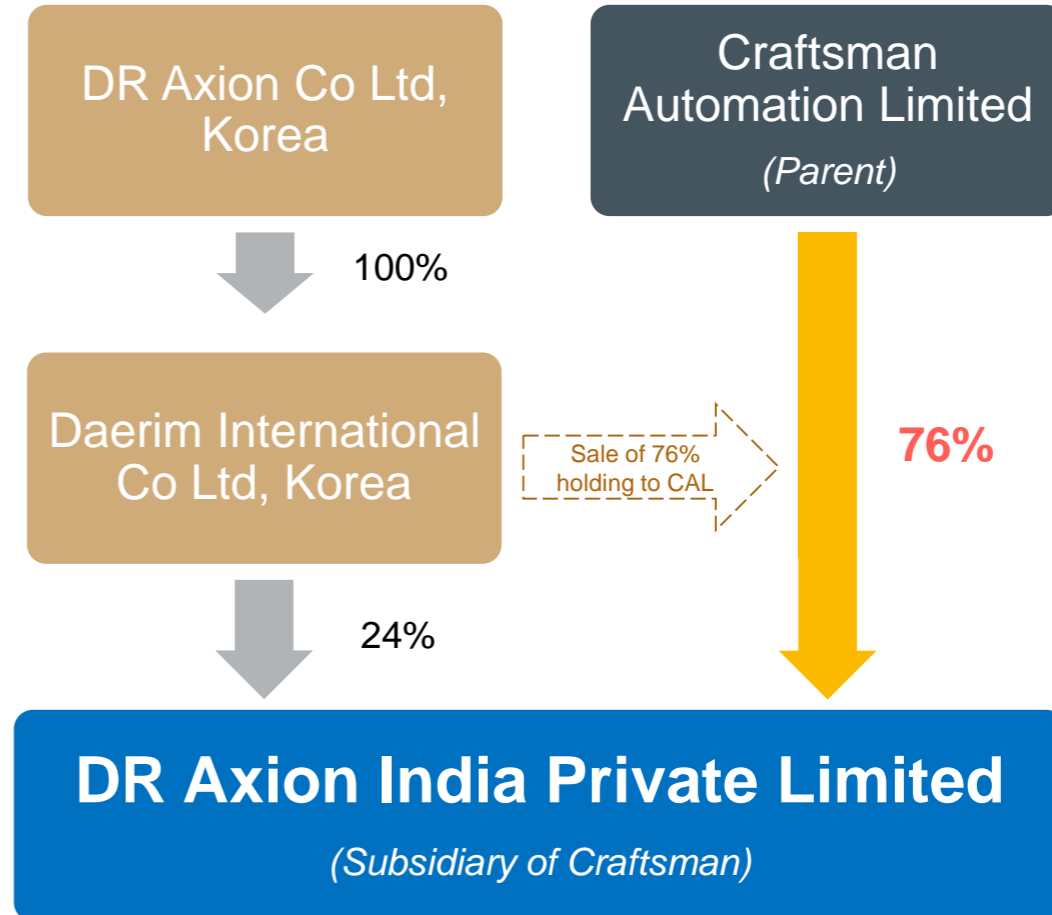
₹375  
Crore

on 01<sup>st</sup> Feb 2023

## Before Acquisition



## After Acquisition

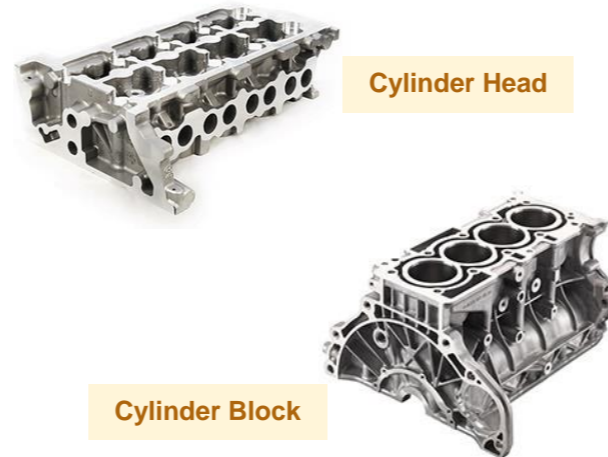


- The acquisition was made after necessary due diligences by reputed firms.

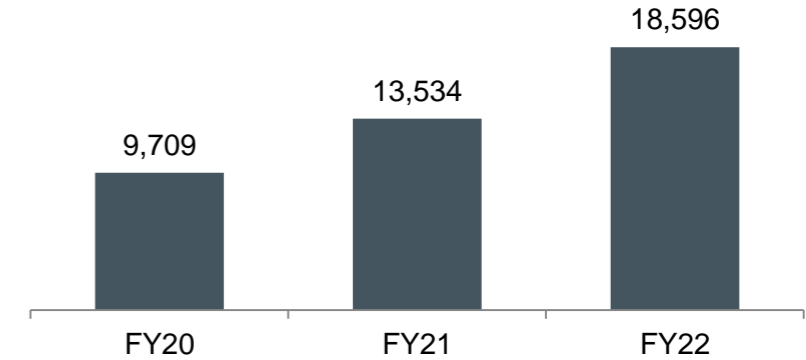
## Manufacturing capabilities



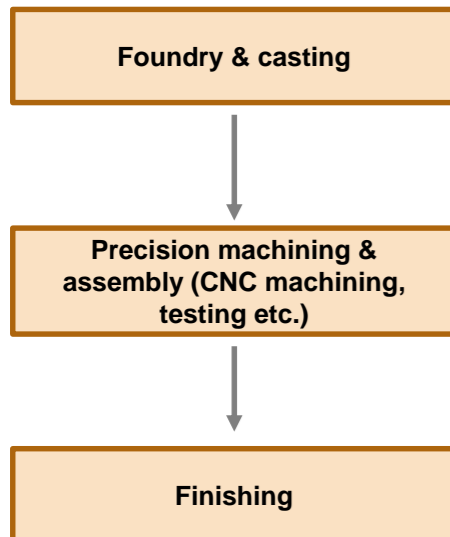
## Key Products



## Sales Volume (In Tonnes)



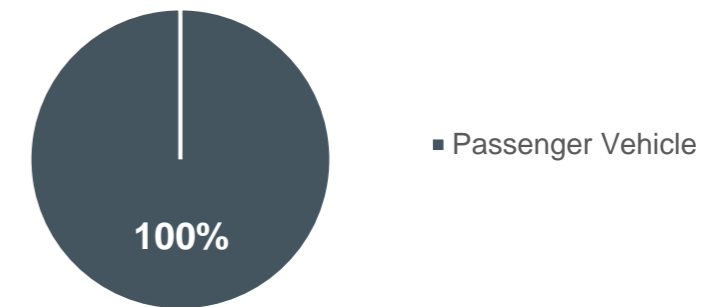
## Manufacturing process capabilities



## End user industries



## Volume by Segment





State of the art facility located in the automotive manufacturing hub of India with latest equipment and manufacturing capabilities

### Dedicated production lines

Company has 10+ production lines dedicated for each customer/ each project

### Presence across value chain

Each line involves Melting of Aluminum, Core Making, Casting Making, Knock out, Heat treatment, Chipping/Fettling & CNC machining

### Delivering Quality Products

Dedicated QC team undertakes regular checks and inspections to ensure efficiency and quality of finished product

## Manufacturing Process – Low Pressure Die casting and Gravity Die casting



Melting Furnace



Low Pressure Die Casting



Gravity Die Casting



Knockout / Fettling



Heat Treatment



Quality Inspection



Pre-Machining & Leak Testing



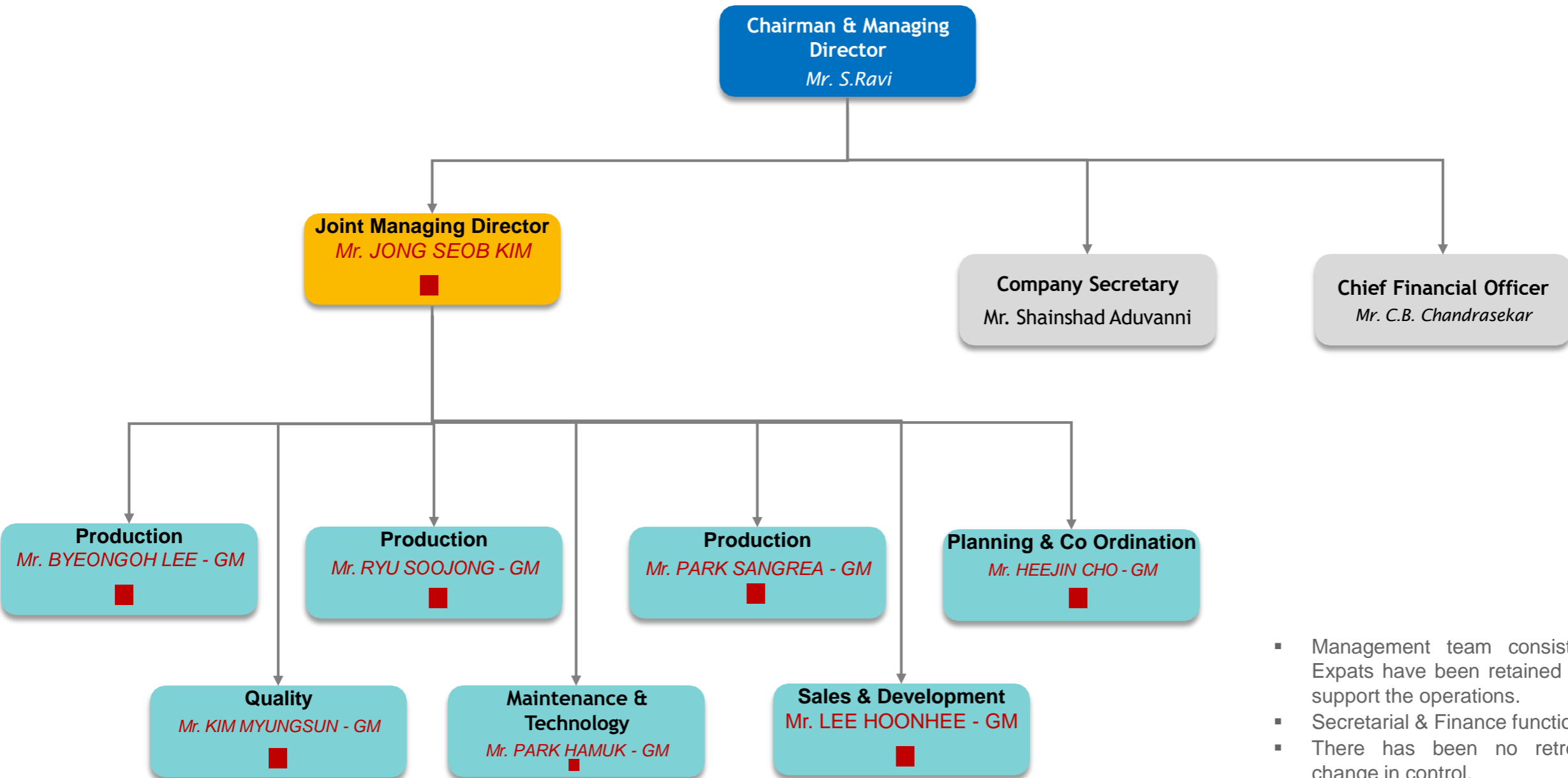
Packing & Delivery



## DR AXION INDIA PRIVATE LIMITED

List Of Directors & Key Managerial Personnel Post Acquisition by  
Craftsman Automation Ltd

Sl. No	Name of the Directors	Designation	Nationality
1.	Mr. Srinivasan Ravi	Chairman and Managing Director	Indian
2.	Mr. Kim Jong Seob	Joint Managing Director & CEO	Korean
3.	Mr. Ravi Gauthamram	Non-Executive Director	Indian
4.	Mrs. Vijaya Sampath	Independent Director	Indian
5.	Mr. Tamraparni Srinivasan Venkata Rajagopal	Independent Director	Indian
6.	Mr.C.B.Chandrasekar	Chief Financial Officer - KMP	Indian
7.	Mr. Shainshad Aduvanni	Company Secretary - KMP	Indian



- Management team consisting of 8 Korean Expats have been retained & they continue to support the operations.
- Secretarial & Finance functions from CAL.
- There has been no retrenchment due to change in control.

■ Korean Expats  
\*Manpower as of Sep'22

## Customer Awards



Mahindra & Mahindra – Superior Performance in Casting & Forging - 2021



Mahindra & Mahindra – Special Appreciation award



Hyundai Motors India - Best Vendor for Innovation - 2016

## Certifications



IATF 16949 Certification



ISO 14001 Certification










ISO 45001 Certification



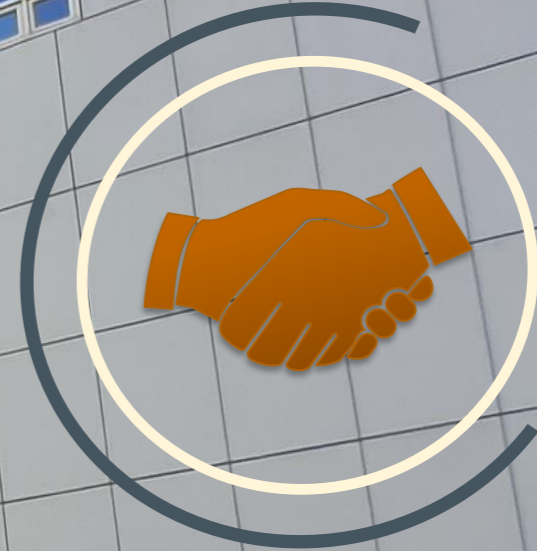


SYNERGY

-  Strategic Expansion In Existing Markets
-  Enhanced Share Of Business From Existing Customers
-  New Customers Acquisition
-  New Market Penetration
-  Increased High Pressure Die Casting Business Footprint
-  Enhanced Business Potential In Electric Mobility
-  Mutual Technological Synergy

# Thank You

**DRAXION**  
Subsidiary of *Craftsman*  
AUTOMATION



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