

22nd September, 2021

To,
The Manager- Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1,
G-Block, Bandra- Kurla Complex,
Bandra (E) Mumbai 400 051, India

Subject: Media Coverage about the Company in 'The Executives India' Magazine

Ref: Series SM & Symbol: SINTERCOM

Dear Sir/ Madam,

This is to inform you that 'The Executives India' magazine has published an article about our Company's Managing Director-Mr. Jignesh Raval and Company Products. Please find enclosed herewith scanned copy of the Media coverage.

Thanking you

Yours faithfully

CERTIFIED TRUE COPY
For Sintercom India Limited


Anuja Joshi
Company Secretary & Compliance Officer
A32971



Encl: As above



Mr. Jignesh Raval - CEO

SINTERCOM

A 100% Green Technology

*Hoganas And Sintercom Shares
A Strong And Effective
Professional Relationship*

*We As Partners Work For A
Best Product It's A Win- Win
Situation For Both Companies.*

*We Are Committed To Work For
Better Outcome. Both
Companies Are Technology
Driven And Likeminded
Thoughts Made Us Even
Stronger. Producing Quality
Products And Customer
Satisfaction And Strong
Positive Approach. We Work
For Each Other In Our Ups And
Downs.*

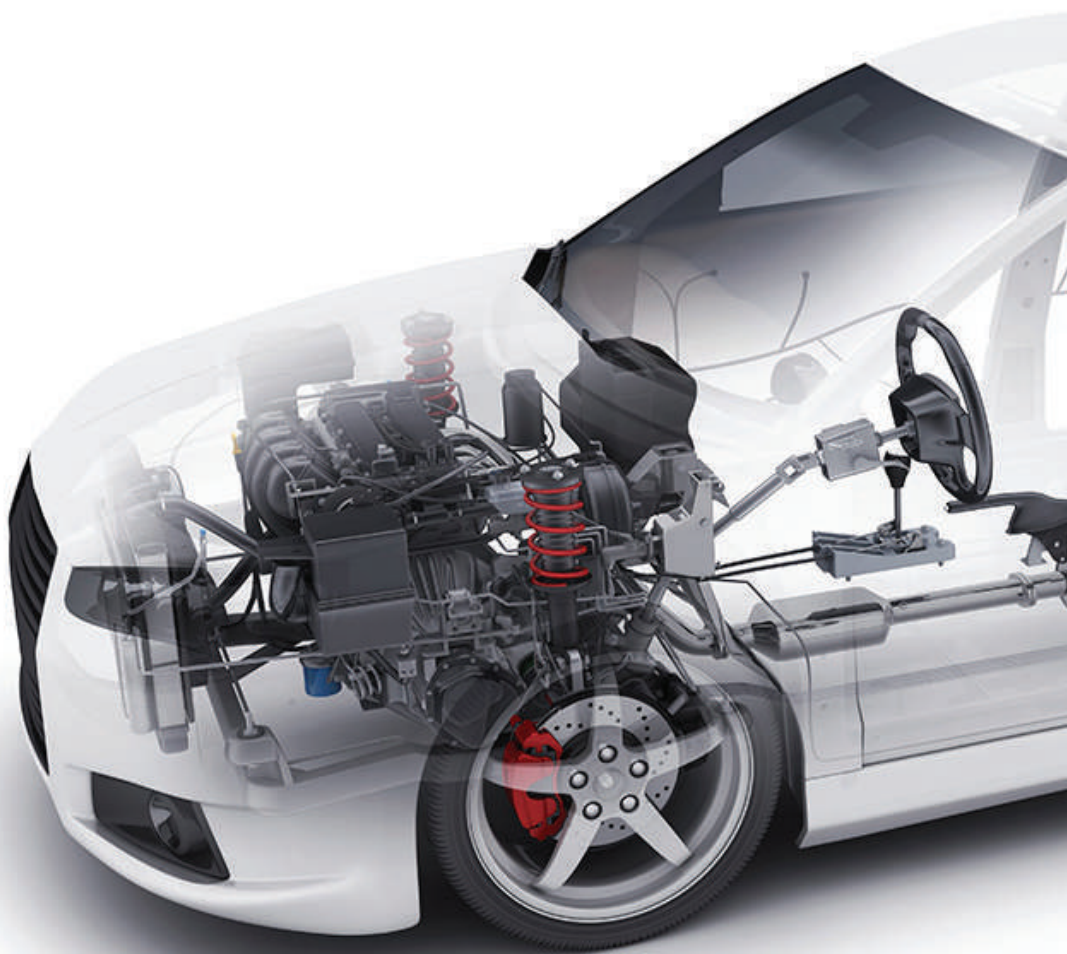
*Hoganas Have A Unique Brand
Nature, Vision, Company's
Ethical Values And Committed
Towards Better Quality
Products And We Continued To
Work Towards For Best
Products For Our All Customers*

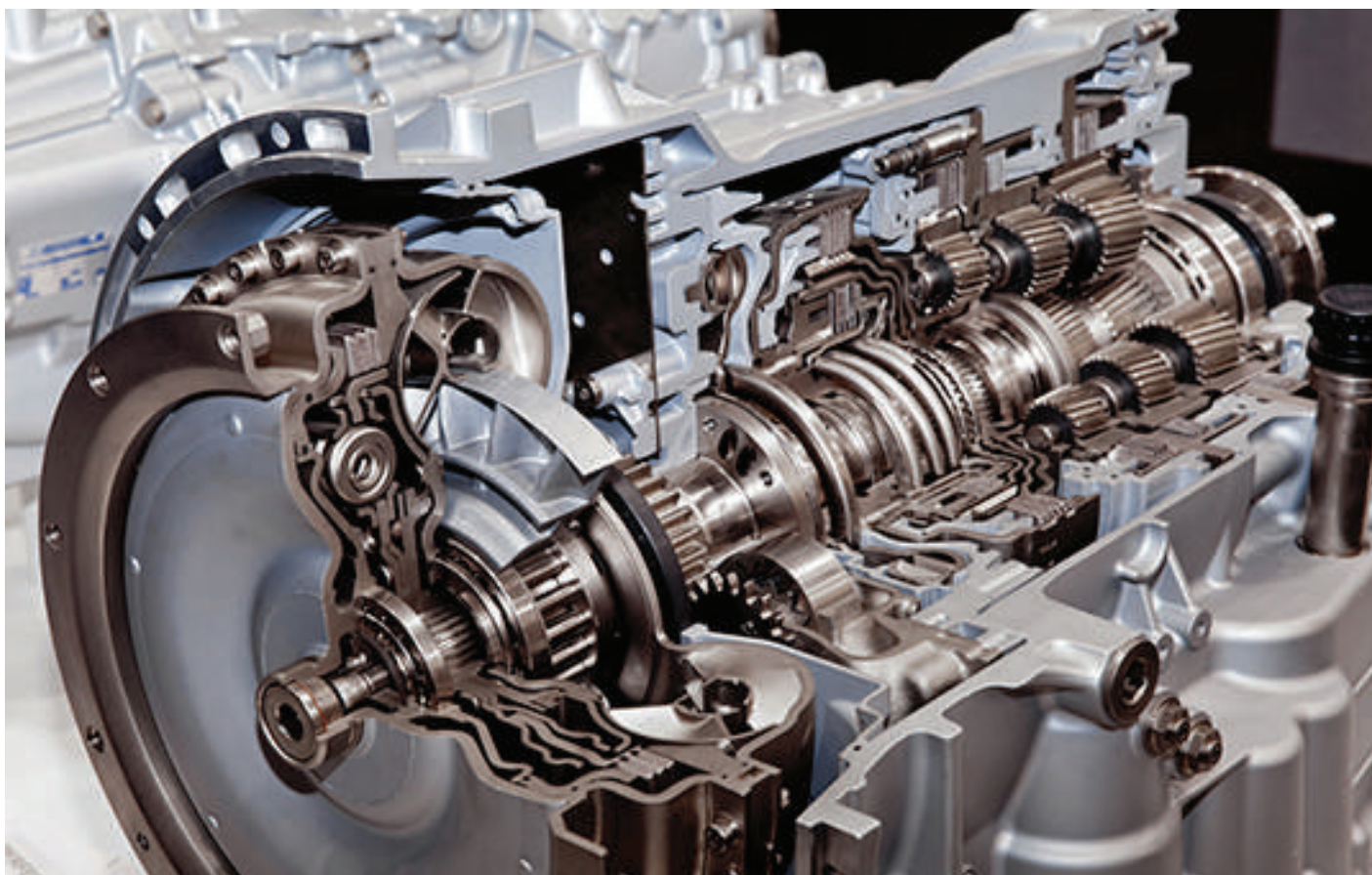
Mr. Deepak Grover
(director - Hoganas India)

Established in 2007, Sintercom India Limited is one of the leading automotive sintered components manufacturer located in Pune, India. The Company specializes in manufacturing medium to high-density sintered components for automotive engines, power train, and exhaust systems and also manufactures sensor components that cater to global markets. The Company has integrated manufacturing facilities and has increased its capacity from 1,980 MTPA to 3,600 MTPA in 2019. The product portfolio includes drive

train gears, engine sprockets, pulleys, crankshaft bearing journals, transmission gears, and synchro hubs, as well as ABS rings and Sensor Hego bosses and flanges. The company entered into a strategic tie-up with Miba Sinter with a Joint Venture and technology transfer agreement in 2011, and Miba also invested in Sintercom to become a co-promoter by taking around 26% stake in the company. Together with the technology leader Miba, the company is able to provide their customers with even more competitive solutions with powder metal. Mr. Jignesh Raval is

Member of Board and Managing Director of the Company. He has been on the Board of Directors of the Company since June, 2007. He holds a degree in Engineering (Production) from Shivaji University and has over 2 decades of work experience in automotive industry which includes 9 years of work experience at Tenneco Automotive India Private Limited as an Executive Director-GSCM. Mr. Raval is also responsible for developing and executing Company's business strategies and overseeing the Company's financial performance, investments and other business ventures. Mr. Raval has also won





“Male Entrepreneur of the Year Award” by IPF Industrial Excellence Awards 2020 on 16th January, 2020 Mr. Jignesh Raval, an engineering graduate from Kolhapur, started his professional career with Ingersoll Rand as senior engineer way back in 1992. During the initial journey of his career he worked at Menon & Menon, Faurecia and thereafter he got an opportunity to join Tenneco Automotive in 1997. He was given the responsibility for setting up greenfield project for Tenneco in Pune. With his vision, he built in best in class plan for Tenneco in Pune. He was heading the Pune Unit until 1999. Being passionate about the work he was promoted to Business Development Manager for Asia-Pacific responsible. Looking at his vision and hard work, soon, he was further promoted as Director – Global Supply chain for Tenneco in 2001. Since then he was responsible for global sourcing. His passion for work never stopped him. Soon he was given additional role in 2004 and was appointed as Executive Director – Global Supply chain for Tenneco in 2001. Since then he was responsible for global sourcing. His passion for work never

stopped him. Soon he was given additional role in 2004 and was appointed as Executive Director – Global supply chain – Global Supplier Quality & Customer Quality. During this job profile, he managed various global supplier base for Tenneco.

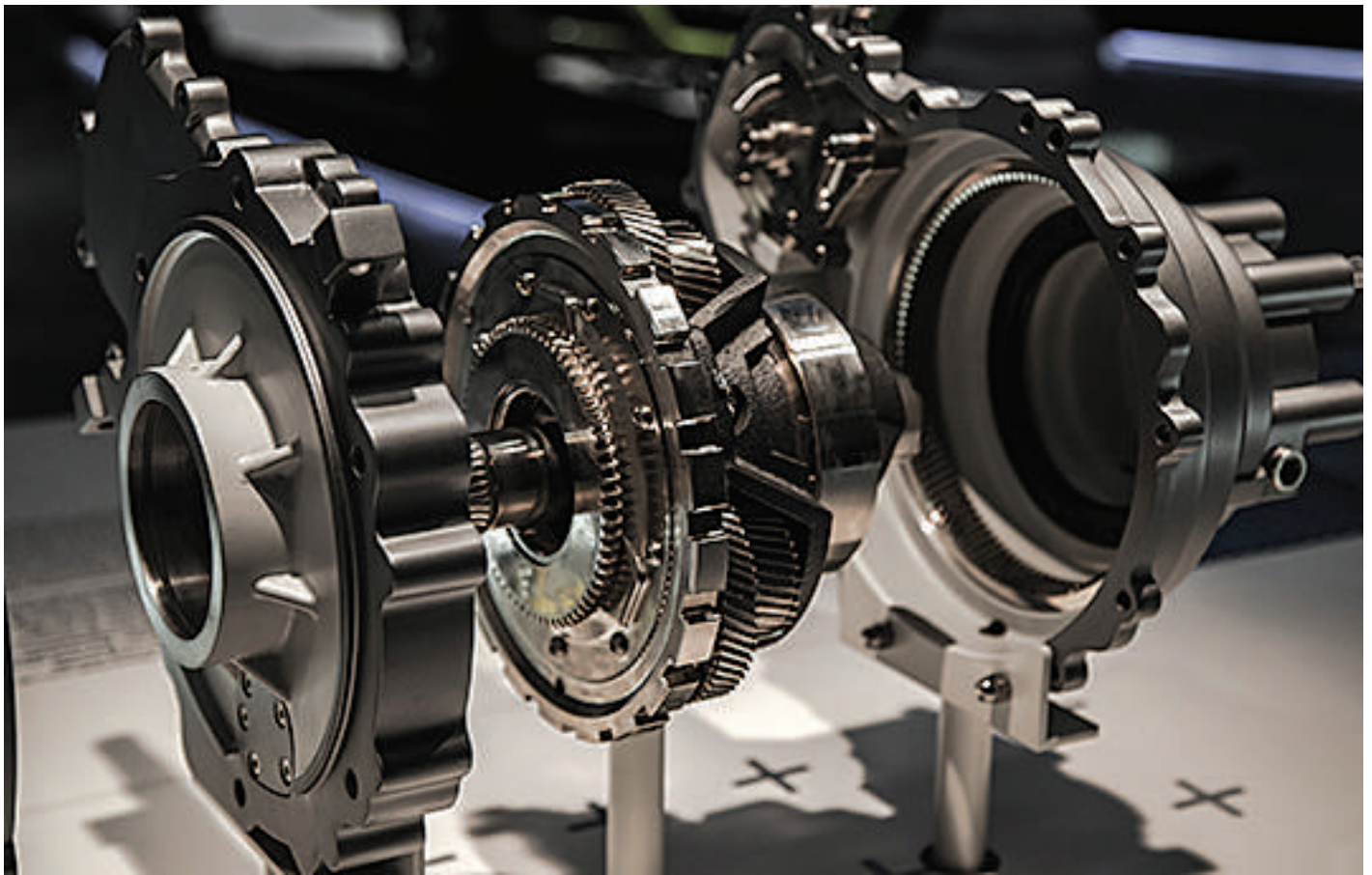
Being passionate for latest technology, he decided to quit his high-profile job and decided to start his own enterprise, Sintercom. Sintered technology was lagging in India with no major suppliers in India. He decided to start with a vision to get latest technology to India Sintercom with a vision to get latest technology to India. Sintered components manufactured and supplied by Sintercom India are made of metal powder. A process known as sintering process performs compacting operations on the metal powder by applying heat or pressure. In general, sintered components can be made of plastics, ceramics and other materials, besides metals. Sintered components are finding applications in the automotive industry in areas wherein they can replace existing forged metal parts. The increasing applications of

sintered components can be seen across the vehicle architecture, primarily around the engine, transmission and body chassis areas. It is understood that sintered components provide weight savings as well as lower costs – two key aspects driving the auto industry value chain in the wake of multiple technology trends worldwide. Speaking with Executives India Mr. Jignesh Raval shared some incredible insights

WHAT ARE SOME OF SINTERCOM KEY VALUES AND BELIEFS? HOW IMPORTANT IS CUSTOMER'S SATISFACTION?

Our mission, vision and values are already there on our domain. We are driven by our vision and values that recognizes the contribution of every individual employee. Thanks to a strong value system we are charged up as a vibrant team to accomplish any tasks/projects in a time-bound manner. Our core values includes respect people, honor systems and process, be fair and ethical, be customer centric, strive for excellence and instill passion.

We believe in customer delight with excellence in services.



With a customer centric approach we are instrumental in providing best customer experience across India with dedicated team manned by experienced professionals with support of nationwide

WHAT DO YOU THINK SETS YOUR BUSINESS APART FROM ITS COMPETITORS?

We believe that our products with superior quality and excellent customer focus are determinant factors that sets apart Sintercom from its competitors resulting sintercom reputed company. Further equipped with uniquely designed products,. Further, a meticulous approach in R&D for development of new, innovative and future ready products always helped us to remain competent in the domain when it comes to competition.

HOW HAVE YOU FOUND THE AUTOMOTIVE MANUFACTURING INDUSTRY IN INDIA?

India has tremendous potential for manufacturing business. By ensuring minimum quality and standards, India holds a big market for B2B, B2C and B2G channels apart from opportunities

abroad. By enhancing productivity and quality, Indian firms have good opportunities to excel. Under schemes like Make In India, MSME units should be supported for enhancing energy efficiencies, R&D, quality and productivity to make them capable to compete in the markets.

How important is culture to the business? How do you instill this in your employees?

It is important to develop a strong value system and work culture to ensure a healthy and professional work environment among employees and keep them motivated. We believe in our value system and work culture to inculcate good work culture and team work in our team. We focus on fair and ethical business practices, professional approach with mutual respect, customer orientation, striving for excellence, innovation and passion which are our guiding principles to drive our business.

WHAT STRATEGIES DOES SINTERCOM HAVE IN PLACE TO IMPROVE YOUR SUPPLY CHAIN AND BUILD LONG TERM RELATIONSHIPS WITH KEY PARTNERS?

A sustainable supply chain management and an adept marketing strategy is key to any manufacturing unit to remain competitive in the market. We focus on sustainable relationship with our supply chain partners and retain long term relationship with our key suppliers while all efforts are made to strike mutually rewarding deals aligning with market trends to become cost competitive in the market. Sintercom is keen to build collaborative relationship based mutual benefits for smooth business operations. Company sees competitive advantages in collaboration with key suppliers that includes cost competitiveness, quality, smooth procurements and operations to honor timely delivery of products and services to the customers. we share a excellent relationship with all our supplier partners and we believe in technology and work for better product