METTLER®

ISO - 9001/2015 CERTIFIED COMPANY

METTLER FASTENERS LIMITED

EXPORTER AND MANUFACTURER OF :-

GI THREADED RODS, STUD BOLTS, SHEET METAL PRESS PARTS ETC.

Pitch deck

Agenda

- Problem Statement
- Our Solution
- Market Opportunity
- Service Categories and Offerings
- Business Model
- Go-to-Market Strategy
- Competitive Analysis
- Financial Projections
- Scalability and Growth
- Management Profile
- Conclusion

About us

Established in year 2003, “Mettler Fasteners Limited” is Exporter and Manufacturer of GI Threaded rod, Stud Bolts, Sheet Metal Press Parts etc.

Mettler Fasteners source for industrial-grade supplies. We have built a tradition of serving businesses, big and small, with effortless ways to get the products and services they need at a fair and competitive price. We are a team committed to providing the highest quality products that will exceed your expectations.

Problem

Quality Consistency

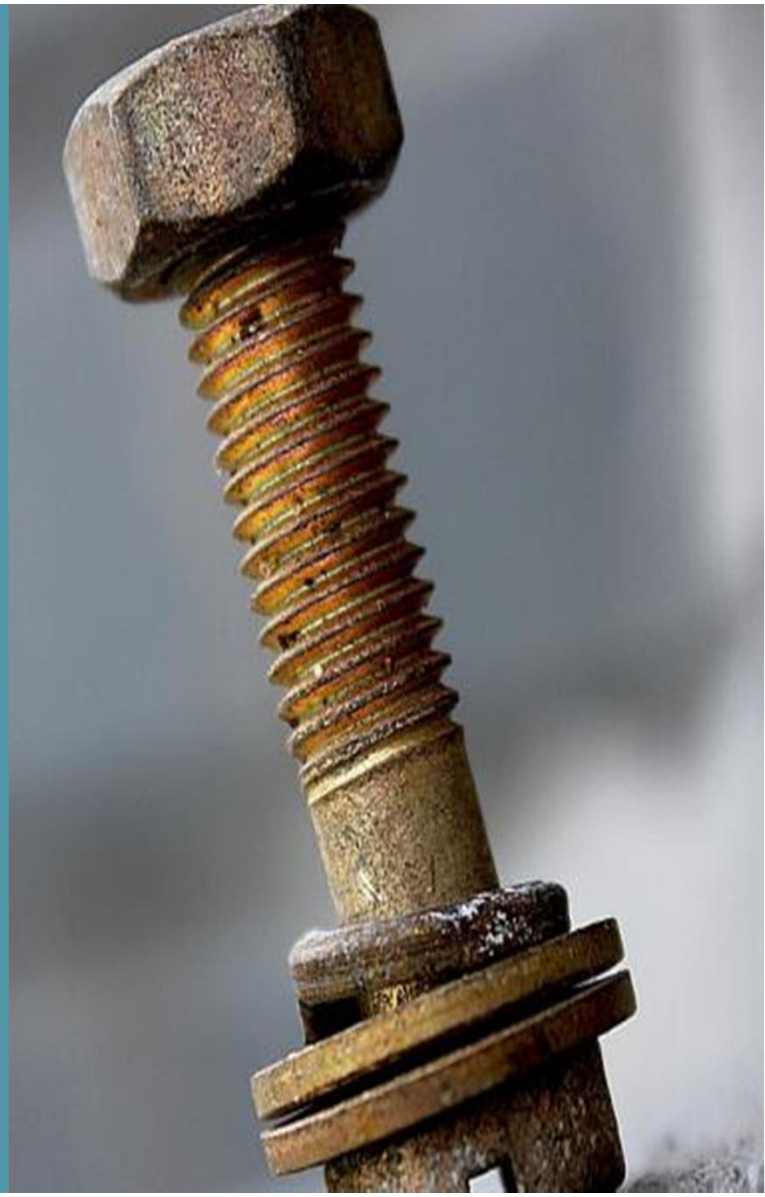
- Difficulty in maintaining high standards across varied applications.
- Risk of product failure or performance issues.

Supply Chain Efficiency

- Managing raw material procurement and delivery schedules.
- Impact on production timelines and costs.

Market Competition

- Navigating competitive pressures and price fluctuations.
- Differentiating from competitors in a crowded market.



Solution

Mettler Fasteners Limited's Approach

Quality Assurance

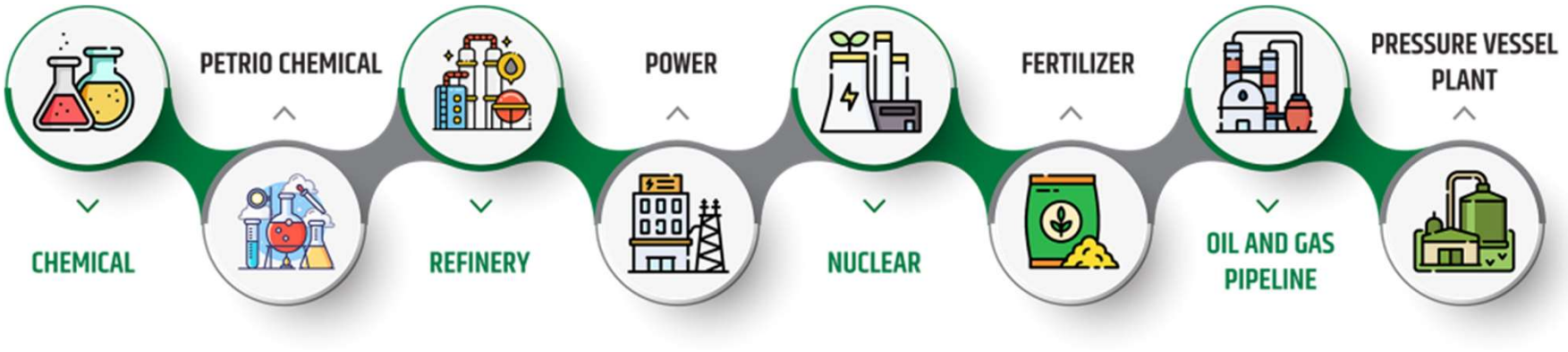
- Rigorous testing protocols (tensile strength, hardness, corrosion resistance).
- Compliance with international standards (Bureau Veritas, SGS India).

Advanced Manufacturing

- Utilization of state-of-the-art machinery and technology.
- Precision engineering and process optimization.

Customer-Centric Approach

- Custom solutions tailored to specific industry requirements.
- Reliable delivery schedules and exceptional service.



Market opportunity

Global Market

Size (2023): USD 95.57 billion

CAGR (2024-2030): 4.7%

Drivers: Increasing construction, automotive production, and industrial manufacturing.

Indian Market

Size (2022): USD 9,064 million

Projected Size (2030): USD 17,868 million

CAGR (2023-2030): 7.9%

TAM SAM SOM Analysis

Total Addressable Market (TAM): USD 132.12 billion

Serviceable Available Market (SAM): USD 17.87 billion

Serviceable Obtainable Market (SOM): USD 0.0291 billion







Service Categories & Offerings

Product Line:

- **Threaded Rods:** Strength and reliability for various applications.
- **Studs:** High-stress performance for critical applications.
- **Bolts:** Superior holding power and durability.
- **Nuts and Washers:** Complementary fastener components for secure assemblies.
- **Sheet Metal Press Parts:** Precision-engineered for diverse industry requirements.











Product Overview

Business model



Revenue Streams:

- Direct Sales: Through major industries and international markets.
- Custom Orders: Tailored solutions for specialized applications.
- Export Sales: Global distribution to key markets in the Middle East, Europe, and Asia.

Value Proposition:

- High-quality, reliable fasteners
- Innovative solutions and superior customer service
- Compliance with international standards

Go-to-Market Strategy

Market Penetration

- **Existing Clients:** Strengthen relationships with major Indian organizations (NPCIL, BHEL, IOC).
- **New Markets:** Expand presence in the Middle East, Europe, and Asia

Marketing & Sales Tactics

- **Digital Marketing:** Online presence, SEO, and targeted advertising.
- **Trade Shows & Exhibitions:** Participation in industry events to showcase products.
- **Partnerships:** Strategic alliances with industry players and distributors.

Sales Channels

- **Direct sales team**
- **Online platform for inquiries and orders**
- **Distribution partners in international markets**
- **Explores EIL approval**

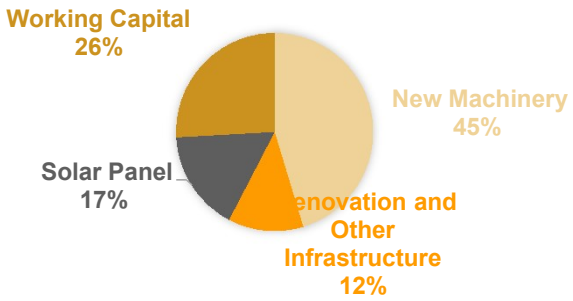
Competitive Analysis

Company	Key Products	Market Presence	Key Differentiators
Sundram Fasteners Ltd.	Fasteners, Automotive Components	Global	Extensive R&D, Diverse Product Range
Sterling Tools Ltd.	Fasteners, Tools	Global	Strong Distribution Network
Summonds Marshall Ltd.	Industrial Fasteners	Global	High-Quality Manufacturing Standards
GS Auto Ltd.	Fasteners, Auto Parts	Global	Focus on Automotive Industry
Deepak Fasteners Ltd.	Fasteners, Specialty Components	National	Competitive Pricing, Strong Domestic Presence
Agrawal Fasteners Ltd.	Fasteners, Bolts	National	Established Domestic Market Position
Kundan Industries Ltd.	Industrial Fasteners	National	High-Quality Products, Reliable Delivery
Viraj Profiles Ltd.	Fasteners, Stainless Steel Products	National	Comprehensive Product Portfolio

Financial Projections

4Cr	10.4Cr	41.6Cr	83.2Cr	104Cr
Year 1 Revenue	Year 2 Revenue	Year 3 Revenue	Year 4 Revenue	Year 5 Revenue
EBITDA: 8.76%	EBITDA: 11.75%	EBITDA: 12.75%	EBITDA: 13.75%	EBITDA: 14.75%

Fund Utilization (INR 1.2 Cr)



Business Valuation: 7.67 Cr

Amount Required to Raise: 1.21 Cr

% Stake Dilution on Pre-Money Valuation: 10-16%

Debt-Free Status: Company has been debt-free since 2018

Year 3 Expansion Plan

Total Expansion Cost: ₹23 Cr (Land, Building & Machinery: ₹15 Cr Working Capital: ₹8 Cr)

Funding Shortfall Impact: Raising only ₹1.21 Cr is insufficient for achieving ₹41.60 Cr revenue.

Traction & Achievement







“Best Business Performance Award” received from Dinesh Nandwana, CMD and Rajiv Sharma, CEO of Vakrange Limited





Major Orders Executed

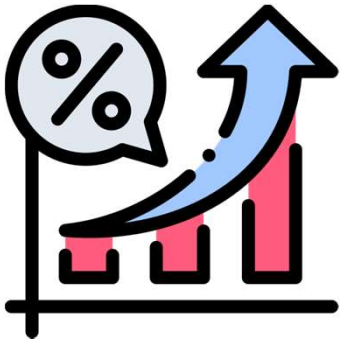
- 1.25 Crore INR order from BHEL (single order valued at INR 77 Lakhs) and NPCIL.
- 1.50 Crore INR export order for GI Threaded Rods and Bolt Nuts to Kuwait.

Export Reach

Successfull exports to United Kingdom, Kuwait, Saudi Arabia, Sri Lanka, Egypt and Belgium.

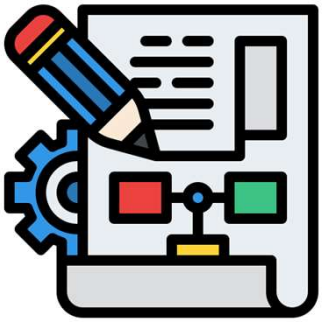


Scalability and Growth



Growth Potential

- Expansion Plans: New markets, increased product range, and enhanced technology.
- Scalability: Proven infrastructure and robust manufacturing capabilities support scaling operations.



Strategic Initiatives

- Enhanced R&D: Focus on innovation and new product development.
- Market Expansion: Targeting high-growth regions and sectors.
- Operational Efficiency: Streamlining processes for cost reduction and higher productivity.

Meet our team



Mrs. Neeta H Joshi
BA, D.Ed

Managing Director



Ms. Priyal H Joshi
CA, B.Com

Director



Mrs. Shobhana B Joshi

Director



Mr. Hitesh Joshi
B.Com

CEO



Mr. Amit Gaikwad
B.Com

Vice President



Mr. Vijaypratap Shukla
D. Eng

Production Head



Conclusion

Summary: Mettler Fasteners Limited is well-positioned for substantial growth with a robust product range, advanced infrastructure, and a clear strategic vision. Our commitment to quality, innovation, and customer satisfaction makes us a strong candidate for investment.

Call to Action: We invite potential investors and partners to join us in expanding our operations, enhancing technological capabilities, and entering new markets.

Thank You



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