



Research report on Studds



Overview:

STUDDS Accessories Limited is the leading manufacturer of helmets and motorcycle accessories in India and all over the world. It was incepted in 1983.

STUDDS offers a wide range of two-wheeler helmets and accessories and has a presence in more than 50 countries across the globe including Europe, Asia, Latin America and Middle East.

It believes in focus on style, design, quality as well as safety, makes us a lifestyle choice for our customers. With over 50 million customers globally entrusting STUDDS with their road safety, it is amongst the top helmets and riding gear brands in India and internationally. With state-of-art manufacturing facilities spread over an area of more than 50,000 sq. mts. and having the capability to churn out more than 12 million helmets every year.

Beginning the journey with an initial capital of Rs. 500, it has been a fantastic run for STUDDS Accessories Limited, the top helmets manufacturer in the world. It strive to live up to the expectations of our stakeholders and investors, as they are one of the strongest pillars of our success and play a significant role in making it the No. 1 helmet company in India.

Its Exclusive Brand Outlets have been indigenously designed to offer unparalleled in-store experience and act as a one-stop motorcycle helmets and accessories shop for motorcycling community, looking to purchase from a wide range of new age two-wheeler helmets and other motorcycle riding gear.

It have always adhered to our mantra of innovating continuously & never settle for anything but the best. Our range of high-quality helmets & motorcycle accessories are a reflection of our commitment to this philosophy.

Infrastructure:

Manufacturing Facilities:

Its product development process is supported by four backward integrated manufacturing facilities located in Faridabad, Haryana. Their facility is equipped with in house automated injection moulding shop and four paint shops.

It also have top of the line automated silicon hard coating for visors. It also have a production unit which has in house production line for expanded polystyrene (EPS) which is most important safety feature in helmet.

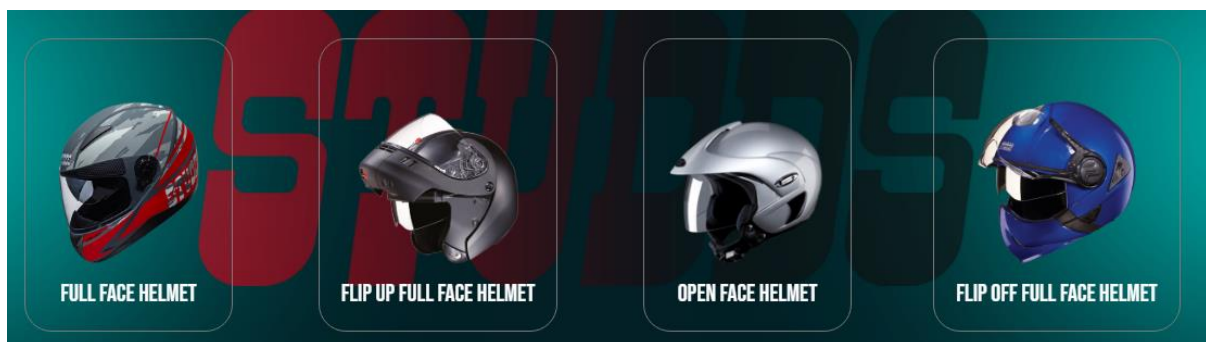
Testing Facilities:

Studds has in houe testing laboratory to ensure proper compliance with the prescribed industry standards. The laboratory is approved by VCA England. It has also been granted significant safety certification such as BIS certification etc.

Products:

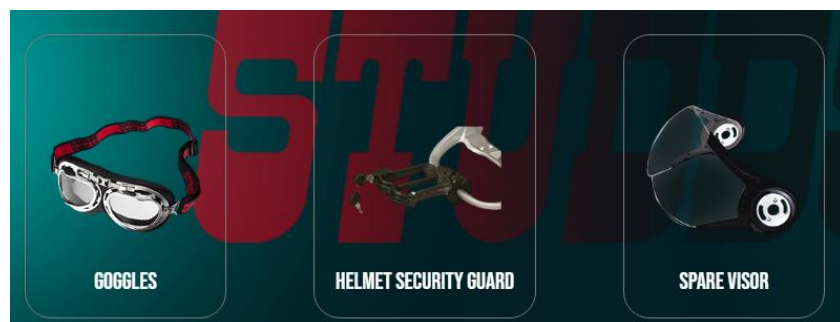
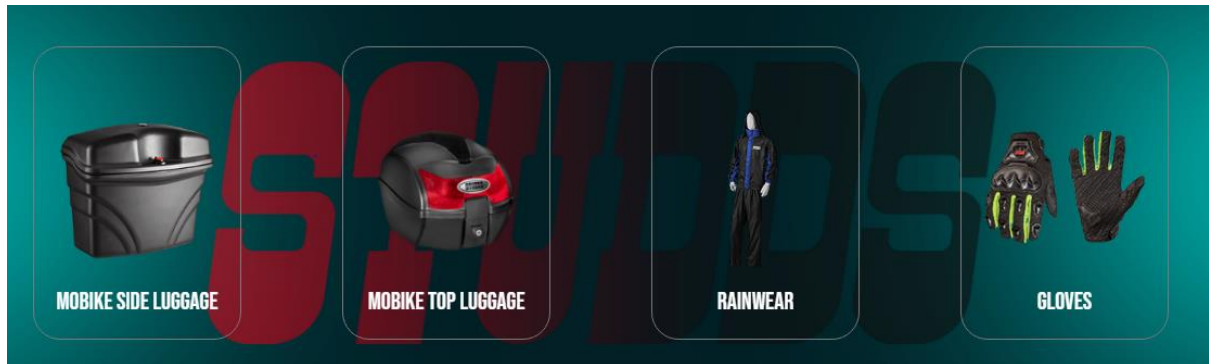
Helmets:

It offers a wide range of motorcycle helmets including full face, open face, flip-up full face, flip-off full face, off-road full face and sporting helmets used for several sports activities, for both men and women riders. We will soon be launching smart motorcycle helmets with bluetooth and other features.



Motorcycle Accessories:

It offers a wide range of motorcycle accessories from riding gloves, goggles, side mountable storage boxes, top mountable storage boxes to rainwear and helmet accessories like helmet security lock and spare visors. Motorcycle accessories or riding gear are the essential pieces of kit that you would require, while riding a two-wheeler, to make your ride a great one

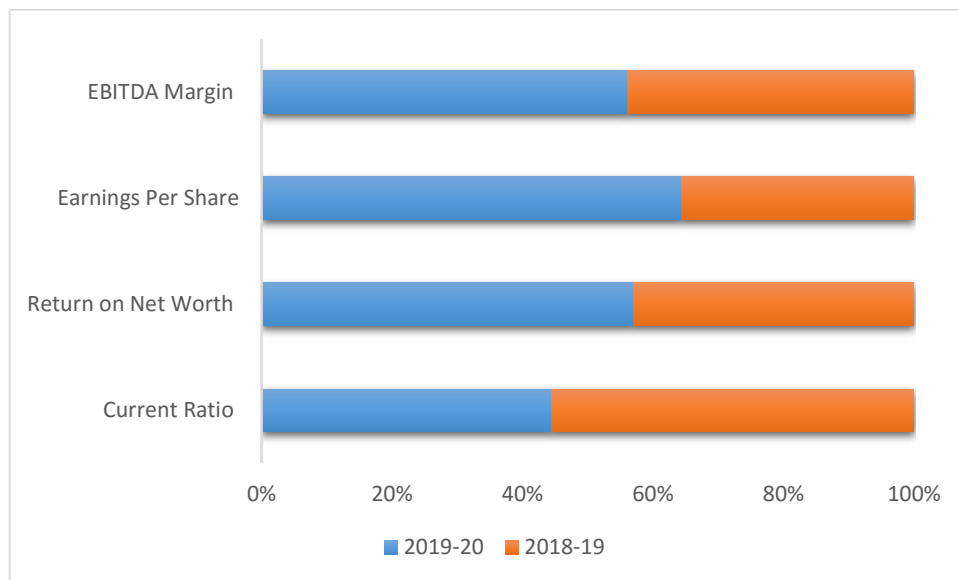
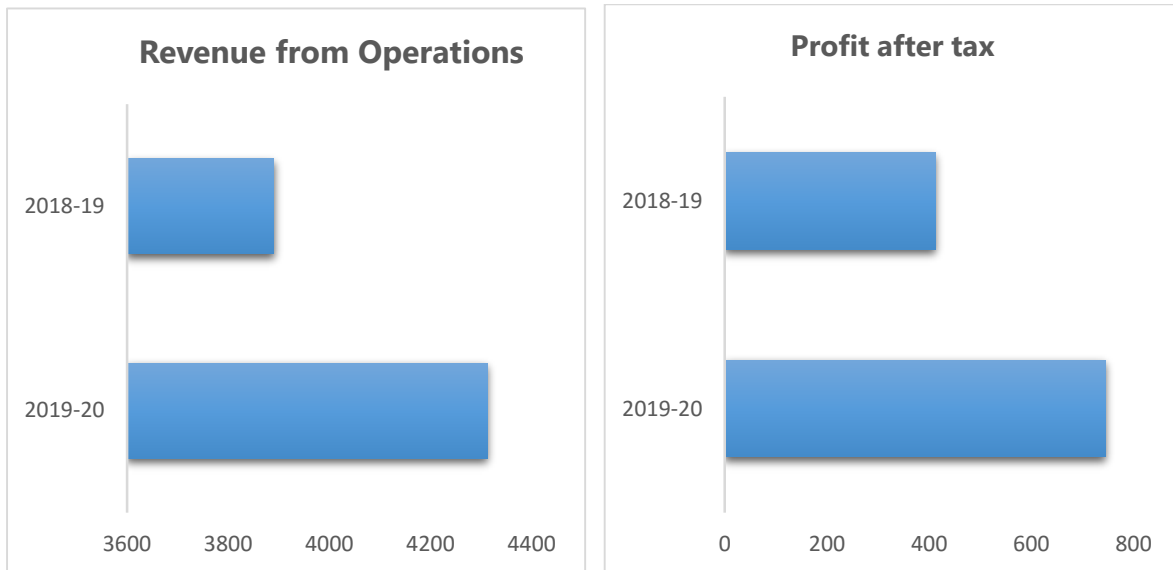


Personal Protective Equipments:

Its range of personal protective equipment include items such as protective face shields, protective goggles and face masks. Our personal protective equipment may be worn for occupational safety and health purposes, as well as for protection and safety during sports and other recreational activities.



Financials:



Road Ahead:

Keeping customer convenience at the core of the company's efforts, they are continuously improving their techniques to produce helmets that are safe and lightweight. They are likely to further expand the market share as the demand for lighter helmets continue to rise.

It also focused on increasing the visibility of our accessories segment. Accordingly, it introduced several new products during the year i.e. Titan Fiber, Titan Carbon, Sub Urban. It also plans to further bolster the segment with the launch of riding gear, jackets, armours, elbow guards, knee guards and shoes.

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