



STUDS

FROM GARAGE **BEGINNINGS TO GLOBAL**

**HELMET GIANT**









# GLOBAL FOOTPRINT

Studds has expanded its reach to **over 70 countries**, exporting helmets for global brands like







*SMK is proud to offer the **safest and best-fitting helmets** and gear that empower riders to showcase their unique personalities in their distinctive way.*



# BRAND PORTFOLIO

**SMK**

Targeting premium  
customers



**STUDDS**

Catering to mass and  
mid market segments







# NEW LAUNCHES

STUDDS INTRODUCES 6 NEW PRODUCTS TO ITS PORTFOLIO LINE



**GTJ**



**BIONIC ADULT & KIDS**



**RAIDER**



**THUNDER CR**



**TYPHOON RE-LAUNCH  
WITH NEW STYLE**



**VOGUE ECO (NON-PAINTED)**



With nearly 50 years of experience, the company designs, manufactures, markets, and sells two-wheeler helmets under its '**Studds**' and '**SMK**' brands, along with various accessories.

SWIPE



**STUDDS**



**TWO-WHEELER LUGGAGE**



**GLOVES**



**HELMET LOCKING DEVICES**



**RAIN SUITS**



**RIDING JACKETS**



**EYEWEAR**

**SMK**



The company employs **nearly 3,000 skilled workers** to ensure that each helmet is crafted with precision and expertise. This is done in more than 750,000 square feet of manufacturing space, including **SMK's state-of-the-art safety lab.**

SWIPE



The SMK helmet manufacturing facilities are the certified in-house laboratories to meet **ECE (UN Regulation No. 22) and DOT (U.S. Department of Transportation)** safety standards.





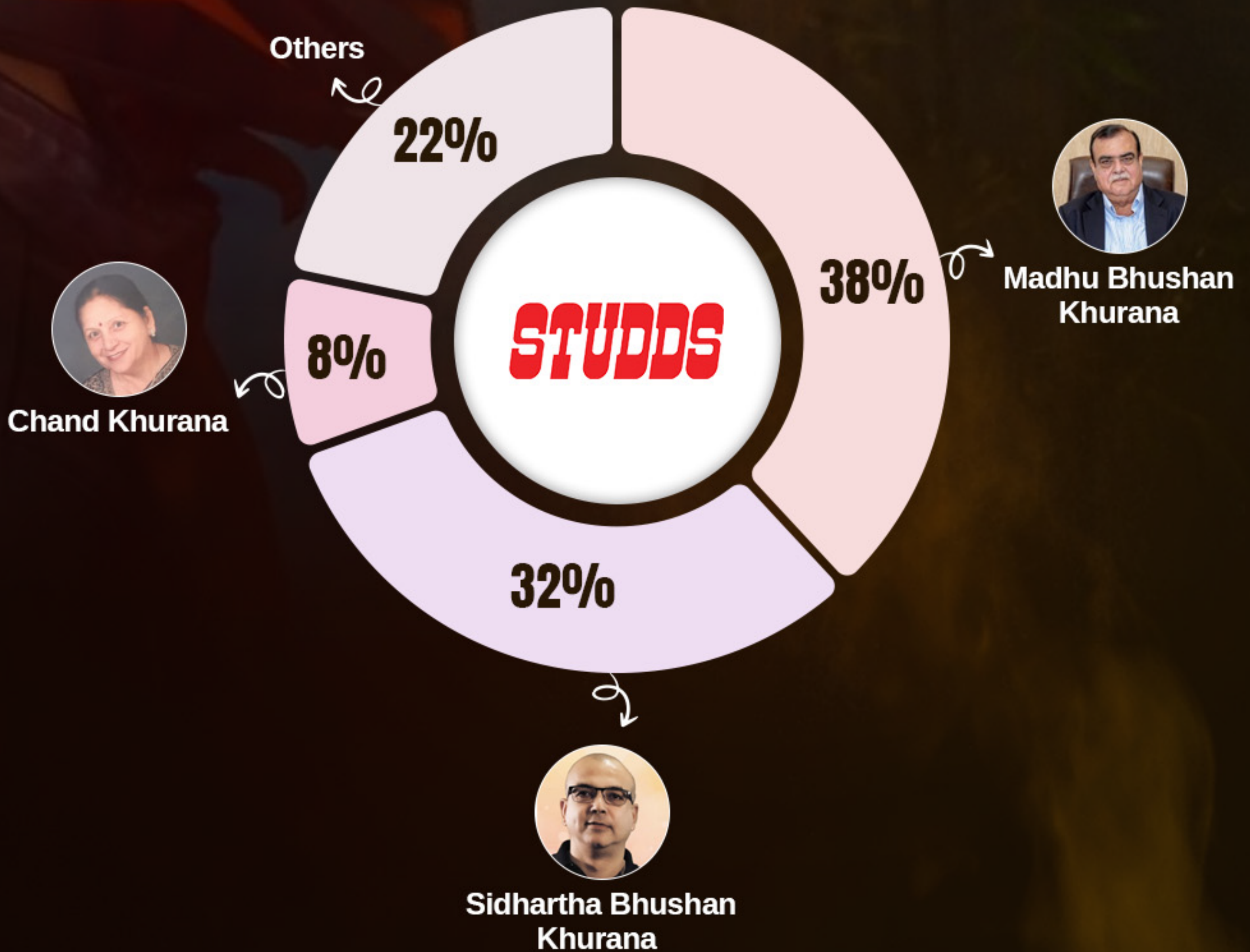
The company's success stems from vertical integration (in-house design, production, testing) and strategic partnerships with OEMs like **Hero Motocorp and Suzuki**. Despite a 21% export decline in FY24 due to stricter EU norms, domestic sales surged 11% YoY, driven by safety regulations and EV adoption .







# SHAREHOLDING PATTERN FY24







# COMPANY'S MILESTONES

First OEM partnership  
with Honda Motorcycles.

1990

2000

Expanded exports to Europe,  
Asia, and the Americas.

Launched SMK brand  
for premium helmets.

2010

2020

Inaugurated Asia's largest  
helmet facility (5.5 acres,  
Faridabad) with automated  
moulding, painting, and testing  
labs certified by European  
Safety Agency .

Filed DRHP for IPO, targeting  
FY25 listing to raise funds  
for EV-focused R&D and  
global expansion.

2024





# STUDDS IPO: SECOND ATTEMPT AT IPO LISTING

This time the Studds Accessories IPO would be a complete Offer for Sale (OFS) where the promoter group and other shareholders plan to sell up to 77.9 lakh shares.

## LEAD MANAGERS



**IIFL**  
CAPITAL



**ICICI Securities**



# AWARDS & ACCOLADES



**Accessories Award  
2013-2014**



**Commendable Export  
performance 2007-2008**



**Certificate of  
Excellence 2018-2019**



**Company of the year  
(Auto Accessories)**



**By Bureau of Indian  
Standards  
(In the year 2022)**



**3.0 Technology Excellence  
Awards - Manufacturing  
Edition 2024 - Delhi**



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