

28 October 2024

**BSE Limited** National Stock Exchange of India Ltd.

Phiroze Jeejeebhoy Towers, Exchange Plaza, Plot no. C/1, G Block,

Dalal Street, Bandra-Kurla Complex

Mumbai- 400 001 Bandra (E), Mumbai - 400 051

Scrip Code: 543260 NSE Symbol: STOVEKRAFT

Dear Sir / Madam,

#### Sub: Investor Presentation for Conference Call – Regulation 30(6)

This has reference to our letter dated 15 October 2024 informing about conference call being organized by Orient Capital.

Pursuant to Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, please find attached a presentation to be made to analysts and the institutional investors at the conference call scheduled tomorrow i.e., 29 October 2024 at 4.00 PM.

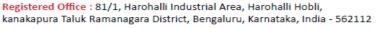
After the conference call, a transcript of the discussion shall also be posted on the website of the Company, www.stovekraft.com for information of the investors.

Thanking you,

Yours faithfully, For Stove Kraft Limited

Shrinivas P Harapanahalli Company Secretary & Compliance Officer











stovekraft.com









# Safe Harbor



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The only way to do great work is to love what you do

- Steve Jobs

### Macro Economy Update



India remains world's largest growing economy with good fundamentals: IMF

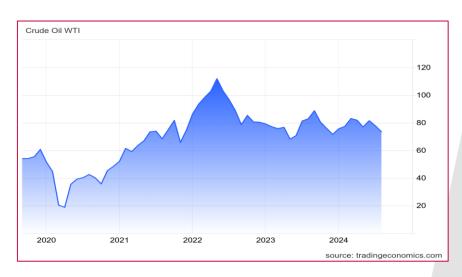
India's retail inflation (CPI) at 5.49% in Sep'24

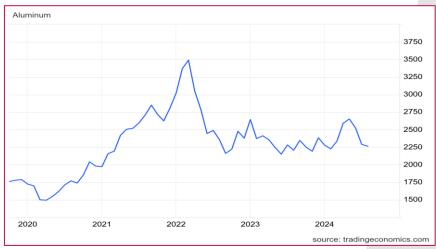
mandated for several kitchen products/appliances to restrict imports in India

**Favorable monsoon** season to support growth

**Consumer appliances** market is expected to see higher **penetration**, with ongoing rural electrification efforts

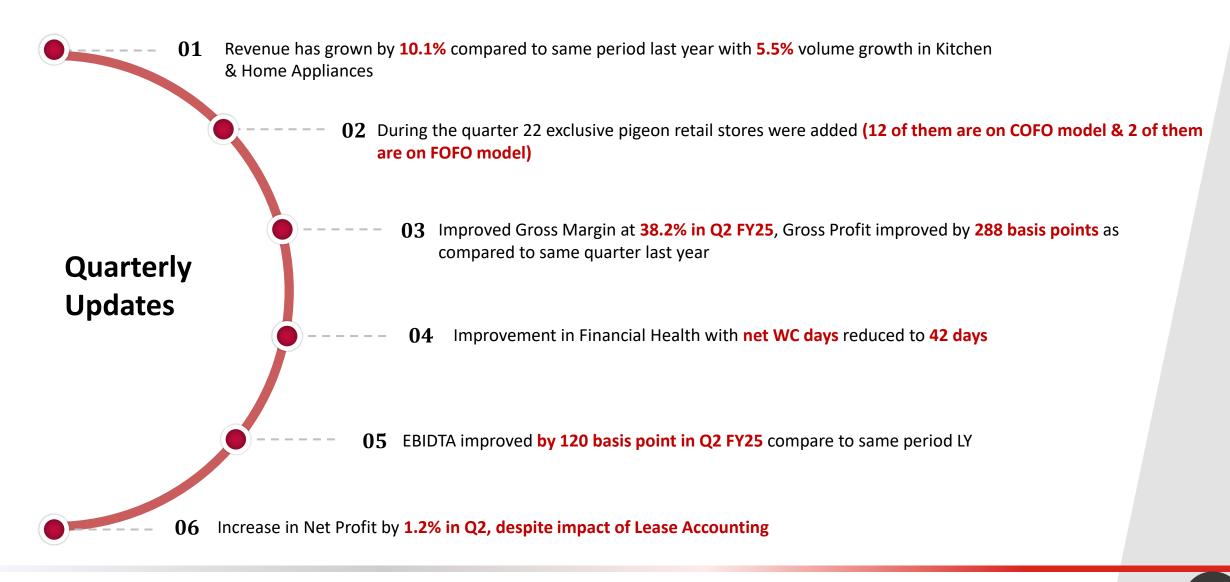
Domestic aggregate demand conditions are gathering momentum





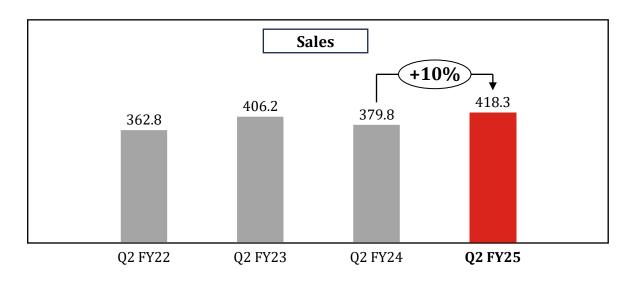
# **Q2FY25** Key Operational Highlights

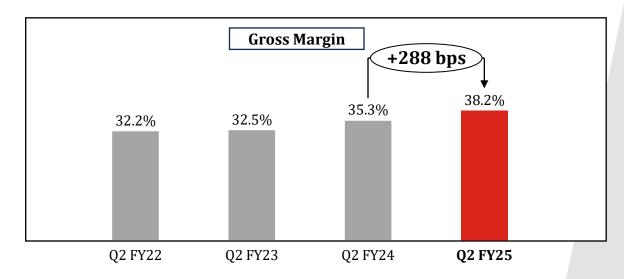


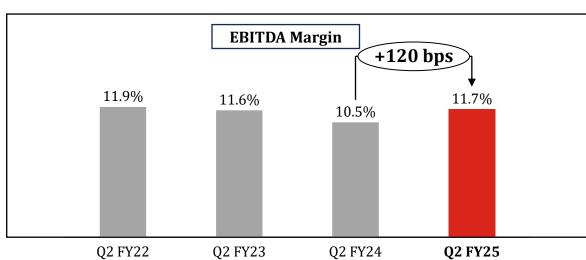


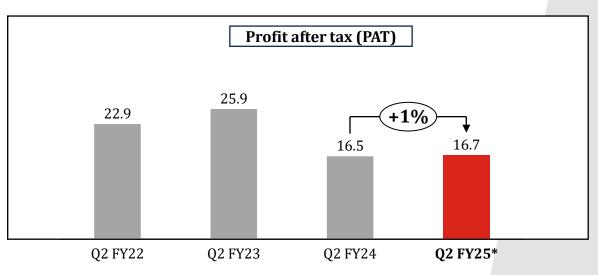
## Financial Snapshots











<sup>\*</sup> Impact in PAT & PBT is due to Lease Accounting under IndAS 116 for our Retail Stores

# Q2 FY25 Performance (Y-o-Y)









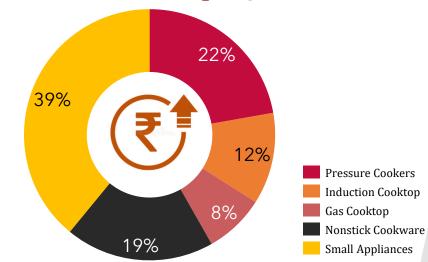


#### **Q2 FY25 growth in Product Category**

Product Category	Growth Val (YoY)	Growth Vol (Y-o-Y)	
> Cooker	2.3%	3.6%	
Induction Cooktops	3.2%	16.3%	
Non-stick Cookware	-0.5%	-1.2%	
Small Appliance	31.8%	20.6%	
Gas Cooktops	-1.5%	7.0%	

<sup>\*</sup>Impact on PBT % & PAT% due to INDAS impact of Lease

#### **Revenue Breakup: Q2 FY25**



## H1 FY25 Performance (Y-o-Y)









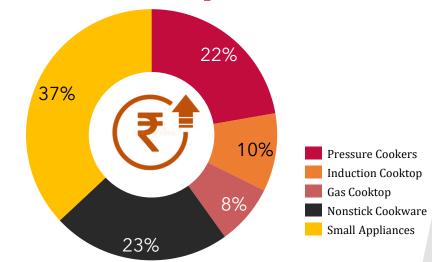


#### **H1 FY25 growth in Product Category**

Product Category	Growth Val (YoY)	Growth Vol (Y-o-Y)	
> Cooker	2.5%	2.8%	
Induction Cooktops	2.0%	13.5%	
Non-stick Cookware	7.0%	5.1%	
Small Appliance	21.8%	9.4%	
Gas Cooktops	-2.3%	9.1%	

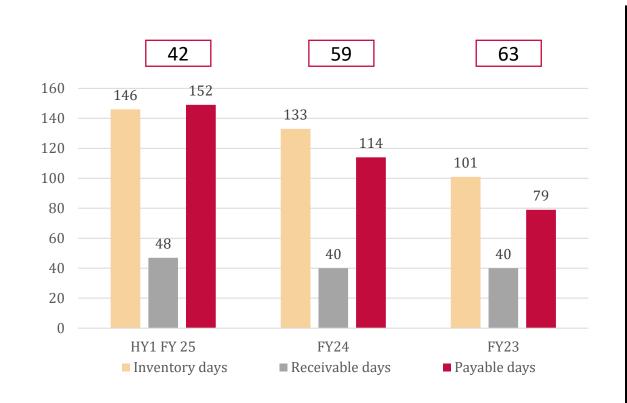
<sup>\*</sup>Impact on PBT % & PAT% due to INDAS impact of Lease

#### **Revenue Breakup: H1 FY25**



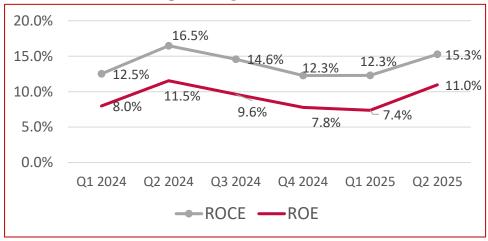
# **Healthy Financial Position**





- a. Improvement in Inventory Days is due to increase in Sales in HY1
- b. Payable Days is being increased due to moving vendor's payment through Suppliers Credit route

#### Improving ROCE & ROE



#### Stable Debt Equity Ratio



# Q2 & H1FY25 Consolidated Profit & Loss Statement



Profit & Loss Statement (Rs. Crs.)	Q2 FY25	Q2 FY24	Y-o-Y	Q1 FY25	Q-o-Q	H1FY25	H1FY24	Y-o-Y
Revenue from Operations	418.3	379.8	10.1%	314.5	33.0%	732.8	677.5	8.2%
Cost of Materials Consumed	243.9	227.6		175.6		419.6	410.3	
Purchase of stock-in-trade	30.1	19.3		20.5		50.6	45.9	
Changes in Inventories of Finished Goods and Work in Progress	-15.5	-1.3		-1.8		-17.4	-22.8	
Gross Profit	159.8	134.1	19.1%	120.1	33.0%	279.9	244.0	14.7%
GP %	38.2%	35.3%		38.2%		38.2%	36.0%	
Employee Benefits Expense	44.9	41.3		42.0		86.8	80.2	
Other Expenses	64.6	52.3		45.8		110.3	96.3	
Allowance for ECL	1.3	0.6		0.8		2.1	3.6	
EBITDA	49.0	40.0	22.7%	31.7	54.8%	80.7	63.9	26.2%
EBITDA %	11.7%	10.5%		10.1%		11.0%	9.4%	
Other Income	-1.9	0.3		1.0		-0.8	1.9	
Depreciation and Amortisation Expense	17.4	11.6		15.0		32.4	21.9	
EBIT	29.8	28.7		17.6		47.4	44.0	7.7%
Finance Costs	7.9	6.4		6.7		14.6	10.6	
PBT	21.9	22.3		10.9		32.8	33.4	-1.9%
Total Tax Expense	5.1	5.8		2.7		7.9	8.7	
Profit for the year	16.7	16.5	1.2%	8.2	103.8%	24.9	24.7	0.8%
PAT %	4.0%	4.4%		2.6%		3.4%	3.6%	

<sup>\*</sup>Impact on PBT % & PAT% due to INDAS impact of Lease for Retail Business amounting Rs. 2.18 cr. In Q2

# **Q2 & H1FY25 Consolidated Balance Sheet**



Equity and Liabilities (Rs. Crs.)	30-Sep-24	31-Mar-24
Equity share capital	33.1	33.1
Other equity	423.4	406.2
<b>Total Equity</b>	456.4	439.2
Financial liabilities		
Borrowings	2.4	4.9
Lease liabilities	136.5	101.9
Suppliers credit	8.8	11.8
Deferred tax liabilities (net)	0.0	0.0
Provisions	10.6	9.2
<b>Total Non-Current Liabilities</b>	158.3	127.7
Financial liabilities		
Borrowings	142.0	140.9
Lease liabilities	13.7	8.6
Suppliers Credit	38.8	50.4
Trade payables		
(a) Outstanding dues micro & small enterprise	16.1	12.8
(b) Outstanding dues other than above	321.3	247.7
Other financial liabilities	27.3	20.6
Provisions	7.7	7.9
Current tax liabilities (net)	1.1	-
Other current liabilities	69.3	41.0
Total Current Liabilities	637.1	530.0
Total Liabilities	795.4	657.7
Total Equity and Liabilities	1251.8	1096.9

Assets (Rs. Crs.)	30-Sep-24	31-Mar-24
Property, plant and equipment	427.8	396.6
Capital work-in-progress	32.4	29.6
Intangible Assets	1.4	3.0
Right of use	146.0	110.5
Goodwill on Amalgamation	0.0	0.1
Financial Assets	0.0	
(a)Investments	-	-
(b)Other Financial assets	7.1	2.0
Deffered Tax Assets (Net)	3.1	2.5
Current Tax Assets	-	1.0
Other non-current assets	31.0	40.7
<b>Total Non-Current assets</b>	648.6	586.0
Inventories	364.4	320.3
Financial Assets		
(a)Trade receivables	193.4	146.3
(b)Cash and cash equivalents	9.7	7.1
(c)Bank balances	7.3	7.9
Loans	0.0	0.0
Other financial assets	0.7	0.5
Other current assets	27.7	28.8
<b>Total Current Assets</b>	603.1	510.9
<b>Total Assets</b>	1251.8	1096.9

# Q2 & H1FY25 Consolidated Cashflow Statement



Cash Flow Statement (Rs. Crs.)	Sep-24	Sep-23
Cash Flow from Operating Activities		
Profit before Tax	32.8	33.4
Adjustment for Non-Operating Items	48.8	37.8
Operating Profit before Working Capital Changes	81.6	71.2
Changes in Working Capital	55.5	24.3
Cash Generated from Operations	87.1	95.5
Less: Direct Taxes paid	-6.5	-0.9
Net Cash from Operating Activities	80.6	94.6
Cash Flow from Investing Activities	-40.8	-27.9
Cash Flow from Financing Activities	-37.2	-50.5
Net increase/ (decrease) in Cash & Cash equivalent	2.6	16.2
Add: Cash and cash equivalents as at 1st April	7.1	2.5
Cash and cash equivalents as at 31st March	9.7	18.7

# **Updates on Exclusive Retail Channel**



Launched new store in Punjab, Gujarat and expansion continued in existing markets, fortifying our position in NCR and South India enabling the brand to tap into new markets and attract a wider customer base

**213** Stores

13 states & 54 Cities of India including Gujarat, UP, Punjab. Added 22 new stores in Q2'25

90,049

Number of new customers added. 19% repeat purchase

**168,031** units sold

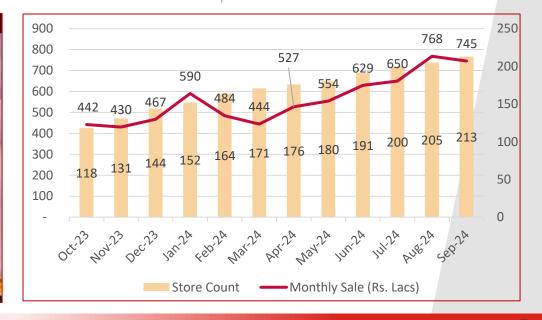
Pressure Cooker & Non Stick contributing 36% of the Revenue

22 Stores

Introduced exclusive Pigeon Retail Stores including FOFO Model



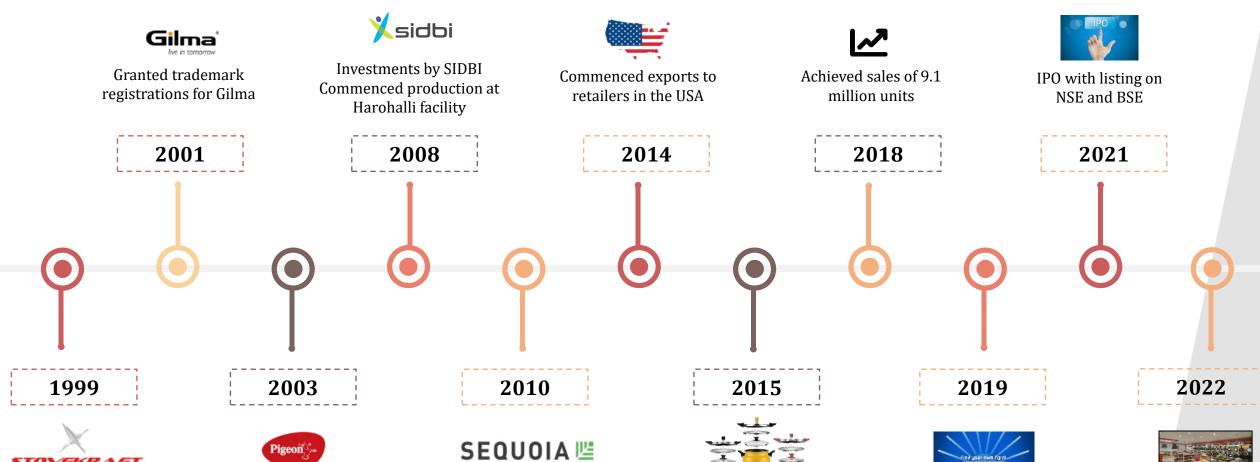






# **Key Milestones**





**Incorporated Stove Kraft** as a Pvt. Limited

Granted trademark registrations for Pigeon

First Investment by Sequoia

Certificate of registration of design was granted for our product 'Super cooker'

LED Plant in Bangalore & Inner Lid Cooker Plant in Baddi, HP



Introduce Retail Channel from Bangalore

# Diverse range of products across consumer preferences...





**Cookware**-Pressure cooker, wonder cast cookware, non-stick cookware, electric rice cookers and titanium hard anodized cookware

**Cooktops and other kitchen solutions** -Hobs, glass cooktops, stainless steel cooktops, induction cooktops and chimneys

**Small appliances** -Mixer grinders, rice cookers, electric kettles, toasters, sandwich makers, knives, steam irons, juicers, food steamers, air fryers and electric grills

Other products - Emergency lamps, water bottles and flasks, aluminum ladders, cloth dryers, water heaters, dustbins and mops



LPG Stoves

Massage apparatus

Water heaters

Chimney

Hobs

Cooktops

Kitchen sinks



Small appliances processors, juicers, hand blenders, hand mixers, mini choppers, oven toaster grills, rice cookers, coffee makers, toasters, sandwich makers and kettles

Other products -Steam dry irons, water irons. heaters and oil fin radiators



LED bulbs

**Battens** 

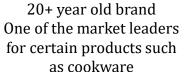
**Downlights** 

#### Multi-brand approach to capture the entire value chain...

#### Value









Launched in 2016 and manufacturing commenced in 2019

#### Semi - Premium



- Offers a modular kitchen experience
- Comprises chimneys, hobs and cooktops across price ranges and designs
- Sold exclusively though Gilma branded outlets, which are owned and operated by franchisees
- Gilma specific mobile application for customers to raise post sales service requests

#### **Premium**

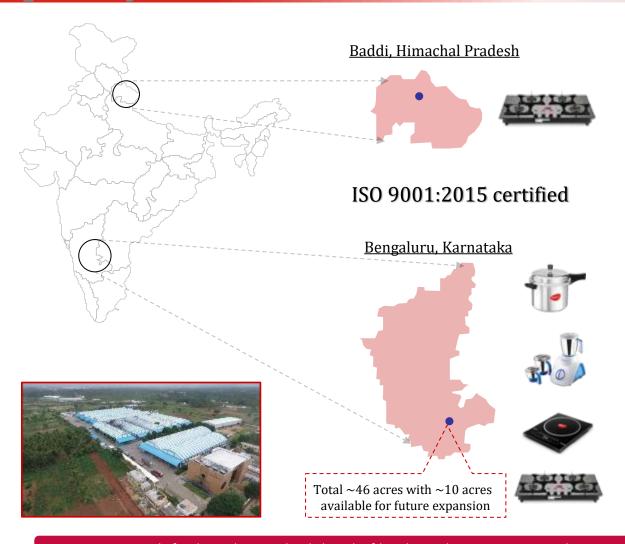


- Entered into an exclusive brand licensing agreement with Stanley Black & Decker Inc. in 2016
- Retailer for and provider of post-sales service for blenders, juicers, breakfast appliances, etc.
- Separate distribution spread across 10 states

\*Source: F&S Report

# State of the Art Manufacturing Facilities with focus on quality





Dedicated inhouse R&D facility Comprising of 13 personnel and tieups with foreign companies for technology enablement

Focus on quality is maintained at all stages

Sourcing of raw materials Product development Manufacturing stage

Rigorous review and monitoring process

Subject to a rigorous review and monitoring process undertaken at our Bengaluru Facility

Sourcing team and quality assurance team

Dedicated sourcing team and quality assurance team based out of China

Both facilities have a high level of backward integration, and our manufacturing process is not dependent on third party suppliers and OEMs

## **Professional Management Team**



# **Mr. Rajendra Gandhi**Managing Director

- Founder of Stove Kraft with over 22 years of experience
- Entrepreneur who built Stove Kraft to one of the leading brands for kitchen appliances in India
- Continues to be closely involved in the day-to-day affairs of the Company and is instrumental in promoting Stove Kraft's culture of innovation

## Mr. Rohit Mago Chief Revenue Officer

- B Sc, Government Autonomous Science College, Jabalpur; MBA, Rani Durgavati Vishwavidyalya; Postgraduate certificate in retail management, XLRI Jamshedpur
- 18+ years of experience including a 14-year stint with HPCL

#### Mrs. Neha Gandhi, Executive Director

- Holds a Bachelor's Degree in Business Administration from Christ University (Bengaluru) and completed Post Graduation Certificate Program in Sales and Marketing Management from MICA
- Served as a Graduate Trainee at Viacom18

#### **Dr. Manu Nanda** Chief Marketing Officer

- He will lead the Marketing and Products function. He will be responsible for strengthening marketing & branding at SKL as well as increasing the pull factor for its products across channels, categories and increasing the footprint of SKL across India.
- He has more than 2.5 decades of rich experience in establishing, achieving breakthrough performances in "Consumer Products" focused businesses

# Mr. Ramakrishna Pendyala Chief Financial Officer

- He holds a bachelor's degree in commerce and is a member of Institute of Chartered Accountants of India (ICAI) and Institute of Cost Accountants of India (ICMAI)
- Has more than 18 years of experience in the corporate finance, controlling, auditing, taxation, corporate governance and compliance fields

### **Mr. Mayank Gupta**Chief Growth Officer

- Mayank is the CGO at SKL. He is responsible for designing and execution of growth strategy for emerging brands and retail stores at SKL
- Mayank has a rich and diverse experience of more than 16 years in spearheading retail business verticals & in establishing new business across product categories

\*Source: F&S Report

## **Professional Management Team**



#### Mr. Rajendra Gandhi Managing Director

- Founder of Stove Kraft with over 22 years of experience
- Entrepreneur who built Stove Kraft to one of the leading brands for kitchen appliances in India
- Continues to be closely involved in the dayto-day affairs of the Company and is instrumental in promoting Stove Kraft's culture of innovation

#### Mrs. Sunita Gandhi, Non-Executive Director

- She is promoter of the Company and appointed as an additional non-executive director
- Completed her senior secondary certification from SS Jain V High School. She was also director of the Company from 10<sup>th</sup> July'04 till 30<sup>th</sup> Sep'16

#### Mrs. Neha Gandhi, Executive Director

- Holds a Bachelor's Degree in Business Administration from Christ University (Bengaluru) and completed Post Graduation Certificate Program in Sales and Marketing Management from MICA
- Served as a Graduate Trainee at Viacom18

# **Mr. Natrajan Ramakrishna**Independent Director

- He is a qualified Chartered Accountant with an experience of over forty years in the accounting profession focusing mainly on Generally Accepted Accounting Principles (GAAP), IFRS, IndAS and Auditing.
- He has a proven track record of work spread over various sectors focusing on IT, Financial Services, FMCG

# **Ms. Shubha Rao Mayya** Independent Director

- Holds a bachelor's degree in commerce from the University of Mumbai and is a chartered accountant with the Institute of Chartered Accountants of India
- Prior experience includes ICICI Limited, ICICI Prudential Life Insurance Company and Tata Consultancy Services
- Serves as a Director on the board of Ace Manufacturing System Limited

# Mr.Avinash Gupta Independent Director

- He is highly experienced, execution-focused senior leader with a strong, global background and brings more than 3 decades of experience and a vast network of business relationships.
- Avinash has worked extensively in financial services including M&A, equity and debt financing, private equity placement and advisory across

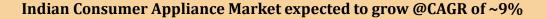
# Mr. Anup S Shah Independent Director

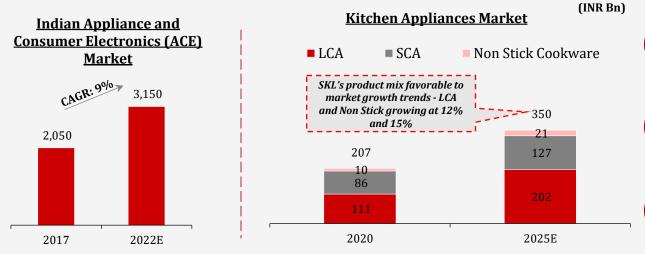
- Mr. Anup S Shah is an Additional Independent Director of the Company. He holds a Bachelor's Degree in Commerce from HR College, Mumbai and a degree in law from Government Law College, Mumbai.
- He has over 36 years of experience in the field of law, specifically real estate law. He is the founder partner of Anup S Shah Law Firm in Bangalore

\*Source: F&S Report

# **Shift in Consumption Patterns and Favorable Governments Policies**







#### **Key Growth Drivers**

- Moving towards Aspirational Lifestyle from functional Kitchen tools.
- $oxed{02}$  Need for Space Utilization –Emerging Concept of Modular Kitchen
- $oldsymbol{03}$  Growth of E-Commerce and easy Financing options

#### India Government's Policies Favourable For The Consumer Appliances Industry

- Shift from unorganized sector to organized sector in Indian manufacturing with the GST Implementation
- Lower tax brackets (5%, 12% and 18%) used for Indian Kitchen Items vs excise +VAT taxed at  $\sim\!31\%$
- Make In India Initiative gave ACE market necessary boost which fostered Retail Manufacturing
- Pradhan Mantri Ujjwala
   Yojana Target to provide
   5 Crore LPG connection to
   under privileged women
- Majority Kitchen appliances are electricity driven, electricity consumption tripled since 2000
- Niche market for foreign investors, as Govt. allowed 100% FDI through automatic route in the electronic hardware manufacturing sector

- Awareness of Cookware through Mass Media and Reality
  Programs
- $oxed{05}$  Health and Environment Concerns
- **06** Technological Advancements

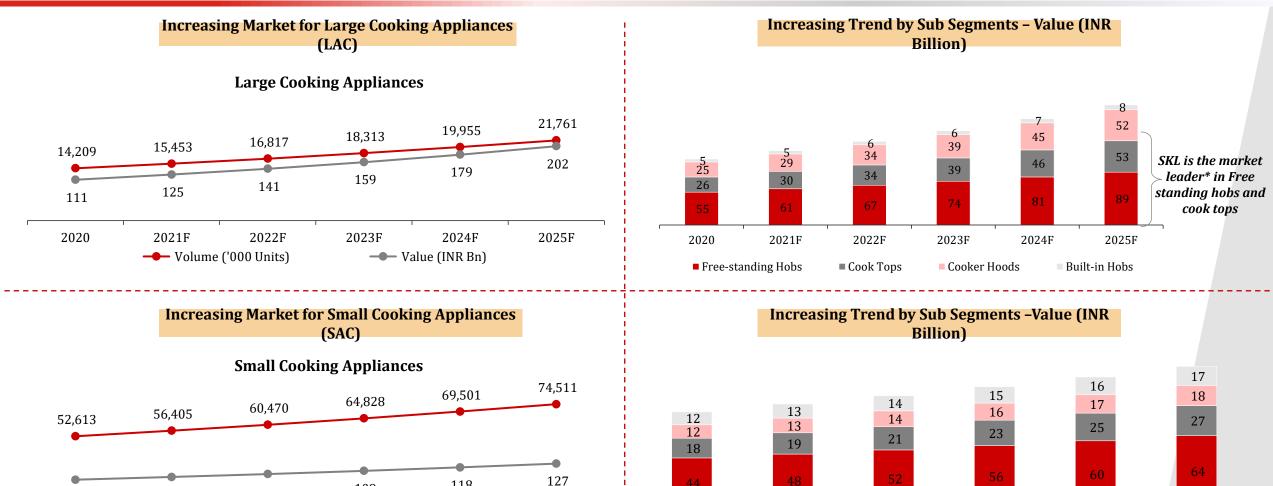
# **Indian Large & Small Cooking Appliance Market**

118

2024F

→ Value (INR Bn)





44

2020

■ Mixer Grinder

2021F

2022F

■ Pressure Cooker

2023F

Food Processors

2024F

109

2023F

101

2022F

93

2021F

→ Volume ('000 Units)

86

2020

2025F

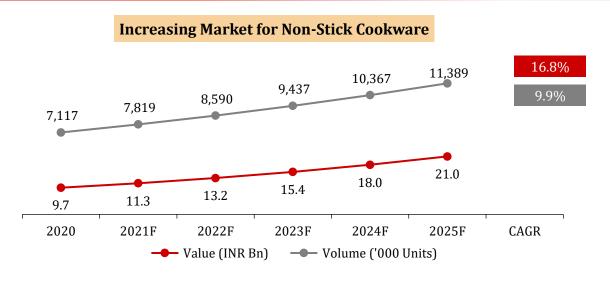
Others

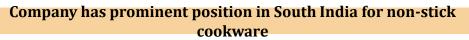
2025F

<sup>\*</sup> As per market share of retail sales volume; # Others include electric rice cooker, blenders, electric kettle, coffee maker and juice extractor

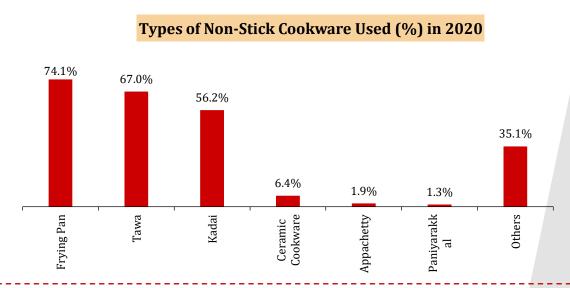
# Non – Stick Cookware and Indian Household Utility Products

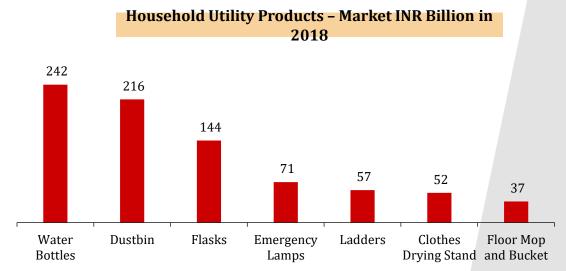






- Stove Kraft Limited is the 3rd largest market share (12.4%) by volume in Non-Stick Cookware
- It enjoys a prominent position in the Non-Stick cookware market in the southern region
- Stove Kraft Limited has one of the few facilities in India to have an automated roller coating line for manufacturing of non-stick cookware
- It offers special range of products which cater to the regional cuisine of Southern India
- Latest innovation aimed at product efficiency and user convenience includes a new MIO<sup>™</sup> non-stick cookware range
  - Developed using latest Italian technology
  - ensuring high durability and smoothness
  - Range has 5 layer 'Scandia' coating

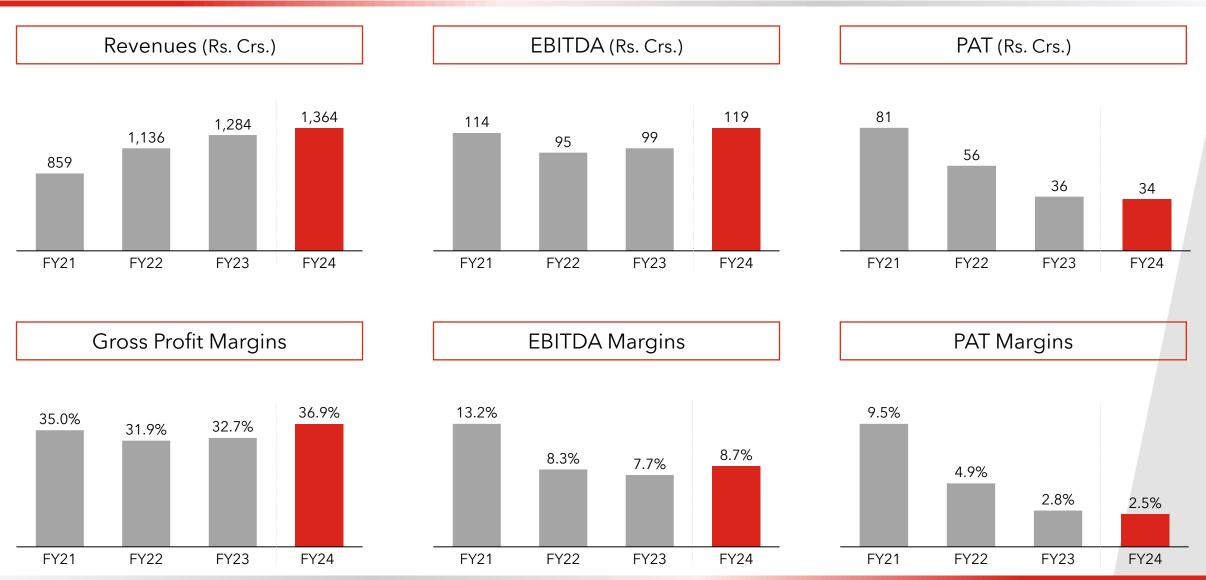






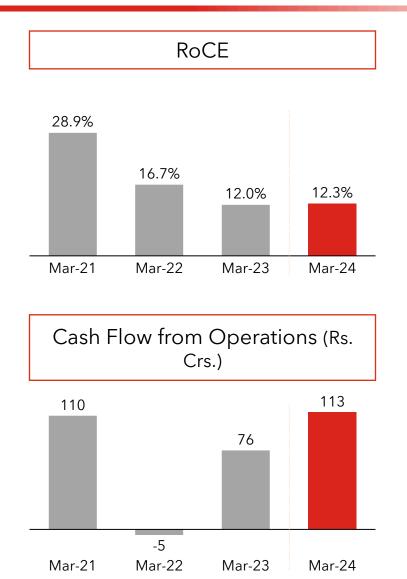
# **Consolidated Operating Performance**

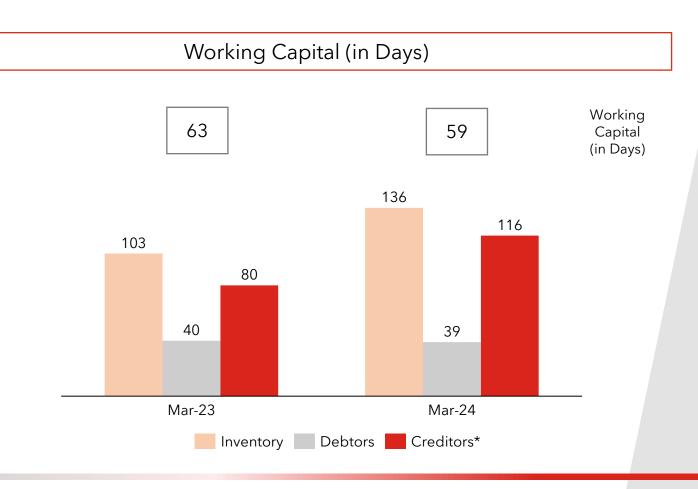




## **Key Financial Metrics**







### **Historical Profit & Loss Statement**



Profit & Loss Statement (Rs. Crs.)	FY24	FY23	FY22	FY21
Revenue from Operations	1,364.3	1,283.8	1,136.4	859.0
Cost of Materials Consumed	813.0	746.1	702.6	442.4
Purchase of stock-in-trade	101.7	113.8	110.9	125.2
Changes in Inventories of Finished Goods and Work in Progress	-54.4	3.5	-40.1	-9.4
Gross Profit	504.0	420.4	362.9	300.7
GP %	36.9%	32.7%	31.9%	35.0%
Employee Benefits Expense	166.6	142.9	112.4	80.6
Other Expenses	209.1	174.2	142.4	102.3
Allowance for ECL	9.5	4.3	13.3	4.0
EBITDA	118.8	99.0	94.8	113.8
EBITDA %	8.7%	7.7%	8.3%	13.2%
Other Income	0.1	-3.5	-1.6	0.5
Depreciation and Amortisation Expense	49.3	31.7	19.7	14.2
EBIT	69.6	63.8	73.6	100.1
Finance Costs	24.0	16.5	11.0	18.8
PBT	45.6	47.3	62.5	81.3
Total Tax Expense	11.4	11.5	6.3	0.0
Profit for the year	34.1	35.8	56.2	81.3
PAT %	2.5%	2.8%	4.9%	9.5%

# **Historical Balance Sheet-1/2**



EQUITY AND LIABILITIES (Rs. Crs.)	31-Mar-24	31-Mar-23	31-Mar-22	31-Mar-21
Equity share capital	33.1	33.0	32.9	32.6
Other equity	406.2	370.3	331.1	270.1
Total Equity	439.2	403.4	364.0	302.7
Financial liabilities				
Borrowings	4.9	10.0	15.3	20.7
Lease Liabilities	101.9	32.3	0.0	-
Other Financial Liabilities	11.8	27.3	19.0	17.1
Provisions	9.2	6.5	6.2	6.3
Total Non-Current Liabilities	127.7	76.0	40.5	44.0
Financial liabilities				
Borrowings	140.9	118.8	63.1	36.6
Lease liabilities	8.6	2.2	0.0	0.0
Trade payables	260.6	177.5	127.4	152.5
Suppliers Credit	50.4	44.2	57.9	-
Other financial liabilities	20.6	27.1	27.9	6.9
Provisions	7.9	6.9	5.4	3.1
Other current liabilities	40.5	41.3	42.0	25.2
Current tax liabilities (net)	0.0	0.1	0.4	0.0
Total Current Liabilities	529.5	418.1	324.0	224.3
Total Liabilities	657.2	494.1	364.5	268.3
Total Equity and Liabilities	1096.4	897.5	728.5	571.0

# **Historical Balance Sheet-2/2**



ASSETS (Rs. Crs.)	31-Mar-24	31-Mar-23	31-Mar-22	31-Mar-21
Property, plant and equipment	396.6	362.4	309.4	217.7
Capital work-in-progress	29.6	9.5	9.2	19.1
Intangible assets	3.0	4.0	3.0	3.2
Right to Use Assets	110.5	35.6	0.0	0.0
Goodwill on Amalgamation	0.1	0.1	0.0	0.0
Financial Assets				
Investments	0.0	0.0	0.0	0.0
Other Financial assets	2.0	8.1	8.2	5.3
Income Tax Assets (Net)	2.5	1.4	3.2	0.3
Current Tax Assets	1.0	1.3	0.2	0.0
Other non-current assets	40.2	39.7	20.7	9.8
Total Non-Current assets	585.5	462.2	353.8	255.4
Inventories	320.3	243.3	217.4	156.0
Financial Assets				
Trade receivables	146.3	140.9	96.7	84.7
Cash and cash equivalents	7.1	2.5	0.4	29.5
Bank balances	7.9	17.2	11.6	7.9
Loans	0.0	0.0	0.0	0.5
Other current financial assets	0.5	1.0	1.5	2.9
Other current assets	28.8	30.3	46.9	34.0
Total current assets	510.9	435.3	374.6	315.6
Total Assets	1096.4	897.5	728.5	571.0

### **Historical Cash Flow Statement**



Cash Flow Statement (Rs. Crs.).	Mar-24	Mar-23	Mar-22	Mar-21
Cash Flow from Operating Activities				
Profit before Tax	45.6	47.3	62.5	81.2
Adjustment for Non-Operating Items	84.4	52.9	46.0	36.8
Operating Profit before Working Capital Changes	129.9	100.1	108.5	117.9
Changes in Working Capital	-5.0	-12.6	-104.8	-14.9
Cash Generated from Operations	124.9	87.6	3.7	103.0
Less: Direct Taxes paid	-12.4	-11.3	-9.0	-0.1
Net Cash from Operating Activities	112.6	76.3	-5.3	102.9
Cash Flow from Investing Activities	-88.6	-104.0	-115.3	-65.5
Cash Flow from Financing Activities	-19.3	29.8	91.6	-22.3
Net increase/ (decrease) in Cash & Cash equivalent	4.6	2.1	-29.0	15.1
Cash and cash equivalents at beginning of the year	2.5	0.4	29.4	14.4
Cash and cash equivalents at the end of the year	7.1	2.5	0.4	29.5





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