



Electricals

August 6, 2024

To,

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai 400 001.

: Code No. 500031

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai 400 051.

: BAJAJELEC – Series: EQ

Dear Sir/Madam,

Sub.: Presentation on the Unaudited Financial Results of Bajaj Electricals Limited (“the Company”) for the first quarter ended June 30, 2024

The presentation on the Unaudited Financial Results of the Company for the first quarter ended June 30, 2024, is enclosed herewith.

We request you to take the above on record and treat the same as compliance under the applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended.

Thanking you,

Yours Faithfully,

For Bajaj Electricals Limited

Prashant Dalvi

Chief Compliance Officer & Company Secretary

Encl.: As above.

Disclaimer

The material that follows is a Presentation of general background information about the activities of Bajaj Electricals Limited (“**Company**”) or its subsidiary or joint venture or associate (together with the Company, the “**Group**”) as at the date of the Presentation or as otherwise indicated. It is information given in summary form and does not purport to be complete and it cannot be guaranteed that such information is true and accurate. This Presentation has been prepared by and is the sole responsibility of the Company. By accessing this Presentation, you are agreeing to be bound by the trading restrictions. It is for general information purposes only and should not be considered as a recommendation that any investor should subscribe to or purchase the Company’s equity shares or other securities.

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Forward-looking statements are not guarantees of future performance including those relating to general business plans and strategy of the Company, its future outlook and growth prospects, and future developments in its businesses and its competitive and regulatory environment. No representation, warranty or undertaking, express or implied, is made or assurance given that such statements, views, projections or forecasts, if any, are correct or that the objectives of the Company will be achieved. There are some important factors that could cause material differences to Company’s actual results. These include (i) our ability to successfully implement our strategy (ii) our growth and expansion plans (iii) changes in regulatory norms applicable to the Company (iv) technological changes (v) investment income (vi) cash flow projections etc. The Company, as such, makes no representation or warranty, express or implied, as to, and does not accept any responsibility or liability with respect to, the fairness, accuracy, completeness or correctness of any information or opinions contained herein. The information contained in this Presentation, unless otherwise specified is only current as of the date of this Presentation. The Company assumes no responsibility to publicly amend, modify or revise any forward-looking statements, on the basis of any subsequent development, information or events, or otherwise. Unless otherwise stated in this Presentation, the information contained herein is based on management information and estimates. This document is just a Presentation and is not intended to be and does not constitute a “prospectus” or “offer document” or a “private placement offer letter” or an “offering memorandum” or an “offer” or a solicitation of any offer to purchase or sell any securities.

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Q1 FY'25 – Performance Overview



Core FMEG Performance (c.4% growth on YoY basis on the back of soft demand in kitchen appliances)

- **Consumer Products (CP) Segment:** c.4% growth on a YoY basis on account of high single-digit growth in fans
- **Lighting Solutions (LS) Segment:** c.4% growth on a YoY basis driven mainly by professional lighting



Channel Highlights

- Early signs of revival witnessed in GT with growth of c.3% YoY
- High double-digit growth across key alternate channels – E-Com (c.21%) and MFR (c.16%)



Cash Position

- Healthy cash flow from operations of INR 155 Cr mainly on account of working capital optimisation
- Strong Balance Sheet with C&CE and surplus investments to the tune of INR 442 Cr



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Q1 FY'25 – Profit & Loss Statement

(INR Cr)

Particulars	Q1 FY'25	Q1 FY'24	YoY (%)	Q4 FY'24
Revenue from Operations	1,155	1,112	3.8%	1,188
Less : COGS	796	783	1.7%	851
Gross Margin	359	329	9.0%	337
Staff Cost	93	90	3.6%	83
Other Expenses	190	162	17.2%	205
Depreciation and Amortisation	32	23	39.1%	30
Add : Other Income	11	10	1.3%	22
EBIT for continuing operations	54	65	(16.2%)	42
As % of Revenue	4.7%	5.8%		3.5%
Less : Finance Cost	16	12	37.1%	18
PBT for continuing operations	38	53	(27.8%)	24
Less: Taxes	10	15		(5)
PAT for continuing operations	28	38	(25.1%)	29
As % of Revenue	2.4%	3.4%		2.5%

Commentary

Revenue: Growth on back of demand in summer products and strong traction in professional lighting

Gross Margin (GM): c.150 bps improvement in GM% driven by superior product mix and continued focus on premiumisation

Other Expenses: Incremental brand investments by INR 13 crores (A&P spends of c.4% in Q1 FY'25) and true-up of certain provisions in Q1 FY'24

Depreciation: Increase due to capitalisation of leases for new warehouses, investment in moulds, new HO

Other Income: Includes INR c.5 Cr of treasury income

Finance Cost - Includes interest on vendor financing to the tune of INR c.9 Cr and interest on lease liability of INR c.5 Cr

Q1 FY'25 – Segment Details

Segment Revenue

Particulars	Q1 FY'25 (Cr)	Q1 FY'24 (Cr)	YoY (%)	Q4 FY'24 (Cr)
Consumer Products	905	873	3.7%	917
Lighting Solutions	250	239	4.3%	271
Total Revenue	1,155	1,112	3.8%	1,188

Segment Results

Particulars	Q1 FY'25		Q1 FY'24		Q4 FY'24	
	EBIT (Cr)	EBIT (%)	EBIT (Cr)	EBIT (%)	EBIT (Cr)	EBIT (%)
Consumer Products	23	2.5%	41	4.7%	16	1.8%
Lighting Solutions	26	10.5%	19	8.1%	23	8.5%
Total*	54	4.7%	65	5.8%	42	3.5%

*Includes other un-allocable income & expense

**Gross sales data

Commentary

Consumer Products Segment:

- Cooling products constitute >50% of revenue**
- Growth in summer products and Morphy Richards offset by drop in Kitchen appliances
- Margins subdued due to operating de-leverage and higher brand investments

Lighting Solutions Segment:

- Growth in Professional lighting marginally offset by drop in Consumer lighting
- EBIT improved on account of gross margin improvements and closure of legacy projects in professional lighting

Cash Position

(INR Cr)

Particulars	As on Jun'24	As on Mar'24
Cash & Cash Equivalent	183	114
Investment (surplus funds)	259	191
Sub-Total	442	305
Gross Debt	-	-
Net Position	442	305
Net Worth	1,473	1,441



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Business Highlights



48* Launches



EVOQUE 4 JAR 1000W

- Powerful 1000w Titan Motor
- Military grade handles with reinforced metal strip in all SS jars
- Duracut® blade - With lifetime warranty



CLASSICO SLEEK

- Powerful 1000w double ball bearing motor
- Duracut® blade - With lifetime warranty
- MetaGrip™ Metal Coupler
- Dedicated pulse mode for better control



ARIOSO LUXE WHITE & SILVER CF

- Silent BLDC Motor
- Unique Adjustable Canopy
- Aerodynamically Designed Blades
- Sleep Mode & Breeze Mode



EUROSSTOS WHITE CF

- Silent BLDC Motor
- Telescopic seamless canopy
- Soothing colour indication for different Modes
- Consumes only 6.5w at speed 1



ROBUSTO HS TPW FAN

- Stylish & Youthful Aesthetic for Modern Décor
- DuraStorm Technology :3 years comprehensive product warranty
- FierroShield™ ZZ Ball Bearing & ThermaSafe™ Lubricant: 50% Extra Motor Warranty

12* Launches



BAJAJ 4BRGP8 NEO HOBTOP

- Contemporary design for dual utility- Gas Stove/ Hob Top
- 4 Burners: 2 Big and 2 small
- Multi Spark Auto-Ignition
- 8mm toughened glass top with Powder Coated Frame
- 360-degree swivel nozzle
- 2Y warranty on burners, glass and product



NUTRIHEALTH PRO 3 PC GIFT SET WITH INDUCTION

- Silver Ion Coating: Kills 99.9% bacteria
- Heavy duty handles with soft touch finish
- 3 Layer Spray Coating with Spatter Finish
- Metal spoon friendly PFOA free coating
- 18month Guarantee
- Induction Compatible

7* Launches



TETRA BLEND 750W 4 JAR

- 750W Ultron Maxx powerful motor - 20000 RPM motor
- High-grade 4 stainless steel jars
- High-quality couplers and gaskets



CRYSTAL CRISP AIR FRYER

- Large see-through window
- Large digital panel with feather touch control
- 11 preset menus
- Non stick coated basket
- Memory function



KERAFLOW WIDE PLATE STRAIGHTNER

- Keratin infused ceramic plates
- Wide plates for faster straightening
- Digital display

11* Launches



works with alexa

works with the Google Assistant

MORE STARS MORE SAVINGS ENERGY SAVINGS GUIDE

DRYFT A95 IOT BLDC GRANITE GREY

- IOT enabled fan
Works with Alexa, Google, Nex app
Remote and Voice control
- 5 star rated
- ABS Blade
- BLDC Motor – 100% Copper winding

DRYFT BLDC A90 ALL WHITE

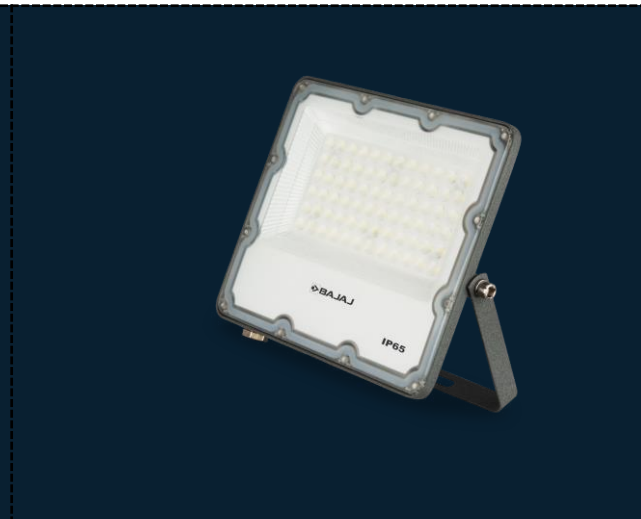
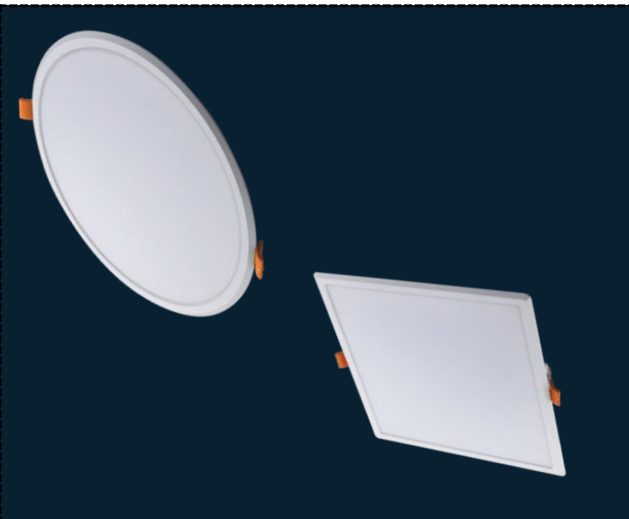
- ABS Blade, Low Noise
- BLDC Motor – 100% Copper winding
- Remote control

A5 GLYDE TPW

- ABS Blade
- High Air Throw up to 18 ft
- Low Noise, Smooth oscillations

*No. of SKUs

33* Launches



LEDZ INVERTER LED PANEL 15W ROUND/SQUARE

- Back up of 3 hours*
- Back up lumens of 500 lm*
- CCT: 6500K

BAJAJ MAJESTY LED PANEL 36W 2X2

- Slim Backlit luminaire suitable for recessed 2x2 grid
- Wide Operating Voltage 150V – 300V
- CCT: 6500K

ROBUSTA LED FLOOD LIGHT

- Available in 10w, 20w, 30w & 50w
- IP– 65 Protection
- 25,000 hours life
- CCT: 6500K

BAJAJ SOLARZ DUO RC LED TORCH

- Torch cum Side light
- Dual charging – solar and Type-C
- 3 Mode Switching

Professional Lighting Installations

Street Lighting | Dwarka Expressway

Bajaj Electricals Illuminated the 27km long elevated highway in Gurugram, Haryana with 120lm/W high efficacy Edge series luminaire and poles



Professional Lighting Installations

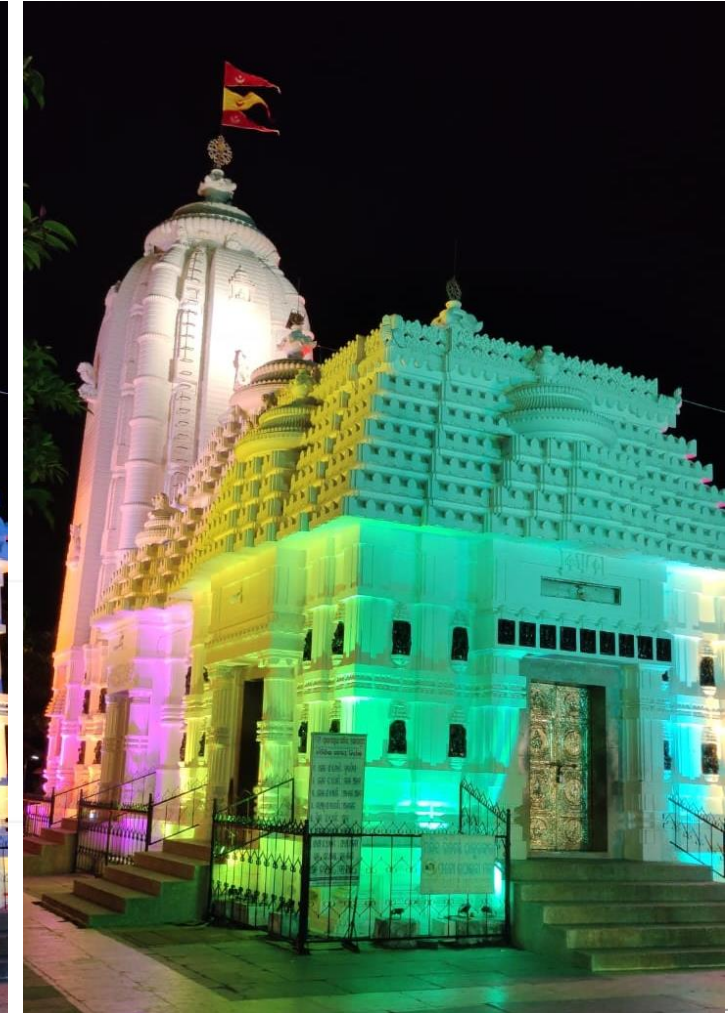
Sports Lighting | Dr. Sampurnanand Sports Stadium at Sigra, Varanasi

Inaugurated by Prime Minister Shri Narendra Modi and UP Chief Minister Shri Yogi Adityanath, this sports stadium with 10,000+ seating capacity was illuminated by Bajaj Electricals using 1000W sports luminaires & 30M mast poles



Architectural Lighting | Jagannath Temple, Koraput

Bajaj Electricals executed the beautification of the 11th century temple influenced by Oriya and Dravidian architecture with state-of-the-art Architectural Lighting. With the best use of RGBW luminaires, the temple was given all-new nocturnal look and grandeur



BAJAJ | Air Cooler Campaign

PAN India
Multimedia Air
Cooler Campaign -
TVC, Print, Digital &
BTL (CGI Campaign)

AIR COOLERS

BAJAJ
BUILT FOR LIFE

BUILT TO BE UNSTOPPABLE

3 YEARS WARRANTY

AVAIL UP TO
10% INSTANT CASHBACK
AND EMI OPTIONS*

BAJAJ DuraTuff™
PRO MOTOR

BAJAJ DuraMarine™
PRO PUMP

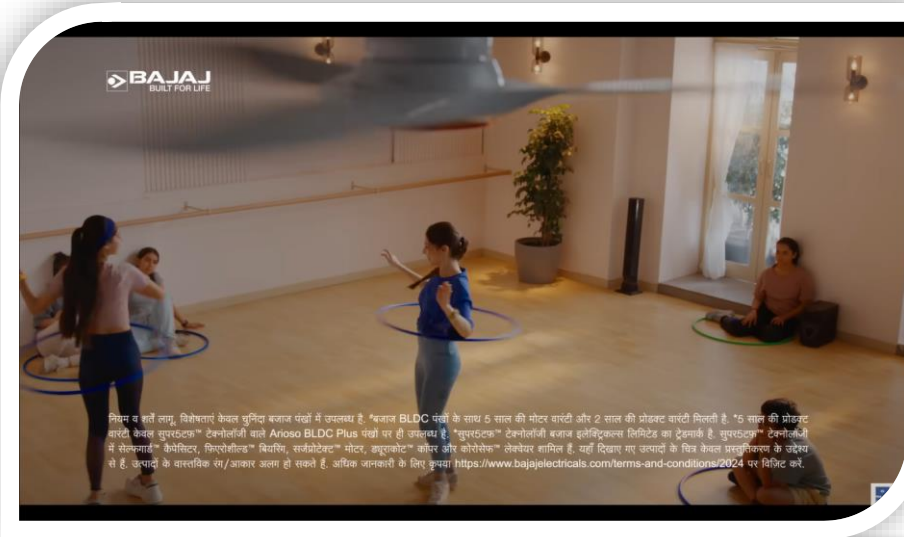
shop.bajajelectricals.com | +91 70399 20000 | Free Home Service: 022 4128 0000 | consumercare@bajajelectricals.com

Creative visualisation, images of the products shown are for representation purpose only and the actual colour/sizes may vary. *3 years standard warranty is available on Bajaj DuraTuff™ Pro Motor and Bajaj DuraMarine™ Pro Pump. The warranty is applicable on Bajaj Shark™ Series Coolers only. Bajaj DuraTuff™ and Bajaj DuraMarine™ are trademarks of Bajaj Electricals Limited. 10% Instant Cashback offer is applicable on six bank credit cards through Pine Labs and is applicable on the purchase of Bajaj Desert Cooler over ₹7,500. EMI offers are available through Pine Labs & multiple banking institutions. **T&C apply. For more details, please visit: www.bajajelectricals.com/terms-and-conditions/2024



BAJAJ | Fan Campaign

PAN India Multimedia Fan Campaign – TVC, Print, Digital & BTL



BAJAJ | Digital Campaigns



Nex | Multi Media Campaign in Print + PR

nex
FEEL THE FUTURE

Scan to explore our range.

HIGH-PERFORMANCE, REIMAGINED.
Introducing Nex fans with

20% HIGHER AIR THRUST*
powered by
AEIROLOGY™

IoT Enabled
NEX Dryfit A95 BLDC IoT

For trade enquiries: ☎ 022-41930000 ✉ care@nexlife.in
Find us at: 🌐 www.nexlife.in 📱 @nexlifeofficial 📺 @nexlifeofficial

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*Tested and verified by DSIR laboratory, with air thrust under the fan vs. conventional 1-star rated fan. Available online on Amazon and Flipkart and in select stores at Croma.

DELHI: Aashirwad Electricals - 9868186554; Aggarwal Electricals - 8750578583; Bhasin Enterprises - 9811914124; Electra Mak Sales Up - 9818403153; Maharani Electricals - 9871311005; Mayur Emporium - 9811358550; N. Electrical & Fancy Lights - 9810360911; Raj Kumar Electronics (India) - 8750619361; Sudarshan Lighting Solutions - 9212241385; Taneja Paints - 9999113939; V. K. Electricals - 9999932666; Vardhman Lighting - 9818312980 | **NOIDA:** Varunavi Electricals and Hardware - 9953292914 | **FARIDABAD:** Om Communication Electronics - 9990769769 | **GURUGRAM:** Arora Electricals - 9810325907; Selection Shoppee - 9810713661 | **GHAZIABAD:** R. S. Electricals - 9899371333; Payal Electricals - 9810377510 | **CHANDIGARH:** Chandigarh Music Centre - 9872455001; Gupta Electrical Co. - 9216103322; New Kailash Electricals - 7696400009; Sahil Plywood and Home Solutions - 7889269940; Sawhney Electrical Works - 9646761335 | **DEHRADUN:** Rakesh Kumar and Brothers - 9412050711

*Tested and verified by DSIR laboratory, with air thrust under the fan vs. conventional 1-star rated fan. Available online on Amazon and Flipkart and in select stores at Croma.

MUMBAI: Chheda Electric House - 9819175279; Delight Appliances - 9819747990; Dhiraj Enterprises - 8169368513; Gada Hardware - 9892579278; Jain Electric & Hardware - 9869604988; Kapil Enterprises - 9819398936; Kent Electricals - 9819538039; Knew Electric Trading Co. - 9820132853; Kusum Lite N Fan House - 9819147781; Metro E Martt - 9820683013; Nutone Marketing - 9819921821; Onimix Home Appliances - 9819814222; Oswal Appliances - 9022188549; Riddhi Siddhi - 9892603665; Royal Enterprises - 9029221441; Rupam Novelties - 9821294707; Sambhav Electric And Hardware - 9890538695; Shreenath Sales - 9022188549 | **NAVI MUMBAI:** Om Enterprises - 9892570757; Shree New Sangam Electric - 9819222375 | **THANE:** Dharti Electricals - 8097669592 | **DOMBIVALI:** Pankaj Appliances - 8976144102 | **KALYAN:** Khandelwal Traders - 9867123045 | **PALGHAR:** Attics Enterprises - 7050194303 | **PANVEL:** Akshar Digital - 9136020896 | **URAN:** Tip Top Electronics - 9867630067

 THE TIMES OF INDIA	 NBT नवभारत टाइम्स	 এই সময়
 महाराष्ट्र टाइम्स	 విజయ వరహ	 নবগুরাত সময়

Nex | Multi-Media Campaign on Digital + Social

nex
FEEL THE FUTURE

EXPERIENCE PERFORMANCE
THAT **ELEVATES YOUR SENSES.**

YouTube Facebook
Hotstar Instagram
JioCinema Vserv
Amazon DSP Hybrid.ai

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1/6

Introducing
Nex TPW fans.
Performance that goes a long way.

Liked by roshnibano and 38 others
nexliffeofficial Air experience that captivates your senses.
Introducing Nex Glyde A5 TPW fans... more
15 May

nexliffeofficial · Original audio

8:32 4G

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PRECISION-CRAFTED
CURVED BLADES FOR
ENHANCED AIR THRUST.

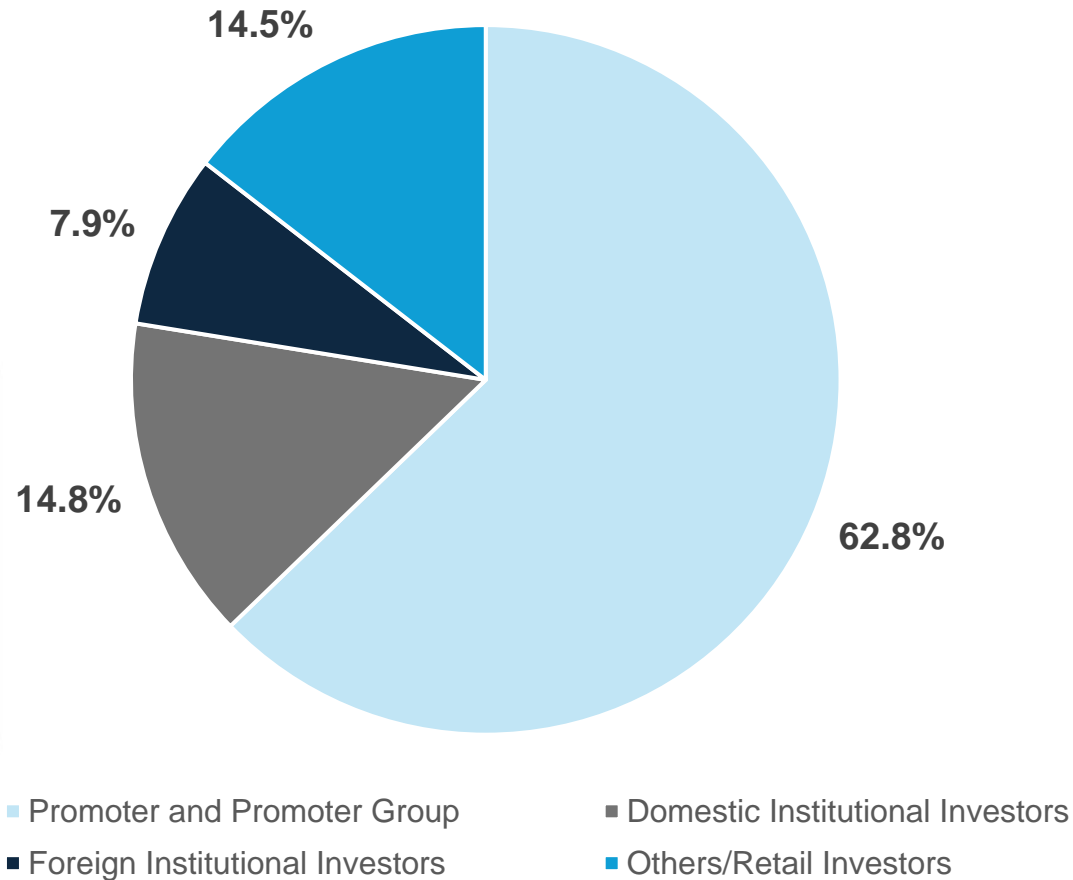
Liked by pallaviayyagari and 9 others
nexliffeofficial The AirFluence™ Tangential blade in the Nex Glyde A80 BLDC fan is inspired by the design philosophy of... more
21 February

Consumer Lighting | BTL

Retailer Meets – participation of 1000+ retailers Pan India



Shareholding Pattern as on 30th June 2024



Bajaj Electricals Limited

CIN: L31500MH1938PLC009887



Regd. Office: 45/47, Veer Nariman Road, Fort, Mumbai 400023



Website: www.bajajelectricals.com



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Ankit Bahal (ankit.bahal@bajajelectricals.com)