

January 31, 2020

|   |   |
|---|---|
| The Manager,<br>Listing Department,<br>BSE Limited,<br>Phiroze Jeejeebhoy Towers,<br>Dalal Street,<br>Mumbai- 400 001 | The Manager,<br>Listing Department,<br>National Stock Exchange of India Limited<br>Exchange Plaza, 5th Floor, Plot No. C/1,<br>G Block, Bandra-Kurla Complex, Bandra-East,<br>Mumbai- 400 051 |
| Scrip Code: 532953  | Scrip Code: VGUARD  |

Dear Sir / Madam,

Pursuant to Regulation 30 read with Para A of Part A of Schedule III of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, we hereby submit the Earnings Presentation on Unaudited Financial Results of the Company for the quarter ended December 31, 2019.

Kindly take the information on record.

Thanking You,

For V-Guard Industries Limited



Jayasree K  
Company Secretary



**V-GUARD INDUSTRIES LTD.**

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# V-Guard Industries

Q3 FY20 Earnings Presentation



# Disclaimer

Certain statements in this communication may be 'forward looking statements' within the meaning of applicable laws and regulations. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.

**V-Guard Industries Limited** (V-Guard) will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



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# Managing Director's Message



**Commenting on the performance for Q3 FY20, Mr. Mithun Chittilappilly, Managing Director – V-Guard Industries Limited said,** "During the third quarter, which included the annual festive season, consumer sentiment continued to be sluggish and demand outlook remained challenging across most of our product categories. Under these circumstances, products such as fans and water heaters that are less discretionary in nature showed stronger visibility. We continue to diversify the revenue profile by expanding contribution from a wider range of products as well as growing non-South markets by leveraging existing investments in brand, marketing and distribution. Overall, our strategy has been to consolidate presence in established markets, expand market share in newer markets, while at the same time increasing our engagement with modern retail and e-commerce channels in specific products.

We maintain strict organizational discipline across functions – including control over working capital in tight liquidity conditions and limiting operating cost inflation. Resultantly, revenue growth of 5.4% in Q3 delivered year-on-year EBITDA margin expansion of 190 basis points to 9.5% while profit after tax increased by 27% to Rs. 42.9 crore. We continue to see margin expansion across all our key product categories. Also, during the quarter, net cash position improved further to Rs. 323 crore despite the annual dividend pay-out based on higher operating margins and stable cash conversion metrics. As a result, the company's operations continue to deliver superior returns to stakeholders.

Going forward, in the near term we see some further weakness in demand growth. In the longer term, we believe that our focused initiatives over the last few years have positioned V-Guard as a stronger brand with greater customer pull and we are positioned to benefit from any turnaround in macro-economic sentiment."

# Key Highlights – Q3 FY20



## Revenue growth of 5.4% YoY in Q3 FY20

- Q3 FY20 revenue up 5.4% YoY to Rs. 626.6 crore.
  - Fans, electric water heaters and pumps had good growth during the quarter.
  - Non-South market revenues grew 7.8% , similar to Q2 FY20, while South markets grew 4.0%.
  - Non-South markets' contribution increased to 38.1% of the net revenue in Q3 FY20 from 37.2% in Q3 FY19.
  - Pricing actions and focus on premiumization of portfolio have been key focus areas
- 

## EBITDA up 32.2% YoY, PAT by 27.2% in Q3 FY20

- Gross margins expand more than 315 bps YoY to 33.2%
  - EBITDA margins (excl other income) at 9.5% in Q3 FY20 as compared to 7.6% in Q3 FY19.
  - Ad/promotional spends lower at 5.0% of sales in Q3 FY20 as compared to 5.5% in Q3 FY19.
  - Q3 FY20 PAT of Rs. 42.9 crore, up 27.2%; PAT margin at 6.8% in Q3 FY20 as against 5.7% in Q3 FY19.
- 

## Strong cash flow generation; balance sheet continues to be robust

- Strong cash generation continues, CFO at Rs. 259 crore in 9M FY20 as compared to Rs. 185 crore in 9M FY19.
- Working capital cycle is 58 days for the quarter.
- Strong return ratios maintained with ROE and ROCE of 21.0% and 25.5% respectively (TTM basis) at the end of Q3 FY20.
- Net cash of Rs.323.3 crore on balance sheet as on 31<sup>st</sup> December 2019, up by Rs. 120.43 crore YoY.

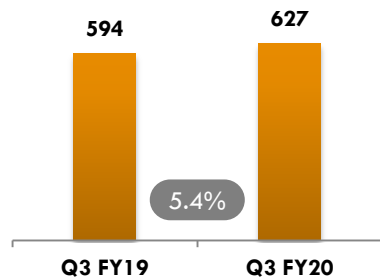
# P&L Snapshot

| P&L Statement Particulars               | Q3 FY20<br>(Rs. Cr) | Q3 FY19<br>(Rs. Cr) | Change<br>% | Q2 FY20<br>(Rs. Cr) | 9M FY 20<br>(Rs. Cr) | 9M FY 19<br>(Rs. Cr) | Change<br>% |
|---|---------------------|---------------------|-------------|---------------------|----------------------|----------------------|-------------|
| Net Revenue                             | 626.64              | 594.27              | 5.4%        | 619.31              | 1,945.34             | 1,826.75             | 6.5%        |
| COGS                                    | 418.58              | 415.89              | 0.6%        | 410.16              | 1,300.44             | 1,278.37             | 1.7%        |
| Gross Margin                            | 33.2%               | 30.0%               | 3.2%        | 33.8%               | 33.2%                | 30.0%                | 3.1%        |
| EBITDA (excluding other income)         | 59.42               | 44.96               | 32.2%       | 77.57               | 208.11               | 141.28               | 47.3%       |
| as a % to Net Revenue (NR)              | 9.5%                | 7.6%                | 1.9%        | 12.5%               | 10.7%                | 7.7%                 | 3.0%        |
| Other Income (including finance income) | 5.44                | 4.35                | 25.1%       | 6.91                | 18.80                | 11.50                | 63.5%       |
| EBITDA after other income               | 64.86               | 49.31               | 31.5%       | 87.39               | 226.91               | 152.77               | 48.5%       |
| as a % to NR                            | 10.4%               | 8.3%                | 2.1%        | 14.1%               | 11.7%                | 8.4%                 | 3.3%        |
| PBT                                     | 56.55               | 43.19               | 30.9%       | 76.72               | 203.04               | 135.46               | 49.9%       |
| as a % to NR                            | 9.0%                | 7.3%                | 1.8%        | 12.4%               | 10.4%                | 7.4%                 | 3.0%        |
| PAT                                     | 42.88               | 33.70               | 27.2%       | 57.32               | 152.65               | 106.28               | 43.6%       |
| as a % to NR                            | 6.8%                | 5.7%                | 1.2%        | 9.3%                | 7.8%                 | 5.8%                 | 2.0%        |

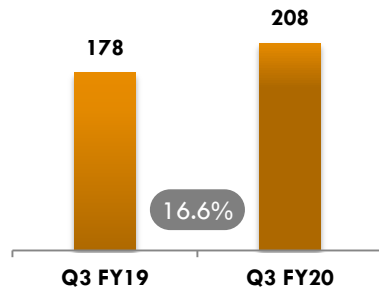
Note: Adopted Ind-AS 116 (Leases) from April 1, 2019. The impact on Profit Before Tax is not material.

# Financial Highlights (Q3 FY20 vs Q3 FY19)

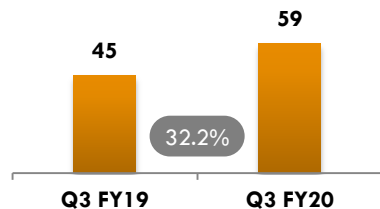
**Total Income (Rs. crore)**



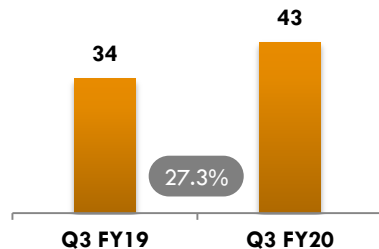
**Gross Profit**



**EBITDA (Rs. crore)**



**PAT (Rs. crore)**

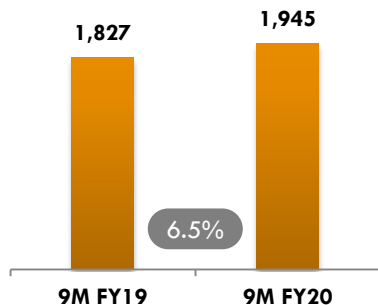


| Key ratios (%)                            | Q3 FY20 | Q3 FY19 |
|---|---------|---------|
| Gross Margin                              | 33.2%   | 30.0%   |
| EBITDA Margin (excl. other income)        | 9.5%    | 7.6%    |
| Net Margin                                | 6.8%    | 5.7%    |
| Ad Exp (incl. promotions)/Total Revenues  | 5.0%    | 5.5%    |
| Employee Cost/ Total Operating Income     | 9.3%    | 8.3%    |
| Other Expenditure/ Total Operating Income | 14.4%   | 14.2%   |
| Tax rate                                  | 24.2%   | 22.0%   |
| Diluted EPS (Rs.)                         | 0.99    | 0.78    |

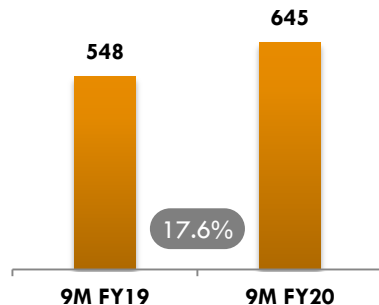


# Financial Highlights (9M FY20 vs 9M FY19)

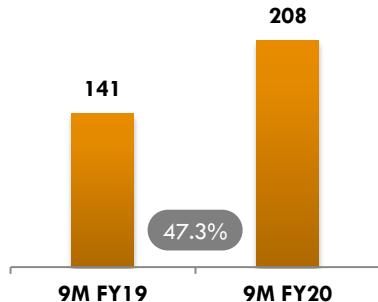
**Total Income (Rs. crore)**



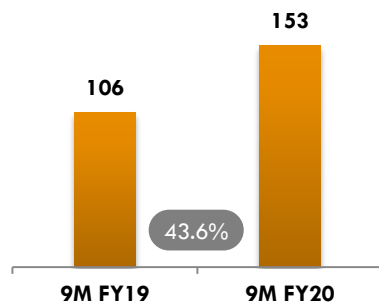
**Gross Profit**



**EBITDA (Rs. crore)**



**PAT (Rs. crore)**



| Key ratios (%)                            | 9M FY20 | 9M FY19 |
|---|---------|---------|
| Gross Margin                              | 33.2%   | 30.0%   |
| EBITDA Margin (excl. other income)        | 10.7%   | 7.7%    |
| Net Margin                                | 7.8%    | 5.8%    |
| Ad Exp (incl. promotions)/Total Revenues  | 4.7%    | 5.5%    |
| Employee Cost/ Total Operating Income     | 8.4%    | 8.2%    |
| Other Expenditure/ Total Operating Income | 14.0%   | 14.1%   |
| Tax rate                                  | 24.8%   | 21.5%   |
| Diluted EPS (Rs.)                         | 3.53    | 2.45    |

# Financial Highlights – Balance Sheet Perspective



| Balance Sheet Snapshot (Rs. cr) | 31 December 2019 | 30 September 2019 | 31 December 2018 |
|---------------------------------|------------------|-------------------|------------------|
| Net worth                       | 1008.7           | 963.1             | 837.5            |
| Gross debt                      | 10.0             | 10.0              | 10.0             |
| Current Investments             | 180.0            | 160.4             | 157.1            |
| Cash and cash equivalents       | 153.3            | 138.5             | 55.8             |
| Net Cash Position (Rs. crore)   | 323.3            | 288.9             | 202.9            |
| Fixed Assets                    | 313.4            | 283.9             | 218.4            |

Note: Increase in Fixed Assets to the tune of Rs 29.2 crore on account of adopted Ind-AS 116 from April 1, 2019.

| Balance Sheet Snapshot (Rs. cr) | 31 December 2019 | 30 September 2019 | 31 December 2018 |
|---------------------------------|------------------|-------------------|------------------|
| Debtor (days)                   | 52               | 52                | 46               |
| Inventory (days)                | 67               | 72                | 72               |
| Creditor (days)                 | 61               | 67                | 64               |
| Working Capital Turnover (days) | 58               | 58                | 55               |
| RoE* (%)                        | 21.0%            | 21.0%             | 16.0%            |
| RoCE* (%)                       | 25.5%            | 25.4%             | 18.6%            |

\*Calculations are on a **trailing twelve month basis**

# Segment-wise Breakup – Q3 FY20 vs Q3 FY19



| Segment Revenue    | Q3 FY20<br>(Rs. Cr) | Contribution (%) | Q3 FY19<br>(Rs. Cr) | Contribution (%) | YoY growth<br>(%) |
|--------------------|---------------------|------------------|---------------------|------------------|-------------------|
| Electronics        | 153.8               | 24.5%            | 152.5               | 25.7%            | 0.8%              |
| Electricals        | 270.9               | 43.2%            | 257.9               | 43.4%            | 5.0%              |
| Consumer Durables  | 202.0               | 32.2%            | 183.8               | 30.9%            | 9.9%              |
| <b>Grand Total</b> | <b>626.6</b>        | <b>100.0%</b>    | <b>594.3</b>        | <b>100.0%</b>    | <b>5.4%</b>       |

| Segment Result     | Q3 FY20<br>(Rs. Cr) | Margin (%)  | Q3 FY19<br>(Rs. Cr) | Margin (%)  | YoY growth<br>(%) |
|--------------------|---------------------|-------------|---------------------|-------------|-------------------|
| Electronics        | 24.4                | 15.9%       | 22.2                | 14.6%       | 9.9%              |
| Electricals        | 20.8                | 7.7%        | 15.4                | 6.0%        | 35.0%             |
| Consumer Durables  | 11.3                | 5.6%        | 4.8                 | 2.6%        | 138.0%            |
| <b>Grand Total</b> | <b>56.6</b>         | <b>9.0%</b> | <b>42.4</b>         | <b>7.1%</b> | <b>33.4%</b>      |

Electronics – Stabilizers, UPS, Solar Inverter; Electricals – Wires, Pumps, Switchgears, Modular Switches; Consumer Durables – Fans, Water Heaters, Kitchen Appliances, Air Coolers

# Segment-wise Breakup – 9M FY20 vs 9M FY19



| Segment Revenue    | 9M FY20<br>(Rs. Cr) | Contribution (%) | 9M FY19<br>(Rs. Cr) | Contribution (%) | YoY growth<br>(%) |
|--------------------|---------------------|------------------|---------------------|------------------|-------------------|
| Electronics        | 604.2               | 31.1%            | 554.4               | 30.3%            | 9.0%              |
| Electricals        | 810.8               | 41.7%            | 773.4               | 42.3%            | 4.8%              |
| Consumer Durables  | 530.3               | 27.3%            | 498.9               | 27.3%            | 6.3%              |
| <b>Grand Total</b> | <b>1,945.3</b>      | <b>100.0%</b>    | <b>1,826.7</b>      | <b>100.0%</b>    | <b>6.5%</b>       |

| Segment EBIT       | 9M FY20<br>(Rs. Cr) | Margin (%)   | 9M FY19<br>(Rs. Cr) | Margin (%)  | YoY growth<br>(%) |
|--------------------|---------------------|--------------|---------------------|-------------|-------------------|
| Electronics        | 102.4               | 17.0%        | 64.9                | 11.7%       | 57.9%             |
| Electricals        | 62.1                | 7.7%         | 49.2                | 6.4%        | 26.3%             |
| Consumer Durables  | 36.4                | 6.9%         | 20.1                | 4.0%        | 81.2%             |
| <b>Grand Total</b> | <b>200.9</b>        | <b>10.3%</b> | <b>134.1</b>        | <b>7.3%</b> | <b>49.8%</b>      |

Electronics – Stabilizers, UPS, Solar Inverter; Electricals – Wires, Pumps, Switchgears, Modular Switches; Consumer Durables – Fans, Water Heaters, Kitchen Appliances, Air Coolers

# Geographical Breakup of Revenues

| Region               | Q3 FY20<br>(Rs. Cr) | Contribution (%) | Q3 FY19<br>(Rs. Cr) | Contribution (%) | YoY growth<br>(%) |
|----------------------|---------------------|------------------|---------------------|------------------|-------------------|
| South                | 388.1               | 61.9%            | 373.0               | 62.8%            | 4.0%              |
| Non-South            | 238.6               | 38.1%            | 221.2               | 37.2%            | 7.8%              |
| <b>Total Revenue</b> | <b>626.6</b>        | <b>100%</b>      | <b>594.2</b>        | <b>100%</b>      | <b>5.5%</b>       |

| Region               | 9M FY20<br>(Rs. Cr) | Contribution (%) | 9M FY19<br>(Rs. Cr) | Contribution (%) | YoY growth<br>(%) |
|----------------------|---------------------|------------------|---------------------|------------------|-------------------|
| South                | 1,158.1             | 59.5%            | 1,112.1             | 60.9%            | 4.1%              |
| Non-South            | 787.2               | 40.5%            | 714.6               | 39.1%            | 10.2%             |
| <b>Total Revenue</b> | <b>1,945.3</b>      | <b>100.0%</b>    | <b>1,826.7</b>      | <b>100.0%</b>    | <b>6.5%</b>       |

# Business Outlook



- The Company is confident of achieving a topline growth of 15% over the longer term driven by expansion into non-South markets and introduction of new product categories.
- The Company continues to undertake business strengthening initiatives and putting in place best in class processes and systems to future-proof the organization, including enhancing capabilities in new product development, quality control and salesforce automation.
- The Company envisages adding 3,000-5,000 retailers across the country every year over the next five years with higher addition in the non-South region.
- Going forward, the Company shall continue to build upon its competitive positioning in the consumer electricals, electronics and durables industry. The Company will maintain its thrust on advertising and promotions to increase its brand visibility and penetration in the non-South markets under its new brand identity reflecting the company's transformation into a leading multi-product, pan-India player in the Consumer Electricals space.
- Two-thirds of the Company's distribution network has already been established in the non-South region. This provides significant potential for revenue growth and operating leverage to expand on existing investments. The Company envisages the non-South markets to contribute to 50% over the next five years.
- Efforts on innovation, R&D and product development will continue to be made in order to roll out differentiated offerings in a competitive industry. The Company has products that are connected, controlled and M2M capable and is bringing capabilities like machine learning as well. The Company is also building in auto diagnostics into devices, working on a digital strategy that includes looking at the predictive maintenance in plants, using Artificial Intelligence. In addition, the Company is focusing on Six Sigma, TPM, lean manufacturing, etc at our nine plants in India. The manufacturing execution system (MES) acts as an enabler for Industry 4.0, providing real-time factory data.
- The cash positive balance sheet enables the pursuit of inorganic opportunities, subject to valuations. The focus is on companies having product range synergy with V-Guard, providing manufacturing capabilities or strong regional players where V-Guard can expand its geographic footprint.



# Annexure

# Company Overview



## **Comprehensive portfolio catering to the mass consumption market**

- **Electronics** – Stabilizers, UPS, Solar Inverter; **Electricals** – Wires, Pumps, Switchgears, Modular Switches; **Consumer Durables** – Fans, Water Heaters, Kitchen Appliances, Air Coolers
- Household consumption market will continue to grow at a significant pace going forward

## **Invested in a strong distribution network**

- Spread over 31 branches nationwide
- Network of 40,000+ retailers

## **Strong Brand Equity**

- Aggressive ad spends and sales promotions have created a strong equity and brand recall
- Strong established player in South India with leadership in the Voltage Stabilizer segment

## **Expanding towards a pan India presence**

- Significant investments committed towards aggressive expansion in non-South markets
- Increased capacities for house-wiring cables and solar water heaters

## **Mix of in-house and outsourcing production model provides flexibility**

- Follows an asset light model outsourcing ~58% of its products from a range of vendors
- Tie-ups with SSIs/self-help groups spread across southern India
- Blended manufacturing policy helps optimize capex and working capital requirements

## **Increasing market share across all product lines**

- Leadership position in its flagship product, voltage stabilizers, with over 51% market share
- Successfully gained market share in all of its product categories
- Rapidly expanding market share in the non-South markets



# Production Model



**PVC Wires Factory**



**Solar Water Heater  
Factory**



**Stabilizer Manufacturing Units**

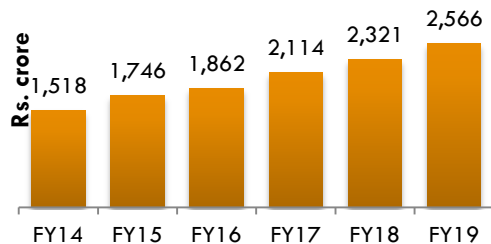
| Product                                 | No. of Units | Location                 |
|---|--------------|--------------------------|
| <b>Own Manufacturing Facilities</b>     |              |                          |
| PVC Wiring Cables                       | 2            | Coimbatore, Kashipur     |
| Pumps & Motors                          | 1            | Coimbatore               |
| Fans                                    | 1            | Himachal Pradesh         |
| Water Heater                            | 2            | Himachal Pradesh, Sikkim |
| Solar Water Heaters                     | 1            | Perundurai               |
| Stabilizers                             | 2            | Sikkim                   |
| <b>Outsourced production facilities</b> |              |                          |
| Stabilizers                             | 57           | Across India             |
| Pumps                                   | 18           | “                        |
| Fans                                    | 11           | “                        |
| UPS                                     | 9            | “                        |

## Outsourcing Objectives

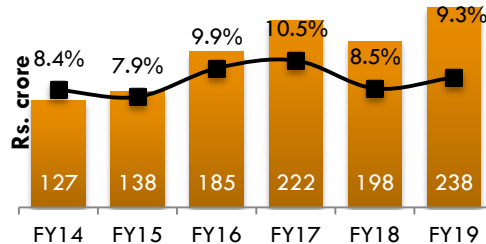
- Asset light model outsourcing ~58% products
- Complete control over supply chain ecosystem
- R&D support to vendors' technical teams
- Quality assurance official posted at vendors' production units to ensure maintenance of quality
- Owns all its designs and moulds
- Helps procure raw material for the vendors, negotiating price with the supplier
- Tie-ups with SSIs/self-help groups across Southern India for flagship product, Stabilizers
- Blended manufacturing policy helps optimize capex and working capital requirements

# Financial Highlights (FY14-19)

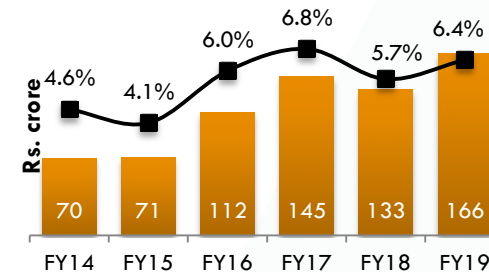
### Revenue



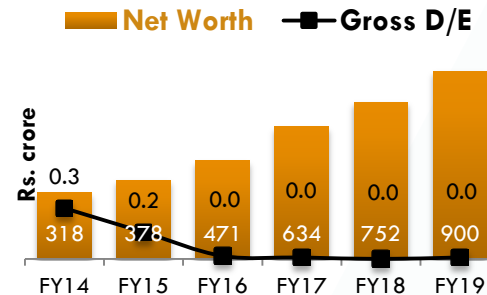
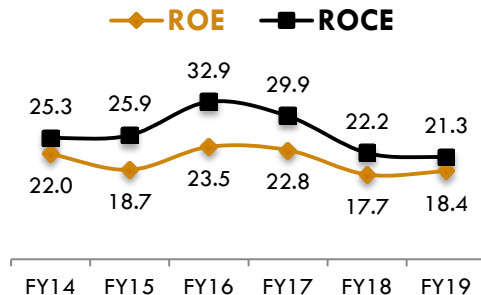
### EBITDA and EBITDA Margins



### PAT and PAT Margins



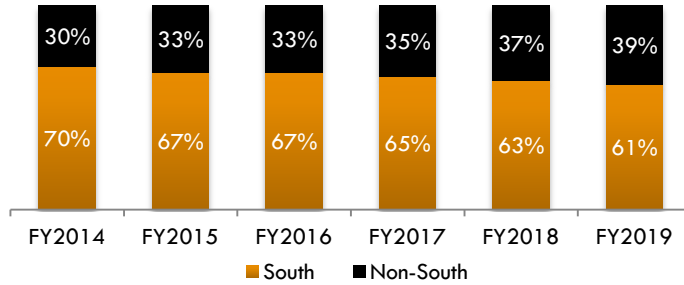
**Note 1:**Please note that consequent to the introduction of Goods and Service Tax (GST) with effect from July 01, 2017, Central Excise, Value Added Tax (VAT), etc. have been subsumed into GST. In accordance with Indian Accounting Standard - 18 on Revenue and Schedule III of the Companies Act, 2013, unlike Excise Duties, levies like GST, VAT, etc. are not part of Revenue. Hence, the revenue and growth calculations from FY18 onwards, are not strictly comparable with prior periods. **Note 2:** V-Guard underwent brand rejuvenation in Q4 FY18 where significant investments (Rs. 45 crore ATL spends) were made resulting in lower EBITDA & PAT for FY18.



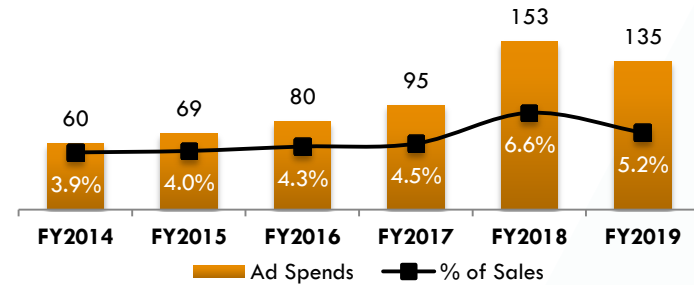
**Note 3:** V-Guard adopted Ind-AS framework starting FY18. Numbers for FY17 have been reinstated in compliance with Ind-AS to draw meaningful comparison. Prior period numbers are in IGAAP and not comparable.

# Operational Highlights (FY14-19)

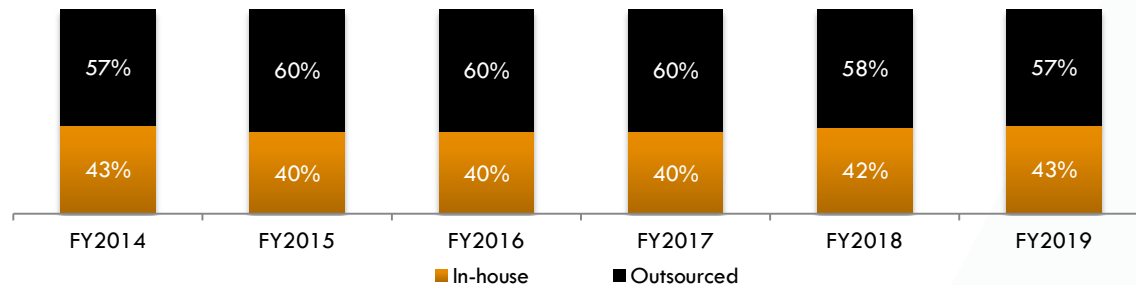
## Expanding Geographic Presence



## Ad & Promo Spends and as a % of Sales



## In-house Manufacturing vs. Outsourcing



# Market Size across Product Segments



**STABILIZERS**



**PVC WIRES**



**COOKTOPS**



**MOTOR PUMPS**

| Products                      |              | STABILIZERS  | PVC WIRES                                    | COOKTOPS   | MOTOR PUMPS   |
|-------------------------------|--------------|--|--|--|---|
| Market Size<br>(Rs. Crore)*   | Organized    | 700.00   | 5,500.00                                     | 420.00 – 450.00  | 5,500.00  |
|                               | Unorganized  | 550.00   | 4,000.00                                     | 180.00 – 200.00  | 5,000.00  |
|                               | <b>Total</b> | <b>1,250.00</b>  | <b>9,500.00</b>                              | <b>600.00 – 650.00</b>                                       | <b>10,500.00</b>  |
| Key Players                   |              | Micro tech, Livguard, Bluebird, Capri, Logicstat, Premier, Everest | Polycab, Havells, Finloex, RR Cables, Anchor | Prestige, Bajaj Electrials, TTK Prestige, Preethi, Butterfly | Crompton Greaves, Kirloskar, CRI, Texmo                       |
| Production Model              |              | 62% Outsourced   | 100% In-House                                | 100% Outsourced  | 90% Outsourced  |
| Distribution Channel Strategy |              | Consumer Durable stores, Electrical and Hardware Stores            | Electrical and Hardware Stores               | Consumer Durables / Kitchen Appliances stores                | Electrical and hardware Stores, Pump and Pipe fittings Stores |

\*Company estimates FY16

# Market Size across Product Segments



| Products                      |              | WATER HEATERS  | FANS  | UPS                     | Digital UPS  |
|-------------------------------|--------------|--|---|-------------------------|--|
| Market Size (Rs. Crore)*      | Organized    | 1,325.00   | 5,000.00  | 160.00                  | 4,500.00   |
|                               | Unorganized  | 700.00   | 1,500.00  | 240.00                  | 750.00   |
|                               | <b>Total</b> | <b>2,025.00</b>  | <b>6,500.00</b>   | <b>400.00</b>           | <b>5,250.00</b>  |
| Key Players                   |              | A.O. Smith, Racold, Bajaj, Venus, Crompton Greaves, Usha | Crompton, Usha, Bajaj Electricals, Havells, Orient      | Numeric, APC, Emerson   | Microtek, Luminous, Su-Kam, Exide  |
| Production Model              |              | 55% Outsourced   | 90% Outsourced  | 100% Outsourced         | 100% Outsourced  |
| Distribution Channel Strategy |              | Consumer Durable stores, Electrical and Hardware Stores  | Consumer Durable stores, Electrical and Hardware Stores | Consumer Durable stores | Consumer Durable stores, Electrical and Hardware stores, Battery Retail stores |

\*Company estimates FY16

# Market Size across Product Segments



| Products                      |              | SOLAR WATER HEATER                       | SWITCHGEAR                 | GAS STOVES                                    | MIXER GRINDERS                                   |
|-------------------------------|--------------|--|----------------------------|---|--|
| Market Size (Rs. Crore)*      | Organized    | 420.00                                   | 1,400.00                   | 1,000.00                                      | 1,500.00   |
|                               | Unorganized  | 180.00                                   | 600                        | 1,000.00                                      | 1,000.00   |
|                               | <b>Total</b> | <b>600.00</b>                            | <b>2,000.00^</b>           | <b>2,000.00</b>                               | <b>2,500.00</b>                                  |
| Key Players                   |              | Racold, Emmvee Solar, Sudarshan, Supreme | Havells, Legrand, L&T, ABB | Butterfly (glass top), Sun Flame (steel)      | Preethi, Bajaj Electricals, Butterfly, Panasonic |
| Production Model              |              | 100% In-House                            | 100% Outsourced            | 100% Outsourced                               | 100% Outsourced                                  |
| Distribution Channel Strategy |              | Direct Marketing Channel                 | Electrical stores          | Consumer Durables / Kitchen Appliances stores | Consumer Durables / Kitchen Appliances stores    |

\*Company estimates FY16; ^The market size where V-Guard is present; total domestic switchgear market estimated at Rs. 4,000 crore

# About V-Guard Industries

V-Guard Industries Limited (BSE:532953, NSE: VGUARD) is a Kochi based company, incepted in 1977 by Kochouseph Chittilapilly to manufacture and market Voltage stabilizers. The Company has since then established a strong brand name and aggressively diversified to become a multi-product Company catering to the Light Electricals sector manufacturing Voltage stabilizers, Invertors & Digital UPS systems, Pumps, House wiring cables, Electric water heaters, Fans, Solar water heaters and has also recently forayed into Induction cooktops, switchgears, modular switches, air coolers and mixer grinders.

V-Guard outsources 60% of its product profile while the rest are manufactured in – house while keeping a strong control in designs and quality. It has manufacturing facilities at Coimbatore (Tamil Nadu), Kashipur (Uttaranchal) and Kala Amb (Himachal Pradesh).

V-Guard has been a dominant player in the South market, though the last five years have also seen the Company expanding rapidly in the non-South geographies with their contribution increasing from 5% of total revenues in FY08 to around 39% of total revenues in FY19. Significant investments continue to be made to expand its distributor base in the non-South geographies, and become a dominant pan-India player.

V-Guard has a diversified client base and an extensive marketing & distribution network. Its client base differs from product to product and includes direct marketing agents, distributors and retailers. The Company today has a strong network of 31 branches spread across ~40,000+ retailers across the country.



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**THANK YOU**