



August 12, 2022

To,

BSE Limited

: Scrip Code- 500031

Department of Corporate Services
Phiroze Jeejeebhoy Towers
Dalal Street Mumbai 400 001

National Stock Exchange of India Limited

: BAJAJELEC - Series: EQ

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

Dear Sir/Madam,

**Sub.: Presentation on the Unaudited Financial Results of Bajaj Electricals Limited ("the Company")
for the first quarter ended June 30, 2022**

The presentation on the Unaudited Financial Results of the Company for the first quarter ended June 30, 2022, is enclosed.

We request you to take it on records.

Thanking you,

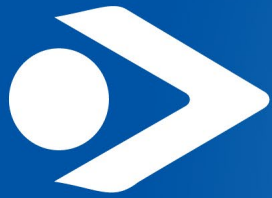
Yours Faithfully,

For Bajaj Electricals Limited

Ajay Nagle

Head of Department- Legal (and Company Secretary)

Encl.: As above.



BAJAJ
Bajaj Electricals Ltd.
Inspiring Trust

Investor Presentation : Q1 FY'23

12th August, 2022



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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Table of Contents

1. Performance Overview
2. Financial Overview
3. Business Highlights
4. Digital Transformation

Note : All financials depicted in this presentation are based on Consolidated Financial Results



CP Performance (57.6% YoY growth, 3 Year CAGR at 7.4%)

- Synchronised growth across all channels in domestic market
- Approximate INR c.1,000 crores levels despite disruption in May'22 on account of SAP transition**
- Operating Margin at subdued 6% mainly due to inventory sourced at higher cost



Channel Highlights

- Balanced Portfolio b/w Trade and Alternate (68 : 32)*
- Sunrise channels MT and E-Com grew at c.120% & c.19% YoY respectively
- Robust growth in Institution (c.54% YoY) & Gol (c.41% YoY) channels



Cash Conversion & Balance Sheet (BS) Strength

- Positive Cash Flow from Operations (CFO) of INR 165 crores, 13th consecutive quarter of positive CFO
- Healthy BS with C&CE and surplus investments in excess of INR 250 crores



EPC : Calibrated Approach

- 6.9% revenue growth YoY led by prudent & value accretive scaling
- Consolidation of leadership in Illumination & meaningful scaling in PT business (74% on YoY basis)
- Carry Forward Order Book of INR 913 crores (Illumination – 188 , PT - 714 , PD - 11 crores)

**Sales affected in May'22 due to system upgradation to SAP 4 HANA

Financial Overview : Q1 FY'23

- Profit & Loss Statement
- Segment Details
- Operational Highlights
- Cash Flow Summary
- Net Cash Position

(All fig. in INR Crores)

Profit & Loss (P&L) Statement



Particulars	Q1 FY'23	Q1 FY'22	YoY Gr (%)	Q4 FY'22
Net Sales	1,229	857	43.4%	1,334
Less : COGS	852	568	50.0%	988
Gross Margin	377	288	30.6%	346
Staff Cost	102	106	(3.7)%	92
Other Expenses	200	182	9.9%	191
Dep. & Amortisation	19	17	7.3%	18
Add : Other Income	8	9	(2.7)%	21
EBIT	65	(8)		66
As % of Net Sales	5.2%	(1.0)%		5.0%
Less : Finance Cost	8	23	(66.3)%	11
PBT	57	(31)		56
Less : Exceptional Items	0	0		4
Less : Taxes	16	(6)		13
PAT	41	(25)		39
As % of Net Sales	3.4%	(2.9)%		2.9%

Commentary

Gross Margin :

- Decline in excess of 300 bps mainly on account of high volatility in raw material

Staff Cost

- Optimisation of staff costs

Other Expenses

- Mainly due to increase in redemption of RBP loyalty program points to the tune of INR c.10 crs
- Brand investment at 3.7% of CP sales

Finance Cost

- Includes INR c.4 crs of interest on vendor financing

Segment Details

Segment Revenue

Particulars	Q1 FY'23 (in Crores)	Q1 FY'22 (in Crores)	YoY Gr (in %)	Q4 FY'22 (in Crores)
Consumer Products	973	617	57.6%	1,038
EPC	256	240	6.9%	296
Total Revenue	1,229	857	43.4%	1,334

Segment Results

Particulars	Q1 FY'23		Q1 FY'22		Q4 FY'22	
	EBIT (Cr)	EBIT(%)	EBIT (Cr)	EBIT(%)	EBIT (Cr)	EBIT(%)
Consumer Products	59	6.0%	6	1.0%	64	6.2%
EPC	5	2.0%	(13)	(5.6)%	7	2.4%
Total*	65	5.2%	(8)	(1.0)%	66	5.0%

*includes other unallocable income & expense | CP : Consumer products

Commentary

CP Segment : Growth across all channels in domestic market

EPC Segment :

- Illumination BU continues its scaling (clocking revenue > INR 150 crores)
- PD & PT on a combined basis clocked revenue of INR c.100 crores with EBIT in black

Overall Lighting : Company consolidated its position to No.3 in Q1 FY'23
(No.7 as on end FY'19)

Note : Company will undergo change in "Segment Reporting" w.e.f. 1st Jul'22; where **Lighting** will be reported as one unified separate segment encompassing:

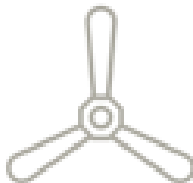
- B2C Lighting, currently part of CP
- Illumination, currently part of EPC

Operational Highlights

Category Growth (YoY)



Appliances: 52.5%



Fans: 64.9%



Lighting : 89.7%



MR : (8.8)%

Receivables Movement

Particulars	Jun'22 (in Crs)	Mar'22 (in Crs)	Mar'21 (in Crs)	Mar'20 (in Crs)
Consumer Products (CP)	493	450	492	563
Power Distribution (PD)	352	486	972	1,388
Power Transmission (PT)	226	245	255	445
Illumination	138	179	198	140
Total	1,210	1,360	1,917	2,537

Commentary

Fans :

- c.65% growth on YoY basis and 3-Yr CAGR of 7.4%
- Premium contribution at c.20% backed by c.40 new launches in last 2 years

Lighting :

- c.90% growth on YoY basis on account of 70+ new launches in B2C, mainly battens, panels & D/Ls in last 2 years
- LED contribution at c.90% for overall lighting

Appliances :

- Holistic growth across all prioritised categories i.e., mixers, water heaters, irons, air coolers

Receivables :

- Reduction in receivables for all EPC sub-segments (c.194 crs)

Cash Flow Summary

(All fig. in INR Crores)



Particulars	Q1 FY'23
Profit Before Tax	57
Adjustments for :	
• Non-Cash items	29
• (Increase) / Decrease in WC	95
• Taxes Paid	(16)
Net Cash from Operating Activities (A)	165
Capital Expenditure (net of sale proceeds)	(20)
Surplus funds invested	(122)
Net Cash (used in) /from investing activities (B)	(142)
Proceeds from issues of shares (net of issue expenses)	1
Proceeds/ (Repayment) of Borrowings	(30)
Payment of Lease Liabilities	(6)
Interest Paid	(7)
Net Cash (used in) /from financing activities (C)	(42)
Net increase / (decrease) in Cash & Bank balances	(19)
Opening Balance of Cash/Bank Balances	119
Closing Balance of Cash/Bank Balances	100

Commentary

Working capital :

- Trade receivables collections led by centralised monitoring (INR 134 crores from PD receivables & improvement in PT & Illumination to the tune of INR 60 crores)
- Inventory lower by INR 44 crores due to optimisation of inventory levels

Capex :

- Investment of INR 20 crores towards IT infrastructure, R&D initiatives, moulds & jigs)

Surplus funds invested

- Investments made in FDs & liquid funds to the tune of INR 122 crs

Net Cash Position



(All fig. in INR Crores)

Particulars	As on Jun'22	As on Mar'22	As on Mar'21
Gross Debt	15	45	471
Less: Cash & Cash Equivalent	100	119	46
Net Debt	(86)	(74)	425
Net Worth	1,749	1,705	1,578
Net Debt / Equity (x)	NA	NA	0.3

CRISIL ratings :

1. Total Bank Loan Facilities for INR 2,000 crores :
 - Long Term Rating – CRISIL A+ (with Developing Implications')
 - Short Term Rating – CRISIL A1+ (with Developing Implications')
2. Short term debt of INR 100 crores : CRISIL A1+

Business Highlights

- New Launches (Consumer Products, Illumination)
- Brand Campaigns (Consumer Products)
- Project Update (Power Transmission, Distribution)
- Awards & Recognitions

New Product Launches (Fans)

Jewent

Unique design ,
enhanced aesthetics



Astor

Silent operation,
Non-twist ABS blades
High air delivery



Esperanza

4-star fan with
Inverter Technology



10
Launches
in Q1

New Product Launches (Appliances & Lighting)



Eye Care Lamp

Low Flicker, Best CCT – 5000K
and Wider Spectrum

3B Gas Stove

Non-Battery, Auto Ignition
Technology



13
Launches
in Q1

Ivora LED Batten

Motion Sensor operation, High
Lumen efficacy of 100 Lm/W



Alluro Dry Iron

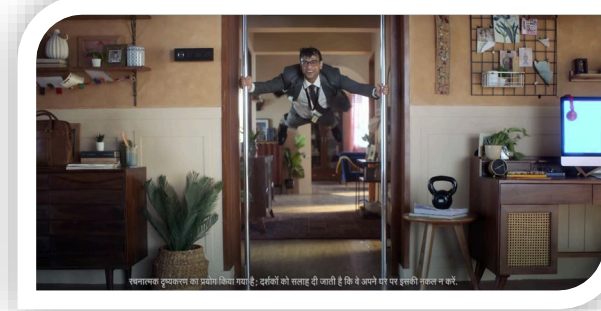
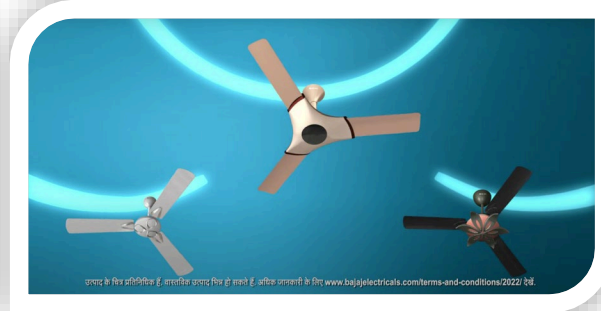
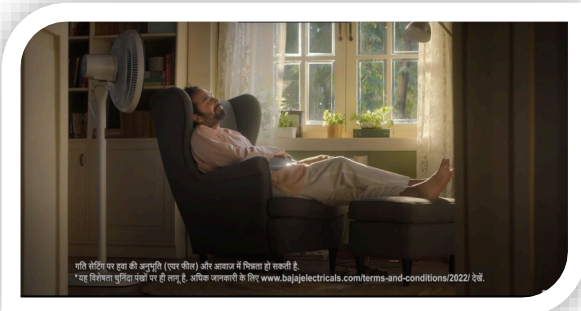
Glide Edge for Reverse
Ironing



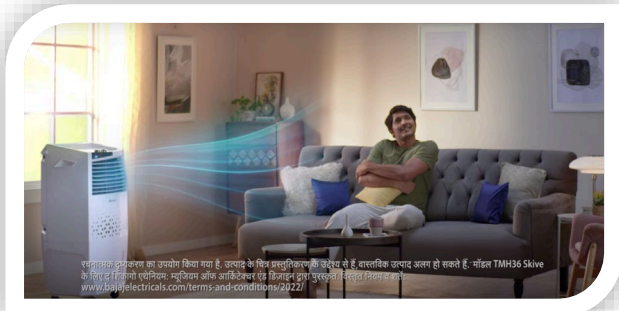
Brand Campaigns (Consumer Products)



Fans Seasonal Pan India Campaign- 3 TVCs



Air Coolers Pan India Campaign



Nirlep Print Campaign

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की टिके लंबे समय तक।**

by **BAJAJ**

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2-way Non-stick Coating

Sturdy Grip Handles

Metal Spoon Friendly

*Actual product colour may vary.
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 Consumer care: 022 4128 0000 | consumer.care@bajajelectricals.com

New Product Launches (Illumination)



Amaze Plus 1000

LED floodlight, 1000W
Redefining sports lighting

Beam

Seamless & secure
Drive with exemplary
visibility



85
Launches
in Q1



Amaze Plus 500

LED floodlight, 500W
Reinventing Natural Light for
Outdoor Space

Archner

Post top luminaire
Bright, Beautiful & Efficient
Outdoor Lighting



Power Transmission (PT)

- 50 c-kms commissioned in Q1 FY'23
- INR c.87 crs of inward orders in Q1 FY'23 (INR 61.6 crs under transmission line segment)
- L1 in INR c.36 crs worth of orders in transmission line segment

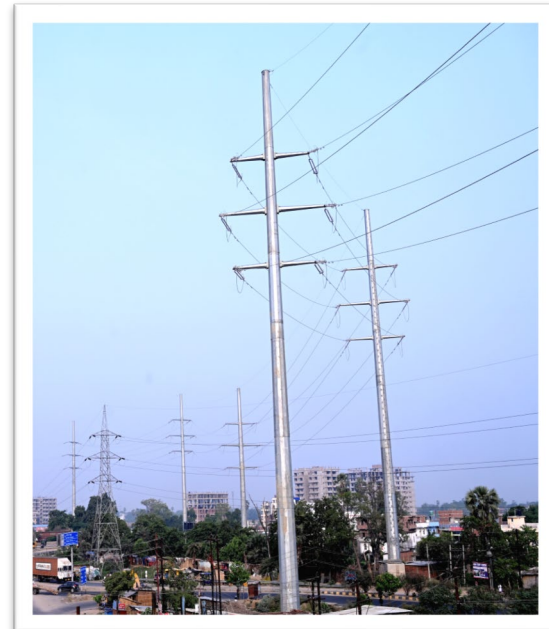
Power Distribution (PD)

- Only 1 project pending for operational closure (vs 30 open projects as on end FY'20)
- Sequential reduction in receivables:
Collection of INR 134 crores in Q1 FY'23

66kV D/C Ckt I & II
Lodhawal to GT Road Sub-station



220kV DC
Naubatpur Bhusala line



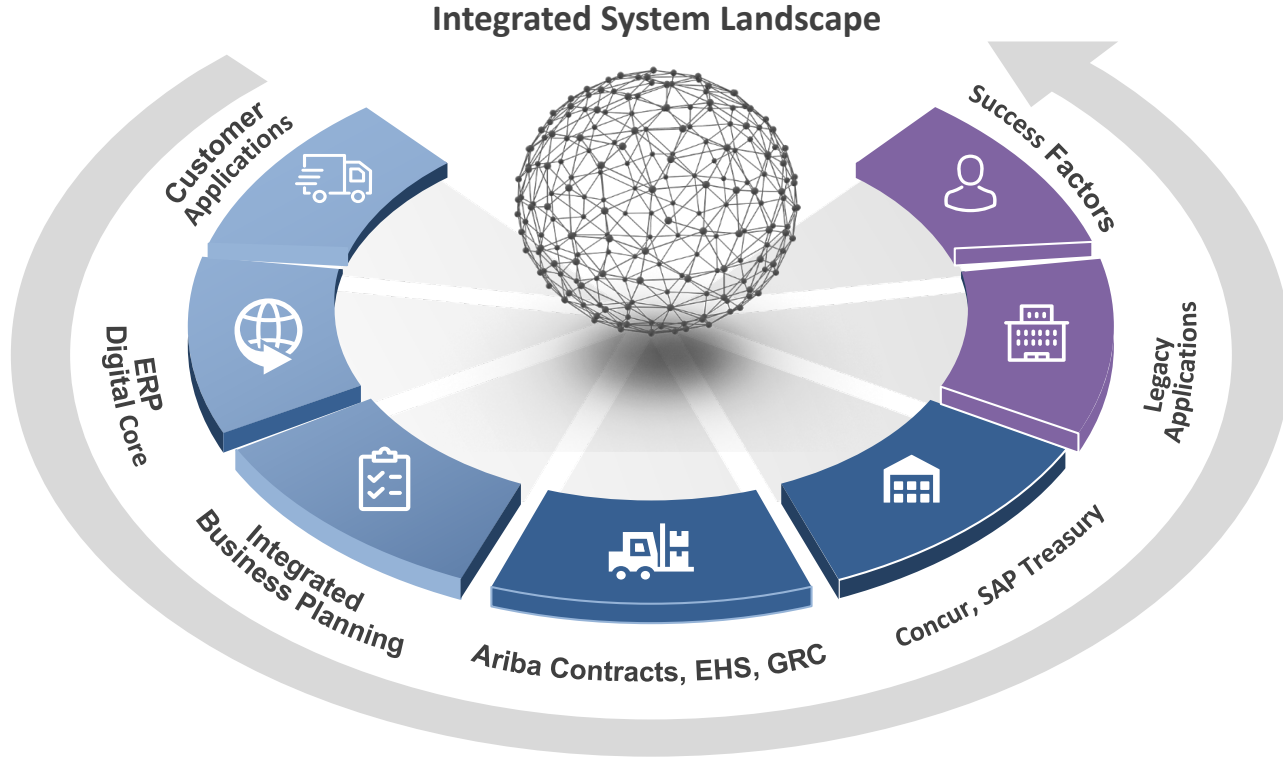
Awards & Recognitions

Morphy Richards wins 'Product of the Year 2022' by NielsenIQ in OTG and Water heater categories



Digital Transformation

Transition to SAP 4HANA



Implementation in Phase 1

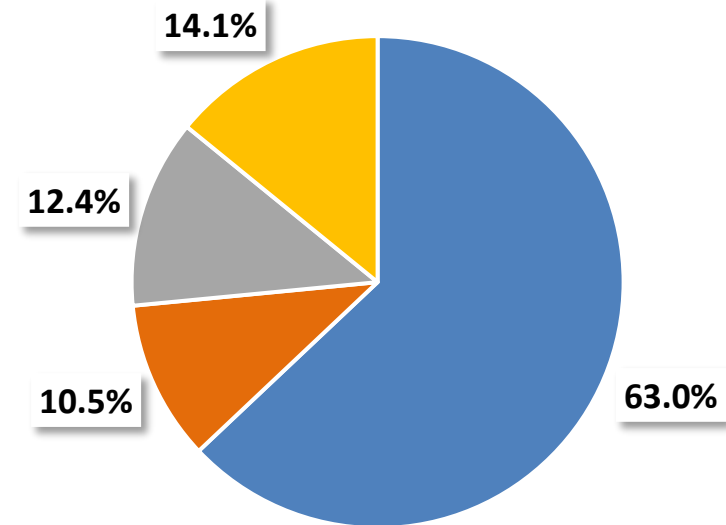
Implementation in Phase 2

Existing and integrated

Thank You

Shareholding Information

Pattern as on 30th June, 2022



- Promoter & Promoter Group
- Foreign Institutional Investors
- Domestic Investors
- Others/Retail Investors

For IR related queries

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