



BUTTERFLY GANDHIMATHI APPLIANCES LIMITED

August 30, 2022

To

The Manager
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai 400001
Scrip: 517421

The Manager
Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, 3rd Floor
Plot No.3-1stGth Block, I.F.B. Centre,
Bandra-Kurla-Complex, Bandra (East)
Mumbai – 400 051
Scrip: BUTTERFLY

Dear Sir /Madam,

Sub: Butterfly Gandhimathi Appliances Limited – Investor Presentation

We are enclosing herewith the Investor Presentation for upload on the website for information of our investors.

We request you to kindly take the same on record.

Thanking you,

Yours faithfully,
For Butterfly Gandhimathi Appliances Limited

Priya Varshinee V M
Company Secretary & Compliance Officer

Enclosed: Investor Presentation

Regd.office: 143,Pudupakkam Village,Vandalur - Kelambakkam Road, Kelambakkam - Pin 603 103,
Chengalpattu District, Phone: +91-44-47415500 CIN No: I28931TN1986PLC012728,
E- mail: gmal@butterflyindia.com web : www.butterflyindia.com

Corporate office: E-34,II Floor, Rajiv Gandhi Salai, Egattur Village, Navalur - 603 130. Chengalpattu District.
Phone: 044 - 49005100/5120, E- mail: butterflyho@butterflyindia.com

Investor Presentation

August 2022



Certain statements in this presentation concerning our future growth prospects are forward looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, fluctuations in earnings, our ability to manage growth, competitive intensity in our industry of operations including those factors which may affect our cost advantage, wage increases, our ability to attract and retain highly skilled professionals, sufficient availability of raw materials, our ability to successfully complete and integrate potential acquisitions, liability for damages on our contracts to supply products, the success of the companies in which Butterfly Gandhimathi Appliances Ltd has made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Butterfly Gandhimathi Appliances Ltd may, from time to time, make additional written and oral forward-looking statements, including our reports to shareholders. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company

Butterfly is a leading kitchen appliances player with a strong foothold in South India



35+ year old brand

Well reputed brand with high consumer recall in South, known for Aesthetics and Product Quality



Top 3

In core categories of Mixers, cookers, stoves in South-India



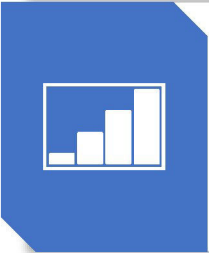
No 1

In South India for Wet Grinders and LPG Stoves



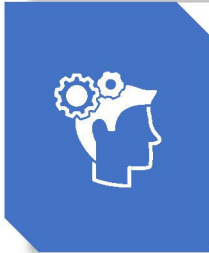
INR 1,005 Cr

Revenues in FY22



CAGR ~18%

Consistent Growth over past 5 years (FY17-22)



In-house Capability

~80% of Revenues from In-house Manufactured Products



500+ | 25,000+

Exclusive Distributors | Total Touchpoints pan-India with deep penetration in South India



E-Commerce

#1 in Flipkart in mixer grinders
#1 in Flipkart and Amazon in wet grinders and gas stoves




Strong R&D

Pioneered shift to healthy eating with introduction of stainless steel cookers and ISI certified flasks

Butterfly's strong brand, design & technical capabilities and success in e-commerce are powerful enabling factors for its sustained industry leading growth

Source: Company Estimates

Kitchen Appliances

☆  LPG Stoves


☆  Mixer Grinder


☆  Wet Grinder

 Juicer Mixer Grinder


 Electric Rice Cookers

 Chimney

 Power Hobs

 Built In Hobs

Cooper & Cookware

☆ Core  Pressure Cookers


 Non-Stick Cookware




Others

 Hand Blender

 Electric Kettles

 Pop Up Toaster

 Sandwich Maker


 Vacuum Flasks

 Water Bottles

A full kitchen play which increases connect with the entire home

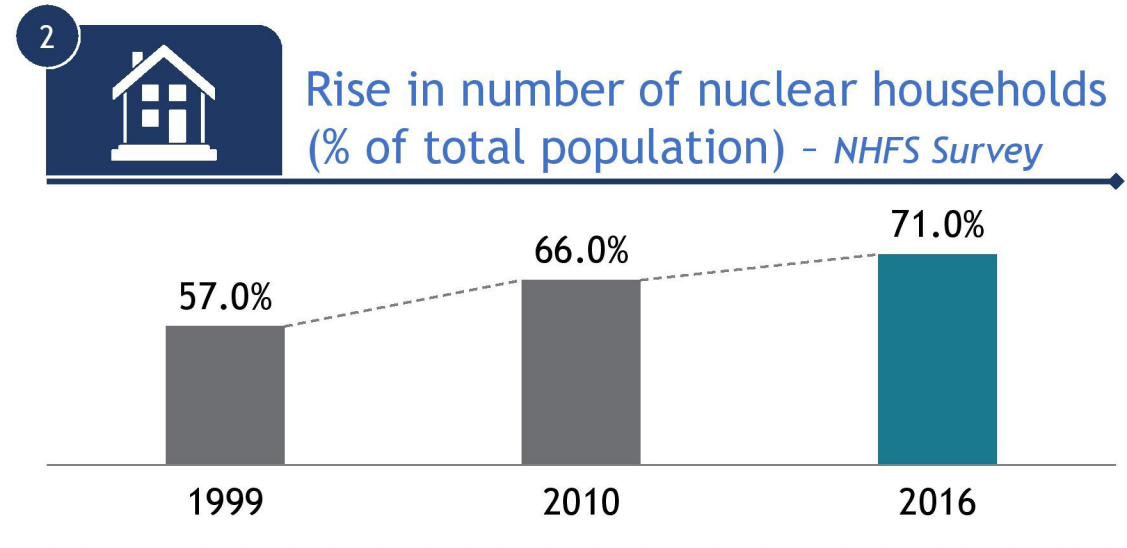
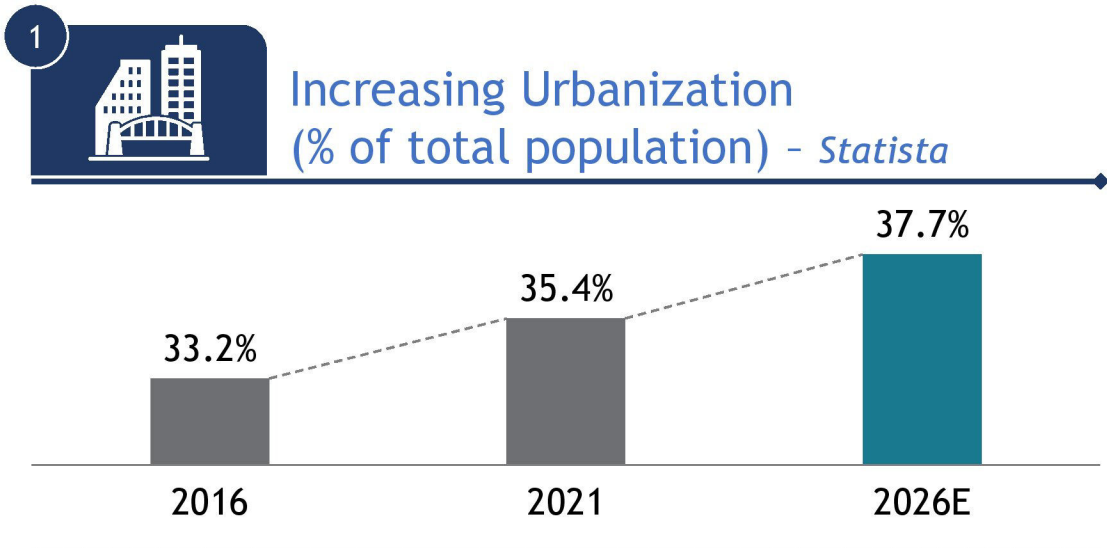
Our 3 core categories account for >50% of the branded kitchen appliances market at ~5% market share representing tremendous opportunity for growth



 Category	 FY22 Est. Market Size (INR Cr)	 FY22 Butterfly Sales (INR Cr)	 FY22 Butterfly Market Share
 Mixers Grinders (incl. Wet Gr.)	3,500-3,800	401	~11%
 Pressure Cookers	3,000-3,200	169	~5%
 Gas Stoves	3,000-3,200	248	~8%
 Others ¹	8,500-9,000	198	~2%
Total	18,000-19,000	1,005	~5%

Core Categories

1. Others include non-stick cookware, chimneys, hobs, induction stoves, electric kettles, rice cookers, OTG, sandwich makers, water purifiers & coffee makers
 Market size estimates done for branded players Source: Nirmal Bang Institutional Equities Research report, management and expert estimates, Butterfly sales data FY22



- 2.7x rise in viewership of cooking recipes owing to home cooking - Nielsen TV & Smartphone report



- 6 out of 10 organizations have adopted 'work from home' policy post Covid relaxations - Grant Thornton

Butterfly has made a strong start in Q1 FY23; 85% revenue growth and >3x EBITDA growth YoY



	Q1 FY22 Actuals		Q1 FY23 Actuals		Growth
	INR Cr	% to sales	INR Cr	% to sales	
Net Revenue ¹	136.5		253.5		1.9x
Gross Margin ²	35.1	25.7%	71.1	28.1%	2.0x
EBITDA	7.7	5.6%	26.1	10.3%	3.4x
PBT	1.4	1.0%	20.4	8.0%	14.6x
PAT	1.0	0.7%	13.2	5.2%	13.2x

1. Net Revenue is net of schemes, discounts, commissions and warranty costs

2. Gross margin reporting in line with Crompton (net of manufacturing cost)

People Commitment

- ▶ **Long-term Security & Stability**
 - ▶ Launch of employee travel policy
 - ▶ Group term life insurance for all employees
- ▶ **Empowerment & Transparency**
 - ▶ Transparent compensation structure

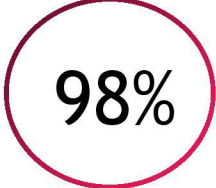


Operational Excellence

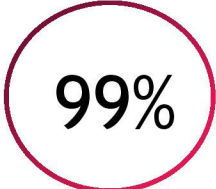
- ▶ **Robust review mechanism** deployed in sales, NPD and quality
- ▶ **Cost excellence** program initiated (identified savings of 5-7% cost base)
- ▶ **Safety enhanced** through multiple initiatives
- ▶ **Key leadership positions filled** to support future growth



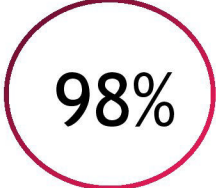
Employee Pulse Check Survey



Have confidence that "the new leadership team will effectively lead us into the future"



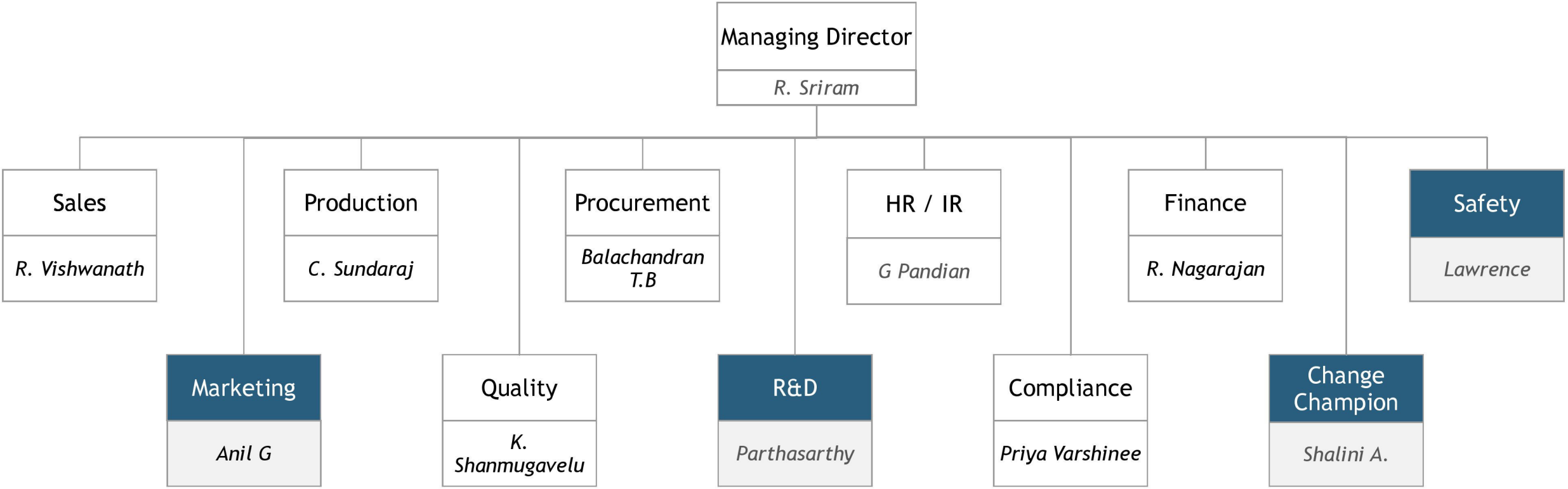
Believe that "the company will remain a great place to work"



Feel "personally committed to making the company successful"

Quarterly townhall meetings driving engagement

Key capability gaps bridged to prepare the organization for future growth



New hires

Our goal is to become a pan India leading brand in kitchen appliances in 5 years



Leadership in core categories¹ with 15-20% share pan India



Industry leading margins



Swift profit to cashflow conversion

1. 3 core categories - mixers (including wet grinders), stoves, cookers - 80% of FY22 revenue



Portfolio Premiumization

- Premiumize portfolio in core categories in South
- Build portfolio as per regional nuances, e.g. juicer mixer grinders for North
- Build and grow 2 more categories at par with core categories

Expand Distribution

- Grow retail footprint 3x outside South (~20,000 new outlets)
- Retain leadership position in e-commerce
- Grow emerging channels - modern retail and exports

Build Brand Excellence

- Invest in brand building through ATL and BTL to grow brand awareness and consideration to >80%

Strengthen Operations

- Invest in building capability (digital marketing, R&D, supply chain, modern retail) to meet future business needs
- Institute a cost excellence culture to achieve 1-2% savings each year

Drive Innovation

Build internal capabilities to drive organization-wide innovation and excellence



THANK YOU