

Crompton

Crompton Greaves Consumer Electricals Limited
Registered & Corporate Office: Tower 3, 1st Floor,
East Wing, Equinox Business Park, LBS Marg,
Kurla (West), Mumbai - 400 070 India
T: +91 22 6167 8499 F: +91 22 6167 8383
W: www.crompton.co.in CIN: L31900MH2015PLC262254

Date: November 1, 2023

To, BSE Limited ("BSE") , Corporate Relationship Department, 2 nd Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai - 400 001.	To, National Stock Exchange of India Limited ("NSE") , "Exchange Plaza", 5 th Floor, Plot No. C/1, G Block, Bandra- Kurla Complex Bandra (East), Mumbai - 400 051.
BSE Scrip Code: 539876	NSE Symbol: CROMPTON
ISIN: INE299U01018	ISIN: INE299U01018
Our Reference: 171/2023-24	Our Reference: 171/2023-24

Dear Sir/Madam,

Sub: **Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Press Release**

Please find enclosed herewith the media release titled "**Crompton and Butterfly to continue as separate listed entities with a focus on strategic growth in the kitchen appliances segment**".

The above information is also being made available on the website of the Company at www.crompton.co.in

This is for your information, and you are requested to bring this to the notice of your constituents.

Thanking you,

For **Crompton Greaves Consumer Electricals Limited**

Rashmi Khandelwal
Company Secretary & Compliance Officer
ACS - 28839

Encl: A/a



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Crompton and Butterfly to continue as separate listed entities with a focus on strategic growth in the kitchen appliances segment

Further to the voting results on the merger of, Crompton Greaves Consumer Electricals Ltd (Crompton) and Butterfly Gandhimathi Appliances Ltd (Butterfly), both the entities will continue to operate as separate individual listed entities. Both Crompton and Butterfly would continue to optimize various revenue and cost synergies by leveraging the distinctive strengths of each company within the kitchen appliances segment. While the merger will not proceed, there are currently no plans to reinstate it and thereby Crompton and Butterfly will continue to operate independently, reinforcing their strong market positions and strategies.

The strategy in kitchen appliances segment will encompass both the 'Crompton' and 'Butterfly' brands, with the expectation of delivering significant growth over the next few years. This initiative offers shareholders of both companies an opportunity to participate in the long-term growth and value creation.

Under Crompton's 2.0 strategy, the company remains strongly positioned in core categories such as Fans, Residential Pumps, Water Heaters, Air Coolers, and more. This has solidified its position as a market leader, well-poised to capitalize on future growth opportunities in these segments.

About Crompton:

With a brand legacy of 80+ years, Crompton Greaves Consumer Electricals Ltd. is India's market leader in the category of fans and residential pumps. Over the years, the organization has continuously strived to produce a range of innovative products that cater to the modern consumer including superior quality and high-performance water heaters, anti-dust fans, antibacterial LED bulbs and a range of other categories like air coolers, food processors like mixer grinders, electric kettles and garment care like irons. The company has further invested in brand and innovation to not only better understand and meet consumer needs, but to also help drive energy efficiency. The consumer business also has a well-established and organized distribution network driven by a strong dealer base across the country offering a wide service network and robust after sales service to its customers.

Having consistently worked towards the development of energy efficient products, the company bagged two prestigious National Energy Consumer Awards (NECA) for the Most Energy Efficient Appliances of the Year 2019 organized by the Bureau of Energy efficiency (BEE), Ministry of Power - one for Ceiling Fans for its HS plus model and the other one in the LED Bulb category for its 9-Watt LED bulb. The company has also been featured in Brand Top 75 most valuable Indian brands list for 2020 released by WPP and Kantar. Furthermore, Crompton was also recognized as the Brand of the Decade 2021 by Herald Global and BARC Asia in the Consumer Electrical category.