

May 28, 2024

EFL/BSE/2024-25/13

BSE Limited

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai – 400 001

Scrip Code: 543482

Scrip ID: EUREKAFORBE

Sub: Press Release and Presentation on the Financial Results for the Quarter and Year ended March 31, 2024

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Press Release and Presentation on the Financial Results for the Quarter and Year ended March 31, 2024.

This is for your information and records.

Thanking you,

For Eureka Forbes Limited

Pragya Kaul

Company Secretary & Compliance Officer

Encl: As above



PRESS RELEASE

Mumbai, May 28, 2024

Financial Results for Q4 & FY24

Double Digit Revenue growth, Adj. EBITDA margins for Q4 FY24 at record-high, FY24 PAT increased five fold

Eureka Forbes Limited, one of India's largest health and hygiene companies, today announced its financial results for the quarter and full year ended March 31, 2024.

Highlights of the quarter ended March 31, 2024 (on a standalone basis) -

- Revenue from operations increased 8.8% YoY to Rs. 553.1Cr. Continuing businesses grew higher at 11.4% YoY.
- Adjusted (Adj.) EBITDA increased 30.6% YoY to Rs 61.9Cr from Rs 47.4Cr in Q4 FY23; Adj. EBITDA margin improved 186bps YoY to 11.2%, the highest ever
- Adj. PBT (before exceptional items and ESOP) increased 38.9% YoY to Rs 48.6Cr from Rs 35.0Cr in Q4 FY23.
- Profit After Tax increased 31.1% YoY to Rs 21.4Cr from Rs 16.3Cr in Q4 FY23.
- Adj. PAT (pre-ESOP) increased 81.0% YoY to Rs 29.5Cr from Rs 16.3Cr in Q4 FY23.

Highlights of the full year ended March 31, 2024 (on a standalone basis) -

- Revenue from operations increased 5.2% YoY to Rs. 2,189.2Cr. Continuing businesses grew at 7.9% YoY.
- Adj. EBITDA increased 71.9% YoY to Rs 226.3Cr from Rs 131.7Cr in FY23; Adj. EBITDA margin improved 401bps YoY to 10.3%.
- Adj. PBT (before exceptional items and ESOP) increased 156.8% YoY to Rs 172.0Cr from Rs 67.0Cr in FY23.
- Profit After Tax increased 435.5% YoY to Rs 91.5Cr from Rs 17.1Cr in FY23.
- Adj. PAT (pre-ESOP) increased 590.3% YoY to Rs 118.0Cr from Rs 17.1Cr in FY23.

Q4 FY24 was the second consecutive quarter of strong revenue growth on the back of a broad-based double-digit volume growth across all categories.

Within water purifiers, there was strong growth across both economy and value-added segments while the Robotics and Uprights range drove growth in vacuum cleaners.

Q4 also saw the launch of the first-ever advertising campaign on Eureka Forbes Genuine Service to inform and educate customers about the importance of choosing genuine Aquaguard filters and using QR code on the filters for authentication.

Adj. EBITDA margins continued to expand YoY and reached record-high level of 11.2%, driven by operating leverage and cost optimization programs.

Revenue growth for the full year was largely driven by very strong performance in H2. Growth was volume-led and broad based across both EWP and VC categories. Adj. EBITDA margins expanded 401bps YoY during the year, from 6.3% to 10.3%, the highest ever.

The Company turned net cash positive with a surplus of Rs 108Cr vs a net debt of Rs 50Cr in FY23, driven by strong cash generation of Rs 194Cr during the year.

Commenting on the Q4 FY24 and FY24 performance, Mr. Pratik Pota, MD, and CEO, Eureka Forbes Limited said, "As we exit the first full year of our transformation program Udaan, I am pleased to report progress on multiple fronts.

Continuing businesses grew by 11.4% in Q4 and by 7.9% for the year with H2 growth of 14.0%.

Driven by operating efficiencies and leverage, EBITDA margins for Q4 reached a lifetime high of 11.2% - an improvement of 186bps year on year.

For the FY, EBITDA margins expanded by 401bps to 10.3% in FY24 with a full year operational cash flow generation of Rs 194Cr.

Transformation initiatives gathered momentum with the most visible impact in the areas of product innovations and consumer campaigns. Several new and industry first products were launched in all 3 categories of Electric Water Purifiers, Vacuum Cleaners and Air Purifiers. New launches were backed with advertising campaigns focused on driving penetration and category adoption.

The progress we have achieved in the first year of our transformation and with momentum of a double-digit H2 growth and lifetime high margins in Q4 give us the confidence and the energy as we enter the next stage in this journey of transforming this iconic brand and Company to its rightful place."

About Eureka Forbes:

Eureka Forbes Limited is India's leading health and hygiene brand. With over four decades of existence, it is today a multi-product and an omni-channel organization. Eureka Forbes' product portfolio encompasses water purification, vacuum cleaning and air purification. It has direct, retail, e-commerce and institutional sales channels, an inventive business partner network and one of the most expansive service networks across India.

For further information, please contact:

Eureka Forbes Limited
Investor.Relations@eurekaforbes.com

Safe Harbor Statement:

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results, changed assumptions or other factors.

Q4 FY24 & FY24 Earnings Presentation

May 28, 2024



Disclaimer

The statements contained in this document speak only as at the date as of which they are made and certain statements made in this presentation relating to the Company's objectives, projections, outlook, expectations, estimates, among others may constitute 'forward-looking statements' within the meaning of applicable laws and regulations. Such forward-looking statements are not guarantees of future performance and involve risks and uncertainties and actual results may differ from such expectations, projections etc., whether express or implied. These forward-looking statements are based on various assumptions, expectations and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, competitive intensity, pricing environment in the market, economic conditions affecting demand and supply, change in input costs, ability to maintain and manage key customer relationships and supply chain sources, new or changed priorities of trade, significant changes in political stability in India and globally, government regulations and taxation, climatic conditions, natural calamity, commodity price fluctuations, currency rate fluctuations, litigation among others over which the Company does not have any direct control. These factors may affect our ability to successfully implement our business strategy. The Company, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein and the Company expressly disclaims any obligation or undertaking to disseminate any updates or revisions to any statements contained herein to reflect any change in events, conditions or circumstances on which any such statements are based. You are cautioned not to place undue reliance on these forward-looking statements, which are based on the current view of the management of the Company on future events. Further, no part of this document should be considered as a recommendation that any investor should subscribe to or purchase securities of the Company and should not form the basis of, or be relied on in connection with, any contract or commitment or investment decision whatsoever.

01

- **Q4 FY24 Highlights**
- **FY24 Highlights**
- **Transformation Update**
- **Overview**
 - **Eureka Forbes**
 - **Industry**

Q4 FY24 Highlights (Standalone Results)

	Q4 FY24	Q4 FY23	YoY
Revenue	Rs. 553.1Cr	Rs. 508.1Cr	+8.8%
Continuing Business [^]	-	-	+11.4%
Adj. EBITDA*	Rs. 61.9Cr	Rs. 47.4Cr	+30.6%
Adj. EBITDA Margin*	11.2%	9.3%	+186bps
Adj. PBT**	Rs. 48.6Cr	Rs. 35.0Cr	+38.9%
PAT	Rs. 21.4Cr	Rs. 16.3Cr	+31.1%

[^] Excludes discontinued businesses/portfolio (Health Conditioner, Corona Guard, Safety and Security Devices, Forbes Pro Cleaning Services, Exports & Semi Finished Goods sales)

* Adjusted (Adj.) EBITDA is defined as PBT (before exceptional items) + Finance cost + Depreciation + ESOP charge less other non-operating income

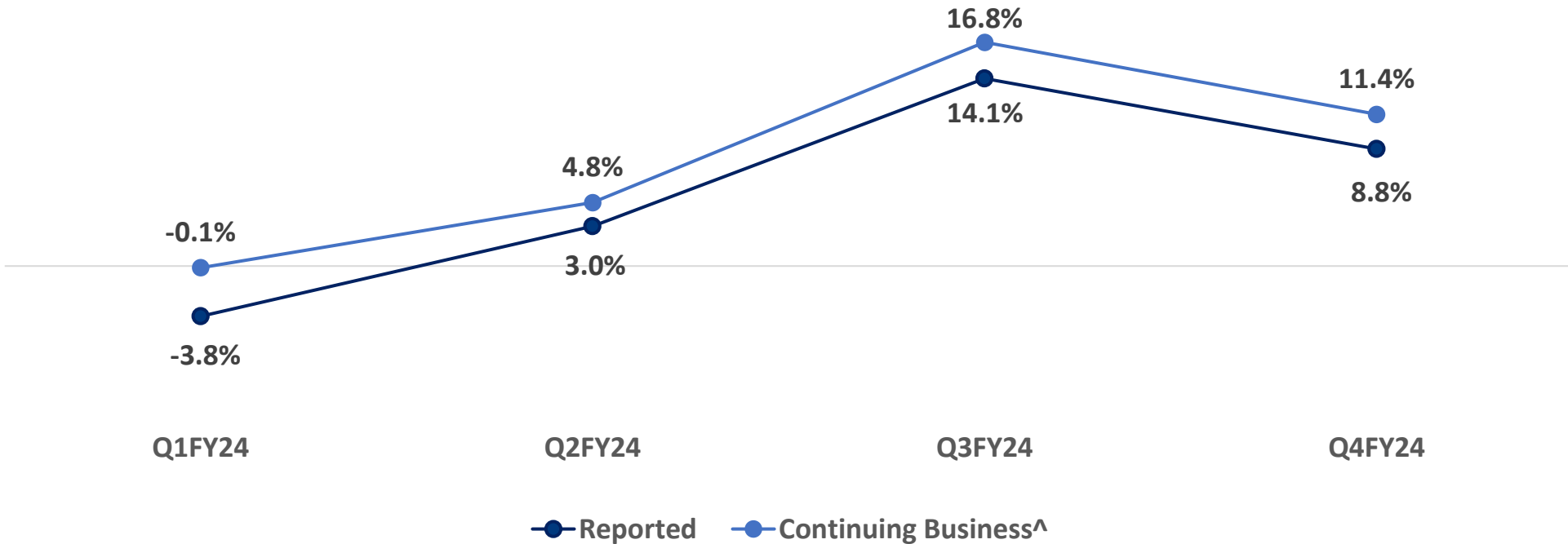
** Adjusted (Adj.) PBT is defined as PBT (before exceptional items) + ESOP charge

Q4 FY24 Standalone P&L Statement

Particulars (Rs. Cr)	Q4 FY24	Q4 FY23	YoY (%)	Q3 FY24	QoQ (%)
Revenue	553.1	508.1	8.8%	538.6	2.7%
Employee Benefit Expenses	75.1	61.6	22.0%	71.9	4.5%
Service Charges	79.6	77.1	3.1%	70.2	13.3%
Other Expenses	109.6	117.6	-6.8%	122.3	-10.5%
Total Expenses	264.3	256.3	3.1%	264.4	-0.1%
Total Expenses % of Revenue	47.8%	50.4%	-266bps	49.1%	-132bps
Adj. EBITDA	61.9	47.4	30.6%	52.9	17.0%
Adj. EBITDA %	11.2%	9.3%	186bps	9.8%	137bps
ESOP Charge	9.2	0.0	NM	10.7	-14.3%
EBITDA	52.7	47.4	11.1%	42.2	24.9%
EBITDA %	9.5%	9.3%	20bps	7.8%	169bps
Finance Cost	1.6	3.5	-53.3%	1.8	-8.8%
Depreciation	13.8	12.9	6.6%	13.2	4.7%
Other Income	2.1	4.0	-47.4%	2.9	-27.7%
Adj. PBT before Exceptional items/ ESOP Charges	48.6	35.0	38.9%	40.9	18.9%
Exceptional Items	15.1	9.1	66.1%	0.0	NM
PBT after Exceptional items/ ESOP Charges	24.2	25.8	-6.3%	30.1	-19.5%
Adj. PAT (pre-ESOP Charges)	29.5	16.3	81.0%	30.7	-3.8%
PAT	21.4	16.3	31.1%	22.7	-5.5%

Revenue : Second consecutive quarter of double-digit growth[^]

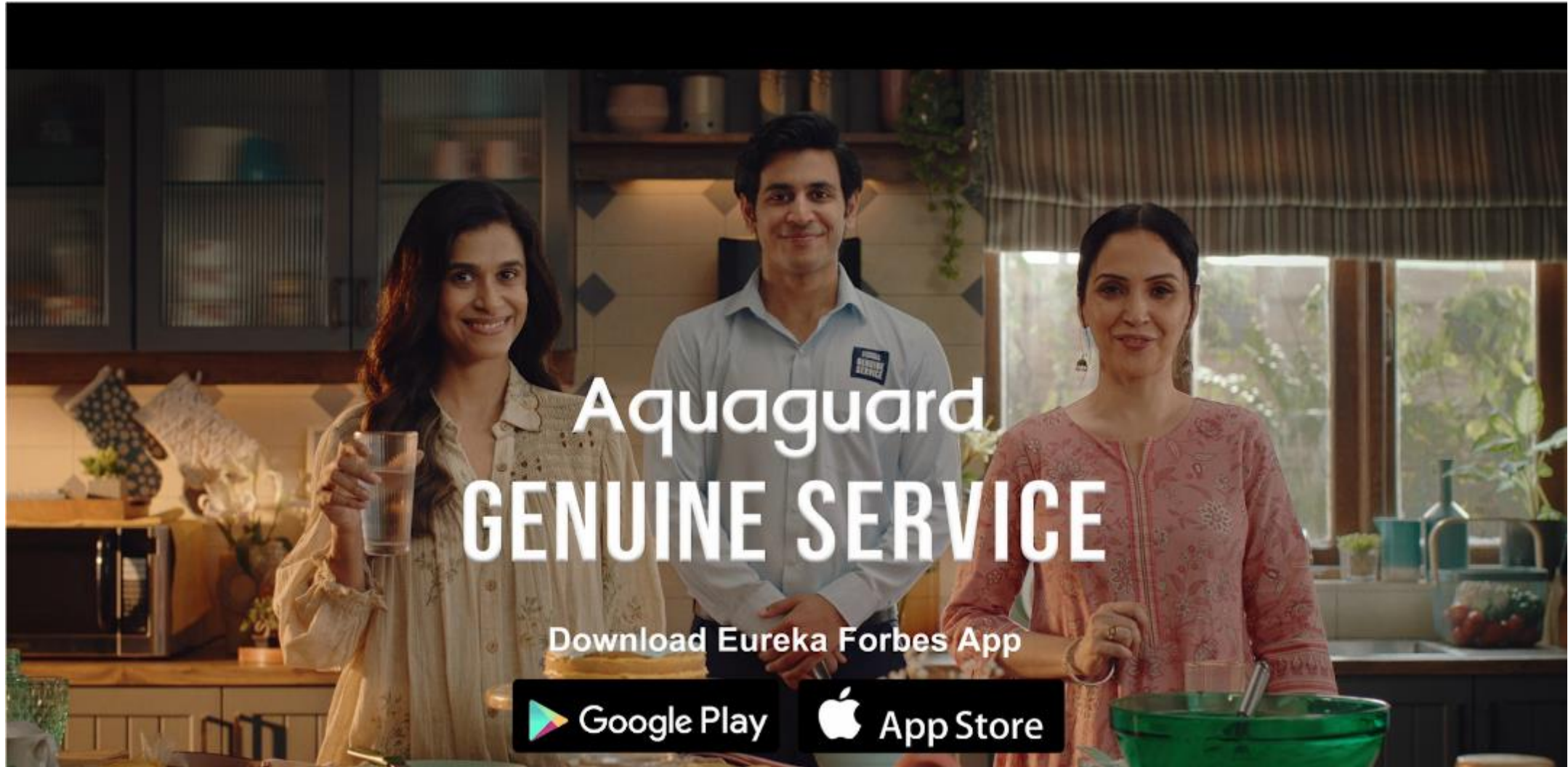
Revenue Growth



- Continuing business grows 11.4% YoY; Fourth successive quarter of volume growth
- Sustained growth in both Water Purifiers and Vacuum Cleaners
- Newer formats like EWP Stainless Steel, VC Robotics and Uprights were key drivers of growth

[^] Excludes discontinued businesses/portfolio (Health Conditioner, Corona Guard, Safety and Security Devices, Forbes Pro Cleaning Services, Exports & Semi Finished Goods sales)

Service : First-ever advertising campaign focused on Genuine Service



Click on the image to view the video

Service : New filters allow customers to verify authenticity

New design with QR code



Convenient app-based authentication



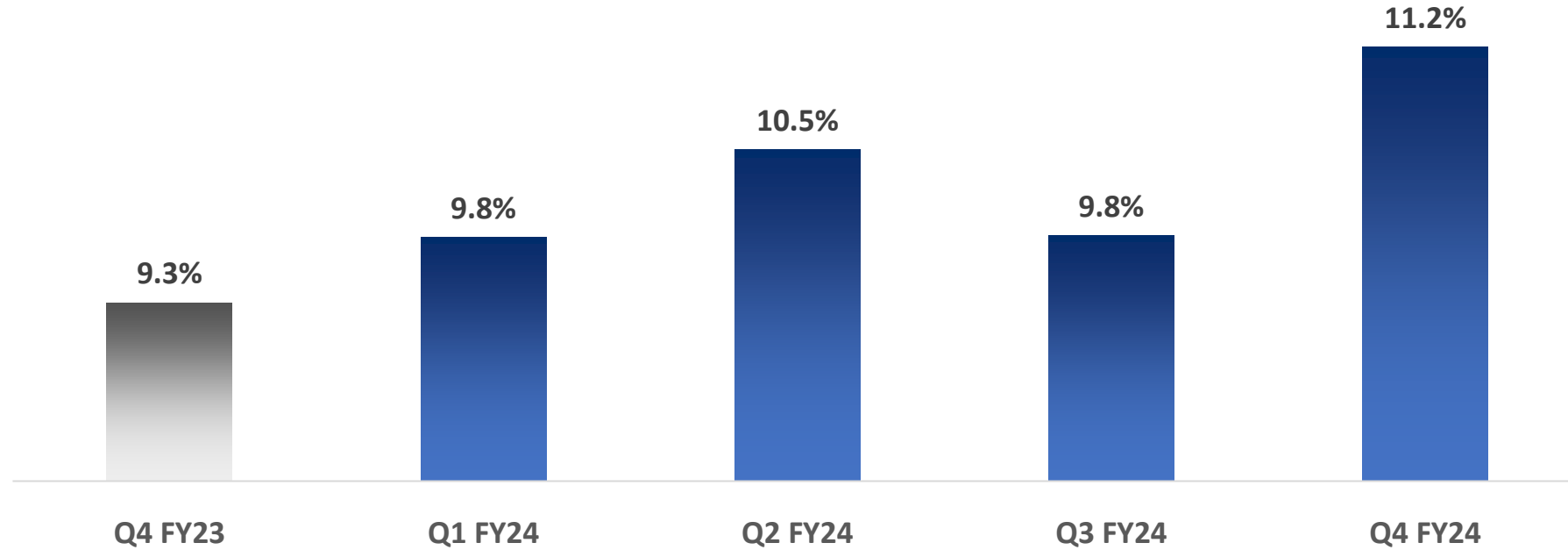
Instant verification & awareness

The left panel shows a blue background with the Aquaguard logo at the top. Below it, text reads: "Your Filter with SERIAL NO. 893067453423 is Genuine." A circular seal with a checkmark and the word "GENUINE" is displayed. At the bottom, it says: "With Aquaguard Genuine Filters, you are now assured of safe and healthy water." Logos for Eureka Forbes and Eureka Forbes Genuine Service are at the bottom right.

The right panel has a red top section with a warning icon and text: "FAKE & NOT RECOMMENDED for Installation" and "FAKE FILTER = REAL ILLNESS". Below this, the Aquaguard logo is shown, followed by the text: "Buy Aquaguard Genuine Filters for safe and healthy water." A "BOOK NOW" button with a hand cursor is present. At the bottom right is the Eureka Forbes Genuine Service logo.

Adjusted EBITDA Margin* : Record-high of 11.2%

Adjusted EBITDA Margin* %



- Adjusted EBITDA Margin expanded 186bps YoY driven by operating leverage and structured cost optimization program

* Pre-ESOP charges

02

- Q4 FY24 Highlights
- **FY24 Highlights**
- Transformation Update
- Overview
 - Eureka Forbes
 - Industry

FY24 Highlights (Standalone Results)

	FY24	FY23	YoY
Revenue	Rs. 2,189.2Cr	Rs. 2,080.4Cr	+5.2%
Continuing Business [^]	-	-	+7.9%
Adj. EBITDA*	Rs. 226.3Cr	Rs. 131.7Cr	+71.9%
Adj. EBITDA Margin*	10.3%	6.3%	+401bps
Adj. PBT**	Rs. 172.0Cr	Rs. 67.0Cr	+156.8%
PAT	Rs. 91.5Cr	Rs. 17.1Cr	+435.5%

[^] Excludes discontinued businesses/portfolio (Health Conditioner, Corona Guard, Safety and Security Devices, Forbes Pro Cleaning Services, Exports & Semi Finished Goods sales)

* Adjusted (Adj.) EBITDA is defined as PBT (before exceptional items) + Finance cost + Depreciation + ESOP charge less other non-operating income

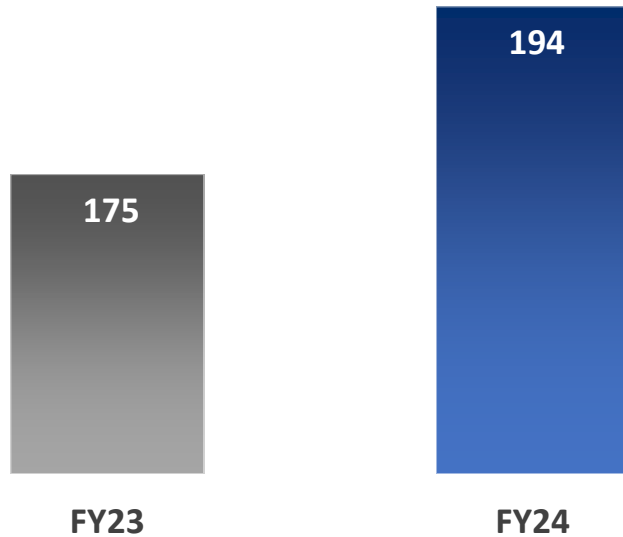
** Adjusted (Adj.) PBT is defined as PBT (before exceptional items) + ESOP charge

FY24 Standalone P&L Statement

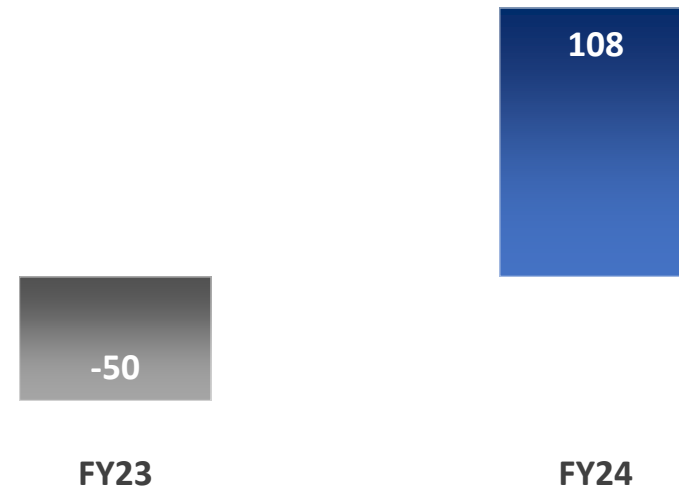
Particulars (Rs. Cr)	FY24	FY23	YoY (%)
Revenue	2,189.2	2,080.4	5.2%
Employee Benefit Expenses	293.3	300.5	-2.4%
Service Charges	301.6	297.6	1.4%
Other Expenses	467.0	505.3	-7.6%
Total Expenses	1,062.0	1,103.4	-3.8%
Total Expenses % of Revenue	48.5%	53.0%	-453bps
Adj. EBITDA	226.3	131.7	71.9%
Adj. EBITDA %	10.3%	6.3%	401bps
ESOP Charge	34.5	0.0	NM
EBITDA	191.8	131.7	45.7%
EBITDA %	8.8%	6.3%	243bps
Finance Cost	9.7	19.9	-51.1%
Depreciation	53.1	55.3	-3.9%
Other Income	8.5	10.4	-18.2%
Adj. PBT Before Exceptional items/ ESOP Charges	172.0	67.0	156.8%
Exceptional Items	15.1	40.0	-62.1%
PBT after Exceptional items/ ESOP Charges	122.4	27.0	354.1%
Adj. PAT (pre-ESOP Charges)	118.0	17.1	590.3%
PAT	91.5	17.1	435.5%

Cash Flow : Efficient cash management leading to net surplus

Cash generated from operations (Rs Cr)



Net Surplus / (Debt) (Rs Cr)



- Improved profitability and credit control were key drivers of cash flow generation
- Credit rating upgrade from CARE A Stable to CARE A+ Stable

03

- Q4 FY24 Highlights
- FY24 Highlights
- **Transformation Update**
- Overview
 - Eureka Forbes
 - Industry

EFL's key strategic priorities for profitable growth

01

Grow the Water Purifier Business

- Innovation and new product development
- Jump shift in distribution

04

Go Digital First

- Give customers control and visibility
- Digital enablement of value chain

02

Expand Portfolio

- Nurture and grow cleaning category
- Smart devices

05

Drive Lean Cost Structures

- Productivity unlocks
- “Zero based” approach to all costs

03

Transform Customer Experience

- Deliver reimagined service standards
- Leverage insights for customised solutions

06

Build a Future Ready Organisation

- Invest in capabilities of the future
- Agile and customer centric

Launch of affordable water purifier supported by advertising campaign



Aquaguard Sure Water Purifier
Launched in Entry-level Segment



Category Creating Campaign
Targeted at Non-users of Water Purifiers

Double-digit volume growth in FY24

Several category-first innovations launched

Aquaguard Nova



Aquaguard
MARVEL NXT

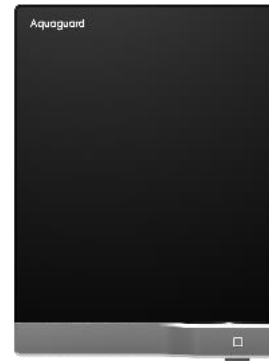


Water Plus

Alkaline and Stainless-Steel Range

Aquaguard
SLIMTECH

Latest **5th** Gen UV LED



Form and Technology

Slimtech UV Range

Aquaguard
BLAZE INSTA



Functionality

Instant Hot and Ambient

Best-in-class innovations launched



Convenient and Cordless Cleaning
Uprights to Robotics



Differentiated Portfolio
Forbes Buddy Pet Grooming Kit



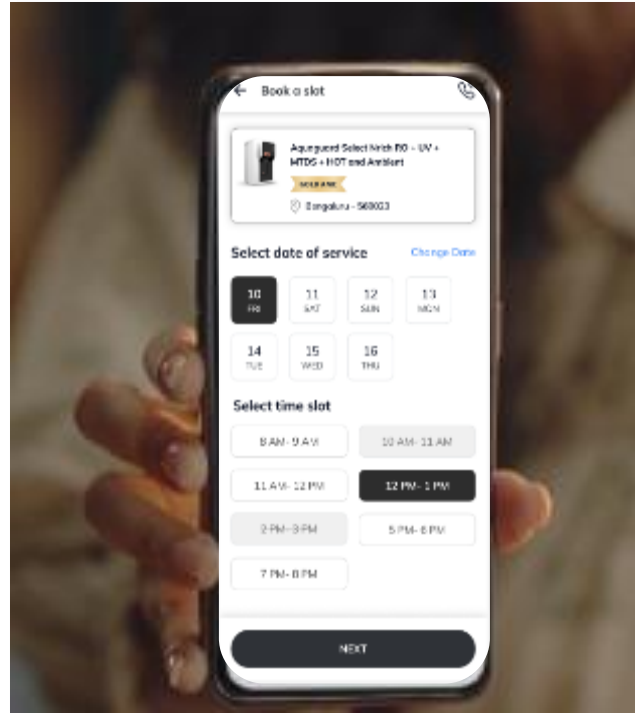
Affordable Premium Products
Surround 360 Range of Air Purifiers

Strong growth in new segments

360° intervention to drive customer experience and address service opportunity



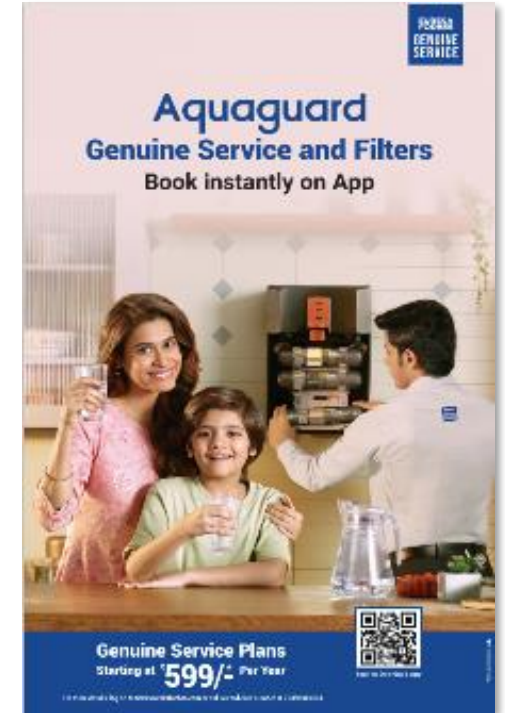
Enhanced Customer Experience



New Service Booking Experience
on Web and App



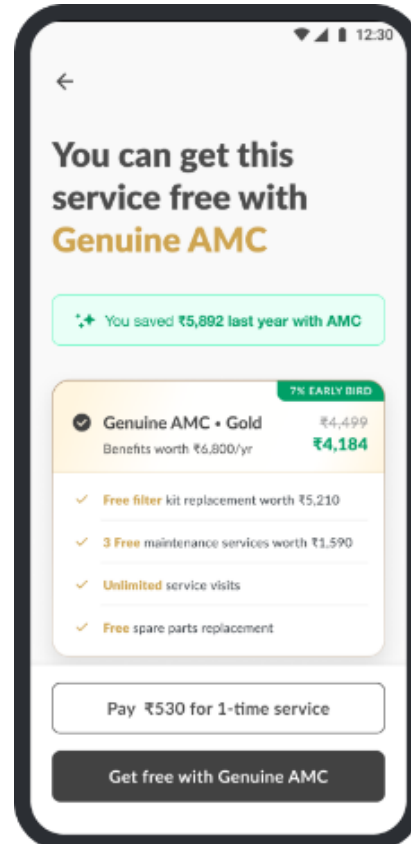
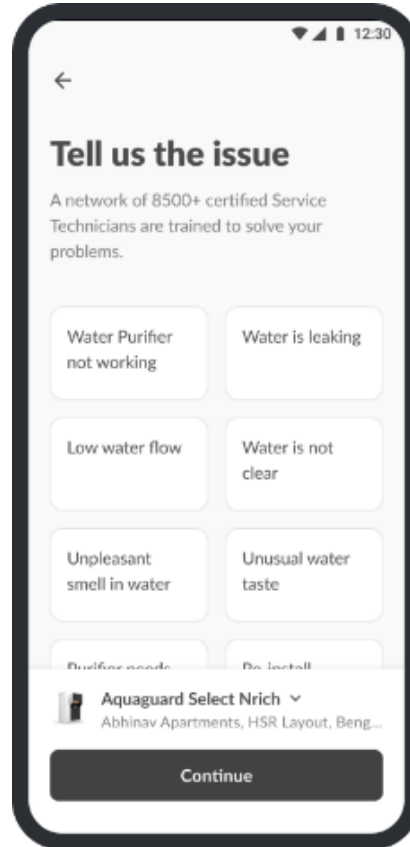
Segmented AMC Offerings



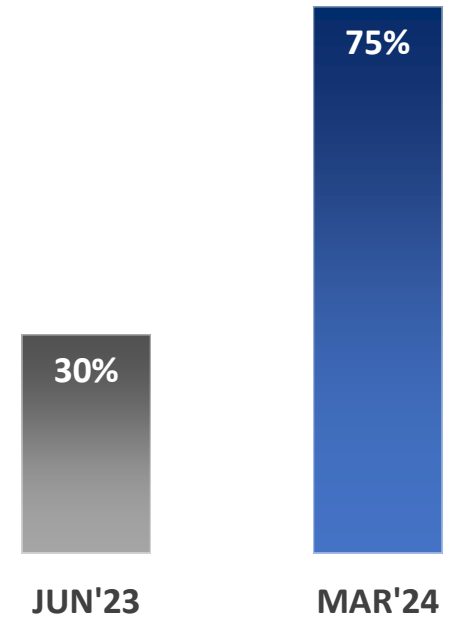
Service Campaign
on TV, Print and Digital

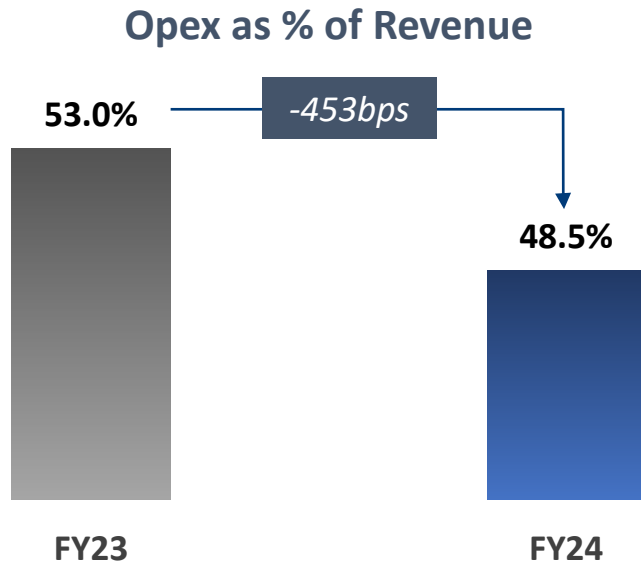
Service metrics at an all-time high

New UI/UX on App and Website to drive customer connect, convenience & commerce



App and Web based interactions (%)





% Revenue	FY24	FY23	▲ Change
Employee expenses	13.4%	14.4%	-105bps
Service charges	13.8%	14.3%	-53bps
Other expenses	21.3%	24.3%	-295bps

1. Reduction across all key spend lines; YoY decline of 3.8%
2. Key cost management initiatives:
 - **Employee Expenses:** Process automation and digitization led optimization
 - **Service Charge:** Increase in app-based complaint redressal, partner charges optimization
 - **Other Expenses:** Reduction in discretionary spends

Build Future Ready Organization



**Getting Closer to Customers and Partners –
Decentralized Regional Organization Structure**



**Building Alignment and Ownership –
Industry-first ESOP Plan for all Managers**

**Building New Capabilities –
R&D : Design & IoT
Digital : Product Management & Engineering
Data Science**

Management Views

Mr. Pratik Pota
MD & CEO



“As we exit the first full year of our transformation program Udaan, I am pleased to report progress on multiple fronts.

Continuing businesses grew by 11.4% in Q4 and by 7.9% for the year with H2 growth of 14.0%.

Driven by operating efficiencies and leverage, EBITDA margins for Q4 reached a lifetime high of 11.2% - an improvement of 186bps year on year.

For the FY, EBITDA margins expanded by 401bps to 10.3% in FY24 with a full year operational cash flow generation of Rs 194Cr.

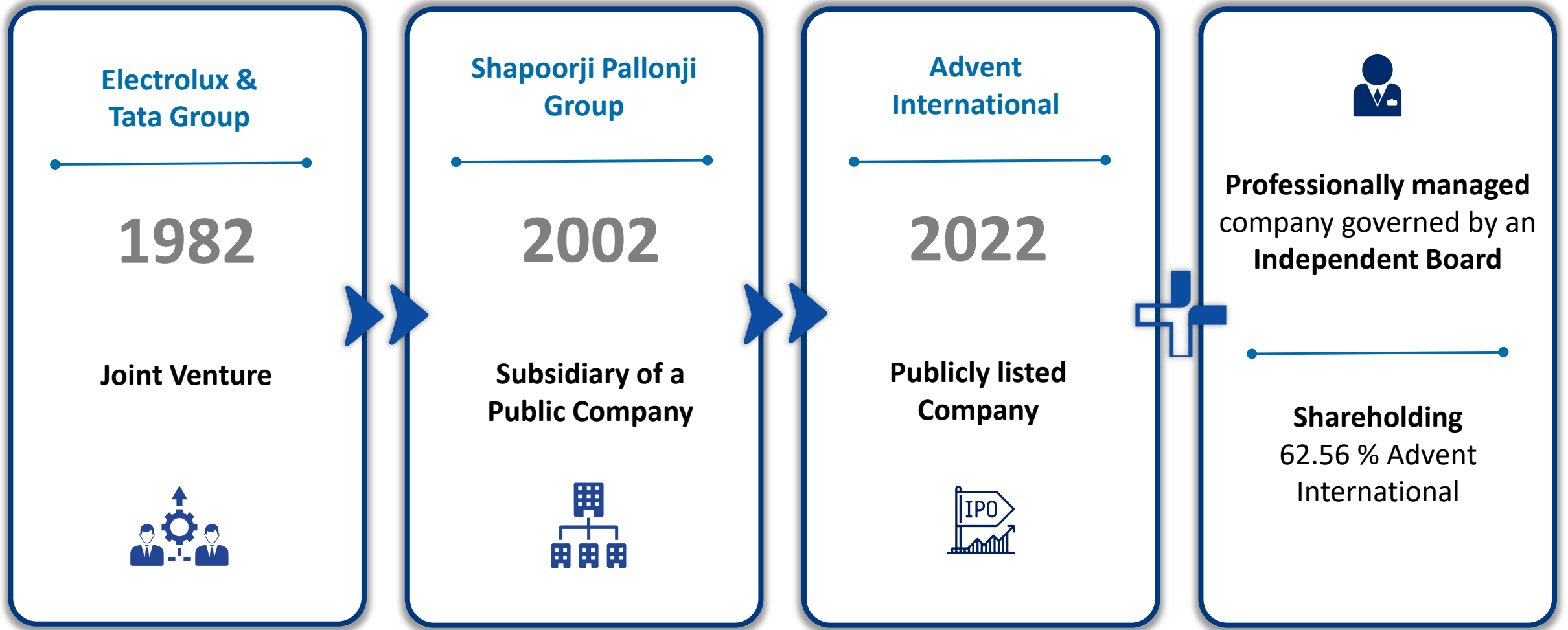
Transformation initiatives gathered momentum with the most visible impact in the areas of product innovations and consumer campaigns. Several new and industry first products were launched in all 3 categories of Electric Water Purifiers, Vacuum Cleaners and Air Purifiers. New launches were backed with advertising campaigns focused on driving penetration and category adoption.

The progress we have achieved in the first year of our transformation and with momentum of a double-digit H2 growth and lifetime high margins in Q4 give us the confidence and the energy as we enter the next stage in this journey of transforming this iconic brand and Company to its rightful place.”

04

- Q4 FY24 Highlights
- FY24 Highlights
- Transformation Update
- **Overview**
 - **Eureka Forbes**
 - **Industry**

Eureka Forbes: Overview



Pioneers & Leaders



Vacuum Cleaners



Water Purifiers



Direct Selling



Diversified Portfolio

Market leaders in Water Purifiers and Vacuum Cleaners

Wide range of products with state-of-the-art technology

Product portfolio catering to both **B2C and B2B customers**

Diversified revenue streams across product and service



Aquaguard®: One of the strongest consumer brands in India

**Universal Brand Awareness and Consideration
40 Years of Unconditional Trust and Acceptance**

Click on the image to view the video

Omni Channel Presence



- Direct Sales
- General Trade
- Modern Retail
- Ecommerce
- D2C
- B2B
- Canteen Stores (CSD)

Extensive Service network and strong customer connect

In home service in over

19,500 + PIN CODES



Large first party database of customers

~14 MILLION CUSTOMERS



EFL Management Team



Pratik Pota
Managing Director & CEO

30+ years @
Jubilant FoodWorks,
PepsiCo, Airtel, HUL



Ajit Dheer
Chief Operating Officer

26+ years @
HT Media, PepsiCo,
Spencer's Retail, Reckitt
Benckiser, Cargill, Dabur



Gaurav Khandelwal
Chief Financial Officer

21+ years @
HUL, Airtel, Oyo
Hotels & Homes



Mahnaz Shaikh
Chief Human Resources
Officer

19+ years @
Udaan, Godrej Consumer
Products Limited, P&G



Anurag Kumar
Chief Growth Officer

25+ years @
Unilever, Tata Play, ICI
Paints



Anirudha Karnataki
Head, Supply Chain &
Procurement

26+ years @
CEAT, Asian Paints,
Thermax



Suresh Redhu
Chief Technical Officer

33+ years @
Bluestar, Aquamall



Satish Satyarthi
Chief Innovation & R&D
Officer

23+ years @
Bajaj Electricals, Philips,
Buhler, Applied Materials,
Bluestar, Cummins



Nithyanand Shankar
Chief Digital Business
Officer

16+ years @
Amazon, P&G



Vikas Jayna
Chief Product & Technology
Officer

20+ years @
Swiggy, Times Internet,
Amazon, Infoedge

04

- Q4 FY24 Highlights
- FY24 Highlights
- Transformation Update
- **Overview**
 - Eureka Forbes
 - **Industry**

Macro factors supportive of growth



Growing consciousness on health & hygiene

Especially post Covid



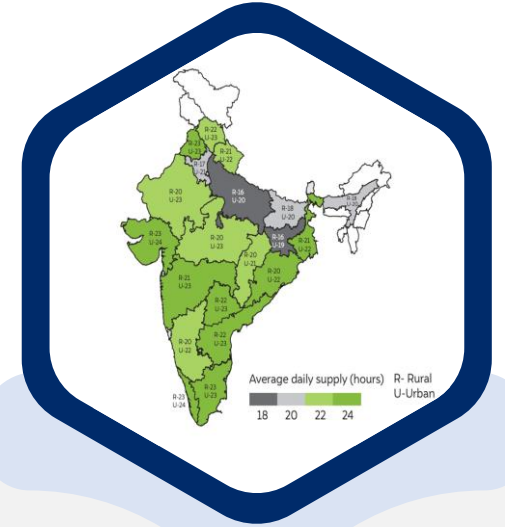
Low Category Penetration of the core categories

Amongst the lowest in consumer durables segment



Availability & Access to piped water

Jal Jeevan Mission now covers over 148 Mn. rural households



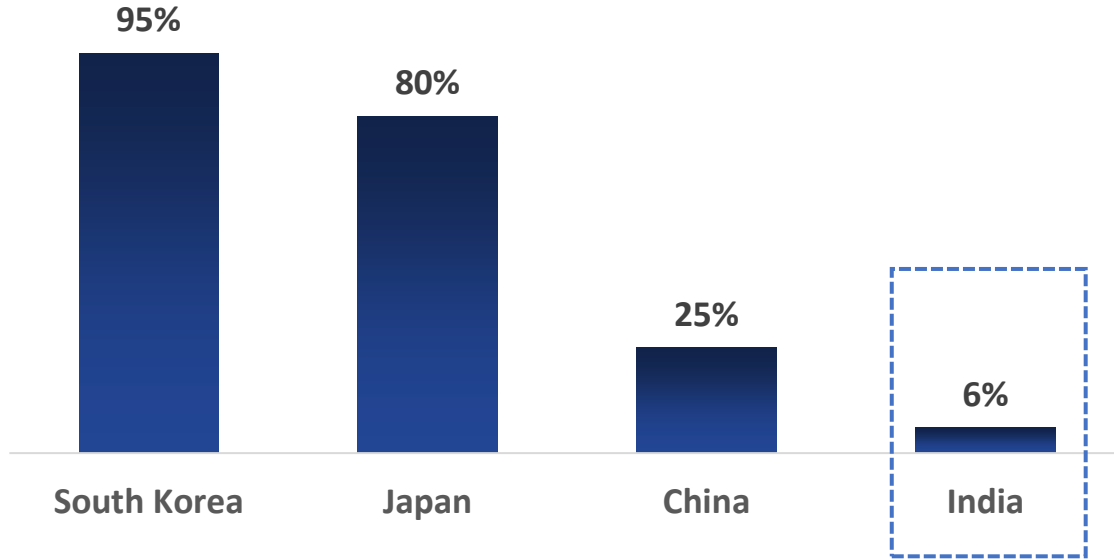
Growth in Electrification

96.7% of Indian households now connected to the grid and receive 20.6 hrs. of power supply

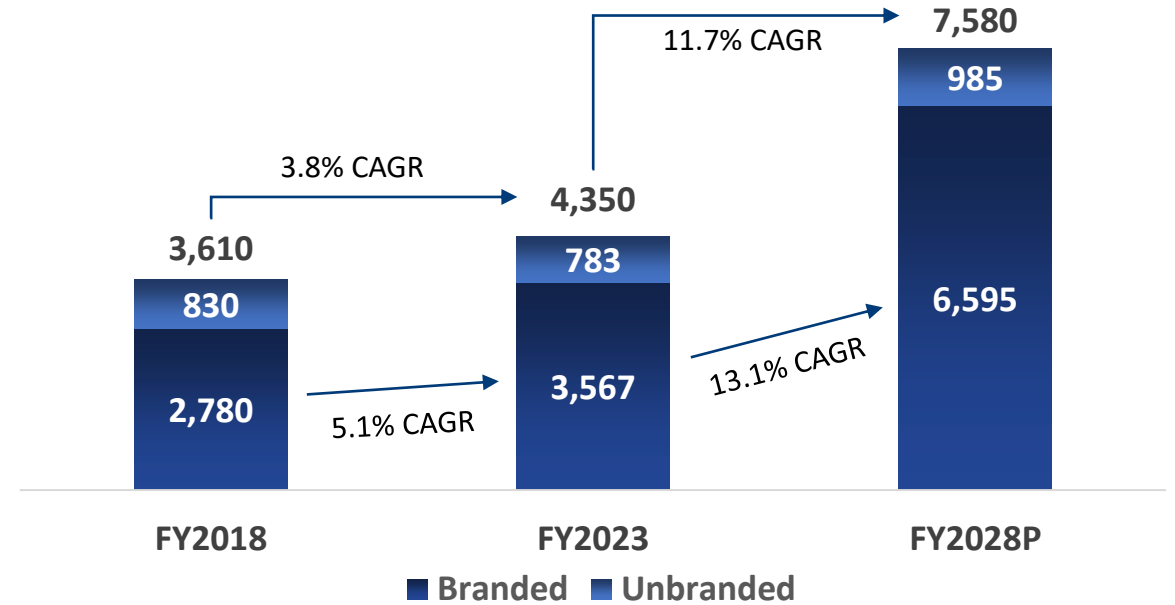


Water Purifier Industry to grow at ~12% CAGR during FY23-FY28P

Water Purifier Penetration (CY2022)



Water Purifier Industry – Products (Rs Cr)



Key tailwinds



Growing awareness and consciousness on Health and Hygiene



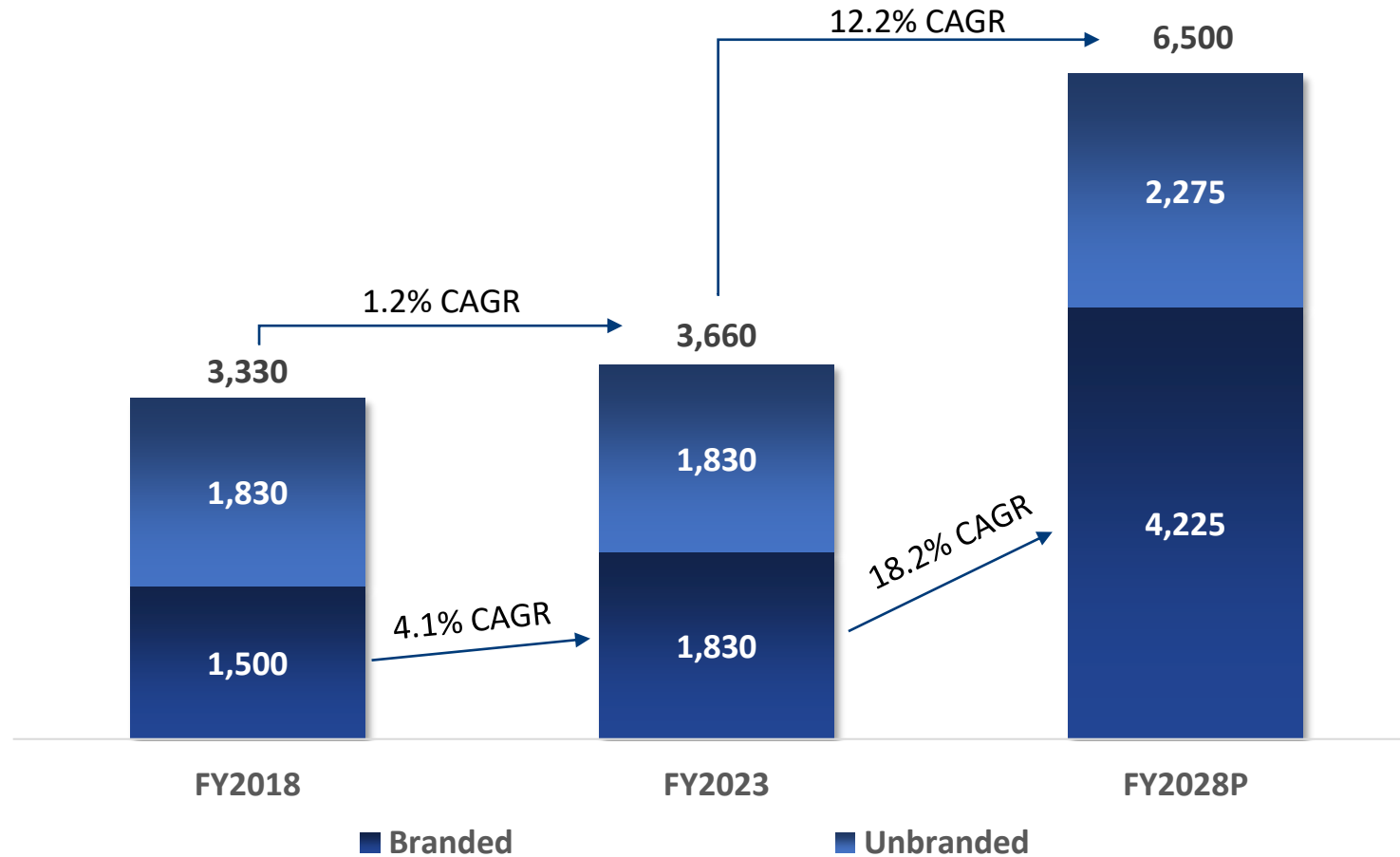
Coverage increased to 70% as of October 2023 from ~17% in 2019



Uninterrupted access to electricity for wider section of population

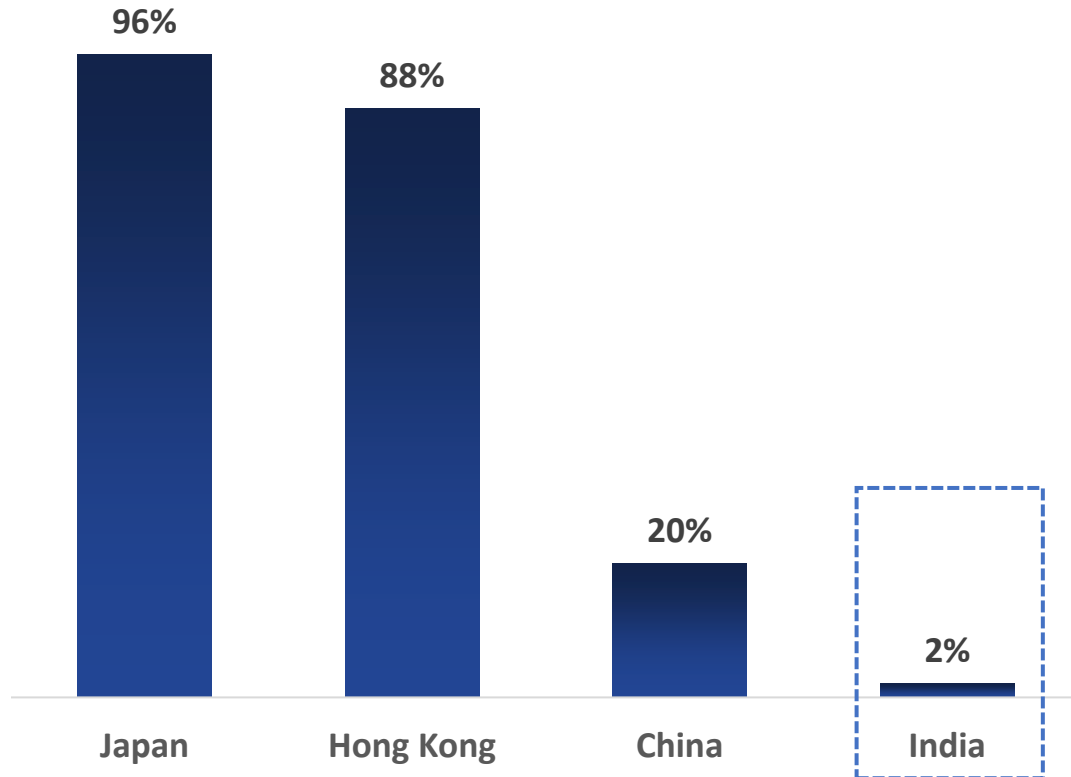
Water Purifier Services to become a Rs 6,500 Cr market by FY28P

Water Purifier Industry – Service (Rs Cr)

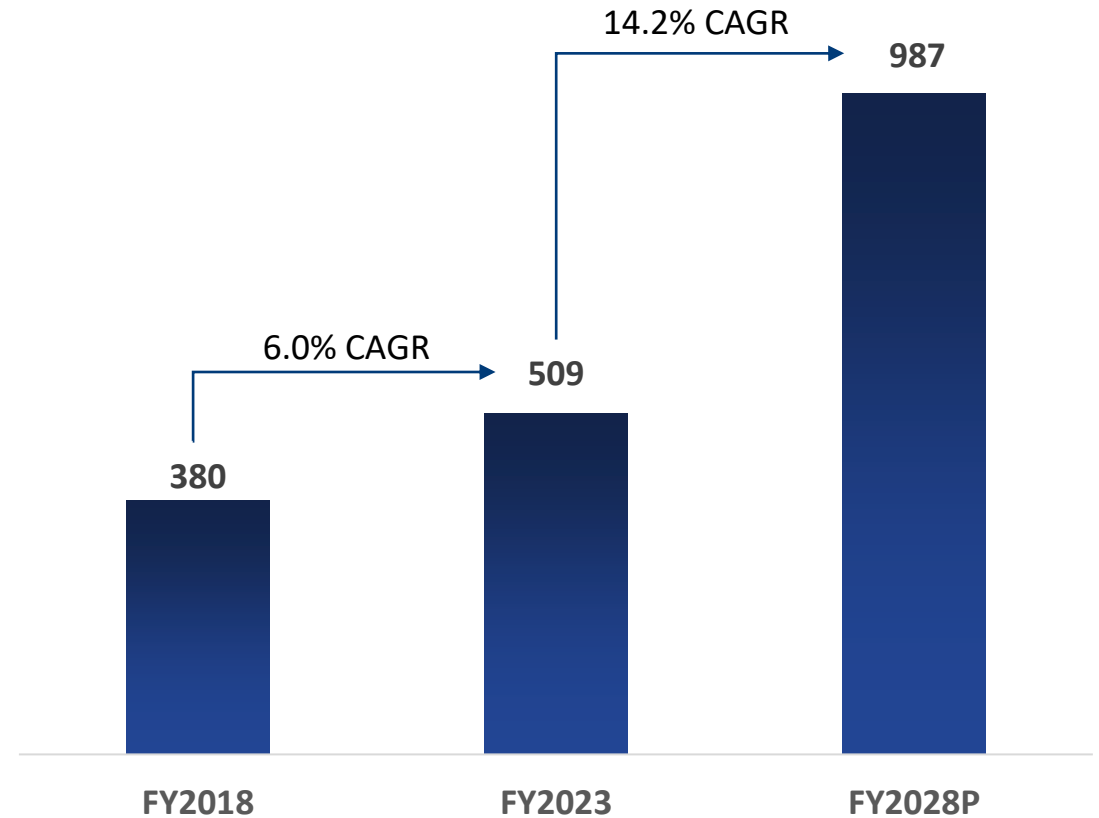


Vacuum Cleaner Market to nearly double by FY28P

Vacuum Cleaner Penetration



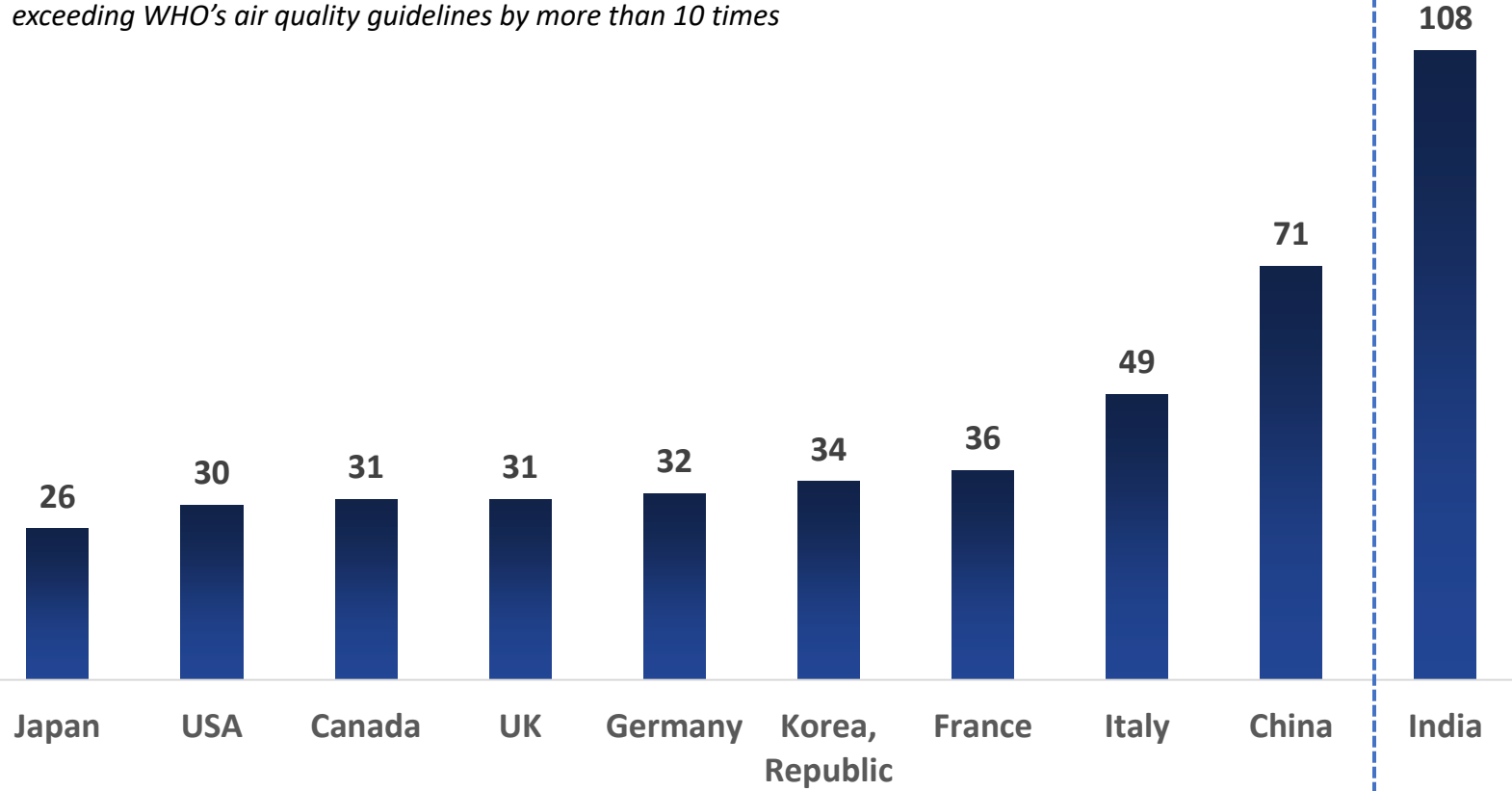
Vacuum Cleaner Industry (Rs Cr)



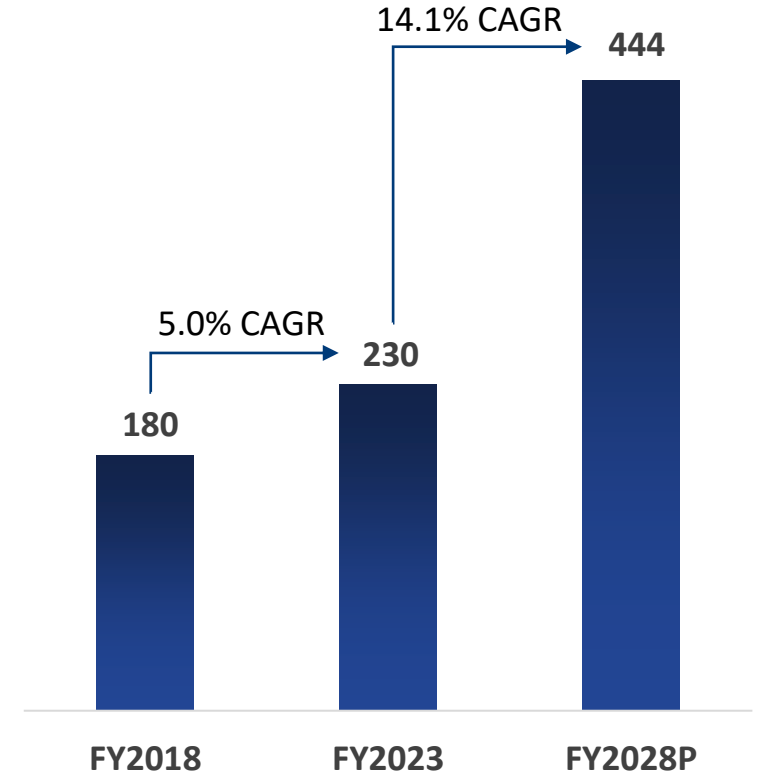
Rising demand for Air Purifiers amid deteriorating air quality

Global Air Quality Index (AQI*) (CY2022)

[^] 83 out of 100 most polluted cities globally are in India, exceeding WHO's air quality guidelines by more than 10 times



Air Purifier Industry (Rs Cr)



Source: Consumer Market Purification Devices in India – A Whitepaper by Technopak (reproduced with permission)

[^] Source for the news [Link](#)

*The AQI is a standardized measurement that quantifies the air quality of a given location considering various pollutants such as particulate matter (PM2.5 and PM10), nitrogen dioxide (NO₂), sulfur dioxide (SO₂), carbon monoxide (CO), and ozone (O₃). A lower AQI score indicates better air quality, while a higher score signifies worse air quality.

Contact Us

Corporate Identification No: L27310MH2008PLC188478

Regd. & Corporate Office: B1/B2, 7th Floor, 701, Marathon Innova, Ganpatrao Kadam Marg,
Lower Parel, Mumbai – 400013

Website: <https://www.eurekaforbes.com/>

Investor e-mail id: Investor.Relations@eurekaforbes.com

EFL BSE Scrip Code : 543482

EFL BSE Scrip ID : EUREKAFORBE

Note:

1. All financial data in this presentation is derived from reviewed standalone IND-AS financial statements
2. Due to rounding-off, the financial figures may not recalculate exactly
3. ^The erstwhile Eureka Forbes Limited's (EFL) health, hygiene, safety products and services undertaking was demerged into Forbes Enviro Solutions Limited (FESL) with prospective effect from 1st February 2022. Previous year numbers are on a proforma basis to depict the results of the combined entity (erstwhile EFL and FESL) had the acquisition of the business occurred as on 01 April 2021.

THANK YOU