

12 August 2024

BSE Limited National Stock Exchange of India Ltd.

Phiroze Jeejeebhoy Towers, Exchange Plaza, Plot no. C/1, G Block,

Dalal Street, Bandra-Kurla Complex

Mumbai- 400 001 Bandra (E), Mumbai - 400 051

Scrip Code: 543260 NSE Symbol: STOVEKRAFT

Dear Sir / Madam,

Sub: Investor Presentation for Conference Call – Regulation 30(6)

This has reference to our letter dated 05 August 2024 informing about conference call being organized by Orient Capital.

Pursuant to Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, please find attached a presentation to be made to analysts and the institutional investors at the conference call scheduled today.

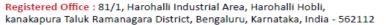
After the conference call, a transcript of the discussion shall also be posted on the website of the Company, www.stovekraft.com for information of the investors.

Thanking you,

Yours faithfully, For Stove Kraft Limited

Shrinivas P Harapanahalli Company Secretary & Compliance Officer

Stove Kraft Limited









stovekraft.com









Safe Harbor



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The only way to do great work is to love what you do

- Steve Jobs

Macro Economy Update



Indian Economic Indicators looks **promising**

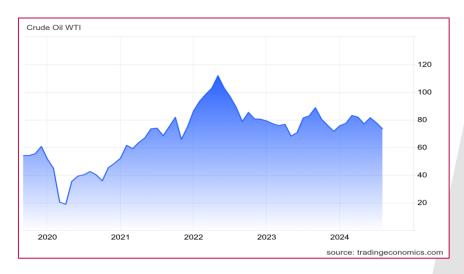
India's retail inflation (CPI) at 5.08% in Jun'24

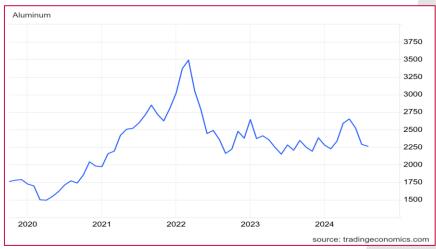
Core Inflation at **5.10%** in Jun'24

Demand in **Domestic Market** seen uplifted post Election

IIP (Industriall Production Index) has seen a **growth of 6.3%** in Jun'24

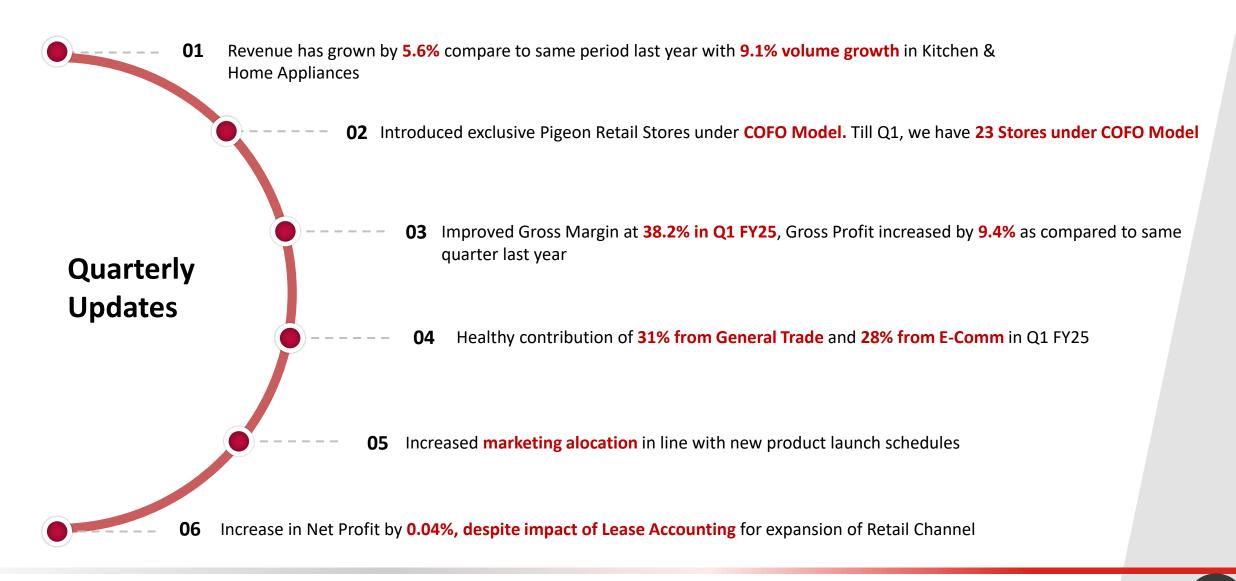
Increase in **Rural spending** is experienced





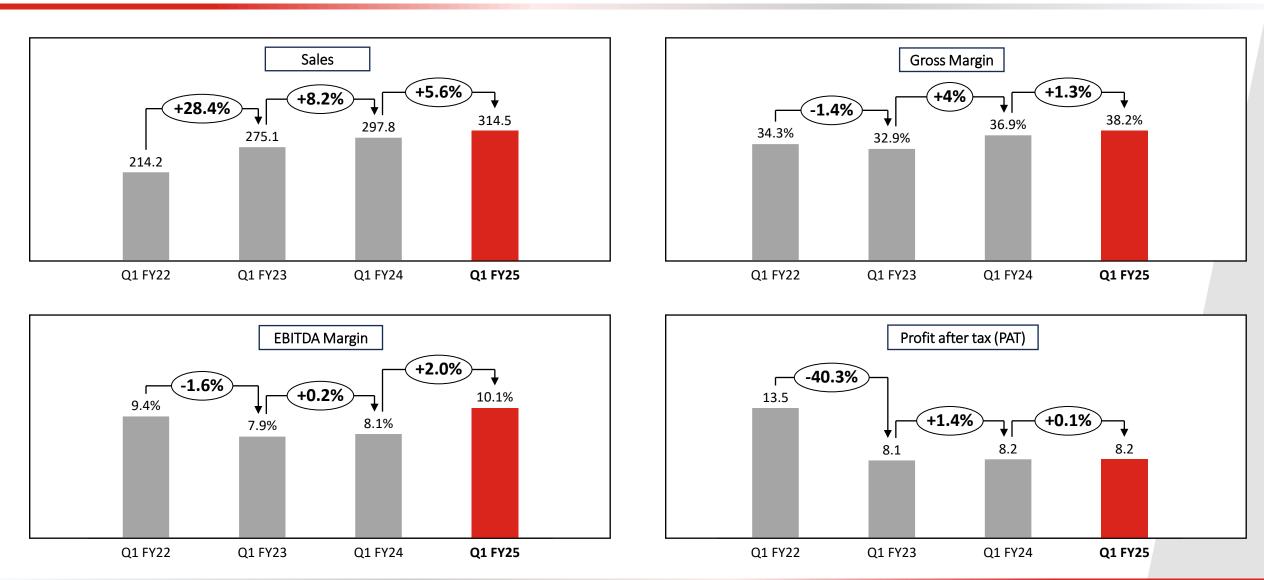
Q1FY25 Key Operational Highlights





Financial Snapshots





^{*} Impact in PAT & PBT is due to Lease Accounting under IndAS 116 for our Retail Stores

Q1 FY25 Performance (Y-o-Y)





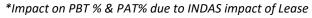




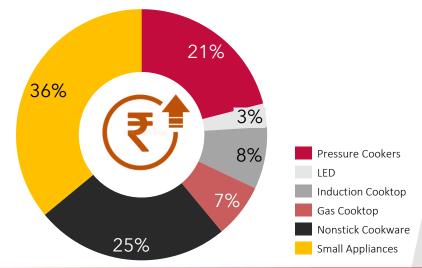


Q1 FY25 growth in Product Category

Product Category	Growth Val (YoY)	Growth Vol (Y-o-Y)	
> Cooker	2.2%	0.4%	
Induction Cooktops	-0.1%	8.2%	
Non-stick Cookware	17.6%	0.9%	
Small Appliance	11.6%	24.7%	
Gas Cooktops	-3.4%	0.5%	



Revenue Breakup: Q1 FY25



Q1FY25 Consolidated Profit & Loss Statement



Profit & Loss Statement (Rs. Crs.)	Q1 FY25	Q1 FY24	Y-o-Y	Q4 FY24	Q-o-Q
Revenue from Operations	314.5	297.7	5.6%	325.2	-3.3%
Cost of Materials Consumed	175.6	182.7		188.8	
Purchase of stock-in-trade	20.5	26.7		25.4	
Changes in Inventories of Finished Goods and Work in Progress	-1.8	-21.5		-9.6	
Gross Profit	120.1	109.8	9.4%	120.7	-0.5%
GP %	38.2%	36.9%		37.1%	
Employee Benefits Expense	42.0	38.9		40.1	
Other Expenses	45.8	44.0		51.1	
Allowance for ECL	0.8	3.0		4.7	
EBITDA	31.7	23.9	32.1%	24.8	27.7%
EBITDA %	10.1%	8.0%		7.6%	
Other Income	1.0	1.6		-0.5	
Depreciation and Amortisation Expense	15.0	10.3		14.6	
EBIT	17.6	15.2		9.8	
Finance Costs	6.7	4.2		7.5	
PBT	10.9	11.0		2.2	
Total Tax Expense	2.7	2.9		-0.4	
Profit for the year	8.2	8.1	0.04%	2.7	208.7%
PAT %	2.6%	2.7%		0.8%	

^{*}Impact on PBT % & PAT% due to INDAS impact of Lease for Retail Business amounting Rs. 1.74 cr.

Updates on Exclusive Retail Channel



Launched new store in Punjab and expansion continued in existing markets, fortifying our position in NCR and South India enabling the brand to tap into new markets and attract a wider customer base

191 **Stores**

191 Stores operational in 11 states & 49 Cities of India including UP, Punjab. Added 20 new stores in Q1′25

88,399

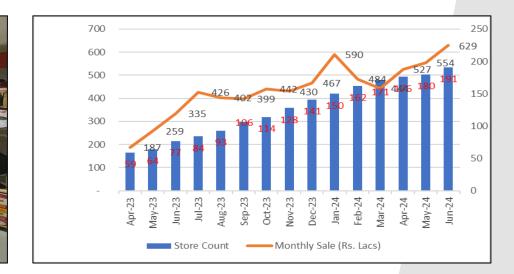
Number of new customers added. 16% repeat purchase 125,347 units sold

Pressure Cooker & Non Stick contributing 36% of the Revenue 23 Stores

Introduced exclusive Pigeon Retail Stores under COFO Model







*As per 30th Jun'24





INTRODUCTION

Stovekraft introduces 'Electra' the Ultimate Electric Pressure Cooker system under Pigeon Brand Electra – Unlocking Culinary Creativity and redefining Cooking Convenience

By adminnxn - June 18, 2024 🗪 0











स्टोवक्राफ्ट ने पिजन ब्रांड के तहत इलेक्ट्रा इलेक्ट्रिक प्रेशर कुकर लॉन्च किया

दक्षिण भारत राष्ट्रयत

बेजर्ड। भारत की आएगी रखोर्ड पिजन ब्रांड के तहत इलेक्ट्रा प्रेशर कुकर लॉन्च किया है जिससे भारतीय महिलाओं को खाना पकाना पहले से अधिक सुविधाजनक एवम सरकित हो गया है। इलेक्ट्रा प्रेशर किया गया है जिससे यह प्रत्येक वपभोक्ता की जरूरत को परा कर सके यह अपने उपभोक्ताओं को नी पॉनिटरिंग नीडेड फंक्शनेलिटी तथा ऑटो ऑफ फीचर जेंसी खुविधाएं प्रदान करता है। जिससे इसके परंपरागत प्रेशर कुकर के विपरीत कम सिटी की आवाज में काम करता सुविधा वेता है जिससे यह सुनिश्चित



कहा कि इलेक्टा हमारी निरंतर अत्याचनिक तकनीक के साथ सशक बनाने की हमारी प्रतिबद्धता

कंपनी के मुख्य विकास मौके पर अपनी खुशी जाहिर करते. बारे में विस्तार से बताते हुए कहा सुविधाजनक है वरन इसके माध्यम जिना विशेष प्रयास के ही रवादिष्ट आरत में भी अपने खबरा रटोर

ब्रांड है जिसकी रथापना सन अधिकारी मयंक गुप्ता ने इलेक्ट्रा के से भी ज्यादा रसोई उत्पादों का













Pigeon Cosmic Series Glass Cooktops – Ultra-Slim Elegant Design with unparalleled safety which comes with Forged SABAF Brass Burners 4 ring high-heat blue flame, Bi-Metal Hybrid SABAF Mixing Tubes & precise flame controlled SABAF Valves along with toughened glass, Slim & Elegant knobs & crown shaped pan supports.







Pigeon 12Ltrs Aifryer OTG – is a revolutionary Airfryer+OTG designed to enhance home cooking by offering versatile functions of an Airfryer as well as an Oven, 9 pre-set menus, precise temperature control, and a large capacity, allowing users to create delicious, healthier meals with ease.



Pigeon Jumbo Sandwich Griller – Perfect Large sized Griller with Oil collector and opens up to use as an open Griller





Pigeon Sandwich Griller – New Ergononically designed Sandwich Grillers for perfect grilling







Pigeon Dlx Series Chimneys – The inclined design of Xtreme Dlx helps in capturing smoke & fumes more effectively, comes with a new age design & look for the kitchen with High Air-suction & low noise levels





Pigeon Nutri Master 2 & 3 Jar – Perfect morning companion for Juicing, Blending and Healthy living.



Pigeon Air Turbo Vacuum Cleaner – High Suction (18kPa), Hepa Filter, Easy to Carry, 2 Accessory for a compact vacuuming space.



PigeonTitan Heavy Weight Iron – 1.8KG true heavy weight with dual layerd nonstick coating sole plate for the professional ironing experience

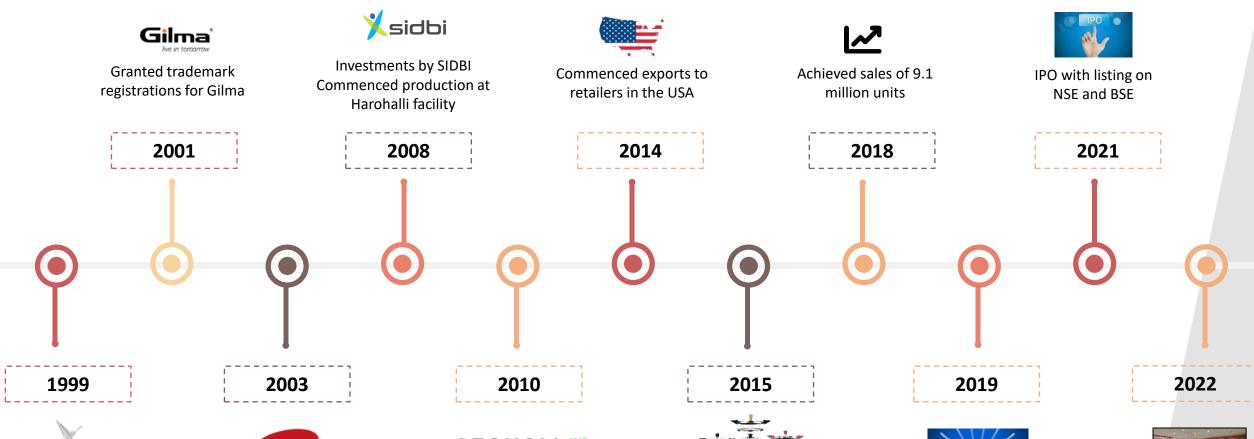


Pigeon Uno Blendo – On the go Personal Blenders in new attracting colours, Blend juices instantly



Key Milestones





Incorporated Stove Kraft as a Pvt. Limited

STOVEKRAFT

Granted trademark registrations for Pigeon

SEQUOIA 🖺

First Investment by Sequoia



Certificate of registration of design was granted for our product 'Super cooker'



LED Plant in Bangalore & Inner Lid Cooker Plant in Baddi, HP



Introduce Retail Channel from Bangalore

Diverse range of products across consumer preferences...





Cookware—Pressure cooker, wonder cast cookware, non-stick cookware, electric rice cookers and titanium hard anodized cookware

Cooktops and other kitchen solutions –Hobs, glass cooktops, stainless steel cooktops, induction cooktops and chimneys

Small appliances –Mixer grinders, rice cookers, electric kettles, toasters, sandwich makers, knives, steam irons, juicers, food steamers, air fryers and electric grills

Other products –Emergency lamps, water bottles and flasks, aluminum ladders, cloth dryers, water heaters, dustbins and mops



LPG Stoves

Massage apparatus

Water heaters

Chimney

Hobs

Cooktops

Kitchen sinks



Small appliances – Food processors, juicers, hand blenders, hand mixers, mini choppers, oven toaster grills, rice cookers, coffee makers, toasters, sandwich makers and kettles

Other products – Steam irons, dry irons, water heaters and oil fin radiators



LED bulbs

Battens

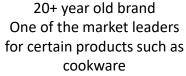
Downlights

Multi-brand approach to capture the entire value chain...

Value









Launched in 2016 and manufacturing commenced in 2019

Semi - Premium



- Offers a modular kitchen experience
- Comprises chimneys, hobs and cooktops across price ranges and designs
- Sold exclusively though Gilma branded outlets, which are owned and operated by franchisees
- Gilma specific mobile application for customers to raise post sales service requests

Premium

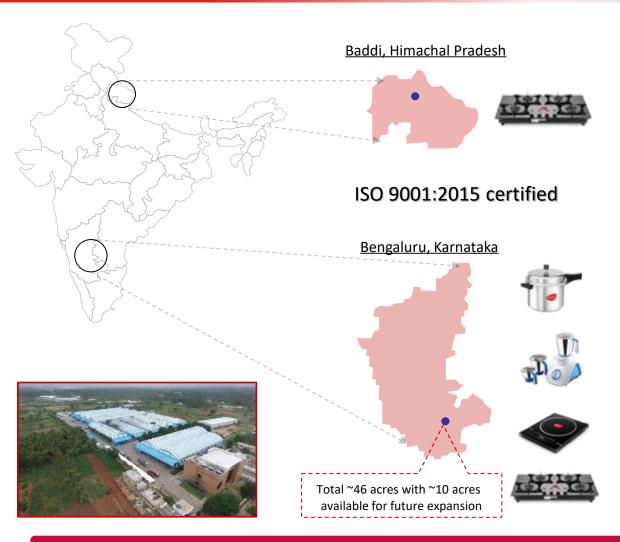


- Entered into an exclusive brand licensing agreement with Stanley Black & Decker Inc. in 2016
- Retailer for and provider of post-sales service for blenders, juicers, breakfast appliances, etc.
- Separate distribution spread across 10 states

*Source: F&S Report

State of the Art Manufacturing Facilities with focus on quality





Dedicated in-house R&D facility

Comprising of 13 personnel and tie-ups with foreign companies for technology enablement

Focus on quality is maintained at all stages

Sourcing of raw materials Product development Manufacturing stage

Rigorous review and monitoring process

Subject to a rigorous review and monitoring process undertaken at our Bengaluru Facility

Sourcing team and quality assurance team

Dedicated sourcing team and quality assurance team based out of China

Both facilities have a high level of backward integration, and our manufacturing process is not dependent on third party suppliers and OEMs

Professional Management Team



Mr. Rajendra Gandhi Managing Director

- Founder of Stove Kraft with over 22 years of experience
- Entrepreneur who built Stove Kraft to one of the leading brands for kitchen appliances in India
- Continues to be closely involved in the day-to-day affairs of the Company and is instrumental in promoting Stove Kraft's culture of innovation

Mr. Rohit MagoChief Revenue Officer

- B Sc, Government Autonomous Science College, Jabalpur; MBA, Rani Durgavati Vishwavidyalya; Post-graduate certificate in retail management, XLRI Jamshedpur
- 18+ years of experience including a 14-year stint with HPCL

Mrs. Neha Gandhi, Executive Director

- Holds a Bachelor's Degree in Business Administration from Christ University (Bengaluru) and completed Post Graduation Certificate Program in Sales and Marketing Management from MICA
- Served as a Graduate Trainee at Viacom18

Dr. Manu NandaChief Marketing Officer

- He will lead the Marketing and Products function. He will be responsible for strengthening marketing & branding at SKL as well as increasing the pull factor for its products across channels, categories and increasing the footprint of SKL across India.
- He has more than 2.5 decades of rich experience in establishing, achieving breakthrough performances in "Consumer Products" focused businesses

Mr. Ramakrishna Pendyala Chief Financial Officer

- He holds a bachelor's degree in commerce and is a member of Institute of Chartered Accountants of India (ICAI) and Institute of Cost Accountants of India (ICMAI)
- Has more than 18 years of experience in the corporate finance, controlling, auditing, taxation, corporate governance and compliance fields

Mr. Mayank GuptaChief Growth Officer

- Mayank is the CGO at SKL. He is responsible for designing and execution of growth strategy for emerging brands and retail stores at SKL
- Mayank has a rich and diverse experience of more than 16 years in spearheading retail business verticals & in establishing new business across product categories

*Source: F&S Report

Professional Management Team



Mr. Rajendra Gandhi Managing Director

- Founder of Stove Kraft with over 22 years of experience
- Entrepreneur who built Stove Kraft to one of the leading brands for kitchen appliances in India
- Continues to be closely involved in the dayto-day affairs of the Company and is instrumental in promoting Stove Kraft's culture of innovation

Mrs. Sunita Gandhi, Non-Executive Director

- She is promoter of the Company and appointed as an additional nonexecutive director
- Completed her senior secondary certification from SS Jain V High School.
 She was also director of the Company from 10th July'04 till 30th Sep'16

Mrs. Neha Gandhi, Executive Director

- Holds a Bachelor's Degree in Business Administration from Christ University (Bengaluru) and completed Post Graduation Certificate Program in Sales and Marketing Management from MICA
- Served as a Graduate Trainee at Viacom18

Mr. Natrajan Ramakrishna Independent Director

- He is a qualified Chartered Accountant with an experience of over forty years in the accounting profession focusing mainly on Generally Accepted Accounting Principles (GAAP), IFRS, IndAS and Auditing.
- He has a proven track record of work spread over various sectors focusing on IT, Financial Services, FMCG

Ms. Shubha Rao Mayya Independent Director

- Holds a bachelor's degree in commerce from the University of Mumbai and is a chartered accountant with the Institute of Chartered Accountants of India
- Prior experience includes ICICI Limited, ICICI Prudential Life Insurance Company and Tata Consultancy Services
- Serves as a Director on the board of Ace Manufacturing System Limited

Mr.Avinash GuptaIndependent Director

- He is highly experienced, execution-focused senior leader with a strong, global background and brings more than 3 decades of experience and a vast network of business relationships.
- Avinash has worked extensively in financial services including M&A, equity and debt financing, private equity placement and advisory across

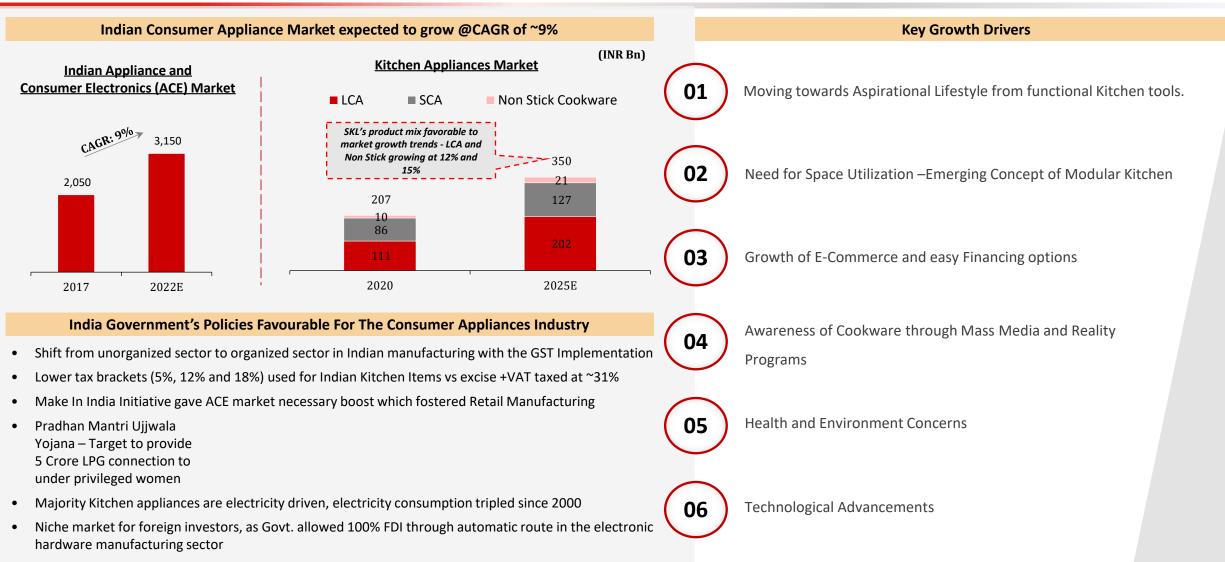
Mr. Anup S Shah Independent Director

- Mr. Anup S Shah is an Additional Independent Director of the Company. He holds a Bachelor's Degree in Commerce from HR College, Mumbai and a degree in law from Government Law College, Mumbai.
- He has over 36 years of experience in the field of law, specifically real estate law. He is the founder partner of Anup S Shah Law Firm in Bangalore

*Source: F&S Report

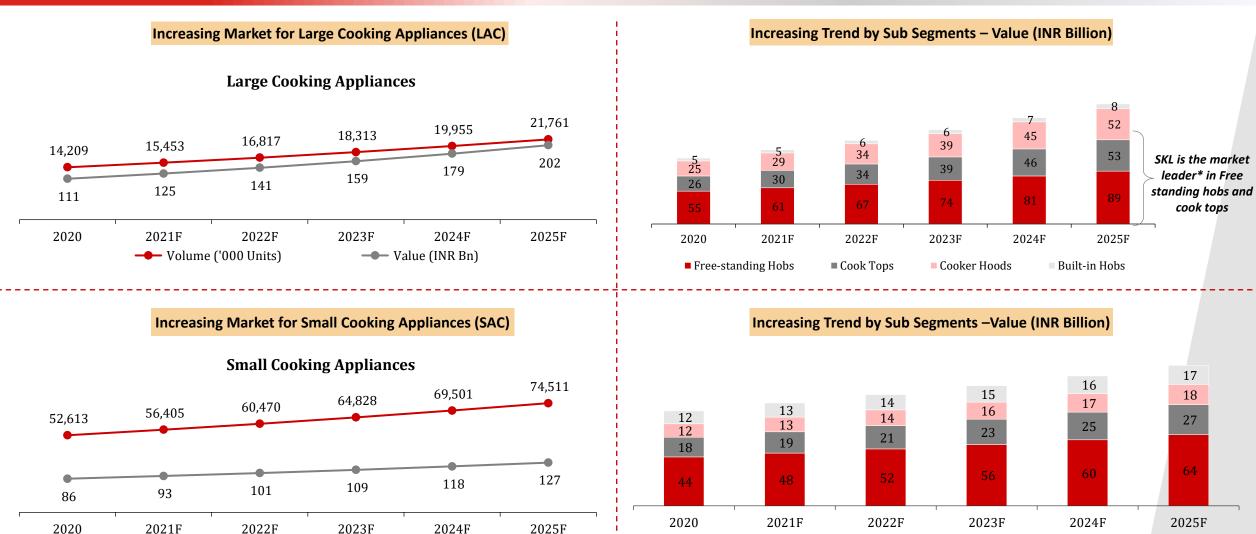
Shift in Consumption Patterns and Favorable Governments Policies





Indian Large & Small Cooking Appliance Market





■ Mixer Grinder

■ Pressure Cooker

→ Value (INR Bn)

→ Volume ('000 Units)

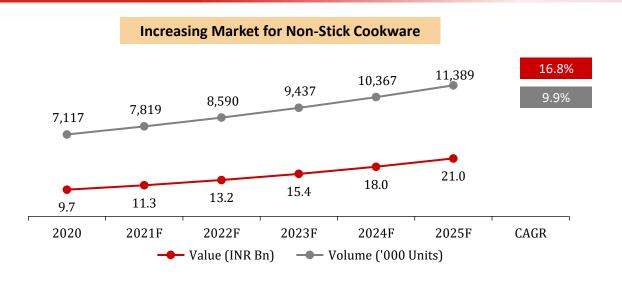
Others

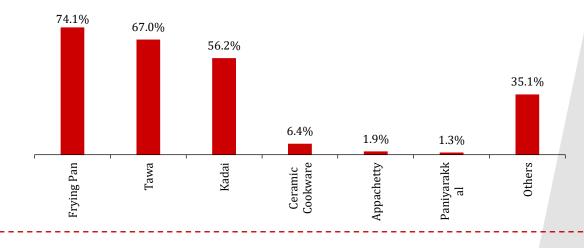
■ Food Processors

^{*} As per market share of retail sales volume; # Others include electric rice cooker, blenders, electric kettle, coffee maker and juice extractor

Non – Stick Cookware and Indian Household Utility Products



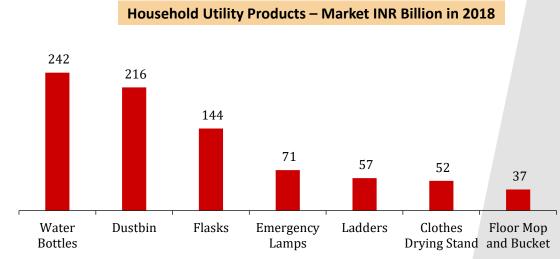




Types of Non-Stick Cookware Used (%) in 2020

Company has prominent position in South India for non-stick cookware

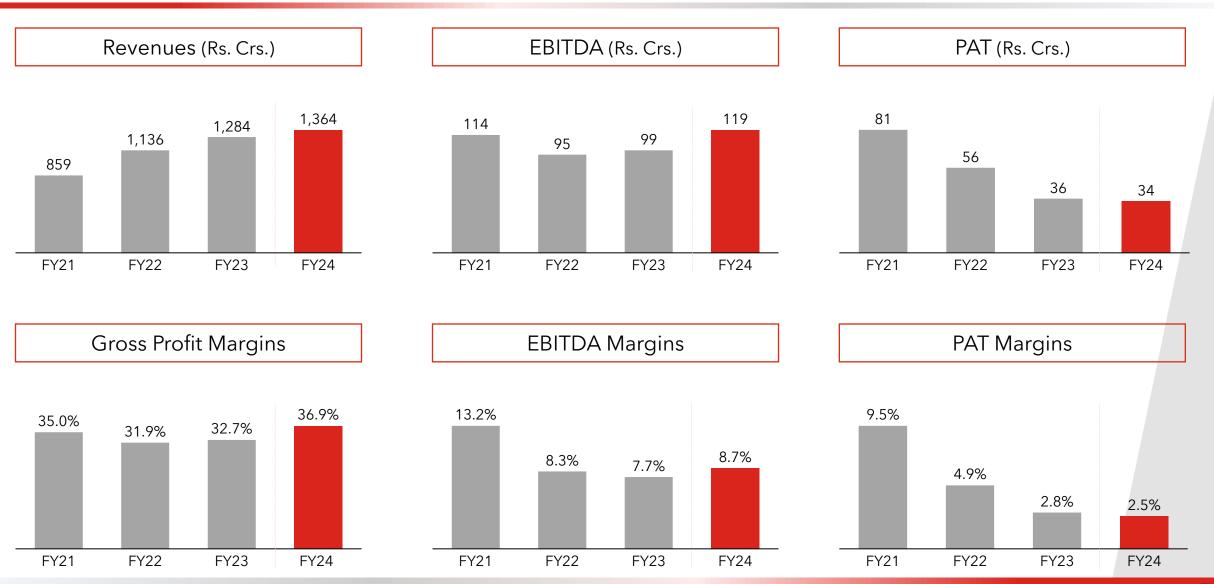
- Stove Kraft Limited is the 3rd largest market share (12.4%) by volume in Non-Stick Cookware
- It enjoys a prominent position in the Non-Stick cookware market in the southern region
- Stove Kraft Limited has one of the few facilities in India to have an automated roller coating line for manufacturing of non-stick cookware
- It offers special range of products which cater to the regional cuisine of Southern India
- Latest innovation aimed at product efficiency and user convenience includes a new MIO[™] non-stick cookware range
 - Developed using latest Italian technology
 - ensuring high durability and smoothness
 - Range has 5 layer 'Scandia' coating





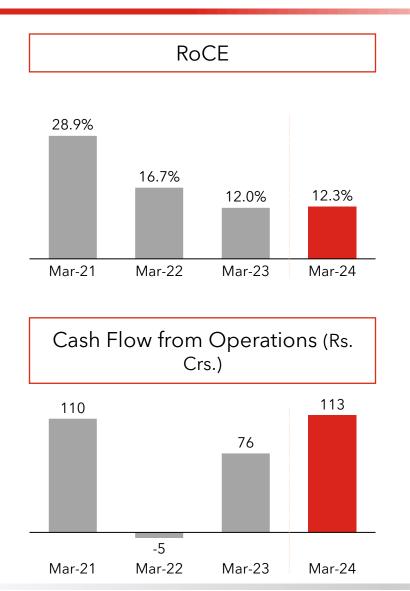
Consolidated Operating Performance

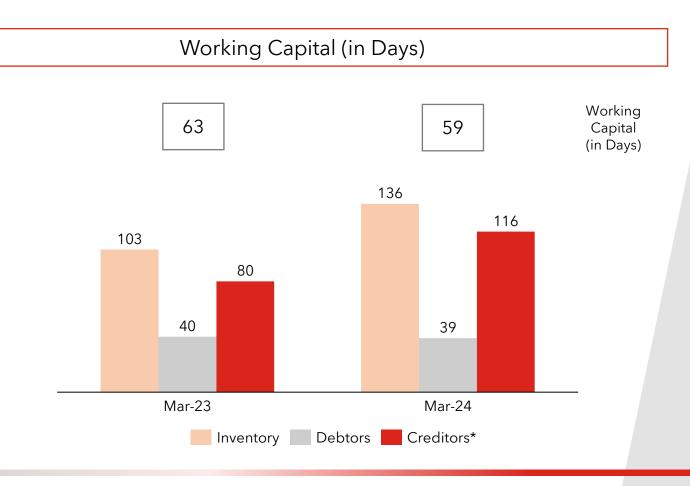




Key Financial Metrics







Historical Profit & Loss Statement



Profit & Loss Statement (Rs. Crs.)	FY24	FY23	FY22	FY21
Revenue from Operations	1,364.3	1,283.8	1,136.4	859.0
Cost of Materials Consumed	813.0	746.1	702.6	442.4
Purchase of stock-in-trade	101.7	113.8	110.9	125.2
Changes in Inventories of Finished Goods and Work in Progress	-54.4	3.5	-40.1	-9.4
Gross Profit	504.0	420.4	362.9	300.7
GP %	36.9%	32.7%	31.9%	35.0%
Employee Benefits Expense	166.6	142.9	112.4	80.6
Other Expenses	209.1	174.2	142.4	102.3
Allowance for ECL	9.5	4.3	13.3	4.0
EBITDA	118.8	99.0	94.8	113.8
EBITDA %	8.7%	7.7%	8.3%	13.2%
Other Income	0.1	-3.5	-1.6	0.5
Depreciation and Amortisation Expense	49.3	31.7	19.7	14.2
EBIT	69.6	63.8	73.6	100.1
Finance Costs	24.0	16.5	11.0	18.8
PBT	45.6	47.3	62.5	81.3
Total Tax Expense	11.4	11.5	6.3	0.0
Profit for the year	34.1	35.8	56.2	81.3
PAT %	2.5%	2.8%	4.9%	9.5%

Historical Balance Sheet- 1/2



EQUITY AND LIABILITIES (Rs. Crs.)	31-Mar-24	31-Mar-23	31-Mar-22	31-Mar-21
Equity share capital	33.1	33.0	32.9	32.6
Other equity	406.2	370.3	331.1	270.1
Total Equity	439.2	403.4	364.0	302.7
Financial liabilities				
Borrowings	4.9	10.0	15.3	20.7
Lease Liabilities	101.9	32.3	0.0	-
Other Financial Liabilities	11.8	27.3	19.0	17.1
Provisions	9.2	6.5	6.2	6.3
Total Non-Current Liabilities	127.7	76.0	40.5	44.0
Financial liabilities				
Borrowings	140.9	118.8	63.1	36.6
Lease liabilities	8.6	2.2	0.0	0.0
Trade payables	260.6	177.5	127.4	152.5
Suppliers Credit	50.4	44.2	57.9	-
Other financial liabilities	20.6	27.1	27.9	6.9
Provisions	7.9	6.9	5.4	3.1
Other current liabilities	40.5	41.3	42.0	25.2
Current tax liabilities (net)	0.0	0.1	0.4	0.0
Total Current Liabilities	529.5	418.1	324.0	224.3
Total Liabilities	657.2	494.1	364.5	268.3
Total Equity and Liabilities	1096.4	897.5	728.5	571.0

Historical Balance Sheet- 2/2



ASSETS (Rs. Crs.)	31-Mar-24	31-Mar-23	31-Mar-22	31-Mar-21
Property, plant and equipment	396.6	362.4	309.4	217.7
Capital work-in-progress	29.6	9.5	9.2	19.1
Intangible assets	3.0	4.0	3.0	3.2
Right to Use Assets	110.5	35.6	0.0	0.0
Goodwill on Amalgamation	0.1	0.1	0.0	0.0
Financial Assets				
Investments	0.0	0.0	0.0	0.0
Other Financial assets	2.0	8.1	8.2	5.3
Income Tax Assets (Net)	2.5	1.4	3.2	0.3
Current Tax Assets	1.0	1.3	0.2	0.0
Other non-current assets	40.2	39.7	20.7	9.8
Total Non-Current assets	585.5	462.2	353.8	255.4
Inventories	320.3	243.3	217.4	156.0
Financial Assets				
Trade receivables	146.3	140.9	96.7	84.7
Cash and cash equivalents	7.1	2.5	0.4	29.5
Bank balances	7.9	17.2	11.6	7.9
Loans	0.0	0.0	0.0	0.5
Other current financial assets	0.5	1.0	1.5	2.9
Other current assets	28.8	30.3	46.9	34.0
Total current assets	510.9	435.3	374.6	315.6
Total Assets	1096.4	897.5	728.5	571.0

Historical Cash Flow Statement



Cash Flow Statement (Rs. Crs.).	Mar-24	Mar-23	Mar-22	Mar-21
Cash Flow from Operating Activities				
Profit before Tax	45.6	47.3	62.5	81.2
Adjustment for Non-Operating Items	84.4	52.9	46.0	36.8
Operating Profit before Working Capital Changes	129.9	100.1	108.5	117.9
Changes in Working Capital	-5.0	-12.6	-104.8	-14.9
Cash Generated from Operations	124.9	87.6	3.7	103.0
Less: Direct Taxes paid	-12.4	-11.3	-9.0	-0.1
Net Cash from Operating Activities	112.6	76.3	-5.3	102.9
Cash Flow from Investing Activities	-88.6	-104.0	-115.3	-65.5
Cash Flow from Financing Activities	-19.3	29.8	91.6	-22.3
Net increase/ (decrease) in Cash & Cash equivalent	4.6	2.1	-29.0	15.1
Cash and cash equivalents at beginning of the year	2.5	0.4	29.4	14.4
Cash and cash equivalents at the end of the year	7.1	2.5	0.4	29.5





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