

Date: July 31, 2024

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: 97/2024-25	Our Reference: 97/2024-25

Dear Sir/Madam,

Sub: Investor Presentation

This is in continuation of our earlier letter regarding outcome of Board Meeting dated July 31, 2024, wherein the Company had approved unaudited financial results (Standalone and Consolidated) for the quarter ended June 30, 2024, and press release thereafter.

In this regard, please find enclosed herewith an investor presentation for the same.

You are requested to take the same on your record.

Thanking you,

For Crompton Greaves Consumer Electricals Limited

Rashmi Khandelwal
Company Secretary & Compliance Officer
ACS - 28839

Encl: as above

Crompton



Q1 FY25 Investor Presentation

31st July 2024

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Index



Crompton 2.0



Environment Scan



Q1 FY25 Performance



Financial Statements

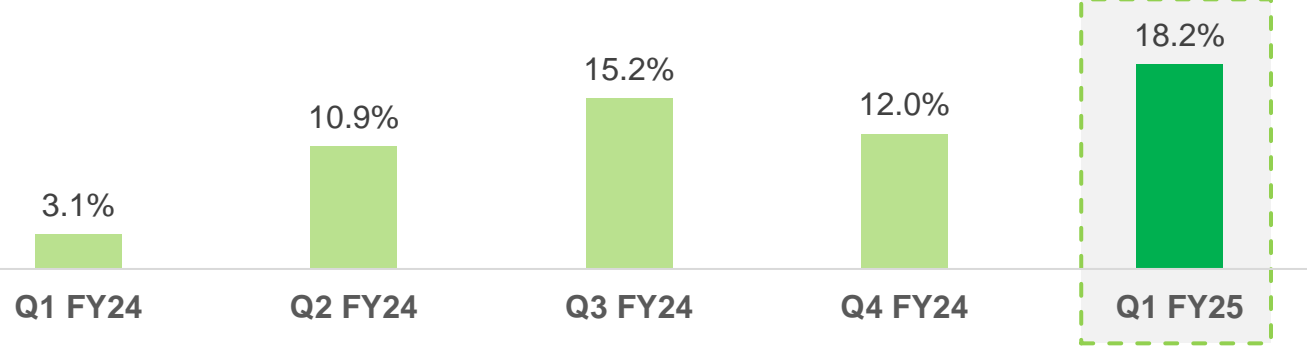


ESG Performance

Crompton 2.0

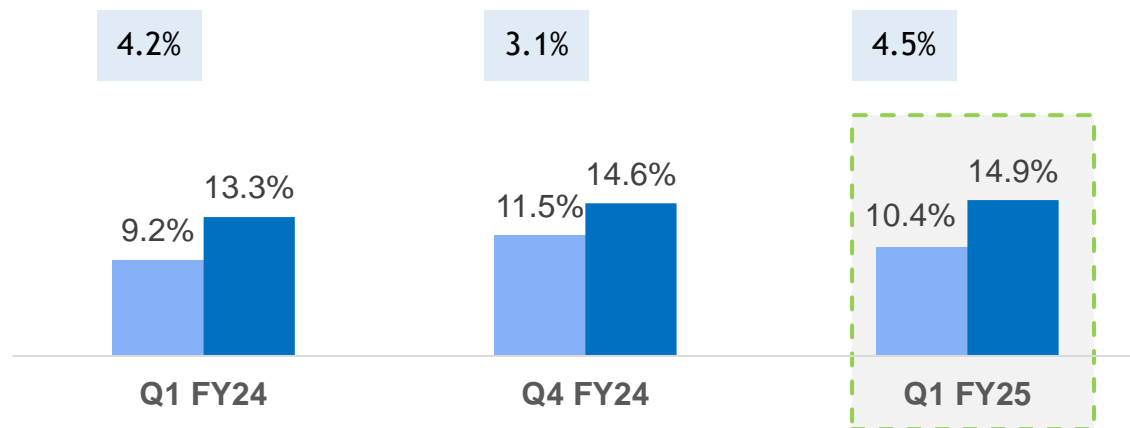
Crompton 2.0 continues to deliver results: Strong double-digit Standalone Revenue growth of 18.2% YoY with EBIT Margins at 14.9% (excl. A&P spends)

Standalone revenue growth % (YoY)



Standalone EBIT Margin %

A&P spends as % of sales:



■ EBIT Margin
■ EBIT Margin excl. A&P expenses

Introduction of Crompton 2.0 delivering strong results every quarter

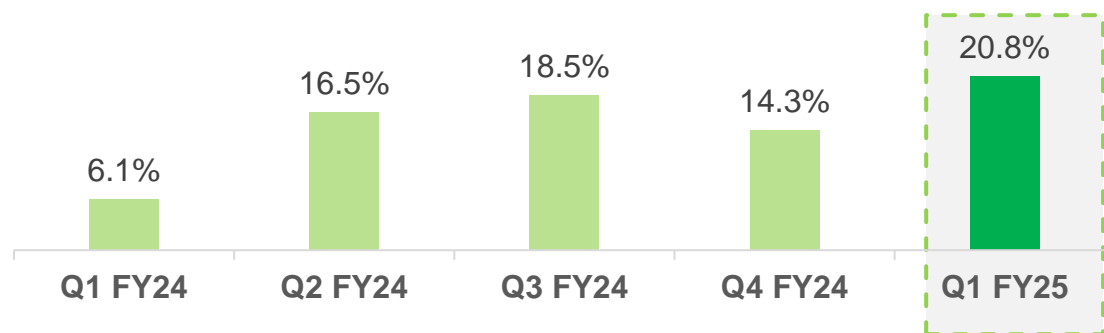
- Highest-ever quarterly standalone revenue at Rs. 1,959 Cr; (+18.2% YoY)
- Consecutive 4th quarter of double-digit revenue growth
- EBIT margin at 14.9% (excl. A&P expenses), expansion by 160 bps YoY and 30 bps QoQ

Crompton 2.0 continues to deliver results: Industry leading ECD Revenue growth and robust EBIT margins; Lighting turnaround underway



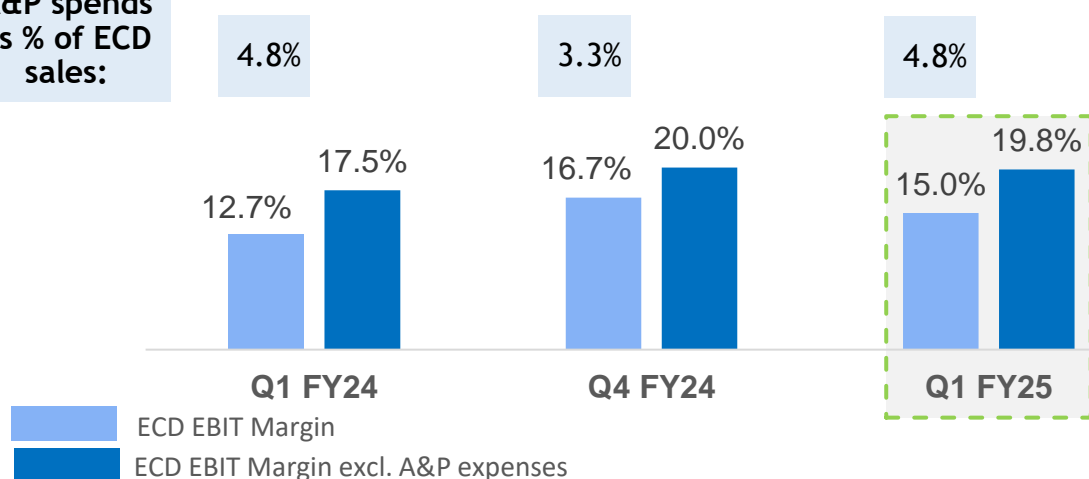
**ECD revenue growth of 20.8% YoY;
Strong ECD EBIT margin of 19.8% (excl. A&P spends),
expansion by 230 bps YoY**

ECD revenue growth % (YoY)



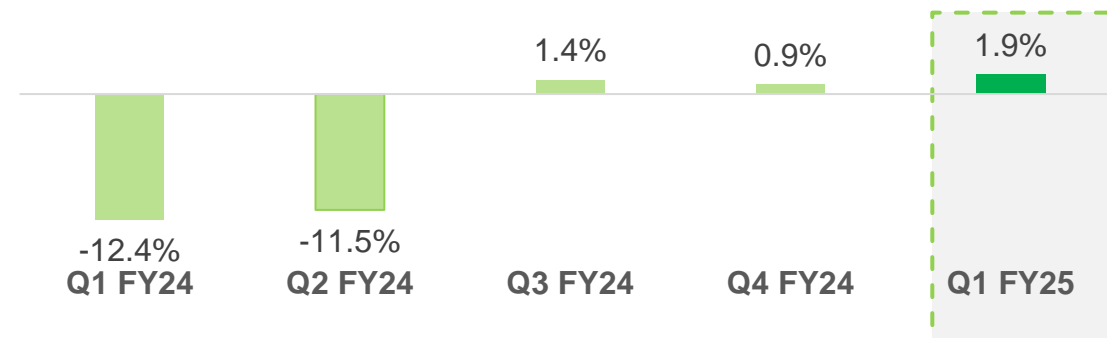
ECD EBIT Margin %

A&P spends as % of ECD sales:



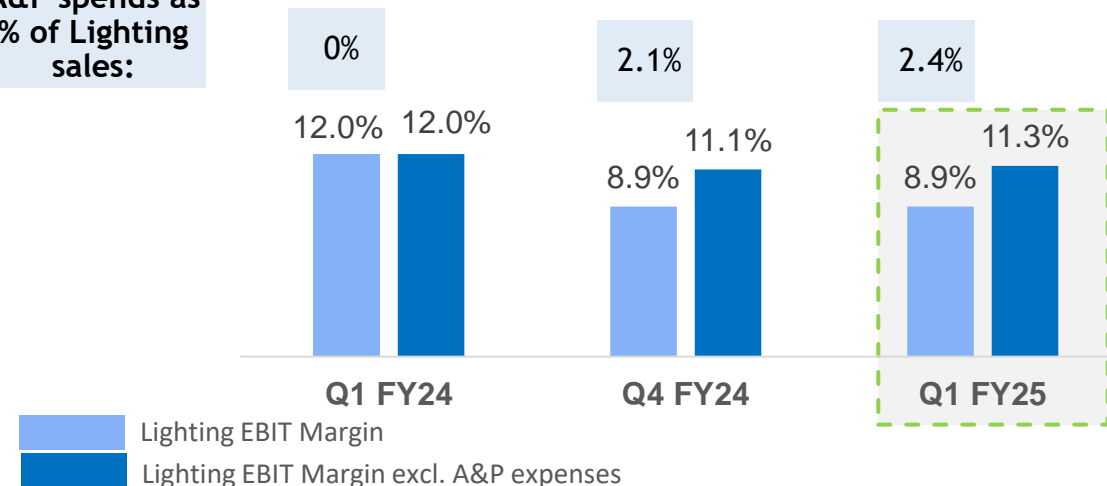
**Lighting revenue growth remained flat at 1.9% YoY;
EBIT margin at 11.3% (excl. A&P spends)**

Lighting revenue growth (YoY)



Lighting EBIT Margin %

A&P spends as % of Lighting sales:



Crompton 1.0

- Pole position in core categories
- Successful foray into the kitchen
- Innovation capability built
- Extensive pan-India distribution
- Profitability led

Crompton 2.0

- Enabled & empowered **organization**
- Consumer need led **innovation**
- Premiumization** of the portfolio
- Supply chain excellence** (quality, cost)
- GTM excellence** (trade & alt. channel)
- Digital enablement** across the value chain
- Profit led**

1

Crompton

Premiumization

- Improvement in premium saliency of Large Domestic Appliances driven by 2x sale of premium Air Coolers
- Lighting premium saliency improved by 300 bps YoY to 24.2%

2

GTM excellence

- E-com delivered Rs. 100 Cr+ for 4th consecutive quarter; driven by Fans, Large & Small Domestic Appliances
- Revenue contribution of alternate channels at 17%

3

Brand Investments

- Launched multimedia campaign on Crompton #PicturePerfectFans to build saliency on superior aesthetics
- Integrated campaign on #JaldiCooling for Air coolers

4

Innovation

- 2 patents filed in cooling technology and kitchen appliances
- 4 launches in Pumps
- Launched 3 new premium models (Solarium CLX range) of Water Heaters to drive premiumization

1

Butterfly®

Restructuring channel mix

- Retail continued its growth momentum, although online channel was impacted by pricing actions
- Other channels remained flat

2

GTM excellence

- Focus on reach expansion resulting in continued momentum in retail channel, with growth in Tamil Nadu and Kerela
- Working towards leveraging channel strength in non-south markets

3

Brand Investments

- Optimization of A&P spends while focusing on streamlining trade schemes and governance
- Gearing up for festive season

4

Innovation

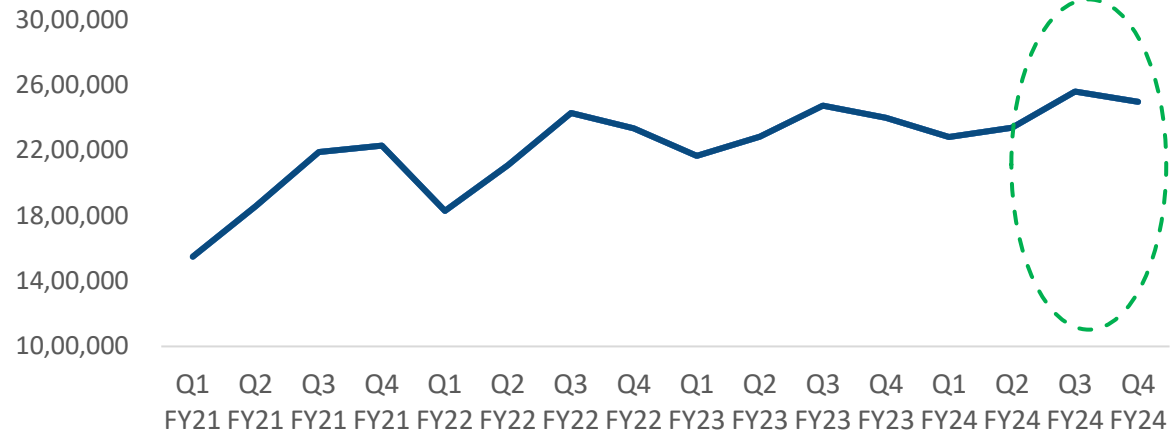
- Share of business from new product launches at 8% of total Q1 Sales
- Key launches planned in Q2

Environment Scan

Current macroeconomic environment: FY25 GDP growth estimated at 7.2% and inflation estimated at 4.5%; Pick up in consumer durables output & demand

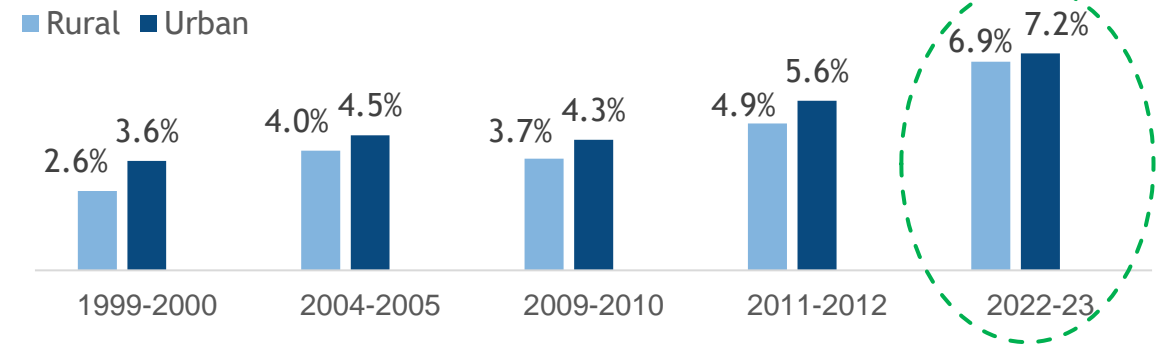
Private Consumption, the largest component of GDP (~55-60%), has witnessed improvement

Private Final Consumption Expenditure¹ (Rs. Cr)



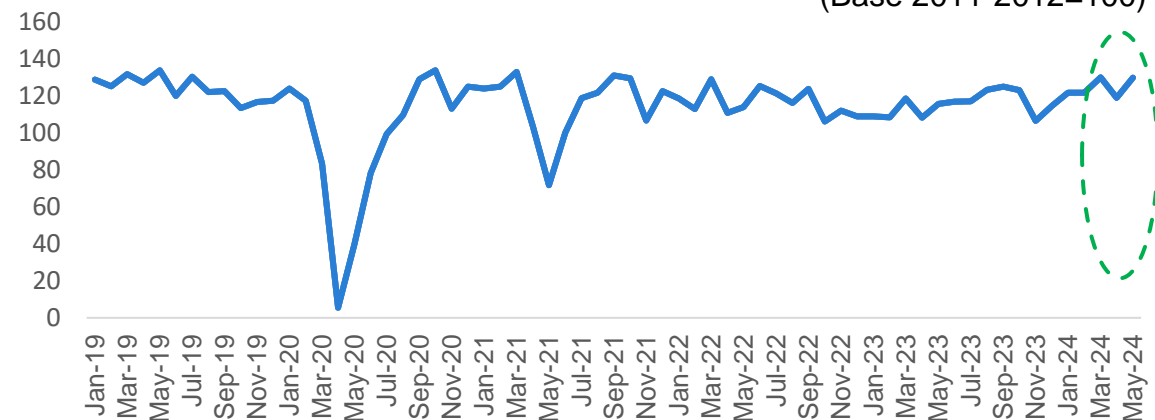
Household consumption expenditure towards consumer durables goods has grown significantly over the years

% composition of Monthly Per Capita Consumption Expenditure²



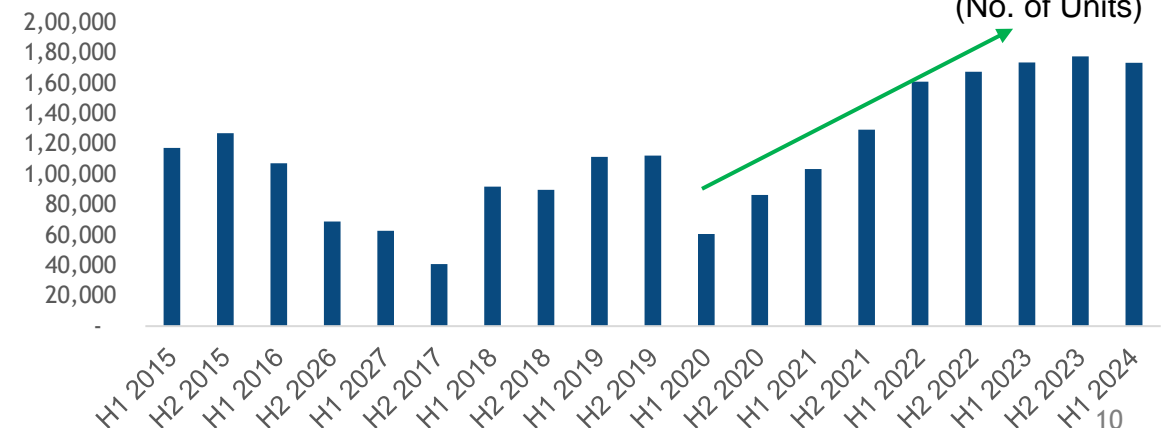
Growth rebounds in manufacturing of consumer durables

IIP – Consumer Durables³ (Base 2011-2012=100)



Post-pandemic resurgence in housing demand indicates expected pickup in home and kitchen appliances, albeit with a lag

Housing Sales in Top 8 cities in India⁴ (No. of Units)



Source – 1. GoI MoSPI NSO – Second Advance Estimates of National Income 2023-24, Quarterly Estimates of GDP for Q3 FY24 (Oct-Dec) 2. Household Consumption Expenditure Survey (2022-23) Fact Sheet; 3. IIP (12th April 2024); 4. Knight & Frank – India Real Estate: Residential & Office Market (July – December 2023)

Quarter Highlights

Q1 Highlights: Highest ever Standalone Revenue at Rs. 1,956 Cr driven by robust double-digit growth in ECD by 21% YoY

Crompton

1

Highest-ever quarterly standalone revenue at Rs. 1,959 Cr, strong growth of 18% YoY

- **Industry leading ECD revenue growth** of 21% YoY with broad based performance across categories
- Seasonal products grew substantially, specifically witnessed robust growth in TPW Fans and in Air Coolers
- Executed **solar pumps** orders of Rs. 21 Cr in Q1
- Undertook **pricing actions** across categories to combat rising commodity prices and impact of regulatory changes
- **Lighting** revenue remained flat at 2% YoY; turnaround continues
 - **Robust growth in B2B** led by streetlight and industrial segments; secured several large B2B projects
 - Price erosion continues to impact **B2C**; witnessed increase in volumes in B2C LED battens and ceiling lights

2

Distribution expansion continued along with growth in **alternate channels** by 30% YoY

- Strong growth in **E-commerce channel** driven by seasonality

3

A&P spends grew by **29% YoY** including investments towards improving brand awareness and consideration

- **#PicturePerfectFan campaign in IPL** focusing on the superior aesthetics of Crompton Fans
- Integrated campaign to build salience on **#JaldiCooling for Air coolers** activated on TV, Digital, and Outdoor

4

Standalone EBIT at Rs. 203 Cr, with strong growth of 34% YoY; **EBIT margin** at 14.9% (excl. A&P spends), expansion by 160 bps YoY and 30 bps QoQ

5

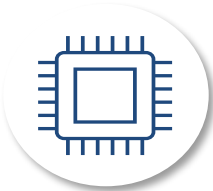
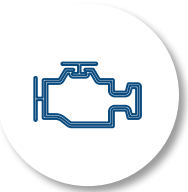
In **Butterfly**, Revenue grew 9% QoQ and declined 17% YoY primarily due to drop in E-commerce. EBITDA margin at 5.1%, increased substantially QoQ on account of higher gross margin and cost saving initiatives

Rs. Cr

Segment Revenue	Q1 FY25	Q1 FY24	YoY	Q4 FY24	QoQ
ECD	1,727	1,429	21%	1,516	14%
Lighting	233	228	2%	281	-17%

Rs. Cr

Segment EBIT	Q1 FY25	Q1 FY24	YoY	Q4 FY24	QoQ
ECD EBIT	259	182	42%	253	2%
EBIT %	15.0%	12.7%	230 bps	16.7%	-170 bps
Lighting EBIT	21	27	-24%	25	-17%
EBIT %	8.9%	12.0%	-310 bps	8.9%	-



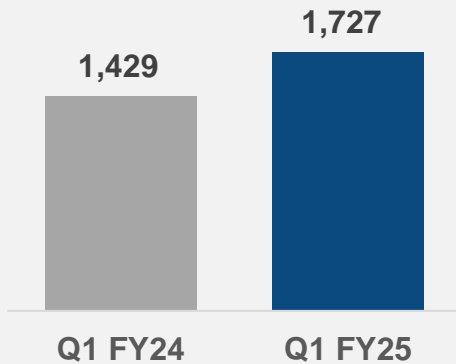
Crompton Performance

ECD performance: Industry leading growth in ECD by 21% YoY driven by broad based performance across categories; EBIT margin improvement by 230 bps YoY to 15.0%

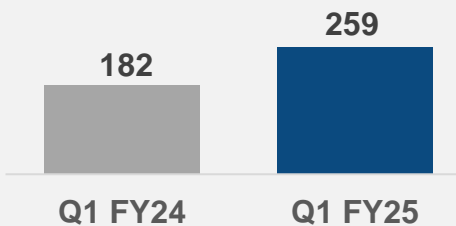
Crompton

Performance

Revenue (Rs. Cr)



EBIT (Rs. Cr)



Highlights

1

Fans: Robust growth driven by seasonality and continued momentum in TPW Fans

- Pricing actions led to improvement in gross margins
- Strong marketing campaigns supported by improved backend operations aided the peak season

2

Pumps: Strong growth driven by both Residential and Agri pumps

- Residential pumps market share improved by 210 bps to 31.5%
- Executed solar pumps order of Rs. 21 Cr in Q1; Strong pipeline of orders
- Ran multiple brand awareness programs for new products
- Pricing actions undertaken to combat commodity price increases

3

Appliances: Driven by significant growth in Air Coolers

- Premium saliency of Large Domestic Appliances improved substantially, primarily driven by an increase in sales of premium Air Coolers
- Launched 3 new premium models of Water Heaters (Solarium CLX range)
- Growth in Small Domestic Appliances driven by Mixer Grinders
- Highest ever sale of Mixer Grinders in the month of June; Exclusive launches of Mixer Grinders on E-com

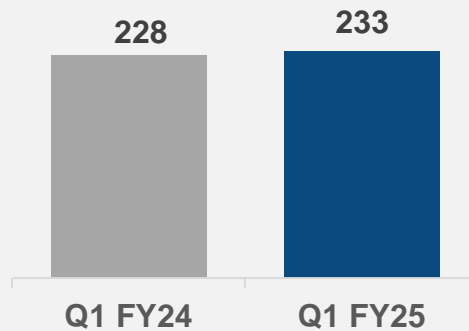
4

Large Kitchen Appliances: Revenue at Rs. 14 Cr; EBITDA loss at 6 Cr

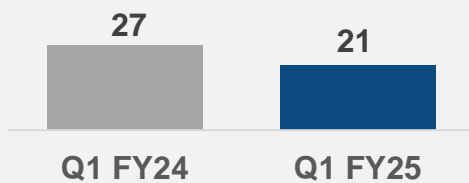
- Completion of 100 EBOs; Chimney portfolio developed and launched on E-com

Performance

Revenue (Rs. Cr)



EBIT (Rs. Cr)



Highlights

1

Lighting Revenue growth at 2% YoY

□ B2C segment:

- Price erosion continues to impact B2C; witnessed double-digit volume growth in LED battens and ceiling lights
- Introduced products such as junction box ceiling, entry range street lights, amongst others

□ B2B segment:

- Growth driven by streetlight and floodlight segments amidst intense price competitiveness
- Secured large projects such as JSR Infra, KNR NHAI, SMS India Project, MMCH Hospital, Dahod Automotive, etc
- Building solar portfolio – bagged orders from NHAI with dynamic specifications and pricing
- Focus on channel expansion and direct dealer appointment continues

2

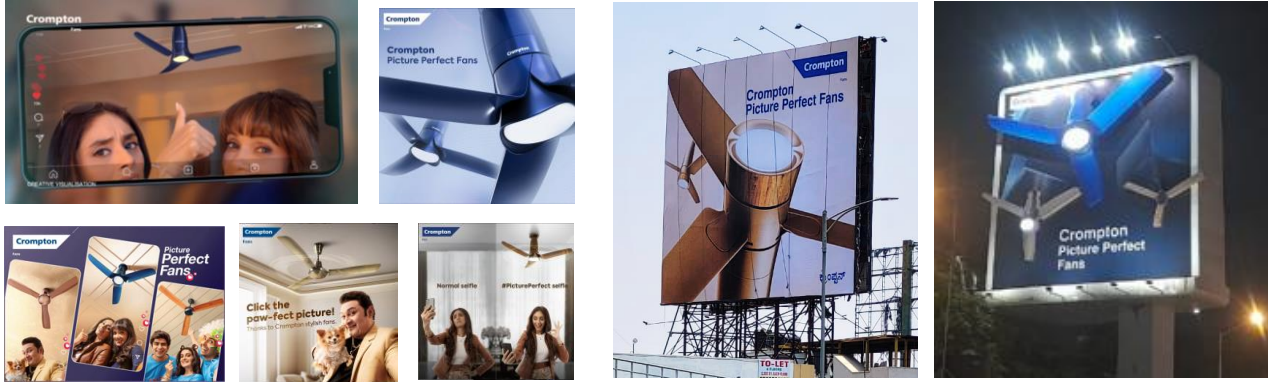
EBIT Margin at 8.9%

- EBIT declined by 310 bps on account of A&P spends at Rs. 6 Cr (2.4% of Lighting revenue)
- EBIT margins at 11.3% excl. A&P spends

Marketing: Multiple marketing activities in Q1 to strengthen brand awareness

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Fans Campaign



60% reach @5+ freq. in key markets



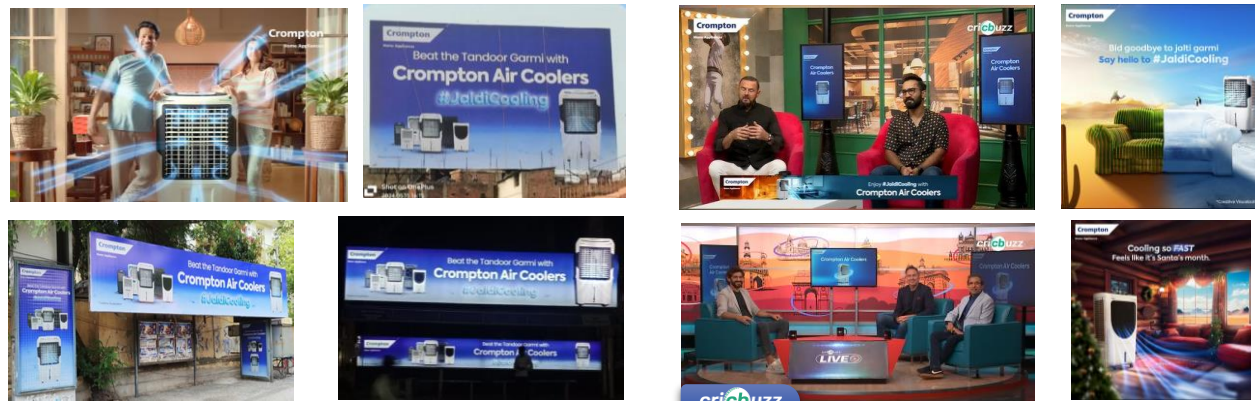
High Visibility Billboards across 100+ sites and 13+ cities

Engagement on Social Platforms



11K+ participants and 4.5L+ reach on all social media platforms.

Air Cooler Campaign



High Impact OOH Campaign covering 60+ sites

#CoolerAdvice contest on new age mediums Cricbuzz

New Website Launched

Mobile First Experience

Visually Compelling Imagery

Interactive Journeys

Easy Navigation



New product launches in Q1

Crompton



Amica Pro (10/15/25L)

Superior Glassline Coated Tank, Smart Energy Management, Nano Polybond Technology



Solarium Clx (10/15/25L)

Smart Energy Management, Energy Efficient, Anti-Rust



Delphinus and Aquilla

Energy efficient high bay luminaire for Trade and Industrial applications in 80,100,120,150,250W



IntelliWave

Smart On feature, Amazon Ecom models, Intelligent Auto Clean



IntelliSense

High suction power, Filterless / Baffle filter



StarGlaze NXT 8W/10W JB

Higher brightness; Long burning hours (~25000 hrs), Shockproof



Solar Hybrid AIO Street Light

Energy efficient differential and Fixed dimming Option, Optional Hybrid mode - can run on both DC and AC supply



SlimO Batten

Premium aesthetics, 4kV Surge protection, Seamless user experience



DS 750 3J/4J

Stainless Steel Jars, Motor Vent X Technology, Overload Protection

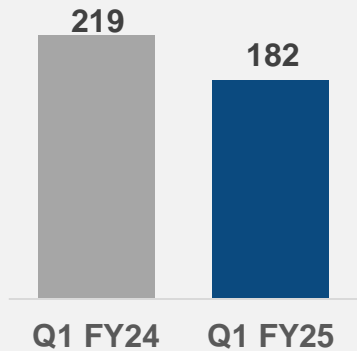
Butterfly Performance

Butterfly Performance: Recorded revenue of Rs. 182 Cr and EBITDA of 5.1%; improvement in profitability and focus on continued enhancement

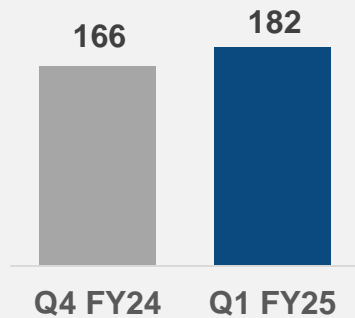
Performance

Revenue (Rs. Cr)

Y-o-Y

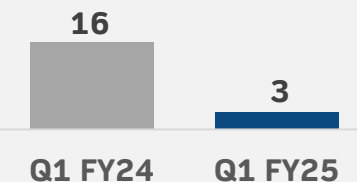


Q-o-Q

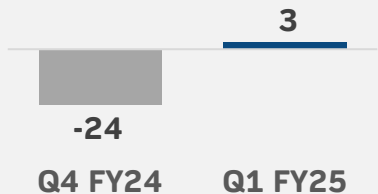


EBIT (Rs. Cr)

Y-o-Y



Q-o-Q



Highlights

1

- Several initiatives are being undertaken to strengthen business fundamentals including actions on price and product laddering, streamlining process in online channel and optimising schemes and A&P spends
- Retail continued its growth momentum while online channel was impacted by pricing actions
- Sequential growth in revenue wherein key categories performed well
- Contribution from new products is 8% of revenue with key launches being planned in Q2

2

Revenue at Rs. 182 Cr, grew 9% QoQ and declined 17% YoY primarily due to drop in E-commerce

- Gross margin and material margin improvement led by channel mix and price increase of 2% across key channels
- EBITDA margin at 5.1% increased substantially QoQ on account of higher gross margin and cost saving initiatives and focus is to continue on further enhancement

Financial Performance

Crompton Standalone Q1 FY25 Financial Performance: Revenue growth of 18% YoY with robust EBITDA margins at 11.4%

Rs. Cr

Particulars	Q1 FY25	Q1 FY24	Y-o-Y	Q4 FY24	Q-o-Q
Net Sales	1,959	1,657	18%	1,797	9%
Less: Material Cost	1,347	1,171	15%	1,221	10%
Material Margin	613	487	26%	576	6%
as a % of Net Sales	31.3%	29.4%		32.0%	
Employee Cost	134	113	19%	127	6%
Advertisement & Sales Promotion	89	69	29%	56	59%
Other Expenses	167	139	20%	167	0%
EBITDA	222	166	34%	225	-1%
as a % of Net Sales	11.4%	10.0%		12.5%	
Less: Depreciation & Amortization	20	14	40%	19	3%
EBIT	203	152	34%	206	-2%
as a % of Net Sales	10.4%	9.2%		11.5%	
Less: Finance Cost	14	19	-27%	14	-2%
Add: Other Income	22	19	17%	14	51%
Less: Exceptional Items	-	-		-	
Profit Before Tax	211	151	39%	206	2%
as a % of Net Sales	10.8%	9.1%		11.5%	
Tax Expenses	53	36	48%	45	17%
Net Profit	158	115	37%	161	-2%
as a % of Net Sales	8.0%	7.0%		9.0%	
Basic EPS	2.45*	1.81*		2.52*	

Q1 Highlights

- Broad based performance across categories led to strong revenue growth of 18% YoY
- Material margin improved by 190 bps YoY to 31.3%
- Brand remains in investment mode with A&P spends at 4.5% of Revenue (vs 3.1% in Q4 FY24)
- EBITDA margins at 11.4%, improvement by 140 bps YoY primarily owing to gross margin expansion led by price revisions & cost optimization initiatives
- EBIT margin (adj. for A&P) expanded by 160 bps YoY and 30 bps QoQ to 14.9%
- Strong PAT growth of 37% YoY
- NCD repayment of Rs. 300 Cr in July'24; Net cash positive after paring down acquisition related debt

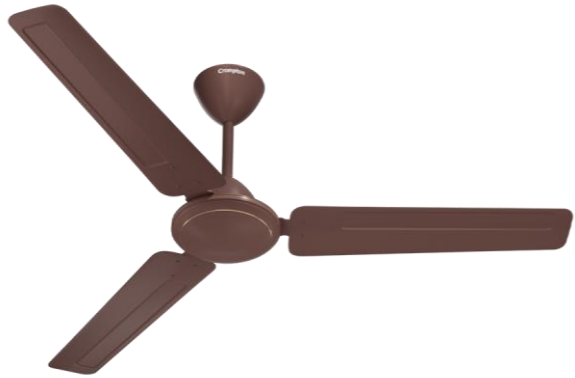
Crompton Consolidated Q1 FY25 Financial Performance: Strong performance with Revenue growth of 14% YoY and EBIT growth of 24% YoY

Rs. Cr

Particulars	Q1 FY25	Q1 FY24	Y-o-Y	Q4 FY24	Q-o-Q
Net Sales	2,138	1,877	14%	1,961	9%
Less: Material Cost	1,456	1,298	12%	1,335	9%
Material Margin	682	579	18%	626	9%
as a % of Net Sales	31.9%	30.8%		31.9%	
Employee Cost	162	143	13%	151	7%
Advertisement & Sales Promotion	97	81	20%	80	21%
Other Expenses	191	168	13%	192	0%
EBITDA	232	186	25%	204	14%
as a % of Net Sales	10.9%	9.9%		10.4%	
Less: Depreciation & Amortization	37	29	27%	35	6%
EBIT	195	157	24%	169	16%
as a % of Net Sales	9.1%	8.3%		8.6%	
Less: Finance Cost	16	21	-25%	16	0%
Add: Other Income	24	20	20%	16	48%
Profit Before Tax	203	156	31%	169	20%
as a % of Net Sales	9.5%	8.3%		8.6%	
Tax Expenses	51	34	51%	36	44%
Net Profit	152	122	25%	133	14%
as a % of Net Sales	7.1%	6.5%		6.8%	
Basic EPS	2.36*	1.86*		2.16*	

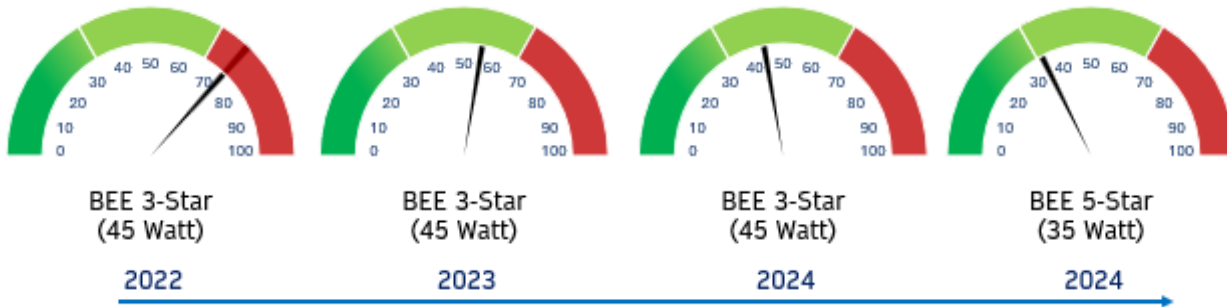
ESG Performance

Ceiling Fan

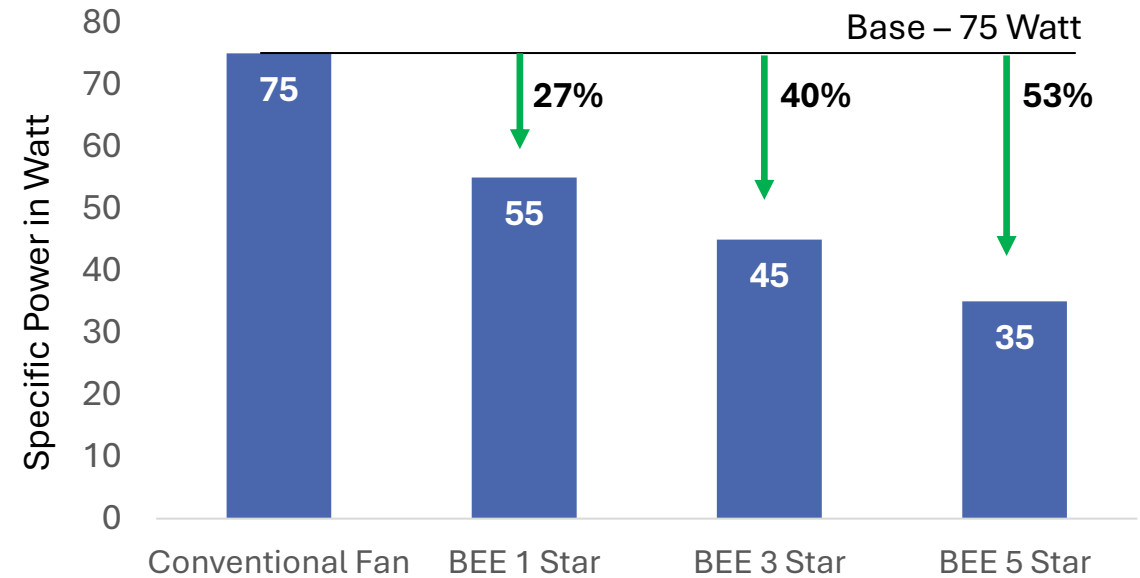


40% & 53% Energy Efficiency Improvement Against Baseline of Conventional Fan.

Further Helps to Reduce Emission Impact.



Product Energy Intensity Reduction



Solar Water Pump



Crompton CROMPTON RMS DASHBOARD

PROJECT [dropdown] CUSTOMER [dropdown] [Settings icon]

Status Last Update: 13/6/2024, 10:39:49 am Status: [Toggle]	Device-ID: 115124010729 Serial Number: LPSA1WJ010537	IMEI: 864180057746104 Signal Strength: 96 %	Today Energy: 10.9 kWh Total Energy: 491.3 kWh
Today Water Output: 43.584 kL Total Water Output: 1963.58 kL	PV Voltage: 641.9 V PV Current: 9.5 A	Motor Run Hours: 117.39 Hrs LPM: 390 Litre	Fault: NO FAULT Temperature: 56 °C



- Introduced Solar Water Pumps for Agricultural & Residential Application.
- Online Monitoring System Established For Solar Pump Performance Tracking.
- All Operational Pumps Connected to Dashboard.
- Performance Parameter Continuously Tracked & Monitored.

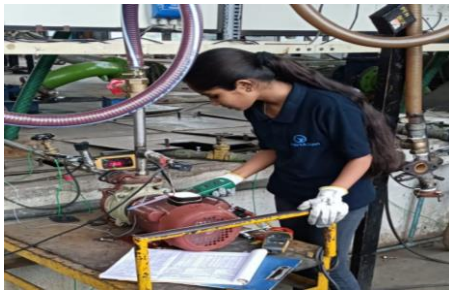
Water Conservation

Increase availability of water and promote sustainable agriculture practice



Skill and Entrepreneurship development

Enhance employability



Community Care

Well-being of local community



Crompton Care

Reinventing CSR through employee engagement



In FY 23-24

40,000+ lives touched

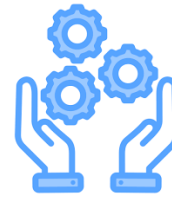
588 TCM of potential water storage created

We will continue to,

Engage 100+ women self group in water budgeting

Reduce dependency on tanker water

Increase farmers income



In FY 23-24

1,700+ youth skilled and potential 16 Cr of income opportunities generated

3,900+ technicians upskilled through formal learning to increase their livelihood opportunities

100% job placement of first all women electrician batch

We will continue to,

Engage more women in non- traditional job roles

Making youth more employable through industry relevant skilling



In FY 23-24

246 girls availed scholarship

1,076 students across 19 Government schools reached out

3,600 villagers have benefited from various welfare schemes

We will continue to,

Encourage education for girls

Increase learning curve of students from Government Schools

Support villagers to avail Government welfare scheme



In FY 23-24

Change Maker Grant

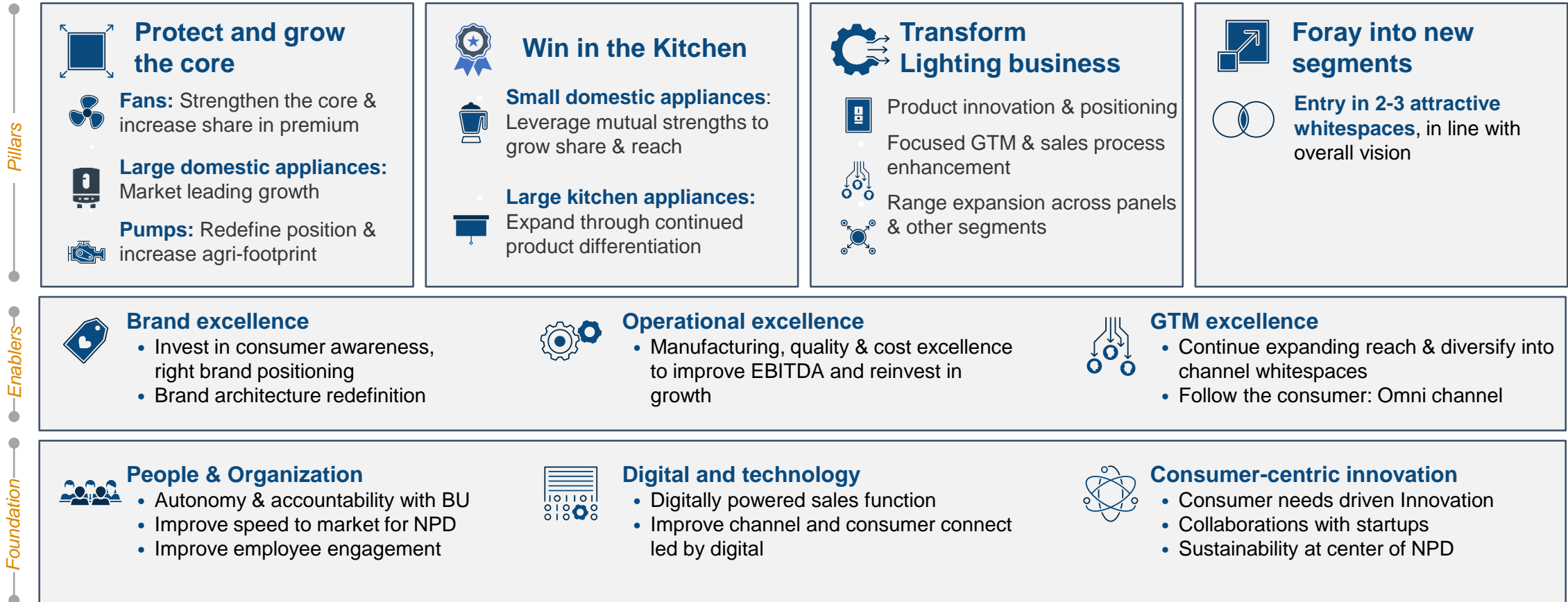
Providing platform to employees to execute social impact projects

1000+ lives impacted through 10 Change Makers

Key Strategic Tenets

Crompton 2.0:

Accelerated growth at healthy margins to deliver strong TSR



Registered Office:

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Crompton

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