

Date: November 14, 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: 171/2024-25	Our Reference: 171/2024-25

Dear Sir/Madam,

Sub: Investor Presentation

This is in continuation of our earlier letter regarding outcome of Board Meeting dated November 14, 2024, wherein the Company had approved unaudited financial results (Standalone and Consolidated) for the quarter and half year ended September 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



Q2 FY25 Investor Presentation

14th November 2024

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Crompton 2.0



Environment Scan



Q2 FY25 Performance



Financial Statements

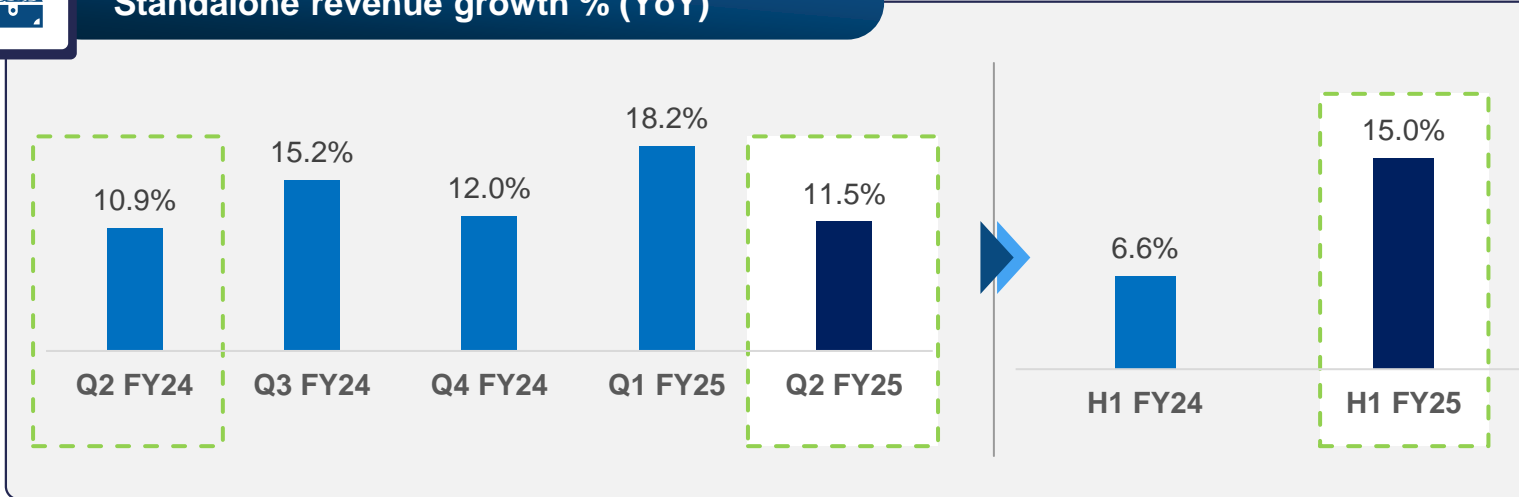


CSR Initiatives

Crompton 2.0



Standalone revenue growth % (YoY)

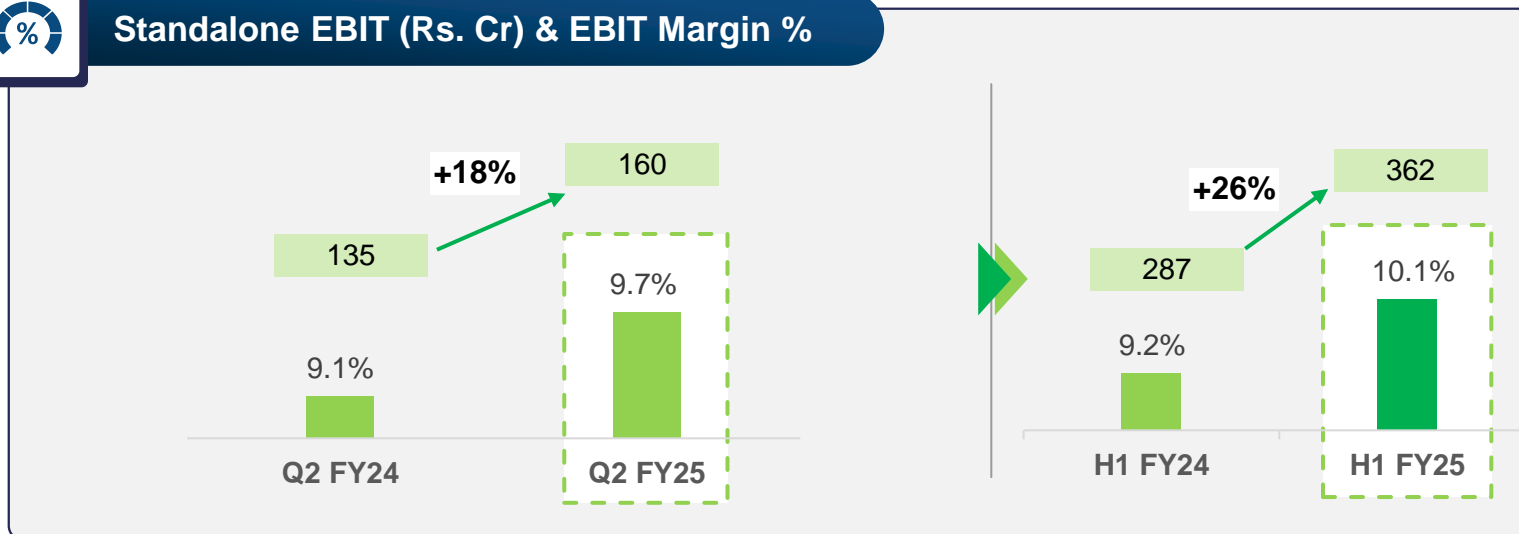


Strong revenue growth for consecutive quarters

- Growth momentum maintained in Q2 FY25 - Revenue at Rs. 1,645 Cr, growing 11.5% Y-o-Y
- A notable recovery in the revenue momentum during H1 FY25 with a growth of 15% YoY compared to same period last year



Standalone EBIT (Rs. Cr) & EBIT Margin %



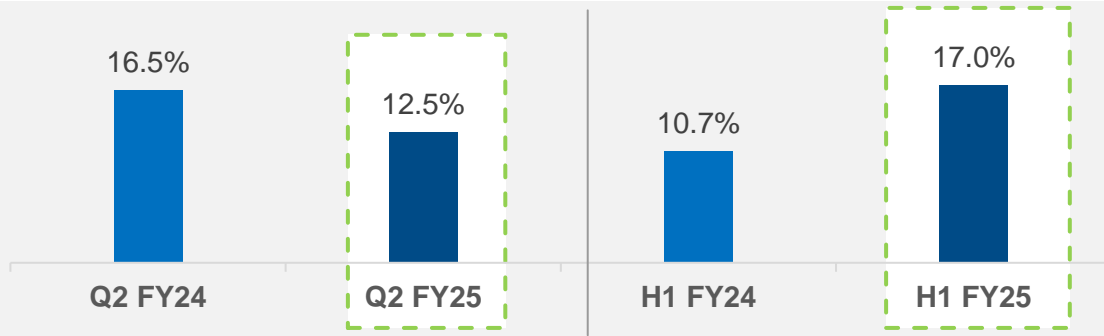
... leading to robust profitability

- Q2 FY25 EBIT margin at 9.7%, a healthy improvement from 9.1% in Q2 FY24
- H1 FY25 EBIT margin stood at 10.1% vs 9.2% in same period last year

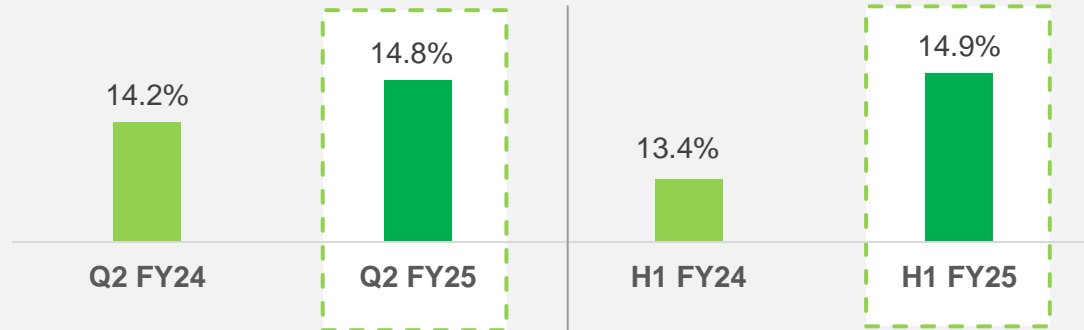


Q2 FY25 ECD revenue grew by 12.5% YoY; EBIT margins expanded by 60 bps to 14.8%

ECD revenue growth % (YoY)

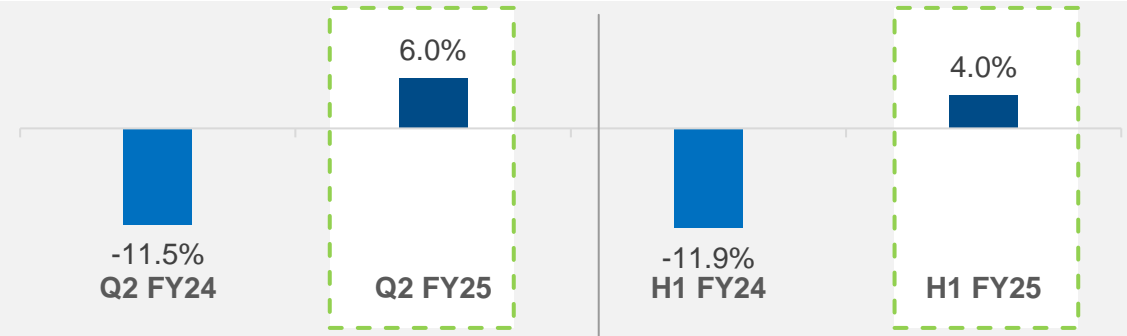


ECD EBIT Margin %

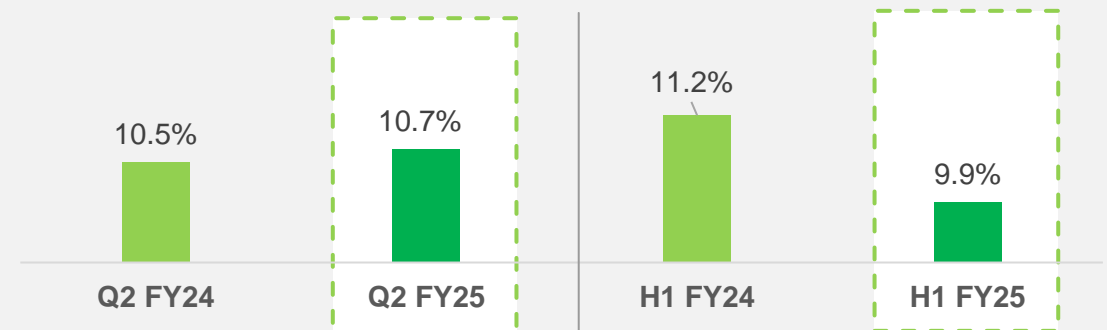


Q2 FY25 lighting revenue grew by 6.0% YoY; EBIT margins expanded by 20 bps to 10.7%

Lighting revenue growth % (YoY)




Lighting EBIT Margin %



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**



Premiumisation

- Growth in Lighting led by premium products especially in ceiling light – 310 bps YoY increase in premium saliency
- In Large Domestic Appliances, premium saliency improved by 270 bps YoY



Go-To-Market Excellence

- Alternate channel continue to perform strongly with improved saliency of 21% in Q2 FY25
- Growth largely led by Ecom channel which crossed Rs 200 cr business in Q2 - delivering highest-ever sales in a quarter



Brand Investments

- Launched a strong TV and digital marketing campaign in Mixer Grinders in association with celebrity Genelia Deshmukh and other celeb influencers
- Focused on driving visibility for festive season
- A&P spends grew by 69% YoY



Innovation

- 2 patents granted in Q2 FY25
- 'SilentPro Blossom Smart Fan' has been honoured with the prestigious Good Design Award, Japan 2024
- Key new product launches include Avancer Swirl and Santos Fans; FlamePro Cooktops - Inhouse cooktops with patented burner
- Awarded prestigious Green-Pro Certification for ceiling fans

Crompton



- Price restructuring actions and product placement strategy has led to premiumisation saliency improvement by 400 bps in trade channel

- Retail channel continues to expand with saliency of 50%+
- Online channel gaining momentum post operational changes which has led to improved profitability

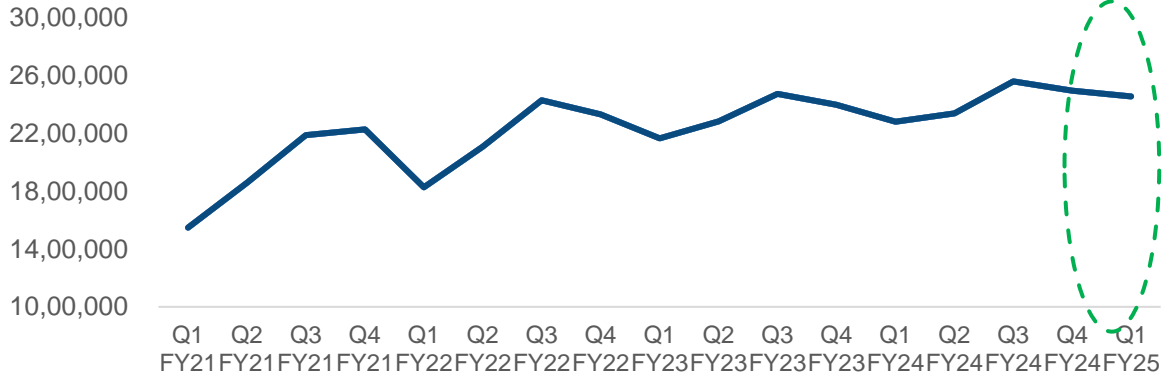
- Cause based marketing for Onam festival - #FromKeralaWithLove
- Consumer offer campaigns for Aadi and Onam season
- Continued BTL activities to drive visibility

- Focused on refining our product play across channels and anticipate the launch of key offerings in H2 based on the innovation roadmap

Environment Scan

Private consumption, the largest component of GDP (~55-60%), has remained stable over last couple of quarters

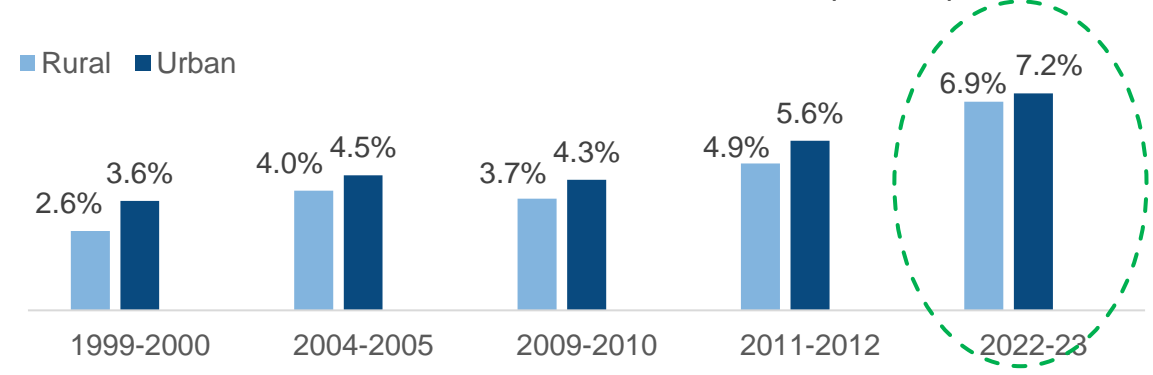
Private Final Consumption Expenditure¹ (Rs. Cr)



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

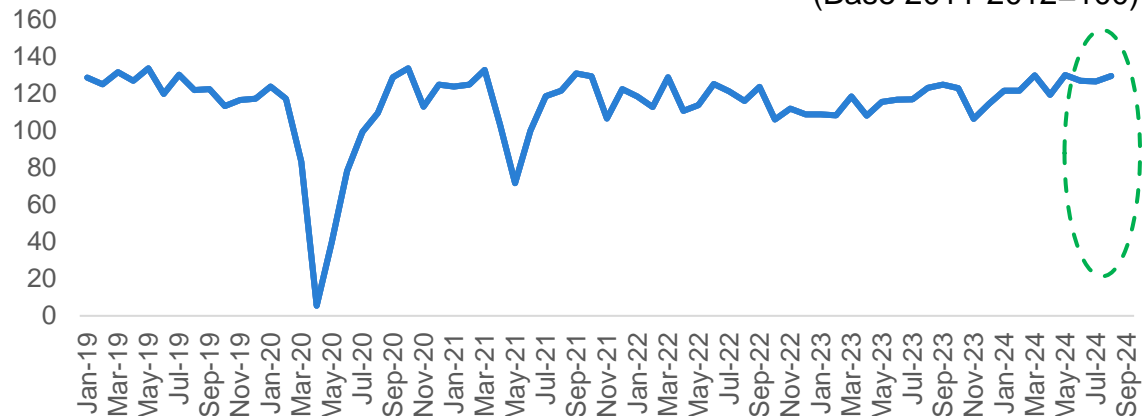
% composition of Monthly Per Capita Consumption Expenditure²

■ Rural ■ Urban



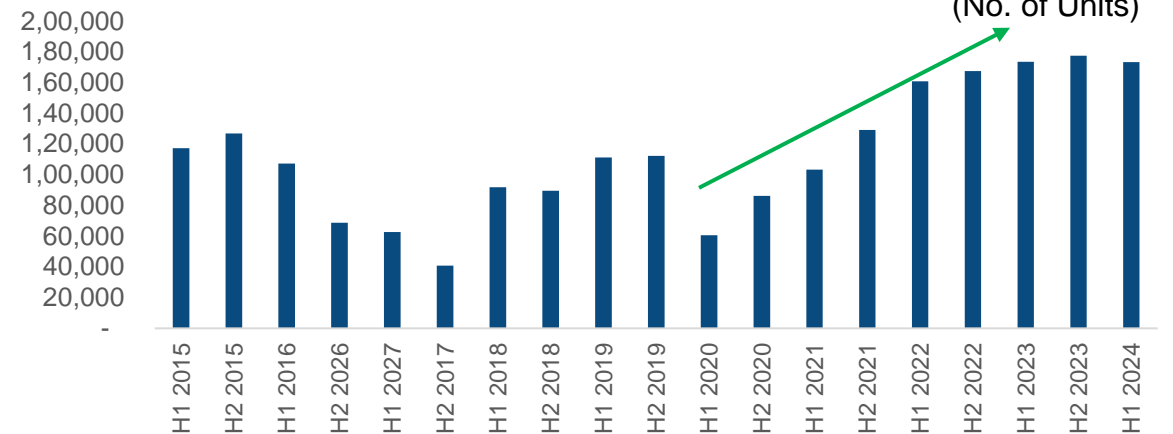
Growth rebounds in manufacturing of consumer durables

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

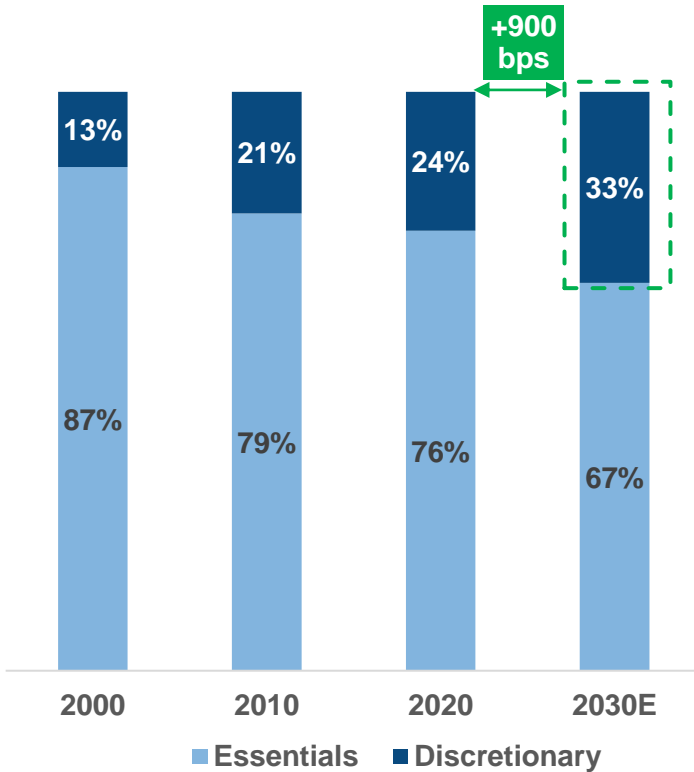
Housing Sales in Top 8 cities in India⁴ (No. of Units)



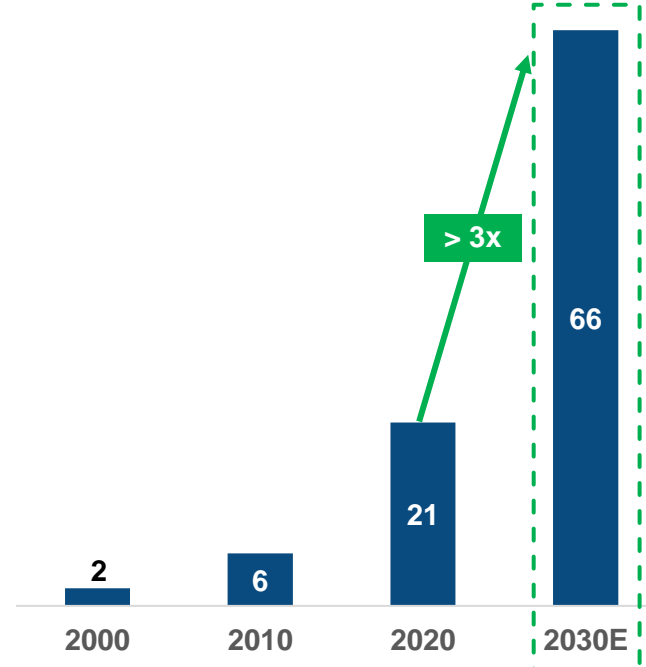
Source – 1. GoI MoSPI NSO – Second Advance Estimates of National Income 2023-24, Quarterly Estimates of GDP for Q3 FY24 (Oct-Dec) 2. Household Consumption Expenditure Survey (2022-23) Fact Sheet; 3. IIP (11th October 2024); 4. Knight & Frank – India Real Estate: Residential & Office Market (July – December 2023)

- Discretionary spend per capita is estimated to witness more than 3x expansion, growing at CAGR of 15% over 2022-2030E
- Consumer wallet will likely look very different in the next decade with discretionary categories benefiting from this shift
- On the back of rising income levels, brown and white goods are expected to witness increased adoption

Aggregate Household Consumption Spend: Discretionary vs Essential



Discretionary Spend (Rs. thousand per capita)



Growth Rates

CAGR	FY00-10	FY10-20	FY22-30E
Nominal GDP	12%	12%	10%
Household Consumption	11%	13%	10%
Essentials Spend	10%	13%	8%
- Food and Beverages	8%	12%	8%
- Transport	12%	15%	5%
- House, Electricity, Gas	12%	11%	8%
- Household Maintenance	13%	13%	8%
- Health	11%	15%	12%
- Education	15%	16%	12%
- Communication	17%	11%	7%
Discretionary Spend	16%	15%	15%

Quarter Highlights

1

Standalone revenue at Rs. 1,645 Cr delivering growth of 11% YoY in Q2 FY25 and 15% YoY in H1 FY25

- **Led by robust growth in ECD** with revenue at Rs. 1,393 Cr growing at 13% YoY
 - In **Fans**, we have witnessed sustainable growth along with margin improvement through consistent price increases over several quarters; Strong growth in non-ceiling fans portfolio along with successful launches in premium ceiling fans
 - **Appliances** and **Pumps** segments are leading the growth this quarter
 - Execution of large orders in **solar pumps** in Q2
- **Industry leading revenue growth in lighting** (excl. discontinued conventional business) despite price erosions; Portfolio premiumization coupled with extension into outdoor and accessory products drives growth in B2C
- Undertook **pricing actions** across categories to combat rising commodity prices and impact of regulatory changes

2

Continue to **expand distribution network**; Alternate channels delivered robust growth primarily in e-commerce channel

3

Higher A&P spends towards increasing brand visibility across platforms, increase of 69% YoY

- Launched “**The Secret of Fine Taste**” **campaign for mixers** focusing on the superior performance of Crompton Mixer Grinders
- Maintained visibility during festive sales on marketplaces

4

Standalone EBIT at Rs. 160 Cr, grew by 18% YoY; **EBIT margin** at 9.7% expanded by 60 bps YoY despite significantly stepped-up A&P spends

- Driven by mix improvement, pricing actions and cost optimization in both ECD and Lighting segments


5

Significant improvement in Butterfly margins with EBITDA at 8.9% (expanded +380 bps QoQ); Revenue at Rs. 258 Cr



- Improvement in margin led by successful execution of pricing actions as well as reduction in operating costs

6



Honored with prestigious GREEN-PRO certification in consumer products category for ceiling fans from CII at their Annual Green-Pro Summit 2024, an industry first in the ceiling fan category



Revenue	Q2 FY25	Q2 FY24	YoY	Q1 FY25	QoQ	H1 FY25	H1 FY24	YoY
ECD	1,393	1,238	13%	1,727	-19%	3,119	2,667	17%
Lighting	253	238	6%	233	8%	485	467	4%

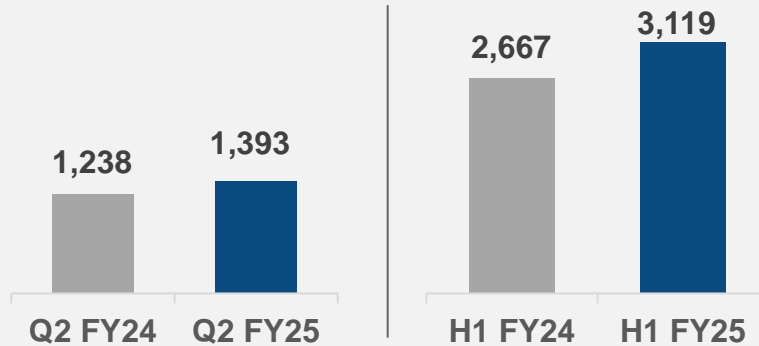
EBIT	Q2 FY25	Q2 FY24	YoY	Q1 FY25	QoQ	H1 FY25	H1 FY24	YoY
ECD	206	176	18%	259	-20%	465	357	30%
EBIT %	14.8%	14.2%	+60 bps	15.0%	-20 bps	14.9%	13.4%	+150 bps
Lighting	27	25	8%	21	30%	48	52	-8%
EBIT %	10.7%	10.5%	+20 bps	8.9%	+180 bps	9.9%	11.2%	-130 bps

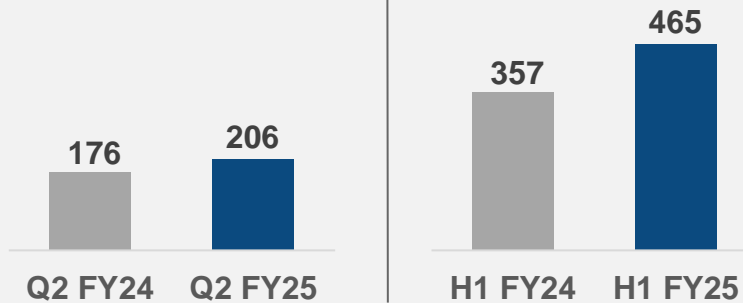
Crompton Performance

Performance

Revenue (Rs. Cr)



EBIT (Rs. Cr)



Highlights

1

Fans: Growth across ceiling and non-ceiling fans

- Key launches in premium segment such as Swirl, Aura, Santos led to better premium mix
- Smooth BIS transition in the non-ceiling fans portfolio
- Focus towards increasing in-house manufacturing
- Consistent price increases over several quarters have led to sustainable growth along with margin improvement

2

Pumps: Robust growth of 20% YoY led by solar business

- Executed solar pump orders worth Rs. 42 Cr in Q2
- Growth in residential pumps led by new product launches & premiumization
- We continue to invest in BTL and influencer program to drive agri. segment growth
- Took pricing action in July'25 to accommodate the rise in commodity prices

3

Appliances: Growth across water heaters, air coolers & mixer grinders along with share gain

- Water heaters leading the growth led by new launches in mass premium segment - *Arno Neo* model and *Grace* ranked #1 on Amazon
- Superior sale of air coolers and room heaters despite off-season
- Transitioned to BIS norms from Sep'24 onwards
- Witnessed strong growth in mixer grinders led by robust growth in e-com and modern trade along with higher contribution from new product sales across wattages

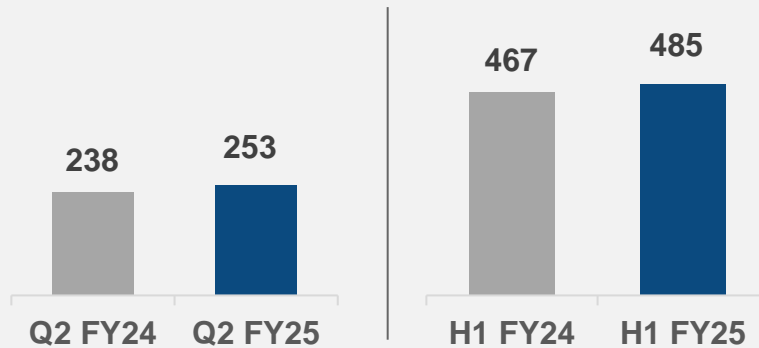
4

Built-In Kitchen Appliances: Revenue at Rs. 19 Cr; reduced EBITDA losses

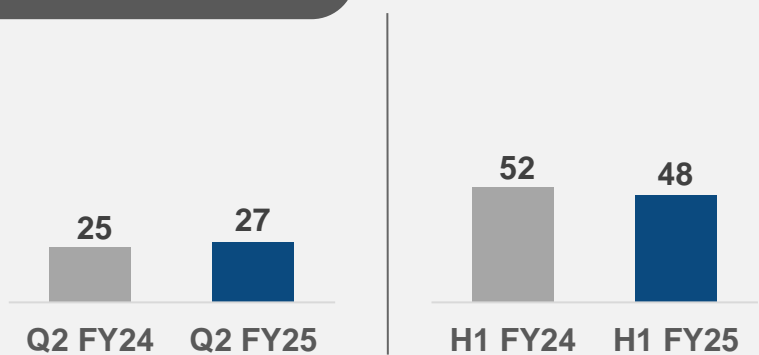
- Launched campaigns for festive season with focus on premium range of chimneys

Performance

Revenue (Rs. Cr)



EBIT (Rs. Cr)



Highlights

1

Industry leading Q2 revenue growth in lighting (excl. discontinued conventional business) despite price erosions

B2C segment:

- Amid price erosion challenges, strong volume and value growth particularly in ceiling panels as well as battens
- Improved mix from materially higher share of business from ceiling, outdoor and accessory categories
- Market share improvement in ceiling and batten categories
- Ecom and MOR channels performing well
- Continually focusing on improving range of higher wattage and premium products

2

B2B segment:

- Growth in industrial segment; slowdown in government related infra business on account of elections
- Executed the marquee project of Bengaluru's Satellite Town Ring Road (STRR) by NHAI with high-performance LED streetlights
- Focus on converting strong order pipeline across categories and driving traction for new products

3

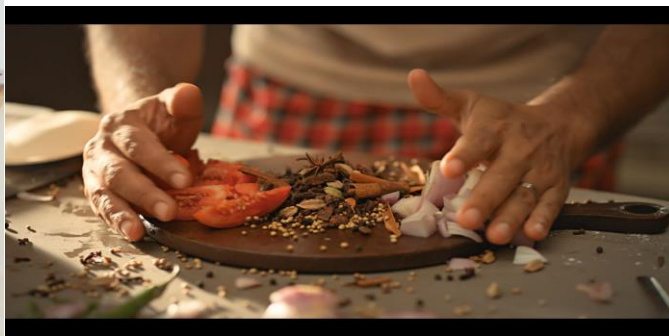
Q2 EBIT margin at 10.7% ,expanded by 180 bps QoQ

Mixers Campaign: Ameo Pro – The Secret of Fine Taste



Reaching out to wider consumers and building consideration by celebrity association with **Genelia Deshmukh** + 6 mega & celeb influencers.
Cumulative follower base of 24 mn+

18 mn.+ views & counting



West Bengal TV
14mn reach @ 3+

HSM - Digital
19mn reach @ 4+

*Creative Visualization. The granule size of the grind varies based on the ingredients used.

Social Media

Ameo Blend Launch & Smoothie recipe contest

700+ Smoothie recipes



Vibrant creatives that captivate through topicals and product features



Celebrating trade initiatives and employer branding

Driving Visibility During Festive Sales on marketplace

Fans Campaign

60% reach @5+ freq. in key markets

High Visibility Billboards across 100+ sites & 13+ cities

Mixers Campaign

West Bengal TV
14mn reach @ 3+
TSM - Digital
19mn reach @ 4+

Celebrity Association-**Genelia Deshmukh** + 6 other mega & celeb influencers.

Cumulative followers
24mn+

Air Cooler Campaign

High Impact OOH Campaign covering 60+ sites

#CoolestAdvice contest on new age mediums Cricbuzz

New Website Launched

Mobile First Experience

Visually Compelling Imagery

Interactive Journeys

Easy Navigation



Avancer 2.0 - Swirl

Star rated (energy efficient), double ball bearing, copper winding & anti-rust



Farrata 18"

Including thermal overload protection, sturdy base, and aerodynamic blades, and high air delivery



MBG Eco Series

Efficient design with high torque winding for jam free operation, Fitted with Thermal Overload protector



Classic DLX (6L/10L/15L/25L)

Glass-line coating, Advanced 3-level safety, Standby cutoff



FlamePro Cooktop

Toughened Glass top, Chamfer frame Design, Imported safety Valves, Patented Interlocking Burner



Highbay (180 and 200W)

Energy efficient high bay luminaire for Industrial applications in 180 & 200W



Freshmix Classic

Equipped with the powerful motor, high-grade stainless steel mesh, polycarbonate jar lids; Anti-drip spout to minimize mess



Ameo Blend 400

Nutri blender || Smoothie Maker

400W performance motors, leak free jars, superior blade



Wall Lamps

Decorative wall lamps in various design modules – flower, funnel and cylinder



HS Plus 3-Star & 5-Star (EN HS Duro)

Star rated (energy efficient), double ball bearing, copper winding & anti-rust



Santos Induction Fan

Wider blades, 55W fan with active power technology



Openwell Series

Wide voltage design with anti-rust paint, efficient electrical & hydraulic design (3-4 star rated), 25% more water content



Duro Elite 1000W

Copper motor, Metal Ball Bearing, Metal jar base, LED speed indicator, Lid lock design



Crompton Dry Iron

1000W Dry iron with weilburger coated soleplate ensures smooth gliding. 6 fabric setting



Marvel Plus

Energy efficient (20% faster), double coating rust protection, high starting torque anti-jam winding



Solar Mast AIO

IP66 Water resistant, internal surge protection, aerodynamic design



Rapid Jet Plus (10L/15L)

Smart shield corrosion protection, 8 bar pressure rating, 33% faster heating



Sports Light (800-1000W)

Built to last, pro grade lighting performance

1

Prestigious Green-Pro Certification
in the Consumer Products category
for ceiling fans

*Confederation of Indian Industry (CII) at the
Annual Green-Pro Summit 2024*



1

SilentPro Blossom Smart has been
honoured with the prestigious **Good
Design Award, Japan 2024**

Good Design Awards 2024



3

Best Website Award for the
most exceptional and user-friendly
website with engaging content

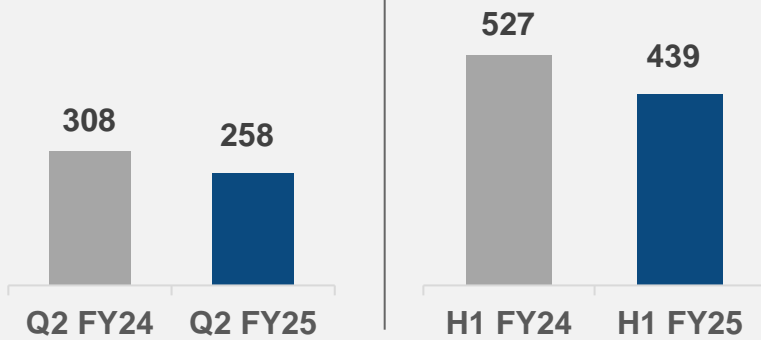
e4m Maverick 2024



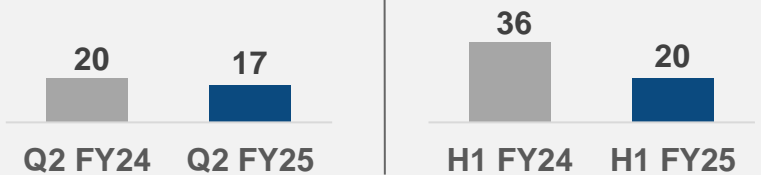
Butterfly Performance

Performance

Revenue (Rs. Cr)



EBIT (Rs. Cr)



Highlights

1

Revenue stood at Rs. 258 Cr, strong of 42% QoQ across categories and channels led by ongoing festive season

- Retail channel continued its growth momentum and maintained market share in key categories
- Successfully executed pricing actions amidst heightened competitive intensity
- Driving profitable growth in e-commerce channel has helped in improving margins
- Executed cause-based marketing - *#FromKeralaWithLove* to build brand saliency during festivals
- Focus to strengthen distribution network and drive placement of premium products; new product launches planned in H2 supported by activities to improve visibility

2

EBITDA improved to 8.9% compared to 5.1% in Q1 FY25

- Margin improvement was led by price increases, stronger management of trade spends, process interventions in Q1 FY25 and reduction in operating costs
- In E-commerce, focus would be on growing revenues with sustainable margins

Financial Performance

Crompton Standalone Q2 FY25 Financial Performance: Revenue growth of 11% YoY with robust EBITDA margins at 11%

Rs. Cr

Particulars	Q2 FY25	Q2 FY24	Y-o-Y	Q1 FY25	Q-o-Q	H1 FY25	H1 FY24	Y-o-Y
Net Sales	1,645	1,476	11%	1,959	-16%	3,605	3,134	15%
Less: Material Cost	1,121	1,031	9%	1,347	-17%	2,467	2,202	12%
Material Margin	525	445	18%	613	-14%	1,137	932	22%
as a % of Net Sales	31.9%	30.1%		31.3%		31.6%	29.7%	
Employee Cost	133	116	14%	134	-1%	267	229	17%
Advertisement & Sales Promotion	58	34	69%	89	-35%	147	103	42%
Other Expenses	154	144	7%	167	-8%	320	283	13%
EBITDA	180	151	20%	222	-19%	403	316	27%
as a % of Net Sales	11.0%	10.2%		11.4%		11.2%	10.1%	
Less: Depreciation & Amortization	21	16	33%	20	6%	40	30	36%
EBIT	160	135	18%	203	-21%	362	287	26%
as a % of Net Sales	9.7%	9.1%		10.4%		10.1%	9.2%	
Less: Finance Cost	11	20	-47%	14	-25%	24	39	-37%
Add: Other Income	16	12	25%	22	-29%	37	31	20%
Profit Before Tax	165	128	29%	211	-22%	375	279	35%
as a % of Net Sales	10.0%	8.6%		10.8%		10.4%	8.9%	
Tax Expenses	41	33	26%	53	-22%	94	69	37%
Net Profit	123	95	30%	158	-22%	281	210	34%
as a % of Net Sales	7.5%	6.4%		8.0%		7.8%	6.7%	
Basic EPS	1.92*	1.48*		2.45*		4.37*	3.29*	

Highlights

- Double-digit revenue growth of 11% YoY primarily driven by ECD segment along with improvement in lighting
- Growth across categories with non-ceiling fans, appliances and pumps leading the growth
- Within lighting, ceiling has delivered strong results along with market share gain
- Material margin improved by 180 bps YoY to 31.9% led by price increases and continued cost savings
- EBITDA margin improved by 80 bps to 11.0%
- EBIT and Net Profit (PAT) grew by 18% and 30% YoY, respectively

Crompton Consolidated Q2 FY25 Financial Performance: Robust performance with revenue growth of 6% YoY and EBIT growth of 16% YoY

Rs. Cr

Particulars	Q2 FY25	Q2 FY24	Y-o-Y	Q1 FY25	Q-o-Q	H1 FY25	H1 FY24	Y-o-Y
Net Sales	1,896	1,782	6%	2,138	-11%	4,034	3,659	10%
Less: Material Cost	1,276	1,224	4%	1,456	-12%	2,732	2,522	8%
Material Margin	620	558	11%	682	-9%	1,302	1,137	15%
as a % of Net Sales	32.7%	31.3%		31.9%		32.3%	31.1%	
Employee Cost	160	150	6%	162	-1%	321	293	10%
Advertisement & Sales Promotion	76	56	34%	97	-22%	173	138	26%
Other Expenses	182	177	2%	191	-5%	372	346	8%
EBITDA	203	175	17%	232	-12%	436	360	21%
as a % of Net Sales	10.7%	9.8%		10.9%		10.8%	9.8%	
Less: Depreciation & Amortization	38	32	19%	37	3%	75	61	23%
EBIT	165	142	16%	195	-15%	360	299	21%
as a % of Net Sales	8.7%	8.0%		9.1%		8.9%	8.2%	
Less: Finance Cost	12	22	-44%	16	-22%	28	42	-35%
Add: Other Income	18	15	18%	24	-26%	41	35	19%
Profit Before Tax	171	136	26%	203	-16%	374	292	28%
as a % of Net Sales	9.0%	7.6%		9.5%		9.3%	8.0%	
Tax Expenses	43	35	22%	51	-17%	94	69	37%
Net Profit	128	101	27%	152	-16%	280	223	26%
as a % of Net Sales	6.8%	5.7%		7.1%		7.0%	6.1%	
Basic EPS	1.94*	1.52*		2.36*		4.30*	3.37*	

CSR Initiatives

Saksham: Empowering women in manufacturing sector



Crompton's collaboration with Tata Strive for all-women electrician skill development program empowers women by providing hands-on training as Assistant Electricians, recently 6 of them have secured jobs in Mahindra & Mahindra Ltd.

Jai- Jeevan: Promoting sustainable agriculture



In collaboration with Vanarai, women Self-Help Groups in Ukkadgaon and Kolhewadi, Maharashtra learned to produce Dashparni Ark, a bio-pesticide, on World Environment Day. This eco-friendly initiative has saved the community between Rs.90,000-Rs.100,000 by reducing dependency on chemical pesticides and promoting sustainable farming practices

Nayi Disha: Empowering future through skills



58 youth from Padra-Bajwa skill Centre completed programs in electrical work. Crompton's collaboration with Tata STRIVE has empowered youth from local villages

Wayanad Flood Relief



The Kochi Branch team in partnership with Action Aid distributed over 100 dry ration, embodying Crompton's commitment to uplift and support those in need during difficult times

Award for Program 'Jal-Jeevan'

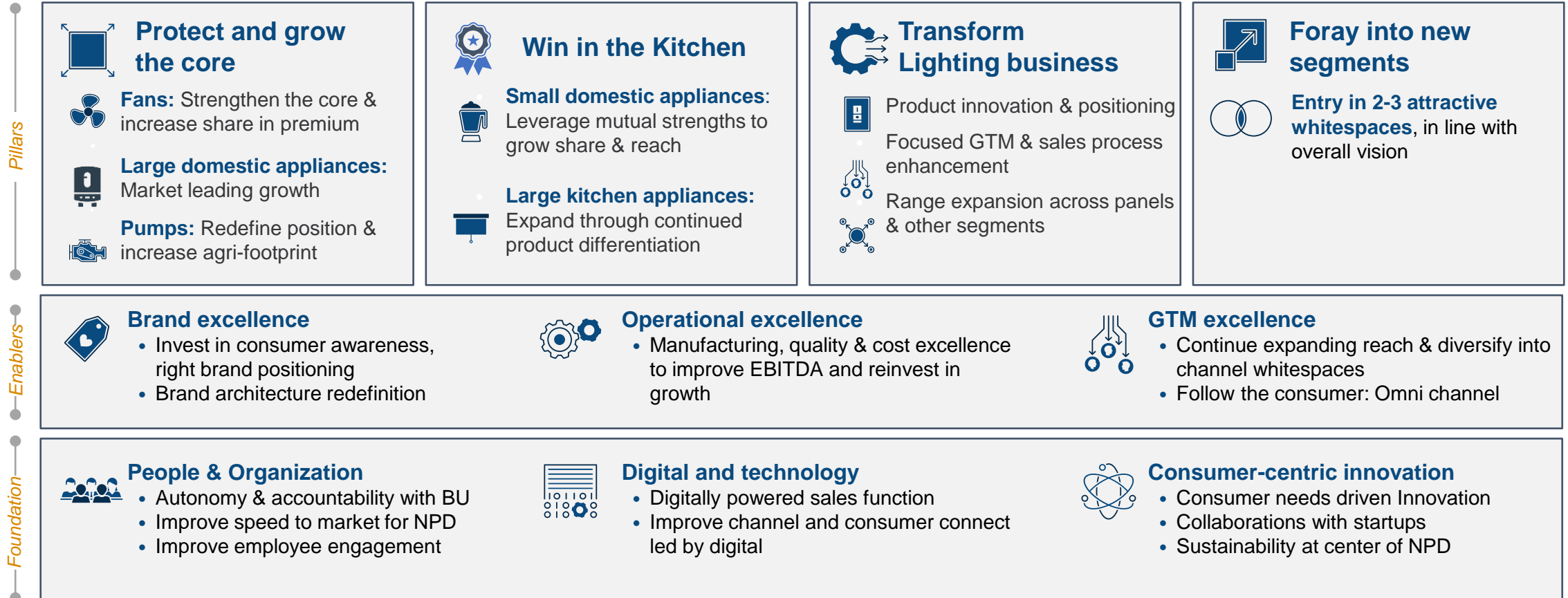


We are honored to have received the award for Best CSR Initiative towards Water Conservation under the program Jal Jeevan at Vibrant Rotary CSR Conclave and Awards 2024

Key Strategic Tenets

Crompton 2.0:

Accelerated growth at healthy margins to deliver strong TSR



Crompton

Registered Office:

Crompton Greaves Consumer Electricals Limited,
Equinox Business Park, 1st Floor, Tower 3, LBS Marg,
Kurla (W), Mumbai - 400070, Maharashtra, India

+91 22 6167 8499

Crompton
AME[⊗]
BLEND

For any query, please write us at:

Company:

crompton.investorrelations@crompton.co.in

Connect with us on www.crompton.co.in



KPMG in India:

Dikshita Jain / Sanjita Ghosh

9022487957 / 9869819160

dikshitajain@kpmg.com / sanjitaghosh@kpmg.com