

BUTTERFLY GANDHIMATHI APPLIANCES LIMITED

Key Performance Highlights of Quarter Ended 30th September 2013 (compared to Q2 of Previous year)

- Butterfly branded sales grew by 32.69% from Rs.117.33 crores to Rs.155.68 crores on a comparable quarter basis.

Key Performance Highlights of Half year ended 30th September 2013 (compared to Half Year of Previous year)

- Butterfly branded sales grew by 22.70% from Rs.202.15 crores to Rs.248.03 crores on a comparable quarter basis.
- PAT increased by 40.45% from Rs.11.05 crores to 15.52 crores.

Branded Gross Sales (Rs. In crores)

Product	FY14		FY13	Growth	Half Year		
	Q2	Q1	Q2	with Q2 FY13	FY14	FY13	Growth
Branded Market							
Appliances	112.84	74.97	96.61	16.80%	187.81	163.91	14.58%
Cooker / Cookware	27.08	14.20	18.75	44.43%	41.28	34.61	19.27%
Others	15.76	3.18	1.97	-	18.94	3.63	-
Total - Branded	155.68	92.35	117.33	32.69%	248.03	202.15	22.70%
Others (Components)	-	10.55	-	-	10.55	-	-
Grand Total	155.68	102.90	117.33	32.69%	258.58	202.15	27.91%

Going Forward

- The Company's goal is to achieve growth of 25% to 30% in its branded retail sales for Financial Year 2013-14.
- End of Q2 FY14, the Company has already launched 50 new SKUs and is on track to bring a total of 70 to 75 new SKUs as planned for the Financial Year 2013-14.
- The Company's business in New Markets is steadily improving.

