

## BUTTERFLY GANDHIMATHI APPLIANCES LIMITED

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### **Key Performance Highlights of Quarter Ended 31<sup>st</sup> December 2012 (as compared to Q3 of Previous Year)**

- Butterfly branded Retail market sales improved by 55.02% on a comparable quarter basis.
- Butterfly brand sales grew by 10.62%, from Rs.101.85 crores to Rs.112.67 crores on a comparable Quarter basis. This is despite non release of new LPG connections by all the three oil companies.
- The Company is vigorous in PAN India Marketing, Exports and new products (R&D). Hence, expenses have gone up.
- Execution of the orders received from Tamil Nadu Civil Supplies Corporation (TNCSC) commenced in November 2012 and during the two months period ended 31-12-2012, order worth Rs.101.82 crores have been executed.

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### **Key Performance Highlights for the Nine Months period Ended 31<sup>st</sup> December 2012**

- Butterfly branded Retail Market sales gone up by 35.09% for the nine months period ended 31.12.2012 on a comparable period basis.
  - Butterfly brand sales grew by 16.40% despite non release of new LPG connections by all the three oil companies.
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**Sales Breakup (Rs. In Crores)**

Product	FY 13		FY 12	Growth	Nine Months		
	Q3	Q2	Q3	With Q3FY12	FY 13	FY 12	Growth
Retail Market							
LPG	20.73	22.08	15.02	38.02%	55.03	43.48	26.56%
Mixie	23.82	26.68	19.10	24.71%	69.57	64.76	7.43%
Cooker	17.70	12.12	13.19	34.19%	39.18	31.12	25.90%
TTWG	17.45	19.10	7.01	148.93%	46.44	22.58	105.67%
Non Stick	7.62	3.95	3.87	96.90%	15.18	7.25	109.38%
Others	7.32	1.02	2.86	155.94%	9.54	4.72	102.12%
<b>Total</b>	<b>94.64</b>	<b>84.95</b>	<b>61.05</b>	<b>55.02%</b>	<b>234.94</b>	<b>173.91</b>	<b>35.09%</b>
Through Oil Companies	16.66	29.98	39.53	-57.86%	74.64	91.73	-18.63%
Export	1.36	2.39	1.27	7.18%	5.23	4.82	8.43%
<b>Grand Total</b>	<b>112.66</b>	<b>117.33</b>	<b>101.86</b>	<b>10.61%</b>	<b>314.82</b>	<b>270.47</b>	<b>16.40%</b>

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**Going Forward**

- The Company's goal is to achieve growth of 30% in its branded retail sales during the current financial year as compared to the previous year
  - Supplies to Tamil Nadu Civil Supplies Corporation in Q4 of the current year is expected to improve both the top and bottom line growth of the Company for this financial year
  - The Company's business in north India is steadily improving.
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