

BUTTERFLY GANDHIMATHI APPLIANCES LIMITED

Key Performance Highlights of Quarter Ended 31st March 2013 (as compared to Q4 of Previous year)

- Butterfly branded Retail Market Sales improved by 63.47% on a comparable quarter basis.
- Butterfly branded sales grew by 42.03% from Rs.86.87 crores to Rs.123.38 crores on a comparable quarter basis.
- The Company is vigorous in PAN India Marketing, Exports and new Products (R&D). Hence, expenses have gone up.

Key Performance Highlights for the financial year ended 31st March 2013.

- Butterfly branded Retail Market sales gone up by 40.64% for the financial year ended 31st March 2013 as compared to the previous financial year.
- Execution of the orders received from Tamil Nadu Civil Supplies Corporation (TNCS) commenced in November 2012 and during the five months ended 31.03.2013 order worth of Rs.333.29 crores have been executed.

Branded Gross Sales (Rs. In crores)

Product	FY 13		FY 12	Growth with Q4FY 12	Financial Year		
	Q4	Q3	Q4		FY 13	FY 12	Growth
Retail Market							
LPG	12.49	20.73	13.85	-9.82%	67.52	57.33	17.77%
Mixie	15.93	23.82	12.89	23.58%	85.51	77.65	10.12%
Cooker	12.91	17.70	8.31	55.35%	52.09	39.44	32.07%
TTWG	10.43	17.45	3.75	178.13%	56.87	26.62	113.64%
Non-Stick	7.11	7.62	1.22	482.79%	22.29	8.18	172.49%
Others	10.13	7.32	2.19	362.56%	19.67	6.90	184.66%
Total	69.00	94.64	42.21	63.47%	303.95	216.12	40.64%
Through Oil Companies	52.00	16.66	42.41	22.61%	126.64	134.15	-5.60%
Export	2.38	1.36	2.25	5.78%	7.61	7.07	7.64%
Grand Total	123.38	112.66	86.87	42.03%	438.20	357.34	22.63%

Going Forward

- The Company's goal is to achieve growth of 30% in its branded retail sales for Financial year 2013-14.
- The Company is having planned to bring 70 to 75 new SKUs for the Financial Year 2013-14.
- The Company's business in New Markets is steadily improving.