

BUTTERFLY GANDHIMATHI APPLIANCES LIMITED

Key Performance Highlights of Quarter Ended 30th June 2013 (compared to Q1 of Previous year)

- Butterfly branded Retail Market Sales improved by 6.96% on a comparable quarter basis.
- Butterfly branded sales grew by 8.86% from Rs.84.83 crores to Rs.92.35 crores on a comparable quarter basis.

Branded Gross Sales (Rs. In crores)

Product	FY14	FY13		Growth
	Q1	Q1	Q4	with Q1 FY13
Retail Market				
LPG	14.39	12.22	12.49	17.76%
Mixie	20.43	19.08	15.93	7.08%
Cooker	9.41	9.35	12.91	0.64%
TTWG	9.90	9.89	10.43	0.10%
Non Stick	1.93	3.62	7.11	-46.69%
Others	3.14	1.20	1.15	161.67%
Total – Retail	59.20	55.35	60.01	6.96%
Through Oil Companies	30.81	28.00	52.00	10.04%
Export	2.34	1.48	2.38	58.11%
Total - Branded	92.35	84.83	114.39	8.86%
Others (Raw materials and components)	10.55	-	8.98	-
Grand Total	102.90	84.83	123.38	21.30%

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 Q1 FY14, the Company has already launched 30 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 has also launched Hand Blenders and Electric Chimneys as new product categories in Q1 FY14.
- The Company's business in new markets is steadily improving.