

September 26, 2017

To, BSE Limited 25 th Floor, P.J. Towers, Dalal Street, Mumbai-400 001	To, The Manager - Corporate Compliance National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai- 400 051
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Dear Sir/Madam,

Script Code: BSE - 500279, NSE - MIRCELECTR

Sub.: Outcome of Analysts / Investors Meet on September 26, 2017

Pursuant to Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, we would like to inform you that Analysts / Investors Meet organized by the Company on September 26, 2017 was successfully concluded.

A presentations made by the Company to analysts/ Investors is enclosed herewith.

Kindly take the same in your records and inform the stakeholders accordingly.

The information is also being hosted on the website of the Company.

For MIRC Electronics Limited


Lalit Chendvankar
Head - Corporate Affairs,
Legal & Company Secretary



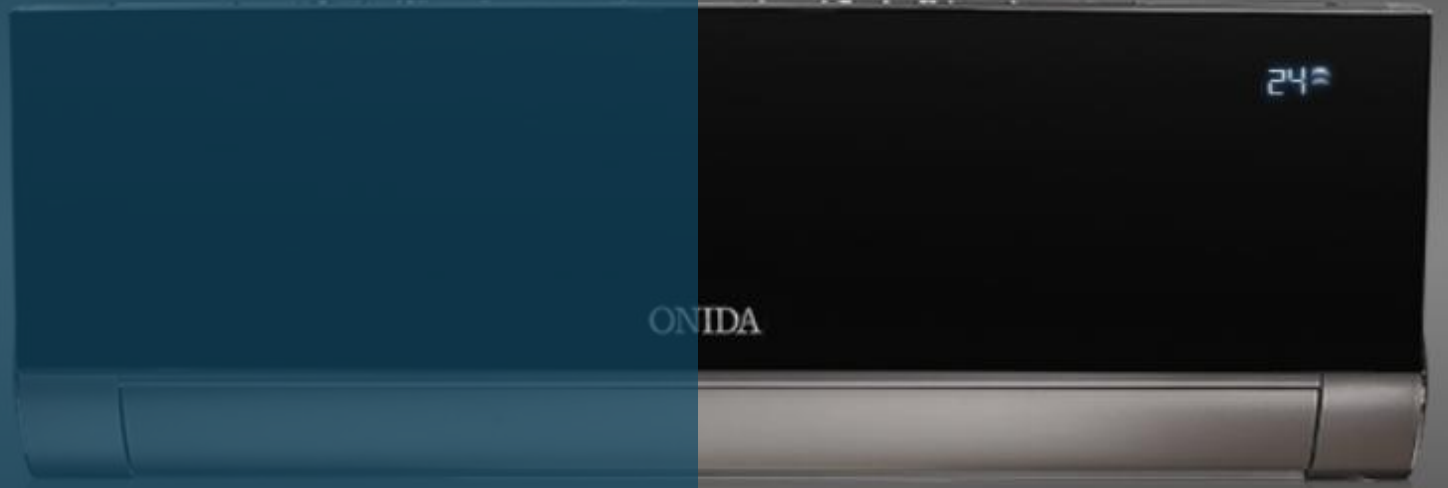
Encl: - As above

The ONIDA logo is a red rounded rectangle with the word "ONIDA" in white, bold, serif capital letters.

OWNER'S PRIDE

MIRC Electronics Ltd.

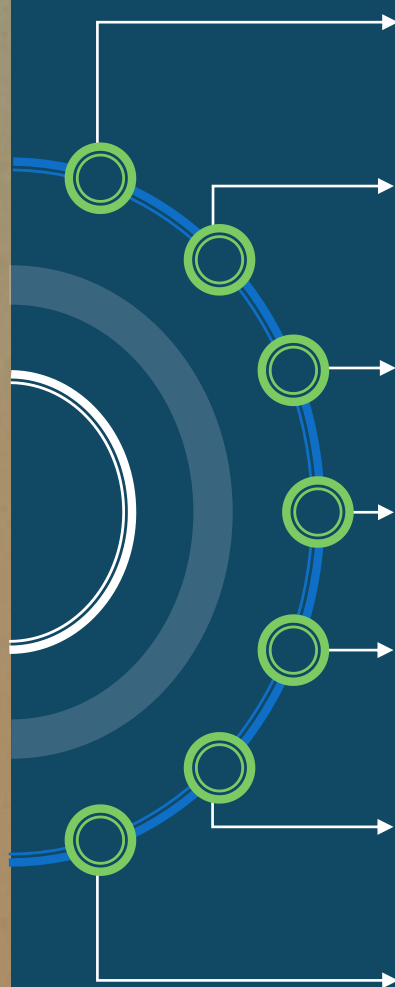
Investor Presentation
September, 2017



ONIDA

OWNER'S PRIDE

Company Profile



Incorporated in 1981

Leading manufacturer of television sets, has transformed into a complete consumer durable company

Wide product portfolio, our strategy to build high quality affordable products designed to keep customers in mind has paid off

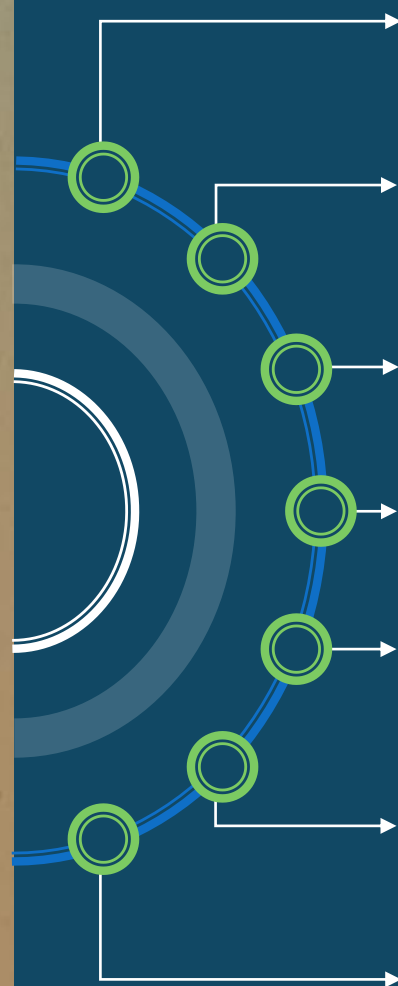
Has world class manufacturing facilities

Positioning of the brand "bring back the pride of ownership"

Target the new millennials

Focus on the class b and c towns with higher growth potential

Company Profile



We understand the Indian consumer better

Have a well structured and articulated "consumer connect " exercise

Can come out with unique innovations unlike anything that is available in the world

The product is the hero

Product quality and deliverables are comparable if not better than the best in its category

Make it in the most economical manner

Consistently deliver on the unstated needs of the consumer



Brand ranking

Brand Ranking



BRAND RANKING



CATEGORY - WISE ALL INDIA LISTING

DURABLES SUPER CATEGORY

Durables Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Super Category	Category
1	2	3	1	SONY	Durables	Consumer Electronics
2	3	1	-2	LG	Durables	Consumer Electronics
3	18	57	-39	SAMSUNG	Durables	Consumer Electronics
4	33	46	-13	ONIDA	Durables	Consumer Electronics
5	38	8	30	PANASONIC	Durables	Consumer Electronics
6	44	53	-9	WHIRLPOOL	Durables	Consumer Electronics
7	107	661	-554	SANSUI	Durables	Consumer Electronics
8	116	390	-274	TOSHIBA	Durables	Consumer Electronics
9	118	96	22	VOLTAS	Durables	Consumer Electronics
10	138	102	36	HITACHI	Durables	Consumer Electronics
11	158	383	-225	SHARP	Durables	Consumer Electronics
12	198	259	-61	HAIER	Durables	Consumer Electronics
13	219	76	143	O GENERAL	Durables	Consumer Product
14	292	88	204	THOMSON	Durables	Water Purifier
15	310	194	-124	AKAI TV	Durables	Audio equipment
16	320	128	192	KENT	Durables	Water Purifier
17	320	123	197	BLUE STAR	Durables	Audio equipment
18	339	182	157	KELVINATOR	Durables	Water Purifier
19	374	3	371	IFB APPLIANCES	Durables	Kitchen Appliances
20	406	182	224	PIONEER	Durables	Consumer Electronics
21	420	208	212	AQUAGUARD	Durables	Water Purifier
22	456	48	408	JBL	Durables	Coolers
23	483	306	177	BAJAJ ELECTRICALS	Durables	Consumer Electronics
24	514	323	191	MAHARAJA APPLIANCES	Durables	Water Purifier
25	530	17	513	DAIKIN	Durables	Consumer Electronics
26	540	17	523	PUREIT	Durables	Water Purifier
27	573	388	185	SYMPHONY	Durables	Consumer Electronics
28	579	17	562	LG TV	Durables	Consumer Electronics
29	603	245	358	EUREKA FORBES	Durables	Water Heaters
30	626	388	262	CARRIER	Durables	Consumer Electronics
31	633	120	513	PANASONIC TV	Durables	Consumer Electronics
32	702	120	582	CROWN	Durables	Consumer Electronics
33	732	639	93	RACOLD	Durables	Consumer Electronics
34	759	336	423	ELECTROLUX	Durables	Kitchen Appliances
35	802	561	241	LLOYD	Durables	Consumer Electronics
36	808	561	247	LLOYD LED TV	Durables	Consumer Electronics
37	861	561	300	KUTCHINA	Durables	Consumer Electronics
38	897	561	336		Durables	
39						

THE BRAND TRUST REPORT™ 2016



Product portfolio

BEHIND THE GAME-CHANGING
DESIGN, IS A SIMPLE INSIGHT.
SOUND COMPLETES THE PICTURE.



3000 WATTS OF PURE IMMERSIVE SOUND

Web Cruiser-Click & Point.
Qwerty remote

55" UHD screen

Built in wifi

Quadcore processor

USB, HDMI

Android OS



KY-HORN™
S P E A K E R S

The most natural bionic shape that mimics the internal human ear contours, to naturally amplify and yet control sonic purity.

The cone curvature of KY-Horn™ Speakers is calculated with mathematical precision, to remove all distortions, enhance



Say hi to
Onida Regalio

It's cool in more ways
than you can imagine.



It cares for our well-being, our peace of mind,
our children's quality of sleep.
It cares for our tortured planet.

It's elegant and intuitive, connected to us through
our sleek smartphones.
And yes, it can cool like never before.

Say hello to the new range of
smart air conditioners from Onida.



ONIDA Regalio

Artificial Intelligence. Advanced Cooling.

5 years comprehensive warranty	Take home an Onida AC for Rs. 101/-*	0 % Interest rate, processing fee
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WASHING MACHINE

UNLIKE ANYTHING IN THE MARKET



Powerful
Yet
Just Like Hand Wash

Grandeur
8.5kg



SMART
DOOR



DYNAMIC
DISPLAY



RAT
GUARD



ANTI
RUST



TANGLE
FREE



SILENT
OPERATION



SHOCK
PROOF



Sensitive Anti Bacterial Wash.



ELECTRONIC CONTROL



WIDE DOOR OPENING



STAINLESS STEEL DRUM

Cooking becomes more fun with Black Beauty Neo



Air Fryer



Milk Boiling



Naan & Roti



Steam Clean



Calorie Meter



235+ Auto Cook Menu



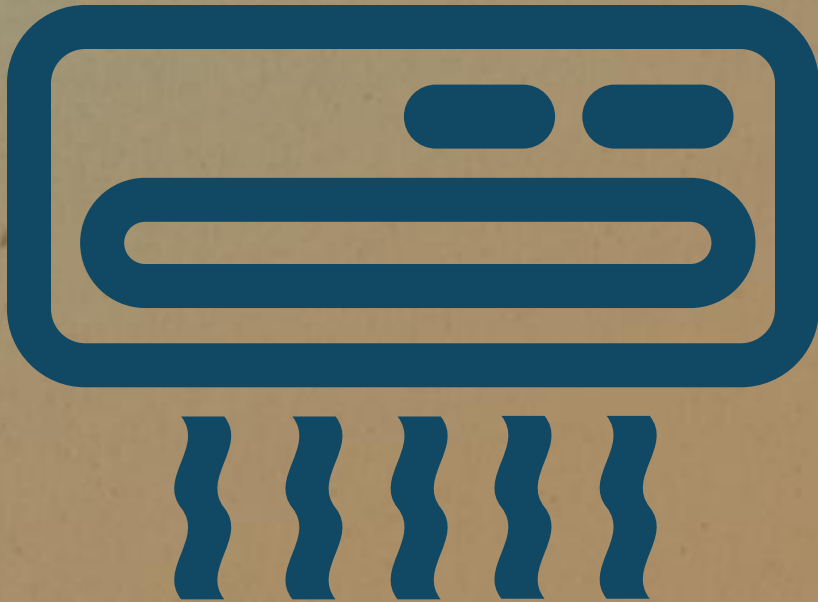
Growth drivers



Display Devices

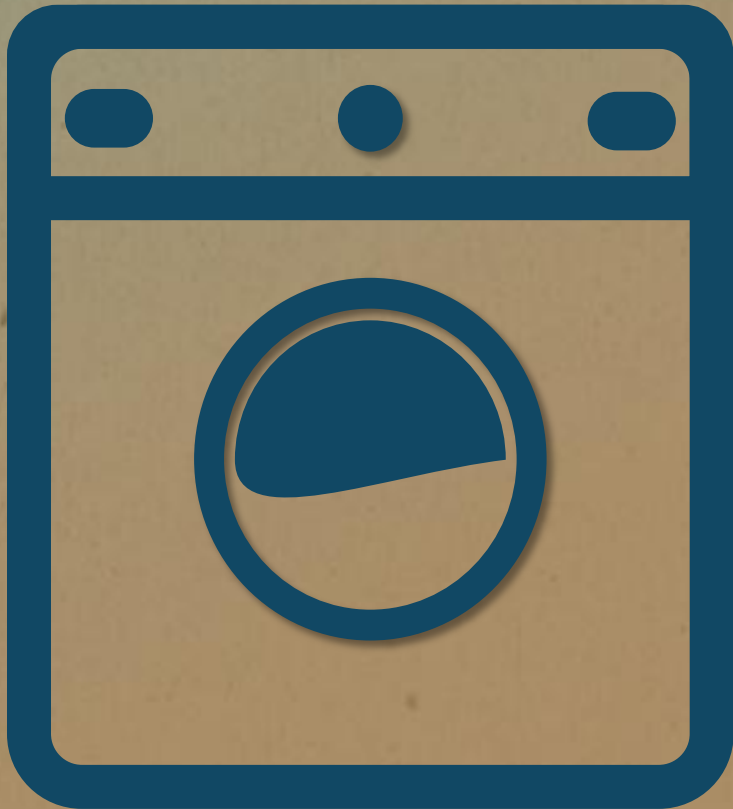
- DOMINATE the sound platform.
- Complete laddering with KYROCK, KY THUNDER & now KY SUPER THUNDER
- SMART TV the way going forward.
- 80% of the Indian consumer is tuned to Android phones and we are the only brand offering the native android. Quad core processor and large memory build to accommodate more apps.
- With increasing availability of bandwidth and affordable data network will bring about a paradigm shift in the way people interact with television.

Air conditioners



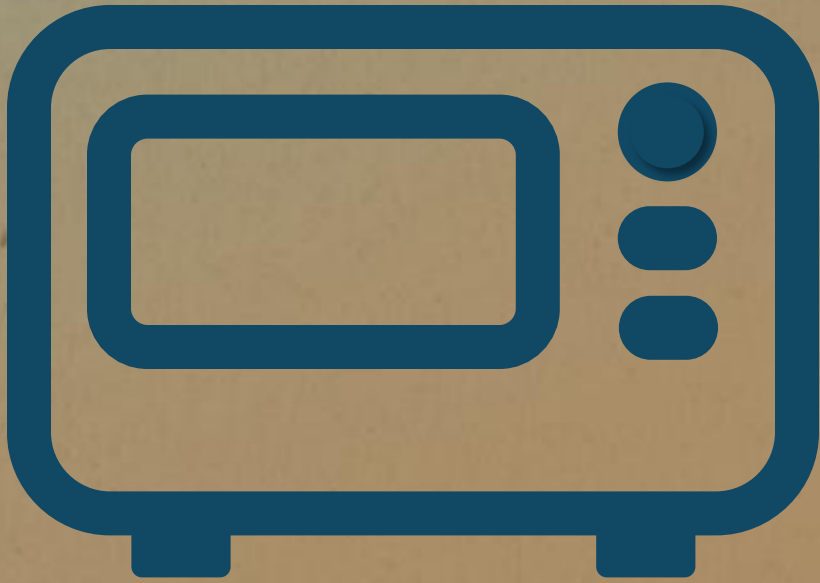
- First to bring IOT in AC, with most number of innovations in this category, 100% eco friendly gas is used in all Inverter & Split ACs.
- with the penetration being so low affords a growth opportunity
- Better availability of power is a key catalyst
- Consumers don't look at AC as a luxury anymore
- Global warming a key driver
- Well positioned to capitalise on the growing opportunity
- Business model superiority

Washing Machines



- Home appliances market is growing faster than other segments
- Contributes 9% to the revenues
- Huge untapped rural market; currently there is only 0.5% penetration for washing machines
- Brought in new head of marketing to push appliances sales
- Currently industry size is 5 million units and is expected to grow at 10-12% during the year
- Aims to capture 6% market share in this segment
- Plans to launch 15 new models
- Segmental targeting would be Super premium, Premium and economy

Microwave Oven



- Launching Smart Chef Microwave Oven – stunning black beauty neo microwave during the current quarter
- Build in weighing scale and comes with 237 inbuilt auto cook options
- Microwave with features like Air Fryer, Milk Boiling, Naan / Roti maker and Steam clean at the click of one button



Manufacturing Facilities

State of the art manufacturing facility at Wada

- State of the art integrated manufacturing facilities
 - Plant is spread over 2.40 sq.m in Wada near Mumbai
 - Manufacturing capacity of 1.8 million display devices
 - Capacity can be scaled up to 3 million at minimal capex
 - 55 acres of land and 25% is the build up area of the plant
 - ISO : 9000 and ISO : 14000 certified
- Locational advantage
 - Situated in close proximity, 100 km from JNPT
 - 80 km from Mumbai Airport
- Quality machinery suppliers
 - SMT (Universal), Glue Dispenser (Camelot)
 - Final assembly line – Hirata Japan
 - Plastic molding – Japan Steel Works
 - EPS Packing cushion – Kurtz Germany



Display devices manufacturing plant located at Wada near Mumbai, spread across 55 acres, 75% of the plant has green cover

State of the art manufacturing facility at Rourkee

- Predominantly washing machine plant
- Can assemble 2.4 lacs washing machines per annum on single shift basis can scale up to 7.2 lacs pieces on three shifts basis
- Moulding machines are from JSW and Angel Duo
- More than two decades experience in manufacturing washing machines
- High level of backward integration



Financial Highlights

Financial

(Rs. in crore)

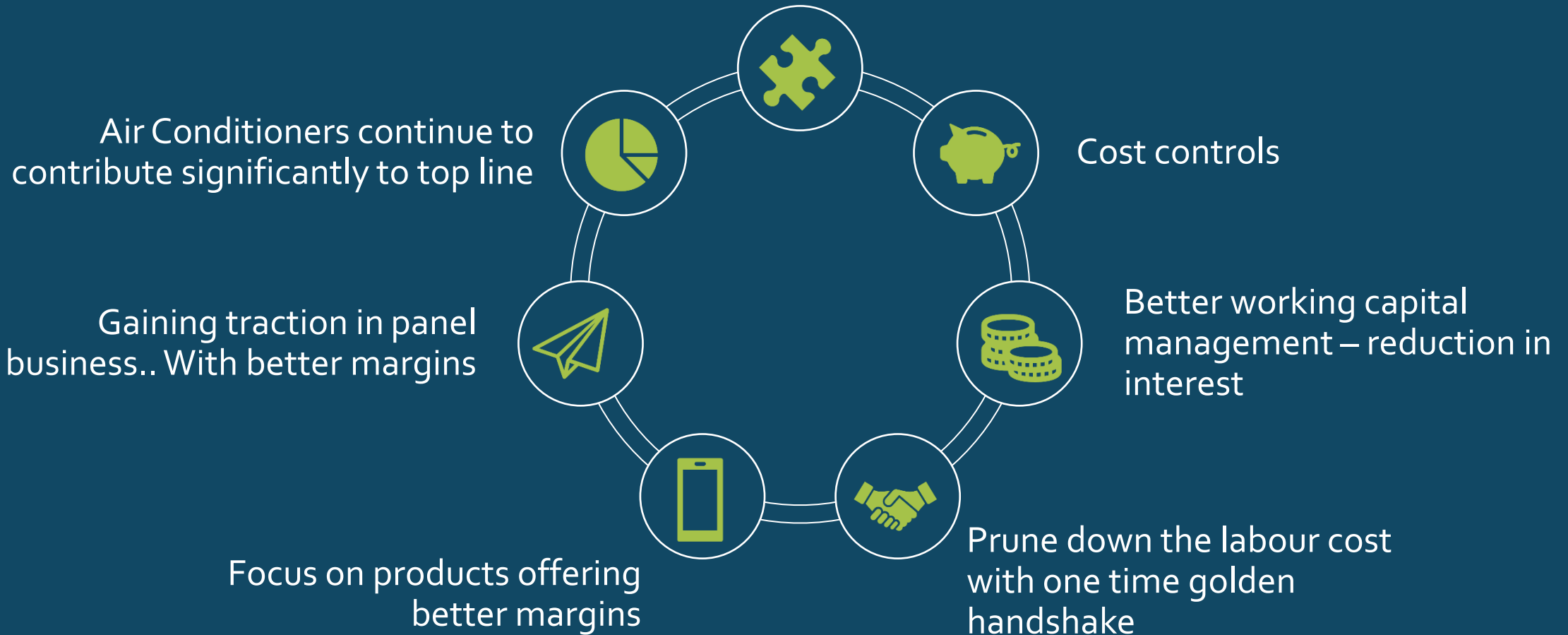
Particulars	Q1FY18	FY17	FY16	FY15
Net Sales	216	748	772	1,071
EBIDTA	11.47	37	3	41
Interest Cost	4.50	24	29	33
PAT	5	(6)	(27)	1
Net Debt	-	146	182	193



Measures Taken For Profitability

Measures taken for profitability

Focus on bottom line



Promoter Profile



Gulu Mirchandani
Chairman

He is the Founder Chairman of Onida Group. He is an alumnus of BITS Pilani and holds a degree in BE Mechanical. He has more than three decades of experience in consumer electronics business



Vijay Mansukani
MD

He is a co-promoter, a graduate from the college of Marine Engineering, Mumbai, he has over 30 years of experience in consumer electronics business



Kaval Mirchandani
Whole Time Director

He is an MBA from Thunderbird American Graduate School, USA, and has wide experience in electronics industry.

Professional Management

G.Sundar

CEO

A finance professional, qualified CA, CS and ICWA, he has joined the company in 1985. He looks after finance, marketing and operations besides driving new product development

Sunil
Shankar

Business Head

An MBA from ISB Hyderabad and has an experience in product development, with good understanding of Indian FMCD market.

Vivek
Saran

Head of Sales

Marketing professional, with 18 years of consumer durables industry experience, out of which 14 years were with Whirlpool and has past experience of working with LG, Samsung and Godrej

S Dhoot

Whole Time Director

Production Engineer from VJTI, Mumbai, he has vast experience in managing large electronics manufacturing facilities



Contact Us

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