



## BUTTERFLY GANDHIMATHI APPLIANCES LIMITED

/On line submission/

May 28, 2018

General Manager – DCS,  
Dept. of Corporate Services,  
BSE Ltd,  
Floor I, P.J.Towers,  
Dalal Street,  
Mumbai – 400 001  
Scrip: 517421

Manager,  
National Stock Exchange of India Ltd  
Exchange Plaza,  
BandraKurla Complex,  
Bandra (E),  
Mumbai – 400 051  
Scrip: BUTTERFLY

Dear Sir,

**Butterfly Gandhimathi Appliances Limited – Results presentation  
for the fourth quarter ended on 31.03.2018**

Enclosed please find the Company's Performance/Results presentation for the fourth quarter ended on 31.3.2018, which may please be uploaded on the website for information of our investors.

Thanking you,

Yours faithfully,  
For Butterfly Gandhimathi Appliances Limited

*Ramalingam*  
Company Secretary &  
General Manager (Legal)

**Regd. Office :** 143, Pudupakkam Village, Vandalur - Kelambakkam Road, Kelambakkam - 603 103, Kancheepuram District.  
Phone : +91-44-4741 5500 CIN No. : L28931TN1986PLC012728  
E-mail : gmal@butterflyindia.com Web : www.butterflyindia.com

**Corporate Office :** E-34, II Floor, Rajiv Gandhi Salai, Egattur Village, Navalur - 600 130, Kancheepuram District.  
Phone : 044 - 4900 5100, 5154 E-mail : butterflyho@butterflyindia.com

# BUTTERFLY GANDHIMATHI APPLIANCES LIMITED

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**RESULTS PRESENTATION**

Q4 FY18

[www.butterflyindia.com](http://www.butterflyindia.com)

*Certain statements in this presentation concerning our future growth prospects are forward looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, fluctuations in earnings, our ability to manage growth, competitive intensity in our industry of operations including those factors which may affect our cost advantage, wage increases, our ability to attract and retain highly skilled professionals, sufficient availability of raw materials, our ability to successfully complete and integrate potential acquisitions, liability for damages on our contracts to supply products, the success of the companies in which Butterfly Gandhimathi Appliances Ltd has made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Butterfly Gandhimathi Appliances Ltd may, from time to time, make additional written and oral forward-looking statements, including our reports to shareholders. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company*

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# Company Overview

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# About Us..

Leading manufacturer of Kitchen and Electrical Appliances

Market Leader in India for SS LPG Stoves & Table Top Wet Grinders and major supplier of Mixer Grinders & Pressure Cookers

The 'Butterfly' brand is a highly respected brand synonymous with quality

Established in 1986 by Shri V. Murugesu Chettiar – currently helmed by 2nd and 3rd generation of promoter family

Headquartered in Tamil Nadu with Pan India presence

Strong R&D focus which has led to several pioneering initiatives and continues to drive in-house development of new products

# Quick Facts

#1

IN INDIA  
FOR SS LPG STOVES  
& TABLE TOP WET GRINDERS

12.8%

REVENUE CAGR  
FY10-18

IN THE TOP

3

IN INDIA FOR DOMESTIC  
KITCHEN APPLIANCES

NOW PRESENT IN ALL

29

STATES IN INDIA

SALES OF BRANDED  
PRODUCTS IN FY18

537

CRORE

500+

EXCLUSIVE  
DISTRIBUTORS ACROSS  
INDIA

1.16

NET DEBT / EQUITY  
RATIO

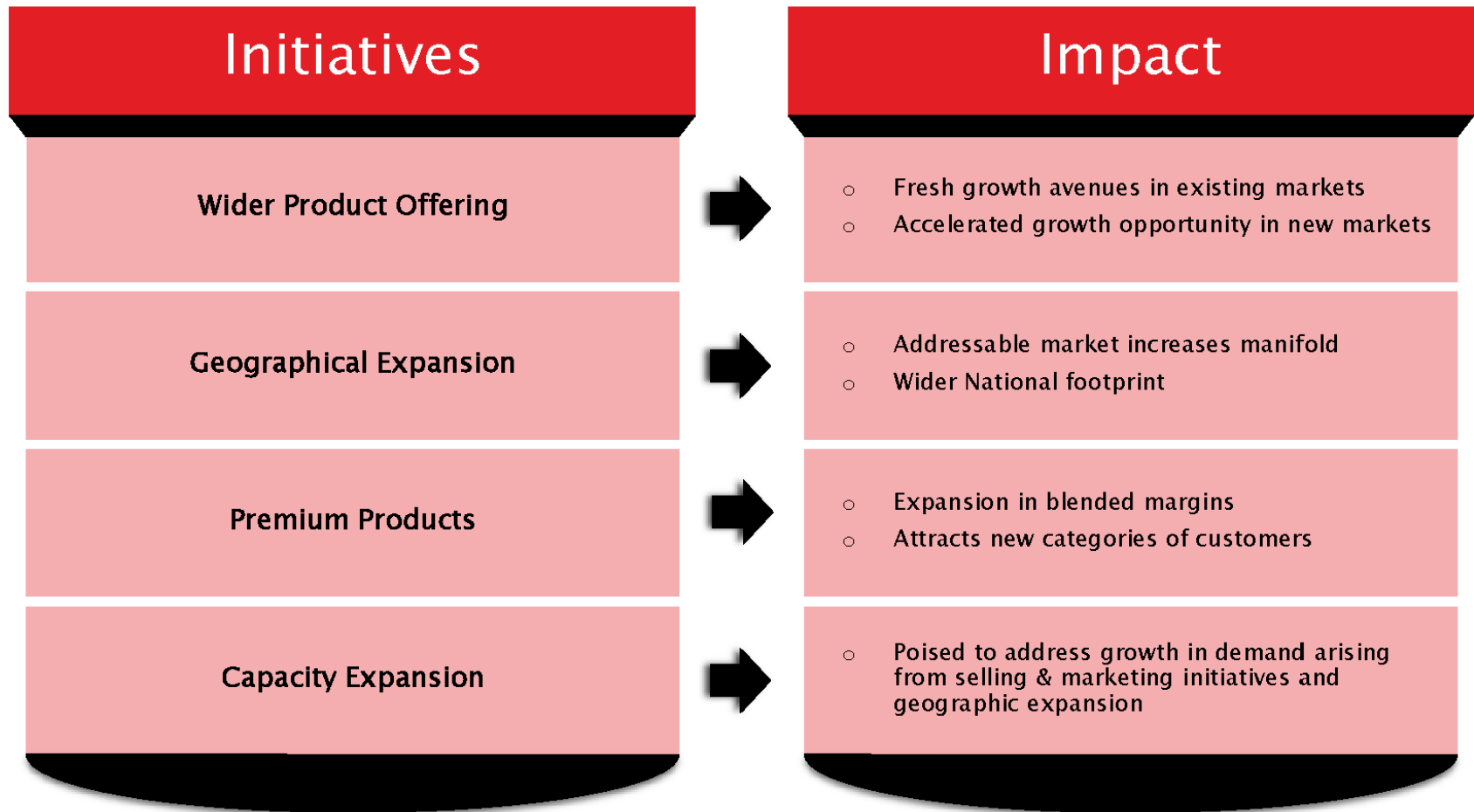
33.5%

REVENUE GROWTH  
OVER FY17

15%

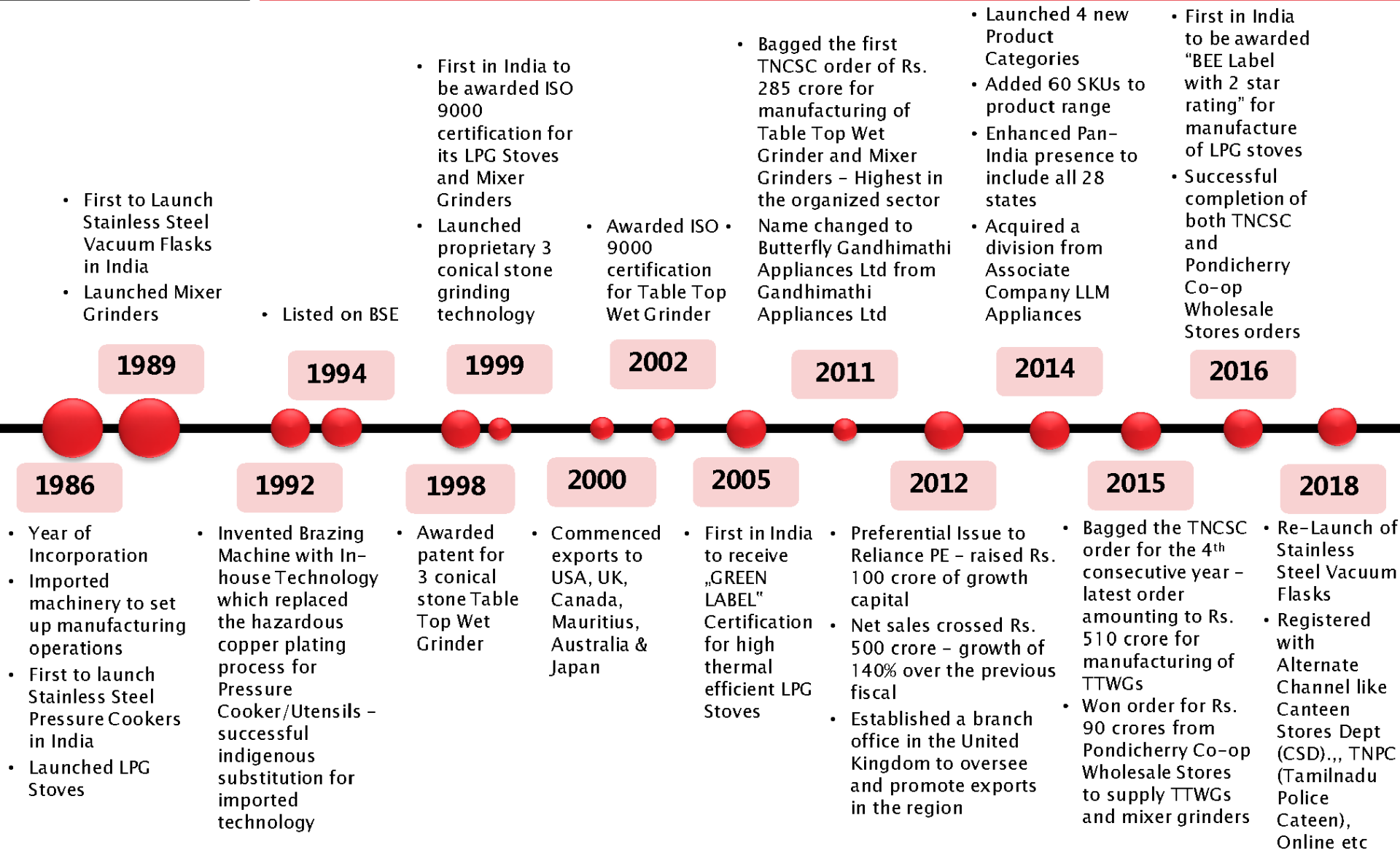
OF FY18  
REVENUES FROM NON-SOUTH  
STATES

# Growth Levers





# Overview Milestones

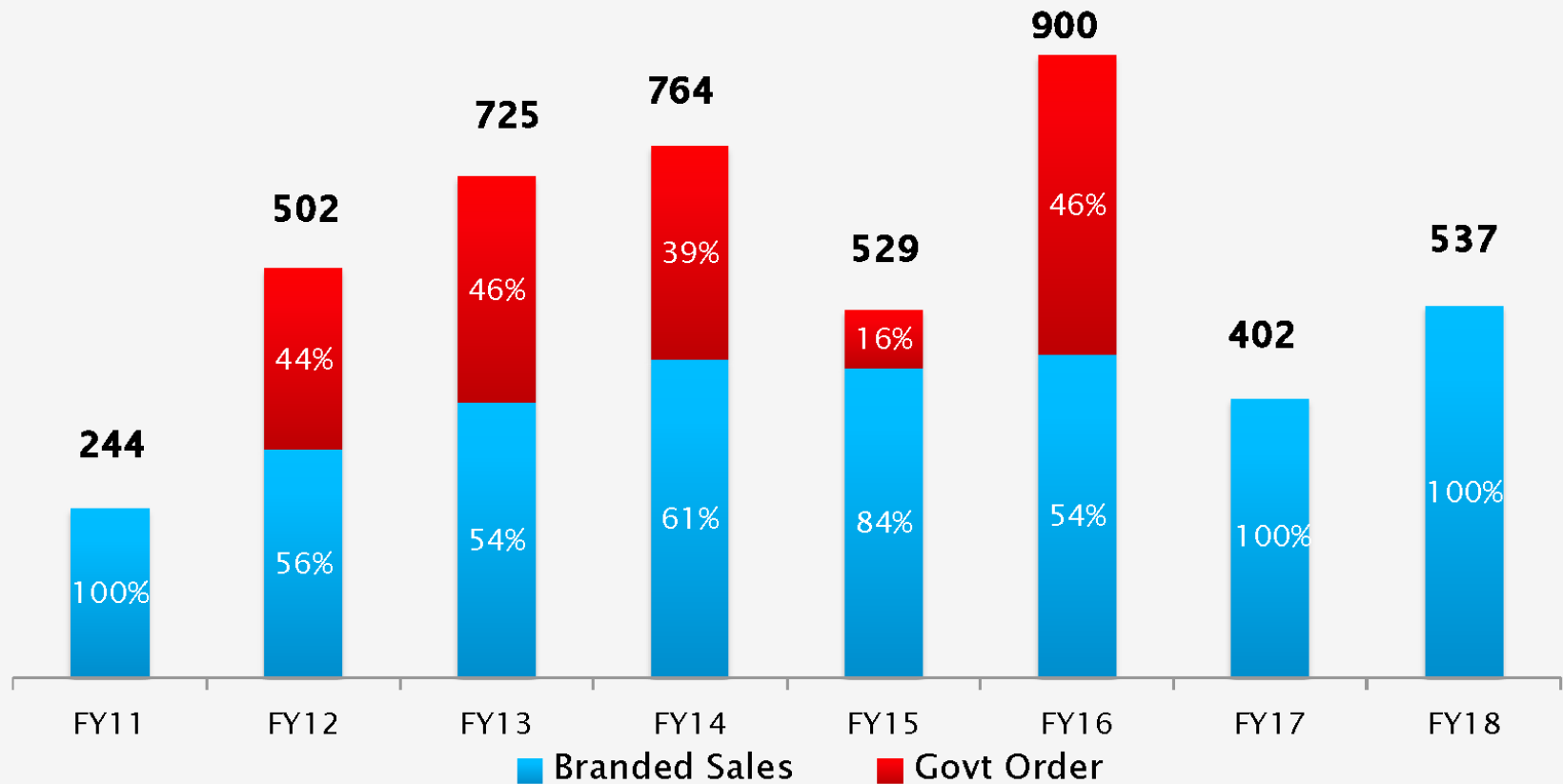


# Revenue Profile

100%

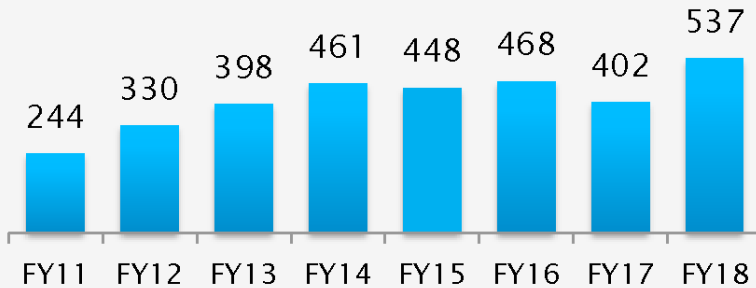
Revenue Excluding Excise  
Duty / GST

## Annual Net Revenue (Rs. crore)



# Branded Retail Sales

Branded Net Sales (Rs. crore)



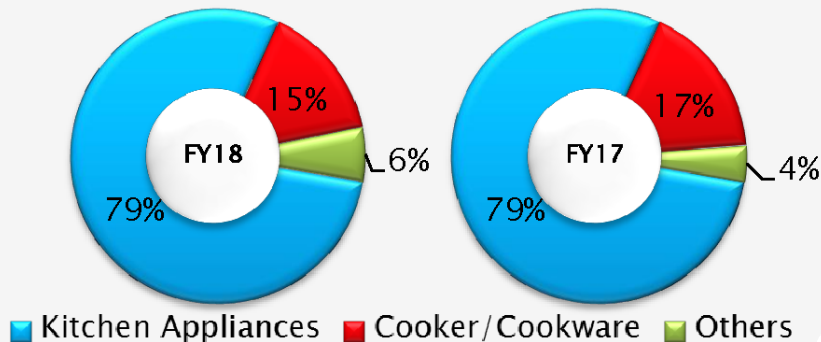
## Through Institutions

- Tie ups with Gas dealers of IOCL, BPCL and HPCL
- Customers for new gas connection are provided with co-branded products manufactured by BGMAL

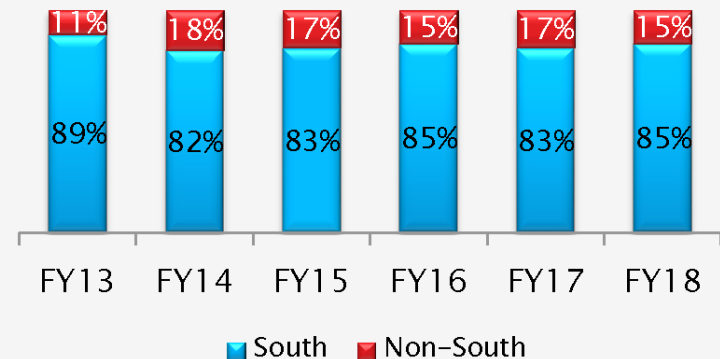
## Through Retail Marketing

- Network of 430+ exclusive distributors
- Distributors supply to dealer network which is customer facing
- Tie-up with Modern Trade, CSD, CPC, TNPC etc.
- 22000+ retail points across the Indian map

Branded Product Distribution (%)



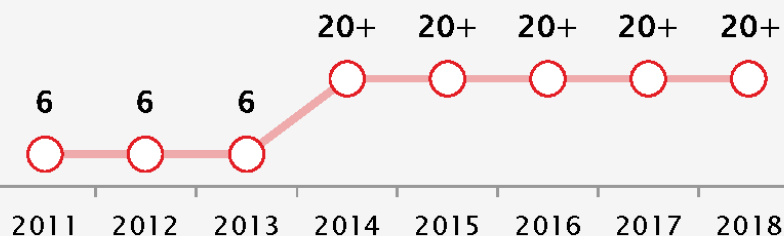
Region-wise Break-up



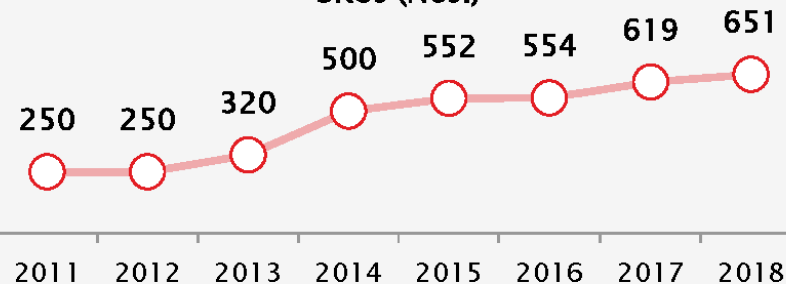
# Augmenting Organic Growth

## Increased Product Categories For Wider Product Portfolio And Higher Market Share

Product Categories (Nos.)

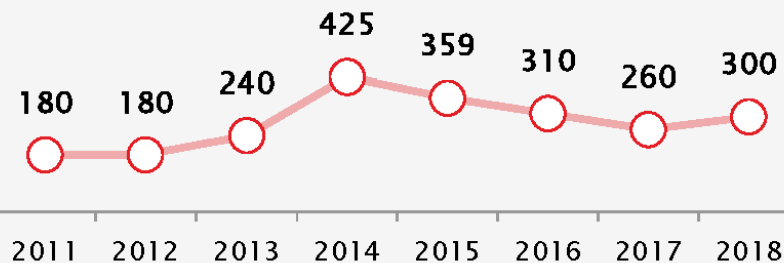


SKUs (Nos.)

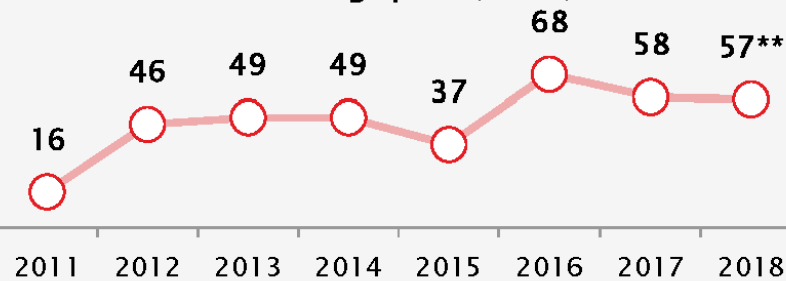


## Enhancing Sales and Marketing Efficiency For Better Penetration And Brand Development

Sales Team (Personnel)



Marketing Spend (Rs. Cr)



\*\* Including Rs.3 Cr spent on new channels