

Date: August 06, 2026

To, BSE Limited ("BSE"), Corporate Relationship Department, 2 nd Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai – 400 001.	To, National Stock Exchange of India Limited ("NSE") Exchange Plaza, 5 th Floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051
BSE Scrip Code: 539876	NSE Symbol: CROMPTON
ISIN: INE299U01018	ISIN: INE299U01018
Our Reference: 67/2026-27	Our Reference: 67/2026-27

Dear Sir/Madam,

Sub: Investor Presentation

This is in continuation of our earlier letter regarding outcome of Board Meeting dated August 06, 2026, wherein the Company had approved the unaudited financial results (Standalone and Consolidated) for the quarter ended June 30, 2026.

In this regard, please find enclosed herewith an Investor Presentation for the same.

You are requested to take the same on your record.

Thanking you,

For Crompton Greaves Consumer Electricals Limited

Kaleeswaran
Arunachalam

Digitally signed by Kaleeswaran
Arunachalam
DN: cn=Kaleeswaran Arunachalam
c=IN o=Personal
Reason: Personal
Location:
Date: 2026-08-06 16:59+05:30

Kaleeswaran Arunachalam
Chief Financial Officer

Encl: as above

Q1 FY27 Investor Presentation

6th August 2026

Number One



AQI Chimney



Dual Control Fan:
Regmote



Mini Pump: #1 by Volume
>2x Category Peers



5-Star
Induction Fan



Fine-Tuning
Speed Fan



Most Efficient
Water Heater

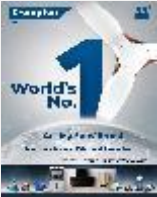
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Journey across categories: Strong track record of entering and scaling up in new products to achieve leadership position



World's No.1
Ceiling Fan's Brand





India No.1

Fans

TAM
(Rs. Cr.)

>15k

#3 player in
Lighting





Lighting

>22k

#1 in Residential
Pumps





Pumps

Resi
>4k

Agri
>3.5k

#1 Water Heaters
Brand on E-com;
#2 Air coolers in
E-com





LDA

>7k

Top 3 Kitchen
Brand





Butterfly Acquisition

Kitchen

>25k

Among Fastest
growing players







Maharashtra Rajasthan Haryana

Solar Pumps Presence

Solar Pumps
& Rooftops

>50k

Pre- 2016

2023

2025



Extend leadership
positions



Increase TAM in
Right-To-Win
segments

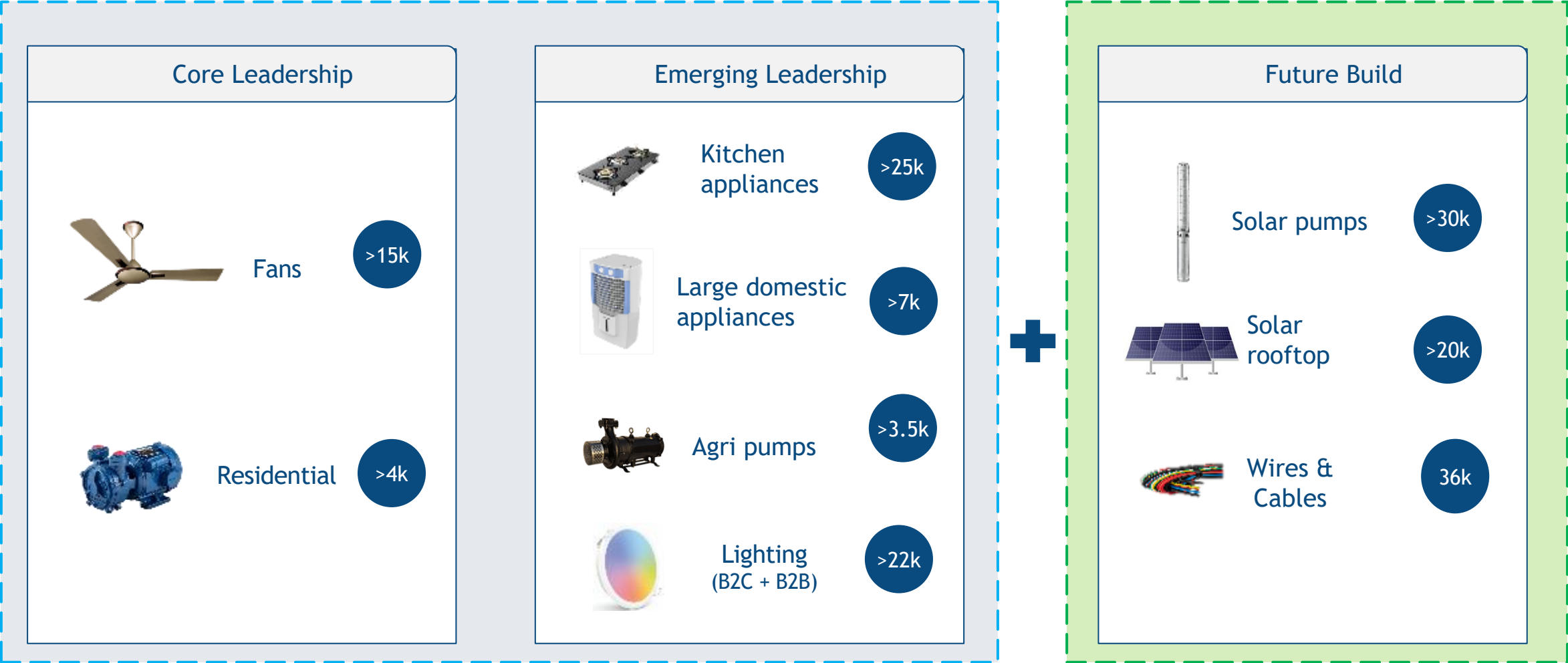


GTM Excellence
Brand Legacy



*Category in which Company operates

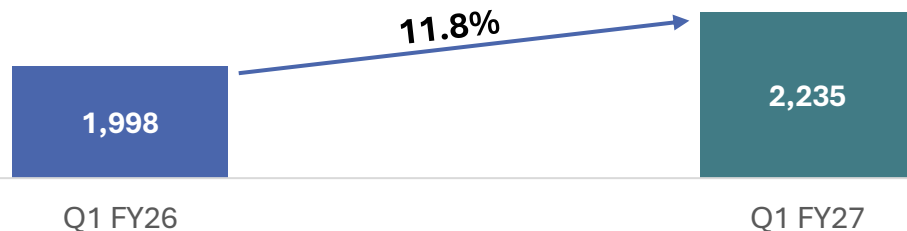
Expanding Total Addressable Market (TAM): Reinforcing market leadership in core categories; Rising leader in emerging categories and Foray into new growth categories



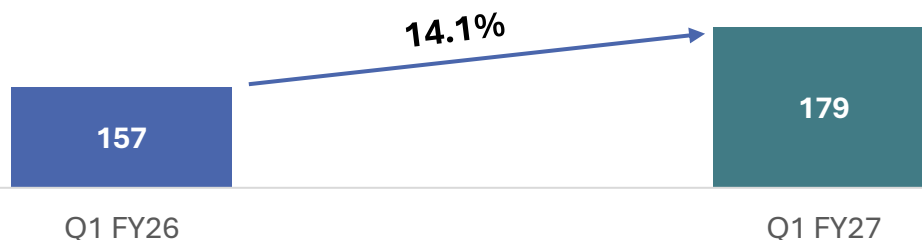
Q1 FY27 Highlights (Consolidated): Double digit growth momentum sustained with profits growing ahead of the revenue



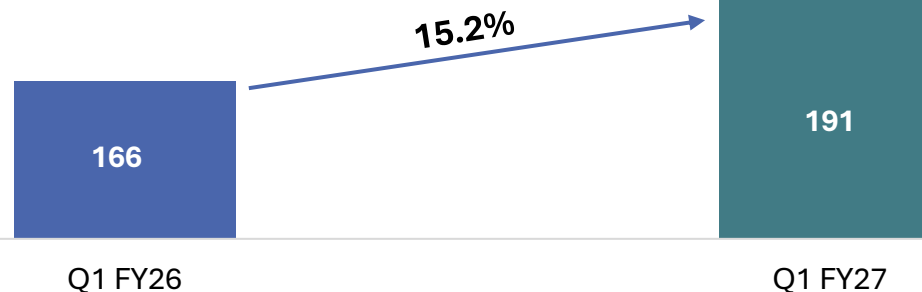
Consolidated revenue (Rs. Cr)



Consolidated EBIT (Rs. Cr) & Growth %



Consolidated PBT (Rs. Cr) & Growth %



Q1 Operational Highlights

- Registered double-digit revenue growth across all the segments
- Highest quarterly sales achieved in BLDC
- Commodity inflation resulted in cost escalation across categories
- Undertook calibrated price hike across categories with high single digit to low double digit
- Won Golden Peacock Eco-Innovation Award' for the year 2026 for India's first 5-Star rated cooktop "RENZ COOKTOP"
- Wires continue to gain traction with encouraging on-ground feedback from the channel

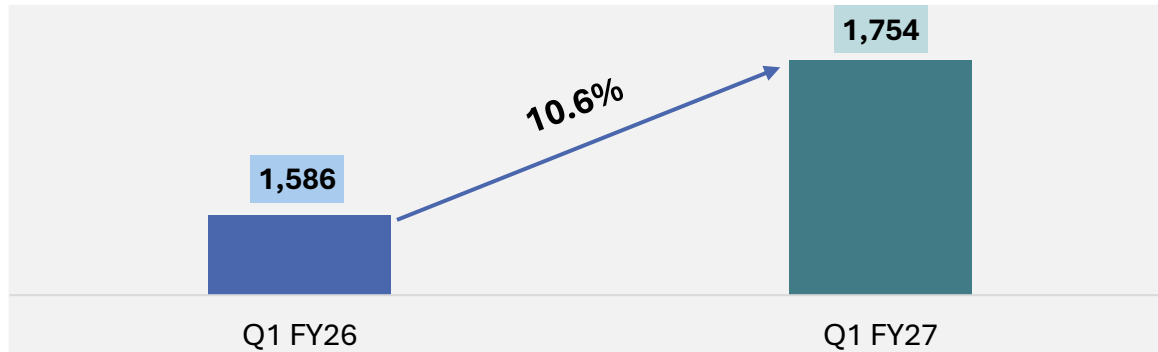
Q1 Financial Highlights

- Revenue up by 11.8% YoY
- EBITDA margin expanded by 20 bps to 10.0%, impacted by inflation, however offset by disciplined pricing actions, operating leverage and cost initiatives
- EBIT and PBT grew ahead of the revenue at 14.1% and 15.2%, respectively
- EBIT Margin & PBT Margin expanded by 10 bps to 8.0% and 30 bps to 8.6% respectively

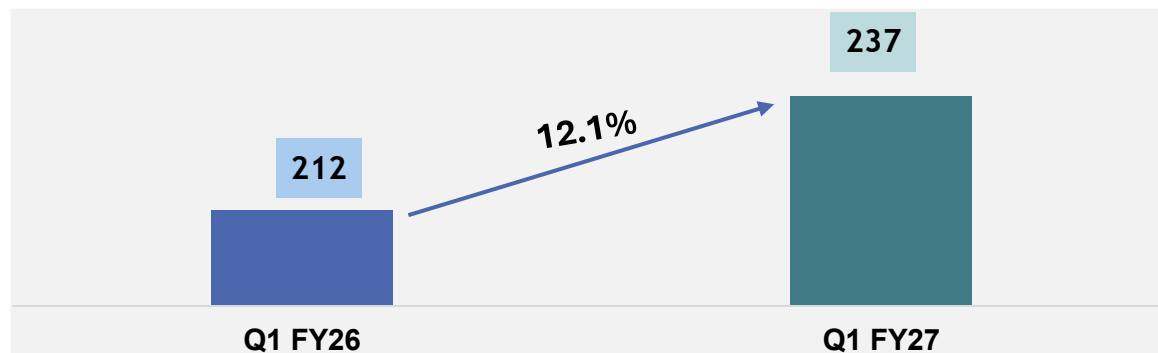
ECD: Growth registered across all categories with margin expanding 20 bps to 13.5% on the back of disciplined pricing interventions and operating leverage

Performance

Consolidated ECD Revenue (Rs. Cr)



Consolidated ECD EBIT (Rs. Cr) & Growth %



Q1 FY27 Highlights

1 Fans

- Despite supply constraints, Fans grew with strong performance in BLDC, followed by TPW and Ceiling fans.
- BLDC portfolio grew ~ 44% delivering highest quarterly sales.
- Strong traction in new launches of BLDC such as Elevate and Fluidio.

2 Pumps

- Broad based strong performance across categories leading to market share gains, while effectively navigating commodity inflation and supply chain headwinds
- Rolled out B2C Solar pumps business.
- New launches: CVM pumps in specialty portfolio

3 Domestic Appliances

- Double digit growth led by water heaters
- Strengthened market position in water heaters, with Crompton amongst the strongest gainers in trade and improving share on Amazon

4 Kitchen Appliances

- Strong traction continues in induction and cooktops
- Expanded Air fryer portfolio with new launches

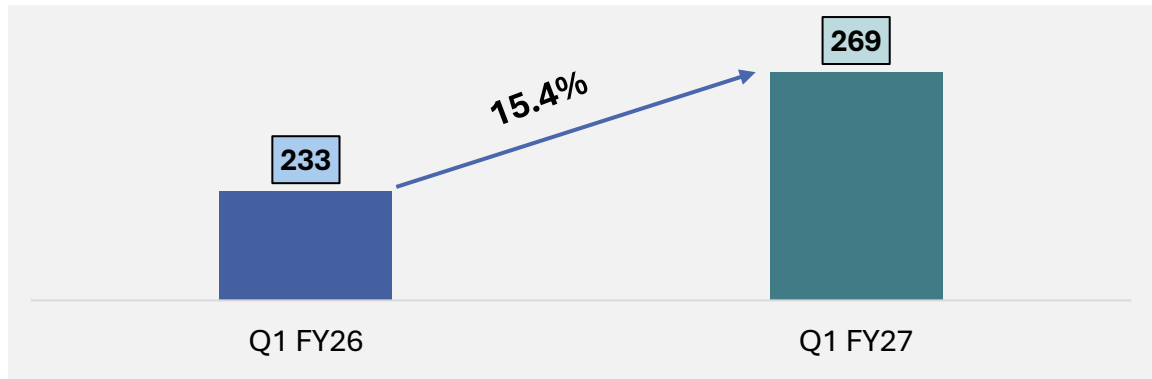
5 EBIT Margins

- ECD margin improved by 20 bps to 13.5%

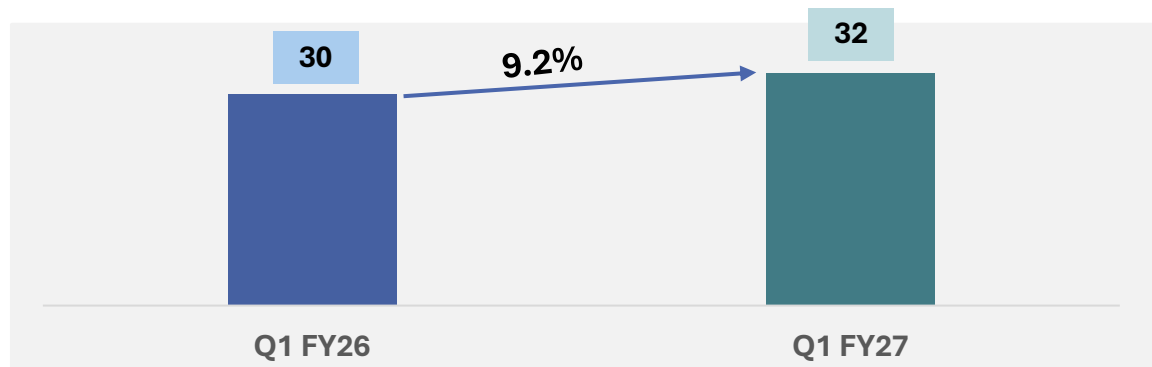
Lighting: Continued growth momentum driven by strong growth in both B2B & B2C;
Margins impacted by cost inflation in B2B

Performance

Consolidated Lighting Revenue (Rs. Cr)



Consolidated Lighting EBIT (Rs. Cr) & Growth %

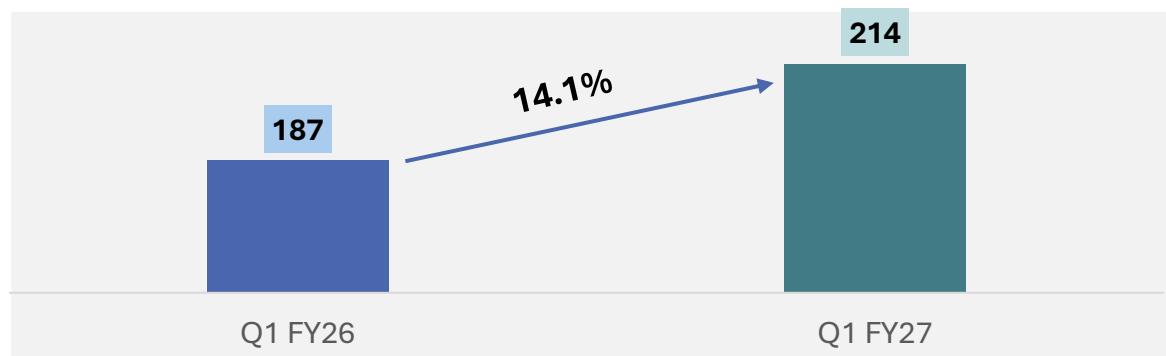


Q1 FY27 Highlights

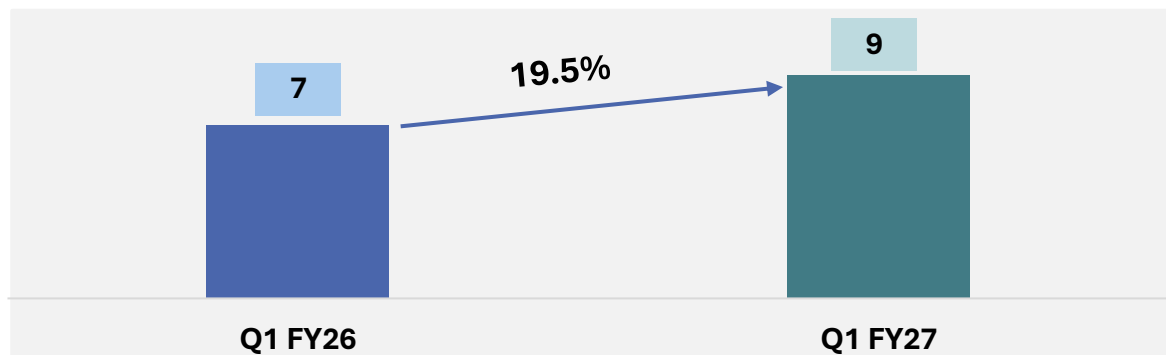
- 1 Sequential momentum sustained backed by strong double-digit growth in both B2C and B2B segment.
- 2 **B2C**
 - Growth driven by Ceiling lights with significant contribution from NPDs in the category
 - Outdoor range of Street/Flood continue to grow and contribute meaningfully to the portfolio.
- 3 **B2B**
 - Strong growth led by commercial followed by industrial and street.
 - Key projects – Google data center, NTT data center, ISRO, Tata Steel, JSW
- 4 **EBIT grew by 9.2% YoY to Rs 32 with margins at 12.0%**
 - EBIT margin declined 70 bps. Although B2C margins continued to expand, overall margins were impacted by pre-contracted rates in B2B orders that carried elevated input costs due to commodity inflation.
- 5 Partnered with Dinesh Kartik creating AI powered Cricket theme micro dramas showcasing lighting portfolio

Performance

Revenue (Rs. Cr)



EBIT (Rs. Cr) & Margin %



Q1 FY27 Highlights

1 Revenue at Rs. 214 Cr, growth of 14.1%

- Broad based growth across channels – offline and online
- Idea First series continues to perform well across all product categories
- Market share gains in mixer grinders, pressure cookers and glass cooktops.
- Auxiliary categories also grew strongly, driven by successful relaunches across Induction cooktops, Infra red cooktops and Electric rice cookers
- Won Golden Peacock Eco-Innovation Award' for the year 2026 for India's first 5-star rated "RENZ COOKTOP"

2 EBITDA of Rs. 15 Cr, grew by 17.2% YoY

- EBITDA margin expanded by 20 bps YoY to 7.0%
- Price hikes and operating leverage supported margin levels

3 EBIT Margin at 4.2%, 20 bps gain YoY

Crompton 1.0

 Pole position in core categories

 Successful foray into the kitchen

 Innovation capability built

 Extensive pan-India distribution

 Profitability led

Crompton 2.0

 Enabled & empowered organization

 Consumer need led innovation

 Premiumization of the portfolio

 Supply chain excellence (quality, cost)

 GTM excellence (trade & alt. channel)

 Digital enablement across the value chain

 Profit led



Premiumization



Go-To-Market Excellence



Brand Investments



Innovation

Crompton

- Premium fans growth fueled by BLDC and growing consumer demand for higher-value products.
- Robust channel performance driven by growing alternate channel contribution at 16% of revenue.
- Launched Hyperboost BLDC, an e-com exclusive model
- Leveraged IPL through 6 AI-powered micro-dramas, placing Crompton appliances in relatable cricket-led home stories.
- Delivered 52Mn+ digital reach across key platforms, amplified by IPL-focused activations.
- Drove strong engagement through Dainik Bhaskar Super Chef across 11 states
- 57 new projects launched across categories
- 5 new BLDC fans launched

Butterfly

- Idea First Series (IFS) continues to gain strong traction, accelerating the shift toward premium offerings.
- B2C channels delivered double-digit growth, led by MOR, RCS, e-commerce and retail.
- IFS focused visibility drive through shop-in-shop installations at 100+ stores
- Recognized with Goden Peacock Eco-innovation award for RENZ cooktop

Environment Scan



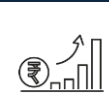
Global Trend



Growth Outlook: IMF projects global growth at 3.0% in 2026 and 3.4% in 2027, with the Middle East conflict weighing on energy, trade and supply chains, while AI-led technology investment is cushioning growth in tech-linked economies



Inflation Resurgence: Global inflation is projected to rise from 4.1% in 2025 to 4.7% in 2026, driven by higher energy, food, transport, and fertilizer costs, before easing to 3.9% in 2027. Combined with geopolitical and supply-chain risks, this is prompting businesses to adopt more cautious investment strategies.



India's Macroeconomic Landscape



Growth Resilience: India's growth story remains well-supported by strong corporate balance sheets, a healthy banking system with low NPAs, and an improving credit cycle, all of which signal strong growth headroom and a resilient demand outlook.



Inflation Caution: CPI inflation for FY26-27 is projected at ~5.1%, with risks from higher fuel prices, food inflation, weak monsoon expectations and global supply disruptions.



Growth Momentum: India's real GDP growth is projected at 6.6% for FY2026-27, supported by consumption, services momentum, credit flows and government capex, though energy costs and global volatility remain key risks.



Consumption Trends



Demand Reorientation: Consumers are moving from "buying cheap to buying smart" driving premiumization and faster delivery channels (E-Commerce and Quick Commerce)



Urban Demand: Private consumption led demand, supported by urban strength, steady credit growth and monetary easing, boosting discretionary spends



Non-Metro Push: India's consumption growth is rapidly spreading to Tier-2 and Tier-3 cities, which now contribute the majority of urban consumptions. Higher spending rates and rising formal employment are making these cities the new engines of consumer demand



Service Driven Preference: After-sales service emerging as a key purchase differentiator, shifting consumer focus beyond the initial product offering

Evolving landscape in 2026

- **BEE Ratings Upgrade** - Raise manufacturing standards and deliver substantial consumer energy savings to compel brands to invest in engineering and product-lifecycle practices
- **EPR Mechanisms** - Create a reverse ecosystem for sustainable, compliant product design
- **Adoption of AI and IoT** – Transforming consumer durables, driving demand for smart, connected appliances and enhancing convenience

Drivers Supporting Growth

- ❖ **Shorter replacement cycles**
- ❖ **Premiumization**
- ❖ **Omni-channel availability**
- ❖ **Tech innovations**
- ❖ **Growing availability of consumer financing**
- ❖ **Increasing demand for green and sustainable products**



INR 3 trillion

Projected market size
FY29



4th

Largest global market
by 2027



11% CAGR

Indian consumer durable
sector growth by 2029

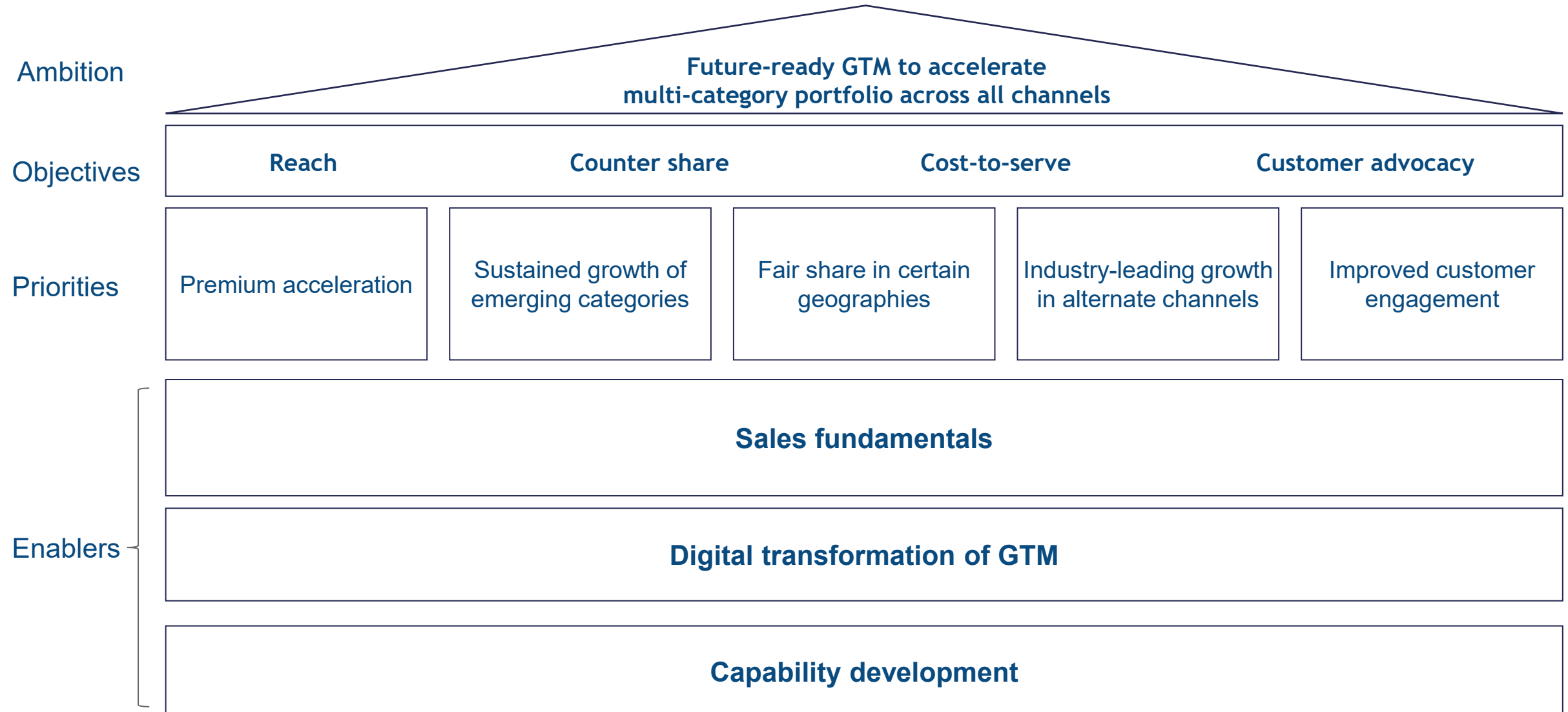


0.9%

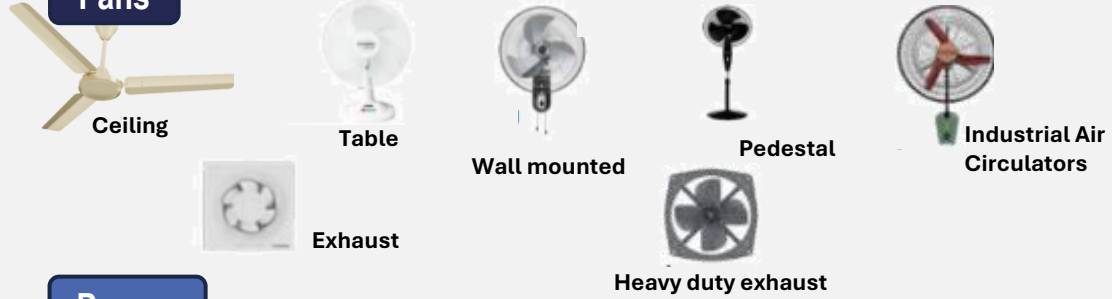
Contribution to GDP by
2027

Sustainable Value Creation

Transforming GTM Approach: Embarked on a GTM transformation journey to further strengthen our strategy distribution, guided by insights from a strategic study conducted by BCG



Fans



Pumps



Lighting



Wires



Large Domestic Appliances



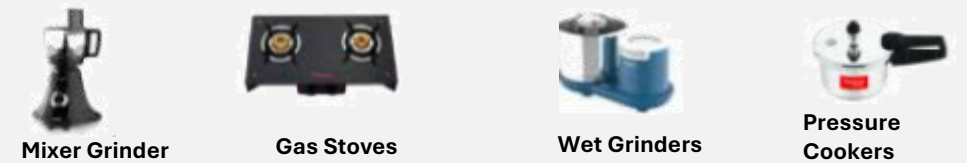
Small Domestic Appliances



Large Kitchen Appliances



Butterfly



New product launches in Q1FY27



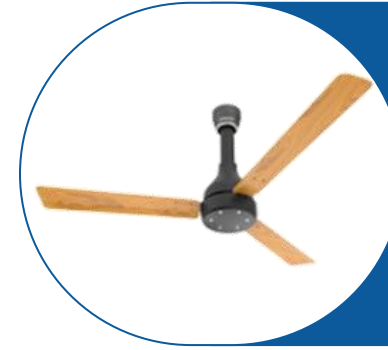
Energion Hyperboost BLDC Ceiling Fan

- Product Launched for eCommerce
- Point anywhere RF remote



SilentPro Enso IOT BLDC Ceiling Fan

- New Improved PCB with IOT feature
- Aluminum Winding in Motor



Nucleus (Favo- Niteo Pro) BLDC Ceiling Fan

- Warm white Led, designer blades - Small motor with speed indicators.
- Remote & premium canopies



SureBreeze Gallop Plus Ceiling Fan

- Existing Product Launched with South-India Specific model



Primeon Aura 2 BLDC Ceiling Fan

- BLDC Inhouse Motor
- Premium Aesthetics
- RF Remote - Point anywhere
- Sleep mode, Timer function
- Painted Anti-dust



Sea Sapphira Hill Briz Ceiling Fan

- Existing Product launched for eCommerce in Pack of two packing



Sea Sapphira Hill Briz Neo Ceiling Fan

- Existing Product launched for eCommerce in Pack of two packing



9" All purpose fan (Table & Wall)

- Table and wall mounted fan
- Wide-angle oscillation and quiet performance



Ameo Chop N Peel

- 300W Power
- Chopper with peeler attachment
- SS Blades and TPU Peeler

Value: Rs 3.3 Cr

New product launches in Q1FY27



Nigella X 500W 3 Jar Lavender & Blue

- 500W Power
- 100% Aluminum Motor
- 3 SS jars



GNEO X 750W 3 Jar & 4 Jar

- 750W Power
- 100% Aluminum Motor
- 3 SS jars and 1 PC jar



ALIATH - Façade Lighting

- 6W, 10W, 12W, 15W
- Robust weatherproofing
- Energy efficient
- Flexible and Precise Positioning



Nigella 4L Air Fryer

- 1200W Power & 4L Capacity
- 7 Preset Menu's + Defrost mode
- Quick Fry Technology
- Variable Timer Control



Openwell 1.5HP-2HP

- Introduced new category of CVM pumps under Specialty Pumps



Intellismart Pro

- Launched Intellismart Pro control panel (IOT Panel) for submersible pumps under Smart & Connected category



Horizontal Openwell 1.5HP-2HP

- Launched 1.5 & 2HP Horizontal Openwell Pumps



40W and 50W LED Batten

- Hassle free installation
- Value engineered product for Mass market
- Expand reach in economy lighting segment



SONIVA Plus - Solar Lighting

- 60W to 120W
- Efficacy - 170 LPW
- Advance Solar Panels
- Fixed dimming, PIR dimming , Hybrid

Awards & Recognition



Crompton

Awarded the IGBC Gold Certification by the Indian Green Building Council (IGBC), recognizing our commitment towards sustainable practices and responsible workspaces



Recognized with the Learning Reimagined Excellence of the Year 2026 award at the GEEF Global Awards



Butterfly

5-Star Rated
Cooktop by Butterfly
Recognized with
Golden Peacock Eco-
Innovation Award-
2026



“Fans Summer Campaign”

- **TV Campaign: 80 Mn+** reach through **50+ channels**
- **Print: 35+ insertions** across top Nationals Regional (TOI, HT, Dainik Jagaran etc)
- **Digital: Reach 52 MN+** through YT, CTV, Meta, Google, Amazon DSP. Activated **IPL in Maharashtra, Bangalore (Focus Markets)**
- **OOH: 100+** billboards across **16 cities**; Bus wraps on **95 buses**; **10+ sites** across **5 Airports**; High impact **bill-board innovation in TN**
- **Influencer collaboration:** Celebrity-partnerships in Instagram to strengthen relevance with emerging consumers (**60Mn+ Views**)



Crompton Kitchen Queens

- Partnered with Dainik Bhaskar SuperChef - cooking contests across 11 states.
- 36,000+ entries PAN India. 330 shortlists. 22 crowned Crompton Kitchen Queens



AI Powered Micro Drama

- 6 AI-powered, in-house produced cricket-themed micro-dramas, blending everyday home moments, Cricket, and Crompton appliances in IPL season.
- 38M+ views across 6 videos featuring Air Fryers, Fans, Air Coolers, Pumps, and Chimneys.

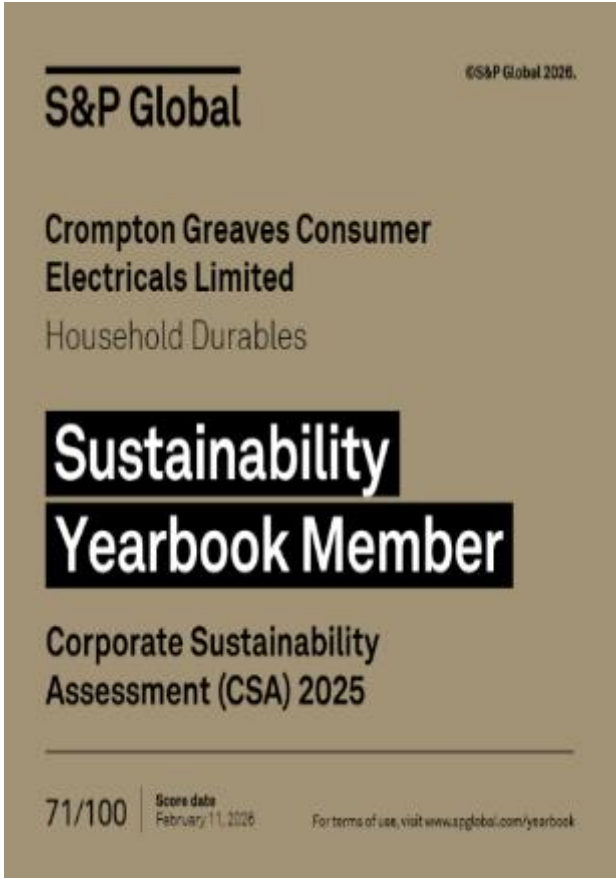
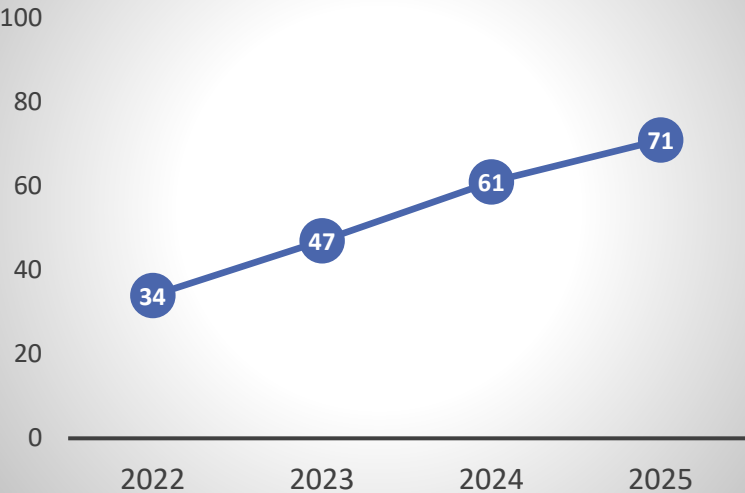


CSA Score-2025 : 71/100

GICS Sector: Consumer Discretionary ESG Score Industry: DHP Household Durables



S&P Global CSA Score



ESG Rating ⓘ

73

Leader

Category: Consumer Discretionary

Rating Scale

Lagging
0

Leader
100

Crompton Greaves Consumer Electricals Limited

Last Updated: 8th Dec-2025



Achieved Rating “B” for Both Section Climate & Water

Section	Reporting Year & Rating	
	2024	2025
Climate	C	B
Water	B	B

Ranked No 1st in India & 4th amongst Global Peers in Household Durables Industry

Crompton Standalone Financial Performance

Rs. Cr

Particulars	Q1 FY27	Q1 FY26	Y-o-Y	Q4 FY26	Q-o-Q
Net Sales	2,022	1,819	11.2%	2,083	-2.9%
Less: Material Cost	1,413	1,253	12.7%	1,441	-2.0%
Material Margin as a % of Net Sales	30.2%	31.1%	7.9%	30.8%	-5.0%
Employee Cost	156	144	8.4%	146	6.6%
Advertisement & Sales Promotion	60	78	-23.3%	48	23.9%
Other Expenses	187	162	15.5%	195	-4.2%
EBIDTA as a % of Net Sales	10.3%	10.0%	14.0%	12.1%	-17.7%
Less: Depreciation & Amortization	29	23	26.7%	27	7.7%
EBIT as a % of Net Sales	8.9%	8.8%	12.2%	10.9%	-20.8%
Less: Finance Cost	10	14	-31.6%	9	4.3%
Add: Other Income	19	22	-13.2%	14	41.6%
Less: Exceptional Items	0	0	0.0%	716	
Profit Before Tax as a % of Net Sales	9.3%	9.2%	12.5%	-23.3%	-138.9%
Profit Before Tax (excl exceptional) as a % of Net Sales (excl exceptional)	9.3%	9.2%	12.5%	11.1%	-18.1%
Tax Expenses	49	43	13.7%	51	-5.5%
Net Profit as a % of Net Sales	6.9%	6.9%	12.1%	-25.8%	-126.1%
Net Profit (excl exceptional) as a % of Net Sales (Excl exceptional)	6.9%	6.9%	12.1%	8.2%	-17.8%
Basic EPS (Not annualized)	2.18	1.94		(8.34)	

Q1 Highlights

- Revenue grew by 11.2% at Rs 2,022 Cr
- Material margin at 30.2% impacted by persistent cost uptick, offset partially by price interventions and cost initiatives.
- Profits grew ahead of the revenue driven by operating leverage
- EBITDA margin at 10.3% improved by 30 bps
- PAT at Rs. 140 Cr

Crompton Consolidated Financial Performance



Rs. Cr

Particulars	Q1 FY27	Q1 FY26	Y-o-Y	Q4 FY26	Q-o-Q
Net Sales	2,235	1,998	11.8%	2,283	-2.1%
Less: Material Cost	1,537	1,356	13.4%	1,562	-1.6%
Material Margin	698	643	8.6%	721	-3.2%
as a % of Net Sales	31.2%	32.2%		31.6%	
Employee Cost	187	170	10.1%	176	6.1%
Advertisement & Sales Promotion	76	93	-17.7%	62	23.8%
Other Expenses	210	183	14.7%	213	-1.1%
EBIDTA	224	197	14.2%	271	-17.1%
as a % of Net Sales	10.0%	9.8%		11.9%	
Less: Depreciation & Amortization	45	40	14.5%	45	1.2%
EBIT	179	157	14.1%	226	-20.7%
as a % of Net Sales	8.0%	7.9%		9.9%	
Less: Finance Cost	10	15	-33.6%	9	3.2%
Add: Other Income	22	24	-7.9%	16	37.9%
Less: Exceptional Items	0	0		716	
Profit Before Tax	191	166	15.2%	-484	-139.6%
as a % of Net Sales	8.6%	8.3%		-21.2%	
Profit Before Tax (excl exceptional)	191	166	15.2%	232	-17.7%
as a % of Net Sales (excl exceptional)	8.6%	8.3%		10.2%	
Tax Expenses	49	42	15.2%	47	2.4%
Net Profit	143	124	15.2%	-531	-126.9%
as a % of Net Sales	6.4%	6.2%		-23.3%	
Net Profit (excl exceptional)	143	124	15.2%	172	-17.1%
as a % of Net Sales (Excl exceptional)	6.4%	6.2%		7.5%	
Basic EPS (Not annualized)	2.18	1.90		(8.29)	

List of Acronyms

Acronym	Definition
AQI	Air Quality Index
B2B	Business-to-business
B2C	Business-to-consumer
BEE	Bureau of Energy Efficiency
BLDC	Brushless Direct Current
CAD	Current Account Deficit
CPI	Consumer Price Index
CVM	Centrifugal Vertical Multistage
EBIT	Earnings Before Interest and Taxes
EBITDA	Earnings Before Interest, Taxes, Depreciation and Amortization
ECD	Electrical Consumer Durables
E-com	Electronic Commerce
GST	Goods and Services Tax
GT	General Trade

Acronym	Definition
GTM	Go-to-market
LDA	Large Domestic Appliances
LED	Light Emitting Diode
MOR	Modern Organized Retail
OOH	Out-of-Home
PAT	Profit After Tax
PBT	Profit Before Taxes
Q-com	Quick Commerce
RCS	Regional Chain Stores
SDA	Small Domestic Appliances
SECI	Solar Energy Corporation of India Ltd.
SKA	Small Kitchen Appliances
TAM	Total Addressable Market
TPW	Table, Pedestal and Wall
VRS	Voluntary Retirement Scheme

Registered Office:

Crompton Greaves Consumer Electricals Ltd,
Godrej Business District, Plot No. 05,
Pirojshanagar, Near Gate No. 2B, LBS Marg,
Vikhroli West, Mumbai 400 079

Thank you

Crompton
Butterfly
celebrating change



For any query, please write to us at:

Company:

crompton.investorrelations@crompton.co.in

Connect with us on www.crompton.co.in

