

Date: November 06, 2025

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: 113/2025-26	Our Reference: 113/2025-26

Dear Sir/Madam,

Sub: Investor Presentation

This is in continuation of our earlier letter regarding outcome of Board Meeting dated November 06, 2025, wherein the Company had approved Unaudited financial results (Standalone and Consolidated) for the quarter and half year ended September 30, 2025.

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

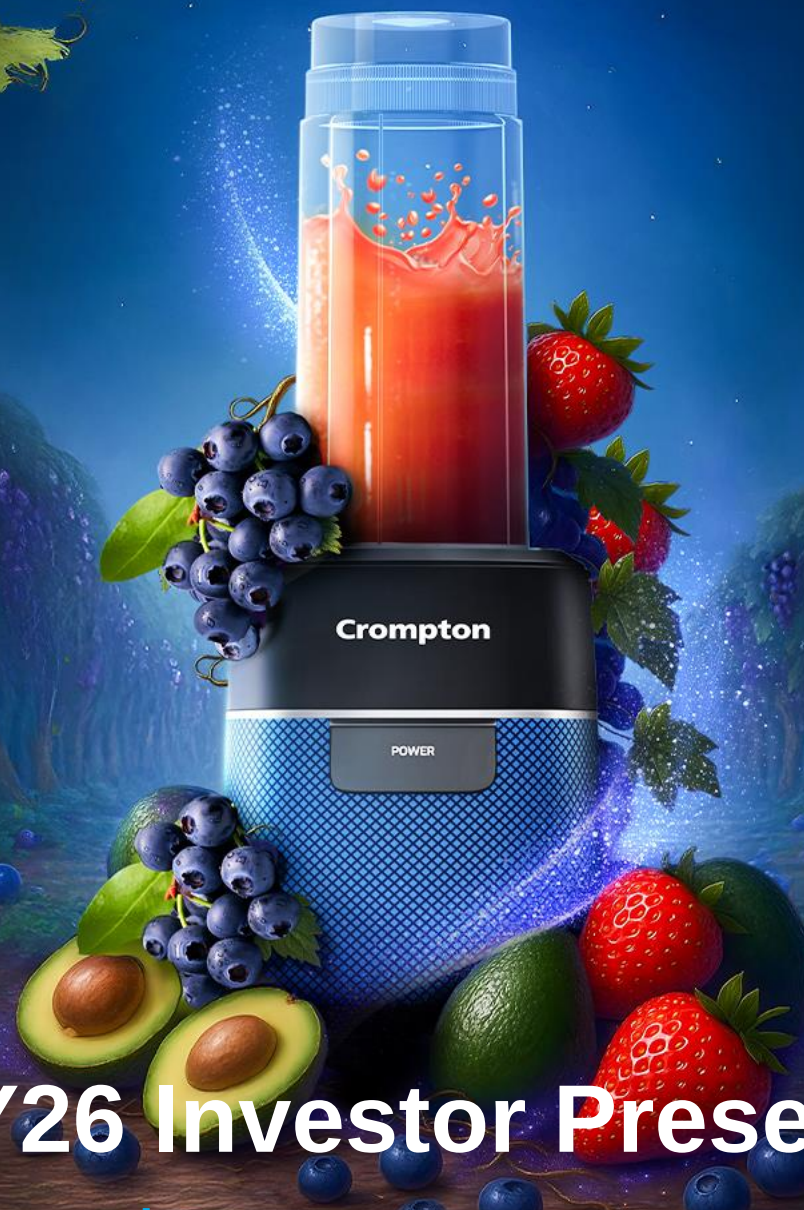
You are requested to take the same on your record.

Thanking you,

For **Crompton Greaves Consumer Electricals Limited**

Rashmi Khandelwal
Company Secretary & Compliance Officer
ACS - 28839

Encl: as above



Q2 FY26 Investor Presentation

6th November 2025



Euromonitor International
Euromonitor International certifies that

Crompton

WORLD'S #1 CEILING FAN BRAND

Anthony Irwin
Global VP-Research
—
Euromonitor International
Limited

"Source: Euromonitor International Limited, based on custom research on ceiling fan brands unit sales in 2024 in the world, claim applicable across sales in retail channels only, research as of October 2025."



Crompton **Energion**

India's No.1
Quietly Leading, Boldly Reinventing

Groove Regmote
**INDIA'S 1st DUAL
CONTROL BLDC FAN**



Powered by
NUCLEUS

Crompton **Energion**

India's No.1
Quietly Leading, Boldly Reinventing

SuperFlo
**INDIA'S HIGHEST
AIR DELIVERY FAN**



Extra comfort with
25% MORE AIR

Powered by
TECH



Solar Pumps: Scaling presence

- **Large and growing market:** Solar Pumps market estimated at Rs.30–35K Cr, backed by PM KUSUM Schemes and other GOI initiatives
- **Presence across 4 states:** Maharashtra, Rajasthan, Haryana, Madhya Pradesh
- **Proven execution capabilities:**
 - Executed orders worth Rs. 372 Cr
 - Installed ~60 MW solar pumps till date
 - Installed 12,000+ units of solar pumps till date



Solar Rooftop: Stellar debut with rapid acceleration

- **Large and growing market:** Solar rooftop market estimated at Rs. 20–25K Cr, growing at 20%+ CAGR; Supported by government target of installing 40 GW by 2027
- **Announced foray Solar Rooftop business earlier this year**
- **Sharp ramp-up to in order book aggregating ~Rs. 500 Cr and ~50,000 solar units**
 - Received 1st Order of Rs. 52 Cr in Telangana in Oct'25 and largest-ever order of Rs. 445 Cr in Andhra Pradesh
 - Execution expected in 6-12 months
 - These orders are expected to provide significant fillip to our **direct to consume business**

Strengthening Execution Capabilities

Design & Engineering

Dedicated team to develop products as per MNRE norms

Procurement & QA

Diligent vendor selection and well-defined quality norms

Inspection & Audit

Multi-stage audit process and centralized monitoring

Strategic Partnerships

Long term partners, efficient monitoring of sites via RMS

Extensive Distribution & After Sales Network

Dedicated service centres

Emerging as a new growth engine with revenue expected at ~Rs.2,000 Cr within next 18-24 months

Q2 Highlights (Consolidated): Extended monsoon continues to play dampener to cooling products; Strong traction in Pumps, Small Domestic Appliances (SDA) and Butterfly



Consolidated revenue (Rs. Cr)



Consolidated EBIT (Rs. Cr) & EBIT Margin %



Consolidated PBT (Rs. Cr)



Q2 Financial Highlights

- Broadly stable revenue YoY
- EBITDA margin at 8.3%, lower YoY due to subdued sales, continued A&P spends and higher operating expenses to support growth initiatives
- PBT* at Rs.123 Cr, with PBT margin* at 6.4%

Q2 Operational Highlights

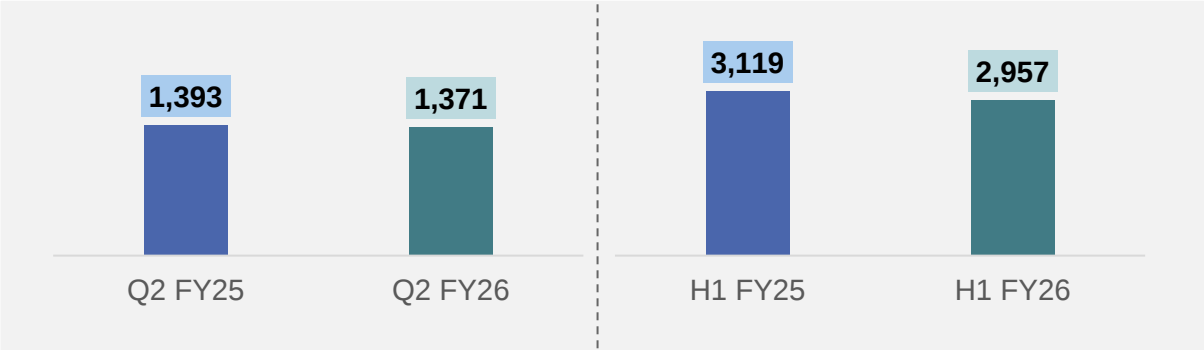
- In Oct'25, solar rooftop secured its 1st ever order of 52 Cr, followed by its largest-ever solar rooftop order of Rs. 445 Cr. Cumulatively, servicing across ~50,000 consumer households, a key milestone in the solar journey
- Gained/ held onto market share across categories
- GST 2.0 to act as a structural catalyst to consumption. Expected to provide recovery benefit to durables segment, albeit in a phased manner. High ticket items (automobiles, white goods) to benefit initially

ECD: De-growth of 1.5% YoY largely due to weather disruptions; Pumps and Small Domestic Appliances (SDA) have delivered strong performance

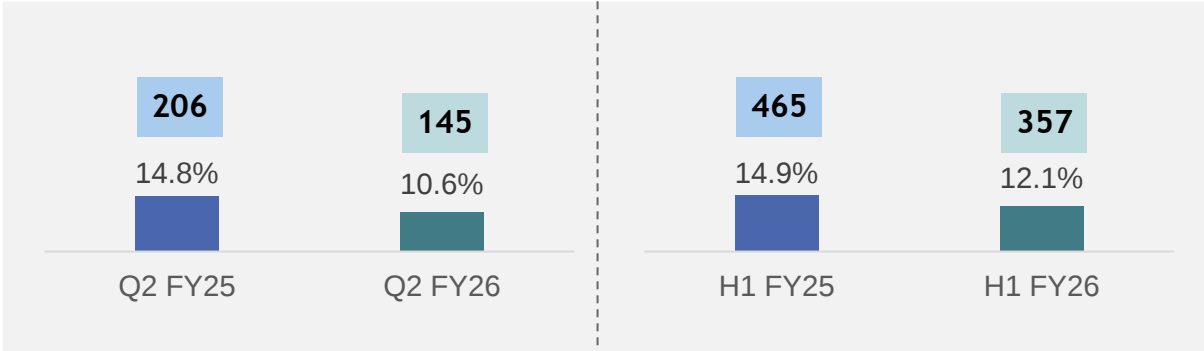


Performance

Consolidated ECD Revenue (Rs. Cr)



Consolidated ECD EBIT (Rs. Cr) & Margin %



Q2 Highlights

1 Fans

- Prolonged monsoons continue to impact fans, however some recovery was seen vs Q1; segment saw single-digit de-growth YoY
- Strong traction in BLDC segment, supported by E-com
- Margin contraction due to increase in commodity price coupled with operating leverage. Pricing actions taken from Nov'25 onwards

2 Pumps

- Delivered mid-teens growth, supported by strong performance in solar
- Executed Rs. 92 Cr in solar, 2x growth YoY; strong order pipeline continues
- Successful launch of Dura Submersible series strengthened positioning
- Aggressive ATL campaign on 'Crompton Hoga to Nazar Ayega'

3 Appliances

- SDA posted double-digit growth, driven by new launches and festive campaigns
- Strong E-com and Modern Trade growth for SDA
- LDA witnessed sharp de-growth, impacted by erratic weather, competitive discounting and inventory challenges

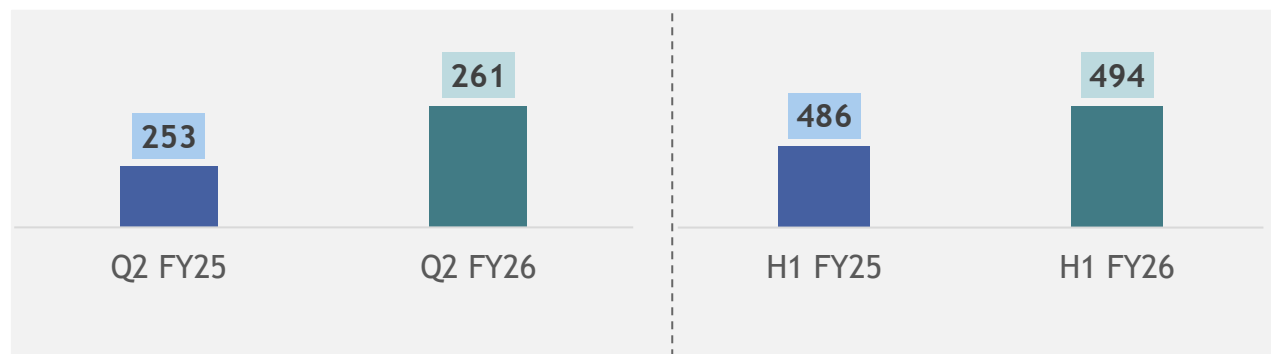
4 Large Kitchen Appliances

- Green-shoots of turnaround visible with 34% growth QoQ
- Chimney portfolio delivered strong growth, supported by BLDC and high suction models

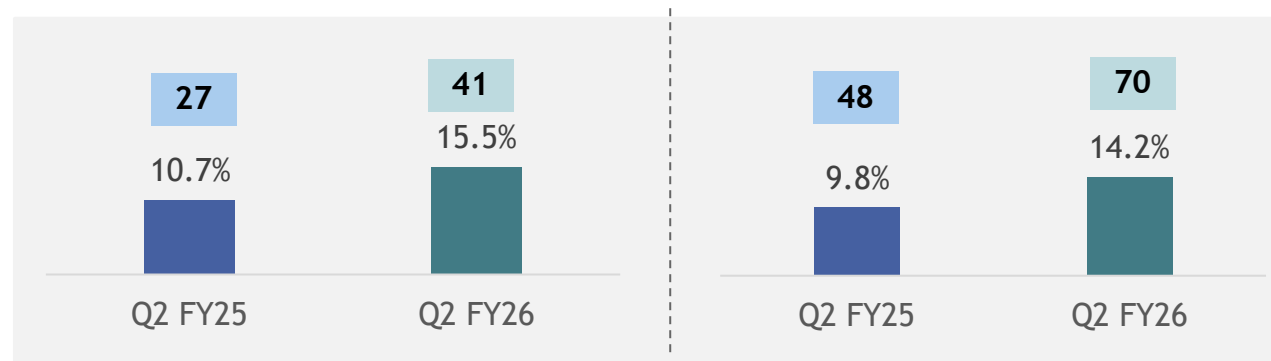
Lighting: Continues stable performance led by strong LED volume growth, amidst industry-wide price erosions

Performance

Consolidated Lighting Revenue (Rs. Cr)



Consolidated Lighting EBIT (Rs. Cr) & Margin %

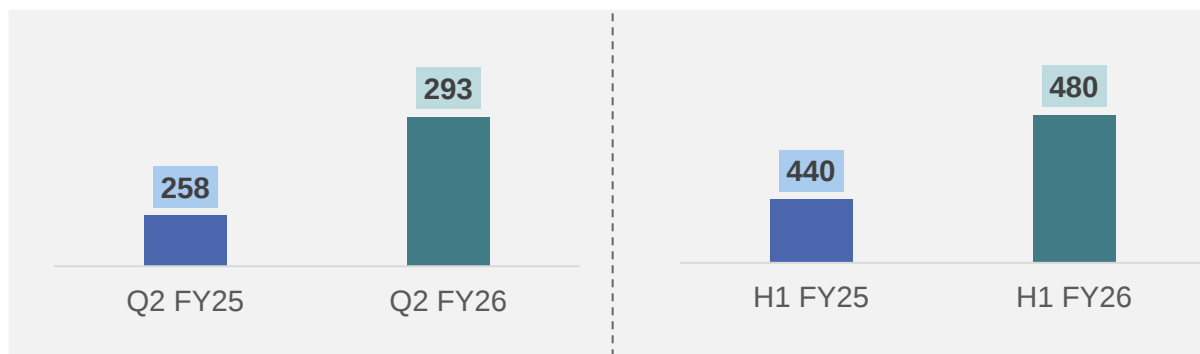


Q2 Highlights

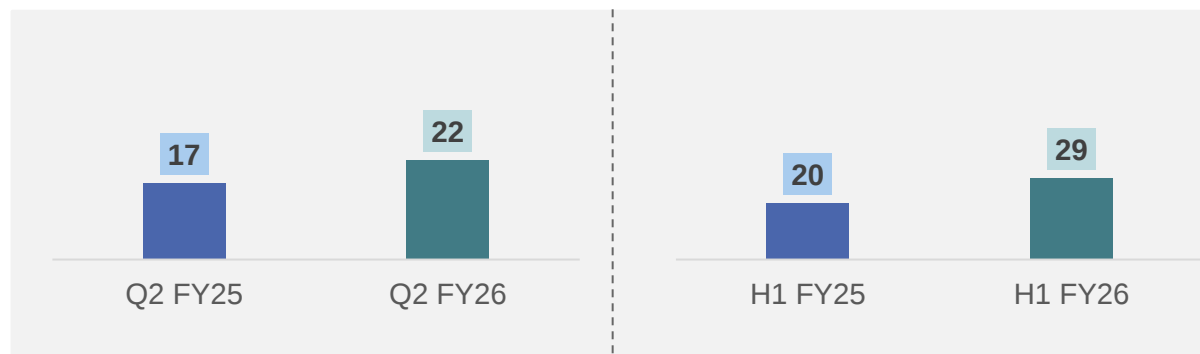
- 1 Volume rebounding to high-teens growth YoY, signaling demand and early signs of price stability; Revenue growth at 3.1% YoY
- 2 **B2B**
 - Received coveted 'Green Pro' Ecolabel certification by CII for the entire B2B lighting range, a key differentiator
 - Continued growth in high-mast and indoor commercial lighting
 - High-teens contribution from new products, including street, flood lights and functional ranges
 - Marque projects include JSW Steel, Chennai Municipal Corp, amongst others
- 3 **B2C**
 - Growth driven by ceiling and street/flood lights
 - Mid-teens contribution from new products, led by accessories, table lamps, and high-wattage backup lamps

Performance

Revenue (Rs. Cr)



EBIT (Rs. Cr)



Q2 Highlights

1

Revenue rose to Rs. 293 Cr, up 14% YoY

- Core categories delivered double-digit growth, supported by sustained volume growth and new product launches
- Premium offerings led to disproportionate growth in E-com, Modern Trade and Regional Chain Stores
- GST reduction coupled with festivities led to buoyancy in kitchen categories, with products such as pressure cookers benefitting the most

2

EBITDA margin expanded by 60 bps YoY to 9.5%; Expansion driven by gross margin improvement & cost optimization

3

EBIT grew by 29% YoY; EBIT Margin at 7.5%

4

Idea First Series, a premium range of products introduced last quarter, gained traction across categories

Baroda Facility Shifted from One PL to Multi-PLs	
Pre-Restructuring	Post-restructuring
Lighting	BLDC PCB
	Appliances
	Validation Lab
	Spares Warehouse
	Solar Rooftop
	Lighting
Existing	New PLUpcoming

- Enhancing productivity through transition from one PL to multiple PL
 - Introduced new product lines i.e., BLDC PCB and appliances
 - Recently inaugurated in-house validation lab
 - Also exploring option i.e., spares warehouse, solar Rooftop
- Right sizing and cost optimizing exercise
 - Significant strength of blue-collar employees optimized through VRS
 - Restructuring cost incurred at **Rs. 20.36 Cr**
 - Expected payback in less than 2 years

Seamless execution with no impact on production & deliveries

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**



Premiumisation



Go-To-Market Excellence



Brand Investments



Innovation

Crompton

- | | | | |
|--|---|---|--|
| <ul style="list-style-type: none"> ▪ Premium saliency in Fans improved to 25.4% (+180 bps YoY) ▪ Driven by strong volume growth in premium BLDC ▪ Consistently showcasing high-quality aesthetics products designed in-house through new launches | <ul style="list-style-type: none"> ▪ Alternate channel saliency at 20% ▪ Weather conditions impacted channel performance across regions, however, witnessed improvement vs Q1 | <ul style="list-style-type: none"> ▪ All India print campaign for Fans reinforcing Crompton's position as No.1 to showcase leadership and innovation ▪ High impact pre-festive campaign on Fans to build on the equity of aesthetics ▪ Partnership with Sania Mirza for Ameo Fresh Nutri Blender | <ul style="list-style-type: none"> ▪ 89 New Projects Launched across product lines ▪ New launches led by 4VO Dura series, V3 Dura Phase 1 Series, Group Dimming 2.0 Solution for streetlights ▪ Launched 750 W food processor - first time for Crompton ▪ Inaugurated Validation Lab at Baroda |
|--|---|---|--|

Butterfly

- | | | | |
|---|---|---|--|
| <ul style="list-style-type: none"> ▪ A premium range of products under 'Idea First Series' was launched and well-received across categories ▪ Led to mix shift towards premium categories | <ul style="list-style-type: none"> ▪ Strong growth in E-com with Mixer Grinders, Pressure Cookers and Table Top Wet Grinder products ranking #1 on Amazon ▪ Double-digit growth in Modern Trade and Regional Chain Stores | <ul style="list-style-type: none"> ▪ Idea First Series 360 degree campaign launched in Tamil Nadu ▪ Continuation of brand refresh and new product launches increased marketing spends YoY ▪ Fueling retail momentum with channel partner connect & activations | <ul style="list-style-type: none"> ▪ Addressed portfolio gaps through Idea First Series ▪ Working on finalizing 3-year product roadmap |
|---|---|---|--|

Environment Scan

GST 2.0 expected to provide recovery benefit to durables segment, albeit in a phased manner; High ticket items (automobiles, white goods) to benefit initially

- GST reduction to act as a structural catalyst to consumption with consumers likely to have higher disposable income
- Consumer spends tightened in Q2 due to anticipated GST cuts from 22nd Sep'25 onwards
- Led to strong sales in end-Sep & Oct largely due to deferred consumer purchases as consumption moved to Q3

Urban recovery to be aided by positive macro indicators

- After a prolonged slowdown, majority of FMCG companies have called out early green shoots of demand recovery in urban markets
- Rural markets continue to remain resilient, outperforming urban markets for the fifth consecutive quarter; Expected to maintain its momentum on the back of above average monsoon and easing inflation
- Interest rate cuts, easing inflation, benefits from income tax and GST revisions, should indirectly support a gradual recovery in urban consumption



Automobiles

Recent automobile sales seen sharp uptick with estimated PV industry doubling to over 6.5-7.0 lakh units between GST implementation and Diwali



White Goods

High ticket white goods such as TVs, Room ACs, witnessed a sharp uptick. Demand is expected to sustain even beyond festive season, underscoring faster transmission of tax benefits in high ticket electronics



Real Estate

GST reforms have led to clear uptick in inquiries and site visits amid festivities, especially in premium and upper-mid segments

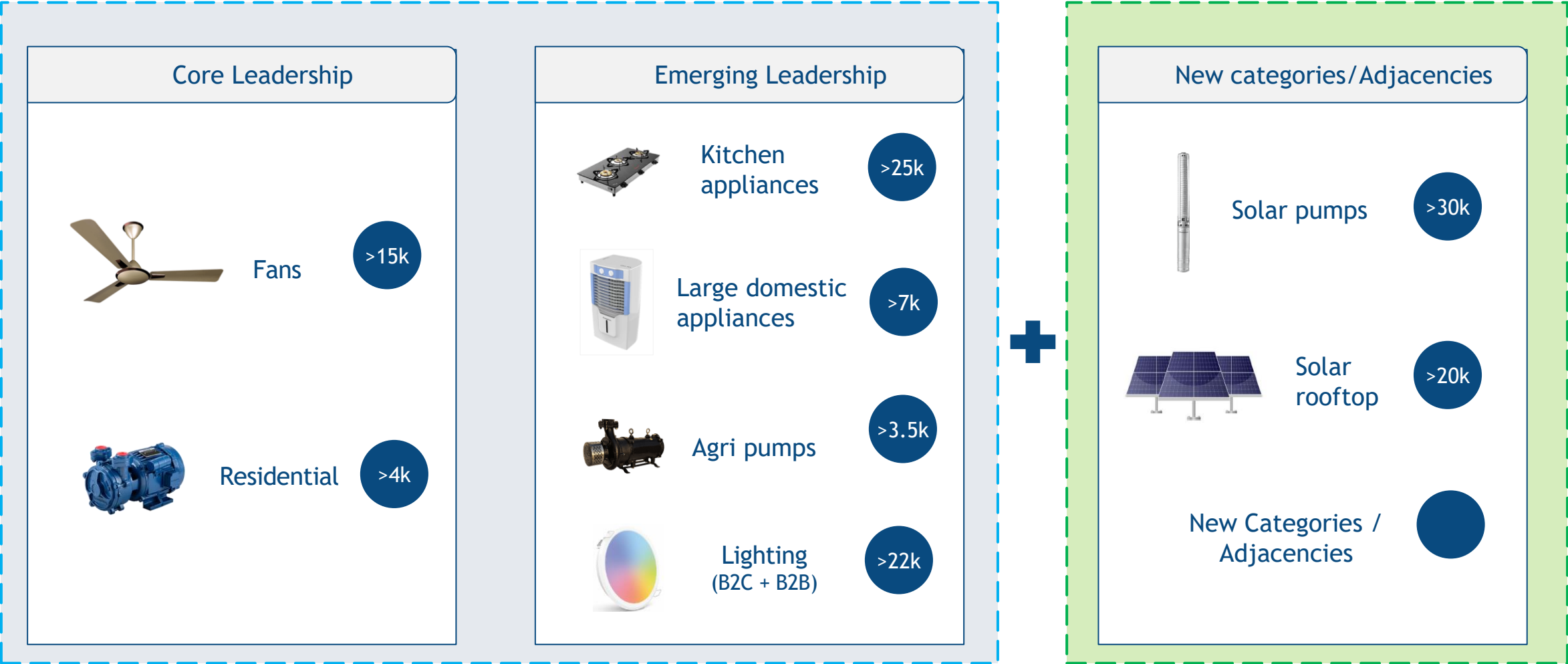


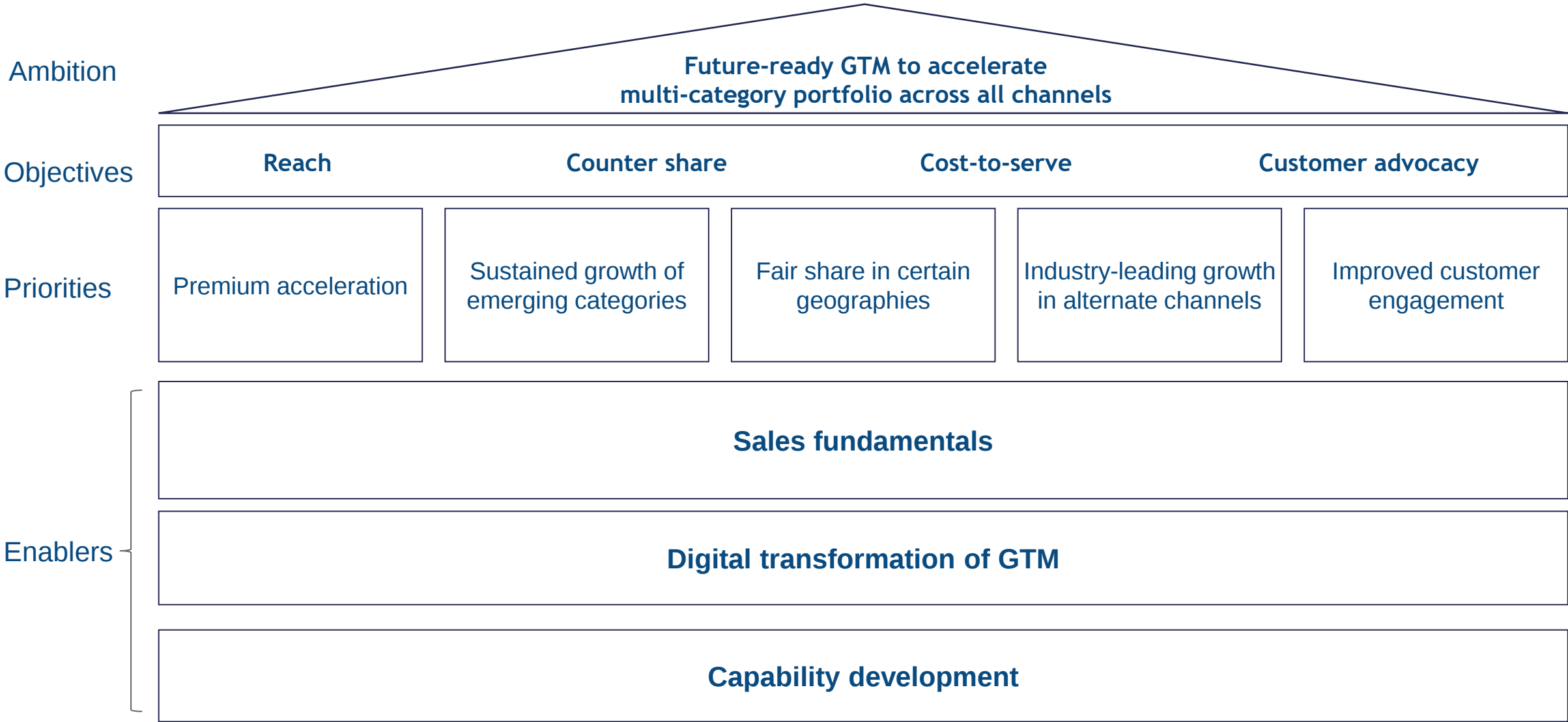
Apparel & Footwear Retailers

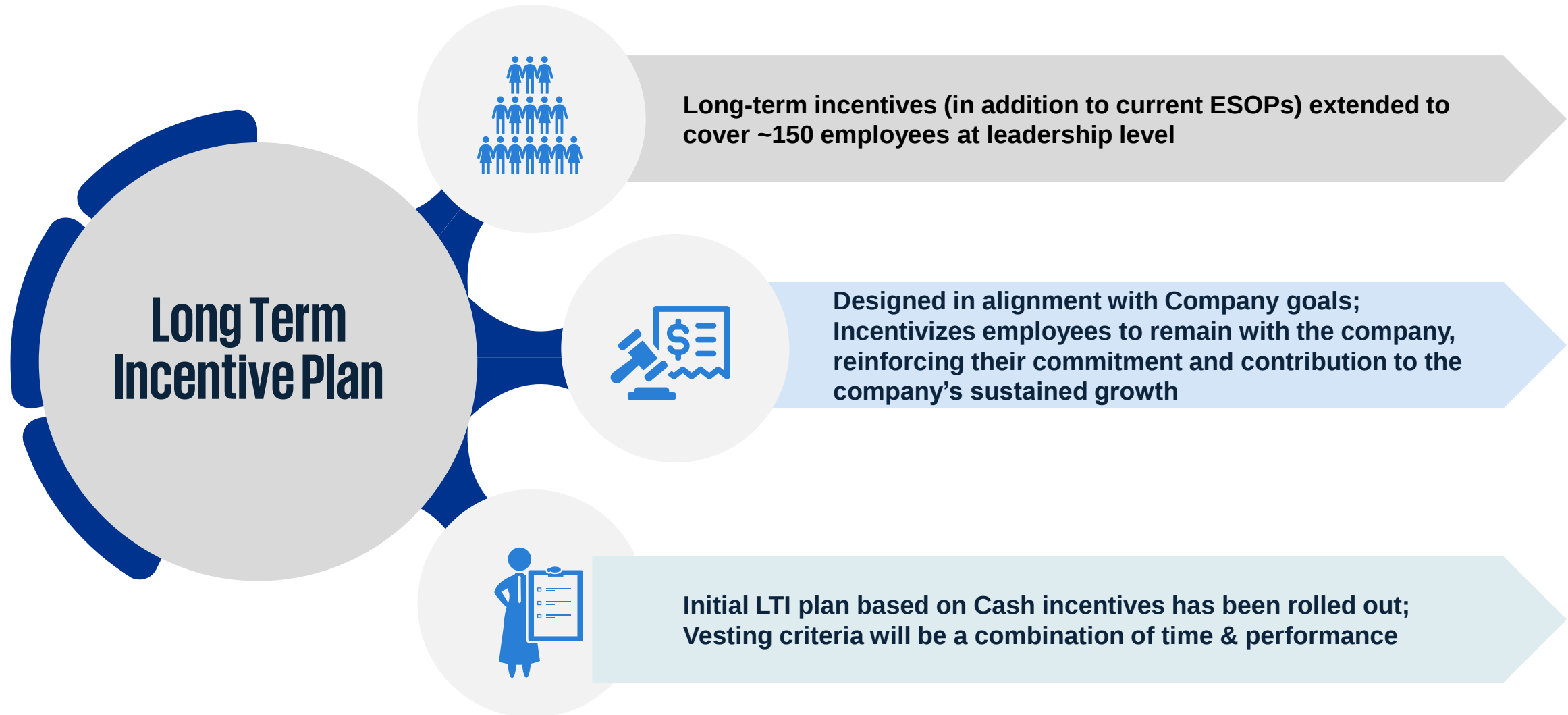
After Navratri, the market entered a post-festival lull, with consumers broadly deferring purchases. However, retailers experienced a demand pickup during Diwali

Sustainable Value Creation

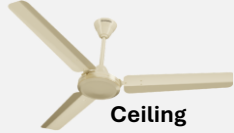
Expanding Total Addressable Market (TAM): We have reinforced market leadership in core categories, and forayed into emerging & new growth categories to expand our TAM







Fans



Ceiling



Table



Wall mounted



Pedestal



Heavy duty exhaust



Exhaust



Industrial Air Circulators

Pumps



Residential Surface



Residential Submersible



Agricultural Surface

Solar Borewell



Specialty

Lighting



Industrial Lighting



Outdoor Lighting



Discharge Lamps



Floodlights



LED Lamps



LED battens



LED Ceiling lights



LED Rope & Strip Light

Large Domestic Appliances



Air Cooler



Water Heater



Immersion Rod



Room Heater

Small Domestic Appliances



Mixer Grinder



Dry Iron



Air Fryer



OTG



Juicer



Induction Cooktop



Kettle



Hand Blender

Large Kitchen Appliances



Chimney



Dishwasher



Hob

Butterfly



Mixer Grinder



Gas Stoves



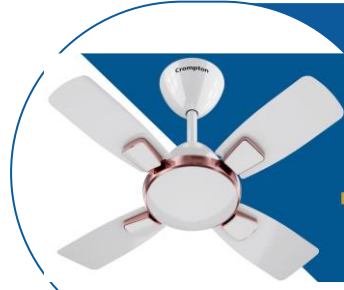
Wet Grinders



Pressure Cookers



HS Riviera Neo and Rural Model 48" & 36"
Eco Category, High Speed, 1 star.



Toro (Cu)-24"
Antidust, High Speed, Deco Aesthetics, 100% copper winding motor



Toro 56"
Antidust, HighSpeed, Deco Aesthetics, sweep extension



V4 Resi Dura 1.0_P2
Super Cool LCD Motor with higher core length & more water content thus ensuring lower winding temperatures ensuring longer life.



Solar Pumps
Complied with MNRE 2023 guidelines
RMS unit with 4G compatibility & APP for farmer.
IP65 Enclosure to protect in outdoor conditions.



Arno Neo Insta 3L
Instant Hot water with 3kW Heating Element
Rust-Proof Outer Body
3-Level Safety: Thermostat, Thermal Cut-out, Pressure



Eliteo Mid Premium Chimney with BLDC
Auto Clean .BLDC motor, Gesture control, Filter less technology



Durogrand Plus - 750 W food processor
First time for Crompton , In-House design



LED Tile
Cutting-edge lighting solution designed to deliver exceptional brightness, energy efficiency, and long-lasting performance for modern commercial and residential spaces.

"India's No.1" campaign

- **India's No.1 Fan Campaign:** Showcasing Crompton's Market Leadership & First-to-Market Innovation
- **Coverage:** 30+ print insertions, 90M+ reach on digital, 100+ OOH billboards.



Fans Pre-Festive Campaign

- **Coverage:** 6 airports, 80+ buses, 50+ metro sites, 100+ marquee OOH sites across 10 cities.
- **Lift Branding:** 300+ premium societies in Delhi & Mumbai.



SDA Leads Brand Campaign

- **360° Campaign:** High-frequency across WB, UP & Delhi NCR
- **CTV:** 80% reach, 7+ frequency, partnered with Sania Mirza and Genelia D'Souza
- **Digital:** Targeted, reached 13M+ intent audience



Extending advertising muscle to explore avenues in Pumps

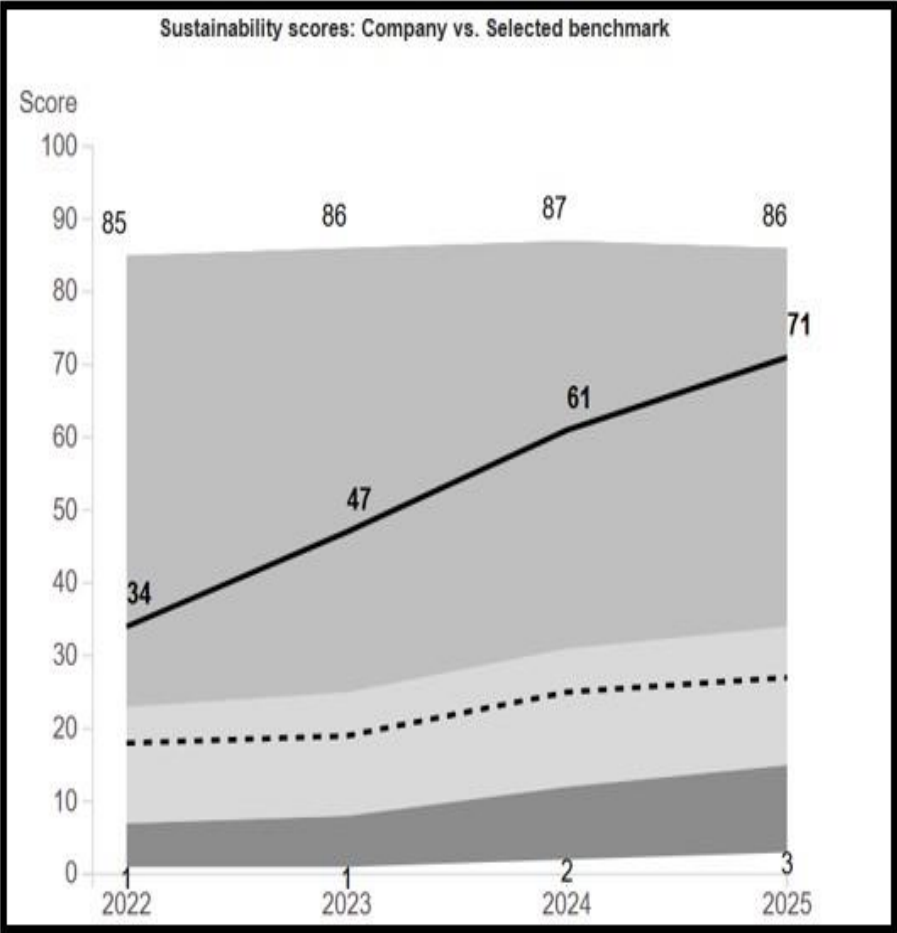
- **Print:** 50 high-frequency inserts in UP, Bihar, Rajasthan, Jharkhand & Odisha
- **OOH:** ~199 sites across UP, Bihar, Jharkhand, Odisha, WB, Assam & NE
- **Wall Painting:** 74,000+ sq.



Q2 Diwali Campaigns

- **LKA:** Digital Campaign for Eliteo Launch & QuietPro Plus Chimney
- **Amazon:** Diwali Consumer Offer 'Crompton's Golden Celebrations'
- **Flipkart:** Leveraging Super Star Brand sponsorship to maximize brand visibility





S&P Global Ratings

Crompton Greaves Consumer Electricals Limited

SURVEY RESPONDENT Methodology Year: 2025 GICS Sector: Consumer Discretionary ESG Score Industry: DHP

Industry Drivers
No data found

Industry Overview

	Total CSA Score	Environmental Dimension	Social Dimension	Governance & Economic Dimension
Arçelik Anonim Sirketi	86	91	89	79
Crompton Greaves Consumer Electricals Limited	71	73	72	68
Vestel Beyaz Eşya Sanayi ve Ticaret A.Ş.	68	78	64	63
COWAY Co., Ltd.	63	67	66	58
Midea Group Co., Ltd.	63	73	60	58
Whirlpool Corporation	62	78	60	50
AB Electrolux (publ)	55	72	53	44



DHP Household Durables

S&P Global ESG Score

72/100

Data Availability: High

Last updated: October 22, 2025

Updated annually or in response to major developments

Score breakdown

ESG Score | Industry ESG Score Average

Environmental



Social



Governance & Economic



- ESG score of 72/100 up from 62/100 last year
- Globally ranked 2nd in Household Durables, up from 4th rank last year



Achieved CII GreenPro (Type-I Ecolabel) Certification for Entire B2B Lighting Product Range

- 1. Chief Executive Award:** Mr. Prommeet Ghosh – Outstanding leadership & vision in the energy sector
- 2. Energy Transition Award (Jury Recognition):** Efforts in driving cleaner, sustainable energy and reducing carbon footprints

SilentPro FluidoWave and Solarium Blaze 3L have been honored with the **German Design Award 2026** for design excellence and innovation

Received the **Golden Peacock Award 2025**, reaffirming our commitment to top-tier governance and stakeholder trust

Crompton Standalone Q2 Financial Performance

Rs. Cr

Particulars	Q2 FY26	Q2 FY25	Y-o-Y	Q1 FY26	Q-o-Q	H1 FY26	H1 FY25	Y-o-Y
Net Sales	1,632	1,645	-0.8%	1,819	-10.3%	3,450	3,605	-4.3%
Less: Material Cost	1,137	1,121	1.5%	1,254	-9.3%	2,391	2,467	-3.1%
Material Margin	494	525	-5.8%	565	-12.5%	1,060	1,137	-6.9%
as a % of Net Sales	30.3%	31.9%		31.1%		30.7%	31.6%	
Employee Cost	135	133	1.8%	144	-5.7%	279	267	4.3%
Advertisement & Sales Promotion	59	58	2.4%	78	-24.1%	137	147	-6.8%
Other Expenses	170	154	10.6%	166	2.3%	336	320	4.9%
EBIDTA	130	180	-27.9%	178	-26.9%	308	403	-23.6%
as a % of Net Sales	8.0%	11.0%		9.8%		8.9%	11.2%	
Less: Depreciation & Amortization	27	21	29.0%	23	17.3%	49	40	22.7%
EBIT	103	160	-35.3%	155	-33.4%	258	362	-28.7%
as a % of Net Sales	6.3%	9.7%		8.5%		7.5%	10.1%	
Less: Finance Cost	5	11	-55.0%	9	-48.1%	14	24	-43.5%
Add: Other Income	16	16	2.4%	22	-28.0%	38	37	1.6%
Less: Exceptional Item	20	-		-		20	-	
Profit Before Tax	94	165	-42.8%	168	-44.0%	262	375	-30.2%
as a % of Net Sales	5.8%	10.0%		9.2%		7.6%	10.4%	
Adj. Profit Before Tax #	114	165	-30.5%	168	-31.9%	282	375	-24.8%
as a % of Net Sales	7.0%	10.0%		9.2%		8.2%	10.4%	
Tax Expenses	24	41	-42.0%	43	-43.9%	67	94	-29.3%
Net Profit	70	123	-43.1%	125	-44.0%	195	281	-30.5%
as a % of Net Sales	4.3%	7.5%		6.9%		5.7%	7.8%	
Adj. Net Profit*	85	123	-30.8%	125	-31.9%	210	281	-25.1%
as a % of Net Sales	5.2%	7.5%		6.9%		6.1%	7.8%	
Basic EPS##	1.09	1.92		1.94		3.03	4.37	

Q2 Highlights

- Revenue stood broadly stable at Rs. 1,632 Cr, reflecting resilient performance despite the impact of prolonged monsoons
- Rising commodity prices, led to 160 bps YoY contraction in material margin
- Strategic investments in talent and brand-building (A&P) continued in line with the company's long-term growth priorities
- EBITDA margin stood at 8.0%
- Adj. PBT# at Rs. 114 Cr, with margin at 7.0%

Crompton Consolidated Q2 Financial Performance

Rs. Cr

Particulars	Q2 FY26	Q2 FY25	Y-o-Y	Q1 FY26	Q-o-Q	H1 FY26	H1 FY25	Y-o-Y
Net Sales	1,916	1,896	1.0%	1,998	-4.1%	3,914	4,034	-3.0%
Less: Material Cost	1,311	1,276	2.7%	1,356	-3.4%	2,667	2,732	-2.4%
Material Margin	605	621	-2.5%	642	-5.8%	1,247	1,302	-4.2%
as a % of Net Sales	31.6%	32.7%		32.1%		31.9%	32.3%	
Employee Cost	165	160	3.5%	170	-2.7%	335	321	4.2%
Advertisement & Sales Promotion	82	76	8.1%	93	-12.0%	175	173	1.2%
Other Expenses	200	182	9.9%	188	6.2%	388	372	4.1%
EBIDTA	158	204	-22.2%	192	-17.4%	350	436	-19.7%
as a % of Net Sales	8.3%	10.7%		9.6%		8.9%	10.8%	
Less: Depreciation & Amortization	44	38	15.4%	40	11.5%	84	75	10.9%
EBIT	114	165	-30.9%	152	-24.9%	267	361	-26.1%
as a % of Net Sales	6.0%	8.7%		7.6%		6.8%	8.9%	
Less: Finance Cost	5	12	-57.1%	10	-47.5%	15	28	-45.6%
Add: Other Income	13	17	-23.0%	24	-43.4%	37	41	-9.8%
Less: Exceptional Item	20	-		-		20	-	
Profit Before Tax	102	171	-40.1%	166	-38.5%	268	374	-28.3%
as a % of Net Sales	5.3%	9.0%		8.3%		6.9%	9.3%	
Adj. Profit Before Tax[#]	123	171	-28.2%	166	-26.2%	289	374	-22.9%
as a % of Net Sales	6.4%	9.0%		8.3%		7.4%	9.3%	
Tax Expenses	27	43	-37.2%	42	-36.5%	69	94	-26.5%
Net Profit	75	128	-41.1%	124	-39.1%	199	280	-28.9%
as a % of Net Sales	3.9%	6.8%		6.2%		5.1%	7.0%	
Adj. Net Profit *	91	128	-29.3%	124	-26.9%	214	280	-23.5%
as a % of Net Sales	4.7%	6.8%		6.2%		5.5%	7.0%	
Basic EPS^{##}	1.11	1.94		1.90		3.00	4.30	

Note: # Baroda plant restructuring costs of Rs. 20.36 Cr; * Baroda restructuring cost net of tax

Not Annualized

Acronym	Definition
ATL	Above the line
B2B	Business-to-business
B2C	Business-to-consumer
BLDC	Brushless Direct Current
CTV	Connected Television
EBIT	Earnings Before Interest and Taxes
EBITDA	Earnings Before Interest, Taxes, Depreciation and Amortization
ECD	Electrical Consumer Durables
ESOP	Employee Stock Ownership Plan
GOI	Government of India
GTM	Go-to-market
GST	Goods and Services Tax
HVLS	High-volume, low speed
IDF Series	Idea First Series

Acronym	Definition
LDA	Large Domestic Appliances
LED	Light Emitting Diode
LKA	Large Kitchen Appliances
LTI	Long-Term Incentives
MNRE	Ministry of New and Renewable Energy
OEM	Original Equipment Manufacturer
OOH	Out-of-Home
PAT	Profit After Tax
PBT	Profit Before Taxes
PM KUSUM	Pradhan Mantri Kisan Urja Suraksha evam Utthan Mahabhiyan
SDA	Small Domestic Appliances
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**



For any query, please write to us at:

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