STOVEKRAFT®

August 04, 2022

To,

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001
Scrip Code: 543260

National Stock Exchange of India Ltd.
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (E), Mumbai - 400 051
NSE Symbol: STOVEKRAFT

Dear Sir/Madam,

Sub: Investor Presentation for Q1FY23

As per Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements)Regulations ,2015, please find enclosed the Investor Presentation for Q1FY23.

Kindly note our Earnings call is Scheduled on August 04, 2022 (Thursday) at 4:00 PM.

Request you to kindly take the same record.

Thanking you,
For Stove Kraft Limited

Elangovan S.
Company Secretary

STOVE KRAFT LTD ★ RAMANAGAR DIST. ★ Bangalore Pin:562112

Stove Kraft Limited
#81/1 Medamaranahalli Village, Harohalli Hobli, Harohalli Industrial Area,
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CIN: L29301KA1999PLC025387

stovekraft.com

STOVE KRAFT LIMITED

NEW-AGE SOLUTIONS FOR THE NEW-AGE HOME

INVESTOR PRESENTATION

August 2022

Safe Harbor

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Q1FY23 Financial Performance

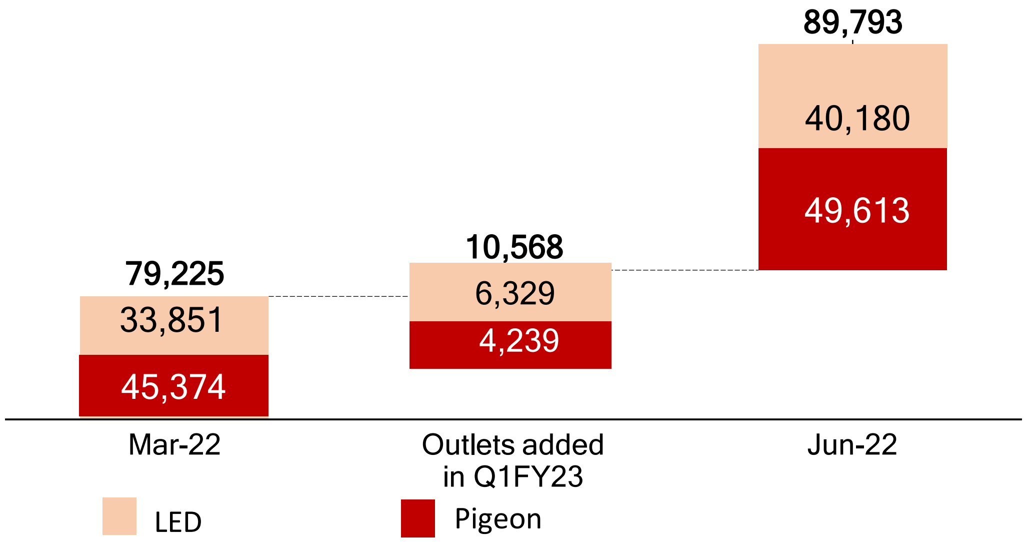
Q1FY23 Performance (Y-o-Y)

Revenue from Operations	Gross Profit	EBITDA^	Profit After Tax (PAT)
Rs. 275.1 crores	Rs. 90.5 crores	Rs. 22.4 crores	Rs. 8.1 crores
28.4%	23. 9%	-0.6%	-40.3%

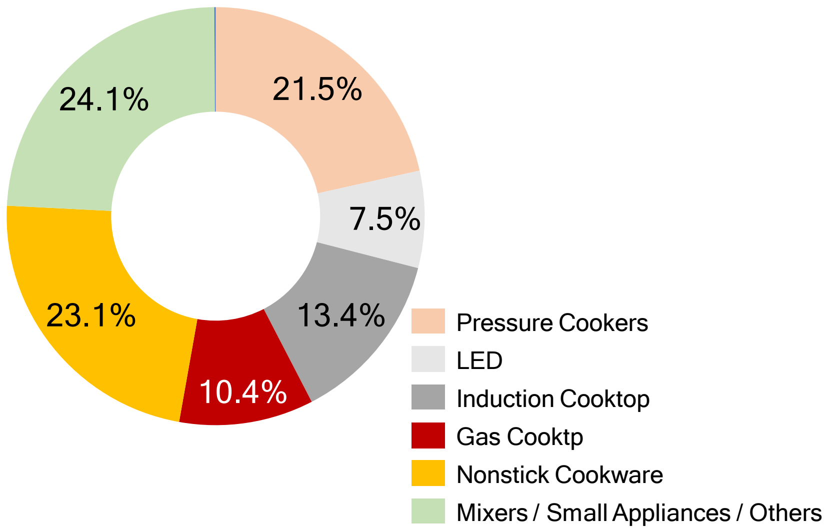
Margin Profile

EBITDA Margins^	PAT Margins
8.1%	2.9%

No. of Outlets



Revenue Breakup : Q1 FY23



^ EBITDA is before allowance for expected credit loss; Rs.0.75 crores for Q1 FY23.

Increased Volumes during Q1FY23

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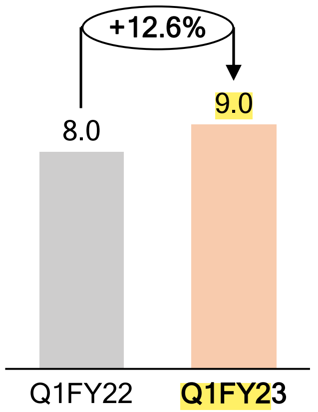
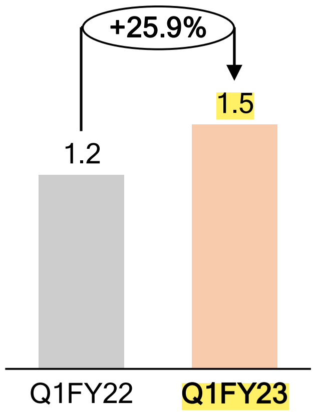
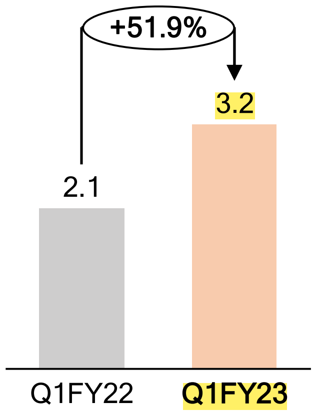
Pressure Cooker*



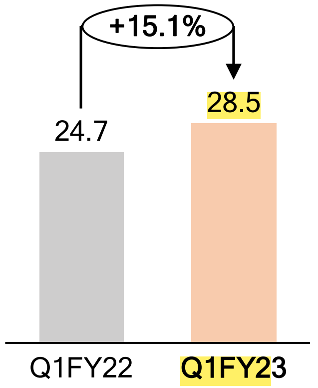
Gas Cooktops



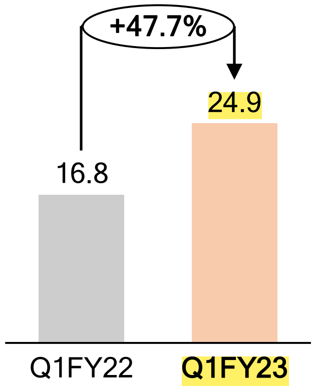
Induction Cooktops



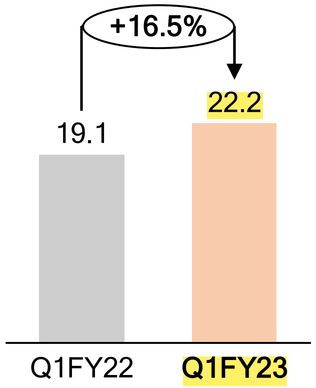
Non Stick Cookware*



LED



Small Appliances/Mixers/Others



Units in Lakhs

*Represents quantity sold in single units and not as combos

Profit & Loss Statement – Q1FY23

Profit & Loss Statement (Rs. Crs.)	Q1 FY23	Q1 FY22	Y-o-Y	Q4FY22	Q-o-Q
Revenue from Operations	**275.1**	**214.2**	***28.4%***	**261.3**	***5.3%***
Cost of Materials Consumed	169.8	129.2		149.5	
Purchase of stock-in-trade	22.8	18.5		20.1	
Changes in Inventories of Finished Goods and Work in Progress	-8.1	-6.9		13.4	
Gross Profit	**90.5**	**73.4**	***23.3%***	**78.4**	***15.5%***
GP %	**32.9%**	**34.3%**		**30.0%**	
Employee Benefits Expense	31.5	23.8		24.8	
Other Expenses	36.7	27.1		32.5	
EBITDA	**22.4**	**22.5**	***-0.6%***	**21.1**	***6.2%***
EBITDA %	**8.1%**	**10.5%**		**8.1%**	
Other Income	-1.5	0.4		-2.2	
Depreciation and Amortisation Expense	6.6	4.1		5.2	
EBIT	**14.3**	**18.8**	***-24.1%***	**13.7**	***4.6%***
Finance Costs	3.0	3.0		1.2	
Allowance for Expected Credit Loss	0.8	2.3		5.5	
PBT	**10.6**	**13.5**	***-21.7%***	**6.9**	***53.4%***
Total Tax Expense	2.5	0.0		-1.74	
Profit for the year	**8.1**	**13.5**	***-40.3%***	**8.6**	***-6.6%***
PAT %	**2.9%**	**6.3%**		**3.3%**	

About Stove Kraft Limited

Key Milestones

1999

Incorporated Stove Kraft as a Pvt. Limited

2001

Granted trademark registrations for Gilma

2003

Granted trademark registrations for Pigeon

2008

Investments by SIDBI

Commenced production at Harohalli facility

2010

First Investment by Sequoia

2014

Commenced exports to retailers in the USA

2015

Certificate of registration of design was granted for our product 'Super cooker'

2018

Achieved sales of 9.1 million units

2019

LED Plant in Bangalore & Inner Lid Cooker Plant in Baddi, HP

2021

IPO with listing on NSE and BSE

Diverse range of products across consumer preferences…

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Pigeon

- **Cookware**-Pressure cooker, wonder cast cookware, non-stick cookware, electric rice cookers and titanium hard anodized cookware
- **Cooktops and other kitchen solutions** -Hobs, glass cooktops, stainless steel cooktops, induction cooktops and chimneys
- **Small appliances** -Mixer grinders, rice cookers, electric kettles, toasters, sandwich makers, knives, steam irons, juicers, food steamers, air fryers and electric grills
- **Other products** -Emergency lamps, water bottles and flasks, aluminum ladders, cloth dryers, water heaters, dustbins and mops

Gilma live in tomorrow

LPG Stoves

Massage apparatus

Water heaters

Chimney

Hobs

Cooktops

Kitchen sinks

BLACK+DECKER

- **Small appliances** -Food processors, juicers, hand blenders, hand mixers, mini choppers, oven toaster grills, rice cookers, coffee makers, toasters, sandwich makers and kettles
- **Other products** -Steam irons, dry irons, water heaters and oil fin radiators

Pigeon LED

LED bulbs

Battens

Downlights

Multi-brand approach to capture the entire value chain…

Value

Pigeon + Pigeon LED

- 20+ year old brand
- One of the market leaders for certain products such as cookware*

- Launched in 2016 and manufacturing commenced in 2019

Semi - Premium

Gilma live in tomorrow

- Offers a modular kitchen experience
- Comprises chimneys, hobs and cooktops across price ranges and designs
- Sold exclusively though Gilma branded outlets, which are owned and operated by franchisees
- Gilma specific mobile application for customers to raise post sales service requests

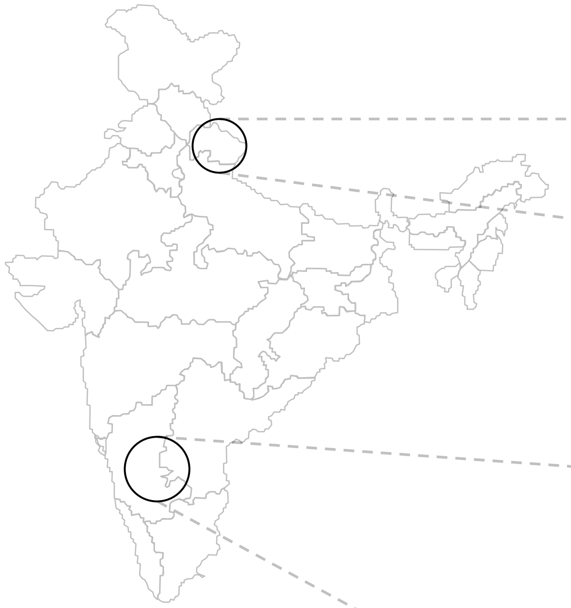
Premium

BLACK+DECKER

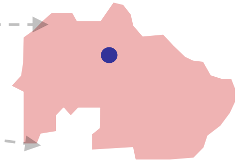
- Entered into an exclusive brand licensing agreement with Stanley Black & Decker Inc. in 2016
- Retailer for and provider of post-sales service for blenders, juicers, breakfast appliances, etc.
- Separate distribution spread across 10 states

*Source: F&S Report

State of the Art Manufacturing Facilities with focus on quality

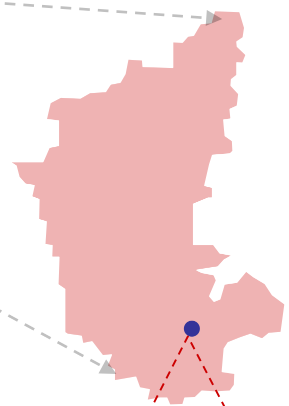


Baddi, Himachal Pradesh



ISO 9001:2015 certified

Bengaluru, Karnataka



Total ~46 acres with ~30 acres available for future expansion

- **Dedicated in-house R&D facility**
  - Comprising of 13 personnel and tie-ups with foreign companies for technology enablement

- **Focus on quality is maintained at all stages**
  - Sourcing of raw materials
  - Product development
  - Manufacturing stage

- Subject to a **rigorous review and monitoring process** undertaken at our Bengaluru Facility

- Dedicated **sourcing team and quality assurance team** based out of China

Both facilities have a high level of backward integration, and our manufacturing process is not dependent on third party suppliers and OEMs

Professional Management

Mr. Rajendra Gandhi, Managing Director

- Founder of Stove Kraft with over **21 years** of experience
- Entrepreneur who built Stove Kraft to one of the leading brands*for kitchen appliances in India
- Continues to be closely involved in the day-to-day affairs of the Company and is instrumental in promoting Stove Kraft's culture of innovation

Mr. Rajiv Mehta, Chief Executive Officer

- Independent director on the board of Stove Kraft since June 2018 & has been re-designated as the CEO with effect from September 2019
- Previously worked as the CEO of Arvind Limited
- Bachelor's degree in Chemical Engineering from the University of Mumbai and a Master's degree in Science from University of Pennsylvania; MBA from INSEAD

Mr. A.S. Balaji, Chief Financial Officer

- Chartered Accountant and Cost Accountant over a decade of rich experience in finance, business excellence, process automation & risk consulting.
- Previously associated with reputed organizations like CavinKare Pvt Ltd and KPMG
- Demonstrated history of working with private and publicly held companies in diverse industries including FMCG, Logistics, insurance, manufacturing etc.

Ms. Neha Gandhi, Executive Director

- Holds a Bachelor's Degree in Business Administration from Christ University (Bengaluru) and completed Post Graduation Certificate Program in Sales and Marketing Management from MICA
- Served as a Graduate Trainee at Viacom18

Mr. Venkitesh N, Head -Corporate Planning

- Bachelor's degree in Technology from University of Kerala
- 25+ years of experience in manufacturing, product development and project management with a stint in BPL for 13 years

Mr. Rohit Mago, Head - Baddi Manufacturing Unit

- B Sc, Government Autonomous Science College, Jabalpur; MBA, Rani Durgavati Vishwavidyalya; Post-graduate certificate in retail management, XLRI Jamshedpur
- 18+ years of experience including a 14-year stint with HPCL

*Source: F&S Report

Backed by Experienced Board

Ms. Shubha Rao Mayya, Independent Director

Holds a bachelor's degree in commerce from the University of Mumbai and is a chartered accountant with the Institute of Chartered Accountants of India

Prior experience includes ICICI Limited, ICICI Prudential Life Insurance Company and Tata Consultancy Services

Serves as a Director on the board of Ace Manufacturing System Limited

Mr. Rajendra Gandhi, Managing Director

Founder of Stove Kraft with over 21 years of experience

Entrepreneur who built Stove Kraft to one of the leading brands*for kitchen appliances in India

Continues to be closely involved in the day-to-day affairs of the Company and is instrumental in promoting Stove Kraft's culture of innovation

Mr. Lakshmikant Gupta, Independent Director

Holds a bachelor's degree in economics from Hans Raj College, University of Delhi and a post-graduate diploma in business management from Institute of Management Technology, Ghaziabad

Previously associated with Ibibo Group, Procter & Gamble and Girnar Software

Mr. Rajiv Mehta, Chief Executive Officer

Independent director on the board of Stove Kraft since June 2018 and has been re-designated as the CEO of the Company with effect from September 2019. Previously worked as the CEO of Arvind Limited

Bachelor's degree in Chemical Engineering from the University of Mumbai and a Master's degree in Science from University of Pennsylvania; MBA from INSEAD

Mr. Anup S Shah, Independent Director

Mr. Anup S Shah is an Additional Independent Director of the Company. He holds a Bachelor's Degree in Commerce from HR College, Mumbai and a degree in law from Government Law College, Mumbai. He has over 36 years of experience in the field of law, specifically real estate law. He is the founder partner of Anup S Shah Law Firm in Bangalore.

Ms. Neha Gandhi, Executive Director

Holds a Bachelor's Degree in Business Administration from Christ University (Bengaluru) and completed Post Graduation Certificate Program in Sales and Marketing Management from MICA

She has earlier served as a Graduate Trainee at Viacom18

Shift in Consumption Patterns and Favourable Governments Policies

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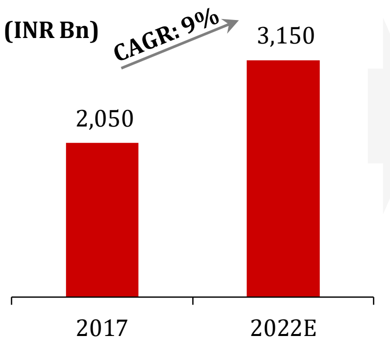
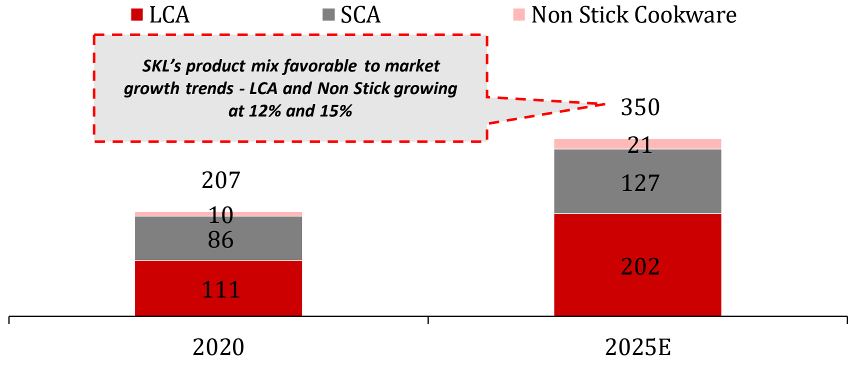
Indian Consumer Appliance Market expected to grow @CAGR of ~9%

Indian Appliance and Consumer Electronics (ACE) Market



Kitchen Appliances Market



India Government's Policies Favourable For The Consumer Appliances Industry

- Shift from unorganized sector to organized sector in Indian manufacturing with the GST Implementation.
- Lower tax brackets (5%, 12% and 18%) used for Indian Kitchen Items vs excise +VAT taxed at ~31%
- Make In India Initiative gave ACE market necessary boost which fostered Retail Manufacturing
- Pradhan Mantri Ujjwala Yojana - Target to provide 5 Crore LPG connection to under privileged women
- Majority Kitchen appliances are electricity driven, electricity consumption tripled since 2000
- Niche market for foreign investors, as Govt. allowed 100% FDI through automatic route in the electronic hardware manufacturing sector

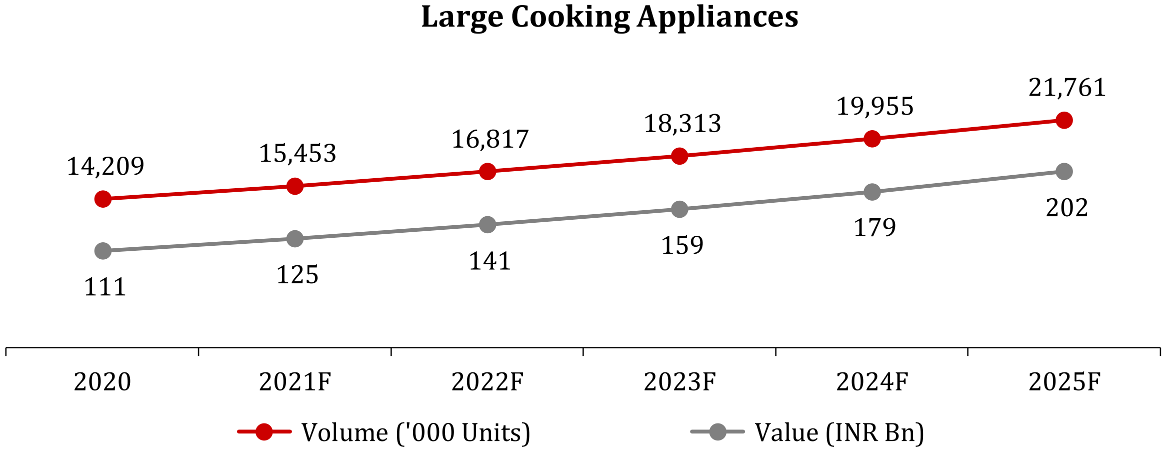
Key Growth Drivers

- Moving towards Aspirational Lifestyle from functional Kitchen tools
- Need for Space Utilization -Emerging Concept of Modular Kitchen
- Growth of E-Commerce and easy Financing options
- Awareness of Cookware through Mass Media and Retality Programs
- Health and Environment Concerns
- Technological Advancements

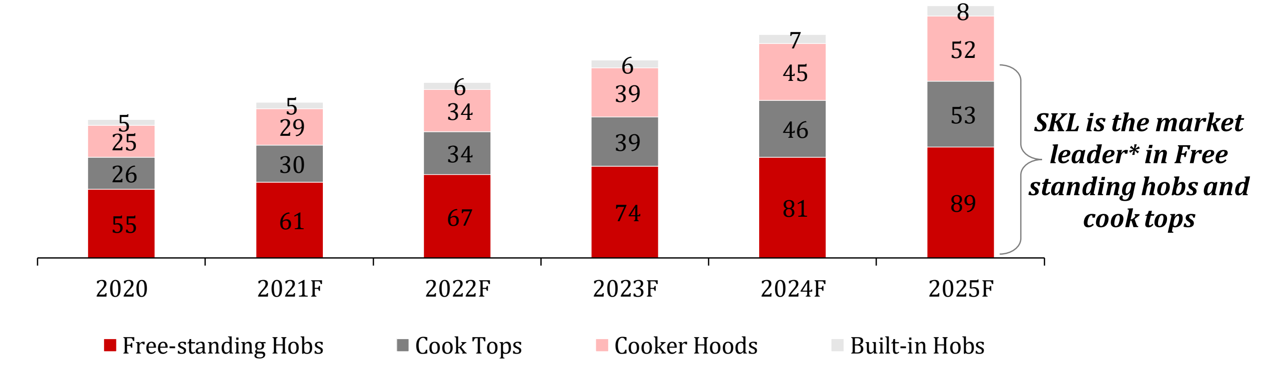
•All information on this slide is obtained from the industry report prepared by Frost & Sullivan (India) Ltd. titled "Kitchen Appliances Market in India" dated December 16, 2019, read with the revised industry report dated November 24, 2020 ("**F&S Report**"); "E" signifies Estimated

Indian Large & Small Cooking Appliance Market

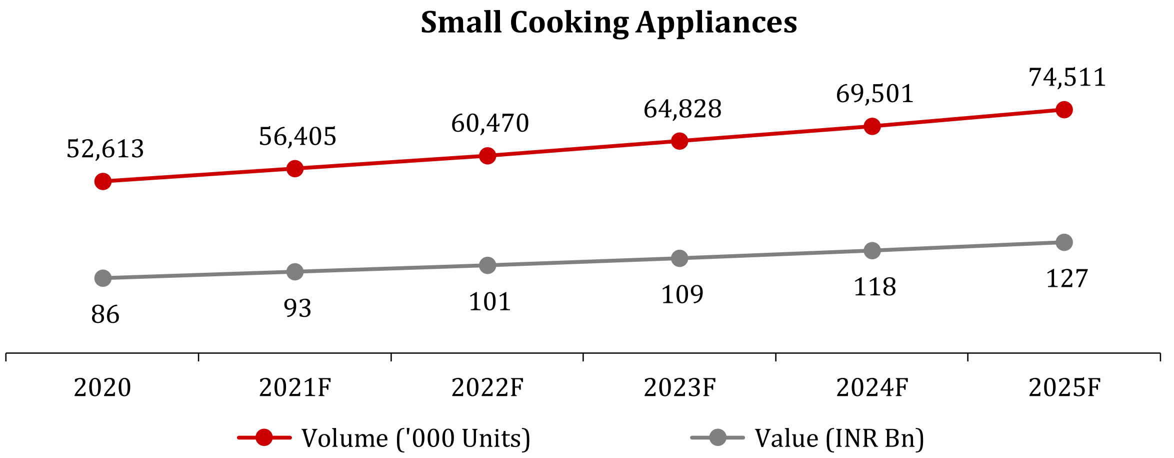
Increasing Market for Large Cooking Appliances (LAC)



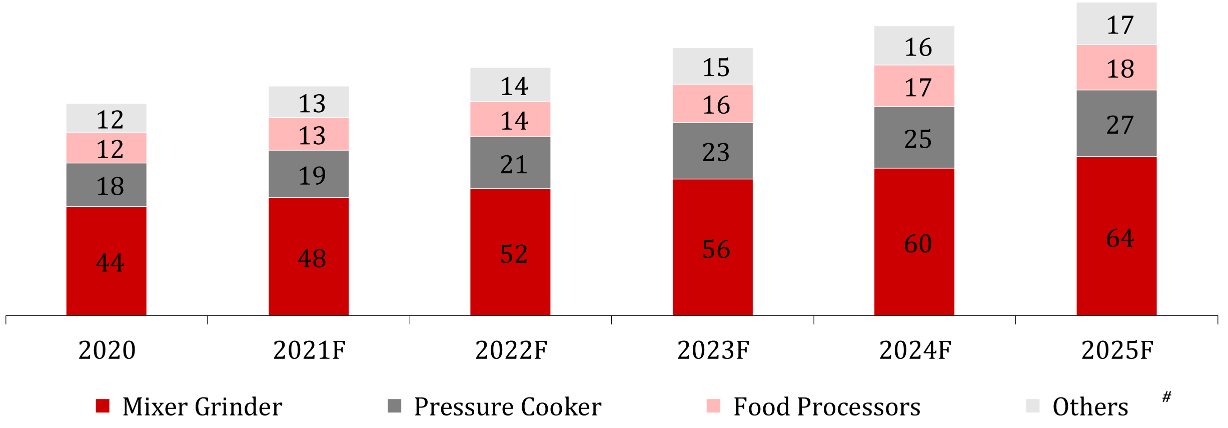
Increasing Trend by Sub Segments - Value (INR Billion)



Increasing Market for Small Cooking Appliances (SAC)



Increasing Trend by Sub Segments -Value (INR Billion)



** As per market share of retail sales volume; # Others include electric rice cooker, blenders, electric kettle, coffee maker and juice extractor*

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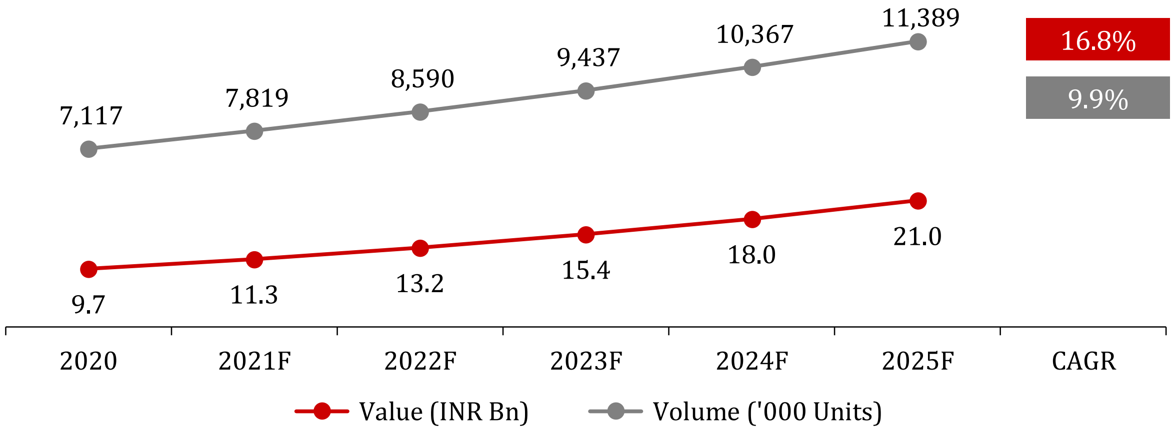
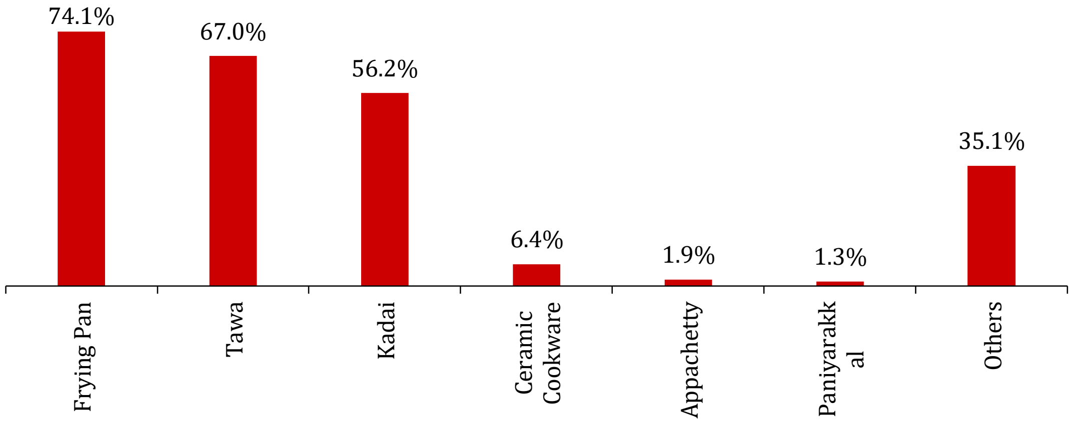
Non – Stick Cookware and Indian Household Utility Products

Increasing Market for Non-Stick Cookware



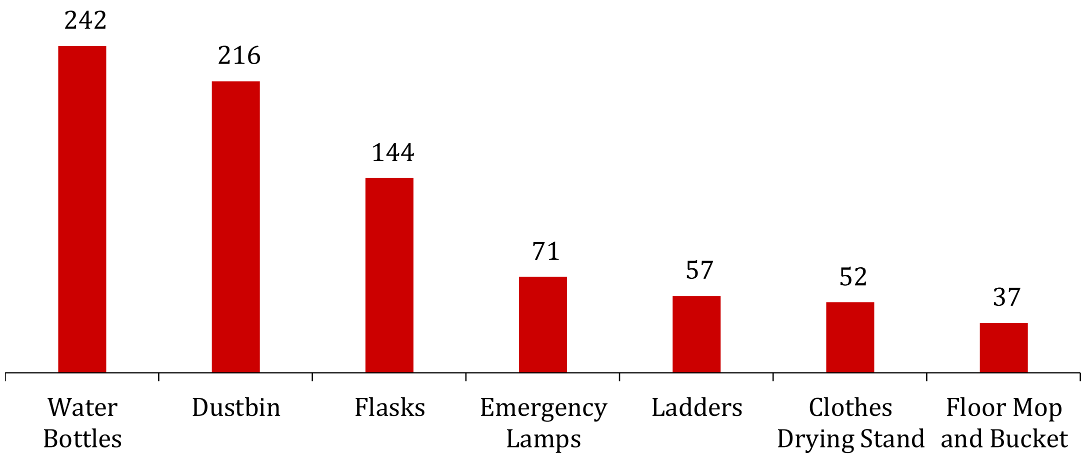
Types of Non-Stick Cookware Used (%) in 2020



Company has prominent position in South India for non-stick cookware

- Stove Kraft Limited is the 3rd largest market share (12.4%) by volume in Non- Stick Cookware
- It enjoys a prominent position in the Non-Stick cookware market in the southern region
- Stove Kraft Limited has one of the few facilities in India to have an automated roller coating line for manufacturing of non-stick cookware
- It offers special range of products which cater to the regional cuisine of Southern India
- Latest innovation aimed at product efficiency and user convenience includes a new MIO™ non-stick cookware range
  - Developed using latest Italian technology
  - ensuring high durability and smoothness
  - Range has 5 layer 'Scandia' coating

Household Utility Products - Market INR Billion in 2018



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Thank You

STOVEKRAFT

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