



BUTTERFLY GANDHIMATHI APPLIANCES LIMITED

October 19, 2023

To, The Manager - Listing BSE Limited ("BSE"), Corporate Relationship Department, 2nd Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai – 400 001.	To, The Manager - Listing National Stock Exchange of India Limited ("NSE"), "Exchange Plaza", 5th Floor, Plot No. C/1, G Block, Bandra-Kurla Complex Bandra (East), Mumbai – 400 051.
BSE Scrip Code: 517421	NSE Symbol: BUTTERFLY
ISIN: INE295F01017	ISIN: INE295F01017
Our Reference:79/2023-24	Our Reference: 79/2023-24

Dear Sir/Madam,

Sub: Press Release – Q2- 2023-24

This is in continuation of our letter dated October 19, 2023, regarding Outcome of Board Meeting held on October 19, 2023 wherein the Company had approved Unaudited Financial Results for the quarter and half year ended September 30, 2023. In this regard, please find enclosed press release for the same.

You are requested to take the same on your record.

Thanking you,

For **Butterfly Gandhimathi Appliances Limited**

Viral Sarvaiya
Company Secretary & Compliance Officer
ACS: 33764

Encl: A/a

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Butterfly Gandhimathi Appliances Ltd.**Announces its Results for Q2 FY24**

Revenue at Rs. 308 Cr
Material Margin at 37.0% (+170 bps YoY)
PAT at Rs. 15 Cr

Chennai, 19th October 2023: Butterfly Gandhimathi Appliances Ltd. ('Company'), South-India's leading kitchen and small domestic appliances player, reported its standalone financials for the second quarter ended 30th September 2023.

Operational Highlights:

- **Retail and Modern Trade channel continued to grow** amidst industry slowdown.
- **Shift in festive season to later part of Q3** as compared to last year has resulted in season pre-buying moving to Q3.
- **Phasing of online sales** has been rejigged, focusing on sellouts and market share gains across platforms and categories.
- Significantly **improved distribution reach** by onboarding new distributors, direct dealers, chain stores and retailers.
- 'Butterfly' brand was honoured with the prestigious title of '**Iconic Brand of India**' at the 6th edition of the Iconic Brands of India (IBI) event, presented by The Times Group.
- During the quarter, several activities were conducted to **drive customer engagement** and **reinvigorate channel**.
- Continued focus on improving capacity utilization & manpower productivity as well as operational excellence, including smoothening of various processes.
- **Pilot project of 'Power of One'** is underway to leverage Crompton's distribution network to expand beyond existing Butterfly's strong hold in South India.
- Investments into capability building, strengthening the 'Butterfly' brand, optimizing operations and R&D continue.

Financial Highlights:**Q2 FY24**

- **Revenue at Rs. 308 Cr** (-16% YoY). De-growth due to the festive period shift and one-off corporate sales in Q2 FY23.
- **Material Margin at 37.0% (+170 bps YoY)** driven by rebound in trade channel, value engineering and cost optimization initiatives.
- EBITDA at Rs. 25 Cr. EBITDA Margin at 8.2% post investments in people capabilities & brand building initiatives.
- PAT at Rs. 15 Cr. PAT Margin at 4.7%.

Commenting on the performance, **Rangarajan Sriram, Managing Director, Butterfly Gandhimathi Appliances Ltd.** said, “We continue to focus on balancing and growing our core channels. The sales phasing of online channel has been reorganised across platforms & categories. Despite an industry wide slowdown, our retail channel continued to grow, and we registered growth in the Kerala region, boosted by Onam festivities. EBITDA Margin stood at 8.2% for the quarter, post investments in marketing and people.

With the shift in the festive season this year, we anticipate uptick in demand in Q3. Premium segments continue to grow across categories as we invest in brand awareness and introducing new products across markets & channels to drive higher sales.”

BGMAL Financials:

Particulars (Rs. Crs)	Q2 FY24	Q2 FY23	Y-o-Y
Revenue	308	368	-16%
Material Margin	114	130	-12%
Material Margin (%)	37.0%	35.3%	+170 bps
EBITDA	25	41	-39%
EBITDA Margin (%)	8.2%	11.2%	-300 bps
PAT	15	25	-42%
PAT Margin (%)	4.7%	6.8%	-210 bps

Update on the Merger Process:

The scheme for merger of Butterfly Gandhimathi Appliances Ltd. with it’s promoter, Crompton Greaves Consumer Electricals Ltd., was announced on March 25, 2023. The scheme has received the NOC from BSE and NSE on July 21, 2023 and July 24, 2023 respectively. Currently the NCLT approval process is underway and a meeting of the shareholders and creditors of the Company is convened on October 28, 2023. It is to be noted that various proxy advisory firms have given a favourable voting recommendation to resolutions seeking approval to the Scheme at the said shareholders’ meeting.

About Butterfly Gandhimathi Appliances Ltd.:

‘Butterfly’ is amongst the Top 3 Brands in India in kitchen and small domestic appliances. It is a reputed brand with high consumer recall in South, known for Aesthetics and Product Quality. It has diverse product portfolio, with variants adapted to meeting consumer needs. It has 4 core products – Mixer Grinders, Pressure Cookers, Gas Stove, Wet Grinders and backed by a full suite of small domestic appliances. It has state of art in-house manufacturing setup with strong backward integration.

For further queries, please contact:**Investor Relations:**

Chief Investor Relations Officer

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