



## 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.  
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# 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



# About Us..

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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

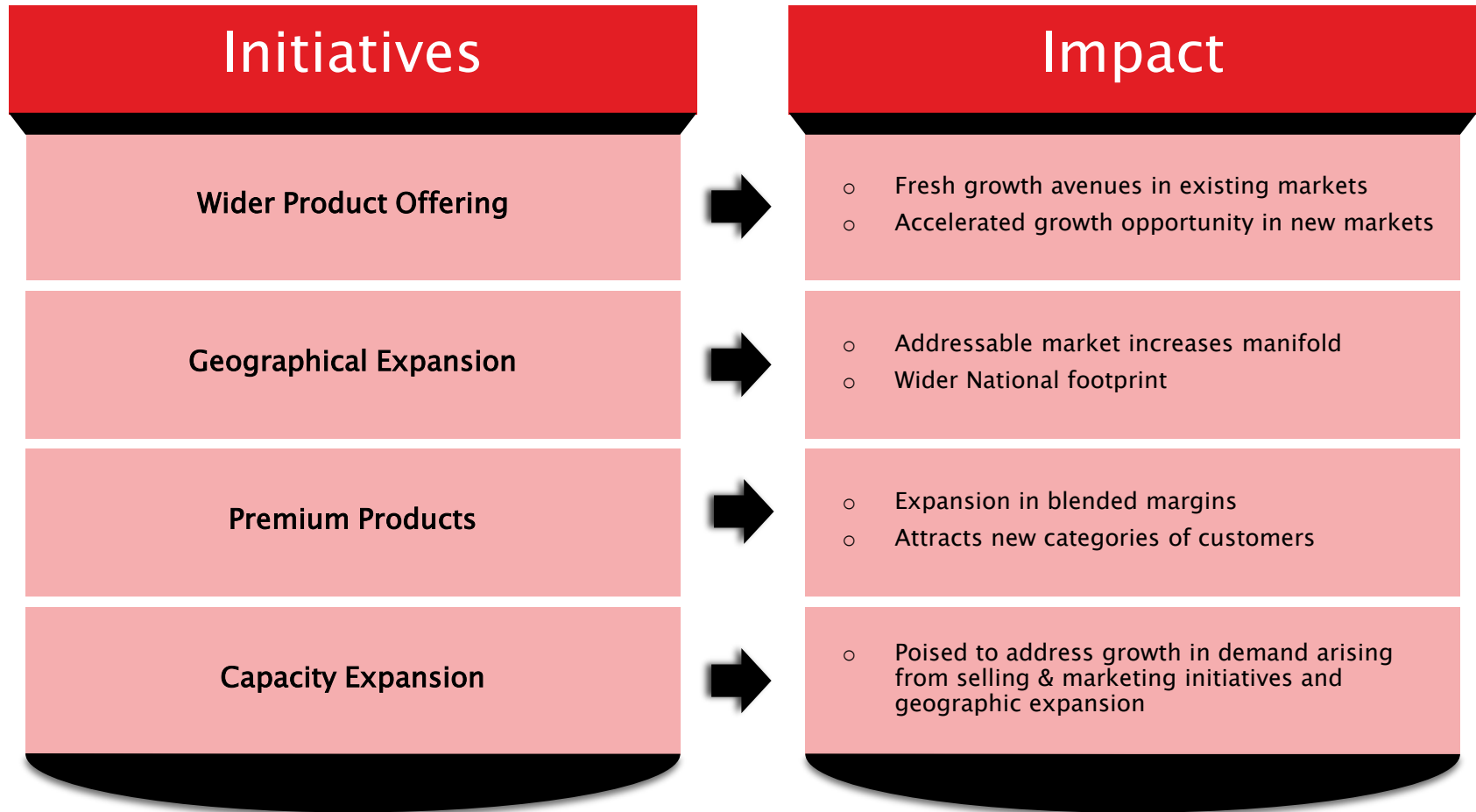
33.5%

REVENUE GROWTH  
OVER FY17

15%

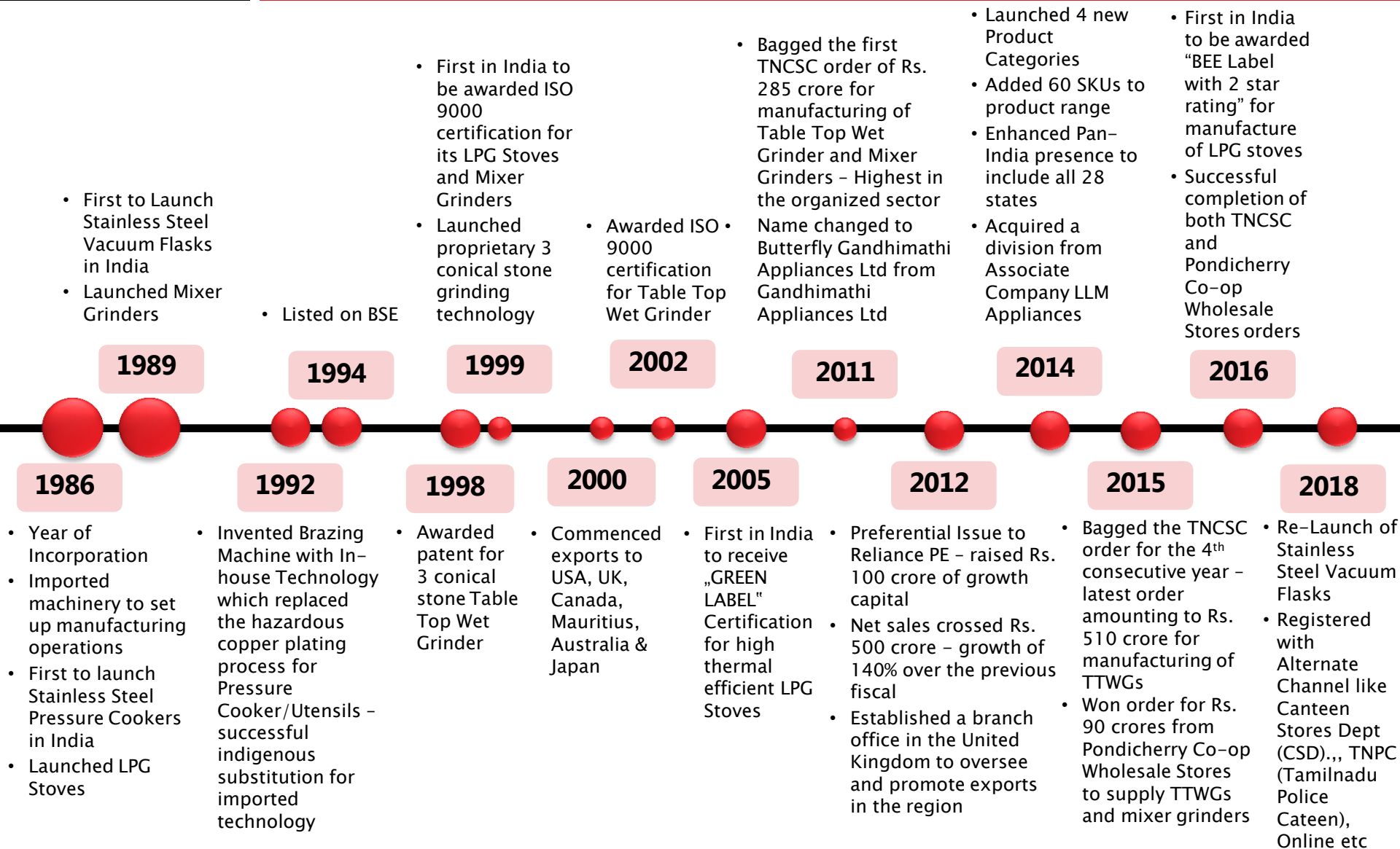
OF FY18  
REVENUES FROM NON-SOUTH  
STATES

# Growth Levers

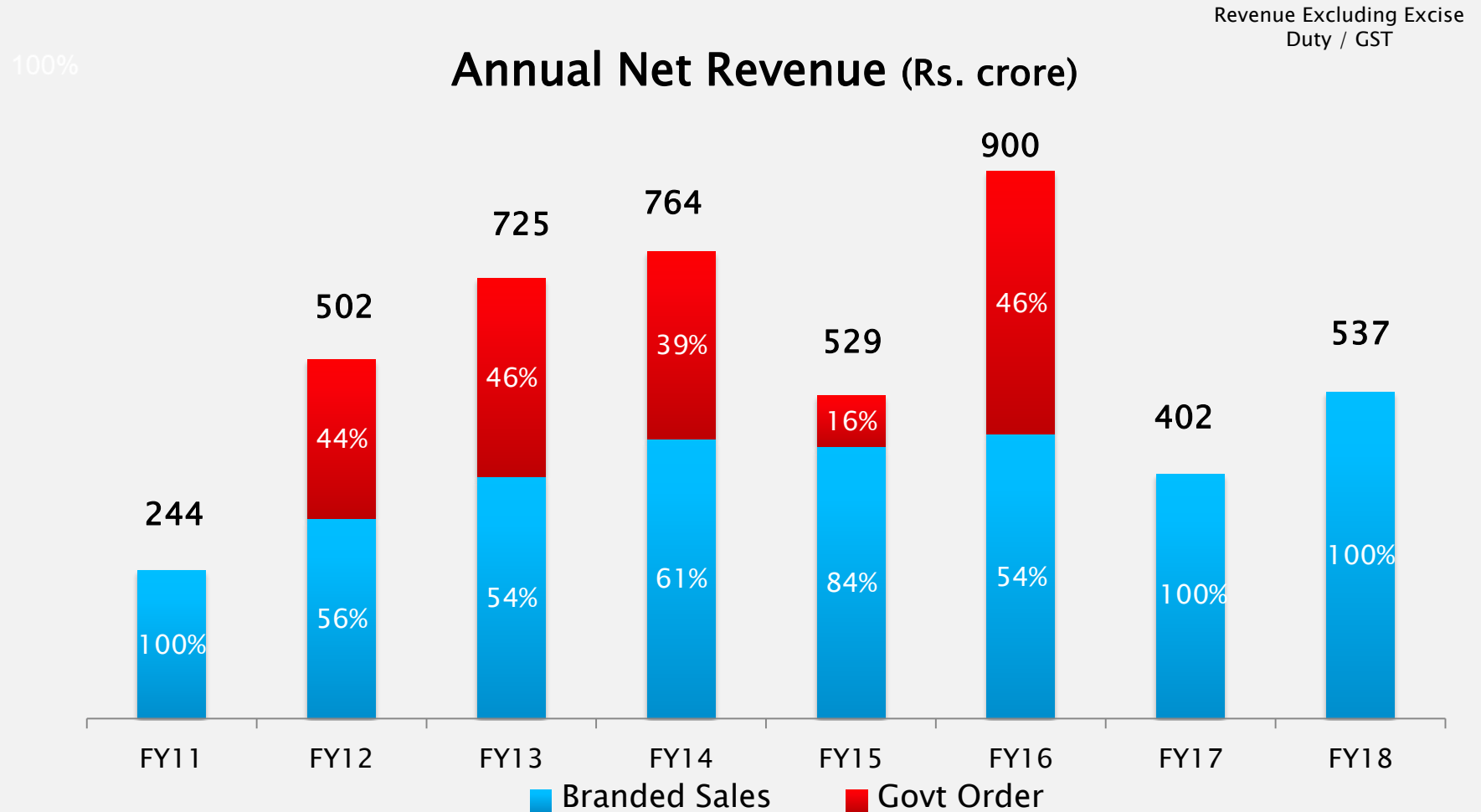




# Overview Milestones

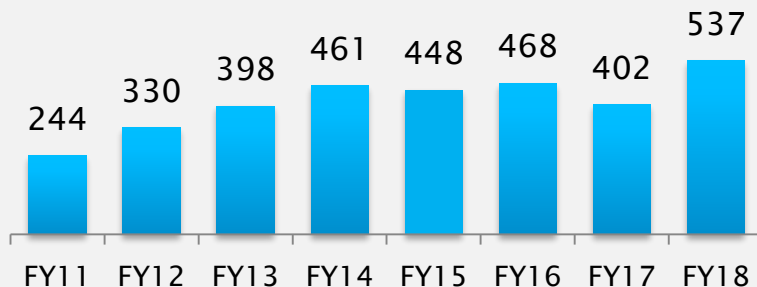


# Revenue Profile



# Branded Retail Sales

Branded Net Sales (Rs. crore)



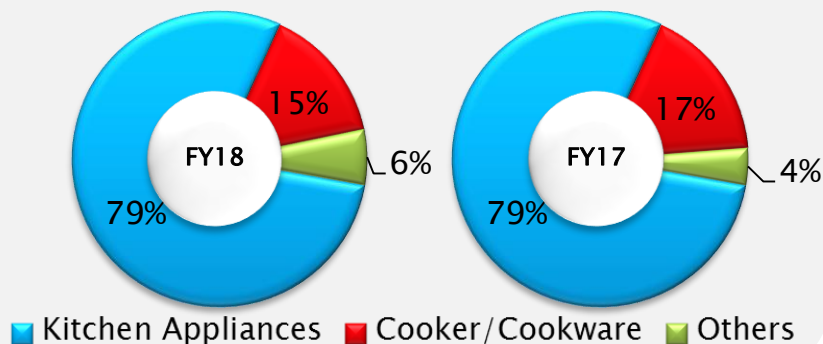
## Through Institutions

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

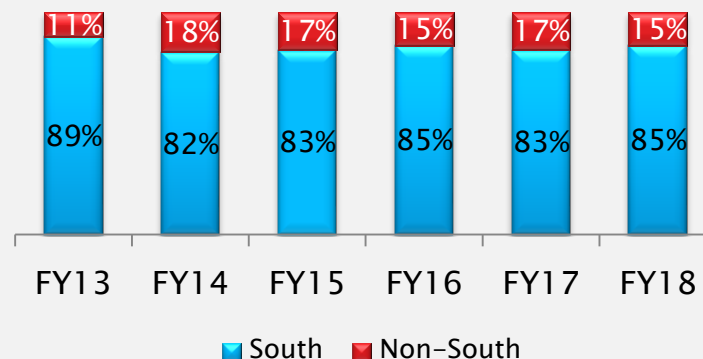
## Through Retail Marketing

- 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 (%)



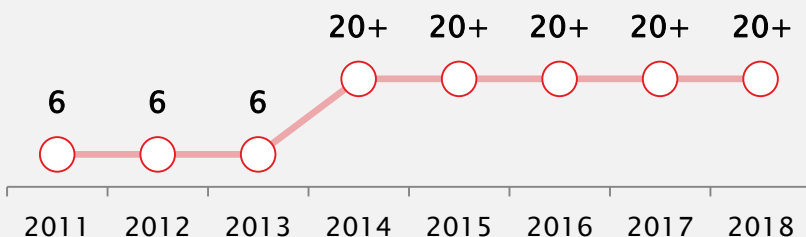
Region-wise Break-up



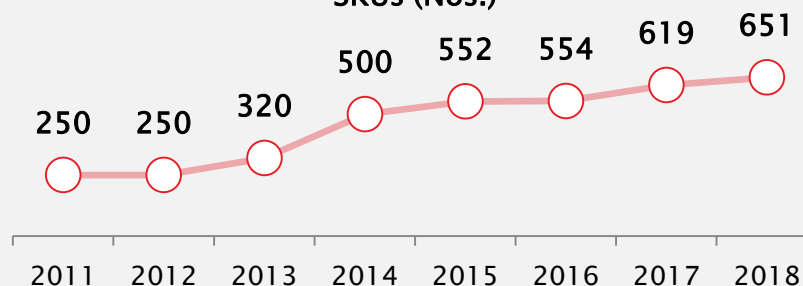
# Augmenting Organic Growth

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

Product Categories (Nos.)

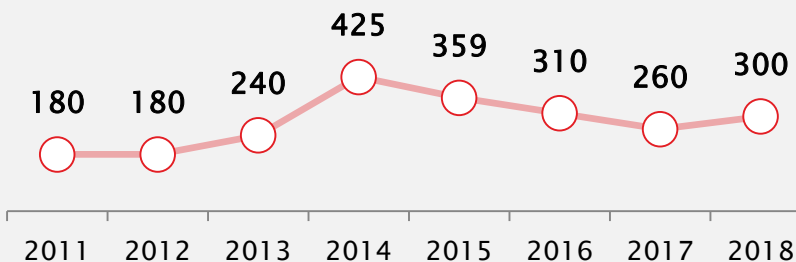


SKUs (Nos.)

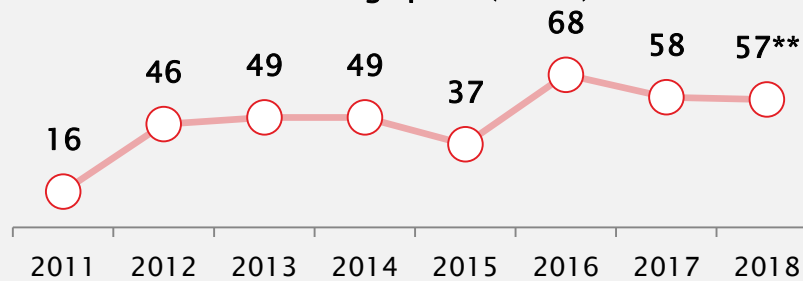


## Enhancing Sales and Marketing Efficiency For Better Penetration And Brand Development

Sales Team (Personnel)



Marketing Spend (Rs. Cr)



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

# Product Portfolio

Every product exhibits the highest standards in Safety, Durability, Efficiency, Aesthetics & Reliability



LPG Stove



Mixer Grinder



Table Top  
Wet Grinder



Electric Chimney



Pressure Cooker



Non Stick Cookware



Induction Cooktop



Electric Rice Cooker



Juicer Mixer Grinder



Electric Kettle



Sandwich Maker



Air Cooler

# Product Portfolio

## Other Pioneering Products



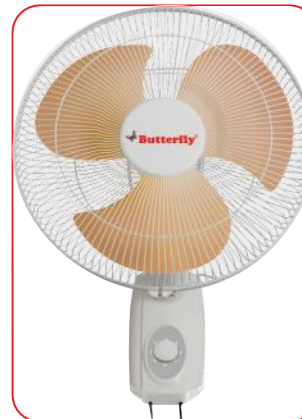
Washer



Juicer



Hand Blender



Fan



Water Heater



Electric Iron



Pop-up Toaster



Vacuum Flasks



Tower Fan

# Strong R&D Capabilities

R&D focused Company with a demonstrated track record in innovation

1<sup>st</sup> to introduce Stainless Steel Pressure Cookers in India

1<sup>st</sup> to manufacture Stainless Steel LPG Stoves in India

1<sup>st</sup> to introduce Stainless Steel Vacuum Flasks in India which deliver enhanced Heat Retention up to 72 hours compared to 8 hours with conventional products

Invented 3 conical stone grinding technology – awarded patent in 1998

Enhanced Fuel efficiency in LPG Stoves from 50% to over 68% at present

In-house design of moulds, tools and dies has resulted in improved manufacturing efficiency

360° R&D efforts focused on product efficiency, longevity and design

1<sup>st</sup> in India to get BEE label with 2 star rating for manufacture of LPG Stoves



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## Financial Overview

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# Abridged Profit & Loss Statement

Rs. crore

Particulars	FY 2014	FY 2015	FY 2016	FY 2017	FY 2017 * IND-AS	FY 2018 * IND-As
<b>Total Net Revenues (Incl. OI)</b>	<b>770.7</b>	<b>533.3</b>	<b>906.3</b>	<b>405.5</b>	<b>406.6</b>	<b>542.1</b>
- Branded Net Revenues	460.8	447.5	468.2	402.3	404.9	540.5
- Government Net Revenues	308.2	84.3	432.7	-	-	-
- Other Income	1.85	1.5	5.4	3.2	1.7	1.6
<b>Material Cost</b>	<b>520.2</b>	<b>317.5</b>	<b>621.9</b>	<b>251.7</b>	<b>247.3</b>	<b>315.2</b>
- Cost of Materials Consumed	483.6	248.3	566.6	145.9	149.1	218.7
- Purchases of Stock-in-Trade	85.3	65.3	31.5	49	78.8	106.4
- Changes in Inventories of Finished Goods , Work-in-Progress and Stock-in-Trade	-48.7	3.9	23.8	1.0	19.4	-9.9
<b>Gross Profit</b>	<b>250.5</b>	<b>215.8</b>	<b>284.4</b>	<b>153.8</b>	<b>159.3</b>	<b>226.9</b>
Gross Margin (%)	33%	40%	31%	38%	39.2%	41.9%
Employee Expenses	60.8	60.3	61.3	50	50.4	57.3
Other Expenses	128.2	111.5	157.9	127.5	126.9	133.2
<b>EBITDA</b>	<b>61.5</b>	<b>44</b>	<b>65.2</b>	<b>-23.7</b>	<b>-18.0</b>	<b>36.3</b>
EBITDA Margin (%)	8%	8%	7%	-3%	-4.4%	6.7%
Depreciation	5.1	10.2	11.5	11.6	11.6	12.4
Finance Cost	22.1	29.6	34.5	21.2	23.3	18.1
<b>Profit Before Tax</b>	<b>34.3</b>	<b>4.2</b>	<b>19.1</b>	<b>-56.6</b>	<b>-53.1</b>	<b>5.8</b>

The Revenue has grown across all the channel and geography. South India has grown by 32%

The company is profitable because of very good revenue growth.

NOTE : \* FY18 & FY17 results are as per IND-AS standards.

# Abridged Balance Sheet

						Rs. crore	
Sources of Funds	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2017**	FY 2018**
<b>a) Shareholders' Funds</b>	201.3	223.7	225.6	238.1	179.9	175.2	180.2
<b>b) Non-current Liabilities (NCL)</b>	12.7	22.9	77	52.8	68	62.5	45.8
- Long-term Borrowings	6.4	15.8	68.3	43.4	60	62.5	45.8
- Other NCL	6.3	7.1	8.7	9.4	8	-	-
<b>c) Current Liabilities (CL)</b>	327.6	404.1	266.3	266.3	159.4	180.7	241.6
- Short-term Borrowings	37.1	157.7	106.3	148.8	65	83.9	145.4
- Trade Payables	220.4	208.1	118.3	105	52	59.7	56.1
- Other CL	70.1	38.3	41.7	42.5	42.4	37.1	40.1
<b>Total</b>	<b>541.6</b>	<b>650.7</b>	<b>568.9</b>	<b>587.2</b>	<b>407.3</b>	<b>418.4</b>	<b>467.6</b>
<b>Net Debt – Equity Ratio</b>	0	0.7	0.7	0.8	0.5	0.91	1.16

Long term debt has reduced from last year due to repayment of loans

\*\* as per IND-AS Presentation

# Abridged Balance Sheet

Rs. crore

Application Of Funds	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2017 **	FY 2018**
<b>a) Non-current Assets</b>	105.3	164	175.4	173.6	176.0	177.9	171.6
<b>a) Current Assets</b>	436.3	486.7	393.5	413.6	231.3	240.5	296
- Inventories	158.8	167.2	168.9	123.8	108.8	108.8	125.1
- Trade Receivables	195.5	279.3	192.9	257.4	81.3	88	130.6
- Cash & cash equivalents	46.3	20	15.4	13.4	28.2	31.4	22.7
- Others	35.7	20.1	16.3	19	13	12.3	17.6
<b>Total</b>	<b>541.6</b>	<b>650.7</b>	<b>569.2</b>	<b>587.2</b>	<b>407.3</b>	<b>407.3</b>	<b>467.6</b>
<b>Net Revenue</b>	<b>725.4</b>	<b>764.3</b>	<b>528.8</b>	<b>900.3</b>	<b>402.3</b>	<b>402.3</b>	<b>537.3</b>
<b>Working Capital</b>	<b>133.9</b>	<b>238.4</b>	<b>243.5</b>	<b>276.2</b>	<b>138.1</b>	<b>137.1</b>	<b>199.6</b>
<b>Working Capital Days</b>	<b>67</b>	<b>114</b>	<b>168</b>	<b>112</b>	<b>125</b>	<b>105</b>	<b>124</b>
<b>Inventory Days*</b>	<b>80</b>	<b>80</b>	<b>117</b>	<b>50</b>	<b>99</b>	<b>99</b>	<b>85</b>
<b>Debtors Days*</b>	<b>98</b>	<b>133</b>	<b>133</b>	<b>104</b>	<b>74</b>	<b>60</b>	<b>77</b>
<b>Creditors Days*</b>	<b>111</b>	<b>99</b>	<b>82</b>	<b>43</b>	<b>47</b>	<b>54</b>	<b>38</b>

Trade receivables includes TNCSC / PCWS receivable of Rs.17.40 cr

Days calculated excluding TNCSC / PCWS receivables.

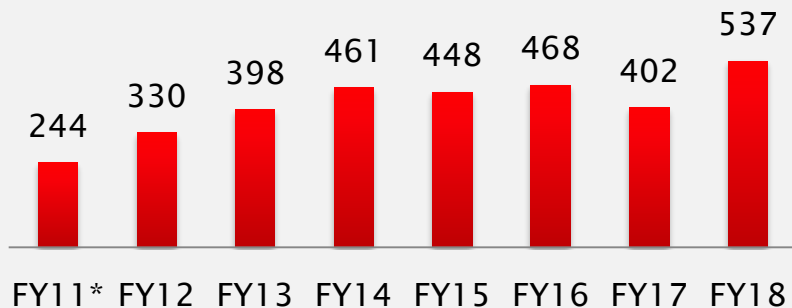
Debtors Days increased due to higher sales in Q3 and Q4.

- Calculation of Working Capital Ratios based on Net Revenue
- Based on year end values (Not average values)
- Working capital days= (Inventory + Debtor – Creditor) Days
- Days calculated on the basis of 365 days

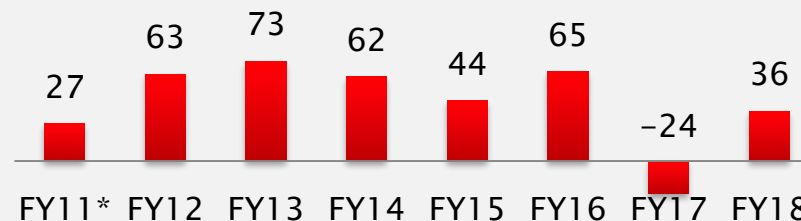
\*\* – Presented as per IND-AS

# Performance Track Record – Annualized

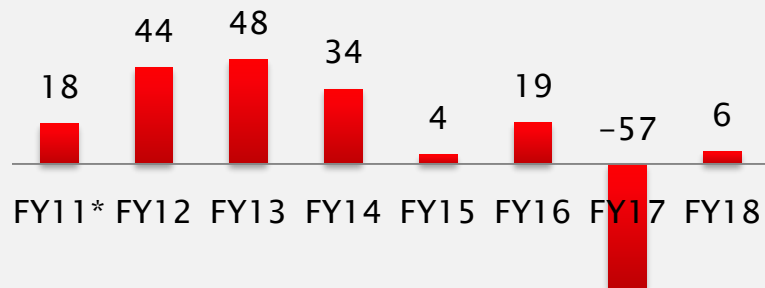
Total Revenue (Rs crore)



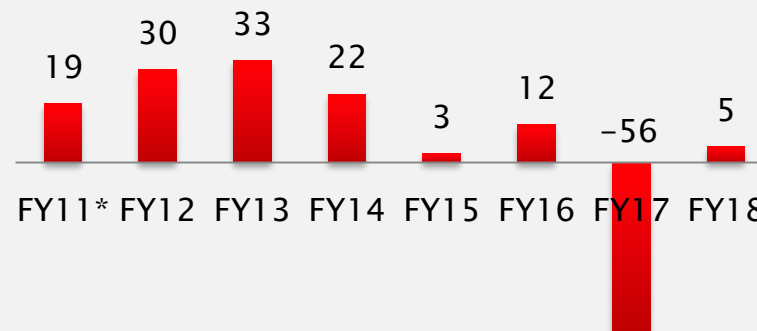
EBITDA (Rs crore)



Profit Before Tax (Rs crore)

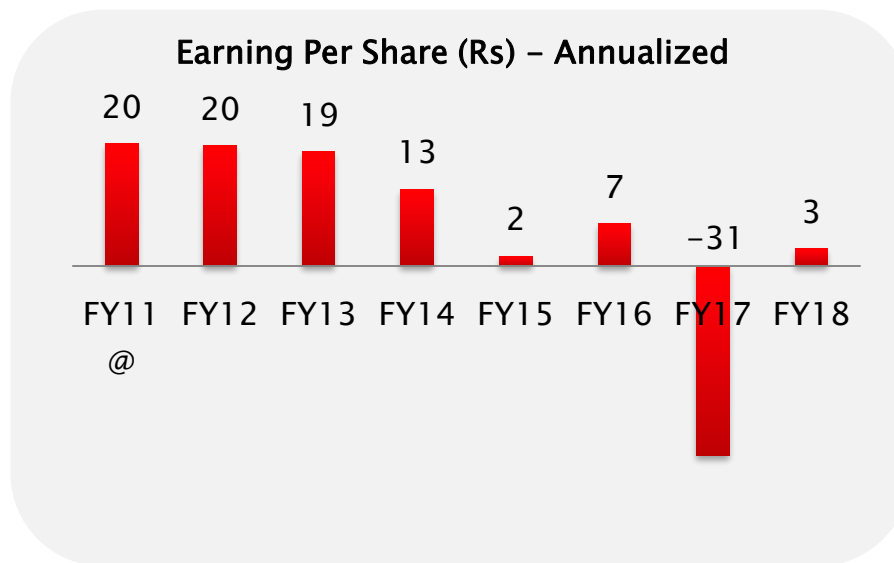


Profit After Tax (Rs crore)



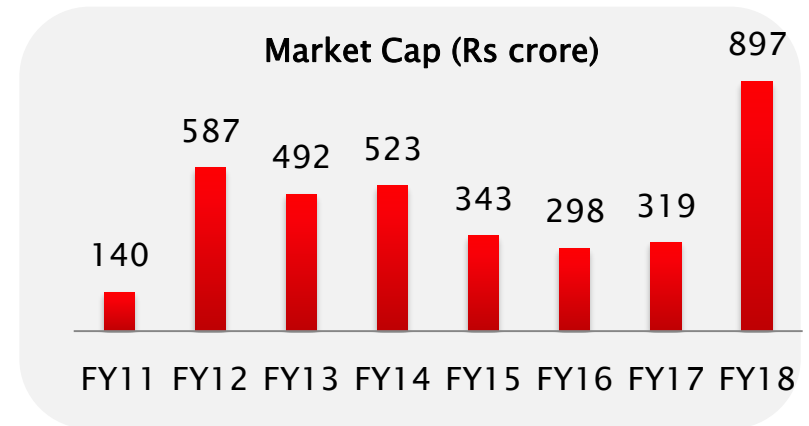
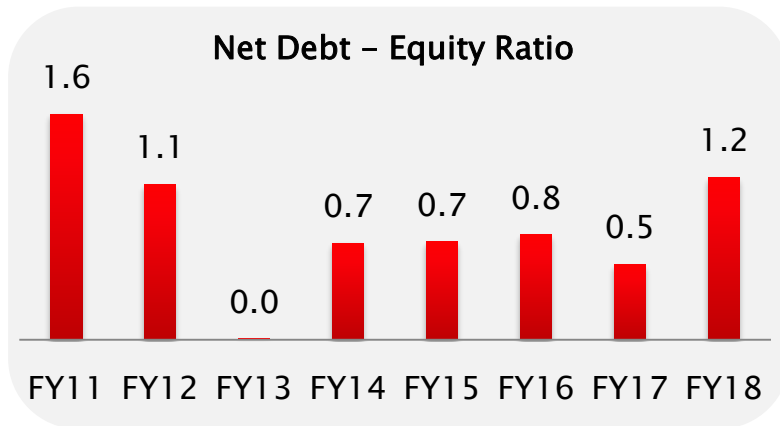
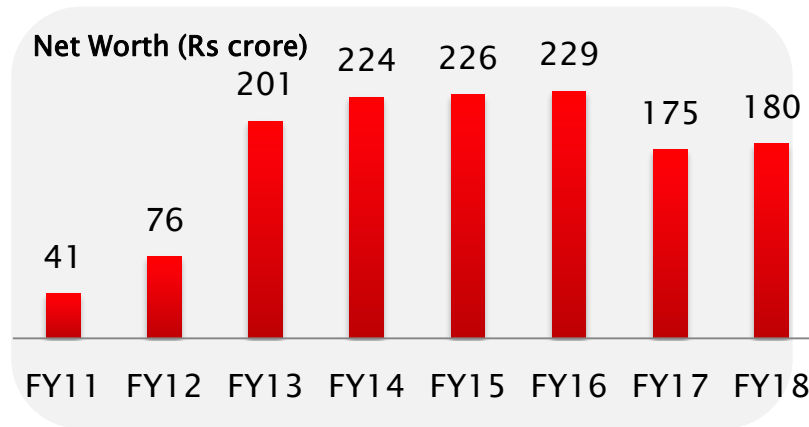
**NOTE :** \* FY11 was for period of 9 months ended on 31.03.2011. The figures above represent the annualized numbers in order to facilitate a comparison.

# Key Financials



@ FY11 was for period of 9 months ending 31.03.2011. The figures above represent the annualized numbers in order to facilitate a comparison.

# Key Financials





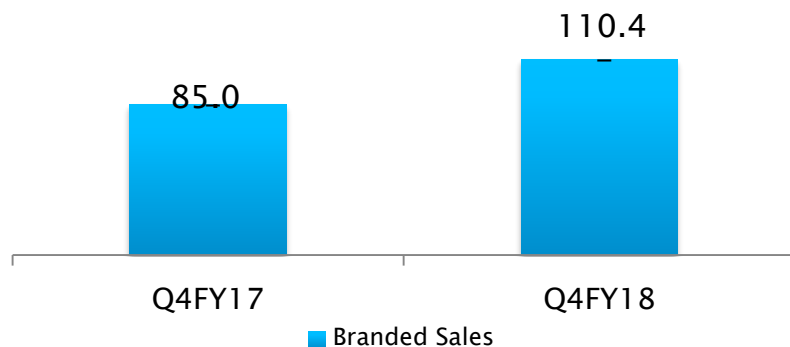
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## Q4 FY18 Operating Performance & Highlights

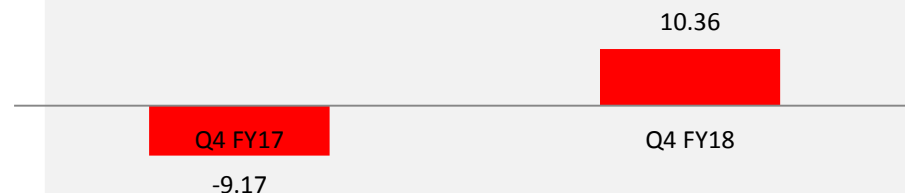
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# Q4 FY18 – Performance highlights

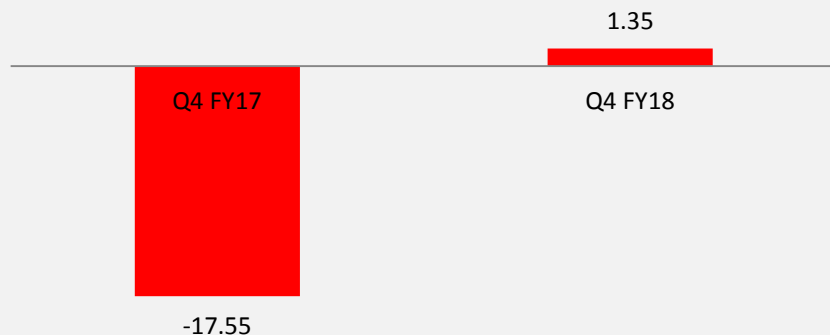
Total Income (Net) (Rs. crore)



EBITDA (Rs. crore)



PBT (Rs crore)



- Total Income during Q4 FY18 stood at Rs. 110.39 crore, as against Rs.85.00 crore in Q4 FY17
  - Branded net sales was higher by 30% on a Y-o-Y basis.
  - This is due to better market conditions.
- PBT stood at Rs. 1.35 crore in Q4 FY18

NOTE : \* Q4 FY18 results are as per IND-AS standards



# Key Highlights

## Branded Gross Sales (incl. Excise Duty)

(Rs crore)

Product	Q4 FY18	Q4 FY17	Q3 FY18	Y-o-Y Growth	Q-o-Q Growth
<b>Branded Market</b>					
Kitchen Appliances	83.5	78.2	109.1	6.8%	-23.5%
Cooker/Cookware	18.6	12.4	23.7	50.3%	-21.4%
Others	8.3	4.0	8.2	106.4%	0.7%
<b>Grand Total</b>	<b>110.4</b>	<b>94.6</b>	<b>141.0</b>	<b>16.7%</b>	<b>-21.7%</b>
<b>Less: Excise Duty</b>	<b>-</b>	<b>9.6</b>	<b>-</b>		
<b>Net Revenue</b>	<b>110.4</b>	<b>85.0</b>	<b>141.0</b>	<b>29.9%</b>	<b>-21.7%</b>

- Overall the quarter is good.
- EBIDTA Margin higher in Q4FY18 because of lesser spend in Advertisement and Sales Promotional expenses due to non-season quarter.



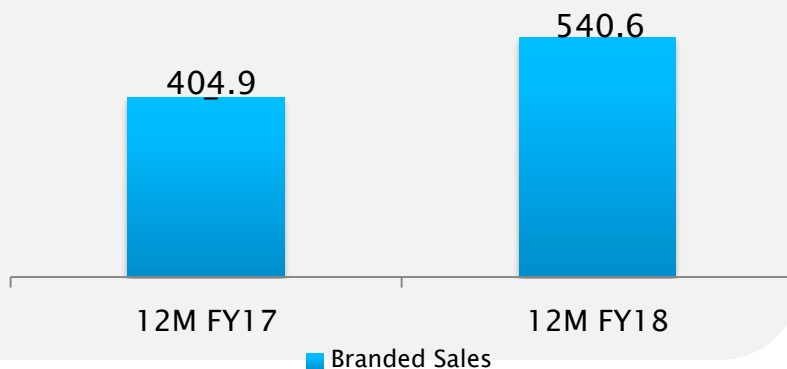
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## **12 Months FY18 Operating Performance & Highlights**

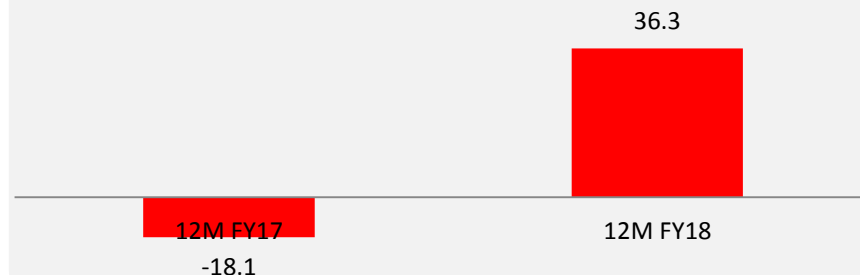
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# 12 Months FY18 – Performance highlights

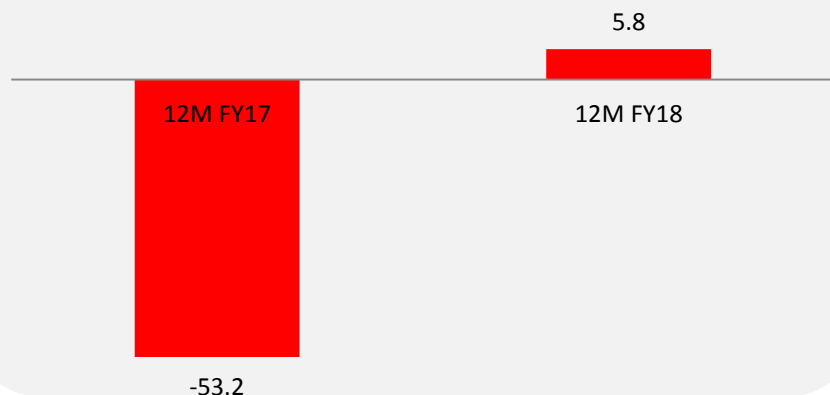
## Total Net Revenue (Rs. Crore)



## EBITDA (Rs. crore)



## PBT (Rs crore)



- Total Income (including Scrap Income) during the FY 2017–18 stood at Rs.540.6 crore, as against Rs.404.9 crore in FY 2016–17
  - Branded sales was higher by **33.5%** on a 12M FY18 vs 12M FY17 basis on net of Excise Duty basis.
- PBT stood at Rs. 5.8 crore in FY 2017–18

NOTE : \* 12M FY18 & 12M FY17 results are as per INDAS standards

# Key Highlights

## Branded Gross Sales (incl. Excise Duty)

(Rs in Crore)

Product	12M FY18	12M FY 17	Y-o-Y Growth
<b>Branded Market</b>			
Kitchen Appliances	434.44	374.68	15.9%
Cooker/Cookware	84.67	55.08	53.7%
Others	30.20	20.11	50.2%
<b>Grand Total</b>	<b>549.31</b>	<b>449.87</b>	<b>22.1%</b>
<b>Less: Excise Duty</b>	8.75	45.01	
<b>Net Revenue</b>	<b>540.56</b>	<b>404.86</b>	<b>33.50%</b>

- Overall the Company had a positive year with better market conditions compared to previous years.



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# Outlook

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**The objective and focus of the plan is completely on delivering better Profit for FY18–19 also, improving balance sheet liquidity and reduction of debt**

- 1. Balance Sheet efficiency / liquidity**
  - a. Focus on collections. We are yet to finalise the Channel Financing with Bankers.
  - b. Increase in supplier credit days
  - c. Reduction in Inventory levels through optimised sales planning
- 2. Big push in alternate channels such as Online, Corporates, Modern Trade, CSD and Corporate sales, which has increased from Rs.20 Cr to Rs.62 Cr**
- 3. Fully implemented Microsoft Power BI to monitor secondary sales data in South India market.**
- 4. For FY 2018–19 Company is targeting to achieve more than 20% top line growth.**

# Outlook

CATEGORY	12M FY18 CONTRIBUTION	MARKET ENVIRONMENT	OUTLOOK
Retail Channel Sales	75– 80% of Branded Sales in 12M FY18	<ul style="list-style-type: none"> <li>• Post GST implementation, a buoyant festive season is performed well.</li> <li>• Same level expected to continue in Financial 2018–19 also.</li> </ul>	Retail channel demand is expected to good in the coming Financial Year 2018–19
Institutional Channel Sales	20– 25% of Branded Sales in 12M FY18	<ul style="list-style-type: none"> <li>• New PMUY scheme has started gaining traction</li> <li>• In finance bill of FY18 government has proposed to increase the LPG gas connections (PMUY) from 5 crores to 8 crores</li> </ul>	Consumer demand is expected to good in the coming quarters
<b>TOTAL BRANDED SALES</b>	<b>Rs. 540.5 crore</b>		

# Thank you

any queries please contact Mr.V.M.G.Mayuresan, [vmgm@butterflyindia.com](mailto:vmgm@butterflyindia.com)

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