



Electricals

May 12, 2025

To,

BSE Limited

: Code No. 500031

Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai 400 001.

National Stock Exchange of India Limited

: BAJAJELEC – Series: EQ

Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai 400 051.

Dear Sir/Madam,

Sub.: Presentation on the Financial Results of Bajaj Electricals Limited (“the Company”) for the fourth quarter and financial year ended March 31, 2025

The presentation on the Financial Results of the Company for the fourth quarter and financial year ended March 31, 2025, is enclosed herewith.

We request you to take the above on record.

Thanking you,

Yours faithfully,

For Bajaj Electricals Limited

Prashant Dalvi

Chief Compliance Officer & Company Secretary

(ICSI Membership No.: A51129)

Encl.: As above.



May 12, 2025



Disclaimer

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Q4 FY'25 – Performance Overview



Core FMEG Performance (6.5% growth on YoY basis driven by Consumer Products)

- **Consumer Products (CP) Segment:** 8.4% growth on a YoY basis on account of MR and Appliances
- **Lighting Solutions (LS) Segment:** 0.2% growth on a YoY basis due to B2C Lighting offset by drop in B2B Lighting



Channel Highlights*

- GT registered a growth of c.6% YoY basis on account of continuous trade revival
- Growth across key alternate channels – Exports (c.49%), MFR (c.25%), and GoI (c.13%)



Cash Position

- Healthy cash flow from operations of c. INR 87 Cr
- Strong Balance Sheet with C&CE and surplus investments to the tune of c. INR 509 Cr

*Gross sales data

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Q4 FY'25 – Profit & Loss Statement

(INR Cr)

Particulars	Q4 FY'25	Q4 FY'24	YoY (%)	Q3 FY'25	Commentary
Revenue from Operations	1,265	1,188	6.5%	1,290	Revenue: Growth in CP segment offset by flattish revenue growth in the LS Segment
Less : COGS	872	851	2.5%	888	
Gross Margin	394	337	16.7%	402	Gross Margin (GM): GM% expanded by 280 bps, mainly due to price hikes and VAVE initiatives
Staff Cost	95	83	14.6%	99	Staff Cost: True-up of actuarial and performance incentive provisions to the tune of c. INR 7 Cr
Other Expenses	206	205	0.5%	215	
Depreciation and Amortisation	41	30	36.6%	36	Depreciation: Increased due to capitalization of employee costs and new moulds to the tune of c. INR 9 Cr
Add : Other Income	16	22	(28.0%)	13	
EBIT for continuing operations	68	42	61.7%	64	Finance Cost - Includes interest on vendor financing to the tune of c.INR 10 Cr and interest on lease liability of c. INR 5 Cr
As % of Revenue	5.4%	3.5%		5.0%	
Less : Finance Cost	18	18	2.9%	19	Exceptional Items: <ul style="list-style-type: none">Gain of c. INR 30 Cr owing to the sale of landsOffset to the tune of c. INR 9 Cr due to VRS for Nashik Factory
Profit Before Exceptional Items and Taxes	50	24	104.0%	45	
Less: Exceptional Items	(21)	-		-	
PBT for continuing operations	71	24	191.4%	45	
Less: Taxes	12	(5)		12	
PAT for continuing operations	59	29	101.5%	33	
As % of Revenue	4.7%	2.5%		2.6%	

Q4 FY'25 – Segment Details

Segment Revenue

Particulars	Q4 FY'25 (₹ Cr)	Q4 FY'24 (₹ Cr)	YoY (%)	Q3 FY'25 (₹ Cr)
Consumer Products	994	917	8.4%	1,038
Lighting Solutions	271	271	0.2%	251
Total Revenue	1,265	1,188	6.5%	1,290

Segment Results

Particulars	Q4 FY'25		Q4 FY'24		Q3 FY'25	
	EBIT (₹ Cr)	EBIT (%)	EBIT (₹ Cr)	EBIT (%)	EBIT (₹ Cr)	EBIT (%)
Consumer Products	39	3.9%	16	1.8%	52	5.0%
Lighting Solutions	21	7.8%	23	8.5%	5	2.1%
Total *	68	5.4%	42	3.5%	64	5.0%

*Includes other unallocable income & expense

Commentary

Consumer Products Segment:

- Double-digit growth in Domestic appliances and MR
- Strong double-digit growth in Coolers for Q4 FY'25
- Low single-digit growth in Fans
- EBIT margin expanded due to volume growth and gross margin expansion

Lighting Solutions Segment:

- Single-digit growth in Consumer Lighting, offset by de-growth in Professional Lighting
- For Consumer Lighting, double-digit value growth in GT for Q4 FY'25
- EBIT margin contracted by 70 bps due to operating de-leverage

Cash Flow Summary: FY'25

Particulars	INR Cr
Profit Before Tax	170
Adjustments for :	
• Non-Cash and Exceptional items	175
• (Increase) / Decrease in Working Capital	5
Taxes Paid	(3)
Net Cash from Operating Activities (A)	347
Capital Expenditure (net of sale proceeds)	(5)
Surplus funds invested	(205)
Interest received	15
Net Cash (used in) /from investing activities (B)	(195)
Proceeds from issues of shares	6
Payment of Lease Liabilities	(49)
Interest Paid (vendor financing and lease liabilities)	(68)
Dividend Paid	(35)
Net Cash (used in) /from financing activities (C)	(146)
Net increase / (decrease) in Cash & Bank balances	6
Opening Balance of Cash/Bank Balances	114
Closing Balance of Cash/Bank Balances	120

Commentary

Cash Flow from Operating Activities (CFO) :

- Positive CFO of INR 347 Cr contributed by operating profits and EBITDA

Cash Flow from Investing Activities:

- **Capex:** Investments in moulds offset by proceeds from the sale of lands
- **Surplus Funds:** Investments in fixed deposits and mutual funds

Cash Flow from Financing Activities:

- Dividend and interest repaid to the tune of INR 103 Cr
- Lease liability to the tune of INR 49 Cr

FY'25 – Profit & Loss Statement

Particulars	FY'25	FY'24	YoY (%)
Revenue from Operations	4,828	4,641	4.0%
Less : COGS	3,334	3,287	1.4%
Gross Margin	1,494	1,354	10.3%
Staff Cost	380	365	4.1%
Other Expenses	807	730	10.6%
Depreciation and Amortisation	144	110	31.5%
Add : Other Income	55	86	(36.7%)
EBIT for continuing operations	218	237	(7.8%)
As % of Revenue	4.5%	5.1%	
Less : Finance Cost	70	63	10.0%
Profit Before Exceptional Items and Taxes	148	173	(14.3%)
Less: Exceptional Items	(21)	-	
PBT for continuing operations	170	173	(2.0%)
Less: Taxes	36	37	
PAT for continuing operations	133	136	(1.8%)
As % of Revenue	2.8%	2.9%	

Segment Revenue

Particulars	FY'25 (₹ Cr)	FY'24 (₹ Cr)	YoY (%)
Consumer Products	3,806	3,604	5.6%
Lighting Solutions	1,023	1,037	(1.4%)
Total Revenue	4,828	4,641	4.0%

Segment Results

Particulars	FY'25		FY'24	
	EBIT (₹ Cr)	EBIT (%)	EBIT (₹ Cr)	EBIT (%)
Consumer Products	123	3.2%	114	3.2%
Lighting Solutions	68	6.6%	80	7.7%
Total*	218	4.5%	237	5.1%

*Includes other un-allocable income & expense

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New Product Launches: Consumer Products (BAJAJ)

72 Launches*



Bajaj Shield Series Glanza 42 Digi Personal Cooler

- Digital Control Panel with remote control
- DuraTuff Pro Motor with 3 years warranty
- DuraMarine Pro Pump with 3 years warranty
- Child Lock feature
- Anti Bacterial Honeycomb Cooling media
- 42L Tank



Airlark

- 5 years product warranty – DuraCoat Copper/ FierroShield Bearing/ CorroSafe Lacquer
- Seamless blade design
- Telescopic seamless canopy design
- Stationary bottom
- Speed – 330 RPM, High Air Delivery – 225 CMM, Power – 55W (BEE 1-Star)



Voittaa BLDC

- Aesthetically designed BLDC fan with soothing LED indication
- Telescopic seamless canopy – enhanced aesthetics
- Remote controlled operation – Point any direction RF remote
- 100% Copper Motor – Durable and consistent performance
- Speed – 340 RPM, Air Delivery – 220 CMM, Power – 35W (Consumes only 6.5W at Speed 1)

New Product Launches: Morphy Richards

4 Launches*



Stylist care hot air brush

- 3 in 1 usage : Hair dryer, hair straightener and Volumizer
- 360 Air flow Vents :Ensures even heat distribution minimizing heat damage
- wide oval and paddle shaped design
- 2 heat/speed settings with cool mode

Kingsman Digital 15 - in -1

- 15-IN-1 Body Groomer for head-to-toe grooming
- Quick Charge in 1.5 hours
- Travel Lock Feature
- Sleek digital Display
- Detachable Stainless-Steel blades

Magnum Pro 750W

- Powerful 750W 100% Copper Motor
- 20000 RPM Motor to Grind and Blend Toughest Ingredients Effortlessly
- Lid Lock on Wet Jar
- Transparent Dome Lid on Dry and Liquidizing Jar
- High-Quality Couplers and Gaskets

Black Beauty 1.5 L Kettle

- 304 Grade Stainless steel inner wall
- Auto shut off and dry boil protection
- Wide mouth for easy cleaning
- Spout for easy pouring
- 360 Degree cordless power base
- Cool touch

New Product Launches: Consumer Lighting

32 Launches*



IVORA LED COMPACT DOWNLIGHT

- Now in 7W, 9W, and 12W
- LED Backlit Technology
- Available in 7 variants for 7W & 9W wattage: CDL / WDL/NDL / Red/ Green/ Blue/ Pink
- Available in 3 variants for 12W wattage: CDL / WDL/NDL



CELESTA 36W LED PANEL 2X2 TILE SERIES

- 100lm/W Lumen Efficacy
- 4kV Voltage Surge Protection
- Wide Operating Voltage Range



VELARIS WALL LIGHT SERIES (OVAL)

- IP 54 Protection
- Voltage Surge Protection - 4kv
- Wide Operating Voltage Range (100V-300V)
- Available in 2 Way, 4 Way (WDL & RB), 6 Way (WDL & RGB), 8 Way (WDL & RGBW)



VELARIS WALL LIGHT SERIES (SQUARE)

- IP 54 Protection
- Voltage Surge Protection - 4kv
- Wide Operating Voltage Range (100V-300V)
- Available in 2 Way, and 4 Way (WDL & RGBW)

New Product Launches: Professional Lighting

129 Launches*



Vista Street Light

- Best-in-class efficacy of up to 130 LPW
- Unique form factor with water locking design
- Robust construction: Ensuring high reliability and durability



Gleam XT Flood Light

- Best-in-class Efficacy of Up To 120W
- Durable Housing: Constructed with pressure die-cast aluminum, designed to act as a heat sink for effective heat dissipation.



Praise Flood Light

- Best-in-class Efficacy of Up To 140W
- Outstanding uniformity and optimal lux levels for large spaces
- Smart Integration: Operates remotely and enhance operational efficiency through the Bajaj CitiSol platform.

Professional Lighting: Projects Undertaken

CSI Church, Calicut



Pattala Palli, Calicut



Segment: Architectural Lighting



**Executed
exclusive tie-up with
SEAK Energetics
for tunnel lighting in
India
on 16th April 2025**

Bajaj Fans & Air Coolers Campaign – “Day 1 waali feelings” narrative



IPL Campaign on JioHostar

Throughout Summer Season, Social Engagement via Daily Contests

On-Ground & BTL Visibility



Display Wall



Translite



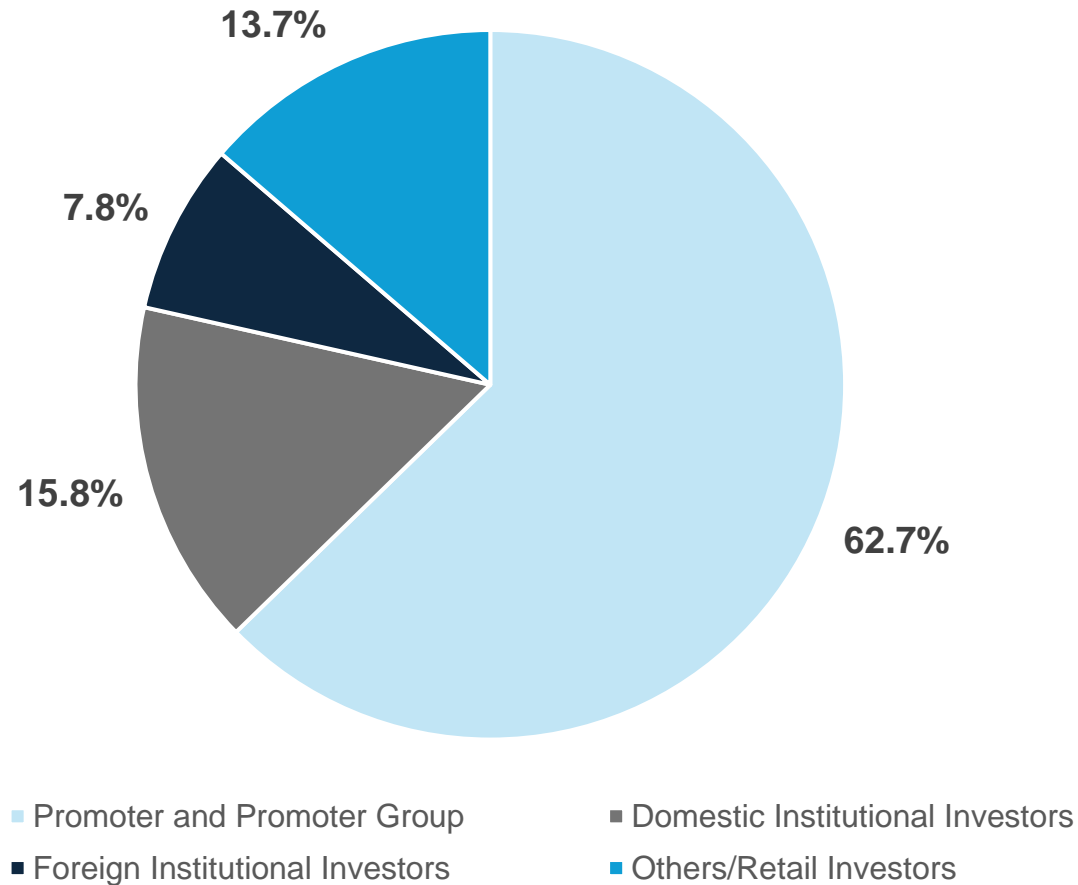
Premium and Regular Catalogue

Print Campaign



Shareholding Pattern as on 31st March, 2025

Shareholding Pattern as on 31st March, 2025



Proposed Dividend

Proposed dividend per share (INR)	3
Proposed dividend (%)	150%
Proposed dividend Payout Ratio (%)*	25.9%

**on standalone PAT*

Bajaj Electricals Limited

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