

## Crompton Greaves Consumer Electricals Limited Registered & Corporate Office:

05GBD, Godrej Business District, Pirojshanagar, Vikhroli (West), Mumbai 400079. India Tel: +91 7304575254

W: www.crompton.co.in CIN: L31900MH2015PLC262254 Email: crompton.investorrelations@crompton.co.in

Date: May 15, 2025

To,	То,
BSE Limited ("BSE"),	National Stock Exchange of India Limited
Corporate Relationship Department,	("NSE")
2 <sup>nd</sup> Floor, New Trading Ring,	Exchange Plaza, 5 <sup>th</sup> Floor,
P.J. Towers, Dalal Street,	Plot No. C/1, G Block,
Mumbai – 400 001.	Bandra Kurla Complex, Bandra (East),
	Mumbai – 400 051
BSE Scrip Code: 539876	NSE Symbol: CROMPTON
ISIN: INE299U01018	ISIN: INE299U01018
Our Reference: 15/2025-26	Our Reference: 15/2025-26

Dear Sir/Madam,

#### **Sub: Investor Presentation**

This is in continuation of our earlier letter regarding outcome of Board Meeting dated May 15, 2025, wherein the Company had approved Audited financial results (Standalone and Consolidated) for the quarter and year ended March 31, 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





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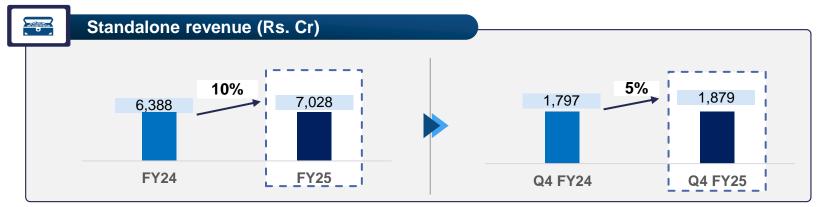


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# Crompton 2.0

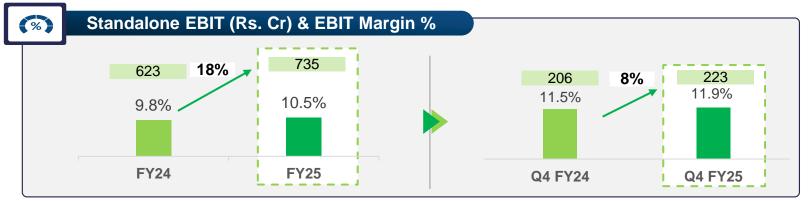
# Crompton 2.0 continues to deliver results: Consecutive second year of double-digit growth in FY25 standalone revenue by 10% YoY; Sustained Q4 FY25 margin despite subdued demand





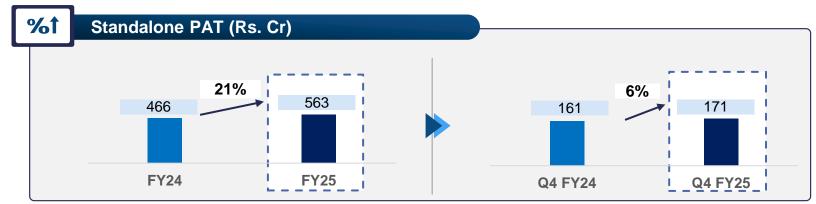
#### Robust revenue growth sustained:

- FY25 Revenue grew 10% YoY led by ECD
- Q4 FY25 Revenue increased 5% YoY due to subdued demand



## Margin strength with healthy EBIT expansion:

- EBIT for FY25 surged to Rs. 735 Cr. with margin at 10.5% driven by reduced input cost despite higher A&P spends
- Q4 FY25 EBIT rose 8% YoY to Rs. 223 Cr
   with EBIT margin at 11.9%

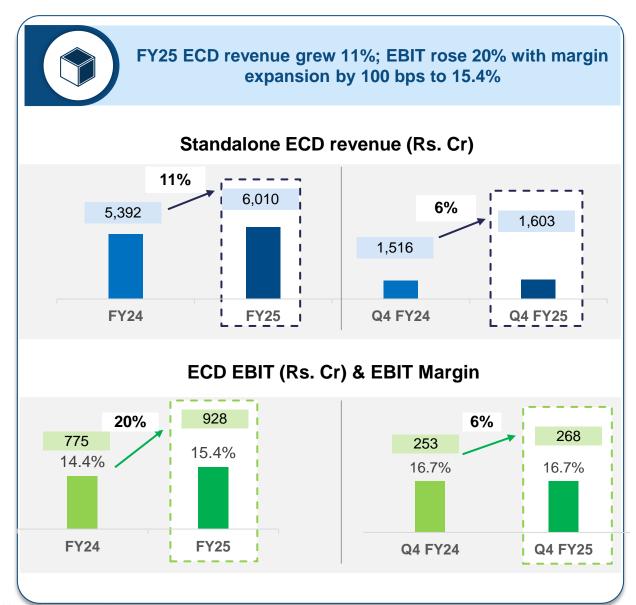


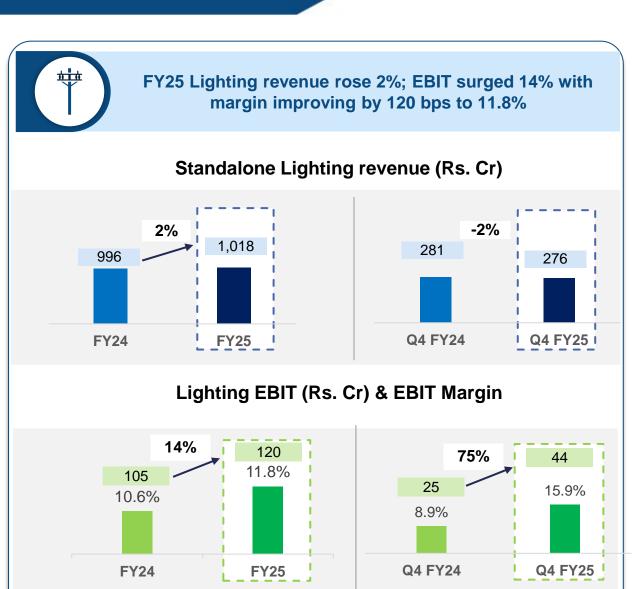
### PAT accelerates ahead of topline:

- PAT for FY25 soared by 21% YoY to Rs.
   563 Cr., outpacing revenue and EBIT growth
- Q4 FY25 PAT improved by 6% YoY to Rs.
   171 Cr

Note: Standalone Financials:

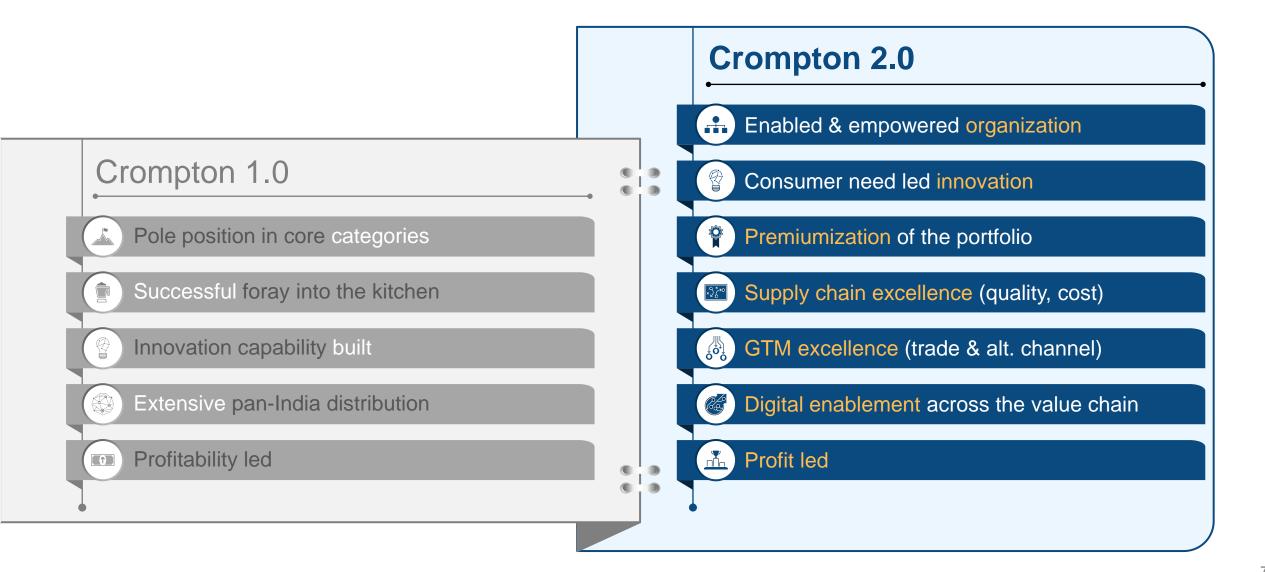






Note: Standalone Financials





## Innovation | Adopted a Platform-First approach through launch of Nucleus and X-Tech

## **□ Crompton**

Backed by trust and to advance its technology for scalable, future-ready products, we have adopted a bold 'Platform-First' strategy to drive innovation

## **Benefits of Platform First Approach**



Greater control over product development



Enhanced agility to adapt to evolving consumer needs



Improved after-sales service turnaround



Builds on deep industry expertise and insights into electronic components



Streamlined procurement and inventory processes



- Developed an in-house advanced BLDC platform to enhance the product performance, reliability, and efficiency
- Completely indigenous platform consisting of an efficient motor, robust electronics and smart connectivity, scalable across a range of products



**Energion Niteo** 



**Energion Nucleoid** 



- As the leader in induction fans technology for several decades, developed the X-Tech platform
- From Classic to Cutting-edge, the platform is future forward and delivers higher energy efficiency and durability
- Engineered in India, Built for the World while leveraging India's supply chain might







SuperFlo



SilentPro Fluido Wave



# Introducing a new addition to Crompton service





An important step forward in our commitment towards service excellence focussing on elevating consumer experience.



Hassle-free Care Support



Faster Service Delivery



People Connect

- Quick registration with multiple touch-points
- WhatsApp bot & automation

- Strong service network
- Higher quality service resolution

- Customer engagement and feedback
- Service partner engagement

Get ready to experience the future of service excellence.

#Crompton2.0 #ServiceExcellence #CustomerFirst

In line with our commitment to service excellence, this platform enhances customer satisfaction, streamlines inefficiencies, and provides data-driven insights for consistent improvement

## **Crompton 2.0: Q4 FY25 Update**

## Crompton









**Premiumisation** 

**Go-To-Market Excellence** 

**Brand Investments** 

**Innovation** 

## **Crompton**

- Premium saliency in fans has improved led by mass premium induction, mass premium BLDC and premium induction
- Premium saliency in LDA improved due to air coolers
- Innovative launches led by Nucleus Platform BLDC fans – Nucleoid & Niteo

- Conducted channel partner and retailer meets across product lines
- Aggressively growing alternate channels
- Modern Retail witnessed double-digit growth
- Higher ad spends towards the lighting segment, mainly via digital
- Launched #TechWithHeart unveiling industry leading technologies, which garnered 250+ coverages
- Improvement in Crompton's visibility on E-com

- 46 New Projects Launched across PLs
- Hyperjet Smart 35W IoT enabled fan launched
- Launched industry 1st, patented dry winding Series in open-well pumps



- Initiated project 'Good for Lifetime' focused on improving quality standards & process
- Premium contribution sustained in Q4 amidst tepid demand
- Double-digit growth in both traditional channel and regional chain stores
- Alternate channels performed well driven by seasonal demand
- Online sales grew on account of improved campaign optimization

- Rolled out campaigns to drive visibility and in-shop execution
- High-Impact pressure cookers carnival across 70 key dealers

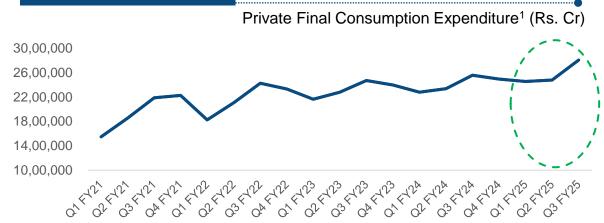
 Developed NPD pipeline for medium term

# **Environment Scan**

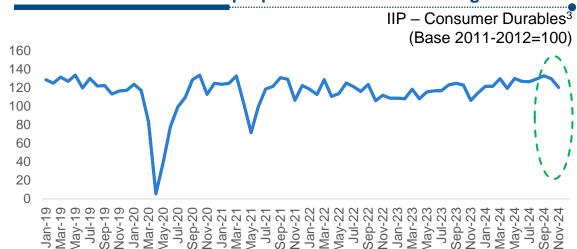
# Current macroeconomic environment: Near-term demand revival remains weak, could ease from H2 FY26 onwards; Housing momentum in premium segment witnessed growth



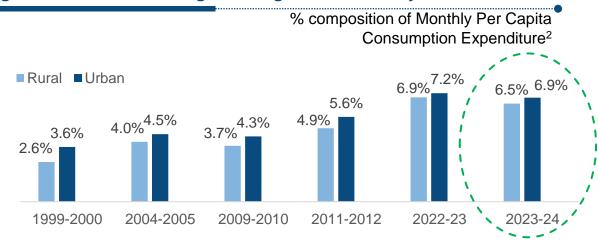




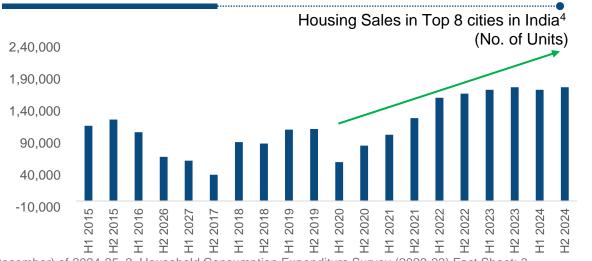
## Consumer Durables is a Top 3 positive contributor to IIP growth



## Household consumption expenditure towards consumer durables goods has witnessed significant growth over the years



## Strong growth for housing in Top 8 cities indicates an expected pickup in home and kitchen appliances





## **Global Impact**

- The Trump administration has paused tariff hikes for 90 days, keeping a 10% global tariff intact
- Tariffs on China have been rolled back to 30% on low-value commercial shipments
- Impact:
  - Most exposed: Medium-sized Asian economies
  - Buffering factors: Trade diversion and currency adjustments may soften the blow

# **India's Macroeconomic Landscape Amidst Tariffs**

- Growth: IMF revised India's 2025 GDP growth to 6.2% due to increased trade tensions and global uncertainty stemming from US tariff policies
- Inflation: CPI hits 5-year low of 3.16% in Apr'25, led by falling food prices setting the stage for more RBI rate cuts
- Monsoon: Above-average rains expected again, boosting farm output, easing food inflation, and aiding growth

## **Consumption Trends**

## Rural Consumption:

- Easing food inflation supporting higher disposable income
- Strong monsoon improving agricultural output
- Boost from government schemes boosting demand

### Urban Consumption:

- Expected rebound in discretionary spending
- Benefitting from monetary easing and lower interest rates

# Quarter Highlights

## FY25 Highlights: Strong revenue growth powers margin gains as profit outpaces topline



- Standalone revenue stood at Rs. 7,028 Cr., recorded a robust 10% YoY growth marking the second consecutive year of double-digit growth primarily driven by strong performance in the ECD segment
- **ECD segment**, revenue grew 11% YoY, underpinned by
  - Modest growth in fans, led by TPW
  - o Robust growth in **pumps**, supported by effective execution of solar pump orders
  - Solid performance in appliances (LDA & SDA), particularly led by air coolers and mixer grinders; Appliances crossed milestone of Rs. 1,000 Crs of sales
- 3 Lighting segment held steady amidst industry-wide price erosion
  - B2C segment posted strong growth, primarily driven by ceiling and battens
- Sales through alternate channels recorded double-digit growth YoY, with e-commerce serving as a strong growth driver, especially in the appliances category
- Delivered a strong operating performance with EBIT rising by 18% YoY to Rs. 735 Cr; Margin improved to 10.5% driven by reduced input costs despite higher A&P spends
- Butterfly recorded a resilient performance with quarter-on-quarter improvement; EBIT rose nearly 4x to Rs. 42 Cr. despite a revenue dip

# **Q4 Highlights:** Consistent revenue growth with improving margins; Signs of momentum building in Butterfly's performance with revenue growth of 12% YoY



- 1 Standalone Revenue at Rs. 1,879 Cr, delivering ~5% YoY growth
- **ECD segment drives growth**, with revenue at Rs. 1,603 Cr, marking an increase by 6% YoY
  - Strong performance in pumps and appliances (both large and small domestic appliances)
  - Fan sales remained flat due to delayed summer amidst subdued consumer sentiment
- 3 Lighting segment recorded revenue of Rs. 276 Cr, strong EBIT margin of 15.9% despite higher A&P spends and industry-wide price erosion
- Alternate channels contributed 17% to revenue; Moderate growth of 4% YoY in E-com primarily due to lower demand for water heaters
- Launched #TechWithHeart demonstrating Platform-first approach through indigenous platforms Nucleus and X-Tech for BLDC and induction, respectively
- 6 Launched summer campaign for Air Coolers #AankhBandKarkeLeLo
- Butterfly demonstrated impressive growth across core categories; revenue trajectory improved sharply delivering a 12% YoY growth coupled with a notable increase in profitability

## **Crompton Segment Performance (Standalone)**

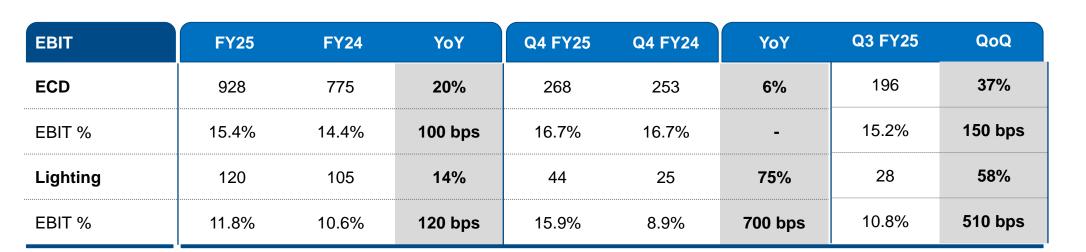




Revenue	FY25	FY24	YoY	Q4 FY25	Q4 FY24	YoY	Q3 FY25	QoQ
ECD	6,010	5,392	11%	1,603	1,516	6%	1,288	24%
Lighting	1,018	996	2%	276	281	-2%	257	7%







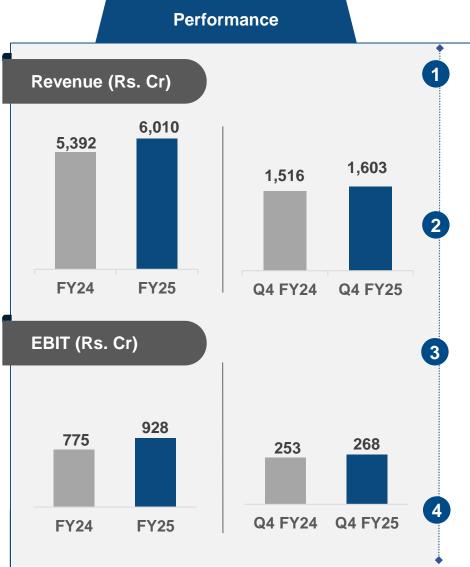




# **Crompton Performance**

# ECD performance: Sustained double-digit revenue growth in FY25, led by continued robust performance by pumps and appliances; Healthy EBIT margin expansion





## Highlights

### Fans: Sustaining mid-single digit growth in FY25 amidst weak consumer demand

- Revenue growth led by non-ceiling fans, premium induction ceiling fans and air circulators
- Continue to focus on expanding premium segment of portfolio
  - Launched Niteo and Nucleoid BLDC fans in south pockets and through E-com and rural channels; production ramped up to support pan-India sales
  - Pricing actions taken in premium induction models to enhance competitiveness

### Pumps: Robust revenue growth led by solar pumps

- Residential pumps retained No. 1 position on E-com
- Secured LOA for 433 pumps (Rs.10.6 Cr) from MEDA and Rs. 13 Cr order from MSEDCL
- Agri pumps growth was impacted due to weak agriculture demand, delayed season and postponement of government initiatives

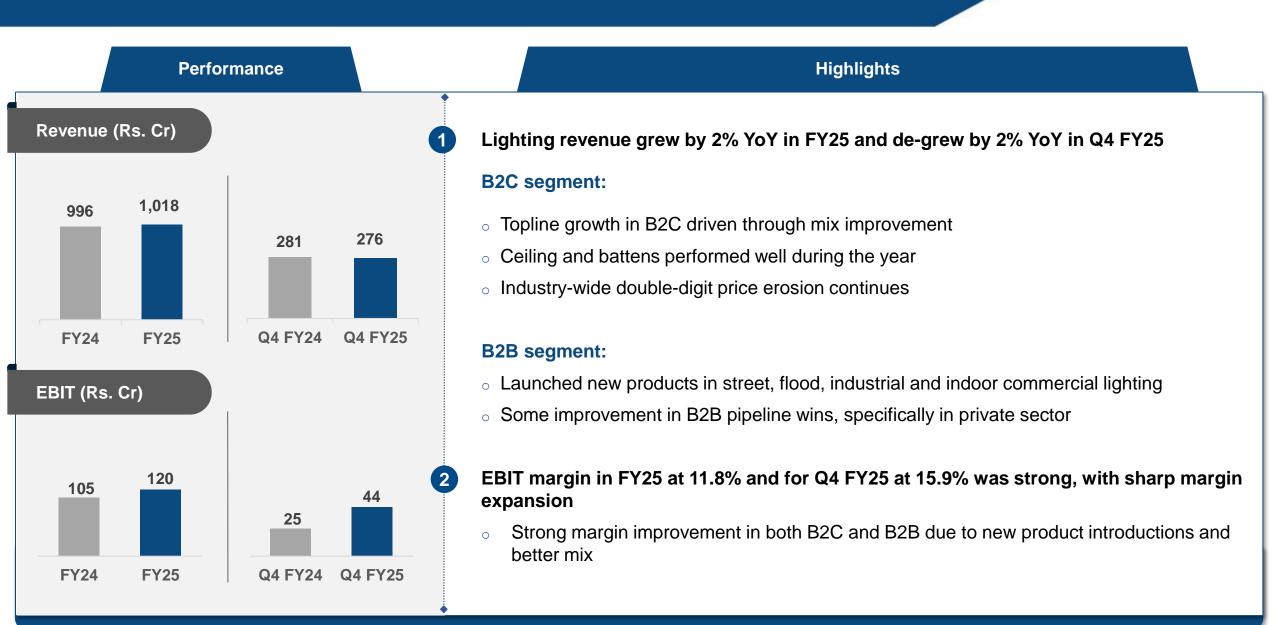
## Appliances: Witnessed healthy growth of high teens in FY25

- Crossed revenue of ₹1,000 cr+ for the year
- Achieved strong growth of 50%+ in air coolers, followed by mixer grinders growing by 30%
   YoY
- Launched several new products in air cooler category; strong placement in Chroma stores
- Sales was impacted due to delayed summer

## Built-In Kitchen Appliances: Clocked revenue at Rs. 60 Cr as EBITDA losses continue to narrow down

Reached No. 3 position in chimneys category on Amazon





## New product launches in Q4 (1/2)

## Crompton



#### **Niteo**

5-star rated Activ BLDC technology (24W), delivering superior performance, with ActivSightUI (decorative & functional under-light)



#### **Nucleoid**

ActivBLDC Technology saving upto 60% in electricity consumption. With ergonomic remote control & superior air delivery.



#### **Super Briz Royal**

Decorative fan with heavy duty 100% copper winding motor, Anti-corrosive Aluminium blades.



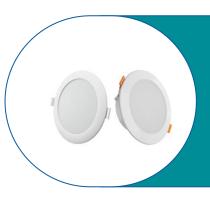
## OpenWell Pump (0.5HP-15M & 1HP-24M Head)

Industry 1st, patented dry winding Series in OW pumps with plug and play convenience



#### **Elite Plus**

Turbo category pump with antijam insert and winding, anti drip, 40% faster



#### Star Eco Nxt -10W

Recessed Panel light with inbuilt surge & wide voltage protection



## Avancer DAC (65L,80L,95L)

Auto Swing Louvers, Honeycomb Pads, Large Tank Capacity, Motor Overload Protection



#### Aura DAC (70L,90L,110L)

4-way air delivery, separate ice chamber, Auto Swing Louvers, Honeycomb Pads,



### **Flood light (250-300W)**

Durable, light weight, provision for aimed lighting

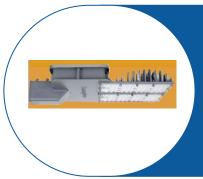
## New product launches in Q4 (2/2)

## Crompton



### **Hyperjet Smart**

ActivBLDC tech IoT fan with remote, App, Alexa support, and high energy efficiency (35W)



## NHAI Streetlight (200-270W)

Aerodynamic design with lower EPA rating, quality & safety standards



## IntelliWave & IntelliSense Chimney

Smart Chimney solution -Gesture control, auto clean and high suction

Value: ₹ 12.3 cr



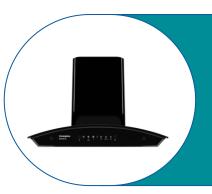
## HW Backup Lamps (20w 25w 30w)

Superior battery backup, stability in voltage fluctuations, high lumen efficacy



### FlamePro Cooktop

Convenience feature removable dip tray, flameflex burner system, toughened glass protect



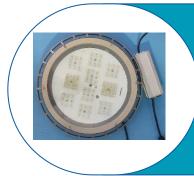
# Intellimotion & IntelliSense Curve Chimney

Light noise, filterless technology & easy installation



#### 45 W Street light

unique air vent technology which keeps temperatures low, inbuilt surge protection, IP 66 rating



#### **High Ambient High bay**

Highbay in PDC housing suitable for industrial application. Ingress protection of IP66 with additional safety chain



## Closed lid rice cooker (1.8L, 2.8L)

Robust construction with convenience & safety for fast easy rice cooking.

## Awards & Accolades

## Crompton













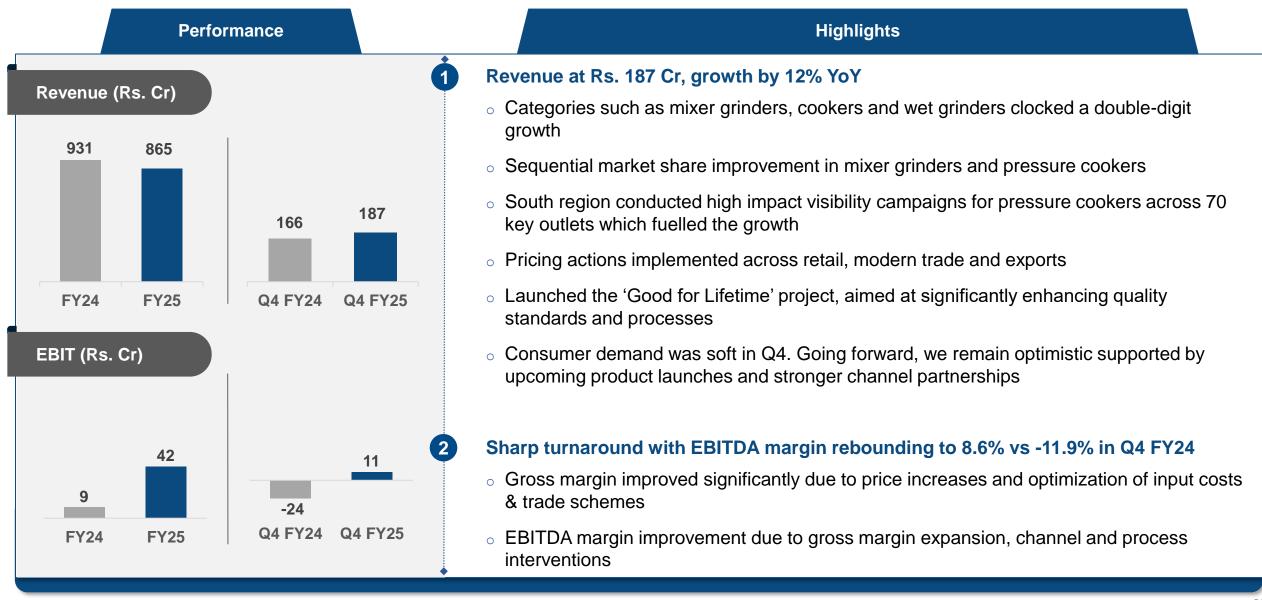




# **Butterfly Performance**

# **Butterfly Performance:** Sharp recovery in revenue trajectory with double-digit YoY growth coupled with notable increase in profitability





# Financial Performance

# Crompton Standalone Q4 & FY25 Financial Performance: Consistent double-digit revenue growth and EBITDA growth in FY25 as per Crompton 2.0

## Crompton

Rs. Cr

Particulars	Q4 FY25	Q4 FY24	Y-o-Y	Q3 FY25	Q-o-Q	FY25	FY24	Y-oY
Net Sales	1,879	1,797	4.6%	1,545	21.6%	7,028	6,388	10.0%
Less: Material Cost	1,253	1,221	2.6%	1,041	20.4%	4,761	4,413	7.9%
Material Margin	626	576	8.7%	504	24.0%	2,267	1,975	14.8%
as a % of Net Sales	33.3%	32.0%		32.6%		32.3%	30.9%	
Employee Cost	144	127	13.5%	123	16.6%	535	474	12.8%
Advertisement & Sales Promotion	57	56	1.5%	52	9.4%	256	217	17.9%
Other Expenses	179	167	6.9%	158	13.3%	657	595	10.4%
EBITDA	246	225	9.1%	171	43.7%	819	689	19.0%
as a % of Net Sales	13.1%	12.5%		11.1%		11.7%	10.8%	
Less: Depreciation & Amortization	23	19	19.4%	21	8.5%	84	65	29.1%
EBIT	223	206	8.1%	150	48.7%	735	623	17.9%
as a % of Net Sales	11.9%	11.5%		9.7%		10.5%	9.8%	
Less: Finance Cost	9	14	-36.8%	9	-4.2%	43	73	-41.2%
Add: Other Income	16	14	7.9%	10	51.1%	63	60	4.7%
Profit Before Tax	229	206	11.2%	151	52.1%	756	611	23.7%
as a % of Net Sales	12.2%	11.5%		9.8%		10.8%	9.6%	
Tax Expenses	59	45	29.7%	39	50.7%	192	145	33.1%
Net Profit	171	161	5.9%	112	52.6%	563	466	20.7%
as a % of Net Sales	9.1%	9.0%		7.2%		8.0%	7.3%	
Basic EPS	2.65*	2.52*		1.74*		8.75	7.29	

## **Q4 Highlights**

- Steady revenue growth of ~5% YoY led by ECD
- Material margin at 33.3%, expansion by 130 bps YoY led by input cost reduction, mix improvement and cost optimization measures
- EBITDA margin improved by 60 bps YoY to 13.1%
- Steady EBIT and PAT growth of ~8% and ~6% YoY, respectively

Note: \* Not Annualized

## **Crompton Consolidated Q4 & FY25 Financial Performance**



Rs. Cr

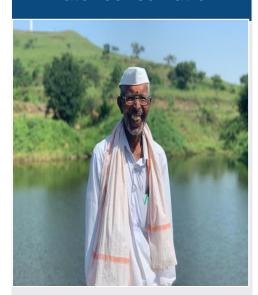
								Rs. C
Particulars	Q4 FY25	Q4 FY24	Y-o-Y	Q3 FY25	Q-o-Q	FY25	FY24	Y-o-Y
Net Sales	2,061	1,961	5.1%	1,769	16.5%	7,864	7,313	7.5%
Less: Material Cost	1,362	1,335	2.0%	1,180	15.4%	5,273	5,000	5.5%
Material Margin	699	626	11.7%	589	18.7%	2,590	2,313	12.0%
as a % of Net Sales	33.9%	31.9%		33.3%		32.9%	31.6%	
Employee Cost	168	151	11.4%	150	12.1%	639	590	8.3%
Advertisement & Sales Promotion	66	80	-17.4%	67	-1.6%	306	297	2.9%
Other Expenses	201	192	4.8%	184	8.9%	757	712	6.4%
EBITDA	264	204	29.9%	188	40.6%	888	714	24.4%
as a % of Net Sales	12.8%	10.4%		10.6%		11.3%	9.8%	
Less: Depreciation & Amortization	40	35	13.0%	38	4.3%	153	129	18.6%
EBIT	225	169	33.4%	150	49.8%	735	585	25.7%
as a % of Net Sales	10.9%	8.6%		8.5%		9.4%	8.0%	
Less: Finance Cost	10	16	-36.1%	10	-5.0%	48	79	-39.4%
Add: Other Income	16	16	-0.7%	12	37.3%	69	67	2.1%
Profit Before Tax	231	169	36.5%	151	52.7%	756	573	32.0%
as a % of Net Sales	11.2%	8.6%		8.5%		9.6%	7.8%	
Tax Expenses	59	36	65.8%	39	50.4%	192	131	46.3%
Net Profit	172	133	28.7%	112	53.4%	564	442	27.7%
as a % of Net Sales	8.3%	6.8%		6.3%		7.2%	6.0%	
Basic EPS	2.63*	2.16*		1.71*		8.64	6.88	

# **CSR** Initiatives

## **CSR Initiatives**

## Crompton

#### **Water conservation**



Ground water Banking and Climate-resilient agriculture

# Skill & Entrepreneurship Development



Highly skilled and employable youth workforce for fostering economic growth and societal well-being

## **Community Care**



Uplifting community across manufacturing units

## **Employee Engagement**



Contributing time and skills for social impact

## **Women Empowerment**



Honoured with the Best CSR Initiative in Women Empowerment award, presented by Shri C. P. Radhakrishnan, Honorable Governor of Maharashtra

# **Key Strategic Tenets**



### **Protect and grow** the core



Fans: Strengthen the core & increase share in premium



Large domestic appliances: Market leading growth



Pumps: Redefine position & increase agri-footprint



#### Win in the Kitchen



#### Small domestic appliances:

Leverage mutual strengths to grow share & reach



### Large kitchen appliances:



Expand through continued product differentiation



## Transform Lighting business



Product innovation & positioning

Focused GTM & sales process enhancement



Range expansion across panels



& other segments



## Foray into new segments



**Entry in 2-3 attractive** whitespaces, in line with overall vision



#### **Brand excellence**

- · Invest in consumer awareness, right brand positioning
- Brand architecture redefinition



#### **Operational excellence**

· Manufacturing, quality & cost excellence to improve EBITDA and reinvest in growth



#### **GTM** excellence

- · Continue expanding reach & diversify into channel whitespaces
- Follow the consumer: Omni channel



#### **People & Organization**

- · Autonomy & accountability with BU
- Improve speed to market for NPD
- Improve employee engagement



#### Digital and technology

- Digitally powered sales function
- · Improve channel and consumer connect led by digital



#### **Consumer-centric innovation**

- Consumer needs driven Innovation
- Collaborations with startups
- Sustainability at center of NPD

Enablers

