

Date: August 30, 2022

To, BSE Limited ("BSE") , Corporate Relationship Department, 2 nd Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai – 400 001.	To, National Stock Exchange of India Limited ("NSE") , "Exchange Plaza", 5 th Floor, Plot No. C/1, G Block, Bandra- Kurla Complex Bandra (East), Mumbai – 400 051.
BSE Scrip Code: 539876	NSE Symbol: CROMPTON
ISIN: INE299U01018	ISIN: INE299U01018
Our Reference: 83/2022-23	Our Reference: 83/2022-23

Dear Sir/Madam,

Sub: **Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Intimation of Schedule of Institutional Investor Meeting(s)**

Pursuant to Regulation 30 and Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("**SEBI LODR Regulations**") kindly note below mentioned schedule of institutional investor meetings:

Date	Time	Meeting Type	Place
01st September, 2022	10:30am to 06:00pm	One-on-one meetings	Mumbai
02nd September, 2022	09:00am to 06:30pm		
05th September, 2022	09:00am to 06:00pm	One-on-one meetings / group meeting	Singapore
06th September, 2022	09:00am to 03:00pm		
07th September, 2022	09:30am to 06:15pm	One-on-one meetings	Mumbai
08th September, 2022	09:00am to 06:00pm		

A copy of presentation to be used during the meetings with the investors is attached herewith. The same is also available on the website of the Company.

No unpublished price sensitive information (UPSI) is proposed to be shared during the meeting(s).

The above schedule may undergo a change due to exigencies on the part of the investors/the Company.

We request you to kindly take the same on record, upload the same on your respective websites and the same be treated as compliance under the applicable regulations of the SEBI LODR Regulations.

Thanking you,

For Crompton Greaves Consumer Electricals Limited



Pragya Kaul
Company Secretary & Compliance Officer

Enclosed: Investor Presentation

Investor Presentation

August 2022



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Crompton is the #1 electrical consumer durables company with an 80+ year old brand and a pan-India footprint



Large market with secular growth

INR 41,000 Cr. estimated to grow to INR 55,000 Cr. 6% CAGR (22-27)¹



Leading brand in Consumer Electricals

#1 in Fans
#1 in Residential Pumps
Top 3 in Lighting & Water Heaters



Market leading distribution reach

Channel Partners - 4,000+
Retailers - 1,50,000+



Highly experienced management team

80+ Years of Experience with Top Management



Strong track record of product innovation

~50% revenue from new products²



Institutionalized cost saving program

2-3% savings YoY



Industry leading financial metrics

17% PAT CAGR³
155% FCF Conversion
57% ROCE⁴

Source: Market size and market growth estimates based on Market Pulse and Management Estimates Note: (1) Market growth across categories (2) SKUs launched in the last 3 years are classified as new products (3) PAT CAGR is calculated based on reported PAT for FY16-22. (4) RoCE is adjusted for Butterfly acquisition.

Crompton has cemented its position as the market leader in fans and residential pumps while delivering long term industry-leading profitable growth through strengthened product portfolio



	Fans	Lighting	Pumps	Appliances
Market Share	28%	8% (LED Lighting)	17%	13% (Water Heater) 8% (Air Coolers)
Market Position	#1	#3	#2	#3 (Water Heater) #4 (Air Coolers)
Product Portfolio	<ul style="list-style-type: none"> ▪ Ceiling Fans ▪ Table Fans ▪ Pedestal Fans ▪ Wall-mounted Fans ▪ Ventilating Fans ▪ Heavy-Duty Exhaust Fans ▪ Air Circulators ▪ Industrial Fans 	<ul style="list-style-type: none"> ▪ LED Lamps ▪ LED Battens & Panels ▪ LED Streetlights and Floodlights ▪ High Mast/ Streetlighting Poles ▪ Interior and Architectural Lighting ▪ High Intensity Discharge Lamps ▪ Incandescent Lamps ▪ CFL/FTL 	<ul style="list-style-type: none"> ▪ Residential Pumps ▪ Agricultural Pumps ▪ Solar Pumps ▪ Specialty Pumps 	<ul style="list-style-type: none"> ▪ Water Heaters ▪ Air Coolers ▪ Mixer Grinders ▪ Irons ▪ Small Kitchen Appliances

Source: Market Pulse data for Fans and Lighting; Management Estimates for Pumps, Water Heaters and Air Coolers

Creates a platform for a full kitchen play - a strong connect with every home

- ▶ Immediately achieves scale in kitchen appliances, increasing share of SDA in mix



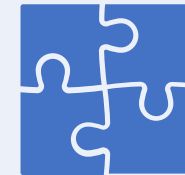
Foray into new markets with complementary product portfolio

- ▶ Complementary segmental presence
- ▶ Enhanced R&D, technology, manufacturing capabilities key to future expansion

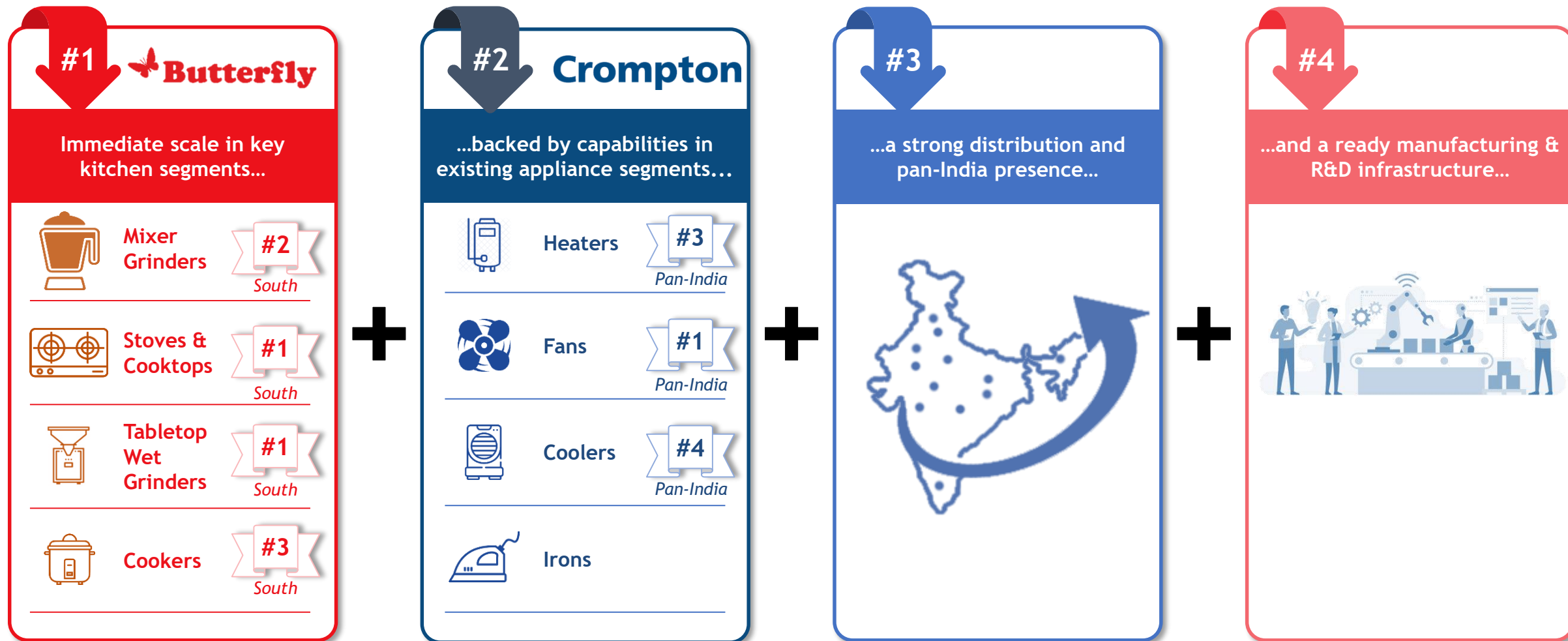


Ability to unlock synergies

- ▶ Growth synergies including new channel, markets, products and brand
- ▶ Cost synergies including in-house manufacturing, economies of scale, etc.




Complete SDA portfolio with a strong presence in kitchen segment



...creates a perfect opportunity for innovation and expansion in core and adjacent categories


Crompton + Butterfly

Sources: Company, Research Reports, Analyst Estimates



35+ year old brand

Well reputed brand with high consumer recall in South, known for Aesthetics and Product Quality



Top 3

In core categories of Mixers, cookers, stoves in South-India



No 1

In South India for Wet Grinders and LPG Stoves




INR 1,005 Cr

Revenues in FY22




CAGR ~18%

Consistent Growth over past 5 years (FY17-22)



In-house Capability

~80% of Revenues from In-house Manufactured Products




500+ | 25,000+

Exclusive Distributors | Total Touchpoints pan-India with deep penetration in South India



E-Commerce

#1 in Flipkart in mixer grinders
#1 in Flipkart and Amazon in wet grinders and gas stoves



Strong R&D

Pioneered shift to healthy eating with introduction of stainless steel cookers and ISI certified flasks

Butterfly's strong brand, design & technical capabilities and success in e-commerce are powerful enabling factors for its sustained industry leading growth

Kitchen Appliances

☆



LPG Stoves

☆



Mixer Grinder

☆



Wet Grinder




Juicer Mixer Grinder




Electric Rice Cookers



Chimney



Power Hobs



Built In Hobs

Cooper & Cookware

☆ Core

☆



Pressure Cookers



Non-Stick Cookware



Others



Hand Blender



Electric Kettles



Pop Up Toaster



Sandwich Maker



Vacuum Flasks



Water Bottles

A full kitchen play which increases connect with the entire home

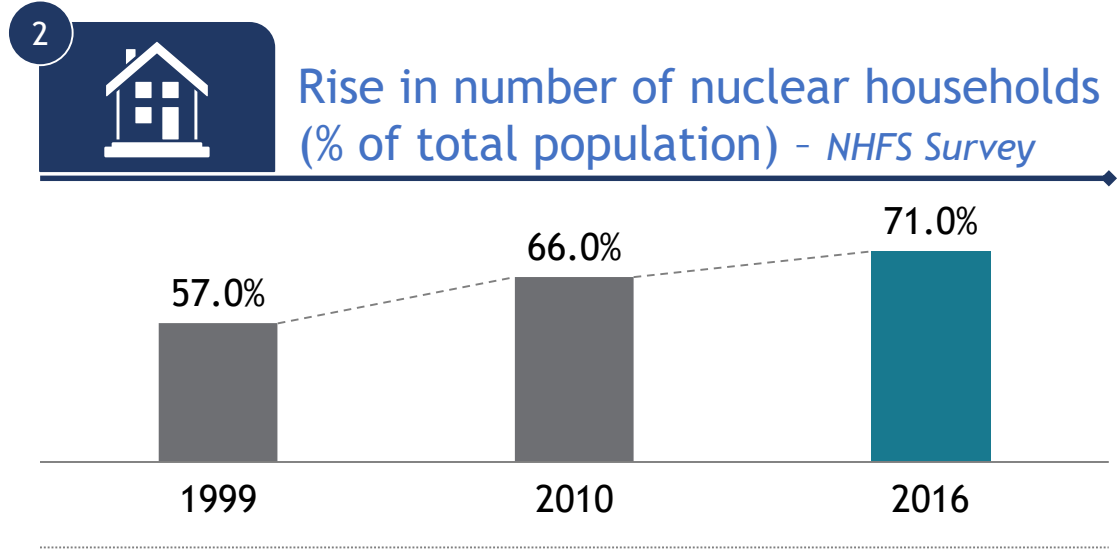
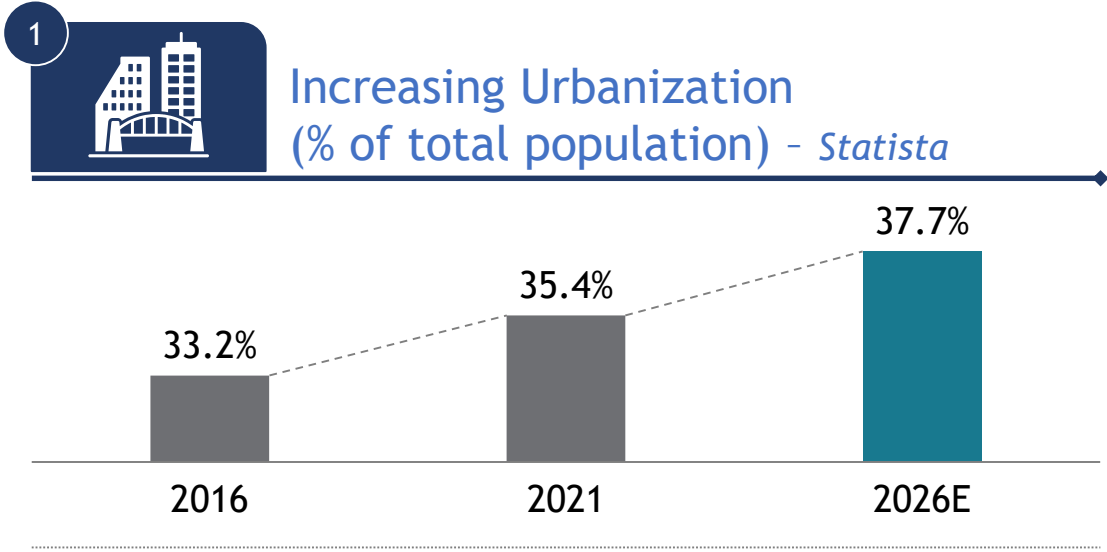
Butterfly’s 3 core categories account for >50% of the branded kitchen appliances market at ~5% market share representing tremendous opportunity for growth

 Category	 FY22 Est. Market Size (INR Cr)	 FY22 Butterfly Sales (INR Cr)	 FY22 Butterfly Market Share
 Mixers Grinders (incl. Wet Gr.)	3,500-3,800	401	~11%
 Pressure Cookers	3,000-3,200	169	~5%
 Gas Stoves	3,000-3,200	248	~8%
 Others ¹	8,500-9,000	198	~2%
Total	18,000-19,000	1,005	~5%

Core Categories

1. Others include non-stick cookware, chimneys, hobs, induction stoves, electric kettles, rice cookers, OTG, sandwich makers, water purifiers & coffee makers
 Market size estimates done for branded players Source: Nirmal Bang Institutional Equities Research report, management and expert estimates, Butterfly sales data FY22

Favourable demographics & changes in consumer behaviour will further grow the addressable market



- 2.7x rise in viewership of cooking recipes owing to home cooking - Nielsen TV & Smartphone report



- 6 out of 10 organizations have adopted 'work from home' policy post Covid relaxations - Grant Thornton

Butterfly has made a strong start in Q1 FY23; 85% revenue growth and >3x EBITDA growth YoY

	Q1 FY22 Actuals		Q1 FY23 Actuals		Growth
	INR Cr	% to sales	INR Cr	% to sales	
Net Revenue ¹	136.5		253.5		1.9x
Gross Margin ²	35.1	25.7%	71.1	28.1%	2.0x
EBITDA	7.7	5.6%	26.1	10.3%	3.4x
PBT	1.4	1.0%	20.4	8.0%	14.6x
PAT	1.0	0.7%	13.2	5.2%	13.2x

1. Net Revenue is net of schemes, discounts, commissions and warranty costs

2. Gross margin reporting in line with Crompton (net of manufacturing cost)

Over the last few months, Butterfly has strengthened its organizational capabilities

People Commitment

- ▶ **Long-term Security & Stability**
 - ▶ Launch of employee travel policy
 - ▶ Group term life insurance for all employees
- ▶ **Empowerment & Transparency**
 - ▶ Transparent compensation structure



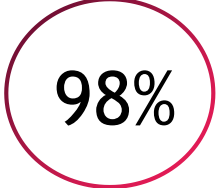
Operational Excellence

- ▶ **Robust review mechanism** deployed in sales, NPD and quality
- ▶ **Cost excellence** program initiated (identified savings of 5-7% cost base)
- ▶ **Safety enhanced** through multiple initiatives
- ▶ **Key leadership positions filled** to support future growth

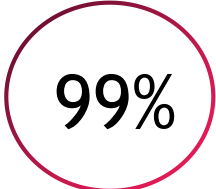


Quarterly townhall meetings driving engagement

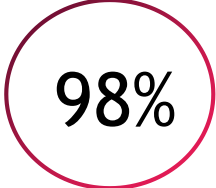
Employee Pulse Check Survey



Have confidence that "the new leadership team will effectively lead us into the future"

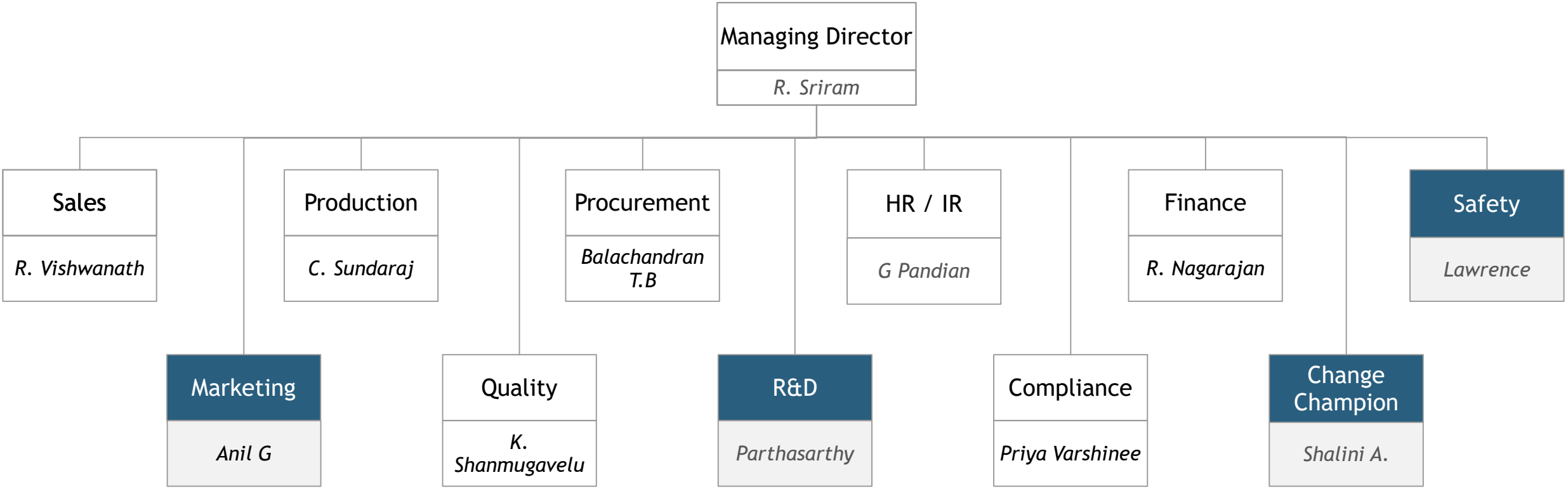


Believe that "the company will remain a great place to work"



Feel "personally committed to making the company successful"

Key capability gaps bridged to prepare the organization for future growth



New hires



Leadership in core categories¹ with 15-20% share pan India



Industry leading margins



Swift profit to cashflow conversion

1. 3 core categories - mixers (including wet grinders), stoves, cookers - 80% of FY22 revenue

Portfolio Premiumization

- Premiumize portfolio in core categories in South
- Build portfolio as per regional nuances, e.g. juicer mixer grinders for North
- Build and grow 2 more categories at par with core categories

Expand Distribution

- Grow retail footprint 3x outside South (~20,000 new outlets)
- Retain leadership position in e-commerce
- Grow emerging channels - modern retail and exports

Build Brand Excellence

- Invest in brand building through ATL and BTL to grow brand awareness and consideration to >80%

Strengthen Operations

- Invest in building capability (digital marketing, R&D, supply chain, modern retail) to meet future business needs
- Institute a cost excellence culture to achieve 1-2% savings each year

Drive Innovation

Build internal capabilities to drive organization-wide innovation and excellence

Thank You!