

# Crompton

**Crompton Greaves Consumer Electricals Limited**

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Date: February 14, 2024

To, <b>BSE Limited ("BSE"),</b> Corporate Relationship Department, 2 <sup>nd</sup> Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai - 400 001.	To, <b>National Stock Exchange of India Limited ("NSE")</b> Exchange Plaza, 5 <sup>th</sup> Floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051
<b>BSE Scrip Code: 539876</b>	<b>NSE Symbol: CROMPTON</b>
<b>ISIN: INE299U01018</b>	<b>ISIN: INE299U01018</b>
<b>Our Reference: 260/2023-24</b>	<b>Our Reference: 260/2023-24</b>

Dear Sir/Madam,

**Sub: Investor Presentation**

This is in continuation of our letter dated February 14, 2024 regarding Outcome of Board Meeting wherein the Company had approved Unaudited Financial Results for the quarter and nine months ended December 31, 2023 and press release thereafter.

In this regard, please find enclosed herewith investor presentation for Quarter 3 of Financial Year 2023-24.

You are requested to take the same on your record and oblige.

Thanking you,

**For Crompton Greaves Consumer Electricals Limited**

**Rashmi Khandelwal**  
**Company Secretary & Compliance Officer**  
**ACS - 28839**

**Encl: A/a**



**Crompton**

# Investor Presentation

## Q3 FY24

14<sup>th</sup> February 2024

# Disclaimer

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**Crompton 2.0: Transformation in Progress**



**Environment Scan**



**Quarter Performance**



**Financial Statements**

# Crompton 2.0: Transformation on track

Rs. Cr

Financial Highlights	Q2+Q3 FY24	Q2+Q3 FY23	YoY
ECD Revenue	2,447	2,083	18%
ECD + Lighting Revenue	2,934	2,597	13%
A&P Spends	92	57	60%
EBITDA	298	281	6%

## Highlights

- We commenced on the Crompton 2.0 journey in June 2023
- Crompton standalone business is starting to deliver industry leading performance led by ECD for the last two quarters
- Significant investments have been made towards advertising spends, innovation and people which has helped us to deliver revenue growth
- In spite of the stepped-up investments, Crompton (standalone) continues to deliver industry leading margins

## Crompton 1.0

- Pole position in core categories
- Successful foray into the kitchen
- Innovation capability built
- Extensive pan-India distribution
- Profitability led

## Crompton 2.0

- Enabled & empowered **organization**
- Consumer need led **innovation**
- Premiumization** of the portfolio
- Supply chain excellence** (quality, cost)
- GTM excellence** (trade & alt. channel)
- Digital enablement** across the value chain
- Profit led**

**1**

### Crompton

#### Premiumization

- Premium Fans saliency improved to 26.5% (+220 bps YoY)
- Continued focus on premium category for Water Heaters & Air Coolers

**2**

#### GTM excellence

- E-commerce grew by 94% YoY led by Appliances
- Alternate channels' saliency improved to 17% in Q3 vs 15% last year
- 1,000+ Retail outlets transformed in Q3

**3**

#### Brand Investments

- Continued increase in A&P spends
- Launched seasonal marketing campaign for Water Heaters
- Focused approach on improving content & reach through digital marketing

**4**

#### Innovation

- Several launches in premium Fans & BLDC
- Strengthened 750W portfolio in Mixer Grinder
- Launched Industrial Coolers (95 Ltr and 135 Ltr)

**1**

### Butterfly®

#### Restructuring channel mix

- Retail & Regional Chain Stores grew for the third consecutive quarter
- Retail counters grew by 11% YoY and Modern Trade reach by 14% YoY
- Growth in E-commerce with steady market share gains

**2**

#### Power of One

- Commenced to leverage Crompton's Go-to-Market capabilities to expand Butterfly's distribution network

**3**

#### Brand Investments

- Significantly increased A&P investments in brand building; Rs. 22 Crs (+31% YoY) in Q3
- Disproportionate spends in Retail & E-commerce
- Targeted approach towards E-commerce to build brand awareness & consideration

**4**

#### Innovation

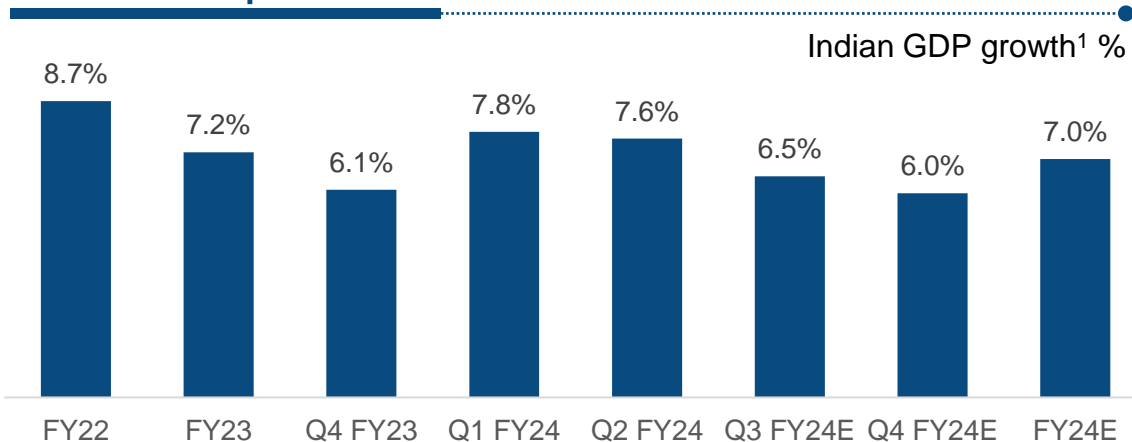
- Share of business from new products at 14% of total revenue
- New product launches resulted in accelerated portfolio refresh with focus on premiumization



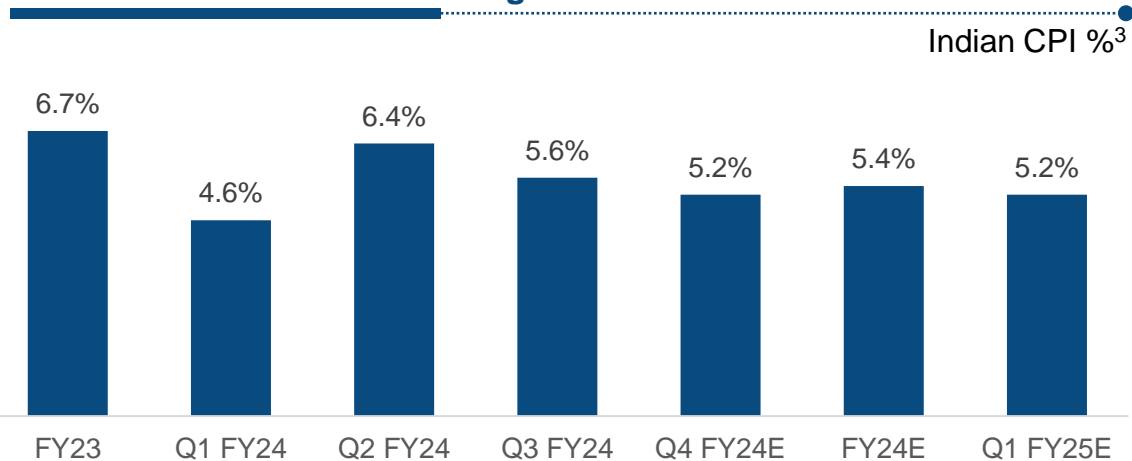
# Environment Scan

# Navigating the current environment: Inflation is expected to slightly ease in the coming quarters; India poised for growth despite global uncertainties

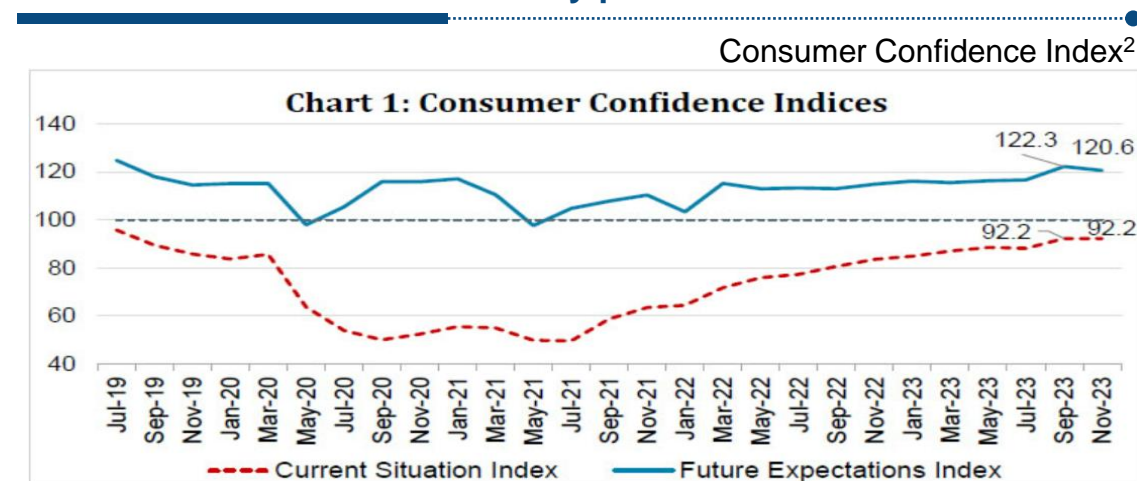
## Lower GDP expectations for FY24 vs FY23



## Inflation remains above RBI target



## Consumer confidence on recovery path



## Global recovery remains slow, positives in macro-outlook outweighing uncertainties

- India stands out globally in terms of business optimism; India is expected to be the third largest economy by 2028, closing in on a GDP of USD 5 trillion
- Government capital spending remains a bright spot with a focus on infrastructure development
- 10 million Solar panels to be installed in households across India under *Pradhan Mantri Suryodaya Yojana*
- Global inflation is expected to decline steadily due to tighter monetary policy
- Rate cuts in the US will potentially lead to higher FDI & FII flows into India
- Emerging markets such as India, Indonesia & Philippines to see expansion in 2024 counterbalanced by Tepid growth in China
- The NATO Russia conflict & prolonged sanctions continues to put pressure on global supply chain

Source – 1. National Statistical office (NSO) India data 2. RBI consumer confidence survey (Dec'23) 3. RBI monetary policy statement (Dec'23);

# Quarter Highlights

1

Industry leading **ECD** performance with revenue growth of 19% YoY;

- Bolstered by **Fans** (+11% YoY), **Pumps** (+28% YoY) and **Appliances** (+23% YoY)

2

Improvement in **Lighting performance**, despite industry level challenges

- Lighting business returns to growth with 1% increase in revenue YoY
- EBIT Margin at 11.3%, an improvement of 100 bps YoY
- Significant focus on mix improvement, new product development and channel partner appointments

3

**Standalone Revenue** at Rs. 1,458 Cr (+15% YoY) and **PBT** at Rs. 126 Cr (+17% YoY)

4

Focus on strengthening the **distribution network** continues:

- **Alternate channels** grew by 38% YoY
- **E-commerce** doubled its revenue YoY

5

Stepped up **A&P spends by 65% YoY** to strengthen brand saliency in Crompton and Butterfly

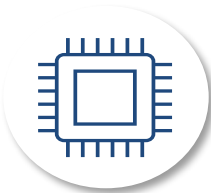
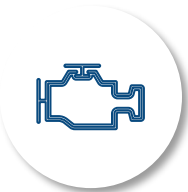
6

Butterfly's growth in Retail & E-commerce offset by decline in Corporate channel

- 12% revenue growth YoY in **core categories** such as Mixer Grinder, LPG Stove and Pressure Cookers
- EBITDA Margin at 1.0% primarily due to higher A&P spends and investments in people capabilities

Rs. Cr

Segment Revenue	Q3 FY24	Q3 FY23	YoY	9M FY24	9M FY23	YoY
ECD	1,209	1,020	19%	3,876	3,430	13%
Lighting	249	246	1%	716	776	-8%



Rs. Cr

Segment EBIT	Q3 FY24	Q3 FY23	YoY	9M FY24	9M FY23	YoY
ECD	164	162	2%	521	572	-9%
ECD %	13.6%	15.8%	-220 bps	13.5%	16.7%	-320 bps
Lighting	28	25	12%	80	70	15%
Lighting%	11.2%	10.2%	+100 bps	11.2%	9.0%	+220 bps



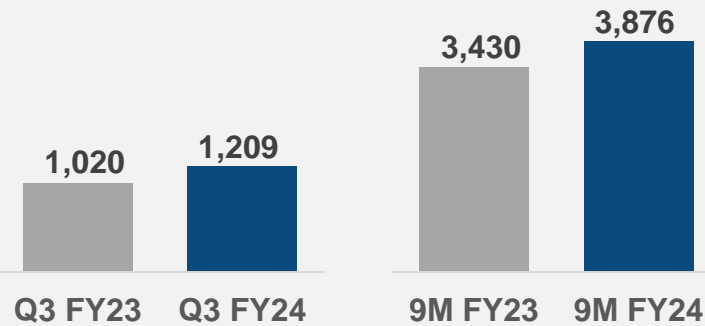
# Crompton Performance

# ECD Performance: Industry leading growth of 19% YoY driven by Fans, Pumps & Appliances

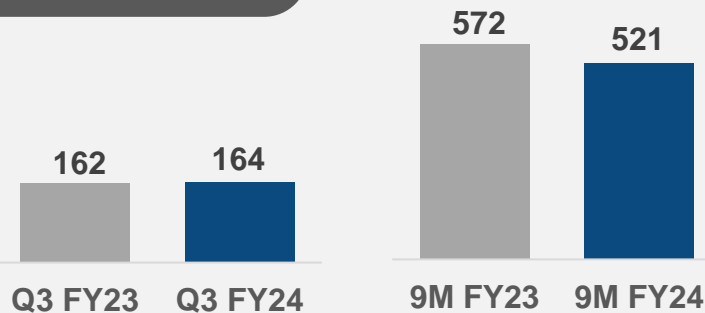
Crompton

## Performance

### Revenue (Rs. Cr)



### EBIT (Rs. Cr)

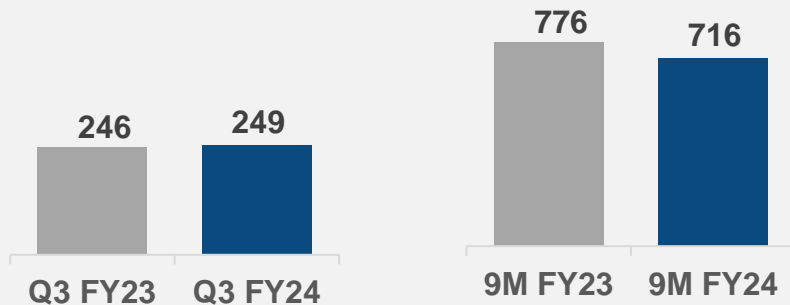


## Highlights

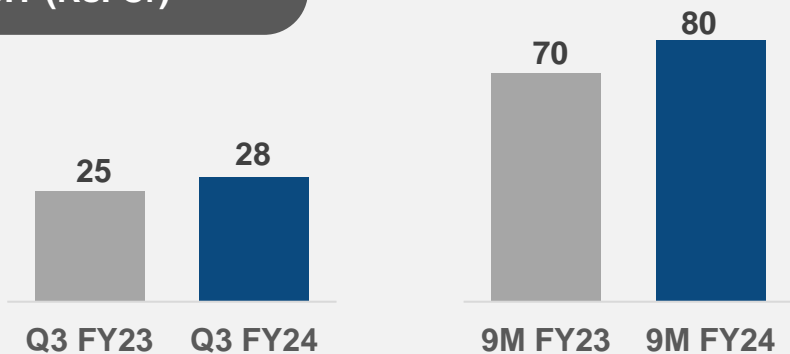
- ❑ **Fans:** witnessed strong momentum leading to growth of 11% YoY
  - Driven by improved saliency of premium Ceiling Fans and growth in TPW category
  - Laddering actions coupled with new launches boosted presence in premium segments
  - Undertook price increases in premium and TPW categories w.e.f Nov'23
- ❑ **Pumps:** accelerated growth of 28% YoY
  - Focus on Agriculture segment delivering results with a growth of 39% YoY
  - Witnessed strong traction in alternate channels, including rural
  - Secured an order for Solar Pumps from Haryana
  - Significant expansion in EBIT margin due to improvement in gross margins and product mix
- ❑ **Appliances:** robust growth of 23% YoY led by Water Heaters & Small Domestic Appliances
  - Highest ever quarterly sales in Water Heaters
  - Water Heaters grew significantly YoY in E-commerce; No.1 brand in the channel
  - Premium mix improvement in trade channel for Water Heaters & Air Coolers
- ❑ **Large Kitchen Appliances:** Q3 Revenue at Rs. 19 Cr

## Performance

### Revenue (Rs. Cr)



### EBIT (Rs. Cr)



## Highlights

### 1 Lighting Revenue growth at 1% YoY

- B2C Segment:
  - Range expansion driving mix improvement
    - Ceiling lights portfolio strengthened
    - Introduced higher wattage lamps, battens, decorative & strip lighting
  - Stronger focus on e-commerce through new product introductions
  - Price erosion accelerated in battens and lamps
- B2B Segment:
  - Recovery in B2B segment with growth of 4% YoY;
  - Secured prestigious projects such as Mumbai Coastal Road, Ahmedabad Municipal Corporation, Chennai Municipal Administration
  - Dedicated sales team carved out for large projects
- Continued focus on channel development through direct dealer appointments and range addition

### 2 EBIT Margin improved by 100 bps YoY to 11.2%; EBIT growth of 12% YoY

- Improvement in margins primarily due to cost optimization and mix improvement initiatives



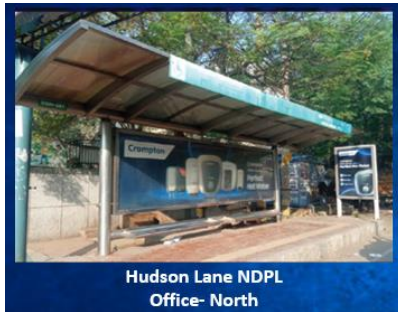
# Multiple Marketing Activities in Q3 to Strengthen Brand Awareness

**Crompton**

## Water Heaters campaign in Q3 to drive awareness



High Impact Campaign  
60%+ Reach @3+ freq.



## Mixers campaign to drive awareness



High Impact Campaign for Mixers  
in Q2-Q3  
30%+ Reach



## Social media creatives across categories



## Fans

### Roverr Non-Underlight

BLDC; 60% energy saving & remote control



### Luxian Infinia

1 star Induction; electroplated finish



### Starspin

Superior air delivery; 1 star rated



## Pumps



### Aquagold Dura

30% faster Suction ensures instant water availability

### Solar Pump & Controller

7.5HP & 10 HP AC & DC range launched; 20% additional discharge over MNRE guideline



## Lighting

### Trio Lamp

Direct & indirect lighting as per mood of consumer



### Cavelo

35W well glass, light-weight & compact



### Spectacle

200W flood light; IP protected lens to ensure lower light loss



## Appliances



### Hydrajet Water Heater (10/15/25L)

5 star BEE Rating



### Instserve 150P (Induction Cooktop)

Energy efficient, 7 touch cook menus



### QuietPro Plus Chimney

Intelligent Auto Clean; Smart On; Gesture Control



# National Energy Conservation Award

Government of India, Ministry of Power



Most Energy Efficient Appliance of the Year  
Award by President of India  
(Arno Neo 3015 Storage Water Heater)



# Best Managed Companies

Deloitte India 2023



Received the award consequently for  
the second time



## Best Independent Director for 2022-23

Asian Centre for Corporate Governance & Sustainability



Mr. P.R Ramesh



### 10<sup>th</sup> Asia Business Responsibility Summit

Objective: To raise the quality of Corporate Governance and Sustainable Development and to recognize companies, industry leaders & directors who are doing exemplary work to improve standards in their respective companies

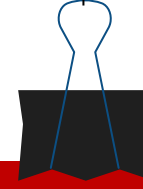
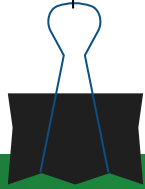
## Built-in Kitchen Business Featured in

“Essentials Of Modern Marketing- India Edition”



### Dr. Philip Kotler and Tuhin Mukherjee co-authored

“Essentials Of Modern Marketing- India Edition” where in Crompton Built in Kitchen appliances has been exclusively featured as a case study

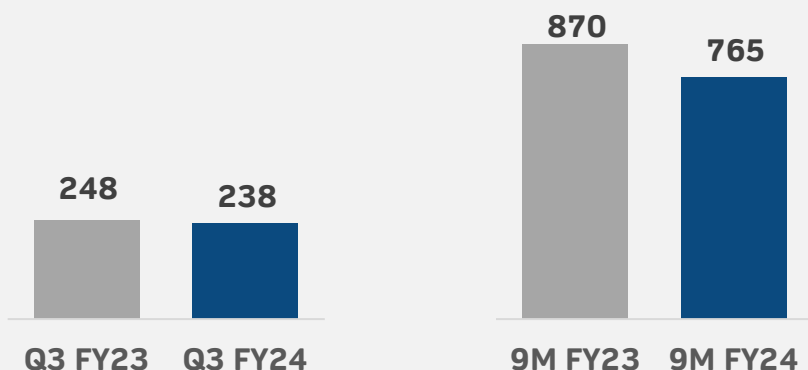


# Butterfly Performance

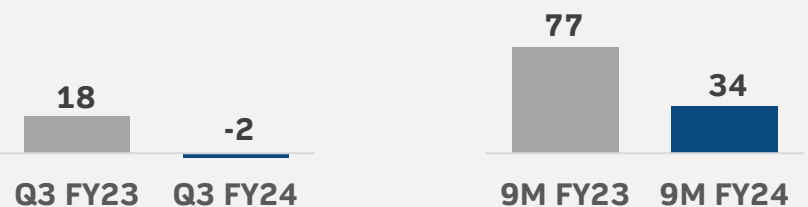
# Butterfly Performance (Standalone): Strong growth in core categories of Mixer Grinders, LPG Stove & Pressure Cookers; Decline in Corporate Sales

## Performance

### Revenue (Rs. Cr)



### EBIT (Rs. Cr)



## Highlights

- 1 **Q3 Revenue at Rs. 238 Cr (-4% YoY); Strong growth in Retail & E-commerce, while decline in Corporate Sales by 75% YoY (Rs. 34 Cr impact)**
    - ❑ Core categories such as Mixer Grinders, Gas Stove & Pressure Cookers delivered robust Revenue growth of 12% YoY;
      - Growth was led by Stainless Steel Gas Stoves (+47% YoY) owing to introduction of new products
      - Press Cooker witnessed 3x growth online
      - All core categories witnessed market share gains during the quarter vs last year
  - 2 ❑ Retail & Regional Chain Stores grew for the third consecutive quarter. Retail counters grew by 11% YoY and Modern Trade by 14% YoY
  - 3 ❑ Witnessed growth in E-commerce with steady market share gains
  - 4 ❑ Significantly higher investments in brand building at Rs. 22 Cr (+31% YoY) in Q3:
    - Continued spends on TV, Print & Out-of-Home advertising
    - Targeted approach towards e-commerce to build brand awareness & consideration
    - Higher promotions during festive season
- 4 Material Margin at 34%** due to higher absorption costs and promotions for Diwali leading to a 430 bps contraction in gross margins
- ❑ EBIT Margin at -0.9% on account of: 1) higher investments in brand building & disproportionate A&P spends in retail & e-commerce; 2) investments in people capabilities and an increase in salaries on account of revision in wages

## Marketing Campaigns

### Print Media



### Big Boss Season 7 (Telugu) Associate Sponsor



### SIIMA Awards (South) Associate Sponsorship



## Digital Campaigns

Reach: 39 Mn;  
Engagement: 5.8 Mn



## Consumer Interactions

Direct Consumer Engagement  
Engaged with 60,000+ audience



Associated with 'The Hindu - Our State, Our Taste' cooking competition



Partnered with 'Kalyanamalai' - a mega on-ground activation and television matrimony event

### Dealer Meet



## BTL Activities

In-shop branding & signages at  
450+ outlets; Van Activations



### DiWOWLi

2,000 entrance arches; 1,200  
standees; 32,000 posters





## Cooking



**Friendly Shakti**



**Jyoti 2B Stainless Steel LPG**

## Food Processing



**Insta Mixer Grinder (550W/500W)**



**Dynamo Mixer Grinder (550W/500W)**

## Cookware Range



**Magnum Cool Touch Kettle (1.2 & 1.5 Ltr)**



**Matchless Sandwich Maker**



**Dazzler Hand blender**

Awarded the 'Best Company of the Year' in the Home Appliances category by IBC and Berkshire Media



Awarded with 'All India First License' for the product Potable Water Bottles by Bureau of Indian Standards (BIS), National Standard Body of India



Honored with 'Certificate of Appreciation for Commitment to Quality' by Bureau of Indian Standards (BIS), National Standard Body of India



# Financial Performance

# Crompton Standalone Q3 & 9M FY24 Financial Performance: Robust Revenue growth at 15% YoY driven by ECD; EBITDA Margins at 10.1%

Rs. Cr

Particulars	Q3 FY24	Q3 FY23	Y-o-Y	Q2 FY24	Q-o-Q	9M FY24	9M FY23	Y-o-Y
Net Sales	1,458	1,266	15%	1,476	-1%	4,592	4,205	9%
Less: Material Cost	990	869	14%	1,031	-4%	3,192	2,898	10%
<b>Material Margin as a % of Net Sales</b>	<b>468</b> <b>32.1%</b>	<b>397</b> <b>31.3%</b>	<b>18%</b>	<b>445</b> <b>30.1%</b>	<b>5%</b>	<b>1,400</b> <b>30.5%</b>	<b>1,307</b> <b>31.1%</b>	<b>7%</b>
<b>EBITDA as a % of Net Sales</b>	<b>147</b> <b>10.1%</b>	<b>130</b> <b>10.3%</b>	<b>13%</b>	<b>151</b> <b>10.2%</b>	<b>-2%</b>	<b>463</b> <b>10.1%</b>	<b>475</b> <b>11.3%</b>	<b>-2%</b>
Less: Depreciation & Amortization	17	14	16%	16	6%	46	39	17%
<b>EBIT as a % of Net Sales</b>	<b>131</b> <b>9.0%</b>	<b>116</b> <b>9.2%</b>	<b>13%</b>	<b>135</b> <b>9.1%</b>	<b>-3%</b>	<b>417</b> <b>9.1%</b>	<b>436</b> <b>10.4%</b>	<b>-4%</b>
Less: Finance Cost	20	28	-30%	20	-1%	59	77	-24%
Add: Other Income	15	19	-23%	12	20%	46	55	-16%
Add: Exceptional Items	0	0	0%	0	0%	0	-9	
<b>Profit Before Tax as a % of Net Sales</b>	<b>126</b> <b>8.6%</b>	<b>107</b> <b>8.5%</b>	<b>17%</b>	<b>128</b> <b>8.6%</b>	<b>-1%</b>	<b>405</b> <b>8.8%</b>	<b>422</b> <b>10.0%</b>	<b>-4%</b>
Tax Expenses	31	23	33%	33	-7%	99	78	26%
<b>Net Profit as a % of Net Sales</b>	<b>95</b> <b>6.5%</b>	<b>84</b> <b>6.7%</b>	<b>13%</b>	<b>95</b> <b>6.4%</b>	<b>1%</b>	<b>305</b> <b>6.7%</b>	<b>344</b> <b>8.2%</b>	<b>-11%</b>
<b>EPS (Basic)</b>	<b>1.49*</b>	<b>1.33*</b>		<b>1.48*</b>		<b>4.78*</b>	<b>5.42*</b>	

## Q3 Highlights

- Strong Revenue growth of 15% YoY led by industry leading growth in ECD of 19% YoY
- Material Margin at 32.1% (+80 bps vs Q3 FY23) on account of mix improvement and cost saving initiatives
- EBITDA grew by 13% YoY. EBITDA Margin remained flat YoY at 10.1% despite higher A&P expenses
- PAT Margin at 6.5%

# Crompton Consolidated Q3 & 9M FY24 Financial Performance

Rs. Cr

Particulars	Q3 FY24	Q3 FY23	Y-o-Y	Q2 FY24	Q-o-Q	9M FY24	9M FY23	Y-o-Y
Net Sales	1,693	1,516	12%	1,782	-5%	5,352	5,079	5%
Less: Material Cost	1,143	1,023	12%	1,224	-7%	3,665	3,454	6%
<b>Material Margin</b>	<b>550</b>	<b>493</b>	<b>11.5%</b>	<b>558</b>	<b>-1%</b>	<b>1,687</b>	<b>1,624</b>	<b>4%</b>
<b>as a % of Net Sales</b>	<b>32.5%</b>	<b>32.5%</b>		<b>31.3%</b>		<b>31.5%</b>	<b>32.0%</b>	
<b>EBITDA</b>	<b>150</b>	<b>152</b>	<b>-2%</b>	<b>175</b>	<b>-14%</b>	<b>510</b>	<b>565</b>	<b>-10%</b>
<b>as a % of Net Sales</b>	<b>8.9%</b>	<b>10.1%</b>		<b>9.8%</b>		<b>9.5%</b>	<b>11.1%</b>	
Less: Depreciation & Amortization	32	30	9%	32	1%	94	86	10%
<b>EBIT</b>	<b>117</b>	<b>123</b>	<b>-4%</b>	<b>142</b>	<b>-18%</b>	<b>416</b>	<b>480</b>	<b>-13%</b>
<b>as a % of Net Sales</b>	<b>6.9%</b>	<b>8.1%</b>		<b>8.0%</b>		<b>7.8%</b>	<b>9.4%</b>	
Less: Finance Cost	22	29	-27%	22	0%	64	82	-22%
Add: Other Income	17	21	-22%	15	12%	51	50	3%
Add: Exceptional Items						0	6	-100%
<b>Profit Before Tax</b>	<b>112</b>	<b>115</b>	<b>-2%</b>	<b>136</b>	<b>-17%</b>	<b>404</b>	<b>442</b>	<b>-9%</b>
<b>as a % of Net Sales</b>	<b>6.6%</b>	<b>7.6%</b>		<b>7.6%</b>		<b>7.5%</b>	<b>8.7%</b>	
Tax Expenses	27	26	2%	35	-23%	96	97	-1%
<b>Net Profit</b>	<b>85</b>	<b>88</b>	<b>-3%</b>	<b>101</b>	<b>-15%</b>	<b>308</b>	<b>345</b>	<b>-11%</b>
<b>as a % of Net Sales</b>	<b>5.0%</b>	<b>5.8%</b>		<b>5.7%</b>		<b>5.8%</b>	<b>6.8%</b>	
<b>EPS (Basic)</b>	<b>1.35*</b>	<b>1.34*</b>		<b>1.52*</b>		<b>4.72*</b>	<b>5.23*</b>	

# Sustainability & CSR



## Care for community

Change Maker Grant:  
Reinviting CSR through  
Employee Engagement



## Building great place to work

A dynamic framework that embodies our values and aspirations. The 6Cs Care, Connect, Collaborate, Create, Conquer and Celebrate



## Prioritizing environment Impact

Sustainable product development to ensure responsible production, consumption and disposal



## Awards & Recognitions



**Greentech Safety Award 2023  
Winner - Baddi Plant (Fans)**



**Bethora, Goa won the prestigious National Safety Award 2023 at the 11<sup>th</sup> Global Safety Summit**

## President confers Crompton with the prestigious National Energy Conservation Award 2023

CHENNAI



Crompton Greaves Consumer Electricals Ltd. (CGCEL), a leading player in India's consumer electrical industry, has been honored with the prestigious National Energy Conservation Award 2023. The accolade was presented by the Hon'ble President of India, Smt. Droupadi Murmu, and the Ministry of Power through the Bureau of Energy Efficiency (BEE) on National Energy Conservation Day. CGCEL clinched the award in the category of Most Energy Efficient Appliance of the Year 2023 for its storage water heater.

This recognition reinforces Crompton's steadfast commitment to energy-efficient innovations and adds to its previous achievements in diverse categories like fans and lights in past editions. The award ceremony unfolded at Vigyan Bhawan, New Delhi, where Mr. Prommeet Ghosh, Managing Director and CEO, and Mr. Sachin Phartiyal, Business Head, Home Electricals, proudly accepted the

award on behalf of CGCEL.

The National Energy Conservation Awards (NECA) is an annual event of significance, dating back to December 14, 1991. Presented by dignitaries of the Government of India, NECA acknowledges outstanding contributions to energy conservation across various sectors of the economy. This initiative has played a pivotal role in inspiring industries nationwide to adopt and champion energy-efficient measures.

Expressing his sentiments on the occasion, Prommeet Ghosh, Managing Director and CEO of CGCEL, stated, "Receiving such an esteemed award, especially from

the Hon'ble President of India, is an honor and a testament to Crompton's dedication to pioneering energy-efficient innovations."

He specifically mentioned the BEE 5-star rated Arno Neo 3015 model as an example of Crompton's commitment to delivering environmentally friendly products. The award, according to Ghosh, not only acknowledges their efforts but also reinforces their resolve to contribute to a greener, more sustainable future.

The company expressed gratitude to the Government of India, Ministry of Power, and Bureau of Energy Efficiency for the prestigious recognition.

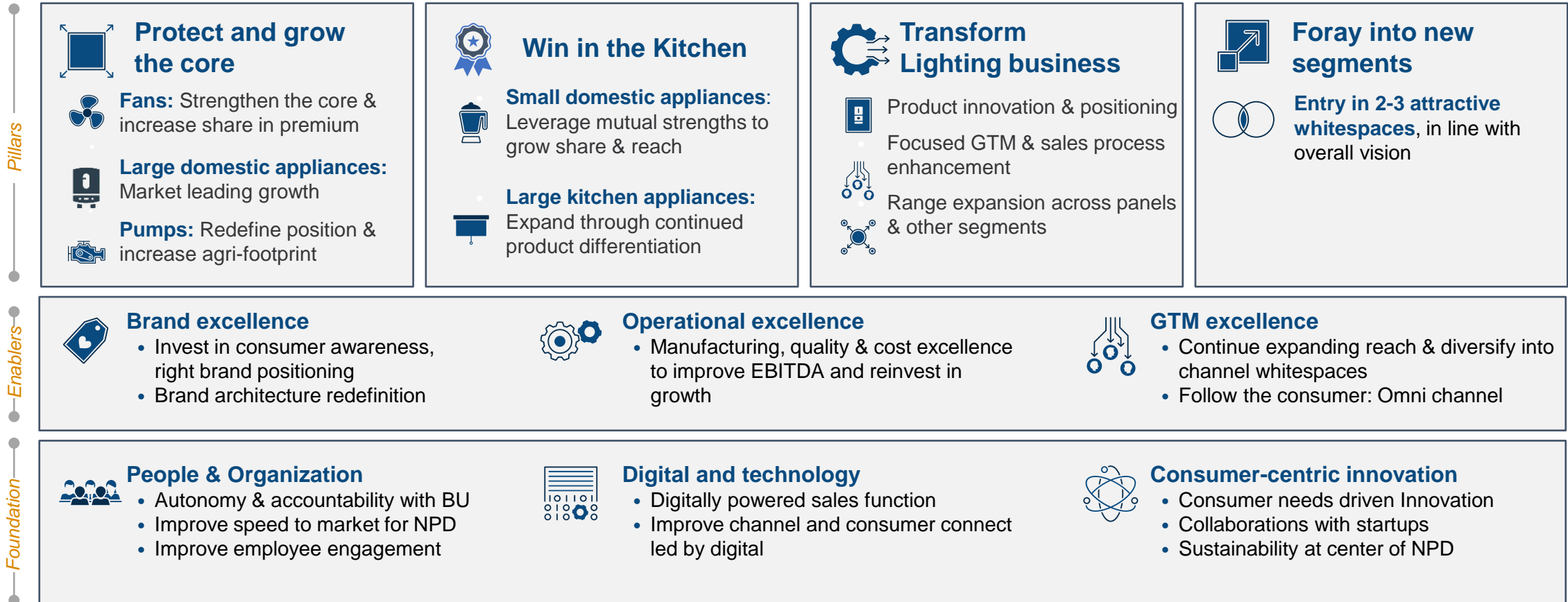
## National Energy Conservation Award 2023

# Key Strategic Tenets



## Crompton 2.0:

Accelerated growth at healthy margins to deliver strong TSR



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