

August 7, 2025

To,

BSE Limited

:

Code No. 500031

Department of Corporate Services
Phiroze Jeejeebhoy Towers,
Dalal Street Mumbai 400 001.

National Stock Exchange of India Limited

:

BAJAJELEC - Series: EQ

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

Dear Sir/Madam,

Sub.: Presentation on the Unaudited Financial Results of Bajaj Electricals Limited (“Company”) for the first quarter ended June 30, 2025

The presentation on the Unaudited Financial Results of the Company for the first quarter ended June 30, 2025, is enclosed herewith.

We request you to take the above on record and treat the same as compliance under the applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended.

Thanking you,

Yours faithfully,
For Bajaj Electricals Limited

Prashant Dalvi
Chief Compliance Officer & Company Secretary
(ICSI Membership No.: A51129)

Encl.: As above.



August 07, 2025



Disclaimer

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This Presentation includes statements that are, or may be deemed to be, “forward-looking statements”. These forward-looking statements can be identified by the use of forward-looking terminology, including the terms “anticipates”, “believes”, “estimates”, “expects”, “intends”, “may”, “plans”, “projects”, “seeks”, “should”, “will”, in each case, their negative or other variations or comparable terminology, or by discussions of strategy, plans, aims, objectives, goals, future events or intentions. These forward-looking statements include all matters that are not historical facts. They appear in a number of places throughout this Presentation and include statements regarding the Company’s intentions, beliefs or current expectations concerning, amongst other things, its results or operations, financial condition, liquidity, prospects, growth, strategies and the industry in which the Company operates. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. The factors which may affect the results contemplated by the forward looking statements could include, among others, future changes or developments in (i) the Group’s business, (ii) the Group’s regulatory and competitive environment, and (iii) political, economic, legal and social conditions in India or the jurisdictions in which our Group operates.

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Table of Contents

1

Q1 FY'26 – Performance Overview

2

Financial Highlights

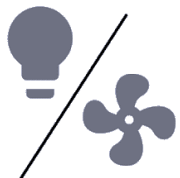
3

Business Highlights

Table of Contents

1	Q1 FY'26 – Performance Overview
2	Financial Highlights
3	Business Highlights

Q1 FY'26 – Performance Overview



Core FMEG Performance (7.8% de-growth on YoY basis due to the early onset of monsoon impacting summer products)

- **Consumer Products (CP) Segment:** 10.8% de-growth on a YoY basis – Strong growth in kitchen and non-seasonal appliances unable to offset de-growth in summer products
- **Lighting Solutions (LS) Segment:** 3.1% growth on a YoY basis, mainly driven by B2C lighting



Channel Highlights*

- GT witnessed a drop of c.1% YoY basis, mainly due to revenue contraction in summer products
- High double-digit growth in exports, overall drop in alternate channel



Cash Position

- Strong Balance Sheet with C&CE and surplus investments to the tune of c. INR 433 Cr

*Gross sales data

Table of Contents

1	Q1 FY'26 – Performance Overview
2	Financial Highlights
3	Business Highlights

Q1 FY'26 – Profit & Loss Statement

(INR Cr)

Particulars	Q1 FY'26	Q1 FY'25	YoY (%)	Q4 FY'25
Revenue from Operations	1,065	1,155	(7.8%)	1,265
Less : COGS	734	796	(7.7%)	872
Gross Margin	330	359	(8.0%)	394
Staff Cost	99	93	6.2%	95
Other Expenses	198	190	3.9%	206
Depreciation and Amortisation	37	32	16.3%	41
Add : Other Income	30	11	185.7%	16
EBIT	27	54	(50.9%)	68
As % of Revenue	2.5%	4.7%		5.4%
Less : Finance Cost	18	16	11.4%	18
Profit Before Exceptional Items and Taxes	9	38	(76.6%)	50
Less: Exceptional Items	7	-		(21)
PBT	2	38	(96.0%)	71
Less: Taxes	1	10		12
PAT	1	28	(96.8%)	59
As % of Revenue	0.1%	2.4%		4.7%

Commentary

Revenue: Consumer Products (CP) witnessed decline, slightly offset by growth in Lighting Solutions segment

Staff Cost: Increase due to increments and retention provisions to the tune of c. INR 6 Cr

Depreciation: Increased due to capitalization of leases for new godowns and warehouses and new moulds to the tune of c. INR 5 Cr

Other Expenses: Spends towards brand building and promotional activities to the tune of c. INR 7 Cr. Brand investments at 4% vs 3.4% YoY mainly due to IPL campaign

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

Other Income: Treasury Income to the tune of c. INR 10 Cr, Interest on IT refunds of c. INR 3 Cr

Q1 FY'26 – Segment Details

Segment Revenue

Particulars	Q1 FY'26 (₹ Cr)	Q1 FY'25 (₹ Cr)	YoY (%)	Q4 FY'25 (₹ Cr)
Consumer Products	807	905	(10.8%)	994
Lighting Solutions	258	250	3.1%	271
Total Revenue	1,065	1,155	(7.8%)	1,265

Segment Results

Particulars	Q1 FY'26		Q1 FY'25		Q4 FY'25	
	EBIT (₹ Cr)	EBIT (%)	EBIT (₹ Cr)	EBIT (%)	EBIT (₹ Cr)	EBIT (%)
Consumer Products	(14)	(1.7%)	23	2.5%	39	3.9%
Lighting Solutions	27	10.6%	26	10.5%	21	7.8%
Total *	27	2.5%	54	4.7%	68	5.4%

*Includes other unallocable income & expense

Commentary

Consumer Products Segment:

- Drop in cooler sales by > 40% along with double-digit drop in fans
- Double-digit growth in water heaters and kitchen appliances for Q1 FY'26
- EBIT margin contracted due to operating deleverage

Lighting Solutions Segment:

- Mid single-digit growth in Consumer Lighting, aided by growth in Professional Lighting
- Single-digit volume growth and double-digit value growth in GT in Consumer Lighting
- EBIT% improvement of c.200 bps YoY on like-to-like basis (closure of legacy projects in Q1 FY'25)

Table of Contents

1	Q1 FY'26 – Performance Overview
2	Financial Highlights
3	Business Highlights

New Product Launches: Consumer Products

85 Launches*



Ardenelle

- Telescopic seamless canopy design – Enhanced aesthetics
- Stationary bottom cover with unique blade design
- Speed – 330 RPM, Air Delivery – 220 CMM, Power – 55W
- Range of 7 unique shades
- Product Warranty – 2 years

Robusto V HS– TPW

- TuffStorm - Industry's First 5 Years Comprehensive Product Warranty
- FierroShield™ ZZ Ball Bearing – 50% Extra Motor Warranty
- DuraCoat™ Copper – 2.5X Longer Warranty
- RibbedTuff™ Blades – Better Dimensional Stability
- Speed of 2200 RPM

Nex DAC D2i BLDC 75L Desert Cooler

- PeakTorq™ BLDC Motor
- Remote Control Operation
- Digital display and touch control
- Circular Louvers, Contemporary design
- Energy efficient – 70% less power consumption (Savings of INR 2,100 per year)

New Product Launches: Consumer Lighting

62 Launches*



Celesta Surface Tracklight COB

- 330° Horizontal Rotation
- Aluminum Housing
- COB Technology
- Wide Operating Voltage Range (100V-300V)
- Available in 10W & 15W

Juvel COB Surface Cylinder

- Elegant Decorative Reflector
- Voltage Surge Protection - 3.5 kV
- Wide Operating Voltage Range (100V-300V)
- Sleek Cylindrical Design (available in Black & White)

Juvel Deco Downlight

- Elegant Decorative Reflector
- Voltage Surge Protection - 3.5 kV
- Wide Operating Voltage Range (120V-300V)
- Dual Housing Design (available in Black & White)

Solarz Duo Rc Solar Torch

- Dual Charging Options – Solar and USB C
- Portable Torch & Side Lamp
- Solar Panel for ease of charging
- Sturdy Design

New Product Launches: Professional Lighting

287 Launches*



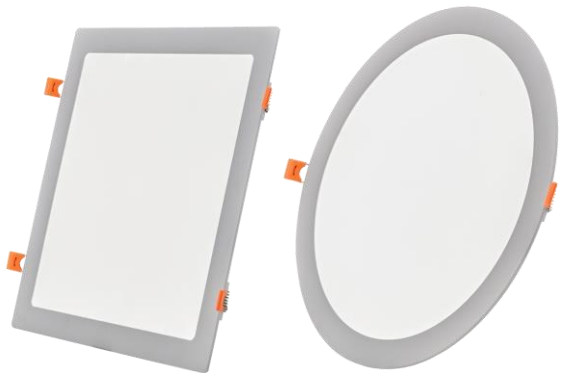
Flair Solar Street Light

- Slick Luminaire With Lifepo Battery, Solar Panel And Charger Built Into The Luminaire.
- Solar Differential Dimming Profile:
- Factory Set Dimming
- Smart & Connected



Skylux Surface 1x4 Troffer

- Sleek Design: Modern & minimalistic design to complement any interior.
- Energy Efficiency: Bright illumination while minimizing energy consumption.
- Durability: High-quality LEDs, with LED burning hours more than 50000.
- Versatility: Suitable for grid & POP ceilings.



Glint Recessed Down light

- Energy Efficiency: Best-in-class efficacy of upto 110 Lm/W
- Enhanced Driver Performance: Ensures THD of less than 10%, for reliable and efficient operation.
- High Colour Rendering Index: Vibrant colour accuracy with a CRI greater than 80, enhancing visual quality of any environment.

Professional Lighting: Projects Undertaken



Key highlights:

- High-Performance Blaster LED Floodlights
- Glare Control & Beam Precision
- Smart Control System (DMX-Compatible)
- Sustainable & Energy-Efficient Design

**MCA international Stadium,
Mahunje, Pune**

Professional Lighting: Projects Undertaken

Key highlights:

- Illuminated sports facilities at IIT Indore – Badminton court , Athletic track, cricket ground
- High-performance Amaze Plus Flood Light series



IIT Indore



IPL campaign on JioHotsar



Campaign presence throughout the summer season

117 Spots across 40 prime matches
> 3.5 Crore reach
> 31 Crore impressions

Brand Activities

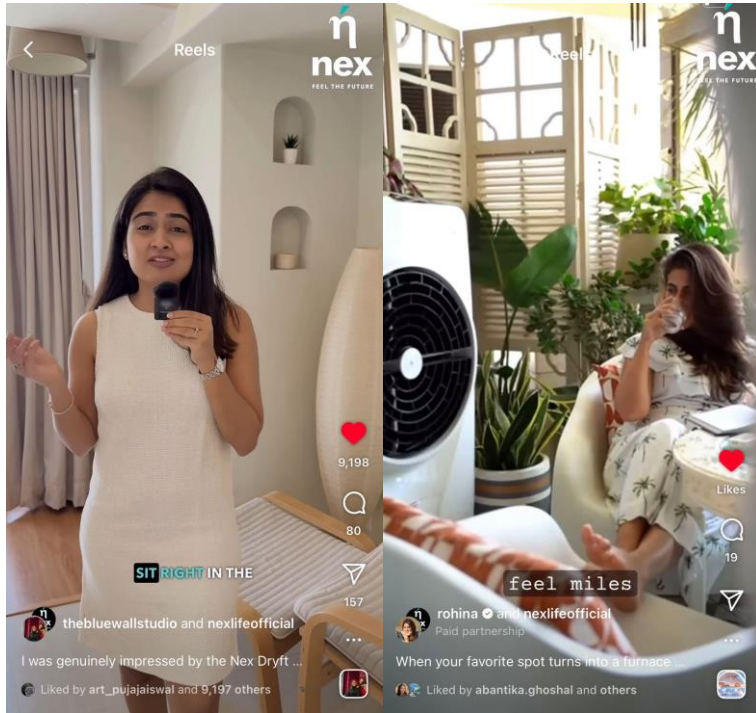


Morphy Richards – PG Launch in Trade



Morphy Richards – Influencer promotion on Instagram

Air fryer Oven Promotion theme: 'Mothers day' – reach of 12M



Nex – Influencer (Seasonal) + Coolers promotion for launch

A95 IoT fans promotion, Coolers Unboxing – reach of 15M



Nex - Connecting with Architects

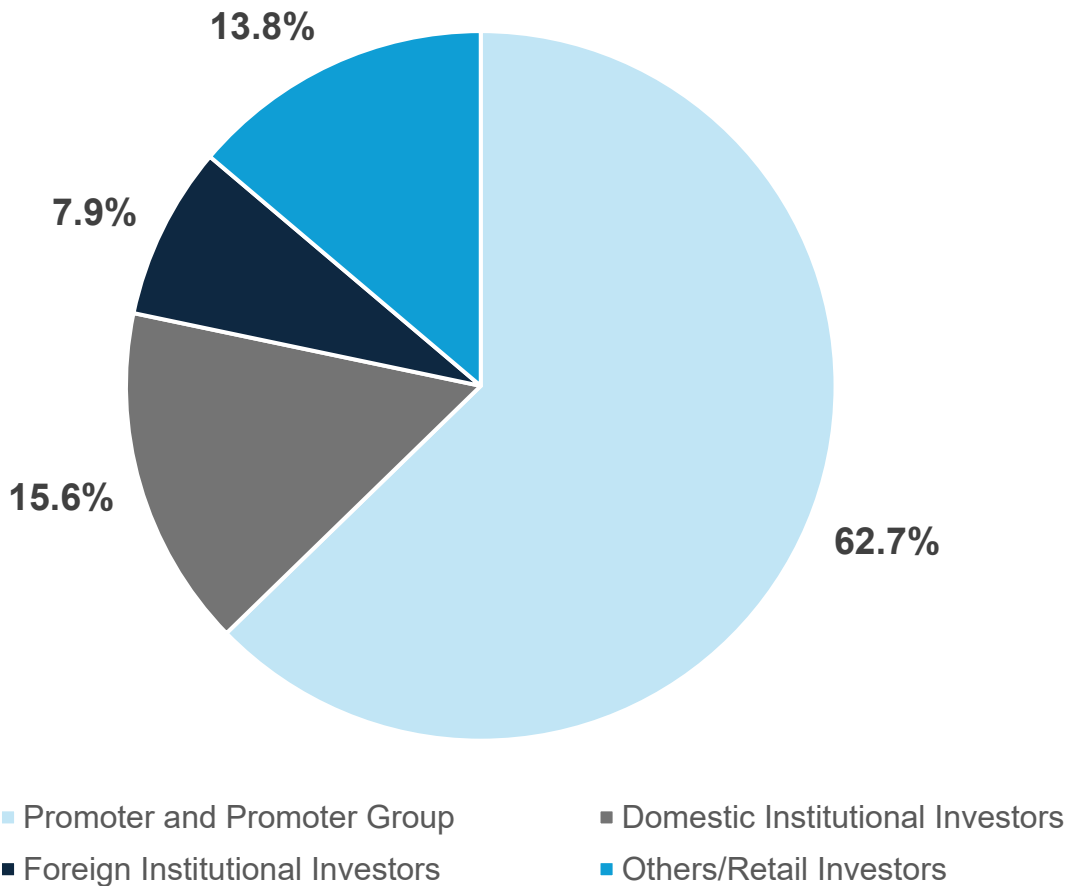
Indexplus exhibition with a footfall of 15k in 3 days

Awards & Recognition



India Procurement Leadership Award - 2025
By Institute of Supply Chain Management (ISCM)

Shareholding Pattern as on 30th June 2025



Bajaj Electricals Limited

CIN: L31500MH1938PLC009887



Regd. Office: 45/47, Veer Nariman Road, Fort, Mumbai 400023



Website: www.bajajelectricals.com



IR related queries (Bajaj Electricals Limited):
Suketu Shah (suketu.shah@bajajelectricals.com)
Ankit Bahal (ankit.bahal@bajajelectricals.com)

Thank you

