

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: August 07, 2025

To,	To,
BSE Limited ("BSE"),	National Stock Exchange of India Limited
Corporate Relationship Department,	("NSE")
2 nd Floor, New Trading Ring,	Exchange Plaza, 5 th 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: 62/2025-26	Our Reference: 62/2025-26

Dear Sir/Madam,

Sub: Investor Presentation

This is in continuation of our earlier letter regarding outcome of Board Meeting dated August 07, 2025, wherein the Company had approved Unaudited financial results (Standalone and Consolidated) for the quarter ended June 30, 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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Crompton © Butterfly



Crompton 2.0

Q1 Highlights: Performance ahead of industry across categories; Market share improvement YoY



Peers (Q1 FY26 ECD Revenue Gr) -11%¹

Our (Q1 FY26 ECD Revenue Gr)

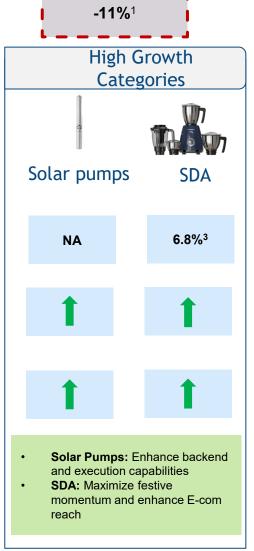


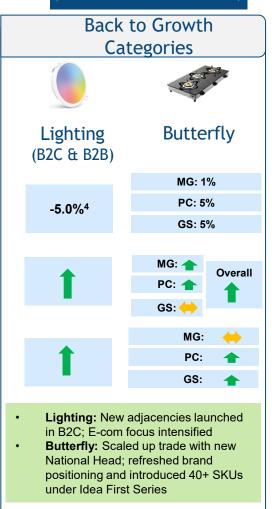
Industry growth rate (Q1 FY26 YoY)²

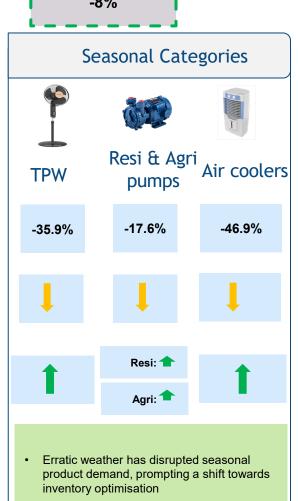
Our Revenue growth rate (Q1 FY26 YoY)

Market Share (Q1 FY26 gain/loss)5

Action Plan



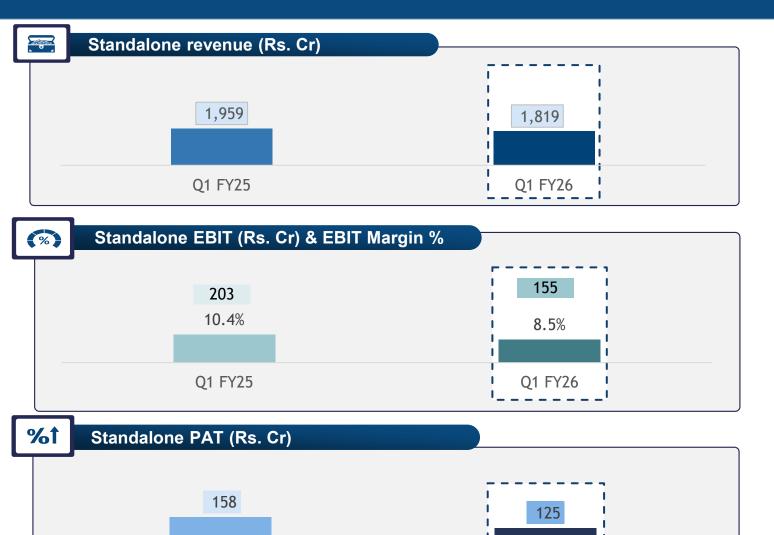




Higher than industry Impacted less than industry

Q1 Highlights (Standalone): Shortened summer and early arrival of monsoons disrupted peak summer sales





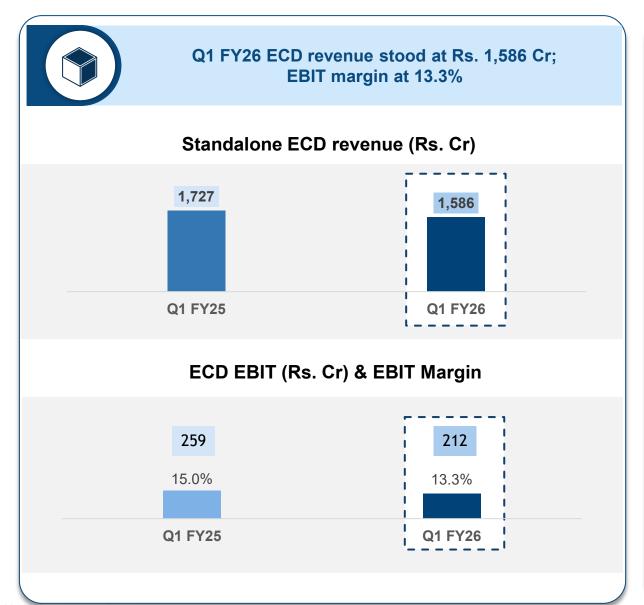
- Muted performance primarily due to weatherrelated disruptions impacting seasonal product sales
- Revenue for the quarter stood at Rs. 1,819 Cr
- EBIT was reported at Rs. 155 Cr, with an EBIT margin of 8.5%
- Successfully transitioned to Zero debt & continued to maintain Net Cash positive status following repayment of Rs. 300 Cr NCD tranche
- Clocked PAT of Rs. 125 Cr

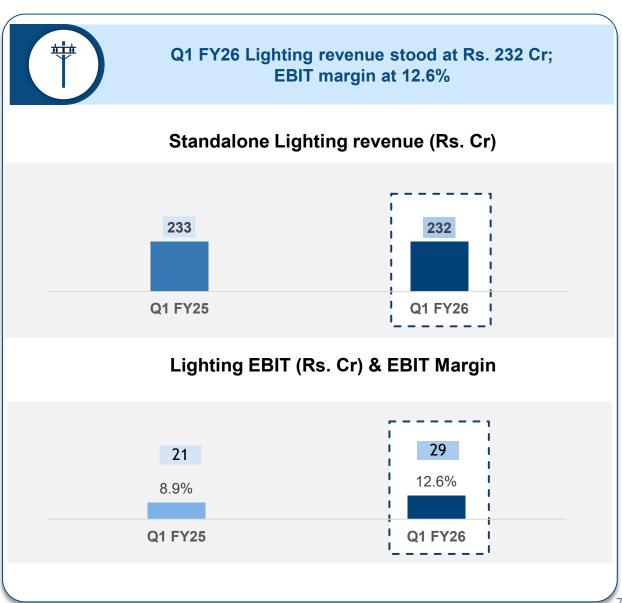
Q1 FY26

Q1 FY25

Q1 Highlights (Standalone): Seasonal products witnessed weak demand, impacting ECD business; Lighting business continues to hold steady



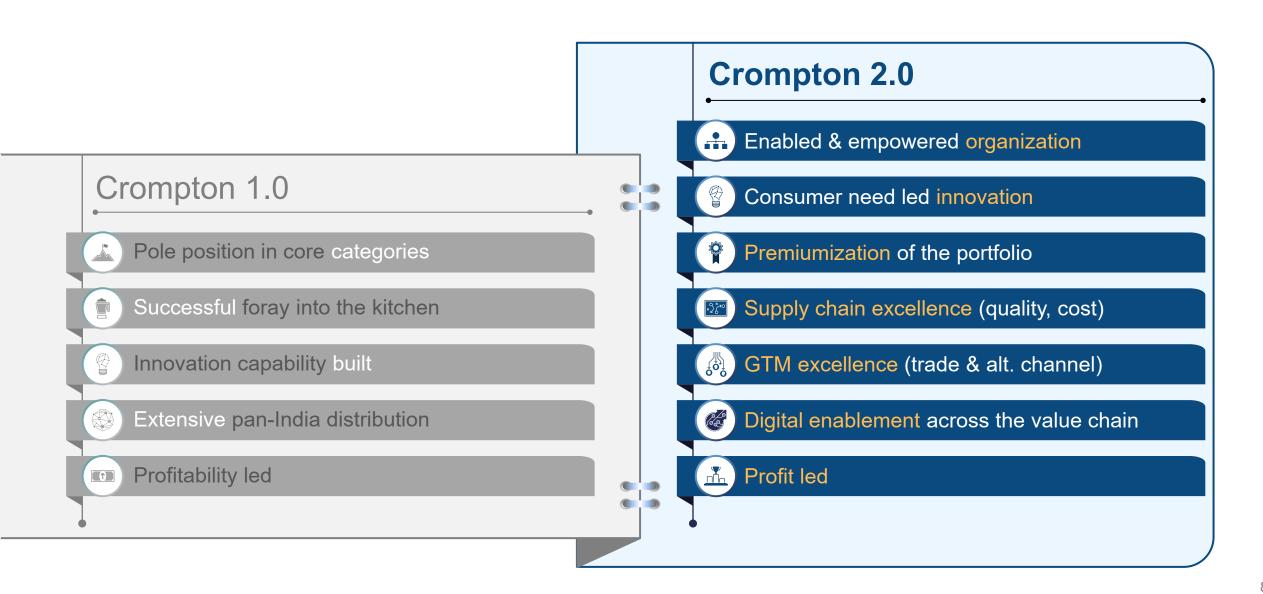




Note: Standalone Financials

Crompton 2.0: Key tenets to drive future growth





Crompton 2.0: Q1 FY26 Update











Premiumisation

Go-To-Market Excellence

Brand Investments

Innovation

Crompton

- Launch of high-quality aesthetics products designed in-house
- Robust volume growth in premium BLDC and super premium induction fans
- Premium saliency in lighting improved to 25.1%
- Initiated a GTM transformation journey to enhance and strengthen distribution capabilities
- Modern Retail witnessed double-digit growth
- Alternate channels continue to grow
- Rolled out an all-India awareness campaign for Fluido series of premium fans
- Launched a high-impact 360-degree marketing campaign featuring the new brand message for Air Coolers: #AankhBandKarkeLeLo
- 80+ New Projects Launched across Product Lines (PL)
- Anti-scale technology, Industry first solution, introduced in water heaters
- Launches led by award winning FluidoWave, HS Superflo fans, Backup lamps and V4 Resi Dura pump

Butterfly

- New brand architecture leading to portfolio premiumization
- Growth led by E-com & alternate channels
- New product listings and expansion in South contributed positively to growth
- Launched refreshed brand positioning with philosophy of 'Celebrating Change'
- Rolled out 'Idea First series' with 40+ SKUs launched

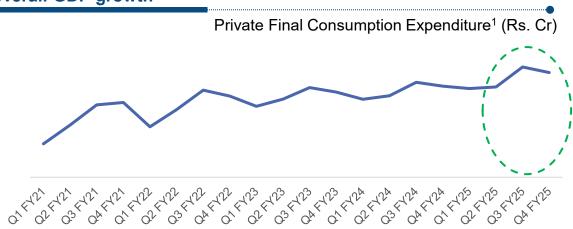


Environment Scan

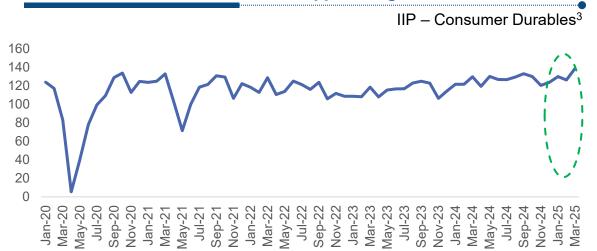
Current macroeconomic environment: Sustained consumption and housing momentum to catalyze consumer durables industry growth



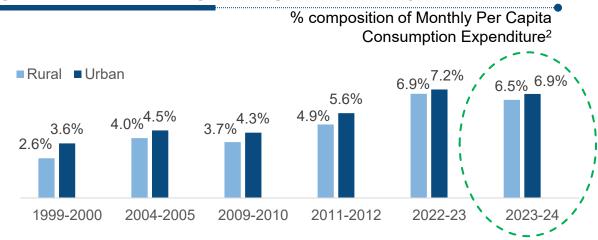




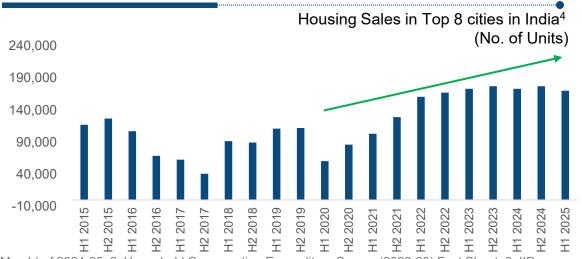
Consumer Durables continues to support IIP growth



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



Housing demand in Top 8 cities remains a long-term growth driver



Current macroeconomic environment: Economic trends



Global Impact

- imposed tariffs on several countries, with India now among the heavily targeted, facing 25% duties (plus an additional 25% penalty over purchase of Russian Oil); shifting global trade flows pose both risks and strategic opportunities
- Slowing Growth: Global GDP projected at 2.8% in 2025, 3.0% in 2026
- Cooling Inflation: Expected to ease to 4.3% in 2025, 3.6% in 2026

India's Macroeconomic Landscape

- Growth: GDP is projected at 6.2%, revised down by 0.3 points due to global trade tensions and domestic policy uncertainty
- Inflation: India's CPI inflation moderated to 77-month low of 2.10% in June'25, visa-vis 2.82% in May'25 and 5.08% in June'2024, due to steep decline in food inflation driven by lower prices of vegetables, pulses and spices
- External Position: India's net foreign asset position is set to strengthen over time, driven by demographic-led savings and capital inflows

Consumption Trends

- Rural Consumption: Remains a strong pillar of India's 6.2% GDP growth, supported by welfare schemes, stable farm incomes, remittances, and robust employment programs resilient even amid global economic pressures.
- Urban Consumption: Poised to strengthen, driven by rising disposable incomes and tailwinds from supportive governmental measures and policy initiatives



Quarter Highlights

Q1 Highlights: Resilient performance while navigating seasonal disruptions; Butterfly continues its upward trajectory; Demand recovery expected in H2



- Standalone Revenue at Rs. 1,819 Cr, mainly due to weather related disruptions impacting demand
 - Weak demand for seasonal products impacted ECD, with revenue at Rs. 1,586 Cr
 - o In fans segment, new launches like Niteo, Nucleoid, SilentPro Fluido gained traction; Premium offerings and industrial fans emerged as key growth drivers
 - Solar pumps witnessed 2x YoY growth; Expanded tender presence across multiple states
 - Continue to build a strong order pipeline for FY26
 - Secured largest-ever solar pumps order of Rs.101 Cr from Maharashtra Energy Development Agency (MEDA), reinforcing leadership
 - o Kitchen portfolio maintained healthy momentum, with SDA growing double-digit, led by strong demand in small kitchen appliances
- 3 Lighting segment recorded revenue of Rs. 232 Cr, remaining stable amid ongoing industry-wide price pressures
 - EBIT delivered strong growth of 41% YoY to Rs. 29 Cr
- Alternate channels contributed 18% to revenue; Growth driven by modern retail and institutional channels
- Butterfly revenue growth trajectory continues; Strong EBITDA margin expansion by 170 bps YoY to 6.8%, leading to growth by 39% YoY

 Introduced refreshed brand positioning 'Celebrating Change'
 - Launched innovative 'Idea First Series' of products
- 6 Crompton has outlined ambitious Sustainability Goals:
 - 50% Greenhouse Gases (GHG) Scope 1 & 2 Emissions Reduction by 2035
 - 60% Emission Intensity Reduction per unit sales by 2035, focused on its highest-selling category ceiling fans

Crompton Segment Performance (Standalone)

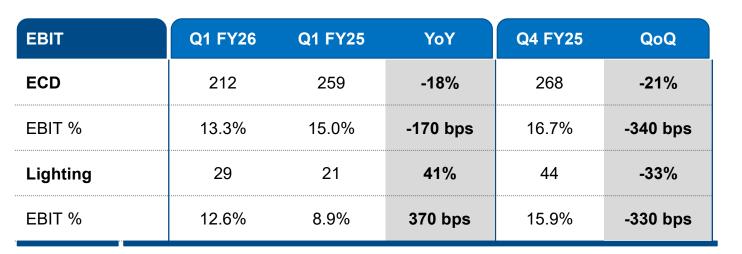
















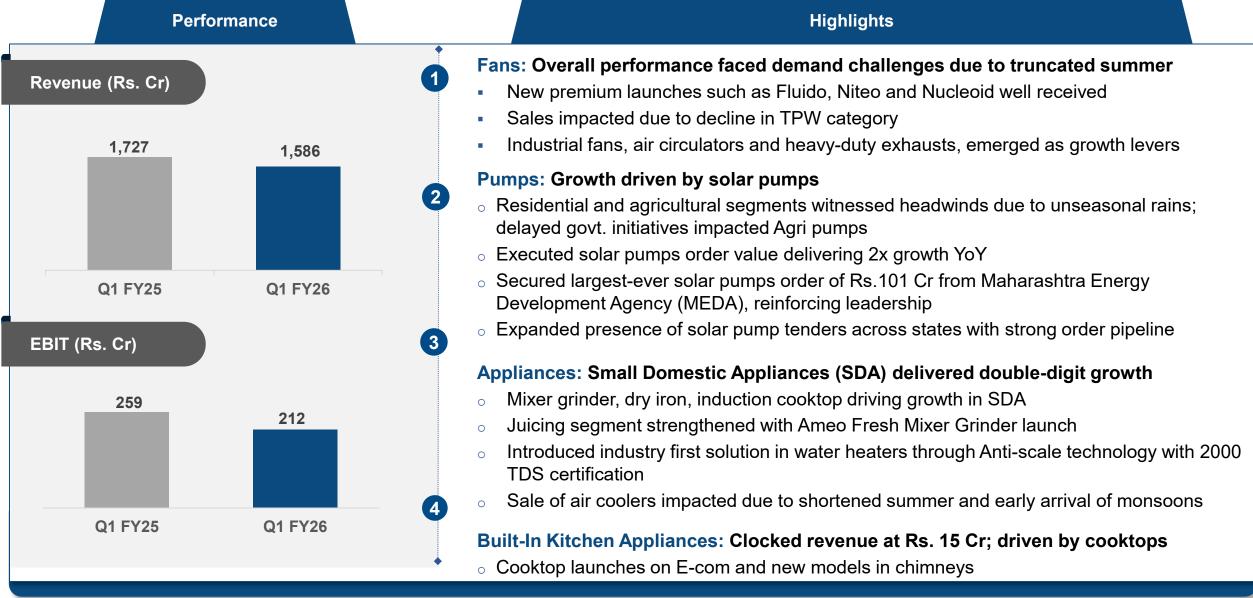




Crompton Performance

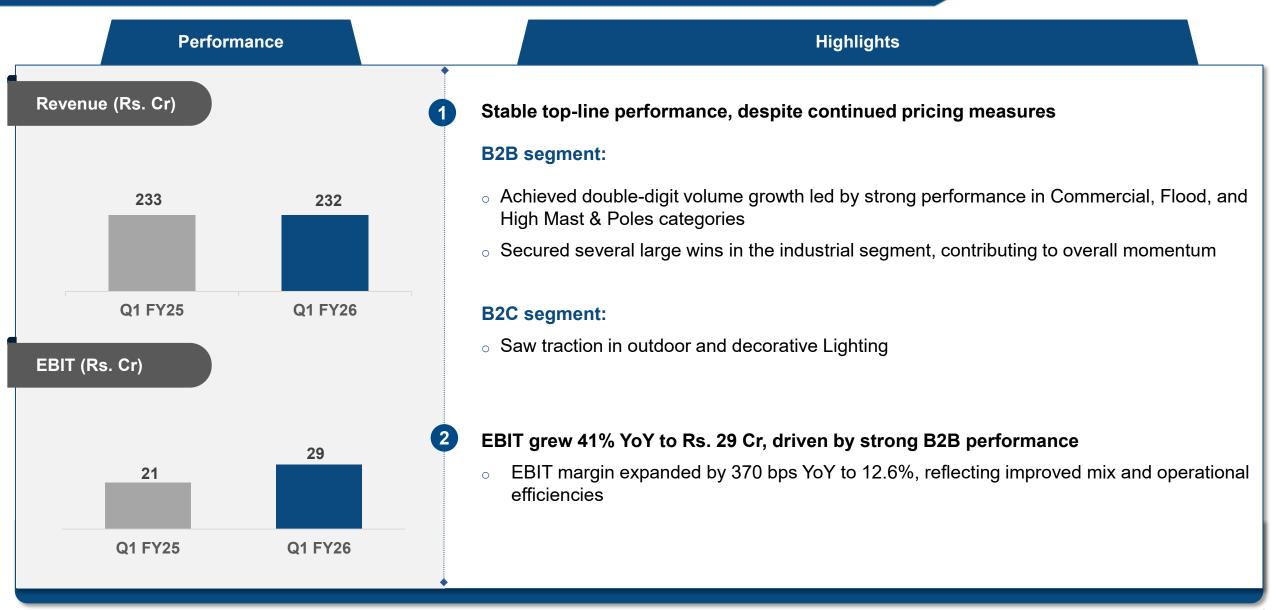
ECD: Navigated a challenging quarter marred by seasonal disruptions in cooling products offset by strong growth in solar pumps and small domestic appliances





Lighting: EBIT momentum builds as revenue remains steady





Marketing: Multiple marketing activities in Q1 aimed to boost brand recognition









200+ mn reach via national TV campaigns OOH Presence in 20+ cities 10.7+ mn reach across streaming platforms and smart TVs

6 Airports

79 Sites. 19 Metro stations

Bus Shelters







Air Coolers Summers Campaign



Television reach of 120 mn viewers: Digital platforms delivering 20 mn impressions; Over 100 prominent outdoor sites activated; Engagement with 10 influential content creators

Ahsaas Channa









Dolly Singh





Mayuresh Jumrani

Rohit & Kanupriya



Performance Marketing Initiatives

Outdoor - SDA



Strengthened SDA category leadership via targeted investment in fast-moving SKUs

Mother's Day Campaign - LKA



Collaborated with Chef Natasha and reached 11 mn hearts on social media

Pumps Wall Painting



9.6 Lakh Sq.ft walls branded with customized dealer names in local language for each wall

New product launches in Q1 FY26 (1/2)





Fluido Wave IND
Super Premium Aesthetics,
Fluidic design, Silent
Operations



Briz Air New Antidust –
Jetwind
Eco Deco product



Revamp Backup Lamps series

Upto 4 Hours of Backup Light Overcharge, Deep Discharge and Short Circuit Protection



V4 Resi Dura 1.0

Motor with higher core length,
Dosuble strainer & bush in
pump adapter thus ensuring jam
free operation, BEE star rated,
All CI parts CED coating



WavePlus (New colours: Black & Black Red)

New exciting colors in WavePlus pedestal fans



Aquagold Dura

30% Higher suction capacity, CED Coating, High starting torque winding prevent pump jam, F class insulation Protects



Air Circulator IND : 24", 18" & 30" (Wall & Ped) Heavy Duty Industrial Fan



HS Superflow

High air delivery - 260 CMM air delivery, with a 25% more air velocity and a 10% more active blade surface area



Torpedo EX: HS

New Design TPW Fans
Ecommerce exclusives

New product launches in Q1 FY26 (2/2)

Crompton **® Butterfly**



1000W immersion

Immersion water heaters with Bakelite, Plastic Handles and PTFE



500W Freshmix Prima

Grinding, Blending, Grating, Juicing, Overload Protection, Stainless steel blades, Flow Breaker Technology



MINI MASTERPLUS-I (MINI Inhouse)

1.40% faster tank filling, high starting torque winding, ADDS adapter provides protection from water ingress



Classic Neo

Capillary thermostat, automatic thermal cut-out, and a multifunctional valve. Engineered with an anti-rust magnesium anode



Acenza Plus 4star

4 Star rated superior glassline coating on the inner tank to ensure longer life



Ameo Clx 4J

Powertron 750W Motor for superior grinding. Four versatile jar & overload protection



500W Robo (Hybrid MK Inhouse)

500W Mixer Grinder with Powertron Motor & Motor Vent-X Technology, 3 Stainless Steel Jars



Uranus 1S

Luxurious design Underlight Richly styling



Eco-Street Light New Models -20/25/30/50W

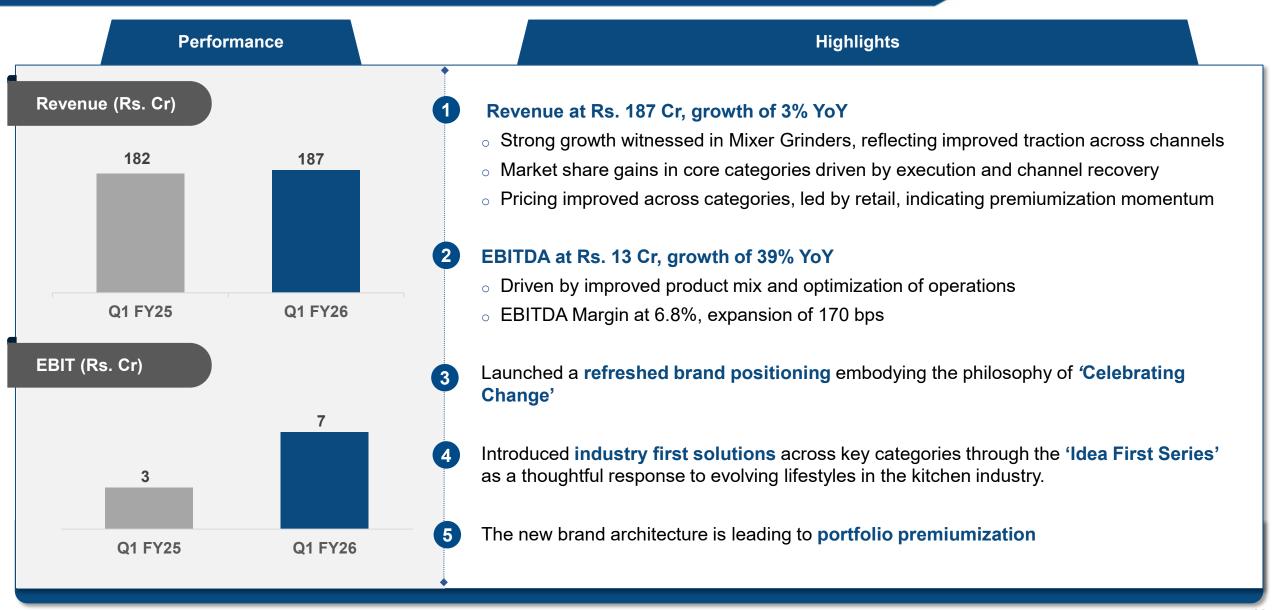
Compact design
Cost effective
Robust construction (IP65)



Butterfly Performance

Butterfly Performance: Revenue growth trajectory continues; Robust EBIT and Margin improvement





Butterfly New Brand Positioning: 'Celebrating Change'



WHY The Purpose

Butterfly evolves with your changing life - while staying true to you

HOWThe Mission

Design intuitive solutions inspired by your core identity

WHAT

The position

Butterfly – Celebrating change



Rebranding purpose

- Evolving consumers (Zillennials): confident, original, unlearning old norms
- Blurred gender roles in kitchens
- Rising expectations in design and performance



Brand philosophy

- **Purpose**: Intuitive solutions inspired by identity
- Mission: Celebrate change through design
- Bauhaus principles: Form follows function – simplicity – design for all



Visual identity

- Symbolism:
 - Personal individuality & identity
 - Actionable trigger for transformation
 - Unique every customer is different





Idea First Series

New product range with innovation in every detail

Butterfly's Idea First Series embodies its philosophy: 'Celebrating Change'

Launch of **40+ SKUs**, these products are not just appliances, they are thoughtful responses to evolving kitchen lifestyles



Idea First Series: New Product Range





Gas Stoves

Xyra- Aeroline

- First-in-industry 3-star energy rating gas stove and wind-proof pan support
- Patented burner and pan support lock
- Extra-wide glass top for larger vessels
- Rust-resistant, premium coated frame





Mixer Grinders

Ziera Series

- Improved design with enhanced jars for 95% grinding efficiency
 - Fingerprint resistant PTFE jars
 - o Crack-resistant tempered jars
 - FDA approved Tritan jars
- Smudge-free matte finish and handcrafted gloss stainless steel jars





Wet Grinders

Elektra

- 3D flex arm for high torque and better batter
- Flexible stone setup (2 or 3 stones)
- Built-in tilt protection with auto cut-off
- Easy tilt operation with pressand-hold mechanism





Pressure Cooker

UniCurve Triply PC

- Hybrid design combining handy curve and straight wall
- Patented safety lock handle
- Halo crown filter to prevent spills and keep lid clean
- Floating accessories for uniform steam flow and improved cooking





Financial Performance

Crompton Standalone Q1 Financial Performance: Muted performance driven by weather disruptions; Continued focus on cost optimizations contributing to steadier margins



Rs. Cr

Particulars	Q1 FY26	Q1 FY25	Y-o-Y	Q4 FY25	Q-o-Q
Net Sales	1,819	1,959	-7.2%	1,879	-3.2%
Less: Material Cost	1,254	1,347	-6.9%	1,253	0.0%
Material Margin	565	613	-7.8%	626	-9.7%
as a % of Net Sales	31.1%	31.3%		33.3%	
Employee Cost	144	134	6.8%	144	-0.3%
Advertisement & Sales Promotion	78	89	-12.7%	57	36.4%
Other Expenses	166	167	-0.4%	179	-7.1%
EBIDTA	178	222	-20.1%	246	-27.7%
as a % of Net Sales	9.8%	11.4%		13.1%	
Less: Depreciation & Amortization	23	20	16.0%	23	-0.3%
EBIT	155	203	-23.6%	223	-30.5%
as a % of Net Sales	8.5%	10.4%		11.9%	
Less: Finance Cost	9	14	-34.9%	9	1.3%
Add: Other Income	22	22	1.0%	16	41.6%
Profit Before Tax	168	211	-20.3%	229	-26.8%
as a % of Net Sales	9.2%	10.8%		12.2%	
Tax Expenses	43	53	-19.4%	59	-27.4%
Net Profit	125	158	-20.6%	171	-26.6%
as a % of Net Sales	6.9%	8.0%		9.1%	
Basic EPS (Rs.)	1.9*	2.5*		2.7*	

Q1 Highlights

- Revenue stood at Rs.1,819 Cr, impacted due to weather related disruptions
- Material margin maintained at 31.1%
- EBITDA margin declined by 160 bps YoY to 9.8%
- EBIT and PAT margin stood at 8.5% and 6.9%, respectively

Note: * Not Annualized 28

Crompton Consolidated Q1 Financial Performance



Rs. Cr

					KS. C
Particulars	Q1 FY26	Q1 FY25	Y-o-Y	Q4 FY25	Q-o-Q
Net Sales	1,998	2,138	-6.5%	2,061	-3.0%
Less: Material Cost	1,356	1,456	-6.9%	1,362	-0.4%
Material Margin	642	682	-5.8%	699	-8.1%
as a % of Net Sales	32.1%	31.9%		33.9%	
Employee Cost	170	162	5.0%	168	1.2%
Advertisement & Sales Promotion	93	97	-4.2%	66	40.6%
Other Expenses	188	191	-1.4%	201	-6.4%
EBIDTA	192	232	-17.5%	264	-27.5%
as a % of Net Sales	9.6%	10.9%		12.8%	
Less: Depreciation & Amortization	40	37	6.3%	40	-0.2%
EBIT	152	195	-22.0%	225	-32.3%
as a % of Net Sales	7.6%	9.1%		10.9%	
Less: Finance Cost	10	16	-36.7%	10	-1.3%
Add: Other Income	24	24	-0.3%	16	48.8%
Profit Before Tax	166	203	-18.4%	231	-28.0%
as a % of Net Sales	8.3%	9.5%		11.2%	
Tax Expenses	42	51	-17.5%	59	-28.6%
Net Profit	124	152	-18.7%	172	-27.9%
as a % of Net Sales	6.2%	7.1%		8.3%	
Basic EPS (Rs.)	1.9*	2.4*		2.6*	

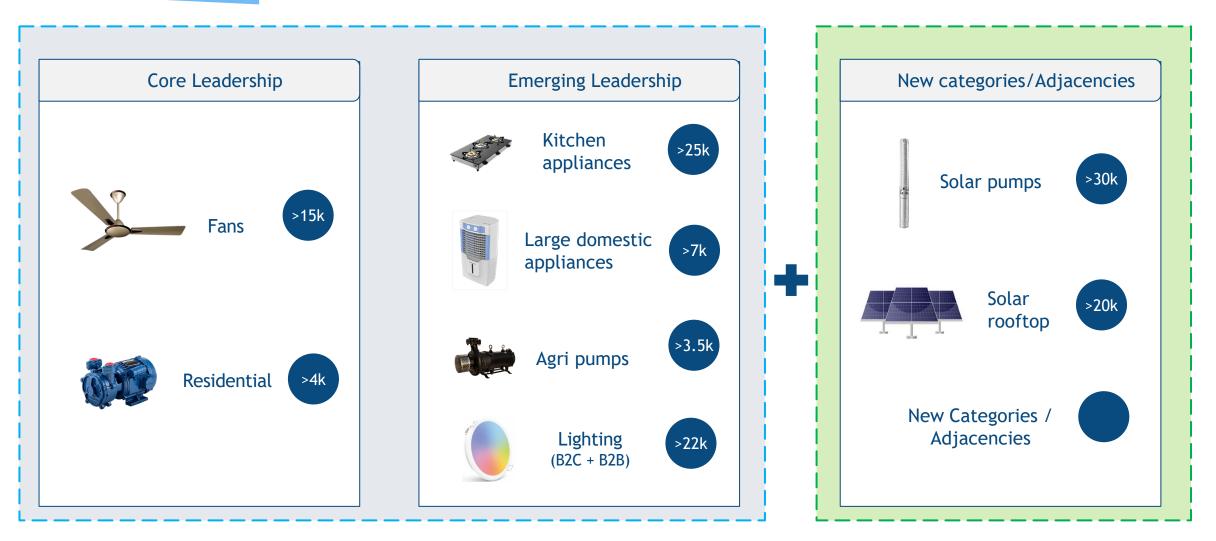


Sustainable Value Creation

Expanding Total Addressable Market (TAM): We have reinforced market leadership in core categories, and forayed into emerging & new growth categories to expand our TAM







Foraying into Solar rooftop: Well-positioned to leverage our strong brand, existing B2B relationships with government and strong distribution and service network



Market Outlook and growth drivers

- Large and growing market: Rs. ~20-25k Cr market, expected to grow at 20%+
- Strong regulatory push: PM Surya Ghar Muft Bijli Yojana launched in Feb 2024 with an investment outlay of Rs.
 75k Cr, aiming to light up 10M households; offering direct subsidies, low-interest loans (~7%), and DISCOM buybacks



Rising residential adoption: Enabled by improved tech affordability, awareness, grid integration, and sharp decline
in module/system costs

Competitive landscape

Highly fragmented market: Top 3 players combined have less than 25% market share today



• **Ongoing consolidation:** Top players expanding share by leveraging their brand strength, strategic M&A, extensive distribution networks, and integrated service offerings

Crompton's ability to win

- **Trusted brand** seen as a reliable, energy-focused brand; extending this into solar reinforces our positioning as a comprehensive "home energy solutions" provider
- Existing B2B relationships with government (solar pumps, public lighting projects)



• Strong channel network with capability to scale

Evaluating Greenfield Project: Phase 1 to include ~Rs. 350 Crs of capex towards fans' manufacturing; Expected to be completed in 2-3 years





Future Readiness

1. Capacity requirement

- Consumer preference is changing rapidly due to focus on aesthetics and shortening replacement cycle
- We need to anticipate and create capabilities tuned to market demand and product portfolio

2. Leveraging the scale of motor

 Leveraging the total scale of motor in our product portfolio (mixer, grinder, pumps, fans)

3. Strengthening manufacturing process and quality

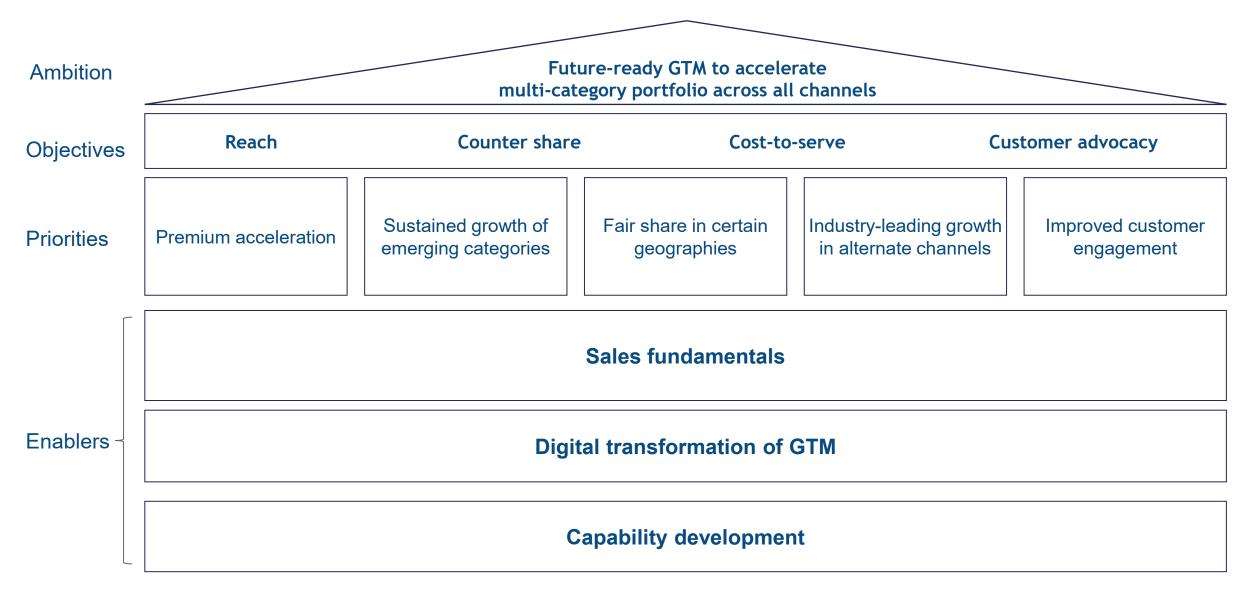
- Backward integrate key & core processes for better control on quality & costs
- Implement sustainability and lean manufacturing

4. Regulatory changes

 With stricter BEE and BIS regulations, it is imperative to have more process control and precision in manufacturing

Transforming GTM Approach: Embarked on a GTM transformation journey to further strengthen our distribution strategy







Environmental, Social and Governance (ESG)

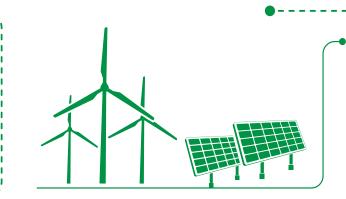
Environmental Sustainability Commitments





50% GHG Scope 1 & 2 Emission Reduction by 2035 (Baseline Year – 2022)





60% Emission Intensity Reduction Per Unit Sales by 2035

(for ceiling fans; Baseline Year- 2022)



Ecolabel Certification for Representative Product by 2030

(Selected Representative Product Across All PLs)





Design for Sustainability (DFS) Program Drive

Program Drive

(Integrate Design Process with Lifecycle Assessment Based Sustainability Tool)





Leading the Industry in Sustainable and Innovative Consumer Durable Products

Sustainable Products



Design & Development of Innovative Products that Minimize Environmental Impacts throughout it's Lifecycle

Innovation: Energy Efficient Product Design (To Address Scope-3, Use Phase Emission Impact)

Natural Resource Optimization through Recycle & Reuse in Design Criteria

Product Stewardship: Minimizing Environmental Impacts throughout Lifecycle

Infrastructure & Facilities



Promote & Encourage Sustainable Infra-Facilities to Reduce Operational Footprint and Minimize Waste.

Emissions Reduction GHG Scope 1 & 2 (RE Use & Energy Efficiency)

Zero Waste to Landfill Reduce, Reuse & Recycle Operational Waste

Transition to Green and Sustainable Infra Facilities

(Green Building Guideline Adaption)

Business Supply Chain



Collaborate & Ensure Sustainable
Environmental Best Practices across Strategic
Supply Chain Partners

Strategic Supplier Capability Building
(To Address Climate action Performance)

Align Strategic Supply Chain Partner with Sustainable Supply Chain Code of Conduct

Encourage & Promote Adoption of Sustainable Tech and Best Practices

Enablers

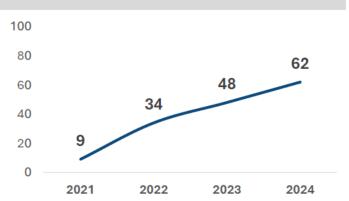
ESG Reporting Updates



S&P Global ESG Score

62/100 | (Industry Average 34/100)

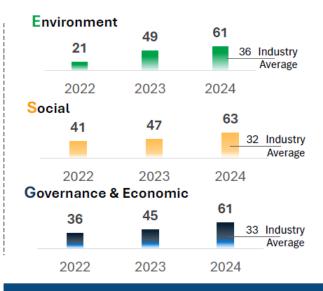
CGCEL S&P Global ESG Score





December 2024

GICS Sector: Consumer Discretionary ESG Score Industry: DHP Household Durables



S&P Sustainability Yearbook Rankings

- Ranked No 1 in India for Sustainability in Household Durables Industry
- Ranked No 3 amongst Global peers in Household Durables Industry



Climate Disclosure Project (CDP)

An investor-minded global not-for-profit rating agency that encourages businesses to voluntarily report on climate indicators

CGCEL Reported 1st Time in 2024,

Rating Received As,

- C for Climate
- B for Water Security

Rating Annex:

- A & A-: Leadership, | B & B-: Management
- C & C-: Awareness, | D& D-: Disclosure,
- F: Failure to Disclose

CSR Initiatives



Water Conservation "Jal Jeevan"



- 116 Water Structures Rejuvenated
- 58,673 Villagers Benefitted
- 1,935 TCM Water Storage Created.
- 250 Acres Additional Land Under
- Cultivation

Skill & Entrepreneurship Development "Saksham | Nayi Disha | Samrudhi"



- 4,921+ Technicians Trained
- 81% Women Involved in Water Management & Agricultural Practices
- 34 Women Electrician Trained followed by 100% Job Placement in Organized Sector

Community Care "Patang | Suvidha"



- 1,462 Students Benefited
- 7,865 Government Welfare Schemes
- Benefited to 4,251 Villagers



Key Strategic Tenets



Crompton 2.0:

Accelerated growth at healthy margins to deliver strong TSR



Protect and grow the core



Fans: Strengthen the core & increase share in premium



Large domestic appliances: Market leading growth





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





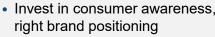
Foray into new segments



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



Brand excellence







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

