

## TTK PRESTIGE LIMITED

### GIST OF INFORMATION TO BE SHARED WITH ANALYSTS - Q4 FINANCIAL YEAR 2013-14

#### GENERAL BACKDROP FOR Q4 OF FY2013-14

##### A. GENERAL ECONOMY

\*CONSUMER SENTIMENT CONTINUED TO BE WEAK

\*INFLATION IN ARTICLES OF DAILY CONSUMPTION PERSISTED

\*NEITHER ECONOMIC NOR POLITICAL CLIMATE WAS CONDUSIVE TO GROWTH

\* KEY SOUTHERN MARKETS YET TO RECOVER FROM DEFICIENT MONSOON AND OTHER DISTURBANCES

\* NON-SOUTH MARKETS ALSO REMAINED SLUGGISH

##### B. SPECIFIC TO COMPANY

\*PREVIOUS YEAR SAW UNPRECEDENTED DEMAND FOR INDUCTION COOKTOPS AND BUNDLED PRODUCTS FOLLOWING ANNOUNCEMENT OF SUBSIDISED GAS CYLINDER CAP OF 6 AND THIS CONTINUED TILL FEB 2013.

\* SUBSIDISED CYLINDER CAP WAS FURTHER INCREASED FROM 9 TO 12 IMPACTING INDUCTION RELATED SALES

\*DUE TO THE ABOVE Q4 RESULTS ARE NOT STRICTLY COMPARABLE TO PREVIOUS YEAR Q4

#### KEY PERFORMANCE HIGH LIGHTS OF QUARTER ENDED 31ST MARCH 2014 ( AS COMPARED TO Q4 OF PREVIOUS YEAR)

\*SALES FOR Q4 DECLINED BY 4% FROM RS.289 CRORES TO RS.278 CRORES  
(THIS DROP IS MUCH LESS THAN THE DROP OF 15% WITNESSED IN Q3).

\*EBIDTA ( BEFORE EXCEPTIONAL ITEMS )DROPPED BY 33% FROM Rs.43.91 Cr to Rs.29.32 Cr

\*EBIDTA MARGIN STOOD AT 10.53% (PRECEDING Q3: 12.87%; PREVIOUS YEAR Q4: 15.17%)  
(THE DROP IS DUE TO SEASONAL DECLINE IN TOPLINE AND UNDERABSORPTION OF PERIOD OVERHEADS)

\* THERE WAS AN EXCEPTIONAL INCOME OF RS.8.10 CRORES BEING LAND COMPENSATION RECEIVED.

\*NET PROFIT AFTER TAX WAS RS.26.21 CRORES AS COMPARED TO 28.03 CRORES

\*EPS STOOD AT Rs.22.51( PY Q4 Rs. 24.72) ON EXPANDED CAPITAL

#### KEY PERFORMANCE HIGH LIGHTS FOR THE FULL YEAR 2013-14 ( AS COMPARED TO THE PREVIOUS YEAR)

\*SALES FOR THE YEAR DECLINED BY 4.5% FROM Rs.1385.89 Cr to Rs.1323.38 Cr.

\*EBIDTA (BEFORE EXCEPTIONAL ITEMS)DECREASED BY 19.4% FROM Rs. 208.45 Cr.to Rs.168.10 Cr.

\*EBIDTA MARGIN STOOD AT 12.7% AS COMPARED TO 15.04% IN THE PREVIOUS YEAR

\*NET PROFIT AFTER TAX DECREASED BY ABOUT 16% FROM Rs.133 Cr TO Rs. 112 Cr

\*EPS DROPPED FROM Rs.117.35 to Rs. 96.78 , PARTLY DUE TO REDUCTION IN PROFIT AND PARTLY DUE TO INCREASE IN SHARE CAPITAL

**KEY BUSINESS FACTS FOR Q4 OF 2013-14**

\*INDUCTION COOKTOPS AND BUNDLED PRODUCTS DECLINED BY 36% FROM Rs.77 cr to Rs.49Cr DIRECTLY DUE TO CHANGE IN GOVERNMENT POLICY WHILE OTHER DOMESTIC CATEGORIES GREW BY ABOUT 7.5 % FROM RS. 199 CR TO 214 CR.

\* VALUE ADDED ITEMS SAW REASONABLE TRACTION AS COMPARED TO MASS PRODUCTS

\*CONSIDERING THAT FY 12-13 WAS AN ABNORMAL YEAR, THERE IS GROWTH OF 19% AS COMPARED TO Q4 OF 2011-12 A COMPARABLE QUARTER WITH NORMAL BASE. ON THE SAME BASE THE GROWTH IN "NON INDUCTION PRODUCTS" WAS 29%.

\*OUR BRAND SALIENCE CONTINUES TO BE HIGH EVEN IN THIS DEPRESSED MARKET

\*EBIDTA MARGIN WAS IMPACTED ON ACCOUNT OF DROP IN TOPLINE RESULTING IN UNDERABSORPTION OF INCREMENTAL OVERHEADS

\*INDEGNISATION OF PRODUCTION/ASSEMBLY OF SOME PRODUCTS HAS YIELDED BENEFITS

\*EXPORTS INCREASED BY 18% FROM RS.11.54CR TIO RS.13.63 CR.

\*NET ADDITION TO PRESTIGE SMART KITCHEN NETWORK WAS 27 TAKING THE TOTAL TO 536

\*NET BORROWING STOOD AT AROUND 12 Cr.

**SALES BREAK UP (RS CRORES)**

	Q4 2013-14	Q4 2012-13	GROWTH		12 mths 2013-14	12 mths 2012-13	GROWTH
COOKERS	104	98	6.1%	COOKERS	494	511	-3.3%
COOKWARE	52	55	-5.5%	COOKWARE	227	245	-7.3%
APPLIANCES	113	126	-10.3%	APPLIANCES	564	584	-3.4%
OTHERS	9	10	-10.0%	OTHERS	38	46	-17.4%
TOTAL	278	289	-3.8%	TOTAL	1323	1386	-4.5%

PROPORTION TO SALES	Q4	Q4	12 MONTHS	
	2013-14	2012-13	2013-14	2012-13
COOKERS	37.4%	33.9%	37.3%	36.9%
COOKWARE	18.7%	19.0%	17.2%	17.7%
APPLIANCES	40.6%	43.6%	42.6%	42.1%
OTHERS	3.2%	3.5%	2.9%	3.3%
TOTAL	100.0%	100.0%	100.0%	100.0%

**GOING FORWARD**

\*THOUGH THE CONSUMER SENTIMENT CONTINUES TO BE WEAK DOMESTIC SALES GREW BY 14% IN THE MONTH OF APRIL 2014

\*COMPANY IS FOCUSING ON NEW PRODUCT LAUNCHES AND BRAND PROMOTION TO GET BACK INTO GROWTH MODE

\* BETTER MONSOON AND A STABLE NEW GOVERNMENT WITH DEVELOPMENT FOCUS CAN FACILITATE GROWTH