

## TTK PRESTIGE LIMITED

### GIST OF INFORMATION TO BE SHARED WITH ANALYSTS - Q1 2014-15

#### GENERAL BACKDROP FOR Q1 OF FY 2014-15

##### A. GENERAL ECONOMY

THE CAPITAL MARKET SENTIMENT SHOWED BUYOANCY DUE TO POLITICAL FACTORS

YET, THE CONSUMER SENTIMENT DID NOT SHOW MARKED IMPROVEMENT

INFLATIONARY TRENDS IN ARTICLES OF DAILY CONSUMPTION COUPLED WITH WEAK MONSOON CONTINUED TO HAVE DAMPENING EFFECT ON THE CONSUMER SENTIMENT.

KEY SOUTHERN MARKETS SHOWING SOME SIGNS OF RECOVERY

POWER CUTS IN TAMIL NADU EASED FROM JUNE 2014

NON-SOUTH MARKETS REMAIN SLUGGISH

##### B. SPECIFIC TO COMPANY

BASE EFFECT DUE TO INDUCTION COOKTOP BUNDLED PRODUCTS HAS CEASED

#### KEY PERFORMANCE HIGH LIGHTS OF 1st QUARTER ENDED 30th June 2014 ( AS COMPARED TO Q1 OF PREVIOUS YEAR)

SALES GREW BY ABOUT 10% from Rs. 313 Cr to Rs. 344 Cr

EBIDTA WAS 42.23 Cr ( PY Q1 : Rs.43.10 Cr)

DEPRECIATION CHARGE IS HIGHER DUE TO CHANGES BROUGHT BY COMPANIES ACT, 2013

NET PROFIT AFTER TAX WAS Rs. 25.81 Cr. ( PY Q1 25.79 Cr.)

EBIDTA MARGIN STOOD AT 12.3% AS COMPARTED TO PY ANNUAL AVERAGE OF 12.7%

EPS WAS Rs. 22.17 (PY Q1 Rs.22.74)

#### KEY BUSINESS FACTS FOR Q1 OF 2014-15

MARKETING INPUTS AND NEW MODELS, BESIDES IMPROVEMENTS IN KEY SOUTHERN MARKETS, ENABLED GROWTH IN DOMESTIC MARKET ESPECIALLY THE SOUTHERN MARKETS

EXPORTS GREW BY 43% FROM Rs.11.46 CR TO 16.35 CR

COMPANY ENTERED NEW CATEGORY - WATER FILTERS WITH SWISS TECHNOLOGY INITIAL LAUNCH WELL RECEIVED BY THE MARKET.

NET ADDITION TO PRESTIGE SMART KITCHEN NETWORK WAS 10 TAKING THE TOTAL TO 546

THE NET BORROWINGS OF THE COMPANY AS ON 30TH JUNE 2014 WAS NIL

**SALES BREAK UP (RS CRORES)**

	Q1 FY 14-15	Q1 FY 13-14	GROWTH
COOKERS	135	119	13%
COOKWARE	56	48	17%
APPLIANCES	140	138	1%
OTHERS	11	8	38%
TOTAL	342	313	9%

PROPORTION TO SALES	Q1 FY 14-15 CURRENT	Q1 FY 13-14 PRE YEAR
COOKERS	39.5%	38.0%
COOKWARE	16.4%	15.3%
APPLIANCES	40.9%	44.1%
OTHERS	3.2%	2.6%
TOTAL	100.0%	100.0%

**GOING FORWARD**

NEW BUDGET PROPOSALS EXPECTED TO DRIVE CONSUMPTION

WEAK MONSOON CAN IMPACT PRICES OF ESSENTIAL ITEMS AND AGRICULTURAL SECTOR. THESE CAN HAVE ADVERSE IMPACT ON DISPOSABLE INCOME

COMPANY IS TRYING TO DRIVE EXPORT BUSINESS TO HEDGE AGAINST ANY DROP IN EXPECTED DOMESTIC DEMAND