

#### **BUTTERFLY GANDHIMATHI APPLIANCES LIMITED**

/On line submission/

May 28, 2018

General Manager – DCS, Dept. of Corporate Services, BSE Ltd, Floor I, P.J.Towers, Dalal Street, Mumbai – 400 001 Scrip: 517421 Manager, National Stock Exchange of India Ltd Exchange Plaza, BandraKurla Complex, Bandra (E), Mumbai – 400 051 Scrip: BUTTERFLY

Dear Sir,

### Butterfly Gandhimathi Appliances Limited – Results presentation for the fourth quarter ended on 31.03.2018

Enclosed please find the Company's Performance/Results presentation for the fourth quarter ended on 31.3.2018, which may please be uploaded on the website for information of our investors.

Thanking you,

Yours faithfully, For Butterfly Gandhimathi Appliances Limited

Company Secretary & General Manager (Legal)



# BUTTERFLY GANDHIMATHI APPLIANCES LIMITED

**RESULTS PRESENTATION** 

Q4 FY18 www.butterflyindia.com

# Safe Harbour

Certain statements in this presentation concerning our future growth prospects are forward looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, fluctuations in earnings, our ability to manage growth, competitive intensity in our industry of operations including those factors which may affect our cost advantage, wage increases, our ability to attract and retain highly skilled professionals, sufficient availability of raw materials, our ability to successfully complete and integrate potential acquisitions, liability for damages on our contracts to supply products, the success of the companies in which Butterfly Gandhimathi Appliances Ltd has made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Butterfly Gandhimathi Appliances Ltd may, from time to time, make additional written and oral forwardlooking statements, including our reports to shareholders. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company

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# 1 Company Overview

# **About Us...**

Leading manufacturer of Kitchen and Electrical Appliances

Market Leader in India for SS LPG Stoves & Table Top Wet Grinders and major supplier of Mixer Grinders & Pressure Cookers

The 'Butterfly' brand is a highly respected brand synonymous with quality

Established in 1986 by Shri V. Murugesa Chettiar – currently helmed by 2nd and 3rd generation of promoter family

Headquartered in Tamil Nadu with Pan India presence

Strong R&D focus which has led to several pioneering initiatives and continues to drive in-house development of new products

# **Quick Facts**

#1

IN INDIA
FOR SS LPG STOVES
& TABLE TOP WET GRINDERS

NOW PRESENT IN ALL

29

STATES IN INDIA

1.16

NET DEBT / EQUITY RATIO 12.8%

REVENUE CAGR FY10-18

SALES OF BRANDED PRODUCTS IN FY18

537

**CRORE** 

33.5%

REVENUE GROWTH OVER FY17 IN THE TOP

3

IN INDIA FOR DOMESTIC KITCHEN APPLIANCES

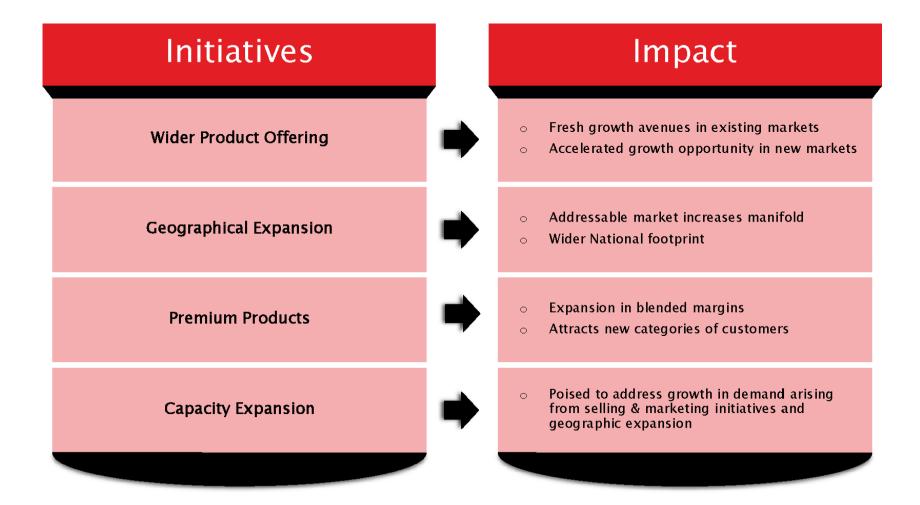
500 +

EXCLUSIVE DISTRIBUTORS ACROSS INDIA

15%

OF FY18 REVENUES FROM NON–SOUTH STATES

# **Growth Levers**





# **Overview Milestones**

- First to Launch Stainless Steel Vacuum Flasks in India
- Launched Mixer Grinders

1989

1994

Listed on RSE

 First in India to be awarded ISO 9000 certification for its LPG Stoves and Mixer Grinders

- Launched proprietary 3 conical stone grinding technology
  - 1999

 Bagged the first TNCSC order of Rs. 285 crore for manufacturing of Table Top Wet Grinder and Mixer Grinders – Highest in the organized sector Name changed to

Butterfly Gandhimathi Appliances Ltd from Gandhimathi Appliances Ltd

2011

- Launched 4 new Product Categories
- Added 60 SKUs to product range
- Enhanced Pan-India presence to include all 28 states
- Acquired a division from Associate Company LLM Appliances

2014

 First in India to be awarded "BEE Label with 2 star rating" for manufacture of LPG stoves

 Successful completion of both TNCSC and Pondicherry Co-op Wholesale Stores orders

2016

#### 1986

- Year of Incorporation
- Imported machinery to set up manufacturing operations
- First to launch Stainless Steel Pressure Cookers in India
- Launched LPG Stoves

#### 1992

Invented Brazing
 Machine with In house Technology
 which replaced
 the hazardous
 copper plating
 process for
 Pressure
 Cooker/Utensils successful
 indigenous
 substitution for
 imported

#### 1998

 Awarded patent for 3 conical stone Table Top Wet Grinder

#### 2000

Awarded ISO •

certification

Wet Grinder

2002

for Table Top

9000

 Commenced exports to USA, UK, Canada, Mauritius, Australia & Japan

#### 2005

First in India to receive "GREEN LABEL"
Certification for high thermal efficient LPG Stoves

#### 2012

Preferential Issue to

Reliance PE - raised Rs.

100 crore of growth capital
Net sales crossed Rs.
500 crore – growth of
140% over the previous
fiscal

 Established a branch office in the United Kingdom to oversee and promote exports in the region

#### 2015

 Bagged the TNCSC order for the 4th consecutive year – latest order amounting to Rs. 510 crore for manufacturing of TTWGs

Won order for Rs.
 90 crores from
 Pondicherry Co-op
 Wholesale Stores
 to supply TTWGs
 and mixer grinders

#### 2018

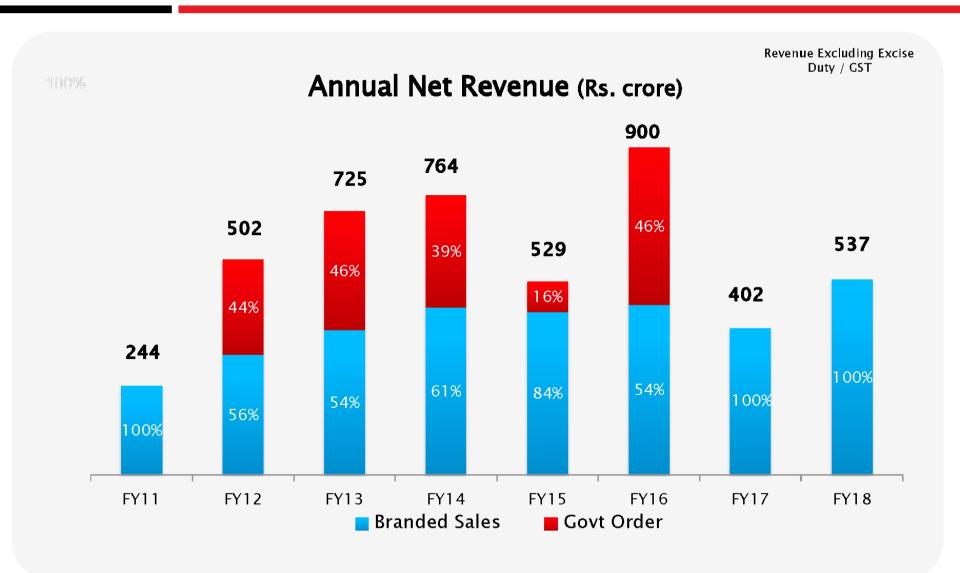
- Re-Launch of Stainless Steel Vacuum Flasks
- Registered with Alternate Channel like Canteen Stores Dept (CSD).., TNPC (Tamilnadu Police Cateen).

Online etc

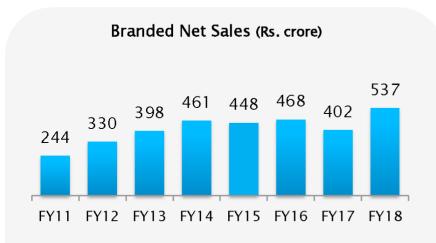


technology

# **Revenue Profile**



# **Branded Retail Sales**

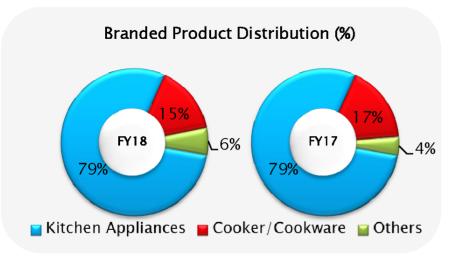


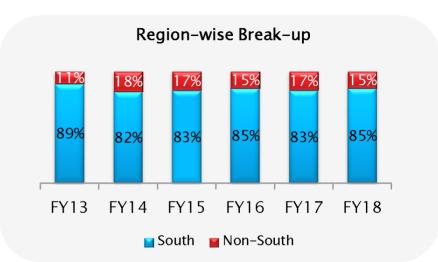
#### **Through Institutions**

- · Tie ups with Gas dealers of IOCL, BPCL and HPCL
- Customers for new gas connection are provided with cobranded products manufactured by BGMAL

## Through Retail Marketing

- Network of 430+ exclusive distributors
- Distributors supply to dealer network which is customer facing
- Tie-up with Modern Trade, CSD, CPC, TNPC etc.
- 22000+ retail points across the Indian map

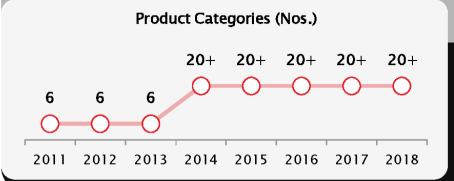


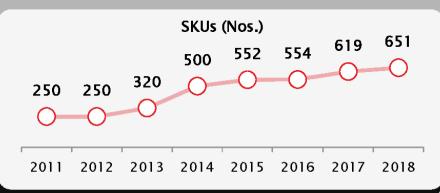




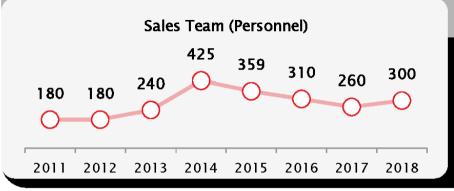
# **Augmenting Organic Growth**

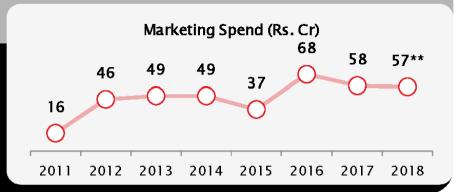
#### Increased Product Categories For Wider Product Portfolio And Higher Market Share





#### Enhancing Sales and Marketing Efficiency For Better Penetration And Brand Development





\*\* Including Rs.3 Cr spent on new channels

