

February 8, 2022

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai- 400 001 Scrip Code: 543260 National Stock Exchange of India Ltd. Exchange Plaza, Plot no. C/1, G Block, Bandra-Kurla Complex Bandra (E), Mumbai - 400 051 NSE Symbol: STOVEKRAFT

Dear Sir/Madam,

Sub: Investor Presentation for Q3 and 9M FY22

As per Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the Investor presentation for Q3 and 9M FY22.

Kindly note our earnings call is scheduled on 09th February 2022 (Wednesday) at 10:30 AM, IST.

Please take the same on record.

Thanking you, For Stove Kraft Limited

Elangovan. S Company Secretary



Stove Kraft Limited

#81/1 Medamaranahalli Village, Harohalli Hobli, Harohalli Industrial Area, Kanakapura Taluk, Ramanagara District, Bengaluru, India- 562 112
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STOVE KRAFT LIMITED

NEW-AGE SOLUTIONS FOR THE NEW-AGE HOME

Stunning, elegant products that speak out your class



February 2022



Safe Harbor



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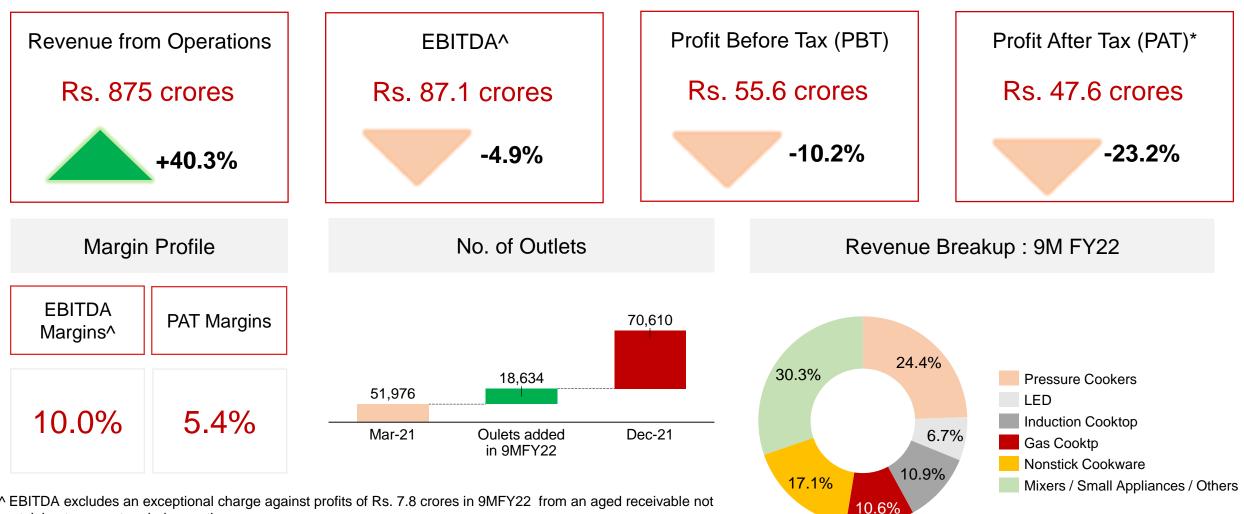
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Q3 & 9M FY22 Financial Performance

9M FY22 Performance

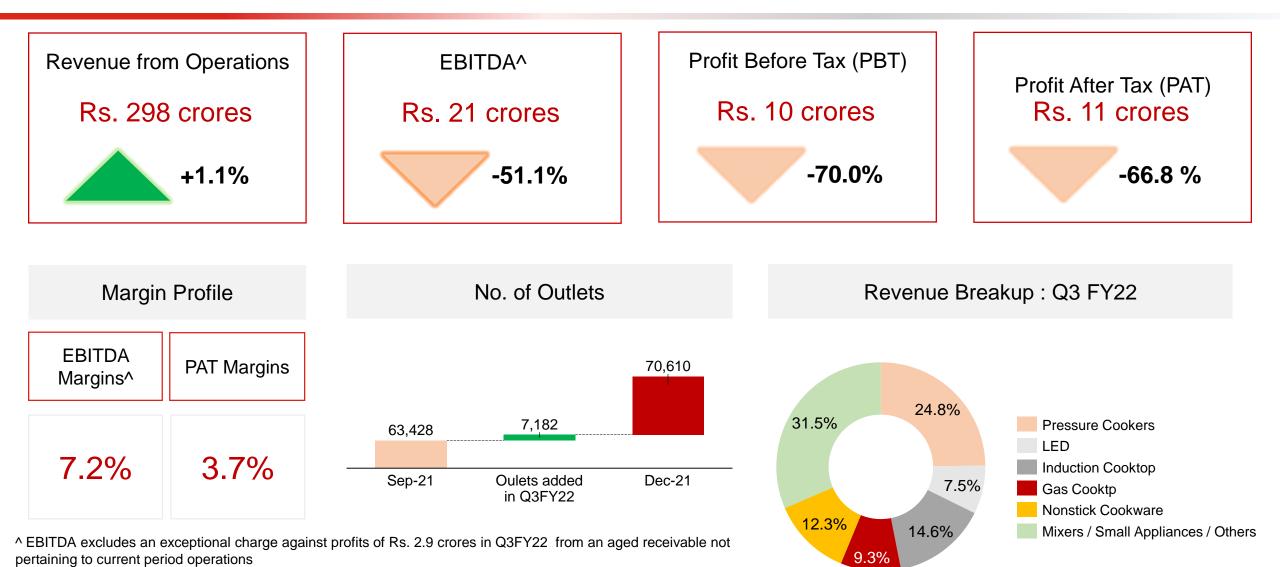


^ EBITDA excludes an exceptional charge against profits of Rs. 7.8 crores in 9MFY22 from an aged receivable not pertaining to current period operations

* Profit After Tax (PAT) is lower by Rs. 8.1 crores as the Company has started paying/providing for income taxes after setting off accumulated losses b/f from previous years

Q3 FY22 Performance

STOVEKRAFT

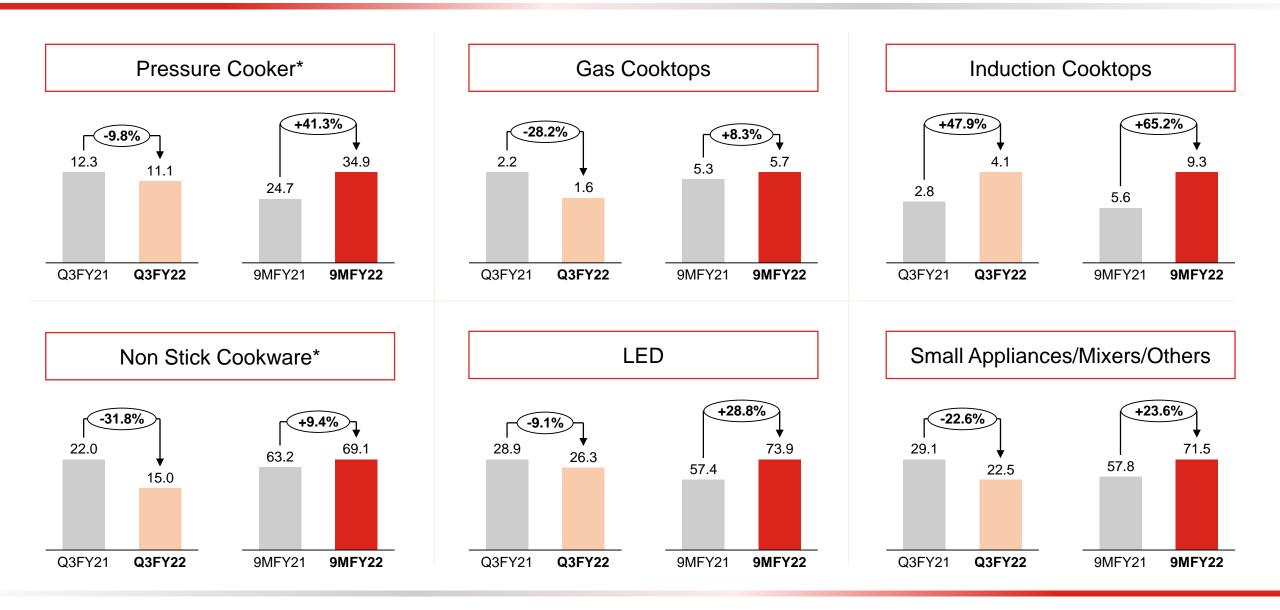




- The quarter saw a tepid growth in revenue vis-à-vis last year. This was primarily driven by a higher base in FY20 since Diwali
 was in middle of November last year and consequently had a positive impact in third quarter of FY20. For this year, majority of
 the Diwali purchases occurred before 3rd quarter and as a result volumes were relatively muted when compared to last year
- Company witnessed cost pressures from raw material price increase. However, the Company did not pass on this increase to end-consumers as Company was expecting this increase to reverse. The company has increased its price in Q4 and going forward, the impact of raw material price increase will be limited on margins
- In addition, the Company continues to focus on backward integration of the facilities, thereby increasing efficiencies and reducing costs
- The Company continues to invest and expand product offerings both organically and inorganically. The Company is entering into branded modular kitchen segment and electric switches & accessories segment through acquisition of Metsmith and business of SKAVA Electric respectively
- Expansion of distribution network coupled with increased product offerings and technology upgradation will offer significant growth opportunities in the future and also allow Company to increase its market share

Increased Volumes during 9M FY22

STOVEKRAFT





Branded Modular Kitchen Segment

- Stove Kraft will enter into branded modular kitchen segment through acquisition of Metsmith, along with the entire team of operations and designers
- A Pigeon RTA kitchen with plywood kitchen cabinets, granite top, kitchen sink, chimney, cooktop & accessories shall be available to the customer from April 2022 at an all delivered starting price of INR69,990/-
- Company will incur additional capex to expand capacity as well as automate the lines in the near future
- This market is currently dominated by unorganized / unbranded players and represents a strong opportunity to disrupt and capture market share

Electric Switches and Accessories

- Through acquisition of business of SKAVA Electric Private Limited, Stove Kraft will offer low voltage switchgear solutions like electrical switches, sockets, distribution boxes, switch boards, M.C.B, bulb holders, etc.
- Total consideration of Rs. 4 crores; For FY21, this business recorded revenues of ~INR10 Cr.
- As part of this transaction, promoter of SKAVA will join Stove Kraft as a business head of this segment and ensure smooth transition and support future business growth
- Stove Kraft will also incur additional capex of Rs. 5 crores over next 3-4 years on moulds and machines to increase production capacity

Both these businesses will leverage Stove Kraft's manufacturing expertise, strong brand recall and pan-India distribution network

Profit & Loss Statement – Q3 & 9M FY22



Profit & Loss Statement (Rs. Crs.)	Q3 FY22	Q3 FY21	Y-o-Y	9M FY22	9M FY21	Y-o-Y
Revenue from Operations	298.0	294.7	1.1%	875.0	623.5	40.3%
Cost of Materials Consumed	206.7	144.7		553.2	304.7	
Purchase of stock-in-trade	39.9	45.4		90.8	106.9	
Changes in Inventories of Finished Goods and Work in Progress	-42.9	-0.6		-53.5	-7.6	
Gross Profit	94.3	105.1	-10.3%	284.5	219.4	29.7%
GP %	31.7%	35.7%		32.5%	35.2%	
Employee Benefits Expense	33.5	23.6		87.6	54.8	
Other Expenses	39.4	37.5		109.9	73.0	
EBITDA	21.5	44.0	-51.1%	87.1	91.6	-4.9%
EBITDA %	7.2%	14.9%		10.0%	14.7%	
Other Income	0.1	0.1		0.6	0.7	
Depreciation and Amortisation Expense	5.6	3.8		14.5	10.6	
EBIT	15.9	40.3	-60.4%	73.2	81.7	-10.3%
Finance Costs	3.0	5.6		9.8	15.6	
Allowance for expected Credit Loss	2.9	1.2		7.8	4.0	
РВТ	10.0	33.5	-70.0%	55.6	62.0	-10.2%
Total Tax Expense	-1.1	-		8.1	0.0	
Profit for the year	11.1	33.5	-66.8%	47.6	62.0	-23.2%
PAT %	3.7%	11.4%		5.4%	9.9%	



About Stove Kraft Limited

About Stove Kraft Limited





Key Milestones



1999	2001	2003	2008	2010
STOVEKRAFT	Gilma	Pigeon	Xsidbi	SEQUOIA 🖳
Incorporated Stove Kraft as a Pvt. Limited	Granted trademark registrations for Gilma	Granted trademark registrations for Pigeon	Investments by SIDBI Commenced production at Harohalli facility	First Investment by Sequoia
2014	2015	2018	2019	2021
			Eind your own light Dealers a state and the set of the	
Commenced exports to retailers in the USA	Certificate of registration of design was granted for our product 'Super cooker'	Achieved sales of 9.1 million units	LED Plant in Bangalore & Inner Lid Cooker Plant in Baddi, HP	IPO with listing on NSE and BSE

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Competitive Strengths

STOVEKRAFT



1. Diverse range of products across consumer preferences...

STOVEKRAFT

BLACK+ Pigeon Tilma Pigeon ive in tomorrow I FN • Cookware–Pressure cooker, wonder cast cookware, non-stick cookware, electric rice cookers and titanium hard anodized cookware LPG Stoves Small appliances –Food processors, juicers, hand blenders, hand mixers, LED bulbs Massage apparatus Cooktops and other kitchen solutions –Hobs, glass cooktops, stainless steel mini choppers, oven toaster grills, rice cooktops, induction cooktops and chimneys cookers, coffee makers, toasters, Water heaters Battens sandwich makers and kettles Chimney Downlights • Small appliances - Mixer grinders, rice cookers, electric kettles, toasters, sandwich makers, knives, steam irons, juicers, food steamers, air fryers and Hobs Other products –Steam irons, dry electric grills irons, water heaters and oil fin Cooktops radiators · Other products - Emergency lamps, water bottles and flasks, aluminum Kitchen sinks ladders, cloth dryers, water heaters, dustbins and mops Multi-brand approach to capture the entire value chain...



*Source: F&S Report

1. ...with continuous focus on innovations



Consistent launch of innovative products





Super Cooker Registered design with customizable products into multiple utilities Super Storm Advanced With forced air-cooling technology



Infinity Glass Cooktop Glass cooktops with a fastener free body



Upcoming Launches

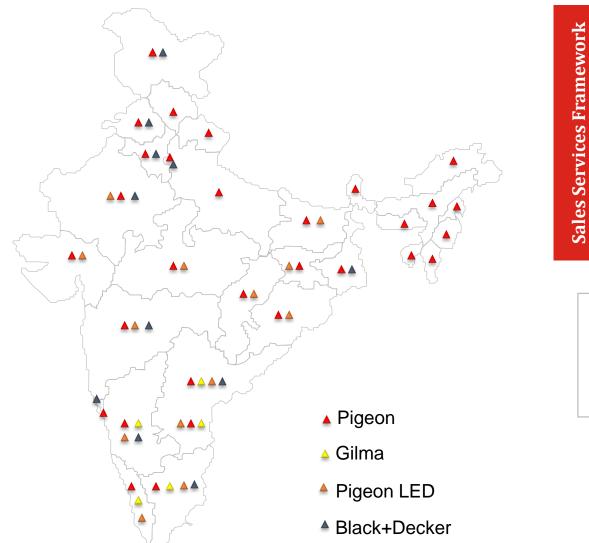
Personal Blender

Pro Chopper



2. Well connected distribution network...



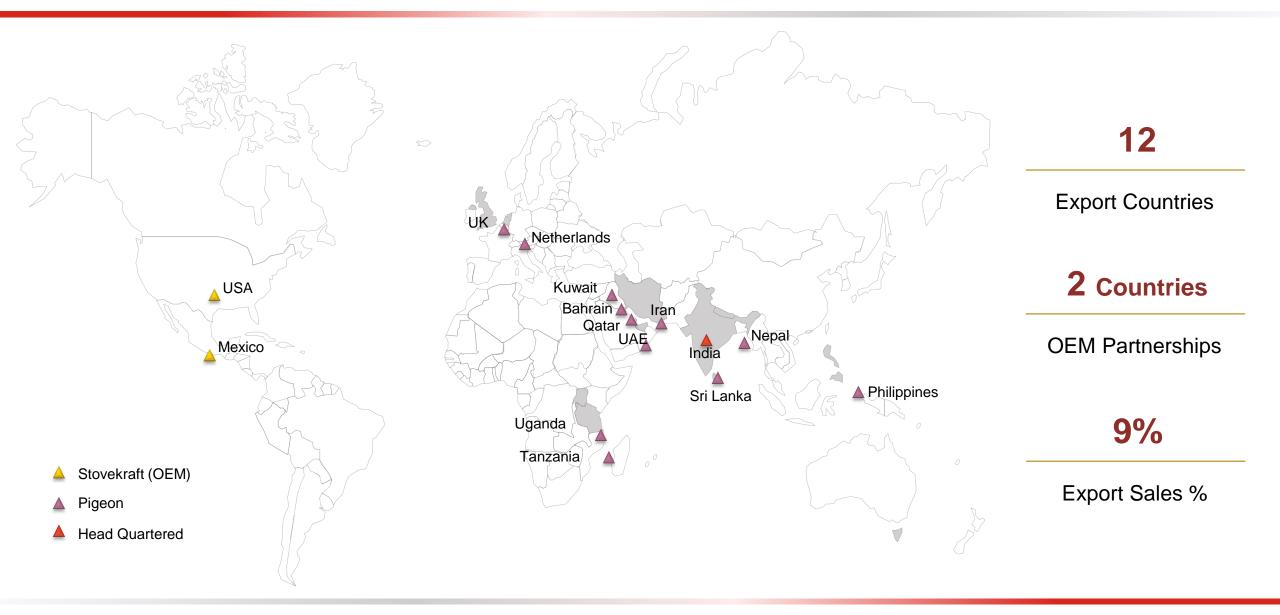


- Implemented BIZOM for tracking and capturing movement of field sales executives and service engineers on real time basis
- Utilise DMS to track secondary and tertiary sales and maintain inventory level at the distributor's centre
- Dedicated service team with full in-house capabilities
- End services provided through company technicians
- Centralized CRM software enables tracking of customer requests, pre-installation & post-sales support
- Centralized call centres and allocation of service requests to branches based on mapping
- Dedicated mobile app for Gilma customers to raise installation and post sales services requests



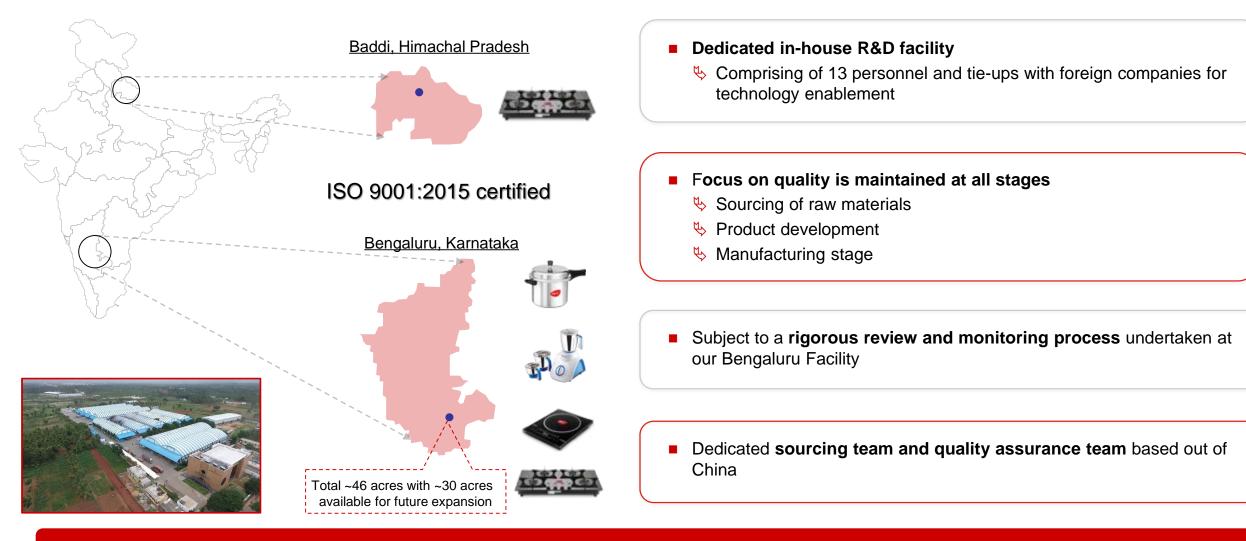
2. ... with huge exports opportunity





3. State of the Art Manufacturing Facilities with focus on quality





Both facilities have a high level of backward integration, and our manufacturing process is not dependent on third party suppliers and OEMs

3. Backward Integration of our Facility





Pressure Cooker Gasket Manufacturing Plant

- Backward integrated to now make all our pressure cooker gaskets in house
- The facility has a testing and formulation lab as well which allows us to improve the life of the gasket without compromising on its quality



Glass Lid Manufacturing Plant

- At 32,000 lids a day we have our 100% requirement being covered by this plant
- We can control the size, the tempering as well as the curvature of the lids in this facility giving us the flexibility for our varied products with glass lids

4. Wide range of branding and marketing



BLACK+

DECKER

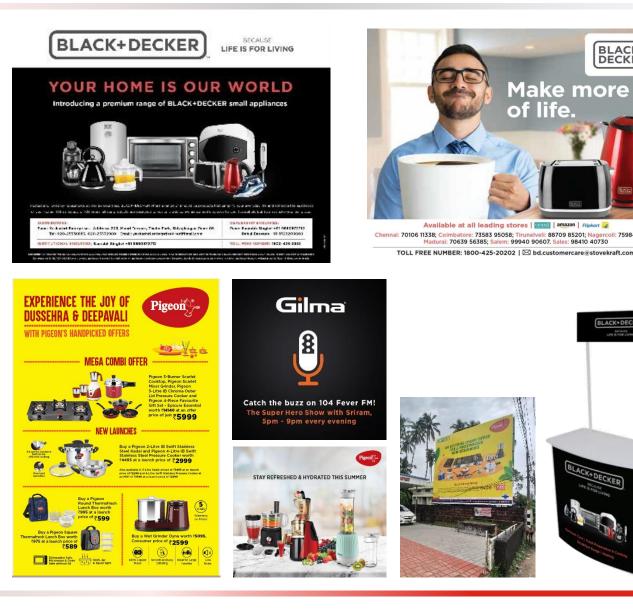
BLACK+DECKER

Brand popularity and recall value is maintained by a wide range of marketing and advertising activities coordinated by in-house team of 5 personnel

- in-shop displays, merchandising, kiosks, live demo stands and social media marketing
- continuously engage with various publications, TV channels and other media

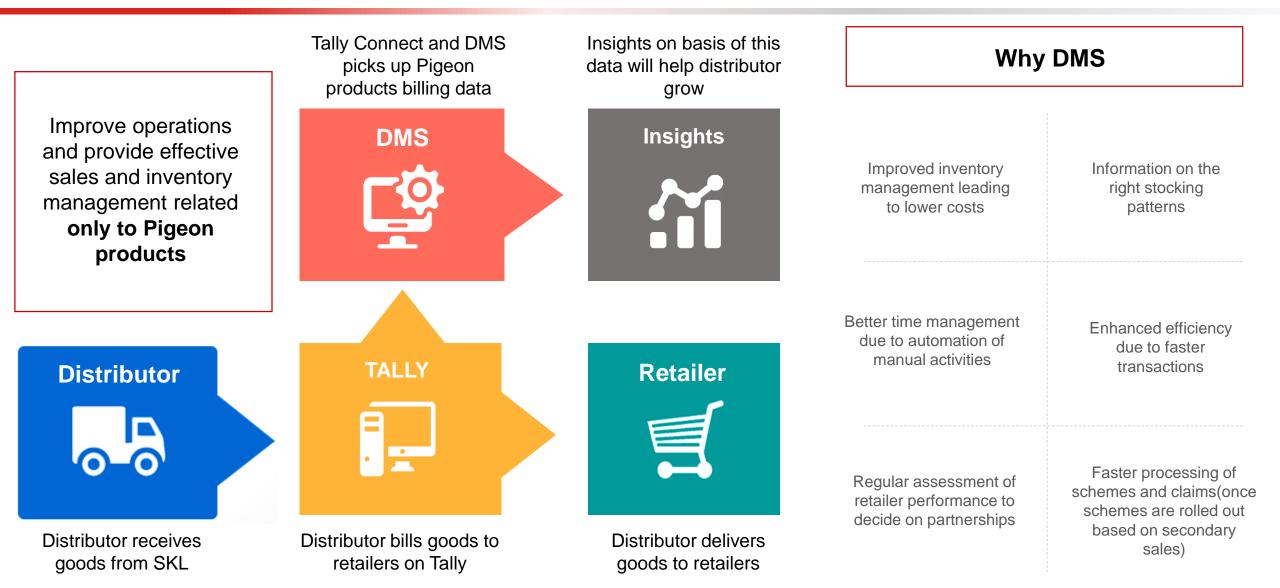
Diversification of product portfolio to suit the needs of customers by regularly seeking insights and feedback from them

Allows customers to engage with the brand specifically designed for their budget and lifestyle



4. Introducing Distributor Management System





5. Professional Management





Mr. Rajendra Gandhi, Managing Director

- Founder of Stove Kraft with over 21 years of experience
- Entrepreneur who built Stove Kraft to one of the leading brands*for kitchen appliances in India
- Continues to be closely involved in the day-to-day affairs of the Company and is instrumental in promoting Stove Kraft's culture of innovation



Mr. Rajiv Mehta, Chief Executive Officer

- Independent director on the board of Stove Kraft since June 2018 & has been redesignated as the CEO with effect from September 2019
- Previously worked as the CEO of Arvind Limited
- Bachelor's degree in Chemical Engineering from the University of Mumbai and a Master's degree in Science from University of Pennsylvania; MBA from INSEAD



Mr. A.S. Balaji, Chief Financial Officer

- Chartered Accountant and Cost Accountant over a decade of rich experience in finance, business excellence, process automation & risk consulting.
- Previously associated with reputed organizations like CavinKare Pvt Ltd and KPMG
- Demonstrated history of working with private and publicly held companies in diverse industries including FMCG, Logistics, insurance, manufacturing etc.

Ms. Neha Gandhi, Executive Director

- Holds a Bachelor's Degree in Business Administration from Christ University (Bengaluru) and completed Post Graduation Certificate Program in Sales and Marketing Management from MICA
- Served as a Graduate Trainee at Viacom18

Mr. Manoj N G, National Sales Head – Pigeon Division

- Holds a degree of B.Sc., (Calicut University); PGDM in business administration, Xavier Institute of Management & Entrepreneurship, Bangalore
- 16+ years of experience in the durable consumer goods sector
- Prior experience Stints with Samsung India Electronics, Panasonic India, MIRC Electronics, IFB Industries, BPL & TCL India Holdings

Mr. Venkitesh N, Head –Corporate Planning

- Bachelor's degree in Technology from
 University of Kerala
- 25+ years of experience in manufacturing, product development and project management with a stint in BPL for 13 years

Mr. Rohit Mago, CEO – Baddi Manufacturing Unit

- B Sc, Government Autonomous Science College, Jabalpur; MBA, Rani Durgavati Vishwavidyalya; Post-graduate certificate in retail management, XLRI Jamshedpur
- 18+ years of experience including a 14year stint with HPCL



5. Backed by Experienced Board



Ms. Shubha Rao Mayya, Independent Director

Holds a bachelor's degree in commerce from the University of Mumbai and is a chartered accountant with the Institute of Chartered Accountants of India

Prior experience includes ICICI Limited, ICICI Prudential Life Insurance Company and Tata Consultancy Services

Serves as a Director on the board of Ace Manufacturing System Limited

Mr. Lakshmikant Gupta, Independent Director

Holds a bachelor's degree in economics from Hans Raj College, University of Delhi and a post-graduate diploma in business management from Institute of Management Technology, Ghaziabad

Previously associated with Ibibo Group, Procter & Gamble and Girnar Software

Mr. Bharat Singh, Nominee Director

Previously worked as CFO of Ibibo Group and SBI Business Process Management Services

Holds a bachelor's degree in commerce from the University of Delhi and is a Chartered Accountant with the Institute of Chartered Accountants of India

Mr. Rajendra Gandhi, Managing Director

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Entrepreneur who built Stove Kraft to one of the leading brands*for kitchen appliances in India

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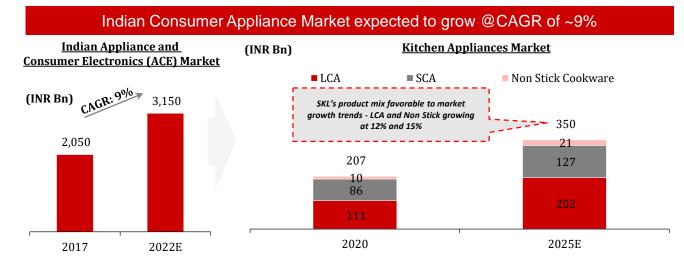
Growth Strategies





Shift in Consumption Patterns and Favourable Governments Policies





India Government's Policies Favourable For The Consumer Appliances Industry

- Shift from unorganized sector to organized sector in Indian manufacturing with the GST Implementation.
- Lower tax brackets (5%, 12% and 18%) used for Indian Kitchen Items vs excise +VAT taxed at ~31%
- · Make In India Initiative gave ACE market necessary boost which fostered Retail Manufacturing
- Pradhan Mantri Ujjwala Yojana – Target to provide 5 Crore LPG connection to under privileged women
- Majority Kitchen appliances are electricity driven, electricity consumption tripled since 2000
- Niche market for foreign investors, as Govt. allowed 100% FDI through automatic route in the electronic hardware manufacturing sector

Key Growth Drivers

Moving towards Aspirational Lifestyle from functional Kitchen tools

Need for Space Utilization – Emerging Concept of Modular Kitchen

Growth of E-Commerce and easy Financing options

Awareness of Cookware through Mass Media and Retality Programs

Health and Environment Concerns

Technological Advancements

•All information on this slide is obtained from the industry report prepared by Frost & Sullivan (India) Ltd. titled "Kitchen Appliances Market in India" dated December 16, 2019, read with the revised industry report dated November 24, 2020 ("**F&S Report**"); "E" signifies Estimated

SKL partnered with

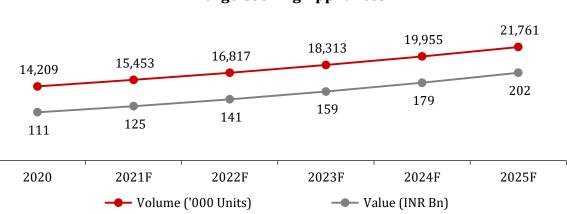
HPCL & Indian Oil for

providing cooktops with every new gas

connection

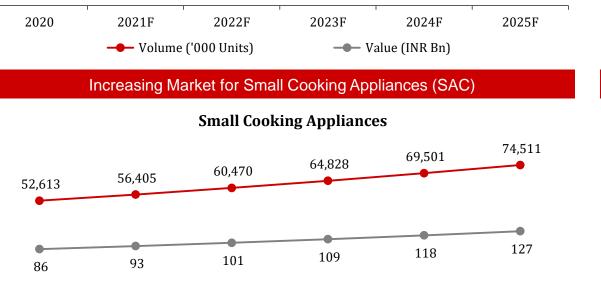
Indian Large & Small Cooking Appliance Market



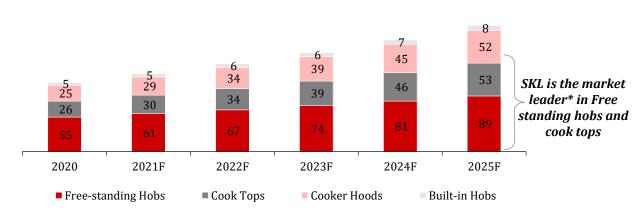


Large Cooking Appliances

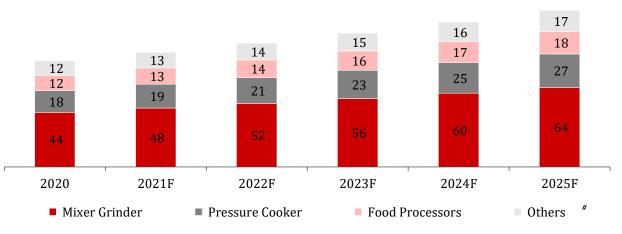
Increasing Market for Large Cooking Appliances (LAC)



Increasing Trend by Sub Segments - Value (INR Billion)



Increasing Trend by Sub Segments –Value (INR Billion)



* As per market share of retail sales volume; # Others include electric rice cooker, blenders, electric kettle, coffee maker and juice extractor

2023F

2024F

2022F

2021F

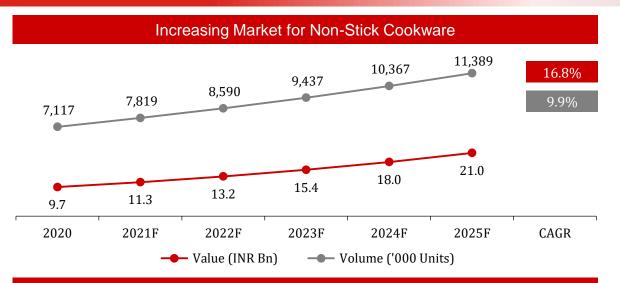
---- Volume ('000 Units)

2020

2025F

Non – Stick Cookware and Indian Household Utility Products



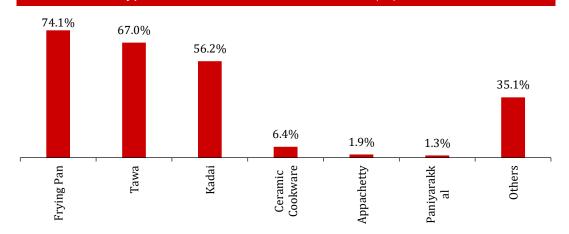


Company has prominent position in South India for non-stick cookware

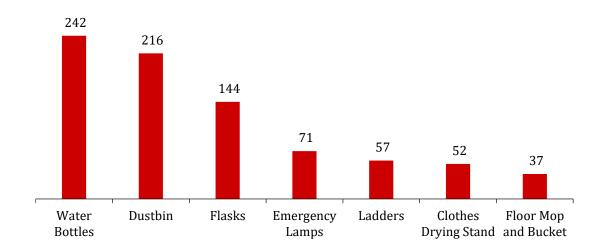
- Stove Kraft Limited is the 3rd largest market share (12.4%) by volume in Non- Stick Cookware
- It enjoys a prominent position in the Non-Stick cookware market in the southern region
- Stove Kraft Limited has one of the few facilities in India to have an automated roller coating line for manufacturing of non-stick cookware
- It offers special range of products which cater to the regional cuisine of Southern India
- Latest innovation aimed at product efficiency and user convenience includes a new MIO[™] nonstick cookware range
 - Developed using latest Italian technology
 - ensuring high durability and smoothness
 - Range has 5 layer 'Scandia' coating



Types of Non-Stick Cookware Used (%) in 2020



Household Utility Products – Market INR Billion in 2018



•Except for Company specific information, all other information on this slide has been obtained from the industry report prepared by Frost & Sullivan (India) Ltd. titled "Kitchen Appliances Market in India" dated December 16, 2019, read with the revised industry report dated November 24, 2020 ("**F&S Report**")

Awards & Recognition



Awarded the 'Gold Award' by Quality Circle Forum of India (Bengaluru chapter) in the years 2013 and 2014



Awarded 'India's Most Admired Brand 2016' by White Page International

'The Most Admired Brands 2016'

A significant research inflative of White Page International along to assurate the highest standards of excellence for meadle engaging or maniment learner across Acad base not her growth, notweight and a science fight at networked in a consumer expected on the dealer water for its products & sewites and evented near obsolution research and annothing to obtain these.

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Few branch series and Tai 100 Asia sA 501 pile's Work Administ Branch strates 25 sategories are is will enough



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CSR Activities





Enriching Lives

In an area that was suffering from the shortage of one of the most basic needs of life, we worked to alleviate the pain of the people, however much we could. Stove Kraft saw to the drilling of a bore-well for the local village in order to meet the water-needs of the villagers. The water is now supplied by the local governing authorities through their domestic water-supply scheme. The lives of over 200 families have been enriched by the water of this well and it gives us immense pleasure to have been able to do our share for the community.

Uplifting Primary Education

Seeing to the proper development of the future generation of our country remains to be one of the primary concerns of our CSR policy. Stove Kraft sponsored the complete repair and renovation of numerous portions of a local, government primary school. We also undertook the repair and construction of hygiene facilities for young boys and girls. So that the students do not need to sit on the ground at school, we also provided desks and benches for them. Since 2010 we have started the annual ritual of providing 60 students with books and stationery for the entire year.

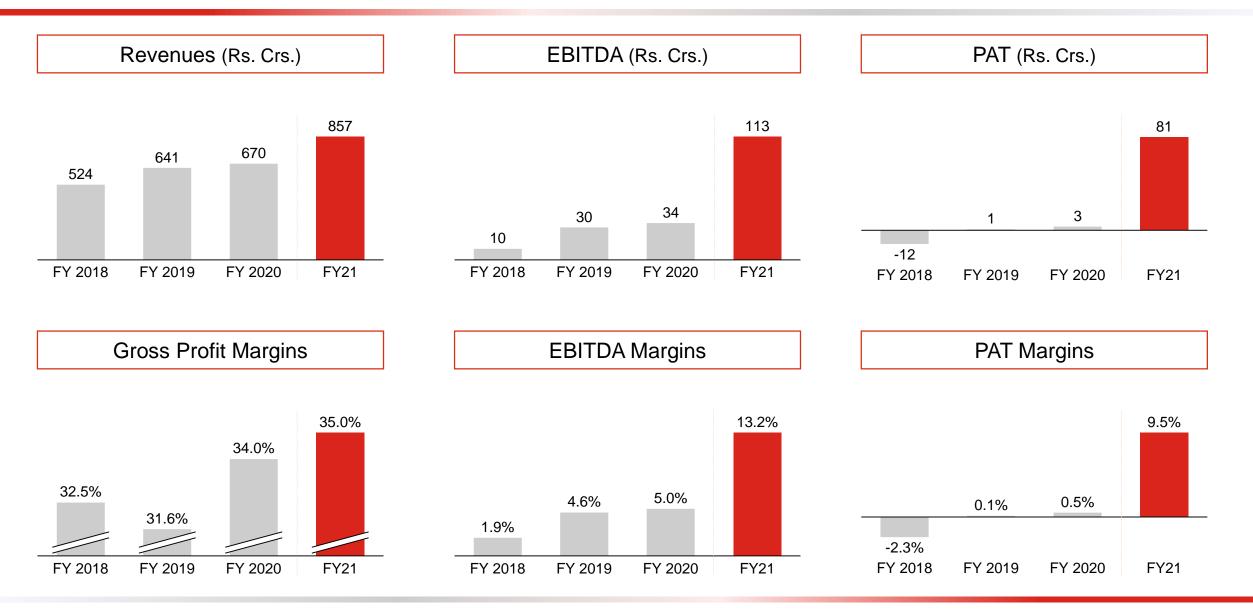




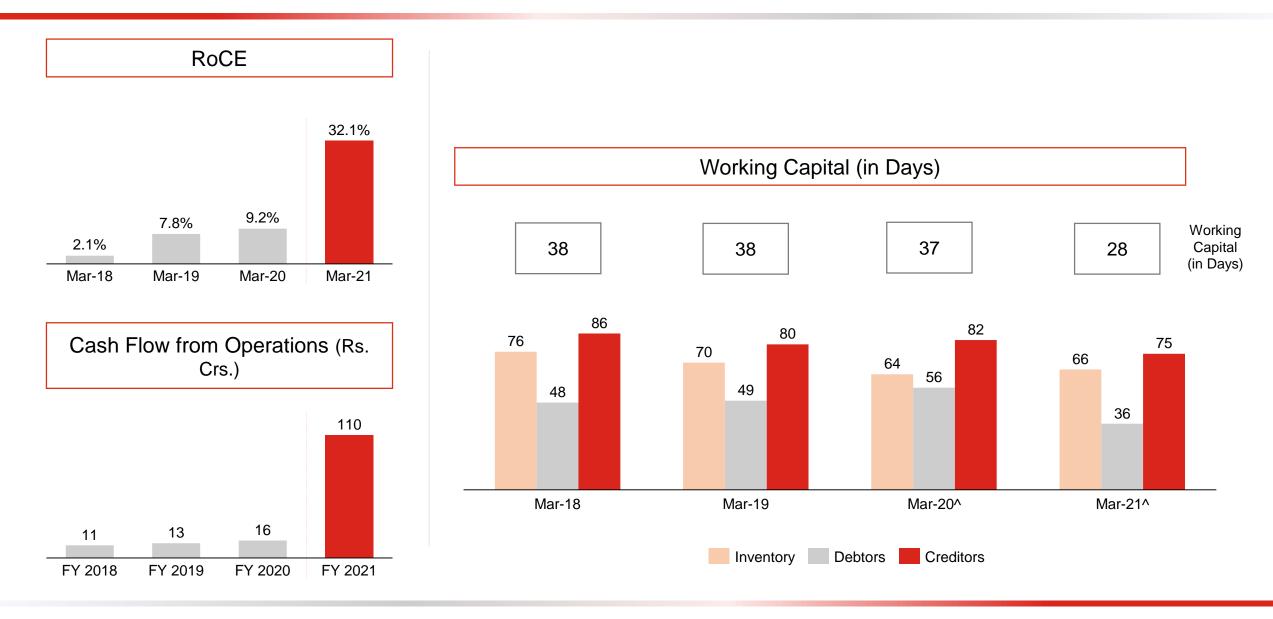
Historical Financials

Strong track record and financial stability

STOVEKRAFT



Strong track record and financial stability



STOVE

Historical Profit & Loss Statement



Profit & Loss Statement (Rs. Crs.)	FY21	Mar-20	Mar-19	Mar-18
Revenue from Operations	857.4	669.9	640.9	523.7
Cost of Materials Consumed	441.9	323.2	317.5	241.1
Purchase of stock-in-trade	125.2	128.8	132.6	120.3
Changes in Inventories of Finished Goods and Work in Progress	-9.4	-10.1	-11.5	-7.9
Gross Profit	299.7	228.0	202.3	170.2
GP %	35.0%	34.0%	31.6%	32.5%
Employee Benefits Expense	80.6	82.0	69.8	59.1
Other Expenses	105.8	112.2	102.7	101.0
EBITDA	113.2	33.8	29.8	10.1
EBITDA %	13.2%	5.0%	4.6%	1.9%
Other Income	1.5	3.1	1.7	5.6
Depreciation and Amortisation Expense	14.2	12.4	12.3	11.2
EBIT	100.5	24.5	19.2	4.5
Finance Costs	19.2	20.9	17.9	16.9
РВТ	81.2	3.6	1.3	-12.4
Total Tax Expense	0.0	0.4	0.5	-0.5
Profit for the year	81.2	3.2	0.8	-11.9
PAT %	9.5%	0.5%	0.1%	-2.3%

Historical Balance Sheet



EQUITY AND LIABILITIES (Rs. Crs.)	31-Mar-21	31-Mar-20	31-Mar-19	31-Mar-18
Equity share capital	32.6	24.7	24.7	18.9
Other equity	270.2	-83.4	-88.7	-199.0
Total Equity	302.8	-58.7	-63.7	-179.9
Financial liabilities				
Borrowings	20.7	204.8	210.0	311.3
Other Financial Liabilities	17.1	10.8	9.6	14.8
Deferred tax liabilities (net)	0.0	0.0	0.0	0.0
Provisions	7.2	6.3	4.6	3.4
Total Non-Current Liabilities	45.0	221.9	224.2	329.5
Financial liabilities				
Borrowings	29.8	122.1	99.9	81.0
Lease liabilities	0.0	0.2	0.0	0.0
Trade payables	175.9	151.2	134.1	145.2
Other financial liabilities	9.0	28.7	23.8	11.0
Provisions	2.2	1.7	1.5	1.6
Other current liabilities	6.4	4.8	5.4	5.2
Current tax liabilities (net)	0.0	0.0	0.5	0.0
Total Current Liabilities	223.3	308.8	265.2	244.0
Total Liabilities	268.2	530.7	489.4	573.5
Total Equity and Liabilities	571.0	472.0	425.7	393.6

Historical Balance Sheet



ASSETS	31-Mar-21	31-Mar-20	31-Mar-19	31-Mar-18
Property, plant and equipment	217.7	193.4	178.7	182.1
Capital work-in-progress	19.1	4.2	0.9	0.6
Intangible assets	3.2	3.6	1.2	0.6
Financial Assets				
Investments	0.0	0.9	0.0	0.0
Other Financial assets	5.3	5.0	5.1	3.8
Non-Current Tax Assets	0.4	0.2	4.7	4.7
Other non-current assets	9.8	4.1	1.4	3.1
Total Non-Current assets	255.4	211.5	192.0	194.9
Inventories	155.7	116.6	97.4	105.1
Financial Assets				
Trade receivables	85.0	103.0	89.7	79.6
Cash and cash equivalents	29.5	14.4	28.5	0.4
Bank balances	7.9	4.4	3.0	3.4
Loans	0.5	0.4	0.5	0.0
Other financial assets	2.9	1.3	1.9	1.1
Other current assets	34.0	20.5	12.8	9.1
Total current assets	315.9	260.5	233.7	198.7
Total Assets	571.0	472.0	425.7	393.6

A great kitchen brings out the best in you

Thank You



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