

June 25, 2019

To, BSE Limited 25 th Floor, P.J. Towers, Dalal Street, Mumbai-400 001	To, The Manager - Corporate Compliance National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai- 400 051
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Script Code: BSE - 500279, NSE - MIRCELECTR

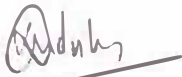
Subject: Investor update

Please find enclosed Investor update for Q4 - F.Y. 19 and F.Y. 19 of the Company.

You are requested to kindly take the same on record and oblige.

Thanking You,

For MIRC Electronics Limited



I. Chendvankar
Head - Corporate Affairs,
Legal & Company Secretary



Encl: - As above



ONIDA
OWNER'S PRIDE



Q4FY19 & FY19 INVESTOR UPDATE



Our Purpose

Our aim is to make Indians proud of the Made-In-India label by providing highly innovative products, which are better than the competition, which simplify our lives and provide an unmatched customer experience



Macro Economic Environment

- ❖ Consumer durables demand moderated during the year due to low consumer confidence
- ❖ AC market de-grew by 3% while Panel market showed flat growth during the quarter
- ❖ FY19 first half was affected by bad summer, increase in costs, depreciation in currency and increase in customs duty
- ❖ Washing Machine market grew by 3% during FY19



Televisions - LEDs

- ❖ TVs/Panels contributed 39% to the total revenues in FY19
- ❖ Industry was impacted by Chinese products selling at lower price.

Air Conditioners

- ❖ Launched new smart AC series - ONYX SMART and GENIO, voice activated and home controlled
- ❖ Air conditioners business has contributed 43% to total revenues in FY19
- ❖ Expected to grow air conditioners business in Q1 FY20, on account of good summer



Washing Machines

- ❖ Washing machines business has contributed 17% to the total revenues in FY19
- ❖ The fully automatic machine gained traction on e-commerce platform
- ❖ Launching a full range of glass top semi automatic machines
- ❖ Innovative products with features based on consumer insights are planned to be launched in FY20

ONIDA
OWNER'S PRIDE

**MAXIMUM IMPACT.
MAXIMUM SOUND.**



Onida KY Series Range starts from ₹ 29,990/-

**Investing In Brand
Building**



Advertising & other promotions

- ❖ Advertised in all leading print publications and television channels across South and Gujarat
- ❖ Increased allocation for digital and other innovative content marketing
- ❖ Region specific offers and promotions for Air conditioners done during Q1FY20 are outlined below
 - ❖ ‘Gold is Gold offer’ in Tamilnadu and Kerala
 - ❖ ‘Summer bonanza AC Scheme’ in Gujarat
 - ❖ Extensive advertising done on leading TV channels in Southern markets



Non-Captive Manufacturing

- ❖ Rs. 25 crore worth of non-captive business was done in FY19, Expecting revenues from this segment to grow to Rs.50 crore in FY 20

Key Financials



Q4FY19 Financial Highlights

(Rs in Crore)

Particulars	Q4FY19	Q4FY18
Net Sales	155.87	188.40
Other Income	0.00	1.41
Total Income	155.87	189.81
COGS	123.10	142.85
Gross Profit	32.77	45.55
Others cost	28.25	40.06
EBITDA	4.52	6.90
Interest	3.40	0.62
Depreciation	1.70	2.27
PBT	(0.58)	4.01
Exceptional Items	(1.80)	0.00
PBT after Exceptional Items	(2.38)	4.01
PAT	(2.38)	4.01

FY19 Financial Highlights

(Rs in Crore)

Particulars	FY19	FY18
Net Sales	644.45	708.77
Other Income	0.16	2.80
Total Income	644.61	711.57
COGS	473.01	501.88
Gross Margin	171.60	206.89
Others cost	153.49	164.74
EBITDA	18.27	44.95
Interest	12.79	12.00
Depreciation	8.26	9.46
PBT	(2.78)	23.49
Exceptional Items	(1.62)	-
PBT after Exceptional Items	(4.40)	23.49
PAT	(4.40)	23.49



Investment Highlights

- ❖ Stable Government at Centre should instill consumer confidence by creating more jobs, overall economic growth and encourage both private and public investment
- ❖ Brand building of ONIDA to step up further across digital, online, point of sales, television and print
- ❖ Expecting good growth rates in Air conditioners and washing machines businesses in FY20
- ❖ Launching new products across all segments like Panels, Air Conditioners and Washing Machines
- ❖ Non captive manufacturing contribution to overall revenues will increase during FY20



Disclaimer

Some of the statements in this communication may be forward looking statements within the meaning of applicable laws and regulations. Actual results might differ substantially from those expressed or implied. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations



Thank You