Date: May 26, 2023



To, **BSE Limited** Corporate Relation Department Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400001, Maharashtra.

#### Respected Sir/Ma'am,

#### **Subject: Investor Presentation**

#### **Ref:** Update under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

#### Ref: Inflame Appliances Limited (Security Id.: INFLAME, Security Code: 541083)

In terms of Regulation 30 read with Para A of Part A of Schedule III to the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby submit enclosed Investor Presentation on the business and operation of the Company.

This aforesaid Press Release is also available on the company's website www.inflameindia.com.

You are requested to kindly note the same.

Thanking you,

Yours faithfully,

For, Inflame Appliances Ltd

Aditya Kaushik Chairman & Managing Director DIN: 06790052

**Encl.: Investor Presentation.** 

#### **INFLAME APPLIANCES LIMITED**

(Formerly TECHNO ENGINEERING CORPORATION) ADD.: Khasrano. 40/14-15-1 6-17/1 Vill. Bagwali, Nh -73, Distt. Panchkula (H.R.) 134202 Regd. Office:-Khasra No. # 85511,Vill. Ka1yanpur, Chakkan Road, Teh. Baddi, Distt. Solan (H.P.) 173205 W: www.inflameindia.com, M:7832901824, CIN:L74999HP2017PLC006778

# Inflame Inspired cooking.

#### **Investor Presentation** May 2023



BUSINESS

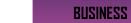


# Disclaimer

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# About Us

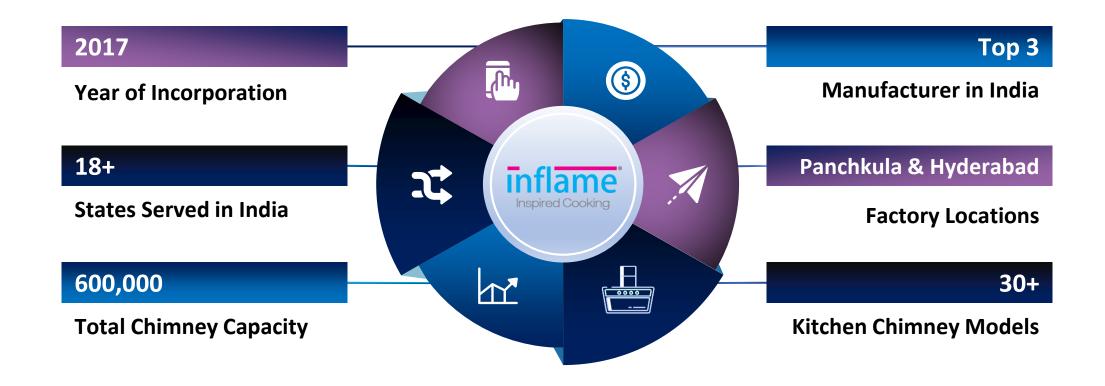
**Investor Presentation** 



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# **Company Profile**







# Mission



# **Inspiring Better Living**

The kitchen is the heart of every home. For all gastronomical delights, we look up to the kitchen.

Inflame believes if the kitchen is smart, living becomes better. As one of the leading kitchen appliances manufacturers, Inflame has been constantly innovating to inspire healthy and safe cooking, which can transpire into better living .

By blending safety in modern kitchen appliances, we have been able to deliver to the changing needs and lifestyles of our customers, in a way, changing their lives with healthy and safe cooking.

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ABOUT US

Mr. Amit Kaushik CEO & CFO

He has a cumulative experience of 28 years in the field of business promotion and has held various management positions. Along with developing & monitoring strategies to ensure long-term financial viability of the organization, he is also responsible for the identification and design of products & suppliers, sales & marketing activities and overseas operations.



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Mr. Aditya Kaushik Chairman & Managing Director

He is associated with appliances industry since beginning of this millennium. He has an entrepreneur experience of over 18 years and possesses a great insight of appliances trade in India. He has the understanding of all commercial & technical aspects of appliances. He is responsible for operational and logistics functions of the company.



Mr. Ashwani Kumar Goel Whole Time Director

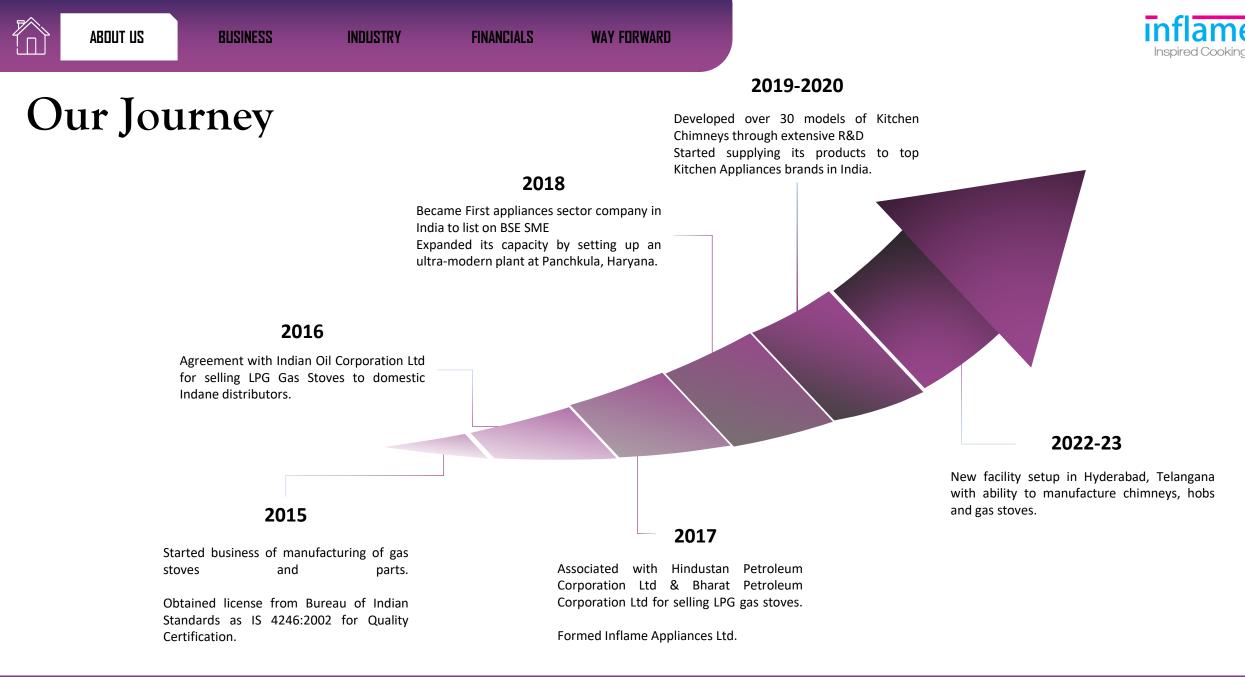
He is a metallurgical engineer from NIT Jaipur. He has an illustrious career and has spent over 30 years in building and growing JSW. He is a pioneer in the field of supply chain management, plant operations and sales. Ever since he has taken over as a Director with Inflame, he has played a vital role in the turnaround of the company.



Mr. Anusheel Kaushik Director\* & Head - Hyderabad Unit

He is a Mechanical engineer with a masters degree in International Business Management. He holds experience in PLM, project management and data analysis. Mr. Kaushik is in-charge for implementing new manufacturing project at Maheshwaram, Hyderabad. Using his experience, the Company expects to implement European systems at this new facility.

\* - w.e.f. 1<sup>st</sup> April, 2023





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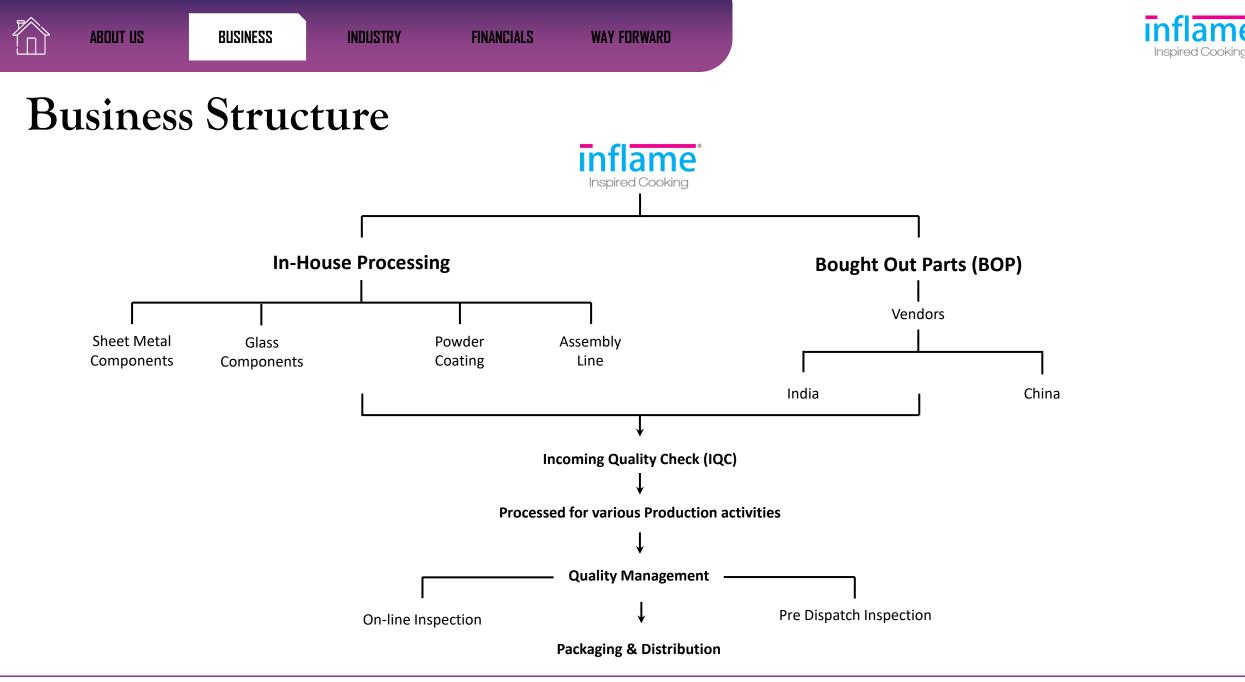
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# BUSINESS OVERVIEW



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# **Business Model**

The process of manufacturing involves an in house manufacturing processes as well as procurement of key components from external vendors. These components are majorly sourced from our dedicated vendors in India & China.

# The company is aiming to move towards 100% in house manufacturing.

Once the material is received in store, Incoming Quality Check (IQC) is done for both BOP & In-house components, upon clearance from IQC, the material is processed for various production activities.

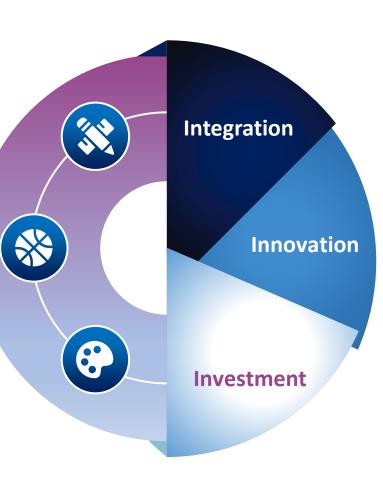
#### Aiming for < 1% rejection rate and warranty claims.

Quality management plays an essential role in determining and meeting customer requirements, preventing defects and improving our products. On-line inspection & Pre Dispatch Inspection are conducted as per Quality parameters/policy. Once product is ready, we pack them as per packing standards.

# Moving to adoption of 100% environment friendly & recycled packaging

Once packaged, the products are then despatched to the brand for whom we are manufacturing the kitchen appliances range of products.

# One stop kitchen appliance manufacturer (solution provider) for partner brands.



#### Integration

Our backward integrated business model and a near zero dependence on imports grants us the ability to manufacture best quality products and offer them at competitive prices.

#### Innovation

We aspire to produce innovative products by addressing customer requirements and boost our revenues by manufacturing products for the clients who are currently Import dependent.

#### Investment

We have invested significant resources, and intend to further invest in our activities to develop customized systems and processes to ensure effective management control and optimal utilization of resources to curtail our costs.



# **Manufacturing Facilities**

BUSINESS

Panchkula Plant



The present manufacturing facility in Panchkula, Haryana (225kms from Delhi), has built-up area of 45000 SqFt. and additional 18000 SqFt. is under construction.

A state of the art fully integrated glass toughening, bending and processing plant.

#### Hyderabad Plant



The new manufacturing facility in Hyderabad, Telangana has built-up area of 40000 SqFt. Facilitated with technology that only a few manufacturers in India have in the appliances sector.

CNC machines imported from Trumf (Germany).



**Top Products:** 

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Metal Cooktops

**Glass Cooktops** 

**Built-in Hobs** 

# **Product Profile**

- Inflame specializes in OEM & ODM
- Being a leading manufacturer of Range Hoods (Electrical Chimneys) in India today, Inflame is catering to the requirements of other big appliances brands who were sourcing these range hoods from overseas producers previously.
- Also, the company plans to further increase its capacity by establishing one more Plant in the State of Telangana





# Why Inflame?

### **Import Substitution**

- 1.6 Mn chimneys imported every year
- Post Covid, imports impacted, thereby creating need for local manufacturing
- Brands sales impacted due to erratic supplies and high freight costs.
- Government impetus to local manufacturing.
- Company is the largest outsourced manufacturer of chimneys in India today.

## Wide Product Portfolio

- India's 1st integrated facility.
- Produce wide variety of appliances
- $\circ$  Chimneys
- o Hobs
- $\circ~$  Gas stoves.
- New Products in pipeline
- **o** Dishwashers
- Cooking Ranges
- $\circ~$  Built in Oven
- Oven, Toaster, Griller (OTG)



### **Regional presence**

- Manufacturing facility at
  - Panchkula, Haryana (NORTH INDIA)
  - Hyderabad, Telangana (SOUTH INDIA)
- Helps reduce supply timelines, move towards just in time inventory, reduce freight cost allowing the company to continue to be competitive to local manufacturers.
- A major facility in the WESTERN REGION would enable company to target export markets.

### **World-class Infrastructure**

- Backward integrated
- Modern tool rooms, Laser CNC machines
- Ability to make chimney with noise levels below 55 db
- With ready infrastructure, upgradation to world-class technology, backward integration and development of variety of models, Inflame is all set to become the largest kitchen appliances manufacturers in India.

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# Hyderabad Manufacturing Facility (new)





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# Panchkula R&D Centre

#### Aim:

- Focus On Innovation
- Development Of New Technologies
- Reduction Of Noise Levels In Chimneys Below 55db



#### **Facilities:**

- Modern Tool Room
- Laser CNC 1kw
- CNC Turning Centre
- Bending Machines
- Injection Molding
- Power Presses

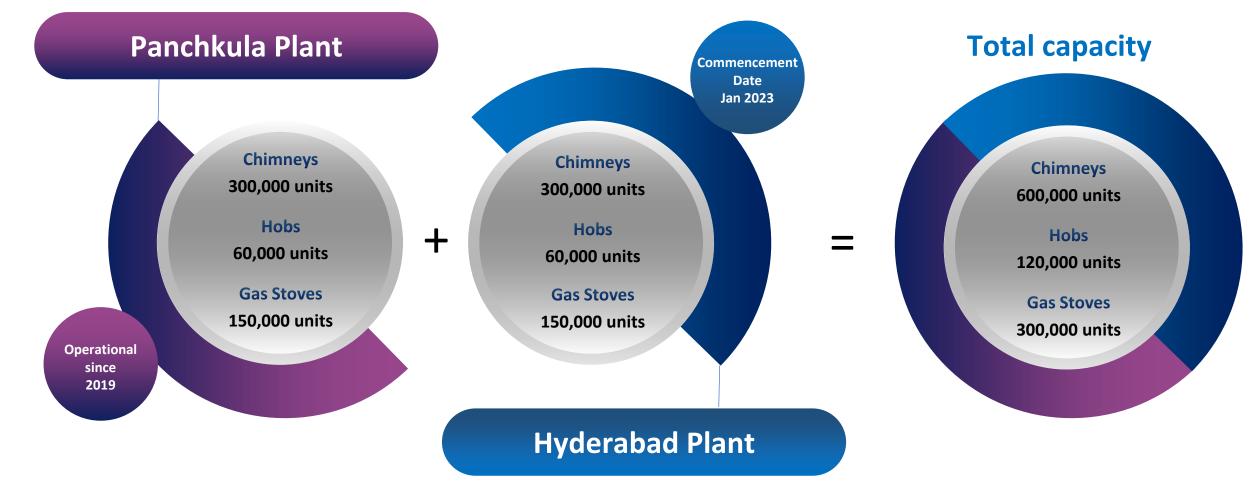
Complete Testing Facility For Electrical, Mechanical, Electronic & Critical Parts Like Motors



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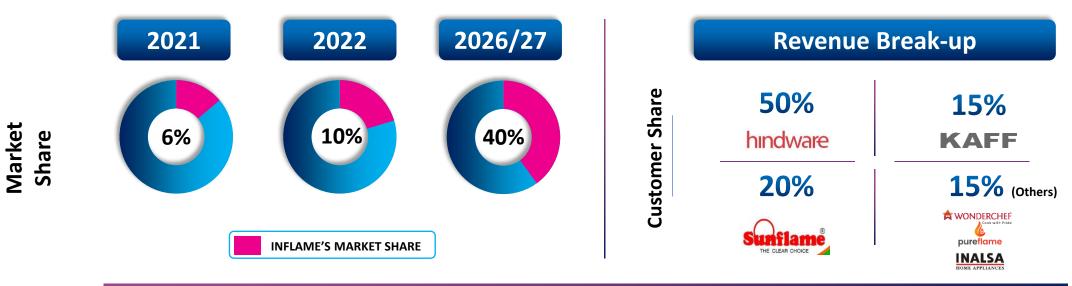
Inspired Cooking

# Total Capacity (Post Expansion)





# Market Share & Penetration



- Market Penetration
- Inflame successfully localised over 65 chimney models and replaced Chinese manufacturers during the last three years.
- This has enabled us to become the preferred manufacturing partner to brands as a reliable, cost competitive supplier.
- 90% of the total production process are inhouse thereby reducing depending on imports and external suppliers.
- Our ability to provide a high quality product at competitive prices has enabled us the preferred partner for brands vs Chinese suppliers.
- The company is providing Kitchen Hoods to Indian companies in their own brands & in direct competition to Chinese suppliers.
- 2<sup>nd</sup> plant at Hyderabad will enable to supply to the southern market thereby allowing us to be more competitive.

#### We are the only "Made in India" outsourced manufacturer of kitchen appliances in India.



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#### STRENGTHS

- Presence in North & South (Competitive Cost Advantage).
- One of the largest manufacturer of chimneys in India with a capacity of 0.6 mn vs imports of 1.6 mn p.a.
- Experienced Senior Management Team.
- 1<sup>st</sup> Integrated Facility to produce a Wide Range of Kitchen Appliances.
- Grants for Innovative Solutions from Government of Telangana.
- Low rejections rates and warranty claims.



- Expanding manufacturing facilities in strategic locations and creating a Pan India Supply Network
- New Facility in South to reduce Logistics Costs.
- A facilitated design and R&D department enables a continuous study of the customer feedback and related technology to make the necessary upgradation.
- Leveraging employee skills for higher sales.
- Target more and large brands for kitchen appliances.



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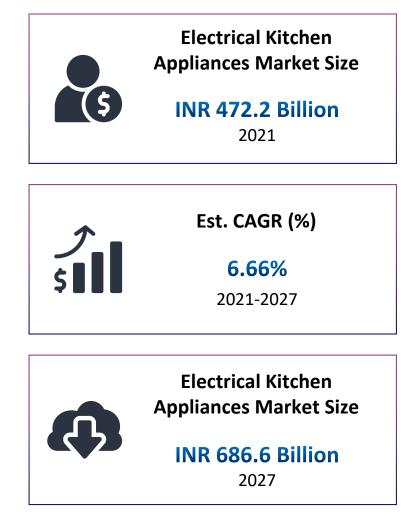


# INDUSTRY OVERVIEW

**Investor** Presentation

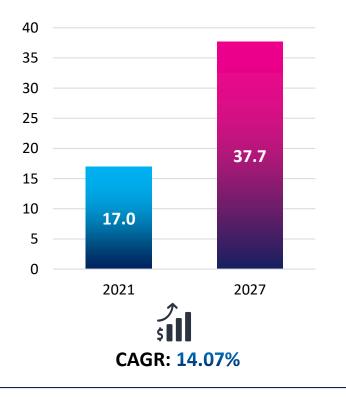


# Indian Market



#### **Current vs Projected**

Chimney & Built-in Hobs Market Size (INR Billion)



#### Volume share of Electrical Kitchen Appliances

#### **31.43%**

North Region

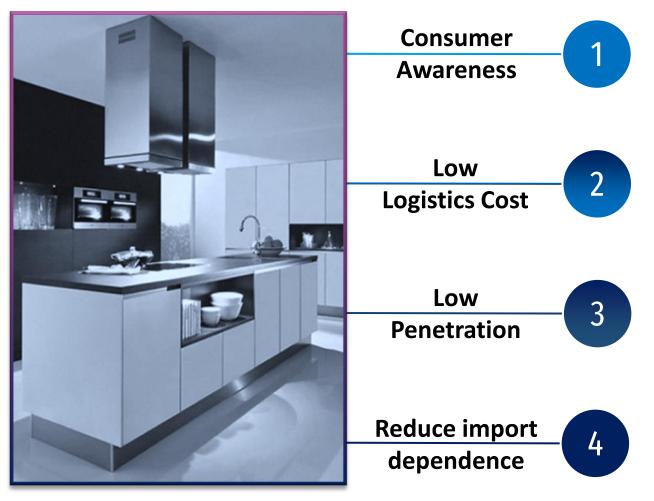
Electric Kitchen market in the forecasted period and will achieve **9+ Million units sales** in the year 2025-26. The unpenetrated **East region** is **growing with the highest CAGR** among all the regions.

Inflame envisage to capture 40% market share in the next 5 years by expanding its manufacturing facilities to multiple strategic locations covering major regions of India

Source: https://www.marketwatch.com/press-release/india-chimneys-built-in-hobs-market-share-size-growth-trends-and-forecast-2027-2023-02-01?mod=search\_headline



# Market Drivers



The growing popularity of premium kitchen appliances on account of rising consumer awareness about high quality and durability represents one of the key factors positively influencing the market in India.

Businesses today are hugely affected due to high logistics cost, badlv delayed shipments & commodity hikes, price manufacturing in India is way viable than imports.

The present penetration for this product is very less & thus scope for growth is tremendous. Urban customers are now considering appliances as lifestyle products and are open to pay increased prices for products that are ergonomically designed and offer multiple features.

Positive trends in demographics have further helped to enhance growth. Factors such as the increasing number of nuclear families have led to a rise in the volumes of appliances sold.

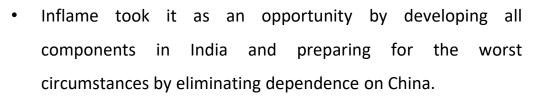




# The Pandemic Effect

Crisis

The Covid-19 pandemic changed the human life in every extend possible, affecting businesses severely.



 Today, Inflame has almost zero dependence on China, sourcing only PCB switches from China and that too just to minimize the costs.





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# Financial Highlights

Investor Presentation



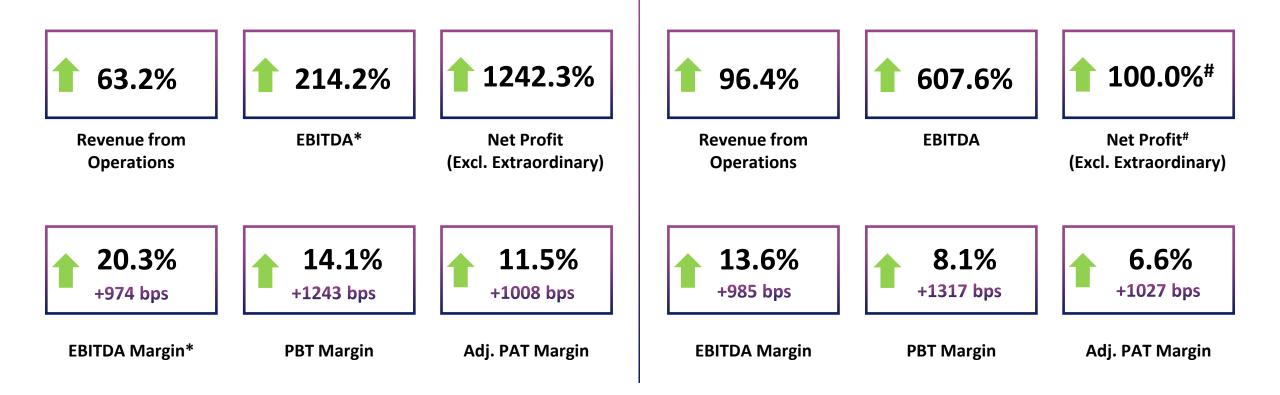
BUSINESS



# **Key Performance Highlights**

H2 FY23 (YoY)

FY2023 (YoY)



\*Due to benefit of low cost inventory #Rounded off to 100% since previous year was a loss



# **Key Business Highlights**

#### Hyderabad Facility:

- Training & Commercial Production:
  - Training of manpower started.
  - Commercial production scheduled to begin in June 2023.

#### $\circ$ Plant Capacity:

- 300,000 Chimneys p.a.
- 60,000 Hobs p.a
- 150,000 Gas Stoves p.a.

#### • Location Advantage:

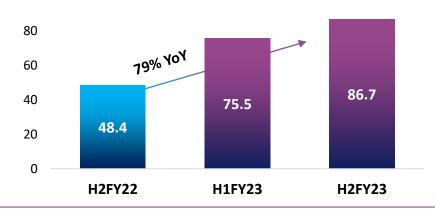
- Target brands / customers in Southern India.
- Reduce logistics costs, thereby improving profitability.
- Competitive to imports (primarily from China).

#### **New Products:**

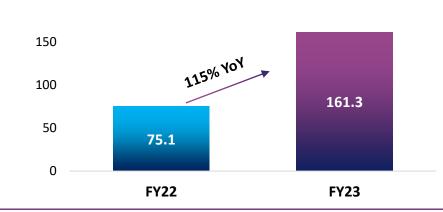
- The company has developed a new product namely OTG (Oven Toaster Grill).
- Expected supply commencement in Q2 FY 2023-24.
- In the first phase, Inflame will be launching **6 models of OTG.**

#### **Chimney Sales Volume**

#### Half Yearly Sales Volume ('000s)



Annual Sales Volume ('000s)



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# Performance Commentary

#### Commenting on the performance, Mr. Aditya Kaushik, Managing Director, Inflame Appliances Ltd said

"FY2023 has been a key growth year for us on all fronts – volumes, increasing number of customers, revenues, EBITDA as well as Net Profit. This has helped us grow at 61% on revenue for the year while profit has grown exponentially over last year (Rs 32.4 mn vs loss of Rs (16.5) mn last year).

During the year our Hyderabad facility was setup, which is now under commissioning and will help us in meeting our future growth plans, while strengthening our position in Southern India. We also introducing our new range of OTG (Oven Toaster Grill). We continue to be evaluated by several new and large domestic customers (brands) for meeting their manufacturing needs in the kitchen appliances segment.

We endeavour to meet the best quality standards for our customers and keep improvising on our technical capabilities to become an able replacement to imports and a strong alternate for Chinese manufacturers. Our team is continuously working on enhancing our capabilities on this front. We have now also installed SAP (ERP) software with effect from 1 April 2023 which will help us establish strong controls over our working capital. We are focused on growth plans and are aiming to grow at 50% CAGR over the next 3 years."



# Half Yearly Income Statement

Particulars (INR mn)	H2FY23	H1FY23	H2FY22	ΥοΥ%	QoQ%	FY23	FY22	YoY%*
Net Sales	406.0	367.6	252.5	60.8%	10.5%	773.6	396.2	95.3%
Other Income	3.7	2.8	(1.4)	100.0%	33.5%	6.4	1.0	514.5%
Revenue from Operations	409.7	370.3	251.1	63.2%	10.6%	780.0	397.2	96.4%
Total Expenditure	326.6	347.1	224.6	45.4%	-5.9%	673.7	382.2	76.3%
EBITDA	83.1	23.2	26.4	214.2%	257.5%	106.3	15.0	607.6%
EBITDA Margin (%)	20.3%	6.3%	10.5%	+974 bps	+1400 bps	13.6%	3.8%	+985 bps
Depreciation	12.7	9.7	9.6	32.7%	32.0%	22.4	18.1	24.0%
Profit Before Interest & Tax	70.3	13.6	16.8	317.7%	417.7%	83.9	-3.0	100.0%
Interest	12.5	8.5	12.6	-1.0%	46.9%	21.0	17.2	21.8%
Profit Before Tax	57.9	5.1	4.2	1265.2%	1036.3%	63.0	-20.3	100.0%
Тах	10.8	0.8	0.7	1374.6%	1183.9%	11.7	-5.6	100.0%
Net Profit (Excl. Extraordinary)	47.0	4.2	3.5	1242.3%	1007.0%	51.3	-14.7	100.0%
PAT Margin (Excl. Extraordinary) (%)	11.5%	1.2%	1.4%	+1008 bps	+1033 bps	6.6%	-3.7%	+1027 bps
Extraordinary Items	-18.9	-	-1.8	959.0%	-	18.9	-1.8	958.9%
Reported PAT	28.1	4.2	1.7	1536.5%	562.1%	32.4	-16.5	100.0%
Reported PAT Margin (%)	6.9%	1.2%	0.7%	+618 bps	+572 bps	4.2%	-4.2%	+830 bps
Adjusted Earnings Per Share (Rs)	6.41	0.60	0.55	1064.8%	967.9%	7.19	-2.35	100.0%
Reported Earnings Per Share (Rs)	3.83	0.60	0.27	1319.3%	538.5%	4.54	-2.63	100.0%

#Rounded off to 100% where previous year was a loss



# Annual Income Statement

Particulars (INR Mn)	FY18	FY19	FY20	FY21	FY22	FY23
Net Sales	89.9	551.1	153.9	198.7	396.2	773.6
Other Income	0.1	9.4	8.9	2.5	1.0	6.4
Revenue from Operations	90.0	560.5	162.8	201.2	397.2	780.0
Total Expenditure	84.7	517.3	194.2	217.9	382.2	673.7
EBITDA	5.3	43.2	-31.4	-16.7	15.0	106.3
EBITDA Margin (%)	5.9%	7.7%	-19.3%	-8.3%	3.8%	13.6%
Depreciation	1.2	12.0	19.8	17.8	18.1	22.4
PBIT	4.1	31.2	-51.2	-34.5	-3.1	83.9
Interest	0.2	2.7	6.4	10.6	17.2	21.0
РВТ	3.9	28.5	-57.5	-45.2	-20.3	63.0
Тах	0.9	7.9	-15.0	-11.6	-5.6	11.7
Net Profit (Excl. Extraordinary)	3.0	20.6	-42.5	-33.6	-14.7	51.3
PAT Margin (%)	3.3%	3.7%	-26.1%	-16.7%	-3.7%	6.6%
Extraordinary Items	-	-	-	-	-1.8	-18.9
Reported PAT	3.0	20.6	-42.5	-33.6	-16.5	32.4
Reported PAT Margin (%)	3.3%	3.7%	-26.1%	-16.7%	-4.2%	4.2%
Adjusted Earnings Per Share (Rs)	0.51	3.44	-7.09	-5.60	-2.35	7.19
Reported Earnings Per Share (Rs)	0.51	3.44	-7.09	-5.60	-2.63	4.54

826.4



# Annual Balance Sheet

Particulars (INR mn)	FY2023	FY2022	Particulars	FY2023	FY2022
Equity and Liabilities			Assets		
Shareholder's Fund			Non-Current Assets		
Share Capital	73.4	66.5	Property, Plant, Equipment & Intangible Assets		
Reserves & Surplus	339.9	75.2	- Property, Plant & Equipments	125.1	94.8
Money received against share warrents	-	1.4	- Intangible Assets	5.7	9.6
Total Equity	413.3	143.1	- Capital Work-in-Progress	127.4	11.2
Share Application Pending Allotment			- Intangible Assets Under Development	1.4	0.5
	-	-	Non-Current Investments	-	-
Liabilities			Deferred Tax Assets (Net)	19.5	30.6
Non-current Liabilities			Long-Term Loans & Advances	0.4	0.4
Long-Term Borrowings	85.7	38.1	Other Non-Current Assets	1.9	3.0
Other Long Term Liabilities	-	-	Total Non-Current Assets	281.5	150.1
Long-Term Provisions	1.7	1.2			
Total Non-Current Liabilities	87.4	39.3	Current Assets		
			Inventories	161.1	67.2
Current Liabilities			Trade Receivables	229.8	118.0
Short-Term Borrowings	186.7	97.4	Cash & Cash Equivalents	87.1	5.5
Trade Payables	109.5	88.4	Short-Term Loans & Advances	32.8	2.2
Other Current Liabilities	29.4	21.4		34.1	46.6
Short-Term Provisions	0.0	0.0	Other Current Assets		
Total Current Liabilities	325.6	207.2	Total Current Assets	544.9	239.4

389.6

**Total Assets** 

Total Equity and Liabilities

389.6

826.4





ROUTE



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# Way Forward



# Change Beckons Us

#### Phase 1 (2015-2018)

## The phase where we reinvented ourselves

- Started manufacturing of gas stoves.
- Empanelled with IOCL, BPCL, HPCL to manufacture & supply gas stoves under the PM Ujjwal Yojna (PMUY).
- IPO in 2018.
- Pause to PMUY in late 2018 due to Lok Sabha Elections general code of conduct.
- Further impacted due to factory shutdown of component suppliers on account of farmer protests thereby impacting component supplies to our mother plant.

#### How did we counter this?

- Decided to start manufacturing major components inhouse.
- Glass and fabrication also taken up inhouse to be cost competitive to China
- Glass bending machines & CNC machines installed
- Decided to expand beyond gas stoves into other kitchen appliances (exited PMUY scheme) like hobs & chimneys.

#### Phase 2 (2018-2022)

# The phase where we consolidated & expanded

- Started the process of setting up inhouse manufacturing for hobs & chimneys.
- Sars-Covid Pandemic hit us causing major labour migration issues & hence non availability of labour.
- Focus was on topline. Margins were impacted.

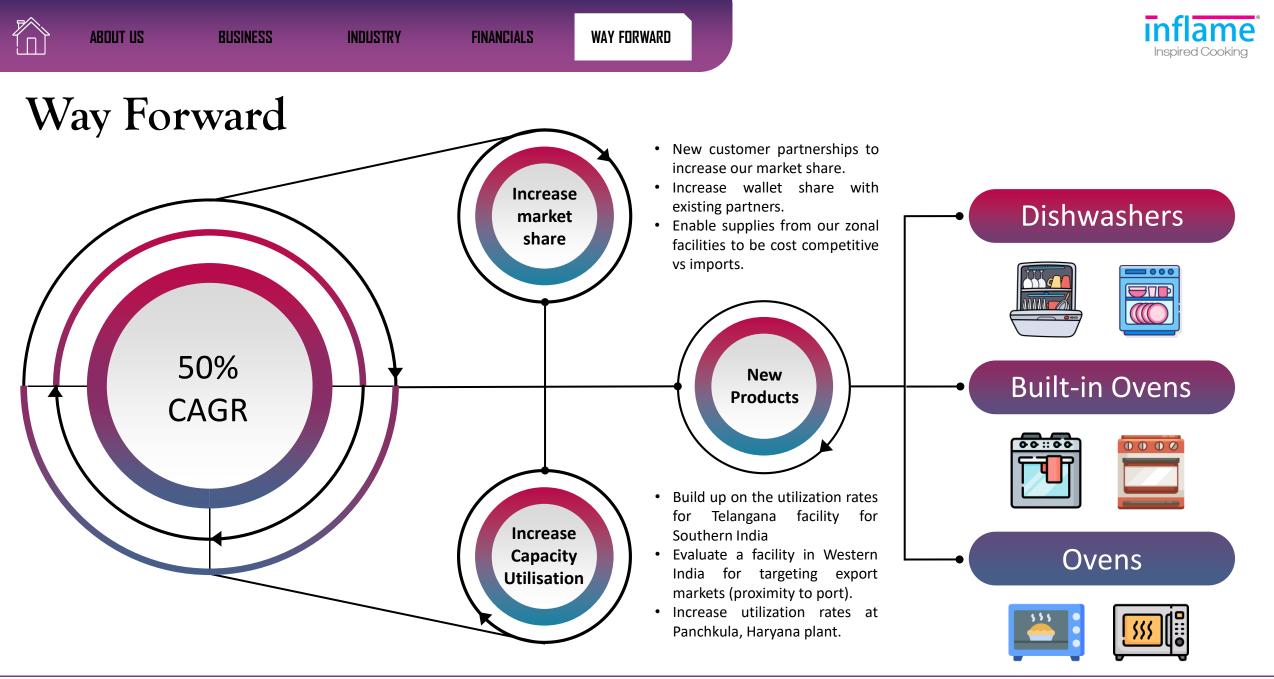
#### How did we counter this?

- Showcased our inhouse manufacturing to large brands in kitchen appliances, thereby offering an able replacement to Chinese imports.
- Manufactured the critical parts inhouse & outsourced non-critical parts
- Became a leading supplier to Hindware, Sunflame, Kaff, Wonderchef, Inalsa, Pigeon, Gilma, Pureflame, Flipkart.
- Started the process of setting up in Hyderabad, Telangana facility to increase share and maintain margins for South based customers/suppliers.

#### Phase 3 (2023 & Beyond)

# The phase where we aim to become the Market Leader

- Chimney will become a big market India to become a 5 mn market in next 5-7 years. Expected to grow at 15% CAGR.
- Overall kitchen appliances market expected to explode over the next 5-10 years with growing need for key and aspirational products.
- Several Indian and global brands establishing their base in India looking to outsource manufacturing over and above their own manufacturing (if present).
- New product developments and launches to continue. Become a one stop solution in kitchen appliances across full product range.
- Investing in niche products like OTG, Dishwashers, Built in oven, wine chillers amongst others.
- Multi locational manufacturing facilities to cater to domestic and global demand as well as reduce logistics cost.
- Continue further Backward integration to reduce dependence on external suppliers. Eg Motors.
- Scale up our R&D efforts.
- Expand teams across sales and marketing



# Thank you!

# **KAPTIFY** ® Consulting

.....

Inflame

Inspired Cooking

Strategy & Investor Relations |Consulting Tel: +91-845 288 6099 | Email: contact@kaptify.in www.kaptify.in