

11th September, 2019

The National Stock Exchange of India Limited  
Exchange Plaza, 5th Floor  
Plot No. C/1, G Block  
Bandra Kurla Complex  
Bandra (E)  
Mumbai- 400 051

NSE Symbol : HAVELLS

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai- 400 001

Scrip Code : 517354

**Sub: Intimation of Schedule of Analyst Meet**

Dear Sir,

In terms of Regulation 30 and other applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with corresponding circulars and notifications issued thereunder, it is hereby informed that the management of the Company, Havells India Limited, shall be participating in the Investor Conference, scheduled as follows:-

Name of the Organizer: J.P. Morgan India Private Limited  
Place: New Delhi  
Date: 19<sup>th</sup> September, 2019

Also enclosed is a copy of the Investor Presentation which would be used in the above conference.

This is for your information and records.

Thanking you.

Yours faithfully,  
for **Havells India Limited**

  
(Sanjay Kumar Gupta)  
Company Secretary

Encl: as above

**HAVELLS INDIA LTD.**

Corporate Office: QRG Towers, 2D, Sector 126, Expressway, Noida - 201304, U.P (INDIA)  
Tel: +91-120-3331000, Fax: +91-120-3332000

E-mail: [marketing@havells.com](mailto:marketing@havells.com), [www.havells.com](http://www.havells.com)  
Registered Office: 904, 9th Floor, Surya Kiran Building,  
K.G. Marg, Connaught Place, New Delhi - 110001. (INDIA)

Consumer Care No.:

1800 103 1313, 1800 11 0303 (All Connections), 011-4166 0303 (Landline)

CIN: L31900DL1983PLC016304

GSTIN: 09AAACH0351E1Z3



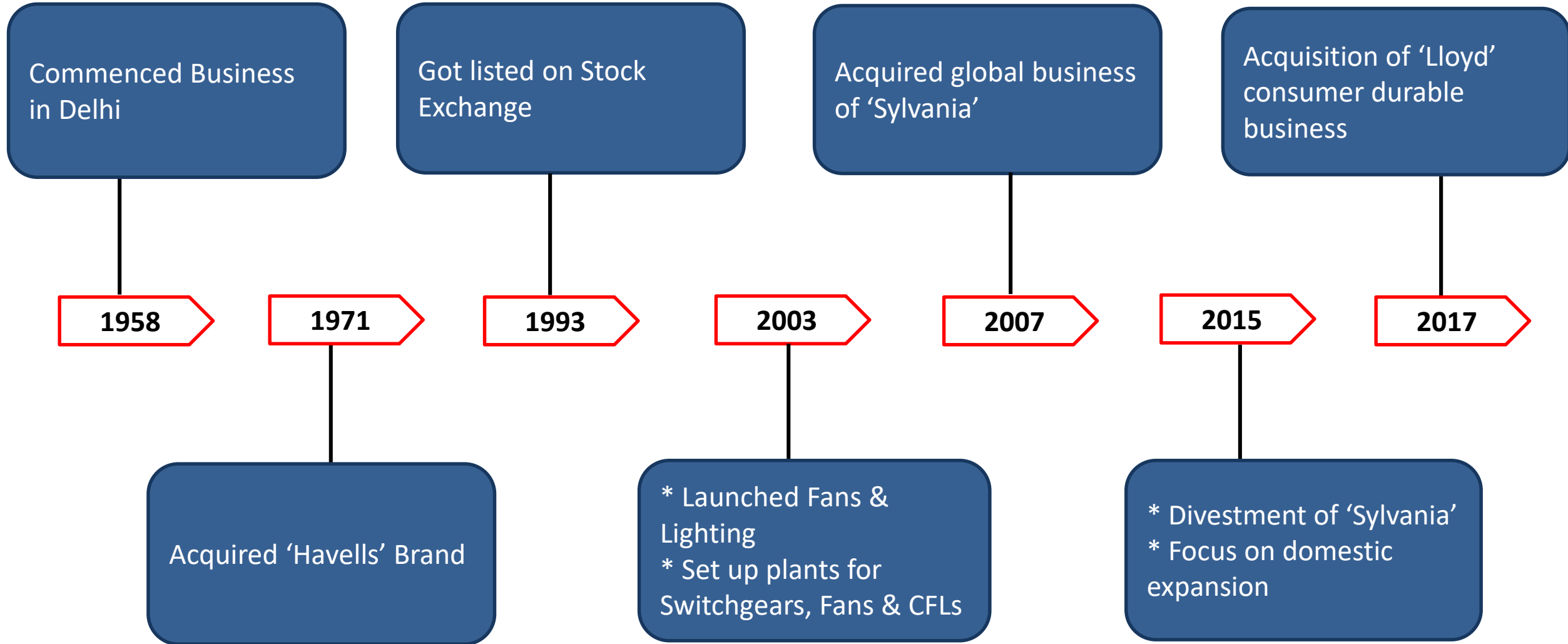
**HAVELLS**

# **HAVELLS INDIA LIMITED**

**September 2019**



# AN EVOLVING JOURNEY



# CONSISTENT DELIVERY

## Financial performance



**~30%**  
CAGR since  
listing

## Market capitalization



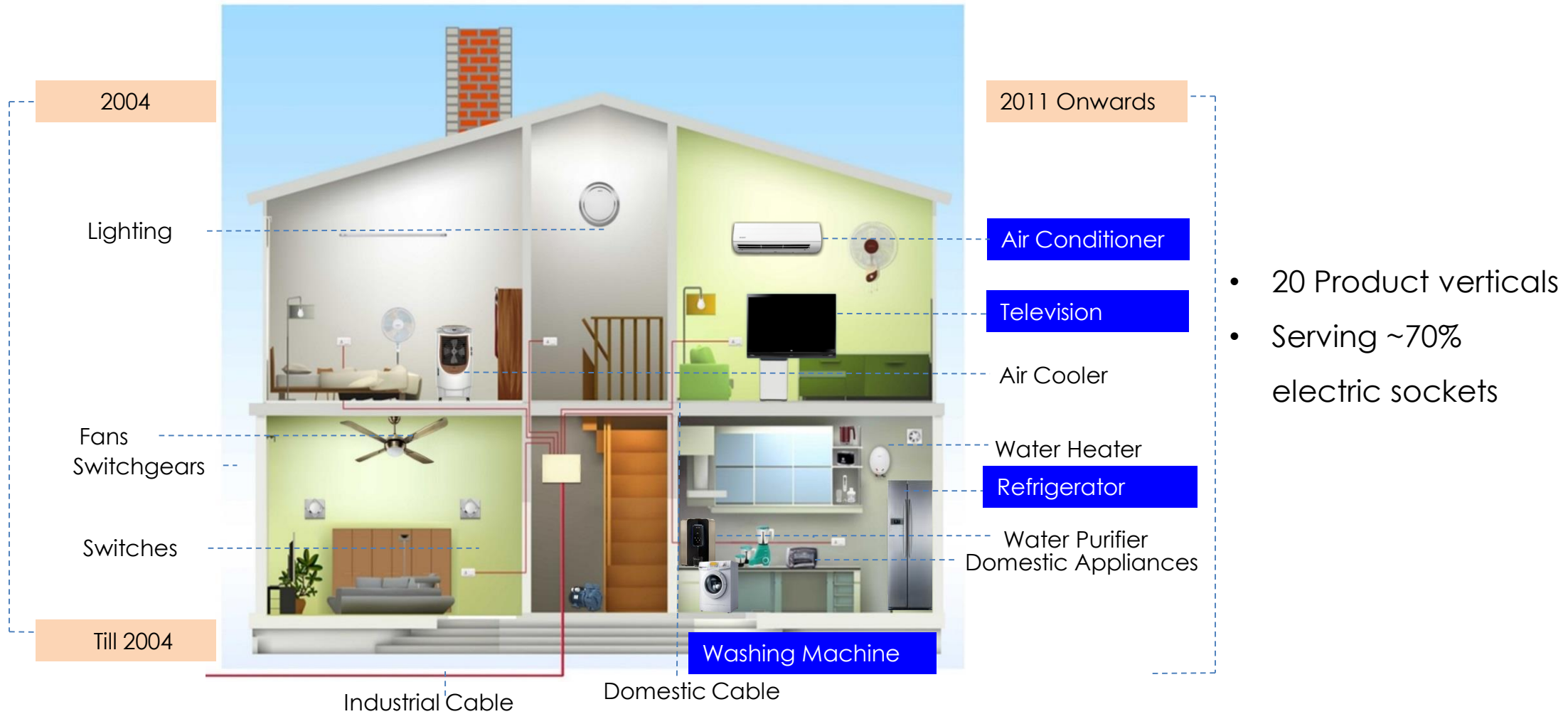
**~38%**  
CAGR since  
listing

# KEY MILESTONES

- **Leverage channel by expanding product portfolio**
  - ✓ Industrial to a consumer company
- **Manufacturing**
  - ✓ Large scale manufacturing with high standards of quality assurance
  - ✓ ~90% in-house
- **National Advertising and uniform discounting**
  - ✓ Disproportionate ad spend on 'non-consumer' products
- **Mass to 'mass premium'**
  - ✓ Steady premiumisation
- **Acquisition of Sylvania and pragmatic exit**
  - ✓ Changing industry dynamics and capital allocation
- **Lloyd Acquisition**
  - ✓ Entry into high potential Large Consumer Durables
  - ✓ Aligned with 'Deeper into Homes'



# MOVING AHEAD



# DEEPER INTO HOMES



# EXPANDING CONSUMER FUNNEL

## Electricals

Size: ~ Rs. 45,000 crores  
CAGR (2018-23): ~12%



## Home Appliances

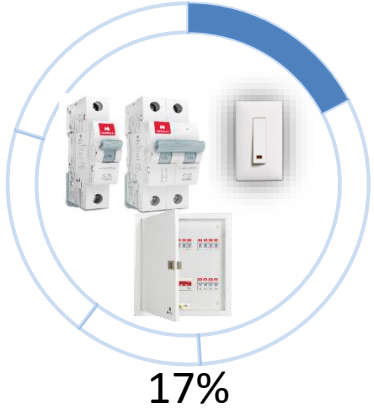
Size: ~ Rs. 70,000 crores  
CAGR (2018-23): ~15%



# SEGMENTS

## Revenue Mix (FY19)

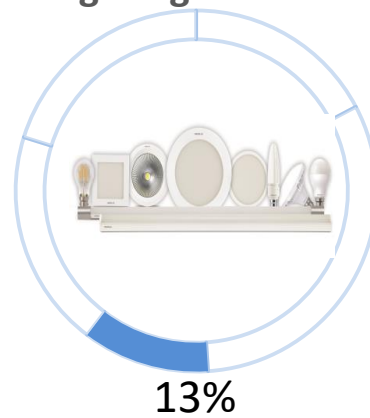
Switchgears



Cables



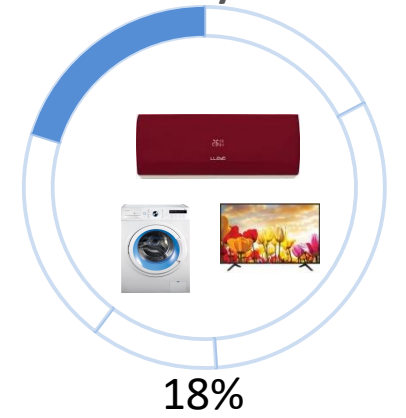
Lighting & Fixtures



Electrical Consumer & Durables



Lloyd



## Contribution Margin Mix (FY19)

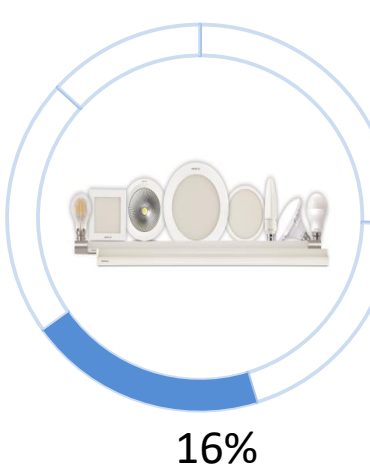
Switchgears



Cables



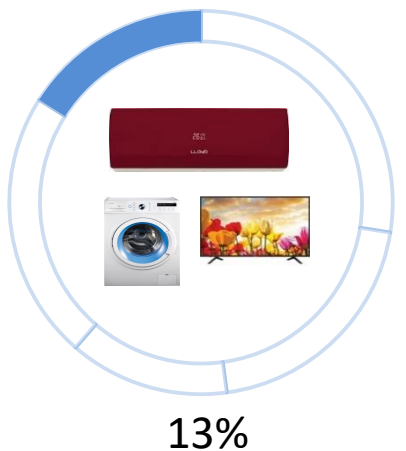
Lighting & Fixtures



Electrical Consumer & Durables



Lloyd





# FAVOURABLE MACRO LEVERS



## Urbanization

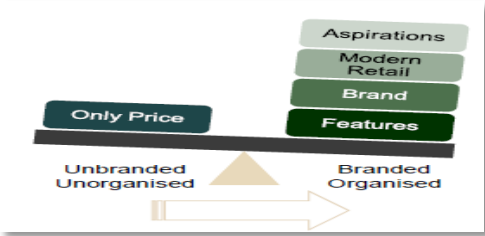
To be 40% by 2030 from 34% currently

Investment on infrastructure and housing will be key focus area



## Electrification

High degree of focus on electrification, electrification now reaching semi urban and rural



## Aspirational shift for brands

Consumer preference accelerating for branded products

Regulatory measures viz GST narrowing gap with unorganised sector











## Young Demography

Growing middle class across urban, semi urban.

Nuclearization of families, better standard of living and global exposure

# **HAVELLS ELECTRICAL**

# MARKET SHARE: TOP 3 ACROSS CATEGORIES

	Product	Indicative Market Size (Rs. in crores)	Indicative Market Share	Indicative Rank	Organized Penetration Level	Peers
Switchgears	MCB 	2,500	~26%	# 1	High	Legrand, Schneider
	Switches* 	2,200	14-15%	# 3	Medium	Panasonic (Anchor), Legrand
Cable	Domestic 	8,000	~16%	# 3	Low	Finolex, Polycab
	Industrial 	12,000	~10%	# 3	Medium	Polycab, KEI
LED Lighting	Lighting & Fixtures 	6,500	12-15%	# 2-4	Medium	Philips, Wipro, Crompton, Bajaj
ECD	Fans 	7,000	~19%	# 2-3	High	Crompton, Orient, Usha
	Water Heaters 	1,400	~19%	# 1-2	Low	Racold, AO Smith
	Other Appliances 	5,000	5-6%	-	Low	Bajaj, Philips

\* Premium modular plate switches

# CONSISTENT NEW PRODUCT INTRODUCTIONS

2012: Water Heaters



2013: Domestic Appliances and Pumps



2016: Air Coolers



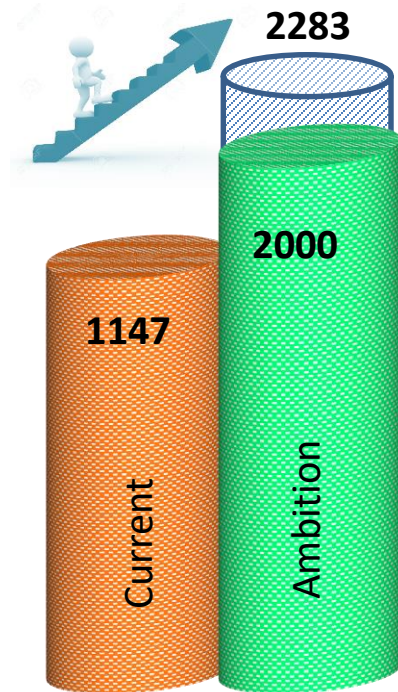
2017: Water Purification and Personal Grooming



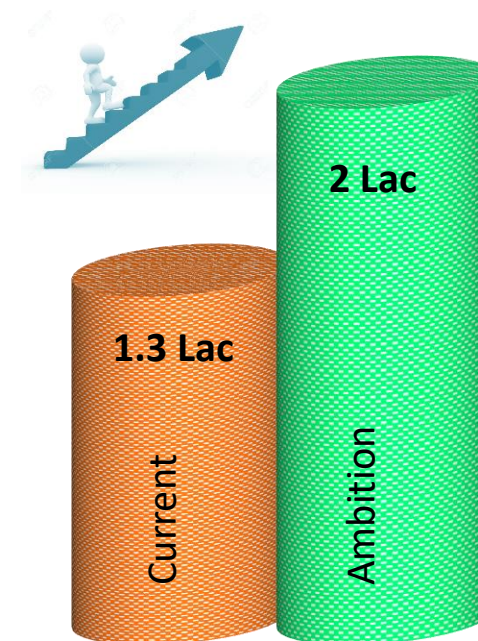
# CHANNEL EXPANSION- DEEPER PENETRATION

Proximity to Consumer – Transition towards Rural & Semi-Urban Cities

TOWN PENETRATION – 25K ABOVE POPULATION



RETAILER - COUNT



~9,000  
Direct Dealers

~130,000  
Retailers

~250,000  
Electricians

- Havells' major penetration is in Metro, Tier I & II Towns
- Rural sector and Tier III & below towns key penetration opportunity

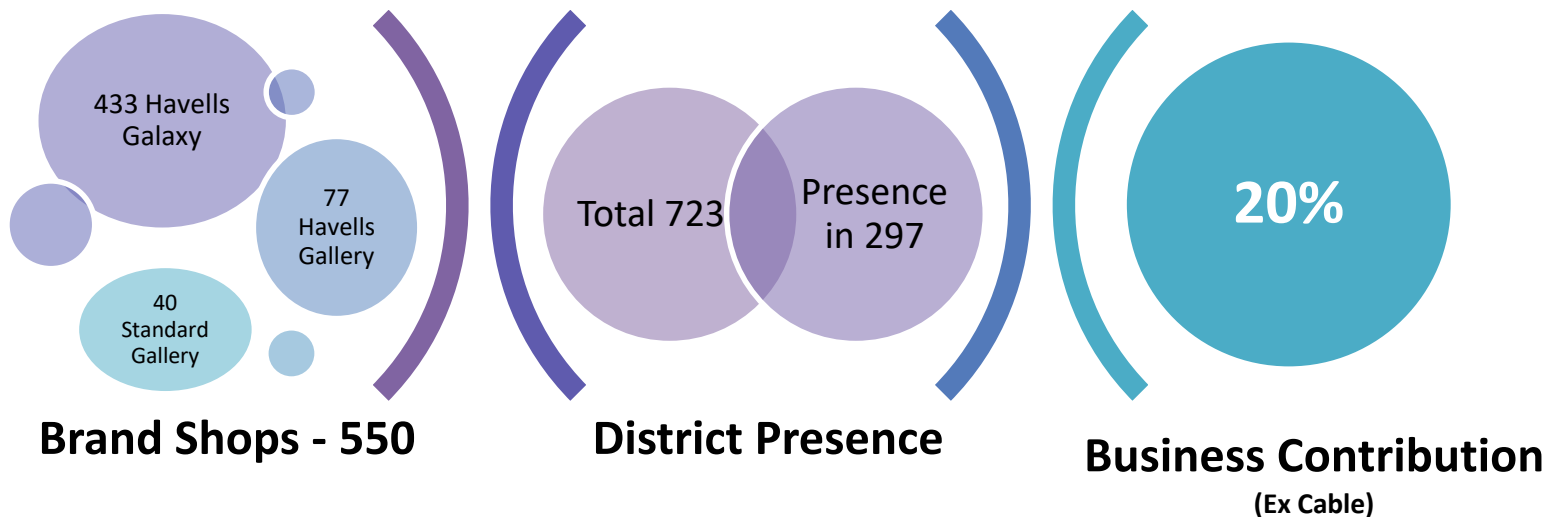


# CHANNEL EXPANSION

- Grow inclusively :
  - ✓ MBOs
  - ✓ Brand stores
  - ✓ Organized retail chains
  - ✓ Canteen Stores
  - ✓ Projects & Enterprise Business
  - ✓ E-commerce



## Largest Brand Shop channel in electrical industry





# RESEARCH AND DEVELOPMENT

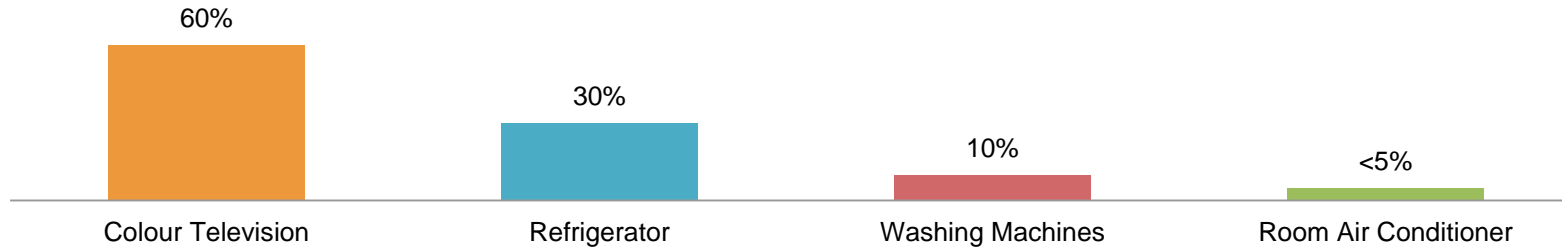


- Fast catcher to thought leadership
- R&D spend to increase from 1% to 3% of net revenue
- Intelligent hardware, embedded software
- Products to solution



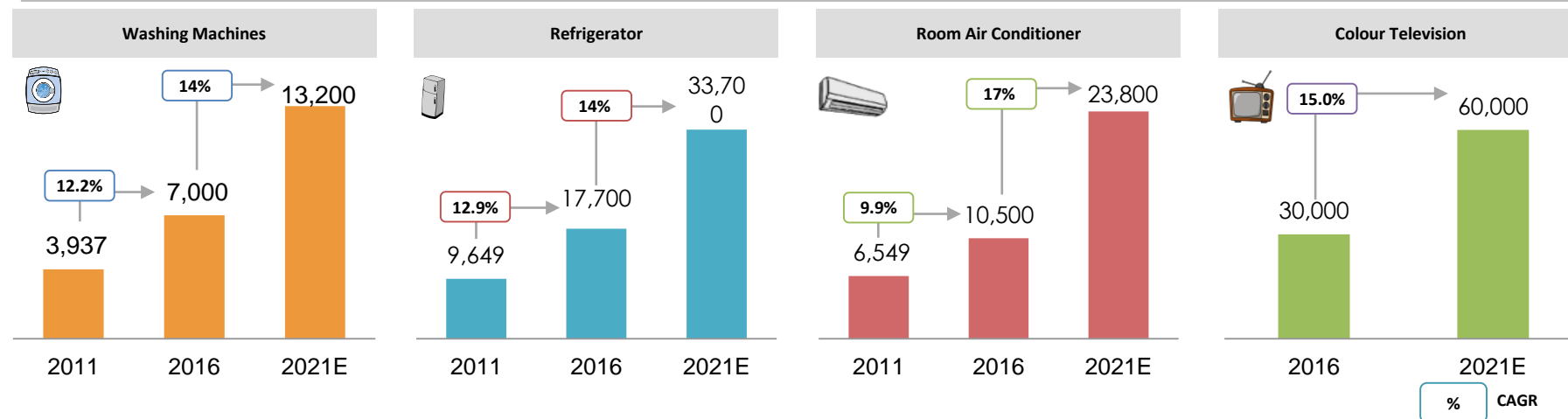
# HIGH GROWTH POTENTIAL INDUSTRY

- Low Penetration



- Each Product Group Expected To Grow At Double Digit

INR Cr



Source: Industry data

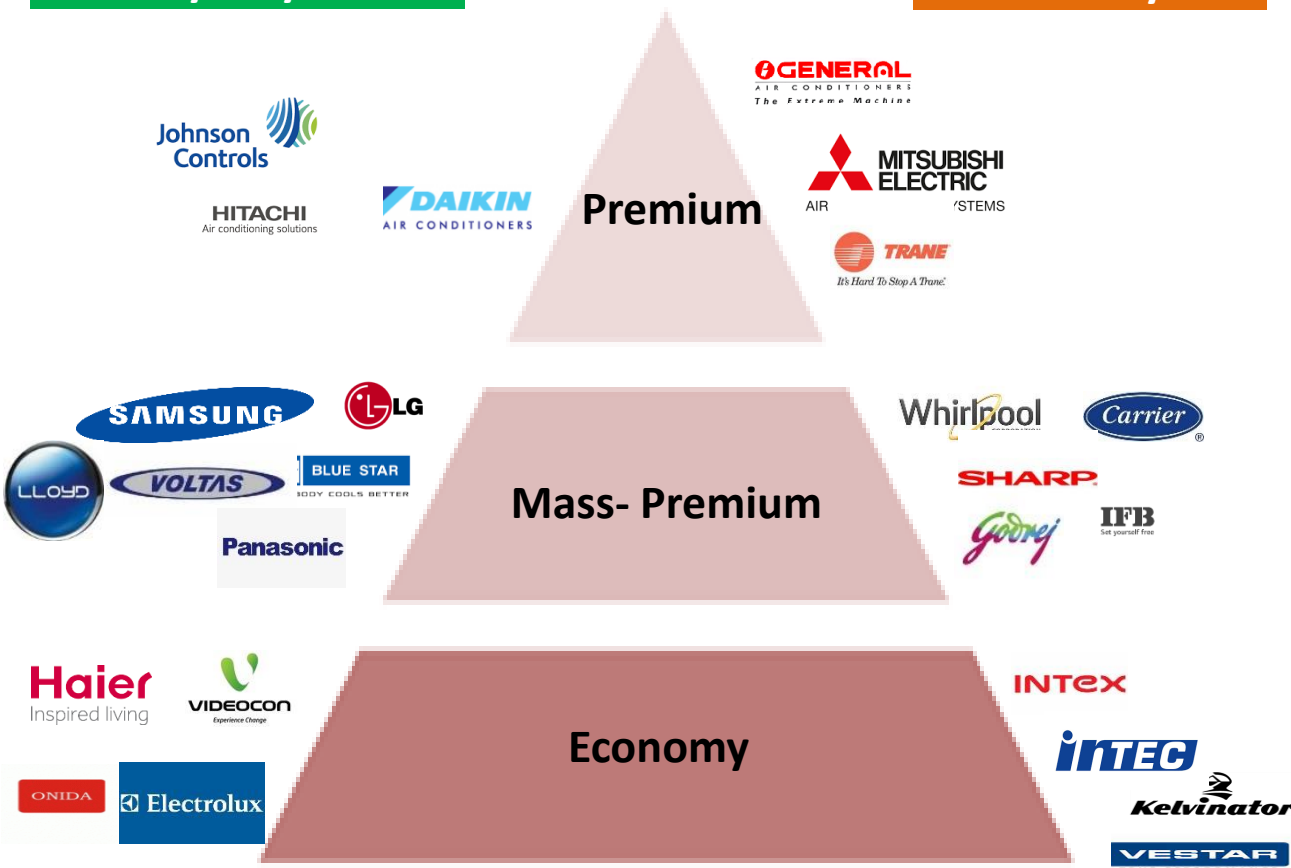


# MASS PREMIUM POSITIONING

## Air Conditioner Market in India

### Key Players

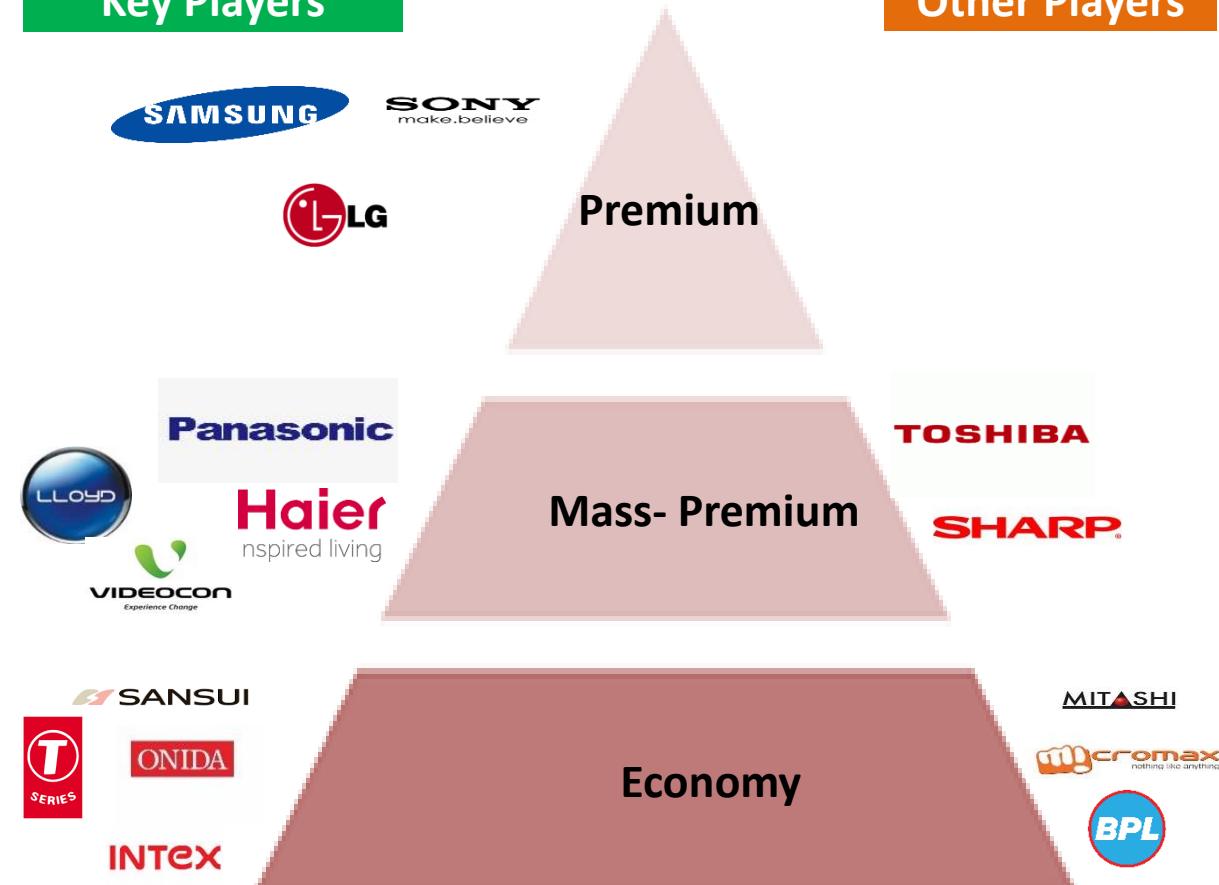
### Other Players



## LED TV Market in India

### Key Players

### Other Players



# LLOYD WELL PLACED IN CONSUMER DURABLES MARKET



FY19 Gross sales of  
c.INR 2,000 Cr



Gained 13% share in AC  
segment of India in  
~ 7 years



Among top three AC  
players in the country



Gained 3% share in LED TV  
segment of India in  
~ 5 years



Innovative and aggressive in  
brand building initiatives,  
created a strong connect



10,000+  
Display points pan India



600+  
Service centers pan  
India



6 decades  
of brand vintage in AC  
segment



Presence across  
450+ cities

# LLOYD-AN EVOLVING JOURNEY

- An exciting 2 years journey
- Favourable demand demographics to drive long term industry growth
- Investing behind brand, manufacturing, people and distribution to extend Lloyd positioning
- Leveraging Havells connect and trust
- Industry headwinds and disruptions in last year. Doesn't diminish medium term outlook



**Lloyd AC Plant**





# FINANCIALS

# STANDALONE FINANCIALS

## Financial highlights

in millions of Rupee

	FY17	FY18	FY19	Q1 FY20
Net Revenue	61,353	81,385	100,576	27,119
Growth %	14%	33%**	24%**	4%**
EBIDTA %	13.4%	12.9%	11.9%	10.2%
PBT % before exceptions	13.5%	12.3%	11.5%	9.7%
PAT % before exceptions*	9.7%	8.6%	7.9%	6.4%
<hr/>				
CAPEX (incl. intangibles)	2,386	15,962	4,611	1,458
ROCE %	27%	30%	30%	28%
Net Worth	32,736	37,392	42,425	44,392
Net Working Capital	5,274	3,131	7,625	7,185
Cash & Bank	19,375	15,262	12,848	14,083

\* PAT for FY18 and FY17 was 8.8% in both years including exceptional items

\*\* Ex-Lloyd excise adjusted growth in FY18, FY19 and Q1 FY20 was 13%, 23% and 9% respectively

# GROWTH WITH RESPONSIBILITY

## Havells Mid-Day Meals Program



**Serving 60,000+ students daily**

## Sanitation



**Built over 4,000 bio-toilets in 400+ schools**

## DOW JONES SUSTAINABILITY INDEX-2018

Overall Ranking	
Rank	Company
1	Signify NV
2	Schneider Electric SE
3	Legrand SA
4	Prysmian SpA
5	OSRAM Licht AG
6	Fuji Electric Co Ltd.
7	Havells India Limited

**Ranked 7th globally in the Electrical Components & Equipment Industry**

## SUSTAINABILITY



**10 of 13 manufacturing plants are zero water discharge**



**Generated 6% of clean energy from roof top plants**



**Energy intensity reduced by 41% from FY16 to FY19**



**94% of waste recycled / reused**

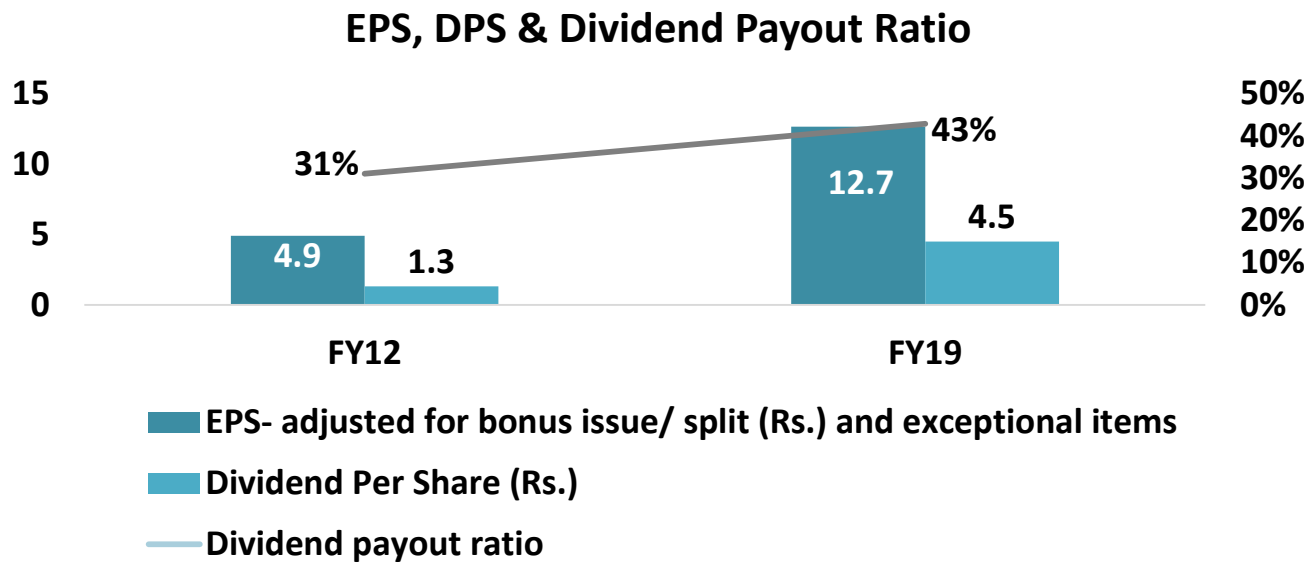


**GHG emission intensity reduced by 40% from FY16 to FY19**

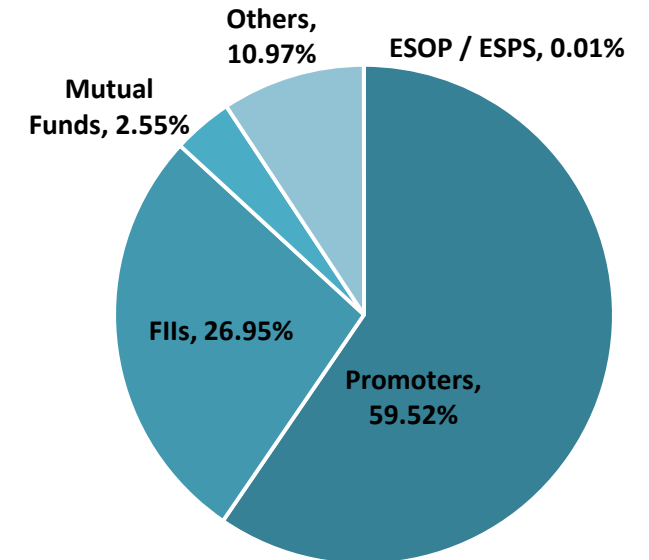
**HAVELLS**

# BENCHMARKING WITH THE BEST CORPORATE, FINANCIAL AND SHAREHOLDERS GOVERNANCE

- Promoters- single business focus
- Transparent and detailed communication to shareholders
- Committed to high standards of corporate and shareholder governance



**Shareholding Pattern  
As on 30.06.2019**



- Corporate Governance **CGR 2+** rating by **CARE**
- Maintaining dividend pay-out of ~43%, stated policy of 30% to 50%

# SUMMARY

- India represents large untapped opportunity with lower penetration, higher unorganized sector & growing electrification
- Havells preparing for future with constant products expansion, deepening market reach & brand reinforcement
- Organic leverage with opportunistic acquisition to drive growth
- Strengthening management bandwidth to lead ambitious growth plan
- Native business acumen, market connect and ethics remain core values

 Crabtree

 STANDARD

 HAVELLS

 REO



**INDIA: ELECTRIFIED BY HAVELLS**