

Crompton Greaves Consumer Electricals Limited

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W: www.crompton.co.in. CIN : L31900MH2015PLC262254

Date: September 18, 2019

To, BSE Limited ("BSE"), Corporate Relationship Department, 2 nd Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai – 400 001.	To, National Stock Exchange of India Limited ("NSE"), "Exchange Plaza", 5 th Floor, Plot No. C/1, G Block, Bandra- Kurla Complex Bandra (East), Mumbai – 400 051.
BSE Scrip Code: 539876	NSE Symbol: CROMPTON
ISIN: INE299U01018	ISIN: INE299U01018
Our Reference: 56/2019-20	Our Reference: 54/2019-20

Dear Sir/Madam,

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Intimation of Schedule of Analysts/Institutional Investor Meeting

With reference to the captioned subject and pursuant to Regulation 30 and Para A of Para A of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 kindly note below mentioned schedule of analysts/institutional investor meets:

Date	Time (EST)	Name	Meeting Type	Place
18 th September, 2019	9:00 a.m. – 10:00 a.m.	Copper Rock Capital Partners LLC	One on One	Boston
18 th September, 2019	12:00 p.m. – 1:00 p.m.	Clough Capital Partners	One on One	Boston
18 th September, 2019	1:30 p.m. – 2:30 p.m.	Macquarie Investor Mgmt	One on One	Boston
18 th September, 2019	3:00 p.m. – 4:00 p.m.	Columbia Threadneedle Investments (US)	One on One	Boston
19 th September, 2019	9:30 a.m. – 10:30 a.m.	Oppenheimer Funds Inc	One on One	New York
19 th September, 2019	11:00 a.m. – 12:00 p.m.	TIAA-CREF Investment Management Inc	One on One	New York
19 th September, 2019	12:30 p.m. – 1:30 p.m.	Fiera Capital Inc (NY)	One on One	New York



19 th September, 2019	2:00 p.m. – 3:00 p.m.	Allaince Berstein L.P. (US)	One on One	New York
19 th September, 2019	4:00 p.m. – 5:00 p.m.	Public Sector Pension Investment Board	One on One	New York
20 th September, 2019	9:00 a.m. – 10:00 a.m.	Neuberger Berman, LLC	One on One	New York
20 th September, 2019	10:30 a.m. – 11:30 a.m.	Capital International/ Capital Guardian	One on One	New York
20 th September, 2019	12:00 p.m. – 1:00 p.m.	1. Crestwood Capital Management LP 2. Discovery Capital Management LLC 3. Principal Global Investors, LLC	Group	New York

The above schedule is subject to change which, may happen due to exigencies on part of the Investors/ Company.

Also, please find enclosed herewith the presentation that will be made at the Investor/Analyst Meet of Crompton Greaves Consumer Electricals Limited.

We request you to please take the above schedule and presentation on record.

Thanking you,
For Crompton Greaves Consumer Electricals Limited



Pragma Kaul
Company Secretary & Compliance Officer



Encl: A/a



Crompton

Investor Presentation

September 2019

Disclaimer

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Crompton: A New Beginning ...

India's market leader in **Fans** and **Residential Pumps**, with leading market position in **Lighting...**

Crompton

...and fast expanding in **Household Appliances** and **Agricultural Pumps...**

... with a **75+ year** old brand legacy

Key Milestones Post Demerger

2015

- Commenced operations as an independent company
- New Management took over
- A new Board of Directors was constituted
- Management articulated a new vision and strategy for the company

2016 & 2017

- Launched innovative and sustained brand campaign
- Listing and trading on BSE and NSE
- Launched India's 1st anti-dust fan
- Aggressive transformation to LED
- Completed ERP implementation in 8 months

2018 & 2019

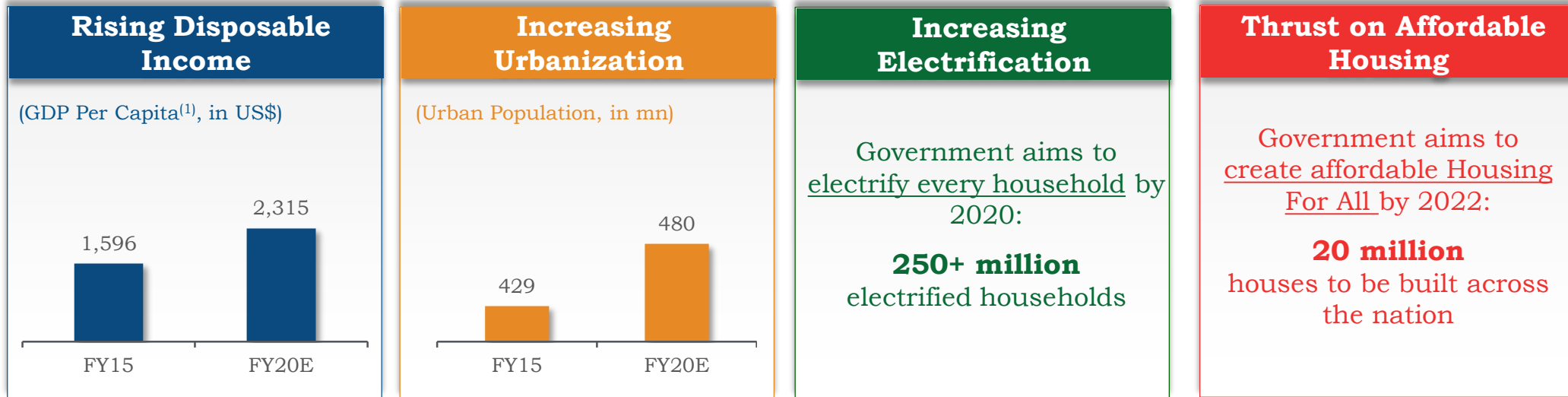
- Sustained innovation in fans - Aura fluidic (5 year warranty)
- Launched India's first 5* LED Bulb and Anti bac lamp
- Revamped distribution for better availability & service
- Relaunched Geysers' & Coolers' portfolio with aesthetically appealing competitive products

KPIs

- **To grow top line faster than the market**
- **Grow profits at least in line with top line growth**
- **To convert bulk of the profits into cash**

Significant Macro Opportunity...

Key Drivers in Place...



Market Size (INR)	Fans	Lighting	Pumps	Small Appliances	Switches/ Switchgears	Cables/ Wires	Others
	79 Bn	150 Bn	69 Bn	109 Bn	35 Bn	80 Bn	80 Bn

~INR 600 bn market opportunity growing steadily for the organized sector

...Leading to Significant Industry Opportunity⁽²⁾

Sources: World Economic Outlook 2017 by IMF, India Brand Equity Foundation (IBEF), EIU, CRISIL Report, Internal Estimates.
1. GDP Per Capita is PPP Adjusted. 2. Market size estimates based on Market Pulse and Internal Estimates.

Where Crompton Plays... (No.1 or 2 in 90% of Business)



Fans



Lighting



Pumps



Geysers/Coolers

Market Share

24%

8%

Residential - 28%
Agro - 7%

Geysers - 8%
Air Cooler - 3%

Market Position

#1

#2

Residential #1

Geyser # Top 5

Comprehensive Product Portfolio

- Ceiling Fans
- Table Fans
- Pedestal Fans
- Wall-Mounted-Fans
- Ventilating Fans
- Heavy Duty-Exhaust Fans
- Air Circulators
- Industrial Fans

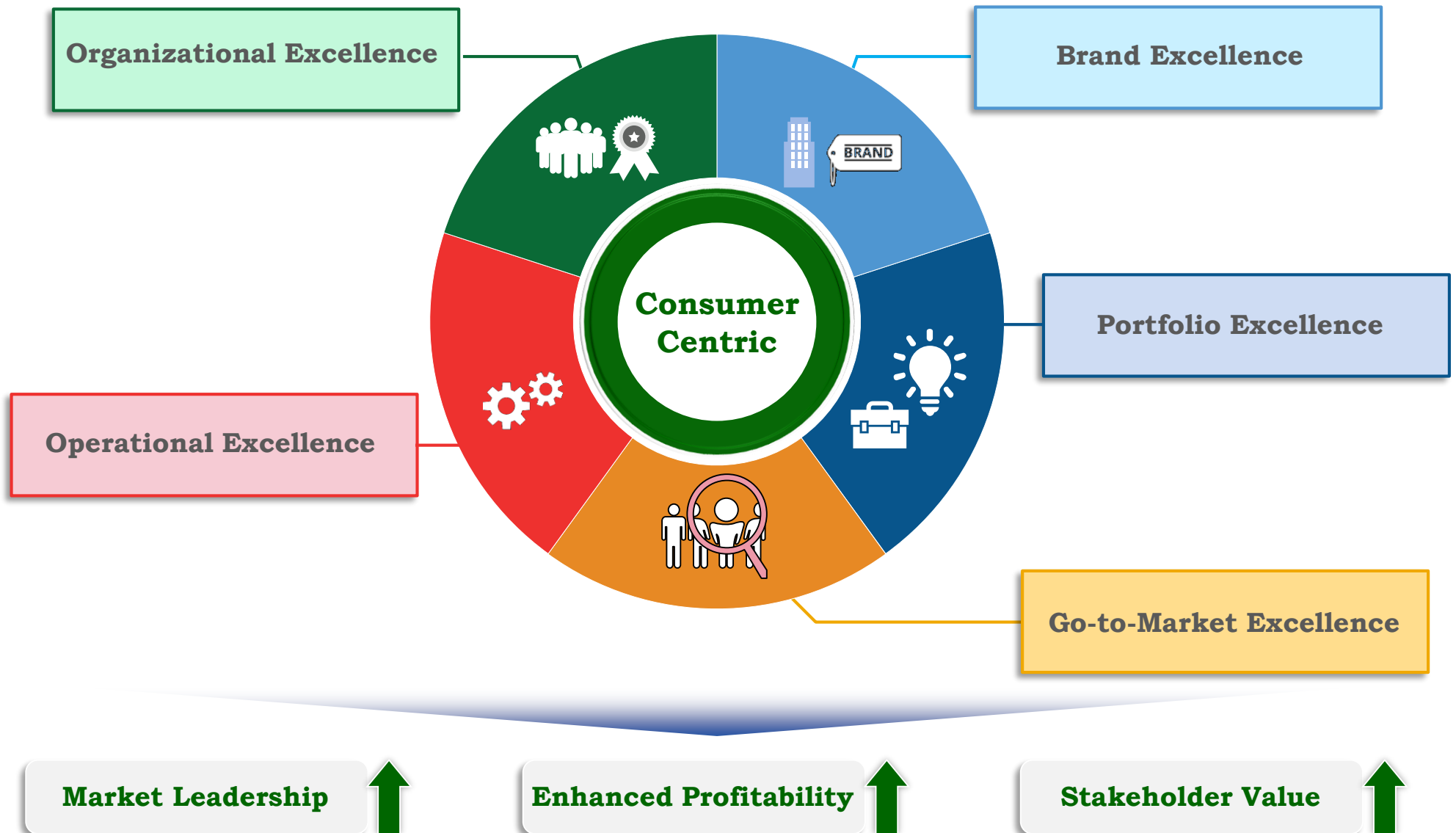
- LED Lamps
- LED Battens/Panel
- Home Lighting
- Infrastructure Ltg.
- High Mast/Street-Lighting Poles
- Interior & Architectural Ltg.
- High Intensity Discharge Lamp
- Incandescent Lamps
- CFL/FTL

- Residential Pumps
- Agricultural Pumps
- Commercial and Industrial Pumps

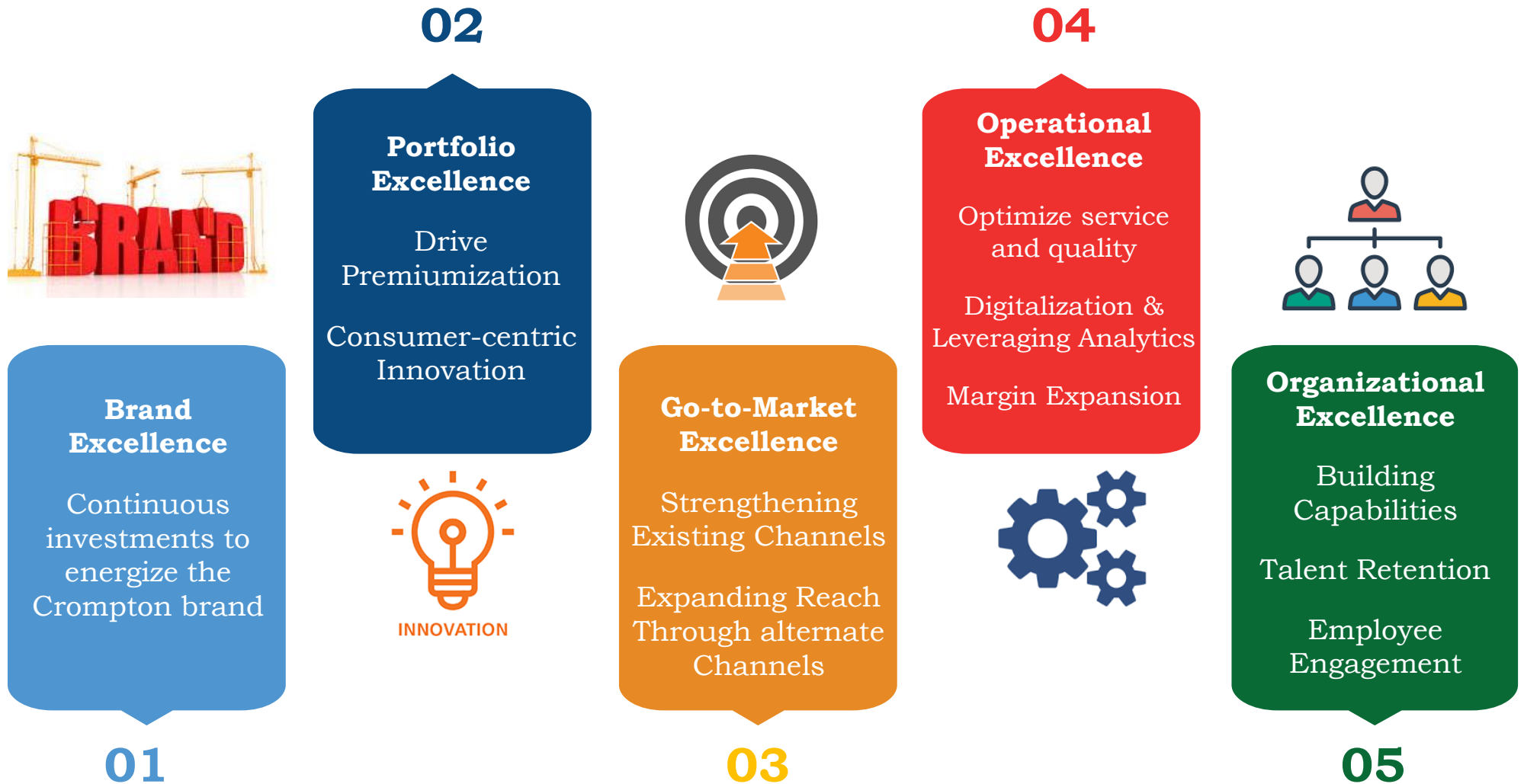
- Storage WH
- Instant WH
- Tower Cooler
- Desert Cooler
- Window Cooler
- Personal Cooler

Crompton Poised to Capitalize on the Macro Opportunity...

The Management has identified **Five Strategic Levers** to capture this opportunity



... by putting Strategic Levers to Work



Leading to market leadership and enhanced profitability thereby, maximizing shareholder value

Leveraging 75+ Years of Brand Heritage



Crompton leveraging its strong brand legacy, reinvented market strategy and driving innovation to gain disproportionate market share



Continuous Investments into Energizing the Brand ...

TV Advertisements



Product Brochure



Print Campaign



In-shop Branding



Social Media



... Following a Multi-Channel Holistic Approach

Crompton has created a compelling Brand Idea, **“Let’s Hangout Ghar Pe”**

Brand Idea

New brand campaign to reach the consumer across various touch points



Let’s Hangout Ghar Pe!

Advertising Equity

Consumer Touch Point

Customer Touch Point

- Specific hard claims / features⁽¹⁾

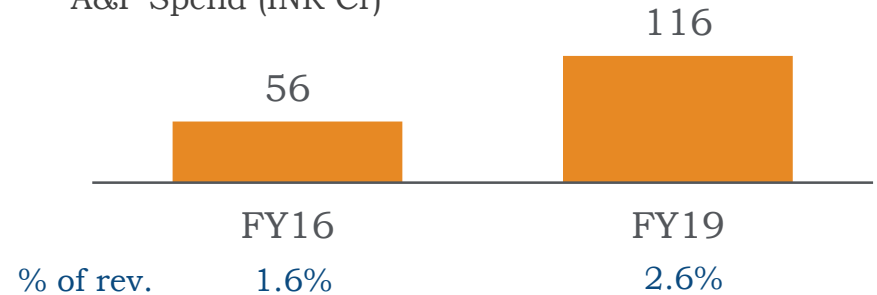
- Educational⁽²⁾

- In-store Initiatives⁽³⁾

Impact

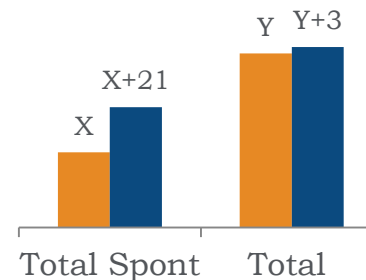
Crompton has leveraged advertising effectively in order to improve brand recall

A&P Spend (INR Cr)



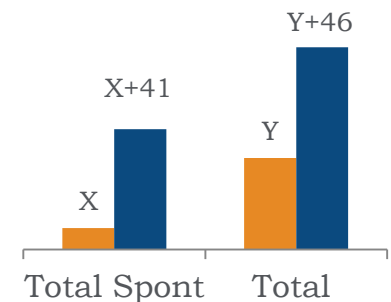
Fans

% Brand recall



Pumps

% Brand recall



Before launch (Mar'16)

After launch (Mar'19)

Step up investment in Brand in line with Industry Benchmark

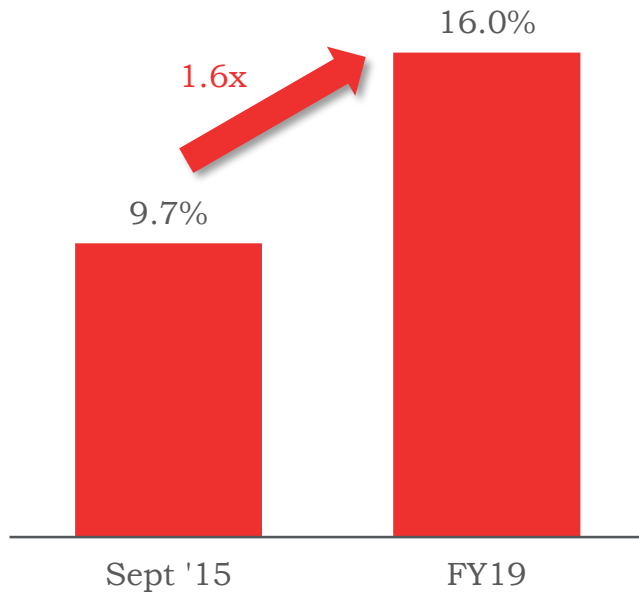
Source: Market Pulse

Notes: (1) Digital, TV, Print, Radio, OOH etc.; (2) Brochures, 3rd party / Architects, Apps, Digital etc.; (3) Look & feel, Shopper claims, etc.

Customer Centric Innovation Driving Portfolio Excellence

Premium Fans

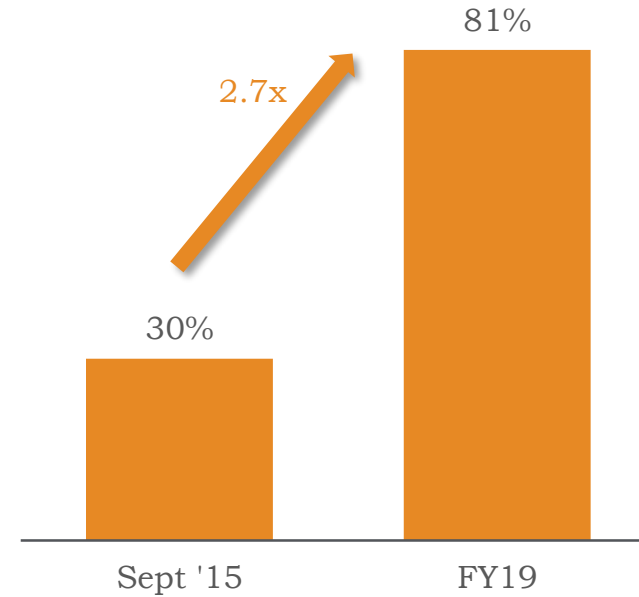
(% Salience)



Innovation and in-store placement

LED Lighting

(% Salience)



Innovation, filled portfolio gaps, led price disruption to drive adoption

Launched innovative products (Eg: Anti-Dust Fans and Aura Fluidic) to increase salience in premium fans

Significantly increased availability of LED lights at price points better customized for consumer needs

Increased Salience

Innovation Train - 2019

Lighting



Pumps



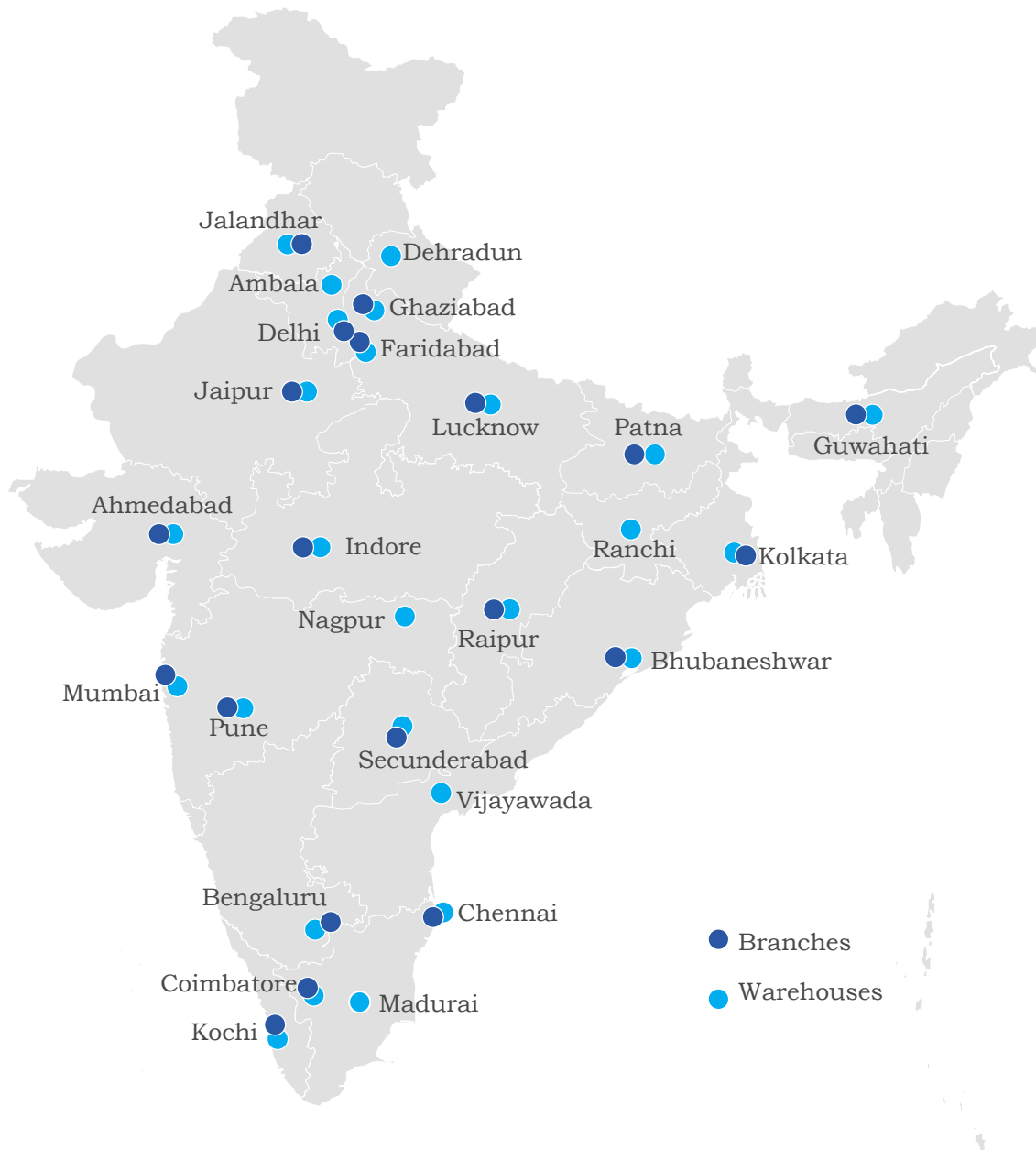
Fans



Appliances



Go-to-Market Strategy Tailored to Win In-Store



Leverage Existing Pan-India Distribution Network

Nationwide network with **3,000+ distributors** and **100,000+ retailers**

Utilization of common channels across different business line

Expanding the Current Reach

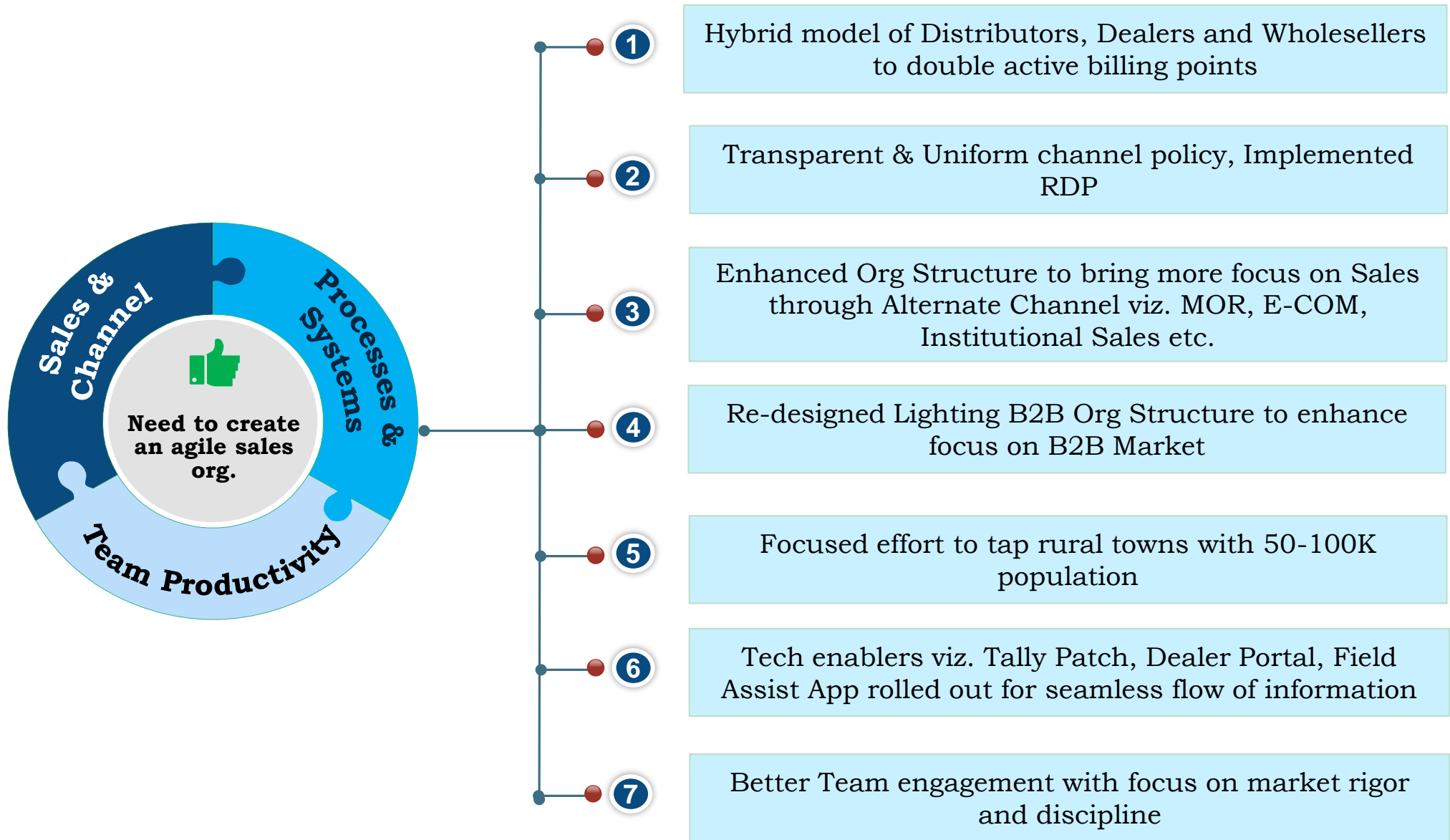
Implement Distribution Model expansion in untapped territories falling in 50-100K population town

Increase active billing points

Strong after-sales support with 500+ service centers

Enhancing customer experience across all touch points

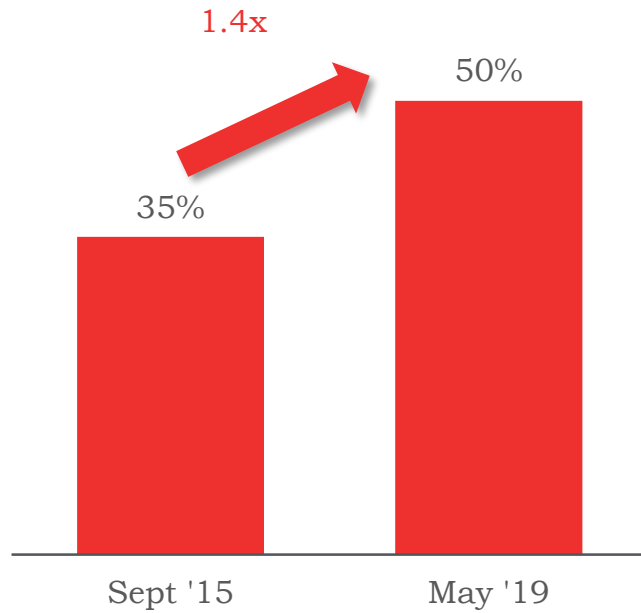
GTM Driving Structural Changes on Ground



Branding and Distribution Initiatives Driving Significant Increase in Reach

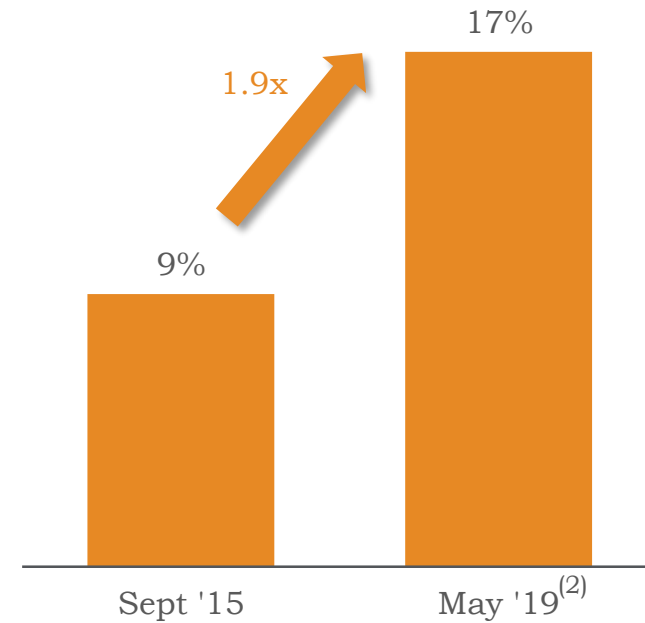
Fans

(% Counter Reach⁽¹⁾)



LED Lamp

(% Counter Reach⁽¹⁾)



Sources: Market Pulse, Internal Estimates.

1. Counter Reach = Number of counters where Crompton is present/ Total counters in India. 2. Jan'18 onwards Market Pulse changed the basis for the Lighting market, Mar'18 numbers not comparable to Sept'15.

Growth Drivers – Existing Portfolio

FANS



Continue to drive consumer centric innovative products
Increase Salience of Premium Fans

LIGHTING



Most cost competitive offering in B2C lighting
Expand B2B Lighting Business under new Structure
Focus on smart and connected lighting offering

PUMPS



Increase share in West and South for Residential Pumps
Double the market share in Agro Pumps
Aggressively drive Solar Pumps

SMALL APPLIANCES



Strive to be amongst top 3 players in Geysers and coolers
Establish and become a known player in Kitchen Appliances led by Mixer Grinders
Drive premiumization in focused categories

Growth Drivers – New Portfolio

IOT



Build capability to develop IOT based products in all segments

SOLAR



Evaluate entry in two biggest category i.e. Lighting and Pumps

ADJACENT BUSINESS



Enter an adjacent category complementing current portfolio

Operational Excellence Driving Margin Expansion



Cost reduction has been key focus area for past 3 years...



- Bundling of Demand across PLs



- Design to Cost



- Make vs buy



- Process Improvement



- Alternate suppliers



...delivering incremental accruals of ~395 Cr...
INR Crs



Operational Streamlining and Optimization



Sales and operational planning to improve material availability

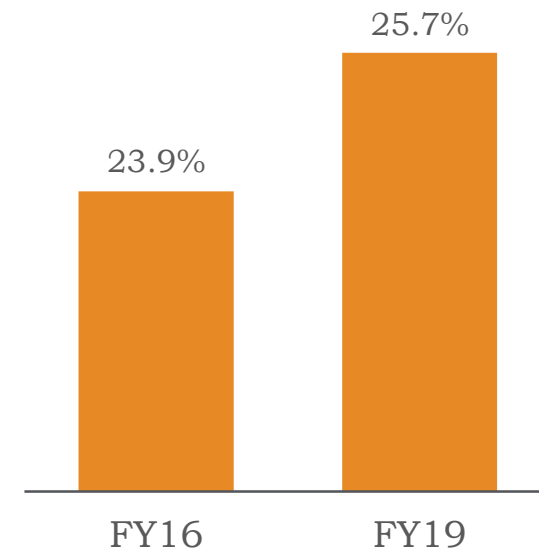


Focusing on various initiatives on Digitalization and Analytics



Consistent Gross Margin^(1,2) Improvement

In %



Sources: Company Filings and Internal Estimates.

1. Gross Margin = (Net Revenue - Total Material Cost - Direct Cost) / Net Revenue

2. Margins have been calculated on GST and INDAS adjusted revenues

Operational Excellence



Continue to drive Cost Optimization..



- Building Inhouse Capability



- Design to Cost



- Process Improvement



...and reinvest in business to drive further growth



Operational Streamlining and Optimization



- Optimizing Supply Network Design



- Progressing from Placement Efficiency to OTIF as a measure to track availability and customer satisfaction



- Project Delight – Step towards focused efforts to produce best-in-class quality products

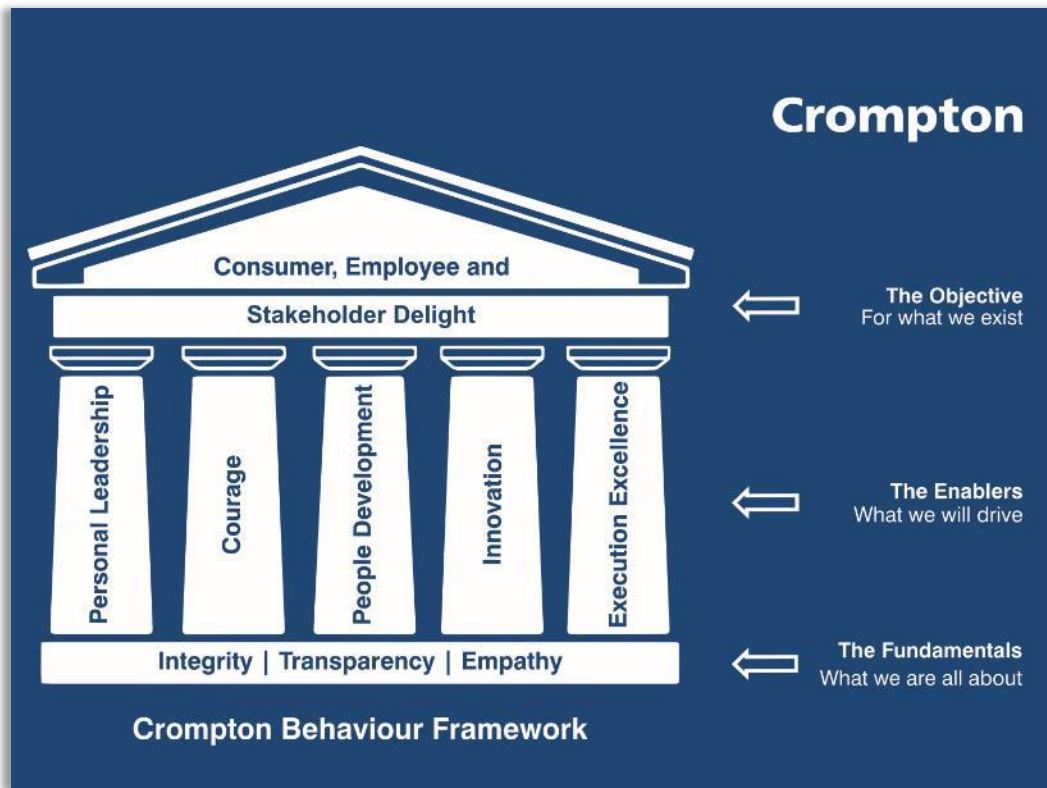


Tech Enablement

- Increase digitalization
- Supply Chain Enablement
 - Vendor & quality Portal
 - E-Auction
 - offline barcoding
- Sales Enablement
 - Dealer Portal
 - B2B Sales Portal (SFDC)
 - Secondary Sales Data Tracking System
 - Field Assist Mobile App
- Finance & HR Enablement
 - Reporting & Budgeting Tool
 - HRMS, Travel Portal
- Leverage Analytics and Data for improved decision making

Organization Being Built for Sustained Excellence

Crompton's Behaviour Framework



Talent Retention

- ✓ Identification of talent pool
- ✓ Career & Succession planning
- ✓ Leadership Development

Capability Building

- ✓ Enhancing innovation, R&D and design capability
- ✓ Sales capability to leverage alternate channels
- ✓ Training & Development

Employee Engagement

- ✓ Performance Reward & Recognition
- ✓ Greater transparency in communication
- ✓ Work-life balance

Creating an agile and sustainable organization capable of meeting ever-evolving customer needs

Corporate Social Responsibility

UJJWAL DEEP, our CSR programme, represents our long-term commitment to build positive values for communities, including key stakeholders.

4 Thrust Areas

- ✓ Vocational and skills training
- ✓ Environmental projects such as water and waste management
- ✓ Social welfare programmes for communities around our manufacturing/processing facilities
- ✓ Employee engagement through corporate social responsibility



Awards & Certifications

Award/certification	Institution	Year
BEE Certification: first prize in ceiling fans	National Energy Conservation Awards, Ministry of Power, Govt of India	2016
India Design Mark: Crompton Force CF Series pumps, Crompton 'Signature Series' of commercial lighting fixtures and 'Supra Series' of industrial fixtures	India Design Council, Department of Industrial Policy & Promotion, Ministry of Commerce and Industry, Govt of India	2018
Crompton Pumps selected 'Superbrand'	Business Superbrands India	2016, 17, 18
Crompton Lighting: National winner in the 'Operational Excellence Leadership' category	Frost & Sullivan PERP competition	2016
'Most energy efficient appliance of the year award': ceiling fans	National Energy Conservation Awards, Ministry of Power, Govt of India	2017,18
Global SSL Showcase Top 100 installations award: end-to-end apron lighting of Hyderabad Airport	International Solid State Lighting Alliance (ISA), Beijing, China	2017
Top 10 companies: Indian Corporate Governance Scorecard	S&P BSE 100	2017,18
Indian Outdoor LED Lighting "Company of the Year" at the India Best Practices Awards Banquet	Frost & Sullivan	2018
Crompton Fans Division Goa won the gold in the engineering sector for outstanding achievements in safety management at the Annual Greentech Safety Award	Greentech Foundation, New Delhi, India.	2018

Awards & Certifications



Fans NECA Award



Appliance Award



Crompton Appliances team won best design award for "Mystique Turbo Cooler" by ET Polymer



India Design Mark - 2018



Distinguished Board of Directors and High Standards of Corporate Governance

Hemant Nerurkar



Managing Director



Past/
Current
Affiliations

Shantanu Khosla



Managing Director & CEO



D Sundaram



Vice-Chairman and CFO



P M Murthy



Managing Director



Shweta Jalan



Advent International
GLOBAL PRIVATE EQUITY



Past/
Current
Affiliations

Promeet Ghosh



TEMASEK
HOLDINGS



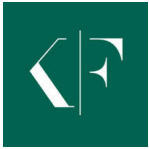
Sahil Dalal



Advent International
GLOBAL PRIVATE EQUITY



Smita Anand



AON Hewitt

Leadership with long success records



Shantanu Khosla

Managing Director
Joined CGCEL in July 2015

Prior Experience



MD & CEO (2002-2015)

30+ years of experience in managing consumer business across markets, product categories and functions

Alumnus of Indian Institute of Technology, Bombay and the Indian Institute of Management, Calcutta



Mathew Job

Chief Executive Officer
Joined CGCEL in Sept 2015

Prior Experience



MD (2012-2015)



MD (2009-2012)



Senior Marketing Director (1994-2009)

Alumnus of the Indian Institute of Management, Calcutta



Sandeep Batra

Chief Financial Officer
Joined CGCEL in Sept 2015

Prior Experience



CFO (2009-2015)



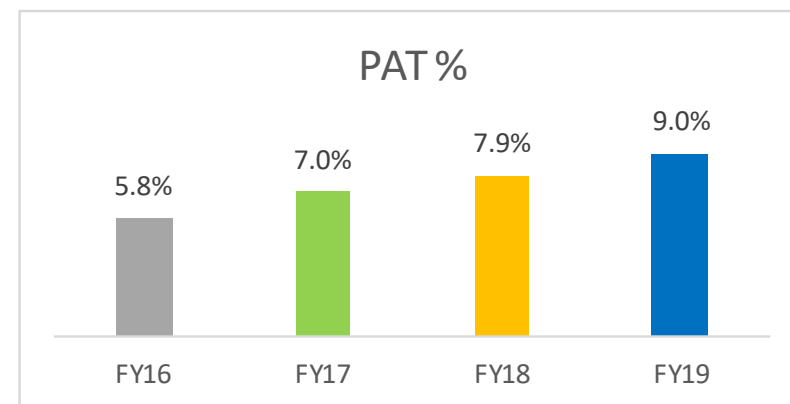
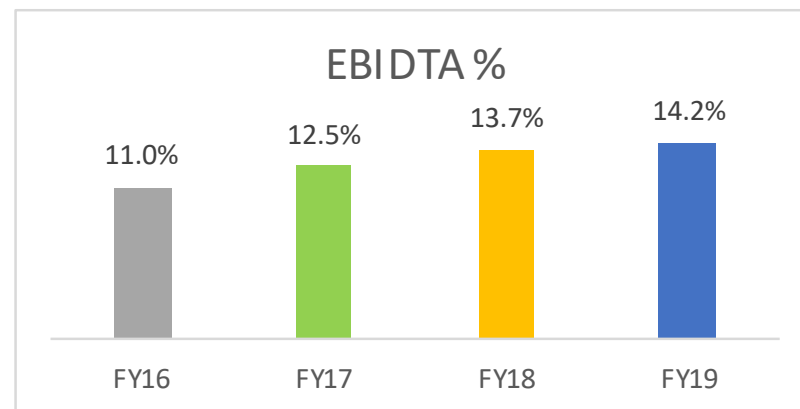
CFO (1988-2009)

Alumnus of St. Xavier's College, Kolkata, a Chartered Accountant and Company Secretary

Financial Highlights

INR Crore

Profit & Loss	FY17	FY18	FY19	CAGR
Revenue ¹	3701	4031	4479	10%
EBIDTA ²	502	562	634	12%
PAT	283	324	403	19%
EPS (Diluted, INR)	4.52	5.17	6.36	
Dividend Payment	113	132	151	
Dividend INR	1.50	1.75	2.00	



Balance Sheet	FY17	FY18	FY19
Net Debt	356	148	21
Total Equity	518	789	1098
RoE	78%	50%	43%
RoCE	58%	58%	55%

Most Profitable Company in consumer electrical space in India

1 FY17 and FY18 Revenue are adjusted for INDAS and GST
2. EBIDTA includes other income

Key Investment Consideration

- ❖ India presents a great macro and micro opportunity
- ❖ Crompton enjoys market leadership in about 65% of its portfolio
- ❖ Crompton, post demerger, has rapidly transformed itself into a consumer centric organization with the relevant capabilities
- ❖ Focus on consumer centric innovations is helping build a differentiated product portfolio
- ❖ Investment on brand is helping ramp up the 75 year old legacy
- ❖ Distribution is being expanded to increase reach and win in store
- ❖ Strong focus on operational excellence is building platform for sustained investment in market facing areas
- ❖ Focus on digitalization is helping connect all stakeholders and help in faster decision making
- ❖ As India's most profitable consumer electrical company, we are best poised to reap the demographic demand of India



Thank You

