



November 08,2022

To,

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 Q2FY23**

As per Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the Investor Presentation for Q2FY23.

Kindly note our earnings call is scheduled on November 08,2022 (Tuesday) at 3:30 PM, IST.

Please take the same on the record.

Thanking you,  
**For Stove Kraft Limited**

**Rajendra Gandhi**  
**Managing Director**

**Stove Kraft Limited**

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

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**STOVEKRAFT**<sup>®</sup>

# STOVEKRAFT LIMITED

Q2 & H1FY23 INVESTOR PRESENTATION




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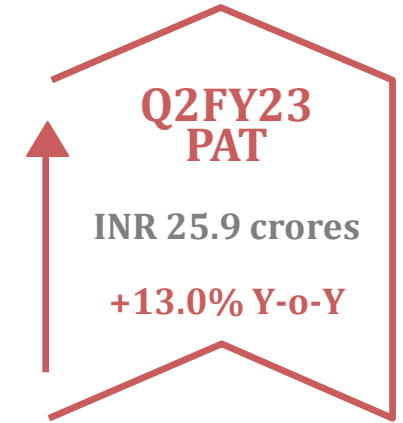
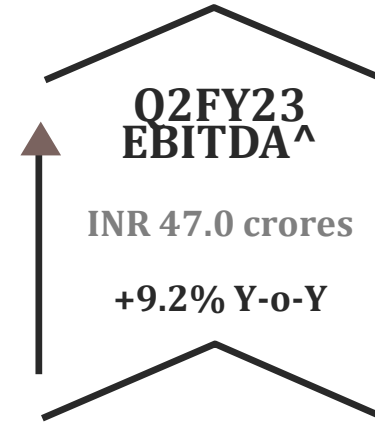
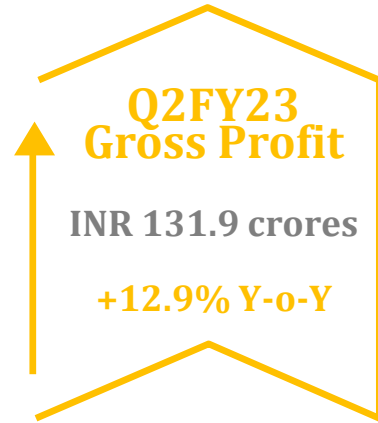
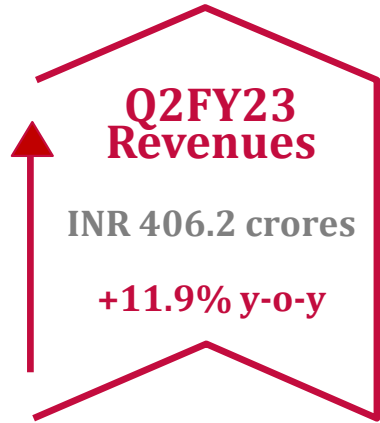
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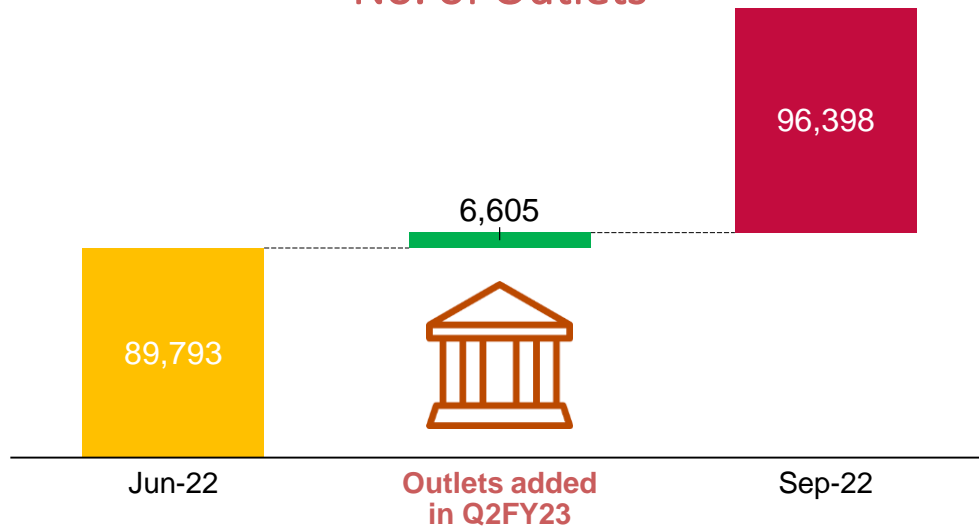
*“The only way to do great work is to love what you do  
- Steve Jobs”*

# Q2 & H1 FY23 FINANCIAL PERFORMANCE

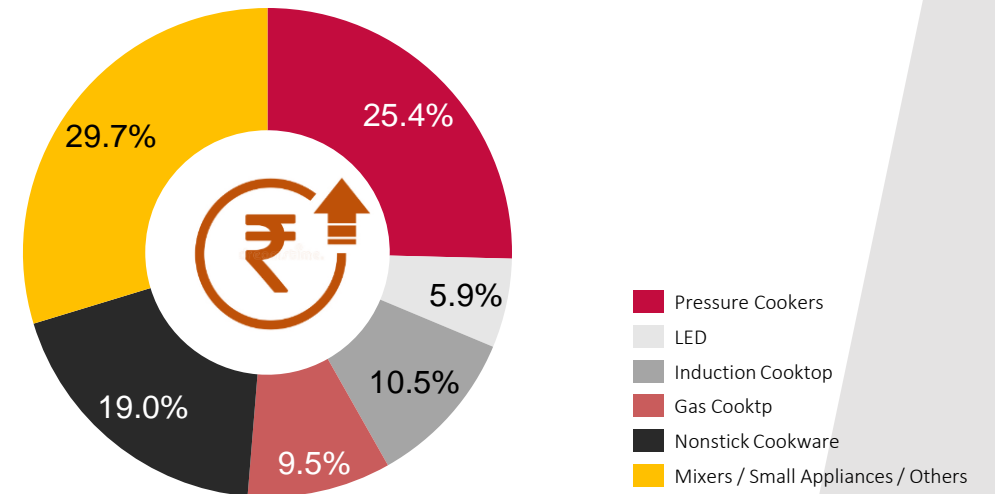
# Q2FY23 Performance (Y-o-Y)



No. of Outlets

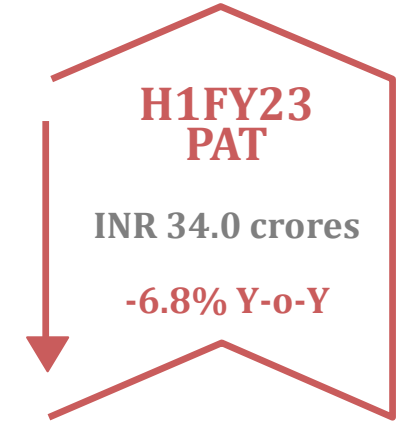
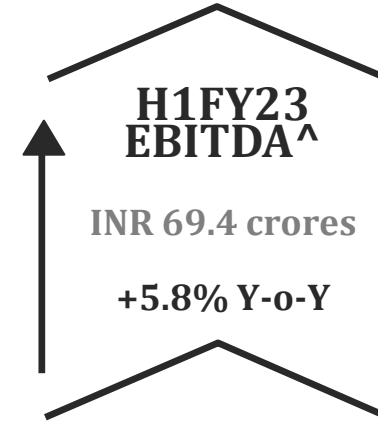
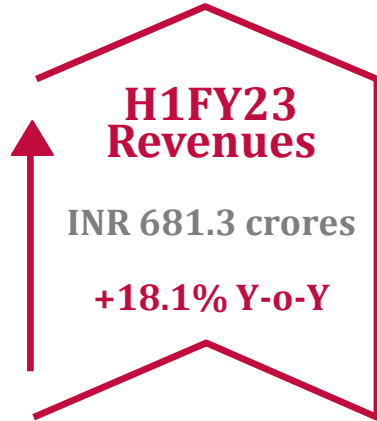


Revenue Breakup: Q2 FY23

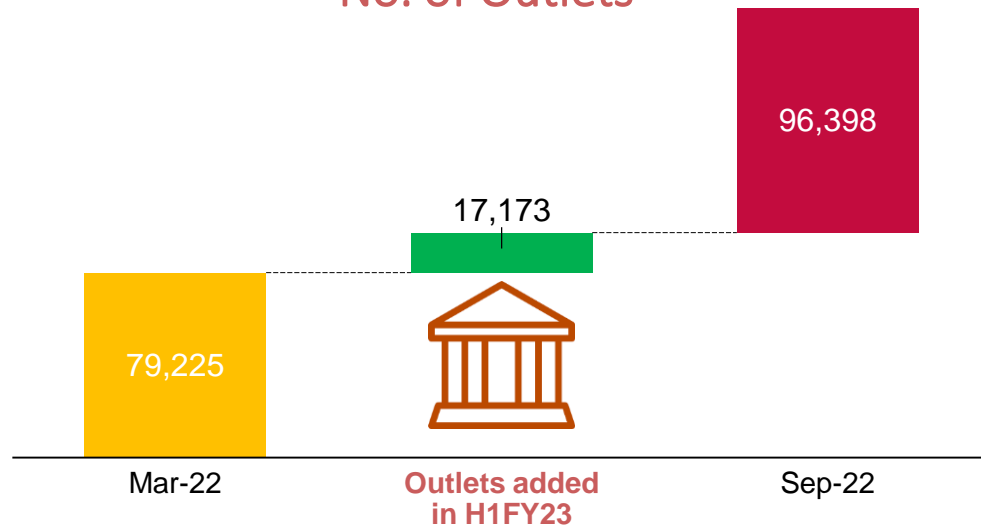


<sup>^</sup> EBITDA is before allowance for expected credit loss; Rs.1 crore for Q2 FY23.

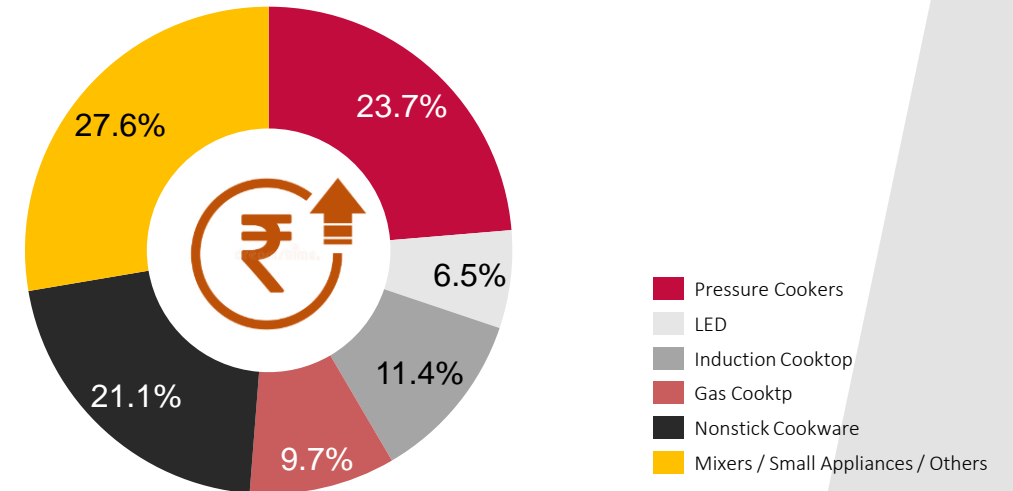
# H1FY23 Performance (Y-o-Y)



No. of Outlets



Revenue Breakup: H1 FY23



<sup>^</sup> EBITDA is before allowance for expected credit loss; Rs.1.75 crore for Q2 FY23.

# Profit & Loss Statement – Q2 & H1 FY23



<b>Profit &amp; Loss Statement (Rs. Crs.)</b>	<b>Q2 FY23</b>	<b>Q2 FY22</b>	<b>Y-o-Y</b>	<b>Q1FY23</b>	<b>Q-o-Q</b>	<b>H1FY23</b>	<b>H1FY22</b>	<b>Y-o-Y</b>
Revenue from Operations	406.2	362.8	11.9%	275.1	47.7%	681.3	577.0	18.1%
Cost of Materials Consumed	215.2	217.4		169.8		385.0	346.5	
Changes in Inventories of Finished Goods and Work in Progress	51.4	32.4		22.8		74.2	50.9	
Manufacturing and Operating Costs	7.8	(3.7)		(8.1)		(0.3)	(10.5)	
<b>Gross Profit</b>	<b>131.9</b>	<b>116.8</b>	<b>12.9%</b>	<b>90.5</b>	<b>45.7%</b>	<b>222.4</b>	<b>190.2</b>	<b>16.9%</b>
GP %	32.5%	32.2%		32.9%		32.6%	33.0%	
Employee Benefits Expense	36.2	30.3		31.5		67.6	54.1	
Other Expenses	48.6	43.4		36.7		85.3	70.5	
<b>EBITDA</b>	<b>47.0</b>	<b>43.1</b>	<b>9.2%</b>	<b>22.4</b>	<b>110.3%</b>	<b>69.4</b>	<b>65.6</b>	<b>5.8%</b>
EBITDA %	11.6%	11.9%		8.1%		10.2%	11.4%	
Other Income	(0.8)	0.1		(1.5)		(2.3)	0.6	
Depreciation and Amortisation Expense	7.3	4.8		6.6		13.9	8.9	
<b>EBIT</b>	<b>38.9</b>	<b>38.4</b>	<b>1.2%</b>	<b>14.3</b>	<b>172.2%</b>	<b>53.2</b>	<b>57.3</b>	<b>(7.1%)</b>
Finance Costs	3.4	3.9		3.0		6.4	6.8	
Exceptional Items	1.0	2.5		0.8		1.8	4.8	
<b>PBT</b>	<b>34.5</b>	<b>32.1</b>	<b>7.5%</b>	<b>10.6</b>	<b>225.6%</b>	<b>45.1</b>	<b>45.6</b>	<b>(1.2%)</b>
Total Tax Expense	8.6	9.1		2.5		11.1	9.1	
<b>Profit for the year</b>	<b>25.9</b>	<b>22.9</b>	<b>13.0%</b>	<b>8.1</b>	<b>220.6%</b>	<b>34.0</b>	<b>36.5</b>	<b>(6.8%)</b>
PAT %	6.4%	6.3%		2.9%		5.0%	6.3%	

# Balance Sheet as on 30th Sep 2022




Equity and Liabilities (Rs. Crs.)	30-Sep-22	31-Mar-22
Equity share capital	32.9	32.9
Other equity	366.6	331.1
<b>Total Equity</b>	<b>399.4</b>	<b>364.0</b>
Financial liabilities		
Borrowings	35.2	34.2
Lease liabilities	10.6	0.0
Deferred tax liabilities (net)	0.0	0.0
Provisions	5.1	6.2
<b>Total Non-Current Liabilities</b>	<b>50.9</b>	<b>40.5</b>
Financial liabilities		
Borrowings	127.6	121.0
Lease liabilities	0.7	0.0
Trade payables	247.7	127.4
Other financial liabilities	28.9	27.9
Provisions	7.2	5.4
Other current liabilities	56.6	42.0
Current tax liabilities (net)	1.2	0.4
<b>Total Current Liabilities</b>	<b>469.8</b>	<b>324.0</b>
<b>Total Liabilities</b>	<b>520.7</b>	<b>364.5</b>
<b>Total Equity and Liabilities</b>	<b>920.1</b>	<b>728.5</b>

Assets (Rs. Crs.)	30-Sep-22	31-Mar-22
Property, plant and equipment	337.6	309.4
Capital work-in-progress	4.3	9.2
Intangible Assets	4.6	3.0
Right of use	11.9	0.0
Financial Assets		
Investments	0.0	0.0
Other Financial assets	5.0	8.2
Income Tax Assets (Net)	2.5	3.2
Current Tax Assets	0.0	0.2
Other non-current assets	27.4	20.7
<b>Total Non-Current assets</b>	<b>393.3</b>	<b>353.8</b>
Inventories	254.4	217.4
Financial Assets		
Trade receivables	189.3	96.7
Cash and cash equivalents	10.4	0.4
Bank balances	17.1	11.6
Loans	0.0	0.0
Other financial assets	1.3	1.5
Other current assets	54.3	46.9
<b>Total Current Assets</b>	<b>526.8</b>	<b>374.6</b>
<b>Total Assets</b>	<b>920.1</b>	<b>728.5</b>



# Cash Flow Statement

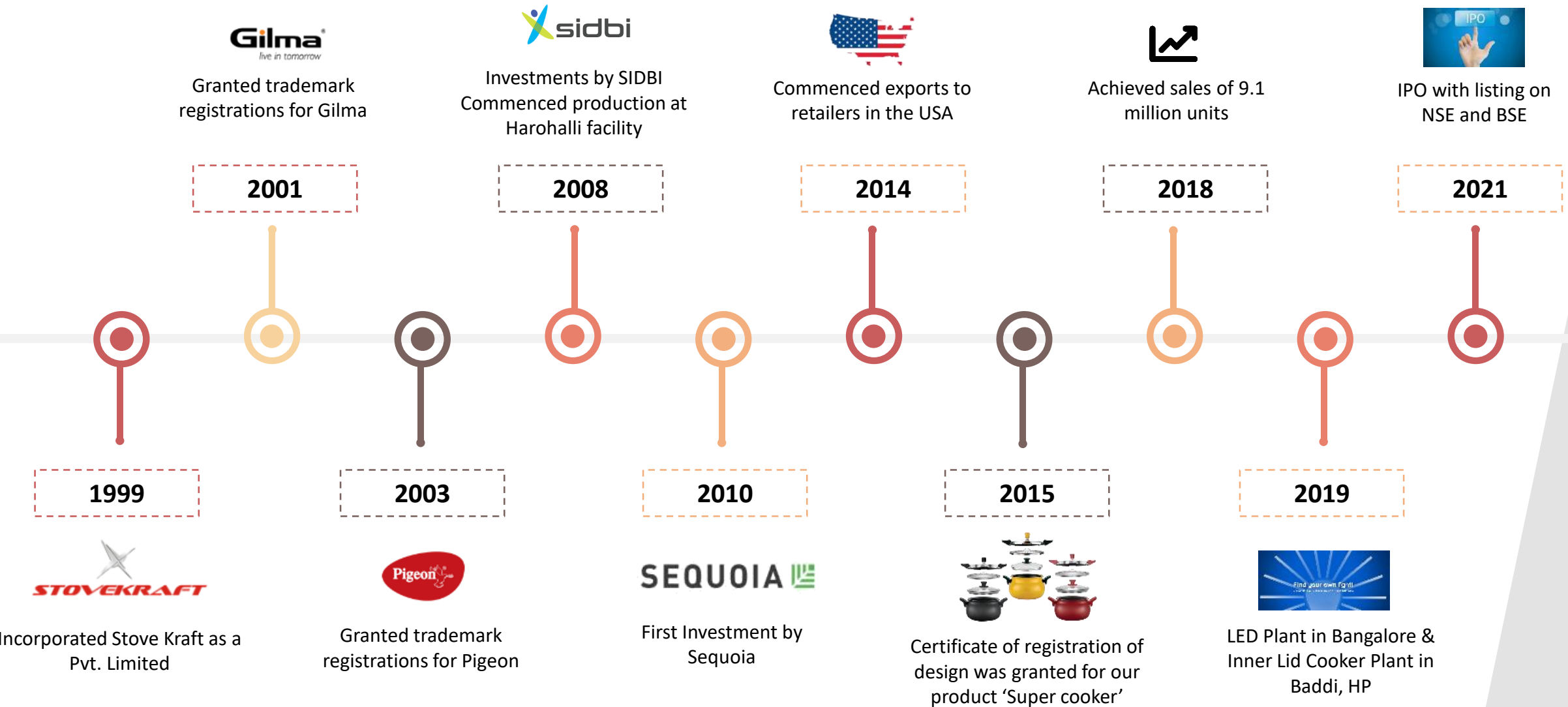
Cash Flow Statement (Rs. Crs.)	Sep-22	Sep-21
Cash Flow from Operating Activities		
Profit before Tax	45.1	45.6
Adjustment for Non-Operating Items	(25.3)	(20.5)
Operating Profit before Working Capital Changes	70.4	66.0
Changes in Working Capital	(7.6)	(29.8)
Cash Generated from Operations	62.8	36.3
Less: Direct Taxes paid	(9.4)	(8.6)
<b>Net Cash from Operating Activities</b>	<b>53.4</b>	<b>27.7</b>
<b>Cash Flow from Investing Activities</b>	<b>(43.8)</b>	<b>(61.3)</b>
<b>Cash Flow from Financing Activities</b>	<b>0.4</b>	<b>9.8</b>
Net increase/ (decrease) in Cash & Cash equivalent	10.0	(23.8)
Add: Cash and cash equivalents as at 1st April	0.4	29.5
Cash and cash equivalents as at 30 <sup>th</sup> September	10.4	5.7



“ Success is walking from failure to failure with  
no loss of enthusiasm  
- Winston Churchill ”

**ABOUT  
STOVE KRAFT LIMITED**

# Key Milestones



# Diverse range of products across consumer preferences...

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

### Value



20+ year old brand  
One of the market leaders for certain products such as cookware

Launched in 2016 and manufacturing commenced in 2019

### Semi - Premium



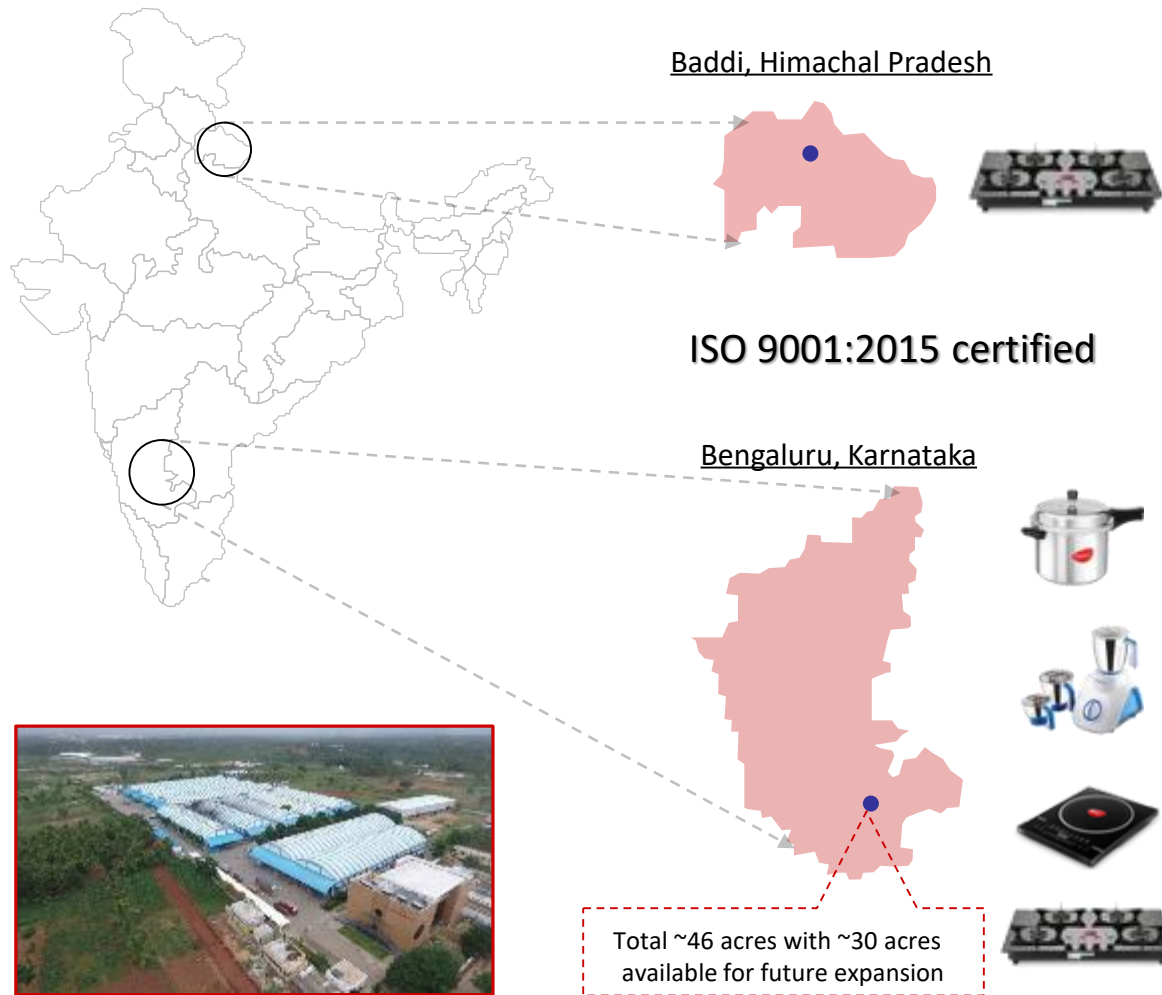
- Offers a modular kitchen experience
- Comprises chimneys, hobs and cooktops across price ranges and designs
- Sold exclusively through Gilma branded outlets, which are owned and operated by franchisees
- Gilma specific mobile application for customers to raise post sales service requests

### Premium



- Entered into an exclusive brand licensing agreement with Stanley Black & Decker Inc. in 2016
- Retailer for and provider of post-sales service for blenders, juicers, breakfast appliances, etc.
- Separate distribution spread across 10 states

# State of the Art Manufacturing Facilities with focus on quality



**Dedicated in-house R&D facility**

Comprising of 13 personnel and tie-ups with foreign companies for technology enablement

**Focus on quality is maintained at all stages**

Sourcing of raw materials  
Product development  
Manufacturing stage

**Rigorous review and monitoring process**

Subject to a rigorous review and monitoring process undertaken at our Bengaluru Facility

**Sourcing team and quality assurance team**

Dedicated sourcing team and quality assurance team based out of China

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

## 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 re-designated 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. 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, Head – Baddi Manufacturing Unit

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

# 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. Anup S Shah, Independent Director

- Mr. Anup S Shah is an Additional Independent Director of the Company. He holds a Bachelor's Degree in Commerce from HR College, Mumbai and a degree in law from Government Law College, Mumbai.
- He has over 36 years of experience in the field of law, specifically real estate law. He is the founder partner of Anup S Shah Law Firm in Bangalore.

## 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

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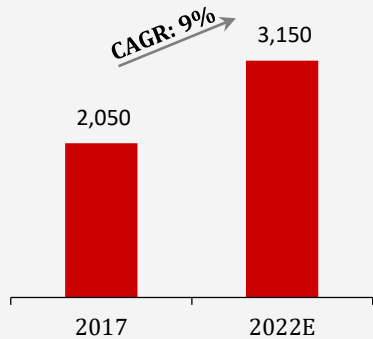
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# Shift in Consumption Patterns and Favourable Governments Policies

## Indian Consumer Appliance Market expected to grow @CAGR of ~9%

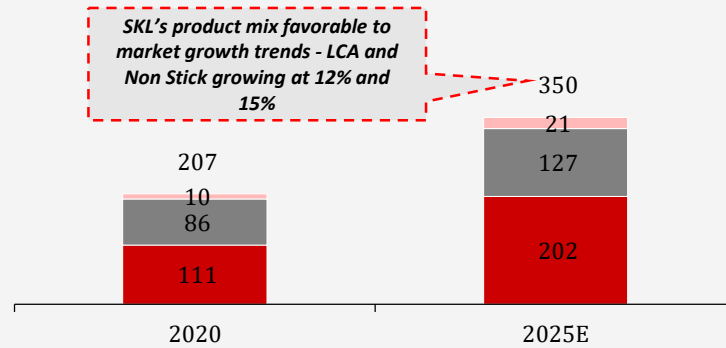
### Indian Appliance and Consumer Electronics (ACE) Market



### Kitchen Appliances Market

(INR Bn)

■ LCA ■ SCA ■ Non Stick Cookware



## Key Growth Drivers

01

Moving towards Aspirational Lifestyle from functional Kitchen tools.

02

Need for Space Utilization –Emerging Concept of Modular Kitchen

03

Growth of E-Commerce and easy Financing options

04

Awareness of Cookware through Mass Media and Retaility Programs

05

Health and Environment Concerns

06

Technological Advancements

## India Government's Policies Favourable For The Consumer Appliances Industry

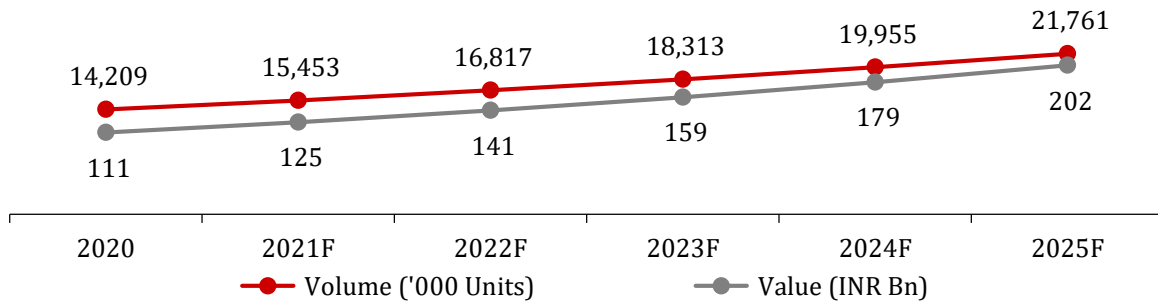
- Shift from unorganized sector to organized sector in Indian manufacturing with the GST Implementation
- Lower tax brackets (5%, 12% and 18%) used for Indian Kitchen Items vs excise +VAT taxed at ~31%
- Make In India Initiative gave ACE market necessary boost which fostered Retail Manufacturing
- Pradhan 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



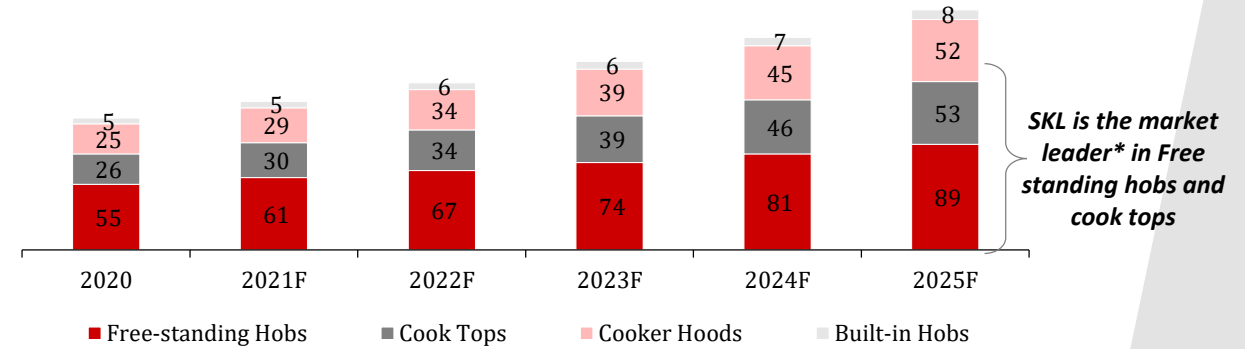
# Indian Large & Small Cooking Appliance Market

**Increasing Market for Large Cooking Appliances (LAC)**

## Large Cooking Appliances

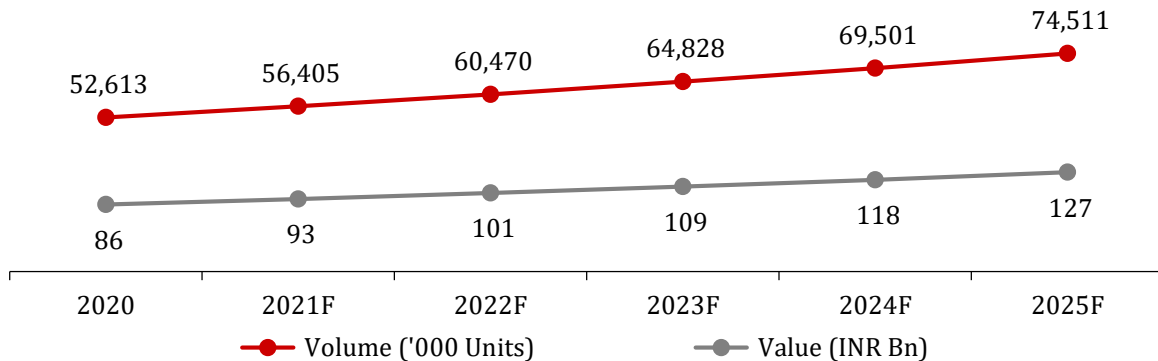


**Increasing Trend by Sub Segments – Value (INR Billion)**

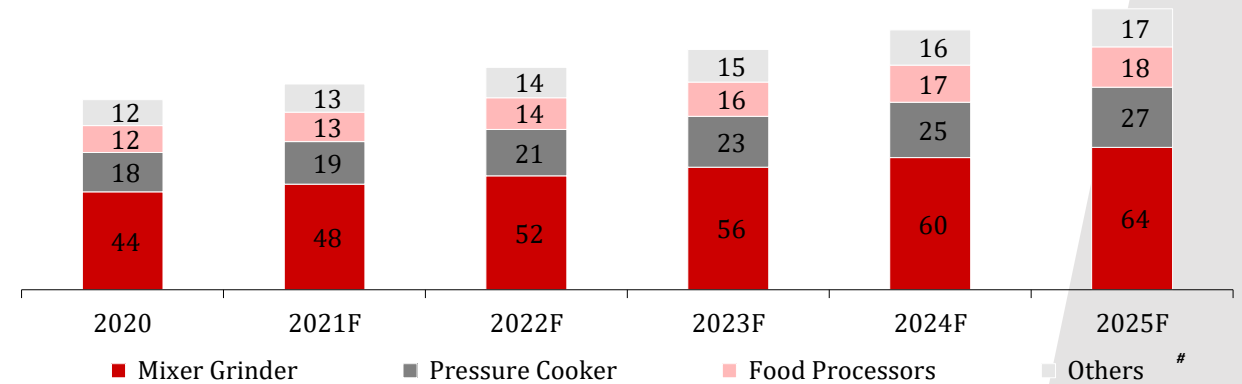


**Increasing Market for Small Cooking Appliances (SAC)**

## Small Cooking Appliances



**Increasing Trend by Sub Segments –Value (INR Billion)**

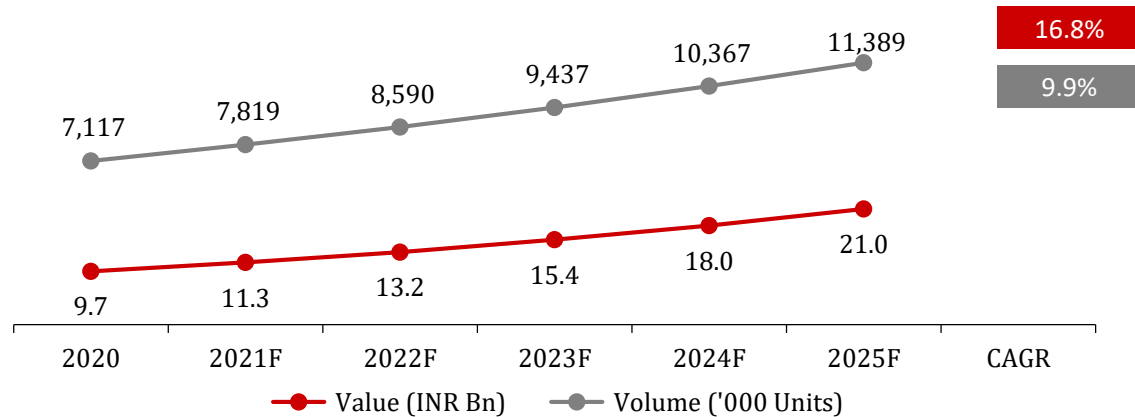


\* As per market share of retail sales volume; # Others include electric rice cooker, blenders, electric kettle, coffee maker and juice extractor

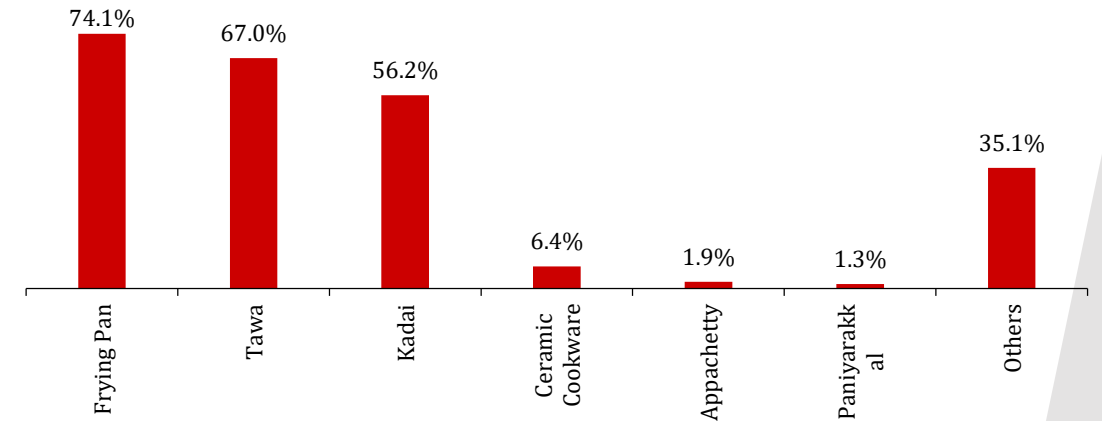
All information on this slide is obtained from the industry report prepared by Frost & Sullivan (India) Ltd. titled "Kitchen Appliances Market in India" dated December 16, 2019, read with the revised industry report dated November 24, 2020 ("F&S Report"); "F" signifies Forecasted

# Non – Stick Cookware and Indian Household Utility Products

## Increasing Market for Non-Stick Cookware



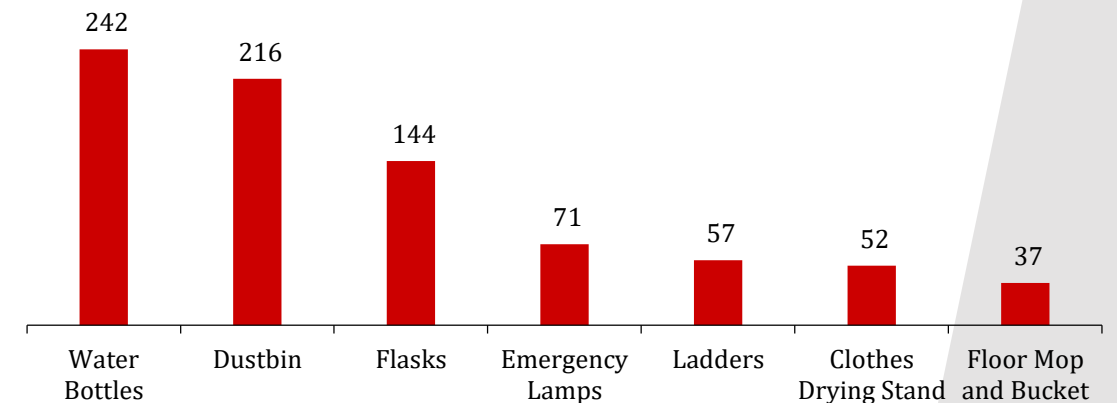
## Types of Non-Stick Cookware Used (%) in 2020



## 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™ non-stick cookware range
  - Developed using latest Italian technology
  - ensuring high durability and smoothness
  - Range has 5 layer ‘Scandia’ coating

## Household Utility Products – Market INR Billion in 2018





**A great kitchen  
brings out the best in you**

**Thank You**



CIN: L29301KA1999PLC025387

**Contact Person:**

**A.S. Balaji- Chief Financial Officer**

**Email Address:**

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