

Crompton

Crompton Greaves Consumer Electricals Limited

Registered & Corporate Office:

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Email: crompton.investorrelations@crompton.co.in

Date: February 06, 2026

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: 155/2025-26	Our Reference: 155/2025-26

Dear Sir/Madam,

Sub: Investor Presentation

This is in continuation of our earlier letter regarding outcome of Board Meeting dated February 06, 2026, wherein the Company had approved Unaudited financial results (Standalone and Consolidated) for the quarter and nine months ended December 31, 2025.

In this regard, please find enclosed herewith an Investor Presentation for the same.

You are requested to take the same on your record.

Thanking you,

For **Crompton Greaves Consumer Electricals Limited**

Rashmi Khandelwal
Company Secretary & Compliance Officer
ACS - 28839

Encl: as above

Q3 FY26 Investor Presentation

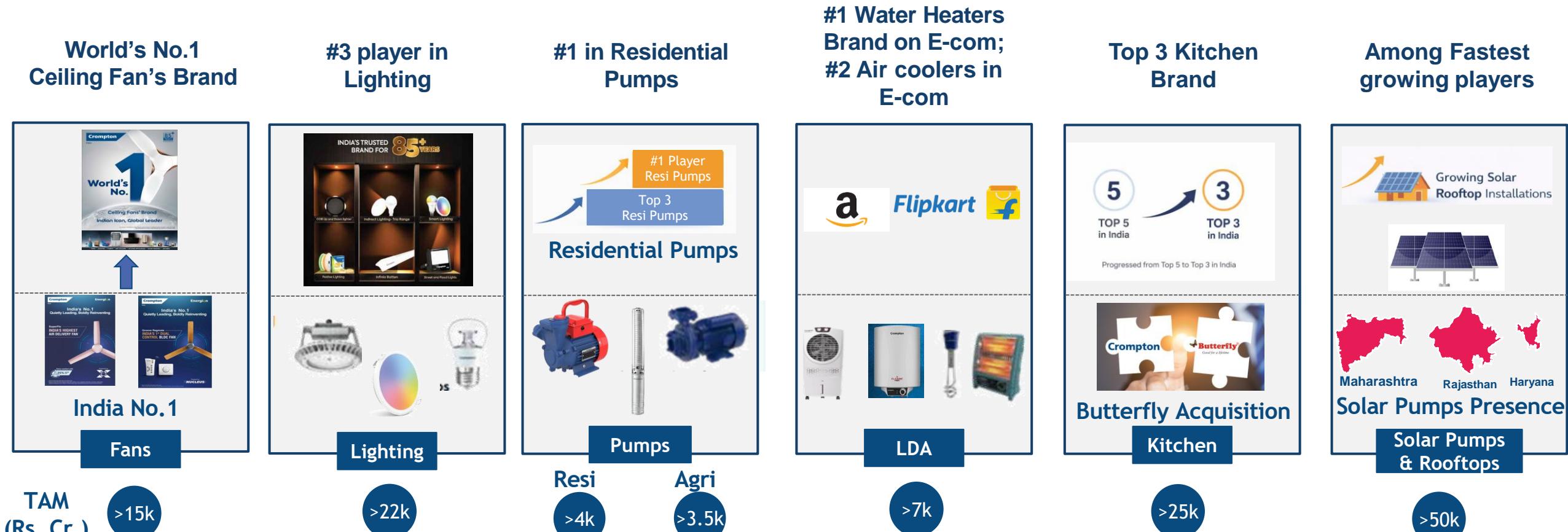
6th February 2026

1
World's
No. 1
Ceiling Fans'
Brand¹

1.Euromonitor International Limited, based on custom research on ceiling fan brands unit sales in 2024 in the world. claim applicable across sales in retail channels only, research as of October 2025"



Journey across categories: Strong track record of entering and scaling up in new products to achieve leadership position



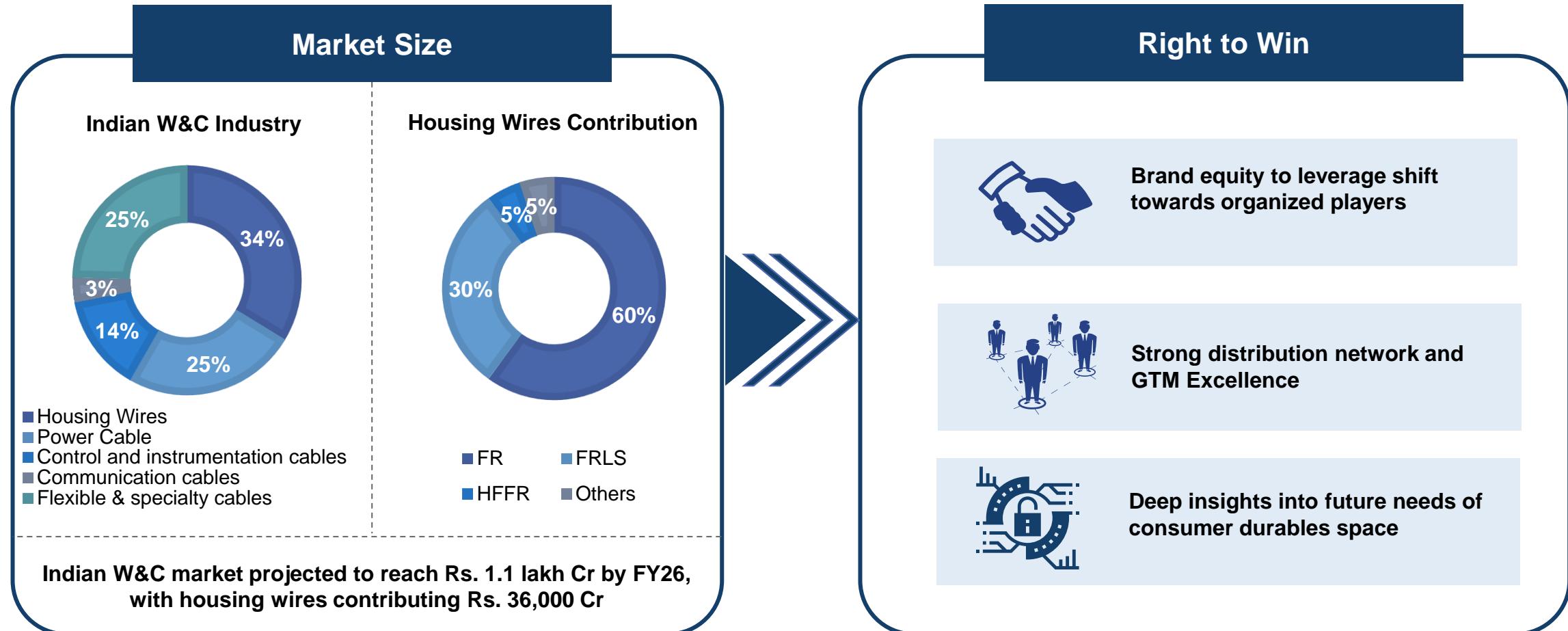
Focus on larger TAM & scalability potential



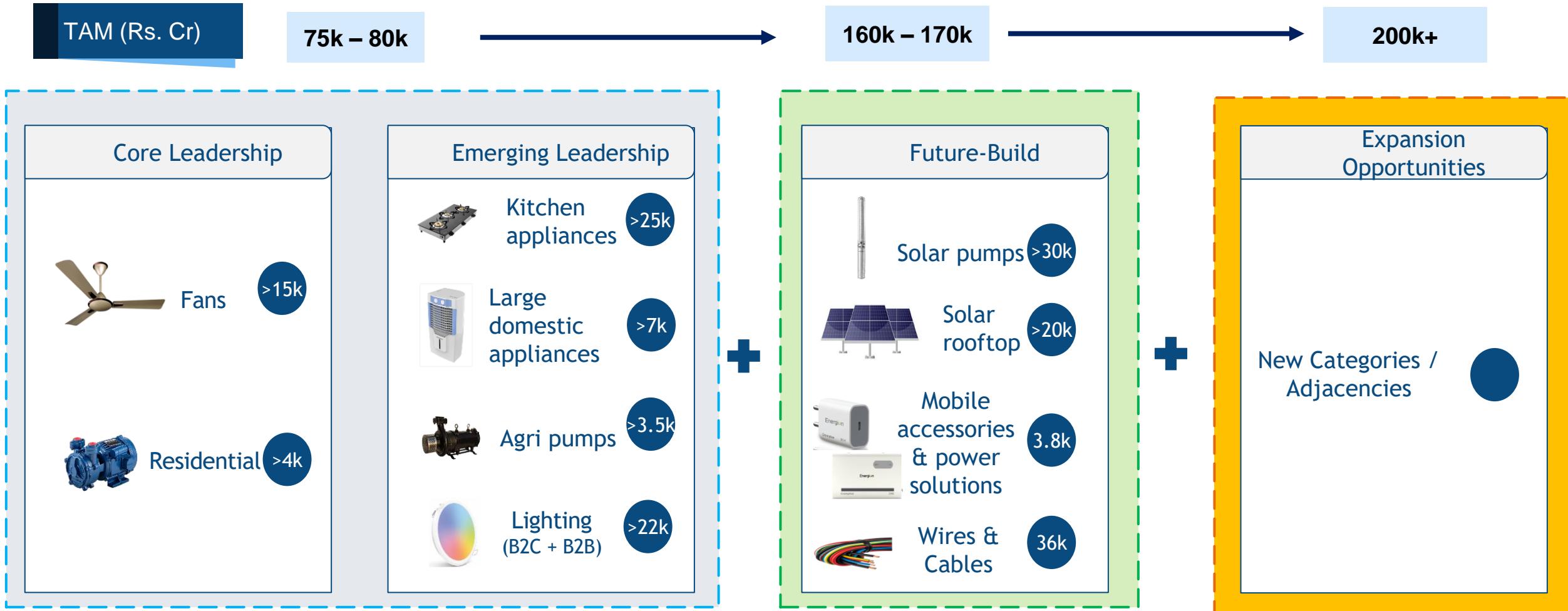
Brand Legacy



Go-To-Market Excellence



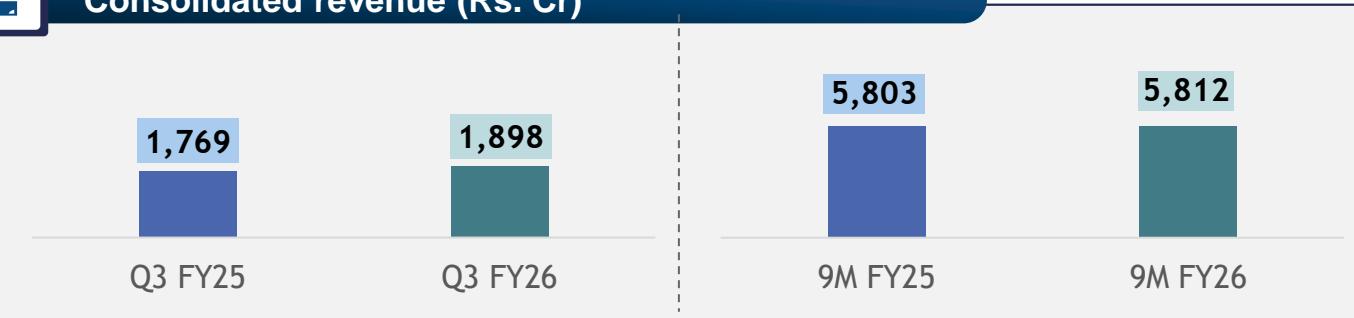
Expanding Total Addressable Market (TAM): Reinforcing market leadership in core categories; Rising leader in emerging categories and Foray into new growth categories



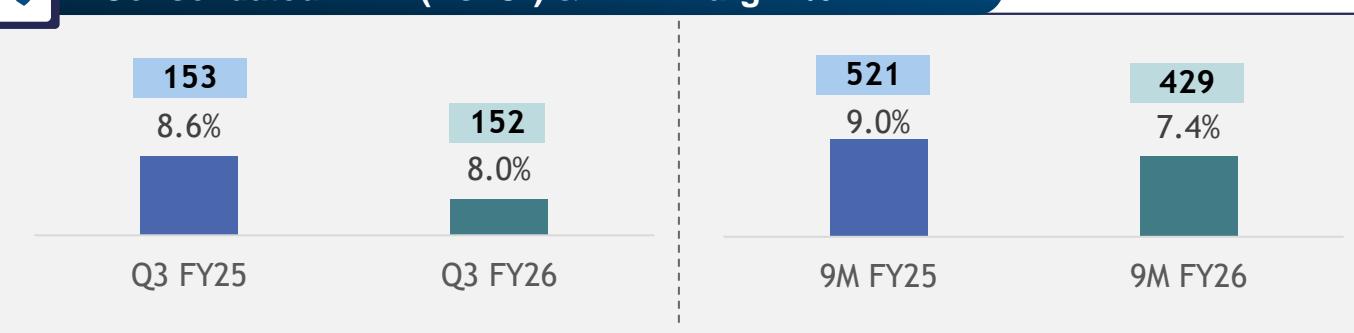
Q3 Highlights (Consolidated): Recovery in performance with improved revenue growth trajectory and margins



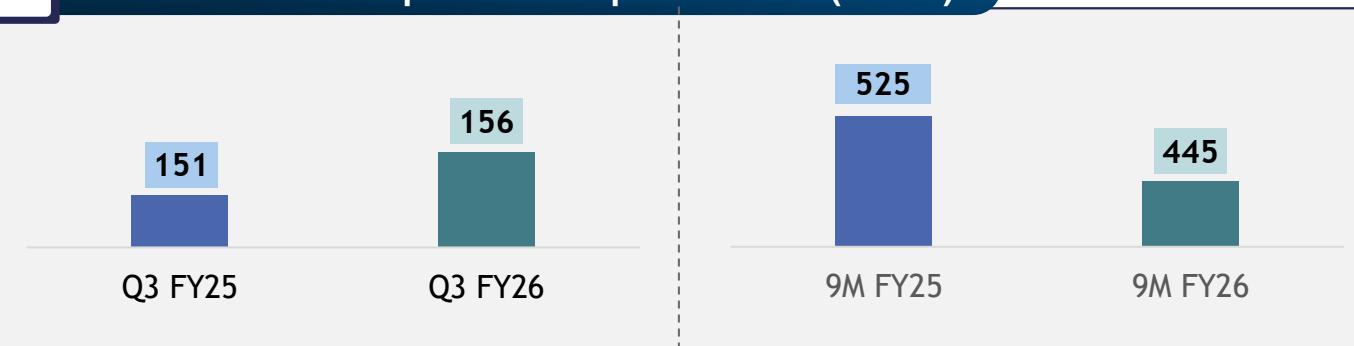
Consolidated revenue (Rs. Cr)



Consolidated EBIT (Rs. Cr) & EBIT Margin %



Consolidated PBT prior to exceptional item* (Rs. Cr)



Q3 Financial Highlights

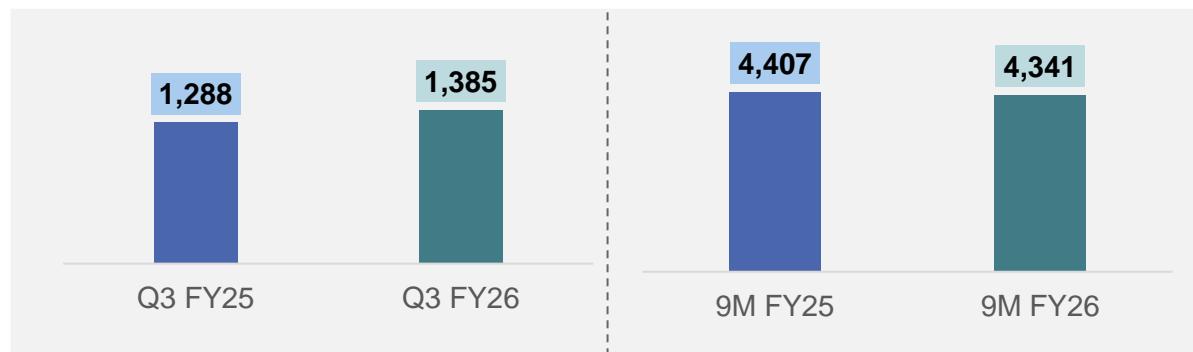
- Revenue grew by 7.3% YoY driven by growth in ECD and lighting segments
- EBITDA margin stood at 10.3%, impacted by increased commodity costs, partly offset by disciplined A&P spend and effective cost controls
- Pricing actions and mix improvements to mitigate commodity inflation impact
- PBT prior to exceptional item* at Rs.156 Cr, with PBT margin at 8.2%

Q3 Operational Highlights

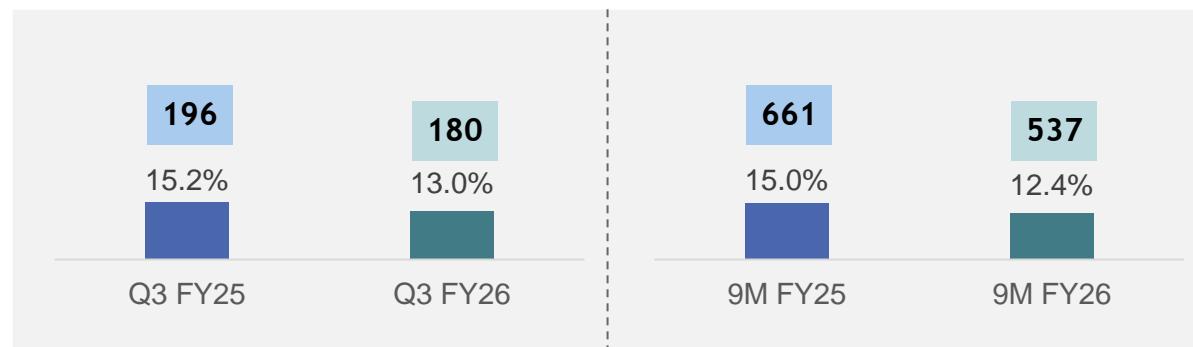
- Overall demand remained tepid; brief lift from GST cuts, pent-up demand, and festive buying
- Acceleration in solar and BEE transition led recovery
- 1st quarter of solar rooftop revenue with a strong order pipeline in AP and Telangana
- Strong lighting performance with industry-leading margins
- Foray into adjacencies - mobile accessories (chargers, power banks) and stabilizers
- Butterfly on track driven by strong momentum in cookers and gas stoves, supported by the Idea First Series

Performance

Consolidated ECD Revenue (Rs. Cr)



Consolidated ECD EBIT (Rs. Cr) & Margin %



Q3 Highlights

1

Fans

- Sequential improvement in fans performance, supported by BLDC growth across channels, while segment largely impacted by weakness in TPW
- Successfully transitioned to BEE 2.0 in ceiling fans with no disruption to business
- World's No.1 Ceiling Fans' campaign rolled out in ATL & BTL
- Price hike taken across categories in Oct'25; further price increases underway

2

Pumps

- Segment recorded double-digit growth, aided by 2x growth in solar
- Market share gain across residential, agriculture and solar pumps
- Launched Intellisense Smart panels for 'MINI' range focusing on convenience and consumer experience

3

Appliances

- Large Domestic Appliances (LDA) delivered double-digit volume growth YoY led by storage & immersion water heaters and room heaters
- Water heaters achieved No. 2 brand position All India in General Trade
- Small Domestic Appliances (SDA) driven by small kitchen appliances such induction cooktops & air fryers

4

Large Kitchen Appliances

- Strengthened premium portfolio prowess through launch of industry-first innovation – India's 1st chimney with AirIQ technology
- EBITDA loss reduced QoQ

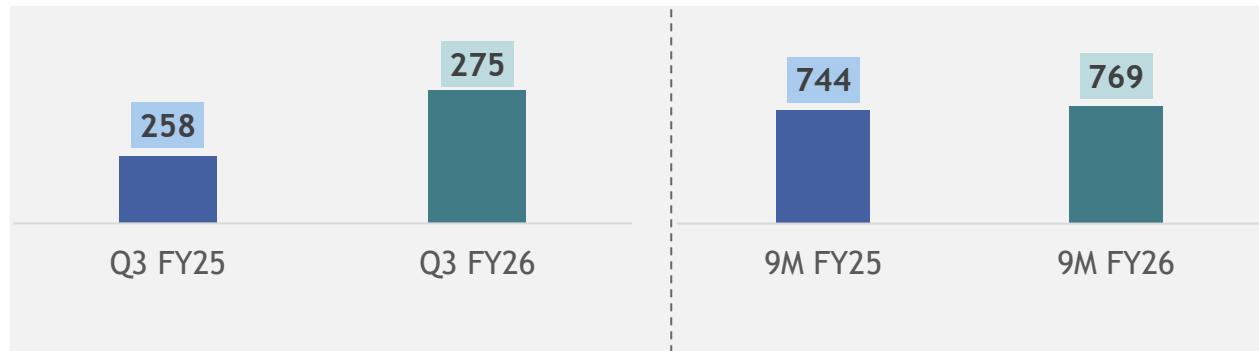
5

Solar Rooftops

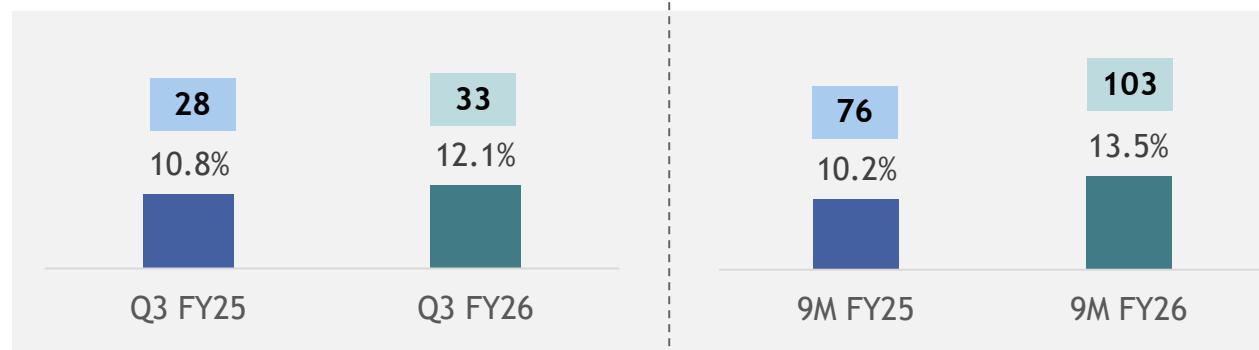
- Revenue of Rs. 19 Crs recognised for the 1st quarter since foray
- Orders in hand at Rs. 365 Crs

Performance

Consolidated Lighting Revenue (Rs. Cr)



Consolidated Lighting EBIT (Rs. Cr) & Margin %



Q3 Highlights

1

Segment recorded strong double-digit growth in volumes in both B2C and B2B segments

2

B2C

- Growth was primarily driven by ceiling lights and accessories
- Strong contribution from new product launches
- Launched a high impact marketing campaign in southern markets showcasing how 'Crompton Lights Make Every Space Bright & Right'
- Forayed into mobile accessories (chargers, power banks) and power solutions (stabilizers)

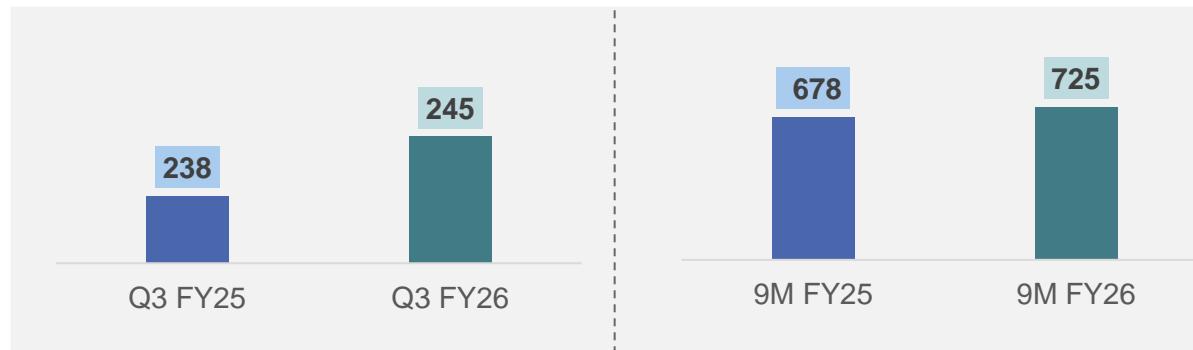
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B2B

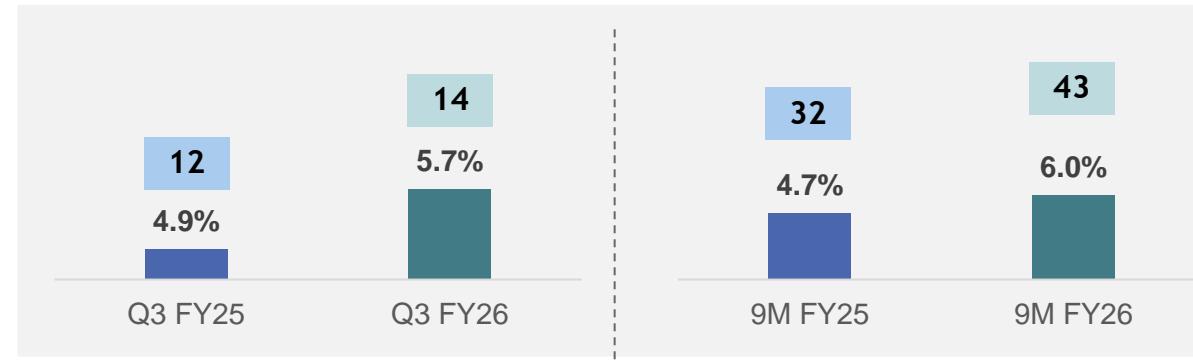
- Strong growth witnessed in indoor commercial, street and industrial lights
- Despite higher raw-material prices, margins remained protected through strong execution capabilities
- Marquee project wins

Performance

Revenue (Rs. Cr)



EBIT (Rs. Cr) & Margin %



Q3 Highlights

1

Revenue at Rs. 245 Cr

- Cookers and gas stoves emerged as primary growth drivers during the quarter
- The Idea First Series, a premium product range launch, was strengthened through a high-impact 360-degree marketing campaign
- Retail momentum significantly enhanced through improved in-store visibility and consumer activation programs
- Focus on large format retail stores aided in improving the premium mix

2

Material margin significantly improved by 300 bps YoY led by pricing and product mix actions

3

EBITDA of Rs. 20Cr, grew by 17% YoY driven by expansion in gross margin and cost optimization; EBITDA margin expanded by 100 bps YoY to 8.2%

4

EBIT grew by 20% YoY; EBIT Margin at 5.7%

Crompton 1.0

 Pole position in core categories

 Successful foray into the kitchen

 Innovation capability built

 Extensive pan-India distribution

 Profitability led

Crompton 2.0

 Enabled & empowered organization

 Consumer need led innovation

 Premiumization of the portfolio

 Supply chain excellence (quality, cost)

 GTM excellence (trade & alt. channel)

 Digital enablement across the value chain

 Profit led



Premiumization

- Introduced Fluido BLDC Fans and India's first chimney featuring AirlIQ technology, strengthening premium portfolio
- Premium saliency in fans improved by 350 bps YoY due to growth in BLDC and premium induction



Go-To-Market Excellence

- Alternate channel contributed 15% to revenue
- Early signs of institutional sales benefitting from recent restructuring



Brand Investments

Crompton

- Released first fully AI-generated digital film to celebrate Chhath Puja
- Digital and print activation launched for India's 1st AirlIQ chimney – Sylvaire & AQNova
- Partnered with Sania Mirza for first-ever podcast, spotlighting Ameo Fresh Nutri Blender



Innovation

- Foray into mobile accessories (chargers, power banks) and power solutions
- Onboarded Ms. Anita Pansare, Head Innovation & Chief Technology Officer
- 49 new projects launched across categories

Butterfly

- | | | | |
|---|---|--|---|
| <ul style="list-style-type: none"> Premiumization momentum led by strong acceptance of Idea First Series | <ul style="list-style-type: none"> Stronger focus on large-format retail stores to enhance premium mix | <ul style="list-style-type: none"> Improved in-store visibility coupled with robust consumer activation initiatives to drive strong retail momentum | <ul style="list-style-type: none"> Developing a strong pipeline in Idea First series to address consumer friction & pain point |
|---|---|--|---|

Environment Scan



Global Impact



Steady Global Environment: Global growth to ease from 3.2% (2025) to 3.1% (2026); advanced economies ~1.5%, emerging markets & developing economies >4%



Inflation Easing : Global headline inflation expected to ease to about 3.7% in 2026—above target in the U.S. (with upside risks) and subdued elsewhere



India's Macroeconomic Landscape



Sustained Growth: Real GDP projected at 7.4% in FY26, driven by strong agriculture, GST rationalization, benign inflation, healthy balance sheets and favorable financial conditions



Easing Inflation: RBI projects FY26 CPI at about 2%, which improves affordability and supports consumer durables demand



External Position: Resilient performance with services exports cushioning merchandise weakness; global risks remain, but trade and investment negotiations offer upside



Union Budget: Higher solar allocations under PM Surya Ghar Scheme and SECI, expanded PLI support for LED lighting and white goods, reinforces government's focus on renewable adoption, energy efficiency, domestic manufacturing



Consumption Trends



Urban Demand: Metros and Tier-2/3 demand remains buoyant; GST-driven price cuts and easier financing boost AI appliance adoption



Rural Recovery: Rural and semi-urban demand outpaces urban, driven by broader retail reach, improved digital access, and rising affordable-premium adoption



Tailwinds for White Goods: Rising incomes, easier credit, local manufacturing/PLI, festive promotions and wider Tier-2/3 distribution, backed by digital and Q-com; Consumer demand tepid especially for categories impacted by festivities and GST cuts

Evolving landscape in 2026

- **BEE Ratings Upgrade** - Raise manufacturing standards and deliver substantial consumer energy savings to compel brands to invest in engineering and product-lifecycle practices
- **EPR Mechanisms** - Create a reverse ecosystem for sustainable, compliant product design
- **Adoption of AI and IoT** – Transforming consumer durables, driving demand for smart, connected appliances and enhancing convenience

Drivers Supporting Growth

- ❖ Shorter replacement cycles
- ❖ Premiumization
- ❖ Omni-channel availability
- ❖ Tech innovations
- ❖ Growing availability of consumer financing
- ❖ Increasing demand for green and sustainable products



INR 3 trillion
Projected market size
FY29



4th
Largest global market
by FY27



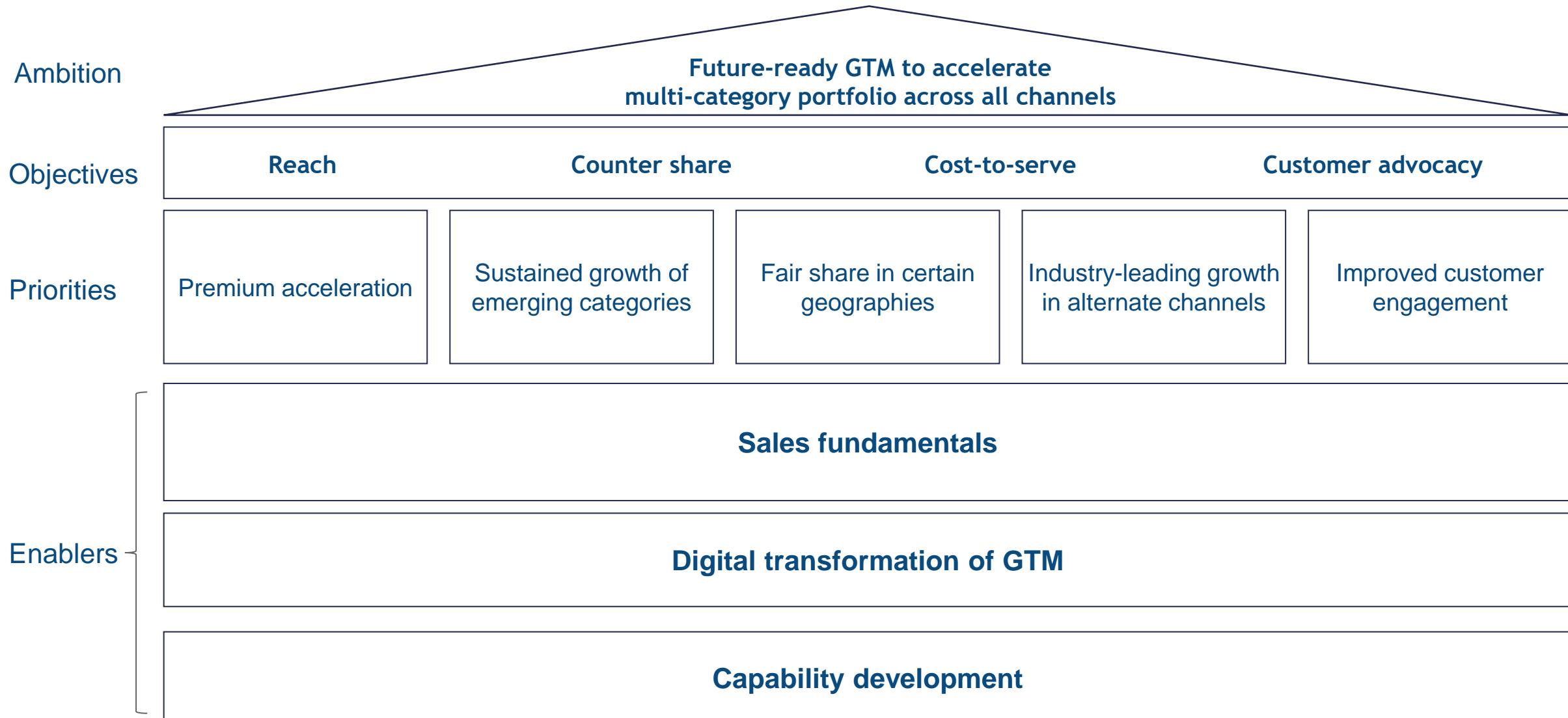
11% CAGR
Indian consumer durable
sector growth (FY24-29)



0.6%
Contribution to GDP as
of FY25

Sustainable Value Creation

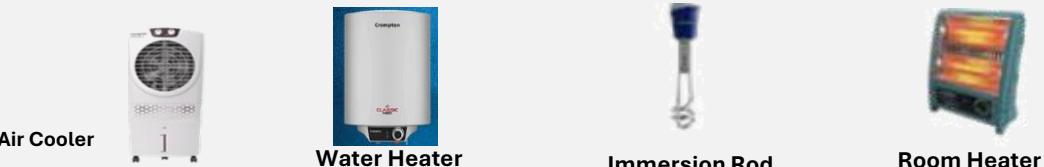
Transforming GTM Approach: Embarked on a GTM transformation journey to further strengthen our strategy distribution, guided by insights from a strategic study conducted by BCG



Product Portfolio



Large Domestic Appliances



Small Domestic Appliances



Large Kitchen Appliances



Butterfly



New product launches in Q3 FY26

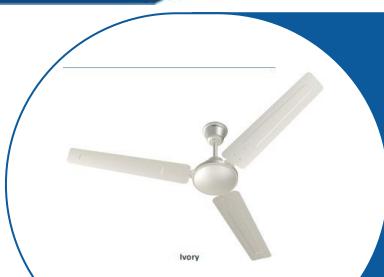
Crompton
Butterfly



**Plasto Blasto - Stingray
BLDC + IOT 48**
Inhouse Motor & PCB Design,
RF Remote - Point anywhere,
Sleep mode, Timer function,
Wooden finish



Aura 2 BLDC
Inhouse Motor, RF Remote -
Point anywhere, Sleep mode,
Timer function, Painted Anti-
dust



**Export_Sub eco- Star
drift & Nidus**
Eco Fan for Nepal Market, High
Speed, Stardrift - AI Model,
Nidus - Cu Model



V4 Resi Dura 1.0_P3
Super Cool LCD Motor with
higher core length and
enhanced water content,
delivering lower winding
temperatures and longer life



Mini WIN I & II
Double Coating – Double
protection against rusting, Anti-
Drip Adapter- Enhanced
protection from water entry



TJM12 Revamp- Power Jet
Higher Discharge, Anti Rust
Casing, Wide Voltage design,
Fitted with 'F' Class insulation
and Thermal Overload Protector



Stabilizer
Wide Input Voltage Range,
Advanced Voltage Protection,
High Load Handling Capacity,
Suitable for split & window Acs



**Mobile charger
20W/33W/45W/65W**
PD & QC Fast Charging
Support, Smart Auto Power
Detection, Travel-Friendly
Design, High Heat Resistance



Power Banks 10K/20K
22W Fast Charging with PPS,
Quick & safe for multiple devices,
10000 & 20000 mAH, 12-Layer
Smart IC Protection, MagSafe
Magnetic Wireless Charging

New product launches in Q3 FY26



1200W Halogen heater front opening
Fast Heating, Overheat Protection, Multiple heat setting, Oscillating function for even Warmth, Safety tip over switch



Solarium Neo Plus
Superior Glass line coating, Smart Shield corrosion protection, Advance 3 level Safety, Temperature control knob



AirIQ SMART Series BLDC

India's first AirIQ technology chimney, Aqsync BLDC motor, Smart on activation, Intelli auto clean, 5.2X power full suction



Energion BLDC Chimney Inclined
Sleek design, Powerful suction, BLDC motor, Thermal auto clean, 9+1 Speed modes



HyperMax BLDC Chimney-curve
Powerful Suction, Silent BLDC Motor, Intelli Auto Clean, 8 Speed Modes



Brio Lite 1000W Dry Iron
Powerful Heating element, 360-swivel cord, 6 fabric settings, nonstick coated Weil burger



Infrared Cooktop 2200W (Novacare)
Feather Touch Control, overvoltage shield & overheat protection, Fast cooking, Indian preset menu



Rover Neo (350-400W Flood Light)
120 LPW Efficacy, CRI 80, PF > 0.95, Surge 4 + 10 KV, CCT 5700K



Surface-suspended Downlighters
120 LPW Efficacy, Wattage range 10 to 30W, PF > 0.95, THD < 10%, Surge 4 KV, PDC Housing, CMFR Certified

Marketing: Multiple marketing activities in Q3 aimed to boost brand recognition

"India's No.1" campaign

- India's No.1 Fan Campaign:** Reinforced Crompton's leadership with first-to-market fans innovations
- Coverage:** 30+ national & regional insertions



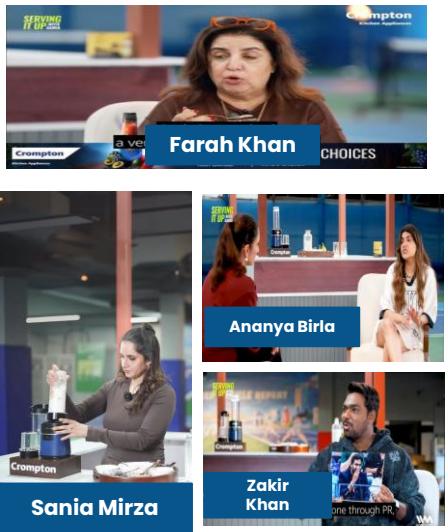
AQI Chimney – Affluent Targeting Campaign

- AQI positioning:** Built awareness for the Crompton AQI Chimney
- Coverage:** Premium magazines ads & 5MN+ digital reach across YouTube, Instagram & Google



SDA Leads Brand Campaign

- Branded Integrations:** In-show collaborations featuring Sania Mirza and renowned personalities, delivering 25MN+ views and 5L+ watch hours
- Digital Impact:** High engagement content supporting India's first AQI-enabled chimney launch



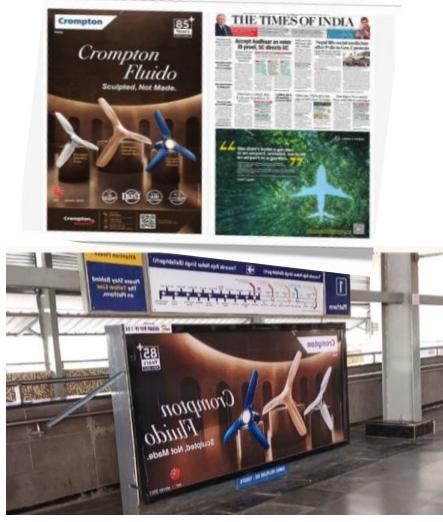
Chhath Puja AI Film

- AI-Led Festive Innovation:** Launched first-ever 100% AI-generated Chhath Puja film with 8.5MN+ views, with strong PR and on-ground activations
- High-Impact Visibility:** 50+ print insertions, 199 OOH sites, and 75k sq. ft. wall paintings across 8 cities



Fans Pre-Festive Build up Campaign

- Fans Pre festive push:** Strengthened premium equity for Niteo (BLDC) & Fluido
- Coverage:** Across airports, metro sites, buses, marquee OOH sites across 10 cities, society lift brandings, HT & TOI full page ads, & 90MN+ digital reach



ESG Rating | Global ranking at #2 in household durables

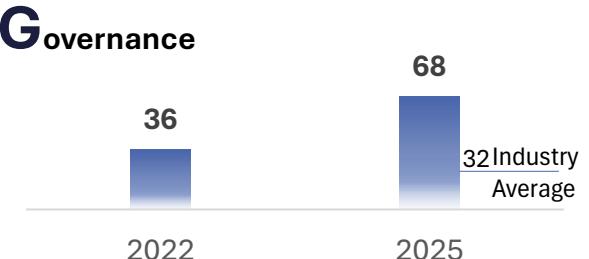
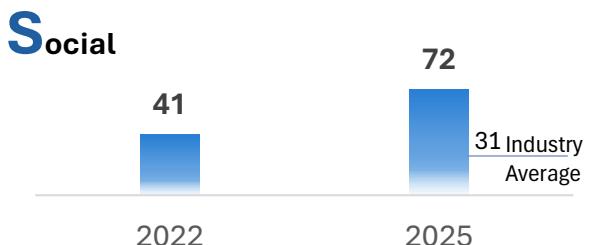
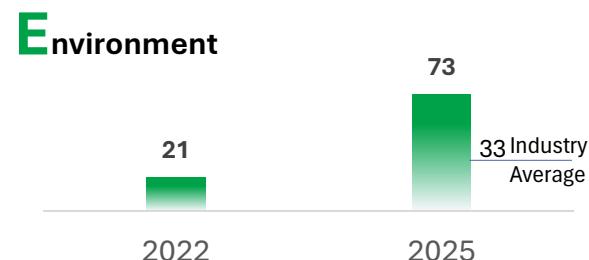
CSA Score-2025 : 71/100

GICS Sector: Consumer Discretionary

ESG Score Industry: DHP Household Durables



Ranked No 1st in India & 2nd amongst Global Peers in Household Durables Industry



Crompton Greaves Consumer Electricals Limited

SURVEY RESPONDENT Methodology Year: 2025 GICS Sector: Consumer Discretionary ESG Score Industry: DHP

Industry Drivers

No data found

Industry Overview

	Total CSA Score	Environmental Dimension	Social Dimension	Governance & Economic Dimension
Arçelik Anonim Şirketi	86	91	89	79
Crompton Greaves Consumer Electricals Limited	71	73	72	68
Vestel Beyaz Esya Sanayi ve Ticaret A.S.	68	78	64	63
COWAY Co., Ltd.	63	67	66	58
Midea Group Co., Ltd.	63	73	60	58
Whirlpool Corporation	62	78	60	50
AB Electrolux (publ)	55	72	53	44



Achieved Rating “B” for Both Section Climate & Water

Section	2025 Rating
Climate	B
Water	B

Sustainable 1

DHP Household Durables

S&P Global ESG Score

72/100

Data Availability: High

Last updated: October 22, 2025
Updated annually or in response to major developments

Score breakdown

ESG Score	Industry ESG Score Average
73	33
72	31
68	32

Environmental
CSA Score 73 | ESG Score 74 | Industry Average 33

Social
CSA Score 72 | ESG Score 72 | Industry Average 31

Governance & Economic
CSA Score 68 | ESG Score 69 | Industry Average 32



National Energy Conservation Award 2025

- **Appliance of the Year (Storage Water Heaters):** Recognized by the Hon'ble President of India for Crompton's BEE 5-Star Arno Neo model, recognizing leadership in energy-efficient innovation
- **Reinforces Crompton's position** as a frontrunner in supporting India's sustainability and energy-conservation goals



Top 100 Innovative Companies Award by CII

- **Recognized by CII as one of India's Top 100 Innovative Companies,** marking Crompton's first-ever inclusion in prestigious national innovation ranking
- **Reflects organization's strong culture of creativity and hardwork,** driven by cross-functional teams that continue to push innovation forward

Crompton Standalone Q3 Financial Performance

Rs. Cr

Particulars	Q3 FY26	Q3 FY25	Y-o-Y	Q2 FY26	Q-o-Q	9M FY26	9M FY25	Y-o-Y
Net Sales	1,659	1,545	7.4%	1,632	1.7%	5,110	5,150	-0.8%
Less: Material Cost	1,143	1,042	9.8%	1,137	0.5%	3,535	3,511	0.7%
Material Margin as a % of Net Sales	516	503	2.5%	494	4.4%	1,575	1,639	-3.9%
Employee Cost	139	123	12.6%	135	2.7%	418	391	6.9%
Advertisement & Sales Promotion	48	52	-7.8%	59	-18.6%	185	199	-7.0%
Other Expenses	155	154	0.2%	163	-5.3%	479	466	2.9%
EBIDTA as a % of Net Sales	174	173	0.5%	136	27.6%	493	583	-15.5%
Less: Depreciation & Amortization	26	21	23.9%	27	-2.4%	76	61	23.1%
EBIT as a % of Net Sales	148	152	-2.7%	110	34.9%	418	522	-20.0%
Less: Finance Cost	8	12	-31.0%	11	-28.0%	33	43	-23.7%
Add: Other Income	11	10	6.0%	16	-31.2%	49	48	2.5%
Less: Exceptional Items	18	0		20		39	0	
Profit Before Tax as a % of Net Sales	132	151	-12.2%	94	40.8%	394	526	-25.0%
Profit Before Tax (excl. exceptional) as a % of Net Sales (excl. exceptional)	151	151	0.1%	114	31.9%	433	526	-17.6%
Tax Expenses	34	39	-12.5%	24	42.8%	101	133	-24.4%
Net Profit as a % of Net Sales	98	112	-12.1%	70	40.2%	294	393	-25.2%
Net Profit (excl. exceptional item) as a % of Net Sales (excl. exceptional item)	112	112	0.2%	85	31.3%	322	393	-17.9%
Basic EPS	1.53	1.74		1.09		4.56	6.10	

Note: Exceptional items pertain to new labour code of Rs. 18 Cr in Q3 FY26

Q3 Highlights

- Strong QoQ recovery driven by volume and margin recovery in ECD, supported by continued industry leading margins in Lighting segment
- Revenue grew by 7.4% YoY driven by mix of volume and value growth across categories
- Rising commodity prices, led to 150 bps YoY contraction in material margin
- Rise in employee cost due to Ministry of Labour's New Labour Codes
- Calibrated A&P spends, cost controls as well as disciplined execution offset rising costs, resulting in EBITDA margin of 10.5%
- PBT prior to exceptional item at Rs. 151 Cr, with margin at 9.1%

Crompton Consolidated Q3 Financial Performance



Rs. Cr

Particulars	Q3 FY26	Q3 FY25	Y-o-Y	Q2 FY26	Q-o-Q	9M FY26	9M FY25	Y-o-Y
Net Sales	1,898	1,769	7.3%	1,916	-0.9%	5,812	5,803	0.2%
Less: Material Cost	1,287	1,181	9.0%	1,311	-1.8%	3,954	3,915	1.0%
Material Margin as a % of Net Sales	611	588	3.9%	605	1.0%	1,858	1,889	-1.6%
	32.2%	33.2%		31.6%		32.0%	32.5%	
Employee Cost	170	150	13.6%	165	2.9%	505	471	7.2%
Advertisement & Sales Promotion	67	67	-0.5%	82	-18.3%	241	240	0.7%
Other Expenses	179	181	-1.1%	193	-7.4%	555	544	2.0%
EBIDTA as a % of Net Sales	195	190	2.5%	165	18.5%	557	634	-12.2%
	10.3%	10.8%		8.6%		9.6%	10.9%	
Less: Depreciation & Amortization	44	38	14.9%	44	-1.0%	127	113	12.3%
EBIT as a % of Net Sales	152	153	-0.6%	121	25.5%	429	521	-17.5%
	8.0%	8.6%		6.3%		7.4%	9.0%	
Less: Finance Cost	8	13	-34.4%	12	-27.9%	35	48	-27.3%
Add: Other Income	13	11	11.5%	13	-4.6%	50	53	-5.2%
Less: Exceptional Items	20	0		20		40	0	
Profit Before Tax as a % of Net Sales	136	151	-10.0%	102	33.1%	404	525	-23.1%
	7.2%	8.5%		5.3%		7.0%	9.1%	
Profit Before Tax (excl. exceptional item) as a % of Net Sales (excl. exceptional item)	156	151	3.2%	123	27.3%	445	525	-15.4%
	8.2%	8.5%		6.4%		7.7%	9.1%	
Tax Expenses	35	39	-10.8%	27	30.8%	104	133	-21.9%
Net Profit as a % of Net Sales	101	112	-9.8%	75	33.9%	300	392	-23.5%
	5.3%	6.3%		3.9%		5.2%	6.8%	
Net Profit (excl exceptional item) as a % of Net Sales (Excl exceptional item)	116	112	3.6%	91	28.0%	330	392	-15.8%
	6.1%	6.3%		4.7%		5.7%	6.8%	
Basic EPS	1.53	1.71		1.11		4.53	6.01	

Note: Exceptional item pertaining to new labour code of Rs. 20 Cr

List of Acronyms

Acronym	Definition
AQI	Air Quality Index
B2B	Business-to-business
B2C	Business-to-consumer
BEE	Bureau of Energy Efficiency
BLDC	Brushless Direct Current
CAD	Current Account Deficit
CPI	Consumer Price Index
EBIT	Earnings Before Interest and Taxes
EBITDA	Earnings Before Interest, Taxes, Depreciation and Amortization
ECD	Electrical Consumer Durables
E-com	Electronic Commerce
GST	Goods and Services Tax
GT	General Trade

Acronym	Definition
GTM	Go-to-market
LDA	Large Domestic Appliances
LED	Light Emitting Diode
OOH	Out-of-Home
PAT	Profit After Tax
PBT	Profit Before Taxes
Q-com	Quick Commerce
SDA	Small Domestic Appliances
SECI	Solar Energy Corporation of India Ltd.
SKA	Small Kitchen Appliances
TAM	Total Addressable Market
TPW	Table, Pedestal and Wall
VRS	Voluntary Retirement Scheme

Registered Office:

Crompton Greaves Consumer Electricals Ltd,

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Crompton

Butterfly

Thank you



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