

Date: August 07, 2025

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: 62/2025-26	Our Reference: 62/2025-26

Dear Sir/Madam,

Sub: Investor Presentation

This is in continuation of our earlier letter regarding outcome of Board Meeting dated August 07, 2025, wherein the Company had approved Unaudited financial results (Standalone and Consolidated) for the quarter ended June 30, 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

Digitally signed by Rashmi Khandelwal
DN: CN=Rashmi Khandelwal,
emailAddress=rashmi@khandelwal.com
Date: 2023.08.07 16:48:31 +05'30'

Rashmi Khandelwal
Company Secretary & Compliance Officer
ACS - 28839

Encl: as above

Q1 FY26 Investor Presentation

7th August 2025

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Crompton 2.0



Environment Scan



Q1 FY26 Performance



Financial Statements



Sustainable Value Creation



ESG

Crompton 2.0

Q1 Highlights: Performance ahead of industry across categories; Market share improvement YoY

Peers
(Q1 FY26 ECD Revenue Gr)

-11%¹

Our
(Q1 FY26 ECD Revenue Gr)

-8%

Industry growth rate
(Q1 FY26 YoY)²

High Growth Categories



Solar pumps SDA

NA 6.8%³

Our Revenue growth rate
(Q1 FY26 YoY)



Market Share
(Q1 FY26 gain/loss)⁵



Action Plan

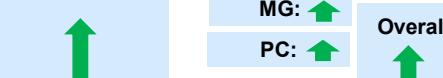
- Solar Pumps:** Enhance backend and execution capabilities
- SDA:** Maximize festive momentum and enhance E-com reach

Back to Growth Categories

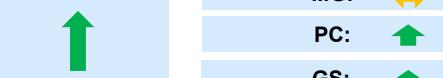


Lighting
(B2C & B2B) Butterfly

-5.0%⁴
MG: 1%
PC: 5%
GS: 5%



Overall
↑



- Lighting:** New adjacencies launched in B2C; E-com focus intensified
- Butterfly:** Scaled up trade with new National Head; refreshed brand positioning and introduced 40+ SKUs under Idea First Series

Seasonal Categories



TPW Resi & Agri pumps Air coolers

-35.9% -17.6% -46.9%



Resi: ↑
Agri: ↑

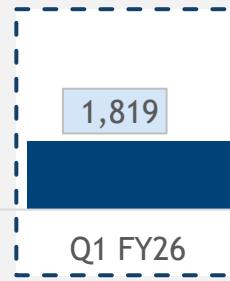
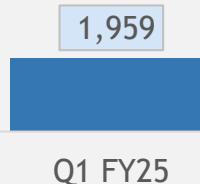
- Erratic weather has disrupted seasonal product demand, prompting a shift towards inventory optimisation

Higher than industry
↑
Impacted less than industry
↓

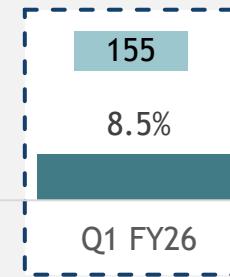
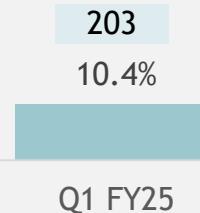
Q1 Highlights (Standalone): Shortened summer and early arrival of monsoons disrupted peak summer sales



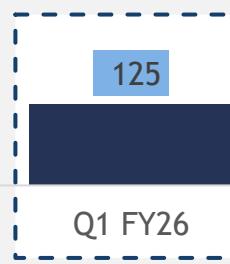
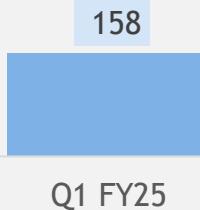
Standalone revenue (Rs. Cr)



Standalone EBIT (Rs. Cr) & EBIT Margin %



Standalone PAT (Rs. Cr)



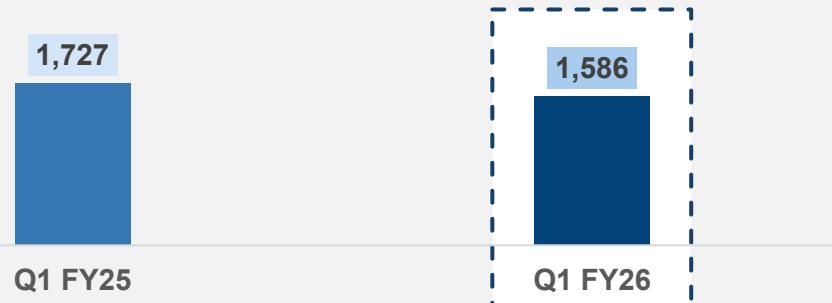
- Muted performance primarily due to weather-related disruptions impacting seasonal product sales
- Revenue for the quarter stood at Rs. 1,819 Cr
- EBIT was reported at Rs. 155 Cr, with an EBIT margin of 8.5%
- Successfully transitioned to Zero debt & continued to maintain Net Cash positive status following repayment of Rs. 300 Cr NCD tranche
- Clocked PAT of Rs. 125 Cr

Q1 Highlights (Standalone): Seasonal products witnessed weak demand, impacting ECD business; Lighting business continues to hold steady



**Q1 FY26 ECD revenue stood at Rs. 1,586 Cr;
EBIT margin at 13.3%**

Standalone ECD revenue (Rs. Cr)

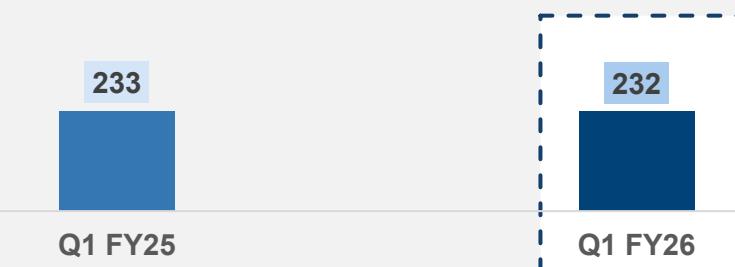


ECD EBIT (Rs. Cr) & EBIT Margin

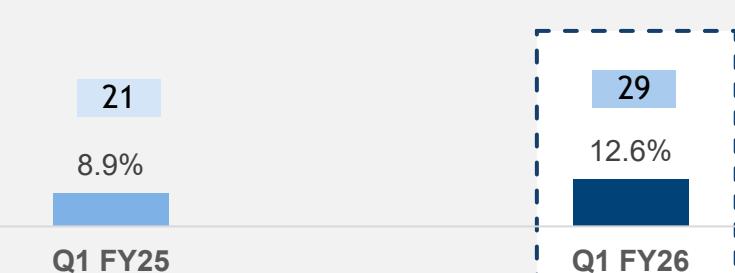


**Q1 FY26 Lighting revenue stood at Rs. 232 Cr;
EBIT margin at 12.6%**

Standalone Lighting revenue (Rs. Cr)



Lighting EBIT (Rs. Cr) & EBIT Margin



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



Premiumisation

- Launch of high-quality aesthetics products designed in-house
- Robust volume growth in premium BLDC and super premium induction fans
- Premium saliency in lighting improved to 25.1%



Go-To-Market Excellence

- Initiated a GTM transformation journey to enhance and strengthen distribution capabilities
- Modern Retail witnessed double-digit growth
- Alternate channels continue to grow



Brand Investments

Crompton

- Rolled out an all-India awareness campaign for Fluido series of premium fans
- Launched a high-impact 360-degree marketing campaign featuring the new brand message for Air Coolers: #AankhBandKarkeLeLo



Innovation

- 80+ New Projects Launched across Product Lines (PL)
- Anti-scale technology, Industry first solution, introduced in water heaters
- Launches led by award winning FluidoWave, HS Superflo fans, Backup lamps and V4 Resi Dura pump

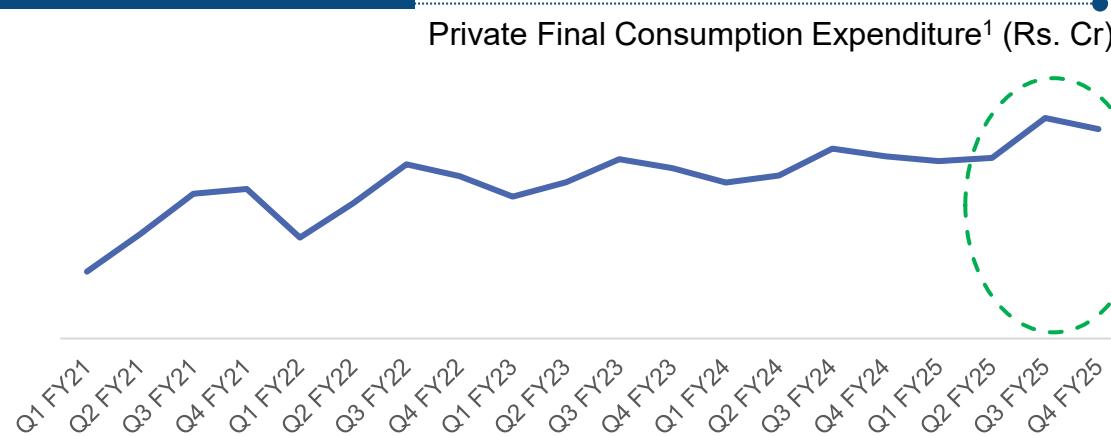
Butterfly

- | | | | |
|--|--|---|---|
| <ul style="list-style-type: none"> ▪ New brand architecture leading to portfolio premiumization | <ul style="list-style-type: none"> ▪ Growth led by E-com & alternate channels ▪ New product listings and expansion in South contributed positively to growth | <ul style="list-style-type: none"> ▪ Launched refreshed brand positioning with philosophy of '<i>Celebrating Change</i>' | <ul style="list-style-type: none"> ▪ Rolled out 'Idea First series' with 40+ SKUs launched |
|--|--|---|---|

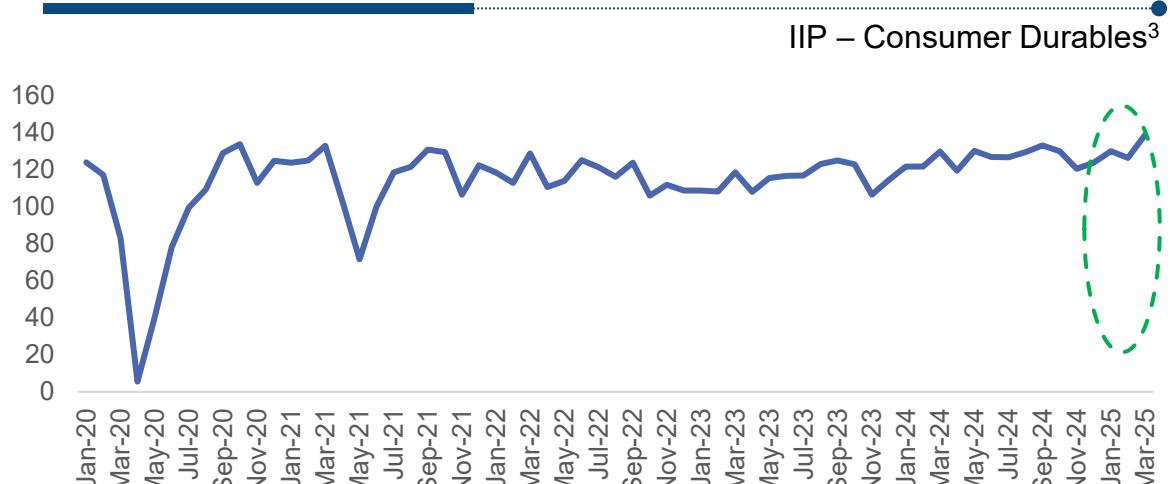
Environment Scan

Current macroeconomic environment: Sustained consumption and housing momentum to catalyze consumer durables industry growth

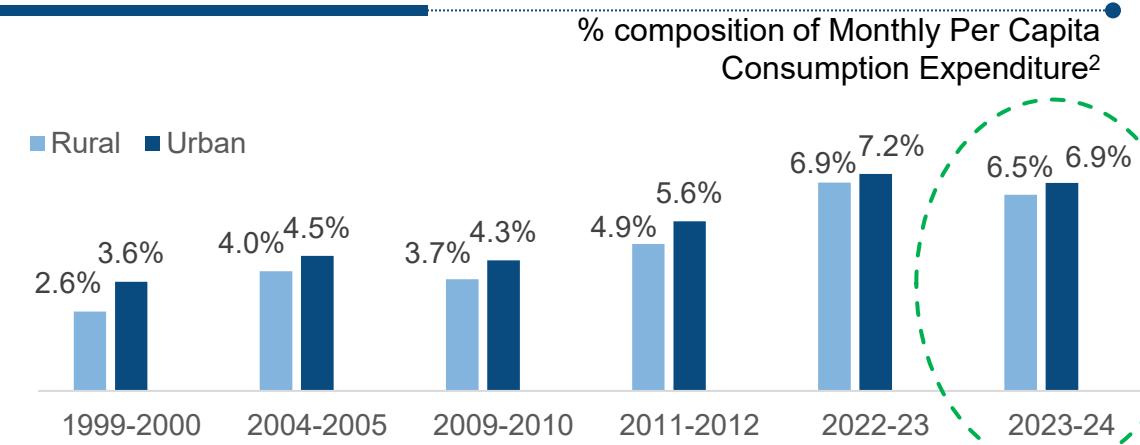
Private consumption continues to remain resilient, sustaining overall GDP growth



Consumer Durables continues to support IIP growth



Household consumption expenditure towards consumer durables goods has witnessed significant growth over the years



Housing demand in Top 8 cities remains a long-term growth driver



Global Impact

- Trade Tensions Rise:** The U.S. has imposed tariffs on several countries, with India now among the heavily targeted, facing 25% duties (plus an additional 25% penalty over purchase of Russian Oil); shifting global trade flows pose both risks and strategic opportunities
- Slowing Growth:** Global GDP projected at 2.8% in 2025, 3.0% in 2026
- Cooling Inflation:** Expected to ease to 4.3% in 2025, 3.6% in 2026

India's Macroeconomic Landscape

- Growth:** GDP is projected at 6.2%, revised down by 0.3 points due to global trade tensions and domestic policy uncertainty
- Inflation:** India's CPI inflation moderated to 77-month low of 2.10% in June'25, vis-a-vis 2.82% in May'25 and 5.08% in June'2024, due to steep decline in food inflation driven by lower prices of vegetables, pulses and spices
- External Position:** India's net foreign asset position is set to strengthen over time, driven by demographic-led savings and capital inflows

Consumption Trends

- Rural Consumption:** Remains a strong pillar of India's 6.2% GDP growth, supported by welfare schemes, stable farm incomes, remittances, and robust employment programs resilient even amid global economic pressures.
- Urban Consumption:** Poised to strengthen, driven by rising disposable incomes and tailwinds from supportive governmental measures and policy initiatives

Quarter Highlights

1

Standalone Revenue at Rs. 1,819 Cr, mainly due to weather related disruptions impacting demand

2

Weak demand for seasonal products impacted ECD, with revenue at Rs. 1,586 Cr

- In fans segment, new launches like Niteo, Nucleoid, SilentPro Fluido gained traction; Premium offerings and industrial fans emerged as key growth drivers
- Solar pumps witnessed 2x YoY growth; Expanded tender presence across multiple states
 - Continue to build a strong order pipeline for FY26
 - Secured largest-ever solar pumps order of Rs.101 Cr from Maharashtra Energy Development Agency (MEDA), reinforcing leadership
- Kitchen portfolio maintained healthy momentum, with SDA growing double-digit, led by strong demand in small kitchen appliances

3

Lighting segment recorded revenue of Rs. 232 Cr, remaining stable amid ongoing industry-wide price pressures

- EBIT delivered strong growth of 41% YoY to Rs. 29 Cr

4

Alternate channels contributed 18% to revenue; Growth driven by modern retail and institutional channels

5

Butterfly revenue growth trajectory continues; Strong EBITDA margin expansion by 170 bps YoY to 6.8%, leading to growth by 39% YoY

- Introduced **refreshed brand positioning** – ‘Celebrating Change’
- Launched **innovative ‘Idea First Series’ of products**

6

Crompton has outlined ambitious **Sustainability Goals**:

- 50% Greenhouse Gases (GHG) Scope 1 & 2 Emissions Reduction by 2035
- 60% Emission Intensity Reduction per unit sales by 2035, focused on its highest-selling category – ceiling fans

Crompton Segment Performance (Standalone)



Revenue	Q1 FY26	Q1 FY25	YoY	Q4 FY25	QoQ
ECD	1,586	1,727	-8%	1,603	-1%
Lighting	232	233	0%	276	-16%



EBIT	Q1 FY26	Q1 FY25	YoY	Q4 FY25	QoQ
ECD	212	259	-18%	268	-21%
EBIT %	13.3%	15.0%	-170 bps	16.7%	-340 bps
Lighting	29	21	41%	44	-33%
EBIT %	12.6%	8.9%	370 bps	15.9%	-330 bps



Crompton Performance

Performance

Revenue (Rs. Cr)

1,727

1,586

Q1 FY25

Q1 FY26

EBIT (Rs. Cr)

259

212

Q1 FY25

Q1 FY26

Highlights

Fans: Overall performance faced demand challenges due to truncated summer

- New premium launches such as Fluido, Niteo and Nucleoid well received
- Sales impacted due to decline in TPW category
- Industrial fans, air circulators and heavy-duty exhausts, emerged as growth levers

Pumps: Growth driven by solar pumps

- Residential and agricultural segments witnessed headwinds due to unseasonal rains; delayed govt. initiatives impacted Agri pumps
- Executed solar pumps order value delivering 2x growth YoY
- Secured largest-ever solar pumps order of Rs.101 Cr from Maharashtra Energy Development Agency (MEDA), reinforcing leadership
- Expanded presence of solar pump tenders across states with strong order pipeline

Appliances: Small Domestic Appliances (SDA) delivered double-digit growth

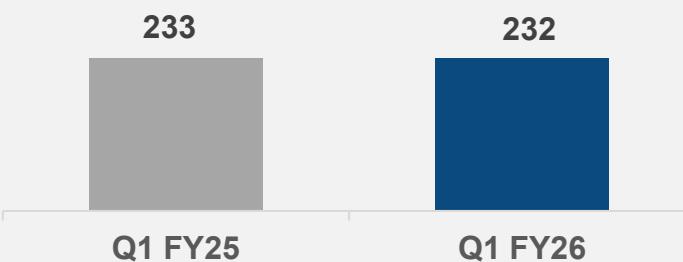
- Mixer grinder, dry iron, induction cooktop driving growth in SDA
- Juicing segment strengthened with Ameo Fresh Mixer Grinder launch
- Introduced industry first solution in water heaters through Anti-scale technology with 2000 TDS certification
- Sale of air coolers impacted due to shortened summer and early arrival of monsoons

Built-In Kitchen Appliances: Clocked revenue at Rs. 15 Cr; driven by cooktops

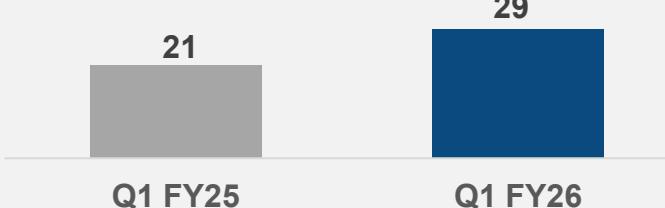
- Cooktop launches on E-com and new models in chimneys

Performance

Revenue (Rs. Cr)



EBIT (Rs. Cr)



Highlights

1

Stable top-line performance, despite continued pricing measures

B2B segment:

- Achieved double-digit volume growth led by strong performance in Commercial, Flood, and High Mast & Poles categories
- Secured several large wins in the industrial segment, contributing to overall momentum

B2C segment:

- Saw traction in outdoor and decorative Lighting

2

EBIT grew 41% YoY to Rs. 29 Cr, driven by strong B2B performance

- EBIT margin expanded by 370 bps YoY to 12.6%, reflecting improved mix and operational efficiencies

Marketing: Multiple marketing activities in Q1 aimed to boost brand recognition



Fluido Summer Campaign



**200+ mn reach via national TV campaigns
OOH Presence in 20+ cities
10.7+ mn reach across streaming platforms and smart TVs**

6 Airports

**79 Sites,
19 Metro stations**

Bus Shelters



Air Coolers Summers Campaign



**Television reach of 120 mn viewers;
Digital platforms delivering 20 mn impressions;
Over 100 prominent outdoor sites activated;
Engagement with 10 influential content creators**

Ahsaas Channa



Rohit & Kanupriya



Dolly Singh



Mayuresh Jumrani



Performance Marketing Initiatives

Outdoor - SDA



Strengthened SDA category leadership via targeted investment in fast-moving SKUs

Mother's Day Campaign - LKA



Collaborated with Chef Natasha and reached 11 mn hearts on social media

Pumps Wall Painting

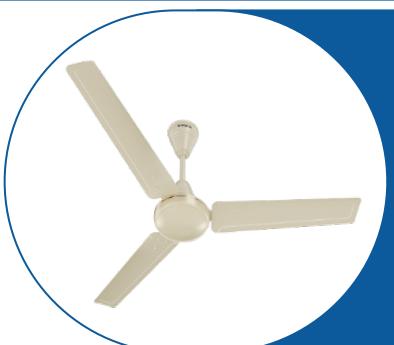


9.6 Lakh Sq.ft walls branded with customized dealer names in local language for each wall

New product launches in Q1 FY26 (1/2)



Fluido Wave IND
Super Premium Aesthetics,
Fluidic design, Silent
Operations



**Briz Air New Antidust –
Jetwind**
Eco Deco product



**Revamp Backup Lamps
series**
Upto 4 Hours of Backup Light
Overcharge, Deep Discharge
and Short Circuit Protection



V4 Resi Dura 1.0
Motor with higher core length,
Dousble strainer & bush in
pump adapter thus ensuring jam
free operation, BEE star rated,
All CI parts CED coating



**WavePlus (New colours:
Black & Black Red)**
New exciting colors in
WavePlus pedestal fans



Aquagold Dura
30% Higher suction capacity,
CED Coating, High starting
torque winding prevent pump
jam, F class insulation
Protects



**Air Circulator IND : 24",
18" & 30" (Wall & Ped)
Heavy Duty Industrial Fan**



HS Superflow
High air delivery - 260 CMM air
delivery, with a 25% more air
velocity and a 10% more active
blade surface area



Torpedo EX : HS
New Design TPW Fans
Ecommerce exclusives

New product launches in Q1 FY26 (2/2)



1000W immersion

Immersion water heaters with Bakelite, Plastic Handles and PTFE



500W Freshmix Prima

Grinding, Blending, Grating, Juicing, Overload Protection, Stainless steel blades, Flow Breaker Technology



MINI MASTERPLUS-I (MINI Inhouse)

1.40% faster tank filling, high starting torque winding, ADDS adapter provides protection from water ingress



Classic Neo

Capillary thermostat, automatic thermal cut-out, and a multi-functional valve. Engineered with an anti-rust magnesium anode



Acenza Plus 4star

4 Star rated superior glassline coating on the inner tank to ensure longer life



Ameo Clx 4J

Powertron 750W Motor for superior grinding. Four versatile jar & overload protection



500W Robo (Hybrid MK Inhouse)

500W Mixer Grinder with Powertron Motor & Motor Vent-X Technology, 3 Stainless Steel Jars



Uranus 1S

Luxurious design Underlight Richly styling



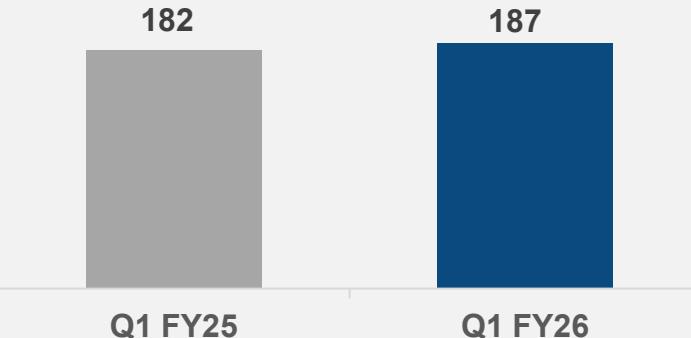
Eco-Street Light New Models -20/25/30/50W

Compact design Cost effective Robust construction (IP65)

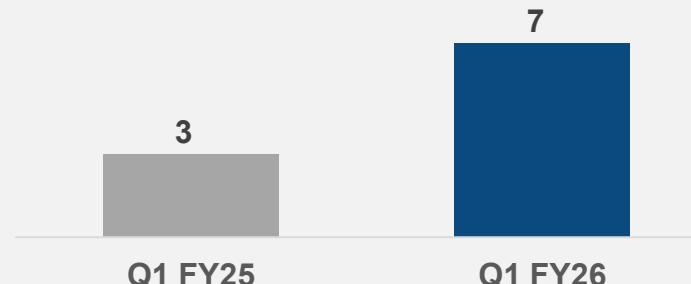
Butterfly Performance

Performance

Revenue (Rs. Cr)



EBIT (Rs. Cr)



Highlights

1

Revenue at Rs. 187 Cr, growth of 3% YoY

- Strong growth witnessed in Mixer Grinders, reflecting improved traction across channels
- Market share gains in core categories driven by execution and channel recovery
- Pricing improved across categories, led by retail, indicating premiumization momentum

2

EBITDA at Rs. 13 Cr, growth of 39% YoY

- Driven by improved product mix and optimization of operations
- EBITDA Margin at 6.8%, expansion of 170 bps

3

Launched a **refreshed brand positioning** embodying the philosophy of '**Celebrating Change**'

4

Introduced **industry first solutions** across key categories through the '**Idea First Series**' as a thoughtful response to evolving lifestyles in the kitchen industry.

5

The new brand architecture is leading to **portfolio premiumization**

WHY

The Purpose

Butterfly evolves with your changing life - while staying true to you

HOW

The Mission

Design intuitive solutions inspired by your core identity

WHAT

The position

Butterfly –
Celebrating change



Rebranding purpose

- Evolving consumers (Zillennials): confident, original, unlearning old norms
- Blurred gender roles in kitchens
- Rising expectations in design and performance



Brand philosophy

- **Purpose:** Intuitive solutions inspired by identity
- **Mission:** Celebrate change through design
- **Bauhaus principles:** Form follows function – simplicity – design for all



Visual identity

- **Symbolism:**
 - Personal - individuality & identity
 - Actionable - trigger for transformation
 - Unique - every customer is different



Idea First Series

New product range with innovation in every detail

Butterfly's Idea First Series embodies its philosophy: *'Celebrating Change'*

Launch of **40+ SKUs**, these products are not just appliances, they are thoughtful responses to evolving kitchen lifestyles



Idea First Series: New Product Range



Gas Stoves

Xyra - Aeroline

- **First-in-industry 3-star energy rating gas stove** and wind-proof pan support
- Patented burner and pan support lock
- Extra-wide glass top for larger vessels
- Rust-resistant, premium coated frame



Mixer Grinders

Ziera Series

- Improved design with enhanced jars for 95% grinding efficiency
 - Fingerprint resistant PTFE jars
 - Crack-resistant tempered jars
 - FDA approved Tritan jars
- Smudge-free matte finish and handcrafted gloss stainless steel jars



Wet Grinders

Elektra

- 3D flex arm for high torque and better batter
- Flexible stone setup (2 or 3 stones)
- Built-in tilt protection with auto cut-off
- **Easy tilt operation with press-and-hold mechanism**



Pressure Cooker

UniCurve Triply PC

- Hybrid design combining handy curve and straight wall
- **Patented safety lock handle**
- Halo crown filter to prevent spills and keep lid clean
- Floating accessories for uniform steam flow and improved cooking



Financial Performance

Crompton Standalone Q1 Financial Performance: Muted performance driven by weather disruptions; Continued focus on cost optimizations contributing to steadier margins

Particulars	Q1 FY26	Q1 FY25	Y-o-Y	Q4 FY25	Q-o-Q
Net Sales	1,819	1,959	-7.2%	1,879	-3.2%
Less: Material Cost	1,254	1,347	-6.9%	1,253	0.0%
Material Margin as a % of Net Sales	565	613	-7.8%	626	-9.7%
	31.1%	31.3%		33.3%	
Employee Cost	144	134	6.8%	144	-0.3%
Advertisement & Sales Promotion	78	89	-12.7%	57	36.4%
Other Expenses	166	167	-0.4%	179	-7.1%
EBIDTA as a % of Net Sales	178	222	-20.1%	246	-27.7%
	9.8%	11.4%		13.1%	
Less: Depreciation & Amortization	23	20	16.0%	23	-0.3%
EBIT as a % of Net Sales	155	203	-23.6%	223	-30.5%
	8.5%	10.4%		11.9%	
Less: Finance Cost	9	14	-34.9%	9	1.3%
Add: Other Income	22	22	1.0%	16	41.6%
Profit Before Tax as a % of Net Sales	168	211	-20.3%	229	-26.8%
	9.2%	10.8%		12.2%	
Tax Expenses	43	53	-19.4%	59	-27.4%
Net Profit as a % of Net Sales	125	158	-20.6%	171	-26.6%
	6.9%	8.0%		9.1%	
Basic EPS (Rs.)	1.9*	2.5*		2.7*	

Q1 Highlights

- Revenue stood at Rs.1,819 Cr, impacted due to weather related disruptions
- Material margin maintained at 31.1%
- EBITDA margin declined by 160 bps YoY to 9.8%
- EBIT and PAT margin stood at 8.5% and 6.9%, respectively

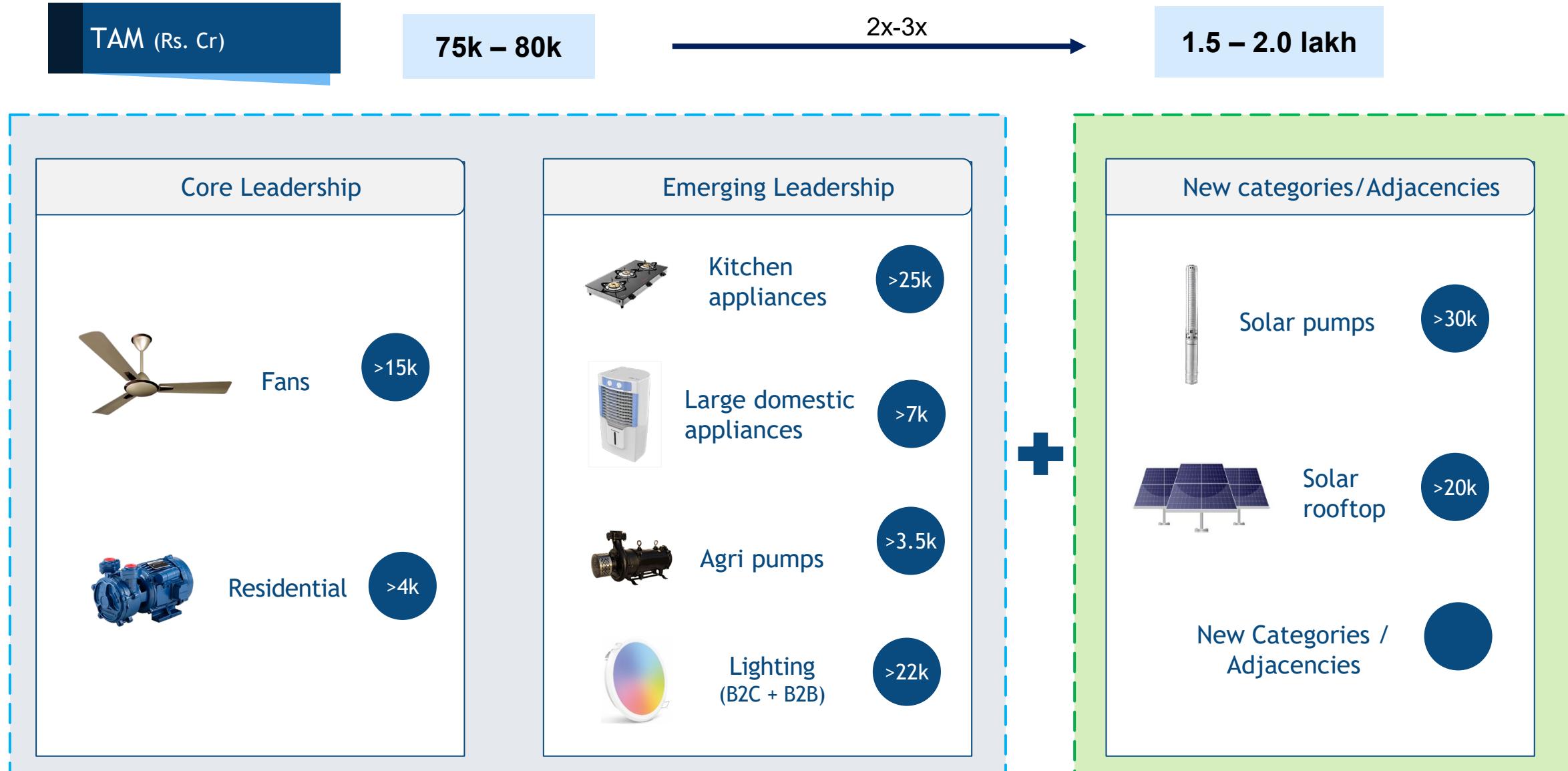
Crompton Consolidated Q1 Financial Performance

Particulars	Q1 FY26	Q1 FY25	Y-o-Y	Q4 FY25	Q-o-Q
Net Sales	1,998	2,138	-6.5%	2,061	-3.0%
Less: Material Cost	1,356	1,456	-6.9%	1,362	-0.4%
Material Margin as a % of Net Sales	642	682	-5.8%	699	-8.1%
Employee Cost	170	162	5.0%	168	1.2%
Advertisement & Sales Promotion	93	97	-4.2%	66	40.6%
Other Expenses	188	191	-1.4%	201	-6.4%
EBIDTA as a % of Net Sales	192	232	-17.5%	264	-27.5%
Less: Depreciation & Amortization	40	37	6.3%	40	-0.2%
EBIT as a % of Net Sales	152	195	-22.0%	225	-32.3%
Less: Finance Cost	10	16	-36.7%	10	-1.3%
Add: Other Income	24	24	-0.3%	16	48.8%
Profit Before Tax as a % of Net Sales	166	203	-18.4%	231	-28.0%
Tax Expenses	42	51	-17.5%	59	-28.6%
Net Profit as a % of Net Sales	124	152	-18.7%	172	-27.9%
Basic EPS (Rs.)	1.9*	2.4*		2.6*	

Note: * Not Annualized

Sustainable Value Creation

Expanding Total Addressable Market (TAM): We have reinforced market leadership in core categories, and forayed into emerging & new growth categories to expand our TAM



Foraying into Solar rooftop: Well-positioned to leverage our strong brand, existing B2B relationships with government and strong distribution and service network

Market Outlook and growth drivers

- **Large and growing market:** Rs. ~20-25k Cr market, expected to grow at 20%+
- **Strong regulatory push:** PM Surya Ghar Muft Bijli Yojana launched in Feb 2024 with an investment outlay of Rs. 75k Cr, aiming to light up 10M households; offering direct subsidies, low-interest loans (~7%), and DISCOM buybacks
- **Rising residential adoption:** Enabled by improved tech affordability, awareness, grid integration, and sharp decline in module/system costs



Competitive landscape

- **Highly fragmented market:** Top 3 players combined have less than 25% market share today
- **Ongoing consolidation:** Top players expanding share by leveraging their brand strength, strategic M&A, extensive distribution networks, and integrated service offerings



Crompton's ability to win

- **Trusted brand** seen as a reliable, energy-focused brand; extending this into solar reinforces our positioning as a comprehensive “home energy solutions” provider
- **Existing B2B relationships** with government (solar pumps, public lighting projects)
- **Strong channel network** with capability to scale



Evaluating Greenfield Project: Phase 1 to include ~Rs. 350 Crs of capex towards fans' manufacturing; Expected to be completed in 2-3 years

Current Manufacturing Footprint



Future Readiness

1. Capacity requirement

- Consumer preference is changing rapidly due to focus on aesthetics and shortening replacement cycle
- We need to anticipate and create capabilities tuned to market demand and product portfolio

2. Leveraging the scale of motor

- Leveraging the total scale of motor in our product portfolio (mixer, grinder, pumps, fans)

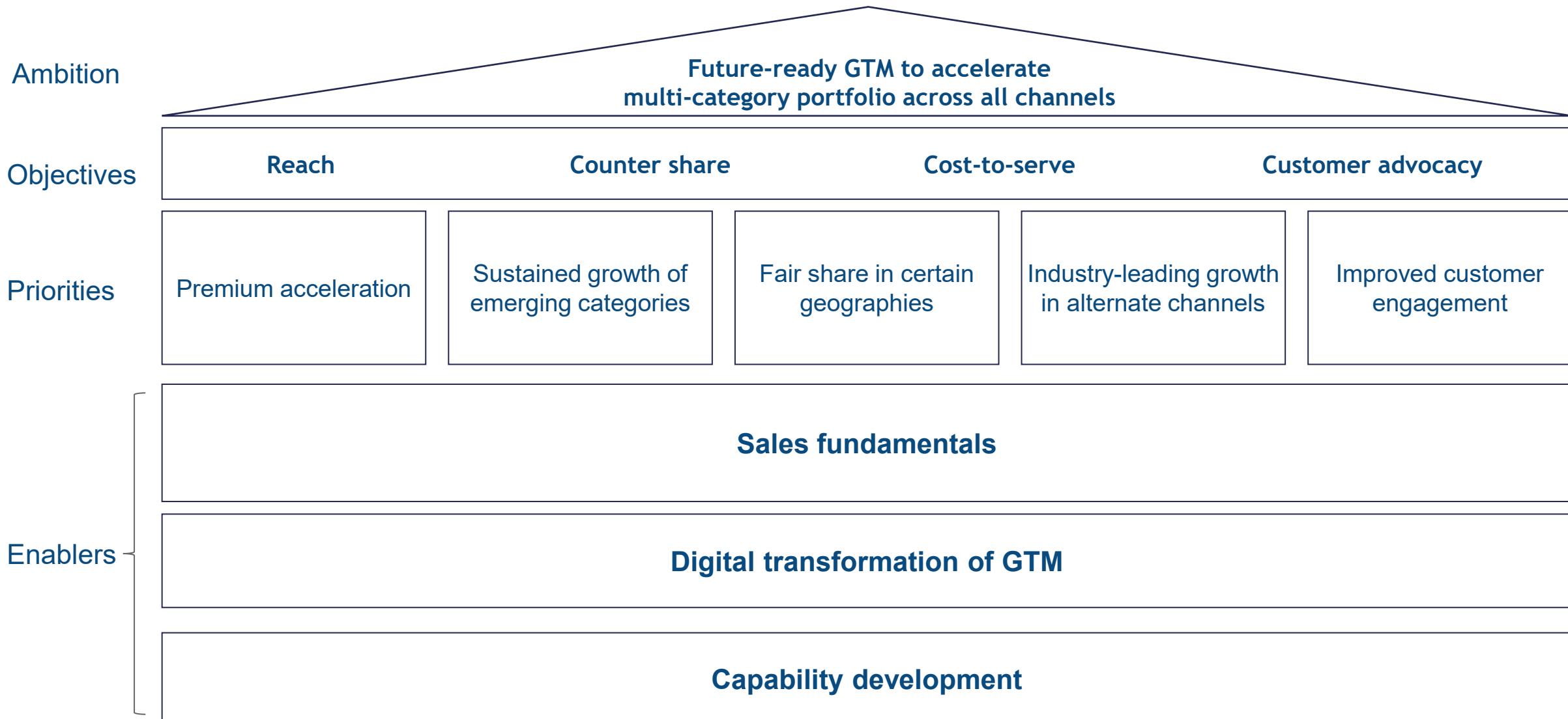
3. Strengthening manufacturing process and quality

- Backward integrate key & core processes for better control on quality & costs
- Implement sustainability and lean manufacturing

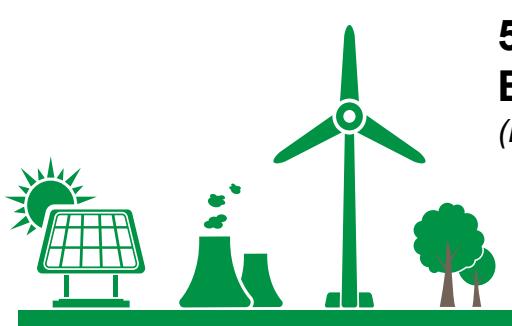
4. Regulatory changes

- With stricter BEE and BIS regulations, it is imperative to have more process control and precision in manufacturing

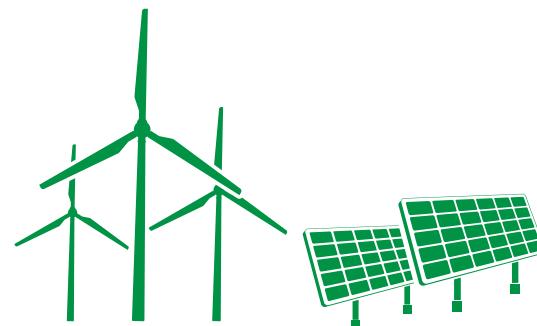
Transforming GTM Approach: Embarked on a GTM transformation journey to further strengthen our distribution strategy



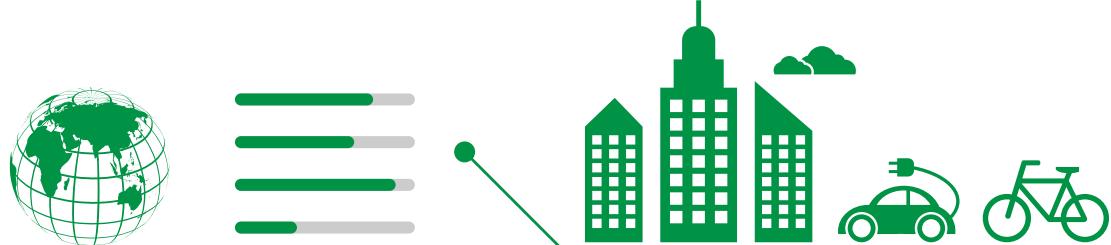
Environmental, Social and Governance (ESG)



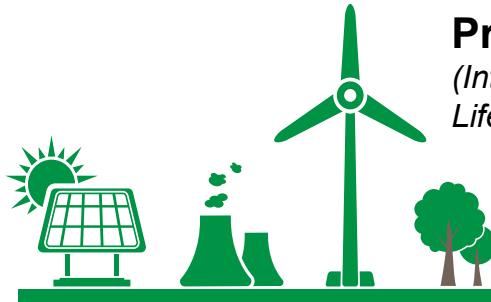
**50% GHG Scope 1 & 2
Emission Reduction by 2035**
(Baseline Year – 2022)



**60% Emission Intensity
Reduction Per Unit Sales
by 2035**
(for ceiling fans; Baseline Year- 2022)



**Ecolabel Certification for
Representative Product by 2030**
(Selected Representative Product Across All PLs)



**Design for Sustainability (DFS)
Program Drive**
(Integrate Design Process with
Lifecycle Assessment Based Sustainability Tool)



Leading the Industry in Sustainable and Innovative Consumer Durable Products

Sustainable Products



Design & Development of Innovative Products that Minimize Environmental Impacts throughout it's Lifecycle

Innovation: Energy Efficient Product Design
(To Address Scope-3, Use Phase Emission Impact)

Natural Resource Optimization through Recycle & Reuse in Design Criteria

Product Stewardship: Minimizing Environmental Impacts throughout Lifecycle

Infrastructure & Facilities



Promote & Encourage Sustainable Infra-Facilities to Reduce Operational Footprint and Minimize Waste.

Emissions Reduction GHG Scope 1 & 2
(RE Use & Energy Efficiency)

Zero Waste to Landfill Reduce, Reuse & Recycle Operational Waste

Transition to Green and Sustainable Infra Facilities
(Green Building Guideline Adaption)

Business Supply Chain



Collaborate & Ensure Sustainable Environmental Best Practices across Strategic Supply Chain Partners

Strategic Supplier Capability Building
(To Address Climate action Performance)

Align Strategic Supply Chain Partner with Sustainable Supply Chain Code of Conduct

Encourage & Promote Adoption of Sustainable Tech and Best Practices

Enablers

Adherence to Safety & Regulatory Compliance

Stakeholder Awareness & Capability Development

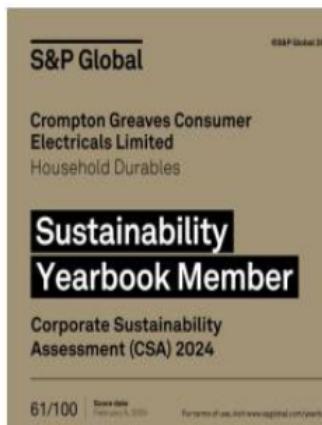
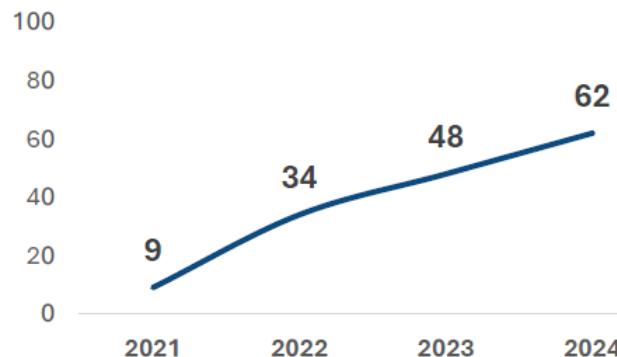
Eco Systemic Design & Technology Innovations

Sustainability Reporting & Disclosure

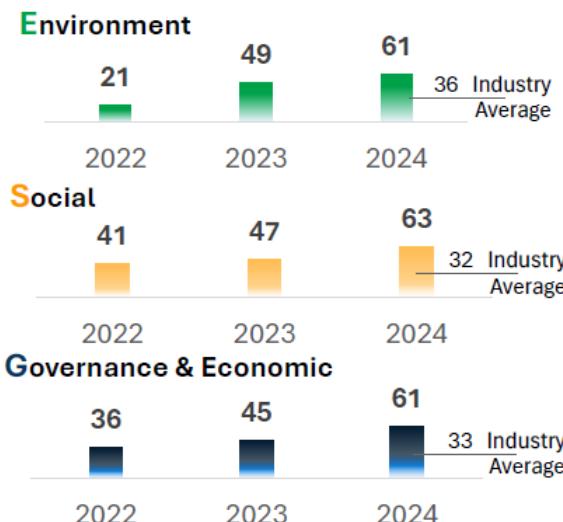
S&P Global ESG Score

62/100 | (Industry Average 34/100)

CGCEL S&P Global ESG Score



December 2024
GICS Sector: Consumer Discretionary
ESG Score Industry: DHP Household Durables



S&P Sustainability Yearbook Rankings

- Ranked No 1 in India for Sustainability in Household Durables Industry
- Ranked No 3 amongst Global peers in Household Durables Industry



Climate Disclosure Project (CDP)

An investor-minded global not-for-profit rating agency that encourages businesses to voluntarily report on climate indicators

CGCEL Reported 1st Time in 2024,

Rating Received As,

- C for Climate
- B for Water Security

Rating Annex:

- A & A- : Leadership, | B & B- : Management
- C & C- : Awareness, | D & D- : Disclosure,
- F : Failure to Disclose

Water Conservation “Jal Jeevan ”



- 116 Water Structures Rejuvenated
- 58,673 Villagers Benefitted
- 1,935 TCM Water Storage Created.
- 250 Acres Additional Land Under Cultivation

Skill & Entrepreneurship Development “Saksham | Nayi Disha | Samrudhi”



- 4,921+ Technicians Trained
- 81% Women Involved in Water Management & Agricultural Practices
- 34 Women Electrician Trained followed by 100% Job Placement in Organized Sector

Community Care “Patang | Suvidha”



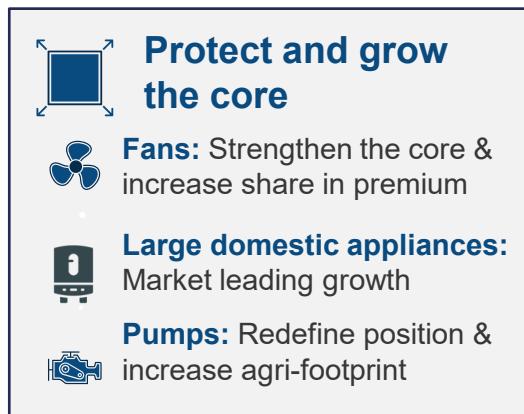
- 1,462 Students Benefited
- 7,865 Government Welfare Schemes
- Benefited to 4,251 Villagers

Key Strategic Tenets

Crompton 2.0:

Accelerated growth at healthy margins to deliver strong TSR

Pillars



Win in the Kitchen



Small domestic appliances: Leverage mutual strengths to grow share & reach



Large kitchen appliances: Expand through continued product differentiation



Transform Lighting business



- Product innovation & positioning
- Focused GTM & sales process enhancement



Range expansion across panels & other segments



Foray into new segments



Entry in 2-3 attractive whitespaces, in line with overall vision

Enablers



Brand excellence

- Invest in consumer awareness, right brand positioning
- Brand architecture redefinition



Operational excellence

- Manufacturing, quality & cost excellence to improve EBITDA and reinvest in growth



GTM excellence

- Continue expanding reach & diversify into channel whitespaces
- Follow the consumer: Omni channel

Foundation



People & Organization

- Autonomy & accountability with BU
- Improve speed to market for NPD
- Improve employee engagement



Digital and technology

- Digitally powered sales function
- Improve channel and consumer connect led by digital



Consumer-centric innovation

- Consumer needs driven Innovation
- Collaborations with startups
- Sustainability at center of NPD

Registered Office:

Crompton Greaves Consumer Electricals Ltd,

Godrej Business District, Plot No. 05,

Pirojshanagar, Near Gate No. 2B, LBS Marg,

Vikhroli West, Mumbai 400 079

Crompton
Butterfly
celebrating change



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Connect with us on www.crompton.co.in

