



June 23, 2025

To, The Manager - Listing BSE Limited ("BSE"), Corporate Relationship Department, 2nd Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai - 400 001.	To, The Manager - Listing National Stock Exchange of India Limited ("NSE"), "Exchange Plaza", 5th Floor, Plot No. C/1, G Block, Bandra-Kurla Complex Bandra (East), Mumbai - 400 051.
BSE Scrip Code: 517421	NSE Symbol: BUTTERFLY
ISIN: INE295F01017	ISIN: INE295F01017
Our Reference: 11/2025-26	Our Reference: 11/2025-26

Dear Sir/ Madam,

Sub: Press Release

Please find enclosed herewith the press release titled "***Butterfly Unveils a Bold New Identity That Celebrates Change and Champions the Original You***".

The above information is also available on the website of the Company at <https://www.butterflyindia.com/>

This is for your information, and you are requested to bring this to the notice of your constituents.

For **Butterfly Gandhimathi Appliances Limited**

Jayant Barde
Company Secretary & Compliance Officer
A61954

Regd.office : 143.Pudupakkam Village, Vandalur-Kelambakkam Road, Kelambakkam - Pin 603 103,
Chengalpattu District, Phone : +91-44-47415500 CIN No : L28931TN1986PLC012728.
E-mail : gmal@butterflyindia.com, Web : www.butterflyindia.com

Corporate office : E-34, 2nd Floor, Egattur Village, Rajiv Gandhi Salai, Navalur - 600130, Chengalpattu District.
Phone : 044-49005100 E-mail : butterflyho@butterflyindia.com,

Butterfly Unveils a Bold New Identity That Celebrates Change and Champions the Original You

23rd June 2025, Chennai: Butterfly, one of India's most trusted kitchen appliance brands, is turning a new page. With a refreshed brand identity, a renewed purpose, and a sharper understanding of today's ever-evolving consumer.

At the heart of this refresh is a symbol as timeless as it is transformative—the **fingerprint**. Merging beautifully into the wings of a butterfly, the evolved icon reflects the brand's core belief: that while life changes, one's essence remains. It is this **personal imprint**—one's way of thinking, cooking, creating, and living—that Butterfly now celebrates.

This new era of Butterfly speaks directly to consumers with a 'zillennial' attitude to life—self-aware individuals who embrace transformation while staying rooted in who they are. For them, **change is constant—but authenticity is non-negotiable**. The brand aims to focus not on age, but on **attitude** by moving beyond demographics to **psychographics**—because a zillennial mindset isn't defined by numbers, borders or genders but by how one embraces change.

Butterfly's refreshed positioning, '**Celebrating Change**', reflects a deep understanding of modern Indian homes, where shifting roles, hybrid lifestyles, and tech-integrated living are the norm. As a subsidiary of **Crompton**, one of India's leading names in home solutions, Butterfly is now equipped to bring **intuitive and purposeful innovations** that transform everyday experiences in the kitchen and beyond.

"For over 40 years, Butterfly has been a part of millions of kitchens across India. Today, as homes become more fluid and identities more self-defined, our new identity reflects not just who we are—but who we're here for," said Swetha Sagar, Chief Business Officer, Butterfly.

The new Butterfly logo is more than just a symbol—it's the mark of millions of consumers, retailers, dealers, employees and designers who are making the Butterfly products. Crafted from the distinct swirls of a **fingerprint**, the wings of the butterfly now carry the story of every individual it touches. It's a tribute to the idea that no matter how much life shifts, **one's identity leaves a mark**—on choices, kitchen and the everyday rhythm.

*"This is more than a rebrand. It's a reimagining of what it means to belong in a modern Indian kitchen. **Butterfly is for the originals. The ones who grow, shift, and adapt, but never lose the essence of who they are.**"* she said.

From mixer grinders to cooktops, Butterfly's product range is undergoing a transformation across categories—designed to be more **intuitive, durable, and design-forward**, catering to the changing rhythms of contemporary households. The brand's commitment remains the same: to improve everyday life by providing intelligent solutions that understand and evolve with the consumers.



About Butterfly Gandhimathi Appliances Ltd:

'Butterfly' is amongst the Top 3 Brands in India in kitchen and small domestic appliances. It is a reputed brand with high consumer recall in South, known for Aesthetics and Product Quality. It has diverse product portfolio, with variants adapted to meeting consumer needs. It has 4 core products – Mixer Grinders, Pressure Cookers, Gas Stove, Wet Grinders and backed by a full suite of small domestic appliances. It has state of art in-house manufacturing setup with strong backward integration.

For further information, please contact:

Chief Investor Relations Officer

Tel: +91 44 4900 5154 /+91 22 6167 8499

Email: butterfly.investorrelations@butterflyindia.com