

Crompton Greaves Consumer Electricals Limited

Tower 3, 1st Floor, East Wing, Equinox Business Park,
LBS Marg, Kurla (West), Mumbai 400 070

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Date: October 25, 2016

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.
Our Reference No. 79/2016-17	Our Reference No. 78/2016-17
BSE Scrip Code: 539876	NSE Symbol: CROMPTON
ISIN: INE299U01018	

Dear Sir/Madam,

Sub: **Press Release on the Unaudited financial results for the quarter ended September 30, 2016**

With reference to the captioned subject, kindly find the Press Release on the unaudited financial results for the quarter ended September 30, 2016.

You are requested to kindly take the above information on your record.

Thanking you,
For and behalf of **Crompton Greaves Consumer Electricals Limited**


Pragya Sahal Kaul
Company Secretary and Compliance Officer

Encl: A/a

Crompton

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Results for Quarter Ended September 2016

Revenue growth of 10.6%, Comparable Operating Profit growth of 53.6%

Mumbai, Oct 25, 2016: The Board of directors, in the meeting held on 25th October, 2016 approved the quarterly results of the Company for the quarter ended 30th September, 2016. Total Income for the quarter was Rs. 890.0 Crs, a growth of 10.6% year on year (y-o-y). The Company has posted an Operating Profit (before corporate expenses and exceptional Items) of Rs. 119.8 Cr for the quarter, a y-o-y growth of 53.6%. Operating Profit (before corporate expenses and exceptional Items) to Sales increased from 9.7% in Q2FY16 to 13.5% in Q2FY17.

For the above comparison purposes, the Company has considered the Sales & Segment EBIT numbers of the Consumer business as reported by Crompton Greaves Ltd, for the corresponding period last year.

The Company continued to drive execution of its chosen five key strategic drivers to accelerate growth & profitability.

In the quarter, media exposure was sustained and supplemented with initiatives across brand showrooms, in store marketing & product display, and branding for local festivals. The go-to-market initiative was expanded to select geographies pan India. Progress of cost & supply chain efficiency projects has started accruing savings and its impact on total delivered cost is visible through operating margin expansion, despite a larger investment in brand building. The ERP implementation project is on track to go live in Q4FY17. The Company has commenced initiatives to enhance organizational capabilities, based on feedback from an organisation-wide engagement study.

Commenting on the Quarter results, Company's Managing Director Shantanu Khosla said "Growth this quarter has been good across segments. Our focus categories viz Premium Fans, Agro Pumps and LED Lighting have all registered significant growth. Latest retail audit data indicates that we are continuing to gain share in ceiling fans and LED lights. Our branding campaign has continued to improve awareness across our offering, which is very encouraging. Continuing with our customer-centric innovation, we have recently launched the Avancer - Anti Dust Fan, which uses a special coating to reduce the hassle of fan cleaning. We will continue to drive our strategic choices in our endeavour to create meaningful value for all our stakeholders."

About Crompton:

CGCEL is India's market leader in fans, No. 1 player in residential pumps and has leading market positions in its other product categories. The Company manufactures and markets a wide spectrum of consumer products, ranging from fans, lamps and luminaries to pumps and household appliances such as water heaters, mixer grinders, toasters, irons and electric lanterns. The Company has strong dealer base across the country and wide service network offering robust after sales service to its customers.