

Crompton Greaves Consumer Electricals Limited

Registered & Corporate Office:

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Date: May 13, 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: 19/2026-27	Our Reference: 19/2026-27

Dear Sir/Madam,

Sub: Launch of Super Premium Brand "Crompton Rhion"

We are pleased to inform you that the Company is launching a new super-premium brand, "**Crompton Rhion**", as part of its strategic initiative to strengthen its presence in the premium segment.

Under the "Crompton Rhion" brand, the Company plans to introduce a curated range of products across multiple categories. This new brand will serve as a platform to showcase the next level of innovation, advanced technology, and superior design capabilities developed by the Company through sustained and focused investments in research and development.

Further, we wish to inform that the Large Kitchen Appliances (LKA) Product Line will be integrated into the Crompton Rhion vertical, aligning with the Company's broader premiumisation strategy and enhancing the overall brand proposition.

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

Thanking you,

For **Crompton Greaves Consumer Electricals Limited**

Kaleeswaran Arunachalam
Chief Financial Officer