Crompton

Crompton Greaves Consumer Electricals Limited
Registered & Corporate Office: Tower 3, 1st Floor,
East Wing, Equinox Business Park, LBS Marg,
Kurla (West), Mumbai 400 070. India
Tel: +91 22 6167 8499 F: +91 22 6167 8383
W: www.crompton.co.in. CIN : L31900MH2015PLC262254

Date: September 18, 2019

To,	To,
BSE Limited ("BSE"), Corporate Relationship Department, 2nd Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai – 400 001.	**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: 539876	**NSE Symbol: CROMPTON**
ISIN: INE299U01018	**ISIN: INE299U01018**
Our Reference: 56/2019-20	**Our Reference: 54/2019-20**

Dear Sir/Madam,

Sub: **Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Intimation of Schedule of Analysts/Institutional Investor Meeting**

With reference to the captioned subject and pursuant to Regulation 30 and Para A of Para A of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 kindly note below mentioned schedule of analysts/institutional investor meets:

Date	Time (EST)	Name	Meeting Type	Place
18th September, 2019	9:00 a.m. – 10:00 a.m.	Copper Rock Capital Partners LLC	One on One	Boston
18th September, 2019	12:00 p.m. – 1:00 p.m.	Clough Capital Partners	One on One	Boston
18th September, 2019	1:30 p.m. – 2:30 p.m.	Macquarie Investor Mgmt	One on One	Boston
18th September, 2019	3:00 p.m. – 4:00 p.m.	Columbia Threadneedle Investments (US)	One on One	Boston
19th September, 2019	9:30 a.m. – 10:30 a.m.	Oppenheimer Funds Inc	One on One	New York
19th September, 2019	11:00 a.m. – 12:00 p.m.	TIAA-CREF Investment Management Inc	One on One	New York
19th September, 2019	12:30 p.m. – 1:30 p.m.	Fiera Capital Inc (NY)	One on One	New York

Crompton

19th September, 2019	2:00 p.m. – 3:00 p.m.	Allaince Berstein L.P. (US)	One on One	New York
19th September, 2019	4:00 p.m. – 5:00 p.m.	Public Sector Pension Investment Board	One on One	New York
20th September, 2019	9:00 a.m. – 10:00 a.m.	Neuberger Berman, LLC	One on One	New York
20th September, 2019	10:30 a.m. – 11:30 a.m.	Capital International/ Capital Guardian	One on One	New York
20th September, 2019	12:00 p.m. – 1:00 p.m.	1. Crestwood Capital Management LP 2. Discovery Capital Management LLC 3. Principal Global Investors, LLC	Group	New York

The above schedule is subject to change which, may happen due to exigencies on part of the Investors/ Company.

Also, please find enclosed herewith the presentation that will be made at the Investor/Analyst Meet of Crompton Greaves Consumer Electricals Limited.

We request you to please take the above schedule and presentation on record.

Thanking you,
For Crompton Greaves Consumer Electricals Limited

Pragya Kaul
Company Secretary & Compliance Officer

Encl: A/a



Crompton

Investor Presentation

September 2019

LET'S HANGOUT GHAR PE!

Disclaimer

This presentation does not constitute an offer from Crompton Greaves Consumer Electricals Ltd. or any of its affiliates ("Crompton") to any party and the information contained herein will not form the basis of any contract. Neither Crompton nor any of their respective affiliates, shareholders, directors, employees, agents or representatives makes any warranty or representation as to the accuracy or completeness of the information contained herein (including statements of opinion and expectation, whether communicated in written, oral, visual or electronic form) or as to the reasonableness of any assumptions contained herein. In particular, no representation or warranty is given as to the achievement or reasonableness of, any information. Consequently, neither Crompton nor any of their respective affiliates, shareholders, directors, employees, agents or advisors shall be liable for any loss or damage (direct or indirect) suffered as a result of reliance upon any statements contained in, or any omission from this presentation and expressly disclaim any and all liability relating to or resulting from the use of this presentation. This presentation should not be distributed or reproduced, without the express consent of Crompton. Nothing contained in this presentation should be relied upon as a promise or representation as to the future. The information contained herein was prepared expressly for use herein and is based on certain assumptions and management's analysis of information available at the time this presentation was prepared. There is no representation, warranty or other assurance in this regard.

Crompton: A New Beginning …

India's market leader in **Fans** and **Residential Pumps**, with leading market position in **Lighting…**

Crompton

…and fast expanding in **Household Appliances** and **Agricultural Pumps**…

… with a **75+ year** old brand legacy

Key Milestones Post Demerger

2015

- Commenced operations as an independent company
- New Management took over
- A new Board of Directors was constituted
- Management articulated a new vision and strategy for the company

2016 & 2017

- Launched innovative and sustained brand campaign
- Listing and trading on BSE and NSE
- Launched India's 1st anti-dust fan
- Aggressive transformation to LED
- Completed ERP implementation in 8 months

2018 & 2019

- Sustained innovation in fans - Aura fluidic (5 year warranty)
- Launched India's first 5* LED Bulb and Anti bac lamp
- Revamped distribution for better availability & service
- Relaunched Geysers' & Coolers' portfolio with aesthetically appealing competitive products

KPIs

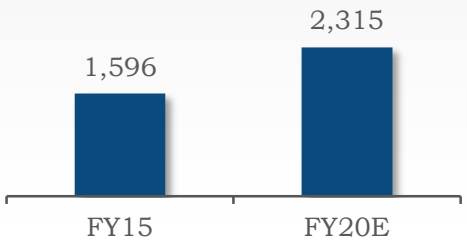
- **To grow top line faster than the market**
- **Grow profits at least in line with top line growth**
- **To convert bulk of the profits into cash**

Significant Macro Opportunity…

Key Drivers in Place…

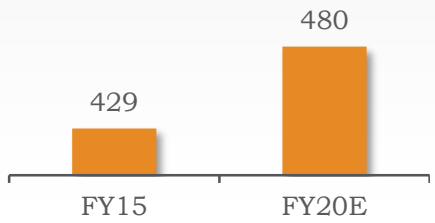
Rising Disposable Income

(GDP Per Capita[1], in US$)



Increasing Urbanization

(Urban Population, in mn)



Increasing Electrification

Government aims to electrify every household by 2020:

250+ million
electrified households

Thrust on Affordable Housing

Government aims to create affordable Housing For All by 2022:

20 million
houses to be built across the nation

	Fans	Lighting	Pumps	Small Appliances	Switches/ Switchgears	Cables/ Wires	Others
Market Size (INR)	79 Bn	150 Bn	69 Bn	109 Bn	35 Bn	80 Bn	80 Bn

~INR 600 bn market opportunity growing steadily for the organized sector

…Leading to Significant Industry Opportunity[2]

Sources: World Economic Outlook 2017 by IMF, India Brand Equity Foundation (IBEF), EIU, CRISIL Report, Internal Estimates.
1. GDP Per Capita is PPP Adjusted. 2. Market size estimates based on Market Pulse and Internal Estimates.

Crompton LET'S HANGOUT GHAR PE!

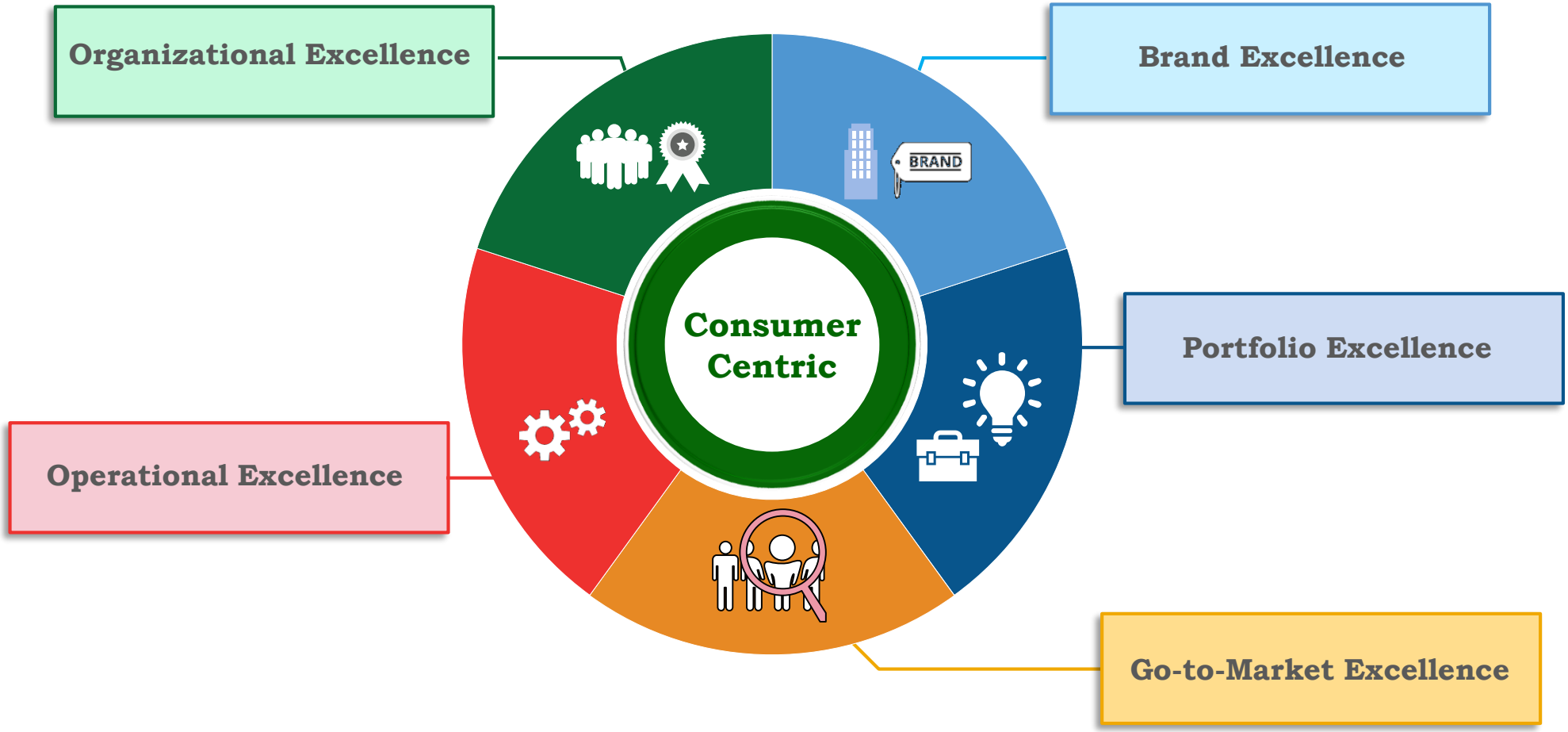
Where Crompton Plays… (No.1 or 2 in 90% of Business)

	Fans	Lighting	Pumps	Geysers/Coolers
				
Market Share	24%	8%	Residential - 28% Agro - 7%	Geysers - 8% Air Cooler- 3%
Market Position	#1	#2	Residential #1	Geyser # Top 5
Comprehensive Product Portfolio	▪ Ceiling Fans ▪ Table Fans ▪ Pedestal Fans ▪ Wall-Mounted-Fans ▪ Ventilating Fans ▪ Heave Duty-Exhaust Fans ▪ Air Circulators ▪ Industrial Fans	▪ LED Lamps ▪ LED Battens/Panel ▪ Home Lighting ▪ Infrastructure Ltg. ▪ High Mast/Street-Lighting Poles ▪ Interior & Architectural Ltg. ▪ High Intensity Discharge Lamp ▪ Incandescent Lamps ▪ CFL/FTL	▪ Residential Pumps ▪ Agricultural Pumps ▪ Commercial and Industrial Pumps	▪ Storage WH ▪ Instant WH ▪ Tower Cooler ▪ Desert Cooler ▪ Window Cooler ▪ Personal Cooler

Crompton LET'S HANGOUT GHAR PE!

Crompton Poised to Capitalize on the Macro Opportunity…

The Management has identified **Five Strategic Levers** to capture this opportunity



Market Leadership ↑ **Enhanced Profitability** ↑ **Stakeholder Value** ↑

Crompton LET'S HANGOUT GHAR PE!

… by putting Strategic Levers to Work



01

Brand Excellence

Continuous investments to energize the Crompton brand

02

Portfolio Excellence

Drive Premiumization

Consumer-centric Innovation





03

Go-to-Market Excellence

Strengthening Existing Channels

Expanding Reach Through alternate Channels

04

Operational Excellence

Optimize service and quality

Digitalization & Leveraging Analytics

Margin Expansion





05

Organizational Excellence

Building Capabilities

Talent Retention

Employee Engagement

Leading to market leadership and enhanced profitability thereby, maximizing shareholder value

Crompton LET'S HANGOUT GHAR PE!

Leveraging 75+ Years of Brand Heritage



Durability



Quality



Reliability



Trust

Crompton leveraging its strong brand legacy, reinvented market strategy and driving innovation to gain disproportionate market share

























Source: Company Filings

Continuous Investments into Energizing the Brand …

TV Advertisements





Product Brochure



Print Campaign





In-shop Branding





Social Media



Crompton LET'S HANGOUT GHAR PE!

… Following a Multi-Channel Holistic Approach

Crompton has created a compelling Brand Idea, **"Let's Hangout Ghar Pe"**

Brand Idea

New brand campaign to reach the consumer across various touch points

Let's Hangout Ghar Pe!

Advertising Equity

Consumer Touch Point

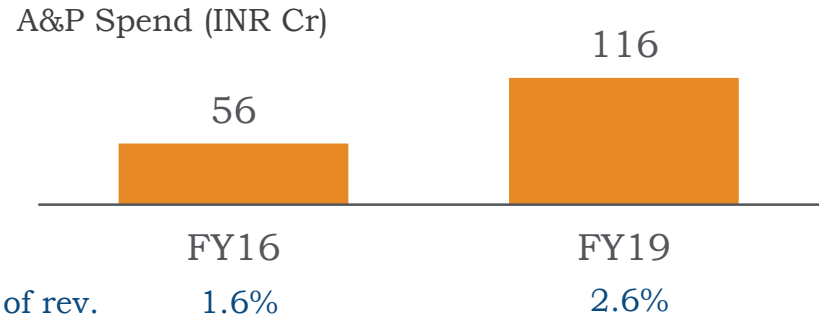
- Specific hard claims / features(1)
- Educational(2)

Customer Touch Point

- In-store Initiatives(3)

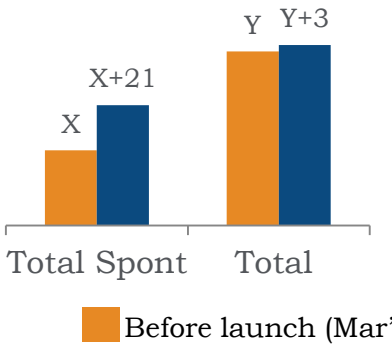
Impact

Crompton has leveraged advertising effectively in order to improve brand recall



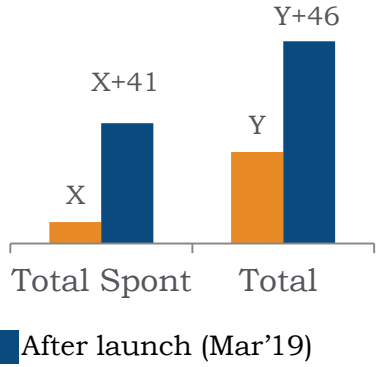
Fans

% Brand recall



Pumps

% Brand recall



Before launch (Mar'16) After launch (Mar'19)

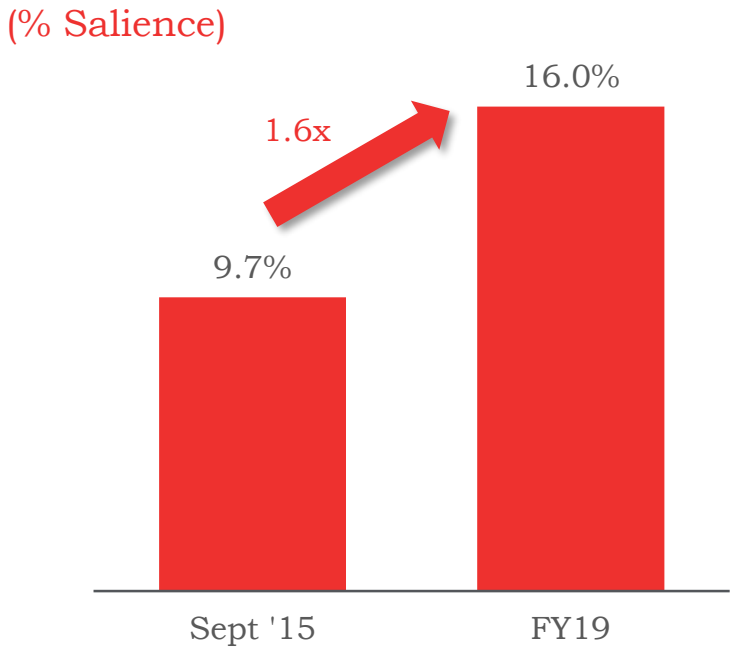
Step up investment in Brand in line with Industry Benchmark

Source: Market Pulse

Notes: (1) Digital, TV, Print, Radio, OOH etc.; (2) Brochures, 3rd party / Architects , Apps, Digital etc.; (3) Look & feel, Shopper claims, etc.

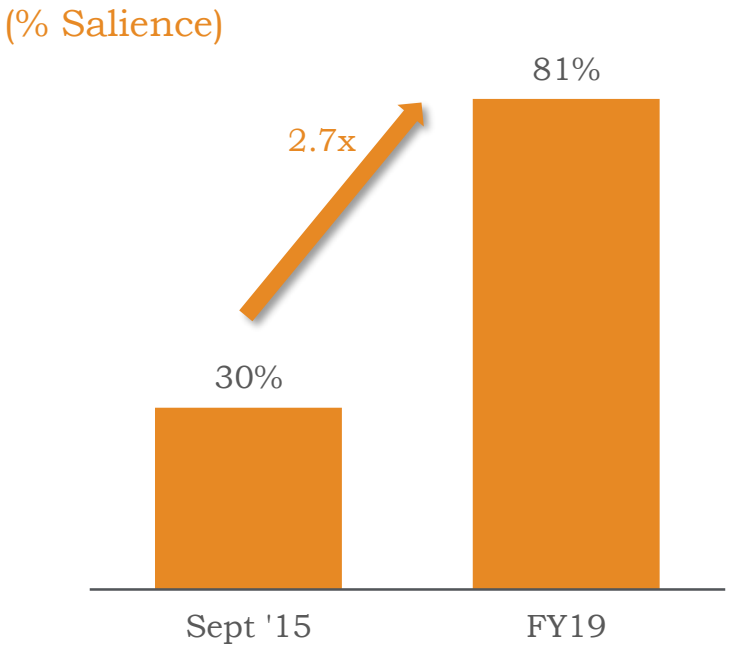
Customer Centric Innovation Driving Portfolio Excellence

Premium Fans



Innovation and in-store placement

LED Lighting



Innovation, filled portfolio gaps, led price disruption to drive adoption

Launched innovative products (Eg: Anti-Dust Fans and Aura Fluidic) to increase salience in premium fans

Significantly increased availability of LED lights at price points better customized for consumer needs

Increased Salience

Source: Internal Estimates

Crompton LET'S HANGOUT GHAR PE!

Innovation Train - 2019

Lighting

B2C


ANTI-BAC LED Bulb


LYOR LED Bulb


Deep Glaze Downlight


Twist Bulb


Radiance RAY Plus

B2B


Kinetic - LED Luminaire with Motion Sensor


Crompton Surround – LED Highbay


Quartz + LED Downlighters


Terrain LED Post Top


Equinox – LED Tunnel Light

Fans


Vsense™ Range of Fans


Air 360 Deco Range of Fans


Trigger Glow – Antique Copper


Trigger Neo – Brushed Steel


AirBuddy Kitchen Fan


Aura 2.0 Designer 3D – Birken Effect Gold


Aura 2.0 Designer 2D – Bakers Brown Rosegold


Aura 2.0 Prime – Rosegold


HS Prime – Roast Brown


Dorado – Ivory


Cool Breeze Metallic – Midnight Blue


Whirlwind Gale – Pedestal

Pumps


2HP Monobloc Pump


Wide Voltage OW Pump


4WSS Pump

Appliances

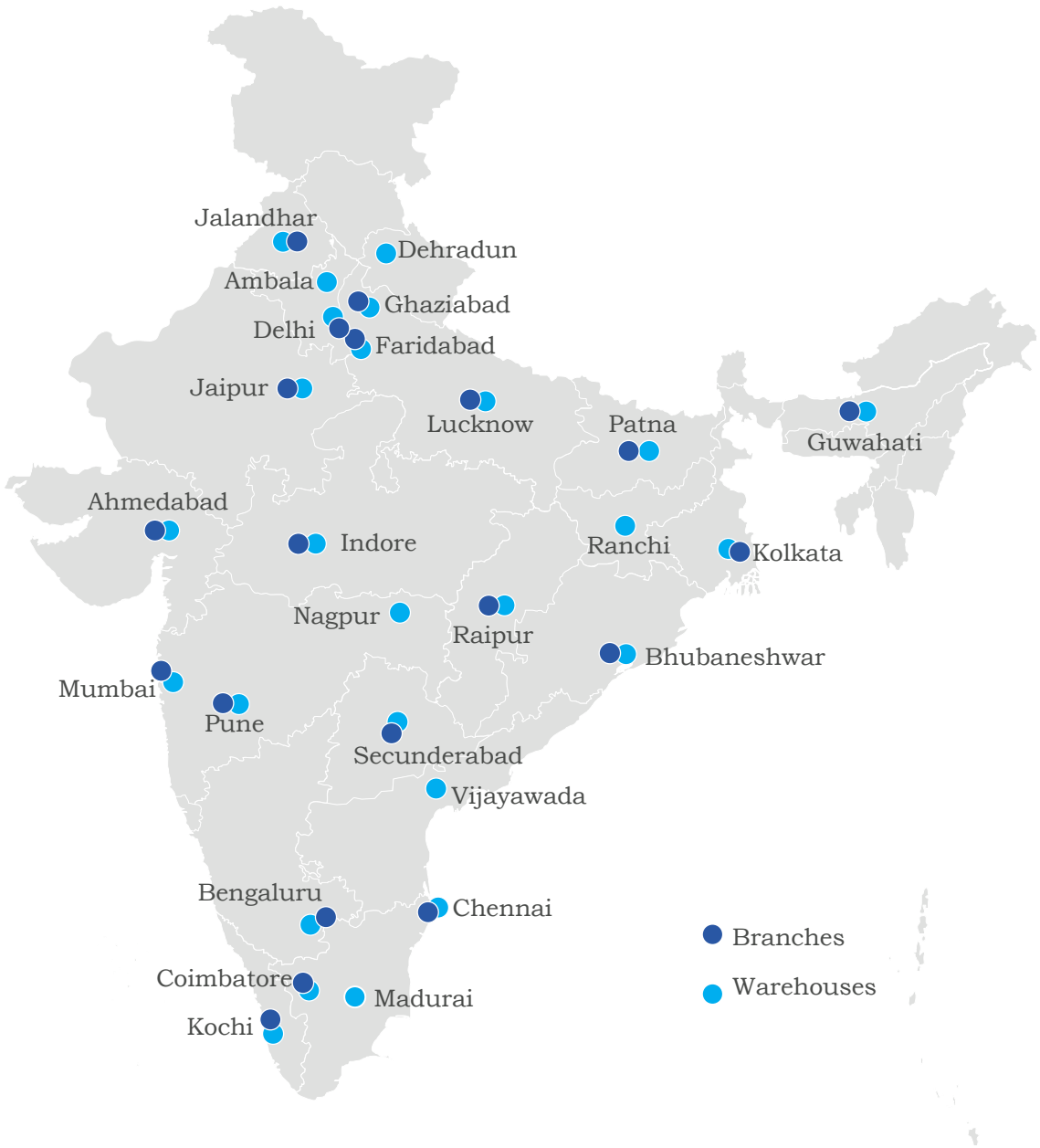

Optimus Cooler


Ozone Classic Cooler


Solarium Neo Water Heater

Crompton LET'S HANGOUT GHAR PE!

Go-to-Market Strategy Tailored to Win In-Store



Leverage Existing Pan-India Distribution Network

Nationwide network with **3,000+ distributors** and **100,000+ retailers**

Utilization of common channels across different business line

Expanding the Current Reach

Implement Distribution Model expansion in untapped territories falling in 50-100K population town

Increase active billing points

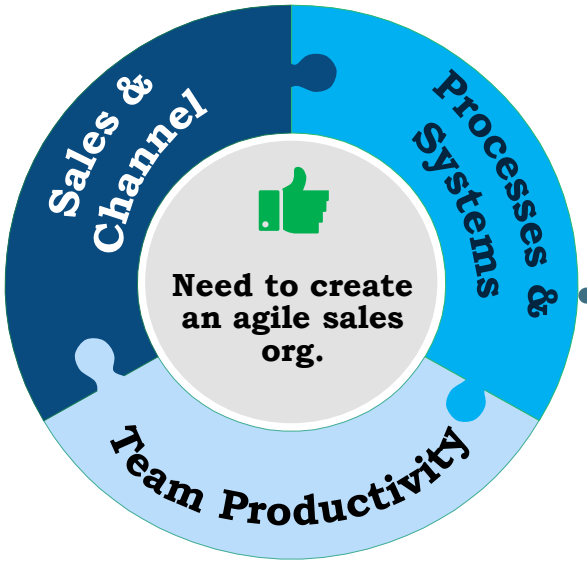
Strong after-sales support with 500+ service centers

Enhancing customer experience across all touch points

Source: Company Filings

Crompton LET'S HANGOUT GHAR PE!

GTM Driving Structural Changes on Ground



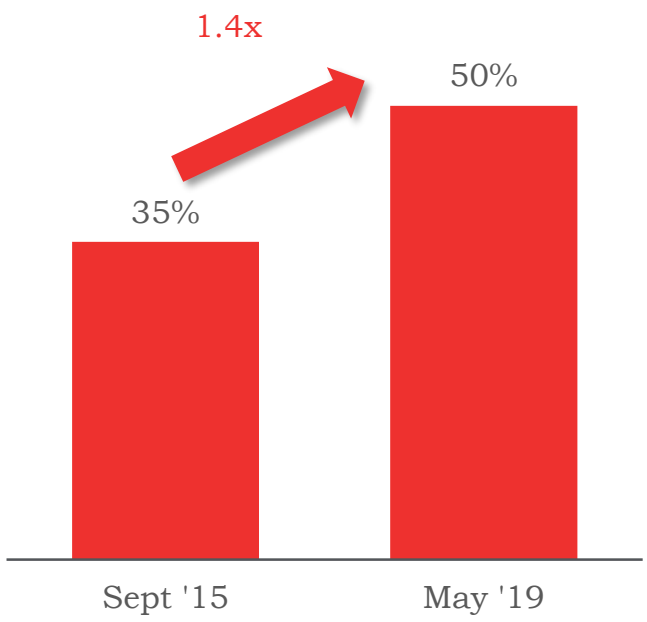
1. Hybrid model of Distributors, Dealers and Wholesellers to double active billing points
2. Transparent & Uniform channel policy, Implemented RDP
3. Enhanced Org Structure to bring more focus on Sales through Alternate Channel viz. MOR, E-COM, Institutional Sales etc.
4. Re-designed Lighting B2B Org Structure to enhance focus on B2B Market
5. Focused effort to tap rural towns with 50-100K population
6. Tech enablers viz. Tally Patch, Dealer Portal, Field Assist App rolled out for seamless flow of information
7. Better Team engagement with focus on market rigor and discipline

Crompton LET'S HANGOUT GHAR PE!

Branding and Distribution Initiatives Driving Significant Increase in Reach

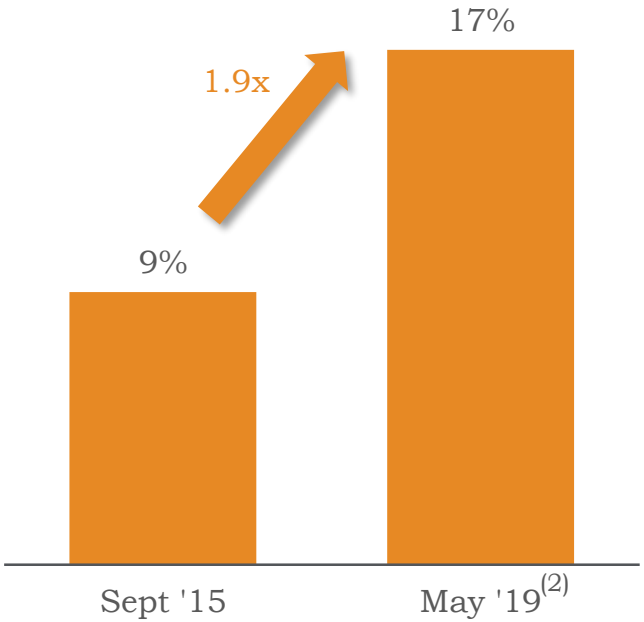
Fans

(% Counter Reach[1])



LED Lamp

(% Counter Reach[1])



Sources: Market Pulse, Internal Estimates.
1. Counter Reach = Number of counters where Crompton is present/ Total counters in India. 2. Jan'18 onwards Market Pulse changed the basis for the Lighting market, Mar'18 numbers not comparable to Sept'15.

Crompton LET'S HANGOUT GHAR PE!

Growth Drivers – Existing Portfolio

FANS

- Continue to drive consumer centric innovative products
- Increase Salience of Premium Fans

LIGHTING

- Most cost competitive offering in B2C lighting
- Expand B2B Lighting Business under new Structure
- Focus on smart and connected lighting offering

PUMPS

- Increase share in West and South for Residential Pumps
- Double the market share in Agro Pumps
- Aggressively drive Solar Pumps

SMALL APPLIANCES

- Strive to be amongst top 3 players in Geysers and coolers
- Establish and become a known player in Kitchen Appliances led by Mixer Grinders
- Drive premiumization in focused categories

Growth Drivers – New Portfolio

IOT

Build capability to develop IOT based products in all segments

---

SOLAR

Evaluate entry in two biggest category i.e. Lighting and Pumps

---

ADJACENT BUSINESS

Enter an adjacent category complementing current portfolio

Crompton LET'S HANGOUT GHAR PE!

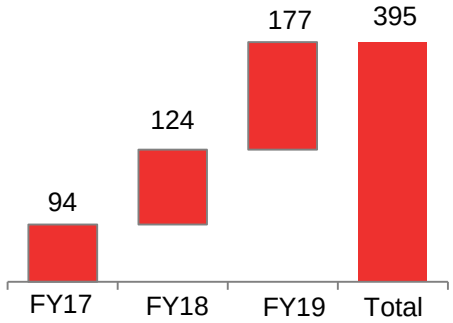
Operational Excellence Driving Margin Expansion

Cost reduction has been key focus area for past 3 years…

- Bundling of Demand across PLs
- Design to Cost
- Make vs buy
- Process Improvement
- Alternate suppliers

…delivering incremental accruals of ~395 Cr…`

INR Crs



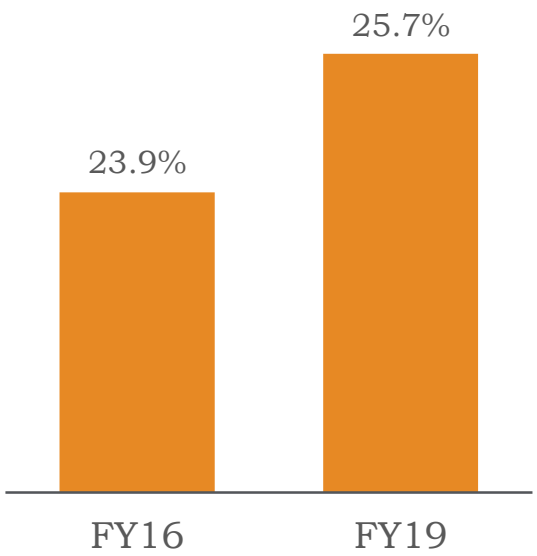
Operational Streamlining and Optimization

Sales and operational planning to improve material availability

Focusing on various initiatives on Digitalization and Analytics

Consistent Gross Margin[1,2] Improvement

In %



Sources: Company Filings and Internal Estimates.

1. Gross Margin = (Net Revenue - Total Material Cost – Direct Cost)/ Net Revenue
2. *Margins have been calculated on GST and INDAS adjusted revenues*

Crompton LET'S HANGOUT GHAR PE!

Operational Excellence

Continue to drive Cost Optimization..

- Building Inhouse Capability
- Design to Cost
- Process Improvement

…and reinvest in business to drive further growth

Operational Streamlining and Optimization

- Optimizing Supply Network Design
- Progressing from Placement Efficiency to OTIF as a measure to track availability and customer satisfaction
- Project Delight – Step towards focused efforts to produce best-in-class quality products

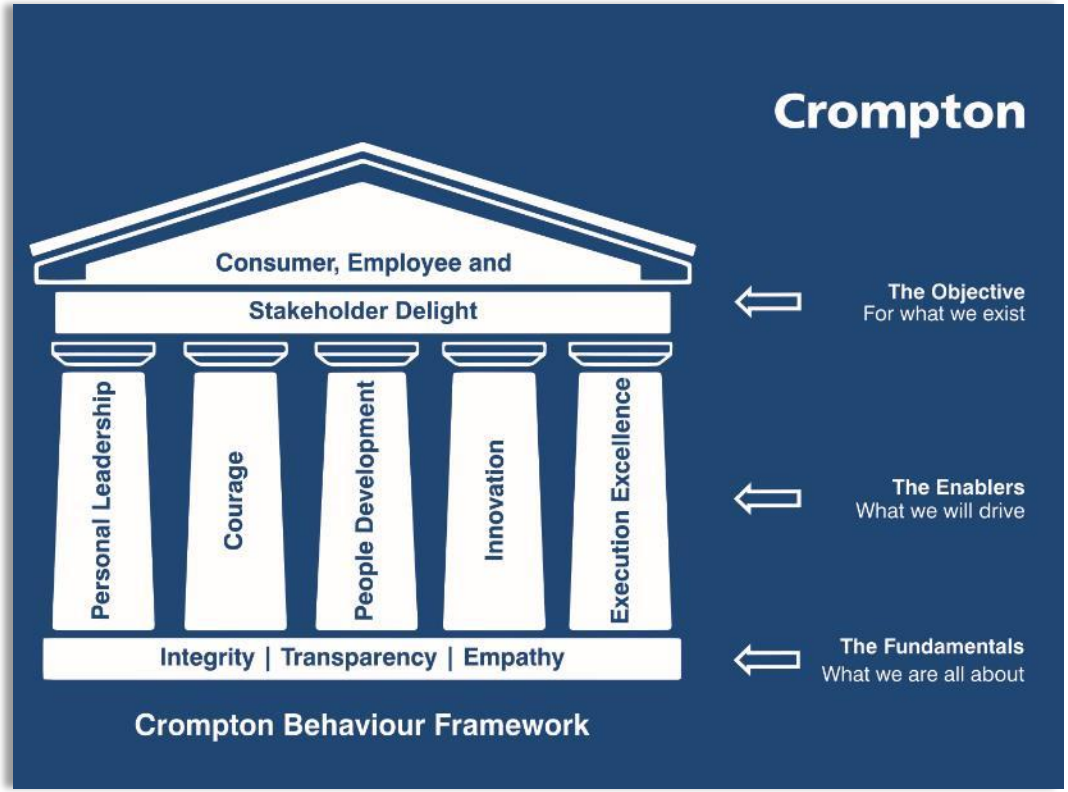
Tech Enablement

- Increase digitalization
- Supply Chain Enablement
  - Vendor & quality Portal
  - E-Auction
  - offline barcoding
- Sales Enablement
  - Dealer Portal
  - B2B Sales Portal (SFDC)
  - Secondary Sales Data Tracking System
  - Field Assist Mobile App
- Finance & HR Enablement
  - Reporting & Budgeting Tool
  - HRMS, Travel Portal
- Leverage Analytics and Data for improved decision making

Crompton LET'S HANGOUT GHAR PE!

Organization Being Built for Sustained Excellence

Crompton's Behaviour Framework



Talent Retention

- ✓ Identification of talent pool
- ✓ Career & Succession planning
- ✓ Leadership Development

Capability Building

- ✓ Enhancing innovation, R&D and design capability
- ✓ Sales capability to leverage alternate channels
- ✓ Training & Development

Employee Engagement

- ✓ Performance Reward & Recognition
- ✓ Greater transparency in communication
- ✓ Work-life balance

Creating an agile and sustainable organization capable of meeting ever-evolving customer needs

Sources: Company Filings

Crompton LET'S HANGOUT GHAR PE!

Corporate Social Responsibility

UJJWAL DEEP, our CSR programme, represents our long-term commitment to build positive values for communities, including key stakeholders.

4 Thrust Areas

- ✓ Vocational and skills training
- ✓ Environmental projects such as water and waste management
- ✓ Social welfare programmes for communities around our manufacturing/processing facilities
- ✓ Employee engagement through corporate social responsibility









Crompton LET'S HANGOUT GHAR PE!

Awards & Certifications

Award/certification	Institution	Year
BEE Certification: first prize in ceiling fans	National Energy Conservation Awards, Ministry of Power, Govt of India	2016
India Design Mark: Crompton Force CF Series pumps, Crompton 'Signature Series' of commercial lighting fixtures and 'Supra Series' of industrial fixtures	India Design Council, Department of Industrial Policy & Promotion, Ministry of Commerce and Industry, Govt of India	2018
Crompton Pumps selected 'Superbrand'	Business Superbrands India	2016, 17, 18
Crompton Lighting: National winner in the 'Operational Excellence Leadership' category	Frost & Sullivan PERP competition	2016
'Most energy efficient appliance of the year award': ceiling fans	National Energy Conservation Awards, Ministry of Power, Govt of India	2017,18
Global SSL Showcase Top 100 installations award: end-to-end apron lighting of Hyderabad Airport	International Solid State Lighting Alliance (ISA), Beijing, China	2017
Top 10 companies: Indian Corporate Governance Scorecard	S&P BSE 100	2017,18
Indian Outdoor LED Lighting "Company of the Year" at the India Best Practices Awards Banquet	Frost & Sullivan	2018
Crompton Fans Division Goa won the gold in the engineering sector for outstanding achievements in safety management at the Annual Greentech Safety Award	Greentech Foundation, New Delhi, India.	2018

Awards & Certifications





Fans NECA Award



Appliance Award



Crompton Appliances team won best design award for "Mystique Turbo Cooler" by ET Polymer





India Design Mark - 2018

GOOD DESIGN INDIA DESIGN MARK awarded in 2018

Crompton LET'S HANGOUT GHAR PE!

Distinguished Board of Directors and High Standards of Corporate Governance

	Hemant Nerurkar	Shantanu Khosla	D Sundaram	P M Murthy
				
Past/ Current Affiliations	Managing Director TATA STEEL	Managing Director & CEO P&G	Vice-Chairman and CFO Hindustan Unilever Limited	Managing Director asianpaints

	Shweta Jalan	Promeet Ghosh	Sahil Dalal	Smita Anand
				
Past/ Current Affiliations	Advent International GLOBAL PRIVATE EQUITY ICICI Venture EY	TEMASEK HOLDINGS Bank of America Merrill Lynch	Advent International GLOBAL PRIVATE EQUITY BEAR STEARNS JLL Partners	AON Hewitt

Crompton LET'S HANGOUT GHAR PE!

Leadership with long success records



Shantanu Khosla

Managing Director
Joined CGCEL in July 2015

Prior Experience

P&G MD & CEO (2002 2015)

30+ years of experience in managing consumer business across markets, product categories and functions

Alumnus of Indian Institute of Technology, Bombay and the Indian Institute of Management, Calcutta



Mathew Job

Chief Executive Officer
Joined CGCEL in Sept 2015

Prior Experience

Racold MD (2012-2015)

GROHE MD (2009-2012)

PHILIPS Senior Marketing Director (1994-2009)

Alumnus of the Indian Institute of Management, Calcutta



Sandeep Batra

Chief Financial Officer
Joined CGCEL in Sept 2015

Prior Experience

Pidilite CFO (2009-2015)

AkzoNobel CFO (1988-2009)

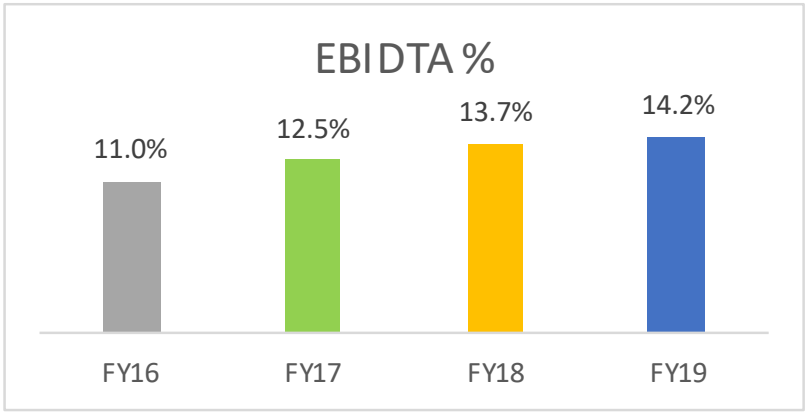
Alumnus of St. Xavier's College, Kolkata, a Chartered Accountant and Company Secretary

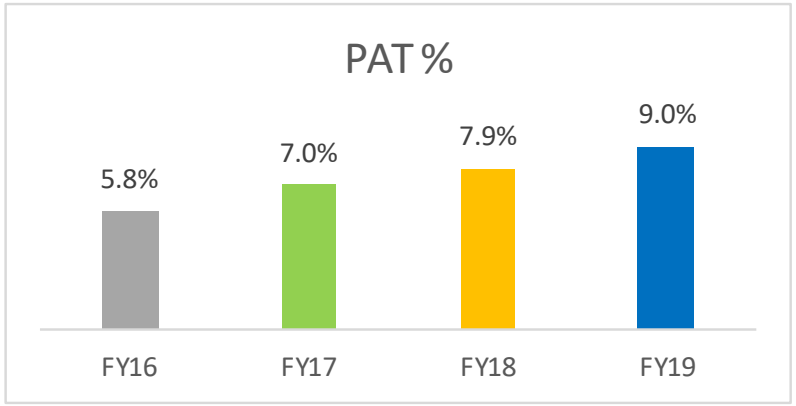
Financial Highlights

INR Crore

Profit & Loss	FY17	FY18	FY19	CAGR
Revenue[1]	3701	4031	4479	10%
EBIDTA[2]	502	562	634	12%
PAT	283	324	403	19%
EPS (Diluted, INR)	4.52	5.17	6.36	
Dividend Payment	113	132	151	
Dividend INR	1.50	1.75	2.00	

Balance Sheet	FY17	FY18	FY19
Net Debt	356	148	21
Total Equity	518	789	1098
RoE	78%	50%	43%
RoCE	58%	58%	55%





Most Profitable Company in consumer electrical space in India

1 FY17 and FY18 Revenue are adjusted for INDAS and GST
2. EBIDTA includes other income

Crompton LET'S HANGOUT GHAR PE!

Key Investment Consideration

- India presents a great macro and micro opportunity
- Crompton enjoys market leadership in about 65% of its portfolio
- Crompton, post demerger, has rapidly transformed itself into a consumer centric organization with the relevant capabilities
- Focus on consumer centric innovations is helping build a differentiated product portfolio
- Investment on brand is helping ramp up the 75 year old legacy
- Distribution is being expanded to increase reach and win in store
- Strong focus on operational excellence is building platform for sustained investment in market facing areas
- Focus on digitalization is helping connect all stakeholders and help in faster decision making
- As India's most profitable consumer electrical company, we are best poised to reap the demographic demand of India



Thank You

