## India

ADD (previously HOLD)

Consensus ratings*: Buy 30	Hold 7	Sell 3
Current price:		Rs371
Target price:		Rs480
Previous target:		Rs480
Up/downside:		29.4%
InCred Research / Consensus:		-3.4%
Reuters:	С	ROP.NS
Bloomberg:	CROM	PTON IN
Market cap:	US	\$2,830m
	Rs2	38,826m
Average daily turnover:	US	S\$19.3m
	Rs	1629.2m
Current shares o/s:		643.1m
Free float: *Source: Bloomberg		100.0%

## Key changes in this note

 Upgrade to ADD (from HOLD) while maintaining the target price of Rs480.



	()	(,	
Major shareholders			% held
Promoters			0.0
Mirae Asset Tax Save	r Fund		7.2
HDFC Mutual Fund			9.4

#### Research Analyst(s)



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# **Crompton Greaves Consumer Electricals**

## Double-digit margin and premiumization

- 2Q EBITDA stood at Rs2bn, up 17% YoY (-13% QoQ), 1% below our estimate & 3% above the BB consensus. EBITDA margin was up 94bp YoY at 10.7%.
- CGCEL focused on maintaining sustainable pricing for fans & premiumization

   aims to lead the market by brand strength & expanding its product offerings.
- We largely retain our FY25F-FY27F estimates. The stock price has corrected ~22% from its recent peak. Upgrade to ADD rating with a TP of Rs480.

### Sustains double-digit margin

Crompton Greaves Consumer Electricals (CGCEL) reported a 6% YoY growth in 2QFY25 revenue, 3% below our estimate and 2% lower than the Bloomberg or BB estimate, mainly due to Butterfly registering lower sales, while it sustained double-digit growth in the ECD segment for the fifth consecutive quarter. EBITDA stood at Rs2.03bn, up 17% YoY (-13% QoQ), 1% below our estimate and 3% above the BB consensus estimate. The EBITDA margin was up 94bp YoY at 10.7%. PAT came in at Rs1.4bn, up 27% YoY (-16% QoQ), 4% above our estimate and 5% below the BB consensus estimate.

### Healthy growth in ECD segment

CGCEL witnessed healthy growth across appliances (up 26%) and pumps (up 20%), while the fan segment grew by 5%. The lighting segment showed modest growth of 6% while Butterfly products witnessed an 18% decline YoY, but 42% growth sequentially. CGCEL's standalone material margin improved to 31.9% from 30.1% last year, despite a 69% increase in advertising and promotion expenses. Alternate channels, including ecommerce, were up 37% YoY, contributing 21% to sales.

### Premiumization likely to continue

CGCEL is focused on maintaining sustainable pricing for fans and pursuing premiumization. Unlike competitors who may hesitate to raise prices, CGCEL aims to lead market behaviour by building brand strength and expanding premium offerings. It has a strong presence in pumps, especially in the growing solar segment. The company believes it is gradually increasing market share in residential pumps and plans to grow its solar portfolio by participating in government tenders and initiatives, through the Kusum scheme.

### Outlook and valuation; upgrade to ADD

CGCEL is all set to benefit from higher premiumization and new product launches in the near term. Butterfly products remain slightly sluggish, but an uptick is expected over the next few quarters. We largely maintain our FY25F-FY27F estimates. The stock price has corrected ~22% from its recent peak, and now trades at 33x FY26F EPS. We upgrade our rating on it to to ADD (from HOLD) while maintaining the target price at Rs480, valuing it at 40x Sep 2026F EPS. Downside risks: Realignment delay and lower-than-estimated margin.

Financial Summary	Mar-23A	Mar-24A	Mar-25F	Mar-26F	Mar-27F
Revenue (Rsm)	68,696	73,128	83,105	92,654	103,806
Operating EBITDA (Rsm)	7,705	7,137	9,240	10,790	11,967
Net Profit (Rsm)	4,764	4,418	6,000	7,226	8,103
Core EPS (Rs)	7.5	6.9	9.4	11.3	12.7
Core EPS Growth	(19.8%)	(7.5%)	35.5%	20.4%	12.1%
FD Core P/E (x)	49.63	53.64	39.59	32.87	29.31
DPS (Rs)	3.0	3.0	4.0	5.0	6.0
Dividend Yield	0.81%	0.81%	1.08%	1.35%	1.62%
EV/EBITDA (x)	31.61	33.34	25.50	21.62	19.12
P/FCFE (x)	(40.91)	86.86	123.20	42.69	32.78
Net Gearing	8.5%	(10.2%)	(17.0%)	(21.4%)	(29.2%)
P/BV (x)	8.89	7.90	7.11	6.35	5.70
ROE	18.6%	15.6%	18.9%	20.4%	20.5%
% Change In Core EPS Estimates			(1.71%)	(0.53%)	
InCred Research/Consensus EPS (x)					

SOURCE: INCRED RESEARCH, COMPANY REPORTS

## 2QFY25 conference-call highlights

- Overview: CGCEL reported double-digit growth (up 13% YoY) in the ECD segment for the fifth consecutive quarter. The company witnessed healthy growth across appliances (up 26%) and pumps (up 20%), while the fan segment grew by 5%. The lighting segment showed modest growth of 6% while Butterfly products witnessed an 18% decline YoY but 42% growth sequentially. CGCEL's standalone material margin improved to 31.9% from 30.1% last year, despite a 69% increase in advertising and promotion expenses. Alternate channels, including e-commerce, achieved 37% YoY growth and now represents 21% of CGCEL's total sales. The e-commerce segment alone surpassed Rs2bn in revenue for the quarter, marking the fifth consecutive quarter of achieving Rs1bn-plus.
- **Competitive pricing and market position**: CGCEL is focused on sustainable pricing and premiumization in fans. While competitors may delay price hikes, CGCEL aims to drive market behaviour by consistently strengthening its brand and premium offerings. The company believes it is gaining incremental market share in residential pumps and aims to continue expanding its solar portfolio, leveraging tenders and government initiatives like the Kusum scheme.
- Focus on lighting segment: CGCEL is committed to revitalizing its lighting products business, which has recorded growth over consecutive quarters. The growth rate in lighting products gradually increased, reaching 6% YoY during the quarter, driven by B2C products, including non-conventional and outdoor lighting categories. The lighting business saw significant growth, driven by non-conventional products like ceiling and outdoor lights. New product launches are reshaping the business mix, as conventional products now contribute a smaller share to the portfolio. The lighting segment, including outdoor and accessory products, is expected to grow further with new decorative panels and ceiling lights. The company has witnessed substantial acceptance of new products in the market and intends to continue this trajectory through additional product launches in 2HFY25F.
- Fan segment and premiumization: CGCEL's fan segment is experiencing sustainable growth driven by strategic price hikes and premium offerings. The models recently launched, such as Avancer Swirl and Aura 2, were well-received. Additionally, CGCEL has prioritized scaling in-house manufacturing for its BLDC fans to enhance product quality and control.
- **Pumps segment's expansion**: The pumps business, covering solar and residential categories, showed a robust performance, with CGCEL executing solar pump orders totaling Rs420m in 2Q and topping Rs1bn in cumulative solar sales. Despite environmental challenges, the company has continued to innovate and introduce new products to strengthen this segment.
- **Appliances business**: CGCEL's appliances division recorded a broad-based growth across multiple product lines, including water heaters, room heaters, and air coolers. The mixer-grinder segment achieved market leadership, supported by new launches in the mass-premium segment and channel expansion efforts.
- **Butterfly Gandhimathi**: Crompton's subsidiary, Butterfly Gandhimathi, delivered strong growth with a 42% sequential revenue growth to Rs2,580m, attributed to the festive season. Operational improvements, including pricing actions and cost reductions, led to a 380bp expansion in the EBIT margin to 8.9%. While back-end functions are integrated for efficiency, CGCEL and Butterfly maintain separate front-end sales channels, particularly in South India. This allows each brand to capitalize on its respective strengths without overlapping in distribution.
- Kitchen appliances and synergy with Butterfly: CGCEL is now a market leader in the mixer-grinder category, thanks to synergies with Butterfly, which handles manufacturing. CGCEL's national distribution network is

complemented by Butterfly's strong presence in Southern India, creating effective front-end operations across channels.

• **Outlook**: CGCEL is committed to its 'Crompton 2.0' strategy, which has fostered consistent revenue growth and margin improvement. The company expressed its optimism on sustained progress in the coming quarters, driven by new product launches, channel expansion, and focused investments in high-growth segments.

(Rs m)	2QFY25	2QFY24	YoY (%)	1QFY25	QoQ (%)	1HFY25	1HFY24	YoY (%)
Total income	18,960	17,823	6.4%	21,377	-11.3%	40,337	36,591	10.2%
Net raw material costs	12,756	12,240	4.2%	14,561	-12.4%	27,317	25,223	8.3%
Staff costs	1,597	1,501	6.4%	1,617	-1.2%	3,214	2,935	9.5%
Other expenditure	2,572	2,336	10.1%	2,875	-10.5%	5,448	4,830	12.8%
Total expenditure	16,926	16,078	5.3%	19,053	-11.2%	35,979	32,988	9.1%
EBITDA	2,034	1,745	16.6%	2,324	-12.5%	4,358	3,603	21.0%
EBITDA margin (%)	10.7%	9.8%	94 bps	10.9%	-14 bps	10.8%	9.8%	96 bps
Depreciation	382	321	18.8%	372	2.7%	753	613	22.9%
EBIT	1,653	1,424	16.1%	1,952	-15.3%	3,605	2,990	20.6%
Interest expenses	120	215	-44.1%	155	-22.4%	276	421	-34.5%
Other inc.	175	149	17.7%	238	-26.3%	413	347	19.1%
PBT	1,707	1,358	25.8%	2,035	-16.1%	3,742	2,916	28.3%
Tax - current	453	343	32.0%	587	-22.9%	1,040	753	38.1%
Tax - deferred	-26	6	-550.0%	-76	-65.6%	-102	-66	54.2%
Reported PAT	1,281	1,009	27.0%	1,524	-15.9%	2,804	2,229	25.8%
Adjusted PAT	1,281	1,009	27.0%	1,524	-15.9%	2,804	2,229	25.8%

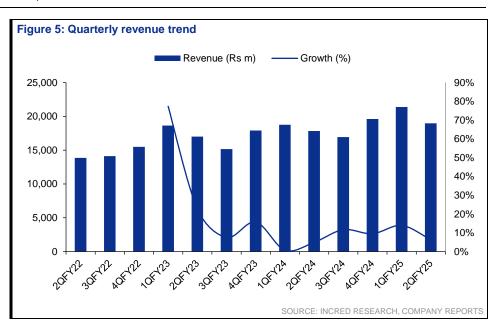
Margins (%)	2QFY25	2QFY24	YoY (%)	1QFY25	QoQ (%)	1HFY25	1HFY24	YoY (%)
Gross margin	32.7%	31.3%	140bp	31.9%	84bp	32.3%	31.1%	121bp
EBITDA margin	10.7%	9.8%	94bp	10.9%	-14bp	10.8%	9.8%	96bp
PAT margin	6.8%	5.7%	110bp	7.1%	-37bp	7.0%	6.1%	86bp
Effective tax rate	25.0%	25.7%	-70bp	25.1%	-14bp	25.1%	23.6%	151bp
Cost analysis (%)								
Total raw material costs (%)	67.3%	68.7%	-140bp	68.1%	-84bp	67.7%	68.9%	-121bp
Staff costs	8.4%	8.4%	0bp	7.6%	86bp	8.0%	8.0%	-5bp
Other expenditure	13.6%	13.1%	46bps	13.5%	12bp	13.5%	13.2%	30bp

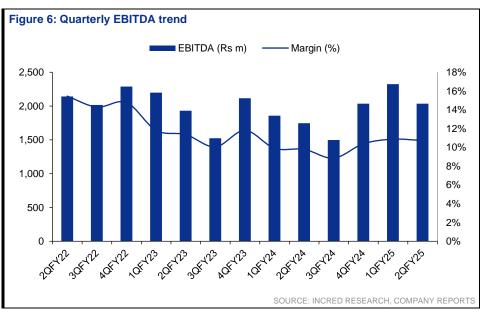
vs InCred	2QFY25	2QFY25F	Var (%)
Revenue	18,960	19,490	-2.7%
EBITDA	2,034	2,050	-0.8%
EBITDA margin (%)	10.7%	10.5%	21bp
Adj. PAT	1,281	1,235	3.7%
vs consensus			
Rsm	2QFY25F	2QFY25C	Var (%
Revenue	18,960	19,270	-1.6%
EBITDA	2,034	1,982	2.7%
EBITDA margin (%)	10.7%	10.3%	44.6bp
Adj. PAT	1,281	1.354	-5.4%

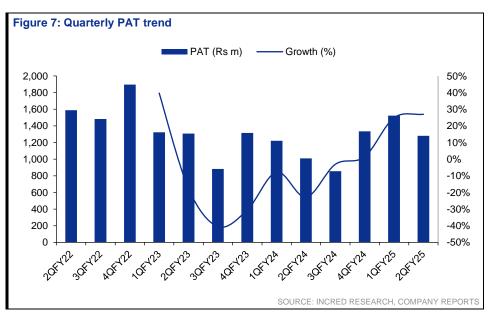
<u>(Rsm)</u>	2QFY25	2QFY24	YoY (%)	1QFY25	QoQ (%)	1HFY25	1HFY24	YoY (%)
Revenue								
ECD	13,927	12,380	12.5%	17,266	-19.3%	31,193	26,669	17.0%
Lighting products	2,531	2,387	6.0%	2,333	8.5%	4,865	4,677	4.0%
Butterfly products	2,502	3,056	-18.1%	1,777	40.8%	4,279	5,245	-18.4%
Total	18,960	17,823	6.4%	21,377	-11.3%	40,337	36,591	10.2%
EBIT								
ECD	2,064	1,755	17.6%	2,587	-20.2%	4,651	3,572	30.2%
Lighting products	271	250	8.3%	209	29.7%	479	523	-8.3%
Butterfly products	177	202	-12.4%	41	331.7%	218	362	-39.7%
Total	2,512	2,207	13.8%	2,836	-11.4%	5,348	4,456	20.0%
EBIT margin (%)								
ECD	14.8%	14.2%	64bp	15.0%	-16bp	14.9%	13.4%	152bp
Lighting products	10.7%	10.5%	23bp	8.9%	175bp	9.8%	11.2%	-133bp
Butterfly products	7.1%	6.6%	46bp	2.3%	477bp	5.1%	6.9%	-180bp
Total	13%	12%	87bp	13%	-2bp	13%	12%	108bp

## **InCred** Equities

Industrial - Overall | India Crompton Greaves Consumer Electricals | November 15, 2024

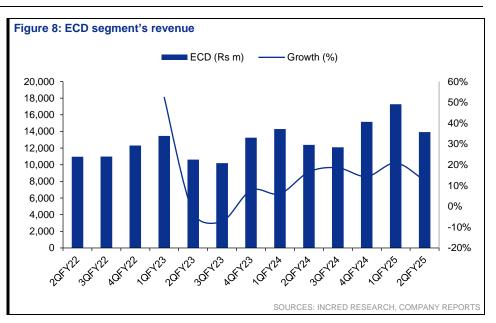


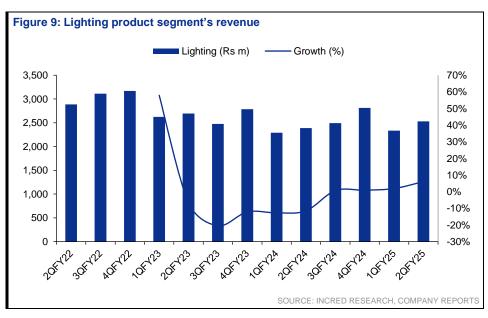


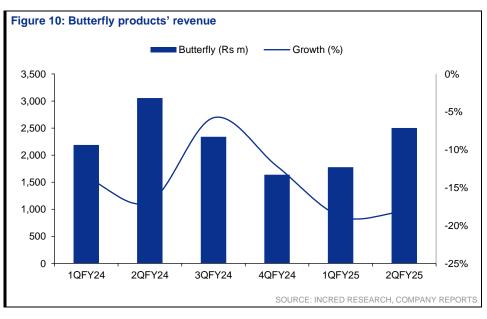


## **InCred** Equities

Industrial - Overall | India Crompton Greaves Consumer Electricals | November 15, 2024



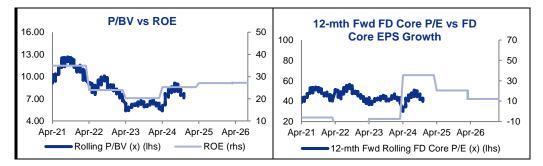




## **InCred** Equities

Industrial - Overall | India Crompton Greaves Consumer Electricals | November 15, 2024

## **BY THE NUMBERS**



(Rs mn)	Mar-23A	Mar-24A	Mar-25F	Mar-26F	Mar-27F
Total Net Revenues	68,696	73,128	83,105	92,654	103,806
Gross Profit	21,893	23,125	26,450	29,834	33,737
Operating EBITDA	7,705	7,137	9,240	10,790	11,96
Depreciation And Amortisation	(1,159)	(1,288)	(1,337)	(1,378)	(1,421
Operating EBIT	6,545	5,849	7,902	9,412	10,54
Financial Income/(Expense)	(475)	(406)	34	166	21
Pretax Income/(Loss) from Assoc.					
Non-Operating Income/(Expense)	51	288	150	158	16
Profit Before Tax (pre-El)	6,121	5,731	8,087	9,735	10,92
Exceptional Items					
Pre-tax Profit	6,121	5,731	8,087	9,735	10,922
Taxation	(1,358)	(1,313)	(2,004)	(2,358)	(2,642
Exceptional Income - post-tax					
Profit After Tax	4,764	4,418	6,083	7,377	8,28
Minority Interests			(83)	(151)	(177
Preferred Dividends					
FX Gain/(Loss) - post tax					
Other Adjustments - post-tax					
Net Profit	4,764	4,418	6,000	7,226	8,10
Recurring Net Profit	4,764	4,418	6,000	7,226	8,103
Fully Diluted Recurring Net Profit	4.764	4.418	6.000	7,226	8,103

Cash Flow					
(Rs mn)	Mar-23A	Mar-24A	Mar-25F	Mar-26F	Mar-27F
EBITDA	7,705	7,137	9,240	10,790	11,967
Cash Flow from Invt. & Assoc.					
Change In Working Capital	(1,039)	2,226	(1,164)	(2,250)	(493)
(Incr)/Decr in Total Provisions					
Other Non-Cash (Income)/Expense					
Other Operating Cashflow	(374)	(351)	184	324	376
Net Interest (Paid)/Received	633	406	(34)	(166)	(211)
Tax Paid	(1,399)	(984)	(2,004)	(2,358)	(2,642)
Cashflow From Operations	5,526	8,434	6,222	6,339	8,997
Capex	(791)	(838)	(721)	(743)	(765)
Disposals Of FAs/subsidiaries	83				
Acq. Of Subsidiaries/investments	(3,822)	(1,663)	(500)	(500)	(1,500)
Other Investing Cashflow	432	432	425	467	514
Cash Flow From Investing	(4,098)	(2,069)	(796)	(775)	(1,751)
Debt Raised/(repaid)	(7,179)	(3,640)	(3,500)		
Proceeds From Issue Of Shares	416	893			
Shares Repurchased					
Dividends Paid	(1,578)	(1,912)	(2,572)	(3,216)	(3,859)
Preferred Dividends					
Other Financing Cashflow	(765)	(754)	(390)	(301)	(303)
Cash Flow From Financing	(9,105)	(5,413)	(6,463)	(3,517)	(4,162)
Total Cash Generated	(7,677)	952	(1,037)	2,047	3,084
Free Cashflow To Equity	(5,751)	2,725	1,926	5,564	7,246
Free Cashflow To Firm	336	5,573	5,036	5,263	6,943

SOURCE: INCRED RESEARCH, COMPANY REPORTS

Industrial - Overall | India Crompton Greaves Consumer Electricals | November 15, 2024

## BY THE NUMBERS...cont'd

(Rs mn)	Mar-23A	Mar-24A	Mar-25F	Mar-26F	Mar-27F
Total Cash And Equivalents	6,573	9,499	8,962	11,509	16,094
Total Debtors	6,706	7,209	7,741	8,631	9,670
Inventories	7,439	8,304	9,335	10,408	11,660
Total Other Current Assets	1,774	2,036	2,281	3,051	3,418
Total Current Assets	22,491	27,048	28,319	33,598	40,842
Fixed Assets	19,855	19,584	18,968	18,332	17,676
Total Investments	4				
Intangible Assets	12,855	12,855	12,855	12,855	12,855
Total Other Non-Current Assets	1,248	1,330	1,354	1,416	1,482
Total Non-current Assets	33,961	33,769	33,177	32,603	32,012
Short-term Debt	3,250	3,000	1,247	1,247	1,247
Current Portion of Long-Term Debt					
Total Creditors	10,354	13,145	13,661	13,961	15,642
Other Current Liabilities	3,404	4,174	4,326	4,569	5,119
Total Current Liabilities	17,007	20,318	19,234	19,778	22,008
Total Long-term Debt	5,972	2,990	1,243	1,243	1,243
Hybrid Debt - Debt Component			· · · · · · · · · · · · · · · · · · ·	i	
Total Other Non-Current Liabilities	2,274	2,920	2,920	2,920	2,920
Total Non-current Liabilities	8,245	5,910	4,163	4,163	4,163
Total Provisions	123	99	99	99	99
Total Liabilities	25,375	26,327	23,496	24,040	26,270
Shareholders Equity	26,600	29,996	33,424	37,434	41,679
Minority Interests	4,477	4,494	4,577	4,728	4,905
Total Equity	31,077	34,490	38,000	42,162	46,584
Key Ratios					
Ney Natios	Mar-23A	Mar-24A	Mar-25F	Mar-26F	Mar-27F
Revenue Growth	27.4%	6.5%	13.6%	11.5%	12.0%
Operating EBITDA Growth	0.1%	(7.4%)	29.5%	16.8%	12.0%
			23.370		
Operating EBITDA Margin		. ,	11 1%	11 6%	
Operating EBITDA Margin	11.2%	9.8%	11.1%	11.6%	11.5%
Net Cash Per Share (Rs)	11.2% (4.16)	9.8% 5.49	10.11	14.09	21.25
Net Cash Per Share (Rs) BVPS (Rs)	11.2% (4.16) 41.74	9.8% 5.49 46.97	10.11 52.21	14.09 58.48	21.25 65.11
Net Cash Per Share (Rs) BVPS (Rs) Gross Interest Cover	11.2% (4.16) 41.74 6.00	9.8% 5.49 46.97 7.39	10.11 52.21 20.25	14.09 58.48 31.26	21.25 65.11 34.78
Net Cash Per Share (Rs) BVPS (Rs) Gross Interest Cover Effective Tax Rate	11.2% (4.16) 41.74 6.00 22.2%	9.8% 5.49 46.97 7.39 22.9%	10.11 52.21 20.25 24.8%	14.09 58.48 31.26 24.2%	21.25 65.11 34.78 24.2%
Net Cash Per Share (Rs) BVPS (Rs) Gross Interest Cover Effective Tax Rate Net Dividend Payout Ratio	11.2% (4.16) 41.74 6.00 22.2% 31.1%	9.8% 5.49 46.97 7.39 22.9% 33.4%	10.11 52.21 20.25 24.8% 32.1%	14.09 58.48 31.26 24.2% 33.5%	21.25 65.11 34.78 24.2% 35.9%
Net Cash Per Share (Rs) BVPS (Rs) Gross Interest Cover Effective Tax Rate Net Dividend Payout Ratio Accounts Receivables Days	11.2% (4.16) 41.74 6.00 22.2% 31.1% 33.58	9.8% 5.49 46.97 7.39 22.9% 33.4% 34.73	10.11 52.21 20.25 24.8% 32.1% 32.83	14.09 58.48 31.26 24.2% 33.5% 32.25	21.25 65.11 34.78 24.2% 35.9% 32.17
Net Cash Per Share (Rs) BVPS (Rs) Gross Interest Cover Effective Tax Rate Net Dividend Payout Ratio Accounts Receivables Days Inventory Days	11.2% (4.16) 41.74 6.00 22.2% 31.1% 33.58 57.12	9.8% 5.49 46.97 7.39 22.9% 33.4% 34.73 57.46	10.11 52.21 20.25 24.8% 32.1% 32.83 56.82	14.09 58.48 31.26 24.2% 33.5% 32.25 57.36	21.25 65.11 34.78 24.2% 35.9% 32.17 57.48
Net Cash Per Share (Rs) BVPS (Rs) Gross Interest Cover Effective Tax Rate Net Dividend Payout Ratio Accounts Receivables Days Inventory Days Accounts Payables Days	11.2% (4.16) 41.74 6.00 22.2% 31.1% 33.58 57.12 79.74	9.8% 5.49 46.97 7.39 22.9% 33.4% 34.73 57.46 85.76	10.11 52.21 20.25 24.8% 32.1% 32.83 56.82 86.35	14.09 58.48 31.26 24.2% 33.5% 32.25 57.36 80.25	21.25 65.11 34.78 24.2% 35.9% 32.17 57.48 77.10
Net Cash Per Share (Rs) BVPS (Rs) Gross Interest Cover Effective Tax Rate Net Dividend Payout Ratio Accounts Receivables Days Inventory Days	11.2% (4.16) 41.74 6.00 22.2% 31.1% 33.58 57.12	9.8% 5.49 46.97 7.39 22.9% 33.4% 34.73 57.46	10.11 52.21 20.25 24.8% 32.1% 32.83 56.82	14.09 58.48 31.26 24.2% 33.5% 32.25 57.36	21.25 65.11 34.78 24.2% 35.9% 32.17

SOURCE: INCRED RESEARCH, COMPANY REPORTS

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Recommendation	Framework
Stock Ratings	Definition:
Add	The stock's total return is expected to exceed 10% over the next 12 months.
Hold	The stock's total return is expected to be between 0% and positive 10% over the next 12 months.
Reduce	The stock's total return is expected to fall below 0% or more over the next 12 months.
	eturn of a stock is defined as the sum of the: (i) percentage difference between the target price and the current price and (ii) the forward net e stock. Stock price targets have an investment horizon of 12 months.
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Overweight	An Overweight rating means stocks in the sector have, on a market cap-weighted basis, a positive absolute recommendation.
Neutral	A Neutral rating means stocks in the sector have, on a market cap-weighted basis, a neutral absolute recommendation.
Underweight	An Underweight rating means stocks in the sector have, on a market cap-weighted basis, a negative absolute recommendation.
Country Ratings	Definition:
Overweight	An Overweight rating means investors should be positioned with an above-market weight in this country relative to benchmark.
Neutral	A Neutral rating means investors should be positioned with a neutral weight in this country relative to benchmark.
Underweight	An Underweight rating means investors should be positioned with a below-market weight in this country relative to benchmark.