



BUTTERFLY GANDHIMATHI APPLIANCES LIMITED

/On line submission/

May 28, 2018

General Manager – DCS,
Dept. of Corporate Services,

Manager,
National Stock Exchange of India Ltd

Dear Sir,

Reference is made to the letter dated 28.05.2018 from the National Stock Exchange of India Ltd (NSE) regarding the submission of the draft prospectus for the public issue of equity shares of Butterfly Gandhimathi Appliances Limited (BGAL).

Enclosed herewith are the draft prospectus and the draft offer letter for the public issue of equity shares of BGAL.

Yours faithfully,
Butterfly Gandhimathi Appliances Limited (BGAL)

For and on behalf of Butterfly Gandhimathi Appliances Limited
(BGAL)

Signature of

For and on behalf of Butterfly Gandhimathi Appliances Limited
(BGAL)

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BUTTERFLY GANDHIMATHI APPLIANCES LIMITED

RESULTS PRESENTATION

Q4 FY18

www.butterflyindia.com

Certain statements in this presentation concerning our future growth prospects are forward looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, fluctuations in earnings, our ability to manage growth, competitive intensity in our industry of operations including those factors which may affect our cost advantage, wage increases, our ability to attract and retain highly skilled professionals, sufficient availability of raw materials, our ability to successfully complete and integrate potential acquisitions, liability for damages on our contracts to supply products, the success of the companies in which Butterfly Gandhimathi Appliances Ltd has made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Butterfly Gandhimathi Appliances Ltd may, from time to time, make additional written and oral forward-looking statements, including our reports to shareholders. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company

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1

Company Overview

About Us..

Leading manufacturer of Kitchen and Electrical Appliances

Market Leader in India for SS LPG Stoves & Table Top Wet Grinders and major supplier of Mixer Grinders & Pressure Cookers

The 'Butterfly' brand is a highly respected brand synonymous with quality

Established in 1986 by Shri V. Murugesu Chettiar – currently helmed by 2nd and 3rd generation of promoter family

Headquartered in Tamil Nadu with Pan India presence

Strong R&D focus which has led to several pioneering initiatives and continues to drive in-house development of new products

Quick Facts

#1

IN INDIA
FOR SS LPG STOVES
& TABLE TOP WET GRINDERS

12.8%

REVENUE CAGR
FY10-18

IN THE TOP

3

IN INDIA FOR DOMESTIC
KITCHEN APPLIANCES

NOW PRESENT IN ALL

29

STATES IN INDIA

SALES OF BRANDED
PRODUCTS IN FY18

537

CRORE

500+

EXCLUSIVE
DISTRIBUTORS ACROSS
INDIA

1.16

NET DEBT / EQUITY
RATIO

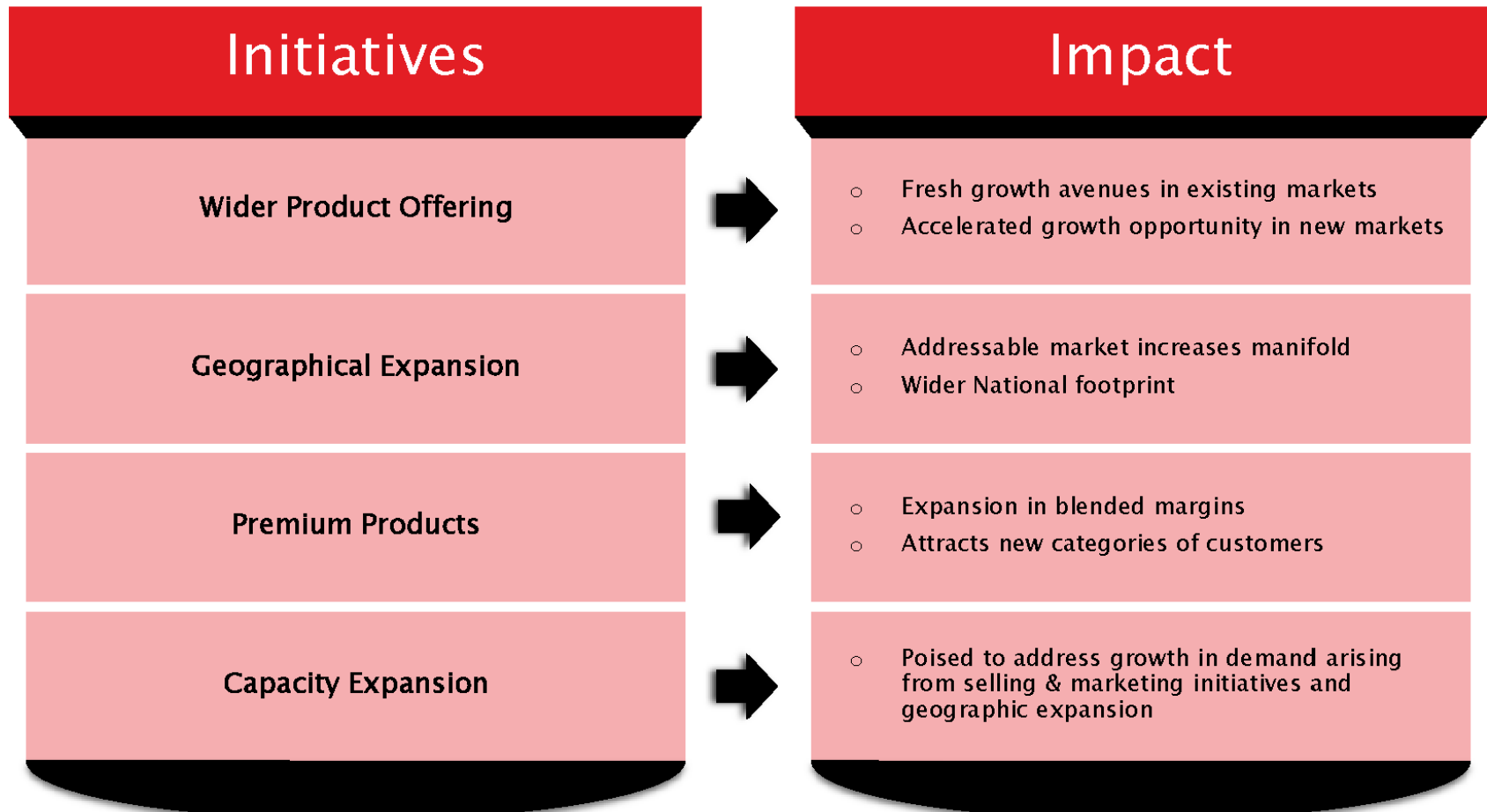
33.5%

REVENUE GROWTH
OVER FY17

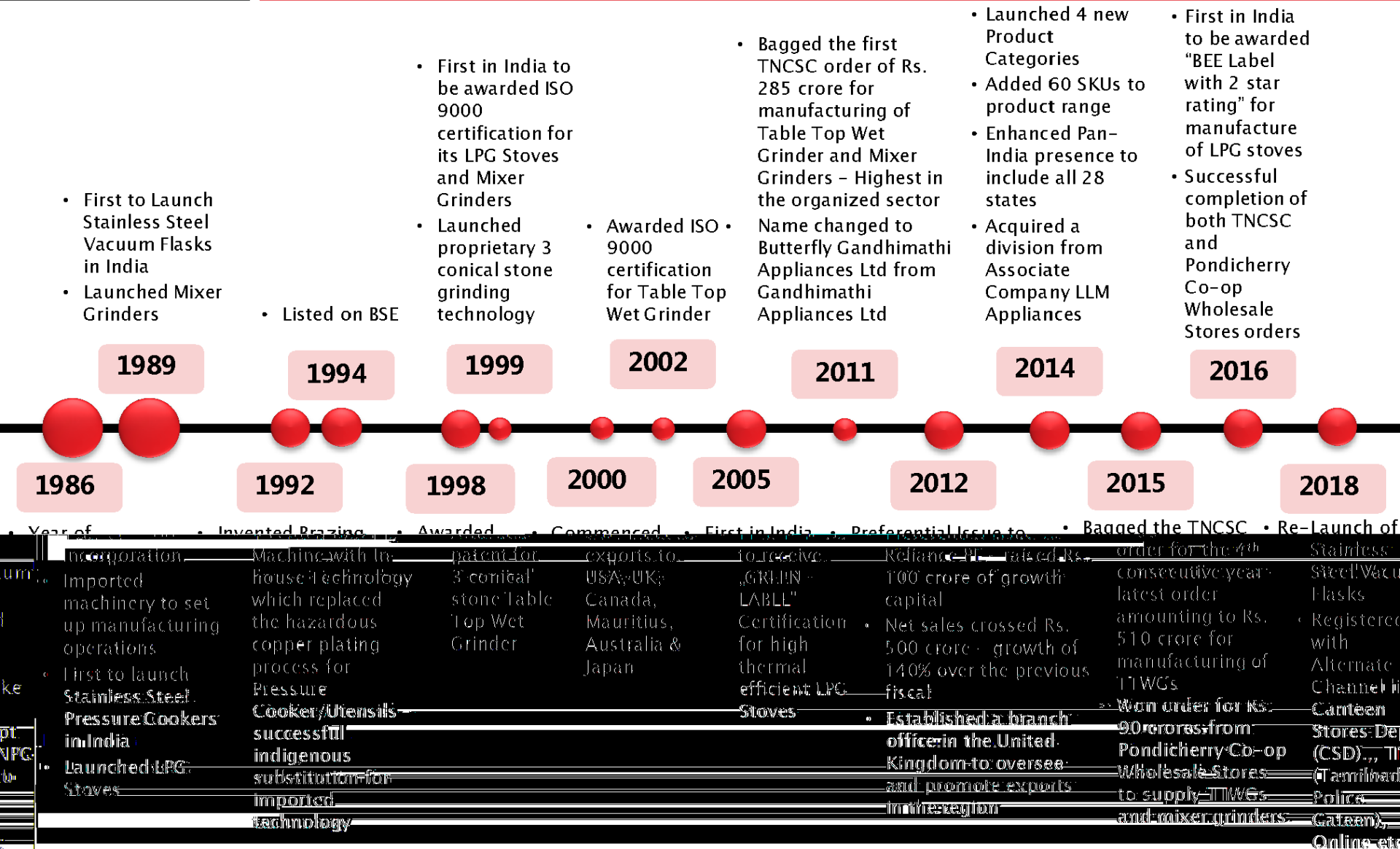
15%

OF FY18
REVENUES FROM NON-SOUTH
STATES

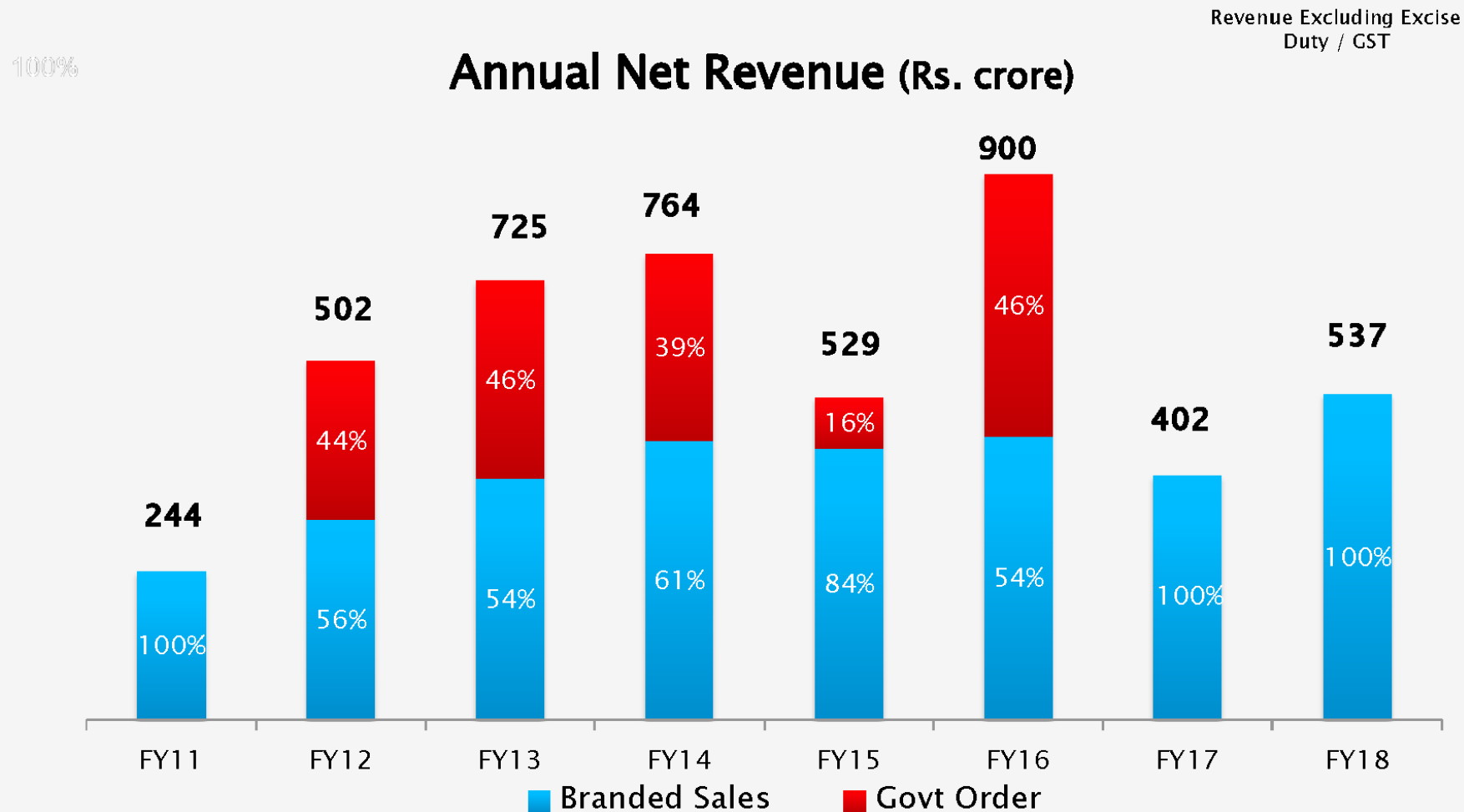
Growth Levers



Overview Milestones

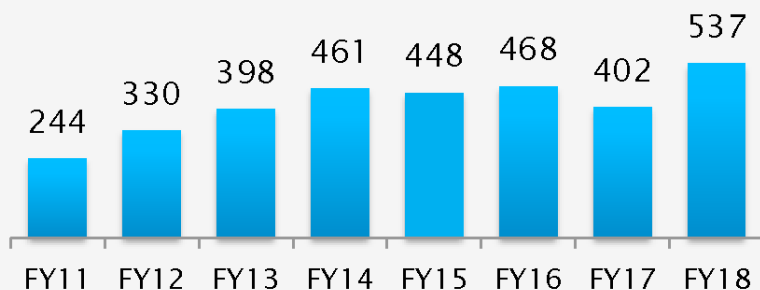


Revenue Profile



Branded Retail Sales

Branded Net Sales (Rs. crore)



Through Institutions

- Tie ups with Gas dealers of IOCL, BPCL and HPCL
- Customers for new gas connection are provided with co-branded products manufactured by BGMAL

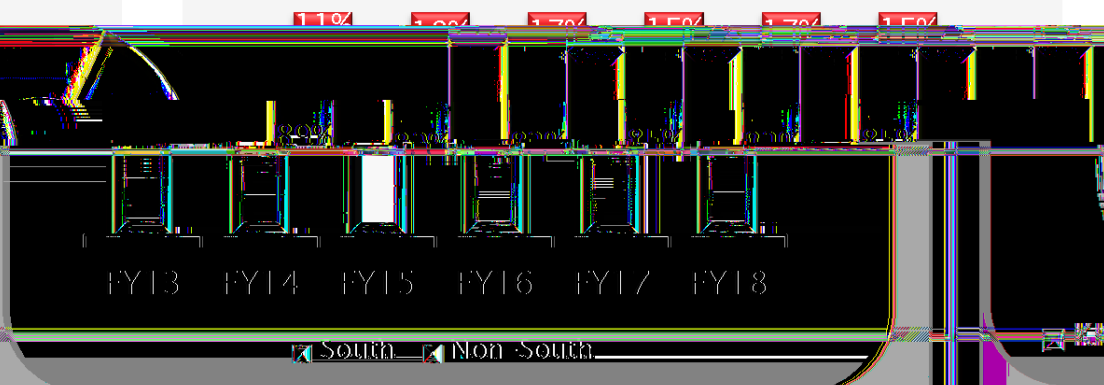
Through Retail Marketing

- Network of 430+ exclusive distributors
- Distributors supply to dealer network which is customer facing
- Tie-up with Modern Trade, CSD, CPC, TNPC etc.
- 22000+ retail points across the Indian map

Branded Product Distribution (%)



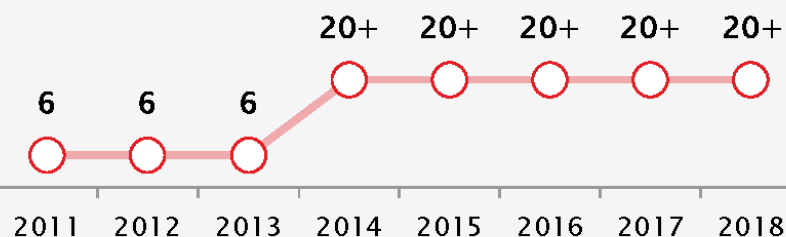
Region-wise Break-up



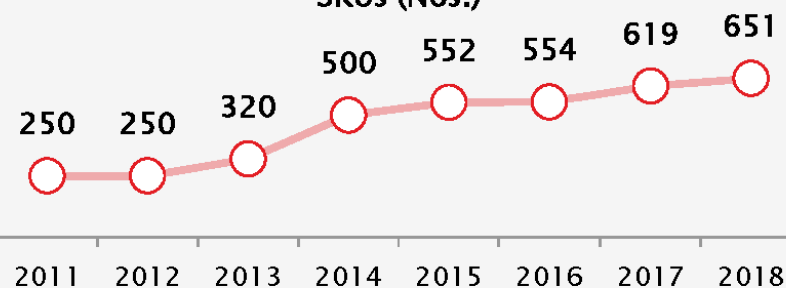
Augmenting Organic Growth

Increased Product Categories For Wider Product Portfolio And Higher Market Share

Product Categories (Nos.)



SKUs (Nos.)



Enhancing Sales and Marketing Efficiency For Better Penetration And Brand Development

Sales Team (Personnel)



Marketing Spend (Rs. Cr)

