

May 23, 2023

To,

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai 400 001.

: Code No. 500031

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai 400 051.

: BAJAJELEC – Series: EQ

Dear Sir/Madam,

Sub.: Presentation on the Financial Results of Bajaj Electricals Limited (“the Company”) for the fourth quarter and financial year ended March 31, 2023

The presentation on the Financial Results of the Company for the fourth quarter and financial year ended March 31, 2023, is enclosed herewith.

We request you to take the above on record.

Thanking you,

Yours Faithfully,

For Bajaj Electricals Limited

Ajay Nagle

Company Secretary and Head of Department

Encl.: As above.



Investor Presentation

Q4 FY'23 and FY'23

May 23, 2023

Disclaimer

The material that follows is a Presentation of general background information about the activities of Bajaj Electricals Limited (“**Company**”) or its subsidiary or joint venture or associate (together with the Company, the “**Group**”) as at the date of the Presentation or as otherwise indicated. It is information given in summary form and does not purport to be complete and it cannot be guaranteed that such information is true and accurate. This Presentation has been prepared by and is the sole responsibility of the Company. By accessing this Presentation, you are agreeing to be bound by the trading restrictions. It is for general information purposes only and should not be considered as a recommendation that any investor should subscribe to or purchase the Company’s equity shares or other securities.

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Forward-looking statements are not guarantees of future performance including those relating to general business plans and strategy of the Company, its future outlook and growth prospects, and future developments in its businesses and its competitive and regulatory environment. No representation, warranty or undertaking, express or implied, is made or assurance given that such statements, views, projections or forecasts, if any, are correct or that the objectives of the Company will be achieved. There are some important factors that could cause material differences to Company’s actual results. These include (i) our ability to successfully implement our strategy (ii) our growth and expansion plans (iii) changes in regulatory norms applicable to the Company (iv) technological changes (v) investment income (vi) cash flow projections etc. The Company, as such, makes no representation or warranty, express or implied, as to, and does not accept any responsibility or liability with respect to, the fairness, accuracy, completeness or correctness of any information or opinions contained herein. The information contained in this Presentation, unless otherwise specified is only current as of the date of this Presentation. The Company assumes no responsibility to publicly amend, modify or revise any forward-looking statements, on the basis of any subsequent development, information or events, or otherwise. Unless otherwise stated in this Presentation, the information contained herein is based on management information and estimates. This document is just a Presentation and is not intended to be and does not constitute a “prospectus” or “offer document” or a “private placement offer letter” or an “offering memorandum” or an “offer” or a solicitation of any offer to purchase or sell any securities.

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FY'23 – Performance Overview



Revenue
INR 5,429 Cr

12.8% YoY



Core FMEG*
INR 4,889 Cr

11.2% YoY



EPC
INR 540 Cr

29.5% YoY



EBIT
INR 352 Cr

6.5% EBIT Margin
41.1% YoY



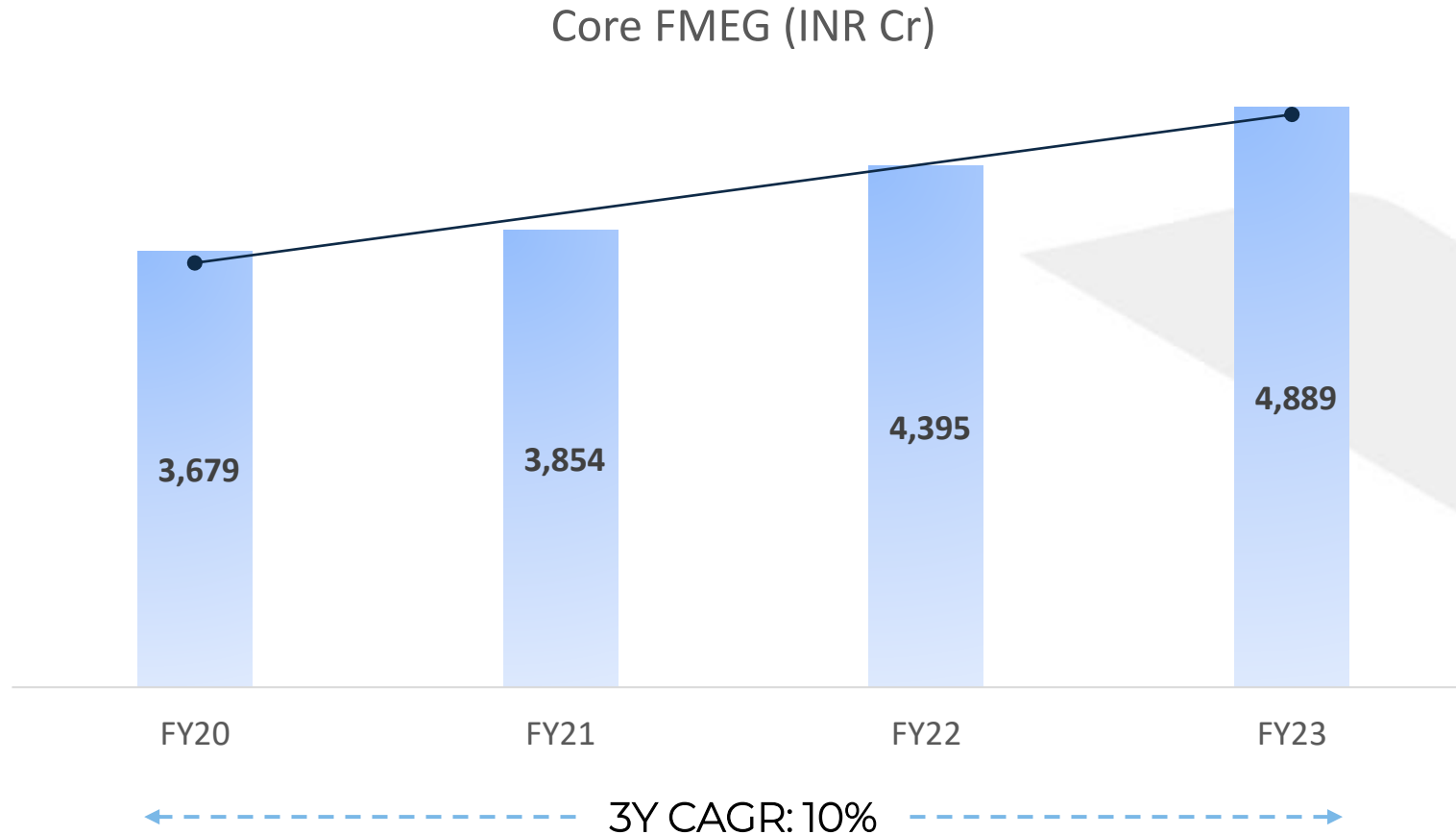
Highest-ever PAT
INR 216 Cr

4.0% PAT Margin
73.8% YoY



CFO
INR 450 Cr

Consistent and robust growth in Core FMEG



- Consistent and robust growth in Consumer Products and Lighting Solutions segments solidifies Company's aspiration to be a leading FMEG player
- Brand investments, premiumisation and better product mix aiding continued growth

Q4 FY'23 – Performance Overview (1/2)



Revenue
INR 1,490 Cr

11.7% YoY



Core FMEG*
INR 1,292 Cr

6.8% YoY



EPC
INR 198 Cr

59.8% YoY



EBIT
INR 93 Cr

6.3% EBIT Margin
40.4% YoY



PAT
INR 52 Cr

3.5% PAT Margin
34.1% YoY



CFO
INR 75 Cr

16th consecutive quarter
of positive CFOs

Q4 FY'23 – Performance Overview (2/2)



Core FMEG* Performance (6.8% growth on YoY basis in a challenging market)

- Consumer Products (CP) Segment: Strong momentum witnessed in appliances
- Lighting Solutions (LS) Segment: Overall growth flattish, c.15% YoY growth in professional lighting
- Operating margin grew by c.20% YoY based on superior product mix



Channel Highlights

- De-risking Channel Mix – Improvement in trade and alternate channel mix from 70:30** in Q4 FY'22 to 65:35** in Q4 FY'23
- Broad based YoY growth across key alternate channels – Institutional (45%+), E-Com (25%+), CSD (30%+) and MFR (15%+)



Cash Conversion & Balance Sheet Strength

- 16th consecutive quarter of positive Cash Flow from Operations (CFO)
- CFO of INR 75 Cr in the quarter (INR 450 Cr on YTD basis)
- Healthy Balance Sheet with C&CE and surplus investments to tune of INR 412 Cr



EPC : Demonstrated strong performance

- Order book in excess of INR 1,600 Cr with focus on tapping emerging opportunities
- Revenue growth of c.60% YoY on the back of new orders

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FY'23 – Profit & Loss Statement and Segment Details

(INR Cr)

Particulars	FY'23	FY'22	YoY (%)
Revenue from Operations	5,429	4,813	12.8%
Less : COGS	3,766	3,425	9.9%
Gross Margin	1,663	1,388	19.8%
Staff Cost	426	401	6.2%
Other Expenses	879	736	19.4%
Dep. & Amortisation	82	69	18.1%
Add : Other Income	76	68	11.0%
EBIT	352	249	41.1%
As % of Revenue	6.5%	5.2%	
Less : Finance Cost	48	70	(30.6%)
Profit before exceptional items	303	180	69.0%
Exceptional Items	-	13	
Profit Before Tax	303	166	82.5%
Less : Taxes	87	42	
Profit After Tax	216	124	73.8%
As % of Revenue	4.0%	2.6%	

Segment Revenue

Particulars	FY'23 (Cr)	FY'22 (Cr)	YoY (%)
Consumer Products	3,764	3,315	13.5%
Lighting Solutions	1,125	1,081	4.1%
EPC	540	417	29.5%
Total Revenue	5,429	4,813	12.8%

Segment Results

Particulars	FY'23		FY'22	
	EBIT (Cr)	EBIT (%)	EBIT (Cr)	EBIT (%)
Consumer Products	247	6.6%	226	6.8%
Lighting Solutions	87	7.7%	59	5.4%
EPC	7	1.3%	(40)	(9.5%)
Total*	352	6.5%	249	5.2%

*Includes other un-allocable income & expense

Q4 FY'23 – Profit & Loss Statement

(INR Cr)

Particulars	Q4 FY'23	Q4 FY'22	YoY (%)	Q3 FY'23
Revenue from Operations	1,490	1,334	11.7%	1,484
Less : COGS	1,069	988	8.2%	1,006
Gross Margin	421	346	21.5%	478
Staff Cost	107	92	16.5%	110
Other Expenses	228	191	19.2%	266
Depreciation and Amortisation	24	18	36.9%	19
Add : Other Income	32	21	52.3%	18
EBIT	93	66	40.4%	100
As % of Revenue	6.3%	5.0%		6.7%
Less : Finance Cost	14	11	29.8%	17
Profit before exceptional items	79	56	42.5%	83
Exceptional Items	-	4		-
Profit Before Tax	79	52	52.3%	83
Less : Taxes	28	13		22
Profit After Tax	52	39	34.1%	61
As % of Revenue	3.5%	2.9%		4.1%

Commentary

Gross Margin: 230 bps margin improvement driven by Core FMEG

Other Income: Includes INR c.5 Cr of treasury income and INR c.9 Cr of warranty insurance claim (warranty premium booked under other expenses)

Staff Cost: Increase on account of higher salaries & wages and actuarial valuation impact

Other Expenses

- Increase in logistics cost due to transition to in-house operations
- Includes redemption of RBP loyalty program points and increased spend on R&D

Finance Cost

- Includes interest on vendor financing to the tune of INR 7 Cr
- Includes interest on lease liability for warehouses due to transition to in-house operations

Q4 FY'23 – Segment Details

Segment Revenue

Particulars	Q4 FY'23 (Cr)	Q4 FY'22 (Cr)	YoY (%)	Q3 FY'23 (Cr)
Consumer Products	987	908	8.7%	1,039
Lighting Solutions	305	302	1.0%	270
EPC	198	124	59.8%	175
Total Revenue	1,490	1,334	11.7%	1,484

Segment Results

Particulars	Q4 FY'23		Q4 FY'22		Q3 FY'23	
	EBIT (Cr)	EBIT(%)	EBIT (Cr)	EBIT(%)	EBIT (Cr)	EBIT (%)
Consumer Products	65	6.6%	45	5.0%	78	7.5%
Lighting Solutions	23	7.4%	28	9.1%	17	6.4%
EPC	1	0.3%	(2)	(1.7%)	1	0.4%
Total*	93	6.3%	66	5.0%	100	6.7%

*Includes other un-allocable income & expense

Commentary

Consumer Products Segment :

- High single digit growth on account of brand investments, premiumisation and better product mix

Lighting Solutions :

- Professional Lighting: Continues to scale up along with market share gains and posted a strong quarter
- Consumer Lighting: Witnessed noticeable industry slowdown, which resulted in de-growth

EPC Segment :

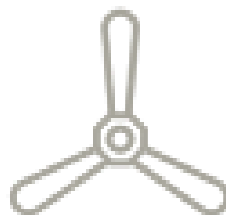
- Revival on the course with increasing quarterly run-rate towards a viable business size with healthy order book

Q4 FY'23 – Operational Highlights

Category Growth (YoY): CP Segment



Appliances: 16.2%



Fans: 2.3%



MR: -10.0%

Receivables (net of channel finance*)

Particulars	Mar'23 (in Cr)	Mar'22 (in Cr)
Consumer Products (CP)	389	155
Lighting Solutions	163	171
Power Distribution (PD)	136	486
Power Transmission (PT)	298	245
Total	986	1,057

* Applicable to Consumer Products and Lighting Solutions segment

Commentary

Appliances :

- >15% YoY growth in an overall muted demand environment

Fans :

- Witnessed subdued demand amidst high channel inventory on account of transition to BEE norms and unseasonal rains

Receivables :

- Reduction in receivables for PD by INR 350 Cr on YoY basis
- CP receivables have increased on account of higher contribution from alternate channels

Cashflow Summary: Mar'23

Particulars	INR Cr
Profit Before Tax	303
Adjustments for :	
• Non-Cash items	126
• (Increase) / Decrease in Working Capital	43
• Taxes Paid	(23)
Net Cash from Operating Activities (A)	450
Capital Expenditure (net of sale proceeds)	(61)
Surplus funds invested	(35)
Interest received	8
Net Cash (used in) /from investing activities (B)	(88)
Proceeds from issues of shares (net of issue expenses)	9
Proceeds/ (Repayment) of Borrowings	(45)
Payment of Lease Liabilities	(22)
Interest Paid	(46)
Dividend Paid	(35)
Net Cash (used in) /from financing activities (C)	(139)
Net increase / (decrease) in Cash & Bank balances	223
Opening Balance of Cash/Bank Balances	119
Closing Balance of Cash/Bank Balances	342

Commentary

Cash Flow from Operating Activities (CFO) :

- Positive CFO of INR 450 Cr contributed by operating profits and release of WC

Cash Flow from Investing Activities :

Capex :

- Towards transition to S4 HANA (ERP)
- Development of new moulds

Cash Flow from Financing Activities :

- Debt and interest repaid to the tune of INR 91 Cr

Cash Position

(INR Crores)

Particulars	As on Mar'23	As on Dec'22	As on Mar'22
Cash & Cash Equivalent	342	192	119
Investment (surplus funds)	70	188	24
Sub-Total	412	380	143
Gross Debt	-	3	45
Net Position	412	377	98
Net Worth	1,907	1,850	1,705

CRISIL ratings :

- Total Bank Loan Facilities for INR 2,100 crores :
 - Long Term Rating – CRISIL A+ (Positive Implications)
 - Short Term Rating – CRISIL A1+
- Short term debt of INR 100 crores : CRISIL A1+

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New Product Launches: Consumer Products

62*
Launches in
Q4

▶ ADONIS AIR PLUS

- Super5Tuff™ Technology
- 5-Year Product Warranty
- Aerodynamically Designed ABS Blades & Pointed Tip Airfoil for Low Air Cutting Noise
- Unique Adjustable Canopy for Easy Installation

▶ ENERCON PRIME

- Silent BLDC Motor
- BEE 5-Star Rated
- Decorative trims
- >60% Savings in power bills

▶ RAPIDO HS

- Jerk-free & wide oscillation
- 100% Copper motor
- Built in thermal overload protector



▶ DH 90 NEO DIGI

- Digital Display with remote functionality
- Bajaj DuraMarine™ Pump with 2-Year warranty
- Anti-Bacterial Hexacool Master



▶ NINJA SERIES CARVE 750W MIXER GRINDER

- DuraCut® Blades with Lifetime Warranty
- 750 W Titan motor
- 5-year motor warranty



▶ 4 GRILL ULTRA

▶ 2 GRILL ULTRA

- Non-Stick Coated Plates
- Adjustable temperature
- 180° open grill
- Cool Touch Handles
- Drip oil collector

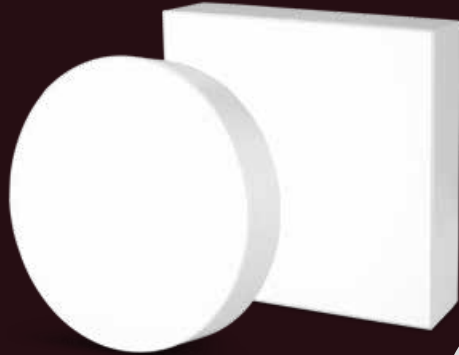


*No. of SKUs

New Product Launches: Consumer Lighting

HYPERION SURFACE
Full Glow Panel Series
5W, 10W, 15W

Housing made from superior engineering plastic



HYPERION FULL GLOW
Panel Series
10W, 15W, 20W

Give your interiors a glow of superiority

47*
Launches in
Q4

IVORA NEOSWIVEL
Downlight Series | 6W, 12W

Perfect balance of high brightness and directional lighting

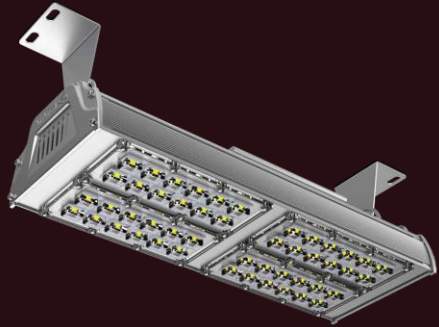


IVORA NEOCOB
Downlight Series | 3W
Compact brightness is here

IVORALED
Floodlight | 50W CDL
Let the night be brighter than the day



New Product Launches: Professional Lighting



TUNEL LIGHT

- Uniform illumination across each zone of tunnel
- Provides max traffic safety
- Modular design is easy to install and maintain



GLATT FLOOD LIGHT

- High durability
- Easy to install
- Superior Aesthetics and performance

150*
Launches in
Q4



BLITHE BED LIGHT

- Suitable for hospitals, nursing homes and rehab centres
- Wall mount with key-hole arrangement
- Ensures patient comfort & safety

LED FLAMEPROOF WELLGLASS

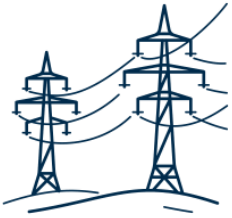
- Specially designed for hazardous areas
- Efficacy: 100 Lm/W
- Certified by CIMFR



DOVEE-i

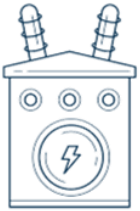
- White powder coated aluminium die-cast housing
- Deep recessed diffuser to minimise glare
- Spring loaded clips provided for easy installation

EPC: Key orders bagged and Project updates



Power Transmission (PT) – Key orders bagged

- Construction of 220 kilovolt (kV) bays at 765/400 kV Dharam Jaigarh substation with Installation of 2x500 Mega Volt Amp (MVA), 400/220 kV ICTs along with associated bays – INR c.28 Cr
- Diversion of 220 kV M/C Boisar – Borivali & Boisar – Ghodbunder line – INR c.20 Cr

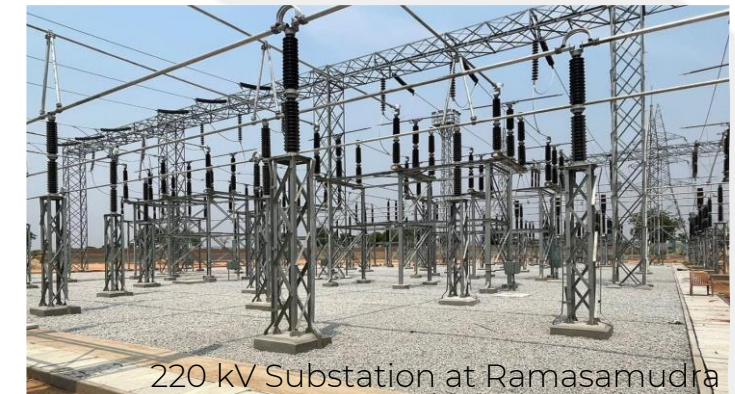
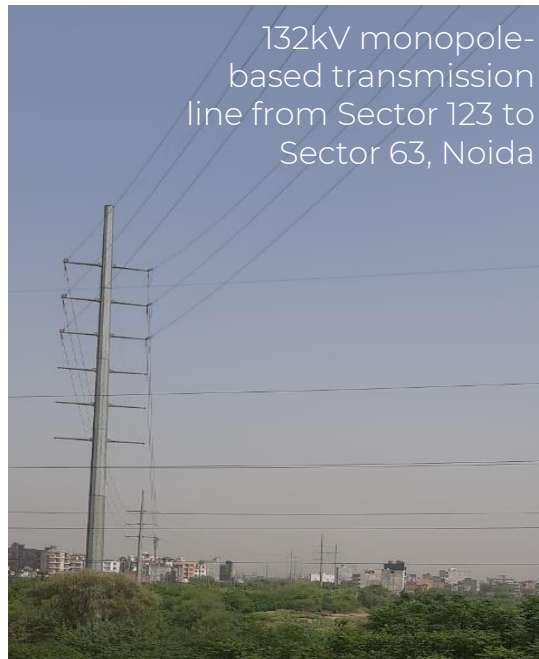


Power Distribution (PD) – Key orders bagged

- Sasaram RDSS Package at Rohtas and Kaimur districts (SBPDCL) – INR c.335 Cr
- Munger RDSS Package at Munger and Lakhisarai districts (SBPDCL) – INR c.230 Cr
- Construction of 33/11 kV substations and connected lines in Orissa (TPCODL) – INR c.48 Cr

PT Projects Commissioned:

- 220kV sub-station at Ramasamudra along with associated transmission line
- 132kV bay extension works and associated transmission line at Katangi for MPPTCL



ICT: Inter-Connecting Transformer | MPPTCL: Madhya Pradesh Power Transmission Company Ltd. | TPCODL: Tata Power Central Odisha Distribution Limited | SBPDCL: South Bihar Power Distribution Company Limited | RDSS: Revamped Distribution Sector Scheme

Brand Campaigns : BAJAJ ("BUILT FOR LIFE")

BAJAJ
BUILT FOR LIFE

२-वर्ष
की वारण्टी*
BAJAJ
DuraMarine™
Pump



प्रोडक्ट के चित्र प्रतिनिधित्व के लिए हैं. *केवल पंप पर लागू. पंप पर २-वर्ष की वारण्टी १ फरवरी २०२३ के बाद खरीदे गए कूलर पर लागू है.
*बजाज ड्यूरामरीन™ बजाज इलेक्ट्रिकल्स लिमिटेड का ट्रेडमार्क है. अधिक जानकारी के लिए, www.bajajelectricals.com/terms-and-conditions/2023 पर विजिट करें.

BAJAJ AIR COOLERS
BUILT TO REDEFINE PERSISTENCE



2-YEAR
WARRANTY*
on Bajaj
DuraMarine™
Pump



shop.bajajelectricals.com | [+91 70399 20000](tel:+917039920000) | [f](#) [t](#) [i](#) [y](#) | Free Home Service* 022 4128 0000 | consumercare@bajajelectricals.com
*T&C apply. Product Images are representative. *Applicable only on the Pump. 2-year Pump warranty is applicable on Cooler purchases from 1st February 2023 onwards. Bajaj DuraMarine™ is the TRADEMARK of Bajaj Electricals Limited. For more details visit, www.bajajelectricals.com/terms-and-conditions/2023



PAN India Multimedia Air Coolers Campaign – TVC, Print, Digital and BTL

Digital Influencer Interventions



Brand Launch: Nex



Ceiling fans with **20% higher Air Thrust** (compared to conventional fans)

Powered by **Aeirology™**

Based on **Fluidic Design Language** developed along with an international design studio



Soft-launch of **'Nex' brand** post Q4 FY'23 – Key milestone in evolution of BEL into house of brands adopting a consumer-centric business model

Premium brand that offers high performance products backed by **superior technology, experience and design**

 nexlife.in

 <https://www.youtube.com/watch?v=Eo8I51FQU7w>

Awards & Recognitions (1/2)



NASSCOM SME Inspire Awards 2023
Best demonstrated Technology Adoption
(Nirlep Appliances & IT/ Digital)



Frost & Sullivan
Quality Enterprise Leadership
(Manufacturing Sector, for the year 2022)



Golden Peacock International
Award 2023
(for innovation in transport packaging)

Awards & Recognitions (2/2)



WorldStar Packaging Award

(Transport Package for 45 Kgs Stadium Light - Electronics category)



Business World – Finance Strategy Awards (2023)

(Finance Innovation and Healthy Balance Sheet Management)



Certified Great Place To Work

(for the 3rd consecutive year)

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Updates on corporate restructuring and consolidation



BAJEL Projects Limited (BPL)

- Scheme of demerger awaiting approval from Hon'ble NCLT, Mumbai Bench
- Final hearing is scheduled on 8th Jun, 2023
- Governance structure in place to carry out seamless transition



Nirlep Appliances Private Limited (NAPL)

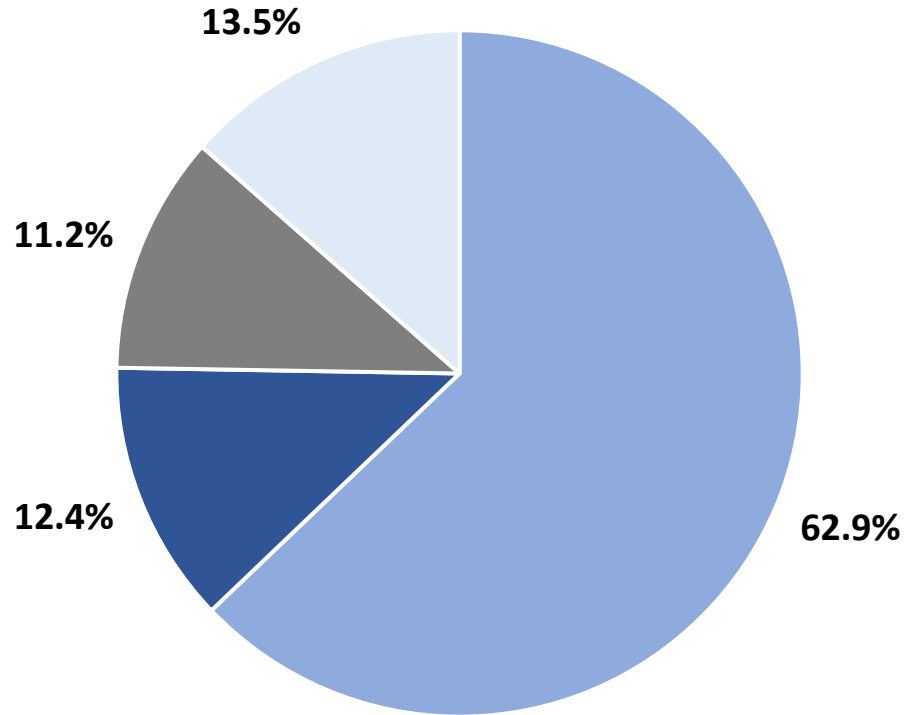
- First motion order passed by Hon'ble NCLT, Mumbai Bench on 12th Apr, 2023
- NCLT provided dispensation to both the companies from holding meetings of equity shareholders and creditors (subject to NOCs)
- Scheme petition will be filed with NCLT soon

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Stock Information and Dividend Update

Shareholding Pattern as on March 31, 2023



- Promoter and Promoter Group
- Domestic Institutional Investors
- Foreign Institutional Investors
- Others/ Retail Investors

M-Cap

Market Capitalization (INR Cr) March 31, 2023	12,105
No. of Shares Outstanding (Cr)	11.51

Proposed Dividend

Proposed dividend per share (INR)	4.0
Proposed dividend (%)	200%
Proposed dividend Payout Ratio (%)*	20.0%

*on standalone PAT

Bajaj Electricals Limited


CIN: L31500MH1938PLC009887

 **Regd. Office:** 45/47, Veer Nariman Road, Fort,
Mumbai 400023

 **Corporate Office:** Rustomjee Aspire, 7th Floor, Bhanu
Shankar Yagnik Marg, Sion East, Mumbai 400022

 **Website:** www.bajajelectricals.com

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Morphy
Richards

