

**Crompton Greaves Consumer Electricals Limited**

Tower 3, 1st Floor, East Wing, Equinox Business Park,

LBS Marg, Kurla (West), Mumbai 400 070

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Date: July 29, 2016

Our Reference: 42/2016-17

To, <b>BSE Limited ("BSE"),</b> Corporate Relationship Department, 2 <sup>nd</sup> Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai – 400 001.	To, <b>National Stock Exchange of India Limited ("NSE"),</b> "Exchange Plaza", 5 <sup>th</sup> Floor, Plot No. C/1, G Block, Bandra-Kurla Complex Bandra (East), Mumbai – 400 051.
<b>BSE Scrip Code: 539876</b>	<b>NSE Symbol: CROMPTON</b>
<b>ISIN: INE299U01018</b>	

Dear Sir/Madam,

Sub: **Press Release on the Unaudited financial results for the quarter ended June 30, 2016**

With reference to the captioned subject, kindly find the Press Release on the unaudited financial results for the quarter ended June 30, 2016.

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

Thanking you,

**For and behalf of Crompton Greaves Consumer Electricals Limited**

  
Pragya Sahal Kaul  
Company Secretary and Compliance Officer



Encl: A/a

# Crompton

## Crompton Greaves Consumer Electricals Limited

### Results for Quarter Ended June 2016

**Strong Revenue growth of 15.4%, Comparable Operating Profit up 24.4%**

**Mumbai, July 29, 2016:** Board of Directors, in their meeting held on 29th July, 2016 approved the quarterly results of the Company for the Quarter ended 30th June, 2016. Total Income was Rs. 1,120.8 Crs registering a growth of 15.4% over the corresponding period last year. The Company has posted an Operating Profit (PBIT before corporate expenses and one-time Items) of Rs. 172.5 Crs for the quarter, registering a growth of 24.4% year on year. Operating Profit margin improved from 14.3% last year to 15.4%.

For the above comparison purposes, the Company has considered the Sales & Segment EBIT numbers of the Consumer business as reported by Crompton Greaves Ltd, for the corresponding period last year.

Company's focus continues to be on executing with excellence on the chosen five key strategic drivers. (i) Investing and building the Crompton brand (ii) Developing consumer relevant innovation (iii) Strengthening the go to market structure (iv) Driving operational efficiencies & (v) Building organizational capabilities

In the quarter, the Company launched its brand campaign and early results are indicating an improvement in brand awareness. Avancer E-Sense a temperature sensing fan was launched in May 2016. The actions on Go To Market initiatives are making progress towards a more structured secondary distribution. The ERP implementation project has started & is on track to go live in Q4 of this fiscal. Cost saving initiatives are on track and the results are reflected in the higher margins in the quarter.

#### **Quote from Managing Director**

**Commenting on the Quarter results, Company's Managing Director Shantanu Khosla said "We have started the year continuing the momentum of last couple of quarters. The revenue growth of 15.4% in a seasonally strong quarter was led by strong performance in all our key categories. Our efforts on Building the Crompton Brand have commenced during the quarter. Our actions on executing operational efficiencies are also showing encouraging results ensuring that we grew our profits faster than our topline. These results give us confidence that our strategic choices are right."**

#### **About Crompton:**

CGCEL is India's market leader in fans, No. 1 player in residential pumps and has leading market positions in its other product categories. The Company manufactures and markets a wide spectrum of consumer products, ranging from fans, lamps and luminaries to pumps and household appliances such as water heaters, mixer grinders, toasters, irons and electric lanterns. The Company has strong dealer base across the country and wide service network offering robust after sales service to its customers.