



2nd February 2023

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001
Scrip Code: 543260

National Stock Exchange of India Ltd.
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (E), Mumbai - 400 051
NSE Symbol: STOVEKRAFT

Dear Sir/Madam,

Sub: Investor Presentation for Conference Call – Regulation 30(6).

This has reference to our letter dated 27 January 2023 informing about conference call being organized by Orient Capital. In this connection please find attached a presentation to be made to analysts and the institutional investors at the conference call scheduled today.

After the conference call, a transcript of the discussion shall also be posted on the website of the Company, www.stovekraft.com for information of the investors.

Thanking you,

Yours faithfully,
For Stove Kraft Limited

Rajendra Gandhi
Managing Director

Stove Kraft Limited

#81/1 Medamaranahalli Village, Harohalli Hobli, Harohalli Industrial Area,
Kanakapura Taluk, Ramanagara District, Bengaluru, India - 562 112

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STOVEKRAFT[®]

STOVEKRAFT LIMITED

Q3 & 9MFY23 INVESTOR PRESENTATION



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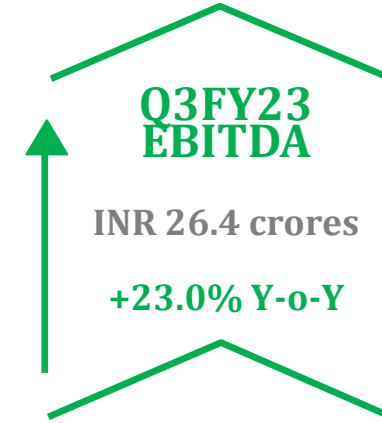
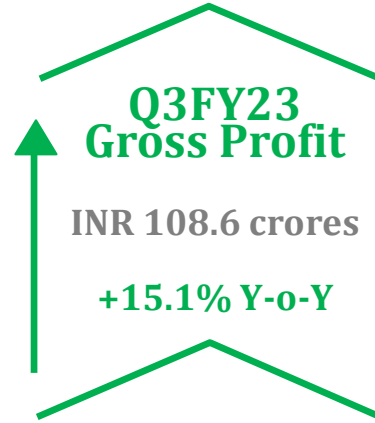
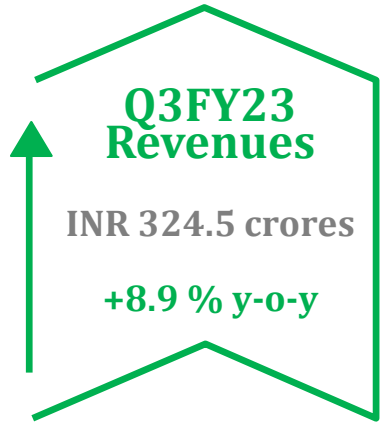
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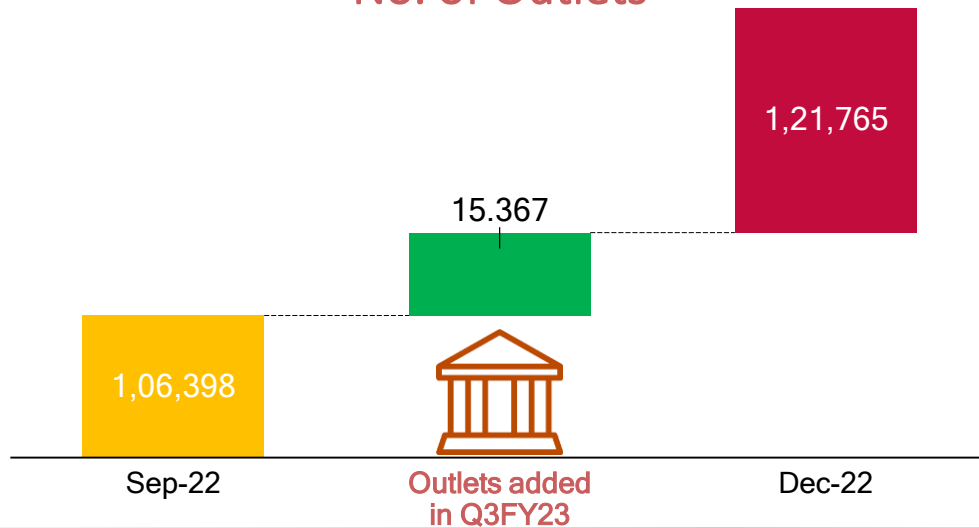
“
The only way to do great work is to love what you do
- Steve Jobs
”

Q3 & 9MFY23 FINANCIAL PERFORMANCE

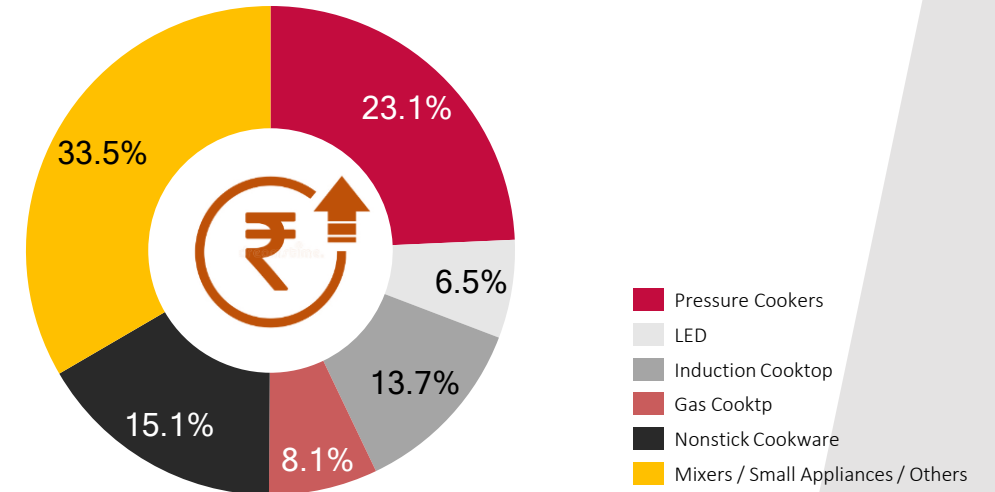
Q3FY23 Performance (Y-o-Y)



No. of Outlets

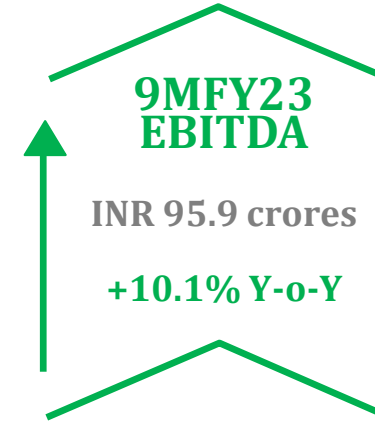
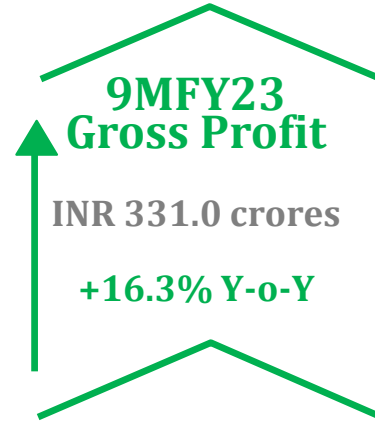
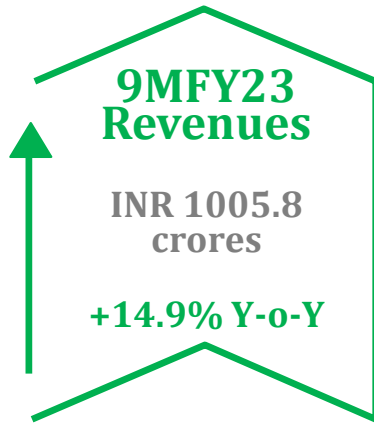


Revenue Breakup: Q3 FY23

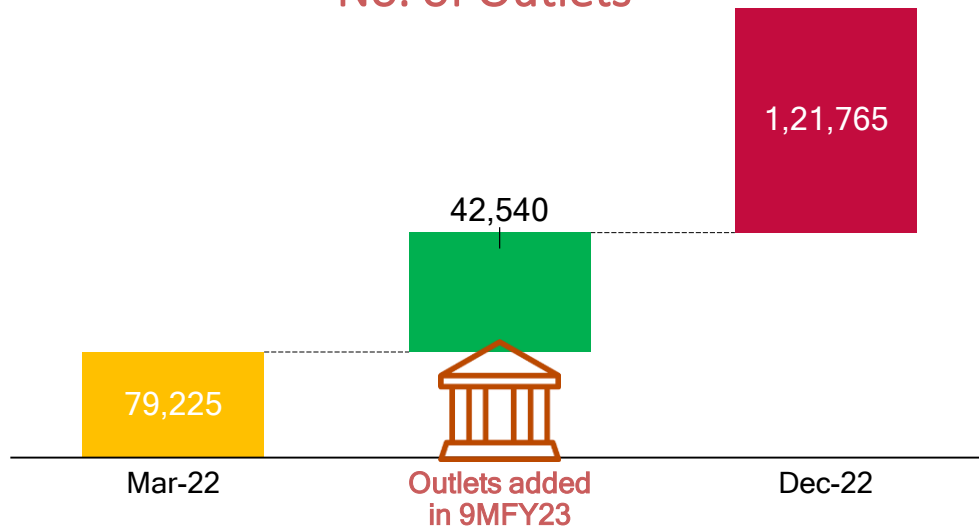


^ EBITDA is before allowance for expected credit loss; Rs.1 crore for Q3 FY23.

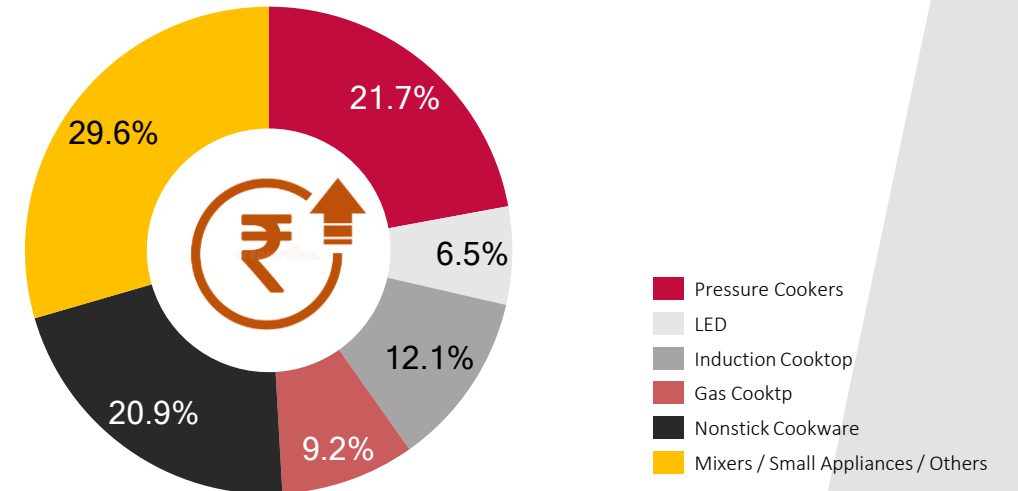
9MFY23 Performance (Y-o-Y)



No. of Outlets



Revenue Breakup: 9M FY23




^ EBITDA is before allowance for expected credit loss; Rs.2.75 crore for YTD Dec FY23.

Profit & Loss Statement – Q3 & 9M FY23



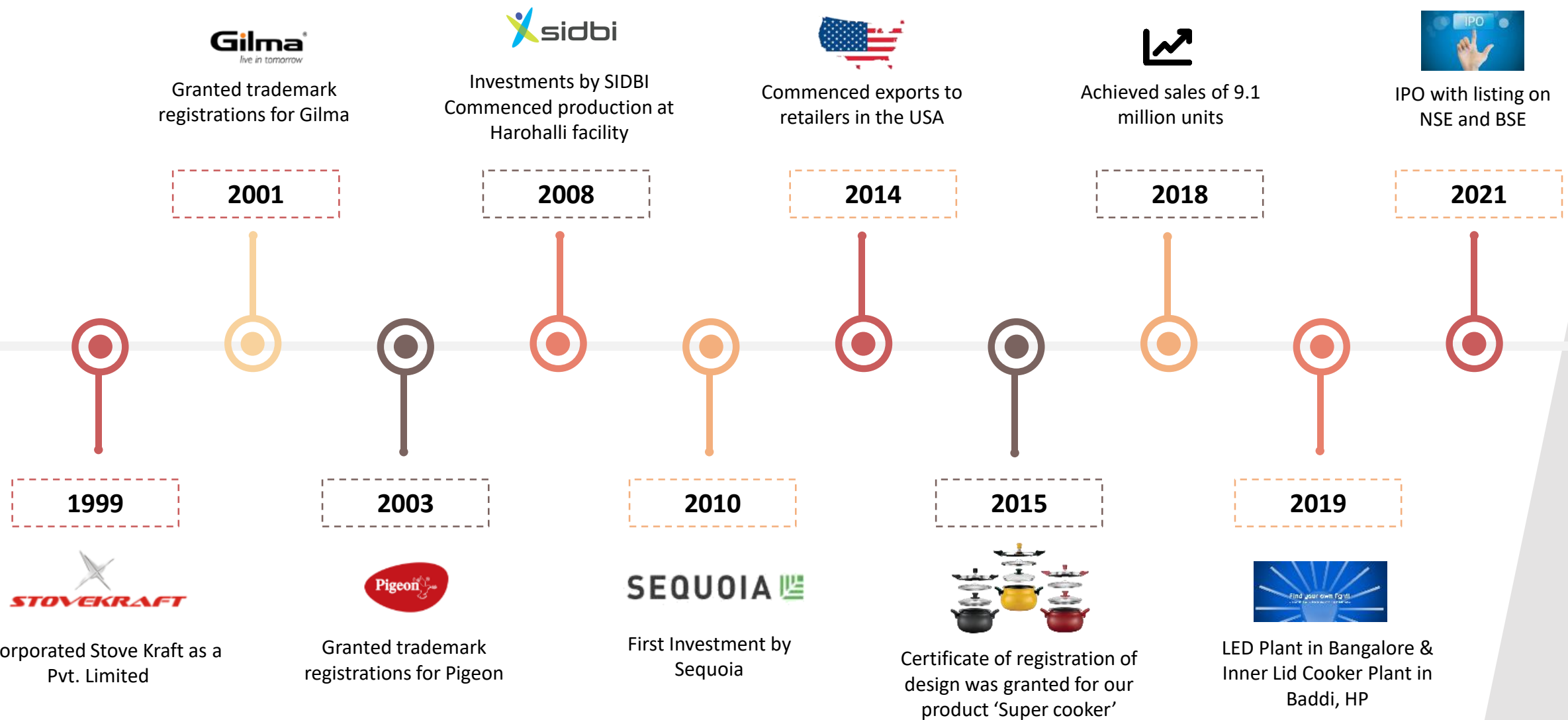
Profit & Loss Statement (Rs. Crs.)	Q3 FY23	Q3 FY22	Y-o-Y	9MFY23	9MFY22	Y-o-Y
Revenue from Operations	324.5	298.0	8.9%	1,005.8	875.0	14.9%
Cost of Materials Consumed	222.3	246.5		681.5	643.9	
Changes in Inventories of Finished Goods and Work in Progress	-6.4	-42.9		-6.7	-53.5	
Manufacturing and Operating Costs	0.0	0.0		0.0	0.0	
Gross Profit	108.6	94.3	15.1%	331.0	284.5	16.3%
GP %	33.5%	31.7%		32.9%	32.5%	
Employee Benefits Expense	38.8	33.5		106.4	87.6	
Other Expenses	43.4	39.4		128.7	109.9	
EBITDA	26.4	21.5	23.0%	95.9	87.1	10.1%
EBITDA %	8.1%	7.2%		9.5%	10.0%	
Other Income	-2.9	0.1		-5.2	0.6	
Depreciation and Amortisation Expense	8.3	5.6		22.3	14.5	
EBIT	15.2	15.9	-4.8%	68.4	73.2	-6.6%
Finance Costs	4.0	3.0		10.4	9.8	
Exceptional Items	1.0	2.9		2.8	7.8	
PBT	10.2	10.0	1.4%	55.2	55.6	-0.7%
Total Tax Expense	2.4	-1.1		13.5	8.1	
Profit for the year	7.8	11.1	-29.8%	41.8	47.6	-12.2%
PAT %	2.4%	3.7%		4.2%	5.4%	



*“ Success is walking from failure to failure with
no loss of enthusiasm
- Winston Churchill ”*

ABOUT STOVE KRAFT LIMITED

Key Milestones



Diverse range of products across consumer preferences...

 <p>Cookware—Pressure cooker, wonder cast cookware, non-stick cookware, electric rice cookers and titanium hard anodized cookware</p> <p>Cooktops and other kitchen solutions —Hobs, glass cooktops, stainless steel cooktops, induction cooktops and chimneys</p> <p>Small appliances —Mixer grinders, rice cookers, electric kettles, toasters, sandwich makers, knives, steam irons, juicers, food steamers, air fryers and electric grills</p> <p>Other products —Emergency lamps, water bottles and flasks, aluminum ladders, cloth dryers, water heaters, dustbins and mops</p>	 <p>LPG Stoves</p> <p>Massage apparatus</p> <p>Water heaters</p> <p>Chimney</p> <p>Hobs</p> <p>Cooktops</p> <p>Kitchen sinks</p>	 <p>Small appliances – Food processors, juicers, hand blenders, hand mixers, mini choppers, oven toaster grills, rice cookers, coffee makers, toasters, sandwich makers and kettles</p> <p>Other products – Steam irons, dry irons, water heaters and oil fin radiators</p>	 <p>LED bulbs</p> <p>Battens</p> <p>Downlights</p>
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Multi-brand approach to capture the entire value chain...

Value



20+ year old brand
One of the market leaders for certain products such as cookware

Launched in 2016 and manufacturing commenced in 2019

Semi - Premium



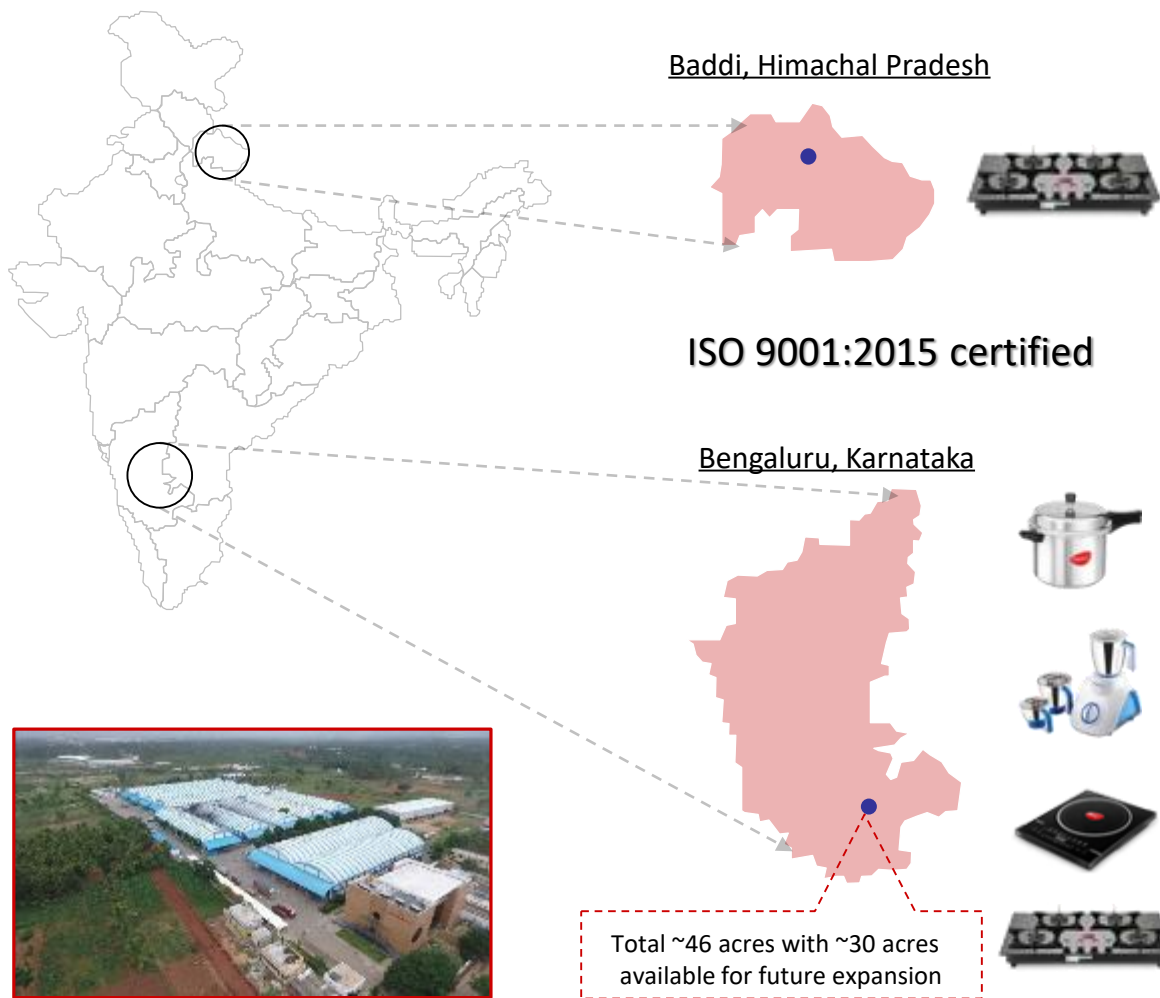
- Offers a modular kitchen experience
- Comprises chimneys, hobs and cooktops across price ranges and designs
- Sold exclusively through Gilma branded outlets, which are owned and operated by franchisees
- Gilma specific mobile application for customers to raise post sales service requests

Premium



- Entered into an exclusive brand licensing agreement with Stanley Black & Decker Inc. in 2016
- Retailer for and provider of post-sales service for blenders, juicers, breakfast appliances, etc.
- Separate distribution spread across 10 states

State of the Art Manufacturing Facilities with focus on quality



Dedicated in-house R&D facility

Comprising of 13 personnel and tie-ups with foreign companies for technology enablement

Focus on quality is maintained at all stages

Sourcing of raw materials
Product development
Manufacturing stage

Rigorous review and monitoring process

Subject to a rigorous review and monitoring process undertaken at our Bengaluru Facility

Sourcing team and quality assurance team

Dedicated sourcing team and quality assurance team based out of China

Both facilities have a high level of backward integration, and our manufacturing process is not dependent on third party suppliers and OEMs

Mr. Rajendra Gandhi, Managing Director



- Founder of Stove Kraft with over **21 years** of experience
- Entrepreneur who built Stove Kraft to one of the leading brands for kitchen appliances in India
- Continues to be closely involved in the day-to-day affairs of the Company and is instrumental in promoting Stove Kraft's culture of innovation

Mr. A.S. Balaji, Chief Financial Officer



- Chartered Accountant and Cost Accountant over a decade of rich experience in finance, business excellence, process automation & risk consulting.
- Previously associated with reputed organizations like CavinKare Pvt Ltd and KPMG
- Demonstrated history of working with private and publicly held companies in diverse industries including FMCG, Logistics, insurance, manufacturing etc

Ms. Neha Gandhi, Executive Director

- Holds a Bachelor's Degree in Business Administration from Christ University (Bengaluru) and completed Post Graduation Certificate Program in Sales and Marketing Management from MICA
- Served as a Graduate Trainee at Viacom18

Mr. Venkitesh N, Head—Corporate Planning

- Bachelor's degree in Technology from University of Kerala
- 25+ years of experience in manufacturing, product development and project management with a stint in BPL for 13 years

Mr. Rohit Mago, Head – Baddi Manufacturing Unit

- B Sc, Government Autonomous Science College, Jabalpur; MBA, Rani Durgavati Vishwavidyalaya; Post-graduate certificate in retail management, XLRI Jamshedpur
- 18+ years of experience including a 14-year stint with HPCL

Backed by Experienced Board

Ms. Shubha Rao Maya, Independent Director

- Holds a bachelor's degree in commerce from the University of Mumbai and is a chartered accountant with the Institute of Chartered Accountants of India
- Prior experience includes ICICI Limited, ICICI Prudential Life Insurance Company and Tata Consultancy Services
- Serves as a Director on the board of Ace Manufacturing System Limited

Mr. Lakshmikant Gupta, Independent Director

- Holds a bachelor's degree in economics from Hans Raj College, University of Delhi and a post-graduate diploma in business management from Institute of Management Technology, Ghaziabad
- Previously associated with Ibibo Group, Procter & Gamble and Girnar Software

Mr. Anup S Shah, Independent Director

- Mr. Anup S Shah is an Additional Independent Director of the Company. He holds a Bachelor's Degree in Commerce from HR College, Mumbai and a degree in law from Government Law College, Mumbai.
- He has over 36 years of experience in the field of law, specifically real estate law. He is the founder partner of Anup S Shah Law Firm in Bangalore.

Mr. Rajendra Gandhi, Managing Director

- Founder of Stove Kraft with over 21 years of experience
- Entrepreneur who built Stove Kraft to one of the leading brands*for kitchen appliances in India
- Continues to be closely involved in the day-to-day affairs of the Company and is instrumental in promoting Stove Kraft's culture of innovation

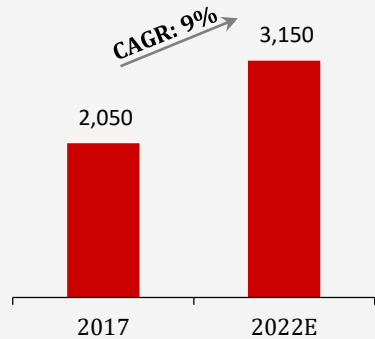
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- She has earlier served as a Graduate Trainee at Viacom18

Shift in Consumption Patterns and Favourable Governments Policies

Indian Consumer Appliance Market expected to grow @CAGR of ~9%

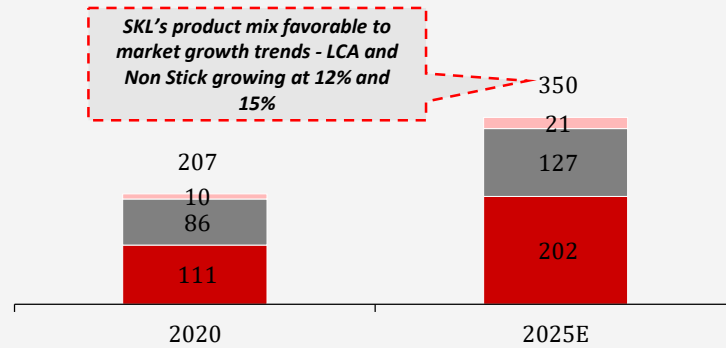
Indian Appliance and Consumer Electronics (ACE) Market



Kitchen Appliances Market

(INR Bn)

■ LCA ■ SCA ■ Non Stick Cookware



Key Growth Drivers

01

Moving towards Aspirational Lifestyle from functional Kitchen tools.

02

Need for Space Utilization –Emerging Concept of Modular Kitchen

03

Growth of E-Commerce and easy Financing options

04

Awareness of Cookware through Mass Media and Retaility Programs

05

Health and Environment Concerns

06

Technological Advancements

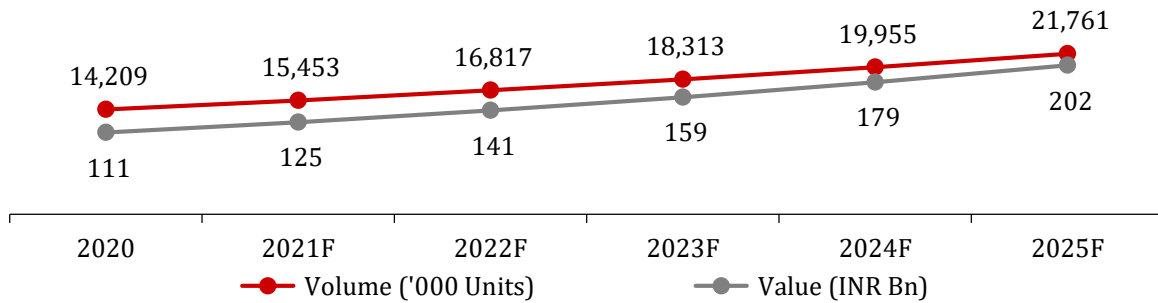
India Government's Policies Favourable For The Consumer Appliances Industry

- Shift from unorganized sector to organized sector in Indian manufacturing with the GST Implementation
- Lower tax brackets (5%, 12% and 18%) used for Indian Kitchen Items vs excise +VAT taxed at ~31%
- Make In India Initiative gave ACE market necessary boost which fostered Retail Manufacturing
- Pradhan Mantri Ujjwala Yojana – Target to provide 5 Crore LPG connection to under privileged women
- Majority Kitchen appliances are electricity driven, electricity consumption tripled since 2000
- Niche market for foreign investors, as Govt. allowed 100% FDI through automatic route in the electronic hardware manufacturing sector

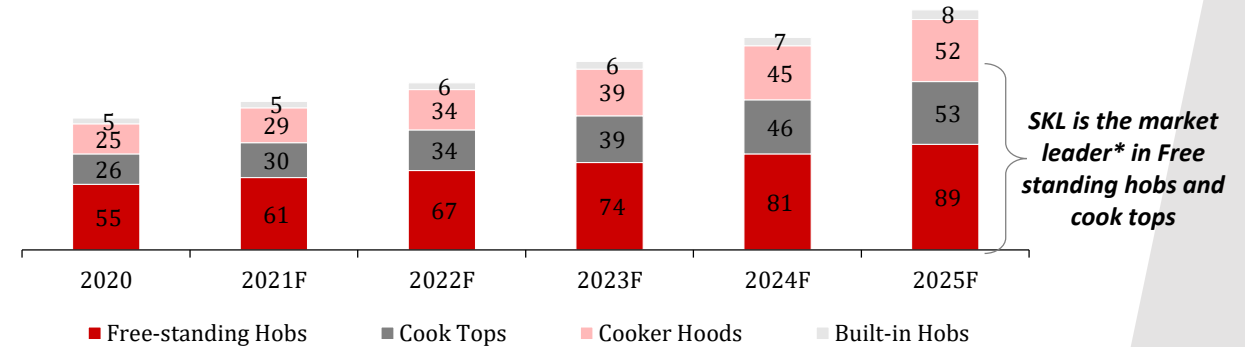
Indian Large & Small Cooking Appliance Market

Increasing Market for Large Cooking Appliances (LAC)

Large Cooking Appliances

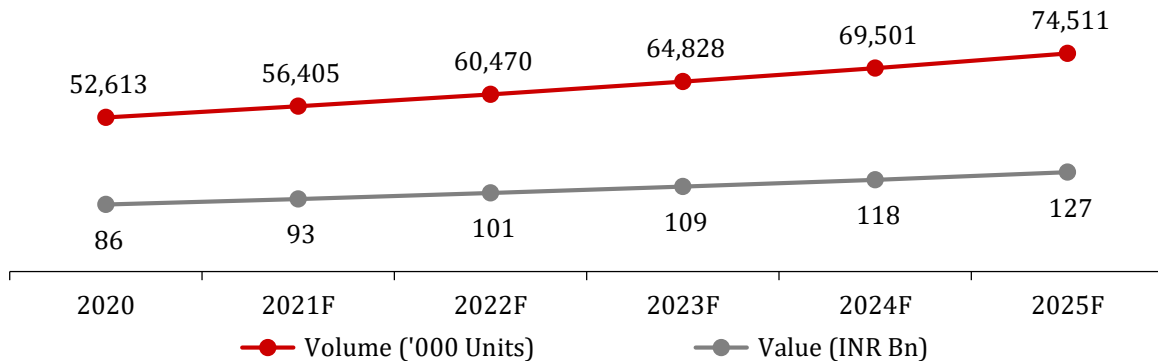


Increasing Trend by Sub Segments – Value (INR Billion)

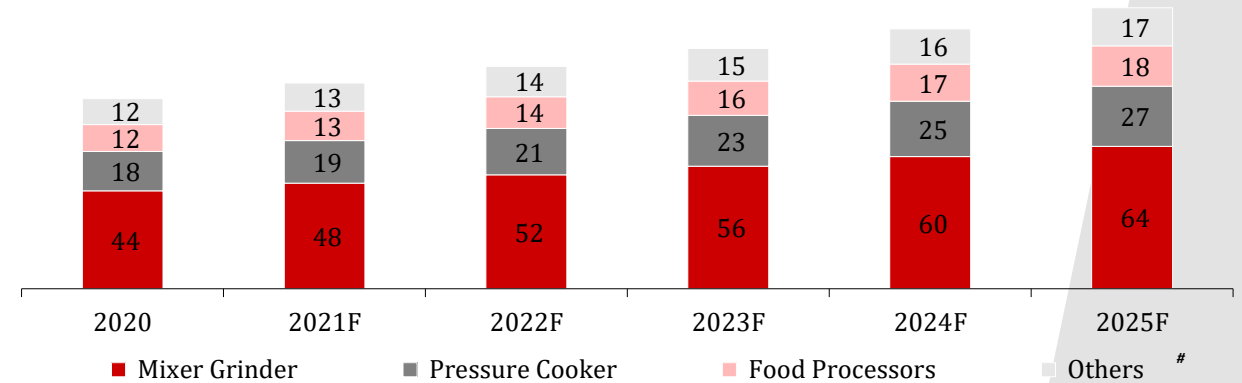


Increasing Market for Small Cooking Appliances (SAC)

Small Cooking Appliances



Increasing Trend by Sub Segments –Value (INR Billion)

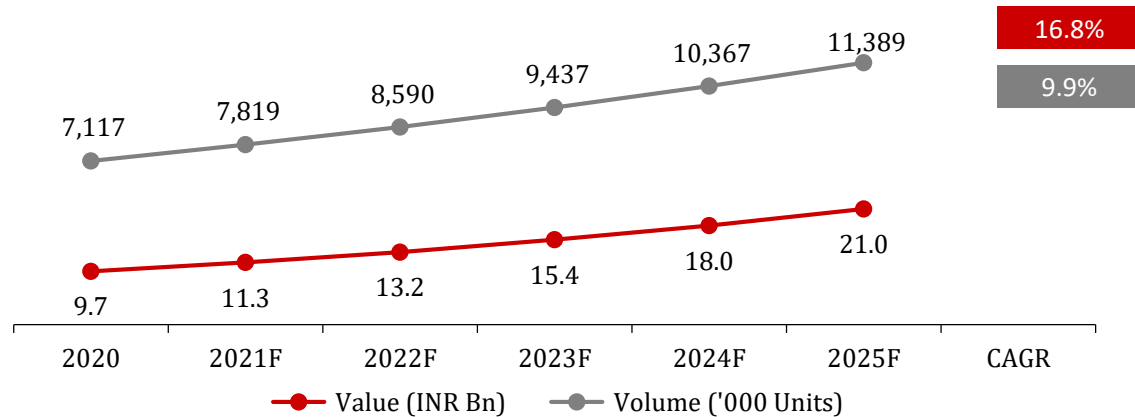


* As per market share of retail sales volume; # Others include electric rice cooker, blenders, electric kettle, coffee maker and juice extractor

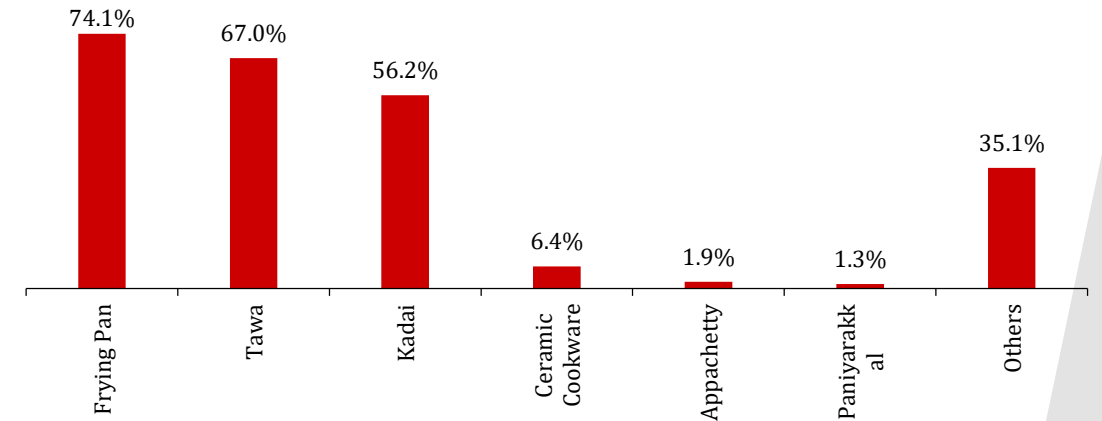
All information on this slide is obtained from the industry report prepared by Frost & Sullivan (India) Ltd. titled "Kitchen Appliances Market in India" dated December 16, 2019, read with the revised industry report dated November 24, 2020 ("F&S Report"); "F" signifies Forecasted

Non – Stick Cookware and Indian Household Utility Products

Increasing Market for Non-Stick Cookware



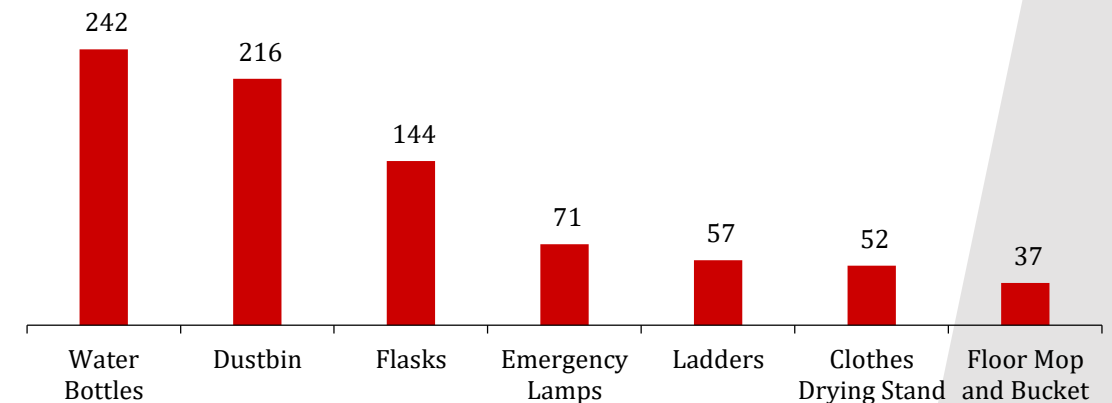
Types of Non-Stick Cookware Used (%) in 2020



Company has prominent position in South India for non-stick cookware

- Stove Kraft Limited is the 3rd largest market share (12.4%) by volume in Non- Stick Cookware
- It enjoys a prominent position in the Non-Stick cookware market in the southern region
- Stove Kraft Limited has one of the few facilities in India to have an automated roller coating line for manufacturing of non-stick cookware
- It offers special range of products which cater to the regional cuisine of Southern India
- Latest innovation aimed at product efficiency and user convenience includes a new MIO™ non-stick cookware range
 - Developed using latest Italian technology
 - ensuring high durability and smoothness
 - Range has 5 layer ‘Scandia’ coating

Household Utility Products – Market INR Billion in 2018





**A great kitchen
brings out the best in you**

Thank You



CIN: L29301KA1999PLC025387

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