

22 May 2025

BSE Limited National Stock Exchange of India Ltd.

Phiroze Jeejeebhoy Towers, Exchange Plaza, Plot no. C/1, G Block,

Dalal Street, Bandra-Kurla Complex

Mumbai- 400 001 Bandra (E), Mumbai - 400 051

Scrip Code: 543260 NSE Symbol: STOVEKRAFT

Dear Sir / Madam,

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

This has reference to our letter dated 15 May 2025 informing about conference call being organized by MUFG Intime. Pursuant to Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, please find attached a presentation to be made to analysts and the institutional investors at the conference call scheduled today i.e., 22 May 2025 at 4.30 PM.

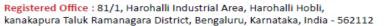
After the conference call, a transcript of the discussion shall also be posted on the website of the Company, www.stovekraft.com for information of the investors.

Thanking you,

Yours faithfully, For Stove Kraft Limited

Shrinivas P Harapanahalli Company Secretary & Compliance Officer











stovekraft.com









Safe Harbor



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The only way to do great work is to love what you do

- Steve Jobs

Macro Economy Update



India's consumer durables market expected to grow at ~11% CAGR till FY29 : CII & EY

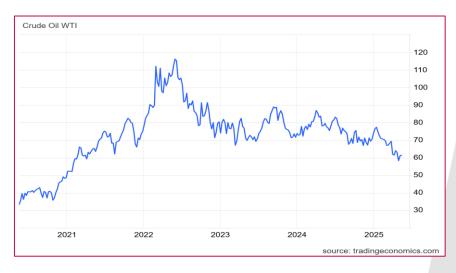
India's retail inflation (CPI) further improves to 3.3% in Mar'25 from 5.2% in Dec'24

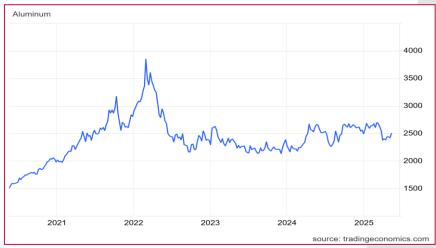
Expansion of middle class and accelerating trends of nuclear families will drive further penetration for consumer durables

Above normal 2025 monsoon, with rainfall at 105% of LPA, is expected to aid kharif output, boosting rural consumption

With inflation easing and recent tax relief measures taking effect, households are likely to see an uptick in their purchasing power

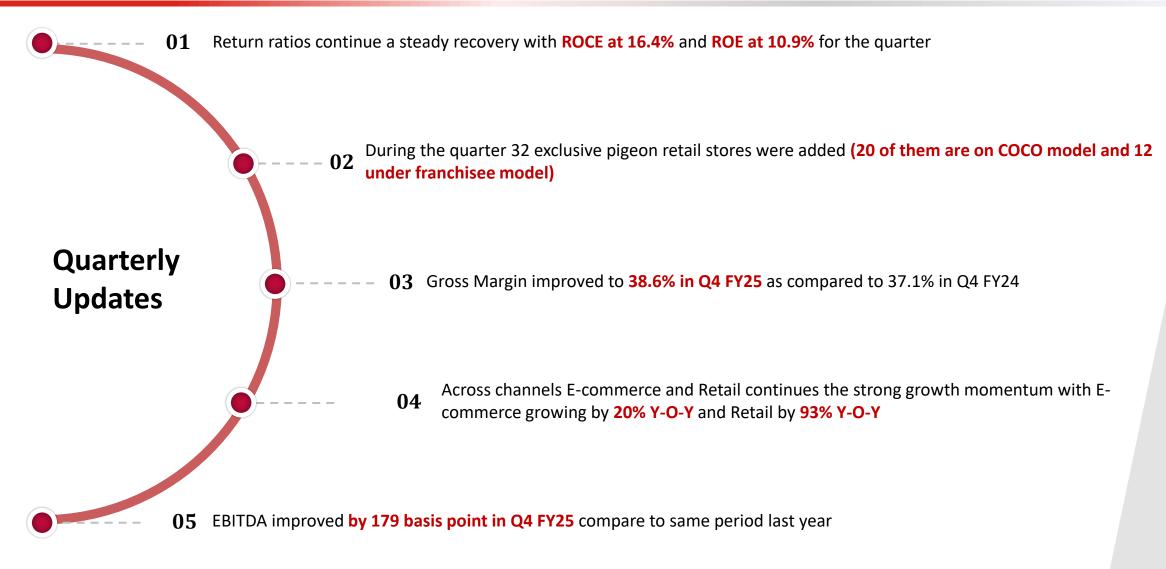
Government initiatives on energy labeling, BIS certification, & safety standards to gradually phase out substandard non-branded products, favoring organized players





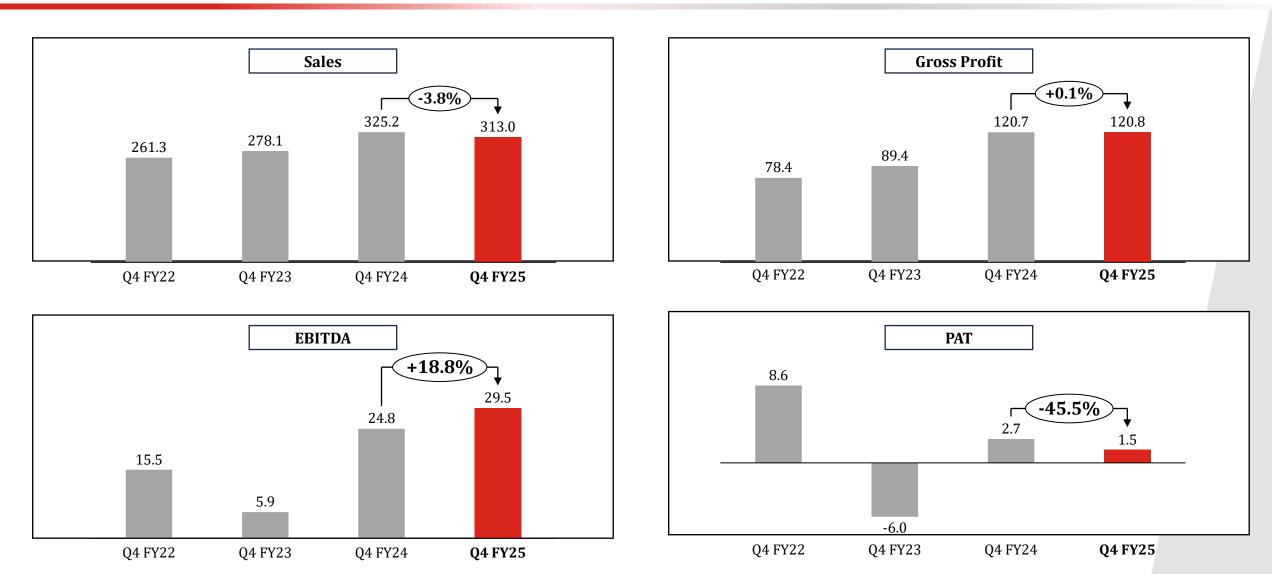
Q4FY25 Key Operational Highlights





Financial Snapshots





^{*} Impact in PAT & PBT is due to Lease Accounting under IndAS 116 for our Retail Stores

Q4 FY25 Performance (Y-o-Y)





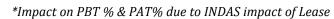




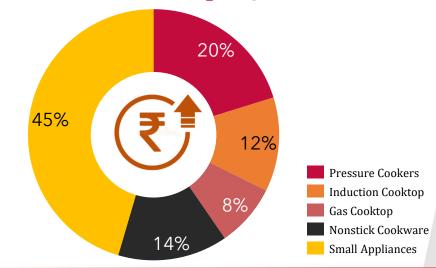


Q4 FY25 growth in Product Category

Product Category	Growth Val (YoY)	Growth Vol (Y-o-Y)
> Small Appliance	26.2%	-7.7%
Gas Cooktops	11.5%	-0.6%
Induction Cooktops	-4.8%	-18.4%
> Cooker	-23.8%	-13.3%
Non-stick Cookware	-26.6%	-36.8%



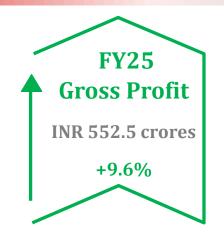
Revenue Breakup: Q4 FY25



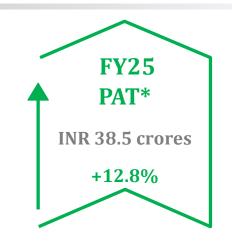
FY25 Performance (Y-o-Y)









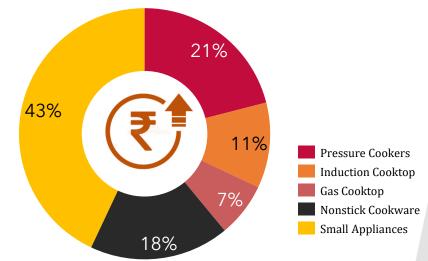


FY25 growth in Product Category

Product Category	Growth Val (YoY)	Growth Vol (Y-o-Y)
> Small Appliance	25.0%	6.0%
> Cooker	0.5%	1.4%
Gas Cooktops	0.1%	6.7%
Non-stick Cookware	0.0%	-9.2%
Induction Cooktops	-4.9%	2.3%

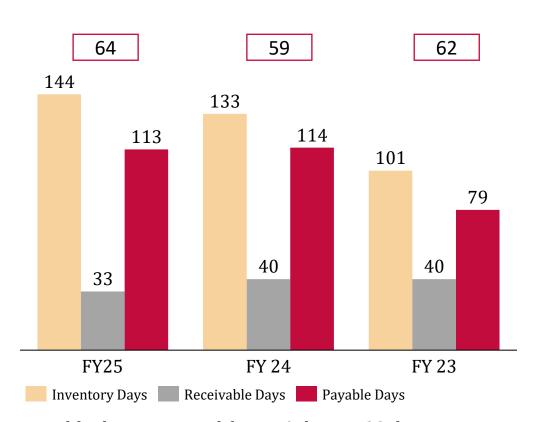
^{*}Impact on PBT % & PAT% due to INDAS impact of Lease

Revenue Breakup: FY25



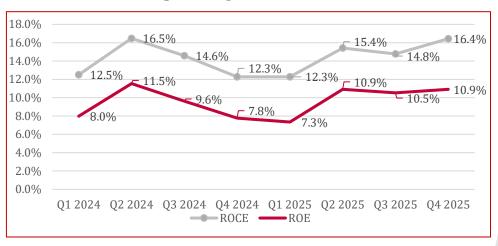
Healthy Financial Position



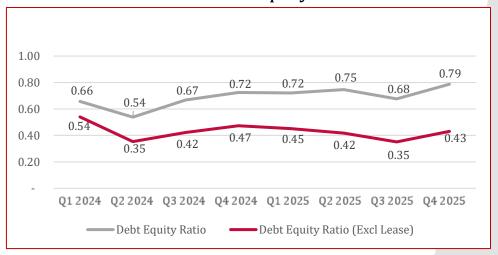


- a. Receivable days improved from 40 days to 33 days
- b. Inventory days were higher at 144 days due to addition of new products. i.e cast iron, personal care products & also because of lower demand in Q4
- c. Net Working Capital Days for the financial year stands at 64 with mid term efforts ongoing to reduce it to 30 days

Improving ROCE & ROE



Stable Debt Equity Ratio



Q4 & FY25 Consolidated Profit & Loss Statement



Profit & Loss Statement (Rs. Crs.)	Q4 FY25	Q4 FY24	Y-o-Y	Q3 FY25	Q-o-Q	FY25	FY24	Y-o-Y
Revenue from Operations	313.0	325.2	-3.8%	404.1	-22.5%	1449.8	1364.3	6.3%
Cost of Materials Consumed	173.7	188.8		237.9		831.2	813.0	
Purchase of stock-in-trade	20.2	25.4		22.0		92.8	101.7	
Changes in Inventories of Finished Goods and Work in Progress	-1.8	-9.6		-7.5		-26.7	-54.4	
Gross Profit	120.8	120.7	0.1%	151.7	-20.4%	552.5	504.0	9.6%
GP %	38.6%	37.1%		37.6%		38.1%	36.9%	
Employee Benefits Expense	39.0	40.1		46.0		171.9	166.6	
Other Expenses	51.4	51.1		64.5		226.3	209.1	
Allowance for ECL	0.8	4.7		0.7		3.6	9.5	
EBITDA	29.5	24.8	18.8%	40.5	-27.3%	150.7	118.8	26.8%
EBITDA %	9.4%	7.6%		10.0%		10.4%	8.7%	
Other Income	1.3	-0.5		-0.1		0.4	0.1	
Depreciation and Amortisation Expense	20.6	14.6		18.1		71.2	49.3	
EBIT	10.1	9.8		22.3		79.8	69.6	
Finance Costs	9.0	7.5		7.4		31.0	24.0	
PBT	1.1	2.2		14.9		48.8	45.6	
Total Tax Expense	-0.4	-0.4		2.8		10.3	11.4	
Profit for the year	1.5	2.7	-45.5%	12.1	-88.1%	38.5	34.1	12.8%
PAT %	0.5%	0.8%		3.0%		2.7%	2.5%	

^{*}Impact on PBT % & PAT% due to INDAS impact of Lease for Retail Business amounting and Depreciation Rs. 3.4 cr. in Q4

Q4 & FY25 Consolidated Balance Sheet



Equity and Liabilities (Rs. Crs.)	31-Mar-25	31-Mar-24
Equity share capital	33.1	33.1
Other equity	437.8	406.2
Total Equity	470.8	439.2
Financial liabilities		
Borrowings	0.0	4.9
Lease liabilities	151.9	101.9
Suppliers credit	8.8	11.8
Deferred tax liabilities (net)	8.1	0.0
Provisions	8.1	9.2
Total Non-Current Liabilities	176.9	127.7
Financial liabilities		
Borrowings	179.5	140.9
Lease liabilities	16.1	8.6
Suppliers Credit	14.9	50.4
Trade payables		
(a) Outstanding dues micro & small enterprise	10.2	12.8
(b) Outstanding dues other than above	251.8	247.7
Other financial liabilities	36.6	20.6
Provisions	12.3	7.9
Current tax liabilities (net)	0.0	0.0
Other current liabilities	34.8	41.0
Total Current Liabilities	556.3	530.0
Total Liabilities	733.1	657.7
Total Equity and Liabilities	1204.0	1096.9

Assets (Rs. Crs.)	31-Mar-25	31-Mar-24
Property, plant and equipment	458.5	396.6
Capital work-in-progress	22.6	29.6
Intangible Assets	9.0	3.0
Right of use	159.7	110.5
Goodwill on Amalgamation	0.0	0.1
Financial Assets		
(a)Investments	0.0	0.0
(b)Other Financial assets	7.4	2.0
Deffered Tax Assets (Net)	3.2	2.5
Current Tax Assets	2.4	1.0
Other non-current assets	22.1	40.7
Total Non-Current assets	684.9	586.0
Inventories	361.0	320.3
Financial Assets		
(a)Trade receivables	131.4	146.3
(b)Cash and cash equivalents	2.8	7.1
(c)Bank balances	6.7	7.9
Loans	0.0	0.0
Other financial assets	1.7	0.5
Other current assets	15.4	28.8
Total Current Assets	519.1	510.9
Total Assets	1204.0	1096.9

Q4 & FY25 Consolidated Cashflow Statement



Cash Flow Statement (Rs. Crs.)	Mar-25	Mar-24
Cash Flow from Operating Activities		
Profit before Tax	49.8	45.6
Adjustment for Non-Operating Items	106.0	84.4
Operating Profit before Working Capital Changes	154.8	129.9
Changes in Working Capital	-12.5	-5.0
Cash Generated from Operations	142.3	124.9
Less: Direct Taxes paid	-12.4	-12.4
Net Cash from Operating Activities	129.9	112.6
Cash Flow from Investing Activities	-79.5	-88.6
Cash Flow from Financing Activities	-54.8	-19.3
Net increase/ (decrease) in Cash & Cash equivalent	-4.4	4.6
Add: Cash and cash equivalents as at 1st April	7.1	2.5
Cash and cash equivalents as at 31st March	2.8	7.1

Updates on Exclusive Retail Channel



Expanded into 3 new states and 18 new cities this quarter, further strengthening our presence across key regions and reinforcing our footprint and brand presence in emerging markets

262 Stores

262 stores operational in 20 states and in 91 cities of India. Added 32 new stores in Q4 FY25 with 12 under franchisee model

103,476

Number of new customers added. 18% repeat purchase

232,920 units sold

Pressure Cooker & small appliances contributing 36% of the Revenue

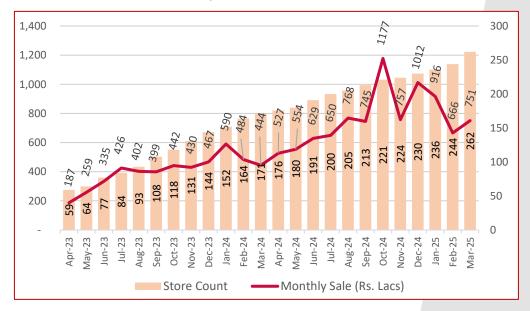
₹ 3.61

lakh per store/per month

Average sale per store stands at ₹ 3.61 Lakhs







Category Expansion Powered by Awareness, Education & High-Impact Launches

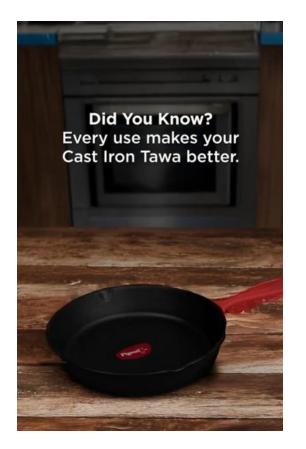


Expanded and consistent social media presence



- Cast Iron Cookware was launched across digital platforms and outdoor hoardings, positioned as a durable, health-forward cookware solution built for Indian cooking styles
- The launch focused on highlighting cast iron as a durable, health-forward, and tradition-inspired cookware solution for modern Indian kitchens
- The campaign positioned cast iron as a premium yet accessible category, tapping into consumer demand for performance and design

Customer Education and Connect





Omnichannel Launch Campaign for New Grooming Range



Retail display





Newspaper ad



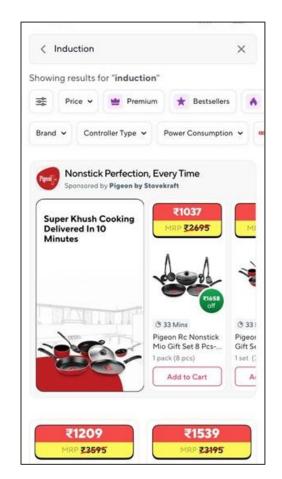
- Launched Pigeon's grooming range with a digital-first approach strategy
- In the personal care segment, we introduced our next-gen BLDC Hair Dryer with 5-in-1 styling capability, along with a precision Men's Trimmer—marking our entry into the grooming category
- Creatives targeted urban millennials and young professionals seeking affordable, reliable grooming solutions at home

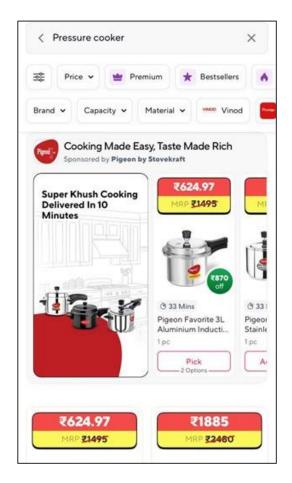
Strengthening Market Presence Through Quick Commerce Entry



Strategic category-building partnership with leading Quick-Commerce Platforms







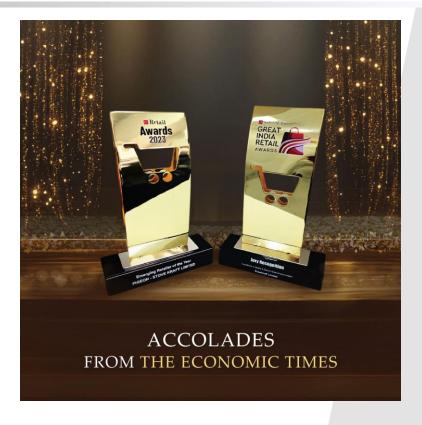


AWARDS & ACCOLADES







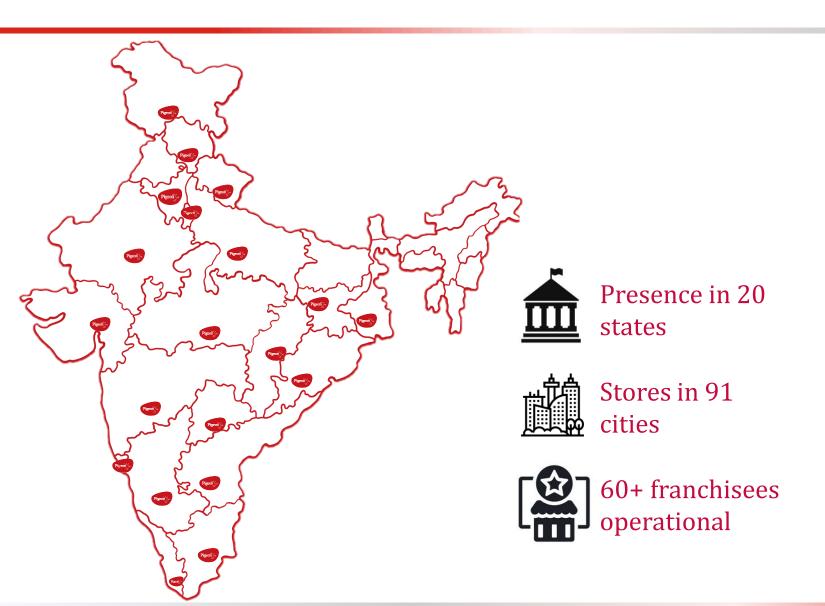


PIGEON EXCLUSIVE STORES

Bagged multiple prestigious awards & accolades at national forums like – Indian Kitchen Congress, Economic Times, Asia Africa GCC Shopping Centre

RETAIL FOOTPRINT & CUSTOMER HAPPINESS





3,59,600+

Happy Customers



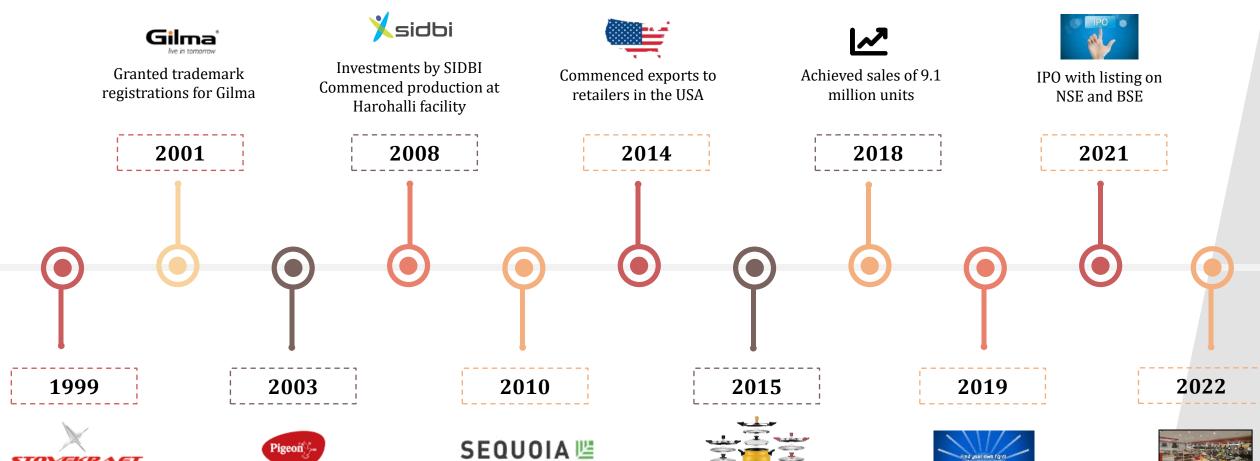






Key Milestones





Incorporated Stove Kraft as a Pvt. Limited

Granted trademark registrations for Pigeon

First Investment by Sequoia

Certificate of registration of design was granted for our product 'Super cooker'



LED Plant in Bangalore & Inner Lid Cooker Plant in Baddi, HP



Introduce Retail Channel from Bangalore

Diverse range of products across consumer preferences...





Cookware–Pressure cooker, wonder cast cookware, non-stick cookware, electric rice cookers and titanium hard anodized cookware

Cooktops and other kitchen solutions –Hobs, glass cooktops, stainless steel cooktops, induction cooktops and chimneys

Small appliances –Mixer grinders, rice cookers, electric kettles, toasters, sandwich makers, knives, steam irons, juicers, food steamers, air fryers and electric grills

Other products –Emergency lamps, water bottles and flasks, aluminum ladders, cloth dryers, water heaters, dustbins and mops



LPG Stoves

Massage apparatus

Water heaters

Chimney

Hobs

Cooktops

Kitchen sinks



Small appliances – Food processors, juicers, hand blenders, hand mixers, mini choppers, oven toaster grills, rice cookers, coffee makers, toasters, sandwich makers and kettles

Other products - Steam irons, dry irons, water heaters and oil fin radiators



LED bulbs

Battens

Downlights

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 though Gilma branded outlets, which are owned and operated by franchisees
- Gilma specific mobile application for customers to raise post sales service requests

Premium

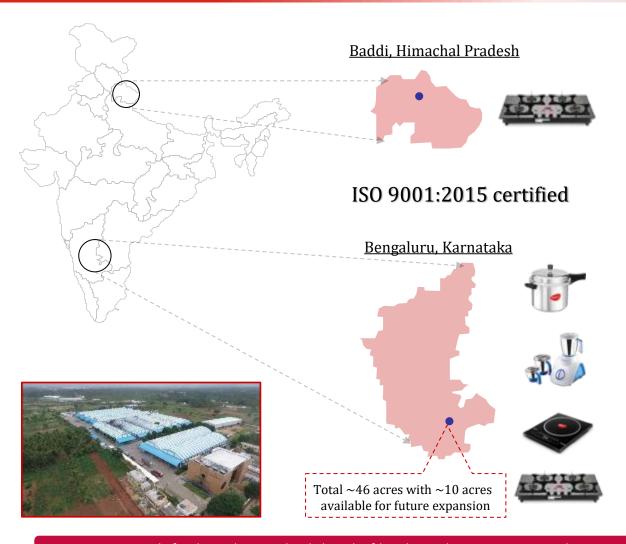


- Entered into an exclusive brand licensing agreement with Stanley Black & Decker Inc. in 2016
- Retailer for and provider of post-sales service for blenders, juicers, breakfast appliances, etc.
- Separate distribution spread across 10 states

*Source: F&S Report

State of the Art Manufacturing Facilities with focus on quality





Dedicated in-house R&D facility Comprising of 13 personnel and tieups 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

Professional Management Team



Mr. Rajendra Gandhi Managing Director

- Founder of Stove Kraft with over 22 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

Mrs. 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. Ramakrishna PendyalaChief Financial Officer

- He holds a bachelor's degree in commerce and is a member of Institute of Chartered Accountants of India (ICAI) and Institute of Cost Accountants of India (ICMAI)
- Has more than 18 years of experience in the corporate finance, controlling, auditing, taxation, corporate governance and compliance fields

Mr. Rohit Mago Chief Revenue Officer

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

Mr. Mayank GuptaChief Growth Officer

- Mayank is the CGO at SKL. He is responsible for designing and execution of growth strategy for emerging brands and retail stores at SKL
- Mayank has a rich and diverse experience of more than 16 years in spearheading retail business verticals & in establishing new business across product categories

*Source: F&S Report

Professional Management Team



Mr. Rajendra Gandhi Managing Director

- Founder of Stove Kraft with over 22 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 dayto-day affairs of the Company and is instrumental in promoting Stove Kraft's culture of innovation

Mrs. Sunita Gandhi, Non-Executive Director

- She is promoter of the Company and appointed as an additional non-executive director
- Completed her senior secondary certification from SS Jain V High School. She was also director of the Company from 10th July'04 till 30th Sep'16

Mrs. 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. Natrajan RamakrishnaIndependent Director

- He is a qualified Chartered Accountant with an experience of over forty years in the accounting profession focusing mainly on Generally Accepted Accounting Principles (GAAP), IFRS, IndAS and Auditing.
- He has a proven track record of work spread over various sectors focusing on IT, Financial Services, FMCG

Ms. Shubha Rao Mayya 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.Avinash Gupta Independent Director

- He is highly experienced, execution-focused senior leader with a strong, global background and brings more than 3 decades of experience and a vast network of business relationships.
- Avinash has worked extensively in financial services including M&A, equity and debt financing, private equity placement and advisory across

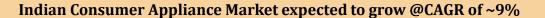
Mr. Anup S Shah Independent Director

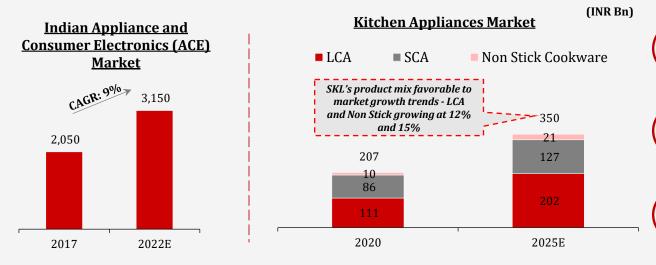
- Mr. Anup S Shah is an Additional Independent Director of the Company. He holds a Bachelor's Degree in Commerce from HR College, Mumbai and a degree in law from Government Law College, Mumbai.
- He has over 36 years of experience in the field of law, specifically real estate law. He is the founder partner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

*Source: F&S Report

Shift in Consumption Patterns & Favorable Governments Policies







India Government's Policies Favourable For The Consumer Appliances Industry

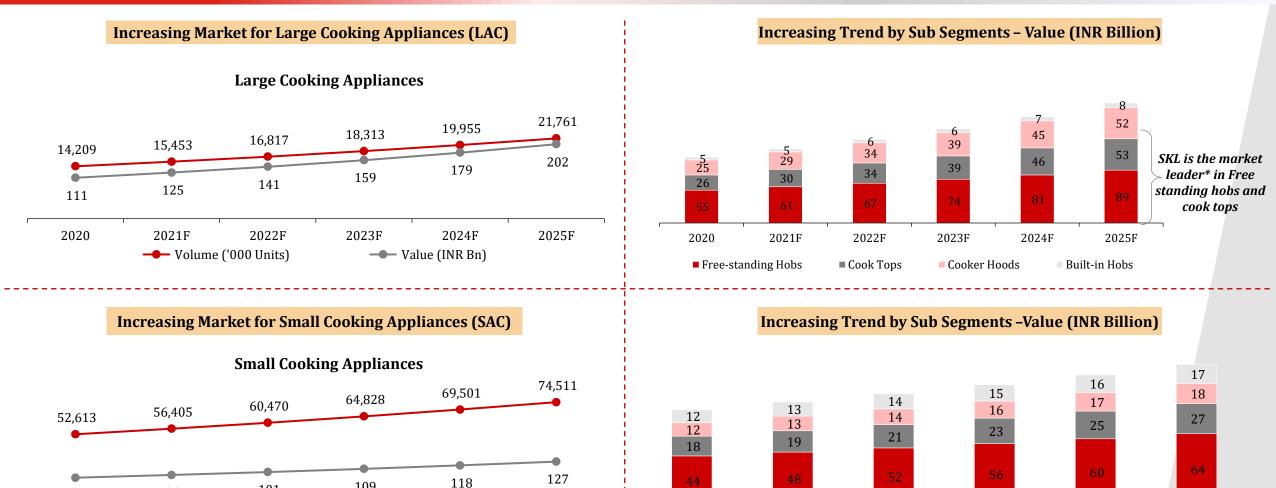
- Shift from unorganized sector to organized sector in Indian manufacturing with the GST Implementation
- Lower tax brackets (5%, 12% and 18%) used for Indian Kitchen Items vs excise +VAT taxed at $\sim\!31\%$
- Make In India Initiative gave ACE market necessary boost which fostered Retail Manufacturing
- 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

Key Growth Drivers

- 1 Moving towards Aspirational Lifestyle from functional Kitchen tools.
- $oxed{02}$ Need for Space Utilization –Emerging Concept of Modular Kitchen
- $oxed{03}$ Growth of E-Commerce and easy Financing options
- Awareness of Cookware through Mass Media and Reality
 Programs
- (05) Health and Environment Concerns
- **06** Technological Advancements

Indian Large & Small Cooking Appliance Market





2020

■ Mixer Grinder

2021F

2022F

■ Pressure Cooker

2023F

■ Food Processors

2024F

109

2023F

2024F

→ Value (INR Bn)

101

2022F

93

2021F

→ Volume ('000 Units)

86

2020

2025F

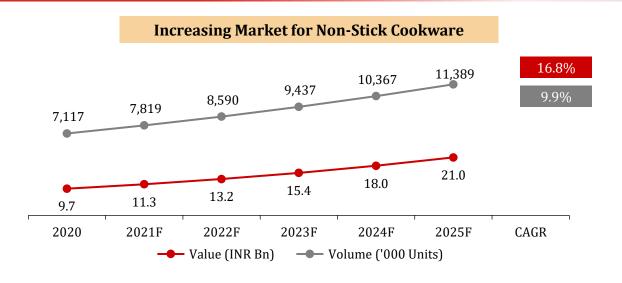
Others

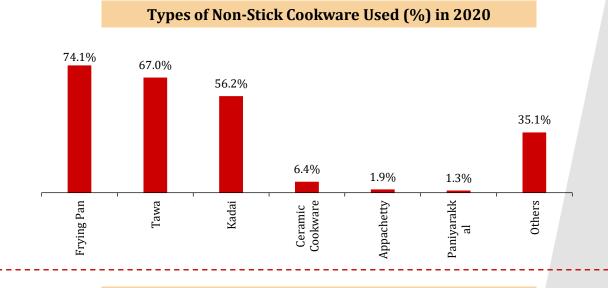
2025F

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

Non - Stick Cookware and Indian Household Utility Products







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

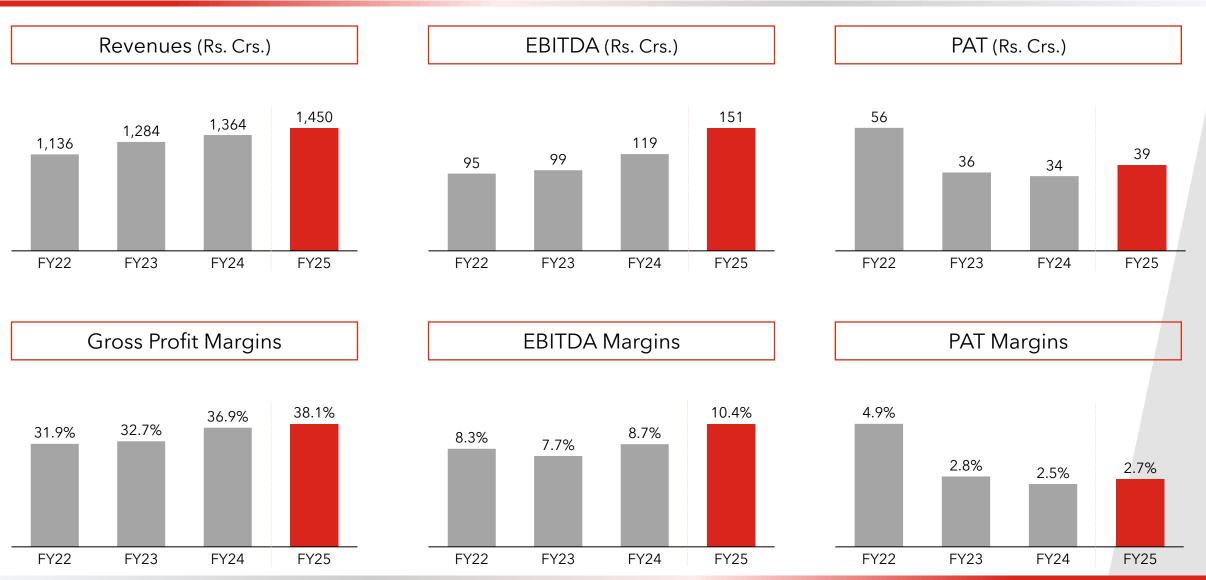
- Stove Kraft Limited is the 3rd largest market share (12.4%) by volume in Non-Stick Cookware
- It enjoys a prominent position in the Non-Stick cookware market in the southern region
- Stove Kraft Limited has one of the few facilities in India to have an automated roller coating line for manufacturing 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 242 216 144 71 57 52 37 Floor Mop Water Dustbin Flasks Emergency Ladders Clothes **Bottles** Drying Stand and Bucket Lamps



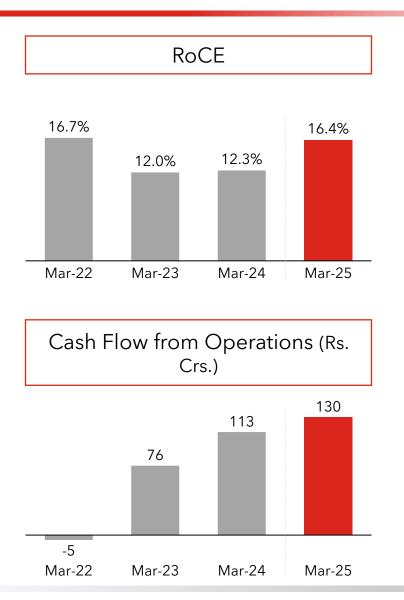
Consolidated Operating Performance

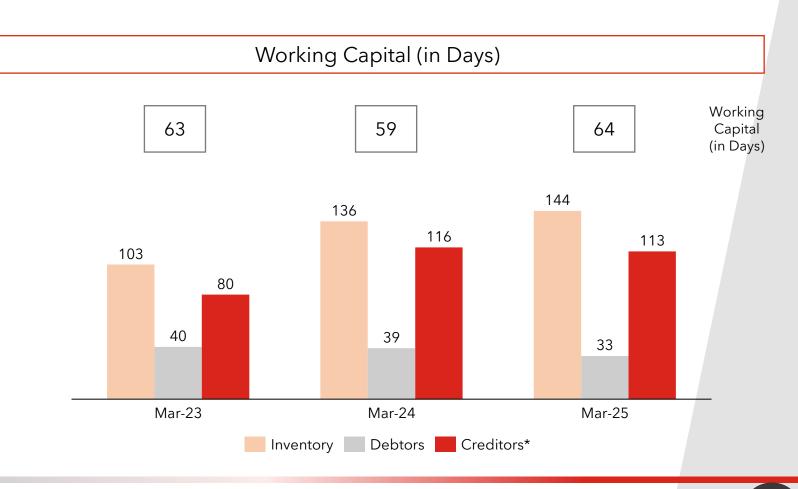




Key Financial Metrics







Historical Profit & Loss Statement



Profit & Loss Statement (Rs. Crs.)	FY25	FY24	FY23	FY22
Revenue from Operations	1449.8	1,364.3	1,283.8	1,136.4
Cost of Materials Consumed	831.2	813.0	746.1	702.6
Purchase of stock-in-trade	92.8	101.7	113.8	110.9
Changes in Inventories of Finished Goods and Work in Progress	-26.7	-54.4	3.5	-40.1
Gross Profit	552.5	504.0	420.4	362.9
GP %	38.1%	36.9%	32.7%	31.9%
Employee Benefits Expense	171.9	166.6	142.9	112.4
Other Expenses	226.3	209.1	174.2	142.4
Allowance for ECL	3.6	9.5	4.3	13.3
EBITDA	150.7	118.8	99.0	94.8
EBITDA %	10.4%	8.7%	7.7%	8.3%
Other Income	0.4	0.1	-3.5	-1.6
Depreciation and Amortisation Expense	71.2	49.3	31.7	19.7
EBIT	79.8	69.6	63.8	73.6
Finance Costs	31.0	24.0	16.5	11.0
PBT	48.8	45.6	47.3	62.5
Total Tax Expense	10.3	11.4	11.5	6.3
Profit for the year	38.5	34.1	35.8	56.2
PAT %	2.7%	2.5%	2.8%	4.9%

Historical Balance Sheet-1/2



EQUITY AND LIABILITIES (Rs. Crs.)	31-Mar-25	31-Mar-24	31-Mar-23	31-Mar-22
Equity share capital	33.1	33.1	33.0	32.9
Other equity	437.8	406.2	370.3	331.1
Total Equity	470.8	439.2	403.4	364.0
Financial liabilities				
Borrowings	0.0	4.9	10.0	15.3
Lease Liabilities	151.9	101.9	32.3	0.0
Other Financial Liabilities	16.9	11.8	27.3	19.0
Provisions	8.1	9.2	6.5	6.2
Total Non-Current Liabilities	176.8	127.7	76.0	40.5
Financial liabilities				
Borrowings	179.5	140.9	118.8	63.1
Lease liabilities	16.1	8.6	2.2	0.0
Trade payables	262.0	260.6	177.5	127.4
Suppliers Credit	14.9	50.4	44.2	57.9
Other financial liabilities	36.6	20.6	27.1	27.9
Provisions	12.3	7.9	6.9	5.4
Other current liabilities	34.8	40.5	41.3	42.0
Current tax liabilities (net)	0.0	0.0	0.1	0.4
Total Current Liabilities	556.3	529.5	418.1	324.0
Total Liabilities	733.1	657.2	494.1	364.5
Total Equity and Liabilities	1204.0	1096.4	897.5	728.5

Historical Balance Sheet-2/2



ASSETS (Rs. Crs.)	31-Mar-25	31-Mar-24	31-Mar-23	31-Mar-22
Property, plant and equipment	458.5	396.6	362.4	309.4
Capital work-in-progress	22.6	29.6	9.5	9.2
Intangible assets	9.0	3.0	4.0	3.0
Right to Use Assets	159.7	110.5	35.6	0.0
Goodwill on Amalgamation	0.0	0.1	0.1	0.0
Financial Assets				
Investments	0.0	0.0	0.0	0.0
Other Financial assets	7.4	2.0	8.1	8.2
Income Tax Assets (Net)	3.2	2.5	1.4	3.2
Current Tax Assets	2.4	1.0	1.3	0.2
Other non-current assets	22.1	40.2	39.7	20.7
Total Non-Current assets	684.9	585.5	462.2	353.8
Inventories	361.0	320.3	243.3	217.4
Financial Assets				
Trade receivables	131.4	146.3	140.9	96.7
Cash and cash equivalents	2.8	7.1	2.5	0.4
Bank balances	6.7	7.9	17.2	11.6
Loans	0.0	0.0	0.0	0.0
Other current financial assets	1.7	0.5	1.0	1.5
Other current assets	15.4	28.8	30.3	46.9
Total current assets	519.1	510.9	435.3	374.6
Total Assets	1204.0	1096.4	897.5	728.5

Historical Cash Flow Statement



Cash Flow Statement (Rs. Crs.).	Mar-25	Mar-24	Mar-23	Mar-22
Cash Flow from Operating Activities				
Profit before Tax	49.8	45.6	47.3	62.5
Adjustment for Non-Operating Items	106.0	84.4	52.9	46.0
Operating Profit before Working Capital Changes	154.8	129.9	100.1	108.5
Changes in Working Capital	-12.5	-5.0	-12.6	-104.8
Cash Generated from Operations	142.3	124.9	87.6	3.7
Less: Direct Taxes paid	-12.4	-12.4	-11.3	-9.0
Net Cash from Operating Activities	129.9	112.6	76.3	-5.3
Cash Flow from Investing Activities	-79.5	-88.6	-104.0	-115.3
Cash Flow from Financing Activities	-54.8	-19.3	29.8	91.6
Net increase/ (decrease) in Cash & Cash equivalent	-4.4	4.6	2.1	-29.0
Cash and cash equivalents at beginning of the year	7.1	2.5	0.4	29.4
Cash and cash equivalents at the end of the year	2.8	7.1	2.5	0.4





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