



Thinking of Tomorrow

Corporate Presentation

Feb-24

Safe Harbor Statement

This presentation contains forward-looking statements which may be identified by their use of words like “plans,” “expects,” “will,” “anticipates,” “believes,” “intends,” “projects,” “estimates” or other words of similar meaning. All statements that address expectations or projections about the future, including, but not limited to, statements about the strategy for growth, product development, market position, expenditures, and financial results, are forward-looking statements. Forward-looking statements are based on certain assumptions and expectations of future events. The companies referred to in this presentation cannot guarantee that these assumptions and expectations are accurate or will be realized. The actual results, performance or achievements, could thus differ materially from those projected in any such forward-looking statements. These companies assume no responsibility to publicly amend, modify or revise any forward-looking statements, on the basis of any subsequent development, information or event, or otherwise.



27°C

A WORLD WE ARE
SEEKING TO CREATE



MILLION AIR COOLERS
SOLD WORLDWIDE



Sustainable air coolers for **a greener tomorrow**

Contents

- 1** [Symphony – A Pioneer Of Evaporative Air Cooling](#)
- 2** [Innovative Products Portfolio](#)
- 3** [Investing In New Age Platforms](#)
- 4** [Innovative Marketing Strategies](#)
- 5** [Large Space Venti Cooling](#)
- 6** [Advancing ESG Agenda](#)
- 7** [Financials](#)
- 8** [Shareholders' Reward Policy](#)
- 9** [Shareholding Pattern](#)

Symphony **(A Pioneer of Evaporative Air Cooling)**

Symphony – A Pioneer of Evaporative Air Cooling



*Portfolio: Global brands;
Wide range of products*

Complementing Global Capabilities

- ❖ R&D and design
- ❖ Sales & marketing
- ❖ Value engineering & cost optimization

*Segments: Residential-
Commercial-Industrial
spaces*

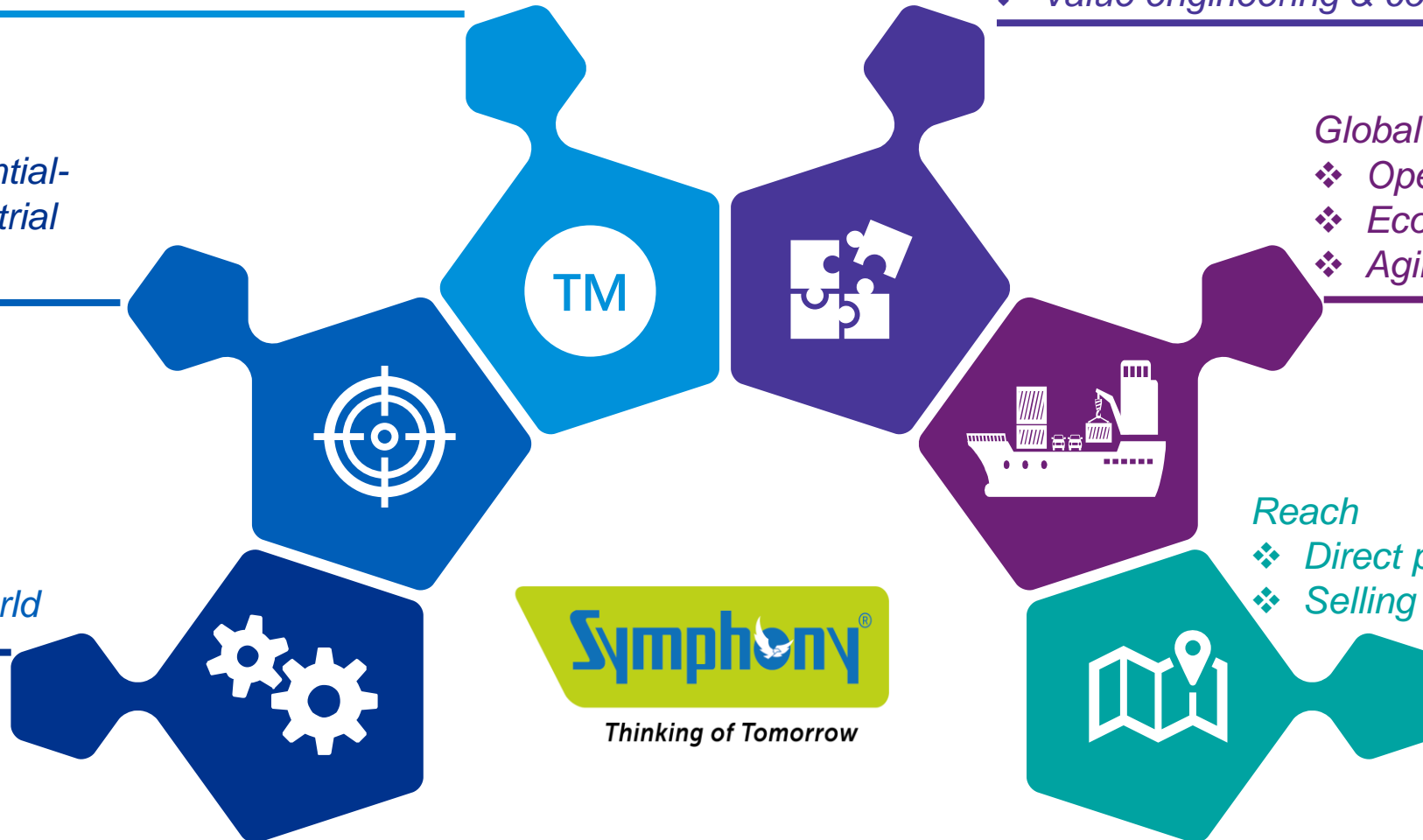
Global Supply Chain

- ❖ Operating efficiency
- ❖ Economies of scale
- ❖ Agility

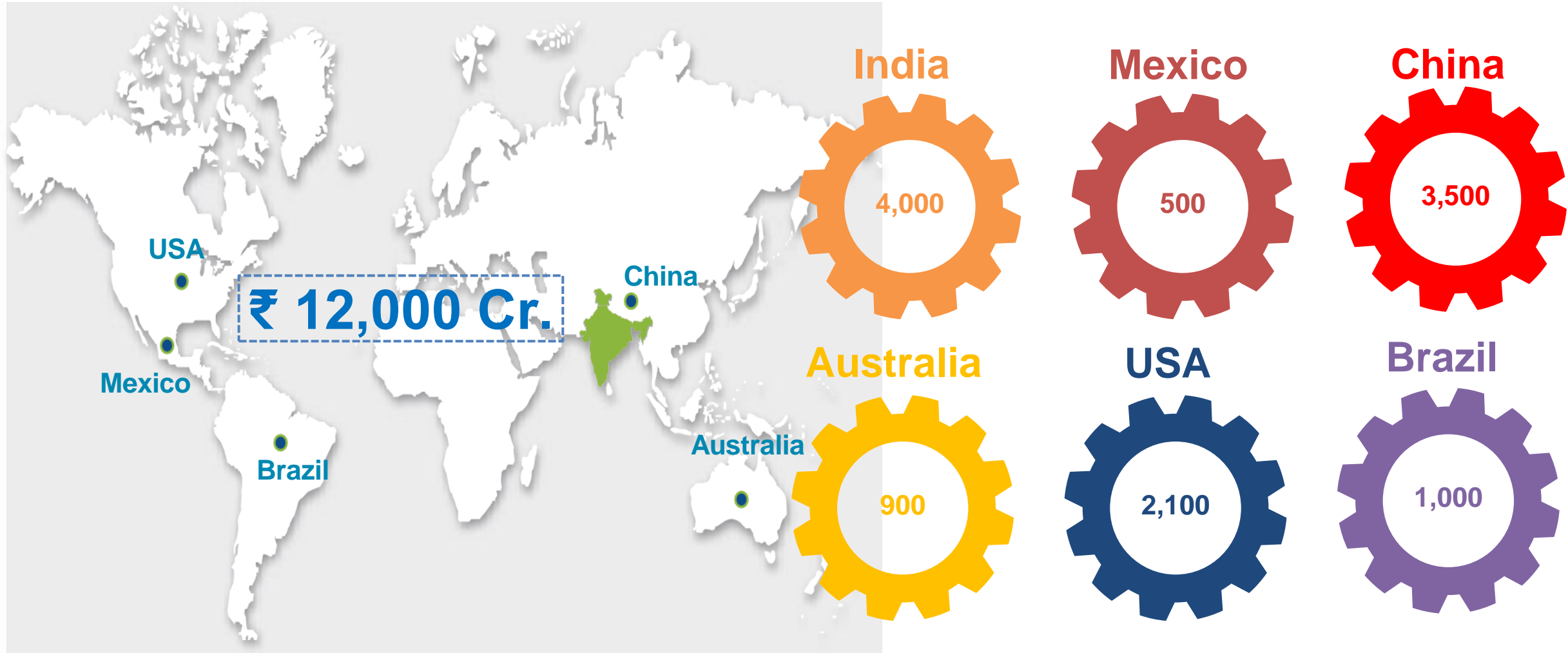
Objective: 27° C world

Reach

- ❖ Direct presence in 4 continents
- ❖ Selling across 60+ countries



Expanding Market Reach



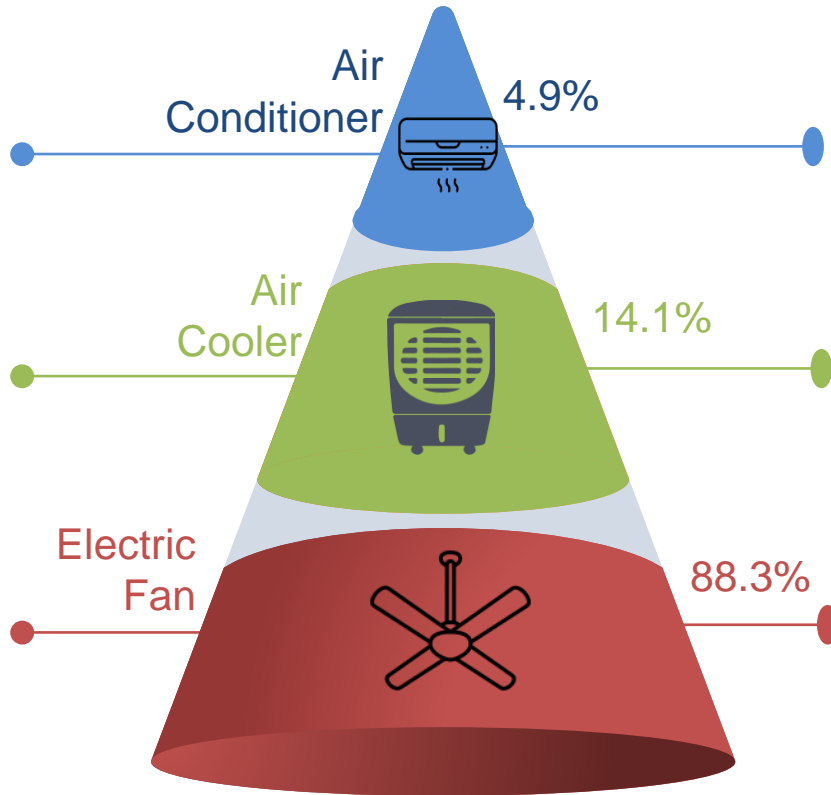
& exporting across 60+ countries worldwide

Wide Portfolio of Global Brands

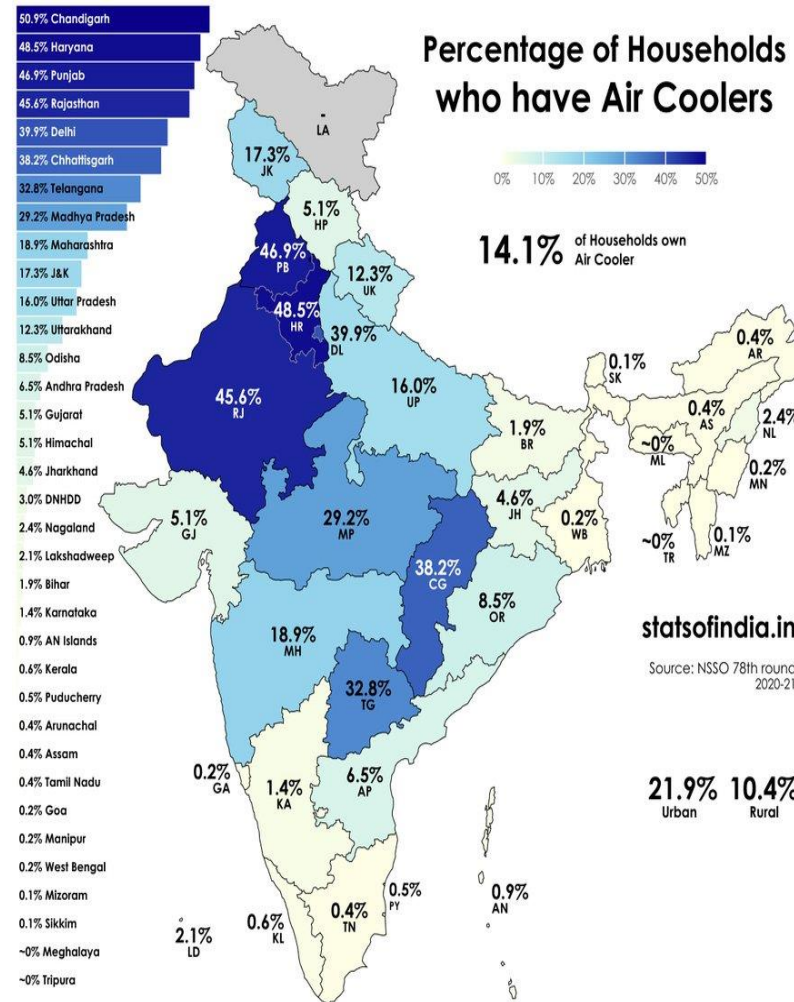


Household Cooler in India: A long runway (1/2)

Cooling Pyramid (HH in %)



Source: NSSO 78th round 2020-21; NFHS-5 (2019-21)

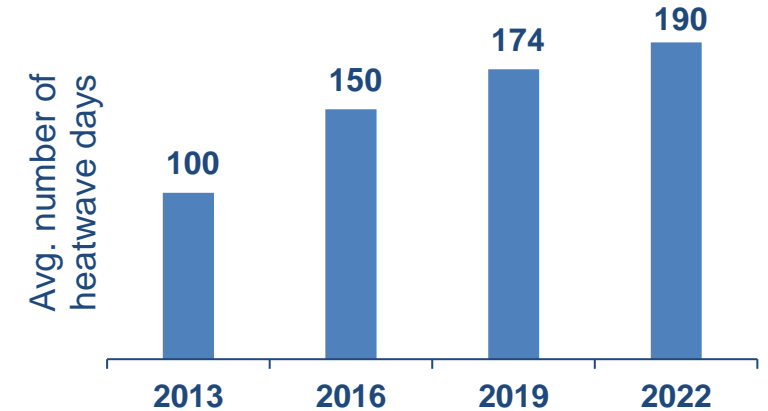


statsofindia.in

Source: NSSO 78th round 2020-21

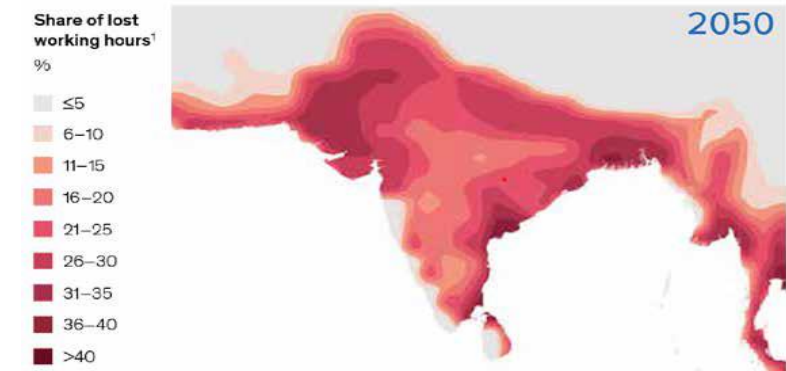
21.9% Urban
10.4% Rural

Heatwaves battering India



Source: Environment statistics, MoSPI

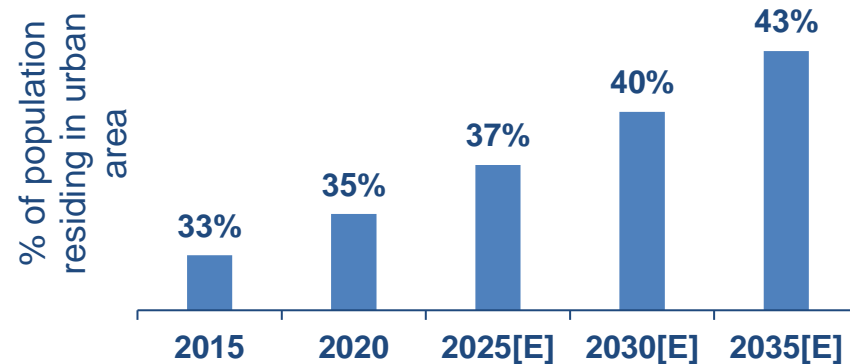
India the first place in the world to experience heat waves crossing survivability limit



Source: Report on "Rising Temperature across India [Mckinsey (2020)]

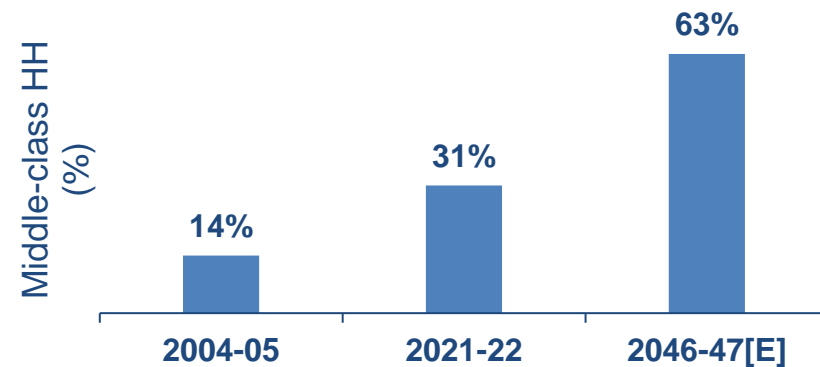
Household Cooler in India: A long runway (2/2)

Rapid Urbanisation



Source: The UN Habitat's World Cities Report 2022

Rising middle class households



Source: People Research on India's Consumer Economy

State of Electricity Connectivity

	URBAN	RURAL
Availability Rate	98%	90%
Access Rate	96%	84%

State of Electricity Access

	URBAN	RURAL
Availability (In Hrs)	19.5	16.9
Quality	48%	33%

Source: Electricity Access in India Report by NITI Aayog (October 2020)

Innovative Products Portfolio

World's 1st air cooler with BLDC Technology

INTRODUCING
World's 1st air cooler with
BLDC
TECHNOLOGY



Diet 3D 55B



Diet 3D 30B



Winter 80B

Up To
8hr
Night Sleep Mode*

7 Level
Speed
Options

 Full
Function
Remote

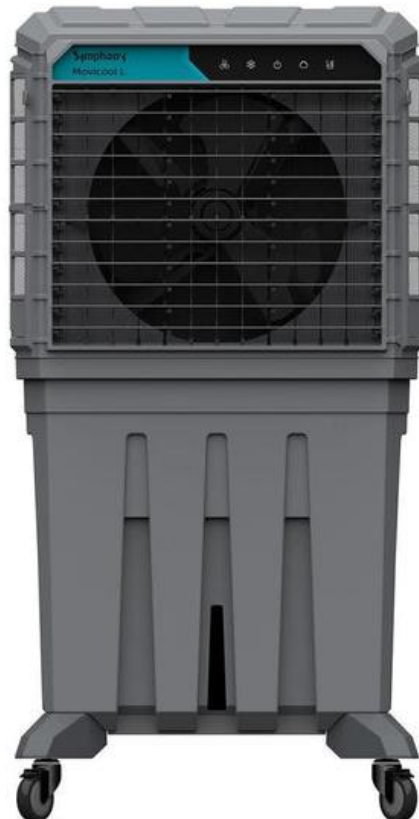
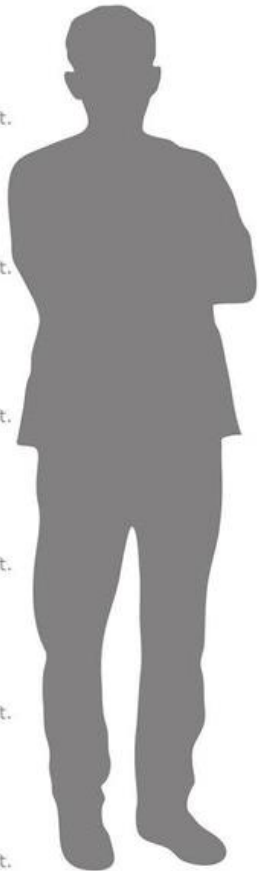
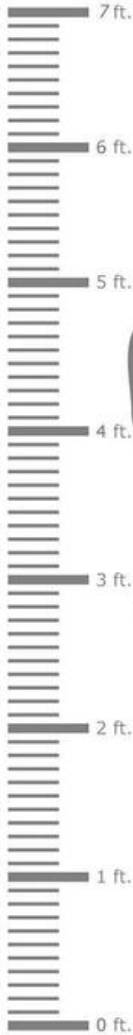
**Under test conditions*

Movicool Range

Symphony[®]

Thinking of Tomorrow

You are PLANTING
45* TREES per year
with this air cooler!



Tower Fan Range



Surround

Surround-I



**Touchscreen
Control Panel**



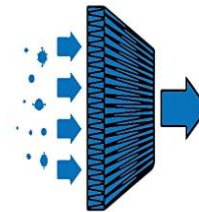
**45°
Swivel**



**Bladeless
Technology**



**Full-Function
Remote**



**Dust
Filter**



**Low Power
Consumption**

Cooling Fan Range



Duet

Duet i-S

Symphony
Thinking of Tomorrow

RASODE MEIN JO BHI HO, AB PASEENA NAHI HOGA.

Presenting
Duet i, India's First Kitchen Cooling Fan.
Cools you, not the flame.

Garmi, paseena, ya baichaini, aapke rasode mein kya hai? Symphony Duet layiye aur inn sab se chuthara payiye. Ab Rasode mein sirf swadisth pakwaan honge aur unki waah-waah hogi.

Easy to carry **Touchscreen control** **Mood light** **Swing action**

Duet i

Personal Table Cooling Fan



Duet Mini



*Add Water & Ice.
Wait 3-5 mins for
pads to moisten*



*Connect to USB^c
powered Supply*



*Select fan speed &
enjoy cool breeze!*



**You are PLANTING
2* TREES per year
with this air cooler!**



Investing in New Age Platforms

Global E-Commerce And D2C Strategy



Platform



Seamless UI/UX on Company's websites for D2C in India, USA, Australia, and Mexico



Direct engagement with global e-Commerce giant for India, USA, Australia, Mexico and UK



People



Focused team driving global e-Commerce and D2C initiatives



Partnership



Omni channel approach




Smart 3PL services for efficient & prompt D2C shipment




Integration of SAP with the world class supply chain software

Innovative Marketing Strategies

'Kal Ki Soch' towards sustainable living

 Sustainability digital campaign in collaboration with renowned poet and filmmaker – Vineet KKN 'Panchhi'

 Synergies between the use of air coolers and the conservation of trees



AI based Personalized Campaigns



“Papa Cool” Campaign in Summer - 23



Symphony
कल की सोच

मार्च से जुलाई

महीने बदलेंगे, ठंडक नहीं

Symphony
Thinking of Tomorrow

MARCH MAY JULY

MONTHS WILL CHANGE
BUT COOLING WON'T.

Think of tomorrow and bring home
Symphony Air Cooler.
Its **CFD technology** ensures uniform
cooling throughout the season, every year.

Awards & Recognitions



“Best use of AI in a campaign”
at
The Mommy Awards-23



“Best Creativity”^{*}
at
The E4m Prime Time Awards-22

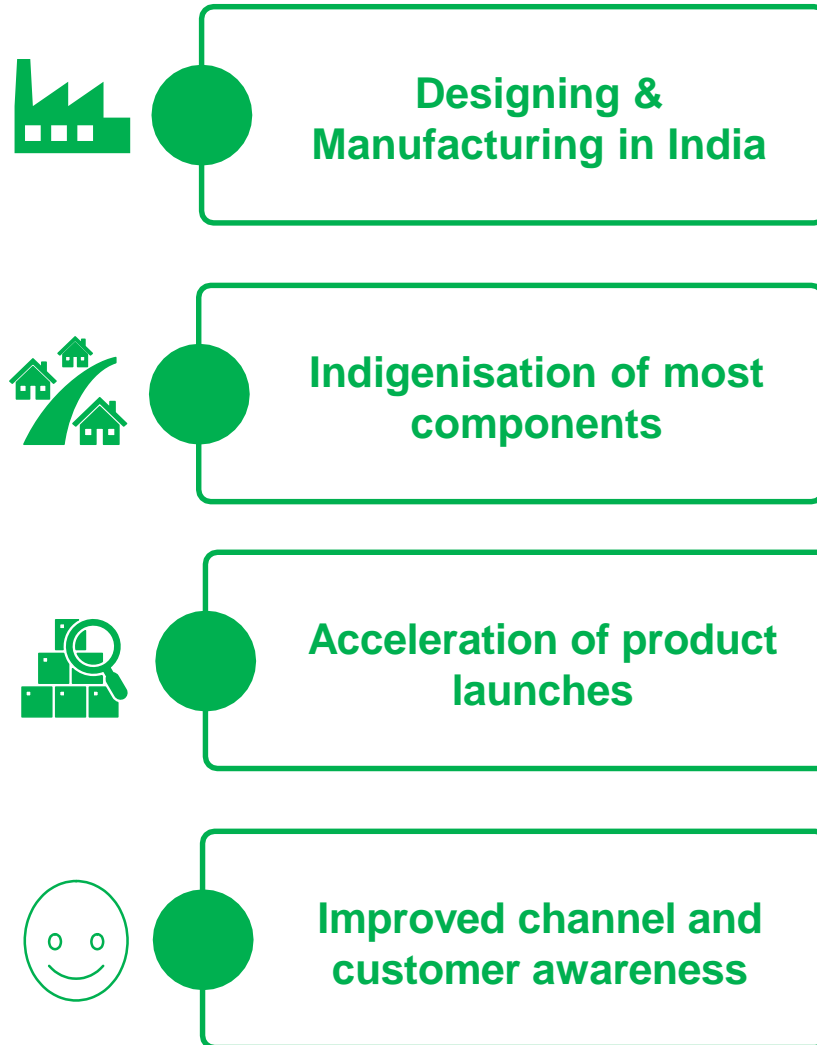


“Best FMCD & FMCE Campaign”
at
#ImpactDigitalInfluencer Awards-22

**In Consumer Durables & Electronics category*

Large Space Venti Cooling (LSV)

LSV Business Gaining Momentum



LSV Product Range



Media Campaign



Beyond Cooling Campaign

What are the benefits of Large Space Venti-Cooling Solutions?



Cools your workspace for just ₹2 per square foot.



90% more energy-efficient than HVACs.



Sustainable and leak-proof design.



Provides ROI in just 7 months.



Each unit is equivalent to planting 42 trees per year.

Follow us to know more

Symphony Large Space Venti-Cooling Solutions:
Helping workplaces get cooler and the planet more sustainable.



Our Large Space Venti-Cooling Solutions keep you cool and the planet too.

HOW?

Each unit emits less carbon which is equivalent to planting 42 trees* per year.

*Under test conditions.



Global Clientele



& many more...

Advancing ESG Agenda



27°C world

**WHEN YOU BUY OUR AIR COOLER,
YOU SOW THE SEEDS FOR
A GREENER TOMORROW.**

Each Symphony Air Cooler
= Planting 14 trees* per year

*Under test conditions



“Climate Positive” Company
(scope 1)



25 Mn+
coolers sold



132 Mn+
tons of equivalent CO2 saved till date









1.9 bn+
equivalent trees planted till date



Making A Social Impact










Corporate Governance (Beyond Compliances)

-  Principles of integrity, transparency and commitment to values
-  Responsible business action and ethical conduct
-  100% Independent Directors in Audit and NRC committees
-  Robust mechanism for regulatory and taxation compliances
-  Continuous monitoring and updation of internal systems, controls and processes
-  Disciplined goal setting and performance measurement mechanism

Financials

Performance Highlights (FY23)

-  Highest ever standalone and domestic sales surpassing pre-Covid historical high
 - *24% and 21% growth respectively vis-à-vis FY20*
-  The undisputed market leader with a market share of ~ 50% in India
 - *Accelerated product offtake across models*
-  Robust domestic sales growth across the channel
 - *Share of modern trade (LFS, RCS, e-Com and D2C) increased to 33%, up from 21% in FY20*
-  Global headwinds severely impacted performance of CT Australia (USA & Australia domestic both)
 - *Impacting consolidated profitability for the year*
 - *Medium to long term viability and profitability of USA & Australian markets remain intact*
-  Standalone Gross Margin: 47.9% (+290 bps YoY)
 - *Aided by price hike and softening of input cost (still higher than pre-Covid level)*Standalone EBITDA Margin: 20% (+210 bps YoY)
-  Standalone PAT : ₹ 165 cr. (+49% YoY)
Consol. PAT : ₹ 116 cr. (-5% YoY)
-  Shareholder payout: ~ ₹ 284 cr.
 - *Buyback : ~ ₹ 249 cr. (incl. taxes & expenses)*
 - *Final Dividend : ₹ 1 per share (50% of FV)*
 - *Interim Dividends : ₹ 4 per share (200% of FV)*

Consol. (FY23): Financials (₹ cr.)

▲ / ▼ YoY change

Margin % (▲ / ▼ YoY change)

Revenue from
Operations

1,184

▲ 14%

Gross Margin

521

▲ 11%

43.8% (▼ 130 bps)

EBITDA

138

▼ (-14%)

11.6% (▼ 390 bps)

PAT

116

▼ (-5%)

9.7% (▼ 200 bps)

Capital Employed
(of Core Business)

304

TTM (Monthly Avg.)

ROCE
(of Core Business)

42%

TTM PBIT % (on Monthly Avg. Capital
Employed)

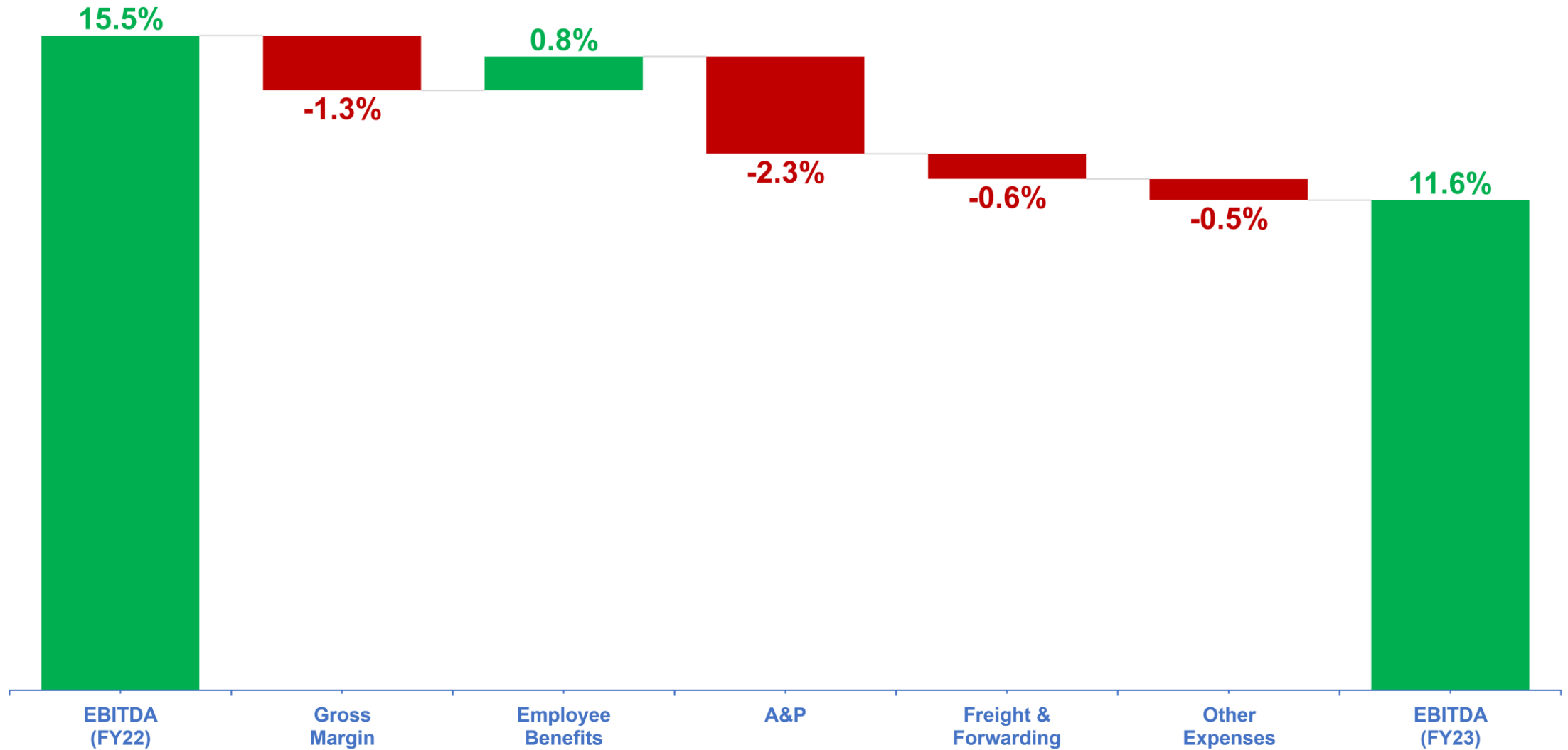
RONW

13%

↓ 170 bps

TTM PAT % (On Avg. Net Worth)

Consol. (FY23): EBITDA Margin Movement



Standalone (FY23): Financials (₹ cr.)

▲ YoY change

Margin % (▲ YoY change)

Revenue from
Operations

885

▲ 38%

Gross Margin

424

▲ 47%

47.9% (▲ 290 bps)

EBITDA

176

▲ 53%

20.0% (▲ 210 bps)

PAT

165

▲ 49%

18.6% (▲ 130 bps)

Capital Employed
(of Core Business)

39

TTM (Monthly Avg.)

ROCE
(of Core Business)

456%

TTM PBIT % (on Monthly Avg. Capital
Employed)

RONW

19%

▲ 500 bps

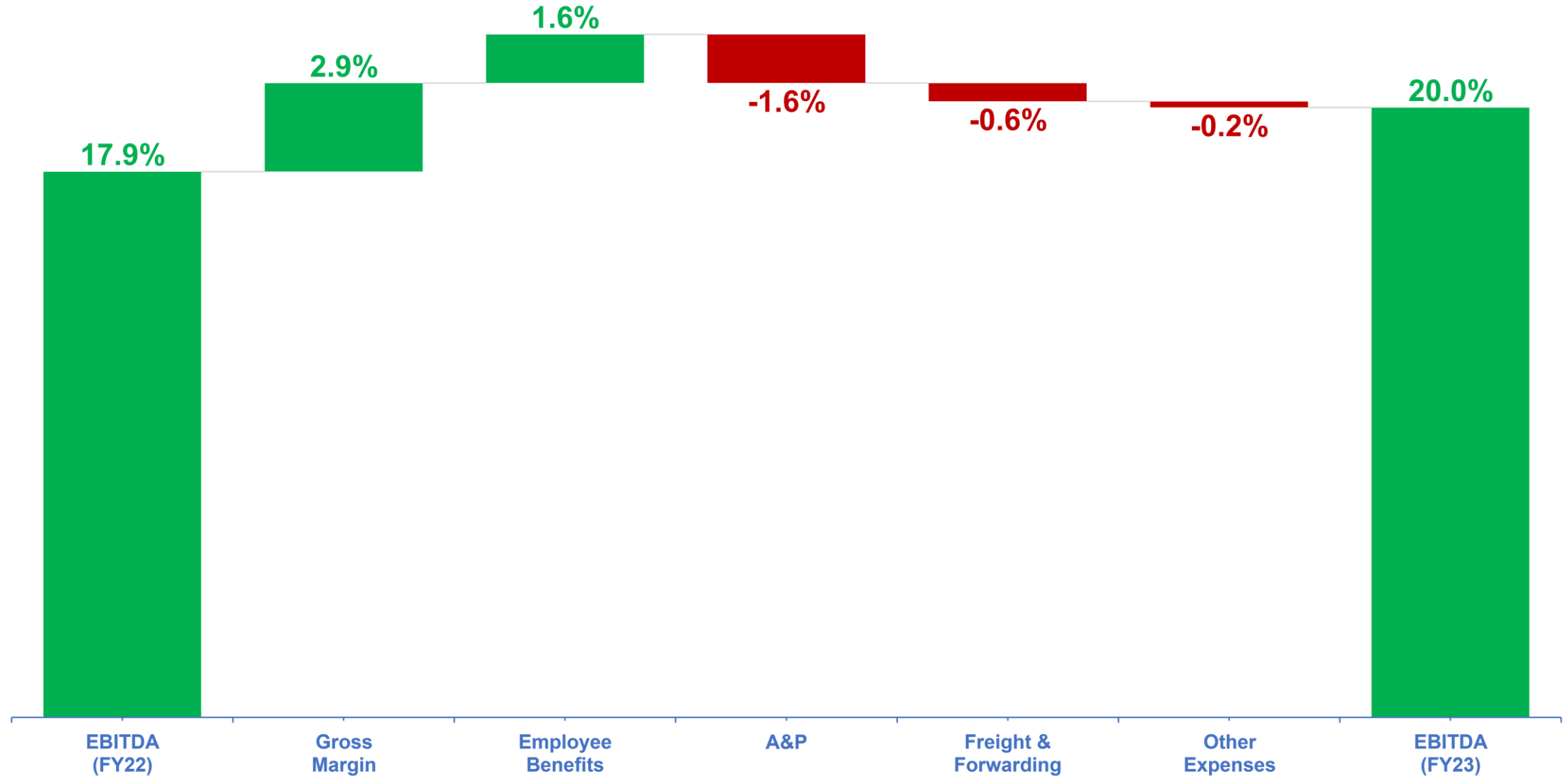
TTM PAT % (On Avg. Net Worth)

Treasury*

573

*Excl. loans/investments
in subsidiaries

Standalone (FY23): EBITDA Margin Movement



Subsidiaries (FY23): Financials (₹ cr.)

▲ / ▼ YoY change

	Revenue from Operations	Gross Margin	EBITDA	PAT
CT, Australia	225 ▼(-38%)	46 ▼(-64%)	-43	-43
IMPCO, Mexico	117 ▲15%	41 ▲8%	8 ▼(-35%)	2 ▼(-76%)
GSK, China	32 ▼(-14%)	11 ▼(-13%)	-0	-3

Performance Highlights: (9M & Q3FY24) (1/2)

Financials	Consol.		Standalone.	
	9MFY24	Q3FY24	9MFY24	Q3FY24
Revenue from Operations	₹ 824 cr.	₹ 247 cr.	₹ 545 cr.	₹ 177 cr.
YoY change (%)	-6%	-11%	-16%	-21%
Gross Margin	47.9%	47.5%	49.3%	46.3%
YoY change (bps)	+320	+380	+180	+90
EBITDA Margin	13.5%	17.6%	18.0%	23.3%
YoY change (bps)	+40	+190	-190	-170
PAT Margin	12.1%	16.6%	19.6%	24.2%
YoY change (bps)	+80	+270	+70	+100

India domestic sales impacted due to summer-end trade inventory (of ACs and Air-coolers of peers)

Gross Margin improved on YoY basis due to:

- Tactical pricing
- Value engineering
- Softening of input costs

EBITDA margin:

- Consol : Improved performance of subsidiaries
- Standalone : Gross margin expansion offset by lower sales

LSV: Robust performance and growth

3rd Interim Dividend: ₹ 2/- per share (FV: ₹ 2/-) for FY24

- Dividend Payout: ₹ 13.79 cr.

Performance Highlights: (9M & Q3FY24) (2/2)

Subsidiaries (CT + IMPCO + GSK + Brazil)	9MFY24	Q3FY24
Revenue from Operations	₹ 321 cr.	₹ 92 cr.
YoY change (%)	+12%	15%
EBITDA Margin	3.1%	3.0%
YoY change (bps)	+740	+1450
PAT Margin	-3.1%	-0.3%
YoY change (bps)	+350	+1290

CT, Australia:

- Demand headwind persists
- EBITDA loss narrowed, despite lower sale

IMPCO, Mexico:

- Highest ever 9M and Q3 revenue
- Summer season: A strong tailwind
- Robust air coolers and heaters sale

Symphony, Brazil:

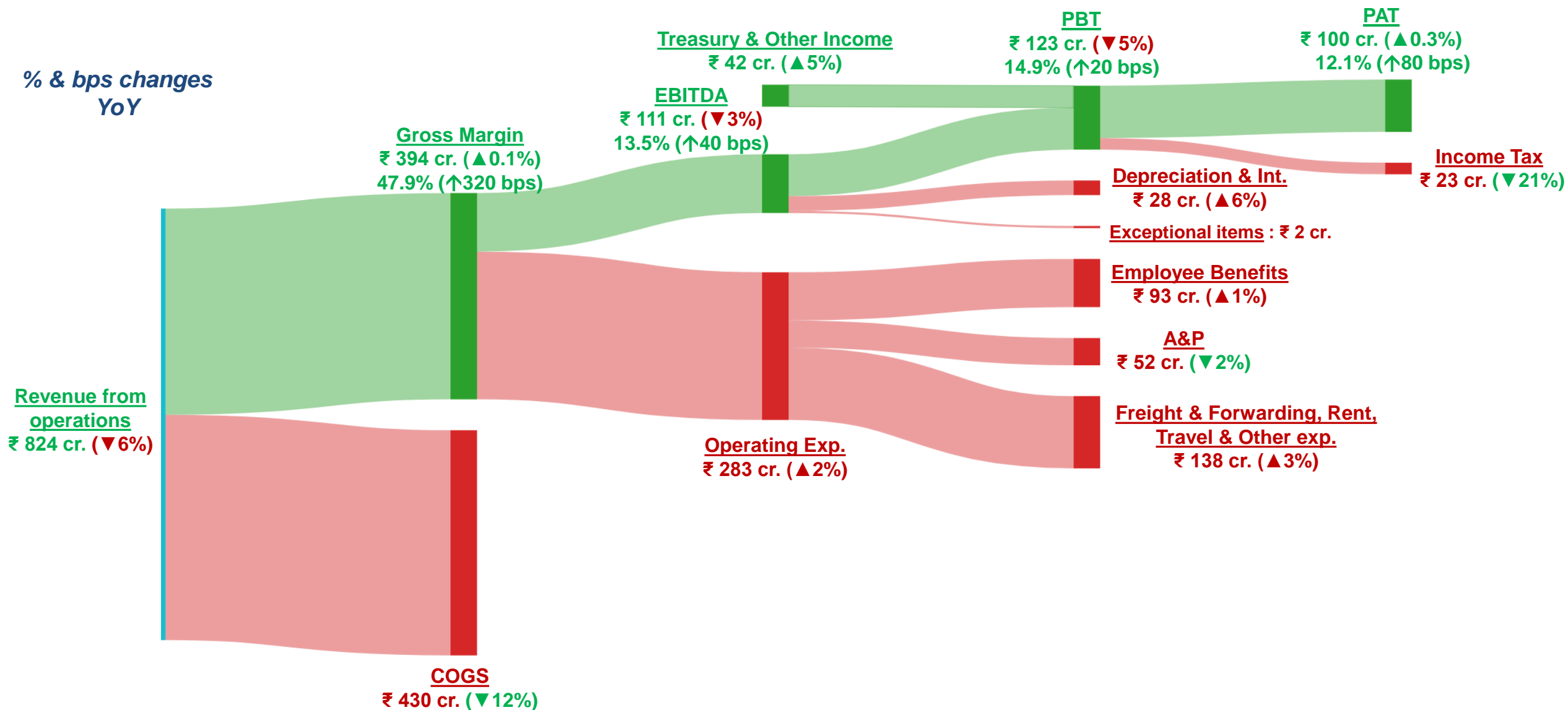
- Highest ever 9M and Q3 revenue
- Summer season: A strong tailwind
- Expansion of network distribution

GSK, China:

- Steady performance continues
- Breakeven at PAT

Consol. (9MFY24): Financials

% & bps changes
YoY

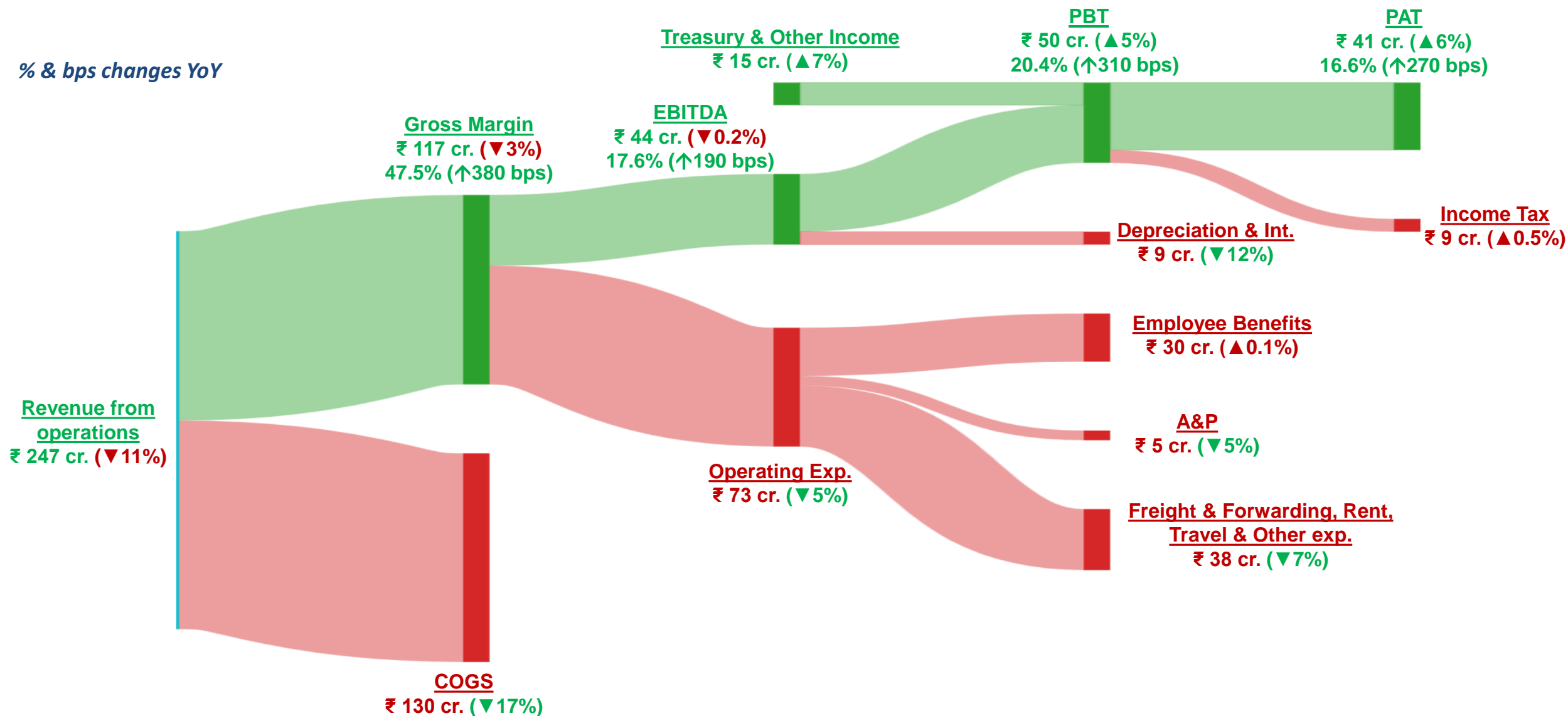


Green and red texts/symbols in the bracket indicate positive and negative outcomes

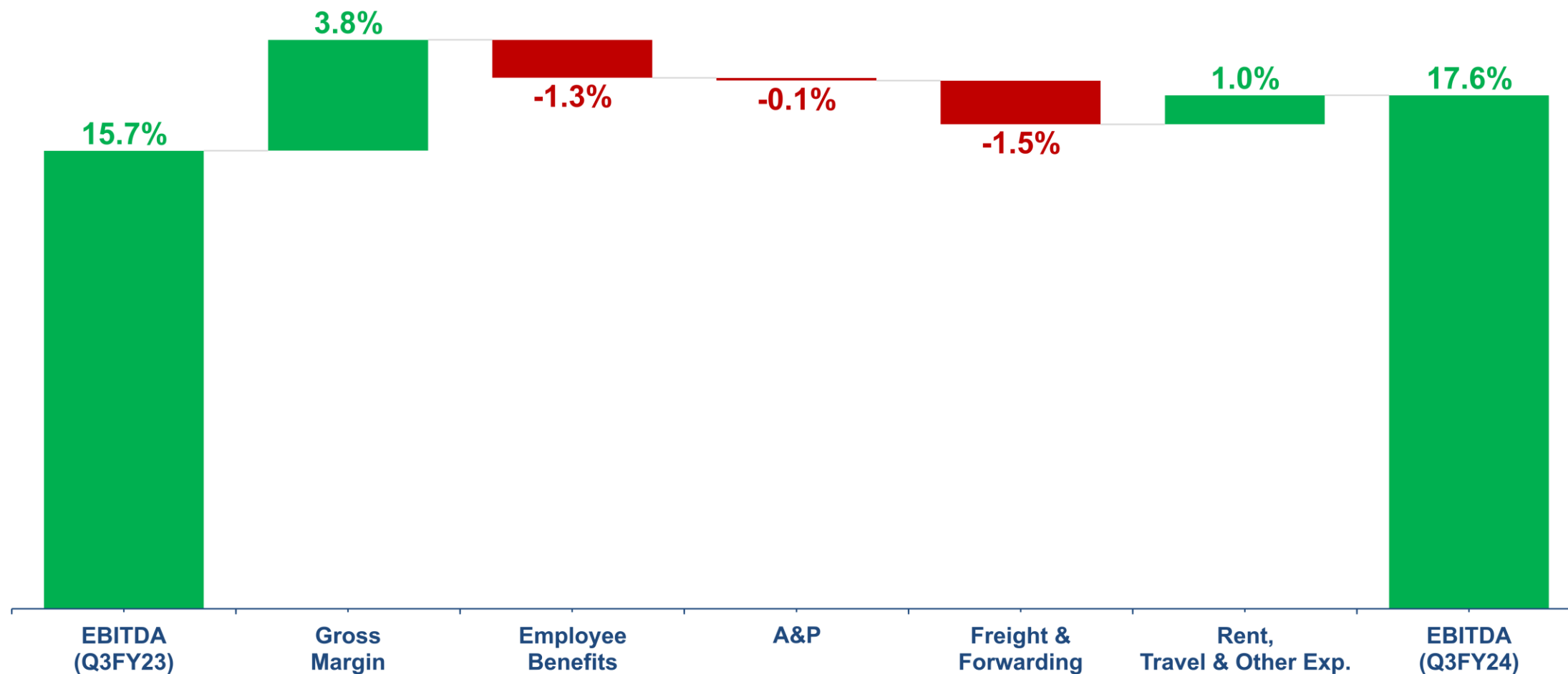
resp.

Consol. (Q3FY24): Financials

% & bps changes YoY



Consol. (Q3FY24): EBITDA Margin Movement



Consol. (Q3FY24): Key Financials Metrics

% changes YoY

Capital Employed
(Core Business)

₹ 248 Cr.

↑6%

(Monthly Avg.)

ROCE
(Core Business)

18%

↑1%

PBIT % (on Monthly Avg. Capital Employed)

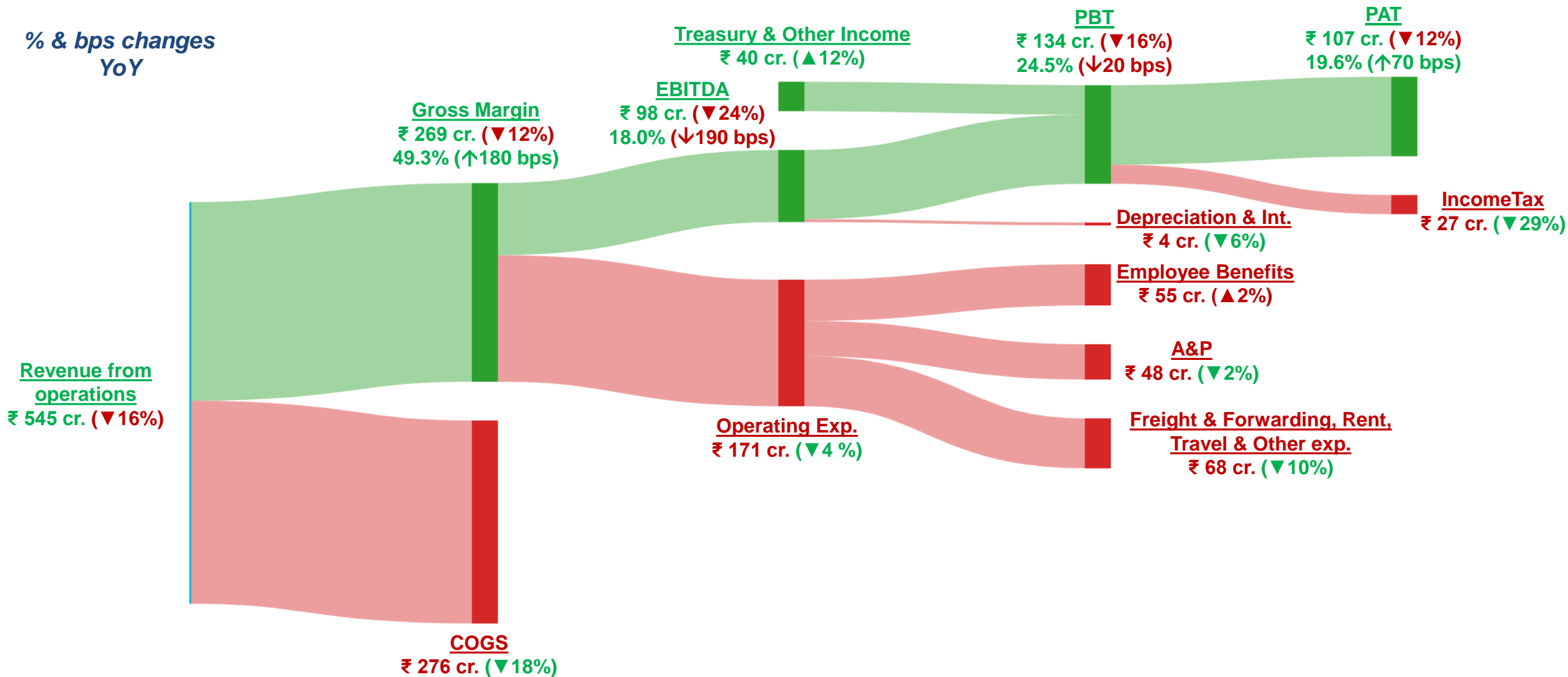
RONW

15%

↓5%

TTM PAT % (On Avg. Net Worth)

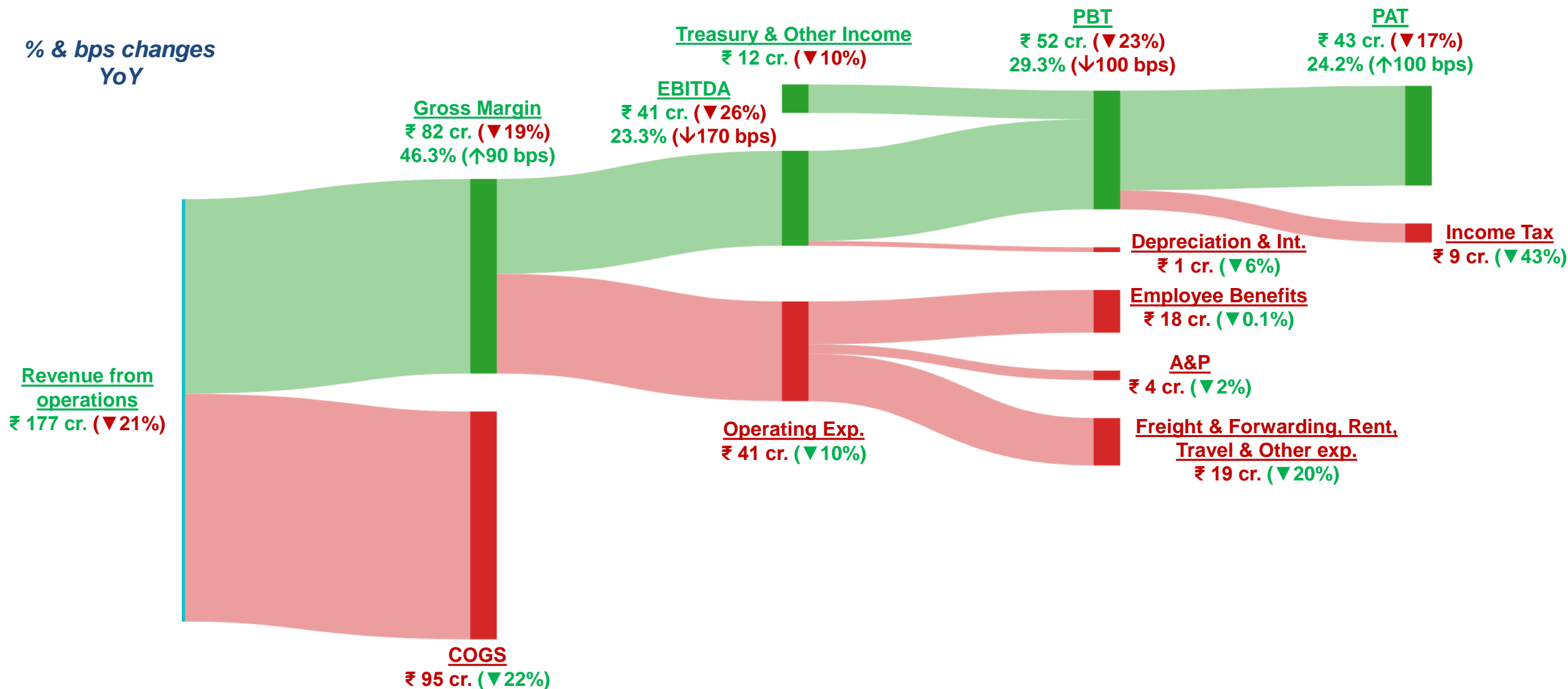
Standalone (9MFY24): Financials



Green and red texts/symbols in the bracket indicate positive and negative outcomes

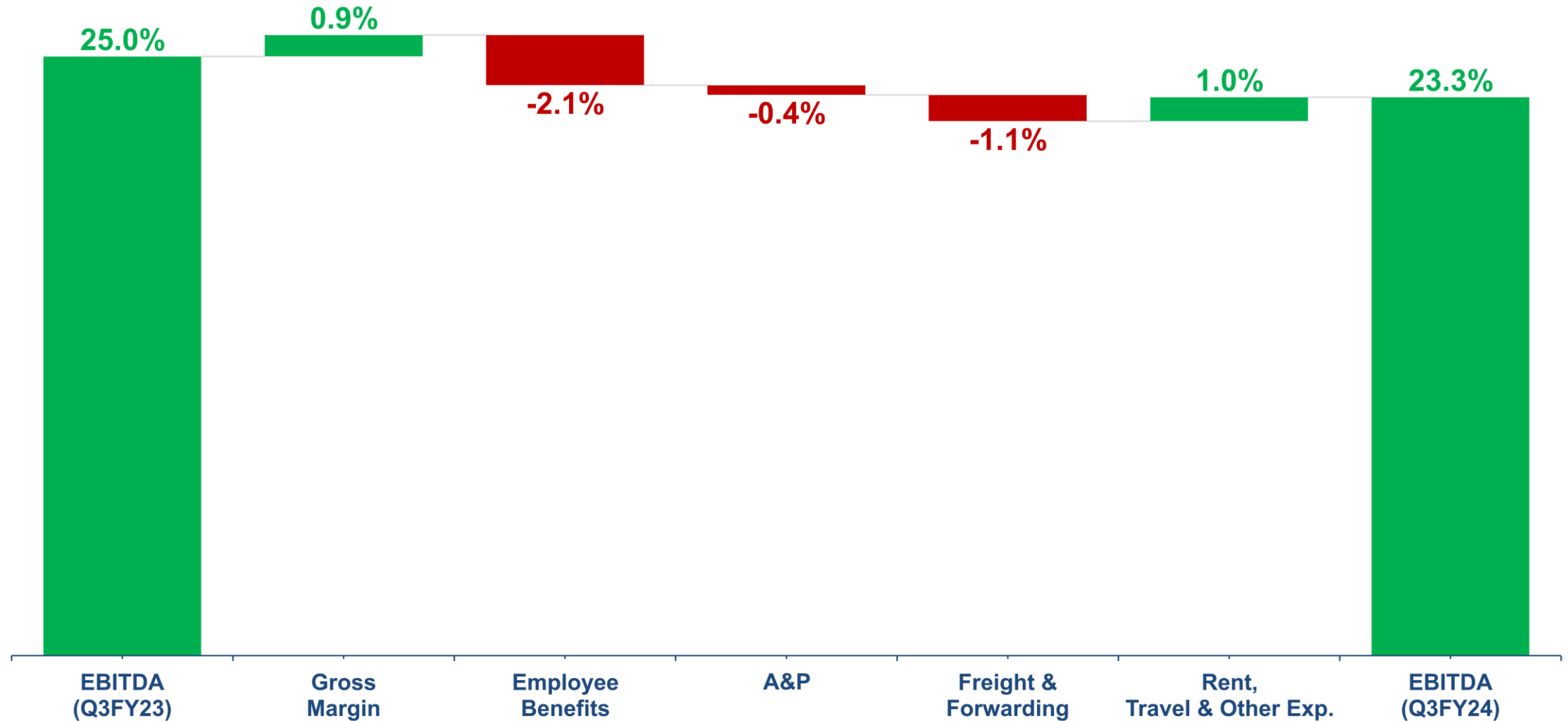
resp.

Standalone (Q3FY24): Financials



Green and red texts/symbols in the bracket indicate positive and negative outcomes resp.

Standalone (Q3FY24): EBITDA Margin Movement



Standalone (Q3FY24): Key Financials Metrics

% changes YoY

**Capital Employed
(Core Business)**

(-₹ 11 Cr.)

(Monthly Avg.)

**ROCE
(Core Business)**

Infinite

PBIT % (on Monthly Avg. Capital Employed)

RONW

19%

↓1%

TTM PAT % (On Avg. Net Worth)

Treasury* as on 31/12/23

₹ 455 Cr.

**Excl. loans/investments in subsidiaries*



“Numero Uno” in the air cooler industry:

- *Innovative value-added products ahead of competition*
- *Calibrated price hikes & value engineering*
- *Continuous thrust on semi-urban and rural markets*
- *Growth through alternate sales channels*



Leveraging complementary strengths of international business

- *Normalization of international sea freight*
- *Outsourced manufacturing to India and China (Shift from CT and IMPCO)*



Long term structural drivers in overseas market

- *Intensified heatwave and climate change*
- *Strong tailwinds for air coolers*



Major business transformation at CT, Australia currently underway through

- *Substantial rationalization of gross margin and CODB*
- *Revamping product categories*
- *In-house manufacturing to outsourced business model*
- *Leveraging retail distribution channel*



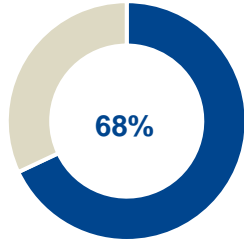
Committed to pursue growth with a focus on ESG

Shareholders' Reward Policy

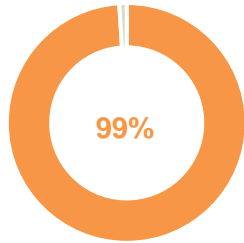
Consistent Shareholders' Pay-out

History

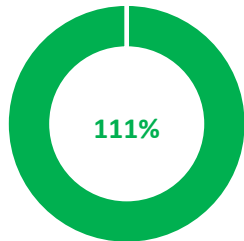
10 Years
(Up to 31-Mar-23)



5 Years
(up to 31-Mar-23)



3 Years
(Up to 31-Mar-23)



FY 22-23*



₹ 284 Cr.

**Incl. buyback, interim dividends and final dividend*

Upgraded Policy

Upgraded by the Board of Directors in meeting held on 08th February 2023



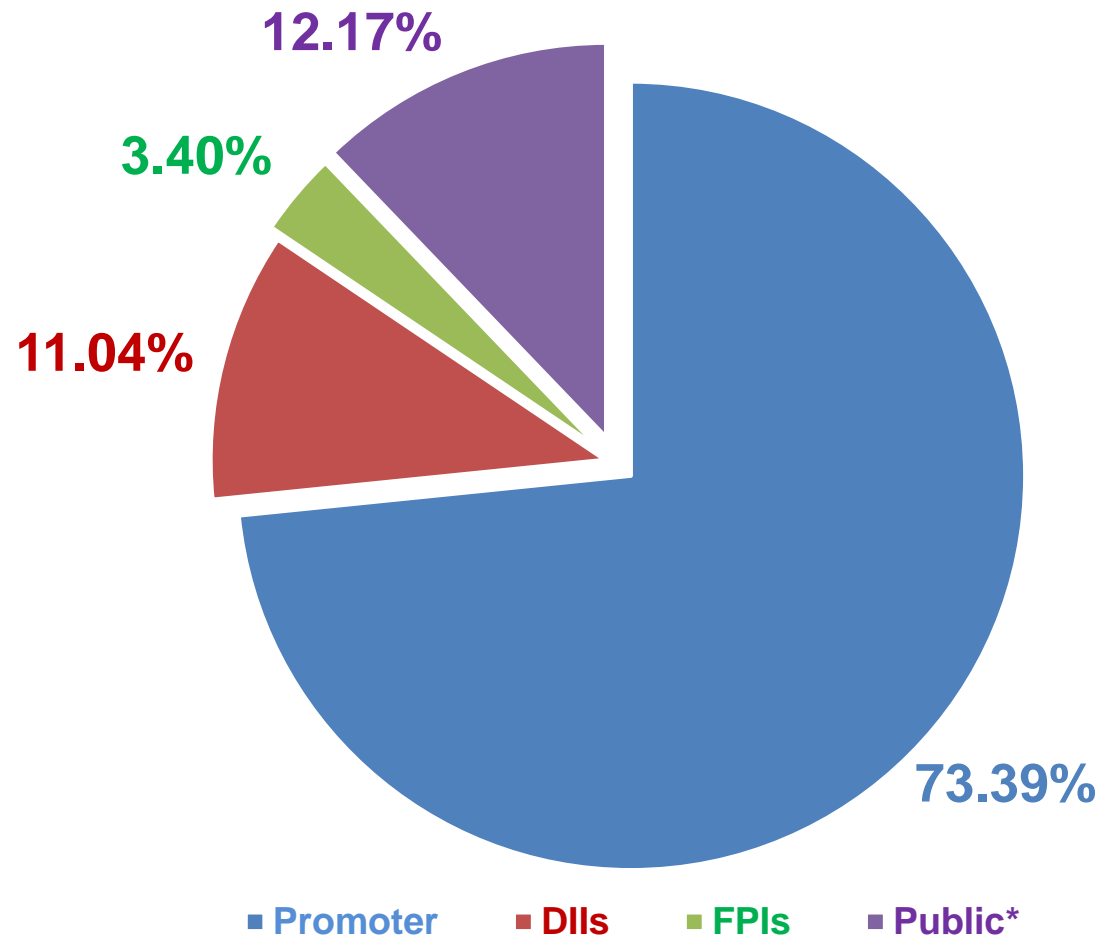
Earlier: up to 50% → Now: At Least 60%
of PAT



**Dividend, Special
Dividend and
buyback**

Shareholding Pattern

Shareholding Pattern (As on 31/12/23)



*Includes "Executive Director & Family" holding 1.67%

Sr. No. Top Domestic Mutual Funds

1	HDFC Mutual Fund
2	Axis Mutual Fund
3	UTI Mutual Fund
4	ICICI Mutual Fund
5	Franklin Templeton Mutual Fund

Sr. No. Top Foreign Portfolio Investors

1	Public Sector Pension Investment Board – IIFL Asset Management Limited
2	iShares Core MSCI Emerging Markets ETF
3	Vanguard Emerging Market Stock Index Fund
4	Vanguard Total International Stock Index Fund
5	LOBCO Limited

Glossary

CT, Australia	: Climate Technologies, Australia
Symphony, Brazil	: Symphony Climatizadores Ltda, Brazil
MoSPI	: Ministry of Statistics & Programme Implementation, Government of India
NFHS	: National Family Health Survey, Ministry of Health & Family Welfare, Government of India
NSSO	: National Sample Survey Office, Ministry of Statistics & Programme Implementation, Government of India
Gross Margin (%)	: % of Revenue from operations
A&P	: Advertisement and Sales Promotion Expenses
EBITDA	: Earnings Before Interest, Tax, Depreciation and Amortization (Excludes other income, Exceptional Items and Foreign Exchange Loss)
EBITDA Margin (%)	: % of Revenue from operations
PAT Margin (%)	: % of Revenue from operations
Return on Capital Employed (ROCE) (%) (of Core Business)	: Profit Before Interest & Tax / Capital Employed (Monthly Average)
Return on Net Worth (RONW)	: TTM Profit After Tax / Average Net Worth
Treasury	: Including Cash & Cash equivalents and excluding loans / investments in subsidiaries

THANK YOU

