TTK PRESTIGE LIMITED
GIST OF INFORMATION TO BE SHARED WITH ANALYSTS - Q4 2014-15

GENERAL BACKDROP FOR Q4 OF FY 2014-15
A. GENERAL ECONOMY

As anticipated in our last conference call the general consumer demand was muted in Q4 also

Non-seasonal rain fall in several States added to the lukewarm consumer sentiment in non-urban areas

E-tailing impact on channel conflict was some what moderate as compared to previous quarters

B. SPECIFIC TO COMPANY

Registered overall moderate growth. Appliance sales picked up.

Many geographies were sluggish except for select markets in each of the geographies

Company initiated dialogues with major e-tail channels to use their platform without disturbing other channels

Company focussed on working capital management and is now debt-free

A few one-off items had impact on the Q 4 EBIDTA margins and not indicative of future

Owing to the above Q4 results are not strictly comparable to the previous year Q4.

KEY PERFORMANCE HIGH LIGHTS OF Q4
(AS COMPARED TO Q4 OF PREVIOUS YEAR)
TOTAL SALES GREW BY ABOUT 5.18 % from Rs. 278.55 Cr to Rs. 292.98 Cr
ALMOST THE ENTIRE GROWTH CAME FROM DOMESTIC SALES.
EXPORT SALES WAS ALMOST AT THE SAME LEVEL AS PREVIOUS YEAR (CY: 13.78Cr. PY: Rs.13.63 Cr.)
EBIDTA BEFORE EXCEPTIONAL ITEMS &CSR EXPENSE WAS Rs.22.53 cr.(PY: 29.32 Cr.)
CSR EXPENDITURE BOOKED IN THE QUARTER WAS Rs.3.13 CRORES
IMPACT ON ACCOUNT OF OVERHEAD ABSORPTION IN STOCK-MOVEMENT WAS Rs.4.46 Crs.
NET PROFIT AFTER TAX WAS Rs. 9.76 Cr. (PY Q4 26.21 Cr which included one time income of Rs.8 crores)
OPERATING EBIDTA MARGIN BEFORE CSR EXPENSES STOOD AT 7.7% (PY 10.5%)
ADJUSTED EBIDTA MARGIN BEFORE ONE TIME IMPACT 9.2% (PY 10.5%).
BRAND SALIENCE WAS INTACT AS MARKET SHARES WERE MAINTAINED OR IMPROVED

KEY PERFORMANCE HIGH LIGHTS OF YEAR
(AS COMPARED TO PREVIOUS YEAR)

SALES FOR THE YEAR GREW BY 7.41% FROM RS.1323 CR TO 1421 CR
DOMESTIC SALES GREW BY 8% FROM Rs.1268 Cr to Rs.1369 Cr.
EXPORTS DROPPED FROM Rs.54.84 Cr to Rs.52.80 Cr
EBIDTA MARGIN STOOD AT 11.03% AS COMPARED TO PREVIOUS YEAR NUMBER OF 13.23%
OPERATING EBIDTA MARGIN (BEFORE EXCEPTIONAL ITEMS &CSR EXPENSES WAS 11.3% (PY:12.7%)
EPS Rs.79.30 (PY Rs.96.78)

KEY BUSINESS FACTS FOR FULL YEAR 2014-15

COMPANY GROWTH IN LINE WITH GROWTH IN ECONOMY

TRADITIONAL PRODUCT GROUP OF PRESSURE COOKERS AND COOKWARE LEADING THE GROWTH

APPLIANCES GOING THROUGH A CHURN BOTH IN MODEL AND VALUE MIX.

UNDER-ABSORBPTION OF OVERHEADS OF NEW FACILITIES IMPACTING EBITDA MARGIN

NET ADDITION TO PRESTIGE SMART KITCHEN NETWORK WAS 35 TAKING THE TOTAL TO 571

THE COMPANY BECAME DEBT FREE AS OF 31-03-2015

SALES BREAK UP (RS CRORES)

	Q4 FY 14-15	Q4 FY 13-14	GROWTH	FULL YEAR FY 14-15	FULL YEAR FY 13-14	GROWTH
COOKERS	103	101	2.0%	508	473	7.4%
MICROWAVE CKRS	3	3	0.0%	21	21	0.0%
COOKWARE	55	52	5.8%	263	227	15.9%
APPLIANCES	119	113	5.3%	573	564	1.6%
OTHERS	13	9	44.4%	56	38	47.4%
TOTAL	293	278	5.4%	1421	1323	7.4%

PROPORTION TO SALES	Q4 **FY 14-15**	Q4 **FY 13-14**	FULL YEAR **FY 14-15**	FULL YEAR **FY 13-14**
COOKERS	35.2%	36.3%	35.7%	35.8%
MICROWAVE CKRS	1.0%	1.0%	1.5%	1.6%
COOKWARE	18.8%	18.7%	18.5%	17.2%
APPLIANCES	40.6%	40.6%	40.3%	42.6%
OTHERS	4.4%	3.2%	3.9%	2.9%
TOTAL	100.0%	100.0%	100.0%	100.0%

GOING FORWARD

ACCELERATION IN GROWTH DEPENDS ON IMPROVEMENT IN CONSUMER SENTIMENT

GROWTH THROUGH LAUNCH OF NEW UPGRADED MODELS IN ALL CATEGORIES

LEVERAGING ON-LINE OPPORTUNITIES TO EXPAND CUSTOMER BASE

MARGIN IMPROVEMENT BY DRIVING INTERNAL EFFICIENCIES

BETTER UTILISATION OF NEW CAPACITIES THROUGH OE EXPORTS