

**TTK PRESTIGE LIMITED**  
**GIST OF INFORMATION TO BE SHARED WITH ANALYSTS - Q3 2014-15**

**GENERAL BACKDROP FOR Q3 OF FY 2014-15**

**A. GENERAL ECONOMY**

ANTICIPATED BUOYANCY DURING OCT/NOV FESTIVE SEASON DID NOT MATERIALISE  
HOWEVER OFF-TAKE IN LATE DECEMBER WAS ENCOURAGING.

INFLATION IN PRODUCTS OF DAILY NEED CONTINUED TO BE HIGH AFFECTING THE SENTIMENT FOR  
DISCRETIONARY SPENDING.

AGGRESSIVE "E TAIL" SALES HAS CONTINUED TO CAUSE CHANNEL CONFLICTS, RESULTING  
IN RELUCTANCE OF THE OTHER CHANNELS TO STOCK UP RIGHT THROUGH THE QUARTER

**B. SPECIFIC TO COMPANY**

TAMIL NADU BOUNCED BACK TO GROWTH INSPITE OF DEFICIENT MONSOON IN VARIOUS REGIONS  
HOWEVER OVERALL SOUTH HAD A MODERATE GROWTH DUE TO LOCAL FACTORS IN OTHER STATES.

NON-SOUTH MARKETS HAD A COMPARATIVELY BETTER GROWTH.

REGIONAL BRANDS BECAME ACTIVE IN SPECIFIC PRODUCTS IN THE APPLIANCE CATEGORY ESPECIALLY IN SOUTH.

EXPORTS PICKED DURING Q3 AND THE NEW MICROWAVE PRESSURE COOKER WAS LAUNCHED IN EXPORT MARKET.

**KEY PERFORMANCE HIGH LIGHTS OF 3rd QUARTER ENDED 31st DECEMBER 2014**

**( AS COMPARED TO Q3 OF PREVIOUS YEAR)**

TOTAL SALES GREW BY ABOUT 4% FROM Rs. 378 Cr TO Rs. 393 Cr

DOMESTIC SALES GREW BY ABOUT 3.5% FROM Rs. 367 Cr TO Rs. 380 Cr

EXPORT SALES GREW BY 17.6% FROM Rs. 11.48 Cr TO Rs. 13.5 Cr

EBIDTA WAS 47.25 Cr ( PY Q3 : Rs.48.66Cr)

NET PROFIT AFTER TAX WAS Rs. 28.06 Cr. ( PY Q3 29.49 Cr.)

EPS WAS Rs. 24.10 (PY Q3 Rs.25.33)

EBIDTA MARGIN STOOD AT 12.03% AS COMPARED TO PRECEDING Q2'S 12.08%

**KEY PERFORMANCE HIGH LIGHTS OF CUMULATIVE 9 MONTHS**

**( AS COMPARED TO CUMULATIVE 9 MONTHS OF PREVIOUS YEAR)**

SALES FOR THE CUM 9 MONTHS GREW BY 8% FROM RS.1045 CR TO 1128 CR

DOMESTIC SALES GREW BY 8.5% FROM Rs.1004 Cr TO Rs.1089 Cr. DURING THE SAME PERIOD

EXPORTS DROPPED FROM Rs.41.21 Cr TO Rs.39.01 Cr

EBIDTA MARGIN STOOD AT 12.12% AS COMPARED TO PREVIOUS YEAR ANNUAL AVERAGE OF 12.7%

NET PROFIT AFTER TAX FOR THE CUM 9 MONTHS WAS RS.82.56 CR AS COMPARED TO RS.85.58 CR OF  
PREVIOUS YEAR CUM 9 MONTHS

EPS FOR THE CUMULATIVE 9 MONTHS PERIOD WAS Rs.70.92 ( PY Rs.73.51)

**KEY BUSINESS FACTS FOR Q3 OF 2014-15**

TRADITIONAL PRODUCT GROUP - COOKERS&COOKWARE CONTINUE TO GROW

GRWOTH IN APPLIANCE IS INFLUENCED BY MODEL MIX AS THE CONSUMER PREFERENCE IS FOR LESS PREMIUM PRODUCTS.

BRAND SALIENCE CONTINUES TO BE HIGH AS MARKET SHARES ARE INTACT OR IMPROVING

EXPORTS HAVE STARTED GROWING AFTER THE LAUNCH OF NEW PRODUCTS.

NET ADDITION TO PRESTIGE SMART KITCHEN NETWORK WAS 17 TAKING THE TOTAL TO 575

NET BORROWING HAS REDUCED FROM AROUND 56 CR TO 35 CR

**SALES BREAK UP (RS CRORES)**

	Q3	Q3	GROWTH	CUM 9 MONTHS		GROWTH
	FY 14-15	FY 13-14		FY 14-15	FY 13-14	
COOKERS	135	129	4.7%	405	372	8.9%
MICROWAVE CKRS	4	4	0.0%	18	18	0.0%
COOKWARE	78	71	9.9%	208	175	18.9%
APPLIANCES	159	163	-2.5%	454	451	0.7%
OTHERS	16	11	45.5%	43	29	48.3%
TOTAL	392	378	3.7%	1128	1045	7.9%

PROPORTION TO SALES	Q3	Q3	CUM 9 MONTHS	
	FY 14-15	FY 13-14	FY 14-15	FY 13-14
COOKERS	34.4%	34.1%	35.9%	35.6%
MICROWAVE CKRS	1.0%	1.0%	1.6%	1.7%
COOKWARE	19.9%	18.8%	18.4%	16.7%
APPLIANCES	40.6%	43.1%	40.2%	43.2%
OTHERS	4.1%	2.9%	3.8%	2.8%
TOTAL	100.0%	100.0%	100.0%	100.0%

**GOING FORWARD**

THE TREND SEEMS TO BE MUTED FOR THE REST OF THE FINANCIAL YEAR

Q4 FOCUS IS ON STREAMLINING THE INVENTORY LEVEL AND THUS CAPITAL EMPLOYED

THE CENTRAL BUDGET ANNOUNCEMNTS EXPECTED TO SPUR THE MARKET FOR FY 16