

## TTK PRESTIGE LIMITED

### GIST OF INFORMATION TO BE SHARED WITH ANALYSTS - Q2 2012-13

#### KEY PERFORMANCE HIGH LIGHTS OF QUARTER ENDED 30th SEPTEMBER 2012 ( AS COMPARED TO Q2 OF PREVIOUS YEAR)

SALES FOR Q2 GREW BY 10.9% FROM Rs.309 CRORES to RS. 343 CRORES

EBIDTA AT Rs.50.67 CRORES FOR Q2 -MORE OR LESS THE SAME AS LAST YEAR

EBIDTA MARGIN 14.79% ( Previous Qtr 15.7%) (PY Q2 16.45%, )

NET PROFIT AFTER TAX FOR Q2 OF CURRENT YEAR WAS Rs. 30.28 CRORES.(PY Q2: 33.71 CRORES.)

EPS FOR Q2 STOOD AT Rs.26.75 AS AGAINST Rs.29.78 OF THE P.Y

#### KEY PERFORMANCE HIGH LIGHTS OF THE HALF YEAR ENDED 30th SEPTEMBER 2012 (AS COMPARED TO I HALF OF 2011-12)

SALES FOR THE I HALF OF 2012-13 GREW BY 19.3% FROM 546.25 CRORES to 651.67 CRORES

EBIDTA GREW BY 11.85% FROM 88.67 CRORES TO 99.18 CRORES

EBIDTA MARGIN FOR I HALF YEAR AT 15.22% ( P.YEAR I HALF 16.23%) (PY 2nd half 15%)

NET PROFIT AFTER TAX FOR I HALF WAS Rs.60.96 CRORES (P.Y I half 59.05CRORES)

EPS FOR 1ST HALF RS 53.85(PY RS.52.16)

#### KEY BUSINESS FACTS FOR Q2 OF 2012-13

(1) IN THE PREVIOUS YEAR, THE FESTIVE SALES LOADING TOOK PLACE IN SEPT 11. IN THE CURRENT YEAR THIS WILL TAKE PLACE IN THE MONTH OF OCTOBER. THIS HAS INFLUENCED THE TOP LINE AND ALSO THE EBIDTA FOR Q2

(2) DUE TO HIKE IN FUEL PRICES AND INFLATION IN PRICES OF ARTICLES OF DAILY CONSUMPTION, THE CONSUMER SENTIMENT HAS BEEN AFFECTED IN SINCE JULY 2012

3) OVERALL SLOWDOWN IN THE ECONOMY COUPLED WITH DELAYED MONSOON, DISTURBANCES IN THE KEY SOUTH INDIAN MARKETS ETC. HAVE ALSO IMPACTED THE DOMESTIC SALES. HOWEVER THE COMPANY'S MARKET SHARE AND BRAND SALIENCE WAS NOT AFFECTED BUT IMPROVED IN KEY PRODUCT CATEGORIES

4) DEPRECIATION OF RUPEE DURING Q2 ALSO AFFECTED THE EBIDTA MARGIN.

5)EXPORTS SALES FOR Q2 WAS RS.19.86 CRORES (PY Q2 RSW.5.56 CRORES)

6) THE APPLIANCES SALES WAS AFFECTED BY LOWER GROWTH IN INDUCTION COOKTOPS DUE TO SEVERE POWER CUTS IN KEY SOUTH INDIAN MARKETS.

7) NET ADDITION TO PSK NET WORK DURING THE QUARTER WAS 25, TAKING THE TOTAL TO 390 ACROSS 195 TOWNS IN 24 STATES

**SALES BREAK UP (RS CRORES)**

|            | Q2      | Q2      | GROWTH | I HALF  | I HALF  | Growth | EXPORTS |         |       |
|------------|---------|---------|--------|---------|---------|--------|---------|---------|-------|
|            | 2012-13 | 2011-12 |        | 2012-13 | 2011-12 |        | 2012-13 | 2011-12 |       |
| COOKERS    | 133     | 111     | 20%    | 254     | 208     | 22%    | Q2      | 19.86   | 5.55  |
| COOKWARE   | 56      | 64      | -13%   | 109     | 106     | 2%     | I HALF  | 37.13   | 13.21 |
| APPLIANCES | 137     | 128     | 7%     | 259     | 218     | 19%    |         |         |       |
| OTHERS     | 17      | 6       | 183%   | 30      | 13      | 131%   |         |         |       |
| TOTAL      | 343     | 309     | 11%    | 652     | 546     | 19%    |         |         |       |

| PROPORTION TO SALES | Q2      | Q2       | I HALF  | I HALF  |
|---------------------|---------|----------|---------|---------|
|                     | 2012-13 | 2011-12  | 2012-13 | 2011-12 |
|                     | CURRENT | PRE YEAR |         |         |
| COOKERS             | 38.8%   | 35.9%    | 39.0%   | 38.2%   |
| COOKWARE            | 16.3%   | 20.7%    | 16.7%   | 19.5%   |
| APPLIANCES          | 39.9%   | 41.4%    | 39.7%   | 39.9%   |
| OTHERS              | 5.0%    | 1.9%     | 4.6%    | 2.4%    |
| TOTAL               | 100.0%  | 100.0%   | 100.0%  | 100.0%  |

**CAPEX PLANS/DEBT POSITION**

GUJARAT PROJECT - CONSTRUCTION GOING ON - PRODUCTION SCHEDULED JAN 2013  
 TOTAL CAPEX SPEND TILL DATE IS AROUND 257CRORES  
 BALANCE WILL BE SPENT BEFORE 31.3.2013 - (AROUND Rs.75 CRORES)  
 DEBT AS ON 30TH SEPT WAS Rs.123 crores

**GOING FORWARD**

(1) THE COMPANY'S GUIDANCE AT THE START OF THE YEAR WAS 25%, THE ACHIEVEMENT OF WHICH DEPENDS ON THE CONSUMER SENTIMENT DURING FESTIVE SEASON AND THE GENERAL IMPROVEMENT IN THE ECONOMIC CLIMATE DURING THE 2ND HALF OF THE FINANCIAL YEAR

(2) THE APPLIANCE/COOKWARE PRODUCTS ARE EXPECTED TO PERFORM BETTER ON ACCOUNT OF THE CEILING IMPOSED ON SUBSIDISED GAS CYLINDERS AND THE PRICING OF NON -SUBSIDISED GAS CYLINDERS.

(3) THE COMPANY WILL CONTINUE TO INVEST AGGRESSIVELY IN THE BRAND TO SUSTAIN / IMPROVE MARKET SHARES.

(4) THE IMPACT OF NEW LAUNCHES LIKE CORELLE,CIRCULON ETC WILL BE KNOWN DURING 2ND HALF