

Greenchef®

GREENCHEF APPLIANCES LIMITED



INVESTOR PRESENTATION

GREENCHEF AT A GLANCE



20+ years
of existence

20+ Categories of Home &
Kitchen Appliances

Total Kitchen
Appliances Solutions

300+ sku's

4 Manufacturing Units
with successful
Backward Integration
& Design capabilities
Efficient after sales
service

Awarded Best Home &
Kitchen Appliances
Manufacturer by Karnataka
Business Awards 2022

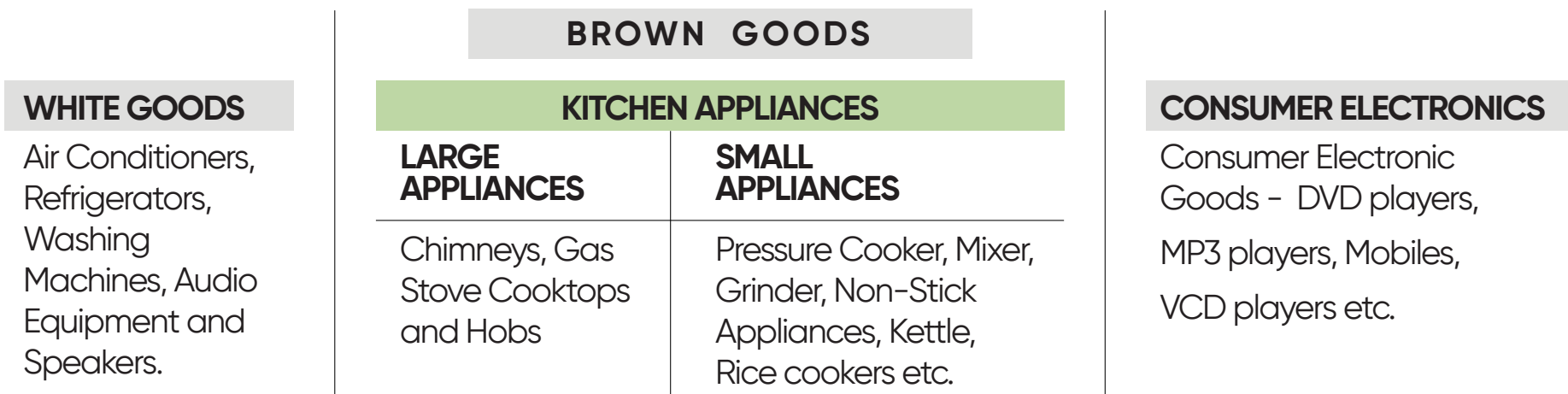
Asia's Most Trusted Brand
in 2021

5 C&F Agents
450+ Distributors
Presence in
22 States &
3 Union Territories

Sales Channels
- General Trade (GT)
- Modern Trade (MT)
- Online

INDUSTRY OVERVIEW

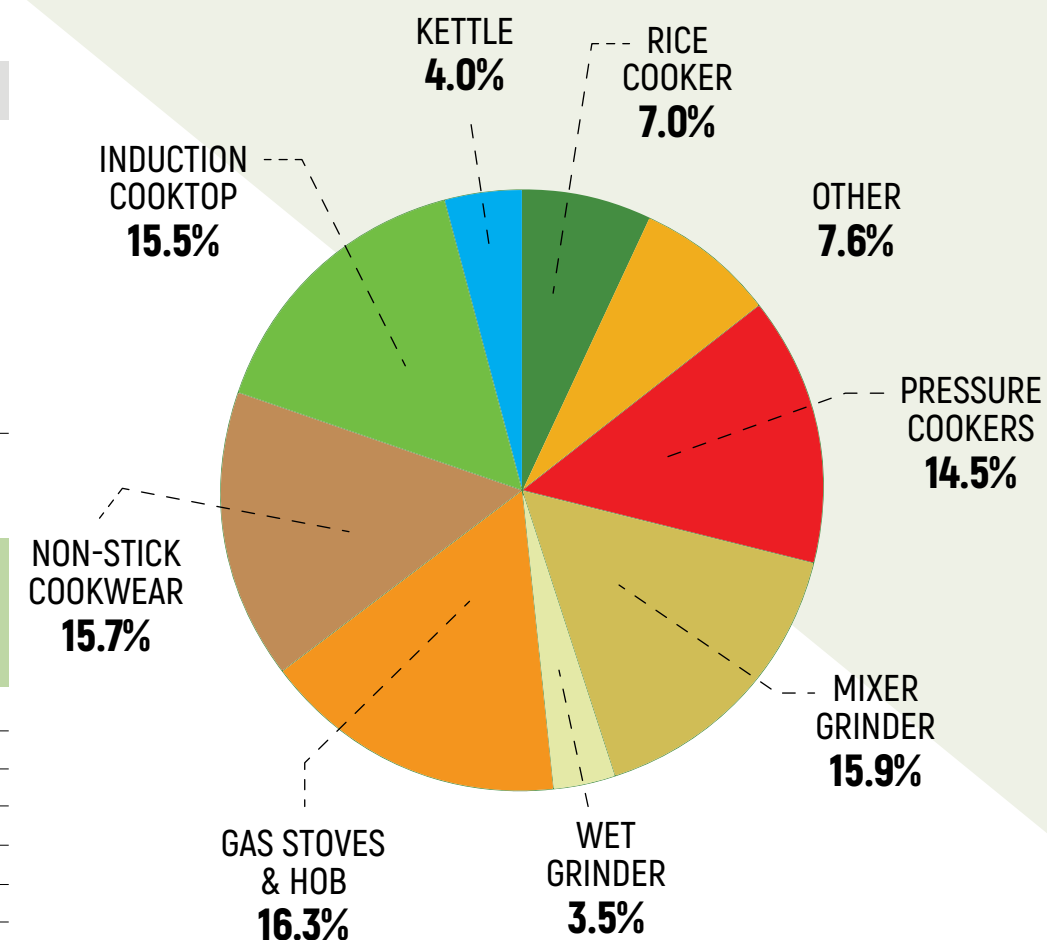
CONSUMER DURABLE INDUSTRY



KITCHEN APPLIANCES INDUSTRY PRODUCT-WISE SNAPSHOT

PARTICULARS	YEAR 2022		YEAR 2026P		CAGR % (2022-2026)		MARKET LEADER (2022)	MARKET SHARE OF MARKET LEADER (IN % 2022)	MARKET SHARE OF GREENCHEF (IN % 2022)
	VALUE USD (MN)	VOLUME ('000 UNITS)	VALUE USD (MN)	VOLUME ('000 UNITS)	VALUE USD (MN)	VOLUME ('000 UNITS)			
GAS STOVES & HOB	386	-	707	-	16.3%	-	PRESTIGE	13.25%	5.44%
PRESSURE COOKER	336	31,250	577	44,369	14.5%	9.2%	TTK PRESTIGE	34.58%	2.08%
MIXER GRINDER	670	19,024	1,208	27,368	15.9%	9.5%	BAJAJ ELECTRICALS	38.70%	1.55%
WET GRINDER	25	376	28	430	2.9%	34%	PREETHI	19.34%	6.39%
NON-STICK COOKWARE	88	6,067	158	8,391	15.7%	8.4%	TTK PRESTIGE	52.57%	6.87%
INDUCTION COOKER	81	2,604	144	3,649	15.5%	8.8%	PRESTIGE	46.20%	6.06%
KETTLE	21	1,035	26	1,149	5%	2.6%	BAJAJ ELECTRICALS	19.58%	17.75%
RICE COOKER	64	2,176	85	2,772	7.5%	6.2%	PANASONIC	35.23%	1.16%

KITCHEN APPLIANCES - PRODUCT WISE MARKET SHARE IN %



Source: CareEdge Research, Research Dive

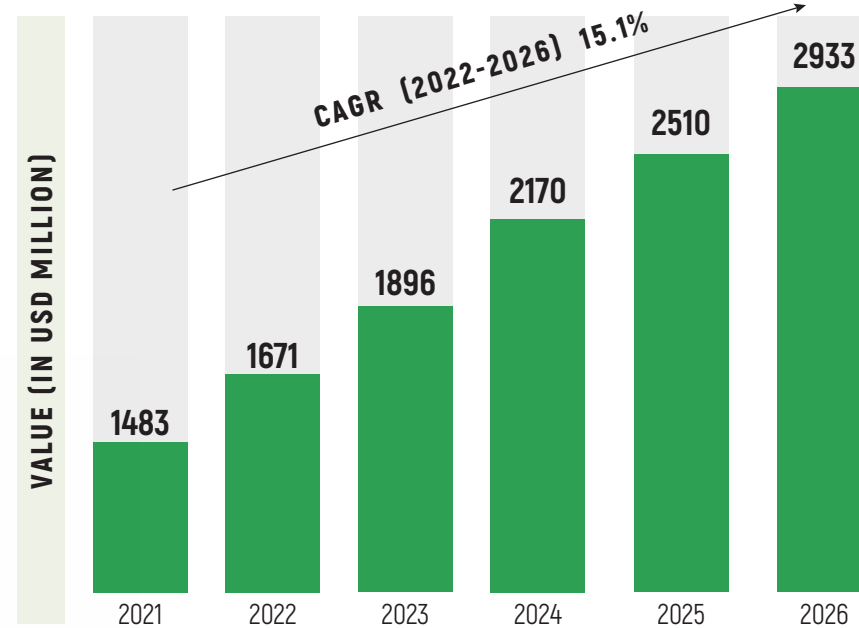
INDUSTRY OVERVIEW

The Global Kitchen Appliances market size is approximately USD 250 billion in 2022 & projected to grow at 4%-5% CAGR by 2027.

The Indian kitchen appliances market is anticipated to reach USD 2,933 million by the year 2026, increasing from USD 1,671 million in the year 2022, at a CAGR of 15.1%

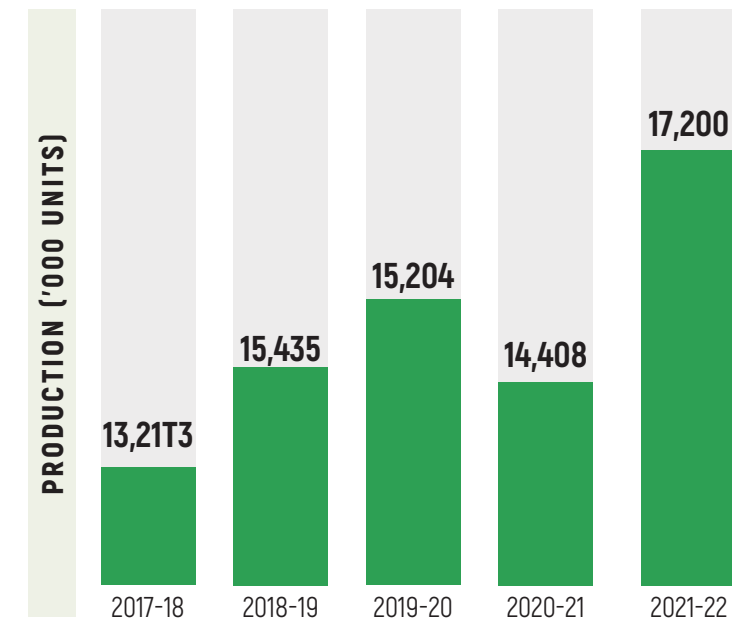


Indian Kitchen Appliances Market Estimation and Forecast Analysis, 2022 - 2026 (in Value)



Note: includes electric cooking appliances, non-electric heating appliances for cooking, electric water heaters and pressure cooker;

Production trend of kitchen appliances industry



(includes Pressure cooker, Mixer Grinder, Wet Grinder, Gas stoves and hobs, Non-stick cookware, Induction cooktop, Kettle and Rice cooker)

Source: CareEdge Research, Research Dive

INDUSTRY GAS STOVES & HOBS

The Gas Stove and Hobs market is expected to grow at a CAGR of 16.3% in the period of 2022-2026 in terms of value.

Supportive Government initiatives in clean cooking and use of LPG is surging use of Gas Stoves and Hobs

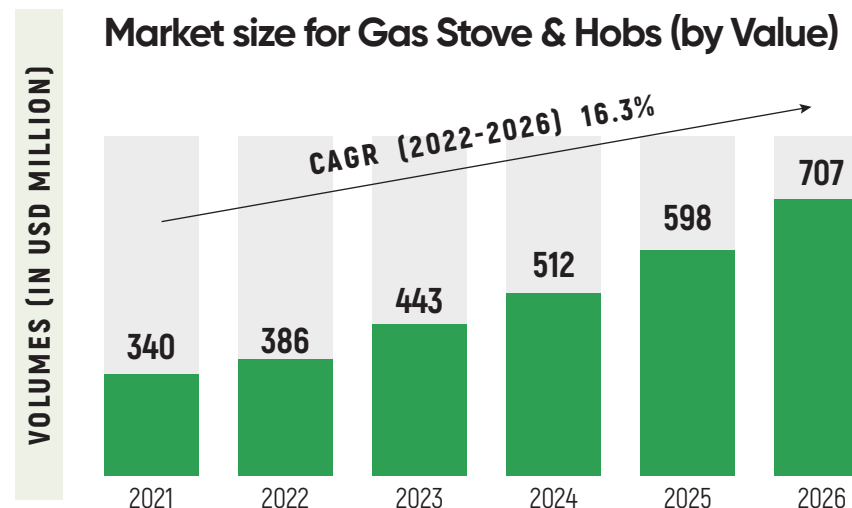
Sales are more through offline channel v/s online channel.

Volume of offline channel is expected to grow at a CAGR of 16.9% & that of online channel at a CAGR of 13.9% between 2022-2026

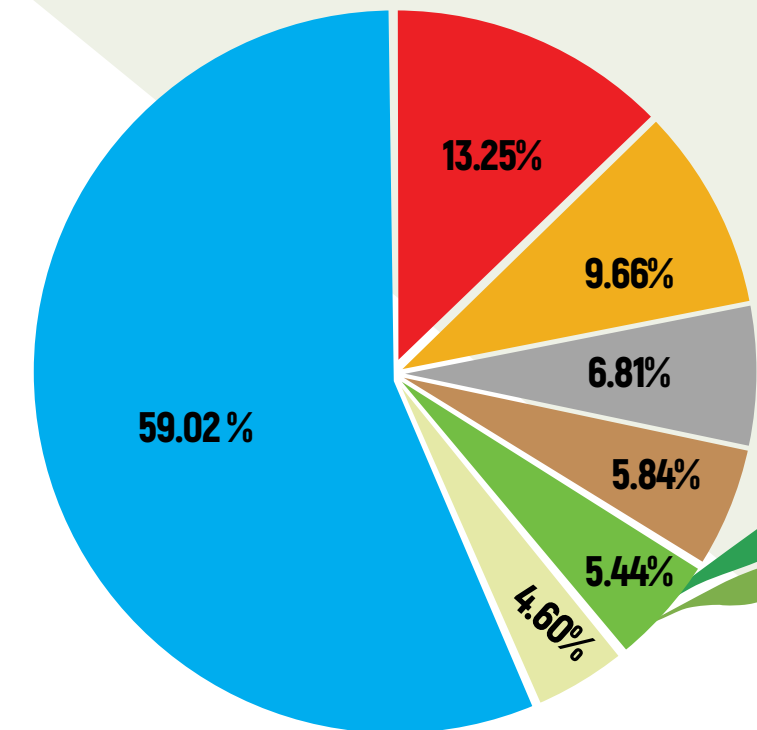


Brand Share Analysis Gas Stove & Hobs

Market size for Gas Stove & Hobs (by Value)



Source: CareEdge Research, Research Dive



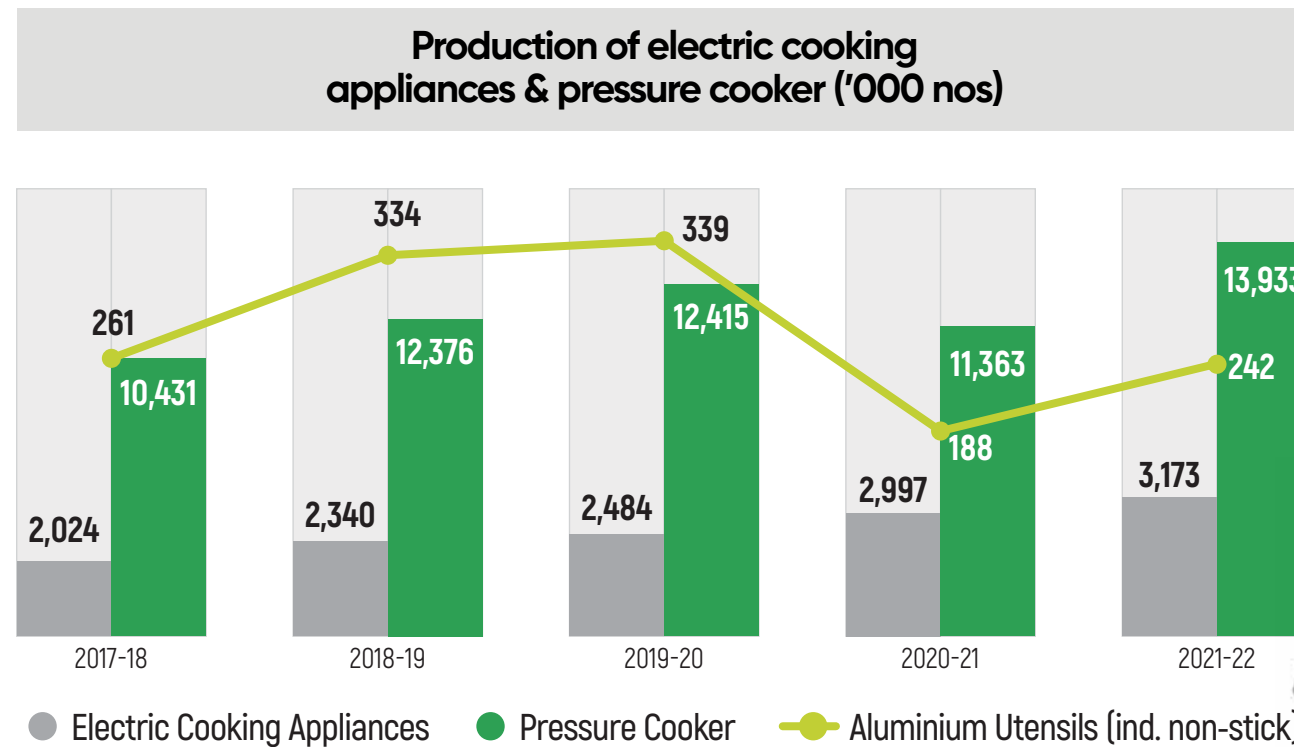
- PRESTIGE
- BUTTERFLY GANDHIMATHI APPLIANCES LIMITED
- SUNFLAME
- FABER
- GREENCHEF
- STOVEKRAFT
- OTHER BRANDS

INDUSTRY SMALL COOKING APPLIANCES

Production of electric cooking appliances witnessed 6% y-o-y growth in the year 2022 in terms of volume, surpassing the pre-pandemic level by 28%.

Production of pressure cooker in terms of volume registered 23% of y-o-y growth in the year 2022, 12% higher than the pre-pandemic year.

Wholesale Price Index of small kitchen appliances registered about 2.2% CAGR in the past 10 years.



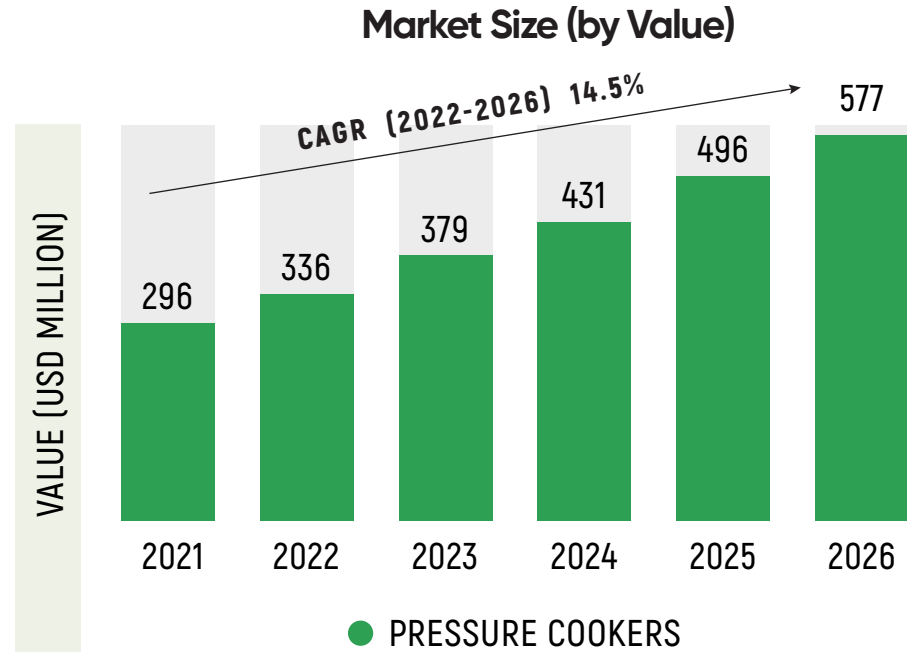
Products

- Pressure Cookers
- Mixer Grinder
- Non-stick appliances
- Kettle
- Rice cookers

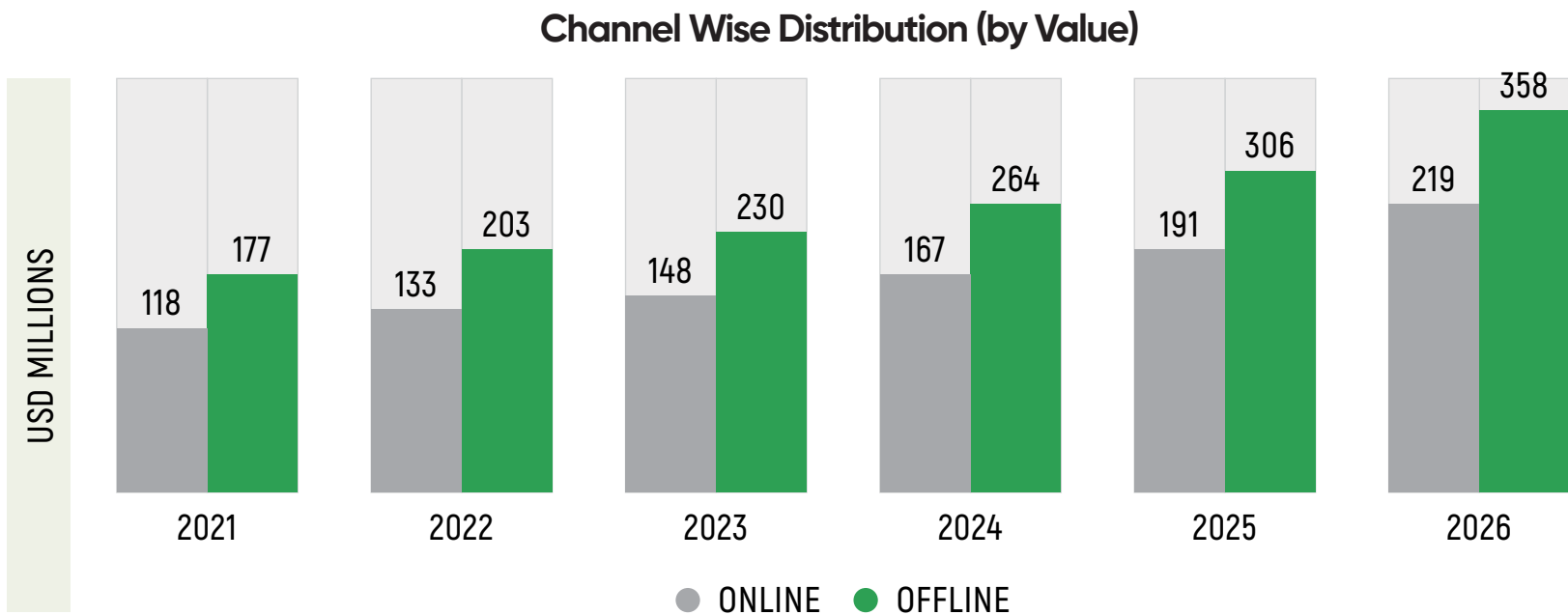


Source: CareEdge Research, Research Dive

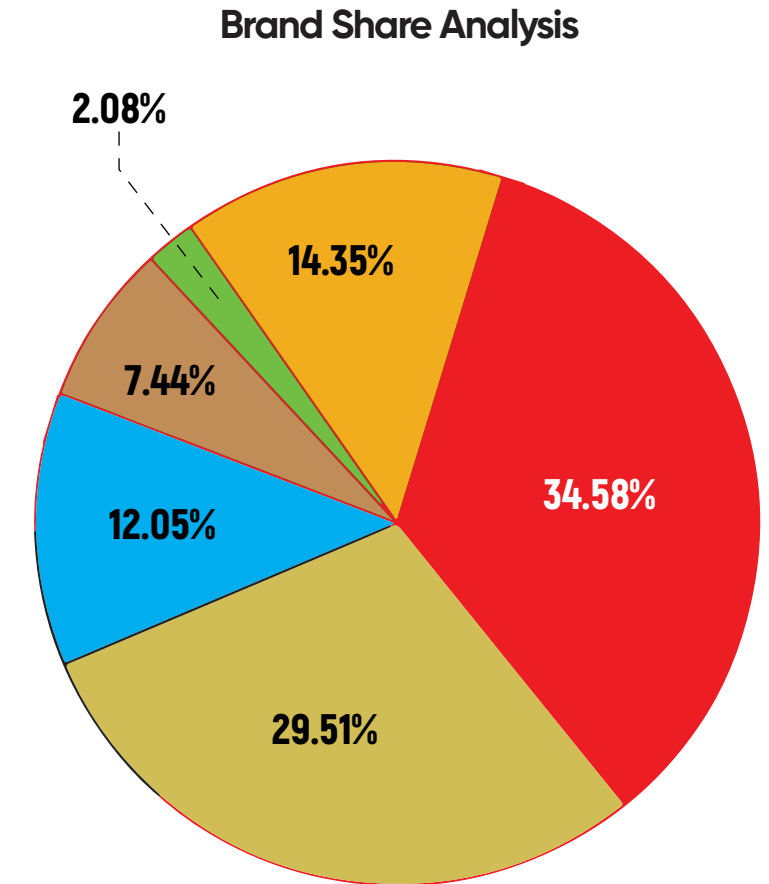
INDUSTRY PRESSURE COOKER



Source: CareEdge Research, Research Dive



Source: CareEdge Research, Research Dive

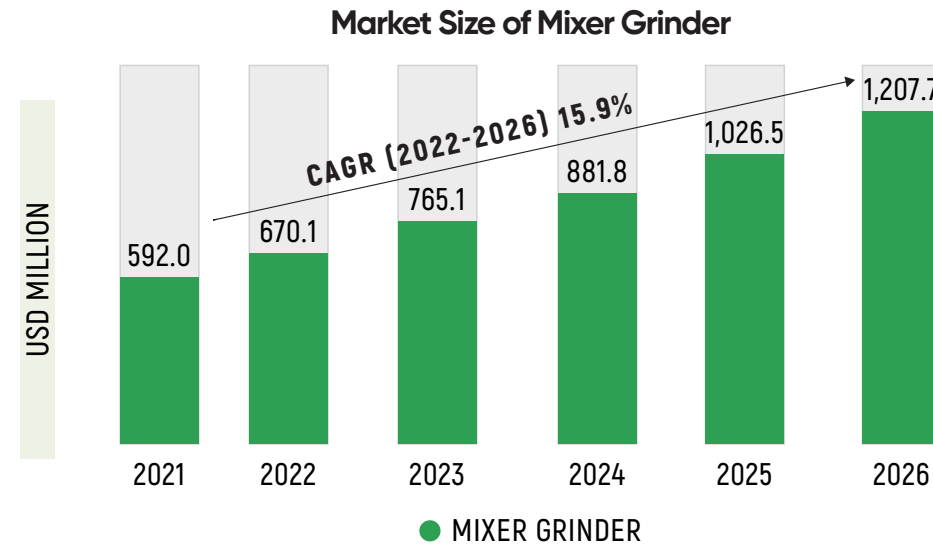


- TTK PRESTIGE
- BUTTERFLY GANDHIMATI APP. LTD.
- HAWKINS
- GREENCHEF
- STOVE KRAFT LIMITED
- OTHERS BRANDS

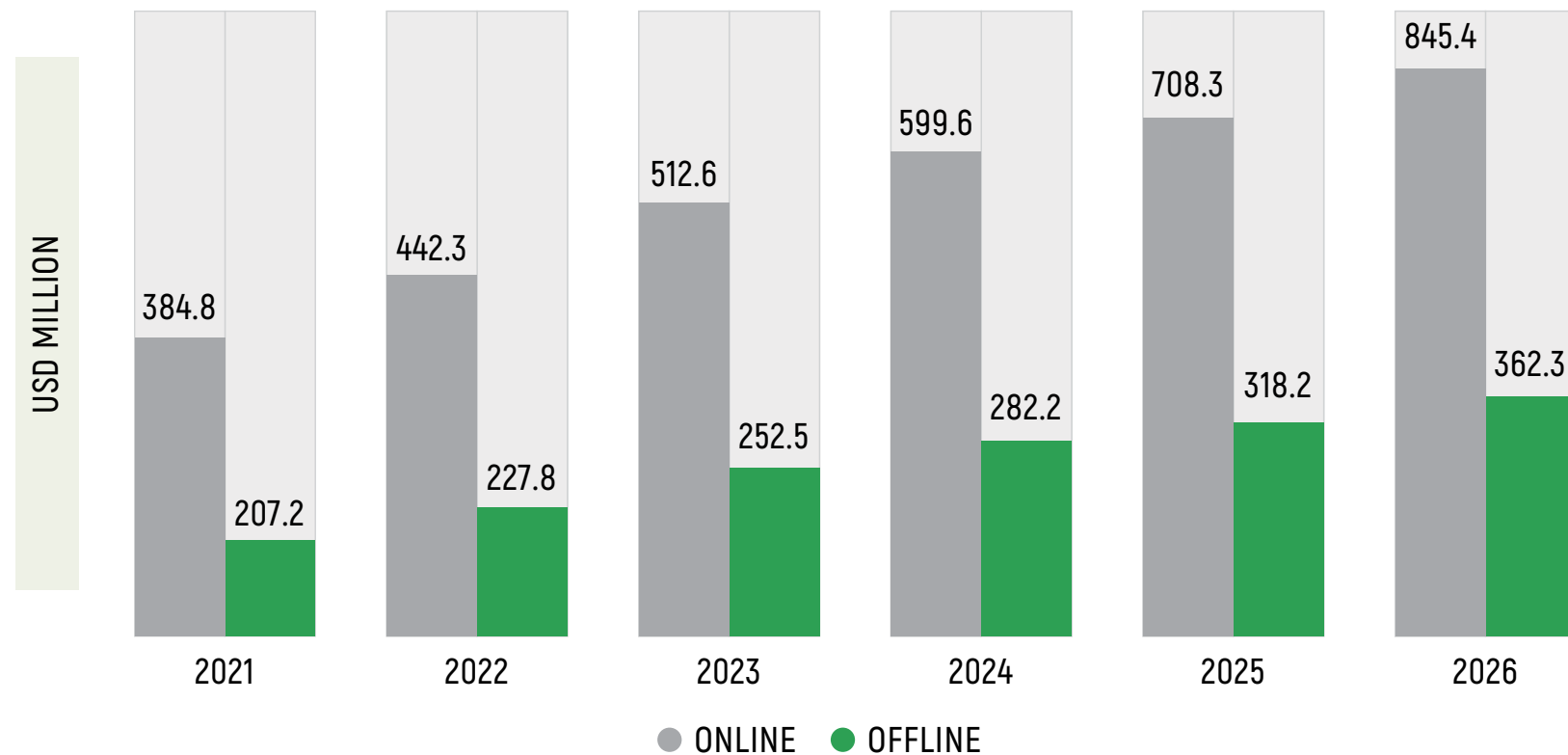
Offline channel is expected to grow at a CAGR of 15.3% & Online channel at 13.3% between 2022-2026

Source: CareEdge Research, Research Dive

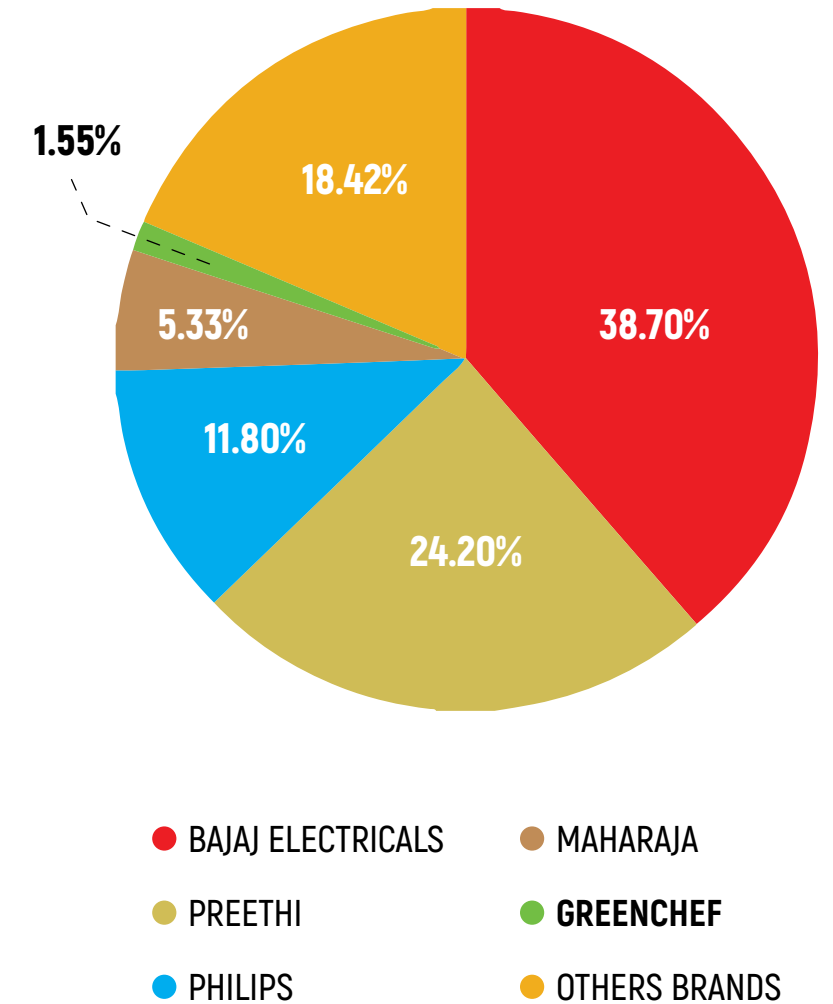
INDUSTRY MIXER GRINDER



Channel Wise Distribution of Mixer Grinder by Value



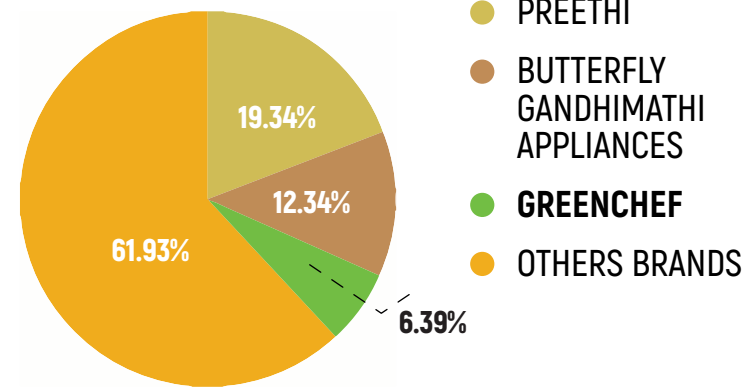
Brand Share Analysis Mixer Grinder



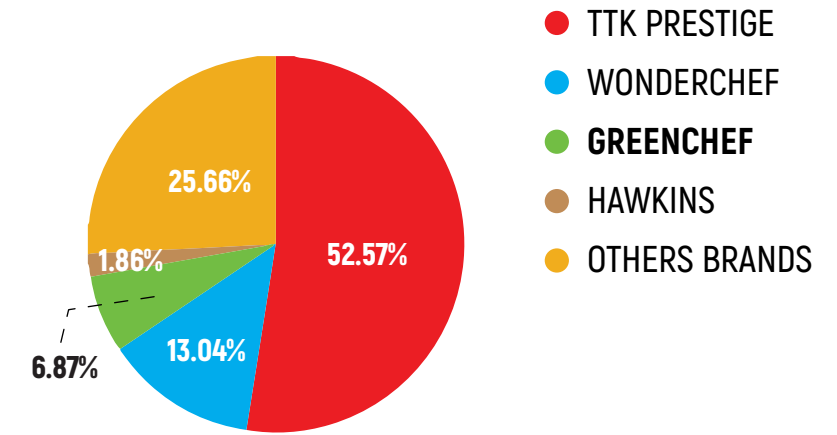
Source: CareEdge Research, Research Dive

BRAND SHARE ANALYSIS

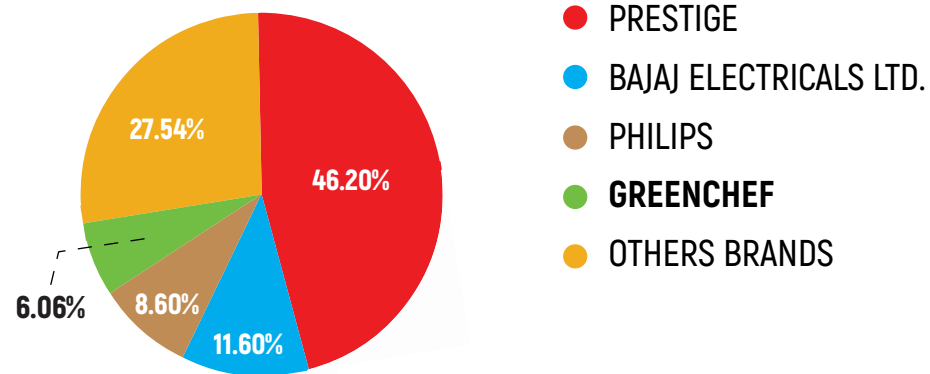
WET GRINDER



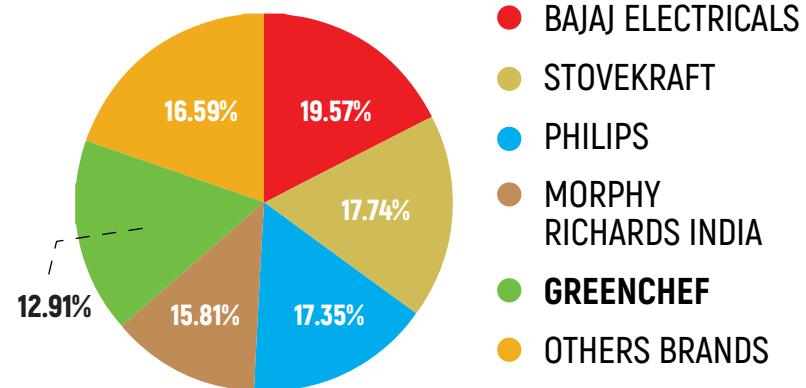
NON STICK COOKWARE



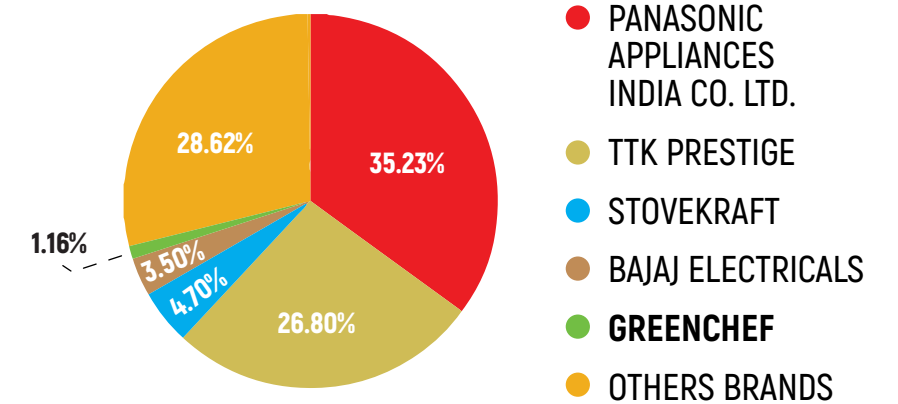
INDUCTION COOKTOP



KETTLE



RICE COOKER



Source: CareEdge Research, Research Dive

INDUSTRY DEMAND DRIVERS

Increasing disposable income

From 2013 to 2023, net disposable income CAGR was 10.7%.

Increase in per capita income

Consumers keen in elevating their lifestyle.

Urbanisation

Urban population increased from 403 million (31.6% of total population) in the year 2012 to 498 million (35.4% of total population) in the year 2021.

Increase in nuclear families

Growth in the organized retail sector

People living in Tier-II and tier-III cities have greater purchasing power parity, high internet penetration, and increasingly Brand-conscious young population

Favorable demographics and increasing domestic customer base

Second most populous Country with 1.3 billion people

With average age of 29, has one of the youngest populations globally

Shift towards digital platforms

Consumers have been digitally influenced by the e-commerce platforms

They compare rates, features, read the reviews & then plan to invest

Consumer Behaviour

Consumers demand products that are value for money and offer a superior experience

Consumers prefer premium look and feel, rather than opting for the cheapest appliance or gadget.

Easy-availability of financing

Retailers are providing easy financing options to the consumers by partnering with Banks.

Beneficial for the lower- & middle-income group

Growing e-commerce penetration

Expected to grow at a CAGR of 19% during the period FY20 to FY25.





GOVERNMENT INITIATIVE & POLICIES

Make in India Initiative

- **Pradhan Mantri Ujjwala Yojana (PMUY)**
Rs 8000 crore had been earmarked for providing five crore LPG connections to Below Poverty Level (BPL) households.
- **Deen Dayal Upadhyaya Gram Jyoti Yojana**
- **Pradhan Mantri Sahaj Bijli Har Ghar Yojana**
- **Saubhagya Scheme – Rural Electrification**
- **National Policy on Electronics Policy,**
- **Production Linked Incentive (PLI) Scheme.**
- **FDI – 100% allowed in Single Brand Retail, ESDM sector**
- **Harmonised GST Rates**
- **Production Linked Incentive (PLI) Scheme**
- **Incentives of Rs. 76,000 crores for the development of semiconductors and display manufacturing ecosystem**



ABOUT THE

CMPANY

Incorporated in 2010, engaged in the business of Manufacturing and Marketing of wide range of kitchen appliances under the brand name of Greenchef.

The Company is headquartered in Bengaluru, & has 3 Manufacturing plants in Karnataka & 1 in Parwanoo, Himachal Pradesh.

KEY MILESTONES

Year	Key Events / Milestone / Achievements
2010	Incorporation of Company as "Greenchef Appliances Limited"
2013	Commenced trading in kitchen appliances
2015	Commenced manufacturing of Kitchen Appliances at Factory Unit 1 situated at Peenya Industrial Area
2018	Commenced manufacturing of Gas stoves at Factory Unit 2 situated at Parwanoo, Himachal Pradesh
2019	Started Online marketing through e-commerce platforms
2019-20	Received Award for Fastest Growing Brands in FY 19-20 for category Home and Kitchen Appliances by United Research Services.
2021	Received Award for Asia's Most Trusted Brand in 2021 by International Brand Consulting Corporation, USA
2021	Commenced manufacturing of Kitchen Appliances at Factory Unit 2 and 3 situated at Dabaspeta, Banagalore
2021	Initiated production of Kettles
2022	Initiated production of Electric Rice Cooker
2022	Received Award for India's Best Brand of the year Awards 2022, Organized by Berkshire Media LLC, USA.
2022	Received Award for recognition of excellence for the Best Home & Kitchen Appliances Manufacturer by Karnataka Business Awards 2022.
2021-22	Crossed Turnover of Rs. 300 Crore.
2022-23	Obtained 6 new design registrations for various products like: Knob For Stove, Gas Stove and Mixer Grinder



**OPTIMIZED
PRODUCT
RANGE
TO MEET CUSTOMER
SATISFACTION**



GAS STOVES

- 2 varieties - Glass Top & Stainless Steel - in combination of 1,2,3,4 Burners
- Brass Burners for even flame distribution & Pan support
- ISI Certified & have 2 years warranty
- As of 31/12/2022 - 100 sku's



PRESSURE COOKER

- Stainless Steel, Aluminum, Hard Anodized Pressure Cookers available in various sizes ranging from 1.5 litres to 12 litres cookers.
- Various designs like Handi cookers, Kadhai shaped cookers, Evok inner lid Cookers, some offered with Glass lid, Induction Compatible, Sandwich Bottom
- ISI certified & have 5 years Warranty
- As of 31/12/2022- 70 sku's



MIXER GRINDER

- Solutions for mixes, kneads, mashes and blends with features like: speed control with incher, automatic overload CB Switch, Stainless steel Jars & polished blade.
- ISI certified and usually offer a Warranty of 2 years on product and 5 years on motor
- As of 31/12/2022- 25 sku's



IS THIS GREENCHEF PRODUCTS

WET GRINDER

- Fast & Fine scrapper that kneads smooth dough
- Features like: powerful motor of upto 150W, detachable stainless steel drum for easy operation, poly-carbonate lid etc.
- 5 year Warranty
- As of 31/12/2022- 5 sku's



ELECTRIC RICE COOKER

- Available in various capacities ranging from 0.3 litres to 2.8 litres with a warranty of 5 years
- As of 31/12/2022-5 sku's



INDUCTION COOKTOP

- Induction or Infrared Cooktops are made of black crystal top plates and are used for grilling & barbeque, quick heating, frying & boiling etc.
- Includes features like: feather touch, sensor touch controls, digital display, 8 pre set menus, child lock, preset start timer, power load of upto 2000W.
- As of 31/12/2022- 20 sku's

GAS CYLINDER TROLLEY



KETTLE



HOSE PIPES



NONSTICK COOKWARES

- Sub-category of Nonstick Cookwares includes (i) Flat Tawa, (ii) Kadai, (iii) Fry pan, (iv) Concave Tawa, (v) Paniyarakkal, (v) Biryani pot.
- Comes in various designs like flat shaped, concave shaped, with or without lids, induction compatible etc.
- ISI certified and warranty of 1 year.
- As of 31/12/2022- 80 sku's



SPIN MOP



- **TRADE IN OTHER APPLIANCES INCLUDING**
 - i Chimney
 - ii HOB Gas Stoves
 - iii Iron
 - iv Stainless steel utensils
 - v Blenders
 - vi Vegetable Chopper
 - vii Water Bottles
 - viii Silicon Gasket etc

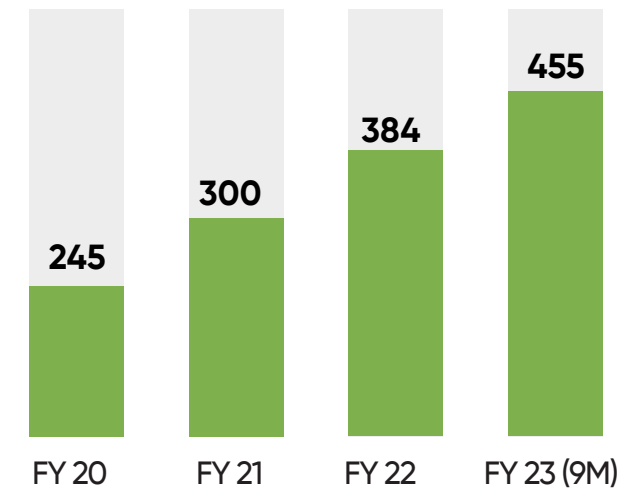
STATE NAME	AS OF DECEMBER 31,2022	
	DISTRIBUTORS	C&F AGENTS
UTTAR PRADESH	114	1
TAMIL NADU	61	-
BIHAR	43	1
MAHARASHTRA	30	1
KERALA	25	-
ANDHRA PRADESH	23	-
HIMACHAL PRADESH	21	-
KARNATAKA	21	-
RAJASTHAN	21	1
ODISHA	19	-
WEST BENGAL	16	-
HARYANA	15	-
GUJARAT	13	1
UTTARAKHAND	8	-
MADHYA PRADESH	6	-
TELANGANA	5	-
ASSAM	3	-
JAMMU	3	-
JHARKHAND	3	-
PUNJAB	3	-
CHATTISGARH	1	-
DELHI	1	-
TOTAL	455	5

WIDESPREAD DISTRIBUTION NETWORK

5 strategically located C&F agents in the States of Rajasthan Maharashtra, Uttar Pradesh, Gujarat & Bihar.



NEW DISTRIBUTOR ADDITIONS IN LAST 3 FINANCIAL YEARS



QUALITY CERTIFICATION



Certificate of Registration Certificate of Registration

G-CERTI *Certificate*

hereby certifies that

GREENCHEF APPLIANCES LIMITED

HEAD OFFICE : NO: 477 E, 3rd MAIN ROAD, 12th CROSS, PEENYA IVth PHASE, 2nd STAGE, OPP TO BATA FACTORY, NEXT TO SHIVAPURA LAKE, BENGALURU - 560 058, KARNATAKA, INDIA
 UNIT 01 : PLOT NO:246, SOMPURA 1ST STAGE INDUSTRIAL AREA, NIDUVANDA VILLAGE, SOMPURA HOBLI, NELAMANGALA TALUK, BENGALURU RURAL, KARNATAKA - 562 111, INDIA.
 UNIT 02 : PLOT NO 30 -A, SY NO - 63, DOBBASPET 1ST PHASE INDUSTRIAL AREA, YEDEHALLY VILLAGE, SOMPURA HOBLI, NELAMANGALA TALUK, KARNATAKA - 562 111, INDIA.

meets the Standard Requirements & Scope as following

**ISO 9001:2015
Quality Management Systems**

MANUFACTURE OF LPG STOVES, PRESSURE COOKER, MIXER GRINDER, NON-STICK COOKWARE, WET GRINDER, INDUCTION COOK TOP, ROOM HEATER, ELECTRIC KETTLE, ELECTRIC RICE COOKER, MOP, S S UTENSILS, FAN, TRADING OF KICTHEN & HOME APPLIANCES

Certificate No : GKIN-0231-QC
 Initial Date : 2021, 08, 30 Issue Date : 2022, 12, 29
 Expiry Date : 2024, 08, 29 Valid Period : 2022, 12, 29 ~ 2023, 08, 29

Signed for and on behalf of GCERTI
 President I.K.Chou

To verify the validity of this certificate please visit : www.gcerti.com
 Korea, Seoul, Eunpyeong-gu, Eunpyeong-ro, 88, 15F. Surveillance audits shall be conducted at least once a calendar year, except in recertification years. This is to certify that the Management Systems of this company has been found to conform to the above. If the certified client does not allow surveillance, recertification audits, certificate should be returned to GCERTI. This certificate remains the property of GCERTI and this certificate is recognized by GCERTI.

G-CERTI
SYSTEM SERVICE
MSCB-113

IAS ACCREDITED
Management Systems
Certification Body
MSCB-113

IAF
INTERNATIONAL ACCREDITATION FOUNDATION

MANUFACTURING CAPABILITIES WITH EFFICIENT BACKWARD INTEGRATION



3 Manufacturing units in Karnataka & 1 in Parwanoo, Himachal Pradesh.

Accredited with ISO 9001:2015 for Quality Management system.

PARTICULARS	FOR THE PERIOD ENDED DECEMBER 31, 2022			FY 21-22		
	INSTALLED CAPACITY	ACTUAL PRODUCTION FOR THE NINE MONTHS	CAPACITY UTILIZATION (ANNUALIZED %)	INSTALLED CAPACITY	ACTUAL PRODUCTION	CAPACITY UTILIZATION
GAS STOVES	18,00,000	8,48,005	63%	18,00,000	13,91,031	77%
PRESSURE COOKER	12,00,000	7,86,481	88%	12,00,000	8,42,902	70%
MIXER GRINDER	3,60,000	1,99,509	74%	3,60,000	2,92,930	81%
WET GRINDER	48,000	16,457	46%	48,000	26,280	55%
ELECTRIC RICE COOKER	1,20,000	15,886	18%	-	-	-
INDUCTION COOKTOP	3,00,000	1,26,122	56%	3,00,000	1,50,175	50%
NON-STICK COOKWARES	9,60,000	4,38,630	61%	9,60,000	6,29,807	66%
KETTLE	3,60,000	1,57,510	58%	3,60,000	16,828	5%

Major Plant & Machinery –

- Hydraulic Power Press Machine
- Fabrication Machines
- Die Casting Machine with Electrical Panel
- Rubber Moulding
- Powder Coating Machines
- Automatic Strapping machine - Taiwan Make

BACKWARD INTEGRATION WITH FOCUS ON MARGIN IMPROVISATION

IN HOUSE MANUFACTURING

GRINDERS:
Mixi Motors
& Jars



GAS STOVES: Railing pipe, Mixing
Tube, Brass Burner, Pan Support,

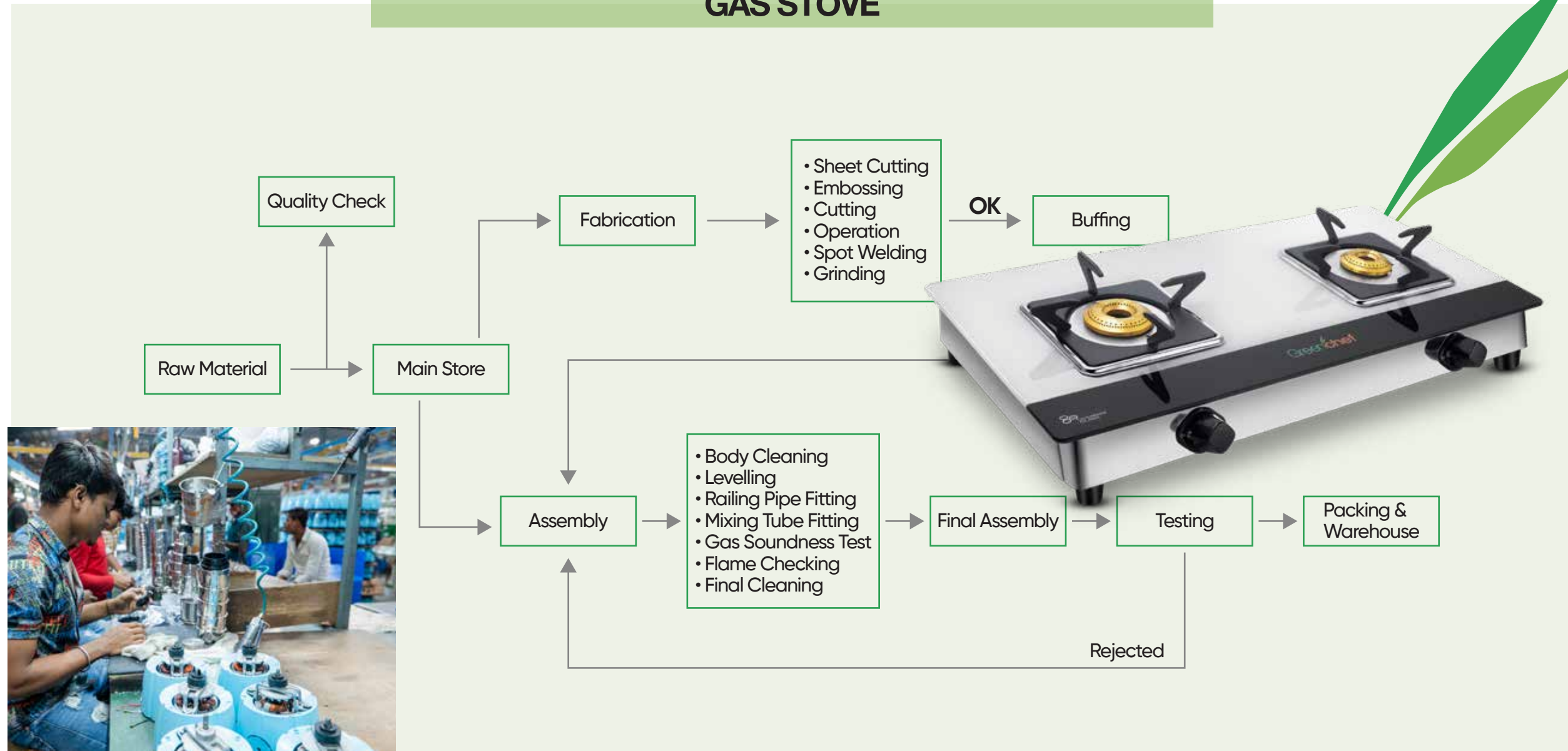
Sheet Metal Components,
Die Cast Parts & Fixtures



**PRESSURE
COOKERS:**
Weight
Valve &
Vent tube

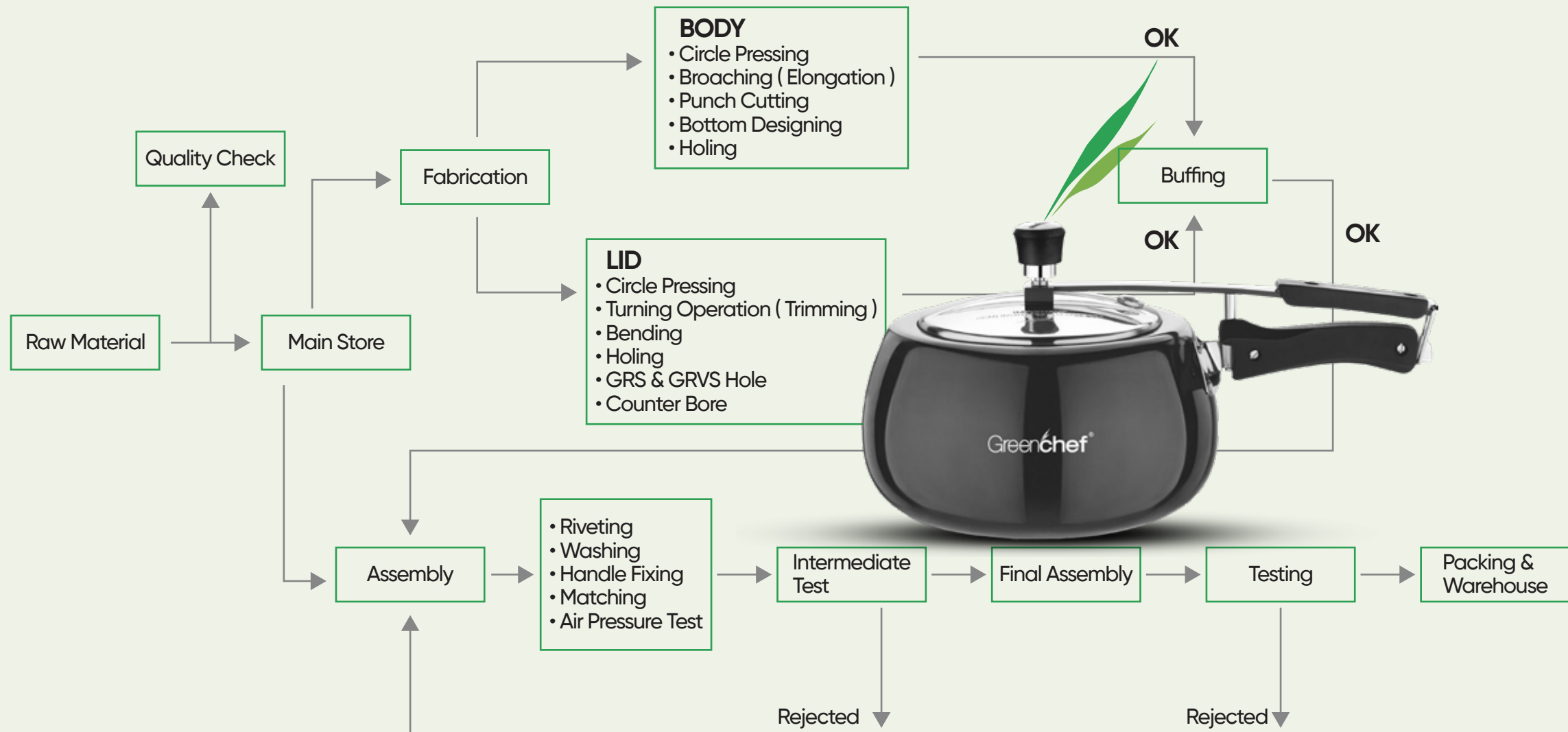
MANUFACTURING PROCESS FLOW CHART

GAS STOVE



MANUFACTURING PROCESS FLOW CHART

PRESSURE COOKER



EXTENSIVE BRANDING & MARKETING

ACTIVITIES FOR AWARENESS OF BRANDS & PRODUCTS

- In-shop displays, Banners & Hoardings
- Advertisements on flex boards, MDF display boards, Backlit boards, Glow sign boards, ACP boards, Flange glowing boards etc.
- Social media marketing, Arch installations, Road show marketing, Advertisements in theatres, Newspapers, TV channels, Bus shelter branding, Trl cycle campaign etc.

APPROVED VENDORS OF



Online Sales through e-commerce platforms such as



MAJOR TIE-UPS



SALES METRICS

₹ in Lacs

State	As on 31.12.22	% of Total Sales	FY 21-22	% of Total Sales	FY 20-21	% of Total Sales	FY 19-20	% of Total Sales
Tamil Nadu	3,293.35	12.92%	3,463.10	10.31%	2,513.60	10.52%	2,948.72	12.41%
Karnataka	3,246.09	12.74%	5,301.15	15.79%	5,163.56	21.61%	5,362.97	22.58%
Telangana	2,981.72	11.70%	2,863.78	8.53%	1,691.41	7.08%	1,581.12	6.66%
Kerala	2,742.78	10.76%	3,131.10	9.32%	3,066.67	12.83%	3,562.29	15.00%
Maharashtra	2,516.19	9.87%	3,220.10	9.59%	2,193.11	9.18%	2,143.69	9.02%
Uttar Pradesh	2,018.51	7.92%	3,458.53	10.30%	2,303.54	9.64%	2,291.93	9.65%
Gujarat	1,632.03	6.40%	2,007.38	5.98%	1,356.67	5.68%	1,703.85	7.17%
Andhra Pradesh	1,390.96	5.46%	1,645.90	4.90%	1,368.54	5.73%	1,204.69	5.07%
West Bengal	1,091.62	4.28%	895.23	2.67%	192.53	0.81%	113.99	0.48%
Rajasthan	902.79	3.54%	1,030.27	3.07%	668.04	2.80%	1,034.93	4.36%
Total	21,816.05	85.61%	27,016.54	80.46%	20,325.14	85.05%	21,834.18	91.92%
Total Revenue from Operations	25482.78		33578.47		23899.1		23754.52	



SALES METRICS

₹ in Lacs

Sr. No.	Product Category	December 31,2022			Fiscal 2022			Fiscal 2021			Fiscal 2020		
		Units	Amt	% of Revenue	Units	Amt	% of Revenue	Units	Amt	% of Revenue	Units	Amt	% of Revenue
1	Gas Stoves	8,34,453	9,357.12	36.72%	14,17,730	13,979.04	41.63%	8,15,054	8,736.58	36.56%	1216659	9892.94	41.65%
2	Pressure Cooker	5,16,971	4,660.27	18.29%	6,01,359	4,721.27	14.06%	4,68,985	2,890.05	12.09%	463327	2655.81	11.18%
3	Mixer Grinder	1,97,904	2,638.35	10.35%	2,94,411	3,658.33	10.89%	2,29,503	2,550.81	10.67%	192101	2299.87	9.68%
4	Wet Grinder	16,430	413.12	1.62%	24,196	545.22	1.62%	22,876	497.48	2.08%	25445	515.11	2.17%
5	Electric Rice Cooker	12,989	161.66	0.63%	25,291	316.94	0.94%	22,843	245.53	1.03%	36921	369.63	1.56%
6	Induction Cooktop	1,27,536	1,471.29	5.77%	1,57,727	1,656.78	4.93%	1,01,490	945.99	3.96%	87230	800.61	3.37%
7	Non-stick Cookwares	3,46,643	1,452.70	5.70%	4,16,881	1,509.87	4.50%	2,93,973	1,028.24	4.30%	302293	1120.02	4.71%
8	Kettle	2,00,557	858.76	3.37%	1,83,711	807.59	2.41%	1,21,887	547.58	2.29%	42302	185.49	0.78%
9	Others	-	4,469.50	17.54%	-	6,383.43	19.01%	-	6,456.84	27.02%	-	5,915.04	24.90%
	Total		25,482.78	100.00%		33,578.47	100.00%		23,899.10	100.00%		23,754.52	100.00%

AFTER SALES SERVICE

STATE NAME	SERVICE TECHNICIAN	AUTHORIZED SERVICE PROVIDERS
ANDHRA PRADESH	10	1
BIHAR	3	9
CHHATTISGARH	1	3
GUJARAT	6	5
HARYANA	1	1
KARNATAKA	23	5
KERALA	27	
MADHYA PRADESH		2
MAHARASHTRA	10	18
ODISHA	1	4
PUNJAB		1
RAJASTHAN	5	13
TAMIL NADU	17	3
TELANGANA	16	2
UTTAR PRADESH	10	37
UTTARAKHAND		3
GRAND TOTAL	130	107

WARRANTY PERIOD FOR PRODUCTS RANGES FROM 1 YEAR TO 5 YEARS

CRM software enables to track customer requests and efficient after sales support

In house service team 130 Service Technicians across 16 states alongwith 107 authorized service providers across 15 states.

INTELLECTUAL PROPERTY REGISTRATIONS

30 Trademark Registrations in India
Additional 17 Trademark Applications Filed

Greenchef[®]

Greenchef *Classic*

Greenchef CORAL

Greenchef Dream Come True... NAMO

Greenchef **EVOK**

Greenchef **Orra**

Greenchef **EVOK**



COMPETITION ANALYSIS

₹ in Lacs

Key Differentiators

- Product Quality
- Features
- Design
- Price
- Delivery, General customer experience,
- Time to market,
- Availability of after-sale services

Key Financial Performance	Greenchef Appliances Limited		TTK Prestige Limited		Hawkins Cookers Limited		Butterfly Gandhimathi Appliances Limited		Stove Kraft Limited**	
	Nine months period ended December 31, 2022*	FY 2021-22	Nine months period ended December 31, 2022*	FY 2021-22	Nine months period ended December 31, 2022*	FY 2021-22	Nine months period ended December 31, 2022*	FY 2021-22	Nine months period ended December 31, 2022*	FY 2021-22
Revenue from operations	25,482.78	33,578.47	2,16,616	2,72,245	75,194	95,801	86,975.49	1,00,530.40	1,00,579.20	1,13,635.90
EBITDA	1761.77	728.6	27,826	42,590	10,335	11,975.94	8869.88	5136.25	8726.6	9327.3
EBITDA Margin	6.91%	2.17%	12.85%	15.64%	13.74%	12.50%	10.20%	5.11%	8.68%	8.21%
PAT	1021.55	76.54	19,472	30,543	7197	8,388.63	5010.58	1612.58	4177.2	5621.5
PAT Margin	4.01%	0.23%	8.99%	11.22%	9.57%	8.76%	5.76%	1.60%	4.15%	4.95%
Net Worth)	6062.39	5170.68	Not Available***	1,72,957.00	Not Available***	21,317.98	Not Available***	23,500.61	Not Available***	36,401
RoE(%)	18.19%	1.49%	Not Available***	18.89%	Not Available***	43%	Not Available***	7.03%	Not Available***	16.86%
RoCE (%)	12.52%	4.04%	Not Available***	21.58%	Not Available***	46%	Not Available***	12%	Not Available***	14.17%

COMPETITIVE STRENGTHS

A one stop shop for kitchen solutions with a diverse range of products across consumer preferences :-

- Wide range of product offerings in Kitchen Appliances
- Specifically designed to meet the Customer's Budget & Lifestyle

Emerging player in some of key verticals :-

- Established Market position in key product verticals
- Achieve operational efficiencies
- Ability to diversify into related products & enter new geographies

Widespread, well connected Distribution Network

- Presence across multiple retail channels and online e-commerce platforms
- Dedicated after-sales network.
- Competitive advantage thru integration of supply chain and distribution network with manufacturing facilities
- C&F agents and Distributors connected with dealer network for sale of products through their respective retail outlets



Experienced Promoter & Management Team

- Substantial experience to capture market opportunities, formulate & execute business strategies, manage client expectations & proactively respond to changing market conditions.
- Qualified management & employee base with regular in-house training initiatives

Strong manufacturing capability with efficient Backward Integration

- Reduced dependence on third party suppliers resulting greater control on the manufacturing process & improved margins
- Upper edge in designing of products to enhance quality of products and strengthen customer retention capability.

Consistent focus on quality

- Dedicated sourcing team and quality assurance team to monitor the quality of each product

Sr. No.	Products	Total Domestic Market		Greenchef's Market Share
		In Volume (In "000")	In Value (In USD Mn.)	
1	Gas Stoves & Hob	-	386	5.44%
2	Pressure Cooker	31,250	336	2.08%
3	Mixer Grinder	19,024	670	1.55%
4	Wet Grinder	376	25	6.39%
4	Non-Stick Cookware	6,067	88	6.87%
5	Induction Cooktop	2,604	81	6.06%
6	Kettle	1,035	21	17.74%
7	Electric Rice Cooker	2,176	64	1.16%

Source: CareEdge Research, Research Dive

Leadership

Mr. Sukhlal Jain
Chairman and Whole
Time Director

Experience
51 years,



**Mr. Vikas Kumar
Sukhlal Jain**
Whole Time Director

Experience
22 years



**Mr. Praveen Kumar
Sukhlal Jain**
Managing Director

Experience
20 years



**Mr. Hitesh Kumar
Jain**
Whole Time Director

Experience
12 years





GROWTH STRATEGIES



Increase geographical reach and expansion of addressable market

Continue strategy of diversifying and expanding presence especially in North East



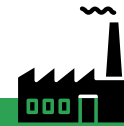
Scale up branding, promotional & digital activities

Continue to enhance brand awareness and customer loyalty & strengthening digital presence and engagements.



Continue to strengthen existing product portfolio and diversify into products with attractive growth and profitability prospects

Seek to develop new products to cater to the evolving requirements of a large customer base and cover newer customer segments.



Invest in new manufacturing facility and increase backward integration in the plant

Purchased land from KIDAB to set up an integrated factory



Continue to strive for cost efficiency

Continue to seek to manage our supply chain costs through optimal inventory levels, Backward Integration, economic orders and other measures

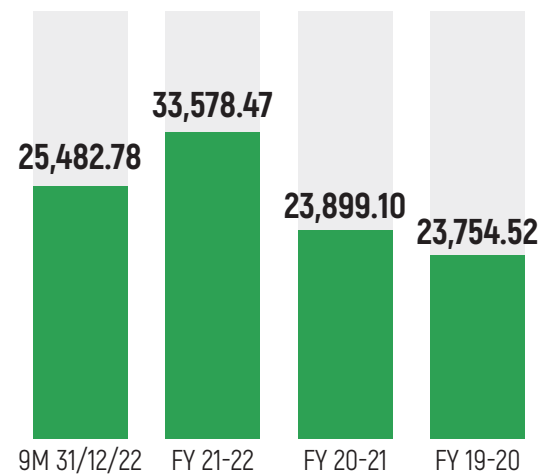


Capitalize on increasing indigenization, commercialization and policy initiatives in the industry.

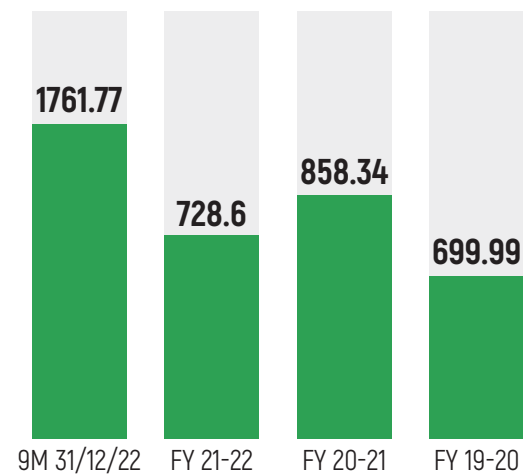
Government's 'Make in India' Project is expected to lead the growth and investment opportunities within kitchen appliances industry.



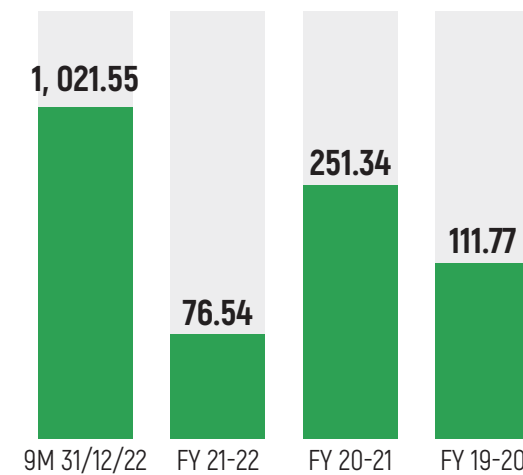
EXPONENTIAL GROWTH IN REVENUE & PROFITABILITY!



REVENUE



EBIDTA

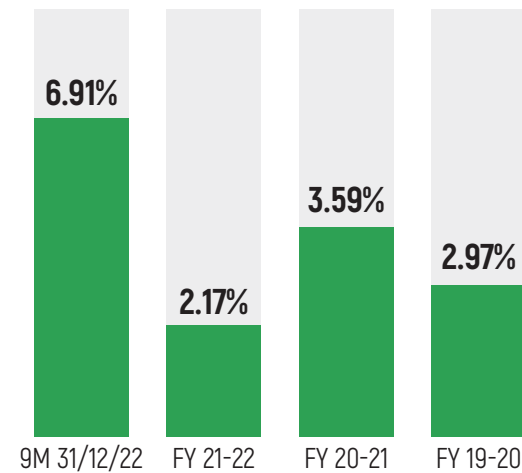


PAT

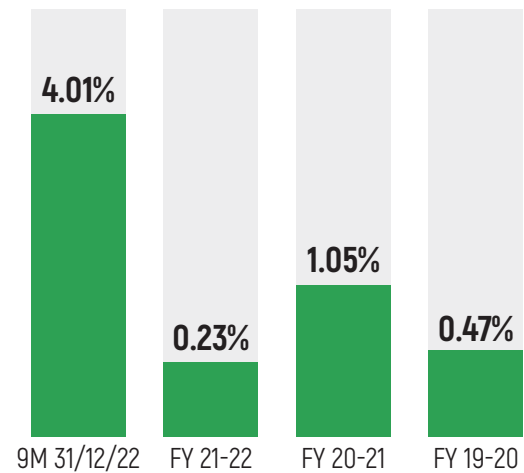




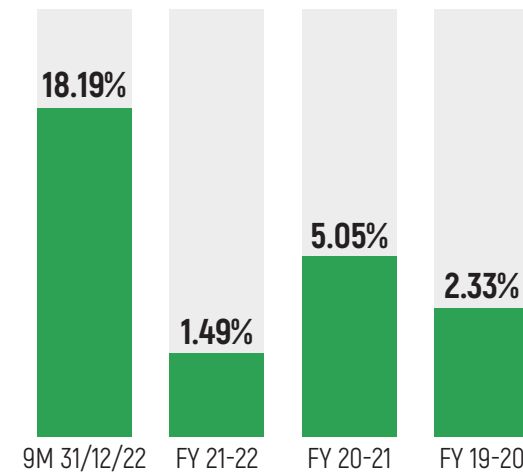
KEY RATIOS ON SUSTAINABLE FINANCIAL GROWTH!



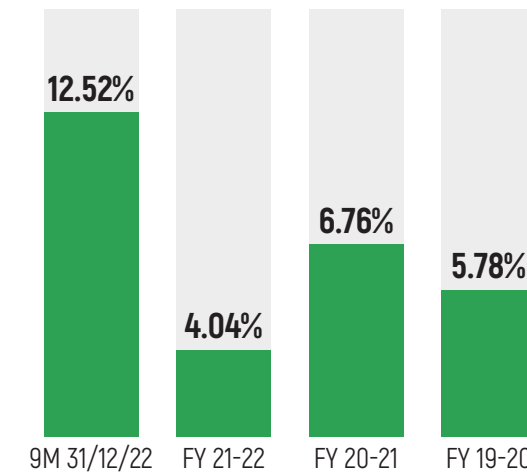
EBIDTA MARGIN (3)



PAT MARGIN(4)



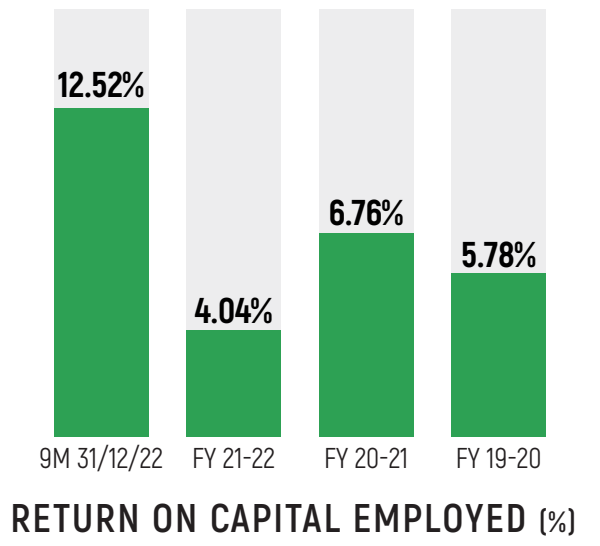
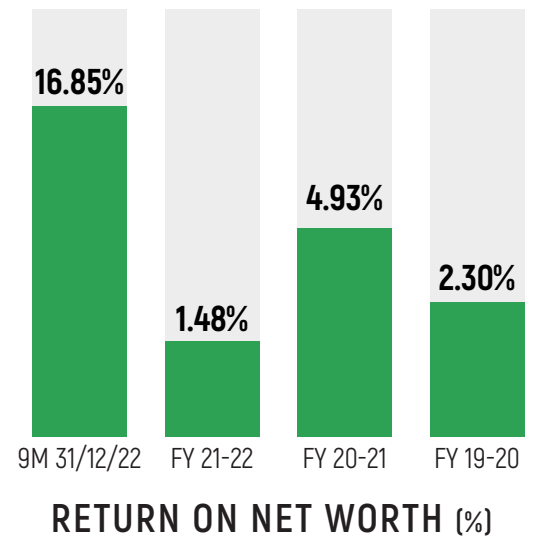
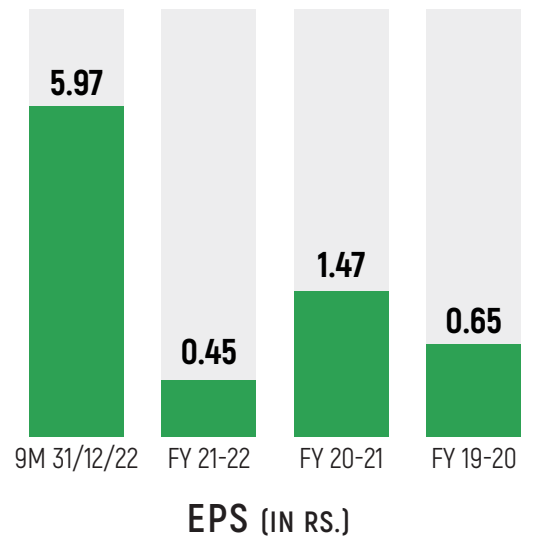
ROE(%) (6)



ROCE (%) (7)



MORE VALUE CREATION



STATEMENT OF LIABILITIES

(Rs. In lakhs)

Particulars	As at the Period/Year ended			
	Standalone 31/12/2022	Consolidated 31/3/2022	Consolidated 31/03/2021	Consolidated 31/03/2020
A) EQUITY AND LIABILITIES				
1 Shareholders' Funds				
(a) Share Capital	356.43	356.43	356.43	356.43
(b) Reserves & Surplus	5,705.96	4,814.25	4,736.84	4,498.14
(c) Minority interest	-	179.24	173.7	180.1
Share Application Money	-	-	-	-
	6,062.39	5,349.93	5,266.96	5,034.66
2 Non-Current Liabilities				
(a) Long Term Borrowings	2,608.04	3,158.91	3,040.98	2,405.51
(b) Other long term liabilities	420.85	256.18	251.00	316.95
(c) Long Term Provisions	68.15	95.50	113.33	91.68
	3,097.04	3,510.59	3,405.31	2,814.14
3 Current Liabilities				
(a) Short Term Borrowings	3,419.43	3,523.90	2,141.40	1,510.55
(b) Trade Payables				
(A) Outstanding dues of micro enterprises and small enterprises; and	4,033.90	2,480.46	707.16	1290.21
(B) Total outstanding dues of creditors other than micro enterprises and small enterprises.	2,395.22	2,203.14	1,966.61	1,506.46
(c) Other Current Liabilities	984.16	828.37	639.84	399.31
(d) Short Term Provisions	337.49	57.20	96.09	7.54
	11,170.20	9,093.07	5,551.11	4,714.08
Total	20,329.62	17,953.59	14,223.39	12,562.89



STATEMENT OF ASSETS

(Rs. In lakhs)

Particulars	As at the Period/Year ended			
	Standalone 31/12/2022	Consolidated 31/3/2022	Consolidated 31/03/2021	Consolidated 31/03/2020
B) ASSETS				
1 Non-Current Assets				
(a) Property, Plant & Equipment and Intangible Assets				
i) Property, Plant & Equipment				
(i) Gross Block	4,002.88	3,875.66	2,942.38	2,835.37
(ii) Depreciation	1,138.98	896.54	697.01	604.22
(iii) Net Block	2,863.90	2,979.12	2,245.37	2,231.15
ii) Intangible Assets	2.62	3.37	8.00	0.88
III) Capital Work-in-Progress	769.95	283.49	24.39	22.71
IV) Intangible assets under development	94.27	56.45	-	-
	3,730.74	3,322.43	2,277.76	2,254.74
(b) Non-Current Investment				
(c) Deferred Tax Assets (Net)	67.92	68.43	57.63	33.65
(d) Other Non Current Assets	224.70	170.77	204.52	122.07
	292.62	239.20	262.15	155.72
2. Current Assets				
(a) Trade Receivables	6,780.03	6,476.74	5,986.67	5,894.14
(b) Cash and Cash equivalents	119.84	181.32	147.40	63.75
(c) Inventories	8,467.01	6,706.40	4,275.89	3,610.27
(d) Short-Term Loans and Advances	939.38	1,027.49	1,273.52	584.28
	16,306.26	14,391.96	11,683.48	10,152.43
Total	20,329.62	17,953.59	14,223.39	12,562.89



STATEMENT OF PROFIT & LOSS

(Rs. In lakhs)

Particulars	As at the Period/Year ended			
	Standalone 31/12/2022	Consolidated 31/3/2022	Consolidated 31/03/2021	Consolidated 31/03/2020
1 Revenue From Operations	25,482.78	33,578.47	23,899.10	23,754.52
2 Other Income	150.69	126.05	30.22	52.65
Total Income (1+2)	25,633.47	33,704.52	23,929.33	23,807.17
3 Expenditure				
(a) Raw Material Consumption	13,306.84	18,872.89	13,171.16	9,761.35
(b) Purchase of Stock in Trade	3,331.45	4,197.26	4,013.14	6,901.70
(c) Change in inventories of finished goods, work in progress and stock in trade	(666.58)	(621.93)	(519.01)	(1,089.81)
(d) Employee Benefit Expenses	2,840.22	3,508.50	1,978.74	2,405.90
(e) Finance Cost	342.47	552.81	380.97	441.21
(f) Depreciation and Amortisation Expenses	247.95	250.10	163.72	193.30
(g) Other Expenses	4,887.53	6,828.75	4,364.82	5,061.62
4 Total Expenditure 3(a) to 3(g)	24,289.87	33,588.38	23,553.53	23,675.26
5 Profit/(Loss) Before Exceptional & extraordinary items & Tax (+2-4)	1,343.60	116.14	375.79	131.91
6 Exceptional and Extra-ordinary items				
7 Profit/(Loss) Before Tax (5+-6)	1,343.60	116.14	375.79	131.91
8 Tax Expense:				
(a) Tax Expense for Current Year	321.54	44.85	131.66	31.21
(b) Short/(Excess) Provision of Earlier Year			11.02	7.14
(c) Deferred Tax	0.51	(10.80)	(23.98)	(23.69)
Net Current Tax Expenses	322.05	34.04	118.70	14.65
9 Profit/(Loss) for the Year (7-8)	1,021.55	82.09	257.10	117.26
Share of minority interest		(5.55)	(5.75)	(5.49)
Profit / (Loss) For The Year	1,021.55	76.54	251.34	111.77
Earnings per share (Equity Share par value INR 10 each) Basic & Diluted	5.97	0.45	1.47	0.65



ISSUE HIGHLIGHTS

Equity Shares	73,08,000 Equity Shares
Category Allocation	
Stock Exchange to be listed on	NSE Emerge
Issue Price Band & size	
Lot Size	
Issue Period	
Issue Proceeds	<ol style="list-style-type: none">1. Funding Capital Expenditure towards installation of additional plant and machinery.2. Funding Capital Expenditure towards construction of factory building3. Funding of working capital requirement4. General Corporate Purpose
Book Running Lead Manager to the Issue	Hem Securities Ltd.
Register to the issue	Link Intime India Pvt. Ltd.





Book Running Lead Manager

 **Hem Securities Ltd.**

904, A Wing, Naman Midtown,
Senapati Bapat Marg, Lower Parel, Mumbai-400013

Website: www.hemsecurities.com

Tel No.: 022-4906-0000

Ramadhin Rane

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