



**Shareholder Information for the
2nd Qtr. of Financial Year 2011-12**

Summarized results

Figures in Rupees Crores

Particulars	Q2 2011-12	Q 2 2010-11	FY 2010-11
Net Turnover	219.02	158.74	726.34
EBDITA	15.45	17.56	74.74
As a % to Turnover	7.05%	11.06%	10.29 %
PBT	8.89	13.02	55.47
As a % to Turnover	4.05%	8.2 %	7.64%
PAT	6.84	8.78	39.70
As a % to Turnover	3.12%	5.53 %	5.47%

Q2 to Q2 Sales growth

Figures in Rupees Crores

Product Vertical	Q2 2011- 12	Q2 2010-11	% Growth
Wires	65.69	46.30	42
Stab / Digital stabilizer	43.69	34.01	28
Pump	29.12	23.24	25
Water Heaters	25.87	16.72	55
L.T Cables	13.46	8.36	61
UPS	12.32	8.93	38
Digital UPS, Battery & Trolley	10.45	3.17	230
Electric Fan	9.88	11.23	-12
Solar Water Heaters	6.64	5.34	24
Components & Scrap	1.90	1.44	32
Total	219.02	158.74	38

Product wise % to Total Turnover

PRODUCT	Q2 FY 11-12	Q2 FY 10-11	FY 10 -11
Wires	30	29	28
Stabilizer	20	22	23
Pump	13	15	17
Water Heaters	12	10	8
LT Cables	6	5	6
UPS	5	6	4
FAN	5	7	7
Digital UPS	5	2	3
Solar Water Heaters	3	3	3
Others	1	1	1
TOTAL	100	100	100

Geographical Comparison of Gross Turnover

Figures in Rupees Crores

Zones	Q2 2011-12	Q2 2010-11	% Growth	FY 2010-11
South	177.64	129.79	37	575.37
North	15.44	10.92	41	56.46
West	17.84	12.62	41	62.90
East	10.98	7.80	41	42.87
	221.90	161.12	38	737.60

Reasons for Fall in Margins (Q2 to Q2)

Particulars	Q2- 2011-12	Q2- 2010-11
COGS	73.40%	71.98%
Selling and Distribution Expenses	9.86%	7.73%
Establishment Expenses	4.55%	3.81%
Interest Cost	1.93%	1.63%

Cost of Goods Sold (COGS)

- Increase in all metal prices
- Increase in Crude oil prices pushing up cost of plastic used in cabinets, insulations
- Increase in labour cost in own and outsourced facilities pushing up cost of the product.
- Increase in all transportation costs due to diesel price hike

Selling & Distribution Expenses

- Additional discounts and incentives in Fan , Pump, wire, Solar water heater & digital UPS
 - Fan and pump - poor season due to rains
 - Wire - additional discounts given due to fall in copper prices in September end forcing us to offer discounts on products produced with higher value copper.
 - Solar water Heater – capital subsidy scheme by Ministry of New and renewable Energy (MNRE) , players offering subsidy before actually receiving it - Forcing us also to cut prices. We may be able to recover these amounts in subsidy by next year.
 - Digital UPS - no power cut in July & August so discounts given. However in October realisations has increased in the product.
- Increase in freight outward due to increase in transportation costs

Establishment expenses

- Increase in rent - New offices and ware houses rented replacing smaller spaces taken initially
- Increase in repairs & maintenance - Networking for computers at new branches and other infrastructure development – More of one time expenditure
- Loss on sale of fixed assets - Few temporary buildings demolished on moving to new premises

Interest Cost

- Increased working capital of Rs. 40 Cr.
- Increased cost of capital (8.5 % to 12.25 %)
- Cash Conversion Cycle shows improvement to 78 days during Q2 2011-12 from 87 days in Q2 2010-11



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