

# **Shubh Nivesh**



CMP: ₹330

Target: ₹405 (23%)

Target Period: 12 months

BUY

September 1, 2025

## Leveraging brand strength for growth & profitability

**About the stock:** Crompton Greaves Consumer electricals (CGCE) is one of the leading fast moving electrical goods (FMEG) companies with presence in electrical consumer durables (ECD) i.e. ~76% of revenue which includes fans, pumps (residential and agri including solar pumps) and appliances (water heater, cooler, kitchen appliances). Lighting constitutes ~13% of the revenue and balance is consolidated from its 75% stake in Butterfly Gandhimathi.

- With a legacy spanning over 85+ years and robust distribution backbone of 2800+ distributors, 236,000+ retail touchpoints and over 860 service centres, CGCE is well positioned to capitalize its network for existing segments as well as provide a runway for its newer businesses to scale.

### Investment Rationale

**Well-established leadership across core categories; Expanding presence in new verticals:** CGCE maintains a dominant position across multiple product categories, underpinned by strong brand equity, distribution network and execution capabilities. The company holds leadership position in both fans and residential pumps with a share of 25%+, and aims to reach double digit market share in Agri-pumps reflecting its sustained market leadership. Investment in couple of indigenous platforms i.e. Nucleus and Xtech to further strengthen its position. E-com platforms serving a strong driver for appliance category where CGCE ranks #1 for water heaters and air coolers. Acquisition of Butterfly Gandhimathi Appliances (BG) marked CGCE's strategic expansion into the underpenetrated kitchen and small appliances segment. Company recently announced its foray into Solar rooftops having its addressable target market size of ~₹ 20,000 cr.

**Poised for margin improvement:** In fans, premiumisation driven by demand for energy efficient BLDC and smart fans shall aid ASP and margins. EBITDA margins are now inching closer to pre-BEE levels as the company has been taking steady price hikes. Despite continued margin pressure in lighting market led by commoditisation and price erosion; CGCE is delivering healthy performance through strategic product mix with focus on B2B vs B2C earlier which improved its margin trajectory. Turnaround in BG on track, focus now lays on phase 2 - targeting double-digit revenue growth and ~100 bps improvement in EBITDA margins in FY26E, leveraging distribution synergies with CGCE. New ventures and increasing focus on segments such as solar pumps, solar rooftops, kitchen appliances to contribute positively to overall margin profile.

### Rating and Target Price

- CGCE has strong distribution network, brand identity and execution capabilities enabling it to achieve market leadership in most of its categories. Company remains net debt free while margin improvement and growth uptick shall aid return ratios improvement. Further government is taking steps to boost consumption through GST rationalisation and reforms in direct taxation. Thus, we assign **BUY** rating on the stock with an upward revision in target price at ₹ 405 valuing the stock at 37x PE on FY27E EPS.

### Key Financial Summary

(₹ crore)	FY22	FY23	FY24	FY25	3 Year CAGR (FY22-25)	FY26E	FY27E	2 Year CAGR (25-27E)
Net Sales	5394.1	6869.6	7312.8	7863.6	13%	8194.9	9133.4	7.8
EBITDA	769.4	770.5	713.7	888.2	5%	926.0	1059.5	9.2
EBITDA Margin (%)	14.3	11.2	9.8	11.3		11.3	11.6	
Net Profit	578.4	463.2	439.9	556.0	-1%	609.5	705.5	12.6
EPS (₹)	9.2	7.3	6.8	8.6		9.5	11.0	
P/E (x)	35.8	45.3	48.2	38.2		34.9	30.1	
RoE (%)	24.0	17.4	14.7	16.4		16.1	16.7	
RoCE (%)	16.2	17.6	15.9	18.8		19.1	19.8	

Source: Company, ICICI Direct Research

## Crompton

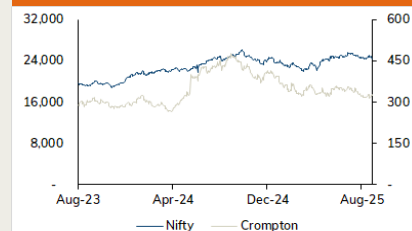
### Particulars

Particular	Amount
Market cap (₹ crore)	21,245.0
Total Debt (FY25) (₹ crore)	299.8
Cash & Inves (FY25) (₹ crore)	1,074.2
EV (₹ crore)	20,470.6
52 Week H/L (₹)	484/301
Equity Capital (₹ crore)	128.8
Face Value(₹)	2.0

### Shareholding pattern

	Sep-24	Dec-24	Mar-25	Jun-25
Promoter	0.0	0.0	0.0	0.0
FII	36.0	34.4	30.3	29.2
DII	50.0	53.0	57.1	58.9
Public	14.0	12.5	12.6	11.9

### Price Chart



### Key risks

- Intensifying competition
- Underwhelming demand uptick

### Research Analyst

Jaymin Trivedi  
jaymin.trivedi@icicisecurities.com

Kirankumar Choudhary  
Kiran.choudhary@icicisecurities.com

## RATING RATIONALE

ICICI Direct endeavours to provide objective opinions and recommendations. ICICI Direct assigns ratings to its stocks according -to their notional target price vs. current market price and then categorizes them as Buy, Hold, Reduce and Sell. The performance horizon is two years unless specified and the notional target price is defined as the analysts' valuation for a stock

Buy: >15%

Hold: -5% to 15%;

Reduce: -15% to -5%;

Sell: <-15%



Pankaj Pandey

Head – Research

pankaj.pandey@icicisecurities.com

ICICI Direct Research Desk,  
ICICI Securities Limited,  
Third Floor, Brillanto House,  
Road No 13, MIDC,  
Andheri (East)  
Mumbai – 400 093  
research@icicidirect.com

## ANALYST CERTIFICATION

I/We, Jaymin Trivedi, MBA, Kiran Choudhary, Chartered Accountant, Research Analysts, authors and the names subscribed to this report, hereby certify that all of the views expressed in this research report accurately reflect our views about the subject issuer(s) or securities. We also certify that no part of our compensation was, is, or will be directly or indirectly related to the specific recommendation(s) or view(s) in this report. It is also confirmed that above mentioned Analysts of this report have not received any compensation from the companies mentioned in the report in the preceding twelve months and do not serve as an officer, director or employee of the companies mentioned in the report.

## Terms & conditions and other disclosures:

ICICI Securities Limited (ICICI Securities) is a full-service, integrated investment banking and is, inter alia, engaged in the business of stock brokering and distribution of financial products. ICICI Securities is Sebi registered stock broker, merchant banker, investment adviser, portfolio manager and Research Analyst. ICICI Securities is registered with Insurance Regulatory Development Authority of India Limited (IRDAI) as a composite corporate agent and with PFRDA as a Point of Presence. ICICI Securities Limited Research Analyst SEBI Registration Number – INH000000990. ICICI Securities Limited SEBI Registration is INZ000183631 for stock broker. Registered Office Address: ICICI Venture House, Appasaheb Marathe Marg, Prabhadevi, Mumbai - 400 025. CIN: L67120MH1995PLC086241, Tel: (91 22) 6807 7100. ICICI Securities is a subsidiary of ICICI Bank which is India's largest private sector bank and has its various subsidiaries engaged in businesses of housing finance, asset management, life insurance, general insurance, venture capital fund management, etc. ("associates"), the details in respect of which are available on [www.icicibank.com](http://www.icicibank.com).

## Investments in securities market are subject to market risks. Read all the related documents carefully before investing.

Registration granted by Sebi and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors. None of the research recommendations promise or guarantee any assured, minimum or risk-free return to the investors.

Name of the Compliance officer (Research Analyst): Mr. Atul Agarwal  
Contact number: 022-40701000 E-mail Address: [complianceofficer@icicisecurities.com](mailto:complianceofficer@icicisecurities.com)

For any queries or grievances: Mr. Bhavesh Soni Email address: [headsvicequality@icicidirect.com](mailto:headsvicequality@icicidirect.com) Contact Number: 18601231122

ICICI Securities is one of the leading merchant bankers/ underwriters of securities and participate in virtually all securities trading markets in India. We and our associates might have investment banking and other business relationship with a significant percentage of companies covered by our Investment Research Department. ICICI Securities and its analysts, persons reporting to analysts and their relatives are generally prohibited from maintaining a financial interest in the securities or derivatives of any companies that the analysts cover.

Recommendation in reports based on technical and derivative analysis centre on studying charts of a stock's price movement, outstanding positions, trading volume etc as opposed to focusing on a company's fundamentals and, as such, may not match with the recommendation in fundamental reports. Investors may visit [icicidirect.com](http://icicidirect.com) to view the Fundamental and Technical Research Reports.

Our proprietary trading and investment businesses may make investment decisions that are inconsistent with the recommendations expressed herein.

ICICI Securities Limited has two independent equity research groups: Institutional Research and Retail Research. This report has been prepared by the Retail Research. The views and opinions expressed in this document may or may not match or may be contrary with the views, estimates, rating, and target price of the Institutional Research.

The information and opinions in this report have been prepared by ICICI Securities and are subject to change without any notice. The report and information contained herein is strictly confidential and meant solely for the selected recipient and may not be altered in any way, transmitted to, copied or distributed, in part or in whole, to any other person or to the media or reproduced in any form, without prior written consent of ICICI Securities. While we would endeavour to update the information herein on a reasonable basis, ICICI Securities is under no obligation to update or keep the information current. Also, there may be regulatory, compliance or other reasons that may prevent ICICI Securities from doing so. Non-rated securities indicate that rating on a particular security has been suspended temporarily and such suspension is in compliance with applicable regulations and/or ICICI Securities policies, in circumstances where ICICI Securities might be acting in an advisory capacity to this company, or in certain other circumstances.

This report is based on information obtained from public sources and sources believed to be reliable, but no independent verification has been made nor is its accuracy or completeness guaranteed. This report and information herein is solely for informational purpose and shall not be used or considered as an offer document or solicitation of offer to buy or sell or subscribe for securities or other financial instruments. Though disseminated to all the customers simultaneously, not all customers may receive this report at the same time. ICICI Securities will not treat recipients as customers by virtue of their receiving this report. Nothing in this report constitutes investment, legal, accounting and tax advice or a representation that any investment or strategy is suitable or appropriate to your specific circumstances. The securities discussed and opinions expressed in this report may not be suitable for all investors, who must make their own investment decisions, based on their own investment objectives, financial positions and needs of specific recipient. This may not be taken in substitution for the exercise of independent judgment by any recipient. The recipient should independently evaluate the investment risks. The value and return on investment may vary because of changes in interest rates, foreign exchange rates or any other reason. ICICI Securities accepts no liabilities whatsoever for any loss or damage of any kind arising out of the use of this report. Past performance is not necessarily a guide to future performance. Investors are advised to see Risk Disclosure Document to understand the risks associated before investing in the securities markets. Actual results may differ materially from those set forth in projections. Forward-looking statements are not predictions and may be subject to change without notice.

ICICI Securities or its associates might have managed or co-managed public offering of securities for the subject company or might have been mandated by the subject company for any other assignment in the past twelve months.

ICICI Securities or its associates might have received any compensation from the companies mentioned in the report during the period preceding twelve months from the date of this report for services in respect of managing or co-managing public offerings, corporate finance, investment banking or merchant banking, brokerage services or other advisory service in a merger or specific transaction.

ICICI Securities or its associates might have received any compensation for products or services other than investment banking or merchant banking or brokerage services from the companies mentioned in the report in the past twelve months.

ICICI Securities encourages independence in research report preparation and strives to minimize conflict in preparation of research report. ICICI Securities or its associates or its analysts did not receive any compensation or other benefits from the companies mentioned in the report or third party in connection with preparation of the research report. Accordingly, neither ICICI Securities nor Research Analysts and their relatives have any material conflict of interest at the time of publication of this report.

Compensation of our Research Analysts is not based on any specific merchant banking, investment banking or brokerage service transactions.

ICICI Securities or its subsidiaries collectively or Research Analysts or their relatives do not own 1% or more of the equity securities of the Company mentioned in the report as of the last day of the month preceding the publication of the research report.

Since associates of ICICI Securities and ICICI Securities as a entity are engaged in various financial service businesses, they might have financial interests or actual/ beneficial ownership of one percent or more or other material conflict of interest various companies including the subject company/companies mentioned in this report.

ICICI Securities may have issued other reports that are inconsistent with and reach different conclusion from the information presented in this report.

Neither the Research Analysts nor ICICI Securities have been engaged in market making activity for the companies mentioned in the report.

We submit that no material disciplinary action has been taken on ICICI Securities by any Regulatory Authority impacting Equity Research Analysis activities.

This report is not directed or intended for distribution to, or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction, where such distribution, publication, availability or use would be contrary to law, regulation or which would subject ICICI Securities and affiliates to any registration or licensing requirement within such jurisdiction. The securities described herein may or may not be eligible for sale in all jurisdictions or to certain category of investors. Persons in whose possession this document may come are required to inform themselves of and to observe such restriction.

ICICI Securities Limited has not used any Artificial Intelligence tools for preparation of this Research Report.