

Premiumization, New launches and upcoming summer season are key growth drivers.

CMP: INR 170

Rating: BUY

Target Price: INR 225

Stock Info	
BSE	541301
NSE	ORIENTELEC
Bloomberg	ORIENTAL:IN
Reuters	ORIENTAL.BO
Sector	Consumer Durables
Face Value (INR)	1
Equity Capital (INR cr)	21
Mkt Cap (INR cr)	3,628
52w H/L (INR)	255 / 155
Avg Yearly Volume (in 000')	419.6

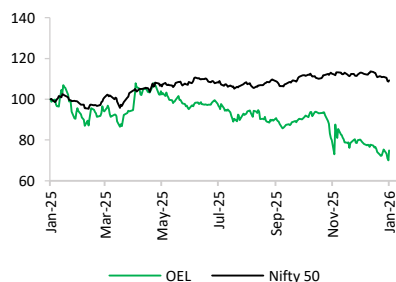
Shareholding Pattern %

(As on Dec, 2025)

Promoters	38.30
DII	31.90
FII	3.60
Public & Others	26.20

Stock Performance (%)	3m	6m	12m
OEL	-18.0	-22.6	-25.1
NIFTY	-2.3	0.9	9.2

OEL Vs Nifty



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Orient Electric Ltd revenue grew by 11% YoY (+29% QoQ) to INR 906cr; above our estimates of INR 867cr, supported by secular growth across categories. EBITDA stood at INR 68cr; above our estimates of INR 65cr, operational efficiencies neutralized gross margin impact. PAT stood at INR 26cr (-4.4% YoY/+115.4% QoQ), below our estimates of INR 30cr due to one-time exceptional items related to the implementation of new wage codes.

Key Highlights

Growth from Premium and Energy-Efficient Products: BLDC fan range grew 30% YoY in Q3FY26. BLDC, with other premium decorative models accounting for >30% of domestic ceiling fan sales, and the company set a target to increase to 45% in the next two seasons. The introduction of new, stricter energy-efficient norms from Jan-26 is expected to act as a catalyst, speeding up the shift toward BLDC. The advanced products are generally more profitable than basic models and align with the growing consumer trend towards stylish and technology-integrated home appliances.

Successful Expansion into New Businesses: The company is effectively diversifying beyond its traditional fan business into new, high-growth areas. Its ECD segment grew 12.6% YoY in Q3FY26, led by very strong performance in heating products like water and room heaters. Within lighting, a strategic move towards premium luminaires, which now contribute 66% (61% in Q3FY25) of lighting revenue. Newer businesses like wires and switchgear are gaining momentum. The wires business revenue doubled (small base), supported by strong relationships with electricians.

Enhanced Market Reach and Sales Channels: The company is aggressively expanding its market presence and improving selling methods. The company has added 4,500 new stores in the "Mission Orange" retail initiative to showcase its premium range. The company is also shifting toward DTM, which has already been successfully implemented in regions like Pune, Madhya Pradesh, and Chhattisgarh. E-commerce continues to be a major growth (double-digit growth in Q3FY26) channel, and the company increases its focus and investment in digital marketing.

Outlook & Valuation: Orient Electric Ltd growth is driven by the successful execution of its "One Orient" strategy, which leverages a multi-product growth engine focused on premiumization. BLDC portfolio grew 30% YoY in Q3FY26 and premium mix aimed to increase from 30% to 45% over the next two seasons, supported by new BEE norms acting as a structural catalyst for energy-efficient adoption. The company has strengthened by the expansion of the "Mission Orange" program to 4,500 outlets and stabilization of the DTM model. The company has maintained a stable EBITDA margin despite elevated commodity prices through cost efficiency programs. The elevated inventory channel and destocking of older fan models due to the transition to new BEE norms, and lower utilization of the Hyderabad facility due to muted demand for TPW fans, are the key challenges. However, the upcoming summer, particularly in southern India, will be a growth driver in the near term. We estimate the Revenue/EBITDA/PAT CAGR of 9.2%/15.5%/24.3% over the period of FY25-28E. RoE (12.5% to 17.8%) and RoCE (12% to 17.3%) are expected to improve over the period of FY25-28E. The stock is trading at 38.9x based on FY26E EPS. At the CMP INR 170, we are upgrading to a "BUY" (earlier "ACCUMULATE") rating at a TP of INR 225 per share; valued at a PE multiple of 30x (Industry median: 46x; justified lower growth compared to peers) and its FY28E EPS of INR 7.5, an upside of 32.2%.

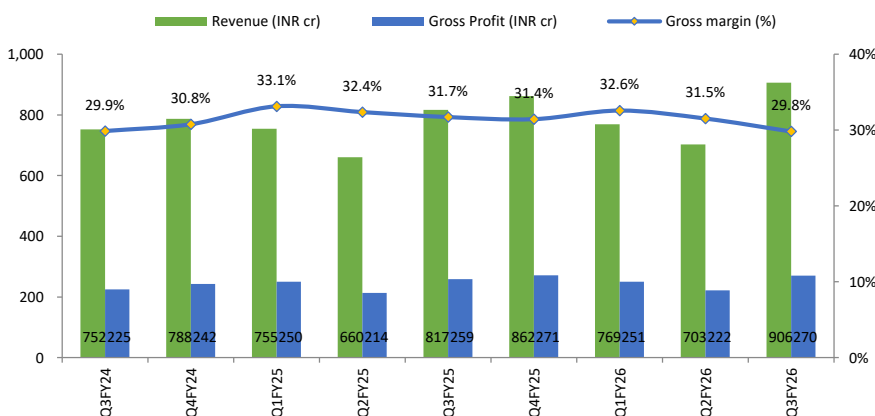
Q3FY26 Result update

Income statement summary

Y/e 31 Mar (INR cr)	Q3FY25	Q2FY26	Q3FY26	YoY (%)	QoQ (%)
Revenue	817	703	906	11.0%	29.0%
Net Raw Materials	558	481	636	14.1%	32.2%
Gross Profit	259	222	270	4.3%	22.0%
Gross Margins (%)	31.7%	31.5%	29.8%	-190 bps	-170 bps
Employee Cost	75	76	77	2.3%	1.7%
Other Expenses	123	108	126	2.4%	16.5%
EBITDA	61	38	68	10.6%	78.4%
EBITDA Margin (%)	7.5%	5.4%	7.5%	-2 bps	+207 bps
Depreciation	20	19	19		
Interest expense	6	5	7		
Other income	1.7	2.5	1.6		
Exceptional Items	-	-	(9)		
Profit before tax	37	16	35		
Taxes	9	4	9		
PAT	27	12	26	-4.4%	115.4%
PAT Margin (%)	3.3%	1.7%	2.9%	-46 bps	+115 bps
EPS (INR)	1.3	0.6	1.2		

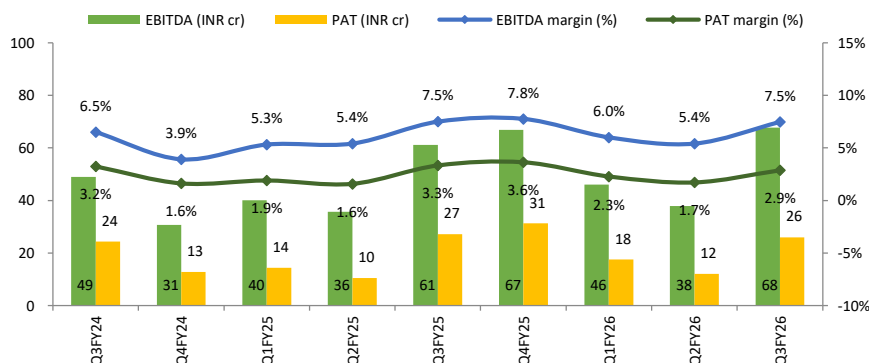
Source: Company Reports, Aриhant Capital Research

Exhibit 1: Gross margins contracted by 190 bps YoY (down by 170 bps QoQ) to 29.8% in Q3FY26, due to elevated commodity prices.



Source: Company Reports, Aриhant Capital Research

Exhibit 2: EBITDA margin flat at 7.5% (+207 bps QoQ) in Q3FY26, supported by cost efficiency measures.



Source: Company Reports, Aриhant Capital Research

Quarterly results and Segments

Exhibit 3: Orient Electric revenue grew 11% YoY in Q3FY26, driven by secular growth across categories. Gross margins were lower at 29.8% (guidance: 32%-34%) due to elevated commodity prices especially copper, however EBITDA margin remain stable at 7.5%, supported by cost efficiencies. The implementation of new labor codes led to a one-time impact of INR 8.7cr.

Particular (INR cr)	Q3FY24	Q4FY24	Q1FY25	Q2FY25	Q3FY25	Q4FY25	FY25	Q1FY26	Q2FY26	Q3FY26	YoY (%)	QoQ (%)
Revenue	752	788	755	660	817	862	3,094	769	703	906	11.0%	29.0%
Net Raw Materials	527	545	505	446	558	591	2,100	519	481	636	14.1%	32.2%
Gross Profit	225	242	250	214	259	271	994	251	222	270	4.3%	22.0%
Gross Margins (%)	29.9%	30.8%	33.1%	32.4%	31.7%	31.4%	32.1%	32.6%	31.5%	29.8%	-190 bps	-170 bps
Employee Cost	64	70	77	78	75	76	306	76	76	77		
Other Expenses	112	142	133	100	123	128	484	128	108	126		
EBITDA	49	31	40	36	61	67	204	46	38	68	10.6%	78.4%
EBITDA Margin (%)	6.5%	3.9%	5.3%	5.4%	7.5%	7.8%	6.6%	6.0%	5.4%	7.5%	-2 bps	+207 bps
Depreciation	15	15	18	20	20	22	79	19	19	19		
Interest expense	5	7	6	6	6	6	24	5	5	7		
Other income	4.3	5.0	2.5	4.2	1.7	3.5	11.8	2.5	2.5	1.6		
Exceptional Items	-	-	-	-	-	-	-	-	-	(9)		
Profit before tax	33	13	19	14	37	42	112	24	16	35		
Taxes	8	1	5	4	9	11	29	6	4	9		
PAT	24	13	14	10	27	31	83	18	12	26	-4.4%	115.4%
PAT Margin (%)	0	0	0	1.6%	3.3%	3.6%	2.7%	2.3%	1.7%	2.9%	-46 bps	+115 bps
EPS (INR)	1.1	0.6	0.7	0.5	1.3	1.5	3.9	0.8	0.6	1.2		

Source: Company Reports, Arihant Capital Research

Exhibit 4: ECD segment grew 12.6% YoY (+46.7% QoQ), supported by the heating category. ECD margins improved by 64 bps YoY (+360 bps QoQ) supported by premiumization and operational efficiencies. Lighting & Switchgear growth sustained at 7.1% YoY (-0.8% QoQ), supported by consumer lighting. Selective approach on tenders impacted B2B growth. Lighting & Switchgears margins down by 373bps YoY (-352 bps QoQ) due to continued pricing pressure in lightings.

Segmental Revenue (INR cr)	Q3FY24	Q4FY24	Q1FY25	Q2FY25	Q3FY25	Q4FY25	FY25	Q1FY26	Q2FY26	Q3FY26	YoY (%)	QoQ (%)
Electric Consumer Durables	535	569	545	440	574	614	2,173	545	441	647	12.6%	46.7%
Lighting & Switchgears	217	219	210	221	242	248	921	224	262	260	7.1%	-0.8%
Total	752	788	755	660	817	862	3,094	769	703	906	11.0%	29.0%

Segmental EBIT (INR cr)	Q3FY24	Q4FY24	Q1FY25	Q2FY25	Q3FY25	Q4FY25	FY25	Q1FY26	Q2FY26	Q3FY26	YoY (%)	QoQ (%)
Electric Consumer Durables	60	47	49	39	64	68	220	37	36	77	19.0%	110.9%
Lighting & Switchgears	31	28	39	30	32	31	132	39	34	25	-23.0%	-27.5%
Total	91	75	88	69	96	99	352	76	70	101	5.0%	43.8%

Segmental EBIT Margin (%)	Q3FY24	Q4FY24	Q1FY25	Q2FY25	Q3FY25	Q4FY25	FY25	Q1FY26	Q2FY26	Q3FY26	YoY (%)	QoQ (%)
Electric Consumer Durables	11.3%	8.2%	9.1%	8.8%	11.2%	11.0%	10.1%	6.8%	8.2%	11.8%	+64 bps	+360 bps
Lighting & Switchgears	14.2%	12.8%	18.6%	13.6%	13.3%	12.5%	14.3%	17.4%	13.1%	9.5%	-373 bps	-352 bps
Total	12.1%	9.5%	11.7%	10.4%	11.8%	11.4%	11.4%	9.9%	10.0%	11.2%	-0.64%	1.15%

Source: Company Reports, Arihant Capital Research

Exhibit 5: In ECD, BLDC fans, Heating appliances and water & room heaters performed well; while TPW fans faced challenges. In lighting & Switchgears, consumer light remain stable at single digit growth; while selected based approach impacted B2B lightings. Switchgear and wires performed well.

Product Category	Key Performance Highlights
Fans (Overall)	Grew despite a slow market. Gained market share while others lost.
BLDC Fans	Major growth area. Portfolio grew over 30% YoY in Q3FY26.
Premium Fans	Premium models (Decorative and BLDC fans) make up over 30% of fan sales. The company is focused to increase to 45% in the next two seasons.
TPW Fans	Sales declined due to poor summer weather. This lowered factory usage in Hyderabad.
Heating Appliances	Very strong double-digit growth, helped by a cold winter and new product launches.
Water & Room Heaters	Gained significant market share. Focusing more on water heaters with wider distribution and new models.
Lighting (Consumer)	Single-digit sales growth. Shift toward premium lights and a unified brand campaign helped.
Luminaires	Now make up 66% of lighting sales. High demand for modern downlights and panels drove growth.
Lighting (Tender)	B2B Sales dropped sharply in Q3FY26 due to very high sales last year, making overall lighting sales look flat.
Switchgear	Very strong double-digit growth in switches. Selling them through existing fan and lighting stores.
Wires	Sales doubled (small base). Price changes are passed to customers every three weeks.
Exports	Grew 40% YoY in Q3FY26, mainly from fans. Key markets are South Asia, Middle East, and Africa.

Source: Company Reports, Arianth Capital Research

Exhibit 6: We listed a few challenges, where company faced in Q3FY26.

Challenges	Key Details and Impacts
Commodity Cost Pressures	Prices for materials like copper rose sharply. This lowered the company's gross margin (29.8% in Q3FY26) below its target of 32%-34%.
Regulatory Transition	New energy rules for fans led stores to clear old stock. This caused short-term sales disruption and market imbalance.
Muted Cooling Demand	Poor summer weather in previous years led to muted demand in cooling categories and elevated channel inventory. TPW fans were especially affected.
Asset utilization	The Hyderabad factory is not being used much because it was built for TPW fans.
Working Capital Management	working capital days increased to 31days (8 days in FY24) in Q3FY26, mainly due to higher stock levels and receivables. The company aims to normalize to 18-22 days.
Competitive Intensity	Rivals are entering each other's markets, making competition tougher. It's hard and expensive for new products to grow beyond a certain size. For new product categories, scaling between INR 200-250cr requires, immense investment in brand, distribution and service.
Pricing Lag in Segments	The company was slow to raise prices (3%-3.5% hike in Jan-26) for some products, like fans, switches and lights, so full benefits weren't seen in time.


Source: Company Reports, Arianth Capital Research

Exhibit 7: New product launches in Q3FY26.

ECD		Lighting		
<p>Induction</p>  <p>Arina H</p> <p>TPW</p>  <p>Farata Oscillation</p>	<p>Appliances</p>  <p>Instafluo 5.9L Instant WH</p>  <p>Aquator Edge</p>  <p>Instafluo Neo 5.9L Instant WH</p>  <p>Fabrileek 1000W</p>	 <p>Décor Wall Light 15W</p>  <p>Razor Neo Street Light 50W</p>  <p>Orismart Panel 15W</p>  <p>Prism Topaz 7W / 12W / 18W</p>  <p>Prism Bloom 7W / 12W / 18W</p>  <p>Prism Surface Cylinder 3W / 6W / 12W / 18W</p>		

Source: Company Reports, Arihant Capital Research

Exhibit 8: Marketing initiatives



Fatt Se Garam – Water Heater Campaign

- Digital-led YouTube/Meta campaign with DVC featuring MS Dhoni on instant heating
- High impact visibility driven through OOH in 8 cities and print ads in key markets
- National + regional influencer collaboration: amplifying the faster-heating promise in a quirky, memorable way

ACETECH Delhi Participation

- Established strategic presence within the architect and specifier ecosystem at ACETECH
- Showcased the full portfolio of unique PLUM products, generating a strong inquiry pipeline
- 'One Orient' presence across lighting, fans, appliances, switches and wires

AISEA Annual Trade Event

- Conducted annual trade conference with combined category awards for Fans, Appliances and Lighting
- Strong presentation of the 'One Orient' philosophy and the entire product portfolio

Source: Company Reports, Arihant Capital Research

Q3FY26 Concall Highlights

Margins

- Gross margins fell to 29.8% in Q3FY26 (guidance: 32%-34%), due to elevated commodity prices, especially copper. However, EBITDA margin remains stable at 7.5% (-2 bps YoY/+207 bps QoQ), supported by cost efficiency measures. The company is focused on double-digit EBITDA margins through premiumization and cost discipline.

Water heaters

- ECD segment grew 12.6% YoY (+46.7% QoQ), supported by the heating category.
- Water heaters and room heaters benefited from the prolonged and severe winter. The launch of the "World Flow Fast" heating range helped water heaters gain market share.

Hyderabad facility

- The Hyderabad manufacturing facility, built primarily for the TPW fan segment, is currently experiencing low utilization.
- The industry witnessed softness in the TPW category, and utilization is expected to improve with the onset of the summer season, particularly in southern India.

Fans

- The company has gained market share in the ceiling fans segment, despite broader volume declines in TPW fans.
- Premium decorative and BLDC fans accounts 30% of the domestic ceiling fans, and the company is focused on increasing the premium mix to 45% over the next two seasons.
- The BLDC fan portfolio grew 30% YoY in Q3FY26. The new BEE label norms are effective 1st Jan 2026. The norms are expected to act as a structural catalyst for accelerated BLDC adoption, as stricter energy efficiency requirements make these models more attractive to consumers.

DTM and Mission Orange

- The direct-to-market model has stabilized in the Pune, Madhya Pradesh, and Chhattisgarh markets.
- The "Mission Orange" retail program is aimed at enhancing in-store engagement for premium products. The company has expanded 4,500 new outlets in Q3FY26.

Lighting & Switchgear

- Luminaries accounted 66% of the lighting & switchgear segment revenue in Q3FY26 (vs 61% in Q3FY25). Premium lighting grew double-digits, while the tender business declined due to a higher base.
- Switchgear and wires performed well. Switches witnessed double-digit growth, supported by electrician engagement, and wires doubled on a YoY basis (small base).
- In lighting, the B2C and B2B mix stood at 75:25 and focused on 65:35 going forward.

Q3FY26 Concall Highlights**E-commerce**

- E-commerce grew double-digit rate, driven by improved online assortments and digital marketing investments.

Price hike

- The company has implemented a price hike of 3%-3.5% in Jan-26 across main categories, including fans, lighting, and switchgear, due to an increase in copper and other commodities.
- The company is passing on commodity increases every 3 weeks for wires.

Working capital

- The Channel inventory elevated in Q3FY26. The demand muted in cooling categories, alongside the destocking of older fan models due to the transition to new BEE norms.
- Working capital days increased to 31 days in Q3FY26 (8 days in FY24), due to higher inventory levels and receivables. Working capital is expected to stabilize at 18-22 days going forward.

Exports

- Exports grew 40% YoY in Q3FY26, driven by fans' sales across various markets. The export regions are South Asia, the Middle East, and Africa.

Other highlights

- Spark Sanchay program delivered savings of INR 43cr in 9MFY26.
- The company enhanced its service infrastructure by implementing a four-hour service commitment for fans and water heaters across 18 major cities.
- The implementation of new labor codes led to a one-time impact of INR 8.7cr.
- The key growth drivers are premiumization strategy, digital reach expansion, cost discipline, and energy efficiency norms.

Financial Statements

Income statement summary

Y/e 31 Mar (INR cr)	FY22	FY23	FY24	FY25	FY26E	FY27E	FY28E
Revenue	2,448	2,529	2,812	3,094	3,343	3,625	4,033
Net Raw Materials	1,767	1,824	1,957	2,100	2,298	2,485	2,760
Employee Cost	190	193	259	306	314	333	362
Other Expenses	260	361	452	484	504	540	596
EBITDA	231	151	144	204	227	268	314
EBITDA Margin (%)	9.4%	6.0%	5.1%	6.6%	6.8%	7.4%	7.8%
Depreciation	(47)	(54)	(59)	(79)	(82)	(93)	(103)
Interest expense	(20)	(22)	(23)	(24)	(22)	(14)	(13)
Other income	6	27	16	12	12	15	17
Profit before tax	170	102	96	112	126	176	215
Taxes	(43)	(26)	(21)	(29)	(32)	(45)	(56)
PAT	127	76	75	83	93	131	160
PAT Margin (%)	5.2%	3.0%	2.7%	2.7%	2.8%	3.6%	4.0%
Other Comprehensive income	0	1	1	1	-	-	-
Net profit	127	76	77	84	93	131	160
EPS (INR)	6.0	3.6	3.6	3.9	4.4	6.1	7.5

Source: Company Reports, Arianth Capital Research

Balance sheet summary

Y/e 31 Mar (INR cr)	FY22	FY23	FY24	FY25	FY26E	FY27E	FY28E
Equity capital	21	21	21	21	21	21	21
Reserves	520	563	618	673	735	822	928
Net worth	541	585	639	694	756	843	950
Provisions	53	50	51	58	18	20	22
Debt	101	139	157	86	74	64	62
Other non-current liabilities	13	11	9	5	17	18	20
Total Liabilities	709	784	855	844	866	946	1,054
Fixed assets	142	127	140	366	388	400	402
Capital Work In Progress	2	83	223	5	4	5	5
Other Intangible assets	23	22	17	13	13	13	13
Investments	10	15	18	17	20	22	24
Other non current assets	90	133	125	103	117	127	141
Net working capital	291	238	227	267	305	319	360
Inventories	326	285	315	430	428	449	492
Sundry debtors	416	372	472	518	522	556	619
Other current assets	28	63	36	29	27	30	33
Sundry creditors	(449)	(453)	(544)	(600)	(606)	(644)	(703)
Other current liabilities & Prov	(29)	(28)	(52)	(111)	(67)	(73)	(81)
Cash	151	164	66	55	18	60	108
Other Financial Assets	0	2	40	19	1	1	1
Total Assets	709	784	855	844	866	946	1,054

Source: Company Reports, Arianth Capital Research

Du-Pont Analysis

Y/e 31 Mar	FY22	FY23	FY24	FY25	FY26E	FY27E	FY28E
Tax burden (x)	0.7	0.7	0.8	0.7	0.7	0.7	0.7
Interest burden (x)	0.9	1.0	1.1	0.9	0.9	1.0	1.0
EBIT margin (x)	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Asset turnover (x)	2.1	2.1	2.2	2.1	2.2	2.3	2.4
Financial leverage (x)	2.3	2.1	2.1	2.2	2.1	2.0	1.9
RoE (%)	25.4%	13.3%	12.0%	12.0%	12.3%	15.7%	17.2%

Source: Company Reports, Arianth Capital Research

Financial Statements

Cashflow summary

Y/e 31 Mar (INR cr)	FY22	FY23	FY24	FY25	FY26E	FY27E	FY28E
Profit before tax	170	102	96	112	126	176	215
Depreciation	47	54	59	79	82	93	103
Tax paid	(43)	(26)	(21)	(29)	(32)	(45)	(56)
Working capital Δ	(177)	53	11	(39)	(38)	(14)	(41)
Operating cashflow	(3)	182	145	123	138	209	222
Capital expenditure	(59)	(119)	(211)	(88)	(104)	(105)	(105)
Free cash flow	(61)	63	(66)	35	33	104	116
Equity raised	1	10	11	4	-	-	-
Investments	(0)	(5)	(3)	1	(3)	(2)	(2)
Others	(14)	(43)	(25)	47	4	(10)	(14)
Debt financing/disposal	6	38	18	(70)	(12)	(10)	(2)
Dividends paid	(42)	(42)	(32)	(32)	(31)	(44)	(54)
Other items	4	(6)	(1)	3	(28)	3	4
Net Δ in cash	(107)	14	(98)	(12)	(37)	42	48
Opening Cash Flow	258	151	164	66	55	18	60
Closing Cash Flow	151	164	66	55	18	60	108

Source: Company Reports, Arianth Capital Research

Ratio analysis

Y/e 31 Mar	FY22	FY23	FY24	FY25	FY26E	FY27E	FY28E
Growth matrix (%)							
Revenue growth	20.5%	3.3%	11.2%	10.0%	8.0%	8.5%	11.2%
Op profit growth	5.4%	-34.7%	-4.4%	41.1%	11.3%	18.0%	17.3%
Profitability ratios (%)							
OPM	9.4%	6.0%	5.1%	6.6%	6.8%	7.4%	7.8%
Net profit margin	5.2%	3.0%	2.7%	2.7%	2.8%	3.6%	4.0%
RoCE	21.8%	12.6%	9.7%	12.0%	13.8%	15.9%	17.3%
RoNW	25.4%	13.5%	12.3%	12.5%	12.9%	16.3%	17.8%
RoA	17.9%	9.7%	8.8%	9.9%	10.8%	13.8%	15.2%
Per share ratios (INR)							
EPS	6.0	3.6	3.6	3.9	4.4	6.1	7.5
Dividend per share	2.0	2.0	1.5	1.5	1.5	2.1	2.5
Cash EPS	8.2	6.1	6.3	7.6	8.2	10.5	12.3
Book value per share	25.5	27.5	29.9	32.5	35.4	39.5	44.5
Valuation ratios (x)							
P/E	28.5	47.4	47.4	43.3	38.9	27.7	22.7
P/CEPS	20.8	28.0	27.0	22.4	20.7	16.2	13.8
P/B	6.7	6.2	5.7	5.2	4.8	4.3	3.8
EV/EBITDA	15.3	23.7	25.6	17.9	16.2	13.5	11.3
Payout (%)							
Dividend payout	33.5%	56.0%	42.5%	38.5%	33.5%	33.5%	33.5%
Tax payout	25.4%	25.6%	21.8%	25.9%	25.8%	25.8%	25.8%
Liquidity ratios							
Debtor days	60	57	55	58	57	54	53
Inventory days	59	61	56	65	68	64	62
Creditor days	80	69	68	72	71	68	66
WC Days	39	49	43	51	54	51	49
Leverage ratios (x)							
Interest coverage	9.1	4.4	3.7	5.1	6.5	12.6	16.7
Net debt / equity	-0.1	-0.0	0.1	0.0	0.1	0.0	-0.0
Net debt / op. profit	-0.2	-0.2	0.6	0.2	0.3	0.0	-0.1

Source: Company Reports, Arianth Capital Research

Story in Charts

Exhibit 9: Revenue growth is expected to grow at CAGR of 9.2% over the period of FY25-28E.

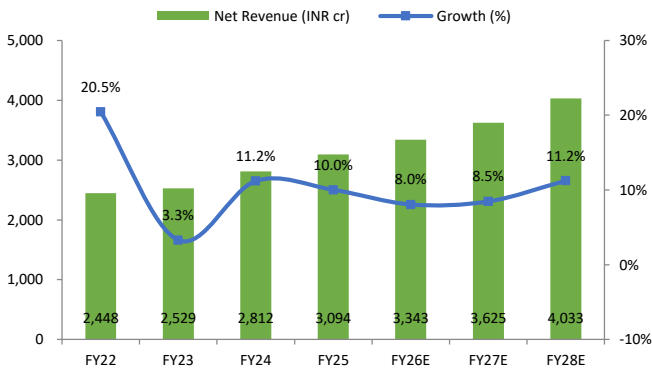


Exhibit 10: Gross Margins are expected to improve gradually supported by cost optimization, better realization and product mix.

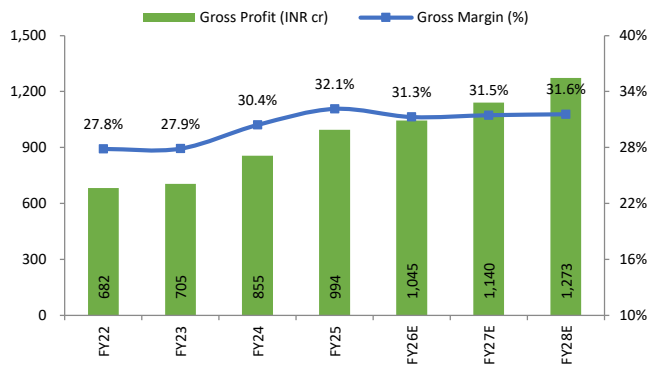


Exhibit 11: Rationalization of other expenses and cost savings will improve the EBITDA margin going forward.

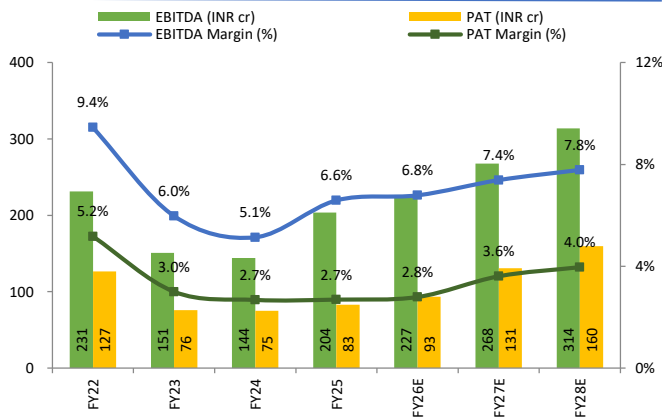


Exhibit 12: Return ratios is expected to improve.

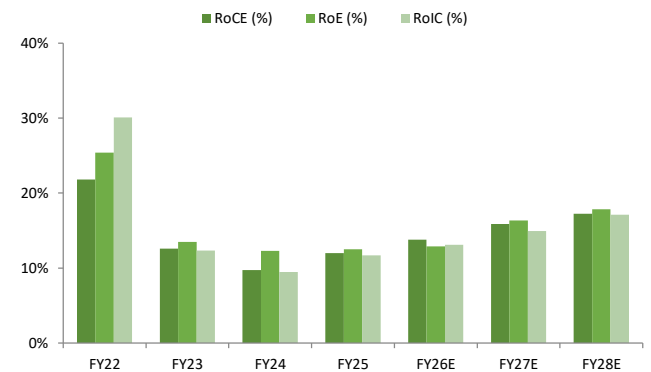


Exhibit 13: Working capital days to be improve

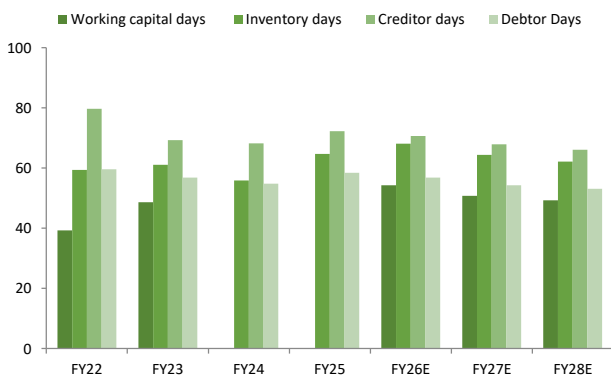
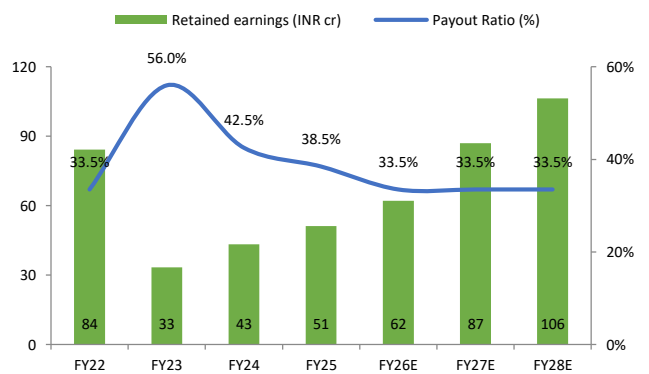


Exhibit 14: Dividend pay-out to be continue



Source: Company Reports, Arianth Capital Research

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Stock Rating Scale**Absolute Return**

BUY	>20%
ACCUMULATE	12% to 20%
HOLD	5% to 12%
NEUTRAL	-5% to 5%
REDUCE	-5% to -12%
SELL	<-12%

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