### **RESULT UPDATE**

#### **KEY DATA**

| 52 Week High/Low            | 927/488           |
|-----------------------------|-------------------|
| Market cap (INR bn/USD bn)  | 927/488<br>59/0.7 |
| 52 Week High/Low            | 927/488           |
| 12 month price target (INR) | 840               |
| Price (INR)                 | 514               |
| Sector relative             | Neutral           |
| Rating                      | BUY               |

### SHAREHOLDING PATTERN

|          | Sep-25 | Jun-25 | Mar-25 |
|----------|--------|--------|--------|
| Promoter | 62.7%  | 62.7%  | 62.7%  |
| FII      | 7.8%   | 7.9%   | 7.8%   |
| DII      | 29.5%  | 29.4%  | 29.5%  |
| Pledge   | 0.0%   | 0.0%   | 0.0%   |

#### **FINANCIALS** (INR mn) Year to March FY25A FY26E FY27E FY28E Revenue 48,284 48,239 54,117 60,147 **EBITDA** 3.075 3.150 4.546 5.424 Adjusted profit 907 1.284 2.219 2.849 Diluted EPS (INR) 7.9 19.3 11.1 24.7 EPS growth (%) 68.3 28.4 41.6 72.8 RoAE (%) 14.4 3.4 5.2 6.6 27.2 108.8 45.7 P/E (x) EV/EBITDA (x) 15.2 21.2 17.5 16.4 Dividend yield (%) 0.6

### **CHANGE IN ESTIMATES**

|                   | Revised e | stimates | % Revi | sion   |
|-------------------|-----------|----------|--------|--------|
| Year to March     | FY26E     | FY27E    | FY26E  | FY27E  |
| Revenue           | 48,239    | 54,117   | (2.3)  | (3.7)  |
| EBITDA            | 3,150     | 4,546    | (15.5) | (12.6) |
| Adjusted profit   | 1,284     | 2,219    | (14.2) | (9.7)  |
| Diluted EPS (INR) | 11.1      | 19.3     | (14.2) | (9.7)  |

#### PRICE PERFORMANCE



### Fans to overshadow near-term improvement

Bajaj Electricals (BJE) reported Q2FY26 revenue/EBITDA/PAT growth of -1%/+20%/+38% YoY. While lighting revenue (+10% YoY), doubledigit growth in kitchen appliances and single-digit growth in fans were positive, a sharp decline in TPW fans and air coolers brought down CP top line (-1% YoY) and margins. BJE pointed to i) muted festival growth for small appliances; ii) likely strong winter products demand; and iii) fans to face challenges due to RM inflation, high inventories and change in rating table Jan-26 onwards.

We are cutting FY26E/27E EPS by 14%/10% to reflect the pain in the fans portfolio. Maintain 'BUY' with a Dec-26 TP of INR840 (earlier INR850) based on 26x Dec-27E EPS.

### Lighting growth offsetting consumer decline; margins healthy

Revenue inched down 1% to INR11bn as lighting segment growth (+10% YoY) was offset by a decline in consumer products segment (-4% YoY; 1% above our estimate) due to a drop in TPW fans and coolers (double-digit decline). This overshadowed double digit growth in kitchen appliances and ceiling fans. EBIT margins contracted 10bp to 0.9% due to adverse operating leverage. Lighting segment revenue expanded 10% on the back of double-digit value growth in consumer lighting with single-digit value growth in professional lighting. EBIT margins expanded 200bp due to operating leverage and a favourable product mix. EBITDA expanded 20%, mainly due to lower other expenses (-8%) with margins expanding 100bp to 5.6%. PAT increased 13% to INR146mn.

### Focus on top line and market share gain led by premiumisation

BJE continues to work on its long-term path of product innovation, premiumisation and brand building along with distribution expansion. The company remains focused on expanding its market share and garnering top-line growth through all products. Moreover, premiumisation across product categories is progressing well, which shall eventually lead to growth. Furthermore, NPD is reporting healthy momentum with 40% contribution in the current portfolio.

### Revise FY26/27 estimates downwards; maintain 'BUY'

We are cutting FY26E/27 EPS by 14%/10% to reflect i) pain in Q3FY26 amid higher RM cost, high inventories and rating table change in fans portfolio from Jan-26; and ii) adverse operating leverage due to weak top-line growth. Maintain 'BUY' with a Dec-26 TP of INR840 (earlier INR850) based on 26x Dec-27E EPS. Key risk: Delay in revival in consumption in general.

### **Financials**

| Year to March     | Q2FY26 | Q2FY25 | % Change | Q1FY26 | % Change |
|-------------------|--------|--------|----------|--------|----------|
| Net Revenue       | 11,071 | 11,183 | (1.0)    | 10,646 | 4.0      |
| EBITDA            | 619    | 516    | 19.9     | 333    | 85.7     |
| Adjusted Profit   | 146    | 129    | 13.4     | 83     | 75.8     |
| Diluted EPS (INR) | 1.3    | 1.1    | 13.4     | 0.7    | 75.8     |

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# **Financial Statements**

### Income Statement (INR mn)

| Year to March          | FY25A  | FY26E  | FY27E  | FY28E  |
|------------------------|--------|--------|--------|--------|
| Total operating income | 48,284 | 48,239 | 54,117 | 60,147 |
| Gross profit           | 15,332 | 15,678 | 17,859 | 20,149 |
| Employee costs         | 3,800  | 3,952  | 4,229  | 4,651  |
| Other expenses         | 8,458  | 8,576  | 9,084  | 10,073 |
| EBITDA                 | 3,075  | 3,150  | 4,546  | 5,424  |
| Depreciation           | 1,441  | 1,520  | 1,596  | 1,676  |
| Less: Interest expense | 699    | 540    | 583    | 630    |
| Add: Other income      | 548    | 600    | 600    | 690    |
| Profit before tax      | 1,483  | 1,690  | 2,967  | 3,809  |
| Prov for tax           | 363    | 406    | 748    | 960    |
| Less: Other adj        | (214)  | 0      | 0      | 0      |
| Reported profit        | 907    | 1,284  | 2,219  | 2,849  |
| Less: Excp.item (net)  | 0      | 0      | 0      | 0      |
| Adjusted profit        | 907    | 1,284  | 2,219  | 2,849  |
| Diluted shares o/s     | 115    | 115    | 115    | 115    |
| Adjusted diluted EPS   | 7.9    | 11.1   | 19.3   | 24.7   |
| DPS (INR)              | 4.0    | 0      | 0      | 0      |
| Tax rate (%)           | 28.8   | 28.2   | 24.4   | 24.0   |

### **Balance Sheet (INR mn)**

|                      | ,      |        |        |        |
|----------------------|--------|--------|--------|--------|
| Year to March        | FY25A  | FY26E  | FY27E  | FY28E  |
| Share capital        | 230    | 230    | 230    | 230    |
| Reserves             | 15,358 | 16,239 | 17,998 | 20,329 |
| Shareholders funds   | 15,589 | 16,470 | 18,228 | 20,559 |
| Minority interest    | 0      | 0      | 0      | 0      |
| Borrowings           | 0      | 0      | 0      | 0      |
| Trade payables       | 19,125 | 19,824 | 22,240 | 24,718 |
| Other liabs & prov   | 5,777  | 5,392  | 5,932  | 6,552  |
| Total liabilities    | 40,491 | 41,686 | 46,400 | 51,829 |
| Net block            | 3,508  | 2,914  | 2,318  | 1,642  |
| Intangible assets    | 0      | 0      | 0      | 0      |
| Capital WIP          | 126    | 200    | 200    | 200    |
| Total fixed assets   | 3,634  | 3,114  | 2,518  | 1,842  |
| Non current inv      | 670    | 670    | 670    | 670    |
| Cash/cash equivalent | 1,206  | 3,274  | 4,635  | 6,742  |
| Sundry debtors       | 13,013 | 12,159 | 13,640 | 15,160 |
| Loans & advances     | 14,795 | 14,539 | 16,041 | 17,527 |
| Other assets         | 7,174  | 7,930  | 8,896  | 9,887  |
| Total assets         | 40,491 | 41,686 | 46,400 | 51,829 |

### **Important Ratios (%)**

| Year to March          | FY25A | FY26E | FY27E | FY28E |
|------------------------|-------|-------|-------|-------|
| COGS (% of rev)        | 68.8  | 70.3  | 68.2  | 67.5  |
| Employee cost (% rev)  | 7.0   | 7.9   | 7.9   | 8.2   |
| Other Exp ( % of rev)  | 16.5  | 16.3  | 17.5  | 17.8  |
| EBITDA margin (%)      | 7.7   | 5.6   | 6.4   | 6.5   |
| Net profit margin (%)  | 4.4   | 1.2   | 1.9   | 2.7   |
| Revenue growth (% YoY) | 4.0   | (0.1) | 12.2  | 11.1  |
| EBITDA growth (% YoY)  | 18.4  | 2.5   | 44.3  | 19.3  |
| Adj. profit growth (%) | 68.3  | 41.6  | 72.8  | 28.4  |

### Free Cash Flow (INR mn)

|                       | ,     |         |         |         |
|-----------------------|-------|---------|---------|---------|
| Year to March         | FY25A | FY26E   | FY27E   | FY28E   |
| Reported profit       | 1,697 | 1,690   | 2,967   | 3,809   |
| Add: Depreciation     | 1,441 | 1,520   | 1,596   | 1,676   |
| Interest (net of tax) | 438   | (60)    | (17)    | (60)    |
| Others                | (131) | 0       | 0       | 0       |
| Less: Changes in WC   | 48    | 667     | (994)   | (899)   |
| Operating cash flow   | 3,468 | 3,412   | 2,805   | 3,566   |
| Less: Capex           | (50)  | (1,000) | (1,000) | (1,000) |
| Free cash flow        | 3,418 | 2,412   | 1,805   | 2,566   |

### Assumptions (%)

| Year to March     | FY25A | FY26E | FY27E | FY28E |
|-------------------|-------|-------|-------|-------|
| GDP (YoY %)       | 6.3   | 6.3   | 6.3   | 6.3   |
| Repo rate (%)     | 5.3   | 5.3   | 5.3   | 5.3   |
| USD/INR (average) | 82.0  | 82.0  | 82.0  | 82.0  |
|                   |       |       |       |       |
|                   |       |       |       |       |
|                   |       |       |       |       |
|                   |       |       |       |       |
|                   |       |       |       |       |
|                   |       |       |       |       |

### **Key Ratios**

| Year to March         | FY25A | FY26E | FY27E | FY28E |
|-----------------------|-------|-------|-------|-------|
| RoE (%)               | 14.4  | 3.4   | 5.2   | 6.6   |
| RoCE (%)              | 23.1  | 12.2  | 12.6  | 11.5  |
| Inventory days        | 80    | 85    | 93    | 105   |
| Receivable days       | 92    | 99    | 98    | 109   |
| Payable days          | 204   | 218   | 233   | 263   |
| Working cap (% sales) | 20.5  | 20.2  | 21.5  | 23.4  |
| Gross debt/equity (x) | 0     | 0     | 0     | 0     |
| Net debt/equity (x)   | (0.1) | (0.2) | (0.3) | (0.3) |
| Interest coverage (x) | 6.9   | 2.4   | 2.3   | 3.0   |

### **Valuation Metrics**

| Year to March      | FY25A | FY26E | FY27E | FY28E |
|--------------------|-------|-------|-------|-------|
| Diluted P/E (x)    | 27.2  | 108.8 | 64.7  | 45.7  |
| Price/BV (x)       | 3.8   | 3.6   | 3.2   | 0     |
| EV/EBITDA (x)      | 15.2  | 21.2  | 17.5  | 16.4  |
| Dividend yield (%) | 0.6   | 0.7   | 0.8   | 0     |

Source: Company and Nuvama estimates

### **Valuation Drivers**

| Year to March     | FY25A | FY26E | FY27E | FY28E |
|-------------------|-------|-------|-------|-------|
| EPS growth (%)    | 68.3  | 41.6  | 72.8  | 28.4  |
| RoE (%)           | 14.4  | 3.4   | 5.2   | 6.6   |
| EBITDA growth (%) | 18.4  | 2.5   | 44.3  | 19.3  |
| Payout ratio (%)  | 16.0  | 74.8  | 50.8  | 40.4  |

# **Q2FY26** earnings call: Key highlights

### **Consumer products**

- CP business faced volatility due to early monsoon, GST rate reforms, and high trade inventory, leading to postponed demand in summer-led categories (fans, air coolers).
- Non-seasonal products such as mixers, irons, and water heaters grew in single to
  high single digits, where Bajaj holds category leadership. Kitchen appliances
  (mixers, induction cooktops, and kettles) posted double-digit growth, led by the
  Bajaj brand.
- Gross margins: Improved ~200bp YoY aided by VAVE initiatives, though adverse operating leverage affected EBIT margins due to weak summer product sales.
- Fans: Ceiling fans grew in double digits, while TPW fans and air coolers were weak. BLDC fans form 15–20% of current fan sales, expected to rise further as BLDC now makes up ~25% of total fan market value.
- Coolers Saw double-digit YoY decline, impacted by early monsoon and channel inventory build-up.
- Festive Season (October) Muted demand due to continued inventory pressure; expect recovery as IMD forecasts a strong winter.
- Premiumisation gaining traction 100–300 bps annual improvement in premium mix contribution.
- New Product Development (NPD) contributes ~40% of revenue, indicating strong innovation pipeline.
- Price hikes of 1–3% expected in Nov–Dec 2025, mainly in fans, to offset cost inflation.

### Lighting

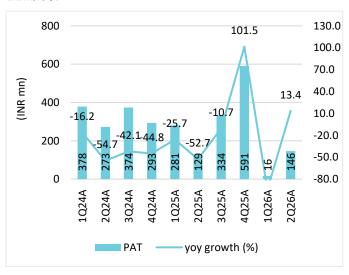
- Lighting vertical delivered 9.6% YoY revenue growth with 46% growth in EBIT reflecting strong profitability improvement. Growth being driven by professional lighting and value-engineered offerings.
  - Consumer Lighting Achieved double-digit volume and value growth, supported by ceiling and outdoor lighting products.
  - Professional Lighting Delivered good growth with high single-digit margins; order book briefly declined but strong October order inflow restored pipeline.
- Focus remains on margin sustainability through VAVE and cost discipline rather than volume push.
- Switchgear Launch Began in Aug-25; received orders ahead of expectations.
  - o India rollout, no major capex, as operations are outsourced.
  - Pan- Expected to be margin-accretive after initial two quarters, aligning with lighting margins.

**Exhibit 1: Revenue trends** 



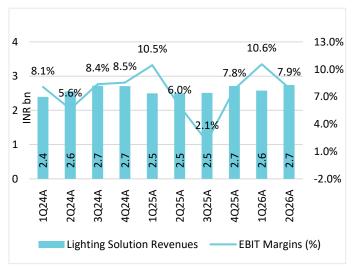
Source: Company, Nuvama Research

**Exhibit 3: PAT trend** 



Source: Company, Nuvama Research

**Exhibit 5: Lighting revenue and margin trends** 



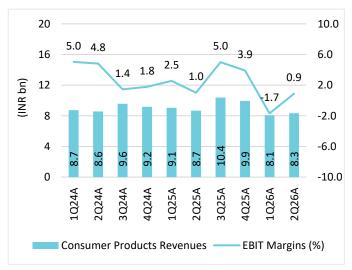
Source: Company, Nuvama Research

**Exhibit 2: EBITDA and margin trends** 



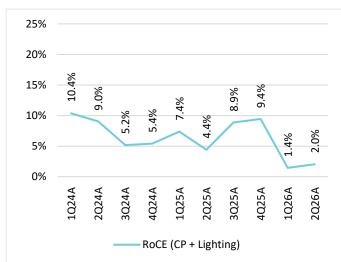
Source: Company, Nuvama Research

**Exhibit 4: Consumer product revenue and margin trends** 



Source: Company, Nuvama Research

**Exhibit 6: RoCE trends** 



Source: Company, Nuvama Research

**Exhibit 7: Quarterly performance** 

| INR mn               | 2Q25A  | 2Q26A  | YoY  | 2-yr CAGR | 1Q26A  | QoQ  | 1HFY25 | 1HFY26 | YoY  |
|----------------------|--------|--------|------|-----------|--------|------|--------|--------|------|
| Net Sales            | 11,183 | 11,071 | -1%  | 0%        | 10,646 | 4%   | 22,732 | 21,717 | -4%  |
| Cost of RM Consumed  | 7,689  | 7,502  | -2%  | -2%       | 7,243  | 4%   | 15,547 | 14,745 | -5%  |
| Gross Profit         | 3,494  | 3,570  | 2%   | 3%        | 3,403  | 5%   | 7,186  | 6,973  | -3%  |
| Gross Margin         | 31.2%  | 32.2%  | 100  | 0         | 32.0%  | 30   | 31.6%  | 32.1%  | 50   |
| Employee Costs       | 923    | 1,066  | 15%  | 5%        | 990    | 8%   | 1,856  | 2,056  | 11%  |
| % of sales           | 8.3%   | 9.6%   | 140  | 0         | 9.3%   | 30   | 8.2%   | 9.5%   |      |
| Other Expenses       | 2,055  | 1,885  | -8%  | 8%        | 2,080  | -9%  | 4,060  | 3,964  | -2%  |
| Total Expenditure    | 10,667 | 10,452 | -2%  | 0%        | 10,313 | 1%   | 21,462 | 20,765 | -3%  |
| EBITDA               | 516    | 619    | 20%  | -9%       | 333    | 86%  | 1,270  | 952    | -25% |
| EBITDA Margin        | 4.6%   | 5.6%   | 100  | 0         | 3.1%   | 250  | 5.6%   | 4.4%   | -120 |
| Depreciation         | 348    | 368    | 6%   | 17%       | 372    | -1%  | 668    | 739    |      |
| EBIT                 | 168    | 251    | 49%  |           | -38    | NM   | 603    | 213    | -65% |
| Other Income         | 152    | 78     | -49% | -15%      | 303    | -74% | 258    | 382    |      |
| Finance Costs        | 173    | 127    | -27% | -5%       | 176    | -28% | 331    | 303    | -8%  |
| Forex Loss/(Gain)    | 0      | 0      |      |           | 0      |      | 0      | 0      |      |
| XO (Income)/Expenses | 0      | 0      |      |           | 67     |      | 0      | 0      |      |
| Profit Before Tax    | 147    | 203    | 38%  | -36%      | 22     | 801% | 530    | 292    | -45% |
| Tax Expense          | 18     | 56     | 210% | -35%      | 6      | 825% | 120    | 63     |      |
| Tax Rate             | 12.4%  | 27.8%  |      | 0 bps     | 27.1%  |      | 22.6%  | 21.4%  |      |
| Reported Net Profit  | 129    | 146    | 13%  | -36%      | 16     | 792% | 410    | 229    | -44% |
| Reported EPS         | 1.1    | 0.1    | -87% | -76%      | 0.1    | 0%   | 3.6    | 2.0    |      |
| Normative Net Profit | 110    | 152    | 38%  | -33%      | 67     | 127% | 398    | 219    | -45% |
| Adjusted EPS         | 1.0    | 1.3    | 38%  | -33%      | 0.6    | 127% | 3.4    | 1.9    | -45% |

Source: Company, Nuvama Research

**Exhibit 8: Segmental performance** 

| INR mn             | 2Q25A  | 2Q26A  | YoY  | 2-yr CAGR | 1Q26A  | QoQ  | 1HFY25 | 1HFY26 | YoY   |
|--------------------|--------|--------|------|-----------|--------|------|--------|--------|-------|
| Net Sales          |        |        |      |           |        |      |        |        |       |
| Consumer Products  | 8,683  | 8,330  | -4%  | -1%       | 8,070  | 3%   | 17,735 | 16,400 | -8%   |
| Lighting Solutions | 2,501  | 2,741  | 10%  |           | 2,576  | 6%   | 4,998  | 5,317  | 6%    |
| Total              | 11,183 | 11,071 | -1%  | 0%        | 10,646 | 4%   | 22,732 | 21,717 | -4%   |
| EBIT               |        |        |      |           |        |      |        |        |       |
| Consumer Products  | 89     | 74     | -16% | -25%      | -136   | NM   | 319    | -62    | -119% |
| Lighting Solutions | 149    | 218    | 46%  |           | 272    | -20% | 410    | 490    | 19%   |
| Total              | 238    | 292    | 23%  | -10%      | 136    | 115% | 730    | 428    | -41%  |
| EBIT Margins       |        |        |      |           |        |      |        |        |       |
| Consumer Products  | 1.0%   | 0.9%   | -10  | -25%      | -1.7%  | 260  | 1.8%   | -0.4%  | -220  |
| Lighting Solutions | 6.0%   | 7.9%   | 200  |           | 10.6%  | -260 | 8.2%   | 9.2%   | 100   |
| Total              | 2.1%   | 2.6%   | 50   | -10%      | 1.3%   | 140  | 3.2%   | 2.0%   | -120  |
| Capital Employed   |        |        |      |           |        |      |        |        |       |
| Consumer Products  | 6,029  | 6,213  | 3%   | 0%        | 6,315  | -2%  | 12,064 | 12,528 | 4%    |
| Lighting Solutions | 815    | 926    | 14%  |           | 1,046  | -12% | 1,286  | 1,972  | 53%   |
| Unallocable        | 7,785  | 8,344  | 7%   | 3%        | 8,279  | 1%   | 12,092 | 7,199  | -40%  |
| Total              | 14,628 | 15,483 | 6%   | 2%        | 15,639 | -1%  | 25,443 | 21,698 | -15%  |

Source: Company, Nuvama Research

### **Company Description**

Bajaj Electricals Limited (BJE), a globally renowned and trusted company, is a part of "Bajaj Group". Bajaj Electricals business is spread across — Consumer Products (Appliances, Fans, Lighting), Exports, Luminaires and EPC (Illumination, Transmission Towers and Power Distribution). Bajaj Electricals has 19 branch offices spread in different parts of the country besides being supported by a chain of distributors, authorized dealers, retail outlets, exclusive showrooms called 'Bajaj World' and approximately 462 customer care centres. It also has presence in the hi-end range of appliances with brands like Platini and Morphy Richards in India. With a distribution network of over 500 distributors and over 220k retailers, Bajaj covers the length and breadth of the country with one of the highest tier II/III distribution reach.

### **Investment Theme**

The covid-19-led lockdown has brought about a major change in consumer behaviour—increased focus on in-house consumption and convenience—spurring demand for small-ticket home/kitchen appliances. This tailwind comes at a time when BJE has renewed its focus on the segment: a sharp rise in SKUs along with a renewed strategy to increase turnover of existing outlets (Expand and Extract). Both favourable trend and internal initiatives by management, in our view, raise prospects for much better growth/OPMs over medium term. Both segment are delivering healthy growth with improvement in margins. Company remains focused to expand its product offering, create sub-brands, undertake price hike, drive growth through various initiatives etc to boost growth. We expect the company to deliver healthy performance going ahead.

### **Key Risks**

The market in which BJE primarily operates consists of large unorganized market dotted with a large number of small- and medium-size players, which could impact overall profitability owing to competition. Several large peers are sharpening focus on tier II/III markets, stronghold of BJE. This could create greater challenges for BJE going ahead. Cost overruns, cash flow deferrals could put significant strain in BJEs balance sheet, impacting growth prospects in high competition consumer business.

# **Additional Data**

### **Management**

| Chairman | Shekar Bajaj    |
|----------|-----------------|
| MD & CEO | Sanjay Sachdeva |
| CFO      | E.C. Prasad     |
| Auditor  | SRBC & CO LLP   |
|          |                 |

### **Recent Company Research**

| Date      | Title   | Price | Reco |
|-----------|---|-------|------|
| 07-Aug-25 | Summer blues mask recovery;<br>Result Update      | 615   | Buy  |
| 12-May-25 | Margins surprise positively; <i>Result Update</i> | 610   | Buy  |
| 04-Feb-25 | Consumer Products leads growth;<br>Result Update  | 729   | Buy  |

### Holdings - Top 10\*

|                 | % Holding | % Holding |
|-----------------|-----------|-----------|
| HDFC Fund       | 9.70      |           |
| Government Pens | 3.20      |           |
| Nippon Fund     | 2.69      |           |
| ICICI Prudentia | 2.65      |           |
|                 |           |           |

<sup>\*</sup>Latest public data

### **Recent Sector Research**

| Date      | Name of Co./Sector | Title  |
|-----------|--------------------|--|
| 18-Oct-25 | Dixon              | In-line quarter; near-term challenges em; <i>Result Update</i> |
| 18-Oct-25 | Havells India      | Summer categories drag steady quarter; Result Update           |
| 17-Oct-25 | Polycab India      | Strong margin performance sustains; <i>Result Update</i>       |

### **Rating and Daily Volume Interpretation**



Source: Bloomberg, Nuvama research

### Rating Rationale & Distribution: Nuvama Research

| nating nationale & Distribution National Research |  |                     |  |  |
|---|--|---------------------|--|--|
| Rating  | Expected absolute returns over 12 months | Rating Distribution |  |  |
| Buy   | 15%                                      | 205                 |  |  |
| Hold  | <15% and >-5%                            | 68                  |  |  |
| Reduce  | <-5%                                     | 37                  |  |  |

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