

August 11, 2025

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001 Scrip Code: 543482 Scrip ID: EUREKAFORB Ref.: EFL/BSE/2025-26/25	National Stock Exchange of India Limited Exchange Plaza, C-1, Block - G, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051 Symbol: EUREKAFORB Ref.: EFL/NSE/2025-26/25
---	--

Subject : Press Release and Presentation on the Financial Results for the Quarter ended June 30, 2025

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Press Release and Presentation on the Financial Results for the Quarter ended June 30, 2025.

Thanking you,

For Eureka Forbes Limited

Pragya Kaul
Company Secretary & Compliance Officer

Encl: As above



PRESS RELEASE

Mumbai, August 11, 2025

Financial Results for Q1 FY26

Robust 9.9% revenue growth in a challenging environment, PAT grows 24.1%; Volumes drive Product business to 7th successive quarter of double-digit growth; Turnaround in Service business with double-digit growth in service bookings

Eureka Forbes Limited, one of India's largest health and hygiene companies, today announced its financial results for the quarter ended June 30, 2025.

Highlights of the quarter ended June 30, 2025 (on a standalone basis):

- Revenue from operations grew 9.9% YoY to Rs. 607.7Cr. in a soft demand environment
- Double-digit volume and value growth powers product portfolio; product business has now grown in double-digits for 7 successive quarters
- Broad based water purifier growth in both economy & premium segments
- Vacuum cleaner performance led by 52% YoY growth in Robotics
- Service business saw a turnaround with double-digit growth in service bookings, driven by volume & ASP
- Robust Adj. EBITDA margin at 11.0% (11.5% in Q1 FY25) despite continuing growth investments; operating leverage benefit of 183bps YoY funded increase in service charge and growth spends
- Adj. PBT (before exceptional items and ESOP) increased 14.2% YoY to Rs. 57.3Cr from Rs. 50.2Cr in Q1 FY25
- Profit After Tax increased 24.1% YoY to Rs. 38.5Cr from Rs. 31.0Cr in Q1 FY25

Commenting on the Q1 FY26 performance, Mr. Pratik Pota, MD, and CEO, Eureka Forbes Limited said, "In an extremely challenging demand environment, we are proud of the solid, all-round performance delivered by EFL. Revenues grew by 9.9% on the back of double-digit growth in our product portfolio, in both volume and value. Profitability continued to improve and Profit After Tax grew by 24.1%.

Our Water Purifiers category saw strong growth in both the Economy and Premium segments. The horizontal deployment of Water Purifiers with 2-year filter life is a game-changer as it reduces lifetime ownership cost, we are confident that this will drive help penetration and growth.

The Vacuum Cleaner category also saw strong growth driven by a surge in the sales of our Robotics portfolio. Our early conviction and bet on this category is now yielding strong results, and we believe that this segment will continue to scale in the future.

One emerging bright spot last quarter was that our Service business turnaround picked up pace with a double-digit growth in service bookings. We have taken many initiatives in Service which are now beginning to bear results, and we are confident of sustaining this growth in the periods ahead.

As we look forward to the third year of our transformation, we could not be more excited at what lies ahead. Our categories have low penetration and offer immense potential, and we are confident that we have the right strategy and set of plans to win in the market and deliver sustained and profitable growth in the future.”

About Eureka Forbes:

Eureka Forbes Limited is India’s leading health and hygiene brand. With over four decades of existence, it is today a multi-product and an omni-channel organization. Eureka Forbes’ product portfolio encompasses water purification, vacuum cleaning and air purification. It has direct, retail, e-commerce and institutional sales channels, an inventive business partner network and one of the most expansive service networks across India.

For further information, please contact:

Eureka Forbes Limited
Investor.Relations@eurekaforbes.com

Safe Harbor Statement:

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results, changed assumptions or other factors.

Q1 FY26

Earnings Presentation

August 11, 2025



Disclaimer

The statements contained in this document speak only as at the date as of which they are made and certain statements made in this presentation relating to the Company's objectives, projections, outlook, expectations, estimates, among others may constitute 'forward-looking statements' within the meaning of applicable laws and regulations. Such forward-looking statements are not guarantees of future performance and involve risks and uncertainties and actual results may differ from such expectations, projections etc., whether express or implied. These forward-looking statements are based on various assumptions, expectations and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, competitive intensity, pricing environment in the market, economic conditions affecting demand and supply, change in input costs, ability to maintain and manage key customer relationships and supply chain sources, new or changed priorities of trade, significant changes in political stability in India and globally, government regulations and taxation, climatic conditions, natural calamity, commodity price fluctuations, currency rate fluctuations, litigation among others over which the Company does not have any direct control. These factors may affect our ability to successfully implement our business strategy. The Company, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein and the Company expressly disclaims any obligation or undertaking to disseminate any updates or revisions to any statements contained herein to reflect any change in events, conditions or circumstances on which any such statements are based. You are cautioned not to place undue reliance on these forward-looking statements, which are based on the current view of the management of the Company on future events. Further, no part of this document should be considered as a recommendation that any investor should subscribe to or purchase securities of the Company and should not form the basis of, or be relied on in connection with, any contract or commitment or investment decision whatsoever.

01

- **Q1 FY26 Executive Summary**
- Q1 FY26 Highlights
- Strategy Update
- Industry Update

Executive Summary (1/2)

7th successive quarter of double-digit growth in product business

Double Digit Volume and Value Growth



Service business turnaround

Double Digit Service Bookings Growth



Robust growth in a challenging environment

Overall Growth at 9.9%



Best-in-class gross margins with top-quartile profitability

59.7% Gross Margin
11.0% Adj. EBITDA Margin*



Strong earnings growth

24.1% PAT growth



Healthy cash position & ROCE

ROCE at >350%**
Net Surplus at Rs. 254 Cr



Note: All numbers are on Standalone basis

** Adjusted (Adj.) EBITDA is defined as PBT (before exceptional items) + Finance cost + Depreciation + Amortization + ESOP charge less other non-operating income*

*** As of FY25*

Executive Summary (2/2)



Update on Macro Environment

- Consumer sentiment soft
- Weak demand in summer categories impacted trade Working Capital
- The categories in which we operate are under penetrated and have a long runway for growth



Update on Strategy

- **Category penetration:**
Launched the 2x water purifier range across price points. This range comes with a 2-year filter life and is targeted at non-users for whom lifecycle cost is a barrier
- **Innovation & New Category Creation:**
Launched new Robotic products, which witnessed significant traction, leading to 52% YoY growth in Robotics
- **Service Transformation:**
Expanded filter GTM network and rolled out service technician loyalty program



Update on Performance

- Overall growth of 9.9% in challenging market conditions
- Strong growth across the product portfolio. Double digit growth in both Water Purifiers and Vacuum Cleaners (led by Robotics)
- Service business delivers double-digit bookings growth, driven by volume and ASP. Increase in share of multiyear AMC mix enabling better lock-in
- Robust EBITDA margin at 11.0% despite continuing growth investments
- Healthy PAT growth of 24.1%

Q1 FY26 Financial Highlights (Standalone Results)

	Q1 FY26	Q1 FY25	YoY
Revenue	Rs. 607.7Cr	Rs. 552.8Cr	+9.9%
Adj. EBITDA *	Rs. 66.9Cr	Rs. 63.4Cr	+5.5%
Adj. EBITDA Margin *	11.0%	11.5%	-46bps
Adj. PBT **	Rs. 57.3Cr	Rs. 50.2Cr	+14.2%
PAT	Rs. 38.5Cr	Rs. 31.0Cr	+24.1%

* Adjusted (Adj.) EBITDA is defined as PBT (before exceptional items) + Finance cost + Depreciation + Amortization + ESOP charge less other non-operating income

** Adjusted (Adj.) PBT is defined as Profit Before Tax excluding exceptional items and ESOP charges

02

- Q1 FY26 Executive Summary
- **Q1 FY26 Highlights**
- Strategy Update
- Industry Update

Q1 FY26 Standalone P&L Statement

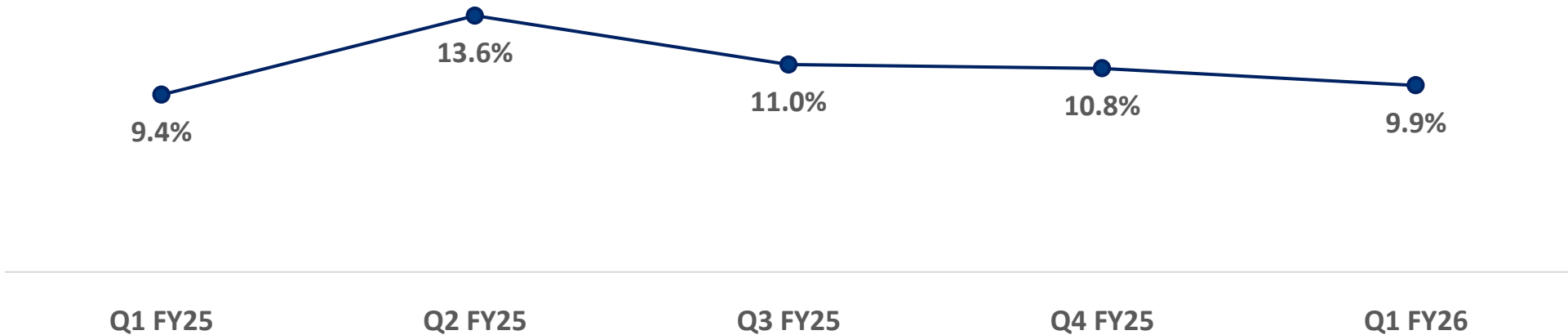
Particulars (Rs. Cr)	Q1 FY26	Q1 FY25	YoY (%)	Q4 FY25	QoQ (%)
Revenue	607.7	552.8	9.9%	612.5	-0.8%
Employee Benefit Expenses	81.4	76.0	7.0%	79.0	3.0%
Service Charges	81.2	69.1	17.6%	83.0	-2.1%
Other Expenses	133.5	125.8	6.1%	122.9	8.6%
Total Expenses	296.1	270.9	9.3%	284.9	3.9%
Total Expenses % of Revenue	48.7%	49.0%	-29bps	46.5%	220bps
Adj. EBITDA	66.9	63.4	5.5%	79.7	-16.1%
Adj. EBITDA %	11.0%	11.5%	-46bps	13.0%	-201bps
ESOP Charge	5.6	8.7	-34.8%	2.1	171.8%
EBITDA	61.3	54.7	11.9%	77.6	-21.1%
EBITDA %	10.1%	9.9%	18bps	12.7%	-260bps
Finance Cost	1.0	1.7	-40.2%	1.1	-8.8%
Depreciation	8.3	6.9	20.5%	8.2	1.2%
Amortization	7.4	6.7	9.2%	6.7	9.2%
Other Income	7.1	2.2	229.7%	4.3	65.9%
Adj. Profit Before Tax *	57.3	50.2	14.2%	68.0	-15.6%
Exceptional Items	-	-	NM	2.1	NM
Profit Before Tax **	51.7	41.6	24.4%	68.0	-23.9%
Profit After Tax	38.5	31.0	24.1%	50.8	-24.1%

* Adj. Profit Before Tax – Profit Before Tax excluding exceptional items and ESOP charges

** Profit Before Tax – Profit Before Tax after exceptional items and ESOP charges

Revenue : Growth Sustained In Challenging Market Conditions

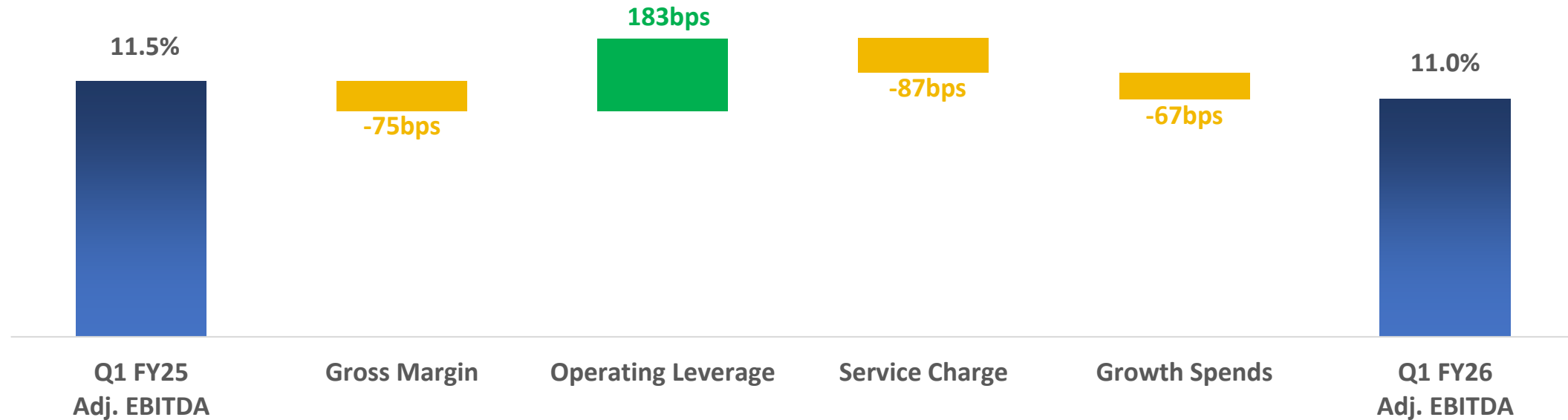
Revenue Growth



- Growth momentum sustained with 9.9% YoY increase
- Double-digit volume and value growth in both water purifiers and vacuum cleaners
- Double-digit growth in service bookings

Adj. EBITDA Margin : Steady Margin Profile Continues

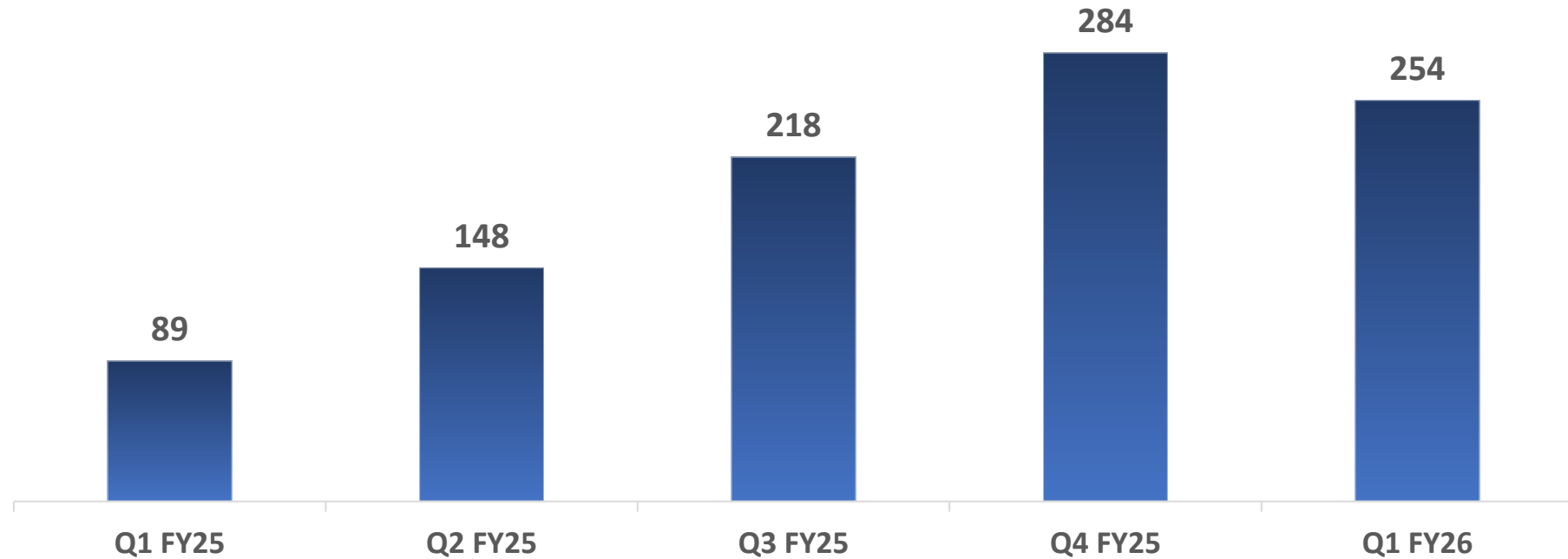
Margin Walk



- **Gross Margin** remained stable and range bound, sequential improvement of 20bps
- **Operating Leverage** driven by Employee and Other Expenses. Employee expenses efficiency driven by process digitization and strong cost controls limit other expenses increase
- **Service charge** increase driven by double digit growth in service bookings
- **Growth spends** focused on product launches, innovations etc.

Net Surplus : Healthy Cash Balance

Net Surplus (Rs. Cr)



Net Surplus
(Post lease liability)

60

119

191

259

227

03

- Q1 FY26 Executive Summary
- Q1 FY26 Highlights
- **Strategy Update**
- Industry Update

EFL Transformation Strategy

Vision : EFL As D2C, Health Tech Company



Grow Water

Penetration

Premiumization



Expand Portfolio

Convenient Cleaning

Air



Excel In Service

Customer Experience

Lifetime Value



Grow Digital Business

Convenience

Commerce

Innovations

Execution Excellence

Productivity

Capability

Culture

Customer Centricity, Agility, Collaboration, Ownership and Accountability

Grow Water : 2x Water Purifier Launched Across Price Points

Key Highlights

2Yr

Filter life product targeted at non-user



43

Total SKUs across price points



>10%

Volume & value growth



7

Successive quarters of double-digit value growth; Average mid-teens growth*



2X Introduced Across Portfolio



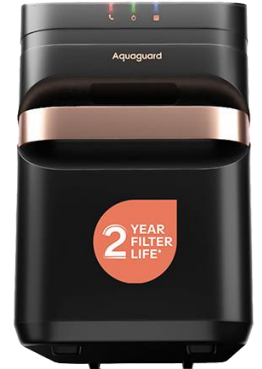
Delight
Rs. 10,499/-



Neo Copper
Rs. 15,499/-



Blaze Insta
Rs. 27,500/-



Designo
Rs. 29,500/-

New Advertising Campaign to Support Launch



*Average growth in last 7 quarters
Click on the image to view the video

New Category Creation : Rapid Growth In Robotics Continued

Key Highlights

52%

YoY growth in Robotics



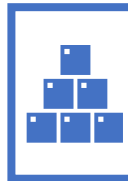
>50%

Contribution of Robotics to Vacuum Cleaner sales



~3x

Increase in Robotics range of products; Total 10 SKUs



New range of products & advertisement campaign for Robotics



Service : Turnaround Achieved With Double Digit Bookings Growth

Key Highlights

1/3rd

Service business contribution to total revenue*



>10%

Double digit Service bookings growth



64%

Contribution of Online to total AMC bookings



69

NPS Lifetime high



Service Bookings

- Volume growth in both online and offline channels
- Multiyear AMC growth > single year AMC growth – better customer lock in

Service Quality

- Lifetime high service levels being sustained

Technology

- New service app rolled out
- All 8000+ technicians digitally onboarded

Transformation Investments : Focused On Long Term Capability Build

Transformation Investments

~3x

Capex spends at an average of Rs. 45 Cr per year since last 2 years vs 18 Cr (pre transformation)



2x

R&D annual spends scaled up to ~Rs. 20 Cr in FY25 vs ~Rs. 10 Cr in FY23 (pre transformation)



17%

Average A&SP growth for last 2 years; 25% in FY25



Capex

- Capex guidance : Rs. 50 Cr – 60 Cr annually
- Focused on product innovation and digitization

R&D

- New R&D Centre under development
- Commissioning by Q3

Growth investments

- A&SP maintained at elevated levels
- Will scale up with 2x launch and Robotics investments

Management Views

Mr. Pratik Pota
MD & CEO



“In an extremely challenging demand environment, we are proud of the solid, all-round performance delivered by EFL. Revenues grew by 9.9% on the back of double-digit growth in our product portfolio, in both volume and value. Profitability continued to improve and Profit After Tax grew by 24.1%.

Our Water Purifiers category saw strong growth in both the Economy and Premium segments. The horizontal deployment of Water Purifiers with 2-year filter life is a game-changer as it reduces lifetime ownership cost, we are confident that this will drive help penetration and growth.

The Vacuum Cleaner category also saw strong growth driven by a surge in the sales of our Robotics portfolio. Our early conviction and bet on this category is now yielding strong results, and we believe that this segment will continue to scale in the future.

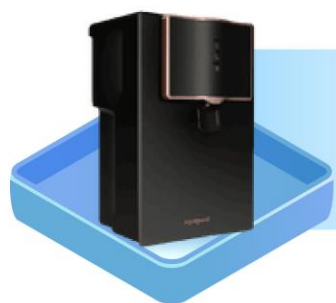
One emerging bright spot last quarter was that our Service business turnaround picked up pace with a double-digit growth in Service bookings. We have taken many initiatives in Service which are now beginning to bear results, and we are confident of sustaining this growth in the periods ahead.

As we look forward to the third year of our transformation, we could not be more excited at what lies ahead. Our categories have low penetration and offer immense potential, and we are confident that we have the right strategy and set of plans to win in the market and deliver sustained and profitable growth in the future.”

04

- Q1 FY26 Executive Summary
- Q1 FY26 Highlights
- Strategy Update
- Industry Update

Under penetrated categories Long runway for growth



Water Purifier

6% penetration

Rs. 4.4k Cr in FY23 -> Rs. 10k Cr in FY30

CAGR of 13%



Vacuum Cleaner

2% penetration

Rs. 0.5k Cr in FY23 -> Rs. 1.5k Cr in FY30

CAGR of 17%



Water Softener

Rs. 1k Cr in FY23 -> Rs. 1.9k Cr in FY30

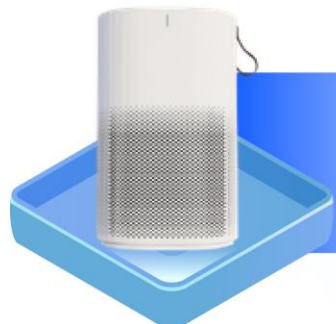
CAGR of 10%



Water Purifier Service

Rs. 3.7k Cr in FY23 -> Rs. 9k Cr in FY30

CAGR of 14%



Air Purifier

<1% penetration

Rs. 230 Cr in FY23 -> Rs. 749 Cr in FY30

CAGR of 18%



Macro Factors Supportive Of Growth



Growing incomes

Middle class fastest growing segment of the population; 1 Billion by 2047¹



Urbanization

By 2036, 40% of Indians will live in towns and cities, up from 31% in 2011²



Working Women

Female Labour Force Participation Rate increased to from 33% in 2022 to 37% in 2023³



Piped Water

Went up from 16.8% in 2019 to 77.2% Households in 2024¹



Electrification

96.7% Households²



Unpredictable Domestic Help
Need For Convenient Back Up



Increasing Importance given To Health & Hygiene
Increased Frequency Of Cleaning Homes Post Covid

Contact Us

Corporate Identification No: L27310MH2008PLC188478

Regd. & Corporate Office: B1/B2, 7th Floor, 701, Marathon Innova, Ganpatrao Kadam Marg,
Lower Parel, Mumbai – 400013

Website: <https://www.eurekaforbes.com/>

Investor e-mail id: Investor.Relations@eurekaforbes.com

EFL BSE Scrip Code : 543482

EFL BSE Scrip ID : EUREKAFORB

EFL NSE Scrip Symbol : EUREKAFORB

Note:

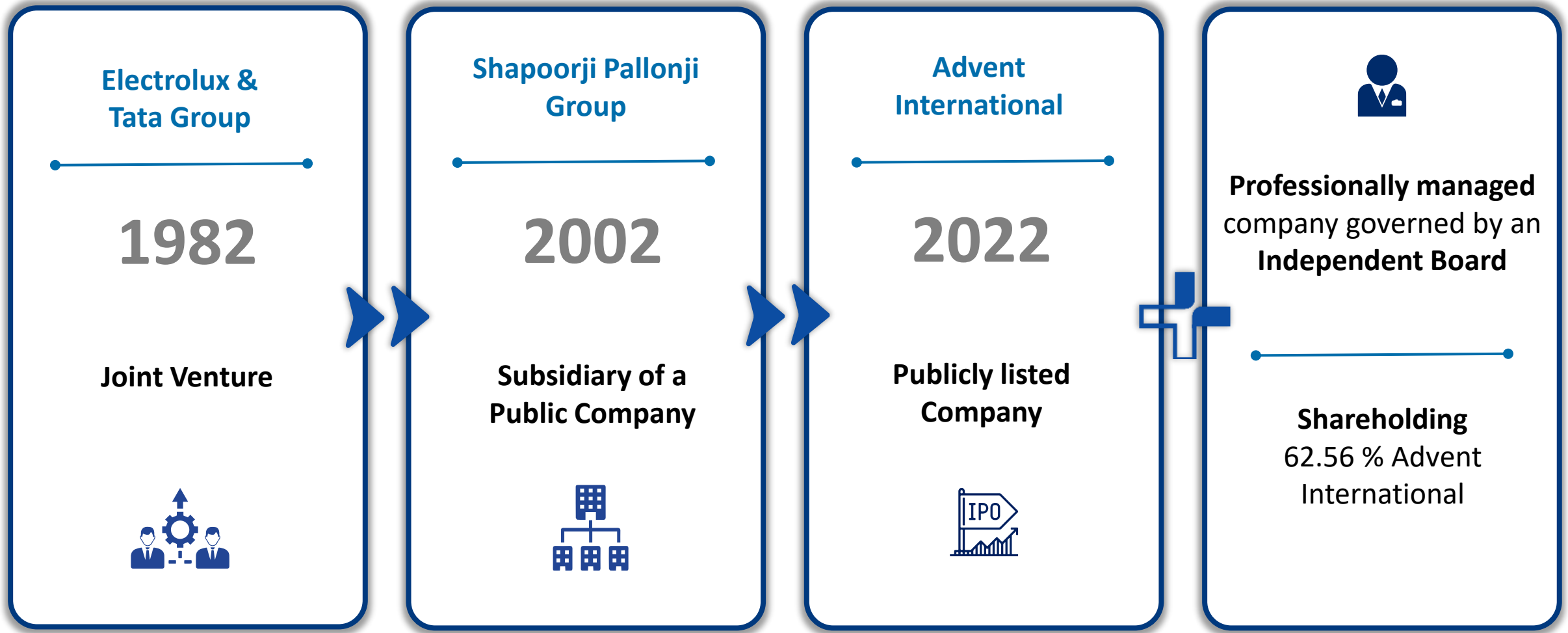
1. All financial data in this presentation is derived from reviewed standalone IND-AS financial statements
2. Due to rounding-off, the financial figures may not recalculate exactly



THANK YOU

About Eureka Forbes Limited

Eureka Forbes: Evolution



Eureka Forbes: Overview



Pioneers & Leaders
Legacy of innovation

Vacuum Cleaners launched
in 1982

Water Purifiers
launched in 1984

Direct Selling

Market Leader
Diversified Portfolio

Market leaders in Water
Purifiers and Vacuum
Cleaners

Diversified revenue streams
2/3rd from product &
1/3rd from service

Product portfolio catering to
both B2C and B2B customers

Iconic consumer brand
Aquaguard

2 iconic brands
Aquaguard & Eureka Forbes

Aquaguard – 63% Top of
Mind Brand Awareness and
Consideration

Unconditional Trust and
Acceptance with 62% first
preference

Omni channel presence
Balanced revenue profile

General Trade / Direct Sales
/ Modern Retail

Ecommerce / D2C

B2B / Canteen Stores (CSD)

**Widespread Service
network**
Competitive moat

Dense service network
covering 19,500+ pin codes
& 8,000+ technicians

4,200+ frontline team
meeting 100k+ households
every month

Large first party database of
customers - >14Mn