ONIDA
OWNER'S PRIDE

November 04, 2026 **Ref. No. 57/2026-27**

To,

BSE Limited P.J. Towers, Dalal Street. Mumbai-400 001. **Scrip Code – 500279** *Through: BSE Listing Centre*	**National Stock Exchange of India Limited** Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East), Mumbai – 400051 **Symbol – ONIDA** *Through: NEAPS*

Sub: Intimation of Press Release and Investor Presentation under Regulation 30 read with Regulation 33 of SEBI (LODR) Regulations, 2015

Respected Sir/Madam,

Pursuant to Regulation 30 read with Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby enclose a copy of the press release titled **"Onida Electronics Ltd (formerly known as MIRC Electronics Limited) registered a Stellar Growth in Brand Revenue for the Quarter Ended September 2026"** along with Investor Presentation that is being issued by the Company today, i.e., Wednesday November 04, 2026.

The contents of the press release are self-explanatory and are being submitted for your information and for dissemination on your website.

We request you to kindly take the same on record.

Thanking you

for Onida Electronics Limited
(formerly known as MIRC Electronics Limited)

VIJAY JAIKRISHIN MANSUKHANI
Digitally signed by VIJAY JAIKRISHIN MANSUKHANI
Date: 2026.11.04 15:28:59 +05'30'

Vijay Mansukhani
Chairman and Managing Director
DIN: 01041809

Onida Electronics Ltd (formerly known as MIRC Electronics Limited) registered a Stellar Growth in Brand Revenue for the Quarter Ended September 2026.

Mumbai, 4th November 2026: Onida Electronics Limited (formerly known as MIRC Electronics Limited), one of India's leading consumer electronics and home appliances companies, announced its unaudited financial results for the quarter and half yearly ended September 30, 2026.

Particulars (INR Cr)	Q2FY27	Q2FY26	H1FY27	H1FY26
Brand Revenue	150.4	91.4	325.7	220.5
Gross Margin*	26.5	11.5	57.9	33.5

**setting aside one-off*

Particulars (INR Cr)	Q2FY27	Q2FY26	H1FY27	H1FY26
Total Income	199.5	165.1	384.4	306.6
PAT	(39.8)	(1.8)	(54)	(14.3)

Key Financial Highlights (Brand):

- Branded business revenue stood at Rs.150.4 crores in Q2 FY27, up 65% year-on-year, and at Rs. 325.7 crores in H1 FY27, up 48% year-on-year.
- Branded business margin stood at 17.7% in Q2 FY27, setting aside one-off, an increase of 470 bps over previous year.

Key Operational Highlights:

- The air conditioner business registered a growth of 239% year-on-year for Q2 FY27, while the LED TV business grew 52% year-on-year.
- The e-commerce channel grew 169% year-on-year in H1 FY27, led by air conditioners and washing machines.
- Based on Sell-out data, Onida air conditioners gained market share in in E-com channel for the month of September 2026.
- Onida SmartHub exclusive brand outlets are now operational, strengthening Onida's own retail presence.
- Newly added distributors and dealers have begun contributing incrementally to the Company's overall revenue.
- The Company has entered an exclusive tie-up with rural distribution partner extending Onida's reach beyond urban markets.
- The flagship 100-inch QD Mini-LED television has been launched, adding to the premium large-screen portfolio.

- The washing machine portfolio is being revamped, and the air conditioner range for the upcoming season has been finalised.

Mr. Gunjan Srivastava, Managing Director & CEO, Onida Electronics Limited (formerly known as MIRC Electronics Limited), adds:

"Q2 of FY27 has seen strong momentum for Onida, with robust growth in air conditioners and LED televisions and a sharp scale-up in our e-commerce channel. As we enter the second half, we are well positioned to capitalise on festive demand with a refreshed portfolio across televisions, air conditioners and washing machines. Consumer preferences are clearly shifting towards larger screens, smarter features and energy-efficient appliances, and Onida Rewired is designed to capture this premiumisation opportunity. Input cost inflation and competitive intensity remain near-term headwinds for the industry. We are addressing them through calibrated pricing, a richer product mix and tighter cost discipline. Our focus for the second half will be to scale the business, while steadily improving operational efficiency and productivity. In the coming quarters, we will expand our SmartHub footprint across Tier 2 and Tier 3 cities, improve product availability and quality of service, as we build a stronger and more agile Onida."

About Onida Electronics Limited (formerly known as MIRC Electronics Limited)

Onida Electronics Limited, (formerly known as MIRC Electronics Limited), is one of India's most recognised homegrown consumer electronics and appliances brands. It was established in 1981 and is headquartered in Mumbai. The company's portfolio spans air conditioners, televisions and washing machines, sold through an offline retail network and a growing e-commerce presence. Its guiding philosophy is "Made in India, Made for India".

The company is now in the next phase of its transformation, called Onida Rewired. This phase focuses on affordable premiumisation, innovation-led product development, superior customer experience, and sustainable, profitable growth. Onida Electronics Limited is listed on the National Stock Exchange (NSE: ONIDA) and BSE (BSE: 500279).

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INVESTOR PRESENTATION

November 2026

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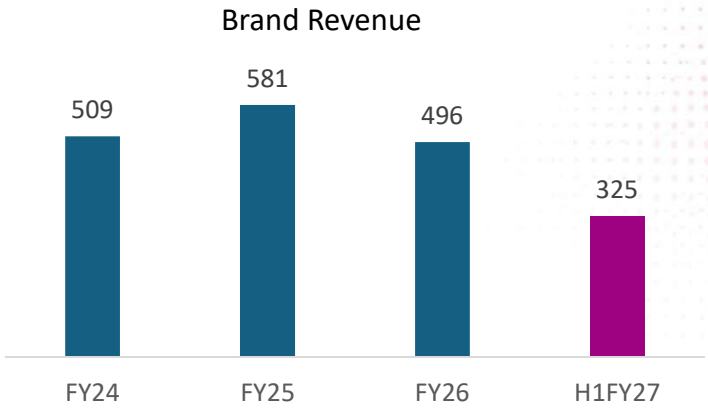
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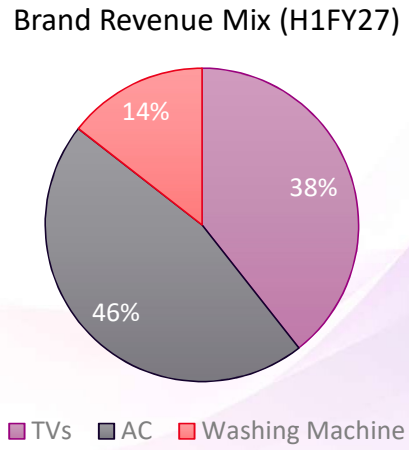
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This presentation contains certain forward-looking statements concerning the Company’s future business prospects and business profitability, which are subject to a number of risks and uncertainties, and the actual results could materially differ from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The Company does not undertake to make any announcement in case any of these forward-looking statements become materially incorrect in future or update any forward-looking statements made from time to time by or on behalf of the Company.

Company Overview

- Onida Electronics Limited (formerly MIRC Electronics Ltd.) is a 45-year legacy Indian consumer durables company built around the iconic ONIDA brand; renamed from MIRC Electronics in May 2026 to align with the brand's strong recall.
- Engaged in category of LED/QLED TVs, Air Conditioners, Washing Machines, Microwave Ovens, Air Coolers and Refrigerator.
- Manufacturing plant at Roorkee, supporting branded ONIDA WM category.
- Under Onida Re-Wired Plan, Focus is on market reach expansion, Sell out , faster execution & Value creation for stakeholders.
- Presence with Distributors, Direct dealers , Large format retailers and E-commerce, Focus on deepening Tier 2 & 3 Outreach.





Operational Updates

What went well

- Q2 Brand turnover growth at 65%, H1 growth stands at 48%.
- Sell out growth exceeding primary value growth. (121% vs 65%).
- E-com as a channel registered a growth of 169% led by AC and WM. As per sell-out data, Onida AC gained market share in Sep-26
- New direct dealers (127) and distributor (57) contributed 12% of the total revenue.

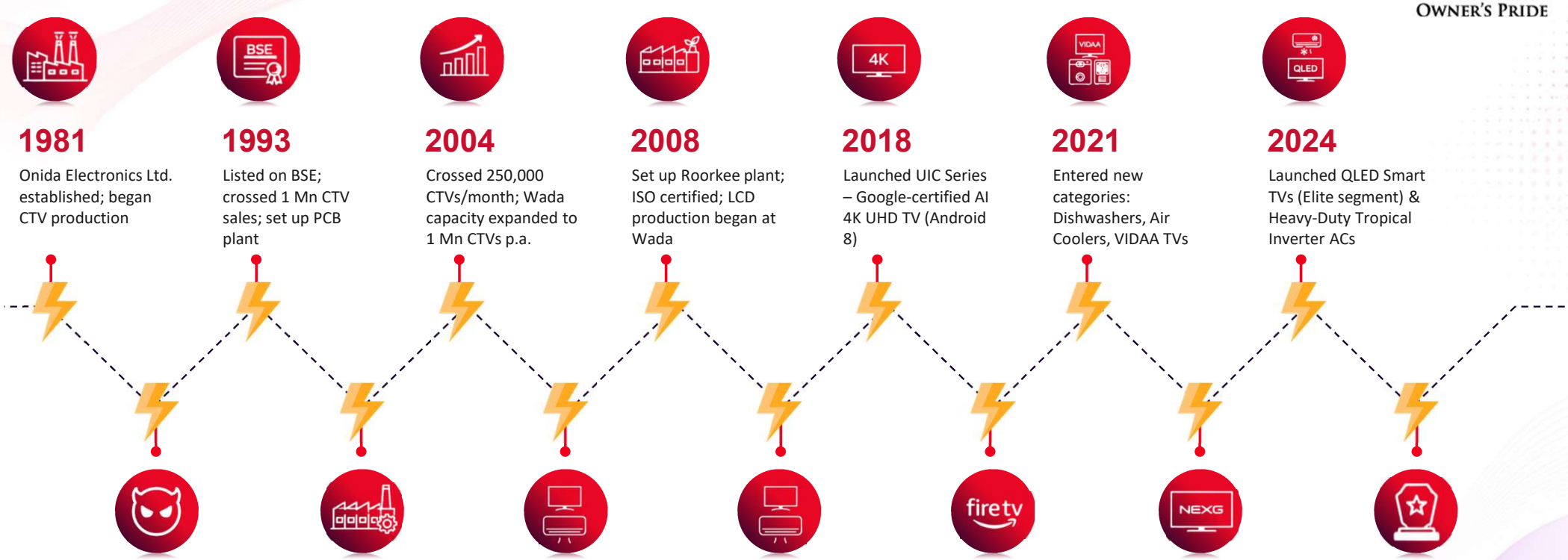
What could have been better….

- Geo-Political Situation resulted in increased component Cost across product categories.
- Gross margin expansion not in line with the expectation impacting overall financial result.
- Growth in WM is lower as compared to AC and LED.
- Customer service improvement at slower pace.

BUSINESS OVERVIEW

JOURNEY SO FAR

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1981
Onida Electronics Ltd. established; began CTV production

1985
Launched the iconic 'DEVIL' campaign

1993
Listed on BSE; crossed 1 Mn CTV sales; set up PCB plant

1994
State-of-the-art manufacturing facility set up at Wada

2004
Crossed 250,000 CTVs/month; Wada capacity expanded to 1 Mn CTVs p.a.

2005
Entered ACs & LCD TVs; crossed INR 10,000 Mn turnover

2008
Set up Roorkee plant; ISO certified; LCD production began at Wada

2010
Launched LED TVs; 350 Onida Cool Point retail stores

2018
Launched UIC Series – Google-certified AI 4K UHD TV (Android 8)

2020
Launched Asia's first Fire TV in partnership with Amazon (US)

2021
Entered new categories: Dishwashers, Air Coolers, VIDAA TVs

2023
Launched 'Nexg Series' – Google & Android TVs for GenZ

2024
Launched QLED Smart TVs (Elite segment) & Heavy-Duty Tropical Inverter ACs

2026
Launch of 100' QLED.

AWARDS & RECOGNITION

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CETMA

MAN OF ELECTRONICS AWARD-2004



ELCINA

ELCINA ELECTRONIC INDUSTRIES ASSOCIATION OF INDIA ELECTRONICS MAN OF THE YEAR 2004-05



OUTSTANDING CITIZEN AWARD-2008



INDIA'S GREATEST BRAND BUILDERS



MR GULU MIRCHANDANI RECEIVING THE LIFETIME ACHIEVEMENT AWARD AT THE CEAMA ANNUAL EVENT 2019

MR GULU MIRCHANDANI RECEIVING **THE LIFETIME ACHIEVEMENT AWARD** AT THE CEAMA ANNUAL EVENT 2019



LIFETIME ACHIEVEMENT AWARD 2019

TELEVISIONS — LED / QLED



Highlights

- LED emerged as the key growth driver, **52% QoQ** growth, supported by new product launches & promotional schemes.
- Product Premiumization (>32 Inch) is visible and expected to increase in the future, **100-inch LED TV Commercially launched**.
- Tie Up with Ecom Players along with differentiated product is under discussion to increase contribution in overall sales.

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At a Glance

38%
of H1FY27 revenue

54%
LED/Panel growth, H1FY27

Key Technology Features

- Quantum Dot Display
- Dolby Vision™
- Dolby Atmos ®
- Google TV / Fire TV / Smart Genius
- 4K Ultra HD
- MEMC Motion Processing
- Mini-LED
- QLED
- 120Hz Refresh Rate

AIR CONDITIONERS



Highlights

- Category recorded **239% QoQ** growth on account of second summer across major parts of the Country.
- 2027 AC Ranges Finalized.

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At a Glance

46%
of H1FY27 revenue

63%
AC segment growth,H1 FY27

Key Technology Features

- 9-in-1 Convertible Cooling
- 1100mm Indoor Unit
- AI Performance Optimization
- Wi-Fi / Smart Control
- Ayurvedic Neem Filter
- Dual Drainage System
- Silent Cool Technology
- 4-Way Swing

WASHING MACHINES



Highlights

- Category achieving **41% QoQ** growth in sale with higher sub-category mix of Semi and Top Load washing machine.
- Within Category, share of high capacity (>7 Kgs) has seen increase over last yr.
- Range spans semi-automatic to fully automatic models, catering to diverse family sizes and budgets.
- Introduced a unique heater model for a “Germ Free Hygienic Wash” a differentiated feature for the Indian market.
- New SKUs under Washing machine portfolio is underway aligning with evolving consumer needs.

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At a Glance

14%
of H1FY27 revenue

23%
WM segment growth, H1FY27

Key Technology Features

- Hydrologic Pulsator
- Quick Dry Spin
- Sen somatic Wash Technology
- Eco-Friendly Wash Cycles
- Air Dry & Turbo Dry
- #Dark Edition Range
- In-Built Heater ; Hot Wash

MASTER PRODUCT LAUNCH ROADMAP

Unified Category Rollout Plan across Washing Machines, LED TVs, and Air Conditioners

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Washing Machines

Q2 '2026

Semi Auto: 7.5 Kg, 8.5 Kg, 10 Kg Fighter — Trade

Fully Auto: 7.5 Kg Hero, 9 Kg Hero-02, 11 Kg Hero-02, 12 Kg Hero — Trade

Single Tub: 9.5 Kg Hero — Trade

Q3 '2026

Semi Auto: 18 Kg Hero — Trade

Semi Auto: 9 Kg Fighter — Ecom

Q4 '2026

Front Load: 8 Kg, 9 Kg, 10 Kg, 12 Kg Hero — Trade

LED Televisions

Q3 '2026

QLED Series

43" 55" 65" 75" 100"

Ultra HD / LED

43" Entry

Q2 '2026

Mini LED Series

55" 65" 75"

New launched - 100 ' QD Mini LED

Air Conditioners

Q2 '2026

Series Portfolio:

- Prime Series
- Plus Series
- Frost Series

Q3 '2026

Series Portfolio:

- Elite Series
- Ultimate Series
- Glacier Series

Q4 '2026

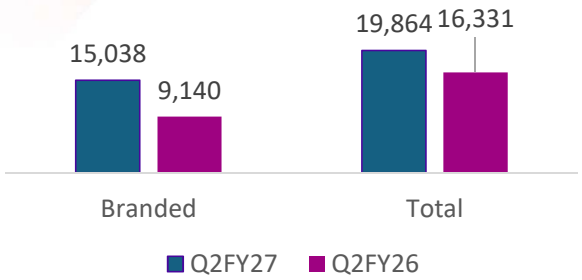
Commercial Range:

- 4-Way Cassette ACs
- Tower ACs

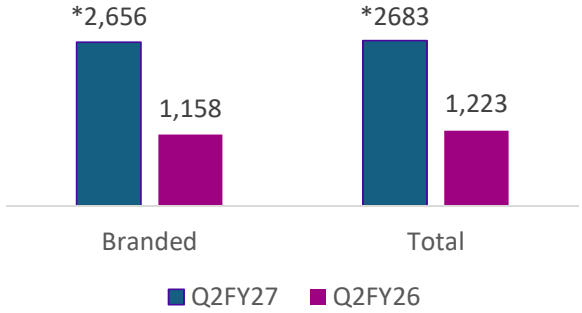
FINANCIAL PERFORMANCE

Q2 FY'27 – BRANDED VS TOTAL TURNOVER

Turnover



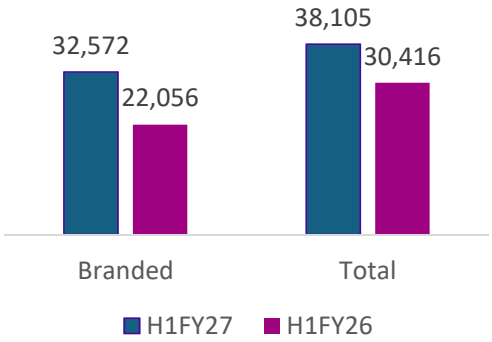
Gross Margin %



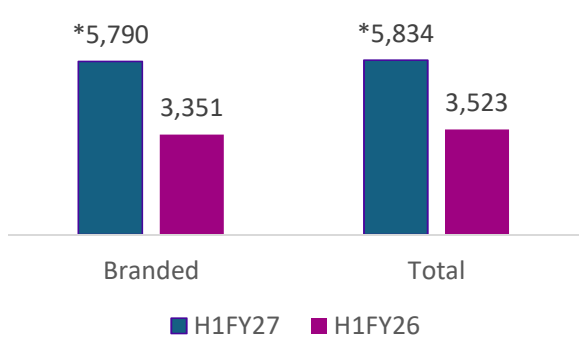
*Setting aside one off

H1 FY'27 – BRANDED VS TOTAL TURNOVER

Turnover



Gross Margin %



*Setting aside one off

Highlights for Q2.

- Total Brand turnover registered a stellar growth of 65% over previous year. Total revenue growth stands at 22%..
- Gross Margin for brand revenue grew by 129% for Q2.
- Brand margin for the quarter at 17.7%, increase of 470 bps over previous year on account of better product mix.

P&L – Q2 & H1FY27

Particulars	Consolidated (INR Lakhs)			Consolidated (INR Lakhs)		
	Q2FY27	Q2FY26	YoY%	H1FY27	H1FY26	YoY%
Revenue	**19,864**	**16,331**	**22%**	**38,105**	**30,416**	**25%**
COGS	**17,573**	**15,108**	**16%**	**32,664**	**26,893**	**21%**
Gross Margin	**2,291**	**1,223**	**87%**	**5,441**	**3,523**	**54%**
GM %	**11.53%**	**7.49%**	**54%**	**14.28%**	**11.58%**	**23%**
Operating Expenses	**5,082**	**2,953**	**72%**	**9,375**	**6057**	**55%**
EBITDA	**(2,791)**	**(1,730)**	**61%**	**(3,934)**	**(2,534)**	**55%**
EBITDA %	**(14.05)%**	**(10.59)%**		**(10.32)%**	**(8.33)%**	
Interest	303	523	(42)%	649	870	(25)%
Depreciation	178	164	9%	348	326	7%
Other Income	91	183	(50)%	332	247	34%
Exceptional	(803)	2,056	(139)%	(803)	2056	(139)%
PBT	**(3,984)**	**(2,234)**	**78%**	**(5,402)**	**(1,427)**	**279%**
Tax		-				
PAT	**(3,984)**	**(178)**		**(5,402)**	**(1,427)**	
PAT %		**-**			**-**	
Expenses % to Sales						
Personnel	12%	8%		11%	9%	
Advertisement	3%	1%		3%	1%	
Freight	3%	3%		4%	4%	
Other Expenses	7%	6%		7%	6%	

Balance Sheet

Particulars (INR Lakhs)	H1FY27	H1FY26	Mar'26
I. Assets			
Non-Current Assets	**9,835**	**10,756**	**9,856**
Property, Plant & Equipment	7,207	7,290	7,236
Others	2,628	3,466	2,621
Current Assets	**45,086**	**37,597**	**42,506**
Inventories	21,304	18,461	14,117
Investments	-	169	4,452
Trade Receivables	13,756	9,988	13,732
Cash & Bank Balances	2,867	1,442	3,727
Others	7,159	7,537	6,477
Total Assets	**54,921**	**48,353**	**52,362**
II. Equity & Liabilities			
Equity	**19,658**	**15,669**	**23,778**
Non-Current Liabilities	**3,421**	**7,250**	**4,747**
Borrowings	2589	158	3,718
Others	832	7,092	1,029
Current Liabilities	**31,842**	**25,434**	**23,837**
Borrowings	4,131	4,384	3,671
Trade Payables	23,165	17,679	16,191
Other Liabilities & Provisions	4,546	3,371	3,975
Total Liabilities	**54,921**	**48,353**	**52,362**

Cash Flow

Particulars (INR Lakhs)	H1'FY27	H1'FY26	Mar-26
PBT	(5,402)	(1,394)	(7,475)
Depreciation & Amortisation	348	326	649
Finance Expenses(Net)	649	875	1,639
Working Capital Change	(1,026)	(4,173)	(5,920)
Gain/loss on disposal of property, plant and equipment	(4)	(2,060)	(2,060)
Others	783	508	2,799
Tax Paid(Net)	86	(137)	(351)
Cash Flow from Operating Activities(A)	**(4,566)**	**(6,054)**	**(10,718)**
Payments for Purchase of Property Plant and Equipment	(315)	(1,408)	(1,837)
Proceeds on Sale of Property Plant and Equipment	7	3,407	3,408
Investment in Bank Fixed Deposits	(87)	652	(494)
Interest received	78	54	497
Investment in Mutual Funds Units	4,608	(6)	(4,193)
Cash Flow from Investing Activities (B)	**4,291**	**2,699**	**(2,619)**
Interest Paid	(644)	(878)	(1,620)
Proceeds from Equity capital	669	4,599	18,618
Repayment of Loan	(1,237)	(3,140)	(8,748)
Proceeds/ Repayment Borrowings	568	2,547	6,000
Cash Flow from Financing Activities(C)	**(644)**	**3,128**	**14,250**
Net Changes in Cash & Cash Equivalents(A+B+C)	**(919)**	**(227)**	**913**
Opening Cash & Cash Equivalents(D)	**1,347**	**434**	**434**
Closing Cash & Cash Equivalents(A+B+C+D)	**428**	**207**	**1,347**

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