



Crompton Greaves Consumer Electricals Limited

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Date: October 12, 2026

To, BSE Limited ("BSE") , Corporate Relationship Department, 2 nd Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai – 400 001.	To, National Stock Exchange of India Limited ("NSE") , "Exchange Plaza", 5 th Floor, Plot No. C/1, G Block, Bandra- Kurla Complex Bandra (East), Mumbai – 400 051.
BSE Scrip Code: 539876	NSE Symbol: CROMPTON
ISIN: INE299U01018	ISIN: INE299U01018
Our Reference: 96/2026-27	Our Reference: 96/2026-27

Dear Sir/Madam,

Sub: **Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release**

Please find enclosed the press release titled below:

- Crompton Launches InstaNourish Pro Multi-Purpose Kettle, Bringing Greater Flexibility to Everyday Cooking
- Crompton Pumps Unveils AI-Powered Durga Puja Film Celebrating Smart Water Management Across Festive Preparations
- Crompton Simplifies Household Water Management with INTELLISENSE SmartPro

The above information is also being made available on the website of the Company at www.crompton.co.in

This is for your information, and you are requested to bring this to the notice of your constituents.

Thanking you,

For **Crompton Greaves Consumer Electricals Limited**

Kaleeswaran
Arunachalam

Digitally signed by Kaleeswaran
Arunachalam
DN: cn=Kaleeswaran Arunachalam c=IN
e=Personal
Reason: I am the author of this document
Location:
Date: 2026-10-12 17:56:05:30

Kaleeswaran Arunachalam
Chief Financial Officer

Crompton Launches InstaNourish Pro Multi Purpose Kettle, Bringing Greater Flexibility to Everyday Cooking

Bringing the “Sear, Steam, Savour” experience to everyday cooking, the 1.2-litre multi-purpose kettle enables searing, steaming and boiling in one compact appliance

Mumbai, 7th October, 2026: For many consumers, preparing meals at home means adapting to smaller kitchens, limited access to cooking appliances and the need for simple, convenient cooking solutions. Catering to these needs, Crompton Greaves Consumer Electricals Ltd. introduces the Crompton InstaNourish Pro Multi Purpose Kettle, designed to bring the “Sear, Steam, Savour” experience to everyday cooking by combining multiple cooking options in one appliance.

Consumers are looking to include vegetables and simple, home-cooked foods in their meals, while seeking convenient ways to steam, boil, reheat and prepare food. This is particularly relevant for those living in hostels, smaller homes or spaces where access to a gas stove or induction cooktop may be limited. Safer and easier handling is also becoming an important consideration in everyday cooking. These evolving needs are creating a demand for compact, multi-purpose cooking solutions that offer greater flexibility without requiring multiple appliances.

The Crompton InstaNourish Pro Multi Purpose Kettle brings multiple cooking capabilities into one appliance, enabling consumers to sear, steam and boil, while supporting the preparation of a variety of foods. From rice and steamed vegetables to snacks and reheated food, the appliance offers consumers greater flexibility in preparing different types of food using a single appliance.

The InstaNourish Pro comes equipped with features designed to support convenient and versatile cooking:

- **600W Power:** Provides heating power for cooking and preparation.
- **1.2 Litre Capacity:** Offers a practical capacity for everyday cooking and beverage preparation.
- **Stainless Steel Steamer Basket:** Enables steaming of vegetables, snacks and other foods.
- **Cool Touch Body:** Supports safer handling and helps reduce the risk of accidental burns.
- **Dry Boil Protection with Auto Shut-Off:** Helps protect the appliance by switching off in case of dry boiling.
- **Wide Mouth:** Makes operation, stirring and cleaning easier.
- **LED Indicator:** Indicates when the appliance is in operation.
- **Multi-Utility Cooking:** Enables consumers to prepare a variety of foods using one appliance.

Speaking about the new launch, **Anand Kumar N, Business Head – Pumps & Kitchen Appliances, Crompton Greaves Consumer Electricals Ltd.**, said, *“As consumers adapt to changing lifestyles and living spaces, they are looking for greater flexibility in how they prepare meals at home. With smaller kitchens, varied cooking needs and, in some cases, limited access to conventional cooking appliances, there is a growing need for solutions that can adapt to different routines and spaces. We saw an opportunity to bring together multiple cooking needs in a compact appliance that can fit more easily into everyday kitchens and lifestyles. With InstaNourish Pro, our aim is to make cooking more versatile and convenient by giving consumers the freedom to sear, steam and boil using one appliance, while making it easier to prepare a variety of foods at home.”*

The Crompton InstaNourish Pro Multi Purpose Kettle will be available at Crompton authorised retail outlets nationwide and on leading e-commerce channels, priced at an MRP of ₹2,700. The appliance comes with a 1-year warranty and includes a glass lid, stainless steel steamer basket, egg boiler stand, user manual and warranty card along with the main unit.

About Crompton:

With a brand legacy of over 85 years, Crompton Greaves Consumer Electricals Ltd. is India’s market leader in the category of fans and residential pumps. Over the years, the organization has continuously strived to produce a range of innovative products that cater to the modern consumer including superior quality and high-performance fans, pumps, lighting solutions, and a range of other categories like water heaters; air coolers; small kitchen appliances like mixer grinders, air fryers, OTG, electric kettles etc; other home appliances like irons & built-in kitchen appliances. The company has further invested in brand and innovation to not only better understand and meet consumer needs but to also help drive energy efficiency. The consumer business also has a well-established and organized distribution network driven by a strong dealer base across the country offering a wide service network and robust after-sales service to its customers. Beyond its consumer portfolio, Crompton also has a robust B2B presence in the Lighting segment, delivering advanced and energy-efficient solutions for commercial and industrial applications. In 2025, Crompton became the first lighting company to receive the GreenPro certification for its B2B lighting solution, reaffirming its commitment to sustainability and innovation. Strengthening its foothold in the renewable energy space, the company has forayed into solar rooftops—representing a significant step forward in its contribution to India’s evolving clean energy landscape. With

solar solutions spanning lighting, pumps, and rooftops, Crompton continues to lead as a responsible and future-ready brand in sustainable energy.

The company's consistent dedication to developing energy-efficient products has led to significant recognition. It has been honored with three prestigious National Energy Consumer Awards (NECA) by BEE, Ministry of Power. The recent award was presented by the Hon'ble President of India, Smt. Droupadi Murmu for the company's storage water heater in 2023. In 2019, the brand won in two categories: Ceiling Fans and LED Bulbs. Additionally, it was recognized as one of India's Best Managed Companies 2022 by Deloitte Private and listed among 'India's Top 500 Companies 2022' by Dun & Bradstreet India. The company has also been featured in Brand Top 75 most valuable Indian brands list for 2020 released by WPP and Kantar. Furthermore, Crompton was also recognized as the Brand of the Decade 2021 by Herald Global and BARC Asia in the Consumer Electrical category.

Crompton Pumps Unveils AI-Powered Durga Puja Film Celebrating Smart Water Management Across Festive Preparations

The festive campaign showcases Crompton's comprehensive pumping ecosystem - from Residential Pumps to Smart & Connected Control Panels – as the trusted enabler behind every celebration

Mumbai, 12th October 2026: Durga Puja is a celebration of devotion, family and togetherness, bringing homes and communities together to welcome Maa Durga. As families come together to prepare for the water supports many of the rituals and household activities that help bring the celebrations to life. Building on this deep connection between the everyday and the festive, **Crompton Pumps** has launched an AI-powered digital film for Durga Puja, placing its comprehensive range of smart water management solutions at the heart of the festive narrative.

For decades, Crompton Pumps has been a silent enabler in Indian homes - working quietly and smartly to simplify everyday life while being an integral part of special occasions and celebrations. Today, Crompton offers a **wide range of pumping solutions** that cater to diverse consumer needs – **Residential Pumps** for homes, **Agricultural Pumps** for farming communities, **Specialty Pumps** for specific applications, and now, **Smart & Connected Control Panels** that bring automation and intelligence to water management. This comprehensive ecosystem reflects Crompton's commitment to addressing every water-related need across different walks of life.

With its latest campaign, Crompton reinforces how the brand has constantly attempted to **transform a functional category into a consumer-centric experience**. By introducing smart technology and connected solutions, Crompton has evolved from merely providing pumps to offering complete water management ecosystems that understand and adapt to consumer lifestyles. At the centre of this Durga Puja story is **Crompton IntelliSense FLO**, a smart wired Water Level Controller that exemplifies this consumer-first approach by detecting water flow from the municipal water supply before operating the pump.

Speaking about the campaign, Tanmay Prusty, Chief Marketing Officer, Crompton Greaves Consumer Electricals Ltd., said, "Durga Puja is a celebration of devotion, family and togetherness, and at Crompton Pumps, we've always aspired to be more than just a product provider - we aim to be a trusted partner in our consumers' everyday lives and special celebrations. As a category, pumps have traditionally been viewed as purely functional, but we have been constantly evolving to change that perception. From our comprehensive range - Residential, Agricultural, Specialty Pumps to Smart & Connected Control Panels - our products continue to innovate with smarter, more connected solutions. Equally, as a brand, we are experimenting boldly with AI-powered storytelling to reimagine consumer engagement in what has been a low-involvement category. Crompton has been a silent enabler across festivals and everyday living, and we remain committed to innovating relentlessly - not just in our product offerings, but in delivering a trouble-free, delightful experience at every touchpoint. This AI-powered film captures the spirit of Durga Puja preparations and the meaningful role water plays in bringing celebrations to life, reflecting our dual commitment to innovation in products and experience, while staying true to our promise of 'Trusted Performance, Har Din.'"

Set against the backdrop of Durga Puja, the film opens with the *aangan* being cleaned and *alpana* being created as preparations begin for Maa Durga's arrival. It then moves through the making of bhog, serving of prasad and filling of the ghot, before the puja comes alive with the sound of dhaak and dhunuchi. Taking viewers from Shashti to Dashmi, from Maa's arrival to her farewell, the film captures the many rituals and preparations that shape the celebration. As the festivities unfold, **Crompton Pumps** becomes the trusted "**paani ka Saathi**" through *every rasam and taiyaari* - working intelligently and seamlessly to ensure water is available exactly when needed. The film beautifully showcases how smart technology blends into cultural traditions, making preparations simpler. It culminates in the brand promise of "**Trusted Performance, Har Din**" - a commitment that extends across Crompton's entire range of pumping solutions and control panels.

The film will run across Crompton's digital and social platforms throughout the festive period. Marking Crompton's fourth film leveraging the power of AI in its festive campaigns, the initiative reflects the brand's continued focus on combining technology with culturally relevant storytelling to create engaging consumer experiences. Through this campaign, Crompton aims to build a stronger connection with consumers by bringing its comprehensive pumping ecosystem into the cultural moments that shape their celebrations, while highlighting how the brand continues to innovate - from traditional pumps to smart, connected solutions - to make both everyday living and special occasions more effortful and delightful.

Film Link:

- YouTube: https://youtu.be/TTIWEP00yO8?si=1vkYATlnCYCv1s_y

- Instagram: <https://www.instagram.com/reel/DeUZ81XBDTD/?obrf=ampmbzhmd2Fpa3Zi>
- Facebook: <https://www.facebook.com/share/v/1DMovBWxan/?mibextid=wwXlfr>

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The company's consistent dedication to developing energy-efficient products has led to significant recognition. It has been honored with three prestigious National Energy Consumer Awards (NECA) by BEE, Ministry of Power. The recent award was presented by the Hon'ble President of India, Smt. Droupadi Murmu for the company's storage water heater in 2023. In 2019, the brand won in two categories: Ceiling Fans and LED Bulbs. Additionally, it was recognized as one of India's Best Managed Companies 2022 by Deloitte Private and listed among 'India's Top 500 Companies 2022' by Dun & Bradstreet India. The company has also been featured in Brand Top 75 most valuable Indian brands list for 2020 released by WPP and Kantar. Furthermore, Crompton was also recognized as the Brand of the Decade 2021 by Herald Global and BARC Asia in the Consumer Electrical category.

Crompton Simplifies Household Water Management with INTELLISENSE SmartPro

The wireless water level controller integrates control panel functionality, automates pump operation and enables remote monitoring through the Crompton Senze App

Mumbai, 09th October 2026: From monitoring overhead tank levels to ensuring the pump operates safely, conventional systems can require extensive wiring, multiple devices and regular intervention. Simplifying this process, Crompton Greaves Consumer Electricals Limited has introduced Crompton INTELLISENSE SmartPro, a wireless water level controller with integrated control panel functionality, designed to bring greater convenience, control and protection to everyday household water management.

Traditional water level controllers used with submersible and openwell pumps typically require wiring between the overhead tank and the pump installed at ground level. This can involve additional installation work, civil modifications and associated costs, particularly in multi-storey buildings. While conventional pump panels offer essential motor protection, water level management often requires a separate controller, resulting in two independent systems and additional wiring. For consumers, a single integrated solution can simplify installation, reduce costs and enable hassle-free everyday water management.

Key Features of the Crompton INTELLISENSE SmartPro

- **Wireless Communication using LoRa Technology:** Enables wireless communication between the Main Water Level Controller (MWC) and Overhead Tank Controller (OHT), supporting connectivity from the ground floor up to the seventh floor without requiring inter-floor wiring, helping reduce installation costs and hassle.
- **Automatic Water Level Controller:** Automatically starts the pump when the tank is empty and switches off once the tank is full, helping prevent overflow. A four-level LED tank status indicator on the main controller provides visibility into water levels.
- **App-Based Control:** Compatible with the Crompton Senze App, available on iOS and Android, allowing consumers to remotely monitor water levels, control pump operation, set up to 10 schedules and receive fault alerts on their smartphones.
- **Protection Features:** Helps protect the connected pump against voltage fluctuations, overload conditions and dry-run conditions
- **Weatherproof Design:** Comes with an IP65 weatherproof rating, making it suitable for installations exposed to varying weather conditions.

Designed for single-phase submersible pumps up to 2 HP, INTELLISENSE SmartPro is suitable for use with Oil-filled submersible pumps, Water-filled submersible pumps and openwell pumps.

Commenting on the product, **Anand Kumar N, Business Head – Pumps & Kitchen Appliances, Crompton Greaves Consumer Electricals Ltd**, said, *“At Crompton, our focus has always been on developing solutions that make everyday household responsibilities simpler and more convenient. Water management is an essential part of daily life, yet conventional systems can involve complex installations and multiple devices to manage water levels and protect the pump. With INTELLISENSE SmartPro, we have brought these functionalities together in a single integrated solution, giving consumers greater control over their water management needs while reducing installation-related complexities. This reflects our continued commitment to developing smart, connected solutions that combine comfort and convenience, offering consumers greater peace of mind, while delivering reliability and practical innovation.”*

With INTELLISENSE SmartPro, Crompton continues to expand its portfolio of smart water management solutions, offering consumers a more convenient approach to managing their household water supply. The product reflects the company’s continued focus on developing solutions that simplify everyday routines while addressing practical consumer needs.

The Crompton INTELLISENSE SmartPro is available in the market and comes with a 12-month warranty and free installation. Consumers purchasing an eligible Crompton submersible pump and INTELLISENSE SmartPro controller together on a single invoice can also avail an additional six-month warranty, subject to applicable terms and conditions. The Crompton INTELLISENSE SmartPro is available across retail stores in India and e-commerce platforms.

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