

06th Oct 2025

LG Electronics India Ltd

Company Background

LG Electronics India Ltd ("LGEIL") has the leading market share in the home appliances and consumer electronics industry in India, with #1 market share across key product categories. The Company holds a leading position in India across key product categories such as washing machines, refrigerators, panel televisions, inverter air conditioners, and microwaves. It continues to dominate the offline retail channel, which accounts for approximately 78% and 77% of the total value of India's major home appliances and consumer electronics market (excluding mobile phones) for the 12 months ended December 31, 2024, and the six months ended June 30, 2025, respectively. The Company was incorporated on January 20, 1997, as a wholly owned subsidiary of LG Electronics Inc., the leading single-brand global home appliances player in terms of market share by revenue in CY2024, and a strong LG brand. As of June 30, 2025, they had one of the largest in-house production capacities (excluding mobile phones) amongst leading home appliances and consumer electronics players in India.

Issue Details

LG Electronics India Ltd. (LGEIL) IPO is a book-built issue of ₹11,607.01 crore. The issue comprises an entire offer for sale of 101,815,859 crore equity shares, aggregating to ₹11,607.01 crore, by the promoter LG Electronics Inc.

Issue Objectives

The issue objectives (Objects of the Offer) for this IPO, as given in the document, is: (i) to carry out the Offer for Sale of up to 101,815,859 equity shares of face value of ₹ 10 each by the Selling Shareholder aggregating up to ₹ 11,607.01 crore; and (ii) achieve the benefits of listing the Equity Shares on the Stock Exchanges.

Outlook

LGEIL benefits from the strong brand equity and global technological expertise of its parent, LG Electronics Inc. Its leadership across key consumer durable categories, deep distribution network, and strong after-sales service reinforce its dominance in the Indian market. With a focus on innovation, localization, and operational efficiency through its Noida and Pune plants, LGEIL is well-positioned to capture India's growing demand for premium and energy-efficient appliances, backed by trusted brand perception and sustainable long-term growth potential.

The company's business model is anchored in technological innovation, localized product adaptation, and wide-scale manufacturing integration through its Noida and Pune facilities, which together account for over 85% of its domestic sales. This extensive in-house capacity, combined with a 35,000+ retail network and one of the largest after-sales service setups, ensures superior market reach and customer satisfaction.

IPO Share Issue Structure

Category	Allocation	Number of Shares	Value at upper band (Rs. in Cr.)
QIB	50.00%	50,802,565	5,791.49
NII	15.00%	15,240,770	1,737.45
Retail	35.00%	35,561,796	4,054.04
Employee*		210,728	24.02
Total	100.00%	101,815,859	11,607.01
*Employee Discount at 108 per share			

Source: Company RHP, ACMIIL Retail Research

Issue Detail

Price Band (Rs.)	₹1080 to ₹1140
Face Value (Rs.)	₹10 per share
Issue Size (Rs. In Cr.)	₹11,607.01
Issue Type	Book Built
Lot Size	13 Shares
Issue Opens	Oct 07, 2025
Issue Closes	Oct 09, 2025
Listing on	BSE, NSE

Indicative Timeline

On or before

Finalization of Basis of Allotment	Oct 10, 2025
Unblocking of Funds	Oct 13, 2025
Credit of shares to Demat Account	Oct 13, 2025
Listing on exchange	Oct 14, 2025

Other Detail

Book Running Lead Managers	- Citigroup Global Markets India Pvt.Ltd. - Morgan Stanley India - JP Morgan India Pvt.Ltd. - BofA Securities India - Axis Capital Limited
Registrar	KFin Technologies Ltd

Shareholding Pattern	Pre-Issue holding	Post-Issue holding
Promoters & Promoter Group	100.0%	85.0%
Public- Others	0.0%	15.0%
Total	100.0%	100.0%

Source: Company RHP, ACMIIL Retail Research

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Company Overview

LG Electronics India Ltd (LGEIL) traces its origins to January 20, 1997, when it was established in New Delhi as a wholly owned subsidiary of LG Electronics Inc., South Korea. Over time, the company evolved through multiple structural transformations in line with its expanding scale and strategic objectives. Initially formed as a private entity, it became a deemed public company in 2000 before reverting to private status in 2002. In November 2024, the company transitioned once again to a public limited entity under the name **LG Electronics India Ltd**, reflecting its growth trajectory and alignment with the global parent's governance framework.

LG Electronics India Ltd (LGEIL) stands as the undisputed leader in India's home appliances and consumer electronics market (excluding mobile phones), maintaining its top position for multiple consecutive years across both volume and value terms in the offline channel. The company dominates key product categories including televisions, refrigerators, washing machines, air conditioners, and microwaves—segments that collectively form nearly four-fifths of India's overall consumer durables market.

As a wholly owned subsidiary of LG Electronics Inc., South Korea, LGEIL leverages its parent's global brand strength, technological innovation, and operational excellence. The "LG" brand's inclusion in Interbrand's *Top 100 Best Global Brands 2024* underscores its reputation for quality and reliability. The company offers one of the broadest and most diversified product portfolios among consumer durable players in India, serving both retail and institutional customers, complemented by robust installation, repair, and maintenance services.

With over 28 years of operational experience in India, LGEIL has developed a deep understanding of Indian consumer preferences, adapting its global innovations to local needs. It has consistently been a first mover in technology, introducing inverter air conditioners in 2014 and becoming the only brand to achieve a 100% inverter-based AC portfolio by 2017. Similarly, it pioneered the transition from plastic to stainless-steel tanks in water purifiers, reinforcing its commitment to durability and health-focused design.

The company's vast distribution and service ecosystem forms the backbone of its market leadership. As of June 2025, LGEIL operated **35,640 B2C touchpoints** across urban and rural India and partnered with **463 B2B trade associates**, nearly half of whom have worked with the company for over a decade. Supported by **1,006 service centers**, **13,368 engineers**, and **4 call centers**, LG boasts the largest after-sales network in the industry, ensuring strong customer connect and service excellence across the country.

Corporate Structure

LG Corporation

35.10%

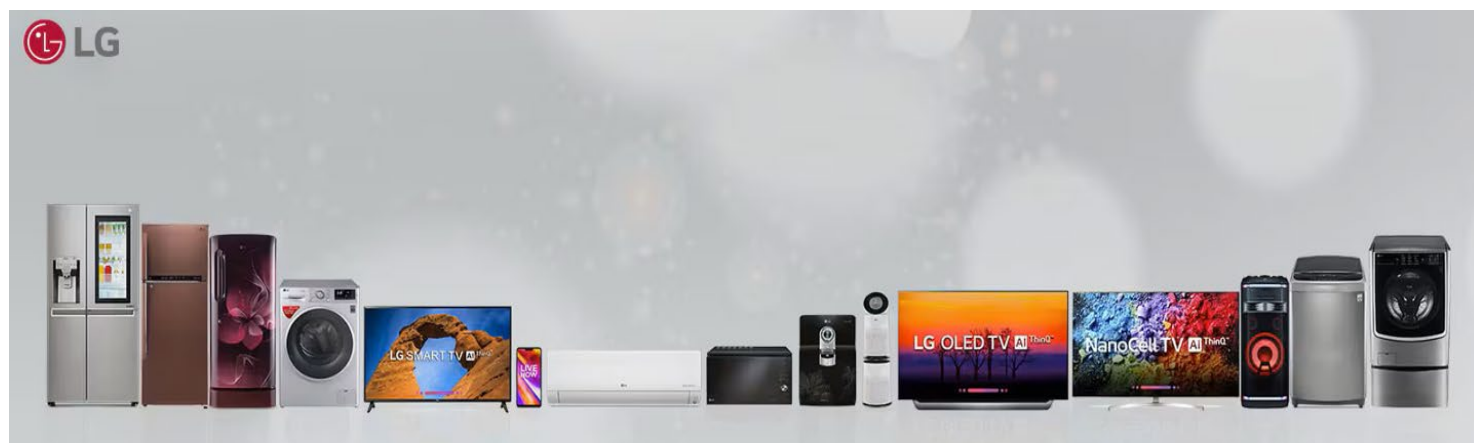
LG Electronics Inc.

100.00%

LG Electronics India Limited

- LG Electronics India Ltd ("LGEIL") was incorporated in 1997 in India. As of the RHP date, LG Electronics, the Promoter, owns 100% of the company's equity share capital.
- LG Electronics is a pioneer of innovative technology globally. It is also a manufacturer of high-technology components for industrial consumers.
- As of March 31, 2025, LG Electronics supported a global network of over 75,241 employees across 141 locations with headquarters and regional offices in North America, Latin America, Europe, Asia, the Middle East, and Africa. In addition to 5 AI research labs, it operates 33 production facilities across 14 countries, comprising 19 facilities in Asia (including 5 facilities in Korea and 2 in India), 7 facilities in North America, 3 facilities in the Middle East and Africa, 3 facilities in Europe and the Commonwealth of Independent States, and 1 in South and Central America.

Source: Company RHP, ACMIIL Retail Research



Product Portfolio

LGEIL operates through two primary business segments - **(i) Home Appliances and Air Solution** and **(ii) Home Entertainment**. The company's diverse product range includes televisions and monitors, refrigerators, washing machines, air conditioners, microwave ovens, water purifiers, compressors, and ceiling fans, which are primarily manufactured at its advanced production facilities located in Noida and Pune.

For certain entry-level products such as refrigerators, washing machines, window air conditioners, and smaller-sized televisions, LGEIL follows a **stock-in-trade model**, wherein it partners with third-party manufacturers in India. Under this arrangement, the company provides technical blueprints, design specifications, and key materials to ensure adherence to LG's quality standards while optimizing production efficiency.

In addition, select premium and niche products - including **audio systems, vacuum cleaners, dishwashers, and air purifiers** - are **imported from other LG Group entities**, allowing the company to leverage global expertise and product innovation from its parent organization's extensive international network.

Home Appliances and Air Solution Division

Under its Home Appliances and Air Solution segment, LG Electronics India Ltd (LGEIL) offers a comprehensive range of products including refrigerators, washing machines, air conditioners, microwave ovens, water purifiers, dishwashers, and compressors, supported by robust installation and after-sales services. The company has consistently led innovation in these categories-introducing technologies such as Door Cooling+, Convertible and Hygiene Fresh+ in refrigerators, AI Direct Drive and ThinQ connectivity in washing machines, and AI Convertible Cooling with inverter technology in air conditioners. Products are certified by BIS, BEE, and WPC, ensuring energy efficiency and quality standards. With manufacturing units in Noida and Pune and exports spanning Asia, Africa, and the Middle East, LGEIL continues to strengthen its leadership in the home appliances and air solutions market through product innovation, reliability, and customer-focused services.

Home Entertainment Division

Under its Home Entertainment segment, LG Electronics India Ltd (LGEIL) manufactures and sells a wide range of media display and audiovisual products, including televisions, monitors, interactive and information displays, and imported products such as soundbars, audio systems, projectors, wireless speakers, and earbuds. Since launching its first television in 1997, the company has continuously evolved its lineup with cutting-edge technologies like OLED, QNED, NanoCell, UHD, and LED, and introduced innovative formats such as rollable, wallpaper, and gallery televisions for premium and lifestyle experiences. Its televisions are BEE, BIS, and WPC certified, reflecting superior quality and efficiency. Additionally, LGEIL offers home audio systems and B2B information display solutions, including digital signage, interactive boards, and LED screens, catering to diverse sectors such as hospitality, education, healthcare, and commercial spaces across India.

Revenue Metrics	FY23		FY24		FY25	
Particulars	₹ million	% of Revenue	₹ million	% of Revenue	₹ million	% of Revenue
Home Appliance and Air Solution division	150,306.78	75.67%	156,797.49	73.43%	182,678.57	74.97%
Refrigerators	58,055.68	29.23%	57,844.93	27.09%	66,964.52	27.48%
Washing machines	42,208.36	21.25%	44,919.38	21.04%	50,417.03	20.69%
Air conditioners	39,906.05	20.09%	42,901.58	20.09%	52,708.23	21.63%
Others (1)	10,136.69	5.10%	11,131.60	5.21%	12,588.79	5.17%
Home Entertainment division	48,339.15	24.33%	56,722.51	26.57%	60,987.81	25.03%
Televisions	39,320.27	19.79%	45,583.29	21.35%	49,248.15	20.21%
Others (2)	9,018.88	4.54%	11,139.22	5.22%	11,739.66	4.82%
Total revenue	198,645.93	100.00%	213,520.00	100.00%	243,666.38	100.00%

Source: Company RHP, ACMIIL Retail Research

1) Others include water purifiers, air purifiers, dishwashers, microwave ovens, vacuum cleaners and compressors.

2) Others include media display and audiovisual products, including monitors, interactive displays, and information systems, projectors, wireless speakers and earbuds.

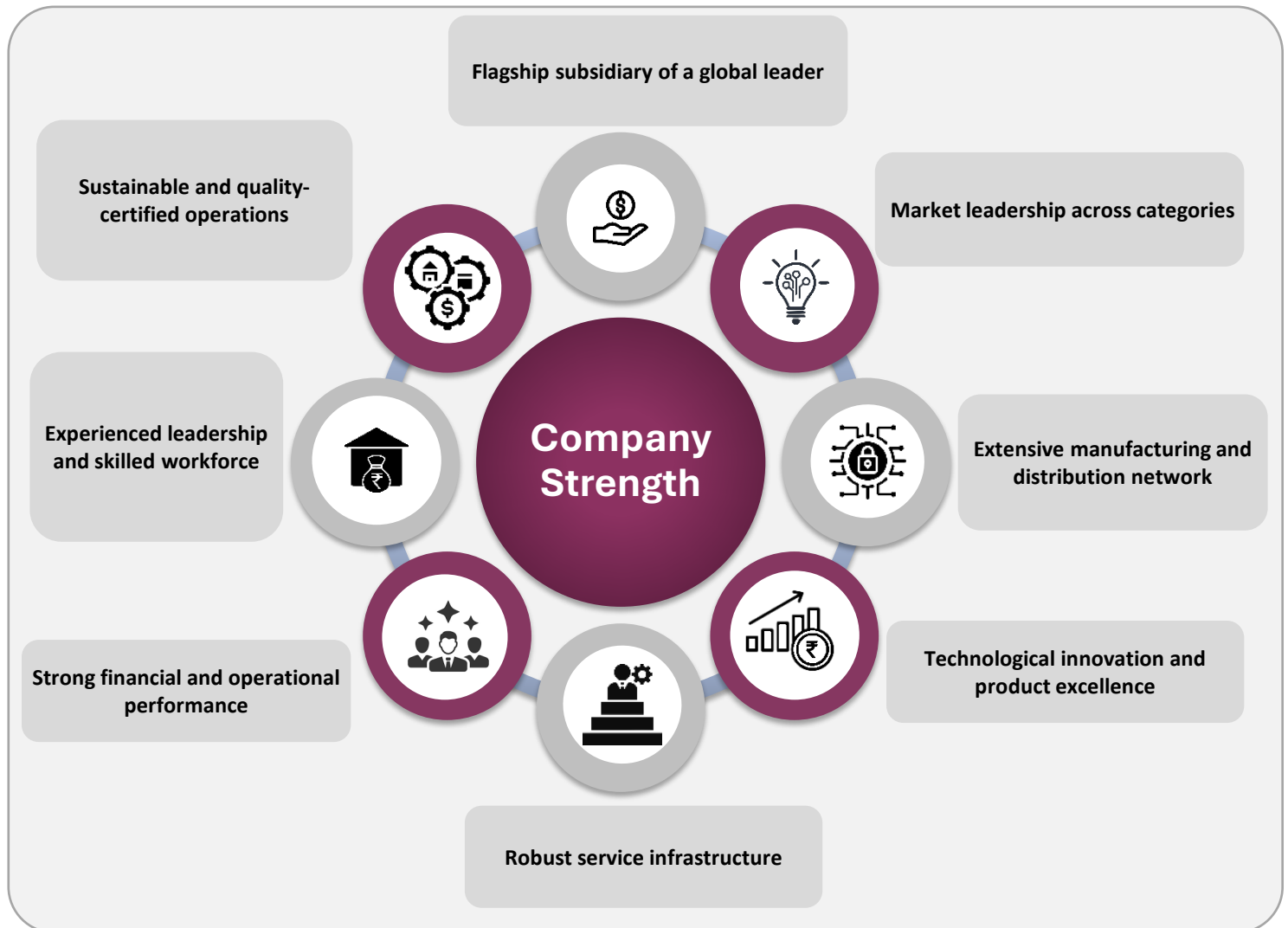
Service and Consumer Support

The company has a pan-India service network that offers installation services, repairs, and maintenance to its customers. The company operates (i) LG centres ("LGCs"), which are exclusive service centres directly operated by the company, and (ii) exclusive service centres ("ESCs") that are service centres operated by third parties to provide services exclusively to the consumers.

Particulars	FY23	FY24	FY25
LG centres	55	56	58
Exclusive service centres	872	885	953
Total service touch points	927	941	1,011
Spare warehouses	10	10	10
Engineers deployed at LGCs and ESCs	11,195	12,081	13,571

Source: Company RHP, ACMIIL Retail Research

Company Strengths



Source: Company RHP, ACMIIL Retail Research

Company's Strategies



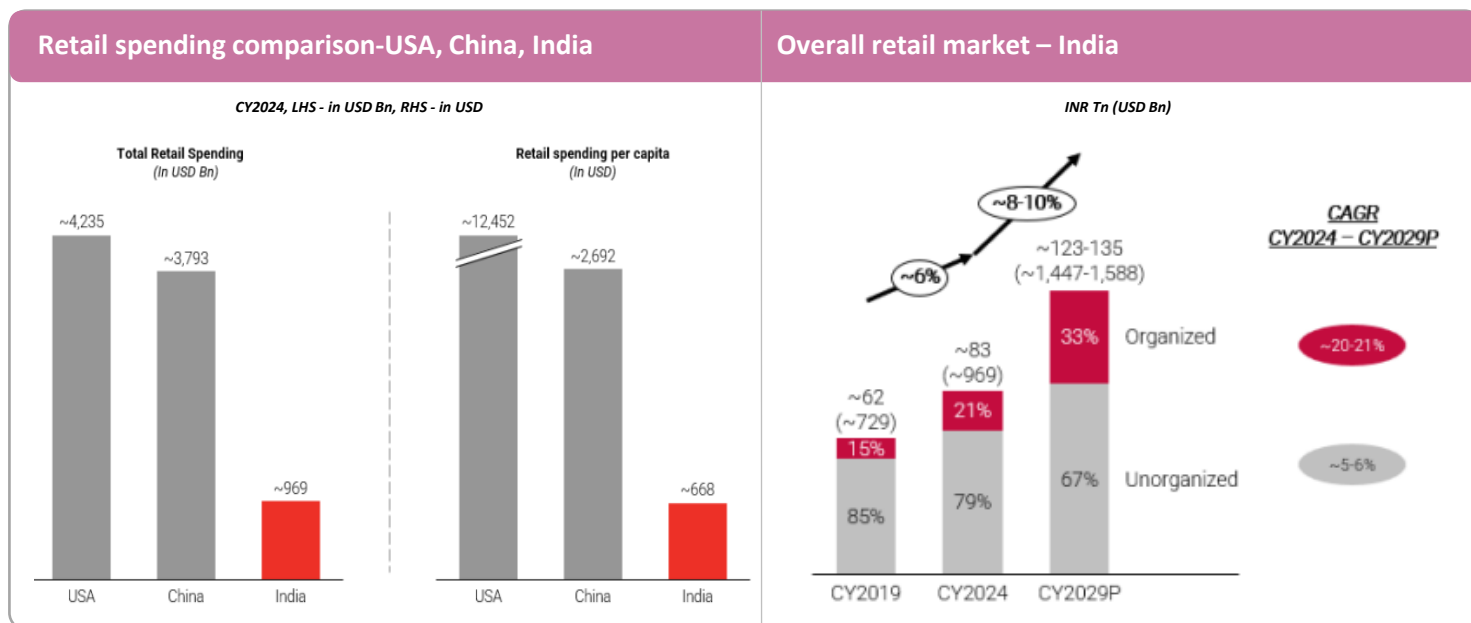
Source: Company RHP, ACMIIL Retail Research

Industry Overview

India's **retail and consumer electronics landscape** is undergoing a structural transformation driven by economic growth, urbanization, rising disposable incomes, and a shift toward organized and technology-driven consumption.

Overall Retail Market in India

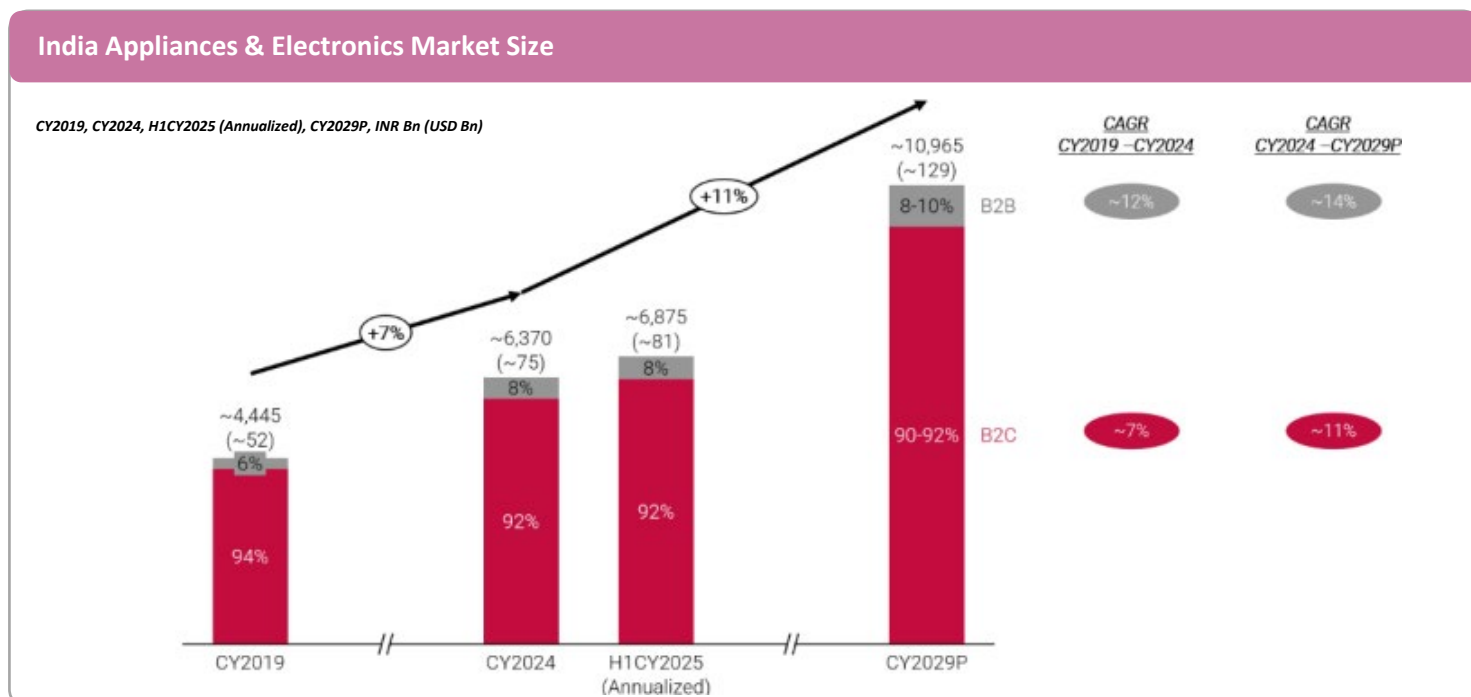
India's overall retail market is projected to grow at a **CAGR of 8–10%** between CY2024 and CY2029, reaching **₹123–135 trillion (~USD 1.45–1.59 trillion)** by CY2029 from ₹83 trillion (~USD 969 billion) in CY2024. The **organized retail segment** is expected to expand rapidly at a **20–21% CAGR**, increasing its share from **21% in CY2024 to 33% in CY2029**, while the unorganized segment will grow modestly at **5–6% CAGR**, gradually losing market share to organized players. This shift highlights the ongoing **formalization of the Indian retail economy**, fueled by digital penetration, better infrastructure, and GST-led transparency.



Source: Company RHP, ACMIIL Retail Research

India Appliances and Electronics Market

India's **Appliances and Electronics (ACE)** market, valued at around **₹6.37 trillion (~USD 75 billion)** in CY2024, is projected to grow to **₹10.96 trillion (~USD 129 billion)** by CY2029, translating to a **CAGR of ~11%** for the overall sector. The **B2C segment** dominates the market with a **90–92% share**, while **B2B accounts for 8–10%**. Between CY2019 and CY2024, the market grew at a **7% CAGR**, driven by increasing adoption of smart devices, demand for energy-efficient appliances, and rising household incomes. The outlook remains strong, supported by technological innovation, product premiumization, and deeper penetration into tier-2 and tier-3 cities.



Source: Company RHP, ACMIIL Retail Research

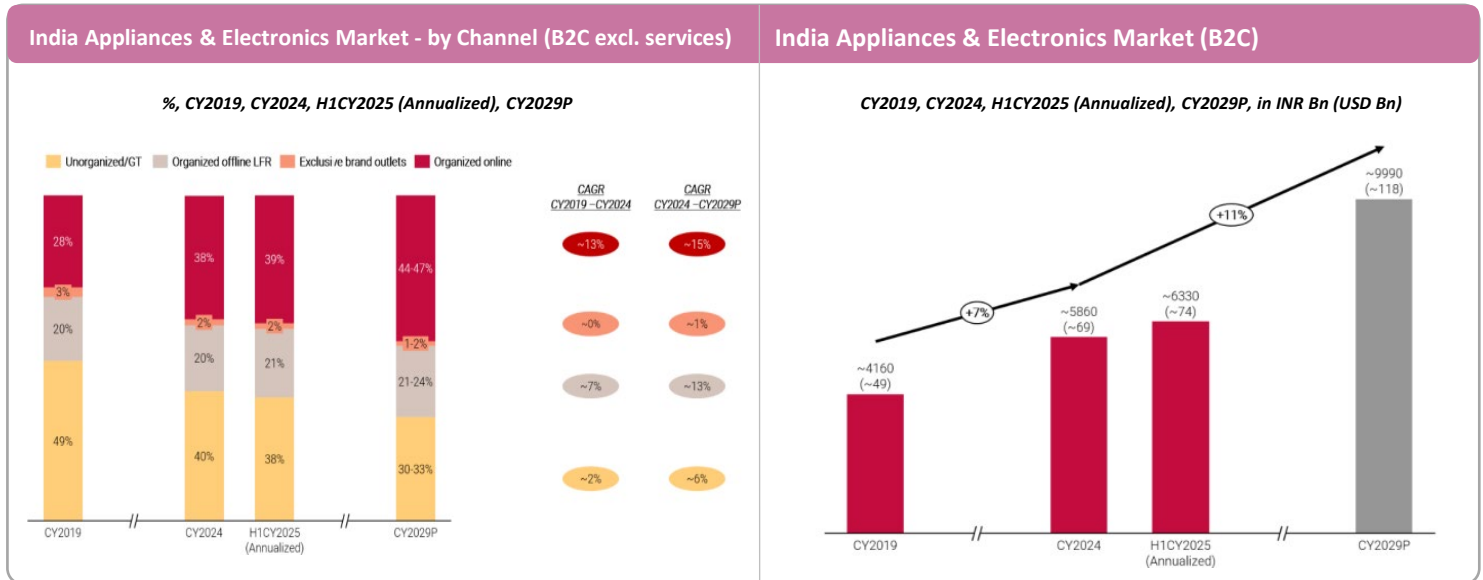
Industry Overview

Channel Mix and Market Shift

Within the B2C segment, **organized channels are steadily capturing market share**. The share of organized online retail rose from **28% in CY2019 to 38% in CY2024** and is expected to reach **44–47% by CY2029**, registering a **~15% CAGR** from CY2024–CY2029.

- **Organized offline retail formats** (LFRs and exclusive brand outlets) are also growing steadily, contributing around **22–25%** by CY2029.
- Conversely, **unorganized trade** is expected to decline from **49% in CY2019 to 30–33% in CY2029**, reflecting the migration toward branded retail and e-commerce.

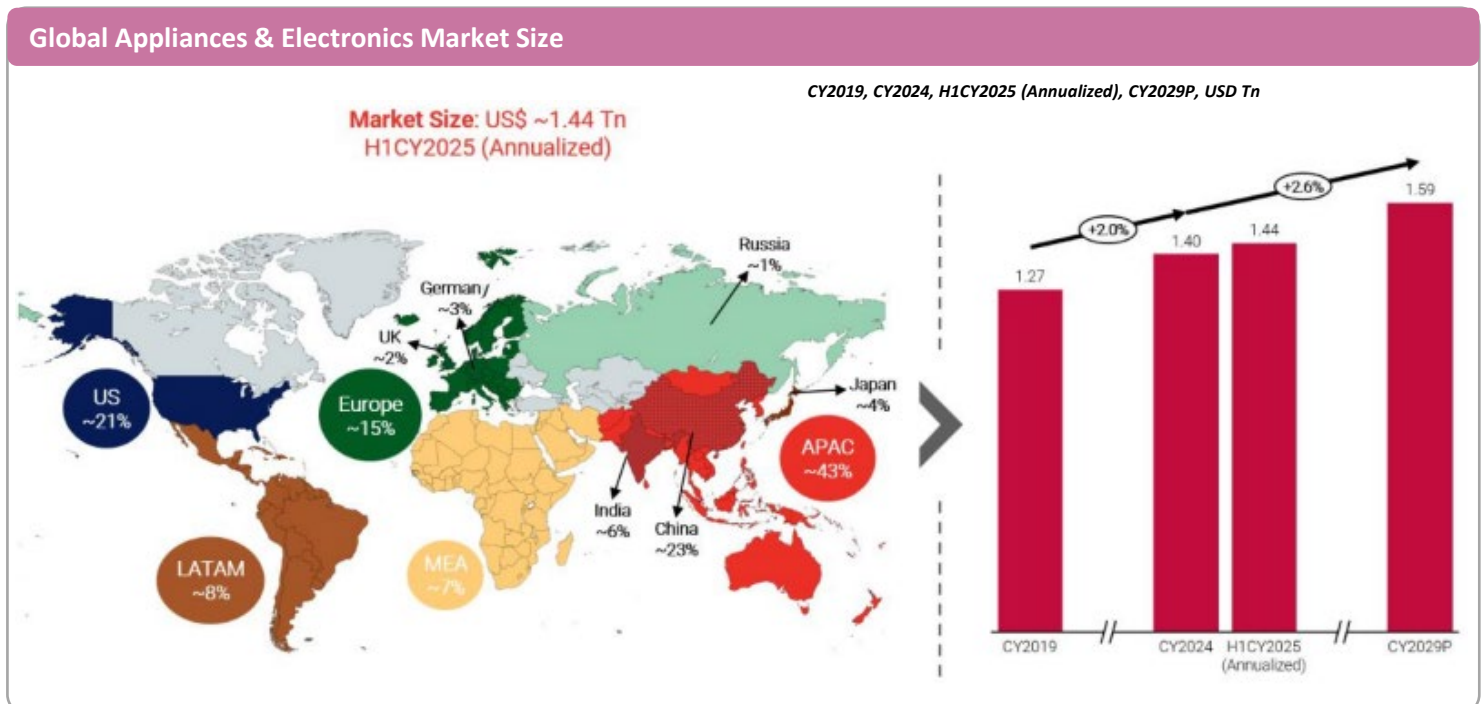
This trend illustrates the **digital-first evolution** of India's appliance and electronics consumption landscape, emphasizing convenience, reliability, and after-sales support.



Source: Company RHP, ACMIIL Retail Research

Global Context

Globally, the **Appliances and Electronics (A&E)** market stood at **USD 1.44 trillion** (annualized for H1CY2025) and is expected to grow at a **2.6% CAGR** to reach **USD 1.59 trillion by CY2029**. The **Asia-Pacific (APAC)** region leads with **43% global market share**, followed by the **U.S. (~21%)**, **China (~23%)**, and **Europe (~15%)**. India accounts for roughly **6% of global A&E spending**, underscoring its growing importance as both a consumption and manufacturing hub.



Source: Company RHP, ACMIIL Retail Research

Peer comparison

Name of the company	Face value (₹ per share)	Closing price as on September 26, 2025 (₹ per share)	Revenue FY25 (₹ Millions)	EPS ₹ For FY25		NAV/Share Mar 31st, 2025	PE - FY25	RONW FY25	Market capitalisation as on September 26, 2025 (in ₹ billion)
				Basic	Diluted				
LG Electronics	10	[•]	243666.38	32.46	32.46	87.42	[•]	37.13	[•]
Listed Peers									
Havells	1	1506.6	217780.6	23.49	23.48	133.05	64.14	17.63	944.95
Voltas	1	1339.7	154127.9	25.43	25.43	197.66	52.68	12.76	443.29
Whirlpool	10	1232	79193.7	28.3	28.3	314.52	43.53	9.09	156.31
Blue Star	2	1886.35	119676.5	28.76	28.76	149.19	65.59	19.27	387.86

Source: Company RHP, ACMIIL Retail Research

Financial information of the Company has been derived from the Restated Financial Information as at or for the year ended March 31,

Notes:

- (1) Basic/Diluted EPS refers to the Basic/Diluted EPS sourced from the financial statements of the respective peer group companies for the year ended March 31, 2025.
- (2) RoNW is computed as net profit after tax attributable to shareholders divided by total equity attributable to the equity shareholders as on March 31, 2025. Return on Net worth (%) is calculated as profit for the year divided by Net Worth at the end of the respective year / period.
- (3) Net assets value per share = Net asset value per share is calculated by dividing net worth by weighted average number of equity shares outstanding at the end of the period.
- (4) P/E ratio for the peer group has been computed based on the closing market price of equity shares on BSE as on September 26, 2025, divided by the Basic EPS for the year ended March 31, 2025.
- (5) Market Capitalization = Total number of shares disclosed on BSE as of June 30, 2025, multiplied by the closing share price on BSE as on September 26, 2025

Consolidated Financial Snapshot

Amount in ₹ Millions, Except Per Share	FY23	FY24	FY25
Revenue from operations	198646	213520	243666
Revenue from Home Appliances and Air Solution division	150307	156797	182679
% of Revenue from Operations	75.7%	73.4%	75.0%
Revenue from Home Entertainment division	48339	56723	60988
% of Revenue from Operations	24.3%	26.6%	25.0%
EBITDA	18951	22249	31101
EBITDA Margin	9.5%	10.4%	12.8%
Profit for the period/year	13449	15111	22033
Net Profit Margin	6.8%	7.1%	9.0%
Basic and Diluted EPS	19.86	22.26	32.46
Return on Capital Employed	34.4%	45.3%	42.9%
Return on Net Worth	31.1%	40.5%	37.1%

Source: Company RHP, ACMIIL Retail Research

Risks and concerns

- The Company is **dependent on its Promoter, LG Electronics Inc.**, for various aspects of its operations, including technology, branding, and product development.
- The Company **pays royalties** to its Promoter under the License Agreement, and such payments may be subject to **regulatory review or scrutiny**.
- **Fluctuations or increases in raw material prices** may adversely impact the Company's **operational efficiency, margins, and overall financial performance**.

ACMIIL Retail Research Products

Informational Products	Recommendation Products
Morning Notes	Momentum calls
Weekly Technical Synopsis	Smart Delivery trades
Quarterly Kaleidoscope	Positional technical calls
Market Pulse	Investment ideas
RBI Monetary Policy	Master trades High & Medium Risk
Budget Report	Techno Funda
Weekly Derivatives Synopsis	Stock Basket
Rollover Snapshot	Mutual fund model portfolios
Rollover Analysis (Monthly)	Portfolio Doctor
Special Report (Industry/Calendar year/Financial year)	IPO Note
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