



# INVESTOR PRESENTATION

Q1 FY21



This presentation contains statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to KRBL Limited and its affiliated companies (“KRBL”) future business developments and economic performance.

While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

KRBL undertakes no obligation to periodically revise any forward looking statements to reflect future/likely events or circumstances.



# Management commentary

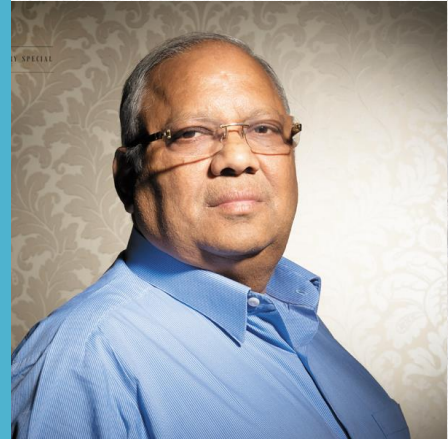
Commenting on the performance for Q1 FY21, Mr. Anil Kumar Mittal – Chairman and Managing Director, KRBL Limited said,

*"We have seen healthy demand coming for our branded portfolio during the quarter despite severe logistical issues on account of the lockdowns. Consumers are preferring packaged products from well-known brands that they trust. The exports segment, where we have very good presence in global markets, has seen good improvement in realisations. Further, we continue to have a very good order book in both the domestic and exports segments.*

*India Gate and our other brands continue to be well-regarded by customers around the world for trust, taste and quality. Our range of offering remains very elaborate with options for special occasions across a variety of cuisines. Products are available for both premium and daily consumption, as well as for health and nutrition related segments.*

*Customers are seen preferring branded options even in their basic food items of daily use. As the largest Basmati company in the world we are shaping the emerging consumption trends through maximized reach and visibility of our portfolio. The process of adding more products will continue as we believe in providing options that are relevant to the modern consumer and where we can create distinct advantage for ourselves.*

*Operationally, we are implementing latest technologies at our processing and packaging facilities to further enhance efficiencies, thereby contributing towards consistency of earnings. Backed by robust procurement during the last season, we are looking at progressively building up volumes, Y-o-Y. It is also our objective to run an optimized balance sheet and our teams are working towards reducing utilization of borrowed funds to create growth through smart inventory creation. Thus we are on track to deliver healthy performance in the coming quarters on a sustained basis, as we have in the past."*





### 01 **Introducing**

- KRBL through quick facts

### 02 **Building**

- Financial growth momentum QoQ

### 03 **Response**

- Challenging times during the pandemic

### 04 **Evolving**

- In the “New Normal” consumer trends

### 05 **Personalizing**

- Customer experience with range of products

### 06 **Anchored**

- World class infrastructure

### 07 **Registering**

- Salience with investors



# KRBL

## Some interesting facts



# Leadership through achievements

**#1**

Largest exporter of  
Branded Basmati Rice  
from India



**35%**

Basmati seeds sown in  
India provided by KRBL



**~15%**

Premium that KRBL's  
brands fetch in the  
domestic market  
historically



**~67%**

Contribution of India  
Gate brand to the  
branded basmati  
portfolio



**Highest ever**

consumer pack volumes  
recorded in Q1'20-21 -  
YoY basis



**~30%**

growth in leadership  
consumer pack  
markets- YoY basis



**70%**

growth registered in  
online sales- YoY basis



**12%**

growth registered in  
modern trade sales  
volume - YoY basis

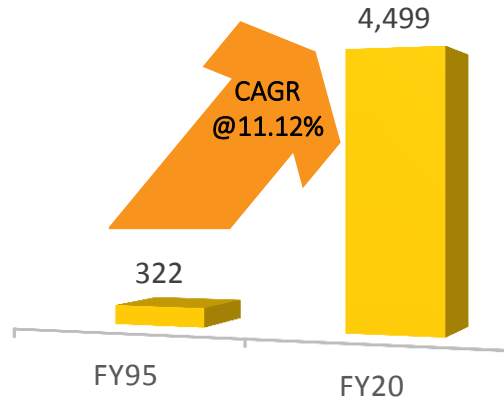


**25% growth expected in FY 20-21 in consumer pack sales**

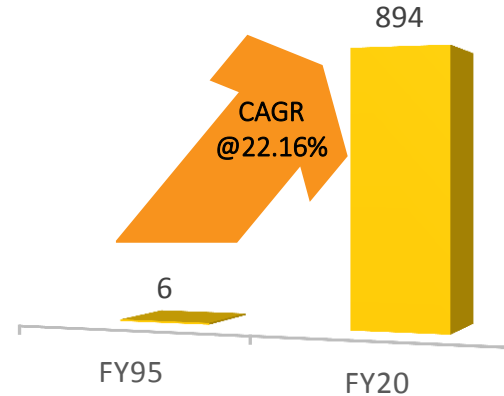
**Continuing robust opportunity in FY 20-21**

## Our History since Listing in 1995 ...

### Revenue from operations (INR Cr.)



### EBITDA (INR Cr.)



- Quantum improvement in turnover and earnings since listing. Building onto the rich 130-year legacy
- KRBL has milling capacity to process more than 1 million tonnes of paddy yearly. It believes in zero wastage. Along with rice several value added products get prepared from the by-products. All under 1 roof, all in 1 mega integrated process
- KRBL was the first in the industry to invest in advanced machinery. It has an inbuilt logistics system which takes care of all requirements along with automated supply chain management to maintain a smooth flow of goods to both domestic and international markets

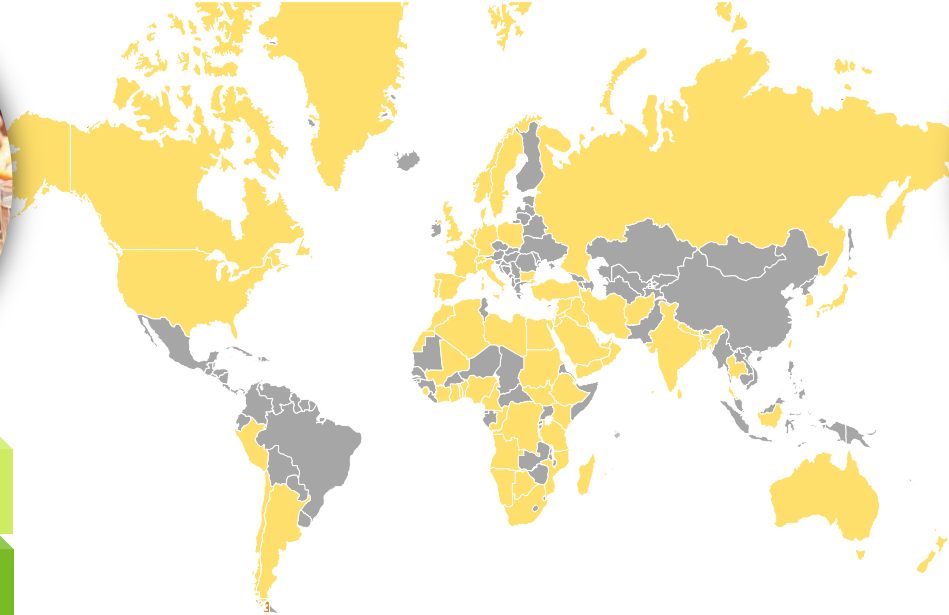
# KRBL's domestic & international reach

KRBL exports to 82 countries across 6 continents



Diversifying distribution setup with global network

Tie-ups with leading retail chains across the globe



Tie-ups with leading E-Commerce brands and B2B players across India

Tie-ups with leading retail chains

**500+ Exclusive Dealer and Distributors**

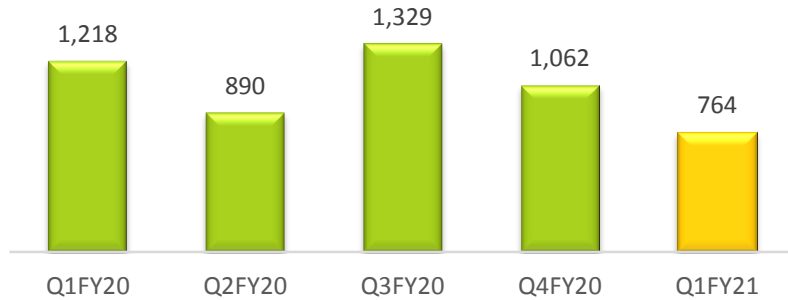
 Americas | Europe | Middle East | Asia | Africa | Australia



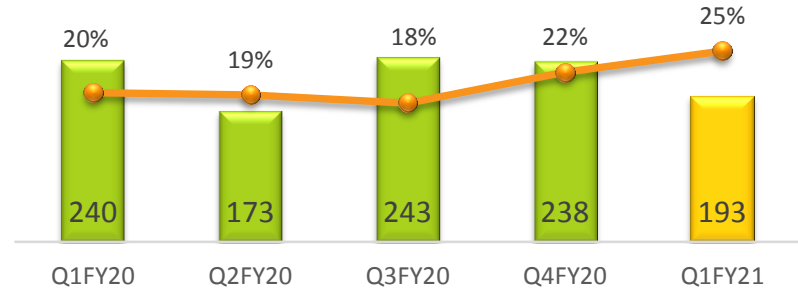
# Building the financial momentum QoQ

# Focus on improving margins, QoQ

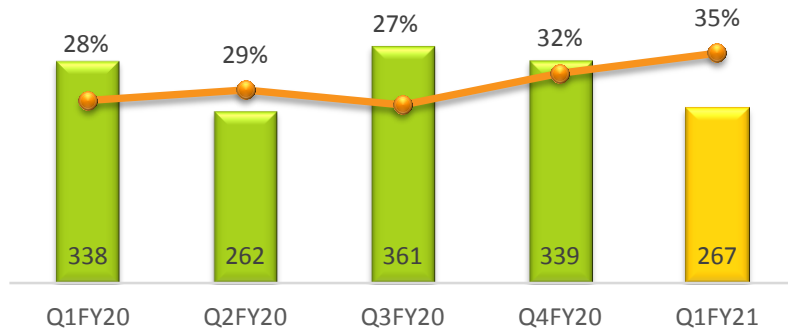
Revenue from Operations



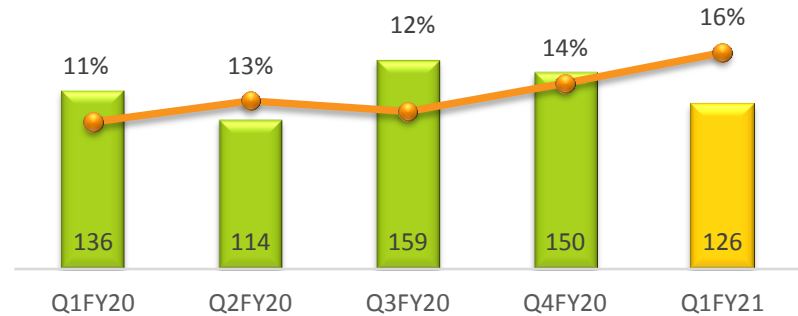
EBITDA\* EBITDA Margin



Gross Profit\* Gross Profit Margin

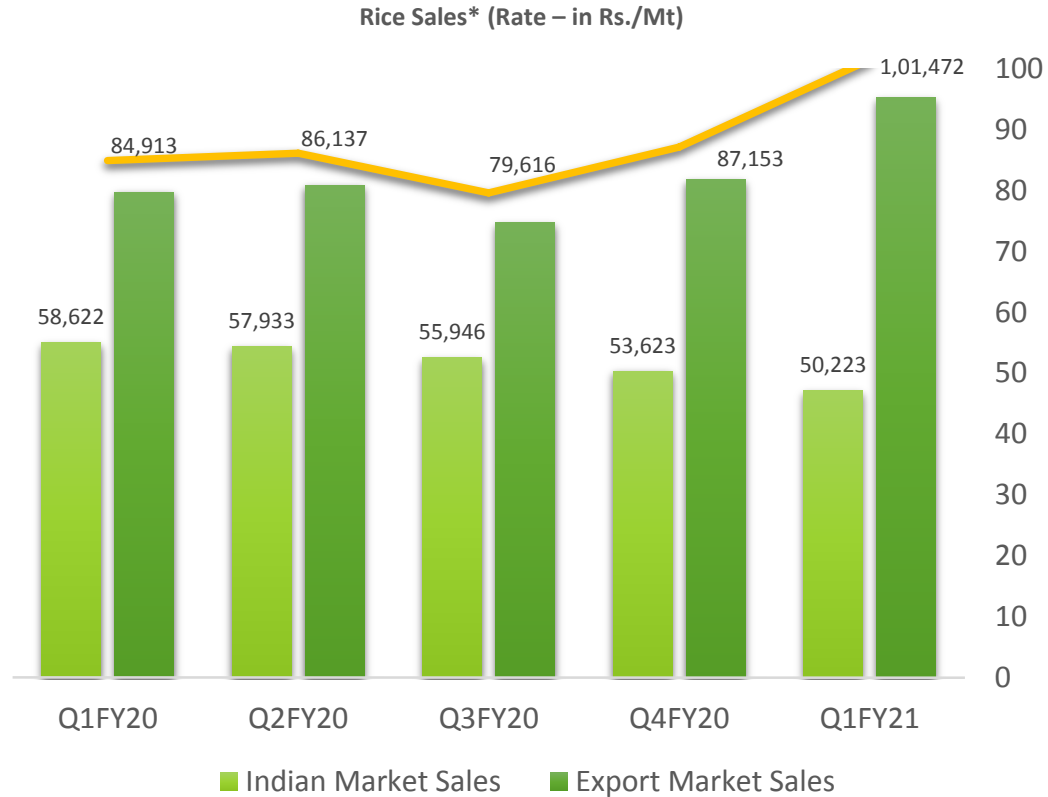


PAT PAT Margins



\*Includes Other Income  
Details on standalone financials

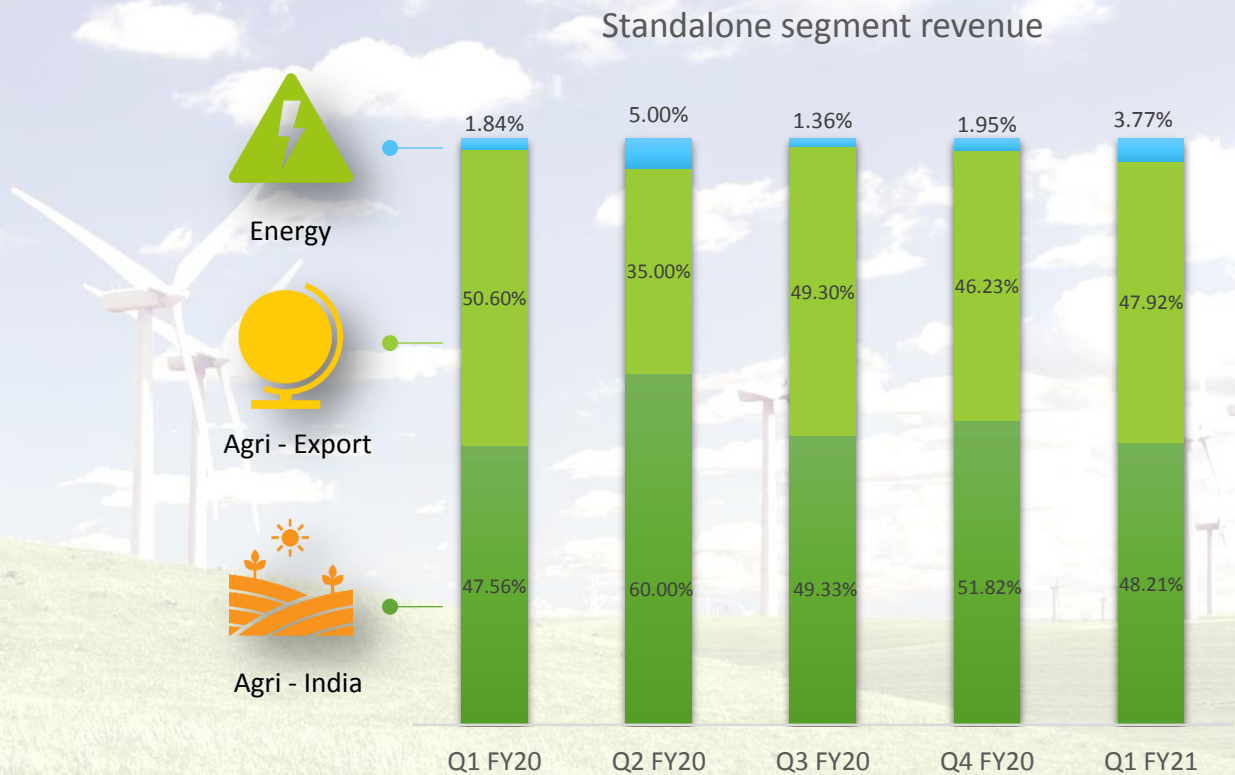
## Sustaining brand realisations across industry cycles



\* Details on standalone financials



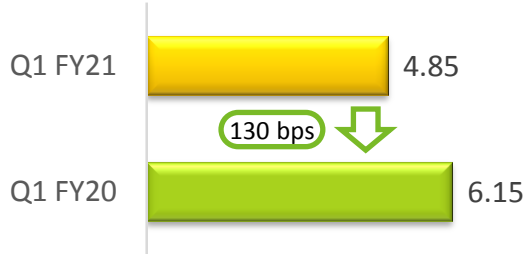
# Diversified & well-balanced segment mix



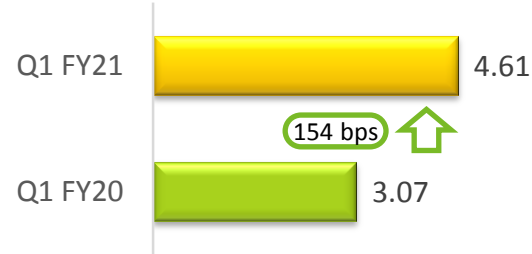
\* Details on standalone financials

# Key ratios: Best-in-class financial management

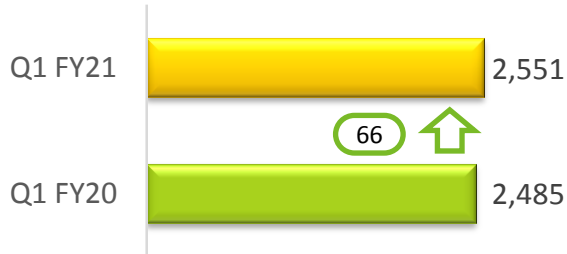
**ROCE\* (%)**



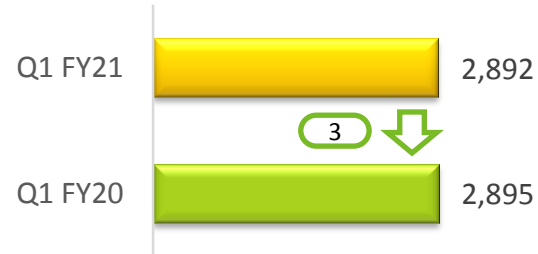
**Current Ratio**



**Inventory (Rs. cr)**



**Current Assets (Rs. cr)**

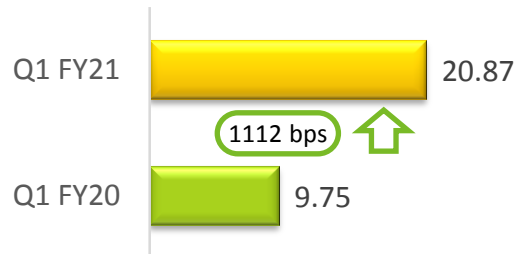


# Key ratios: Driving consistent reduction in debt

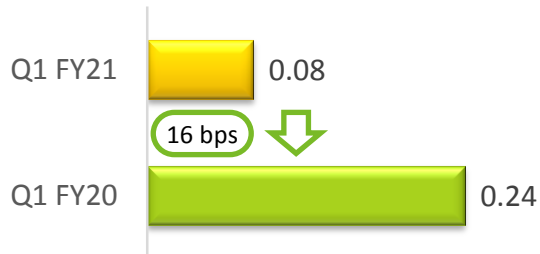
### Net Debt (Rs. cr)



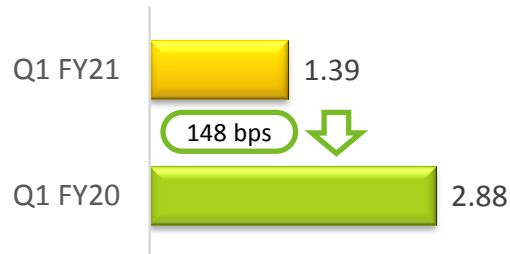
### Interest Coverage Ratio\*



### Net Debt to Equity Ratio



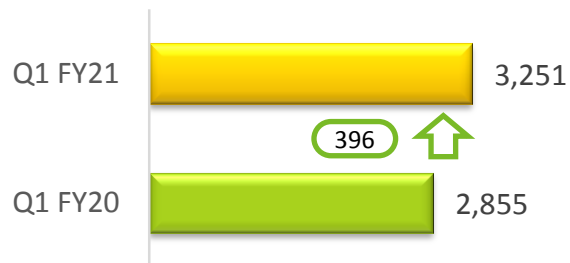
### Net Debt to EBITDA\*



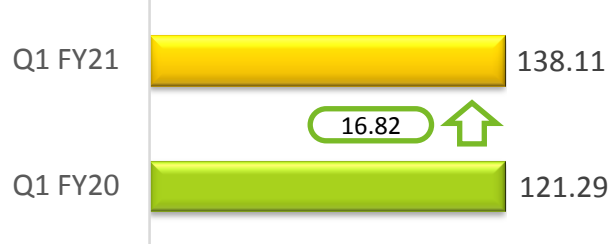


# Key ratios: Creating value for shareholders

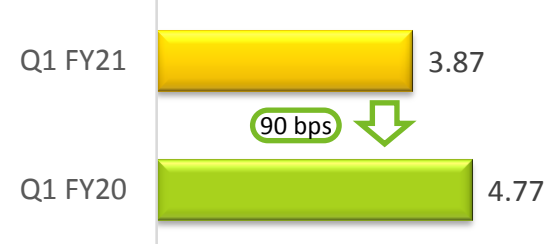
Shareholders Funds (Rs. cr)



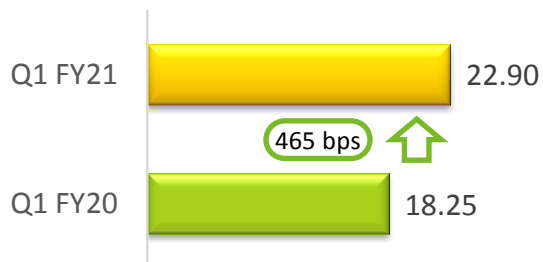
Book Value per Share (Rs.)



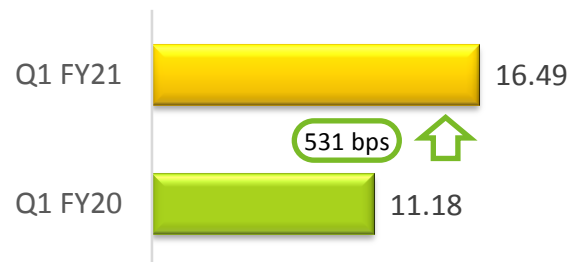
ROE\* (%)



Operating Profit Margin (%)



Net Profit Margin (%)





Strategic response to  
challenging times



## IMPACT

Continued to witness **logistical challenges** due to **prolonged lockdown**; this has started easing off from June 1<sup>st</sup>, 2020, in a phased manner

**Supply chain impact** due to congestion at port and constrained manpower availability affected the export momentum; this has started normalising

Restrictions on restaurant dine-in and softness in hospitality sector significantly **impacted HoReCa sales traction**

**Sales momentum of lower priced products sharply increased** during the quarter vis-à-vis higher priced products, thereby impacting the realisation mix in the domestic market

**As a responsible packaged food Company, KRBL has undertaken all the precautions/ steps against the spread of CoVID-19 through expertise.**

**Being in essential services category, the Company was able to run all its plants at stable utilisation levels post obtaining requisite permissions**

## INITIATIVES



**Implemented business continuity program** to ensure limited impact on business operations and seamless transition to work remotely

Followed **stringent hygiene protocols** at all facilities and ensured that **workforce upholds highest standards of hygiene**

Launched multi-media digital campaign: '**India Gate – India ki Puraani Aadat**' to further strengthen the brand loyalty and celebrate culture of India

Built-up **adequate inventories of multiple product categories** to cater the increased demand

**Collaborated with Zomato & Swiggy**, and various other food tech companies for doorstep delivery of products to further strengthening the e-commerce reach



# Giving Back to Society – Philanthropic/CSR initiative with Chef Vikas Khanna

## #UmeedHainHum



20 Mn+

MEALS



40+

Help extended  
in more than  
40 cities



5 lakh+

Needy People  
Served



Campaign

Exclusive  
campaign with  
Celebrity Chef  
Vikas Khanna



Social

Massive online,  
offline and  
Media  
Coverage



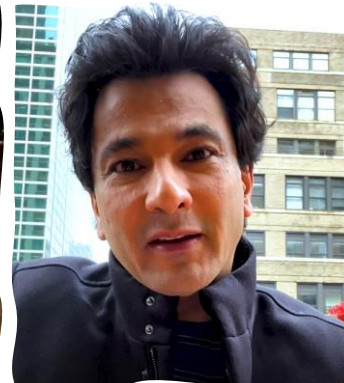
#umeedhainhum

Top trending  
hashtag on  
Social media  
channels



1 lakh+

Kg of rice  
distributed



[www.indiagatefoods.com/umeed](http://www.indiagatefoods.com/umeed)

# Massive PR coverage in more than 60 publications across India

**BW BUSINESSWORLD**

## KRBL Ltd - India Gate Basmati Rice Extends Ummedhainhum Initiative

Like

KRBL Ltd - India Gate Basmati Rice extends Ummedhainhum initiative



23 June, 2020  
by ANI

Print this article

Font size 16

New Delhi (India), June 23 (ANI/NewsWire) Since COVID, India Gate Basmati Rice have been addressing hunger issues and serving millions in the country, standing in support with people of India. India gate Basmati rice, flagship brand by KRBL - the world's largest rice millers recently launched #Ummedhainhum initiative, aimed at resolving the huge but important task of providing basic meals for all the needy and under privileged across the country. So far the brand has reached out in 20 plus cities, feeding more than 2.5 million meals in the past three months, making it one of the largest and most impactful food donation drives in the country.

**Bloomberg**

## #UMEEDHAINHUM By India Gate Basmati Rice Covered 140 Cities and

June 30, 2020, 10:29 AM GMT+5:30

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UMEEDHAINHUM By India Gate Basmati Rice Covered 140 Cities and 15 Million Meals Since Lockdown

New Delhi, Delhi, India: Business Wire India With the world facing an economic slowdown, corporates have a critical role to play, not only by addressing key societal needs, but also by becoming a key contributor in taking care of their local community. Today, as we continue our fight against the Covid-19 pandemic, a bigger problem of hunger is affecting millions across the country.



多くの社会問題に挑戦しています

**The CEO Magazine**

## #UMEEDHAINHUM By India Gate Basmati Rice Covered 140 Cities and 15 Million Meals Since Lockdown

New Delhi, Delhi, India



#Ummedhainhum India Gate Basmati Rice Food Distribution Drive

**THEWEEK**

## UMEEDHAINHUM By India Gate Basmati Rice Covered 140 Cities and 15 Million Meals Since Lockdown

PTI | June 29, 2020 14:39 IST

(Eds: Disclaimer: The following press release comes to you under an arrangement with Business Wire India. PTI takes no editorial responsibility for the same.)

New Delhi, Delhi, India - Business Wire India

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**The Telegraph**

## KRBL Ltd - INDIA GATE BASMATI RICE EXTENDS UMEEDHAINHUM INITIATIVE

Daily News - June 23, 2020



### INITIATES FOOD DISTRIBUTION DRIVE IN VRINDAVAN IN SUPPORT OF WOMEN

Since COVID, India Gate Basmati Rice have been addressing hunger issues and serving millions in the country, standing in support with people of India. India gate Basmati rice, flagship brand by KRBL - the world's largest rice millers recently launched #Ummedhainhum initiative, aimed at resolving the huge but important task of providing basic meals for all the needy and under privileged across the country. So far the brand has reached out in 20+ cities, feeding more than 2.5 million meals in the past three months, making it one of the largest and most impactful food donation drives in the country.

**Outlook**

29 JUNE 2020 Last Updated at 2:29 PM | SOURCE: PTI

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India Ki Puraani Aadat  
#StayHomeStaySafe







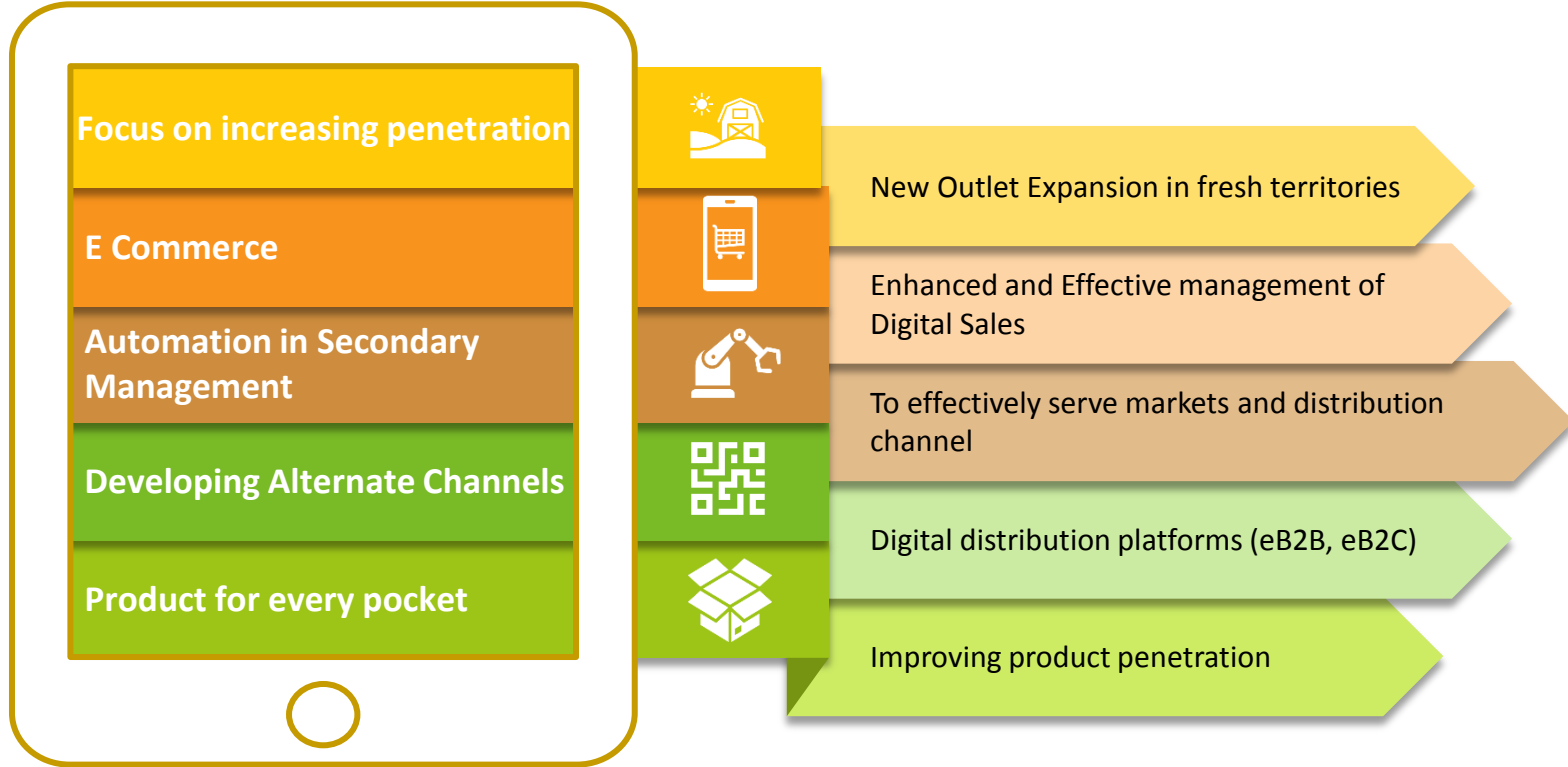
Evolving with the  
consumer trends



# Closely tracking evolution in consumer behavior post COVID -19



# Aligning sales strategies to match changes in consumer sentiment/habits



# Building Emotional Engagement with Customers - During Lockdown

## Media Campaign- India ki Puraani Aadatein Laut Aayi Hain....



*India ki Puraani Aadat*

#StayHomeStaySafe

Click to See The Full  
Video Here

# Building Emotional Engagement with Customers – During Lockdown

## Media Campaign- India ki Puraani Aadatein Laut Aayi Hain....



Massive Reach & Impact

**90% of TV & Digital audience  
reached during lockdown**



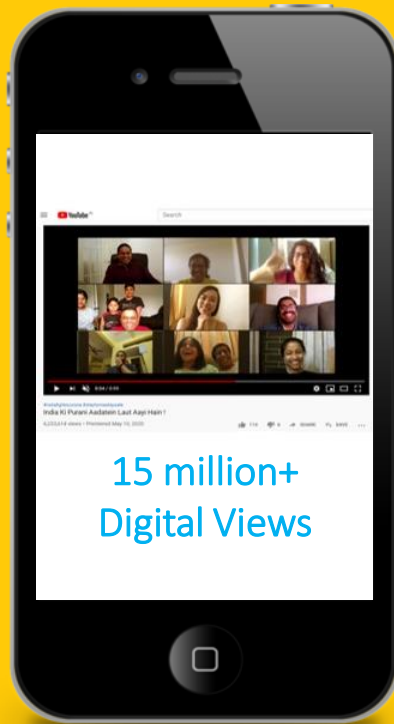
1 Month TV CAMPAIGN

**13500+ Spots aired on 50+ TV  
Channels**



Customer Engagement

**More Than 5 Lakh  
Customers engaged on  
digital platforms.**





# Building Emotional Engagement with Customers – During Lockdown



Lockdown  
Recipes  
5 Lakh Views



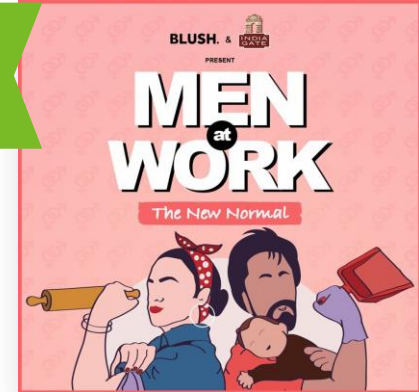
IG Classic  
Recipes  
5 Lakh Views



Staying  
Healthy  
1 Million+  
Views



#MenAtWork  
2.7 Million Views

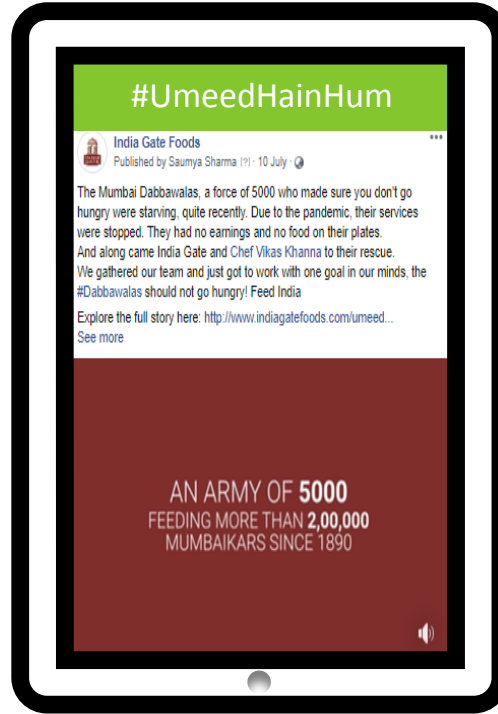


# Building Emotional Engagement with Customers – During Lockdown

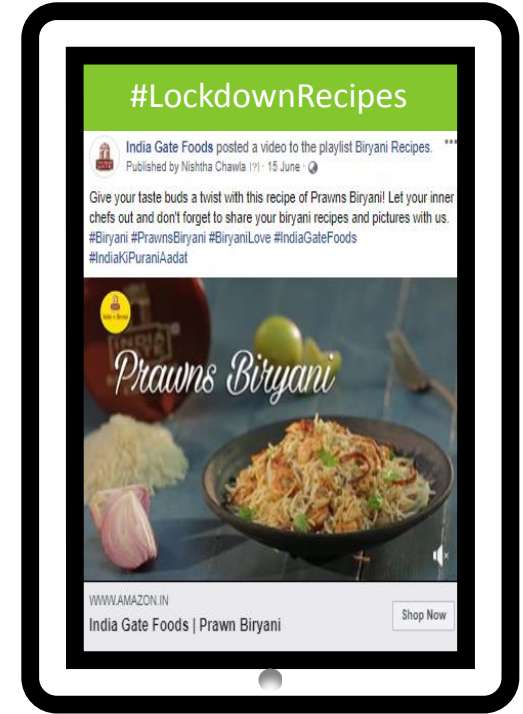
## Celebrating Festivals




## Giving Back to Society



## Cooking something new Everyday



More than 10 Million Views on Social Channels



Personalizing  
customer experience  
with range of products



# Widest Range of Products for Everyone



Occasions / Recipe  
Special



Daily Premium  
Range



Daily Regular  
Range



Health Range



Anchored  
by world-class  
infrastructure  
and industry's best  
experience



# World-class operational set-up



**195 MT/hr**

**Paddy milling capacity of  
Across Dhuri, Punjab and  
Gautam Budh Nagar, UP**

**176 MT/hr**

**Rice Processing/Packaging  
capacity of  
Across Dhuri, Punjab and  
Gautam Budh Nagar, UP**

**146.56 MW**

**Energy assets of  
across Biomass, Wind and  
Solar**

**>1 million MT**

**Storage capacity  
across rice and paddy**

# Research-based approach and quality control focus

Certified/registered by:



**FSSC 22000**  
Version 5 Certified by Intertek



**Halal** Certified by Halal  
Certification Services



**SQF** edition 8  
certified by Intertek



**US FDA** registered



**BRC** Issue 8 certified  
by Eurofins



**HACCP** certified by  
Intertek



# 130-year old legacy, led by a committed management

## Anil Kumar Mittal

Chairman and Managing Director



- Visionary of the company, with over 44 years of experience provides strategic direction to all aspects of business.
- Founder and former president of All India Rice Exporters Association.
- Member of Basmati Rice Farmers & Exporters Development Forum.
- Member of Basmati Export Development Foundation (BEDF) and Rice Export Promotion Forum (REPF) APEDA.
- Recipient of the Silver Jubilee Award from the National Academy of Agricultural Sciences, India.
- Arts graduate from Delhi University.

## Arun Kumar Gupta

Joint Managing Director



- Expert on Basmati paddy supply chain management & paddy milling technology.
- Over 36 years of experience in the rice industry.
- Associated with more than 200 Farmers.
- Commerce graduate from Delhi University.

## Anoop Kumar Gupta

Joint Managing Director



- Oversees strategy and financial operations.
- Over 34 years of experience in the rice industry.
- Former Executive Committee Member of the All India Rice Exporters Associations.
- Science graduate from Delhi University.

## Priyanka Mittal

Whole Time Director



- Over 19 years of experience, She is responsible for international sales & marketing of branded business.
- In 2018, she was awarded the Business Woman of Decade Award by W.E.F. (Woman Economic Forum).
- On Board of University of Southern California Viterbi School of Engineering.
- Represented KRBL at CII, ASSOCHAM, FICCI & FIEO. First woman elected as Northern Region Chairperson of FIEO, Ministry of Commerce, GOI. In past she has been Co-Chairperson of Foreign Trade & Investment Committee & Chairperson Agri Committee, PHDCCI. She has also given presentation to the President of Nigeria and key political heads of state, on rice self-sufficiency.
- Former special advisor to the Women Political Leaders Global Forum (formally known as Women in Parliament, a European Parliament Initiative).
- Graduate of Harvard Business School's OPM programme and under graduate of University of Southern California, Marshall School of Business.

## Rakesh Mehrotra

Chief Financial Officer



- Over 35 years of experience in finance.
- Previously worked with some of the leading corporates such as Surya Group, Lakhani Group, Sanjay Dalmia Group, Mafatlal Group and Onida Group.
- Chartered Accountant and First Class First Commerce Graduate from Banaras Hindu University.



# 130-year old legacy, well-charged for the future



**Ashish  
Mittal**

- Mr. Ashish Mittal is having immense knowledge and 15 fruitful years of business experience. His valuable skills and expertise has brought a lot of change in the field of factory operations and technology.
- Ashish is looking after all the factory operations including procurement, production, seed development etc. at Gautam Budh Nagar Unit. Ashish is also looking after the packaging development, agri-extension activities in contract farming network, advancing quality of seed and all the guidance related to pesticide free crop to the farmer.
- Ashish Mittal accomplished his Bachelors in Business Administration from University of Northridge, California, USA in the year 2004.



**Kunal  
Gupta**

- Mr. Kunal Gupta is having a passion for rice and milling. He has continued the family tradition by undertaking an integrated approach to optimize operations and utilization of production plants within KRBL Ltd.
- Kunal's journey is in Rice Procurement Department and leading the operations at the flagship Dhuri plant, incharge of all rice and paddy commodity procurement and trading activity has been transformational. Under his supervision over past eight years, Dhuri plant has transformed into tightly run integrated unit with not only improvement in milling and output but also cost optimisation throughout the supply chain.
- Kunal attained his B.Sc in Business Management from the Cox School of Business, Southern Methodist University in Texas, USA and that gave him the solid foundation to lead basmati paddy supply chain management while constantly pursuing improvement in paddy milling technologies for effective yield of paddy and head rice recovery at KRBL Ltd.



**Akshay  
Gupta**

- Mr. Akshay Gupta has worked in the Rice industry for 8 years, gained unparalleled experience in procurement, shipping logistics and sales. He is responsible for developing new markets for the company for both Basmati and Non-Basmati rice products. He is passionate about advancing agri-tech and extension services in Basmati rice growing areas and also has a keen interest in finance.
- Akshay Gupta achieved his graduate degree B.Sc in Finance and Operations Management from Indiana University in the year 2011. He has recently become a member of Entrepreneur's Organisation Gurgaon Chapter.



**Ayush  
Gupta**

- Mr. Ayush Gupta has invested 8 fruitful years in the family business gaining in-depth knowledge and experience in the field of retail and distribution. He has an inherent passion to understand consumer behavior and their decision making. This knowledge lays foundation to his fundamental principles of branding and provide solid rationale for branding decisions.
- Ayush having graduated cum laude from Kelley School of Business, Indiana University with a B.Sc in Marketing and Operations Management is spearheading the company's domestic business.

# Experienced independent Board directorship profile

**Vinod  
Ahuja**



Mr. Ahuja is a B.Sc. Engg. (Mech.) Hons from Punjab Engineering College, Chandigarh. An integral part of the overall functioning of the company, he not only adds significant direction to the agro arm of the company, but also provides direction to the agri services division in order to strengthen the relations of KRBL with the farming community.

**Devendra  
K Agarwal**



Mr. Devendra has vast experience of over 35 years in the area of financial management, management consultancy, business advisory, corporate taxation, auditing etc. Currently, a Practicing Chartered Accountant. Earlier, had worked with the Oriental Insurance Company Ltd., and also worked abroad with a construction company based in Iraq

**Shyam  
Arora**



Mr. Arora pursued his education in UK and did his M. Tech in Electronic Instrumentation and Controls from Loughborough University of Technology.

**Alok  
Sabharwal**



Mr. Alok Sabharwal aged 67years is an Innovative Chartered Engineer with 45+ year of Professional experience in the field of High-Technology, Multi Unit Business Operations. He has earlier worked with many companies of repute in various capacities which includes Tata, Bombay Dying Swiss MNC-Bühler (India) Pvt. Ltd.

**Ashwani  
Dua**



Mr. Dua graduated from Delhi University and has seventeen years of experience in the Rice business. With his wealth of knowledge, Mr. Dua adds immense value to the company.

**Priyanka  
Sardana**

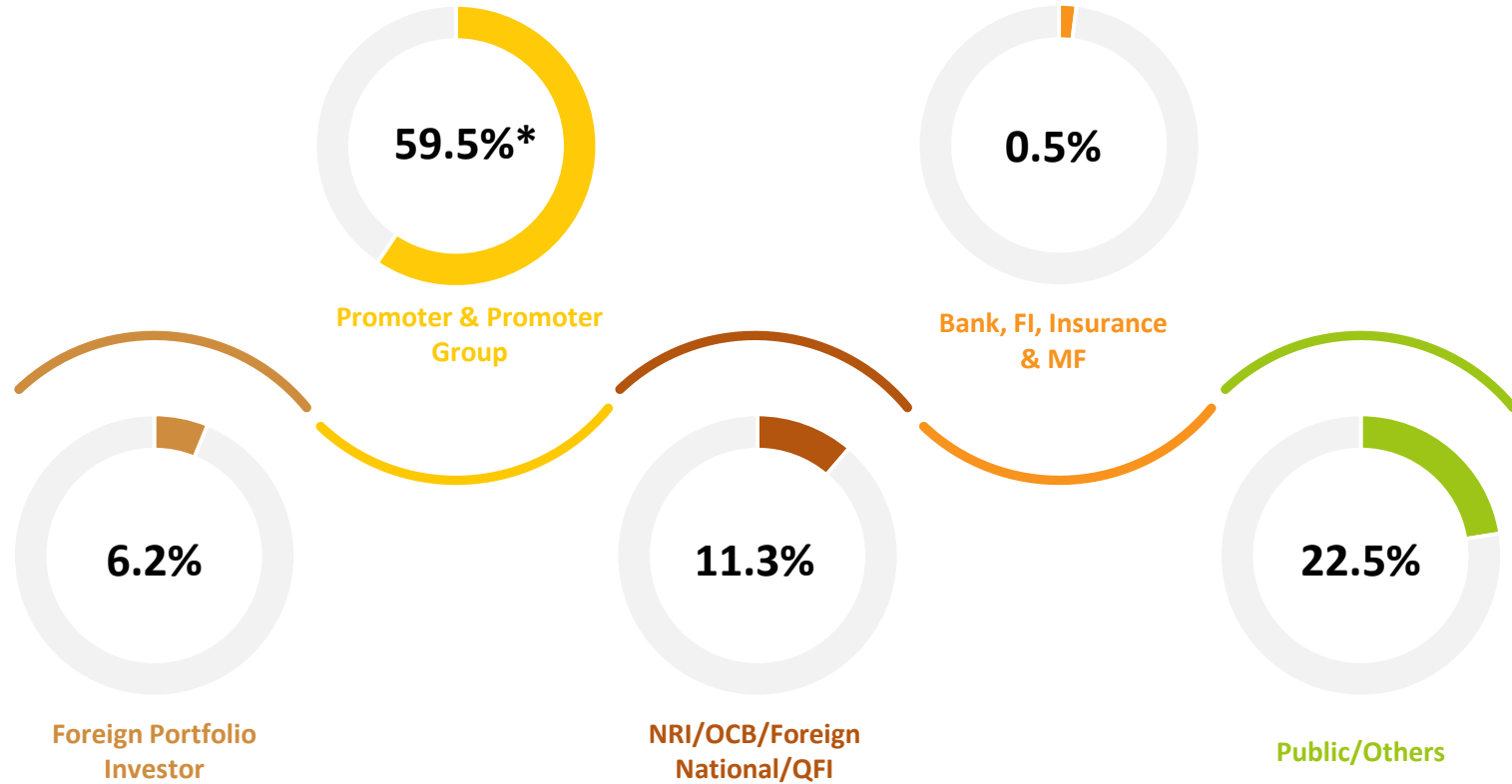


Ms. Sardana is a renowned lawyer and practicing since 28 years. She holds PG Diploma in IPR & Human Rights Law & also did M.Phil. She has a vast domestic & international experience of civil, criminal & service matters. At present, She is a Life Member Supreme Court Bar Association (SCBA), Indian Institute of Law, International Society of Law, Bar Association of India & also Arbitrator of ICA Indian Council of Arbitrators & Mediator of Delhi State Legal Services Authority



**Registering  
salience within  
the investor  
community**

# Shareholding pattern as of June 30th, 2020



\* Promoters have increased their holdings from 58.8% as on June 30, 2019 to 59.5% as on June 30, 2020 through creeping acquisition of shares.



# Top fund houses' holding as on June 30, 2020

1.86%



1.30%



0.49%



0.45%



0.24%



0.11%



0.09%



# Top banking relationships



State Bank of India

**State Bank of India**



HDFC BANK

**HDFC Bank Limited**



**DBS Bank India Ltd.**



**ICICI Bank Limited**



Rabobank

**Cooperatieve Rabo  
Bank U.A.**



Kotak Mahindra Bank

**Kotak Bank Ltd.**



MUFG

**MUFG Bank Ltd**



**Union Bank Of India**

IndusInd Bank

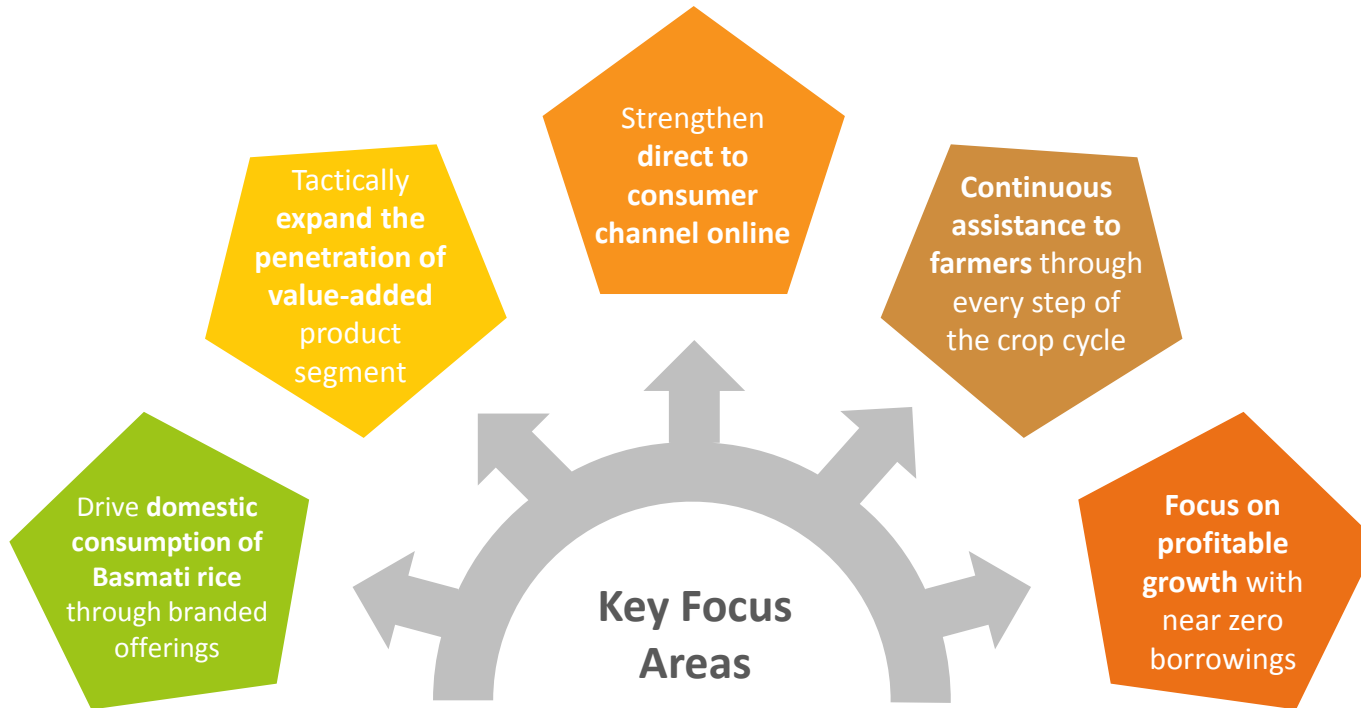
**IndusInd Bank Ltd.**



Karnataka Bank  
Ltd

**Karnataka Bank  
Limited**

# Initiatives for an assured future



KRBL Limited (NSE: KRBL, BSE: 530813) is the world's largest rice miller and Basmati rice exporter. It is India's first integrated rice company with an extensive supply chain with a 130-year history and presence since 1889. With manufacturing capacities of 195 MT/per hour, KRBL is a branded Basmati rice company.

The Company engages in seed production, touch cultivation, paddy procurement, storage, processing, packaging, basmati rice branding and marketing. Operating divisions of the Company include Agri, which includes agricultural commodities such as rice, furfural, seed, bran and bran oil, among others, and Power, which includes wind turbine, husk-based power plant and solar power plant power generation. The Company offers its rice under a varied range of brands namely India Gate, Nur Jahan and many more. The Company has its presence in the domestic as well as in the international market. It also exports its products to Saudi Arabia, United Arab Emirates, Iraq, Kuwait and Qatar among others.

### *For further information, please contact:*



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# Thank You

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banenge hum.

#umeed hain hum

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Puraani Aadat*