



# INVESTOR PRESENTATION

## March, 2014

Confidential

# IMPORTANT NOTICE



## *Safe Harbor*

*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.*



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# INVESTMENT HIGHLIGHTS



## Leading Market Position

- ❖ World's largest Rice Millers and Basmati Rice Exporters.
- ❖ India's largest selling Branded Basmati Rice Company.
- ❖ Strong Brand presence through collaborations with global retail chains.
- ❖ Leading position in Saudi Arabia's market- world's largest Basmati Rice market.
- ❖ Largest contract farming basmati rice in the world

## Best-in-Class Operations

- ❖ India's first fully integrated and scalable rice company.
- ❖ Rice manufacturing capacities of 195 MT per hour.
- ❖ Good realizations – export price per MT commands a premium of more than 14% over the Industry average.
- ❖ Wide marketing network with presence at 6,40,000 retail outlets spread over all towns and cities of the Country.
- ❖ 35% basmati seeds in India are provided by KRBL.

## Leading Brands

- ❖ "India Gate", the flagship brand of Company, is the topmost selling rice in the Branded Rice segment, both in India and Overseas market.
- ❖ Brand include – India Gate, Taj Mahal, Doon, Nur Jahan and many more.
- ❖ 25% share in the Branded Basmati exports from India.
- ❖ 30% share in the branded Basmati sale in domestic market.

## Strong Financial Performance

- ❖ 3-year Net Sales Growth CAGR of 23.34% and EBITDA growth CAGR of 23.50%.
- ❖ 3-years average Return on Capital Employed of 15.19%
- ❖ 3-years average Return on Equity of 18.50%.
- ❖ Short-term loan of the company rated [ICRA]A1+ by ICRA, indicating highest credit quality
- ❖ Net Worth of the Company increased from Rs.830.35 Crore in FY 2013 to Rs.1,044.85 Crore in FY 2014.

# BUSINESS OVERVIEW



- ❖ Founded in 1889 in Faisalabad, Pakistan and incorporated in 1993, KRBL is India's first integrated rice company.
- ❖ Engaged in seed development and multiplication, contract farming, production and marketing of Basmati rice.
- ❖ Being an integrated player, the Company generates value-added by-products like bran oil, de-oiled cakes and uses rice husks for captive powerplant.
- ❖ Branded Basmati rice Company, with manufacturing capacities of 195 MT / per hour.
- ❖ Has set up a seed farm and a 4MT per hour seed grading plant for its R & D activities and new products testing.
- ❖ Has rice warehousing capacity of 5,00,000 tonnes and paddy storage capacity of 1 million tonnes.
- ❖ Collaboration with Bhuler, world's leading rice machine manufacturer, for process/machine improvement.
- ❖ Emerged as Top Green company in ranking of 25 most popular food companies in India by Greenpeace.

## Key Brands



## Industry Recognition





# BUSINESS OVERVIEW

## Brands Strength



India's largest selling branded Basmati Rice

"India Gate", the largest selling branded Basmati rice in the Indian market

Strong foothold in domestic market with a 30% market share

Wider product reach and acceptance with small consumer packs

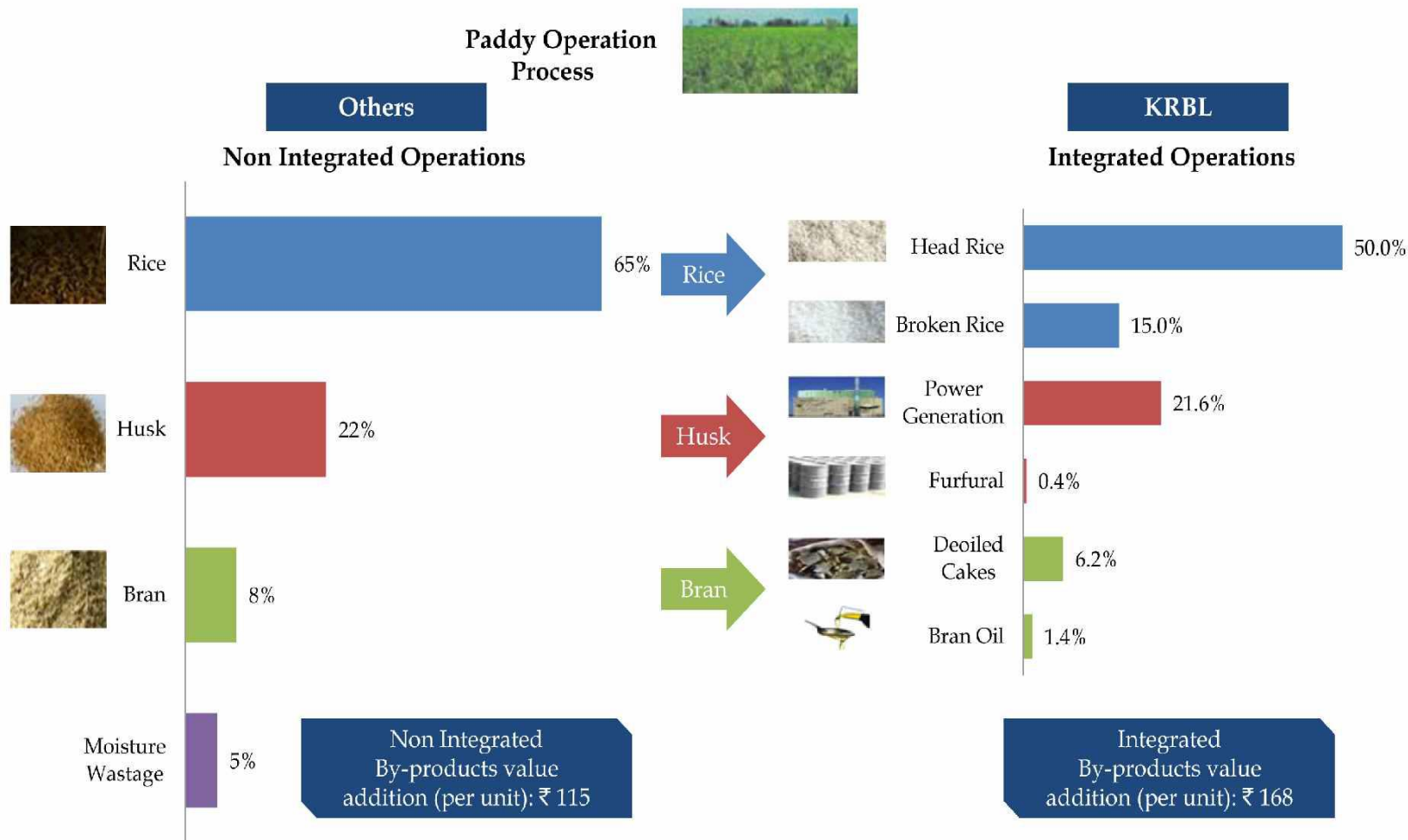
A leading position in Saudi Arabia, the world's largest Basmati Rice market

Awarded with 'MERA' Brand for four consecutive years by AMFG (Leading media & brand rating company)



# BUSINESS OVERVIEW

KRBL has fully integrated operations leading to better margins due to scale and effective utilization of by products

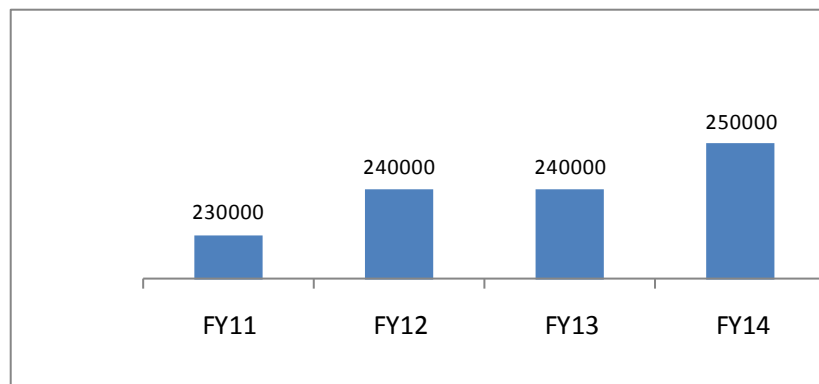


# BUSINESS OVERVIEW



## Contact Farming Enhanced Realizations

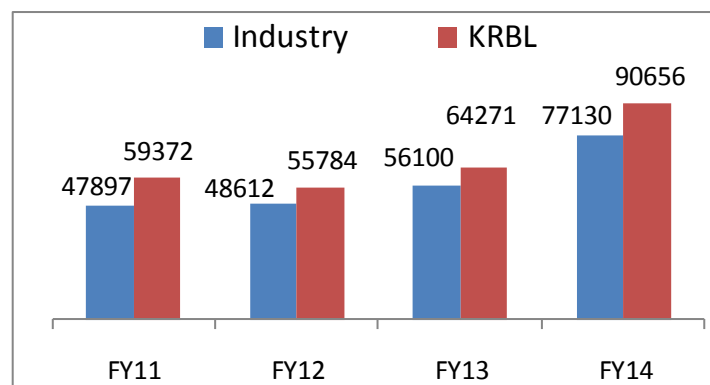
### KRBL's Acreage Under Contact Farming



#### Benefits to Farmers

- ❖ Access to competitive and modern technologies
- ❖ Significant reduction in risk and uncertainty of markets
- ❖ Enhanced earning potential due to improved crop quality and productivity
- ❖ Crop switching - Leading to enhanced realization
- ❖ Good value of paddy without involving intermediaries

### Unit Export Value Realization (Rs./ MT)



#### Benefits to the Company

- ❖ Adequate availability of paddy
- ❖ Ensures good quality of procured paddy
- ❖ Significant savings in transportation and Mandi tax
- ❖ Building lasting, mutually beneficial relationship with the farmers
- ❖ Insulation from fluctuations in paddy prices
- ❖ Enhanced realizations



# BUSINESS OVERVIEW

## State Of The Manufacturing Facilities With Distribution Network In India And Across



Paddy Storage Area



Processed Rice Storage Area



Testing lab at the plant



### Rice Business

Plant Location	Function	Capacity (MT/hr)	Grading & Packing (MT/hr)
Ghaziabad	Rice Processing	45	50
Dhuri	Rice processing	150	50
Delhi	Grading		30
Total		195	130

### Energy Business

Plant Location	Function	Capacity (MW)
Dhuri	Biomass	12.30
Ghaziabad	Biomass	3.50
<b>Sub-Total</b>	<b>Biomass</b>	<b>15.80</b>
Maharashtra	Wind	12.50
Rajasthan	Wind	11.85
Tamil Nadu	Wind	8.10
Karnataka	Wind	11.10
Andhra Pradesh	Wind	2.10
Madhya Pradesh	Wind	4.50
<b>Sub-Total</b>	<b>Wind</b>	<b>50.15</b>
Madhya Pradesh	Solar	<b>14.73</b>
<b>Sub-Total</b>	<b>Solar</b>	<b>14.73</b>
<b>Total</b>	<b>Biomass/Wind/Solar</b>	<b>80.68</b>

# BUSINESS OVERVIEW

Strong brand presence through collaborations with global retail chains

## Collaborations with Retail Chains: India



## Collaborations with Retail Chains: Overseas



All Middle East  
Cooperative Societies



# MANAGEMENT & BOARD



## Extensive Management Expertise in Rice Industry and Operation Across the Value Chain

Key Executive		Back Ground
Anil Kumar Mittal <i>Executive Chairman and Managing Director</i>		<ul style="list-style-type: none"> <li>❖ Visionary behind the success of KRBL Ltd.</li> <li>❖ Having more than 36 years of experience in Rice business</li> <li>❖ Formulates marketing strategy of the company and supervises the marketing functions</li> <li>❖ Founder &amp; Former President of All India Rice Exporters Associations</li> </ul>
Arun Kumar Gupta <i>Executive Joint Managing Director</i>		<ul style="list-style-type: none"> <li>❖ Expert on Basmati Paddy Supply Chain Management. Expert on Paddy Milling Technology</li> <li>❖ Having more than 27 years of experience in Rice business.</li> <li>❖ Executive Member, Basmati Rice Farmers &amp; Exporters Development Forum</li> <li>❖ He is a Commerce Graduate from Delhi University</li> </ul>
Anoop Kumar Gupta <i>Executive Joint Managing Director</i>		<ul style="list-style-type: none"> <li>❖ Financial Architect &amp; Chief Strategist of the Company</li> <li>❖ Having more than 26 years of experience in Rice business</li> <li>❖ Former Executive Committee Member of All India Rice Exporters Associations</li> <li>❖ He is a Science Graduate from Delhi University</li> </ul>
Priyanka Mittal <i>Whole-time Director</i>		<ul style="list-style-type: none"> <li>❖ Young Turk bringing Management Innovation into the Company</li> <li>❖ Specialist on International Marketing of Agri and Food Products</li> <li>❖ She is a Business Management Graduate from University of Southern California, USA</li> </ul>
Rakesh Mehrotra <i>Chief Financial Officer</i>		<ul style="list-style-type: none"> <li>❖ Has over 29 years of experience in the field of finance</li> <li>❖ Has previously worked with some of the leading corporate like Surya Group, Lakhani Group, Sanjay Dalmia Group, Mafatlal Group and Onida Group</li> <li>❖ He is a Chartered Accountants from ICAI and Commerce Graduate from BHU</li> </ul>
Ashok Chand <i>Whole-time Director</i>		<ul style="list-style-type: none"> <li>❖ Has over 36 years of experience in the field of engineering and food processing industry</li> <li>❖ Has previously worked with some of the leading FMCG and consumer companies in the world</li> <li>❖ He has also obtained Certificate of Entrepreneurship from IIM, Ahmedabad</li> </ul>

# MANAGEMENT & BOARD



## Board of Directors

Anil Kumar Mittal

*Chairman & Managing Director*

Arun Kumar Gupta

*Joint Managing Director*

Anoop Kumar Gupta

*Joint Managing Director*

Priyanka Mittal

*Whole Time Director*

Ashok Chand

*Whole Time Director*

Vinod Ahuja

*Independent Director*

Shyam Arora

*Independent Director*

Ashwani Dua

*Independent Director*

Dr. Narpinder Kumar Gupta

*Independent Director*

Devendra Kumar Agarwal

*Independent Director*

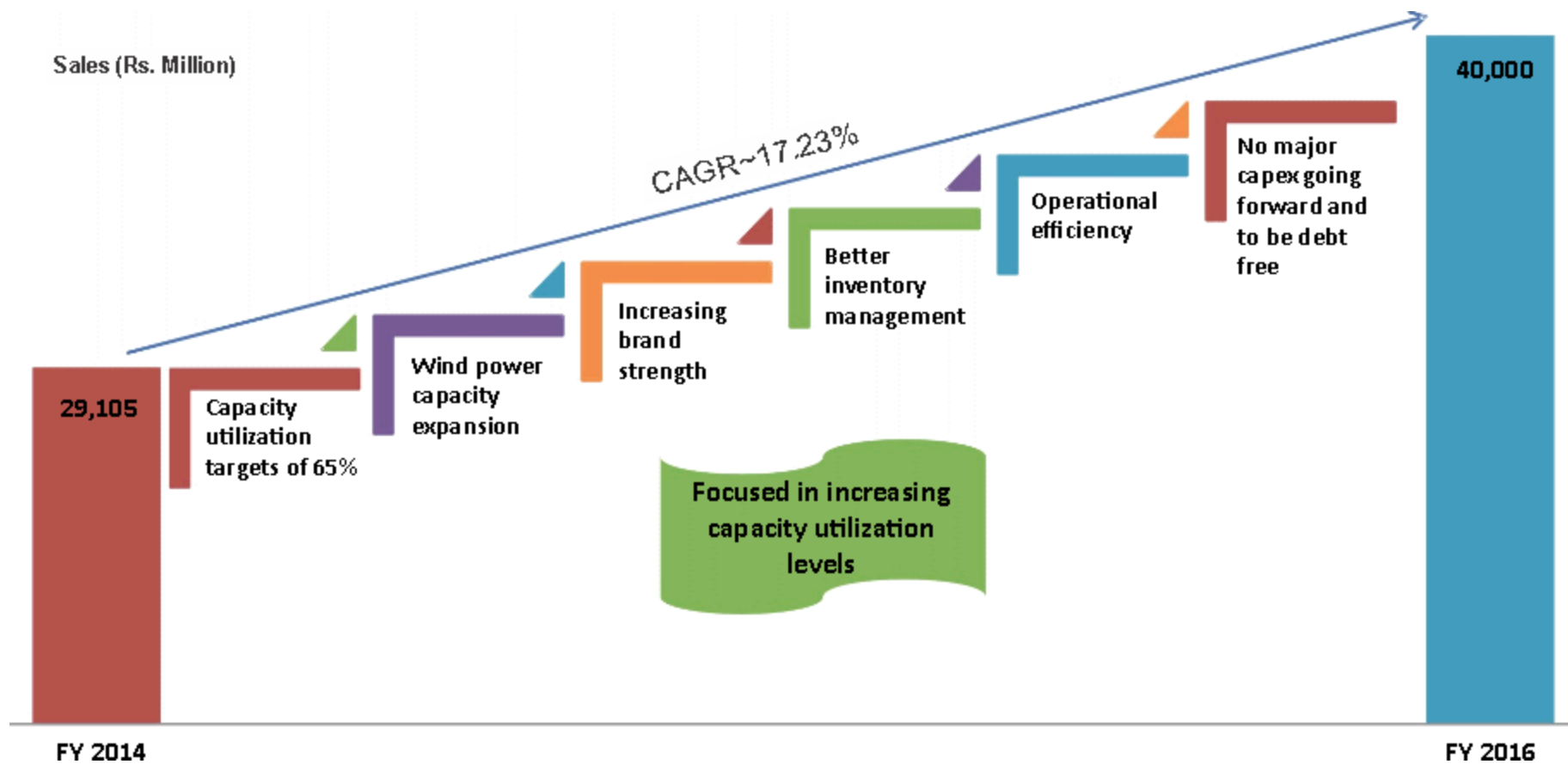
Name	Audit Committee	Remuneration Committee	Investor Grievance Committee	Independent
Devendra Kumar Agarwal	Chairman	Member	Member	√
Ashwani Dua	Member	Chairman	Chairman	√
Dr Narpinder Kumar Gupta	Member	Member	Member	√
Vinod Ahuja	Member	Member	Member	√



# STRATEGY



## Clearly Defined Group Strategy



# WIDE DISTRIBUTION NETWORK



Distributor/Dealer Network in India	550
Retail Outlets in India	640000
Presence in Domestic Retail Chain	20
Distribution Network	28 States
Presence in the Rural Market	All over India
Purchase Centre	182 centers in 5 states
Overseas Registrations	45
Export Countries	33

## Collaborations with Retail Chains

### India

- Reliance Retail
- Pantaloons Food - Big Bazaar
- D Mart
- Aditya Birla - More
- Spencer's
- Hyper City
- Sabka Bazaar
- V. Mart
- N'Mart
- Wal-Mart
- Food Bazar
- Vishal Mega Mart
- Star Bazar
- Auchan

### Overseas

- All Middle East Cooperative Societies
- Carrefour
- Costco
- Fiesta
- 4 Square
- Geant
- HEB
- IGA
- Giant
- Lulu
- New World
- On the Spot
- Pack 'n Save
- Shop Rite
- SPAR
- Spinney's
- The Great Canadian Superstore
- Woolworths
- Write Price



# DOMINANT MARKET POSITION

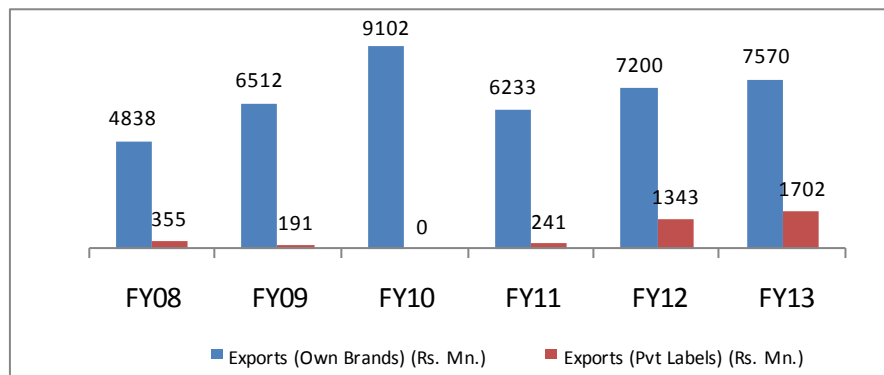


## KRBL Market Share in Traditional Trade

Shares in 1 Kg Pack	Valume Share in %	Share in 5 Kg Pack	Valume Share in %	Share in 10 Kg Pack	Valume Share in %
KRBL	35.9	KRBL	39.3	KRBL	27.3
LT Overseas	17	LT Overseas	17.9	Sachdeva and Sons	21
Kohinoor Foods	13.2	Kohinoor Foods	9.2	LT Overseas	19.9
Shakti Bhogh Foods	3.7	D.S.Export	5.8	Sunstar Overseas	9.6
Karorimal Kashiram	3.6	Shakti Bhogh Foods	5.2	Kohinoor Foods	7.1

Source: AC Nielsen ORG-MARG Survey, 2012; Company

## More than 83% of total sales is through KRBL's own brands



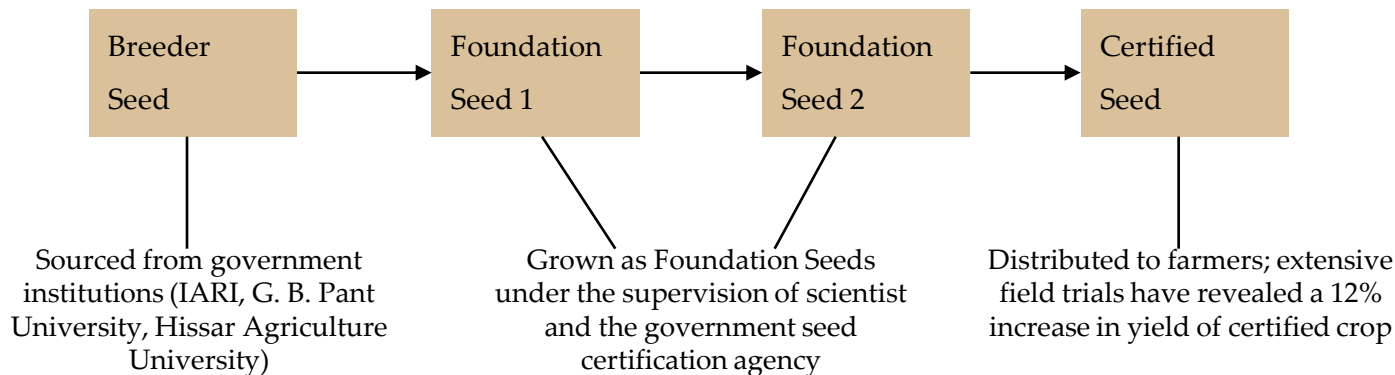
## Leadership in export segment

Rank	FY11	FY12	FY13
1	India Gate	India Gate	India Gate
2	Train	Unity	Train
3	Telephone	Al Wisam	Pusa
4	Alwissam	Train	Alwissam
5	Mohsen	Telephone	1121 Pusa

## Seed Development and Multiplication (QSDIP Programme)

- Dedicated wing comprising eminent agricultural experts to continuously research and develop pedigree seeds in line with farmers and market demand.
- KRBL has established a 300 hectare seed farm and a 4 MT / hour capacity seed grading plant.

### *Process Flow*



- Collaboration with Buhler, world's leading rice milling manufacturer, for process / machine improvement
- Working closely with farmers to improve pre-post harvesting techniques

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## Future Plans

- KRBL plans to distribute high yielding certified seeds to farmers through Contact Farming programme; High yielding seeds are being developed in collaboration with ICAR

# FINANCIAL OVERVIEW



## Key Performance Indicators

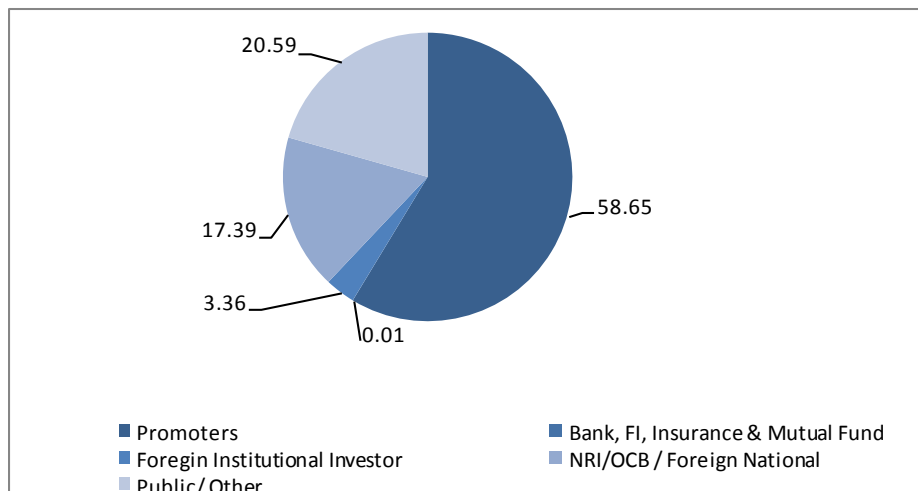
- 1) The Company achieved highest ever Top Line of Rs. 2910 crores an increase of 40% Year on Year.
- 2) Highest ever EBIDA margin of Rs. 455 crores an increase of 49.78% Year on Year.
- 3) Profit after Tax (PAT) increased by 96.46% from Rs. 129.87 crores last year to Rs. 255.12 crores this year.
- 4) Earning Per Share (EPS) increased by 101% from Rs. 5.36 last year to Rs. 10.85 per shares this year.
- 5) Book value per share increased by 29% . Year on Year. It stand at Rs. 44.31 per shares as on 31-3-2014 vs. Rs. 34.26 per shares last year.
- 6) Dividend per share increased by 50% (Year on Year)



# FINANCIAL OVERVIEW



## Shareholding Pattern



Share Holding Information as on 31-3-2014

Institutional/Bodies Shareholders Holding	%
Reliance Commodities DMCC	9.73
Manulife Global Fund Asian Small CA	0.91
Copthall Mauritius Investment Limited	0.71
Quant Foreign Value Small Cap Fund	0.63
HSBC Bank (Mauritius) Limited	0.16

## Market Data

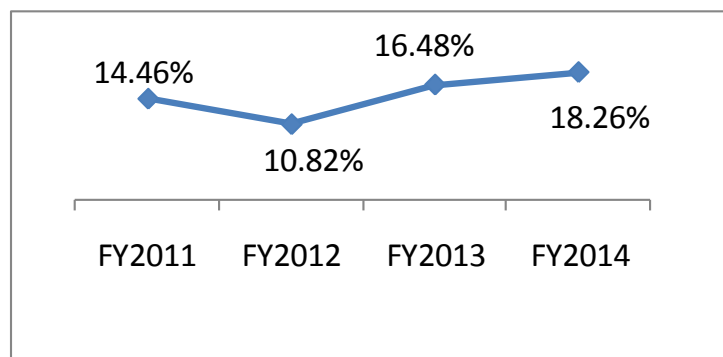
Market Cap (₹ In Million)	14359.50
Share Price (₹)	60.05
Book Value Per Share (₹) (31.03.2013)	44.31
52 Week High / Low (₹)	57.75/19.40
Outstanding Shares (million)	235
BSE Ticker	530813
NSE Ticker	KRBL

Market Data as on 15-5-2014

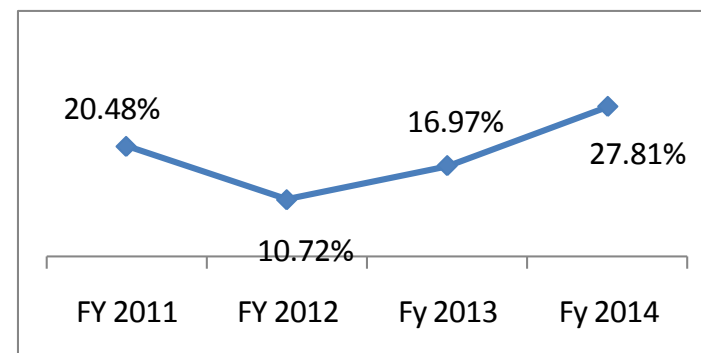
# FINANCIAL OVERVIEW



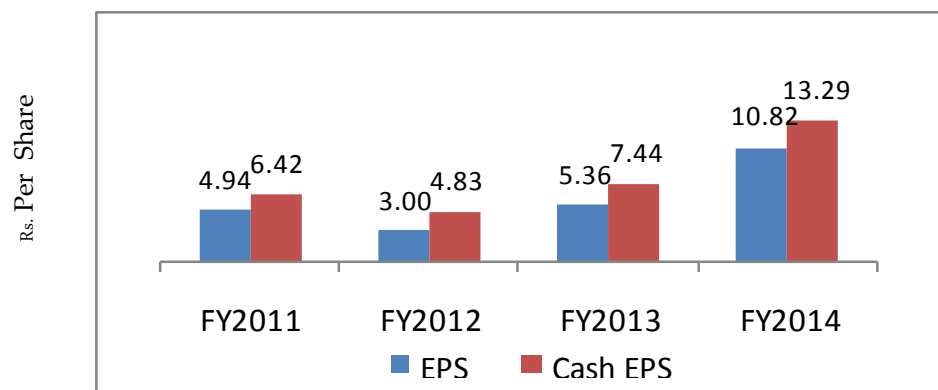
## Return on Capital Employed



## Return on Equity



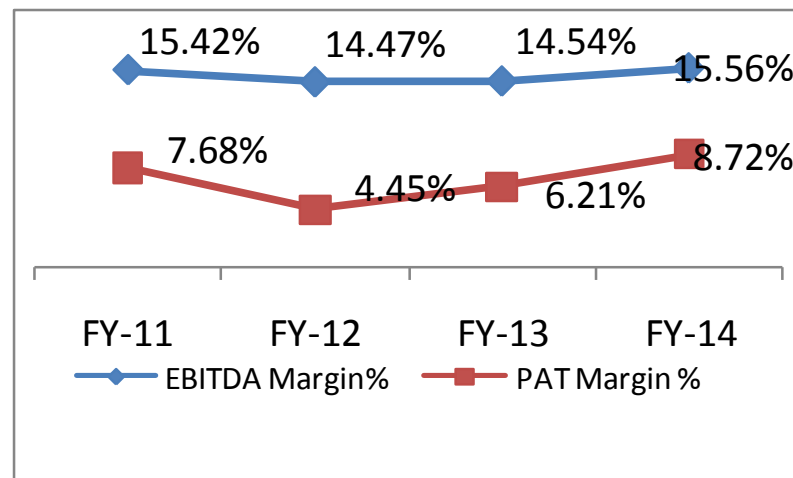
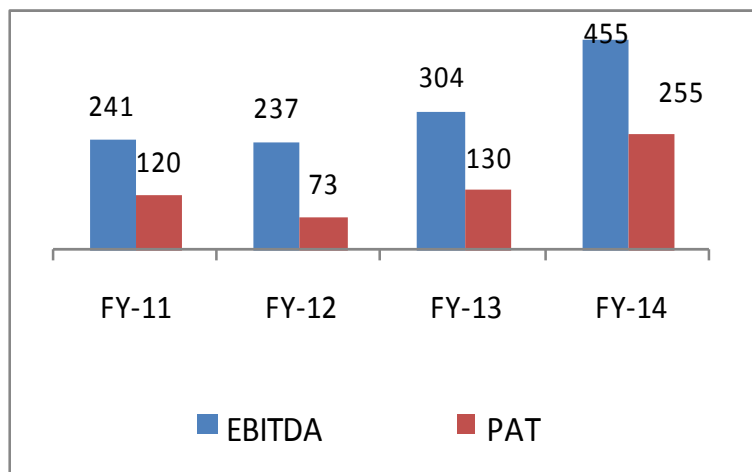
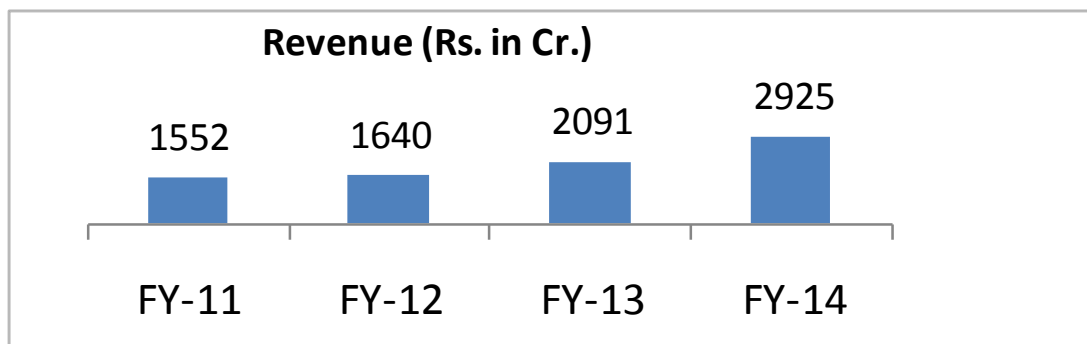
## EPS and CASH EPS



# FINANCIAL OVERVIEW



## Revenue Growth and Margin Trends

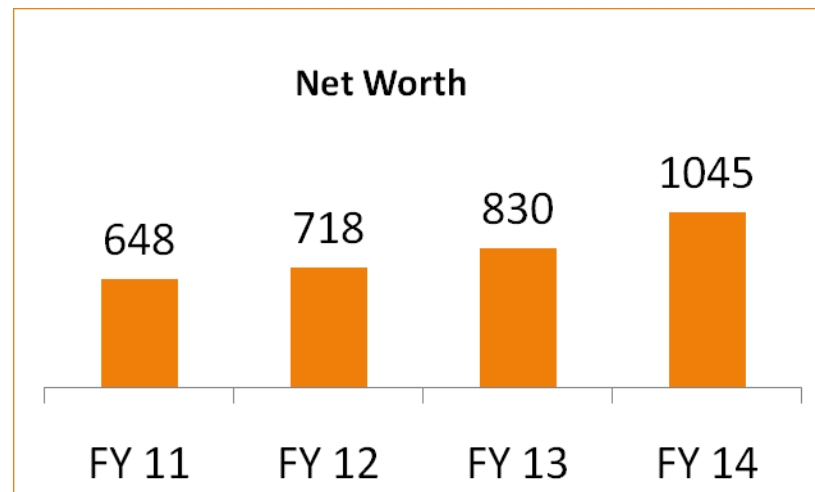
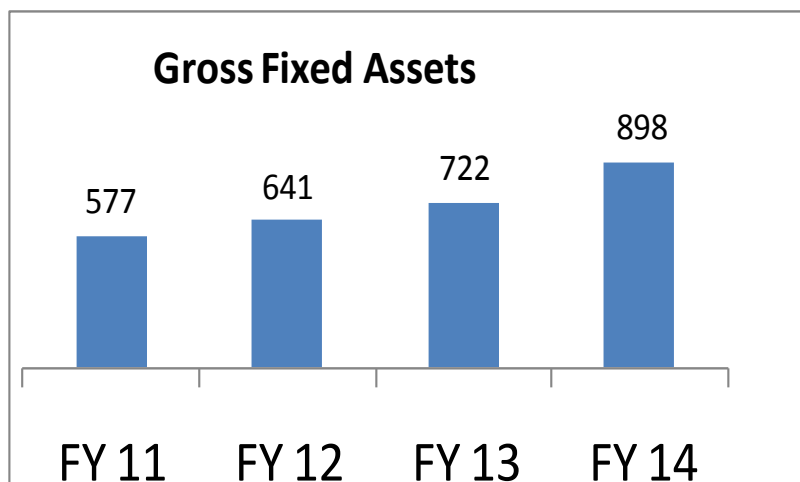




# FINANCIAL OVERVIEW



## Balance Sheet Strength (Rs. in Cr.)



- ❖ Asset utilization to improve with higher capacity utilization
  - ❖ Dhuri Plant expected to be at 65% utilization level by FY16, leading to improved EBIDTA margin
  - ❖ UP plant at 100% utilization level
- ❖ Low debt gearing at 1.32x in FY 2014
- ❖ ROE at 27.81% in FY14
- ❖ Strong Inventory build-up enabling extended storage period and hence enhanced margins. Very good inventory gains as company is carrying low-cost inventory in books
- ❖ FY14 inventory stood at Rs.1,690.02 Cr.
- ❖ Raw Material Valued at Rs.36,073 per MT and Finished Goods at Rs.35,234 per MT

# FINANCIAL OVERVIEW



(Fig. in Rs. Cr.)

Operating Results (Consolidation)	FY 2011	FY 2012	FY 2013	FY 2014
Sales	1,551.27	1,631.00	2080.39	2910.46
EBITDA	241.57	237.30	304.11	455.09
Profit Before Tax (PBT)	158.06	95.25	184.20	326.43
Taxes	37.73	22.22	54.34	71.31
Profit After Tax (PAT)	120.33	73.03	129.86	255.12
<u>Financial Position:-</u>				
Fixed Assets (Incl. CWIP)	405.40	426.25	457.75	577.01
Current Assets, Loans & Advance	1,450.72	1553.14	1522.13	2091.59
Gross Capital Employed	1856.22	1979.39	1979.88	2668.60
Current Liabilities & Provisions	374.21	398.02	326.96	336.95
Capital Employed	1482.01	1581.37	1652.92	2331.65
Share Capital	24.35	24.35	24.24	23.58
Reserves & Surplus	623.48	693.69	806.11	1021.27
Share Holders Funds	647.83	718.04	830.35	1044.85
Book Value	26.60	29.49	34.26	44.31
Long Term Loans	91.50	106.39	77.45	204.38
Working Capital Loans	746.46	768.94	758.12	1111.17
ROCE (%)	14.46	10.82	16.48	18.26
Return on Equity (%)	20.48	10.72	16.97	27.81
No. of Share (in cr.)	24.35	24.35	24.24	23.58
Earning Per Share (·) (Diluted)	4.94	3.00	5.36	10.62
Cash EPS (Rs.) (Diluted)	6.42	4.83	7.44	13.29

## Contact Details

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