



INVESTOR PRESENTATION

September, 2014

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

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.

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.

Strong Financial Performance

- ❖ 3-year Net Sales Growth CAGR of 23% and EBITDA growth CAGR of 24%.
- ❖ 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 ₹ 830.35 Crore in FY 2013 to ₹1,044.85 Crore in FY 2014.
- ❖ Long Term Loan of the Company under (ICRA) AA- by ICRA, indicating high degree of safety.

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

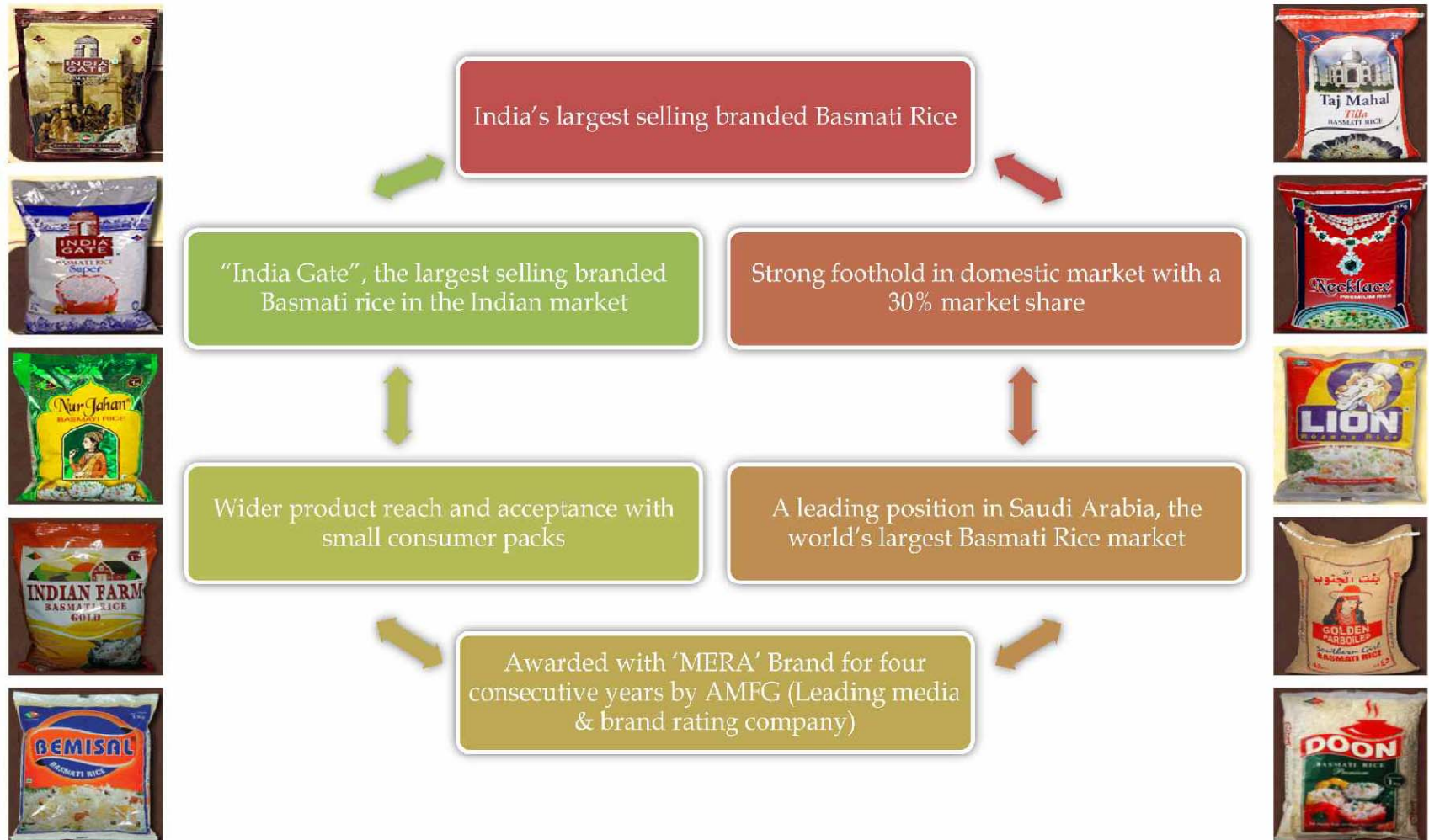


Industry Recognition



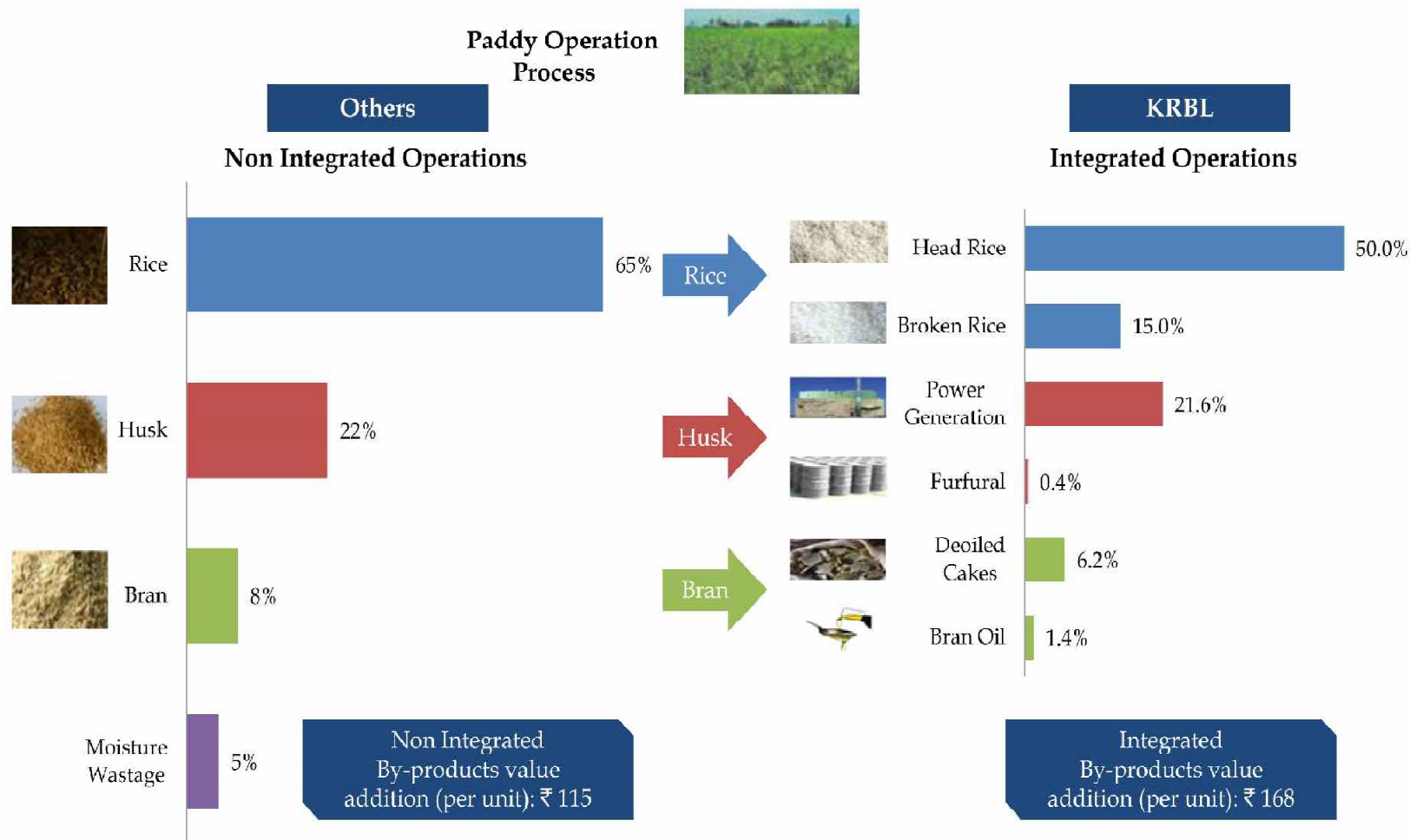
BUSINESS OVERVIEW

Brands Strength



BUSINESS OVERVIEW

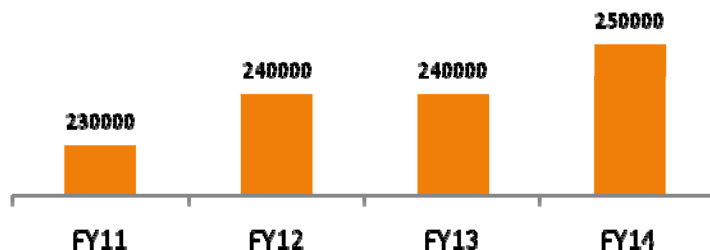
KRBL has fully integrated operations leading to better margins due to scale and effective utilization of by products



BUSINESS OVERVIEW

Contact Farming Enhanced Realizations

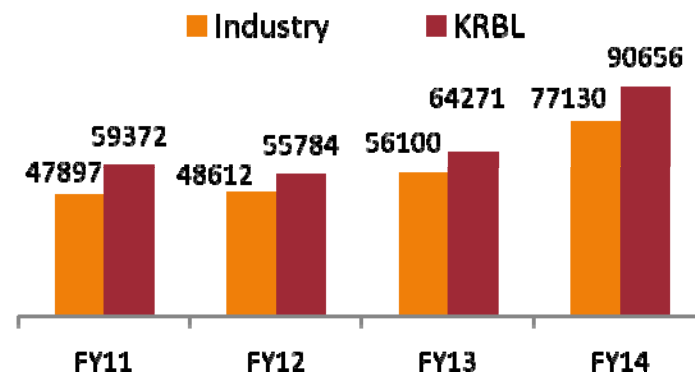
KRBL's Acreage Under Contact Farming



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	30
Dhuri	Rice processing	150	60
Delhi	Grading		30
Total		195	120

Energy Business

Plant Location	Function	Capacity (MW)
Dhuri	Biomass	12.30
Ghaziabad	Biomass	3.50
Sub-Total	Biomass	15.80
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	12.00
Sub-Total	Wind	57.65
Madhya Pradesh	Solar	14.73
Sub-Total	Solar	14.73
Total	Biomass/Wind/Solar	88.18

BUSINESS OVERVIEW

Strong brand presence through collaborations with global retail chains

Collaborations with Retail Chains: India









Collaborations with Retail Chains: Overseas



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

MANAGEMENT & BOARD



Board of Directors

Mr. Anil Kumar Mittal
Chairman & Managing Director

Mr. Arun Kumar Gupta
Joint Managing Director

Mr. Anoop Kumar Gupta
Joint Managing Director

Ms. Priyanka Mittal
Whole Time Director

Mr. Ashok Chand
Whole Time Director

Mr. Vinod Ahuja
Independent Director

Mr. Shyam Arora
Independent Director

Mr. Ashwani Dua
Independent Director

Dr. Narpider Kumar Gupta
Independent Director

Mr. Devendra Kumar Agarwal
Independent Director

MANAGEMENT & BOARD

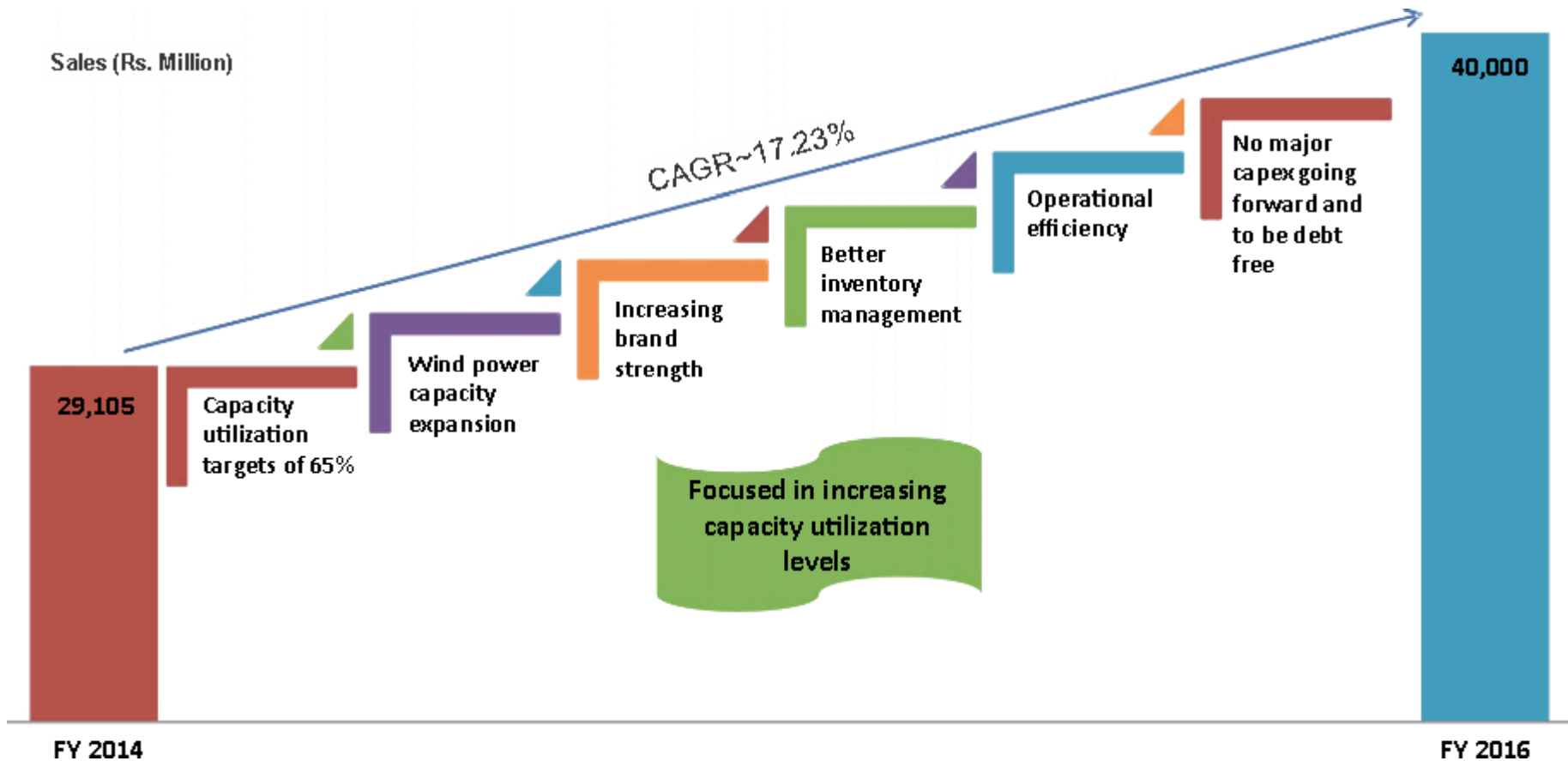


Board Committees

Name	Audit Committee	Nomination & Remuneration Committee	Stakeholders Relationship Committee	Corporate Social Responsibility Committee	Independent
Mr. Anil Kumar Mittal	--	--	--	Member	X
Mr. Anoop Kumar Gupta	--	--	--	Member	X
Ms. Priyanka Mittal	Member	--	--	Member	X
Mr. Devendra Kumar Agarwal	Chairman	--	--	--	√
Dr. Narpinder Kumar Gupta	Member	Member	Member	--	√
Mr. Vinod Ahuja	Member	Member	Member	--	√
Mr. Ashwani Dua	Chairman	Chairman	Chairman	Chairman	√

STRATEGY

Clearly Defined Group Strategy



WIDE DISTRIBUTION NETWORK



Distributor/Dealer Network in India	490
Retail Outlets in India	650000
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
- Easy Day
- D Mart
- Aditya Birla - More
- Spencer's
- Hyper City
- Sabka Bazaar
- V. Mart
- N'Mart
- Bharti Wal-Mart
- Food Bazar
- Big Apple
- Star Bazar
- Auchan
- Reliance Cash & Carry
- Metro Cash & Carry

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

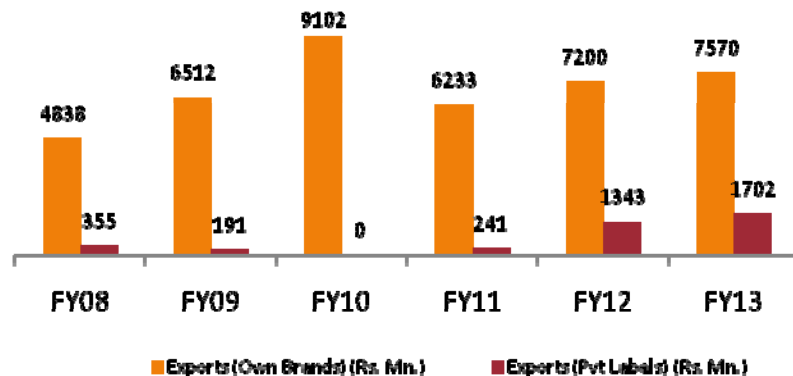


KRBL Market Share in Traditional Trade

Shares in 1 Kg Pack	Volume Share in %	Share in 5 Kg Pack	Volume Share in %	Share in 10 Kg Pack	Volume 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



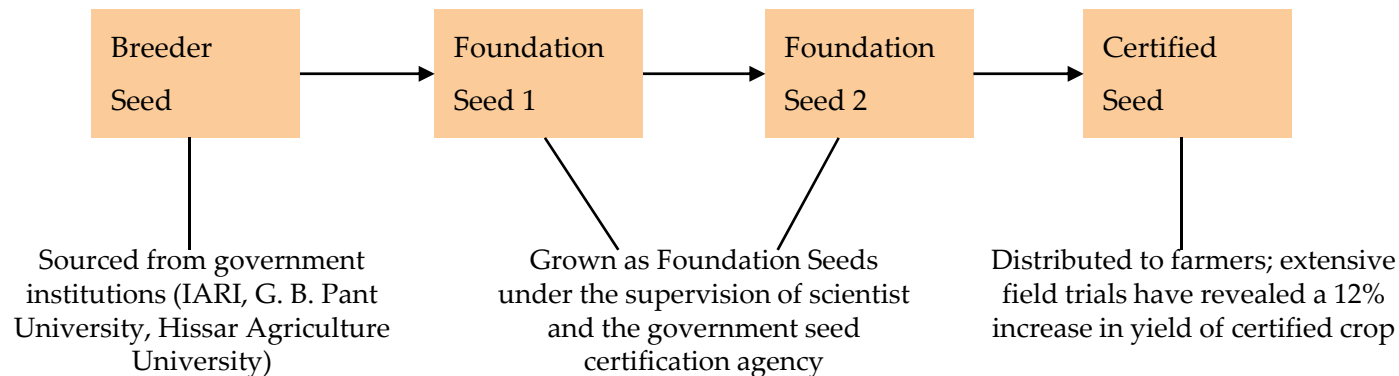
Leadership in export segment

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

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 (FY 2013-14)

- 1) The Company achieved highest ever Top Line of ₹ 2910 crores an increase of 40% Year on Year.
- 2) Highest ever EBIDA margin of ₹ 455 crores an increase of 50% Year on Year.
- 3) Profit after Tax (PAT) increased by 96% from ₹ 129.87 crores last year to ₹ 255.12 crores this year.
- 4) Earning Per Share (EPS) increased by 101% from ₹ 5.37 last year to ₹ 10.84 per share this year.
- 5) Book value per share increased by 29% . Year on Year. It stand at ₹ 44.31 per shares as on 31-3-2014 vs. ₹ 34.26 per shares last year.
- 6) Dividend per share increased by 50% (Year on Year)

FINANCIAL OVERVIEW



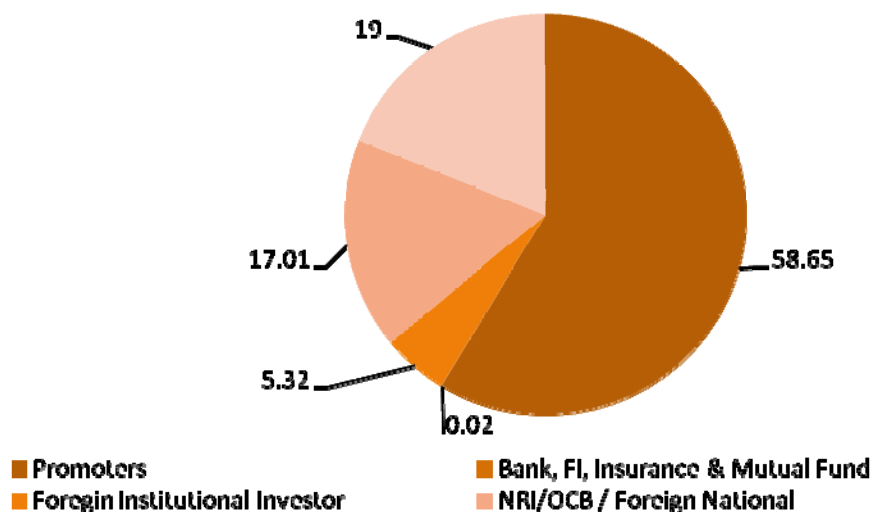
Key Performance Indicators (Six Month Ending 30-9-2014)

- 1) Turnover increased by 12% (Year on Year).
- 2) EBIDA increased by 21% (Year on Year).
- 3) Profit after Tax (PAT) increased by 23% (Year on Year).
- 4) EPS for the Period ended September 2014 at ₹ 6.52 per share as compared to ₹ 5.26 per share Last year.
- 5) Book Value as at 30-9-2014 stand at ₹ 50.88 per share vs. ₹ 39.93 per share previous year..

FINANCIAL OVERVIEW



Shareholding Pattern



Share Holding Information as on 30-9-2014

Market Data

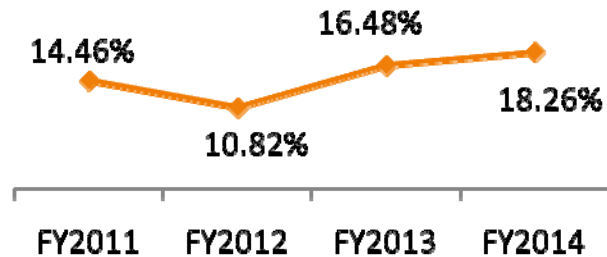
Market Cap (₹ In Million)	23795.40
Share Price (₹)	98.35
Book Value Per Share (₹) (30.09.2014)	39.73
52 Week High / Low (₹)	107.45/30.40
Outstanding Shares (million)	235
BSE Ticker	530813
NSE Ticker	KRBL

Market Data as on 20-11-2014

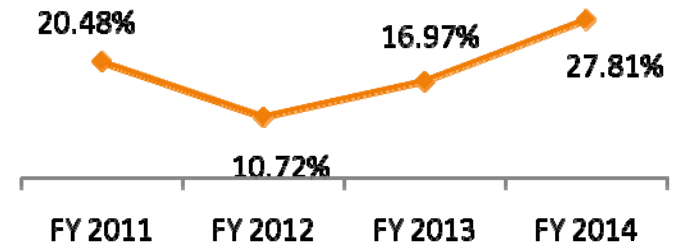
Institutional/Bodies Shareholders Holding	%
Reliance Commodities DMCC	9.73
Manulife Global Fund Asian Small CA Equity Fund	1.59
Quant Foreign Value Small Cap Fund	1.34
Wisdomtree Trust A/c Wisdomtree India Investment Portfolio Inc.	0.50
1199 Seiu Health Care Employees Pension Fund	0.17

FINANCIAL OVERVIEW

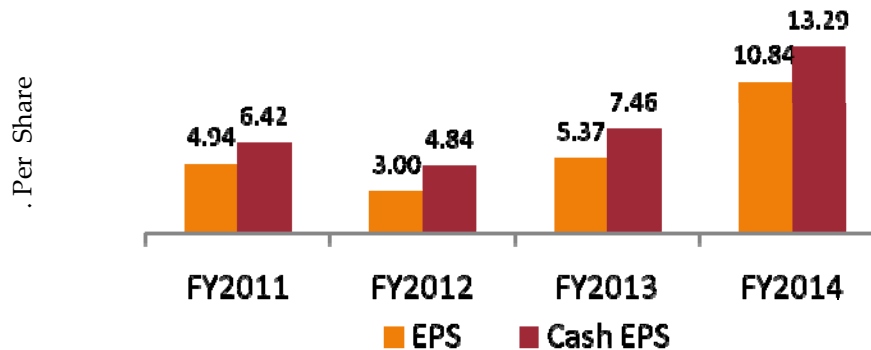
Return on Capital Employed



Return on Equity



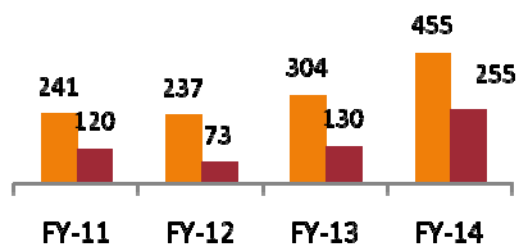
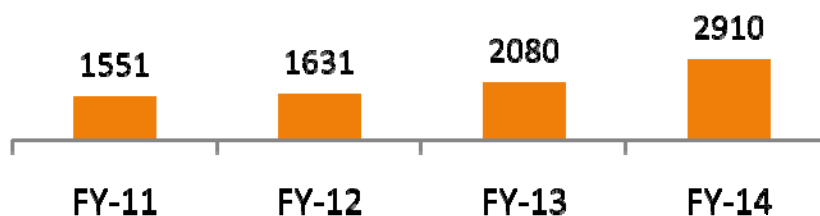
EPS and CASH EPS



FINANCIAL OVERVIEW

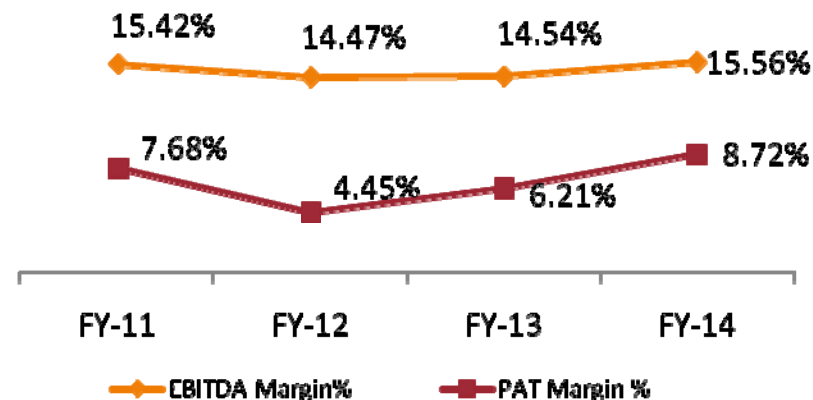
Revenue Growth and Margin Trends

Revenue (₹ in Cr.)



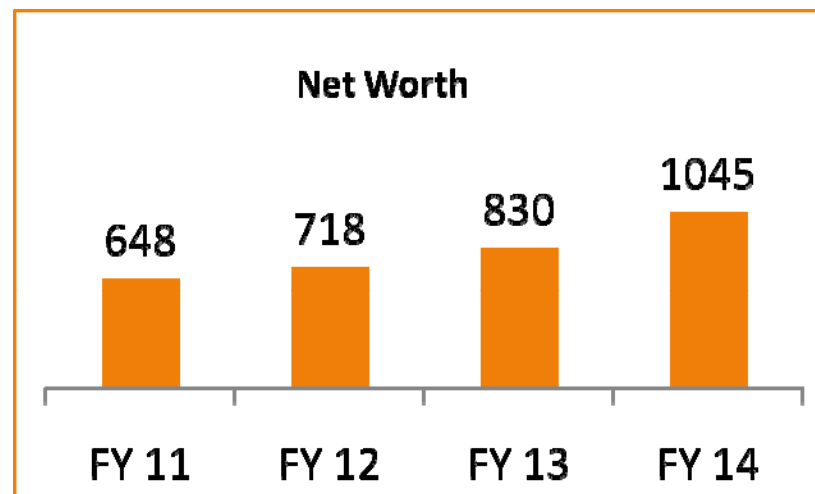
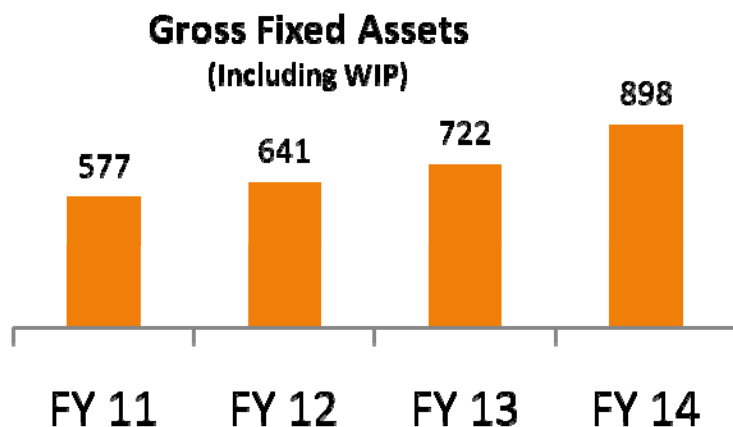
EBITDA

PAT



FINANCIAL OVERVIEW

Balance Sheet Strength (₹ 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 ₹ 1,690.02 Cr.
- ❖ Raw Material Valued at ₹ 36,073 per MT and Finished Goods at ₹ 35,234 per MT

FINANCIAL OVERVIEW



(Fig. in ₹ 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	10.84
Cash EPS (Rs.) (Diluted)	6.42	4.83	7.44	13.29

FINANCIAL OVERVIEW



Financial Summary

(Fig. in ₹ Cr.)

OPERATING RESULTS	(FY 2013-14) Q-2 Consolidated	(FY 2014-15) Q-2 Consolidated	(FY 2013-14) H-1 Consolidated	(FY 2014-15) H-1 Consolidated
Gross Sales (Including Other Income)	663.91	700.46	1354.25	1511.26
EBITDA %	113.30 17.21%	134.00 19.14%	223.20 16.57%	270.40 17.93%
Profit Before Tax (PBT) %	98.99 15.03%	100.15 14.31%	161.60 11.99%	189.23 12.55%
Profit After Tax (PAT) %	74.63 11.24%	80.65 11.51%	124.26 9.18%	153.53 10.16%
EPS (in ₹)	3.16	3.43	5.27	6.51

Contact Details

KRBL Limited

9th Milestone, Post Dujana, Bulandshahar Road
Distt. Gautam Budh Nagar, Uttar Pradesh – 203 207

Contact Person

Rakesh Mehrotra

Chief Financial Officer

Mob. +91 98736 87721. Tel: +91 120 2673471

E-mail: mehrotra@krblindia.com

