

KRBL Ltd.

Investor Presentation

Q3 & 9M FY2023



India Ki Puraani Aadat



Unmatched Strengths

India's largest exporter of branded basmati rice with footprint in > 90 countries



#1

India Gate is recognized as the world's no. 1 basmati rice brand



#1

Integrated operations with world's largest rice milling capacity and the world's largest plant in Punjab, India



#1

#1

KRBL has largest contact farming network coverage for rice



Strong financial position; healthy internal accruals and liquidity with low reliance on debt



Dealer and Distributors across India

700+



Q3 FY23- Highlights



**Highest Ever
Quarterly**

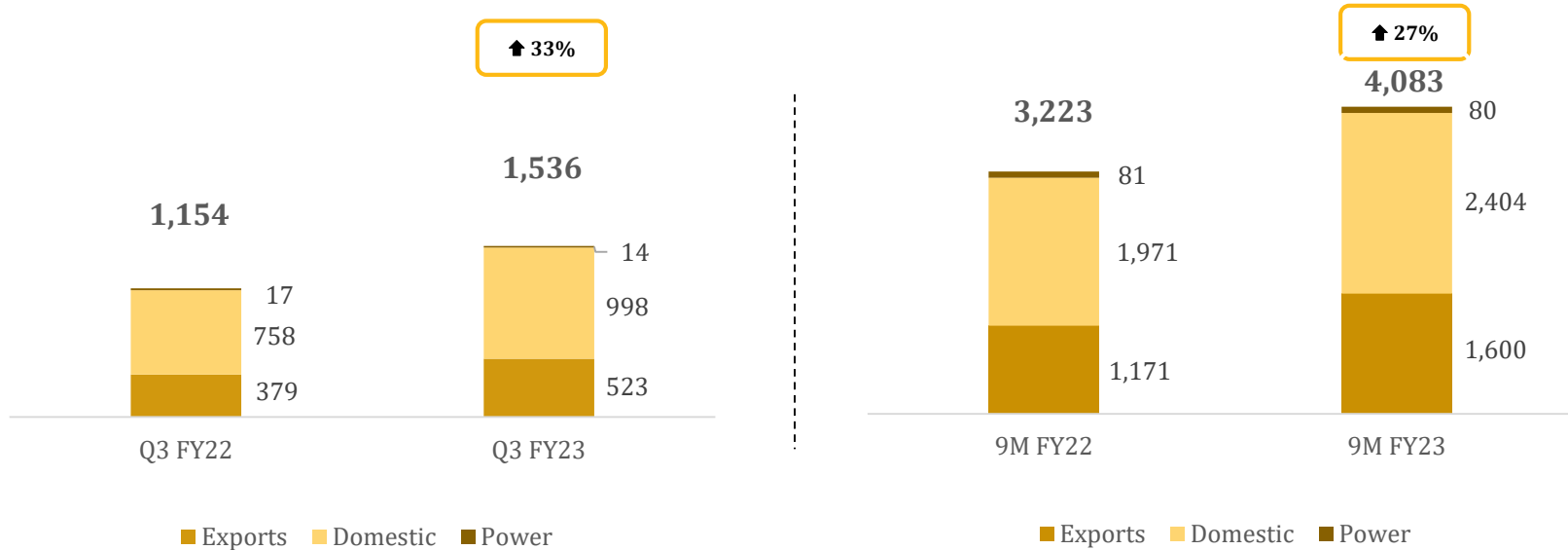
Domestic Revenue: 998 Cr

Total Revenue: 1536 Cr

Q3 FY23 standalone performance highlights

Total Income	Gross Profit	EBITDA	PAT
1,554	455	297	205
63	503	4,560	4,435
Cash & Bank balance*	Net Bank Borrowings	Net worth	Total Inventory

Continuing momentum in Revenue

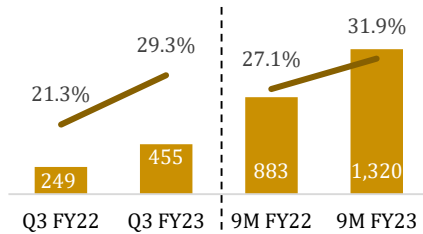


- Q3 FY23 & 9M FY23 revenue growth driven by both Domestic & Export Sales.
- Q3 FY23 Domestic HORECA sales augmented by GST rationalization on bulk packs, besides continuing strong retail demand.

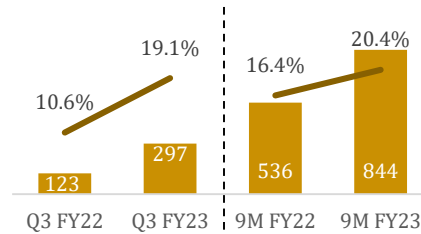
All figures in Rs. crore
All figures are based on standalone financials

Profitability metrics for Q3 & 9M FY23

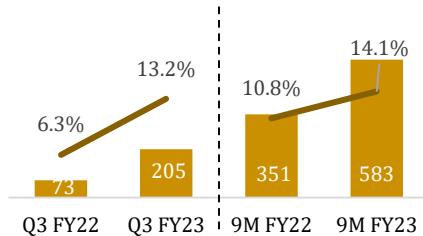
Gross Profit (Rs. Crore)



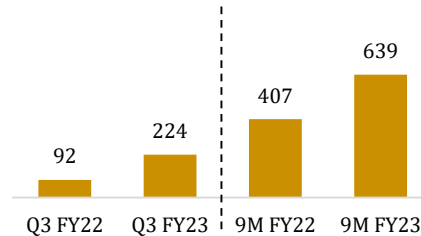
EBITDA (Rs. Crore)



Profit After Tax (Rs. Crore)



Cash Profit (Rs. Crore)



- Strong Q3 FY23 Gross Profit margin & EBITDA margin at 29.3% and 19.1% respectively. Margin lower than in Q2 FY23 on account of change in product sales mix and higher input costs.
- Q3 FY23 Gross Margin driven by basmati realization increase (31% over Q3 FY22) partially offset by 17% increase in rice input cost over the same period.
- Q3 FY23 y-o-y EBITDA Margin improvement reflects Gross Margin trend partially offset by higher logistics and other costs.
- Q3 FY23 PAT trend a reflection of EBITDA improvement.

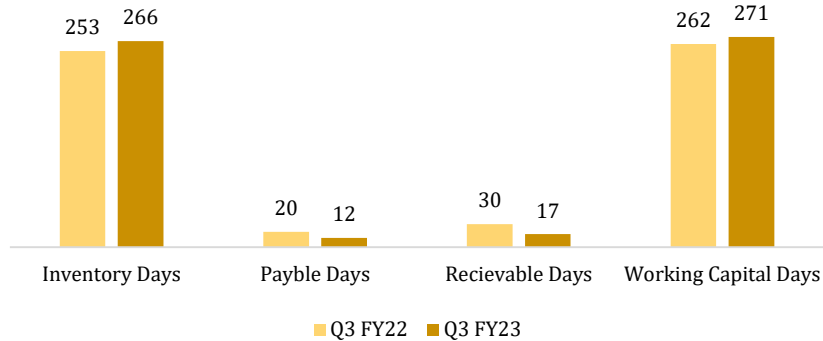
Superior balance sheet matrix

Current Ratio (%)

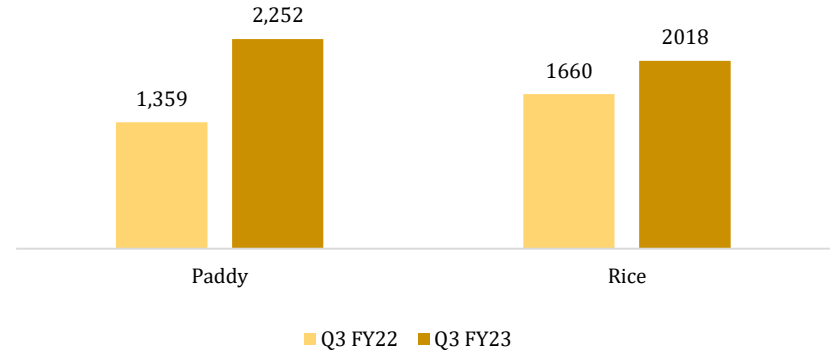


- Higher total inventory (Rs 4,436 as on 31st Dec'22 vs Rs 3,168 Cr as on 31st Dec'21) to meet expected demand.
- Working capital days increased on account of higher inventory.
- Healthy overall liquidity position.

Working Capital Days



Inventory Position (Rs. Crore)



All figures are based on standalone financials

Superior balance sheet matrix

Net Bank Borrowing (Rs. Crore)



Interest Coverage Ratio



- Total Bank Borrowing as of Dec 31, 2022: Rs 566 cr
- Financial strength reflected in Strong Credit Rating: [ICRA] A1+; CARE A1+

All figures are based on standalone financials

9M FY23 standalone performance highlights

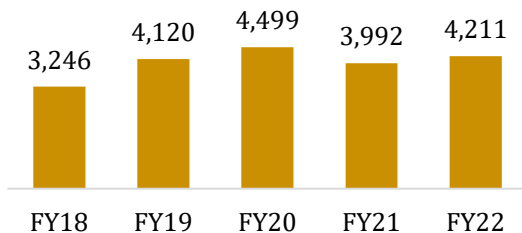
Particulars (Rs in Cr.)	9M FY22	9M FY23	YOY Growth
Revenue From Operations	3,223	4,083	26.7%
Total Income	3,259	4,133	26.8%
Gross Profit	883	1,320	49.5%
<i>Gross Profit Margin</i>	27.1%	31.9%	
EBITDA	536	844	57.6%
<i>EBITDA Margin</i>	16.4%	20.4%	
Profit after tax	351	583	66.0%
<i>PAT Margin</i>	10.8%	14.1%	
Cash Profit	407	639	57.1%

- Revenue growth witnessed in both Domestic and Export Segments.
- Better realization resulted in better margins.

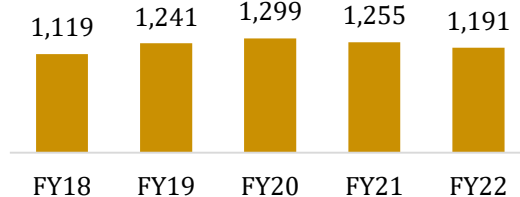
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Financial trends over the years

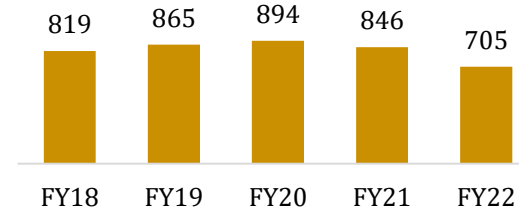
Revenue (Rs. Crore)



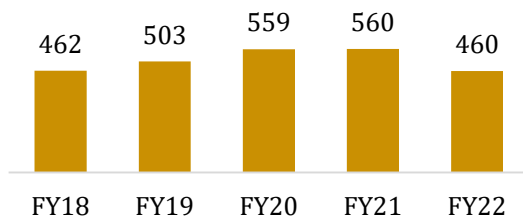
Gross Profit (Rs. Crore)



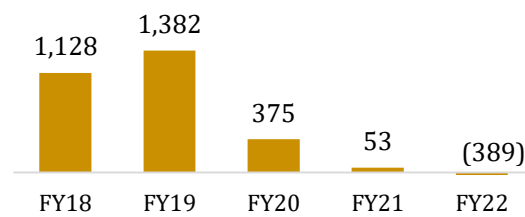
EBITDA* (Rs. Crore)



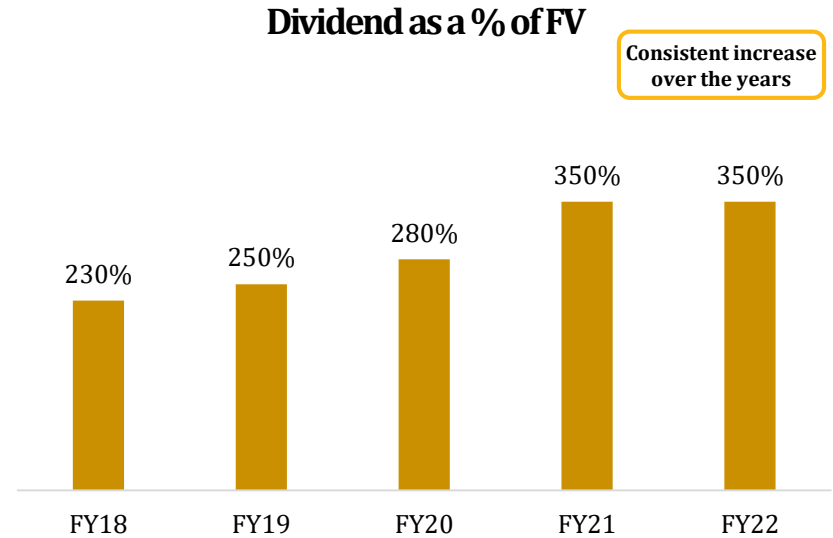
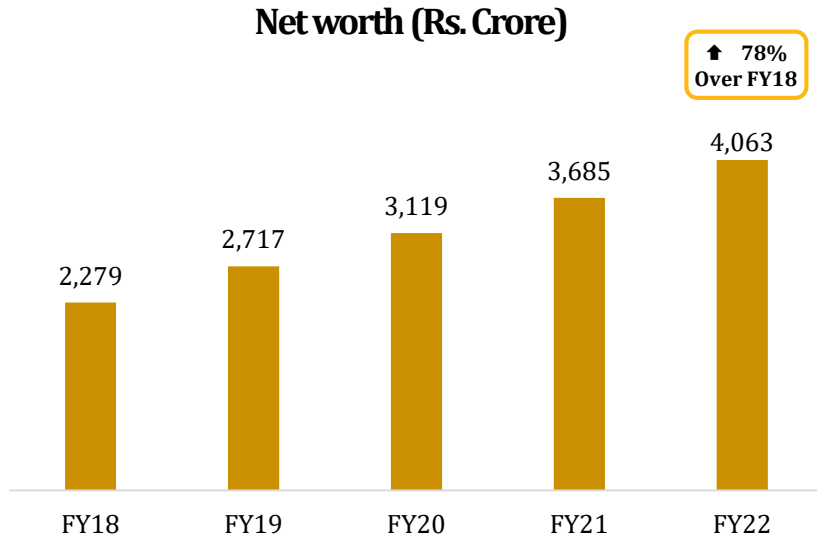
PAT (Rs. Crore)



Net Bank Borrowings (Rs. Crore)



Shareholder value creation



All figures are based on standalone financials

India Business



India ki Puraani Aadat



Continuing market leadership

998

Revenue* in Rs. Crore for Q3 FY23

Trend in Domestic Business

32%

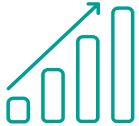
Revenue growth Y-o-Y

- Y-o-Y domestic rice sale is higher on account of higher retail volume, higher HORECA volume post GST rationalization on bulk packs, and higher realization.

**Excludes Energy*

STRATEGIC PILLARS | DOMESTIC

1.



INCREASING
BRANDED BASMATI
PENETRATION

2.



DENSIFYING
DISTRIBUTION REACH

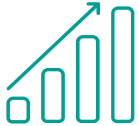
3.



AUGMENTING
PORTFOLIO ACROSS SEGMENTS

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INCREASING BRAND PENETRATION

INDIA* BASMATI PENETRATION
(% OF PENETRATED
HOUSHOLDS%)

BASMATI RICE : 41%

UNBRANDED BASMATI : 31%

BRANDED BASMATI : 20%

Huge **headroom** for increasing
Branded Basmati's penetration

Existing:
Driving
conversion
through Unity



Unity is now a Rs. 600 crore plus brand

New
Initiative:
Driving
consumption
through India
Gate

Campaigns launched in Q3

HINDI SPEAKING
MARKETS

WEST BENGAL

MAHARASHTRA

*Source : Kantar Household Panel (MAT Sept'22) – 11 Major Markets (Urban)

Overall Basmati Rice Numbers : 'Branded Basmati + Unbranded Basmati' penetration is higher than Basmati penetration since this includes dual usage households also

NEW BRAND CAMPAIGNS

Launched in Dec'22

HINDI-SPEAKING MARKETS



'Basmati Rice Se No Compromise'

I love my Saasumaa - <https://youtu.be/ePDZpW5IFqQ>
 Maa ke haath ka khaana - <https://youtu.be/FKptBujuzr8>
 Inka Favorite Pulav - <https://youtu.be/z2c7ZUW5QIY>

TV + DIGITAL

WEST BENGAL



Home Minister

Home Minister - <https://youtu.be/m6tKGdi5Zr0>

TV

MAHARASHTRA



Brand Power

Preferred by 9 out of 10 women in Mah.
 Brand Power - https://youtu.be/Brx0kVY_GHc

TV + DIGITAL + PRINT

HIGH IMPACT TV LAUNCH & SUSTENANCE CAMPAIGN
SPREAD OVER A PERIOD OF 4 MONTHS ACROSS 25+ LEADING CHANNELS!



And many more...

LAUNCH IMPACT

New campaign launched with High Impact across markets

MASTERCHEF INDIA Season 7



Special partners for MasterChef India - Season 7

Product display | Multiple Integrations
| Regular TVC spots | Relevant audience

BIG BOSS Hindi & Marathi



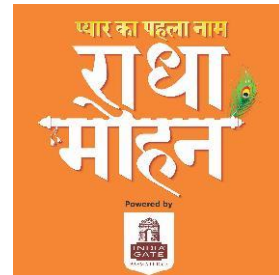
'Basmati Rice Se No Compromise'



'9 out of 10 women in Maharashtra recommend India Gate'

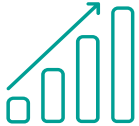
INTEGRATIONS & SPONSORSHIPS

Integrations & Sponsorships across **Top daily soaps** & **High Impact** & visibility-driving properties like **Cookery and Gaming shows**



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DENSIFYING
DISTRIBUTION REACH

3.



AUGMENTING
PORTFOLIO ACROSS SEGMENTS

DENSIFYING DISTRIBUTION REACH

Increasing Penetration through improved availability



MARKET REPRESENTATION

40% increase in number of distributors
 Having market representation in **ALL 50k+ Pop. Towns** in North & West & **ALL 1 Lac+ Pop Towns** in East & South



MARKET COVERAGE

50%+ increase in Feet On Street with focus on direct retailing and improved assortment availability



SECONDARY COVERAGE

Increase by **400 bps** to **35%**

Leading to increase in ND(%)

NUMERIC DISTRIBUTION (%)*

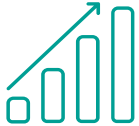
Traditional Trade	Q3 FY22	Q3 FY23
KRBL	37.2	39.2 ↑ +200 bps

*Numeric Distribution = (No. of outlets in which KRBL packaged Basmati Rice is available) / (No of outlets in which Packaged Rice (Basmati & Non-Basmati) is available).

Source: As per Nielsen's OND'22 RMS data

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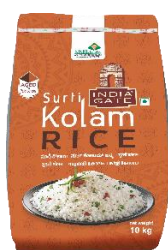
PORTFOLIO INTERVENTIONS

Introducing offerings at attractive price points in the Daily segment with **INDIA GATE DAILY PREMIUM INDIA GATE EVERYDAY UNITY PULAV**



REGIONAL RICE

Positive response to Aged Regional Rice offerings from the house of India Gate – **SURTI KOLAM, JEERA RICE** and **SONA MASOORI**



HEALTH PORTFOLIO

With ~77 Mn Indians living with diabetes & an equal number expected to be pre-diabetic, KRBL further **strengthens its health portfolio**, by launching a **Diabetic Friendly Rice INDIA GATE SUGAR WATCHERS**



EXPANSION UPDATE

- **Gujarat**- Work in progress. Expected to go live by April,2023
- **Karnataka**- Land already acquired, other formalities are in progress.
- **Madhya Pradesh**- Land identification is in progress.

LEADERSHIP GOING STRONG

Further consolidating leadership position

ALL INDIA

VOLUME SHARE (Q3FY23)*

Q3 FY23

Q2 FY23

Q3 FY22

Traditional
Trade

32.4%

+90 bps ↑

+70 bps ↑

Modern
Trade

39.8%

+810 bps ↑

+360 bps ↑



WORLD'S
NO. 1
BASMATI RICE

*AS PER SECONDARY MARKET RESEARCH REPORT, MAY JUNE 2022

* Source: As per Nielsen's OND'22 RMS data

India Brand Portfolio



Export Business



India ki Puraani Aadat

KRBL Limited
WORLD'S LARGEST RICE MILLERS
& BASMATI RICE EXPORTERS

Leadership beyond India

523

Revenue in Rs. Crore for Q3 FY23

Trend in Export Business

38%

Revenue growth Y-o-Y

- Strong y-o-y growth from key markets such as Saudi Arabia and UAE.

Exports Brand Portfolio



Positive trends for Rice export from India

Global markets offer exciting opportunities for KRBL to drive growth



Production

- High yielding varieties of rice have led to surplus production in the country
- Adoption of technology in farming have helped spur growth in produce
- Focus on quality has led to increased demand for Basmati globally



Export Leader

- India is the #1 exporter of rice and has a 65% share of the global basmati market
- Globally, India accounts for ~85% of basmati exports which is expected to rise



Indian Presence Globally

- Increasing demand for the PUSA basmati variety in the US which was commercialized by KRBL
- Large Indian diaspora abroad to drive rice as both a staple and a restaurant grade item



Demand from Middle East

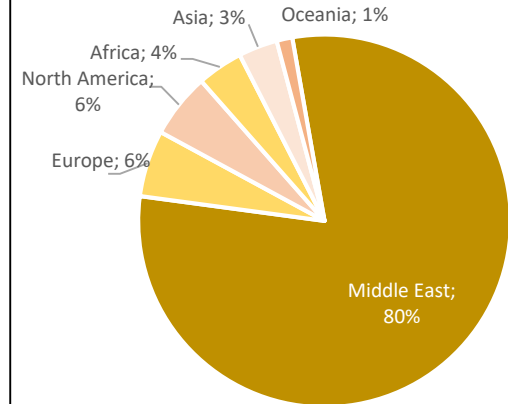
- Excellent quality standards have spurred increase in the demand for Indian basmati rice amongst locals
- Supported by consistent supply, 52% of total rice consumption is Basmati Rice (As per AC Nielsen)



Shift to Healthier Option

- ~\$10 million of rice exported out of India under private label is Brown Rice
- UK accounts majorly for the import of brown rice with shift to healthier alternatives

Basmati rice exports from India for FY22 - Volume - (%)



Source: APEDA

Overall international market position

Middle East

- KRBL has leadership position in terms of market share in most GCC countries
- India Gate is #1 Indian Basmati rice brand in Qatar, UAE, Bahrain
- India Gate is the only premium Indian Rice brand in GCC
- Nur Jahan is the 2nd most popular brand in the region and preferred brand among price conscious consumers

Europe

- Europe is a growing market for KRBL
- KRBL's growing portfolio of the health food segment to propel growth in the region
- Development of new crop will help in complying pesticide norms and will grow KRBL's presence in the region

Americas

- KRBL consistently earns substantial premium on realizations.
- India Gate is #1 Indian Basmati rice brand in Canada both in Ethnic and Modern Trade
- Present in the dominant channels of trade
- Popular brand among diaspora, rising local popularity

RoW

- KRBL has leadership position in Australasia for last 15 years
- India Gate is #1 Indian Basmati rice brand in Australia, New Zealand and Fiji with 26% market share
- Nur Jahan is #1 Indian Basmati rice brand in South Africa with 53% import share
- 32% dominant import share in dominant Northern African markets

Export Strategy



Contact Us

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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Thank You



India ki Puraani Aadat

