

E:KRBL/BIBHU/STK_EX_2122/54
08 November 2021



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| ✓ | The General Manager Department of Corporate Services BSE Limited Floor 25, Phiroze Jeejeebhoy Towers Dalal Street, Mumbai – 400 001 | National Stock Exchange of India Limited “Exchange Plaza”, C-1, Block-G Bandra-Kurla Complex Bandra (E), Mumbai-400051 |
| | Scrip Code: 530813 | Symbol: KRBL Series: Eq. |

Dear Sir/Madam,

Sub: Investor Communication on Unaudited Financial Results of KRBL Limited for the Second Quarter (Q2) and Half Year ended 30 September 2021

Pursuant to the provisions of Regulation 30 read with Para A of Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to enclose herewith the Investor Communication on Unaudited Financial Results of KRBL Limited for the Second Quarter (Q2) and Half Year ended 30 September 2021.

This is for your kind information and record.

Thanking you,

Yours Faithfully,
For KRBL Limited

Raman Sapra
Company Secretary

Encl.: As Above.



WORLD'S LARGEST RICE MILLERS
& BASMATI RICE EXPORTERS

Ingraining a **Healthy Future**

INVESTOR PRESENTATION

Q2 & H1 FY22



Unity
Basmati



Necklace
Premium Rice

THOUGHTS FROM THE MANAGEMENT

Commenting on the performance for Q2 FY22, Mr. Anil Kumar Mittal – Chairman and Managing Director, KRBL Limited said,

“Our Q2 performance continued with emphasis on driving branded volumes, while leveraging profitable opportunities in the unbranded segment. Share of domestic segment increased in the revenue mix, on the back of strong growth in both bulk pack segment and consumer pack segments. Demand trend remains attractive for India Gate and our other brands, as the economy gathers pace and consumer preference for quality and hygiene sustains. Freight cost and container availability continue to pose as impediments to seamless exports but are expected to improve gradually.

Our market position across the modern trade and e-comm. Channels continues to strengthen. We have further expanded our share at the premium end of the market in modern trade. In the popular range, we have delivered highest growth amongst comparable in the market. Unity continues to make big inroads in terms of market share with larger array of SKUs across more accessible pricing. Concurrently, Q-o-Q we have been tracking a sharp inflection in bulk pack sales in line with the opening up of the dining and banquets industry.

In line with our philosophy to maintain high-levels of self-sufficiency on capital, we continued with strong cash generation and negative borrowings during the quarter. Our established brand line-up, entrenched presence in markets that matter and un-remitting focus on margins has served to augment our balance sheet. Consequently KRBL is in a position to enlarge its procurement of paddy in line with its requirement benefitting from dynamics of harvest/market.

As we witness continued growth from our branded Basmati business we keen to pursue opportunities in other premium varieties of rice. Our foray here will be supported by a world-class procurement, processing and storage infrastructure and a strong brand play. Our line-up in health foods has yet again demonstrated attractive growth and we see additional scope for scale up. The emphasis on automation and smart processes at the manufacturing stage gives us advantage in the shape of better business efficiencies. Given the evolving nature of distribution and consumption behavior we stand at the forefront through our brands and close engagement with our dedicated customer base.”



VISION FOR GROWTH

Shift to organized trade

KRBL will be most benefited from the shift from unorganized to organized trade in the domestic market



Profitability comes first

Every growth initiative is backed by strong focus on quality and margins. Brands to be key drivers

Growth from multiple platforms

Core premium Basmati segment to deliver growth in mid-teens; regional varieties of premium, fragrant rice and health foods to tap new high-potential segments

Well-oiled for expansion

Robust balance sheet and net worth, low gearing, integrated operations with owned storage and processing infrastructure



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- *Growing ahead by staying ahead of global trends*

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Benefiting key stakeholders

- *Doing good for investors and customers*





Serving the finest
Basmati from India
-A heritage of achievement



India ki Puraani Aadat



CREATING BENCHMARKS FOR SUCCESS

#1

India's largest exporter of branded basmati rice



#1

KRBL has world's largest rice milling plant in Punjab, India spread across 200 acres



#1

India Gate, renowned and well established brand in India



#1

KRBL has largest contact farming network coverage for rice



500+

Dealer and Distributors across India



90

Countries across six continents, where rice is exported



~3-7

Days in which direct payment made against procurement to farmers



15

Number of rice brands sold under KRBL banner



195

MT/hr paddy milling capacity



176

MT/hr Rice Processing/Packaging capacity



147

MW energy assets incl biomass, wind and solar



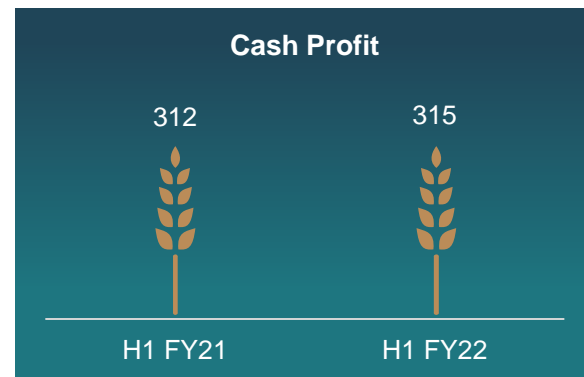
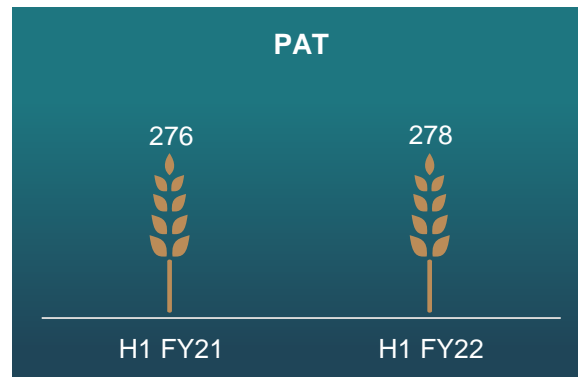
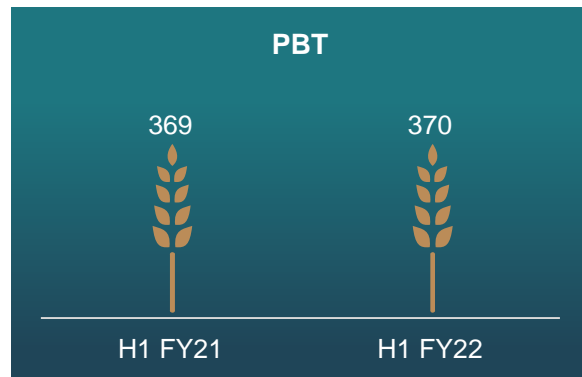
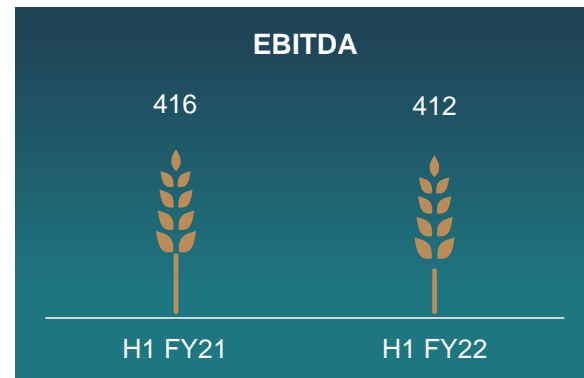
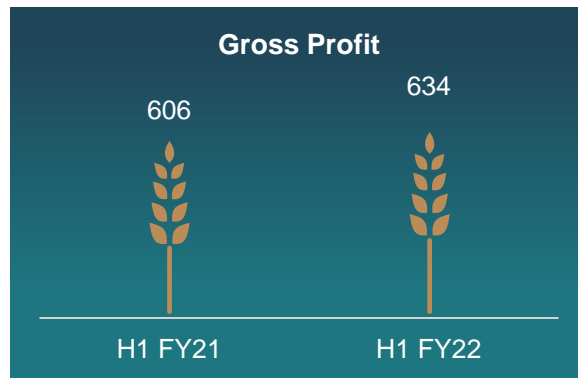
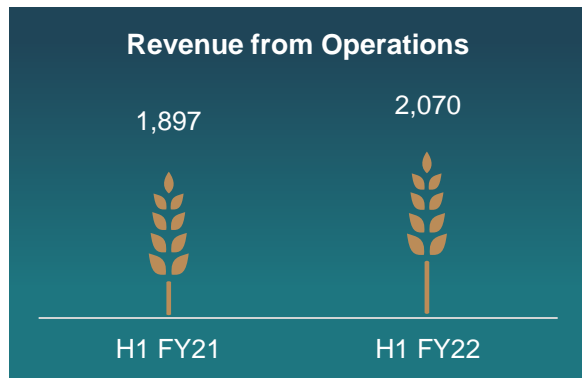
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million MT storage capacity across rice and paddy



HALF YEARLY PERFORMANCE – YOY BASIS

(Rs. Cr.)

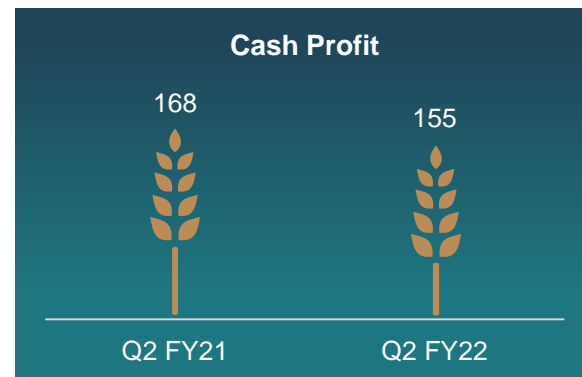
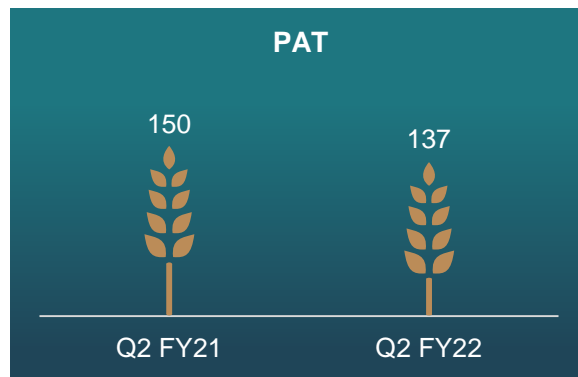
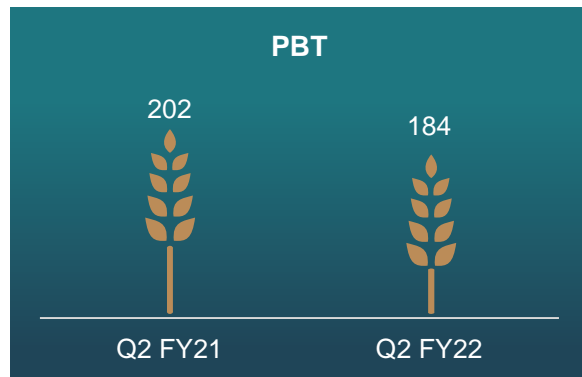
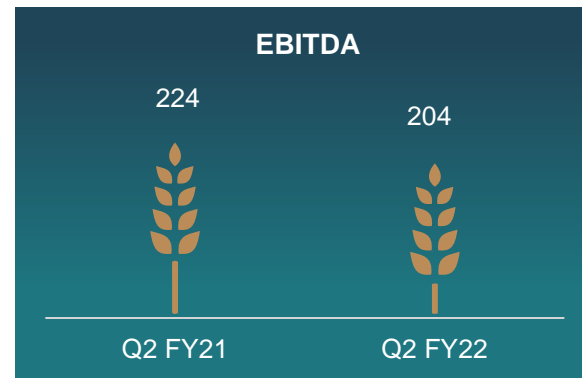
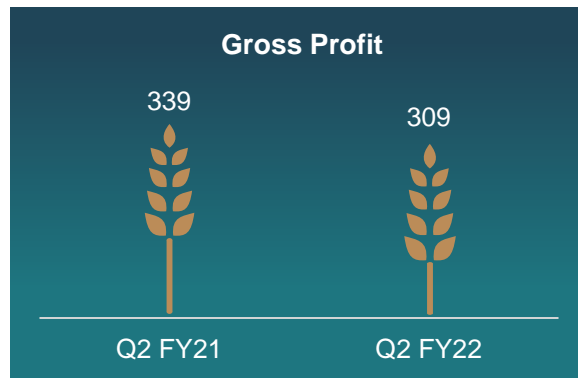
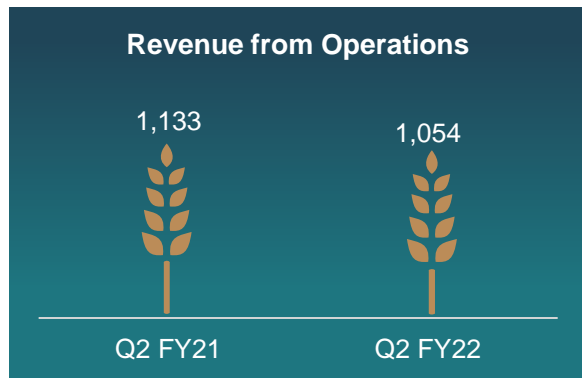


Source: KRBL H1FY2022 Standalone Results



QUARTERLY PERFORMANCE

(Rs. Cr.)



Source: KRBL Q2FY2022 Standalone Results



QUARTERLY PERFORMANCE

Current Ratio

6.73



Q2 FY21

6.77



Q2 FY22

Interest Coverage Ratio

65.42



Q2 FY21

109.61



Q2 FY22

Net Debt to EBIDTA

-1.01



Q2 FY21

-4.00



Q2 FY22

Net Debt to Equity

-0.07



Q2 FY21

-0.21

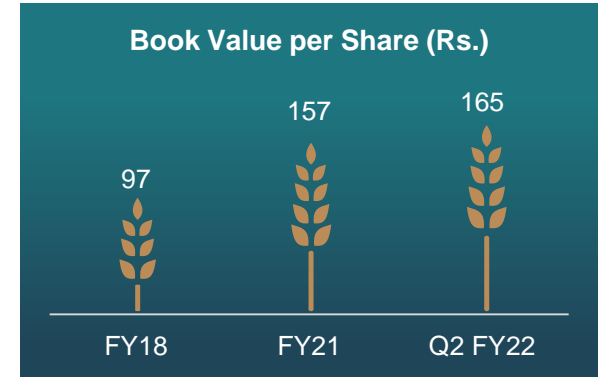
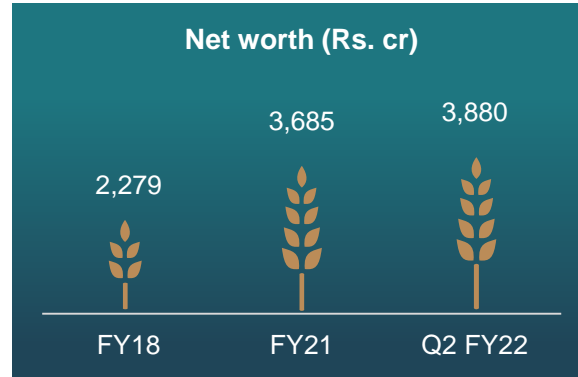
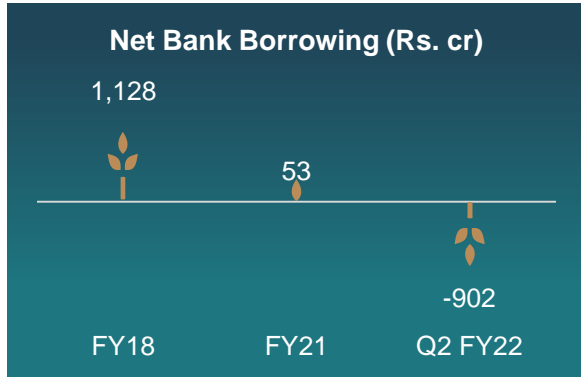
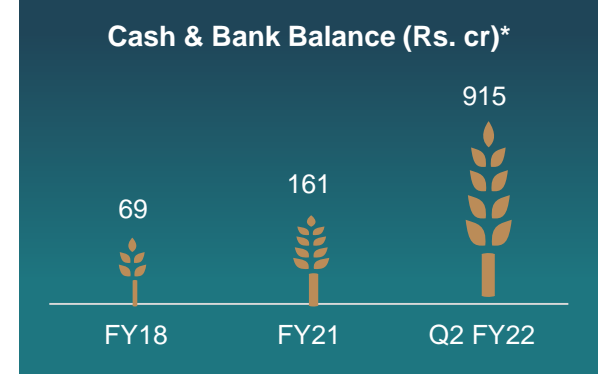
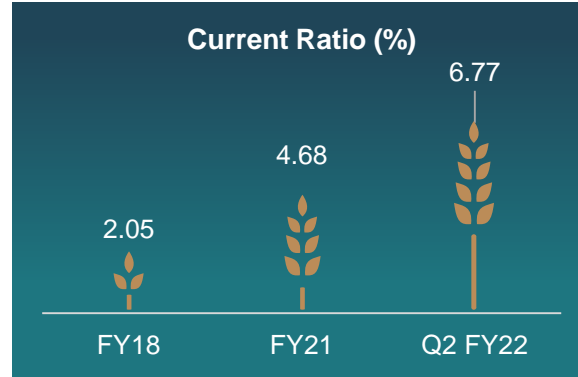
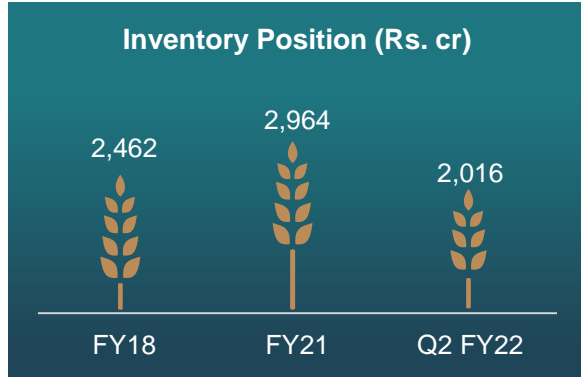


Q2 FY22

Source: KRBL Q2FY2022 Standalone Results



CONSISTENT PERFORMANCE OVER A PERIOD OF TIME

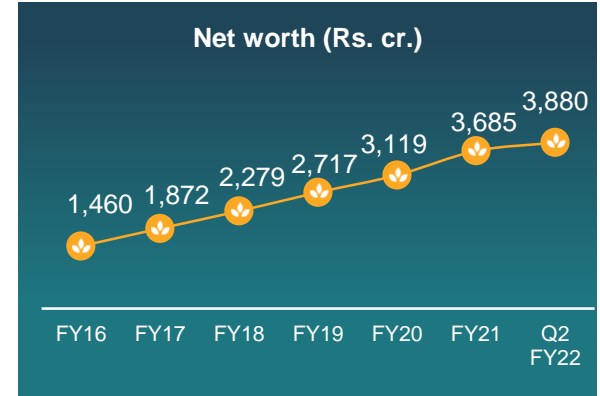
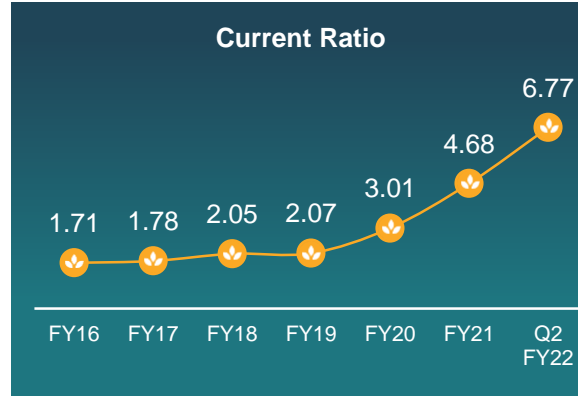
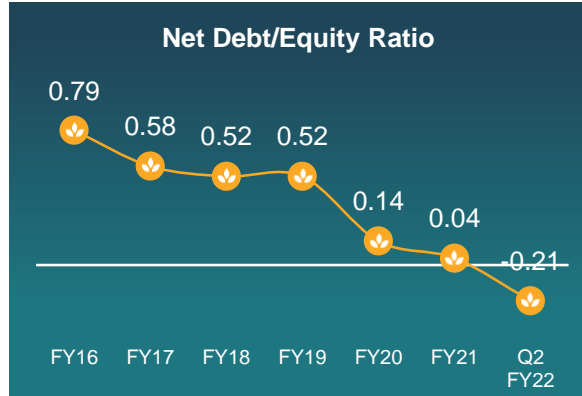


Source: KRBL Q2FY2022 Standalone Results

Note : * includes investments in mutual funds



BEST-IN-CLASS FINANCIAL MANAGEMENT



Source: KRBL Q2FY2022 Standalone Results



INDEPENDENT BOARD DIRECTORS – BRIEF 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.



**Shyam
Arora**

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



**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.



**Devendra
Kumar
Agarwal**

Mr. Agarwal has vast experience of over 35 years in the area of financial management, management consultancy, business advisory, corporate taxation, auditing etc. Currently, he is a practicing Chartered Accountant.



**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.



MANAGEMENT TEAM



Anil Kumar Mittal
Chairman and Managing Director

Visionary of the company.
Strategic direction to all aspects of business



Arun Kumar Gupta
Joint Managing Director

Expert on Basmati paddy supply chain management & paddy milling technology




Anoop Kumar Gupta
Joint Managing Director

Oversees strategy and financial operations



Priyanka Mittal
Whole Time Director

International sales & marketing of branded business



Ashish Jain
Chief Financial Officer

Over 20 years of experience in finance in world class companies

Next Generation of Leaders



Ashish Mittal
Head – Paddy procurement & Gautam Buddh Nagar Unit

Has immense domain 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



Kunal Gupta
Head-Rice Procurement and Dhuri Unit

Has 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.



Akshay Gupta
Head-Bulk Exports

Has 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.



Ayush Gupta
Head- Domestic Division

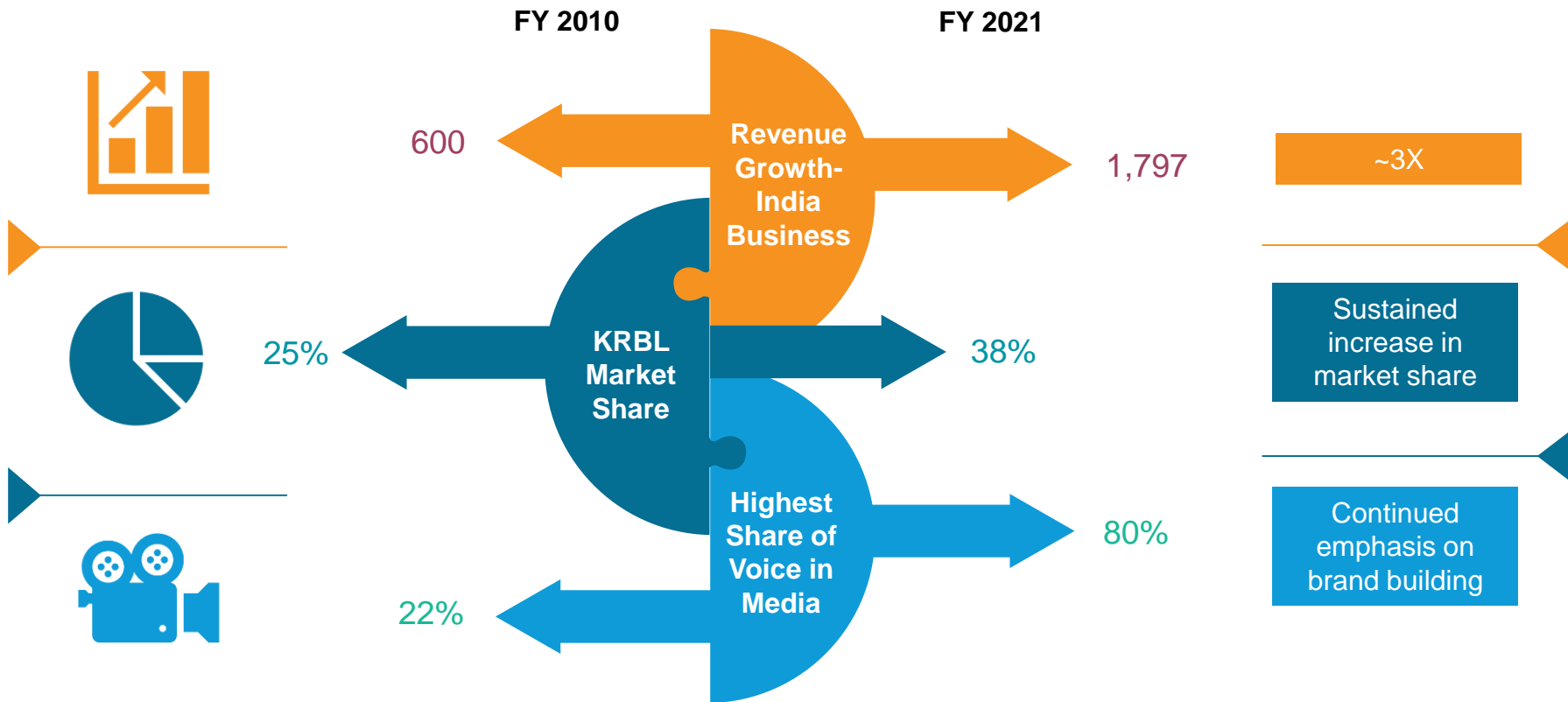
Has experience in the field of retail and distribution. He has an inherent passion to understand consumer behavior and their decision making.



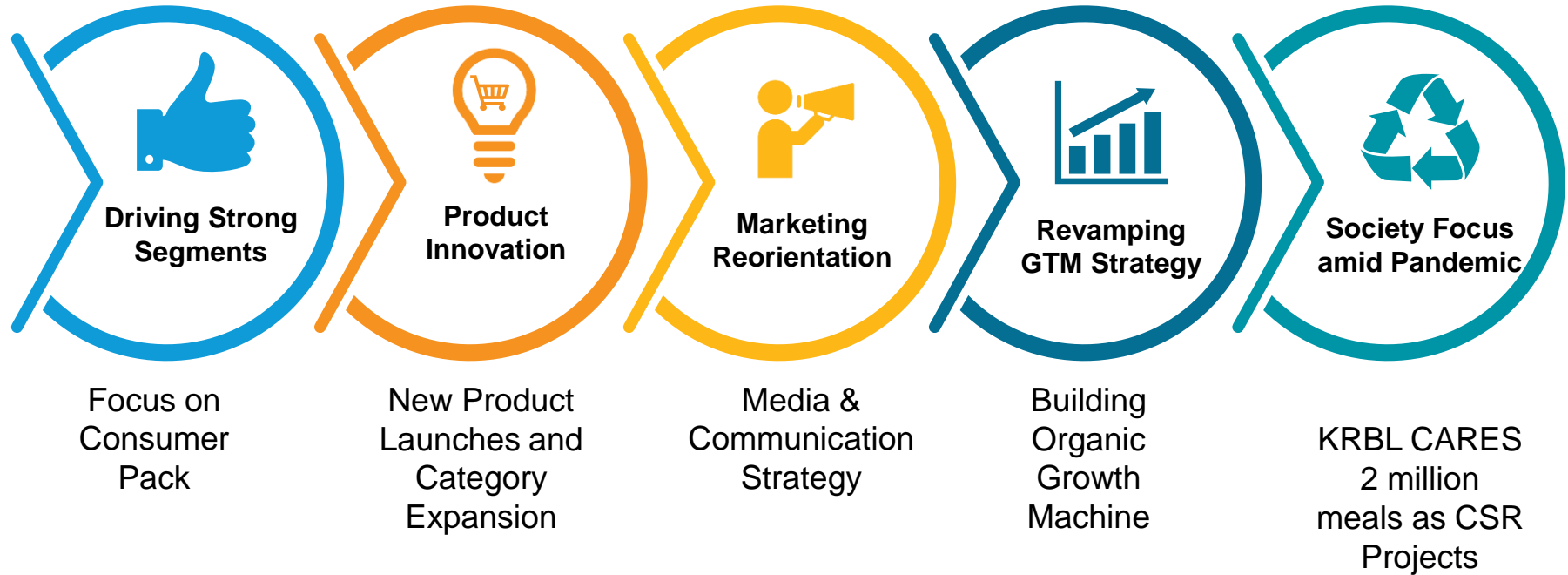
India Business - Updates & road ahead



A DECADE OF MARKET DOMINANCE



GROWTH INITIATIVES – FY22





Driving strong segments & product innovation

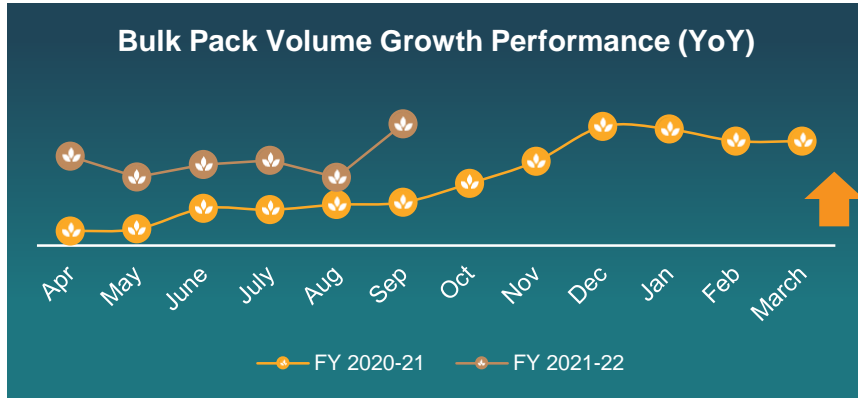
Focus on consumer pack, new launches and Category Expansion



India ki Puraani Aadat



SEGMENT WISE PERFORMANCE



Source : MIS

Witnessed sustained improvement in Bulk pack volumes over last year, in-line with opening-up of the economy, indicating better consumer demand.

Greater focus on hygiene has led to buyers moving from loose to branded products thereby strengthening the brand play and offering value to customers.



Source : MIS

Increased home consumption with more emphasis on quality and hygiene is expected to continue, thereby driving growth in Consumer pack.

Expansion of organised retail chains across the country will further increase brand awareness and accelerate the momentum.



THE WINNING FORMULA

Visible Volume Growth Across Segments

General Trade

Driven By Strong Bulk pack performance



Q2 FY21

Q2 FY22

Modern Trade

Driven By phenomenal Ecommerce performance



Q2 FY21

Q2 FY22



Increased **Home Cooked** Food Consumption



Increase in **Online** Grocery Shopping



Packaged & Hygienic preferred over loose



Trust on established brands for **Quality**



POSITIONING SEGMENTS - DRIVING GROWTH

Premium Range



Reinforcing **Occasion Special** positioning of India Gate Classic during festivals

Extending the promotion through heavy digital and influencer activities

Support with aggressive trade schemes to distributors & retailers

Daily Range



India's **No. 1 daily** Basmati rice in high home consumption during Covid.

Connecting with millennials through e-commerce platforms and digital

Strengthening retailer pull through special price schemes in trade

Health Range



Health portfolio continues to receive encouraging response from customers

Recently launched products – Flax and Chia Seeds expected to be key drivers of growth in Health Segment

Extending usage through modern and convenient formats and online platforms



CONSUMER ENGAGEMENT



Special Durga Pooja
Pack of INDIA GATE
SUPER launched in
Bengal

Tapping local language nuance

Establishing IG Super as the
favourite basmati rice brand of
Bengal

Local promotions and TV
Campaign



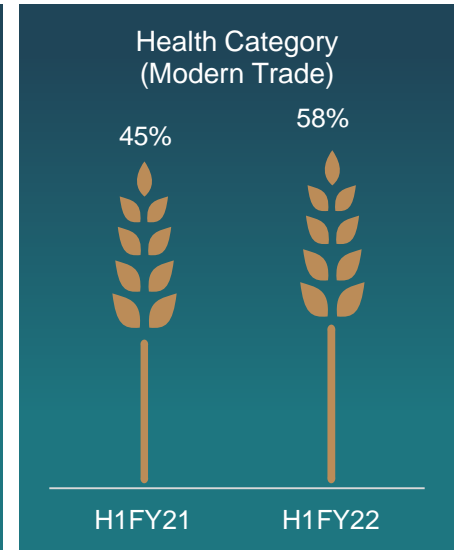
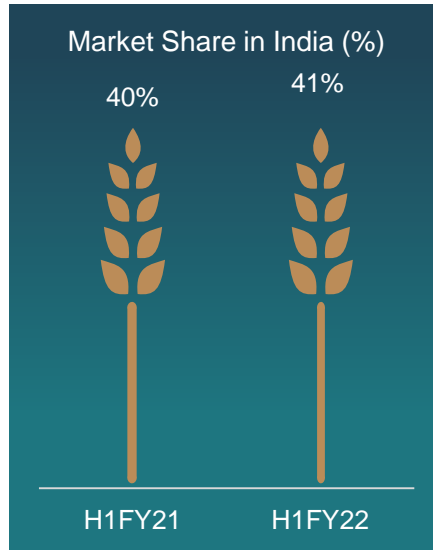
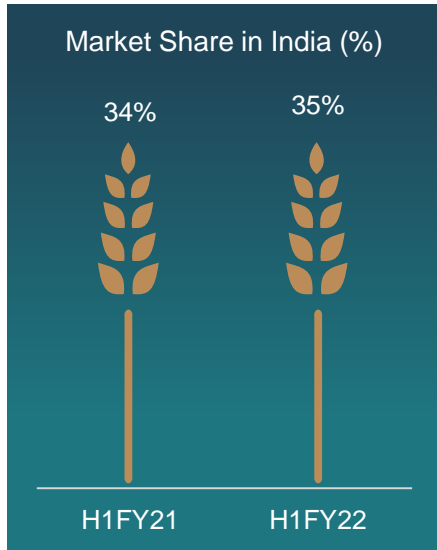
CONSISTENT GAINS ACROSS DISTRIBUTION CHANNELS

Market Share In
volume (offline) –
Modern Trade

Market Share In
volume (online) –
Modern Trade

Highest Market share in
India

Leadership Market
share



Source : AC Nielsen scan track (Modern Trade - offline)

Source : Market place inputs

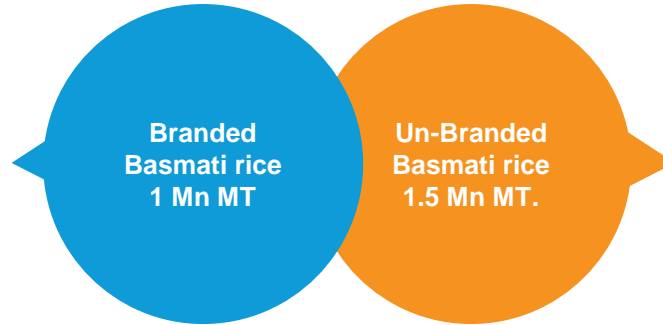
Source : AC Nielsen scan track (Modern Trade - offline)

Source : AC Nielsen scan track (Modern Trade - offline)



EXPANDING CATEGORY – UNITY CONSUMER PACKS

Indian Basmati Rice Market- 2.5 Million metric tonnes

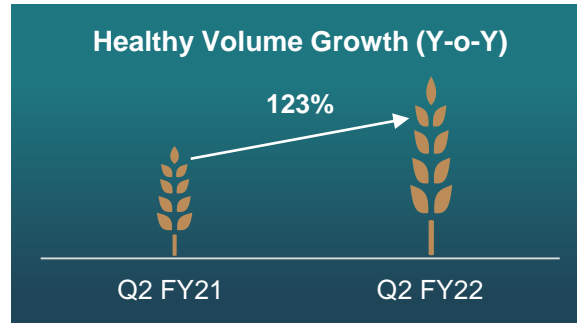


Opportunity Un-Tapped Basmati Rice Market



Unity brand very well accepted in the market; to significantly expand KRBL's market share in untapped basmati rice market

Banking on strong quality standards and popularity, Unity is now a **Rs. 400 crore+** Brand in KRBL Portfolio



Price conscious Customers Introducing an affordable basmati rice range





Marketing re-orientation

Media communication & strategy



ENGAGING CUSTOMERS WITH THEIR OWN RECIPES

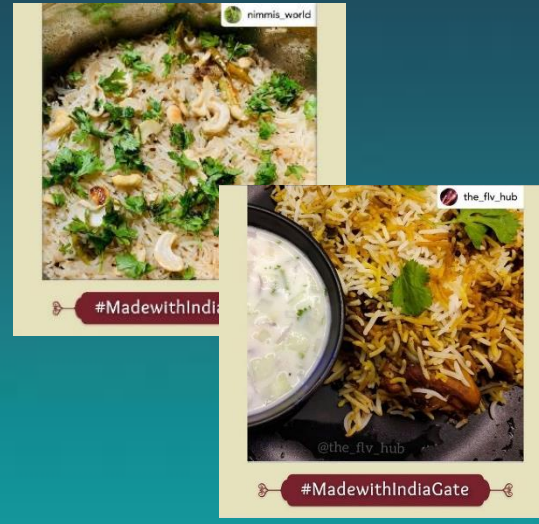
#MadewithIndiaGate

User Generated Content

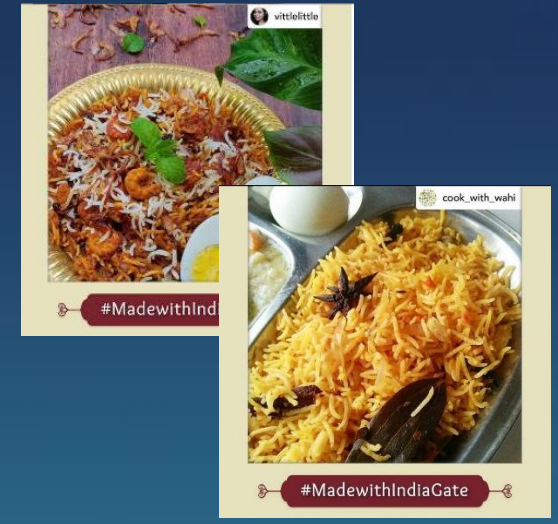
Building customer loyalty
and affinity



Featuring them on India Gate Social
Media Pages



Engaging with Influencers and Chefs
creating new Brand Evangelists



EID- 2021

Positioning Classis as the Festival Special Pack




TV & Digital Media Campaign


Trade Schemes to promote Classic

Utilizing opportunity to push premium pack sales during festive


Building emotional connect with a promise of “Brand with a Heart”




*Been praying that the need for an ambulance doesn't arise?
This Eid, pray for those tirelessly driving them.*




#UmEidKiDua




*You've been praying you get vaccinated ASAP.
This Eid, pray for those flying in these vaccines.*



#UmEidKiDua



*The dress you've been praying for may or may not arrive.
This Eid, pray for those attempting to bring you joy.*



#UmEidKiDua



*Been praying for your friends and family's long life?
This Eid, pray for those saving it.*



#UmEidKiDua



BIG TICKET ASSOCIATIONS

Cooku with Kiriku Celebrity Chef Show in Karnataka

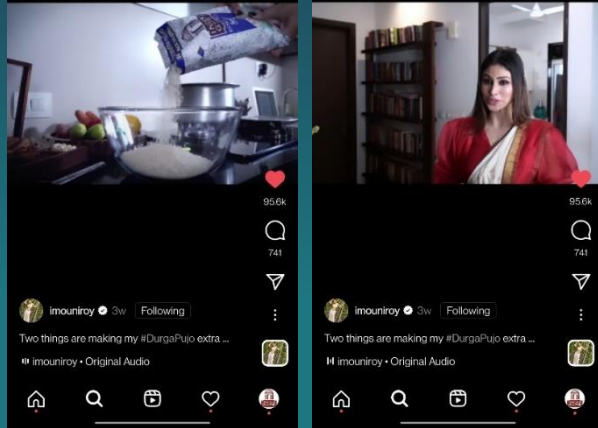


Big Boss Kannada



Durga Puja Campaign

Influencer Activity with Actress Mouni Roy
For Launching the **New Durga Pooja Special Pack of India Gate Super**



5 Million+ Video views
13.5 million+ reach
8k+ engagement

First time ever, a special TV campaign on Durga Pooja in Bengal with a fresh new TVC



High Decible Campaign in Top Bangla Channels
Star Jalsha | Zee Bangla | ABP Ananada



Independence Day Campaign on Digital



3 Million +
Video
Views

12
Million+
people
reached

One of its
kind
concept

#TyohaarKiTaiyari

Recipes on Festival – A video Series With Epic Channel



To create buzz around the festive season, this is a campaign with epic channel purely dedicated to #TyohaarKiTaiyari

Each video not just teaches one - what to cook, when to cook and how to cook, it also have a story to tell which makes it more interesting.

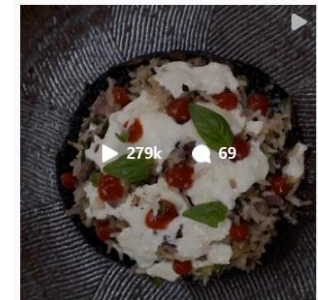
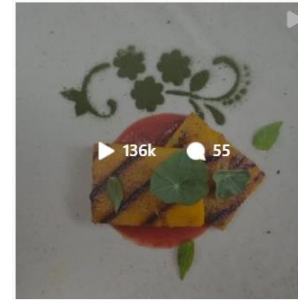
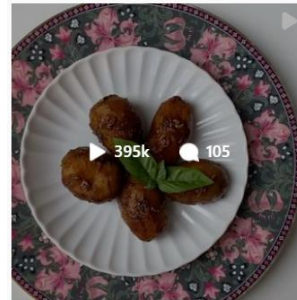


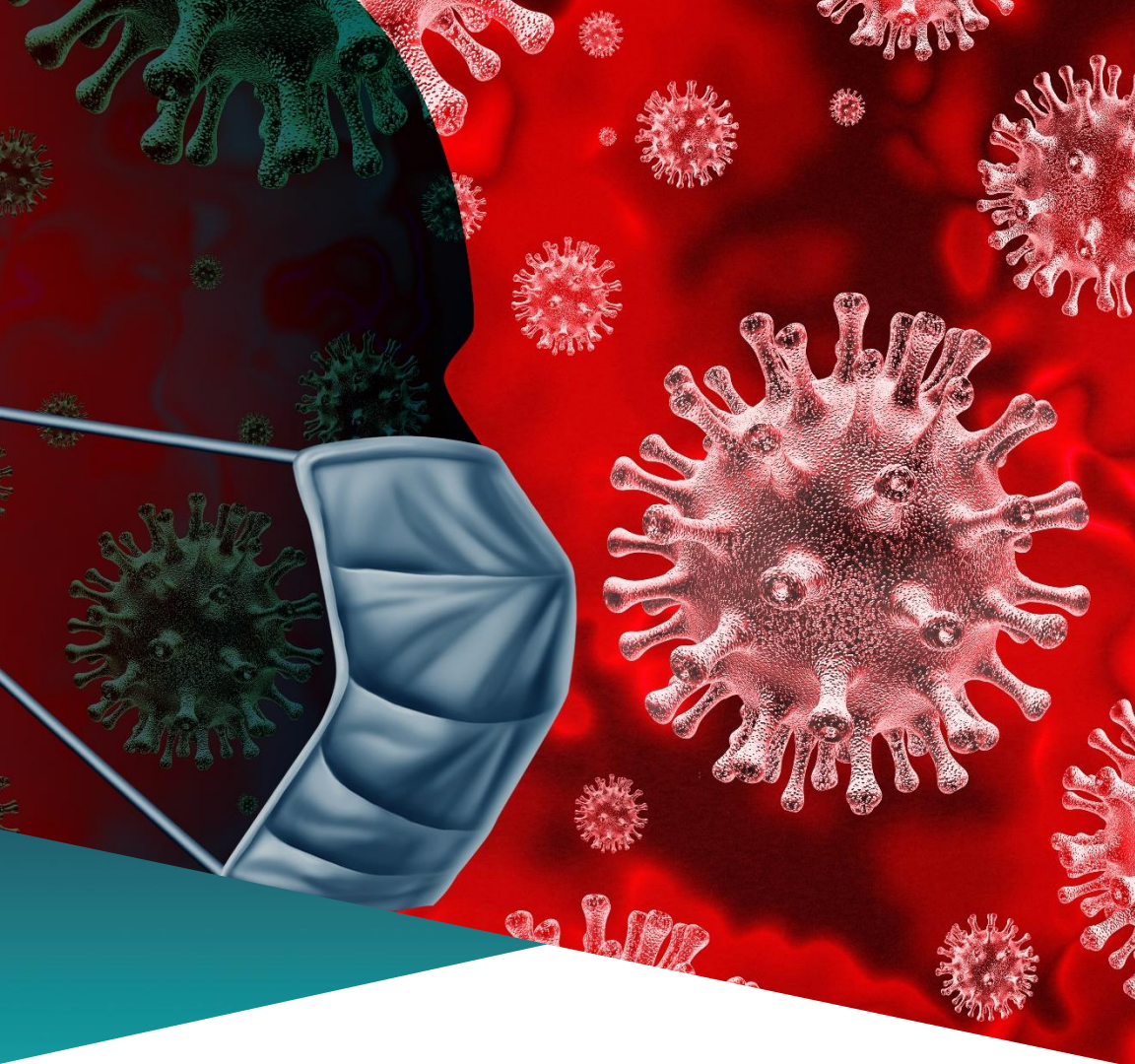
#Festivekitchens

With **Celebrity Chef Vikas Khanna**



*Quick and Innovative 1 minute recipe videos straight from the kitchen of **Vikas Khanna***





Society focus amid pandemic KRBL CARES



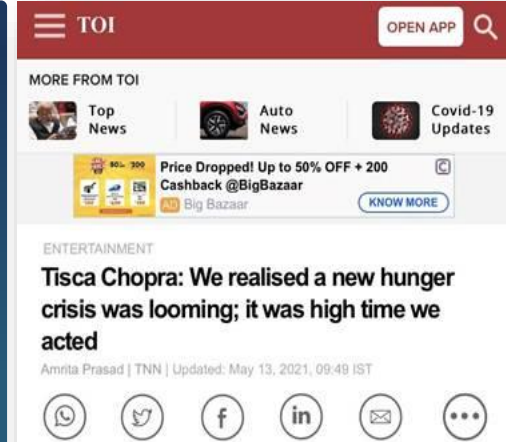
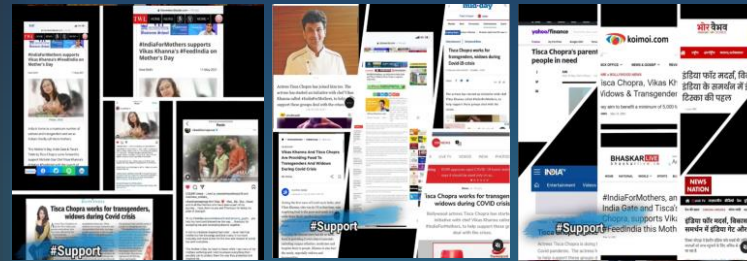
India ki Puraani Aadat



#INDIAFORMOTHERS – A CSR INITIATIVE ON MOTHER'S DAY

An initiative to help the vulnerable community - widow mothers and transgender of India.

In association with Actress **Tisca Chopra** and **Vikas Khanna Group's #FeedIndia**



Distribution drives across 4 states in India

More than 2 Lakh Meals & Dry Ration distributed

PR coverage in national and regional channels

More than 10 lakh worth of PR and promotion value generated through the activity



Along with struggling to overcome the shortage



Championing Basmati
abroad
- Growing ahead by staying
ahead of global trends



POSITIONED FOR GROWTH – KING IN THE KING OF MARKETS

Presence in more than 90 countries

- Largest consuming market for Basmati exports for India, and for KRBL
- KRBL occupies dominant position within most premium end Basmati
- Palette preference for India Gate. Reigning upon a vast multi-year opportunity

ME
Traditionally KRBL grows faster than industry

Europe
KRBL leads the industry on growth and premium

- Favors local value-capture, ~95% sales to EU are of Brown Rice
- Compliance with regulation on pesticide residues is the key to growth
- Population mix holds potential for robust growth

- Popular amongst diaspora, budding local popularity
- Present in the dominant channels of trade
- Long runway to build profitable penetration for category with premium positioning

Americas
KRBL consistently earns substantial premium on realisations

RoW
KRBL poised to make strong mark

- Leadership in Australasia & Africa
- Seeding brand in SE Asia
- Development of markets with premium positioning



KRBL's SHARE OF VOICE IN INTERNATIONAL MARKETS



Focused on growing in-shop displays, to target customer group

Adopted an engaging narrative to show creative options of usage and highlighted benefits to all relevant demographic/ age groups, lifestyles, socio cultural sensibilities

Collaborated with celebrity chefs, bloggers and nutrition/ diet experts to co-create recipes and discover new use of KRBL products

Regularly collaborated with well-known recipe chefs, ensuring reach to target audience

Focused on webinars that are related to the food industry and are backed by renowned food bloggers, chefs and restaurateurs

One such instance: Organized webinars with Dubai Ladies Club in collaboration with the renowned dietician and India Gate's local nutritionist Dr. Dana Al Hamwi

Ensured strategic engagement with influencers and leaders in Gulf region to effectively engage with wider range of consumer demography

Focused on a sharp message led campaign through key multi-media publications to raise product awareness, product range and versatility, product safety and nutrition quotient

Reinforced the leadership team's image in reiteration of KRBL's values and intrinsic strength

Focused on engaging with customers through different community help initiatives



6.2 MILLION AED

This investment will be credited to the different levels of employee ownership in the Company in the Gulf region.

BECOMING THE WORLD'S MOST LOVED BASMATI RICE BRAND

Drive brand leadership through a combination of ATL, BTL and TTL initiatives and position our products in the premium segment

Working on developing a best-in-class omni-channel distribution network for quick delivery of products

Strategically grow our presence across the different trade channels such as Modern Trade, GT and focus on e-commerce particularly in the West countries

Improve brand availability by focusing on Modern Trade and corner groceries referred to as traditional trade

Strengthen the brand connect and trust with our existing and target customers by strategically curating both the traditional and modern communication channels

By acquiring strategic market depth and growing our presence in key markets such as Middle East, Australia and Canada

Increase our penetration in the mid segment to grow our market share

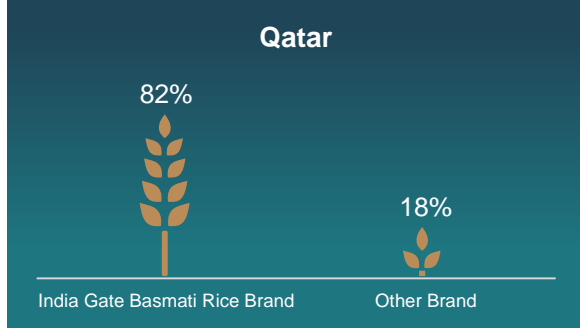
Focus on attracting new customers within and outside Indian diaspora in the International Markets by introducing new products in the Regional Rice segment and 'healthy' food segment

In the regions such as Middle-East and GCC countries focus on increasing our Indian client base by marketing our product in the right medium and at the right time

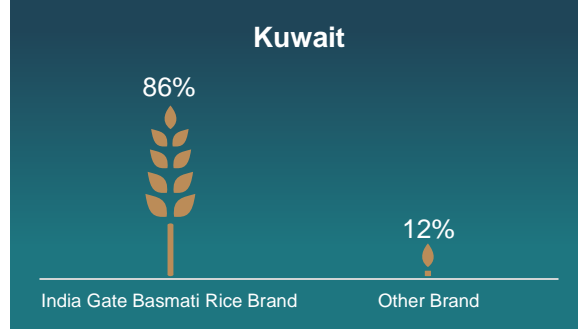


INDIA GATE'S DOMINATING PRESENCE IN THE KEY GCC MARKETS

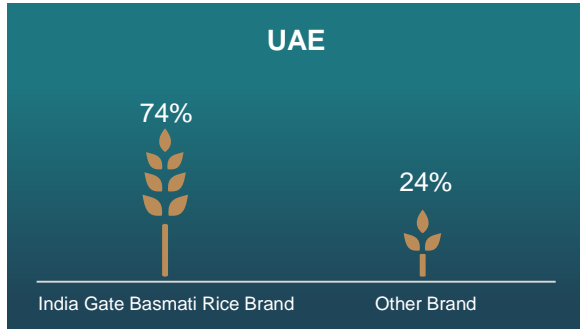
Market Share (%) in Premium Basmati Rice Segment in Middle-East Countries



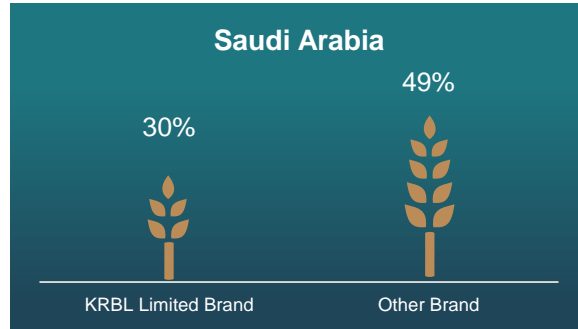
In value terms, India Gate Basmati Rice is the only dominant premium segment brand in Qatar Basmati Rice market with 82% market share.



In value terms, India Gate Basmati Rice is the only dominant premium segment brand in Kuwait Basmati Rice market with 86% market share.

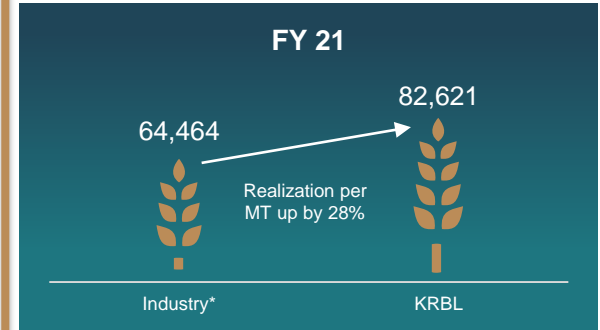
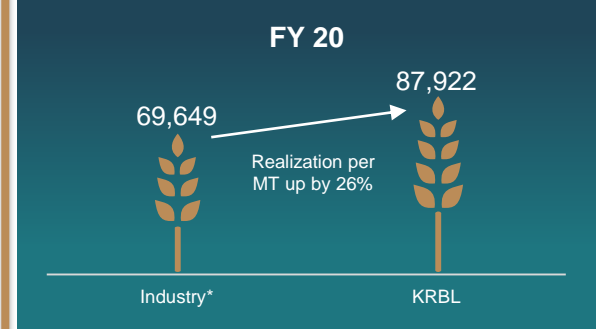


In value terms, India Gate Basmati Rice is the only dominant premium segment brand in the UAE Basmati Rice market with 74% market share.



KRBL Limited Brand fetches the highest premium in Saudi Market and has the 2nd biggest share in value terms of in the Premium White Rice market.

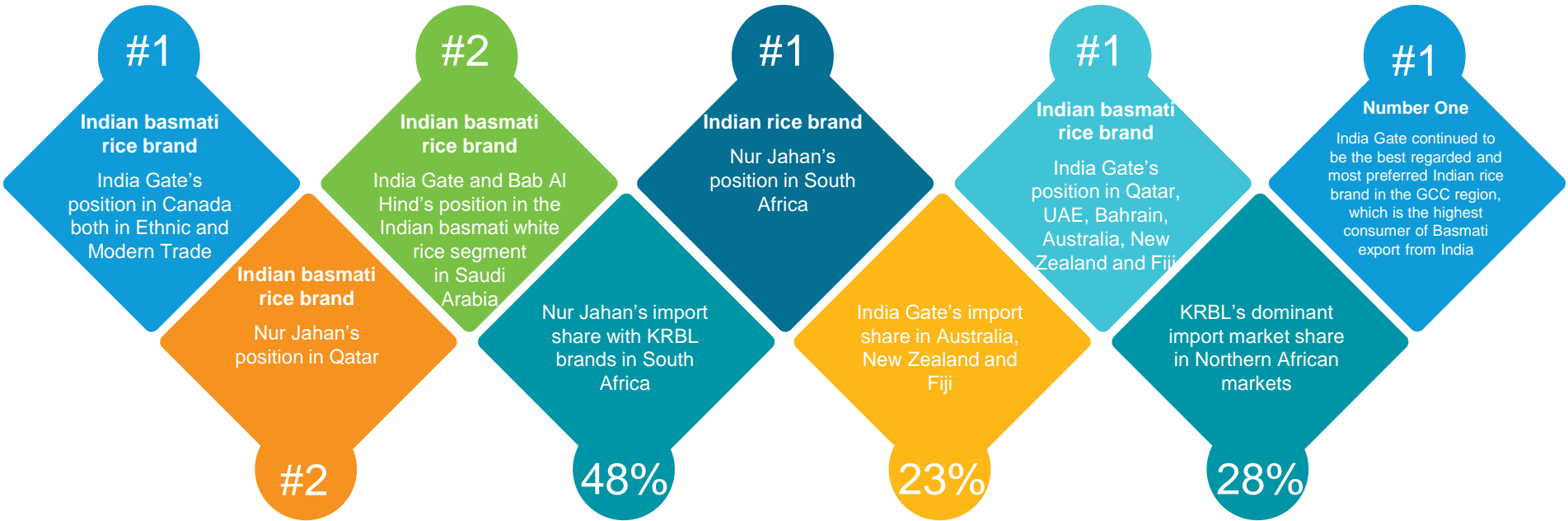
KRBL'S GROWING EXPORT REALIZATION (In Rs.)



*APEDA



QUICK FACTS THAT DEFINE KRBL'S POSITION IN THE INTERNATIONAL MARKETS



*Note : AC Nielsen/APEDA data

QUICK FACTS THAT DEFINE KRBL'S POSITION IN THE INTERNATIONAL MARKETS

100%

Brand Focus

Across our key markets, we strategically focused on exporting branded rice products only. India Gate emerged as the most dominant leader with a higher market share in terms of value.

Make in India

KRBL is the only Indian player to export packaged Basmati and Non- Basmati. KRBL's export products are manufactured and packaged in India, truly resonating with Government's 'vocal for local' and 'Make in India'.

86%

India Gate's market share in Kuwait's and KSA's Premium Rice market.

82%

India Gate's market share in Qatar's Premium Rice market.

HIGHEST SELLING BRAND

KRBL's legacy brand India Gate is the highest selling brand in the mainstream as well as the ethnic New Zealand market.

KRBL and its product has been enjoying a 15-year leadership in the Australasian market.

15 Years

Over the years, we have been successful in creating a strong sense of trust amongst customers. Our focus on quality and ability to address the changing needs has been key. When people preferred branded and quality products, India Gate and Nur Jahan dominated the consumer choice.

Trust

India Gate emerged as the most preferred brand in the American Rice market.

India Gate

India Gate's market share in UAE's Premium Rice market.

74%

*Note : AC Nielsen/APEDA data



STRATEGY TO MAINTAIN LEADERSHIP IN EXPORTS



Be more relevant to customers



Expand presence in newer geographies with the relevant products



Building leadership position in the existing as well as new geographies



Focused go-to-market approach



Diversify channel play across MT, GT and e-comm



Communicate effectively and widen customer base



KEY BRAND LINE UP IN INTERNATIONAL BUSINESS



International Health Brands

KEY TRENDS IN CONSUMER BEHAVIOR DURING PANDEMIC

KRBL's brand connect with consumers remains key to benefitting from these trends



Note : IPSOS findings



CREATING VISIBILITY FOR BASMATI OVERSEAS – BRAND OUTREACH

3RD PARTY VALIDATION THROUGH EDUCATION EVENTS



COLLABORATIONS WITH CHEFS ON VARIOUS RECIPES



On trust and taste, KRBL's brands are widely preferred across key export markets.

Primary emphasis on building availability, visibility and accessibility through premium offerings

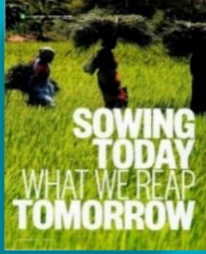
COLLABORATIONS WITH BLOGGERS AND UGC



IN SHOP DISPLAYS DEDICATED UNIT FOR INDIA GATE



KRBL IN NEWS - MEDIA INITIATIVES



CEO ME



Gulf



Hia Magazine



Gulf News – Better Health



CSR Initiative



Webinar with Dubai Ladies Club



Al Bayan



Haya Magazine

Featured in Tier 1 business titles such as Gulf News, CEO ME, Al Bayan Newspaper, etc. within Opinion /Thought Leadership section

Featured in Tier 1 lifestyle publications such as Better Health (Gulf News), Baby & Child, Emarat Al Youm, etc. within Lifestyle section

Interview on industry stories featuring Ms. Priyanka Mittal; featured on Dubai Eye Business Breakfast, Khaleej Times

Interview on Lifestyle featuring Dr. Dana; featured on Haya Magazine, Hia Magazine

Giving back to the society – India Gate contributed towards UAE's 10 million meals initiative



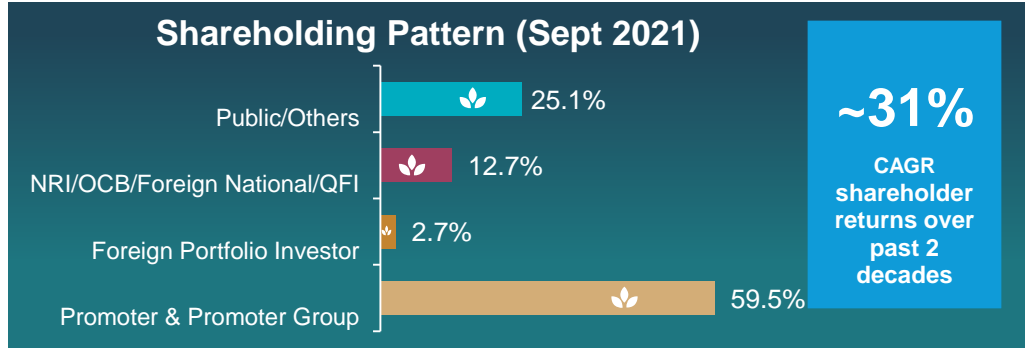


Benefiting key stakeholders

- Doing good for investors and customers

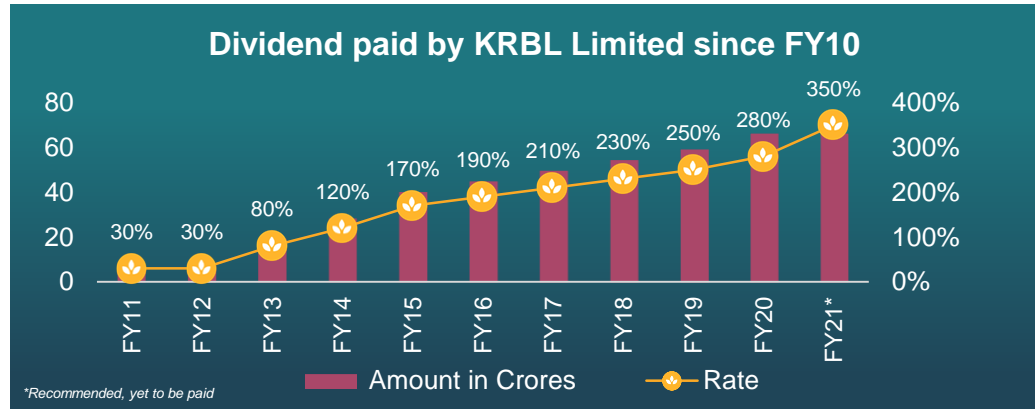


ESTABLISHING STRONG TIES, WHILE BOOSTING SHAREHOLDERS VALUE



Key Institutional Shareholders

| |
|---|
| Vanguard |
| Emerging Markets Core Equity Portfolio of DFA INV |
| Premier Investment Fund Limited |
| Government Pension Fund Global |
| State Street Emerging Markets |



Stock Data as on 30th Sept, 2021

| | |
|--|--------------------|
| BSE/ NSE/ Bloomberg Ticker | KRBL/ KRBL/ KRB:IN |
| Market Capitalisation (Rs. in cr.) | 7,444.2 |
| No. of shares outstanding (Rs. in cr.) | 23.5 |
| 52-week High/ Low (Rs.) | 173.45/ 331.0 |



THANK YOU

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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