



E:KRBL/BIBHU/STK\_EX\_2223/81  
03<sup>rd</sup> February 2023

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

**Sub: Investor Communication on Unaudited Financial Results of KRBL Limited for the Third Quarter (Q3) and Nine Months ended 31 December 2022**

Dear Sir/Madam,

Pursuant to the provisions of Regulation 30 read with Para A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to enclose herewith the Investor Presentation on Unaudited Financial Results of KRBL Limited for the Third Quarter (Q3) and Nine Months ended 31 December 2022.

This is for your kind information and record.

Thanking you,

**Yours Faithfully,**  
**For KRBL Limited**

**Jyoti Verma**  
**Company Secretary**

Encl: As above

# KRBL Ltd.

## Investor Presentation

### Q3 & 9M FY2023

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*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

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**Highest Ever  
Quarterly**

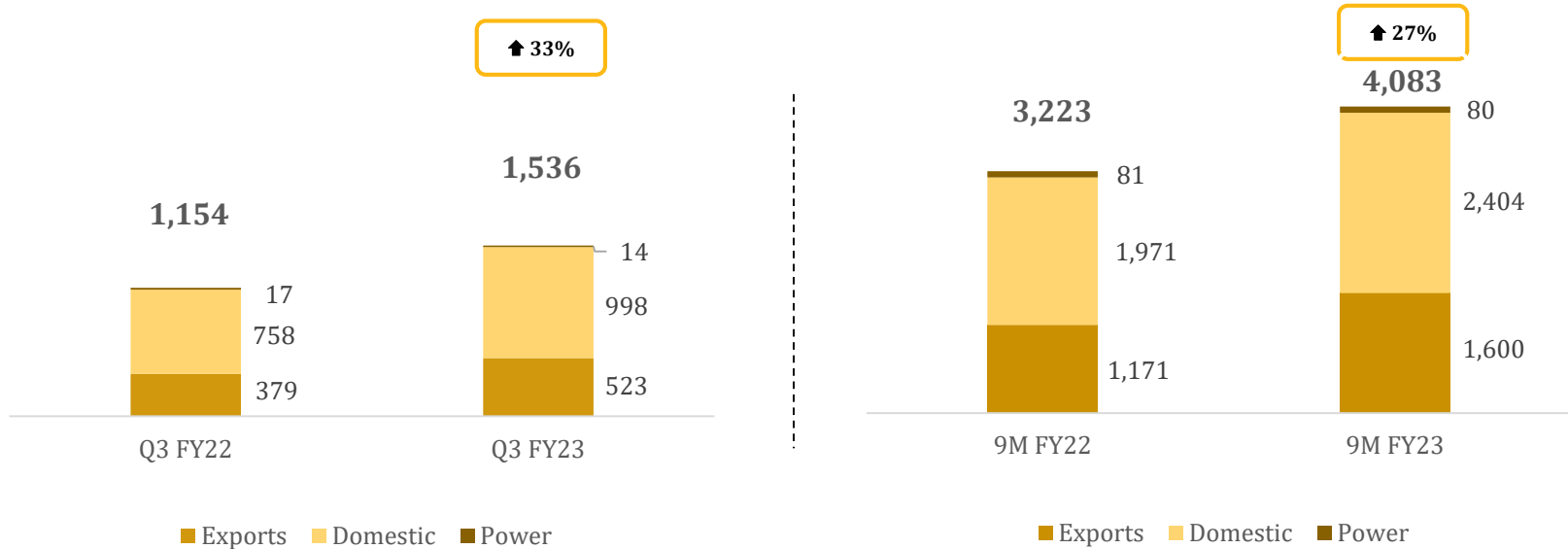
**Domestic Revenue: 998 Cr**

**Total Revenue: 1536 Cr**

# Q3 FY23 standalone performance highlights

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

# Continuing momentum in Revenue

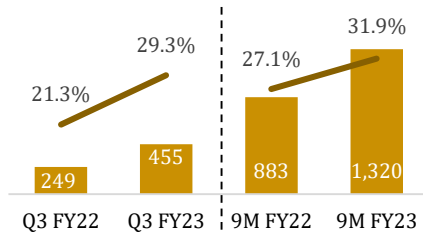


- Q3 FY23 & 9M FY23 revenue growth driven by both Domestic & Export Sales.
- Q3 FY23 Domestic HORECA sales augmented by GST rationalization on bulk packs, besides continuing strong retail demand.

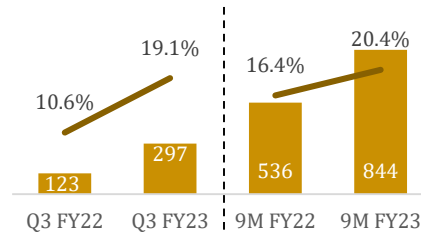
All figures in Rs. crore  
 All figures are based on standalone financials

# Profitability metrics for Q3 & 9M FY23

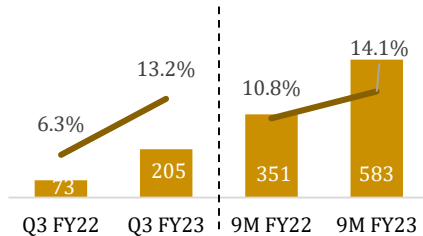
## Gross Profit (Rs. Crore)



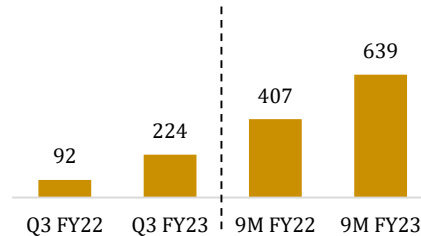
## EBITDA (Rs. Crore)



## 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.

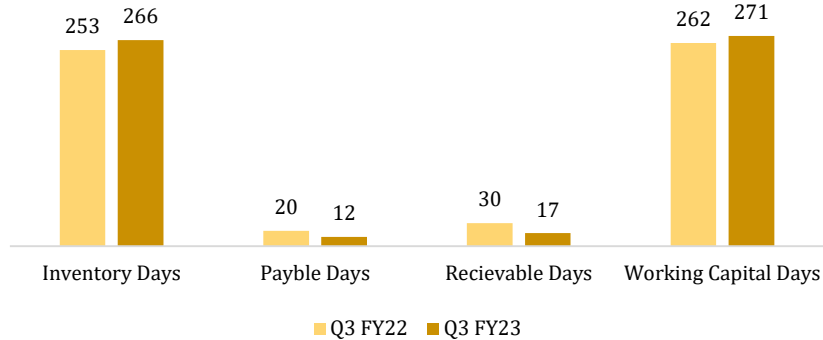
# Superior balance sheet matrix

## Current Ratio (%)

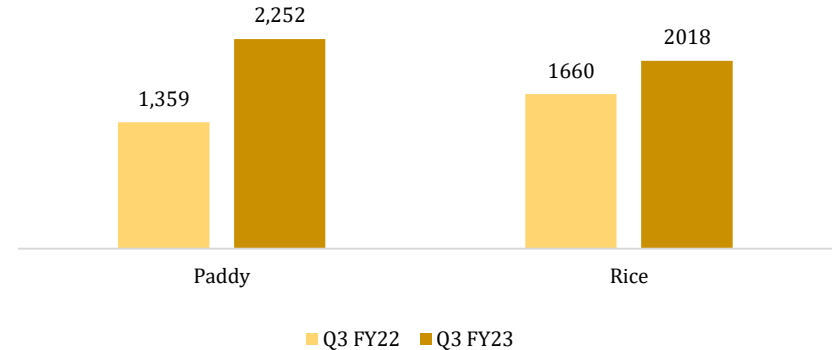


- Higher total inventory (Rs 4,436 as on 31<sup>st</sup> Dec'22 vs Rs 3,168 Cr as on 31<sup>st</sup> Dec'21) to meet expected demand.
- Working capital days increased on account of higher inventory.
- Healthy overall liquidity position.

## Working Capital Days



## Inventory Position (Rs. Crore)



All figures are based on standalone financials



# Superior balance sheet matrix

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## 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

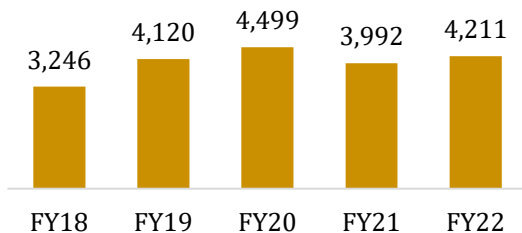
Particulars (Rs in Cr. )	9M FY22	9M FY23	YOY Growth
Revenue From Operations	3,223	4,083	26.7%
Total Income	3,259	4,133	26.8%
Gross Profit	883	1,320	49.5%
<i>Gross Profit Margin</i>	27.1%	31.9%	
EBITDA	536	844	57.6%
<i>EBITDA Margin</i>	16.4%	20.4%	
Profit after tax	351	583	66.0%
<i>PAT Margin</i>	10.8%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

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

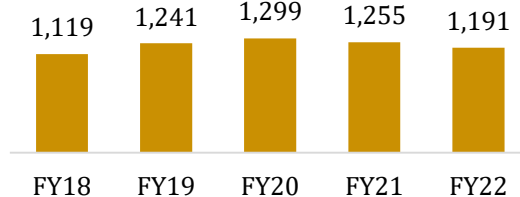
All figures are based on standalone financials

# Financial trends over the years

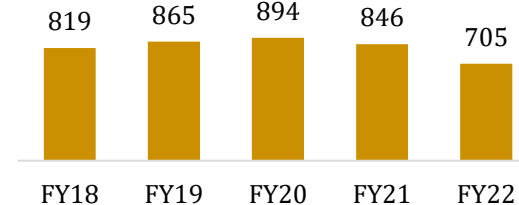
## Revenue (Rs. Crore)



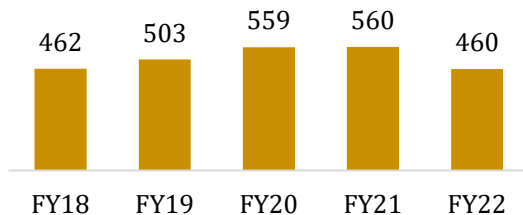
## Gross Profit (Rs. Crore)



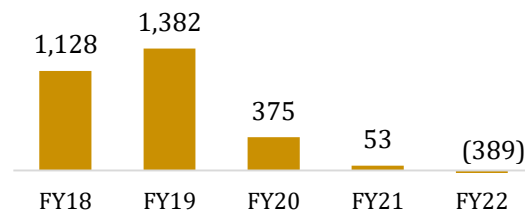
## EBITDA\* (Rs. Crore)



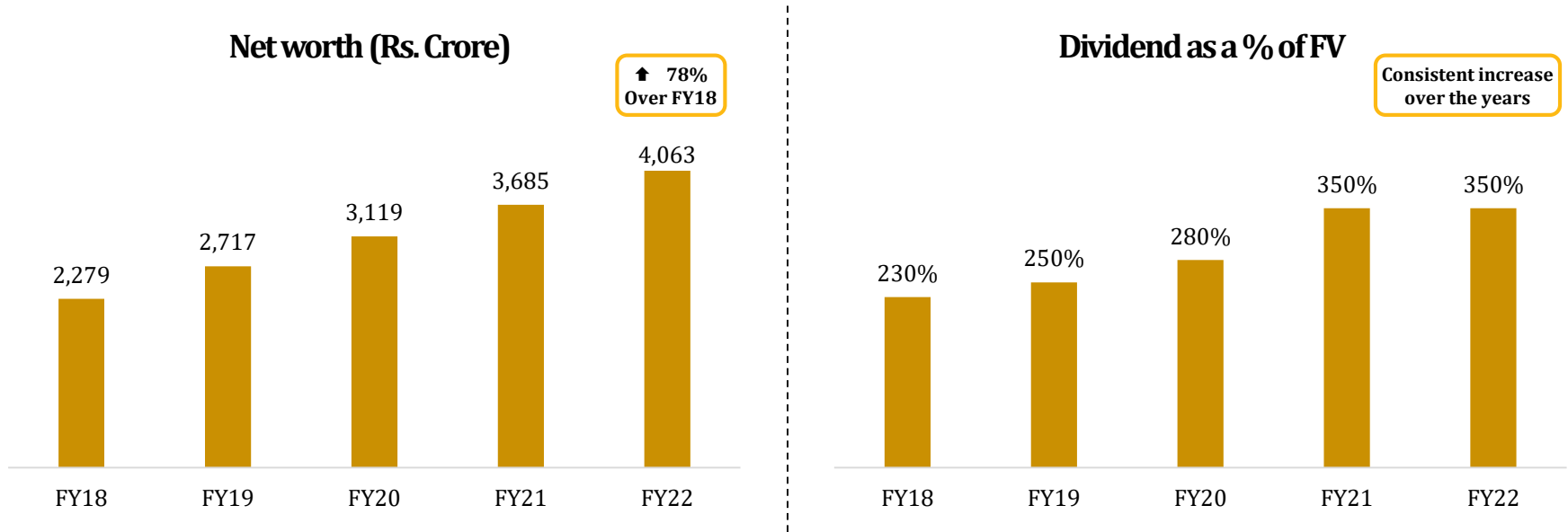
## PAT (Rs. Crore)



## Net Bank Borrowings (Rs. Crore)



# Shareholder value creation



All figures are based on standalone financials

# India Business



*India ki Puraani Aadat*

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

# Continuing market leadership

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**998**

Revenue\* in Rs. Crore for Q3 FY23

## Trend in Domestic Business

**32%**

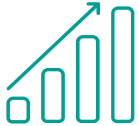
Revenue growth Y-o-Y

- 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.



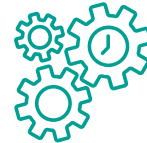
**INCREASING**  
**BRANDED BASMATI**  
**PENETRATION**

2.



**DENSIFYING**  
**DISTRIBUTION REACH**

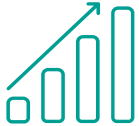
3.



**AUGMENTING**  
**PORTFOLIO ACROSS SEGMENTS**

# STRATEGIC PILLARS | DOMESTIC

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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

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/FKptBujzr8>  
 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](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



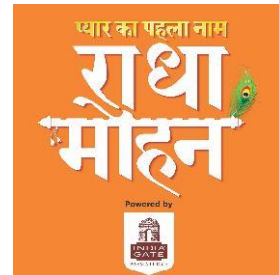
'Basmati Rice Se No Compromise'



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

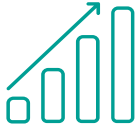
## INTEGRATIONS & SPONSORSHIPS

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



# STRATEGIC PILLARS | DOMESTIC

1.



**INCREASING**  
**BRANDED BASMATI**  
**PENETRATION**

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**DENSIFYING**  
**DISTRIBUTION REACH**

3.



**AUGMENTING**  
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# 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 (%)\*

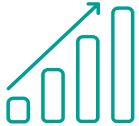
Traditional Trade	Q3 FY22	Q3 FY23
<b>KRBL</b>	37.2	39.2 <b>↑ +200 bps</b>

\*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

# STRATEGIC PILLARS | DOMESTIC

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**AUGMENTING**  
**PORTFOLIO ACROSS SEGMENTS**

## 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

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**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

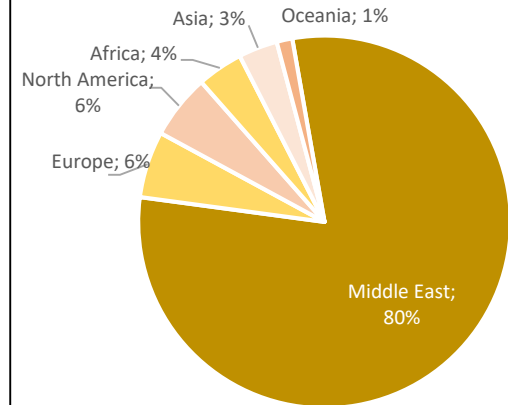
- Excellent quality standards have spurred increase in the demand for Indian basmati rice amongst locals
- Supported by consistent supply, 52% of total rice consumption is Basmati Rice (As per AC Nielsen)



### 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 2<sup>nd</sup> 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

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## 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.



### Investor Relations Desk



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Thank You



*India ki Puraani Aadat*

