

**Date: 13<sup>th</sup> August, 2018**

- 1. The Secretary**  
**BSE Limited**  
**Phiroze Jeejeebhoy Towers,**  
**Dalal Street,**  
**Mumbai 400 001**
- 2. The Manager**  
**Listing Department**  
**National Stock Exchange of India Limited**  
**Exchange Plaza, 5<sup>th</sup> Floor**  
**Plot No. C/1, G Block**  
**Bandra-Kurla Complex**  
**Bandra (E), Mumbai – 400 051**

**Sub: Earnings Presentation**

**Ref: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/Madam,

Pursuant to the provisions of Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of Earnings Presentation with reference to the last published unaudited financial results of the Company for the quarter ended 30<sup>th</sup> June, 2018 which were already submitted to you on 11<sup>th</sup> August, 2018 in the prescribed format.

The presentation is also placed on the website of the Company i.e., <https://www.godfreyphillips.com/investor-information>.

Request you to take the above information on records.

Yours faithfully,

**For Godfrey Phillips India Limited**



**Sanjay Gupta**  
**Company Secretary**

Encl:As above



# Godfrey Phillips India Limited (GPIL)

(BSE: 500163; NSE: GODFRYPHILP)

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## Q1 FY2019 Earnings Presentation

August 11, 2018



GODFREY PHILLIPS  
INDIA LIMITED

## Q1 FY2019 Highlights (Y-o-Y)

Gross Sales Value of  
Rs. 1,377 Cr.  
up 7.7%

Gross Profit of  
Rs. 323 Cr.  
up 45.5%

Gross Profit margin  
increased from  
17.4% to 23.5%  
y-o-y

EBITDA margin  
increased from  
0.4% to 7.0%  
y-o-y

Cigarette Gross Sales  
Value increased  
6.8%

Cigarette domestic  
market share  
increased from  
10.3% to 11.2%

Marlboro Sales Volume  
contribution is 13% of  
GPIL domestic volume

International Gross  
Sales Value increased  
45% to Rs. 124 Cr.

TFS Gross Sales Value  
increased  
60% to Rs. 68 Cr.

TFS stores increased  
from  
45 to 77

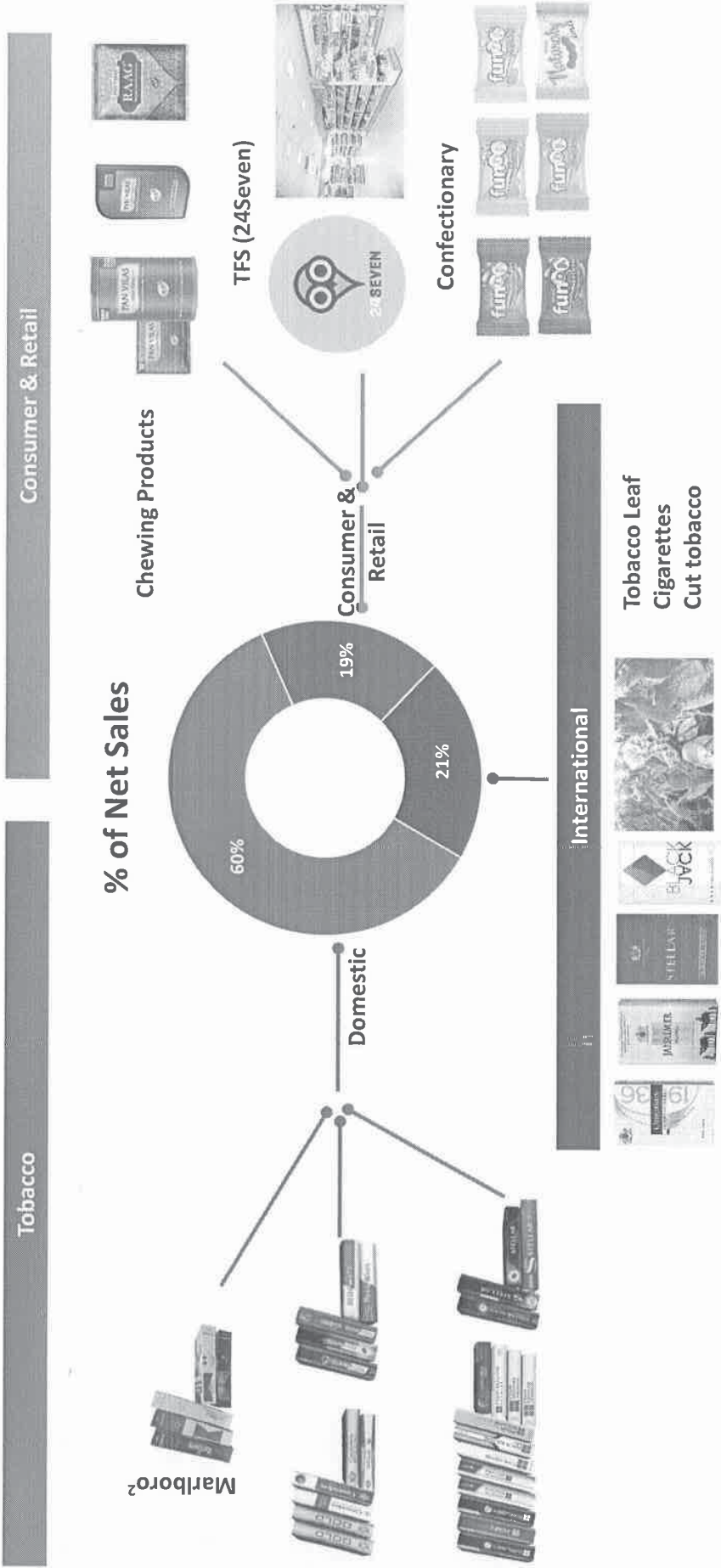
Premium Pan Masala  
(Pan Vilas) Gross Sales  
Value increased by  
58%

Confectionary  
Gross Sales Value  
increased  
102% to Rs. 8.5 Cr.

Note:

- 1 Above values are based on standalone financials
- 2 Gross Sales Value is inclusive of all applicable indirect taxes
- 3 Margins are calculated on Gross Sales Value
- 4 Market size and market share data is based on internal estimates

# Godfrey Phillips Product Portfolio – Q1 FY2019



Note:

- 1 The ratios shown above are based on Net Sales which exclude tea business that was divested in FY18.
- 2 Marlboro is manufactured and distributed under exclusive procurement and supply agreements with Philip Morris International

# Driving Future Growth



## Strategic Direction

- Strengthen partnership with Philip Morris International in the manufacture and distribution of Marlboro brand cigarettes in India
- Evaluate geographic expansion opportunity for cigarette brands, particularly in South India
- Build on existing cigarettes export markets to enhance own brand sales
- Expand Consumer & Retail segment to significantly increase revenue contribution
- Capitalise on the fast growing retail space through 24Seven's innovative approach
- Continue to expand chewing and confectionary product offerings to suit consumer taste and preferences
- Contributing to the socio-economic growth across the business value chain through programs for tobacco farmers

## Growth Priorities

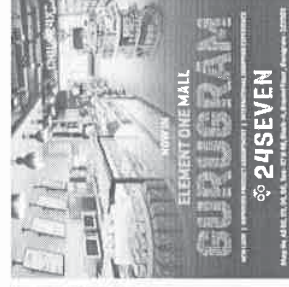
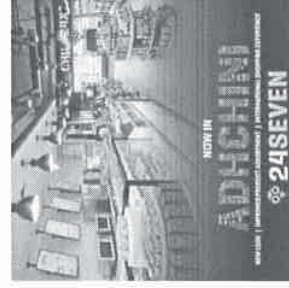
- 1 24Seven Convenience Stores (TFS)
- 2 Chewing Products and Confectionary
- 3 International Business Division
- 4 Reduced harm / new generation products



# Growth Priorities – 24Seven Convenience Stores (TFS)

India's only organised retail chain in the 'round-the-clock' convenience store format

- The 24Seven chain of convenience stores are another example of Godfrey Phillips India's innovative approach to business
- 24Seven stores deliver an international shopping experience, stocking a wide variety of products and providing a range of services, round the clock
- Stores offer daily needs groceries, ready-to-eat foods, beverages, cosmetics and personal care products, music and movies, magazines, domestic and international courier services, instant photo development, bill payments, mobile phone recharges, movie tickets and several other offerings
- 24Seven stores are giving India's young working people new and more comfortable options that meet their requirements and also fulfil the needs of today's modern Indian work culture



TFS Q1 FY19 Gross Sales Value increased 60% to Rs. 68 Cr.	Contribution of 9.8% to Q1 FY19 Net Sales	TFS stores increased from 45 to 77 Y-O-Y	Target by March 2019 170 stores
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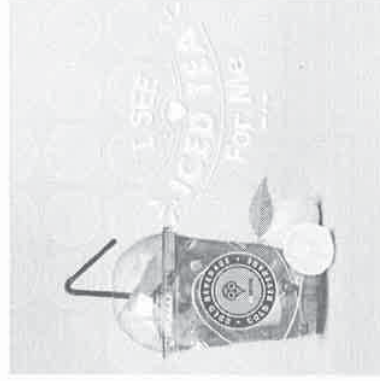
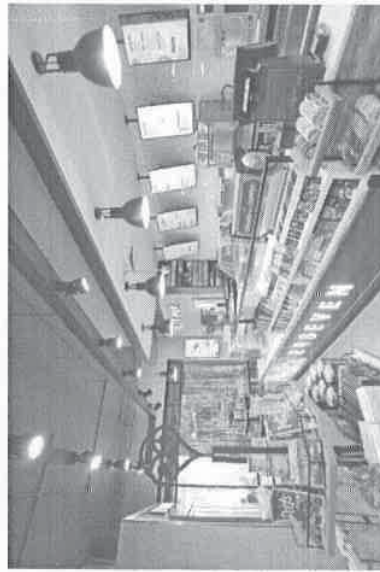


# Growth Priorities – 24Seven Convenience Stores (TFS)



GODFREY PHILLIPS  
INDIA LIMITED

Offering a range of food products meeting requirements and also fulfilling the needs of today's modern Indian work culture





# Growth Priorities – Chewing Products & Confectionary

## Chewing Products



### Pan Vilas

- The premium pan masala market size is estimated to be Rs. 2,800 Crore and Pan Vilas has a 20% share in its key market of Gujarat



### Raag

- Extending the Pan Vilas brand further, Raag, a pan masala in the popular price segment was launched in the mid-premium segment whose market size is estimated to be Rs 20,000 Crore. Within a short span of launch, Raag has gained significant market share



### Pan Vilas Silver Dewz

- A premium mouth freshener made of silver-coated flavoured Elaichi – Silver Dewz is an extension of Pan Vilas brand's offering in the competitive mouth freshener category

Q1 FY19 Gross Sales Value<sup>1</sup> decreased 17.2% to Rs. 97.7 Cr.

Premium Pan Masala (Pan Vilas) Gross Sales Value increased by 58%

## Confectionary



### Funda Goli

- With the introduction of the Funda Goli range of candies, GPIL established a niche for itself as a unique confectionary brand
- Funda Goli's fun range includes flavours like Kachha Aam, Refreshing Green Apple, Mast Guava, Orange Mints and Slurpy Lychee



### Imli Naturalz

- First of its kind candy with natural ingredients and unbeatable taste

Leverage network of 800 exclusive distributors

Leverage network of 9,000 exclusive field force

1. Excludes sales value of chewing tobacco – 'Raaga' which is Rs. 11.1 crores



# Growth Priorities – International Business Division

Build on existing contract manufactured cigarettes export markets to enhance own brand sales



Q1 FY19 Gross Sales Value by 45% to Rs. 124 Cr.

Contribution of 21% to Q1 FY19 Net Sales

Exporting to more than 90 partners across 72 countries

Significant presence across Latin America, Middle East, South East Asia and Eastern Europe

# Growth Priorities – Reduced harm/new generation products

## Industry Trends and Opportunity

- Growing awareness of the effects of smoking has led to technological advancement in the reduced harm products space
- Vaping industry globally is expected to reach \$50 billion over the next 5 years
- Indian vaping market is expected to grow at a CAGR of over 45% to reach \$1 billion over the next 6-8 years
- Development of Electronic Nicotine Delivery System (ENDS) proposes to have wide reaching implications on society, governmental health budget allocations and tobacco industry structures
- All major industry players have made significant investments and shown their commitment towards reduced harm products

## GPIL Positioning

- GPIL has been one of the early movers to identify the industry trend and is monitoring developments globally
- It has partnered with leading vaping device manufacturers
- It is engaged with regulatory and testing experts in the UK
  - GPIL vaping products are compliant with European Union Tobacco Product Directive

## GPIL Vaping Product Portfolio – ‘VERGE’

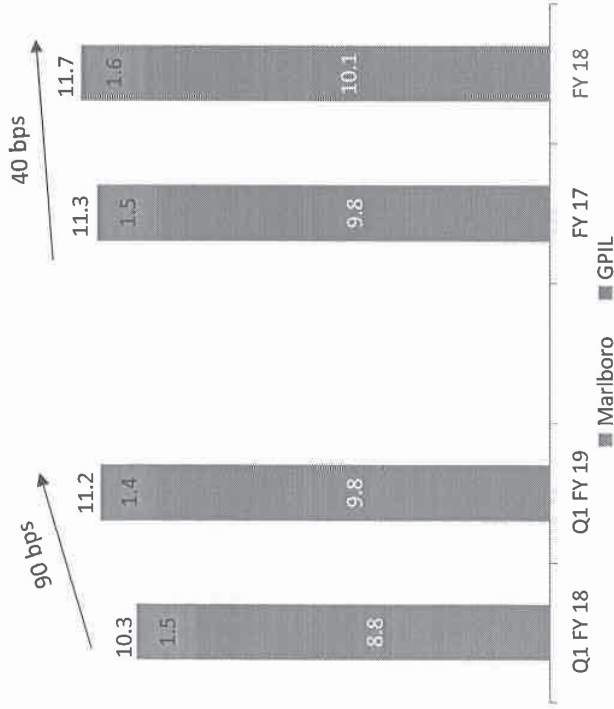


- Verge XL, a cigarette look alike product
- Verge Atom, the first Pod Mod
- Verge E-Juices, flavoured e-liquids



# Cigarette Domestic Market Share and Volume Mix

Market Share (%)



Volumes (million per month)

Run Rate Volume	Q1 FY18	Q1 FY19	FY17	FY18
GPIL Brands	618	717	696	697
% of Total	85%	87%	87%	86%
Marlboro	105	103	106	113
% of Total	15%	13%	13%	14%
<b>Total</b>	<b>723</b>	<b>820</b>	<b>802</b>	<b>810</b>

Note: Market share data is based on internal estimates



## Q1 FY2019 Financial Summary

Rs. Crore	Standalone				Consolidated						
	Q1 FY19	Q1 FY18	Y-o-Y (%)	Q4 FY18	Q-o-Q (%)	FY18	FY17	Y-o-Y (%)	FY18	FY17	Y-o-Y (%)
<b>Gross Sales Value</b>	1,377	1,279	7.7%	1,461	(5.7)%	5,803	5,389	7.7%	5,813	5,399	7.7%
Gross Revenue	598	1,039		572		2,877	4,396		2,891	4,412	
Less: Excise	(23)	(500)		(28)		(565)	(2,009)		(565)	(2,009)	
<b>Net Revenue</b>	<b>575</b>	<b>539</b>		<b>544</b>		<b>2,312</b>	<b>2,387</b>		<b>2,326</b>	<b>2,403</b>	
COGS	252	317	(20.5)%	255	(1.2)%	1,191	1,271	(6.3)%	1,195	1,270	(5.9)%
<b>Gross Profit</b>	<b>323</b>	<b>222</b>	<b>45.5%</b>	<b>289</b>	<b>11.8%</b>	<b>1,121</b>	<b>1,116</b>	<b>0.4%</b>	<b>1,131</b>	<b>1,133</b>	<b>(0.2)%</b>
<i>Gross Margin</i>	23.5%	17.4%		19.8%		19.3%	20.7%		19.5%	21.0%	
Employee Benefits	67	59	13.6%	46	45.7%	210	233	(9.9)%	239	263	(9.1)%
% of Sales	4.9%	4.6%		3.1%		3.6%	4.3%		4.1%	4.9%	
Advertising and Sales Promotion	27	32	(15.6)%	30	(10.0)%	131	131	0.0%	132	132	0.0%
% of Sales	2.0%	2.5%		2.1%		2.3%	2.4%		2.3%	2.4%	
Other Expenses	132	126	4.8%	142	(7.0)%	522	504	3.6%	502	485	3.5%
% of Sales	9.6%	9.9%		9.7%		9.0%	9.4%		8.6%	9.0%	
<b>EBITDA</b>	<b>97</b>	<b>5</b>	<b>1,840%</b>	<b>71</b>	<b>37%</b>	<b>258</b>	<b>248</b>	<b>4.0%</b>	<b>258</b>	<b>253</b>	<b>2.0%</b>
<i>EBITDA Margin</i>	7.0%	0.4%		4.9%		4.4%	4.6%		4.4%	4.7%	
<b>Net Profit (Adjusted)</b>	<b>57</b>	<b>(3)</b>	<i>nm</i>	<b>43</b>	<b>32.6%</b>	<b>141<sup>2</sup></b>	<b>136</b>	<b>3.7%</b>	<b>139<sup>2</sup></b>	<b>137</b>	<b>1.5%</b>
<i>Net Profit Margin</i>	4.1%	(0.2)%		2.9%		2.4%	2.5%		2.4%	2.5%	

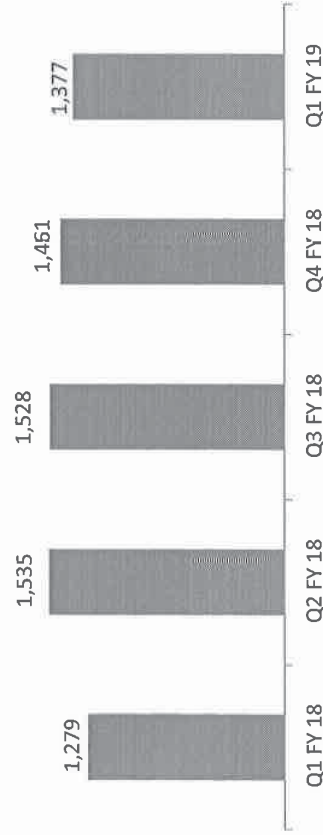
Note:

- Margins are calculated based on Gross Sales Value
- Net Profit for FY18 is adjusted for Rs. 20 Crore realized on sale/assignment of trademarks associated with packaged tea business of the Company

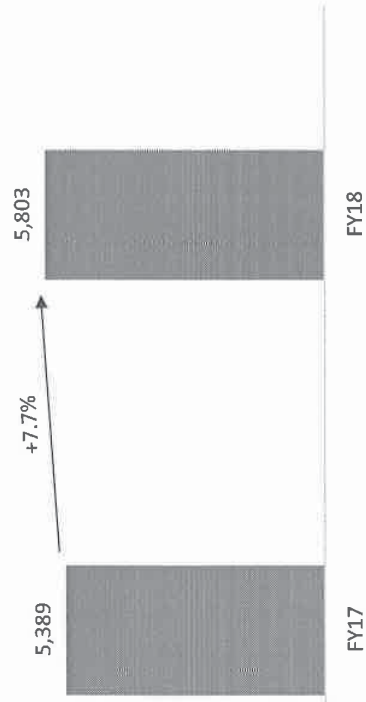


# Revenue Analysis

Gross Sales Value – Quarterly Standalone (Rs. Crore)



Gross Sales Value – Annual Standalone (Rs. Crore)



## Management Perspectives

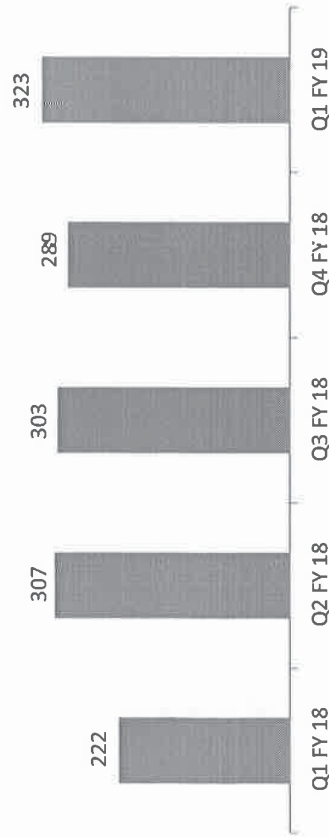
- Gross Sales Value includes Excise Duty, NCCD, GST, GST Compensation Cess and VAT as applicable in the corresponding reporting period
- Y-o-Y increase in Q1 FY2019 gross sales was attributed to:
  - Increase in volume of cigarette sales
  - Increase in export of unmanufactured tobacco
  - Better product mix and higher realization
- TFS convenience stores continued to perform well and registered a 60% growth in Q1 FY19 gross sales to reach Rs. 68 Crore



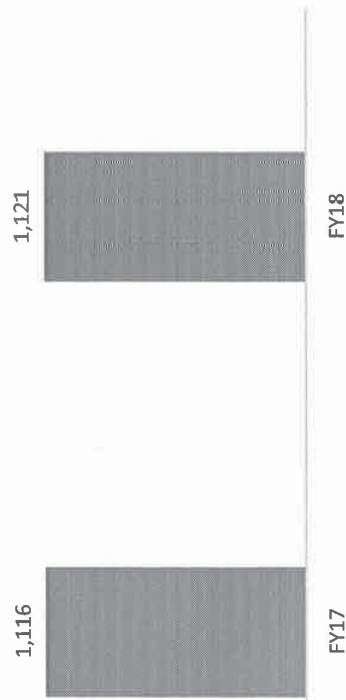


# Gross Margin Contribution

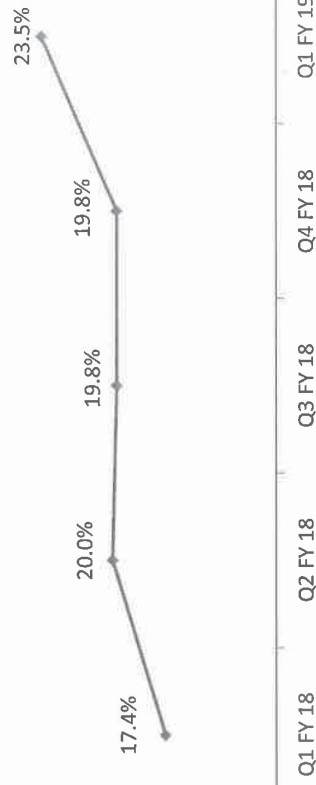
Gross Profit – Quarterly Standalone (Rs. Crore)



Gross Profit – Annual Standalone (Rs. Crore)



Gross Profit Margin (%) on Gross Sales Value



## Management Perspectives

- Consistently increasing gross margin performance despite industry challenges
- Marlboro brand accounted for 13% of the total GPIL cigarette volumes in Q1 FY19
- Q1 FY19 gross margins increased due to a combination of better product mix and improved realization

# Corporate Social Responsibility (CSR)



## Modicare Foundation

Founded in 1996, Modicare Foundation's core focus areas are empowerment of children, adolescents and women by developing a holistic approach towards education, life skills and leadership

### Vision

Modicare foundation strongly believes that every individual has the potential to transform his / her to life to grow and develop as an active citizen

### Mission

Empower the marginalised population specially women, adolescents, youth and children with skills and knowledge to work as change agents for themselves and their community

## Key Projects

### Khwabgah



- Provide comprehensive development opportunities to children, adolescents / young adults and their families
- Over 1,500 children are directly benefitting while over 100,000 people are receiving services and support
- Location: Slums of South Delhi

### Ambassadors of Change (AOC)



- Flagship programme since 2000, provides life skill education for in and out of school adolescents
- Empower 4200 adolescents every month and till date it has reached over 1.5 lakh adolescents and 130 institutions

### Ehsaas



- Supported by Clinton Foundation, USA and works as coordinating agency on the National Pediatric Program which linked HIV+ children with government ART centres
- Supported over 1000 affected families and provided HIV related counselling services to 11,000 people

### Partners in Change



- Provides training / capacity building on gender, sexual harassment at workplaces, reproductive health, HIV/AIDS
- Support includes activities such as awareness generation through community based camps, forming internal committees, master trainers

# Corporate Social Responsibility (CSR)



## Program for Tobacco Grading Women

### Program

- About 650 women, engaged into tobacco leaf grading activity for cigarettes and tobacco exports in Ongole, Andhra Pradesh are direct beneficiaries
- The program was held over 3 tobacco grading units and 4 villages where majority of the women worker reside

### Initiatives

- Edugundlapadu is now a model village - 100% open defecation free with toilets for all families, health camps for better health & sanitation, tree plantation, Community RO for safe water, infrastructure of 2 primary school and Angaanwadi
- The program has also provided Community RO's at the 3 other villages and 3 Grading Centres, Health camps, infrastructure and development of 7 schools and 8 Angaanwadis, over 500 scholarships to merit student, 5 skilling centre for girl dropouts, and helped create Self Help Groups with 2420 women members, VDS (village Dev. Society) with 200 members



# Corporate Social Responsibility (CSR)



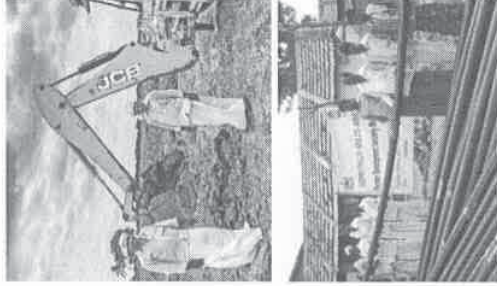
## Program for Burley Tobacco Farmers

### Program

- Burley tobacco producing farmers are important stakeholders of the Company and there is a direct impact on the business due to the various issues impacting the farmers
- CSR objectives are integrated with the Tobacco Leaf Division to facilitate stringent standards and expectations from farmers under the agriculture labor practice and ensure that tobacco farming is sustainable while developing the communities to ensure higher standards of living

### Initiatives

- Since 2014 over 3,200 families in 60 villages have been directly impacted and 2 lakh population are enjoying the community initiatives
- Water and soil conservation through farm ponds, water harvesting and desiltations
- Reducing debt through Farmers Development Societies (FDS) and support to farmers with curing sheds that help protect the crop
- Access to safe water with community RO, health camps and toilets
- Zero incidences of child labour







## Godfrey Phillips India Limited

CIN: L16004MH1936PLC008587

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—INDIA LIMITED—**

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