

MBFSL/CS/2021-22

15th February, 2022

To,	To,
Department of Corporate Relations,	National Stock Exchange of India Ltd,
BSE Limited,	Exchange Plaza, C- 1, Block G,
Phiroze Jeejeebhoy Towers,	Bandra Kurla Complex, Bandra (East),
Dalal Street, Mumbai – 400001	Mumbai– 400051
Scrip Code : 543253	Scrip Symbol : BECTORFOOD

Dear Sir/Ma'am,

Subject: Investor's Presentation

In terms of Regulation 30 and other applicable provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith copy of Investors' Presentation with respect to the performance of the Company for the Quarter and Nine Months ended December 31, 2021.

The same is also available on the website of the Company i.e. <u>www.cremica.in</u>.

Thanking You,

Yours faithfully,

For Mrs. Bectors Food Specialities Limited

Atul Sud

Company Secretary and Compliance Officer M.No. F10412

Encl: as above

Mrs. Bectors Food Specialities Ltd.

Corporate Office : 1st Floor, Emaar Digital Greens Tower-A, Golf Course Extension Road, Sector 61, Gurugram, Haryana-122102 (India) P: (+91-124) 4096 300 Regd. Office : Theing Road, Phillaur- 144410, Punjab, India P: (+91-1826) 225418, 222826, 2223138 F: (+91-1826) 222915 CIN: L74899PB1995PLC033417, E: compliance@cremica.in, biscuits@cremica.in



INVESTOR PRESENTATION

Q3 & 9M FY2022



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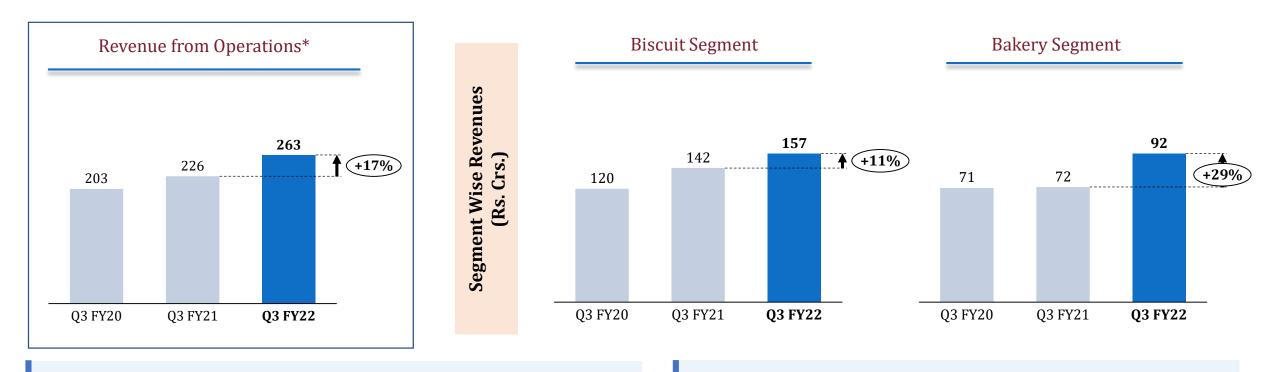
one stop destination for rich taste and crunchiness CRENICA





Q3 & 9M FY22 Financials





Biscuit segment reported a growth of 11% over higher base of Q3 FY21 and 6% over Q2FY22.

Our export market has witnessed strong growth from last year.

Further, in our domestic market we have seen good growth through the Modern trade channels and the effect of Covid is also subsiding.

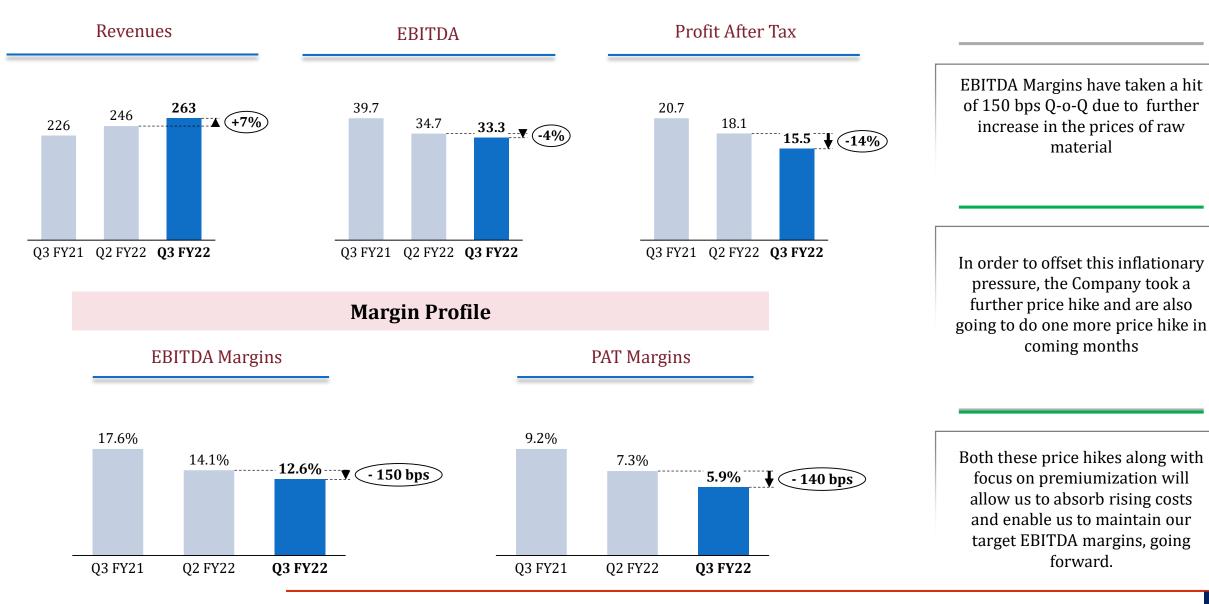
Bakery segment has grown by 29% in Q3FY22 including retail bakery and institutional segment.

Retail Bakery has grown in high teens compared with Q3FY21 with continuous focus on increasing distribution and premiumization of our products.

Our Institutional bakery sales has witnessed higher double-digit growth from last year. With the relaxing timing norms for restaurants, opening up for deliveries and dine ins, we have great momentum in this segment because of improving demand from QSR side

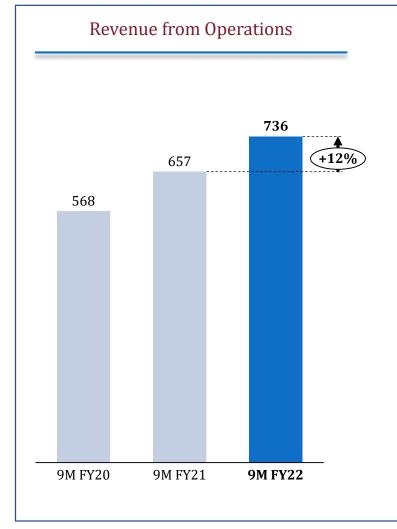
* Total Revenue includes revenue from other (contract manufacturing)



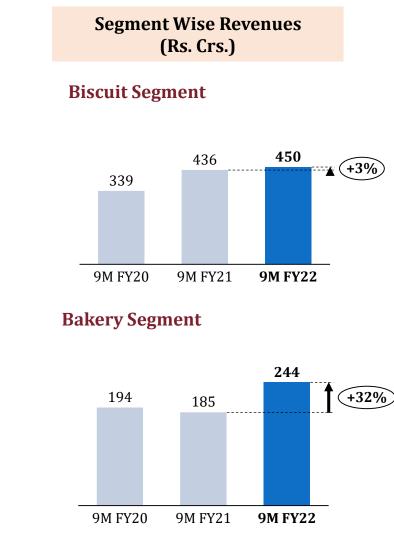


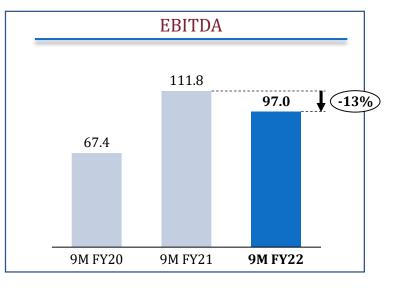
9M FY22 Performance Highlights

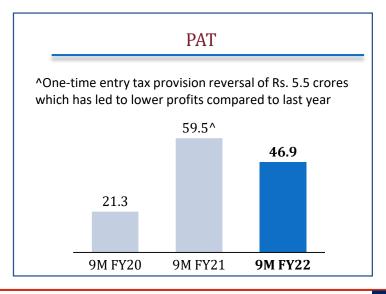




* Total Revenue includes revenue from other (contract manufacturing)







Biscuit Segment includes Domestic, Exports and CSD ; Bakery Segment includes Retail & Institutional

6

Profit & Loss Statement – Q3 & 9M FY22



Profit & Loss Statement (Rs. Crs.)	Q3 FY22	Q3 FY21	Ү-о-Ү	Q2 FY22	Q-o-Q	9M FY22	9M FY21	Ү-о-Ү
Revenue from Operations	263.2	225.8	16.6%	246.3	6.9%	735.9	656.7	12.0%
Cost of Materials Consumed	139.3	121.2		135.9		400.6	350.1	
Purchase of stock-in-trade	4.1	-		3.7		10.5	-	
Changes in Inventories of Finished Goods and Work in Progress	5.8	-6.7		-3.4		1.0	-10.8	
Gross Profit	113.9	111.3	2.5%	110.2	3.5%	323.7	317.4	2.0%
GP %	43.3%	49.3%		44.7%		44.0%	48.3%	
Employee Benefits Expense	35.8	33.6		32.9		101.2	95.6	
Other Expenses	44.9	38.0		42.6		125.5	110.0	
EBITDA	33.3	39.7	-16.2%	34.7	-4.0%	97.0	111.8	-13.2%
EBITDA %	12.6%	17.6%		14.1%		13.2%	17.0%	
Other Income	1.6	1.2		1.6		4.8	8.8	
Depreciation and Amortisation Expense	12.0	11.3		10.9		34.0	33.5	
EBIT	22.9	29.6	-22.8%	25.4	-10.1%	67.8	87.1	-22.1%
Finance Costs	2.0	1.9		1.1		4.8	7.4	
Share of net profit of associate accounted for using the equity method	-	-		-		-	0.1	
PBT	20.9	27.7	-24.6%	24.3	-14.1%	63.1	79.8	-20.9%
Total Tax Expense	5.4	7.0		6.2		16.1	20.3	
Profit for the period	15.5	20.7	-25.0%	18.1	-14.3%	46.9	59.5	-21.1%
PAT %	5.9%	9.2%		7.3%		6.4%	9.1%	



1 line of Bread and 1 Bun line at Greater Noida 1 Biscuit Line at Rajpura Expansion of Bakery Plant in Mumbai

The Company has invested Rs. 62 crores on additional line of Bread and a Bun line at Greater Noida factory.

Both these lines have become operational since October 2021, and the company started reaping benefits from the same The Company has also started investment on another Biscuit line from the IPO Proceeds of Rs. 40.5 crores to finance the cost of Rajpura Expansion Project.

Capex has started, and Company has invested ~Rs. 8 crores till date Company has purchased land in Khopoli, Mumbai adjacent to our factory for expansion of our Bakery business.

This expansion will help us with the ever-increasing requirement of our breads in the Mumbai and Pune region.

COMPANY OVERVIEW







Mrs. Rajni Bector FOUNDER OF THE COMPANY

Mrs. Rajni Bector conferred with **Padma Shri** for her contribution to trade and industry

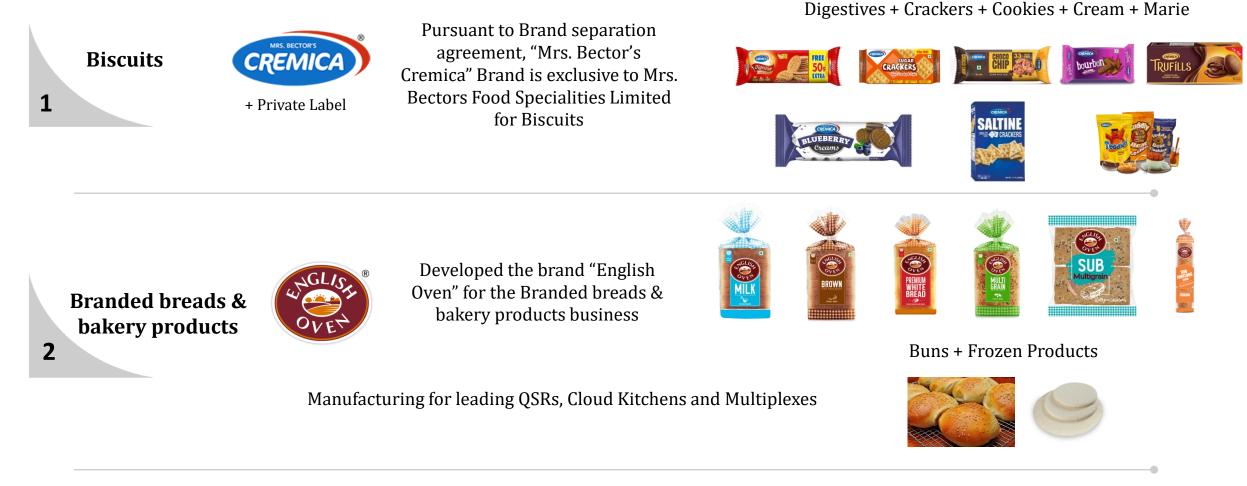


I feel blessed and express my gratitude to the central government for recognising my services. I am feeling honoured and want to thank my family, children, and staff. This is a very proud moment for me and for all at Bectors. I would like to dedicate this award to all who have worked that extra mile to make this possible. I would also like to thank our customers, who believed in us, supported us and continued relationships with us which motivated us to work harder to give them the best products in our category.



Felicitated by State Bank 'Lifetime Achievement of India for her 'Woman of 'Outstanding Women 'Hall of Fame 2010, 'Award for Excellence' outstanding achievement Excellence' from Award' and 'Pride of Entrepreneur' by Small The Premier League' from FICCI Ladies Punjab' by Global as an entrepreneur and **FICCI** Ladies **Industries Development** by the Human Factor Organisation, Ludhiana Achievers Forum in serving as a role model Organisation, Bank of India in 2010 in 2010 in 2009 for the women fraternity 2017 Ludhiana in 2014 in 2017







3

Contract Manufacturer for Biscuits like Oreo and Chocobakes for Mondelez



Market



	Bis	cuits	Bakery Products		
	Domestic	Exports	Consumer Bakery	Institutional Bakery	
Market Share^	4.5% of the premium and mid-premium biscuits market in North India, in FY20	~12% share of the total exports of biscuits from India in CY19	5% market share in the Branded Breads Segment in India	11% market share in semi processed and dough-based offerings, in FY20	
Distribution#	 Strong presence in North India 900+ Distributors 250+ Super Stockists 550,000+ retail outlets 5,000+ preferred outlets Supplying to CSD through 33 locations 	 Exports to 64 countries Supply to reputed retail chains, distributors and buying houses 	 210+ distributors 18,000+ retail outlets Catering to Delhi NCR, Mumbai, Pune, Bengaluru 96 SKUs 	Sole and Preferred supplier havi strong and long relationships w leading international QSRs, multip chains, and cloud kitchens for burg buns, muffins, garlic breads and oth bakery products	



Significant investments made over the last few years to establish and enhance capacities and premiumization of product portfolio

2006

2010

• Investment from Jade Dragon (Mauritius) Limited

- Commenced Khopoli, Facility
- **2007** Capacity expansion at Greater Noida Facility
 - Entered into an agreement with Cadbury India Limited for manufacturing Oreo biscuits
 - Acquisition of stake by IL&FS Trust Company Limited and India Business Excellence Fund-I

- Brand Separation MOU "Mrs. Bector's Cremica" brand for Biscuit's business & "English Oven" for bakery business are exclusive to Mrs. Bectors Food Specialities Limited
- Capacity expansion at Tahliwal, Himachal Pradesh with new imported line for manufacturing crackers biscuit
- **2014** Commenced Bengaluru Facility

2013

- Acquisition of stake by Linus, Mabel, GW Confectionary and GW Crown
- Installation of new imported line at Phillaur, Punjab by replacing Indian line for manufacturing biscuits
- Capacity expansion at Greater Noida Facility

- Green field investment made at Rajpura Facility and commissioned state of art facility for cookies and biscuits
- Introduction of new bread line at Greater Noida Facility

2018

2020

2021

- Established new production line for breads at the Bengaluru Facility
- Land acquired at Dhar, Madhya Pradesh for further expansion
- Proposed expansion of the Rajpura Manufacturing Facility
- Proposed expansion at Noida Manufacturing Facility for Bakery products
- IPO with listing on NSE and BSE with a valuation of ~Rs. 3,000 crores
- Capacity expansion for Cookies at Rajpura Facility
 - Completed additional one line of Bread and one Bun line at Greater Noida in October'21

Automated state of art manufacturing units



- Equipped with advanced modern technology and automated systems
- Invested Rs. 320 crores between FY18 to FY21 to build capacities with superior capabilities
- Specifically, sourced best in class equipment from Denmark, Germany, US and Italy
- Plants are equipped with best of technology with capability to produce international quality products

Focus on innovation -

Introduced 'sub breads' branded as 'English Oven Sub' Introduced Jeera Biscuits, Ajwain Cracker for ethnic taste preferences

Commissioned a sheeting line capable of producing 'Focaccia Breads', 'Panini Breads', 'Ciabatta Breads'





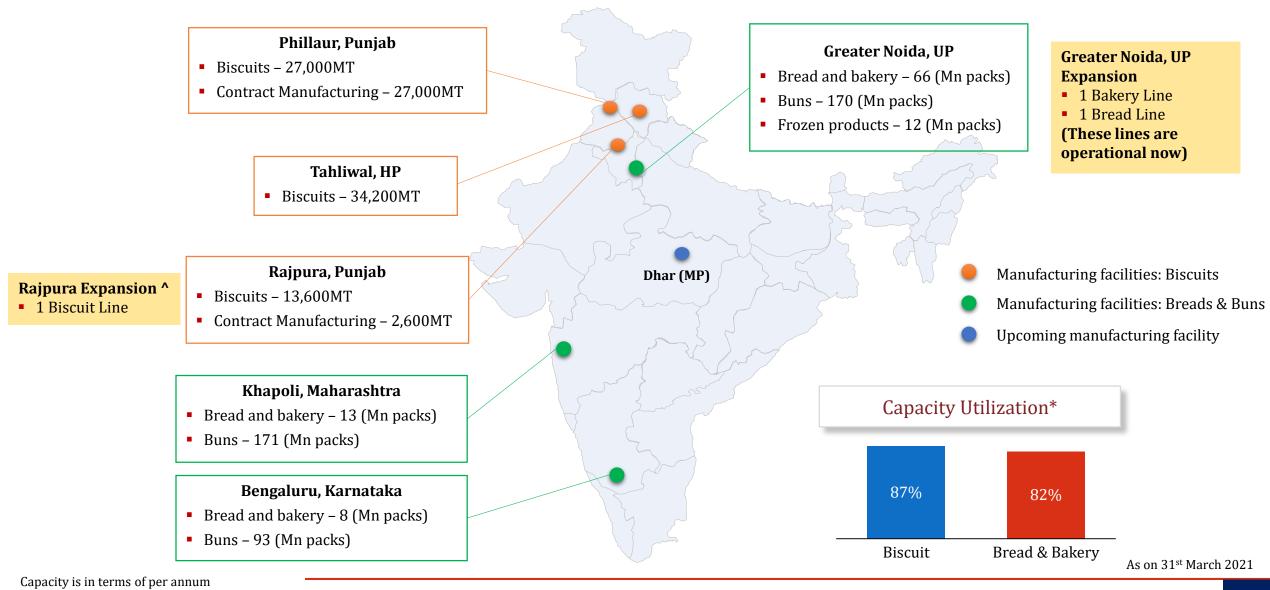


State of the art quality assurance lab with 63 highly capable personnel aiding quality and innovation

...with strong focus on Quality Control

Strategically located for efficient distribution





* Own Capacitites

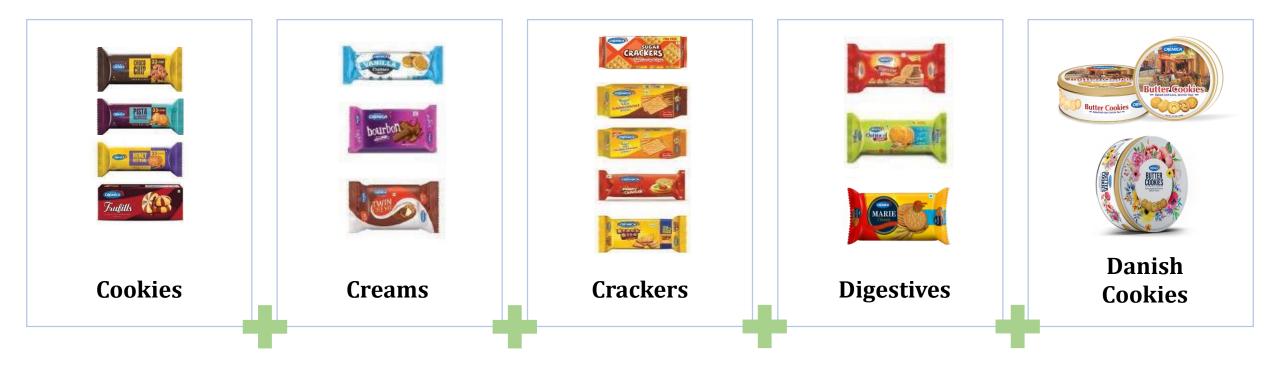


BISCUIT DIVISION





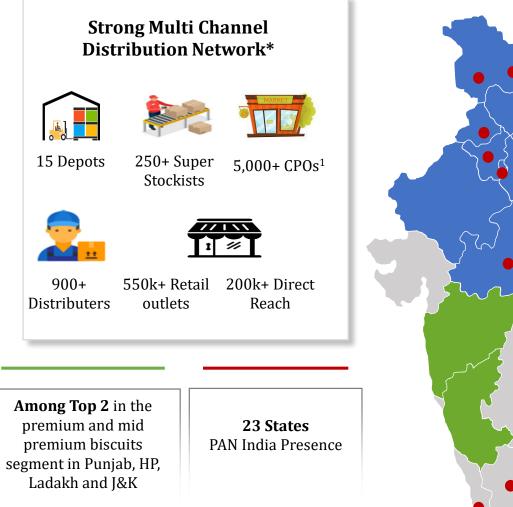
'Mrs. Bector's Cremica' is one of the leading biscuit brands in the premium and mid-premium segment in North India

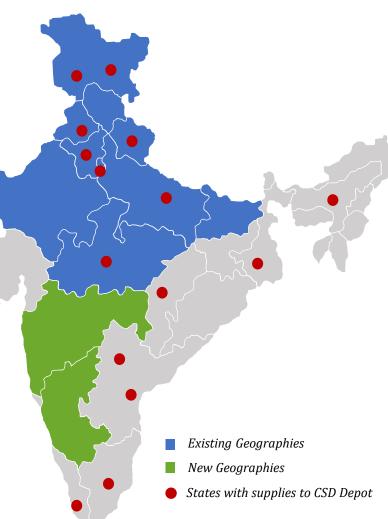


Company has a strong presence in North India which it intends to leverage to expand presence in the other regions of India Launched new products such as 'Trufills', 'Premium Sugar and Classic Crackers', 'Pista Almond Cookies', etc.

... with a PAN India Distribution Network...







Sales Automation tool to track distribution on real time

- Enables company to track the real time coverage, sales efficiencies & effectiveness, and working discipline of its distribution network
- Helped increase productivity of sales team by providing access to critical information of sales and products and strategic information about sales trends, on a real-time basis

General Trade (GT)

- Present at 550k+ retail outlets across India
- Company plans to increase Cremica Preferred Outlets (CPOs)

Modern Trade (MT)

- Expanded distribution in modern trade; presence in all national chains
- Introducing larger and mid-sized packs of existing high selling products based on buying patterns and regional preferences

E-Commerce

• Company has also started selling their products through various e-commerce platforms in India

CSD

• One of the largest suppliers of biscuits to the CSDs supplying in 33 locations across India

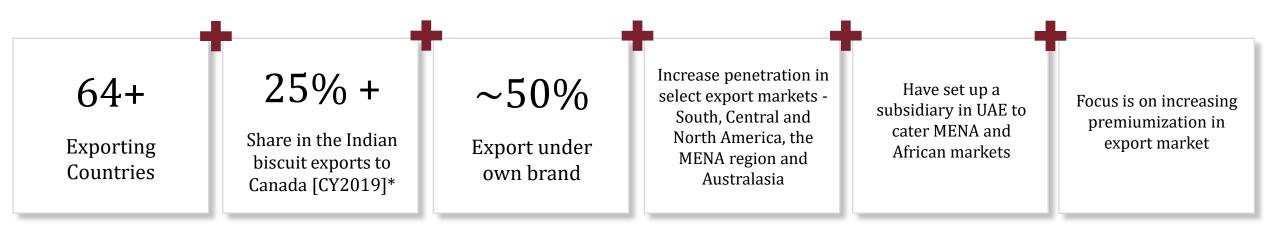
* As on 31st March 2021

Note - 1. CPOs – Cremica Preferred Outlet

Disclaimer : Map not to scale. All data, information and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness

Export business – Long runway for growth

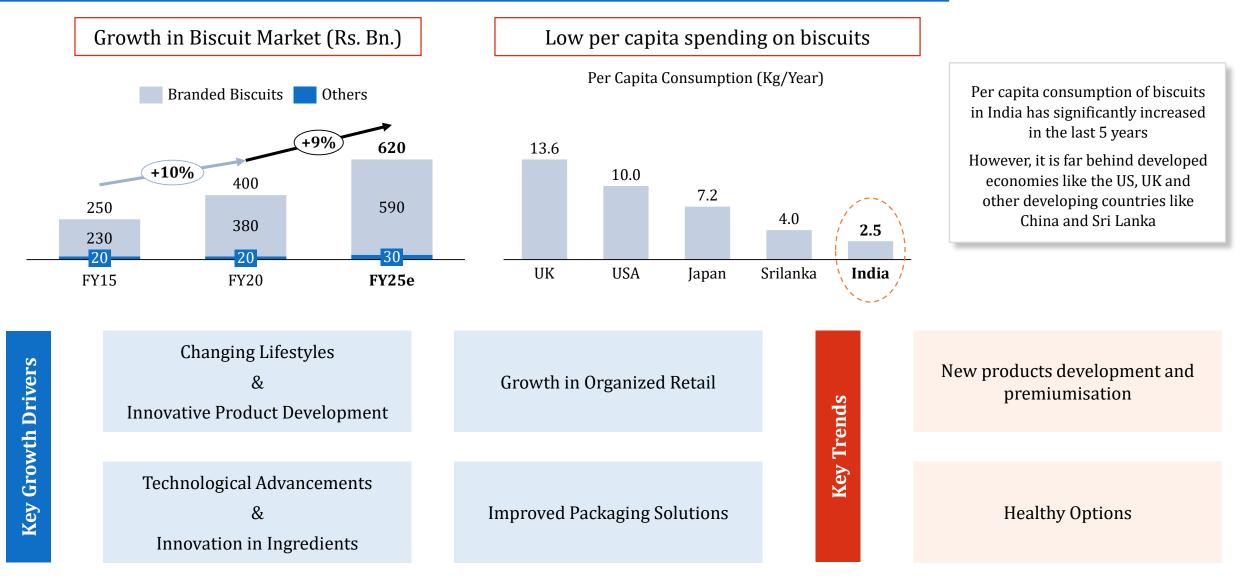




Strong International Portfolio









BREAD & BAKERY DIVISION



Fastest growing premium Bakery brand in India

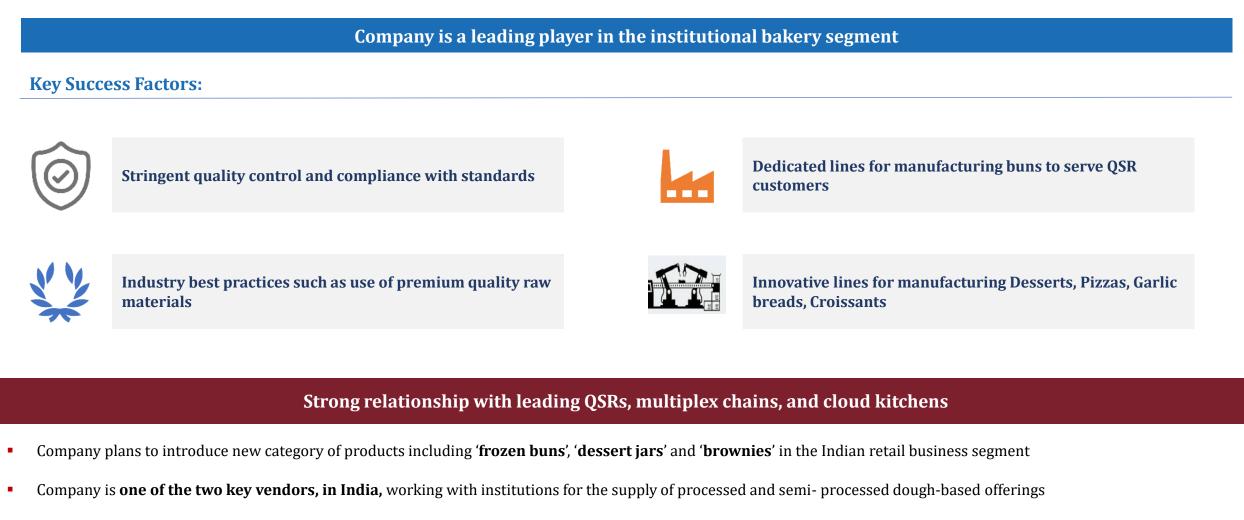




- Focus on quality and consistency
- Company aims to cater to wide variety of retail customers by introducing new niche product variants
- Focusing on expanding distribution network for increased penetration in Tier 1 and Tier 2 cities

- 18,000+ Retail outlets
- Avg of **2,30,000+** packs sold every day in FY21
- Branded Breads business has grown at CAGR of 33% in the last 3 years
 - Largest premium selling brand in **Delhi NCR**, **Mumbai**, **Bangalore**



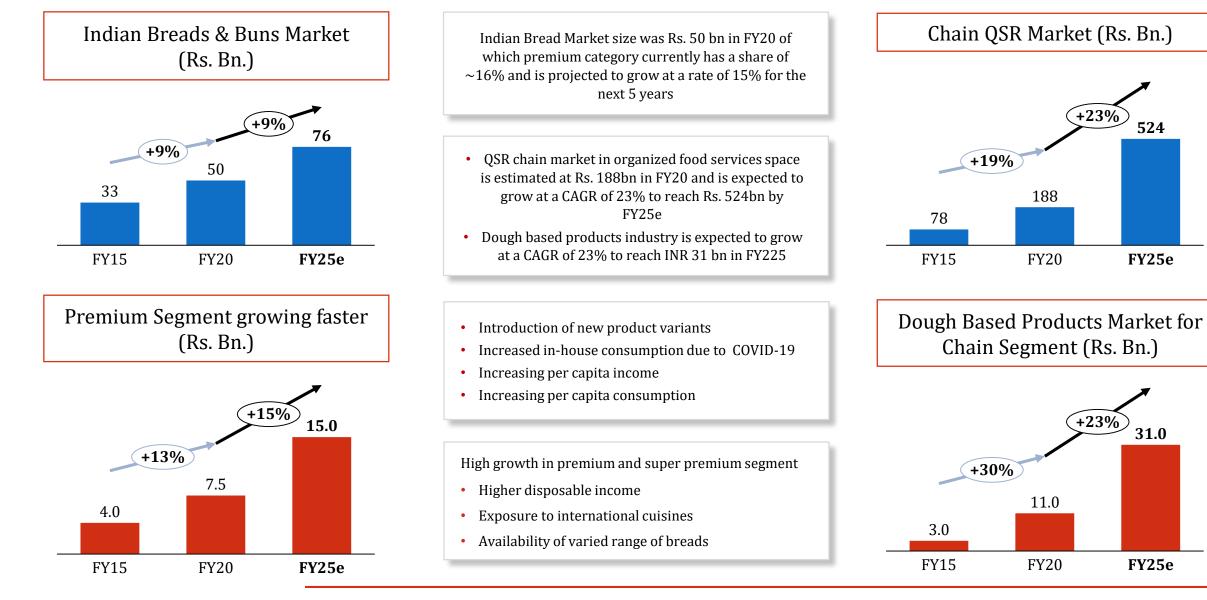


 Company is well positioned to capitalize on the growth opportunity in the institutional bakery business by leveraging its dedicated manufacturing facilities and longstanding relationships with key institutional customers

Growth Potential in Bread & Bakery Business

Source: Technopak Report





Mrs. Bectors Food Specialities Limited 24

On ground brand building initiatives



Branding Activities









HAPPINES













THE TASTE OF

सालासर प्रोविजनल स्टोर

A CONTRACTOR

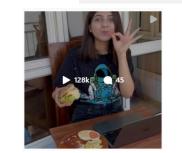
In-Shop





Delicious café style Guac & Rajma Burger with English...

English Oven 364K views · 1 week ago YouTube



CREMICA

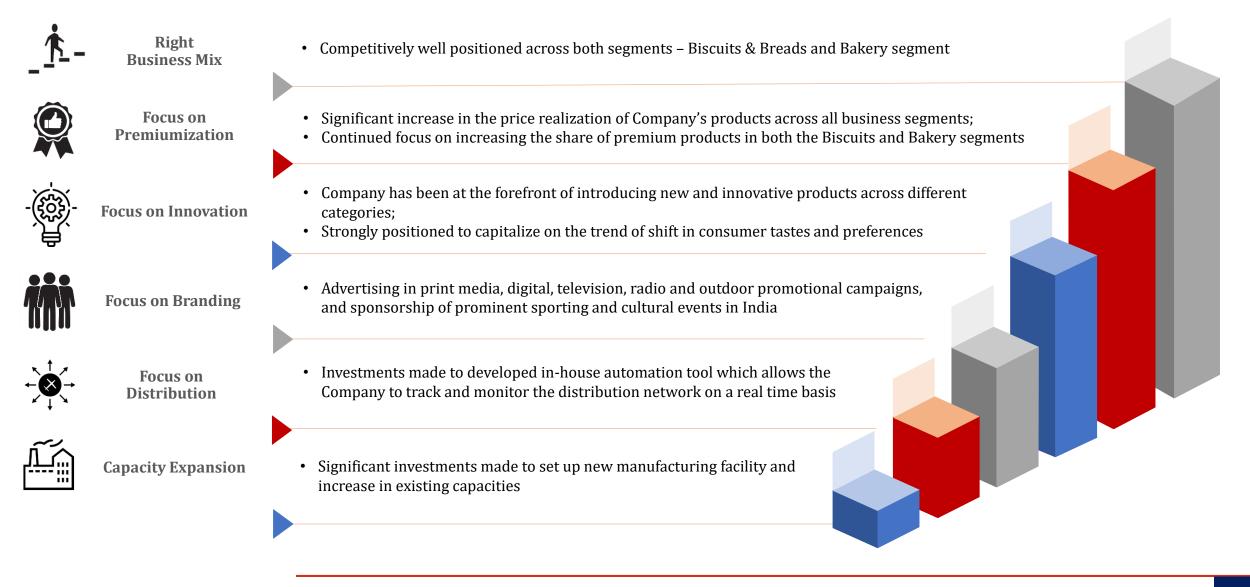






Well positioned to capture growth





one stop destination for rich taste and crunchiness CRENICA

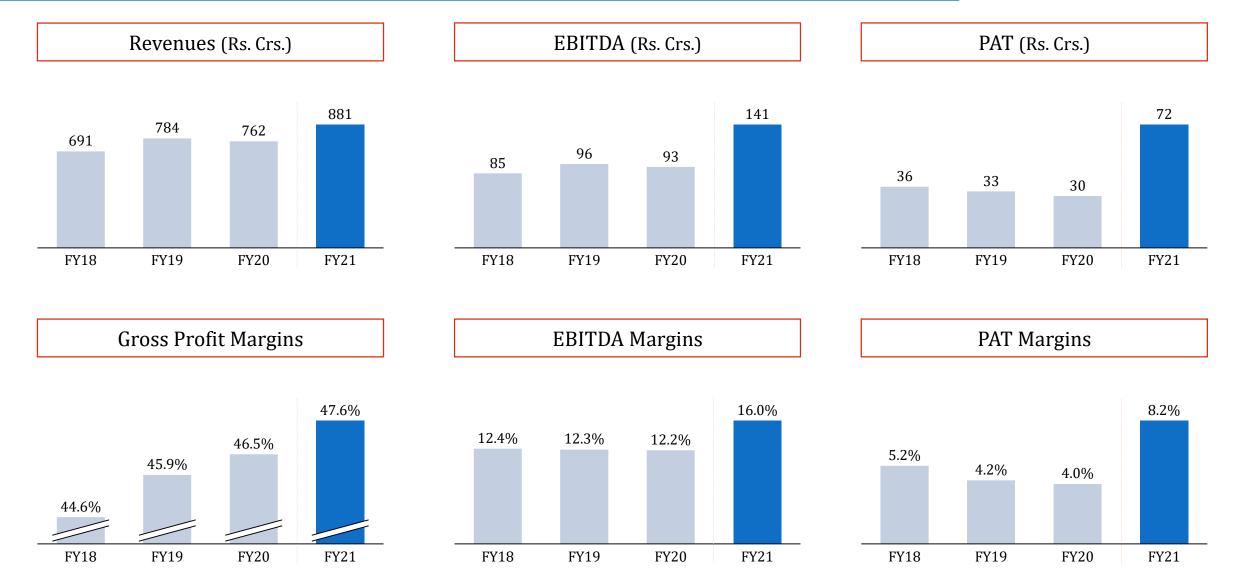




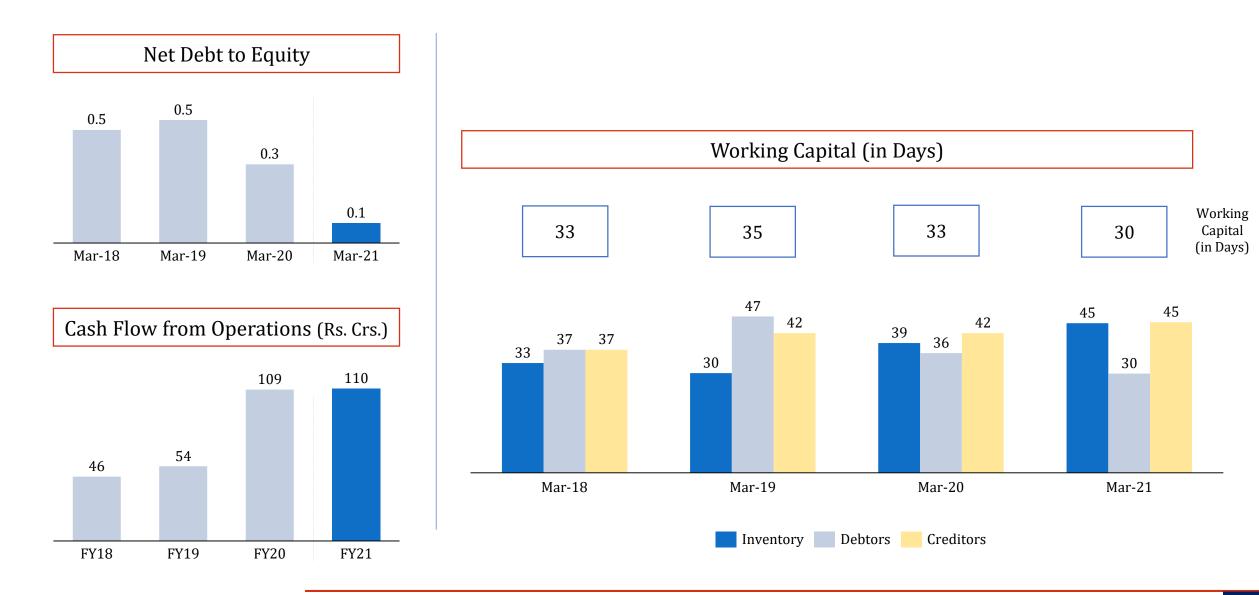
Historical Financials

Historical Financials









Historical Profit & Loss Statement



Profit & Loss Statement (Rs. Crs.)	FY21	Mar-20	Mar-19	Mar-18
Revenue from Operations	880.7	762.1	783.7	690.6
Cost of Materials Consumed	467.8	411.3	406.8	377.9
Purchase of stock-in-trade	0.6	0.4	13.4	12.0
Changes in Inventories of Finished Goods and Work in Progress	-6.8	-4.2	3.8	-7.1
Gross Profit	419.1	354.7	359.6	307.8
GP %	47.6%	46.5%	45.9%	44.6%
Employee Benefits Expense	126.9	117.9	109.7	91.3
Other Expenses	151.2	144.0	153.8	131.1
EBITDA	141.1	92.8	96.1	85.5
EBITDA %	16.0%	12.2%	12.3%	12.4%
Other Income	10.1*	2.9	2.4	1.8
Depreciation and Amortisation Expense	44.7	41.5	35.2	28.3
EBIT	106.5	54.2	63.3	58.9
Finance Costs	9.5	15.0	12.7	6.1
Share of net profit of associate accounted for using the equity method	0.1	0.0	0.1	0.0
РВТ	97.1	39.2	50.7	52.8
Total Tax Expense	24.8	8.8	17.5	16.9
Profit for the year	72.3	30.4	33.2	35.9
PAT %	8.2%	4.0%	4.2%	5.2%

Historical Balance Sheet



EQUITY AND LIABILITIES (Rs. Crs.)	31-Mar-21	31-Mar-20	31-Mar-19	31-Mar-18
Equity				
Equity share capital	58.7	57.3	57.3	57.3
Other equity	372.5	262.2	237.5	209.3
Total equity	431.2	319.4	294.8	266.6
Non-current liabilities				
Financial liabilities				
(i) Borrowings	114.8	85.7	107.2	94.7
(ii) Lease liabilities	1.0	1.5	2.7	4.2
Provisions	7.4	6.1	4.2	3.3
Deferred tax liabilities (net)	9.5	7.9	12.2	6.5
Other non-current liabilities	10.4	13.1	14.9	13.7
Total non-current liabilities	143.1	114.4	141.2	122.4
Current liabilities				
Financial liabilities				
(i) Borrowings	3.3	18.1	32.7	26.3
(ii) Lease liabilities	0.6	1.1	1.5	1.4
(iii) Trade payables				
(a) Total outstanding dues of micro enterprises and small enterprises	5.3	5.9	6.7	0.0
b) Others	52.0	41.1	42.1	39.0
(iv) Other financial liabilities	22.3	34.5	29.7	29.8
Other current liabilities	18.9	13.8	12.9	10.4
Provisions	3.0	15.7	14.2	12.7
Current tax liabilities (net)	1.5	1.9	1.3	2.6
Total current liabilities	106.8	132.1	141.1	122.0
Total liabilities	249.9	246.5	282.3	244.4
Total Equity and Liabilities	681.2	565.9	577.0	511.1

Historical Balance Sheet



ASSETS (Rs. Crs.)	31-Mar-21	31-Mar-20	31-Mar-19	31-Mar-18
Non-current assets				
Property, plant and equipment	339.7	337.6	344.3	240.6
Capital work-in-progress	55.3	6.7	15.6	92.1
Right-of-use assets	14.2	15.3	16.8	18.4
Goodwill	0.4	0.4	0.4	0.4
Other intangible assets	0.0	0.6	1.2	1.8
Equity accounted investment	3.9	3.8	3.8	3.9
Financial assets				
(i) Loans	3.6	3.5	3.7	3.4
(ii) Other financial assets	0.0	0.0	0.0	1.0
Income tax assets (net)	2.9	4.3	4.2	2.9
Other non-current assets	7.0	17.4	4.1	6.6
Total non-current assets	427.0	389.6	393.9	371.0
Current assets				
Inventories	56.9	43.4	35.3	35.3
Financial assets				
(i) Investment	6.2	0.0	0.0	0.0
(ii) Trade receivables	72.0	75.0	100.3	69.4
(iii) Cash and cash equivalents	34.7	20.7	5.5	5.9
(iv) Bank balances other than (iii) above	50.0	9.6	6.5	4.9
(v) Loans	2.7	0.4	0.0	0.0
(vi) Other financial assets	22.7	17.9	15.5	9.7
Other current assets	9.0	9.3	20.0	14.9
Total current assets	254.2	176.3	183.1	140.1
Total Assets	681.2	565.9	577.0	511.1

THANK YOU

Company:



CIN: L74899PB1995PLC033417

Mr. Parveen Goel Chief Financial Officer parveen.goel@cremica.in

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