



INVESTOR PRESENTATION

Q1 FY22



Thoughts from the management



Commenting on the performance for Q1 FY22, Mr. Anil Kumar Mittal – Chairman and Managing Director, KRBL Limited said,

“We are glad to have started the year on a positive note with strong volume gains across both domestic and export markets where, in Q1 FY22 we saw 33% improvement (YoY) in turnover. Domestically consumer packs have continued to perform well. Given better vaccination coverage and various States lifting their most stringent restriction on movement, the economy is reviving. Our sales volumes have shown positive momentum, with 81% increase recorded YoY.

KRBL’s presence in modern retail and on e-commerce platforms has enhanced in line with consumer preference for these channels. India Gate is meeting consumer aspirations for premium offering in staples, with assurance of highest quality. Our Unity consumer pack portfolio is marking appreciable gains in business as planned. In exports markets, our brand line-up enjoys leadership position in the largest consuming geographies, and given its vast potential for growth, gives assurance of consistency of good results.

Our Net Debt levels have marked historic lows as the cash generation has increased year upon year.

It remains our ambition to grow Basmati consumption domestically, and in line with that, we are gearing up to enhance our procurement, processing and storage capacities. Plans have been initiated to increase the share of other varieties of premium Rice in the mix, where the potential to mark our presence is attractive. Given our healthy balance sheet and strong cash flows, we are well-placed to conduct paddy purchase operations seamlessly. Already having met good success in the export markets, we are building presence in healthy food domestically. Our brand line up is strong and procurement and logistics are in place. This will be an important category and fits well with KRBL’s promise of premium and nutritious offerings.

The stature and scale of our business is backed by deep determination to grow our volumes, smart go to market strategies for our line up of brands and world-class operations. Efficiencies in operating processes through automation and strategic planning will help us in our endeavor as we build KRBL into a leading Basmati company in the world.”



Vision for growth

Shift to organized trade

With a shift from unorganized to organized trade in the domestic market, KRBL will stand most benefitted, with a ~44% share



Growth from multiple platforms

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



Profitability comes first

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



Well-oiled for expansion

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



Contents



01

Serving the finest Basmati from India

- *A heritage of achievement*

02

India Business

- *Updates & road ahead*

03

Driving strong segments & product innovation

- *Focus on consumer pack, new launches and category expansion*

04

Marketing re-orientation

- *Media communication & strategy*

05

Society focus amid pandemic

- *KRBL cares*

06

Championing Basmati abroad

- *Growing ahead by staying ahead of global trends*

07

Benefiting key stakeholders

- *Doing good for investors and customers*





Serving the finest
Basmati from India
-A heritage of achievement

Creating benchmarks for success

#1

Largest exporter of
branded basmati rice
from India



#1

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



#1

India Gate, renowned and
well established selling
brand in India



#1

KRBL has largest
contact farming network
coverage for rice



~15%

Premium that
KRBL's brands
fetch in the
domestic market



~73%

Contribution of India
Gate brand to the
domestic branded
basmati portfolio



~3-5

Days in which direct
payment made
against procurement
to farmers



14

Number of rice brands
sold under the banner of
KRBL



195

MT/hr Paddy milling
capacity across Dhuri,
Punjab and Gautam
Budh Nagar, UP



176

MT/hr Rice
Processing/Packaging
capacity across Dhuri,
Punjab and Gautam
Budh Nagar, UP



147

MW
Energy assets
across Biomass,
Wind and Solar



>1

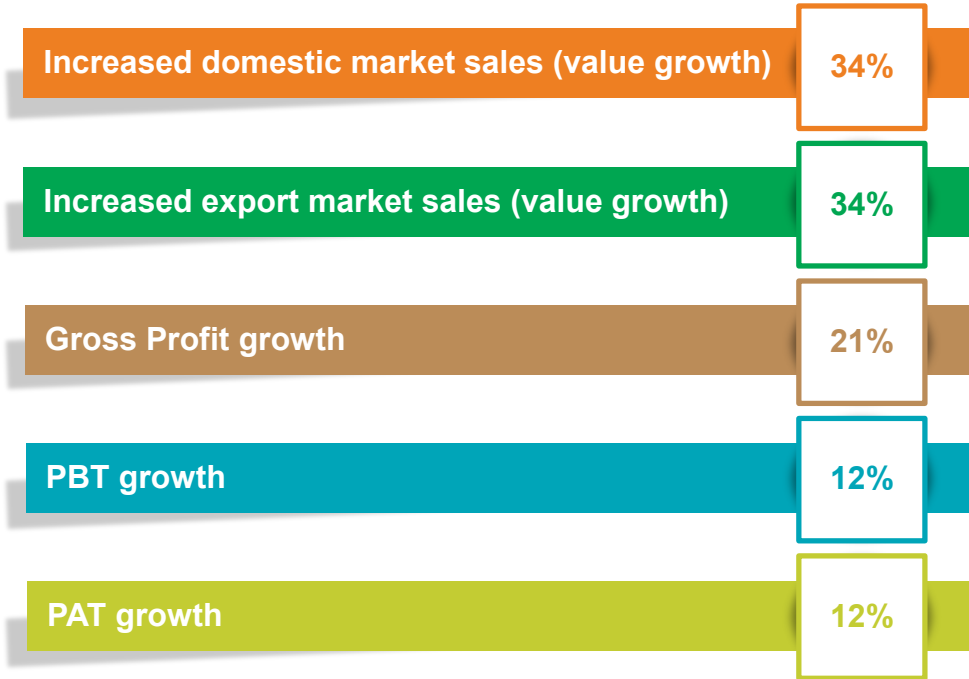
million MT
Storage capacity
across rice and paddy



Performance highlights

Q1 FY22 key perspectives (YoY basis)

Consistent performance delivery

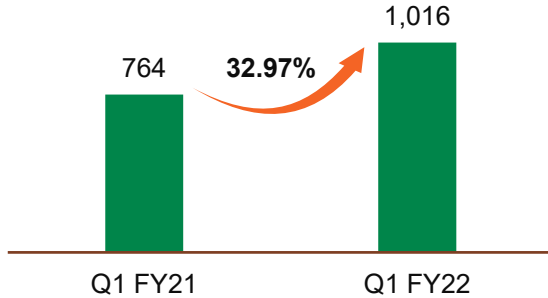


Superior profitability dynamics

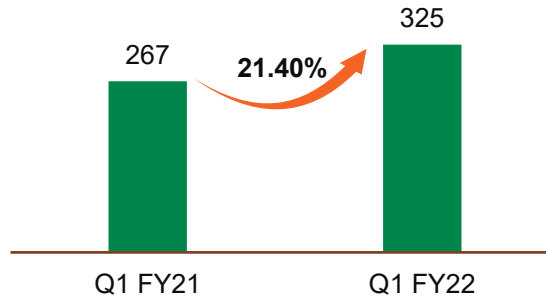


Quarterly performance – YoY basis

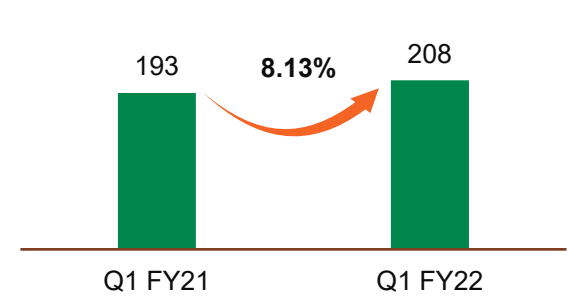
Revenue from Operations (Rs. cr.)



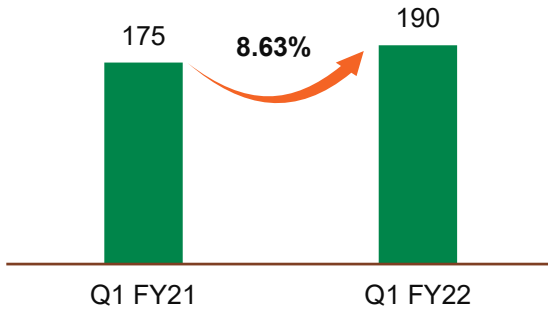
Gross Profit (Rs. Cr.)



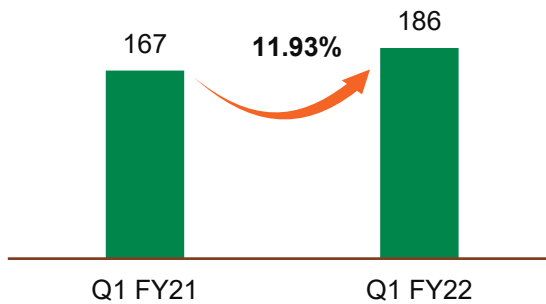
EBITDA (Rs. cr.)



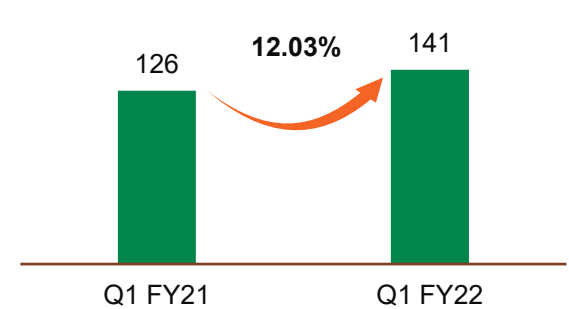
EBIT (Rs. cr.)



PBT (Rs. cr.)



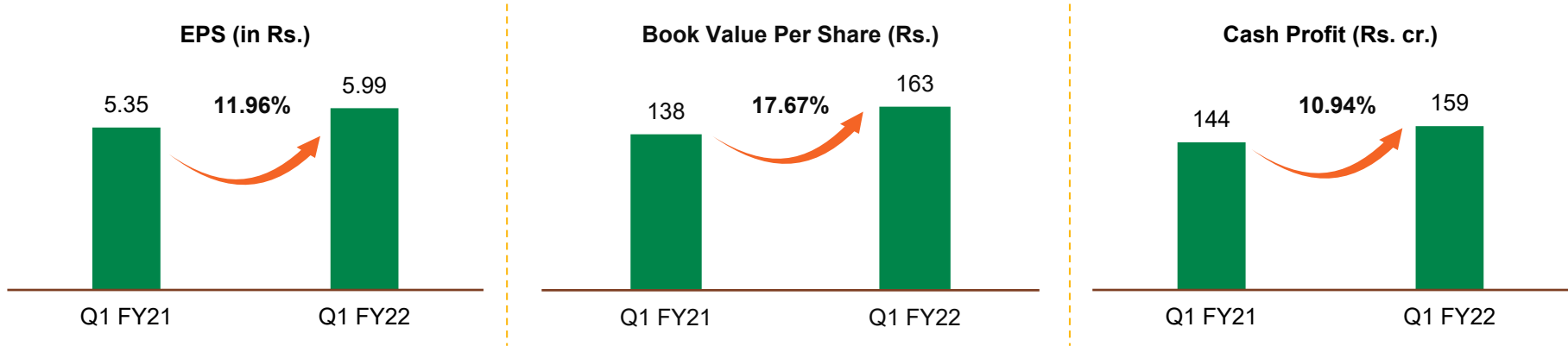
PAT (Rs. cr.)



Details on standalone financials



Quarterly performance – YoY basis



Details on standalone financials

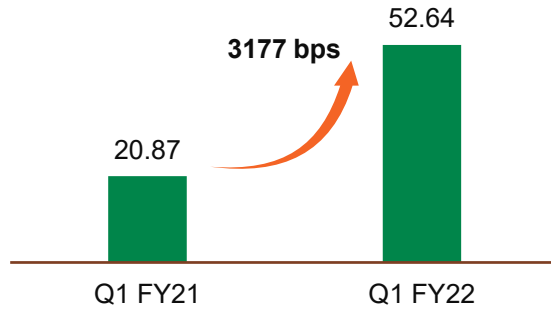


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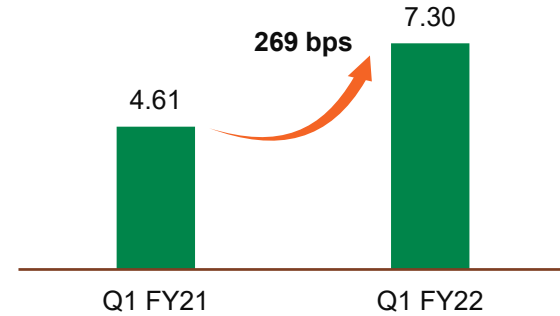


Quarterly performance – YoY basis

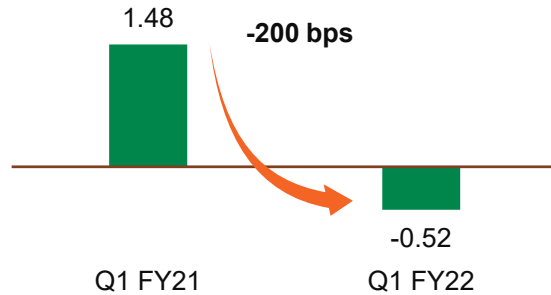
Interest Coverage Ratio



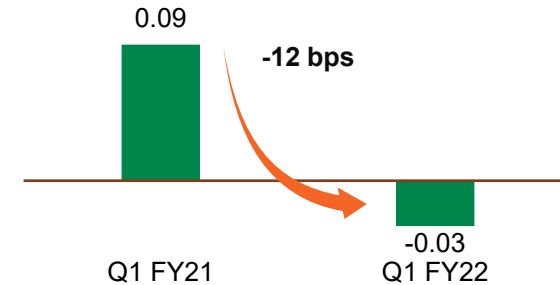
Current Ratio



Net Debt to EBITDA



Net Debt to Equity

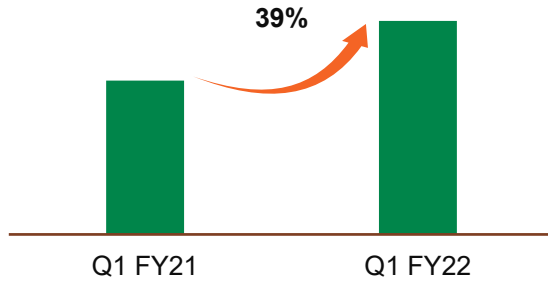


Details on standalone financials

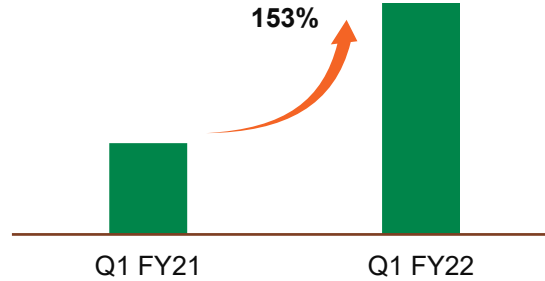


Strong volume growth trend in rice

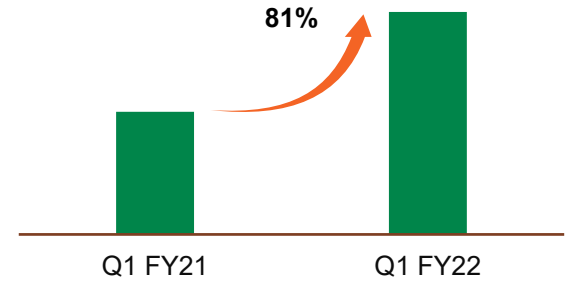
Indian Market Sales (in MT)



International Market Sales (in MT)



Total Sales (in MT)



Details on standalone financials

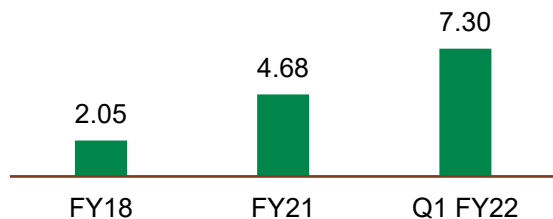


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Consistent performance over a period of time

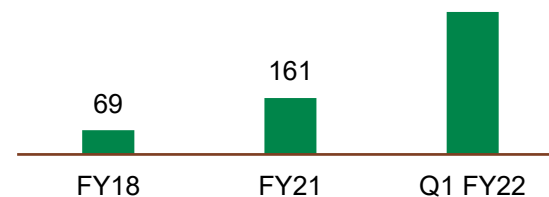
Current Ratio



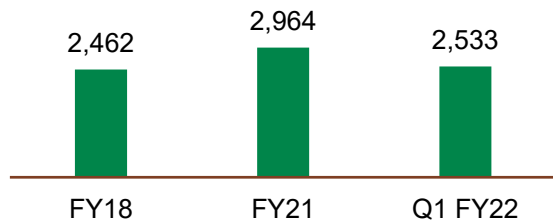
Net Bank Borrowing (Rs. cr)



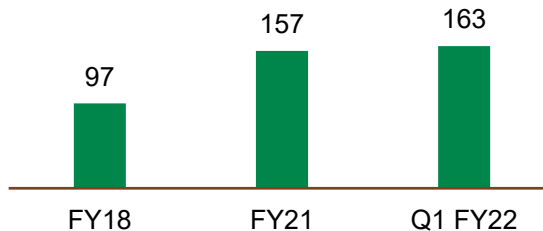
Cash & Bank Balance (Rs. cr)



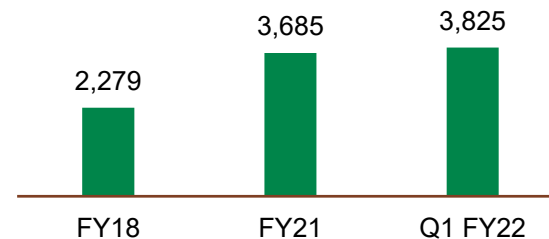
Inventory Position (Rs. cr)



Book Value per Share (Rs.)

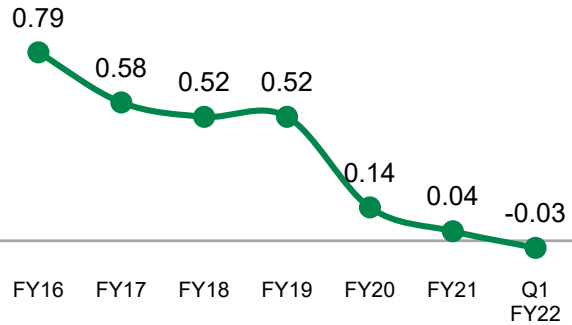


Net worth (Rs. cr)

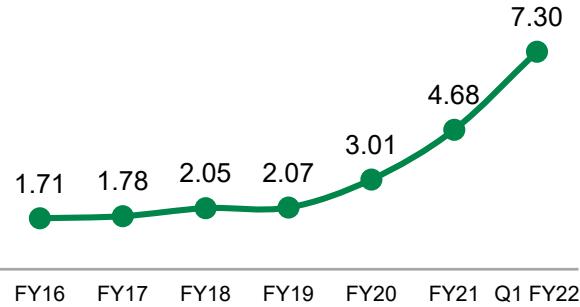


Best-in-class financial management

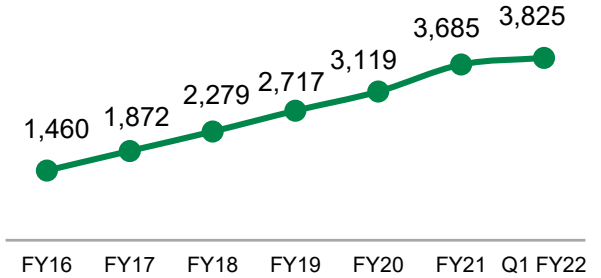
Net Debt/Equity Ratio



Current Ratio



Net worth (Rs. cr.)



Details on standalone financials



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Experienced independent Board directorship 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.



**Alok
Sabharwal**

Mr. Sabharwal is an Innovative Chartered Engineer with 45+ year of Professional experience in the field of High-Technology, Multi Unit Business Operations.



**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.



130-year old legacy, led by a committed management



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



Rakesh Mehrotra

Chief Financial Officer

Over 35 years of experience in
finance

Next Generation of Leaders



Ashish Mittal

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

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

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

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

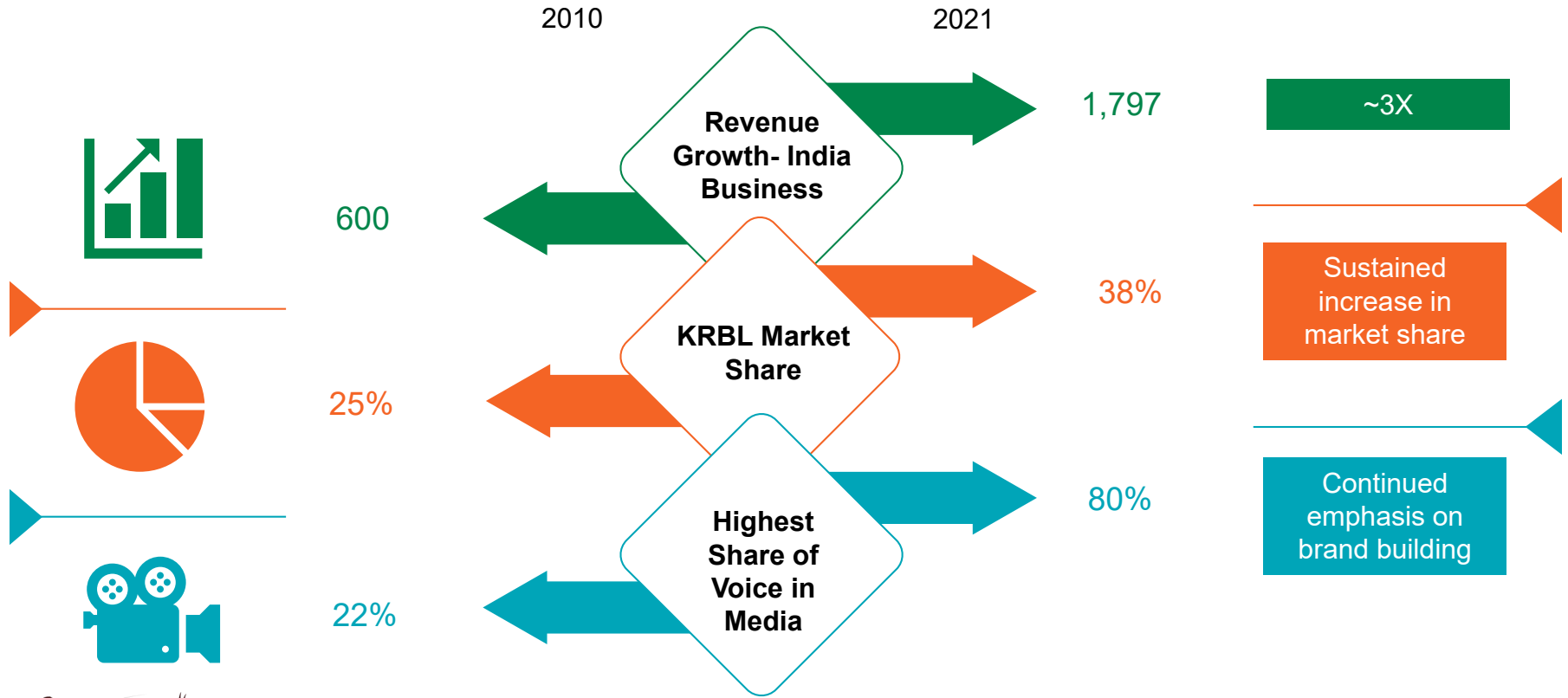




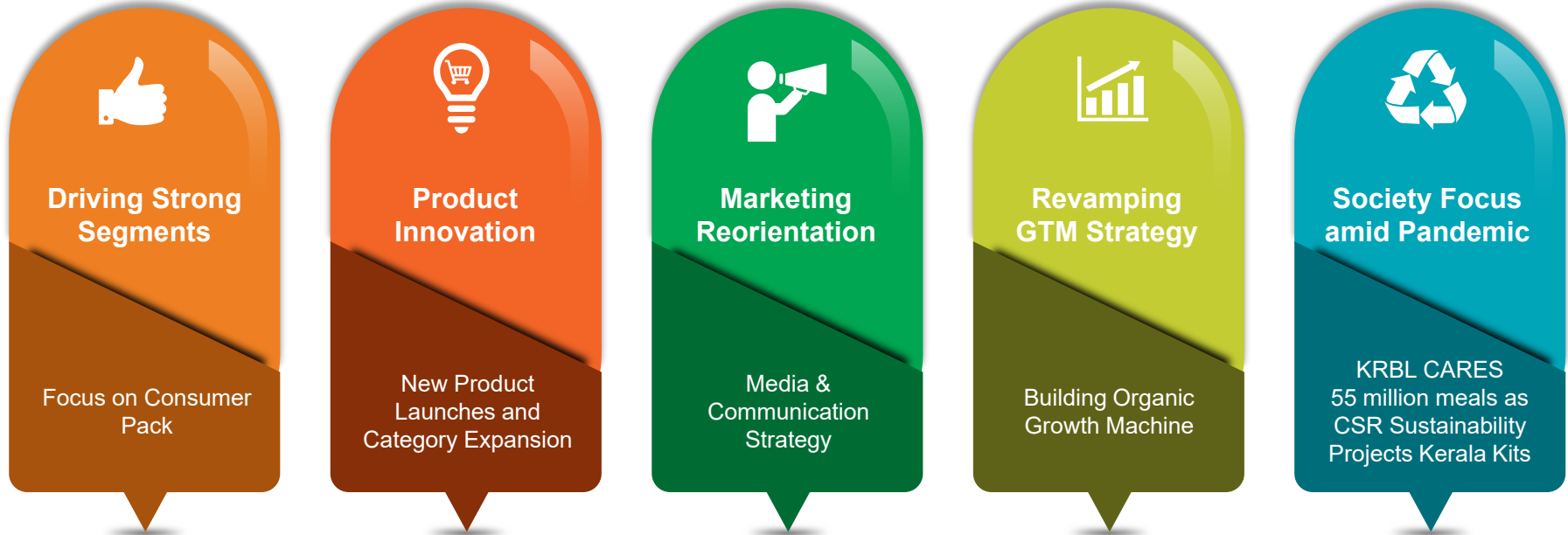
India Business

-Updates & road ahead

A decade of market dominance



Growth initiatives – FY22



Key trends in consumer behavior during pandemic



E-commerce is witnessing a wave of new shoppers



Value conscious consumers are emerging



Branded local has become the new normal



Safety and hygiene are of paramount importance

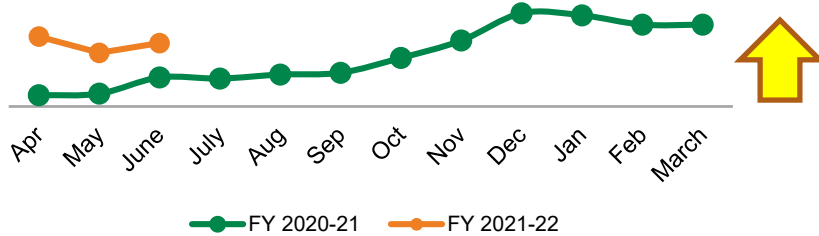


Driving strong segments & product innovation

Focus on consumer pack, new
launches and Category Expansion

Segment wise performance

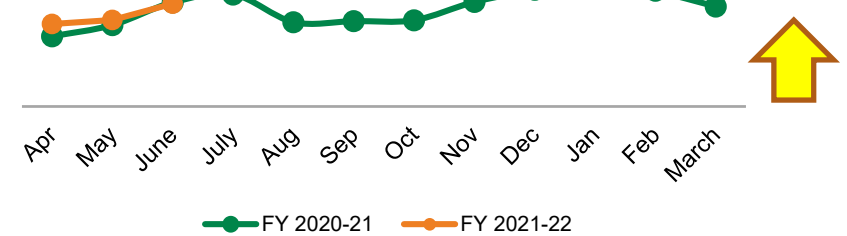
Bulk Pack Performance (YoY)



Bulk pack sales have shown growth vs last year in the first quarter in comparison to last year levels despite a surge in the lockdowns across India.

Overall bulk pack sales have contributed majorly to volume growth, backed by **Strong Brand Preference** in the market.

Consumer Pack Performance (YoY)



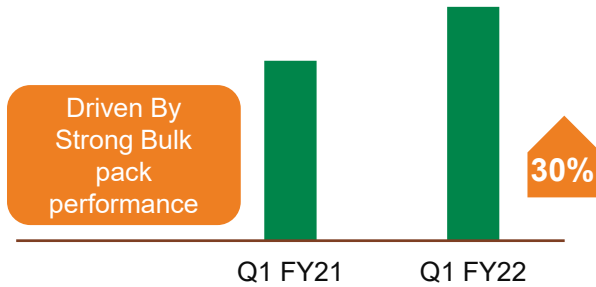
Consumer pack segment is riding strong with a trajectory which started showing positive movement since last year itself backed by **increased home consumption** during lockdown periods.

The growth is spearheaded further by **organised retail** and is further slated to push Consumer pack sales in the next quarters.

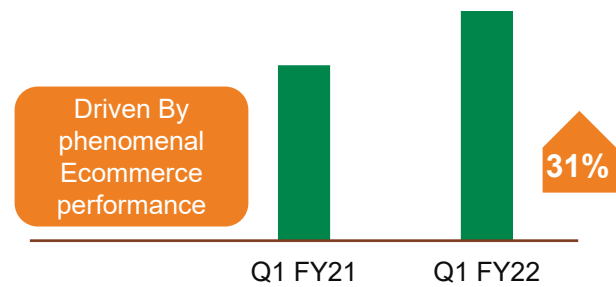


Visible Growth Across Segments

General Trade – (in MT)



Modern Trade – (in MT)



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



Surge due to health and immunity benefits ; **11% Y-o-Y** increased in volume in Q1 FY22

Launched 2 new products – Flax and Chia Seeds

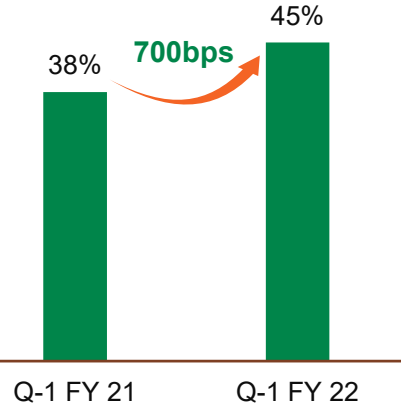
Extending usage through modern and convenient formats and online platforms



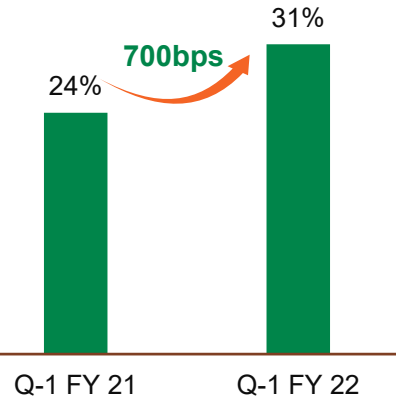
Leadership position in Modern trade segment

Highest market share in India

Basmati Category (Modern Trade)

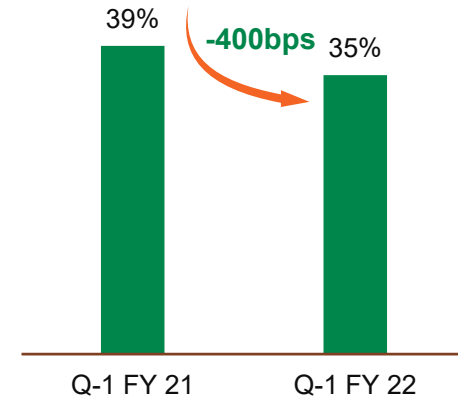


Popular Category (Modern Trade)



Leadership market share

Health Category (Modern Trade)



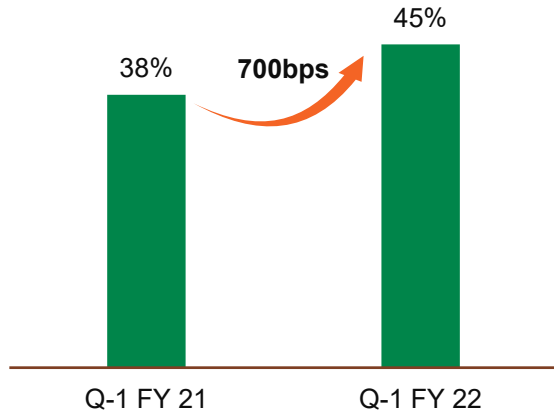
*Note : AC Nielsen data upto 30h June, 2021



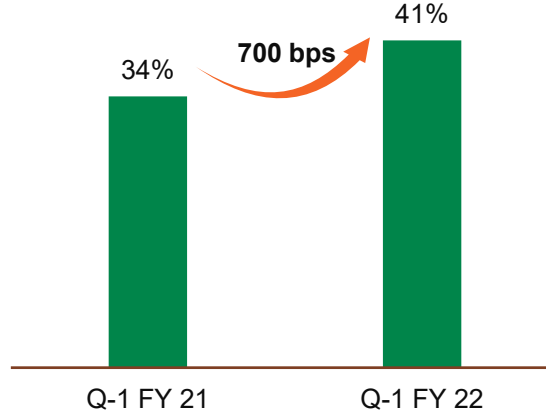
Consistent gains across distribution channels

Market Share In volume (offline) – Modern Trade

Market Share in India (%)

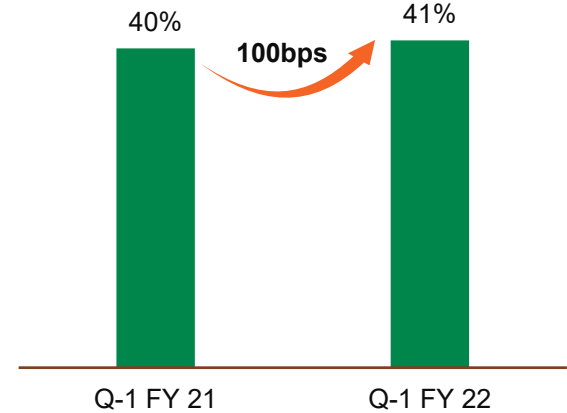


Market Share in Metro (%)



Market Share In volume (online) – Modern Trade

Market Share in India (%)



*Note : AC Nielsen data upto 30th June, 2021



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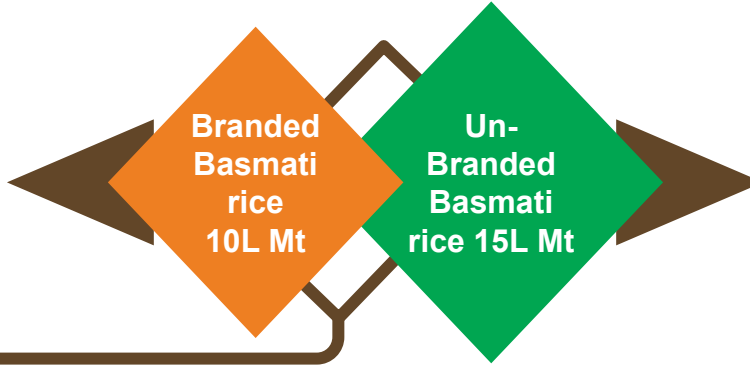


Expanding Category – Unity consumer packs

Indian Basmati Rice Market- 25L Mt



Share
4L Mt



Opportunity
Un-Tapped Basmati Rice Market



POSITIONING **UNITY** as the **BRAND OF CHOICE** to these customers

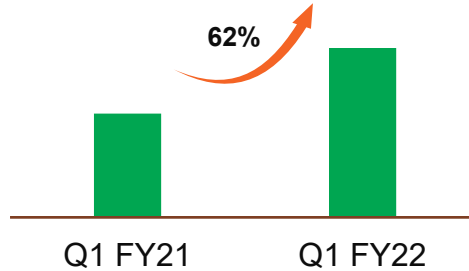
Price conscious Customers

Introducing an affordable basmati rice range

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

Healthy Volume Growth (Y-o-Y)



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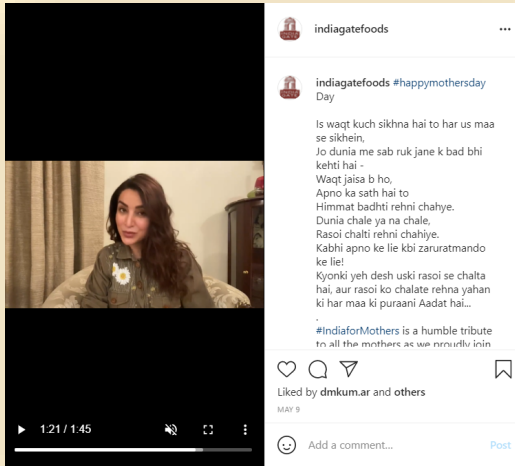


Marketing re-orientation

Media communication &
strategy

#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**

1.2 Million Views

More Than 36 Lakh people reached

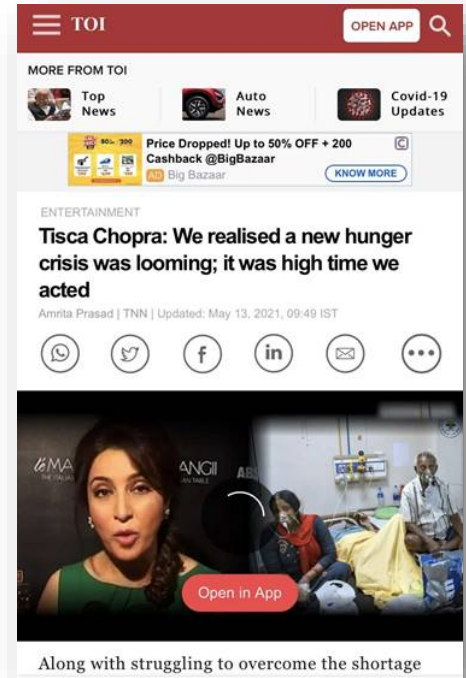


Distribution drives across 4 states in India

PR coverage in national and regional channels

More than 2 Lakh Meals & Dry Ration distributed

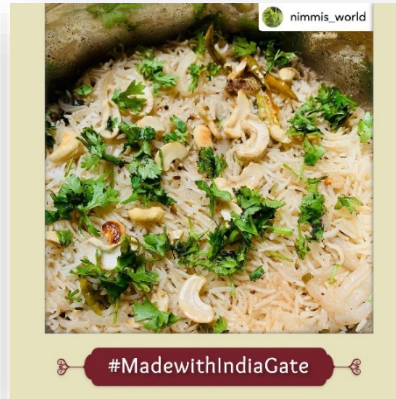
More than 10 lakh worth of PR and promotion value generated through the activity



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





DIGITAL

Views

3.2 Mn

Reach

12 Mn



Spots

6126

Channels

26


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



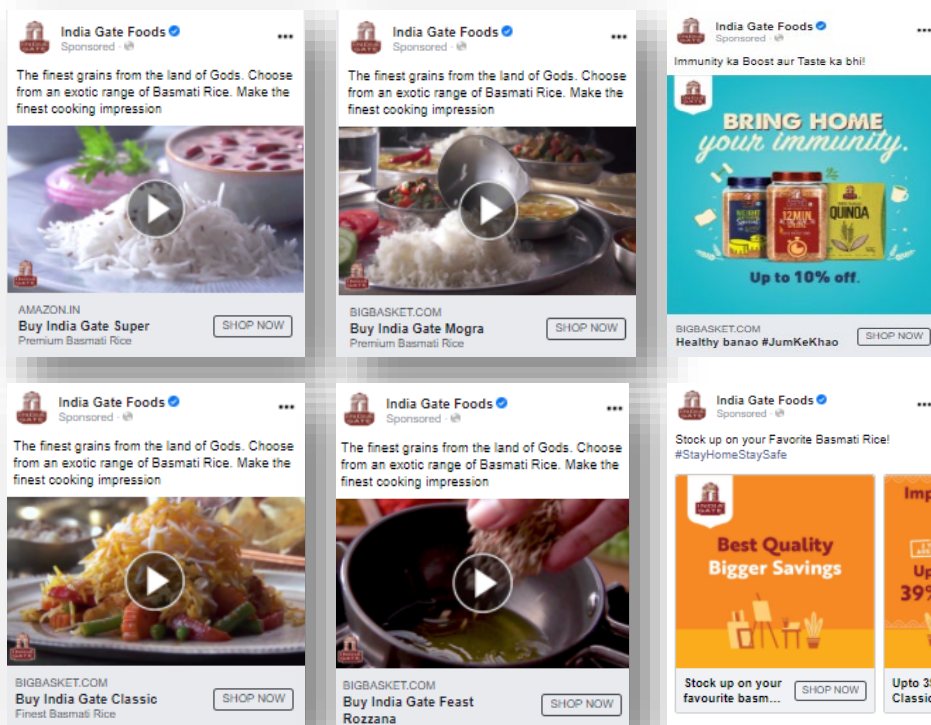
Reach
10 million +

Impressions
13 million +



Social Media Engagement

Product promotion through storytelling -Sales led marketing campaigns on Digital



India Gate Foods Sponsored
The finest grains from the land of Gods. Choose from an exotic range of Basmati Rice. Make the finest cooking impression
AMAZON.IN
Buy India Gate Super Premium Basmati Rice SHOP NOW

India Gate Foods Sponsored
The finest grains from the land of Gods. Choose from an exotic range of Basmati Rice. Make the finest cooking impression
BIGBASKET.COM
Buy India Gate Mogra Premium Basmati Rice SHOP NOW

India Gate Foods Sponsored
Immunity ka Boost aur Taste ka bhit
BRING HOME your immunity.
Up to 10% off.
BIGBASKET.COM
Healthy banao #JumKeKhao SHOP NOW

India Gate Foods Sponsored
The finest grains from the land of Gods. Choose from an exotic range of Basmati Rice. Make the finest cooking impression
BIGBASKET.COM
Buy India Gate Classic Finest Basmati Rice SHOP NOW

India Gate Foods Sponsored
The finest grains from the land of Gods. Choose from an exotic range of Basmati Rice. Make the finest cooking impression
BIGBASKET.COM
Buy India Gate Feast Rozzana SHOP NOW

India Gate Foods Sponsored
Stock up on your Favorite Basmati Rice!
#StayHomeStaySafe
Best Quality Bigger Savings
Up to 39% off
SHOP NOW Upto 35% Classic



3.5 Mn+ Views

25 Mn+ Impressions

8 Lakh+ Link Clicks
(to E comm sites)



Big Ticket Associations



Big Boss Kannada
TVR – 8.0



Big Boss Malayalam
TVR – 7.8



World Television Premier
LAXMII



Establishing corporate communication on digital & PR




We recycle the water waste within the facility itself.

KRBL Environment & Sustainability



45,000,000 KGS OF RICE

KRBL Covid Response



**INSIDE OUT
GOD OF GRAINS**

**KRBL Special Feature
Discovery Channel**



Ensuring Distancing in Packaging

KRBL Covid Operations



R. RISE 9 MORNING REPUBLIC. 09:47 AM LIVE

R. INITIATIVE BY KRBL AND CHEF VIKAS KHANNA

CASES IN INDIA	TOTAL CASES	ACTIVE CASES	RECOVERED	CASUALTIES
	840553	292258	534621	22674

**KRBL PR coverage on Covid
CSR Activities**





Society focus amid pandemic KRBL CARES

Giving back to society- KRBL cares - #FeedIndia

Total views campaign garnered from all pages	12,13,545	Total Reach from the campaign from all pages	36,40,635	Total rice distributed in the special Mother's Day campaign #IndiaForMothers	25000 Kgs.
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Championing Basmati abroad

-Growing ahead by staying
ahead of global trends

Positioned for growth – King in the king of markets



ME

Traditionally KRBL grows faster than industry

- 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

- 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

Europe

KRBL leads the industry on growth and premium



Americas

KRBL consistently earns substantial premium on realisations

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

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

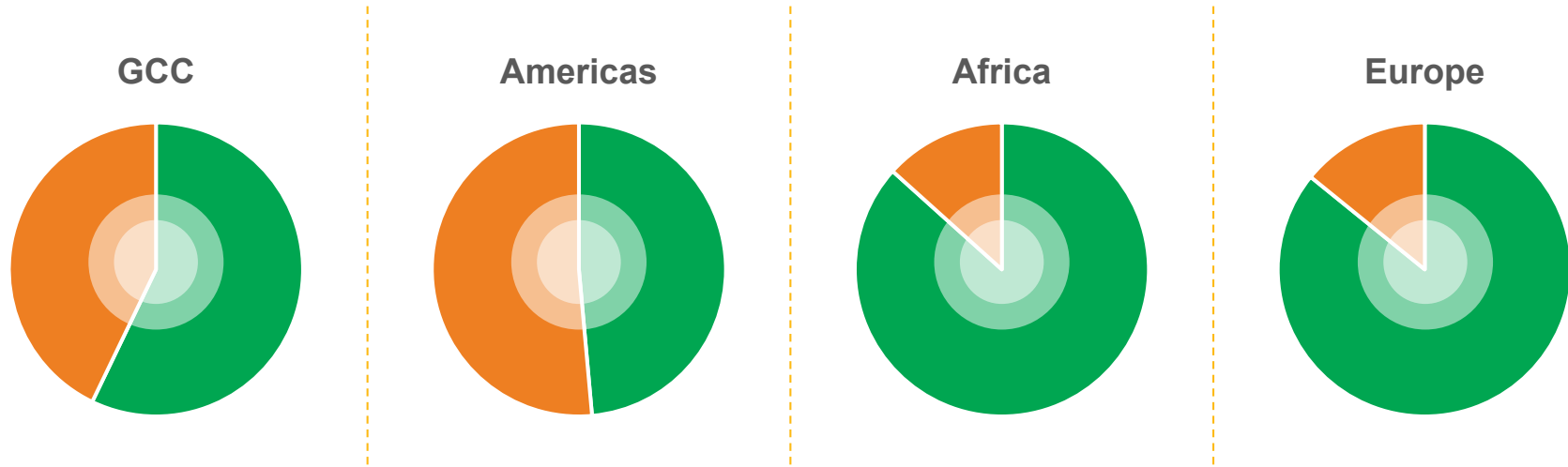
RoW

KRBL poised to make strong mark



Positioned for growth - Staying ahead of industry trends

KRBL has outperformed industry rates of growth during FY21. Relative comparison of growth shown below:



■ KRBL ■ Industry



Positioned for growth - Realities that define KRBL's export business

#1

Indian basmati rice brand

India Gate's position in Canada both in Ethnic and Modern Trade

#2

Indian basmati rice brand

India Gate and Bab Al Hind's position in the Indian basmati white rice segment in Saudi Arabia

#1

Indian rice brand

Nur Jahan's position in South Africa

#1

Indian basmati rice brand

India Gate's position in Qatar, UAE, Bahrain, Australia, New Zealand and Fiji

#2

Indian basmati rice brand

Nur Jahan's position in Qatar

48%

Nur Jahan's import share with KRBL brands in South Africa

23%

India Gate's import share in Australia, New Zealand and Fiji

28%

KRBL's dominant import market share in Northern African markets

*Note : AC Nielsen/APEDA data



India ki Puraani Aadat
#StayHomeStaySafe



Strategy to maintain leadership in exports



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

57% of people are spending more money on 'Food & Groceries'



57% of people are preparing their own meals, resulting in 'Reduced Take-Outs'



Accelerated E-Commerce adoption witnessed



70% of people in the Middle East are using Internet for more than 5 hours a day

More than 70% of people in UAE and Saudi Arabia are optimistic about the economy



Scarcity fears have alleviated, hence no panic buying; Rebuilding of Consumer Confidence underway



Note : IPSOS findings



Creating visibility for Basmati overseas - Brand outreach

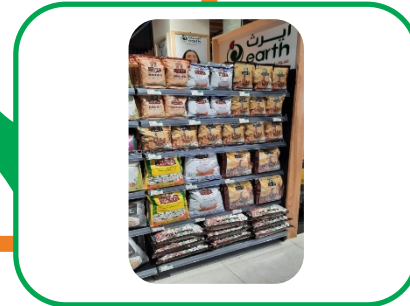
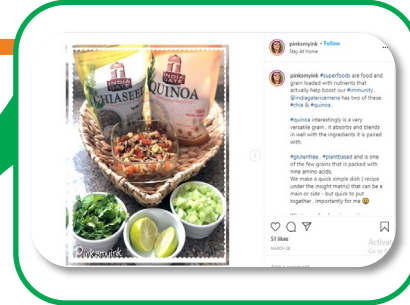
3RD PARTY VALIDATION THROUGH EDUCATION EVENTS



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

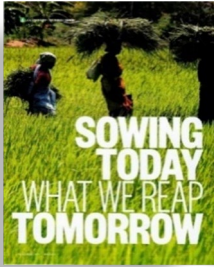
COLLABORATIONS WITH BLOGGERS AND UGC



IN SHOP DISPLAYS DEDICATED UNIT FOR INDIA GATE



KRBL in news - Media initiatives



CEO ME



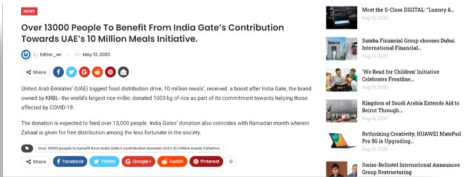
Gulf News



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



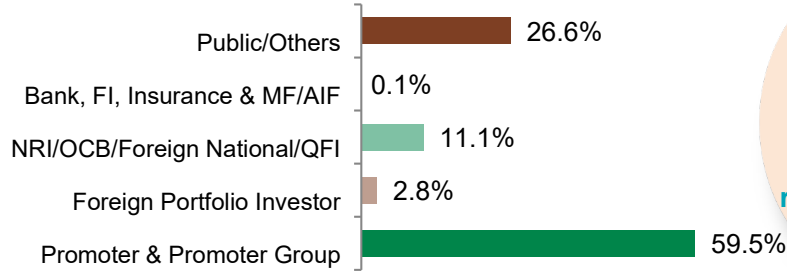


Benefiting key stakeholders

-Doing good for investors and customers

Establishing strong ties, while boosting shareholders value

Shareholding Pattern (June 2021)

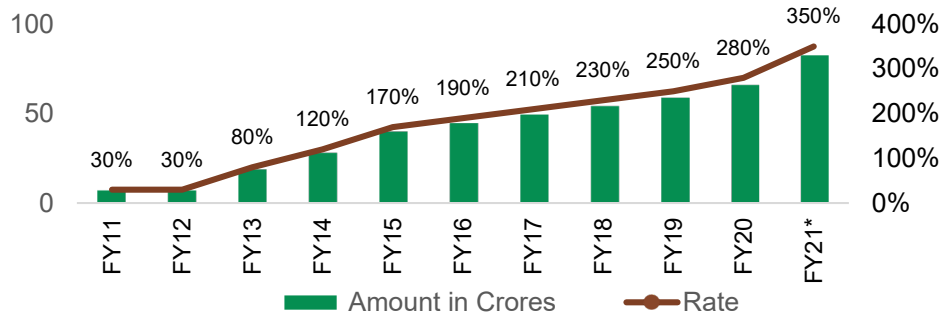


~23%
CAGR
shareholder
returns over past
2 decades

Key Institutional Shareholders

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

Dividend paid by KRBL Limited since FY10



*Recommended, yet to be paid

Stock Data as on June, 2021

BSE/ NSE/ Bloomberg Ticker	KRBL/ KRBL/ KRB:IN
Market Capitalisation (Rs. in cr.)	5,543.43
No. of shares outstanding (Rs. in cr.)	23.5
52-week High/ Low (Rs.)	314.7/176.1



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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