

### FUTURE CONSUMER LIMITED (Formerly Future Consumer Enterprise Limited)

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12th November, 2019

To,

Department of Corporate Services

BSE Limited

Phiroze Jeejeebhoy Towers,

Dalal Street, Mumbai-400 001

Scrip Code: 533400

To,

Listing Department

National Stock Exchange of India Limited

Exchange Plaza,

Bandra Kurla Complex,

Bandra (East), Mumbai-400 051

Scrip Code: FCONSUMER

Dear Sir/Madam,

**Sub.: Investor Presentation** 

Please find enclosed herewith Investor Presentation on the Un-audited Financial Results of the Company for the quarter and half year ended 30<sup>th</sup> September, 2019.

The aforesaid presentation is also available on the Company's website www.futureconsumer.in.

Kindly take the same on record.

Yours truly,

For Future Consumer Limited

Manoj Gagvani Company Secretary & Head – Legal

Encl: As above











## FUTURE CONSUMER LIMITED

Investor Update | Q2 FY20 / H1 FY20



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## Journey from "Good to Great"



### Key Pillars for FMCG 2.0

### **Multiple Categories**

Brands span across food, home care, personal care, and beauty

#### **Data Science**

Data that drives (almost) every decision and strategic direction within the company

#### **Integrated Value-chain**

Ownership of the entire value chain enables velocity, launch, prototype, destroy and scale

### **Digital Distribution Network**

Modern retail and digital commerce as the key distribution platforms

### Drivers for Sustainable and Profitable Growth along with Journey towards Free Cash

Focus on higher share of value-add products

Portfolio optimization with create, grow & destroy strategy

Correct pricing to offset inflation / reap market share gain benefit

Consolidation of vendors, re-negotiating terms

Re-organize supply chain to ensure freshness and reduce shrinkage/ expiry

Scale up of JV partnerships with global FMCG players

### Identified and developed strong partnerships with global category leaders

### **Manufacturing Partnerships**

Namkeens & Sweets



Biscuits



## JV Partnerships

**Personal Care** 



**Dairy** 



### **Healthy Munching**



## **Key Levers Driving Profitability and Return Enhancement**



## Portfolio Correction

- Premiumization of portfolio and mix correction
- Continuously Revisit tail and nonperforming Brands
- Correct pricing to offset inflation / reap market share gain benefit

**Sourcing Efficiencies** 

- Consolidation of vendor and negotiation of terms
- App based platform AGRIBID to drive Gross Margins s in COP
- Reverse auction of raw materials to drive efficiency in Processed Foods and HPC

Costs Leadership

- Supply chain reorganization to ensure freshness and reduction in loss / shrinkage
- · Value engineering
- Building leaner cost structure
- Optimization of packaging

JV Scale Up

- Key JVs viz. Fonterra and Hain have become operational recently
- Scale up brands under these JVs is expected to boost consolidated profitability

Right
Sizing of
Balance
Sheet

- Cautious Capital
  Allocation
- Efficient working capital management
- Debt containment
- Value unlocking from assets delivering less than benchmark returns

Efficiency measures to drive profitability and enhance return profile

Reinforcing Accountability and Responsibility in Organization Design



## **How are we Building Efficiencies?**



	Pillar	Principles
		<ul> <li>Strategizing on entering new categories, where we have a distinct FMCG 2.0 voice and a right to win</li> </ul>
1	Creation	<ul> <li>Creation of New SKUs basis data driven algorithms driven by FCL, Channel and customer priorities</li> </ul>
		<ul> <li>Value Reengineering and Simpler product design for savings in ingredients/ RM costs and PM costs</li> </ul>
		<ul> <li>Better demand sensing and forecasting</li> </ul>
2	Operations	<ul> <li>Smart network design of supply chain- to reduce the distance travelled of inventory before it reaches consumer plates and deliver fresh</li> </ul>
		<ul> <li>Stock to cash norms for each SKU</li> </ul>
3	Destruction	<ul> <li>Rationalization of portfolio across the organization, building the core and continuously reducing the tail</li> </ul>



## **Inculcating the Culture of FMCG 2.0**



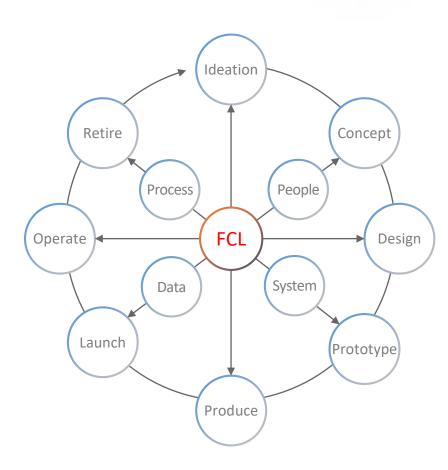
## On the journey of good to great, FCL is deploying focus, rigor and consistency to build :

- 1. Institution Systems, Processes, People and Data
- 2. Efficiencies Across the value chain of creation, operation and destruction
- 3. Cost Leadership

# Since FCL has been built on the premise of FMCG-2.0, it has an advantageous position of

- 1. Distributing from modern retail networks
- 2. Being customer proximate
- 3. Having rich access to consumer/ member/ real-time data

This, we believe can become the key differentiator of Future Consumer as an FMCG company







## **Voom Detergent Extends Portfolio to Special Clothes and Matic**









Co-Branding with Bengal Warriors

### **Fashion Integration**



## **Tasty Treat Continues Portfolio Expansion in Mainstream Categories and Festive Association**

Note: Growth represents Q2FY20 revenue growth on YoY basis













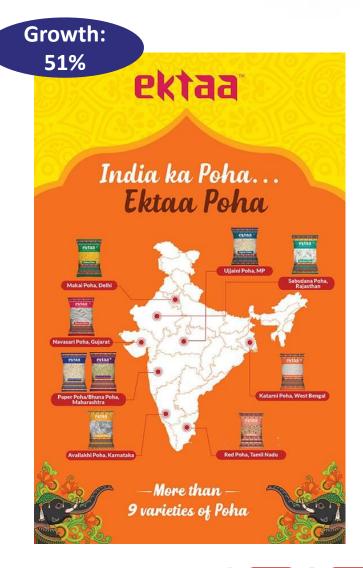


## **Continued Festive Associations to Establish Strong Brand Connect**



Witnessed Strong Growth in Catering to Festive Consumption





**Note:** Growth represents Q2FY20 revenue growth on YoY basis



## **FONTERRA:** Delivering "Dairy 2.0" Promise



## Portfolio crafted with 130 years of dairy expertise - Toned Milk





Designed in New Zealand with 130 years of dairy expertise



No preservatives added - for pure nutrition



Easy to pour & reseal heli cap to drive convenience



Most preferred Toned Milk in the market



Boosted with Vitamin A & D for immunity & good vision



Dreamery brand story on pack



Calcium in Fonterra Future Dairy Toned Milk builds strong bones



Minimum 93 quality checks for safe & high quality product

# JV is Backed by Fonterra's Strong Dairy Manufacturing Expertise Across the Value Chain



## Portfolio crafted with 130 years of dairy expertise - Dahi





Designed in New Zealand with 130 years of dairy expertise

Goodness of cow's Milk



Consumers love it because it is thick & creamy



Most preferred Dahi in the market



Calcium in Fonterra Future Dairy Dahi builds strong bones



Minimum 93 quality checks for safe & high quality product



# Assure Dairy Nutrition with Uncompromising Standards for Safety & Quality



## Portfolio crafted with 130 years of dairy expertise - Milkshake





Designed in New Zealand with 130 years of dairy expertise



Most preferred Milkshake in the market



Calcium in Fonterra Future Dairy Milkshake builds strong bones



Boosted with Vitamin A & D for immunity & good vision



No Preservatives. No Artificial Flavours. No Artificial Colours



Minimum 93 quality checks for safe & high quality product





## **DREAMERY: Expanding Portfolio and Distribution Reach**



### **Products Launched**













**Recent Launches** 



1<sup>st</sup> TV / Digital Campaign



### **General Trade:**

3,000 Stores across Mumbai, Pune, Bengaluru & Hyderabad



**Expanding the Distribution Reach Across Channels** 













## **Future Fonterra: Launch of Anchor Food Services Portfolio in India**









- Recently Future Fonterra launched food service business of Anchor in India
- Products are currently imported from New Zealand
- Expansion of channel to Horeca via this business as it caters to food service players such as Pizza chains etc.



## Hain: Nearing the Full-Fledged India and Middle East Launch



# Sensible Portions Portfolio Manufactured in India Food Park



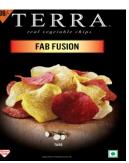
# Portfolio of 5 Variants to be Manufactured in India, Planned for Ship-Outs by Jan-20 for Indian Markets











# Terra Manufacturing Commences in October '19 (Delayed by 6 months)

Product Ready for Indian Markets

Product Ship-Out for Indian Markets

Oct-19

Nov-19

Dec-19

Jan-19

Successfully shipped out 3 variants to Middle East

 2 variants to be ready for ship out for Middle East

### **Distribution Continues to Scale Up**

# Stores	Jun-19	Sep-19
BIG BAZAAR*	192	215
easyday	358	811
General Trade	1,159	2,068



## Q2 FY20 / H1 FY20 - At A Glance



- FCL Standalone largely represents the Food & HPC portfolio
  - Continues to deliver growth along with consistent margin expansion
  - With Topline of ₹16,624mn, FCL Standalone represents ~77% of Consolidated Total Income from Operations

### **Standalone H1 FY 20 Gross Margins** 14% ₹258<sub>mn</sub> 11% +15% Topline Growth YoY; PAT increased 3x; Adjusted ROCE\* expanded 87bps increased YoY, Secondary sales growth 2% margin to double digits **EBITDA Margins at 5%** (190bps YoY expansion) 24%

Note: Adjusted ROCE calculation excludes investments in subsidiaries, JVs and associates

WE HAVE SUCCESSFULLY WALKED THE PATH TOWARDS PROFITABILITY IN STANDALONE.....

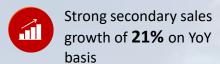
MANAGEMENT IS COMMITTED TO REPEAT THE SAME JOURNEY IN CONSOLIDATED......

## **Q2 FY20 / H1 FY20 – At A Glance**

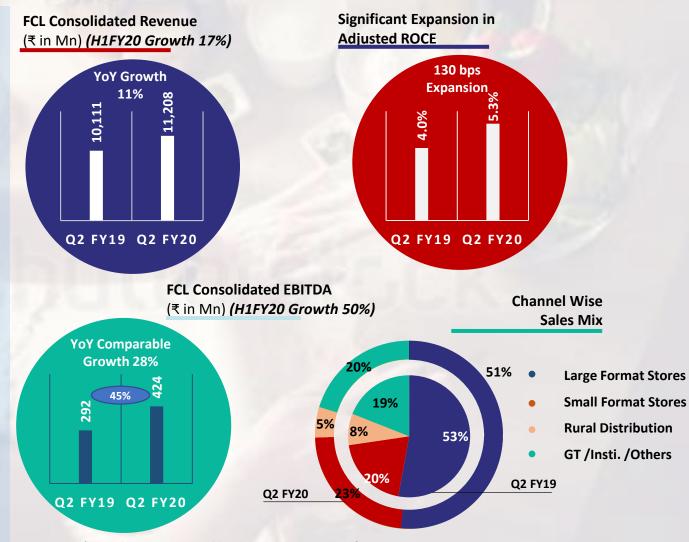


### **FOCUS ON SUSTAINABLE GROWTH AND PROFITABILITY**





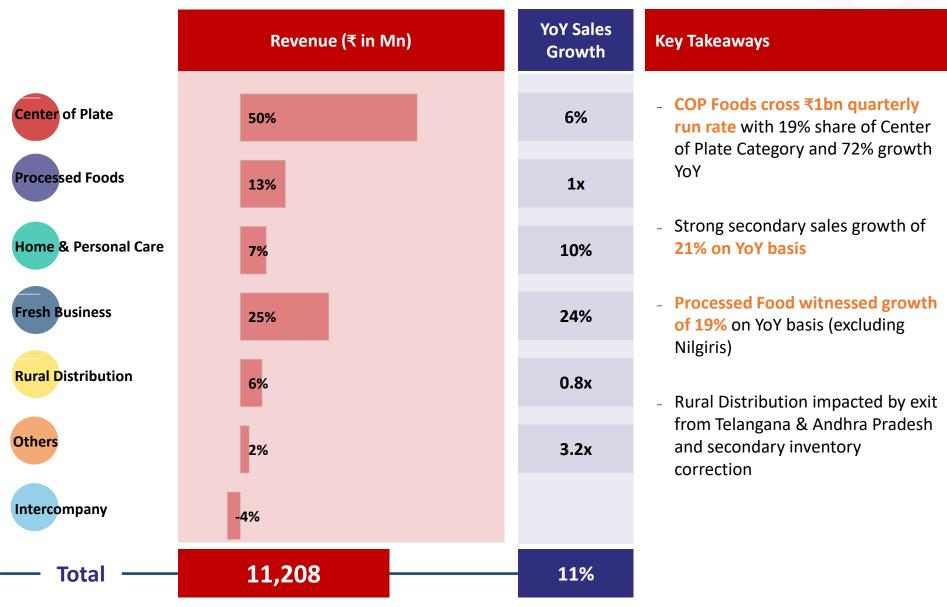
- **40bps** expansion of EBITDA margins to 3.3% on comparable basis
- **20bps** expansion of PBT margins on comparable basis
- Voom detergent
  clocked strong revenues
  of ₹82mn in 1st full
  quarter of launch



Note: Q2 FY20 financials are not comparable prior period on account of IND AS 116, Q2 FY20 comparable EBITDA / EBIT of ₹374 mn/ ₹232 mn (28% / 40% growth on YoY basis)

## **Portfolio Continuously Growing at A Rapid Pace**





## **Continued Growth Across Key Brands in Q2 FY20**





+₹650mn ↑82%

Secondary growth 106%

Clean\* Mate

+₹250mn ↑6%

Targeted to cross ₹1bn



+₹740mn ↑42%

**Secondary growth 106%** 



+₹60mn ↑18%

Continues to dominate the category

GOLDEN HARVEST

+₹3,500mn 个7%

Targeted to cross **₹15bn** 



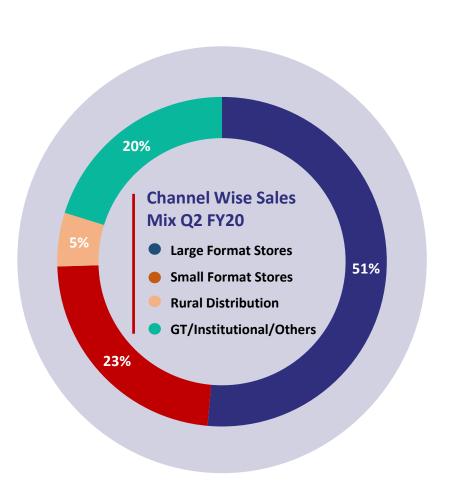
+₹110mn ↑26%

Targeted to cross ₹400mn

### **Revenue Share across Distribution Channels**



# SALES IN SMALL STORES CHANNEL GROWING AT 29% YOY, CONTINUE TO GARNER LARGER SHARE IN THE REVENUE PIE



# Actual Blended Gross Margins (Illustration Category: Processed Food\* and HPC)

Channel	Gross Margin
Large Stores and Small Stores	28%
General Trade / Other Modern Trade	24%

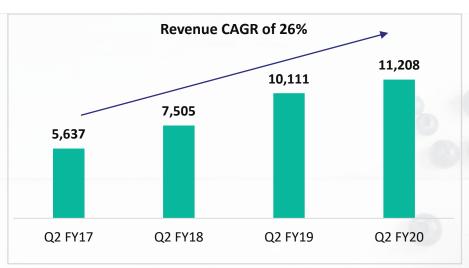
- Delta in margins across channels is on account of disintermediation and better back-end integration
- 2. As part of its channel roll-out strategy, the Company expects to strengthen margins from General Trade and other Modern Trade

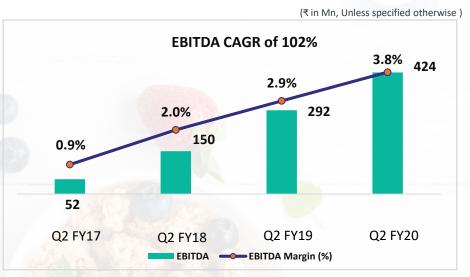
Note: Processed Food excludes Nilgiris business

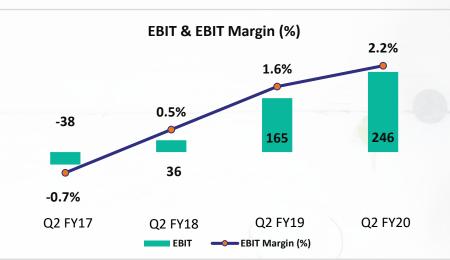


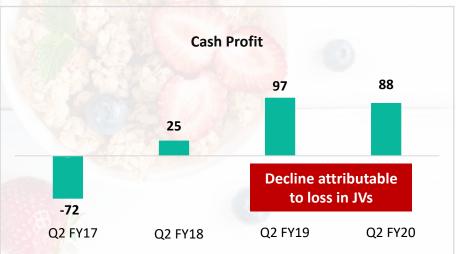
## **High Growth Delivered with Underlying Profitability Turnaround**









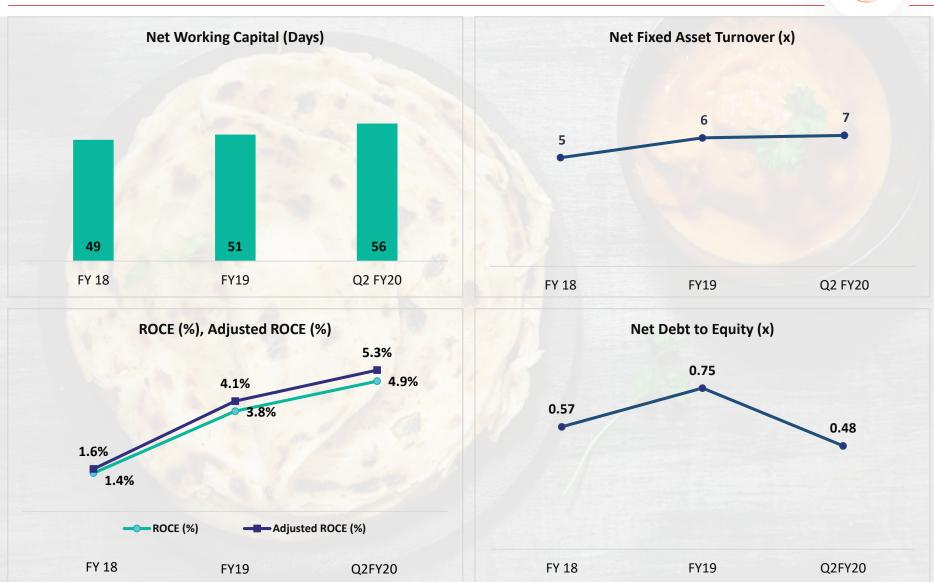


Focus on expanding margins and achieving higher profitability with higher contribution of value -added products

**Note:** Charts on consolidated basis, Q2 FY20 financials are not comparable prior period on account of IND AS 116, Q2 FY20 Comparable Numbers: EBITDA ₹374mn, EBITDA Margin: 3.3%, EBIT: ₹232mn, EBIT Margin: 2.1%

## **Geared to Achieve Higher Returns**





Note: Charts on consolidated basis, Q2 FY20 financials are not comparable prior period on account of IND AS 116, Q2 FY20 Comparable Numbers: ROCE 4.8%, Adjusted ROCE 5.2%, , Fixed Asset Turnover 7x, adjusted ROCE (%) excludes Investments in JVs and Associates

## **Significant Improvement in Standalone Profitability Metrices**



### PROFIT & LOSS A/C (STANDALONE )

(₹ in Mn, Unless specified otherwise )

Particulars	Q2 FY20	Q1 FY20	Q2 FY19	H1FY20	H1FY19	FY19
Total Income from Operations	8,780	7,844	8,049	16,624	14,553	29,900
Gross Profit	1,332	1,201	1,134	2,532	2,090	4,240
Gross Margin (%)	15.2%	15.3%	14.1%	15.2%	14.4%	14.2%
Operating Cost	-920	-837	-868	-1,756	-1,643	-3,220
Other Income	33	22	37	55	77	119
EBITDA	445	385	303	831	524	1,139
EBITDA (%)	5.1%	4.9%	3.8%	5.0%	3.6%	3.8%
Depreciation	-128	-125	-82	-253	-161	-349
EBIT	317	261	221	577	363	790
EBIT (%)	3.6%	3.3%	2.7%	3.5%	2.5%	2.6%
Net Interest	-64	-87	-31	-150	-64	-180
PBT Before Exceptional	253	174	190	427	299	610
Current Tax	-3	-5	0	-8	0	0
Deferred Tax	-109	-52	0	-161	0	188
Exceptional Items	0	0	-210	0	-210	-192
PAT	141	117	-20	258	89	605
PAT (%)	1.6%	1.5%	-0.3%	1.6%	0.6%	2.0%
Cash Profit	355	268	272	623	460	1,160

### Q2 FY20 vs Q2 FY19:

- Revenue growth of 9% on YoY basis
- 110bps expansion in gross margins on YoY basis led by 120bps and 140bps margin expansion in COP and HPC respectively
- Tax charge includes one-time deferred tax reversal impact of ₹62mn as a result of tax rate change
- Reported PAT of ₹141mn

#### H1 FY20 vs H1 FY19:

- Total Income from Operations growth of 14% H1FY20 YoY growth
- Gross Margin expanded by 87bps
- EBITDA increased by 58% with margin expansion of 139bps
- PAT crossed ₹258mn with a 192% growth

## **Consistently Trading the Path towards Profitability**



### PROFIT & LOSS A/C (CONSOLIDATED )

Particulars	Q2 FY20	Q1 FY20	Q2 FY19	H1FY20	H1FY19	FY19
Total Income from Operations	11,208	10,484	10,111	21,693	18,520	38,806
Gross Profit	1,537	1,423	1,390	2,960	2,605	5,246
Gross Margin (%)	13.7%	13.6%	13.7%	13.6%	14.1%	13.5%
Operating Cost	-1,147	-1,064	-1,138	-2,211	-2,155	-4,238
Other Income	34	22	41	56	87	147
EBITDA	424	381	292	805	536	1,154
EBITDA(%)	3.8%	3.6%	2.9%	3.7%	2.9%	3.0%
Depreciation	-178	-178	-127	-356	-249	-532
ЕВІТ	246	203	165	449	287	623
EBIT (%)	2.2%	1.9%	1.6%	2.1%	1.5%	1.6%
Net Interest	-185	-201	-125	-386	-244	-568
PBT Before Exceptional	61	2	40	63	42	55
Current Tax	-8	-13	-10	-21	-10	-23
Profit/(Loss) After Current Tax	53	-11	30	43	32	33
Deferred Tax	-105	-51	0	-157	0	188
Share of Profit/(Loss) in Asso. & JVs & MI	-114	-87	-60	-201	-121	-287
Exceptional Items	0	0	0	0	0	2
Consolidated PAT	-166	-149	-30	-315	-89	-64
Consolidated Cash Profit	88	55	97	143	160	548

(₹ in Mn, Unless specified otherwise )

### Q2 FY20 vs Q2 FY19:

- Total Income from Operations growth of 11% on YoY basis
- Operating expenses declined YoY by 60bps on comparable basis
- Q2 FY20 includes one-time cost of ₹50mn largely attributable to Aadhaar store shut down, Genoa and FCPL acquisition cost impact
- 51% jump in PBT before exceptional items
- Tax charge includes one-time deferred tax reversal impact of ₹62mn as a result of tax rate change
- Share of Profit/(Loss) in Asso. & JVs & MI increased due to production delays on Hain and Fonterra

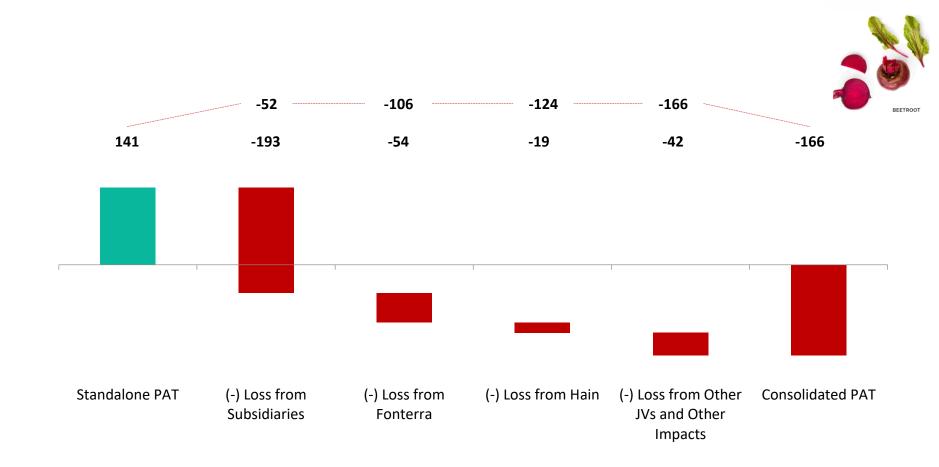
#### H1 FY20 vs H1 FY19:

- Total Income from Operations growth of 17% H1FY20 YoY growth
- EBITDA increased by 50% largely driven by Operating Cost declined 145 bps as % of Total Income from Operations

Note: Q2 FY20 financials are not comparable prior period on account of IND AS 116

## PAT Bridge - Q2 FY20 Standalone to Q2 FY20 Consolidated





## **Impact of IND AS 116 Accounting (Blended Approach)**



	Consolidated			
Particulars	Q2 FY20 IND AS 116 Q2 FY			
	Comparable	Adjustment	Reported	
Revenue from Operations	11,208	-	11,208	
Other Income	33	+1	34	
COGS	-9,672	-	-9,672	
Rent & Other Operating Expenses	-1,196	+49	-1,147	
EBITDA	374	+50	424	
Finance Cost	-164	-21	-185	
Depreciation & Amortisation	-142	-36	-178	
РВТ	68	-7	61	
PAT	-159	-7	-166	

Standalone					
Q2 FY20	Q2 FY20				
Comparable	Adjustment	Reported			
8,780	-	8,780			
33	-	33			
-7,448	-	-7,448			
-962	+43	-920			
402	+43	445			
-45	-19	-64			
-92	-37	-128			
266	-13	253			
154	-13	141			

# **Capitalization of Balance Sheet Leading to Improvement in Leverage Ratios**



### **BALANCE SHEET (CONSOLIDATED)**

(₹ in Mn, Unless specified otherwise )

Particulars	As on			
- di dicalars	30-Sep-19	31-Mar-19		
Shareholder's Fund	12,397	9,902		
Minority Interest	-27	-24		
Gross Debt	6,920	8,137		
Less: Cash and Cash Equivalents	929	684		
Net Debt	5,991	7,453		
Lease Liabilities and debt component of CCDs	944			
Less: Investment in JVs	-1,433	-1,415		
Net Adjusted Capital Employed	17,872	15,916		
Fixed Assets	6,213	6,194		
Right to Use Assets	709			
Goodwill and Intangibles	3,491	3,567		
Increase in Net Current Assets	7,459	6,156		
Total Net Assets	17,872	15,916		

- Capitalization of balance sheet leading to net debt reduction ₹1,462mn
  - Overall cash flow inflow of ₹2,975mn on account of CCDs and upfront payment for warrants
  - Net debt reduction of ₹1,462mn
  - Balance ₹1,513mn utilized largely for working capital, capital expenditure and JV / subsidiary financing
- Cash and cash equivalents increased by ₹246mn
- Net debt / equity improved from 0.75x at Mar'19 to 0.48x in Sep'19 on comparable basis



### **Shareholder Information**

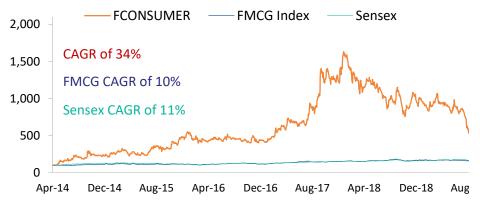


### Stock Data (As on 11th Nov 2019)

🍝 Market Capitalization (₹)	48,411 Mn
Shares Outstanding	~192 Mn
Free Float	54%
Symbol (NSE/ BSE)	FCONSUMER / 533400

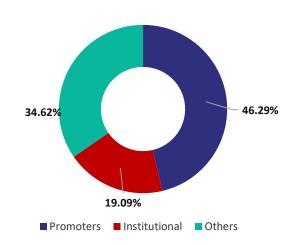
Particulars	Aug-19	Sep-19	Oct-19
Volume in mn	15	13	10
Delivery %	58%	53%	48%

### Indexed Stock Chart (1st April 2014 – 11th Nov 2019)



While the FMCG Index grew at a CAGR of 10% during the period 1<sup>st</sup> April 2014 to 11<sup>th</sup> Nov 2019, FCL Market Cap grew at a CAGR of 34% over the same time period

Shareholding Pattern (%) (As on 30<sup>th</sup> September 2019)



Note: Shareholding classification as per Stock Exchange

Key Holders (As on 30st September 2019)

Particulars	OS (%)
Proterra	7.61
Verlinvest	7.31
Arisaig	6.99
IFC	3.04
Tata MF	1.67

**Note:** Verlinvest and IFC holding does not include conversion of recently acquired CCDs

**Note:** CAGR is calculated using XIRR, Free Float calculated by excluding promoter group shareholding FUTURE CONSUMER LIMITED | INVESTOR UPDATE | Q2 FY20

# **Thank You**



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