Safe harbour statement

This presentation and the accompanying slides (the ‘Presentation’), which have been prepared by LT Foods Limited (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contractor binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

This presentation contains certain forward-looking statements concerning the Company’s future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The Company does not undertake to make any announcement in case any of these forward-looking statements become materially incorrect in future or update any forward-looking statements made from time to time by or on behalf of the Company.
We appreciate the efforts put in by the Health Workers, our Team Members, our Vendors, our Business Partners and our Customers.
Q1 FY21 Key Highlights (y-o-y)

Basmati & Other Specialty Rice business up by **20%**
Organic business up by **79%**
New Products Portfolio up by **100%**

Gross Profit up by **28%**
EBITDA up by **29%**
EPS up by **85%**

Improvement in Debt to EBITDA ratio\(^1\) (2.0x vs 3.0x)
Debt down by **Rs. 200 cr**
ROCE\(^1\) improved by 410 bps (18.3% vs 14.2%)
Cash Flow from Operations up by **44%** to **Rs. 235 crore**

---

1. Annualized Basis

**LT Foods Investor presentation, July 2020**
Q1 FY21 – Delivered another quarter with Strong Operating Performance

- Revenue up 24% y-o-y
- Gross Profit Margins increased by 86 bps on y-o-y basis, due to:
  - Change in product mix towards higher margin products
  - Cost Efficiencies
- EBITDA higher by 29% and margins have increased by 52 bps on y-o-y due to increase in Gross Profit
- PAT increased by 82% y-o-y and margins have increased by 216 bps, aided by saving in Finance Cost and lower Effective Tax Rate

All Figures in Rs. cr unless specified
Business Segment Performance

### Basmati & Other Specialty Rice Segment

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Revenue (Rs. Cr)</th>
<th>Volume (MT '000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1FY20</td>
<td>842</td>
<td>110</td>
</tr>
<tr>
<td>Q2FY20</td>
<td>831</td>
<td>109</td>
</tr>
<tr>
<td>Q3FY20</td>
<td>849</td>
<td>111</td>
</tr>
<tr>
<td>Q4FY20</td>
<td>1,039</td>
<td>134</td>
</tr>
<tr>
<td>Q1FY21</td>
<td>1,007</td>
<td>121</td>
</tr>
</tbody>
</table>

### India

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Revenue (Rs. Cr)</th>
<th>Volume (MT '000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1FY20</td>
<td>309</td>
<td>59</td>
</tr>
<tr>
<td>Q2FY20</td>
<td>266</td>
<td>54</td>
</tr>
<tr>
<td>Q3FY20</td>
<td>322</td>
<td>62</td>
</tr>
<tr>
<td>Q4FY20</td>
<td>341</td>
<td>64</td>
</tr>
<tr>
<td>Q1FY21</td>
<td>211</td>
<td>46</td>
</tr>
</tbody>
</table>

### International

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Revenue (Rs. Cr)</th>
<th>Volume (MT '000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1FY20</td>
<td>533</td>
<td>51</td>
</tr>
<tr>
<td>Q2FY20</td>
<td>564</td>
<td>54</td>
</tr>
<tr>
<td>Q3FY20</td>
<td>528</td>
<td>49</td>
</tr>
<tr>
<td>Q4FY20</td>
<td>697</td>
<td>70</td>
</tr>
<tr>
<td>Q1FY21</td>
<td>796</td>
<td>75</td>
</tr>
</tbody>
</table>

LT Foods Investor presentation, July 2020
Business Segment Performance

Organic Segment Revenue (Rs. Cr)

Organic Portfolio contributes c.13% to overall revenue

New Product Portfolio Revenue (Rs. Cr)

New Product Portfolio contributes c.2% to overall revenue
Inventory and Working Capital

- Procurement of Paddy starts in Q3; this results in an increase in inventory in Q3. It starts reducing in subsequent quarters and reaches the lowest level by Q2.
- Basmati Rice is aged up to 24 months to enhance & intensify taste, aroma, and cooking characteristics. This requires the company to maintain a large inventory of paddy & rice.

**Inventory Days**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Jun-19</th>
<th>Jun-20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1FY19</td>
<td>222</td>
<td>197</td>
</tr>
<tr>
<td>Q2FY19</td>
<td>274</td>
<td>222</td>
</tr>
<tr>
<td>Q3FY19</td>
<td>222</td>
<td>214</td>
</tr>
<tr>
<td>Q4FY19</td>
<td>186</td>
<td>162</td>
</tr>
<tr>
<td>Q1FY20</td>
<td>242</td>
<td>233</td>
</tr>
<tr>
<td>Q2FY20</td>
<td>208</td>
<td>183</td>
</tr>
<tr>
<td>Q3FY20</td>
<td>162</td>
<td></td>
</tr>
<tr>
<td>Q4FY20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q1FY21</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Working Capital Days**

**Inventory Value (Rs. Cr)**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Jun-19</th>
<th>Jun-20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1FY19</td>
<td>804</td>
<td>805</td>
</tr>
<tr>
<td>Q2FY19</td>
<td>421</td>
<td>272</td>
</tr>
</tbody>
</table>
### Key Financial Ratios and Other Growth Parameters

<table>
<thead>
<tr>
<th></th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
<th>Q1FY21</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Debt/Equity</strong></td>
<td>2.7</td>
<td>2.3</td>
<td>1.3</td>
<td>1.2</td>
<td>0.9</td>
<td>0.8</td>
</tr>
<tr>
<td><strong>Interest Coverage Ratio</strong></td>
<td>2.1</td>
<td>2.2</td>
<td>2.5</td>
<td>2.5</td>
<td>3.2</td>
<td>5.0</td>
</tr>
<tr>
<td><strong>Current Ratio</strong></td>
<td>1.0</td>
<td>1.1</td>
<td>1.4</td>
<td>1.4</td>
<td>1.5</td>
<td>1.6</td>
</tr>
<tr>
<td><strong>Debt EBITDA Ratio</strong></td>
<td>4.4</td>
<td>4.0</td>
<td>3.7</td>
<td>4.0</td>
<td>2.9</td>
<td>2.0</td>
</tr>
<tr>
<td><strong>Net worth (Rs. Cr)</strong></td>
<td>591</td>
<td>712</td>
<td>1,235</td>
<td>1,435</td>
<td>1,599</td>
<td>1,689</td>
</tr>
<tr>
<td><strong>Book value per share (Rs.)</strong></td>
<td>22.1</td>
<td>26.7</td>
<td>38.6</td>
<td>44.9</td>
<td>50.0</td>
<td>53.3</td>
</tr>
</tbody>
</table>

**Strength of Balance Sheet being reflected with Strong Credit Rating: A- Stable Outlook (CRISIL)**
Maximising Shareholders Wealth by Strategic Focus towards Profitable Growth

Revenue

CAGR: 9% 4,184
2,979 FY16 FY20

PAT

CAGR: 29% 199
72 FY16 FY20

Growth in revenue is being supported by strengthening the brands, widening distribution network and increasing brand penetration across all consumer segments. PAT Margins have expanded aided by growth in EBITDA, savings in Finance Cost and lower Effective Tax Rate.

All Figures in Rs. Cr unless specified
New Product Launches

Basmati Rice fortified with Iron, Vitamins and Folic Acid

The Company is expanding its Health Portfolio based on changing consumer needs

Just add hot water and a full rice meal is ready. Available in 5 variants

The Company is expanding its Convenience Portfolio based on changing consumer needs
Engagement with Audience during COVID-19

Shared different easy to cook recipes with audience
As people stayed home and aimed to break the monotony in the kitchen
Very high engagement amongst female audience

Launch of 4 New TVCs - Zindagi Phir Sajegi with DAAWAT
World will start healing & there will be laughter, conversations & happiness, all this will happen over First meal

Total Impressions
2.6 Cr.
Total Views
5.5 mn.

Launch of 4 New TVCs - Zindagi Phir Sajegi with DAAWAT
World will start healing & there will be laughter, conversations & happiness, all this will happen over First meal

Total Impressions
5 Cr.
Total Views
3 Cr.

Strengthening our brands with consumer communication highlighting superior quality and product performance to capitalise on the new opportunities of growth
Engagement with Audience on who would they call for PehliDaawat

Multiple Celebrities shared their own story. More than 35 Lakh views
Brand visibility across different occasions
Extensive PR Coverage

**Exchange4Media**

**4P’s News**

**ET Brand Equity**

Daawat Basmati Rice celebrates relationships with new campaign

Amidst this lockdown, even though life has come to a standstill, hope for a return to normalcy and happier times has not...

**The Hindu Business Line**

**BusinessLine**

Companies

**The Hindu Business Line**

**Pitch**

LT Foods Limited - Press Release

**The Hindu Business Line**

Companies

**The Hindu Business Line**

BusinessLine

Companies

LT Foods launches cuppa rice; gets first order from Indian Railways

Leading basmati firm LT Foods has widened its offering of value-added foods by launching cuppa rice under ‘Daawat brand’ on Tuesday, with the first order being dispatched to Indian Railways. The company hopes that the instant rice will be an instant hit as it is healthier, tastier and easy to prepare by just adding hot water.

LT Foods, a 75 year old Consumer Food Company is known for being agile for keeping a close tap on changing consumer needs and preferences and expanding its product portfolio to provide health, safety and convenience to the consumers. The Company has a proven track record of launching healthy and convenient products depending
Agility in Converting Challenges into Opportunities

**Procurement**
- Ensured raw material availability at all times
- Expanded our Vendor engagement
- Educating the farming community on the new technologies to reduce manpower requirement and increase yield

**Manufacturing**
- Unhindered plant operations at all times
- Ramped up capacity due to increased demand
- Optimization of Conversion Cost
- Inventory optimization through better planning
- Hygiene drives conducted to ensure delivery of safe food

**Distribution**
- Serviced with low inventory
- Direct sales from Depot

**Sales and Marketing**
- Developed innovative Go-To-Market Strategies
- Expanded Rural Reach
- Enabled tele ordering
- Partnering with delivery partners such as Swiggy, Zomato, Dominos, etc.
- SMS blasts
- Distributor point pick up
- Focused Digital Campaigns

**Support Services**
- Finance – worked to ensure uninterrupted backend operations and drove cost reduction
- IT – digitization to ensure remote working for all employees
- HR – ensured safety and engagement of employees
- Compliances – ensured timely compliances

Overall Market Share has increased from 24.5% to 27.3% and in Rural Segment from 31% to 44% in Q1FY21 versus last year as per AC Nielsen
Who Are We

We are a 70-year-old Consumer Food Company delivering the finest quality rice and rice-based food brands, providing taste and nutrition in more than 80 countries. We also produce organic agri ingredients, supplying them to leading businesses in Europe and the US for 25 years.

Our product offerings are across Basmati Rice, Regional Rice, Organic and Health & Convenience Foods.
Milestones In Our Progress

Foundation
- 1950s: Founded by the Arora Family
- 1978: 1st Rice mill

Pre 1985

Focus on B2B (Private Label)
- Incorporation of LT Overseas Ltd
- 1980s: Launched ‘Daawat’ brand in India as well as the global market

1985-1995

Focus on Brands and Product Value Chain
- Launched ‘Daawat’ brand in India as well as the global market
- Setup state-of-the-art manufacturing facilities in India

1995-2006

Globalization
- Acquired ‘Royal’ brand in US
- Infusion of equity by Rabobank - India Agri Business Fund
- Strengthened process and systems and invested in adopting best industry practices

2007-2014

Strategic Acquisitions
- Expanded our presence to 65+ countries
- Launched “Ecolife” in USA & India
- Acquired “Gold Seal Indus Valley”, “Rozana”, “817 Elephant” brands

2015-2016

Expanding Business & Geographies
- Greenfield operations in Europe, turns EBITDA positive in 2018-19
- Launched ready-to-heat (RTH), Sauces, Daawat Sehat and Kari Kari products
- Marquee investors join hands through Qualified Institutional Placement (QIP)

2016-2019

Next Stage of Growth
- To become category leader in key markets
- Expand EBITDA margin to ~15% in 2 years
- Aim to grow faster than industry
- Strengthen the Balance Sheet

Our journey from a bulk rice player to a leading Consumer Food Company
Opportunity Landscape

World of Rice

- Rice is a staple food and one of the most widely consumed grains in the world.
- India is one of the biggest producers of rice globally (23%) and forecasted to grow at **CAGR of above 6%** in the near future.
- Organised market is growing nearly at a **CAGR of 12%** playing an essential role in developing the packed rice market in India.

### Export value of rice from India (USD bn)

<table>
<thead>
<tr>
<th>Year</th>
<th>Basmati Rice</th>
<th>Non-basmati Rice</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>3.5</td>
<td>2.4</td>
</tr>
<tr>
<td>2016</td>
<td>3.2</td>
<td>2.5</td>
</tr>
<tr>
<td>2017</td>
<td>1.8</td>
<td>1.4</td>
</tr>
<tr>
<td>2018</td>
<td>4.2</td>
<td>3.6</td>
</tr>
<tr>
<td>2019</td>
<td>4.7</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Source: Market Research

Basmati Rice

- **India is the largest Basmati rice producer** (producing 7 MMT out of the total industry size of 8.5 MMT) and it continues to grow, driven by international market demand and potential upside from branded demand/premiumisation in India.
- Out of India’s market of 2 MMT consumption market size, only 35% is branded packaged rice market.

**Majority of Basmati is exported (~75%). Overseas markets for Basmati include the Middle East, U.S., U.K. and parts of EU**

**4-5%**

Growth of India’s basmati rice exports 2019-20

**11.2%**

Expected CAGR of global Basmati rice market till 2024

**US$ 7 bn**

Estimated size of the Indian packaged dry rice market in 2023 growing at a **CAGR of more than 11%**
Opportunity Landscape

Region Wise Basmati Rice Market

<table>
<thead>
<tr>
<th>Region</th>
<th>Basmati Rice Market (MMT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle East</td>
<td>4.2</td>
</tr>
<tr>
<td>India</td>
<td>2</td>
</tr>
<tr>
<td>Europe</td>
<td>0.4</td>
</tr>
<tr>
<td>Americas</td>
<td>0.2</td>
</tr>
<tr>
<td>Rest of the world</td>
<td>0.2</td>
</tr>
</tbody>
</table>

LT Foods is one of the leading players in Basmati Rice segment in India and globally

Regional Rice

- There are several types of regional rice available in India like Swarna rice, Sona masoori rice, several others.
- ~USD 30 million worth of Sona masoori rice gets exported from India every year, and the figure is consistently increasing.

LT Foods has started offering high quality Sona Masoori rice and Lachkari Wada Kolam in India and globally, to leverage the growing opportunity.

Source: Market Research. MMT: million metric tonne

LT Foods Investor presentation, July 2020
Experiencing Changes in Consumption Trends

- Rising disposable income and global exposure
- Rapid urbanisation with growing affluence and need for convenience
- Increasing demand for organic products
- Growing middle class and increasing brand awareness
- Increasing spending on premium quality branded products
- Digital inclusion and rise of e-commerce

Lifestyle-induced changes reshaping food market
Opportunity Landscape: Organic, Health and Convenience foods

Organic Food

- Demand for natural, fresh and locally sourced foods, which are healthier and more wholesome than packaged foods with more shelf life are rising.
- 23% expected CAGR of global organic food market by 2023.

LT Foods deals in organic products and ingredients and supplies to food companies in the US and Europe. Launched organic brand “EcoLife”.

Health Food

- Consumers are adapting to healthy eating habits for leading a good life. They are looking for options that are indulgent, delicious and produced with quality ingredients.
- Global Health and Wellness Food Market is expected to grow by USD 236 bn by 2024, with at a CAGR of 6%.

Convenience Food

- Food sector is rapidly evolving on the back of lifestyle-induced changes in consumer preference towards convenience foods and experiencing robust demand.
- Global packaged rice snacks market size has the potential to grow by USD 6 bn by 2024.

LT Foods has been keeping a tap on the changing consumer needs and preferences and has ventured in the Organic and Health & Convenience products, such as Quick Cooking Brown Rice, Saute Sauces, Kari Kari, Ready-to-Heat products and others.

Source: Market Research
Driven by Strong Product Portfolio Across Business Segments and Geographies

Perfectly positioned across channels to leverage on the growth opportunity
We Are Poised to Grow Across Markets

India

- Indian basmati rice market is of ~2 MMT
- LT Foods is present in India with its flagship brand ‘Daawat’ that holds a market share of ~26% and other brands Heritage, Rozana, Deevaya, etc.
- India contributes ~36% to overall revenue
- Offerings: Basmati Rice, Regional Rice, Health & Convenience Products

Americas

- Americas basmati rice market is of ~0.2 MMT
- LT Foods is present in US and Canada with its flagship brand ‘Royal’ that hold ~54% market share and is the No. 1 Basmati brand in the US
- Americas contributes ~36% to overall revenue
- Offerings: Basmati Rice, Regional Rice, Organic, Health & Convenience Products

Europe

- European basmati rice market is of ~0.4 MMT
- LT Foods had set up a facility in Europe in 2017, to capture the growing demand for Basmati in Europe in United Kingdom
- Europe contributes ~11% to overall revenue
- Offerings: Basmati Rice, Organic, Health & Convenience Products

Middle East

- Middle East basmati rice market is of ~4.2 MMT
- LT Foods has ground presence in Middle East, with flagship brand ‘Daawat’, acquired well known brands - Gold Seal Indus Valley & Rozana and strong private label partnerships
- Middle East contributes ~12% to overall revenue
- Offerings: Basmati Rice

Rest of the world

- Rest of world’s basmati rice market is of ~0.2 MMT
- LT Foods present in more than 80 countries with flagship brand ‘Daawat’ and other brands such as Heritage, Rozana, Deevaya, etc.
- Rest of world contributes ~5% to overall revenue
- Offerings: Basmati Rice
Our Strategies

- Strong R&D and innovation capabilities with quality assurance
- Inhouse Integrated Model with complete control over the entire Value Chain from “Farm to End Consumer”.
- Strong back-end infrastructure to ensure consistent and good quality inputs
- Consumer need-based product range
- Formulated channel-wise strategy to grow the business with dedicated sales force
- Leveraging strong brand equity and robust distribution, to venture into the new categories and geographies
- Implementing various marketing and brand building initiatives to strengthen the brand position
India

Basmati Rice Business

- Flagship Basmati Rice brand in India, offering premium quality Basmati Rice across all price points in India
- Portfolio consists of Daawat, Heritage, Rozana, Chef Secretz among others
- Present across all channels such as General Trade, Modern Trade, HORECA, E-Commerce, and all price points from Specialty to Mid-Range to Value-Range
- Consumer need-based product range, recipe variants such as Biryani and Pulav, Food service cooking need-based range – Daawat Chef’s Secretz

27%+ Market share (Rural & Urban)
44%+ Market share in Rural Segment
30%+ Market share in modern trade
India

Regional Rice

• Leveraging strong brand equity of brand "Daawat" and robust distribution ventured into the Regional Rice category
• Product Portfolio includes - Sona Masoori, Lachkari Wada Kolam
• Getting positive response from the market
• Launched in a few cities and across channels such as General Trade, Modern Trade and Food Service
• Implementing various marketing and brand building initiatives to strengthen the brand position

Driving growth through Ecommerce

Leveraged multiple platforms through sustained investment in the form of Visibility, Search Marketing and Consumer Offer.
India

Health and Convenience Foods

**Daawat Quick Cooking Brown Rice**
- First Company to introduce 15-minute Quick Cooking Brown Rice
- Fastest growing product in the new innovations segment
- Available across all channels Pan-India

**Daawat Sehat**
- Launched to meet the health and nutritional needs of the consumer
- Range of daily consumption basmati fortified with iron, vitamins and folic acid, to addresses the incidence of under nutrition amongst all children
- The brand is certified F+ by FSSAI

**Kari Kari**
- Entered into the Healthy and Premium snacks category
- Launched under a Joint Venture with Kameda Seika, a Japanese snack food major
- Flavours: Chilli Garlic, Spice Mania, Salt n Pepper and Wasabi
- Successful test launch
- Recently set up a manufacturing unit in Haryana

**Daawat Sauté Sauces**
- Just add these sauces to cooked rice and a new flavorful dish is ready in minutes
- Available in 5 different variants: Dum Biryani, Masala, Hot Garlic Manchurian and Schezwan
- Available across Modern Trade stores Pan-India

**Daawat Cuppa Rice**
- Recently launched a ready to eat rich based meals in a dry (dehydrated) state and are reconstituted in 8 minutes by just adding hot water
- Made from all natural ingredients with no preservatives and artificial ingredients
- Available in 5 variants
Americas

Basmati Rice Business

• Present across all channels through its flagship brands Royal - Largest selling Basmati Rice brand in Americas, Daawat and 817 Elephant

• Product portfolio consists of Basmati rice, Jasmine rice, Arborio rice, Wheat Flour, and Ready-to-Heat Rice

• Present across all channels such as - Multi-Cultural (Ethnic channel), Mainstream Retail including Club stores, Food Service channel and E-Commerce channel

• Leveraging the brand’s equity and distribution network, to expand the product portfolio in the US market

54%+
Market share of the US basmati rice segment

37%+
Market share of the branded segment in the US

Snapshot of some of Our Key Customers

Canada

US-Mainstream Retail

US-Club

US-Ecomm

amazon
Organic

• Leveraging the back-end strength from India and the distribution channel of "Royal" started selling organic products under brand "EcoLife".

• Also, selling organic ingredients to major organic food companies

Health and Convenience Products

• Based on changing consumer needs and preferences, LT Foods has launched Royal Ready-to-Heat products in 7 variants leveraging the brand equity and distribution network

• Received overwhelming response from the market
Middle East

Basmati Rice Business

- 10% market share in Premium Basmati segment

- Present across all channels - Modern Trade, Self Service, Traditional Trade and Food Service across all price points through our and acquired brands

- Our flagship brand ‘Daawat’ well-known brands of the Middle Eastern region – Gold Seal Indus Valley and Rozana from Hindustan Unilever to strengthen our presence in this geography

- Strong presence across countries such as UAE, Kuwait, Qatar, Oman, Yemen, Saudi Arabia and Bahrain among others

- Recent strategic association with SALIC will help us further strengthen our position in Saudi Arabia

- Increasing the number of activations to strengthen our presence in this region
Basmati Rice Business

- **Set up a manufacturing Facility** in Europe in 2017 which currently running at full capacity
- **Present across all channels** across all price points through our flagship brand ‘Daawat’
- **Strong strategic presence** in Germany and Scandinavia nations and **consistently growing** ethnic business across various European markets
- Launched the **new avatar brand** “Daawat” to make Daawat a household name in Europe
- **Continuously adding new customers and expanding to new regions** such as UK and France

Organic

- **Leveraging the back-end strength** from India and the distribution channel of ”Daawat”, started selling organic products under brand ”EcoLife”.
- Also, selling organic ingredients to major organic food companies
Rest of World

Basmati Rice Business

• Present across more than 80 countries through flagship brands ‘Daawat’, Heritage and Devaaya
• Consistently filling the portfolio gaps by launching new products based on changing consumer trends
• Various marketing and brand building initiatives implemented to strengthen the brand position
• Australia remained one of the largest contributors also present across countries such as Malaysia, Singapore, New Zealand, Maldives, Hong Kong, etc. with leading position in most of the countries
• Enjoy leadership position in Israel and the Reunion Island
Organic – The Ingredient Business

Nature Bio Foods Limited (LT’s subsidiary), has emerged as a trustworthy and innovative global leader in providing authentic organic ingredients to the global consumers.

Range includes rice, pulses, oil seeds, cereal grains, spices and nuts.

Ingredient business associated with marquee customers.

Ecolife – Recently launched organic food brand.

Introducing a range of organic ‘Ready to Heat’ products for the overseas market with a facility in the United States.

Rabobank has made an investment in this Company.

Associated with 60,000 farmer families and c. 80,000 hectares of certified organic land.

Incorporated subsidiaries in both Europe & US to strengthen local presence in these markets.

90% of business is from ingredient sales.

100% organic food facility with cold and CO₂ treatment in Sonepat, Haryana.

First Organic company in the country to be conferred with the coveted CII Food Safety Award.
India
- Master Chef Sanjeev Kapoor continues to be associated with the brand
- Bollywood actress and fitness expert Shilpa Shetty got associated with Daawat Brown Rice for Brown Rice recipes
- Enhancing point of sale visibility

International
- Multicultural channel catering to core basmati rice consumers such as the South Asian, Arabic and Persian diaspora
- Mainstream channel reaching out to the general US population

Market-leading brands in action in FY2019-20

1,00,000+
Highest Subscriber base in our Category on YouTube

3,10,500+
visits to Biryani corner on our Website

3,04,300+
fan base on Facebook

Strengthening our brands with consumer communication highlighting superior quality and product performance to capitalise on the new opportunities of growth
Growing Brand Equity

Launch of New Diwali Digital Film
“Iss Diwali mein Farq lao, Kise ki Diwali Khas Banao”

Television Campaign
7600 TV Spots in 2 months Campaign in all key Channels

New Campaign Launched in South India
4500 TV Spots in 4 months Campaign in all key Channels & also did Digital Campaign

Across all major Channels in South India

Strengthening our brands with consumer communication highlighting superior quality and product performance to capitalise on the new opportunities of growth
Campaigns for different variants basis consumer search & requirement

Biryani Dedicated Campaign on Social Media

Daawat Created 12 most searched Biryani Recipes

Total Impressions Total Views
5.7 mn. 3.4 mn.

Traditional Rice Digital Campaign

Targeting Consumers through Pragmatic

Total Impressions Total Views
2.4 mn. 1.1 mn.

Daawat Brown Rice Campaign

Reaching potential users by targeting on contextual & behavioural basis

Total Impressions Total Views
7.46 Cr. 5.27 Cr.

Promotion of newly launched – Daawat Sehat

Across print and digital media

Strengthening our brands with consumer communication highlighting superior quality and product performance to capitalise on the new opportunities of growth

LT Foods Investor presentation, July 2020
Leveraging our Integrated Operations and Global Supply Chain Network

Fully integrated Organization having complete control over the entire value chain and strategic location of our manufacturing facilities close to procurement areas helping us to strategize our growth plans effectively.
### Integrated Farm-to-fork Business Model

#### Sustainable farming
- **Robust backward integration** through partnerships with farmers under Sustainable Rice Production (SRP) Programs to deliver residue-compliant products.
- Agri extension team supports farmers throughout the year for rice farming.

#### Procurement
- **Wide procurement network** with strong quality control across all mandis (procurement markets).

#### State-of-the-art processing facilities
- **State-of-the-art processing and packaging facilities** in India, Europe and the US.
- **Advanced milling and packaging infrastructure** incorporate global best practices and continuously focuses on cost effectiveness.
- **Strategically located facilities**

#### Wide distribution reach
- **Global distribution network** including India across all channels such as, Mainstream, Retail Outlet, and Hotels/Restaurants and Caterers (HORECA).
- **Ground presence in US, the Middle East and Europe**
- **Present across all major E-commerce platforms globally.** Also tied up with Food Delivery partners such as Swiggy, Zomato and Dominoes in India during the COVID-19 times

---

### Key Figures

- **5,000+** farmers associated under the SRP programme
- **60,000+ acres** growing residue complaint paddy
- **234+** Procurement markets (mandis)
- **270+** Network of agents
- **Five** Manufacturing facilities in India
- **Three** Packaging units and a ready-to-heat facility in US
- **1,500,000+** Retail outlets, 3,600+ wholesalers, and 2,500+ modern trade stores in India; supported by 800+ distributors
- **250+** International distributors to cater to the global market
- **80+** Country global presence

---

Integrated operations provide several competitive advantages, including the ability to purchase large quantities of paddy at competitive prices, and effectively plan, schedule and implement production, storage and further distribute it pan-India and across geographies through its well-entrenched distribution network.
Global Market & Supply Chain Hubs
Key Takeaways

LT Foods is a 70 year old Consumer Food Company with presence in 80+ countries offering Basmati Rice, Regional Rice, Organic Food and Rice Based Convenience products.

Company has an Integrated Model with complete control over the entire Value Chain from “Farm to End Consumer”.

A strong back-end infrastructure to ensure consistent and good quality inputs at all time and a robust global distribution network across all channels and at all price points.

A strong and vibrant branded product portfolio that is evolving based on the changing consumer trends leveraging brand and distribution strength.

A sustainable and profitable business model with strong financial metrics supported by highly experienced, qualified and professional workforce.
Maximizing shareholder return through creating a fully integrated, global, sustainable, predictable, profitable and growing consumer business

**Strategic Focus**

**Growth**
- Solidify the leadership position in key markets
- Increase consumer penetration across segments to grow current market share
- Strengthen & widen distribution network
- Expand existing product portfolio and launch new products leveraging brand & distribution strength i.e. Rice based snacks, Ready to Eat and Ready to Cook
- Expand organic portfolio in value added segments

**Margin Expansion**
- Change in Product Mix
- Efficiencies across value chain
- Economies of Scale

**Strengthen Financial Metrics**
- Improve EBITDA margins by ~ 50bps - 100bps p.a.
- Strengthen the Balance Sheet
- Improve ROCE in line with EBITDA margins
Shareholding Pattern
As on June 30, 2020

- Promoter: 56.8%
- Mutual Funds: 5.1%
- FII: 1.4%
- Other DII's: 1.1%
- Others: 35.6%
Investor Contact

Ms. Monika Chawla Jaggia
Email: Monika.Jaggia@ltgroup.in
Tel: 0124-3055210

CIN: L74899DL1990PLC041790
Website: ltgroup.in
Address: Unit-134, 1st Floor, Rectangle-1,
Saket District Centre, Saket, New Delhi-110017

Facebook: DaawatBasmatiOfficialAuthenticRoyalFoods

World of LT foods