



**ASSOCIATED
KEDIA GROUP**

Dreams Determination Dexterity

**Associated
Alcohols & Breweries Ltd.**

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CIN : L15520MP1989PLC049380

24th February, 2021

Ref No.: AABL/2020-21/CS/SE/006

To,
The Listing Department
National Stock Exchange of India
Limited Exchange Plaza, C-1, G Block,
Bandra Kurla Complex,
Mumbai - 400051
NSE Symbol: ASALCBR

The Department of Corporate Services
BSE Limited
PJ Tower, Dalal Street,
Mumbai - 400001
Scrip Code: 507526

SUB.: Investor Presentation - February -2021

Dear Sir / Madam,

Pursuant to regulation 30 of the SEBI (Listing Obligation and Disclosure Requirement) Regulations, 2015 please find attached herewith Investor Presentation for the month of February - 2021.

The aforesaid presentation is also available on the company's website www.associatedalcohols.com

This is for your information and record.

Thanking you.

Yours faithfully,

For: Associated Alcohols & Breweries Ltd.


Sumit Jaitely

Company Secretary & Compliance Officer



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INVESTOR PRESENTATION | February 2021



Operational Snapshot



3 Decades of rich industry domain experience



Largest Single Location integrated manufacturing Facility



ENA manufacturing capacity is of 45 MLPA



32 Bottling Lines



12.5 Mn cases capacity



6 proprietary brands

Financial Snapshot



Industry Best Return Ratios



Net Debt Free



3 year Revenue CAGR : 22%



3 year Net Profit CAGR: 43%



CARE reaffirmed its A-/A2 credit rating for borrowings

Strategic Snapshot



Long standing strategic relationship with Diageo - USL



Diversified Product Portfolio



Expanding proprietary brand reach from 4 to 6 states

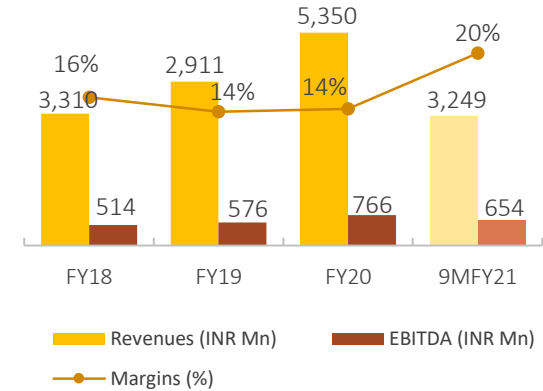
Company Overview



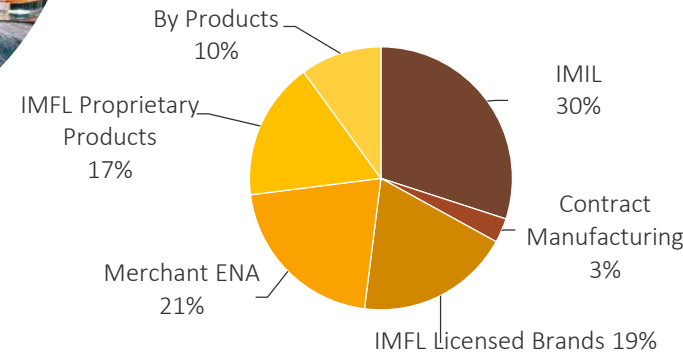
- Associated Alcohols and Breweries Ltd. (AABL) was founded by the late Shri Bhagwati Prasad Kedia in 1989.
- It is run today under the stewardship of his two sons, Mr. Anand Kedia and Mr. Prasann Kedia.
- AABL is one of the largest distillers in India with a state-of-the-art integrated alcoholic beverages manufacturing facility located in Central India near Indore, Madhya Pradesh.
- The company manufactures premium Extra Neutral Alcohol (ENA)/triple distilled/rectified spirit, IMIL and IMFL.
- AABL has diversified business segments, from manufacturing and supply of ENA to contract manufacturing for Diageo-USL, to manufacturing and marketing of licensed brands, as well as IMIL and 6 IMFL brands.



Financial Highlights



Segmental Revenue Breakup (9MFY21)



Board of Directors & Key Management Personnel



P
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S



Mr. Anand Kumar Kedia
Founder & Promoter



Mr. Prasann Kumar Kedia
Promoter

Mr Anshuman Kedia
Senior Executive & Promoter Group

Mr Vedant Kedia
Senior Executive & Promoter Group

B
O
D

Mr. Manish Kumar Tibrewal
Non-Independent Director

Dr. Apurva P Joshi
Independent Director

Mr. Tushar Bhandari
Whole Time Director

Mr Nitin Tibrewal
Independent Director

Ms Homai Ardeshir Daruwalla
Independent Director

Mr Debashis Das
Non-Independent Director

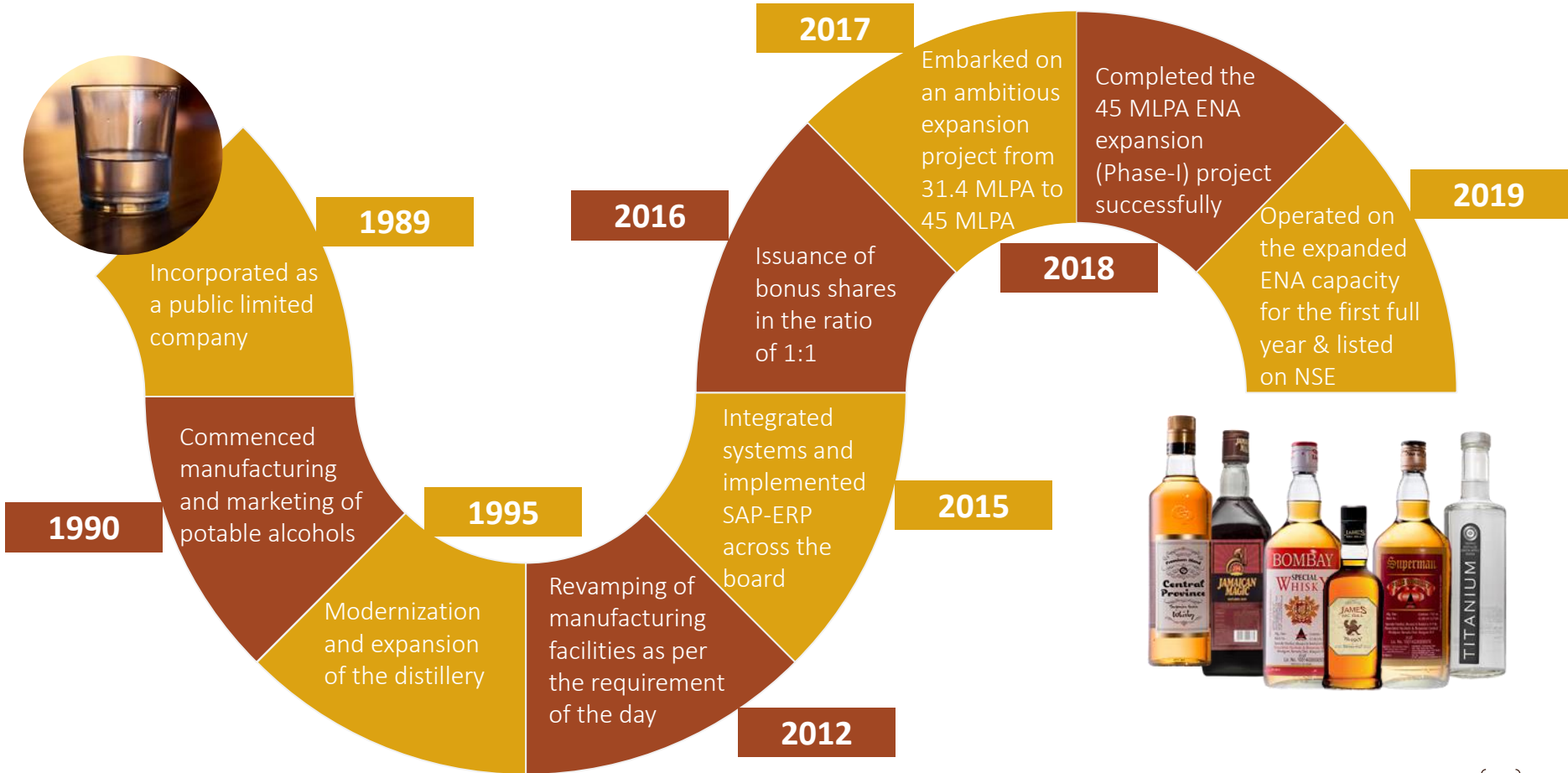
K
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Mr Ajay Gautam
Group Vice President

Mr. Rahul Tiwari
Head of Finance Team

Mr. Sanjay Tibrewal
Chief Financial Officer

Mr. Sumit Jaitely
Company Secretary





Award for BEST IMFL WHISKY (Prestige) James McGill

Superior Quality

Multi Grain-based process manufacturer

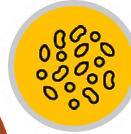


Co-generation power plant

60% of power coming from captive sources and expanding to further 100%

Diversified

Presence across alcohol value chain

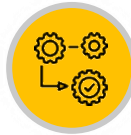


Process residue

Converted into monetizable by-products, accounting for almost 10% of companies revenue

Resource Efficient

Lower consumption of water, power and steam



Strategic Location

Madhya Pradesh is equidistant from all major markets

Strong financials

High growth rate and Deleveraged balance sheet



Environment Focused

Zero Effluent Discharge

One of the few selected and trusted partners

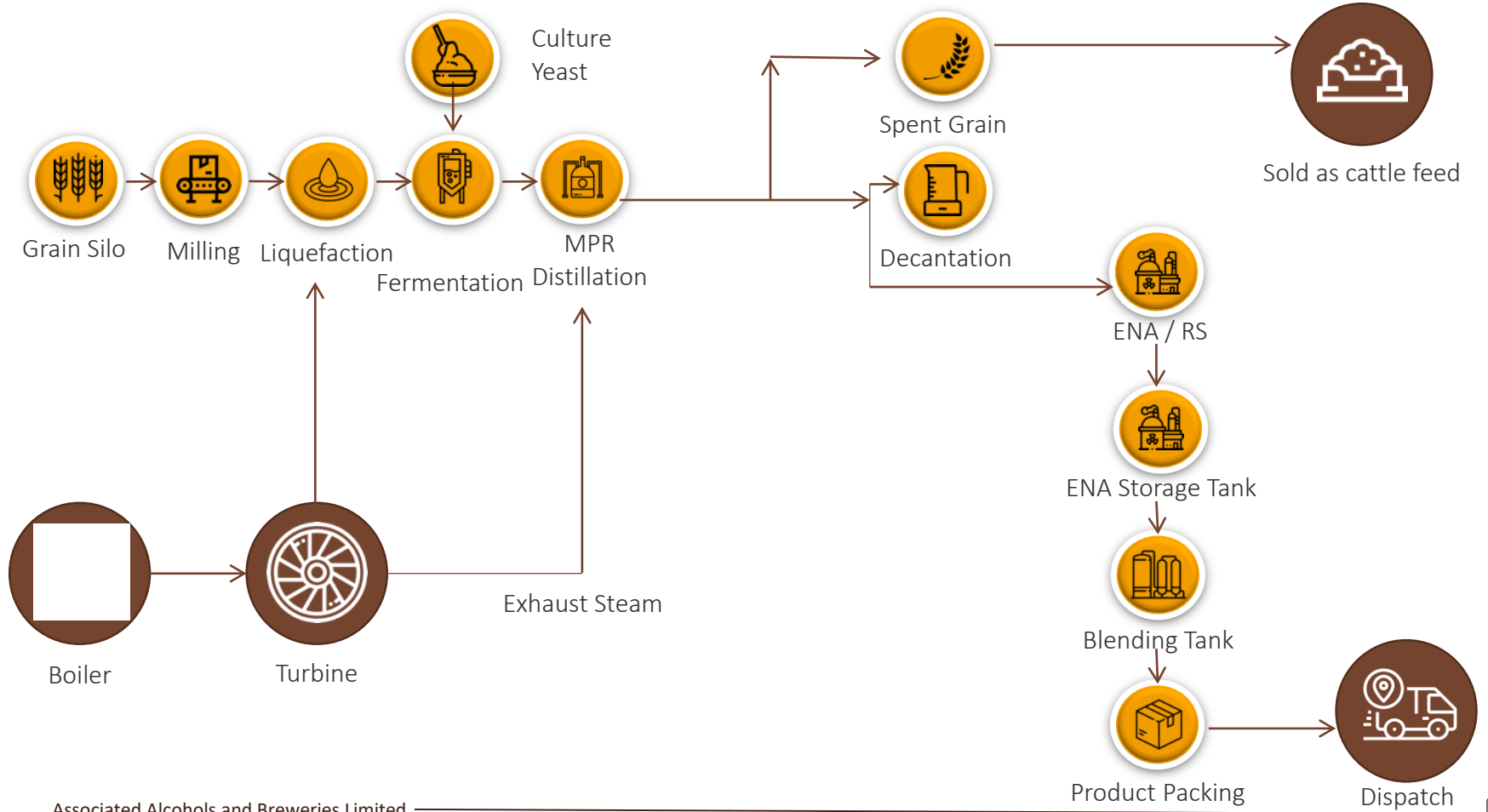
Of Industry Leaders like Diageo-USL





- The company has state of the art manufacturing facilities with:
 - ENA manufacturing capacity of 45 MLPA
 - 32 Bottling lines
 - 12.5 Mn cases capacity
 - 60% co-generation power plant
- The company uses various grains like Rice, Maize, Millets, and Sorghum for the manufacturing of ENA.
- AABL's manufacturing location at Central India near Indore is strategic from the raw material procurement security side due to the proximity to the agrarian farmlands of Madhya Pradesh and its contiguous States; as well as from a supply side as it is equidistance from large consumer markets like Maharashtra, Delhi, Kerala, Karnataka, and Chhattisgarh.
- The company is a preferred supplier as it is know for its Quality ENA and has a deep understanding of grains, crop cycles, environment integrity, integration into customer business plans, and secure transportation, which relieves the brands from the cumbersome task of manufacturing
- AABL also possesses extensive land of approximately 125 acres at the current location giving enough headroom for future expansion.

Integrated Manufacturing Process



Manufacturing

Grain Silo



Boiler



Bottling



Fermentation Section



Decantation Section



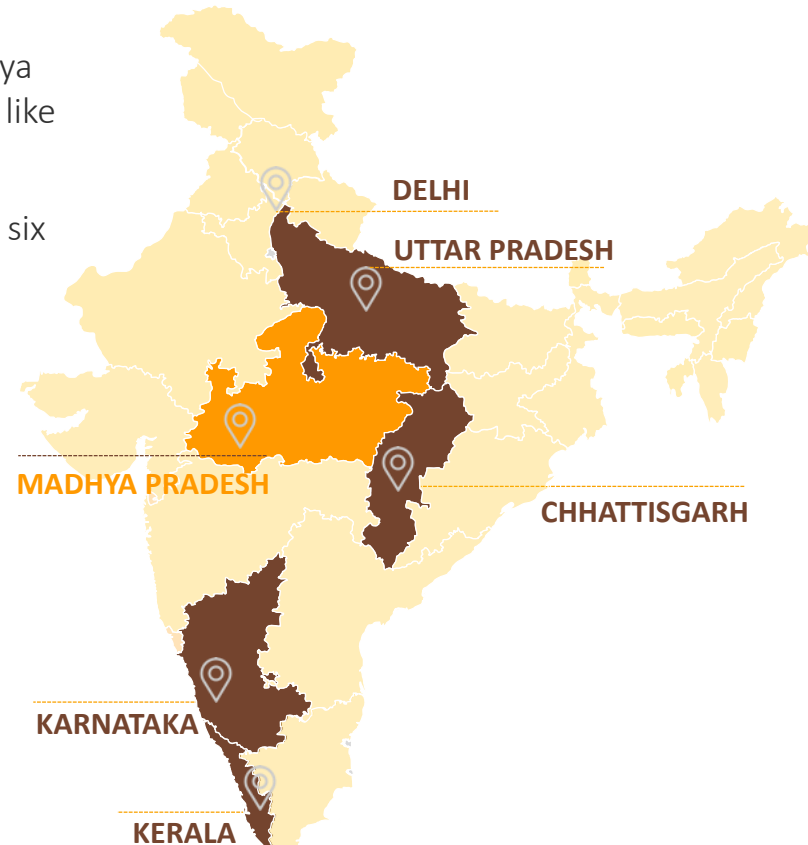
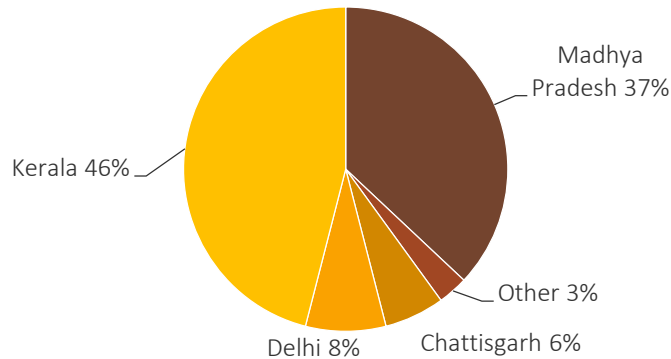


Strategic location of the manufacturing facilities in Madhya Pradesh as it is equidistant from large consumer markets like Maharashtra, Delhi, Kerala, Karnataka, and Chhattisgarh.



AABL's proprietary brands are being sold currently across six states viz. **Karnataka, Kerala, Delhi, Chhattisgarh, Madhya Pradesh, Uttar Pradesh** and the company plans to further enhance their distribution reach to other states in the coming years

State-wise Revenue Breakup of Proprietary Brands



Kerala: Asset-Light Model

(spirit supply from MP + outsourced bottling plant in Kerala)

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BUSINESS OVERVIEW



AABL has transformed from a small distillery of manufacturing country liquor to a diversified alcoholic beverages business with a portfolio covering both manufacturing services as well as direct to consumer business:

Manufacturing Business (34% of Revenue)



Merchant
ENA
21%



Contract
Manufacturing
3%



By Products
10%

Consumer Business (66% of Revenue)



IMIL
30%

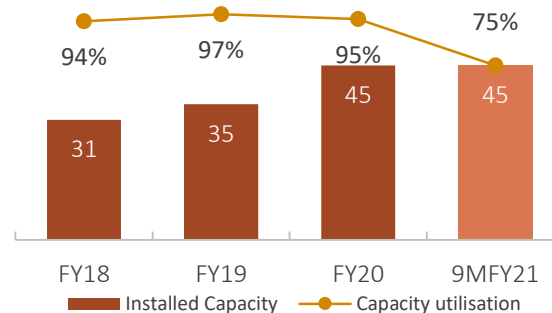


IMFL
(Proprietary Brands)
17%

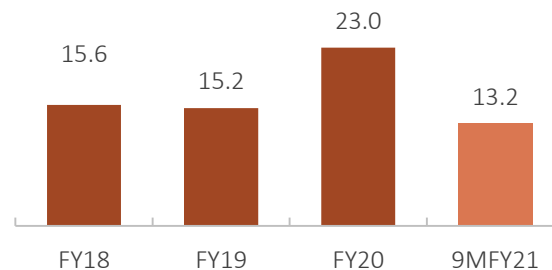


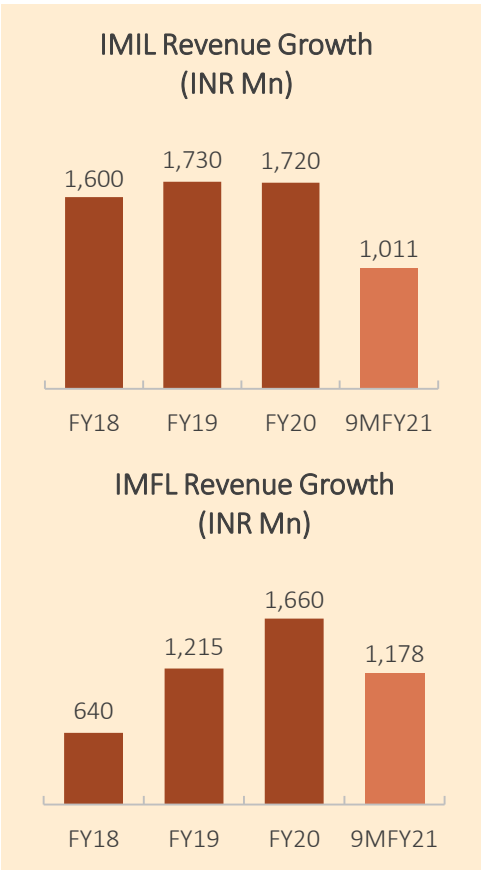
Licensed
Brands
19%

Capacity (MLPA) & Utilizations (%)



Total ENA Sales Volume (MLPA)





- Apart from manufacturing and marketing IMIL brands for three decades, AABL has diversified over the years to create 6 of its own proprietary IMFL brands.
- The company’s IMFL brands are being sold today in states like Madhya Pradesh, Delhi, Chhattisgarh, Kerala and Karnataka.
- The company plans to steadily increase its geographical presence to more states by investing in market building, achieve critical mass and scale through progressive resource deployment.
- The company’s clear strategy and focus is to strengthen the proprietary brands contribution to drive profitability over the coming years.
- All brands are available in all SKU sizes of 750ml, 375ml and 180ml.

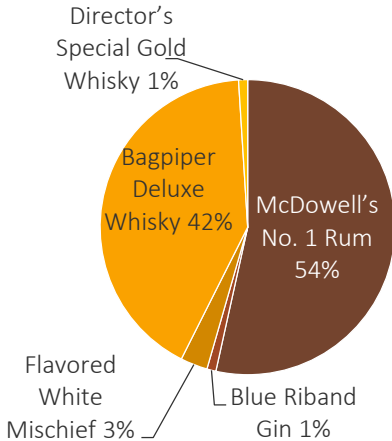


Licensed / Franchised Brands



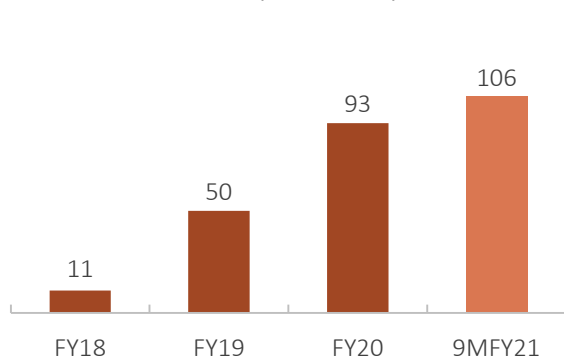
- AABL has had a long standing and constantly growing relationship with Diageo for over two decades due to AABL's integrated manufacturing process and unmatched superior quality ENA.
- From supplying ENA to contract manufacturing to job working, AABL is Diageo's premier and most reliable business partner. Both companies have constantly worked together to build and grow the business relationship so as to be mutually beneficial.
- In 2017, AABL enhanced this relationship by entering into an exclusive franchise agreement with Diageo-USL to distill, blend, bottle and market some of its key brands in the state of Madhya Pradesh.
- AABL has been accredited as being the best franchise performers from Diageo, and hence both companies are exploring options to enhance the franchisee to other states as well.

% of Licensed Brands Sales



- Contract Manufacturing helps AABL diversify the business risk by mitigating excessive dependence on any one business segment
- The company is known for its superior quality extra fine triple distilled grain spirit which enjoys a high demand from various IMFL brands.
- AABL is a key supplier of Extra Neutral Alcohol (ENA) for various leading companies like Diageo, Pernod Ricard, ABD among others.
- The company is also the preferred bottler for industry leaders and many prestigious brands.
- By the virtue of being among the largest strategically located ENA manufacturers in the country, the Company assures its customers on quality and timeliness of supply to any location in the country.

Contract Manufacturing Revenue Growth
(in INR Mn)





- Expansion plans to cater to the growing needs of the existing domestic and international customers, as well as enhance the company's presence in all segments of the alcohol consumption value chain by increasing focus on value added high margin products.
- Expansion of capacity from 45 MLPA to 90 MLPA along with co-generation power plant making AABL the largest single location distillery in India, with a total capex outlay of INR 1,200 Mn.
- Funding of Expansion primarily through internal accruals, helping the balance sheet stay deleveraged.
- Strategy to utilize additional ENA production into value added products.
- Setting up of an ethanol plant to capture the new ethanol policy benefits provided to grain based distilleries.
- Increase presence of proprietary brands in other major markets of the country.
- Creation of spirit malt manufacturing and maturation facility.
- The company has a low gestation period, ability to achieve 100% utilization level in 6 months post expansion with ample demand scenario.



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INDUSTRY OVERVIEW



- India is the third-largest and fastest growing liquor market in the world.
- The **India alcohol market** was valued at INR 2,807,236.7 bn in 2018, and is expected to reach INR 5,482,851.3 bn by the end of 2027 exhibiting a **CAGR of 7.8%** for the forecast period (2019-2027).
- **The ENA Market in India**
 - According to IMARC Group's report, the Extra Neutral alcohol (ENA) market in India reached a volume of 2.96 bn litres in 2019.
 - In India, almost 90% of ENA is used for potable alcohol, which accounts for an annual production capacity of nearly 2.7 bn litres.
- **The IMFL Market In India**
 - IMFL volumes are expected to reach INR 339 mn cases in CY 2022.
 - Its consumption in India is expected to post a CAGR of 8.4% in value terms and 4.7% in volume terms in 2017-21.
- **Market Opportunities**
 - Rising demand for premium and high prices alcohol due to increasing purchasing power.
 - The rising trend of accepting alcohol drinking.
 - Increasing the number of pubs and bar around the globe.
 - Increasing launches of flavored alcohol by market players.
 - Online liquor sales have increased during COVID.

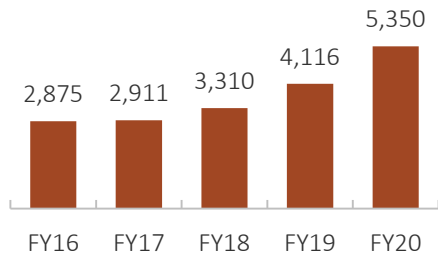


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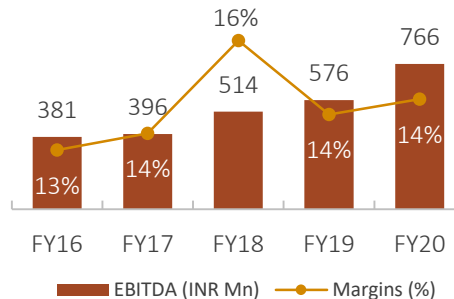
FINANCIAL OVERVIEW



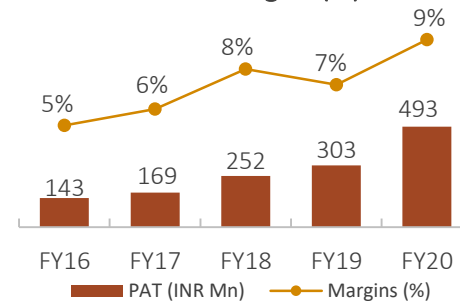
Revenue From Operations (INR Mn)



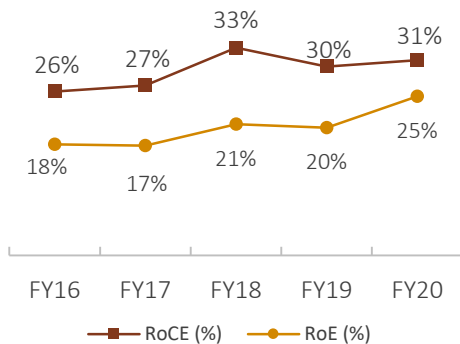
EBITDA (In INR Mn) & EBITDA Margins (%)



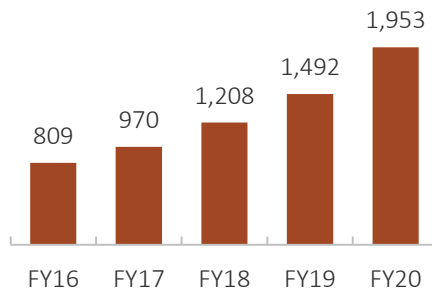
Net Profit (In INR Mn) & PAT Margins (%)



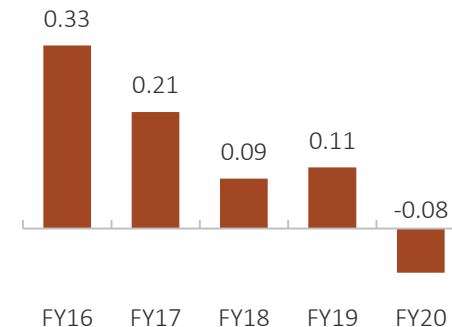
RoCE (%) and RoE (%)



Net Worth (INR Mn)



Net Debt to Equity (x times)



Historical Financial Performance



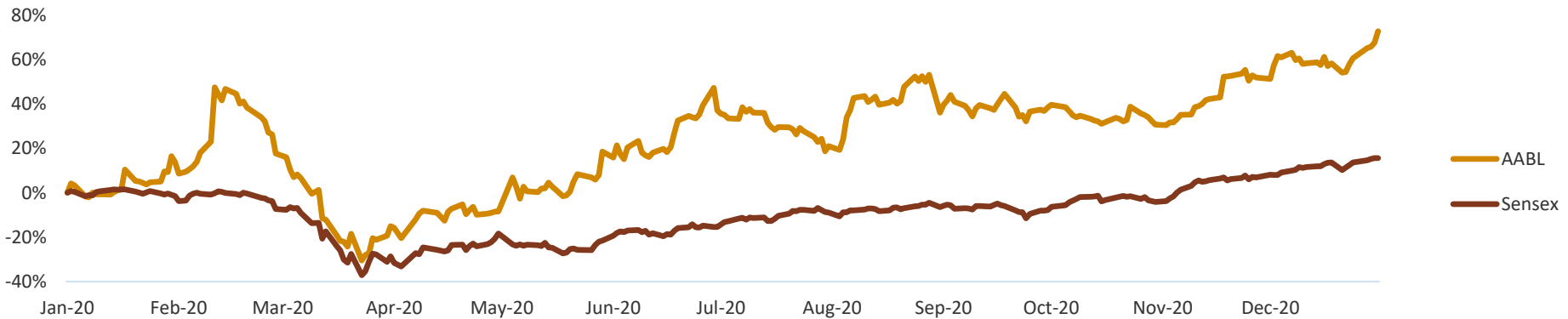
Particulars (INR Mn)	FY18	FY19	FY20	9M-FY21
Operational Income	3,310	4,116	5,350	3,249
Total Expenses	2,796	3,540	4,584	2,595
EBITDA	514	576	766	654
<i>EBITDA Margins (%)</i>	<i>15.53%</i>	<i>13.99%</i>	<i>14.32%</i>	<i>20.13%</i>
Other Income	31	42	33	32
Depreciation	113	123	141	102
Interest	38	22	21	8
PBT	394	473	637	576
Tax	142	170	144	147
Profit After tax	252	303	493	429
<i>PAT Margins (%)</i>	<i>7.61%</i>	<i>7.36%</i>	<i>9.21%</i>	<i>13.20%</i>
Other Comprehensive Income	8	3	(9)	-
Total Comprehensive Income	260	306	484	429
Diluted EPS (INR)	13.93	16.74	27.29	23.72

Balance Sheet



Particulars (INR Mn)	FY19	FY20	H1-FY21
ASSETS			
Non-Current Assets			
Property, Plant & Equipment	1,163	1,070	1,018
Capital Work in progress	19	112	130
Intangible Assets	1	1	1
Rights of Use Assets	-	25	21
Financial Assets			
(i)Investments	31	22	22
(ii)Long-term Loans and Advances	10	11	13
(iii)Other financial Assets	4	4	128
Non current tax Assets	-	12	12
Other non-current assets	65	43	44
Sub Total Non Current Assets	1,293	1,300	1,389
Current Assets			
Inventories	559	573	555
Financial Assets			
(i)Trade Receivables	307	390	531
(ii)Cash and Bank Balance	55	219	120
(iii)Loans	163	213	193
(iv) Others	19	2	3
Other Current Assets	47	38	42
Sub Total Current Assets	1,150	1,435	1,444
TOTAL ASSETS	2,443	2,735	2,833

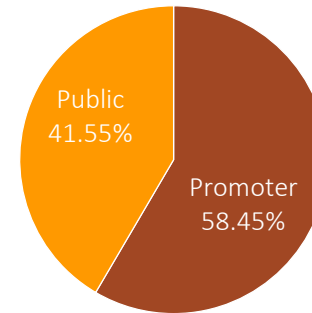
Particulars (INR Mn)	FY19	FY20	H1-FY21
EQUITY AND LIABILITIES			
Equity			
Share Capital	181	181	181
Other Equity	1,311	1,772	1,933
Total Equity	1,492	1,953	2,114
Non Current Liabilities			
Financial Liabilities			
(i)Borrowings	75	47	32
(ii)Lease Liabilities	-	16	13
Provisions	7	11	13
Deferred Tax Liabilities (net)	87	64	61
Non – current tax liabilities (Net)	1	2	2
Sub Total Non Current Liabilities	170	140	121
Current Liabilities			
(i)Borrowings	147	11	4
(ii)Lease Liabilities	-	8	8
(iii)Trade Payables	306	365	264
(iv)Other Financial Liabilities	151	127	142
Other current Liabilities	155	131	135
Provisions	-	-	1
Current Tax Liabilities	22	-	44
Sub Total Current Liabilities	781	642	598
TOTAL EQUITY AND LIABILITIES	2,443	2,735	2,833



Price Data (31st December, 2020)

Face Value (INR)	10.0
Market Price (INR)	320.8
52 Week H/L (INR)	334.9/122.0
Market Cap (INR Mn)	5,799.80
Equity Shares Outstanding (Mn)	18.08
1 Year Avg. trading volume ('000)	82.03

Shareholding Pattern as on 31th December 2020



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