

# **INVESTOR PRESENTATION**

June 2021

## Safe Harbor





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# one stop destination for rich taste and crunchiness CREMICA







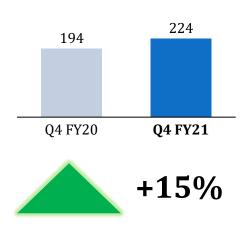
Q4 & FY21 Financials

# Strong Q4 FY21 Performance

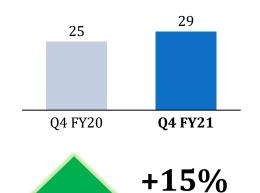




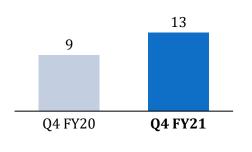
#### Revenue from Operations



#### **EBITDA**

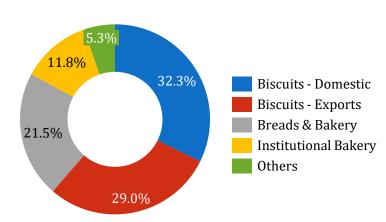


#### Profit After Tax

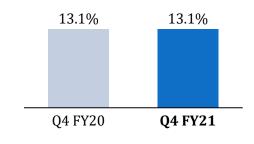




#### Revenue Breakup

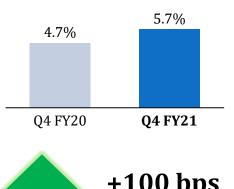


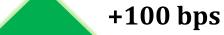
#### **EBITDA Margins**



Maintained margins despite increased raw material prices in Q4FY21

#### **PAT Margins**

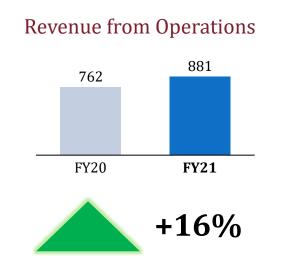


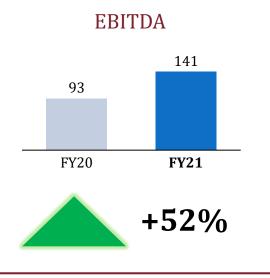


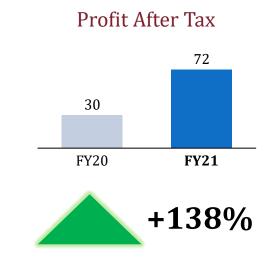
# Strong FY21 Performance

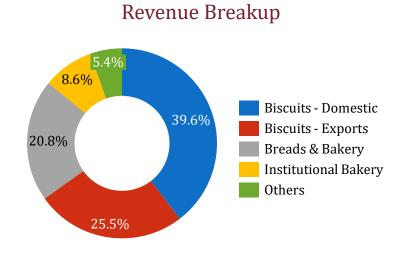


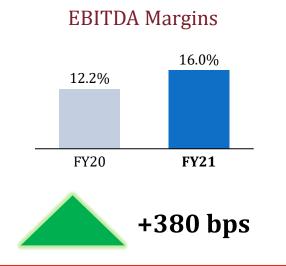


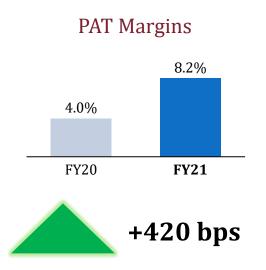








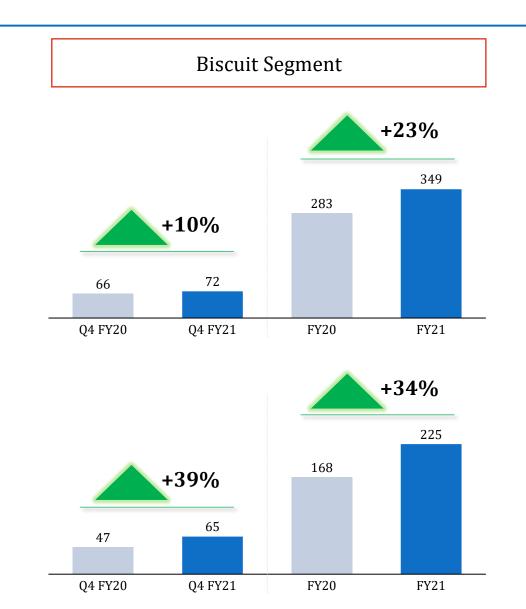


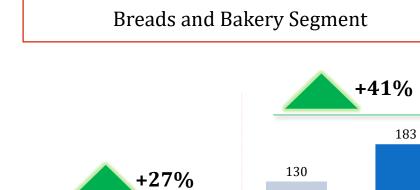


# Segment Wise Revenue Breakup









48

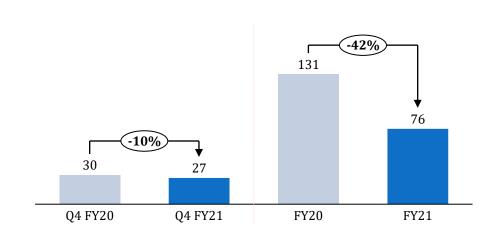
Q4 FY21

38

Q4 FY20

Retail Bakery

Inst. Bakery



Exports

**Domestic** 

FY20

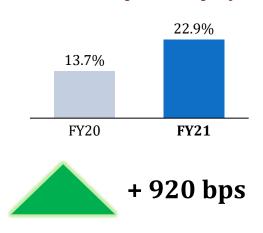
FY21

# Strong Balance Sheet

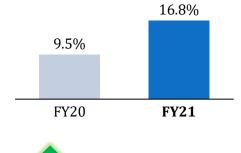




#### Return on Capital Employed



#### Return on Equity



# + 730 bps

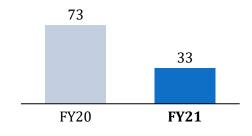
#### **Working Capital**

#### Rs. 72 crores

Maintained Working Capital despite increased Sales by 16%

FY20: Rs. 71 crores

#### Net Debt



Reduced by Rs. 40 crores in the last year

#### Net Debt to Equity

0.08x

Reduced from 0.23x in FY20

#### Working Capital

# 30 days

Improved by **3 days** from FY20 FY20 : 33 days

# Profit & Loss Statement – Q4 & FY21





Profit & Loss Statement (Rs. Crs.)	Q4 FY21	Q4 FY20	Y-o-Y	FY21	FY20	Y-o-Y
Revenue from Operations	224.0	194.3	15%	880.7	762.1	16%
Cost of Materials Consumed	117.7	99.7		467.8	411.3	
Purchase of stock-in-trade	0.6	0.0		0.6	0.4	
Changes in Inventories of Finished Goods and Work in Progress	4.0	6.1		-6.8	-4.2	
Gross Profit	101.6	88.5	15%	419.1	354.7	18%
GP %	45.4%	45.6%		47.6%	46.5%	
Employee Benefits Expense	31.2	29.5		126.9	117.9	
Other Expenses	41.2	33.6		151.2	144.0	
EBITDA	29.2	25.4	15%	141.1	92.8	52%
EBITDA %	13.1%	13.1%		16.0%	12.2%	
Other Income	1.3	0.5		10.1	2.9	
Depreciation and Amortisation Expense	11.2	10.4		44.7	41.7	
EBIT	19.4	15.6	25%	106.5	54.0	97%
Finance Costs	2.1	3.5		9.5	15.0	
Share of net profit of associate accounted for using the equity method	0.0	-0.1		0.1	0.0	
PBT	17.3	12.0	44%	97.1	39.0	149%
Total Tax Expense	4.5	3.0		24.8	8.7	
Profit for the year	12.8	9.1	41%	72.3	30.3	138%
PAT %	5.7%	4.7%		8.2%	4.0%	

# Balance Sheet as on 31st March 2021





ASSETS (Rs. Crs.)	Mar-21	Mar-20
Non - Current Assets		
Property, Plant and Equipment	339.7	337.6
Capital Work-in-Progress	55.3	6.7
Right-of-use Assets	14.2	15.3
Goodwill	0.4	0.4
Other Intangible Assets	0.0	0.6
Equity Accounted Investment	3.9	3.8
Financial Assets		
(i) Loans	3.6	3.5
(ii) Other Financial Assets	0.0	0.0
Income Tax Assets (net)	2.9	4.3
Other Non-Current Assets	7.0	17.4
Total Non - Current Assets	427.0	389.6
Current Assets		
Inventories	56.9	43.4
Financial Assets		
(i) Investments	6.2	0.0
(ii) Trade Receivables	72.0	75.0
(iii) Cash and Cash Equivalents	34.7	20.7
(iv) Bank Balances other than (iii) above	50.0	9.6
(v) Loans	2.7	0.4
(vi) Other Financial Assets	22.7	17.9
Other Current Asset	9.0	9.3
Total Current Assets	254.2	176.3
TOTAL ASSETS	681.2	565.9

EQUITY & LIABILITIES (Rs. Crs.)	Mar-21	Mar-20
Equity Share Capital	58.7	57.3
Other Equity	372.5	262.2
Total Equity	431.2	319.4
Non - Current Liabilities		
Financial Liabilities		
(i) Borrowings	114.8	85.7
(ii) Lease Liabilities	1.0	1.5
Provisions	7.4	6.1
Deferred Tax Liabilities, (net)	9.5	7.9
Other Non Current Liabilities	10.4	13.1
Total Non - Current Liabilities	143.1	114.4
Current Liabilities		
Financial Liabilities		
(i) Borrowings	3.3	18.1
(ii) Lease Liabilities	0.6	1.1
(iii) Trade Payables		
(a) total outstanding dues of micro enterprises and small enterprises	5.3	5.9
(b) total outstanding dues of creditors other than micro enterprises and small enterprises	52.0	41.1
(iv) Other Financial Liabilities	22.3	34.5
Other Current Liabilities	18.9	13.8
Provisions	3.0	15.7
Current Tax Liabilities (net)	1.5	1.9
Total Current Liabilities	106.8	132.1
Total EQUITY & LIABILITIES	681.2	565.9

# **Cash Flow Statement**





Cash Flow Statement (Rs. Crs.)	Mar-21	Mar-20
Profit before Tax	97.1	39.0
Adjustment for Non-Operating Items	-47.4	-61.8
Operating Profit before Working Capital Changes	144.5	100.8
Changes in Working Capital	11.8	-21.0
Cash Generated from Operations	132.6	121.9
Less: Direct Taxes paid	-22.4	-12.4
Net Cash from Operating Activities	110.3	109.5
Cash Flow from Investing Activities	-124.7	-43.2
Cash Flow from Financing Activities	28.5	-51.1
Net increase/ (decrease) in Cash & Cash equivalent	14.0	15.2
Cash and cash equivalents at the beginning of the year	20.7	5.5
Cash and cash equivalents at the end of the year	34.7	20.7

# Our founder Mrs. Rajni Bector conferred with Padma Shri







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

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

'Lifetime Achievement Award' and 'Pride of Punjab' by Global Achievers Forum in 2017 Felicitated by State Bank of India for her outstanding achievement as an entrepreneur and serving as a role model for the women fraternity in 2017

'Woman of Excellence' from FICCI Ladies Organisation, Ludhiana in 2014

'Outstanding Women Entrepreneur' by Small Industries Development Bank of India in 2010 'Hall of Fame 2010, The Premier League' by the Human Factor in 2010 'Award for Excellence' from FICCI Ladies Organisation, Ludhiana in 2009

# Mrs. Bector's at glance





Biscuit -**Domestic** 



Pursuant to Brand separation agreement, "Mrs. Bector's Cremica" Brand is exclusive to Mrs. Digestives + Crackers + Cookies + Cream + Marie











**Biscuit** -**Exports** 



**Bectors Food Specialities Limited** for Biscuits







**Branded breads &** bakery products



Developed the brand "English Oven" for the Branded breads & bakery products business











**Institutional Bakery** 

Manufacturing for leading QSRs, Cloud Kitchens and Multiplexes





Contract **Manufacturing** 

Contract Manufacturer for Biscuits like Oreo and Chocobakes for Mondelez



**Buns + Frozen Products** 



4

3

# Our business segments





	Biscuits		Breads & Bakery			
	Domestic	Exports	Breads & Bakery products	Institutional Bakery		
Revenue Share*	Share* 26%		21%	9%		
Market Share^	4.5% of the premium and mid-premium biscuits market in North India, in FY20  4.5% of the premium and of biscuits from India in CY19		<b>5% market share</b> in the Branded Breads Segment in India	<b>11% market share</b> in semi processed and dough-based offerings, in FY20		
Distribution#	<ul> <li>Strong presence in North India</li> <li>900+ Distributors</li> <li>250+ Super Stockists</li> <li>550,000+ retail outlets</li> <li>5,000+ preferred outlets</li> <li>Supplying to CSD through 33 locations</li> </ul>	<ul> <li>Exports to 64 countries</li> <li>Supply to reputed retail chains, distributors and buying houses</li> </ul>	<ul> <li>210+ distributors</li> <li>18,000+ retail outlets</li> <li>Catering to Delhi NCR, Mumbai, Pune, Bengaluru</li> <li>96 SKUs</li> </ul>	<ul> <li>Sole and Preferred supplier having strong and long relationships with leading international QSRs, multiplex chains, and cloud kitchens for burger buns, muffins, garlic breads and other bakery products</li> </ul>		

^Source: Technopak Report

# Distinguished brand created over the years





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

2006	• Investment from Jade Dragon (Mauritius) Limited	2013	<ul> <li>Brand Separation MOU - "Mrs. Bector's Cremica" brand for Biscuit's business &amp; "English Oven" for bakery business are exclusive to Mrs. Bectors Food Specialities Limited</li> <li>Capacity expansion at Tahliwal, Himachal Pradesh with new imported line for manufacturing crackers biscuit</li> </ul>	2018	<ul> <li>Green field investment made at Rajpura         Facility and commissioned state of art         facility for cookies and biscuits</li> <li>Introduction of new bread line at Greater         Noida Facility</li> <li>Established new production line for breads         at the Bengaluru Facility</li> <li>Land acquired at Dhar, Madhya Pradesh for         further expension</li> </ul>
2007	<ul><li>Commenced Khopoli, Facility</li><li>Capacity expansion at Greater Noida Facility</li></ul>	2014	Commenced Bengaluru Facility		<ul><li>further expansion</li><li>Proposed expansion of the Rajpura</li></ul>
2010	<ul> <li>Entered into an agreement with Cadbury India Limited for manufacturing Oreo biscuits</li> <li>Acquisition of stake by IL&amp;FS Trust Company Limited and</li> </ul>	2015	<ul> <li>Acquisition of stake by Linus, Mabel, GW Confectionary and GW Crown</li> <li>Installation of new imported line at Phillaur, Punjab by replacing Indian line for manufacturing biscuits</li> </ul>	2020	<ul> <li>Manufacturing Facility</li> <li>Proposed expansion at Noida Manufacturing Facility for Bakery products</li> <li>IPO with listing on NSE and BSE with a valuation of ~Rs. 3,000 crores</li> </ul>
	India Business Excellence Fund-I	2017	<ul> <li>Capacity expansion at Greater Noida Facility</li> </ul>	2021	<ul> <li>Capacity expansion for Cookies at Rajpura Facility completed with a capacity of 300 metric tonnes per month</li> </ul>

# Automated state of art manufacturing units





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

Introduced 'sub breads' branded as 'English Oven Sub' Introduced Jeera Biscuits, Ajwain Cracker for ethnic taste preferences Commissioned a sheeting line capable of producing 'Focaccia Breads', 'Panini Breads', 'Ciabatta Breads'





#### **Stringent Quality Controls**











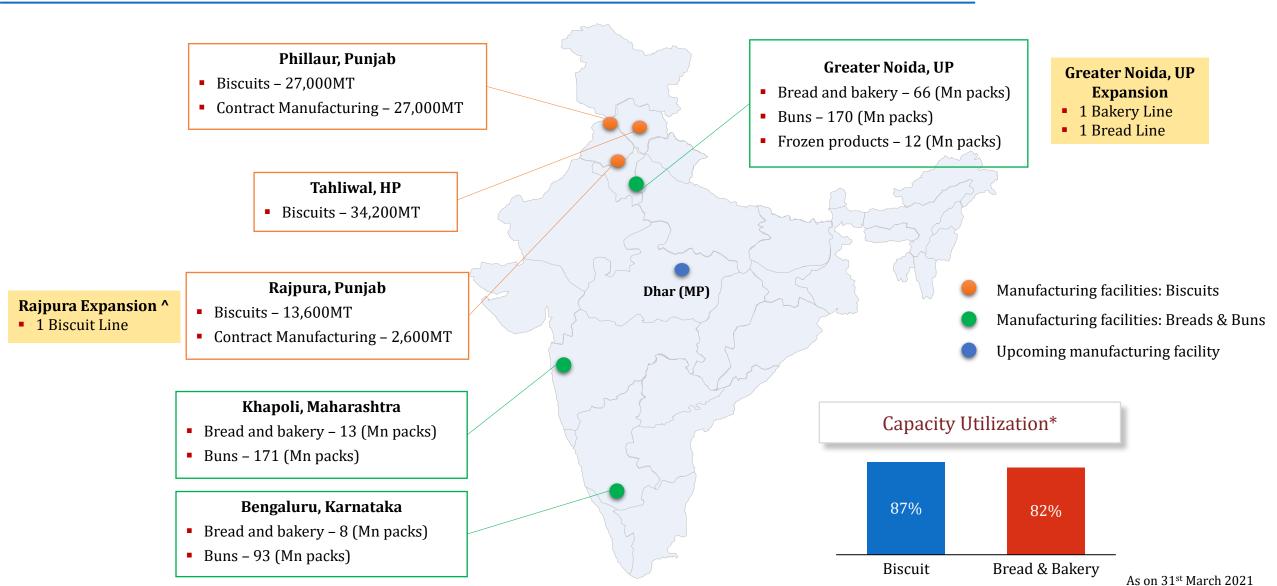
State of the art quality assurance lab with 63 highly capable personnel aiding quality and innovation

...with strong focus on Quality Control

# Strategically located for efficient distribution







Capacity is in terms of per annum

<sup>^</sup> IPO Proceeds of Rs. 40.5 crores to finance the cost of Rajpura Expansion Project





# **BISCUIT DIVISION**

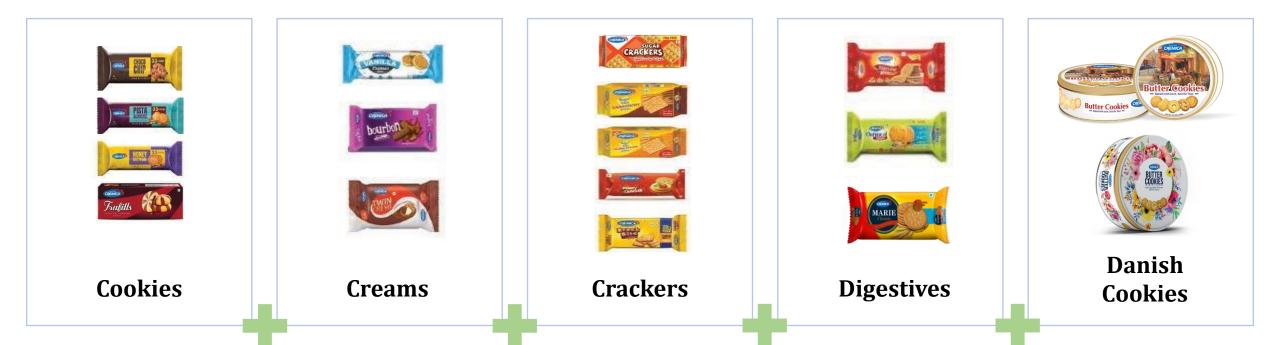


# One of the Leading Biscuit Brands in North India...





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



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

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





#### **Strong Multi Channel Distribution Network\***







15 Depots

250+ Super Stockists

5.000+ CPOs1





900+ Distributers

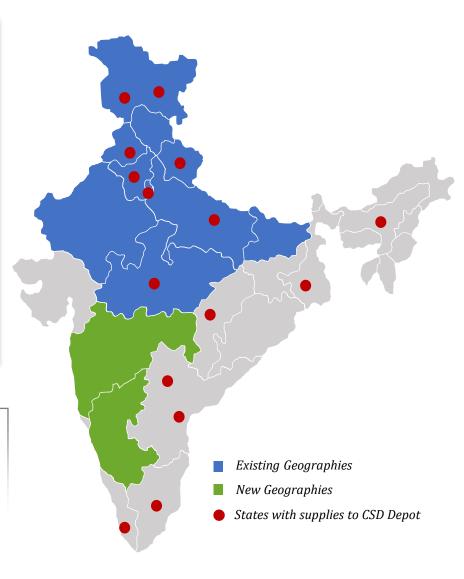
550k+ Retail outlets

200k+ Direct Reach

**Among Top 2** in the premium and mid premium biscuits segment in Punjab, HP, Ladakh and J&K

23 States PAN India Presence

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



#### Sales Automation tool to track distribution on real time

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

#### **General Trade (GT)**

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

#### **Modern Trade (MT)**

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

#### **E-Commerce**

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

#### **CSD**

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

Note - 1, CPOs - Cremica Preferred Outlet

<sup>\*</sup> As on 31st March 2021

# Export business – Long runway for growth





Rs. **225** crore

Revenues from Export

[FY21]

64

**Exporting Countries** 

25%+

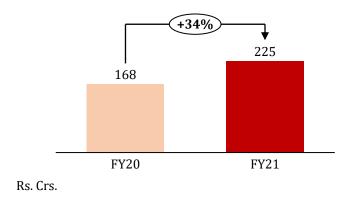
34%

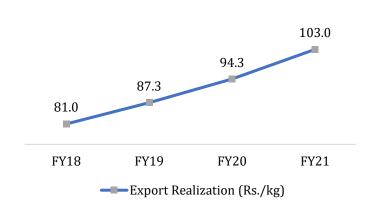
Share in the Indian biscuit exports to Canada [CY2019]\*

Growth in export segment post realignment of export strategy

#### **Realignment of Exports Strategy -**

In FY20, due to various reasons such as political unrest, worsening socio-economic conditions and foreign currency shortage in certain countries, Company reduced exporting its products to certain countries. Post the realignment, the Company has grown strongly and posted healthy numbers.





Company has shifted focus to **developed and emerging markets** such as Asia, Australasia, Europe, MENA region and North America to cater various retailers by introducing a wide range of premium products focusing on generating higher margins

# Strong International Portfolio









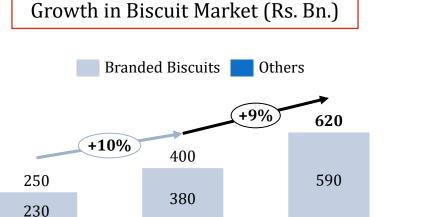


# Immense Industry Potential in the Biscuit Market

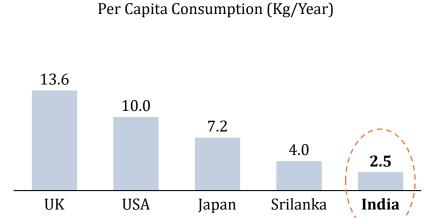
FY25e







#### Low per capita spending on biscuits



Key Trends

Per capita consumption of biscuits in India has significantly increased in the last 5 years

However, it is far behind developed economies like the US, UK and other developing countries like China and Sri Lanka



FY15

Changing Lifestyles & Innovative Product Development

FY20

Technological Advancements &

Innovation in Ingredients

Growth in Organized Retail

**Improved Packaging Solutions** 

New products development and premiumisation

**Healthy Options** 







# Fastest growing premium Bakery brand in India





White Bread

Brown Bread

**Speciality Breads** 

**Indian Breads** 













Western Bread





Sub Bread

Indulgence









Branded Breads business has grown at CAGR of 36% in the last 2 Financial Years

Manufactures and sells various types of premium bakery products in savory and sweets categories for retail customers such as breads, buns, and pizza bases, under the 'English Oven' brand

Largest premium selling brand in **Delhi NCR, Mumbai, Bangalore** 

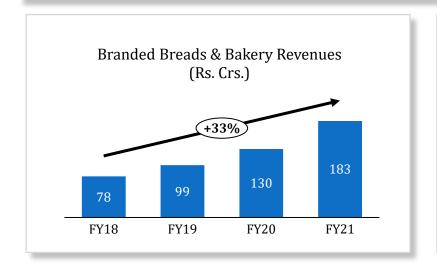
#### Customer centric distribution network

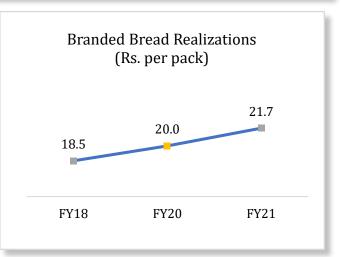




- Sales of products sold under the brand name 'English Oven' grew faster than industry between FY15 to FY20
- One of the few bakery companies in India that can handle **fresh, chilled and frozen** products which enables the Company to distribute its products across India
- Focus on quality and consistency
- Company aims to cater to wide variety of retail customers by introducing new niche product variants

#### High growth with continuously increasing realizations





#### Widespread Distribution



**210+** Distributers



18,000+ Retail outlets



Avg of **2,30,000+** packs sold every day in FY21

Focusing on expanding distribution network for increased penetration in **Tier 1 and Tier 2 cities** 

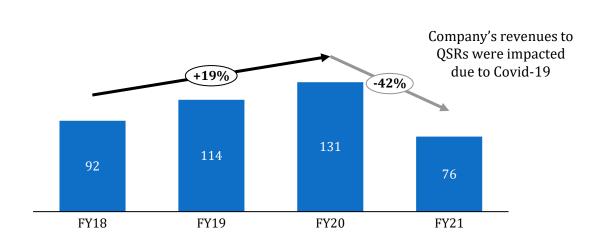
# Preferred Supplier to Largest QSR Franchises in India





# Company is a leading player in the institutional bakery segment Key Success Factors: Stringent quality control and compliance with standards Industry best practices such as use of premium quality raw materials Dedicated lines for manufacturing buns to serve QSR customers Innovative lines for manufacturing Desserts, Pizzas, Garlic breads, Croissants





#### Strong relationship with leading QSRs, multiplex chains, and cloud kitchens

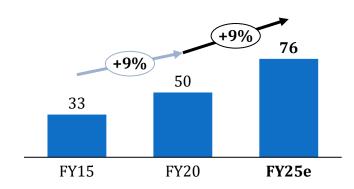
- Company plans to introduce new category of products including 'frozen buns', 'dessert jars' and 'brownies' in the Indian retail business segment
- Company is **one of the two key vendors, in India,** working with institutions for the supply of processed and semi- processed dough-based offerings
- Company is well positioned to capitalize on the growth opportunity in the institutional bakery business by leveraging its dedicated manufacturing facilities and long-standing relationships with key institutional customers

# Growth Potential in Bread & Bakery Business

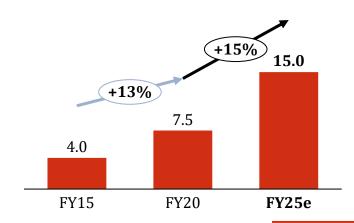




Indian Breads & Buns Market (Rs. Bn.)

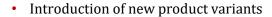


Premium Segment growing faster (Rs. Bn.)



Indian Bread Market size was Rs. 50 bn in FY20 of which premium category currently has a share of  $\sim$ 16% and is projected to grow at a rate of 15% for the next 5 years

- QSR chain market in organized food services space is estimated at Rs. 188bn in FY20 and is expected to grow at a CAGR of 23% to reach Rs. 524bn by FY25e
- Dough based products industry is expected to grow at a CAGR of 23% to reach INR 31 bn in FY225

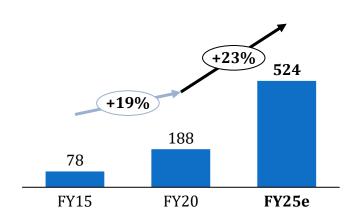


- Increased in-house consumption due to COVID-19
- Increasing per capita income
- Increasing per capita consumption

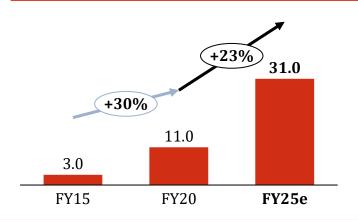
High growth in premium and super premium segment

- Higher disposable income
- Exposure to international cuisines
- Availability of varied range of breads

Chain QSR Market (Rs. Bn.)



Dough Based Products Market for Chain Segment (Rs. Bn.)



Mrs. Bectors Food Specialities Limited

# On ground brand building initiatives





#### **Branding Activities**



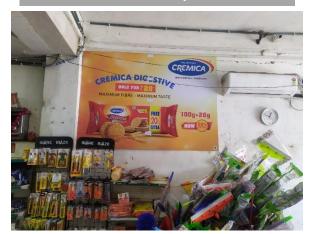




#### Website Re-Vamp



#### In-Shop



### Digital Marketing













# Well positioned to capture growth







Right Business Mix



Focus on Premiumization



**Focus on Innovation** 



**Focus on Branding** 

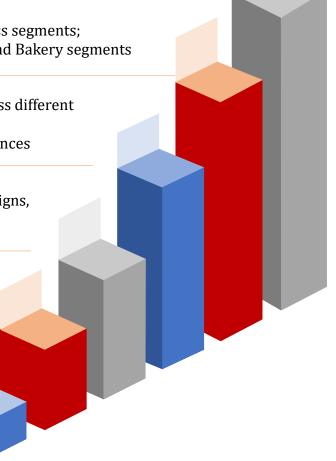


Focus on Distribution



**Capacity Expansion** 

- Competitively well positioned across 4 segments Domestic Biscuits, Biscuits Exports, Branded Breads and Bakery & Institutional Bakery
- Significant increase in the price realization of Company's products across all business segments;
- Continued focus on increasing the share of premium products in both the Biscuits and Bakery segments
  - Company has been at the forefront of introducing new and innovative products across different categories;
- Strongly positioned to capitalize on the trend of shift in consumer tastes and preferences
- Advertising in print media, digital, television, radio and outdoor promotional campaigns, and sponsorship of prominent sporting and cultural events in India
- Investments made to developed in-house automation tool which allows the Company to track and monitor the distribution network on a real time basis
- Significant investments made to set up new manufacturing facility and increase in existing capacities



# Delivering value to stakeholders with IPO







#### December 2020

- Listing of Mrs. Bectors Food Specialities Limited
- Listing done on BSE & NSE
- IPO Price : Rs. 288 per share
- Listing Price: Rs. 501 per share
- Objects of the Issue:
  - Proceeds of Rs. 40.5 crores to finance the cost of Rajpura Expansion Project

Mrs. Bectors Food Specialities Listing done at Valuation of  $\sim Rs.~2,943~Crs$  on  $24^{th}$  December 2020

# one stop destination for rich taste and crunchiness CREMICA





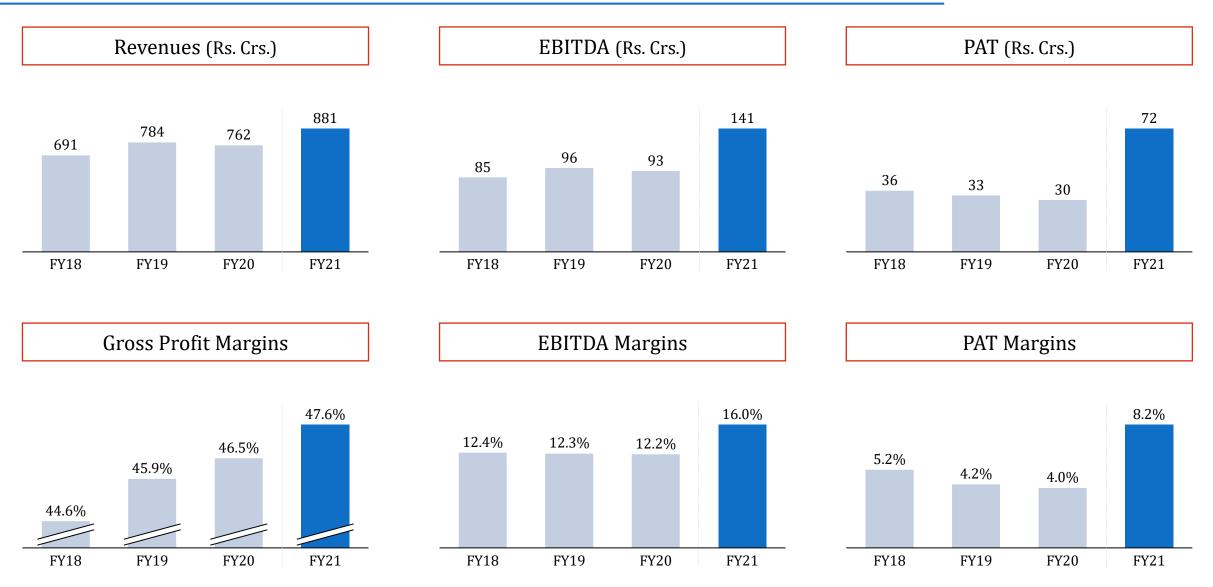


# **Historical Financials**

## Historical Financials



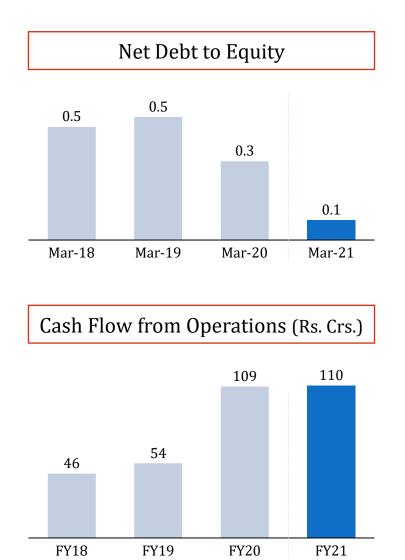


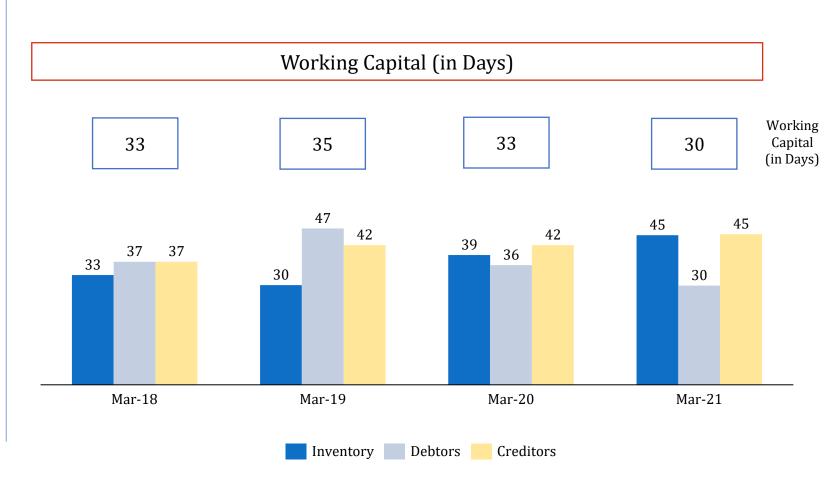


# Balance Sheet strength









# Historical Profit & Loss Statement





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

# **Historical Balance Sheet**





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

# **Historical Balance Sheet**





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

# THANK YOU

#### **Company:**





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