



Associated
Alcohols & Breweries Ltd.

Registered / Corporate Office :
4th Floor, BPK Star Tower, A.B. Road,
Indore - 452 008, (M.P.) India
Contact No. +91 731 4780400/490
Fax : +91 731 4780410
E-mail : info@aabl.in
CIN : L15520MP1989PLC049380

07th June, 2021

Ref No.: AABL/2021-22/CS/SE

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 - June -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 June - 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



ASSOCIATED

INVESTOR PRESENTATION | June 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 : 11%



3 year Net Profit CAGR: 32%



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

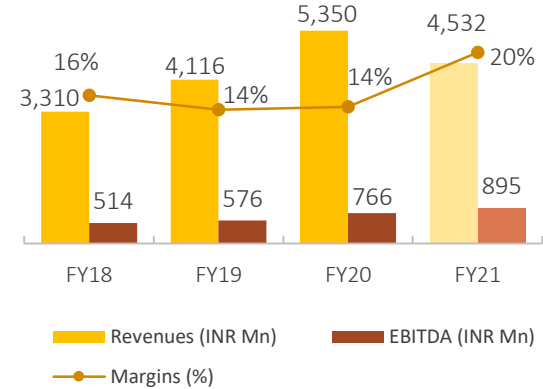
Company Overview



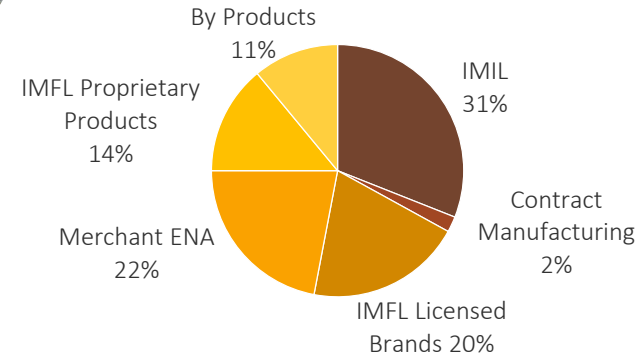
- Associated Alcohols and Breweries Ltd. (AABL) was founded by the late Shri Bhagwati Prasad Kedia in 1989.
- It is run today under the stewardship of his two sons, Mr. Anand Kedia and Mr. Prasann Kedia.
- AABL is one of the largest distillers in India with a state-of-the-art integrated alcoholic beverages 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 (FY21)



Board of Directors & Key Management Personnel



P
R
O
M
O
T
E
R
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. Sanjay 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

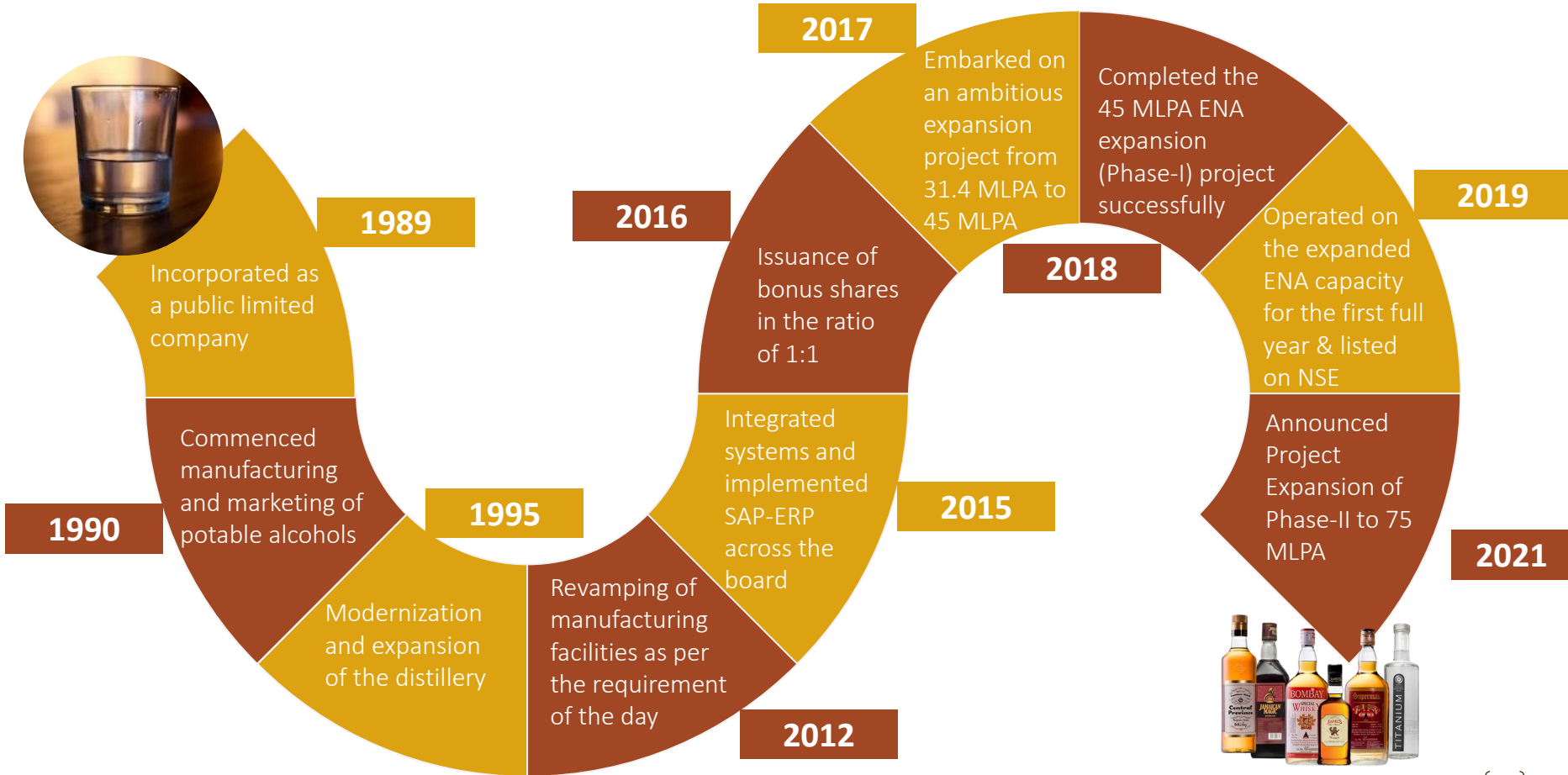
Mr Debashis Das
Non-Independent Director

K
M
P

Mr. Rahul Tiwari
Head of Finance Team

Mr. Rahul Tiwari
Chief Financial Officer

Mr. Sumit Jaitely
Company Secretary





Award for BEST IMFL WHISKY (Prestige) James McGill

Superior Quality

Multi Grain-based process manufacturer

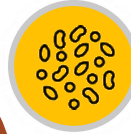


Co-generation power plant

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

Diversified

Presence across alcohol value chain

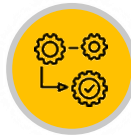


Process residue

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

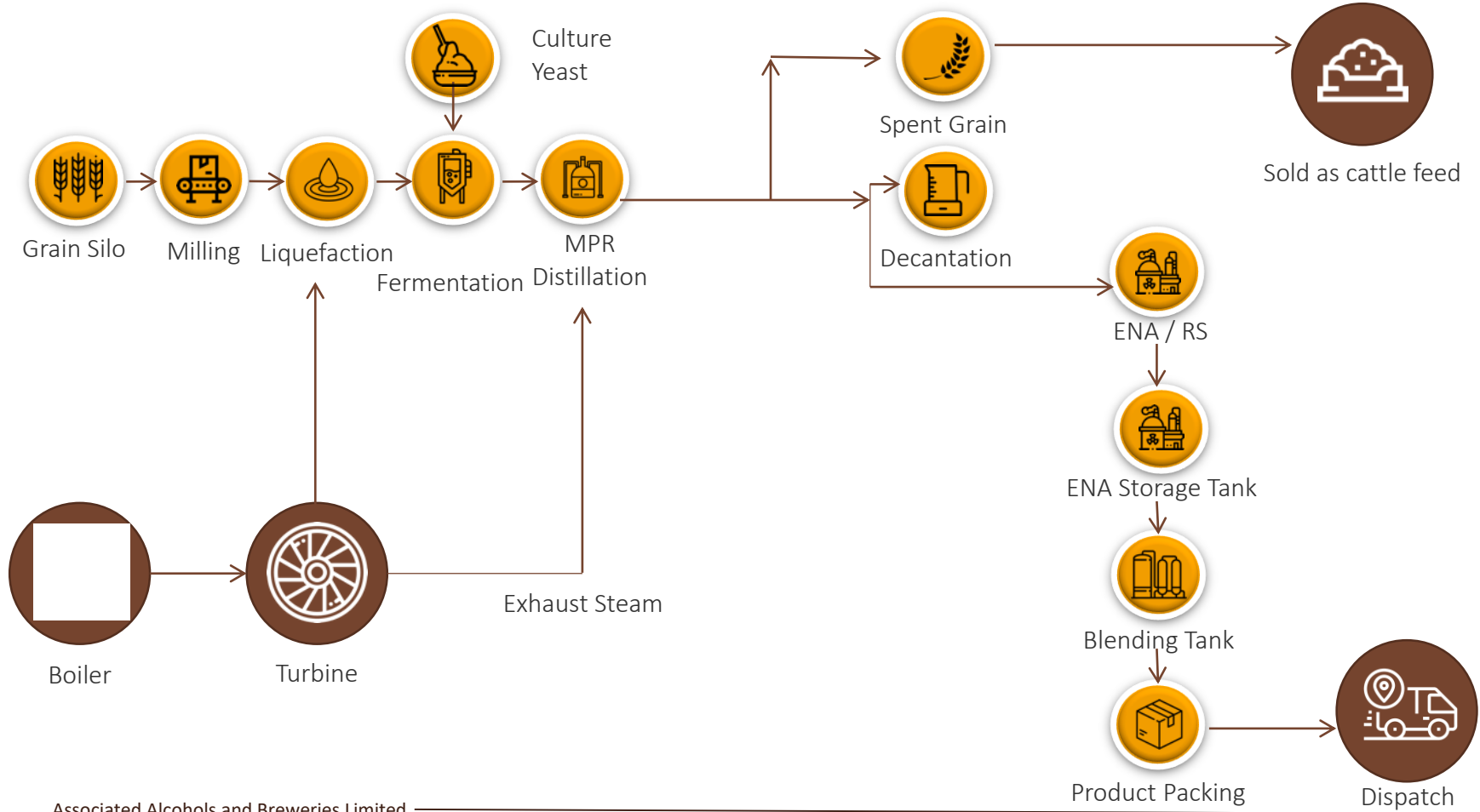
One of the few selected and trusted partners

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



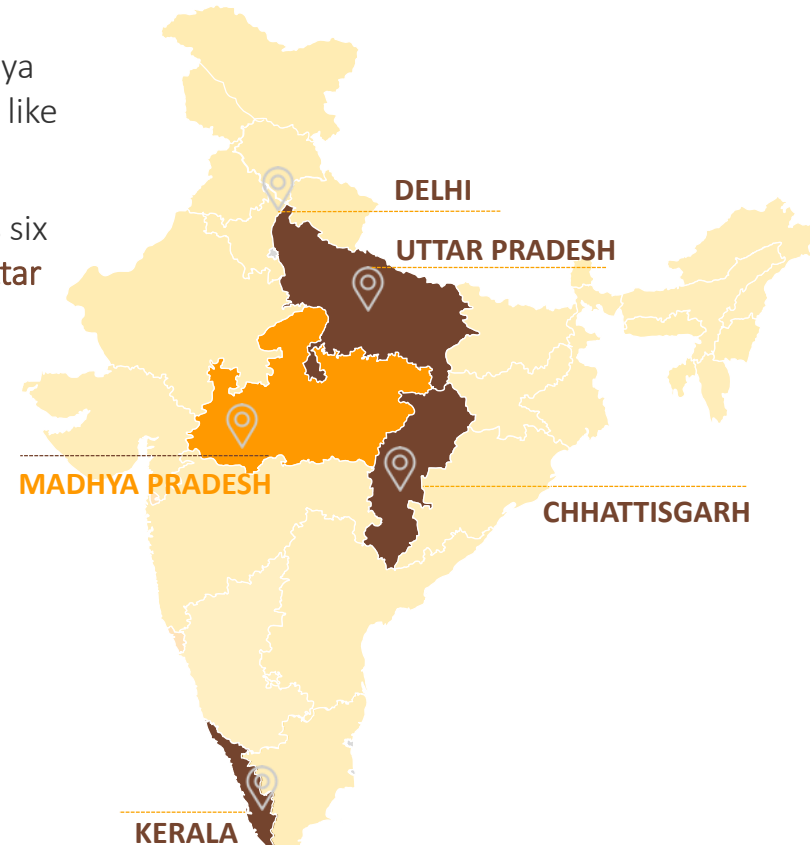
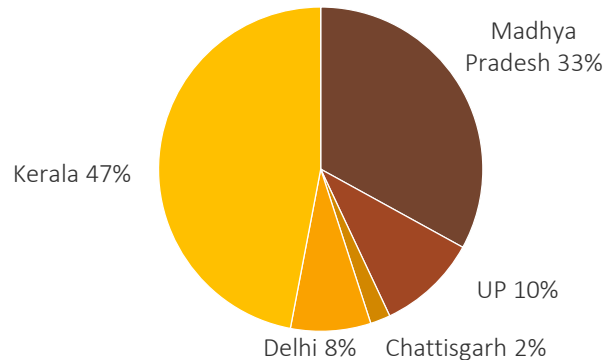


Strategic location of the manufacturing facilities in Madhya Pradesh as it is equidistant from large consumer markets like Maharashtra, Delhi, Kerala, Karnataka, and Chhattisgarh.



AABL's proprietary brands are being sold currently across six states viz. **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)

ASSOCIATED

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 (35% of Revenue)



Merchant ENA
22%



Contract Manufacturing
2%



By Products
11%

Consumer Business (65% of Revenue)



IMIL
31%

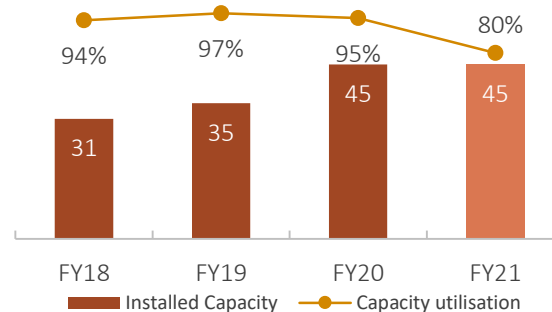


IMFL (Proprietary Brands)
14%

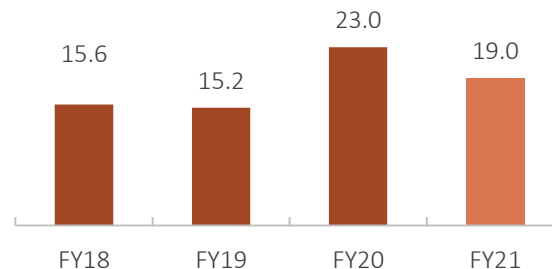


Licensed Brands
20%

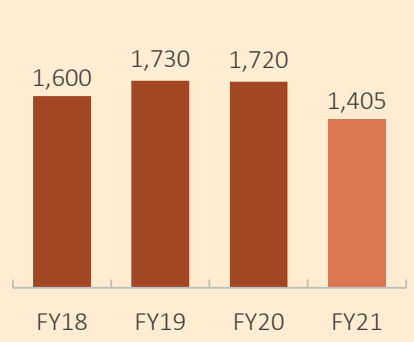
Capacity (MLPA) & Utilizations (%)



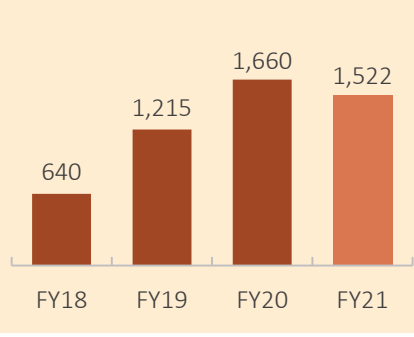
Total ENA Sales Volume (MLPA)



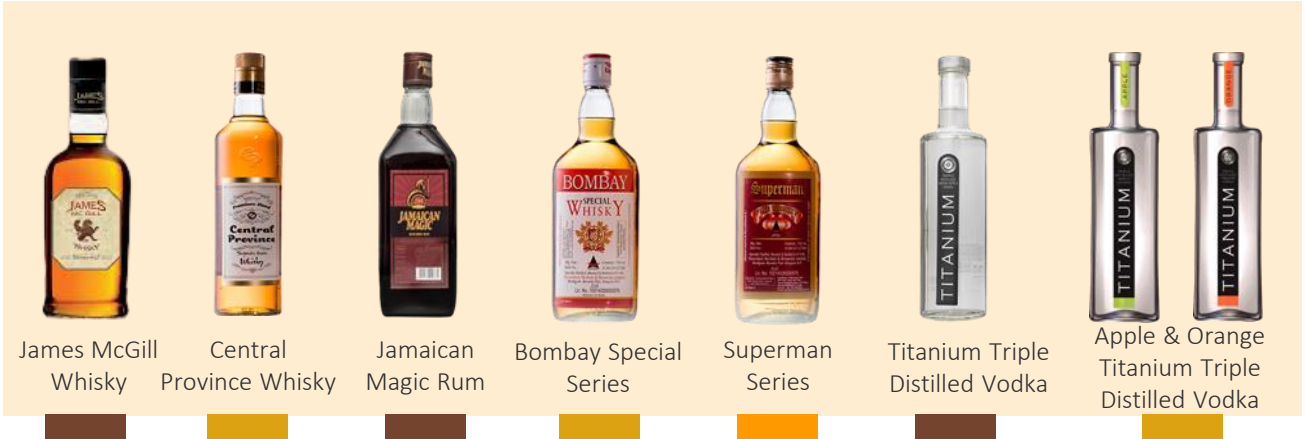
IMIL Revenue Growth (INR Mn)



IMFL Revenue Growth (INR Mn)

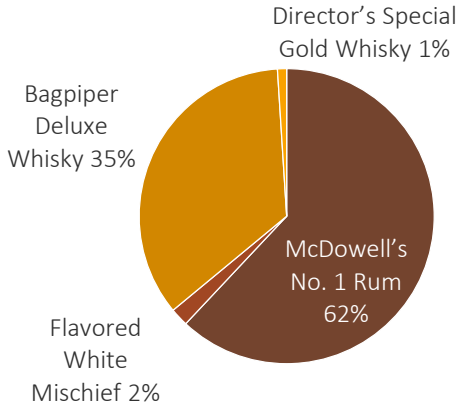


- Apart from manufacturing and marketing IMIL brands for three decades, AABL has diversified over the years to create 6 of its own proprietary IMFL brands.
- The company’s IMFL brands are being sold today in states like Madhya Pradesh, Delhi, Chhattisgarh, Kerala and Uttar Pradesh.
- The company plans 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.



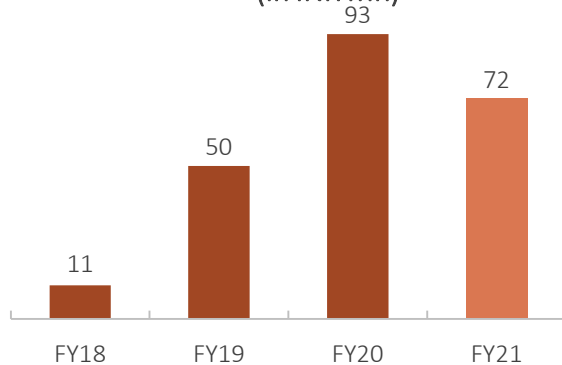
- AABL has had a long standing and constantly growing relationship with Diageo for over two decades due to AABL's integrated manufacturing process and unmatched superior quality ENA.
- From supplying ENA to contract manufacturing to job working, AABL is Diageo's premier and most reliable business partner. 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 75 MLPA along with co-generation power plant making AABL the largest single location distillery in India, with a total capex outlay of INR 1,100 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.



ASSOCIATED

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.

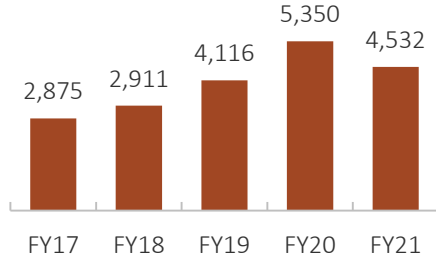


ASSOCIATED

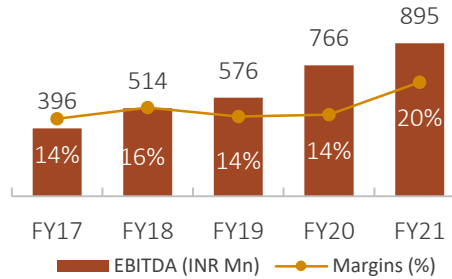
FINANCIAL OVERVIEW



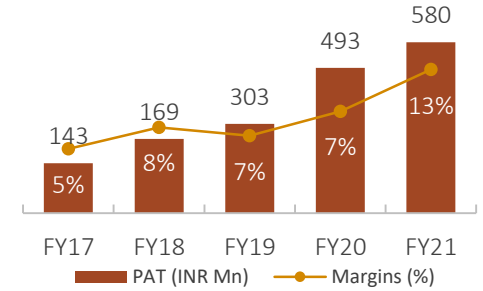
Revenue From Operations (INR Mn)



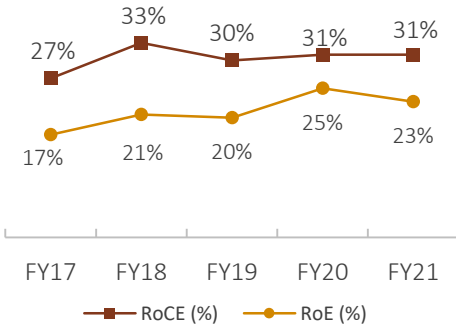
EBITDA (In INR Mn) & EBITDA Margins (%)



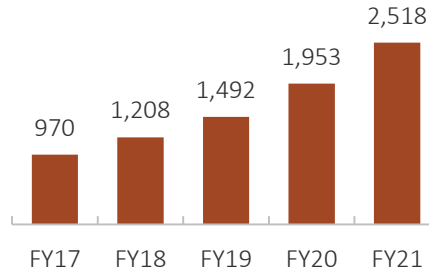
Net Profit (In INR Mn) & PAT Margins (%)



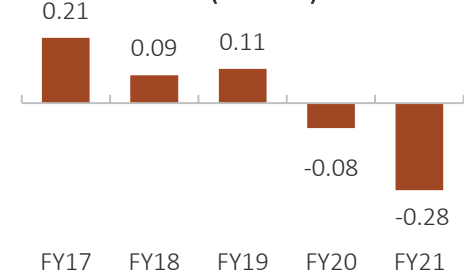
RoCE (%) and RoE (%)



Net Worth (INR Mn)



Net Debt to Equity (x times)



Historical Financial Performance



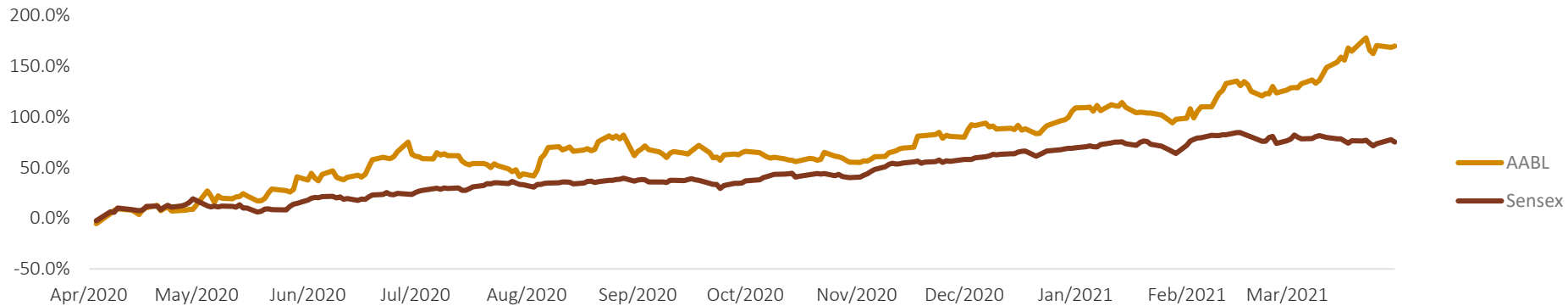
Particulars (INR Mn)	FY19	FY20	FY21
Operational Income	4,116	5,350	4,532
Total Expenses	3,540	4,584	3,637
EBITDA	576	766	895
<i>EBITDA Margins (%)</i>	<i>13.99%</i>	<i>14.32%</i>	<i>19.75%</i>
Other Income	42	33	46
Depreciation	123	141	141
Interest	22	21	15
PBT	473	637	785
Tax	170	144	205
Profit After tax	303	493	580
<i>PAT Margins (%)</i>	<i>7.36%</i>	<i>9.21%</i>	<i>12.80%</i>
Other Comprehensive Income	3	(9)	4
Total Comprehensive Income	306	484	584
Diluted EPS (INR)	16.74	27.29	32.06

Balance Sheet



Particulars (INR Mn)	FY20	FY21
ASSETS		
Non-Current Assets		
Property, Plant & Equipment	1,070	1,087
Capital Work in progress	112	92
Intangible Assets	1	1
Rights of Use Assets	25	17
Financial Assets		
(i)Investments	22	26
(ii)Long-term Loans and Advances	11	13
(iii)Other financial Assets	4	2
Non current tax Assets	12	12
Other non-current assets	43	40
Sub Total Non Current Assets	1,300	1,290
Current Assets		
Inventories	573	577
Financial Assets		
(i)Trade Receivables	390	389
(ii)Cash and Bank Balance	219	784
(iii)Loans	213	179
(iv) Others	2	-
Other Current Assets	38	78
Sub Total Current Assets	1,435	2,007
TOTAL ASSETS	2,735	3,297

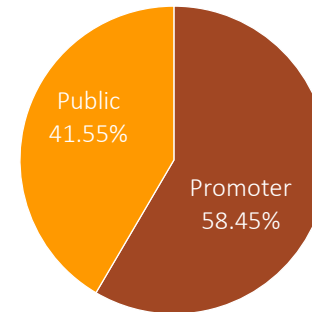
Particulars (INR Mn)	FY20	FY21
EQUITY AND LIABILITIES		
Equity		
Share Capital	181	181
Other Equity	1,772	2,337
Total Equity	1,953	2,518
Non Current Liabilities		
Financial Liabilities		
(i)Borrowings	47	19
(ii)Lease Liabilities	16	10
Provisions	11	16
Deferred Tax Liabilities (net)	64	52
Non – current tax liabilities (Net)	2	2
Sub Total Non Current Liabilities	140	99
Current Liabilities		
(i)Borrowings	11	69
(ii)Lease Liabilities	8	7
(iii)Trade Payables	365	327
(iv)Other Financial Liabilities	127	138
Other current Liabilities	131	113
Provisions	-	-
Current Tax Liabilities	-	26
Sub Total Current Liabilities	642	680
TOTAL EQUITY AND LIABILITIES	2,735	3,297



Price Data (31st March, 2021)

Face Value (INR)	10.00
Market Price (INR)	421.40
52 Week H/L (INR)	442.70/143.15
Market Cap (INR Mn)	7,618.57
Equity Shares Outstanding (Mn)	18.08
1 Year Avg. trading volume ('000)	92.32

Shareholding Pattern as on 31th March 2021



No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Such information and opinions are in all events not current after the date of this presentation. Certain statements made in this presentation may not be based on historical information or facts and may be "forward looking statements" based on the currently held beliefs and assumptions of the management of Associated Alcohols and Breweries Limited, which are expressed in good faith and in their opinion reasonable, including those relating to the Company's general business plans and strategy, its future financial condition and growth prospects and future developments in its industry and its competitive and regulatory environment.

Forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, financial condition, performance or achievements of the Company or industry results to differ materially from the results, financial condition, performance or achievements expressed or implied by such forward-looking statements, including future changes or developments in the Company's business, its competitive environment and political, economic, legal and social conditions. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other factors, viewers of this presentation are cautioned not to place undue reliance on these forward-looking statements. The Company disclaims any obligation to update these forward-looking statements to reflect future events or developments.

This presentation is for general information purposes only, without regard to any specific objectives, financial situations or informational needs of any particular person. This presentation does not constitute an offer or invitation to purchase or subscribe for any securities in any jurisdiction, including the United States. No part of it should form the basis of or be relied upon in connection with any investment decision or any contract or commitment to purchase or subscribe for any securities. None of our securities may be offered or sold in the United States, without registration under the U.S. Securities Act of 1933, as amended, or pursuant to an exemption from registration there from.

This presentation is confidential and may not be copied or disseminated, in whole or in part, and in any manner.

Valorem Advisors Disclaimer:

Valorem Advisors is an Independent Investor Relations Management Service company. This Presentation has been prepared by Valorem Advisors based on information and data which the Company considers reliable, but Valorem Advisors and 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. Valorem Advisors also hereby certifies that the directors or employees of Valorem Advisors do not own any stock in personal or company capacity of the Company under review.

For further information please contact our Investor Relations Representatives:



Valorem Advisors
Mr. Anuj Sonpal, CEO
Tel: +91-22-49039500
Email: aabl@valoremadvisors.com



Associated Alcohols and Breweries Limited
Address: 4th Floor, BPK Star Tower, A.B. Road,
Indore – 452008 (M.P.)



ASSOCIATED

