



Ref: KRBL/SE/2024-25/24

July 31, 2024

<b>The General Manager</b> <b>Department of Corporate Services</b> <b>BSE Limited</b> <b>Floor 25, Phiroze Jeejeebhoy Towers</b> <b>Dalal Street, Mumbai – 400 001</b>	<b>National Stock Exchange of India Limited</b> <b>“Exchange Plaza”, C-1, Block-G</b> <b>Bandra-Kurla Complex</b> <b>Bandra (E), Mumbai-400051</b>
<b>Scrip Code: 530813</b>	<b>Symbol: KRBL</b> <b>Series: Eq.</b>

**Sub: Investor Presentation on Unaudited Financial Results of KRBL Limited for the First Quarter (Q1) ended June 30, 2024**

Dear Sir/Madam,

Pursuant to the provisions of Regulation 30 read with Para A of Schedule III of Securities and Exchange Board of India (“SEBI”) (Listing Obligations and Disclosure Requirements)(“LODR”) Regulations, 2015, we are pleased to enclose herewith the Investor Presentation on Unaudited Financial Results of KRBL Limited for the First Quarter (Q1) ended June 30, 2024.

This is for your kind information and record.

Thanking you,

**Yours Faithfully,**  
**For KRBL Limited**

**Piyush Asija**  
**Company Secretary and Compliance Officer**  
**M.No.: A21328**

Encl: As above



# INVESTOR PRESENTATION

Q1 FY2025




BASMATI RICE SE  
**NO COMPROMISE**

# Leading Rice Company Market Leader in India, Exports to 90+ Countries




**5,482cr**  
FY 24 Total Income




**6,492cr**  
Market Cap. as on 28<sup>th</sup> June'24<sup>#</sup>



**37.1%\***  
Highest GT Market Share




**44.9%\***  
Highest MT Market Share



**16.4%**  
FY 24 EBITDA



**10m+**  
Household reach in India



**10.9%**  
FY 24 PAT

All figures in ₹. crore and are based on consolidated financials.

\* Q1 FY25 Market share of basmati packaged rice in India as per Nielsen

# Source: NSE



# Market Leadership Highlights



India's leading exporter of branded basmati rice with a presence in **90+ countries**



India Gate:  
**The World's #1 Basmati Rice Brand\***



Robust domestic network supported by over **850+ distributors**



Unparalleled processing capacity with **the Largest Rice Milling Plant** in Punjab



Underpinned by a **Strong Financial Position** with substantial internal accruals and minimal debt reliance



KRBL has **Largest Contact Farming Network** coverage for rice

# Long Term Performance Financial Highlights

Revenue

>Rs. 5K Cr



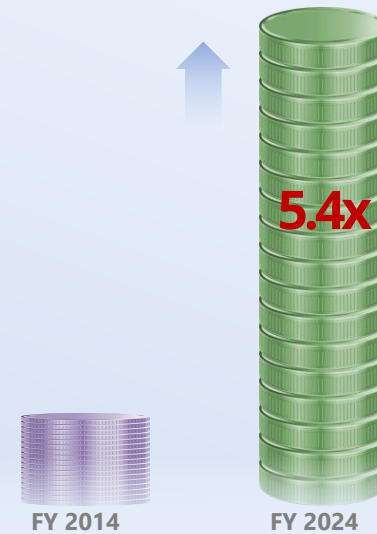
PAT

>Rs. 596 Cr



Market cap.

>Rs. 6K Cr



Shareholder Pay out

Dividend + Buyback

Rs. 946 Cr



Highlights

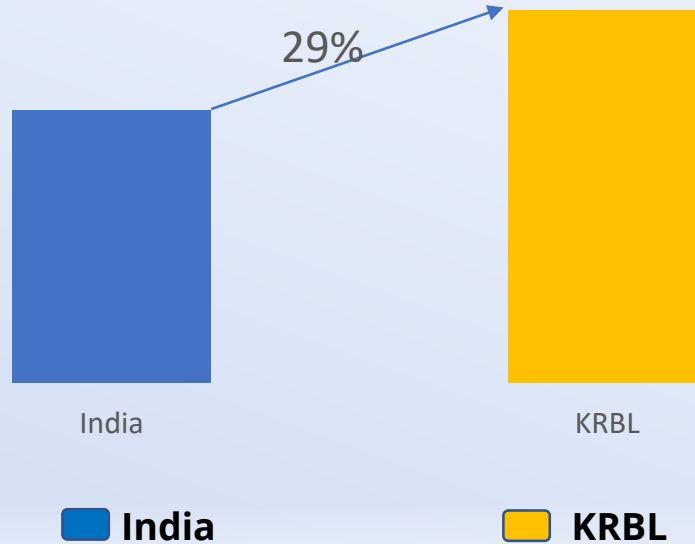


## Long Term Value Creation For Stakeholders



# Pricing Power Driven By Strong Brand & Superior Product

Basmati Realization (per MT)\*

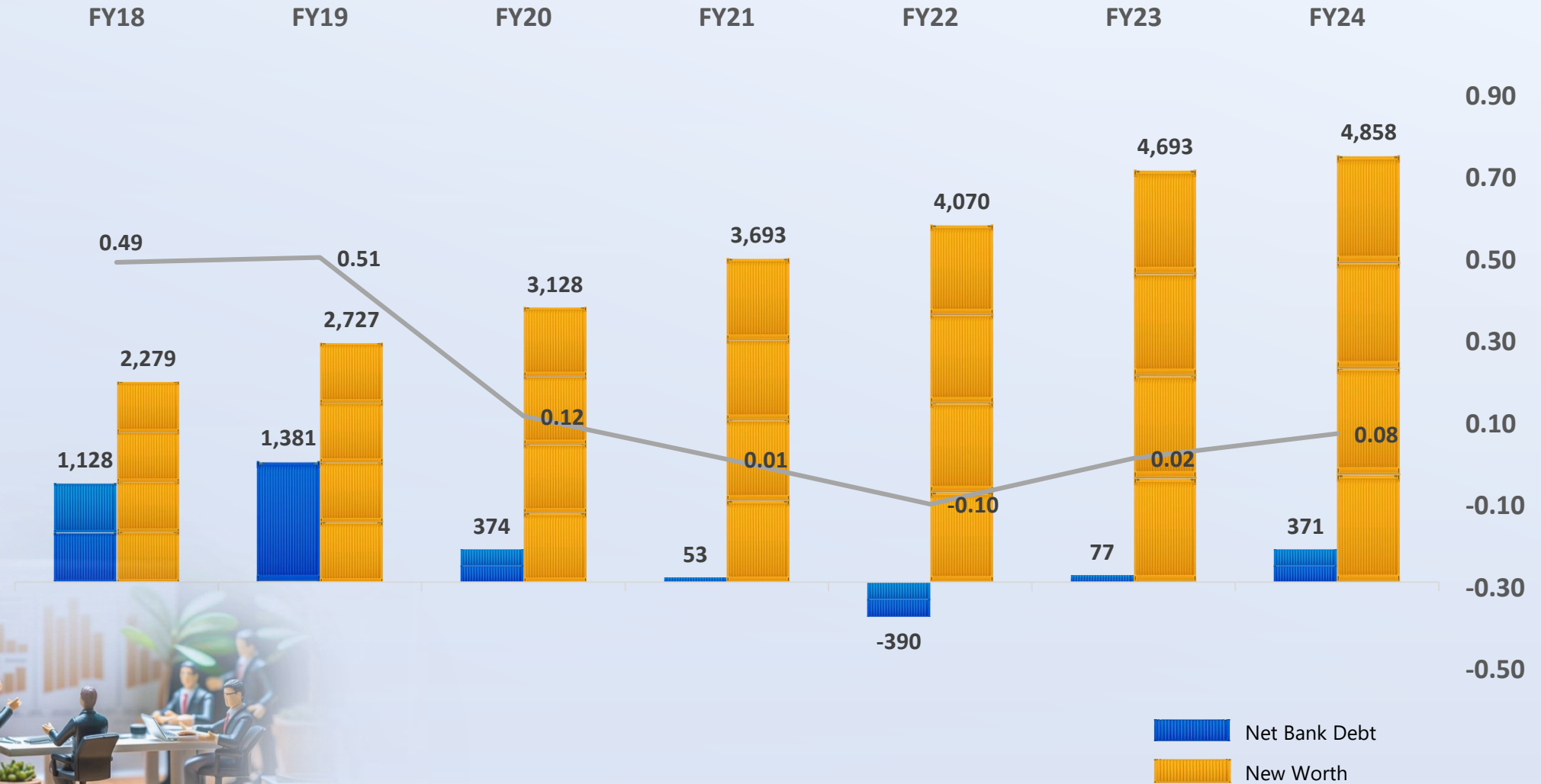


**KRBL enjoys high premium, reflecting strong brand and superior product.**



\*KRBL Basmati Export Realisation per MT compared with India's export realization. Latter is per APEDA export data of FY24. KRBL's export realization is of FY24 export sales.

# Robust Cash Flow Lower Debt Dependence



# Strategically located facilities ...

Manufacturing and procurement facilities  
In close proximity to the Basmati growing regions



**G B Nagar,  
Uttar Pradesh**

- Manufacturing Capacity – 45 MT/Hr
- Grading, Sorting & Packaging Capacity – 30 MT/Hr



**Alipur,  
Delhi**

- Inception – 1993



**Sonipat,  
Haryana**

- Grading, Sorting & Packaging Capacity – 20 MT/Hr



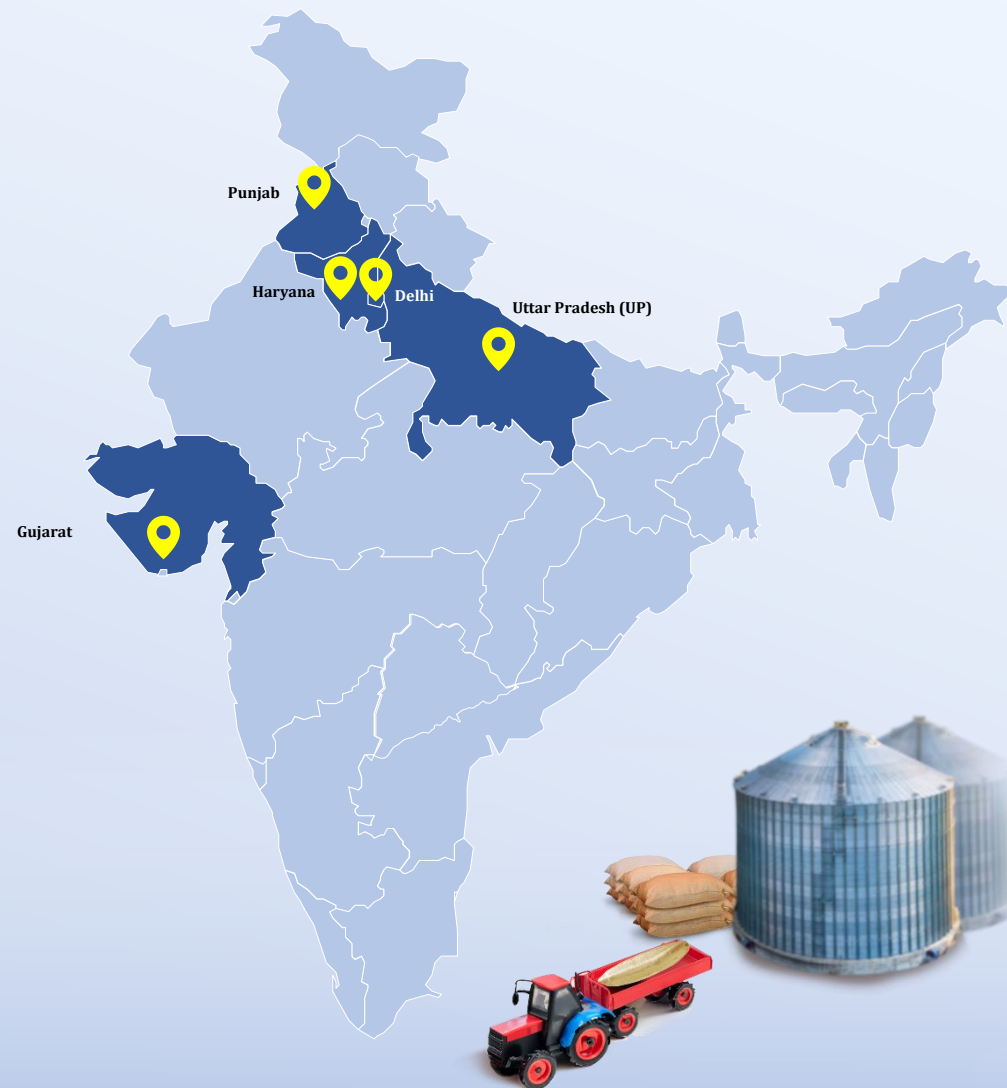
**Dhuri,  
Punjab**

- Rice processing, grading and packaging – 150 MT/Hr
- Grading, Sorting & Packaging Capacity – 126 MT/Hr



**Anjar,  
Gujarat**

- Grading, Sorting & Packaging Capacity – 30 MT/Hr





Q1 FY25

# Consolidated Performance Highlights





 **1,221**  
Total Income

 **283**  
Gross Profit

 **139**  
EBITDA

 **87**  
PAT

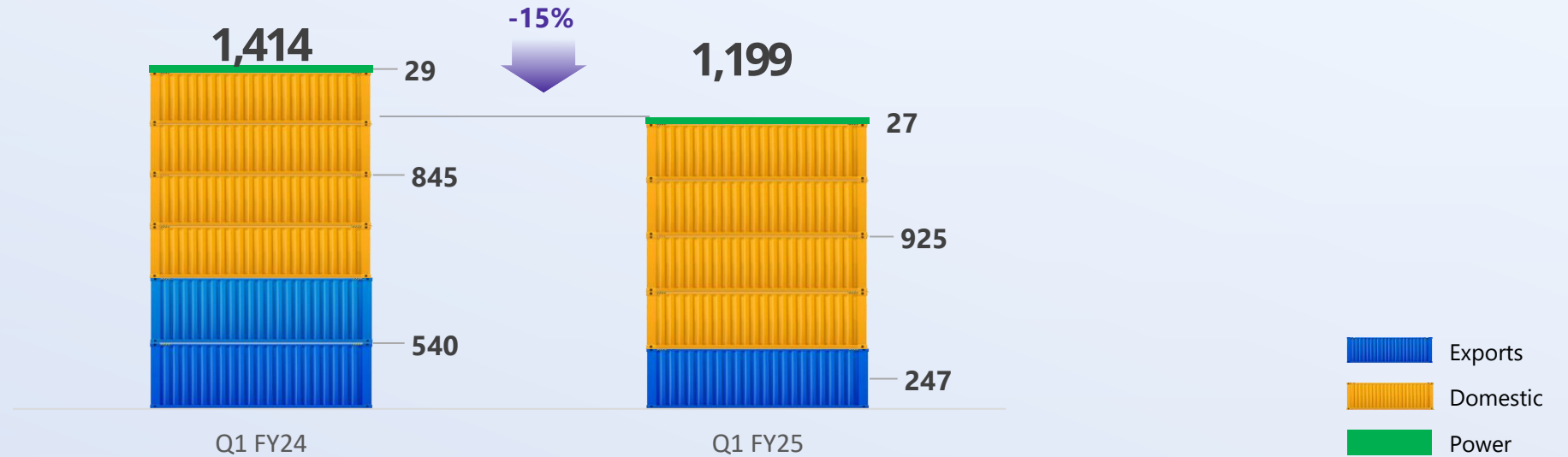
 **365**  
Cash & Bank balance\*

 **(365)**  
Net Bank Borrowings

 **4,945**  
Net worth

 **3,688**  
Total Inventory

# Revenue Performance Overview



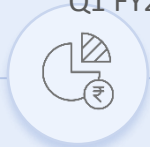
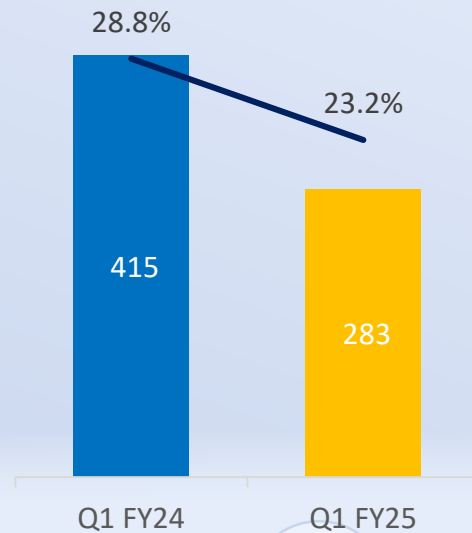
- Domestic revenue grew by 9%, driven by increased volume and realisation of both basmati rice and non-basmati rice.
- Export revenue lower primarily due to lower bulk exports which is partially offset by higher branded basmati sales.
- Overall revenue declined by 15% due to lower export sales.

All figures in ₹. crore and are based on consolidated financials



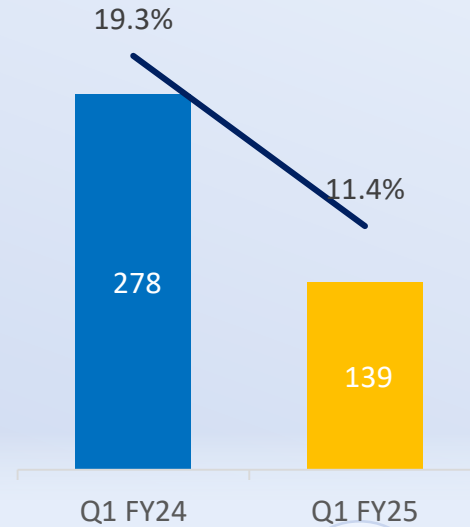
# Q3 FY24 Profitability Metrics

## Gross Profit



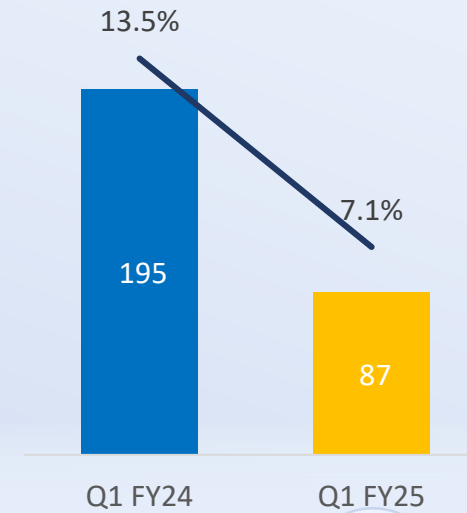
Gross margin impacted by lower exports & higher increase in basmati input cost (9% y-o-y) vis-a-vis realization (1% y-o-y). Average basmati input cost flat over Q4FY24.

## EBITDA



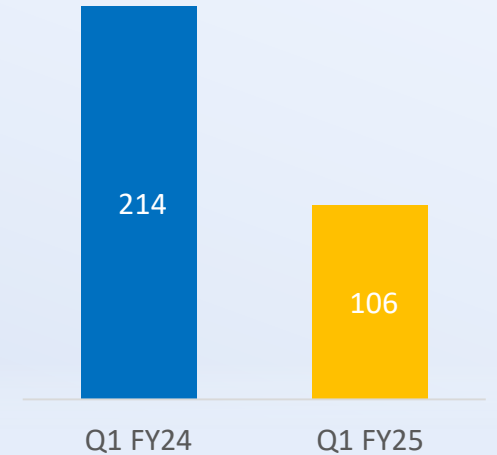
EBITDA margin at 11.4% affected by lower gross margin and higher proportionate employee cost and other expenses.

## Profit After Tax



PAT margin followed the trend in EBITDA.

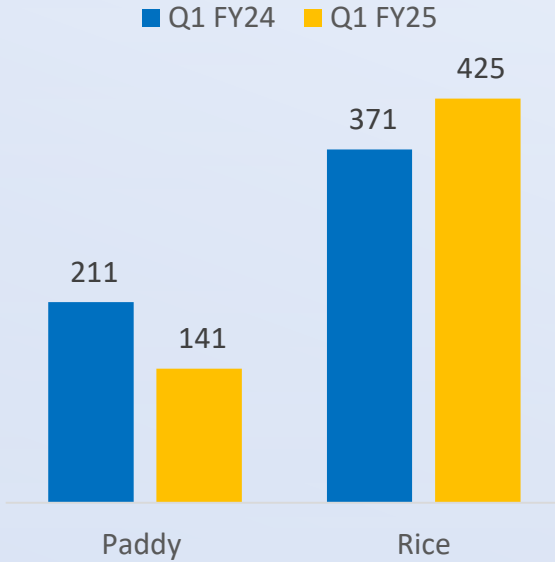
## Cash Profit



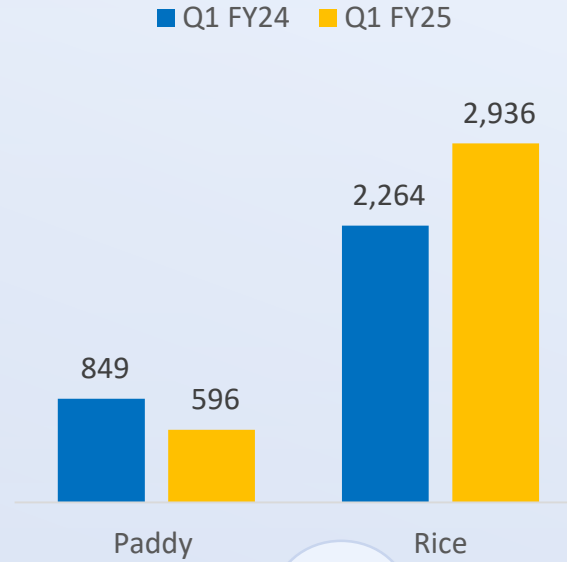
# Balance sheet Metrics

## Working Capital Highlights

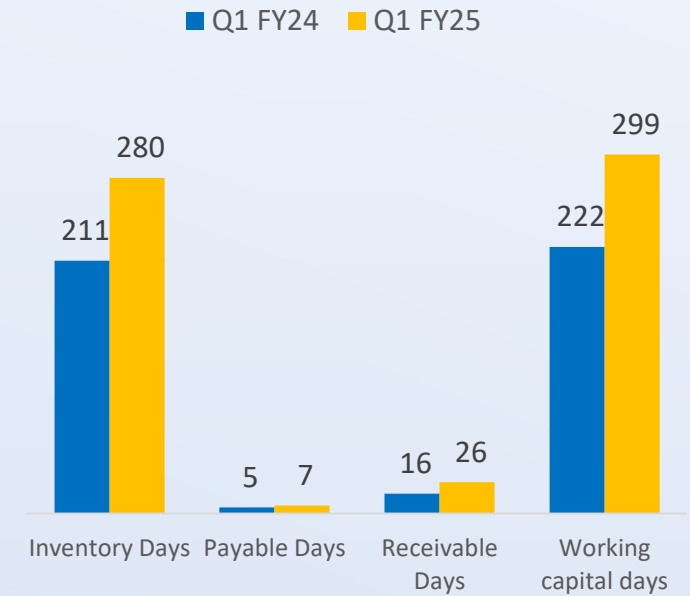
**Inventory Volume (in `000 MT)**



**Inventory Value (in Rs. Cr.)**



**Working Capital Days**



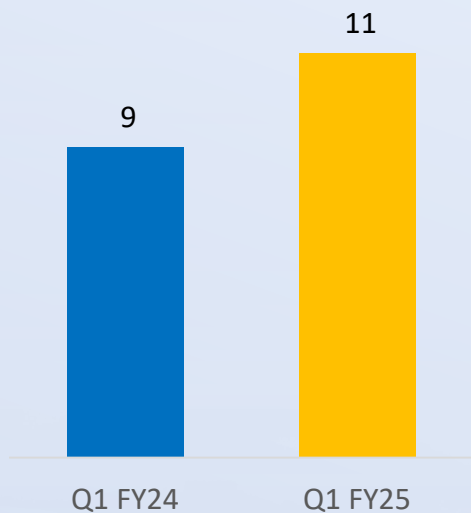
Higher inventory at quarter end on account of higher carrying cost and higher volume of rice in Q1 FY25

*All figures are based on consolidated financials*

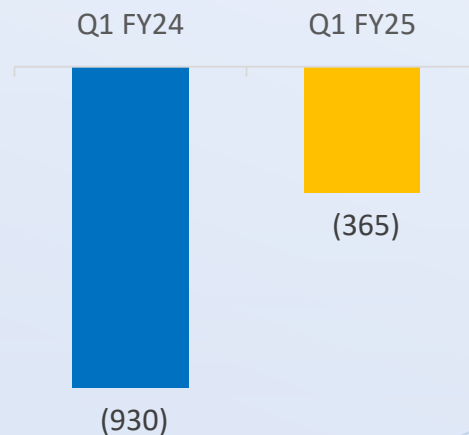


# Balance sheet Metrics Debt Protection Highlights

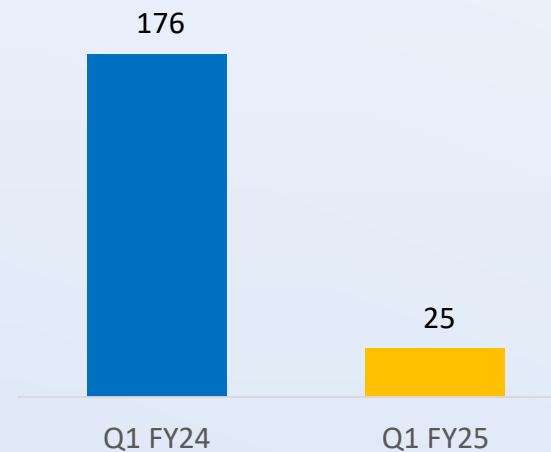
## Current Ratio



## Net Bank Borrowings (Rs. Cr)



## Interest Coverage Ratio



- Strong credit ratings from ICRA (AA(Stable)) and [ICRA] A1+; and CARE (A1+) reflect the confidence in KRBL's financial discipline and stability.

# India Business



# Continuing Market Leadership



Revenue\* in Rs.

**925Cr**  
For Q1 FY25



**Trend in Domestic Business**

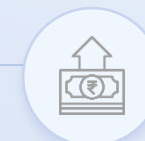


Revenue growth

**9%**  
Y-o-Y



Both volume and realization increased for branded basmati rice. Non-basmati branded sales also grew by 23%.



Robust volume growth in bulk pack segment.

# Strategic pillars Domestic



**Increasing**

Branded Basmati  
Penetration



**Densifying**

Distribution  
Reach



**Augmenting**

Portfolio Across  
Segments



# Strategic pillars Domestic



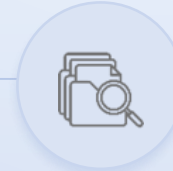
**Increasing**

Branded Basmati  
Penetration



**Densifying**

Distribution  
Reach



**Augmenting**

Portfolio Across  
Segments

# Branded Basmati continues to grow On the back of India Gate's widespread presence



**10%**  
India Gate Household  
Penetration

**1 CRORE 11L+**  
No. of Households



Household Penetration | All India Urban

KWP | (MAT MAR'24)

with **10% Penetration Growth** for **Branded Basmati** in the recent quarter  
(Q4 FY24 vs. Q3 FY24)

coming on the back of **India Gate, at 15%**

...and KRBL maintains Market Share leadership across channels



General Trade

Nielsen | AMJ'24 vs. STLY

**37.1%** +460 bps

Highest-ever Market share!



Modern Trade

Nielsen | AMJ'24 vs. STLY

**44.9%** +280 bps



E-Commerce

Internal numbers | June'24 vs. Last quarter

**42.0%** +350 bps

# Extending the PROMISE of... BASMATI RICE se NO COMPROMISE

OUTDOOR CAMPAIGN

110+ SITES | 13  
CITIES

DIGITAL AMPLIFICATION

12 INFLUENCERS

2.4 Mn Reach | 78k  
Engagement

Celebration of Local Flavours and Hotspots with **Hyper-localization**

**Digital Amplification**, with 12 popular, relevant and engaging Influencers



zingyzeat



mistertikku



Kuljyoti  
dhingra



Welcome to the heart of  
Lucknow, Aminabad.

maroofculmen

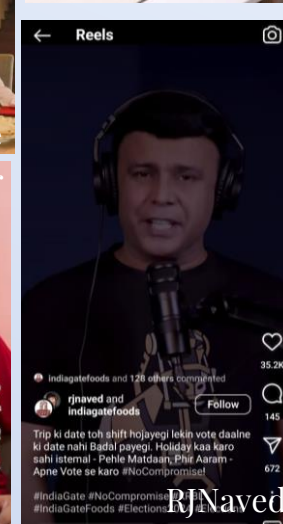
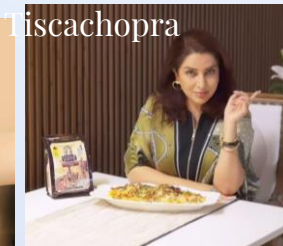
# Extending the PROMISE of... BASMATI RICE se NO COMPROMISE

ELECTION 2024 CAMPAIGN

Extending 'No Compromise' into one of the most important events of 2024 – Elections, leveraging Digital

8 INFLUENCERS

7 Mn Reach | 1.6 Lakhs Engagement



# Continued Media Presence Media Dominance

“NO COMPROMISE”  
TV

HSM

“MAKE TRADITIONS TASTE  
GREAT” TV

SOUTH

Continued Journey of Pankaj Tripathi “Basmati Rice Se No Compromise” Campaign in HSM, and “Make Traditions Taste Great” Campaign in South

“SASUMAA” “INKA FAVOURITE PULAV” “MAA KA PYAAR”



9535 GRPs | 40,000+ spots

Media Dominance with **66%**  
SOV!

“GOOD CHOICE!”



*Coconut Rice*

“10 OUT OF 10!”



*Mint Rice*

Activated AP-Telangana for the first time!

Media Dominance with **87%**  
SOV!



# Strategic pillars Domestic



**Increasing**

Branded Basmati  
Penetration



**Densifying**

Distribution  
Reach



**Augmenting**

Portfolio Across  
Segments

# Densifying distribution reach & Improving availability

## Strongest outlet presence in the category



Retail Presence | AMJ'24

**3,77,730**

All Channels (TT+MT)

+ **40,000 Outlets** (vs. AMJ'23)

Numeric Distribution | AMJ'24

**55%**

Traditional Trade

+ **700 bps** (vs. AMJ'23)



# Strategic pillars Domestic



**Increasing**

Branded Basmati  
Penetration



**Densifying**

Distribution  
Reach



**Augmenting**

Portfolio Across  
Segments



# Positive response for Regional Rice & Biryani Masala



## Regional Rice

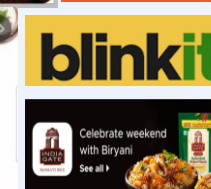
Positive response to Aged Regional Rice offerings from the house of India Gate– Surti Kolam, Jeera Rice, Sona Masoori, Wada Kolam and Gobindo Bhog

**23%** GROWTH vs. STLY (AMJ'24 vs. AMJ'23)



## The Classic Biryani Experience

Positive response for India Gate Classic Biryani Masala, with widespread presence across E-comm and Modern Trade





# Export Business



# Leadership Beyond India



Revenue\* in Rs.

**247 Cr**  
For Q1 FY25



Trend in Export Business



Revenue growth

**-54%**  
Y-o-Y



Branded export sales grew on y-o-y basis.



Export revenue lower primarily on of lower bulk sale.

# Positive trends for Rice export from India

Global markets offer exciting opportunities for KRBL to drive growth



## Production

- High yielding varieties boost national surplus
- Farming tech adoption drives produce growth
- Basmati quality focus boosts global demand



## Export Leader

- India is the #1 exporter of rice, holds 85% of basmati market exports and expects to further rise. **15% volume growth in FY24**



## Indian Presence Globally

- Growing US demand for PUSA basmati, commercialized by KRBL
- Indian diaspora abroad fuels rice popularity as both staple and premium restaurant item

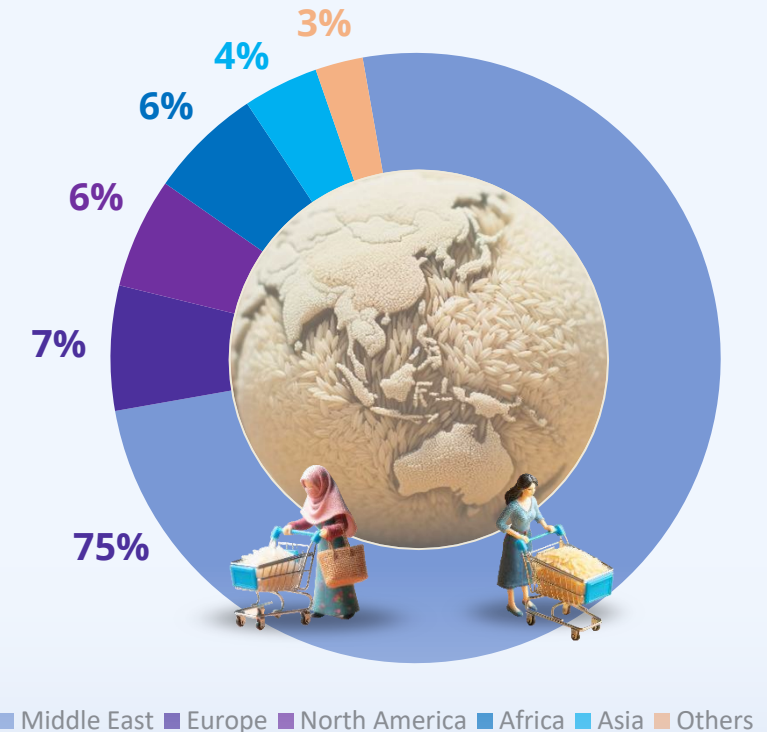


## Demand from Middle East

- Excellent quality standards have spurred increase in the demand for Indian basmati rice amongst locals
- Middle east accounts for nearly 3/4<sup>th</sup> India's basmati exports.



## Basmati rice exports from India for FY24 Volume - (%)



# Strategy Export



## Direct Marketing

- Penetration to locals with Arabic TVC in mainstream channels
- Targeting geo-location customers through social media
- Increasing focus on India Gate HORECA line up to target HORECA customers

Channel Deepening  
& Diversification

Acquisition of  
"Adjacent" Basmati  
Consumer



New Products



Launch of economy  
variants / small packs to  
drive penetration

# ESG Initiatives

---



# ESG Initiatives in FY 2023-24



## Social & Governance

### Social

**6.3+ million Mid-day meals** served through Akshaya Patra Foundation.

**800+** beneficiaries from other CSR projects.

**Zero Fatality** across all our units.

**11,100 +** employee training hours.

**5/5 Score** In Ethical Trade and Responsible Sourcing certification - first in Indian rice industry.

**Sedex Certification** demonstrates our commitment to quality and ethical practices.

### Governance

**Zero POSH & Human Rights violation** through regular training & awareness programs to proactively mitigate such incidents.

**56% Independent Directors** vouches for transparency and accountability.

**100% GDPR compliance** implemented AMS for product label compliance.



## Environment

### Energy Conservation

**93%** energy consumed in our manufacturing processes in 2023-24 is from renewable sources, primarily produced by rice husk and solar.

**12.5%** reduction in total energy consumption in 2023-24.

### Climate Eco-consciousness

**100%** re-use of water from RO and ETP operations.

**25%** reduction in total water consumption in 2023-24.

### Plantation

**20,000** Eucalyptus trees spread across 30 acres of land to promote natural discharge.

Expanding climate change portfolio through Miyawaki plantation spread over **3000 sq. m.**

### Responsible Plastic Stewardship

**100% Plastic Neutrality** Collected, recycled or safely disposed over 2,600 MT plastics in India.

**10 MT** reduction in plastic consumption

Committed to incorporate **30%** and **10%** of **recycled plastic** in PET Jars and flexible packaging by 2025.



# Contact Us

## Safe Harbor

This presentation contains statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to KRBL Limited and its affiliated companies (“KRBL”) future business developments and economic performance.

While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

KRBL undertakes no obligation to periodically revise any forward-looking statements to reflect future/ likely events or circumstances.



### Investor Relations Desk



KRBL Ltd.



Tel: +91-120- 4060 300



Email: [investor@krblindia.com](mailto:investor@krblindia.com)







Thank You



BASMATI RICE SE  
**NO COMPROMISE**