



Ref: KRBL/SE/2024-25/74

February 06, 2025

<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 Third Quarter (Q3) and Nine Months ended December 31, 2024**

Dear Sir/Madam,

Pursuant to the provisions of Regulation 30 read with Para A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to enclose herewith the Investor Presentation on Unaudited Financial Results of KRBL Limited for the Third Quarter (Q3) and Nine Months ended December 31, 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

## Q3 & 9M FY2025



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



**5,482cr**

FY 24 Total Income



**6,882cr**

Market Cap. as on 31<sup>st</sup> Dec'24<sup>#</sup>



**38.2%\***

Highest GT Market Share



**42.3%\***

Highest MT Market Share



**16.4%**

FY 24 EBITDA



**11 million**

Household reach in India<sup>@</sup>



**10.9%**

FY 24 PAT



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

\* Q3 FY25 Market share of basmati packaged rice in India as per Nielsen

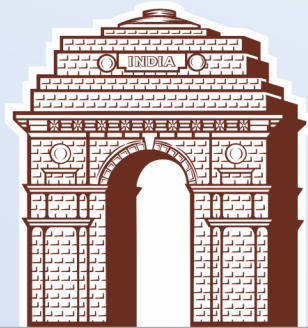
# Source: NSE

@ Source: Kantar Household Panel (MAT Sep'24) – 13 Major Markets (Urban)



# Market Leadership Highlights

WORLD'S NO.1\*



INDIA GATE®

PURE BASMATI RICE



India's leading exporter of branded basmati rice with 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

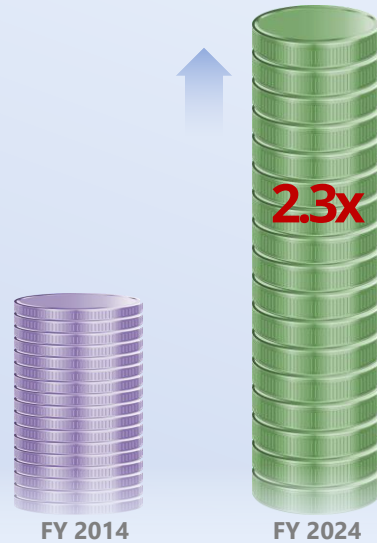
Revenue

>Rs. 5K Cr



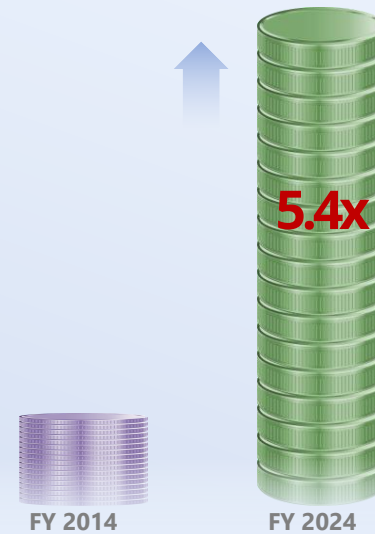
PAT

>Rs. 596 Cr



Market cap.

>Rs. 6K Cr



Shareholder Pay out

Dividend + Buyback

Rs. 946 Cr

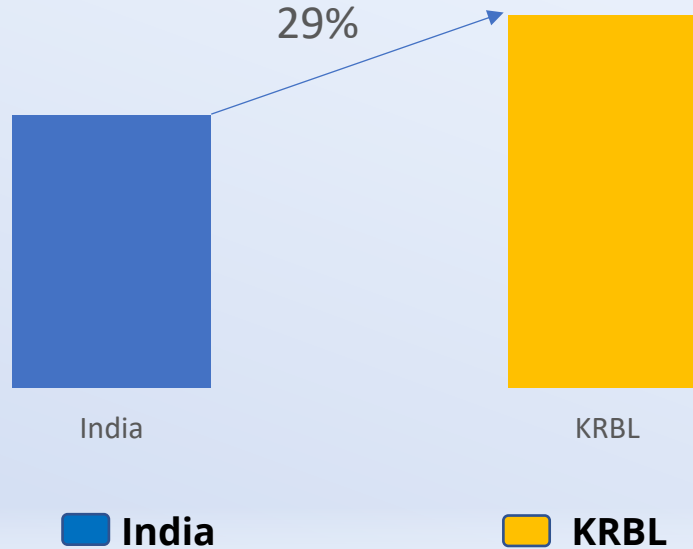


## Long Term Value Creation For Stakeholders



# Pricing Power Driven By Strong Brand & Superior Product

Basmati Realization (per MT)\*



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

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



# Robust Cash Flow Low Debt Dependence

FY18

FY19

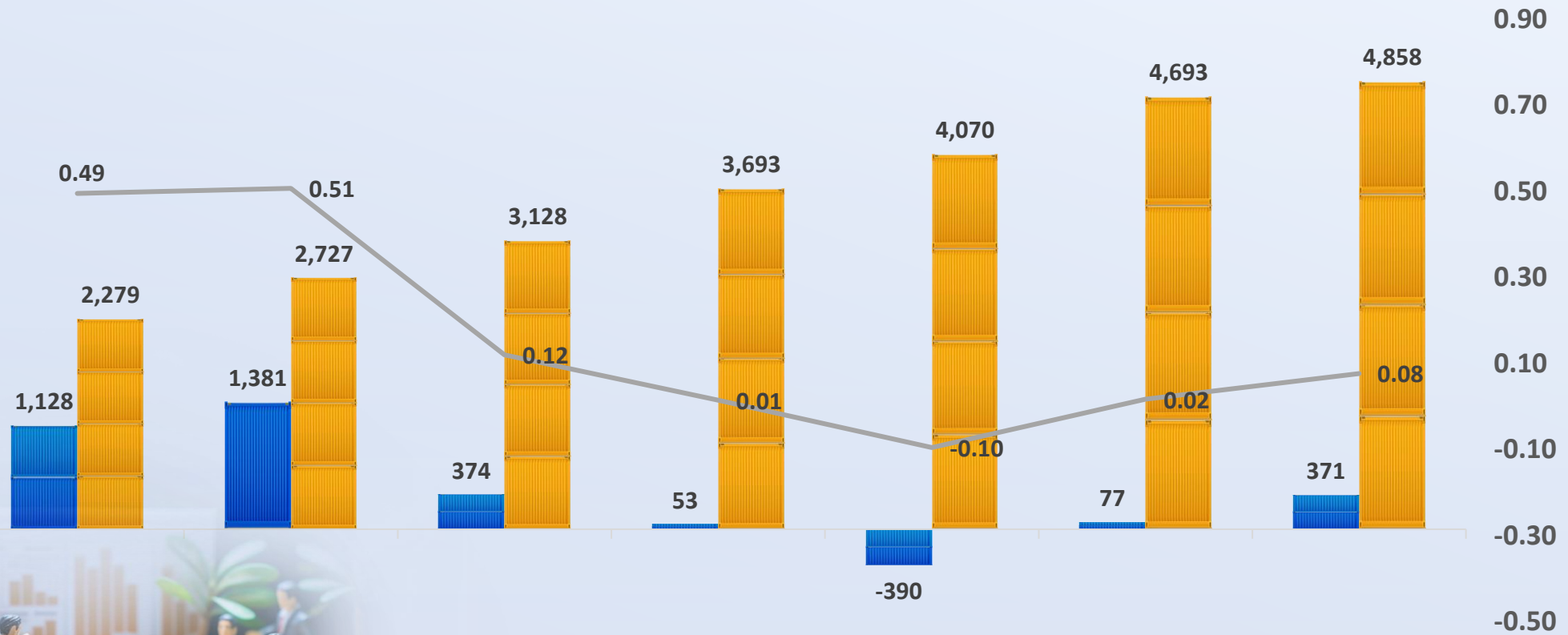
FY20

FY21

FY22

FY23

FY24



■ Net Bank Debt  
■ New Worth

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

# Strategically located facilities ...

## Strategically located manufacturing and procurement facilities



G B Nagar,  
Uttar Pradesh

- Paddy Milling Capacity – 57 MT/Hr
- Grading, Sorting & Packaging Capacity – 30 MT/Hr



Alipur,  
Delhi

- Inception – 1993



Sonipat,  
Haryana

- Grading, Sorting & Packaging Capacity – 32 MT/Hr



Dhuri,  
Punjab

- Paddy Milling Capacity – 150 MT/Hr
- Grading, Sorting & Packaging Capacity – 126 MT/Hr



Anjar,  
Gujarat

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





Q3 FY25

# Consolidated Performance Highlights



Highest ever Quarterly Revenue in Q3 FY25 at Rs 1,682 Cr.



**1,690**

Total Income



**103**

Cash & Bank balance\*



**406**

Gross Profit



**92**

Net Bank Borrowings



**203**

EBITDA



**5,085**

Net worth



**133**

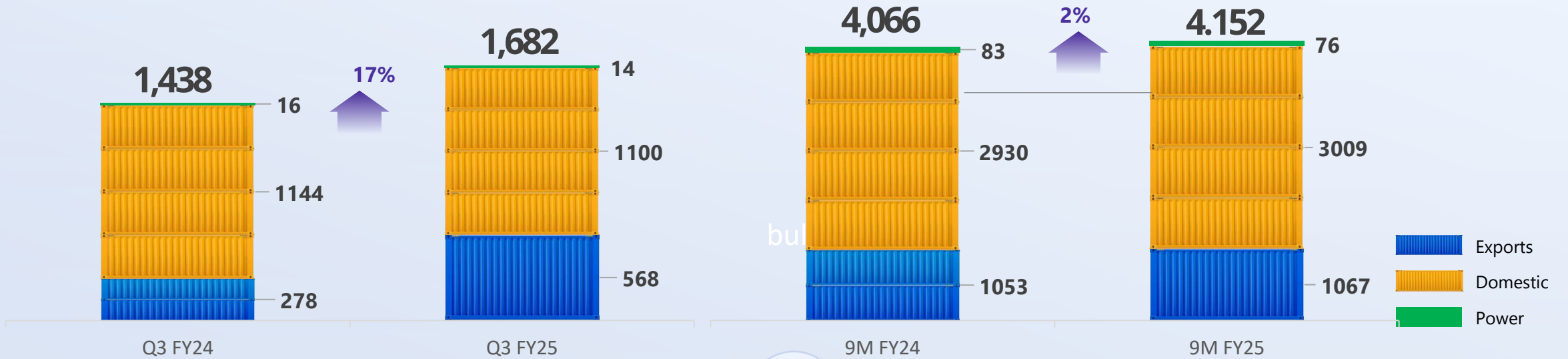
PAT



**4,278**

Total Inventory

# Revenue Performance Overview



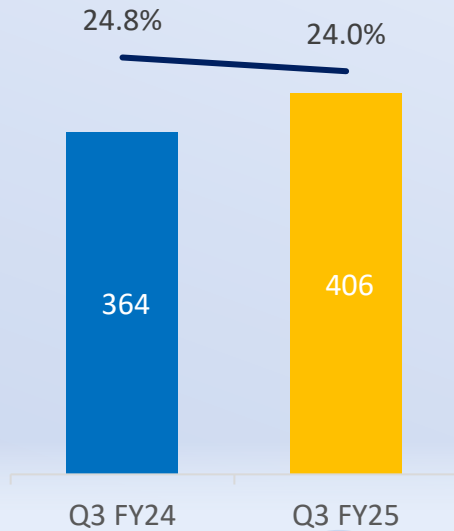
- In Q3 FY25, revenue increased by 17% on y-o-y basis. Export revenue grew by 104% on account of growth in branded and private label sales. Domestic revenue marginally declined by 4%.
- In 9M FY25, Domestic and Export revenue increased by 3% and 1% respectively. Overall revenue grew by 2%.

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



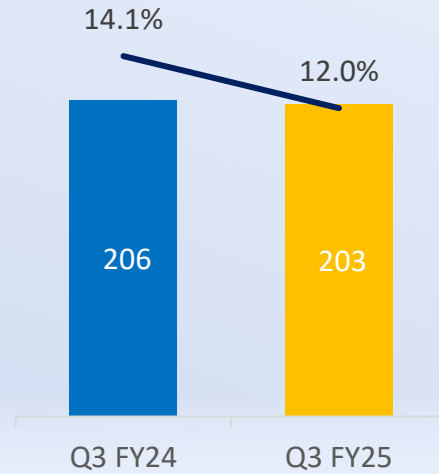
# Q3 FY25 Profitability Metrics

## Gross Profit



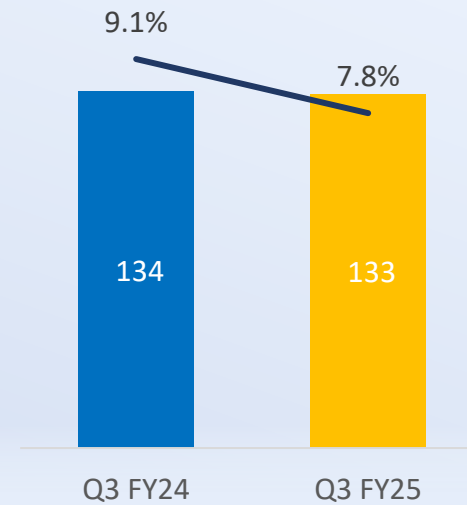
Gross margin mainly impacted by lower Other Income.

## EBITDA



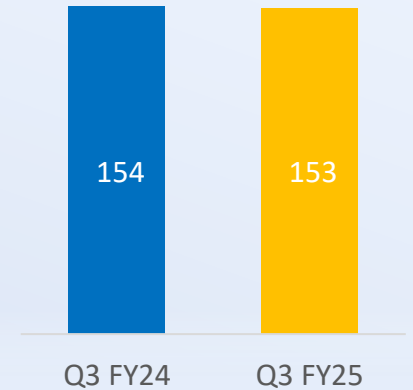
EBITDA margin at 12% affected by lower gross margin and higher freight on sales.

## Profit After Tax



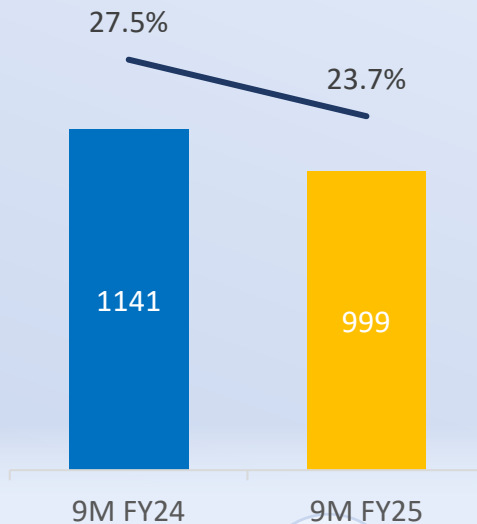
PAT margin followed the trend in EBITDA.

## Cash Profit



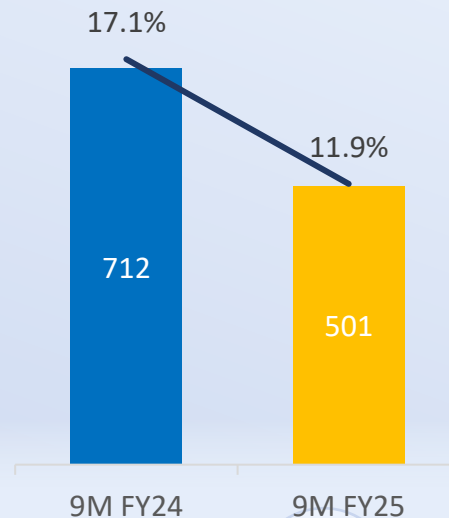
# 9M FY25 Profitability Metrics

## Gross Profit



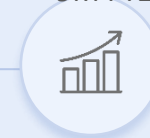
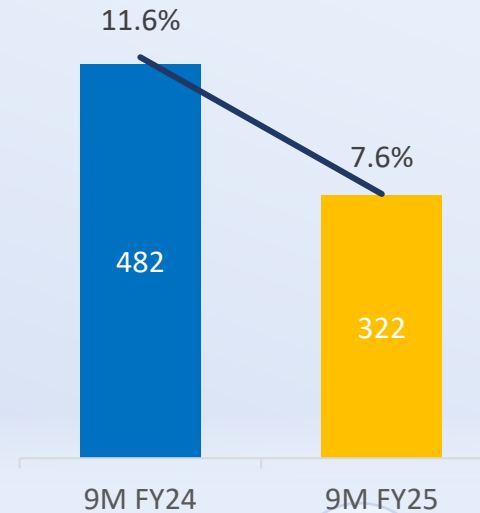
Gross margin is mainly affected by higher input cost (4% average Basmati COGS increase vs flat realisation) and lower Other Income in 9M FY25.

## EBITDA



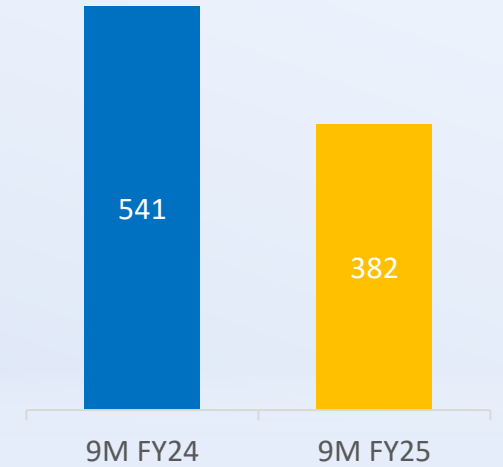
EBITDA margin affected by lower gross margin and higher proportionate employee cost, freight on sales and other expenses.

## Profit After Tax



PAT margin followed the trend in EBITDA.

## Cash Profit

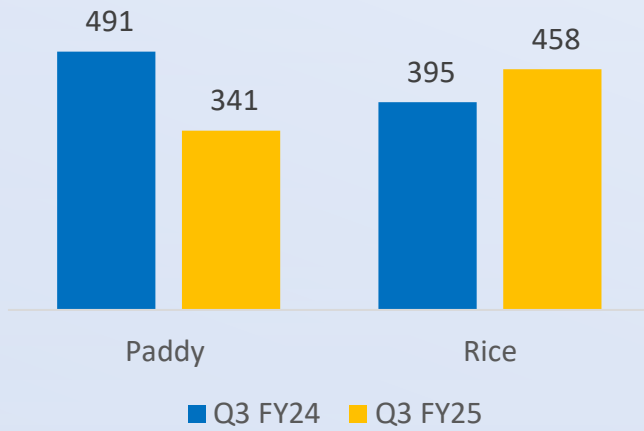




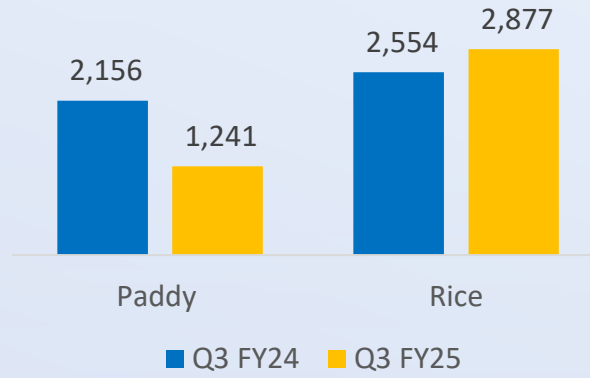
# Balance sheet Metrics

## Working Capital Highlights

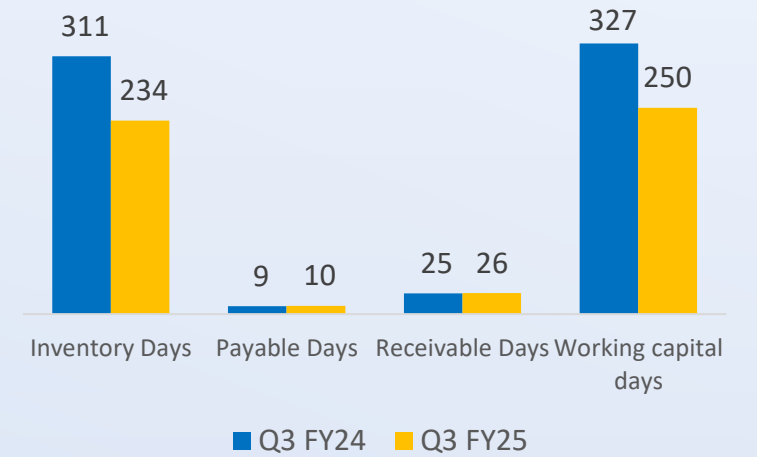
Inventory Volume (in `000 MT)



Inventory Value (in Rs. Cr.)



Working Capital Days



Total Inventory as on 31<sup>st</sup> December 2024 is Rs. 4,278 Cr vs Rs 4,868 Cr as on 31<sup>st</sup> December 2023.

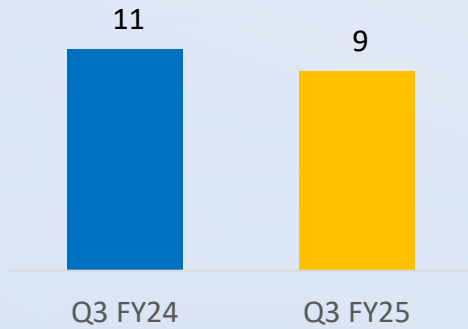
All figures are based on consolidated financials



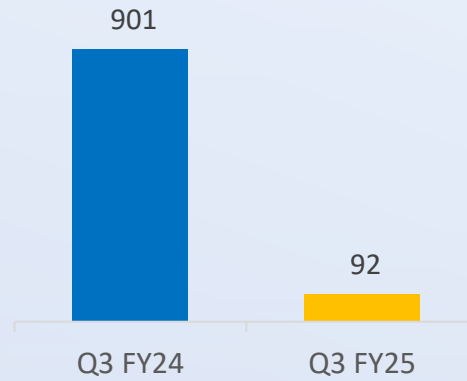
# Balance sheet Metrics

## Debt Protection Highlights

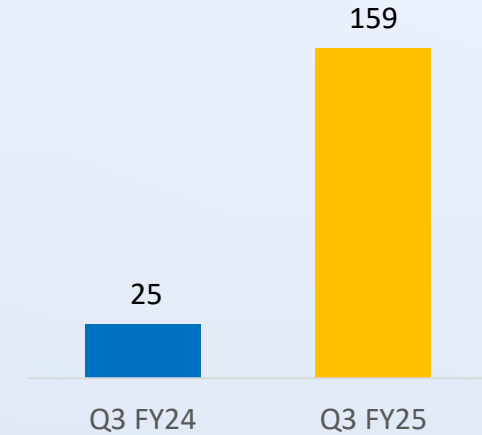
Current Ratio (times)



Net Bank Borrowings (Rs. Cr)



Interest Coverage Ratio (days)



- Strong credit ratings from ICRA (AA(Stable)) and [ICRA] A1+; and CARE (A1+) reflect the confidence in KRBL's financial discipline and stability. **ICRA reaffirmed rating in December 2024.**
- Lower net bank debt is mainly due to lower inventory procurement cost in current season.

# India Business





# Continuing Market Leadership



Revenue\* in Rs.

**1100Cr**  
For Q3 FY25



Trend in Domestic Business



Revenue growth

**-4%**  
Y-o-Y



Branded basmati revenue affected by price pressure on bulk packs.



# STRONGHOLD IN INDIAN HOUSEHOLDS

backed by Penetration & Consumption gains

**1** in every **10**  
**Households\***

consumes



*\*Excluding Rural*

**1.1 CRORE**  
INDIAN HOUSEHOLDS



**PENETRATION INCREASE**

of **+400 bps**  
*(OND'24 vs. OND'23)*



**CONSUMPTION GAINS**

of **+700 bps**  
*(MAT Sept'24 vs. STLY)*



# LEADERSHIP on the SHARE FRONT in Q3 FY25



## General Trade

Nielsen | OND'24 vs. STLY

**38.2%** ↑

+360 bps



## Modern Trade

Nielsen | OND'24 vs. STLY

**42.3%** ↑

+140 bps



## E-Commerce

Internal numbers | Dec'24 vs. STLY

**42.8%** ↑

+470 bps

**SIGNIFICANT GAINS**

**ACROSS ZONES**

**70%+**

CATEGORY CONTRIBUTING STATES

**ACROSS SUBSEGMENTS**

FROM  
PREMIUM TO ECONOMY  
RANGE

**ACROSS PLATFORMS**

ACROSS ALL E-COMMERCE &  
QUICK COMMERCE PLATFORMS

\*Source: As per Nielsen's Dec'24 & OND'24 RMS data for GT & MT | Internal numbers for Ecommerce

OND means October to December Quarter

# Strategic pillars

## Domestic



### Democratizing

Our Distribution  
Network



### Remodeling

Our Supply Chain



### Investing

In the Brand



### Foraying into

New Products &  
Categories

# Strategic pillars Domestic



## Democratizing

Our Distribution  
Network



## Remodeling

Our Supply Chain



## Investing

In the Brand



## Foraying into

New Products &  
Categories



# DEMOCRATIZING DISTRIBUTION

Expanding distribution & continued efforts to do deeper into better quality stores



**STRONGEST OUTLET PRESENCE**  
in the category

Retail Presence | OND'24

**4,14,178** + ~40,000 Outlets (vs. OND'23)  
All Channels (TT+MT)

**Growth on Distribution front**

**OUTLET PRESENCE**

Numeric  
Distribution  
Traditional Trade

**+380 bps**

(vs. Dec'23)

**QUALITY OF OUTLETS**

Weighted  
Distribution  
Traditional Trade

**+570 bps**

(vs. Dec'23)

**DIRECT COVERAGE**

Direct Reach  
Internal

**15% growth**

(vs. Jan'24)



\*Source: As per Nielsen's Dec'24 RMS data  
OND means October to December period.

# Strategic pillars

## Domestic



### Democratizing

Our Distribution  
Network



### Remodeling

Our Supply Chain



### Investing

In the Brand



### Foraying into

New Products &  
Categories

# REMODELING OUR SUPPLY CHAIN

Ongoing endeavors in bringing a transformative shift in our SCM, supporting Distribution democratization measures

## GENERAL TRADE

**Going Deeper with Distribution**  
*Establishing direct distribution in non-covered / underpenetrated towns*

## MT & E-COMM

**Driving Servicing & Cost Efficiency**

1.

### ENSURING WIDER & DEEPER SUPPLY

LAUNCH OF **14 C&Fs** & **8 SS**

ENABLING COST OPTIMIZATION

BETTER SERVICEABILITY

2.

### A STEP TOWARDS A ROBUST & HEALTHIER GTM PRACTICE

MOVING TOWARDS **'FOR' MODEL**

STRONGER GOVERNANCE ON GTM

SAFEGUARDING AGAINST INFILTRATION

# Strategic pillars Domestic



Democratizing  
g

Our Distribution  
Network



Remodeling

Our Supply Chain



Investing

In the Brand



Foraying into

New Products &  
Categories



# INVESTING IN THE BRAND

Making Brand India Gate, Multi-dimensional and future-forward

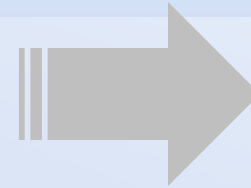


**25**  
**YEARS STRONG**

Over a period of **TIME**

With sustained **EFFORTS**

& Consistent **INVESTMENT**



**STRONGEST  
BRAND EQUITY\***



**HIGHEST  
TOP OF MIND RECALL\***



**# 1 ADVERTISER**

*in Basmati Category\*\**

# INVESTING IN THE BRAND

Continued media presence across India



**#1 ADVERTISER**  
in Basmati category

**WITH DEEPEST REACH**

**CONTINUED MEDIA PRESENCE | 75%+ SOV!**



# STARTING WITH, NURTURING THE BRAND CONNECTION IN MAHARASHTRA

## INDIA GATE – SWAAD SUMRUDDHI KA

Oct'24 – Dec'24



TV & Digital

65%+ REACH

90,000+ FCTs

[https://www.youtube.com/watch?v=UIXvSIPOQdM&ab\\_channel=IndiaGateFoods](https://www.youtube.com/watch?v=UIXvSIPOQdM&ab_channel=IndiaGateFoods)

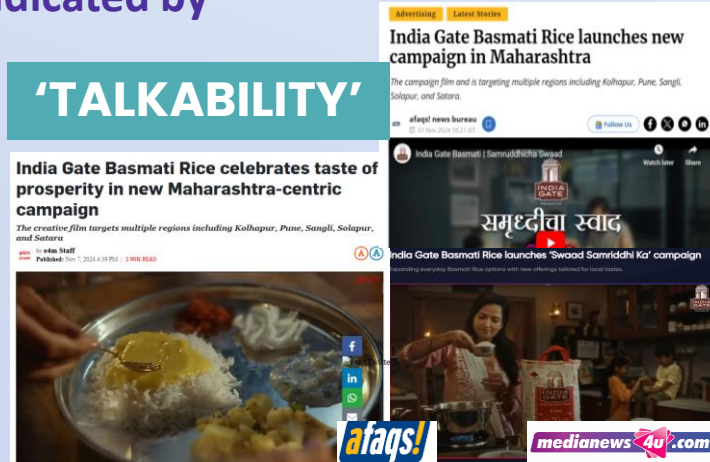
**POSITIVE RESPONSE** as indicated by

**HIGH ENGAGEMENT**

&

**'TALKABILITY'**

**View through Rate – 70%+!**  
(significantly above industry average)



**AND, ARMED WITH  
RIGHT PRODUCT**



**LEADING to + 850 bps ON MS(%)  
in MAHARASHTRA!**

(YTD Dec'24 vs. '23)

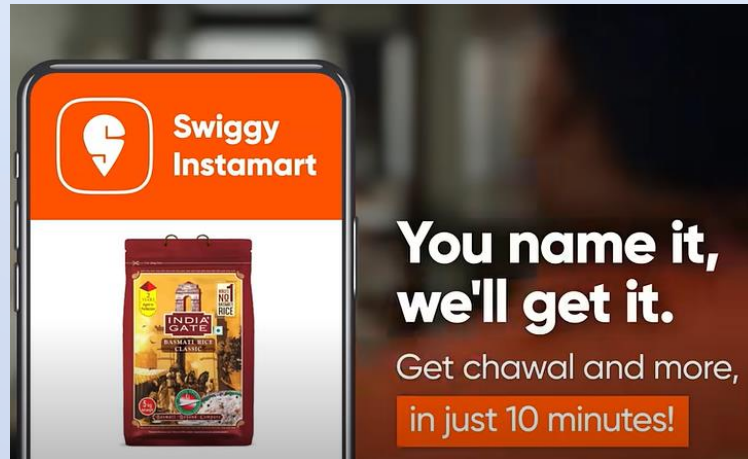


# ADOPTING NEW WAYS OF BRAND ENGAGEMENT WITH PLATFORMS

To drive Preference amongst Quick commerce buyers

## SWIGGY INSTAMART

### CHAWAL YA CHAWLA?



Swiggy Instamart

**You name it, we'll get it.**

Get chawal and more, in just 10 minutes!

The advertisement features a smartphone displaying the Swiggy Instamart app interface. On the screen, a packet of India Gate Basmati Rice is shown. The text on the screen reads: "Swiggy Instamart", "You name it, we'll get it.", and "Get chawal and more, in just 10 minutes!".

<https://www.youtube.com/watch?v=FTRdsqNLuyM>



## ZEPTO

### NEW AVATAR IN 10 MINUTES



Get India's fav cooking star's new avatar in just 10 mins

delivered in 10 minutes

ON zepto

The advertisement features a kitchen scene with two men in red aprons. One man is cooking at a stove, and the other is standing next to him. The text on the screen reads: "Get India's fav cooking star's new avatar in just 10 mins", "delivered in 10 minutes", and "ON zepto". There is also a logo for "INDIA GATE COOKING STAR NOW IN A NEW AVATAR".

[https://www.youtube.com/watch?v=brtLnpuIz\\_s](https://www.youtube.com/watch?v=brtLnpuIz_s)





AND, THE BIGGEST STEP TOWARDS THIS PILLAR...

**BRINGING 'PURPOSE' TO THE FOREFRONT**

**WITH A RE-IMAGINED & REVAMPED**

**CONSUMER – FORWARD**

**PACKAGING & PORTFOLIO**

# INDIA GATE – EMPOWERING INDIA'S RICE HABITS

Keeping the Consumer at the core, and bridging the Quality-Knowledge gap that exists by reimagining our portfolio & packaging using 'Consumer Mindsets'

## THE PERFECTIONIST



“ We have a **passion for perfection**, and will accept nothing shy of **flawlessness** ”

**GOLD STANDARD**

## THE QUALITY SEEKER



“ We are willing to put in the **extra effort** to find **great quality rice** for my family ”

**FLAVOURFUL & FINE**

## THE HABITUALIST



“ We want to give our families **consistently great tasting rice** for **every meal** ”

**ALL-ROUNDER**

## THE MAXIMIZER



“ We are always looking for the **BEST VALUE** - Great quality, greater quantity at an amazingly **affordable price** ”

**SMART CHOICE**

# RE-IMAGINING THE PACKAGING

Using 'Education' parameters to 'Empower' Choice-making for the end consumer







**QR CODE** INTEGRATED WITH DESIGN – BUILDING ENGAGEMENT IN A TRADITIONALLY LOW ENGAGEMENT CATEGORY

**ILLUSTRATIONS** – TO CUE THE CONSUMER MINDSET

**CONSUMER-FORWARD 'PREFIX'** AS THE VARIANT QUALIFIER

**PRODUCT INFORMATION** TO FEED INTO DECISION MAKING

**PAY OFF**

*Variant Qualifier (Added as Pre-fix)*

**ALL ROUNDER**

**FEAST ROZZANA**

**Fluffy & Non-Sticky** | **Medium Grain** | **Aged Rice**

*RTBs (Educational Parameters)*

**GREAT TASTE ALWAYS**

*Pay-off to position the segment*



# TAKING IT FURTHER ON-GROUND...

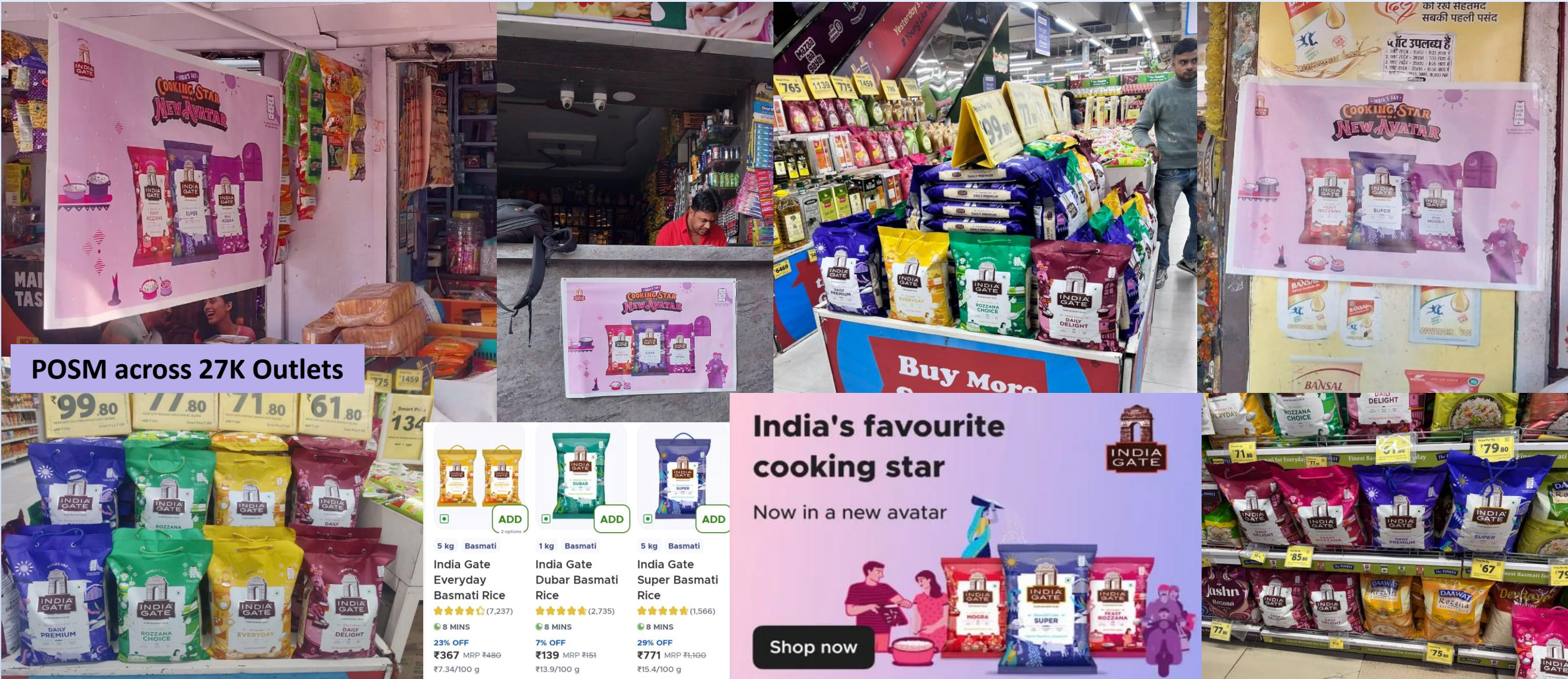
With Category Aisles in Modern Trade stores, helping aid consumer decision-making








# GENERATING EXCITEMENT IN THE CATEGORY...

Positive response across channels, retailers



POSM across 27K Outlets

 ADD 5 kg Basmati India Gate Everyday Basmati Rice ★★★★☆ (7,237) 8 MINS 23% OFF ₹367 MRP ₹486 ₹7.34/100 g	 ADD 1 kg Basmati India Gate Dubar Basmati Rice ★★★★☆ (2,735) 8 MINS 7% OFF ₹139 MRP ₹151 ₹13.9/100 g	 ADD 5 kg Basmati India Gate Super Basmati Rice ★★★★☆ (1,566) 8 MINS 29% OFF ₹771 MRP ₹1,069 ₹15.4/100 g
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India's favourite cooking star  
Now in a new avatar



Shop now



# AND BRINGING IT IN FRONT OF THE CONSUMER – FULL MOVIE-STYLE REVEAL

**TEASER**

BLOCKBUSTER LAUNCH OF THE YEAR

# PHATEGA POSTER NIKLEGA STAR

★ INDIA'S FAV STAR IN A NEW AVATAR ★

PRODUCED BY KHUSHI RAM BEHARI LAL

**UNVEILING SOON**

BIGGEST NEWS OF THE YEAR | MOST TALKED ABOUT UPCOMING LOOK | MOST ANTICIPATED LAUNCH OF THE YEAR | MOST AWAITED VIBRANT STAR



INDIA GATE

INDIA'S FAV

## COOKING STAR NOW IN A NEW AVATAR

★★★★★

RELEASING NATIONWIDE IN EVERY KITCHEN



## HOARDINGS ACROSS INDIA

## BOLLYWOOD BUZZ & SPECULATION



**POSITIVE FAN** @imashishsrk · 3h  
Ab Kise Launch Karne Wala Hai **Karan Johar** 🤔  
Which new nepo Kid he gonna launch now??

jesuisajay 23h  
Maybe another nexflix special about your twins? And maybe name is ...

kitti\_kite 3h  
Koi toh is suspense ko solve kare!! Who's behind this poster?  
Reply

niki\_walia 1d  
Oooo I am curious now 🤔👀  
Reply

freddy\_birdy 1d  
I'm hoping the film reviews are coming back. 🙌  
Reply



## REVEAL @ MAHAKUMBH

## REVEAL BY CELEBS, INFLUENCERS

Time period : Jan'25



# Along with, introducing Mr. AMITABH BACHCHAN as the BRAND AMBASSADOR



## The legendary Amitabh Bachchan to represent a timeless brand



Amitabh Bachchan

**K**RBL Limited, the parent company of India Gate Basmati Rice, has announced legendary actor Amitabh Bachchan as its brand ambassador. The company aims to elevate the basmati rice experience for millions while setting new benchmarks in the category. Talking about his favourite basmati dish, Amitabh Bachchan said, "A classic biryani never fails to impress. When cooked with India Gate basmati,

it becomes a masterpiece." In a chat, Ayush Gupta, India Business Head, KRBL Limited, spoke about the brand's transformative journey. Excerpts...

**What is the vision behind bringing two big household names – Amitabh Bachchan and India Gate Basmati Rice – together?**

When we approached Mr Bachchan, it wasn't just about an endorsement. It was about aligning values of trust, legacy and quality. This collaboration represents a shared commitment to excellence and care for this world and the people we live with. One has graced our screens and hearts, while the other has graced family tables across the globe. Together, they represent moments of togetherness that transcend generations. With Amitabh Bachchan as the face of the brand, we aim to deepen emotional bonds, uniting families over meals and creating stories that last a lifetime.

**What new initiatives can we expect as part of this collaboration?**

We're committed to celebrating India's culinary heritage. Offering quality products and educating consumers has always been important, empower-

ing them to make informed choices. With over 135 years of heritage, KRBL has earned the trust of millions. Through this collaboration with Amitabh Bachchan, we plan to raise awareness about the benefits of packaged basmati rice, engage consumers with family-inspired storytelling, and launch interactive digital campaigns. **One of the big changes has been the shift from loose to packaged**

**rice. How do you plan to continue the journey of educating consumers?**

For generations, rice was bought loose (*khulla*), its quality judged by sight and touch. But as consumers sought greater trust and consistency, we were among the first to shift to packaged rice, preserving the purity. Now, with the iconic Amitabh Bachchan as our ambassador, we're expanding this journey. Together, we aim to empower consumers to make informed choices and bring the story of India Gate Basmati Rice into every home – making trust, quality and assurance the heart of every meal.

**With a diverse portfolio, how does the brand cater to different consumer needs?**

Ensuring unmatched quality and authenticity in every product – we celebrate the diversity of preferences within every household. From premium basmati rice varieties for indulgent meals to health focused offerings such as edible oils (soon to be out in the market) brown rice, quinoa and chia seeds, the brand ensures something for every lifestyle.

Available at your nearest store and on leading online platforms.



Ayush Gupta

### Busting a myth

**Myth:** All basmati rice is the same  
**Fact:** Authentic basmati is aged, longer and more fragrant

## Veer Pahariya wins hearts w Sky Forc



The young actor has impressed critics and audiences with his portrayal of Squadron Leader Devaya

**2**025 begins with Veer Pahariya's debut Bollywood. The young actor plays Squadron Leader Ajamada B Devaya celebrated for his bravery during the 1968 In Pak War, in *Sky Force*. Critics have praised Veer's authentic and nuanced performance, with one review stating, "His portrayal of Devaya's emotional arc – from youthful delirium to tragic sacrifice – adds depth to the narrative." Audiences have also been impressed by his charm and screen presence.

For *Veer, Sky Force* is more than a car launch; it's a tribute to storytelling that resonates. He says, "Audiences today value authenticity and relevance. This film is not just about patriotism but about facing unimagineable odds and the sacrifices made for a greater cause." Directed by Abhishek Anil Kapur and Sandeep Kowari, the film also stars Akshay Kumar, Sa Ali Khan and Nimrat Kaur and serves a tribute to the Indian Armed Forces.

The journey has been transformative for Veer: "This experience has taught me



# Strategic pillars Domestic



Democratizing

Our Distribution Network



Remodeling

Our Supply Chain



Investing

In the Brand

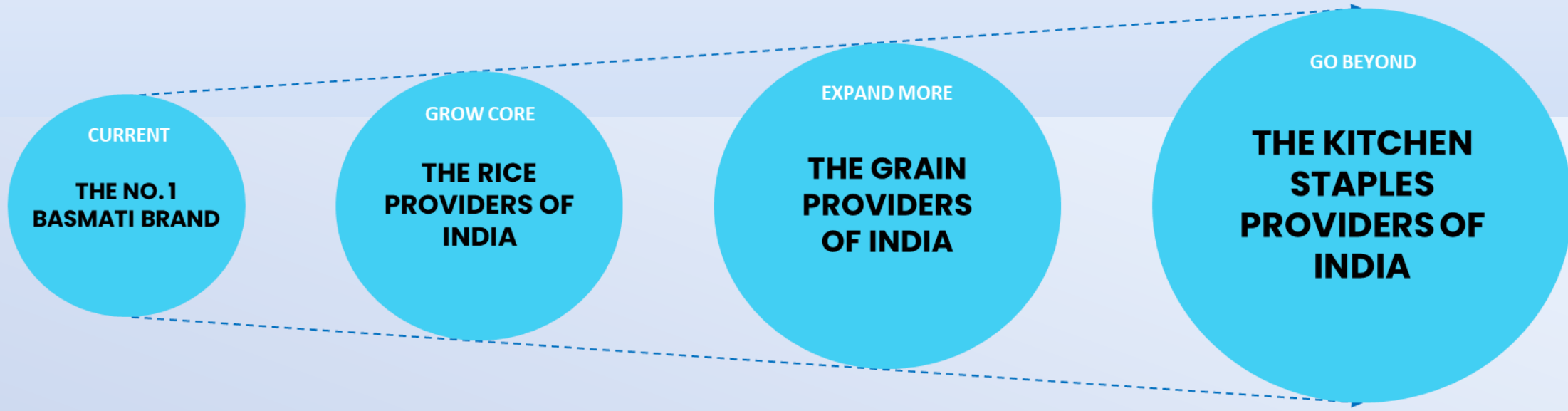


Foraying

Into New Products & Categories

# FORAYING INTO NEW PRODUCTS & CATEGORIES

WITH THE VISION OF STRETCHING THE BRAND FURTHER...





# GOING STRONG WITH INDIA GATE CLASSIC BIRYANI MASALA



**BRAND VISIBILITY AT POINT OF SALE**

**FOCUSSED LAUNCH**  
in

**GENERAL TRADE**

**DELHI NCR | MAHARASHTRA**

**&**

**CONTINUED EFFORTS**  
in

**MODERN TRADE**



**BIRYANI SAMPLING**



18-Jan-2025 7:32:22 pm  
Saki Naka  
Mumbai  
Konkan Division  
Maharashtra

18-Jan-2025 6:50:40 pm  
Saki Naka  
Mumbai  
Konkan Division  
Maharashtra

# SETTING UP A **HEALTH PLATFORM** UNDER INDIA GATE



**FOCUS ON**

**PROACTIVE HEALTH**

**RELEVANT FOR**

**YOUNGER, EMERGING INDIANS**

**IN A WORLD WHERE 'HEALTH' REMAINS COMPLEX, INDIA GATE UPLIFE IS COMMITTED TO MAKING 'HEALTH' AND ADOPTION OF HEALTHY HABITS IN LIFESTYLE FEEL 'LIBERATING'**



# AND THE FIRST STEP IN UPLIFE IS EXTENDING INTO HEALTHY EDIBLE OILS

**Meet your new weight management partner**

**Uplife Lite™**  
The New-Age Cooking Oil

Its all the goodness, without the guilt, helping you stay on track while enjoying every meal.

Ready to cook up a healthier, lighter you?



**UPLIFE LITE-SOAK™**



**Lower Fat Intake\***



**Power of Gamma Oryzanol**

Scan to Explore uplife



\*Based on frying study, 2024-25. | Due to low absorption of oil there is a net reduction in the fat absorption in the food that may have weight management effects. Eating food cooked in low absorbing oil is not the only factor responsible for managing weight. Regular physical exercise, balancing your diet, managing your food intake, maintaining optimum weight and genetics etc., are several other factors for managing the weight.




**Meet your everyday partner in keeping your gut balanced**


**Uplife Gut Pro™**  
The New-Age Cooking Oil

With us on your side, you can enjoy life to the fullest, everyday.

Let's make a balanced gut your new superpower!



**UPLIFE PRO-DIGEST™**




**Anti Inflammatory\***



**Power of Natural Antioxidants**

Scan to Explore uplife



\*The claims and benefits of this product are based on scientific research and findings published in publicly available papers and literature. Results may vary based on individual circumstances and usage. | Eating cooked food in this oil is not the only factor responsible for managing normal gut functioning. Regular physical exercise, balancing your diet, managing your food intake, maintaining optimum weight and genetics, etc., are several other factors for managing normal gut functioning.

# AWARDS & ACCOLADES



**BEST FAMILY BUSINESS**  
**Indian Family Business Awards**



## **GOLD, LACP AWARDS**



## **IAMAI Digital Awards**



**Best use of Social Media**  
**'Ab khaane mein no Compromise'**

## **NDTV PROFIT | Marvels of Manu.**



**NDTV Profit**  
110,535 followers  
1mo • 🌐

+ Follow

Partner | What makes India Gate Basmati rice the No. 1 in the world? Get a glimpse into **KRBL India's** technological superiority, end-to-end supply chain capabilities and sustainable practices at the world's largest rice processing unit.

Dec 28th (Sat): 6:00 pm  
Dec 29th (Sun): 7:30 pm

[Ayush Gupta](#) [Kunal Gupta](#)







# Export Business



# Leadership Beyond India



Revenue\* in Rs.

# 567 Cr

For Q3 FY25



Trend in Export Business



Revenue growth

# 104%

Y-o-Y



Export revenue grew by 104% on account of growth in branded and private label sales.



# 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

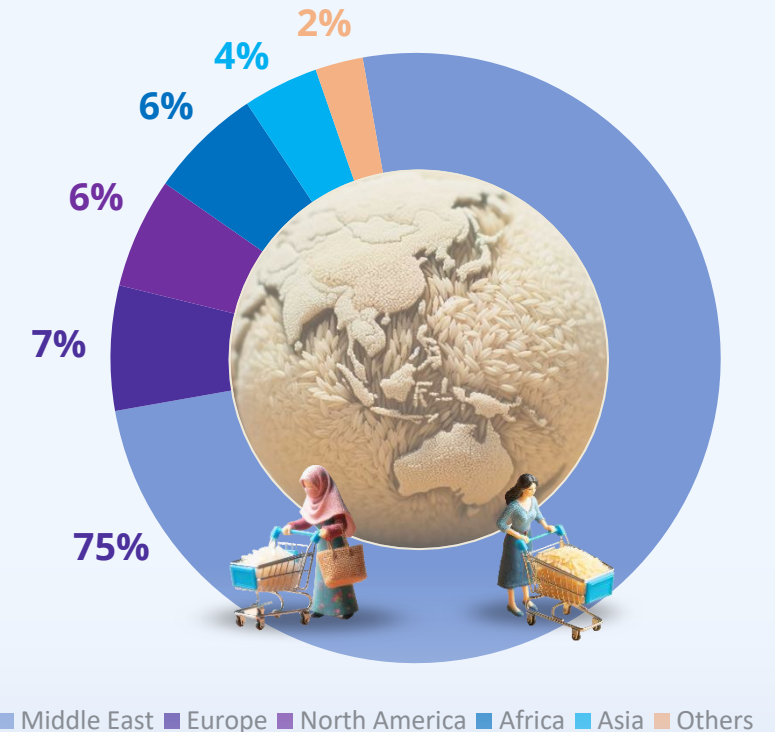
- Growing US demand for PUSA basmati, commercialized by KRBL
- Indian diaspora abroad fuels rice popularity as both staple and premium restaurant item



## 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



**Existing Markets**

**New / Seeded Markets**

New Products

Launch of economy variants / small packs to drive penetration





# 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.



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# Thank You

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WORLD'S NO.1\*



# INDIA GATE®

PURE BASMATI RICE

BASMATI RICE SE

**NO COMPROMISE**

