

SOM DISTILLERIES AND BREWERIES LIMITED

(Formerly Known As Som Distilleries Breweries & Wineries Limited)

Registered Office: I-A, Zee Plaza, Arjun Nagar, Safdarjung Enclave, Kamal Cinema Road, New Delhi - 110029

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Corporate Office: SOM House, 23, Zone II, M.P. Nagar, Bhopal, Madhya Pradesh – 462011

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Email : compliance@somindia.com **Website:** www.somindia.com

CIN : L74899DL1993PLC052787

(BSE : 507514, NSE : SDBL)



SDBL/BSE/NSE/2024-25

15.11.2024

To

The Manager, Listing Department, NATIONAL STOCK EXCHANGE OF INDIA LIMITED 'Exchange Plaza' C-1, Block G, Bandra-Kurla Complex, Bandra (E), Mumbai-400 051. cmlist@nse.co.in <u>Security ID: SDBL</u>	Dy. General Manager, Department of Corporate Services, BSE LIMITED, First Floor, P.J. Towers, Dalal Street, Fort, Mumbai – 400001. corp.compliance@bseindia.com <u>Security ID: 507514</u>
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SUB.: INVESTORS PRESENTATION – UNAUDITED FINANCIAL RESULTS (STANDALONE AND CONSOLIDATED) FOR THE QUARTER AND HALF YEAR ENDED SEPTEMBER 30, 2024

Dear Sir/Madam,

In terms of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed Investors Presentation on Unaudited Financial Results (Standalone and Consolidated) for the Quarter and Half Year ended September 30, 2024.

The same has also been uploaded on the Company's website www.somindia.com.

This is for your information and records please.

For Som Distilleries and Breweries Limited

Om Prakash Singh

Company Secretary and Compliance Officer



SOM Distilleries & Breweries Limited
(BSE: 507514, NSE: SDBL)

Earnings Presentation
Q2 FY2025

Conference Call Update



Conference Call Details: Monday, 18th November 2024 at 4:00 PM IST

Diamond Pass [Link](#)

Primary Number +91 22 6280 1106 / +91 22 7115 8007

The number listed above is universally accessible from all networks and all countries.

Toll Free Number
USA: 1 866 746 2133
UK: 08 081 011573
Singapore: 800 101 2045
Hong Kong: 800 96 4448

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 SOM Distilleries & Breweries’ 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. SOM Distilleries & Breweries undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.



Business Overview



SOM Distilleries & Breweries Limited is based in Bhopal and is one of the leading alcoholic beverages manufacturers in India



The Company has three key millionaire beer brands (sales more than 1 mn cases per annum) – Hunter, Black Fort and Power Cool



Primarily engaged in production of beer and blending and bottling of IMFL



After the completion of the recent expansion in April 2024, overall beer capacity has increased from 30.2 to 35.2 million cases



Offers a broad line of products at every price point. The product portfolio consists of beer, rum, brandy, vodka and whisky



Among the two listed beer companies in India and it is one of the fastest growing beer companies in the India



Product Portfolio



Woodpecker Beer Launch in Karnataka – Market Expansion & Innovation



Woodpecker introduces India's first twist cap beer, offering consumers a convenient and innovative experience

Crafted with premium ingredients, including two-row barley, Sharbati wheat, and German hops, for a distinct flavor

The range includes Woodpecker Glide (mild) and Crest (strong), catering to diverse tastes

Launching in Karnataka strengthens our presence in a high-growth market, with anticipated revenue and market share gains

Premium positioning supports margin improvement, backed by our prepared supply chain for consistent quality

The "Make Space for Woodpecker" campaign drives strong brand visibility and consumer engagement





The launch of Woodpecker Premium Beer, India's first twist-cap beer in Karnataka marks a revolutionary step in the Indian beer market

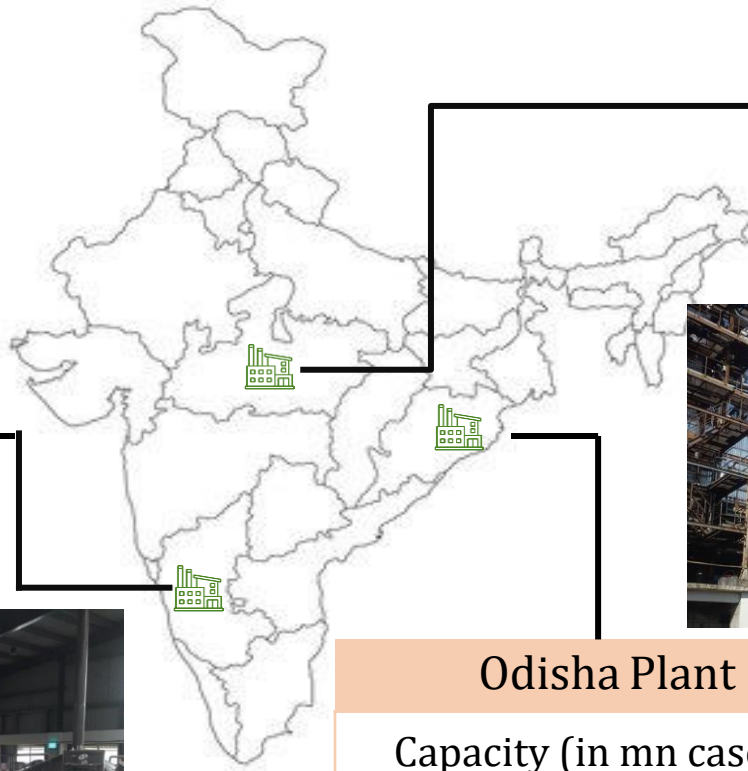
Successfully commissioned the state-of-the-art wraparound packaging equipment at our Bhopal canning facility boosts overall efficiency by approximately 25%

Power Cool brand secured its position as the second most popular and highest-selling beer in Karnataka

Flagship brand Hunter emerged as the single largest brand in the neutral market of Delhi for H1 FY 2025



Plant Location



Hassan Plant	
Capacity (in mn cases)	
Beer	IMFL
14.0	2.7

Bhopal Plant	
Capacity (in mn cases)	
Beer	IMFL
15.2	0.6

Odisha Plant	
Capacity (in mn cases)	
Beer	IMFL
6.0	0.6





INDIA'S FIRST BEER WITH A **↓ TWIST CAP ↑**



India's first filtered
wheat beer.

"Q2 FY2025 marked another strong performance for us , showcasing the results of our ongoing focus on operational efficiency and strategic market positioning. Our total income reached Rs 2,910 million, reflecting a 17.3% year-over-year increase and a strong gross margin of 40%, highlighting our sustained focus on value creation and long-term growth.

EBITDA rose to Rs 352 million, marking a 28% year-over-year increase, while our net profit amounted to Rs 164 million, reflecting a 6% margin. These results highlight our resilience and adaptability in a competitive landscape.

In addition, we are excited to announce the launch of Woodpecker Premium Beer, India's first twist-cap beer. This innovative product, introduced in Karnataka, one of our fastest-growing markets, not only enhances convenience for consumers but also positions us as a leader in product innovation. The Woodpecker range, featuring the mild Woodpecker Glide and the strong Woodpecker Crest, is tailored to meet the evolving preferences of beer enthusiasts, setting new benchmarks in the industry.

Furthermore, our improved credit rating, upgraded from BBB+ to A- underscores our strong financial position, robust risk management practices, and operational excellence. This enhanced rating is a testament to our commitment to sustained growth and positions us favorably to capitalize on emerging opportunities."

Mr JK Arora, Chairman & Managing Director



Q2 FY2025 Financial Highlights

Q2 FY2025 Financial Highlights



SOM Distilleries and Breweries unveils India's first beer with a twist cap "Woodpecker"—a revolutionary entry

Beer Volume

44 lakh cases
+9% Y-o-Y

IMFL Volume

2 lakh cases
+1% Y-o-Y

Total Income

Rs. 2,910 Mn
+17% Y-o-Y

EBITDA

Rs. 352 Mn
+28% Y-o-Y

Total Volume

46 lakh cases
+9% Y-o-Y

PAT

Rs. 164 Mn
+10% Y-o-Y





Operational efficiencies leading to better cost management

Volume

- Recorded beer volume of **44** lakh cases: over **9%** y-o-y of Q2 FY24
- Recorded IMFL volume of **2.5** lakh cases: over **1%** y-o-y of Q2 FY24

Realization

- Beer realization for Q2 FY25 was Rs. **531** per case, compared to Rs. **547** in Q2 FY24. This change was mainly influenced by higher sales of the Power Cool brand, particularly in the states of Madhya Pradesh and Karnataka as well Legend beer sales in Karnataka.
- IMFL realization for Q2 FY25 was Rs. **1,038** per case as compared to Rs. **889** in Q2 FY24

Cost

- The costs of key raw materials and packaging materials remained stable during the quarter. However, gross margin improved due to a favorable mix of older glass bottles.





H1 FY2025 Financial Highlights

H1 FY2025 Financial Highlights



*“Power Cool brand secured its position as the second most popular and highest-selling beer in **Karnataka**”*

Beer Volume

131 lakh cases
+23% Y-o-Y

IMFL Volume

5 lakh cases
+7% Y-o-Y

Total Income

Rs. 8,047 Mn
+27% Y-o-Y

EBITDA

Rs. 1,000 Mn
+29% Y-o-Y

Total Volume

136 lakh cases
+23% Y-o-Y

PAT

Rs. 540 Mn
+11% Y-o-Y



Performance Highlights



	Q2		Y-o-Y	H1		Y-o-Y
(Rs. Million)	FY2025	FY2024	Growth (%)	FY2025	FY2024	Growth (%)
Total Income	2,910	2,480	17.3%	8,047	6,346	26.8%
Gross Profit	1,164	881	32.2%	2,889	2,277	26.9%
<i>Margin (%)</i>	<i>40.0%</i>	<i>35.5%</i>		<i>35.9%</i>	<i>35.9%</i>	
EBITDA	352	275	28.0%	1,000	776	28.8%
<i>Margin (%)</i>	<i>12.1%</i>	<i>11.1%</i>		<i>12.4%</i>	<i>12.2%</i>	
Interest	30	26	17.1%	57	57	0.0%
Depreciation	62	56	9.8%	122	99	23.8%
Net Profit	164	149	10.4%	540	485	11.3%
<i>Margin (%)</i>	<i>5.6%</i>	<i>6.0%</i>		<i>6.7%</i>	<i>7.6%</i>	



Leverage Profile



(Rs. Million)	Sep 30 2024	June 30 2024
Secured Borrowings	920	1,050
Unsecured Borrowings	340	510
Gross Debt-Consolidated	1,260	1,560
Less: Cash & Cash Equivalents	210	160
Net Debt	1,050	1,400
Gross Debt / Equity (x)	0.23x	0.29x
Net Debt / EBITDA (x)	0.79x	1.62x

- Gross Debt reduced by Rs. 300 million, Overall consolidated debt decreased, showcasing an improved total debt position
- The gross debt-equity ratio decreased from 0.29x in June 2024 to 0.23x in September 2024
- Net debt reduced by Rs. 350 million, resulting in an improved net debt/EBITDA
- The credit rating upgraded from BBB+ to A-





Operational Highlights

Volume Summary



Lakh cases	Q2		Y-o-Y	6M		Y-o-Y
	FY2025	FY2024	Growth (%)	FY2025	FY2024	Growth (%)
Hunter	11.1	11.2	(0.6)%	37.8	32.6	16.0%
Black Fort	2.6	4.7	(44.2)%	10.8	24.4	(42.3)%
Power Cool	22.9	22.3	2.7%	63.9	51.6	23.8%
Legend	6.4	-	NA	10.7	-	NA
Total Beer	44.1	40.3	9.4%	130.9	106.2	23.3%
Total IMFL	2.5	2.5	0.6%	5.0	4.7	6.9%
Total Volume	46.6	42.8	8.9%	135.9	110.8	22.6%

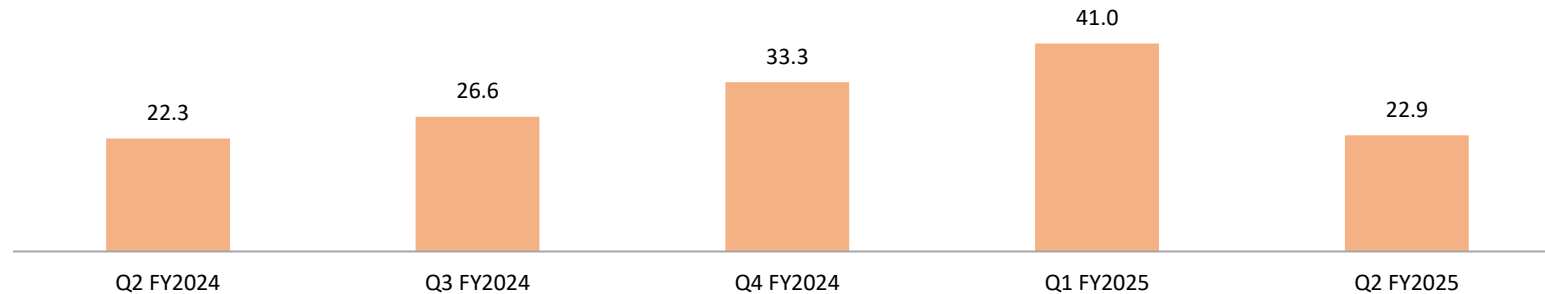
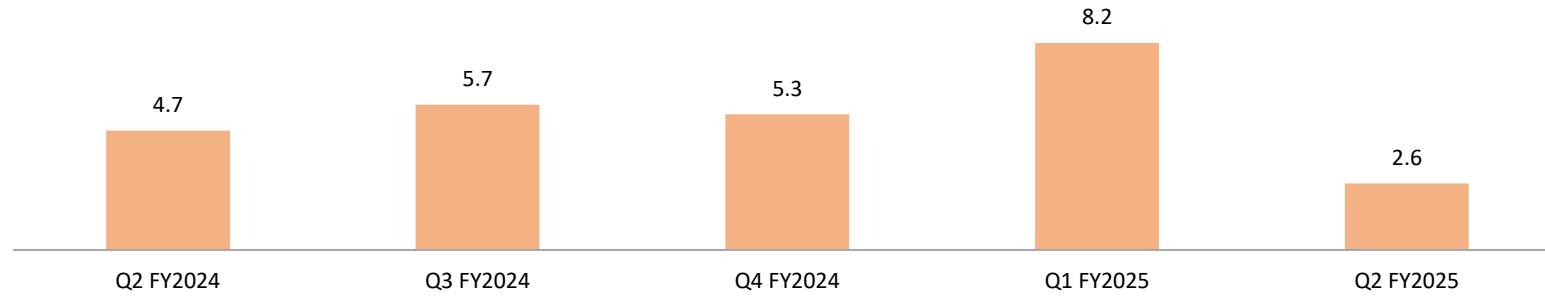
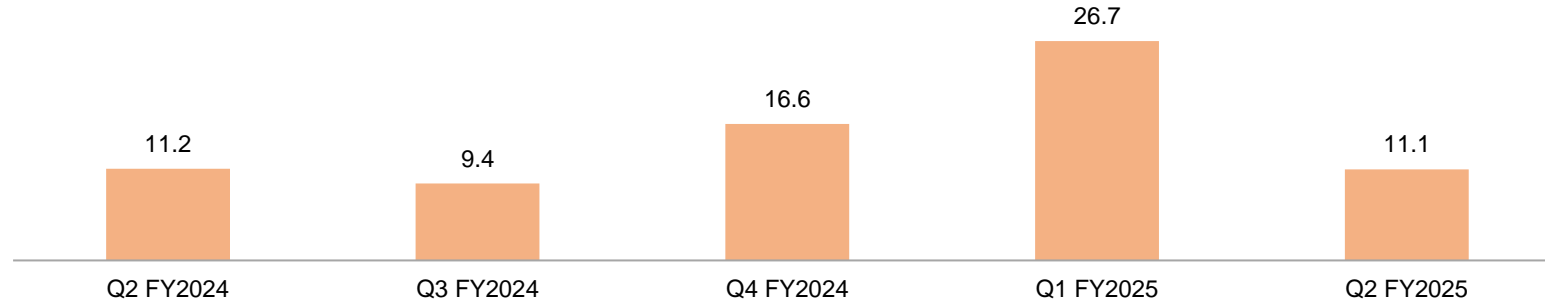
- Beer accounted for **95%** of total volumes and **81%** of the revenue during Q2 FY2025
- Price realization for Beer during Q2 FY25 was Rs. **531** and IMFL was Rs. **1,038**; blended realization at Rs. **621**
- Emergence of Legend beer as a major brand for us.



Millionaire Beer Brands – Volume Consolidation



Quantity Sold (in lakh cases)





Sustainability



Conservation of Energy

Reduce fossil fuel dependency by transitioning to renewables and regular checks on electrical equipment to minimize energy waste

Waste Reduction Initiatives

In FY24, **recycled 5,499 MT and re-used 28,304 MT of waste**. Committed to responsibly handling plastic waste, either recycling or reselling to approved recyclers, promoting environmental sustainability

Water Stewardship

Promotes responsible drinking, plans 100% water replenishment in stressed areas by 2024 and conserves water through initiatives, reducing wastewater

E



CSR and Donations

In FY24, **donated Rs. 4.50 lacs**, for societal education and welfare activities, including Asha Mohan Foundation through CSR

Well-being of employees

Conducted diverse awareness programs (health, safety, mental/physical well-being). Organized employee engagement, career development, ensuring zero cases of workplace issues

Customer Satisfaction

Implemented proactive customer complaint handling process to promptly address product-related concerns

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Corporate Governance

Corporate governance philosophy is guided by principles like independence, accountability, transparency, ethics, and integrity in relations with stakeholders

Experienced and Skilled Board of Directors

Balanced board with 2 Executives (including MD) and 4 Non-Executive Non-Independent Directors, offering valuable input on strategy and performance

Executive team of ESG

Dedicated ESG Executive team with 4 associates

G





Awards & Accolades



Brand Recognition



Silver Award Winner



Winner of Monde Selection Quality Award

Voted as:



ASIA'S MOST PROMISING BRANDS



Silver Award Winner



Winner of Monde Selection Quality Award


Best Product Debut & Best CSR Award by:





Winner of Monde Selection Quality Award

Awarded Fastest Growing Company by:




The Best of Wine, Beer, Spirits & Allied Industry
The Mega Alcohol Trade Event in Asia

Selected in:



Ranked 86th by:




Awarded Innovative CEO & Excellence for Smart Innovation by:

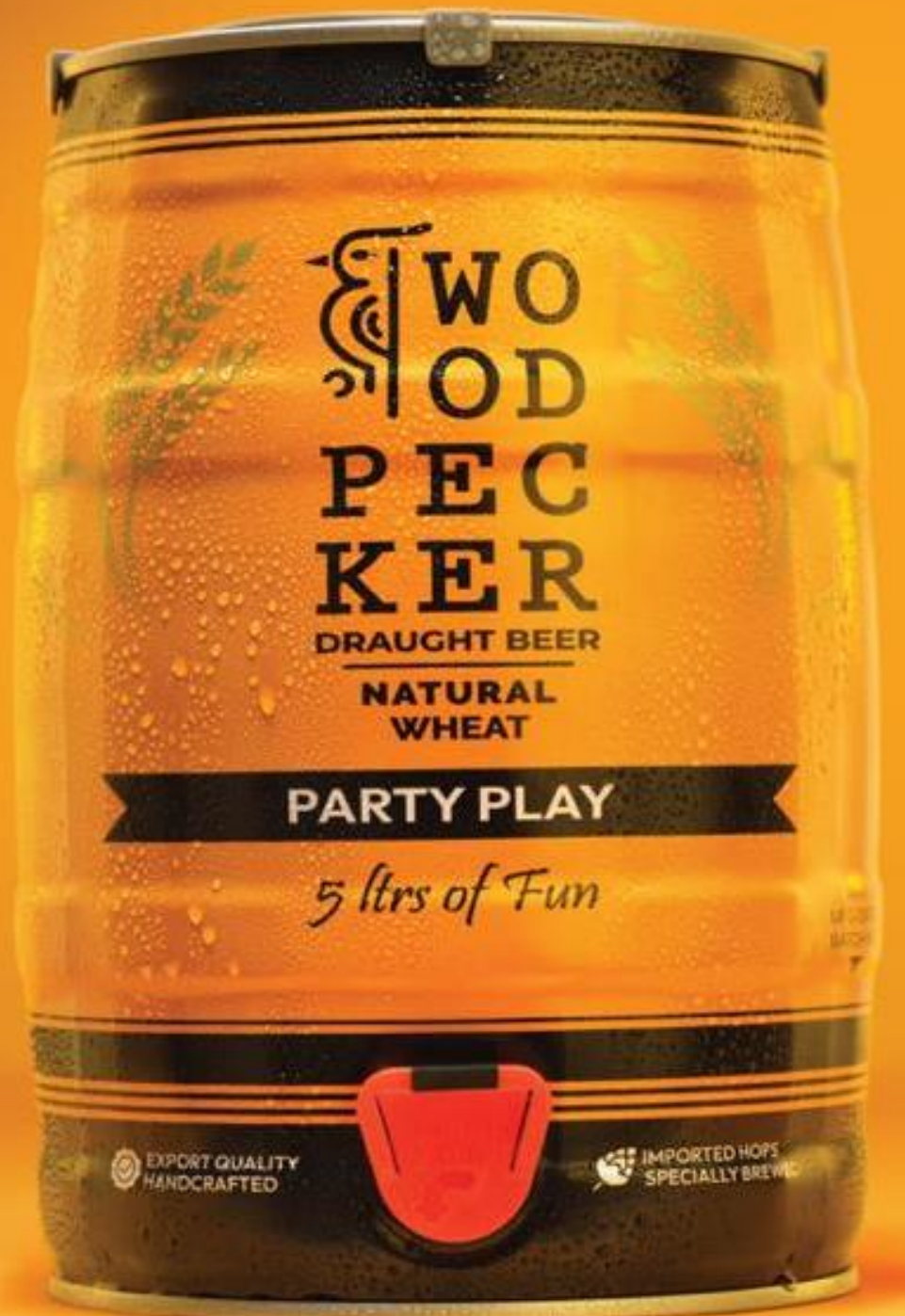


Included in:



Winner of:



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(CIN: L74899DL1993PLC052787)

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