

E: KRBL/BIBHU/STK\_EX\_1819/59  
February 8, 2019



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

Dear Sir/Madam,

**Sub: Investor Communication on Unaudited Financial Results for the Third Quarter (Q3) and nine months ended December 31, 2018**

Pursuant to the provisions of Regulation 30 read with Para A of Part A of Schedule III of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”), we are pleased to enclose herewith Investor Communication of the Company on Unaudited Financial Results for the Third Quarter (Q3) and nine months ended December 31, 2018.

This is for your information and records.

Thanking you,

Yours Faithfully  
For KRBL Limited

**Raman Sapra**  
Company Secretary

Encl.: As Above.



# Investor Presentation

## Q3FY19 Results



# 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.*



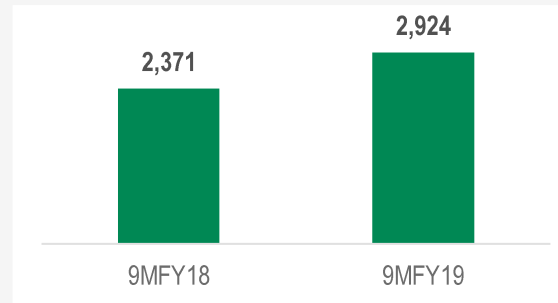
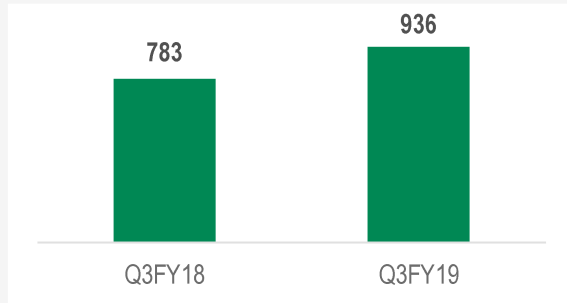
# Q3FY19 & 9MFY19 Performance

# Q3FY19 & 9MFY19 – Standalone Financials (1/2)

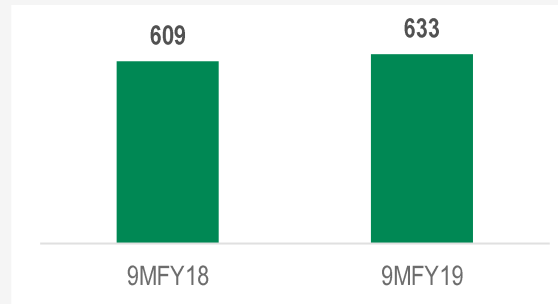
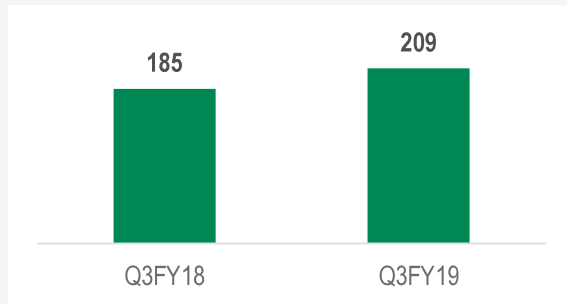
## Q3FY19 - YoY

## 9MFY19 – YoY

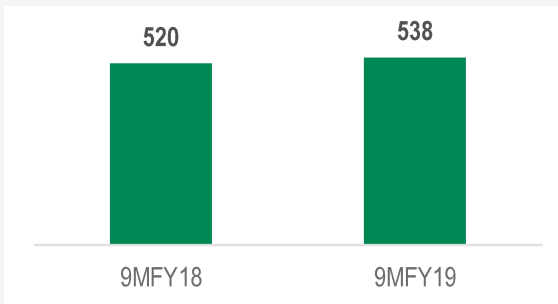
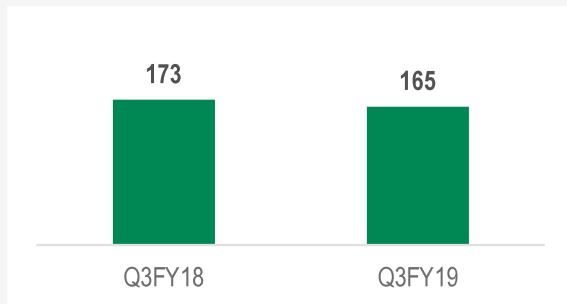
### Revenue from Operations (Rs. In Crore)



### EBITDA (Rs. In Crore)



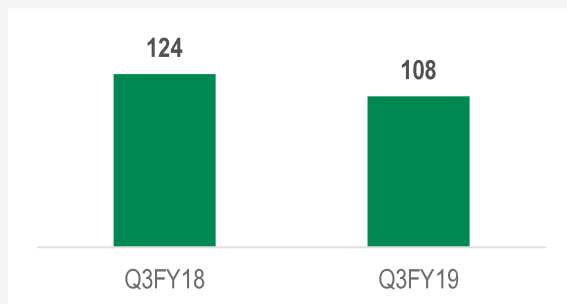
### PBT (Rs. In Crore)



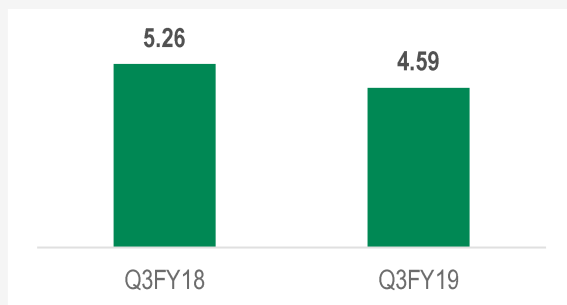
- Q3FY19 revenue from operations at Rs. 936 cr. as compared to Rs. 783 cr. in Q3FY18; a growth of 19.5% Y-o-Y.
- 9MFY19 revenue from operations at Rs. 2,924 cr. as compared to Rs. 2,371 cr. in 9MFY18; a growth of 23.3% Y-o-Y.
- Q3FY19 EBIDTA at Rs. 209 cr. (22.3%) as compared to Rs. 185 cr. (23.6%) in Q3FY18.
- EBITDA at Rs. 633 cr. (21.6%) for 9MFY19 as compared to Rs. 609 cr. (25.6%) for 9MFY18.
- Q3FY19 PBT at Rs. 165 cr. (17.6%) as compared to Rs. 173 cr. (22.1%) in Q3FY18.
- PBT of Rs. 538 cr. (18.4%) for 9MFY19 as compared to Rs. 520 cr. (21.9%) for 9MFY18.

# Q3FY19 & 9MFY19 - Standalone Financials (2/2)

## Q3FY19 - YoY

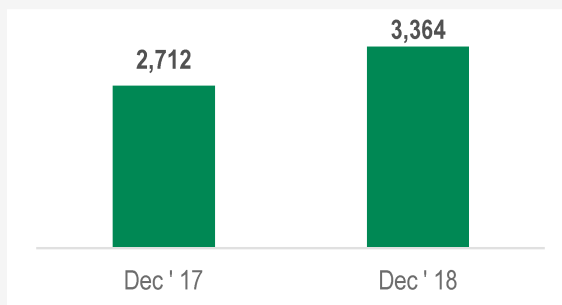


**PAT**  
(Rs. In Crore)

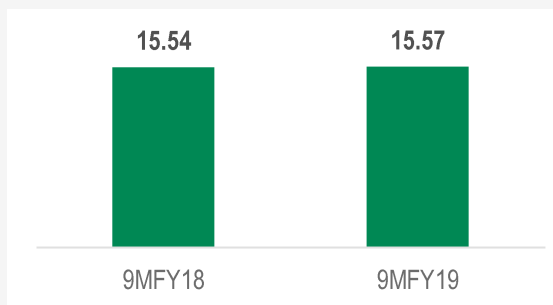
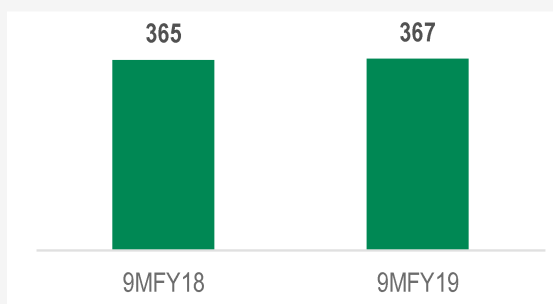


**EPS**  
(In Rs.)

**Inventory Position**  
(Rs. In Crore)

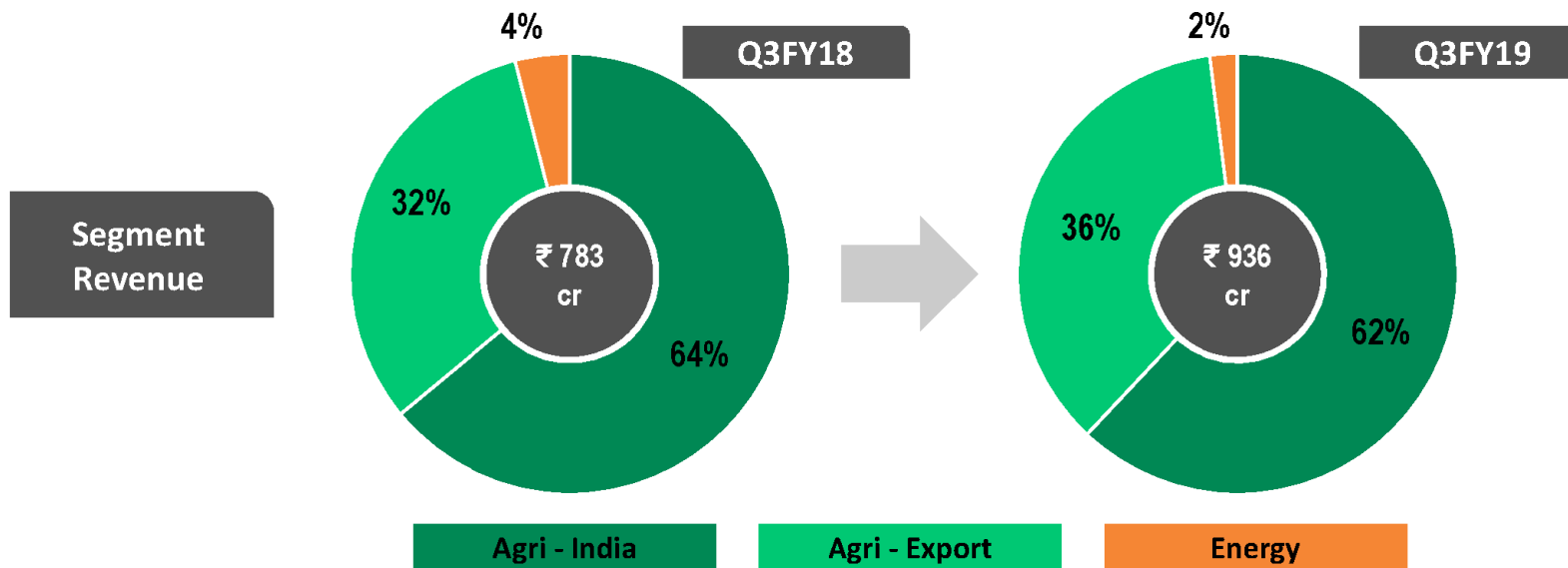


## 9MFY19 - YoY



- Q3FY19 PAT at Rs. 108 cr. (11.5%) as compared to Rs. 124 cr. (15.8%) in Q3FY18.
- 9MFY19 PAT at Rs. 367 cr (12.6%) as compared to Rs. 365 cr. (15.4%) for 9MFY18.
- Q3FY19 EPS at Rs. 4.59 as compared to Rs. 5.26. in Q3FY18.
- 9MFY19 EPS at Rs. 15.57 as compared to Rs. 15.54 in 9MFY18.
- Inventory position as of December 2018 increased to Rs. 3,364 cr as compared to Rs. 2,712 cr in December 2017.

# Q3FY19 vs. Q3FY18 – Business update



- Contribution of Export Business increased from 32% to 36%.

- Indian Market Rice Sales increased by 14% in quantity terms, and 16% in value terms during the quarter, as compared to same period last year.
- Price realization, in Indian Market sales during the quarter increased by 2% to Rs. 55,924 per MT as compared to Rs. 54,697 per MT in the same period previous year.
- Export Market Rice Sales increased by 34% in value terms however the same declines by 8% in terms of quantity.
- Price realization, in export market rice sales during in quarter increased by 45% to Rs. 1,04,352 per MT as compared to Rs. 71,951 per MT in the same period previous year.

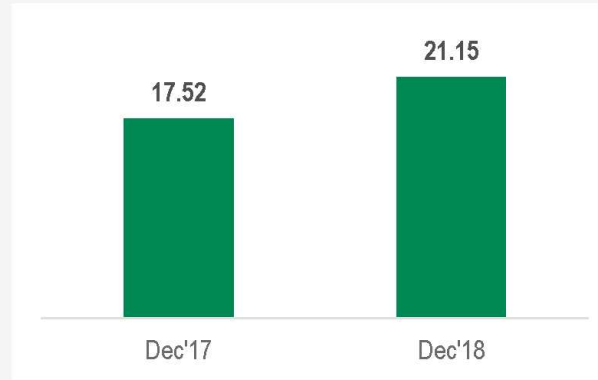
Rice Sales	Q3FY18			Q3FY19		
	Qty (MT)	Rate (in Rs./ MT)	Value (Rs. In Cr.)	Qty (MT)	Rate (in Rs./ MT)	Value (Rs. In Cr.)
Indian Market Sales	84,058	54,697	459.77	95,541	55, 924	534.31
Export Market Sales	34,736	71, 951	250.20	32,037	1,04,352	334.29

# Strong financial indicators...

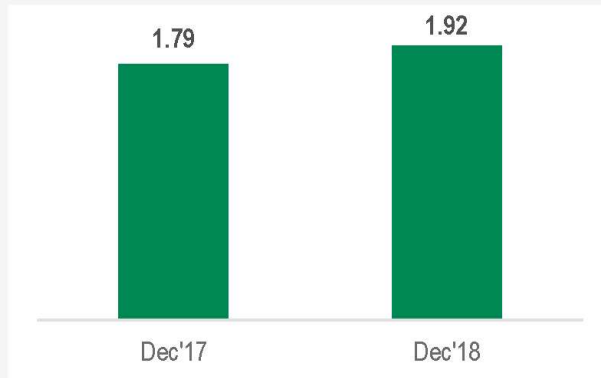
## Total Debt to Equity Ratio



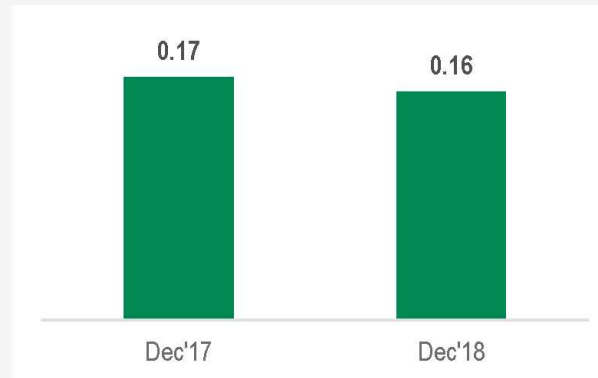
## Interest Coverage Ratio



## Current Ratio



## Quick Ratio







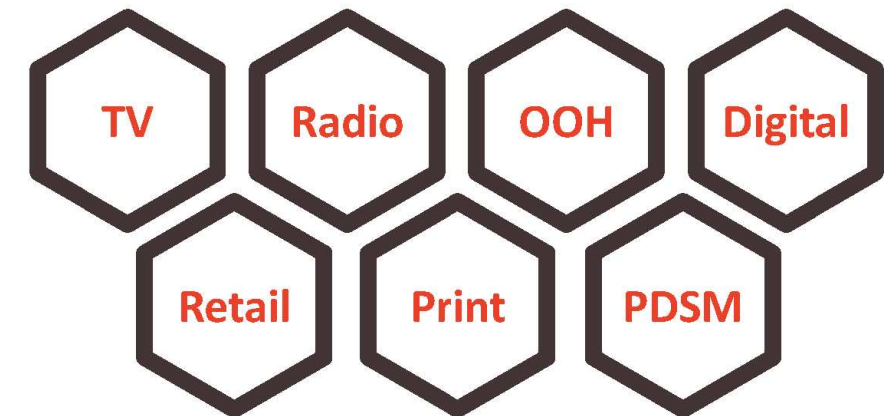
# Q3FY19 - Key Marketing Initiatives

# 360 degree campaign

Special days deserve something special on your plate. Hence on the festive occasion of Diwali, KRBL launched a 360 degree campaign to promote the flagship product from its portfolio – INDIA GATE CLASSIC



## Campaign Reach



# Campaign Presence & Impact

## Campaign Presence



609 OOH units in 22 Cities across India



3,860 spots across 51 channels



15,000+ Retail outlets covered by POSM



16,000+ spots across 20 cities



500 Premium Outlet Branding



4 crore + impressions on digital space



Inserts in over 50 national magazines and dailies

## Campaign Impact



47% increase in total Retail Penetration of IG Classic



Monthly Billing increased by 125% in 6,000 Outlets



Monthly conversion increased by 19%



India Gate Classic Sales increased by 70% in Secondary Market



# Company Overview