

Investor Presentation

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We appreciate the efforts put in by the Health Workers, our Team Members, our Vendors, our Business Partners and our Customers.



ZINDAGI PHIR SAJEGI with #PehliDaawat



Q1 FY21 Key Highlights (y-o-y)

Basmati & Other Specialty Rice business up by 20%

Organic business up by **79%**

New Products Portfolio up by 100%

Gross Profit up by 28%

EBITDA up by 29%

EPS up by **85**%

ratio¹ (2.0x \vee s 3.0x)

Debt down by Rs. 200 Cr

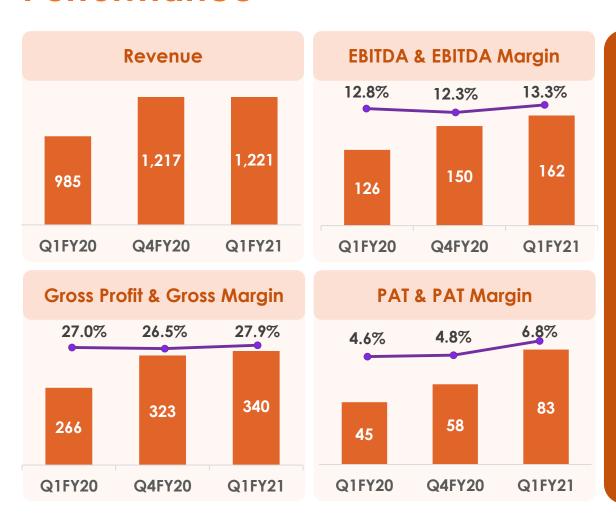
ROCE¹ improved by 410 bps (18.3% vs 14.2%)

Cash Flow from Operations up by 44% to Rs. 235 crore

1. Annualized Basis



Q1 FY21 – Delivered another quarter with Strong Operating Performance

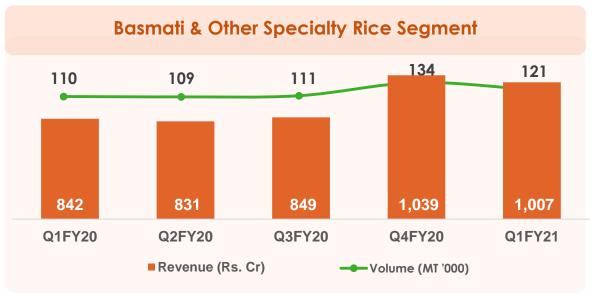


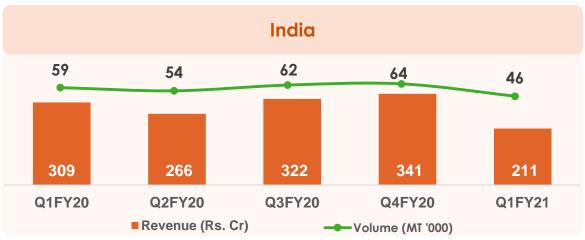
- Revenue up 24% y-o-y
- Gross Profit Margins increased by 86 bps on y-o-y basis, due to:
 - Change in product mix towards higher margin products
 - Cost Efficiencies
- EBITDA higher by 29% and margins have increased by 52 bps on y-o-y due to increase in Gross Profit
- PAT increased by 82% y-o-y and margins have increased by 216 bps, aided by saving in Finance Cost and lower Effective Tax Rate

All Figures in Rs. cr unless specified



Business Segment Performance

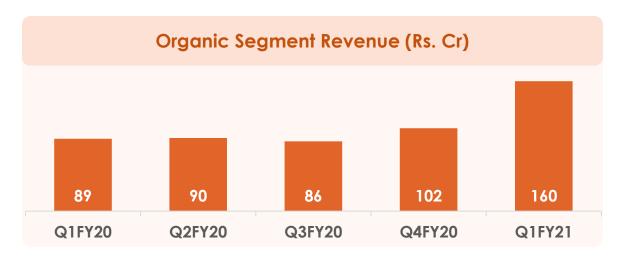




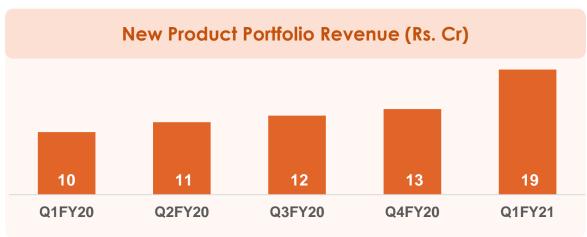




Business Segment Performance



Organic Portfolio contributes c.13% to overall revenue



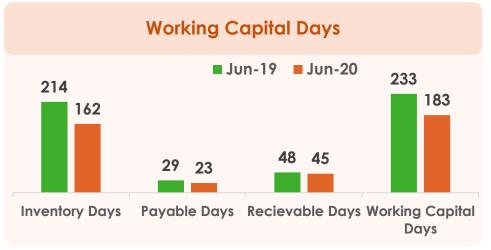
New Product Portfolio contributes c.2% to overall revenue



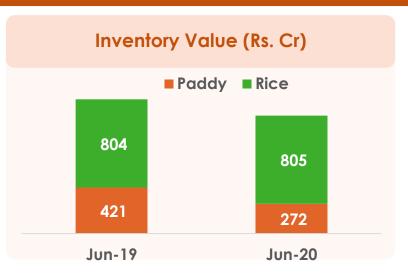
Inventory and Working Capital



- Procurement of Paddy starts in Q3; this results in increase in inventory in Q3. It starts reducing in subsequent quarters and reaches the lowest level by Q2
- Basmati Rice is aged up to 24 months to enhance & intensify taste, aroma, and cooking characteristics. This requires company to maintain large inventory of paddy & rice.

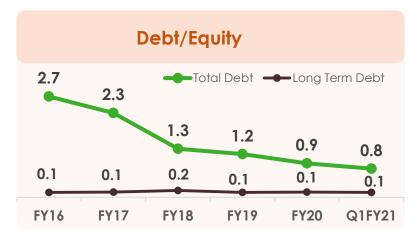


Working Capital Days have reduced by 51 days

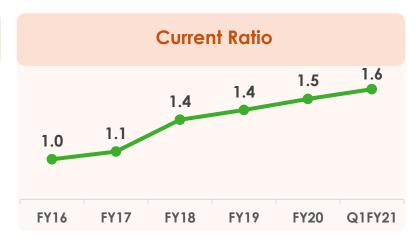




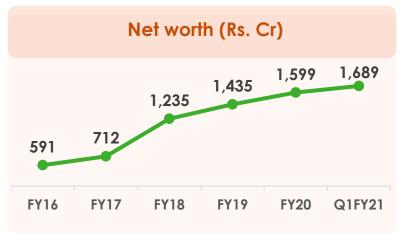
Key Financial Ratios and Other Growth Parameters

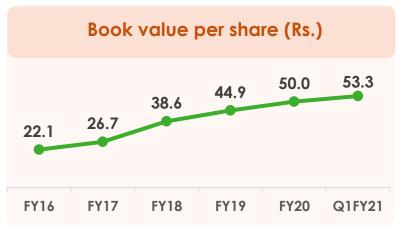












Strength of Balance Sheet being reflected with Strong Credit Rating: A- Stable Outlook (CRISIL)



Maximising Shareholders Wealth by Strategic Focus towards Profitable Growth





Growth in revenue is being supported by strengthening the brands, widening distribution network and increasing brand penetration across all consumer segments. PAT Margins have expanded aided by growth in EBITDA, savings in Finance Cost and lower Effective Tax Rate



New Product Launches

Basmati Rice fortified with Iron, Vitamins and Folic Acid



The Company is expanding its Health Portfolio based on changing consumer needs

Just add hot water and a full rice meal is ready. Available in 5 variants











The Company is expanding its Convenience
Portfolio based on changing consumer needs



Engagement with Audience during COVID-19

Shared different easy to cook recipes with audience

As people stayed home and aimed to break the monotony in the kitchen

Very high engagement amongst female audience



Total Impressions

2.6 Cr.

Total Views

5.5 mn.



Launch of 4 New TVCs - Zindagi Phir Sajegi with DAAWAT

World will start healing & there will be laughter, conversations & happiness, all this will happen over First meal









Total Impressions

5 Cr.

Total Views

3 Cr.



Engagement with Audience on who would they call for PehliDaawat

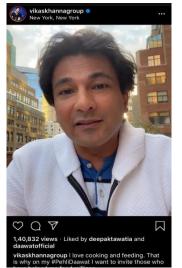
Multiple Celebrities shared their own story. More than 35 Lakh views



























Brand visibility across different occasions



299 views · Liked by sandeepsethi0201 and bakarbabe daawatofficial Wishing you a healthy and safe Ramadan. May the flavours of Daawat make your suhoor and iftar perf... more



260 views · Liked by sandeepsethi0201 and iswatichaudhary daawatofficial Moms are are the source of all compassion, integrity, confidence, and comfort. We, at Daawat, wis... more View 1 comment



45,506 views · Liked by advantej_ and akankshaa1912 daawatofficial Celebrate the harvest season with the ultimate Daawat at home - the taste of togetherness and the ar... more 13 April



Liked by iswatichaudhary and 44 others daawatofficial May the holy month inspire you to do good deeds always. Ramadan Mubarak, from our family to y... more



Liked by bakarbabe and 54 others daawatofficial We wish you a Happy Mahavir Jayanti. Let's celebrate peace, harmony, health and the many teachin... more









Extensive PR Coverage

Exchange4Media

Daawat Basmati Rice celebrates relationships with #PehliDaawat campaign The campaign comprises of a series of 4 TVCs which celebrate lives and the new bonds forged during the COVID-19 crisis



normalcy and happier times has not. The #PehliDaawat campaign by Daawat Basmati rice celebrates this hope and optimism and the special moments when we all come out safe and healthy from this pandemic

4P's News

Daawat Basmati Rice celebrates relationships with #PehliDaawat Campaign





ET Brand Equity

Daawat Basmati Rice celebrates relationships with new campaign

Amidst this lockdown, even though life has come to a standstill, hope for a return to normalcy and happier times has not...

ETBrandEquity . May 23, 2020, 09:43 IST













Dawat Basmati talks relationships in latest campaign.

released #PehliDaawat campaign, which celebrates hope, optimism, and special moments when we all come out safe and healthy from this

pandemic.

Daawat Basmati rice has

The brand explains that, Daawat recognises that during this lockdown people miss the presence of a lot of people who

are important to them who may have gone unnoticed and taken for granted. These difficult times have also created some new bonds and relationships.

The Hindu Business Line





We have been working on adopting new strategies in this 'new normal': LT Foods MD & CEO

Rahul Wadke | Mumbai | Updated on June 16, 2020 | Published on June 16, 2020



basmati rice brand, the past fiscal and lockdown periods have thrown up more opportunities than challenges, thanks to the boom in sales to the home segment.

For FY20, overall sales were up 7 per cent to ₹4,184 crore; the April-June quarter of the current fiscal is also expected to be good. In an interview with BusinessLine, shwani Arora, Managing Director and CEO, spoke at length on the performance of the company and future plans. Excerpts:

How has the company

The Hindu Business Line

BusinessLine



Companies

LT Foods launches cuppa rice; gets first order from Indian Railways

PTI New Delhi | Updated on June 16, 2020 | Published on June 16, 2020



Leading basmati rice firm LT Foods has widened its offering of value-added foods by launching cuppa rice under 'Daawat brand' on Tuesday, with the first order being dispatched to Indian Railways. The company hopes that the instant rice will be an instant hit as it is healthier, tastier and easy to prepare by just adding hot

Pitch



LT Foods Limited - Press Release



LT Foods Limited Launches DAAWAT Cuppa Rice











LT Foods, a 70 year old Consumer Food Company is known for being agile for keeping a close tap on changing consumer needs and preferences and expanding its product portfolio to provide health, safety and convenience to the consumers. The Company has a proven track record of launching healthy and convenient products depending



Agility in Converting Challenges into Opportunities



Procurement

- Ensured raw material availability at all times
- Expanded our Vendor engagement
- Educating the farming community on the new technologies to reduce manpower requirement and increase yield



Manufacturing

- Unhindered plant operations at all times
- Ramped up capacity due to increased demand
- Optimization of Conversion Cost
- Inventory optimization through better planning
- Hygiene drives conducted to ensure delivery of safe food



Distribution

- Serviced with low inventory
- Direct sales from Depot



Sales and Marketing

- Developed innovative Go-To-Market Strategies
- Expanded Rural Reach
- Enabled tele ordering
- Partnering with delivery partners such as Swiggy, Zomato, Dominos, etc.
- SMS blasts
- Distributor point pick up
- Focused Digital Campaigns



Support Services

- Finance worked to ensure uninterrupted backend operations and drove cost reduction
- IT digitization to ensure remote working for all employees
- HR ensured safety and engagement of employees
- Compliances ensured timely compliances

Overall Market Share has increased from 24.5% to 27.3% and in Rural Segment from 31% to 44% in Q1FY21 versus last year as per AC Nielsen



Who Are We

We are a 70-year-old Consumer Food Company delivering the finest quality rice and rice-based food brands, providing taste and nutrition in more than 80 countries. We also produce organic agri ingredients, supplying them to leading businesses in Europe and the US for 25 years.

Our product offerings are across Basmati Rice, Regional Rice, Organic and Health & Convenience Foods.



Milestones In Our Progress



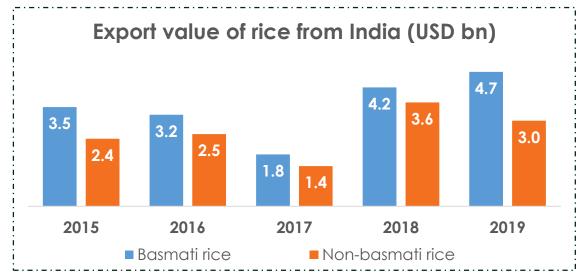
Our journey from a bulk rice player to a leading Consumer Food Company



Opportunity Landscape

World of Rice

- Rice is a staple food and one of the most widely consumed grains in the world
- India is one of the biggest producers of rice globally (23%) and forecasted to grow at CAGR of above 6% in the near future
- Organised market is growing nearly at a CAGR of 12% playing an essential role in developing the packed rice market in India



Source: Market Research

Basmati Rice

- India is the largest Basmati rice producer (producing 7 MMT out of the total industry size of 8.5 MMT)¹ and it continues to grow, driven by international market demand and potential upside from branded demand/premiumisation in India
- Out of India's market of 2 MMT consumption market size, only 35% is branded packaged rice market

Majority of Basmati is exported (~75%). Overseas markets for Basmati include the Middle East, U.S., U.K. and parts of EU

4-5%

Growth of India's basmati rice exports 2019-20

11.2%

Expected CAGR of global Basmati rice market till **2024**

US\$ 7 bn

Estimated size of the Indian packaged dry rice market in 2023 growing at a CAGR of more than 11%

Lifestyle-Induced changes reshaping Food Market



Opportunity Landscape

Region Wise Basmati Rice Market



LT Foods is one of the leading players in Basmati Rice segment in India and globally

Regional Rice

- There are several types of regional rice available in India like Swarna rice, Sona masoori rice several others
- ~USD 30 million worth of Sona masoori rice gets exported from India every year month and the figure is consistently increasing

LT Foods has started offering high quality Sona Masoori rice and Lachkari Wada Kolam in India and globally, to leverage the growing opportunity

Source: Market Research. MMT: million metric tonne



Experiencing Changes in Consumption Trends



Rising disposable income and global exposure



Rapid urbanisation with growing affluence and need for convenience



Increasing demand for organic products



Growing middle class and increasing brand awareness



Increasing spending on premium quality branded products



Digital inclusion and rise of e-commerce

Lifestyle-induced changes reshaping food market

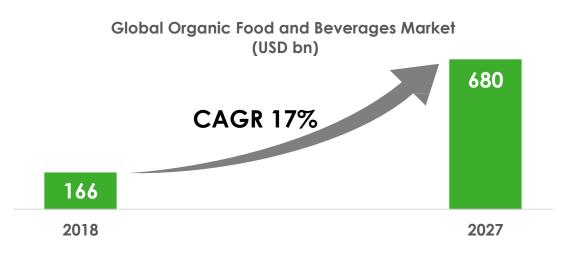


Opportunity Landscape: Organic, Health and Convenience foods

Organic Food

- Demand for natural, fresh and locally sourced foods, which are healthier and more wholesome than packaged foods with more shelf life are rising
- 23% expected CAGR of global organic food market by 2023

LT Foods deals in organic products and ingredients and supplies to food companies in the US and Europe. Launched organic brand "EcoLife"



Health food

- Consumers are adapting to healthy eating habits for leading a good life. They are looking for options that are indulgent, delicious and produced with quality ingredients
- Global Health and Wellness Food Market is expected to grow by **USD 236 bn by 2024**, with at a CAGR of **6%**

Convenience food

- Food sector is rapidly evolving on the back of lifestyleinduced changes in consumer preference towards convenience foods and experiencing robust demand
- Global packaged rice snacks market size has the potential to grow by USD 6 bn by 2024

LT Foods has been keeping a tap on the changing consumer needs and preferences and has ventured in the Organic and Health & Convenience products, such as Quick Cooking Brown Rice, Saute Sauces, Kari Kari, Ready-to-Heat products and others



Driven by Strong Product Portfolio Across Business Segments and Geographies

Perfectly positioned across channels to leverage on the growth opportunity



We Are Poised to Grow Across Markets

India



- Indian basmati rice market is of ~2 MMT
- LT Foods is present in India with its flagship brand 'Daawat' that holds a market share of \sim 26% and other brands Heritage, Rozana, Deevaya, etc.
- India contributes ~36% to overall revenue
- Offerinas: Basmati Rice, Regional Rice, Health & Convenience **Products**

Americas



- Americas basmati rice market is of ~0.2 MMT
- LT Foods is present in US and Canada with its flagship brand 'Royal' that hold ~54% market share and is the No. 1 Basmati brand in the US
- Americas contributes ~36% to overall revenue
- Offerings: Basmati Rice, Regional Rice, Organic, Health & Convenience **Products**

Europe



- European basmati rice market is of ~0.4 MMT
- LT Foods had set up a facility in Europe in 2017, to capture the growing demand for Basmati in Europe in United Kingdom
- Europe contributes ~11% to overall revenue
- Offerings: Basmati Rice, Organic, Health & Convenience **Products**

Middle East



- Middle Fast basmati rice market is of ~ 4.2 MMT
- LT Foods has ground presence in Middle East, with flagship brand 'Daawat', acquired well known brands - Gold Seal Indus Valley & Rozana and strong private label partnerships
- Middle East contributes ~12% to overall revenue
- Offerings: Basmati Rice

Rest of the world



- Rest of world's basmati rice market is of ~0.2 MMT
- LT Foods present in more than 80 countries with flagship brand 'Daawat' and other brands such as Heritage, Rozana, Deevaya, etc.
- Rest of world contributes ~5% to overall revenue
- Offerinas: Basmati Rice



Our Strategies

Consumer needbased product range Strong back-end infrastructure to

inputs

Inhouse Integrated Model with complete control over the entire Value Chain from "Farm to End Consumer".

ensure consistent and good quality

Strong R&D and innovation capabilities with quality assurance

Formulated channel-wise strategy to grow the business with dedicated sales force

 \mathbf{m}

Leveraging strong brand equity and robust distribution, to venture into the new categories and geographies

Implementing various marketing and brand building initiatives to strengthen the brand position



India

Basmati Rice Business

- Flagship Basmati Rice brand in India, offering premium quality Basmati Rice across all price points in India
- Portfolio consists of Daawat, Heritage, Chef Secretz Rozana, among others
- **Present across all channels** such as General Trade, Modern Trade, HORECA, E-Commerce, and all price points from Specialty to Mid-Range to Value-Range
- Consumer need-based product range, recipe variants such as Biryani and Pulay, Food service cooking need-based range – Daawat Chef's Secretz



27%+ Market share (Rural & Urban)

44%+ Market share in Rural Segment

30%+ Market share in modern trade



India

Regional Rice

- Leveraging strong brand equity of brand "Daawat" and robust distribution ventured into the Regional Rice category
- Product Portfolio includes Sona Masoori, Lachkari Wada Kolam
- Getting positive response from the market
- Launched in a few cities and across channels such as General Trade, Modern Trade and Food Service
- Implementing various marketing and brand building initiatives to strengthen the brand position



Driving growth through Ecommerce

Leveraged multiple platforms through sustained investment in the form of Visibility, Search Marketing and Consumer Offer

















India

Health and Convenience Foods

Daawat Quick Cooking Brown Rice



- First Company to introduce 15-minute Quick Cooking Brown Rice
- Fastest growing product in the new innovations segment
- Available across all channels Pan -India

Daawat Sehat



- Launched to meet the health and nutritional needs of the consumer
- Range of daily consumption basmati fortified with iron, vitamins and folic acid, to addresses the incidence of under nutrition amongst all children
- The brand is certified F+ by FSSAI

Kari Kari



- Entered into the Healthy and Premium snacks category
- Launched under a Joint Venture with Kameda Seika, a Japanese snack food major
- Flavours: Chilli Garlic, Spice Mania, Salt n Pepper and Wasabi
- Successful test launch

 Recently set up a manufacturing unit in Haryana Daawat Sauté Sauces



- Just add these sauces to cooked rice and a new flavorful dish is ready in minutes
- Available in 5 different variants: Dum Biryani, Masala. Hot Garlic Manchurian and Schezwan
- Available across Modern Trade stores Pan-India

Daawat Cuppa Rice





- Recently launched a
 ready to eat rich based
 meals in a dry
 (dehydrated) state and
 are reconstituted in 8
 minutes by just adding hot
 water
- Made from all natural ingredients with no preservatives and artificial ingredients
- Available in 5 variants



Americas

Basmati Rice Business

- Present across all channels through its flagship brands Royal - Largest selling Basmati Rice brand in Americas, Daawat and 817 Elephant
- Product portfolio consists of **Basmati rice**, **Jasmine rice**, Arborio rice, Wheat Flour, and Ready-to-Heat Rice
- **Present across all channels** such as Multi-Cultural (Ethnic channel), Mainstream Retail including Club stores, Food Service channel and E-Commerce channel
- Leveraging the brand's equity and distribution network, to expand the product portfolio in the US market

54%+ Market share of the US basmati rice segment

37%+

Market share of the branded segment in the US









Snapshot of some of Our Key Customers

Canada







US-Club







US-Mainstream Retail

















US-Ecomm

amazon



Americas

Organic

- Leveraging the back-end strength from India and the distribution channel of "Royal" started selling organic products under brand "EcoLife".
- Also, selling organic ingredients to major organic food companies



- Based on changing consumer needs and preferences, LT Foods has launched Royal Ready-to-Heat products in 7 variants leveraging the brand equity and distribution network
- Received overwhelming response from the market







Middle East

Basmati Rice Business

- 10% market share in Premium Basmati segment
- Present across all channels Modern Trade, Self Service, Traditional Trade and Food Service across all price points through our and acquired brands
- Our flagship brand 'Daawat' well-known brands of the Middle Eastern region - Gold Seal Indus Valley and Rozana from Hindustan Unilever to strengthen our presence in this geography
- Strong presence across countries such as UAE, Kuwait, Qatar, Oman, Yemen, Saudi Arabia and Bahrain among others
- Recent strategic association with SALIC will help us further strengthen our position in Saudi Arabia
- **Increasing the number of activations** to strengthen our presence in this region















Europe

Basmati Rice Business

- **Set up a manufacturing Facility** in Europe in 2017 which currently running at full capacity
- Present across all channels across all price points through our flagship brand 'Daawat'
- Strong strategic presence in Germany and Scandinavia nations and consistently growing ethnic business across various European markets
- Launched the new avatar brand "Daawat" to make Daawat a household name in Europe
- Continuously adding new customers and expanding to new regions such as UK and France

Organic

- Leveraging the back-end strength from India and the distribution channel of "Daawat", started selling organic products under brand "EcoLife".
- Also, selling organic ingredients to major organic food companies











Rest of World

Basmati Rice Business

- Present across more than 80 countries through flagship brands 'Daawat', Heritage and Devaaya
- Consistently filling the portfolio gaps by launching new products based on changing consumer trends
- Various marketing and brand building initiatives implemented to strengthen the brand position
- Australia remained one of the largest contributors also present across countries such as Malaysia, Singapore, New Zealand, Maldives, Hong Kong, etc. with leading position in most of the countries
- Enjoy leadership position in Israel and the Reunion Island





Organic – The Ingredient Business



Nature Bio Foods Limited (LT's subsidiary), has emerged as a trustworthy and innovative global leader in providing authentic organic ingredients to the global consumers

Range includes rice, pulses, oil seeds, cereal grains, spices and nuts

Ingredient business associated with marquee customers

Ecolife - Recently launched organic food brand

Introducing a range of organic 'Ready to Heat' products for the overseas market with a facility in the United States

Rabobank has made an investment in this Company

Associated with 60,000 farmer families and c. 80,000 hectares of certified organic land

Incorporated subsidiaries in both Europe & US to strengthen local presence in these markets









90%

of business is from ingredient sales

100%

organic food facility with cold and CO₂ treatment in Sonepat, Haryana

First

Organic company in the country to be conferred with the coveted CII Food Safety Award



Bespoke Online and Offline Marketing



India

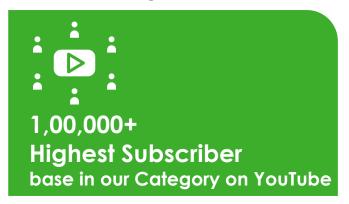
- Master Chef Sanjeev Kapoor continues to be associated with the brand
- Bollywood actress and fitness expert Shilpa Shetty got associated with Daawat Brown Rice for Brown Rice recipes
- Enhancing point of sale visibility



International

- Multicultural channel catering to core basmati rice consumers such as the South Asian, Arabic and Persian diaspora
- Mainstream channel reaching out to the general US population

Market-leading brands in action in FY2019-20





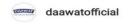




Growing Brand Equity

Launch of New **Diwali Digital Film**

"Iss Diwali mein Farq Iao, Kise ki Diwali Khas Banao"









3,47,477 views · Liked by inmyframes.rajeevjain and deepakdaawat

daawatofficial Is Diwali mein Farq lao, kisi ki Diwali khas banao. Make this Diwali special for someone with Daa... more

Total Impressions

3.78 Cr.

Total Views

1.26 Cr.

Television Campaign

7600 TV Spots in 2 months Campaign in all key Channels





















New Campaign Launched in South India

4500 TV Spots in 4 months Campaign in all key Channels & also did Digital Campaign



Across all major Channels in South India



Campaigns for different variants basis consumer search & requirement

Biryani Dedicated Campaign on Social Media

Dagwat Created 12 most searched Biryani Recipes



Total Impressions Total Views

5.7 mn. 3.4 mn.

Traditional Rice Digital Campaign

Targeting Consumers through **Progmatic**



Total Impressions Total Views

2.4 mn. 1.1 mn.

Daawat Brown Rice Campaign

Reaching potential users by targeting on contextual & behavioural basis



Total Impressions Total Views

7.46 Cr. 5.27 Cr.

Promotion of newly launched - Dagwat Sehat

Across print and digital media





Leveraging our Integrated Operations and Global Supply Chain Network

Fully integrated Organization having complete control over the entire value chain and strategic location of our manufacturing facilities close to procurement areas helping us to strategize our growth plans effectively



Integrated Farm-to-fork Business Model



Sustainable farming

- Robust backward integration through partnerships with farmers under Sustainable Rice Production (SRP) Programs to deliver residue-compliant products.
- Agri extension team supports farmers throughout the year for rice farming.

Procurement

- State-of -the-art processing facilities
- Wide
 distribution
 reach

Wide procurement network with strong quality control across all mandis (procurement markets)

- State-of-the-art processing and packaging facilities in India, Europe and the US
- Advanced milling and packaging infrastructure incorporate global best practices and continuously focuses on cost effectiveness
- Strategically located facilities
- Global distribution network including India across all channels such as, Mainstream, Retail Outlet, and Hotels/Restaurants and Caterers (HORECA). Ground presence in US, the Middle East and Europe
- Present across all major E-commerce platforms globally. Also tied up with Food Delivery partners such as Swiggy, Zomato and Dominoes in India during the COVID-19 times

5,000+

farmers associated under the SRP programme

234+

Procurement markets (mandis)

Five

Manufacturing facilities in India

1

Manufacturing facility in Europe

1,50,000+

Retail outlets, 3,600+ wholesalers, and 2,500+ modern trade stores in India; supported by 800+ distributors 60,000+ acres

growing residue complaint paddy

270+

Network of agents

Three

Packaging units and a readyto-heat facility in US

250+

International distributors to cater to the global market

+08

Country global presence

Integrated operations provide several competitive advantages, including the ability to purchase large quantities of paddy at competitive prices, and effectively plan, schedule and implement production, storage and further distribute it pan-India and across geographies through its well-entrenched distribution network



Global Market & Supply Chain Hubs





Key Takeaways

LT Foods is a 70
year old
Consumer Food
Company with
presence in 80+
countries offering
Basmati Rice,
Regional Rice,
Organic Food
and Rice Based
Convenience
products

Company has an Integrated Model with complete control over the entire Value Chain from "Farm to End Consumer".

A strong backend infrastructure
to ensure
consistent and
good quality
inputs at all time
and a robust
global
distribution
network across
all channels and
at all
price points

A strong and vibrant branded product portfolio that is evolving based on the changing consumer trends leveraging brand and distribution strength

A sustainable and profitable business model with strong financial metrics supported by highly experienced, qualified and professional workforce



Strategic Focus



• Change in Product Mix

Margin Expansion

- Efficiencies across value chain
- Economies of Scale

- Solidify the leadership position in key markets
- Increase consumer penetration across segments to grow current market share
- Strengthen & widen distribution network
- Expand existing product portfolio and launch new products leveraging brand
 distribution strength i.e. Rice based snacks, Ready to Eat and Ready to Cook
- Expand organic portfolio in value added segments

Strengthen Financial Metrics

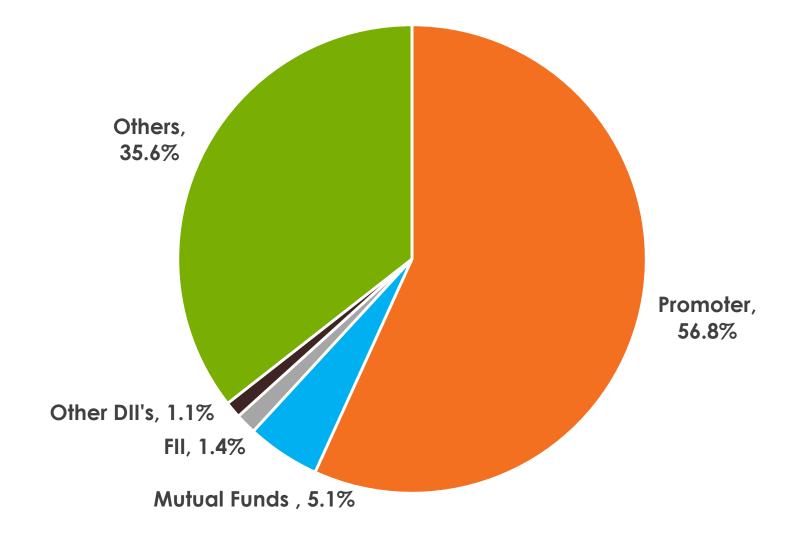
- Improve EBITDA margins by ~ 50bps -100bps p.a.
- Strengthen the Balance Sheet
- Improve ROCE in line with EBITDA margins

Maximizing shareholder return through creating a fully integrated, global, sustainable, predictable, profitable and growing consumer business



Shareholding Pattern

As on June 30, 2020





Investor Contact

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