



VARUN BEVERAGES LIMITED



Corporate Off : Plot No.31, Institutional Area, Sec.-44, Gurgaon, Haryana-122002 (India)
Ph.: +91-124-4643100-500 • Fax: +91-124-4643303/04 E-mail : info@rjcorp.in • Visit us at : www.rjcorp.in
CIN No. : U74899DL1995PLC069839

February 20, 2017

To,

BSE Limited Corporate Relationship Department, 1 st Floor, New Trading Ring, Rotunda Building, P J Towers, Dalal Street, Fort, Mumbai – 400 001 022-2272 3121, 2037, 2061 corp.relations@bseindia.com Security Code No. 540180	National Stock Exchange of India Ltd. Exchange Plaza, 5 th floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (E), Mumbai – 400 051 # 022-2659 8237, 8238, 8347, 8348 cmlist@nse.co.in Symbol : VBL Series : EQ
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Sub: Intimation of Analyst / Institutional Investor call

Dear Sir(s),

Pursuant to Regulation 30(6) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Company will host a Conference Call on Tuesday, the February 21, 2017 at 4.00 p.m. as per the details attached herewith.

Copy of the earning presentation on the Audited financial results of the Company alongwith the press release are attached herewith. Kindly upload the same in your websites. The same are also being uploaded in the website of the Company.

Yours faithfully,
For Varun Beverages Limited

Mahavir Prasad Garg
Company Secretary & Compliance Officer



Varun Beverages Limited Q4 & 2016 Earnings Conference Call
on Tuesday, 21st February, 2017 at 4:00 PM IST

Gurgaon, February 16, 2017

Varun Beverages Limited (VBL), a key player in the beverage industry, will host a conference call for investors and analysts on **Tuesday, 21st February, 2017 at 4:00 PM IST** to discuss its results and developments for the fourth quarter and year ended 31st December, 2016. The results will be announced on Monday, 20th February, 2017.

The senior management of the Company will be present to address the call.

Details of the conference call are as follows:

Timing	: Tuesday, 21 st February, 2017 @ 4:00 PM IST
Conference dial-in Primary number	: +91 22 3938 1071
Local access number	: 3940 3977 Available in - Gurgaon (NCR), Ahmedabad, Bangalore, Chandigarh, Chennai, Hyderabad, Kochi/Cochin, Kolkata, Lucknow, Pune (Accessible from all carriers)
<u>Toll Free Numbers</u>	
Hong Kong Local Access Number	: 800 964 448
Singapore Local Access Number	: 800 101 2045
UK Local Access Number	: 0 808 101 1573
USA Local Access Number	: 1 866 746 2133

For further information please contact:

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Email: raj.gandhi@rjcorp.in /
deepak.dabas@rjcorp.in

Anoop Poojari / Varun Divadkar
CDR India
Tel: + 91 22 6645 1211 / 1222
Email: anoop@cdr-india.com / varun@cdr-india.com



(a PepsiCo franchisee)

Varun Beverages Limited

Q4 & 2016 Results Presentation

Fizzy



Juicy




Packaged Water



Certain statements in this communication may be 'forward looking statements' within the meaning of applicable laws and regulations. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.

Varun Beverages Limited (VBL) will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



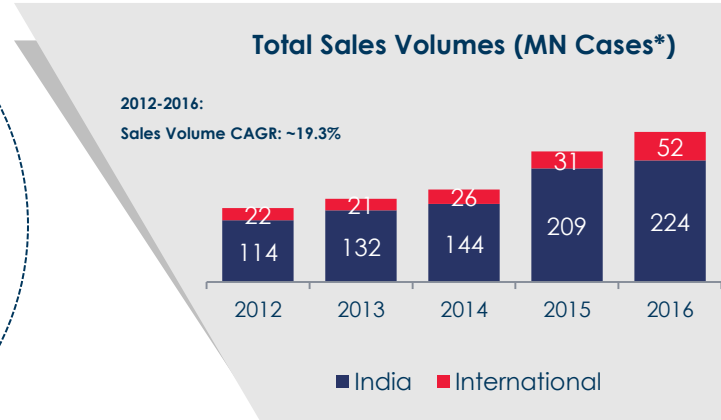
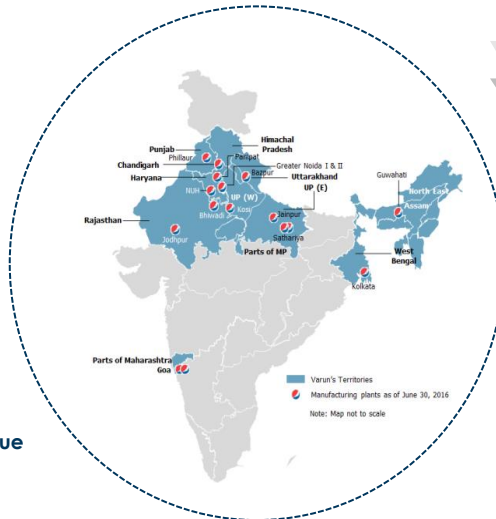
- 1 Company Overview
- 2 Q4 & 2016 Results Overview
- 3 Industry Prospects
- 4 Financial & Operational Highlights
- 5 Annexure

Company Snapshot

Key player in the beverage industry

Operations spanning across **6 countries** – 3 in the Indian Subcontinent (India, Sri Lanka, Nepal) contribute ~**90%** to revenues; 2 in Africa (Morocco, Zambia and Mozambique) contribute ~10%

Over **25** years strategic association with PepsiCo – accounting for **45%** of PepsiCo's beverage sales volume in India



Note: 1. As on December 31, 2016

2. *A unit case is equal to 5.678 liters of beverage divided in 24 bottles of ~ 237 ml each

Key Player in the Beverage Industry – Business Model

VBL- END-TO-END EXECUTION ACROSS VALUE CHAIN

<p style="text-align: center;">MANUFACTURING</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; padding: 5px; background-color: #fff9c4;">Concentrate (PepsiCo)</div> <div style="border: 1px solid black; padding: 5px; background-color: #fff9c4;">Other Raw Materials</div> <div style="border: 1px solid black; padding: 5px; background-color: #fff9c4;">Bottling</div> </div>	<ul style="list-style-type: none"> ▪ 21 state-of-the-art production facilities 	<p style="text-align: center;">SOLID INFRASTRUCTURE</p>
<p style="text-align: center;">DISTRUBUTION & WAREHOUSING</p>	<ul style="list-style-type: none"> ▪ 71 owned depots ▪ 2,024 owned vehicles ▪ 1,186 primary distributors 	<p style="text-align: center;">ROBUST SUPPLY CHAIN</p>
<p style="text-align: center;">CUSTOMER MANAGEMENT</p>	<ul style="list-style-type: none"> ▪ VBL - local level promotion and in-store activation ▪ Installed 458,000 visi-coolers ▪ PepsiCo - brand development & consumer marketing 	<p style="text-align: center;">DEMAND DELIVERY</p>
<p style="text-align: center;">IN-MARKET EXECUTION</p>	<ul style="list-style-type: none"> ▪ Experienced region-specific sales team ▪ Responsible for category value/volume growth 	<p style="text-align: center;">MARKET SHARE GAINS</p>
<p style="text-align: center;">COST EFFICIENCIES</p>	<ul style="list-style-type: none"> ▪ Production optimization ▪ Backward integration ▪ Innovation (packaging etc) 	<p style="text-align: center;">MARGIN EXPANSION</p>
<p style="text-align: center;">CASH MANAGEMENT</p>	<ul style="list-style-type: none"> ▪ Working capital efficiencies ▪ Disciplined capex investment ▪ Territory acquisition 	<p style="text-align: center;">ROE EXPANSION / FUTURE GROWTH</p>

Symbiotic Relationship with PepsiCo

VBL – Demand Delivery

- Investment in Production Facilities – manufacturing plants
- Sales & Distribution – Vehicles
- In-outlet Management – Visi-Coolers
- Market Share Gains – Consumer Push Management



PepsiCo – Demand Creation

- Owner of Trademarks
- Investment in R&D – Product & Packaging innovation
- Concentrate Supply
- Brand Development – Consumer Pull Management



Commenting on the performance for 2016, Mr. Ravi Jaipuria, Chairman – Varun Beverages Limited said,

"We are pleased to present our first financial results following our successful public listing. We have closed the year 2016 with robust growth of 13.5% YoY in revenues and 73.8% YoY in profits that further accelerates the historical trend of strong growth and margin expansion delivered by our business.

We are delighted to report that in addition to continuing growth in the Indian operations, each of our international subsidiaries have also delivered sales volumes beyond the key threshold of 10 million cases, which will enable us to deliver higher overall profitability going forward. In addition, the proceeds from the recent IPO have notably strengthened our balance sheet. Along with prudent financial management, we expect to realize substantial savings in interest costs in the coming quarters.

Going forward, we will continue to build upon our strong positioning in the beverage industry with presence in the fastest growing markets, solid infrastructure and well-entrenched distribution network. We are well-poised to capitalize on the enormous growth potential the sector offers. We look forward to continued support from our new shareholders in our journey which we believe will create long terms sustainable value for all our stakeholders."

Key Developments

New Product Launches / Innovations

- Introduced new brands / flavours in fast growing NCB & Non-cola space
 - Tropicana Frutz (Lychee/Apple/Mango) - Seven-Up Revive - Mountain Dew (Game fuel) - Nimbooz Masala Soda
- Slice has been rebranded as Tropicana Slice
 - Leverage Tropicana brand with wider recognition and stronger brand value in the NCB segment

Capacity Expansion / M&A

- Purchased assets of two co-packing facilities located at Phillaur, Punjab and Sathariya, U.P.
 - In-line with strategy to have integrated operations
- Established new production facility at Goa
 - CSD PET line and a Packaged Drinking Water line operational since March 2016

Rating Upgrade

- Long Term Debt: CRISIL A/Positive to CRISIL A+/Positive
- Short Term Debt: CRISIL A1 to CRISIL A1+
- Commercial Paper: CRISIL A1 to CRISIL A1+

Consolidation

- Acquired bottling operations in Zambia (60% equity) and Mozambique (51% equity) at a consideration of Rs. 1.75 billion
 - In the process of increasing holding in Zambia to 90% from 60%
- Consolidating operations of territories acquired in 2015
 - Scale achieved in contiguous territory to benefit operations leading to higher cost efficiencies

Revenues

- Total revenue grew 13.5% in 2016 to Rs. 38,520 million driven by healthy traction in existing markets along with support from new territories in India and International markets
- Contribution from India is 76%; Rest of Indian Subcontinent (Nepal & Sri Lanka) is 13%; Africa (Morocco, and Zambia) is 11%

Volume

- Total sales volume were up 15% YoY at 276 million unit cases as compared to 240 million unit cases in 2015
- India sales volume grew 7.3% YoY – International sales increased by 67.2% YoY (including Zambia and Mozambique acquisition)

Operating Margins

- EBITDA margins expanded to 20.6% YoY from 18.7%

Working Capital Cycle

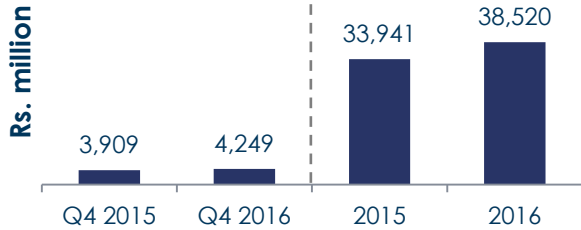
- Improved to 29 days on the back of economies of scale achieved through acquisitions in contiguous territories

Balance Sheet Strengthened Post IPO

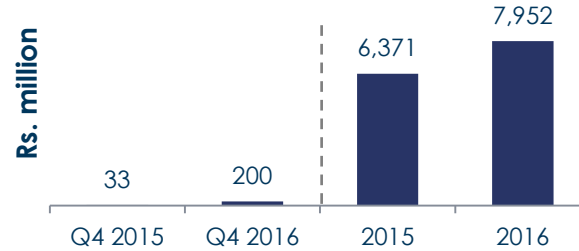
- Successfully completed an IPO in October 2016
- Comprised a fresh issue of 15 million shares and an Offer for Sale of 10 million shares by the promoters
- IPO proceeds utilized to pare down debt – full benefit of interest savings to be realized in the upcoming quarters
- Net debt to equity at 1.2 as on 31st December, 2016

Performance Highlights

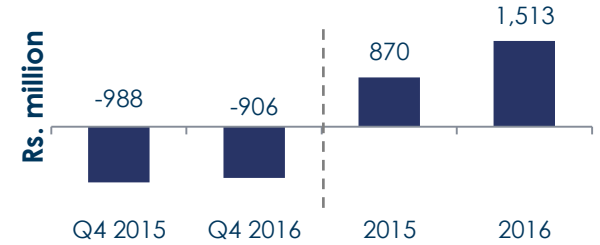
Revenue



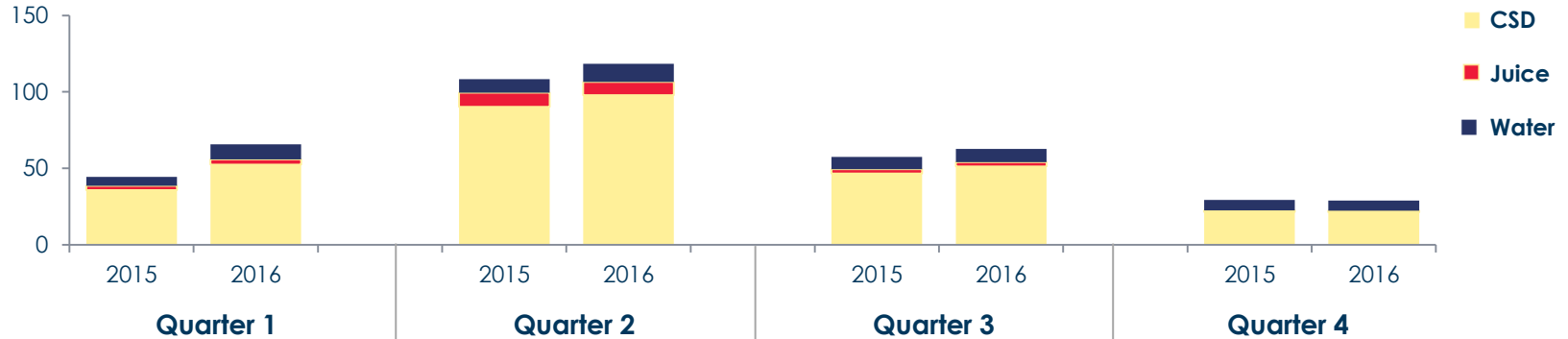
EBITDA



PAT



Sales Volumes



Note: Given the seasonality in the business, it is best to monitor the business on an annual basis as a significant portion of the revenues are realized in the Apr-June quarter

Profit & Loss Statement

Particulars (Rs million)	Q4 2016	Q4 2015	YoY(%)	2016	2015	YoY (%)
Revenue from operations (gross)	4,784.96	4,481.34	6.78%	45,222.86	39,058.94	15.78%
Less : Excise duty	535.99	572.77	-6.42%	6,702.78	5,117.45	30.98%
Revenue from operations (net)	4,248.97	3,908.57	8.71%	38,520.08	33,941.49	13.49%
Other income	44.28	56.84	-22.10%	347.77	142.81	143.52%
Total	4,293.25	3,965.41	8.27%	38,867.85	34,084.30	14.03%
Cost of materials consumed	1,879.88	1,384.40	35.79%	16,767.95	14,253.08	17.64%
Purchases of stock in trade	127.53	486.29	-73.77%	911.04	3,201.51	-71.54%
Changes in inventory	-268.32	-42.72	528.09%	-315.91	-289.85	NA
Employee benefits expense	1,019.00	823.50	23.74%	4,263.56	3,237.51	31.69%
Other expenses	1,291.22	1,224.12	5.48%	8,941.31	7,198.63	24.21%
Total	4,049.31	3,875.59	4.48%	30,567.95	27,600.88	10.75%
EBITDA	199.66	32.98	505.42%	7,952.13	6,340.61	25.42%
EBITDA Margin (%)	4.70%	0.84%		20.64%	18.68%	
Depreciation and amortisation	925.80	886.22	4.47%	3,723.64	3,174.09	17.31%
Finance costs	498.94	495.34	0.73%	2,147.90	1,687.91	27.25%
Profit Before Tax	-1,180.80	-1,291.74	NA	2,428.36	1,621.42	49.77%
Tax Expense	-289.24	-301.01	NA	828.50	766.21	8.13%
+/- Share of profit/loss in associate / transfer to minority interest	-14.50	3.22	NA	-87.30	15.17	NA
Profit After Tax	-906.06	-987.51	NA	1,512.56	870.38	73.79%
Profit After Tax Margin (%)	-21.32%	-25.27%		3.93%	2.56%	

Note:

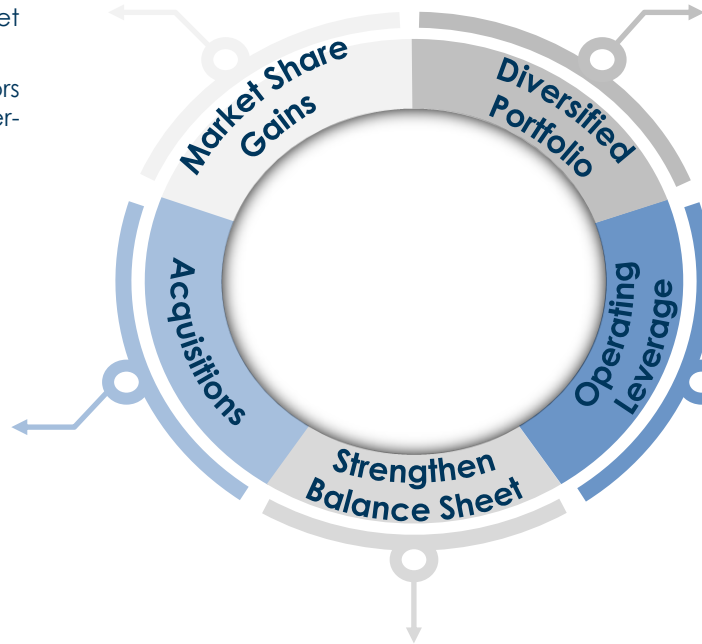
- Given the seasonality in the business, it is best to monitor the business on an annual basis as a significant portion of the revenues are realized in the Apr-June quarter
- Financials for CY2015 are as per the restated consolidated financials as reported in the IPO Prospectus.

Balance Sheet Perspective

Particulars (Rs million)	31-Dec-16	31-Dec-15
Equities and Liabilities		
Fully Paid up Share Capital	1,823.13	1,337.66
CCPS	-	4,500.00
Reserves and surplus	17,115.54	85.30
	18,938.67	6,722.96
Minority Interest	0.58	-
Term Loans	8,572.30	10,596.13
Compulsorily Convertible Debentures (CCDs)	-	4,419.98
Deferred Value added tax / excise duty	1,060.44	1,049.08
Deferred acquisition consideration to PepsiCo	3,000.00	6,230.00
Other non-current liabilities & provisions	3,304.47	2,084.36
Non-current liabilities	15,937.21	24,109.55
Short-term borrowings	4,055.71	2,524.12
Trade payables	2,745.92	1,845.55
Current maturities of long-term debt	2,558.16	2,454.14
Current portion of Deferred acquisition consideration to PepsiCo	3,235.00	3,000.00
Other current liabilities & provisions	4,819.93	3,718.18
Current liabilities	17,414.72	13,541.99
Total	52,291.18	44,374.50
Assets		
Fixed assets	38,457.19	35,275.16
Goodwill on Consolidation	2,132.08	95.41
Long-term loans and advances & Other non-current assets	2,957.78	1,299.57
Non-current assets	43,547.05	36,670.14
Inventories	4,899.25	4,246.61
Trade receivables	1,303.15	979.10
Cash and bank balances	657.02	580.73
Short-term loans and advances & Other current assets	1,884.71	1,897.92
Current assets	8,744.13	7,704.36
Total	52,291.18	44,374.50

- ▶ Well-positioned to leverage PepsiCo brand to increase market penetration in licensed territories
- ▶ Consolidating existing distributors and increasing distribution in under-penetrated regions

- ▶ Penetrate newer geographies – to compliment existing operations in India
- ▶ Identify strategic consolidation opportunities in South Asia/Africa



- ▶ To periodically launch innovative products in select markets in line with changing consumer preferences
- ▶ Focus on non-cola carbonated beverages and NCB's
- ▶ Bottled water provides significant growth opportunity

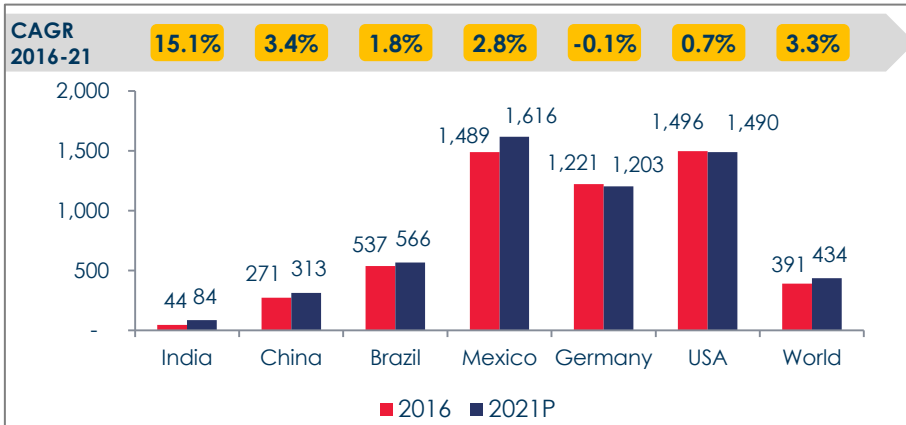
- ▶ Contiguous territories/markets offer better operating leverage and asset utilization – economies of scale
- ▶ Production and logistics optimization
- ▶ Packaging synchronization and innovations
- ▶ Technology use to improve sales and operations processes

- ▶ Repayment of debt using IPO proceeds and through strong cash generation
- ▶ To enable significant interest cost savings

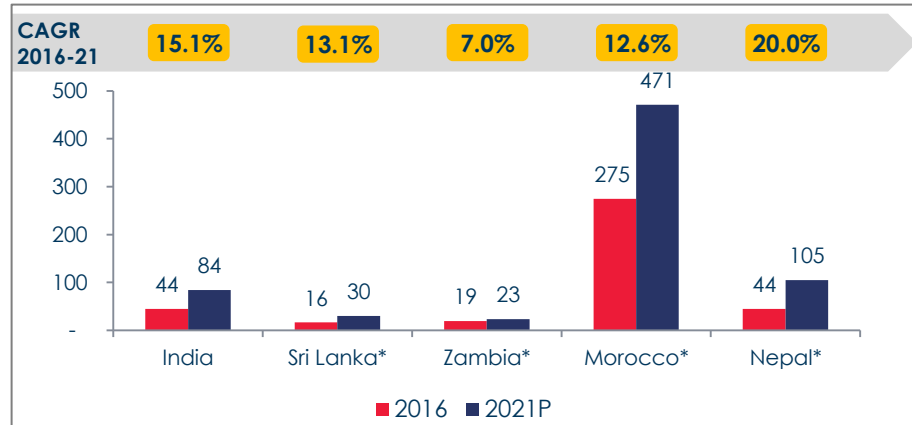
Broad-based Growth To Continue Across Soft Drink Categories in India...



Global Markets - Per Capita Soft Drink Consumption (Per Capita bottles)



VBL Markets - Per Capita Soft Drink Consumption (Per Capita bottles)



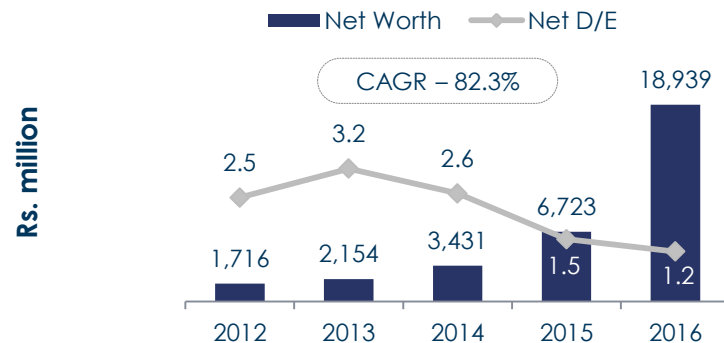
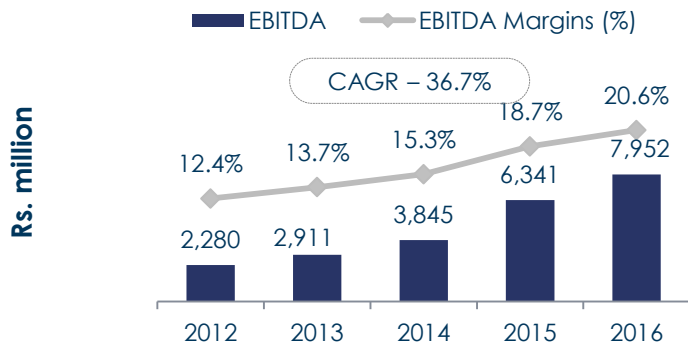
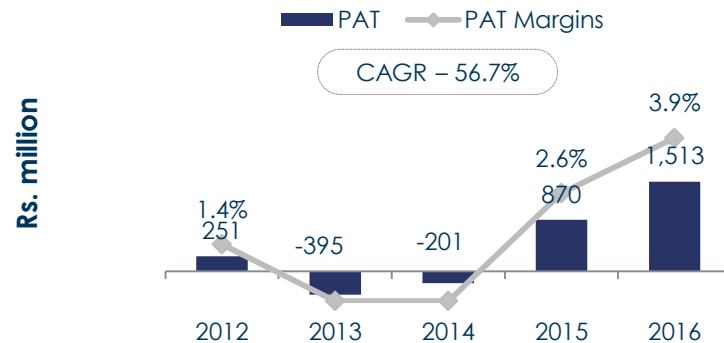
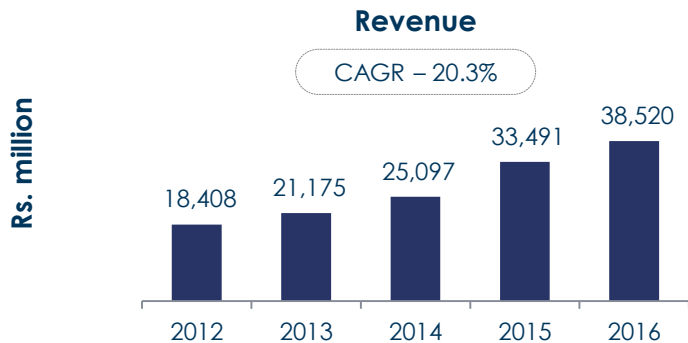
Soft Drinks Industry - India

Million Cases	2016	2021P	CAGR
Carbonates	868	1205	6.8%
Juice	373	816	16.9%
Bottled Water	1,132	2,795	19.8%
Others**	18	23	5.1%
Total	2,391	4,839	15.1%



Source: Euromonitor Report; Note: * denotes Modelled Countries: Data for modelled countries is created by pegging countries outside Euromonitor's research programme to those we do research, linking together those with a similar consumer culture and development level. **Others = Concentrates, RTD Tea, Sports/Energy Drinks

Financial Highlights (2012-16)



Note: Historically, till 2015, in debt equity ratio calculation, CCD's issued to Private Equity Investors were considered as Equity and deferred acquisition consideration to PepsiCo was excluded from the debt. From the year 2016, CCDs of private equity investors are converted into equity and interest free deferred acquisition consideration to PepsiCo has been considered in total debt.

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Time • 4:00 pm IST on February 21, 2017

Conference dial-in Primary number • Primary number: +91 22 3938 1071

Local access number 3940 3977
Available in - Gurgaon (NCR), Ahmedabad, Bangalore, Chandigarh, Chennai, Hyderabad, Kochi/Cochin, Kolkata, Lucknow, Pune (Accessible from all carriers)

International Toll Free Number

- Hong Kong: 800 964 448
- Singapore: 800 101 2045
- UK: 0 808 101 1573
- USA: 1 866 746 2133

Varun Beverages Limited (VBL) is a key player in beverage industry and one of the largest franchisee of PepsiCo in the world (outside USA). The Company produces and distributes a wide range of carbonated soft drinks (CSDs), as well as a large selection of non-carbonated beverages (NCBs), including packaged drinking water sold under trademarks owned by PepsiCo. PepsiCo CSD brands produced and sold by VBL include Pepsi, Diet Pepsi, Seven-Up, Mirinda Orange, Mirinda Lemon, Mountain Dew, Seven-Up Nimbooz Masala Soda, Seven-Up Revive and Everess. PepsiCo NCB brands produced and sold by the Company include Tropicana Slice, Tropicana Frutz, Nimbooz as well as packaged drinking water under the brand Aquafina.

VBL has been associated with PepsiCo since the 1990s and have over two and half decades consolidated its business association with PepsiCo, increasing the number of licensed territories and sub-territories covered by the Company, producing and distributing a wider range of PepsiCo beverages, introducing various SKUs in the portfolio, and expanding the distribution network. As of March 31, 2016, VBL has been granted franchises for various PepsiCo products across 17 States and two Union Territories in India. India is the largest market and contributed 80% of revenues from operations (net) in Fiscal 2016. VBL has also been granted the franchise for various PepsiCo products for the territories of Nepal, Sri Lanka, Morocco, and Zambia.

For more information about us, please visit www.varunpepsi.com or contact:

Raj Gandhi / Deepak Dabas

Varun Beverages Ltd

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deepak.dabas@rjcorp.in

Anoop Poojari / Varun Divadkar

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E-mail: anoop@cdr-india.com
varun@cdr-india.com

Thank You!



(a PepsiCo franchisee)

Varun Beverages Ltd. 2016 Financial Results

Revenue up 13.5% to Rs. 38,520 million

EBITDA expands 25.4% to Rs. 7,952 million

PAT increases by 73.8% to Rs 1,513 million

Gurgaon, February 20, 2017: Varun Beverages Limited (BSE: 540180, NSE: VBL), a key player in the beverage industry, announced its financial results for the quarter and year ended December 31, 2016.

Financial Performance Highlights

Performance Review for 2016 vs. 2015

- Revenue from operations grew by 13.5% to Rs. 38,520 million from Rs. 33,941 million
- EBITDA increases by 25.4% to Rs. 7,952 million from Rs. 6,341 million
- Profit Before Tax increased 49.8% to Rs. 2,428 million from Rs. 1,621 million
- Profit After Tax increases by 73.8% at Rs. 1,513 million compared to Rs. 870 million

Commenting on the performance for 2016, Mr. Ravi Jaipuria, Chairman – Varun Beverages Limited said,

“We are pleased to present our first financial results following our successful public listing. We have closed the year 2016 with robust growth of 13.5% YoY in revenues and 73.8% YoY in profits that further accelerates the historical trend of strong growth and margin expansion delivered by our business.

We are delighted to report that in addition to continuing growth in the Indian operations, each of our international subsidiaries have also delivered sales volumes beyond the key threshold of 10 million cases, which will enable us to deliver higher overall profitability going forward. In addition, the proceeds from the recent IPO have notably strengthened our balance sheet. Along with prudent financial management, we expect to realize substantial savings in interest costs in the coming quarters.

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Key Developments

New Product Launches / Innovations

- Introduced new brands / flavours in fast growing NCB & Non-cola space
 - Tropicana Frutz (Lychee/Apple/Mango) - Seven-Up Revive - Mountain Dew (Game fuel) - Nimbooz Masala Soda
- Slice has been rebranded as Tropicana Slice
 - Leverage Tropicana brand with wider recognition and stronger brand value in the NCB segment

Capacity Expansion / M&A

- Purchased assets of two co-packing facilities located at Phillaur, Punjab and Sathariya, U.P.
 - In-line with strategy to have integrated operations
- Established new production facility at Goa
 - CSD PET line and a Packaged Drinking Water line operational since March 2016

Rating Upgrade

- Long Term Debt: CRISIL A/Positive to CRISIL A+/Positive
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- Commercial Paper: CRISIL A1 to CRISIL A1+

Consolidation

- Acquired bottling operations in Zambia (60% equity) and Mozambique (51% equity) at a consideration of Rs. 1.75 billion
 - In the process of increasing holding in Zambia to 90% from 60%
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Anoop Poojari / Varun Divadkar

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Safe Harbor

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