

E:KRBL/BIBHU/STK_EX_2021/71
9 February 2021



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

Dear Sir/Madam,

Sub: Investor Communication on Unaudited Financial Results of KRBL Limited for the Third Quarter (Q3) and Nine Months ended 31 December 2020

Pursuant to the provisions of Regulation 30 read with Para A of Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to enclose herewith the Investor Communication on Unaudited Financial Results of KRBL Limited for the Third Quarter (Q3) and Nine Months ended 31 December 2020.

This is for your kind information and record.

Thanking you,

Yours Faithfully,
For KRBL Limited

Raman Sapra
Company Secretary

Encl.: As above



INVESTOR PRESENTATION

Q3 & 9M FY21



Thoughts from the management



Commenting on the performance for Q3 & 9M FY21, Mr. Anil Kumar Mittal – Chairman and Managing Director, KRBL Limited said,

“We have delivered a good momentum in volumes, across the domestic segment and key export markets, owing to our core strengths in running a best-in-class business. The performance was marked by expected recovery of HORECA demand in the domestic segment and enhanced consumer pack sales. However, the momentum created was mitigated by dip in exports owing to disrupted access to ports/containers given the ongoing agitation. Our performance during the quarter is underlined by the strength of our brands. India Gate’s superior market position in key customer segments has continued to enhance. The focus during the year had been to further magnify visibility and worldwide reach of our portfolio and through consistent campaigns and outreach programs we have achieved this. Our Net Debt reduced by Rs. 418 crore, with Net Debt to Equity position improving to 0.11x as on Dec 2020. We anticipate this trend to continue, which will further strengthen our balance sheet and cash flows going forward.

Given the initial softness in paddy pricing during the season we have stocked up intelligently, firming up our position adequately for the coming couple of years.

On the operational front, I am happy to share, we are implementing latest technologies at our processing and packaging facilities to further enhance efficiencies, thereby contributing towards our consistency of earnings. The process of adding more products will continue as we believe in providing options that are relevant to the modern consumer and where we can create distinct advantage for ourselves. We believe this along with new product and brand launches in the FMCG sector and the implementation of our strategic growth measures should enable us to report healthy and sustained performance in the domestic and international markets.”



Vision for growth

Shift to organized trade

With a ~45% share of the organized market for Basmati rice, KRBL will account for at least half of the new market created from this shift

Growth from multiple platforms

Core premium Basmati segment to deliver mid-teens growth; regional varieties of premium, fragrant rice and health foods to tap new high-potential segments

Profitability comes first

Acute focus on margins underlines every growth initiative. Brands to be key drivers

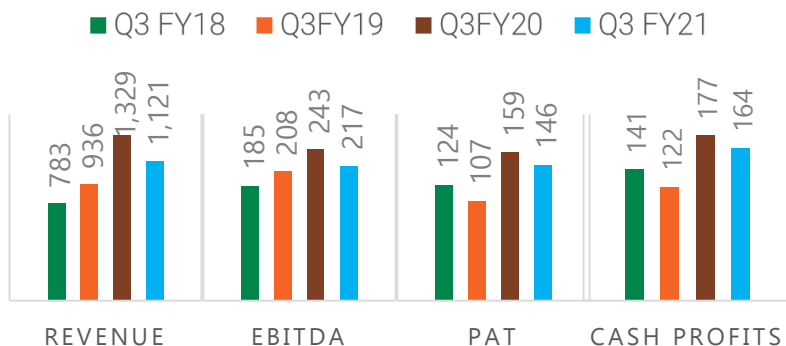
Well-oiled for expansion

Robust balance sheet and net worth, low gearing, integrated operations with owned storage and processing infrastructure



Performance today surpasses benchmarks set when valuation was at the peak

Q3FY18 VS Q3FY21



FY18 VS 9MFY21

Ratios	FY18	FY19	FY20	9M FY21
Net Debt to Equity Ratio	0.52	0.52	0.14	0.11
Interest Coverage Ratio	10.90	11.85	13.15	36.07
Current Ratio	2.05	2.07	3.01	3.51
Inventory Position (Rs. Cr.)	2,462	3,129	2,852	3,113
Book Value per Share (Rs.)	97	115	132	151
Net worth (Rs. Cr.)	2,279	2,717	3,119	3,546

Development of several negative perceptions, all un-related to core business have impeded the transmission of stock price gains

PERFORMANCE IN LINE, RECOGNITION TO FOLLOW





01

Serving the finest Basmati from India

- A heritage of achievement

02

Future adaptive business strategy

- Building an organic growth machine

03

History of leadership at home

- Uniquely poised to leverage sector prospects domestically

04

Championing Basmati abroad

- Growing ahead by staying ahead of global trends

05

Benefiting key stakeholders

- Doing good for investors and customers





Serving the finest Basmati from India

-A heritage of achievement

Creating benchmarks for success

#1

Largest exporter of
branded basmati rice
from India



#1

KRBL possesses world's
largest rice milling plant
in Punjab, India spread
across 200 acres



#1

India Gate, renowned and
well established selling
brand in India



#1

KRBL has largest contact
farming network
coverage for rice



~15%

Premium that
KRBL's brands
fetch in the
domestic market



~67%

Contribution of
India Gate brand to
the branded
basmati portfolio



~3-5

Days in which direct
payment made
against procurement
to farmers



14

Number of rice brands
sold under the banner of
KRBL



195

MT/hr Paddy milling
capacity across Dhuri,
Punjab and Gautam Budh
Nagar, UP



176

MT/hr Rice
Processing/Packaging
capacity across Dhuri,
Punjab and Gautam Budh
Nagar, UP



144.8

MW
Energy assets
across Biomass,
Wind and Solar



>1

million MT
Storage capacity
across rice and paddy



Performance highlights

Q3 FY21 key perspectives (YoY basis)

Robust YoY growth trends observed during Q3 FY21

Highest ever consumer pack sales in Q3

Sustained improvement in profitability parameters;

- Gross Margin at 30.14%, up 299 bps
- EBITDA Margin at 19.40%, up 108 bps
- PBT Margin at 17.13%, up 126 bps

9M FY21 key perspectives

Demonstrated continued balance sheet strength and astute financial strategy

Net Debt down to Rs. 406 Cr. Cash & Equivalents at Rs. 121 Cr.

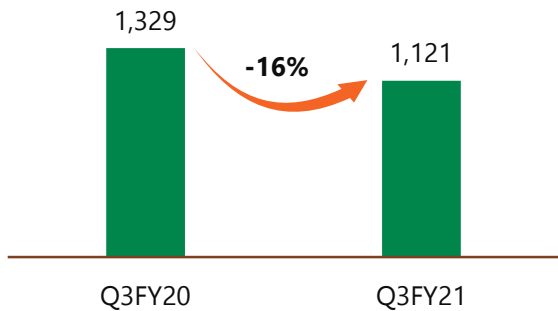
Improvement in financial parameters (YoY basis)

- Improvement in Net Debt to EBITDA ratio (0.64 vs 1.26)
- Finance cost sees reduction by 63%
- Current ratio improved by 1.5x
- Interest Coverage ratio improved by 2.6x

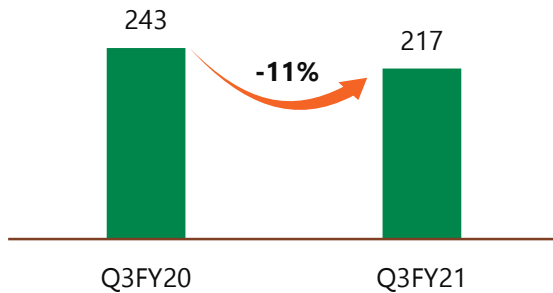


Quarterly performance

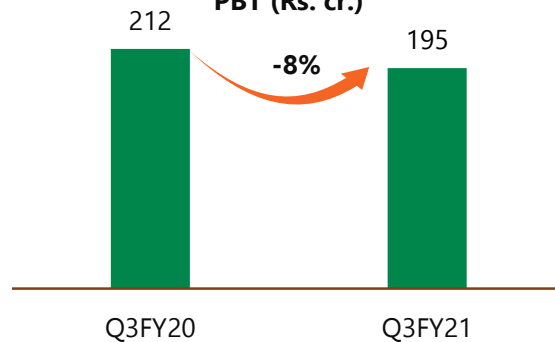
Revenue from Operations (Rs. cr.)



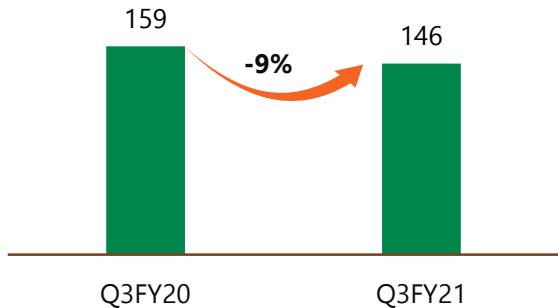
EBITDA (Rs. cr.)



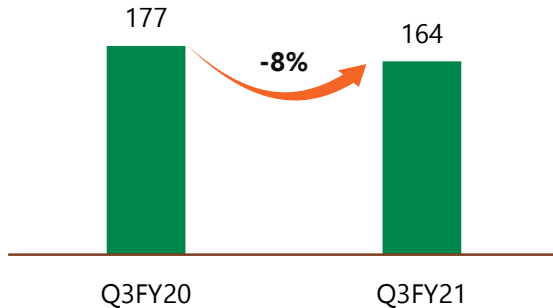
PBT (Rs. cr.)



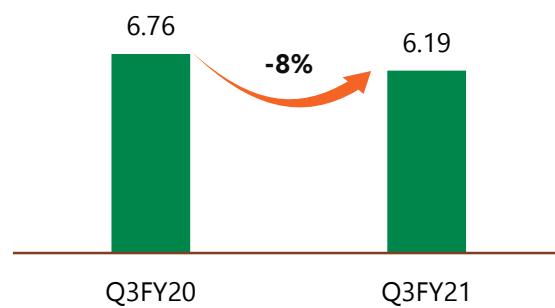
PAT (Rs. cr.)



Cash Profit (Rs. cr.)



EPS (in Rs.)



Details on standalone financials

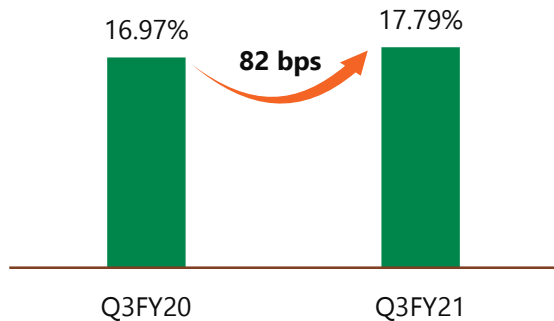


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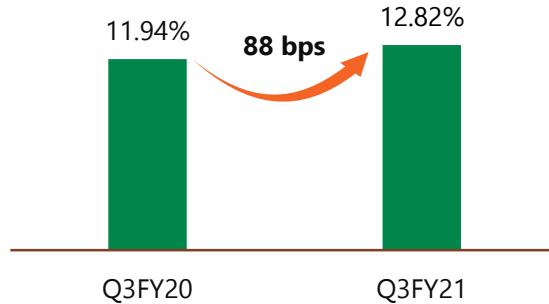


Quarterly performance

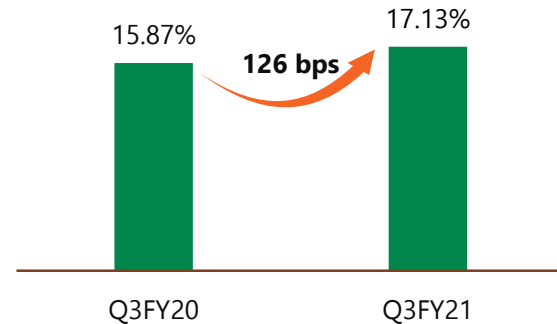
Operating Profit Margin (%)



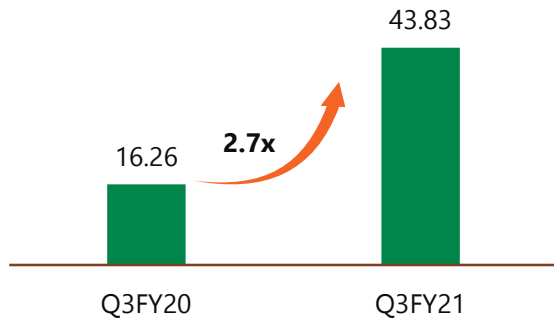
Net Profit Margin (%)



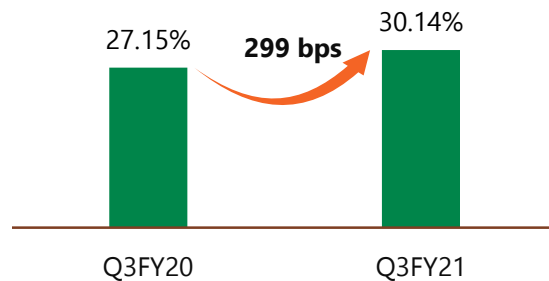
PBT Margin (%)



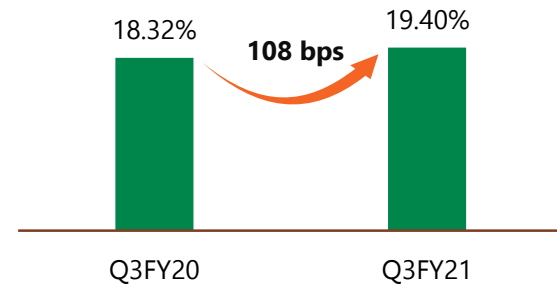
Interest Coverage Ratio



Gross Profit Margin (%)



EBIDTA Margin (%)



Details on standalone financials

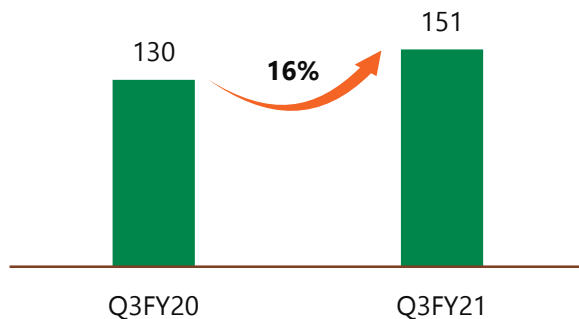


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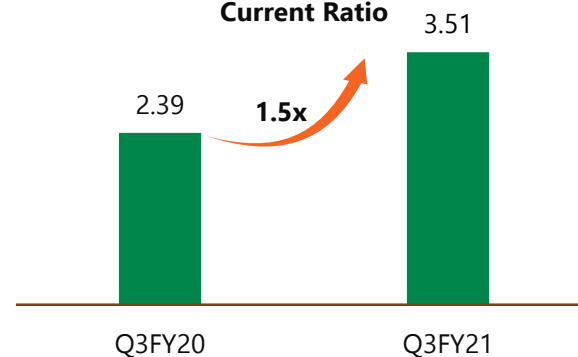


Quarterly performance

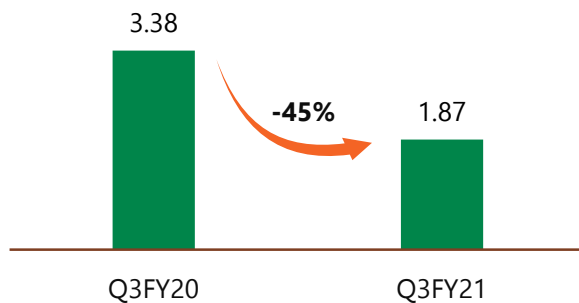
Book Value (Per Share)



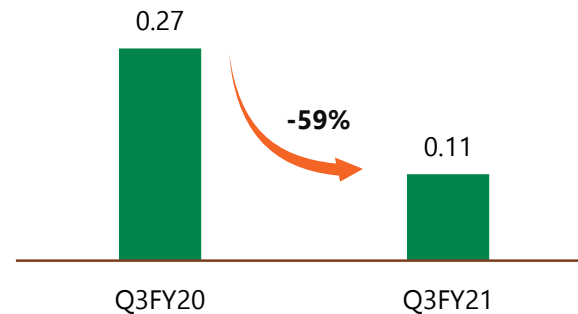
Current Ratio



Net Debt to EBITDA



Net Debt to Equity



Details on standalone financials

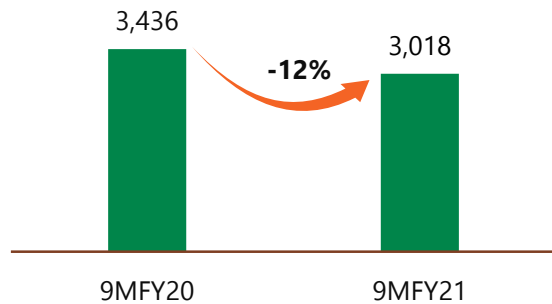


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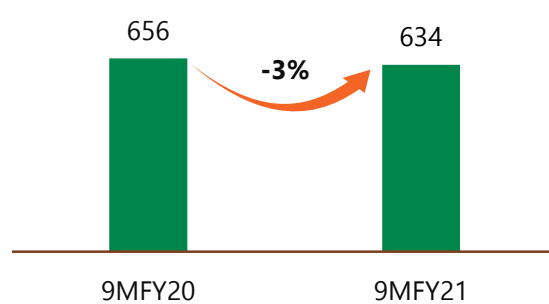


Nine-months performance

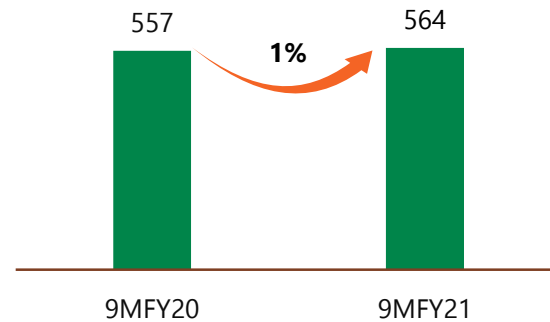
Revenue from Operations (Rs. cr.)



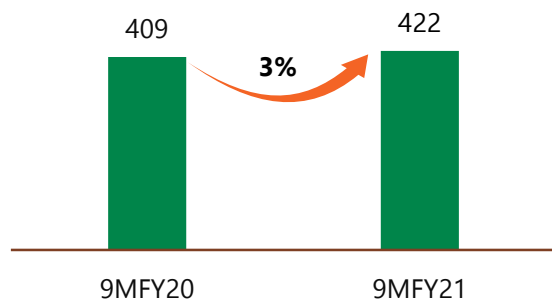
EBITDA (Rs. cr.)



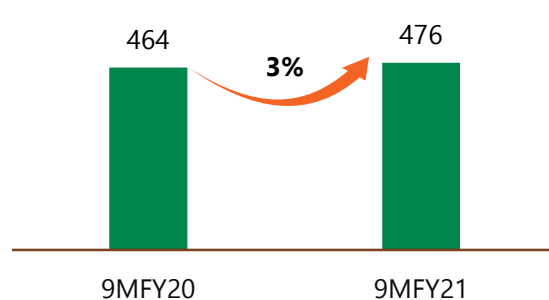
PBT (Rs. cr.)



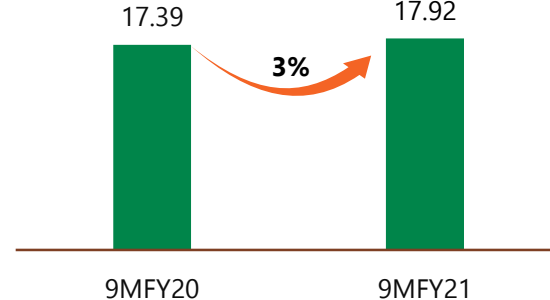
PAT (Rs. cr.)



Cash Profit (Rs. cr.)



EPS (in Rs.)



Details on standalone financials

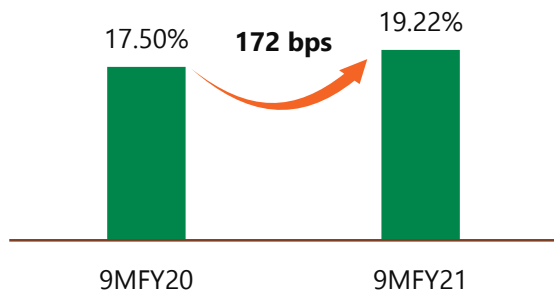


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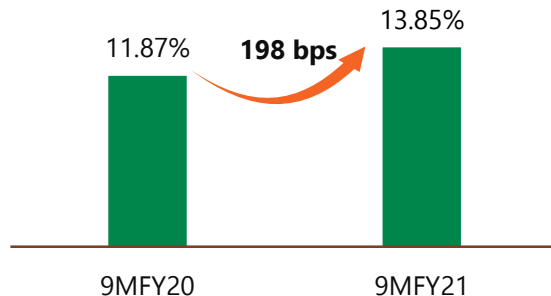


Nine-months performance

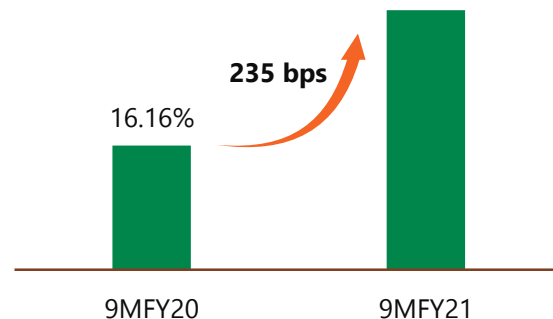
Operating Profit Margin (%)



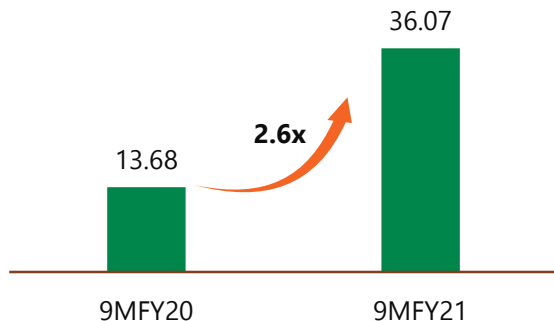
Net Profit Margin (%)



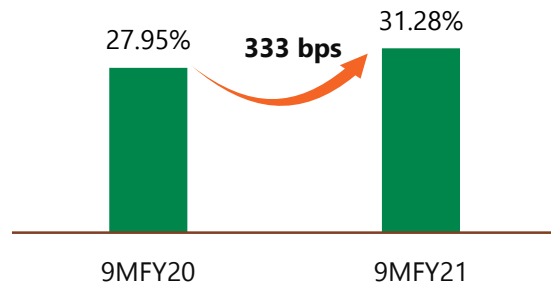
PBT Margin (%)



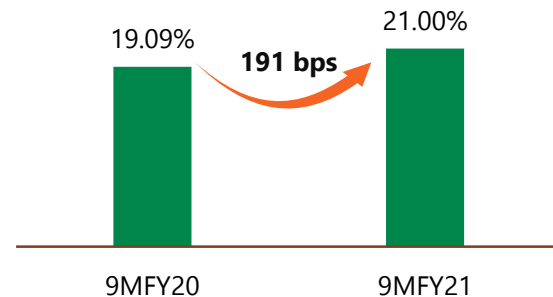
Interest Coverage Ratio



Gross Profit Margin (%)



EBIDTA Margin (%)



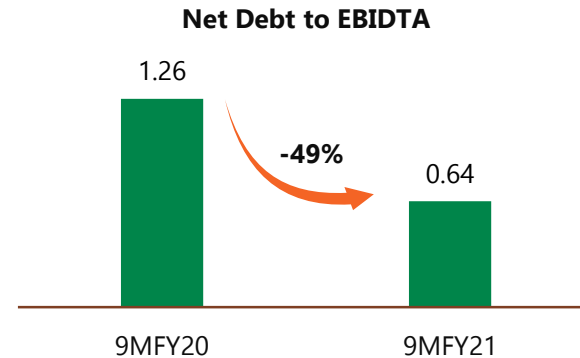
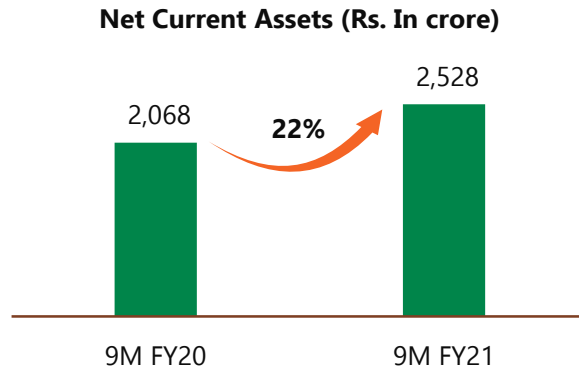
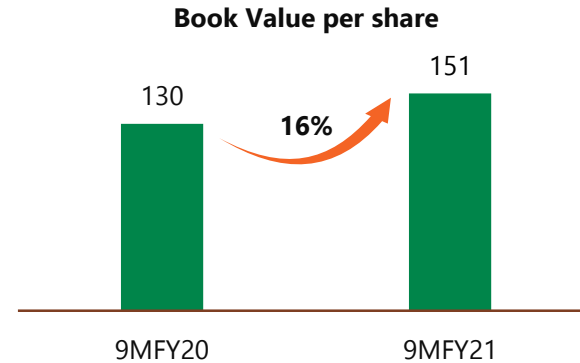
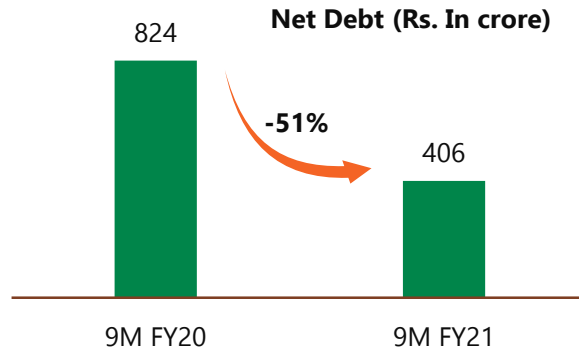
Details on standalone financials



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Nine-months performance



Details on standalone financials

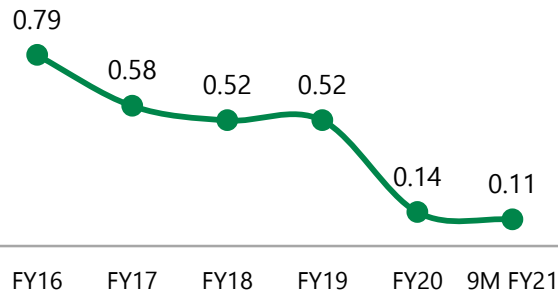


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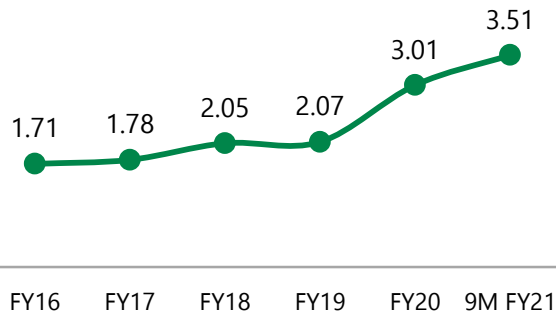


Best-in-class financial management

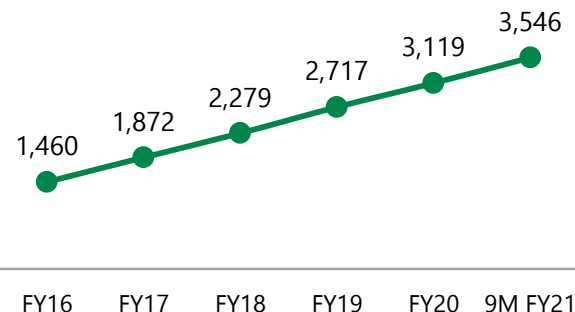
Net Debt/Equity Ratio



Current Ratio



Net worth (Rs. cr.)



Details on standalone financials



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Experienced independent Board directorship profile



**Vinod
Ahuja**

Mr. Ahuja is a B.Sc. Engg. (Mech.) Hons from Punjab Engineering College, Chandigarh. An integral part of the overall functioning of the company, he not only adds significant direction to the agro arm of the company, but also provides direction to the agri services division.



**Shyam
Arora**

Mr. Arora pursued his education in UK and did his M. Tech in Electronic Instrumentation and Controls from Loughborough University of Technology.



**Ashwani
Dua**

Mr. Dua graduated from Delhi University and has seventeen years of experience in the Rice business. With his wealth of knowledge, Mr. Dua adds immense value to the company.



**Devendra
Kumar
Agarwal**

Mr. Agarwal has vast experience of over 35 years in the area of financial management, management consultancy, business advisory, corporate taxation, auditing etc. Currently, he is a practicing Chartered Accountant.



**Alok
Sabharwal**

Mr. Sabharwal is an Innovative Chartered Engineer with 45+ year of Professional experience in the field of High-Technology, Multi Unit Business Operations.



**Priyanka
Sardana**

Ms. Sardana is a renowned lawyer and practicing since 28 years. She holds PG Diploma in IPR & Human Rights Law & also did M.Phil. She has a vast domestic & international experience of civil, criminal & service matters.



130-year old legacy, led by a committed management



Anil Kumar Mittal

Chairman and Managing Director

Visionary of the company.
Strategic direction to all
aspects of business



Arun Kumar Gupta

Joint Managing Director

Expert on Basmati paddy
supply chain management &
paddy milling technology



Anoop Kumar Gupta

Joint Managing Director

Oversees strategy and financial
operations



Priyanka Mittal

Whole Time Director

International sales &
marketing of branded business



Rakesh Mehrotra

Chief Financial Officer

Over 35 years of experience in
finance

Next Generation of Leaders



Ashish Mittal

Has immense domain knowledge and 15
fruitful years of business experience. His
valuable skills and expertise has brought a
lot of change in the field of factory
operations and technology



Kunal Gupta

Has a passion for rice and milling. He has
continued the family tradition by undertaking
an integrated approach to optimize
operations and utilization of production
plants within KRBL Ltd.



Akshay Gupta

Has unparalleled experience in procurement,
shipping logistics and sales. He is responsible
for developing new markets for the company
for both Basmati and Non-Basmati rice
products.



Ayush Gupta

Has experience in the field of retail and
distribution. He has an inherent passion to
understand consumer behavior and their
decision making.

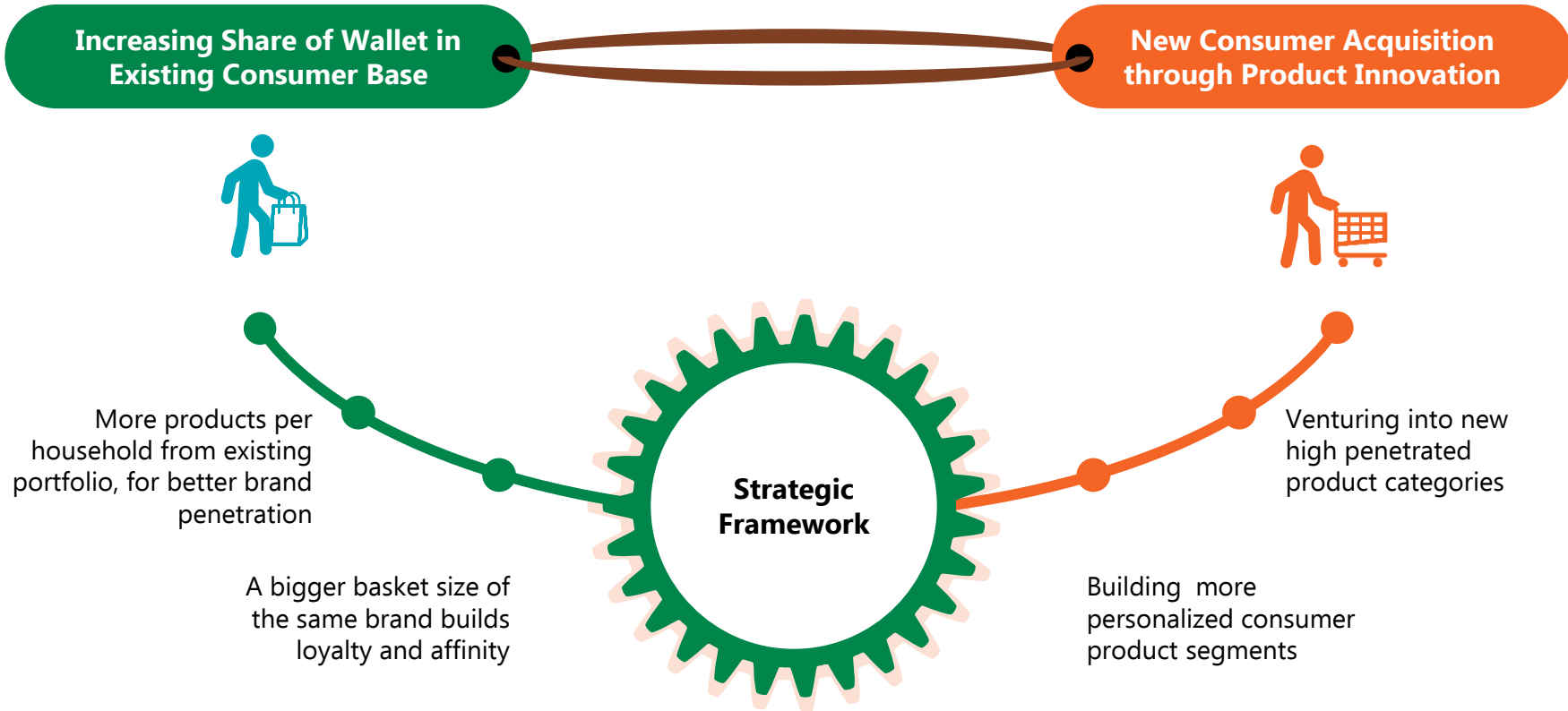




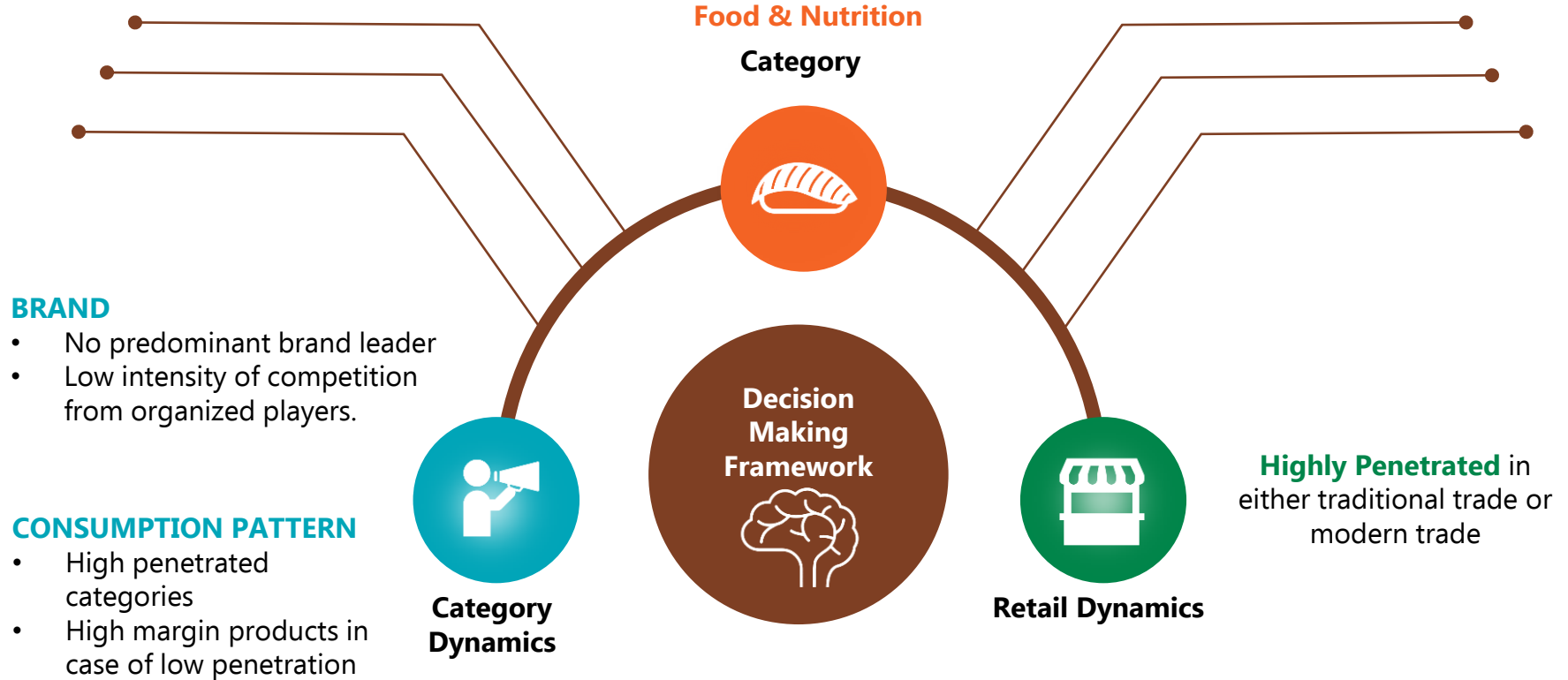
Future Adaptive Business Strategy-

Building an organic growth
machine

Building an organic growth machine



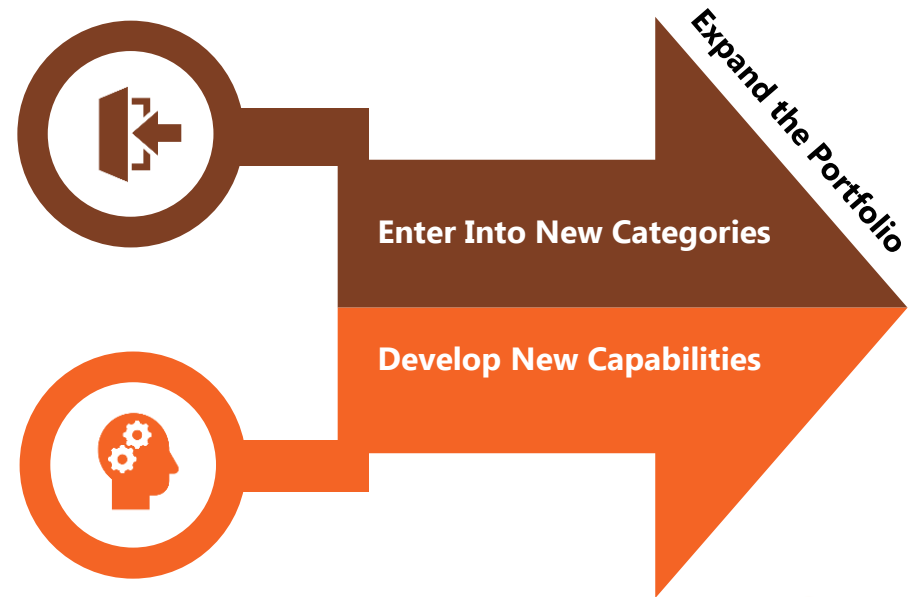
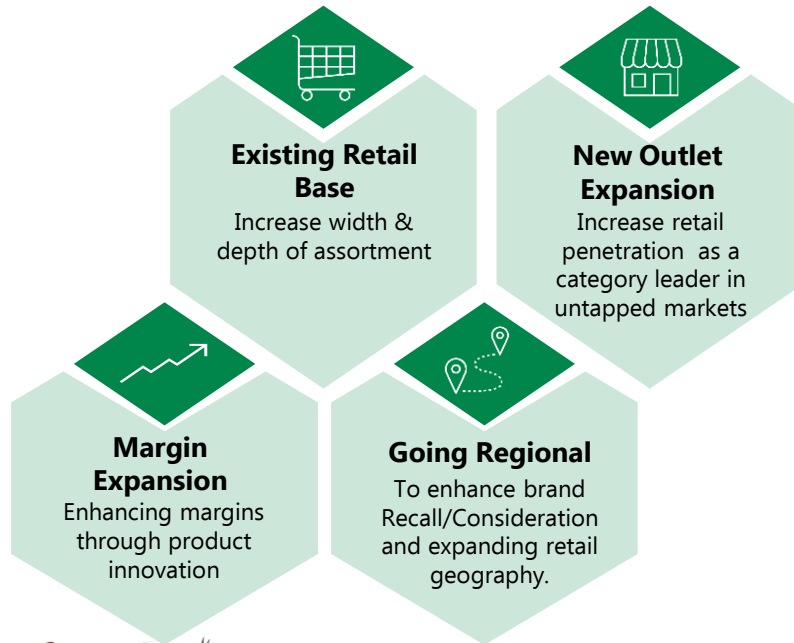
Building an organic growth machine



Building an organic growth machine

Key Strategies

Accelerate Category Leadership



Building an organic growth machine

A Glance into the Future

Margin Expansion



Going Regional



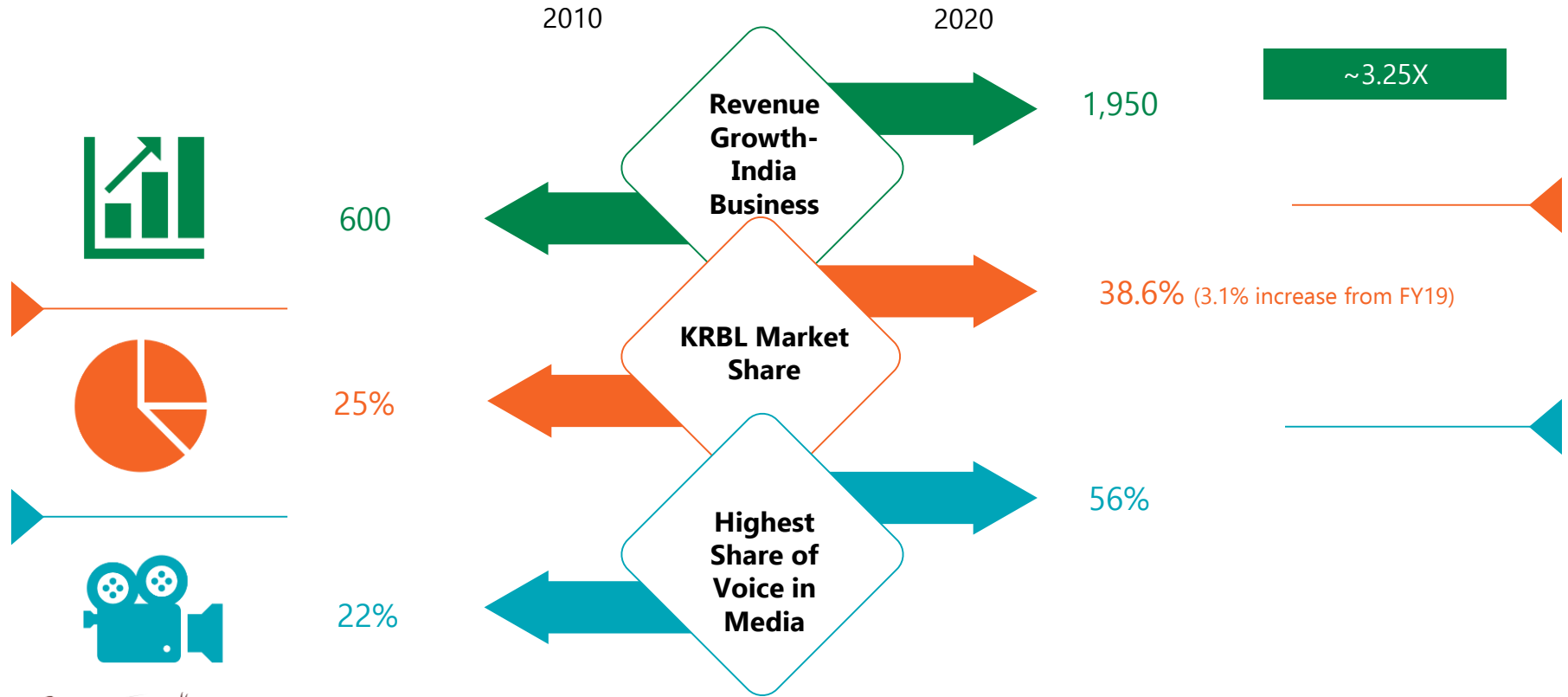
New Product Categories



History of leadership at home

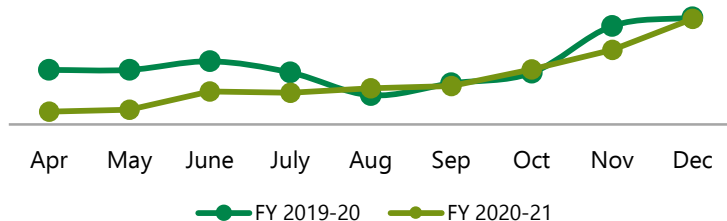
- Uniquely poised to leverage sector prospects domestically

A decade of market dominance



Segment wise performance – 9M FY21

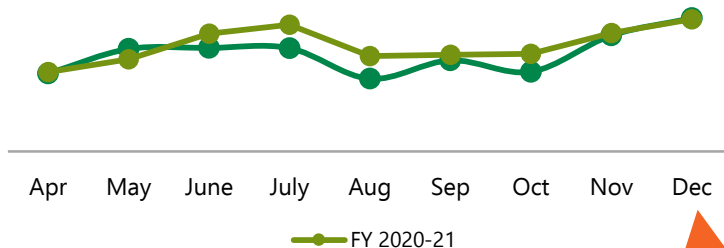
Bulk Pack Performance YoY



Bulk pack sales have stabilized and are back to Pre-Covid Levels.

With festive and marriage season kicking in and markets opening up, Bulk Pack sales are further slated to grow in Q4

Consumer Pack Performance YoY



Highest Ever
Consumer Pack
Sales in Q3

While Consumer pack segment showed persistence within the lockdown period, Q3 has delivered a the highest ever volume sales in any Quarter so far.

The growth is led by organised retail and is further slated to push Consumer pack sales in double digits for the rest of the year.



KRBL's leadership presence across segments in the domestic market

TRADITIONAL TRADE



8%

Increment in Retail Outlets in H1



483

Largest Distributors/Dealers Network



50%

Volume Growth in GT QoQ



Active Kiranas have come to the highest they have been in this year



Direct coverage of KRBL has bounced back by 100% to beat pre covid levels

ORGANISED TRADE (MT + E Comm)



28%

Contribution of overall Consumer Pack Sales



61%

Volume Growth in MT+Ecom QoQ



37%

India Gate market share in modern trade



The fastest growing channel in the year. E comm is set to clock highest ever numbers in the current FY.



Modern trade nos. are coming back to pre-covid levels

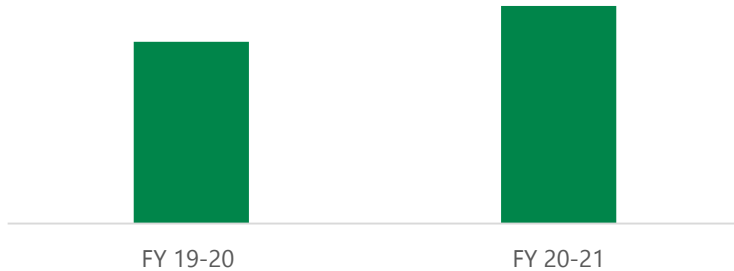


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ADVANTAGE KRBL – Vibrant trends during pandemic

Growth of Health Portfolio YoY



Growing awareness of immunity boosting products gave a boost to the health range in FY 2020



The health portfolio saw over 20% growth till Q3

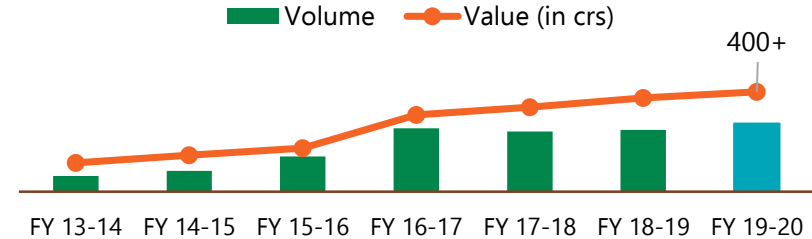


Indian Basmati Rice Market - A key perspective

Indian Basmati Rice Market- 25L Mt



Unity YoY Growth



Banking on strong quality standards and popularity, Unity is now a 400Cr + Brand in KRBL Portfolio

Unity consumer pack range, launched in Jan'20, is showing impressive growth QoQ

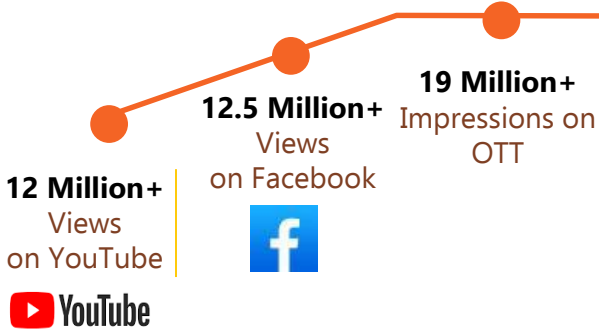


Project Disha – Incorporating the future of operational excellence



Massive Media Campaign During Festive Season

#TyohaarKiTaiyyari



Most seen MULTIMEDIA CAMPAIGN

During festival period in the category



90% of TV & Digital audience reached through campaign



More than 14,000 Spots on TV

More than 42 Million Views on Digital



India Ki Puraani Aadat
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Influencer Campaign on Diwali with Top Celebrities

#TyohaarKiTaiyyari



Farah Khan

**3,50,000+
Views**

Divyanka Tripathi

**15,00,000 +
Views**



**3,35,000 +
Views**

Shweta Tiwari

**4,50,000+
Views**

Divya Khosla



More Than 26.5 Million Views on Celebrity Handles and Reposts



Giving back to society- KRBL cares - #TyohaarKiTaiyyari



5 Lakh+

Sweet Boxes
Distributed to
Under Privileged



400+

Caterers who
were jobless
benefitted by the
activity



5 lakh+

Needy People
Served



Campaign

Exclusive
campaign with
Celebrity Chef
Vikas Khanna



Social

Massive online,
offline and Media
Coverage



#

Top trending
hashtag on Social
media channels



10 lakh+

Worth of PR
value generated

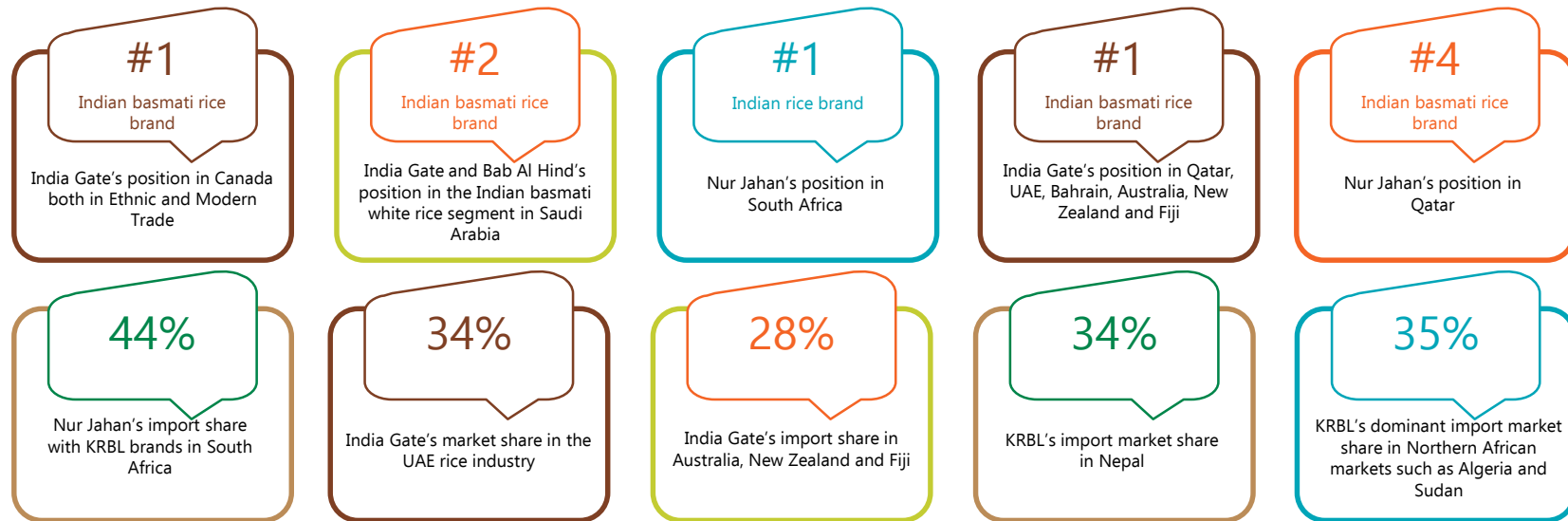


Championing Basmati abroad

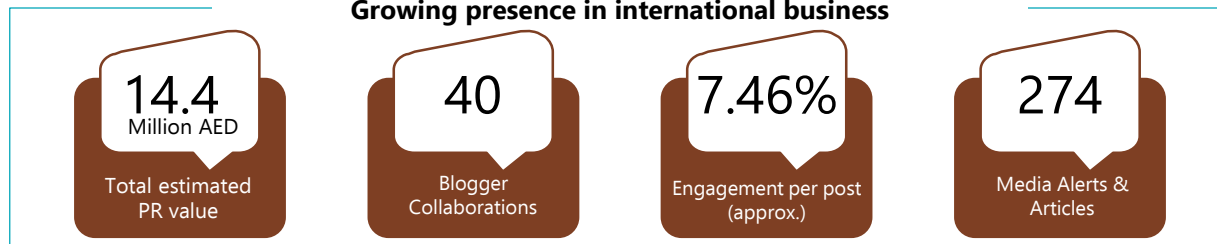
-Growing ahead by staying
ahead of global trends



Realities that define KRBL's export business



Growing presence in international business



As at March 31,2020



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Key brand line up in international business



International Health Brands



India Ki Puraani Aadat
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Creating visibility for Basmati overseas -Brand Outreach



Collaborated with health experts to augment brand value. Associated with reputed clinical dietician, Dr. Dana Al Hamwi, as India Gate's local nutritionist. Her tips on adopting healthy eating habit, utilising India Gate's products were published in various press releases, newspaper articles, social webinars and social media posts. It helped promote the amazing attributes of India Gate's products and propel our popularity. She also participated in interviews at GulFood 2020, as a part of the KRBL team.



Expanded our audience reach to grow our business sustainably. Associated with Dubai Ladies Club to widen our audience base. Organised several webinars and talk shows with the members of the club on healthy eating habits and helped showcase KRBL's healthy food segment.



Bolstered media relations by regularly participating in major food and beverage trade exhibition in the Gulf region such as GulFood 2020. KRBL made its 12th appearance in GulFood in FY20, the largest and longest-running food and beverage show of the world.

As per March 31,2020



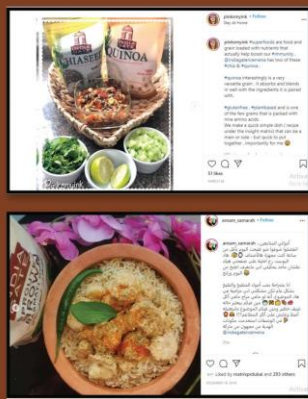
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Creating visibility for Basmati overseas -Media Initiatives



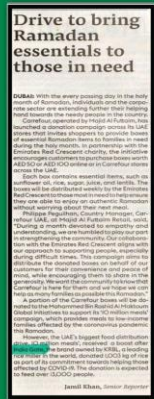
Reinforced leadership team's image by actively engaging in industry stories through comment and opinion pieces. Arranged interviews with our Director Ms. Priyanka Mittal in prominent publications, on radio stations, and TV channels (such as Dubai Eye Business Breakfast, Dubai One TV, Authority Magazine, Entrepreneur ME, CEO ME, and Pro Chef ME).



Strategic engagement with bloggers to effectively engage with a wider consumer demography in the Gulf region. It helped ennoble India Gate's product range while delivering strong and persuasive messages on healthy eating habits.



Focused on securing key editorial coverage to engage closely with consumers and customers. Embarked on producing creative media alerts, like sharing tips and recipes, designed based on occasions and features relevant to the local media.



Strengthen brand credibility by reaffirming India Gate's commitment to support different social causes. India Gate donated 1,000 Kg of rice towards UAE's 10Million meals initiative, an initiative to help those affected by COVID-19. Coinciding with the holy Ramadan month, the donation is likely to feed more than 13,000 people

As per March 31,2020

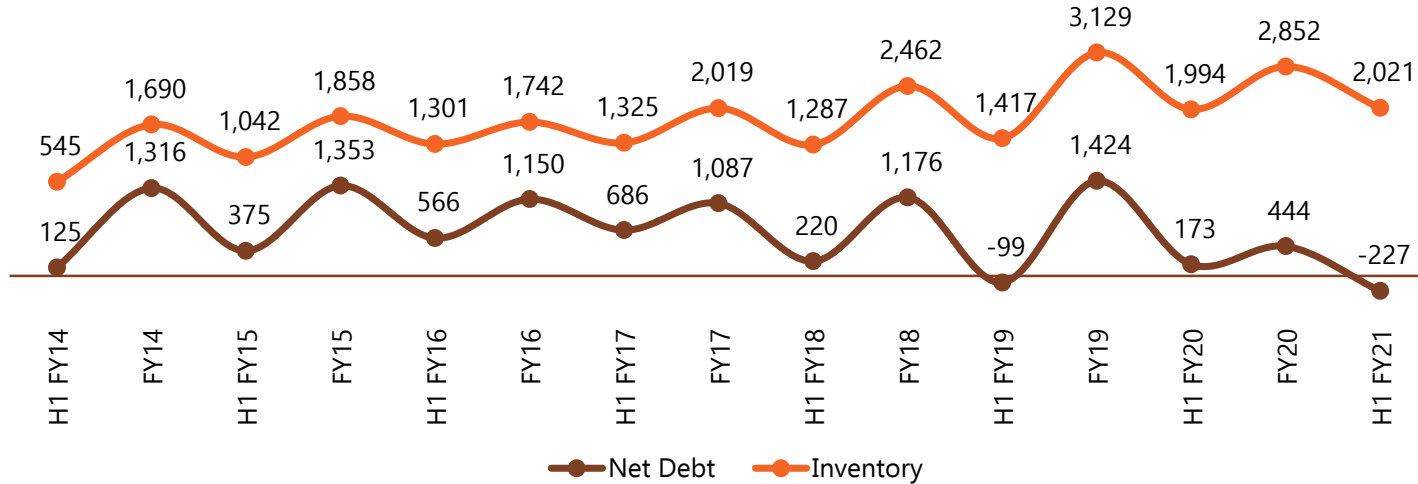


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Aiming for sustainable zero debt status alongside inventory led growth

(in INR Cr.)



***Net Debt excludes Financial Lease Liabilities**
***As on Sep'18, KRBL is at zero debt with cash surplus.**

Net Debt is at Rs. 406 crore in Dec 2020

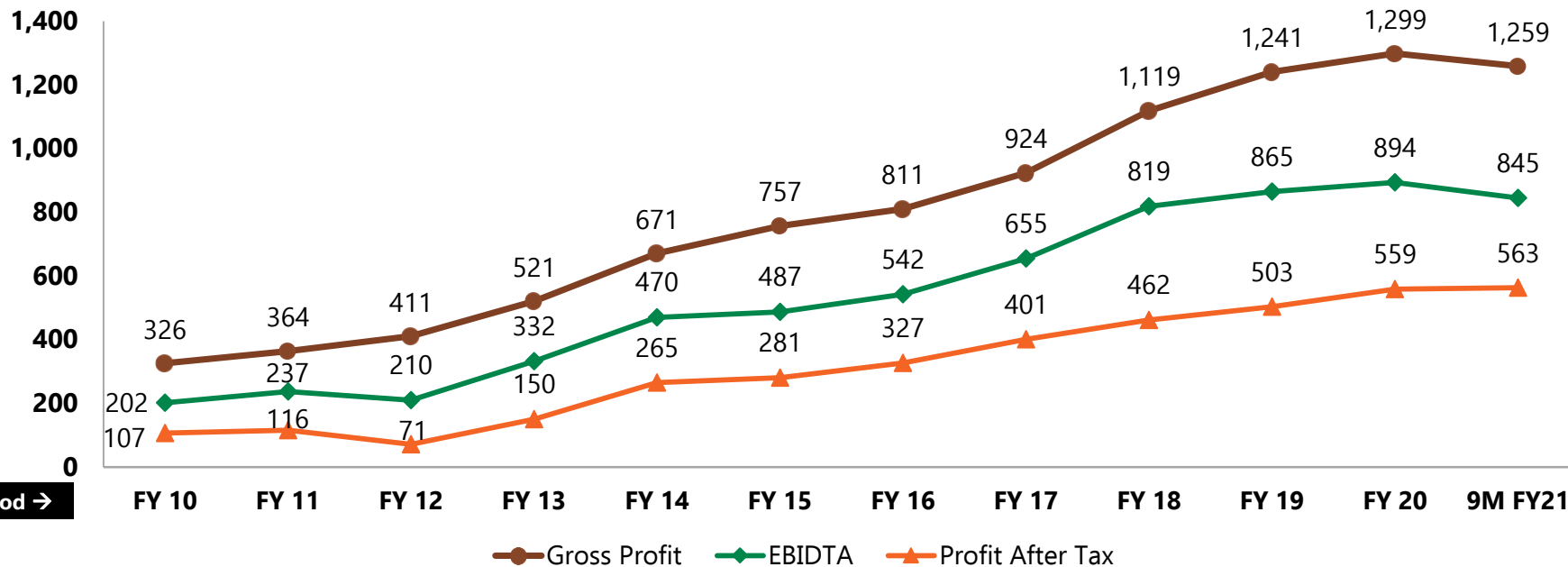
- The above data indicates the growing financial strength of KRBL as it continues to reduce its dependency on external funds for building its inventory.
- Most of the debt for the Company is in the form of working capital, which starts rising with the commencement of procurement of paddy in H2 every year and becomes insignificantly low by end of H1 of the next financial year.
- This is a cyclical phenomenon which results in **zero/negative net debt at the end of H1 every year** for the company. The company is able to maintain this cycle in spite of increasing procurements at the back of the rising demand environment.
- Focus on delivering **consistent free cash flows** while enhancing business pie



Driving profitability upwards consistently since a decade

(in INR Cr.)

Robust growth in profitability parameters



*Annualised
Note: Based on standalone financials



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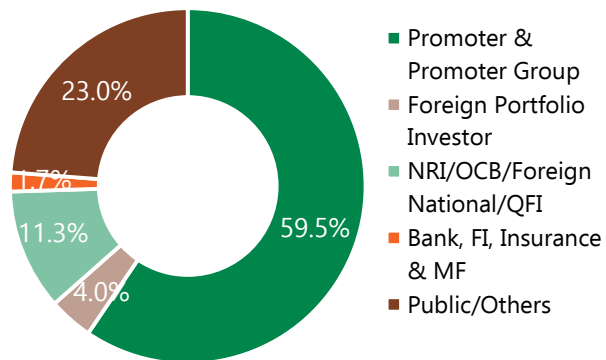


Benefiting key stakeholders

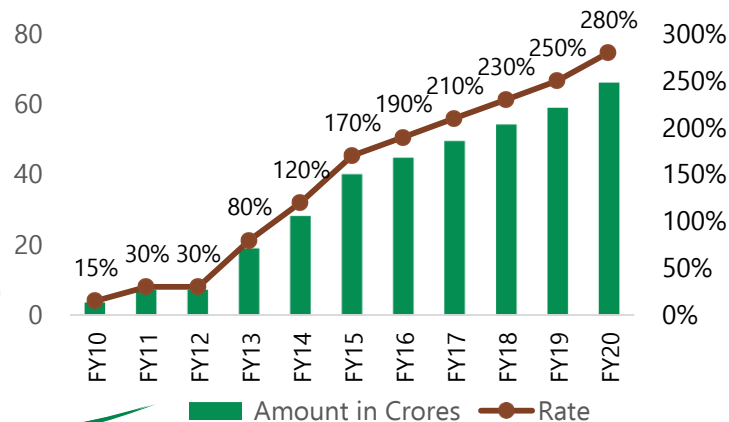
- Doing good for investors and customers

Establishing strong ties, while boosting shareholders value

Shareholding Pattern (Dec 2020)



Dividend paid by KRBL Limited since FY10



Key Shareholders

Vanguard
Kuwait Investment Authority
Nippon India Small Cap Fund
Premier Investment Fund

Stock Data as on 31st December 2020

BSE/ NSE/ Bloomberg Ticker KRBL/ KRBL/ KRB:IN
Market Capitalisation (Rs. in cr.) ~5762
No. of shares outstanding (Rs. in cr.) 23.54
52-week High/ Low (Rs.) 314.70/ 97.75



Thank You

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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