



Ref: KRBL/SE/2024-25/09

May 16, 2025

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

**Sub: Investor Presentation on Audited Financial Results of KRBL Limited for the Fourth Quarter (Q4) and Financial Year ended March 31, 2025.**

Dear Sir/Madam,

Pursuant to the provisions of Regulation 30 read with Para A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to enclose herewith the Investor Presentation on Audited Financial Results of KRBL Limited for the Fourth Quarter (Q4) and Financial Year ended March 31, 2025.

This is for your kind information and record.

Thanking you,

**Yours Faithfully,**  
**For KRBL Limited**

**Piyush Asija**  
**Company Secretary and Compliance Officer**  
**M.No.: A21328**

Encl: As above



# INVESTOR PRESENTATION

## Q4 & FY2025



# Leading Rice Company Market Leader in India, Exports to 90+ Countries



**5,655 cr**

FY 25 Total Income



**6,286 cr**

Market Cap. as on 31<sup>st</sup> Mar'25<sup>#</sup>



**38.8%\***

Highest GT Market Share



**42.2%\***

Highest MT Market Share



**13.0%**

FY 25 EBITDA



**11 million**

Household reach in India<sup>@</sup>



**8.4%**

FY 25 PAT



*All figures in ₹. crore and are based on consolidated financials.*

*\* MAT FY25 Market share of basmati packaged rice in India as per Nielsen*

*# Source: NSE*

*@ Source: Kantar Household Panel (MAT Dec'24) – 13 Major Markets (Urban)*



# Market Leadership Highlights



India's leading exporter of branded basmati rice with presence in **90+ countries**



India Gate:  
**The World's #1 Basmati Rice Brand\***



Robust domestic network supported by over **850+ distributors**



Unparalleled processing capacity with **the Largest Rice Milling Plant** in Punjab

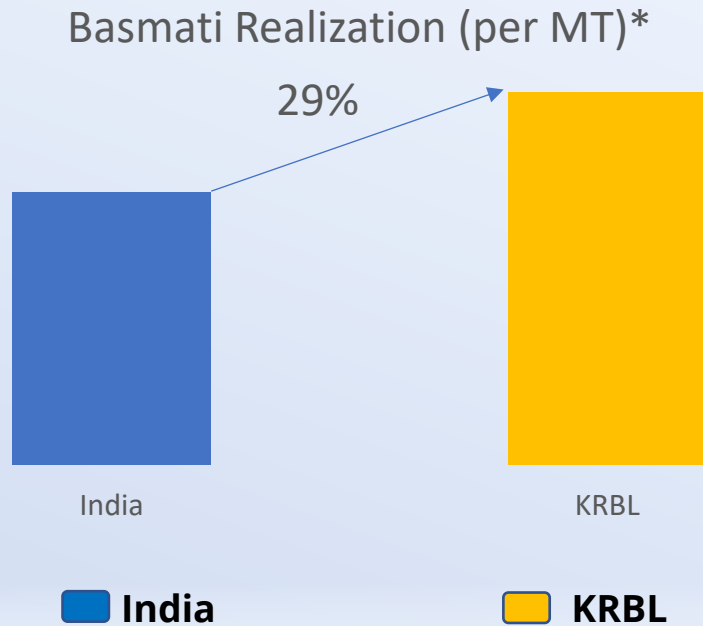


Underpinned by **a Strong Financial Position** with substantial internal accruals and minimal debt reliance



KRBL has **Largest Contact Farming Network** coverage for rice

# Pricing Power Driven By Strong Brand & Superior Product



**KRBL enjoys significant premium, reflecting strong brand and superior product.**

\*KRBL FY24 Basmati Export Realisation per MT compared with India's export realization. Latter is per APEDA export data of FY24.





# Robust Cash Flow

## Low Debt Dependence



All figures in ₹. crore and are based on consolidated financials

# Strategically located facilities ...

## Strategically located manufacturing and procurement facilities



### G B Nagar, Uttar Pradesh

- Paddy Milling Capacity – 57 MT/Hr
- Grading, Sorting & Packaging Capacity – 30 MT/Hr



### Alipur, Delhi

- Inception – 1993



### Sonipat, Haryana

- Grading, Sorting & Packaging Capacity – 32 MT/Hr



### Dhuri, Punjab

- Paddy Milling Capacity – 150 MT/Hr
- Grading, Sorting & Packaging Capacity – 126 MT/Hr



### Anjar, Gujarat

- Grading, Sorting & Packaging Capacity – 30 MT/Hr



Q4FY25

# Consolidated Performance Highlights



 **1,454**  
Total Income

 **458**  
Gross Profit

 **235**  
EBITDA

 **154**  
PAT

 **740**  
Cash & Bank balance\*

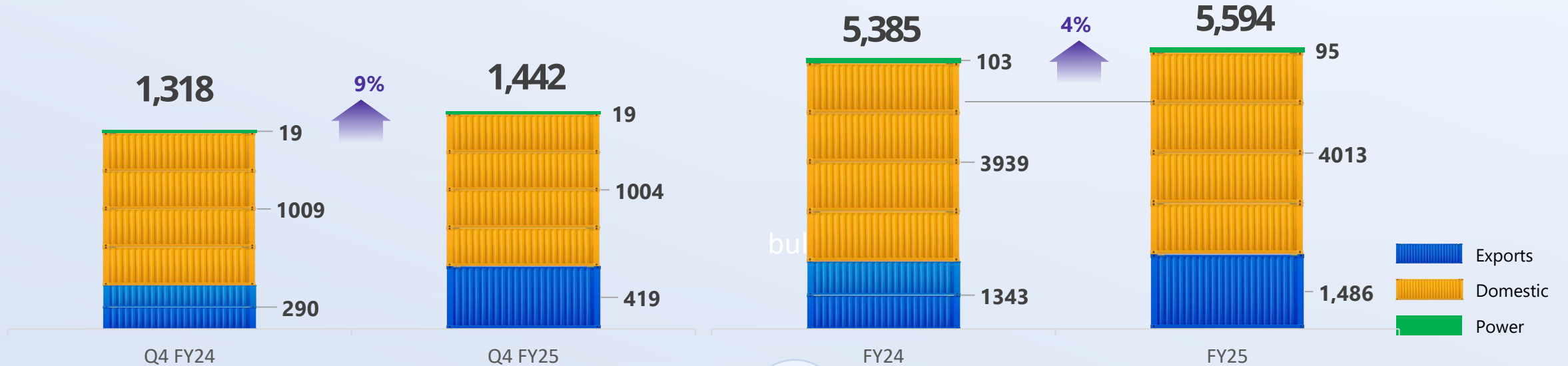
 **(405)**  
Net Bank Borrowings

 **5,240**  
Net worth

 **3,885**  
Total Inventory



# Revenue Performance Overview



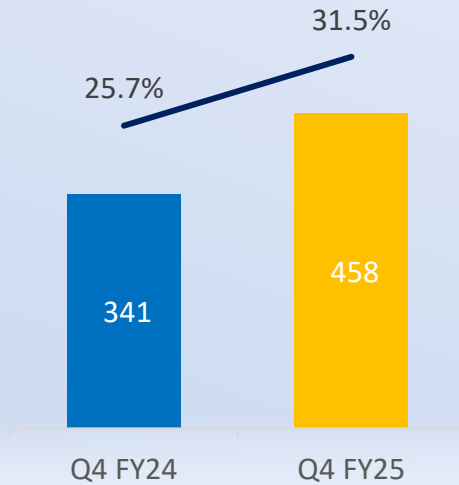
- In Q4 FY25, revenue increased by 9% on y-o-y basis. Export revenue grew by 44% on account of growth in branded and private label sales. Domestic revenue remained flat.
- In FY25, Domestic and Export revenue increased by 2% and 11% respectively. Overall revenue grew by 4%. Basmati volume grew by 5%.

All figures in ₹. crore and are based on consolidated financials



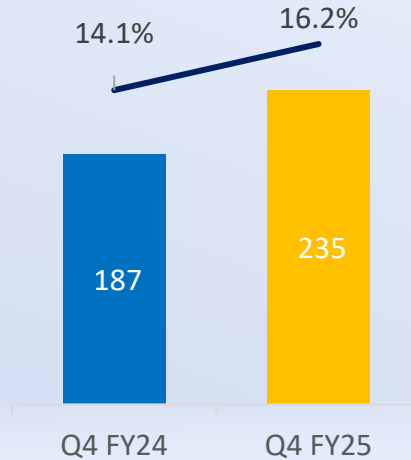
# Q4 FY25 Profitability Metrics

## Gross Profit



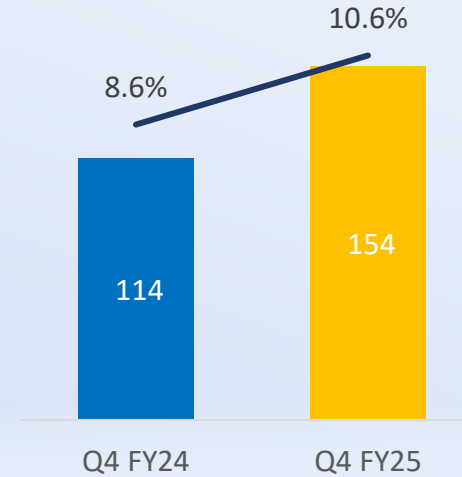
Gross margin mainly benefited from lower avg. basmati COGS and higher exports.

## EBITDA



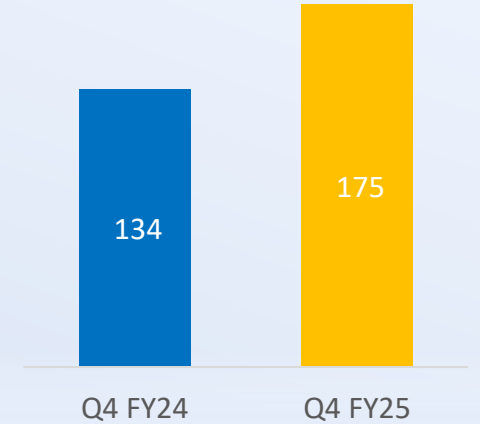
EBITDA margin at 16.2% benefited from higher Gross Margin, partially offset by freight on sale and other expenses.

## Profit After Tax



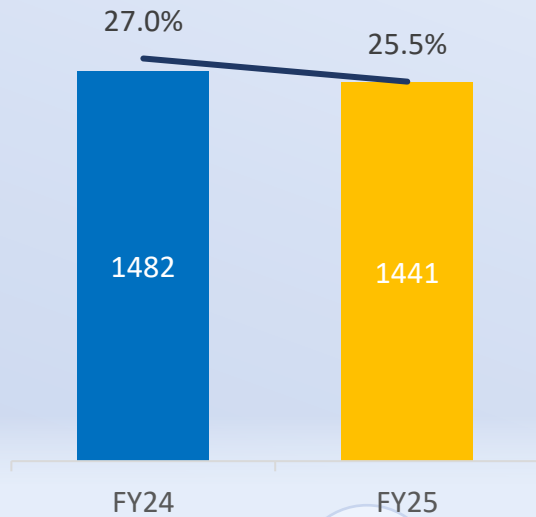
PAT margin followed the trend in EBITDA partially benefiting from lower finance cost.

## Cash Profit



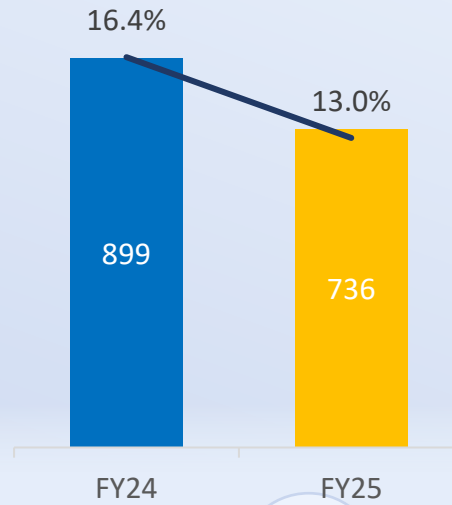
# FY25 Profitability Metrics

## Gross Profit



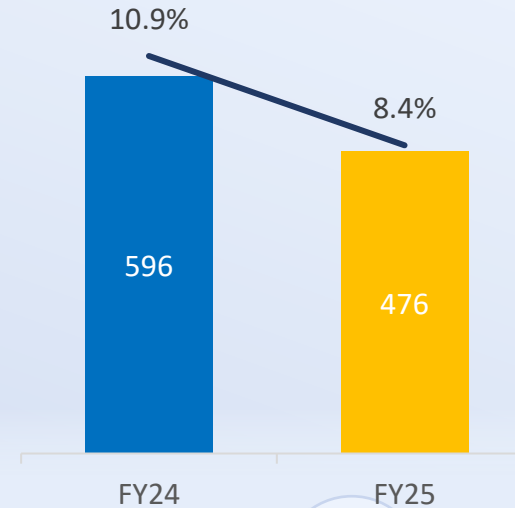
The y-o-y movement primarily reflecting a decline in Other Income and absence of one-off benefits in FY24. Basmati realisation and COGS were flat during the year.

## EBITDA



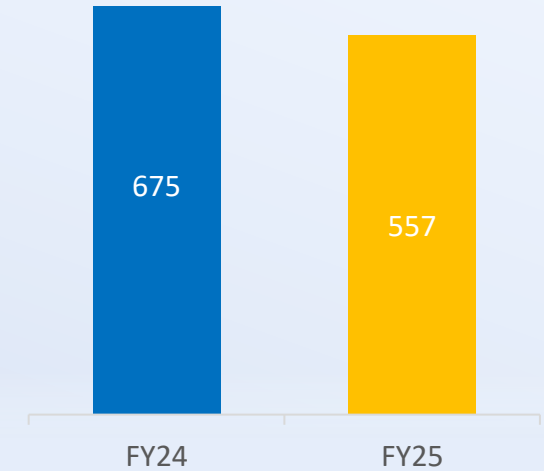
EBITDA margin affected by lower gross margin and higher proportionate employee cost, freight on sales and other expenses.

## Profit After Tax



PAT margin followed the trend in EBITDA partially benefited from lower finance cost.

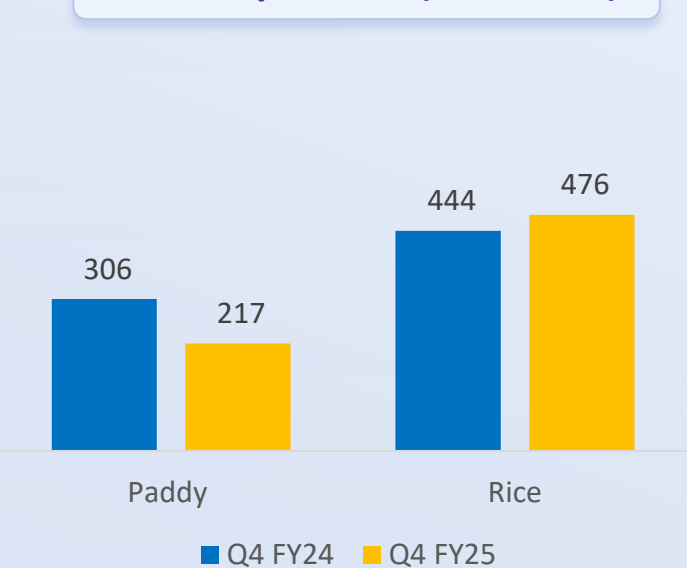
## Cash Profit



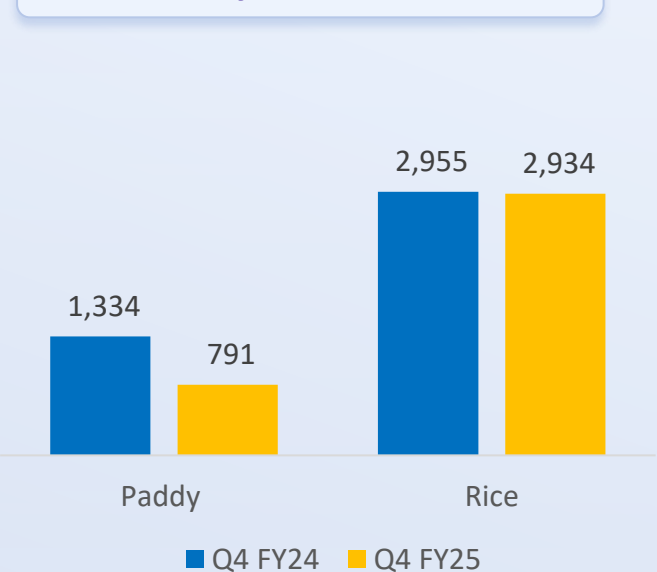
# Balance sheet Metrics

## Working Capital Highlights

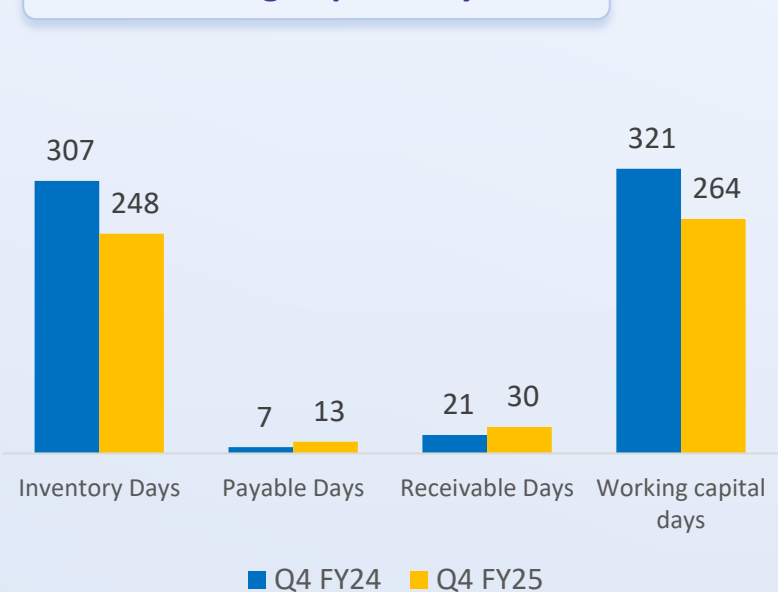
Inventory Volume (in `000 MT)



Inventory Value (in Rs. Cr.)



Working Capital Days



Total Inventory as on 31<sup>st</sup> March 2025 is Rs. 3,885 Cr vs Rs 4,451 Cr as on 31<sup>st</sup> March 2024.

All figures are based on consolidated financials

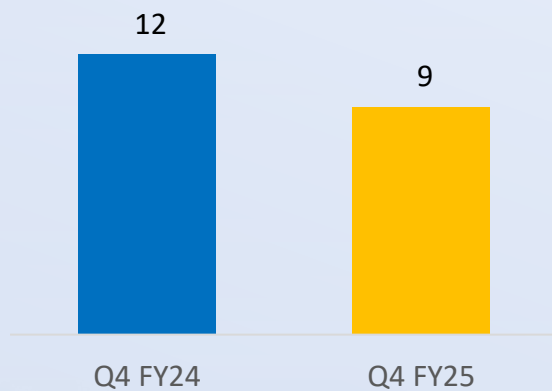




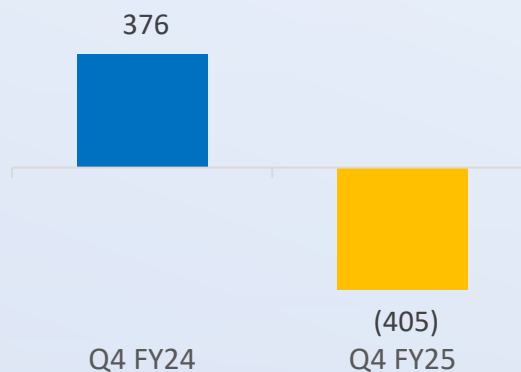
# Balance sheet Metrics

## Debt Protection Highlights

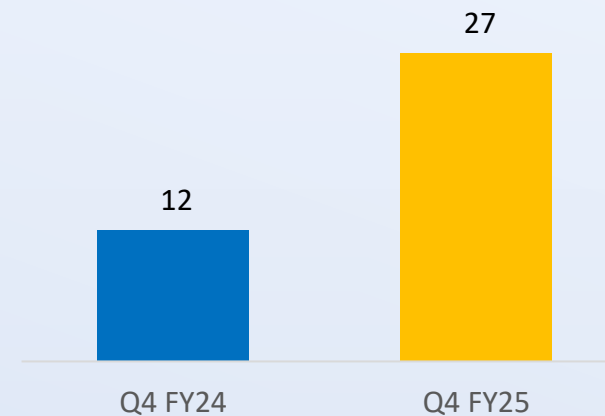
Current Ratio (times)



Net Bank Borrowings (Rs. Cr)



Interest Coverage Ratio (days)



- Strong credit ratings from ICRA (AA(Stable)) and [ICRA] A1+; and CARE (A1+) reflect the confidence in KRBL's financial discipline and stability. **ICRA reaffirmed rating in December 2024.**
- Lower net bank debt is mainly due to lower inventory procurement cost in current season.

# India Business





# Continuing Market Leadership



Revenue\* in Rs.

**1,004Cr**  
For Q4 FY25



Trend in Domestic Business



Revenue growth

**-0.4%**  
Y-o-Y



Overall Domestic revenue remained flat.  
3% volume growth in branded basmati volume was offset by 2% decline in branded basmati realization.

# INDIA GATE MAINTAINS **STRONGHOLD** IN INDIAN HOUSEHOLDS

backed by Penetration & Consumption gains

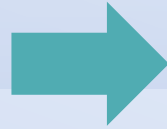
**1** in every **10**  
**Households\***

consumes



*\*Excluding Rural*

**1.1 CRORE**  
INDIAN HOUSEHOLDS



**PENETRATION INCREASE**

of **+400 bps**  
(MAT Dec'24 vs. STLY)



**CONSUMPTION GAINS**

of **+540 bps**  
(MAT Dec'24 vs. STLY)





# DEMONSTRATING **LEADERSHIP & GROWTH** on the SHARE FRONT in FY25



## General Trade

Nielsen | FY'25 vs. STLY

**38.8%** ↑

+350 bps



## Modern Trade

Nielsen | FY'25 vs. STLY

**42.2%** ↑

+40 bps



## E-Commerce

Internal numbers | Mar'25 vs. STLY

**45.8%** ↑

+250 bps

### SIGNIFICANT GAINS

#### ACROSS STATES

CONTRIBUTING  
**70%+**  
TO THE BASMATI CATEGORY

#### ACROSS SUB-SEGMENTS

FROM  
**PREMIUM TO ECONOMY**  
RANGE

#### ACROSS PLATFORMS

**ACROSS ALL E-COMMERCE &  
QUICK COMMERCE PLATFORMS**

# Strategic pillars

## Domestic



### Democratizing

Our Distribution  
Network



### Remodeling

Our Supply Chain



### Investing

In the Brand



### Foraying into

New Products &  
Categories

# Strategic pillars

## Domestic



### Democratizing

Our Distribution  
Network



### Remodeling

Our Supply Chain



### Investing

In the Brand



### Foraying into

New Products &  
Categories

# DEMOCRATIZING DISTRIBUTION

Growing Retail Footprint and Strengthening Presence in Better-Quality Stores

**STRONGEST OUTLET  
PRESENCE**  
in the category

**Growth on  
Distribution front**



Retail Presence | JFM'25 Exit

**4,09,604**

All Channels (TT+MT)

+ ~51,000 Outlets (vs. JFM'24)

## OUTLET PRESENCE

Numeric Distribution

Traditional Trade

**+130 bps**

(Mar'25 vs. Mar'24)

## QUALITY OF OUTLETS

Weighted Distribution

Traditional Trade

**+830 bps**

(Mar'25 vs. Mar'24)





# Strategic pillars

## Domestic



### Democratizing

Our Distribution  
Network



### Remodeling

Our Supply Chain



### Investing

In the Brand



### Foraying into

New Products &  
Categories

# REMODELING OUR SUPPLY CHAIN

Ongoing endeavors to transform our SCM, supporting Distribution democratization measures

## GENERAL TRADE

### Going Deeper with Distribution

*Establishing direct distribution in non-covered / underpenetrated towns*

## MT & E-COMM

### Driving Servicing & Cost Efficiency

1.

## ENSURING WIDER & DEEPER SUPPLY

LAUNCH OF 14 C&Fs & 8 SS

ENABLING COST OPTIMIZATION

BETTER SERVICEABILITY

2.

## A STEP TOWARDS A ROBUST & HEALTHIER GTM PRACTICE

MOVING TOWARDS 'FOR' MODEL

STRONGER GOVERNANCE ON GTM

SAFEGUARDING AGAINST INFILTRATION

# Strategic pillars

## Domestic



### Democratizing

Our Distribution  
Network



### Remodeling

Our Supply Chain



### Investing

In the Brand



### Foraying into

New Products &  
Categories

# INVESTING IN THE BRAND

In this last quarter, Mr. Bachchan led the Charge with 'Top Class, No Khulla Class' for Hindi-speaking belt



Feb'25 onwards

Hindi Speaking Markets

**'Badge Value & Aspiration' to sway Consumer decision-making** *(as 'One's Choice defines them')* **Reinforcing a clear distinction between 'India Gate' & 'Khulla'**

**TV, RADIO, OUTDOOR & POSM**

**65%+ REACH**

**1600+ GRPs**

**100 Mn+ Impressions**

*(On CTV)*



# ...AND THE BRAND REMAINED OMNIPRESENT, IMPACTFUL, ACROSS MEDIA

## Out Of Home

20 Towns

200 Sites

## RADIO

50+ pieces of Content

30 Mn Reach

### 'Top Class, No Khulla Class' OOH Hoardings across



### Collabs with Radio Mirchi RJs on radio & social, building on Top class, no Khulla class'



## IMPACT



**India Gate 'Top Class' integrations in Popular Shows on Zee, Star Plus –**  
*Bhagyalakshmi, SaReGaMaPa Seniors, Ye Rishta, Mangal Lakshmi, etc*

### World TV Premiere Co-branded Promo



**Bhool Bhulaiya 3**



**Kalki**

# MAHARASHTRA MOMENTUM CONTINUED TO NUTURE BONDS & DRIVE GROWTH



Oct'24 – Mar'25

Maharashtra

TV

50%+ REACH

1 Lakh+ FCTs

**LEADING to + 500 bps ON MS(%)  
in MAHARASHTRA!**

(FY'25 vs. STLY)

# AND SOUTH REMAINED A STRATEGIC PRIORITY WITH CONTINUED BRAND PRESENCE

## SOUTH | MAKE TRADITIONS TASTE GREAT

"GOOD CHOICE!"



Coconut Rice

"10 OUT OF 10!"



Mint Rice

**Till Mar'25**

**Karnataka, TN, AP-TLG**

Continued Journey of "Make Traditions Taste Great" Campaign in South

**1.5 Lakh+ FCTs | 70%+ REACH**





# Strategic pillars

## Domestic



### Democratizing

Our Distribution  
Network



### Remodeling

Our Supply Chain



### Investing

In the Brand

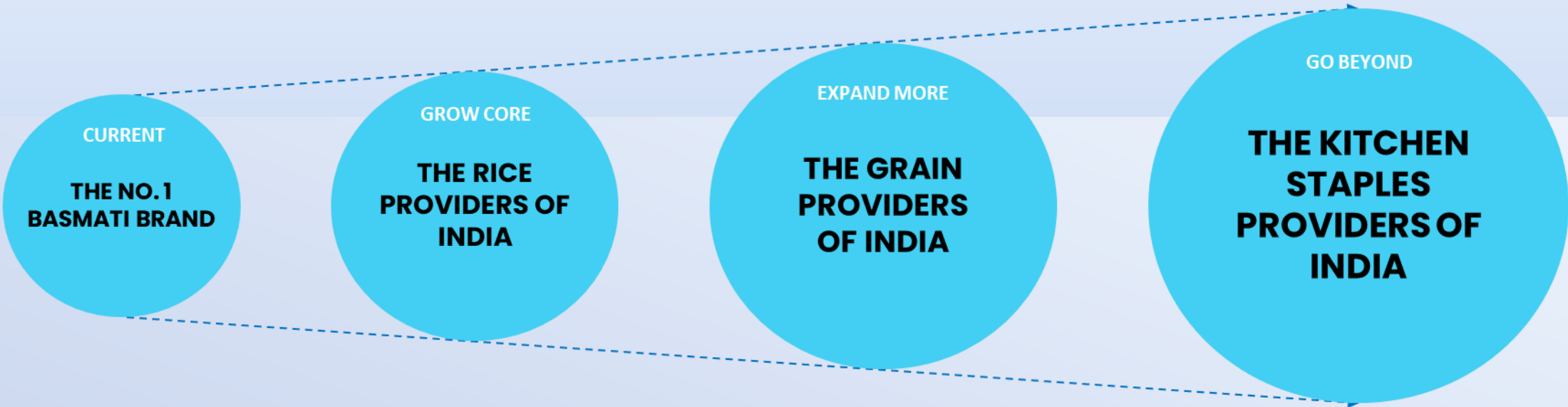


### Foraying

Into New Products  
& Categories

# FORAYING INTO NEW PRODUCTS & CATEGORIES

With the vision of stretching the brand further...

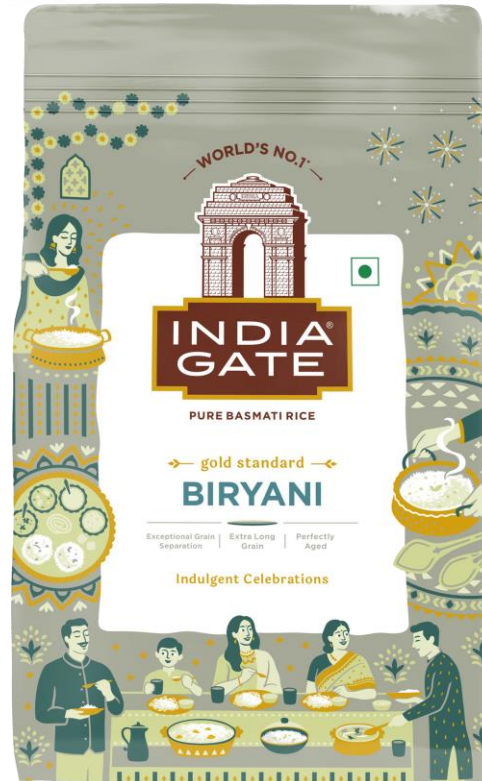




# NEW LAUNCHES IN THE INDIA GATE BASMATI RANGE

Launching differentiated offerings to bring out the best, considering the popular use cases of Basmati

## INDIA GATE BIRYANI & INDIA GATE PULAV LAUNCH



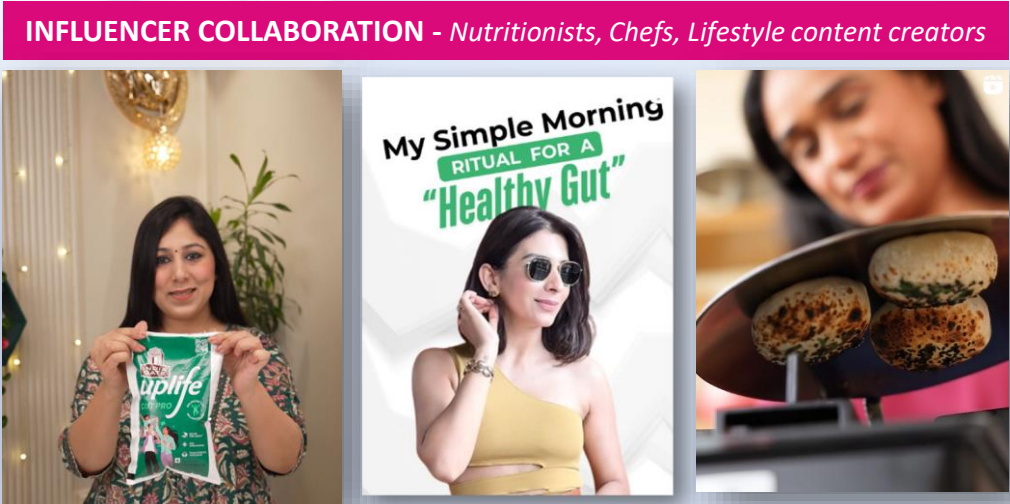
# OUR FORAY BEYOND BASMATI - Health platform 'UPLIFE' comes to life...

With the first offerings – India Gate Lite & India Gate Gut-Pro



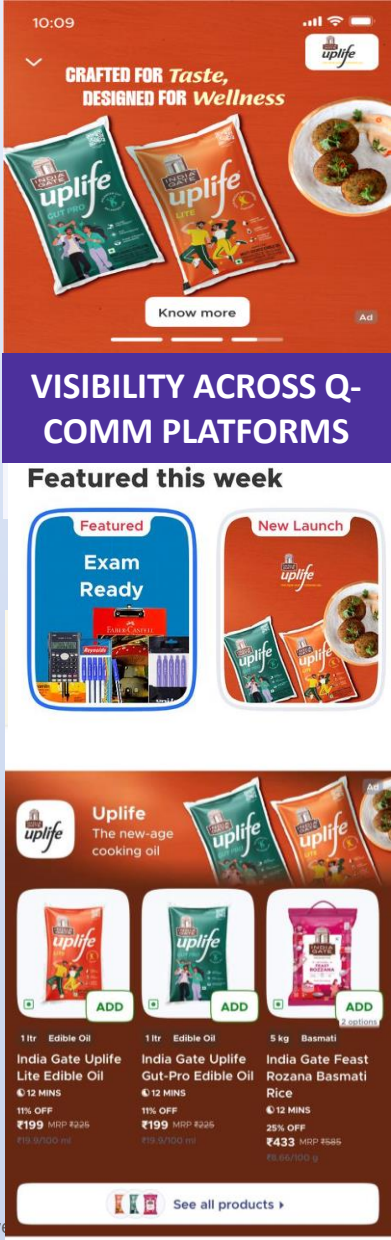
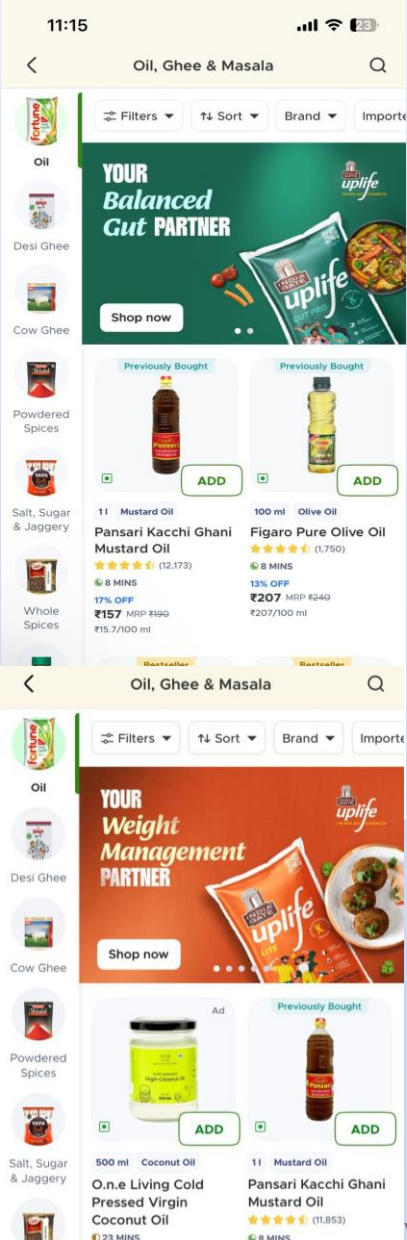


# ...CREATING IMPACT ACROSS POP CULTURE TOUCHPOINTS



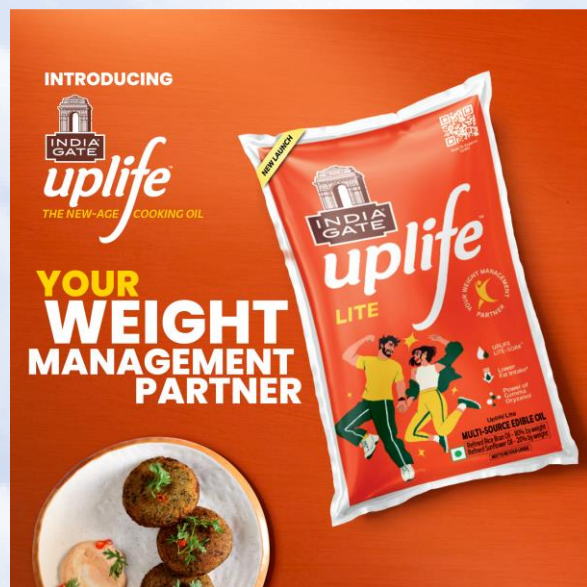


# ...STANDING TALL. STANDING OUT. EVERYWHERE – ONLINE & ON-GROUND

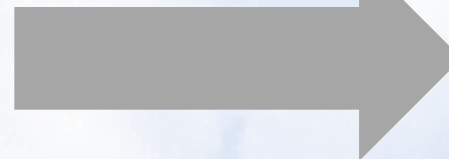




...AND OFF TO A PROMISING LAUNCH!



LEADING TO



**3%** **MARKET SHARE\***  
(Mar'25 Exit)

In launched MT & Q-Com  
Platforms/Cities

# Export Business





# Leadership Beyond India



Revenue\* in Rs.

# 419Cr

For Q4 FY25



Trend in Export Business



Revenue growth

# 44%

Y-o-Y



Export revenue growth is driven by both branded and bulk business.

# Positive trends for Rice export from India

Global markets offer exciting opportunities for KRBL to drive growth



## Production

- High yielding varieties boost national surplus
- Farming tech adoption drives produce growth
- Basmati quality focus boosts global demand



## Export Leader

- India is the #1 exporter of rice, holds 85% of basmati market exports and expects to further rise. **15% volume growth in FY24**



## Indian Presence Globally

- Growing US demand for PUSA basmati, commercialized by KRBL
- Indian diaspora abroad fuels rice popularity as both staple and premium restaurant item

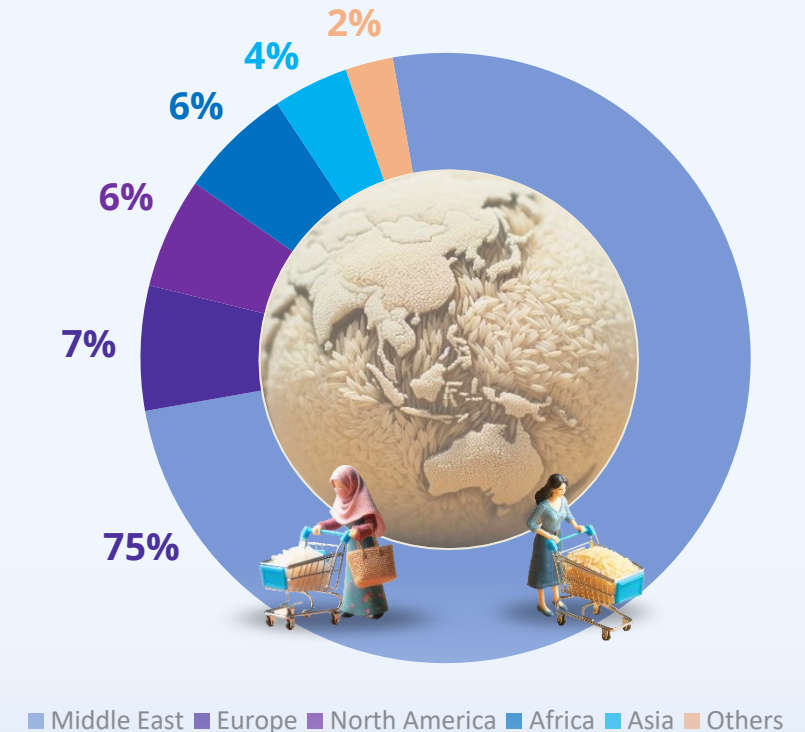


## Demand from Middle East

- Excellent quality standards have spurred increase in the demand for Indian basmati rice amongst locals
- Middle east accounts for nearly 3/4<sup>th</sup> India's basmati exports.



## Basmati rice exports from India for FY24 Volume - (%)





# Strategy Export

## Direct Marketing

- Penetration to locals with Arabic TVC in mainstream channels
- Targeting geo-location customers through social media
- Increasing focus on India Gate HORECA line up to target HORECA customers



Channel Deepening  
& Diversification

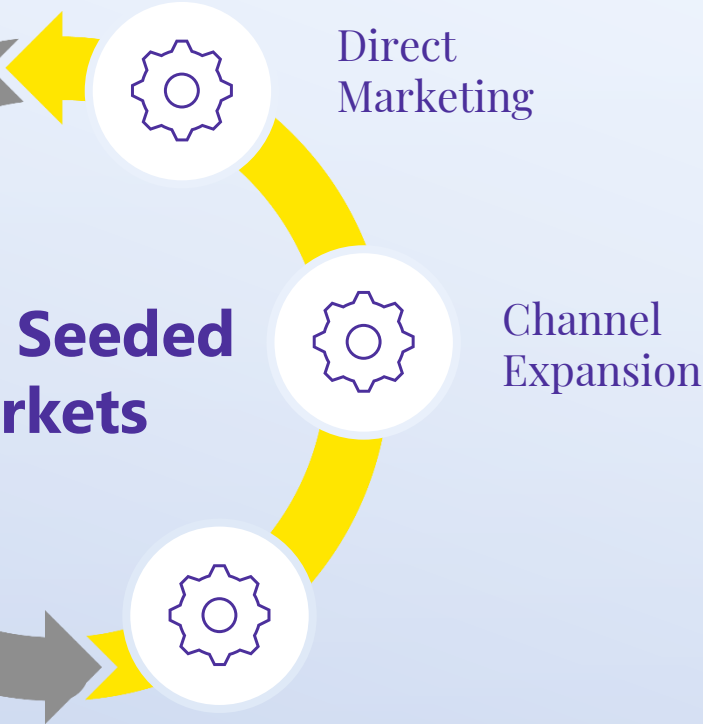
Acquisition of  
“Adjacent” Basmati  
Consumer



**Existing  
Markets**

New Products

**New / Seeded  
Markets**



Direct  
Marketing

Channel  
Expansion

Launch of economy  
variants / small packs to  
drive penetration

AWARDS & ACCOLADES | FY 25



**BEST FAMILY BUSINESS**  
Indian Family Business Awards



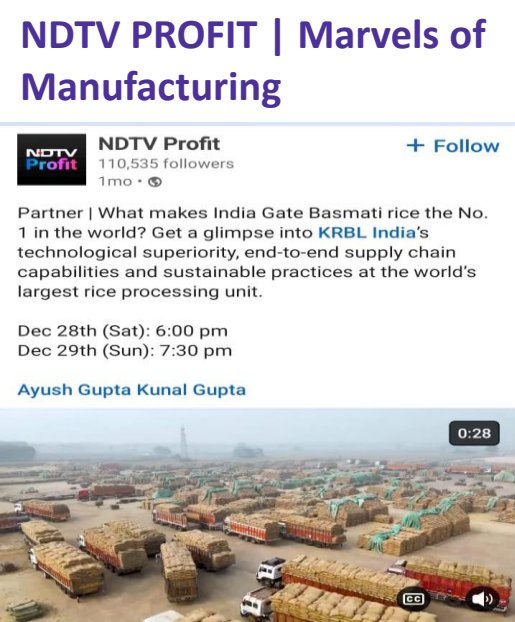
**IAMA Digital Awards**  
Best use of Social Media  
*'Ab khaane mein no Compromise'*



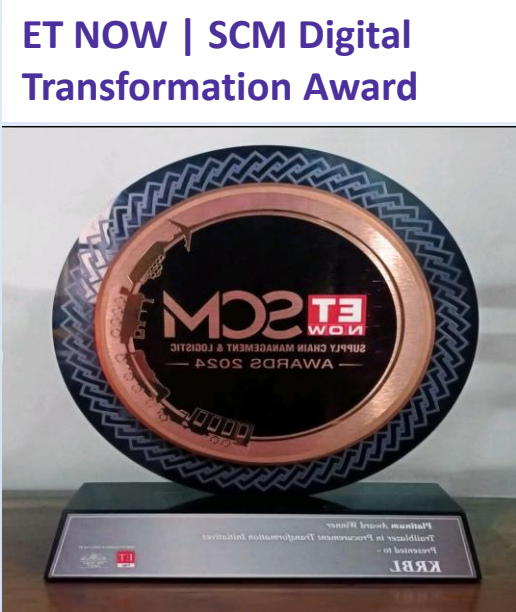
**GOLD, DigiFest**  
Ab Khane me no compromise



**GOLD, LACP AWARDS**



**NDTV PROFIT | Marvels of Manufacturing**



**ET NOW | SCM Digital Transformation Award**



# Contact Us

## 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.



### Investor Relations Desk



KRBL Ltd.



Tel: +91-120- 4060 300



Email: [investor@krblindia.com](mailto:investor@krblindia.com)







# Thank You

---

