



## Radico Khaitan Ltd.

(BSE: 532497; NSE: RADICO)

**Investor Presentation** 

August 2019

# Agenda



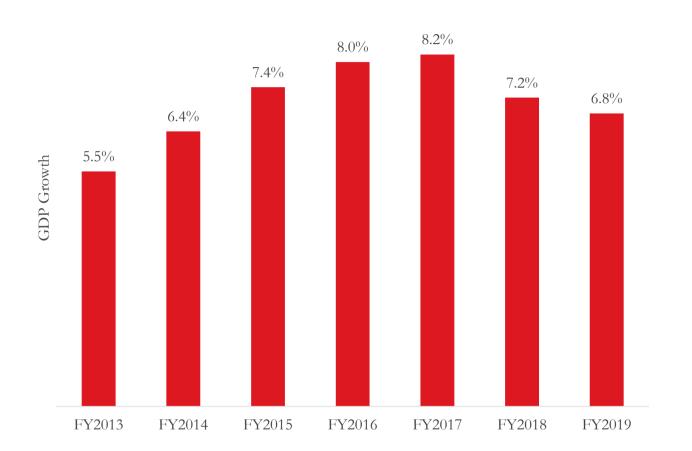
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# India consumption growth

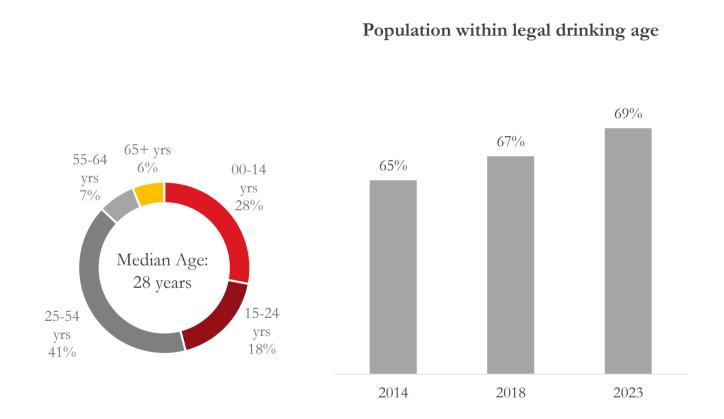
# Poised to become the third largest consumer market globally



India is one of the fastest growing economies in the world...



... with a young demographic profile and 67% of population within legal drinking age



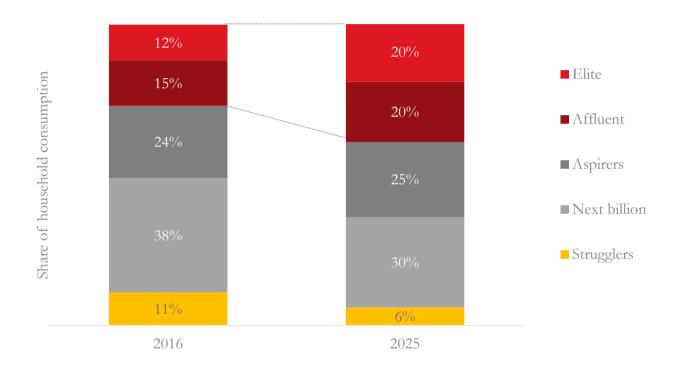
Source: Central Statistics Office

Source: KPMG, Euromonitor International (May 2019)

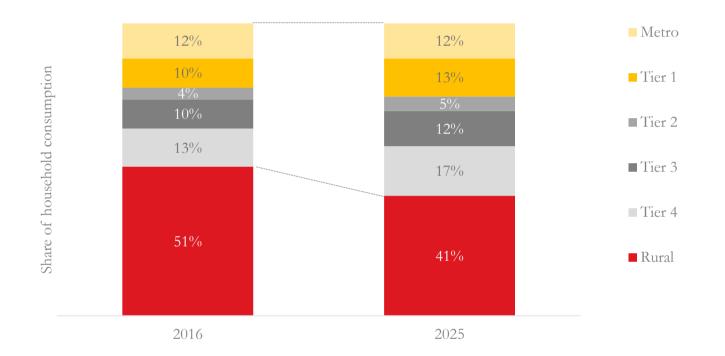
# India consumption growth

# Driven by rising affluence, rapid urbanization and changing consumption patterns

Further, rising affluence...



... rapid urbanization and changing consumption patterns towards higher quality and lifestyle products are the key growth drivers



It is anticipated that by 2025, the top two categories elite and affluent will account for 40% of the total consumption (2016: 27%)

Source: Boston Consulting Group

Note: Income distribution – Elites correspond to household income of more than Rs. 20 Lacs, Affluent between 10-20 Lacs, Aspirers between 5-10 Lacs, Next Billion between 1.5-5 Lacs and Strugglers less than 1.5 Lacs

By 2025, 40% of India's population is expected to migrate to cities and will account for about 60% of the total expenditure

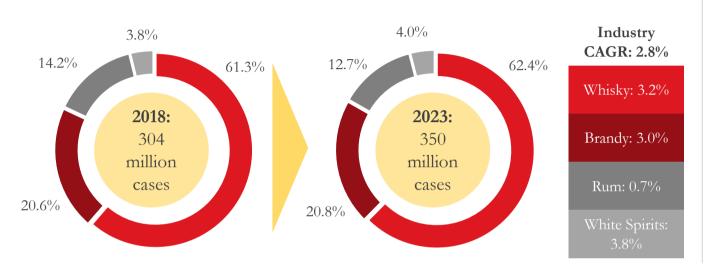
Source: Boston Consulting Group

# Spirits industry in India

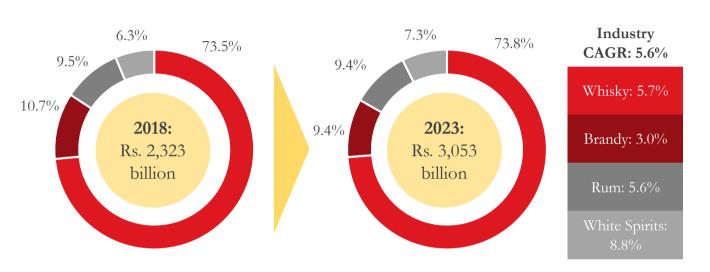
# Premiumization driven growth



#### Sales of Spirits by Category (Volume)

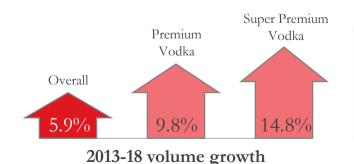


#### Sales of Spirits by Category (Value)



- Spirits sales in India was 304 million cases in CY2018 (up 2.4% y-o-y) and value growth during the same period was 6.3%
- During 2018-23 period, IMFL sales value is expected to grow at a CAGR of 5.6% and sales volume at 2.8%

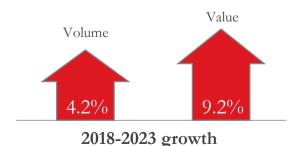
#### Vodka industry growth indicates a strong premiumization trend



Flavoured vodka during 2013-18 has grown 9.1%







Source: Euromonitor International (May 2019)

# Industry landscape

# A highly regulated industry with complex structure



Market Structure	Overview	Pricing Control	States
Free / Open market	A business may apply for a license for a fee defined by the state government subject to license availability	Company has reasonable independence over price increases	Arunachal, Assam, Goa, Maharashtra, Meghalaya, Tripura, Uttar Pradesh
Auction market	The license for sale of liquor is auctioned by the Government to the highest bidder on an annual basis based on an auction process	Company has to negotiate price increases with state appointed distributors	Chandigarh, Haryana, Punjab
State owned / Government corporations	The government is the wholesaler and/or distributor who purchases directly from a company. Some states also have retail shops run by the government	Strict control on pricing by the state government	Andhra Pradesh, Chhattisgarh, Delhi, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Rajasthan, Tamil Nadu, Telangana, West Bengal
Prohibition	States where sales of liquor is prohibited	Not applicable	Bihar, Gujarat

# Company overview

# One of the largest spirits manufacturers in India



1943 Year of Incorporation

75 years of experience in spirits making. One of the most recognized IMFL brands in India

157 Million litres

One of the largest spirits manufacturers. Operates three distilleries and one joint venture

28 Bottling units

Strategically limiting interstate taxes and transport costs. Five own and 23 contract bottling units spread across the country

75,000 Retailers

Strong distribution network. Sale through over 75,000 retail and 8,000 on premise outlets

28% FY2019 Premium volume share

Consistently increasing Prestige & Above brand contribution to total IMFL volumes; 49.5% in value terms

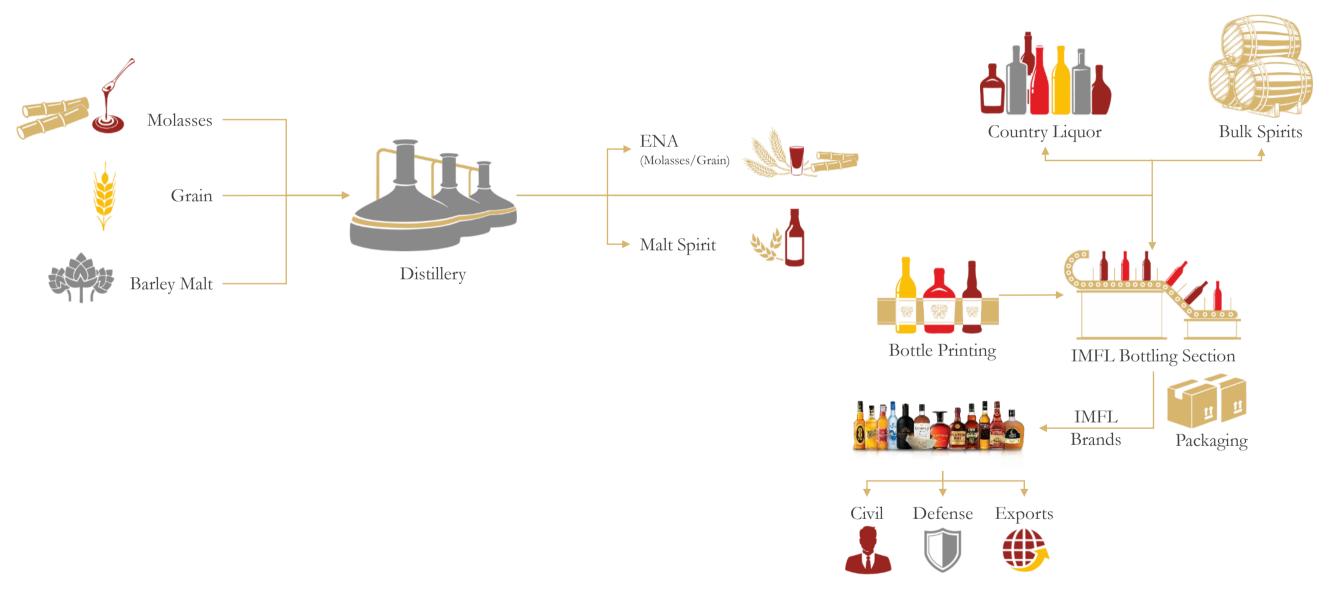
FY2019 Net Revenue 21.0 (Rs. billion)

With EBITDA margin of 16.7%

# Integrated business model

# Transformation led by vertical integration





# Brand portfolio

# Broad choice for consumers with focus on premium brands

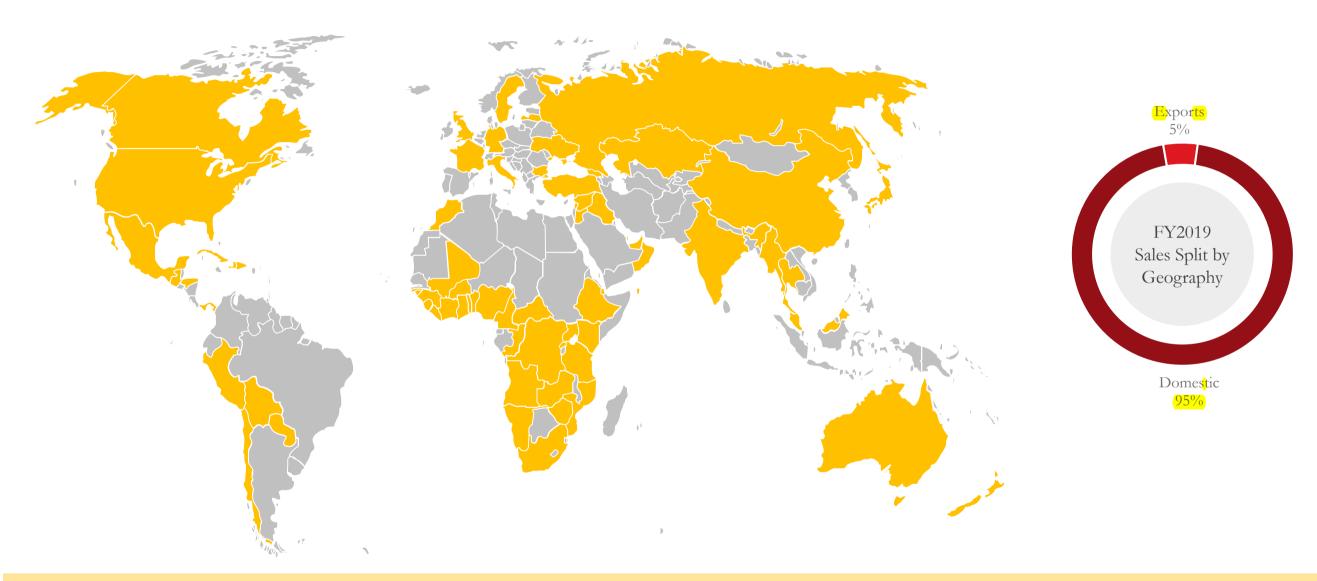


MRP	Whisky	Rum	Brandy	Vodka	Gin	Ready to Drink
Luxury > Rs. 4,000	RAMPUR Part of The Control of The Co				ESTA MARE!	
Semi Luxury Rs. 1,000 – 1,500			MORITHAL S			
Super Premium Rs. 700 – 1,000			NUNUTREN MARIEMANNE			
Semi-Premium / Premium Rs. 500 – 700	8	PLUTON BAY				
Deluxe Rs. 400 – 500		1999				
Regular Rs. 300 – 400						
Ready to Drink Rs. 100 – 150						

# Global presence

# Significant progress in building the brand equity in the overseas markets





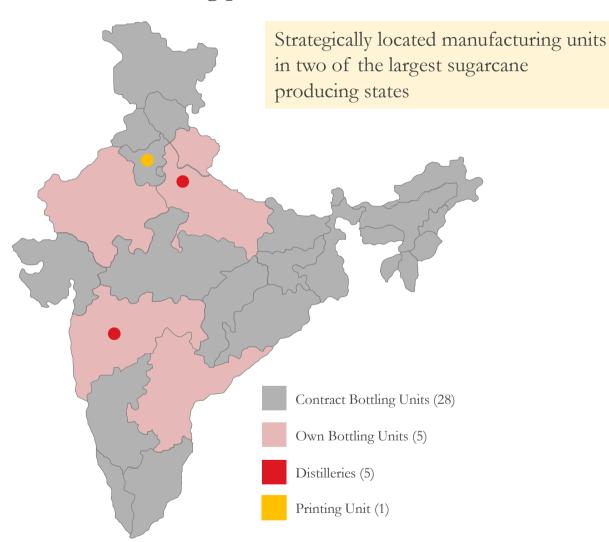
Exports to over 85 countries across the world

# Consumer centric go-to-market strategy

# Deliver the right product to customers where they want it most



#### Pan India manufacturing platform to cater to customer needs



Location	Distilleries	Molasses	Grain	Malt	Total	
		Capacity (million litres)				
Rampur	3	75.0	27.0	0.5	102.5	
Auran <mark>ga</mark> ba <mark>d</mark>	2	40.0	15.0	0.0	55.0	
Total	5	115.0	42.0	0.5	157.5	

#### Robust region wise and channel wise sales and distribution network

- Sells through over 75,000 retail outlets and over 8,000 on premise outlets
- Apart from wholesalers, a total of around 350 employees divided into four zones, each headed by regional profit center head
- Responsible for sales planning, production planning, sale monitoring and market share analysis
- Supported by regional marketing services head for implementing various marketing and trade promotion schemes

# Senior management

# Experienced management team with in-depth industry experience



#### **Key Executives**

#### Background



#### Dr. Lalit Khaitan, Chairman & Managing Director

- Has over 50 years of industry experience
- He is on the managing committee of a number of associations, including the PHD Chamber of Commerce and Industry, the Associated Chamber of Commerce and Industry of India, All India Distillers Association, Uttar Pradesh Distillers Association and Confederation of Indian Industry
- Received the lifetime achievement award by the Confederation of Indian Alcoholic Beverage Companies in 2005 and by Alcobev in 2008. Most recently been awarded the 'Legend of the Industry' at Spiritz 2014



#### Abhishek Khaitan, Managing Director

- Has around 25 years of industry experience
- Started the IMFL division of the Company and has played an instrumental role in the brand creation journey of the Company
- Was named the 'Top Entrepreneur of the Year' by Inspirit in 2008
- Also received the Inspirit 2014 'Young Entrepreneur of the Year' Award



#### K. P. Singh, Director - Production

- Has over 45 years of industry experience and has been with the Company for over two decades
- He is also the Occupier (as defined under the Factories Act) of the Company's factory in Rampur, Uttar Pradesh

# Senior management

# Experienced management team with in-depth industry experience



#### **Key Executives**

#### Background



#### Dilip. K. Banthiya, Chief Financial Officer

- Has around 35 years of in corporate finance, treasury, international finance and corporate mergers and acquisitions
- Invited to the CFO100 Roll of Honour 2012 in recognition of excellence
- Has been associated with various professional bodies and committees



#### Amar Sinha, Chief Operating Officer

- Has over 32 years of experience of heading reputable Indian and multinational FMCG companies and in the field of sales & marketing
- Prior to joining Radico in April 2017, he was the Executive Director at Wave Industries
- Has also served Shaw Wallace where his last position was MD and CEO
- He has also served in leadership positions at White & Mackay India, BDA Ltd (now ABD) and Playwin, among others



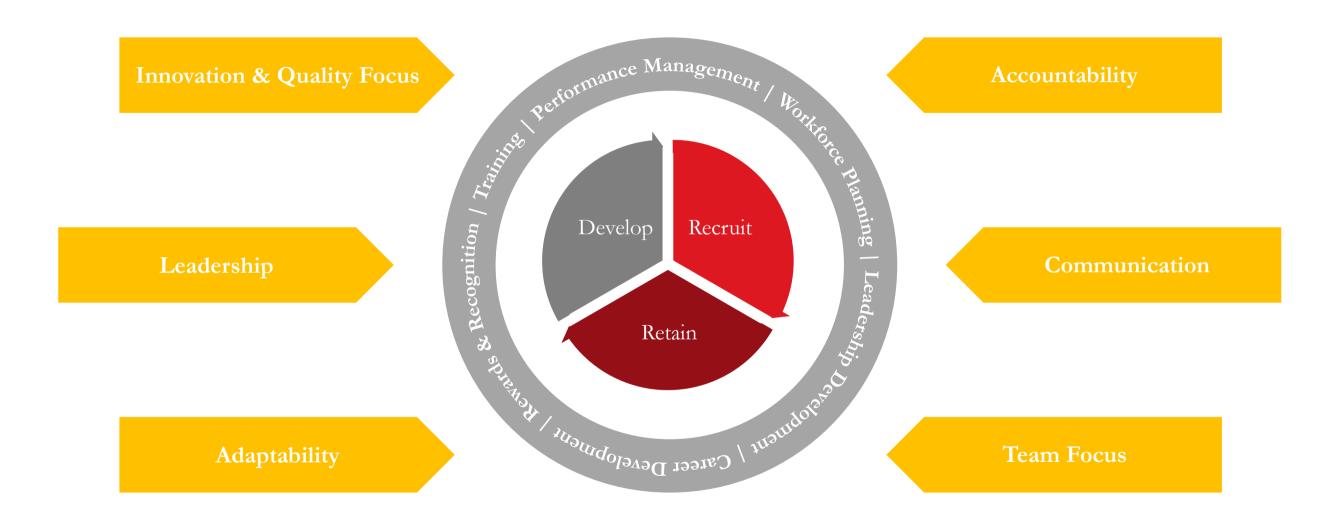
#### Sanjeev Banga, President - International Business

- Has over 30 years of industry experience
- Previously worked with Seagram India, Nestle India, Kohinoor Foods, Mason and Summers Alcobey, and Godfrey Phillips India
- Joined Radico Khaitan in 2008

# Human resource development

# Recruit, retain and develop a team for future growth





# Corporate social responsibility

# Proactively fulfilling responsibility towards the society



#### Skill development & job opportunities

Radico Khaitan is conducting skill development activities for employment of villagers and women empowerment

Free professional classes for girls and boys to support them for self employment

Free sewing machines and beautician kits to all the girl participants



# एक दिन में रेडिको खेतान ने लगाए ११००

#### Safe, clean & green environment

Some of the parts of Rampur is facing "Dark Zone" category for last few years. Radico Khaitan adopted artificial water recharging technique through bore wells to improve the water level of Rampur

Radico Khaitan has also arranged tree plantation around the ponds in villages for greenery

Radico Khaitan is also conducting "Swachh Bharat" drive in nearby villages of Rampur city

#### Infrastructure & educational support

Practical knowledge of students studying in 10<sup>th</sup> & 12<sup>th</sup> classes is lagging due to insufficient infrastructure of practical laboratories in some schools of Rampur rural area.

Radico Khaitan has supported the inter colleges in improving their laboratories by:

- Donated one hall for science laboratory to Shri Hari Inter College, Rampur
- Donated physics, chemistry & bio laboratory apparatus to Shri Hari Inter College, R. S. M. Inter College, Village Chandupura, Bal Vidya Mandir Inter College, Village Mahmoodpur, Rampur





#### Health care & medical facilities

Radico Khaitan donated latest world class technique "Fundus Camera" and "Retinal Green Laser" machines to District Eye Relief Society, operating under District Administration of Rampur

# Clearly defined strategic roadmap Focus on building brands and driving a profitable growth



#### Innovation and brand building

- Established track record: Magic Moments vodka, Morpheus brandy
- Recent launches: 8PM Premium Black whisky, Jaisalmer Indian Craft gin, Rampur Indian Single Malt, 1965 rum, Electra ready to drink, Pluton Bay rum, Regal Talon whisky

#### Premium growth

- Growth driven by Prestige & Above category brands
- Strong premiumization focus with 10.5% volume growth since FY2014
- Prestige & Above category contribute to 28.3% of IMFL volumes and 49.5% of the IMFL value sales during FY2019

# Strong cash flow generation and deleveraging

- Focused on a profitable growth driven by Prestige & Above category brands
- Ongoing debt reduction
- Target to have no borrowings by end of FY2021
- Improved profitability margins and return ratios

#### Consumer centric go-to-market strategy

#### Human resource development

# Innovation and brand building Twelve brands launched in the last decade, eleven are in premium categories



Started the branded IMFL division and launched its first brand 8 PM Whisky:

Became a millionaire brand in first year of launch

After creating brands in high volume regular categories, launched the first product in the semi premium category, Magic Moments Vodka

Launched After Dark, a premium category whisky

Launched two new flavors of Magic **Moments** Verve Vodka

Launched Rampur Indian Single Malt luxury whisky and Regal Talons Semi Deluxe whisky

Launched Jaisalmer, a luxury Indian craft gin, 8PM Premium Black whisky and Morpheus Blue super premium brandy





















Launched Old Admiral Brandy in the regular category; Became one of the leading brands in CSD

Launched Morpheus Super Premium Brandy; Magic Moments became a millionaire brand

Launched Magic Moments Verve, a super premium vodka followed by flavors of Verve

Launched ELECTRA, a premium ready to drink product

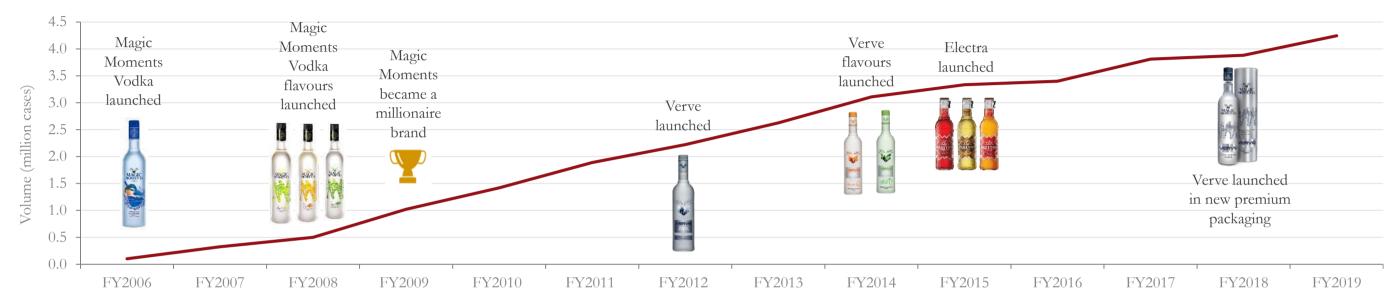
Launched Pluton **Bay** Premium Rum and 1965- The Spirit of Victory Premium Rum

One of the few companies in India to have developed its entire brand portfolio organically Four millionaire brands – 8 PM Whisky, Contessa Rum, Old Admiral Brandy and Magic Moments Vodka

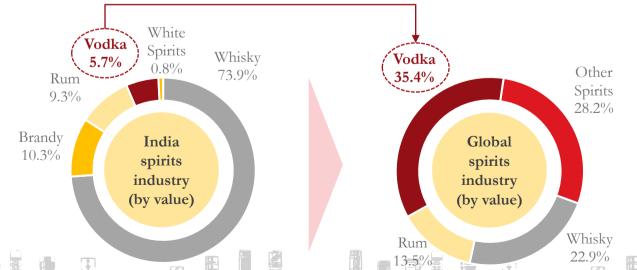
# Innovation and brand building Track record of developing successful brands



#### Magic Moments family of vodka leads the Indian vodka industry with 56% market share



#### Change of Indian consumer preference towards global vodka consumption pattern represents significant growth opportunity



- Radico Khaitan's Magic Moments vodka has over 56% market share
- The Millionaire Club ranked Magic Moments as the 11<sup>th</sup> largest vodka globally
- Market share of vodka (in value terms) in the global spirits industry is about 35% compared to only 5.7% in India
- Changing consumption patterns and consumer preference represent significant growth opportunity for already a market leader, Radico Khaitan

Source: Euromonitor International (May 2019), Industry research

# Innovation and brand building

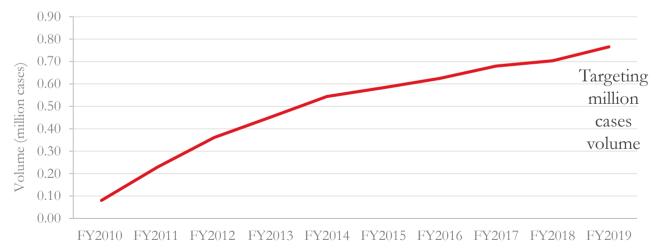
## Track record of developing successful brands



#### Morpheus leads the super premium brandy segment with 56% market share



- Morpheus is a premium aged brandy
- Named after the Greek God of dreams - Morpheus
- Links in well with reflections, success, ambition and dreams
- Shape of bottle: Inspired from a brandy goblet. With the cap on it, looks like an inverted goblet



#### Rampur Indian Single Malt testifies the Company's innovation and R&D strengths



- Aged in the foothills of the Himalayas, Rampur is the Kohinoor of Single Malts
- The Rampur Indian Single Malt is presented in a distinguished canister packaging. Treasured in a robust stout bottle with a thick base, the overall appearance is of under-stated luxury
- This product is currently launched in the international markets only

#### Jaisalmer Indian Craft Gin



- A triple-distilled neutral grain spirit, redistilled in a traditional copper pot still; the recipe is handcrafted in a timehonoured way
- Derived from the ancient Indian knowledge on herbs, the botanicals beautifully release pine notes from Juniper

# Innovation and brand building Brand and packaging innovation





#### 8 PM Whisky

- Packaging innovation in the 180 ml SKU with the launch of Tetra Pak
- Offers the consumer value for money, hygiene and ease of handling
- Helped increase the product reach through efficient logistics and enhanced distribution width



#### Pluton Bay Rum

- The bottle is transparent and has a rustic view
- A key differentiator from the existing competition having a unique tear off sleeve (one of its kind) and pilfer proof bottle
- Enhances ease of portability and decantation



#### Magic Moments Electra

- Capitalising on the success of Magic Moments vodka, Radico Khaitan launched the Electra ready to drink product
- With an higher 8% alcohol strength, this product is in line with Indian consumer preferences
- Further, launch of various flavours also addressed the increasing cocktail trend in India



#### Morpheus Brandy

- India's first super premium brandy; holds a leading market share in this category
- Unique goblet shaped bottle
- Placement in more than 75% of A-class retail outlets with 90% repeat purchases

# Innovation and brand building Rampur Single Malt receives laurels worldwide



Awards



**Double Gold** World Wine & Spirits Awards San Francisco 2017

Rank #5 Whisky Advocate Magazine USA

Features



The Spectator online for World Whisky Day

**Top 10** Whiskies of 2016 Whisky for Everyone

Whisky Intelligence

The Guardian, The Telegraph, IWSR...

# Innovation and brand building The Millionaire Club 2018 global rankings



Fastest growing whisky in the world

Largest whisky in the world by volume

Largest vodka in the world by volume

Largest rum in the world by volume

Largest brandy in the world by volume









## Historical financial trend

# Strong premiumization focus with over 10% growth since FY2014



#### Prestige & Above brands (Million cases)



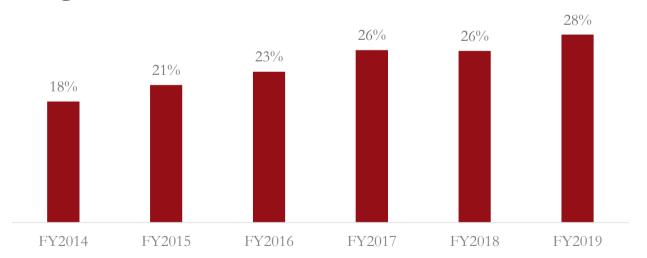
#### Regular & Others brands (Million cases)



#### Total volumes (Million cases)



#### Prestige & Above volume as % of Total volumes

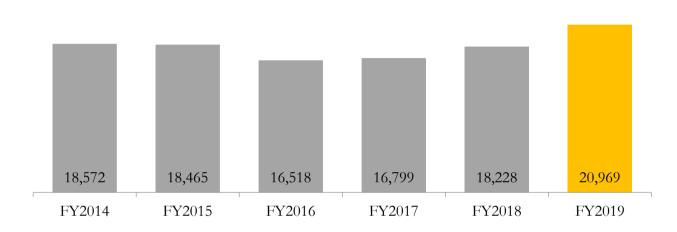


#### Historical financial trend

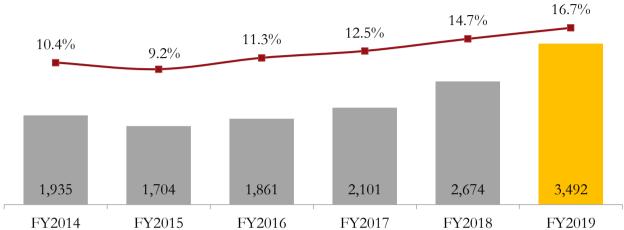
# Consistent revenue with significantly improved profitability



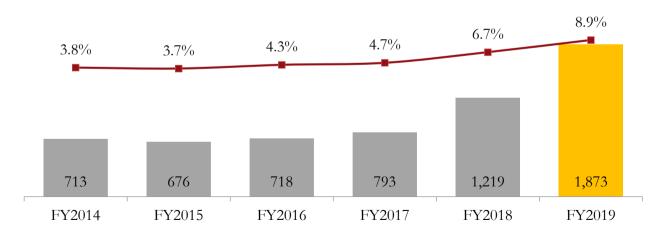
#### Net Sales (Rs. Million)



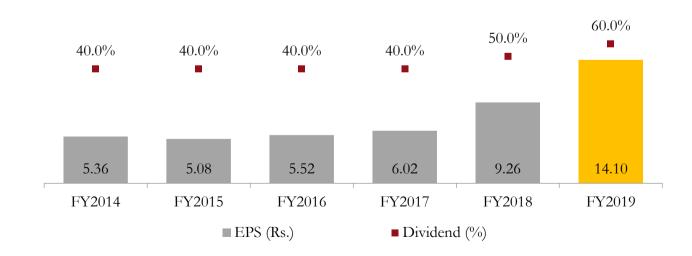
# EBITDA (Rs. Million) and Margin (%)



#### Net Comprehensive Income (Rs. Million) and Margin (%)



EPS (Rs.) and Dividend (%) Trend



- Net revenues includes sales from CBUs
- Margins calculated based on revenue including CBU sales
- FY2016 to FY2019 financials are based on IND-AS

# Historical financial trend Q1 FY2020 performance highlights



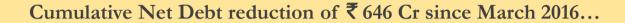
<u> </u>						RADICO KIIA	
		Q1		12 Months		<i>y-o-y</i>	
	FY2020	FY2019	Growth (%)	FY2019	FY2018	Growth (%)	
Operational Performance (Million Cases)							
Prestige & Above	1.99	1.71	16.0%	6.12	5.05	21.3%	
Regular & Others	4.27	3.87	10.2%	15.48	14.45	7.1%	
Total Volume	6.25	5.59	<i>12.0%</i>	21.61	19.50	10.8%	
Prestige & Above as % of Total	31.8%	30.7%		28.3%	25.9%		
Financial Performance (₹ Crore)							
Revenue from Operations (Gross)	2,677.08	2,115.28	26.6%	8,058.00	6,270.36	28.5%	
Revenue from Operations (Net)	623.58	516.38	20.8%	2,096.95	1,822.77	15.0%	
Gross Profit	294.59	261.60	12.6%	1,082.62	870.56	24.4%	
Gross Margin (%)	47.2%	50.7%		51.6%	47.8%		
EBITDA	98.94	90.56	9.3%	349.23	267.43	30.6%	
EBITDA Margin (%)	15.9%	17.5%		16.7%	14.7%		
Total Comprehensive Income	54.56	46.97	16.2%	187.35	121.94	53.6%	
Total Comprehensive Income Margin (%)	8.8%	9.1%		8.9%	6.7%		
Basic EPS (₹)	4.11	3.55	15.5%	14.10	9.26	52.2%	

Revenue from Operations includes Other Operating Income

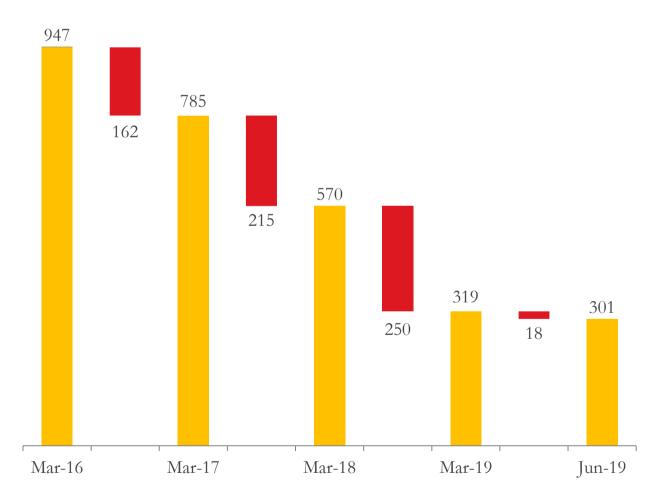
#### Historical financial trend

## Improved profitability and cash flows resulted in deleveraging and interest cost reduction



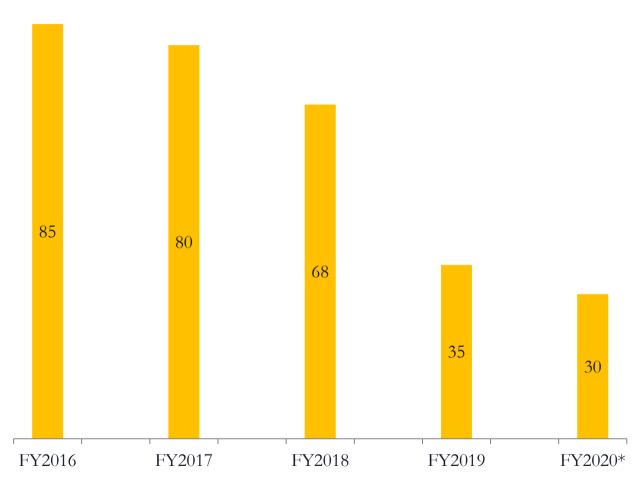






#### ...Resulted in annualized interest cost saving of 65%





<sup>\*</sup> Q1 FY2020 Interest Cost is annualised to represent full year FY2020

# Branding & marketing Brand performance





#### Rampur Indian Single Malt

- Launched select variants:
  - o Rampur PX Sherry: Limited 48 cask batch where American Oak were handpicked and transferred to PX Sherry Butts from Jerez, Spain
  - Rampur Double Cask: Matured in hand-picked American Bourbon barrels and European Oak Sherry casks
- Now also available in select stores in New Delhi
- Investing in malt capacity expansion



#### Jaisalmer Indian Craft Gin

- A triple-distilled neutral grain spirit, re-distilled in a traditional copper pot still; the recipe is handcrafted in a time-honoured way
- Derived from the ancient Indian knowledge on herbs, the botanicals beautifully release pine notes from Juniper
- Launched in key European markets at the duty free stores
- Rated as the Best Gin produced out of Asia in 2019 at The Gin Guide Awards, the most respected Awards for Gin in the world





#### Morpheus Super Premium Brandy

- Launched a semi luxury variant Morpheus Blue
- Market leading share of 56% in the super premium brandy category in India

# Branding & marketing Brand performance





#### Magic Moments Vodka

- Sales volumes crossed 4 million case mark
- Launched Magic Moments Verve in a new premium canister packaging
- Marketing campaign with Bollywood stars Kartik Aryan and Jacqueline Fernandez
- Continues to gain market share with Magic Moments now accounting for 56% of the overall vodka market share and Verve accounting for 20% market share of the premium vodka category



#### 8PM Premium Black Whisky

- Launched a premium variant of 8PM whisky
- Strong initial traction and consumer response
- Currently available in 11 states. Four more states planned in the coming quarter
- Signed endorsement deal with Bollywood youth icon, Tiger Shroff

Endorsement deals with Bollywood stars for Magic Moments vodka and 8PM Premium Black whisky A&SP accounts for 6.0% of Total Net Revenue in Q1 FY2020 (6.6% in FY2019)

# Branding & marketing

# Focus on brand specific marketing campaigns





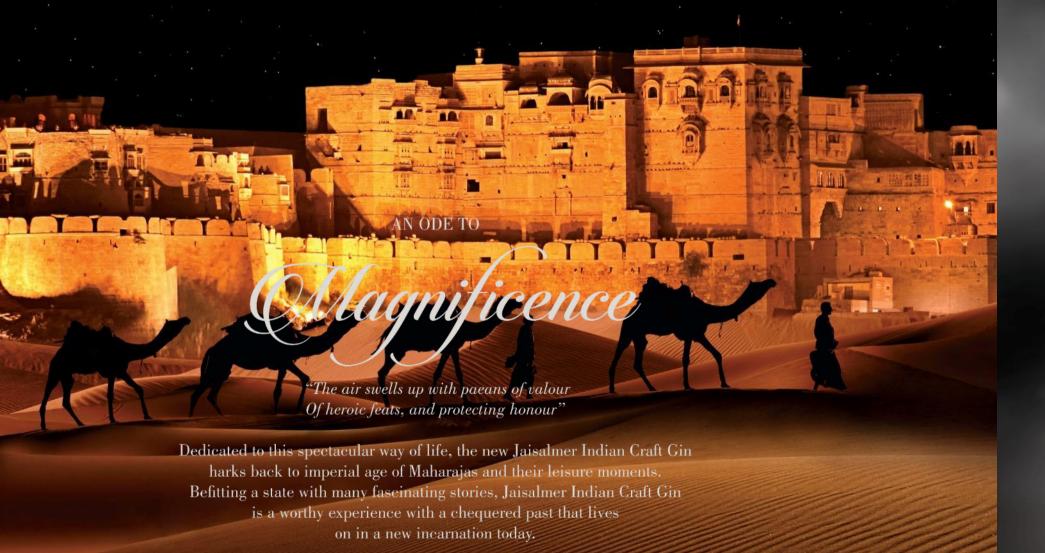








# Branding & marketing Jaisalmer Indian craft gin



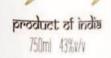




# Branding & marketing Rampur Indian single malt









#### Rampur Indian Single Malt Whisky: Decades of Perfection

Takes forward the rich heritage of Rampur, a princely state of British India and the 75 years of distillation expertise of Radico Khaitan, the pioneers of legendary spirits in India. Aged in the foothills of the Himalayas, Rampur is the Kohinoor of Single Malts. The Rampur Indian Single Malt is presented in a distinguished canister packaging. Treasured in a robust stout bottle with a thick base, the overall appearance is of under-stated luxury. The Rampur Indian Single Malt experience is enhanced with the addition of a cork with sleeve and a hand crafted silk pouch imparting a royal touch.



#### Magic Moments Vodka: Zing up Life

A rage overnight, the enthralling taste of Magic Moments not only set towns buzzing but also unleashing the thirst of making every moment grand.

Produced from finest grains, its triple distilled process is a mark of absolute purity that simply zings up life. The spirit of Magic Moments can be celebrated with various tantalizing flavors that take excellence a notch up!



**Branding & marketing** 

Electra ready-to-drink and Magic Moments Verve









# Branding & marketing 1965 premium rum

IN AN INITIATIVE UNDERTAKEN BY RADICO KHAITAN, 1965 – THE SPIRIT OF VICTORY, PREMIUM XXX RUM, WAS LAUNCHED THIS YEAR.

WITH THIS ENDEAVOUR, WE WISH TO SALUTE THE GALLANT TASK UNDERTAKEN BY OUR BRAVE SOLDIERS IN THE 1965 INDO-PAK WAR.

MARKETED EXCLUSIVELY TO THE INDIAN DEFENCE FORCE PERSONNEL, IT IS AVAILABLE AT CANTEEN STORES DEPARTMENT.

THE PRODUCT WAS CREATED TO CATER TO PREMIUM RUM DRINKERS, WITH RICH FLAVOURS LIKE DRIED FRUITS, CHOCOLATE, OAK AND HONEY.

THE PRODUCT IS NOMINALLY PRICED AND IS A SHINY NEW FEATHER IN RADICO KHAITAN'S CAP.







#### Regal Talons Rare Generation Whisky: Unbeatable Spirit

The finest blend that combines Indian grain spirits with imported aged scotch malts to deliver an exceptional smoothness. Regal Talons has been especially made for those who believe in conquering and always emerge as champions at every step with their unbeatable spirit.

The fine taste of Regal Talons sets free the spirit of passion & perfection and takes one to a new level of supremacy. The smoothness of this whisky rolls on the tongue like silk and lets one savour it effortlessly, enjoying the finest things in life

# Branding & marketing Pluton Bay rum







#### Pluton Bay Rare Exotic Rum: Spirit of Adventure

A unique experience, with a perfect blend of international design and world-class packaging. Rare and smooth taste, offering a premium blend. A rich, full and spicy dark rum with caramel and spice on the nose. Smooth and medium-bodied rum. A suitable and fine mixing rum if ever there was one.

# Branding & marketing After Dark premium whisky





After Dark Fine grain whisky: One life, many passions. Why wait?

Night has different connotations for different people, it unfolds differently and brings a unique world of desire, adventure and excitement.

It's where fun and action begins and party never stop.







## **Contact information**



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 Radico Khaitan's 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.

Radico Khaitan undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.

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