



NIFTY50

Analyst Meet
Q1'19-20 Results
Conference Call
9th Aug 2019

BRITANNIA

#1
FOOD PRODUCTS
CATEGORY

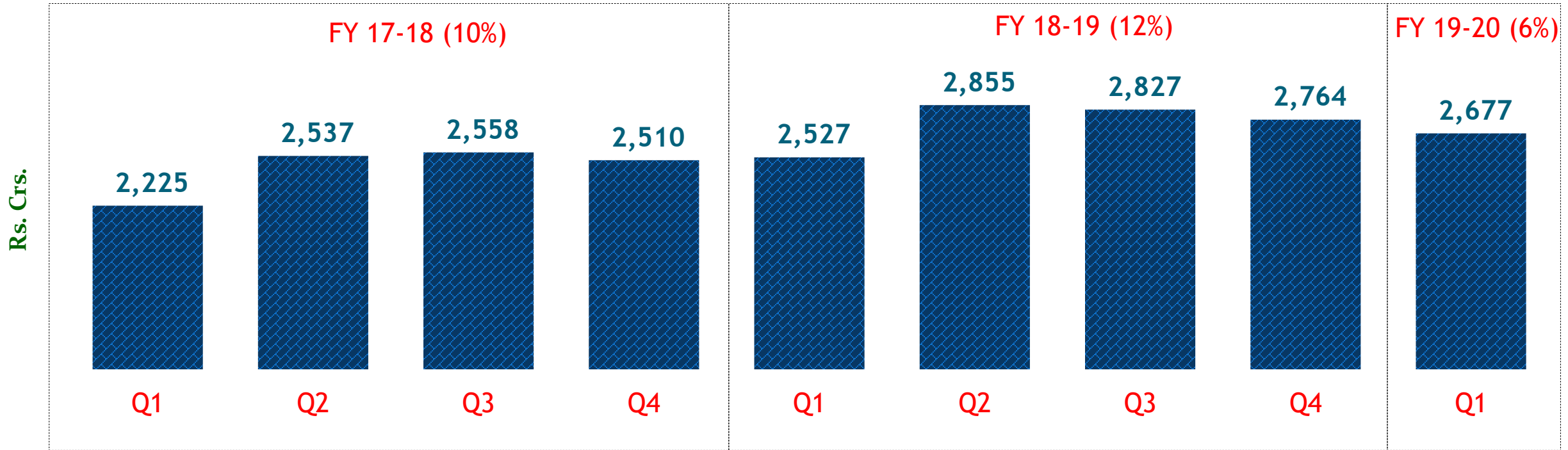
BRAND EQUITY'S MOST TRUSTED BRANDS 2018

MOST TRUSTED BRANDS

Disclaimer / Safe Harbor Statement

This presentation may contain statements which reflect Management's current views and estimates and could be construed as forward looking statements. The future involves risks and uncertainties that could cause actual results to differ materially from the current views being expressed. Potential risks and uncertainties include factors such as general economic conditions, commodities and currency fluctuations, competitive product and pricing pressures, industrial relations and regulatory developments.

We Delivered *growths outpacing the market...*

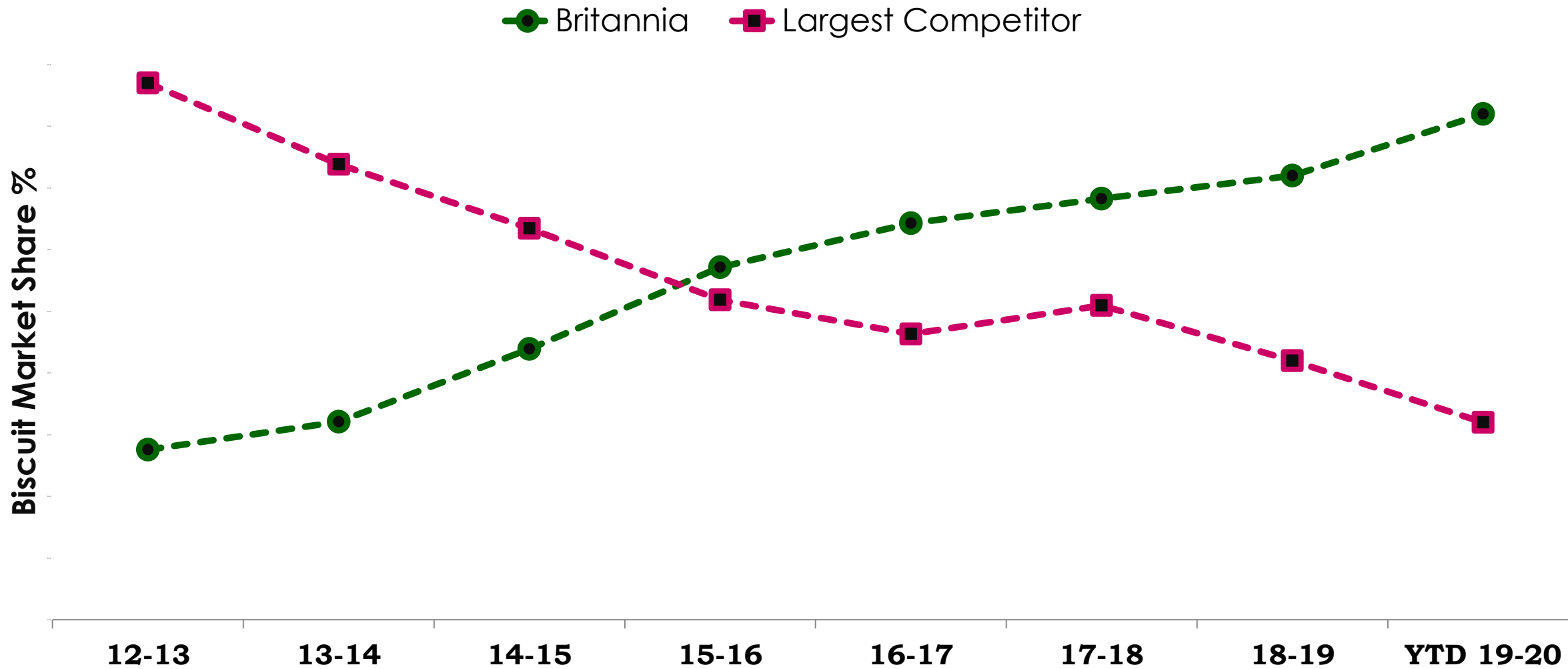


	Q1	Q2	Q3	Q4	Q1
Growth%	14%	13%	11%	10%	6%
24 month growth%	20%	21%	25%	24%	20%

High base

Healthy 24 month growth

And strengthened our *market leadership*

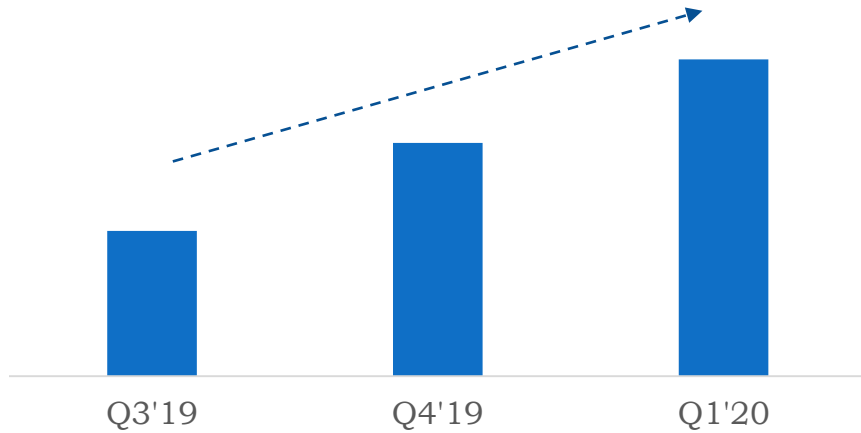


As per AC Nielsen

*In our journey to become a
“Total Foods Company”...
We entered new categories...*

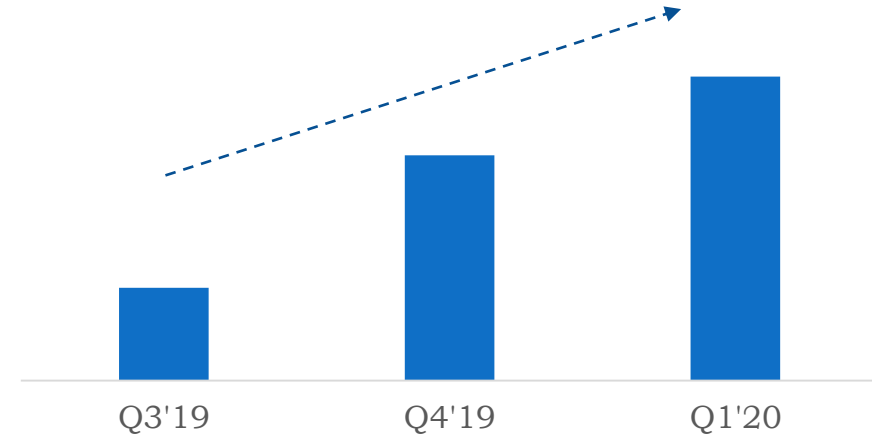
And got a **good response** from consumers...

Wafers



- Launched Pan India
- **No. 3 Brand in less than a year of launch**

Milk Shakes



- Launched ahead of Summer
- Expanded distribution footprint
- **No. 2 Brand in less than a year of launch**

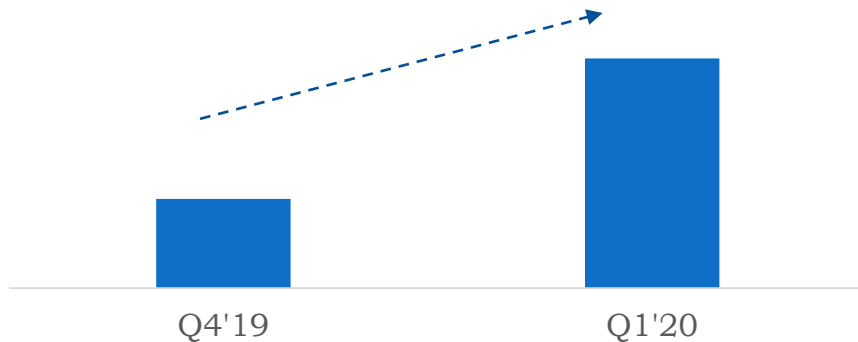
With categories **Redefining bakery** showing promise

Baked Salted Snacks

Groovy Chips



Fun Sticks



- New variant added – TimePass Fun sticks
- Test launch in TN
- **Will be extended Pan India in a phased manner**

Croissant



- 2 Variants:
- Chocolate
 - Vanilla

- Joint Venture with Chipita
- Manufacturing & RM sourcing - a tad challenging
- Took a bit of time to stabilize operations
- **Potential to make it big in Indian market**

And Redefining biscuits... with technology led innovation



Treat Burst

- **Democratized Centrefills**
- Finding traction in market



Treat Stars

- **Open Cream Biscuit**
- First of its kind
- Scaling up distribution



Pure Magic Deuce

- **Chocolate Slab on Biscuit**
- First of its kind
- New summer pack launched

Work on several new formats underway and expected to be launched soon

With our Adjacent business...on **firm footing**

International



- While Middle East continues to be challenging, **America & Asiapac** growing double digits.
- **Nepal local operations** commenced in Apr'19 and growing double digits



- In line with our promise to enter One new geography every year.... **Foray into another South East Asian country is underway**



Dairy



- **Growth in Double digits** on the back of Milk shakes launch
- Profitability impacted due to inordinate increase in milk price



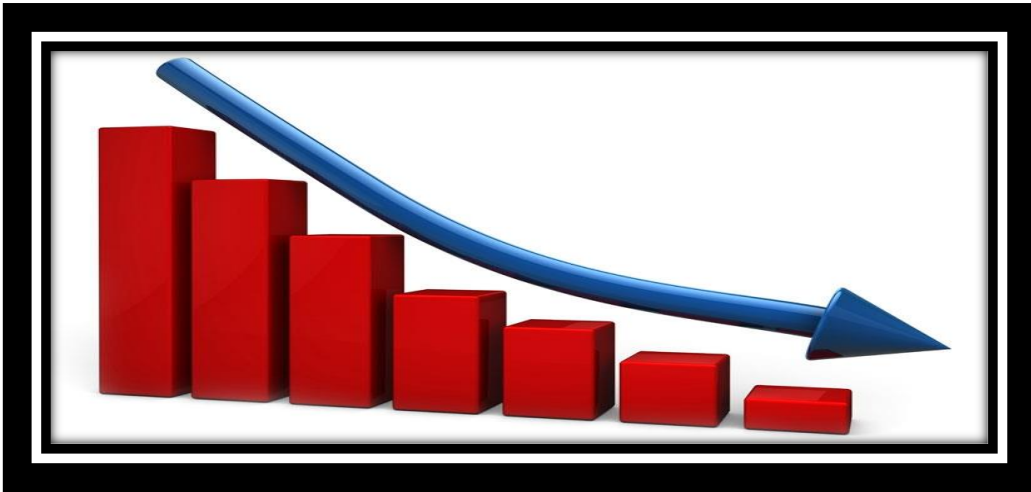
Bread



- Focus is on **driving profitable growth** and opening up **new markets**

While our economy is going through a tough phase...

Slowing GDP growth



**NBFC liquidity Crisis
(+) Bank NPA crisis**



Credit squeeze

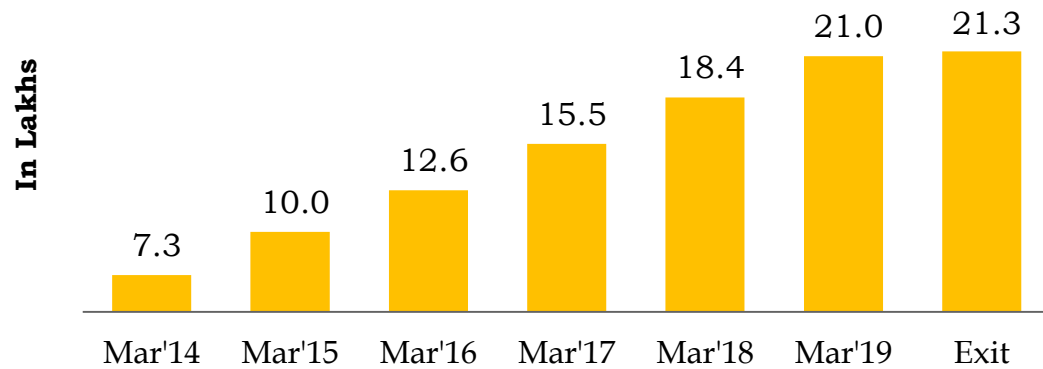
**Stress in the Rural
economy**



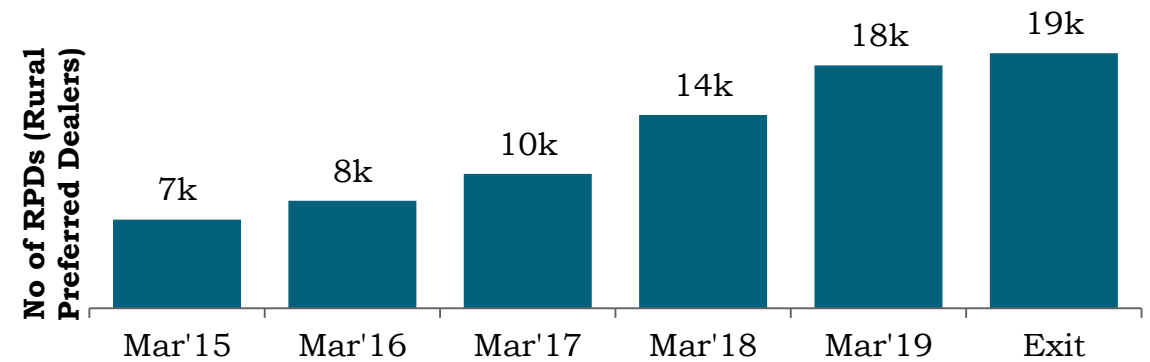
**Reduced real income
from agriculture**

We continued to drive distribution...

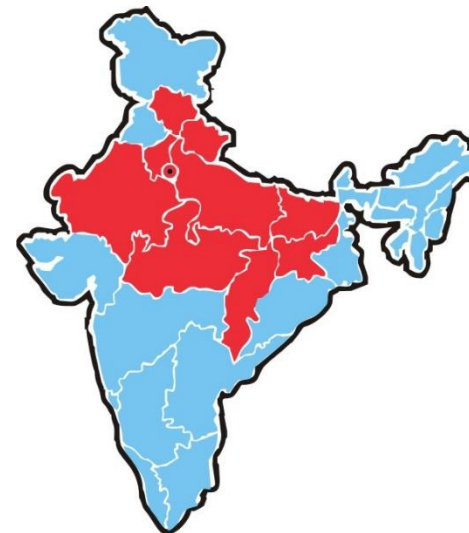
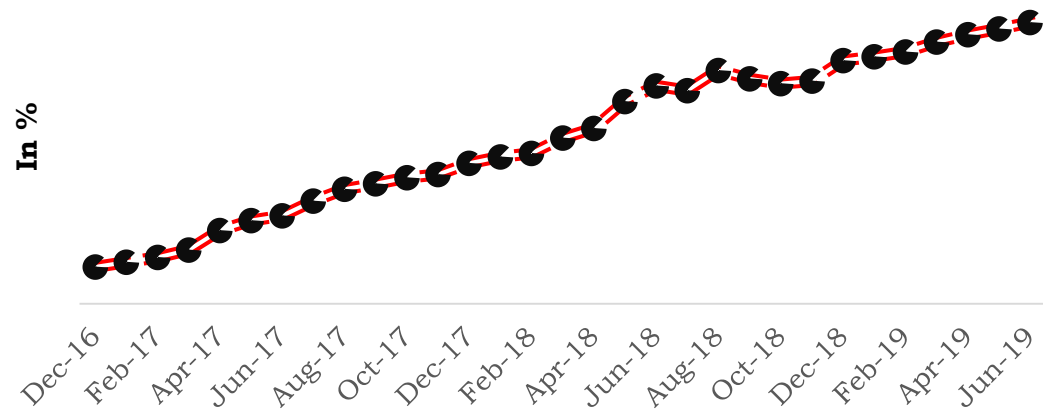
Sustaining Direct Reach



Sustaining Rural distribution



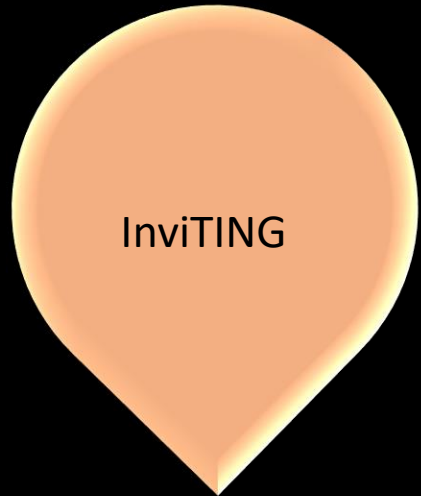
Steady increase in Numeric Distribution



Growth in Hindi belt impacted due to rural distress...

However, we continue to gain market share in all the States

Invest in people, capability & structures...



InviTING

Come Home to Britannia

*Britannians are owners
Tech enabled Feedback &
collaboration*



IgniTING

Fuel the Hunger

*Culture of innovation
Young managers' council*

**Britannians
MAKE
TINGS
HAPPEN**



CreaTING

Build Enriching Careers

*Britannia for Britannians
Learning on the job*



RespecTING

Do the right 'Ting'

*Integrity above all else
Doing good for community*

Ranked amongst Top 15 Best Employers by Forbes- Aon Hewitt Survey'2019



...And continued to invest in Brand Equity despite the growth slowdown

“Britannia Khao World cup Jao” campaign

8 weeks of TV Campaign



Digital Campaign across 7 platforms



Print Campaign



MT Visibility & Activation



Large Visibility Drive in GT



Strong PR Campaign



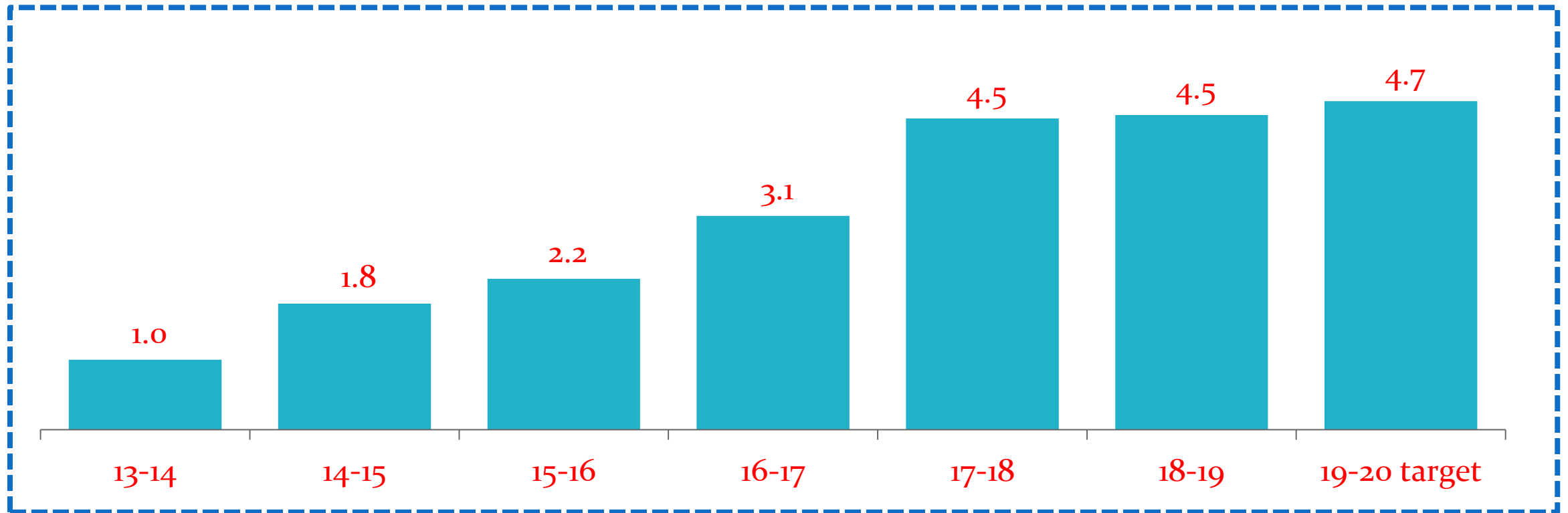
Outdoor Campaign



While keeping a **close watch on costs...**

Taken an **aggressive Cost efficiency target for the year**

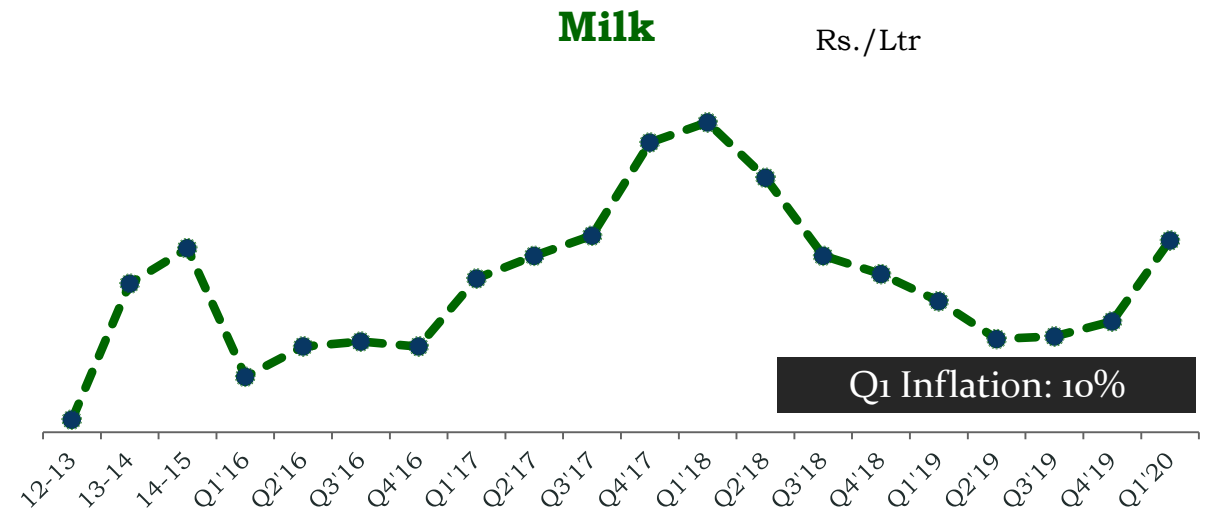
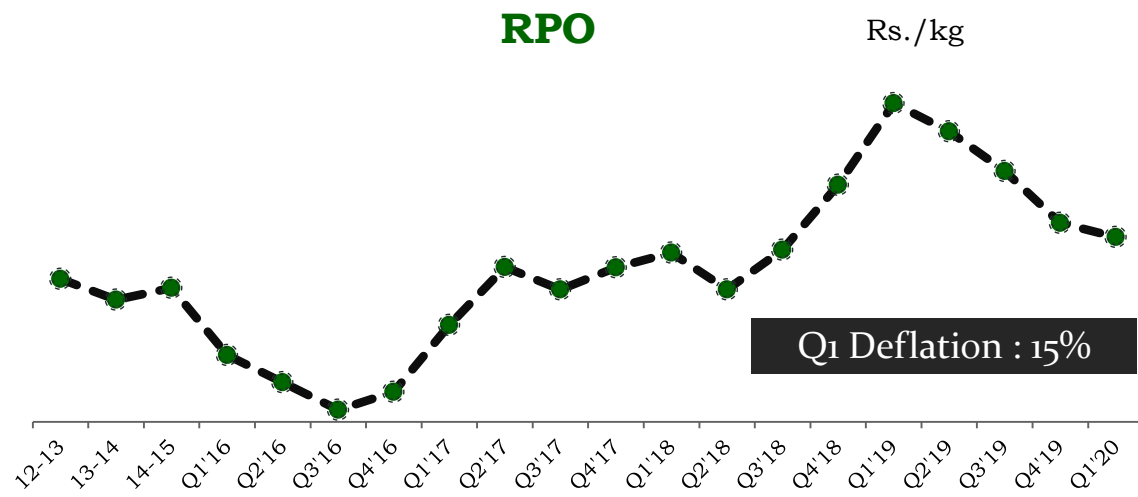
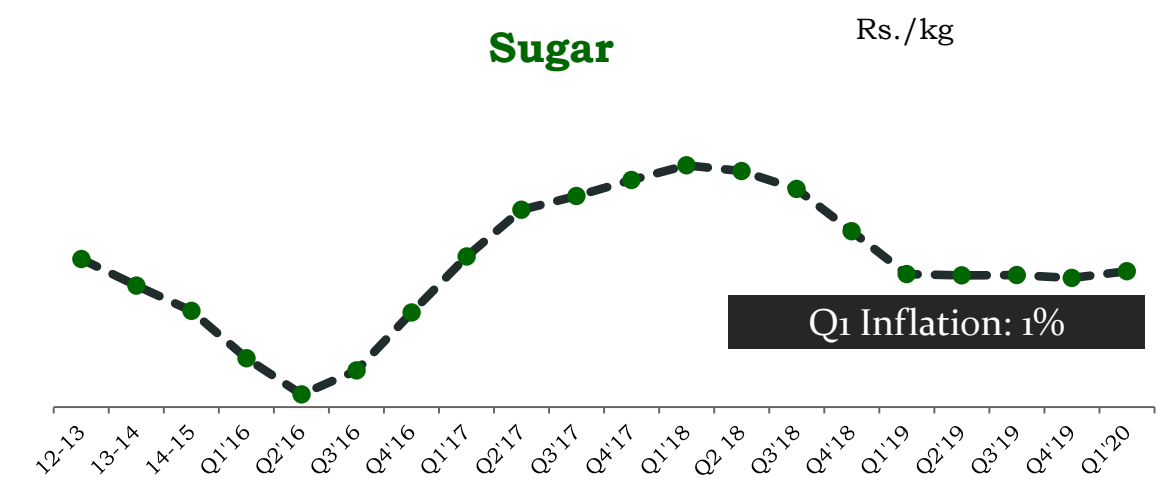
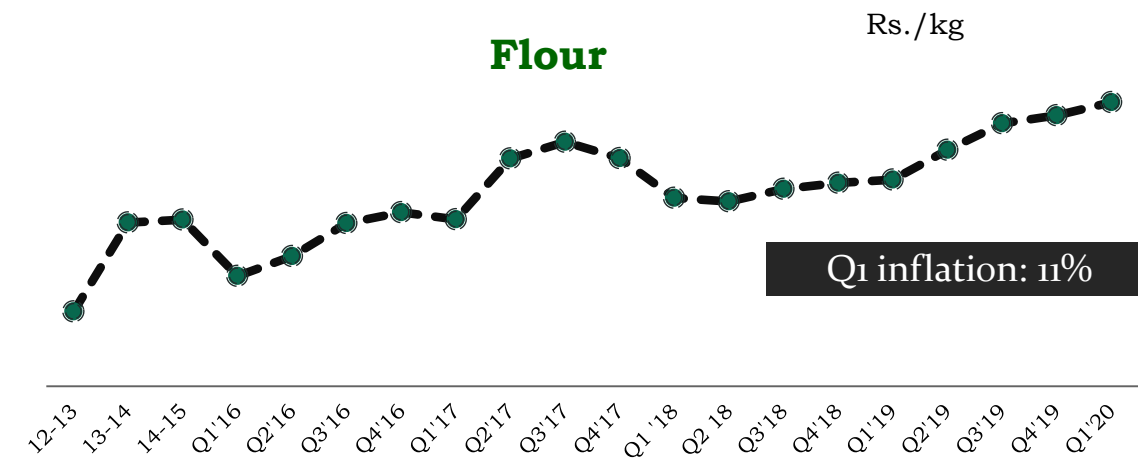
Focus on reducing costs across the supply chain ...



Indexed to year 13-14

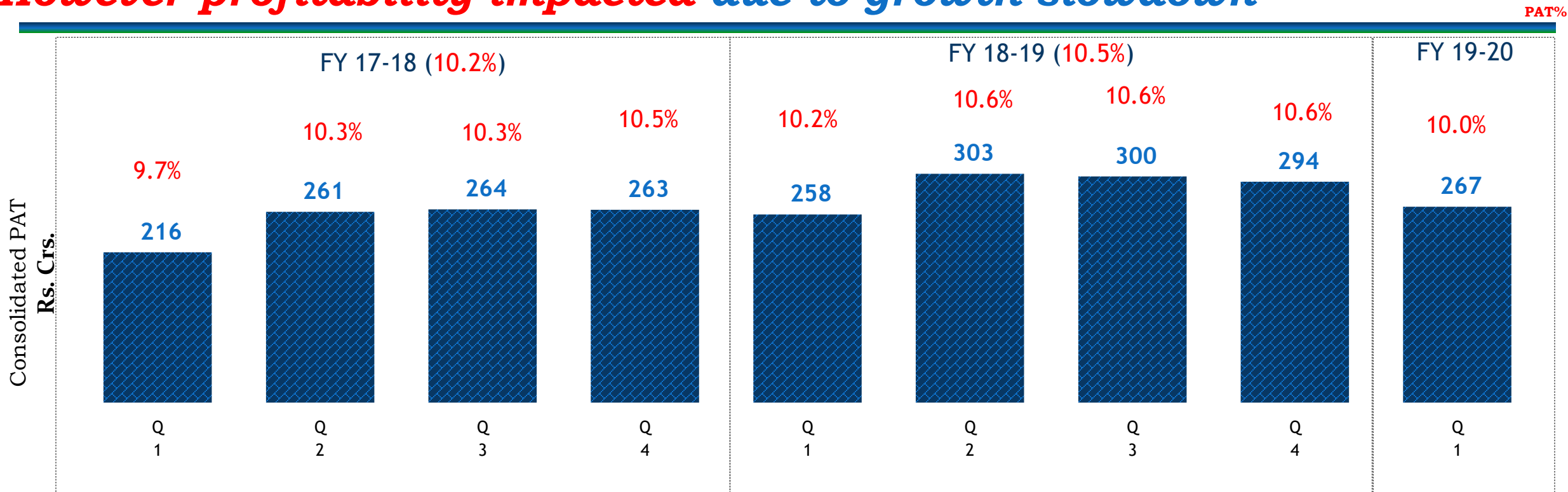
Overall commodity inflation is moderate @ ~4%

with strategic positions on key raw materials



Profits have grown...

However profitability impacted due to growth slowdown



	Q1	Q2	Q3	Q4	Q1 #
Growth%	19%	16%	14%	12%	3%
24 month growth%	18%	29%	36%	40%	23%

Q1 PAT excludes exceptional item relating to VRS cost incurred in one of our high cost subsidiaries.



Financials

Key Financial Lines – Consolidated

Rs. Crs.

Particulars (Consolidated)	Q1'19-20	Growth %
Net Sales	2,677	6%
Profit Before Tax (Excl. Exceptional items)	407	4%
Profit After Tax (Excl. Exceptional items)	267	3%
Profit After Tax (Reported)	251	-3%

Particulars (Consolidated)	12-13	13-14	14-15	15-16	16-17	17-18	18-19	19-20 Q1
Profit from Operations%	5.7%	8.0%	9.3%	13.2%	12.9%	13.8%	14.3%	13.1%
Profit before Tax%	5.8%	8.3%	12.2%	14.7%	14.5%	15.4%	16.1%	15.2%*
Profit after Tax%	4.2%	5.8%	8.9%	9.9%	9.9%	10.2%	10.6%	10.0%*

Note: Profit% have been restated for previous years (wherever required) to make the nos comparable

* Nos. exclude exceptional item relating to VRS cost incurred in one of our high cost subsidiaries.