



**Analyst Meet/ Q4'20-21 Results/ Conference Call  
27<sup>th</sup> April 2021**



## **Disclaimer / Safe Harbor Statement:**

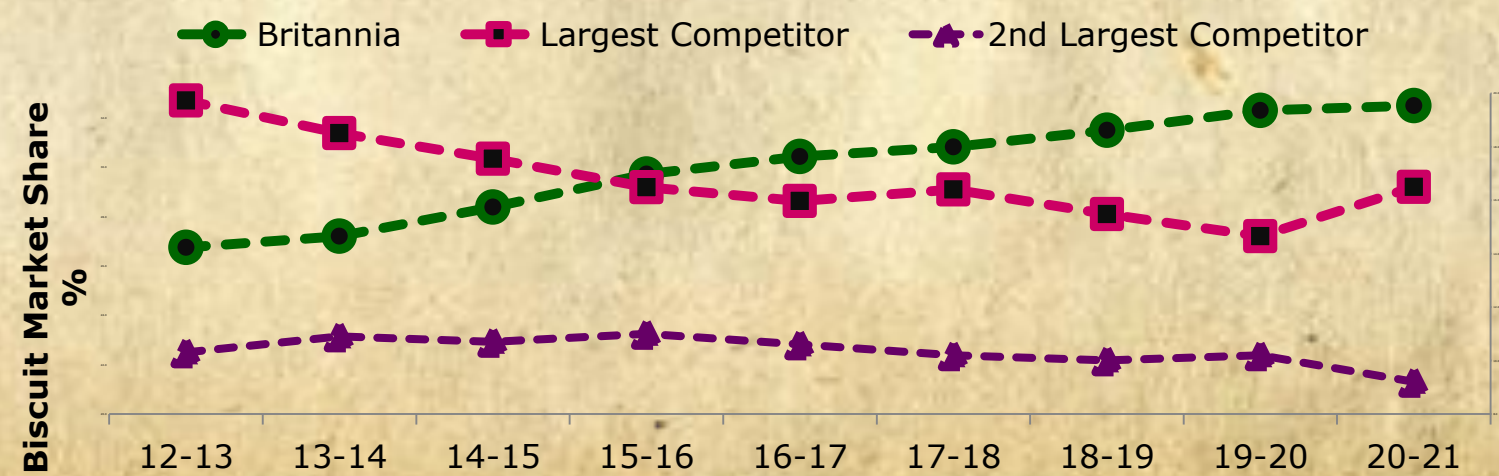
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# Resilient topline growth & market share; Significant improvement in profitability in FY 20-21



## Market Share



As per AC Nielsen

Source: Company Financials – Consolidated Results



# We continued to focus on our 5 strategic planks

Striving for profitable growth

1. Distribution & Marketing



2. Innovation



3. Cost focus



4. Adjacent business



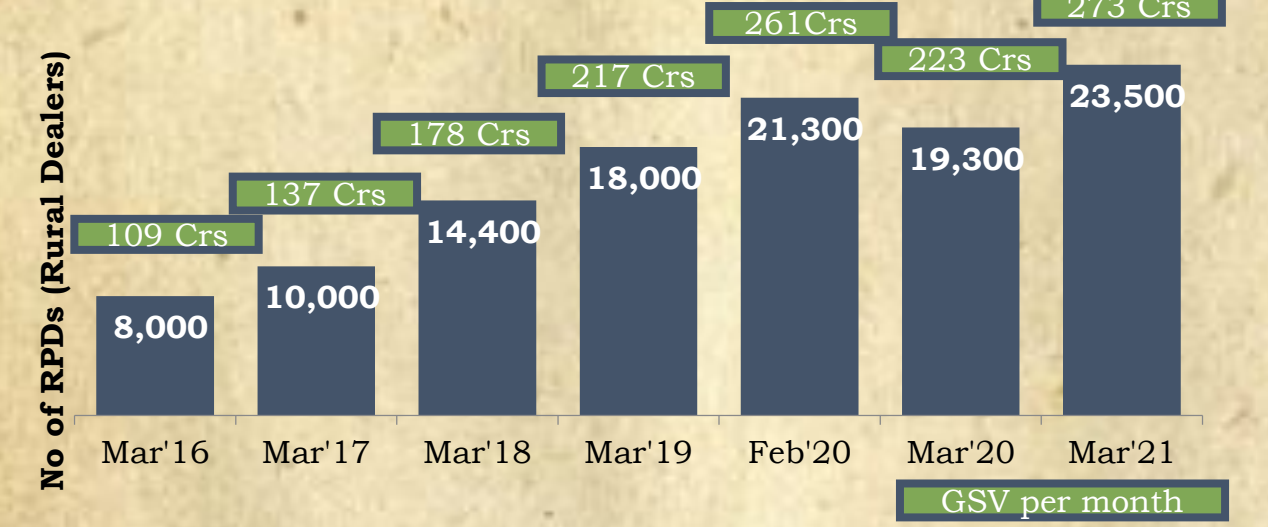
5. Sustainability



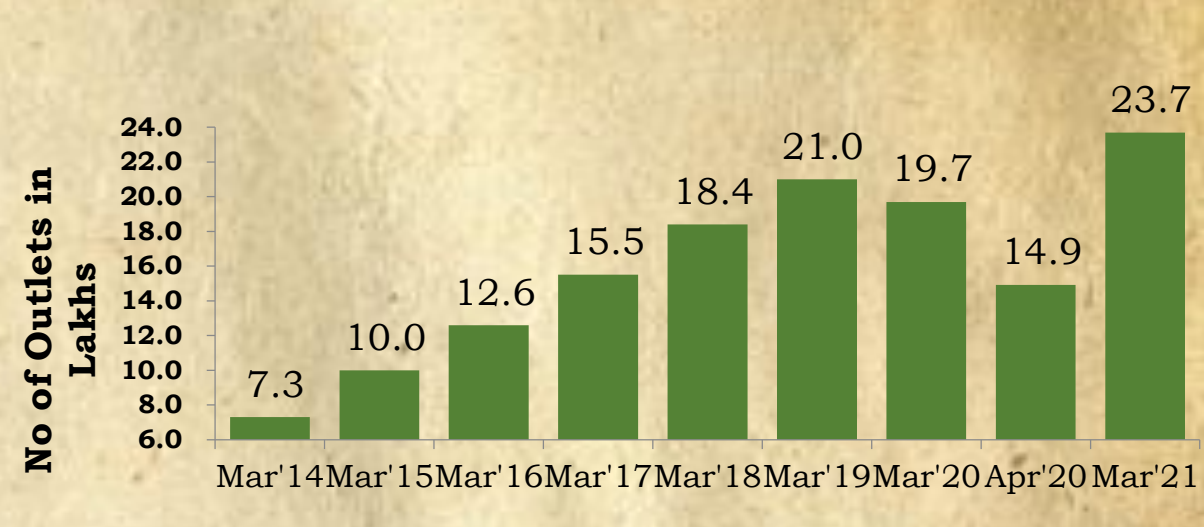
# Strong Growth in Rural distribution, Direct reach, Focus states & ECOM sales



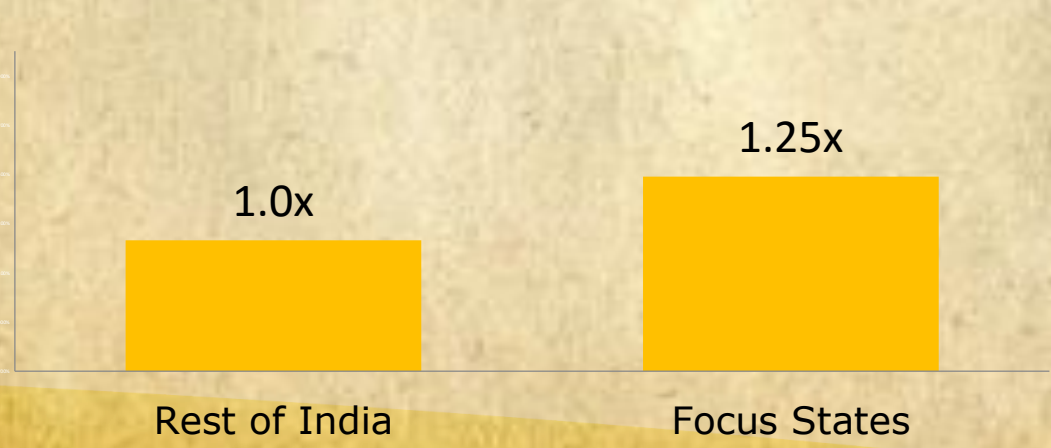
**Rural distribution increase and growing double digits**



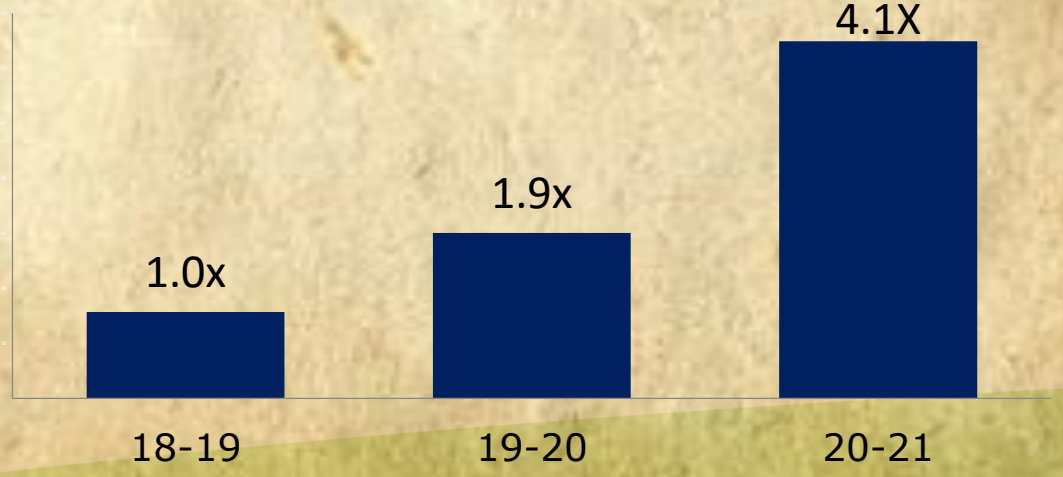
**Direct reach increasing steadily**



**Focus states continue to grow faster**



**ECOM Business continues to multiply**





# Q4 Marketing Campaigns- Biscuits

## Brand Campaigns

**JimJam**



**MBK TN & MBK in ROI**



**MarieGold**



**5050**



**Nutrigochoice Digestive**



## Brand Activations

**Bourbon Blabber Mates**



**Pure Magic Deuce**



**Little Hearts Valentines**



**Nutrigochoice E-Commerce**



**NC Cream Cracker (WB & Assam)**



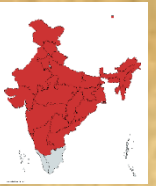
**Tiger Krunch Khao Punch Dikhaao**







# Milk Bikis 100% Atta Relaunch: Rest Of India



Refreshed Product with 100% Atta + DOODH ROTI KI SHAKTI proposition



Opportunity to gain in the huge Milk + Glucose category



26% share in Milk Category (1260Cr)

4% share in Milk+Glucose (7260Cr) \*Annual turnover

\*Annual turnover

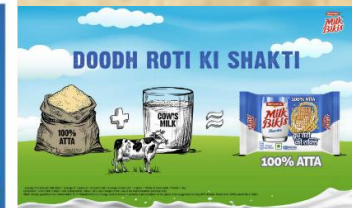
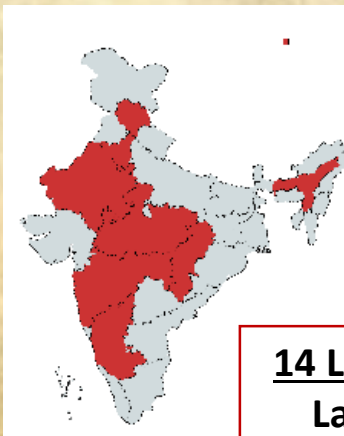
1st Time - Proposition on the packaging in Hindi – to cater to the heartland

Milk Bikis sources from Glucose, but still has a small share in Milk + Glucose

Credible endorser to drive proposition + Strong on-ground inputs

One of the Largest Visibilities ever for an FMCG brand

Key 8 states



Use of credible Pankaj Tripathi to drive "100% Atta" & "Doodh Roti ki Shakti" proposition

Large scale Visibility – 2 POSMS

RSU + Van Activation

Dealer Boards (Regular + Customized)

Rural Wall Paintings

>6 Lakh Outlets

2000+ villages

14 Lac Sqft of visibility , >45k units to be deployed Largest deployment by a biscuit brand in India



# Q4 Marketing Campaigns- Adjacent Bakery & Dairy

BRITANNIA

## Toastea

New TVC + High Decibel TV Campaign



BEGIN THIS NEW YEAR WITH TOASTEAS BIGGEST CAMPAIGN EVER.

**Toastea**

**Naye Saal Ki Karari Shuruat!**

19579 spots	6 weeks	63 channels
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Jan-Feb'21

READY FOR A RIGHT START? TOASTEAS IS BACK ON AIR!

**Toastea**

**4 weeks** **50+ channels** **13000+ spots**

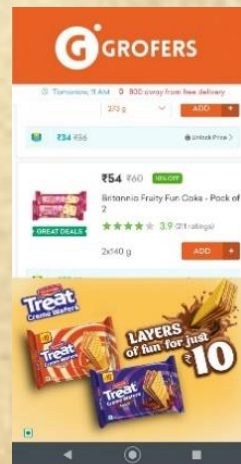
Mar-Apr'21

## Wafers

New TVC on Rs.10 to Drive Home Consumption

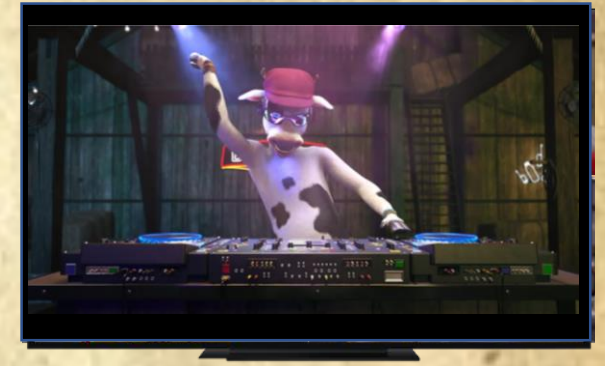


Tie-Up with Grofers to Kick-start E-Commerce Journey



## Winkin' Cow

All India Media Burst in Q3 drives Turnaround



Sales & Marketing Interventions Drive Recovery in H2



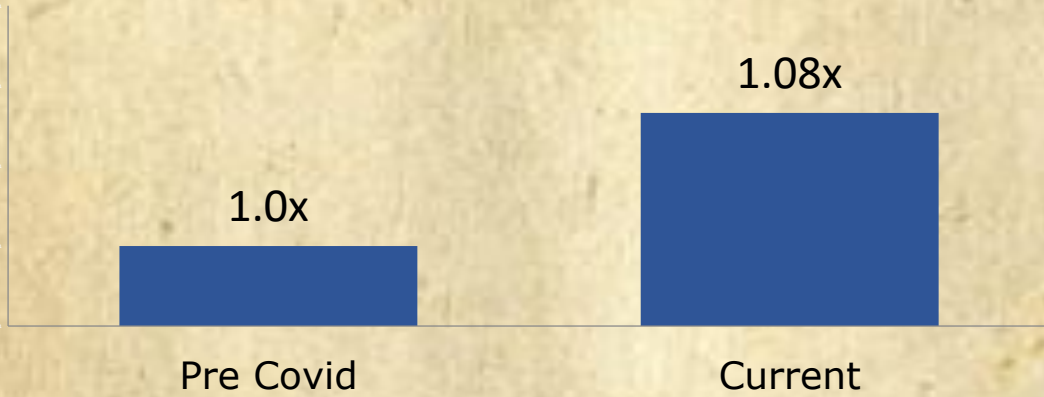
Ever Highest Eco Drives Business Acceleration in Q4



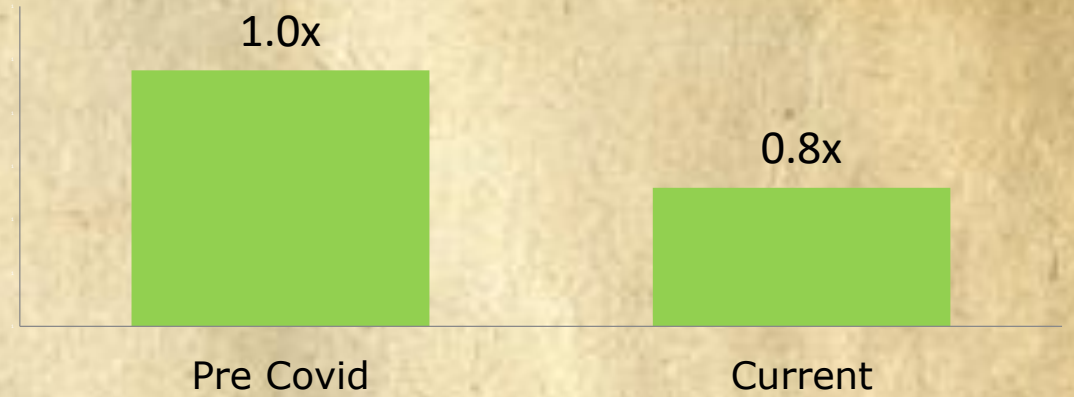


# Continue to sustain the Covid efficiencies

### Factory productivity

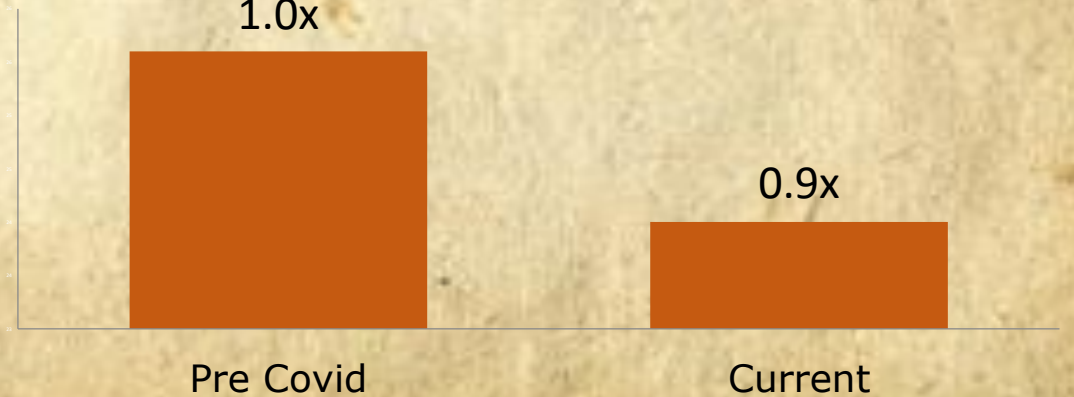
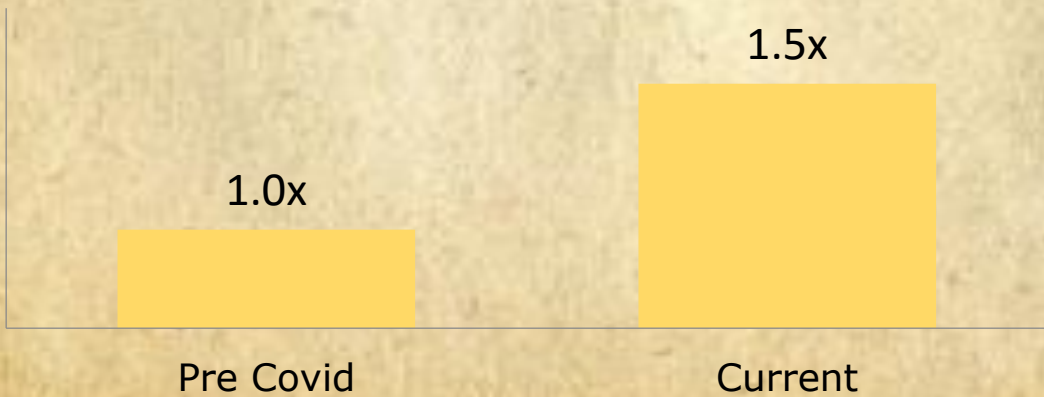


### Wastages



**← Direct dispatch from factories to distributors →**

### Depot space

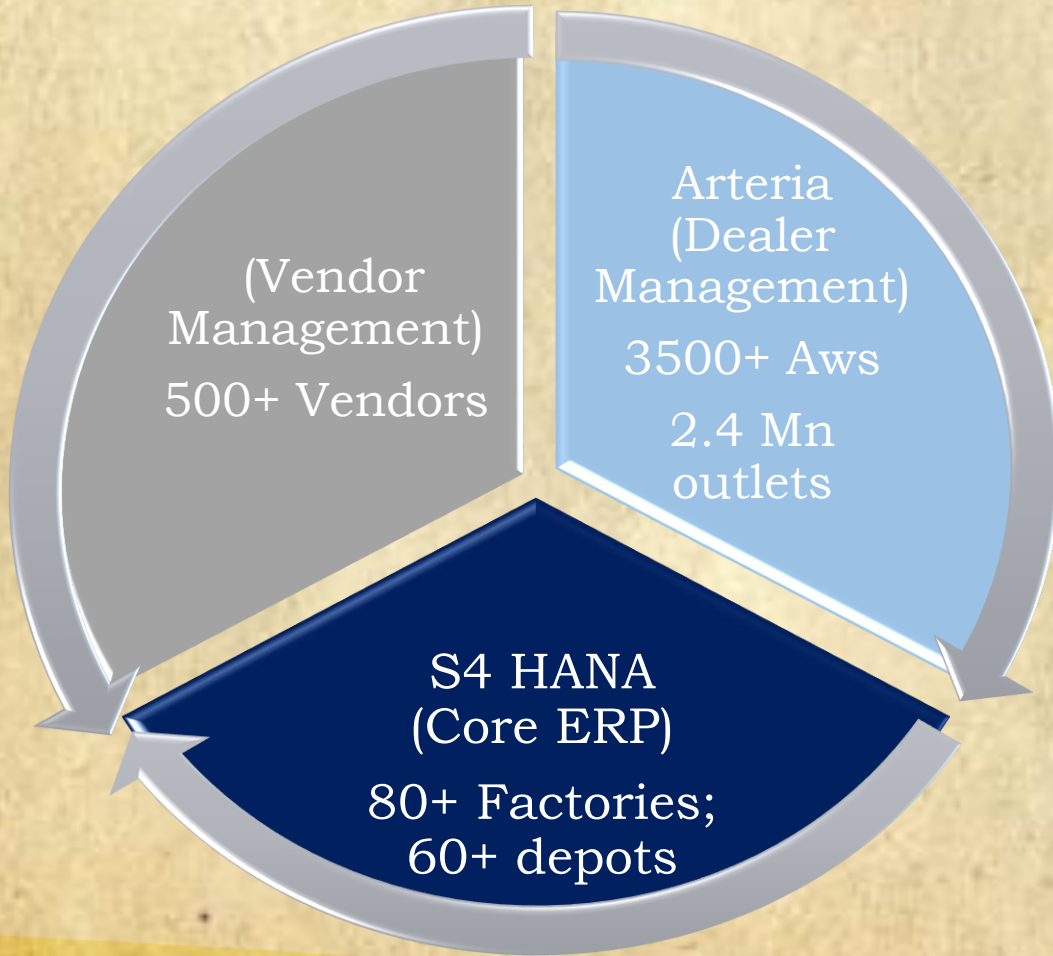




# Created a digital platform for the future

**Big Bang– Go Live on 1<sup>st</sup> April'21**

**New functionalities**



## S4 HANA

Material resource  
Planning

Warehouse  
Management System

Profitability analysis

Plant Maintenance

Project Systems

## Arteria

Realtime data  
exchange

Integrated Scheme  
Management

Simplified claim  
settlement

Price & Promotion  
controls

## Vendor management

Sourcing

Digital Contract

Catalogue buying

Life cycle  
management



# A comprehensive Sustainability strategy



## The journey begins...

A Framework has been created and will be integrated into the Company's performance.

**1<sup>st</sup> Sustainability Report to be launched in June 2021.**



# Britannia Nutrition Foundation

Working across 5 states (BH, MP, UK, GJ & KN), covering over 75,000 direct beneficiaries

BRITANNIA



**NUTRITION  
FOUNDATION**

## Program Overview:

- ❑ Holistic & outcome driven approach to address the intergenerational cycle of malnutrition and iron deficiency anaemia
- ❑ Interventions implemented in collaboration with the district administration, ICDS (Integrated Child Development Services) and health department & local organizations



Setting-up of Nutrition Garden



Community meeting



Capacity building of anganwadi workers



Session with expectant/new mothers



Handholding caregivers on supervised feeding



Training of village nutrition champions



# Corporate Awards & Recognition

INFLECTION India Top15  
FMCG Supply Chains 2021

Hindustan Unilever Limited

BRITANNIA

Kellogg's HFCB Dabur

Nestle Mondelez International CONAGRA marico

Goody pladis Red Bull emami Haldiram's

Britannia featured in **Alden Global Value Advisors, Top FMCG Supply Chains of 2020.**

Forbes INDIA LEADERSHIP INNOVATION BILLIONAIRES LISTS STARTUPS PODCASTS

Home / Special Report / India's Best Employers 2021

## India's Best Employers: Looking after employees allowed Britannia to feed the nation

KINCENTRIC  
Best Employer

**Britannia Industries Ltd.**

Is hereby named  
Kincentric Best Employer India, 2020


**Recognized 2<sup>nd</sup> Year in a row**





# Bringing alive the #BritanniaCares Philosophy

## 1 Understanding the Need



- Amber, our AI empowered chatbot connected with all 2000 + Britanniains
- Focus areas: Fear and anxiety, physical & mental stress.

## 2 Holistic Wellness

<b>Physical</b> <ul style="list-style-type: none"> <li>• Medical Concierge Desk</li> <li>• 24/7 doctor on call</li> <li>• Nutritionist on call</li> <li>• Digital Fitness Fridays</li> </ul>	<b>Emotional</b> <ul style="list-style-type: none"> <li>• Pan India Counselling services</li> <li>• Emotional resilience series</li> <li>• Expert and employee led sessions</li> </ul>
<b>Financial</b> <ul style="list-style-type: none"> <li>• Expert Sessions</li> <li>• Partnership for ease of filing IT returns</li> </ul>	<b>Social</b> <ul style="list-style-type: none"> <li>• Employee contribution drives</li> <li>• Global health challenge to address mal-nutrition</li> <li>• Distribution of packs of biscuits, hot meals and supplies</li> </ul>

## 3 Sense of community

- Digital connects backed with individual conversations
- Town halls with Leaders
- Interventions extended to family members
- Khushibaz Wall of Fame to recognize exemplary individuals
- Little B –Engagement for children of Britanniains
- Sensitization of managers to lead with empathy

## 4 Smart Work measures

- Work From Home
- Cross functional groups @regions to meet employee / family needs for hospitalization, medical requirement
- Unused leaves carried forward to 2021
- At Executive Office, 2 office locations opened up to operate with minimum capacity.

## 5 Function Specific Measures

- ### Manufacturing
- Health screening at factories
  - Covid sensitization sessions
  - Touch free attendance and temperature screening
  - Isolation and Quarantine policy
  - Special leaves, insurance
  - Social distancing maintained in Transport with 33% /50% occupancy

- ### Sales
- Masks and sanitizers
  - Work from home during surge
  - Sensitization and awareness
  - Safety measures at all distis
  - Special leaves and insurance
  - Vaccination Insurance aid for offroll employees
  - Virtual reviews and meetings

## 6 Take Stock and Way Forward

- Vaccination drive for 45+year old employees
- Company to bear the cost of vaccination for all employees
- Vaccination of rest of employees in May 2021



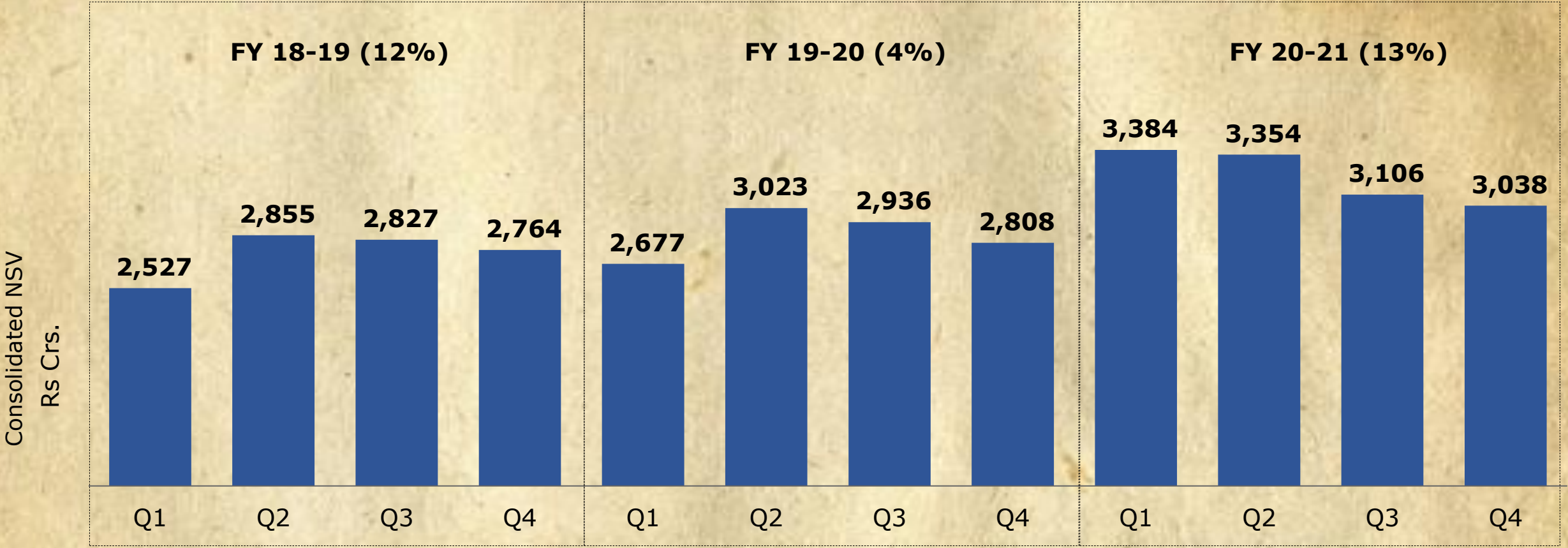



# Q4'21 Financials





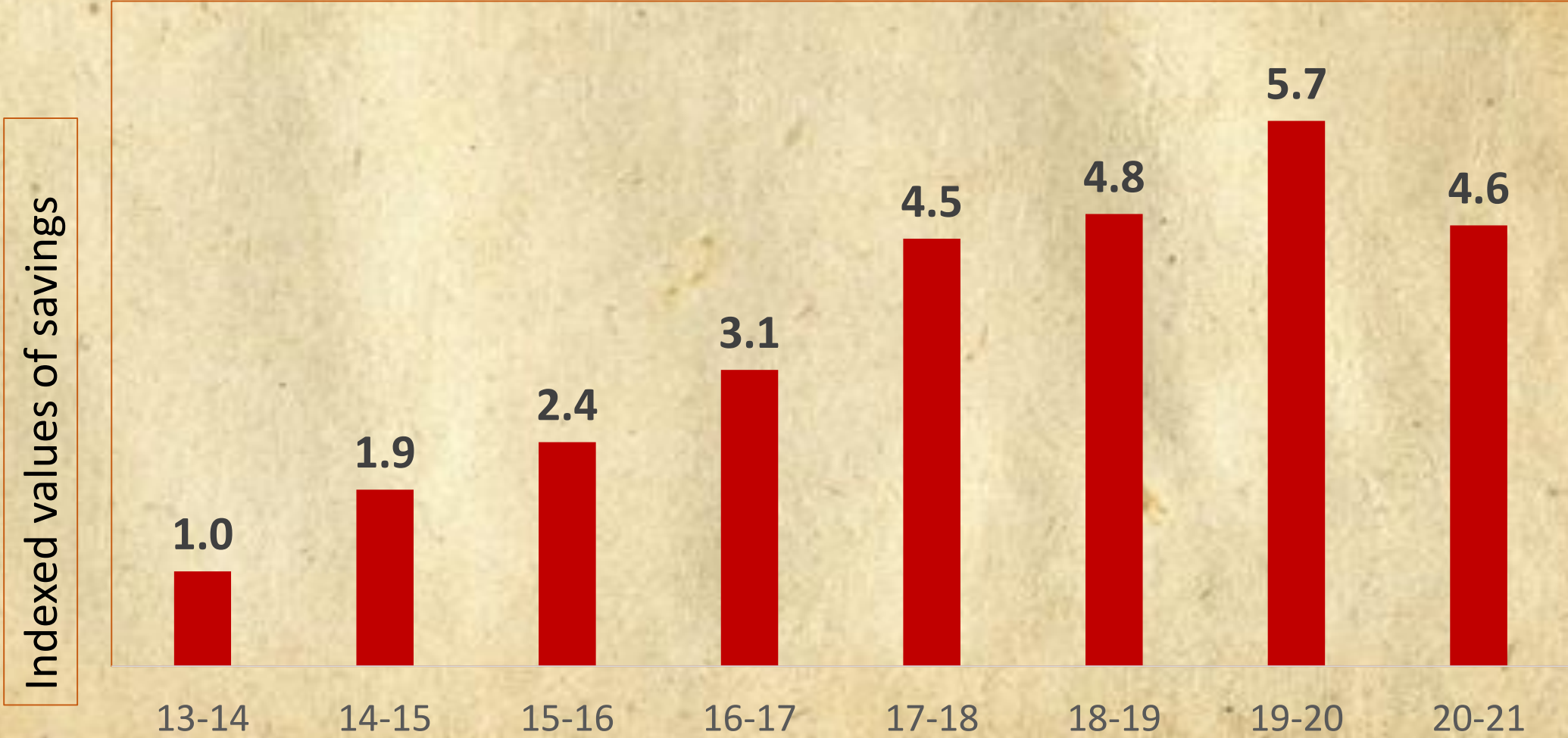
# Revenue growth



	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Growth%	6%	6%	4%	2%	26%	11%	6%	8%
24 month growth%	20%	19%	15%	12%	34%	18%	10%	10%



# Cost Efficiency Programs continue to deliver



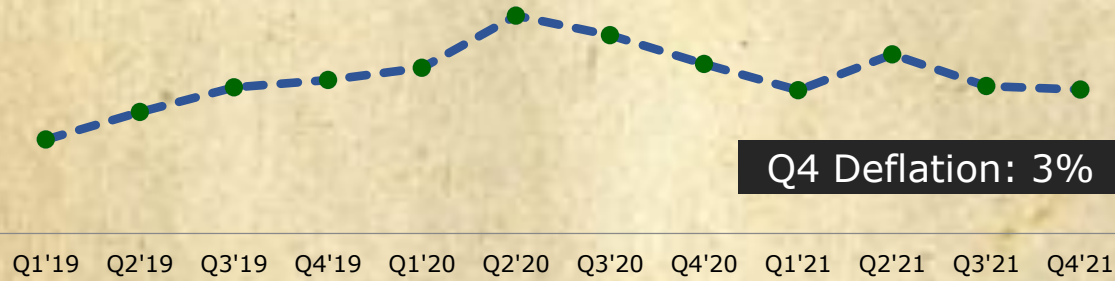




# Commodities... Sudden & steep inflation in Palm oil & Milk

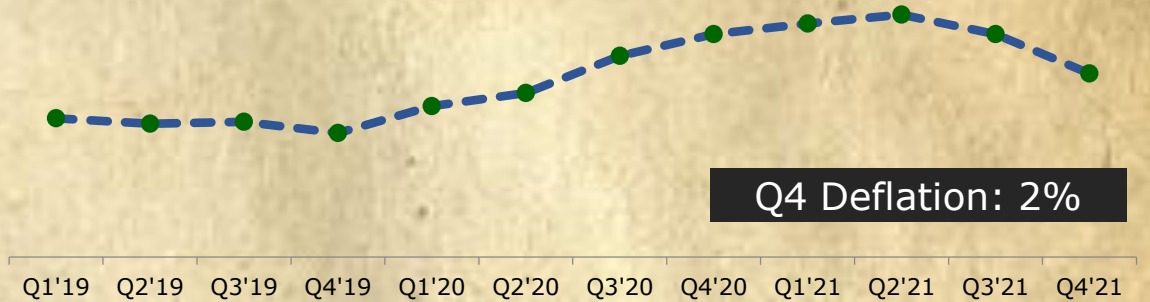
## Flour

Rs./kg



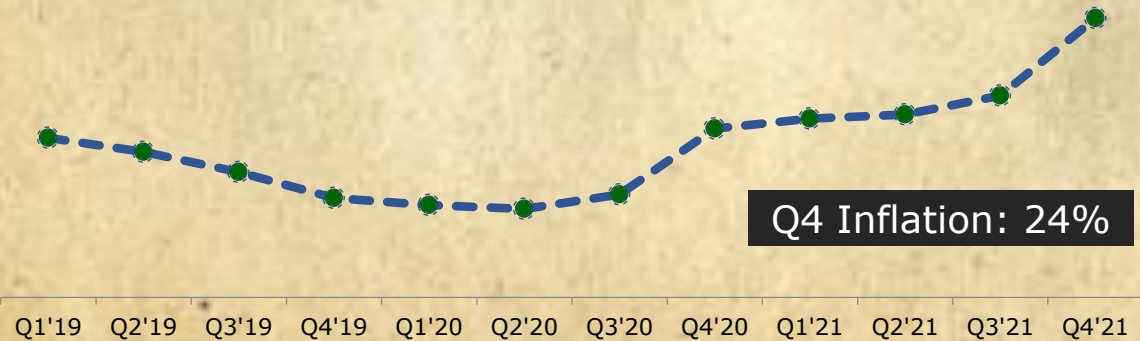
## Sugar

Rs./kg



## RPO

Rs./kg



## Milk

Rs./Ltr

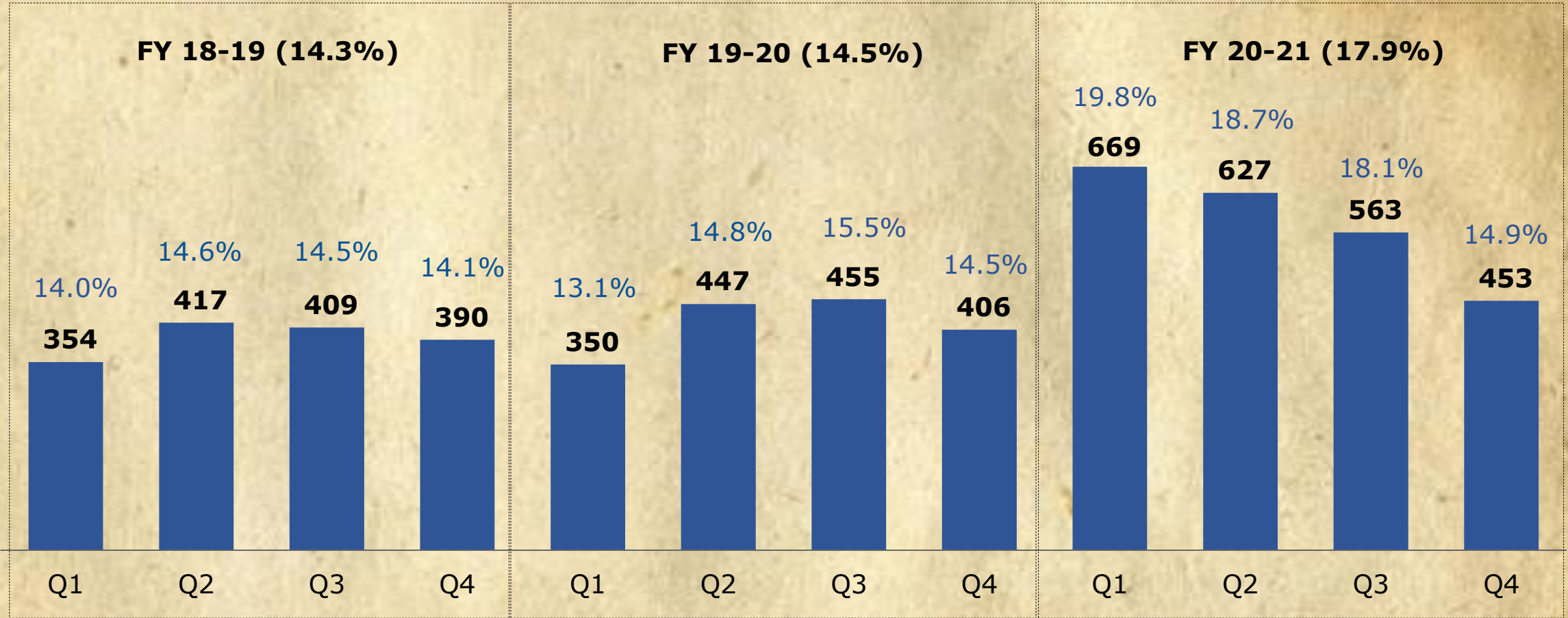






# Profitability @ 17.9% for FY 20-21

Consolidated Operating Profit  
Rs Crs.



	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Growth%	-1%	7%	11%	4%	91%	40%	24%	12%
24 month growth%	19%	30%	24%	14%	89%	50%	38%	16%





**Thank you**