

DELIGHTFUL
100
YEARS[^]



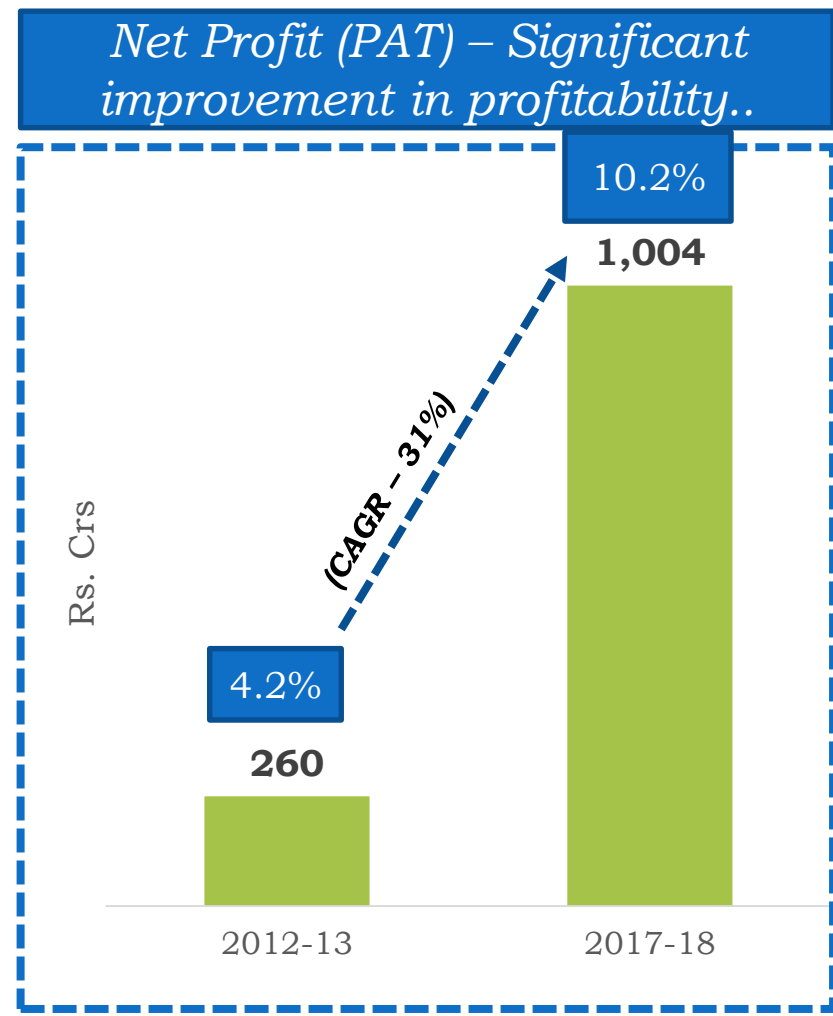
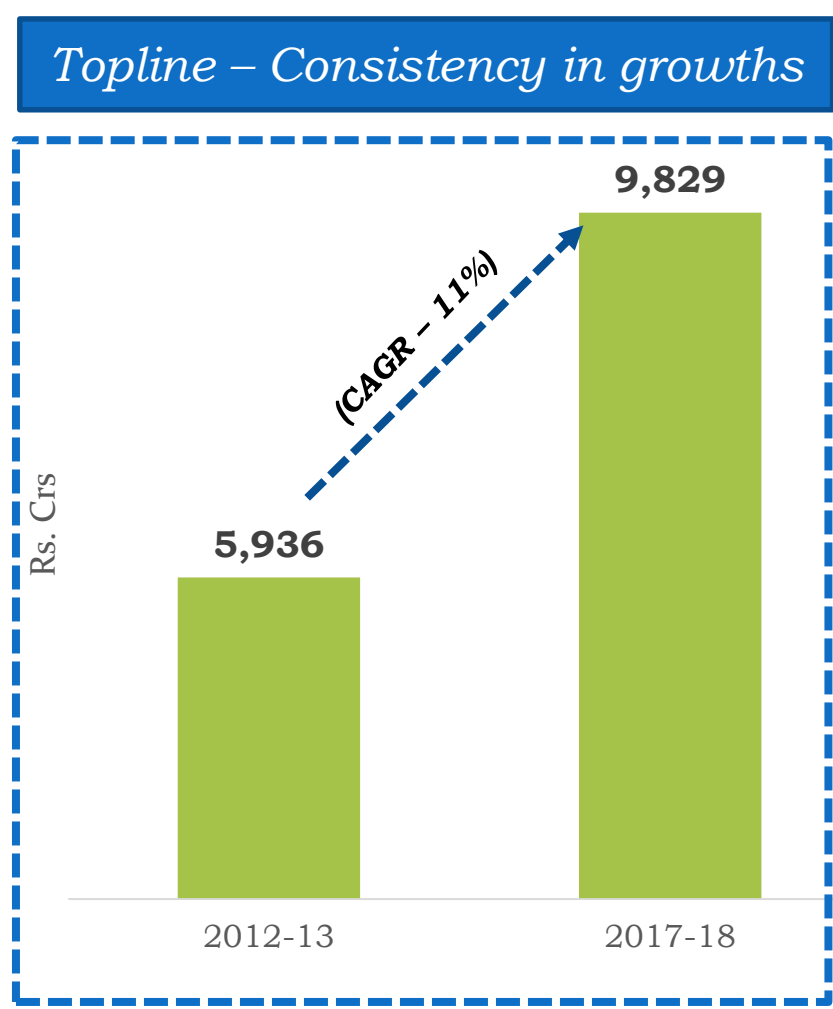
Analyst Meet
Q2'18-19 Results
Conference Call
13th November 2018

Disclaimer

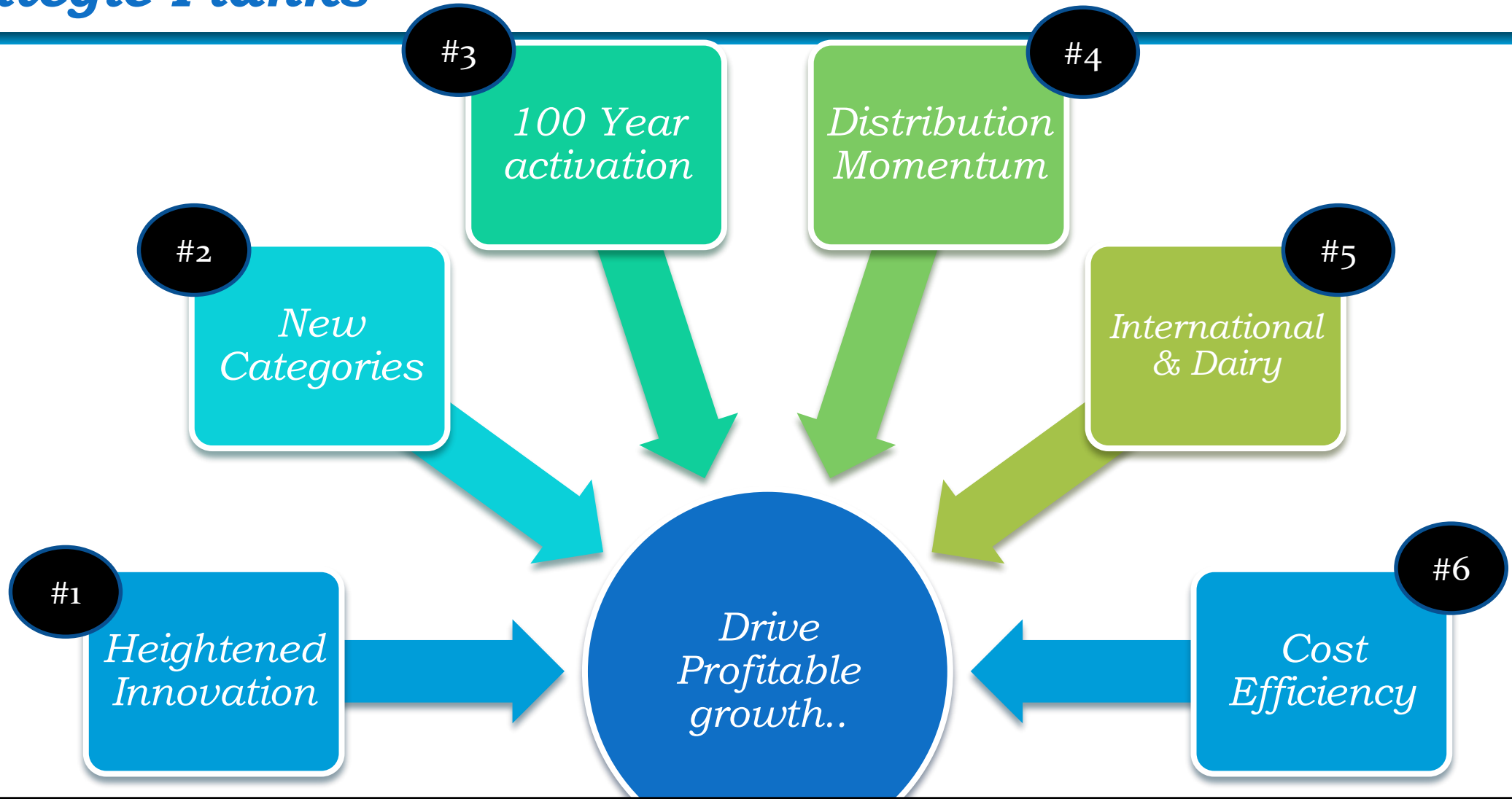
This presentation may contain statements which reflect Management's current views and estimates and could be construed as forward looking statements. The future involves risks and uncertainties that could cause actual results to differ materially from the current views being expressed. Potential risks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

*“**Consistent** performance over the years is
our greatest **source of motivation**”*

Consistent Topline & bottomline results



Strategic Planks



Team – Nimble, Home grown, Stable, Britannia for Britanniains

#1 Heightened Innovation..

New Launches

Pure Magic Chokolush



Goodday Cashew Almond



Tiger Choco Cookies



Cake - Veg Muffils



Renovation

50-50



Bourbon



More Innovation in the pipeline in H2..

#2 New Categories.. Wafers launched

New Category – Wafers launched..



In 4 Exciting flavours at an attractive pricing of Rs. 25/-

Croissant – Project underway



On the Go

Anytime snack
Life in the fast lane

Youthful

Hunger Buster

Soft Bread

Delicious Cream

European
Origin

2 delicious flavours

Wholesome!

Other Macro Snacking opportunities

Cake Innovation through new formats
Other New Categories

#3. Massive multimedia campaign to bring alive the new identity and celebrate 100 years..



100% MT assets transformed with new VI (in <20 days)

Biggest ever OOH campaign across FMCG - 760 sites, 41 cities



Engagement led Radio Campaign - 16 cities



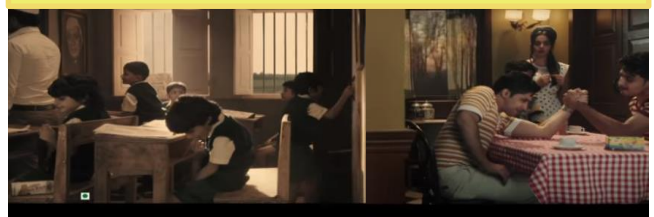
Social Media Campaign tapping present & past endorsers



8 wks TV Campaign, Asia Cup Sponsorship



Powerful Digital campaign - video content on Youtube, Hotstar, Yahoo & Gaana Mastheads



#100SaalSe100SaalTak - The 100 years journey of Britannia
8,378,091 views

Largest ever VI drive covering +3.5Lakh retail ols (25,000 Dealer boards)



New Identity, 100 Year Celebration logo across portfolio

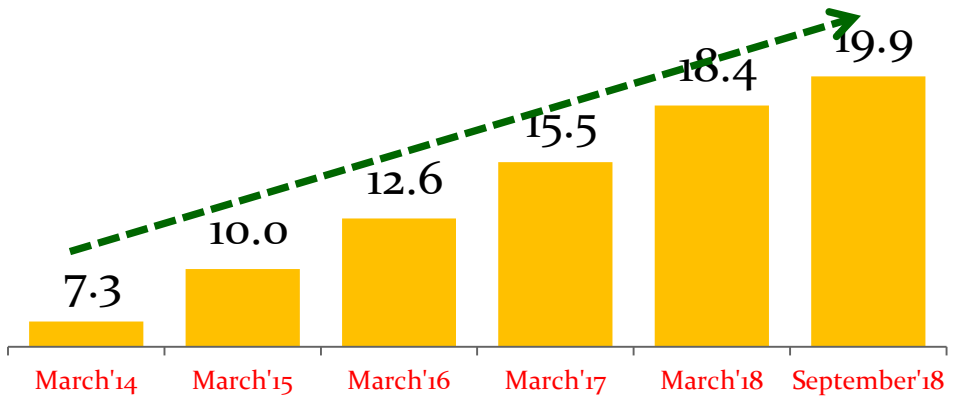


Front Page Jacket across top publications: TOI, HT, Hindu etc

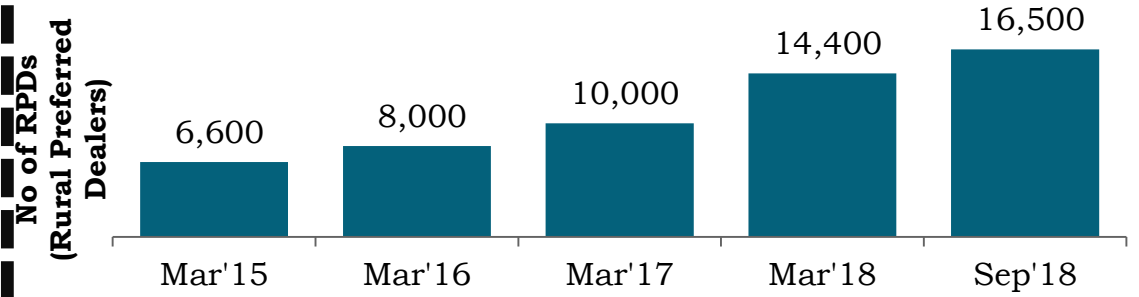


#4. Distribution Momentum continues..

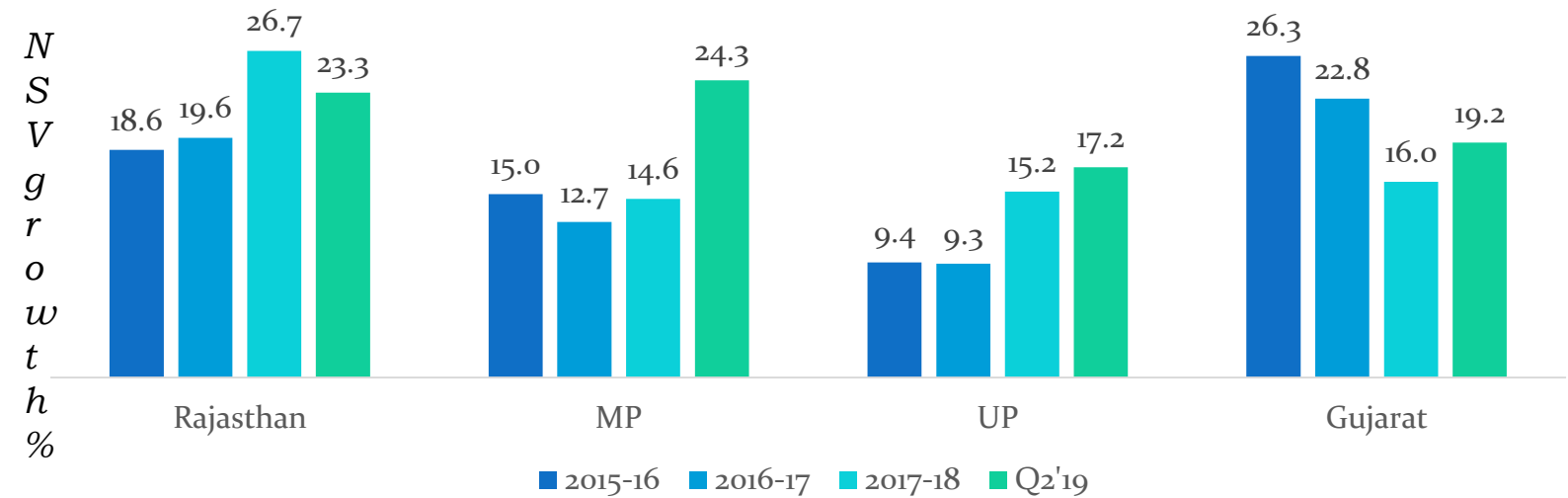
Direct Reach – 2.7X increase



Rural distribution increase and growing in double digit...



Hindi belt continue to grow faster..



#5 International Business & Dairy

International

Double Digit growths in International business..

New Geography – Nepal in Q4 & actively working on the next



Dairy

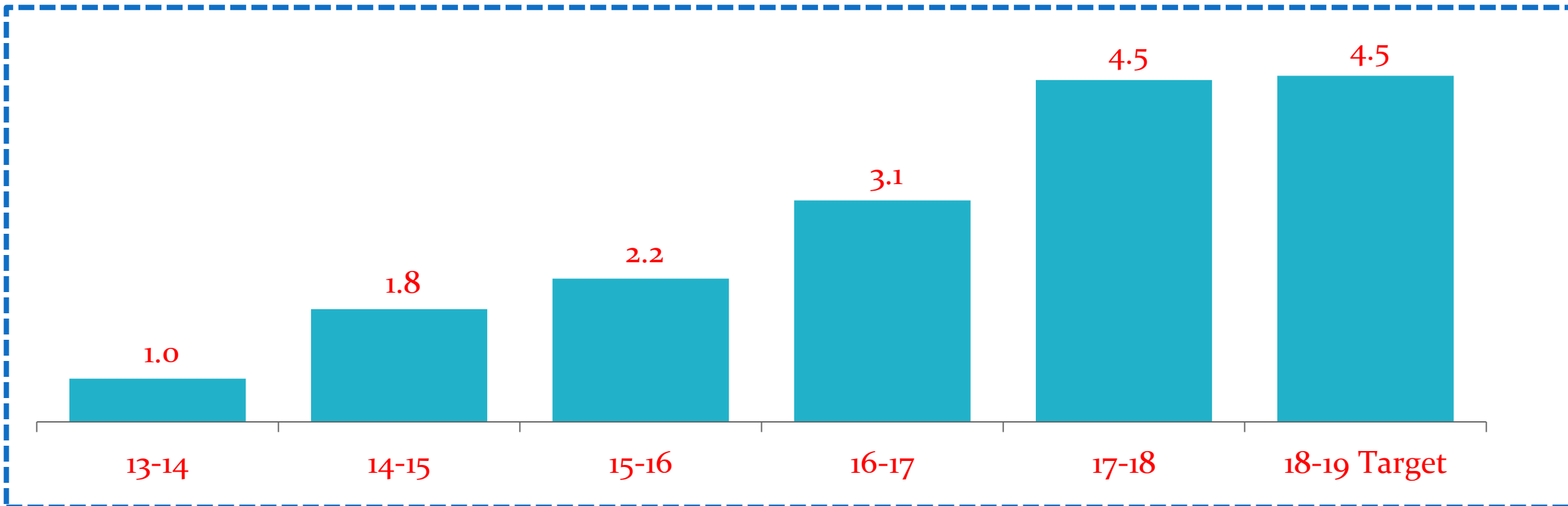
Double digit volume growth in Cheese Milk Collection pilot scaled up

New Launches in Q3
1. Milk Shakes in Tetra packs, 2. Dairy whitener Jar



#6. Cost efficiency program..

Driving Cost efficiency across the chain.. With a culture across..



Indexed to year 13-14

We also commercialized our Ranjangaon Biscuit facility..

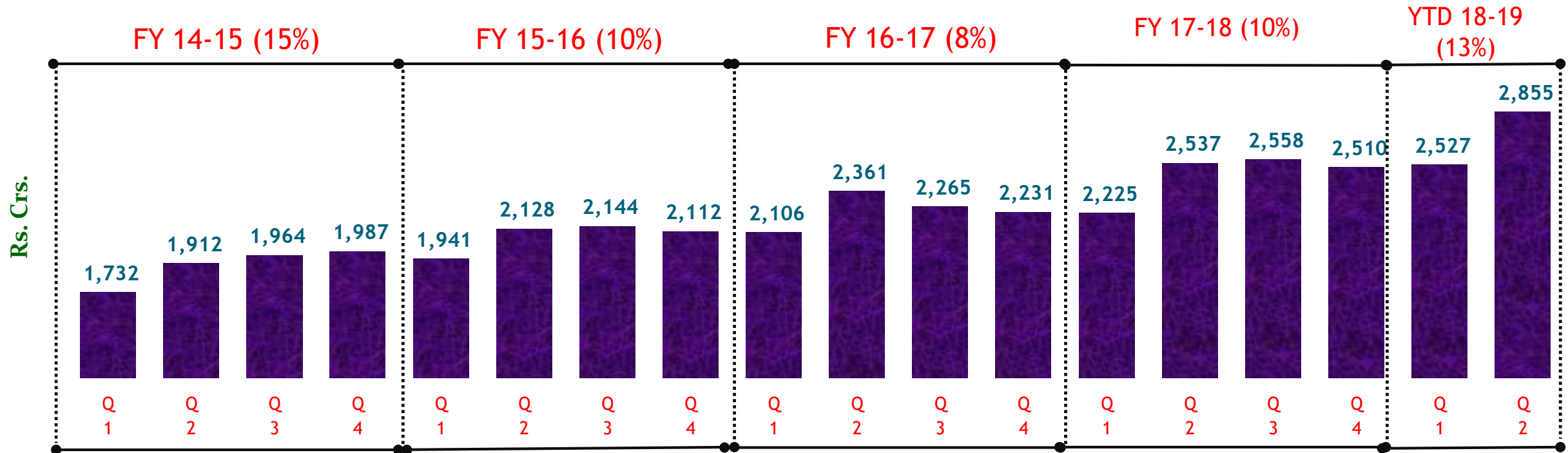


***Our Strategy is
to be a “Global Total Foods
Company”***

Q2 '18-19 results

Strong top-line & volume growth on the back of positive momentum in the market,

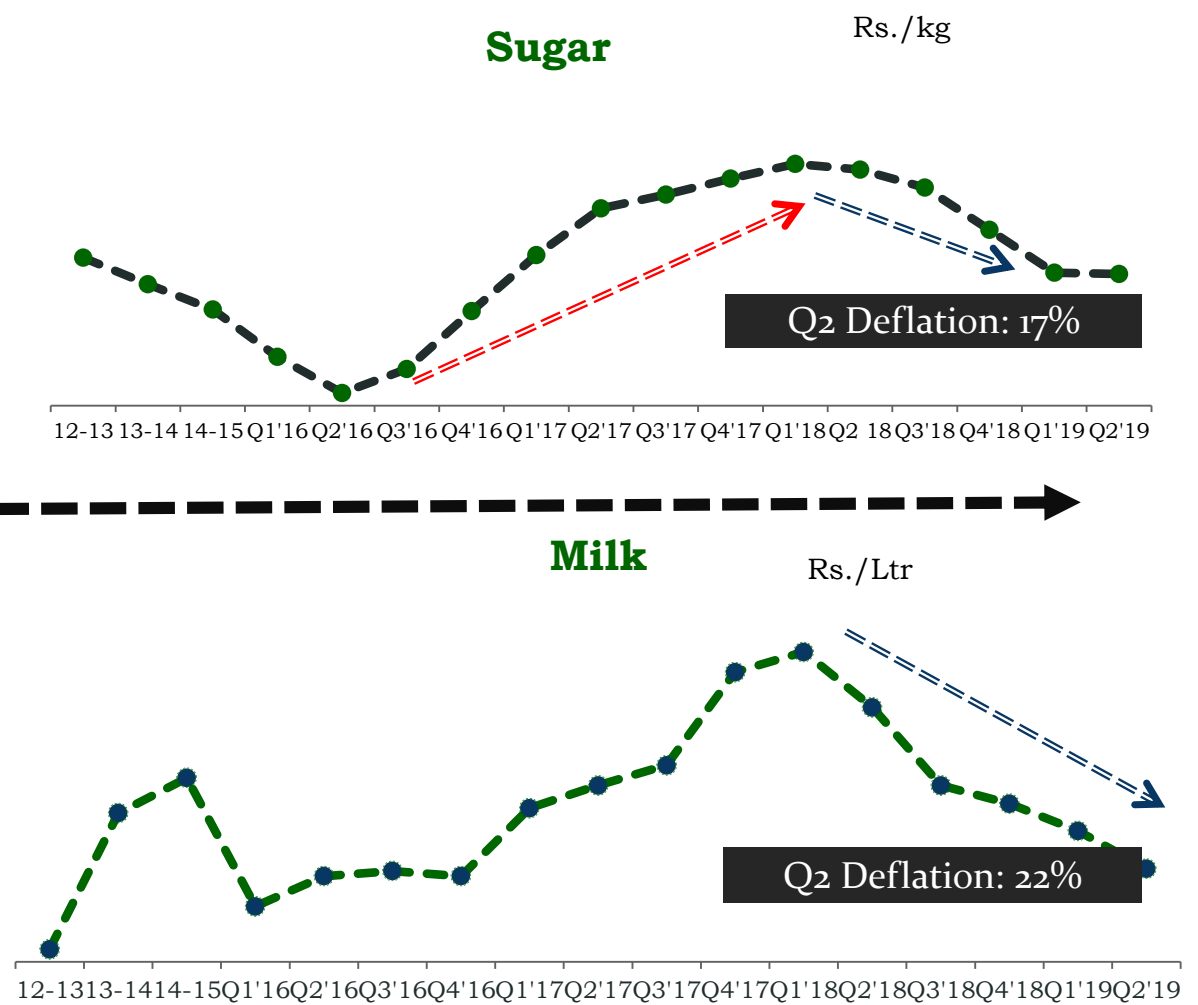
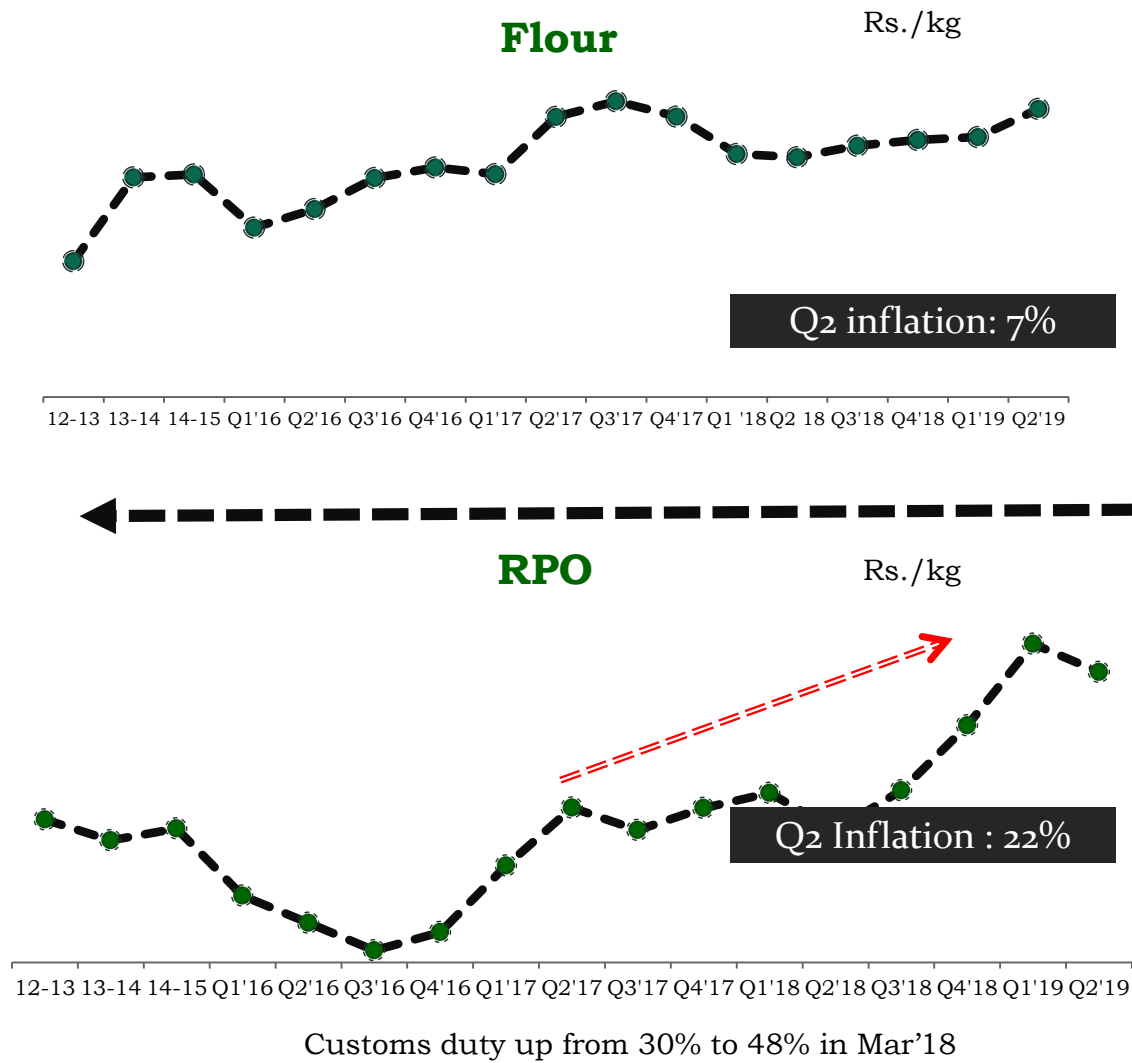
Consolidated NSV as per Statutory results*



| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 |
|------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Growth% | 12% | 11% | 9% | 6% | 9% | 11% | 6% | 6% | 6% | 7% | 13% | 13% | 14% | 13% |
| 24 month growth% | 30% | 26% | 25% | 22% | 22% | 23% | 15% | 12% | 15% | 19% | 19% | 19% | 20% | 21% |

Note: Numbers from PYs have been restated for IND AS and tax adjustments to make it comparable

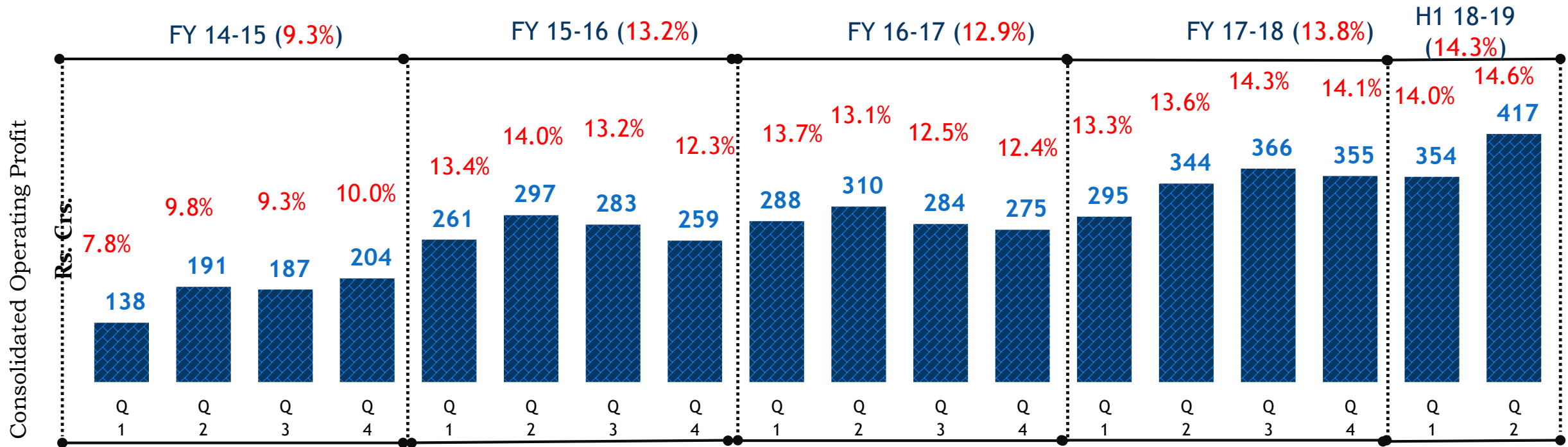
Commodity.. Overall Q2 inflation @ ~4%



Our bottom line performance has been consistent due to:-

- ❖ *accelerated cost efficiency program*
- ❖ *leveraged fixed costs*

Consistent Profitability



| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 |
|-------------------|------|------|------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Growth% | 89% | 56% | 51% | 27% | 11% | 4% | 0% | 6% | 3% | 11% | 29% | 29% | 20% | 21% |
| 24 months growth% | 121% | 113% | 104% | 76% | 109% | 62% | 52% | 35% | 13% | 16% | 29% | 37% | 23% | 35% |

Note: Operating Profit % have been restated from 15-16 onwards to make the nos comparable

Operating Profit%

Financials

Key Financial Lines – Consolidated

Rs. Crs.

| Particulars (Consolidated) | Q2'18-19 | Growth % |
|----------------------------|----------|----------|
| Net Sales | 2,855 | 13% |
| Profit from Operations | 417 | 21% |
| Profit Before Tax | 459 | 17% |
| Profit After Tax | 303 | 16% |

| Particulars (Consolidated) | 12-13 | 13-14 | 14-15 | 15-16 | 16-17 | 17-18 | 18-19 Q1 | 18-19 Q2 |
|----------------------------|-------|-------|-------|-------|-------|-------|----------|----------|
| Profit from Operations% | 5.7% | 8.0% | 9.3% | 13.2% | 12.9% | 13.8% | 14.0% | 14.6% |
| Profit before Tax% | 5.8% | 8.3% | 12.2% | 14.7% | 14.5% | 15.4% | 15.6% | 16.1% |
| Profit after Tax% | 4.2% | 5.8% | 8.9% | 9.9% | 9.9% | 10.2% | 10.2% | 10.6% |

Note: Profit% have been restated from 15-16 onwards to make the nos comparable