



Outdo. Outlast.
Outshine.
outperform.



Taste
TOGETHERNESS



Annual
Report
2016-17



India ki Puraani Aadat

Kuch puraani aadatein acchi hoti hain. Jaise ki dua salaam karne ki
aur India Gate Basmati Rice ke behtareen swaad ki aadat.



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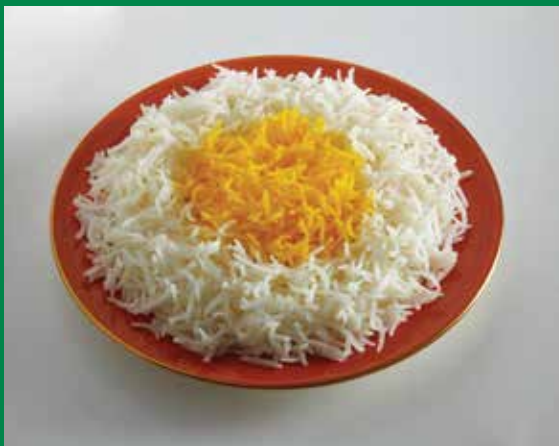
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Theme Introduction



27%

Growth in Net Worth over
2015-16 to ₹ 1,907 Crores

29%

Growth in EBIDTA over 2015-16 to
₹ 654 Crores

36%

Growth in PAT over 2015-16
to ₹ 399 Crores

85%

Growth in market capitalisation over
2015-16 to ₹ 9,699 Crores

The past few years have been challenging for players engaged in the agriculture sector.

Droughts, Restriction on import of Basmati Rice by some of the key importers, Sharp fluctuation in the prices of commodity, Indian currency and Demonetisation have been some of the key issues.

Amidst, such scenario, only the tough could survive and the best could outlast.

When most other industry players were reeling under pressure and finding difficulties in sustaining operations, we outdid the industry by recording highest ever profitability and margins.

When others were playing it safe by focussing on existing products, we outshined by creating a new business segment of super-premium foods by re-launching brown rice new packaging and launching 'Quinoa' a new health-oriented product.

When most others were hard hit during demonetisation due to cash crunch, we outperformed the industry by growing our market share, media presence and distribution network.

**At KRBL, our business model enables us to...
Outdo, outlast, outshine and outperform.**

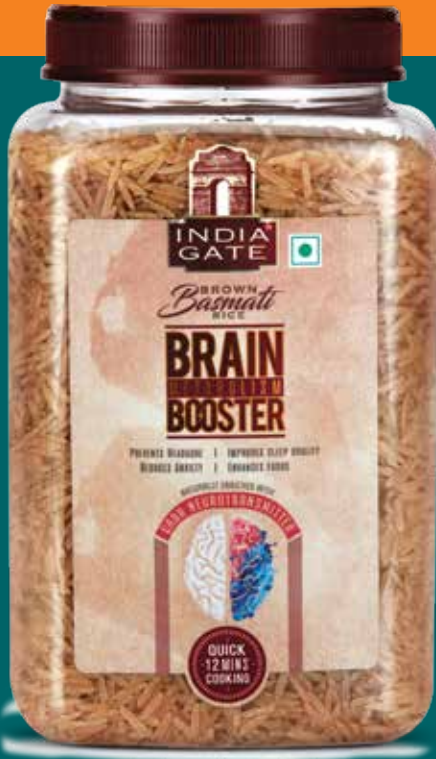


New Product Launches

Driven by the rising awareness for health and premium food, in 2016-17, the Company created the super-premium segment and launched several products under it. This shall enable it to stay relevant to the changing consumer preference, while at the same time command better margins owing to its premium quality. The new products launched during the year under this category include:

India Gate Quinoa





**Top of your class.
Top of your game.
Be the best at everything you do.**

Introducing India Gate Basmati Brown Rice.

It is naturally infused with GABA Neurotransmitters which boosts the brain's ability to concentrate and be at its best. So bring home a pack today and start being great at everything you do.

**India Gate Basmati
Brown Rice**



India Gate Brown Rice



It takes longer to digest and keeps one full for long, reducing the urge to snack too often. So you control your weight, not your diet. Bring home a pack today and give wings to your fitness plan.

*Eat Healthy. Live Healthy.
Stay Energised.*

INDIA GATE QUINOA – A Superfood for Superfamily

With the addition of India Gate Quinoa to our product basket we have forayed into the healthy food category.

Launch Rationale

One of the greatest and perhaps the most under-recognised threats in India today is the rising instances of lifestyle diseases and stress arising from hectic schedules for people of all ages living in crowded urban locations. Demanding jobs, rising competition in education, eating out and packed days are the new norm.

Despite rising awareness amongst the urban elite, on the importance of leading a healthy and balanced life, it is difficult to maintain a healthy schedule given the demands of the modern lifestyle.

Studies have revealed several worrying statistics over the last few years: in India 33% of those over 30 suffer from at least one lifestyle disease, obesity is rising at an alarming pace, stress levels among professionals and students is continuously rising and diseases like diabetes and cholesterol are claiming millions every year.

Product USP

Driven by this, we launched India Gate Quinoa, which is a superfood providing balanced nutrition, can be cooked quickly and is good in taste. The product caters to the cream of the Indian society, who is willing to spend energy and money

Some Worrying Health Statistics:

33%

of individuals in India over the age of 30 suffer from one or more lifestyle diseases.

14.4 million

Children in India suffer from obesity.

focussed on health and fitness. Rightly tagged a superfood, Quinoa is a protein-rich grain that is full of goodness – a complete protein source, rich in minerals and high on dietary fibre that helps in countering the effects of modern, hectic lives by keeping families healthy, energised and satisfied.

Positioning

Quinoa is positioned as ‘superfood for the superfamily’ to bring out its many benefits. This positioning is targeted to the women-of-the-house for trying something new that can be beneficial for the entire family. Geared towards a super launch of this superfood, India Gate has the unique opportunity and challenge to create this category and lead the movement towards a healthier and happier India.



*Eat Healthy. Stay Calm.
Improve Productivity.*

INDIA GATE BASMATI BROWN RICE – Brain Metabolism Booster

Launch Rationale

The pace at which stress levels are rising and taking toll on millions of working professionals and students across the country is alarming. It is essential to give consumers something natural for relaxing and relieving stress.

Product USP

The India Gate Basmati Brown Rice, enriched with Gamma Amino Butyric Acid (GABA), a naturally occurring neurotransmitter that plays a vital role in spreading a calming effect throughout the nervous system. It also helps in increasing the brain metabolism through enhanced flow of oxygen which facilitates in better concentration, focus, sleep quality and reduces anxiety. As per researchers, continuous intake of GABA Rice has several health benefits on the human body like better sleep quality and improved focus and retention.

Positioning

The product is positioned as 'Brain Metabolism Booster'. Adopting this extremely sharp positioning for Basmati Brown Rice has two benefits. One, it creates differentiation from rest of the India Gate products which facilitates the Company to provide additional offering to existing India Gate customers, thereby increasing purchase occasions and enabling it to retain existing customers. Two, its unique proposition differentiates it from all other competitor brown rice available in the market, thereby facilitating in acquiring new market share.

The target audiences for this product are school-going children and working professionals as it facilitates them in increasing brain activity while reducing stress level, which enables them to be more productive and efficient in work environment.



*Eat Healthy. Control Weight.
Improve Productivity.*

INDIA GATE BROWN RICE – Weight Watchers Special

Re-Launch Rationale

With increasing number of people in urban India falling prey to sedentary lifestyles, there has been rising cases of obesity. As per National Family Health Survey, in 2015-16, 20.7% of women and 18.6% of men aged 15-49 years in India were obese compared to 12.6% and 9.3% respectively in 2005-06. This stark increase is leading to rising consciousness among urban consumers to watch one's diet and weight.

Driven by this, we re-launched brown rice in a new packaging with new positioning to better connect with targeted consumers. Besides, with consumers getting more calorie-conscious and more particular about what they eat, it is important to leverage brown rice within our portfolio to ensure that rice doesn't lose its 'share-of-plate'.

Product USP

Brown rice has traditionally been known to be healthier. With 100% whole grain brown rice and low GI (glycaemic index) levels, the India Gate Brown Rice offers high fibre density that helps people stay satisfied and full for longer duration.

Positioning

The product is positioned as 'Weight-watcher's special'. It shall help in creating significant buzz in the market with this sharp positioning towards weight-loss and fitness through hi-fibre healthy eating. It ensures that we are in tandem with our consumers as they focus on weight management for looking good and feeling great.

