



ANNUAL REPORT 2018-19

# LT Foods

TOMORROW STARTS TODAY



**CREATING A SUSTAINABLE GLOBAL  
CONSUMER FOOD BUSINESS**

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For further information,  
scan the QR code.



## World of LT Foods





**CONSISTENT VALUE CREATION  
HAS ALWAYS BEEN OUR CORE  
STRATEGY, AND WE ARE  
AGGRESSIVELY TRANSFORMING  
OUR BUSINESS TO BE ONE OF  
THE LEADING GLOBAL FOOD  
COMPANIES.**

**WE ARE MAXIMISING VALUE BY PROGRESSIVELY  
STRENGTHENING OUR SUSTAINABLE BUSINESS MODEL.**

**OUR CUSTOMER-CENTRIC APPROACH, EXCELLENCE IN  
OPERATIONS AND INVESTMENTS IN INNOVATION ARE  
ENABLING CONTINUED PROGRESS.**



## Corporate Evolution

# Delighting consumers for decades



We are a leading global consumer food company with strong global brands of basmati and other specialty rice, rice-based convenience products and organic food with a deep and abiding commitment to delighting consumers.

We are one of the very few Indian basmati rice companies with fully integrated operations spanning milling, processing, packaging, distribution and marketing of branded basmati rice, and rice-based convenience food products. Our flagship brand Daawat is India's leading brand and Royal® is the largest selling basmati rice brand in North America. Our global presence spans 65 countries across Asia, Europe, the Middle East and North America.

In step with evolving consumer trends, we have expanded into allied health and convenience food segments across rice-based snacks, organic, ready-to-heat and saute sauces, among others.

The catalyst that drives our growing business and esteemed brands is the experience, expertise and ownership of our people. The objective is to create and strengthen a sustainable food business globally.

## Our core purpose

Maximise shareholder return through creating a fully integrated, global, sustainable, predictable, profitable and growing consumer branded business model.

- To give the maximum consumers across the globe the finest basmati and regional specialty rice experience across all price points.
- To help consumers with convenience products which enable them to make delightful rice-based meals without the rigour of cooking from scratch, and which fits in with their current lifestyles.
- To improve their self-esteem and make them feel good about themselves in the trust and belief that they are consuming and serving the finest.

## Inspiring timelines

### Pre-1980

We commenced our journey by foraying into the high-potential basmati industry



### 1980-1995

We launched our flagship 'Daawat' brand and focused on business-to-business (B2B) model through a private label

### 1995-2006

We strengthened our brand portfolio and expanded across the product value chain



### 2007-2014

We consolidated our global presence by expanding in North America, Europe, the Middle East and other parts of the world

### 2015-2018

We undertook several strategic acquisitions to widen our offerings. With more capacities, a broader product portfolio and a wider reach, we strengthened our global ambition to touch and delight more customers



### Next level of growth

To outperform the industry, we are driving our next growth stage to become a preferred brand for our consumers and become the category leader in key markets



## Creating flavours and happiness from past five decades



## Our progress



### Fully integrated

From just a rice trader to a leading global consumer food company with an end to end control on the complete value chain



### Sustainable

Consistent growth with profitability underlies the fundamental strength of the business



### Predictable

From a B2B and trading business to a brand-driven business is an exciting evolution for us that creates predictable and tangible value



### Trusted

From a closely held to a publicly listed company with esteemed investors and global partners





### Fully integrated

From just a rice trader to a leading global consumer food company with an end to end control on the complete value chain



### Sustainable

Consistent growth with profitability underlies the fundamental strength of the business



### Predictable

From a B2B and trading business to a brand-driven business is an exciting evolution for us that creates predictable and tangible value

## Our Strengths

# Market leading brands across the globe





## Market share



**~27%**

Share in branded rice market in India



**~35%**

Share in premium segment in India

**~45%**

Share in US basmati rice segment

**~39%**

Share in branded segment in US

## Other global brands



*Devaaya*



## Infrastructure

**India**

Five integrated and automated facilities in Punjab, Haryana and Madhya Pradesh

**US**

Three packaging units and a ready-to-heat facility in US

**Europe**

One processing and packaging unit in Rotterdam

**Organic**

One 100% organic food facility with cold and CO<sub>2</sub> treatment in Sonapat, Haryana

## Distribution

**65+**

Countries

**100+**

Distributors for international markets

**800+**

Distributors in India

**6,000+**

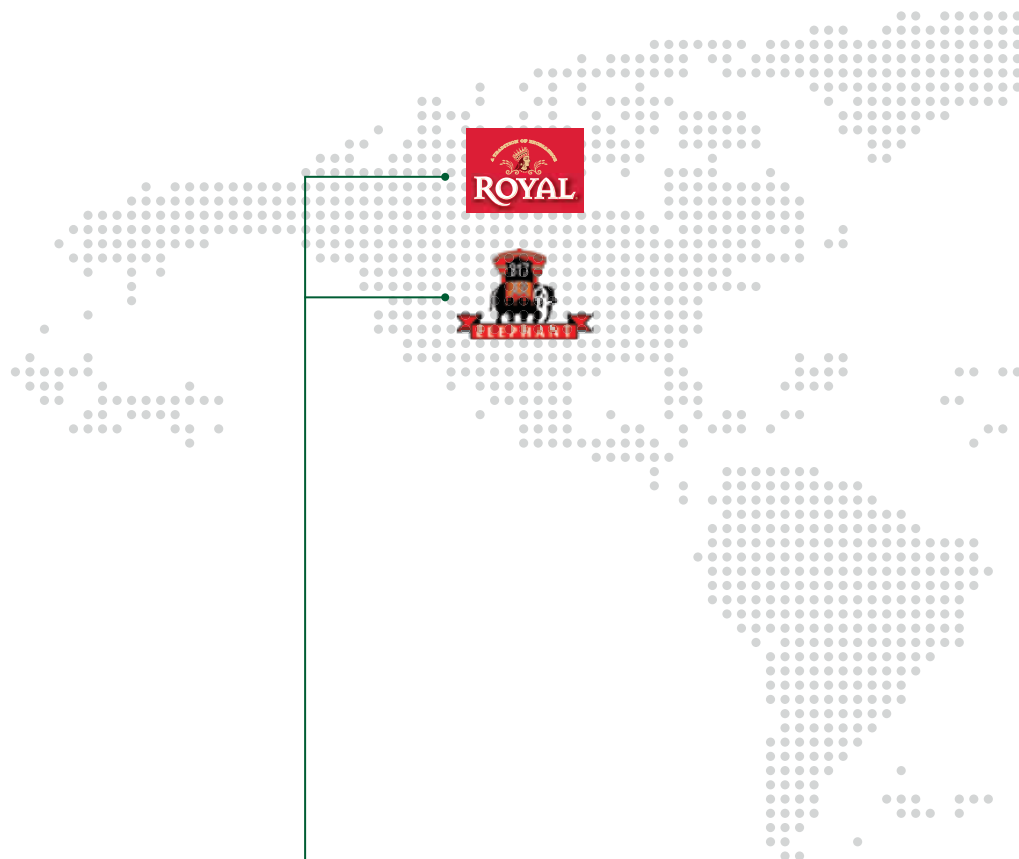
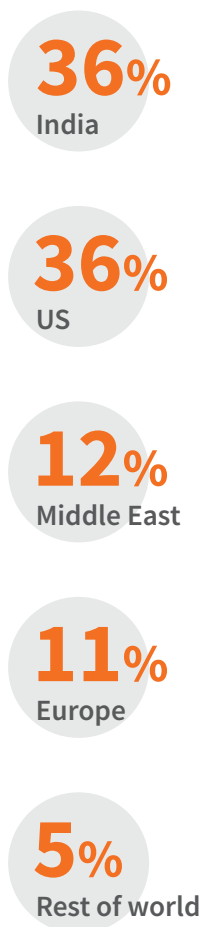
Food service outlets in India

## Our Footprint

# Transcontinental reach

We have a diversified geographic portfolio with substantial business contributions from all key markets of LT Foods.

### Region-wise revenue contribution



#### US and Canada

- #1 with 45% market share in US and leading player in Canada
- Presence with flagship brand 'Royal' and acquired brand '817 Elephant'