

# Godfrey Phillips India Limited (GPIL)

(BSE: 500163; NSE: GODFRYPHLP)

EARNINGS PRESENTATION

Q1 FY 2021



W E B U I L D U S



GODFREY PHILLIPS  
INDIA LIMITED

# Q1 FY2021 Highlights (Y-o-Y)



GODFREY PHILLIPS  
INDIA LIMITED

## Company

**Rs. 916 Cr.**  
Gross Sales Value

**Rs. 202 Cr.**  
Gross Profit

**22.1%**  
Gross Profit Margin

**Rs. 52 Cr.**  
Net Profit

## Tobacco

**Rs 703 Cr.**  
Domestic Cigarette Gross Sales Value

**Rs. 106 Cr.**  
International Gross Sales Value

**88%**  
Tobacco contribution to Gross sales  
Value

## Consumer & Retail

**Rs. 84 Cr.**  
TFS Gross Sales Value

**100**  
TFS stores

**Rs. 23 Cr.**  
Chewing Products Gross Sales Value

- 1 Above values are based on standalone financials
- 2 Gross Sales Value is inclusive of all applicable indirect taxes
- 3 Margins are calculated on Gross Sales Value
- 4 Market size and market share data are based on internal estimates

# Godfrey Phillips Product Portfolio - Q1 FY2021



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Net Sales: Rs. 451 Cr

Tobacco

Non -Tobacco

60%

23%

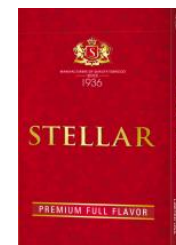
17%

Domestic

International

Consumer & Retail

Marlboro<sup>2</sup>



Tobacco Leaf, Cigarettes  
& Processed tobacco

Chewing  
Products



TFS  
(24Seven)



Confectionary



1 The ratios shown above are based on Net Sales

2 Marlboro is manufactured and distributed under exclusive procurement and supply agreements with Philip Morris International



**Mr. Bhisham Wadhera**  
**Chief Executive Officer**

“The first quarter was unprecedented due to the outbreak of the Covid-19 pandemic and subsequent lockdown measures which impacted all businesses and economic activity across the globe. In light of the challenging market conditions, the Company reported Gross Sales Value of Rs. 916 Crores and Net Profit of Rs. 52 Crores during Q1 FY2021.

Our cigarette domestic volume declined by 47% in Q1 FY2021 as compared to Q1 FY2020. This decline was primarily due to the temporary closure of factories & distribution points as per the state directives. Our Rabale factory remained closed during the entire quarter whereas Gudhar factory resumed its operations in May in a phased manner and was mainly catering to domestic demand. The International Business gross sales also declined by 52% mainly due to supply chain disruptions and closure of Rabale factory which caters majorly to the international markets with cigarettes & cut tobacco.

Gross Sales from 24Seven Convenience Stores (TFS) was Rs. 84 Crores, a decline of 16%, with the number of stores now at 100 at the end of June 2020. TFS remained open during the lockdown and provided all types of essential goods to consumers. However, food sale was impacted due to curtailed movement of public at large.

Amidst the crisis, the safety of our workforce remained top priority and therefore, we have prepared safety guidelines and allowed work from home to ensure employees' well being. It gives me immense pleasure to see that the employees have adopted the new working norms and shown full dedication to ensure continuity of business operations.

Godfrey Phillips was recognized amongst India's Top 30 Manufacturing Places to Work For and this was in addition to the Great Place to Work certification received in June 2019 by Great Place to Work Institute, India. I am happy to share that our ranking has further improved to 29 from 37 last year, in the recent announcements made by the institute in June 2020.

- **One of the leading FMCG Companies in India - flagship company of KK Modi Group**
- **Diversified business interests – Tobacco, Chewing Products, Convenience Stores & Confectionary**
- **Strong Credit Rating : CRISIL A1+ (Short Term Debt) and AA+/Stable (Long Term Loan)**
- **State-of-the-art Research & Development Facilities – ISO 17025 certification**
- **ISO 50001, ISO 14001, ISO 22000 and OSHAS 18001 certified manufacturing operations**

**FY 2020  
Gross Sales Value  
Rs. 7,144 cr**

**1,000+  
Employees**

*Amongst India's Best  
Companies to Work  
2020*

**Global Presence**

*India  
Singapore  
UAE*

**Corporate Social  
Responsibilities**

*Farmers Community Program  
Women Welfare Program*

## Growth Priorities

**1**

**Target New Markets  
for Cigarettes**

**2**

**Focus on Exports /  
International Business**

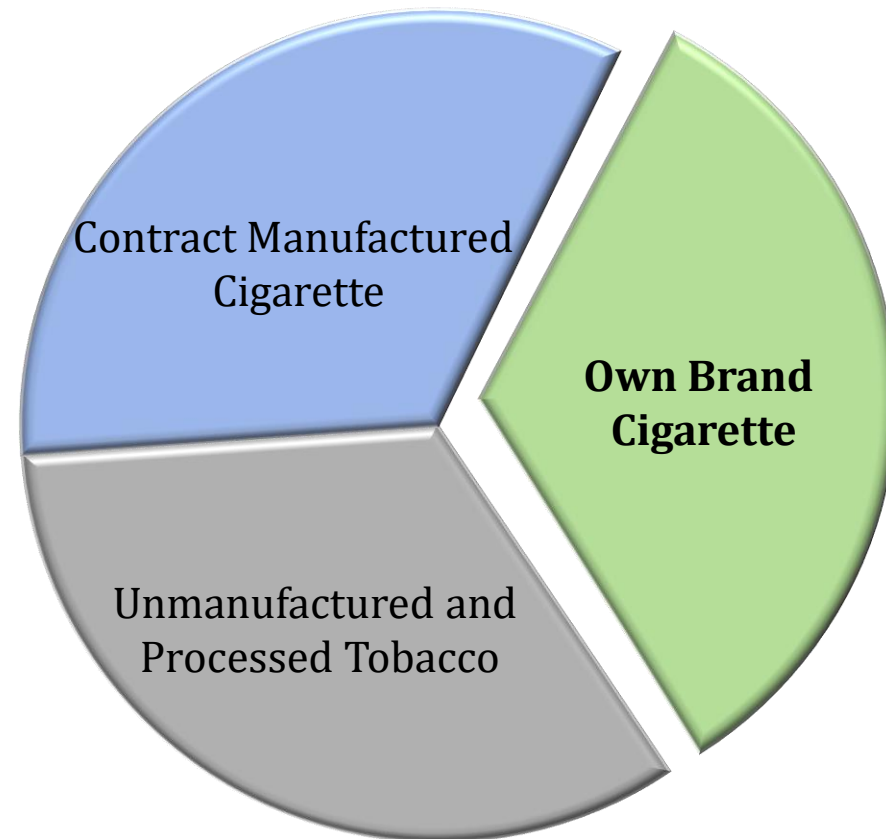
**3**

**24Seven Convenience  
Stores (TFS)**

## Strategic Direction

- ✓ Recover sales volume across all markets to prepare a base for future growth
- ✓ Strengthen partnership with Philip Morris International in the manufacture and distribution of Marlboro brand cigarettes in India
- ✓ Build on existing cigarettes export markets to enhance own brand sales
- ✓ Continue to expand chewing and confectionary product offerings to suit varying consumer tastes and preferences
- ✓ Capitalise on the fast growing retail space through 24Seven's innovative approach
- ✓ Contributing to the socio-economic growth across the value chain through programs for tobacco farmers

## Build on existing contract manufactured cigarettes export markets to enhance own brand sales



**Rs. 106 Cr.**  
Q1FY 2021 Gross Sales Value  
*decreased by 51.6%*

**23%**  
Contribution in Q1 FY21 to Net Sales



**Global Operations**  
Significant market presence across Latin America,  
Middle East, South East Asia and Eastern Europe

**72 Countries**  
Exporting through more than 90 partners

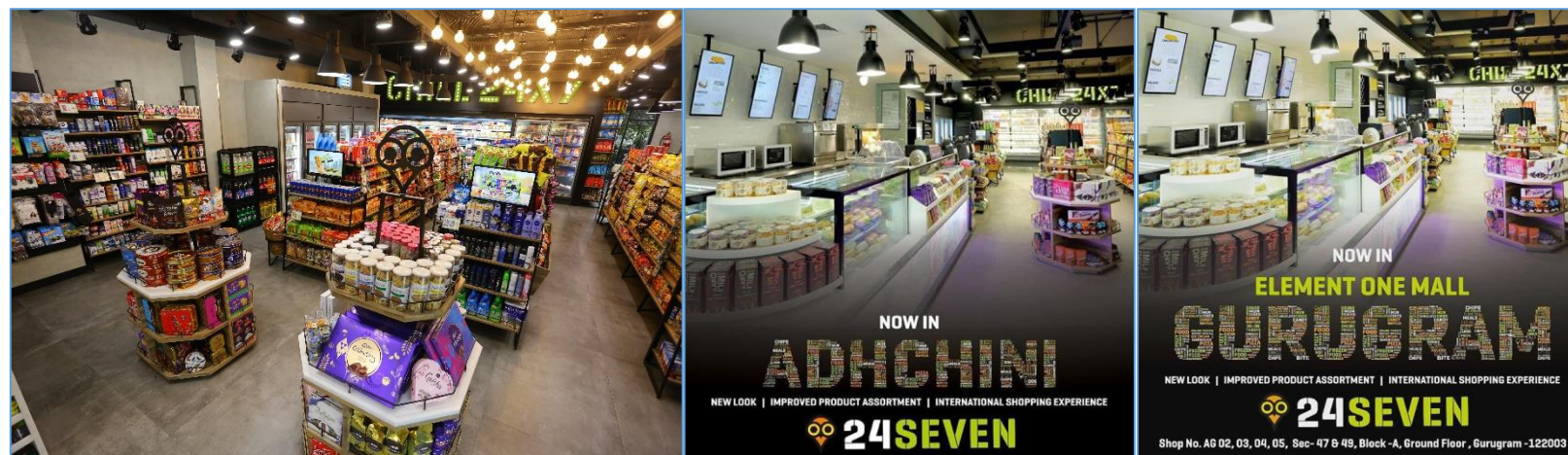
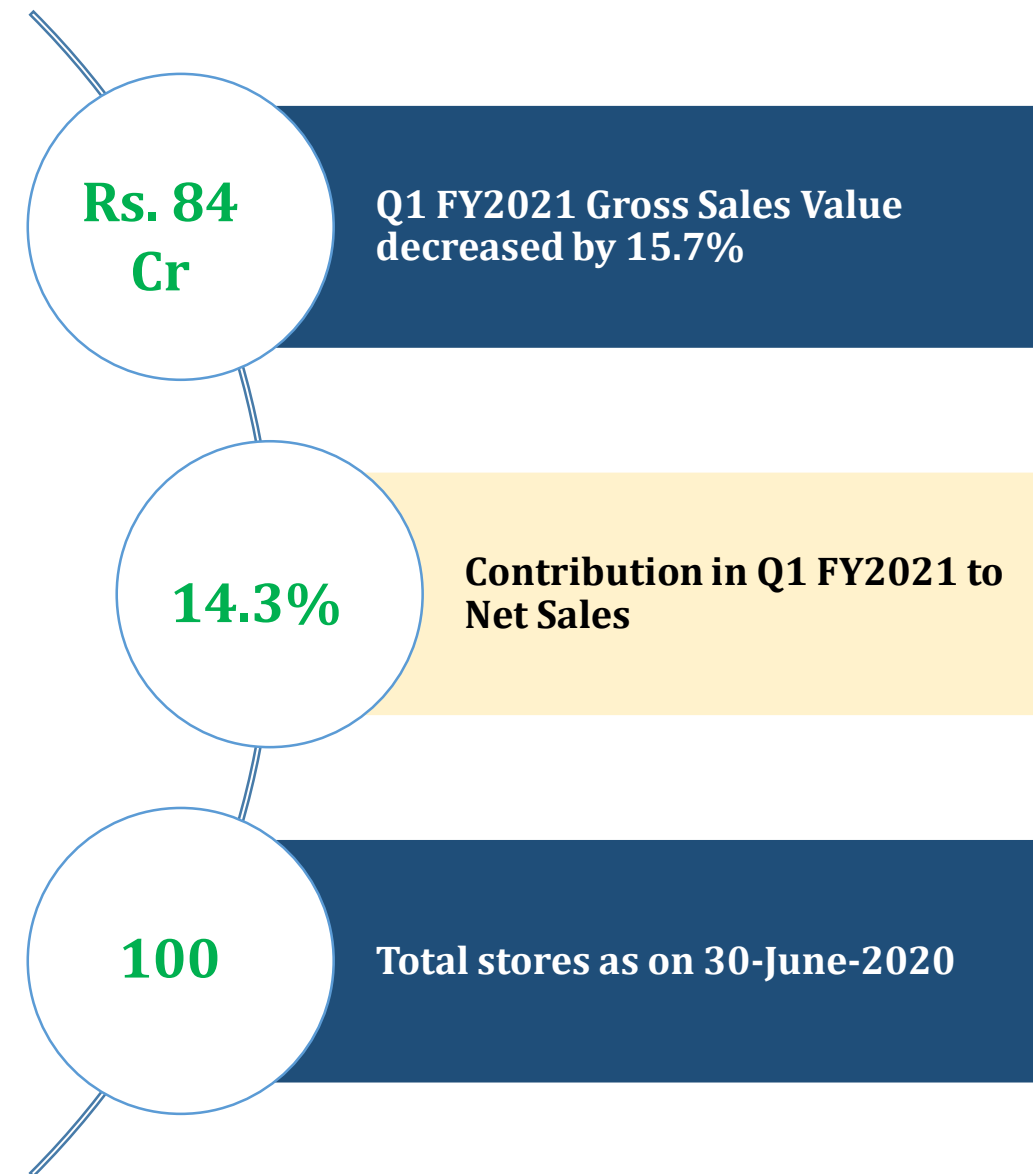
# Growth Priorities – 24Seven Convenience Stores (TFS)



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## India’s only organised retail chain in the ‘round-the-clock’ convenience store format

- The 24Seven chain of convenience stores are another example of Godfrey Phillips India’s innovative approach to business
- 24Seven stores deliver an international shopping experience, stocking a wide variety of products and providing a range of services, round the clock
- Stores offer daily needs groceries, ready-to-eat foods, beverages, cosmetics and personal care products, music and movies, magazines, domestic and international courier services, instant photo development, bill payments, mobile phone recharges, movie tickets and several other offerings
- 24Seven stores are giving India’s young working people new and more comfortable options that meet their requirements and also fulfil the needs of today’s modern Indian work culture
- In FY2019, the company set up a large scale kitchen hub in Faridabad (Delhi NCR) to prepare all kinds of ready to eat food items in a highly quality controlled environment, to meet growing demand





# Growth Priorities – 24Seven Convenience Stores (TFS)



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Offering a range of food products fulfilling the needs of today's modern Indian work culture



# Growth Priorities – Chewing Products & Confectionary



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Chewing Products



## Pan Vilas

- The premium pan masala market size is estimated to be Rs. 2,800 Crore and Pan Vilas has a 20% share in its key market of Gujarat
- GPI is more focused on Pan Vilas as a key product offering and expected to further drive revenue and profitability



## Pan Vilas Silver Dewz

- A premium mouth freshener made of silver-coated flavoured Elaichi – Silver Dewz is an extension of Pan Vilas brand’s offering in the competitive mouth freshener category

**Rs. 23 Cr**

**Q1 FY 2021 Gross Sales Value<sup>1</sup>  
decreased by 68.7%**

**800**

**Network of Exclusive  
Distributors**

**9,000**

**Network of Exclusive Field Force**

Confectionary



## Funda Goli

- With the introduction of the Funda Goli range of candies, GPIL established a niche for itself as a unique confectionery brand
- Funda Goli’s fun range includes flavours like Kachha Aam, Refreshing Green Apple, Mast Guava, Orange Mints and Slurpy Lychee



## Imli Naturalz

- First of its kind candy with natural ingredients and distinguished taste

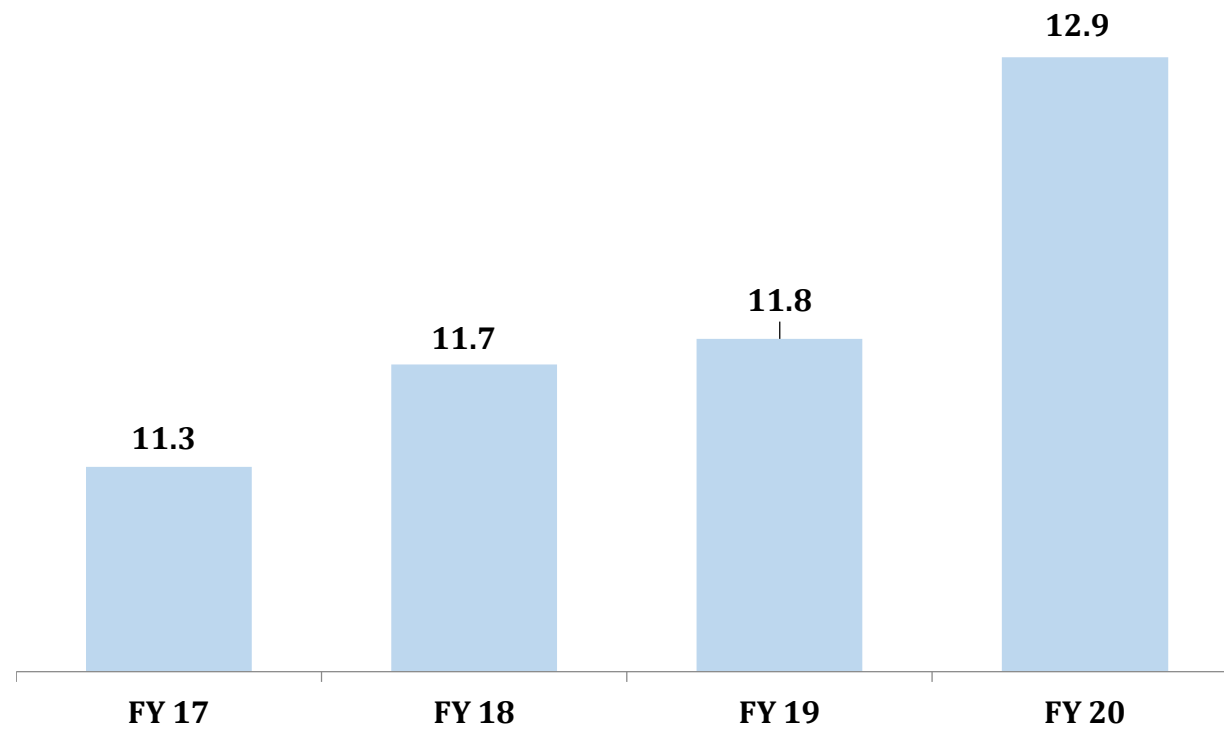
1. Excludes sales value of chewing tobacco – ‘Raaga’

# Cigarette Domestic Market Share and Volume

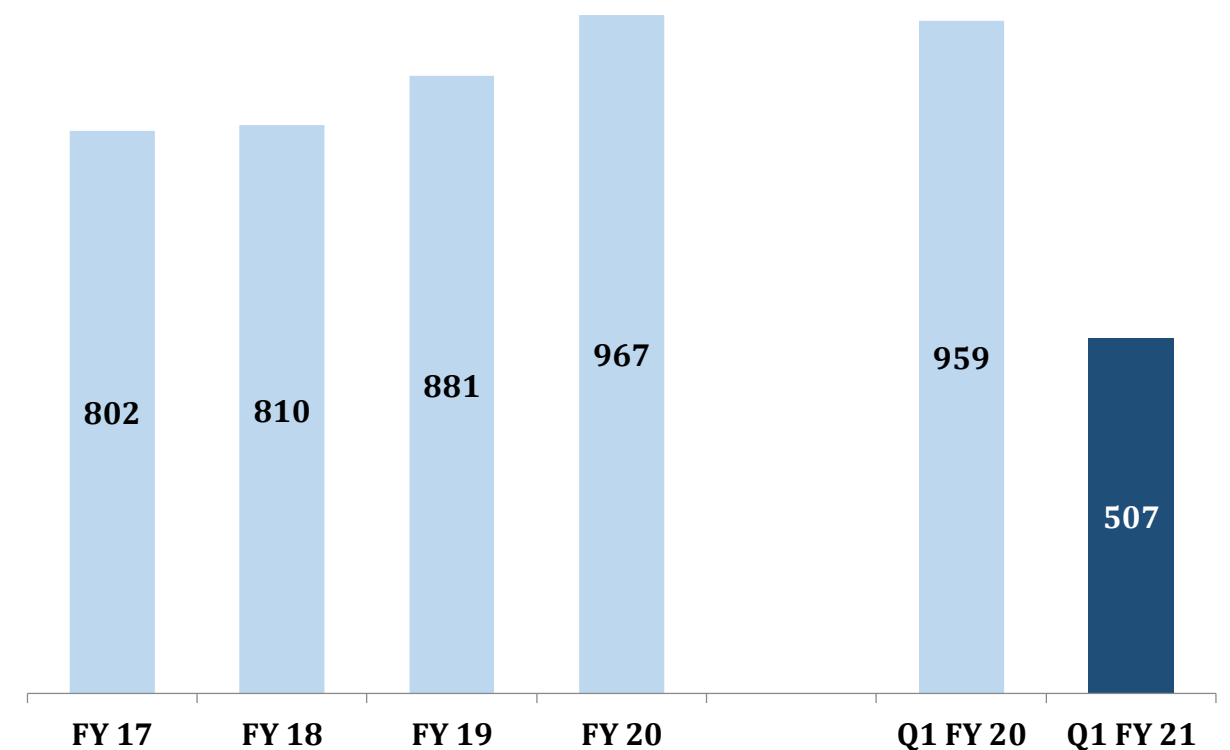


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Market Share (%)



Volumes (million per month)



- Our core markets in Western India are one of the most adversely affected by COVID-19 in India; this impacted our business and sales recovery in Q1 FY21 was not in line with our expectations.

Note: Market share data is based on internal estimates

# Q1 FY2021 Financial Summary



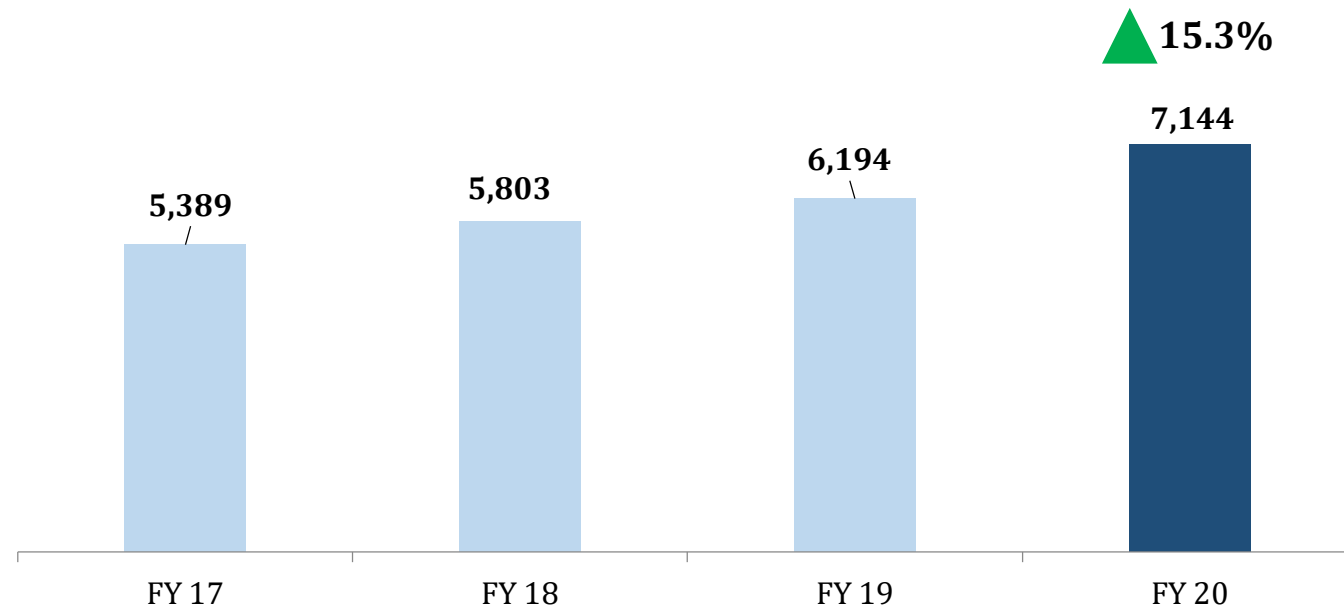
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Rs. Crore		Standalone							Consolidated			
		Q1FY21	Q1FY20	Y-o-Y%	Q4FY20	Q-o-Q%	FY20	FY19	Y-o-Y%	FY20	FY19	Y-o-Y%
1	<b>Gross Sales income</b>	<b>916</b>	<b>1,852</b>	<i>(50.5)%</i>	<b>1,679</b>	<i>(45.4)%</i>	<b>7,144</b>	<b>6,194</b>	<i>15.3%</i>	<b>7,167</b>	<b>6,209</b>	<i>15.4%</i>
2	<b>Gross Revenue</b>	456	831		678		3,045	2,592		3,068	2,612	
	Less- Excise duty	51	34		87		191	115		191	115	
	<b>Net Revenue</b>	<b>405</b>	<b>797</b>	<i>(49.2)%</i>	<b>591</b>	<i>(31.5)%</i>	<b>2,854</b>	<b>2,477</b>	<i>15.2%</i>	<b>2,877</b>	<b>2,497</b>	<i>15.2%</i>
3	COGS	203	363	<i>(44.1)%</i>	247	<i>(17.8)%</i>	1,253	1,070	<i>17.1%</i>	1,261	1,073	<i>17.5%</i>
4	<b>Gross Profit</b>	<b>202</b>	<b>434</b>	<i>(53.5)%</i>	<b>344</b>	<i>(41.3)%</i>	<b>1,601</b>	<b>1,407</b>	<i>13.8%</i>	<b>1,616</b>	<b>1,424</b>	<i>13.5%</i>
	<b>% to Sales</b>	<b>22.1%</b>	<b>23.4%</b>		<b>20.5%</b>		<b>22.4%</b>	<b>22.7%</b>		<b>22.5%</b>	<b>22.9%</b>	
5	Employee Benefits	52	58	<i>(10.3)%</i>	55	<i>(5.5)%</i>	250	252	<i>(1.2)%</i>	278	281	<i>(1.1)%</i>
	% to Sales	5.7%	3.1%		3.3%		3.5%	4.1%		3.9%	4.5%	
6	Advertising & sales promotion	9	40	<i>(77.5)%</i>	39	<i>(76.9)%</i>	156	146	<i>6.8%</i>	156	146	<i>6.8%</i>
	% to Sales	1.0%	2.2%		2.3%		2.2%	2.4%		2.2%	2.4%	
7	Other expenses (Net)	83	138	<i>(39.9)%</i>	160	<i>(48.1)%</i>	603	614	<i>(1.6)%</i>	590	595	<i>(0.7)%</i>
	% to Sales	9.1%	7.5%		9.5%		8.4%	9.9%		8.2%	9.6%	
8	<b>EBITDA (Operating)</b>	<b>58</b>	<b>198</b>	<i>(70.7)%</i>	<b>90</b>	<i>(35.6)%</i>	<b>592</b>	<b>395</b>	<i>49.9%</i>	<b>592</b>	<b>402</b>	<i>46.9%</i>
	% to Sales	6.3%	10.7%		5.4%		8.3%	6.4%		8.3%	6.5%	
9	<b>Net Profit/(Loss)-Adj.</b>	<b>52</b>	<b>115</b>	<i>(54.8)%</i>	<b>48</b>	<i>8.3%</i>	<b>388</b>	<b>256<sup>2</sup></b>	<i>51.6%</i>	<b>384</b>	<b>260</b>	<i>47.7%</i>
	% to Sales	5.7%	6.2%		2.9%		5.4%	4.1%		5.4%	4.2%	

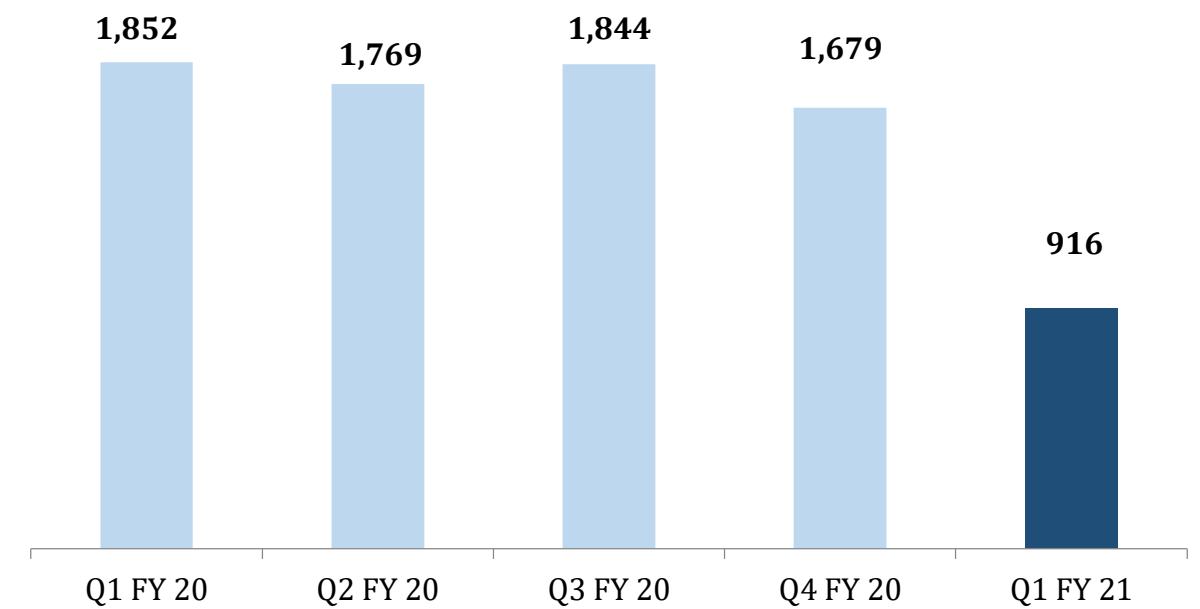
1 Margins are calculated based on Gross Sales Value

2 Net Profit and EBITDA for FY2019 is adjusted for Rs. 15.1 Crore charged as provision for decline in the value of non current investment

## Gross Sales Value –Annual (Rs. Crore)



## Gross Sales Value – Quarterly Standalone (Rs. Crore)

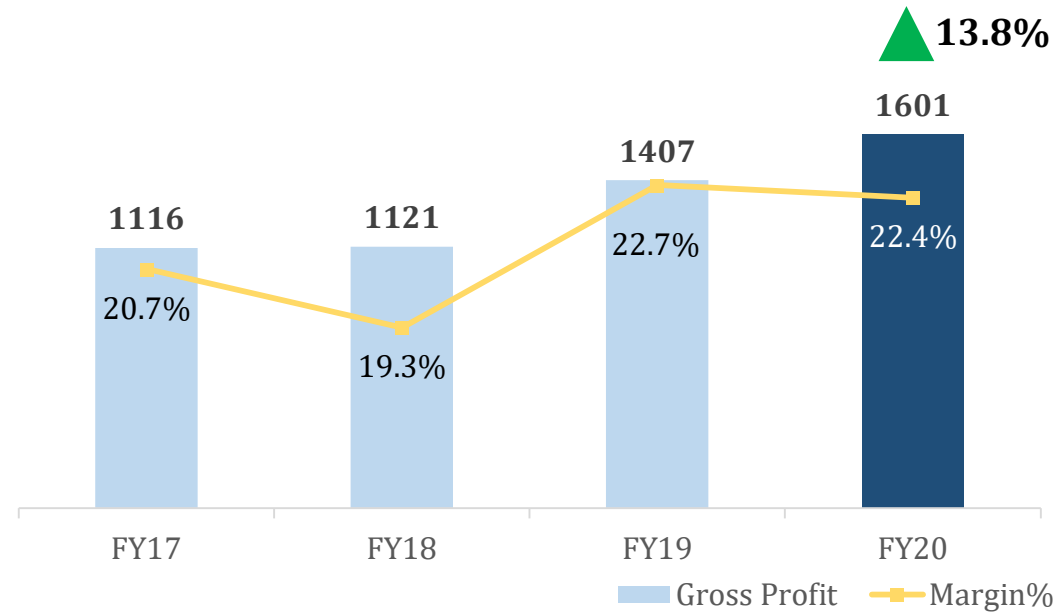


- Gross Sales Value includes Excise Duty, NCCD, GST, GST Compensation Cess and VAT as applicable in the corresponding reporting period
- The outbreak of COVID 19 pandemic and the consequent lockdowns have resulted in disruption in the business operations of the Company since second half of March'20 in terms of both production and sales.
- Our core markets in Western India are one of the most adversely affected by COVID-19 in India; this impacted our business and sales recovery in Q1 FY21 was not in line with our expectations.

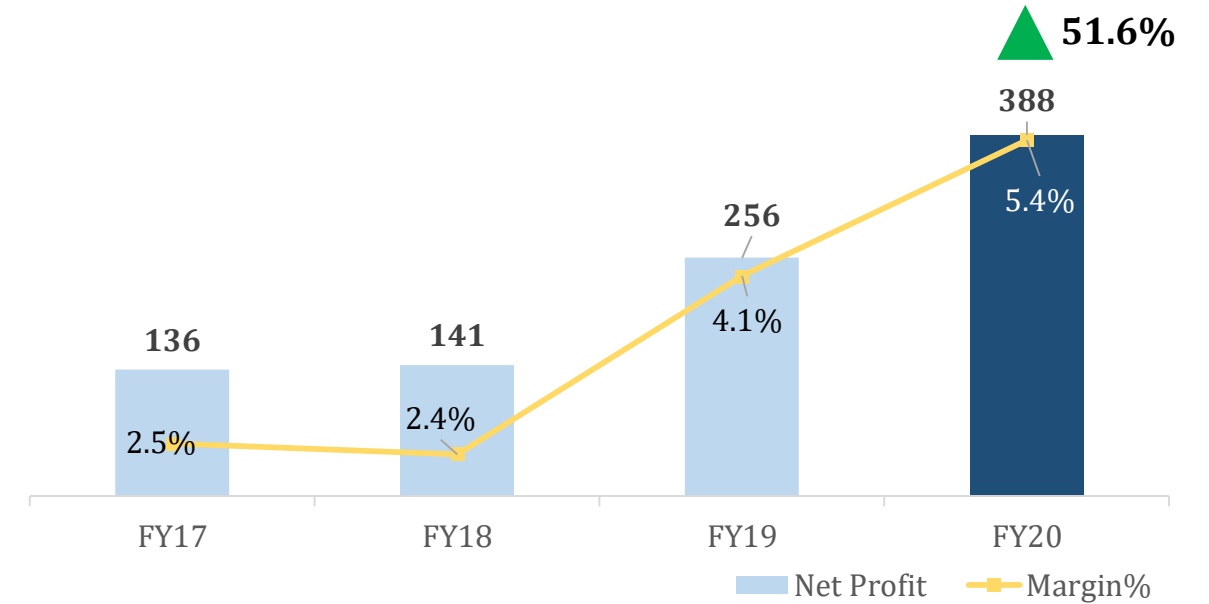
# Gross Profit and Net Profit Contribution



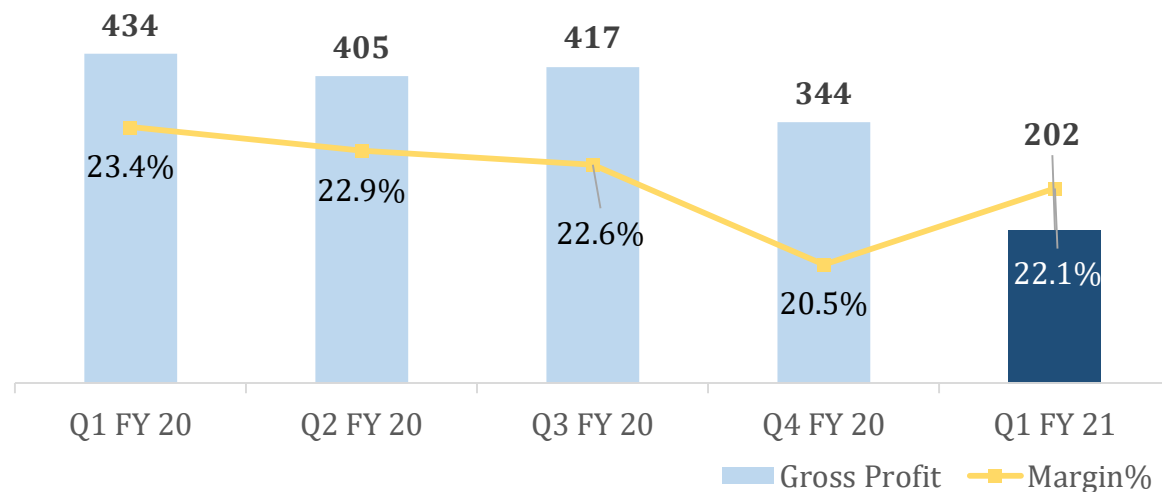
Gross Profit (Rs. Crore) and Margin (%)



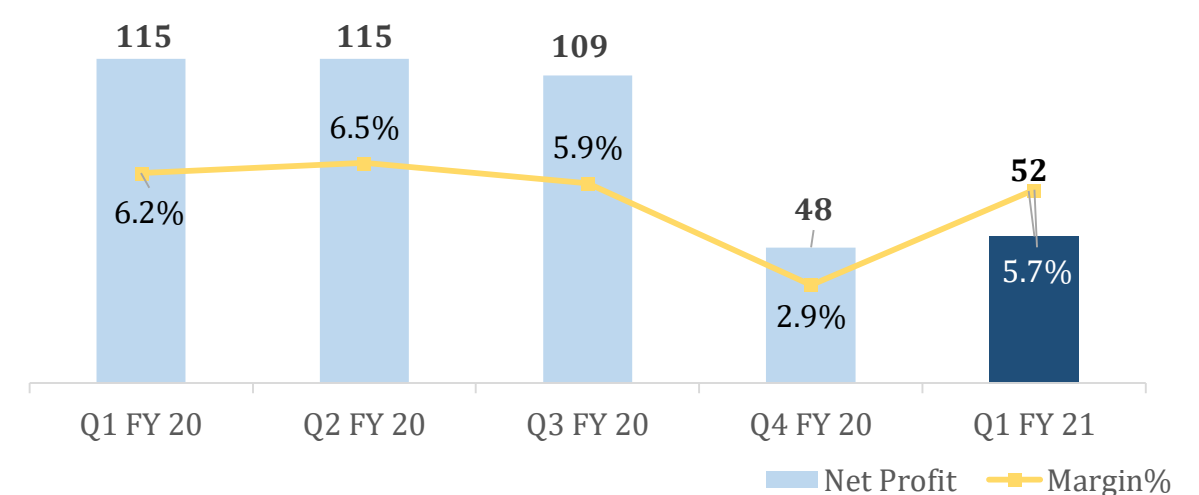
Net Profit (Rs. Crore) and Margin (%)



Gross Profit (Rs. Crore) and Margin (%)



Net Profit (Rs. Crore) and Margin (%)



## Safety and Reassurance

Working guidelines created and cascaded across all offices to ensure safety of human capital

## People Connect

Individual dialogue channels established with current and retired employees for discussing their wellbeing

## Information Hub

Set up for employees to resolve queries, create awareness and action in emergency situations, way forward and contact details

## Work From Home (WFH)

Centrally facilitated WFH guidelines to ensure business continuity and employee wellbeing

## Capability Building

Skilling and reskilling initiatives were accelerated through online medium

## Social Engagement


Virtual employee engagement programs were created to ensure connectedness; GPI anthem created to celebrate the spirit of OneGPI

# GPI as India's Best Companies to Work For



GODFREY PHILLIPS  
INDIA LIMITED

Godfrey Phillips India is now recognized amongst India's Top 30 Manufacturing Places to Work For



GPI's ranking has improved to 29 in 2020 from 37 in 2019 survey



GPI is adjudged "Best in FMCG" in the Great Place To Work 2020 survey



Godfrey Phillips India is now recognized amongst India's Top 30 Manufacturing Places to Work For



## Modicare Foundation

Founded in 1996, Modicare Foundation's core focus areas are empowerment of children, adolescents and women by developing a holistic approach towards education, life skills and leadership

### Vision

Modicare foundation strongly believes that every individual has the potential to transform his / her to life to grow and develop as an active citizen

### Mission

Empower the marginalised population specially women, adolescents, youth and children with skills and knowledge to work as change agents for themselves and their community

## Key Projects

### Khwabgah



- Provide comprehensive development opportunities to children, adolescents / young adults and their families
- Over 1,500 children are directly benefitting while over 100,000 people are receiving services and support
- Location: Slums of South Delhi

### Ambassadors of Change (AOC)



- Flagship programme since 2000, provides life skill education for in and out of school adolescents
- Empower 4200 adolescents every month and till date it has reached over 1.5 lakh adolescents and 130 institutions

### Ehsaas



- Supported by Clinton Foundation, USA and works as coordinating agency on the National Pediatric Program which linked HIV+ children with government ART centres
- Supported over 1000 affected families and provided HIV related counselling services to 11,000 people

### Partners in Change



- Provides training / capacity building on gender, sexual harassment at workplaces, reproductive health, HIV/AIDS
- Support includes activities such as awareness generation through community based camps, forming internal committees, master trainers

## Program for Tobacco Grading Women



### Program

- About 650 women, engaged into tobacco leaf grading activity for cigarettes and tobacco exports in Ongole, Andhra Pradesh are direct beneficiaries
- The program was held over 3 tobacco grading units and 4 villages where majority of the women worker reside

### Initiatives

- Edugundlapadu is now a model village - 100% open defecation free with toilets for all families, health camps, tree plantation, Community RO for safe water, child education and infrastructure of 2 primary school and Angaanwadi
- This village was officially recognized by the Govt. of Andhra Pradesh and awarded a **Certificate of Merit** by the Collector and District Magistrate on **26<sup>th</sup> January 2019**
- We received the Greentech Foundation CSR Gold Award in 2018

## Program for Burley Tobacco Farmers

### Program

- Burley tobacco producing farmers are important stakeholders of the Company and there is a direct impact on the business due to the various issues impacting the farmers
- CSR objectives are integrated with the Tobacco Leaf Division to facilitate stringent standards and expectations from farmers under the agriculture labor practices

### Initiatives

- Since 2014 over 3,200 families in 60 villages have been directly impacted and 2 lakh population are enjoying the community initiatives
- Water and soil conservation through farm ponds, water harvesting and desiltations
- Reducing debt through Farmers Development Societies (FDS) and support to farmers with curing sheds that help protect the crop
- Access to safe water with community RO, health camps and toilets
- Solar power and watershed program to deliver sustainable comprehensive development
- An After School Program to eliminate child labour





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—INDIA LIMITED—

## Godfrey Phillips India Limited

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**GODFREY PHILLIPS**  
INDIA LIMITED

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