

# **KRBL Limited - Fundamental Company Report Including Financial, Business, Recent Development, Industry Overview, Competitors and Key Risk Analysis**

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## **Abstracts**

KRBL is one of the world's largest rice millers with the largest manufacturing capacity. KRBL is India's first integrated rice company and also the world's largest Basmati Rice exporter. The company exports Basmati Rice to countries like Saudi Arabia, Kuwait, US and Middle East. In the domestic market, the company enjoys 30% market share in the branded Basmati space. Revenue from Basmati Rice accounts for 95% of the total income of the company and exports income accounts for 57% of the total income.

The business of the company is involved right from the seed development and multiplication to contract farming and marketing. The business of the company is segmented into two- agri and energy. The business of the agri segment includes trading of agri commodities such as rice, pulses, seed, wheat, bran and bran oil. The energy segment involved into power generation from wind turbine and husk based power plants.

The company has two manufacturing units and one processing unit with a total capacity of 195MT/hour. The company's Dhuri plant in Punjab is the largest fully integrated rice mill plant in the world with a capacity of 150 MT/hour. Ghaziabad plant of the company has a capacity of 45MT/hour. KRBL DMCC, Dubai is the wholly owned subsidiary of the company. Major brands of KRBL are India Gate, Taj Mahal, Doon, Nurjahan etc.

During FY10, the export volume of the company grew 46% and stood at 139,882MT. In Rupee terms, it rose 24% to 9.10bn. Domestic revenue rose 16% to 6.68bn. Revenue from the sales of Basmati Rice stood at 11.90bn, which is 27% higher than that of a

year ago. Average domestic realization of Basmati Rice stood at Rupees 31/Kg. in FY10 from 30/Kg. of FY09. Sale of company's flagship brand 'India Gate' accounts for 60% of the total domestic sales of the company.

In the energy business, the company has added 14.70MW of wind energy during FY10-6.60MW in Tamil Nadu and 8.10MW in Rajasthan. With this, the total generation capacity moved upto 41.20MW from 26.50MW of earlier.

In the financial year 2009-10, the company has enhanced its farm management coverage by 30,000 acres, which took the total land under cultivation to 2,300.000 acres. The farmer coverage under this program stood over 80,000 at the end of FY10. During the year, the company's organic farming initiatives raised to a newer level of efficiency through merger of different projects and splitting of farmers having more than 4 acres of land. This helped the company to reduce the inspection and certification fee for the farmers.

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