



*Happy
Farmers*



*Smiling
Consumers*

Ruchi

Corporate Presentation

2017



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30

Years of corporate existence

19

Manufacturing locations
across India

11.5 LACS

No. of retail outlets

6,500+

No. of Distributors

126

No. of Company Depots

**2 LACS+
HECTARES**

Land access in India for palm
oil plantations with exclusive
procurement rights across six states

- India's No.1 Food and Agri Products company as per Fortune India 500 Rankings - 2016
- Turnover of USD 3 billion (FY 2016-17)
- Number 1 position in cooking oil and soy foods categories of India
- Leading Brands - Nutrela, Mahakosh, Sunrich, Ruchi Gold and Ruchi Star
- Among the pioneers of oil palm plantations in India
- Highest exporters of value added soybean products - soy meal, textured soy protein and soy lecithin.
- Diversification into renewable energy and commitment to environmental protection.



Healthy mix of midstream and downstream, and well on its way to develop an upstream business

One Of The Few Edible Oil Companies in India with Integrated Operations

Information flows / Visibility across value chain



Finance / Risk management / Logistics coordination

■ Origination

- Palm plantations across Andhra Pradesh, Karnataka, Mizoram, Gujarat, Orissa and Tamil Nadu
- Access to total agricultural land of 2,00,000 hectares for potential oil palm procurement

■ Processing

- Daily capacity (MT)
 - Crushing: 12,394
 - Crude Oil: 2,231
 - Soya Meal: 10,163
 - Refining: 11,120
 - Vanaspati & bakery fats: 1,965
 - Textured soya protein: 467
 - Edible soya flour: 300

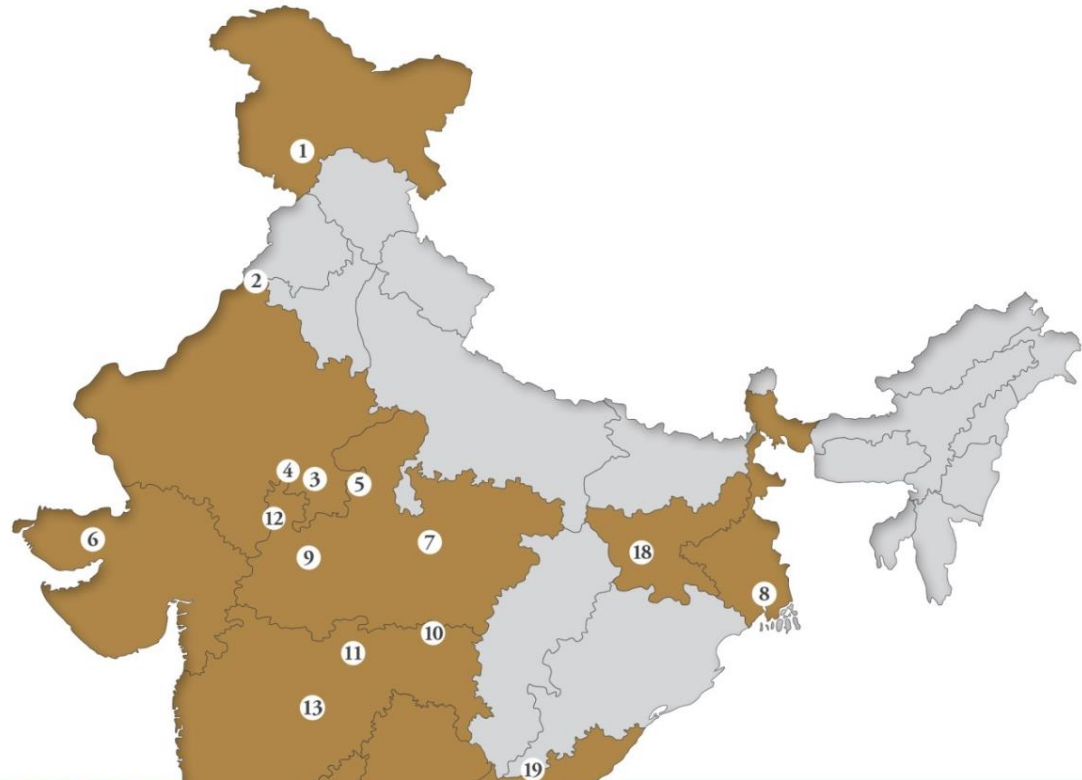
■ Products

- Key products:
 - Edible oil
 - Seed extractions
 - Vanaspati
 - Food productions
- Key brands include Nutrela, Ruchi Gold, Ruchi Star, Sunrich and Mahakosh

■ Merchandising and distribution

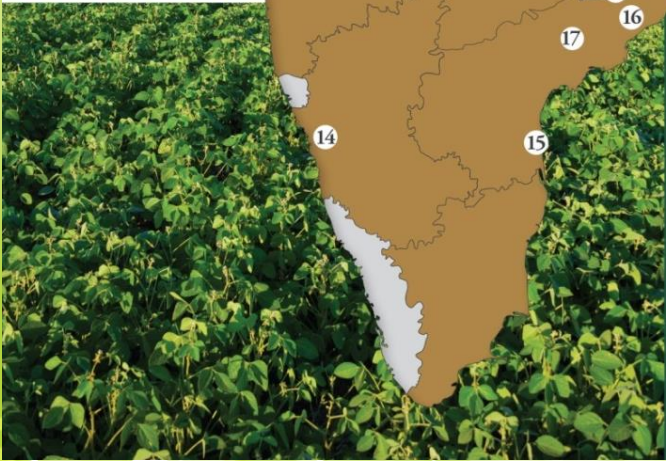
As on 31 March, 2017:

- 126 company depots through India with storage and logistical facilities
- Pan-India non-exclusive distribution network covering 6,500 distributors reaching over 11.5 lacs No. of retail outlets



- | | |
|------------------|----------------|
| 1. Jammu | 15. Chennai |
| 2. Sriganganagar | 16. Kakinada |
| 3. Baran | 17. Vijayawada |
| 4. Kota | 18. Durgawati |
| 5. Guna | 19. Peddapuram |
| 6. Kandla | |
| 7. Gadarwara | |
| 8. Haldia | |
| 9. Manglia | |
| 10. Nagpur | |
| 11. Washim | |
| 12. Daloda | |
| 13. Patalganga | |
| 14. Mangalore | |

19 Manufacturing Locations across India



OILSEED EXTRACTION

Annual Capacity
3.72 million metric tonnes

Facility Locations
10

EDIBLE OIL REFINING

Annual Capacity
3.3 million metric tonnes

Facility Locations
13

PALM FRUIT PROCESSING

Annual Capacity
0.90 million metric tonnes

Facility Locations
02

VANASPATI & BAKERY FATS

Annual Capacity
0.59 million metric tonnes

Facility Locations
08

SOYA MEAL EXTRACTION

Annual Capacity
3.05 million metric tonnes

Facility Locations
10

WIND POWER GENERATION

Annual Capacity
85.3 Megawatt

Facility Locations
11

Proximity to Ports

- Processing plants across 19 locations in India, giving access to markets across India
- 126 company depots (with storage and other logistical facilities) which serve over 6500 distributors across the country reaching over 11.5 lacs retail outlets

Pan India Footprint

- All refining plants located near ports, providing easier access to imported edible oil
- Distribution through pipes at ports saves transport cost and time

Crushing in Soya bowl of India

- Inland crushing plants located in key soya bean and mustard producing states

BRAND POSITIONING IN EDIBLE OIL BUSINESS

Ruchi

Track record of creating successful brands in a highly commoditized industry. Company has multiple brands for several of their products to cater to different income segments of the Indian retail market

Premium



Nutrela Healthy Oils

- Sunflower
- Soyabean
- Mustard

Value



MAHAKOSH REFINED EDIBLE OILS

- Soyabean
- Sunflower
- Rice Bran
- Cotton Seed

Mahakosh Filtered Groundnut Oil

Brand Ambassador :
Madhuri Dixit



Value



SUNRICH

- Sunrich Refined Sunflower Oil

Brand Ambassador :
Priyanka Upendra



Mass



RUCHI GOLD

Ruchi Gold is the market leader in the refined oils space and is the largest selling refined palm oil brand in the country by a significant margin.

Ruchi Gold Refined Palmolein Ruchi Gold Mustard Oil (Kachchi Ghani)

Other Products

- Ruchi Star Soyabean Oil
- Ruchi No. 1 – Vanaspati



Presence in both branded and non-branded segment with participation in domestic and international market

Key Brands

Premium



- **Nutrela** – Market Leader in premium soya chunks, commanding significant premium to the nearest competitor

Value



- **Mahakosh** – Hunky Chunky – Fighter brand to convert loose users in to branded users

Export Market

Company is one of the largest exporter of Soya Food products such as – Texturized Soya Food Products, Toasted Soya Flakes, Un-toasted Soya Flakes, Soya Lecithin and White Flakes

Particulars	2016-17	2015-16	2014-15	2013-14	2012-13
Revenue	18,620	27,805	28,412	24,601	26,485
Branded Sales	8,648	9,094	8,357	6,965	6,348
Export Sales	1,063	1,754	3,360	3,599	4,321
EBITDA	-687	114	626	734	942
Gross Fixed Assets	6,042	6,038	3,877	3,692	3,519

Figures in ₹ Crores

Note: Figures for FY 17 & FY 16 are as per requirements of IND AS



AWARDS & RECOGNITION



FORTUNE INDIA

- In December 2016, Fortune magazine ranked Ruchi Soya as :

'India's No 1 Food & Agri products company'
- It was the only Food and Agri company in the top 100 of the Fortune 500 list published by the magazine in December 2016.





Nielsen, the global marketing research firm has ranked Ruchi Soya as :

- ✓ **No.1 company in Indian Edible Oil Sector** based on the volumes of 'Refined Oils Consumer Packs' (time period – January 1, 2015 – December 31, 2015)
- ✓ **No.1 company within the Palmolien segment** of 'Refined Oils Consumer Packs' category on volumes basis (Time period – January 1, 2015 – December 31, 2015)



GLOBOIL

- In 2015, we were bestowed with three Globoil Diamond Awards :
 - ❖ *No. 1 Importer of Edible Oil,*
 - ❖ *No.1 Exporter of Soybean Meals*
 - ❖ *No.1 Palm Oil Brand*
- GLOBOIL is the Premier International Conference & Exhibition on Vegetable Oil, Feed & Feed Ingredients, Oilseeds & Oleochemicals



- Ranked among

'Top 5 Packaged Food Companies in India in 2015'

by Euromonitor International, a leading global research firm (May 2016)

- Ruchi Soya was placed in the **4th position** in the Euromonitor International report; ahead of firms such as Parle Products, Mondelez India, Nestle India, PepsiCo and ITC

dun & bradstreet

Ruchi Soya ranked as :

'No. 1 firm as per total income in FY 2015 in the food products sector'

by Dun & Bradstreet India's Top 500 Companies & Corporate Awards, 2016

*Mr. Dinesh Shahra, MD, Ruchi Soya Industries
with the Dun & Bradstreet recognition*



National Safety Award

- Three of Ruchi Soya's plants in Manglia (MP), Kota (Rajasthan) and Gadarawara (MP) were honoured with the :

National Safety Awards presented by the Ministry of Labour & Employment, Government of India in 2016

- Testament of high standards of Occupational Health & Safety with zero tolerance for accidents in Ruchi Soya plants

Thank You



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