



Globus Spirits

Result Presentation | Q1FY25



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Consumer - Prestige & Above (P&A)

Revenue	Sales Volume (cases)	EBITDA
Rs. 272 Mn	0.19 Mn	Rs. -35 Mn
▲ 272% YoY	▲ 292% YoY	▲ 45% YoY
▲ 88% QoQ	▲ 50% QoQ	▲ 52% QoQ

- ✓ Volume and profit Growth in line with internal targets
- ✓ Mountain Oak showing good traction

Consumer - Regular & Others (R&O)

Revenue	Sales Volume (cases)	EBITDA
Rs. 2,114 Mn	3.95 Mn	Rs. 430 Mn
▲ 11% YoY	▲ 13% YoY	▼ -13% YoY
▲ 20% QoQ	▲ 15% QoQ	▲ 47% QoQ

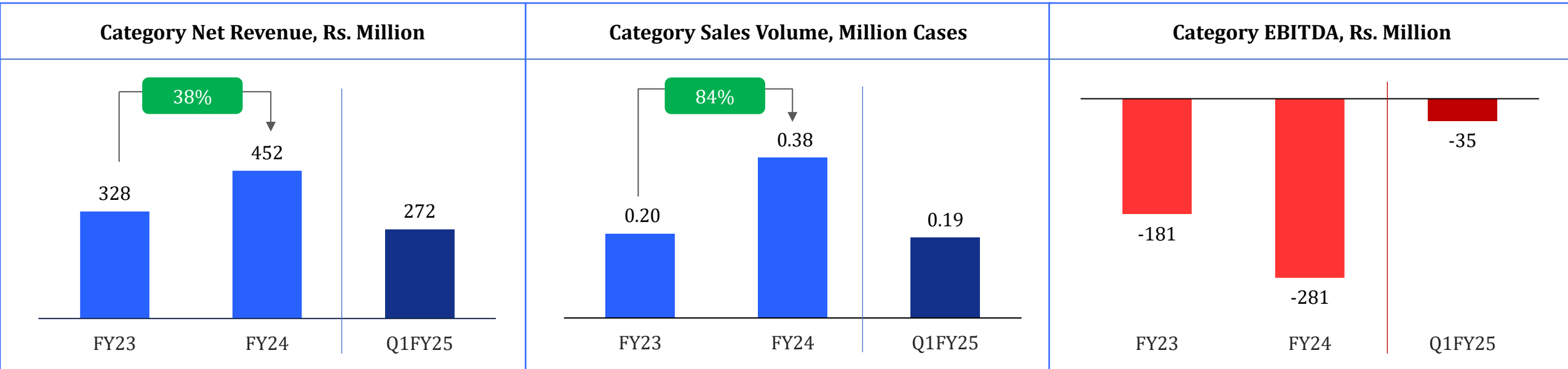
- ✓ YoY decrease in EBITDA is due to higher cost of Grain and Packaging costs. Price increase in Rajasthan has helped mitigate most of the cost push

Manufacturing Segment

Revenue	EBITDA
Rs. 4,036 Mn	Rs. 107 Mn
▲ 9% YoY	▼ -66% YoY
▲ 1% QoQ	▲ 196% QoQ

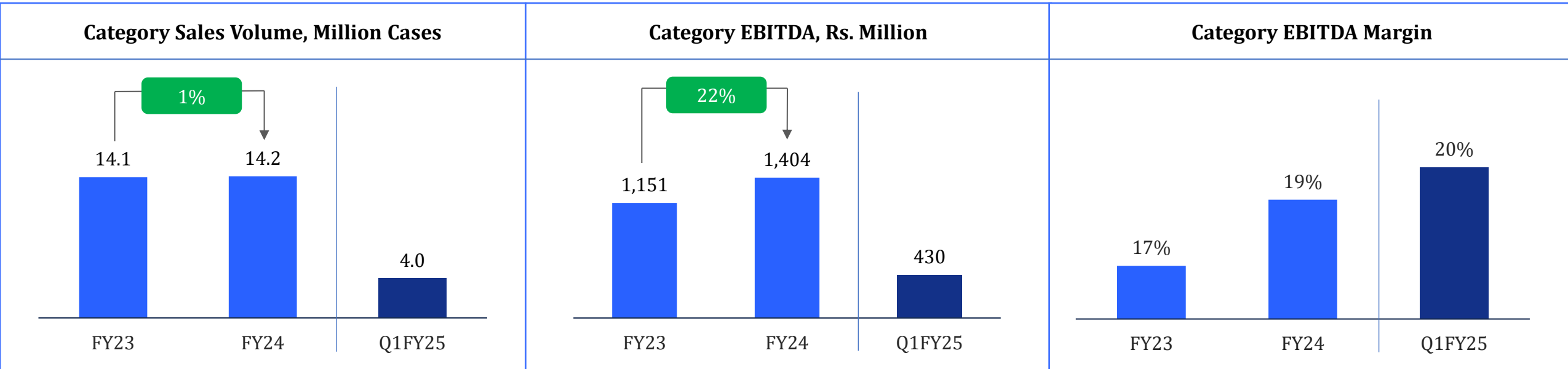
- ✓ Improvement of margins in Q1 due to good maize crop (Rabi) in East India

Prestige & Above – High Growth Segment



- ✓ Profitability to improve with volume growth on the back of same state growth and new state growth
- ✓ Mountain Oak Whisky showing good traction
- ✓ Current portfolio of 10 brands across Whisky, Gin, Vodka and Rum segments
- ✓ Innovative products being added to the basket - launched Brothers & Co. In Q1FY25. New launches expected in H1FY25 and H2FY25
- ✓ Expanded presence to currently 7 States

Regular & Others – Stable Volume and Growth in Profitability



- ✓ Growth inline with internal targets. Entrenched mature business with High Market Shares in Rajasthan
- ✓ Launched GR8 Whisky in UP, more launches expected in H1FY25. UP market size for Regular & Others is 106 million cases pa.
- ✓ Fast moving cash-cycle with Low Asset Base and High Profitability

Launched Two New Brands across Whisky and Vodka in Uttar Pradesh



This communication is for people above 21 years of age only. Drink Responsibly.

Brothers & Co. – Whisky (Prestige & Above)
Exclusive blend of Scotch, American Bourbon and Aged Indian Single Malt with a smoky, smooth and full-bodied experience that reflects the artistry of traditional blending methods. It will be available in Uttar Pradesh.















**NEW
LAUNCH**



GR8 Times – Whisky & Vodka (Regular & Others)
In two variants, Whisky and Green Apple Vodka in Uttar Pradesh in Regular & Others Category. Both variants of GR8 Times will initially be available in Uttar Pradesh in attractive, convenient and secure aseptic brick packs of TetraPak®.



Focus on Building Brands Across Segments

Segment Indicative MRP	Whisky	Rum	Vodka	Gin	RTD & Beer
Luxury MRP: Rs 2500+	★ Coming Soon			★ + 	
Semi Luxury MRP: Rs 1300+	★ Coming Soon				
Super Premium MRP: Rs 800+					
Semi Premium MRP: Rs 750					
Premium MRP: Rs 650+	★ Coming Soon				 Rs 165 (330 ml)
Deluxe MRP: Rs 500+					★ Coming Soon
Regular & Others MRP: < Rs 500			 		

Snapshot of Select Brands (1/4)



Terai India Dry Gin

- The 1st of its kind India Dry Gin, made at our purpose built craft distillery in Behror, Rajasthan.
- Proudly Indian with 11 select botanicals sourced mainly from Khari Baoli, Asia's largest spice market in India.
- An award winning Gin at prestigious National & International Awards including Best Packaging Award at IndSpirit 2024, the Ambrosia Awards, the San Francisco World Spirits Competition 2021 (Silver), the Spirits Business 2022 (Silver) and others.



Oakton Barrel Aged Grain Whisky

- A blend of barrel aged imported Scotch and premium Indian Malts.
- Handcrafted to perfection by our Master Blender and matured in Oak Barrels.



Snoski Crafted Vodka

- A highly unique Vodka crafted from alcohol distilled from the finest winter grains grown in the verdant environments of the Himalayan Highlands.
- 7 Stage Charcoal filtered Vodka that provides a smooth and superior experience on the palate.
- Available as a Classic Vodka and as three refreshing flavours Green Apple, Cranberry and Orange.



Brothers & Co. – Whisky

Exclusive blend of Scotch, American Bourbon and Aged Indian Single Malt with a smoky, smooth and full-bodied experience that reflects the artistry of traditional blending methods.



Snapshot of Select Brands (2/4)



Governors Reserve 100% Grain Whisky

- Presenting a unique expression of art by our master blender.
- This blend has been arrived after years of exploring combinations with the best scotch and malt whiskies. It is a perfectly balanced, light bodied whisky having an exceptional flavour and aroma. Governors Reserve is our Master Blender's tribute to the art of blending.



Mountain Oak Whisky

- An exclusive blend of Scotch Malts and select Indian Grain Spirit.
- First Year of launch 0.25 million cases sold.



NOT OUT

- Epitome of strength and resilience in a bottle, is a strong ABV Ready to Drink mead beverage.
- Is Being Launched in select markets in India.
- Carbonated, refreshing & gluten free .



CARIB®

- Carib® Beer, owned by ANSA McAL Group of Companies in Trinidad & Tobago celebrates the culture of the Caribbean. It is being brought to India by Globus ANSA India Limited, a JV between Globus Spirits and ANSA McAL.
- Will be contract brewed at a third party brewery and launched as a single SKU strong beer in selected states.
- Initial launch plans are being drawn out and expected Launch is in Q1 FY26

Snapshot of Select Brands (3/4)



WHITE LACE

- With distinct notes of fennel and orange in the two varieties available, White Lace fits in well with a wide range of flavors. The vodka, made in Rajasthan, is a versatile and clean tasting drink



GR8 Times - Whisky & Vodka

In two variants, Whisky and Green Apple Vodka in Uttar Pradesh in Regular & Others Category. Both variants of GR8 Times will initially be available in Uttar Pradesh in attractive, convenient and secure aseptic brick packs of TetraPak®.



County Club

- County Club Whisky by Globus Spirits represents a blend of tradition and modernity, catering to the premium segment of the whisky market. Its commitment to quality, combined with Globus Spirits' robust production and sustainability practices, makes it a notable choice for whisky enthusiasts.
- It is known for its smooth blend, combining the richness of Indian grains with imported Scotch malts, providing a balanced and sophisticated taste profile



Globus Dry Gin

- A great tasting gin that makes you feel vibrant and refreshed, the Globus Spirits Dry Gin is easy on the palate and certainly a companion for good times with our younger consumers.

Snapshot of Select Brands (4/4)



Ghoomar

Ghoomar - which began as a traditional folk dance of the Bhil tribe in Rajasthan - is closely associated with celebrations and extremely popular now across the state of Rajasthan. A refreshing drink for the dry, arid heat of the Rajasthani desert.



Heer Ranjha

- Heer Ranjha by Globus Spirits is a clean tasting spirit harkening back to a deep rooted connection with the land. Nearly 5 centuries later, the epic story of the two lovers lives on in rural Rajasthan and through our spirit.

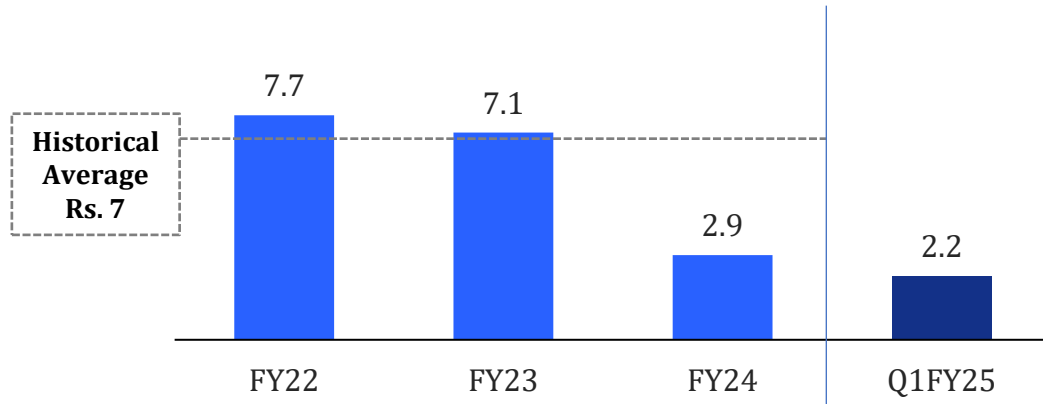


Shahi

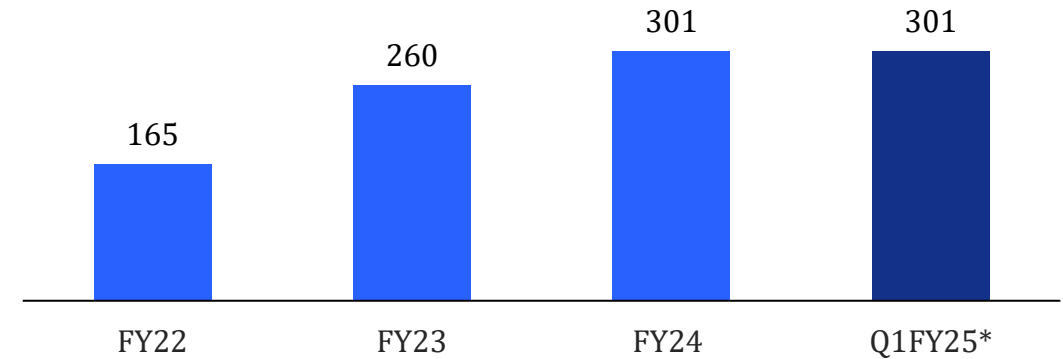
- Shahi, meaning royalty, has been inspired by a recipe of India's royalty. Shahi uses natural essential oils from fennel and builds on the tradition of serving fennel-based beverages at the king's court.
- The beverage features herbal flavors along with the natural sweetness of fennel and contains no added sugar.

Manufacturing – Strong Fundamentals, Current Headwinds due to Input Costs

EBITDA Rs. Per litre – Yearly and Quarterly



Total Installed Capacity, Million Ltr



*Additionally commissioned UP bottling plant to cater to local sourcing of IMFL for UP market in April 2024



- ✓ Category sales volume growth has been in line with installed capacity growth.
- ✓ H1FY25 margins to remain low. Recovery is expected after Kharif crop
- ✓ Historical average of commodity cycle EBITDA margins are Rs. 7 per litre.

Manufacturing - Existing State-of-the-Art Units

Rajasthan Facility



Capacity: 54.4 Mn Ltrs

Products: Regular & Others, Prestige & Above, Bulk Sales – ENA Only

West Bengal Facility



Capacity: 102 Mn Ltrs

Products: Regular & Others, Prestige & Above, Bulk Sales - ENA & Ethanol, Contract Bottling

Haryana Facility



Capacity: 47.6 Mn Ltrs

Products: Regular & Others, Prestige & Above, Bulk Sales - ENA & Ethanol, Contract Bottling

Bihar Facility



Capacity: 28.9 Mn Ltrs

Products: Bulk Sales – ENA & Ethanol

Jharkhand Facility



Capacity: 68 Mn Ltrs

Products: Bulk Sales - ENA & Ethanol

Uttar Pradesh Facility



Bottling Only (started in April 2024)

Products: Regular & Others, Prestige & Above

Financials



Profit & Loss Highlights

Particulars (Rs Mn)	Q1FY25	Q1FY24	YoY (%)	Q4FY24	QoQ (%)	FY24
Net Revenues from Operations	6,421	5,701	12.6%	5,899	8.8%	24,147
Other Income	18	19	-6.4%	52	-66.2%	135
Total Income	6,439	5,720	12.6%	5,951	8.2%	24,282
Consumption of Material	4,515	3,369	34.0%	4,209	7.3%	16,479
<i>Gross Margin %</i>	<i>30%</i>	<i>41%</i>		<i>29%</i>		<i>32%</i>
Employee Cost	216	192	12.5%	199	8.3%	790
Other Expenditure	1,207	1,417	-14.8%	1,287	-6.2%	5,172
EBITDA	501	742	-32.4%	257	95.2%	1,840
<i>EBITDA Margin</i>	<i>8%</i>	<i>13%</i>		<i>4%</i>		<i>8%</i>
Depreciation	195	161	21.5%	166	17.9%	656
Finance Cost	83	63	31.4%	63	30.7%	268
Profit Before Tax	224	518	-56.8%	28	691.1%	917
Tax Expense (Current, Deferred)	60	131	-54.3%	24	153.0%	-51
Profit After Tax	164	388	-57.7%	5	3406.5%	968

Balance Sheet Highlights

Liabilities (Rs Mn)	Mar-23	Mar-24
Networth	8,866	9,716
LT Borrowings	1,112	919
Provisions	46	65
Deferred Tax Liabilities	1,102	841
Other Non-current Liabilities	24	22
Lease Liabilities	111	66
Total Non-Current Liabilities	11,261	11,629
ST Borrowings	1,645	2,258
Trade Payables	2,073	3,141
Provisions	49	38
Lease Liabilities	39	45
Other Financial Liabilities	296	188
Current Tax Liabilities	96	0
Other Current Liabilities	436	363
Total Current Liabilities	4,634	6,033
Total Liabilities	15,895	17,662

Assets (Rs Mn)	Mar-23	Mar-24
Fixed Assets (Incl. CWIP)	8,988	10,156
Right to use of Assets	265	305
Investments	0	38
Other Financial Assets	686	192
Income Tax Assets	32	104
Other Non-current Assets	853	572
Total Non-Current Assets	10,824	11,367
Inventories	1,578	1,885
Trade Receivables	2,097	2,756
Cash & Cash Equivalents	352	768
Other Financial Assets	98	134
Other Current Assets	946	752
Total Current Assets	5,071	6,295
Total Assets	15,895	17,662

Cash Flow Highlights

Cash Flow Extract (Rs Mn)	FY23	FY24
Net cash generated from Operating Activities (A)	1,281	1,629
Net cash used in Investing Activities (B)	-2,108	-1,844
Net cash used in Financing Activities (C)	850	-56
Net (decrease)/ increase in cash and cash equivalents (A+B+C)	23	-271
Add: Cash & Cash equivalent at the beginning of the year	256	279
Cash & cash equivalent at the end of the year	279	8

Management Team



Ajay Kumar Swarup

Managing Director

- Joined the family business in 1981 after having earned his MBA at the Indian Institute of Management (IIM), which at the time dealt with sugar, edible oil, and alcohol.
- Founded Associated Distilleries Limited in 1983 and then subsequently went on to establish Globus Spirits Limited in 1993.



Shekhar Swarup

Joint Managing Director

- After studying Marketing and Finance at the University of Bradford in the U.K., he made the conscious decision to join the family business and dive into steering the company's growth.
- Work experience: Globus Spirits



Dr. Bhaskar Roy

Executive Director & COO

- A CA since 1987, PhD in Commerce from Rohilkhand University. Joined Globus Spirits Ltd in 2005.
- Work Experience: Asiatic Oxygen Limited, Dhampur Sugar Mills.



Paramjit Singh Gill

CEO - Consumer Division

- 30+ years of progressive experience in the FMCG industry in India and abroad. Joined Globus Spirits Ltd in 2020.
- Work Experience: President & CEO at Allied Blenders & Distillers Ltd. (ABD), and President - All India Operations, at Diageo India.



Nilanjan Sarkar

Chief Financial Officer

- A qualified professional ICWA (CMA) with rich experience of over 28+ years in diverse industries, 18+ years in Spirits.
- Work Experience: United Breweries Group, United Spirits Ltd, Diageo India, and Allied Blenders & Distillers



Santosh Kumar Pattanayak

CS, Compliance Officer

- B.Com, LLB, ACS, and Diploma in Computer Software from APTECH.
- Work experience: Phoenix Overseas Ltd, Magnum Strips and Tubes Pvt. Ltd

Board of Directors

Chairman

- Sunil Chadha

Executive Directors

- Ajay Kumar Swarup
- Shekhar Swarup
- Dr. Bhaskar Roy

Non-Executive Directors

- Ajay B. Baliga


Independent Directors

- Amit Bhatiani
- Ruchika Bansal

Let's Connect


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