



BIRA⁹¹

Investors' Presentation
Q1FY24 Update

DISCLAIMER

This presentation contains forward-looking statements with regards to the financial position and results of B9 activities. These forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in the forward-looking statements.

Many of these risks and uncertainties relate to factors that are beyond B9 ability to control or estimate precisely, such as future market and economic conditions, the behavior of other market participants, changes in consumer preferences, costs of raw materials, interest rate and foreign exchange fluctuations, change in tax rates, changes in law, changes in pension costs, the actions of government regulators ,weather conditions & natural calamities.

You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this presentation. B9 does not undertake any obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date of these materials.

Market share estimates contained in this presentation are based on available sources.

Summary – Q1 FY24

- Highest Ever Gross Revenue for the Company in any quarter – INR 3200 Mn (1.3x of Q1FY23)
- Achieved highest ever volume in Andhra Pradesh with 950+ CE in Q1FY24
- Expanded in new markets – Dubai Duty Free and Poland
- Partnership with 5 IPL cricket teams and launched exclusive beers “Bira 91 011 Gully Pilsner” and “Bira 91 022 Session Ale”
- International Curry week with top chefs across three cities

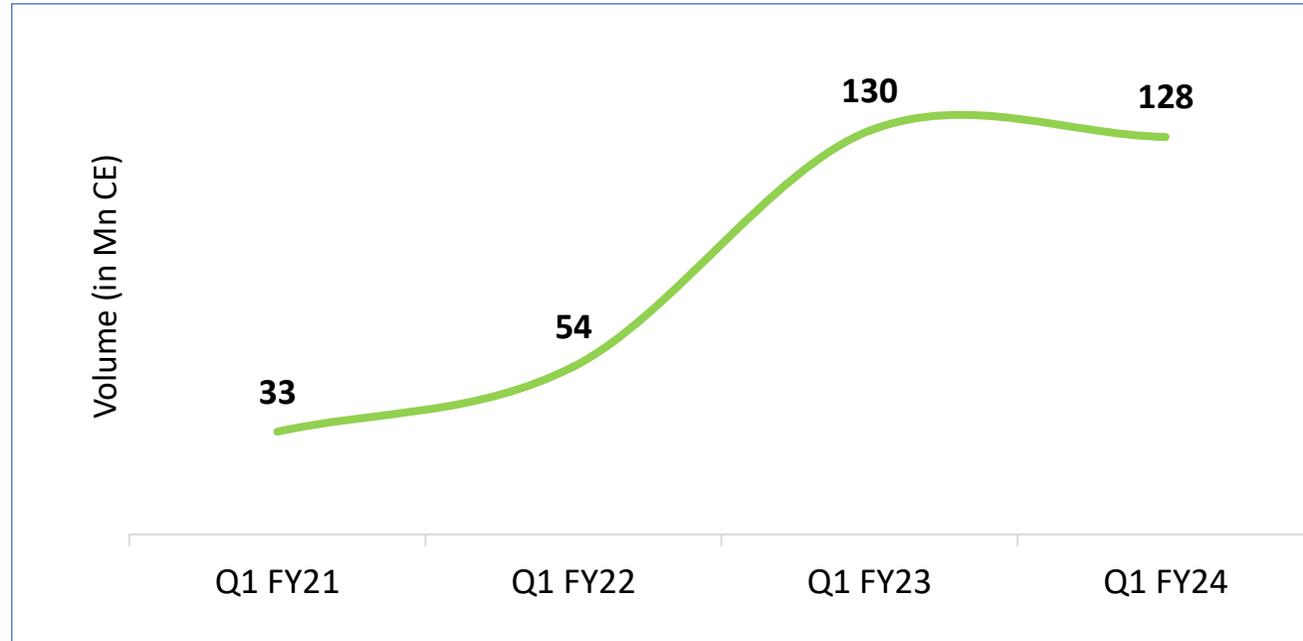
<https://www.youtube.com/watch?v=WpgbasK9NQc>

<https://www.brewer-world.com/bira-91-brings-back-international-curry-week/>

- Limited edition collaboration with Crocs

<https://www.brewer-world.com/crocs-and-bira-91-release-new-limited-edition-collaboration/>

Industry De-growth at -1.4% vs Q1FY23



	Q1FY21	Q1FY22	Q1FY23	Q1FY24
Vol. m CE	33	54	130	128
Growth%		64%	141%	-1.4%



Regional Volume Growth led by North & CSD & International

Overall Growth over Q1FY23 (+2%)

North (8%)

Growth in Haryana & Uttar Pradesh

West (-8%)

De-growth in Maharashtra offset by Goa & Rajasthan

Central (+9%)

Primarily driven by CSD Sales

East (0%)

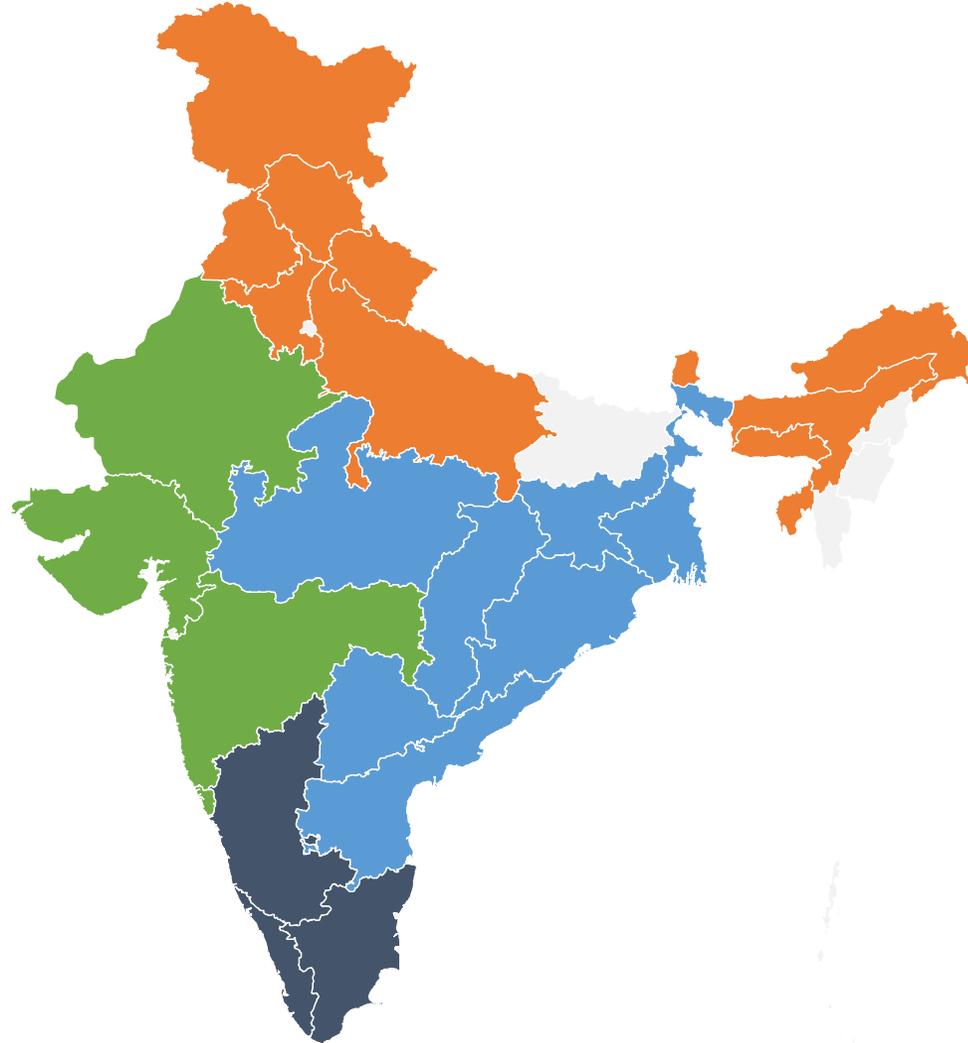
Primarily led by Jharkhand, Odisha, Andhra Pradesh & Chhattisgarh offset by Madhya Pradesh

South (-10%)

De-growth in Karnataka partially offset by Kerala

International (+195%)

Primarily driven by U.K. and U.A.E, Singapore and Dubai duty-free



BIRA 91

MAKE PLAY *with* FLAVORS

OFFICIAL PARTNERS



INTERNATIONAL CURRY WEEK

Chefs, curry lovers came together to celebrate culture, recipes and flavor



11
CHEFS



12
DINNERS



30mn
DIGITAL IMPRESSIONS



500+
CURRY MEALS SERVED

EXPERIENCE

Partner Chefs & Restaurants



Vicky Ratnani



Lakhan



Avinash Martins



Rahul Dua



Shriya Shetti



Kavan Kuttappa



Jatin Mallick



Vanshika Bhatia



Seefah & Karan



Gresham Fernandes



Dane Fernandes

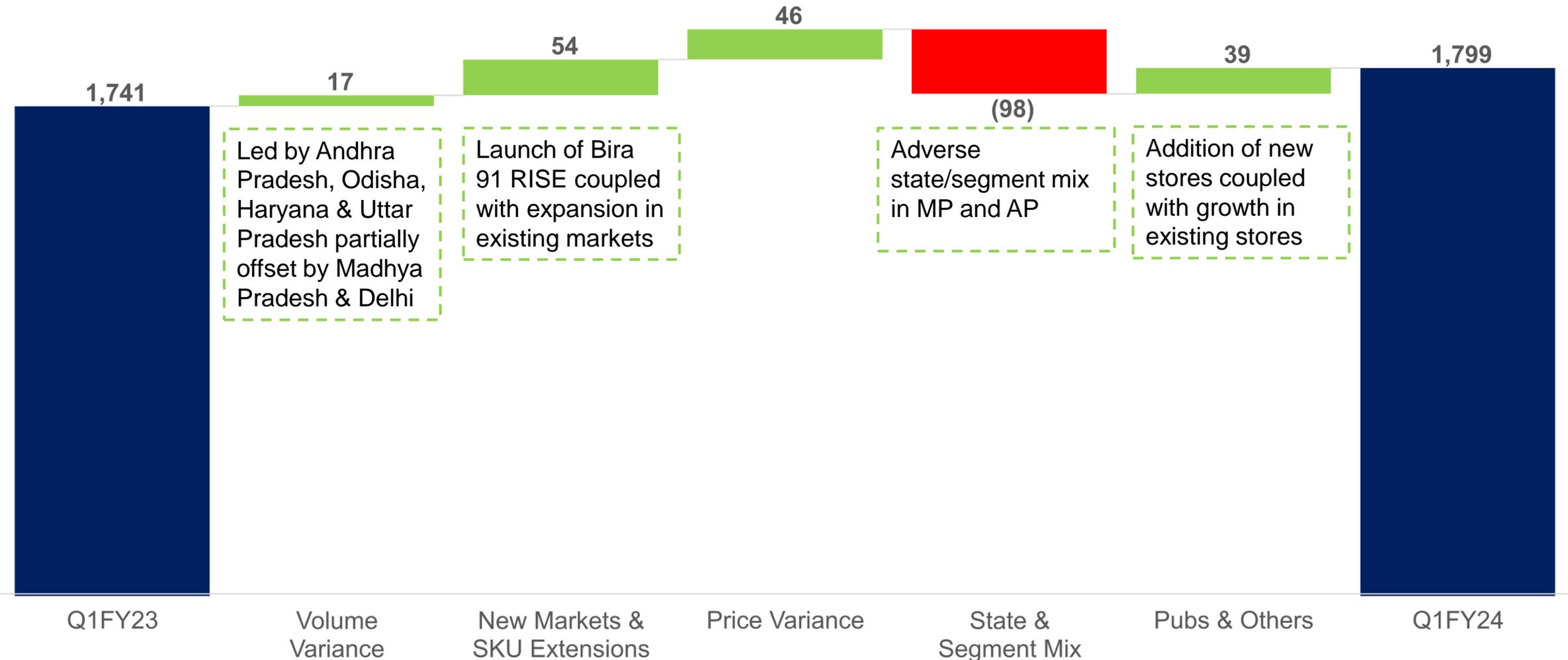


SLY GRANNY

500+ diners enjoyed International Curry with a perfect brew pairing with Bira 91 RISE as a choice of flavor this year!

Revenue growth 3% vs last year with topline of ~ INR 1799 Mn

In INR Mn



P&L performance Q1FY24 vs Q1FY23

Profit & Loss Statement	in INR Mn		% of Revenue		
	Q1FY24	Q1FY23	Q1FY24	Q1FY23	% Change
Volume (CE 000)	3,038	2,966			
Gross Revenue	3,196	2,479			
Less: Duties	1,398	738			
Net Sales Revenue	1,799	1,741			
Material Costs	728	640	40%	37%	4%
Gross Margin (Net of Material Cost)	1,071	1,100	60%	63%	-4%
Employee Expenses	322	224	18%	13%	5%
Other Expenses	1,531	1,167	85%	67%	18%
EBITDA	(782)	(291)	-43%	-17%	-27%

- Margins impacted due to commodity price inflation in material costs partially mitigated by price increases
- EBITDA Margins declined due to adverse state mix coupled with lower absorption of fixed costs



IMAGINED IN INDIA