Q3FY22 UPDATE

- **Investors' Presentation**
- **Q3FY22 (Oct-Dec)**

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.

CONSUMERS FELL IN ❤️ WITH 'MAKE PLAY WITH FLAVORS'

200mn+

IMPRESSIONS

120+

INFLUENCERS

48mn+

VIEWS

7.5mn+

FOOTFALLS ACROSS AIRPORT ADVERTISEMENTS

40mins+

RADIO FCT

450k+

ATTENDANCE AT MAKE PLAY FEST

BIRA 91

*Does not include ICC partnership impressions

WE WENT **BIG** ONGROUND

ON AND OFF PREMISE

ON AND OFF PREMISE

2319

TOTAL OUTLETS ACTIVATED

102%

VOLUME ACHIEVEMENT

81k+

VOLUME ACHIEVEMENT

MAKE PLAY FESTIVAL
CYBER HUB, GURGAON

17K+

TRIALS

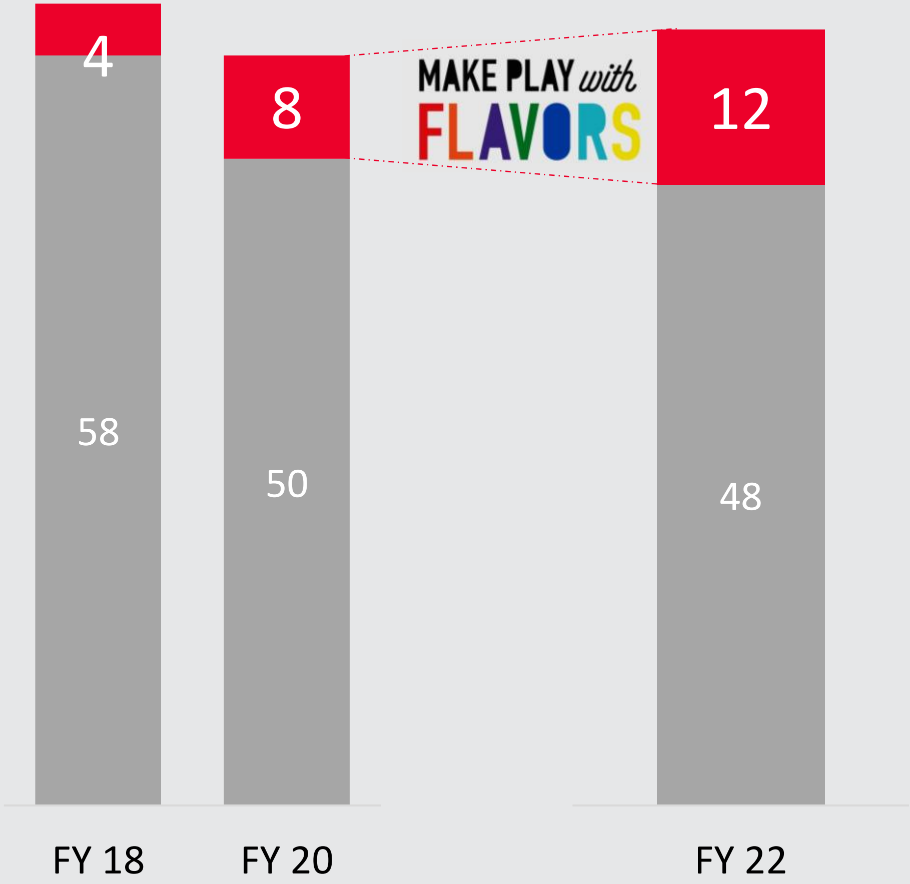
479K+

MERCH SALE (INR)

450K+

ATTENDEES

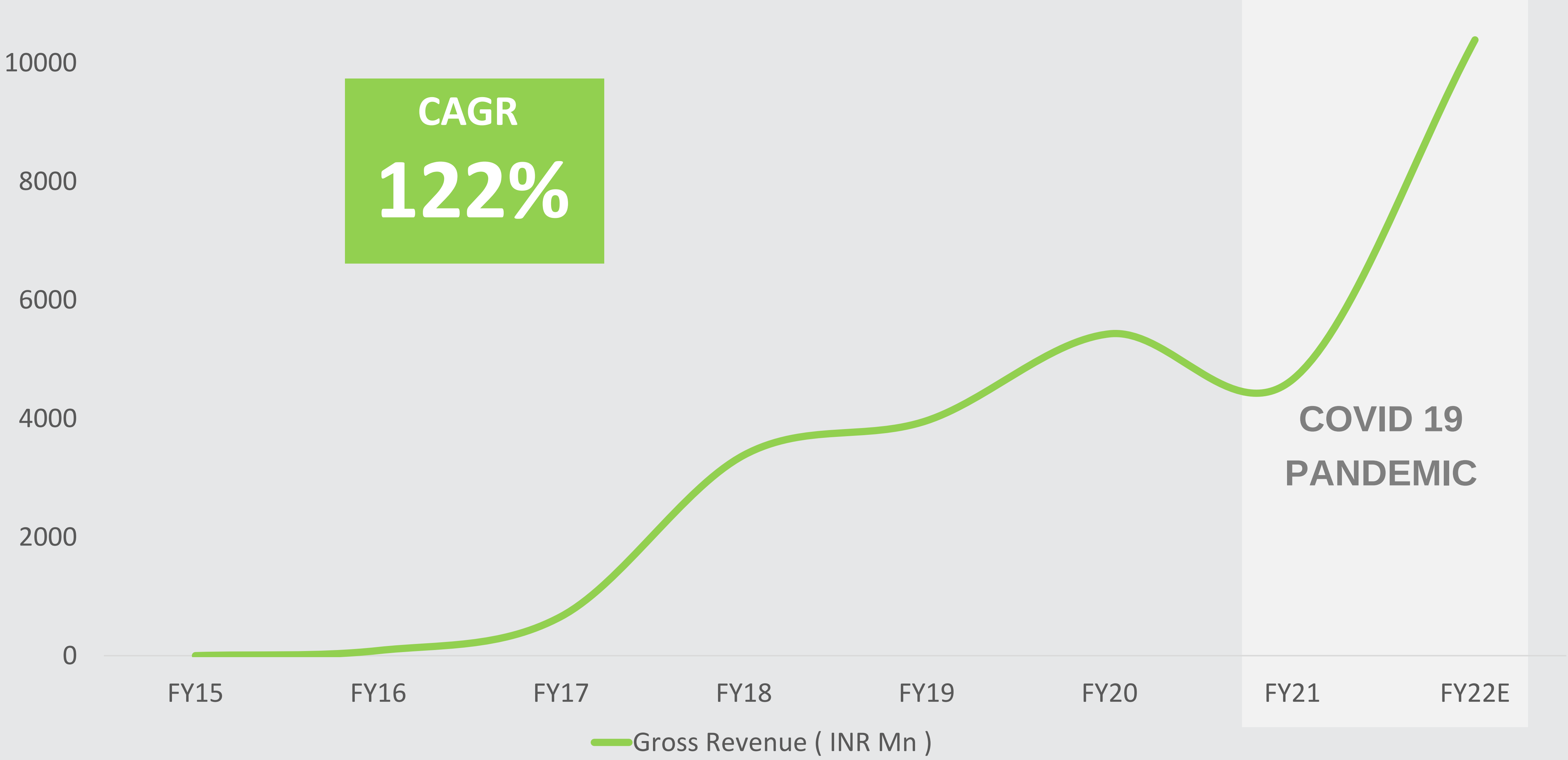
build an unstoppable consumer growth engine



we dominated
with
Make Play with Flavors

12% TOM
just behind
#2 brand - Tuborg

2x growth vs Pre-COVID levels



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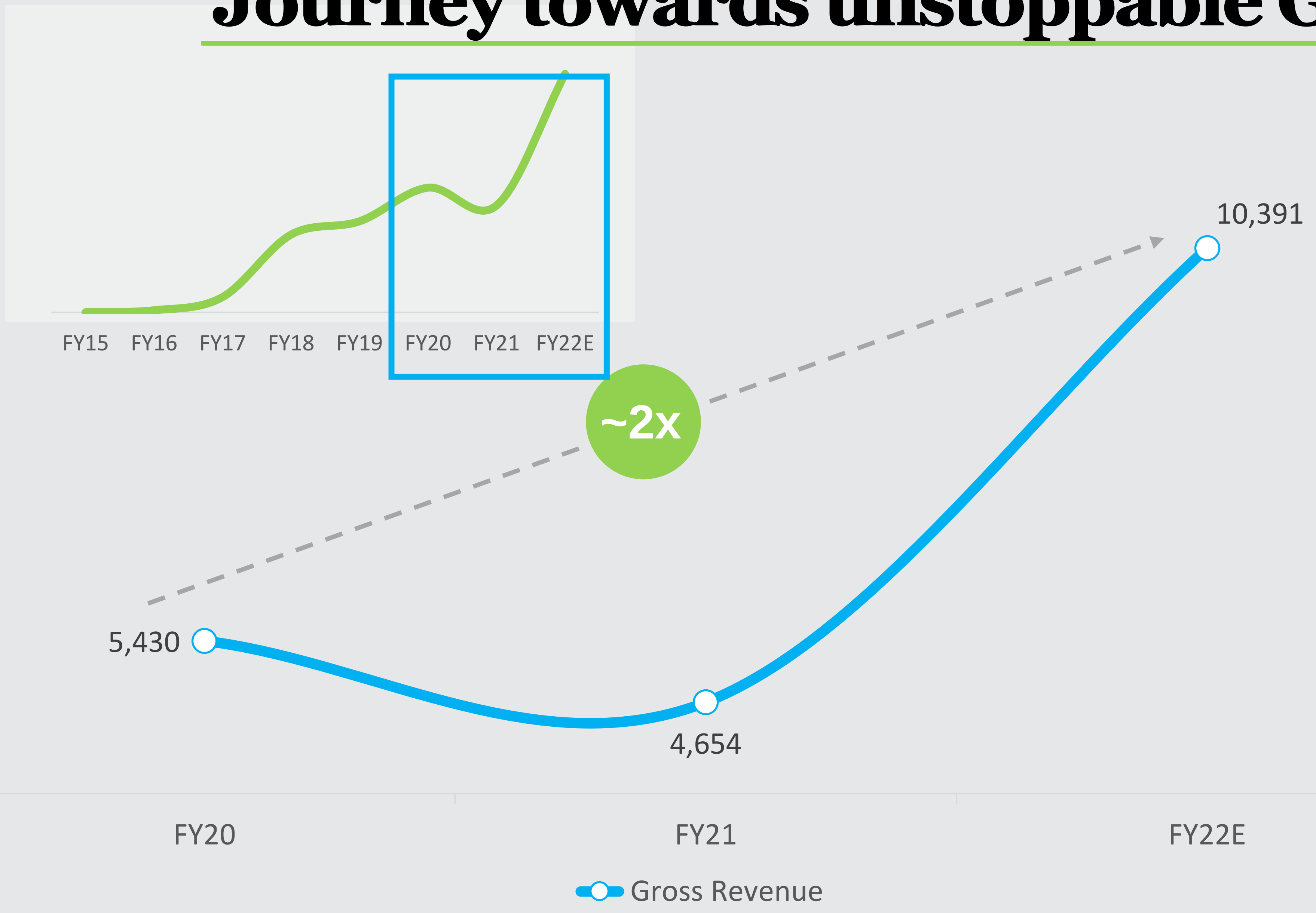
Journey towards unstoppable Growth



INR
2000 cr
retail spend on Bira 91

7 pints
enjoyed every second

largest
consumer brand to emerge from India

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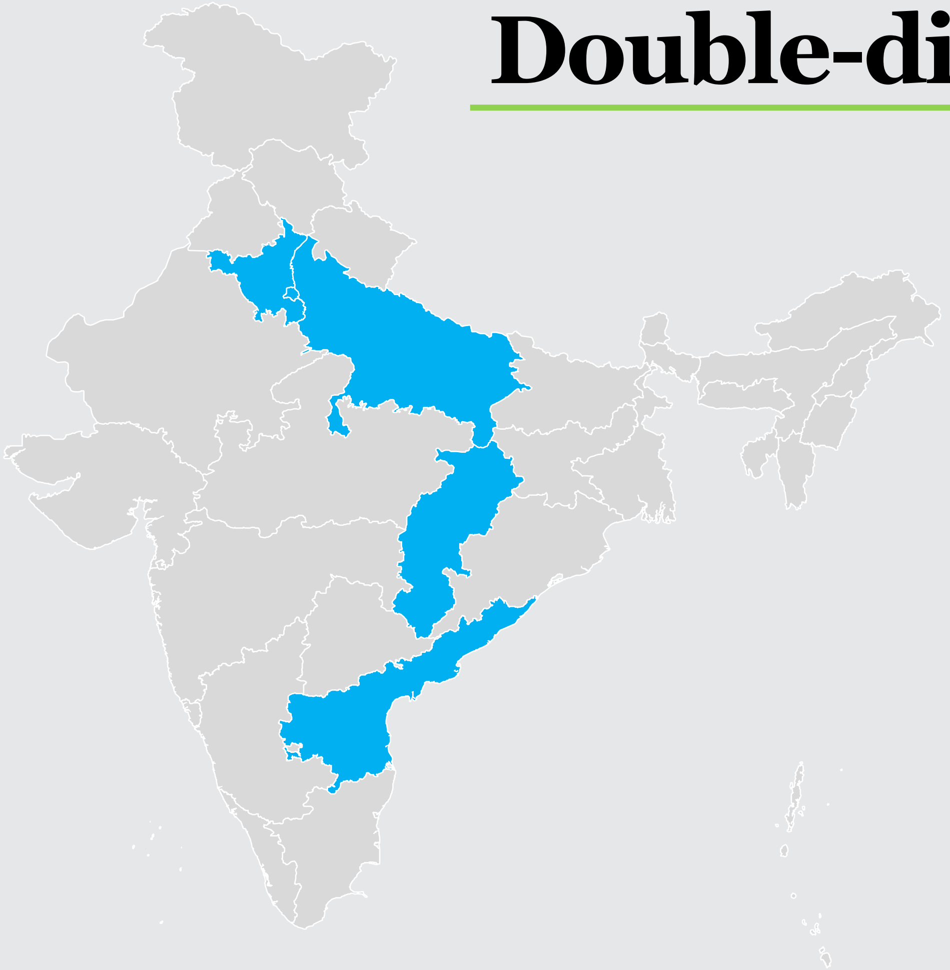
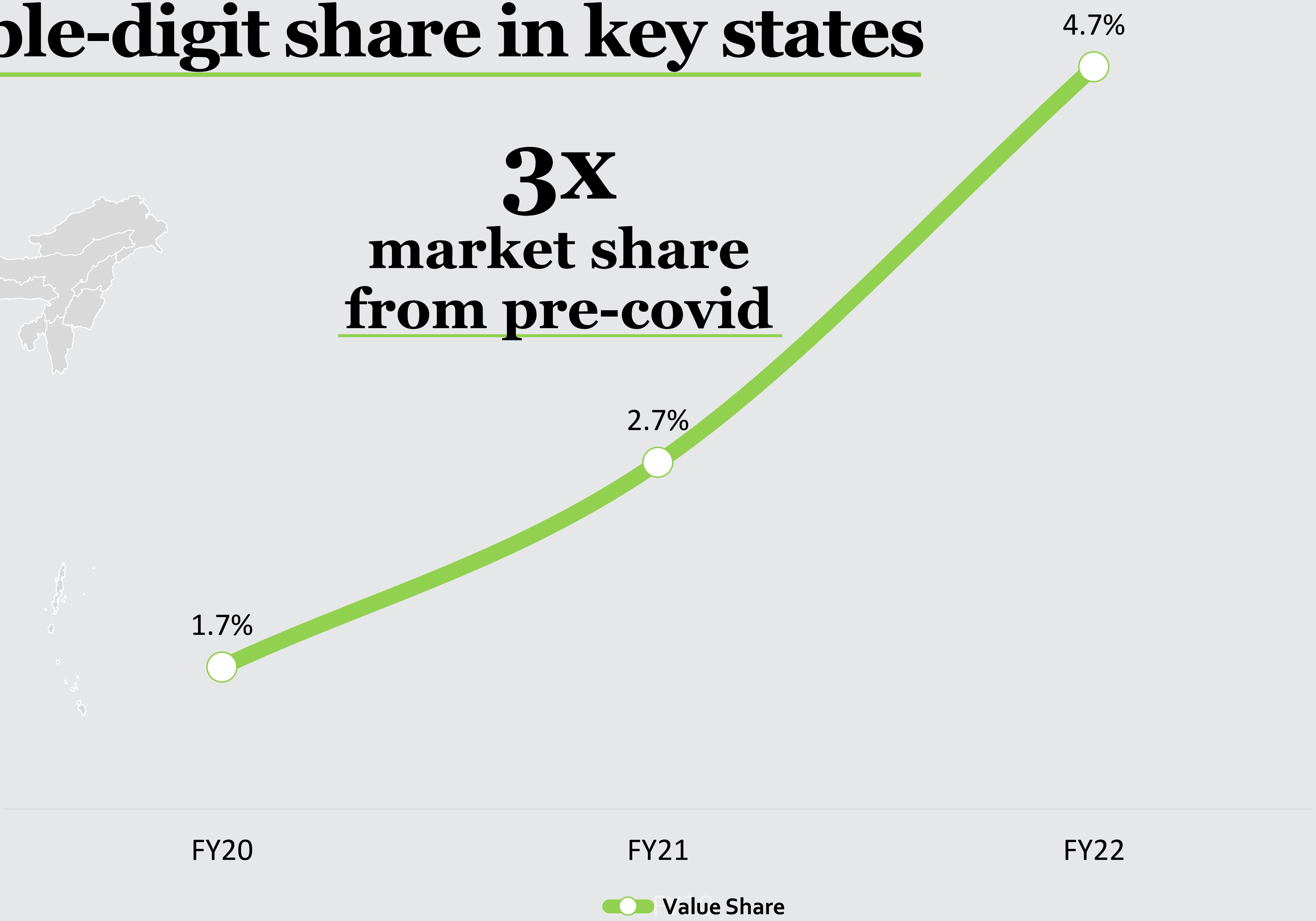
Double-digit share in key states



3x
market share from pre-covid



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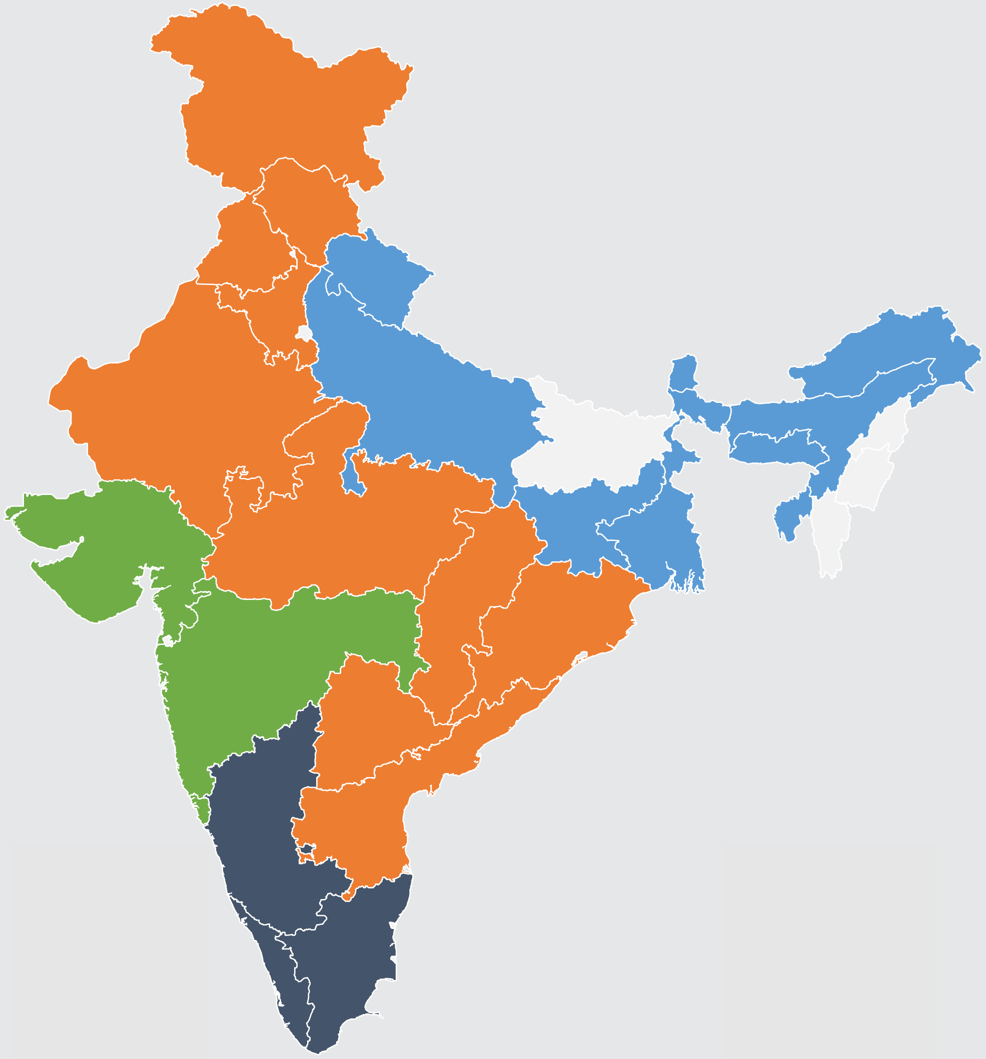
REGIONAL VOLUME PERFORMANCE VS PY (Q3)

Overall Growth (+107%)



North (+76%)

North growth led by:
Delhi 699%
Chhattisgarh 255%
Rajasthan 143%
Telangana 88%
Haryana 45%
Chandigarh 30%
Andhra Pradesh 16%
Punjab and Odisha (New Markets)

West (+53%)

West growth primarily led by:
Goa 362%
Maharashtra 36%
Gujarat (New Market)
Partially offsetting Daman -31%

East (+293%)

East growth primarily led by:
U.P +266%
Jharkhand +70%
NESA (New Markets)

South (+101%)

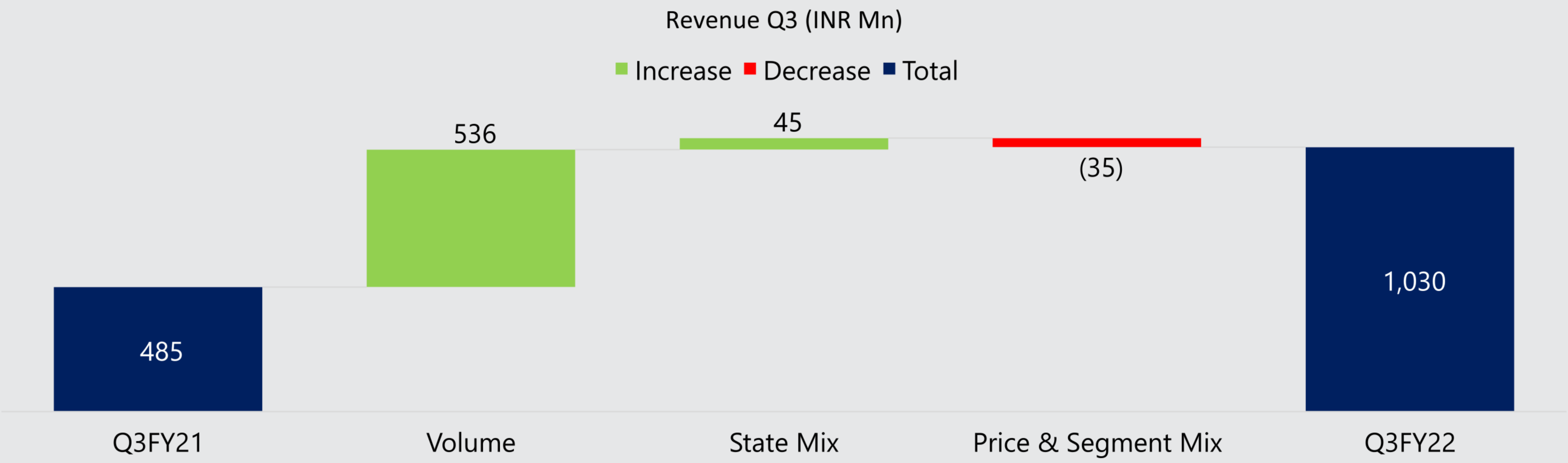
South growth primarily led by:
Kerala (+568%)
Karnataka (+76%)
Partially offsetting Puducherry -54%

International (-8%)

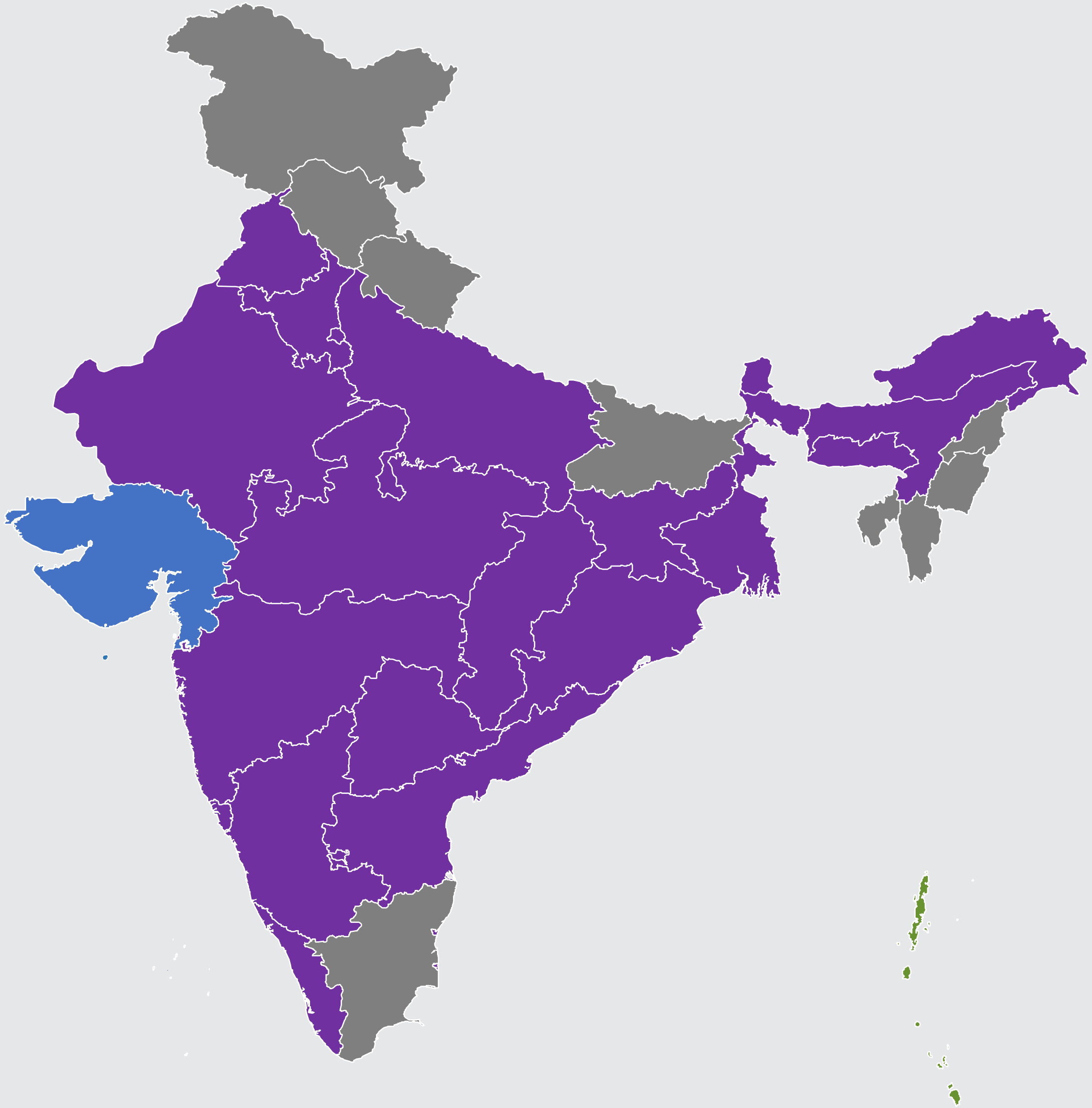
Primarily led by Tokyo, Dubai, U.S.A

NET REVENUE HIGHER BY INR 545 MN (2x OF Q3FY21) LED BY HIGHER VOLUMES PERFORMANCE

- **Favorable volume variance led by growth in all states except Daman, Silvassa and Puducherry.**
- **Favorable State Mix led by Delhi, Uttar Pradesh, Northeast, Goa. Partially offset by Andhra Pradesh, Haryana, Madhya Pradesh, Maharashtra.**
- **Price & Segment mix impacted primarily due to Delhi, Uttar Pradesh and Kerala.**



EXPANDING IN BOTH DOMESTIC AND INTERNATIONAL MARKETS



New Markets Q3FY22

Gujarat

International Markets Q3FY22

Germany

STATES

24

COUNTRIES

17

P&L SNAPSHOT Q3FY22

	In INR Mn			% of Revenue		
Consolidated	Q3FY22	Q3FY21	% Change	Q3FY22	Q3FY21	% Change
Volume (CE 000)	1,974	954	107%			
Gross Revenue	**2,096**	**987**	**112%**	**203%**	**204%**	
Net Revenue	**1,030**	**485**	**112%**	**100%**	**100%**	
COGS (Material Costs + Overheads)	**589**	**285**	**107%**	**57%**	**59%**	**-1%**
Material Costs	414	155	167%	40%	32%	8%
Gross Margin (Net of Material Cost)	**616**	**329**	**87%**	**60%**	**68%**	**-8%**
Overheads	175	129	35%	17%	27%	-10%
Gross Margin (Ex Brewery)	**441**	**200**	**120%**	**43%**	**41%**	**1%**
Supply Chain Expenses	163	64	156%	16%	13%	3%
Gross Margin Net of Supply Chain Expenses	**278**	**136**	**104%**	**27%**	**28%**	**-1%**
Sales & Marketing	833	117	612%	81%	24%	57%
Manpower	171	132	30%	17%	27%	-11%
G & A	179	98	83%	17%	20%	-3%
EBITDA	**(906)**	**(211)**	**-330%**	**-88%**	**-43%**	**-44%**

Brewery GM improves on the back of volume performance absorbing Fixed O/hs

EBITDA Margin performance subdued with marketing investments during ICC and Make Play brand-campaign along with inflation

Note: Above numbers are based on reported MIS

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OUTLOOK AND SUMMARY

- Delivered another INR 1000+ mn quarter after Q2FY22
- Encouraging customer love and attention from 360-degree brand campaign – Make Play with Flavors with Dominating various platforms (Social Media/TV/OTT and many more)
- Collaboration with Nicobar and Boat – homegrown brands to dominate in merchandise section
- Won prestigious Ambrosia awards 2021 in various categories:
  - Best Packaging (Beer Canister) – Gold
  - Best Taste (Strong Beer Category) – Gold
  - Entrepreneur of the year – Mr. Ankur Jain, CEO
- Focus on building additional capacity to support growth – Tripti, new brewery
- Continued focus on strong premium portfolio, cost actions and healthy financial position with its leadership

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THANK YOU

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