

Nilgiris
1905



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Nilgiris: Brand Proposition

Nilgiris - going strong for more than 117 years

Nilgiris
1905

One of the earliest Supermarket Brands with a strong footprint in South India



1905

Nilgiris Dairy farm was born



1939

Moved from Nilgiris Mountain to Brigade Road Bangalore



1945

Puffs, Cakes and Bakes were added in product range



1971

Self Service Super market was born



2014

Future Group Take Over

Nilgiris – winning consumers since 1905



Nilgiris – Earliest Indian Supermarket, leading retail franchise and the champion of south Indian taste

Nilgiris is a trusted brand well-loved for the past 117 years for its dairy and bakery products like set curd, flavoured milk, chocolate coated biscuits, breads, cakes, as much as its murrukus, banana chips, filter coffee, and mysore-pak.

Nilgiris recognizes the powerful appeal of South Indian foods and dairy products and is proud to represent the region's rich food heritage across India!

Perfected for over 100 years, the exclusive range of over 400 Nilgiris food products is nourishing, wholesome and is crafted with as much love and care — as it was 100 years ago. Nilgiris represents the richness of the South Indian culture in today's cosmopolitan Indian society.

Nilgiris- authentic south Indian taste, loved pan India



Fresh Dairy (21% of Sales)



Fresh Bakery (18% of Sales)



Processed Foods (7% of Sales)



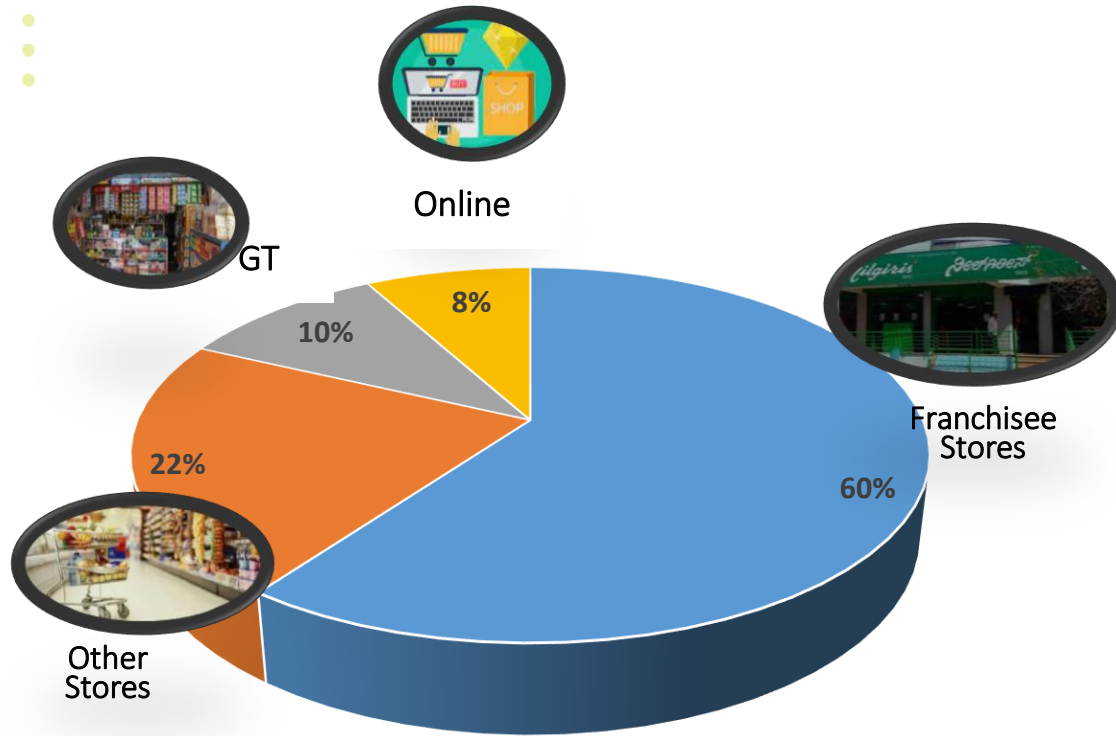
Staples Range – (54% of Sales)

Regional Rice, Pulses, Spices, Flours and cereals

Nilgiris Brand-available across the channel



Franchisee stores contribute ~60 % of Nilgiris products Sales



~34% Category Share* in Franchisee Stores



* Share in relevant categories

Nilgiris: Store Network



Nilgiris: retail franchisee network



₹ In lacs Rs., unless mentioned

₹40Cr. of monthly sales

88 Franchisee Stores

(15 new stores planned in FY23)

4 States

(Kerala, Tamil Nadu, Andhra Pradesh & Karnataka)

2.2L sq. ft. retail space

(Current active stores)

₹2K sales per sq. ft

(FY21-22 revenue)

Nilgiris
Brand
comprises
12 % of Sec
Sales

~1 Mn
customers
visit stores
every
month

~ 500 ₹
Average
basket
size of
customer

Strong Presence Across South India

City	No of Stores	Monthly Sales
Chennai	56	2,291
Coimbatore	4	365
Bangalore	7	261
Trivandrum	3	255
Mangalore	4	243
Cochin	2	152
Pondy cherry	2	133
Coonoor	1	76
Tirupati	1	66
Madurai	2	58
Tiruvanamallai	2	39
Hasan	2	19
Sulurpet	1	11
UDUPI	1	3
Grand Total	88	3,970

Nilgiris: Business Model

Nilgiris Business Model – how we make money and future potential



₹ In lacs Rs., unless mentioned

	Current	Projected		
No of stores	88	103	115	150
Avg sale per month	45.10	47.36	49.61	49.61
Store sales	3,968.80	4,877.57	5,705.15	7,441.50
Royalty	1.3%	1.3%	1.3%	1.3%
Royalty income	50.80	62.43	73.03	95.25
Nilgiris Brand Share	12%	12%	12%	12%
Nilgiris brand sale	476.26	585.31	684.62	892.98
Primary Sale	415.8	511.0	597.7	779.6
Primary Margin	15.3%	15.5%	15.7%	15.7%
RGM	63.61	79.20	93.83	122.39
Total Income	114.41	141.63	166.86	217.64
Manpower Cost	32.25	32.25	32.25	32.25
Distribution Cost	46.10	46.10	46.10	46.10
Admin Cost	13.98	13.98	13.98	13.98
EBITDA	22.08	49.30	74.53	125.31
% of Sales	4.7%	8.6%	11.1%	14.3%

- Staples Sourced and Packed Inhouse
 - Bakery from a Captive Bakery Unit
 - Dairy and Packaged Food from Quality third party manufacturer
- hence does not required major fixed investment
- Income/margin from Overall Store Sales & our Brand sales is 25% Plus which is v healthy.
 - This Margin delivery increases with stores increase.

Nilgiris Core Capabilities



Back End Infrastructure

- Owns iconic brand Nilgiris which has been consumer's preferred brand for more than 117 years
- Present across Major categories relevant for a south Indian family- Staple, Processed foods, Dairy & Bakery
- Well connected distribution network to cater to most of south India - Tamil Nādu, Karnataka and Kerala
- State of the art bakery facility in Bangalore.
- Well integrated sourcing network across the categories

Front End Presence

- Network of ~88 stores across south India with total front-end sales of ~ ₹ 40 Cr. per month, contribution 67% of Nilgiris primary sales with a strong sales team.
- Share of Store sales ~ 10%, for our categories it is ~ 35% plus.
- ~1-1.5% royalty income on total secondary sales of franchisee stores
- Enjoys better visibility and shelf space in franchisee stores than other brands

FY23 Outlook & Strategic Initiatives

Strategic projects in-progress

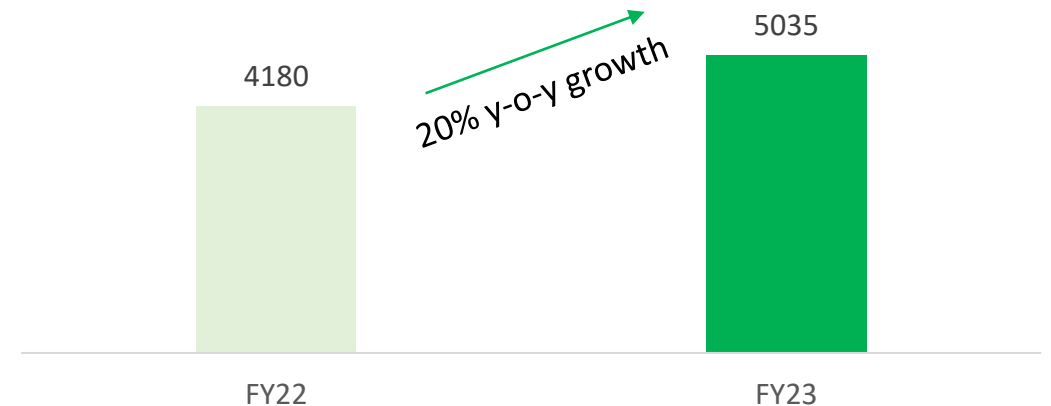
- 1 Availability**
Ensuring consistent high fill rates through SCM improvements
- 2 Visibility**
Mapping and monitoring share of shelf as per agreements for all stores
- 3 Quality**
Prompt action basis consumer feedback and vendor quality control
- 4 Technology**
Master Data and PO Module for all Franchisees will be rolled out

Capitalizing the Franchisee Network

+15 Stores additions planned in FY23
(FY22 -88 stores)

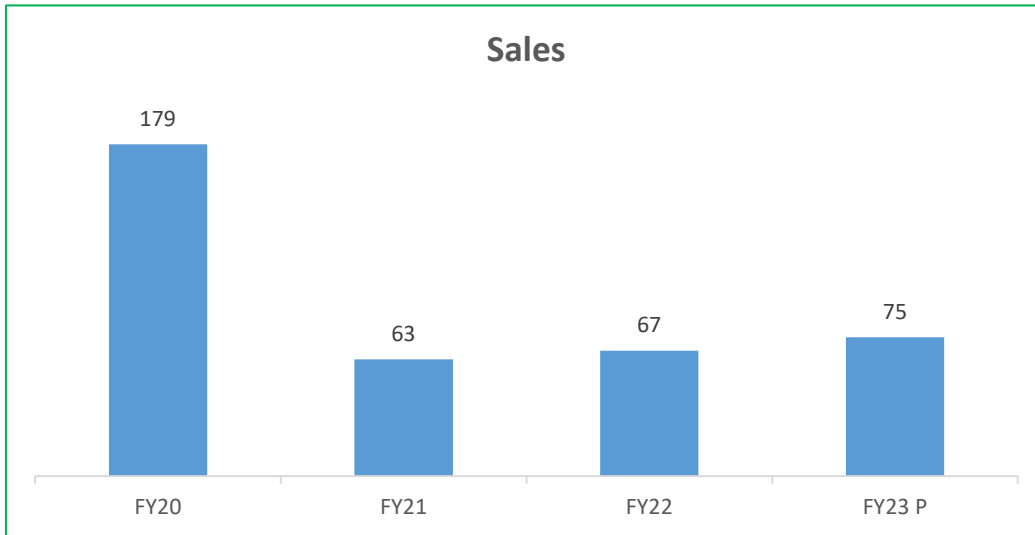
83% Target sales via Franchisee stores
(Total FY23 target - ₹58Cr)

Franchisee Channel Sales target (In ₹L)



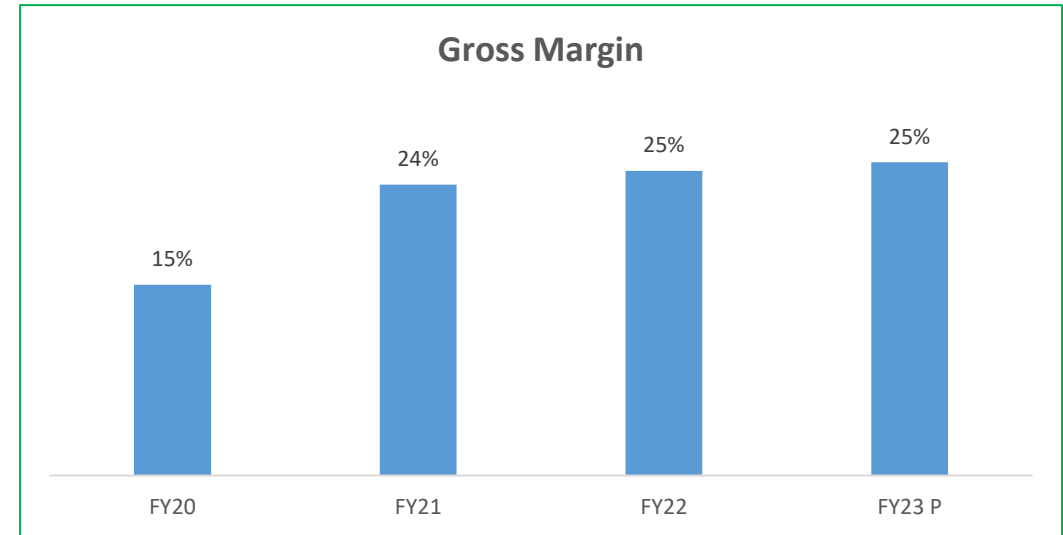
Historical Sales & Margin Trend

Sales



- As FY 21 sales was impacted due to covid pandemic and discontinuation of GT sales

Gross Margin



- Gross margin improved with operational efficiencies

Nilgiris 1905

Thank
You!

