

Date: May 29, 2025

To, The General Manager, Listing Department, Bombay Stock Exchange Limited, P.J. Towers, Dalal Street, Mumbai - 400 001 Scrip Code: 531449	To, The Manager, Listing & Compliance Department The National Stock Exchange of India Limited Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra East, Mumbai - 400051 Symbol: GRMOVER
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Subject: Investor Presentation for Quarter and Financial year ended 31st March, 2025

Dear Sir/Madam,

In Compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find herewith the attached Investor's Presentation for the quarter and financial year ended 31st March, 2025

The above information is also available on the website of the company at www.grmrice.com.

You are requested to kindly take the same on your record.

Kindly take the same on your records.

For GRM Overseas Limited

Sachin Narang
Company Secretary & compliance Officer
Membership No.: 65535

Encl.: As above



TANOUSH
ORGANIC

Benti



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Shiva Market Pitampura,
Delhi 110034, India. • +91-11-4733 0330

Corporate Office
8 K.M. Stone, Gohana-Rohtak Road
Village Naultha, Panipat 132145
Haryana, India • +91-972964 7000/8000

Factory
• Gohana Road (Panipat), Haryana
• Naultha (Panipat), Haryana
• Gandhidham, Gujarat



GRM Overseas Limited

Q4 & FY25 Investor Presentation
May 2025



Safe Harbor



This Presentation and the accompanying slides (the “Presentation”), which have been prepared by GRM Overseas Limited (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering Document containing detailed information about the Company. This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from this Presentation is expressly excluded.

This Presentation contains certain forward-looking statements concerning the Company’s future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The Company does not undertake to make any announcement in case any of these forward-looking statements become materially incorrect in future or update any forward-looking statements made from time to time by or on behalf of the Company.

Contents

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- > **Strategic Roadmap**
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GRM at a Glance



An enduring legacy of over **5 Decades**, originating in 1974



A Prominent Food FMCG player, boasting a **Widespread Footprint** in both domestic and global markets



Advanced Manufacturing Facilities with an annual production capacity of 4,40,800 MT of rice



Growing Domestic Presence through a diverse selection of staples and new-age products tailored for contemporary consumers



An **Expansive International Reach**, offering a varied range of products in more than **42 Countries** worldwide

Proven Track Record



Transformation from a Rice Trader to one of the leading Rice Processor

1974



2019

- > Established as a partnership firm "**Garg Rice & General mills**"
- > **First Rice Milling Plant** established in Panipat (Haryana)
- > Engaged in the processing of rice for sale in the **Domestic market**
- > Production capacity **doubled** by establishing another Plant at Panipat
- > Entered into the **International market** by exporting to Saudi Arabia & other Middle East countries
- > **Set-up subsidiary in UK** & launched basmati brand 'Himalaya River' & 'Tanoush' in Europe & Gulf Counties through big stores like ASDA, Walmart, Carrefour, Tesco
- > **Acquired a manufacturing facility** in Gandhidham, Gujarat to cater to export market & for private labelling

Evolved into a prominent Food FMCG player in India

2020



2025

- > Set-up a subsidiary "**GRM Foodkraft Private Limited**" to specifically focus on the domestic market through 10X brand
- > Launched varieties of Packaged Basmati Rice under "**10X**" **brand** in domestic market
- > **Tie-up with major companies** like **Jio Mart, Walmart, CityMall, DealShare, Udaan** & setting up FMCG distribution
- > Launched India's best basmati rice variety "**Zarda King Golden Sella Basmati Rice**"
- > Introduced "**10X Classic Chakki Fresh Atta, & Edible oil**" in Domestic Market
- > Launch of **10X Ventures**, to drive growth by investing in Digital-First New Age D2C brands and raised Rs. 136 crores for further expansion
- > Acquisition of 44% stake in digital-first coffee brand, **Rage Coffee**

Strong Financial Profile

Rs. 1,348 Crores

FY25 Revenue

14.3%

Return on Equity - FY25

23.7%

Return on Capital Employed - FY25

0.9 x

Debt-to-Equity Ratio - FY25

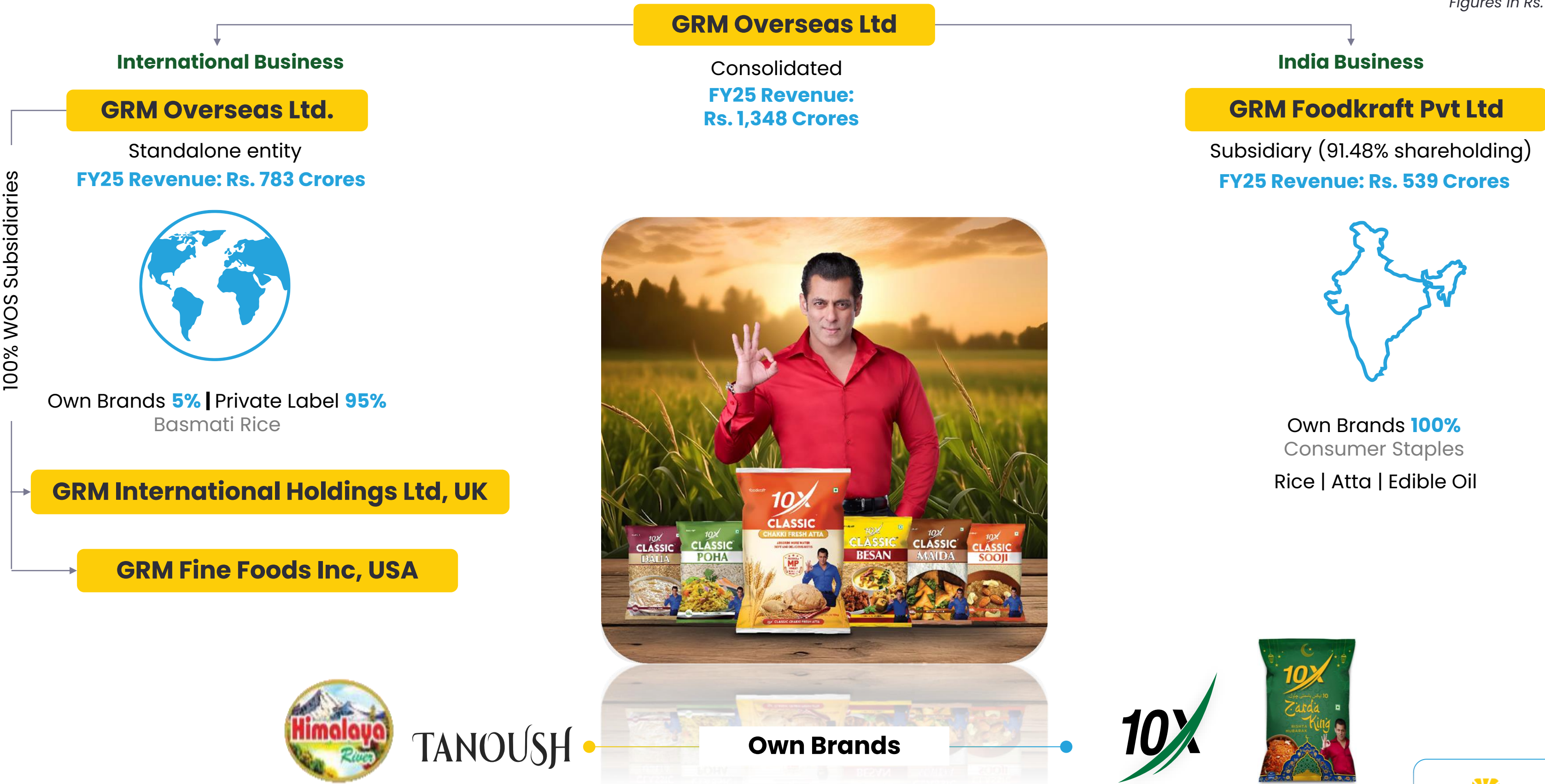
A -

LT Credit Rating from Acuite

Business Synopsis



Figures in Rs. Crores



* Balance constituted by revenue from other unbranded products

Advanced Manufacturing Capabilities



Annual Production Capacity – 440,800 MT



Panipat
(Haryana),
Domestic Market

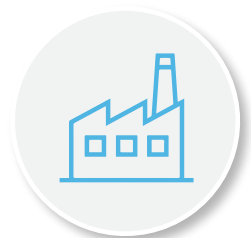


Naultha
(Haryana),
Domestic Market



Gandhidham
(Gujarat),
Export Market

Levers to achieve this growth:



Production & Processing Facility

- > 3 Milling Plants: **550 MT** per day
- > 9 Sortex Plants: **1,400 MT** per day



Warehousing Facility

- > **1.75 lakh** square feet Space adjacent to the Kutch-Gujarat Factory
- > Facilitating Speedy Shipments from Kandla and Mundra Ports



GMP Certified



ISO 22000.2005



Kosher Certified



BRC [British Retails Consortium] Certified



US FDA Certification



Safe Quality Feed Certified (which includes HACCP)



Organic Certification

GRM has tied up with 10 third-party manufacturing units across 5 states with an installed capacity to 4,800 MT of Atta and 4,000 MT of Edible Oil per month

Management Team



Atul Garg

Chairperson &
Managing Director

- 20+ years of experience
- A second generation entrepreneur, he has been instrumental in leading GRM, and is involved in all business aspects.
- Having strong expertise in International Marketing, he has been the driving force in creating the brand and image of GRM globally



Mamta Garg

Executive Director

- 5+ years of experience
- Rich and versatile experience in the field of finance.
- Manages day-to-day affairs of the company, along with assistance of the Board of Directors and executives



Vedant Garg

Chief Financial Officer

- 5+ years of experience
- A process-oriented professional who brings multi-disciplinary immensity of cultures and modernized systems aiding in efficient workflows



Nipun Jain

Non-Independent
Director

- 30+ years of experience
- A qualified Chartered Accountant with experience in accounts, finance, audit, direct & indirect tax, implementing strategic financial decisions and overseeing financial operations



Barun Prabhakar

Group Chief
Marketing Officer

- 20+ years of experience
- Expertise in marketing and advertising for leading brands like Relaxo, Woodland, Liberty and Wildkraft
- Redefined brand positioning & created campaigns that were lauded as case studies.
- Included in the '40 under 40' list by Social Samosa



Meenakshi Pawar

Head - Corporate Affairs

- 7+ years of experience
- A seasoned finance professional and fintech entrepreneur, with a blend of academic excellence, financial expertise and strategic insight.
- Previously held leadership experience at State Bank of India

Strategic Roadmap



A Prominent Food FMCG Player



India Business

- GRM launched **10X** brand in 2020 in the domestic market to focus on the food FMCG market
- Building on its strength as one of the leaders in Basmati Rice industry, GRM debuted its **Packaged Rice** in India under 10X in 2020
- In **2022**, GRM introduced a premium quality **"10X Zarda King Golden Sella Basmati Rice"**, which received an excellent reception by consumers

Products Offered

Rice | Atta | Oil | Besan | Others

India Business Revenue

Rs. 58 Crores
FY21 Revenue



Rs. 539 Crores
FY25 Revenue

International Business

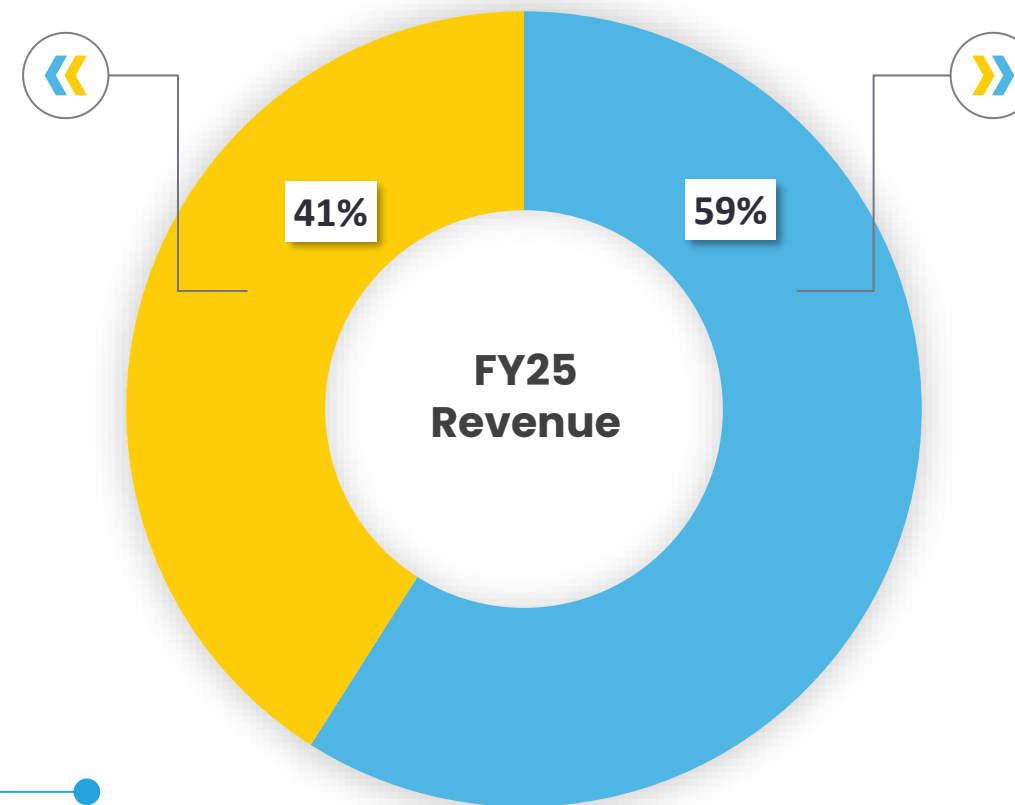
- GRM has become a trusted name in Basmati Rice industry globally
- It is among the **Top 5** exporters of basmati rice globally
- GRM is among the largest exporters in the MENA Region
- Widespread Global presence in **over 42 countries**
- Exports rice through primarily through **Private Label** and partly through **Own Brands** under the UK subsidiary, GRM International
- Launched premium Global brands – **Himalaya River and Tanoush in 2018**

International Business Revenue

Rs. 652 Crores
FY21 Revenue



Rs. 783 Crores
FY25 Revenue



Vision for FY28



India Business

Revenue



Growth Strategies for India Business

- > Penetrate aggressively into the Packaged Foods Industry in India
- > Launch fast-selling items like Ready to Eat and Ready to Cook products
- > Acquire new-age margin-accretive businesses in niche market segments

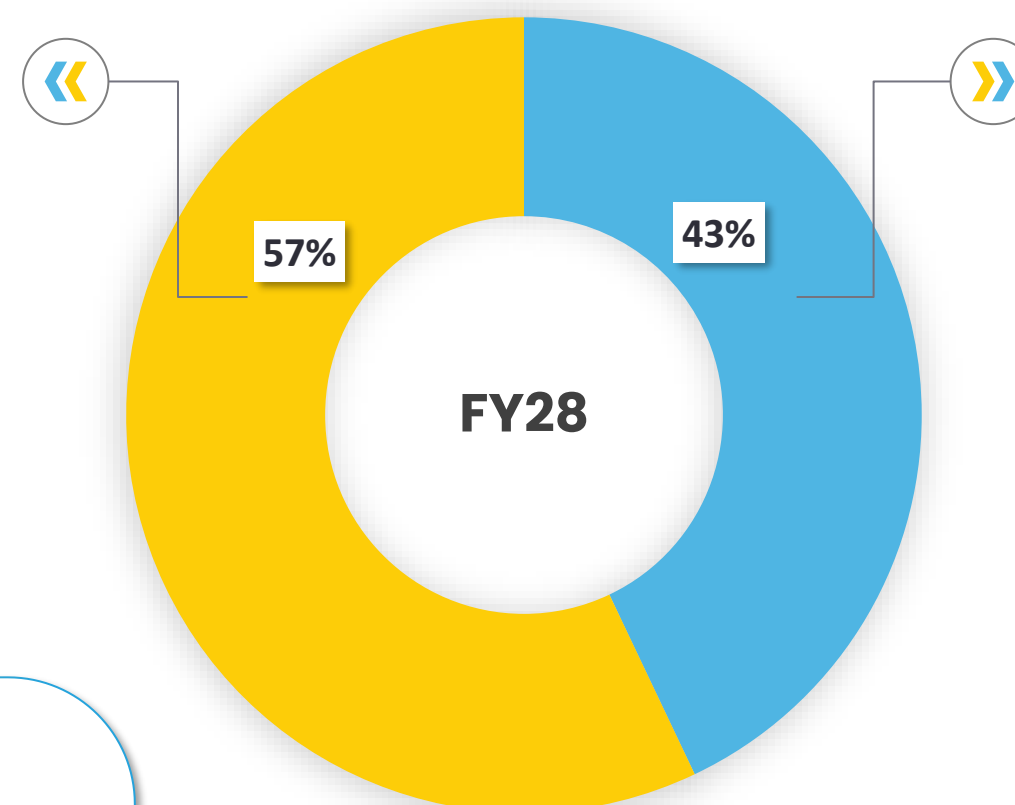
International Business

Revenue



Growth Strategies for International Business

- > Focus on sustainable growth in existing markets where GRM is well-established through Private Labels
- > Prioritize expansion of Own Brands – Himalaya River & Tanoush, into newer markets by establishing partnerships with distributors

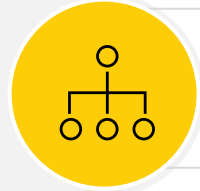


India Business

Vision to capture a strong foothold in the Indian Packaged Foods Market



Levers to Achieve Vision FY28



Scaled existing products under 10X; now focussing on Building a House of Brands



Funds available at disposal to fuel growth



Robust distribution & supplier network in place



Diverse range of products



Strong Marketing Initiatives with Salman Khan endorsing 10X



Growth Opportunities in FMCG Industry providing Tailwinds

Focus on Building a House of Brands



Scaled Existing products under 10X

10X Zarda King Rice

Launched in : November 2022

FY25 Revenue : ~ Rs. 150 Crores

10X Atta & Oil

Launched in : 2024

FY25 Revenue : ~ Rs. 340 Crores

Focus on Building a House of Brands

10X

The "10X" brand will continue housing staple products like:

**Rice | Atta | Oil |
Besan | Maida**

Faashta

To Be Launched

"Faashta" – a brand which will house new-age products like:

**Dosa Mix | Idli Mix | Poha Mix |
Uthappam Mix | Upma Mix |
Sambhar Mix | Vada Mix**

10X Ventures

Under 10X Ventures, GRM is looking to acquire Digital-First New Age D2C brands, Lifestyle brands, smaller portfolio brands, and incubator opportunities.

1st Acquisition under 10X Ventures

RAGE
COFFEE

Started in 2018, Rage Coffee* is the world's first plant-based vitamins coffee brand. Rage sells coffee in various forms viz. instant coffees, whole coffee beans, ground coffee, etc.

Funds Available at Disposal to Fuel Growth



Fund Raise

GRM Overseas raised Rs. 136.5 Crores from prominent investors and promoters through the issue of share warrants on preferential basis to provide a cushion for future growth of the company

Objective of Fund Raise

Inorganic Growth

Expanding Product Range

Operational Efficiencies

Launch of 10X Ventures

- A strategic platform launched to drive growth by investing in Digital-First New Age D2C brands, Lifestyle brands, smaller portfolio brands, and incubator opportunities
- During 1st Phase of Investments, GRM plans to invest Rs 200 Crores through a combination of cash and equity swaps with a ticket size ranging from Rs. 20 Crores to Rs. 40 Crores, ensuring a broad scope for strategic investments

Objectives of 10X Ventures

- Brand Refresh and Relaunch
- Incubation of Small Acquisitions
- Investment in Lifestyle Brands and Wellness Concepts
- Targeting the Next Generation of Consumers
- Collaboration with Possible Entrepreneurs

1st Investment under 10X Ventures

GRM acquired Single Largest Stake (44% stake) in Swmabhan Commerce Pvt Ltd, the parent company of Virat Kohli-Backed Digital-First Coffee Brand "Rage Coffee"



Robust Distribution & Supplier Network



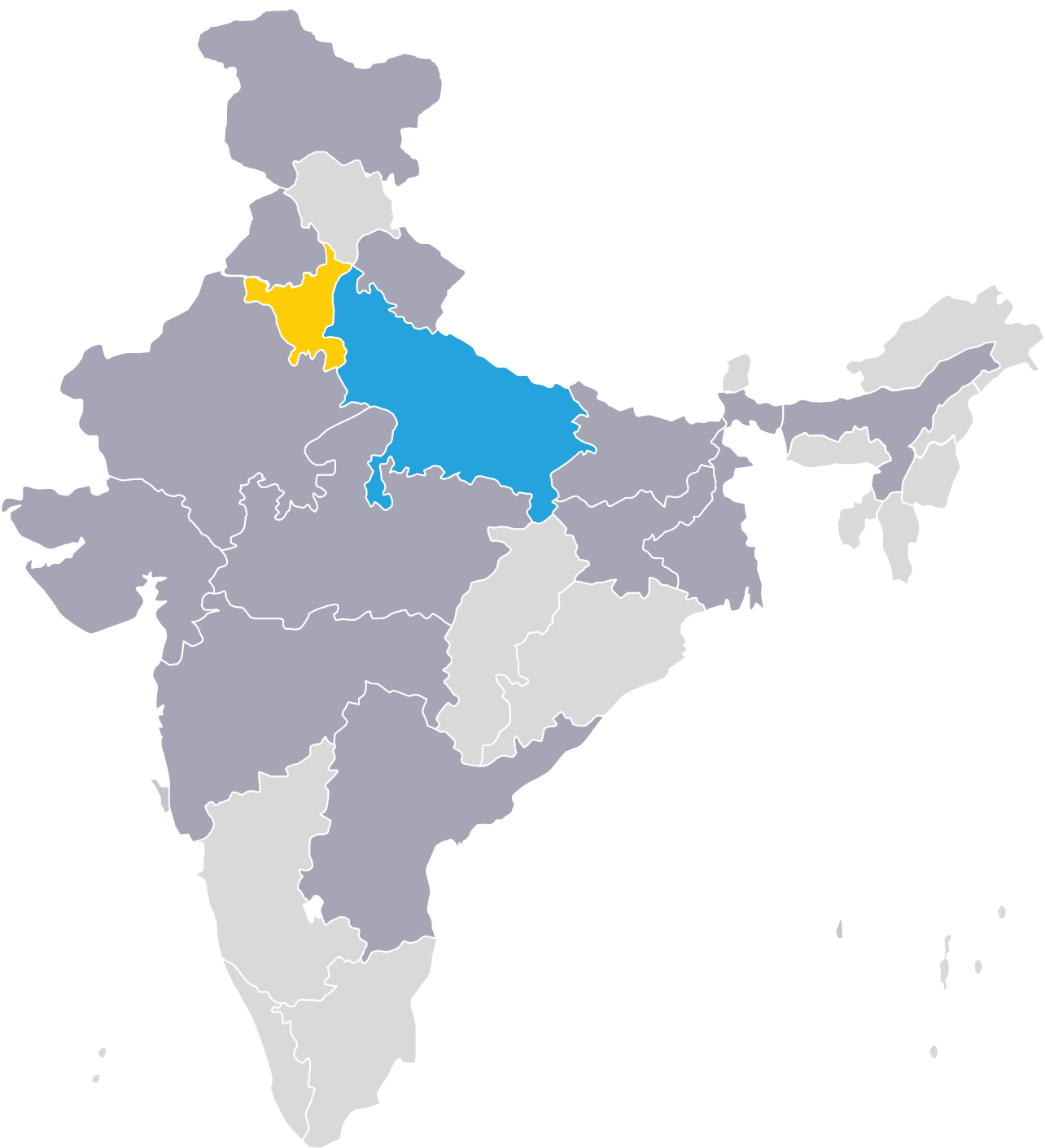
Enhancing Domestic Presence through both General Trade and Modern Trade

General Trade

125
Distributors

103K+
Touch Point
(Kirana Stores)

1.3 Billion
Target customers



Less than 10 Between 11-20 More than 20

Modern Trade



Strong Supplier Network

240+
Suppliers

Diverse Range of Products



10X Product Portfolio

Rice | Atta | Oil



Products to be Relunched

Biryani Kits



Latest Range of Products



Premium Besan Premium Dalia Premium Poha Premium Maida Premium Sooji



Instant Coffee | Silk Blend Coffee | Ready to Drink Coffee | Whole Beans | Ground Coffee | Sachets | Cold Brew Bags

Strong Marketing Initiatives



Onboarded Bollywood superstar Salman Khan as our Brand Ambassador



Video Ad Campaigns



[Us Rishte Ki Baat Hi Khaas Hai](#) | [Link to Advertisement](#)



Launched CGI Ad Campaigns for 10X Zarda King



[Link to CGI Campaign](#)



[Link to CGI Campaign](#)

Continuous BTL Marketing efforts

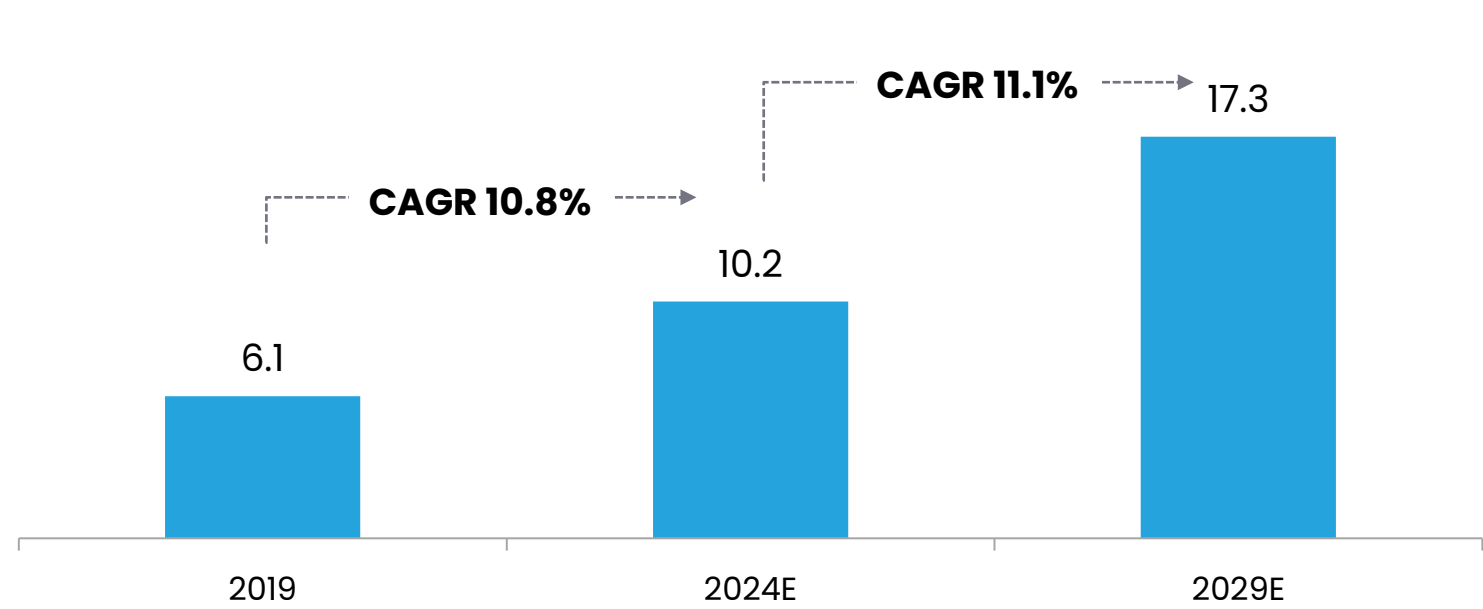


Strong Industry Tailwinds

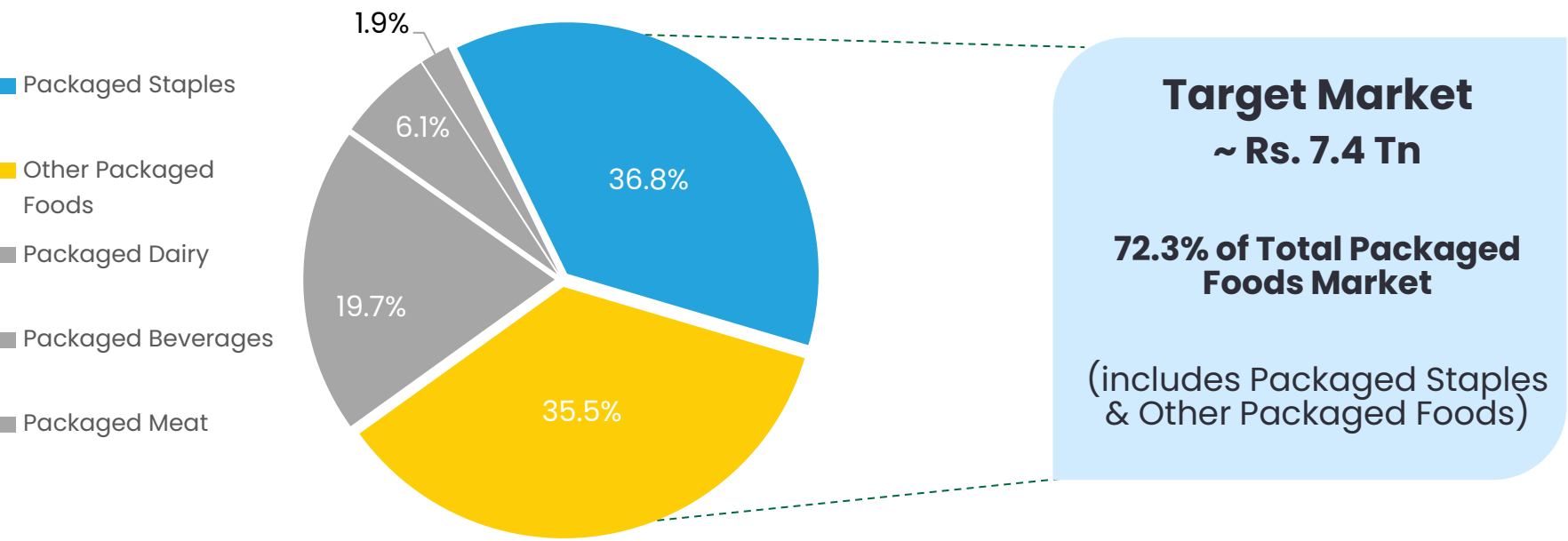


Packaged Foods Industry

Indian Packaged Food Market (Rs. Tn)

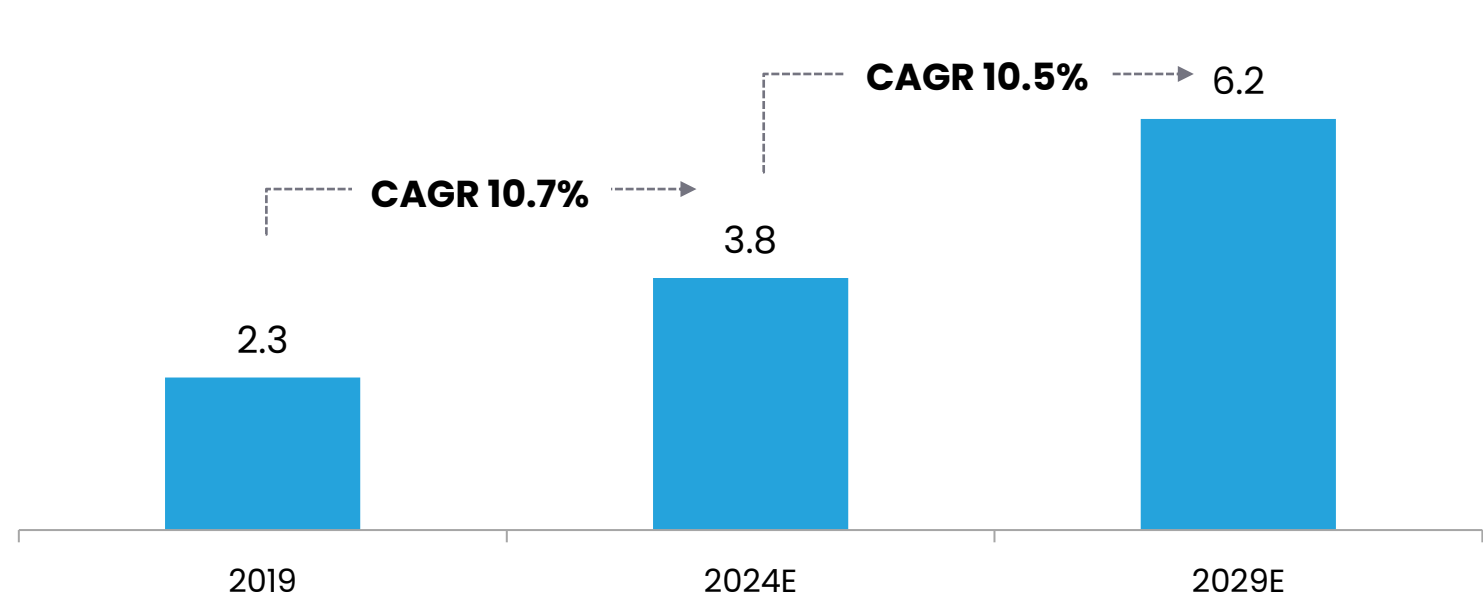


Indian Packaged Food Constituents (FY24)



Packaged Staples Industry

Indian Packaged Staples Market (Rs. Tn)



Indian Packaged Staples Constituents

Category	Value in 2024E (Rs. Tn)	CAGR (2024E-2029E)
Rice	0.20	7.0%
Flour	0.37	15.5%
Edible Oil	2.35	8.5%
Sooji & Dalia	0.02	19.7%
Spices	0.35	17.0%
Others	0.47	9.0%-12.0%
Total	3.80	10.5%

International Business

Vision to Consolidate and further Expand into Newer Geographies



Rich Heritage in Basmati Rice Exports



GRM is the among the Top **5 Rice** Exporters Globally



Presence in over **42+** countries



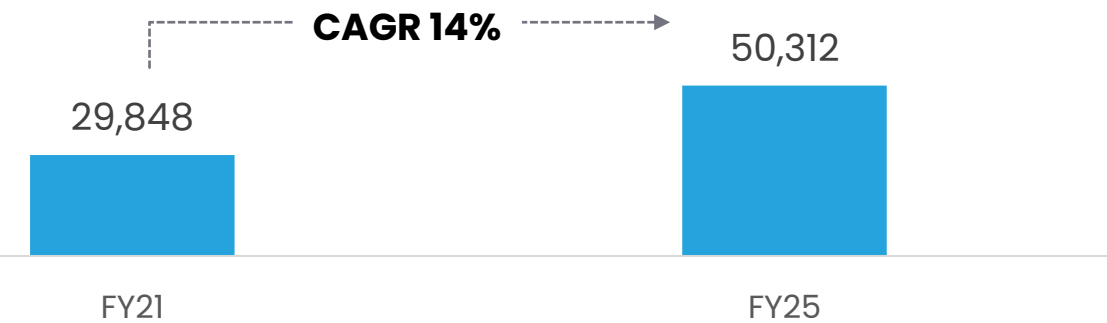
Distribution offices at **UK, US, and Middle East**

GRM International Business Revenue



Figures in Rs. Crores

Basmati Rice Exports from India



Export market offerings – about **95% involves exporting Private Label brands**



Premium Blue | Jumbo Basmati | Sella Basmati | Brown Basmati

TANOUSH



Organic Basmati | 1121 Emperor Basmati | 1401 King Basmati | Brown Basmati | Smoked Rice

Tied up globally with prominent retail chains like

ASDA

Walmart

Carrefour



Sainsbury's

TESCO

Rimi



home bargains

Strategies for International Business



Maintain our hold in the
Private Label segment

(Currently **95%** Revenue Contribution)

- > Received orders from government agency in Oman and Al-Naqeeb Group in Yemen



Penetrate into newer markets with our own
brands and increase our branded rice sales

(Currently **5%** Revenue Contribution)

- > GRM expanded the reach of its brand "Tanoush" by entering into agreements with major distributors in Georgia, Chile and Morocco

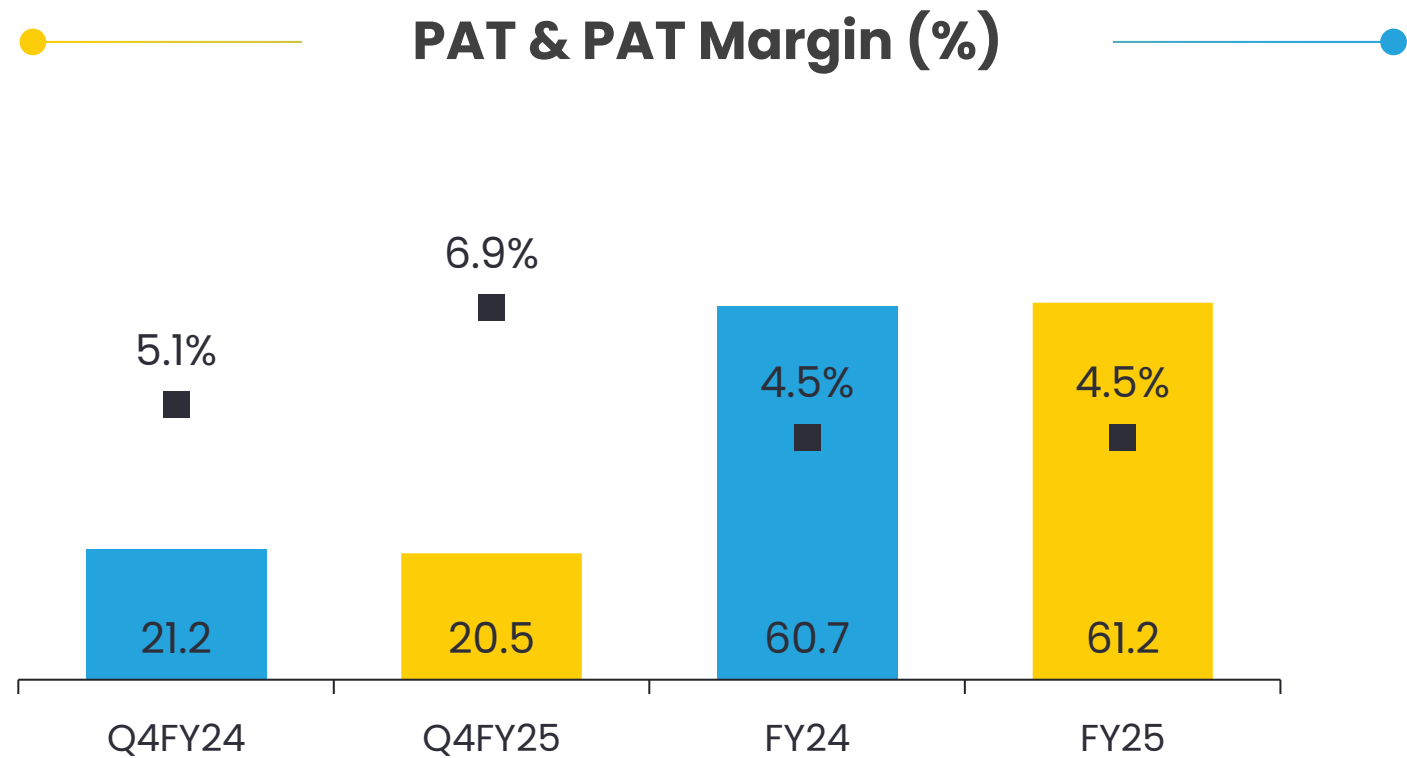
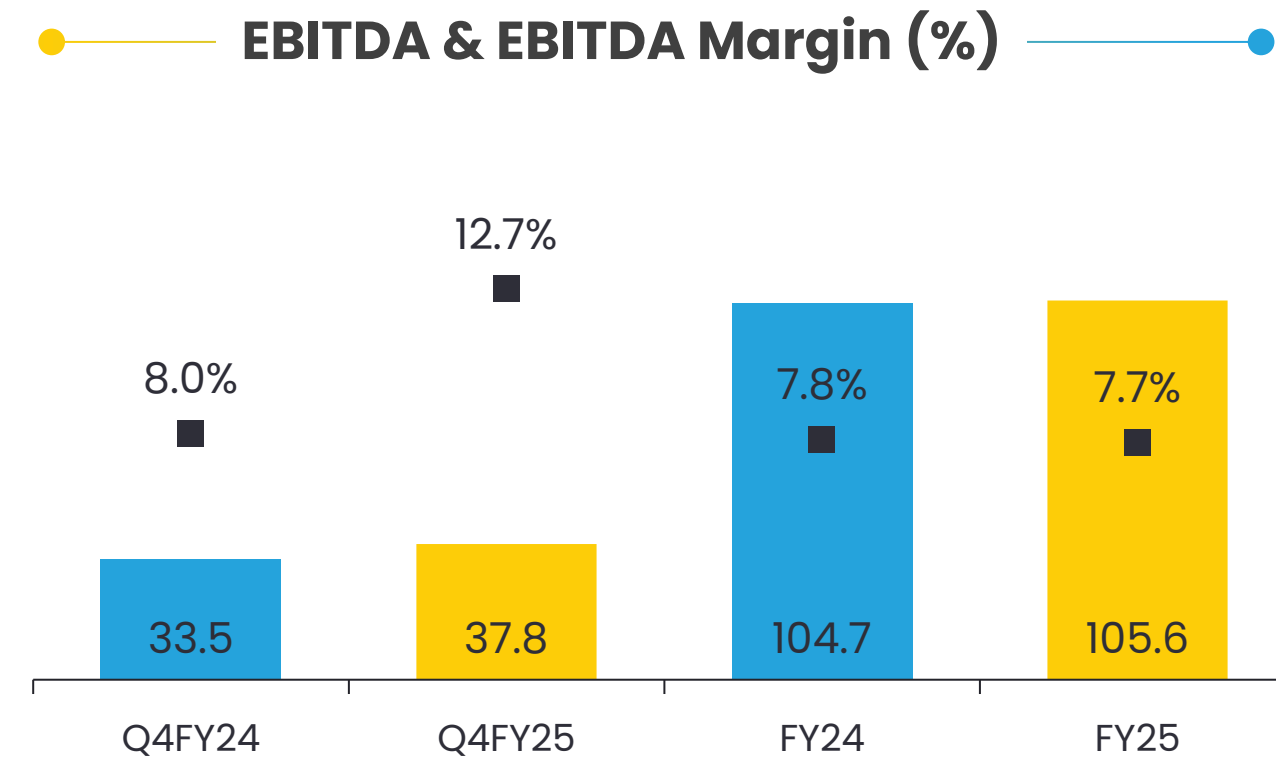
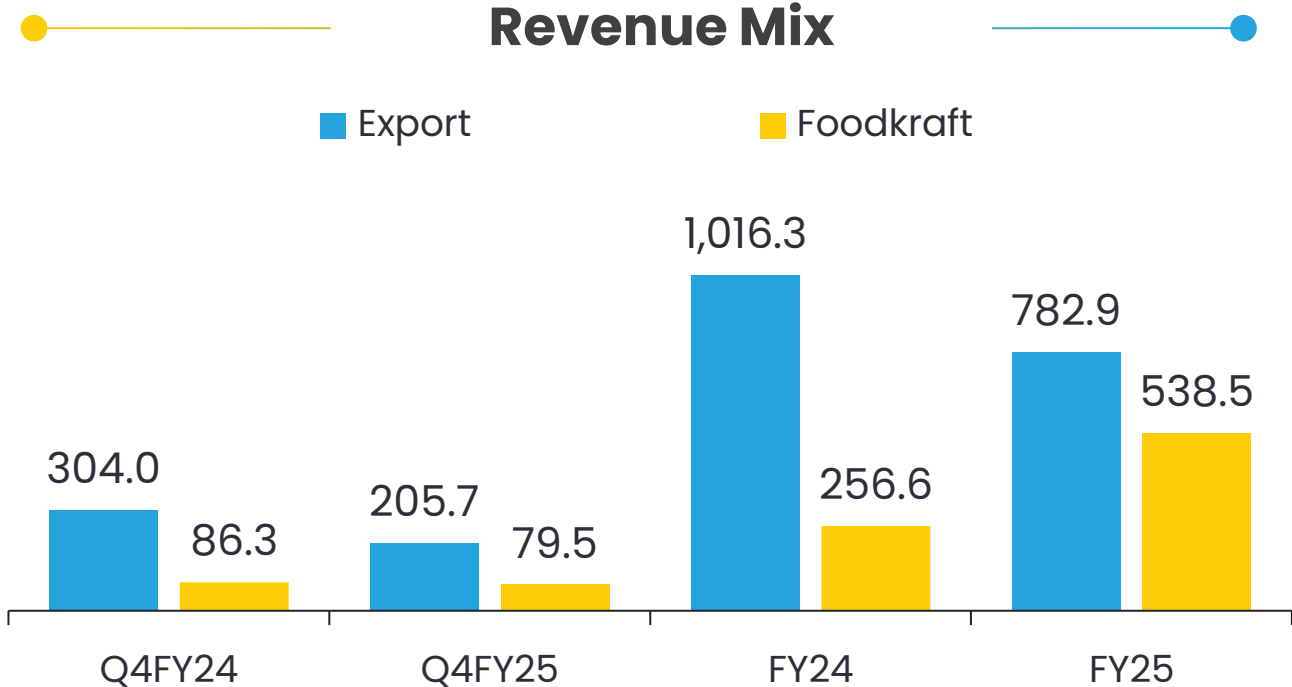
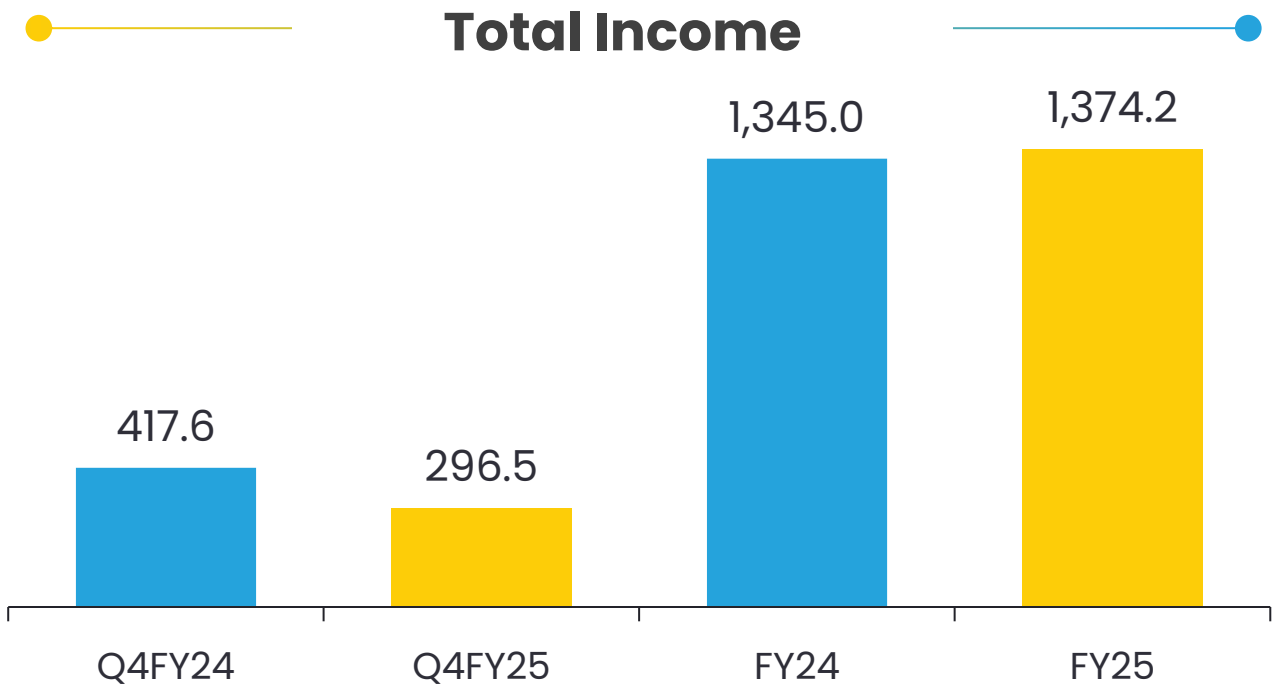
Quarterly Financials



Key Financial Highlights



Figures in Rs. Crores



Q4 & FY25 Income Statement



Figures in Rs. Crores

Particulars	Q4FY25	Q4FY24	FY25	FY24
Revenue from Operations	291.4	405.9	1,348.2	1,312.4
Other Income	5.1	11.7	26.0	32.5
Total Income	296.5	417.6	1,374.2	1,345.0
EBITDA	37.8	33.5	105.6	104.7
EBITDA Margin %	12.7%	8.0%	7.7%	7.8%
Depreciation and Amortization Expense	0.8	1.0	3.1	3.7
Finance Cost	8.0	5.8	17.8	20.6
PBT	29.0	26.7	84.7	80.5
Tax Expense	8.5	5.5	23.5	19.7
PAT	20.5	21.2	61.2	60.7
PAT Margin %	6.9%	5.1%	4.5%	4.5%
Cash Profit	21.3	22.2	64.3	64.4

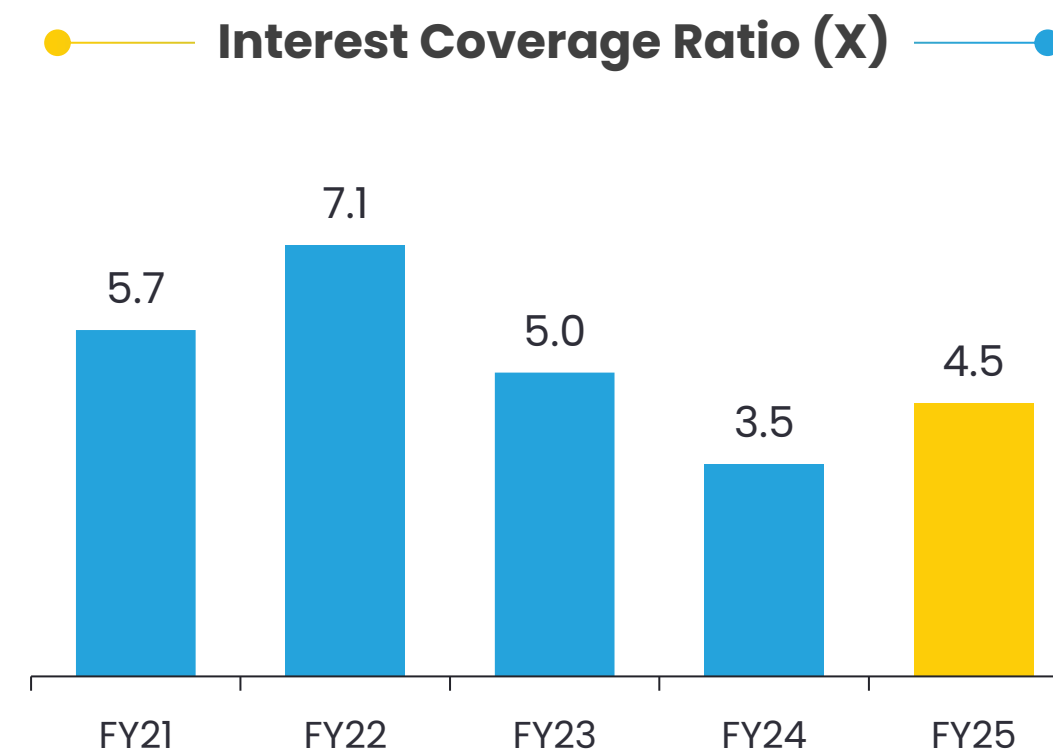
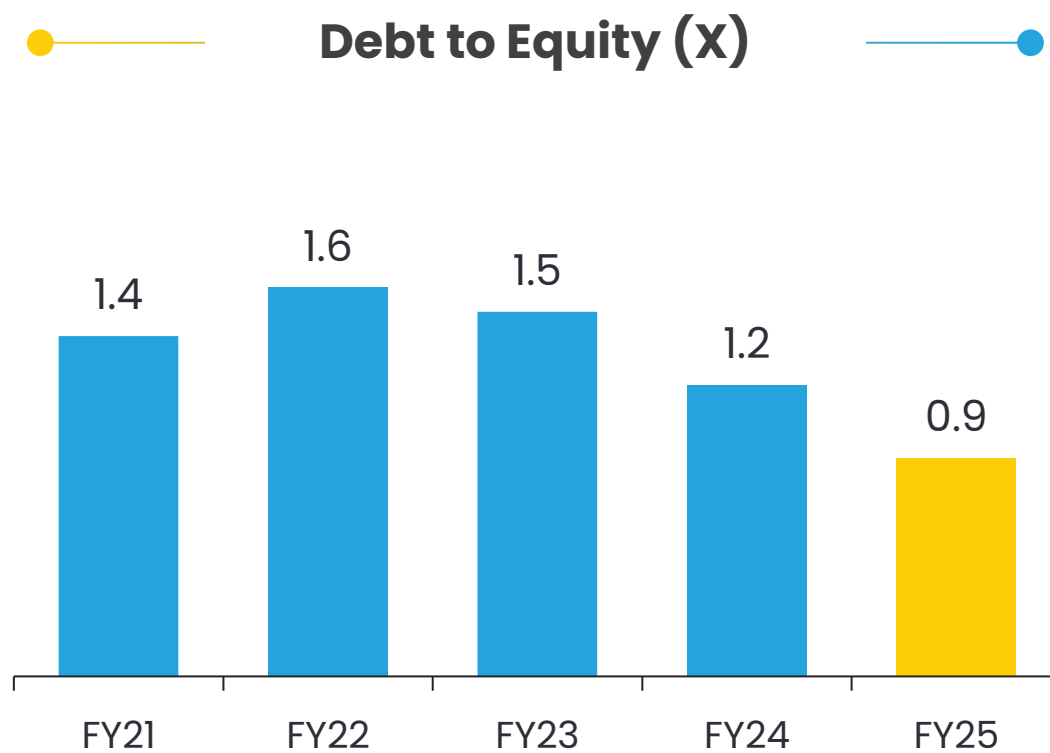
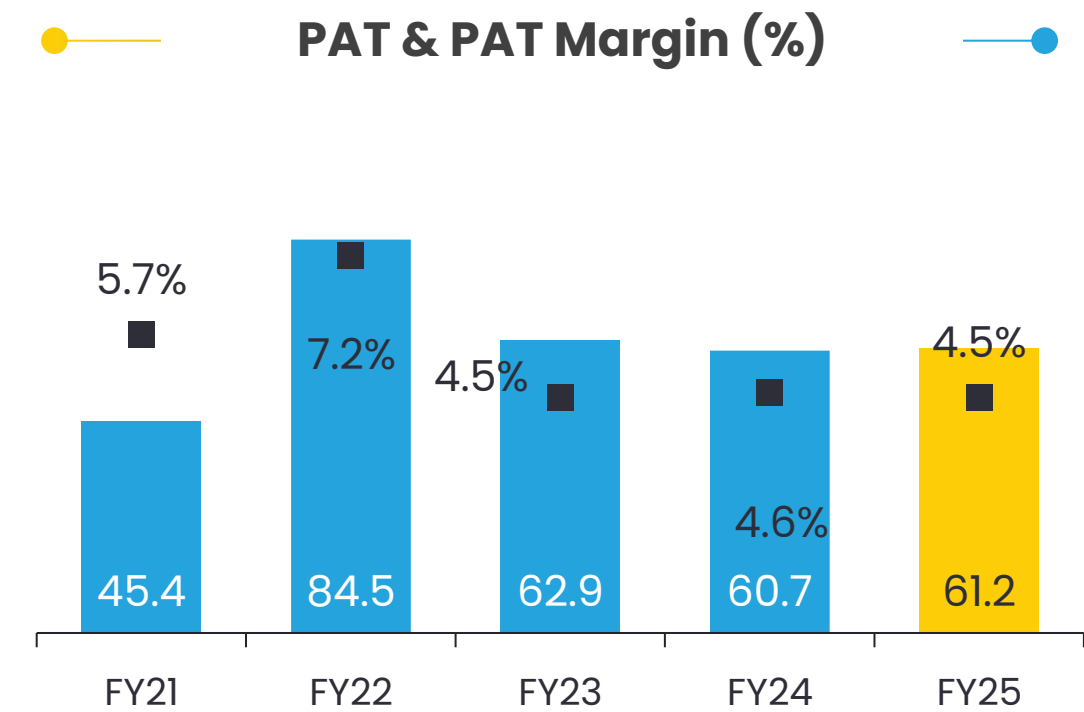
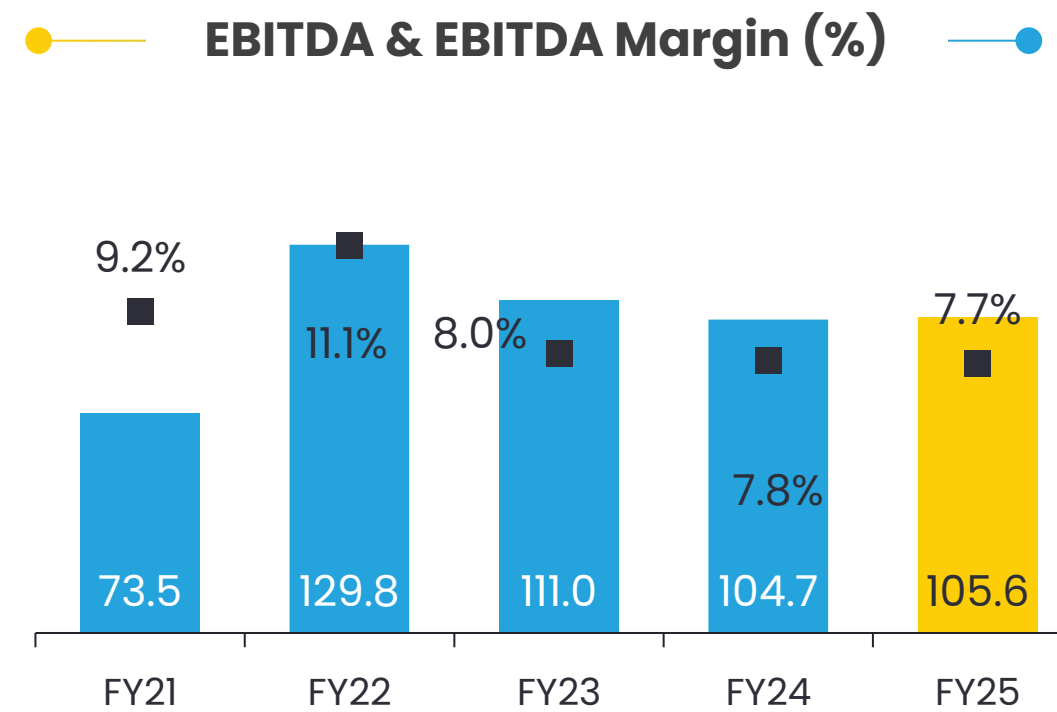
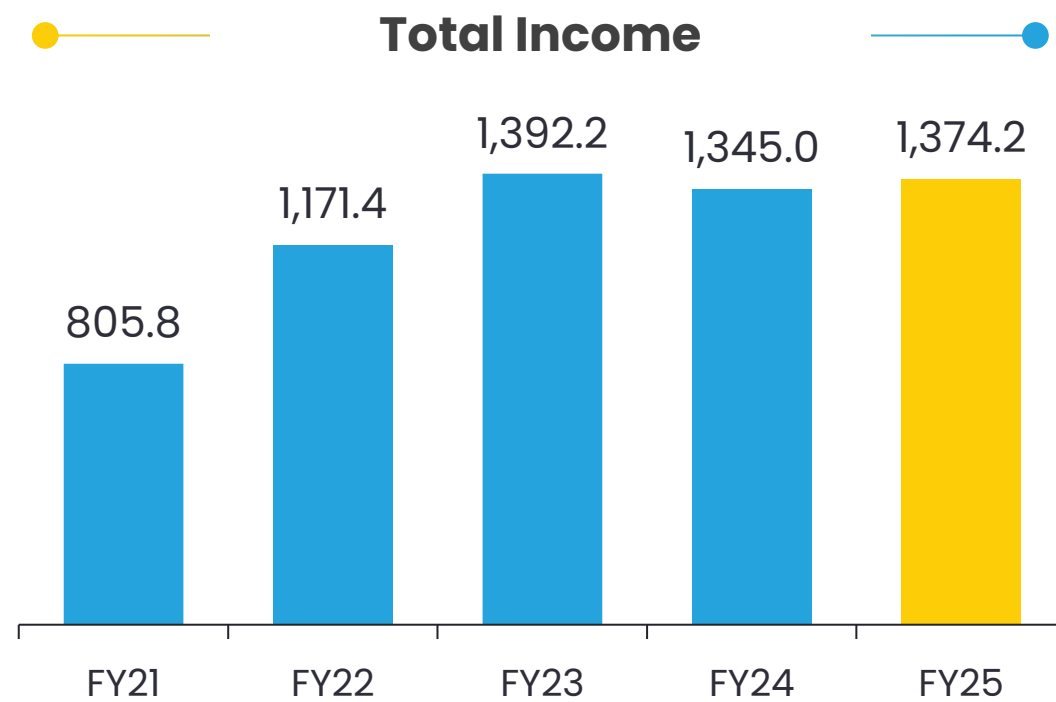
Historical Financials



Key Financials



Figures in Rs. Crores



Historical P&L Statement



Figures in Rs. Crores

Particulars	FY21	FY22	FY23	FY24	FY25
Revenue from Operations	799.4	1,134.3	1,379.5	1,312.4	1,348.2
Other Income	6.4	37.1	12.8	32.5	26.0
Total Income	805.8	1,171.4	1,392.2	1,345.0	1,374.2
EBITDA	73.5	129.8	111.0	104.7	105.6
EBITDA Margin %	9.2%	11.1%	8.0%	7.8%	7.7%
Depreciation and Amortization Expense	2.9	3.1	3.8	3.7	3.1
Finance Cost	11.7	13.0	19.8	20.6	17.8
PBT	58.8	113.6	87.4	80.5	84.7
Tax Expense	13.4	29.1	24.5	19.7	23.5
PAT	45.4	84.5	62.9	60.7	61.2
PAT Margin %	5.7%	7.2%	4.5%	4.6%	4.5%

Historical Balance Sheet



Figures in Rs. Crores

Particulars	Mar 24	Mar 25
EQUITIES AND LIABILITIES		
Shareholders' Fund (A)		
(i) Equity Share Capital	12.0	12.0
(ii) Other Equity	318.7	413.6
(iii) Non Controlling Interest	2.0	2.7
Non-Current Liabilities (B)		
(i) Long Term Borrowings	0.1	1.6
(ii) Provisions	0.5	0.5
(iii) Deferred Tax Liability (Net)	2.3	1.8
Current Liabilities (C)		
(i) Short-term Borrowings	239.0	362.6
(ii) Trade Payables	30.0	28.5
(iii) Other Current Liabilities	11.6	87.5
TOTAL EQUITY & LIABILITIES (A + B + C)	770.3	910.8

Particulars	Mar 24	Mar 25
ASSETS		
Non-Current Assets (D)		
(i) Tangible Assets	36.2	39.5
(ii) Capital Work-In Progress & Intangible Assets	0.7	0.8
(iii) Other Financial Assets	8.0	10.0
(iv) Other non-current Assets	0.9	0.7
Current Assets (E)		
(i) Inventories	217.6	313.9
(ii) Investments	0.5	0.6
(iii) Trade Receivables	481.9	480.1
(iv) Cash and Bank Balance	9.7	52.8
(v) Other Financial Assets	8.4	4.5
(vi) Other Current Assets	6.4	7.8
TOTAL ASSETS (D + E)	770.3	910.8



Thank you

 **GRM Overseas Limited**
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