



For a healthy growing nation



# Rice Bran -The Wonder Oil

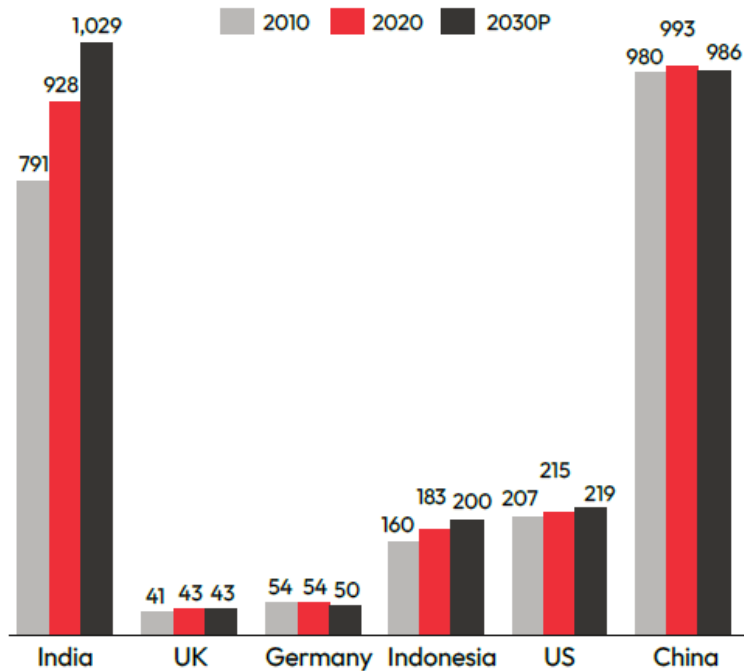


# The India Story



# India is expected to have the largest working-age population by 2030

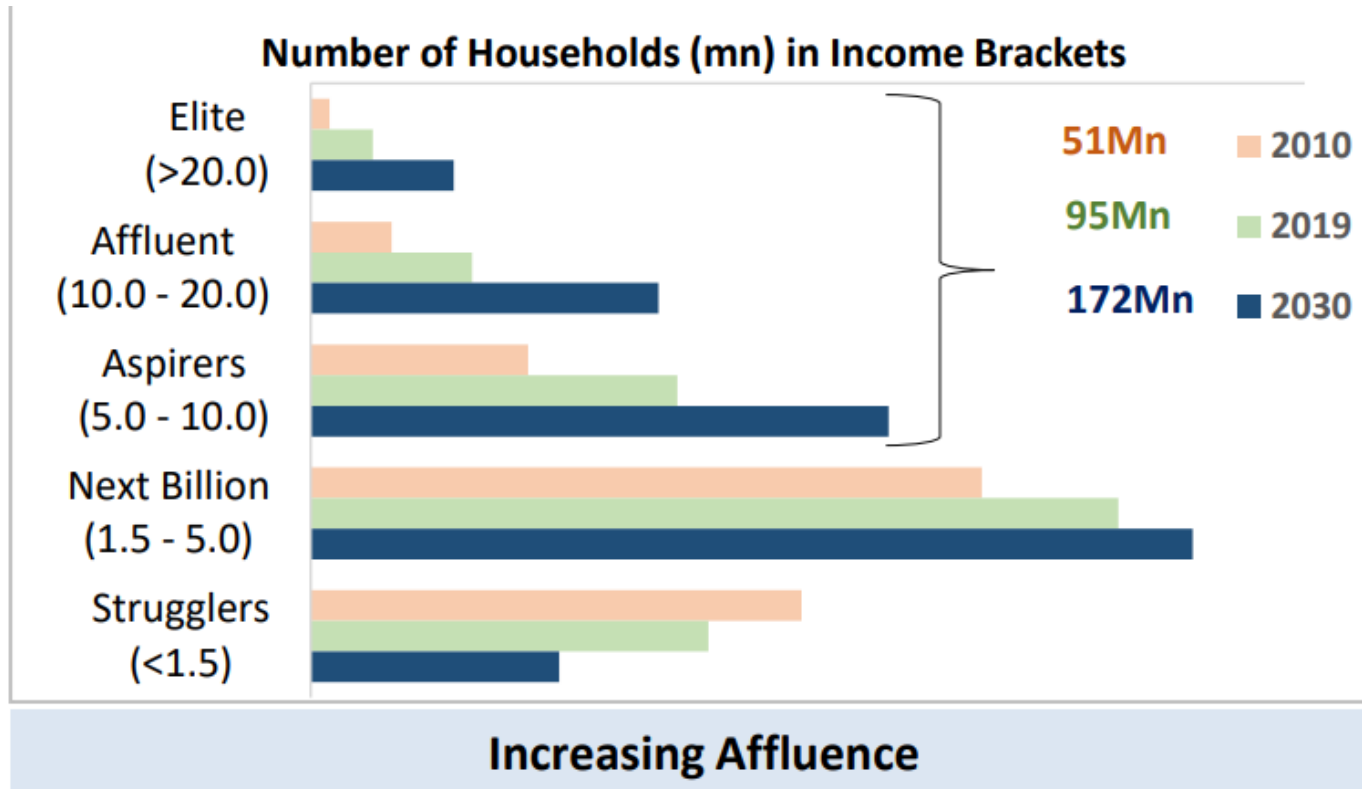
Eligible population for workforce by country (15-64 age group)  
2020-2030P, Total in millions



redseer

- India emerges as the **world's fifth-largest economy**,
- **World's most populous** with approximately 1.417 billion
- The **median age of an Indian is 28.7 years**.
- Female students in Higher education- raised from 39% in 2001 to 49% in 2019- and expected to increase further going forward.
- With **700mn Internet connections** and more than **180mn Online shoppers**, India is transforming Digitally.

# Massive Opportunity –India Growth Story



# Top Food FMCG trends for Indian consumers in 2023

Health and wellness:  
Consumers are increasingly looking for healthier food options

1

Sustainability : Consumers are becoming more aware of the environment

2

Regional and ethnic foods:  
Consumers are looking for authentic and traditional foods

3

Digitalization:  
Online grocery shopping, food delivery services, and meal kit are expected to see growth

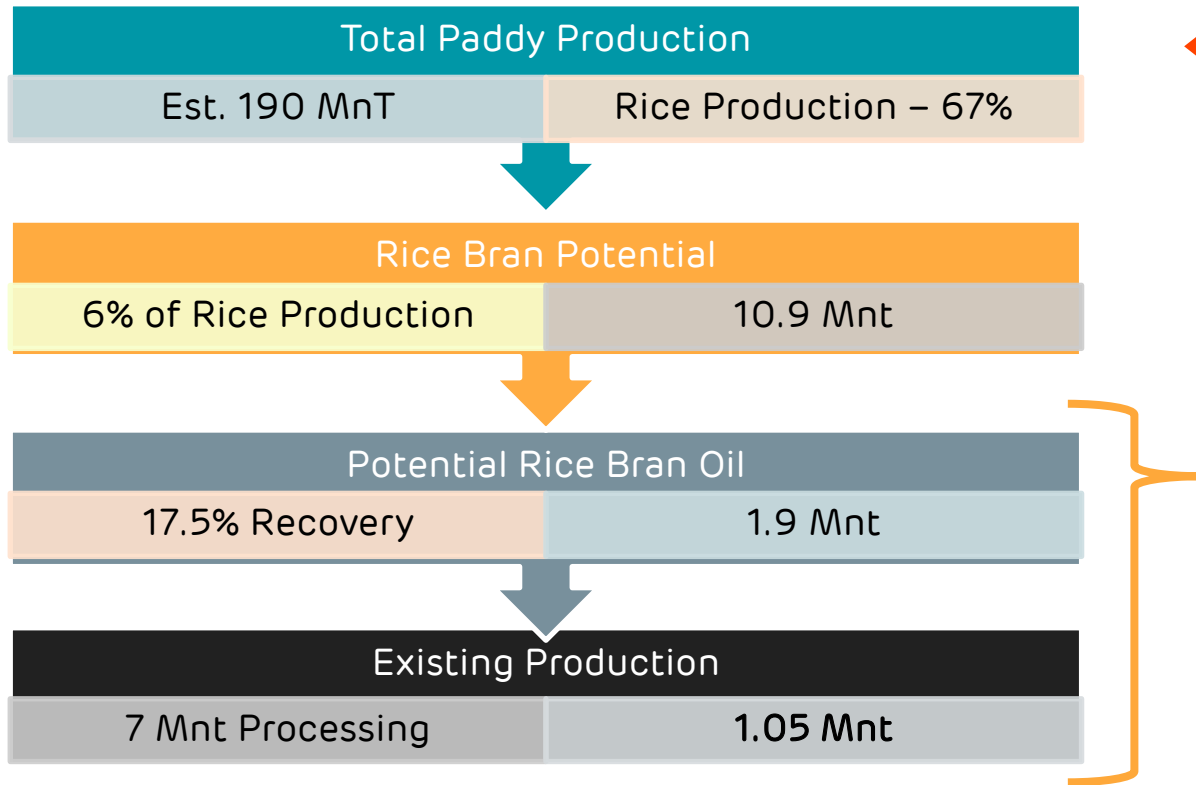
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Premiumization:  
With rising incomes, consumers are willing to pay more for high-quality & premium food products

5



# Rice Bran Oil In India



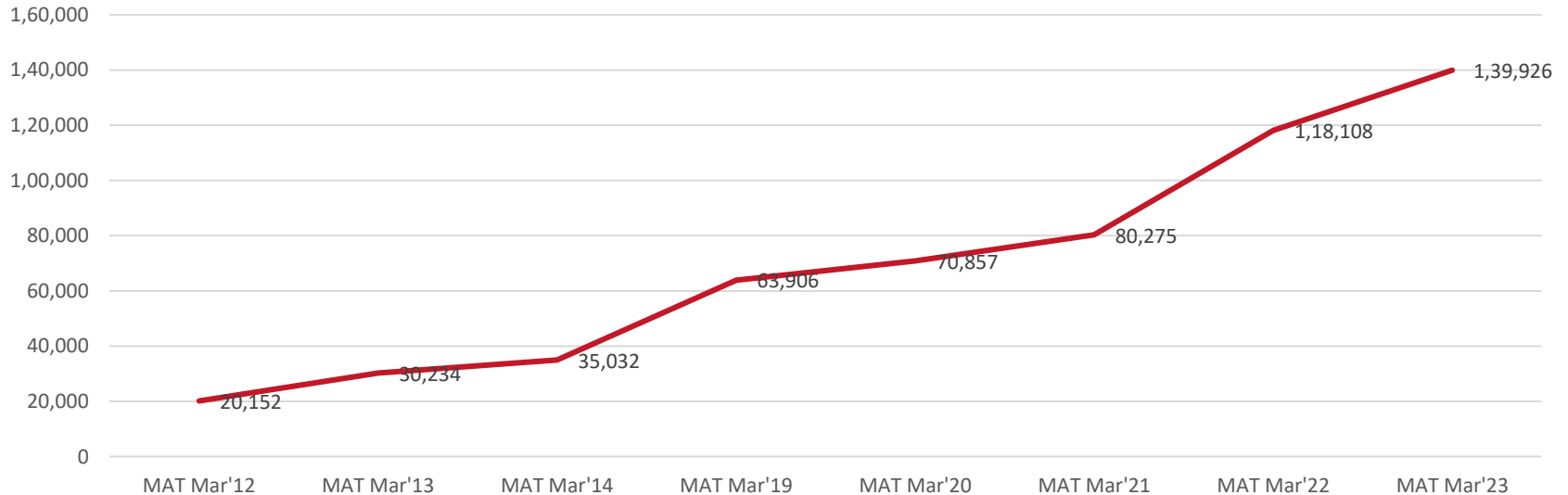
## Gap in Existing System

*The Gap of 0.85MnT – If fulfilled and resolved- can help India reduce its Imports of Foreign Oils and reduce the flow of crucial Foreign Reserve.*

# Rice Bran Category Sales (in MT)

|             |        |
|-------------|--------|
| CAGR 5 yrs  | 16.97% |
| CAGR 10 yrs | 14.85% |

Volume in MT



Total Advertising Spends in Category- in Last 10 Years (2013-2023)- **Rs. 1039 cr.**



# Rice Bran Sub-Categories



Higher FFA Content  
Mostly sold as  
cheapest refined oil.  
**Value** Proposition  
No category loyalty  
Growing at 20 %



DO Quality  
Sold as replacement  
of Mustard specially  
in rural markets  
Growing at 200 %

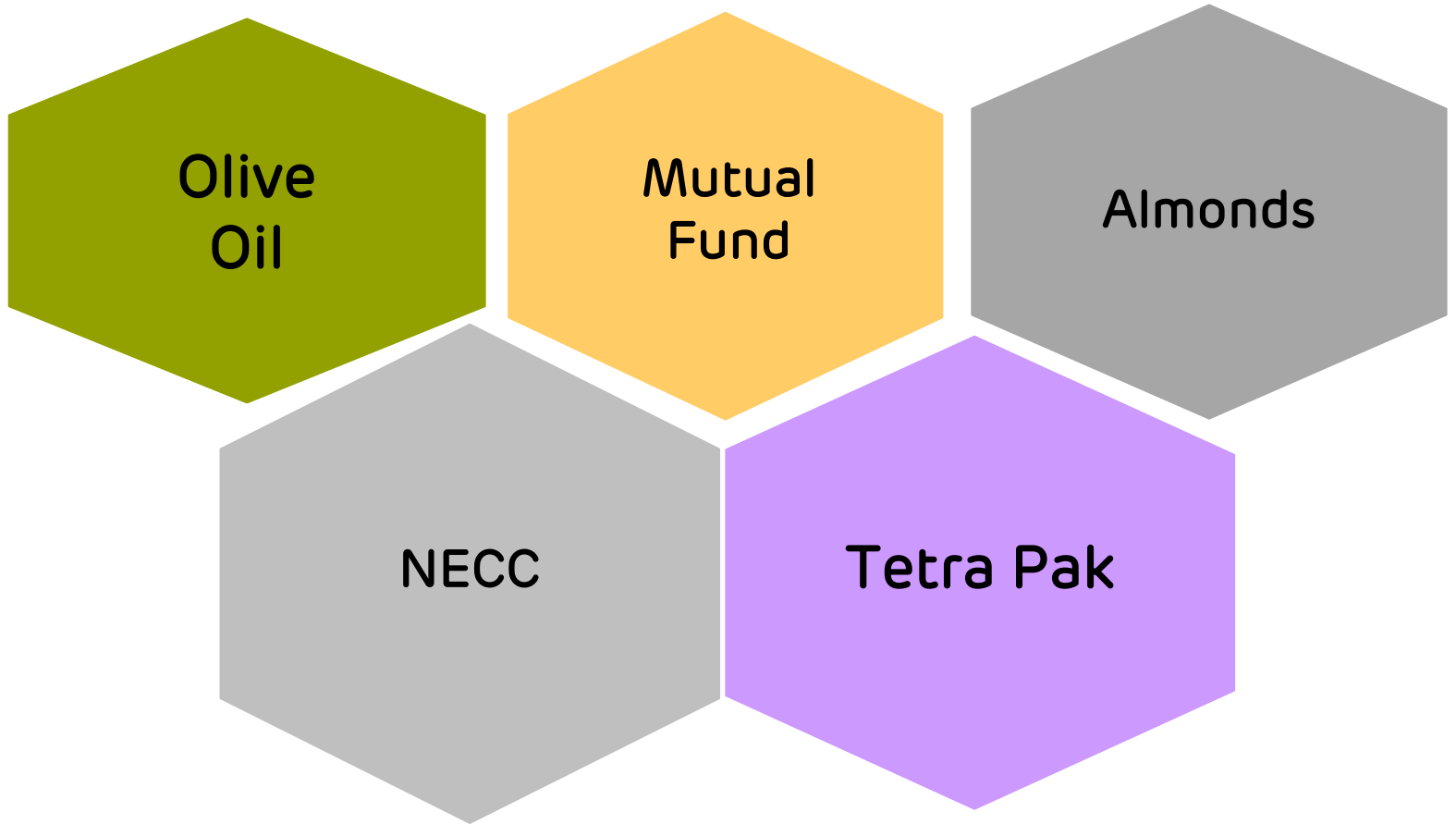


Low FFA & 10000+  
PPM of Oryzanol  
Sold as health and  
heart friendly oil  
Category Loyalist  
Degrowing at 10 %





# Scanning Category Creation Campaigns



# Growth of Rice Bran Category- The Next Step!

## Young and Aware India

- Looking for Healthier Options, Searching for the Value in terms of benefits, not just price

## Rice Bran Oil- Potential to be the Oil that New India Needs

- With significant Health benefits and being an Indigenous Oil, **Rice bran Oil can be easily accepted by New Age consumers** with some Awareness and efforts!

## Government Support

- While Industry players have invested over the years and are doing their parts on creating awareness of Product and Benefits, **Government support needed** to makes its acceptance more widespread
- **Agri Cess collected can be partly used to grow the category** and creating more awareness and support for Industry

## Benefits Across Board

- With Pushing for higher utilization, thereby Helping Rice Bran Processing and other related industries to grow, we would be able to **reduce our import dependance** on essential commodity like Edible Oil



**Thank You**