

# PRATAAP SNACKS LIMITED

## Q2 & H1 FY22 - Results Presentation



November 2021

# Disclaimer



Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties, like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Prataap Snacks Limited (PSL) will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward looking statements to reflect subsequent events or circumstances.



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Q2 & H1 FY22 Results

## In Q2 FY22, PSL reported:

- Revenue of Rs. 3,705.8 million, registering growth of 13.4% yoy
- Operating EBITDA of Rs. 241.8 million, translating to a margin of 6.5%
- PAT stood at Rs. 146.9 million with margins at 4.0%
- EPS (Diluted) stood at Rs. 6.26 per share

## In H1 FY22, PSL reported:

- Revenue of Rs. 6,502.0 million, registering growth of 24.5% yoy
- Operating EBITDA of Rs. 352.6 million, translating to a margin of 5.4%
- PAT stood at Rs. 131.0 million with margins at 2.0%
- EPS (Diluted) stood at Rs. 5.58 per share

# Operational Overview



- Delivered healthy revenue growth during the quarter driven by steady recovery in the overall macro environment
  - Sales volumes across several product categories other than Rings have surpassed pre-Covid levels led by rebound in consumption following lifting of major restrictions and general improvement in economic activities
  - Tele calling initiative has elevated the efficacy of our distribution network resulting in better coverage of territories and higher volumes
- The initiatives implemented in the previous quarters significantly assisted in mitigating the impact of rising input costs
  - Structural benefits of our Direct Distribution model enabled us to deliver better margins
    - This is being progressively rolled out and will provide further benefits in the coming quarters
  - Continue to undertake process reengineering and cost optimization initiatives

# Operational Overview



- Continue to face elevated palm oil prices and other key raw materials, partially countered by initiatives undertaken
  - Average cost of palm oil during Q2 FY22 is higher by 34% yoy leading to adverse impact of ~600 Bps on EBITDA
  - Witnessing escalation in other materials such as packaging films and corrugated boxes
  - Higher volumes aided by Tele-calling and gains from the Direct Distribution model coupled with process reengineering have supported margins
- The Company continues to maintain a steady financial position with robust liquidity
  - Investments undertaken in last few years will meet medium-term capacity requirements
  - The Company is well positioned to capitalize on growth opportunities given its healthy balance sheet
- There was a fire accident in the newly setup plant in Kolkata on November 03<sup>rd</sup> 2021
  - The fire has severely impacted the building, plant & machinery, leasehold improvements and inventories lying at the plant. Fortunately, there were no human casualties
  - These assets were insured and Company has initiated the process of filing the insurance claim for loss incurred
  - We have ensured the business continuity and are catering the demand from our Guwahati plants



## Unlocking of Restrictions

- Most of our key point of sales have re-opened and have contributed to the recovery in sales and volumes
- Witnessed a smart recovery in impulse purchases during the quarter
- Rings witnessed a QoQ improvement but is yet to surpass its pre-covid levels



## Improved Distribution Reach

- Progressive implementation of tele-calling has helped in improving distribution efficacy
- Have increased the reach during the quarter which is moving as per the plan for the full year
- Using a mix of data and analysis, feedback from local sales team and software to identify distribution gaps



# Measures To Enhance Profitability and Returns



## Bottom slicing

- Identified reasons for lower volumes and worked on levers to enhance the same
- Discontinued less popular products which will save on indirect costs

## Expanding 3P tie-ups

- PSL has set up 6 3P facilities in last 3 years
- Contribution of 3P facilities increased from 8% to 25% of sales in last 3 years
- Implementing asset light model



## Compressing of Distribution Structure

- PSL is implementing direct distribution from its various plants across regions
- This results in savings through lower trade margins and freight optimization

## Establishing hubs across India

- PSL has identified facilities at Hisar and Bengaluru for upgradation into hubs
- These hubs will have the entire product range and cater to proximate markets in order to optimise distribution with cost efficiency



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**Commenting on Q2 & H1 FY22 performance, Mr. Amit Kumar - Managing Director & CEO, Prataap Snacks Limited said:**

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*“I am pleased to share that we have delivered growth of 13% in revenues during the quarter. As economic activities have regained momentum, we witnessed healthy recovery across several product categories with sales volumes surpassing pre-Covid levels. Our distribution channels have now normalised as restrictions in most parts of the country have eased considerably, except re-opening of primary schools. This has led to a smart recovery in impulse purchases resulting in higher volumes for most of our products. Rings which is primarily consumed by children has witnessed improvement both on a QoQ and YoY basis but is yet to achieve its pre-covid levels.*

*We have witnessed a sharp rise in input prices and transportation costs which have contributed to cost pressures. Prices of palm oil, which we had indicated in the previous quarter, remain elevated. In addition to this, we are witnessing escalation in other materials such as packaging film and corrugated boxes. Higher sales volume this quarter, improved distribution efficacy on account of tele-calling as well as gains from the progressive implementation of direct distribution have helped to counter the adverse impact on margin.*

*We have taken several initiatives to grow our topline and strengthen our margins in adverse conditions and we are well placed to benefit from economic recovery. Further, our cost mitigation efforts will ensure sustained benefits even beyond reversal of increased inputs costs. With CAPEX initiatives in place and a strong balance sheet position we are in a healthy position to deliver sustained growth and value addition over the medium to long term”.*

# Abridged P&L Statement



Particulars	Q2 FY'22	Q2 FY'21	Y-o-Y Change (%)	H1 FY'22	H1 FY'21	Y-o-Y Change (%)
Income from Operations	3,705.8	3,267.0	13%	6,502.0	5,224.3	24%
Raw Material Cost	2,663.4	2,289.9	16%	4,788.8	3,695.1	30%
Gross Profit	1,042.4	977.1	7%	1,713.2	1,529.2	12%
<i>Gross Margins</i>	28.1%	29.9%	-178 Bps	26.4%	29.3%	-292 Bps
EBITDA	241.8	233.5	4%	352.6	315.9	12%
<i>EBITDA Margins</i>	6.5%	7.2%	-63 Bps	5.4%	6.1%	-63 Bps
Depreciation	134.7	126.9	6%	265.8	286.5	-7%
Interest	15.4	15.9	-3%	31.5	33.3	-5%
Profit After Tax	146.9	84.4	74%	131.0	24.8	428%
EPS (Diluted) in Rs.	6.26	3.60	74%	5.58	1.06	428%

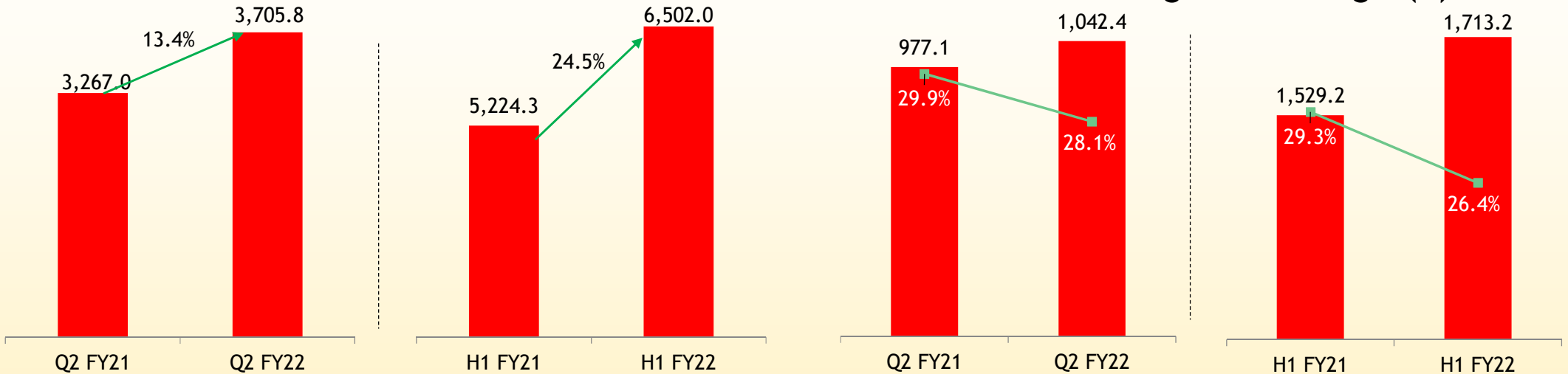
# Financials - Q2 & H1 FY'22 Performance



## Income From Operations

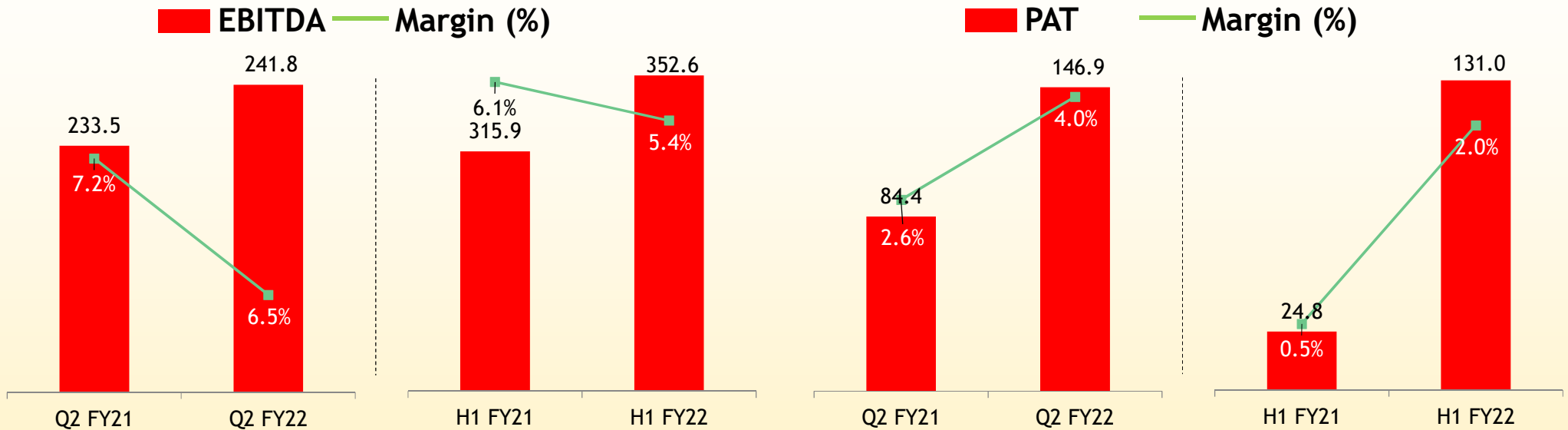
## Gross Margin (%)

■ Gross Margin — Margin (%)



- Income from operations in Q2 FY'22 stood at Rs.3,705.8 mn
- Gross margins stood at 28.1% in Q2 FY'22
  - Average cost of palm oil during Q2 FY22 is higher by 34% yoy leading to adverse impact of -600 Bps on EBITDA
  - Mitigated the impact of higher input prices to a large extent through direct distribution model, cost optimization and process re-engineering initiatives

# Financials - Q2 & H1 FY'22 Performance



- EBITDA for Q2 FY'22 grew by 4% Y-o-Y to Rs. 241.8 mn
  - EBITDA margins impacted by higher input costs
- Profit after Tax for Q2 FY'22 stood at Rs. 146.9 million at a margin of 4.0%

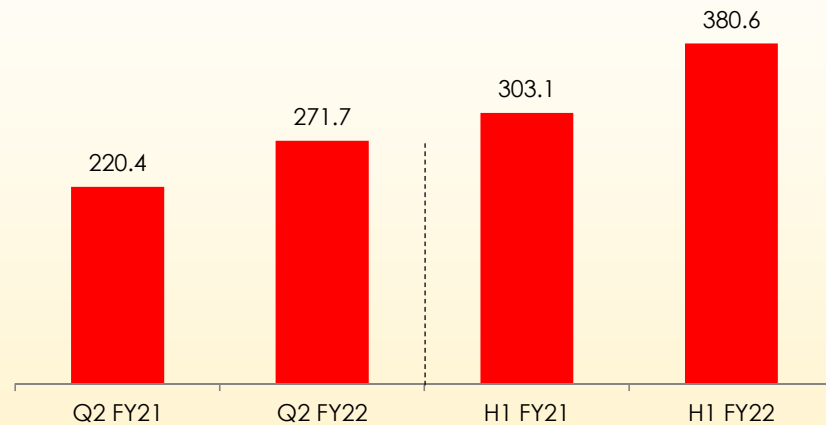
CONSOLIDATED FINANCIALS, IN RS. MILLION



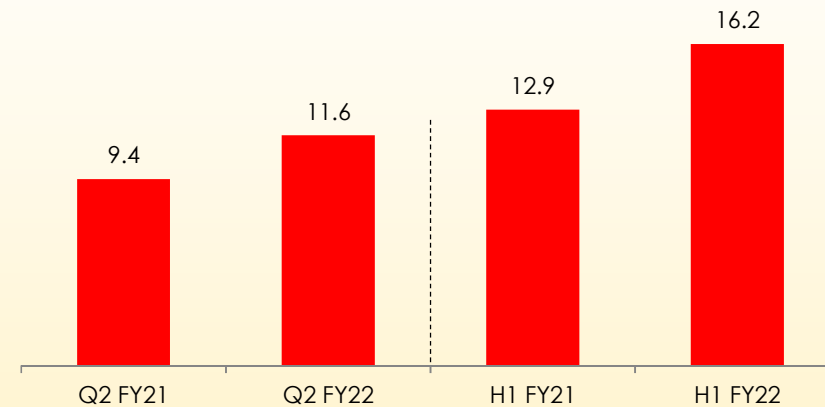
# Financials - Q2 & H1 FY'22 Performance



## Cash Profit



## Cash EPS



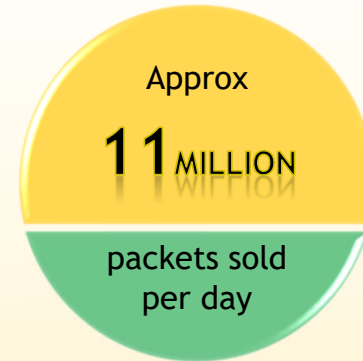
- The Company follows a conservative accounting policy and is amortizing intangible assets of Avadh Snacks
  - A lateral benefit has been contained tax outflow

CONSOLIDATED FINANCIALS, IN RS. MILLION



Company Overview

# Prataap Snacks at a Glance



\*[7 Inhouse plants and 8 contract manufacturing units (3P)]

# Diverse Product Portfolio



POTATO CHIPS

- Potato based snack
- SKUs: 10 flavors
- Target group: All



CHULBULE

- Rice grit & Corn grit based snack
- SKUs: 7 flavours
- Target group: Youth & Children



RINGS, KURVES & PUFF

- Corn grit based snack
- Market leader in Rings
- SKUs: 11 flavours
- Target group: Children



NAMKEEN

- Gram and other lentils based
- SKUs: 22 varieties
- Target group: All



PELLET SNACKS

- Wheat based
- SKUs: 25 flavours
- Target group: Children



CUP CAKE, TIFFIN CAKE, SANDWICH CAKE & SWISS ROLL

- Cake variations with Chocolate fillings
- SKUs: 11 flavour
- Target group: Children and Youth



NAMKEEN & FRYUMS

- Namkeen and Fryums catering to local tastes
- SKUs: over 55 varieties
- Target group: All

*Diverse product portfolio at strategic price points and pack sizes*





Fastest growing and fourth largest snacks player in Gujarat



~6% market share in Gujarat, one of the largest market



25% revenue CAGR over the past 5 years



Avadh Snacks delivered positive growth in Q2 FY22 yoy

## Product Portfolio

### Namkeen



**Key Products:** Bhavnagri Gathiya, Sada Mamra, Papdi Gathiya, Chavanu, Lasaniya Mamra

**Price Point:** Rs. 5, 10, 30, 50

**SKUs:** 34+ varieties

**Target group:** Adults

### Fryums



**Key Products:** Tomato Cup, Salted reffil, Masala cup, Chiji Noodles, Salli, White crunchy papad

**Price Point:** Rs. 5, 10

**SKUs:** 21+ varieties

**Target group:** All



# Avadh Snacks - Unique Business model & Expansion plans



## Business Model

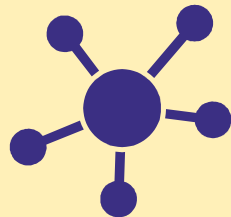


### Avadh has a Unique Business model

- Super Value Player offering higher value for Money to consumers.

### Direct Distribution model

- Manufacturing facility at Rajkot and a well-oiled distribution network in Gujarat
- Established facility in close proximity to markets to reduce distribution costs
- Direct supplies to distributors without any C&F / super stockist



## Expansion plans

Increased capacity of Rajkot facility by 50% in Q1 FY21

To expand Avadh's products in neighboring markets initially

Pan India expansion using Prataap's existing distribution

# Sweet Snacks Portfolio



## Cookie-Cake

- SKU's - 3
- Target group - Youth and Children



## Center Filled Cup Cake

- SKU's - 2
- Target group - Youth and Children



## Choco Vanilla Cake

- SKU's - 1
- Target group - Youth and Children



## Yum Cake

- SKU's - 1
- Target group - Youth and Children



## Tiffin Cake

- SKU's - 1
- Target group - Youth and Children



## Sandwich Cake

- SKU's - 3
- Target group - Youth and Children

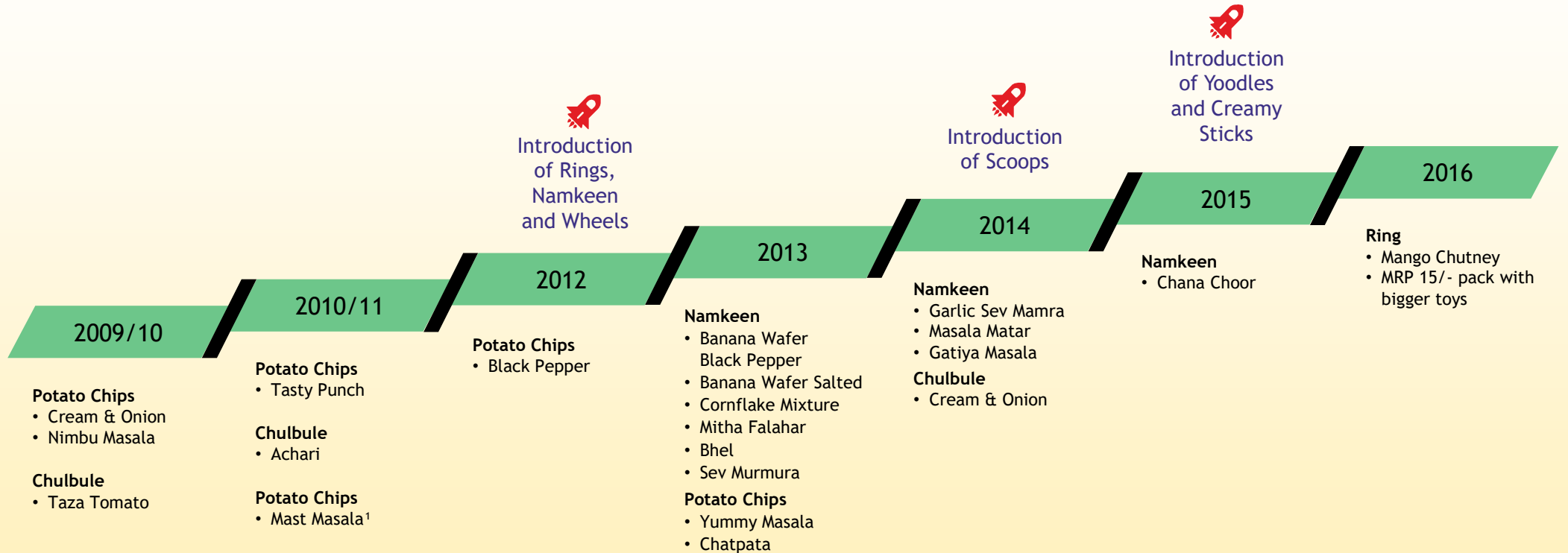


## Swiss Roll

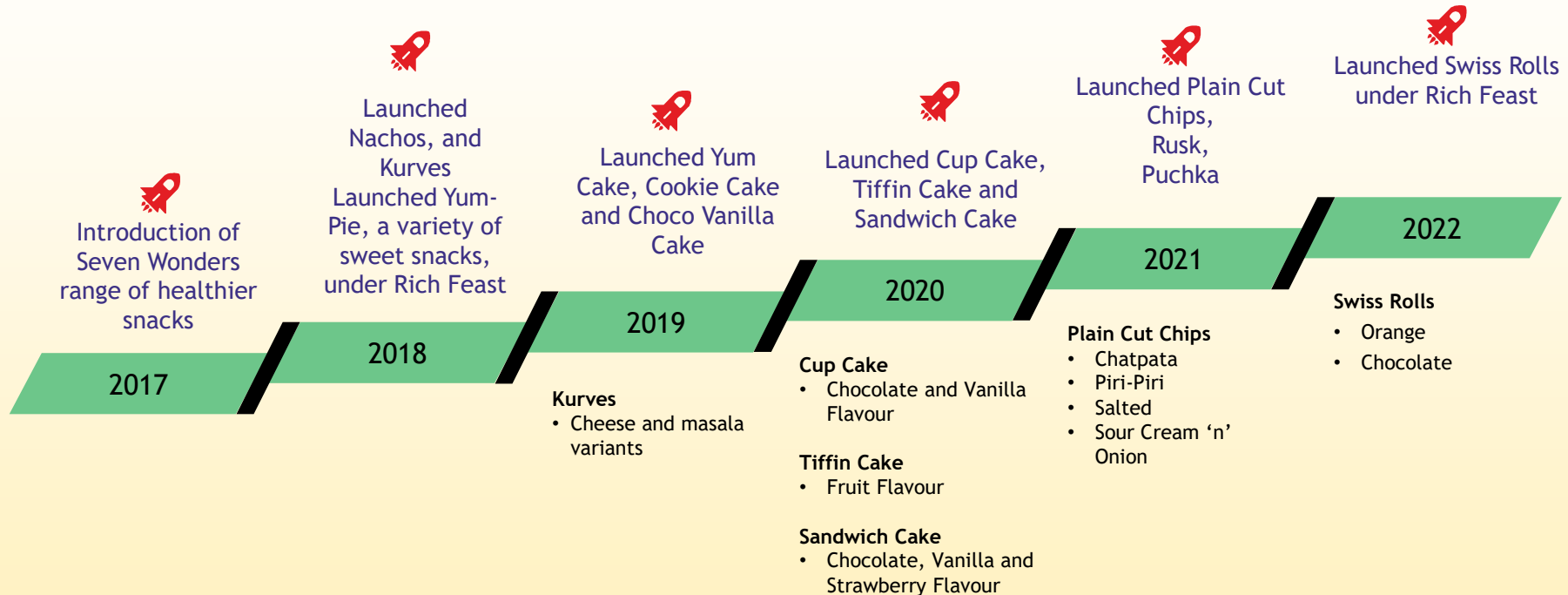
- SKU's - 2
- Target group - Youth and Children

*Diverse product portfolio at strategic price points and pack sizes*

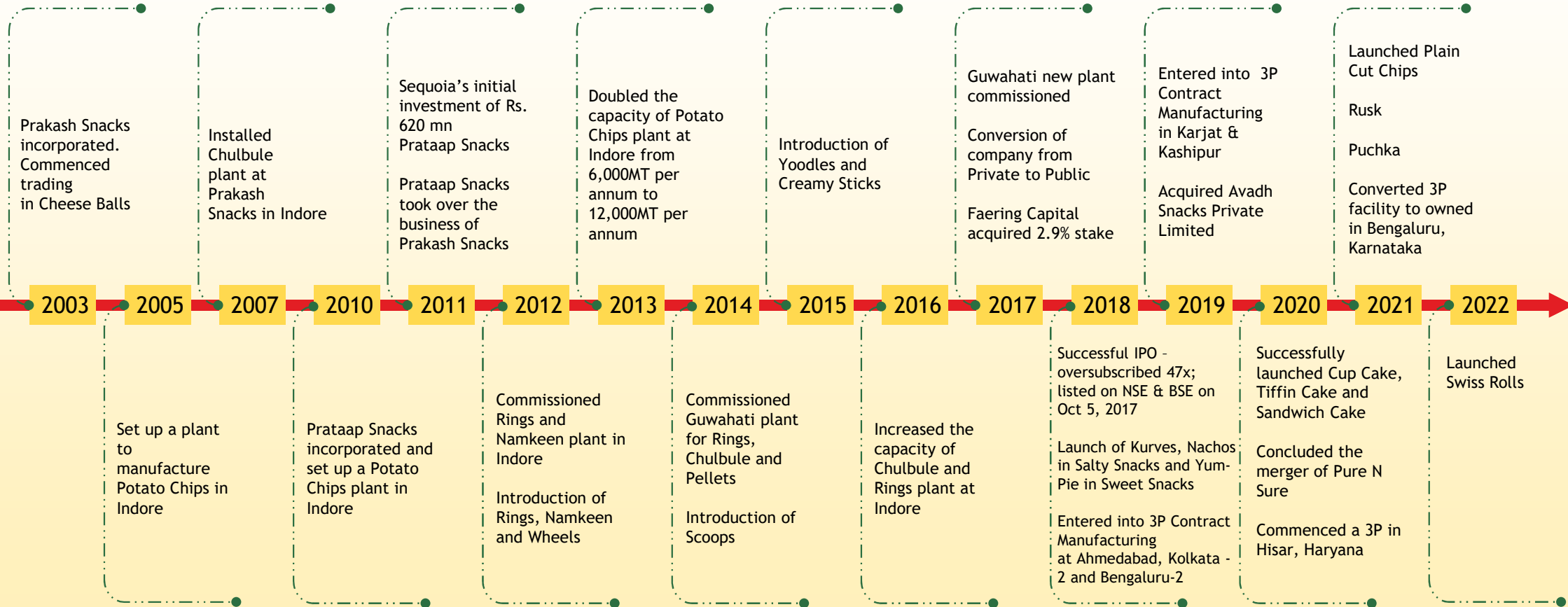
# Track Record of Innovation (1/2)



# Track Record of Innovation (2/2)



# Key Milestones



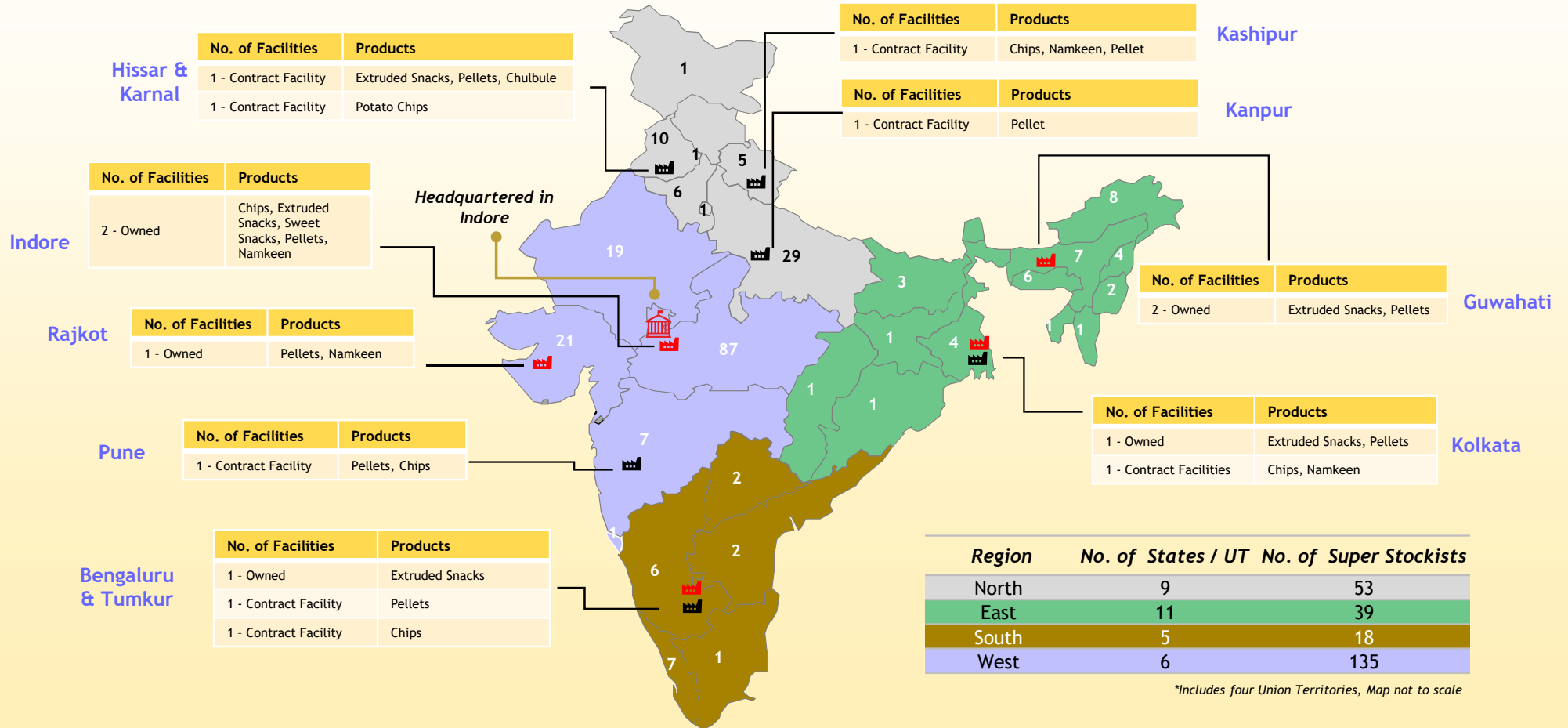
**Note:** As per Financial Year



# Pan India Presence



## Strategically located Manufacturing facilities to cater the regional demand



# Guided by an Accomplished Board



**Arvind Mehta**

*Chairman & Executive Director*

Over 32 years of experience in real estate business along with over 17 years in the snacks food industry and in the financing business



**Amit Kumar**

*Managing Director & CEO*

Managing Director and Chief Executive Officer  
Over 25 years in the snacks food industry



**Apoorva Kumat**

*Executive Director (Operations)*

Over 25 years of experience in the snacks food industry



**G.V. Ravishankar**

*Non-Executive Nominee Director  
MD (Sequoia Capital)*

Over 20 years in management consultancy & PE investments. Previously worked at McKinsey & Company and Wipro Technologies



**Vineet Kumar Kapila**

*Independent Director*

Ex-COO (RPC North of United Spirits) & earlier MD (Spencer's Retail)



**Chetan Kumar Mathur**

*Independent Director*

Ex-CFO PepsiCo India (Snacks)  
32 years of experience in F&B industry, worked with PepsiCo India for 23 years



**Mr. V.T. Bharadwaj**

*Independent Director*

General Partner at A91 Partners  
Over 20 years in management consultancy & PE investments. Previously worked with Sequoia Capital and McKinsey & Company



**Anisha Motwani**

*Independent Director*

Partner (Storm the Norm Ventures)  
Earlier with General Motors India & Max Life Insurance Company

**PSL has high standards of Corporate Governance and sound internal control policies**

# Helmed by a Professional Management Team



Corporate functions



**Mr. Arvind Mehta**  
*Chairman & Executive Director*

Over 32 years of experience in real estate business along with over 17 years in the snacks food industry and in the financing business



**Mr. Amit Kumat**  
*Managing Director and Chief Executive Officer*

Over 25 years in the snacks food industry



**Mr. Apoorva Kumat**  
*Executive Director*

Over 25 years of experience in the snacks food industry



**Mr. Sumit Sharma**  
*Chief Financial Officer*

Member of Institute of Chartered Accountants of India. He has over 19 years of experience in accounting, finance, banking and taxation and worked with Crompton Greaves, L&T and New Holland Group

# Helmed by a Professional Management Team



Corporate functions



**Mr. Subhash Bhatt**  
*Vice President - Operations*

He holds bachelor degree in Technology. He has over 25 years of experience in the snacks food industry and worked with Prakash Snacks and Hello Agro



**Mr. B. Parameswaran**  
*Production Head*

Qualified from University of Agricultural Sciences, Bangalore. Certified course in Baking & Confectionery. He has 35 years of experience in Biscuit & Cake manufacturing industry and worked with Kwality Biscuits and Anmol Biscuits



**Mr. Awadh B. Singh**  
*General Manager Sales - East*

He holds bachelor degree in Science. He has over 33 years of experience in the FMCG industry and worked with Prakash Snacks and Hello Agro

# Helmed by a Professional Management Team



Corporate functions



**Mr. Mahesh Purohit**  
*General Manager Sales - West*

He holds bachelor degree in Commerce. He has over 24 years of experience in the FMCG industry and worked with Parke-Davis, BPL Synergy and Candico



**Mr. D.V. Praveen Kumar**  
*General Manager Sales - South*

He holds bachelor degree in Commerce. He has over 33 years of experience in the field of beverages & food, FMCG, dairy, confectionaries, cosmetics and edible and worked with PepsiCo for more than 21 years



**Mr. Om Prakash Pandey**  
*Company Secretary and Compliance Officer*

Fellow Member of the Institute of Company Secretaries of India. He has over 15 years of experience in corporate laws and secretarial matters and worked with NSE, Great Offshore, Avantika Gas and Universal Cables



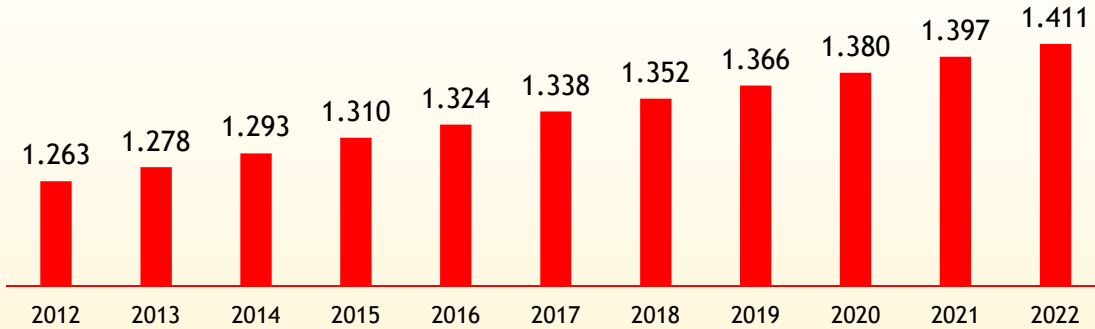


Industry Overview

# Favourable Demographics Supporting Industry Growth

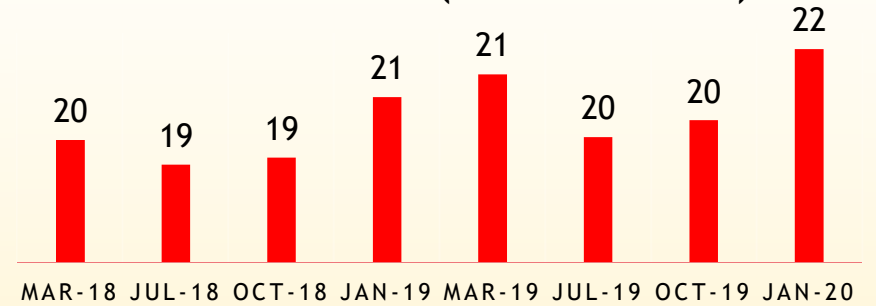


## POPULATION TREND (BILLIONS)



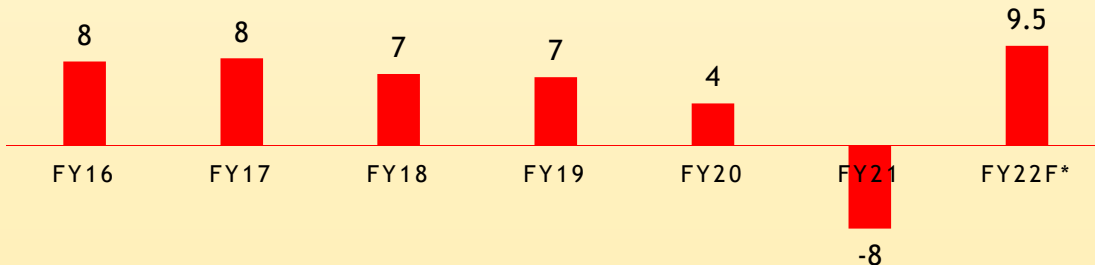
Source: World Population Review

## INDIA'S ANNUAL CONSUMER EXPENDITURE (RS. TRILLION)



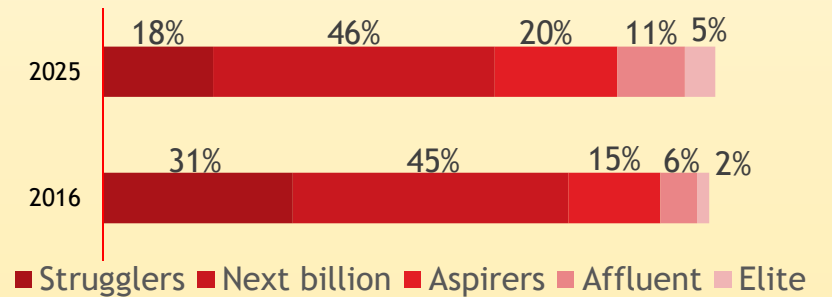
Source: [www.statista.com](http://www.statista.com)

## INDIA GDP GROWTH (%)



Source: National Statistics Office - FY21 Advanced Estimates dated February 26, 2021  
\*IMF Estimate, July 2021

## RISING AFFLUENCE AND DISPOSABLE INCOME

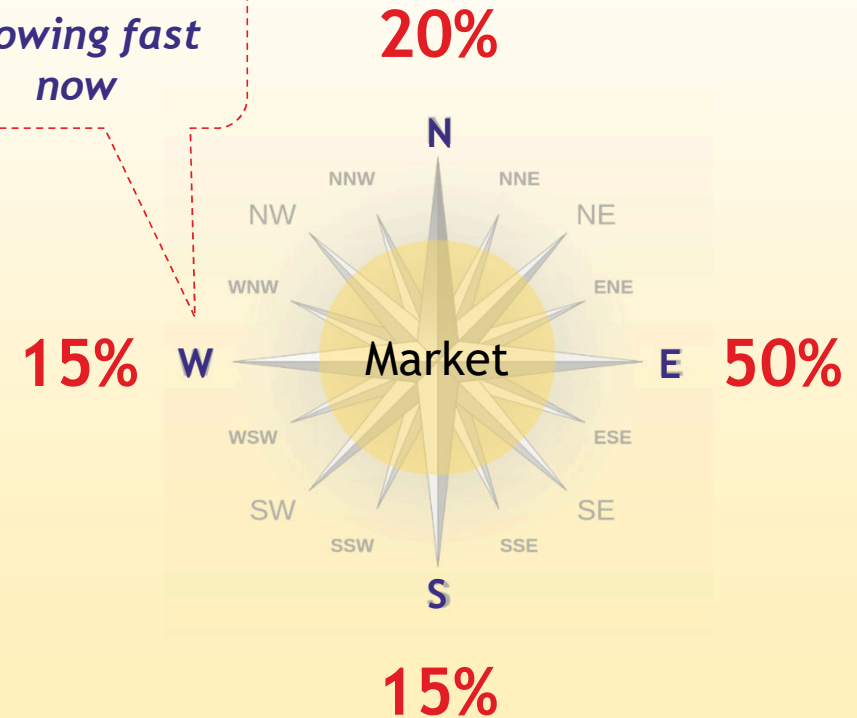


Source: World Economic Forum Report: Future of Consumption in Fast-Growth Consumer Markets - India

# Sweet Snacks Industry - Characteristics



*West is growing fast now*



# About Prataap Snacks Ltd.



Prataap Snacks Limited (PSL) is a leading Indian Snacks Food Company. It offers multiple variants of products across categories of Potato Chips, Extruded Snacks, Namkeen (traditional Indian snacks) under the popular and vibrant Yellow Diamond and Avadh brands. It has recently launched a range of sweet snacks under the distinctive Rich Feast brand. PSL is focused on offering deep value to consumers through a variety of pack sizes at attractive price points. Its products are present across 27 states and 4 union territories in India and it is one of the fastest growing companies in the organized snacks industry.

Headquartered in Indore, India; PSL operates 15 manufacturing facilities of which 7 facilities (Indore 1&2, Assam 1&2, Bangaluru, Rajkot and Kolkata) are owned and 8 facilities (Kolkata, Bangaluru (2), Kashipur, Pune, Kanpur, Karnal and Hissar) are on contract manufacturing basis. Its distribution network includes more than 240 super stockists and more than 4,300 distributors allowing it extensive reach across the country. PSL has a wide presence that is equally spread in metro cities and urban clusters as well as in rural areas and Tier 2 and 3 cities and towns. Its products are available at independent grocers and small retail stores in the lanes and bylanes of its key markets and it is now building up its presence in supermarkets, hypermarkets and modern trade outlets.

Led by an able and experienced leadership and guided by an accomplished Board of Directors, PSL is a socially responsible corporate citizen with a strong focus on Corporate Governance and Internal controls. Following a successful IPO in September 2017, PSL is now listed on the Bombay Stock Exchange (BSE:540724) and National Stock Exchange (NSE:DIAMONDYD) in India.

**Sumit Sharma**

Prataap Snacks Ltd

Email: [cfo@yellowdiamond.in](mailto:cfo@yellowdiamond.in)

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**Mayank Vaswani / Karl H Kolah**

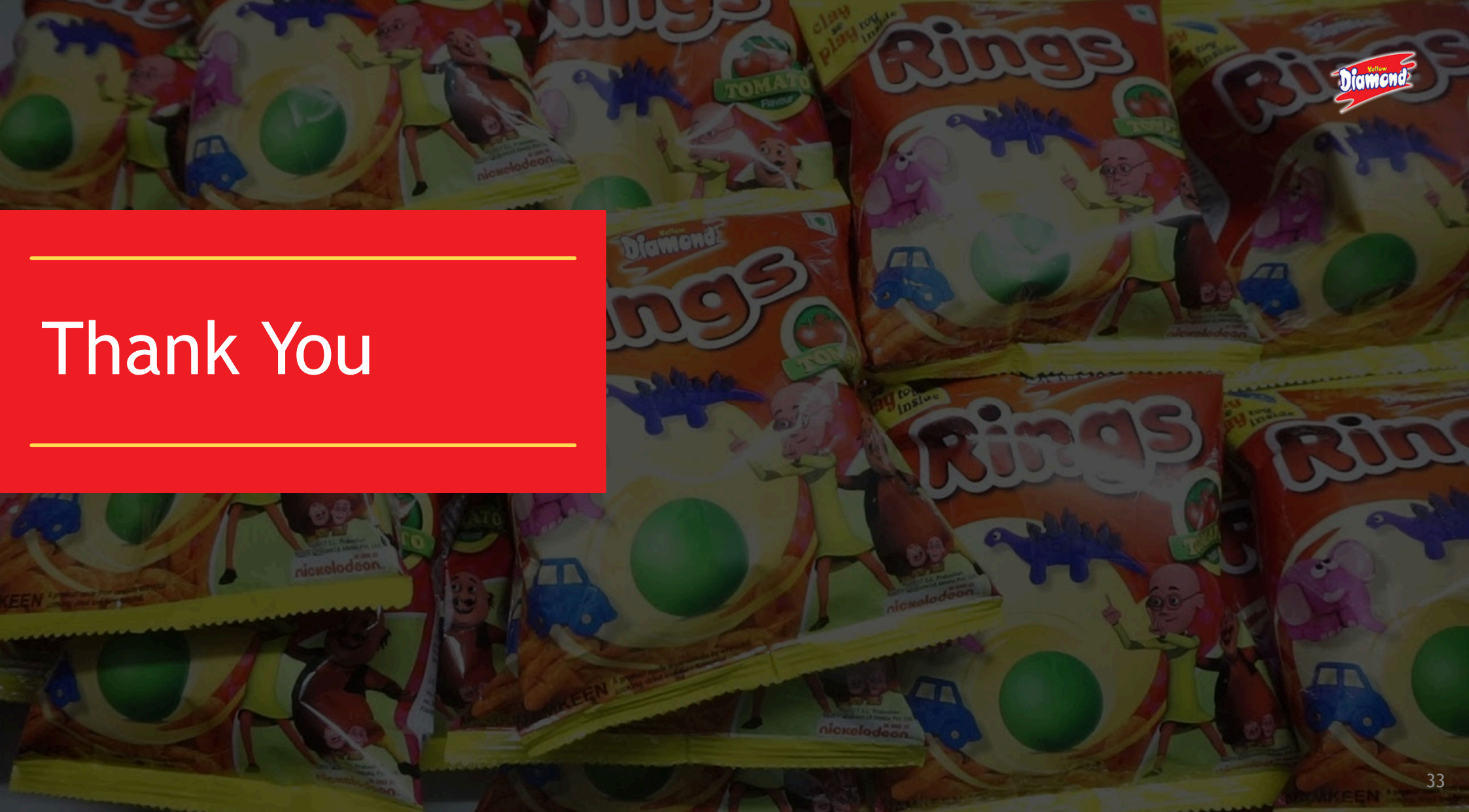
CDR India

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Thank You