



# Prataap Snacks Limited (PSL)

## REPORTS ROBUST PERFORMANCE IN H1FY18, PAT GROWS 223% ON A YOY BASIS

H1 FY18 revenues up 15% | H1 FY18 EBITDA grows 131% | H1 FY18 PAT grows 223%

**Indore, December 13, 2017:** Prataap Snacks Ltd. (PSL) a leading Indian Snack Foods Company has announced its financial results for the half year ended September 30, 2017:

### In H1 FY18, PSL reported:

- Total Income of Rs. 4,956 mn, higher by 15% yoy
- EBITDA of Rs. 460 mn, an increase of 131% yoy
  - EBITDA Margins expanded 4.68% to 9%
- PAT was higher by 223% on a yoy basis to Rs. 226 mn
- EPS (Diluted) for the period was Rs. 10.85 per share (not annualised)

### Commenting on the H1 FY18 performance, Mr. Amit Kumar – MD & CEO, Prataap Snacks Limited said;

*"It gives me immense pleasure to share the maiden financial and operating performance of Prataap Snacks as a listed entity. In H1FY18, despite temporary headwinds due to GST implementation, the company has delivered a 15% growth in revenues. We continue to expand our distribution network and range of products. We are in the process of commercialising our entry into sweet snacks, through the launch of Yum-pie, which will complement our offerings in the savoury segment.*

*Currently, the company is navigating the potato supply crunch and increased duties on inputs (palm oil), but we are hopeful of a recovery to end the financial year on track with our expectations.*



*I extend a warm welcome to our public shareholders on board with us on this exciting growth journey."*

### Highlights:

- Prataap Snacks Ltd. launched its IPO from September 22 – 26, 2017. The issue for 5.14 mn shares, including a fresh issue of 2.13 mn shares, was priced at Rs. 938 per share. The Rs. 4816 mn issue was oversubscribed 47 times on an overall basis and listed on the BSE and NSE at, a premium of approx. 33% to its issue price of Rs. 938 per share.
- In November, 2017 Prataap Snacks launched and commenced commercial production of **Yum-Pie**, a range of chocolate based confectionary snacks, under the brand name Rich Feast. Yum-Pie has been launched in three delicious flavours, viz. Mixed Fruit, Orange and Strawberry. The production of Yum-Pie is being undertaken under PSL's wholly owned subsidiary Pure N Sure Food Bites Private Limited.

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## About Prataap Snacks Ltd

Prataap Snacks Ltd. (PSL) is a leading Indian Snack Foods 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 brand. It has recently launched a range of sweet snacks under the distinctive Rich Feast brand. PSL is focussed on offering deep value to consumers through a variety of pack sizes at attractive price points. Its products are present across 27 states in India and it is one of the fastest growing companies in the organised snacks industry.

Headquartered in Indore, India; PSL operates 5 manufacturing facilities of which 3 facilities (Indore, Assam-1 and Assam-2) are owned and 2 facilities (Kolkata and Bangalore) are on contract manufacturing basis. Its distribution network includes 218 super stockists and more than 3,500 distributors allowing it extensive reach across the country. PSL has a wide presence across the country 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 by-lanes 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.

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