



Prataap Snacks Limited (PSL)

REPORTS ROBUST PERFORMANCE IN Q1FY22 REVENUE GROWS 43% ON A YoY BASIS

Indore, August 03, 2021: Prataap Snacks Limited (PSL), (BSE- 540724), (NSE- DIAMONDYD) a leading Indian Snacks Food Company has announced its financial results for the quarter ended 30th June 2021:

In Q1 FY22, PSL reported:

- Revenue of Rs. 2,796.2 million, registering growth of 42.9% yoy
- Operating EBITDA of Rs. 110.8 million, higher by 34.5% yoy
- PAT stood at Rs. (15.9) million
- EPS (Diluted) stood at Rs. (0.68) per share



Commenting on the Q1 FY22 performance, Mr. Amit Kumar – MD & CEO, Prataap Snacks Limited said;

We have delivered a robust performance despite the severe second wave of the pandemic in India. The learnings of the past year had made us better prepared to face the disruptions and our team responded with agility to overcome challenges and restrictions to ensure uninterrupted supplies to trade channels. This has helped us to post revenue of Rs. 279.6 crore which is higher by 43% on a yoy basis.

We have witnessed unprecedented rise in palm oil prices over the same quarter last year, which has exerted significant pressure on profitability. Our continuous steps towards cost rationalisation and process improvements have significantly offset this impact.

Even as we work towards fully rebuilding the business back to pre-COVID levels, we are implementing initiatives to enhance performance and profitability. We are implementing our tele-calling to a larger number of territories to improve distribution throughput in the existing channels. We have set up a plant in Kolkata which will serve as a hub and enable us to optimise distribution in the Eastern region with cost efficiency. Further, implementation of our direct distribution model is progressing steadily, leading to structural improvement in profitability.

Stability in cases supported by increasing vaccination rates are setting the platform for a full reopening of the economy. Our wide product portfolio, optimised distribution architecture and robust financial position place us favourably for growth as economic activity recovers.

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About Prataap Snacks Limited

Prataap Snacks Limited (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 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 13 manufacturing facilities of which 7 facilities (Indore 1&2, Assam 1&2, Bangaluru, Rajkot and Kolkata) are owned and 6 facilities (Kolkata, Bangaluru (2), Kashipur, Karjat 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.

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