



To,
Manager - Listing Compliance
National Stock Exchange of India Limited
'Exchange Plaza'. C-1, Block G, Bandra Kurla Complex,
Bandra (E), Mumbai - 400 051

Dear Sir,

Reference: Application under Regulation 37 of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015 for the proposed Scheme of Amalgamation between Avadh Snacks Private Limited ("Transferor Company 1"), Red Rotopack Private Limited ("Transferor Company 2") and Prataap Snacks Limited ("Transferee Company") and their respective shareholders and creditors.

Subject: Rationale of Scheme of Amalgamation

The rationale of the Scheme of Amalgamation between Avadh Snacks Private Limited ("Transferor Company 1"), Red Rotopack Private Limited ("Transferor Company 2") and Prataap Snacks Limited ("Transferee Company") and their respective shareholders and creditors is as under:

- (i) The proposed amalgamation of the Transferor Companies with the Transferee Company in accordance with this Scheme would enable all the companies to realize benefits of greater synergies between their businesses. Further it would make available to them - financial resources, technological upgradation, technical resources as well as the managerial, technical, distribution and marketing resources of each other in the interest of maximizing shareholder and stakeholder value as the Transferor Companies and Transferee Company's business activities are similar and complement each other.
- (ii) amalgamation will result in better integration, financial strength and flexibility for the amalgamated entity, which would result in maximizing overall shareholder value, and will improve the competitive position of the combined entity and reduction in operational costs and increase operational efficiency.
- (iii) Improved organizational capability and leadership, arising from the pooling of human capital that has diverse skills, talent and vast experience to compete successfully in an increasingly competitive industry.

For Prataap Snacks Limited


Om Prakash Pandey

Company Secretary and Compliance Officer
Date: 30th September, 2021



Prataap Snacks Limited

CIN : L15311MP2009PLC021746