



Prataap Snacks Limited (PSL)

REPORTS IMPROVED PROFITABILITY IN Q3 FY18,

YTD FY18 revenues up 11% | YTD FY18 Operating EBITDA grows 120% | YTD FY18 PAT grows 276%

Indore, January 30, 2018: Prataap Snacks Ltd. (PSL), (BSE- 540724), (NSE- DIAMONDYD) a leading Indian Snack Foods Company has announced its financial results for the third quarter and nine months ended 31st December 2017:

In 9M FY18, PSL reported:

- Income from Operations of Rs. 7,601.5 million, higher by 11% yoy
- Operating EBITDA of Rs. 663.6 million, an increase of 120% yoy
 - EBITDA Margins expanded from 4% to 9%
- PAT was higher by 276% on a yoy basis to Rs. 340.9 million
- EPS (Diluted) for the period was Rs.16 per share (not annualised)

Commenting on the Q3 FY18 performance, Mr. Amit Kumar – MD & CEO, Prataap Snacks Limited said;

"As we had mentioned in the last quarter, there has been potato supply issues in Q3 resulting in muted growth for the quarter. However, we have improved profitability on a YOY basis despite select raw material inflation. With supply issues out of the way, we expect to end H2 of this year in line with the growth that we witnessed in H1."

Highlights:

- PSL recently entered into new contract's for third party manufacturing at Ahmedabad, Bengaluru and Kolkata for producing potato chips.
 - The enhanced capacities will widen PSL's manufacturing footprint, enabling it to cater to the growing demand for its products.
 - In addition, the contract manufacturing units are located in close proximity to the target markets ensuring optimal logistics and freight management.



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 8 manufacturing facilities of which 3 facilities (Indore, Assam-1 and Assam-2) are owned and 5 facilities (Kolkata, Bangalore and Ahmedabad) 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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