



Prataap Snacks Limited

REPORTS RESILIENT PERFORMANCE IN Q1FY21 REVENUES OF Rs. 1,957 MN DESPITE CURTAILED OPERATIONS

Indore, August 11, 2020: Prataap Snacks Ltd. (PSL), (BSE- 540724), (NSE- DIAMONDYD) a leading Indian Snacks Food Company has announced its financial results for the quarter ended 30th June 2020:

In Q1 FY21, PSL reported:

- Revenue of Rs. 1,957.4 million, registering de-growth of 40.9% yoy due to operating constraints on account of nationwide lockdown;
- Operating EBITDA of Rs. 82.4 million, translating to a margin of 4.2% was impacted by operating deleverage
- PAT stood at Rs. (59.6) million
- EPS (Diluted) stood at Rs. (2.54) per share



Commenting on the Q1FY21 performance, Mr. Amit Kumar – MD, Prataap Snacks Limited, said;

"It has been a quarter of unprecedented challenges due to the COVID19 pandemic and consequent nationwide lockdown which has impacted operations in all geographies. Though we moved quickly to stabilise operations and ensure business continuity it took relatively longer to recommence operations at our mother plant, comprising over 50% of total capacity, since Indore was a designated hot spot and containment zone. However, our Guwahati plants and network of 3P facilities served us well enabling us to resume production at these locations in end of April itself. In this backdrop, we witnessed significant loss of production in April, a gradual ramp up in May and production returning to ~80% of Pre-Covid level in June. The operational challenges that emerged at start of lockdown have now abated and production has largely been stabilised towards the end of the quarter. The local lockdowns at various parts of the country are presenting some challenges. However, we continue to focus on bringing back the business at normalcy while positioning ourselves to capitalise on increased customer acceptance of alternate channels for go-to-market.

There has been reduction in fixed costs to strengthen the business while variable costs, especially inputs such as palm oil, have remained stubbornly high. We have partially mitigated the impact through process re-engineering and cost optimisation and are working on additional measures to enhance efficiencies. In these unpredictable times, we continue to maintain a high quality of operations and a robust financial position."

Amidst the turbulence, our teams have remained committed to continued innovation and we are on the cusp of launching "Omega fortified Potato Chips" – an exciting and healthier snacking alternative in an immensely popular category."

-ENDS-



About Prataap Snacks Ltd (PSL)

A leading Indian Snack Foods Company, PSL 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 in India and it is one of the fastest growing companies in the organized snacks industry in India.

Headquartered in Indore, India; PSL operates 14 manufacturing facilities of which 5 facilities (Indore 1&2, Assam 1&2 and Gujarat) are owned and 9 facilities [located in Ahmedabad (2), Kolkata (2), Bangalore (2), Kashipur, Karjat and Hissar) are on contract manufacturing basis (3P). Its distribution network includes more than 240 super stockists and over 4,100 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.

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

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