



Date: November 2, 2018

To National Stock Exchange of India Limited Exchange Plaza, 5 th Floor Plot No. C/1, G Block Bandra Kurla Complex Bandra (E), Mumbai -400 051 Symbol: DIAMONDYD	To, BSE Limited P.J. Towers, Dalal Street Mumbai- 400 001 Security Code: 540724 Security ID: DIAMONDYD
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Sub: Press Release for Unaudited Standalone and Consolidated Financial Results for the quarter and half year ended September 30, 2018

Dear Sir/ Madam,

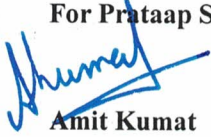
Please find enclosed herewith the Press Release for the Unaudited Standalone and Consolidated Financial Results for the quarter and half year ended September 30, 2018.

We request you to kindly take the same on record.

Thanking you,

Yours faithfully,

For Prataap Snack Limited


Amit Kumat

Managing Director and Chief Executive Officer



Encl. As above

Prataap Snacks Limited
(Formerly known as Prataap Snacks Pvt. Ltd.)



Prataap Snacks Limited (PSL)

REPORTS ROBUST PERFORMANCE IN H1FY19, REVENUE GROWS 14.7% ON A YOY BASIS

H1FY19 revenues up 14.7% | H1FY19 Operating EBITDA margin 7% | H1FY19 PAT margin at 3.9%

Indore, November 02, 2018: Prataap Snacks Ltd. (PSL), (BSE- 540724), (NSE- DIAMONDYD) a leading Indian Snack Foods Company has announced its financial results for the second quarter and half year ended 30th September 2018:

In H1FY19, PSL reported:

- Total revenue of Rs. 5,558.3 million, higher by 14.7% yoy
- Operating EBITDA of Rs. 388.6 million, translating to a margin of 7.0%
- PAT of Rs. 216.5 million at a margin of 3.9% of Total revenue
- EPS (Diluted) was Rs. 9.2 per share in H1FY19 on an enlarged capital base due to the IPO

In Q2 FY19, PSL reported:

- Revenue of Rs. 2,872.2 million, delivered double digit growth of 11.2% yoy despite impact of transporters strike in July, 2018
- Operating EBITDA of Rs. 207.6 million, translating to a margin of 7.2% which was higher by 49 basis points compared to Q1FY19

Commenting on the Q2 & H1FY19 performance, Mr. Amit Kumar – MD, Prataap Snacks Limited said;

"We are pleased to report healthy revenue growth of 14.7% in H1FY19 despite macroeconomic challenges during the quarter. The transportation strike during the quarter delayed dispatches and further impacted revenues by about 5-6%.



While there was pressure on margins due to an abnormal increase in a few key raw materials, we have partially mitigated the impact through cost optimization initiatives and product mix improvements and managed to improve EBITDA in Q2 FY19 by 49 bps over Q1 FY19.

The acquisition formalities of Avadh Snacks have been completed. From next quarter we will consolidate the financials. This marks our foray into India's largest snack market of Gujarat and we are confident that this acquisition will accelerate our growth trajectory."

During the quarter, we introduced some exciting additions to our portfolio of sweet snacks "Yum-Cake" and "Cookie-Cake" and the initial consumer reaction has been highly encouraging. We believe the sweet snack portfolio offers immense growth potential and is highly complementary to our portfolio of salty snacks.

We remain confident that the continued consumption tailwinds and our strong customer value proposition will help the business sustain healthy growth momentum in the years ahead.

-ENDS-

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 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 organised snacks industry.

Headquartered in Indore, India; PSL operates 9 manufacturing facilities of which 3 facilities (Indore, Assam-1 and Assam-2) are owned and 6 facilities (located in Ahmedabad, Kolkata and Bangalore) are on contract manufacturing basis. Its distribution network includes 235 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.

For further information please contact:

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Disclaimer

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties, like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Prataap Snacks Limited (PSL) will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward looking statements to reflect subsequent events or circumstances.

