



ONWARDS & UPWARDS!

H2FY23 & FY23 Results Update

29th May 2023

Annapurna Swadisht Limited

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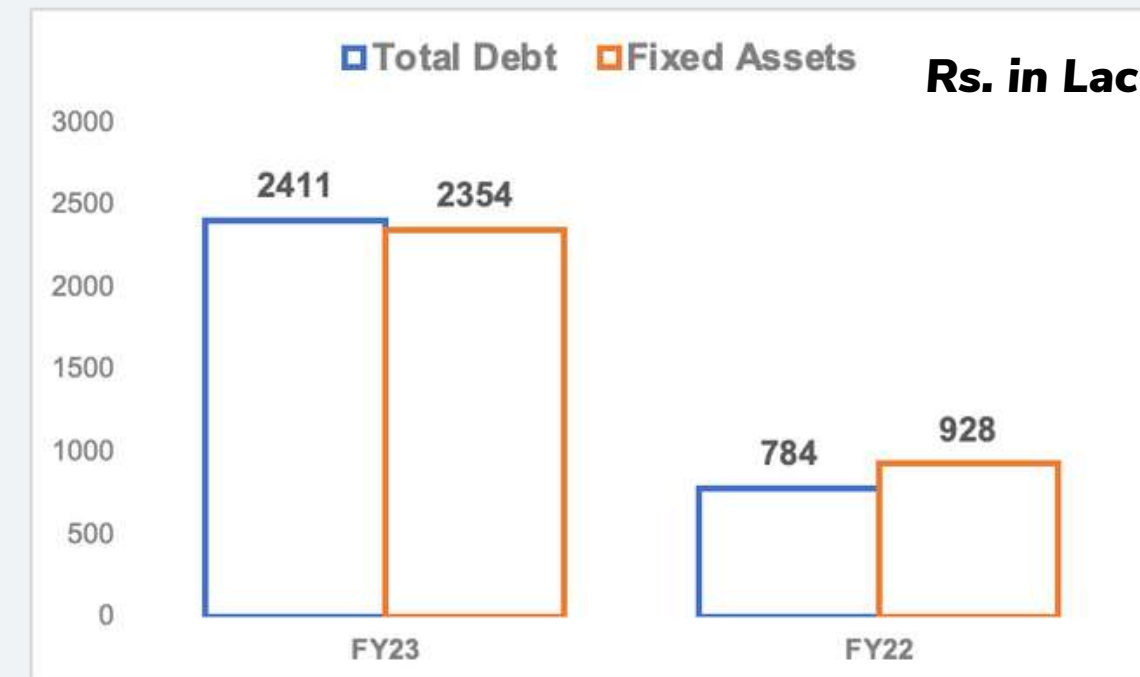
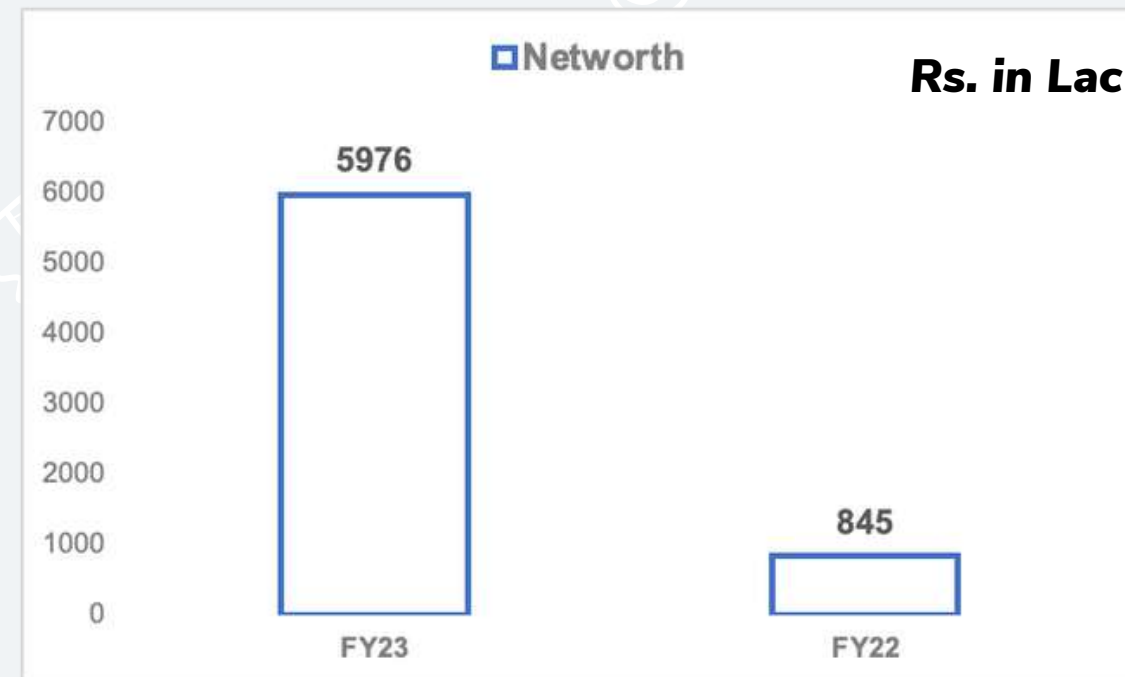
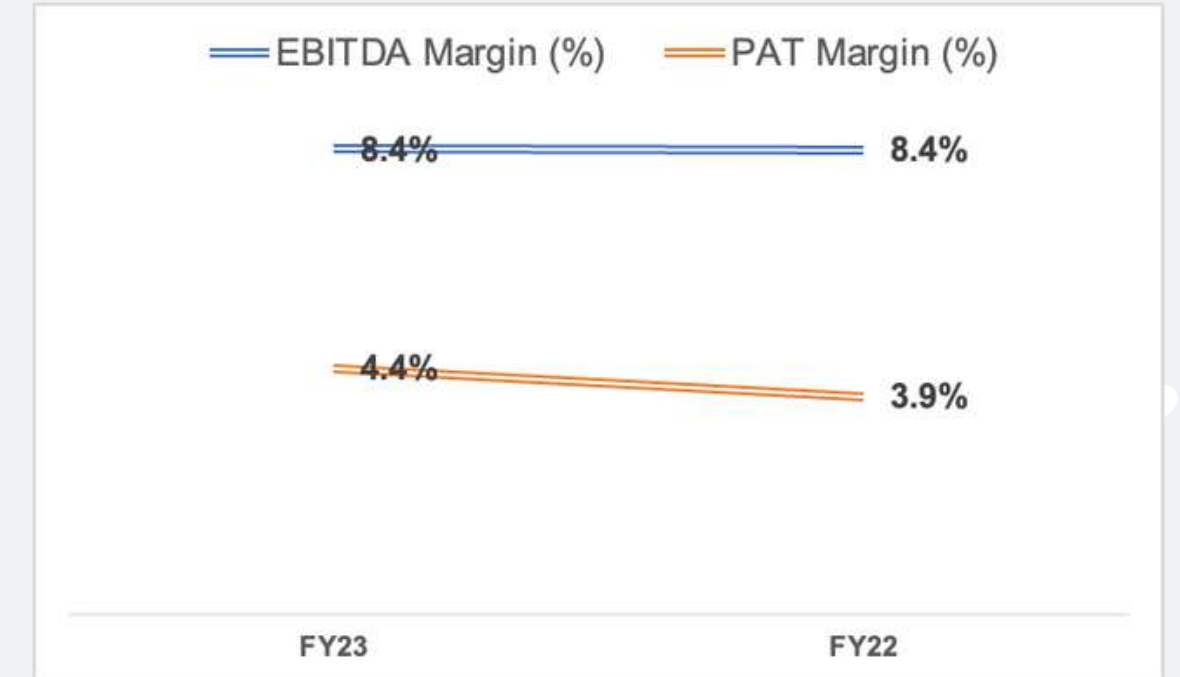
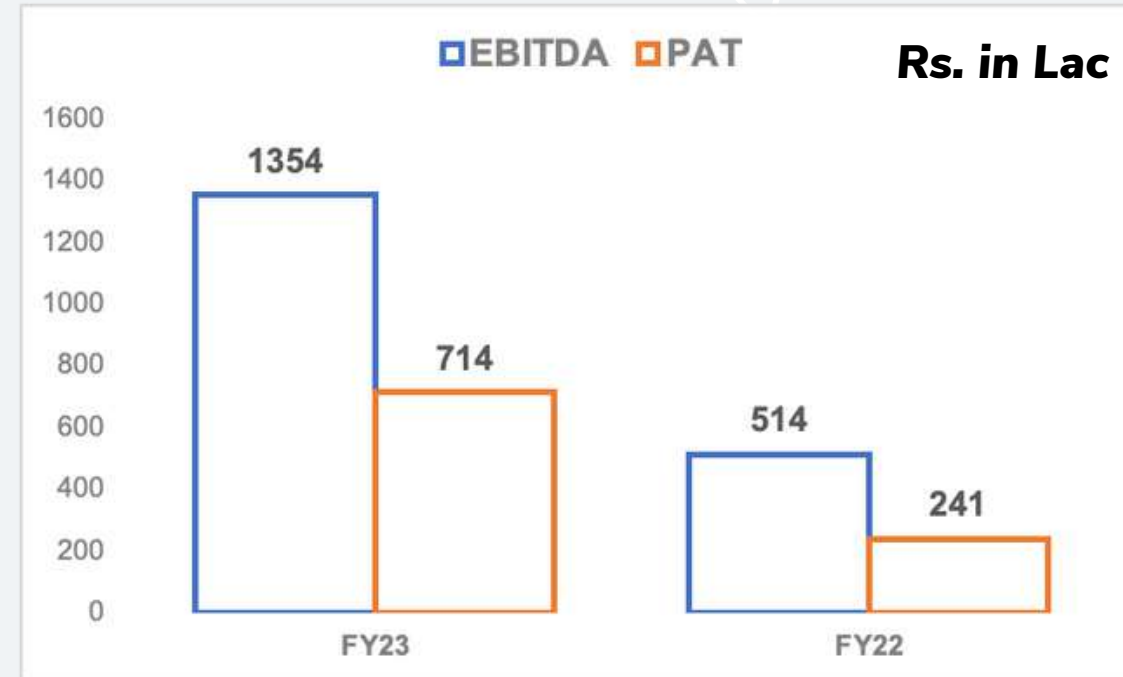
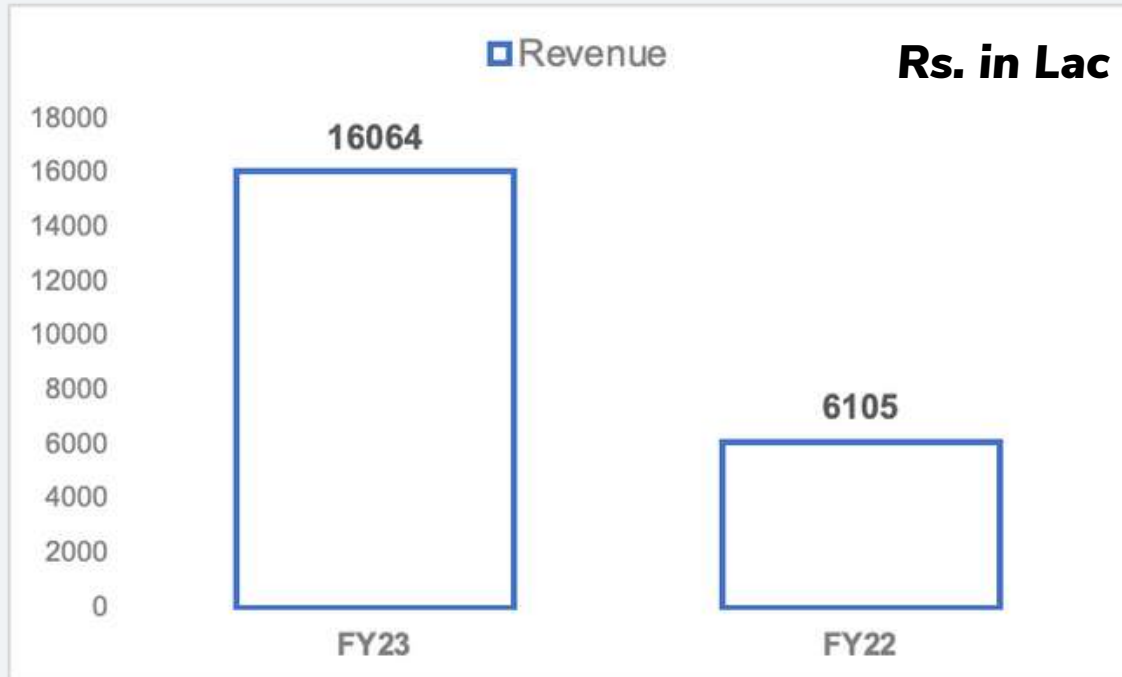
▶ What have we achieved during H2FY23

Where are we now

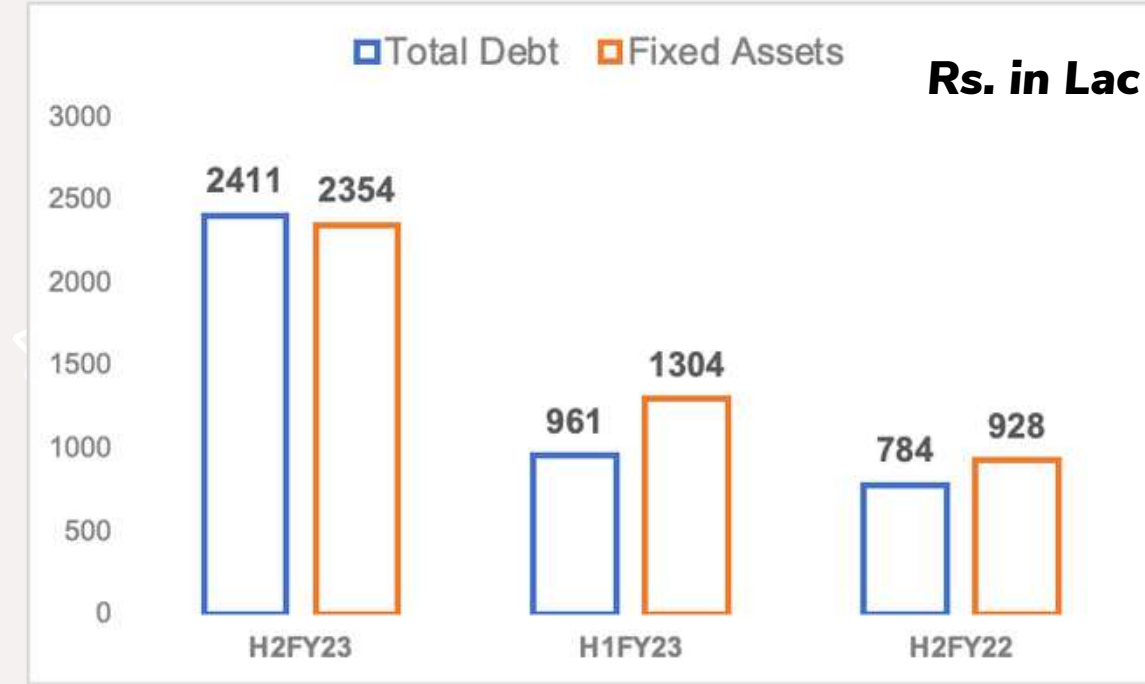
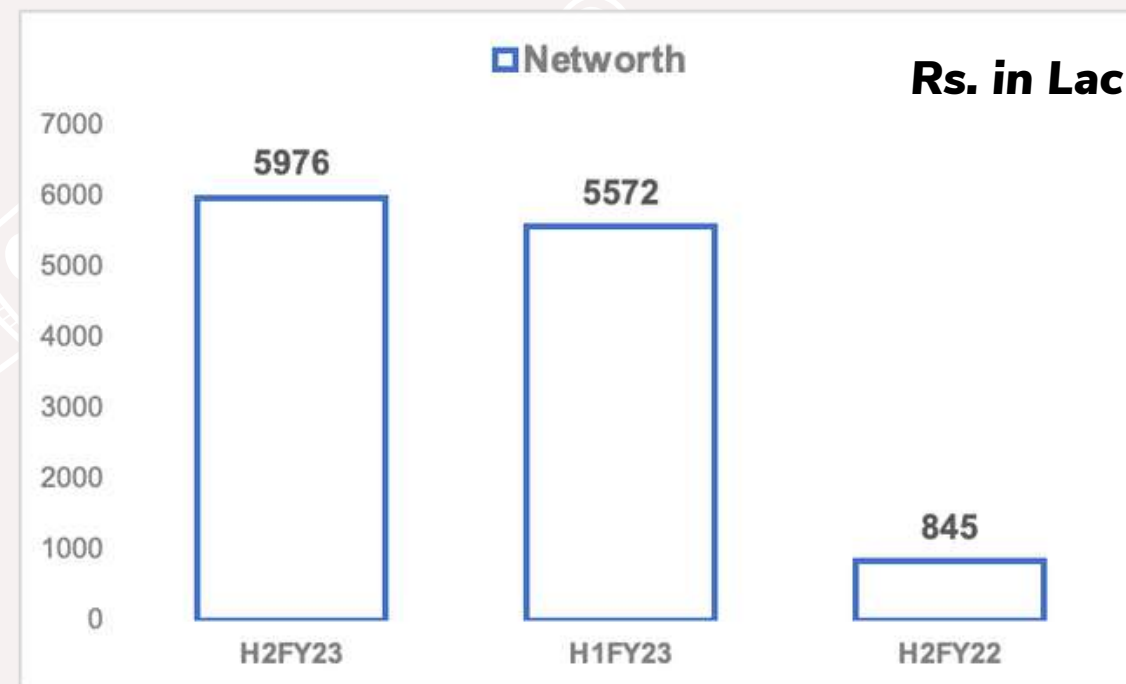
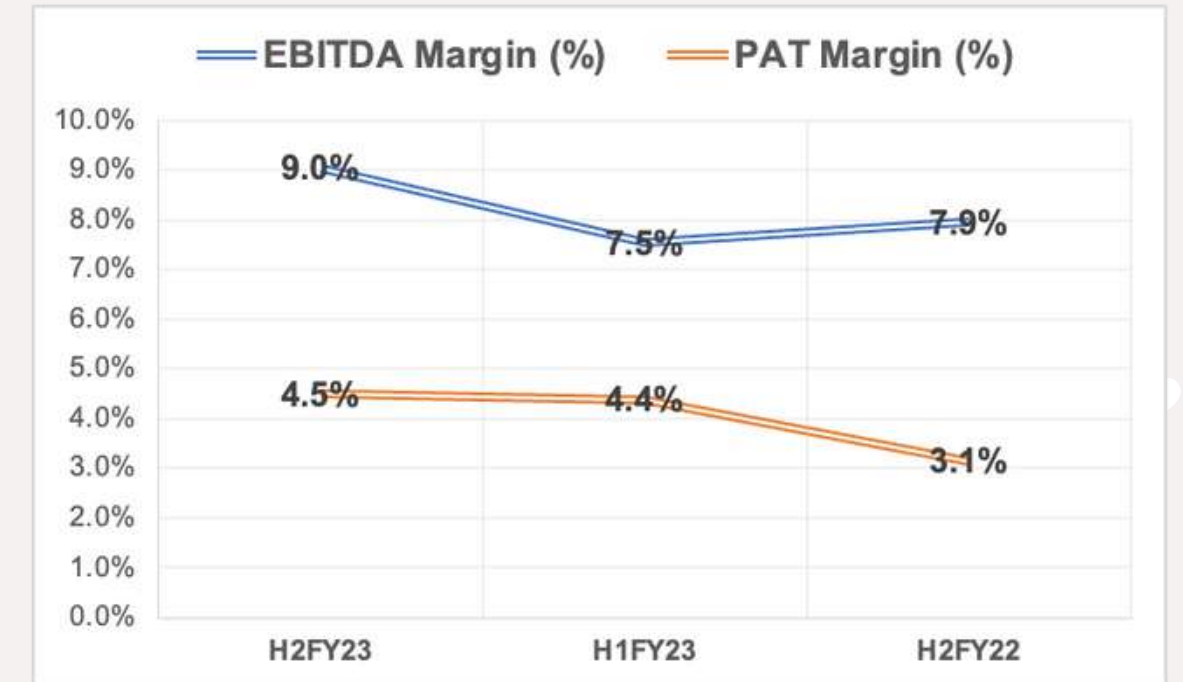
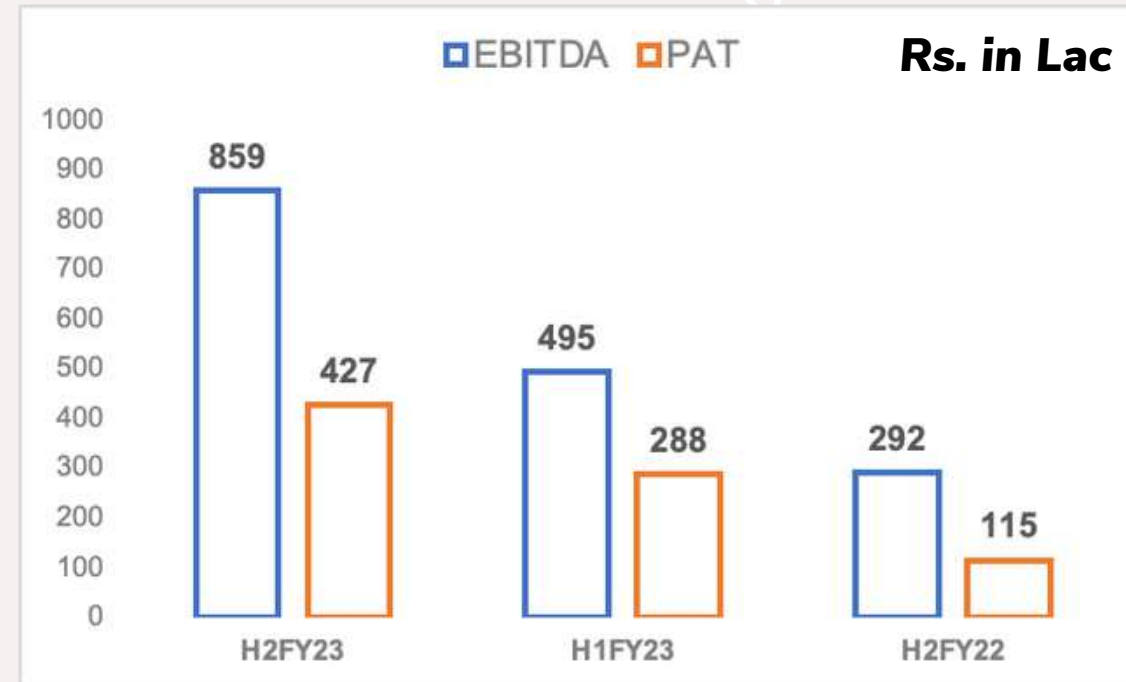
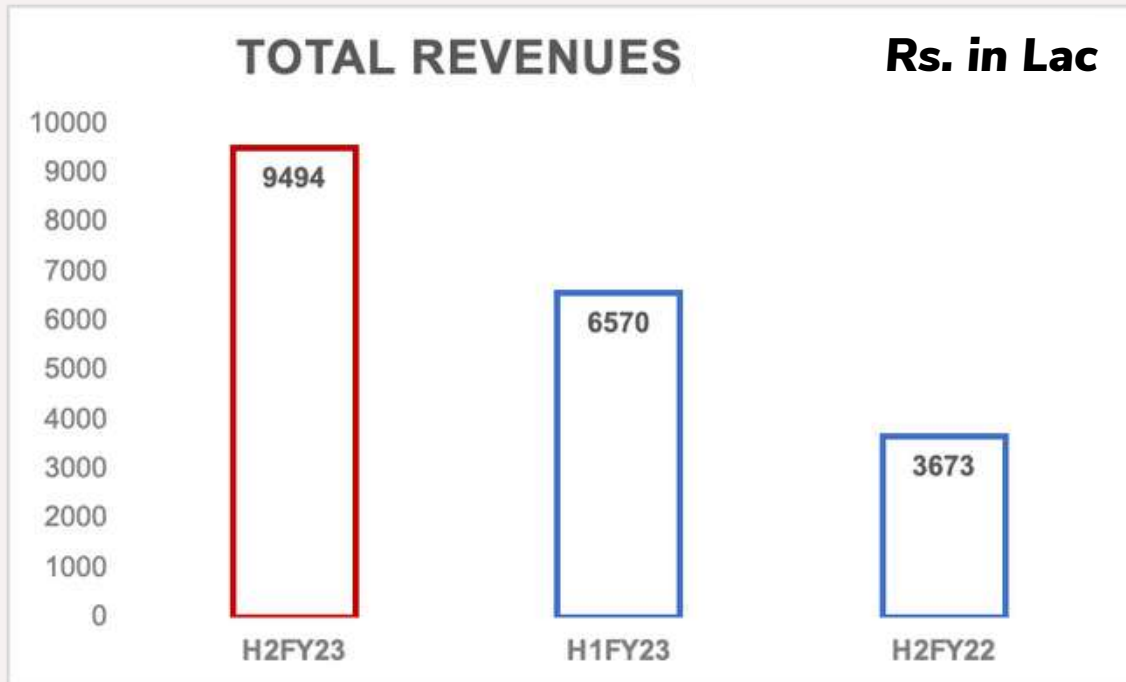
Where are we headed next



FY23 Performance



H2FY23 Performance



H2FY23 Performance Analysis



Revenues

- up 44.5% vs. H1FY23
- up 158.5% vs. H2FY22

EBITDA

- up 73.5% vs. H1FY23
- up 194.3% vs. H2FY22

PAT

- up by 48.4% vs. H1FY23
- up 270.6% vs. H2FY22

Networth reflects capital raised for ambitious expansion plans

Margins improved owing to better economics & wider product profile

ROCE reflects the present expansion - expected to improve post September 2023



Scaled up the production



- **Robust focus on weightage and cost control**

- Long-term relationships with key raw material suppliers
- Proximity to the markets offers margin flexibility

- **Added 34 more SKUs**

- Total SKUs at 72 as of 15th May 2023

- **Total capacity of 47 MT across three owned manufacturing plants**

- **Additional unit started in Siliguri (Unit 2)**
- Dhulagarh & Gurap Plants in West Bengal expected to go live during Q2FY24
- New product lines added to Asansol Plant

- **Expanded 4 product lines across the plants**

- Total product lines at 10 till date

- **Deep-rooted obsession with product quality**

- Fully equipped state-of-the-art QC labs across manufacturing locations
- High-quality sourcing across units
- Opts for grammage play

- **Exhaustive efforts put towards technology and efficiency**

- Custom-built SAP system now online across facilities
- Continuous investments in process automation
- On-going focus on power and waste management

Expanded product portfolio



- Exhaustive product portfolio comprising Western and Indian snacks
- Added new products and diversified presence
 - Gluco Water
 - Rusk
 - Sonpapdi
 - Cup Jelly
 - Noodles
- Further enhanced presence beyond Rs. 5 price point
 - Forayed into Rs. 10 market with cakes, Rusk and Gluco Water
 - Rs. 30 as the highest product price point - inroads to the biscuit segment

- Partnered with two new companies and units
 - Gluco Water & Noodles
 - Quality control being deployed captively
 - 5 product segments outsourced (including the above two)
 - Multiple partners to derisk dependence
 - Enables efficient distribution
- Continuous focus on offering a larger product portfolio across markets
 - Soon adding new products, including Popcorn and Jhalmuri

SKU EXPANSION

PRODUCT	Sep-22	15 May -23
Pellet Based Snacks	11	16
Corn Extruded Snacks	3	5
Potato Chips	5	5
Cake	7	7
Namkeen	6	13
Candies	6	14
Sweet & Savories	-	3
Biscuit	-	1
Ready to Drink	-	2
Noodles	-	6
TOTAL	38	72

Expanded product portfolio



**Fryums, Extruded Snacks,
Cakes, Candies, Sweets,
Namkeens, Potato Chips,
Gluco Water, Rusk,
Gohono Bori**

Expanded the distribution network

- **Further deepened our presence in West Bengal, Jharkhand and Assam**

- Added 30 super stockists to a total of 110 as of 31st March 2023
- Added 210 distributors - taking the total to 510
- 600,000+ retail touchpoints tapped across 250 towns and 80,000+ villages

- **Bihar and Odhisha presence taking shape**

- Added 31 super stockists and 64 distributors in the newer states

- **Firmed up plans to foray into central and northern India**

- Market study in Uttar Pradesh instituted
- Weighing in to enter similar rural and rural markets

- **D2C Brand Gohona Bori listed on Amazon**

- To expand online presence for other products going forward

- **Sustained Marketing Investments**

- Marketing team expanded to 118 people
- Brand-building initiatives to be further expanded in the coming quarters

What have we achieved during H2FY23

▶ **Where are we now**

Where are we headed next



Our journey till now...



Key numbers that define us...



20 lac+

packs sold
per day

72 SKUs
across
product lines

Three

manufacturing units
in West Bengal

Ten

product lines namely
pellets, extruded corn
snacks, potato chips,
cakes, namkeen, biscuits
noodles, drink, sweets,
& candies

600+

people
employed
including contractual
workers

INR 17 cr.+
revenues clocked
per month

100+

super stockists
in key markets

600,000+

retail touchpoints
across 250+ towns
& 80,000+ villages

510+

distributors across
6 states

Credible Board



Shreeram Bagla
Chairman



Sumit Sengupta
Wholetime Director



Rajesh Shaw
Wholetime Director



**Dr. Hitu
Gambhir
Mahajan**



**Chandan
Ghosh**



**Rachna
Yadav**

INDEPENDENT DIRECTORS

Capacities to match the ambition...



EXISTING CAPACITIES

Asansol

Area covered: 1,00,000+ sq. ft.

Areas Catered : Part Of Bengal, Jharkhand, Bihar, Odissa

Siliguri 1

Area covered: 40,000+ sq. ft.

Areas Catered : Part Of Bengal, NE States, Part Of Bihar

Siliguri 2

Area covered: 1,00,000+ sq. ft.

Areas Catered : Part Of Bengal, NE States, Part Of Bihar

UPCOMING CAPACITIES

Gurap

Area covered: 50,000+ sq. ft.

Dhulagarh

Area covered: 75,000 sq. ft.

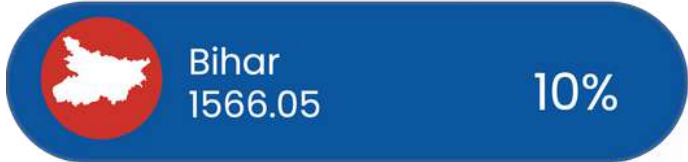
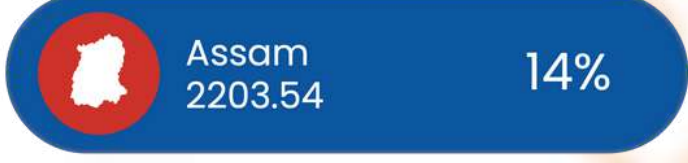
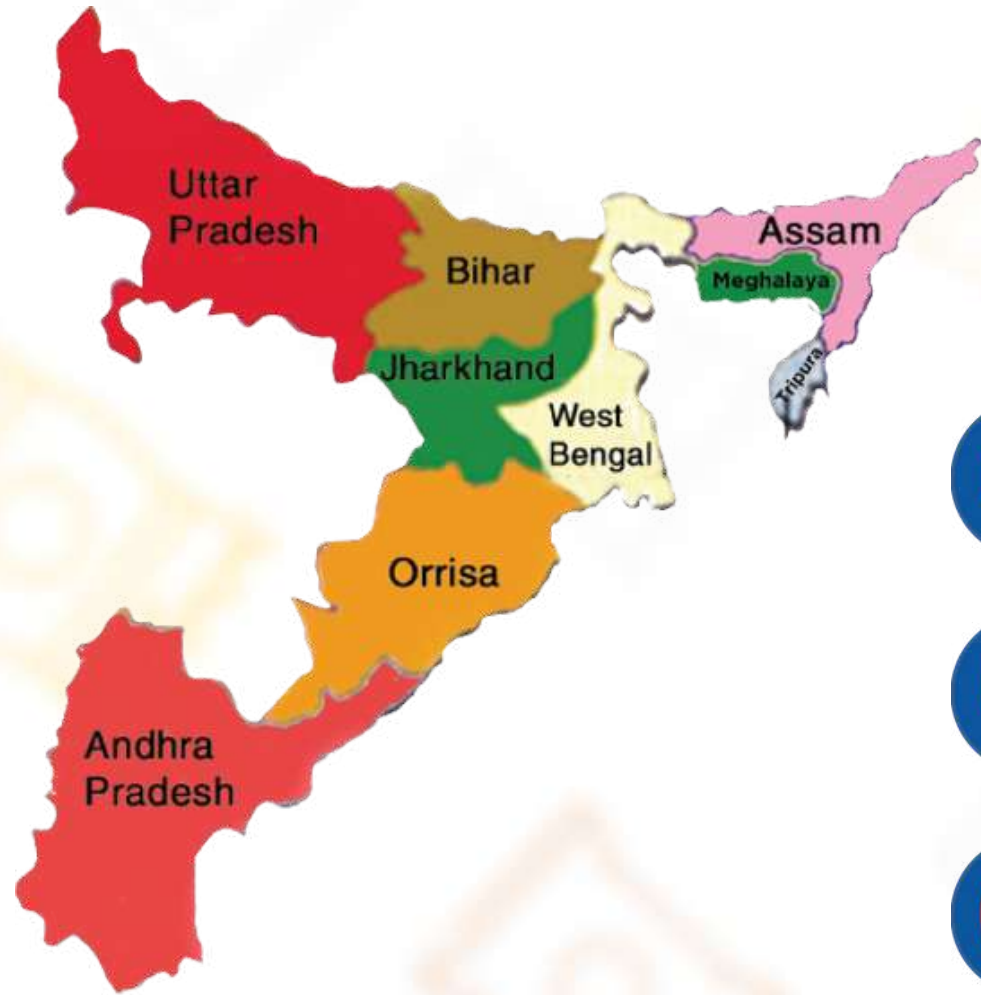
CAPTIVE PRODUCTION (MT)

Products	Asansol	Siliguri-1	Siliguri-2	TOTAL
Fryums	15	10	-	25
Namkeen	-	3	-	3
Cake	2	-	-	2
Candy	1	-	-	1
Rusk	-	-	10	10
Chips	3	-	-	3
Corn Based	2	-	2	4
Sonpapdi	4	-	-	4
TOTAL	27	13	12	52

CONTRACT MANUFACTURING

Location	Daily Capacity	Products
Kakinara (WB)	1.5 MT	Cakes
Hazaribagh (Jharkhand)	2.5 MT	Potato Chips
Ranigunj (WB)	2.5 MT	Namkeens
Ganjam (Odisha)	1.8 lac cups	Gluco Water
Siliguri (WB)	30 MT	Noodles

Proximity to key consumption markets...



Rs. In Lac



Brand visibility to leverage mindshare...



90 Episodes With Maximum Viewership (Viacom 18) in Colors Bangla - Bangla'r Rannaghor'er Goppo as Principal Sponsor



Annapurna Swadisht organized Nukkad Natak - which is the oldest form of storytelling across key villages and small towns



Major OOH Branding In Festivals: Durga Puja, Kali Puja (Diwali)



Melas Across Bengal: Poush Mela, Ichchapur Mela,



Above all, an intent to empower...



- Aim to offer a wide range of ethnic and cultural cuisines in a hygienic, ready-to-eat and affordable format
- Working to empower women across villages in eastern India for quality procurement of the products
- Olonkar range includes Gohona Bori from Purbo Medinipur, Pickles from Bihar, Papads from Jharkhand, Ghee and Honey
- Annapurna has partnered with Big Basket and plans to take the Olonkar range of snacks to key markets across India in the coming months



What have we achieved during H2FY23

Where are we now

► Where are we headed next



We aim to be one of the largest homegrown snacks and beverage companies in the country.

With deep distribution reach across Bharat - we are focused on unpacking possibilities.

Outlook for 2024



- **Improve margins**

- Bigger capacities and a wider product suite
 - By September 2023, our capacity would nearly double, leading to better economies
 - Strong upcoming product pipeline
 - Highly reliable partners for outsourcing
 - Focused on higher flexibility to run smaller batches and keep low inventory
- A concerted focus on cost control
 - Working towards optimisation of logistics cost
 - Power and distribution costs being tapered

- **Expand presence**

- Will continue to expand manufacturing footprint in newer states
 - Uttar Pradesh on the radar
 - Multiple opportunities in similar markets using the leasing model
- Sustained investments into SKUs
 - Intent to maximise the distribution channel efficiency



www.annapurnasnacks.in

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info@annapurnasnacks.in

Asansol Unit -

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Plot J.L 43,
Asansol, Paschim Bardhaman ,
West Bengal - 713301

Siliguri 1 Unit -

GP.S Bhaktinagar, Mouza Dabgram,
Plot No. RS 471/894 ,J.L no 2 ,
Sahudangi Hat, Jalpaiguri,
West Bengal - 735135

Siliguri 2 Unit -

Dag No - 32, P.O. - Shahudangi Haat, Village,
Thakur Nagar, P.S. Bhakti Nagar,
Dabgram - Jalpaiguri
West Bengal - 735135