

Registered office:

Annapurna Swadisht Limited

Chatterjee International Building, 13th Floor, Unit No. A01, and
AO2, 33A, Jawaharlal Nehru Road, Kolkata – 700071

Call: 033-4603 2805 || Email: info@annapurnasnacks.in

www.annapurnasnacks.in



March 19, 2024

Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Bandra Kurla Complex,
Mumbai-400051

Scrip: ANNAPURNA

Dear Sir / Madam,

Sub: Investors Presentation held on March 19, 2024

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investor Presentation held on March 19, 2024.

No Unpublished Price Sensitive Information was shared/discussed during presentation with investors.

The said Investors Presentation is also available on the website of the Company
www.annapurnasnacks.in/

Kindly take the above information on records and disseminate.

Thanking you,

Yours faithfully

For Annapurna Swadisht Limited

SHAKEEL Digitally signed by
SHAKEEL AHMED
AHMED Date: 2024.03.19
18:36:00 +05'30'

Shakeel Ahmed
Company Secretary

Asansol unit:

Girmint road Majiara, Plot J.L 43, Asansol,
Paschim Bardhaman, West Bengal 713 301

CIN: L15133WB2022PLC251553 | GST: 19AAWCA5249E1Z8

Siliguri Unit:

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

North Shantinagar, Plot No. RS 471/894, Jalpaiguri,
West Bengal 735135



ONWARDS & UPWARDS!

H1FY24 Results Update

Annapurna Swadisht Limited

Series: SM |

Symbol: ANNAPURNA | ISIN: INE0MGM01017 | Status: Listed



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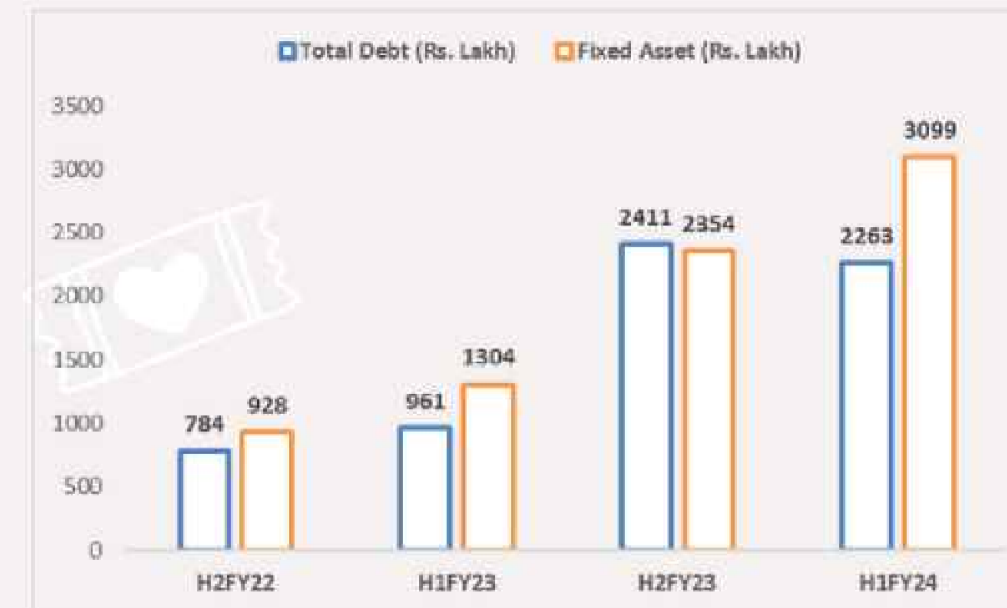
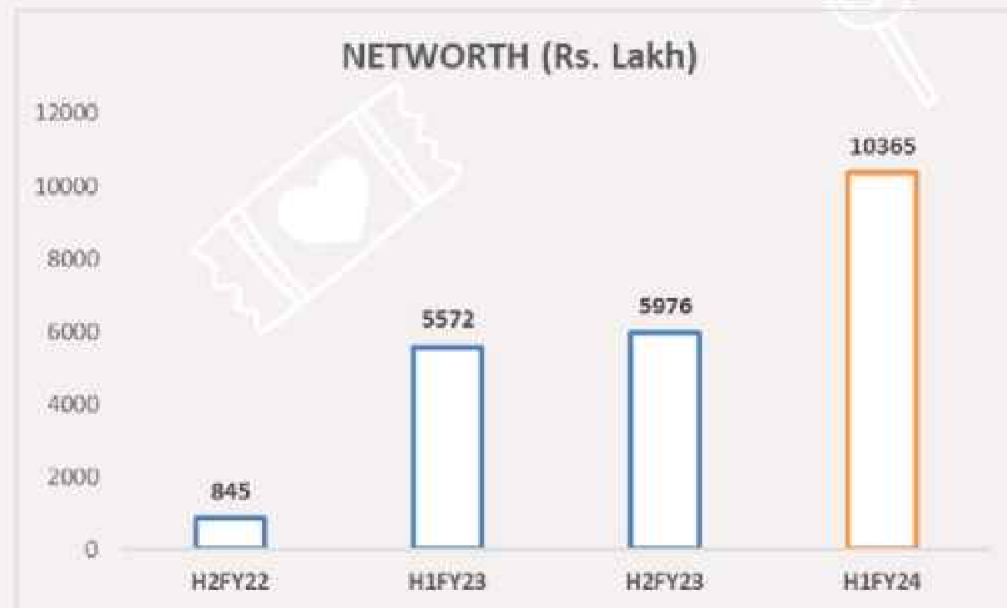
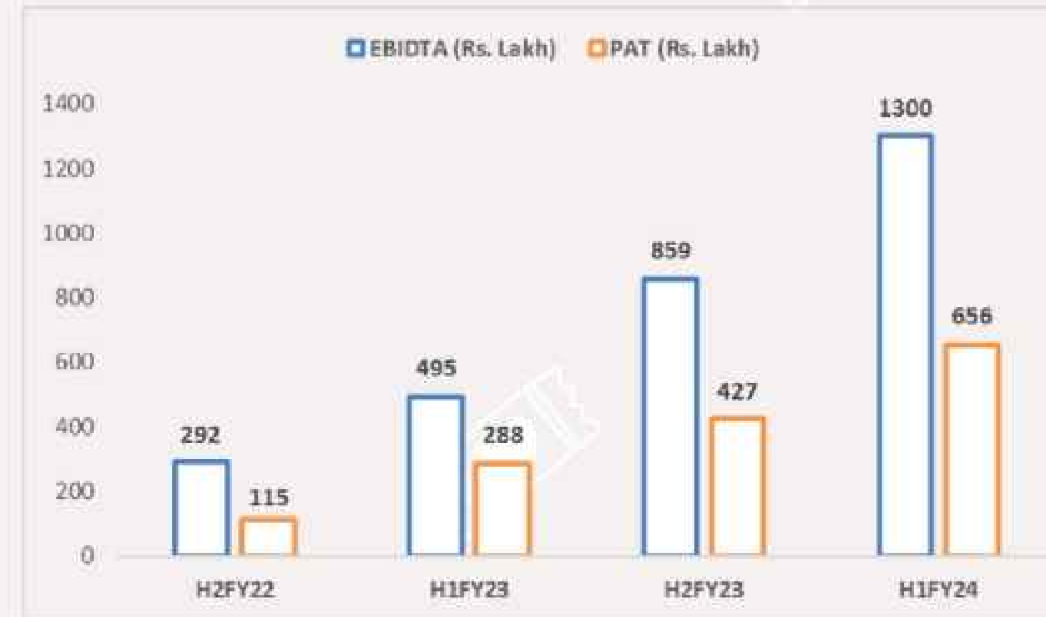
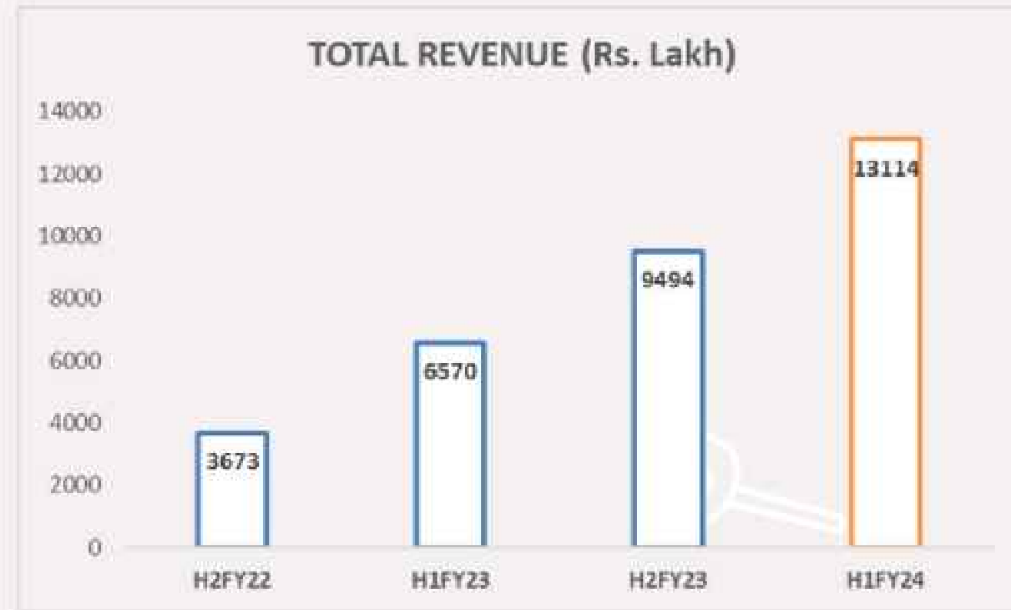
▶ **What have we achieved during H1FY24**

Where are we now

Where are we headed next



H1FY24 Performance



H1FY24 Performance Analysis



Revenues

- up 100% vs. H1FY23
- up 39% vs. H2FY23

EBITDA

- up 163% vs. H1FY23
- up 51% vs. H2FY23

PAT

- up by 128% vs. H1FY23
- up 54% vs. H2FY23

Margins improved due to better economics, entry into high margin products & normalising raw material prices

Networth reflects capital raised for growth objectives



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
- **Total production capacity of 76 MTPD across four owned units of ASL.**
 - **Commenced operations at its Gurap unit having an installed capacity of 50MT/day in H1FY24.**
 - **Dhulagarh unit in West Bengal with an installed capacity of 20MT/day went live in November 2023.**
 - Three contractual/leasing capacity of 67 MT and 1.8 lakh cups per day of Ready to drink in H1FY24.
- **Total SKUs at 75 as of March 16, 2024**
- **Total product categories at 10 as of September 30, 2023**
- **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**
 - Instant noodles
 - Instant noodles bhujia
 - Popcorn
 - Jhalmuri
- **Continued to deepen presence beyond Rs. 5 price point**
 - Cream Roll, Rusk, Ready to Drink, Fryums and Chocoball etc. in Rs. 10 and above price points found wide acceptance.
 - Rusk with the highest product price point of Rs. 30 gained a wider audience as ASL continued to make inroads into the biscuit segment
- **Remains proactive on opportunities for achieving wider geographic outreach by partnering with local manufacturers**
 - Local manufacturers to produce ASL's entire range of biscuits, western snacks and namkeen.
 - Quality control deployed captively
 - Multiple partners to de-risk dependence
 - Enables efficient distribution
- **Continuous focus on offering a larger product portfolio across markets**
 - Added new products like Ready to eat Noodles, Popcorn and Jhalmuri



Expanded the distribution network

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

- **125** super stockists as of 30th September 2023
- **550** distributors
- 600,000+ retail touchpoints tapped across 250 towns and 80,000+ villages

- **Bihar and Odhisha presence taking shape**

- **31** super stockists as of 30th September 2023
- **64** distributors

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

- Proactively looking at opportunities to expand geographic presence into Uttar Pradesh

- **D2C Brand Gohona Bori listed on online platform**

- To expand online presence for other products going forward

- **Sustained Marketing Investments**

- Marketing team expanded to 145 people
- Brand-building initiatives to be further expanded in the coming quarters

What have we achieved during H1FY24

▶ **Where are we now**

Where are we headed next



Our journey till now...



- Listed on NSE Emerge
- Ventured into Indian snacks and beverages
- Improved presence in Odisha & Bihar - from the three states earlier
- Expanded the product basket to 10 categories
- Commenced operations of Gurap an Dhulagarh owned manufacturing units
- Introduced ready to eat noodles, popcorn and jhalmuri

Set sight on retail play by planning the first expansion to packaged snacks

- Expanded team and Fortified distribution
- Added Potato chips, Cakes & Candies

2016

- Incorporated as Annapurna Agro Industries
- Set up extruded pellet unit in Asansol, West Bengal
- Supplied raw pellets to regional snacks producers

2019

2020

- Installed fryers & packaging unit in Asansol unit
- Introduced first retail product - Fryums @Rs. 5 price point
- Breached INR 13 crore+ revenue

2021

2022

- 2nd Manufacturing unit in Siliguri, West Bengal
- Breached INR 60 crore+ revenue
- 38 SKUs across six categories
- 300 distributors and 80 super distributors across 5 states

2023

Key numbers that define us...



PACKS SOLD PER DAY
27
Lakhs

SKUs
75

DISTRIBUTORS
550

PACKS SOLD PER SECOND
75



225 PACKS EVERY 3 SECONDS

Time taken
for an adult
to take one
breath

PEOPLE EMPLOYED *
770

SUPER-STOCKISTS
125

*Including Contractual Workers

Credible Board



Shreeram Bagla
Managing Director



GP Sah Kalwar
Jt. Managing Director &
Additional Director



Sumit Sengupta
CMO



Rajesh Shaw
CTO



**Harish R
Navarathna**



**Chandan
Ghosh**



**Rachna
Yadav**

INDEPENDENT DIRECTORS

Capacities to match the ambition...



EXISTING OWNED 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

Gurap

Area covered: 50,000+ sq. ft.

Dhulagarh

Area covered: 75,000 sq. ft.

CAPTIVE PRODUCTION (MT)

Products	Asansol	Siliguri-2	Siliguri-1	Dhulagarh	Gurap	TOTAL
Fryums	10	10	-	10	50	80
Cake	2	5	-	-	-	7
Candy	1	-	-	-	-	1
Rusk	-	-	10	-	-	10
Namkeen	5	5	-	5	-	15
Corn Based	2	2	-	2	-	6
Son Papdi	2	2	-	-	-	4
Chips	-	-	-	3	-	3
TOTAL	22	24	10	20	50	76*

*76 MTPD excluding Gurap. ASL expects in-house production capacity to increase to 100 MTPD by Sept 2024 (excluding Gurap)

CONTRACT MANUFACTURING

Location	Daily Capacity	Products
Siliguri (WB)	30 MT	Noodles
Mathura (UP)	37 MT	Biscuit, Western snacks, Namkeen
Total	67 MT	
Ganjam (Odisha)	1.8 lakh cups per day	Ready to drink

Acquired a 5 acre plot in Tezpur, Assam on long-term lease for greenfield project to expand its footprint in the North East markets

Proximity to key consumption markets...



West Bengal **56%**

Bihar **10%**

Jharkhand **16%**

Uttar Pradesh **2%**

Odisha **1%**

Meghalaya, Tripura,
Andhra Pradesh **>1%**



*Percentages indicate contribution to H1FY24 sales

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 will partner with online platforms to distribute its products to key markets across India in the coming months



What have we achieved during H1FY24

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
 - Commenced operations in owned manufacturing units at Gurap and Dhulagarh. Additional capacities to lead to better economies and operational leverage.
 - Continued focus on creating a strong product pipeline
 - Highly reliable partners for outsourcing
 - Focused on higher flexibility to run smaller batches and keep low inventory
- 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



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Asansol Unit -

Girmint Road Majiara,
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

Gurap Unit -

JL No: 155, Mouza – Dulfa, P.S. Gurap,
Dulfa, Hooghly, West Bengal – 712303

Mathura Unit -

Annapurna Swadisht Limited
P7: I-3 & I-4, UPSIDA, Kotwan Indl Area,
Kosikalan
Dist: Mathura (UP) PIN: 281403