

PFL/2024**July 01, 2024**

To
BSE Ltd.
Floor No. 25,
Phiroze Jeejeebhoy Tower,
Dalal Street,
Mumbai – 400 001

National Stock Exchange of India Ltd.,
Exchange Plaza,
Bandra-Kurla Complex,
Bandra (E),
Mumbai – 400 051

BSE Scrip Code : 500368**NSE Symbol: PATANJALI**

Dear Sirs/Madam,

Sub: Analyst / Institutional Investor Meet on July 02, 2024

This is further to our letter dated June 29, 2024 regarding above.

Pursuant to Regulation 30 read with Schedule III, Para A of Part A of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform you that the Senior Management of our Company i.e. Patanjali Foods Limited ("the Company") is scheduled to meet with Analysts / Institutional Investors at Mumbai on July 02, 2024.

We attach herewith a copy of the presentation that will be discussed in the above Analyst/Investors meet.

The presentation is also available on our website www.patanjalifoods.com.

It is for your information and records please.

Yours faithfully
For Patanjali Foods Limited

Ramji Lal Gupta
Company Secretary

Encl: As above



Patanjali Foods Limited

INVESTOR PRESENTATION

NEW HORIZONS, LIMITLESS POSSIBILITIES

JULY 2024

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JOURNEY SO FAR

Fully Aligned to Emerging Indian Consumption Growth

PFL 1.0

FY20 - FY21

- Commodity-driven business
- Nutrela Soya Foods was only FMCG business

FY21 REVENUE
₹16,383 Cr

FMCG Share
<5%

PFL 2.0

FY22 - FY24

- Acquisition of Biscuits & Confectionary business
- Launch of Nutraceuticals
- Acquisition of Foods Business
- Premiumization and Marketing Push

FY24 REVENUE
₹31,962 Cr

FMCG Share
30%+



PFL 3.0

FY25 onwards

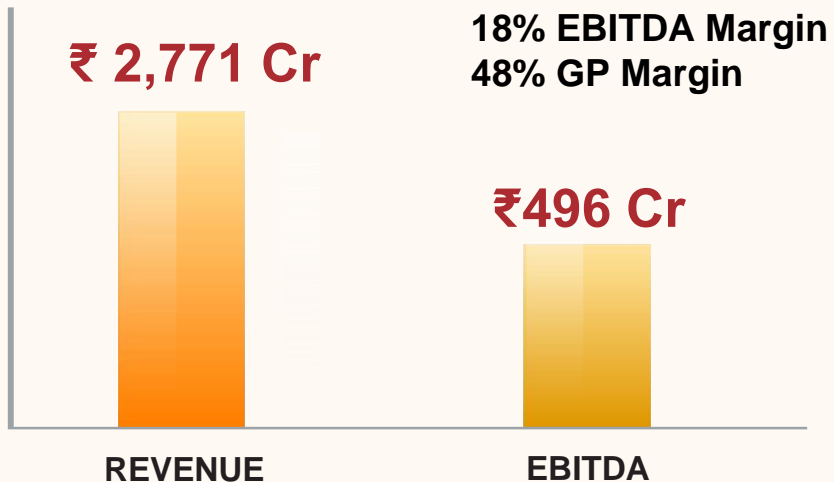
- Acquisition of Home & Personal Care business; presence in 4 key segments
- Transitioning into a contemporary pure-play FMCG Company
- Continued thrust on Marketing
- Synergies around Distribution, Manpower and Infrastructure



HPC Business At A Glance

Uniquely positioned at the intersection of traditional Ayurveda and Modern Science

FY24 FINANCIALS



6.4% CAGR

The business has been consistently on growth path for last three years.

4 SEGMENTS
92 PRODUCTS
186 SKUs

Terms of Acquisition

- Acquisition on slump sales basis at a cost of ₹1,100 Cr
- Acquisition to include land, building, plant & machinery, inventory and Infrastructure like manpower, distribution network, etc. along with associated liabilities.
- 20-year License Fee Agreement: 3% p.a. on Gross Sales; Minimum Guarantee of ₹83 Cr

The business has a competitive edge in Ayurvedic products category due to expertise in RM procurement

BUSINESS SEGMENT – DENTAL CARE



Revenue **₹1,345 Cr**
(49% of Total)

GP Margin **56%**

EBITDA Margin **24%**

9
PRODUCTS

31
SKUs

Key Products in the Segment



DANT KANTI
Natural
Toothpaste



DANT KANTI
Medicated
Toothpaste



DANT KANTI
Advanced
Toothpaste

TVC – Dant Kanti Fresh Active



BUSINESS SEGMENT – SKIN CARE



Revenue ₹725 Cr
(26% of Total)

GP Margin 48%

EBITDA Margin 14%

45
PRODUCTS

84
SKUs

Key Products in the Segment



SAUNDARYYA
Body Cleansers,
Facewash & Creams



NEEM KANTI
Body Soap



NEEM TULSI
Face Wash

BUSINESS SEGMENT – HOME CARE



Revenue ₹410 Cr
(15% of Total)

GP Margin 29%

EBITDA Margin 9%

18
PRODUCTS

38
SKUs

Key Products in the Segment



SUPER
Dishwash Bar & Gel



HERBAL WASH
Detergent Powder



HERBAL
Hand Wash

TVC – Super Dishwash



BUSINESS SEGMENT – HAIR CARE



Revenue ₹291 Cr
(11% of Total)

GP Margin 35%

EBITDA Margin 12%

20
PRODUCTS

33
SKUs

Key Products in the Segment



KESH KANTI
Hair Cleansers & Conditioners



KESH KANTI
Hair Oil



HERBAL
Hair Color & Hair wash Powder

TVC – Kesh Kanti Hair Expert Oil

पतंजलि
केश कान्ति
बालों का
टूटना
मना है!

Kesh Kanti Advance
Herbal Hair Expert Oil

Repairs damaged hair in a week
Grows new hair in 1-2 months
Prevents hair fall
Makes the scalp dandruff free
Promotes hair growth & health
Made with 30 precious herbs

PATANJALI
MULTIPLE HAIR PROBLEMS
ONE SOLUTION
100 ml

पतंजलि

TVC – Kesh Kanti Hair Shampoo



पतंजलि
केश कान्ति
बालों का
टूटना
मंना है!

पतंजलि®

New
Kesh Kanti
Natural
Hair Cleanser
PATANJALI
Daily Natural
Care
180 ml
A product of Patanjali Group

MARQUEE PRODUCTS



Dant Kanti
₹ 1,323 Cr



Body Cleanser
₹ 353.7 Cr



Dishwash Bar
₹ 238.0 Cr



Shampoo
₹ 194.8 Cr



Aloevera Gel
₹ 177.2 Cr



Facewash
₹ 105.2 Cr



Detergent Powder
₹ 101.2 Cr



Cream
₹ 63.3 Cr



Hair Oil
₹ 54.7 Cr

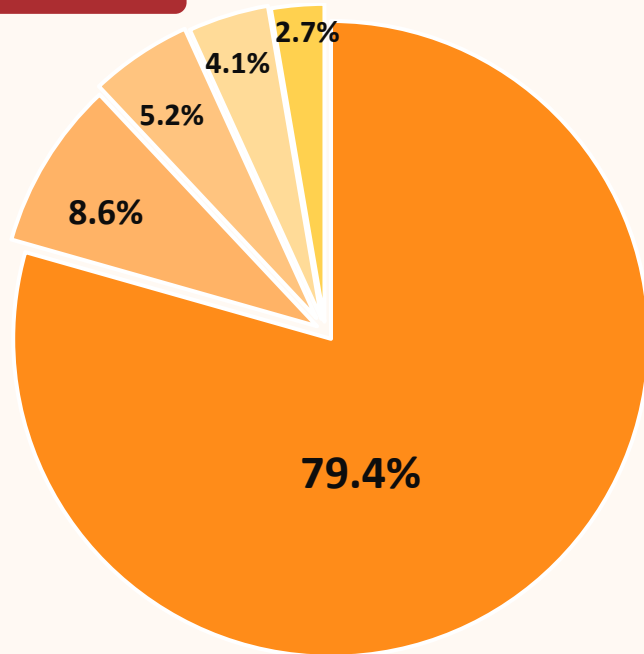


Floor Cleaner
₹ 39.4 Cr

SALES DISTRIBUTION

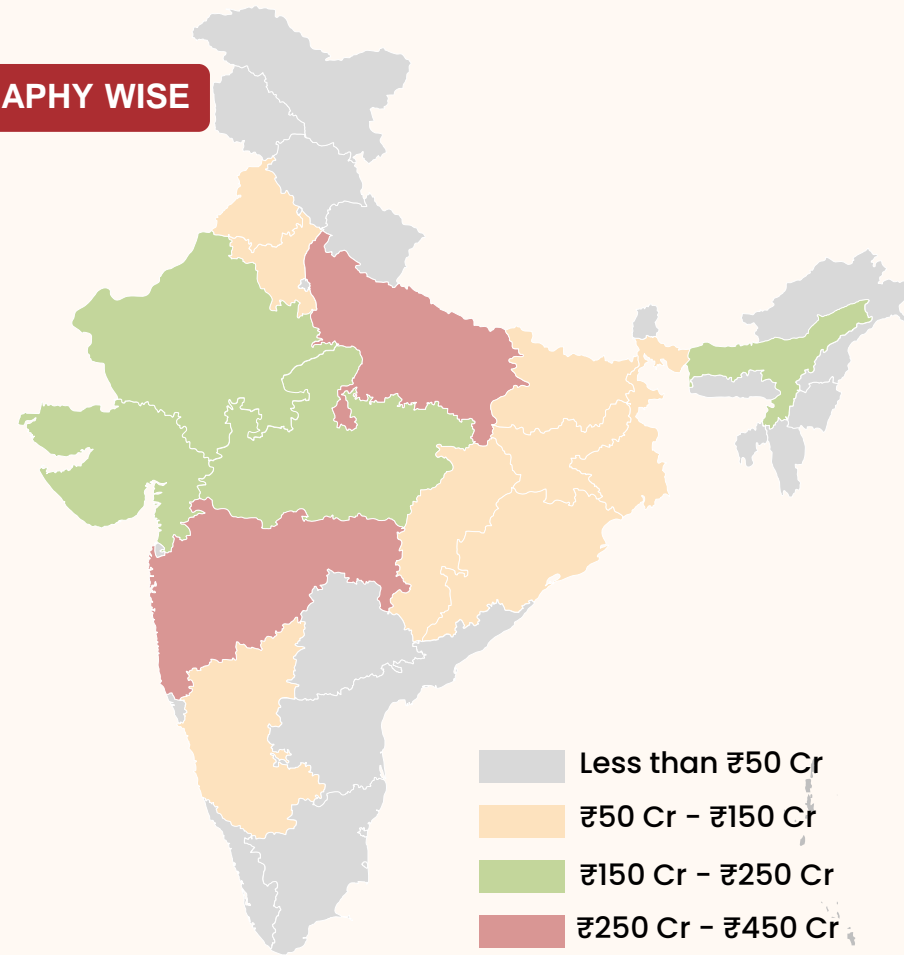
Thriving presence across all channels and geographies

CHANNEL WISE



- Super Distributor
- Patanjali Stores
- Modern Trade
- Distributors
- Others

GEOGRAPHY WISE

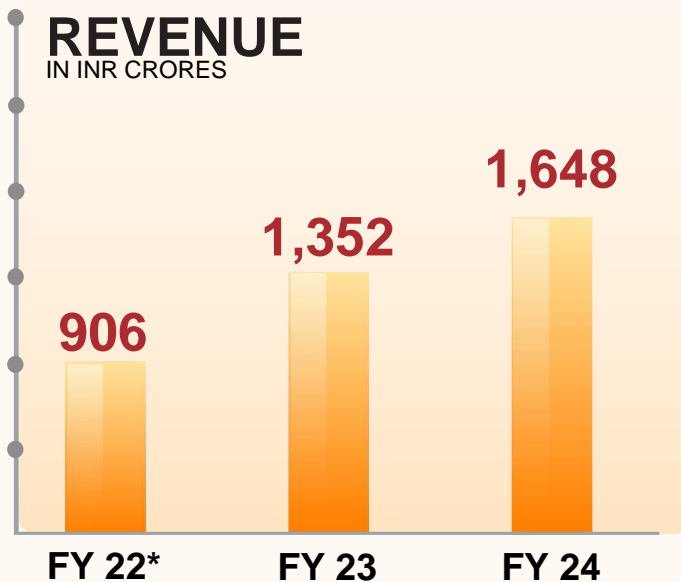


PAST ACQUISITIONS

Strategic expansion in FMCG space to improve the stability of margin profile

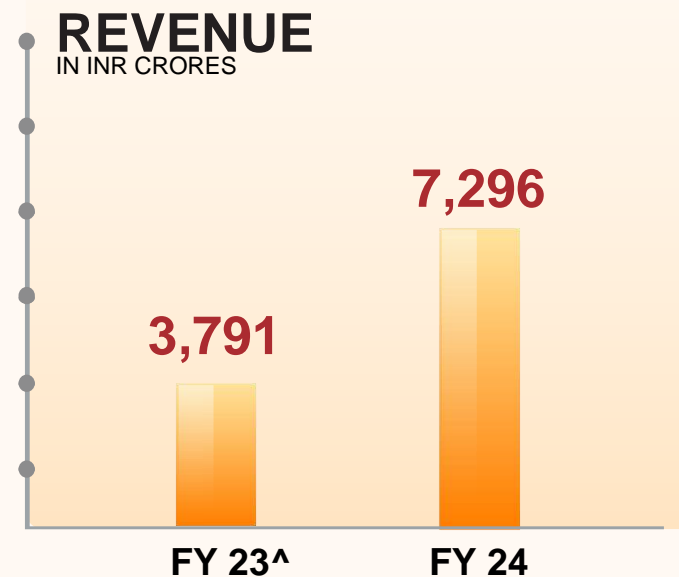
Biscuits & Confectionary

Acquired in May-June 2021;
INR 63.52 Cr



Foods

Acquired in June 2022;
INR 690 Cr



The company has a track record of successful acquisitions and subsequent scaling of businesses

*10-month values of Biscuits & Confectionary Business

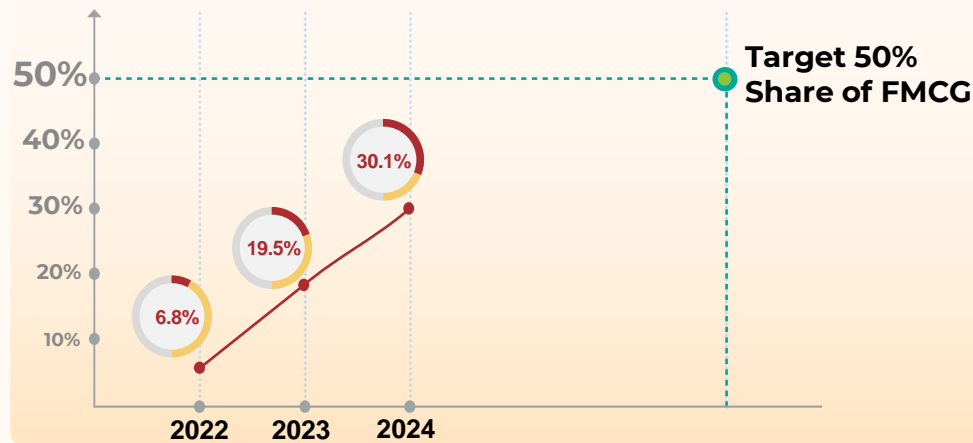
^9-month values of Foods business

Patanjali Foods Limited 3.0

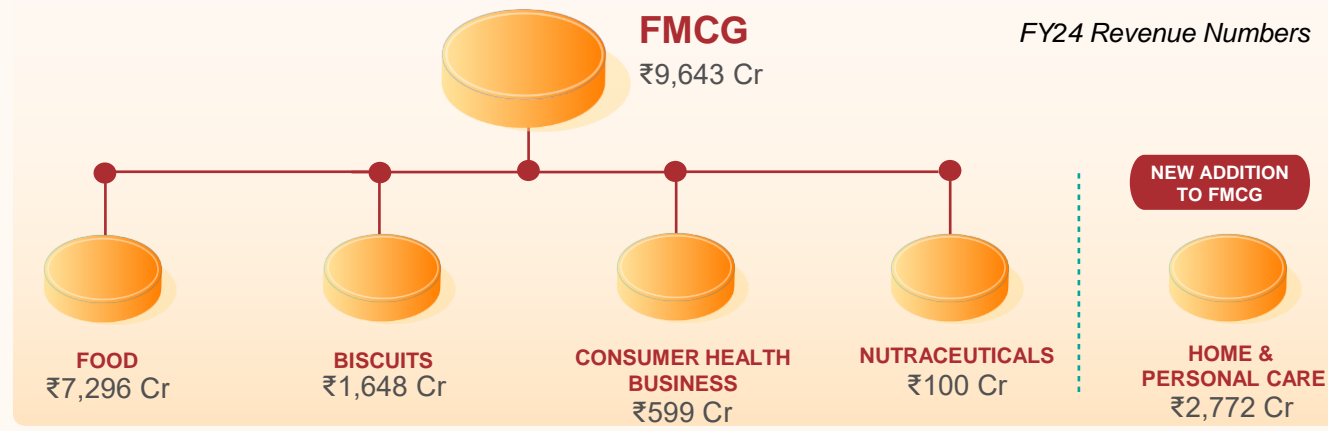
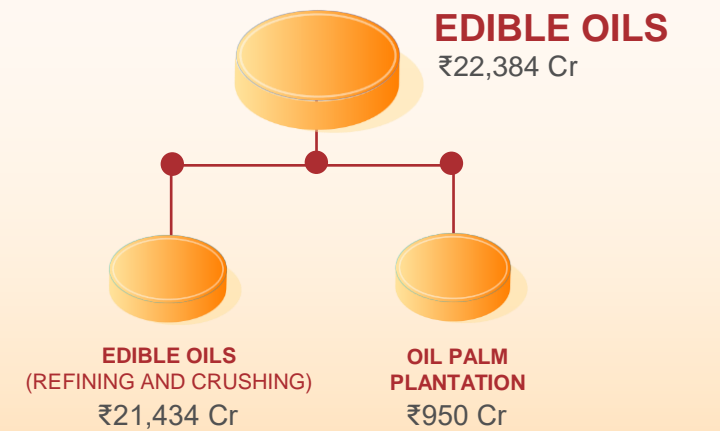
New Horizons, Limitless Possibilities

FMCG ORIENTATION

On its way to attain the 50:50 split of FMCG and Edible Oil Segments



- Increasing share of Food & FMCG segment with stable margin
- Wide range of products catering to an array of consumer types
- Capitalize on the success and high recall of Nutrela & Patanjali brands



BRAND ENHANCEMENTS

Celebrity Brand endorsements for key brands adding to contemporariness



Strong Brands in Key Categories



Edible Oils

Soya Chunks

Cow Ghee

Honey

Dental Care

Skin Care

Hair Care

TVC – Mahakosh Kachi Ghani Mustard Oil



TVC – Mahakosh Soybean Oil



TVC – Sunrich



TVC – Cow Ghee



TVC – Spices



RIDING THE PREMIUMIZATION WAVE

Indian consumption trend+:

- Affluent population rose from 24 mn in 2015 to 60 mn in 2024; set to become 100 mn in next three years
- Nearly 60-70% of new FMCG products launched in previous year belonged to premium category

Wide Range of Premium Products

Food Products



Breakfast Cereals and Nuts



Millets-based Health Biscuits



Personal Care Range



Innovative Supplements



DISTRIBUTION ARCHITECTURE

Principal forte – Omni channel distribution network

PFL Distribution

84 Super Distributors

387 Mega Stores

8,000+ Distributors

1,039 Chikitsalaya

3,420 Arogya Kendra & Grameen Arogya Kendra

1.5 Mn+ Retail Touchpoints

HPC Business

84 Super Distributors

387 Mega Stores

~6,000 Distributors

1039 Chikitsalaya

3,420 Arogya Kendra & Grameen Arogya Kendra

1 Mn+ Retail Touchpoints

PFL post-acquisition

84 Super Distributors

387 Mega Stores

8,000+ Distributors

1,039 Chikitsalaya

3,420 Arogya Kendra & Grameen Arogya Kendra

1.5 Mn+ Retail Touchpoints

Exports

- Exports to 34 countries – more than ₹320 Cr annually
- Channel for branded products – Biscuits & Nutraceuticals

eCommerce & D2C

- Presence on all eCommerce platforms
- E-Stores for Company products

SYNERGIES

Potential value addition to current business from prospective acquisition

OPERATIONAL EFFICIENCIES

Efficiencies in logistics and supply chain

- Streamlining Supply Chain with Unified Fleet Operations
- Optimized warehouse space utilization

Enhanced Cost Optimization

- Salesforce Rationalization
- Synergies in Distribution Network

MANPOWER EFFICIENCIES

Access to trained and skilled workforce

- Trained sales & marketing team
- Expertise in herbal raw material procurement

Robust R&D Setup

- Under movement of assets, access to R&D team and facility for HPC products



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