



Ref. No.: PSL/2024-25/CS/SE/47

Date: 11<sup>th</sup> November, 2024

To, Listing Department <b>National Stock Exchange of India Limited</b> Exchange Plaza, 5 <sup>th</sup> Floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051  Symbol: DIAMONDYD	To, Corporate Relationship Department <b>BSE Limited</b> P.J. Towers, Dalal Street, Mumbai - 400 001  Security Code: 540724 Security ID: DIAMONDYD
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**Subject: Press Release on Unaudited Financial Results for the quarter and half year ended 30<sup>th</sup> September, 2024**

Dear Sir/Madam,

Please find enclosed herewith Press Release on Unaudited Financial Results of the Company for the quarter and half year ended 30<sup>th</sup> September, 2024.

This is for your information and record.

Thanking you,

Yours faithfully,

For **Prataap Snacks Limited**

**Parag Gupta**

Company Secretary and Compliance Officer

Encl.: As above

**Prataap Snacks Limited**

CIN: L15311MP2009PLC021746

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# Prataap Snacks Limited (PSL)

## REPORTS Q2 & H1 FY25 RESULTS

### H1 FY25 REVENUE FROM OPERATIONS HIGHER BY 5% YOY, H1 FY25 EBITDA AT RS. 492 MN

**Indore, November 11, 2024:** Prataap Snacks Ltd. (PSL), (BSE- 540724), (NSE- DIAMONDYD) a leading Indian Snacks Food Company has announced its financial results for the quarter and half year ended 30<sup>th</sup> September 2024:

#### In Q2 FY25, PSL reported:

- Revenue from operations of Rs. 4,411 million
- Operating EBITDA of Rs. 192 million with margin at 4.3%
- PAT of Rs. 62 million
- EPS (Diluted) stood at Rs. 2.58 per share

#### In H1 FY25, PSL reported:

- Revenue from operations of Rs. 8,625 million
- Operating EBITDA of Rs. 492 million with margin at 5.7%
- PAT of Rs. 156 million
- EPS (Diluted) stood at Rs. 6.52 per share



**Commenting on the Q2 & H1 FY25 performance, Mr. Amit Kumar – MD, Prataap Snacks Limited said.**

*"We delivered a resilient performance in Q2 FY25, reporting revenue from operations of Rs. 4,411 million, despite navigating significant inflationary pressures that have affected consumption trends across the country. Even as volumes of MRP Rs. 5 packs have been under stress this quarter on an industry-wide basis, we have reported higher volumes in this price point which represents a significant proportion of overall volumes. Another highlight for this quarter is the strong growth in the pellet snacks category.*

*The business faced broad-based input cost pressures this quarter, with steep increases in prices for key ingredients such as potatoes, wheat, and gram. In response, we have implemented measures like grammage reduction and trade margin adjustments to enhance realizations which has helped us to partially mitigate the impact this quarter. Consequently, EBITDA for the quarter stood at Rs. 192 million, with the EBITDA margin contracting to 4.3%. However, with input prices, especially palm oil, indicating further rise in Q3FY25 we are implementing additional cost-reduction and process-optimization initiatives.*

*We are proactively implementing strategies to drive growth. Exports have been initiated in Q2 and initial batches will be dispatched in the third quarter. Products have been on boarded onto a quick commerce platform in Q2 with further platforms set to be added in Q3 enabling expanded distribution. These actions, combined with signs of improving rural demand and favourable seasonality trends in the second half of the fiscal year, are expected to support volume growth.*

*In September 2024, our private equity investor, Peak XV Partners (formerly Sequoia Capital), exited their 47% stake in Prataap Snacks Ltd., achieving a manifold return on the original investment. We extend our sincere gratitude for their support and trust in Prataap Snacks, acknowledging their invaluable role in scaling our business, enhancing corporate practices, and shaping company culture over the past 13 years. The stake has been acquired by Authum Group and Ms. Mahi Madhusudhan Kela, who have also launched an open offer in compliance with regulatory requirements, which is currently underway. We will seek to build a collaborative partnership with the new shareholders that further enriches Prataap's position and strategic depth, with the objective of generating even greater value creation for all stakeholders in the years ahead."*

*–ENDS–*



## About Prataap Snacks Ltd

Prataap Snacks Limited (PSL) is a leading Indian Snacks Food Company. It offers multiple variants of products across categories of Potato Chips, Extruded Snacks, Namkeen (traditional Indian snacks) and Cakes under the popular and vibrant Yellow Diamond and Avadh brands. 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 and 4 union territories in India, and it is one of the fastest growing companies in the organized snacks industry.

Headquartered in Indore, India; PSL operates 15 manufacturing facilities of which 8 facilities (Indore 1&2, Assam, Bengaluru, Jammu, Kolkata and Rajkot 1&2) are owned and 7 facilities (Kolkata, Jharkhand, Hyderabad, Kanpur, Karnal, Patna and Hissar) are on contract manufacturing basis. Its distribution network includes more than 5,200 super/sub 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 modern trade outlets and quick commerce platforms.

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. PSL is 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.

