



Ref No: AWL/SECT/2024-25/30

July 5, 2024

**BSE Limited**  
Floor 25, P J Towers,  
Dalal Street,  
Mumbai – 400 001  
**Scrip Code: 543458**

**National Stock Exchange of India Limited**  
Exchange Plaza,  
Bandra Kurla Complex,  
Bandra (E), Mumbai – 400 051  
**Scrip Code: AWL**

Dear Sir / Madam,

**Sub: Quarterly Updates- Q1 FY 2024-25.**

Please find attached quarterly updates for Q1 of FY 2024-25.

This will be followed by a detailed disclosure of financial results once the Board of Directors of the Company approves the unaudited financial results for the quarter ended June 30, 2024.

Thanking You,  
Yours faithfully,  
**For Adani Wilmar Limited**

**Darshil Lakhia**  
**Company Secretary**  
**Memb. No: A20217**

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**5<sup>th</sup> July 2024**

**Ahmedabad**

## **Quarterly Update on Business (Q1 FY'25)**

*This document provides a preliminary update on the standalone performance highlighting the key trends and operational developments during the quarter that ended on June 30, 2024. This will be later followed by a detailed disclosure of financial results and earnings presentation once the board approves the financial results for the quarter.*

The Company achieved robust volume growth of 13% YoY, propelled by market-specific strategies in each category, aimed at gaining market share, especially in under-indexed markets. With a robust product portfolio, the Company is actively pursuing substantial opportunities by executing strong sales and distribution strategies in General Trade. Moreover, our alternate channels (e-com, Quick Commerce, MT) maintained their momentum with a 19% YoY volume growth in Q1. The volume of our branded exports increased by 36% YoY in Q1.

### **Edible Oils**

Despite challenges in the industry during the quarter, including decreased out-of-home consumption and seasonal dips in summer demand, our business thrived due to robust execution in sales and distribution, bolstered by our ongoing efforts to improve retail penetration.

As the leading player in the mustard oil segment, we have consistently expanded our market presence, driving robust growth amidst a fragmented market landscape. Expanding on its brand strength, the business introduced a specialized Mustard Oil packaging tailored for pickle enthusiasts, boasting an enhanced level of pungency. Sunflower oil continued to gain market share in South India on the back of our regional interventions.

The Company has launched 'Fortune Pehli Dhaar First Pressed Mustard Oil' to expand our range of premium products. The oil is cold-pressed using the traditional wooden kolhu technique, ensuring exceptional taste and an unmatched aroma. The company is also engaging with health-conscious consumers through digital platforms for its Fortune Xpert oil.

### **Food & FMCG**

Food products demonstrated strong growth by harnessing the well-established and widely penetrated distribution network of edible oils, along with increasing trials through strategic bundling and trade schemes. The quarter's growth was additionally supported by sales of non-basmati rice to Government appointed agencies for exports. Even after normalizing this aspect, the Food & FMCG business volume grew by 23% YoY.

In the wheat business, while the packaged atta industry has experienced a significant slowdown in growth over the past three quarters, AWL has maintained a robust growth trajectory. This has been driven by an



expanded presence in retail outlets and households and increased repeat purchases. Additionally, our Wheat business has made notable gains in the South market. Overall, our market share in wheat flour has continued to expand.

In the Rice business, the Company is implementing several initiatives to drive robust growth. By utilizing its distribution network, the business has expanded its presence in numerous outlets. The quarter saw good growth, bolstered by a successful promotional event in collaboration with a major retailer.

Revenue from branded products in the domestic market has consistently grown at a rate exceeding 30% YoY for the past eleven quarters. The company anticipates that strong growth in food volume will persist.

**Sales performance by business segments:**

Business Segment	Q1'25 – YoY Growth (in %)		Q1'25: Business Mix %	
	Volume	Value	Volume	Value
Edible Oil	13%	10%	60%	75%
Food & FMCG	46%	45%	20%	11%
Industry Essentials	-8%	0%	20%	14%
<b>Standalone</b>	<b>13%</b>	<b>11%</b>	<b>100%</b>	<b>100%</b>

*Note: Above sales growth figures are indicative and will be finalized with book closure. All figures are on a standalone basis.*

**About Adani Wilmar Limited**

Adani Wilmar Limited (AWL), a joint venture between Adani Group of India and Wilmar Group of Singapore, is one of the largest consumer Food FMCG companies in India. The company has a diversified product portfolio offering most of the primary kitchen essentials including edible oil, wheat flour, rice, pulses, besan and sugar with market leading positions across products. AWL’s flagship brand “Fortune” is a household brand reaching over 113 million households, indicating at least 1 out of every 3 household consumes a “Fortune” product. Fortune is also the largest selling edible oil brand in India. AWL has 23 plants in India which are strategically located across 10 states, comprising 10 crushing units, 19 refineries and food capacities. AWL's refinery in Mundra is the largest single location refinery in India with a designed capacity of 5,000 Ton Per Day.



For more information, please visit Website - [www.adaniwilmar.com](http://www.adaniwilmar.com)

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