



Ref. No.: PSL/2024-25/CS/SE/58  
Date: 27<sup>th</sup> January, 2025

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 nine months ended 31<sup>st</sup> December, 2024**

Dear Sir/Madam,

Please find enclosed herewith Press Release on Unaudited Financial Results of the Company for the quarter and nine months ended 31<sup>st</sup> December, 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

Registered Office : Khasra No. 378/2, Nemawar Road, Near Makrand House, Palda, Indore, Madhya Pradesh - 452 020, India  
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# Prataap Snacks Limited (PSL)

## REPORTS Q3 & 9M FY25 RESULTS

**9M FY25 INCOME FROM OPERATIONS HIGHER BY 6.3% YOY,  
9M FY25 EBITDA AT RS. 437.7 MN,  
Q3 FY25 INCOME FROM OPERATIONS HIGHER BY 9.0% YOY,  
EXCEPTIONAL LOSS OF RS. 343.4 MN DUE TO FIRE**

**Indore, January 27, 2025:** Prataap Snacks Ltd. (PSL), (BSE- 540724), (NSE- DIAMONDYD) a leading Indian Snacks Food Company has announced its financial results for the quarter and nine months ended 31<sup>st</sup> December 2024:

### In Q3 FY25, PSL reported:

- Income from operations of Rs. 4,426.9 million
- Operating EBITDA of Rs. (54.2) million
- PAT\* of Rs. (147.3) million
- EPS\* (Diluted) stood at Rs. (6.17) per share

### In 9M FY25, PSL reported:

- Income from operations of Rs. 13,005.6 million
- Operating EBITDA of Rs. 437.7 million
- PAT\* of Rs. (46.2) million
- EPS\* (Diluted) stood at Rs. (1.94) per share

*\*PAT and EPS are after giving effect to post tax exceptional loss of Rs. 232 mn for Q3FY25 and Rs. 177.2 Mn for 9MFY25.*



**Commenting on the Q3 & 9M FY25 performance, Mr. Amit Kumar – MD, Prataap Snacks Limited said.**

*"In a backdrop of persistent inflationary trends and sluggish consumer demand, we are pleased to report revenue growth of 9% on YoY basis. There has been improved demand in rural markets, even as urban markets remained subdued. Sales growth has been driven by a combination of expansion into new touchpoints as well as initiatives to optimize sales efforts at existing touchpoints and territories through enhanced efficiencies. Additionally, we formally commenced exports in Q3 with the shipment of initial batches.*

*The third quarter witnessed continued increase in raw material prices, as anticipated, particularly for key ingredients such as palm oil and potato. Apart from the price rise, the reinstatement of import duties on crude and refined palm oil has contributed to the sharp increase in raw material costs in the current quarter. To mitigate these challenges, we implemented several measures, including recipe adjustments, process reengineering, grammage & trade margin optimization which have helped to partially offset the impact of rising costs. We have also recognized an exceptional loss this quarter, due to the fire at our Jammu facility. However, we maintained operational continuity at proximate markets by ramping up production at our Hisar and Karnal facilities.*

*Our focus will be to drive topline growth through implementation of measures such as distribution expansion, range selling and Sales Force Automation with emphasis on regions where we enjoy a strong market share. We are undertaking efforts to enrich margins in a structural manner by aggressively optimising costs, introducing products to aid premiumization and driving growth in exports. We are confident that the combination of these measures will help us to realise accretive value in the quarters 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 16 manufacturing facilities of which 8 facilities (Indore 1&2, Assam, Bengaluru, Jammu, Kolkata and Rajkot 1&2) are owned and 8 facilities (Kolkata, Jharkhand, Hyderabad, Kanpur, Karnal, Patna, Hissar and Nalbari) 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.

