

7<sup>th</sup> August, 2023

National Stock Exchange of India Limited,

Exchange Plaza,

Bandra Kurla Complex,

**Symbol: ADFFOODS** 

Bandra (East),

Mumbai - 400 051.

**BSE** Limited,

Department of Corporate Services,

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai - 400 001.

Scrip Code: 519183

Dear Sir/Madam,

**Sub:** Investor Presentation

Please find enclose herewith the Corporate Presentation of the Company for the Quarter ended 30<sup>th</sup> June, 2023.

The aforementioned Presentation has been uploaded on the Company's website viz., www.adf-foods.com

You are requested to the take the above on your records.

Thanking You,

Yours faithfully,

For ADF Foods Limited

Shalaka Ovalekar Company Secretary

Encl: As Above













Investor Presentation August 2023

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# **ABOUT ADF FOODS**











## **ABOUT US**

ADF Foods (ADF) is a leading manufacturer of prepared ethnic food, offering frozen foods, ready-to-eat (RTE) items such as curries and rice, ready-to-cook (RTC) items, chutneys, sauces, pickles, spices, pastes, dips and milk drinks under its 8 Flagship brands.

#### **OUR BRANDS**















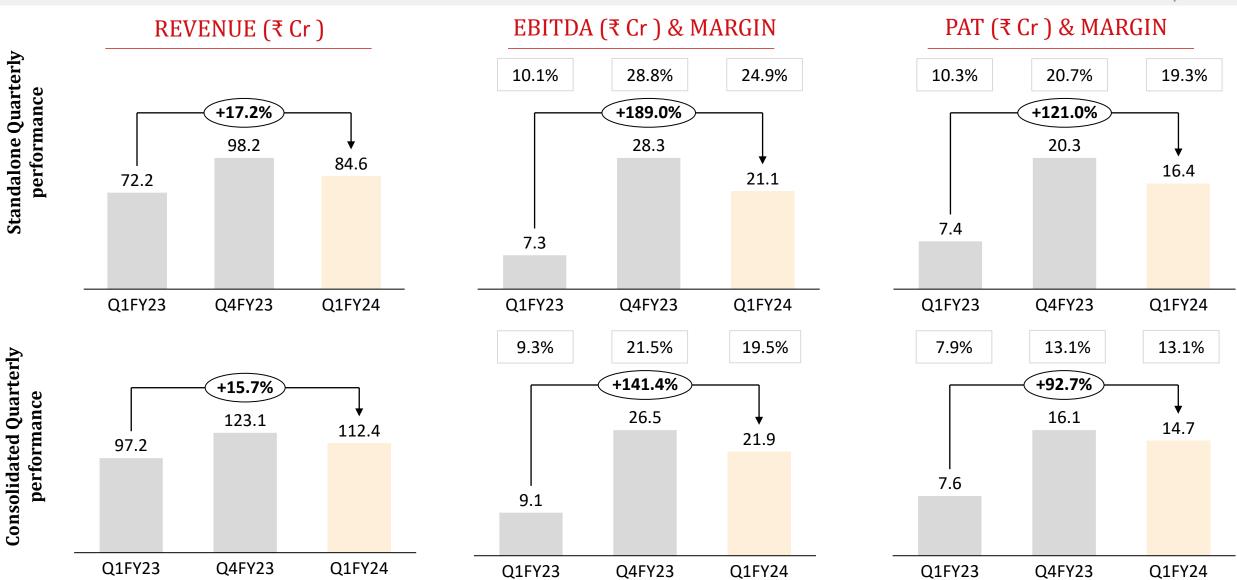




Q1 FY24 Performance Highlights

# Q1 FY24 RESULT HIGHLIGHTS



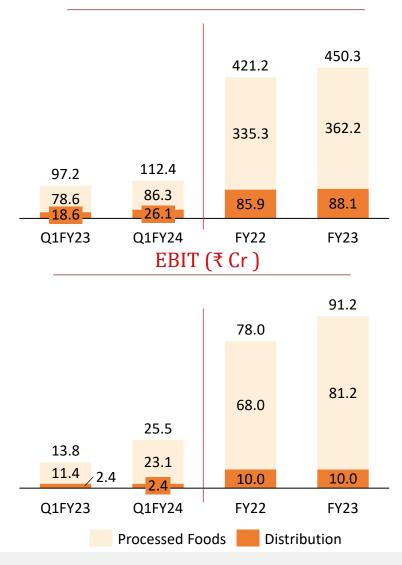


# SEGMENT WISE RESULTS BREAK UP



Particulate (₹ Cr)	Q1 FY24	Q1 FY23	Y-o-Y	Q4 FY23	Q-o-Q
Revenue					
Processed & Preserved Foods	86.3	78.6	9.8%	102.8	-16.0%
Distribution	26.1	18.6	40.4%	20.3	28.6%
Total	112.4	97.2	15.7%	123.1	-8.7%
Results					
Processed & Preserved Foods	23.1	11.4	102.2%	26.0	-11.3%
Distribution	2.4	2.4	-0.8%	1.7	37.9%
Total	25.4	13.8	84.3%	27.7	-8.2%
Capital Employed					
Processed & Preserved Foods	246.5	229.9		249.8	
Distribution	70.7	69.3		67.9	
Margin (%)					
Processed & Preserved Foods	26.7%	14.5%		25.3%	
Distribution	9.1%	12.9%		8.5%	

# REVENUE (₹ Cr )



# Q1 FY24 STANDALONE PROFIT & LOSS



Particulate (₹ Cr)	Q1 FY24	Q1 FY23	Y-o-Y	Q4 FY23	Q-o-Q	FY23
Revenue from Operations	84.6	72.2	17.2%	98.2	-13.9%	353.3
Cost of Materials consumed	38.1	38.3		36.6		143.6
Purchase of stock-in-trade	0.6	0.8		1.0		7.5
Changes in Inventories	-5.4	-6.6		2.5		-0.5
Gross Profit	51.3	39.6	29.5%	58.1	-11.7%	202.7
Employee Benefits Expense	5.4	4.6		5.1		20.5
Other Expenses	24.8	27.7		24.7		105.4
EBITDA	21.1	7.3	189.3%	28.3	-25.3%	76.8
EBITDA %	24.9%	10.1%		28.8%		21.7%
Depreciation and Amortisation Expense	1.4	1.4		1.4		5.5
Finance Costs	0.1	0.1		0.2		0.6
Other Income	2.5	3.6		0.6		10.1
РВТ	22.1	9.5	133.5%	27.2	-18.9%	80.8
PBT Margin	26.1%	13.1%		27.7%		22.9%
Tax Expenses	5.7	2.1		7.0		20.8
PAT	16.4	7.4	121.0%	20.3	-19.3%	60.0
PAT %	19.3%	10.3%		20.7%		17.0%

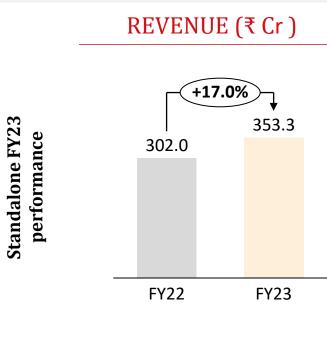
# Q1 FY24 CONSOLIDATED PROFIT & LOSS



Particulate (₹ Cr)	Q1 FY24	Q1 FY23	Y-o-Y	Q4 FY23	Q-o-Q	FY23
Revenue from Operations	112.4	97.2	15.7%	123.1	-8.7%	450.3
Cost of Materials consumed	38.1	38.3		36.6		143.6
Purchase of stock-in-trade	13.3	13.6		8.1		56.9
Changes in Inventories	1.8	-2.5		13.4		14.0
Gross Profit	59.1	47.9	23.6%	65.0	-9.0%	235.9
Employee Benefits Expense	7.7	6.7		7.3		29.7
Other Expenses	29.5	32.0		31.2		125.5
EBITDA	21.9	9.1	141.4%	26.5	-17.2%	80.6
EBITDA %	19.5%	9.3%		21.5%		17.9%
Depreciation and Amortisation Expense	3.6	3.3		3.5		13.7
Finance Costs	0.5	0.7		0.6		2.7
Other Income	2.5	4.2		0.6		11.2
РВТ	20.3	9.3	118.0%	22.9	-11.3%	75.5
PBT Margin	18.0%	9.6%		18.6%		16.8%
Tax Expenses	5.6	1.7		6.8		19.6
PAT	14.7	7.6	92.7%	16.1	-8.4%	55.9
PAT %	13.1%	7.9%		13.1%		12.4%

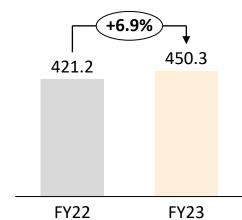
# **FY23 RESULT HIGHLIGHTS**

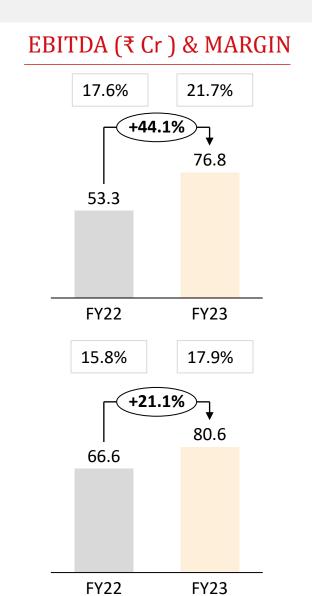




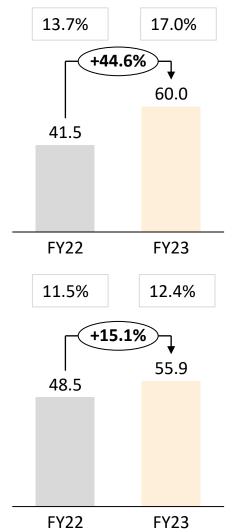
Consolidated FY23

performance





# PAT (₹ Cr ) & MARGIN



# STANDALONE PERFORMANCE HIGHLIGHTS



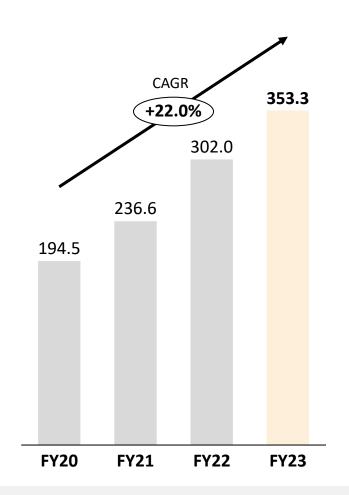
# REVENUE (₹ Cr )

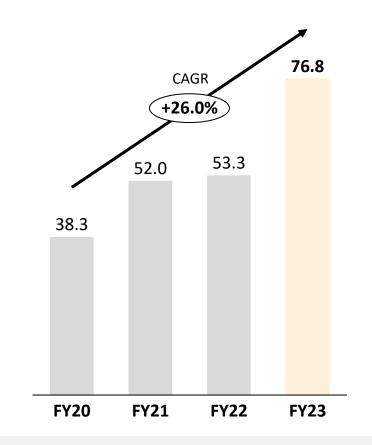
# EBITDA (₹ Cr ) & MARGIN (%)

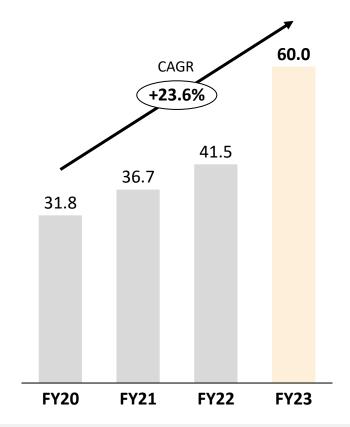
PAT (₹ Cr ) & MARGIN (%)

19.7% 22.0% 17.6% **21.7%** 

16.4% 15.5% 13.7% **17.0%** 









KEY DEVELOPMENTS – Q1 FY24

# NEW PRODUCT LAUNCHES THROUGHOUT Q1 FY24 - ASHOKA



Frozen Curries under the 'Food Services and Restaurants' pack and Pure Butter Ghee





### **Frozen Curries**

A bouquet of iconic Indian delectables

### **Pure Butter Ghee**

Available in three quantities – 500g, 1 kg and 2 kg















**BUSINESS OVERVIEW** 

# **BUSINESS DIVISIONS**





### PROCESSED FOODS BUSINESS

Large range of products suited for different palates

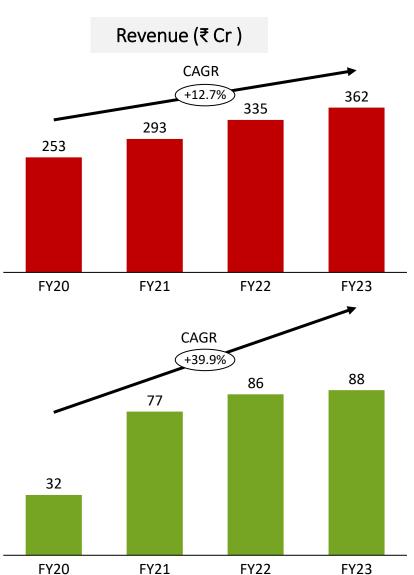
One of the top brands in ethnic food shelves in key markets

One of the largest Indian exporters of processed food

#### **DISTRIBUTION BUSINESS**

Synergistic products offering a wider basket

Strong presence in US markets with a growing UK & Europe presence



\* Revenue Breakdown as of FY23

# BUSINESS SNAPSHOT WITH MULTIPLE GROWTH LEVERS



8

**BRANDS** 

3

MANUFACTURING FACILITIES

55+

**COUNTRIES** 

2

WAREHOUSES in US for Distribution

**Strong** 

DISTRIBUTION NETWORK

**Net Debt Free** 

HEALTHY BALANCE SHEET



#### **Growth Opportunities**

- Supermarket listings
- B2B growth via bulk and private label
- QSR / Cloud Kitchens



#### **Capacity Expansion**

- Greenfield project in Surat to increase frozen foods capacity
- Completion of debottlenecking efforts at existing facilities



#### **PLI Scheme**

 50% of the budgeted outlay on international branding & marketing expenses or 3% of sales of food products whichever is lower, subject to a maximum incentive of Rs. 61.35 Cr



#### **Focus**

- Focus on mainstream customers/stores
- India business
- · Adding more distribution lines
- Adding more principals



#### **Enhanced Distribution**

- Step down subsidiary for direct distribution in New Jersey & Georgia
- Higher throughput, higher margins



# Partnerships/ Inorganic Acquisitions

Evaluation of several inorganic growth opportunities



#### **Product Innovation**

 Launch of new and innovative products under our existing brands following a customer centric approach and in turn improve our product portfolio to meet evolving consumer demand



#### Warehousing/Infrastructure

Plan on increasing warehousing infrastructure by opening multiple warehouses in key geographies to increase sales and penetration

# STRENGTHENING BRAND ASHOKA...





#### **About**

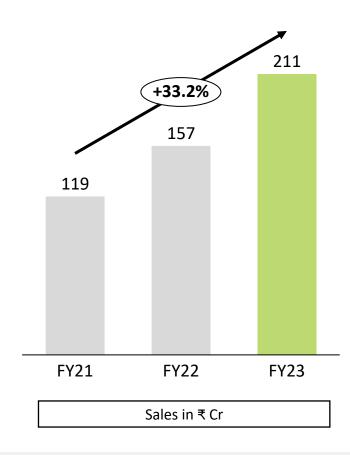
- ✓ Ashoka is our flagship brand targeted towards the Indian diaspora
- ✓ Sold in 55+ Countries
- ✓ Authentic Indian taste with Ashoka in your kitchen, it will be your home away from home
- ✓ We strive to make products that will transport you back to India, no matter where you are in the world − like Indians living abroad we too are "desi at heart"

#### Categories

Ambient Range	Pickles, Chutney, Pastes, pulp, sauces, Ready to eat curries/rice, Murabba
Frozen Range	Indian breads, Ready to eat curries/rice, Indian snacks & vegetables, plant based curries, Indo-Thai, Indo-Chinese, sweets



# Ashoka as a brand has grown ~2X in last 2 years



# ... WITH MEANINGFUL ADVERTISING & MARKETING













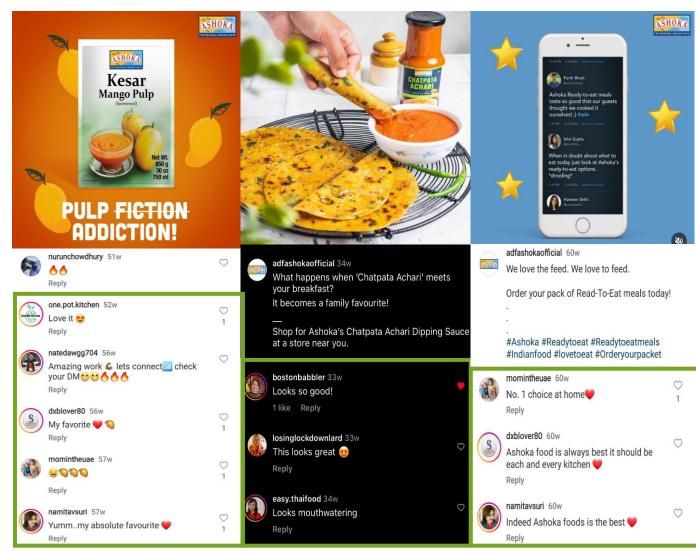
## ... AND POSITIVE SOCIAL MEDIA TESTIMONIALS











# ... LEADING TO INCREASE IN SHELF SPACE FOR ASHOKA









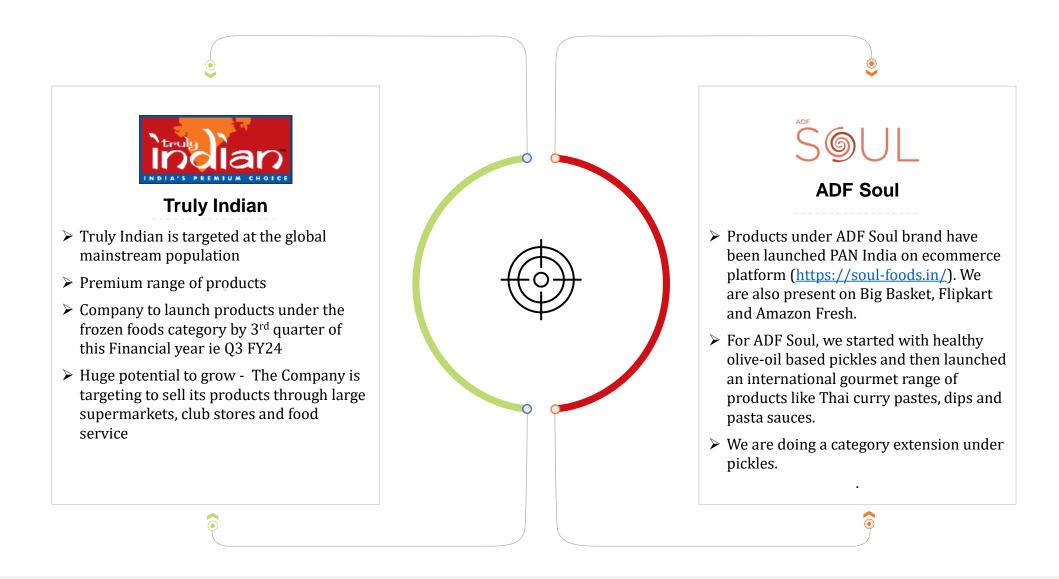






## FOCUS ON CREATING SUCCESSFUL BRANDS





# A BOUQUET OF OTHER GLOBAL BRANDS













Positioning	Products	Geographies	Retail Channel
Premium brand targeted at Arabic diaspora	Meal accompaniments, pastes, sauces	Middle East	95% from mainstream/ modern trade stores
Economy Brand	Meal accompaniments, pastes, sauces	Middle East	65% from mainstream/modern trade stores; 35% general trade
Organic, made with USDA certified organic ingredients	Hand rolled burritos	USA	100% from mainstream/ modern trade stores*
Non-GMO, all natural, vegan, vegetarian	Meatless meatballs	USA	100% from mainstream/ modern trade stores*
North Indian, Mughlai & South- Asia cuisine	Pastes, puff pastry sheets, flavored waters, essences	UK, US, Canada	South-Asian ethnic stores

 ${}^*On$  account of supply chain disruptions in USA , there have been no sales for PJ's and Nate's brand

# PRODUCT PORTFOLIO





#### **Frozen Products**

## Select key products

- Snacks- Punjabi samosas, batata vada, kathi rolls
- Vegetables- Green chilli, Mix vegetable cut, methi, palak
- Breads- Naans, parathas

# Ready-to-eat & Ready-to-cook



- Ready to eat- Pav Bhaji, dal makhni, matar paneer
- Ready to eat Vegan-Bhindi masala, paneer (tofu) makhani

## Food Accompaniments



- Pickles- chilli, lemon, mango, mixed
- Chutneys coconut, coriander, mint, sandwich, panipuri, date & tamarind
- Sauces- Pasta and pizza sauce

### **Shelf Stable Products**





- Spices- Madras curry powder, tamarind
- Others- Almond, Mango, turmeric and honey milk



**Mexican Products** 



 Mexican and plant-based products- Frozen Mexican hand rolled burritos, plant-based protein (Meat alternatives) like meatless meatballs

#### **Frozen Products**



## MANUFACTURING FACILITIES



# Gujarat Nadiad,

#### Total Built up factory area - 15,000 Sqm

- Frozen foods (Samosas, vegetables, snacks, parathas, etc.)
- Meal accompaniments (Pickles, chutneys, pastes, sauces)
- Ready to eat curries & canned vegetables









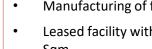
#### Total Built up factory area – 10,100 Sqm

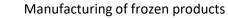
- Totally automated spice processing unit by Buhler, Germany
- Ready to eat curries and spices; meal accompaniments











Leased facility with total area of 2,800 Sqm



# Manufacturing expansion initiatives

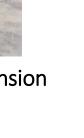
#### **Existing Facilities**

- Fresh capex along with adding infrastructure at existing plants in Nadiad and Nasik. This will enhance growth in FY24
- This capex along with debottlenecking done in earlier years will add revenue potential worth Rs. 100 Cr
- New Cold Storage is being set up with investment outlay of Rs. 15 Cr at Nadiad for better operational efficiency within 2 quarters

#### **New Facility**

- Phase 1 planning completed for greenfield expansion at Surat to increase capacities for frozen foods
- Ground break to be done in Q2







New cold storage facility in New Jersey, USA

We have a combined 1,00,000 sq. ft of area for warehousing and distributing operations shared among two warehouses in Atlanta and New Jersey. The capability enhancement with the building of new cold storage facility at the warehouse in New Jersey will help us carry out these functions even more effectively for our frozen products range.



## **Warehousing and Distribution Facilities**





# **CERTIFICATIONS & ACCREDITATIONS**



#### ISO 2200: 2018 certification

by BVQI for management system standards



#### **BRC** accreditation - Grade A

APEDA (Ministry of Commerce and Industries) Award for exceptional performance in Exports



#### **SMETA AUDIT**

Both our facilities undergo SMETA AUDIT for the 4 Pillars -Labour Standard, Health& Safety, **Environment, Business Ethics** 



#### SGS

This accreditation demonstrates that products, processes and services meet the highest levels of safety, quality.



## Hazard analysis & critical control point

Accreditation of internationally recognized **HACCP** (Hazard Analysis and Critical Control Point) certification



The facility at Nashik is USDA Organic accredited, ensuring stringent production norms and sound farming practices



#### **UKAS**

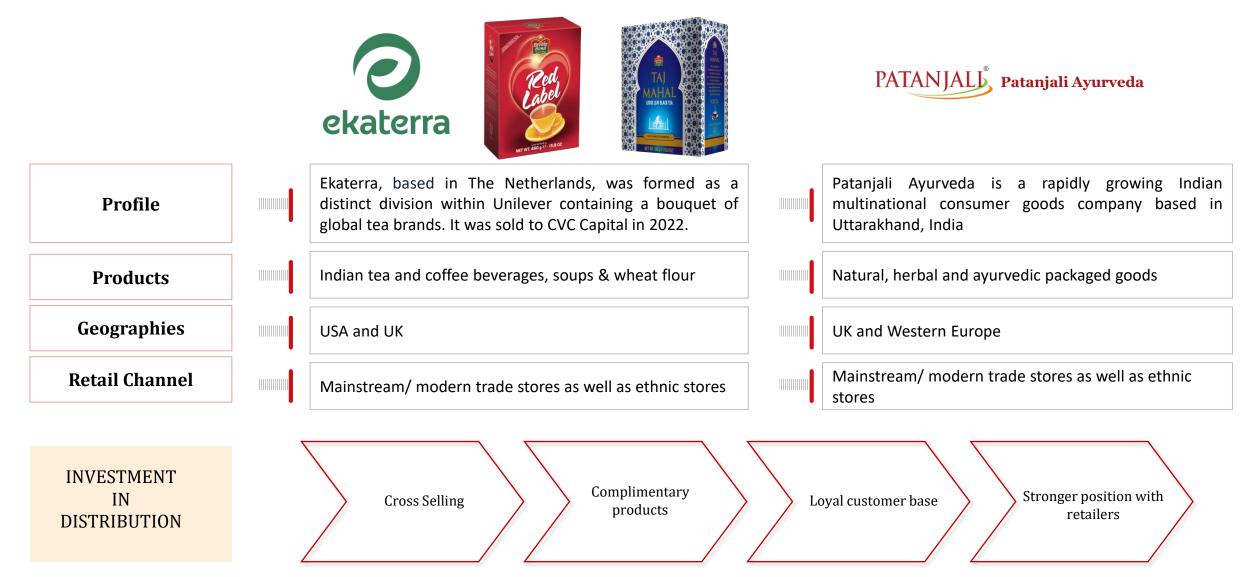
UKAS accreditation which ensures high standards for managing occupational health and safety.



**CUSTOMER CENTRIC APPROACH** 

## STRENGTHENING DISTRIBUTION







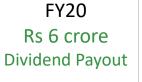
# GOVERNANCE FOCUSED

# CONSISTENT SHAREHOLDER RETURNS







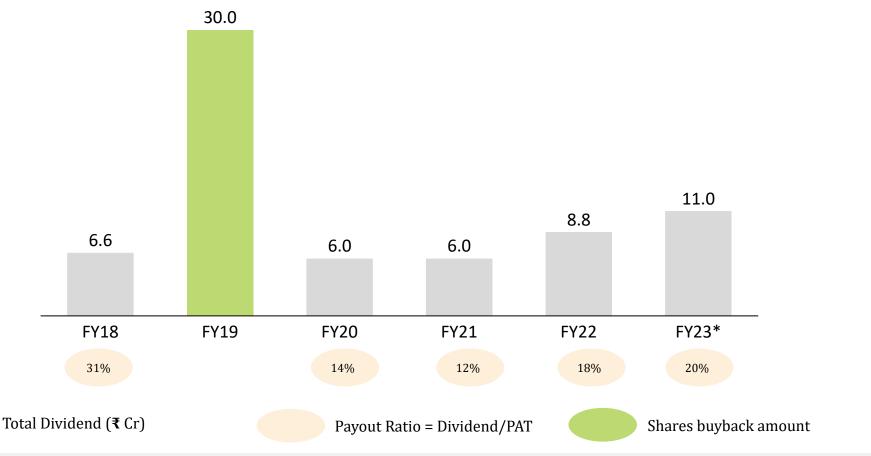




FY22 Rs 8.8 crore Dividend Payout

Rs 57.4 crores
Returned to
shareholders in the last
5 years





Consistent shareholder value creation through dividend payouts and buyback of shares

# CORPORATE SOCIAL RESPONSIBILITY (CSR)













#### **Covid Measures**

 Partnered with NGOs for supply of oxygen concentrator machines and distribution of food and hygiene kits to slums and village children in Maharshtra.



#### **Clean India Mission**

- Swachch Bharat Abhiyaan: Constructed over 100 toilets with running water supply in Nadiad district.
- Programmes to educate villagers about proper sanitation and hygiene practices.



# **Education support program**

 Partnered with several education not-for-profit organizations to provide educational support to facilitate regular studies, value education, personality development etc.



### **Women Empowerment**

- ADF helps in the cause of giving women a safe space to live and work by contributing towards the annual maintenance cost of a girl's hostel in Mumbai and a girls school in Porbunder, Gujarat.
- Further the Company has provided financial aid to start a vocational training centre at Nadiad



# Animal Welfare

 Involved with an animal protection organization IDA (In Defence of Animals) since 2016 that provides medical care to ill and injured animals and also runs neutering drives for strays.



# Support to the Disabled

- Contribute for annual maintenance expenses and financial aid of Cheshire Home, NGO that provides residential care to physically challenged men
- Partnered with SIES College, Stephen's High School & a Spastic Society called ADAPT all located in Mumbai to impart educational support to disabled children.



#### **Medical Aid**

- Partnered with two NGOs viz. Nirant Vividh Seva Trust and Samanvay Samajik Sanstha towards providing financial support to underprivileged people across India.
- Provided financial aid two hospitals in Nadiad to purchase medical equipment.



# **Environmental Protection**

 Partnership with a NGO called Isha Outreach which is a part of the Cauvery campaign which aims at supporting farmers to plant 242 crore trees in next 12 years.

## **BOARD OF DIRECTORS**







- 37 years of experience in domestic and export food industry
- Instrumental role in developing brands and new products, tapping new markets, international acquisitions, setting up of subsidiary companies in U.K. and U.S.A.



**Deepa Harris Independent Director** 

- 30+ years of expertise in highend luxury hospitality category
- Independent Director of PVR Limited, Jubilant Foodworks, Prozone Intu Properties, Taj Safaris, Concept Hospitality and TCPL **Packaging**



**Chandir Gidwani Independent Director** 

- 45+ years of experience in financial services
- Chairman Emeritus & Founder of Centrum Capital Ltd; Member of industry associations e.g. FICCI, CII, etc.



**Ravinder Jain Independent Director** 

- 45+ years of experience in business management
- Ex MD of Shaw Wallace, MD of Millennium Alcobev and head of McDowell and Co.



**Non-Executive Director** 



**Jay Mehta** 

**Viren Merchant Non-Executive Director** 

- 35+ years of rich industrial experience
- Executive Vice Chairman of Gujarat Sidhee Cement Ltd and Saurashtra Cement Ltd
- 30+ years of experience and expertise in business management and pharmaceutical and healthcare industry
- Currently CEO of Encore Healthcare Pvt Ltd

# THANK YOU





**ADF Foods Limited** 

CIN: L15400GJ1990PLC014265

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