



Ref. No.: PSL/2021-22/CS/SE/53

Date: 11th November, 2021

To, Listing Department National Stock Exchange of India Limited Exchange Plaza, 5 th Floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051 Symbol: DIAMONDYD	To, Corporate Relationship Department BSE Limited P.J. Towers, Dalal Street, Mumbai - 400 001 Security Code: 540724 Security ID: DIAMONDYD
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Dear Sir/Madam,

Subject: Press Release on Unaudited Financial Results for the quarter and half year ended 30th September, 2021

Please find enclosed herewith Press Release on the Unaudited Financial Results of the Company for the quarter and half year ended 30th September, 2021.

This is for your information and records.

Thanking you,

Yours faithfully,

For **Prataap Snacks Limited**

Om Prakash Pandey

Company Secretary and Compliance Officer



Encl.: As above

Prataap Snacks Limited

CIN : L15311MP2009PLC021746



Prataap Snacks Limited (PSL)

REPORTS HEALTHY PERFORMANCE IN Q2FY22 REVENUE GROWS 13% ON A YoY BASIS

Indore, November 11, 2021: 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 30th September 2021:

In Q2 FY22, PSL reported:

- Revenue of Rs. 3,705.8 million, registering growth of 13.4% yoy
- Operating EBITDA of Rs. 241.8 million, translating to a margin of 6.5%
- PAT stood at Rs. 146.9 million with margins at 4.0%
- EPS (Diluted) stood at Rs. 6.26 per share

In H1 FY22, PSL reported:

- Revenue of Rs. 6,502.0 million, registering growth of 24.5% yoy
- Operating EBITDA of Rs. 352.6 million, translating to a margin of 5.4%
- PAT stood at Rs. 131.0 million with margins at 2.0%
- EPS (Diluted) stood at Rs. 5.58 per share



Commenting on the Q2 & H1 FY22 performance, Mr. Amit Kumar – MD, Prataap Snacks Limited said;

"I am pleased to share that we have delivered growth of 13% in revenues during the quarter. As economic activities have regained momentum, we witnessed healthy recovery across several product categories with sales volumes surpassing pre-Covid levels. Our distribution channels have now normalised as restrictions in most parts of the country have eased considerably, except re-opening of primary schools. This has led to a smart recovery in impulse purchases resulting in higher volumes for most of our products. Rings which is primarily consumed by children has witnessed improvement both on a QoQ and YoY basis but is yet to achieve its pre-covid levels.

We have witnessed a sharp rise in input prices and transportation costs which have contributed to cost pressures. Prices of palm oil, which we had indicated in the previous quarter, remain elevated. In addition to this, we are witnessing escalation in other materials such as packaging film and corrugated boxes. Higher sales volume this quarter, improved distribution efficacy on account of tele-calling as well as gains from the progressive implementation of direct distribution have helped to counter the adverse impact on margin.

We have taken several initiatives to grow our topline and strengthen our margins in adverse conditions and we are well placed to benefit from economic recovery. Further, our cost mitigation efforts will ensure sustained benefits even beyond reversal of increased inputs costs. With CAPEX initiatives in place and a strong balance sheet position we are in a healthy position to deliver sustained growth and value addition over the medium to long term".

-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*) under the popular and vibrant Yellow Diamond and Avadh brands. It has recently launched a range of sweet snacks under the distinctive Rich Feast brand. 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 7 facilities (Indore 1&2, Assam 1&2, Bangaluru, Rajkot and Kolkata) are owned and 8 facilities (Kolkata, Bangaluru (2), Kashipur, Pune, Kanpur, Karnal and Hissar) are on contract manufacturing basis. Its distribution network includes more than 240 super stockists and more than 4,300 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 supermarkets, hypermarkets and modern trade outlets.

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. Following a successful IPO in September 2017, PSL is now listed on the Bombay Stock Exchange (BSE:540724) and National Stock Exchange (NSE:DIAMONDYD) in India.

For further information please contact:

Sumit Sharma
Prataap Snacks Limited
Email: sumit@yellowdiamond.in

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.

