



Ref No.: PSL/2020-21/CS/SE/68

Date: 4th February, 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
---	---

Dear Sir/Madam,

Sub: Press Release for Unaudited Financial Results for the quarter and nine months ended 31st December, 2020

Please find enclosed herewith Press Release for the Unaudited Financial Results of the Company for the quarter and nine months ended 31st December, 2020.

This is for your information and records.

Thanking you,

Yours faithfully,

For **Prataap Snacks Limited**

Om Prakash Pandey

Company Secretary & Compliance Officer



Encl: As above

Prataap Snacks Limited
(Formerly known as Prataap Snacks Pvt. Ltd.)

Regd. Office : Khasra No. 378/2, Nemawar Road, Near Makrand House, Gram : Palda, Dist. : Indore (M.P.) - 452 020 India
Phone : 91-731-2439999 E-mail : info@yellowdiamond.in CIN No. [REDACTED]

CIN No. L15311MP2009PLC021746



Prataap Snacks Limited (PSL)

REPORTS ENCOURAGING PERFORMANCE IN Q3FY21 REVENUE GROWS 4% ON A QoQ BASIS

Indore, February 4, 2021: Prataap Snacks Ltd. (PSL), (BSE- 540724), (NSE- DIAMONDYD) a leading Indian Snack Foods Company has announced its financial results for the quarter and nine months ended 31st December 2020:

In Q3 FY21 (QoQ basis), PSL reported:

- Revenue of Rs. 3,391.2 million, registering growth of 3.8% QoQ despite seasonality in Q3
- Operating EBITDA of Rs. 175.6 million
- PAT stood at Rs. 45.5 million

In Q3 FY21 (YoY basis), PSL reported:

- Revenue of Rs. 3,391.2 million, registering de-growth of 6.0% yoy
- Operating EBITDA of Rs. 175.6 million, translating to a margin of 5.2%
- PAT stood at Rs. 45.5 million with margins at 1.3%
- EPS (Diluted) stood at Rs. 1.94 per share

In 9M FY21, PSL reported:

- Revenue of Rs.8,615.5 million, registering de-growth of 20.2% yoy
- Operating EBITDA of Rs. 491.4 million, translating to a margin of 5.7%
- PAT stood at Rs. 70.3 million with margins at 0.8%
- EPS (Diluted) stood at Rs. 3.00 per share



Commenting on the Q3 & 9M FY21 performance, Mr. Amit Kumar – MD, Prataap Snacks Limited said;

"I am pleased to share that we have delivered an encouraging performance during Q3 with growth on sequential basis despite seasonality in the quarter. This is a clear indicator of demand picking up in our key markets. We continue to explore alternate channels to expand our market reach even as the distribution network steadily rebuilds momentum.

On the operational front, the price of palm oil has consistently risen in recent quarters and remains unusually elevated, thereby adversely impacting the margin. We have partially mitigated the impact through on-going process re-engineering and cost optimization initiatives. We are also implementing a restructuring of our distribution network, starting with select markets, which will lead to an optimised structure and is expected to positively impact our margin performance over the medium term.

With the economy regaining momentum and trains, schools and institutions set to re-open in a phased manner, we expect a further uptick in demand. We are also working on introducing newer products to better address regional tastes and preferences and elevate our presence as a preferred national brand. We believe that our growth initiatives combined with our debt free and asset light model will enable us to create value for stakeholders in the quarters ahead."

-ENDS-



About Prataap Snacks Ltd

Prataap Snacks Ltd. (PSL) is a leading Indian Snack Foods 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 brand. 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 in India and it is one of the fastest growing companies in the organized snacks industry.

Headquartered in Indore, India; PSL operates 14 manufacturing facilities of which 5 facilities (Indore 1&2, Assam 1&2 and Gujarat) are owned and 9 facilities [located in Ahmedabad (2), Kolkata (2), Bangalore (2), Kashipur, Karjat and Hissar) are on contract manufacturing basis. Its distribution network includes more than 240 super stockists and more than 4,100 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
Tel: +91 731 2439 999
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.

