



Ref. No.: PSL/2022-23/CS/SE/35  
Date: 8<sup>th</sup> August, 2022

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

**Subject: Press Release on Unaudited Financial Results for the quarter ended 30<sup>th</sup> June, 2022**

Please find enclosed herewith Press Release on the Unaudited Financial Results of the Company for the quarter ended 30<sup>th</sup> June, 2022.

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 Q1 FY23 REVENUE UP 37% ON A YoY BASIS

**Indore, August 8, 2022:** Prataap Snacks Ltd. (PSL), (BSE- 540724), (NSE- DIAMONDYD) a leading Indian Snacks Food Company has announced its financial results for the quarter ended 30<sup>th</sup> June 2022:

### In Q1 FY23, PSL reported:

- Revenue of Rs. 3,825.7 million, registering growth of 37% yoy
- Operating EBITDA of Rs. (19.5) million, translating to a margin of (0.5)%
- PAT stood at Rs. (113.9) million
- EPS (Diluted) stood at Rs. (4.86) per share



## Commenting on the Q1 FY23 performance, Mr. Amit Kumar – MD, Prataap Snacks Limited said.

*"We are pleased to start FY23 on a strong note with robust revenue growth of 37% yoy in the first quarter. This has been driven by a steady uptick in consumption as well as the calibrated expansion in our distribution network. After two challenging years, this year starts with a more steady local backdrop characterised by the normalisation of activity levels and demand across our retail touchpoints.*

*Operationally, the sharp inflation in the prices of key raw materials especially palm oil have exerted significant pressure on profitability. Our continued efforts of cost optimization, gradual implementation of the direct distribution model, better price realisation and grammage rationalization helped restrict the impact on our margins. These process improvements and structural changes undertaken, have positioned us towards an elevated margin profile, once we revert towards a normalised raw material environment.*

*In recent weeks, there has been a reversal in commodity prices from the unusually elevated levels witnessed during Q1. This will favourably impact the economics of our business enabling us to improve margins and overall profitability. Combined with the strong sales momentum being witnessed, the outlook is favourable in terms of sustained growth as well as improved profitability. We are striving to build on this further 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, and 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 13 manufacturing facilities of which 6 facilities (Indore 1&2, Assam 1&2, Bengaluru and Rajkot) are owned and 7 facilities (Kolkata, Bengaluru (2), Kanpur, Karnal, Patna and Hissar) are on a contract manufacturing basis. Its distribution network includes more than 1,500 super distributors and more than 3,700 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 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. 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.

