



Ref. No.: PSL/2024-25/CS/SE/24

Date: 1<sup>st</sup> August, 2024

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 ended 30<sup>th</sup> June, 2024**

Dear Sir/Madam,

Please find enclosed herewith Press Release on Unaudited Financial Results of the Company for the quarter ended 30<sup>th</sup> June, 2024.

This is for your information and records.

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  
Telephone : 91-731-2439999 E-mail : info@yellowdiamond.in Website : www.yellowdiamond.in



# Prataap Snacks Limited (PSL)

## REPORTS Q1 FY25 RESULTS

**Q1 FY25 REVENUE FROM OPERATIONS HIGHER BY 8.7% YOY,  
Q1 FY25 EBITDA AT RS. 300 MN**

**Indore, August 1, 2024:** 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 2024:

### In Q1 FY25, PSL reported:

- Revenue from operations of Rs. 4,214.4 million
- Operating EBITDA of Rs. 300.3 million with margin at 7.1%
- PAT of Rs. 94.4 million
- EPS (Diluted) stood at Rs. 3.95 per share
- RoCE (annualized) of 9.1%, of which RoCE from the Yellow Diamond\* salty snacks business is 15.3%

*\*RoCE for the Yellow Diamond salty snacks business does not include Avadh and Sweet snacks*



## Commenting on the Q1 FY25 performance, Mr. Amit Kumar – MD, Prataap Snacks Limited said.

*"We are pleased to report a positive start to FY25 as we reported revenues of Rs. 4,214.4 mn in Q1 FY25, higher by 8.7% YoY. There are initial signs of improvement in consumer demand and easing of macro-economic pressures this quarter. Further, our strategic actions of enhancing range selling and implementing Sales Force Automation (SFA) are key drivers of this performance. A key highlight has been the continued strong growth in the categories of Namkeen and Pellets.*

*We have reported an EBITDA of Rs. 300.3 mn in Q1 FY25, which represents the 6<sup>th</sup> consecutive quarter of EBITDA in excess of Rs. 300 mn. EBITDA has been impacted by the sharp rise in potato prices this season. We are working on measures such as cost optimization, grammage rationalization and recalibration of channel margins in order to mitigate the impact of higher potato prices.*

*New Facilities launched in Q4 FY24 have stabilized this quarter and will see increased utilization in the coming quarters. We are also making progress on initiatives such as new product development and exports. We have appointed a strategic consultant to undertake a comprehensive transformation program in order to build upon the success of recent years. This program is focused towards improvement in revenue, operational efficiency, cost optimization and distribution enhancement. These initiatives coupled with an abundant monsoon and signs of improving consumer demand provide us optimism for 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) 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 15 manufacturing facilities of which 8 facilities (Indore 1&2, Assam, Bengaluru, Jammu, Kolkata and Rajkot 1&2) are owned and 7 facilities (Kolkata, Bengaluru, Hyderabad, Kanpur, Karnal, Patna and Hissar) 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 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:

Sumit Sharma  
Prataap Snacks Limited  
Email: [sumit@yellowdiamond.in](mailto: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.

