



Ref No.: PSL/2019-20/CS/SE/59

Date: 6th November, 2019

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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Sub: Press release for Unaudited Financial Results for the quarter and half year ended 30th September, 2019

Dear Sir/Madam,

Please find enclosed herewith Press release for the Unaudited Financial Results of the Company for the quarter and half year ended 30th September, 2019.

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.)

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CIN No. L15311MP2009PI C021746



Prataap Snacks Limited (PSL)

RETURNS TO DOUBLE DIGIT GROWTH IN Q2FY20 REVENUE GROWS 35.1% ON A YOY BASIS

Q2FY20 Operating EBITDA margin 8.0%

Indore, November 6, 2019: Prataap Snacks Ltd. (PSL), (BSE-540724), (NSE- DIAMONDYD) a leading Indian Snack Foods Company has announced its financial results for the quarter and half year ended 30th September 2019:

In H1 FY20, PSL reported:

- Total revenue of Rs. 7,190.0 million, higher by 29.4% yoy
- Operating EBITDA of Rs. 583.6 million, translating to a margin of 8.1%
- Normalised EBITDA (after adjustment for share based compensation, CSR cost & impact of Ind AS 116) of Rs. 506.7 million, translating to a margin of 7.0%
- PAT of Rs. 216.4 million at a margin of 3.0%
- EPS (Diluted) was Rs. 9.23 per share in H1FY20

In Q2 FY20, PSL reported:

- Revenue of Rs. 3,880.0 million, delivered double digit growth of 35.1% yoy
- Operating EBITDA of Rs. 311.5 million, translating to a margin of 8.0%
- Normalised EBITDA (after adjustment for stock based compensation, CSR cost & impact of Ind AS 116) of Rs. 278.7 million, translating to a margin of 7.2%
- PAT stood at Rs. 119.9 million at a margin of 3.1%
- EPS (Diluted) was at Rs. 5.11 per share in Q1FY20



Commenting on the Q2 & H1 FY20 performance, Mr. Amit Kumar – MD, Prataap Snacks Limited said;

"The Yellow Diamond portfolio has delivered healthy top line growth across all categories on the back of continued network expansion, new 3P manufacturing facilities and focused marketing initiatives. We are pleased to return to robust double-digit growth this quarter as we reported revenue growth of 35.1% in the backdrop of slowing demand and consumption. This has been enhanced by strong growth from the sweet snacks segment and the Avadh portfolio.

Margin performance has been achieved through a combination of raw material cost management, optimising product mix as well as economies of scale.

In the next quarter, we expect short-term headwinds due to challenges in the potato crops, driven by continued unseasonal rains. We are working to minimise the impact through other product initiatives. "

-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, Indore2, Assam-1, Assam-2 and Gujarat) are owned and 9 facilities (located in Ahmedabad, Kolkata Bangalore, 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 across the country 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:

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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.

