

Ref: WFBL/BSE/IP/JUNE- 2024

Date: 29-06-2024

To, Corporate Relations Department BSE LimitedPhiroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400 001

Ref: - Wardwizard Foods and Beverages Limited (Formerly known as Vegetable Products Limited)
BSE Script code: 539132

Subject: Investor Presentation

Dear Sir/Madam,

We hereby enclose an Investor Presentation of Wa<mark>rdwizard Foods and Beverages Limited (Formerly known as Vegetable Products Limited).</mark>

Kindly take the above intimation on the record.

We request you to take a note of same.

Yours faithfully,
For Wardwizard Foods and Beverages Limited
(Formerly known as Vegetable Products Limited)

Sejal Manharbhai Varia Chief Financial Officer



Wardwizard Foods and Beverages Limited

Investor Presentation



Snack Buddy





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Company Overview

An Overview Of Wardwizard Foods & Beverages Limited

Carrying The Legacy Of 70 Years In The Food Business





2 Manufacturing plants



300+ Team size



Operating Across
11 STATES



50+Dealer distribution for Snack Buddy

Wardwizard Foods and Beverages Ltd. (Wardwizard, The Company) is a leading food business based in Por, Vadodara, Gujarat. The Company specializes in combining the spirit of entrepreneurship with the authentic flavors of India. They provide a varied range of high-quality products and services, with a strong dedication to innovation and quality.

Wardwizard offers a diverse range of products to cater to various culinary preferences, including frozen foods, ready-to-eat foods, beverages, spices, and condiments under their flagship brands, namely **QuikShef** and Snack Buddy. Wardwizard Foods and Beverages limited takes pride in serving delicious food that stays true to its authentic ingredients, ensuring an exceptional taste experience for their customers.

In a strategic move to reinforce their market position, Wardwizard recently acquired two well-established companies, **Yeppy Foods** and **Safpro Industries Pvt Ltd**. This acquisition is aimed at expanding their market reach and enhancing their presence in the food and beverage industry, further solidifying their ability to meet customer demands.

34

Variants in Ready To Eat & Spices 80+ Variants in Frozen Foods

20Products for Retail and HORECA



Production Capacity Per Year (In Kg)

Frozen & RTE Segment - 1277 Tonne

Sauces & Mayo Segment - 7000 Tonne

Our Vision & Mission



Vision

Wardwizard Foods and Beverages is committed to provide the highest quality of ready-to-eat and frozen food products to our customers. We work to provide innovative and delicious products that meet the needs of our customers and that reflect the highest standards of food safety. We are passionate about bringing the best quality products to our customers at an affordable price. Our team of professionals is dedicated to provide quality customer service and making sure that our products are of the highest standards. Our goal is to become the leading supplier of ready-to-eat and frozen food products in the market. We are committed to continuously improving our products and services to ensure that our customers are always satisfied.

Mission

Our mission is to bring the genuine taste of Indian delicacies and other popular cuisines to our customers through convenient ready-to-eat meals and frozen foods. We believe in providing only the freshest ingredients and ingredients sourced from local farmers to ensure the best flavors and authentic tastes. Our commitment to excellence in every dish we serve is what sets us apart and why our customers come back time and again.



Chairperson Message

"At Wardwizard Foods And Beverages Limited, we envision offering the purest fusion of original flavors to the Indian diaspora, with Indian cuisine paving its way to the top cuisines of the world, we look to deliver rich & real flavors that are prepared using handpicked ingredients to timetested recipes that suits modern palates"



Our USP's



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Unveiling Our Essence

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Our In-House Manufacturing Capabilities







Annual capacity



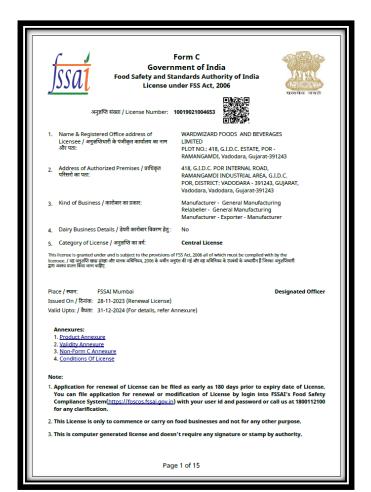
7,000 Tonne

Sauces & Mayos

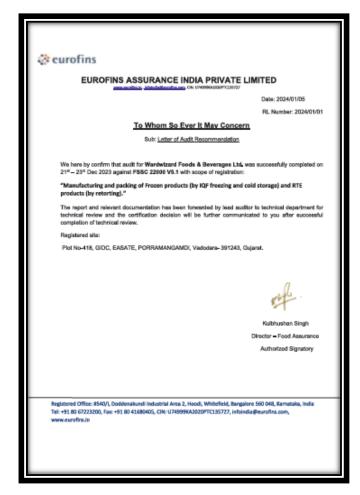


Certification









HALAL Certificate

FASSAI License

FSSC Certificate

Awards





India's Fastest Growing Food Chain by Asian UK Business Meet & Awards 2022





Mrs. Sheetal Bhalerao, Chairperson and Managing Director has been awarded as the Fastest Growing Leaders 2023 by Asia One.



Fastest Growing Brands 2023 by Asia One

EXPO 2022-23





Participation in IICF Exhibition BKC, Mumbai, January 2023



Vadodara City Police Hocket Tournament
Vadodara, January 2023



Debut in the International
Participated in Gulf Expo 2023
Dubai, February 2023



Chennai Food & Beverage Expo Chennai, February, 2023



Food Partner of Chhatrapati Shivaji Maharaj Art festival Mumbai, February 2023



Aahar Food & Hospitality Expo Delhi, March 2023

EXPO 2022-23





Utsav Consumer & Lifestyle Expo



Business Jatra Thane, November 2022



Khadhya Khurak Expo Gandhinagar ,December 2022



Sponsored Radio Mirchi Rock N Dhol Ahmedabad, Surat and Rajkot



Sponsored Lukshmi Vilas Heritage Garba 2022

EXPO 2022-23





WOH Exhibition
Bengaluru, June 23



Indian Horeca Expo in Coimbatore, July 23



Business Jatra Mumbai 23, Dec 23



Khadhya Khurak 23 Gandhinagar, Dec 23



Indus Food 23 Delhi, Jan 24

EXPO FY24













Anu Food Expo

Marketing Initiatives







TV Campaigns

Foods and Beverages Limited (Formerly known as Vegetable Products Limited)





























Management Overview





Chairperson & Managing Director

Mrs. Sheetal Bhalerao

- With over 20 years of experience in Organizational Management, she is a distinguished leader known for her expertise in workforce development, strategic planning, and creating positive work environments.
- Holding various leadership roles across industries, she is qualified with an MBA in Organizational Management and Services from the University of South Australia.
- Her commitment to delivering highquality service and implementing innovative solutions drives organizational effectiveness and productivity.



Mr. Yatin Gupte
Non-Executive- Non Independent
Director

- Mr. Gupte is a seasoned professional with over two decades of experience in Sales and Marketing, Business Development, Insurance, Technology, and Client Servicing.
- He holds an M.B.A Exe. in Insurance from Bharitya Shiksha Parishad, Uttar Pradesh, and has a remarkable track record of success.
- He has played a pivotal role in the success of the Wardwizard Group, leading the acquisition and transformation of a listed entity into Wardwizard Innovations and Mobility Limited, the first EV company to be listed on the BSE.



Mr. Sanjay Gupte

Non-Executive- Non Independent Director

- With over 47 years of engineering experience, he has held various roles and made significant contributions to multiple companies. As a General Manager Marketing at Poggen-AMP Nagar Sheth Powertronics Ltd., his expertise and solutions have driven organizational success.
- Holding a National Apprenticeship Certificate in Machinist, his craftsmanship skills and knowledge ensure the highest level of quality in every project.

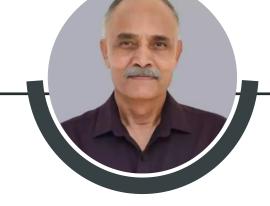


Mr. Sanjay Soni Non Executive - Independent Director

- With over 20 years of experience in Accounting, Auditing, and Finance, he is a qualified Chartered Accountant specializing in Direct Tax, Assurance, and GST. As a partner at LSM & Co., he brings extensive expertise in consultancy work, particularly in indirect taxation (GST) and regulatory compliance.
- He is a qualified Chartered Accountant and a Fellow Member of the Institute of Chartered Accountants of India (FCA) with a Certificate in Forensic Accounting and Fraud Detection. With his in-depth knowledge and expertise in the field of Financial Accounting and Fraud Detection, he is well placed to provide invaluable guidance and assistance in related matters.









Dr. John JosephNon Executive Independent
Director

- He has academic qualifications in M.V.Sc (Master of Veterinary Science), LLB and Post Graduate Diploma in Alternate Dispute Resolution.
- He has more than 39 (Thirty-Nine) years of experience in the field of Central Excise and Customs and retired as Special secretary to Government of India and Chairman/member CBIC.

Lt General Jai Singh Nain (Retd)
Non Executive Independent
Director

- With degrees from top universities and extensive military experience spanning 40 years
- He excels in strategy, HR, logistics, and project management.
- He's honored with prestigious medals for exceptional service and bravery, and he drives initiatives in technology and renewable energy, enhancing organizational effectiveness with professionalism and integrity.

Mr. Paresh Thakkar Non Executive Independent Director

- He is a seasoned legal and taxation professional with 15+ years of experience. He's the founder of Thakkar & Associates in Vadodara
- He brings expertise in compliance with the Companies Act, 2013, and SEBI (LODR) Regulations, 2015.

Senior Management





Mr. Dilip Phandis
President - Retail Sales

- o He is a B.com Graduate from Pune University.
- He is has more than 26+ years of experience in the areas of Strategic Planning, Sales and Marketing, Business Development, Channel and Distribution Management, Client Relationship Management and Team Management.
 - He was previously associated with FMCG
 Industries where he was managing the entire gamut of operations



Mr. Kushal Palkhiwala
Associate Vice President Marketing & Branding

- He is an Electrical Engineer from L.E. College of Morbi and holds a Post Graduate Diploma in Business Management from Nirma University.
- With 13 years of experience, he specializes in marketing, focusing on generating revenue and enhancing marketplace presence. Known for his innovative branding strategies and successful product launch campaigns, he has held senior positions, including Senior Manager - Marketing and AGM-Marketing at Havmor Ice Cream Ltd.

Key Managerial Personnel





Ms. Bhoomi Talati
Company Secretary & Compliance Officer

- She is a Fellow member of The Institute of Company Secretaries of India (ICSI).
- Additionally, she holds educational qualifications which includes Bachelors of Laws (Special), Post Graduate
 Diploma in Taxation Laws and Practice and M.com in Accounting & Financial Management from The Maharaja Sayajirao University of Baroda.
- She is having experience of more than 5 years in the field of Companies Law, Corporate Governance, Regulatory compliances and Secretarial functions.



Ms. Sejal Varia Chief Financial Officer

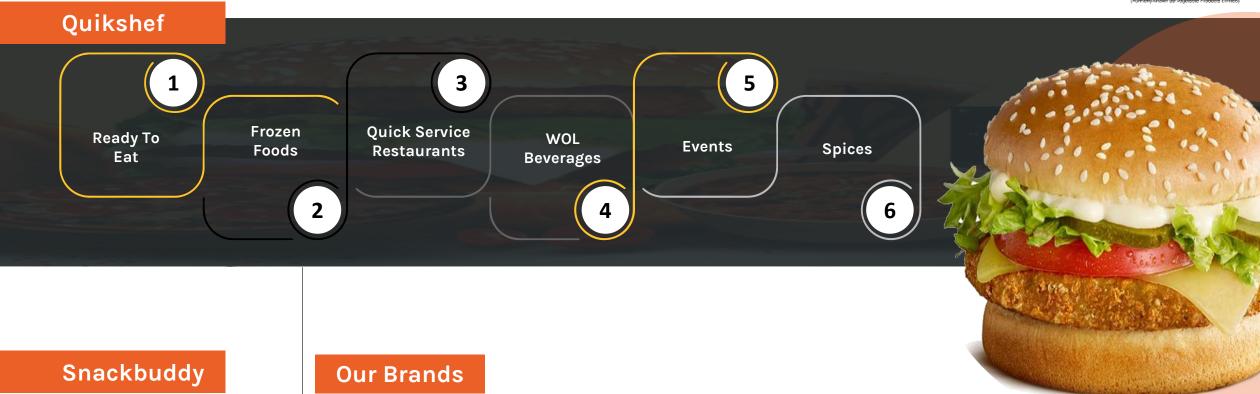
- She is a Master of Commerce in Accounts & Finance and Diploma in Management.
- She has More than 10 years of experience in the fields of accounts, Finance & Statutory Compliance relating to accounts & Taxation.



Business Overview

Our Well Diversified Product Portfolio





HORECA









Our Flagship Brand





QuikShef offers a wide variety of frozen foods to sate the food buds of youngsters

Quik shef offers wholesome and savory Ready to Eat products with 10+ items in its catalogue.

It also has multiple quick serving restaurants across 2 states.

WOL or Water of Life as we know it is a range of beverages especially curated by QuikShef with a refreshing twist for the taste of the young generation.

The company also hosts Quik Shef food court and conduct diverse sales at various events.

Ready To Eat Items

Reach of 6,500+ local stores

1

Frozen Foods:

Pizza, Garlic Bread, Dabeli , French Fries, Burger, Veg-Biryani, Pav Bhaji & many more.



Ready to Eat Foods:

Aloo Mutter, Chana Masala, Palak Paneer, Kadhi Pakodi, Baigan Bhartha, Mutter Paneer, Dal Makhani, Paneer Butter Masala and many more. Products are conveniently packaged, affordable and ready in just 3 steps.



Beverages:

We have 'Water of Life - WOL' which is pure drinking water & flavored drinks such as like Lemon, Cola, Jeera, Mojito, Blue lagoon, Orange, Ginger-lemon and WOL Energy Drink



WOL POWER:

Our newly launched energy drink which was launched in Oct 2023. Our energy drink is enriched with minerals, and vitamins like B12, B6, B3, B2 etc.

Product Portfolio Of Quikshef





Quick Service Restaurants







Beverages Products



WOL POWER - Energy Drink







WOL POWER -

ENERGY DRINK

WOL POWER – our newly launched energy drink which was launched in Oct 2023. Our energy drink is enriched with minerals, and vitamins like B12, B6, B3, B2 etc.





PRESENCE:

GUJARAT MAHARASHTRA MADHYA PRADESH







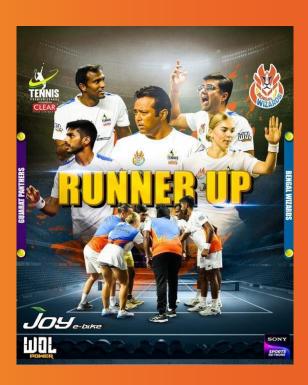
WOL POWER - ENERGY DRINK

Powering the passion, one sip at a time! We partner with Tennis Premier League 2023 as the Official Energy Drink Partner.

WOL POWER - Energy Drink







Marketing Activities





Ready to Eat Products





































Retail Products

Retail Products:

Barbecue Sauce, Burger Mayo, Cheesy Mayo, Chilli Garlic Sauce, Chipotle Mayo, Chocolate Syrup, Eggless Mayo, Garlic Mayo, Hot and Sweet Sauce, Mexican Salsa, Mint Mayo, Pizza Pasta Sauce, Schezwan Chutney, Tandoori Mayo and Tomato Ketchup.



























Our manufacturing unit behind Snack Buddy, has been producing top-notch condiments since 2014.

The brand's products, including sauces, ketchup, and mayonnaise, have gained popularity in both domestic and export markets.

Snack Buddy not only exports its products but also provides market-ready solutions for HORECA and Retail Sales.

The brand's focus on distribution and hotel business sets it apart in the industry.

It also offers 5 kinds of sauces under the brand name Wildberry.















Syrup



Seasoning

Ketchup

"Wildberry" symbolizes the rarest of the rare berries. The "Clean Label" gives an "All Natural" option for the consumers. The products contain "No Chemical Preservatives" leading to a healthy intake for consumers.



Product Portfolio of Snack-Buddy

HORECA Products:

Tomato Ketchup, Mint Mayonnaise, Harrisa Mayonnaise, Cheese Blend, Pizza Pasta Sauce, Schezwan Sauce, Thousand Island, Mayonnaise, Garlic Mayonnaise, Chipotle Mayonnaise, Barbeque Sauce, Mexican Salsa and much more.



HORECA Products



































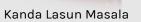


Spices

Foods and Beverages Limited (Formerly known as Vegetable Products Limited)

Available in 50g and 100g







Kitchen King Masala



Sambar Masala



Chole Masala



Garam Masala



Shahi Paneer Masala Pav Bhaji Masala





Sabji Masala



Tandoori Masala



Chat Masala



Chicken Masala



Panipuri Masala



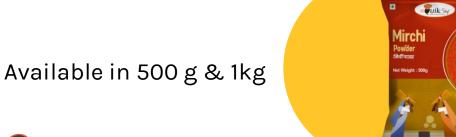
Meat Masala



Shahi Biryani Masala



Kashmiri Chilli Masala







Our Growth Strategy







Domestic Market Strategy:



o Product Expansion :

Introduce new ready-to-eat meals, frozen food options, sauces, and condiments catering to evolving consumer preferences and regional tastes.



Distribution Network:

Strengthen distribution network through partnerships with established retailers, supermarkets, and online platforms.



Brand Awareness:

Increase brand awareness through marketing campaigns, social media engagement, and collaborations.



Customer Engagement:

Implement customer loyalty programs, personalized offers, and promotions to enhance customer engagement and foster long-term relationships.



Strategic Partnerships:

Form strategic partnerships with local foodservice providers, restaurants, and hotels to expand product reach and create additional revenue streams.



International Market Strategy:



Market Research:

Conduct thorough market research to identify target international markets for Indian foods based on demand, consumer preferences, cultural nuances, and competition.



Export Expansion:

Form partnerships with reliable distributors and agents in target markets for efficient distribution and market entry.



Localization:

Adapt products for specific international markets, including packaging, labeling, and formulations, while preserving the essence of Indian cuisine.



Brand Building:

Implement targeted marketing campaigns internationally, collaborating with local influencers and experts to build brand awareness and differentiate products.



Trade Shows and Exhibitions:

Participate in international trade shows and exhibitions to showcase products, establish industry contacts, and explore partnerships.



E-commerce Expansion:

Expand international presence through e-commerce platforms and strategic partnerships with global online retailers.

Unlocking the Key Growth Drivers



Domestic Growth Drivers:

- Increasing Demand for Convenience: Address
 the demand for convenience by offering readyto-eat meals that cater to the hectic lifestyles
 of urban consumers.
- 2. Rising Health Consciousness: Tap into the expanding market of health-conscious consumers by providing a diverse range of nutritious and well-balanced food options.
- **3. Growing Urbanization :** Capitalize on the benefits of rapid urbanization in India, targeting the growing urban population and their evolving preferences.
- 4. Regional Expansion: Drive growth through strategic regional expansion, customizing products to align with specific tastes and preferences in untapped regional markets.
- 5. Online and Direct-to-Consumer Channels:
 Leverage online platforms and establish direct-to-consumer channels to expand the company's reach and capitalize on the rising trend of online food ordering and delivery.



International Growth Drivers:

- 1. Globalization of Indian Cuisine: Indian cuisine has gained immense popularity worldwide, presenting a promising opportunity for products in international markets.
- 2. Ethnic Food Market Growth: Authentic Indian products, with their diverse flavors, can cater to the tastes of consumers in multicultural societies, making them attractive options for expansion.
- 3. Health and Wellness Trends: The global focus on health and wellness aligns with offerings of nutritious and balanced ready-to-eat meals and frozen food. Positioning these products as healthy alternatives can attract health-conscious consumers abroad.
- 4. Strategic Partnerships and Distribution
 Channels: Forming strategic partnerships with
 local brands or foodservice providers can enhance
 market entry and brand visibility.
- 5. Indian Diaspora: The substantial Indian diaspora around the world provides a built-in market for our products. We can cater to the nostalgic cravings of the Indian community abroad by offering authentic and familiar flavours.



WWFBL envisions various future growth drivers for the company, both domestically and internationally:





Financial Overview

Last Five Quarter Performance



In ₹ Mn

					III < MI
Particular	Q4 FY24	Q3 FY24	Q2 FY24	Q1 FY24	Q4 FY23
Revenues	27.20	59.30	37.99	42.62	27.19
Other Income	20.91	3.99	4.75	00.12	1.28
Total Income	48.11	63.29	42.75	42.74	28.47
Expenses	-131.91	-127.14	-99.94	-100.11	-82.89
Interest	-7.51	-7.62	-8.05	-11.14	-O.11
PBDT	-139.42	-63.86	-57.19	-57.37	-54.42
Depreciation	-16.76	-15.40	-11.32	-09.12	-07.34
Profit Before Tax	-108.07	-79.26	-72.88	-66.49	-61.76
Tax	-3.75	0.00	-4.37	00.00	-7.60
Net Profit	-111.82	-79.26	-72.88	-66.49	-69.36
EPS In ₹	-0.04	-0.32	-0.31	-0.33	-0.52

FY24 Highlights



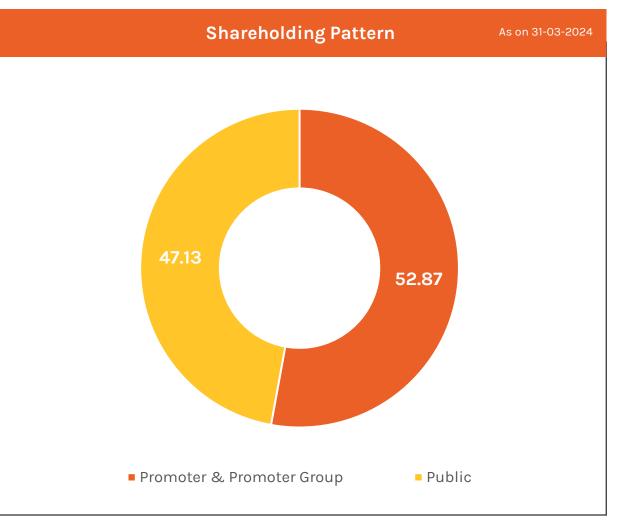
In ₹ Mn

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Particulars	FY24
Key Items From P&L	
Total Revenues	167.11
Other Income	29.77
Total Expenses	-432.32
EBITDA	235.42
Interest	-34.47
Depreciation	52.60
PBT	-322.50
Tax expenses	8.12
Net Profit	-321.32
Key Items From B/S	
Share Capital	257.14
Reserves and Surplus	680.75
Net Worth	937.89
Total Borrowings	276.88
Other Liabilities	149.05
Total Equity & Liabilities	1,363.82
Fixed Assets	944.52
Investments	24.42
Other Assets	394.88
Total Assets	1,363.82
Key Items From Cash Flow	
Cashflow from Operations	-95.08
Cashflow from Investments	-225.25
Cashflow from Financing	14.34

Stock Data



	Stock Information	As on 28-06-2024
BSE Code		WARDWIZFBL
ISIN		INE761D01021
Share Price (₹)		9.79
Market Capitalization (₹ Cı	r)	274.63
No. of Shares Outstanding		25,71,40,000
Face Value (₹)		1.00
52 Week High (₹)		49.90
52 Week Low (₹)		9.46



Thank You



Ms. Sejal Varia (Chief Financial Officer)

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Phone: 1800-203-2411

Website: www.wardwizardfoods.com



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