

Registered office:
Annapurna Swadisht Limited
90 Phears Lane, 6th Floor, Kolkata 700 012
Call: 033-4603 2805 || Email: info@annapurnasnacks.in
www.annapurnasnacks.in



December 07, 2022

Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Bandra Kurla Complex,
Mumbai-400051

Scrip: ANNAPURNA

Dear Sir / Madam,

Sub: Investors Presentation held on December 06, 2022

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investor Presentation held on December 06, 2022.

No Unpublished Price Sensitive Information was shared/discussed during presentation with investors.

The said Investors Presentation is also available on the website of the Company
www.annapurnasnacks.in/

Kindly take the above information on records and disseminate.

Thanking you,

Yours faithfully
For Annapurna Swadisht Limited

SHAKEEL Digitally signed by
SHAKEEL AHMED
AHMED Date: 2022.12.07
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Shakeel Ahmed
Company Secretary

Manufacturing unit:
Girmint road, Majiara, Plot J.L 43
Paschim Bardwan,
Asansol, West Bengal 713 301

CIN: U15133WB2022PLC251553 | GST: 19AAWCA5249E1Z8

Siliguri Unit:
Plot No. RS 471/894, 471, Block : Rajganj
Gram Panchayat : Dabgram II
Mouza : Dabgram, PS : Bhaktinagar
Vill. & Para. : North Shantinagar
Jalpaiguri, West Bengal 734004



ANNAPURNA SWADISHT

who we are. where are we headed. how will we get there.



Annapurna Swadisht Limited

Series: **SM** |

Symbol: **ANNAPURNA** ISIN: **INE0MGM01017** Status: **Listed**

A FAST-GROWING IMPULSE PACKAGED SNACKS & BEVERAGE COMPANY CATERING TO EASTERN INDIA

Listed on NSE Emerge

Run by professionals turned first-generation entrepreneurs

Headquartered in Kolkata & owns an exhaustive distribution network

Quality products at unbeatable price points

In-midst of an ongoing capacity expansion



WE ARE ANNAPURNA

HERE ARE THE KEY TAKEAWAYS

- In 2016, we unpacked possibilities to build a credible impulse snacks company
- Transformed from a supplier of raw material for namkeen to a regional packaged snacks player
- Wide range appealing to similar consumer segment with deep presence in pockets of rural demand
- Increased our SKU by 60% to 58 since IPO including fryums (corn & wheat based), namkeen (dal and nuts based), cakes, candies, potato chips
- Currently offer the best quality products at price points of Rs. 5 and Re. 1
- Embarked on our most ambitious expansion plan, to be among the top players in the Indian snacks market by 2023

our journey till now



2016

- Incorporated as Annapurna Agro Industries
- Set up extruded pellet unit in Asansol, West Bengal
- Supplied raw pellets to regional snacks producers

- Set sight on retail play by planning the first expansion to packaged snacks

2019



2020

- Installed fryers & packaging unit in Asansol unit
- Introduced first retail product - Fryums @Rs. 5 price point
- Breached INR 13 crore+ revenue

our journey till now

- Expanded team and Fortified distribution
- 7% market share in Fryums category in West Bengal
- Added Potato chips, Cakes, Namkeen & Candies

2021



2022

- 2nd Manufacturing unit in Siliguri,
- Breached INR 60 crore+ annual revenue
- 30 SKUs across six categories
- 300 distributors and 80 super distributors across 5 states

2023

- 3rd Manufacturing unit in Siliguri
- IPO over-subscribed by almost 200 times
- Achieved INR 65 crore+ in 6 months
- 58 SKUs across 6 categories
- 475 distributors and 90 super distributors across 5 states

today, we are here!

the numbers that tell our tale



- 15+ lakh packets sold per day
- 58 SKUs across product lines
- 03 existing manufacturing units in West Bengal
- 06 product lines - namely pellets, extruded snacks, potato chips, cakes, namkeen & candies
- INR 11.5 crore Revenue clocked per month
- 90+ super stockists in three states
- 5,00,000+ retail touchpoints across 200+ towns & 70,000+ villages
- 05 states of presence - West Bengal, Bihar, Odisha, Jharkhand & Assam
- 500+ people employed



Corn based	Fryums	Potato chips	Cupcake & Slice Cake	Namkeen	Candies
3 flavours	15 flavours	5 flavours	5 flavours	12 varieties	18 flavours
Rice and corn based	Wheat based	Potato based	Fruit & chocolate filled	Gram and lentils based	Flavoured candies
Price point of Rs. 5 per pack	Price point of Rs. 5 per pack	Price point of Rs. 5 per pack	Price point of Rs. 5 per pack	Price point of Rs. 5 per pack	Price point of Re. 1 per piece

offering diverse product profile at affordable price points

Credible brands across savory & sweet products



PELLET BASED SNACKS

- Jackpot
- Dhamaka
- Balloon
- Makeup Box
- Light Box
- Chicken Biryani
- Veg Biryani
- Fingers
- Noodles
- Mask
- Batul Great
- Joker
- Puchka
- Rambo
- Chatpata Moods

POTATO CHIPS

- American Cheese
- Tomatina
- Paprika
- Classic Salted
- Masala Teekha

CANDIES

- Orange
- Kaju
- Coconut
- Mango
- Imli Pop
- Malai Pop
- Pluss
- Coffee
- Bheem Gola
- Kala Jamun
- Rangeen Gol

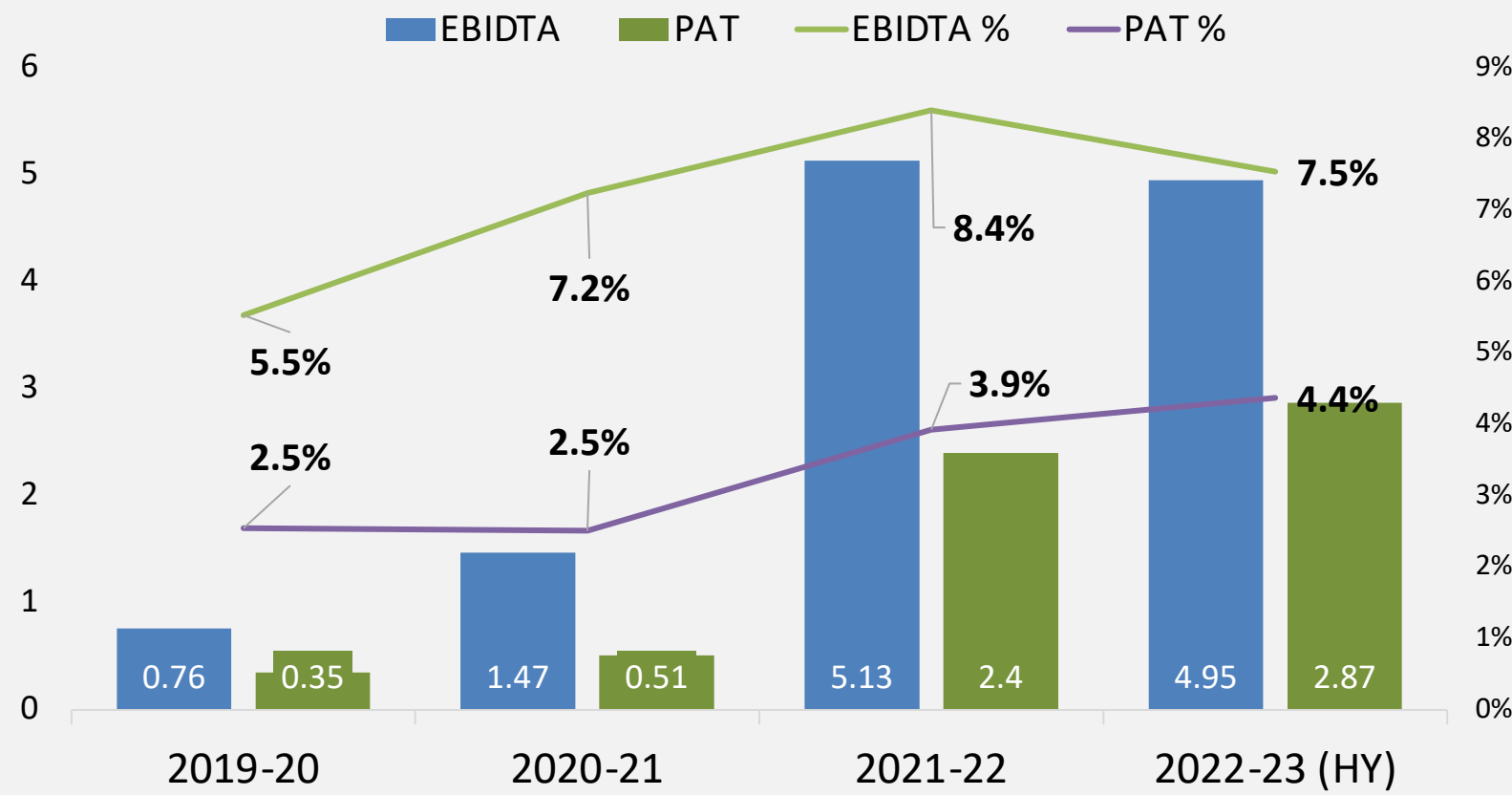
EXTRUDED SNACKS

- Ringa
- Kurchure
- Bachpan ka Pyaar

CUPCAKES & SLICE CAKES

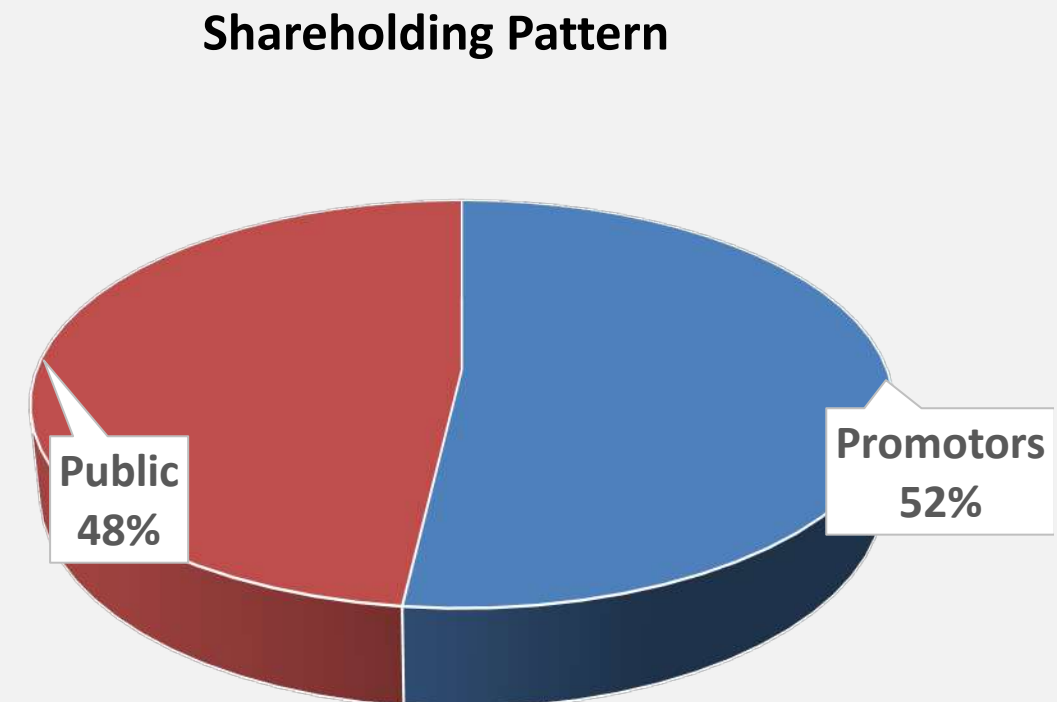
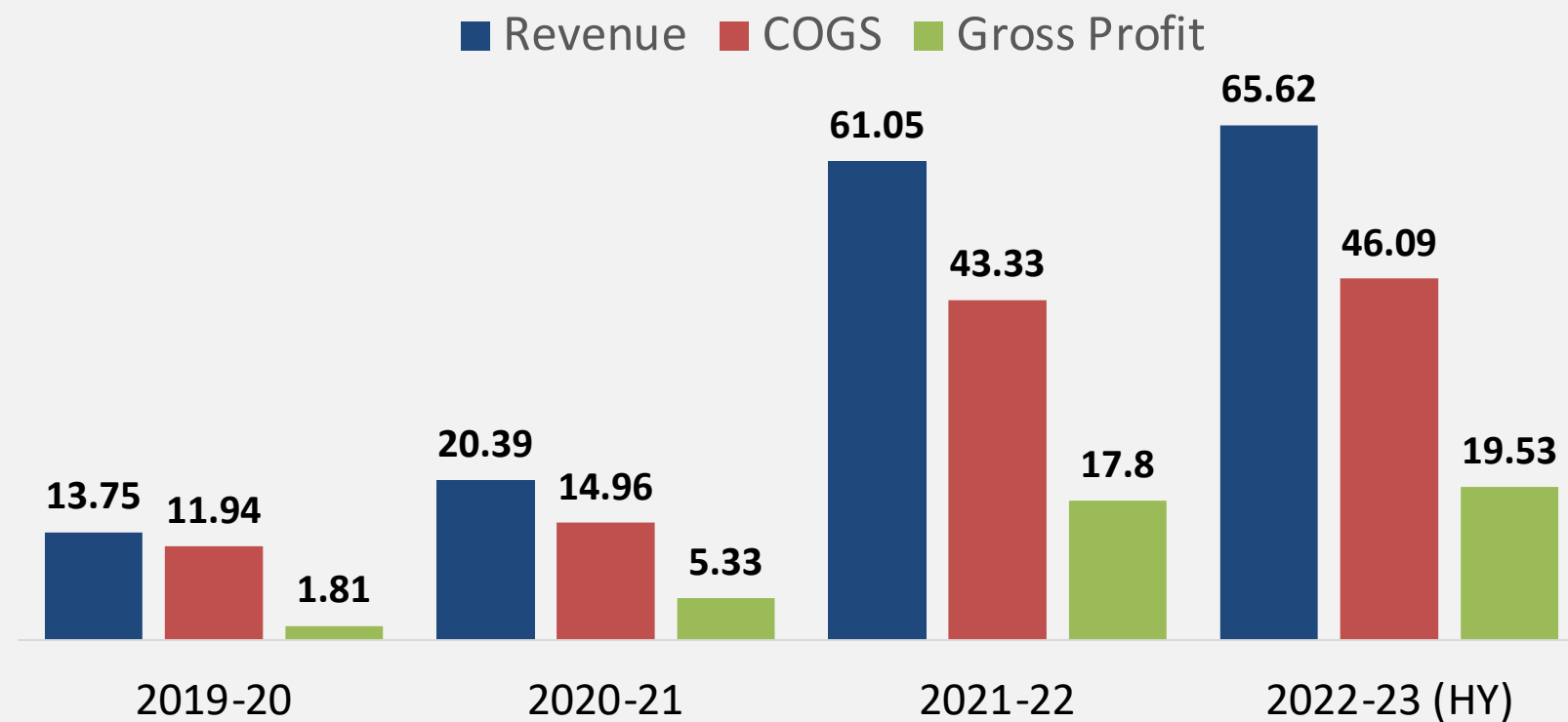
- Litchi
- Chocolate
- Orange
- Vanilla
- Mix Fruit

Robust performance built on agility and growth focus



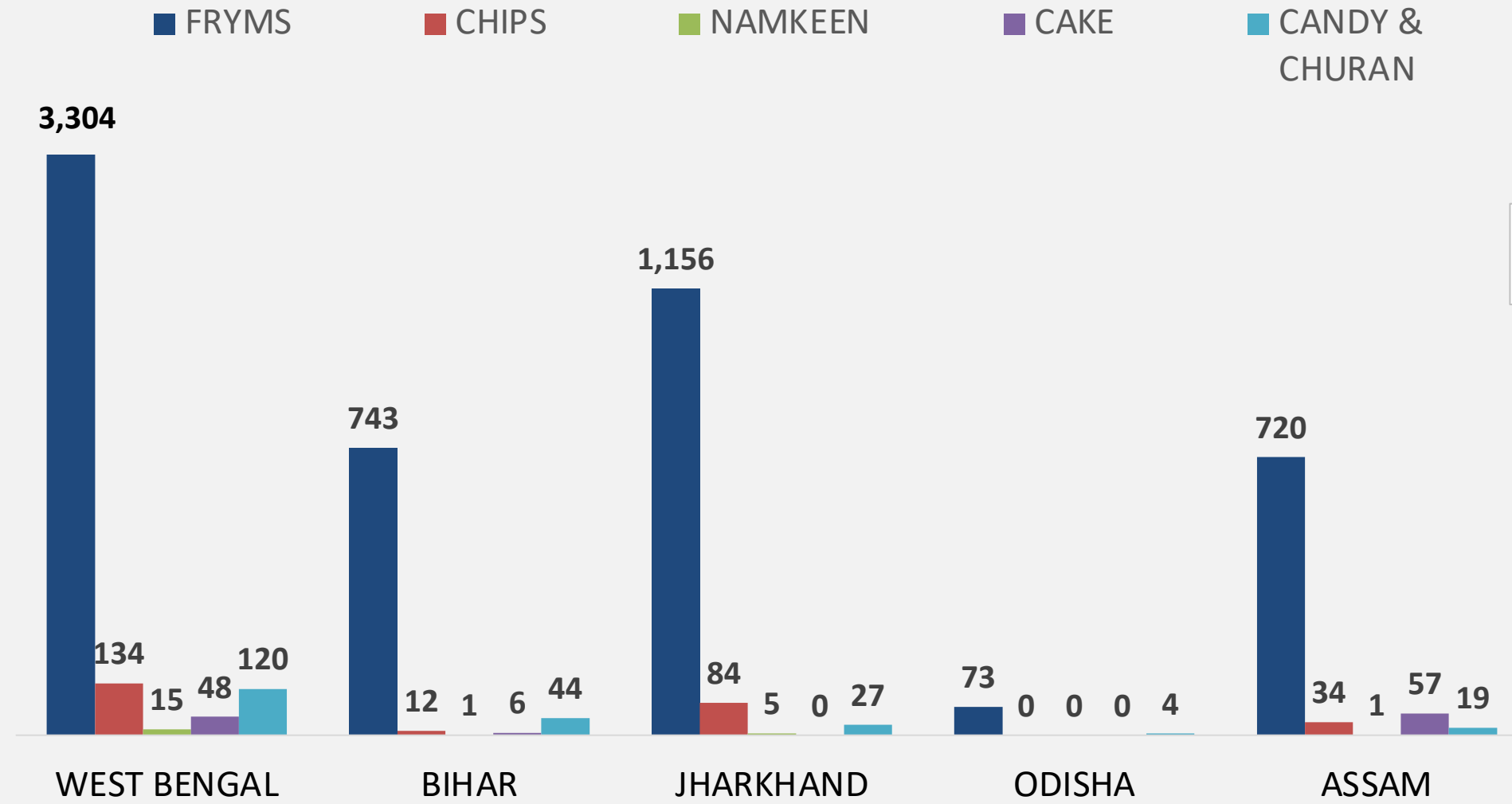
Asset Turnover Ratio as per Sept'22

Fixed Assets as of Sept'22	Rs 13.03 cr
Revenue HY'23	Rs 65.62 cr
Asset Turnover Ratio	10.07

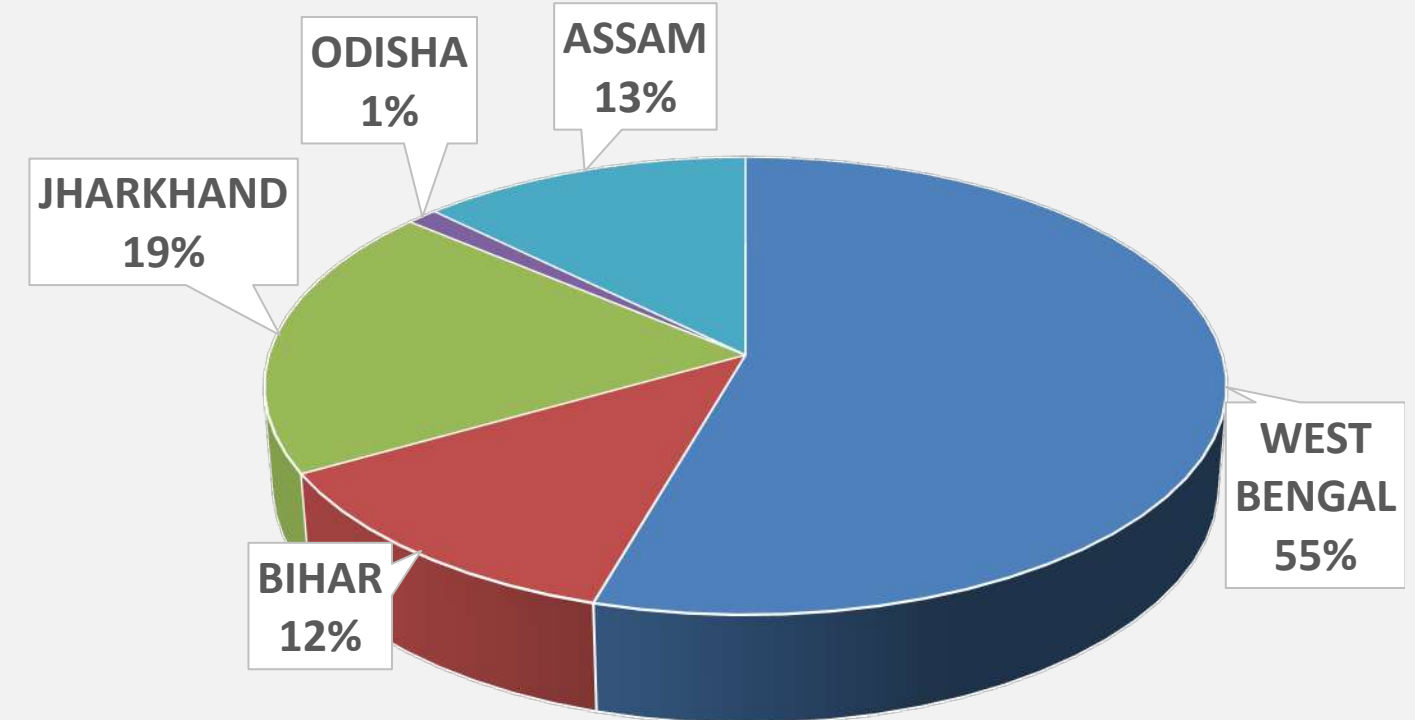


State wise Product wise Sales

Product Wise State Wise Sales (in Lakhs) till HY'23



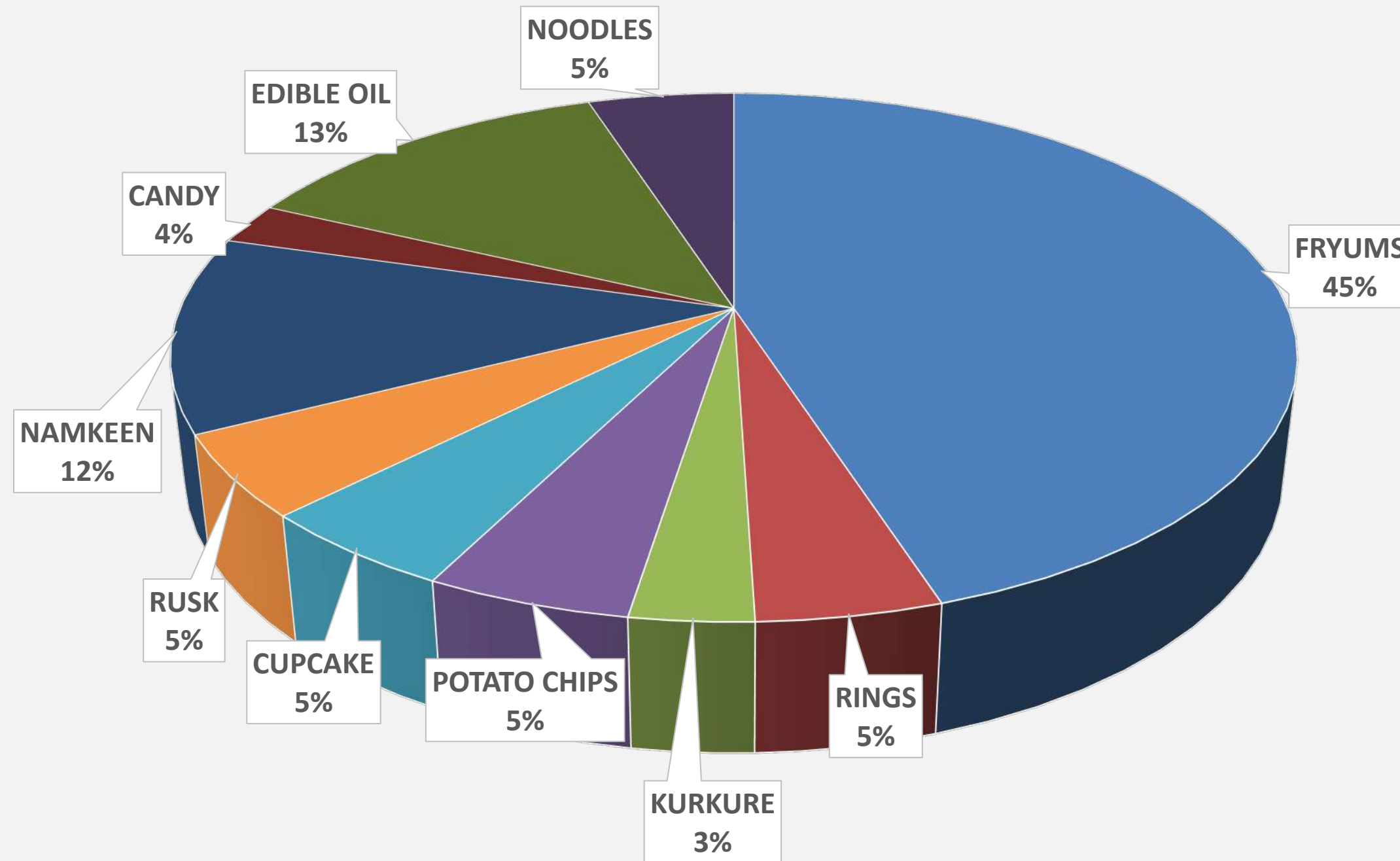
State-wise share of Sales



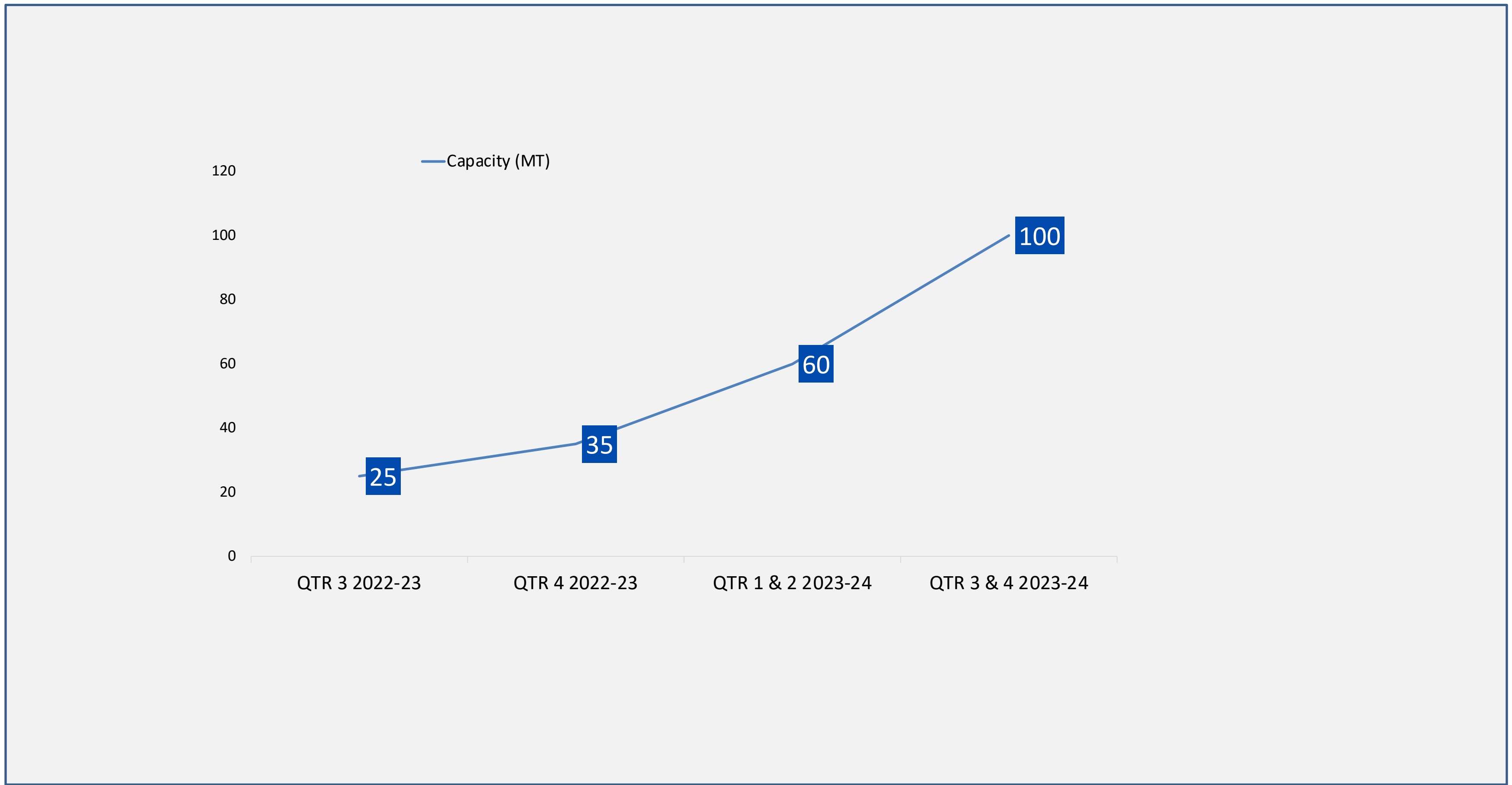
Future Sales Composition



Target Future Sales Composition



Capacity built up till March 2024





India as a high growth consumer market

- Demographic dividend, higher economic spends driving Indian economy to \$5 trillion by 2028
- Focus on development projects and better agriculture produce driving rural employment and demand
- With new normal unfolding, out of home spends on leisure and food is already witnessing robust growth
- Better accessibility with affordability is driving FMCG and F&B demand from rural and semi-urban markets



Eastern & North-eastern markets are largely untapped

- North eastern India has been ranking high on Central Government's development agenda
- Significant improvement in connectivity, infrastructure creation and warehousing, opening a huge untapped market
- High demand for affordable quality products
- Eastern India is largely overlooked by national players owing to low margins and unique taste preferences



Savory snacks - back in the flavour

- Mix of players aiming for a snack at the market largely dominated by unorganised segment
- Hygiene and customer experience driving demand for packaged snacks
- Savory snacks are estimated at INR 30,000 crore, comprising of an equal share from western snacks and Indian namkeen (traditional snacks)
- Growing at around 11-12% CAGR
- Eastern India lags at 3rd position in terms of growth and demand - however growing at a fast pace
- Western Savory snacks are further divided into potato chips (55% share), extruded snacks (25% share), puff category (15% share) and nachos (corn-based chips) category (5% share)*
- Concerted efforts by Government to improve disclosures, standards and transparency to boost organized sector participation and dominance

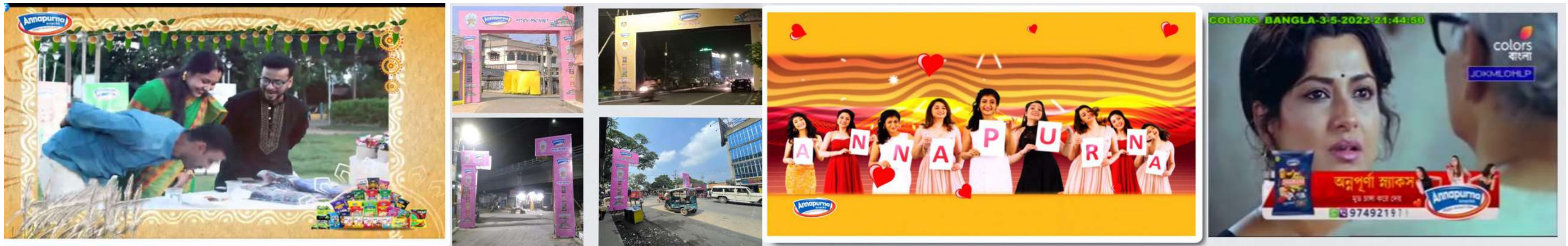


Sweet snacks - the new battleground for market share

- Sweets category is estimated to be around INR 30,000 crore market
- Includes biscuits and cakes
- Growing at around 6-8% CAGR
- Cakes & pies market alone is expected to be around INR 2,200- 2,500 crore
- Eastern India dominates in western sweet snacks in terms of market share

Increasing brand visibility through targetted marketing campaigns

- Undertaken marketing campaigns in target markets (rural and semi-urban areas of West Bengal, Jharkhand & Bihar) using electronic and traditional media
- Participated in festive season-led outreach by empowering communities and garnering outdoor media visibility
- We aim to expand our marketing budget by 2x (from a lower base) and seek the maximum impact on creating brand visibility using efficient resources
- We have also initiated digital marketing for our premium snack category to improve pull-led demand

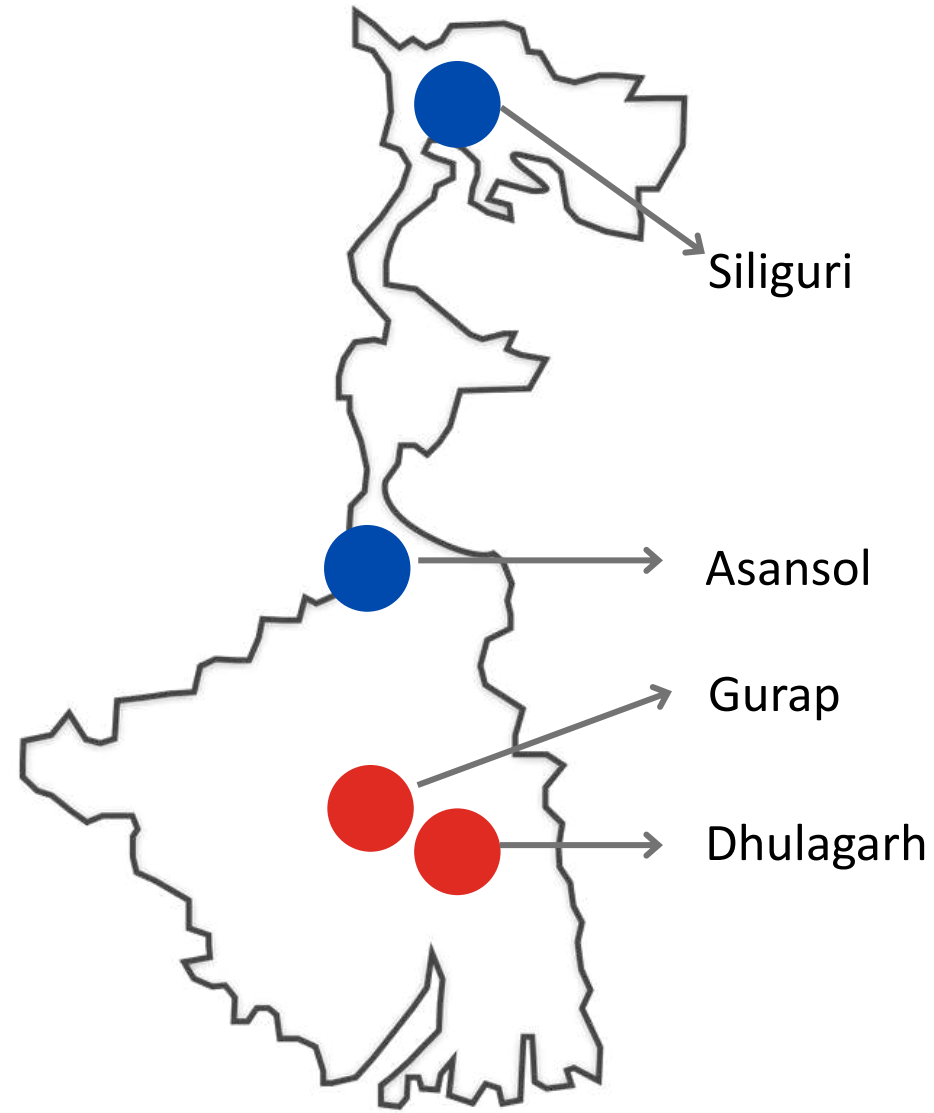




- We are adding two more manufacturing units in West Bengal - both having proximity to the markets of consumption
- Expanding the area to 325,000 sq. ft.
- The expanded scale will bring in better efficiencies and empower foray into deeper markets
- Balance between new capacities and outsourcing partners
- Expansion being done in Food Parks of West Bengal State Government, thereby leading to seamless connectivity & better economies
- Total Capex of approx. INR 24 crore+ underway

We are more than doubling our capacities to 68 MT by September 2023

Own capacities



- Operational
- Under construction

Location	Area (sq. ft.)	Current Daily capacity (MT)	Projected Daily capacity (MT)	Products
Asansol	70,000	15	15	Fryums, Namkeens, Candies
Siliguri – I	35,000	5	5	Extruded snacks, Fryums
Siliguri – II	75,000	10	15	Extruded snacks, Fryums
Gurap	70,000	-	15	Cake, Rusk
Dhulagarh	75,000	-	18.50	Potato chips, Instant noodles, Fryums

Contract Manufacturing

Location	Daily capacity (MT)	Products
Kolkata	1.50	Cakes
Hazaribagh	4.00	Potato chips
Ranigung	4.00	Namkeens

Our foray into D2C segment with Olonkar range of products

- Annapurna Swadisht, through its Direct to Consumer presence, will offer a wide range of ethnic and cultural cuisines in a hygienic, ready-to-eat and affordable format.
- The company is working to empower women across villages in eastern India, for quality procurement of the products
- The company has adopted a village named Khejuri in West Bengal, wherein more than 100 families are being supported
- Olonkar range includes Gohona Bori from Purbo Medinipur, Pickles from Bihar, Papads from Jharkhand and other products, including Ghee and Honey
- Annapurna has partnered with Big Basket and plans to take the Olonkar range of snacks to key markets across India in the coming months



post our IPO, we continue to expand our products



key entry barriers

Cost

Quality

Distribution

Proximity

Supply chain

Successfully forayed into Indian snacks

Commenced supply of cakes and confectionaries

Started the foray into beverages

Expanded super stockists in Assam

Forayed into North-east - Upper Assam

Made key hires in operational roles

the future is tastier...



01

Investing into capacities

One additional unit in Siliguri and two newer units to be operational in 2023

02

Eyeing the margins

Managing inflation without impairing quality and affordability

03

Amplified branding

building further on the homegrown distribution network through brand play

04

Community

Being better by doing good - leveraging our our network & supply chain



we aim to be one of the largest homegrown snacks and beverage companies in the country.

with deep distribution reach across Bharat - we are focused on unpacking possibilities.



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Paschim Bardwan,
Asansol, West Bengal 713 301

Siliguri Unit:

Plot No. RS 471/894, 471, Block - Rajganj, Gram Panchayat -
Dabgram II, Mouza - Dabgram, P.S. Bhaktinagar,
Vill. & Para - North Shantinagar, Jalpaiguri, West Bengal 734004

SAFE HARBOUR STATEMENT

This Release / Communication, except for the historical information, may contain statements, including the words or phrases such as expects, anticipates, intends, will, would, undertakes, aims, estimates, contemplates, seeks to, objective, goal, projects, should' and similar expressions or variations of these expressions or negatives of these terms indicating future performance or results, financial or otherwise, which are forward-looking statements. These forward-looking statements are based on certain expectations, assumptions, anticipated developments and other factors which are not limited to risk and uncertainties regarding fluctuations in earnings, market growth, intense competition and the pricing environment in the market, consumption level, ability to maintain and manage key customer relationship and supply chain sources and those factors which may affect our ability to implement business strategies successfully, namely changes in regulatory environments, political instability, change in international oil prices and input costs and new or changed priorities of the trade. The Company, therefore, cannot guarantee that the forward-looking statements made herein shall be realised. The Company, based on changes stated above, may alter, amend, modify or make necessary corrective changes in any manner to any such forward-looking statement contained herein or make written or oral forward-looking statements as may be required from time to time based on subsequent developments and events. The Company does not undertake any obligation to update forward-looking statements that may be made from time to time by or on behalf of the Company to reflect the events or circumstances after the date hereof.