



Ref No.: PSL/2019-20/CS/SE/14

Date: 21st May, 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 Audited Financial Results for the quarter and year ended March 31, 2019

Please find enclosed herewith Press release for the Audited Financial Results of the Company for the quarter and year ended March 31, 2019.

We request you to kindly take the same on the record.

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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Prataap Snacks Limited (PSL)

REPORTS HEALTHY PERFORMANCE for FY19, REVENUE GROWS 14.9% ON A YOY BASIS

Q4FY19 revenues up 11.8% | Q4FY19 Operating EBITDA margin 7.3%

Indore, May 21, 2019: Prataap Snacks Ltd. (PSL), (BSE- 540724), (NSE- DIAMONDYD) a leading Indian Snack Foods Company has announced its financial results for the fourth quarter and fiscal year ended 31st March 2019:

In Q4 FY19, PSL reported:

- Revenue of Rs. 3,065.3 million, delivered double digit growth of 11.8% yoy
- Operating EBITDA of Rs. 223.0 million, translating to a margin of 7.3%
- PAT* stood at Rs. 137.1 million in Q4FY19
- EPS* (Diluted) was at Rs. 5.84 per share in Q4FY19

In FY19, PSL reported:

- Total revenue of Rs. 11,706.1 million, higher by 14.9% yoy
- Operating EBITDA of Rs. 832.2 million, translating to a margin of 7.1%
- PAT* of Rs. 446.4 million in FY19
- EPS* (Diluted) was Rs. 19.03 per share in FY19

**Note - PAT and EPS are after adjusting for enhanced depreciation on intangible assets created upon acquisition of Avadh Snacks*



Commenting on the Q4 & FY19 performance, Mr. Amit Kumar – MD, Prataap Snacks Limited said;

"Over last 15 years, Yellow Diamond has evolved into a national brand in the Indian Snack Foods industry with a diversified product portfolio of more than 100 SKU's across multiple categories and having a truly pan-India presence. Even as we made progress in major markets, one key geography where we always endeavoured to build a dominant presence was Gujarat, the largest snacks food market in India. To fulfill that ambition, we acquired Avadh Snacks in Q3, the fourth largest salted snacks player in Gujarat. The acquisition gives us access to Avadh's well entrenched distribution network in Gujarat, which is being leveraged for Yellow Diamond products too. In addition, Avadh gives us a complementary product portfolio of 'Pellet Snacks' which we are looking to sell in markets outside Gujarat. This was the maiden acquisition in our history and in we have focused our efforts to ensure a successful and seamless post-merger integration. We are happy to report that the effort is yielding good results.

Even as the Avadh portfolio has progressed well, the organic Yellow Diamond portfolio faced certain challenges. While most of our product segments have done well, Rings performance was below expectations and has pulled down the overall growth. We are working on strategies and are confident of reverting to a similar kind of growth trajectory delivered in the past.

We are excited with the encouraging response for our sweet snacks portfolio. The Cookie Cake product is being well accepted in the market and we are witnessing good traction. Considering this we are expanding production capacity for sweet snacks by adding more lines in the existing plant. In addition we plan to launch variants like Cup Cake and Tiffin Cake in the coming months, which will further elevate the growth of this segment in FY20."

-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.

