



BIKAJI FOODS INTERNATIONAL LIMITED

F 196-199, F 178 & E 188, Bichhwal Industrial Area, Bikaner, Rajasthan, India – 334006

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CIN: L15499RJ1995PLC010856 | GST No.: 08AAICS1030P1Z5

Ref: BFIL/SEC/2024-25/101

Date: February 06, 2025

To,
Dept of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400 001 (Maharashtra)
Scrip Code: 543653

The Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (East),
Mumbai 400 051 (Maharashtra)
Trading Symbol: BIKAJI

Subject: Investor Presentation or Communication

Dear Sir/ Madam,

In compliance with the applicable requirements of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”), as amended, from time to time, please find enclosed herewith a copy of the Investor Presentation or Communication in relation with the Unaudited Standalone and Consolidated Financial Results of the Company for the quarter and nine months year ended on December 31, 2024.

In compliance with the Regulation 46 of the Listing Regulations, the presentation will also be hosted on the website of the Company and the same can be accessed at www.bikaji.com.

You are kindly requested to take the same on record.

Thanking you

Yours faithfully,
For Bikaji Foods International Limited

Rahul Joshi
Head - Legal and Company Secretary
Membership No.: ACS 33135

Enclosure: As above

BIKAJI

Bikaji Foods International Limited

Q3 & 9MFY25 EARNINGS PRESENTATION
February 06th, 2025



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DISCLAIMER

This presentation may have certain statements that may be “forward looking” including those relating to general business plans and strategy of Bikaji Foods International Ltd., its outlook and growth prospects. The actual results may differ materially from these forward-looking statements due to several risks and uncertainties which could include future changes or developments in Bikaji Foods International Ltd., the competitive environment, the company’s ability to implement its strategies and initiatives, respond to technological changes as well as sociopolitical, economic and regulatory conditions in India.

All financial data in this presentation is obtained from the unaudited/audited financial statements and the various ratios are calculated based on these data. This presentation does not constitute a prospectus, offering circular or offering memorandum or an offer, invitation or a solicitation of any offer, to purchase or sell, any shares of Bikaji Foods International Ltd. and should not be considered or construed in any manner whatsoever as a recommendation that any person should subscribe for or purchase any of Bikaji Foods International Ltd. shares. None of the projection, expectations, estimates or prospects in this presentation should be construed as a forecast implying any indicative assurance or guarantee of future performance, nor that the assumptions on which such future projects, expectations, estimates or prospects have been prepared are complete or comprehensive .

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Q3FY25 KEY FINANCIAL HIGHLIGHTS

Resilient Performance amidst challenging environment with
29.0% Gross Margin & 7.8% EBITDA Margin

14.5% ↑

Revenue from operations

INR 7,149 mn

3.0% underlying volume growth

-26.0% ↓

EBITDA

INR 555 mn

-39.6% ↓

PAT

INR 278 mn

29.0%

Gross margin at

(down 257 bps YoY)

7.8%

EBITDA Margin at

(down 425 bps YoY)

*Note: # Growth is calculated on a year-on-year basis
Revenue from operations consist of PLI income and revenue from new acquisitions done during the quarter / period.*

9MFY25 KEY FINANCIAL HIGHLIGHTS

Resilient Performance amidst challenging environment with
32.0% Gross Margin & 12.6% EBITDA Margin

17.1% ↑

Revenue from operations

INR 20,082 mn

11.0% underlying volume growth

11.1% ↑

EBITDA

INR 2,539 mn

4.9% ↑

PAT

INR 1,544 mn

32.0%

Gross margin at

(down 41 bps YoY)

12.6%

EBITDA Margin at

(down 68 bps YoY)

Note: # Growth is calculated on a year-on-year basis

Revenue from operations consist of PLI income and revenue from new acquisitions done during the quarter / period.

MANUFACTURING FACILITIES

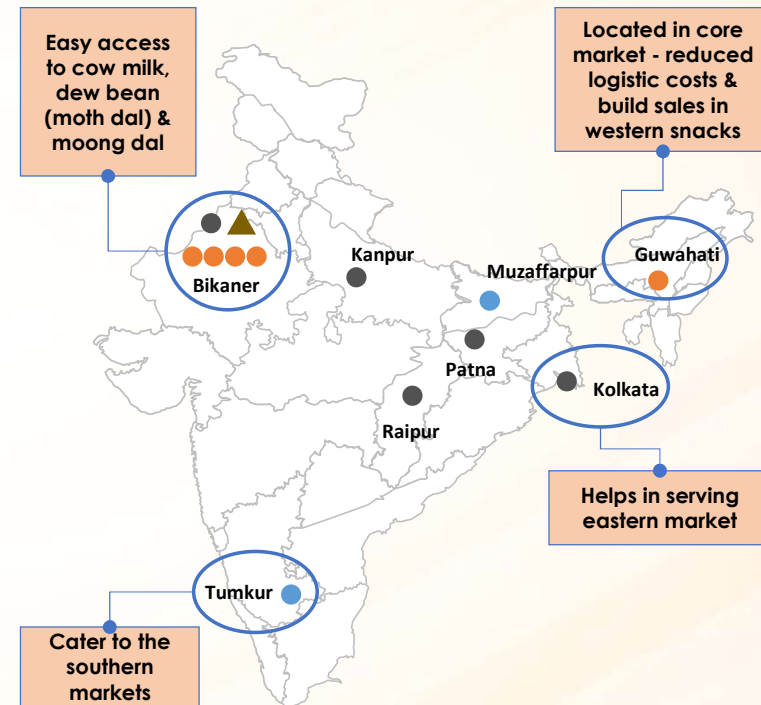


Category wise Installed Capacity

Installed Capacity as of 31 st December 2024	
Category	Capacity (in metric tonnes)
Bhujia	57,600
Namkeen	141,540
Packaged Sweets	62,280
Western Snacks	39,300
Papad	11,400
Others	13,200
Total	325,320

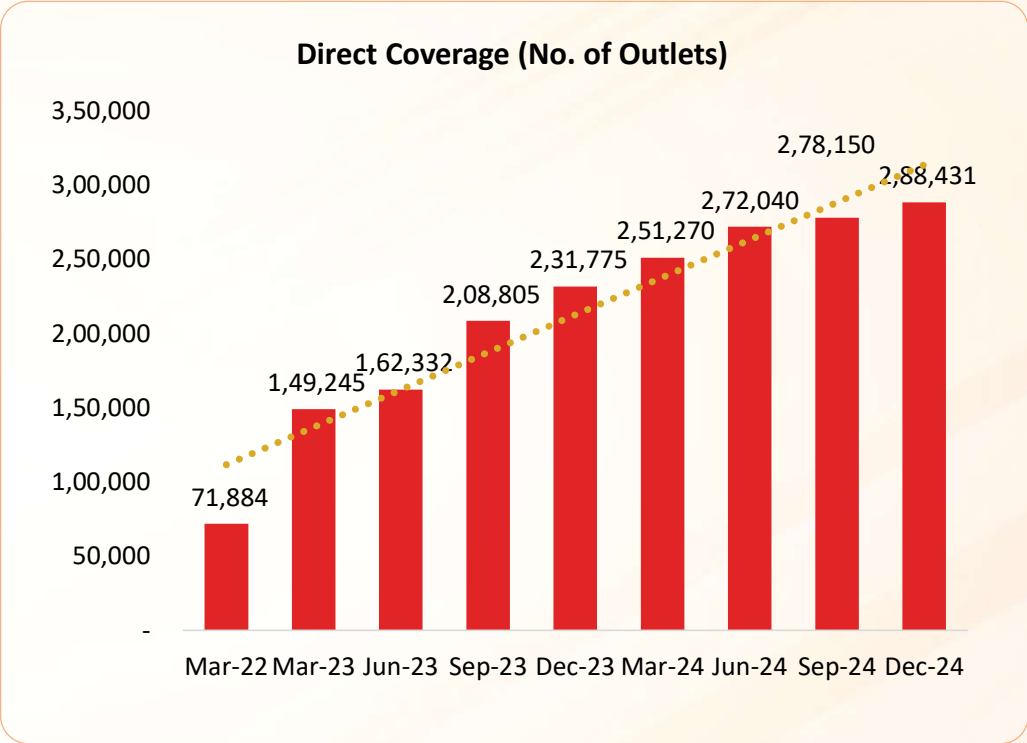
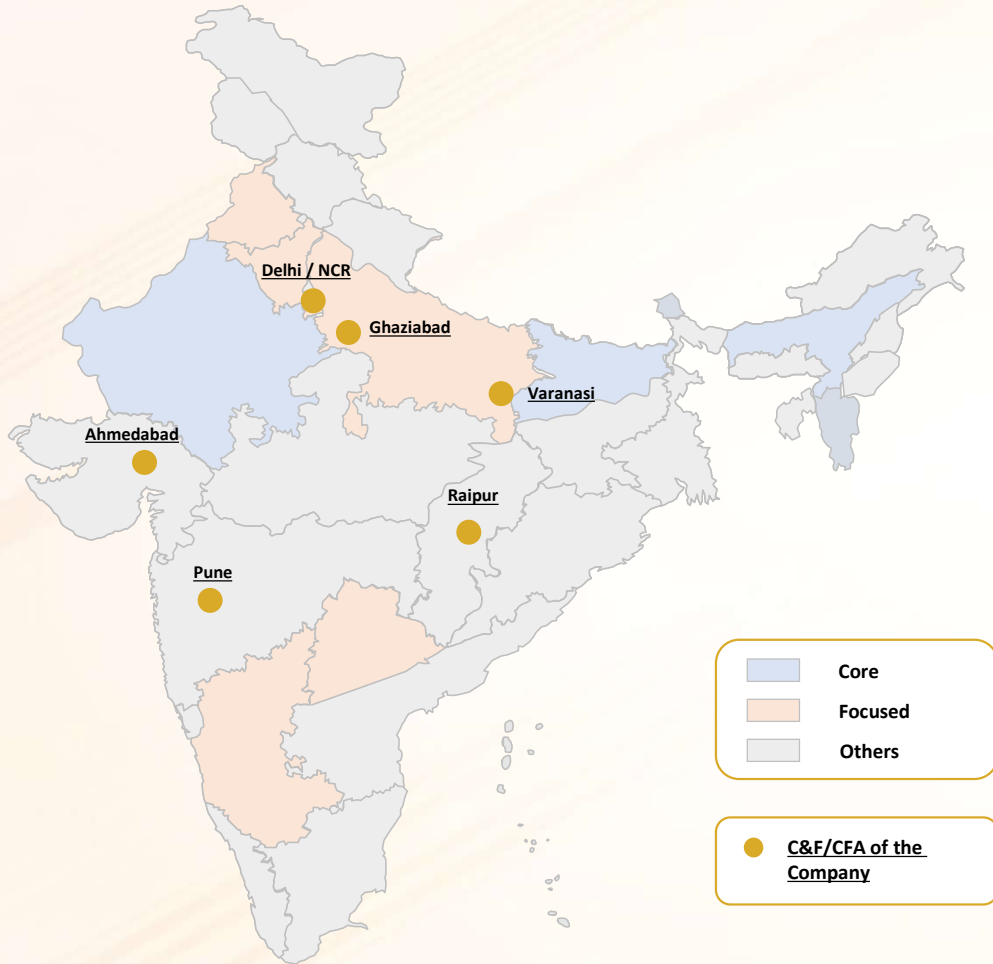
Done with Capex commitment for PU

Manufacturing facilities



Strategically located manufacturing facilities

PAN INDIA DISTRIBUTION



Focus on increasing direct reach

Continued focus on direct distribution model

Overall total reach as on 31st December 2024 – 2.88 Lacs outlets

BIKAJI

MARKETING INITIATIVES



ATL MARKETING ACTIVITIES



MEGA CONSUMER OFFER

Bikaji Khao London Jao



Winner Highlights

15 London Winners

74 TVS Jupiter Winners

150 LED TV Winners

448 VIP Bags Winners

78k+ Rs 100 Cashback winners

38k+ Rs 75 Cashback winners

7k+ Borosil voucher winners

5 lakh + website discount winners

REGIONAL ADS - Launch + Sustenance



CAMPAIGN TVC



IMPACT PROPERTY – KBC (SONY TV)



RADIO CAMPAIGN - Average of 20 spots per day



SOCIAL MEDIA OVERVIEW, INFLUENCER CAMPAIGN & MELA



SOCIAL MEDIA HIGHLIGHTS

4 Language Ads:
Hindi, Gujarati, Kannada & Assamese

Reach
61 Million

Impressions 84
Million

Website clicks
3 lacs

CONSUMER CAMPAIGN HIGHLIGHT

5 Months

3 Categories

Aug '24 to Dec '24

Bhujia, Namkeen & Sweets

15
SKUs

Family packs + Sweets

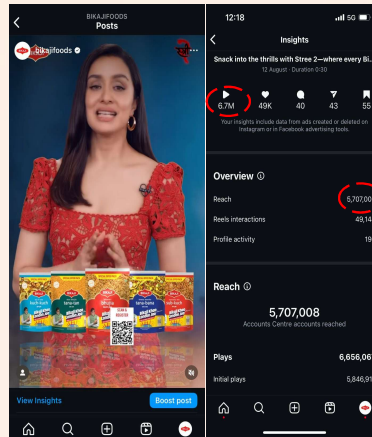
States
33

Cities
3630

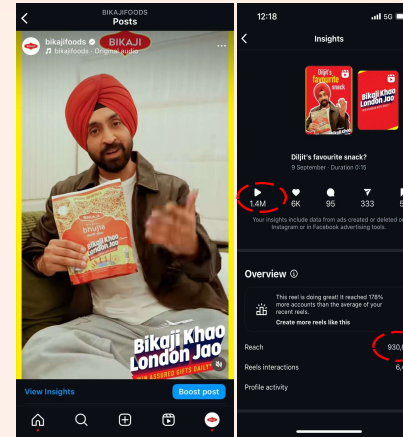
Winners
6,34,272

PRODUCT INTEGRATION AND INFLUENCER CAMPAIGN

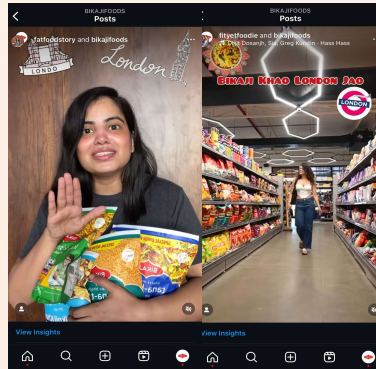
Reach of 6+ million



Stree 2 Collaboration



Celebrity influencer



Influencer Collaboration



EXHIBITIONS

Exhibited at Indus Food 2025



FESTIVE CAMPAIGN



15 Gift Hamper Boxes



2 Premium Boxes



Special Boxes for Reliance

Print Media Coverage



Regions – Pan – India
Publications – TOI, Dainik Bhaskar, Patrika, etc..

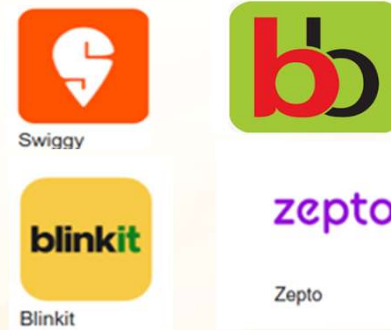


Social Media Coverage



Target – Goregoan & Malad | Focus – Malad QSR

E.Com & Quick Com – Diwali Campaign



- 80 Campaigns
- 4 Channel Partners
- 3 million + Impressions

BIKAJI

BUSINESS PERFORMANCE

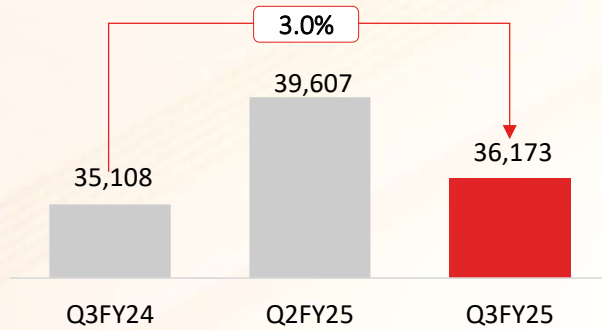


Q3FY25 BUSINESS PERFORMANCE

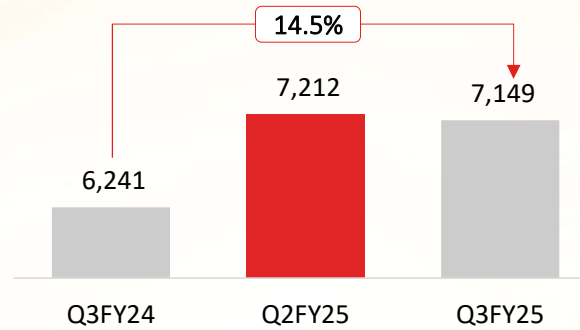


(INR Mn)

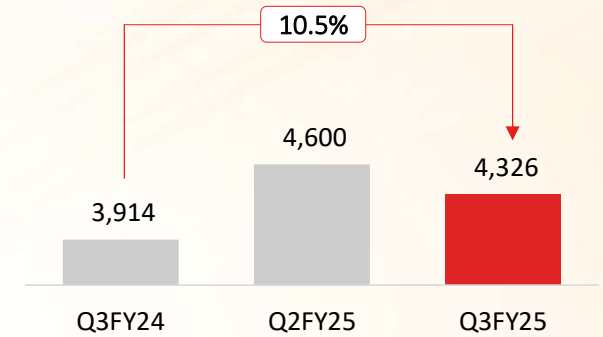
Volume (in tonnes)*



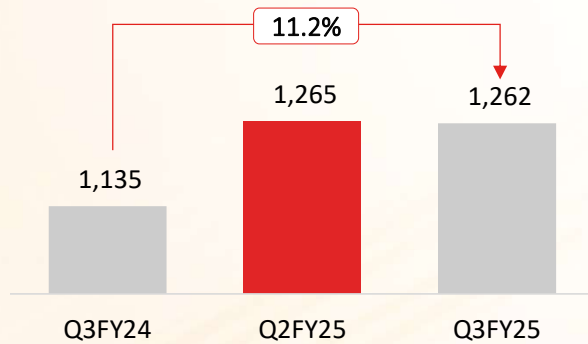
Revenue from Operations*



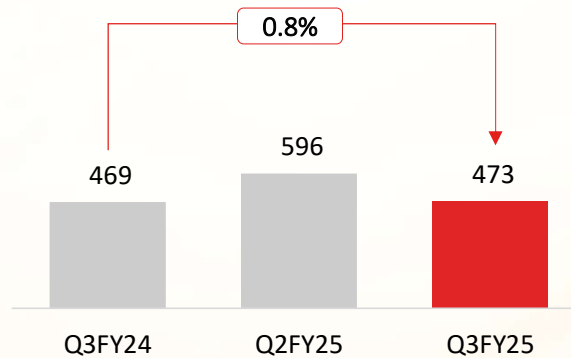
Ethnic Snacks



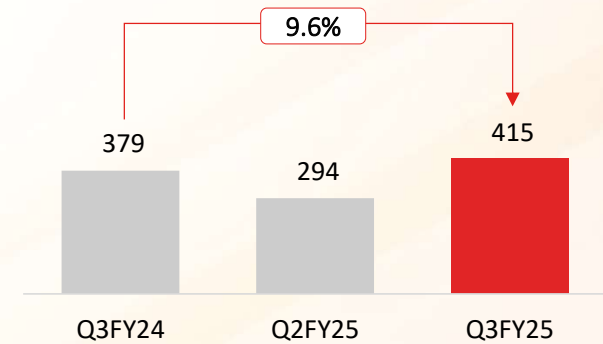
Packaged Sweets



Western Snacks



Papad



Note: *Revenue from operations includes sale of raw material, packing materials, PLI Income and service income also which is not included in category wise breakup. It also includes revenue from new acquisitions done during the quarter / period.

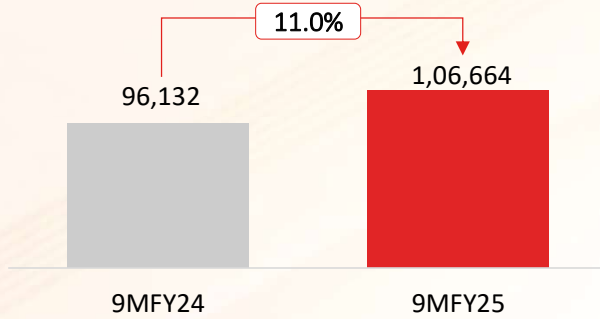
Overall Adjusted Volume is 33,529 Tonnes on account of consumer offer (10% extra) in Traditional Snacks in Q3 FY 23-24, Reflecting 7.9% adjusted volume growth

9MFY25 BUSINESS PERFORMANCE

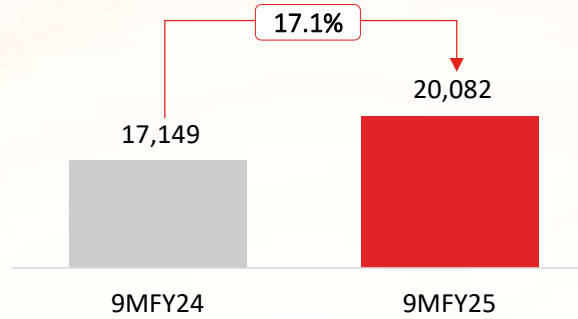


(INR Mn)

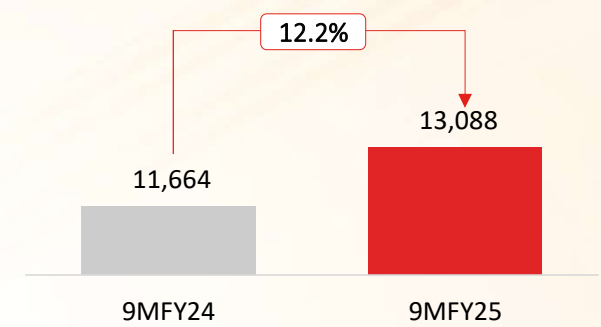
Volume (in tonnes)#



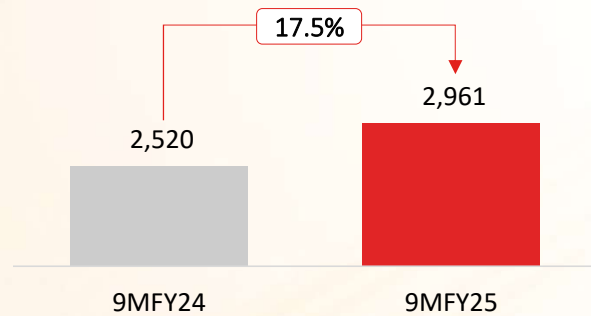
Revenue from Operations*



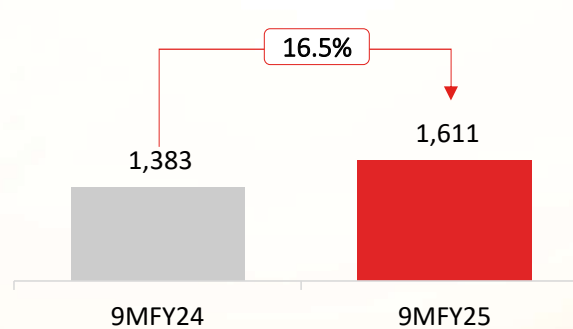
Ethnic Snacks



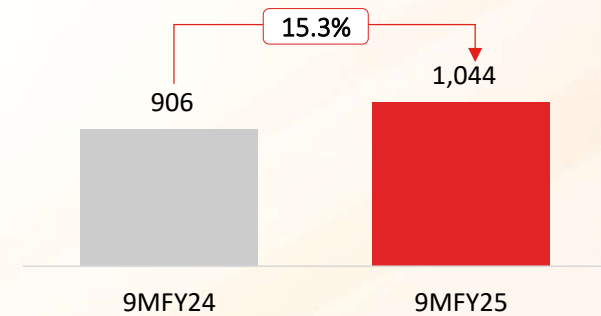
Packaged Sweets



Western Snacks



Papad



Note: *Revenue from operations includes sale of raw material, packing materials, PLI Income and service income also which is not included in category wise breakup. It also includes revenue from new acquisitions done during the quarter / period.

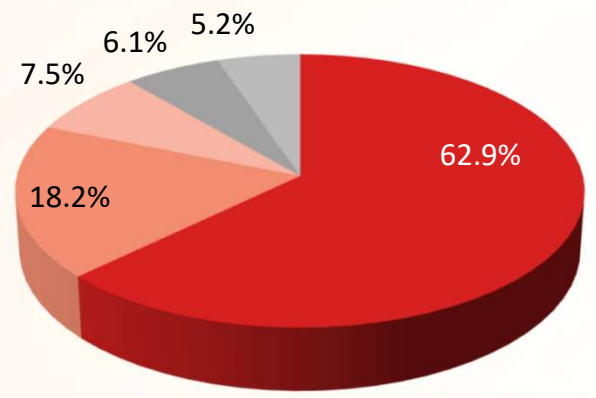
Overall Adjusted Volume is 94,122 Tonnes on account of consumer offer (10% extra) in Traditional Snacks in Q3 FY 23-24, Reflecting 13.3% volume growth

Q3FY25 PRODUCT MIX



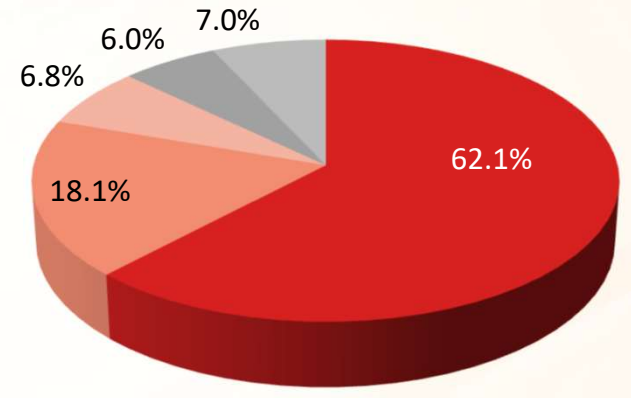
(in %)

Q3FY24



- Ethnic Snacks
- Packaged Sweets
- Western Snacks
- Papad
- Others

Q3FY25



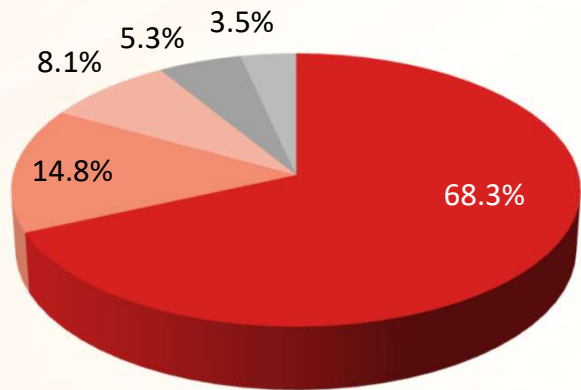
- Ethnic Snacks
- Packaged Sweets
- Western Snacks
- Papad
- Others

9MFY25 PRODUCT MIX



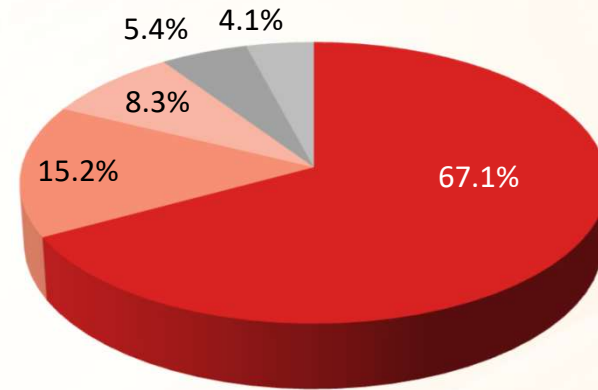
(in %)

9MFY24



- Ethnic Snacks
- Packaged Sweets
- Western Snacks
- Papad
- Others

9MFY25

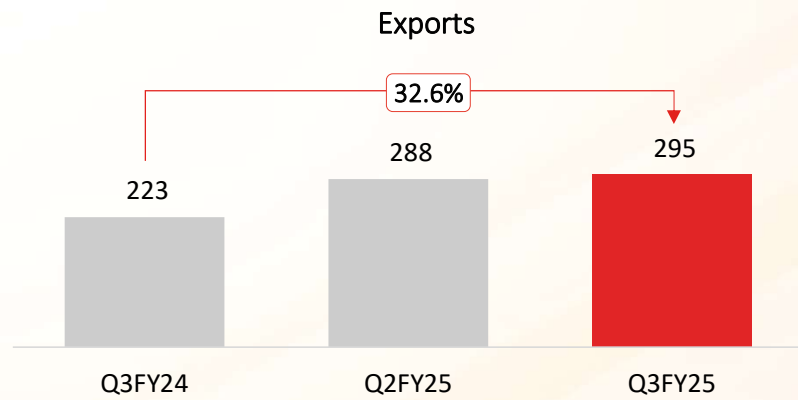
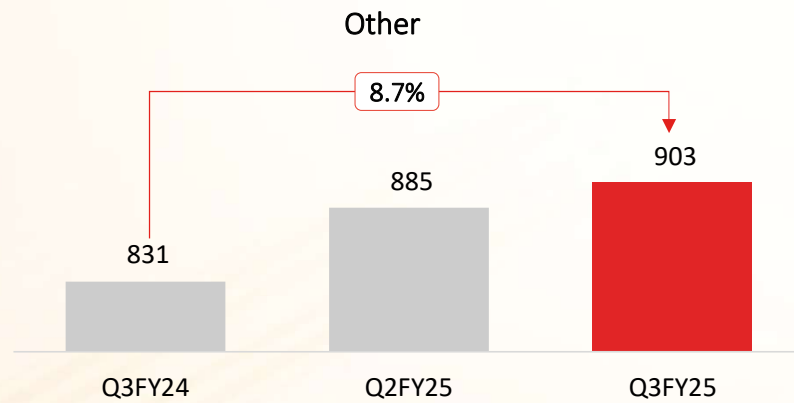
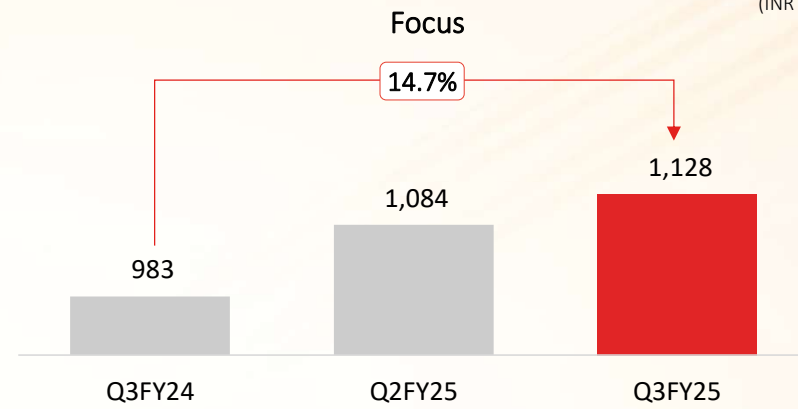
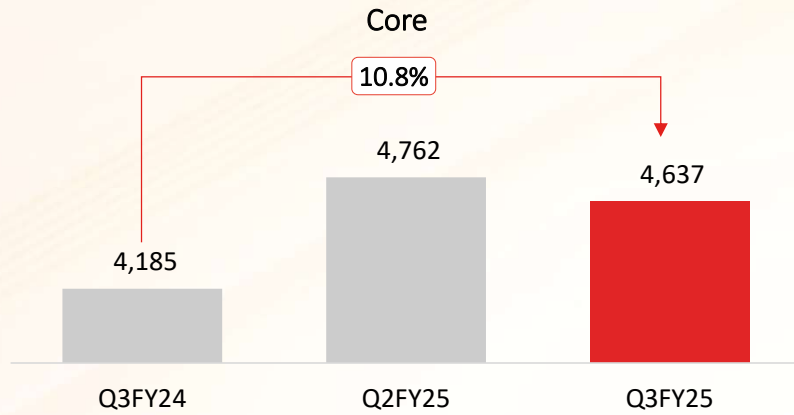


- Ethnic Snacks
- Packaged Sweets
- Western Snacks
- Papad
- Others

Q3FY25 CORE & FOCUS MARKETS PERFORMANCE



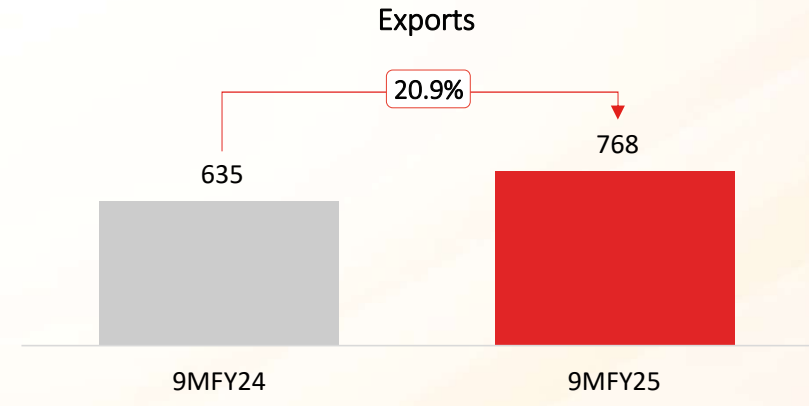
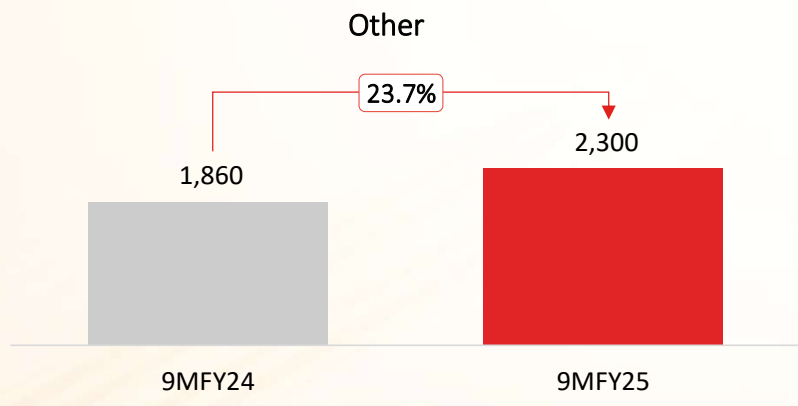
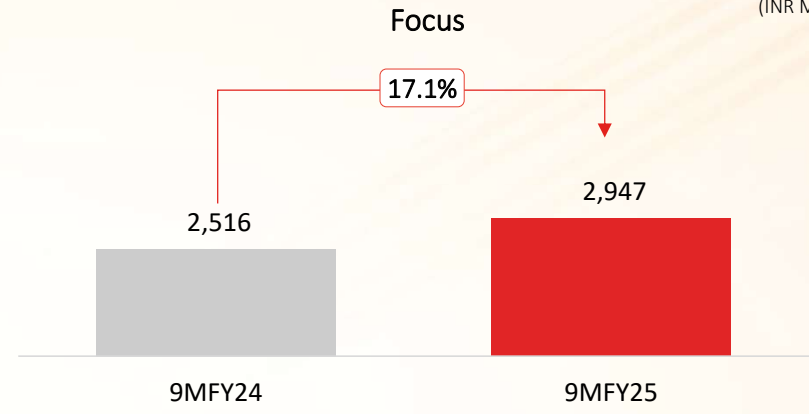
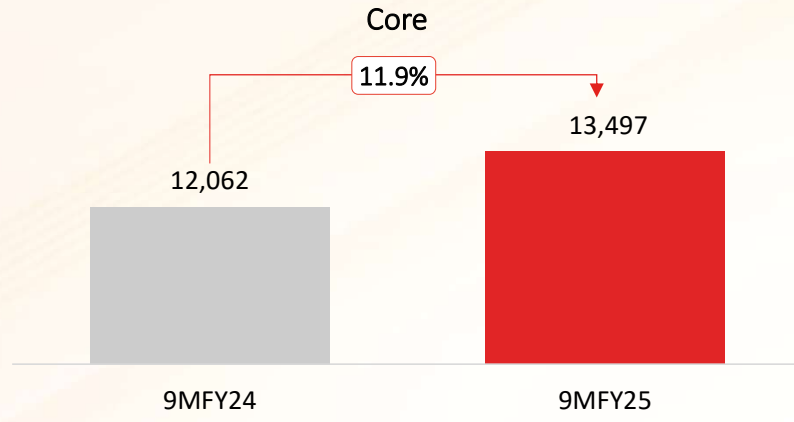
(INR Mn)



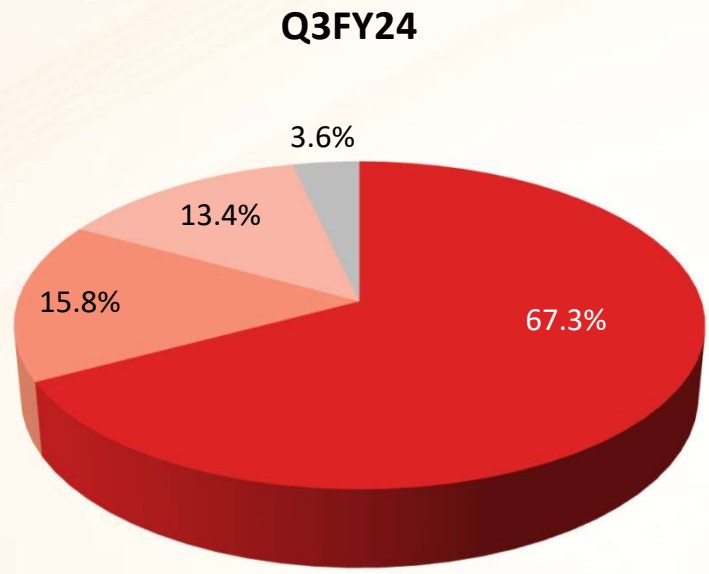
9MFY25 CORE & FOCUS MARKETS PERFORMANCE



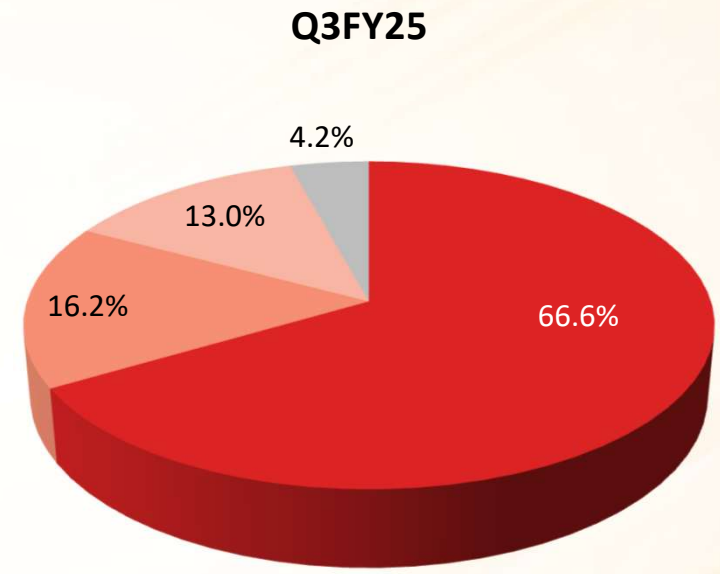
(INR Mn)



Q3FY25 CORE & FOCUS MARKETS-WISE MIX



■ Core ■ Focus ■ Other ■ Export

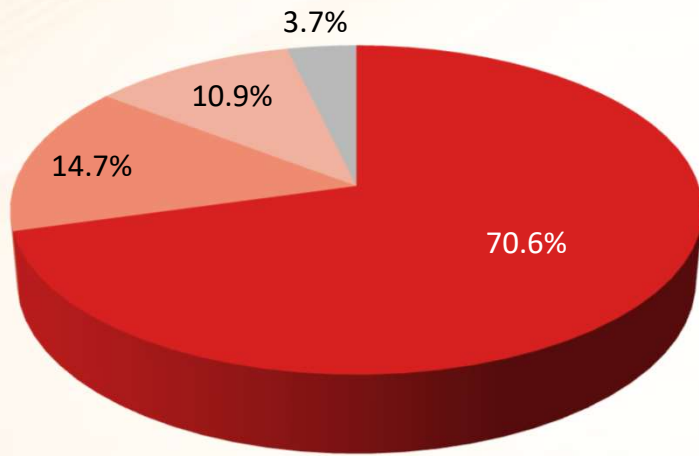


■ Core ■ Focus ■ Other ■ Export

9MFY25 CORE & FOCUS MARKETS-WISE MIX

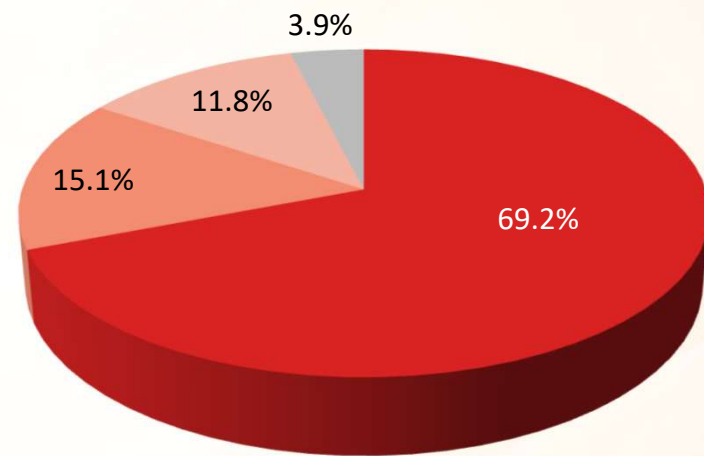


9MFY24



■ Core ■ Focus ■ Other ■ Export

9MFY25

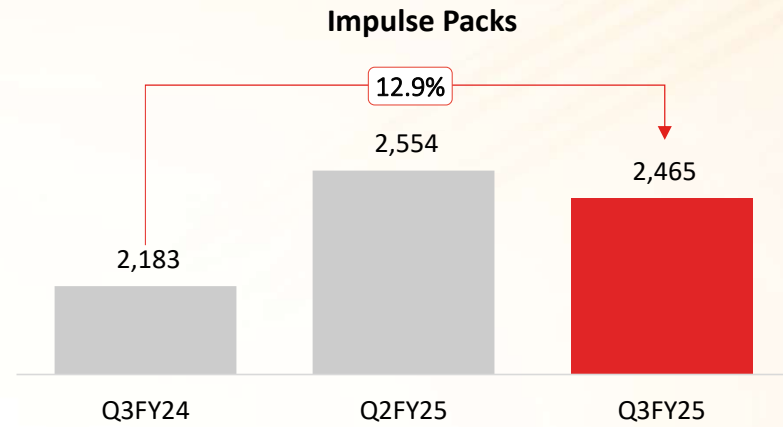
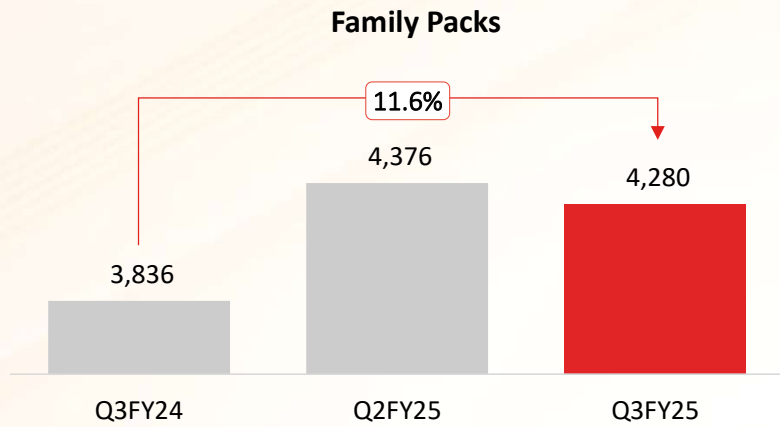


■ Core ■ Focus ■ Other ■ Export

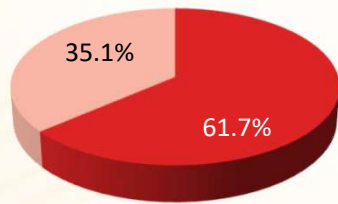
Q3FY25 SKU MIX- MARKET LEADER IN FAMILY PACK SEGMENT



(INR Mn)

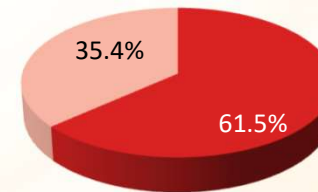


Q3FY24



■ Family packs ■ Impulse packs

Q3FY25

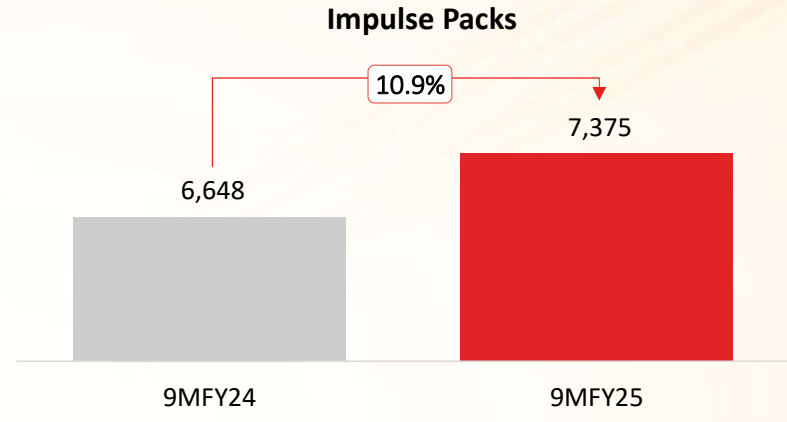
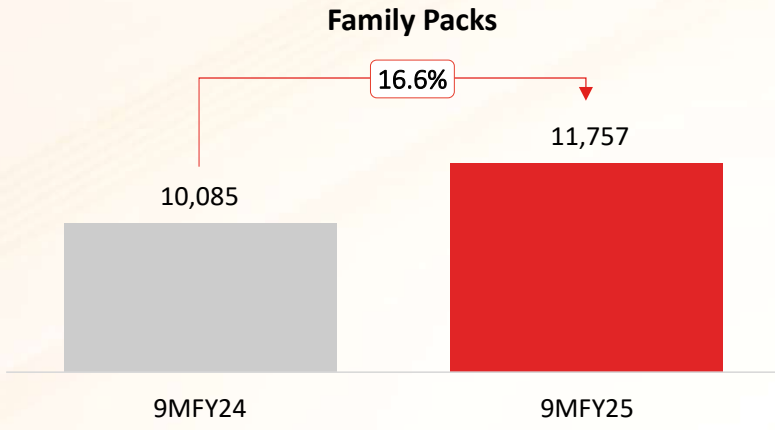


■ Family packs ■ Impulse packs

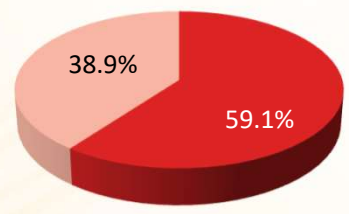
9MFY25 SKU MIX- MARKET LEADER IN FAMILY PACK SEGMENT



(INR Mn)

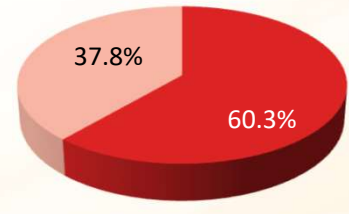


9MFY24



■ Family packs ■ Impulse packs

9MFY25



■ Family packs ■ Impulse packs

KEY QUARTERLY HIGHLIGHTS/COMMENTARY

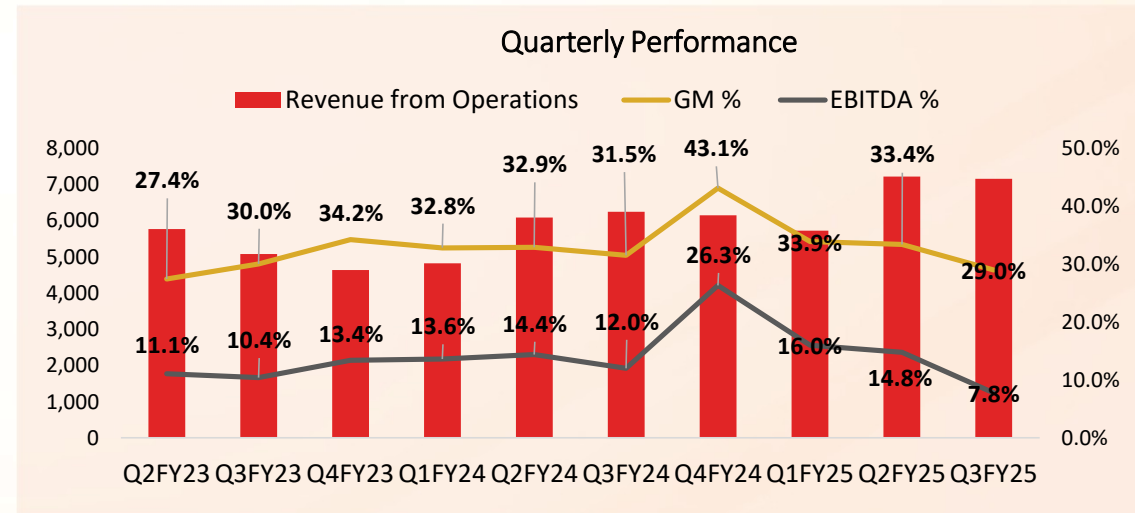


Key Financial Performance

(INR Mn)

Particulars	Q3 FY25	YoY (%)	QoQ (%)
Total revenue from operations	7,149	14.5%	-0.9%
EBITDA	555	-26.0%	-48.0%
PAT	278	-39.6%	-59.5%

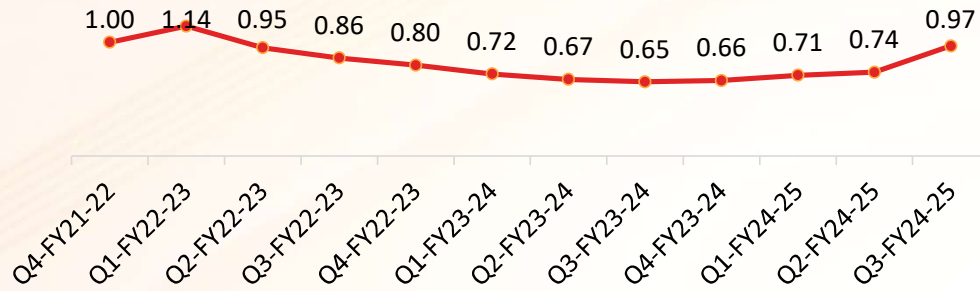
- Delivered overall volume growth of 3.0% and value growth of 11.9% in Q3 YoY
- Company has delivered a volume growth of 7.9% in Q3 YoY post adjustment of consumer offer (10% extra) offered in Traditional Snacks in Q3 FY 23-24.
- We experienced inflationary pressures in key commodities such as edible oil, potato, and besan, which impacted our gross margin. The sharp rise in prices could not be fully passed on to the consumer



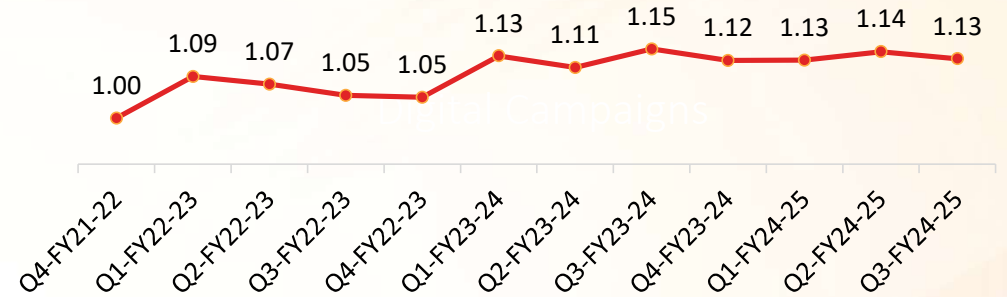
SENSITIVITY IN KEY MATERIAL CATEGORIES



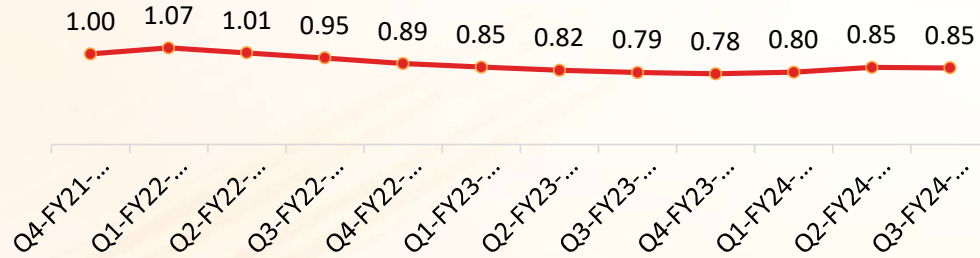
Edible Oil



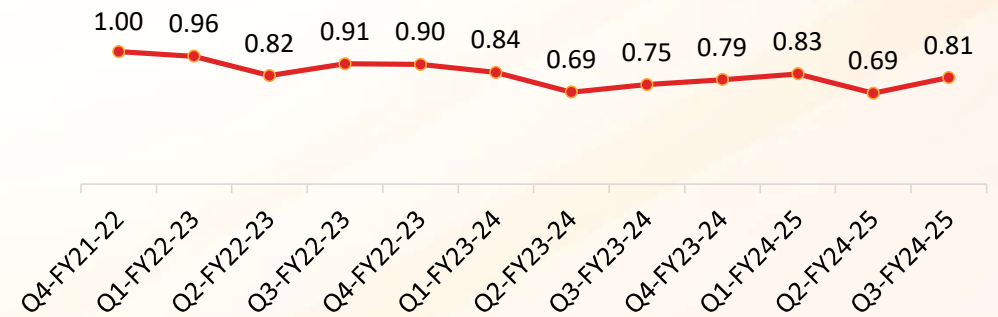
Pulses and Flours



Laminates



Corrugated Boxes



CONSOLIDATED FINANCIAL PERFORMANCE | P&L



(INR Mn)

Particulars	Quarter ended 31 st December, 2024	Quarter ended 30 th September, 2024	Quarter ended 31 st December, 2023	9M FY25 31 st December, 2024	9M FY24 31 st December, 2023
Revenue from Operations	7,149	7,212	6,241	20,082	17,149
Other Income	79	79	58	229	175
Total Revenue	7,228	7,291	6,300	20,312	17,324
Cost of Goods Sold	5,079	4,805	4,274	13,664	11,597
Gross Profit	2,070	2,406	1,967	6,418	5,551
Gross Margins (%)	29.0%	33.4%	31.5%	32.0%	32.4%
EBITDA	555	1,067	750	2,539	2,285
EBITDA Margin (%)	7.8%	14.8%	12.0%	12.6%	13.3%
EBIT	349	882	592	1,969	1,837
<i>EBIT Margin (%)</i>	4.9%	12.2%	9.5%	9.8%	10.7%
PAT	278	686	460	1,544	1,472
PAT Margin (%)	3.9%	9.5%	7.4%	7.7%	8.6%
EPS (Basic)	1.14	2.76	1.87	6.24	5.99

BIKAJI

Bikaji Foods International Ltd.

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Prateek Sharma | Email: prateek.sharma@bikaji.com

Registered Office:

F 196 -199, F 178 & E 188 Bichhwal IND. Area, Bikaner RJ 334006 IN.

Corporate Office:

Plot No.E-558-561, C-569-572, E-573-577,f-585-592

Karni Extension, Riico Industrial Area, Bikaner 334004 RJ IN

