

Agro Tech Foods Limited

28th April, 2023

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BSE Limited,
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The Manager
Listing Department
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Exchange Plaza, Bandra-Kurla Complex,
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Codes: BSE Scrip code 500215, Co. code 1311
 NSE Symbol ATFL, Series EQ-Rolling Settlement

Dear Sirs,

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

Further to our earlier letter dated 19th April, 2023 regarding hosting of an analyst call on the financial results for Q4 and year ended March 31, 2023 on Friday, 28th April, 2023, we are enclosing a copy of the presentation proposed to be shared to analysts and investors at the said Call. The presentation would also be placed on the website of the Company.

You are requested to take this on record.

Thanking you,

Yours faithfully,
For Agro Tech Foods Limited

Jyoti Chawla

Digitally signed by Jyoti
Chawla
Date: 2023.04.28 13:03:43
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JYOTI CHAWLA
COMPANY SECRETARY

Encl.....

ATFL an affiliate of



ATFL FY'23 Q4 Results Update



April 28th, 2023

Company Strategic Vision

**The Best Performing
Most Respected
Foods Company in
India**

Quarter 4/FY'23 – Key Performance Highlights

Steady Foods Growth – Improving Margins

- Q4 Foods Revenues of Rs. 103 crore - 3% higher than PY - reflecting Covid19 Third Wave in Jan/Feb 2022. FY'23 Foods Growth of 9%.
- Both Foods & Staples show moderate growth on full year basis in Gross Margin. GM of Rs. 97 crores in Foods and Rs. 77 crores in Staples.
- Exit Foods Gross Contribution (NS-RM-PM) of 46% indicating full recovery from Commodity Spike of FY'23.
- FY'23 Foods A&P of 5.3% - lower than desired range of 7-8% but nevertheless an acceptable level of investment.
- Change in Employee Benefits for FY'23 reflects largely headcount changes.
- FY'23 Other Expenses higher than PY by Rs. 13 crore – Restoration of Travel and Increase in Freight the largest component.
- PBT & PAT for FY'23 are Rs. 20.4 crore & Rs. 15.1 crore respectively.

Performance Highlights by Category



1. *Ready to Cook*
(Rs. 18,000 crore)



2. *Ready to Eat - Western*
(Rs. 28,500 crore)



3. *Spreads*
(Rs. 3400 crore)



4. *Breakfast Cereals*
(Rs. 3500 crore)



5. *Chocolate Confectionery*
(Rs.13,600 crore)



6. *Staples*
(N.A.)

* Category Sizes in Brackets – At Retail Price

Ready to Cook Snacks

RTC	Q1, FY'23	Q2 FY'23	Q3, FY'23	Q4, FY'23	FY'23
Volume	-5%	-4%	-6%	-8%	-5%
Value	-4%	+1%	-3%	-7%	-3%



- Volume attrition in the RTC category held at 5%.
- Elevated level of Media investments, Expansion of Distribution and Effective Use of the Rs.15 Pack with Retail Demos key to minimizing attrition.
- Exiting FY'23 in good shape to get back to Growth in FY'24 – normalized post Covid19 base.
- Seeding of Snacking Kits underway. Strong acceptance in select Stores but broad based success still pending.
- Roll out of Pizza & Pasta Sauces started in FY'23.



Ready to Eat Snacks

RTE	Q1 FY'23	Q2 FY'23	Q3, FY'23	Q4, FY'23	YTD FY'23
Volume	+65%	+32%	+36%	+27%	+37%
Value	+79%	+50%	+37%	+30%	+45%



- Strong Volume growth driven by strengthening of RTE Popcorn with clear All India leadership.
- Sweet Snacks start to gain momentum – Caramel Bliss/Duo Crunchiez – Sweet Share of RTE up to 11% in Q4, FY'23.
- Impact of greater Scale in RTE Popcorn, increased Share of Sweet and greater Overhead Absorption significantly enhances Profitability of RTE Snacks.
- Continue to drive both Scale of Savory & Share of Sweet.
- Leverage learnings from RTE Popcorn on Other RTE Snacks.



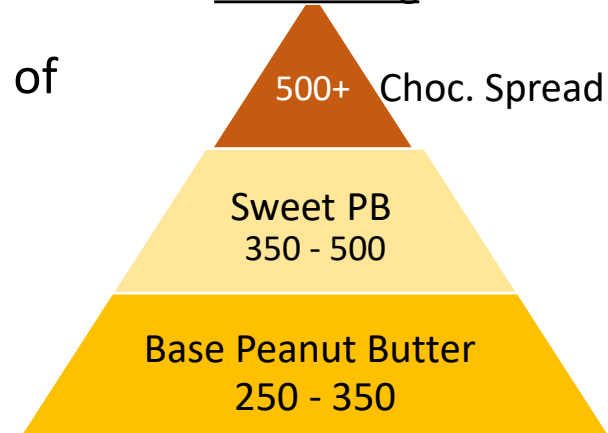
Spreads & Dips

Spreads	Q1 FY'23	Q2 FY'23	Q3 FY'23	Q4, FY'23	FY'23
Volume	+28%	+30%	+20%	+9%	+22%
Value	+10%	+14%	+5%	+3%	+8%

- Successfully able to defend our turf under threat by India's largest FMCG Company and DTC players.
- Going forward continue to defend base business, while enhancing future Growth and Profitability by:
 - Accelerating trial through Rs. 10 Nano Packs.
 - Addressing consumer need for Spreads as a Source of Protein (PeAq).
 - Enhancing Revenue Per Kg by focusing on Sweet.
- Continue to seed the Dips business. Capture new consumption occasions by addressing the need for *Spreads & Dips on the Go*.



Price Per Kg



Breakfast Cereals

Cereals	Q1 FY'23	Q2 FY'23	Q3 FY'23	Q4, FY'23	FY'23
Volume	+54%	+40%	+67%	+38%	+49%
Value	+58%	+46%	+60%	+42%	+51%



- Expansion of Center Filled Cereals and roll out of Value Added Oats ensure strong Category Growth.
- Center Filled Cereals driven by Distribution Expansion & introduction of Cookie & Crème Variant.
- Re-worked Shells products rolled out to improve BOP offering and support broad based Growth.
- Investment behind In Store Visibility commencing Q1, FY'24 to build an ATFL Wall in the Cereals Category.
- Continue delivering strong Volume Growth to capture Operating Leverage benefits across the Supply Chain and improve Gross Margin.



Chocolates

Chocolates	Q1 FY'23	Q2 FY'23	Q3 FY'23	Q4, FY'23	FY'23
Volume	+218%	+94%	+28%	+24%	+59%
Value	+252%	+105%	+38%	+30%	+69%

- Significant supply chain issues in FY'23 with growth lower than expectations.
- Going forward expect that we will be able to establish the required Supply Chain rhythm by Q2, FY'24.
- Investment in In Store Visibility to start in Q2, FY'24 (post Summer) – proven lever for Growth Acceleration.
- Steady shipment patterns established in the important Gifting Category.
- Capacity, Productivity & Automation work underway. On track to be a significant contributor to growth in FY'24.



Staples

Premium Staples	Q1 FY'23	Q2 FY'23	Q3 FY'23	Q4, FY'23	FY'23
Volume	-12%	-9%	-15%	-14%	-12%
Value	-8%	-0%	-10%	-12%	-8%

Mass Staples	Q1 FY'23	Q2 FY'23	Q3 FY'23	Q4, FY'23	FY'23
Volume	-74%	-70%	-60%	-22%	-62%
Value	-71%	-65%	-53%	-10%	-56%



- Margin successfully held in Premium Staples despite Ukraine conflict - Gross Margin of c Rs. 77 crore as compared to Rs. 75 crore in FY'22.
- Clear Revenue Risk in FY'24 in Premium Staples. Execution of strategy underway to make portfolio more broad based while providing procurement scale to Foods:
 - Roll out of Oats already underway.
 - Additional Staples used in Foods under development.
- Mass Staples reflects largely exit from Crystal in FY'22.

Competitive Update



Snacks: Competition Spends

Rs (in Million)	FY17	FY18	FY19	FY20	FY21	Q1-22	Q2-22	Q3-22	Q4-22	FY22	Q1-23	Q2-23	Q3- 23	Jan-23	Feb-23	Mar23	Q4-23	FY23
ACT II	110	74	38	45	95	18	31	11	20	80	15	21	25	15	15	0	30	91
Lays	148	374	252	491	335	238	202	127	175	742	333	409	406	57	110	120	287	1435
Kurkure	196	260	396	321	237	98	65	70	101	333	78	81	4	130	59	46	234	398
Doritos	0	128	150	252	0	0	116	55	94	265	0	157	209	81	1	0	82	448
Bingo	683	965	815	954	1252	242	261	261	188	952	262	194	361	122	71	148	341	1159
Parle	0	0	0	0	20	2	0	0	0	2	0	0	129	0	17	11	28	157
Crax	58	55	106	139	138	20	63	58	71	212	61	175	20	34	0	11	46	301
Yellow D	248	145	256	139	61	14	31	30	31	106	28	25	9	3	6	11	20	82
Too Yumm	0	146	470	312	161	14	99	93	33	238	119	53	57	0	0	0	0	228
Balaji	0	0	21	201	93	2	30	21	0	53	0	0	0	0	0	0	0	0
Total Tracked Brands	1517	2147	2549	2888	2394	648	897	725	713	2983	895	1115	1220	441	279	348	1068	4299

Steady spends behind Act II designed to address the expected Post Covid19 softening. Frito Lay ups spending.

Spreads: Competition Spends

Rs Million	F-13	F-14	F-15	F-16	F-17	F18	F-19	FY-20	FY-21	Q1-22	Q2-22	Q3-22	Q4-22	FY-22	Q1-23	Q2-23	Q3-23	Jan-23	Feb-23	Mar-23	Q4-23	FY-23
Kissan Jam-	254	207	304	381	357	512	704	752	679	156	154	138	124	572	133	171	106	75	54	39	168	578
Kissan PB									196	109	129	125	146	508	106	112	98	52	59	24	135	451
Sundrop Spreads	0	0	42	64	56	30	16	20	58	12	18	6	13	49	10	18	13	6	6	0	12	54
Amul Peanut Spread										2	3	2	2	9	1	2	8	4	4	0	8	20
Saffola Honey									196	19	66	82	21	188	0	0	41	22	7	0	30	70
Patanjali Honey	0	0	0	102	317	182	95	7	62	47	33	25	31	136	100	0	28	37	14	0	51	179
Dabur Honey	44	69	69	203	134	180	206	131	364	24	64	39	13	140	9	9	50	9	3	2	15	82
Lion Honey	25	18	18	15	9	7	8	20	29	6	10	18	3	38	0	3	2	1	1	0	2	7
Apis Honey	0	0	0	2	16	65	25	8	7	0	0	0	0	0	0	0	3	6	0	0	6	9
Hershey's Spreads	0	0	0	0	54	159	166	59	60	3	26	17	33	79	0	36	18	15	2	0	17	72
Tracked Brands Total	323	294	433	767	943	1135	1220	996	1703	379	514	463	397	1753	359	351	367	228	151	66	445	1523

Steady spends behind Sundrop Spreads. Over time ATFL to transition Spends from base PB to Sweeter Spreads.

Breakfast Cereals: Competition Spends

Rs Million	FY-17	FY-18	FY-19	FY-20	FY-21	Q1-22	Q2- 22	Q3-22	Q4-22	FY-22	Q1-23	Q2-23	Q3-23	Jan-23	Feb-23	Mar-23	Q4-23	FY-23
Kellogg Cornflakes	202	265	390	230	355	124	124	108	171	526	136	152	141	60	75	76	211	639
Kellogg Chocos Fills	0	125	203	17	9	0	0	20	29	49	20	23	25	21	15	6	42	110
Kellogg Chocos	310	362	509	329	344	111	81	88	74	354	60	79	81	52	36	14	102	322
Kellogg Muesli	0	118	239	147	177	52	40	34	62	187	86	75	114	48	34	22	104	378
Kellogg Granola	0	0	1	14	89	22	17	16	19	74	35	31	18	0	0	0	0	84
Nestle Koko Krunch	0	0	193	60	121	0	0	0	0	0	0	0	0	1	0	0	1	1
Saffola Oats - Total	322	283	268	448	424	145	83	103	142	474	125	119	142	62	44	35	140	526
Quaker Oats- Total	102	164	110	269	184	130	14	16	135	296	12	82	105	0	0	43	43	242
Bournvita Fills	0	0	0		20	5	0	0	0	5	0	0	0	0	0	0	0	0
Tata Soulfull Fills				17	0	0	44	26	62	131	91	11	46	7	28	2	36	184
Tata soulfull - Muesli												5	29	1	0	3	4	38
Parle hide n seek fills												28	0	0	0	0	0	28
Tracked Brands Total	975	1,317	1,979	1,530	1,724	589	361	410	693	2,096	564	573	700	251	231	200	682	2552

Significant spending behind Fills Category (Rs. 30 crore+) providing Tailwinds for ATFL.

Chocolates: Competition Spends

Rs Million	FY- 18	FY- 19	FY-20	FY-21	Q1-22	Q2-22	Q3- 22	Q4-22	FY-22	Q1-23	Q2-23	Q3-23	Jan-23	Feb-23	Mar-23	Q4-23	FY-23
Cadbury 5 Star	744	482	727	960	150	276	377	256	1058	153	461	209	78	75	92	245	1067
Cadburys Celebration	138	212	277	399		56	370	11	437	7	106	310	4	8	7	19	441
Dairy Milk	2229	2166	2362	2978	864	1168	1268	1083	4384	1300	1654	1149	257	291	248	796	4899
Cadburys Fuse	598	407	477	509	41	146	109	147	443	83	547	116	54	46	55	155	901
Cadburys Gems	416	285	389	438	115	143	131	158	547	137	166	146	104	96	64	265	713
Cadburys Perk	321	231	598	470	129	133	145	154	562	102	171	119	51	42	37	130	522
Kinder & Kinder Creamy	484	837	1193	740	141	80	306	323	851	100	978	135	184	166	52	402	1615
Ferrero Rocher	0	0	0	179	44	0	77	22	143	0	0	1	0	0	0	0	1
Amul	7	61	139	109	26	8	27	50	111	1	129	19	10	15	5	29	178
Hersheys Kisses	0	42	235	314	14	87	166	156	423	21	228	219	91	69	6	166	634
Hersheys Exotic dark				54	41		143	81	265	0	314	83	65	48	5	118	515
Snickers	217	259	201	65	5	27	95	0	127	11	101	32	0	0	16	16	160
Galaxy	0	0	23	21	7	3	231	8	250	12	10	15	1	0	2	3	40
Nestle Milky Bar	187	146	368	206	22	62	72	49	205	20	76	61	26	9	5	40	197
Nestle Munch	414	604	626	547	53	103	93	149	398	78	259	12	63	45	56	164	513
Nestle Kit Kat	597	712	841	943	150	175	137	115	577	181	402	131	67	82	94	243	957
Fabelle	0	23	69	53	0	0	7	0	7	8	12	8	3	0	2	5	33
CandyMan Fantastik					17	36	90	44	187	44	0	91	0	0	0	0	135
Total tracked brands	6520	6898	9261	9615	1835	2523	3857	2806	11021	2263	5635	2991	1242	1159	795	3195	15136

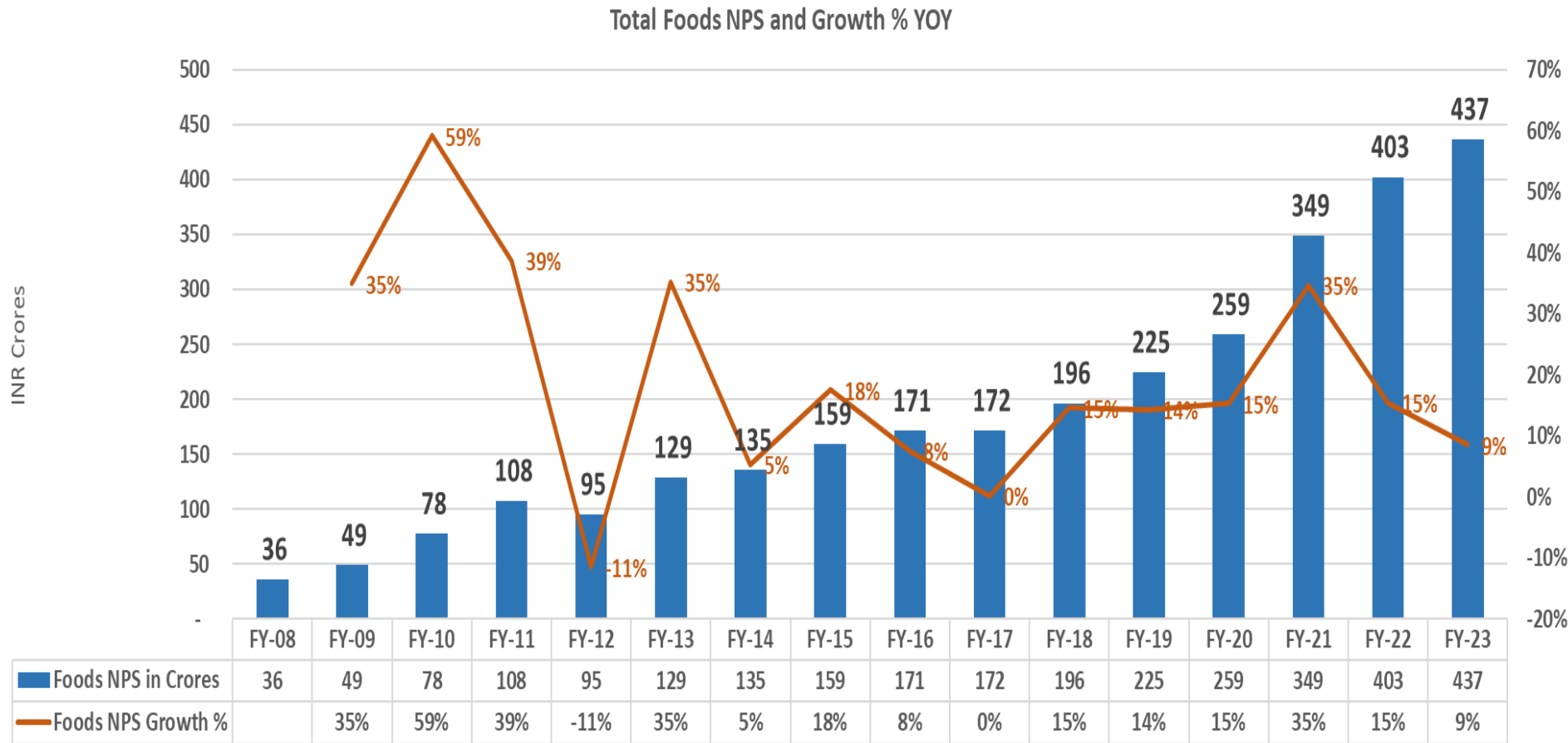
Strong Category Margins drive spending to > Rs. 1500 crore or 2X of FY'18

Edible Oils: Competition Spends

<i>Rs Million</i>	F-12	F-13	F-14	F-15	F-16	F-17	F-18	F-19	FY-20	FY-21	Q1-22	Q2-22	Q3-22	Q4-22	FY-22	Q1-23	Q2-23	Q3-23	Jan-23	Feb-23	Mar-23	Q4-23	FY-23
Sundrop	88	94	50	65	46	34	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Saffola	121	212	356	291	338	320	588	544	527	400	116	86	68	106	375	62	71	78	38	24	0	62	273
Fortune	0	203	356	148	319	828	666	543	495	510	166	145	102	126	540	121	213	139	95	100	85	280	752
Emami.					156	137	1214	647	626	799	150	70	175	183	578	121	82	318	78	79	114	271	791
Oleev						27	41	30	26	40	31	29	22	9	91	0	7	0	0	0	0	0	7
Patanjali					103	354	966	170	20	49	31	27	24	27	109	26	0	0	0	11	16	27	53
Gemini										228	52	41	27	13	133	84	45	33	13	10	12	35	198
Tracked Brands Total	209	509	762	504	961	1700	3576	1936	1694	2024	546	398	417	464	1825	415	417	568	223	224	227	675	2074

Premium Edible Oils share of spending drops to < 15% from close to 100% a decade ago in FY'12.

ATFL Growth Trajectory – FY'23 Update



Steady Trajectory for a High Quality Foods business.

FY'23 Summary

- Largely navigated Commodity Inflation without derailing Volume Trajectory on Foods – moderate Growth of 9%. Basis monthly trends now overcoming the base impact of Covid19 on RTC Volume.
- Staples Margins stable despite impact of the Ukraine War. Significant cost in terms of Volume - together with lower exit NPS/Kg a clear revenue risk in FY'24. Work underway to address this risk.
- Foods Gross Contribution recovered to pre Covid19 levels.
- Diverse Foods portfolio clearly helping to ensure a steady, sustained and profitable growth.