

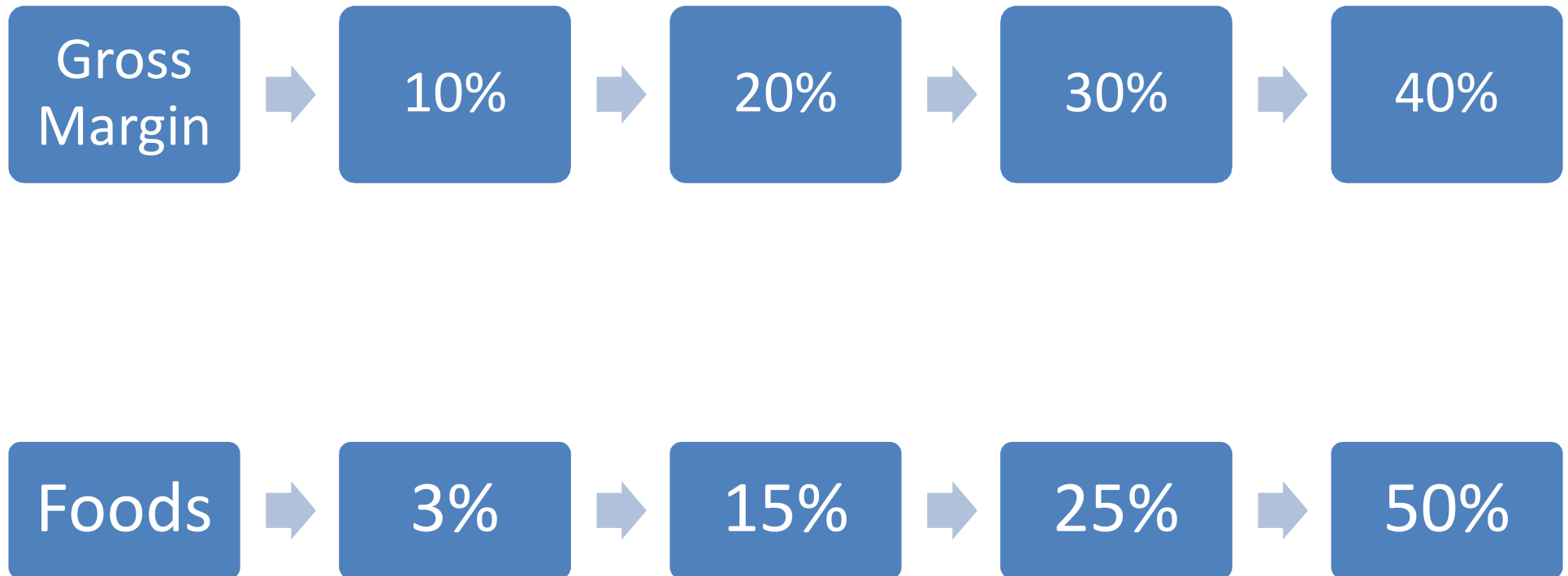
Agro Tech Foods Limited

Presentation to Investors
Mumbai – October 28th, 2015

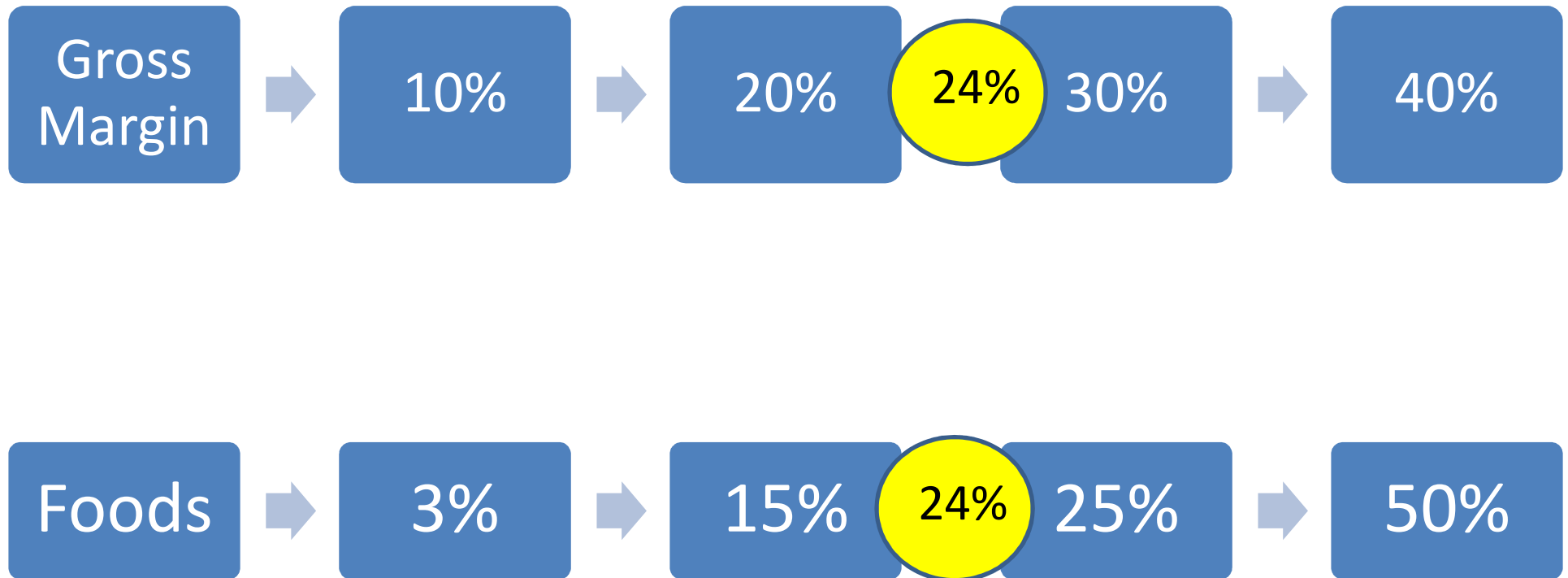
Mission & Vision

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

The Three Phases of our Transformation



2007 to 2015 -The Journey So Far



GM of 24% and Foods Share of 24% refers to April – September, 2015

Update - The Last 12 Months

- Winning in each of the 3 categories in which we compete – Premium Edible Oils, Snacks & Spreads.
- Significant expansion of Foods Portfolio:
 - Broad range of Western Snacks – Ready to Cook Popcorn, Ready to Eat Popcorn, Extruded Snacks & **Tortilla Chips**.
 - Local Manufacturing of Peanut Butter enables full SKU range. Sundrop extended into **Snack Nuts**.
- Aggressive expansion of Distribution underway.
 - Appointment of 200+ salesmen on Subsidiary Company rolls.
 - Leveraging robust product portfolio.
- Completion of a significant Capex program done. Focus now on stabilizing Supply Chain and driving Cost efficiencies while growing Volume.

Winning in every Category – Premium Edible Oils

Customers Accounting for 28% of Modern Trade (YTD July)

Account (Value Growth)	Sundrop Growth	Competition Growth
Weighted Average Growth	4%	-3%

Key Brand Media Spends

<i>Rs Million</i>	F-12	F-13	H1-14	H2-14	F-14	Q1-15	Q2-15	Q3-15	Q4-15	F-15	Q1-16	Jul-15	Aug-15	F-16 YTD
Sundrop Heart	88	94	30	20	50	23	30	11	0	64	15	5	3	23
Saffola	121	212	199	157	356	101	104	4	82	290	100	7	63	169
Total Premium	209	306	229	177	406	124	134	14	82	354	114	12	66	192
Fortune Rice Bran	0	203	327	29	356	17	110	11	10	148	5	10	12	23
Sundrop Share of Spend	42%	18%	5%	10%	7%	16%	12%	42%	0%	13%	12%	24%	4%	11%

Winning in every Category – Snacks

Customers Accounting for 49% of Modern Trade (YTD Aug)

Account	Category Growth	ACT II Growth
Weighted Average Growth	4%	7%

Key Brand Media Spends

Rs. Million	FY-12	FY-13	Q1-14	Q2-14	Q3-14	Q4-14	FY-14	Q1-15	Q2-15	Q3-15	Q4-15	FY-15	Q1-16	Jul-15	Aug-15	YTD F-16
ACT II	59	140	14	36	9	12	71	45	52	36	0	133	24	16	16	56
Lays	624	848	333	87	0	219	639	140	120	0	266	526	70	0	5	75
Kurkure	309	656	87	147	88	176	498	171	162	172	66	571	147	30	35	213
Bingo	362	346	81	163	247	175	666	228	231	156	73	688	72	73	115	259
Others	326	260	25	30	43	37	135	41	71	62	91	265	28	8	12	48

Winning in every Category – Spreads

Customers Accounting for 71% of Modern Trade (YTD Aug)

Account	Category Growth	Sundrop Growth
Weighted Average	23%	49%

Key Brand Media Spends

Rs Million	F-12	F-13	Q1-14	Q2-14	Q3-14	Q4-14	F-14	Q1-15	Q2-15	Q3-15	Q4-15	F-15	Q1-15	Jul-15	Aug-15	F-15 YTD
Kissan Jam	161	254	22	59	89	37	208	31	77	57	139	304	120	41	28	189
Kissan Spread	108	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sundrop PB	-	-	-	-	-	-	-	9	30	16	0	54	19	9	6	35
Nuttella	8	45	9	8	1	-	17	2	-	-	-	2	-	-	-	-
Dabur Honey	96	44	3	43	-	23	69	4	10	34	21	68	23	12	3	37
Pilsbury	-	-	-	-	-	-	-	-	-	-	3	3	24	8	5	36
Lion Honey	31	25	1	4	9	4	18	-	8	7	3	18	-	-	0	0
Sundrop Share of Spends	0%	0%	0%	0%	0%	0%	0%	19%	24%	14%	0%	12%	10%	13%	15%	12%

Product Portfolio – Act II



Instant Popcorn



Microwave Popcorn



Corn+Potato Snacks



Corn+Rice



RTE Savory Popcorn



RTE Sweet Popcorn



Tortilla

Product Portfolio - Sundrop



Cooking Oil

Spreads

Snack Nuts

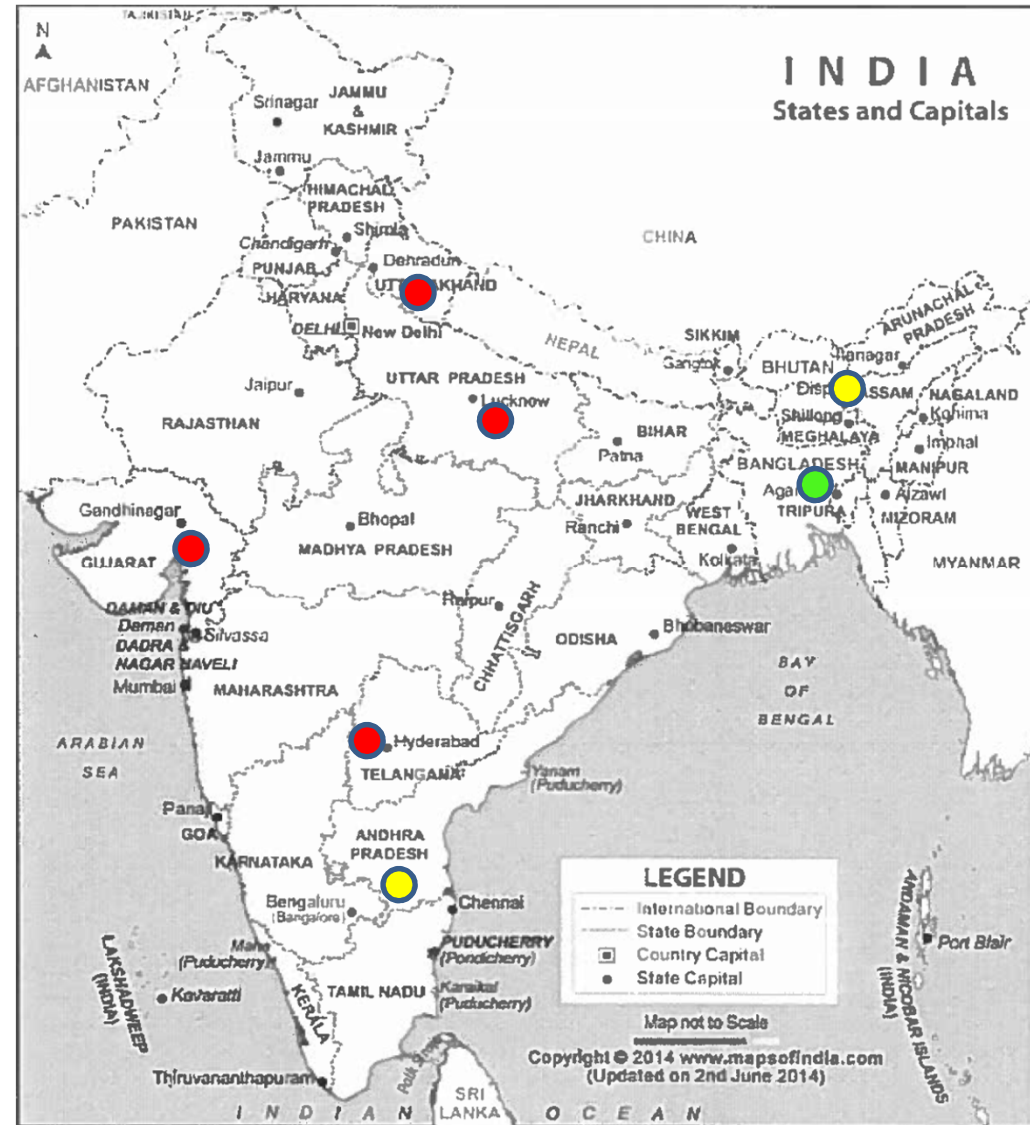
Aggressive Distribution Expansion

- Use Company Salesmen to lead expansion of Coverage – 200+ salesmen added in FY'16.
- Invest in Ready Stock working on selective basis to ensure Range Expansion.



Capex Execution – Foods Manufacturing

- 2 new Plants commissioned to bring the number of Food Plants to 4.
- 2 Plants currently Work in Progress – near Guwahati & Dhaka.
- Land acquired in Chittoor. Evaluation underway in West Bengal.



● Manufacturing ● WIP ● WIP Overseas¹²

Going Forward

- Invest behind Innovation:
 - Products which require Coverage Expansion e.g. Instant Popcorn.
 - Products where we can expand Distribution without Coverage Expansion e.g. Peanut Butter, Microwave Popcorn & Tortilla Chips.
- Optimize Manufacturing Facilities:
 - Completed one of the most rapid transformations of Food Manufacturing facilities in the Indian Food industry ever.
 - Stabilize Supply Chain and Cost Structures while progressing towards our targeted 7 location Plan.
- Continue to Expand Distribution. Refine model where outlets are opened by Company Salesmen and then handed over to Distributor Salesmen.

Becoming the “Most Respected Foods Company”

- Flagship CSR program “Poshan” expanded beyond Gujarat into Uttarakhand.
- Total number of children now impacted up to 12,000.
- Continuing Best in Class CSR program with a high community impact.



Make the Vision a Reality

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