

Agro Tech Foods Limited

27th July, 2023

The Manager,
BSE Limited,
Floor 25, Pheroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.
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The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra-Kurla Complex,
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Ph. No. 022- 26598100 / 26598101
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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 18th July, 2023 regarding hosting of an analyst call on the unaudited financial results for Q1 ended June 30, 2023 on Thursday, 27th July, 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: 2023.07.27
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Jyoti Chawla
Company Secretary and Compliance Officer
Encl. a/a.

ATFL an affiliate of



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CIN: L15142TG1986PLC006957

Agro Tech Foods Limited



Investor Update
July 27th, 2023

Company Strategic Vision

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

Quarter 1 FY'24 – Key Performance Highlights

Steady Foods Growth – Improving Margins

- Q1 Foods Revenues of Rs. 103 crore – up 10% vs PY – helped by return to growth in RTC but impact of Spreads performance.
- Gross Contribution (NS-RM-PM) at 38% for Total Company with Foods at historical level of 46%.
- Strong GC improves Gross Margin by 500 bps to 23% (+Rs. 10 crore).
- A&P investments raised by Rs. 2 crore vs PY – Media investments started on Popz with In Store Display investment for Duo and Popz.
- Q1 SG&A higher than PY by Rs. 3.5 crore – reversal of management incentives in PY, Secondary Freight & Travel.
- PBT & PAT for FY'24 are Rs. 6.2 crore & Rs. 4.5 crore higher than PY reflecting impact of:
 - Improvement of Gross Margin as above (base impact of inflation in PY).
 - One time benefit of Rs. 1.1 crore due to Business Interruption Claim for Unnao Factory from Insurance.

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

RTC	Q1, FY'23	Q2, FY'23	Q3, FY'23	Q4, FY'23	Q1, FY'24
Volume	-5%	-4%	-6%	-8%	+4%
Value	-4%	+1%	-3%	-7%	+4%



- Gradual ending of Covid19 base impact on Popcorn reflected in QOQ comparisons.
- Steady levels of Media combined with Distribution expansion and retail Demos provide support.
- With change in trends in RTC Popcorn, re-initiate focus on other elements of RTC including Sweet Corn & Meal Kits.
- Also initiate launch of Cocoa Based Offerings & Plant Meats in FY'24.



Ready to Eat

RTE	Q1, FY'23	Q2, FY'23	Q3, FY'23	Q4, FY'23	Q1 FY'24
Volume	+65%	+32%	+36%	+27%	+35%
Value	+79%	+50%	+37%	+30%	+32%



- Steady Volume growth in Popcorn drives RTE Category Growth.
- Sweet Snacks continue to increase share - Sweet share of RTE at 8% in Q1 compared to 3% in Q1,PY.
- Work underway on further innovation behind Sweet Snacks.
- 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 to create a profitable “Sweet & Salty Snacks” business.



Spreads & Dips

Spreads	Q1, FY'23	Q2, FY'23	Q3, FY'23	Q4, FY'23	Q1, FY'24
Volume	+28%	+30%	+20%	+9%	+0%
Value	+10%	+14%	+5%	+3%	-2%

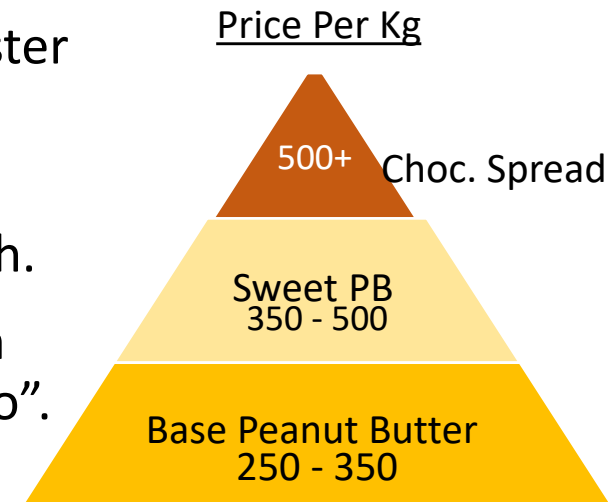


Sweet PB



LUP's

- Shift towards Sweet PB commenced with Media Support. Execution designed to simultaneously gain share in the 300-350 gm packs.
- Roll out of LUP's commenced - Rs 10 offering in a blister pack – drive distribution & trial.
- Expect twin actions above to be adequate to address the soft start to FY'24 and accelerate category growth.
- Expansion work underway on Protein segment (Gym Detailing), Chocolate Spreads and “Spreads on the Go”.
- Continue to seed the Dips business with appropriate portfolio development.



Breakfast Cereals

Cereals	Q1, FY'23	Q2, FY'23	Q3, FY'23	Q4, FY'23	Q1, FY'24
Volume	+54%	+40%	+67%	38%	+40%
Value	+58%	+46%	+60%	+42%	+49%

- Popz Center Filled Cereals power growth for ATFL – pricing taken without any impact on momentum.
- Roll out of reworked Popz Shells product started.
- Media support for the Popz brand started in June 2023. Impact to be tracked going forward.
- Overall Cereals portfolio development near completion – only missing segment is now Muesli.
- 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	Q1, FY'24
Volume	+218%	+94%	+28%	+24%	+38%
Value	+252%	+105%	+38%	+30%	+37%

- Duo continues to steadily gain distribution and acquire consumers reflected in Volume Growth figures.
- Supply Chain rhythm established and work on track for capacity enhancement for a Rs. 100 crore+ business.
- Near term focus on expansion of distribution leveraging LUP's and supportive weather w.e.f. July.
- Complement LUP driven Distribution Expansion with In- Store Visibility in larger stores.
- Target enhanced share of the Gifting Market with onset of festive season.



Staples

Volume	Q1, FY'23	Q2, FY'23	Q3, FY'23	Q4, FY'23	Q1, FY'24
Premium	-12%	-9%	-15%	-14%	+5%
Mass	-74%	-70%	-60%	-22%	+49%
Total	-30%	-32%	-26%	-15%	+9%
Value	Q1, FY'23	Q2, FY'23	Q3, FY'23	Q4, FY'23	Q1, FY'24
Premium	-8%	-	-10%	-12%	-13%
Mass	-71%	-65%	-53%	-10%	+38%
Total	-24%	-21%	-20%	-12%	-8%



- Lower price realization in Premium Oils partly offset by entry into Adjacencies (Oats) and Mass Oils.
- Comprehensive presence in Oats by price point/pack including LUP's leveraging Popcorn facilities. Almond extension underway.
- Twin benefits of Staples extensions - enhanced procurement scale for Foods & increased overhead absorption across the Supply Chain.



Competitive Update



Snacks: Competition Spends

Rs. Million	F-18	F-19	FY20	FY21	Q1-22	Q2-22	Q3-22	Q4-22	FY22	Q1-23	Q2-23	Q3-23	Q4-23	FY23	Apr-23	May-23	Jun-23	Q1-24
ACT II	74	38	45	104	18	49	11	20	99	15	21	25	30	91	0	5	10	15
Lays	374	252	491	335	238	202	127	175	742	333	409	406	287	1435	244	211	59	514
Kurkure	260	396	321	236	98	65	70	101	333	78	81	4	234	398	43	22	0	65
Doritos	128	150	252	0	0	116	55	94	265	0	157	209	82	448	0	0	0	0
Cheetos	0	46	34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bingo	965	815	954	1252	242	261	261	188	952	262	194	361	341	1159	54	124	232	410
Parle	0	0	0	19	2	0	0	0	2	0	0	129	28	157	0	0	0	0
Crax	55	106	139	139	20	63	58	71	212	61	175	20	46	301	10	0	0	10
Yellow D	145	256	139	62	14	31	30	31	106	28	25	9	20	82	6	8	9	23
Too Yumm	146	470	312	161	14	99	93	33	238	119	53	57	0	228	1	4	2	7
Total Tracked Brands	2147	2549	2888	2402	648	897	725	713	3002	895	1115	1220	1068	4299	358	374	314	1046

Steady spends behind Act II.
Frito Lay & ITC increase spending.

Spreads: Competition Spends

Rs Million	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	Q4-23	FY-23	Apr-23	May-23	Jun-23	Q1-24
Kissan Jam	207	304	381	357	512	704	752	679	156	154	138	124	572	133	171	106	168	578	63	56	138	257
Kissan PB								196	109	129	125	146	508	106	112	98	142	458	27	22	105	155
Sundrop Spreads	0	42	64	56	30	16	20	58	12	18	6	13	49	10	18	13	12	54	0	3	6	10
Veeba PB								54	1	0	0	0	1	0	0	0	0	0	0	0	0	0
Amul PB									2	3	2	2	9	1	2	8	8	20	1	0	1	2
Pintola PB										4	1	0	4	1	0	0	0	1	0	0	0	0
Saffola PB																			0	0	6	6
Saffola Honey								196	19	66	82	21	188	0	0	41	59	170	0	0	85	85
Patanjali Honey	0	0	102	317	182	95	7	62	47	33	25	31	136	100	0	28	51	179	16	0	16	32
Dabur Honey	69	69	203	134	180	206	131	364	24	64	39	13	140	9	9	50	15	82	4	3	2	9
Lion Honey	18	18	15	9	7	8	20	29	6	10	18	3	38	0	3	2	2	7	0	0	0	0
Apis Honey	0	0	2	16	65	25	8	7	0	0	0	0	0	0	0	3	6	9	0	0	0	0
Hershey's Spreads	0	0	0	54	159	166	59	60	3	26	17	33	79	0	36	18	17	72	14	0	0	14
Nutralite										7	11	11	29	0	0	0	0	0	0	0	0	0
Tracked Brands Total	294	433	767	943	1135	1220	996	1703	379	514	463	397	1753	359	351	367	481	1630	126	85	358	570

Steady spends behind Sundrop Spreads.

Breakfast Cereals: 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	Q4-23	FY-23	Apr-23	May-23	Jun-23	Q1-24
Sundrop Popz																	5	5
Kellogg Cornflakes	265	390	230	355	124	124	108	171	526	136	152	141	211	639	48	37	52	137
Kellogg Chocos Fills	125	203	17	9	0	0	20	29	49	20	23	25	42	110	18	15	1	33
Kellogg Chocos	362	509	329	344	111	81	88	74	354	60	79	81	102	322	40	29	63	132
Kellogg Muesli	118	239	147	177	52	40	34	62	187	86	75	114	104	378	44	31	15	89
Kellogg Granola	0	1	14	89	22	17	16	19	74	35	31	18	0	84	0	0	0	0
Nestle Koko Krunch	0	193	60	121	0	0	0	0	0	0	0	0	1	1	0	0	0	0
Saffola Oats - Total	283	268	448	424	145	83	103	142	474	125	119	142	140	526	24	6	82	112
Quaker Oats- Total	164	110	269	184	130	14	16	135	296	12	82	105	43	242	59	0	5	63
Cadbury's Bournvita Fills	0	0		20	5	0	0	0	5	0	0	0	0	0	0	0	0	0
Tata Soulfull-Chocofills			17	0	0	44	26	62	131	91	11	46	36	184	4	0	59	62
Tata Soulfull - Muesli											5	29	4	38	2	0	5	7
Tata Soulfull Masala Oats Plus																	6	6
Parle hide n seek fills											28	0	0	28	0	0	0	0
Tracked Brands Total	1,317	1,979	1,530	1,724	589	361	410	693	2,096	564	573	700	682	2552	238	117	287	642

ATFL commences investment –
maiden spending in June 2023.

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	Q4-23	FY-23	Apr-23	May-23	Jun -23	Q1-24
Cadbury 5 Star	744	482	727	960	150	276	377	256	1058	153	461	209	245	1067	55	64	62	181
Cadburys Celebration	138	212	277	399		56	370	11	437	7	106	310	19	441	8	6	5	19
Dairy Milk	2229	2166	2362	2978	864	1168	1268	1083	4384	1300	1654	1149	796	4899	502	541	335	1378
Cadburys Fuse	598	407	477	509	41	146	109	147	443	83	547	116	155	901	52	43	42	136
Cadburys Gems	416	285	389	438	115	143	131	158	547	137	166	146	265	713	67	74	51	191
Cadburys Perk	321	231	598	470	129	133	145	154	562	102	171	119	130	522	27	29	24	79
Kinder & Kinder Creamy	484	837	1193	740	141	80	306	323	851	100	978	135	402	1615	0	89	36	125
Ferrero Rocher	0	0	0	179	44	0	77	22	143	0	0	1	0	1	0	0	0	0
Amul	7	61	139	109	26	8	27	50	111	1	129	19	29	178	3	0	0	3
Hersheys Kisses	0	42	235	314	14	87	166	156	423	21	228	219	166	634	0	0	47	47
Hersheys Exotic dark				54	41		143	81	265	0	314	83	118	515	0	0	0	0
Hersheys Choco Tubes															23	0	0	23
Snickers	217	259	201	65	5	27	95	0	127	11	101	32	16	160	4	0	26	30
Galaxy	0	0	23	21	7	3	231	8	250	12	10	15	3	40	25	0	45	70
Nestle Milky Bar	187	146	368	206	22	62	72	49	205	20	76	61	40	197	31	37	4	72
Nestle Munch	414	604	626	547	53	103	93	149	398	78	259	12	164	513	12	54	19	85
Nestle Kit Kat	597	712	841	943	150	175	137	115	577	181	402	131	243	957	50	78	85	212
Fabelle	0	23	69	53	0	0	7	0	7	8	12	8	5	33	0	0	0	0
CandyMan Fantastik					17	36	90	44	187	44	0	91	0	135	0	0	0	0
Total tracked brands	6520	6898	9261	9615	1835	2523	3857	2806	11021	2263	5635	2991	3195	15136	857	1101	780	2739

Major players continue steady spending.

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	Q4-23	FY-23	Apr-23	May-23	Jun-23	Q1-24
Sundrop	88	94	50	65	46	34	21	0	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	62	273	22	42	0	64
Fortune	0	203	356	148	319	828	666	543	495	510	166	145	102	126	540	121	213	139	280	752	33	86	57	175
Emami Ltd.					156	137	1214	647	626	799	150	70	175	183	578	121	82	318	271	791	105	104	32	241
Oleev						27	41	30	26	40	31	29	22	9	91	0	7	0	0	7	0	0	0	0
Patanjali					103	354	966	170	20	49	31	27	24	27	109	26	0	0	27	53	13	6	8	26
Gemini										228	52	41	27	13	133	84	45	33	35	198	11	0	6	17
Tracked Brands Total	209	509	762	504	961	1700	3576	1936	1694	2024	546	398	417	464	1825	415	417	568	675	2074	184	238	102	524

No significant shifts in spending patterns.

Q1 FY'24 Summary

- Foods growth increases to 10% in Q1 (3% in Q4, FY'23) as Ready to Cook returns to growth with ending of Covid19 base impact.
- Gross Contribution at 38% for Total Company - Foods at historical level of 46%.
- Impact of lower Edible Oils prices (c 35%) largely offset through growth in Foods, adjacencies in Premium Staples and higher shipments of Mass Oils.
- Continue to work towards growth acceleration in Foods through new categories while delivering steady growth on the base businesses.