### Agro Tech Foods Limited

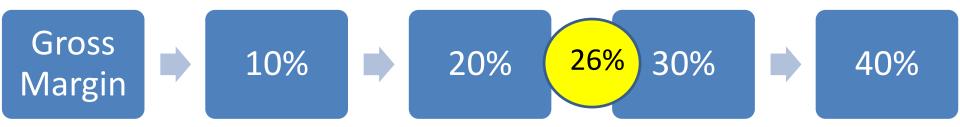
## Presentation to Investors Mumbai – November 3<sup>rd</sup>, 2014

# The Best Performing Most Respected Foods Company in India

#### The Three Phases of our Transformation



#### 2007 to 2014 - The Journey So Far



GM of 26% and Foods Share of 22% refers to April – September, 2014

#### Key Enablers

- Continued strong focus on the Foods business

   products with Competitive Advantage &
   Right to Win.
- Creating an organization DNA capable of new category creation.
- Building Own Capacities in the Foods business

   key driver of Innovation.
- Minimal leverage Capacity expansion funded by internal accruals.
- Leveraging Technology Cost & Efficiency

#### Next Steps

- Continue to drive Act II Popcorn, Sundrop Peanut Butter & Sundrop Heart – clear prioritization in Media Investments.
- Build a conveyor belt through Adjacencies compete not only in new categories but both large and developing categories for scale.
- Build a Cost Effective & Agile Supply Chain ability to compete in both Grocery & Snacks.
- Leverage our DNA for New Category creation to accelerate subsequent new categories.

### What this will mean - Two Rs 500 crore+ brands

#### <u>Creation of Act II as one of</u> <u>India's most Valuable Snacks</u> <u>brands</u>

- Ready to Cook Popcorn
- Ready to Eat Popcorn
- Extruded Snacks
- Vending (Institutional) Sales
- New Adjacencies

<u>Transformation of Sundrop-</u> <u>from a "Healthy Oils" brand to a</u> <u>"Healthy Foods" brand</u>

- Edible Oils/Sprays
- Peanut Butter
- Peanut Adjacencies
- Peanut Butter Adjacencies
- New Categories
- Foods share will cross 50% of Net Sales of the Company.
- Strong Gross Margin profile based on Value Added products with Competitive Advantage – cross 30% and progress towards 40%.

#### Becoming the "Most Respected Foods Company"

- Driven in part by the creation of a diverse and powerful Foods portfolio.
- Also influenced by our actions with:
  - Direct stakeholders
  - Broader Society
- Creation of "Poshan" program to address child malnourishment in India.



#### Poshan

- Launched on October 2, 2012
  - Mahatma Gandhi's Birthday
- Coverage:
  - 1,400+ children at 25 Anganwadis in and around Jaghadia
- Nutrition supplement in addition to the diet provided by the Government
  - Peanut Butter for all children
  - Peanut Butter & RUTF for c140 SAM children
- 2 table spoons of Sundrop Peanut Butter (30 gm) provides 44.9% RDA (Recommended Dietary Allowance) of protein for children between 1-3 years and 37.3% RDA for children between 4 - 6 years of age.
- Sundrop Peanut Butter also meets the additional needs for energy, essential fatty acids and micronutrients of children.

Project Poshan	October 2012	November 2012	December 2012	June 2013	Change
Total number of children	1405	1420	1394	1429	
Red	136	127	106	77	(43%)
Yellow	557	540	531	498	(11%)
Green	712	753	757	854	+20%

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