



Agro Tech Foods Limited

30th November, 2016

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Mumbai Stock Exchange,
27th Floor, 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,
Bandra (E), Mumbai – 400 051.
Ph.No. 022- 26598100 / 26598101
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Codes: BSE Scrip code 500215, Co. code 1311
NSE Symbol ATFL

Dear Sirs,

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

Further to our letter dated 28th November, 2016 regarding the hosting of an analyst and investor meet scheduled to be held on 30th November, 2016 at Mumbai, we are enclosing a copy of the presentation proposed to be shared to analysts and investors at the said meet. 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


PHANI K MANGIPUDI
COMPANY SECRETARY

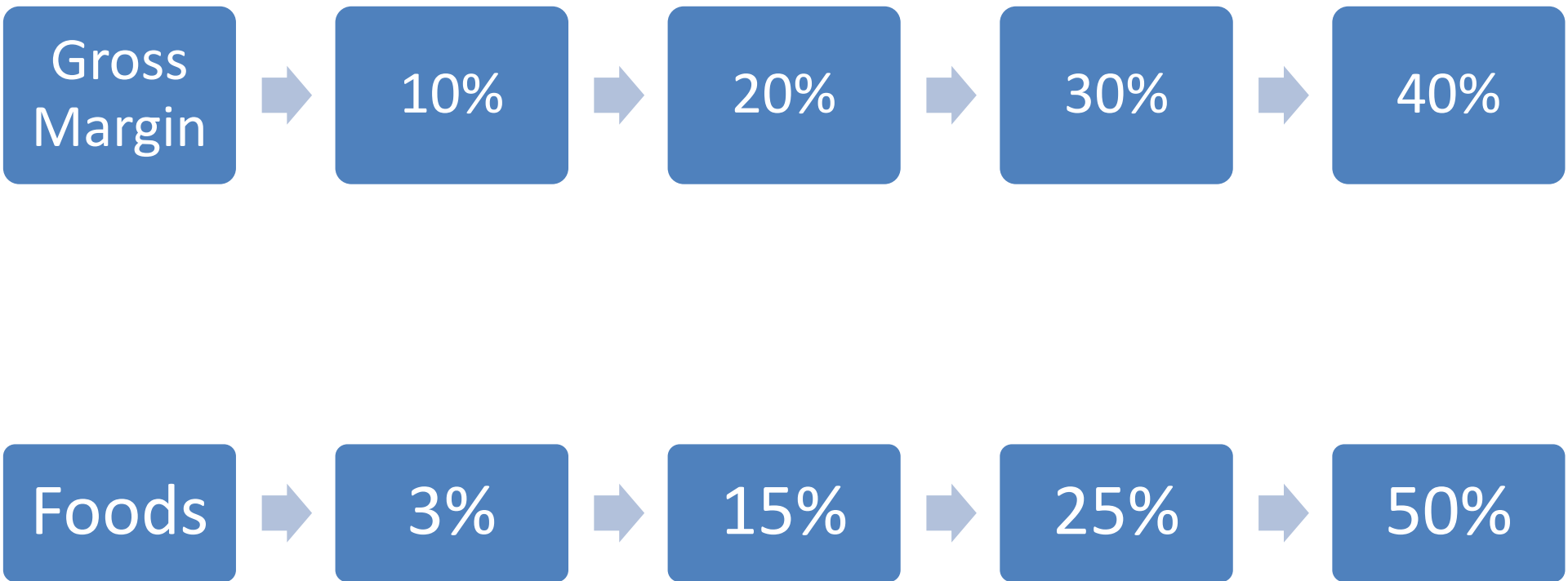
Agro Tech Foods Limited

Presentation to Investors
Mumbai – November 30th, 2016

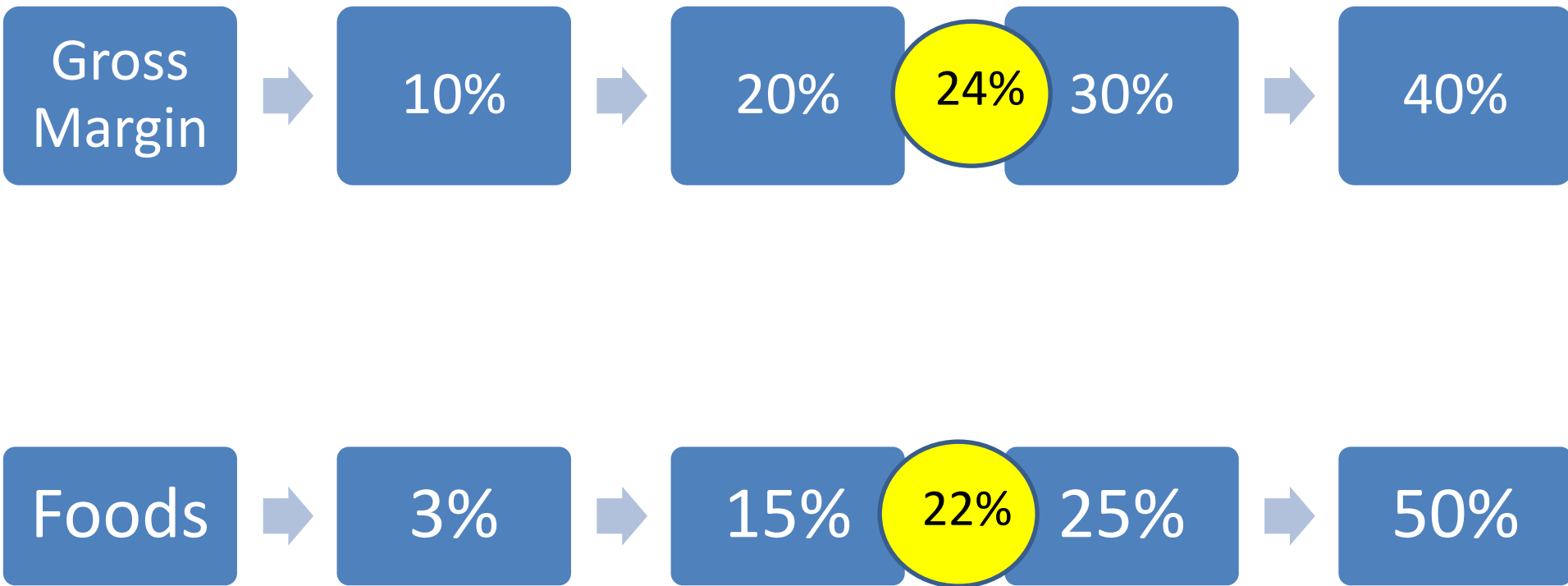
Mission & Vision

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

The Three Phases of our Transformation



2007 to 2016 –The Journey So Far



GM of 24% and Foods Share of 22% refers to April – October, 2016

Update – The Last 12 Months

- Act II Instant Popcorn moves up to double digit Volume growth – up from single digit in Prior Year. Growth driven by Distribution Expansion leveraging continued Media Investments.
- Strong position taken in Tortilla Chips segment with Act II “Nachoz”. In house manufacturing in a diversified plant supports aggressive value proposition to consumers while delivering the desired margin profile.
- Steady investments behind Sundrop Peanut Butter takes business to a level where it is capable of supporting the investment made behind in house manufacturing in a diversified plant with the desired margin profile.

Update – The Last 12 Months

- Portfolio Reconfiguration (partially done) on Ready to Eat Popcorn and Extruded Snacks in anticipation of the 5 Plant Model to be in place by Q1 of next fiscal – c 80% of desired long term 7 plant design.
- Testing Underway on modifications required on Go To Market design to accompany portfolio reconfiguration – support existing retail model of continued retail outlet expansion (200 Feet on Street on Company Rolls).
- Accelerating competitive intensity on Edible Oils category - addressed through limited media spending and promotional activity.

Competition Update-Media Spends - Snacks

<i>Rs. Million</i>	F-12	F-13	Q1-14	Q2-14	Q3-14	Q4-14	F-14	Q1-15	Q2-15	Q3-15	Q4-15	F-15	Q1-16	Q2-16	Q3-16	Q4-16	F-16	Q1-17	Q2-17	Oct-16
ACT II	59	140	14	36	9	12	71	46	55	29	0	130	30	50	24	23	127	21	42	6
Lays	624	848	333	87	0	219	639	140	120	0	266	526	70	28	67	161	326	52	67	
Kurkure	309	656	87	147	88	176	498	171	162	172	66	571	147	127	120	109	503	114	9	
Bingo	362	346	81	163	247	175	666	228	231	156	73	688	72	285	137	142	636	160	154	14
Crax						6	6		18	14	12	44	9	10	11	24	54	10	14	7
Yellow D						0	0	12	5	18	30	65	20	20	47	47	134	33	42	10
Mexitos							0					0				25	25	13	26	
Cornitos																		4	1	5
Others Tot	326	260	25	30	43	61	159	29	48	30	54	161	52	69	44	75	240	80	82	96
Category Total	1680	2250	540	463	387	649	2039	626	639	419	501	2185	400	589	450	606	2045	491	438	137

*The above data is an estimate applying management judgment of media spends from TV, print and radio combined, derived by data available in public domain.

Media Spending of Category steady at c Rs. 200 crore per annum.

Competition Update - Snacks

Account	Category Growth	ACT II Growth
Customer 1	18%	50%
Customer 2	15%	38%
Customer 3	12%	28%
Customer 4	24%	40%
Customer 5	21%	19%
Customer 6	-4%	-3%
Customer 7	7%	27%
Customer 8	23%	25%
Customer 9	21%	40%
Customer 10	24%	38%
Total	14%	30%

Act II consistently third Largest Snacks brand in Direct Modern Trade after Haldiram & Lays.

Competition Update-Media Spends - Spreads

<i>Rs Million</i>	F-13	Q1-14	Q2-14	Q3-14	Q4-14	F-14	Q1-15	Q2-15	Q3-15	Q4-15	F-15	Q1-15	Q2-15	Q-3 F16	Q-4 F16	F-16	Q1-17	Q2-17	Oct-16
Sundrop PB	-	-	-	-	-	0	10	30	1	0	42	20	24	15	5	64	10	25	7
Kissan Jam- Total	254	22	59	89	37	207	31	77	57	139	304	120	120	51	90	381	131	92	29
Funfoods Mayonnaise	-	-	-	-	-	0	-	-	-	-	0	-	-	23	69	92	1	37	0
Nutella	45	9	8	1	-	18	2	-	-	-	2	-	-	-	-	0	0	0	0
Patanjali Honey	-	-	-	-	-	0	-	-	-	-	0	-	-	44	58	102	29	273	1
Dabur Honey	44	3	43	-	23	69	4	10	34	21	69	23	22	73	85	202	28	29	31
Pillsbury	-	-	-	-	-	0	-	-	-	3	3	24	12	49	2	87	20	9	0
Lion Honey	25	1	4	9	4	18	-	8	7	3	18	3	3	7	2	15	2	5	1
Zandu Pure Honey															120	120	36	2	0
Category Total	368	35	114	99	64	312	47	125	99	166	438	190	182	261	431	943	257	470	69

*The above data is an estimate applying management judgment of media spends from TV, print and radio combined, derived by data available in public domain. .Print and Radio data from Feb-16 is not been included in this.

Category shows significant increase in Media Investments up from c Rs 30 crore p.a. to Rs 73 crore in first half of FY'17.

Competition Update - Spreads

Account	Category Growth	Sundrop Growth
Customer 1	14%	65%
Customer 2	12%	3%
Customer 3	47%	26%
Customer 4	12%	4%
Customer 5	18%	-15%
Customer 6	24%	11%
Customer 7	14%	18%
Customer 8	38%	15%
Customer 9	16%	12%
Customer 10	14%	18%
Total	15%	16%

With c 7% share Sundrop Peanut Butter is the 4th largest brand in the Spreads Category

Competition Update-Media Spends - Edible Oils

<i>Rs Million</i>	F-12	F-13	F-14	F-15	Q1-16	Q2-16	Q3-15	Q4-15	F-16	Q1-17	Q2-17	Oct-16
Sundrop Heart	88	94	50	65	15	19	11		46	10	15	5
Saffola	121	212	356	291	100	123	60	55	338	111	104	1
Total Premium	209	306	406	356	115	142	71	55	384	121	119	6
Fortune Rice Bran		203	356	148	2	44	4	14	64	20	38	24
Fortune Vivo								83	83	209	164	12
Sub Total	209	509	762	504	117	186	75	152	531	349	348	41
Others	722	915	815	1280	350	495	650	697	2192	564	789	411
Category Total	931	1424	1577	1784	467	681	725	849	2722	914	1099	452

*The above data is an estimate applying management judgment of media spends from TV, print and radio combined, derived by data available in public domain. Print and Radio data from Feb-16 is not been included in this.

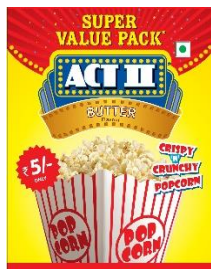
Media Investments in Category jump from c Rs. 150 crore p.a. to Rs. 200 crores in first half of FY'17.

Product Portfolio – Act II



Ready to Cook Popcorn

Extruded Snacks



Ready To Eat Popcorn



Tortilla

Product Portfolio – Sundrop



Cooking Oil

Spreads

Snack Nuts

Going Forward

- A robust Snacks portfolio means that we are now probably only 18-24 months away from being the No 1 brand in Western Snacks in the Modern Trade in India.
- To have the same success in the Traditional Trade we need to:
 - a) Adapt the Portfolio in terms of SKU offerings
 - b) Execute the regional sourcing model (5/7 plants)
 - c) Modify Go to Market while expanding Town Coverage.Work on all of these is currently underway.
- This will enable us to have a solid Distributor Infrastructure and improve the return on our advertising investment on Ready to Cook Popcorn, Tortilla Chips & Peanut Butter through distribution expansion.
- Transition towards a self funded Foods Platform and achieve our ambition of making Act II a Rs. 500 crore brand.

Becoming the “Most Respected Foods Company”

- Flagship CSR program “Poshan” running in Gujarat and Uttarakhand.
- Continue to impact c 12,000 children.
- Best in Class CSR program with a high community impact.



Make the Vision a Reality

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