Date: November 5, 2018

To	To,
National Stock Exchange of India Limited Exchange Plaza, 5th Floor Plot No. C/1, G Block Bandra Kurla Complex Bandra (E), Mumbai -400 051	BSE Limited P.J. Towers, Dalal Street Mumbai- 400 001
Symbol: DIAMONDYD	Security Code: 540724 Security ID : DIAMONDYD

Sub: **Disclosure of information under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith Corporate Presentation of the Company for the quarter and half year ended September 30, 2018.

The aforesaid presentation is also available on the Company's website- www.yellowdiamond.in.

Request to please take the aforesaid presentation on your record.

Thanking you,

Yours faithfully,

For Prataap Snacks Limited

Om Prakash Pandey
Company Secretary & Compliance Officer

Encl. As above

PRATAAP SNACKS LIMITED

Q2 & H1FY19 - Results Presentation

November 2018

Disclaimer

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties, like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Prataap Snacks Limited (PSL) will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward looking statements to reflect subsequent events or circumstances.

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Company Overview

Company Snapshot

23%	**60+**	**9**	**#1**
5 year revenue CAGR	SKU's	Manufacturing facilities	Market Leader in Rings
27+	**235+**	**3,800+**	**9.0 MN**
States	Super Stockists	Distributors	Packets sold per day

- Diverse Product Portfolio
- Focus On Product Innovation
- Pan India Distribution Network
- Core Management With Deep Domain Expertise
- Strategically Located Manufacturing Facilities

Diverse Product Portfolio

POTATO CHIPS

- **Potato based snack**
- **SKUs:** 9 flavors
- **Target group:** All

CHULBULE*

- **Rice grit & Corn grit based snack**
- **SKUs:** 7 flavours
- **Target group:** Youth & Children

RINGS, KURVES & PUFF*

- **Corn grit based snack**
- **Market leader in Rings**
- **SKUs:** 4 flavours
- **Target group:** Children

NAMKEEN*

- **Gram based#**
- **SKUs:** 23 varieties
- **Target group:** All

PELLET SNACKS

- **Wheat based**
- **SKUs:** 2 flavours
- **Target group:** Children

NACHOS

- **Made from corn tortillas**
- **Launched in Q4FY18**
- **SKUs:** 3 flavours
- **Target group:** All

YUM-PIE

- **Cake with Jam & chocolate**
- **SKUs:** 3 flavours
- **Target group:** Children

YUM CAKE & COOKIE CAKE

- **Cake centre filled with cream and Cake with chocolate**
- **SKUs:** 2 flavour
- **Target group:** Children and Youth

Diverse product portfolio at strategic price points and pack sizes

**Chulbule* – *Random extruded corn based snack, **Rings, Kurves & Puff* – *Shaped extruded corn based snacks, **Namkeen* – *Traditional Indian snacks*

 # Key component is Gram, however, based on the variants, multiple pulses and other condiments might be used

Focus On Product Innovation

2009
- **Potato Chips**
  - Cream & Onion
  - Nimbu Masala
- **Chulbule**
  - Taza Tomato

2010
- **Potato Chips**
  - Mast Masala[1]

2011
- **Potato Chips**
  - Tasty Punch
- **Chulbule**
  - Achari

2012
- **Potato Chips**
  - Black Pepper
- Introduction of Rings, Namkeen and Wheels

2013
- **Namkeen**
  - Banana Wafer Black Pepper
  - Banana Wafer Salted
  - Cornflake Mixture
  - Mitha Falahar
  - Bhel
  - Sev Murmura
- **Potato Chips**
  - Yummy Masala
  - Chatpata

2014
- **Namkeen**
  - Garlic Sev Mamra
  - Masala Matar
  - Gatiya Masala
- **Chulbule**
  - Cream & Onion
- Introduction of Scoops

2015
- **Namkeen**
  - Chana Choor
- Introduction of Yoodles and Creamy Sticks

2016
- **Ring**
  - Mango Chutney
  - MRP 15/- pack with bigger toys
- Launched Yum-Pie, a variety of sweet snacks, under the new umbrella brand name Rich Feast in Nov/Dec 2017

2017
- **Yum Pie**

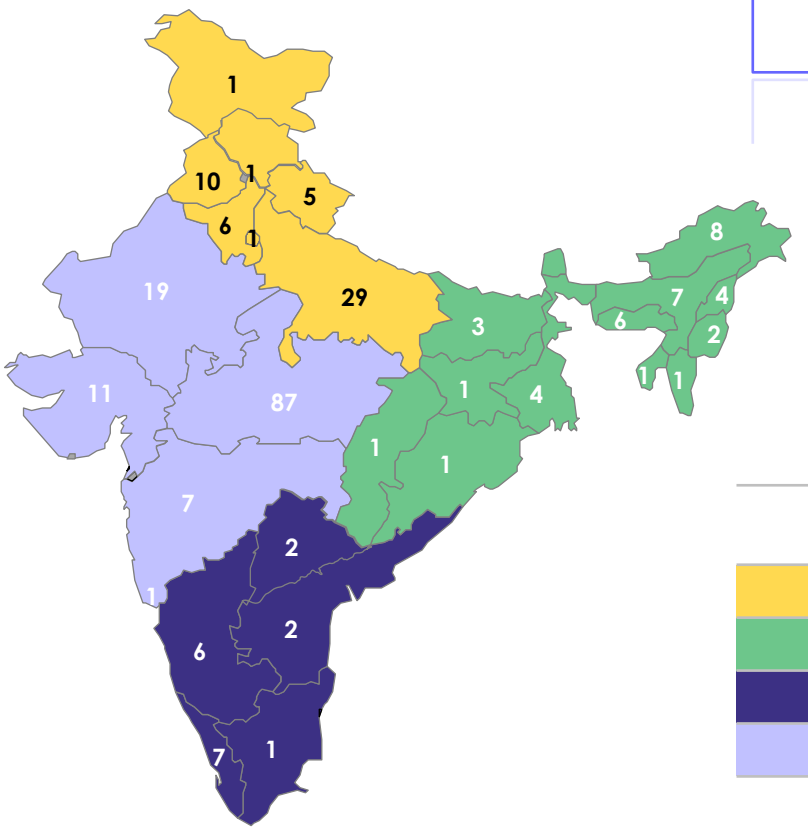
2018
- **Nachos, Kurves, Yum Cake & Cookie Cake**
- Launched Nachos, Kurves, Yum Cake and Cookie Cake in 2018
- Introduced Cheese Masala & Tomato variants in Kurves

Products launched

With a series of products and flavours launched over the years, Prataap Snacks has demonstrated the ability to introduce new products, deliver product innovation and redevelop product categories

Note: Data as per fiscal year end (March ending)
1 Subsequently modified and changed to Chatpata

Pan India Distribution Network



27+
States*

235 +
Super Stockist

3,800+
Distributors

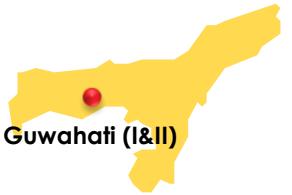
Region	*No. of States / UT*	*No. of Super Stockists*
North	7	53
East	12	39
South	5	18
West	5	125

**Includes one Union Territory, Map not to scale*

Strategically Located Manufacturing Facilities

Madhya Pradesh

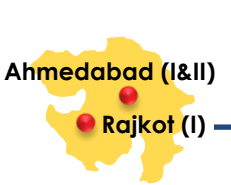
Assam



West Bengal

Karnataka

Gujarat



Distribution benefits

- Caters to the Northern and Western Zones
- Well connected between Mumbai and Delhi which are key distribution hubs for North and West zones

Production benefits

- Indore in MP is a key hub for sourcing quality Potatoes

Cost Benefits

- Benefits from attractive reverse logistics trends given that MP is a major consumer state

- Caters to the Eastern Zone
- Guwahati's location benefits from attractive reverse logistic trends
- The manufacturing facilities at Guwahati are eligible for Income Tax exemption

Contract Manufacturing

- 11%-12% business comes from contract manufacturing
- Kolkata – shared contract manufacturing unit for potato chips to cater East India market
- Bangalore – dedicated contract manufacturing unit for Rings and Pellets to cater South India market
- Recently entered into new contracts for third party manufacturing at Ahmedabad, Gujarat, Bengaluru, Karnataka and Kolkata, West Bengal for producing potato chips
- Nachos to be manufactured at Ahmedabad

- Prataap Snacks acquires Gujarat based Avadh Snacks
- The manufacturing facility in Rajkot to cater to the target market of Gujarat and also supply to the neighbouring states

Own facility

Third party facility

Subsidiary Facility

Core Management With Deep Domain Expertise

Corporate functions

Arvind Mehta
Chairman & Executive Director

Over 29 years of experience in real estate business along with over 15 years in the snack foods industry and in the financing business

Amit Kumat
Managing Director & CEO

Over 22 years in Snack foods industry

Earlier with Prakash Snacks and Hello Agro Food Products

Apoorva Kumat
President - Operations

Over 22 years in Snack foods industry.

Earlier with Prakash Snacks and Hello Agro Food Products

Subhashis Basu
COO

Around 26 years in the FMCG sector Earlier with Parle, Pepsico India and Mother Dairy

Sumit Sharma
CFO

16 years in Finance & Accounts

Earlier with Crompton Greaves, L&T-Case

Guided By An Accomplished Board Of Directors

Arvind Mehta
Chairman & Executive Director

Over 29 years of experience in real estate business along with over 15 years in the snack foods industry and in the financing business

Amit Kumat
Managing Director & CEO

Over 22 years in the snacks foods industry

G.V. Ravishankar
Nominee Director (Sequoia)

Over 12 years in management consultancy & PE investments

Previously worked with McKinsey & Company

Anisha Motwani
Independent Director

Partner (Storm the Norm Ventures)

Earlier with General Motors India & Max Life Insurance Company

Vineet Kumar Kapila
Independent Director

COO (RPC North of United Spirits) & earlier MD (Spencer's Retail)

Dr. Om Prakash Manchanda
Independent Director

CEO & Exe. Director (Dr. Lal Pathlabs) & earlier with Hindustan Lever, Ranbaxy Laboratories Limited

Haresh Chawla
Independent Director

Partner (India Value Fund) & earlier CEO (TV18)

Chetan Kumar Mathur
Independent Director

30 years of experience in F&B industry, worked with PepsiCo India for 23 years

PSL has high standards of Corporate Governance and sound internal control policies

Prataap Snacks' Evolution

2003
Prakash Snacks incorporated. Commenced trading in Cheese Balls

2005
Set up a plant to manufacture Potato Chips in Indore

2007
Installed Chulbule plant at Prakash Snacks in Indore

2010
Prataap Snacks incorporated and set up a Potato Chips plant in Indore

2011
Sequoia's initial investment of Rs. 620 mn
Prataap Snacks

Prataap Snacks took over the business of Prakash Snacks

2012
Commissioned Rings and Namkeen plant in Indore

Introduction of Rings, Namkeen and Wheels

2013
Doubled the capacity of Potato Chips plant at Indore from 6,000MT per annum to 12,000MT per annum

2014
Commissioned Guwahati plant for Rings, Chulbule and Pellets

Introduction of Scoops

2015
Introduction of Yoodles and Creamy Sticks

2016
Guwahati new plant commissioned

Increased the capacity of Chulbule and Rings plant at Indore

2017
Successful IPO – oversubscribed 47x; listed on NSE & BSE on Oct 5, 2017

Launched Yum-Pie, a variety of sweet snacks, under the brand name Rich Feast.

2018
Entered into 3P Contract Manufacturing for producing potato chips

Launch of Kurves, Nachos ,Yum Cake and Cookie Cake

In August acquired 80% stake in Avadh Snacks, a leading snacks player In Gujarat

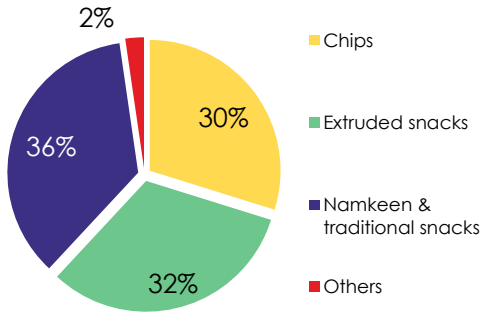
Note: Fiscal year ended March

Industry Overview

Trends In The Indian Organised Snacks Market

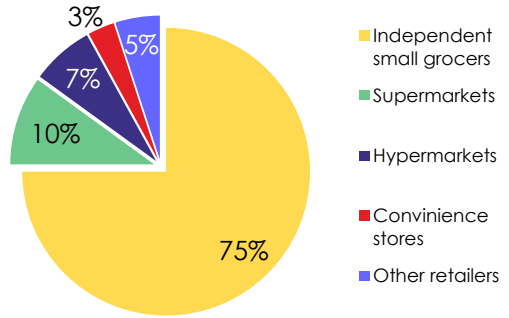
Rs.220 Bn organized snack market, contributes to only ~40% of the Rs.550 Bn total snack market

Category/ product*



- Each of these product segments is relevant and contributes to almost a third of the market

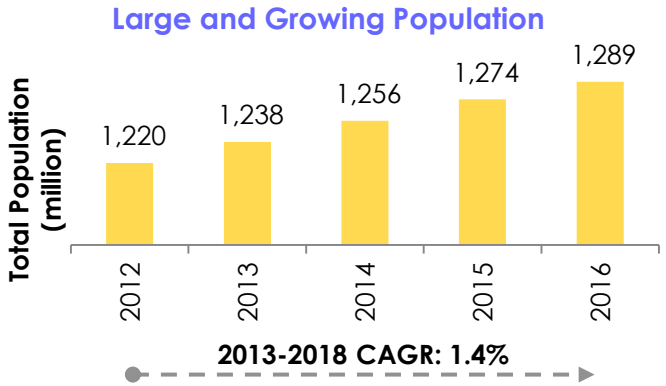
Sales channels*

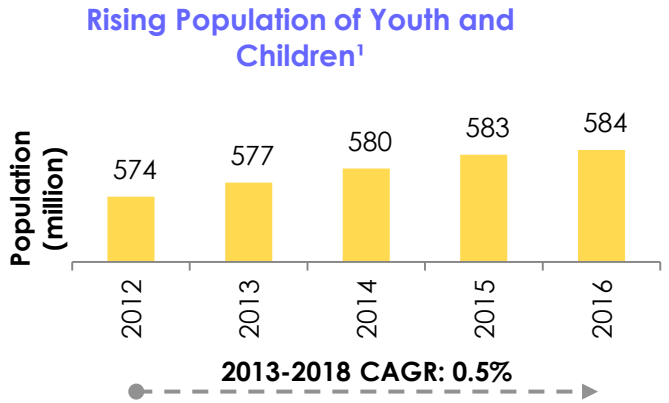


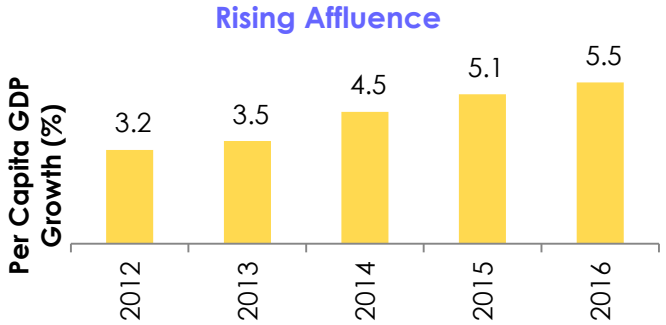
- Large presence of unorganised small grocery stores and petty shops
- Petty shops usually stock the smallest SKU size product
- Domination of small grocery stores expected to continue for the next 5 to 10 years

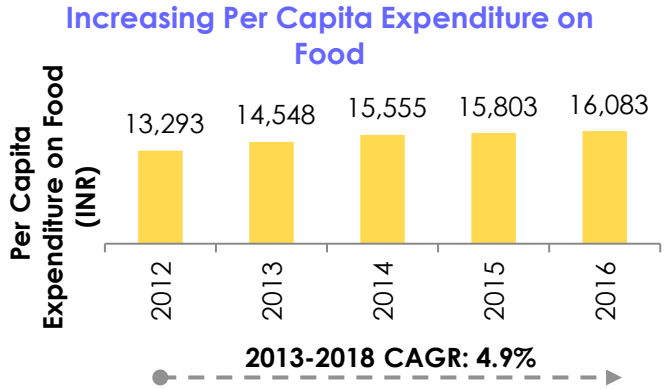
Source: F&S report 2017
* As of 2016; please refer the Definitions section in the annexure for the zone definitions

Backed By Strong Demographic Tailwinds in India









Source: *EIU, Business Monitor International; data as per calendar year ended December*
Note: *1 Includes population aged 5-29 years*

Acquisition of Avadh Snacks

Details of the Acquisition

- Prataap Snacks recently acquired 80% of equity stake in Avadh Snacks Pvt. Ltd for Rs. 148 crore through a combination of primary & secondary investment
- Avadh Snacks has a diversified product portfolio for Namkeens and Pellets in several variants and pack sizes
- The Company has a strong presence in the state of Gujarat and expanding to Maharashtra and Rajasthan
- Product portfolio of Prataap Snacks and Avadh Snacks complement each other with a mix of regional and national flavors & variants across categories
- Avadh Snacks will look to penetrate deeper into its home market as well as expand its presence in other neighboring markets

Avadh Snacks to be a strong partner and will help Prataap Snacks in gaining significant distribution synergies across Gujarat market

Avadh Product Portfolio – Namkeen

Key Products: Bhavnagri Gathiya, Sada Mamra, Papdi Gathiya, Chavanu, Lasaniya Mamra

Price Point: Rs. 5, 10, 30, 50

SKUs: 34 varieties

Target group: All

Avadh Product Portfolio – Fryums

Key Products: Tomato Cup, Salted reffil, Masala cup, Chiji Noodles, Salli, White crunchy papd

Price Point: Rs. 5, 10,

SKUs: 21 varieties

Target group: Children

Q2 & H1FY19 Results Performance

CEO's Message

Commenting on Q2 & H1FY19 performance, Mr. Amit Kumat - Managing Director, Prataap Snacks Limited said:

"We are pleased to report healthy revenue growth of 14.7% in H1FY19 despite macroeconomic challenges during the quarter. The transportation strike during the quarter delayed dispatches and further impacted revenues by about 5-6%.

While there was pressure on margins due to an abnormal increase in a few key raw materials, we have partially mitigated the impact through cost optimization initiatives and product mix improvements and managed to improve EBITDA in Q2 FY19 by 49 bps over Q1 FY19.

The acquisition formalities of Avadh Snacks have been completed. From next quarter we will consolidate the financials. This marks our foray into India's largest snack market of Gujarat and we are confident that this acquisition will accelerate our growth trajectory.

During the quarter, we introduced some exciting additions to our portfolio of sweet snacks "Yum-Cake" and "Cookie-Cake" and the initial consumer reaction has been highly encouraging. We believe the sweet snack portfolio offers immense growth potential and is highly complementary to our portfolio of salty snacks.

We remain confident that the continued consumption tailwinds and our strong customer value proposition will help the business sustain healthy growth momentum in the years ahead."

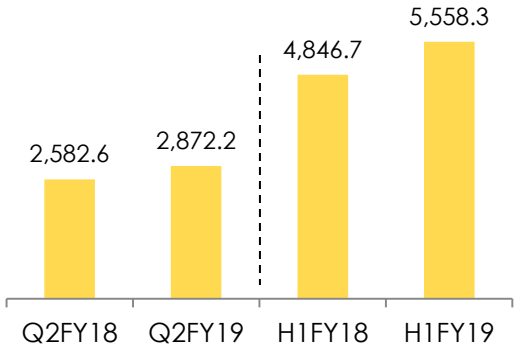
Abridged P&L Statement

Particulars	Q2FY19	Q2FY18	Y-o-Y Change (%)	H1FY19	H1FY18	Y-o-Y Change (%)
Income from Operations	2,872.2	2,582.6	11.2%	5,558.3	4,846.7	14.7%
Raw Material Cost	1,968.2	1,724.1	(14.2)%	3,832.7	3,265.3	(17.4)%
Gross Profit	904.0	858.5	-	1,725.7	1,581.4	-
Gross Margins	***31.5%***	***33.2%***	***(170)Bps***	***31.0%***	***32.6%***	***(160)Bps***
EBITDA	207.6	261.4	-	388.6	460.4	-
EBITDA Margins	***7.2%***	***10.1%***	***(290)Bps***	***7.0%***	***9.5%***	***(250)Bps***
Depreciation	79.0	71.2	(10.9)%	155.1	141.1	(9.9)%
Interest	0.9	7.9	88.7%	1.8	18.7	90.3%
Profit After Tax	112.6	129.2	(12.9)%	216.5	226.8	(4.6)%
EPS (Diluted) in Rs.	4.80	6.18	(22.3)%	9.23	10.85	(14.9)%

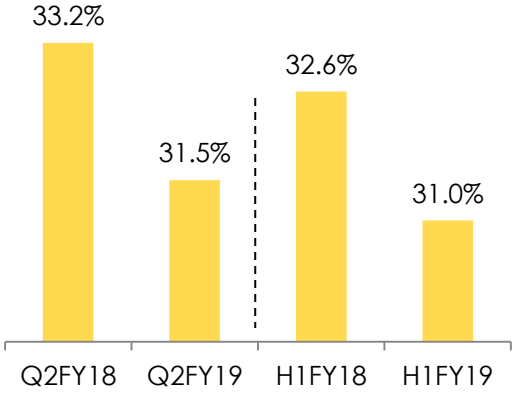
CONSLIDATED FINANCIALS, IN RS. MILLION EXCEPT AS STATED

Financials – Q2 & H1FY19 Performance

Sales / Income from Operations



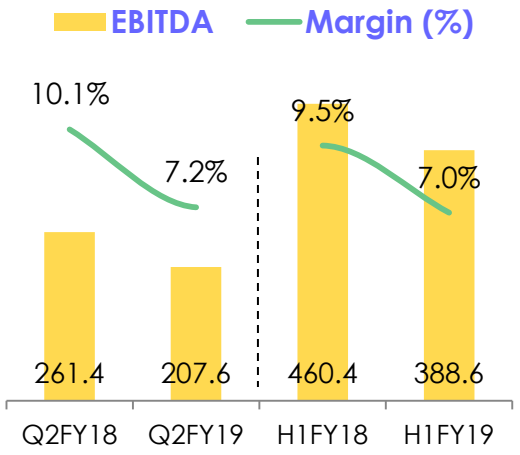
Gross Margin (%)

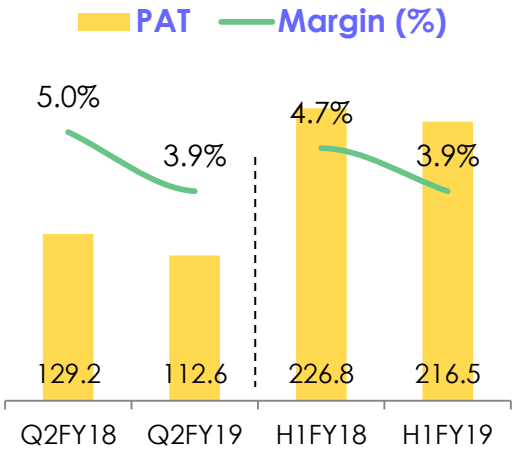


- Income from operations in Q2FY19 grew by 11.2% yoy to Rs. 2,872.2 mn despite impact of transporters strike in July, 2018 & in H1 FY19 it was Rs. 5,558.3 mn higher BY 14.7% yoy
- Gross margins contracted by 170 Bps to 31.5% in Q2FY19 due to increase in a few key raw material costs
  - Partially mitigated the impact of margin pressure through cost optimization initiatives and product mix

CONSLIDATED FINANCIALS, IN RS. MILLION

Financials – Q2 & H1FY19 Performance





- EBITDA for Q2FY19 was lower by 290Bps yoy at Rs. 207.6 mn , whereas the EBITDA for H1FY19 was at Rs. 388.6 mn
  - ✓ Cost optimization initiatives and product mix improvements have helped to improve EBITDA in Q2 FY19 by 49 Bps over Q1FY19
- PAT for Q2FY19 stood at 3.9% yoy to Rs. 112.6 mn on account of macro economic challenges and rise in input costs impacting the margins

CONSLIDATED FINANCIALS, IN RS. MILLION

About Prataap Snacks Ltd.

Prataap Snacks Ltd. (PSL) is a leading Indian Snack Foods Company. It offers multiple variants of products across categories of Potato Chips, Extruded Snacks, Namkeen (traditional Indian snacks) under the popular and vibrant Yellow Diamond brand. It has recently launched a range of sweet snacks under the distinctive Rich Feast brand. PSL is focused on offering deep value to consumers through a variety of pack sizes at attractive price points. Its products are present across 27 states in India and it is one of the fastest growing companies in the organized snacks industry.

Headquartered in Indore, India; PSL operates 9 manufacturing facilities of which 3 facilities (Indore, Assam-1 and Assam-2) are owned and 6 facilities (located in Ahmedabad, Kolkata and Bangalore) are on contract manufacturing basis. Its distribution network includes more than 235 super stockists and more than 3,800 distributors allowing it extensive reach across the country. PSL has a wide presence across the country that is equally spread in metro cities and urban clusters as well as in rural areas and Tier 2 and 3 cities and towns. Its products are available at independent grocers and small retail stores in the lanes and by-lanes of its key markets and it is now building up its presence in supermarkets, hypermarkets and modern trade outlets.

Led by an able and experienced leadership and guided by an accomplished Board of Directors, PSL is a socially responsible corporate citizen with a strong focus on Corporate Governance and Internal controls. Following a successful IPO in September 2017, PSL is now listed on the Bombay Stock Exchange (BSE:540724) and National Stock Exchange (NSE:DIAMONDYD) in India.

Sumit Sharma

Prataap Snacks Ltd

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CDR India

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karl@cdr-india.com

Thank You