



HOAC FOODS INDIA LIMITED

CHOICE FOR QUALITY AND PURITY

(FORMERLY KNOWN AS HOAC FOODS INDIA PVT LTD)

CIN: U15120DL2018PLC330739

GST NO. 07AAECH4665B1ZS



Date: August 02, 2024

To,
National Stock Exchange of India Limited
Listing & Compliance Department
Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex, Bandra
Mumbai - 400051, India

Company Symbol: **HOACFOODS**
Company ISIN: **INE0S6S01017**

Subject: Successful Opening of New Franchise Store in Prime Location of Delhi NCR.

Dear Sir / Madam,

Pursuant to Regulations 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are delighted to announce the **grand opening of our new franchise store** in the **prime location** of Gurugram in **Delhi NCR**.

The new HOAC Foods store is designed to cater to the growing demand for premium food items in the region. The store is **located at The Vyapar Kendra Market Shushant Lok 1 Near DLF, Gurugram region**.

The **strategic location** of the new store is expected to drive significant foot traffic, contributing to revenues and new customer additions to the already existing customer base of more than 45,000. HOAC Foods aims to serve a diverse customer base, from home bakers to professional chefs, ensuring everyone has access to nutritious and high-quality food products.

We expect to keep expanding our presence in Delhi NCR and other metropolitan areas along with diversified product portfolio.

About HOAC Foods:

We are engaged in the manufacturing of flour (chakki atta), herbs & spices, unpolished pulses, grains, and yellow mustard oil in our product range and markets & sell it in and around Delhi-NCR under the brand name **"HARIOM"** through our Exclusive Brand Outlets.

With **15 retail units** and a modern manufacturing facility, we offer an extensive selection of products across six major categories: Healthy Flours, Spices and Herbs, Unpolished Pulses, Yellow Mustard Oil, Dry vaggies and Rice & Grains. With over **163 Stock Keeping Units (SKUs)**, the store ensures that customers have access to a diverse and comprehensive range of high-quality, nutritious food products.

Our **direct-to-consumer (D2C) app** is achieving remarkable success, attracting over **11,000 active monthly users**. Our total customer included (D2C) base has increased to **45,000 users** and an **average transaction value of ₹630/- up from ₹550/- last year**, generating an impressive **monthly sales revenue of ₹1.4 crore**.

Website: www.hariomatta.com, E-mail ID: info@attahariom.com, Contact No.: +91 97178 38568,
Registered Office Address: D-498, 1st Floor, Palam Extension, Sector-7, Dwarka, New Delhi -110077, India





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To increase the same store sales, we have installed **Flour grinding machine** in most of our Exclusive Brand Outlets as our Company's goal is offer freshly grinded flour to our customers as these flour grinding machines sets our Company apart from competitors, potentially attracting more customers who value freshness and customization. Offering flour grinding services **allows customers to customize their flour blends** according to their preferences, such as choosing different types of grains or textures. These steps enhance the overall shopping experience for our customers, giving them a sense of involvement and control over the quality of ingredients our customers want.

Our Retail Stores:



Sl. No.	Stores	Location	Company Owned/ Franchise Owned
1	HARIOM ATTA & SPICES	D - 426, Palam Extension, Ramphal Chowk, Sector - 7, Dwarka, New Delhi - 110075	Company Owned
2	HARIOM ATTA & SPICES	G-4, Vardhman Prasad Plaza, K.M. Chowk, Sector - 12, Dwarka, New Delhi - 110078	Company Owned
3	HARIOM ATTA & SPICES	Shop No.40, Valley View Estate, Gwal Pahadi, Gurugram - 122003	Company Owned
4	HARIOM ATTA & SPICES	Shop no G-11 Manish Global Mall MLU Plot No.1 Dwarka Sector-22, New Delhi - 110077	Company Owned
5	HARIOM ATTA & SPICES	C4A/42A, C2, Shani Bazaar Rd, Janakpuri, New Delhi - 110058	Company Owned
6	HARIOM ATTA & SPICES (NEELAM ENTERPRISES)	Shop No. 66, Ameya The Sapphire Mall, Sector - 49, Gurugram - 122018	Franchise Owned

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7	HARIOM ATTA & SPICES (NEELAM ENTERPRISES)	Shop No. G-11, Spaze Corporate Park, Tulip Chowk, Sector - 69, Gurugram Haryana - 122101	Franchise Owned
8	HARIOM ATTA & SPICES (SAYNA FOODS)	Shop No.97, Huda Market, Sector - 23, Gurugram-122017	Franchise Owned
9	HARIOM ATTA & SPICES (FARM2HOME)	Shop No.51, Ground Floor, Sapphire Eighty-Three, Sector - 83, Gurugram - 122004	Franchise Owned
10	HARIOM ATTA & SPICES (YUVRAJ ENTERPRISES)	Conscient One, BG - 102, Dwarka Expy, Sector 109, Gurugram, Pawala, Khasrupur, Haryana 122001	Franchise Owned
11	HARIOM ATTA & SPICES (ASHOK FLOUR MILL)	Shop No. 38, Huda Market, Sector - 16, Faridabad - 121002	Franchise Owned
12	HARIOM ATTA & SPICES (RAKESH SPICES AND FLOUR HEAVEN)	Booth No. 132, Ground Floor, Sector - 15 Part - 2, Huda Market, Gurugram, HR - 122001	Franchise Owned
13	HARIOM ATTA & SPICES (HARIOM ENTERPRISES)	G1/6A, Main PVR Road, Central Market, Vikaspuri, New Delhi - 110018	Franchise Owned
14	HARIOM ATTA & SPICES (BIRASINIMAA ENTERPRISES)	G 6, The Hive Satya Mall, Gurugram Region 122505	Franchise Owned
15	HARIOM ATTA & SPICES (M&H ENTERPRISES)	GF 171, Vyapar Kendra Market Block C, Shushant lok 1, Gurugram 122009	Franchise Owned

For more information visit www.hoacfoodsindia.com.

This is your information and records.

Thanking You,

Yours faithfully,

For and on behalf of
HOAC Foods India Limited
(Formerly Known as HOAC Foods India Private Limited)

Rambabu Thakur
Digitally signed by
Rambabu Thakur
Date: 2024.08.02
12:03:59 +05'30'

Rambabu Thakur
Managing Director
DIN: 08084215

Place: New Delhi

Website: www.hariomatta.com, E-mail ID: info@attahariom.com, Contact No.: +91 97178 38568,
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