

HOAC FOODS INDIA LIMITED

CHOICE FOR QUALITY AND PURITY

(FORMERLY KNOWN AS HOAC FOODS INDIA PVT LTD)

CIN: L15120DL2018PLC330739

GST NO. 07AAECH4665B1ZS



November 25, 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: Announcement under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir / Madam,

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosures Requirement) Regulations, 2015, we have enclosed herewith the Investor Presentation released by the Company for the Results of the Half Year ended September 30, 2024.

The said Presentation is also being made available on the website of the Company i.e. www.hoacfoodsindia.com.

Kindly acknowledge and take the same on records.

Thanking You,

For **HOAC Foods India Limited**
(Formerly Known as HOAC Foods India Private Limited)

Rambabu Thakur
Managing Director
DIN: 08084215

Place: New Delhi

Encl.: as stated above

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



HOAC FOODS INDIA LIMITED

Investor Presentation
November 2024



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About Us

Incorporated in 2018, 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.

Having 15 retail units and a modern manufacturing facility, with over 163 Stock Keeping Units (SKUs).

Our direct-to-consumer (D2C) app developed in-house, attracting over 30,000 active monthly users. With total customer included (D2C) base of 55,000 users and an average transaction value of ₹700/- up from ₹520/- last year, generating an impressive monthly sales revenue of ₹2 crore.



Our Journey

2009-11

Started Hariom Atta Chakki with MP Sharbati Atta and MP Desi Atta. Expanded to include pulses and rice in our product line.

2014-15

Added natural and pure spices under the name of Hariom Spices. Registered our trade name "Hariom Atta Chakki."

2018-19

Incorporated the company, introduced Healthy Flour, Cooking Spices, and more. Opened first company-owned retail store in gurugram and ventured into B2B sector.

2020-21

Established a new office, introduced franchise stores, and setup mustard oil manufacturing unit. relocated factory with a large area of 10000 sq feet, expanded franchise outlets, and diversified product range.

2023-24

Continued growth with new franchise outlets, reinforcing our commitment to quality. Launched our IPO and expanding pan India, marking a significant milestone in our journey towards nationwide presence and market leadership.

Our Products



**Ground and whole spices
20% contributors to total
revenue.**



**Pulses and grains 10%
contributors to total revenue.**



Our Products



**Flours and other healthy flour
55% contributors to total revenue.**



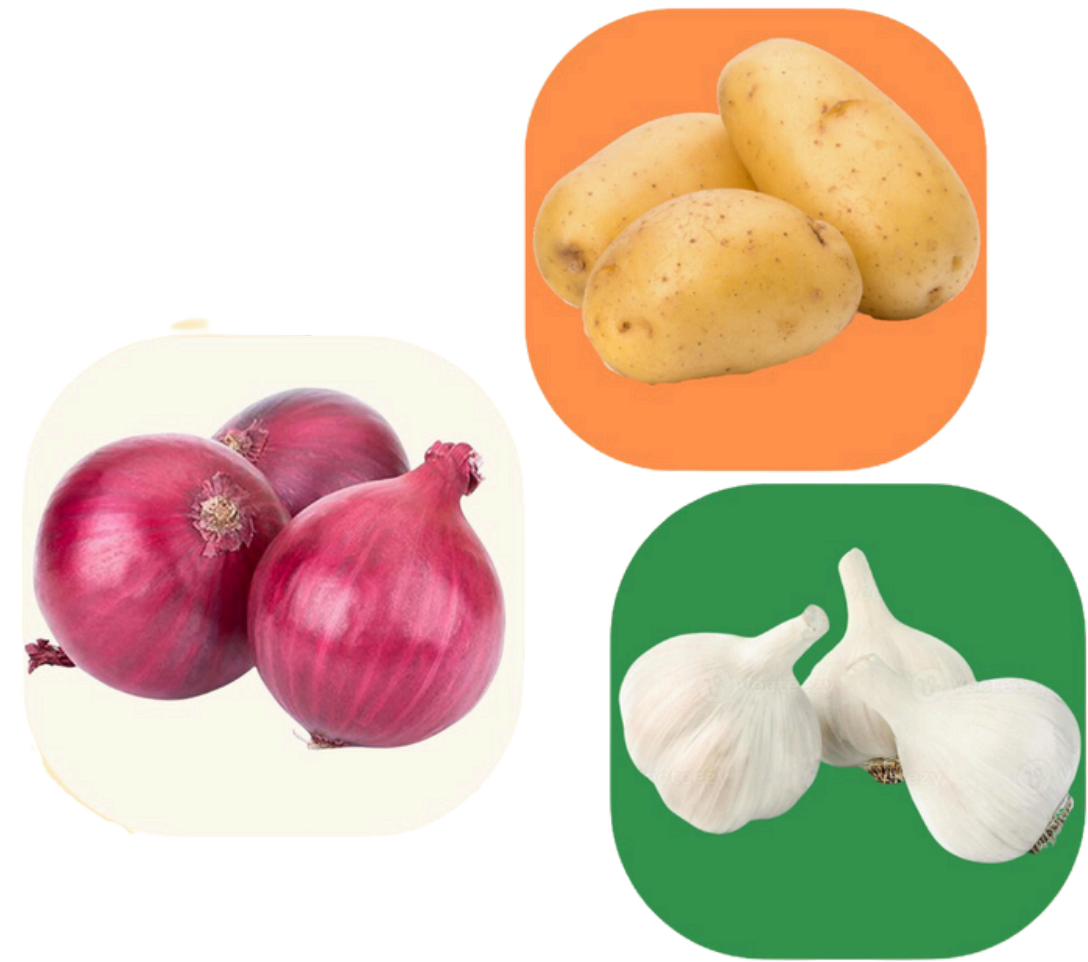
**Oil, Jaggery, Sugar, Rice and some
other Healthy Products 15%
contributors to total revenue.**



Our Products



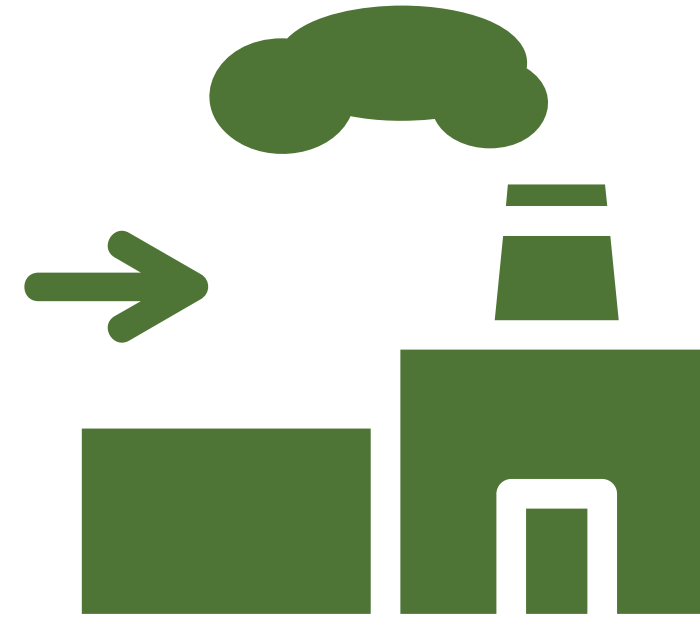
DryFruits



VegRoot

Supply Chain

Raw Material procurement from reputed vendors and trusted farmers



Processing right from cleaning to final packaging



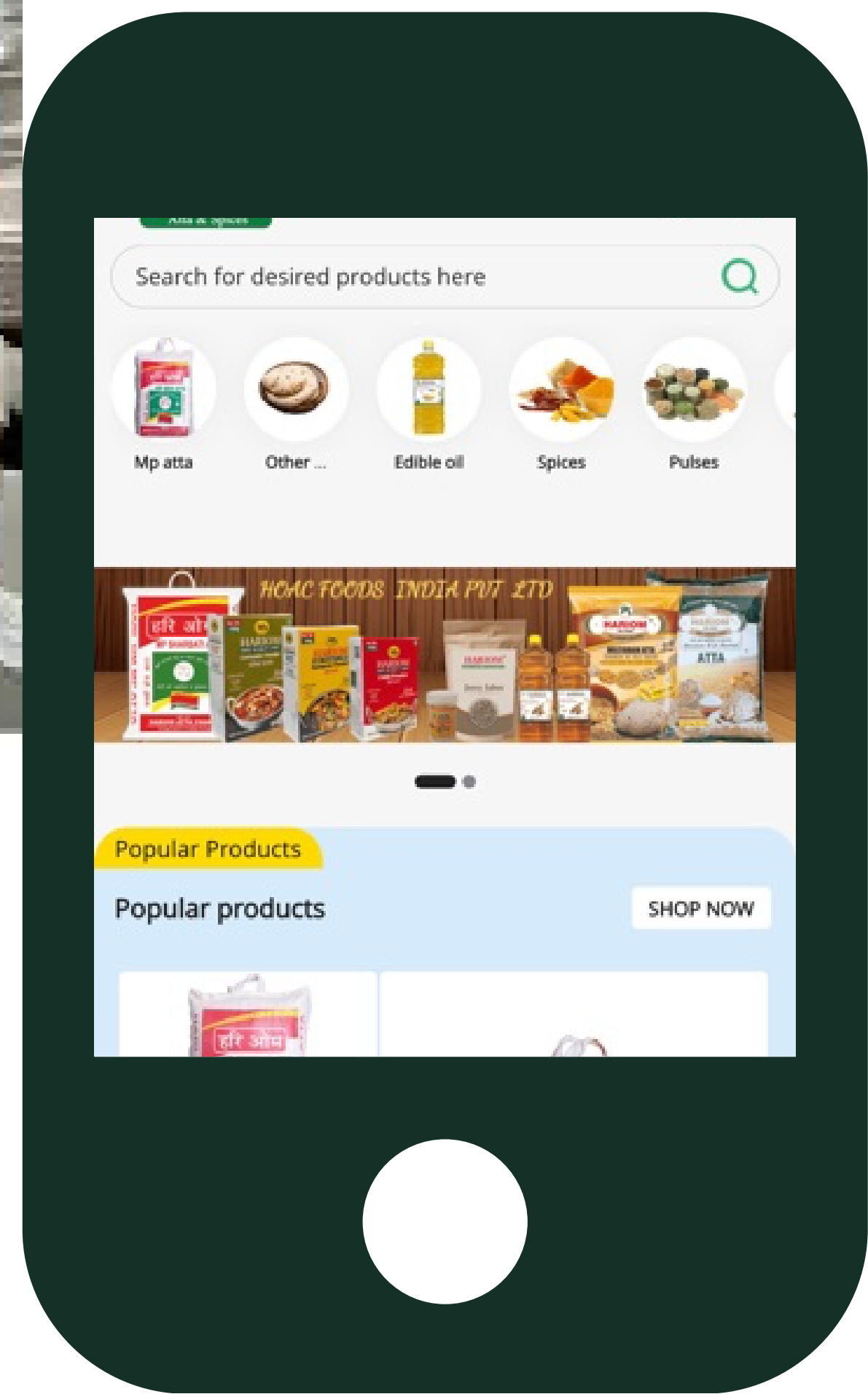
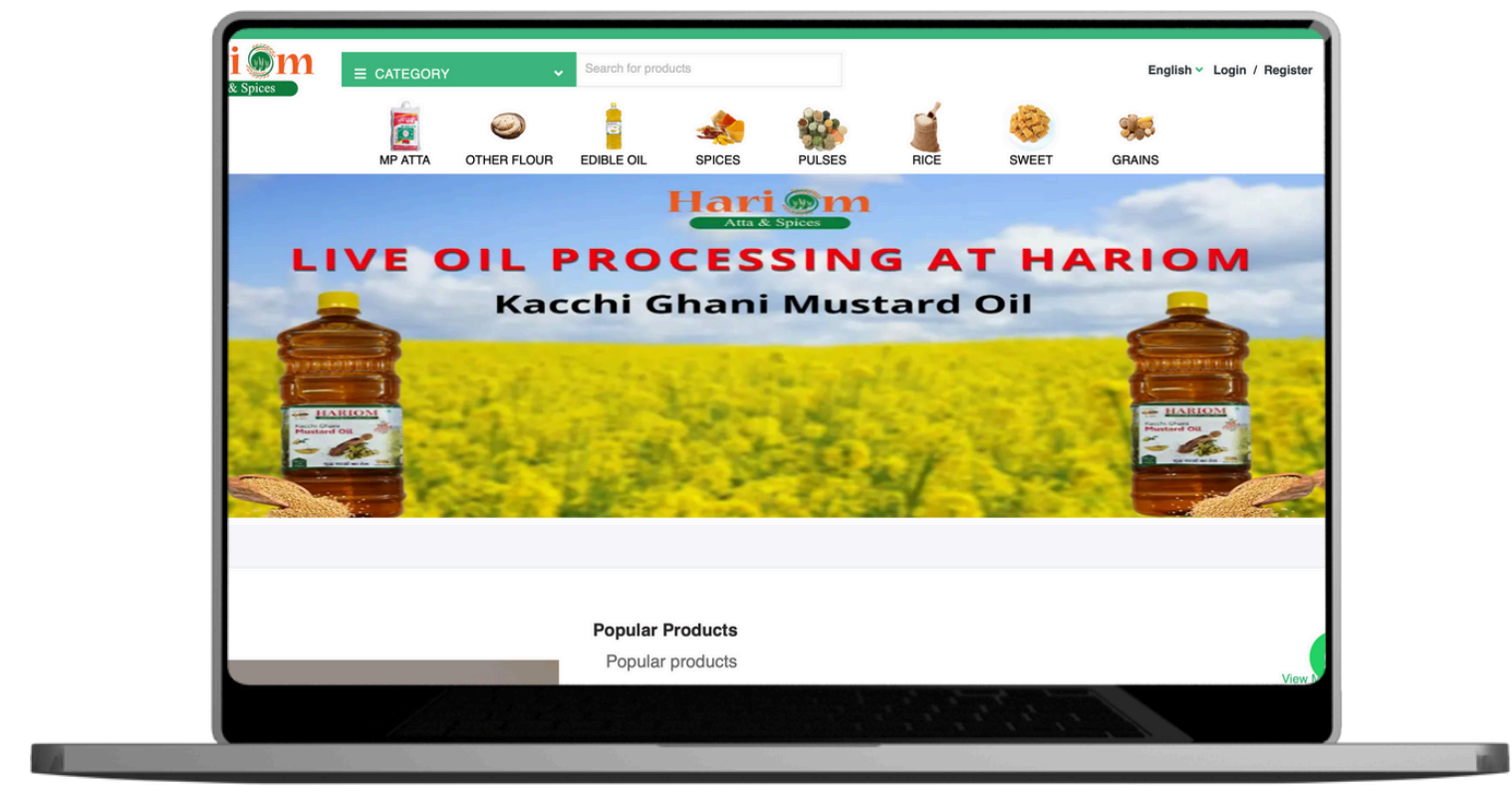
Customers visit stores, place orders on mobile app and website



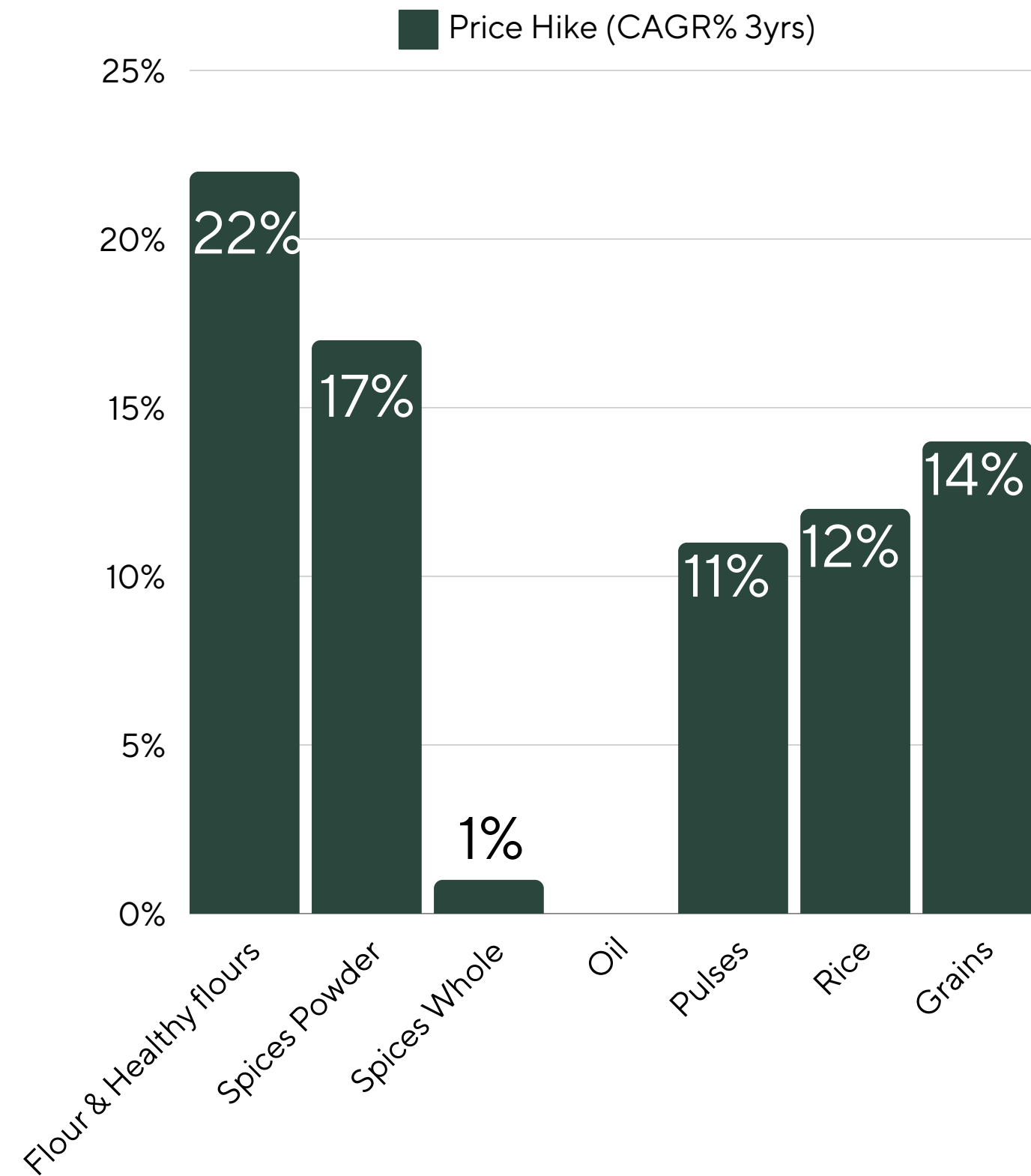
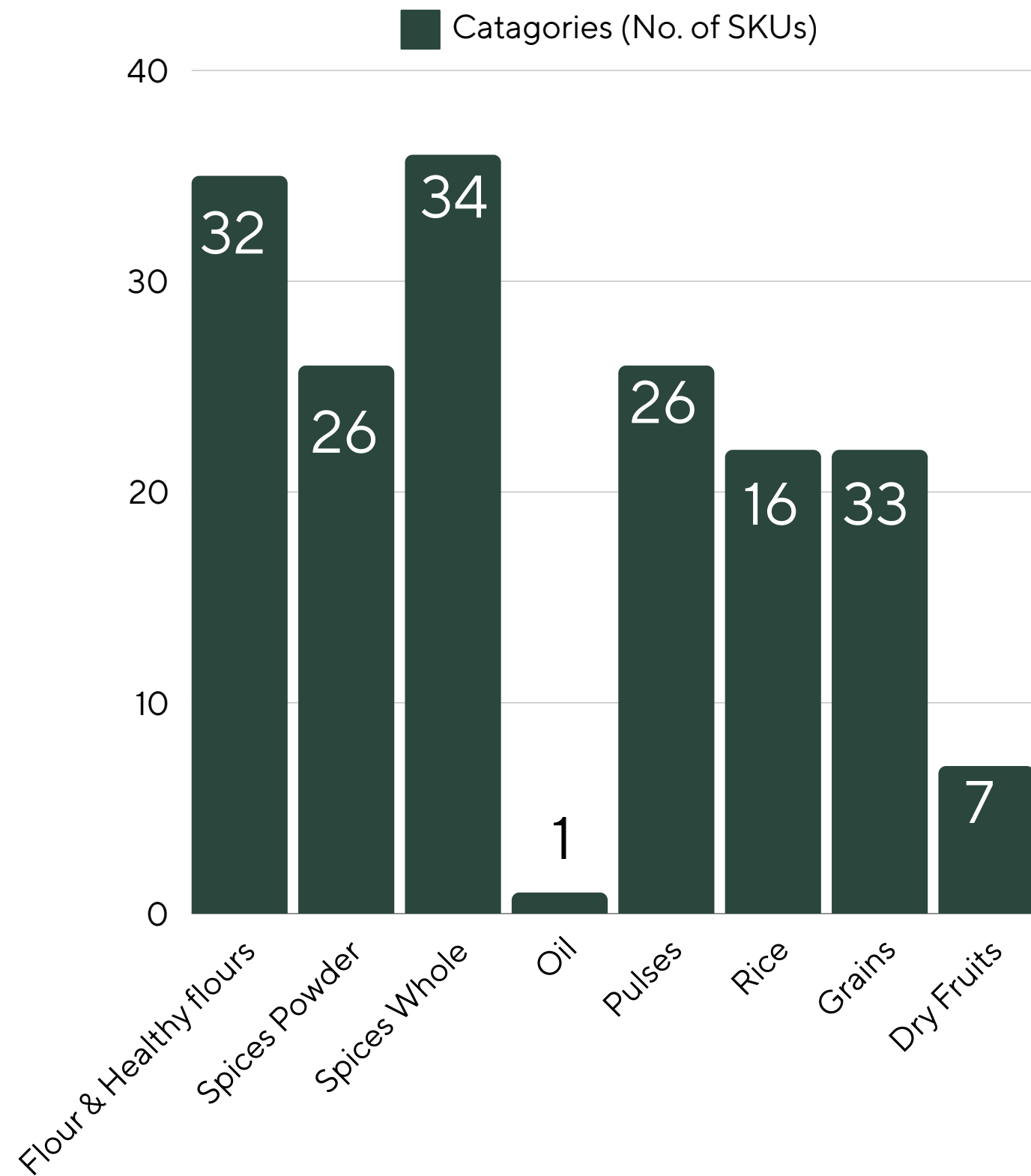
With clear visibility on our inventory levels and franchisee and store sales, we optimize our distribution network and reduce the time between the food product manufactured in our facility to consumer's kitchen which is around within same day to maximum 1 day



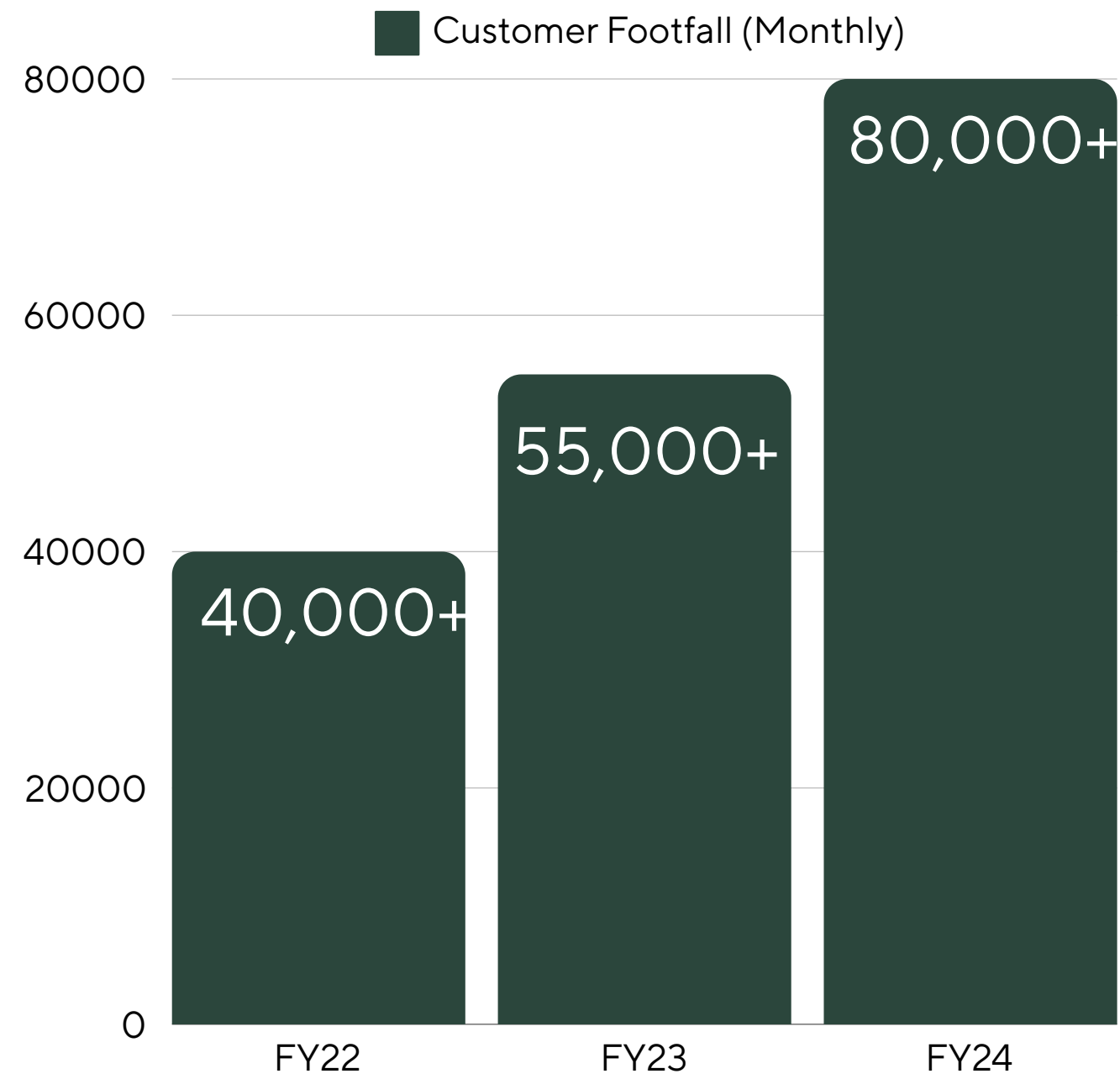
OUR STORES



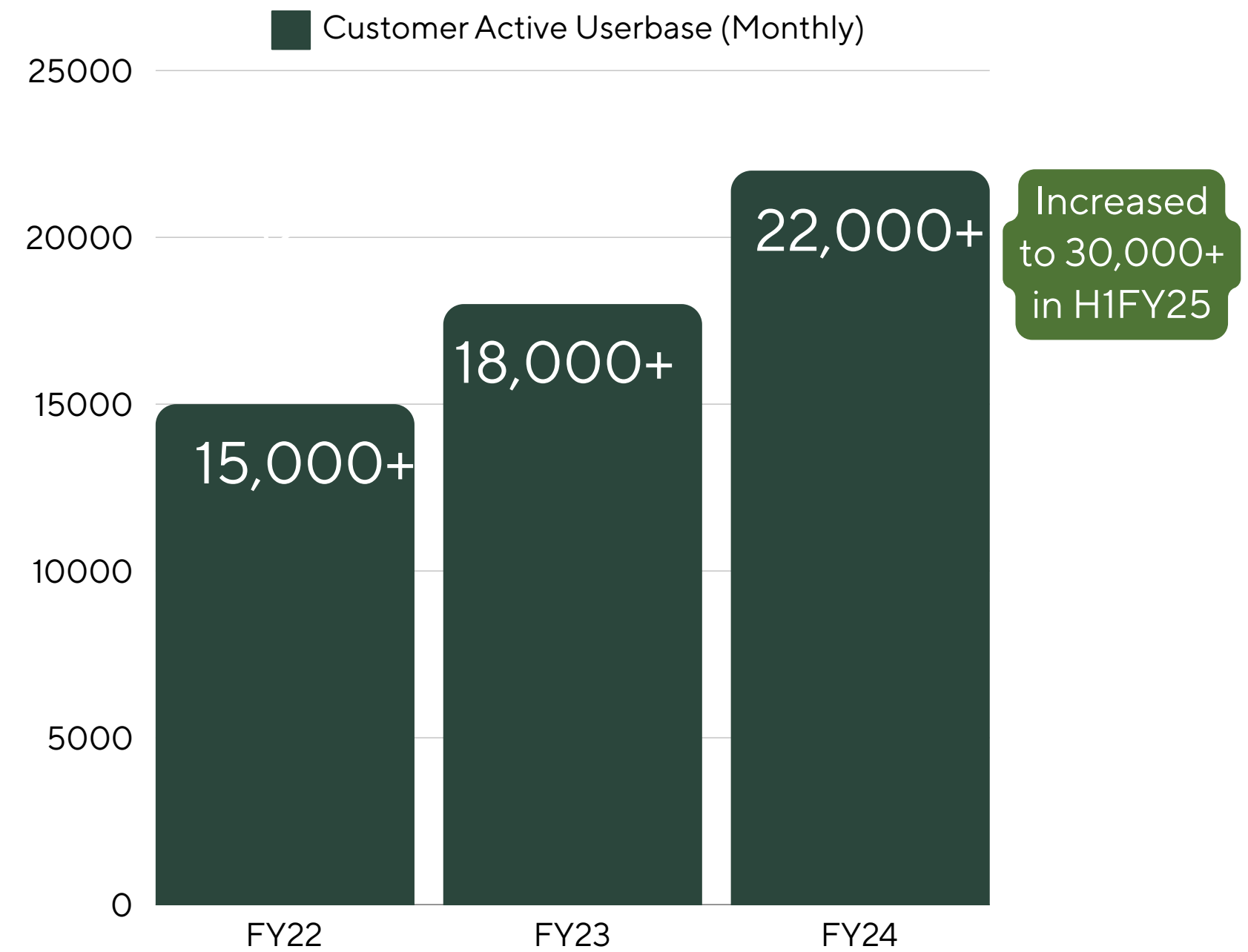
SKUs & Price Hikes



Our Customers

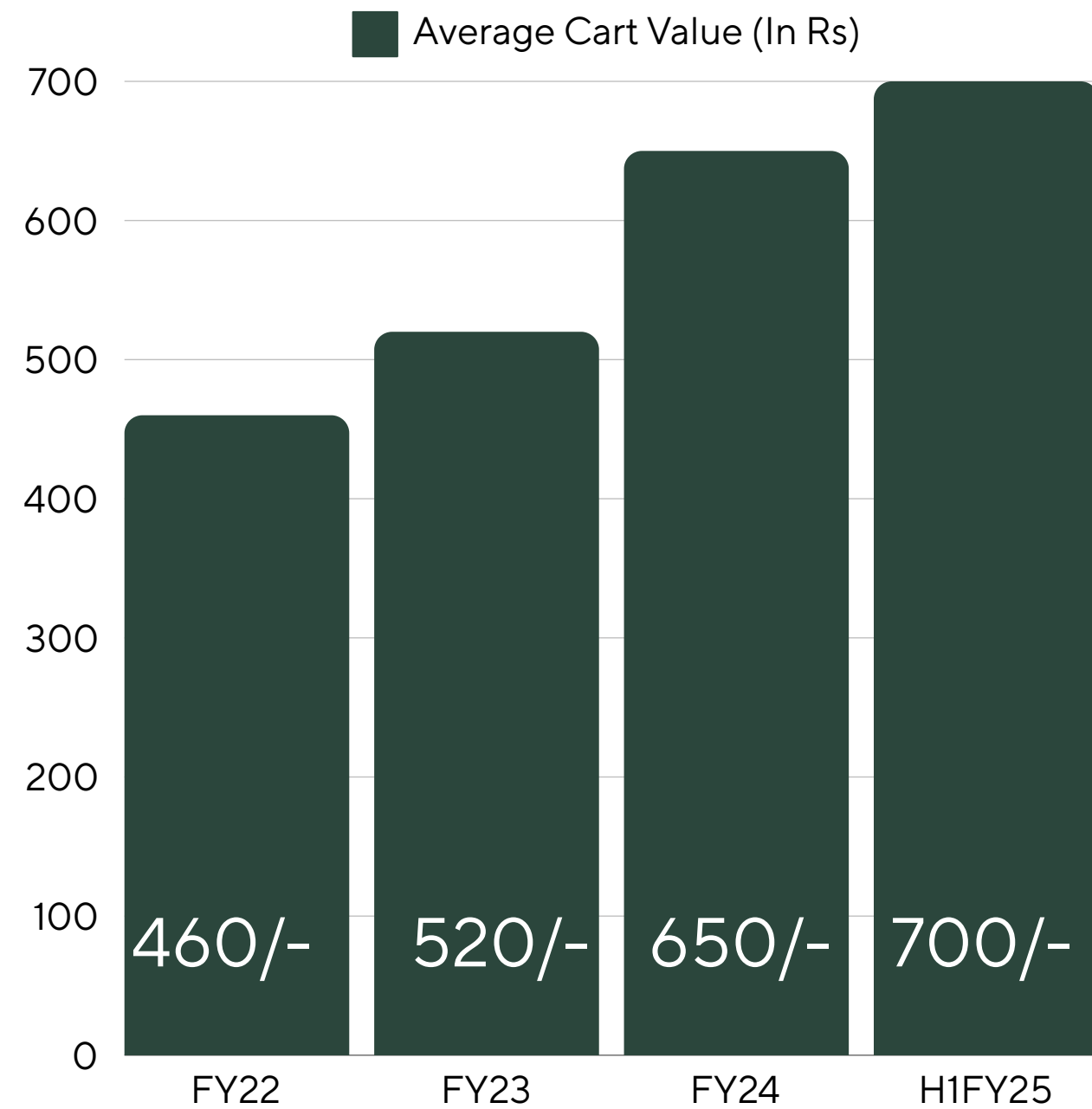


Customer Footfall (Monthly)

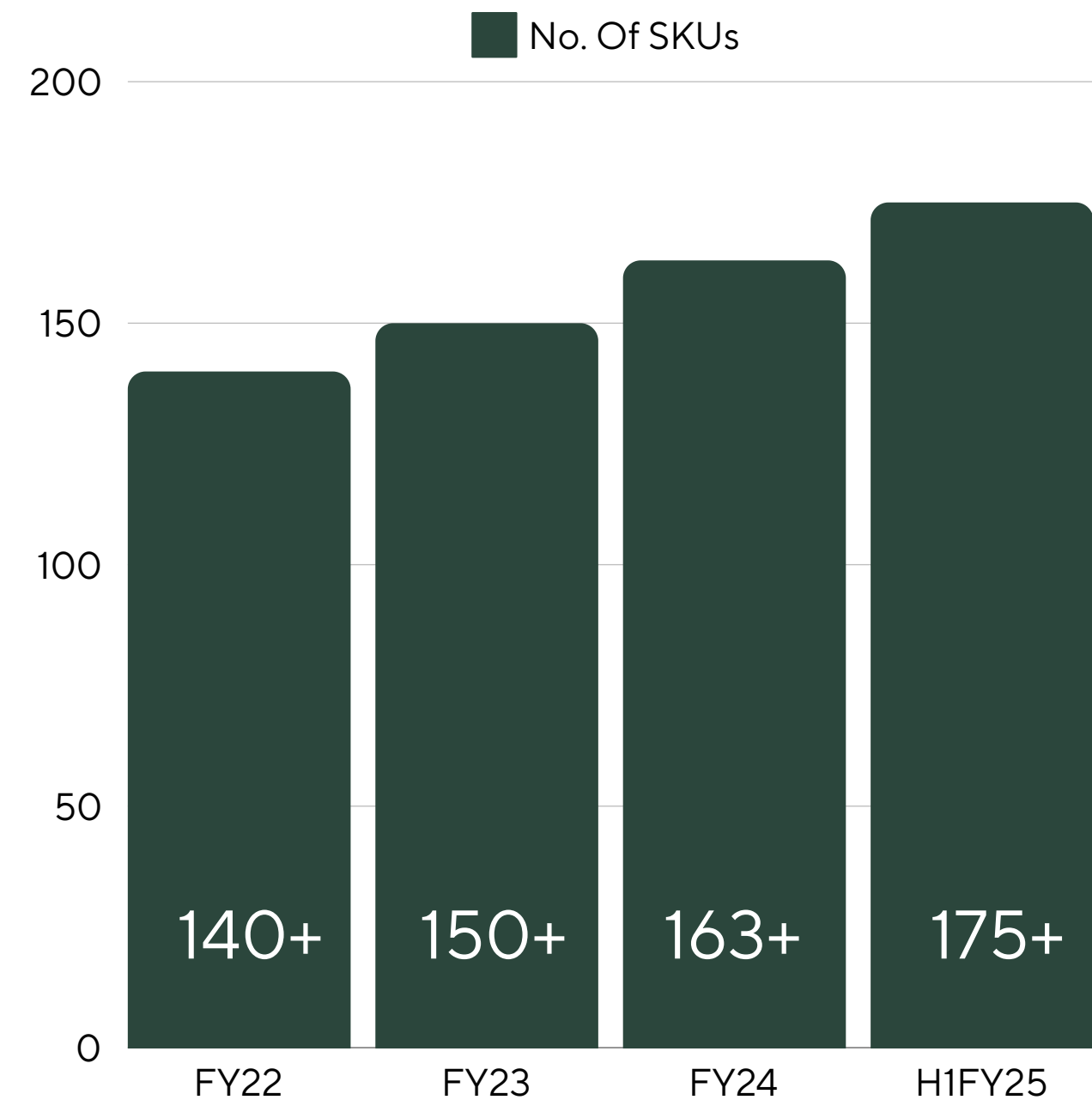


Customer Active Userbase (Monthly)

Increasing Cart Value along with SKUs



Average Cart Value (Yearly)



**No. Of SKUs (Yearly)
6-7 New Launches Every Year**

Store Revenue Contribution %

1 Company Outlets

FY23: 72.42%

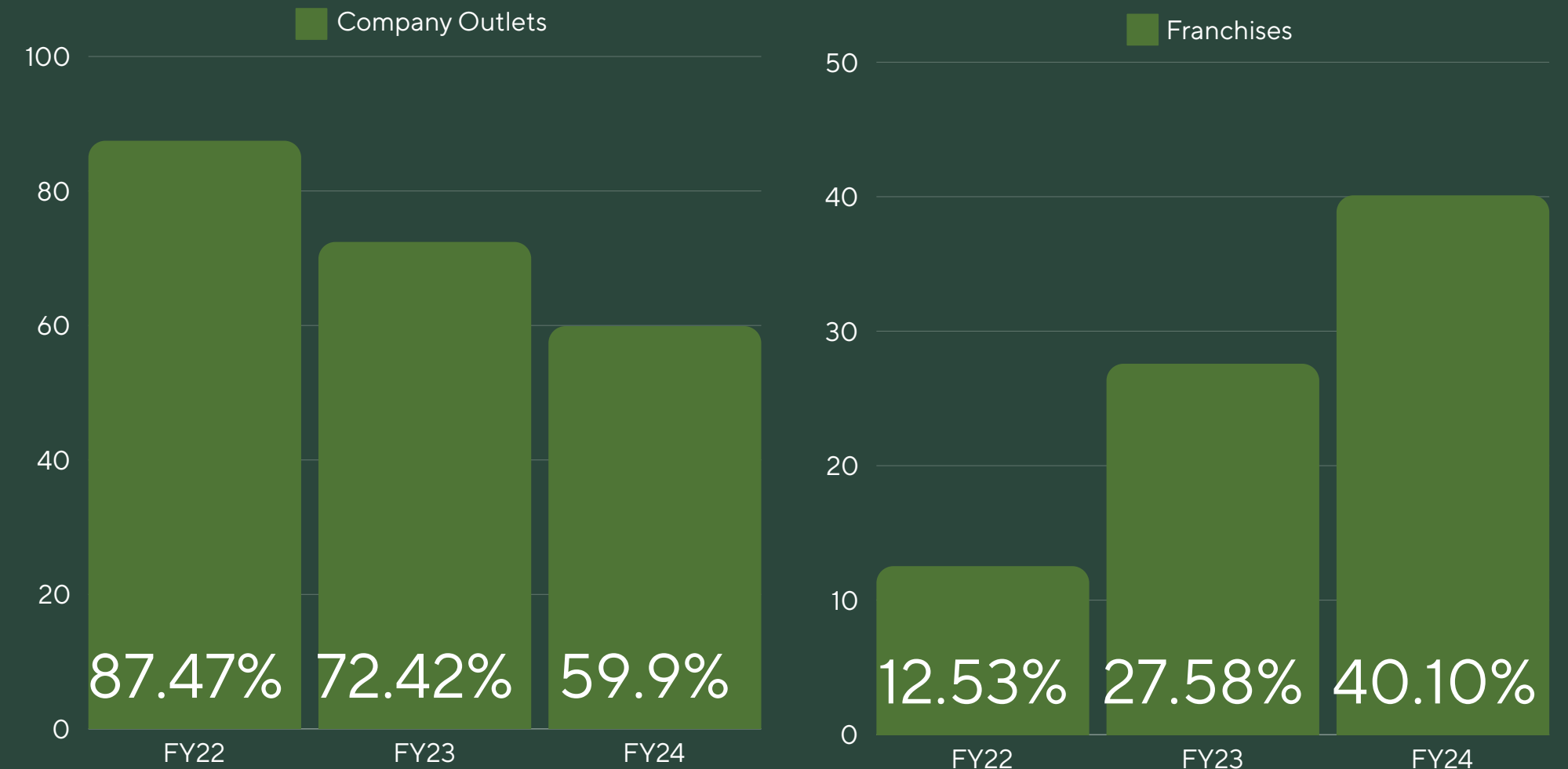
FY24: 59.90%

2 Franchises

FY23: 27.58%

FY24: 40.10%

Revenue Contribution (%)

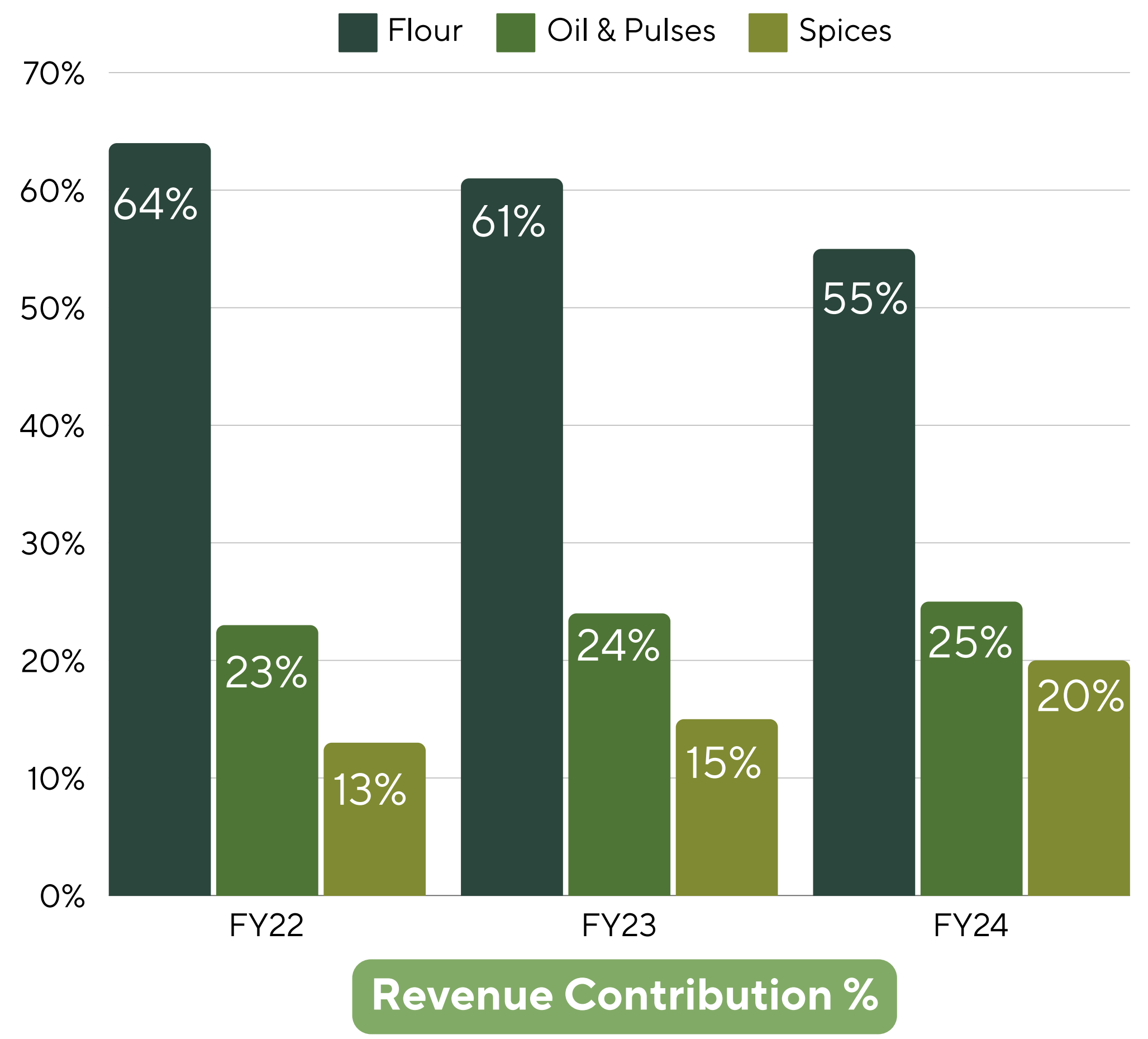


Company Outlets

Franchises

Category Wise Revenue Contribution %

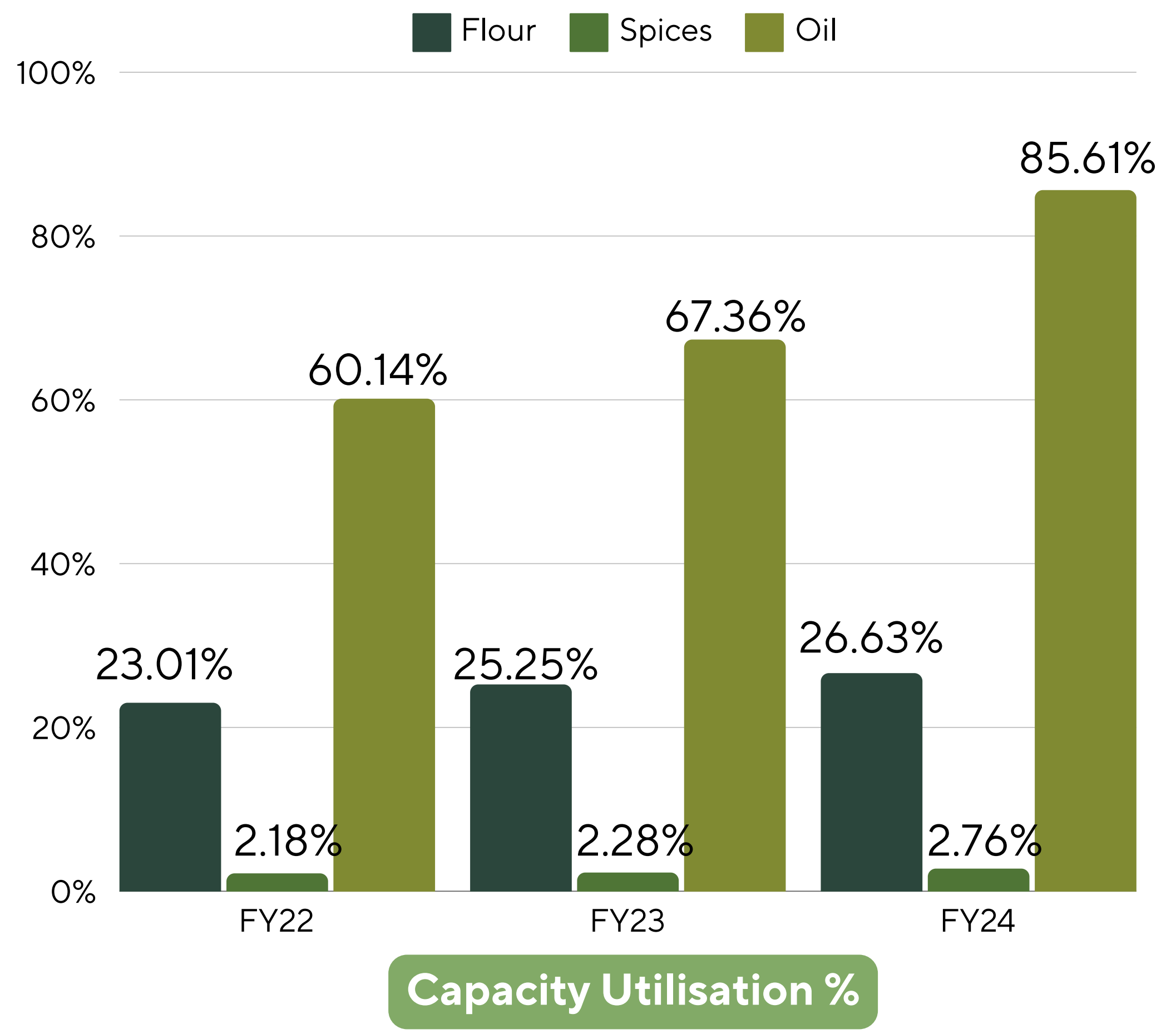
| Categories | |
|------------|--------------|
| 1 | Flour |
| 2 | Oil & Pulses |
| 3 | Spices |



Manufacturing Capacities

Installed Capacity

- 1 Flour: 58,68,000 kgs
- 2 Spices: 23,76,000 kgs
- 3 Oil: 73,320 Ltrs



Manufacturing Capacities



New Manufacturing Capacity

- This expands our Spices and Oil product portfolio with production capacity of 475,200 kg per annum for spices and 219,960 liters per annum for oil products with new manufacturing and processing machines equipped with most advanced technology.
- Enhanced our packaging line by setting up a fully automatic packaging machine to improve efficiency and output quality.
- We expect to introduce six to seven new Stock Keeping Units (SKUs) to diversify and expand our product offerings.



Management



RAMBABU THAKUR

Aged 43 years, is the Founder Promoters and Managing Director of our Company. He is responsible for the overall management of our Company, all aspects of production, ensuring efficiency and adherence to quality standards and plays pivotal role in consistent growth and profitability.



GAYTRI THAKUR

Aged 41 years, is one of the Promoter and Executive Director of our Company. She is having more than 5 years of experience in this Industry in ensuring the quality and consistency of both raw and finished spices and proven track record in managing spice recipe formulas to meet and exceed industry standards.



YASHWANT THAKUR

Aged 23 years and Chairman and Non-Executive Director of our Company. He is responsible for providing strategic direction and plays active role in marketing and branding and having visionary leader actively involved in the day-to-day operations of the business. His responsibilities extend to overseeing both owned and franchise retail stores.

Growth Drivers

Marketing & Branding



Updating mobile application and website with better user interface, more seamless transaction coupled with new packaging.

New Store Openings



Opened 5 new stores after IPO in Delhi NCR region.

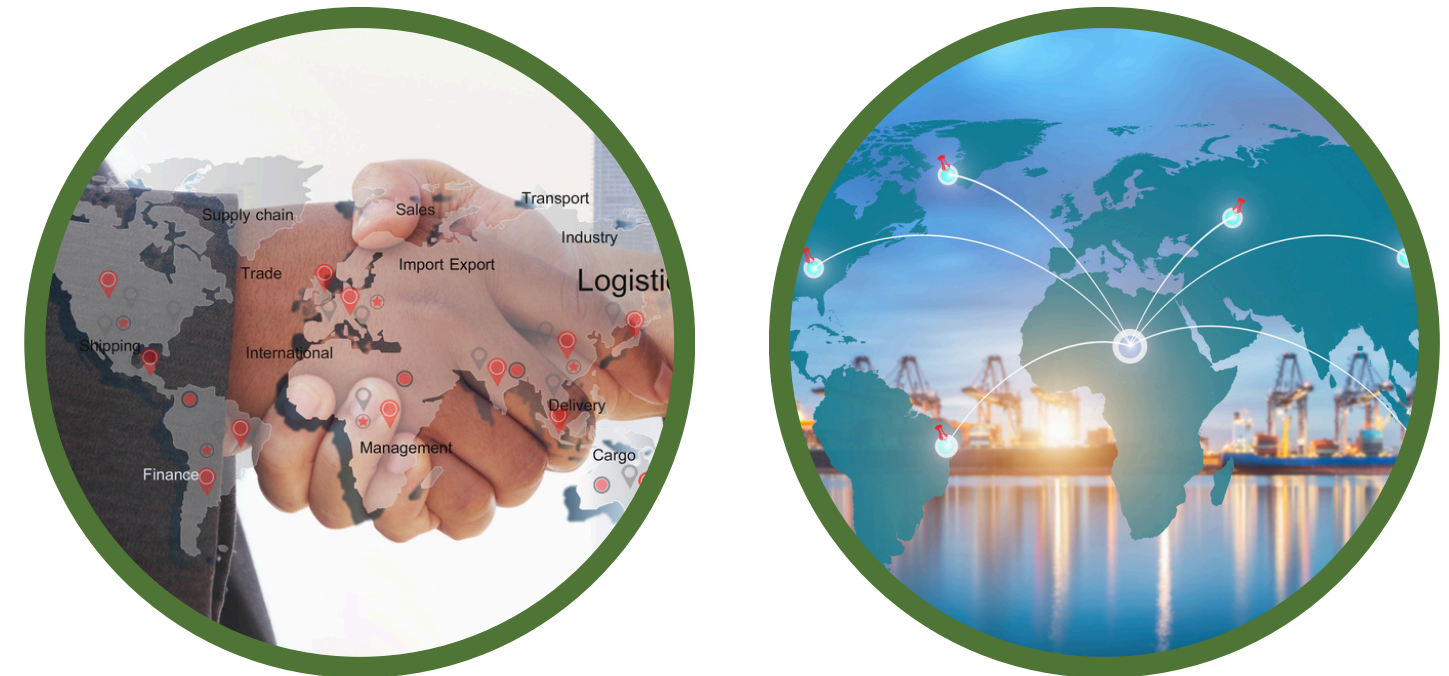
Growth Drivers

New Launches



Launched “Vegroot” to offer essential and frequently used vegetables such as potatoes, onions, and garlic to increase daily footfall.

Export Expansion



Hired new professionals with experience in export market to expand presence in global markets.

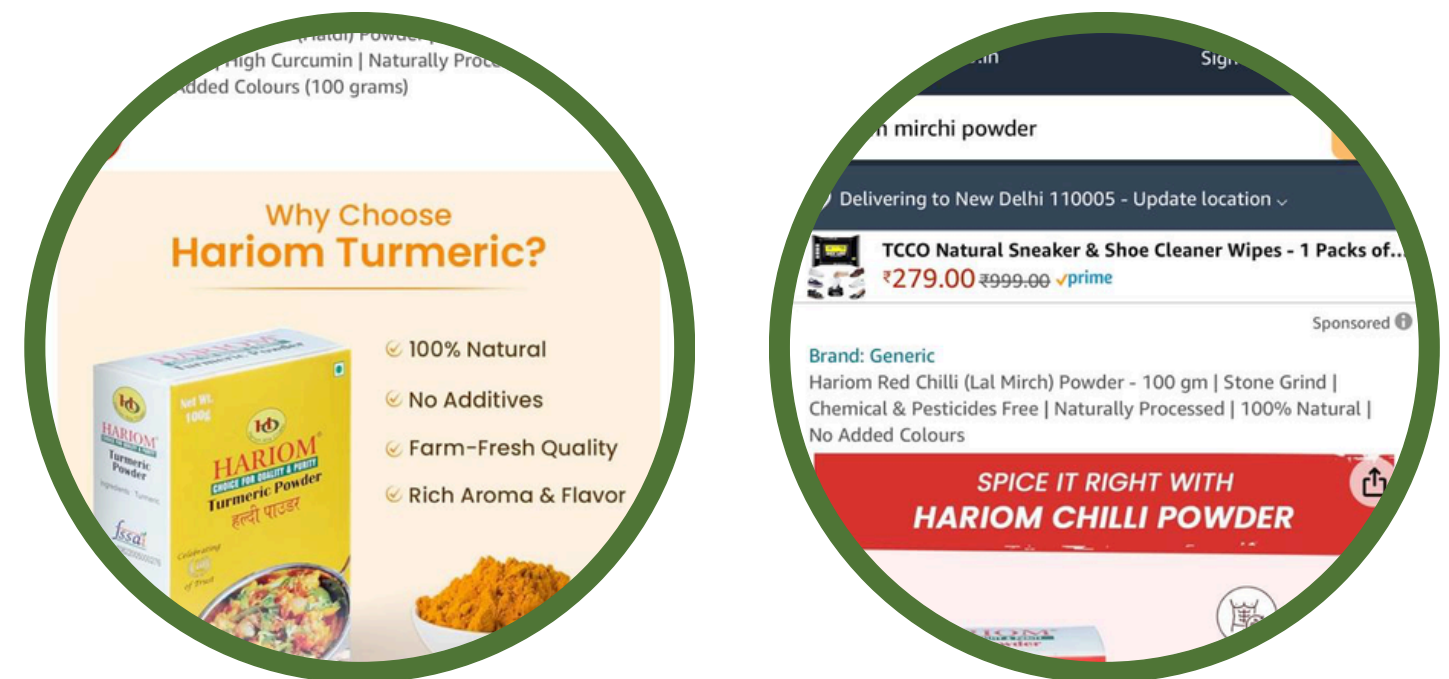
Growth Drivers

Factory Expansion



Commenced new manufacturing facility (4500 sqft) to expand capacities of 475,200 kg per annum for spices and 219,960 liters per annum for oil products.

Domestic Expansion



Expanding domestic presence by opening new offline stores as well as through various online marketplaces like Amazon.

Growth Drivers

Strategic Partnership with Country Delight

Our company has entered into a strategic agreement with Beejapuri Fresh Products Private Limited, which markets its products under the esteemed brand "Country Delight."

We will supply "Pure MP Sharbati Atta" to Country Delight.



The supply will be governed by Purchase Orders (POs) raised by Beejapuri Fresh Products Private Limited on an ongoing basis.

Supplying high-quality MP Sharbati Atta, catering to a discerning customer base with building long-term value through consistent quality and reliability.

Financial Performance H1FY25

| Particulars (In Lakhs) | H1FY25 | H1FY24 | YoY Growth % | H2FY24 | FY 24 |
|--|---------|--------|--------------|--------|---------|
| Total Revenue | 1109.37 | 721.36 | 54% | 841.58 | 1562.94 |
| Total Expenses | 947.88 | 635.46 | | 745.77 | 1381.23 |
| EBITDA | 161.49 | 85.90 | 88% | 95.81 | 181.71 |
| EBITDA % | 14.56 | 11.91 | | 11.38 | 11.63 |
| Finance costs | 13.77 | 17.34 | | 15.16 | 32.5 |
| Depreciation and amortization expense | 13.32 | 6.03 | | 6.9 | 12.93 |
| Profit before prior- period items and tax | 134.40 | 62.53 | | 73.75 | 136.28 |
| Prior-Period Items | | | | 0 | |
| PBT | 134.40 | 62.53 | | 73.75 | 136.28 |
| Tax expense | 33.83 | 13.94 | | 19.99 | 33.93 |
| PAT | 100.57 | 48.59 | 107% | 53.76 | 102.35 |
| PAT% | 9.07 | 6.74 | | 6.39 | 6.55 |
| EPS | 2.86 | 2.58 | 11% | 2.00 | 3.88 |

Balance Sheet

| EQUITY AND LIABILITES | | | ASSETS | | |
|------------------------------|----------------|---------------|---------------------------------|----------------|---------------|
| Particulars (In Lakhs) | HIFY25 | FY24 | Particulars (In Lakhs) | HIFY25 | FY24 |
| Shareholder's Funds | | | Non-current Assets | | |
| (a) Share Capital | 384.32 | 268.82 | (a) Property, Plant & Equipment | 255.84 | 88.39 |
| (b) Reserves and Surplus | 605.91 | 66.44 | (b) Intangible Assets | 2.32 | 2.34 |
| | | | (c) Capital Work-in-Progress | 2.05 | 0.07 |
| Non-current Liabilites | | | (d) Other Non-Current Assets | 16.32 | 5.66 |
| (a) Long Term Borrowings | 74.23 | 225.58 | | | |
| (b) Deferred Tax Liability | 0.45 | 0.43 | Current Assets | | |
| (c) Long Term Provisions | 3.69 | 3.69 | (a) Inventories | 327.8 | 374.57 |
| | | | (b) Trade Receivables | 390.34 | 226.33 |
| Current Liabilites | | | (c) Cash and Bank Balances | 63.11 | 43.75 |
| (a) Trade Payables | 228.36 | 169.42 | (d) Other Current Assets | 330.21 | 54.93 |
| (b) Other Current liabilites | 59.82 | 24.30 | | | |
| (c) Short Term Provisions | 31.21 | 37.38 | | | |
| | | | | | |
| TOTAL | 1387.99 | 796.05 | TOTAL | 1387.99 | 796.05 |

Connect With Us!



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