



HOAC FOODS INDIA LIMITED

CHOICE FOR QUALITY AND PURITY

(FORMERLY KNOWN AS HOAC FOODS INDIA PVT LTD)

CIN: U15120DL2018PLC330739

GST NO. 07AAECH4665B1ZS



To,
The Listing Compliance Department
National Stock Exchange of India Limited,
Exchange Plaza, Plot no. C/I, G Block,
Bandra-KurlaComplex,
Bandra (E) Mumbai -400051.

30.05.2024

Symbol: HOACFOODS

Subject: **Successful Opening of New Franchise Outlet in Prime Location of Vikas Puri, Delhi.**

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 Franchise Outlet** in the **prime location** of Vikaspuri's GG1/6A Main Market, Main PVR Road in **Delhi**. The new franchise store, spanning 300 square feet, aims to cater to the increasing demand for premium food items in the Vikas Puri area of Delhi.

HOAC Foods India Limited has established itself as a trusted name in the food industry, known for its dedication to quality and innovation. The opening of the new franchise store in Vikas Puri represents another significant step in the company's mission to deliver wholesome and fresh products to households across India. With a mix of company-owned and franchise retail outlets, HOAC Foods continues to expand its reach and serve a growing customer base.

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 **11 retail units** and a modern manufacturing facility, we offer an extensive selection of products across five major categories: Healthy Flours, Spices and Herbs, Unpolished Pulses, Yellow Mustard Oil, and Rice & Grains. With over **160 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**. With an average transaction value of **₹550**, generating an impressive **monthly sales revenue of ₹5.5 million**.

Website: www.hariomatta.com, E-mail ID: info@attahariom.com, Contact No.: +91 9717838568

Registered office address: D-498, 1st Floor, Palam Extension, Sector-7, Dwarka,
New Delhi -110 077 India

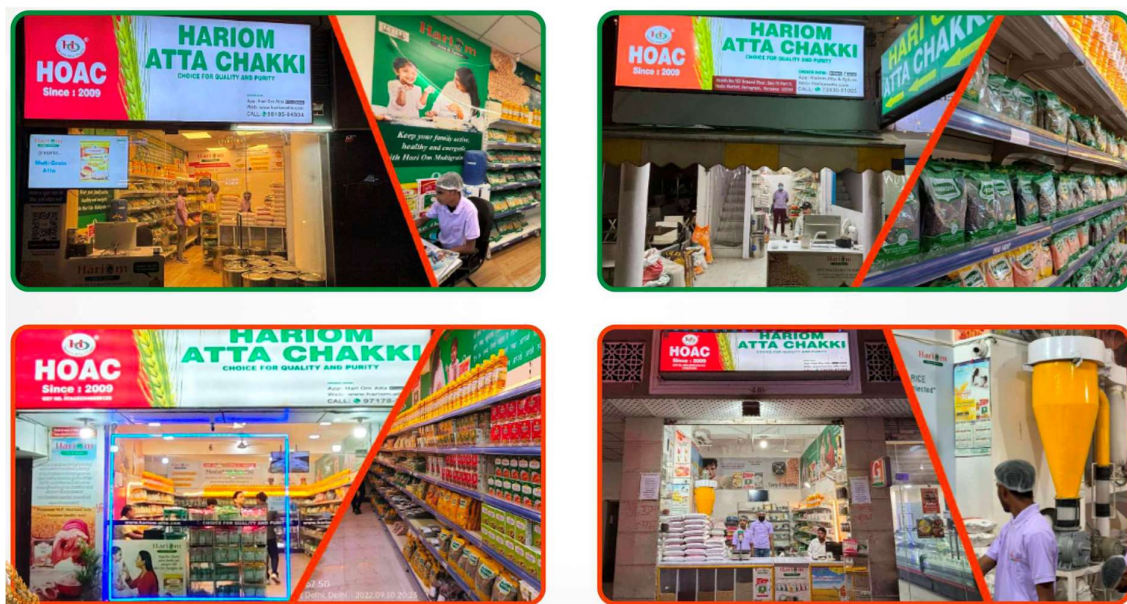


To increase the same store sales, we have installed **Flour grinding machine** in most of our Exclusive Brand Outlets as our Company's goal is offer freshly grinded flour to our customers as these flour grinding machines sets our Company apart from competitors, potentially attracting more customers who 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.

Flour Grinding Machine installed at our outlets:



Our Retail Stores:



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S.No.	Stores	Location	Company Owned/ Franchise- Owned
1.	HARIOM ATTA & SPICES	D-426A, 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-110075	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 Ground Floormanish Global Mall LSC 1 Plot no 2 sector 22 Dwarka New Delhi 110077	Company-Owned
5.	HARIOM ATTA & SPICES (NEELAM ENTERPRISES)	Shop No. 66, Ameya The Sapphire Mall, Sector-49, Gurugram-122018	Franchisee-Owned
6.	HARIOM ATTA & SPICES (NEELAM ENTERPRISES)	Shop No. G-11, Spaze Corporate Park, Tulip Chowk, Sector-69, Gurugram-122101	Franchisee-Owned
7.	HARIOM ATTA & SPICES (SAYNA FOODS)	Shop No.97, Huda Market, Sector-23, Gurugram-122017	Franchisee-Owned
8.	HARIOM ATTA & SPICES (FARM2HOME)	Shop No.51, Ground Floor, Sapphire Eighty-Three, Sector-83, Gurugram-122004	Franchisee-Owned
9.	HARIOM ATTA & SPICES (YUVRAJ ENTERPRISES)	GB-102, Conscient One Mall, Sector-109, Gurugram-122001	Franchisee-Owned
10.	HARIOM ATTA & SPICES (ASHOK FLOUR MILL)	Shop No. 38, Huda Market, Sector-16, Faridabad-121002	Franchisee Owned
11.	HARIOM ATTA & SPICES (RAKESH SPICES AND FLOUR HEAVEN)	Gurugram: Booth No. 132, Ground Floor, Sector-15 Part-2, Huda Market, Gurugram, HR-01	Franchisee Owned

Key Highlights of Franchise Outlets:

Year	2020-2021	2021-2022	2022-2023	2023-2024
Number of franchise	1	4	6	6
Contribution to Sales by Franchise	3.57%	12.53%	27.58%	39.11%

For more information visit www.hoacfoodsindia.com

Kindly take the above information on the record.

Yours faithfully,
HOAC FOODS INDIA LIMITED

Rambabu
Thakur

Digitally signed by Rambabu Thakur
Date: 2024.05.30 23:23:59 +05'30'

RAMBABU THAKUR
MANAGING DIRECTOR
DIN :- 08084215

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