

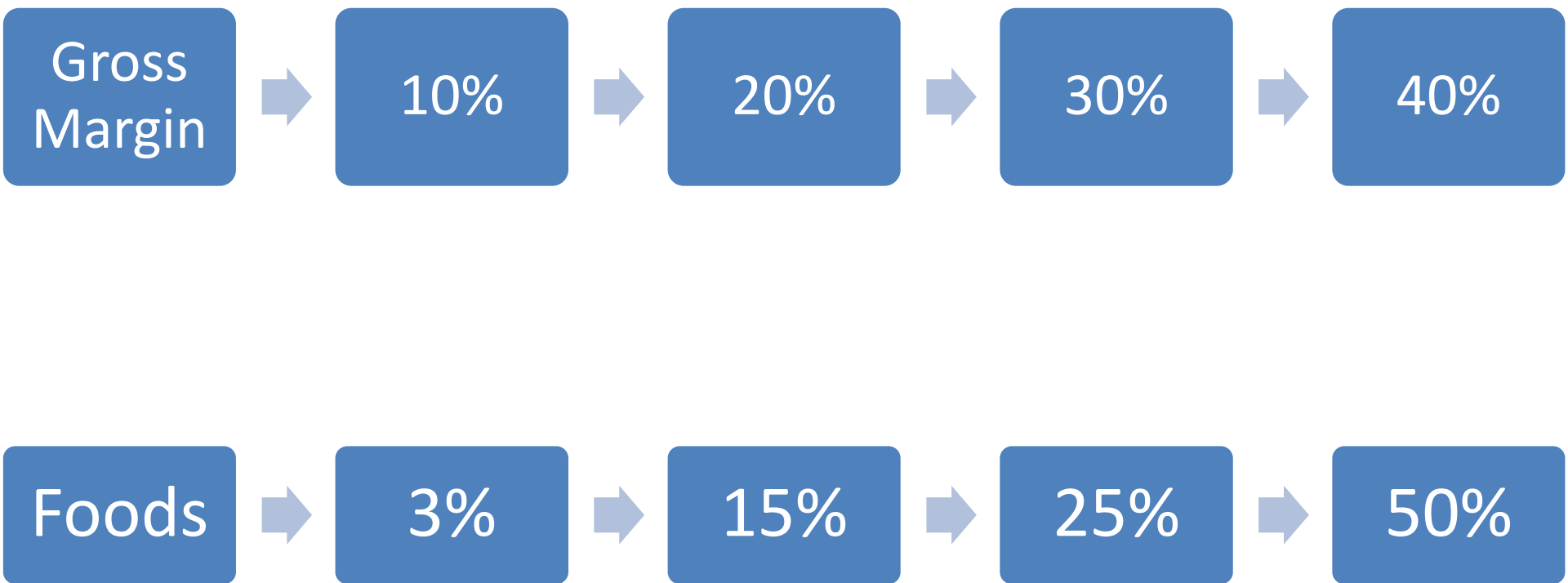
Agro Tech Foods Limited

Presentation to Investors
Mumbai – November 3rd, 2014

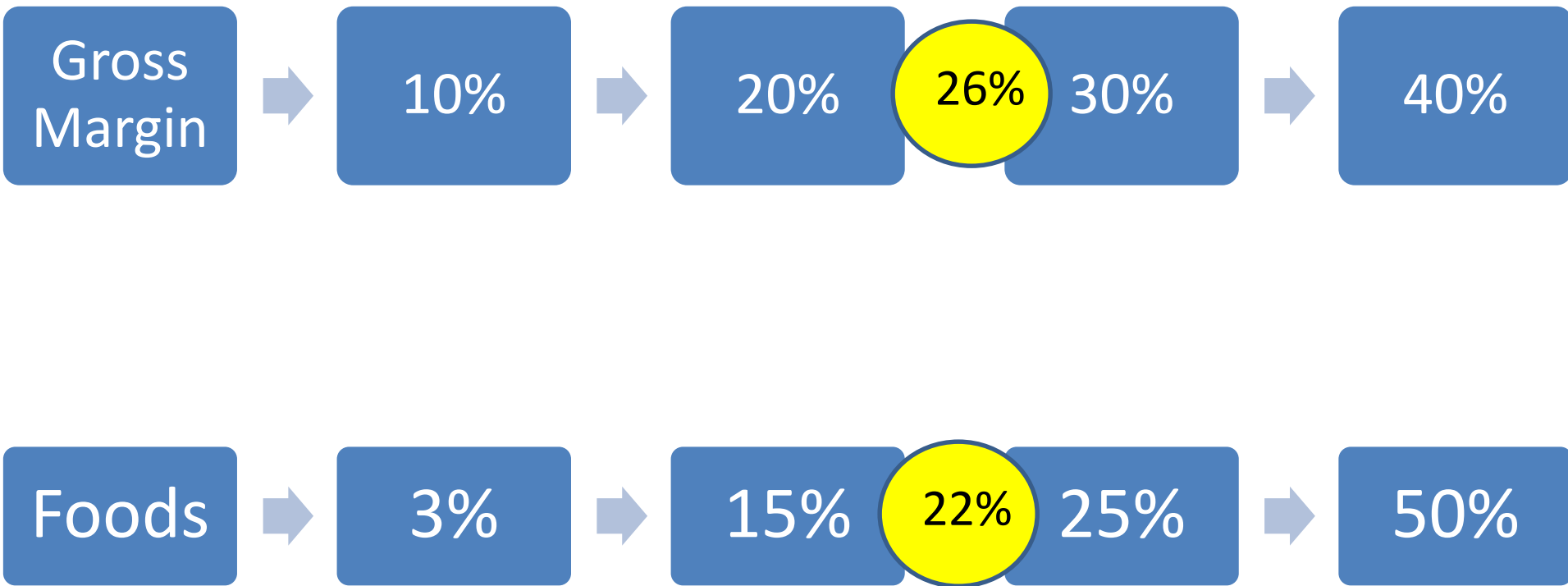
Mission & Vision

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

The Three Phases of our Transformation



2007 to 2014 –The Journey So Far



GM of 26% and Foods Share of 22% refers to April – September, 2014

Key Enablers

- Continued strong focus on the Foods business – products with Competitive Advantage & Right to Win.
- Creating an organization DNA capable of new category creation.
- Building Own Capacities in the Foods business – key driver of Innovation.
- Minimal leverage – Capacity expansion funded by internal accruals.
- Leveraging Technology – Cost & Efficiency

Next Steps

- Continue to drive Act II Popcorn, Sundrop Peanut Butter & Sundrop Heart – clear prioritization in Media Investments.
- Build a conveyor belt through Adjacencies - compete not only in new categories but both large and developing categories for scale.
- Build a Cost Effective & Agile Supply Chain – ability to compete in both Grocery & Snacks.
- Leverage our DNA for New Category creation to accelerate subsequent new categories.

What this will mean – Two Rs 500 crore+ brands

Creation of Act II as one of India's most Valuable Snacks brands

- Ready to Cook Popcorn
- Ready to Eat Popcorn
- Extruded Snacks
- Vending (Institutional) Sales
- New Adjacencies

Transformation of Sundrop- from a “Healthy Oils” brand to a “Healthy Foods” brand

- Edible Oils/Sprays
- Peanut Butter
- Peanut Adjacencies
- Peanut Butter Adjacencies
- New Categories

- Foods share will cross 50% of Net Sales of the Company.
- Strong Gross Margin profile based on Value Added products with Competitive Advantage – cross 30% and progress towards 40%.

Becoming the “Most Respected Foods Company”

- Driven in part by the creation of a diverse and powerful Foods portfolio.
- Also influenced by our actions with:
 - Direct stakeholders
 - Broader Society
- Creation of “Poshan” – program to address child malnourishment in India.



Poshan

- Launched on October 2, 2012
 - Mahatma Gandhi's Birthday
- Coverage:
 - 1,400+ children at 25 Anganwadis in and around Jaghadia
- Nutrition supplement in addition to the diet provided by the Government
 - Peanut Butter for all children
 - Peanut Butter & RUTF for c140 SAM children
- 2 table spoons of Sundrop Peanut Butter (30 gm) provides 44.9% RDA (Recommended Dietary Allowance) of protein for children between 1-3 years and 37.3% RDA for children between 4 - 6 years of age.
- Sundrop Peanut Butter also meets the additional needs for energy, essential fatty acids and micronutrients of children.

Poshan – Results

Project Poshan	October 2012	November 2012	December 2012	June 2013	Change
Total number of children	1405	1420	1394	1429	
Red	136	127	106	77	(43%)
Yellow	557	540	531	498	(11%)
Green	712	753	757	854	+20%

Make the Vision a Reality

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