



31st May, 2024 MBFSL/CS/2024-25

To,	To,
Department of Corporate Relations,	National Stock Exchange of India Ltd,
BSE Limited,	Exchange Plaza, C-1, Block G,
Phiroze Jeejeebhoy Towers,	Bandra Kurla Complex, Bandra (East),
Dalal Street, Mumbai – 400001	Mumbai- 400051
,	
Scrip Code : 543253	Scrip Symbol : BECTORFOOD

Dear Sir/Ma'am,

#### **Subject: Investor's Presentation**

In terms of Regulation 30 and other applicable provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith copy of Investors' Presentation with respect to the performance of the Company for the Quarter and year ended March 31, 2024.

The same is also available on the website of the Company i.e. www.bectorfoods.com

Thanking You,

Yours faithfully,

For Mrs. Bectors Food Specialities Limited

**Atul Sud Company Secretary and Compliance Officer** M.No. F10412

Encl: as above

Regd. Office: Theing Road, Phillaur - 144410, Punjab, India P: (+91-1826) 225418, 222826, 2223138 F: (+91-1826) 222915

CIN: L74899PB1995PLC033417, E: atul.sud@bectorfoods.com



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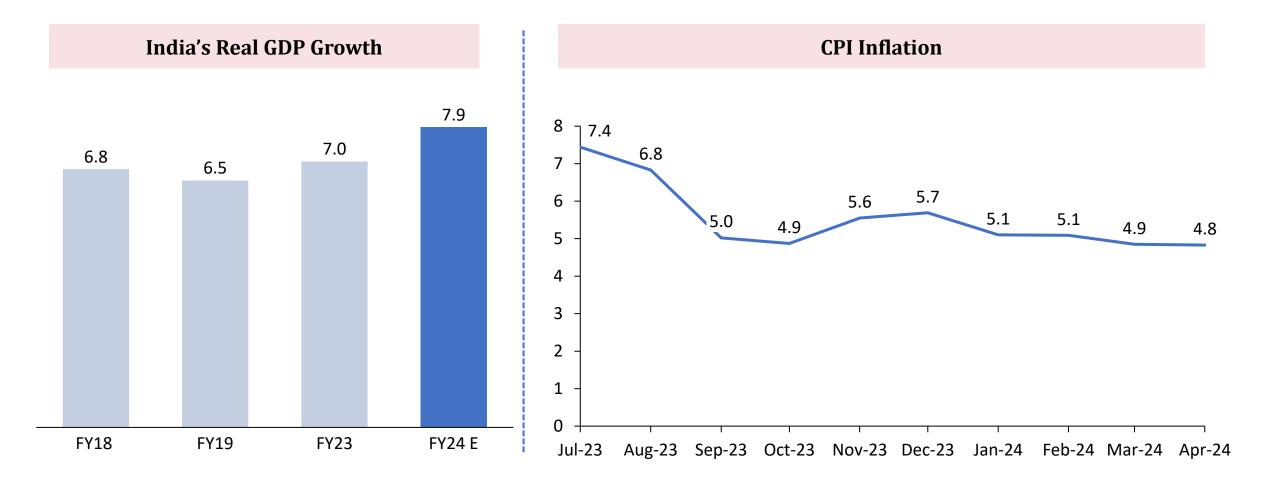




# **Supportive Macro Drivers**



India's growth story continues amidst global slowdown with continued easing of Retail Inflation





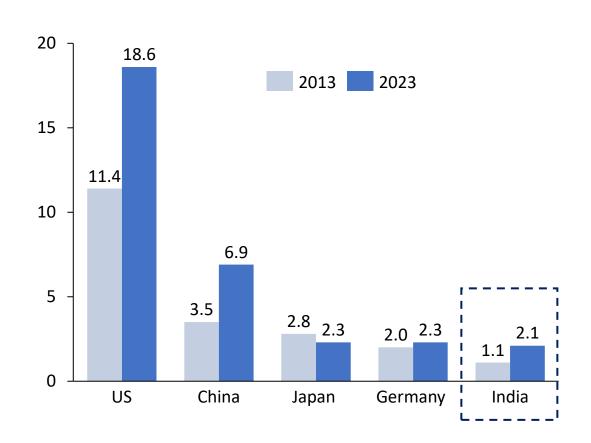


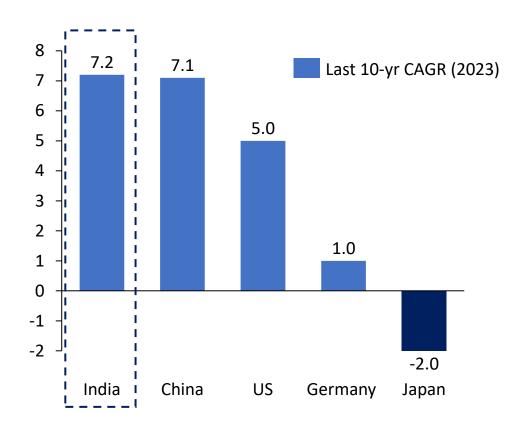
# **India's Consumption Story**



# Global consumption market - India remains one of the key consumer markets in the world











#### Mrs Bector Foods: At a Glance





Mrs. Rajni Bector FOUNDER OF THE COMPANY

'Lifetime Achievement Award' and 'Pride of Punjab' by Global Achievers Forum in 2017 Felicitated by State Bank of India for her outstanding achievement as an entrepreneur and serving as a role model for the women fraternity in 2017

'Woman of Excellence' from FICCI Ladies Organisation, Ludhiana in 2014

'Outstanding Women Entrepreneur' by Small Industries Development Bank of India in 2010 'Hall of Fame 2010, The Premier League' by the Human Factor in 2010 'Award for Excellence' from FICCI Ladies Organisation, Ludhiana in 2009

Mrs. Rajni Bector conferred with **Padma Shri** for her contribution to trade and industry



I feel blessed and express my gratitude to the central government for recognising my services. I am feeling honoured and want to thank my family, children, and staff. This is a very proud moment for me and for all at Bectors. I would like to dedicate this award to all who have worked that extra mile to make this possible. I would also like to thank our customers, who believed in us, supported us and continued relationships with us which motivated us to work harder to give them the best products in our category.





# Large & Diverse Portfolio

















# Consolidated Performance Scorecard – Q4 FY24



Net Revenue	EBITDA %	PAT
Q4 FY24	Q4 FY24	Q4 FY24
Rs 406 Crore	14.4%	Rs 34 Crore
12 Months Growth	12 Months Growth	12 Months Growth
+17%	+22%	+22%
24 Months Growth +61%	24 Months Growth +130%	24 Months Growth +230%





# Consolidated Performance Scorecard – FY24



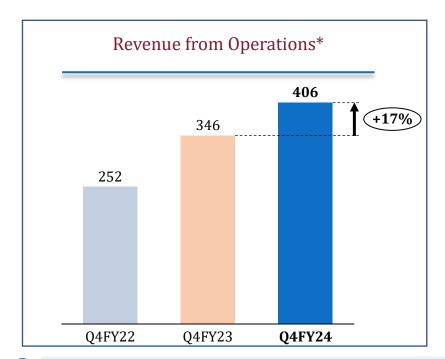
Net Revenue	EBITDA %	РАТ
FY24	FY24	FY24
Rs 1624 Crore	14.9%	Rs 140 Crore
12 Months Growth	12 Months Growth	12 Months Growth
+19%	+38%	+56%
24 Months Growth +64%	24 Months Growth +98%	24 Months Growth +146%



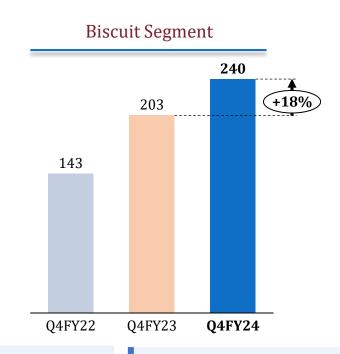


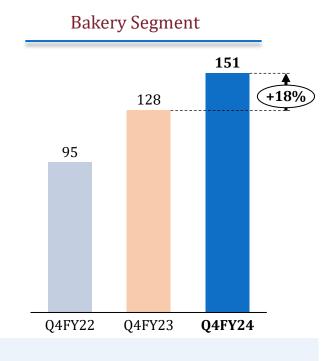
# Consolidated Q4FY24 Performance Highlights (YoY and 24 months comparison) Mrs. Bector's











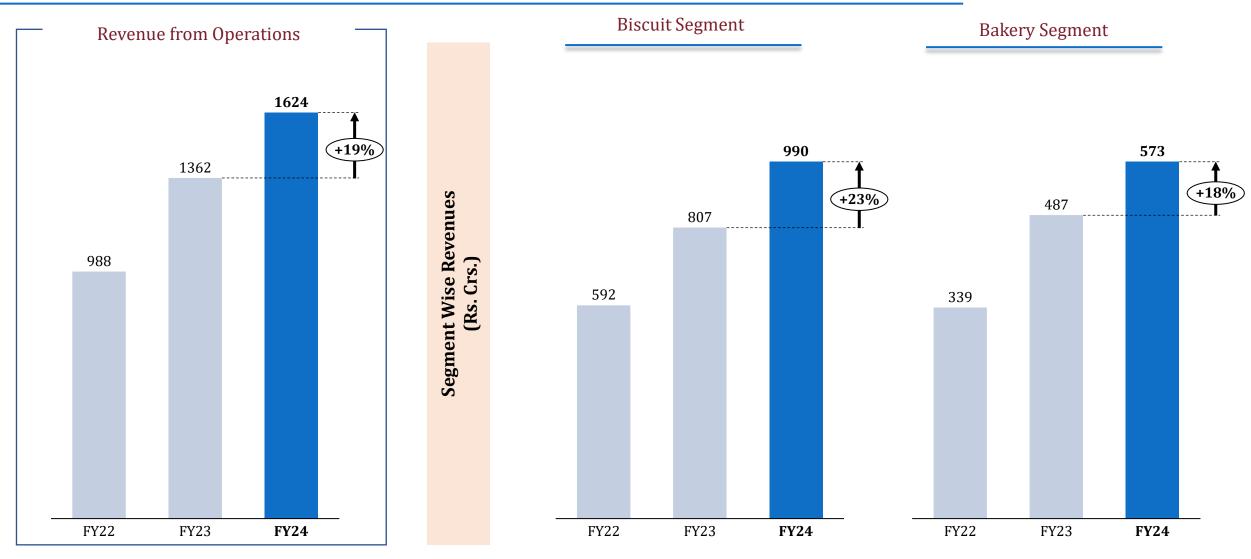
- **Biscuit segment revenue** Q4FY24 stood at Rs. 240 crores against Rs. 203 crores in Q4FY23, thus registered a growth of 18% compared to Q4FY23 including domestic & export biscuit segment. Biscuit segment has grown by 68% as compared to 04FY22.
- **Bakery segment revenue** Q4FY24 stood at Rs. 151 crores against Rs. 128 crores in Q4FY23, thus registered a growth of 18% compared to Q4FY23 including retail bakery and institutional segment. Bakery segment has grown by 59% as compared to Q4FY22.





# Consolidated FY24 Performance Highlights (YoY and 24 months comparison)









**Biscuit Segment** includes Domestic, Exports and CSD **Bakery Segment** includes Retail & Institutional

# Consolidated Profit & Loss Statement – Q4 & FY24



Profit & Loss Statement (Rs. Crs.)	Q4 FY24	Q4 FY23	Y-o-Y	Q3 FY24	Q-o-Q	FY24	FY23	Y-o-Y
Revenue from Operations	406.4	346.1	17.4%	428.9	-5.2%	1623.9	1362.1	19.2%
Cost of Materials Consumed	205.5	172.6		211.0		833.6	737.7	
Purchase of stock-in-trade	8.7	7.2		8.5		40.6	23.8	
Changes in inventories of finished goods, stock-in-trade and work-in-progress	-1.8	9.8		14.8		-8.1	-7.4	
Gross Profit	194.0	156.4	24.0%	194.6	-0.3%	757.8	608.1	24.6%
GP %	47.7%	45.2%		45.4%		46.7%	44.6%	
Employee Benefits Expense	57.7	42.4		56.6		218.2	163.0	
Other Expenses	77.7	65.8		76.8		297.2	269.9	
EBITDA	58.6	48.2	21.6%	61.2	-4.2%	242.4	175.2	38.4%
EBITDA %	14.4%	13.9%		14.3%		14.9%	12.9%	
Other Income	6.6	4.5		4.7		19.0	12.0	
Depreciation and Amortisation Expense	16.4	13.4		16.2		61.4	53.3	
EBIT	48.9	39.3		49.7		200.1	134.0	
Finance Costs	3.7	2.3		3.4		11.8	12.9	
Share of net profit/Loss of associate accounted for using the equity method	0.0	0.0		0.0		0.1	-0.3	
PBT	45.2	37.0		46.3		188.3	120.7	
Total Tax Expense	11.6	9.4		11.7		47.9	30.6	
Profit for the period	33.6	27.7	21.6%	34.6	-2.9%	140.4	90.1	55.8%
PAT %	8.3%	8.0%		8.1%		8.6%	6.6%	





# Consolidated Balance Sheet as on 31st March 2024



EQUITY AND LIABILITIES (Rs. Crs.)	31-Mar-24	31-Mar-23
Equity		
Equity share capital	58.8	58.8
Other equity	604.1	485.5
Total Equity	662.9	544.3
Non-current liabilities		
Financial liabilities		
(i) Borrowings	149.0	94.0
(ii) Lease liabilities	18.3	5.1
Provisions	5.8	5.3
Deferred tax liabilities (net)	9.5	9.8
Other non-current liabilities	10.1	8.1
Total non-current liabilities	192.6	122.4
Current liabilities		
Financial liabilities		
(i) Borrowings	75.6	26.7
(ii) Lease liabilities	2.0	1.2
(iii) Trade payables		
(a) Total outstanding dues of micro enterprises and small enterprises	9.3	10.4
(b) Others	97.4	67.1
(iv) Other financial liabilities	40.1	12.2
Other current liabilities	15.3	40.3
Provisions	5.0	6.0
Current tax liabilities (net)	0.0	0.9
Total current liabilities	244.8	164.7
Total liabilities	437.4	287.0
Total Equity and Liabilities	1,100.3	831.4

ASSETS (Rs. Crs.)	31-Mar-24	31-Mar-23
Non-current assets		
Property, plant and equipment	491.6	407.6
Capital work-in-progress	94.4	48.7
Right-of-use assets	31.9	18.2
Goodwill	0.4	0.4
Other intangible assets	0.1	0.1
Equity accounted investment	3.7	3.6
Financial assets		
(i) Other investments	0.4	0.5
(ii) Loans	0.3	-
(iii) Other financial assets	8.1	35.9
Income tax assets (net)	4.1	4.1
Other non-current assets	56.1	18.2
Total non-current assets	691.0	537.3
Current assets		
Inventories	103.7	81.4
Financial assets		
(i) Investment	0.0	6.9
(ii) Trade receivables	133.1	90.3
(iii) Cash and cash equivalents	7.6	9.0
(iv) Bank balances other than (iii) above	119.5	65.9
(v) Other financial assets	0.6	0.5
(vi) Loans	25.4	14.1
Other current assets	19.4	26.0
Total current assets	409.3	294.1
Total Assets	1,100.3	831.4





# **Consolidated Cash Flow Statement**



Cash Flow Statement (Rs. Crs.)	Mar-24	Mar-23
Cash Flow from Operating Activities		
Profit before Tax	188.3	120.7
Adjustment for Non-Operating Items	61.4	61.3
Operating Profit before Working Capital Changes	249.7	182.0
Changes in Working Capital	-47.2	11.8
Cash Generated from Operations	202.5	193.8
Less: Direct Taxes paid	-49.0	-29.8
Net Cash from Operating Activities	153.4	164.1
Cash Flow used in Investing Activities	-223.5	-151.0
Cash Flow (used in)/from Financing Activities	68.8	-36.5
Net (decrease)/ increase in Cash & Cash equivalent	-1.4	-23.5
Cash and cash equivalents at beginning of the year	9.0	32.5
Cash and cash equivalents at the end of the year	7.6	9.0

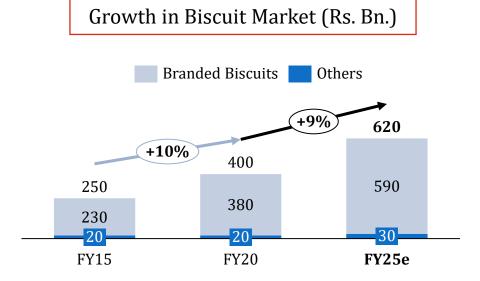




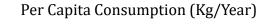


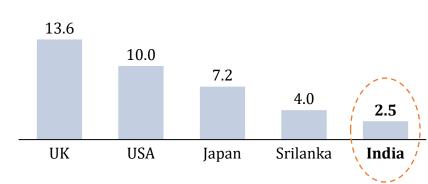
# Immense Industry Potential in the Biscuit Market





#### Low per capita spending on biscuits





Per capita consumption of biscuits in India has significantly increased in the last 5 years

However, it is far behind developed economies like the US, UK and other developing countries like China and Sri Lanka

# **Key Growth Drivers**

**Changing Lifestyles** 

&

Innovative Product Development

Technological Advancements

&

Innovation in Ingredients

Growth in Organized Retail

**Improved Packaging Solutions** 

Key Trends

New products development and premiumisation

**Healthy Options** 

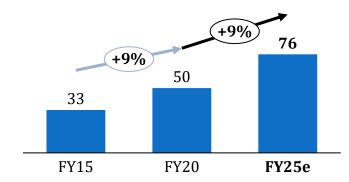




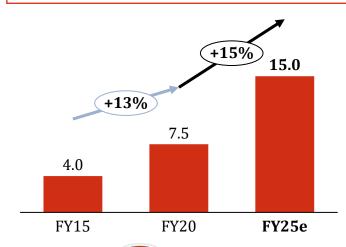
# Growth Potential in Bread & Bakery Business



Indian Breads & Buns Market (Rs. Bn.)



Premium Segment growing faster (Rs. Bn.)



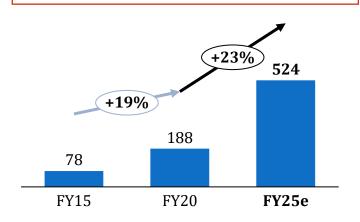
Indian Bread Market size was Rs. 50 bn in FY20 of which premium category currently has a share of  $\sim$ 16% and is projected to grow at a rate of 15% for the next 5 years

- QSR chain market in organized food services space is estimated at Rs. 188bn in FY20 and is expected to grow at a CAGR of 23% to reach Rs. 524bn by FY25e
- Dough based products industry is expected to grow at a CAGR of 23% to reach INR 31 bn in FY225
- Introduction of new product variants
- Increased in-house consumption due to COVID-19
- Increasing per capita income
- Increasing per capita consumption

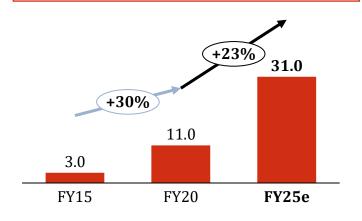
High growth in premium and super premium segment

- Higher disposable income
- Exposure to international cuisines
- Availability of varied range of breads

Chain QSR Market (Rs. Bn.)



Dough Based Products Market for Chain Segment (Rs. Bn.)

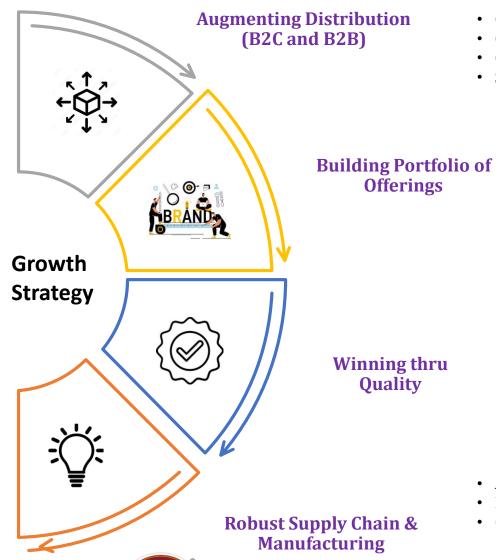






# Our Approach





- Omni Channel Approach Available on all touch points Retail, MT, Ecom
- Cremica Preferred Outlets Retail Loyalty to drive Share in Large Outlets
- Calibrated Expansion Plans by increasing "Feet on Street"
- South and West Long term vision of being a PAN India Player
  - Participate in **all key Segments**, all Key Price Points
  - **Build "Cremica"** as a preferred Brand in all Key geographies
  - **New Product Development** to cater growing Consumer Need spaces Health, Price/value gap, New Age Product segments like Sourdough, Millets etc









- Recognized Certifications across all Plants
  - Association with McDonalds, Walmart testament of World Class Quality Standards

- **Automation** from Front End to Back End to Enable real time analysis and Decision Making
- Leveraging Technology for Building Business Continuity Measures, improving efficiency
- Continuous Investment behind **Capacity addition** as well a New Product Capability development

# **Expanding Domestic Distribution Network**





#### Strong Multi Channel Distribution Network\*







16 Depots

490+ Super Stockists

4,000+ CPOs





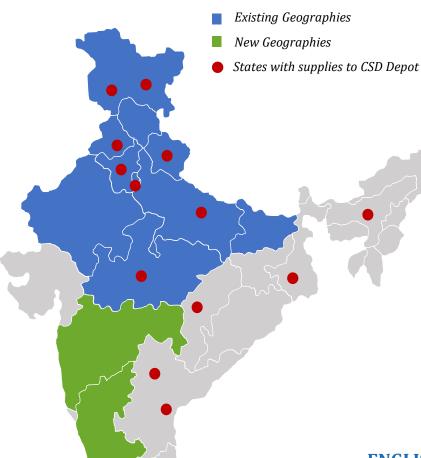
1250+ Distributers

7 L+ Retail outlets

3 L+ Direct Reach

Among Top 2 in the premium and mid premium biscuits segment in Punjab, HP, Ladakh and J&K

Omni-Channel presence across Modern Trade, Retail, and Fast Commerce





#### Robust Supply Chain & Distribution for Best-in-Class Freshness







Delhi NCR + North

Mumbai, Pune

Bengaluru







600+ Distributers

1200+ FOS

40k+ Daily Direct Reach

ENGLISH OVEN IS AMONGST FASTEST GROWING BRANDS ON FAST COMMERCE PAN INDIA





# Cremica Brand footprint in 65+ Countries



70 +

Overall Number of Countries
Catered

**AMERICA** 

**AFRICA** 

**EUROPE** 

**MIDDLE EAST** 

Dedicated Subsidiary Setup in UAE to cater MENA and African markets, plans to expand footprint in FY24-25

#### **Bouquet of Unique International Offerings**











Association with Walmart - Part of Walmart's commitment to source \$10Billion in goods from India

**TRUST** 

**QUALITY** 

**COMMITMENT** 











# Preferred Supplier to Largest QSR Franchises in India



#### Company is a leading player in the institutional bakery segment

#### **Key Success Factors:**



Stringent quality control and compliance with standards



Dedicated lines for manufacturing buns to serve QSR customers



Industry best practices such as use of premium quality raw materials



Innovative lines for manufacturing Desserts, Pizzas, Garlic breads, Croissants

#### Strong relationship with leading QSRs, multiplex chains, and cloud kitchens

- Company plans to introduce new category of products including 'frozen buns', 'dessert jars' and 'brownies' in the Indian retail business segment
- Company is **one of the two key vendors, in India,** working with institutions for the supply of processed and semi- processed dough-based offerings
- Company is well positioned to capitalize on the growth opportunity in the institutional bakery business by leveraging its dedicated manufacturing facilities and long-standing relationships with key institutional customers





# Kareena Kapoor Khan as Celebrity mother Connects with all Age Groups and embodies High Quality and Trust



# **Continuous Brand Building Initiatives**



Cremica Brand TVC with Kareena Kapoor Khan



**English Oven Digital Campaigns** 



On Ground Visibility
Top Cities - Cremica & English Oven







#### Continuous Portfolio Enhancement



New Launch
Preservative Free
Cakes at Rs 10/-





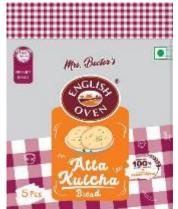
New Launch Cremica Cashew Rs 10/-



Extension of Milkyz and Bakefit Millets Continues



New Launch Portfolio Extension – Atta Kulcha & 12pc Pav





#### **Packaging Renovation**







# Capability Development – Foray into Frozen



High Disposable Incomes, Exposure to International Cuisines

Fast Expanding QSR Universe, aided by Tier 2 Expansions

Need for High Quality Bakery Offerings with robust Supply Chain

Flaked Buttery Laminated Products



Filled Puff



**Artisan Cookies** 



**Filled Snacks** 



**Dessert Spreads** 







# English Oven ~New Retail Look



# English Oven ~New Retail Look

# Mrs. Bector's







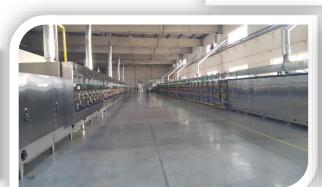


# Automated state of art manufacturing units



- Equipped with advanced modern technology and automated systems
- Invested Rs. 469+ crores between FY20 to FY24 to build capacities with superior capabilities
- Specifically, sourced best in class equipment from Denmark, Germany, US and Italy
- Plants are equipped with best of technology with capability to produce international quality products
- Focus on innovation

Introduced 'sub breads' branded as 'English Oven Sub' Commissioned a sheeting line capable of producing 'Focaccia Breads', 'Panini Breads', 'Ciabatta Breads'







#### **Stringent Quality Controls**











State of the art quality assurance lab with highly capable personnel aiding quality and innovation



...with strong focus on Quality Control





# **Expansion Projects**



# Additions in Rajpura (Punjab)

- 2 Biscuit Lines have been commissioned in Rajpura in FY23-24
- 2 more lines are being added and estimated to be completed by H1'24-25

#### Addition in Bakery Business

- Bhiwadi plant has been commissioned in FY23-24
- The company will be setting up a new bakery unit in Kolkata in FY24-25

# Biscuit Lines at Dhar (MP)

 The company has started construction of building, and is on course to get the plant ready by FY24-25

# New Bakery Plant in Khopoli (Maharashtra)

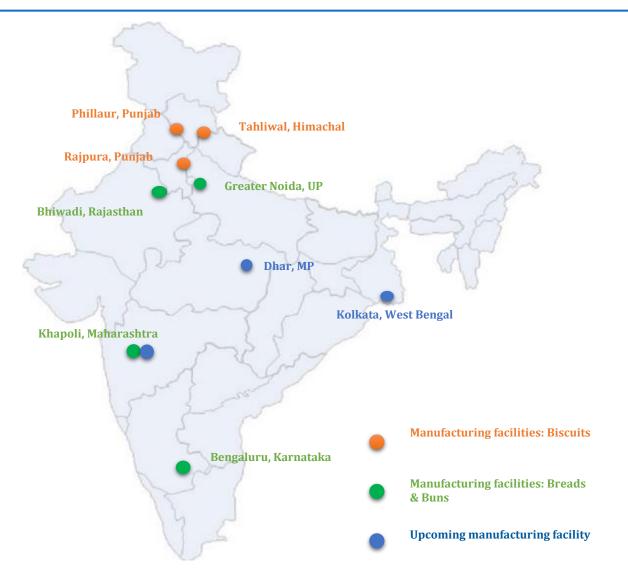
- The company has started construction of building in Khopoli, Mumbai
- Plant will be commissioned by FY24-25





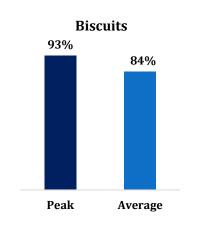
# Future Ready Production | Capacity Utilization

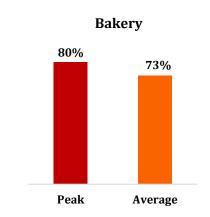




	Biscuits (Metric Tonnes)	Bakery (Metric Tonnes)
Current Capacity	1,48,344	94,984
Additional Planned	38,760	24,741
Total	1,87,104	1,19,725

#### Capacity Utilization\*









Updated FY 23-24

#### PROJECT IMPACT 1.0

(Initiatives for Mrs. Bectors' Cost Transformation)



We have initiated Project IMPACT 1.0, a journey towards cost transformation throughout the organization

· Technology enabled

#### **Key Enablers Procurement & Packaging** Logistics • Strategic sourcing for raw materials Optimizing supply chain network and Packaging optimisation across retail Commercial product flow path and SKUs Leveraging Technology for improving vehicle utilisation **IMPACT 1.0** Productivity **Optimising Manufacturing Process** ....<u>I</u> **Sales & Distribution** Sales purce Automation to enable profit line • Set up state-of-the-art manufacturing efficiency facilities Improved product mix to increase · Optimizing utility consumption and premiumization manpower requirements Implementation of Distribution Management System (DMS) for enhancing trade spends effectiveness **Reducing Wastages**





• Minimize Replacement and Damages

# 'Goodness Together' - Building Communities around us



Under "Goodness Together", we continuously look for every opportunity to develop the community around us

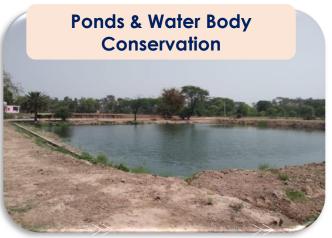












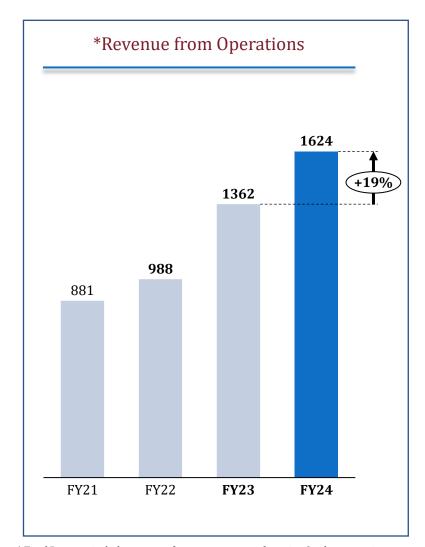


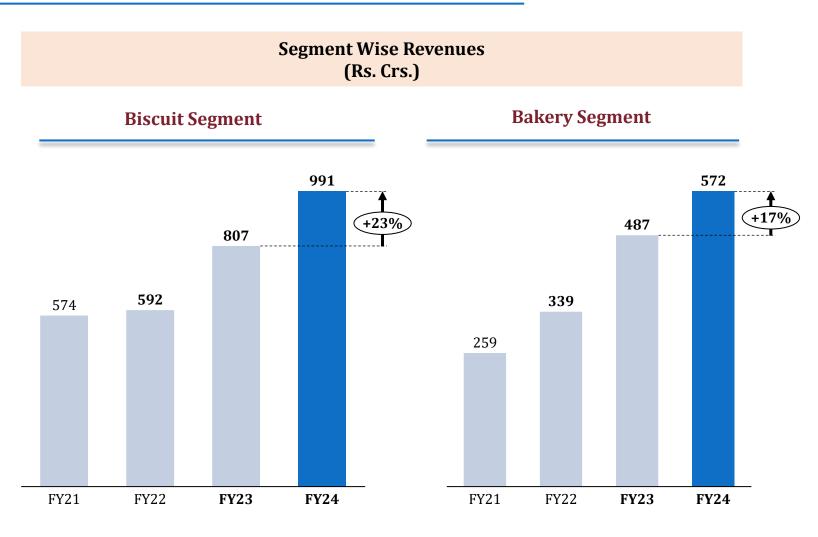




# Consolidated Segment Performance Highlights







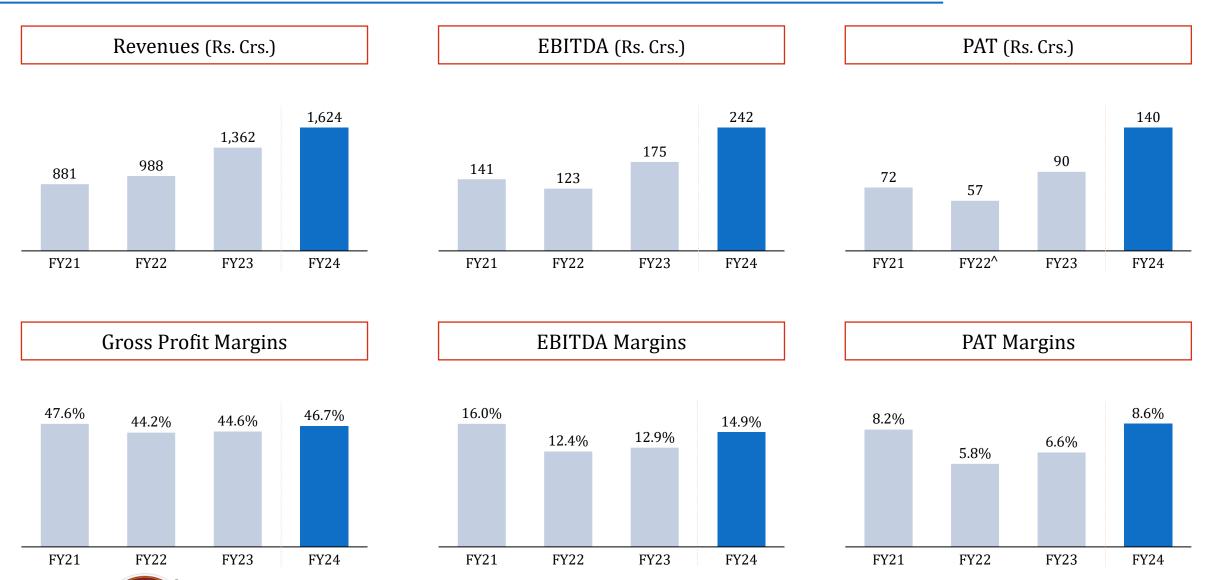
 $<sup>{}^*\, {\</sup>sf Total}\, {\sf Revenue}\, {\sf includes}\, {\sf revenue}\, {\sf from}\, {\sf contract}\, {\sf manufacturing}\, \&\, {\sf other}\, {\sf operating}\, {\sf revenue}\, {\sf supplies}$ 





### **Consolidated Historical Financials**



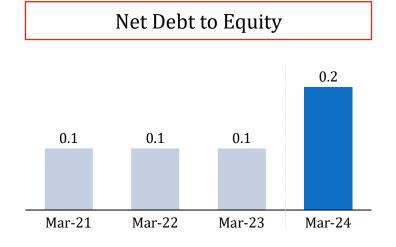


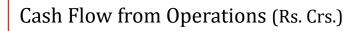


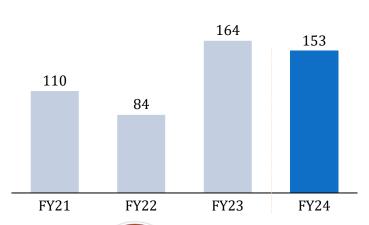


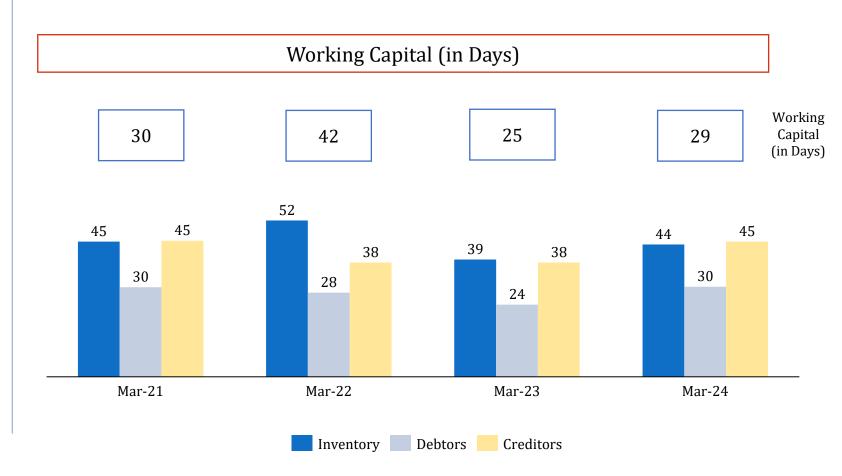
# Consolidated Balance Sheet strength















## Consolidated Historical Profit & Loss Statement



Profit & Loss Statement (Rs. Crs.)	FY24	FY23	FY22	FY21
Revenue from Operations	1623.9	1,362.1	988.2	880.7
Cost of Materials Consumed	833.6	737.7	536.0	467.8
Purchase of stock-in-trade	40.6	23.8	15.6	0.6
Changes in Inventories of Finished Goods and Work in Progress	-8.1	-7.4	-0.5	6.8
Gross Profit	757.8	608.1	437.1	419.1
GP %	46.7%	44.6%	44.2%	47.6%
Employee Benefits Expense	218.2	163.0	137.8	126.9
Other Expenses	297.2	269.9	176.8	151.2
EBITDA	242.4	175.2	122.5	141.1
EBITDA %	14.9%	12.9%	12.4%	16.0%
Other Income	19.0	12.0	6.3	10.1*
Depreciation and Amortisation Expense	61.4	53.3	46.0	44.7
EBIT	200.1	134.0	82.8	106.5
Finance Costs	11.8	12.9	7.1	9.5
Share of net profit of associate accounted for using the equity method	0.1	-0.3	0.0	0.1
PBT	188.3	120.7	75.7	97.1
Total Tax Expense	47.9	30.6	18.6	24.8
Profit for the year	140.4	90.1	57.1	72.3
PAT %	8.6%	6.6%	5.8%	8.2%





# Consolidated Historical Balance Sheet



EQUITY AND LIABILITIES (Rs. Crs.)	31-Mar-24	31-Mar-23	31-Mar-22	31-Mar-21
Equity				
Equity share capital	58.8	58.8	58.8	58.7
Other equity	604.1	485.5	410.2	372.5
Total equity	662.9	544.3	469.0	431.2
Non-current liabilities				
Financial liabilities				
(i) Borrowings	149.0	94.0	88.0	114.8
(ii) Lease liabilities	18.3	5.1	5.9	1.0
Provisions	5.8	5.3	6.5	7.4
Deferred tax liabilities (net)	9.5	9.8	9.9	9.5
Other non-current liabilities	10.1	8.1	8.5	10.4
Total non-current liabilities	192.6	122.4	118.9	143.1
Current liabilities				
Financial liabilities				
(i) Borrowings	75.6	26.7	40.5	15.7
(ii) Lease liabilities	2.0	1.2	1.1	0.6
(iii) Trade payables		0.0	0.0	0.0
(a) Total outstanding dues of micro enterprises and small enterprises	9.3	10.4	9.0	5.3
(b) Others	97.4	67.1	48.7	52.0
(iv) Other financial liabilities	40.1	12.2	8.2	9.9
Other current liabilities	15.3	40.3	22.9	18.9
Provisions	5.0	6.0	3.8	3.0
Current tax liabilities (net)	0.0	0.9	0.1	1.5
Total current liabilities	244.8	164.7	134.3	106.8
Total liabilities	437.4	287.0	253.2	249.9
Total Equity and Liabilities	1,100.3	831.4	722.2	681.1





# Consolidated Historical Balance Sheet



ASSETS (Rs. Crs.)	31-Mar-24	31-Mar-23	31-Mar-22	31-Mar-21
Non-current assets				
Property, plant and equipment	491.6	407.6	391.4	339.7
Capital work-in-progress	94.4	48.7	11.9	55.3
Right-of-use assets	31.9	18.2	19.2	14.2
Goodwill	0.4	0.4	0.4	0.4
Other intangible assets	0.1	0.1	0.2	0.0
Equity accounted investment	3.7	3.6	4.0	3.9
Financial assets				
(i) Other Investments	0.4	0.5	0.3	0.0
(ii) Loans	0.3	0.0	0.0	0.0
(iii) Other financial assets	8.1	35.9	3.9	3.6
Income tax assets (net)	4.1	4.1	4.1	2.9
Other non-current assets	56.1	18.2	10.9	7.0
Total non-current assets	691.0	537.3	446.3	427.0
Current assets				
Inventories	103.7	81.4	78.7	56.9
Financial assets				
(i) Investment	0.0	6.9	6.5	6.2
(ii) Trade receivables	133.1	90.3	75.0	71.9
(iii) Cash and cash equivalents	7.6	9.0	32.5	34.7
(iv) Bank balances other than (iii) above	119.5	65.9	50.6	50.0
(v) Loans	0.6	0.5	0.5	0.0
(vi) Other financial assets	25.4	14.1	17.8	25.4
Other current assets	19.4	26.0	14.4	9.0
Total current assets	409.3	294.1	275.9	254.2
Total Assets	1,100.3	831.4	722.2	681.1





# Consolidated Historical Cash Flow Statement



Cash Flow Statement (Rs. Crs.)	Mar-24	Mar-23	Mar-22	Mar-21
Cash Flow from Operating Activities				
Profit before Tax	188.3	120.7	75.7	97.1
Adjustment for Non-Operating Items	61.4	61.3	46.5	47.4
Operating Profit before Working Capital Changes	249.7	182.0	122.2	144.5
Changes in Working Capital	-47.2	11.8	-16.8	-11.8
Cash Generated from Operations	202.5	193.8	105.4	132.6
Less: Direct Taxes paid	-49.0	-29.8	-21.2	-22.4
Net Cash from Operating Activities	153.4	164.1	84.3	110.3
Cash Flow used in Investing Activities	-223.5	-151.0	-56.5	-124.7
Cash Flow (used in)/ from Financing Activities	68.8	-36.6	-30.0	28.5
Net increase/ (decrease) in Cash & Cash equivalents	-1.4	-23.5	-2.3	14.0
Cash and cash equivalents at beginning of the year	9.0	32.5	34.7	20.7
Cash and cash equivalents at the end of the year	7.6	9.0	32.5	34.7





#### **Company:**

# THANK YOU



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