

WHITE DIAMOND INDUSTRIES LTD.

Proposed and Approved Name :
WHITE ORGANIC AGRO LIMITED

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CIN: L01100MH1990PLC055860

20th December, 2016

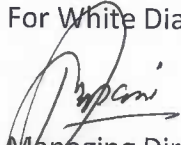
BSE Limited
Corporate Relations Department,
Phiroze Jeejeebhoy Towers, Dalal Street
Mumbai- 400001

Ref : Scrip Code: 513713 / Announcement on the BSE Website.

Sub : Investor Presentation for December 2016.

Please find attached Investor Presentation for December 2016

For White Diamond Industries Limited


Managing Director
(DIN : 03121939)



White Diamond Industries Ltd.

**(Proposed & Approved Name -
White Organic Agro Ltd.)**

**Investor Presentation
December 2016**



Disclaimer



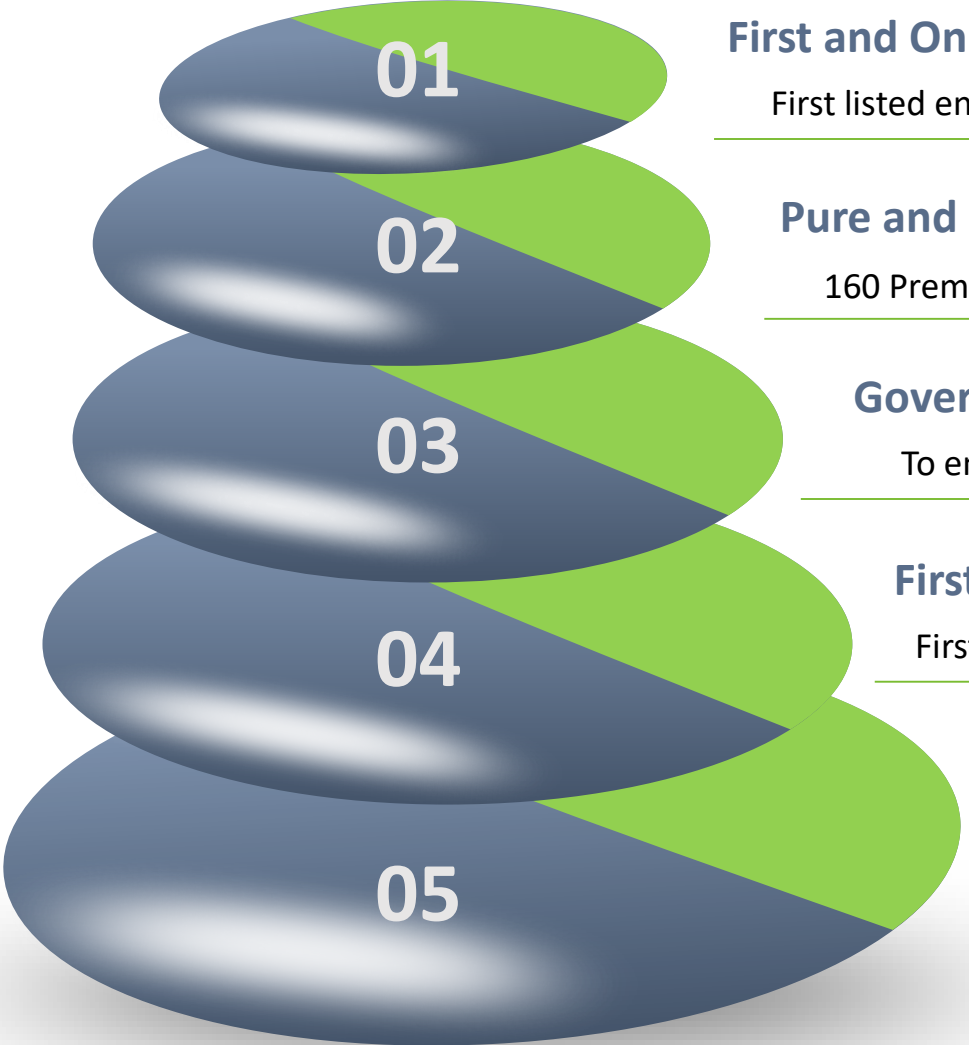
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Company Overview



01 First and Only Listed Company

First listed entity catering to entire organic product range

02 Pure and Unadulterated Products

160 Premium Organic products in 12 major categories and 17 sub categories

03 Government Support

To encourage Agro based activities Government supports through various schemes

04 First Movers Advantage

First Company as Pure-Play Organic consumption story

05 Quality Control

Solely focused on quality assurance at every step of processes

Professionally Experienced Team



Mr. Darshak Rupani, Chairman & MD

- An IT Graduate from Clarendon College, Sydney
- Over fifteen years of experience in Hospitality and Retail
- Young dynamic entrepreneur with farming being inherited from ancestors

Mr. Kunal Bhayani, CEO-Retail

- Management study graduate specializing in Finance
- Over six years of experience in retail management

Mr. Prashant Rupani, MD

- A commerce graduate
- Expert in international fund management
- Oversees financial planning and growth of the company

Mr. Vishal Chavda, CEO-Farming

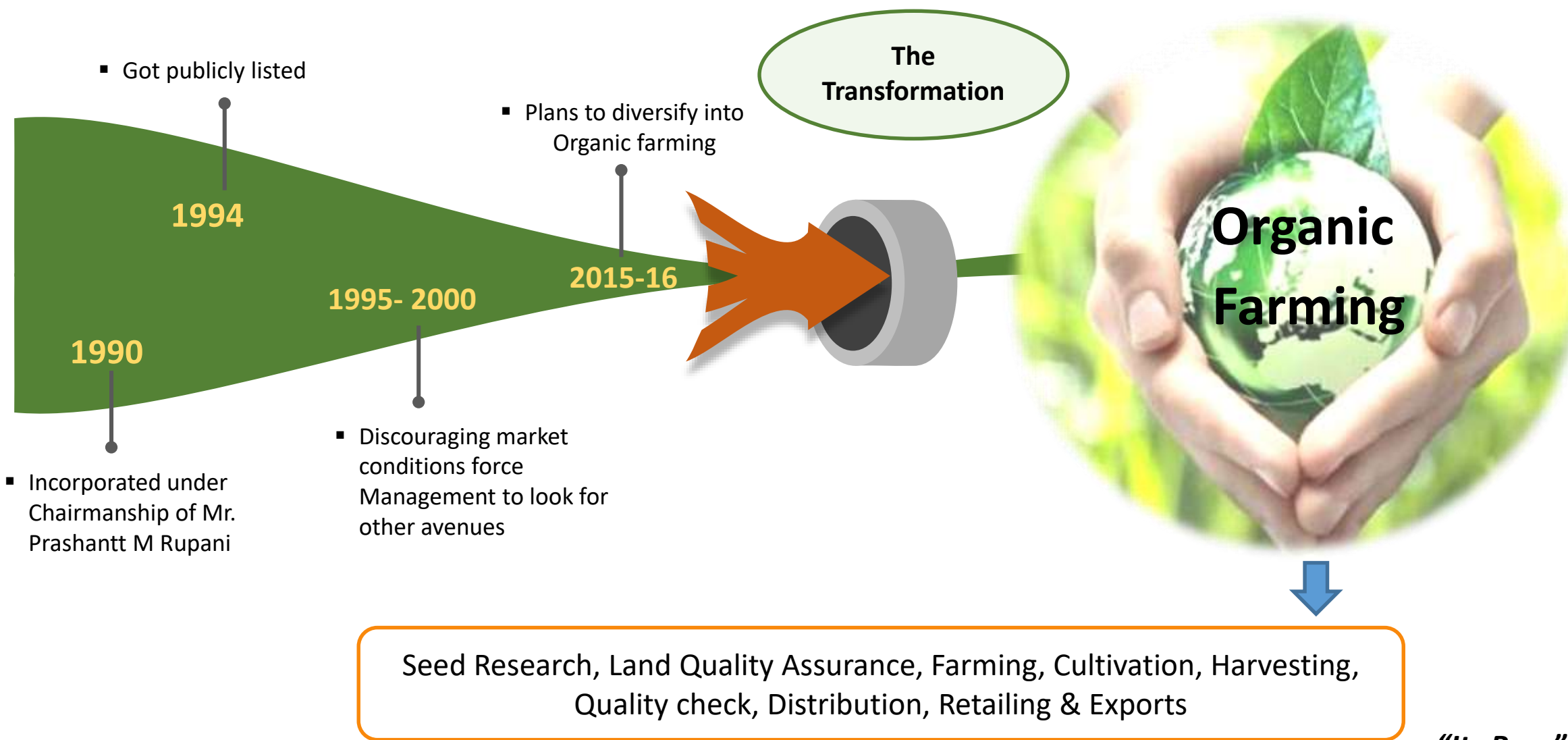
- An MBA Graduate
- Three years of experience in BSE
- Four years of experience in farming and cultivation
- Oversees farming and cultivation activities



Business Overview



Story of Transformation



Key Strengths



Strong Sourcing - Presence of own farmer Base

Own processing and packaging unit

Strong know-how of Process - Tie ups

Strong know-how of process tie-ups with organic farmers to create network

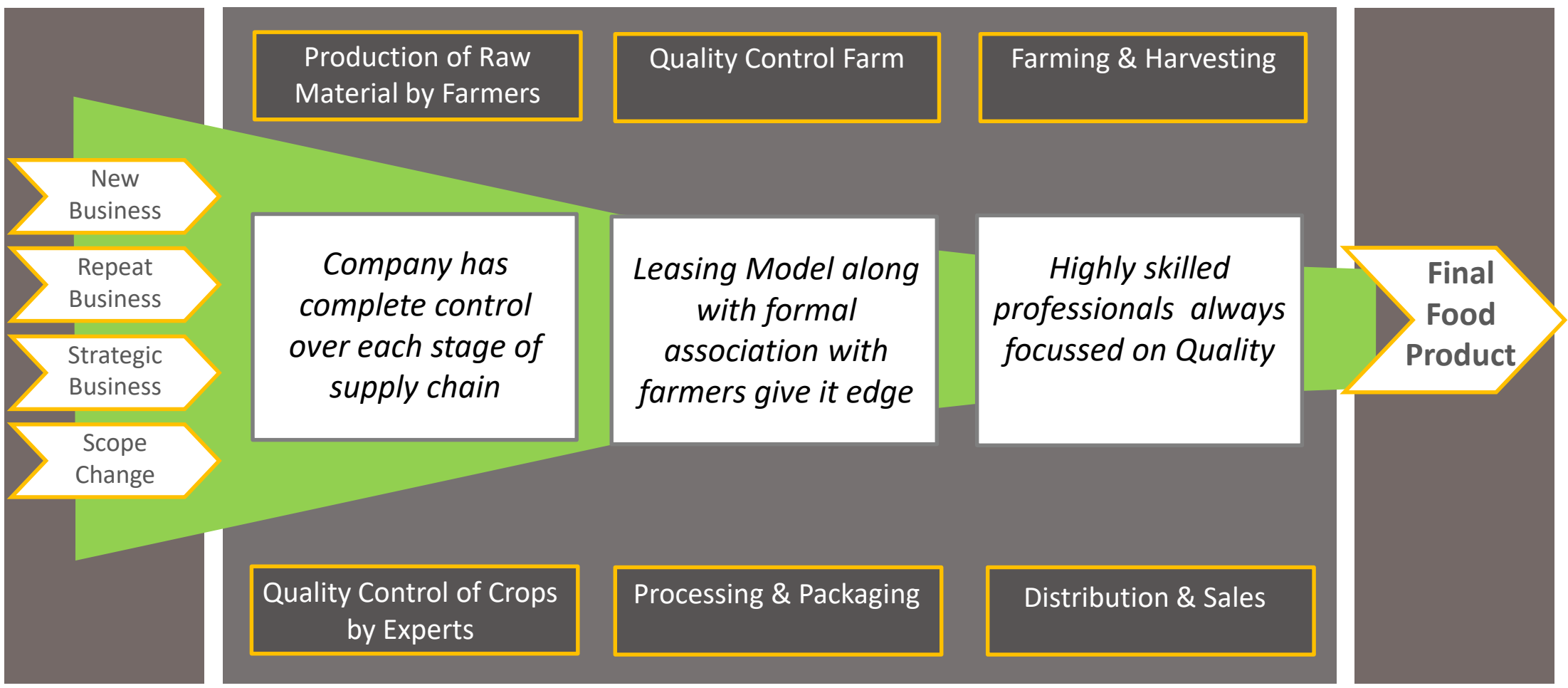
Experienced Quality Assurance Team

To adhere with optimum quality products

Strong Presence within Supply-Chain

Strong presence within supply chain along with stringent quality control

Supply Chain – Present across chain





Sales Models

Franchise

- Targeting 30 retail outlets across India in next 3 years

Owned

- One retail outlet in Central Mumbai
- Targeting 15 stores in next 3 years

E-Commerce

- Tie-ups with online portals like Grofers, Amazon, Big Basket
- Own web portal
- Mobile Application

Exports

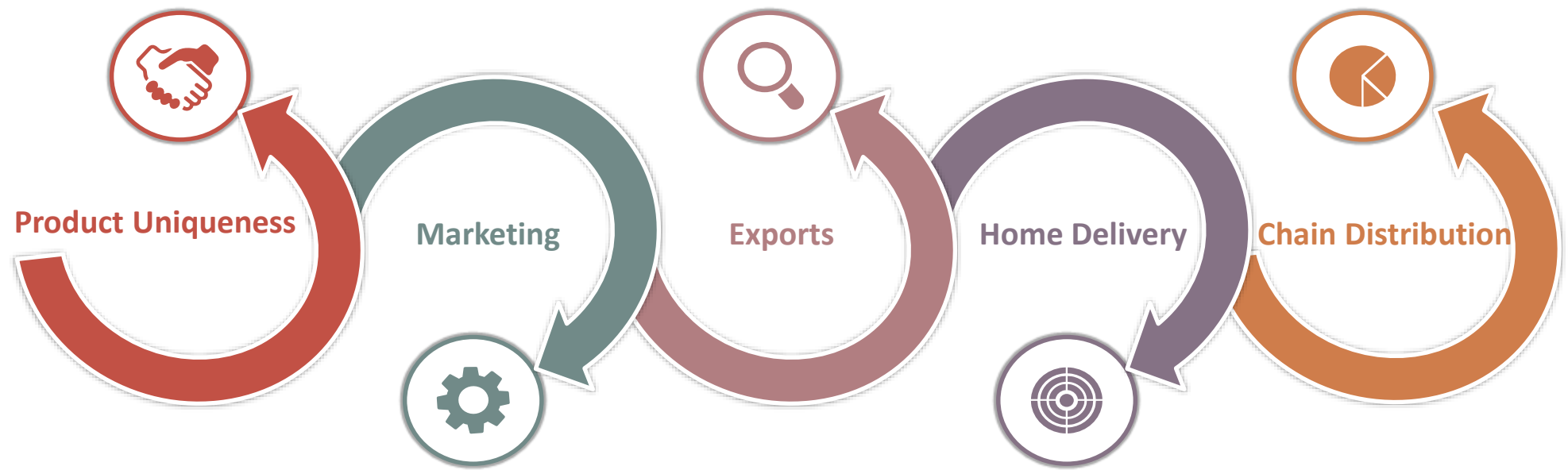
- Selectively target markets
- Strategic tie-ups with Super Markets globally

“Focus on Brand Development”

Sales Process – Retail Strategy



- Quality
- Processing methods
- Focus on pulses, cereals, spices
- Tie-up with grocers



- Optimum utilization of technological resources
- Loyalty membership, Happy hours, Organic Carnivals, Public awareness drive etc.
- Delivering at customer's door step from current store outlet

Wide Product Portfolio...



Cereals & Grains

- Rice
- Wheat
- Sorghum
- Millet

Sweeteners

- Sugar
- Jaggery

Ghee & Oil

- Organic Gir Cow Ghee
- Organic Peanut Oil

Skin Care

- Orange Soap
- Gulmohar Soap
- Rose Soap
- Kesar Soap
- Face Pack & Face Wash

Mouth Fresheners

- Flax Seed
- Amla Candy
- White Sesame
- Black Sesame

Home Fragrance

- Rose Incense Sticks
- Sukhad Incense Sticks
- Masala Incense Sticks
- Mogra Incense Sticks

Juices

- Lemon Ginger
Sharbat
- Rose Sharbat
- Aloe Vera Juice Range

Powders

- Tooth Powder
- Butter Milk Masala
- Ginger Powder
- Asafoetida (Hing)



Spices & Condiments

- Coriander-cumin Powder
- Chilly Powder
- Bay Leaf
- Turmeric Powder
- Pepper
- Cardamom
- Clove
- Cinnamon
- Mustard

Pulses

- Green Gram
- Green gram Dal
- Black Gram
- Black Gram Dal
- Mix Dal
- Chickpea
- Kabuli Chana
- Turkish Gram
- Kidney Beans Red

Snacks

- Masala Bhakhri
- Plain Bhakhri
- Methi Bhakhri
- Moringa Bhakhri
- Masala Khakra
- Juvar Khakra
- Ragi Khakra
- Jira Khakra
- Methi Khakra
- Organic Potato Wafers

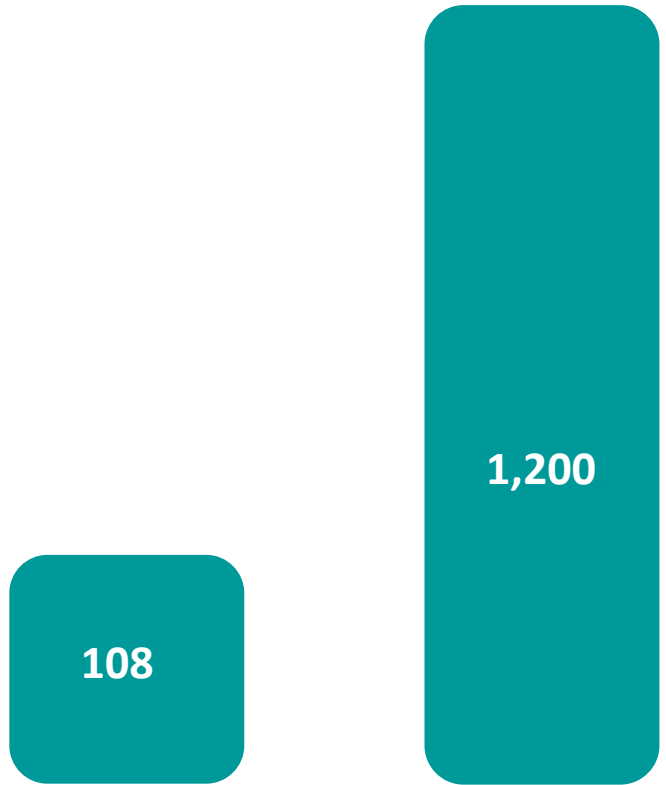
Dietary Supplements

- Moringa Powder
- Amla Powder and Capsules
- Ashwagandha Powder and Capsules
- Wheat Grass Powder and Capsules
- Triphala Powder and Capsules

Way Ahead



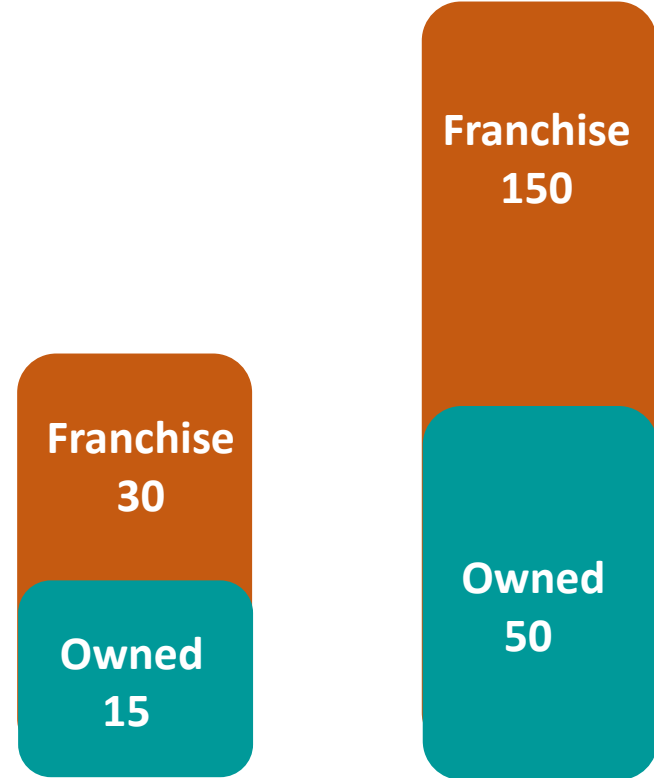
Proposed expansion in Organic Farm Land (in acres)



Q2 FY17

12-18 Months

No. of Outlets



Next 3 years

Next 5 years

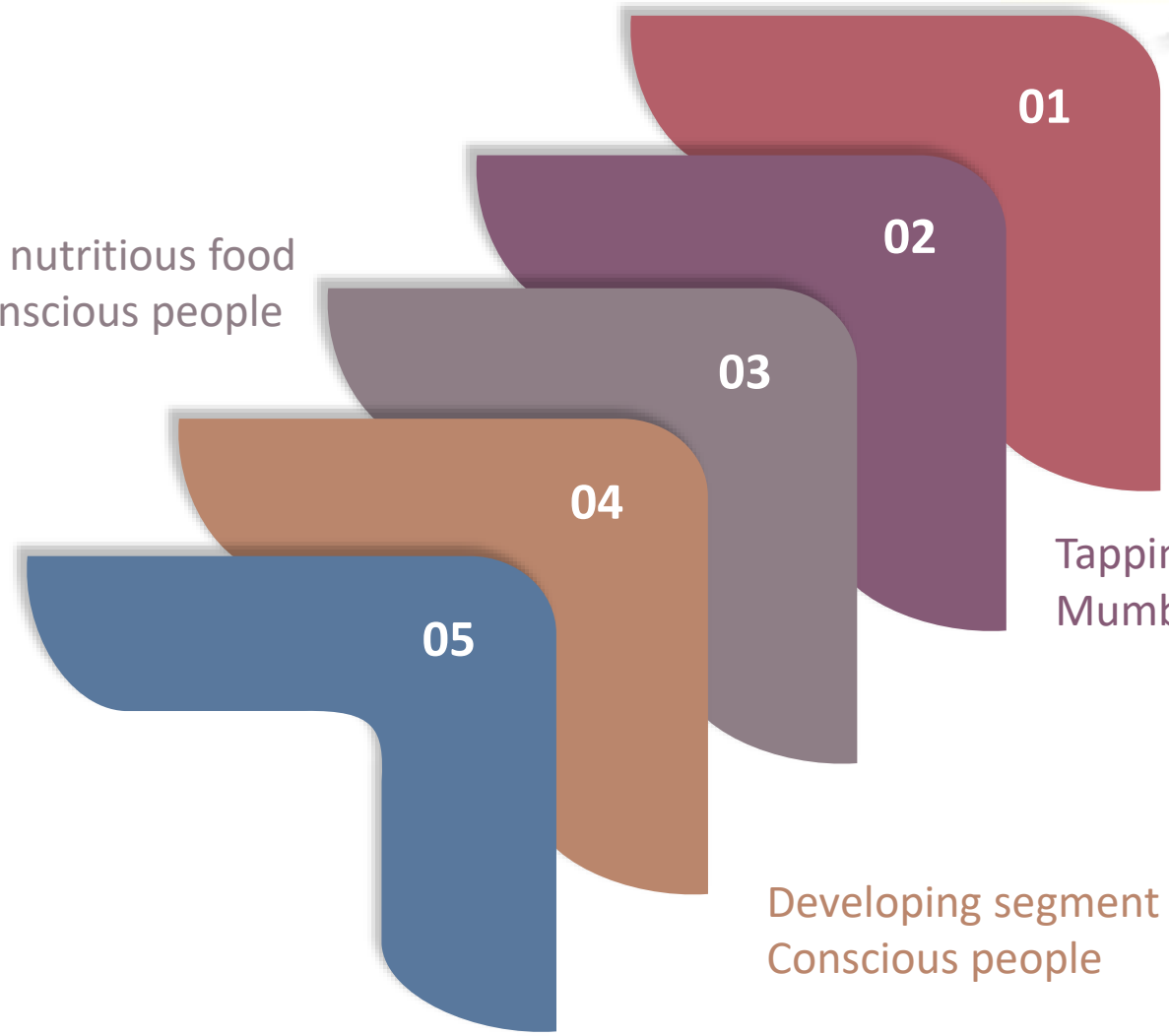
- Tie-up with farmers through ICS
- Increase product offerings – both in terms of segments and within each segment
- Vision of Converting farming as “Service Industry”

Future Growth Strategy



Huge demand for healthy / nutritious food product amongst health conscious people

Promotional Activities



01

Huge Untapped market

02

Tapping 1,000 customer in Central Mumbai

03

Developing segment of Health Conscious people

04

05

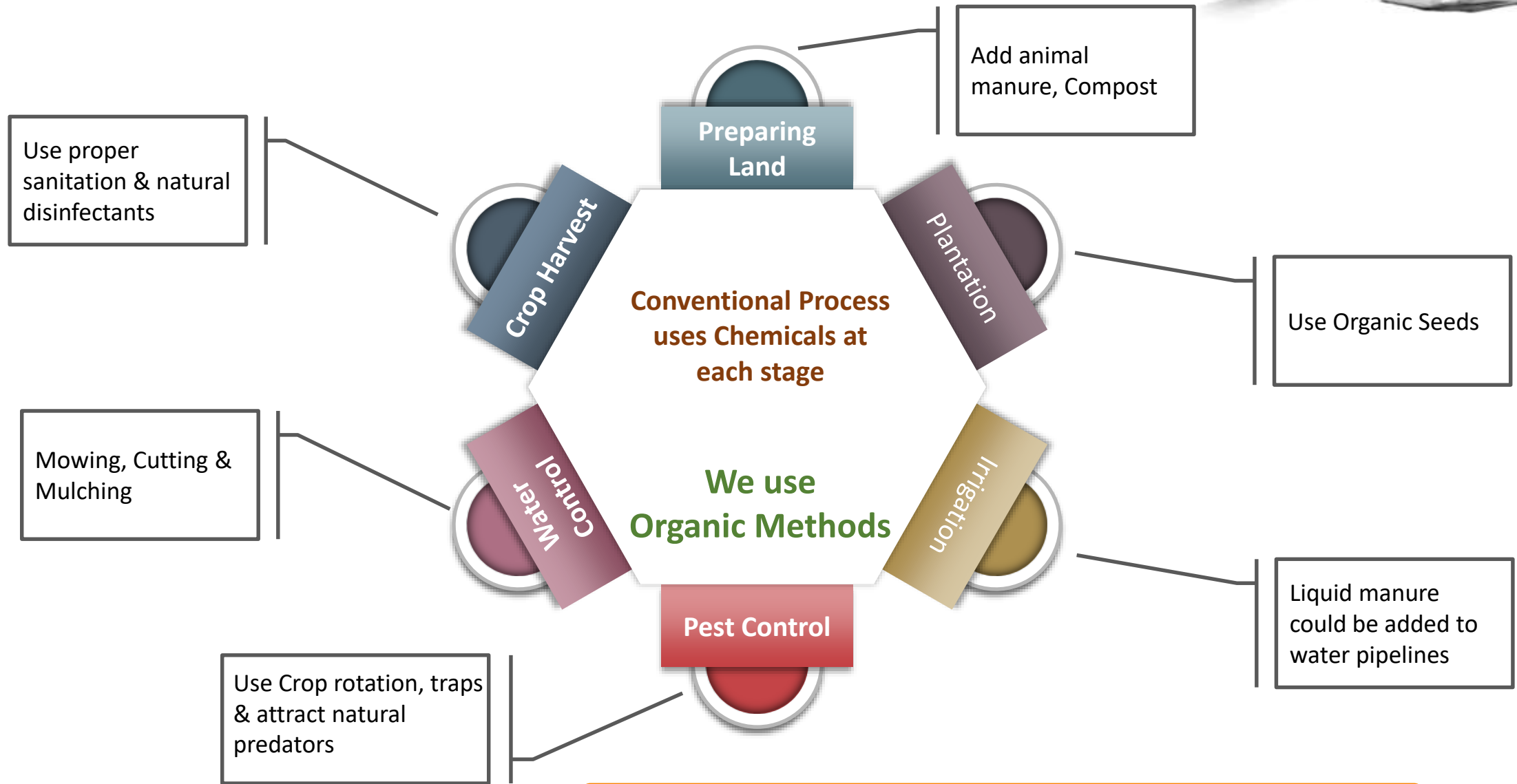
Target Segment

Corporate Employees	Farmers (Organic/Conventional)	Hotels	Bakeries/Restaurants	Retailers	Potential Customers	Current Customers	Hospitals
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Industry Overview

Stages of Farming

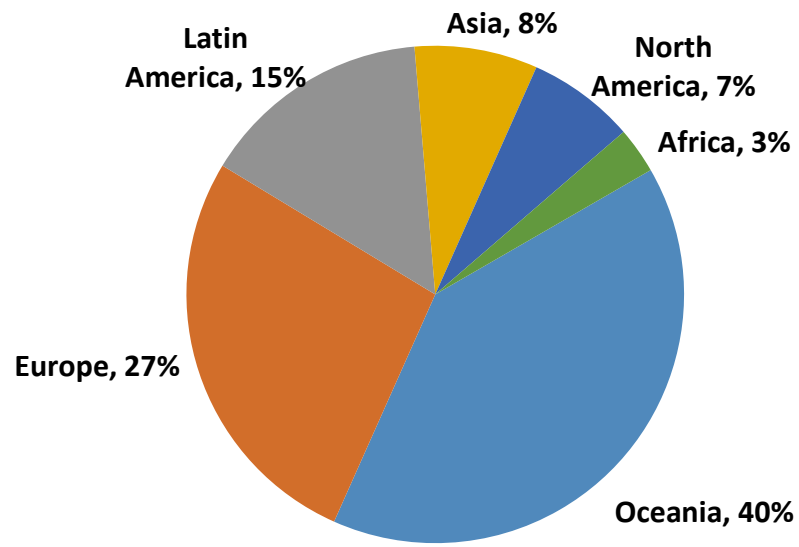


...Stringent Quality Control carried at each stage of process

Industry Statistics



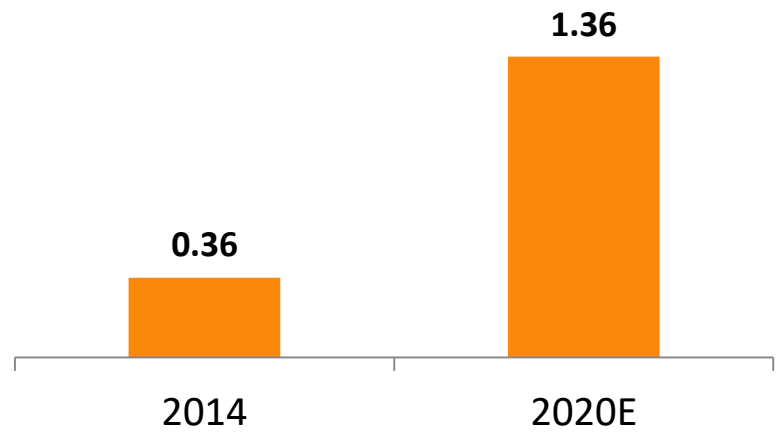
Distribution of organic farmland



Indian Organic Food Market

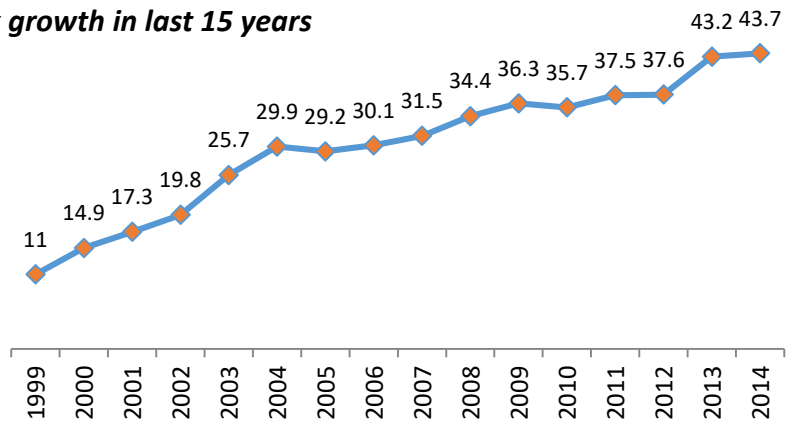


Domestic Organic Food Market Size (Bln USD)



Global Growth of the organic agricultural land (Mln hectare)

4x growth in last 15 years



Source : www.fibl.org

Economic Times, ASSOCHAM, TechSci Research

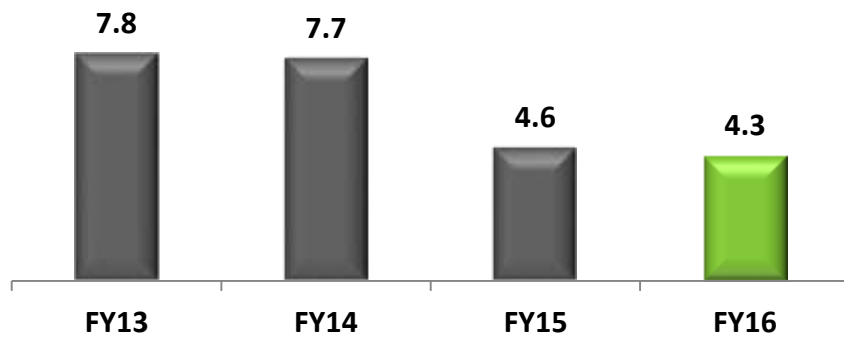


Financial Highlights

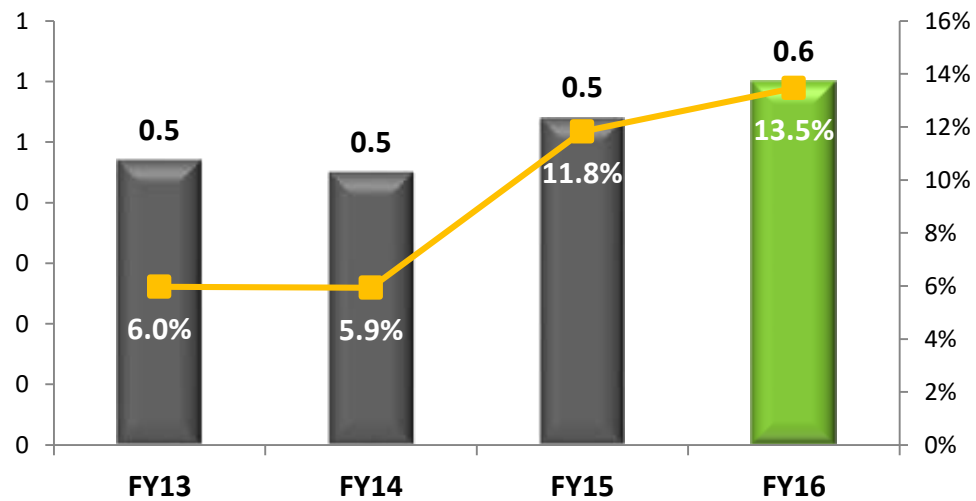
Consolidated Financial Highlights



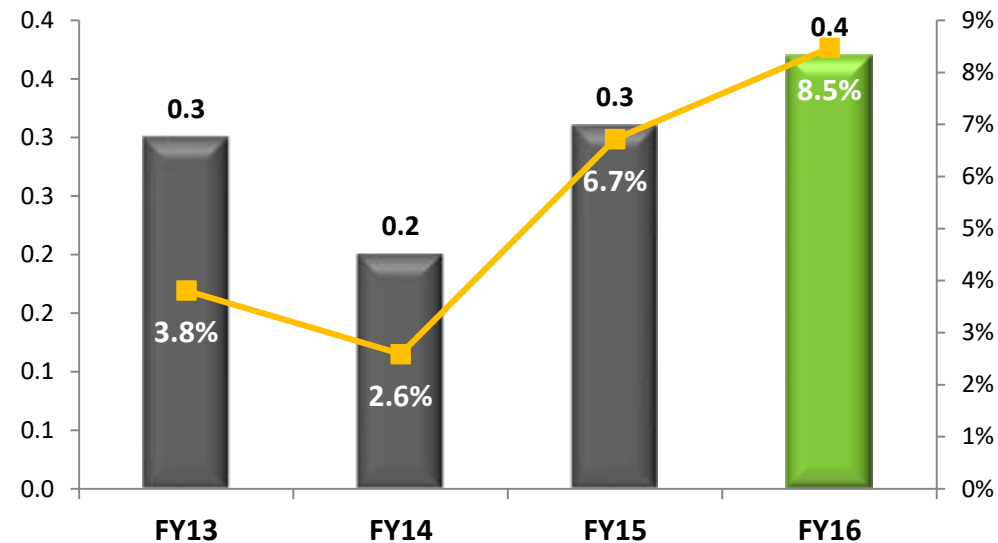
Revenue (Rs. Crore)



EBITDA (Rs. Crore) / Margin (%)



PAT (Rs. Crore) / Margin (%)



Consolidated Profitability Highlights



*Rs. Crores	FY16	FY15	YoY %
Total Income from Operations	4.32	4.58	(5.68%)
Raw Materials	2.39	2.78	
Employee Cost	0.36	0.41	
Other Cost	0.99	0.85	
Total Expenditure	3.74	4.04	
EBITDA	0.58	0.54	7.41%
EBIDTA margin (%)	13.47%	11.79%	168 bps
Interest	0.00	0.00	
Depreciation	0.05	0.08	
Other Income	0.00	0.00	
Exceptional Item	0.00	0.00	
Profit Before Tax	0.54	0.46	
Tax	0.17	0.16	
Profit After Tax	0.37	0.31	19.35%
PAT Margin (%)	8.47%	6.77%	170 bps

*Non Farming Activity

Consolidated Balance Sheet Highlights



Rs. Crores	Mar-16	Mar-15
Shareholder's Funds	25.39	25.03
Share capital	12.50	12.50
Reserves & Surplus	12.89	12.53
Share application money	0.00	0.00
Non-current liabilities	0.00	0.00
Long term borrowings	0.00	0.00
Defer Tax liabilities	0.00	0.00
Other Long-Term liabilities	0.00	0.00
Long-Term Provisions	0.00	0.00
Current liabilities	1.10	1.96
Short Term Borrowings	0.17	0.02
Trade Payables	0.00	1.31
Other Current liabilities	0.58	0.31
Short-term provisions	0.35	0.33
Total Equities & Liabilities	26.49	26.99

Rs. Crores	Mar-16	Mar-15
Non-current assets	4.24	0.18
Fixed assets	0.12	0.17
Non-current Investments	4.10	0.00
Deferred tax assets	0.01	0.01
Other non-current assets	0.00	0.00
Current assets	22.25	26.81
Current investments	0.00	0.00
Inventories	0.00	0.00
Trade receivables	0.00	5.58
Cash & Cash equivalents	0.06	0.01
Short-term loans & Advances	20.71	19.91
Other Current Assets	1.49	1.31
Total Assets	26.49	26.99

Thank You



Bombay Stock Exchange Limited
BSE
 The edge is efficiency

513713

Bloomberg WDI:IN

REUTERS WHDI.BO

For further information, please contact:

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"Its Pure"