

August 8, 2018

To,
The Manager, DCS-CRD
Corporate Relationship Department,
BSE Limited
Phiroze Jeejeebhoy Tower,
Dalal Street, Mumbai- 400 001.
Security Cods:- **539207**
ISIN:- **INE122R01018**

To,
The Listing Department,
National Stock Exchange of India Limited
5th Floor, "Exchange Plaza", Bandra-Kurla
Complex," Bandra (East),
Mumbai-400 051.
Security ID:- **MANPASAND**
ISIN:- **INE122R01018**

Dear Sir/Madam,

Sub:- Disclosure under Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015, Please find attached herewith Presentation made by the Company to the Analyst during the Analyst's Meet held on 07th August, 2018 at Mumbai.

This is for your information and record purpose.

Thanking you,

For Manpasand Beverages Limited



Bhavesh Jingar
Company Secretary & Compliance officer
Mem. No. A28011



Encl
- *Presentation*



Analyst Meet

07.08.2018



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A photograph of a woman and a young girl in a rural setting. The woman, on the right, is wearing a yellow and blue striped sari and has a red bindi on her forehead. She is smiling broadly and holding a yellow bottle of 'Mango Sip' juice. The young girl, on the left, is wearing a white and blue school uniform and is also smiling. The background shows a simple building with a doorway and some hanging fabric. A semi-transparent white box with the text 'Company Profile' is overlaid on the center of the image.

Company Profile

Snapshot

Manpasand Beverages Limited



India's **first listed** pure-play beverage company.

Brand presence in 23 states across India.



6 fully operational plants and **3** more in pipeline.

Functional facilities: Vadodara (3 Plants), Varanasi, Dehradun, Ambala.

Near Completion Facilities: Varanasi (2nd Plant), Sri City and land procured in East.



Mango Sip Leading fruit drink brand in India

Company's flagship brand is 3th largest selling mango drink in Modern Trade.



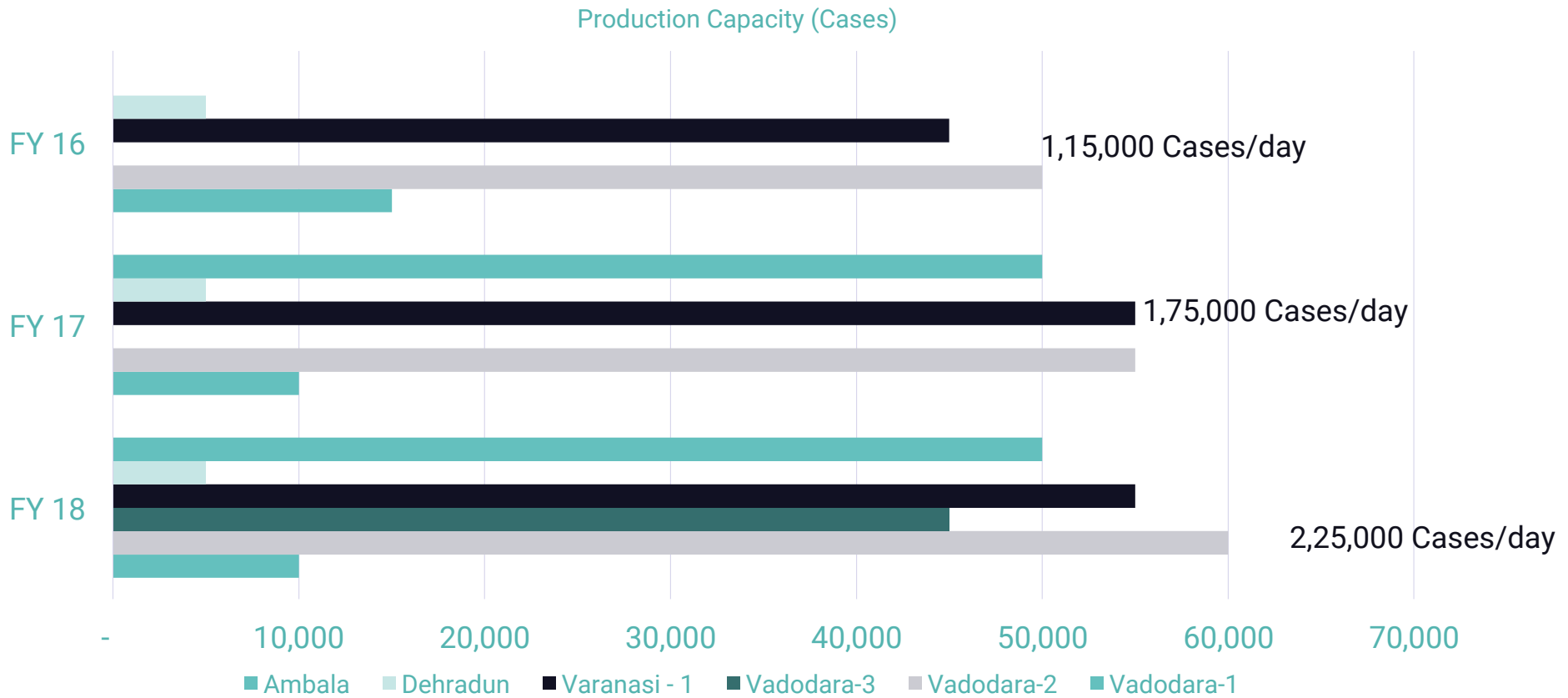
Distribution tie-up with **Parle Products- 4.5M Outlet Potential.**

After a successful pilot in West Bengal, companies have extended the scheme in entire East Zone, parts of West Zone, further entered into a 10 year agreement.



*Nielsen MAT March 2018

Production Capacity



✓ More capacity being added with Varanasi-2, and Sri City this year

company timeline

FY 2017

2,500 distributors

717 Total Staff

₹ 60 crores average monthly turnover

5 Running plants

FY 2018

4,500 Distributors

772 Total Staff

₹ 80 crores average monthly turnover

6 Running plants

future is
promising



We're a ready to take on the increasing demand in the rural sector. The sector has a double digit growth over the last year. Our increase in capacity is in sync with this growth and we are well poised to deliver this FY



6

Factories fully functional
3 in pipeline

4,500

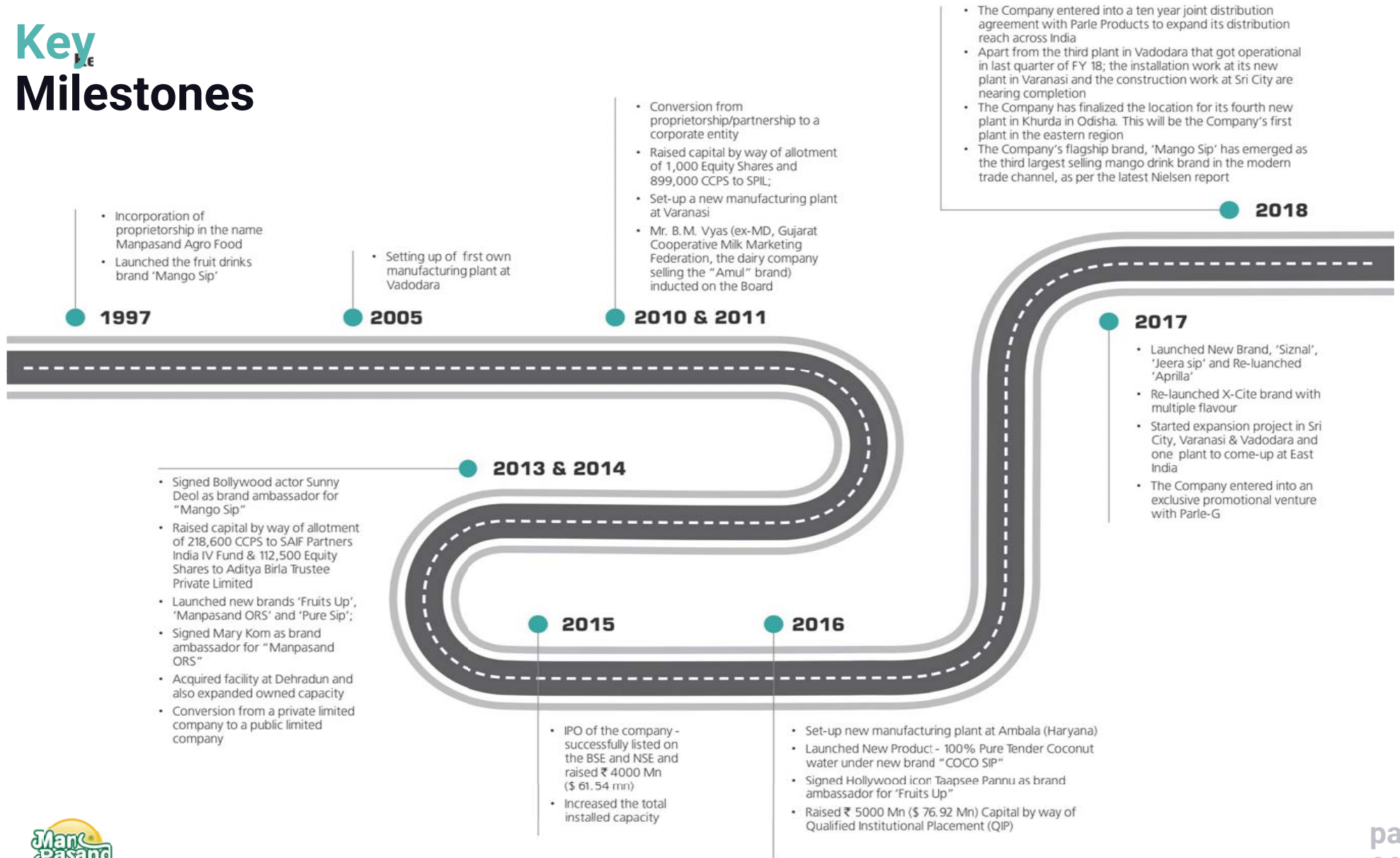
Distributors
Served by 400 Super Stokists

700,000

Retailers
Includes Unorganized Trade



Key Milestones



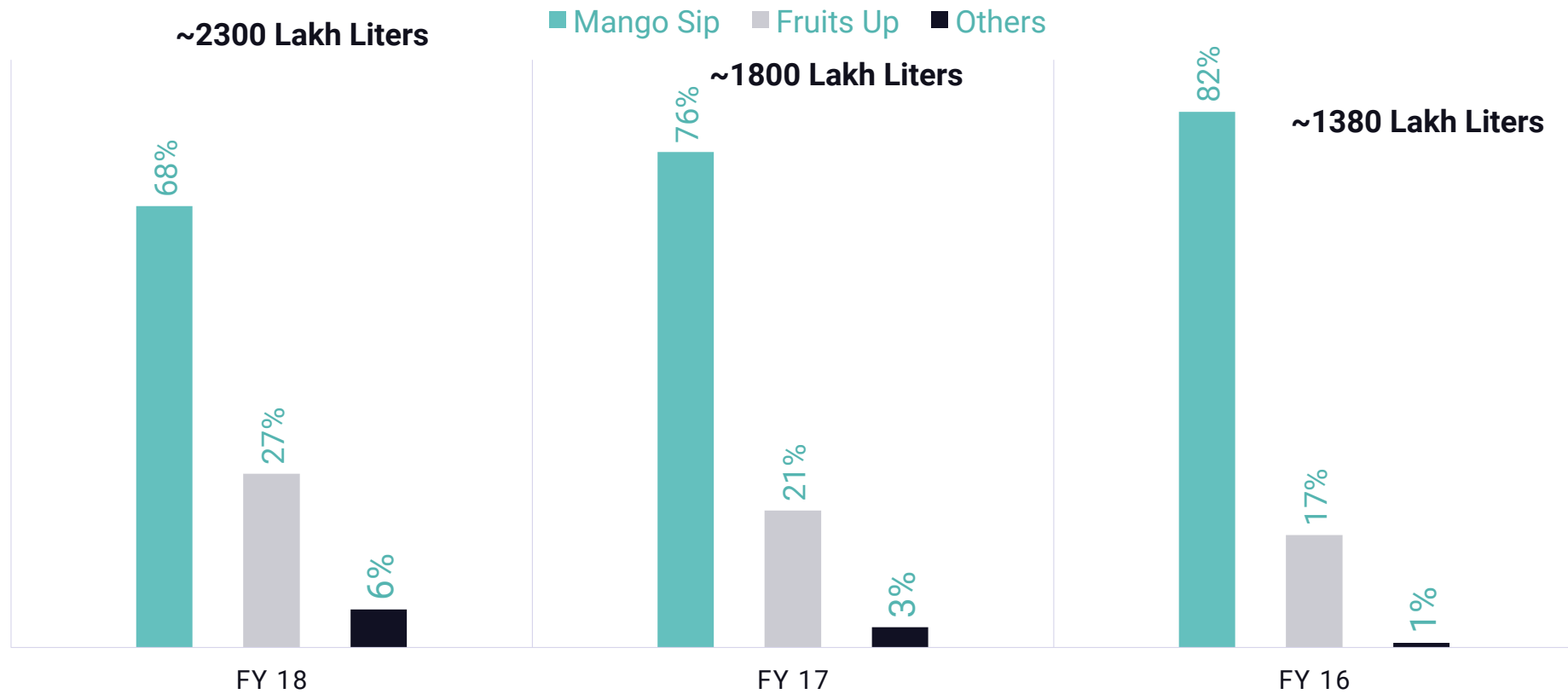
A photograph of three young men in tank tops celebrating outdoors. The man on the left is wearing a blue tank top and sunglasses, holding a bottle of Apricot drink. The man in the middle is wearing a striped tank top and holding a bottle of Jeero Sip drink. The man on the right is wearing a pink tank top and sunglasses, also holding a bottle of Jeero Sip drink. They are all smiling and raising their fists in a celebratory gesture. The background is a bright yellow wall.

**Brands
& Innovation**

Brand Segregation



Brand Volume (Liters)



✓ Mango Sip has established itself in the market and Fruits Up is growing

we love innovations



Siznal-

Honey based Vegetable and fruit Beverage

Healthy alternative to fruit juices, is our honey based beverage Siznal. In four exciting flavors.



Our first ethnic drink- Jeera Sip

The crackling taste of roasted cumin combined with a burst of carbonated bubbles, makes Jeera Sip the perfect companion over rich and spicy Indian meals.



ORS

Stay energized and keep the spark of life crackling in you with ORS- the Oral Rehydration salts infused drink from Manpasand.



Our Brand Ambassadors



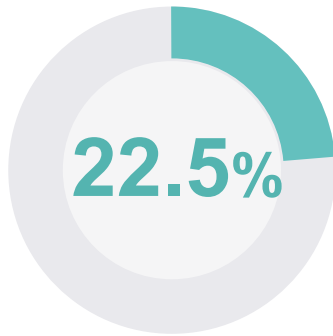
Our brands are endorsed by
Sunny Deol (Mango Sip),
Tapsee Pannu (Fruits Up)
MC Mary Kom (ORS)





Industry Overview

Industry Overview



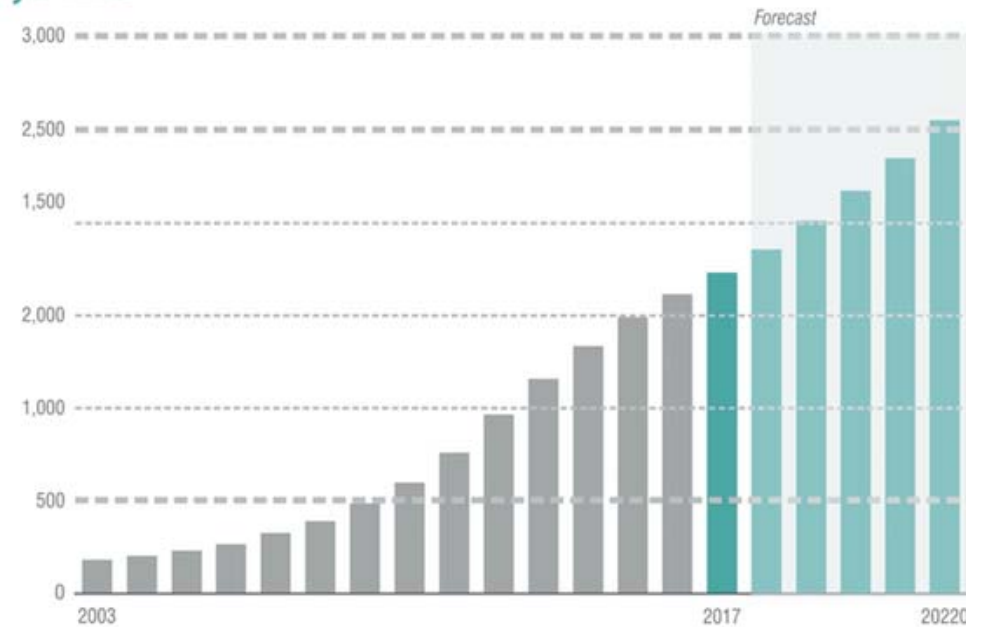
Beverage Category CAGR

All segments in the category are witnessing a growth at 20-25%, which is highest amongst all food groups.#

Sales of Juice

Off-trade Volume - million litres - 2003-200

1,720



Sales Performance of Juice

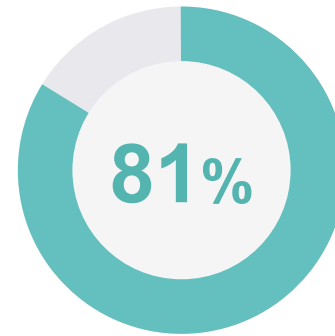
% Y-O-Y Off-trade Volume Growth 2003-2022



#Progressive Grocer

Industry Overview

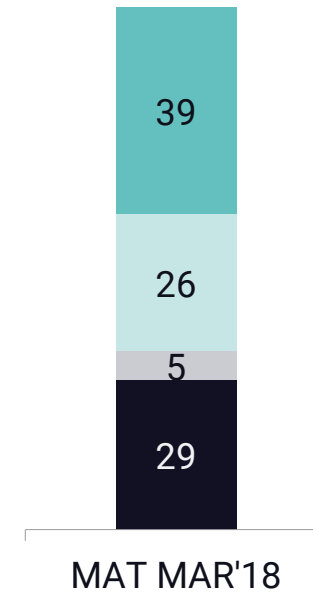
Mango is still the leader in fruit drinks, with the **rural and semi-urban sectors** seeing a strong growth. Other sectors are growing faster, and opportunity beyond Mango with **Fruits Up** for MBL



Mango FFSD

Mango Contributes to 81%* FFSD

Still Mango Drinks Saliency Pop strata



■ Metro
■ FLPs
■ ROU
■ RURAL



*Nielsen MAT MAR'18

Beverage market to grow 3.5 times of its present size by 2020
– Progressive Grocer

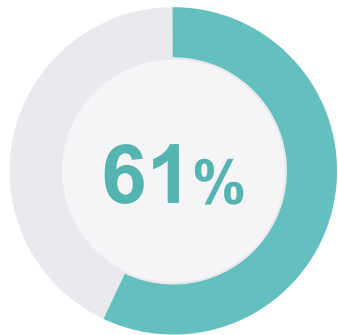




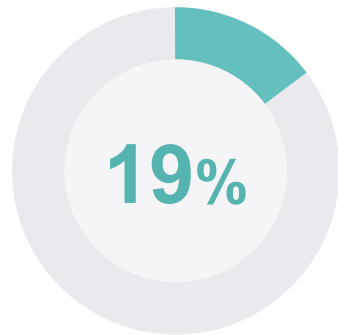
Financial Overview



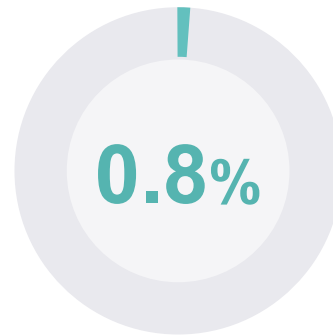
**Other
financials – Q1 FY 18-19**



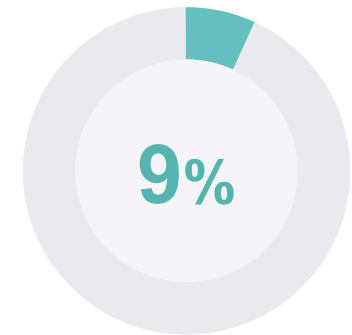
COGS



**EMPLOYEE
BENEFITS &
OTHER
EXPENSES**



**FINANCE
COST**



**DEPRECIATION
EXPENSE**

Key Financials – Q1 FY 2018-19

11%

Net Revenue Growth
YoY

22 %

EBITDA

11 %

Net Profit



Results – Q1 FY 2018-19

PARTICULARS	Q1 FY 2018-19	Q1 FY 2017-18	% CHANGE
TOTAL INCOME	34,006.97	31,130.19	9.24%
TOTAL EXPENSES	29,750.27	26,921.47	10.51%
PROFIT BEFORE TAX	4,256.70	4,208.72	1.14%
TAX EXPENSE	618.85	618.84	0.11%
PROFIT AFTER TAX	3,637.85	3,590.57	1.32%

Future Initiatives



Future Initiatives

Innovative Platform

In recent times, the consumers are segregating themselves into new microsegments due to a conscious effort to move towards a healthier lifestyle. This has given birth to a huge dormant potential which can be tapped with immediate effect.

Manpasand Beverages is looking to expand its portfolio and venture into some interesting categories like dairy, protein based drinks and fruit based sugarfree & glucose drinks. This will help the company to enter new horizons and cater to these new consumer segments.

Fresh Distribution

Manpasand Beverages has tied up with the Indian biscuit & snacks behemoth Parle Products Pvt. Ltd to expand its distribution channel in the rural and urban markets.

This tie-up was successfully piloted in West Bengal is now operational in the entire Eastern zone of India and Gujarat. It is a monumental and a first-of-its-kind development in the FMCG industry as a mutually beneficial arrangement in the interest of incremental business for both stakeholders. Both companies plan to gradually expand to entire India in the coming months.

Global Expansion

Manpasand Beverages is on its way to take the first step in building a global footprint in the beverages sector. The company intends to tap the lucrative markets of other countries in the Indian subcontinent, and gradually move to the distant markets of Southeast Asia and Africa.

Manpasand is working on expanding its product portfolio to include unique products according to the purchase behavior of the target markets





THANK YOU

