



HINDUSTAN FOODS LIMITED

A Vanity Case Group Company

A Government Recognised Two Star Export House

Registered Office: Office No. 3, Level 2, Centrium, Phoenix Market City,
15, Lal Bahadur Shastri Road, Kurla (West), Mumbai, Maharashtra, India, 400 070.

Email: business@thevanitycase.com, **Website:** www.hindustanfoodslimited.com

Tel. No.: +91 22 6980 1700/01, **CIN:** L15139MH1984PLC316003

Date: April 1, 2024

To, The General Manager Department of Corporate Services BSE Limited Floor 25, P. J. Towers, Dalal Street, Mumbai- 400 001 Tel: (022) 2272 1233 / 34 Company Scrip Code: 519126	To, The Manager, National Stock Exchange of India Limited, Listing Department, Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East), Mumbai 400 070 Company Symbol: HNDFDS
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Dear Sir/Madam,

Subject: Press Release

Please find attached the press release titled “**Hindustan Foods Limited continues to make strides in manufacturing of sports shoes as it acquires 3 manufacturing units of SSIPL Retail Ltd**”.

The disclosure is made in compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

This is for your information and record.

Thanking you.

Yours faithfully,
For **Hindustan Foods Limited**

Bankim Purohit
Company Secretary
ACS: 21865

Encl. As above





Press Release

Hindustan Foods Limited continues to make strides in manufacturing of sports shoes as it acquires 3 manufacturing units of SSIPL Retail Ltd

[Mumbai, India - April 1st, 2024] – Hindustan Foods Limited, renowned for its expertise in contract manufacturing within the FMCG and consumer goods sector, continues to make strides in the sports shoes manufacturing domain, in line with its previous announcement in December.

KNS Shoetech Private Limited (“KNS”), a wholly owned subsidiary of Hindustan Foods Limited, has entered into a Business Transfer Agreement (BTA) with SSIPL Retail Limited (“SSIPL”). This agreement entails the acquisition of manufacturing undertakings previously owned by SSIPL, located at Bangran and Bhagani in Himachal Pradesh as well as Kundli in Haryana.

The total outlay for the transaction was more than Rs. 100 crores with the BTA amount of nearly Rs 77 crores. The facilities are catering to key customers like Puma, Reebok, Asics, Sketchers, etc.

This acquisition marks a noteworthy expansion for KNS Shoetech Private Limited and Hindustan Foods Limited within the sports shoe manufacturing domain. This strategic move underscores the company’s commitment to enhancing their manufacturing capabilities and strengthening their presence in this sector.

Himmaj Soni, Head of the Sports Shoes Division, Hindustan Foods Limited commented on the acquisition saying, “SSIPL is one of the pioneers of the sector having started manufacturing sports shoes and sneakers in 1995. The factories are state of the art facilities and the team which is one of the strongest in the industry has experience in catering to the requirements of all the leading brands in the country - multinational and domestic. With this strong foundation, we are confident that we should be able to leverage the massive opportunity that is unfolding in the sector.”

Sameer Kothari, Managing Director, Hindustan Foods Limited added that, “It is a matter of pride to welcome the more than 3,500 strong team of SSIPL to KNS. This acquisition should help establish KNS Shoetech as a premier choice for any brand looking to realize the “Make in India” opportunity. On the back of the Baddi acquisition and this one, we are confident that HFL should be able to meet the goal it had set for FY2025.

We continue to believe that HFL is the Brawn behind Brands driving the Indian Consumption Story”



About Hindustan Foods Limited

Hindustan Foods Ltd. was founded in 1984. The Company offers dedicated and shared manufacturing services to top FMCG corporates who are looking to minimize cost while maximizing product quality in the post-GST environment. In 2013, Vanity Case Group bought a controlling stake in Hindustan Foods Ltd. and since then the company has diversified across various FMCG categories with manufacturing competencies in Food & Beverages, Home Care, Fabric Care, Beauty & Personal Care, Health Care & Wellness, Leather & Sports footwear and Pest Control. The Vanity Case Group was founded in the year 2001 and is one of the largest and most diversified FMCG contract manufacturers in India. Over the years, HFL has transformed into a scalable, profitable, and the most diversified contract manufacturer catering to various marquee customers.

Safe Harbor Statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

Contact Details

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