



Hindustan Foods Limited

A Vanity Case Group Company

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. +91-22-61801700 / 01 CIN: L15139MH1984PLC316003

Company Scrip Code: 519126

Date: 11th February, 2022

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

Through Listing Centre

Dear Sir / Madam,

Sub.: Investor Presentation February 2022

In pursuance to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the "Investor Presentation February 2022" for Q3 & 9M ended 31st December, 2021 FY 2021-22.

We request you to take the above on record.

Thanking you,

Yours faithfully
For **HINDUSTAN FOODS LIMITED**


Bankim Purohit
Company Secretary
ACS 21865
Encl. as above





HINDUSTAN FOODS LIMITED

Investor Presentation
February 2022

**IN TIME'S SHADOW
LIES OPPORTUNITY**

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Hyderabad | Liquid Detergent Plant

HFL has acquired 100% stake in Reckitt Benckiser Scholl India (RBSIL) which marks HFL's entry into fast growing OTC Healthcare and Wellness segment as a contract manufacturer. Registered as an EOU, the acquired facility is approved by The Medicines and Healthcare products Regulatory Agency ("MHRA"), UK and is currently exporting to more than 20 countries. HFL is expected to leverage the potential by expanding site utilization and capacities and thus increase the share of business for its products worldwide from this site. The company expects to do around Rs. 100 crores of turnover from this facility in FY22-23

The Board had authorised the management to invest in an acquisition of a colour cosmetics manufacturing facility with a total investment of up to Rs 30 crore. The company has invested in AeroCare Personal Products LLP. Aerocare is currently manufacturing various Colour Cosmetics like lipsticks, eye make-up, pressed powders and lip gloss, and also Oral Care, After Shave lotions and Eau de Toilette. The company expects to do around Rs. 100 crore turnover from this facility in the FY22-23

The Uttar Pradesh Ice Cream Project is progressing well, and installation of machines has commenced. The company remains confident to start commercial production in Q4FY22

Work on setting up a new shoe factory in Tamil Nadu is progressing well. The factory will be making sports shoes/knitted shoes for various customers and we expect to start production in Q1FY23

The on-going softness in the FMCG demand has led to a slowdown in the Hyderabad project and it has been delayed. It is now expected to be completed only by Q2FY23

The Hon'ble NCLT Mumbai Bench, in its hearing held on 21st December, 2021 in the matter of the composite Scheme of Arrangement and Amalgamation of Beverage plant at Mysuru and Malt Beverages plant at Coimbatore, has passed the necessary Order. The Appointed date is 1st April, 2020. The Composite Scheme is expected to be effective from Q4FY22

With these acquisitions and the organic growth from our existing factories, we are confident about achieving the target of Rs 4,000 crores of turnover by FY25



Overview

- HFL has signed a Share Purchase Agreement with Reckitt Benckiser India Pvt Ltd. to acquire the entire issued Share Capital of Reckitt Benckiser Scholl India Private Limited (RBSIPL)
- RBSIPL was incorporated in 1994 and is an EOU (Export Oriented Unit) business which inter alia manufactures and supplies foot care products to more than 15 countries in Europe, Australia and Far East. The acquired factory would continue to act as a third-party manufacturer for Reckitt/Scholl and its global affiliates.



Rationale

- The acquisition of RBSIPL marks HFL's entry into fast growing OTC Healthcare and Wellness segment as a contract manufacturer.
- As an EOU, the facility adheres to GMP norms and is approved by The Medicines and Healthcare products Regulatory Agency ("MHRA"), UK.
- HFL is expected to leverage the potential by expanding site utilisation and capacities and thus increase the share of business for foot care products worldwide from this site



Consideration

- The aggregate cost of acquisition of shares is around Rs 75 Crores and subject certain completion adjustments in accordance with the terms and conditions set out in the SPA.



RBSIPL Financials

Revenue	FY21	FY20	FY19
in Rs. Crs	85.9	75.7	59.5



Overview

- HFL has acquired AeroCare Personal Products LLP in January 2022
- The facility is situated at Silvassa and engaged in manufacturing of Colour Cosmetics like lipsticks, eye make-up, pressed powders and lip gloss; And also Oral Care, After Shave lotions and Eau de Toilette.
- The facility was set up in February 2021 and spread over 100,000 sqf with manufacturing capacity of 3500 TPA



Rationale

- AeroCare is a dedicated manufacturer of Color Cosmetics for a leading brand in the country
- With this acquisition, HFL marks its entry into color cosmetics
- With the focus on ramping up the facility to its full potential in the next couple of months, HFL is expected to increase the business in this segment from this facility
- The company expects to do around Rs. 100 crore turnover from this facility in the FY22-23



Consideration

- The aggregate cost of acquisition of is around Rs 30 Crores for 100% stake in AeroCare Personal Products LLP

Key Parameters

Rs. **401** crore

GROSS BLOCK
as on 31st Dec 2021

Rs. **1,448** crore
60% growth YoY

TOTAL REVENUES
for 9MFY22



Rs. **35.3** crore
40% growth YoY

PROFIT AFTER TAX
For 9MFY22



Rs. **260** crore

NETWORTH
as on 31st Dec 2021



Rs. **54.3** crore
67% growth YoY

PROFIT BEFORE TAX
for 9MFY22



0.93

Debt to Equity Ratio
as on 31st Dec 2021



Rs. **85** crore
43% growth YoY

EBITDA
For 9MFY22



Rs. **16.67**
40% growth YoY

EARNINGS PER SHARE
for 9MFY22



Uttar Pradesh

Capex Rs. 125 Cr

Food & Beverages

- The Uttar Pradesh Ice Cream Project is progressing well, and installation of machines has commenced.
- The company remains confident to start commercial production in Q4FY22

Hyderabad

Capex Rs. 150 Cr

Home & Personal Care

- The on-going softness in the FMCG demand has led to a slowdown in the Hyderabad project and it has been delayed
- It is now expected to be completed only by Q2FY23

New Capex

Rs. 100 Cr

Health & Wellness

- As a part of Rs 100 crore capex approval from Board for “Healthcare & Wellness” division, HFL has acquired 100% stake in Reckitt Benckiser Scholl India for about Rs 75 crores
- This acquisition will mark HFL’s entry into fast growing OTC Healthcare and Wellness segment as a contract manufacturer

New Capex

Rs. 30 Cr

Colour Cosmetics

- The Board had authorised the management to invest in an acquisition of a colour cosmetics manufacturing facility with a total investment of up to Rs 30 crore
- The company has invested in AeroCare Personal Products LLP. Aerocare is currently manufacturing various Colour Cosmetics like lipsticks, eye make-up, pressed powders and lip gloss, and also Oral Care, After Shave lotions and Eau de Toilette

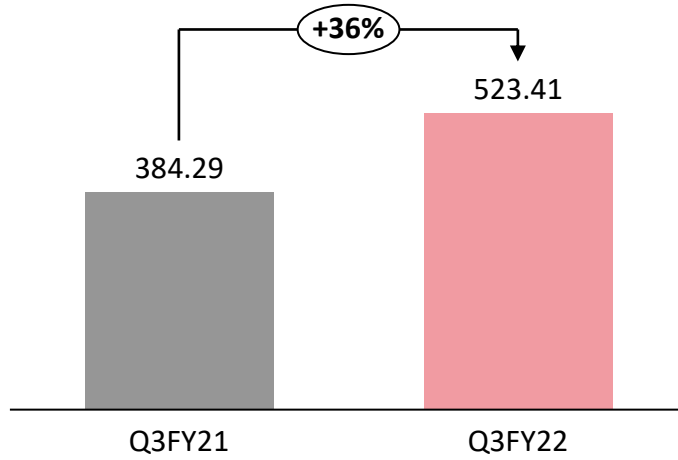
New Capex

Rs. 10 Cr

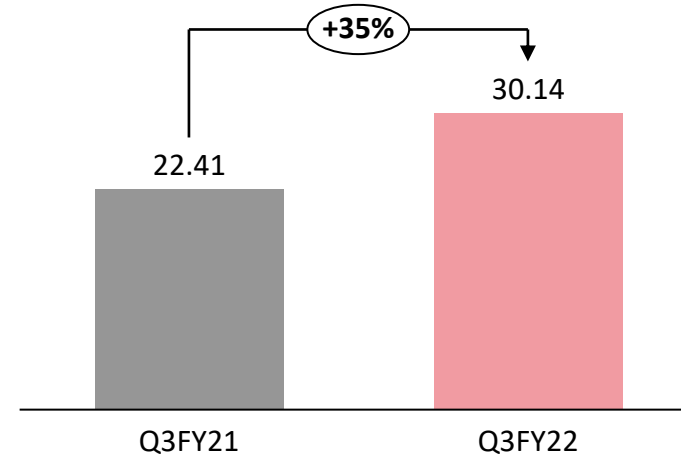
Footwear

- This includes capex at Mumbai and Chennai
- Work on setting up a new shoe factory in Tamil Nadu is progressing well. The factory will be making sports shoes/knitted shoes for various customers. Production is expected by Q1FY23

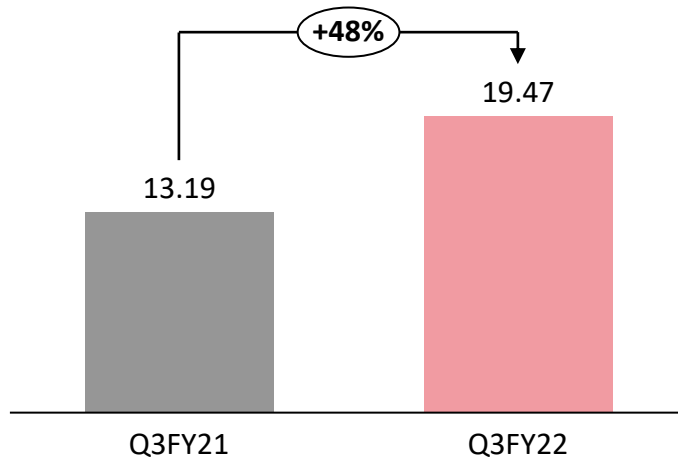
Revenue# (Rs. Crs.)



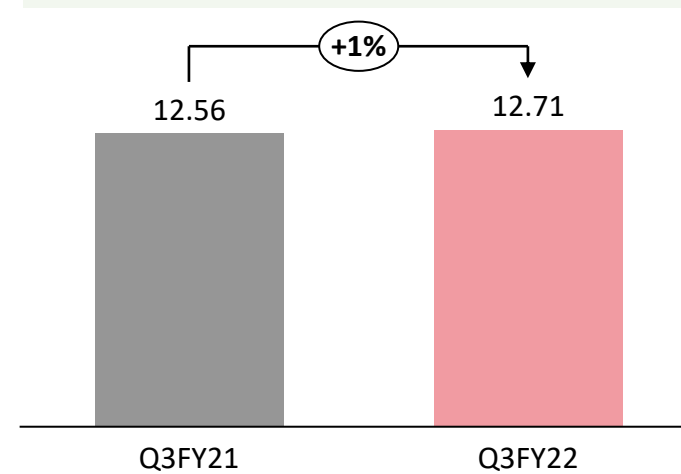
EBITDA (Rs. Crs.)



Profit before Tax (Rs. Crs.)



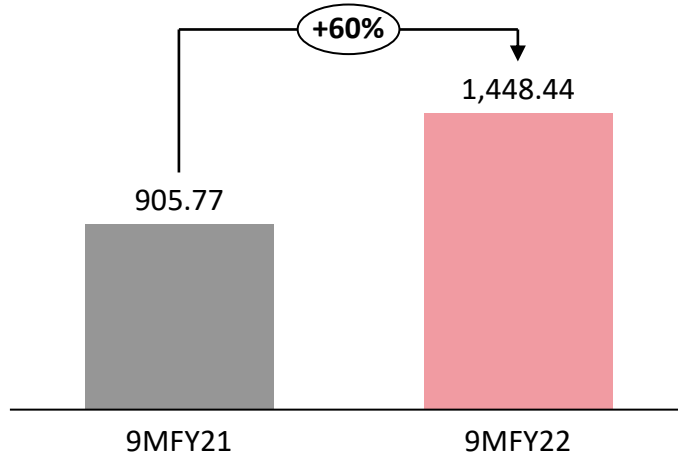
Profit after Tax* (Rs. Crs.)



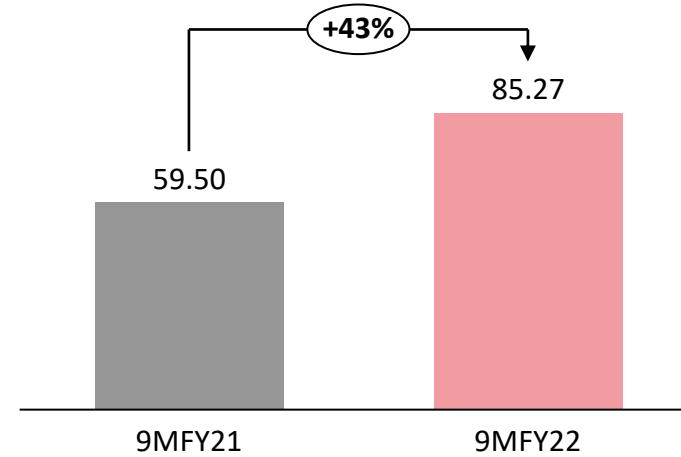
Includes Other Income

* PAT includes excess provision of tax to the tune of Rs 3.86 crores in FY20 which was reversed in Q3FY21 after filing tax returns

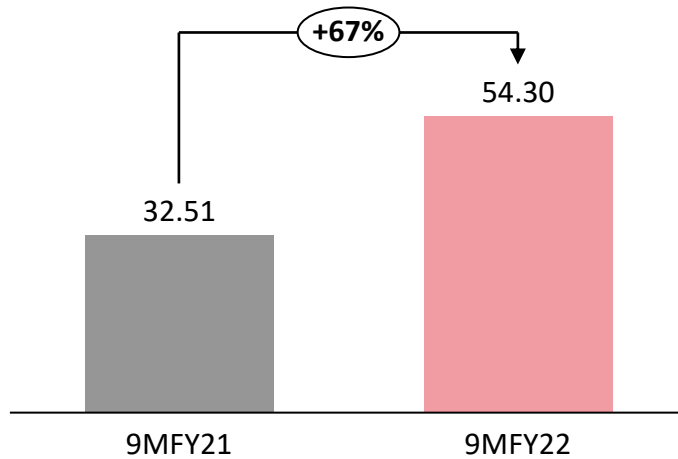
Revenue# (Rs. Crs.)



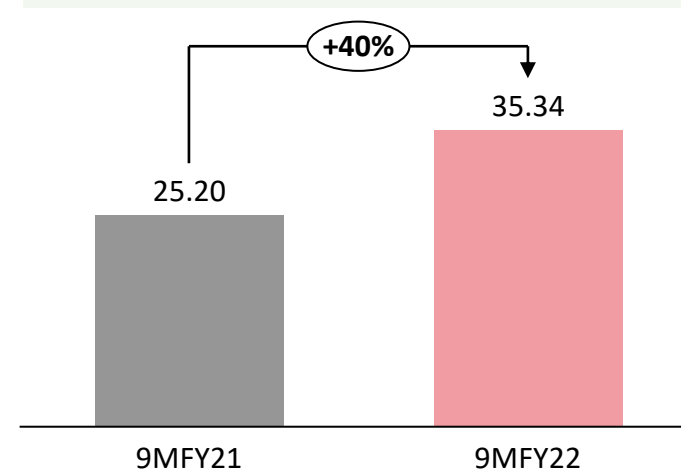
EBITDA (Rs. Crs.)



Profit before Tax (Rs. Crs.)



Profit after Tax* (Rs. Crs.)



Includes Other Income

* PAT includes excess provision of tax to the tune of Rs 3.86 crores in FY20 which was reversed in Q3FY21 after filing tax returns

Standalone Profit & Loss Statement – Q3 & 9M FY22

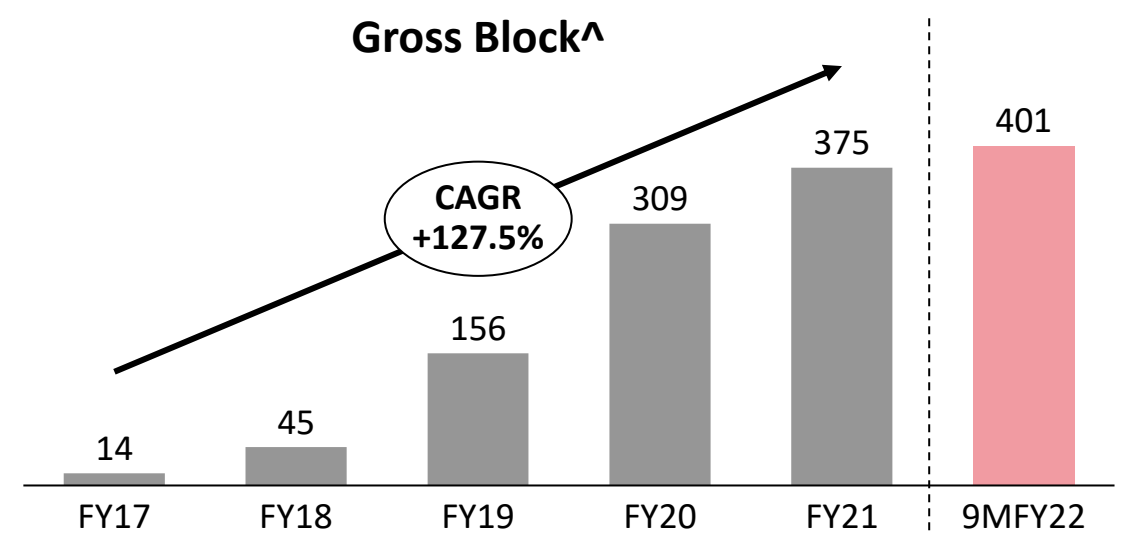
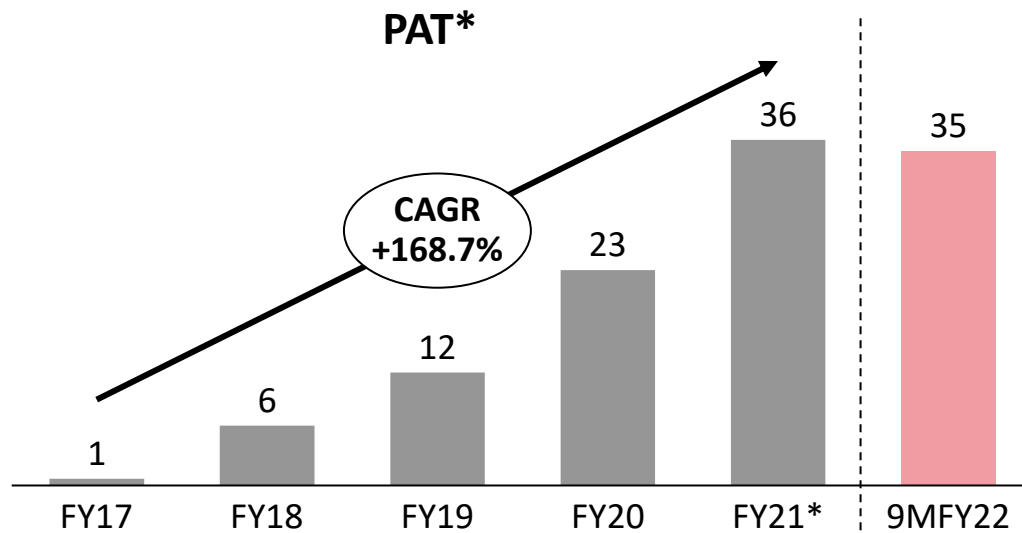
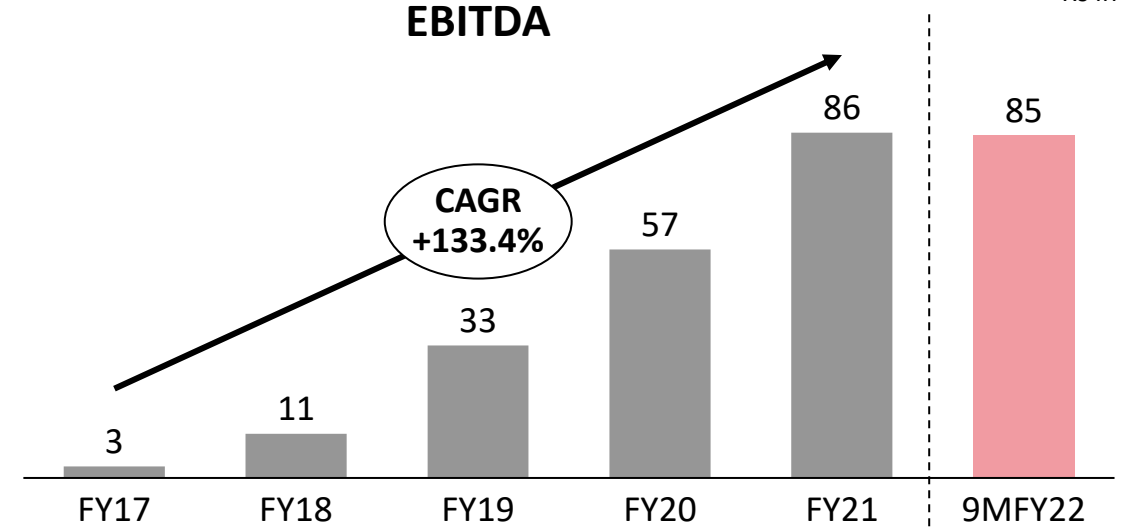
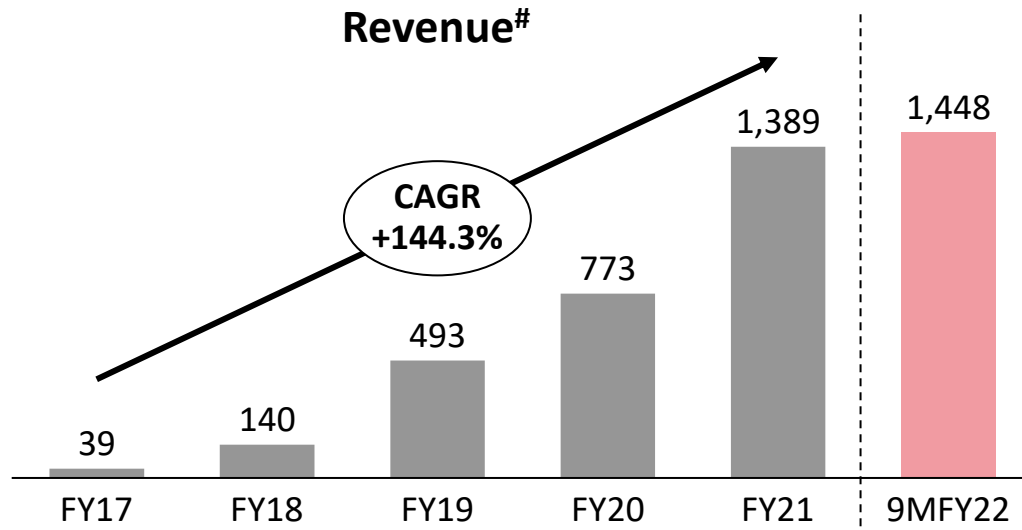


Particulars (Rs. Crs.)	Q3 FY22	Q3 FY21	Y-o-Y	9M FY22	9M FY21	Y-o-Y
Total Revenue[#]	523.41	384.29	36.2%	1,448.44	905.77	59.9%
Cost of Goods Sold	460.52	334.78		1,267.58	766.73	
Manufacturing & Operating Costs	17.46	14.56		50.18	41.75	
Gross Profit	45.43	34.95	30.0%	130.68	97.29	34.3%
Employee Expenses	8.96	8.39		27.01	22.42	
Other Expenses	6.33	4.15		18.40	15.37	
EBITDA	30.14	22.41	34.5%	85.27	59.50	43.3%
Depreciation	5.33	4.41		15.60	12.74	
EBIT	24.81	18.00	37.8%	69.67	46.76	49.0%
Finance Cost	5.34	4.81		15.37	14.25	
Profit Before Tax	19.47	13.19	47.6%	54.30	32.51	67.0%
Tax	6.76	0.63		18.96	7.31	
Profit After Tax*	12.71	12.56	1.2%	35.34	25.20	40.3%
EPS	6.00	5.93		16.67	11.89	

Includes Other Income * PAT includes excess provision of tax to the tune of Rs 3.86 crores in FY20 which was reversed in Q3FY21 after filing tax returns

Historical Standalone Financial Performance

Rs in Cr



* PAT includes excess provision of tax to the tune of Rs 3.86 crores in FY20 which was reversed in Q3FY21 after filing tax returns

^includes intangibles and CWIP

Includes Other Income



Commenting on the Results, Mr. Sameer R. Kothari, Managing Director said, “I am pleased that the company reported its highest quarterly turnover and highest profit before tax. However, for me personally, the major highlight of the quarter was in the realm of M&A.

It is often said that in case of acquisitions, the work actually begins AFTER the deal is done. This adage was once again proven for us where two of our acquisitions have been losing money for the last couple of years. The beverage business, which is extremely seasonal (main season being February to June), was the biggest casualty of the CoViD and as a result our acquisition of ATC business which happened just before CoViD didn't work out the way I had envisaged. However, I am carefully optimistic that the worst is behind us. The business gets merged into HFL in the MQ of FY22 and we have a solid order book for the MQ and for FY23. Similarly, the Mumbai unit of shoes which we acquired was not performing and we have recently signed a contract with a leading shoe brand to start manufacturing injection molded footwear at this facility from MQ. The turnaround of these two acquisitions is the primary goal of the management for the next few months.

Having said that, acquisitions if done right, can help in opening up new business areas and enable an organization to go up the learning curve quicker. With this in mind, we have recently forayed into two different fields via acquisitions. Our acquisition of Reckitt Benckiser Scholl India will enable us to expand our footprint in the OTC Healthcare and Wellness segment as a contract manufacturer. We are very positive on this new development as it helps us to scale up our operations with entering into high-growth Health & Wellness segment.

Similarly, our investment in AeroCare, a dedicated manufacturer of Color Cosmetics for a leading brand in the country, marks our entry into color cosmetics and personal care products. The unit was set up in February of 2021 and we are very excited about ramping up this facility to its full potential in the next couple of months.”

With these acquisitions and the organic growth from our existing factories, we are confident about achieving the target of 4,000 crores of turnover by FY25.”



Commenting on the Results, Mr. Mayank Samdani, Group CFO said, “Overall operational performance for the third quarter and the 9 months of FY22 has been in-line with company's internal targets. Our turnover increased by 36% YoY and 12% sequentially. While the increase in the YoY number was due to the ramping up of the new facilities, the sequential increase was primarily due to the inflation in RM/ PM prices which we were able to successfully pass on to the customers.

While our profits before tax grew by 48% YoY to Rs.19.5 crores which is the highest ever reported by the company, due to a small accounting technicality, the quarterly PAT is not strictly comparable to the last year. The increase of 40% in the 9 monthly figure reflects the growth as compared to last year.

The merger of the Coimbatore & Mysuru factory will be effective in Q4FY22. This along with the upcoming acquisitions will lead to an increase in the turnover of the company on a consolidated basis, to our target of INR 2,000 crores for this financial year.”



Goa | Baby Food, Extruded Cereals & Snacks

The Brawn Behind Your Brands

Pioneers in FMCG Contract Manufacturing

[Product + Service] One-stop contract manufacturing solutions & consistently deliver quality products

Most Diversified and Trusted FMCG contract manufacturers for Domestic and International brands

Flexible Business Model suitable for any size of customer and across product categories

13

PLANTS

30+

YEARS OF
EXPERIENCE

3Mn+

LIVES TOUCHED
DAILY

1200+

TEAM
MEMBERS

12
Sites

30+
Years of
Experience

State of the ART
R&D Lab

Exclusive
Private Label
Division

Wide-ranging
Concept to Market Solutions

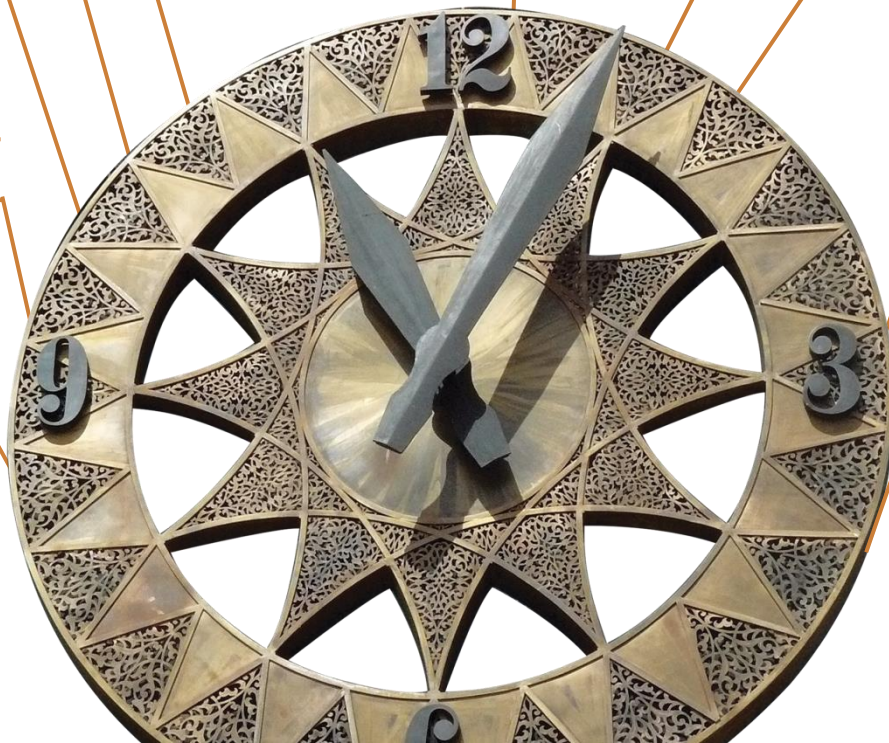
Pioneers in
F&B and Home Care Categories

New Products & Packaging
development experts

Caters to
Domestic and Export Markets

Private Labels
For Retail Chains & E-Commerce Brands

All the assets of the Promoters Company will be merged within the next couple of Financial Years



2015-16

- ▶ Raised capital through promoter and non-promoters of the Company including Sixth Sense Ventures

2013-14

- ▶ Entered into a supply and manufacturing agreement with Danone and PepsiCo to manufacture food products from their Goa facility

2012-13

- ▶ Strategic partnership with the Vanity Case Group

1983-84

- ▶ Incorporated as a JV between Glaxo India Ltd. and the Dempo Group
- ▶ Set up the facility at Goa for manufacturing 'Farex'

2015-16

- ▶ Acquired Ponds Exports Ltd., the shoe manufacturing unit from Hindustan Unilever Ltd. and started manufacturing for legacy clients like TBS, Gabor, Richter to name a few. Soon after, added Steve Madden, US Polo, Hush Puppies and Arrow, to the portfolio

2017-18

- ▶ Manufacture & supply agreement with Reckitt for their brand Mortein for 7 years

2018-19

- ▶ Commenced the merger of the powder detergent manufacturing Hyderabad unit into HFL (completed in 2019-20)
- ▶ Acquired a Mumbai-based shoe manufacturing unit
- ▶ Acquired more than 40% stake in ATC Beverages Private Ltd., Mysuru, engaged in the business of manufacturing and distribution of soft drinks, juices, energy drinks, and other beverages
- ▶ Commenced production at the Coimbatore plant for blending and packaging tea, coffee and soups

2019-20

- ▶ Raised equity through the Convergent Group and the Sixth Sense Ventures
- ▶ Commenced the production of liquid detergent at a manufacturing unit in Hyderabad
- ▶ Invested towards setting up a Floor Cleaners and Toilet Cleaners manufacturing facility at Silvassa
- ▶ Commenced merger of Malted Beverages packing unit in Coimbatore for GSKCH (now HUL) and ATC Beverages Private Ltd. into HFL

2020-21

- ▶ Built a plant to manufacture Disinfectant Toilet Cleaner in Silvassa for Reckitt
- ▶ Built another plant in Silvassa to manufacture Surface Cleaners

2021-22

- ▶ Started production of Surface Cleaner at Silvassa plant in May'22
- ▶ Project work started for manufacturing Bath Soaps and Detergent Bars in Hyderabad
- ▶ Company got the final order of NCLT in Dec'21, approving the scheme of arrangement for merger of Malt Beverages making plant in Coimbatore for Hindustan Unilever and Merger of Beverages plant in Mysuru. The scheme will become effective in Q4 2021-22
- ▶ Project work in progress for the Greenfield Ice Cream plant in UP
- ▶ Acquired 100% stake in Reckitt Benckiser Scholl India to expand OTC Health & Wellness segment
- ▶ Project work started at Tamil Nadu for manufacturing Sports shoes
- ▶ Acquired Colour Cosmetics plant in January 2022, and its turnover will be consolidated into HFL from MQ.

Most Diversified Contract Manufacturing Company in the Country



Food & Beverages

Extruded Cereals & Snacks, RTC, RTE

- Breakfast Cereals
- Instant Porridges
- Rice Crispies
- Instant Mixes
- Soups & Soup Powder
- Spices & Masala
- Sauces, Dips, Pastes
- Jams, Jellies, Preserves
- Gravies
- Cookies, Protein Bars, Granola Bars, Chikkis
- Muesli

Hot & Cold Beverages & Energy Drink Concentrates

- Carbonated Soft Drinks
- Tea
- Coffee
- Malt based foods
- Soups
- Glucose Powder
- Dry Mix Powder



Home Care

Fabric Care

- Liquid Detergent
- Powder Detergent
- Fabric Conditioner

Home Care

- Surface Cleaner
- Glass Cleaner
- Toilet Cleaner
- Liquid Dish Wash



Beauty & Make-up

- Lipstick, Lip colour
- Lip Crayon, Lip Paint
- Chap Stick
- Pressed/Compact Powders
- Eye make-up



Personal Care

Hair Care

- Shampoo, Hair Oil & Hair Foods
- Hair Gel & Hair Cream

Toiletries & Fragrances

- Talcs, Shaving Cream
- Hand Wash liquid
- Hand Wash powder
- Eau de Toilette
- After Shave Lotion

Baby Care

- Creams, Shampoo & Lotions
- Hair Oil & Powder

Skin Care

- Body Lotion, Moisturisers, Cream
- Petroleum Jelly
- Shower Gel, Face Wash & Scrubs
- Body Scrubs & Wipes
- Dusting Powder



Health & Wellness

- Vitamins, Minerals & Nutraceuticals
- Nutrition - Super foods, Plant based, Organic foods
- Cosmeceutical & Skin care - Allopathic, Herbal & Ayurvedic
- Foot care - Medicated and Non-medicated plasters
- Medicated lozenges
- Digestive remedies
- Gels & Ointments
- Oral liquids
- Allopathic tablets
- Nutrition products - Diabetic & High Protein
- Dusting and Cosmetic Powders



Leather & Sports Shoes

Leather, Sports & Knitted Shoes and Accessories

- Men's footwear
- Women's footwear
- Sports Shoes
- Slippers & Flip-flops
- Footwear for Juniors
- Uppers
- Accessories



Pest Control

Pest Control

- Coils
- Aerosols
- Liquid Vaporizer
- Mosquito Mats
- Activ Cards

Entire Dedicated Manufacturing

The entire manufacturing facility is **built-to-suit**, exclusively utilised for the Principal Company



Anchor-Tenant Manufacturing & Shared Manufacturing

The manufacturing facility is not entirely dedicated to a single Principal Company, but the capacity is shared by various companies for a longer period of agreement. Competitive products made in the same facility with strong secrecy codes



Private Label Manufacturing

Under this model, HFL owns the product formula made for Private Labels and ensures that Customers are provided with complete turnkey private labelling solutions. Based on extensive research and testing methods, HFL offers customisable options at competitive prices. The Company utilises its skilled team of designers in conceptualising the products' unique brand identity



FMCG Partners all over India



Hindustan Unilever Limited



Experienced Board



Shrinivas Dempo
Chairman, Non-Executive

Third-generation entrepreneur & chairman of Goa's Leading business House, Dempo
Received Postgraduate Management Education in Industrial Administration from Carnegie Mellon university, USA



Sameer Kothari
Managing Director

Professional with over 20 years of manufacturing experience and promoter of Vanity Case Group
He is a Chartered Accountant and holds an MBA from Cornell University (USA)



Ganesh Argekar
Executive Director

Received B.Sc. (Chemistry) and PGDMM (IIMM) and is the Head-Supply Chain of Vanity Case Group of Companies
22+ years of work experience, held various managerial positions



Neeraj Chandra
Independent Director

Previously associated with Emami Ltd as the CEO of their Consumer Care Division and has earlier worked with Britannia and HUL
30 years of experience and is an alumnus of IIM Ahmedabad and IIT Kanpur



Harsha Raghavan
Non-Executive Director

Managing partner of Convergent Finance. He was a founding MD of Fairbridge Capital (a Fairfax Company).
He is an MBA and MSc in Industrial Engineering both from Stanford University



Nikhil Vora
Non-Executive Director

Founder and CEO of Sixth Sense Ventures
Nikhil was earlier the Managing Director and Head of Research at IDFC Securities



Shashi Kalathil
Independent Director

28+ years of operating experience across consumer products, telecom, media and entertainment industries
M.B.A. from IIM, Bangalore and an engineer from Delhi College of Engineering



Honey Vazirani
Independent Woman Director

Served as the Vice President of Labels & International Business Division at Huhtamaki PPL Limited
27+ years of working experience; holds MBA in Marketing from Chetana College



Sarvjit Singh Bedi
Non-Executive Director

An Audit and financial consultant with over 16 years of experience across India & USA
Chartered Accountant (all India 39th rank) and is an MBA from Cornell University



Sandeep Mehta
Independent Director

A solicitor with a rich legal experience of over 24 years projects and has expertise in foreign investments, M&A
He has been a partner of J Sagar and Associates since 2008





Jammu | Pest Control [Coils, Vaporizers & Aerosols]

JAMMU



- Spread across 35,143 square meters of area at IGC II, SIDCO Samba
- Unit was acquired from Reckitt by the end of 2017 and commenced commercial production from 2nd January 2018
- Manufactures pest control products such as coil, aerosols and vaporisers

Aggregate Capacity: Coils: 1,200 Mn. P.a

Vaporizers: 43.2 Mn. P.a - Aerosols: 7.2 Mn p.a.

COIMBATORE



- Spread across 85,000 square feet and the facility commenced production in December 2018
- Intends to process, blend and pack tea, coffee & soup products
- High speed single-track and multi-track packing line, Completely automated end-to-end pneumatic material handling

Tea Production Capacity: 700 Tons a week

Coffee Production Capacity: 30 Tons a week

SILVASSA I & II



- Set up floor cleaner and toilet cleaner manufacturing facility in Silvassa for leading home care brands with an **investment of Rs. 30 crores in this facility** which includes buying out the existing factory of the promoter group and additional investments
- The factories will have a **capacity to manufacture around 20,000 KI of liquids**

SILVASSA III



- This facility is an acquisition of AeroCare Personal Products
- Engaged in manufacturing of Colour Cosmetics including lipsticks, eye make-up, pressed powders and lip gloss. Also Oral Care, After Shave lotions and Eau de Toilette
- Packaging across jars, bottles, pouches & sachets and barrels
- Area: 100,000 sqf
- **Capacity: 3500 TPA**

HYDERABAD I



- This facility is engaged in the manufacturing of detergent powders
- Unit boasts of a fully automated end-to-end material handling where we manufacture 70,000 tonnes of detergent powder for national brands

Capacity: Powder: 70,000 TPA

HYDERABAD II



- Facility is engaged in the manufacturing of Liquid Detergent, Fabric Conditioner & Softener, Liquid Soaps and Shampoos

**Capacity (Liquids)
60,000 KL PA**

CHENNAI



- This facility is an acquisition of Reckitt Benckiser Scholl India, engaged in manufacturing of over 100skus of foot care products with a **capacity of 0.6 million Cu per month**
- Facility adheres to GMP norms and is approved by The Medicines and Healthcare products Regulatory Agency (“MHRA”), UK
- **100% EOU, exporting to 14 countries in Europe, Asia & Australia**
- Land Area: 10 acres

PUDUCHERRY



- Facility was an acquisition by HFL of Ponds Exports Ltd. which is a subsidiary of Hindustan Unilever Ltd. in 2016-2017
- Manufactures Leather shoes and accessories
- Robust quality assurance system, excellent manufacturing practices with the use of KPIs to measure and monitor performance
- Well equipped design studio with CAD-CAM facility

Full Shoes Production Capacity : 0.5 Mn pairs

Shoes Uppers Production Capacity : 0.7 Mn pairs

MUMBAI



- Unit was acquired as an on-going concern
- Commenced production in June 2018
- Manufactures leather products for women, men and children – slippers, sandals, open toe, high heels, huarache and mules.

Shoes & Sandals Capacity : 0.37 Mn pairs p.a.

GOA



- Plant is located at Usgaon, Ponda, that is spread across 52,625 square meters of area
- Manufactures food products such as cereals, porridges and snacks
- Facility is equipped with the state-of-the-art twin-screw extruder technology to manufacture superior quality cereal-based food products
- Certification: Factory BIS, ISO 9001 and ISO 22000:2005

Extrusion Capacity : 6,000 Tons p.a.

Dry-Mix Blending Capacity : 1,000 Tons p.a.

MYSURU*



- HFL acquired 44.5% stake in ATC Beverages Ltd.
- The facility is spread across 15.5 Acres of land and produces, manufactures and distributes beverages like Carbonated Soft Drinks, Energy Drinks, Active Water and Fruit Drinks
- The facility has fully automated filling and packing lines

Capacity : 5.84 Mn Cs p.a.



Coimbatore | *Beverages [Tea & Coffee]*



Phase I (The 1980's)

- Small Scale Industry (SSI) Reservations
- Tax Exemptions for SSI



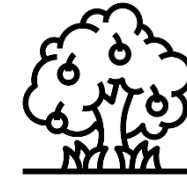
Phase II (The 2000's)

- Area-based reservations
 - Direct tax exemption
 - Indirect tax exemption



Phase III (Present Times)

- GST
- One Country One Market
- Changes in distribution network
- E-commerce & modern trade



Phase IV (The Future)

- Global sourcing hub like Pharma generics
- Explosion of small brands who do not want to invest in manufacturing facilities
- Most product categories in India are duopolies or oligopolies unlike in the US/ Europe which has many more brands in each category

FMCG Market Size



\$103.70 Billion

translates to

Rs. 8,00,000 Crores

FMCG 4th Largest Sector in India

Personal Care

~50%



Home / Health Care*



~31%

Food & Beverages

~19%



Outsourced Manufacturing Opportunity

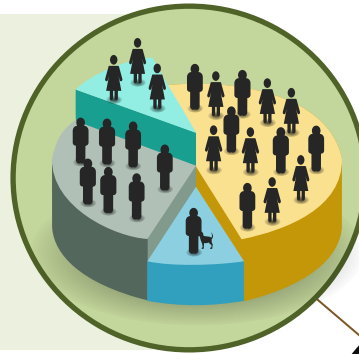
Rs. 50,000 Crores - Rs. 1,00,000 Crores

Company Estimates

- ✓ HFL is the most diversified and versatile contract manufacturing company in India
- ✓ HFL plans to add value by growing organically and inorganically through bolt-on acquisitions, which is the need of the hour in the contract manufacturing sector

Young & Working Population

- India's large share of population is young and working; this gives a huge encouraging signs of sustainable growth in FMCG products in country



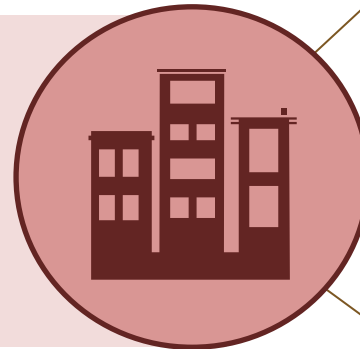
Rising Nuclear Families

- According to the reports, India is moving towards nuclear family culture; 3/4th of India's households are expected to be nuclear in the next 4-5 years



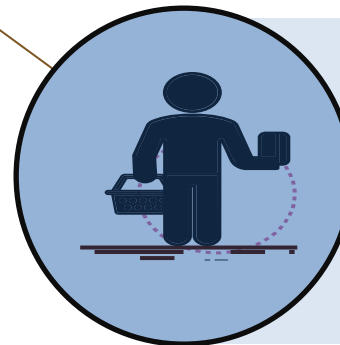
Urbanisation

- Infrastructure development across smaller cities ensures large share of country's population will be living in cities in the coming years



Sustained Rural growth

- Rising affluence in Rural areas leading to rise in share of FMCG consumption



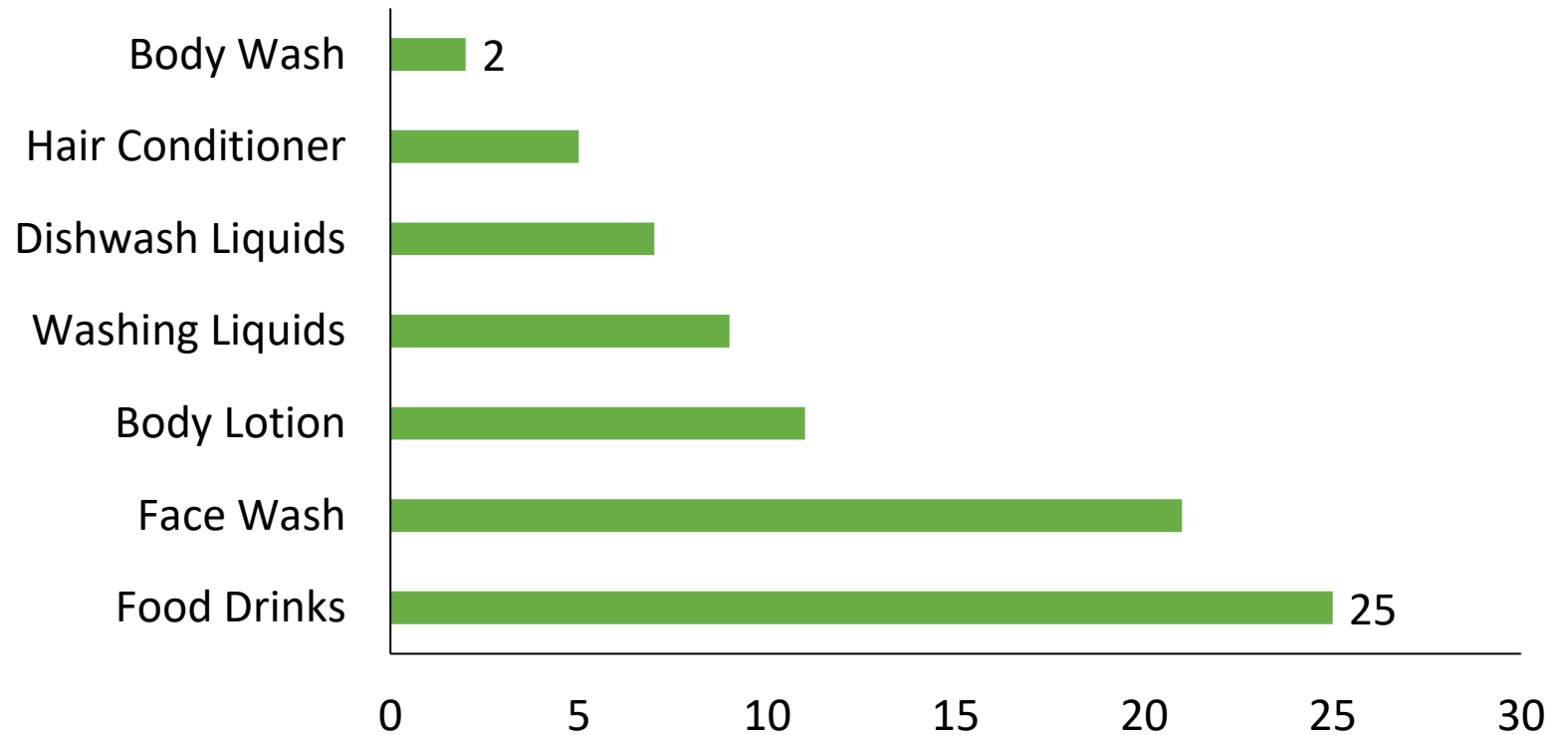
India seeing huge headroom for FMCG growth

- India has low FMCG per capital consumption even as compared to other emerging nations like Indonesia, China, Philippines, Thailand
- India has low penetration in many FMCG categories like MFD, Face Wash, Body Lotions, Washing Liquids, Dishwash Liquids, Hair Conditioners, Body wash

FMCG Per Capita Consumption

India	X
Indonesia	2X
China	3X
Philippines	6X
Thailand	10X

Penetration of few FMCG Categories in India (%)



Barriers to Entry makes us even more Competitive



HFL has overcome all the barriers over the years

HFL is best placed to capitalize on the Growth Story

Largest Organized Player

One of the Largest Organized Player with decades of experience

Redefined Business Model

HFL's Redefined Business Models focus on creating contract manufacturing solutions suitable for any FMCG customer

One Stop Solution

One stop solution for product development, testing, manufacturing and distribution helps us become preferred partner

Ability to create Formulations

Ability to create own formulation of any FMCG product helps us attract leading FMCG clients

Management Expertise

Management Expertise with over two decades of experience in contract manufacturing

Long Term Relationships

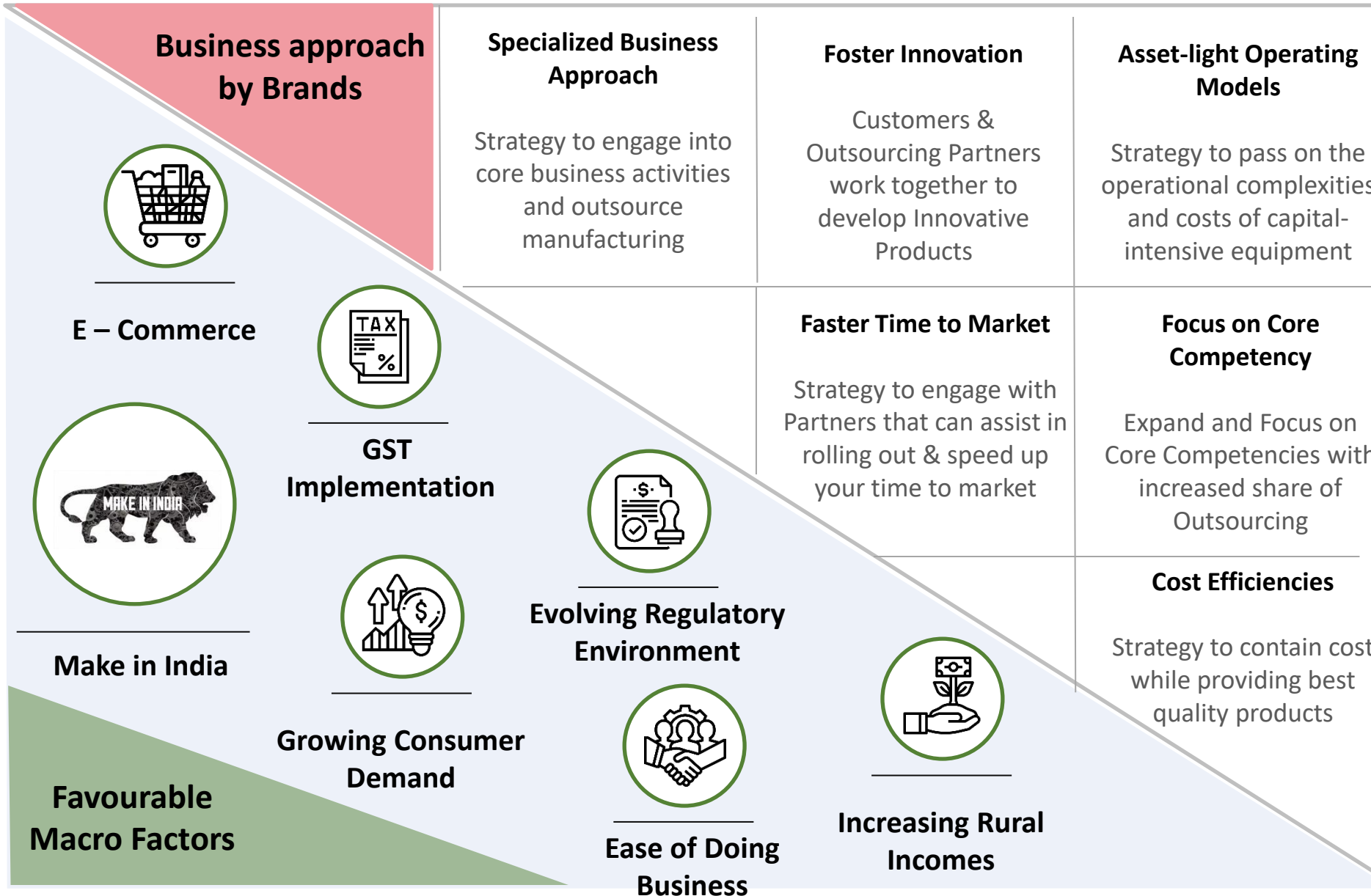
Longer Term Relationships with leading domestic and multinational clientele through strong foundation of trust

Manufacturing Facilities

HFL has State of the art manufacturing units at various geographical locations to manufacture different products

Self Reliance & Localization

The emphasis of self-reliance and localization of sourcing should further help in generating new opportunities



Outsourcing services is no longer a question of **should we, or shouldn't we?**

but more a question of **how much should we outsource to improve performance, and with whom?**



- *New factories have solar power plants installed overhead, and rainwater harvesting*
- *Have begun installing briquette boilers to replace the traditional coal fired ones*
- *Ensuring smart lights and air-conditioning, digital payments and signatures, minimal paper*
- *Working with our principals on environment friendly and minimal product packaging*
- *Employing local labor as factories are located in rural or semi-urban areas*
- *All the factories have a mandatory cover of trees and plants, in and around the factory/plant*

There is nothing more rewarding than giving back to the society and making a difference

- As a responsible Corporate Entity, committed towards the upliftment and development of the local communities we work with. We leverage our resources, experience and geographic spread, to undertake initiatives with lasting results, benefiting the communities around.
- Our goal is to address social, environmental, and ethical aspects responsibly. This helps us coexist sustainably and in harmony with the environment and communities. We continued touching a number of lives through our social initiatives entailing:
- Hindustan Foods Limited has pledged to channel its CSR towards the **Girl Child**, focusing on her health, hygiene and education, and make studying better at Government schools.
- We continue touching several lives through our social initiatives entailing building/renovating classrooms and toilets in government schools. The Company also contributes towards laptops, books, uniforms, desks, sports kits, hygienic drinking water, streetlights, etc.
- In the current Pandemic, HFL has renewed its campaign to promote preventive health care vide distribution of PPE kits, masks and hand sanitizers, and supporting homeless women through active CSR.



Our Charities



Thank You



Hindustan Foods Limited

CIN: L15139MH1984PLC316003

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