

Ref: WFBL/BSE/IP/APRIL- 2024

Date: 16-04-2024

**To, Corporate Relations Department BSE Limited**Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400 001

Ref: - Wardwizard Foods and Beverages Limited (Formerly known as Vegetable Products Limited)
BSE Script code: 539132

**Subject: Investor Presentation** 

Dear Sir/Madam,

We hereby enclose an Investor Presentation of Wa<mark>rdwizard Foods and Beverages Limi</mark>ted (Forme<mark>rly k</mark>nown as Vegetable Products Limited).

Kindly take the above intimation on the record.

We request you to take a note of same.

Yours faithfully,
For Wardwizard Foods and Beverages Limited
(Formerly known as Vegetable Products Limited)

Sejal Manharbhai Varia Chief Financial Officer



## Wardwizard Foods and Beverages Limited

## **Investor Presentation**



Snack Buddy





### **Safe Harbour Statement**



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These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company's ability to successfully implement its strategy, the Company's future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company's market preferences and its exposure to market risks, as well as other risks.

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## **Company Overview**

An Overview Of Wardwizard Foods & Beverages Limited

Carrying The Legacy Of 70
Years In The Food Business





Wardwizard Foods and Beverages Ltd. (Wardwizard, The Company) is a leading food business based in Por, Vadodara, Gujarat. The Company specializes in combining the spirit of entrepreneurship with the authentic flavors of India. They provide a varied range of high-quality products and services, with a strong dedication to innovation and quality.

Wardwizard offers a diverse range of products to cater to various culinary preferences, including frozen foods, ready-to-eat foods, beverages, spices, and condiments under their flagship brands, namely **QuikShef** and Snack Buddy. Wardwizard Foods and Beverages limited takes pride in serving delicious food that stays true to its authentic ingredients, ensuring an exceptional taste experience for their customers.

In a strategic move to reinforce their market position, Wardwizard recently acquired two well-established companies, **Yeppy Foods** and **Safpro Industries Pvt Ltd**. This acquisition is aimed at expanding their market reach and enhancing their presence in the food and beverage industry, further solidifying their ability to meet customer demands.



**3** Manufacturing plants



300+ Team size



Operating Across
11 STATES



50+
Dealer distribution for Snack Buddy



33

QuikShef Outlets (28 in Gujarat & 5 Maharashtra)



34
Variants in
Ready To Eat &
Spices



Frozen Foods

**20**Products for Retail and HORECA



Production Capacity Per Year (In Kg)

Frozen & RTE Segment - 1277 Tone

Sauces & Mayo Segment - 7000 Tone

### **Our Vision & Mission**



### Vision

Wardwizard Foods and Beverages is committed to provide the highest quality of ready-to-eat and frozen food products to our customers. We work to provide innovative and delicious products that meet the needs of our customers and that reflect the highest standards of food safety. We are passionate about bringing the best quality products to our customers at an affordable price. Our team of professionals is dedicated to provide quality customer service and making sure that our products are of the highest standards. Our goal is to become the leading supplier of ready-to-eat and frozen food products in the market. We are committed to continuously improving our products and services to ensure that our customers are always satisfied.

### Mission

Our mission is to bring the genuine taste of Indian delicacies and other popular cuisines to our customers through convenient ready-to-eat meals and frozen foods. We believe in providing only the freshest ingredients and ingredients sourced from local farmers to ensure the best flavors and authentic tastes. Our commitment to excellence in every dish we serve is what sets us apart and why our customers come back time and again.



## **Chairperson Message**

"At Wardwizard Foods And Beverages Limited, we envision offering the purest fusion of original flavors to the Indian diaspora, with Indian cuisine paving its way to the top cuisines of the world, we look to deliver rich & real flavors that are prepared using handpicked ingredients to timetested recipes that suits modern palates"



## Our USP's











Sustainable Sourcing



Innovative Flavours



Health-conscious Options



Superior Taste



Competitive Pricing



Unique Product Offerings



Unveiling Our Essence

## **Our In-House Manufacturing Capabilities**



**POR** 



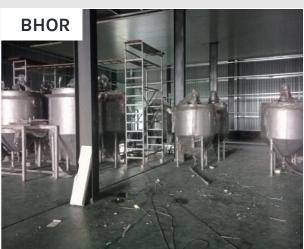
Production capacity

1,277 Tonne per year



Area

4,023 sq mtr





Production capacity

7,000 Tonne per year



Area

88,000 sq mtr

**Annual** capacity

1,277 Tone **RTE & Frozen Foods** 

> 7,000 Tone

Sauces & Mayos

### Certification





**FASSAI License** 



**HALAL Certificate** 

eurofins **EUROFINS ASSURANCE INDIA PRIVATE LIMITED** Date: 2024/01/05 RL Number: 2024/01/01 To Whom So Ever It May Concern Sub: Letter of Audit Recommendation We here by confirm that audit for Wardwitzard Foods & Beverages Ltd. was successfully completed on 21st - 23st Dec 2023 against FSSC 22000 V5.1 with scope of registration: "Manufacturing and packing of Frozen products (by IQF freezing and cold storage) and RTE products (by retorting)." The report and relevant documentation has been forwarded by lead auditor to technical department for technical review and the certification decision will be further communicated to you after successful completion of technical review. Registered site: Plot No-418, GIDC, EASATE, PORRAMANGAMDI, Vadodana-391243, Qujanat, Kulbhushan Singh Director - Food Assurance Authorized Signatory Registered Office: #540/1, Doddenakundi Industrial Area 2, Hoodi, Whitefield, Bangalore 560 048, Karnataka, India Tel: +91 80 67223200, Fax: +91 80 41680405, CIN: U74999KA2020PTC135727, infoindia@eurofins.com,

FSSC Certificate

### **Awards**





India's Fastest Growing Food Chain by Asian UK Business Meet & Awards 2022





Mrs. Sheetal Bhalerao, Chairperson and Managing Director has been awarded as the Fastest Growing Leaders 2023 by Asia One.



Fastest Growing Brands 2023 by Asia One

## **EXPO 2022-23**





Participation in IICF Exhibition BKC, Mumbai, January 2023



Vadodara City Police Hocket Tournament
Vadodara, January 2023



Debut in the International
Participated in Gulf Expo 2023
Dubai, February 2023



Chennai Food & Beverage Expo Chennai, February, 2023



Food Partner of Chhatrapati Shivaji Maharaj Art festival Mumbai, February 2023



Aahar Food & Hospitality Expo

## **EXPO 2022-23**





Utsav Consumer & Lifestyle Expo



Business Jatra Thane, November 2022



Khadhya Khurak Expo Gandhinagar ,December 2022



Sponsored Radio Mirchi Rock N Dhol Ahmedabad, Surat and Rajkot



Sponsored Lukshmi Vilas Heritage Garba 2022

## **EXPO 2022-23**





WOH Exhibition
Bengaluru, June 23



Indian Horeca Expo in Coimbatore, July 23



**Business Jatra** Mumbai 23, Dec 23



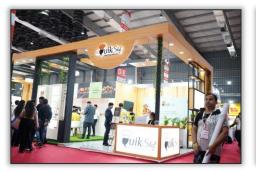
Khadhya Khurak 23 Gandhinagar, Dec 23



Indus Food 23 Delhi, Jan 24

## **EXPO FY24**







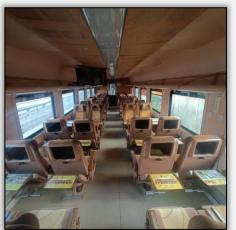


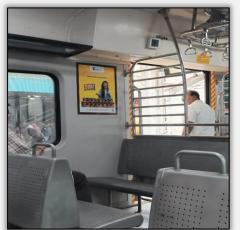




Anu Food Expo

## **Marketing Initiatives**







## **TV Campaigns**

# ward wizard Foods and Beverages Limited (Formerly known as Vegetable Products Limited)









**Sponsorship** 























## **Management Overview**











Mrs. Sheetal Bhalerao Chairperson & Managing Director

- With over 20 years of experience in Organizational Management, she is a distinguished leader known for her expertise in workforce development, strategic planning, and creating positive work environments.
- Holding various leadership roles across industries, she is qualified with an MBA in Organizational Management and Services from the University of South Australia.
- Her commitment to delivering highquality service and implementing innovative solutions drives organizational effectiveness and productivity.

Mr. Yatin Gupte
Non-Executive- Non Independent
Director

- Mr. Gupte is a seasoned professional with over two decades of experience in Sales and Marketing, Business Development, Insurance, Technology, and Client Servicing.
- He holds an M.B.A Exe. in Insurance from Bharitya Shiksha Parishad, Uttar Pradesh, and has a remarkable track record of success.
- He has played a pivotal role in the success of the Wardwizard Group, leading the acquisition and transformation of a listed entity into Wardwizard Innovations and Mobility Limited, the first EV company to be listed on the BSE.

Mr. Sanjay Gupte
Non-Executive- Non Independent
Director

- With over 47 years of engineering experience, he has held various roles and made significant contributions to multiple companies. As a General Manager Marketing at Poggen-AMP Nagar Sheth Powertronics Ltd., his expertise and solutions have driven organizational success.
- Holding a National Apprenticeship Certificate in Machinist, his craftsmanship skills and knowledge ensure the highest level of quality in every project.

Mr. Sanjay Soni Non Executive - Independent Director

- With over 20 years of experience in Accounting, Auditing, and Finance, he is a qualified Chartered Accountant specializing in Direct Tax, Assurance, and GST. As a partner at LSM & Co., he brings extensive expertise in consultancy work, particularly in indirect taxation (GST) and regulatory compliance.
- He is a qualified Chartered Accountant and a Fellow Member of the Institute of Chartered Accountants of India (FCA) with a Certificate in Forensic Accounting and Fraud Detection. With his in-depth knowledge and expertise in the field of Financial Accounting and Fraud Detection, he is well placed to provide invaluable guidance and assistance in related matters.









**Dr. John Joseph**Additional Non Executive
Independent Director

- He has academic qualifications in M.V.Sc (Master of Veterinary Science), LLB and Post Graduate Diploma in Alternate Dispute Resolution.
- He has more than 39 (Thirty-Nine) years of experience in the field of Central Excise and Customs and retired as Special secretary to Government of India and Chairman/member CBIC.

Lt General Jai Singh Nain (Retd) Additional Non Executive Independent Director

- With degrees from top universities and extensive military experience spanning 40 years
- He excels in strategy, HR, logistics, and project management.
- He's honored with prestigious medals for exceptional service and bravery, and he drives initiatives in technology and renewable energy, enhancing organizational effectiveness with professionalism and integrity.

Mr. Paresh Thakkar Additional Director

- He is a seasoned legal and taxation professional with 15+ years of experience. He's the founder of Thakkar & Associates in Vadodara
- He brings expertise in compliance with the Companies Act, 2013, and SEBI (LODR) Regulations, 2015.

## **Senior Management**





Mr. Dilip Phandis President - Retail Sales

- o He is a B.com Graduate from Pune University.
- He is has more than 26+ years of experience in the areas of Strategic Planning, Sales and Marketing, Business Development, Channel and Distribution Management, Client Relationship Management and Team Management.
- He was previously associated with FMCG Industries where he was managing the entire gamut of operations



Mr. Rajvel Sadagopan
Associate Vice President- Operations

- Bachelor of Technology in Chemical Engineering (Food Technology/Food Processing), University of Madras.
- 24+ years of experience in technocommercial roles, factory operations, and new product development.
- Expert in setting up new factories and managing FMCG/Food processing manufacturing.
- Former General Manager at Aachi Group of Companies, Chennai, India, overseeing 4000+ SKUs.



Mr. Kushal Palkhiwala
Associate Vice President Marketing & Branding

- He is an Electrical Engineer from L.E. College of Morbi and holds a Post Graduate Diploma in Business Management from Nirma University.
- With 13 years of experience, he specializes in marketing, focusing on generating revenue and enhancing marketplace presence. Known for his innovative branding strategies and successful product launch campaigns, he has held senior positions, including Senior Manager - Marketing and AGM-Marketing at Havmor Ice Cream Ltd.

## **Key Managerial Personnel**





Ms. Bhoomi Talati
Company Secretary & Compliance Officer

- She is a Fellow member of The Institute of Company Secretaries of India (ICSI).
- Additionally, she holds educational qualifications which includes Bachelors of Laws (Special), Post Graduate
   Diploma in Taxation Laws and Practice and M.com in Accounting & Financial Management from The Maharaja Sayajirao University of Baroda.
- She is having experience of more than 5 years in the field of Companies Law, Corporate Governance, Regulatory compliances and Secretarial functions.



Ms. Sejal Varia Chief Financial Officer

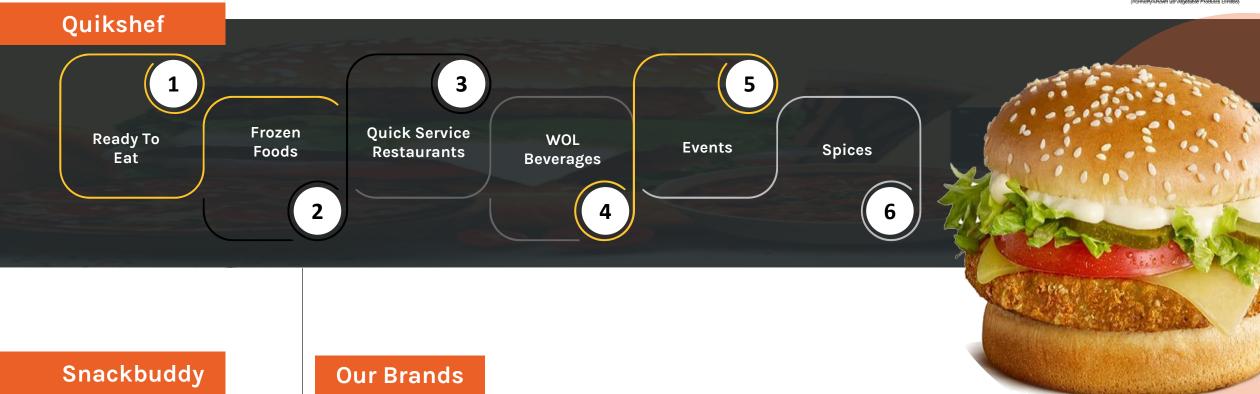
- She is a Master of Commerce in Accounts & Finance and Diploma in Management.
- She has More than 10 years of experience in the fields of accounts, Finance & Statutory Compliance relating to accounts & Taxation.



## **Business Overview**

### **Our Well Diversified Product Portfolio**





**HORECA** 









## **Our Flagship Brand**





## QuikShef offers a wide variety of frozen foods to sate the food buds of youngsters

Quik shef offers wholesome and savory Ready to Eat products with 10+ items in its catalogue.

It also has multiple quick serving restaurants across 2 states.

WOL or Water of Life as we know it is a range of beverages especially curated by QuikShef with a refreshing twist for the taste of the young generation.

The company also hosts Quik Shef food court and conduct diverse sales at various events.

### **Quikshef Presence**

28 outlets in Gujarat 5 outlets in Maharashtra Ready To Eat Items

Reach of 6,500+ local stores

## 1

### **Frozen Foods:**

Pizza, Garlic Bread, Dabeli , French Fries, Burger, Veg-Biryani, Pav Bhaji & many more.



### Ready to Eat Foods:

Aloo Mutter, Chana Masala, Palak Paneer, Kadhi Pakodi, Baigan Bhartha, Mutter Paneer, Dal Makhani, Paneer Butter Masala and many more. Products are conveniently packaged, affordable and ready in just 3 steps.



### **Beverages:**

We have 'Water of Life - WOL' which is pure drinking water & flavored drinks such as like Lemon, Cola, Jeera, Mojito, Blue lagoon, Orange, Ginger-lemon and WOL Energy Drink



### **WOL POWER:**

Our newly launched energy drink which was launched in Oct 2023. Our energy drink is enriched with minerals, and vitamins like B12, B6, B3, B2 etc.

## Product Portfolio Of Quikshef





### **Quick Service Restaurants**







### **Beverages Products**



WOL POWER - Energy Drink







## **WOL POWER -**

## ENERGY DRINK

WOL POWER – our newly launched energy drink which was launched in Oct 2023. Our energy drink is enriched with minerals, and vitamins like B12, B6, B3, B2 etc.





## **PRESENCE:**

GUJARAT MAHARASHTRA MADHYA PRADESH







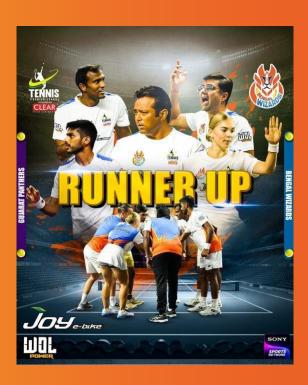
## WOL POWER - ENERGY DRINK

Powering the passion, one sip at a time! We partner with Tennis Premier League 2023 as the Official Energy Drink Partner.

## WOL POWER - Energy Drink







**Marketing Activities** 





### Ready to Eat Products









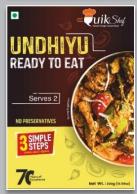






























### Retail Products

### **Retail Products:**

Barbecue Sauce, Burger Mayo, Cheesy Mayo, Chilli Garlic Sauce, Chipotle Mayo, Chocolate Syrup, Eggless Mayo, Garlic Mayo, Hot and Sweet Sauce, Mexican Salsa, Mint Mayo, Pizza Pasta Sauce, Schezwan Chutney, Tandoori Mayo and Tomato Ketchup.



























Our manufacturing unit behind Snack Buddy, has been producing top-notch condiments since 2014.

The brand's products, including sauces, ketchup, and mayonnaise, have gained popularity in both domestic and export markets.

Snack Buddy not only exports its products but also provides market-ready solutions for HORECA and Retail Sales.

The brand's focus on distribution and hotel business sets it apart in the industry.

It also offers 5 kinds of sauces under the brand name Wildberry.















Seasoning

Ketchup

"Wildberry" symbolizes the rarest of the rare berries. The "Clean Label" gives an "All Natural" option for the consumers. The products contain "No Chemical Preservatives" leading to a healthy intake for consumers.





## **Product Portfolio of Snack-Buddy**

### **HORECA Products:**

Tomato Ketchup, Mint Mayonnaise, Harrisa Mayonnaise, Cheese Blend, Pizza Pasta Sauce, Schezwan Sauce, Thousand Island, Mayonnaise, Garlic Mayonnaise, Chipotle Mayonnaise, Barbeque Sauce, Mexican Salsa and much more.



### **HORECA Products**





































## **Spices**

# Foods and Beverages Limited (Formerly known as Vegetable Products Limited)

## Available in 50g and 100g



Kanda Lasun Masala



Kitchen King Masala



Sambar Masala



Chole Masala



Garam Masala



Shahi Paneer Masala Pav Bhaji Masala





Sabji Masala



Tandoori Masala



Chat Masala



Chicken Masala



Panipuri Masala



Meat Masala



Shahi Biryani Masala



Kashmiri Chilli Masala







## **Our Growth Strategy**







### **Domestic Market Strategy:**



#### o Product Expansion :

Introduce new ready-to-eat meals, frozen food options, sauces, and condiments catering to evolving consumer preferences and regional tastes.



#### O Distribution Network:

Strengthen distribution network through partnerships with established retailers, supermarkets, and online platforms.



### Brand Awareness:

Increase brand awareness through marketing campaigns, social media engagement, and collaborations.



#### Customer Engagement:

Implement customer loyalty programs, personalized offers, and promotions to enhance customer engagement and foster long-term relationships.



### Strategic Partnerships:

Form strategic partnerships with local foodservice providers, restaurants, and hotels to expand product reach and create additional revenue streams.



### **International Market Strategy:**



#### Market Research:

Conduct thorough market research to identify target international markets for Indian foods based on demand, consumer preferences, cultural nuances, and competition.



### Export Expansion:

Form partnerships with reliable distributors and agents in target markets for efficient distribution and market entry.



#### Localization:

Adapt products for specific international markets, including packaging, labeling, and formulations, while preserving the essence of Indian cuisine.



### Brand Building:

Implement targeted marketing campaigns internationally, collaborating with local influencers and experts to build brand awareness and differentiate products.



#### Trade Shows and Exhibitions:

Participate in international trade shows and exhibitions to showcase products, establish industry contacts, and explore partnerships.



#### E-commerce Expansion:

Expand international presence through e-commerce platforms and strategic partnerships with global online retailers.

## **Unlocking the Key Growth Drivers**



## Domestic Growth Drivers:

- 1. Increasing Demand for Convenience: Address the demand for convenience by offering ready-to-eat meals that cater to the hectic lifestyles of urban consumers.
- 2. Rising Health Consciousness: Tap into the expanding market of health-conscious consumers by providing a diverse range of nutritious and well-balanced food options.
- **3. Growing Urbanization :** Capitalize on the benefits of rapid urbanization in India, targeting the growing urban population and their evolving preferences.
- 4. Regional Expansion: Drive growth through strategic regional expansion, customizing products to align with specific tastes and preferences in untapped regional markets.
- 5. Online and Direct-to-Consumer Channels:
  Leverage online platforms and establish direct-to-consumer channels to expand the company's reach and capitalize on the rising trend of online food ordering and delivery.



## **International Growth Drivers:**

- 1. Globalization of Indian Cuisine: Indian cuisine has gained immense popularity worldwide, presenting a promising opportunity for products in international markets.
- 2. Ethnic Food Market Growth: Authentic Indian products, with their diverse flavors, can cater to the tastes of consumers in multicultural societies, making them attractive options for expansion.
- 3. Health and Wellness Trends: The global focus on health and wellness aligns with offerings of nutritious and balanced ready-to-eat meals and frozen food. Positioning these products as healthy alternatives can attract health-conscious consumers abroad.
- 4. Strategic Partnerships and Distribution
  Channels: Forming strategic partnerships with
  local brands or foodservice providers can enhance
  market entry and brand visibility.
- 5. Indian Diaspora: The substantial Indian diaspora around the world provides a built-in market for our products. We can cater to the nostalgic cravings of the Indian community abroad by offering authentic and familiar flavours.



WWFBL envisions various future growth drivers for the company, both domestically and internationally:





## **Financial Overview**

## **Last Five Quarter Performance**



In ₹ Mn

Particular	Q3 FY24	Q2 FY24	Q1 FY24	Q4 FY23	Q3 FY23
Revenues	59.30	37.99	42.62	27.19	37.99
Other Income	3.99	4.75	00.12	1.28	0.09
Total Income	63.29	42.75	42.74	28.47	38.08
Expenses	-127.14	-99.94	-100.11	-82.89	-56.24
Interest	-7.62	-8.05	-11.14	-0.11	0.00
PBDT	-63.86	-57.19	-57.37	-54.42	-18.16
Depreciation	-15.40	-11.32	-09.12	-07.34	-01.61
Profit Before Tax	-79.26	-72.88	-66.49	-61.76	-19.77
Тах	0.00	-4.37	00.00	-7.60	0.00
Net Profit	-79.26	-72.88	-66.49	-69.36	-19.77
EPS In ₹	-0.32	-0.31	-0.33	-0.52	-0.13

## **FY23 Highlights**



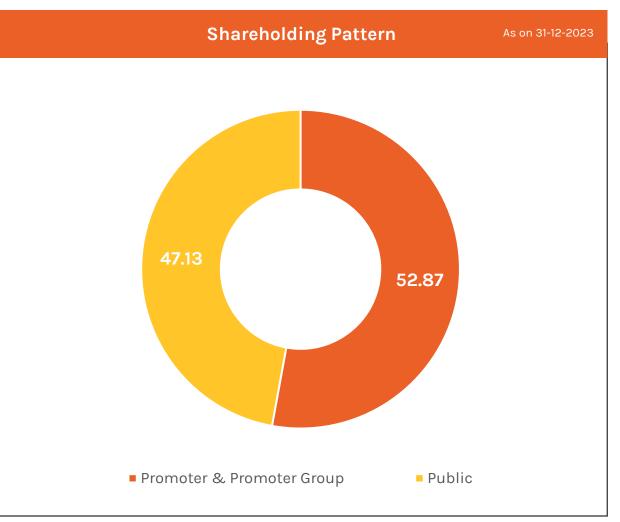
In ₹ Mn

	In ₹ Mn
Particulars	FY23
Key Items From P&L	
Total Revenues	78.09
Other Income	1.92
Total Expenses	-152.48
EBITDA	-72.48
Interest	0.17
Depreciation	-9.28
PBT	-81.75
Tax expenses	-7.60
Net Profit	-89.35
Key Items From B/S	
Share Capital	195.54
Reserves and Surplus	1000.00
Net Worth	1195.54
Total Borrowings	303.78
Other Liabilities	56.02
Total Equity & Liabilities	155.53
Fixed Assets	742.74
Investments	24.89
Other Assets	787.71
Total Assets	155.53
Key Items From Cash Flow	
Cashflow from Operations	-495.34
Cashflow from Investments	-269.98
Cashflow from Financing	1018.20

## **Stock Data**



	Stock Information	As on 15-04-2024
BSE Code		WARDWIZFBL
ISIN		INE761D01021
Share Price (₹)		19.15
Market Capitalization (₹ C	r)	485.72
No. of Shares Outstanding		25,36,40,000
Face Value (₹)		1.00
52 Week High (₹)		49.90
52 Week Low (₹)		15.21



## **Thank You**



Ms. Sejal Varia (Chief Financial Officer)

418, GIDC Estate, POR, Ramangamdi, Vadodara-391243

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Phone: 1800-203-2411

Website: www.wardwizardfoods.com



Mr. Milind Apte (President)

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