

EURO INDIA FRESH FOODS LIMITED



INVESTOR
PRESENTATION
JANUARY 9, 2019

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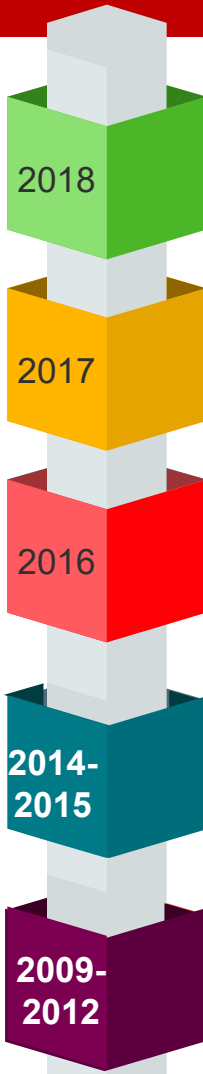
BUSINESS OVERVIEW



Manharbhai Sanspara, Chairman and Managing Director is the visionary behind setting up the world class manufacturing plant of Euro India Fresh Foods. His vision is to make Euro brands a household name in the food and beverage FMCG industry. Since commencement of the plant in 2012, he is the guiding figure at the plant – from procurement, costing, pricing, new product developing to business development.

- ❑ **Euro India Fresh Foods Ltd** was incorporated in 2009, is located at Ichchhapore, Surat, Gujarat to start the manufacturing and marketing of snack foods and beverages like potato chips, namkeems, extruded products, etc. The company set up a world class manufacturing plant at the same location and introduced its brands like EURO CHIPS and EURO NAMKEEN into the market.
- ❑ **Diversified Portfolio.** Since then, every year a new category has been added in the ready-to-eat snacks or beverage category by acquiring new state of the art technology machines . Today the company has a number of products in 4 main categories i.e Chips, Namkeens, Fried and Baked Extruded Products, Beverages (Juices and Drinking Water). The food segment accounts for 80% of revenues while beverages is 20%.
- ❑ **Own Brands.** Product ranges from a wide variety of flavoured chips to beverages. Some of their known products are Euro Chips, Euro Getmore, Euro Farali Wafers, and Euro Namkeen such as moong dal, peanuts, khatta meetha, mixtures, mamra, farali chiwda, extruder snacks such as Euro Funfill, Ringoli, Bubbles, Puffs, and Euro Wheels .In beverages, pulp based beverages are manufactured under the brand name of Euro Fresho and Euro Lemoni. Packaged drinking water is marketed under the brand name, Euro Aquaspa.
- ❑ **Distribution and marketing:** Currently West and Central India are major markets with Maharashtra and Gujarat accounting for 70% of Revenues. The distribution network covers 115 super stockist and over 280 distributors in 9 states. The company also owns 33 exclusive Euro stores and has plans of expanding the number of stores to 1000 by way of Franchisee model by 2020.
- ❑ **Financial Snapshot:** FY18 Total Revenue was Rs.55.88 Crores with EBITDA Margin 9.91% and PAT Margin 2.86%; Over FY13-18 Total Revenue grew at a CAGR of , with average RONW & ROCE at 1.24% and 4.38% respectively.

EVOLUTION OF EURO



- EIFFL entered the International Market with exports of the products
- Franchisee Model rolled out, 33 franchisee across India already
- Launched Bakery Products and Carbonated Drinks

- Launched products Euro Chikki & Euro Namkeen made of Rice Bran Oil.
- Best Entrepreneur Award in MSME Cluster at Vibrant Gujarat ; Surat Entrepreneur & Excellence Awards for Excellence in Snacks Foods

- Launched Products Aloe Vera Based Beverages, Euro Wheels and Euro Khakra.
- Listed on BSE Emerge with IPO of Rs.51.25 crore
- ESQR's Quality Choice Price-Berlin 2016

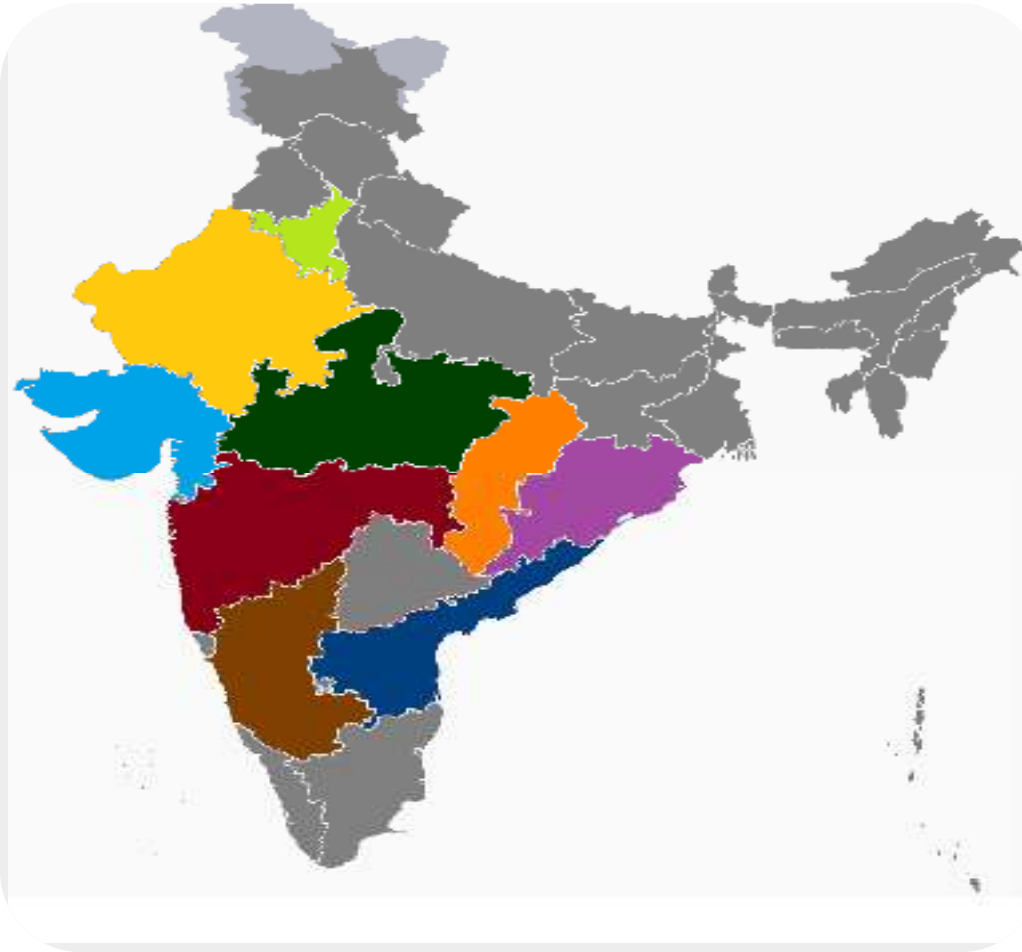
- Launched Products Euro Funfill & Added New Products in the Beverage Category.
- Awarded Asia's Fastest Growing Marketing brands at WCRC Leaders Asia Summit.
- Awarded as International Star for Quality at International Star Award, Geneva 2015

- Launched Ready-to-eat snack food - Euro Chips, Euro Namkeen, Euro Getmore, Euro Farali & Beverage - Euro Aqua Spa Water
- World Class Manufacturing Facility was Set up in 2012.
- Incorporated in 2009

NETWORK PRESENCE



Domestic Market 96% of 1HFY19 SALES)



Exports –

- Launched UK Market ;FY19 Rs.3crores estimated.
- Sales Soon To be Launched in US; S.E. Asia exports

- ☐ Gujarat – 25.82%
- ☐ Maharashtra – 60.38%
- ☐ Rajasthan – 3.08%
- ☐ Madhya Pradesh – 2.19%
- ☐ Chhattisgarh – Just Launched
- ☐ Delhi – Just Launched
- ☐ Andhra Pradesh – Planned
- ☐ Orissa – Planned
- ☐ Goa – Planned

MANUFACTURING FACILITY



- ❑ Manufacturing unit is located in the outskirts of the city to provide an apt Manufacturing Environment.
- ❑ Beginning with 58,000 sq. ft. it has expanded up to 1.75 Lac sq. ft . Spaced over three floors it is facility is well planned state of art infrastructure. There are specialized sections over three floors allotted to the production of Chips, Namkeen, Juices and Mineral Water.
- ❑ ISO 22000:2005 certified company and are FSSAI approved & Equipped with in-house laboratories and quality control rooms for quality control purposes
- ❑ Outsourced production utilised to augment product variety as needed

PARTICULARS	FY 2017-18			FY 2016-17			FY 2015-16		
	Capacity	Utilization	%	Capacity	Utilization	%	Capacity	Utilization	%
FOOD	153,19,200	32,20,940	21%	142,89,600	28,41,719	20%	137,28,000	21,38,638	16%
BEVERAGES	425,56,800	45,17,831	11%	425,56,800	22,77,780	5%	425,56,800	10,68,013	3%
TOTAL	578,76,000	77,38,772		568,46,400	51,19,499		562,84,800	32,06,651	

WORLD CLASS MANUFACTURING FACILITY



QUALITY CONTROL FACILITY



DRYER



EXTRUDER



BOTTLING PLANT



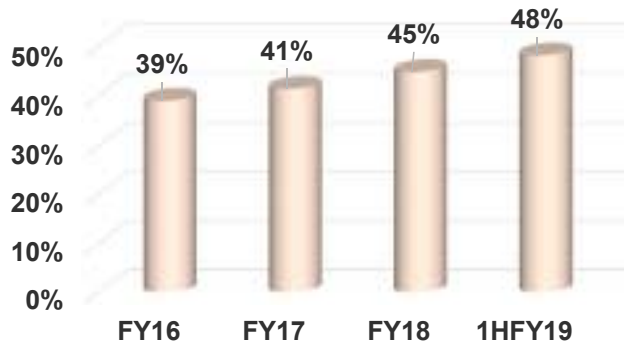
PACKAGING



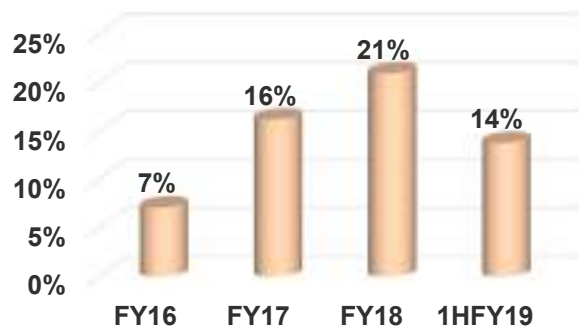
**POTATO STEAMER &
SLICER**

PRODUCT CATEGORIES

CHIPS & GETMORE



BEVERAGES



**CHIPS &
GETMORE**
48% OF 1H FY18
SALES

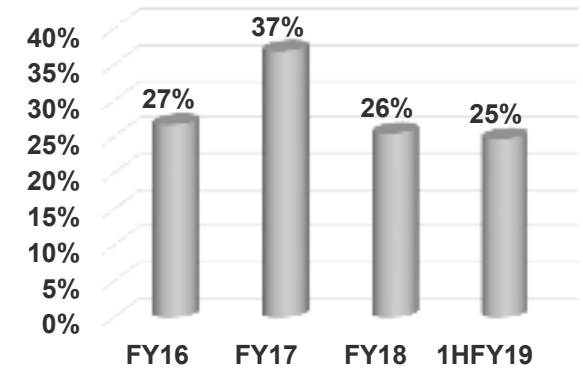
NAMKEEN
25% OF 1H FY18
SALES

**COVERING
COMPLETE
FMCG
RANGE**

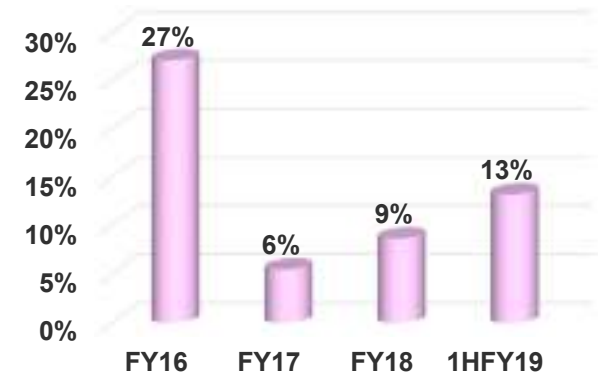
BEVERAGES
14% OF 1H FY18
SALES

**EXTRUDED
PRODUCTS**
13% OF 1H FY18
SALES

NAMKEEN



EXTRUDED PRODUCT



PRODUCT PORTFOLIO : LAUNCH TIME-LINE

2013



2016



2016



2017



2012



2012



2015



2016



New Launched Products
2018



NEW GROWTH INITIATIVES



Euro Mega Stores is a Franchisee store which makes it easy for customers to avail the products. The first ever store was started in Surat. The store retails wide variety of Euro snacks that too fresh.

Currently, the store is operating in various cities of Gujarat and Maharashtra.



Euro Shoppy is a Franchisee store which makes it easy for customers to avail the products. After inaugurating stores in Gujarat & Maharashtra we are targeting other states too



The card holder can use it at Euro Mega Store and Euro Shoppy in any corner of the country where they can avail 10% discount on their purchase.



CORPORATE SOCIAL RESPONSIBILITY



- Being an environment friendly organization Euro designed a farm full of greenery just opposite their manufacturing unit to ensure eco-balance.
- All the children of employees are ensured Educational Aid for their higher studies.
- We also avail medical help to the family of our employees.
- Free Residence and Food are also provided to employees

AWARD & RECOGNITION



International Star For
Quality Award -
Geneva- 2015



Esqr Quality
Choice Price,
Berlin - 2016



Asia's Fastest Growing
Marketing Brands,
Wcr- 2014



Fastest Growing Indian
Company Excellence
Award, Thailand - 2015



Vibrant Gujarat 2017
Best Entrepreneur
Award

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FINANCIAL PERFORMANCE

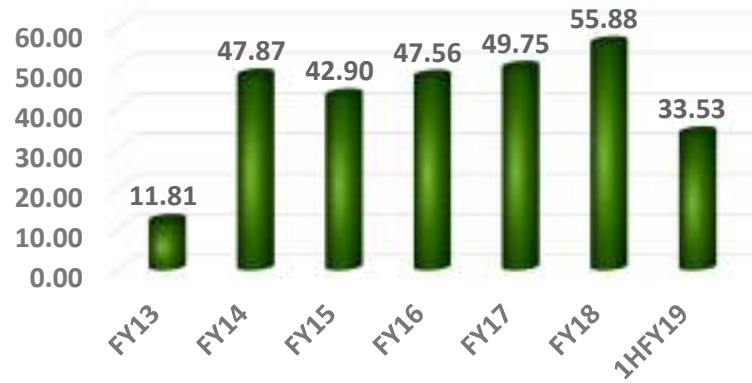
Rs.Crores



PARTICULARS	1HFY19 6Mths 30th Sept. 18	1HFY18 6Mths 30th Sept. 17	Y-O-Y Gr. %	FY 18 12Mts 31stMar. 18	FY 17 12Mts 31stMar. 17	Y-O-Y Gr. %
TOTAL REVENUE	33.53	26.86	25%	55.88	49.75	12%
COST OF MATERIALS	22.06	15.83	39%	32.59	30.48	7%
CHANGE IN INVENTORY	-1.69	-0.18	838%	-1.11	-2.88	-61%
EMPLOYEE BENEFIT EXPENSES	2.49	2.62	-5%	5.11	5.19	-1%
EBIDTA	2.50	2.32	8%	5.54	5.73	-3%
EBIDTA MARGIN %	7.46%	8.64%	-	9.91%	11.52%	-
INTEREST	0.92	0.69	33%	1.87	2.38	-22%
DEPRICIATION	1.13	1.03	10%	2.06	1.87	10%
PBT	0.45	0.60	-25%	1.61	0.71	128%
TAX	0.08	0.21	-62%	0.02	-0.66	-102%
PAT	0.37	0.39	-5%	1.60	1.37	17%
PAT MARGIN %	1.10%	1.45%	-	2.86%	2.75%	-
EPS (RS)	0.15	0.16	-5%	0.64	0.55	16%



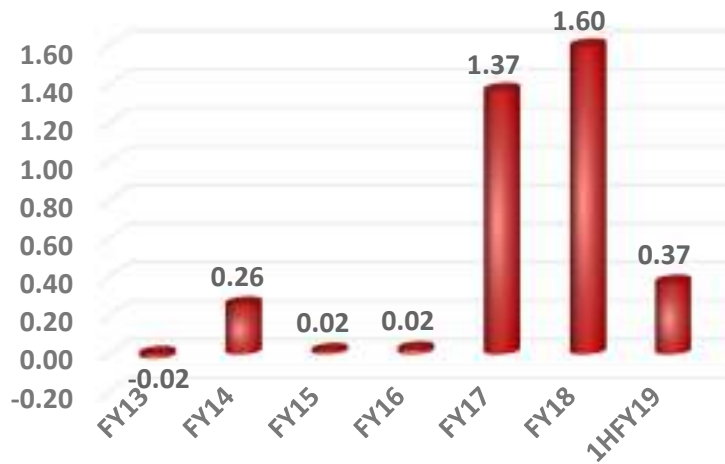
TOTAL REVENUE (Rs. Crores)



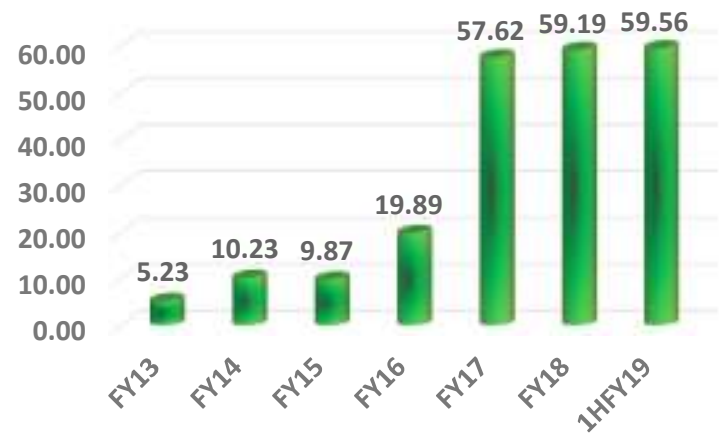
EBITDA (Rs. Crores)



PAT (Rs. Crores)



NETWORTH (Rs. Crores)



ACCOUNTING RATIO



Particulars	1HFY19	FY18	FY17	FY16	FY15	FY14	FY13
EBITDA Margin	7.46%	9.91%	11.52%	12.02%	11.73%	6.24%	5.53%
PAT Margin	1.10%	2.86%	2.75%	0.05%	0.04%	0.54%	-0.19%
ROCE	1.73%	4.50%	3.89%	6.08%	5.88%	4.57%	1.41%
RONW	0.62%	2.70%	2.37%	0.12%	0.16%	2.51%	-0.42%
Fixed Asser Turnover ratio	1.1	1.8	1.7	1.6	1.4	1.7	0.6
Current Ratio	2.45	2.36	3.09	1.81	1.66	1.34	1.27
Debt/Equity x	0.29	0.28	0.69	2.19	5.05	3.44	4.11

PROFIT & LOSS STATEMENT

(Rs. Crores)



Particulars	1HFY19	FY18	FY17	FY16	FY15	FY14	FY13
INCOME							
Revenue from Operations	32.88	55.07	48.05	47.46	42.31	47.74	11.80
Other income	0.65	0.81	1.70	0.10	0.59	0.13	0.01
Total revenue	33.53	55.88	49.75	47.56	42.90	47.87	11.81
Cost of materials consumed	22.06	32.59	30.48	26.28	22.93	24.22	8.06
Purchase of stock in trade	0.00	0.00	0.00	0.00	0.00	1.55	0.46
Change in inventory of Finished Goods	-1.69	-1.11	-2.88	-0.25	0.47	-1.14	-2.00
Employee benefit expenses	2.49	5.11	5.19	3.55	3.94	4.49	0.59
Other expenses	8.17	13.76	11.23	12.26	10.52	15.76	4.05
Total Expenses	31.03	50.35	44.02	41.85	37.86	44.88	11.16
EBITDA	2.50	5.54	5.73	5.72	5.03	2.99	0.65
Depreciation and amortization expenses	1.13	2.06	1.87	1.83	1.51	0.87	0.26
EBIT	1.37	3.48	3.86	3.89	3.52	2.12	0.39
Interest	0.92	1.87	2.38	3.39	2.91	1.40	0.35
Earnings before extra ordinary items	0.45	1.61	1.48	0.50	0.61	0.72	0.03
Extra ordinary items	0.00	0.00	0.77	0.00	0.00	0.00	0.00
EBT	0.45	1.61	0.71	0.50	0.61	0.72	0.03
Tax expense:							
(i) Current tax	0.09	0.34	0.18	0.10	0.13	0.14	0.01
(ii) Deferred tax	0.08	0.02	-0.66	0.47	0.59	0.46	0.06
(iii) MAT Credit	-0.09	-0.34	-0.18	-0.10	-0.13	-0.14	-0.01
PAT	0.37	1.60	1.37	0.02	0.02	0.26	-0.02

BALANCE SHEET

(Rs. Crores)



Particulars	1HFY19	FY18	FY17	FY16	FY15	FY14	FY13
a. Share capital	24.80	24.80	24.80	20.00	10.00	10.00	5.25
b. Reserves & surplus	34.76	34.39	32.82	-0.11	-0.13	0.23	-0.02
Total Shareholders fund	59.56	59.19	57.62	19.89	9.87	10.23	5.23
Share application money pending allotment							
a. Long-term borrowings	5.50	4.10	27.77	28.90	35.02	24.64	17.03
b. Deferred tax liabilities (net)	1.28	1.20	1.18	1.84	1.37	0.52	0.06
c. Other Long Term Liabilities	0.28	0.29	0.47	1.15	1.33	1.63	2.03
d. Long-term provisions	0.29	0.29	0.24	0.11	0.00	0.00	0.00
Current liabilities							
a. Short-term borrowings	12.06	12.18	11.94	12.11	12.31	9.39	3.13
b. Trade payables	8.08	4.19	9.28	8.68	10.39	12.48	4.58
c. Other current liabilities	3.16	5.80	4.87	4.49	1.25	1.18	2.42
d. Short term provisions	0.23	0.14	0.17	0.08	0.12	0.40	0.38
TOTAL	90.44	87.37	113.55	77.23	71.65	60.47	34.84
a. Fixed assets							
i) Tangible Assets	30.71	31.04	29.75	29.91	30.48	28.71	21.34
ii) Capital Work-In-Progress	0.62	0.62	0.73	0.73	0.74	0.00	0.00
b. Non Current Investments	0.15	1.39	0.28	0.00	0.00	0.00	0.00
c. Long term loans & advances	1.28	1.68	1.48	0.71	0.32	0.31	0.15
a. Inventories	30.87	28.94	26.03	25.69	22.34	23.10	9.94
b. Trade receivables	23.50	21.77	16.76	18.56	15.14	4.91	1.21
c. Cash and cash equivalents	1.10	0.25	37.25	0.54	0.64	0.53	0.42
d. Short term loans & advances	0.62	0.96	0.49	1.07	1.39	2.92	1.78
e. Other current assets	1.51	0.64	0.69	0.00	0.56	0.00	0.00
TOTAL	90.44	87.37	113.55	77.23	71.65	60.47	34.84

CASH FLOW					(Rs. Crores)		
Particulars	FY18	FY17	FY16	FY15	FY14	FY13	
A)Cash Flow from Operating Activites:							
Net Profit before tax	1.61	0.71	0.50	0.61	0.72	0.03	
Adjustment For:							
Depreciation & Amortisation Expense	2.06	1.87	1.83	1.51	0.87	0.26	
Interest Paid	1.79	2.38	3.39	2.83	1.40	0.35	
Loss/ (Profit) on sale of Asset	-0.26	0.00	0.00	0.00	0.00	0.00	
Subsidiary receivable	0.00	-0.69	0.00	0.00	0.00	0.00	
Preliminary Expense written off	0.00	0.00	0.04	0.02	0.03	0.05	
Operating profit before working capital changes	5.18	4.27	5.76	4.98	2.92	0.69	
Adjusted for (Increase)/ Decrease in:							
Trade Receivables	-5.01	1.80	-3.42	-10.23	-3.70	-1.21	
Short Term Loans and advances	-0.30	-0.01	0.56	0.94	1.13	-0.32	
Inventories	-2.91	-0.34	-3.36	0.76	-13.16	-9.39	
Trade Payables	-5.09	0.60	-1.71	-0.37	7.91	3.64	
Short Term Borrowings	0.25	-0.17	-0.20	2.93	0.00	0.00	
Other Non-current Liabilities	0.00	0.00	0.00	0.00	-0.39	2.03	
Other Current Liabilities	0.97	-0.16	3.21	-0.77	-1.24	2.30	
Cash genereated from operations	-6.91	6.00	0.85	-1.77	-6.68	-1.90	
Less: Income Tax (paid)/ refunded	0.36	0.07	0.12	0.11	0.00	0.00	
Net Cash flow from operating activities (A)	-7.26	5.93	0.73	-1.88	-6.68	-1.90	
B) Cash Flow From Investing Activities:							
Purchase of Fixed Asstes	-3.22	-1.79	-1.26	-4.11	-8.23	-15.77	
Acquisition of shares	-1.73	0.00	0.00	0.00	0.00	0.00	
Sale of shares	0.72	0.00	0.00	0.00	0.00	0.00	
Maturity Proceeds from FD	0.15	0.00	0.00	0.00	0.00	0.00	
Net cash flow from investing activities	-4.05	-1.80	-1.26	-4.03	-8.16	-15.20	
C)Cash Flow From Financing Activities:							
Proceeds from issue of shares	0.00	36.36	10.00	0.00	4.75	4.00	
Increase/Decrease in long term borrowings	0.00	0.00	0.00	0.00	7.61	11.26	
Proceeds from long term borrowing	0.00	0.00	0.00	8.86	0.00	0.00	
Repayment of long term borrowing	-23.90	-1.12	-6.18	0.00	0.00	0.00	
Finance Cost	-1.79	-2.38	-3.39	-2.83	-1.40	-0.35	
Net cash flow from financing activities	-25.68	32.86	0.43	6.03	17.22	17.43	
Net Increase/(Decrease) In Cash & Cash Equivalents (A+B+C)	-37.00	36.99	-0.09	0.12	2.38	0.33	
Cash equivalents at the beginning of the year	37.25	0.54	0.64	0.53	0.42	0.09	
Cash equivalents at the end of the year	0.25	37.53	0.54	0.65	2.80	0.42	



Registered Office & Factory Address

Plot No. A-22/1, G.I.D.C. Ichhapore, Surat-394 510, Gujarat, India

Corporate Office Address

501, 5th Floor, The Summit Business Bay, Andheri Kurla Road, Near Cinemax Theater,
Andheri (E), Mumbai-400059