

India - Staples

Key Takeaways From Bikaji Foods International Ltd.

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 Flash Analysis

Company Background

Bikaji Foods International Ltd. is the third largest ethnic snacks company in India, with a wide product range including bhujia, namkeen, packaged sweets, papad, western snacks as well as other snacks (gift packs-assortment, frozen food, mathri range and cookies). In FY22, the company was the (i) largest manufacturer of Bikaneri bhujia with annual production of 29,380 tonnes, (ii) second largest manufacturer of handmade papad with an annual production capacity of 9,000 tonnes, and (iii) third largest player in the organised sweets market with annual capacity of 24,000 tonnes for packaged rasgulla, 23,040 tonnes for soan papdi and 12,000 tonnes for gulab jamun.

Financials

The company's revenue/EBITDA/adj PAT have grown at 22.4%/21.5%/16.1% CAGR over FY20-22. The company witnessed 332bps gross margin decline over FY20-22 to 27.4% due to inflationary raw material. However, EBITDA Margins were maintained at 8.7% led by cost efficiency measures.

IPO Details

The total issue size is Rs 8.1bn, which is 100% offer for sale. The promoters will be selling around 2% of their stake taking their post IPO shareholding to 76%. Other selling shareholders include: India 2020 Maharaja Ltd (12mn shares), IIFL Special Opportunities Fund (11mn shares), Avendus Future Leaders Fund I (1.2 mn shares) and Intensive Softshare pvt ltd (0.1mn shares).

Valuation

The price range for IPO is Rs 285-300/Share. At Rs300, the market cap of the Company would stand at Rs 74.9bn and trade at 4.7x/54.0x/98.0x on FY22 EV/Sales, EV/EBITDA and Price/Earnings.

Industry Overview :

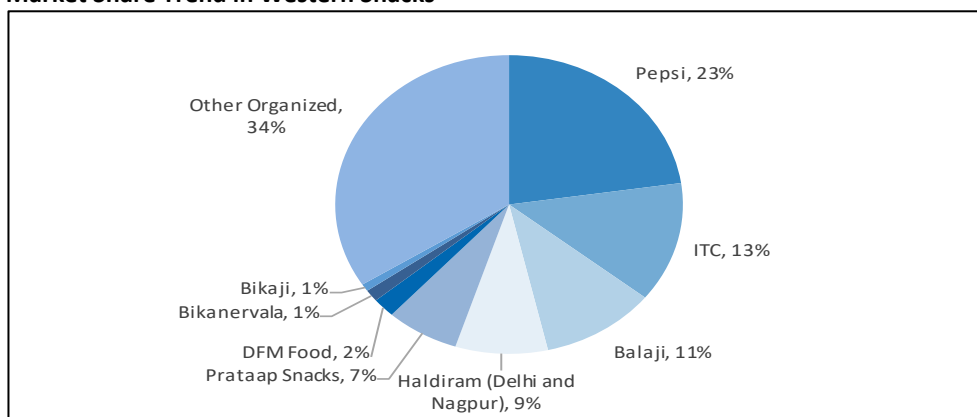
Indian savoury market is valued at Rs751bn in FY22 and is expected to grow at 13% CAGR (vs. 6% CAGR over FY15-22) over FY22-26 to Rs1227bn. Indian savoury market is segmented into western snacks and traditional snacks. The Indian savoury and snacks market has a large number of unorganized player across the product segments. Traditionally each type of snack is very specific to each region; hence, many small companies cater to this market.

The organized Indian savoury and snacks market is estimated to be Rs423bn in FY22 (~56.3% of overall market) and is expected to grow at 15% CAGR over FY22-26 (vs. 12% CAGR over FY15-22) to Rs739bn. Western snacks dominate the organized market with 57.2% of market share in the Indian savoury snack segment. Ethnic namkeen and snacks contribute to 26.9% of the organized savoury market followed by ethnic bhujia which is at 15.9% in overall savoury snacks market in 2022.

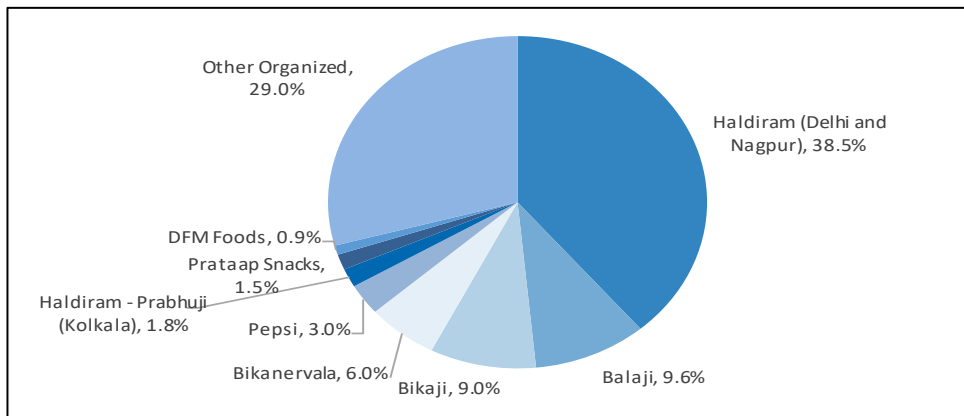
Organized Savoury Market

Particulars	FY15	FY22	FY26	FY15-22 CAGR	FY22-26 CAGR
Organized Savoury Market	196	423	739	12%	15%
Ethnic Namkeen and snacks	57	114	204	10.4%	15.7%
% of organized market	29%	27%	28%		
Ethnic Bhujia	31	67	119	11.6%	15.4%
% of organized market	16%	16%	16%		
Western Snacks	108	242	416	12.2%	14.5%
% of organized market	55%	57%	56%		

Market Share Trend in Western Snacks

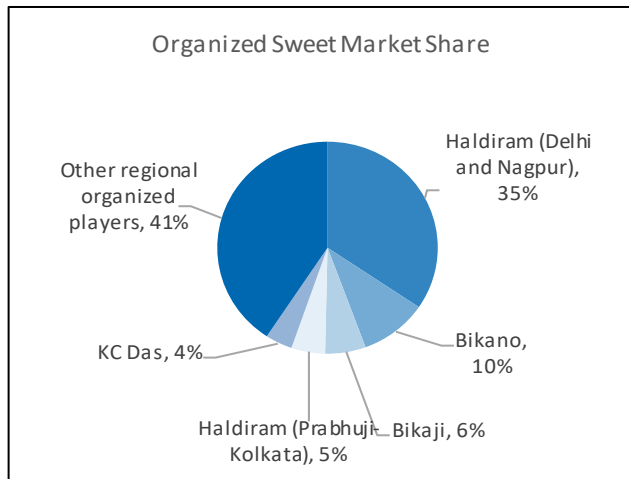


Market Share Trend in Ethnic Snacks

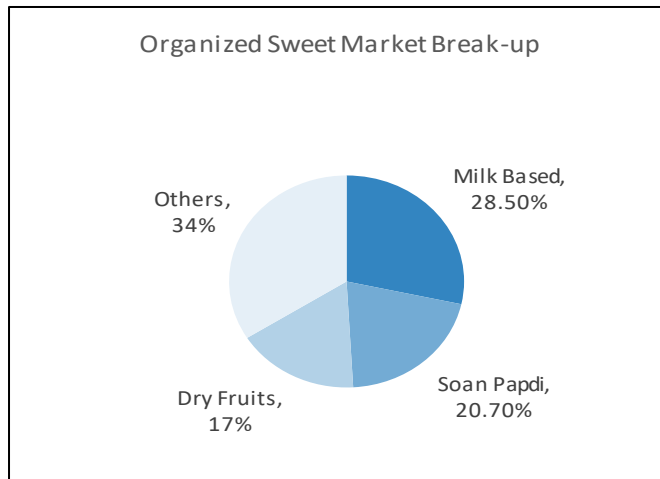


Source: Company DRHP

The Indian sweet market is valued at Rs593bn in FY22 with unorganized players accounting for ~90% of industry. The industry is expected to grow at 9% CAGR over FY22-26E (vs. 6% CAGR over FY15-22). Standalone mithai shops are spread across the country, which sell regional as well as traditional sweets such as Gulab Jamun, Rasgulla and plethora of Barfis. The key products in the organized sweet market include tinned Gulab Jamun, Rasgulla, Bengali mithai etc. Gradually there has been increase in demand of packed sweets owing to the pressed issues of hygiene and safety because of COVID-19 pandemic. The Rs58bn organized industry is segmented into milk based sweets (28.5% of industry), soan papdi (20.7%), dry fruits (17%) and others (34%).

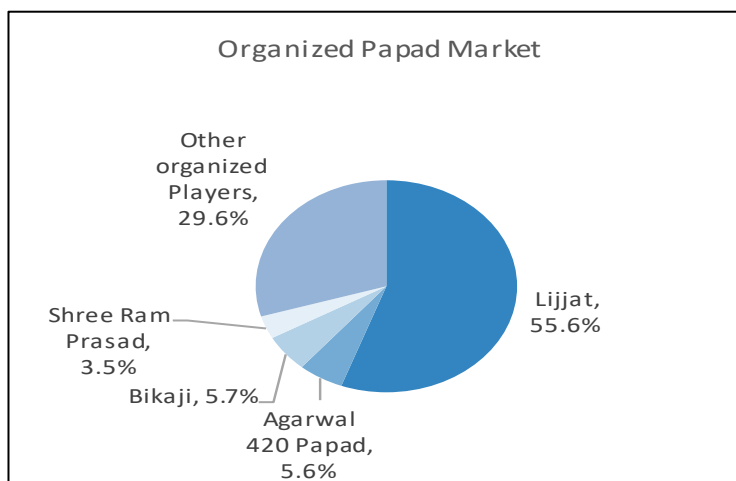


Source: Company



Source: Company

The papad market in India is estimated to be Rs78bn with organized players accounting for 33% of industry. The organized papad market is estimated to be Rs26bn in FY22 and is expected to grow at 10% CAGR over FY22-26 to Rs37bn



Source: Company

Business Model:

- Product Portfolio:** The company's product range includes six principal categories: bhujia, namkeen, packaged sweets, papad, western snacks as well as other snacks which primarily include gift packs (assortment), frozen food, mathri range and cookies. The company has more than 300 products under the Bikaji brand.

Product Portfolio

Product	Description
Bhujia	The company manufactures Bikaneri bhujia, a traditional crispy snack which is made using dew bean (moth dal), gram flour (besan), edible oil, salt, and various spices, and is light yellow in colour. The company has 14 different kinds of Bhujia to cater to various regional and international tastes.
Namkeen	Namkeen are typically a mixture of one or more ingredients including moong dal, dry fruits and fried nuts, amongst others. The company has an extremely diversified selection of namkeen, and several of our products like kuch kuch, moong dal, soya stick, nut cracker, sab kuch, panchratna, amongst others, are our best-selling products across India.
Packaged Sweet	The company manufacture more than 30 varieties of dry and wet sweets using ingredients such as milk, gram flour, sugar, dry fruits, mawa and paneer (cottage cheese). Dry sweets include soan papdi, dry fruit barfi and laddoo, amongst others; and wet sweets include rasgulla, rajbhog, gulab jamun, amongst others.
Papad	Papad, a traditional Indian snack made from dried lentils, including peeled black gram, green gram, chickpeas and other spices. Papad is one of the company's specialty products, as almost all of Papad snacks are handmade, and the company is the second largest manufacturer of handmade papad in India with an annual production capacity of 9,000 tonnes in Fiscal 2022.
Western Snacks	Western snack category primarily consists of chips, extruded products and pellets. As of June 30, 2022, the company had 32 products classified under western snacks.
Other Snacks	Other snacks primarily include gift packs (assortment), frozen food, mathri range and cookies.

Source: Company

Product Portfolio

Product Portfolio	No. of Products
Bhujia	14
Namkeen	66
Packaged Sweets	43
Papad	8
Western Snacks	32
Other Snacks	144

Source: Company

Revenue Break-Up Product Wise

Category wise Revenue Break-up (in Rs Mn)	FY20	FY21	FY22	CAGR (FY20-22)	Q1FY22	Q1FY23
Bhujia	3,480	4,641	5,601	27%	1,367	1,458
% growth	17%	33%	21%			7%
% of total	32%	36%	35%		41%	35%
Namkeen	4,017	4,806	5,705	19%	1,244	1,634
% growth	20%	20%	19%			31%
% of total	37%	37%	36%		37%	39%
Packaged sweets	1,298	1,606	2,035	25%	237	315
% growth	15%	24%	27%			33%
% of total	12%	12%	13%		7%	8%
Papad	822	914	1,073	14%	224	291
% growth	18%	11%	17%			30%
% of total	8%	7%	7%		7%	7%
Western Snacks	561	658	920	28%	151	360
% growth	39%	17%	40%			139%
% of total	5%	5%	6%		5%	9%
Other snacks	331	296	404	11%	62	56
% growth	32%	-11%	37%			-9%
% of total	3%	2%	3%		2%	1%
Others	213	149	285	16%	36	55
% growth	4%	-30%	91%			52%
% of total	2%	1%	2%		1%	1%

Source: Company

Other snacks include gift packs (assortment), frozen food, mathri range and cookies

Others include sale at Mumbai restaurant

Volume Break-Up Product Wise

Volume wise Revenue Break-up (in tonnes)	FY20	FY21	FY22	CAGR (FY19-21)	Q1FY22	Q1FY23
Bhuja	23,793	29,694	31,948	16%	7,949	7,938
% growth	6%	25%	8%			0%
% of total	33%	35%	34%		40%	34%
Namkeen	27,481	30,551	32,886	9%	7,429	9,103
% growth	9%	11%	8%			23%
% of total	38%	36%	35%		38%	39%
Packaged sweets	11,164	13,193	15,737	19%	2,008	2,544
% growth	9%	18%	19%			27%
% of total	15%	16%	17%		10%	11%
Papad	4,932	5,149	5,601	7%	1,219	1,442
% growth	5%	4%	9%			18%
% of total	7%	6%	6%		6%	6%
Western Snacks	3,620	4,218	6,277	32%	858	1,809
% growth	37%	17%	49%			111%
% of total	5%	5%	7%		4%	8%
Other snacks	1,945	1,551	1,968	1%	300	238
% growth	34%	-20%	27%			-21%
% of total	3%	2%	2%		2%	1%

Source: Company

- Manufacturing Capabilities:** The company has seven operational manufacturing facilities that are operated by the company; four facilities located in Bikaner (Rajasthan), one in Guwahati (Assam), one facility in Tumakuru (Tumkur) (Karnataka) held through one of company's subsidiary (Petunt Food Processors Pvt. Ltd.) to cater to the southern markets in India and one facility in Muzaffarpur (Bihar) held through another subsidiary (Vindhyawasini Sales Private Limited) to cater to core market of Bihar. The company has also entered into a contract manufacturing agreement on nonexclusive basis with a contract manufacturer in (i) Kolkata (West Bengal), that helps the company to cater to eastern India, (ii) Bikaner with group company (Hanuman Agrofood) and (iii) Kanpur, Uttar Pradesh.

Manufacturing Facilities

Manufacturing Facility	Bhuja	Namkeen	Papad	Western Snacks	Packaged Sweets
Owned					
Karni, Bikaner	✓	✓	✓	✓	✓
Bichhwal, Bikaner-I			✓		✓
Bichhwal, Bikaner-II		✓		✓	
Bichhwal, Bikaner-III					
Tumakuru (Tumkur), Karnataka		✓		✓	
Guwahati, Assam		✓		✓	
Contract Manufacturer					
Kolkata, West Bengal				✓	
Bikaner				✓	
Kanpur, Uttar Pradesh		✓		✓	

Source: Company

Product Wise Capacity & Capacity Utilisation

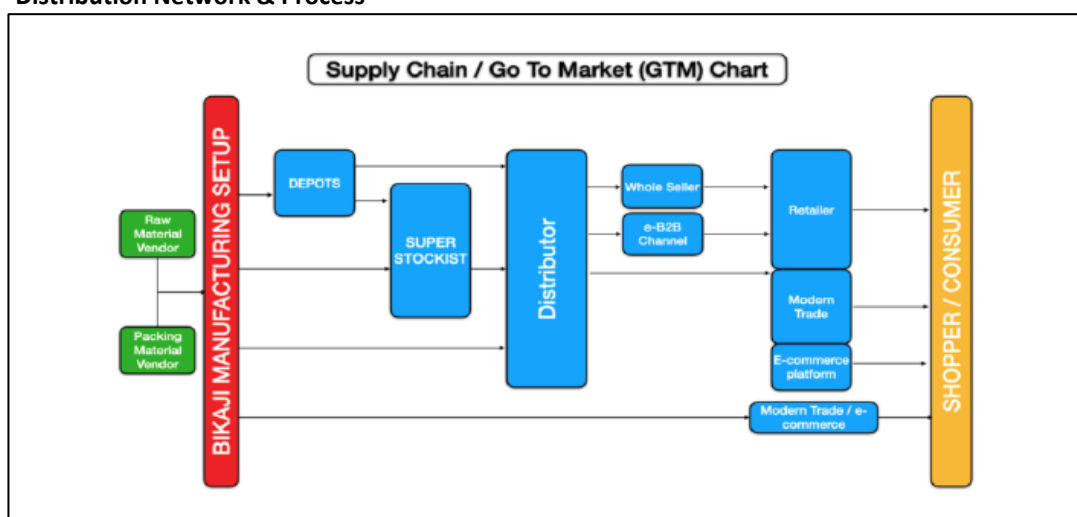
Products	2020			2021			2022		
	Avg Estimated Annual Capacity (Metric Tonne)	Actual Production (metric tonne)	Capacity Utilisation	Avg Estimated Annual Capacity (Metric Tonne)	Actual Production (metric tonne)	Capacity Utilisation	Avg Estimated Annual Capacity (Metric Tonne)	Actual Production (metric tonne)	Capacity Utilisation
Bhujia	45,600	23,801	52.20%	52,373	29,672	56.66%	57,600	32,055	55.65%
Namkeen	67,938	27,504	40.48%	71,134	30,442	42.80%	77,446	33,145	42.80%
Machine made papad	1,200	318	26.47%	1,897	450	23.72%	2,400	405	16.88%
Western snacks	10,800	2,903	26.88%	10,800	3,232	29.93%	12,263	3,332	27.17%
Packaged sweets	38,173	11,061	28.98%	47,573	13,384	28.13%	56,735	15,837	27.91%

Source: Company

The company plans to operationalize two additional manufacturing facilities (i) in Rajasthan, operated by the company and will manufacture frozen snacks and sweets products and (ii) in Bihar through a contract manufacturer for production of namkeen and wester snacks.

- Distribution:** The company has an extensive distribution network for its products with strong network of sales team on ground to ensure market service and business hygiene. In Rajasthan, the company follows direct distribution model where majority of products are serviced directly through distributors. Outside of Rajasthan, the company operates a hub-and-spoke model, where most of sales is through superstockists or depots appointed for defined territories to ensure distribution in its area through sub-distributors and dealers.

Distribution Network & Process



Source: Company

The company has a network of 6 depots, 38 superstockists, 416 direct distributors and 1956 indirect distributors located across 23 states and four union territories in India.

Region-wise Distribution Break-Up

Region	Depots	Superstockists	Distributors	Indirect Distributors	Total
East	2	8	92	1,148	1,250
North	2	24	254	699	979
South	1	-	55	-	56
West	1	6	15	109	131

East includes Arunachal Pradesh, Assam, Bihar, Chattisgarh, Jharkhand, Manipur, Nagaland, Odisha and West Bengal

North includes Chandigarh, Delhi, Haryana, Himachal Pradesh, J&k, Punjab, Rajasthan, Uttar Pradesh and Uttarakhand

South includes Telangana, Tamil Nadu, Kerala, Karnataka, Andhra Pradesh and Andaman Nicobar island

West includes Goa, Gujarat, Madhya Pradesh and Maharashtra

Source: Company

Region-wise Revenue Break-Up

Regional Break-down	FY20	FY21	FY22	FY20-22 CAGR	Q1FY21	Q1FY22
East	3,310	4,120	4,907	21.8%	1,133	1,519
% growth		24%	19%			34%
% of total	32%	33%	32%		36%	38%
North	5,969	7,147	9,058	23.2%	1,848	2,235
% growth		20%	27%			21%
% of total	58%	58%	59%		59%	55%
South	106	202	270	59.7%	19	68
% growth		91%	33%			268%
% of total	1%	2%	2%		1%	2%
West	877	935	1,150	14.5%	155	214
% growth		7%	23%			38%
% of total	9%	8%	7%		5%	5%

Source: Company

- Raw Material:** The primary raw materials required for the manufacturing of the products are various flours, oil, spices, seasoning and others. The company procures all raw materials from particular suppliers handpicked based on standard operating procedure for evaluation of suppliers which includes on-site audit and supplier verification and procurement is based on company's requirement on an on-going basis through purchase orders at an 'as needed' basis.

Raw Material Break-up

	FY20	FY21	FY22	Q1FY22	Q1FY23
Pulses & Flour	25.2%	27.5%	25.2%	29.4%	26.0%
Oil	13.1%	15.4%	19.9%	22.6%	22.9%
Spices and seasoning	4.9%	4.4%	4.3%	5.0%	5.3%
Sugar	2.4%	2.2%	2.2%	1.5%	1.6%
Milk and other dairy products	3.3%	2.5%	2.4%	1.4%	1.8%
Packaging Material	11.9%	11.4%	11.1%	10.5%	10.7%

Source: Company

- Channel:** The company sells its products through general trade, modern trade and e-commerce platform as well as exports.

Channel Wise Break-Up

Channel	FY20	FY21	FY22	FY20-FY22 CAGR	Q1FY22	Q1FY23
General Trade	9,156	11,288	13,582	21.8%	2,954	3,562
% growth		23.3%	20.3%			20.6%
% of total	85.4%	86.4%	84.8%		89.0%	85.5%
Modern Trade	716	776	1,101	23.9%	120	238
% growth		8.4%	41.8%			97.5%
% of total	6.7%	5.9%	6.9%		3.6%	5.7%
Exports	460	665	637	17.7%	166	133
% growth		44.4%	-4.1%			-19.6%
% of total	4.3%	5.1%	4.0%		5.0%	3.2%
E-commerce	30	102	187	150.4%	35	34
% growth		243%	83%			-1%
% of total	0%	1%	1%		1%	1%
Others	359	238	516	19.9%	46	201
% growth		-34%	117%			341%
% of total	3%	2%	3%		1%	5%
Total	10,722	13,069	16,023		3,321	4,169

General Trade includes superstockist and distributors

Modern Trade includes supermarkets, hypermarkets and retail chains

E-commerce includes B2B and B2C distribution platforms and start ups

Other includes other distribution and institutional channels such as the Indian railways, and also includes Mumbai restaurant sales

Source: Company

Exports Break-Up

Exports	FY20	FY21	FY22	Q1FY22	Q1FY23
North America	203	279	262	77	64
% Growth		37%	-6%		-17%
% of total	44%	42%	39%	46%	38%
Asia Pacific	197	266	256	66	42
% Growth		35%	-4%		-37%
% of total	43%	40%	39%	40%	25%
Middle East	38	89	81	14	16
% Growth		135%	-9%		12%
% of total	8%	13%	12%	8%	9%
Europe	9	14	29	7	4
% Growth		52%	102%		-41%
% of total	2%	2%	4%	4%	3%
Africa	8	9	6	0	4
% Growth		8%	-34%		
% of total	2%	1%	1%	0%	2%
United Kingdom	5	8	4	1	4
% Growth		69%	-56%		178%
% of total	1%	1%	1%	1%	2%
Total	460	665	637	166	133

Source: Company

- **Key Markets:** The company has divided its markets in three main segments: core, focused and other. Core markets, is where the company has market leadership and company derives ~70% revenue from these states. Focussed markets are markets identified based on proximity of the market and opportunity to expand in size the products company offers. Other market is where company is seeding operations.

State Wise Segmentation

Core	Focussed	Other
Rajasthan	Uttar Pradesh	Gujarat
Bihar	Haryana	Maharashtra
Assam	Delhi	Madhya Pradesh
	Punjab	West Bengal
	Karnataka	Jharkhand
	Telangana	Tamil Nadu
		Chattisgarh
		Manipur
		Nagaland
		Uttrakhand
		Odhissha
		Goa
		Kerala
		Andaman & Nicobar
		Jammu & Kashmir
		Arunachal Pradesh
		Chandigarh
		Meghalaya
		Himachal Pradesh
		Daman
		Dadra and Nagar Haveli
		Tripura
		Andhra Pradesh

Source: Company

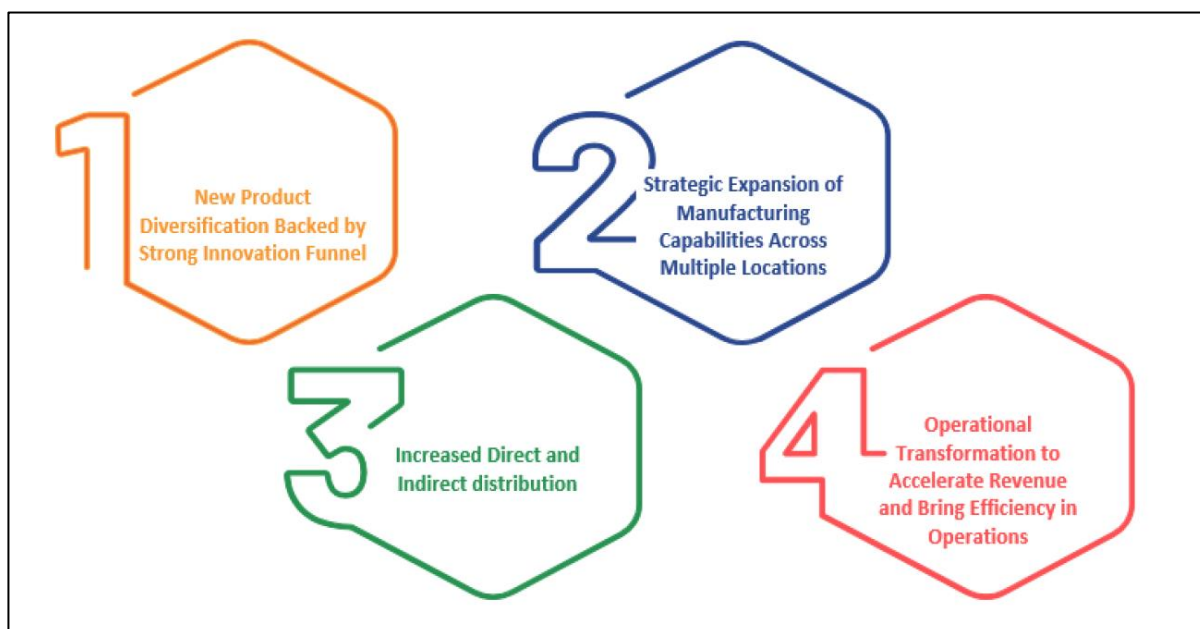
Marketshare in core market	
Rajasthan	44.5%
Assam	58.1%
Bihar	29.2%

Source: Company

	FY20	FY21	FY22	Q1FY22	Q1FY23
Core Market Revenue Contribution (%)	72.6%	71.4%	71.5%	76.4%	74.7%

Source: Company

Strategic Initiatives:



Strengths

- Well established brand with Pan-India recognition
- Diversified product portfolio focused on various consumer segments and markets
- Strategically located, large scale manufacturing facilities with stringent quality standards
- Extensive pan-India and global distribution network, arrangements with reputed retail chains and growing e-commerce and exports channel
- Experienced promoters and management team

Key Milestones

Calendar Year	Particulars
1986	Establishment of co-partnership business under the name Shivdeep Food Products
1993	Inception of the brand “Bikaji”
1994	Initiated exports to UAE
1995	Conversion of Shivdeep Food Products (partnership) to a public limited company
1996	Initiated exports to Australia
2006	Amalgamation of four group companies, i.e., Bikaji Foods Private Limited, Shivdeep Food Products Private Limited, Bikaji Marketing Limited, and Dipu’s Foods Private Limited for consolidate business
2008	Opened its first restaurant Bikaji Food Junxon in Mumbai
2014	Raised funds through private equity investment from India 2020 Maharaja, Limited
2016	Commissioned new facility at Karni Industrial Area, Bikaner
2018	Raised funds through private equity by a mix of primary and secondary investment from IIFL
2019	Appointment of Amitabh Bachchan as the brand ambassador of Bikaji
2021	Acquired Petunt Food Processors Private Limited
2021	Raised funds through private equity investment from Lighthouse India Fund III, Limited
2022	Acquired 100% of the issued, subscribed and paid-up equity share capital of VindhyaWasini Sales Private Limited

Source: Company

Key Takeaway from IPO Meet

The key takeaway from IPO Meet are:

Legacy: The brand ‘Bikaji’ was started by Shiv Ratan Aggarwal, who is the grandson of Haldiram founder. Prior to launching a new brand, the promoter was part of the family business and used the brand name ‘Haldiram’. However, the promoter decided to move away from Haldiram brand name as it came with geographical restriction. The Haldiram brand name is operating in several geographies like Kolkata, Rajasthan, Delhi, Nagpur etc. However, the promoter did not want to be restricted to one area or geography, he decided to move away from the Haldiram brand name and introduce own brand.

Expansion of Manufacturing Footprint:

- Till last year, the company had manufacturing units only in Rajasthan. With PLI scheme benefits, the company has expanded its footprint to all core markets as well as some focused markets.
- The company had commissioned a plant in Guwahati in Feb’22 which produces traditional as well as western snacks. The plant will aid in saving logistics costs and building western snacks portfolio in Assam. The Tumkur plant will aid in catering to the south market which the company got access to through acquisition of Petunt Food Processors.
- The company entered in contract manufacturing agreement with group company Hanuman Agro for manufacturing of western snacks in Bikaner while Muzzafarpur facility commissioned in May’22 with help cater Bihar market better.

- The ramping up of manufacturing facilities will help the company to save on logistics cost and create new categories. The supply of western snacks from Bikaner to rest of the states is not viable therefore, western snacks will be supplied from nearest manufacturing unit.

PLI Scheme: The company has received approval for the PLI scheme where along with its contract manufacturers it will be investing Rs4.3bn and will receive incentive of Rs2.6bn over the next six years.

Western Snacks: The management aims to scale the share of western snacks from 5-6% to 10% over the next few years. The company is not aiming market leadership in western snacks, however the product range is complementary to traditional snacks and the channel is same for both segments.

Financials:

- The company has grown revenue at 20% CAGR over a long period of time and expects similar trajectory to continue. The company expects to revert to normalized EBITDA Margins as several raw materials have seen moderation and good crop of pulses is expected.
- Logistics costs is 4.5% of revenue, which will taper as company has commissioned facilities where demand is generated. However, the savings from logistics cost will be re-invested in the business.

Raw Material:

- The company has easy access to key raw materials like moong dal, moth dal and milk since they are easily available in Bikaner.
- Edible oil prices have increased from Rs75-80/liter to Rs150-160/liter over the last two years which have impacted gross margins. The company has passed on 80-90% of inflation to consumers with a lag.

Family Packs: The family packs account for ~60% of company revenue. As company enters and expands in newer geographies, it expects the share of Rs5 and Rs10 price points to increase as they are the recruiter packs. The management expects share of family packs to reduce by 5%. However, the decline in family packs will not impact margins as both segments operate at similar margins.

Market Wise Strategy: The company has separate strategy for its core, focused and other market. For each state the company has different intervention and input.

Core states (Rajasthan, Bihar and Assam)

- The core markets grew at 21% CAGR over FY20-22. The share of business has slightly slipped down due to higher growth in other markets.
- The key focus areas for the core market will be (i) sales automation, (ii) tapping wholesale and hawker to go down pop strata and (iii) increase throughput per store.
- In Assam, the company has 58% market share in traditional snacks whereas market share in western snacks was nil. With the opening of Guwahati plant, the company can introduce its range of western snacks in the market.

Focus Markets:

- For focus markets, the company will be aiming to (i) increase distribution, (ii) enhance brand awareness, (iii) launch localized products like in South India where it introduced Mangalore mix. The company spends 1.5-2% extra on distributor margins to drive acceptability for its products.
- In ethnic savoury segment, the three core markets of the company account for ~16% of industry, whereas including the focus states they account for 50% of the overall industry. The company is not aiming for market leadership in focus states but aims to be the key challenger brand.

Other States: In other states, the company is seeding operations, building infrastructure, investing in above the line spends to enhance trade and consumer traction.

Brand Building: In FY19, the company appointed Amitabh Bachchan as brand ambassador and saw increased consumer offtake and better retailers and distributors being more receptive. The brand ambassador has good traction in Hindi belt, which will help the company going forward as four out of six focused states are from the Hindi belt.

Acquisition: The company acquired Petnut Food Processors Pvt Ltd. in 2021. The company was largely engaged in manufacturing of chips and extruded snacks. The company expanded infrastructure and added two new lines to manufacture namkeen and bhujia.

Category Growth: Company's key segments have grown ahead of category at 1.3x-1.5x of category growth rates due to (i) consistent product pipeline, (ii) easy access to raw materials (iii) focus on quality and consistency and (iv) easy adaptability to change in shopper needs.

Distribution:

- The company has total reach of 0.85mn outlets and aims to scale it to 1.3mn outlets over the next 2-3 years.
- Urban account for 70% of revenue while remaining is from rural.

Financial Summary

Income Statement (Rs mn)	FY20	FY21	FY22
Revenues	10,746	13,107	16,110
Gross Profit	3,296	3,739	4,407
EBITDA	946	1,448	1,395
EBIT	604	1,116	1,012
PBT	636	1,201	1,050
Reported PAT	564	903	760
Adjusted PAT	564	903	760

Balance Sheet Statement (Rs mn)	FY20	FY21	FY22
Inventories	365	568	729
Sundry debtors	417	473	733
Loans & advances	0	0	0
Other current assets	210	508	525
Cash & cash equivalents	883	874	902
Current assets	1,875	2,422	2,889
Net fixed assets	4,000	4,488	5,332
Non Current Assets	527	573	1,537
Investments	365	688	1,263
Deferred tax asset, net	(335)	(293)	(327)
Total assets	6,432	7,878	10,694
Current liabilities	544	873	873
Provisions	27	29	27
Long-term debt	169	142	411
Short-term debt	354	719	1,002
Other liabilities	45	40	174
Minority interests	0	18	(1)
Shareholder's equity	5,292	6,057	8,208
Total liabilities & equity	6,432	7,878	10,694

Cash Flow Statement (Rs mn)	FY20	FY21	FY22
Cashflow from operations	607	1,172	575
Purchase of fixed assets	-405	-737	-1,078
Free Cashflow	201	435	-504
Cashflow from investing	-635	-1,141	-2,316
Cashflow from financing	-315	-91	1,688
Net cash generated during year	-343	-59	-53

Peer Valuation

	Bikaji (Standalone)			Prataap Snacks (Consolidated)			DFM Food (Standalone)		
P&L (mn)	FY20	FY21	FY22	FY20	FY21	FY22	FY20	FY21	FY22
Revenues	10,746	13,107	16,110	13,938	11,711	13,966	5,079	5,241	5,545
Gross Profit	3,296	3,739	4,407	3,991	3,280	3,597	2,026	2,122	2,056
Employee Cost	646	699	901	577	533	572	549	543	602
Other Expenses	1,704	1,592	2,111	2,477	2,116	2,442	1,060	1,023	1,624
EBITDA	946	1,448	1,395	937	631	583	417	556	-171
Depreciation	342	331	383	617	546	538	114	132	144
EBIT	604	1,116	1,012	319	85	45	304	425	-315
Interest Cost	51	30	67	75	63	67	99	108	89
Other Income	84	115	105	92	88	137	68	69	77
PBT	636	1,201	1,050	337	111	115	272	386	-327
Tax	73	298	290	-132	-31	-53	28	99	-80
Profit from JV's	-	-	-	-	-	-	-	-	-
Adj NP	564	903	760	469	142	168	244	287	-248
Exceptional items	-	-	-	-	-	139	-	-	-
Disc ops	-	-	-	-	-	-	-	-	-
Reported NP	564	903	760	469	142	29	244	287	(248)
CAGR			FY20-22			FY20-22			FY20-22
Revenue			22.4%			0.1%			4.5%
Gross Profit			15.6%			-5.1%			0.7%
EBITDA			21.5%			-21.1%			N.A.
NP			16.1%			-75.1%			N.A.
P&L Common Size (%)	FY20	FY21	FY22	FY20	FY21	FY22	FY20	FY21	FY22
Gross Margin	30.7%	28.5%	27.4%	28.6%	28.0%	25.8%	39.9%	40.5%	37.1%
Employee Cost	6.0%	5.3%	5.6%	4.1%	4.6%	4.1%	10.8%	10.4%	10.9%
Other Expenses	15.9%	12.1%	13.1%	17.8%	18.1%	17.5%	20.9%	19.5%	29.3%
EBITDA	8.8%	11.0%	8.7%	6.7%	5.4%	4.2%	8.2%	10.6%	-3.1%
Depreciation	3.2%	2.5%	2.4%	4.4%	4.7%	3.9%	2.2%	2.5%	2.6%
EBIT	5.6%	8.5%	6.3%	2.3%	0.7%	0.3%	6.0%	8.1%	-5.7%
PBT	5.9%	9.2%	6.5%	2.4%	0.9%	0.8%	5.4%	7.4%	-5.9%
Tax (% of PBT)	11.4%	24.8%	27.6%	-39.3%	-27.9%	-45.9%	10.3%	25.6%	24.3%
NP	5.2%	6.9%	4.7%	3.4%	1.2%	1.2%	4.8%	5.5%	-4.5%

Balance Sheet (mn)	Bikaji (Standalone)			Prataap Snacks (Consolidated)			DFM Food (Standalone)		
	FY20	FY21	FY22	FY20	FY21	FY22	FY20	FY21	FY22
Gross Debt	523	862	1,412	30	101	301	830	796	914
Cash	883	874	902	538	304	322	339	888	675
Net Debt	-360	-13	510	-508	-203	-21	490	-92	239
Networth	5,292	6,057	8,208	6,080	6,231	6,243	1,455	1,781	1,527
Capital Employed	4,932	6,044	8,718	5,572	6,029	6,222	1,945	1,688	1,767
Gross Fixed Assets	5,058	5,555	6,623	4,262	4,608	4,775	2,019	2,048	2,161
Net Fixed Assets	3,971	4,127	4,838	3,593	3,393	3,413	1,690	1,615	1,617
Inventory	365	568	729	1,323	1,307	1,446	240	265	325
Receivables	417	473	733	326	266	166	1	40	65
Payables	143	425	428	875	926	901	548	556	784
Net D/E (x)	-0.1	-0.0	0.1	-0.1	-0.0	-0.0	0.3	-0.1	0.2
Gross FA TO (x)	2.1	2.4	2.4	3.3	2.5	2.9	2.5	2.6	2.6
Net FA TO (x)	2.7	3.2	3.3	3.9	3.5	4.1	3.0	3.2	3.4
Inventory (days on sales)	12	16	17	35	41	38	17	18	21
Receivables (days on sales)	14	13	17	9	8	4	0	3	4
Payables (days on sales)	5	12	10	23	29	24	39	39	52
Cash Conversion Ratios	22	17	23	20	20	19	-22	-17	-26
Asset TO(x)	2.2	2.2	1.8	2.5	1.9	2.2	2.6	3.1	3.1
Net Margin (%)	5.2%	6.9%	4.7%	3.4%	1.2%	1.2%	4.8%	5.5%	-4.5%
Leverage Ratio	0.9	1.0	1.1	0.9	1.0	1.0	1.3	0.9	1.2
RoE (%)	10.7%	14.9%	9.3%	7.7%	2.3%	2.7%	16.8%	16.1%	-16.2%
RoCE(%)	12.2%	18.5%	11.6%	5.7%	1.4%	0.7%	15.6%	25.1%	-17.8%
CashFlow	FY20	FY21	FY22	FY20	FY21	FY22	FY20	FY21	FY22
CFO (mn)	607	1,172	575	751	774	457	425	389	38
Capex (mn)	-405	-737	-1,078	-579	-323	-312	-197	-97	-235
% of Sales	-4%	-6%	-7%	-4%	-3%	-2%	-4%	-2%	-4%
FCF (mn)	201	435	-504	172	450	145	228	292	-197
FCF/EBITDA (%)	21%	30%	-36%	18%	71%	25%	55%	53%	116%
FCF Yield (%)	0%	1%	-1%	1%	2%	1%	1%	2%	-1%
Valuation	FY20	FY21	FY22	FY20	FY21	FY22	FY20	FY21	FY22
CMP (As On 1st November'22)			300			909			376
Market Cap (mn)	74,853	74,853	74,853	21,319	21,319	21,319	18,918	19,316	18,918
Net Debt (mn)	-360	-13	510	-508	-203	-21	490	-92	239
EV (mn)	74,493	74,840	75,363	20,811	21,116	21,298	19,409	19,224	19,158
P/E (x)	133	83	98	45	151	127	77	66	-76
EV/Sales (x)	6.9	5.7	4.7	1.5	1.8	1.5	3.8	3.7	3.5
EV/EBITDA (x)	78.7	51.7	54.0	22.2	33.5	36.5	46.5	34.5	-112.1

APPENDIX

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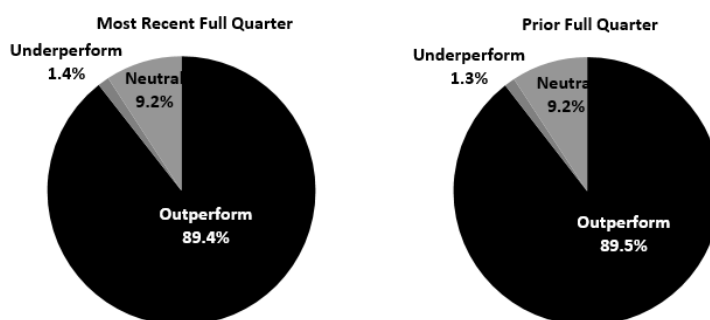
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