

EMERGING BRAND IN VALUE ADDED DAIRY PRODUCTS





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- 1. Q1 FY17 RESULT ANALYSIS
- 3. Q1 FY17 RESULT ANALYSIS
- 5. SHAREHOLDING STRUCTURE

- 2. KEY BUSINESS UPDATES
- 4. KEY BUSINESS UPDATES
- 6. ANNEXURE





In Rs Mn





Particulars (In Rs Mn)	Q1 FY17	Q1 FY16	ΥοΥ%
Revenue from Operations	2,926.0	2,687.7	8.9%
Other Operating Income	5.1	1.0	404.7%
Total Revenues	2,931.2	2,688.7	9.0%
COGS	2,369.0	2,139.4	10.7%
Gross Profit	562.2	549.3	2.3%
Gross Margin	19.2%	20.4%	-125 bps
Employee Expenses	82.2	67.2	22.2%
Other Expenses	232.2	212.4	9.3%
EBITDA	247.8	269.6	-8.1%
EBITDA Margin %	8.5%	10.0%	-167 bps
Depreciation	104.0	81.6	27.5%
Finance Cost	71.3	132.2	-46.1%
Other Income	2.2	4.9	-55.8%
РВТ	74.7	60.7	23.0%
Tax Expense	14.2	24.0	-40.6%
РАТ	60.4	36.7	64.5%
PAT Margin %	2.1%	1.4%	69 bps



FINANCIAL UPDATE:

- Q1 FY17 Total Revenues increased by 9.0% YoY to Rs 2,931.2 mn.
 - Two years of consecutive drought condition in state of Maharashtra had a severe impact on raw milk availability.
 - Prabhat's average milk handling per day declined from 9.75 litres to 7.26 litres in Q1 FY17. Further the average milk procurement rate also increased from Rs 18.20 to Rs 25.72 per litre.
 - In these difficult operating conditions, despite volume de-growth, revenue growth was achieved through judicious product mix and process efficiencies. The share of value added products increased from 76.0% to 82.4% during Q1 FY17.
- Q1 FY17 gross profit increased by 2.3% YoY to Rs 562.2 mn. Gross margin decreased by 125 bps from 20.4% to 19.2%.
 - As mentioned above, this was on account of higher milk prices and increased milk procurement efforts.
- Q1 FY17 EBITDA decreased by 8.1% YoY to Rs 247.8 mn. EBITDA margin decreased by 167 bps from 10.0% to 8.5%.
 - Higher employee expenses as the new Cheese, Paneer and Shrikhand facilities were commissioned.
 - Increase in business promotion expenses for B2C sales as we continued to expand our retail presence in new regions and markets.
 - Lower manufacturing & administrative costs through process efficiencies.
- Finance cost decreased by 46.1% YoY as the company repaid Rs 1,850 mn debt using IPO proceeds.
- Q1 FY17 PAT increased by 64.5% YoY. PAT margin increased by 69 bps from 1.4% to 2.1%.



NEW PRODUCT LAUNCH



Launched **Paneer** in an attractive **thermoform packaging** which has **extended shelf life of the product from 15 to 21 days.**The product is available in leading Modern trade outlets. It is available in 200 grams thermoform pack.



'Ghar Jaisa Dahi' - Launched Dahi with no preservatives in Mumbai. Adopted a unique model for distribution of fresh Dahi for the first time in India under the project called **'Raftaar'** which delivers fresh Dahi in chilled vans / mopeds with chilled box at the back to 10,000 grocery shops in Mumbai.



CONTINUE TO EXPAND RETAIL PRESENCE IN MODERN TRADE



- Our products like Paneer, Dahi, Lassi and Shrikhand are retailed in Modern Trade shelves like Big Bazaar, Star Bazaar, Hypercity, D Mart etc.
- Prabhat Dairy started its retail business 2 years back and already covers more than 10,000 general trade outlets in Mumbai.
- Presence in modern trade has been **expanded beyond Mumbai across Maharashtra and Gujarat.**
- Measures taken to expand retail presence in Northern and Southern Indian markets.



Q1 FY17 RESULT ANALYSIS KEY BUSINESS UPDATES

NEW ORDERS BAGGED

- **Tie-up with Future Group** to take its Nilgiri's brand of dairy products to a wider market. Prabhat will sell their milk and milk products in retail packs under the brand name of Nilgiri's.
- **Tie-up with Tirumala Milk Products** for supply of Sweetened Condensed Milk in tubes of different sizes under the brand name of 'LACTEL SSHUP'.
- New order from Yum Brands for supply of cheese.
- First export order for cheese from Middle East.
- First export order for sweetened condensed milk from Middle East.



TIRUMALA MILK PRODUCTS (P) LTD. AN 150 22000 : 20058Food Safety CERTIFIED COMPANY









BUSINESS OVERVIEW	 Incorporated in 1998, Prabhat Dairy is an integrated milk and dairy products company having established itself as one of the most trusted dairy brand catering to both institutional and retail customers. Prabhat offers wide range of products - pasteurized milk, flavoured milk, sweetened condensed milk, UHT milk, yoghurt, dairy whitener, clarified butter (ghee), cheese, paneer, skimmed & whole milk powder, ingredients for baby foods, lassi , chaas and gulab jamun mix. It has a strong management team led by Mr. Sarangdhar R Nirmal (18+ years of experience in dairy industry) & Mr. Vivek Nirmal (8+ years of experience in dairy industry).
KEY STRENGTHS	 Emerging strongly as a consumer focused B2C company with strong and appealing Brands. Vertically integrated operations (from farmer to customer) leading to efficient cost structure & high quality products. Robust procurement system – 70% direct sourcing from more than 85,000 farmers from Ahmednagar, Pune, Nashik and adjoining districts in Maharashtra (4th largest cow milk producing state in India). Strategically located state of the art manufacturing facilities in Shrirampur (Ahmednagar) and Navi Mumbai – 1.5 Mn litres/day of milk processing capacity with multi-product capabilities 180 MT/day of sweet condensed milk plant is largest in Asia and 30 MT/day of cheese plant is 3rd largest in India. Strict quality control and food safety standards enabling consistent delivery and long term relationships with leading global & domestic FMCG companies like Mondelez, Abbott, Nestle, ITC, Britannia, Future Group, Perfetti, Mother Dairy, Vadilal, Haldiram's, D Mart, Parle, Olam, Lotte etc.
BUSINESS OVERVIEW	 Consolidated Revenues, EBITDA and PAT were Rs 11,705 mn, Rs 1,193 mn and Rs 245 mn in FY16 having grown at CAGR of 25%, 25% and 41% respectively over FY12 to FY16. Strong balance sheet as on FY16 – Debt - Rs 1,586 mn and Equity - Rs 6,549 mn.

COMPANY OVERVIEW OUR EVOLUTION



Incorporation Introduce of the Company added	action of value • Dedicated products • plant setup and powders) • Received H certificatio • Commence	condensed milk • Infused P o for Mondelez. the Comp IACCP and ISO firm man n Rabobank ed milk powder • Awarded with capacity of supplier b	rivate Equity in • Initiated bany by IABF (a PE branding	2014 marketing & activities to consumer 2016 • Listing on BSE and NSE with a successful IPO raising • Rs 3,000 mn fresh issue • Rs 1,691mn offer for sale
1999 • Commenced sale of liquid milk consumer pack under 'Prabhat' brand	2008 • Commenced sale of condensed milk to Mondelez India Foods Private Limited	2011 • Expanded B2B business with reputed industry players • Launched 'Prabhat Dairy Quality Mission'	 2013 Commenced manufacturing plant at Navi Mumbai with a milk processing capacity of 0.3mn litres/day Infused Private Equity in the company by Proparco (a subsidiary of Agence Francais de Developpement) New capacity added for curd, icecream and powders 	5MT/day

COMPANY OVERVIEW WIDE-RANGING PRODUCT OFFERING

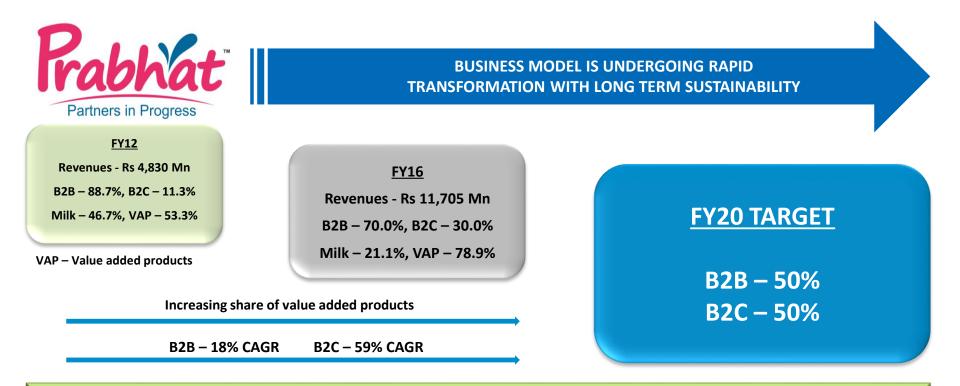




PRABHAT IS AN EMERGING BRAND WITH WIDE-RANGING VALUE ADDED DAIRY PRODUCTS

COMPANY OVERVIEW PROGRESSING FROM B2B (INSTITUTIONAL) TO B2C (RETAIL)

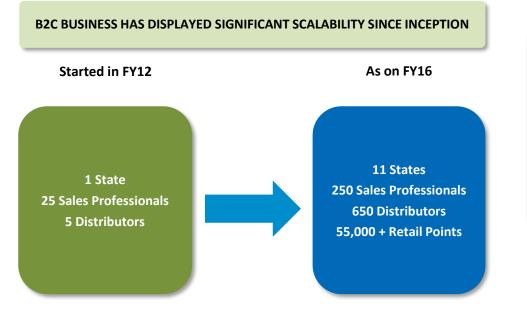




SOLID FOUNDATION IN FORM OF STEADY & LONG TERM B2B (INSTITUTIONAL) SEGMENT STRONG GROWTH BEING WITNESSED IN B2C (RETAIL) SEGMENT

COMPANY OVERVIEW B2C – RETAIL & FOOD SERVICE BUSINESS





B2C Strategy:

- Forayed into B2C business with focus on selling value added dairy products.
- Focus on building retail presence in Tier 2 and Tier 3 regions.
- The objective of the Food service division is to expand offerings of quality products to niche and specialized customer segments in food service industry.
- B2C operations to help enhance gross margins, reduce working capital and gain higher market share.
- Medium term plan to grow B2C revenue share from 30% in FY16 to 50% by FY20.



Prabhat has been awarded as "Asia's fastest growing marketing brands – FMCG sector" at the WCRC leaders summit



			Products	Major Clients
		Premium	Sweetened condensed milk,	Mondelez India Foods Pvt Ltd
		Ingredients	Skimmed / Whole milk powder	Mondelez India Poods PVL Ltd
	1			
B2B Institutional +	>	Specialty	Nutrition supplements for baby food	Abbot Healthcare Pvt Ltd
Business		Ingredients	Full cream milk	Mondelez India Foods Pvt Ltd
			UHT milk, lassi, yogurt, dairy whitener, clarified butter (ghee), curd (dahi), flavoured milk	Heritage Foods Ltd
	4	Co-Manufacturing	Curd (Dahi)	Britannia Industries Ltd
			Clarified Butter (Ghee)	Britannia Dairy Pvt Ltd
			Ice-cream, milk ice, candies	Mother Dairy Fruit & Vegetable Pvt Ltd

COMPANY OVERVIEW B2B – MARQUE CLIENTELE

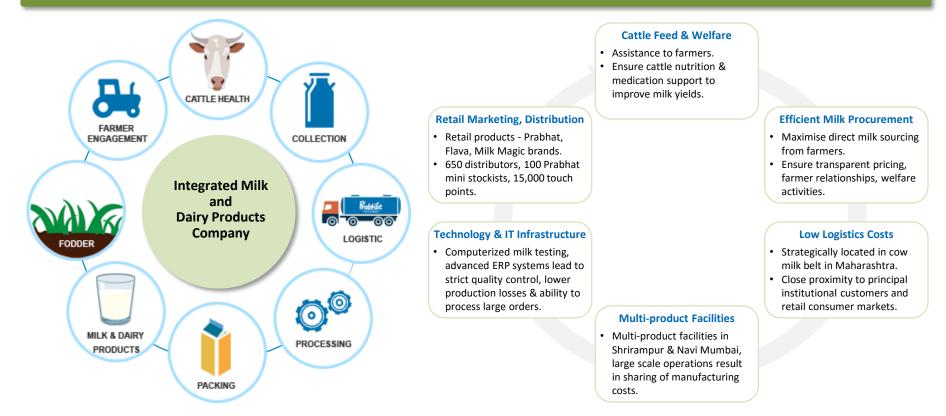


PRABHAT HAS DISPLAYED ITS SUPERIOR PRODUCT QUALITY AND CAPABILITIES THROUGH ITS LONG STANDING ASSOCIATION WITH LEADING GLOBAL & DOMESTIC FMCG COMPANIES





INTEGRATED OPERATIONS LEADING TO EFFICIENT COST STRUCTURE & HIGH QUALITY PRODUCTS





STRONG DIRECT SOURCING ECOSYSTEM - INTENSIVE FARMER ENGAGEMENT BUILDING FARMER TRUST & LOYALTY

- More than 85,000 farmers
- 70% direct sourcing from 1,200 villages twice a day
- More than 700 procurement cycles a year
- Procurement from Ahmednagar, Pune, Nashik and adjoining districts in Maharashtra (4th largest cow milk producing state in India)

MILK COLLECTED FROM FARMER

 Transparent pricing – Farmers get the best price

- Farmers receive detailed receipt mentioning quality (Fat & Non-Fat content), quantity, price
- Direct transfer to farmer's bank A/c

AUTOMATED MILK TESTING PROCESS FOR TRANSPARENT PRICING Prabhat Dairy Quality Mission -

- "Prabhat Mitras" Coordinate milk procurement and help farmers on cattle health, cattle finance and insurance
- "Pashu Mitras" Company partnered veterinary doctors / para-veterinary workers helping on cattle medication, deworming, vaccination etc

PRINTED TRANSACTION RECEIPT





RAW MILK PROCUREMENT INFRASTRUCTURE

The collected raw milk is tested through specialized automated machines post which it is transported to production facilities at Shrirampur and Navi Mumbai

100 BULK MILK COOLERS



SHRIRAMPUR PLANT



450 MILK COLLECTION CENTRES



20 MILK CHILLING PLANTS



NAVI MUMBAI PLANT



COMPANY OVERVIEW STRINGENT QUALITY CONTROLS MEETING CUSTOMER REQUIREMENTS





BUSINESS STRATEGY & OUTLOOK FOCUS ON SCALING UP OUR CHEESE BUSINESS



Commissioned new cheese manufacturing facility with a capacity of 30 MT/day in 2015. This is the 3rd largest cheese plant in India.

Strategy to grow cheese business over next 2-3 years -

- Initially focus on selling cheese to HORECA and B2B segments and exports to Gulf countries.
- We have already procured orders from major pizza and burger chains like Dominos, Pizza Hut, Mc Donald's and other QSRs.
- Currently manufactures following types of Cheese -
 - Processed Cheese (Hard, Soft & Pizza)
 - Mozzarella Cheese (Diced & Shredded)
 - Cheddar Cheese
- Cheese sales in HORECA segment have already started in Maharashtra and Gujarat and are planned in South India and North India.

Cheese segment offers higher gross margin compared to other dairy products. As the capacity utilization of cheese plant gradually increases, it will have a positive impact on our overall gross margin.



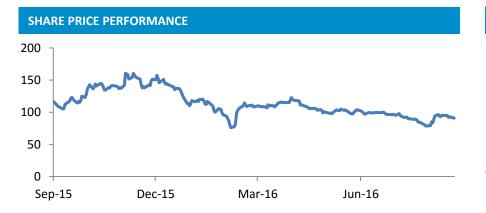
BUSINESS STRATEGY & OUTLOOK KEY FOCUS AREAS



EXPAND RETAIL PRODUCTS BUSINESS	 Leverage our established brands to expand our product offerings and increase the availability of our Prabhat, Milk Magic and Flava branded products in both existing markets and new markets across India. Focus on increasing the share of value added products like cheese, paneer, shrikhand, curd, ice-cream, flavoured & UHT milk.
LEVERAGE INSTITUTIONAL RELATIONSHIPS TO OFFER MORE PRODUCTS	 Leverage our institutional relationships and quality certifications obtained from such institutional customers to further increase our product offerings and product sales volumes to these institutional customers and their affiliates in India and globally.
IMPROVE CAPACITY UTILISATION & INCREASE OPERATING EFFICIENCES	 Integrate our operations and improve capacity utilization by introducing new product lines to effectively utilize dairy by-products and optimize product planning across various categories. We are in process of setting up captive co-generation power facility to simultaneously produce electric power along with steam required for manufacturing process, thus reducing power & fuel costs.
EXPAND DIRECT MILK PROCUREMENT NETWORK	 Increase engagement with farmers by providing additional veterinary services and quality cattle feed. Grow direct milk procurement network by increasing the number of Prabhat Mitras (milk procurement partners). This will help in lowering our milk procurement costs.

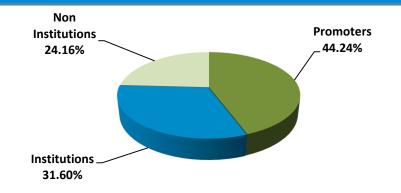
SHAREHOLDING STRUCTURE





MARKET DATA	AS ON 31.08.16 (BSE)
Market Capitalization (Rs mn.)	8,893.4
Price (Rs.)	91.05
No. of Shares Outstanding (mn.)	9.77
Face Value (Rs.)	10
52 Week High-Low (Rs.)	167.5 - 72.0

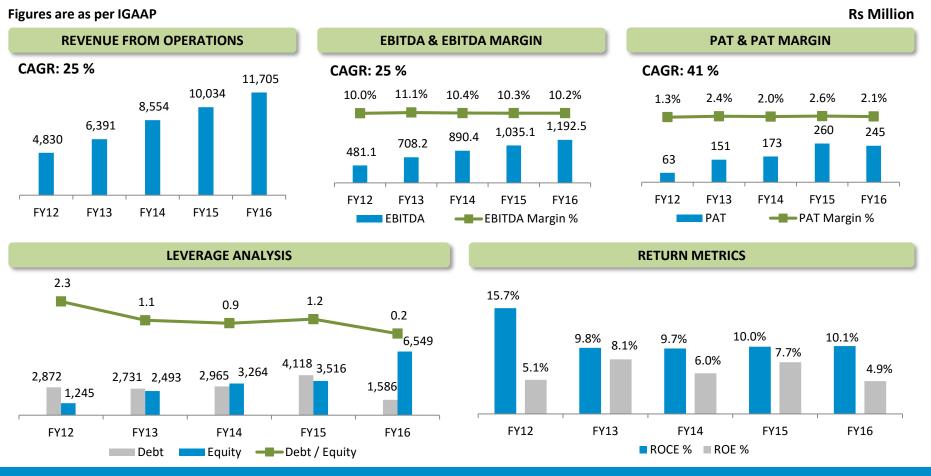
SHAREHOLDING AS ON 30TH JUNE 2016



KEY INSTITUTIONAL INVESTORS AT 30 TH JUNE 2016	% HOLDING
Rabo Equity Advisors	14.37%
PROPARCO	8.68%
IL&FS Trust Company Ltd.	7.57%
Wasatch Advisors	6.34%
Reliance Capital Ltd.	2.81%
Genesis Capital	1.45%
HDFC Capital Builder Fund	1.34%
Birla Sun Life Small and Mid Cap Fund	1.08%
Reliance Capital Trustee Co Ltd	1.07%

FINANCIAL SUMMARY









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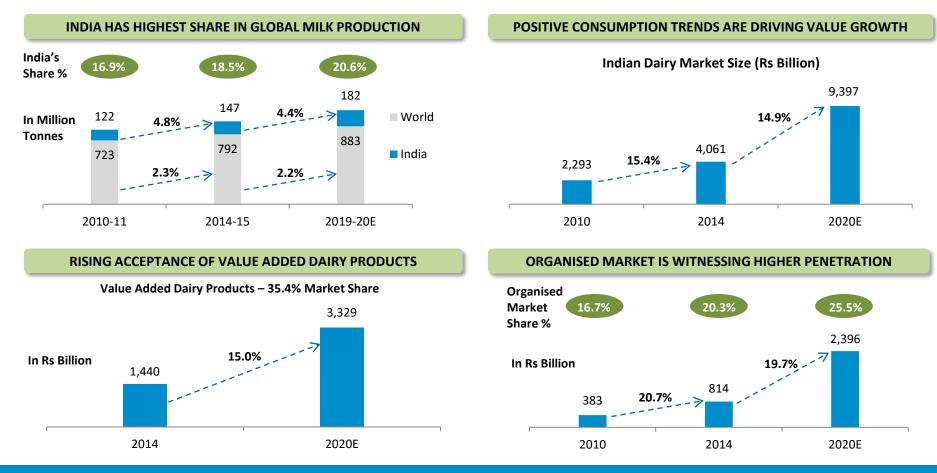
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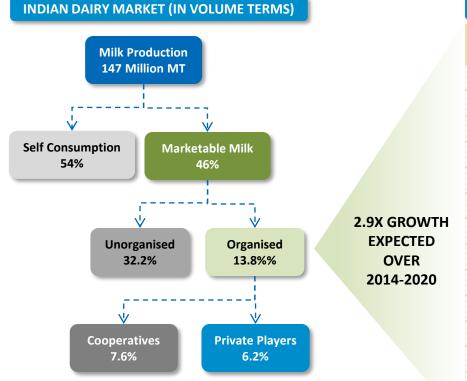
ANNEXURE - INDIAN DAIRY INDUSTRY LARGEST MARKET, FASTER GROWTH, INCREASING ORGANISED SHARE





ANNEXURE - INDIAN DAIRY INDUSTRY ORGANISED PLAYERS TO DRIVE GROWTH IN VALUE-ADDED DAIRY PRODUCTS





ORGANISED MARKET – RS 813.5 BN (2014)				
Products	Market Size (% Share)	Organised Market %	2014-2020 CAGR %	
Processed / Pouch Milk	519.4 (63.8%)	20%	21%	
Ghee	110.3 (13.6%)	18%	17%	
Skimmed Milk Powder	49.6 (6.1%)	100%	15%	
UHT Milk	26.0 (3.2%)	100%	26%	
Butter	21.3 (2.6%)	13%	19%	
Buttermilk	13.8 (1.7%)	-	21%	
Cream	12.7 (1.6%)	-	15%	
Flavoured Milk	12.6 (1.6%)	100%	25%	
Lassi	12.5 (1.5%)	-	21%	
Curd	12.1 (1.5%)	6%	20%	
Cheese	11.7 (1.4%)	100%	31%	
Paneer	6.1 (0.8%)	2%	24%	
Whey	3.0 (0.4%)	100%	22%	
Flavoured Yogurt	2.3 (0.3%)	100%	32%	

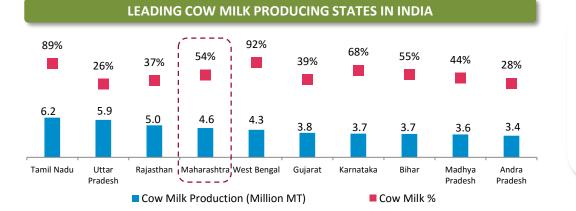
ANNEXURE - INDIAN DAIRY INDUSTRY VALUE ADDED DAIRY SEGMENT HAS GROWING PREFERENCE FOR COW MILK



MAJORITY OF VALUE ADDED DAIRY PRODUCTS	
ARE MANUFACTURED FROM COW MILK	

COW MILK CONTAINS LOWER FAT CONTENT AS COMPARED TO BUFFALO MILK AND HENCE APPEALS TO THE HEALTH CONSCIOUS YOUTH POPULATION

COMPARISON OF COW AND BUFFALO MILK			
Parameter	Buffalo	Cow	
Domestic milk consumption	High	Moderate	
Global milk consumption	Low	High	
Fat content in milk	7-7.5%	3.5-4%	
Water content in milk	80-85%	85-90%	
Cost of milk	Rs 52-54/litre	Rs 36-40/litre	
Cost per animal	Rs 80,000-100,000	Rs 60,000-70,000	
Yield per animal per return	1.7 tonnes of milk per animal	1.2 tonnes of milk per animal	



Prabhat Dairy's milk procurement network and manufacturing plant is located in Shrirampur in Ahmednagar, which is the largest cow milk producing District in Maharashtra



FAVOURABLE DEMOGRAPHIC TRENDS	 Rising number of middle class households – set to double from 255mn in 2015 to 586mn in 2025. Increasing working population and disposable incomes. Increasing organised retail penetration across Tier 1, Tier 2 and Tier 3 towns.
RISING CONSCIOUSNESS ABOUT HEALTH & NUTRITION	 Evolving food consumption patterns with focus on health and nutrition. Milk is rich source of proteins, fats, vitamins and carbohydrates. The share of milk and dairy products in daily food diet is continually increasing
RISING SHARE OF HIGH MARGIN PRODUCTS	 High-margin milk products account for 15-20% of the total milk produced in India. Rise in urbanisation and changing consumer lifestyle are driving demand for value-added dairy products.
IMPROVEMENT IN SUPPLY CHAIN INFRASTRUCTURE	 Rising number of middle class households – set to double from 255 mn in 2015 to 586 mn in 2025. Increasing working population and disposable incomes. Increasing organised retail penetration across Tier 1, Tier 2 and Tier 3 towns.
	 <u>National Dairy Plan</u>: Objective is to improve milk productivity and entire value chain infrastructure. The 1st phase (FY12-FY17) has budgeted investment of Rs 22.4 bn.
GOVERNMENT INCENTIVES & SCHEMES	 <u>Priority lending status for banks</u>: The sector has this status since 1999. <u>Technology upgradation</u>: General areas - 40% subsidy, difficult areas - 50% subsidy (up to Rs 10 mn). <u>Foreign Direct Investment (FDI)</u>: 100% FDI permitted in dairy products. <u>Import of equipments</u>: 5% customs duty on imports of capital goods/machinery, including second-hand. <u>MRTP (Monopolies & Restrictive Trade Practices Act) rules and FEMA (Foreign Exchange Management Act)</u>: Relaxed to encourage investment and expansion by large corporates.

ANNEXURE CONSOLIDATED PROFIT & LOSS STATEMENT



Figures are as per IGAAP

Particulars (In Rs Mn)	FY16	FY15	ΥοΥ%
Revenue from Operations	11,699.8	9,990.7	17.1%
Other Operating Income	5.2	42.9	-87.9%
Total Revenues	11,705.0	10,033.6	16.7%
COGS	9,097.0	7,761.9	17.2%
Gross Profit	2,608.0	2,271.7	14.8%
Gross Margin	22.3%	22.6%	-36 bps
Employee Expenses	281.9	256.0	10.1%
Other Expenses	1133.7	980.6	15.6%
EBITDA	1192.5	1035.1	15.2%
EBITDA Margin %	10.2%	10.3%	-13 bps
Depreciation	399.0	344.0	16.0%
Finance Cost	427.0	412.0	3.6%
Other Income	14.7	9.7	50.7%
РВТ	381.1	288.9	31.9%
Tax Expense	135.9	29.0	369.1%
PAT	245.3	259.9	-5.6%
PAT Margin %	2.1%	2.6%	-50 bps

ANNEXURE CONSOLIDATED BALANCE SHEET



Figures are as per IGAAP

Particulars (In Rs Mn)	FY16	FY15	Particulars (In Rs Mn)	FY16	FY15
Equities & Liabilities			Assets		
Shareholder's Funds			Non-Current Assets		
Share Capital	976.8	714.3	Fixed Assets	4,542.1	4,648.9
Reserves & Surplus	5,572.0	2,802.1	Non-Current Investments	0.5	0.7
	6,548.7	3,516.4	Long-term Loans & Advances	466.1	680.3
Non-Current Liabilities			Deferred Tax Assets (net)	5.8	4.7
Long-Term Borrowings	388.4	2,159.4	Other Non-Current Investments	5,014.6	5,334.7
Deferred Tax Liability	236.3	177.6	other Non editent investments	5,01410	5,55417
Other Long Term Liabilities	14.3	10.7			
	639.0	2,347.7	Current Assets		
Current Liabilities			Inventories	879.1	634.4
Short-term Borrowings	1,193.3	1,656.1	Trade Receivables	2,265.4	2,084.0
Trade Payables	521.3	622.0	Cash & Cash Equivalents	119.7	215.4
Other Current Liabilities	118.1	443.2	Short-term Loans & Advances	808.1	284.3
Short-term Provisions	78.6	49.9	Other Current Assets	12.1	82.6
	1,911.3	2,771.2		4,084.4	3,300.7
Total Equity & Liabilities	9,099.1	8,635.4	Total Assets	9,099.1	8,635.4