

Srivari Spices And Foods Limited

Blending Legacy with
Innovation — Unlocking
Scalable and Sustainable
Profitable Growth.

Investor Presentation
H2FY25



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Table Of Content

- Company Understanding
- Products
- Business Model & Channel Structure & Product Strategy
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01

What We Do

Founded in 2019 in Hyderabad, we are an FMCG company offering 88+ SKUs across atta, spices, masalas, oils under Srivari brand, and 500+ SKUs in groceries under poushtik (rebranded by Srivari).

02

Our Brands



Company Overview

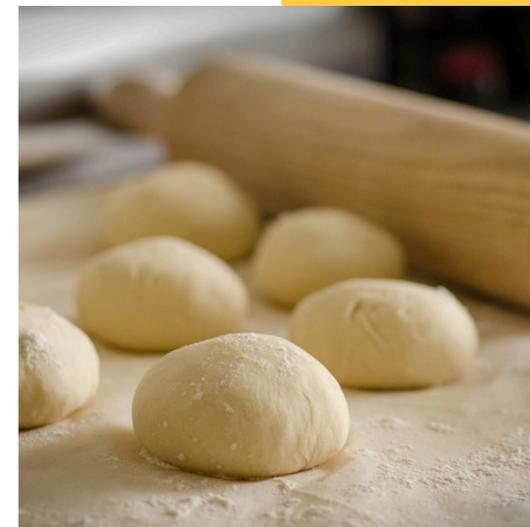


Our Products



Spices & Masalas

~49%
Of FY25 Revenues



Atta

~51%
Of FY25 Revenues



Oil

Launched on
10th May 2025

Our Evolution



2019

Started journey by setting up a state of art production facility at Telangana manufacturing spices

2021-22

In 2021, we launched new masalas, set up a Telangana unit, introduced chakki atta in 2022, and won 'Best Emerging Spices Brand' by Business Mint.

2023-24

Launched IPO, Product Placements in new reputed marketplaces Partnered with "SOLV" for B2B Operations

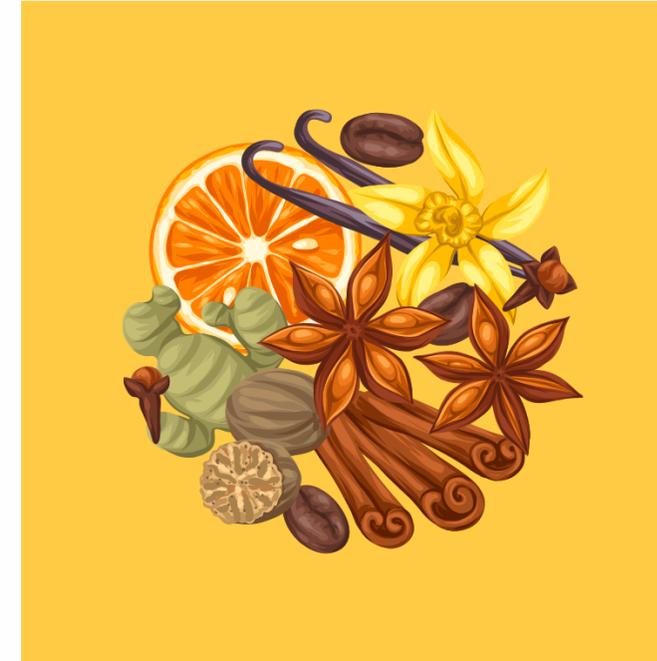
2025

Launched new plant of oil and a new business segment "Poushtik"



Our Vision

To create a world where no one has to compromise on their health due to a lack of quality food choices. We envision a future where healthy living is simple, accessible & effortless for everyone.



Our Mission

Our mission is to offer a curated selection of top-quality healthy food products online, promoting wellness through transparency, convenience, and sustainability.



Management's Desk

Mrs. Neihaa Rathi, aged about 42 years, is the Chairperson and Whole-Time Director and a Promoter of our Company. She holds a Bachelor's degree in Science from Stella Mary Residential Degree College and has seventeen years of experience in the education sector.

She has been associated with our Company since its incorporation and has been playing a pivotal role in building a strong organizational culture, while also efficiently overseeing the Company's operations and is actively involved in all key decision-making processes across the business

Mrs. Neihaa Rathi
Chairperson & Whole Time Director



Management's Desk

Mr. Narayan Das Rathi, aged 46 years, is the Whole-time Director and Promoter of our Company. He holds bachelor's degree in commerce from Osmania University. He has experience of more than two decades in the food industry.

Prior to joining our Company, he pursued his family business of trading of grains and spices and subsequently was appointed as the Marketing Head of our Company in 2019. He was appointed as an Executive Director of our Company on August 19, 2022 and his designation was changed to Whole-time Director with effect from March 2, 2023. He heads the production, sales and marketing and quality divisions of our Company.

Mr. Narayan Das Rathi
Whole Time Director



Our Business Model & Channel & Product Strategy



Business Supply Chain

Sourcing After Testing & R&D



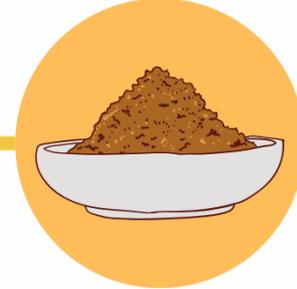
We source our chillies from the farms of Guntur, Khammam, Warangal, Raichur, Byadgi, Malakpet, Hyderabad
Our 'Srivari Whole Wheat Atta' and 'Sharbati Atta' are made from wheat grains sourced from Sehore, Vidisha and Sironj in Madhya Pradesh

Processing



We process it in India's best choyal automatic grinding unit

Packaging



We use World Class packaging technology with zero human contacts with the packs

Sales



Our key markets are Andhra Pradesh and Telangana

B2B. B2C & E-Commerce

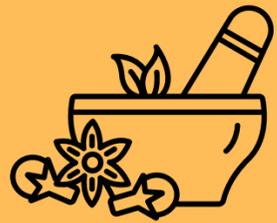


We deliver our products to the suppliers

We deliver our products directly at the doorstep of our customers using ~18,000+ retail stores

Business Segments

Srivari Brand



Traditional business which is into manufacturing and selling of spices and masalas, atta and oil.

Poushtik Brand



Pure E-Commerce high quality grocery store. Online sales with direct delivery to customer.

The Poushtik logo, featuring a stylized white icon above the word 'Poushtik' in a white sans-serif font, all on a green background.

Channel Strategy

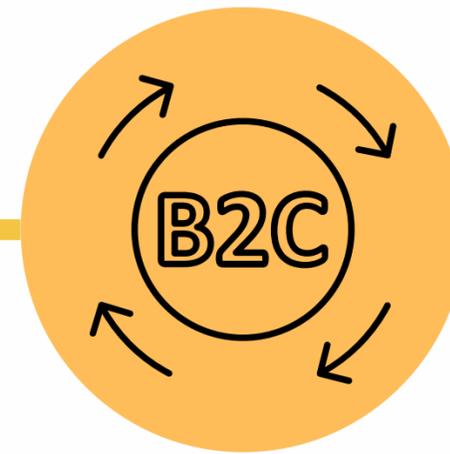


B2B



- HoReCa
- Institutional Clients
- General Trade
- B2B E-Commerce

B2C



- Through
- Modern Trade
 - Dealers & Distributors for rural areas

E-Commerce



- Poushtik Groceries
- Mobile App

Channel Strategy

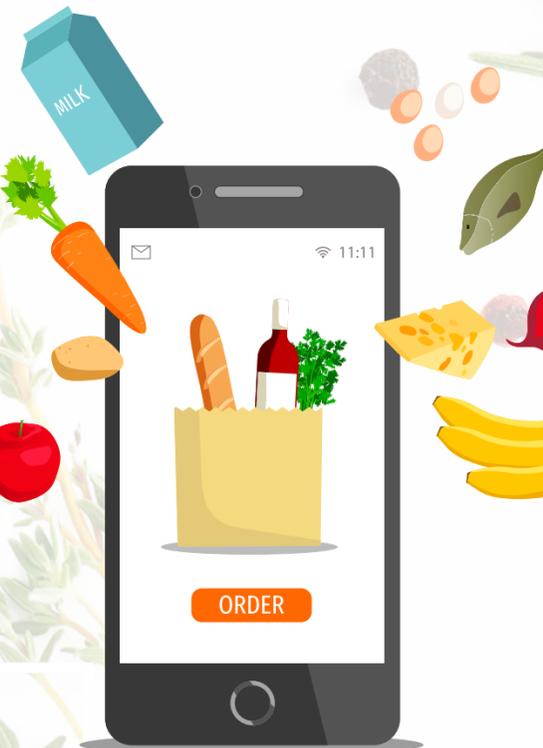
Successfully placed our Company's products on Avenue E-Commerce Ltd's online Portal, D Mart.

This strategic initiative is in line with our expansion of distribution channels.

We anticipate a positive impact on the company's brand following the placement of our products on this online platform ('DMart') owned by Avenue E-Commerce Ltd.



Successfully placed our products in 29 Ushodaya Supermarket stores across Hyderabad and Secunderabad.

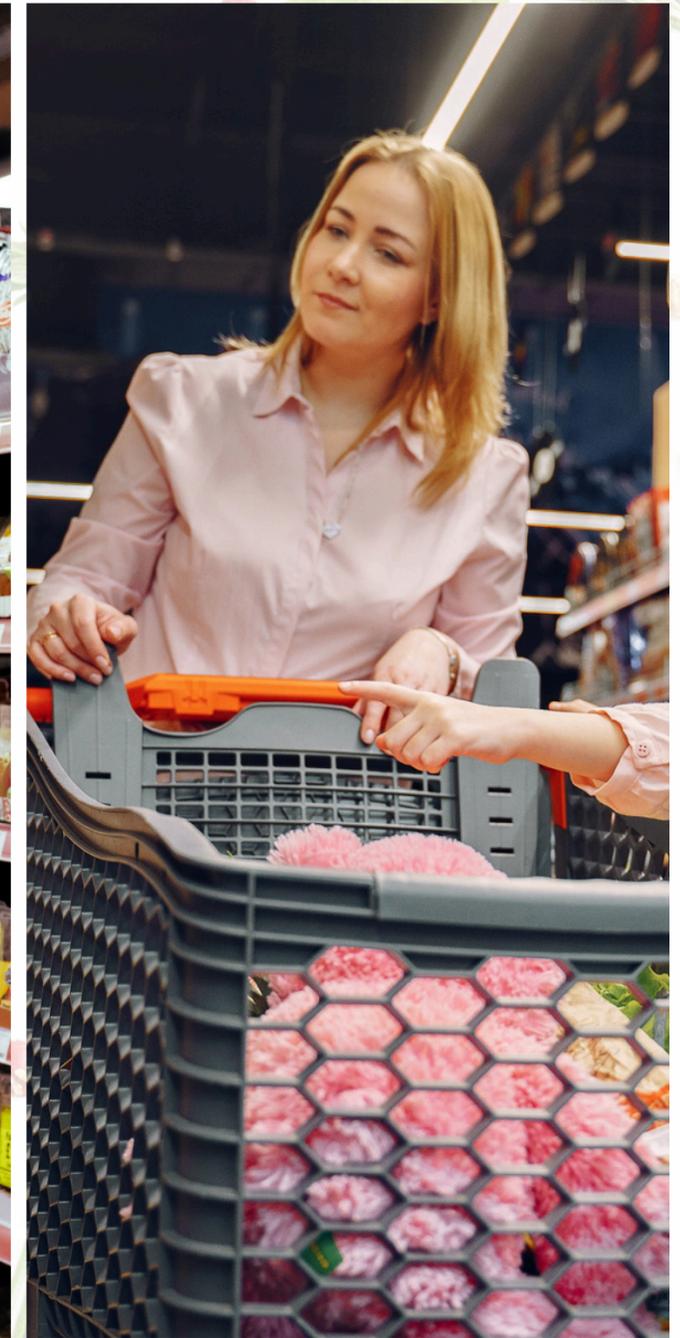


Channel Strategy

Captured consumer base at 13 premium large format outlets at Balaji Grand Bazar



Looking forward to introduce our Poushtik products in all third party E-commerce platforms under Srivari brand name.



Poushtik Product Strategy



Spices & Masalas & Atta

Cart Value: 30-35%
Margins: 35-40%



Pulses & Grains & Whole Spices

Cart Value: 40-45%
Margins: 30-35%



Oil & Ghee & Others

Cart Value: 15-20%
Margins: 18-22%

Manufacturing Capacities



Spices & Masalas

Installed: 3600 tons p.a.
Utilized: 2637 tons



Atta

Installed: 14400 tons p.a.
Utilized: 12650 tons



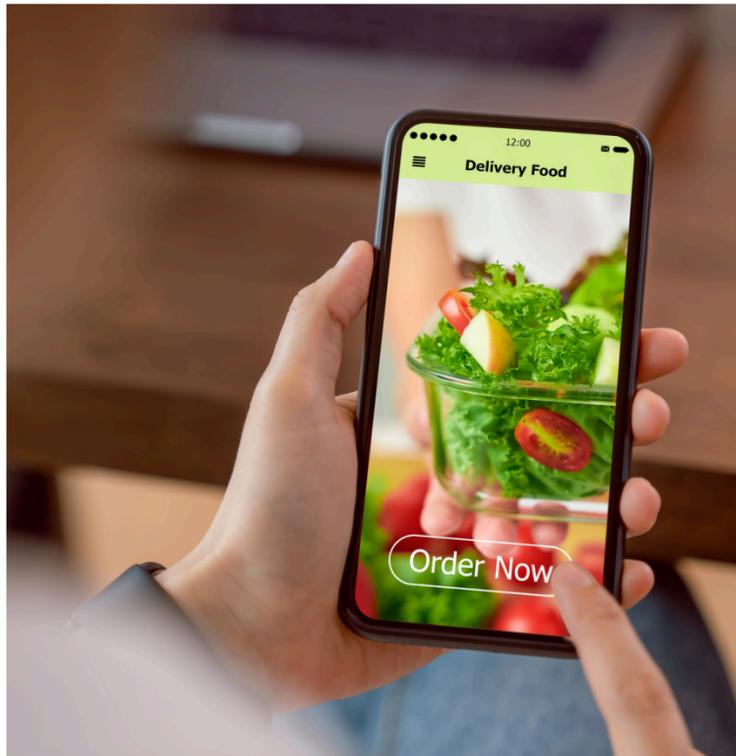
Oil

Installed: 7200 tons p.a.
Soon To Be Placed In The Market

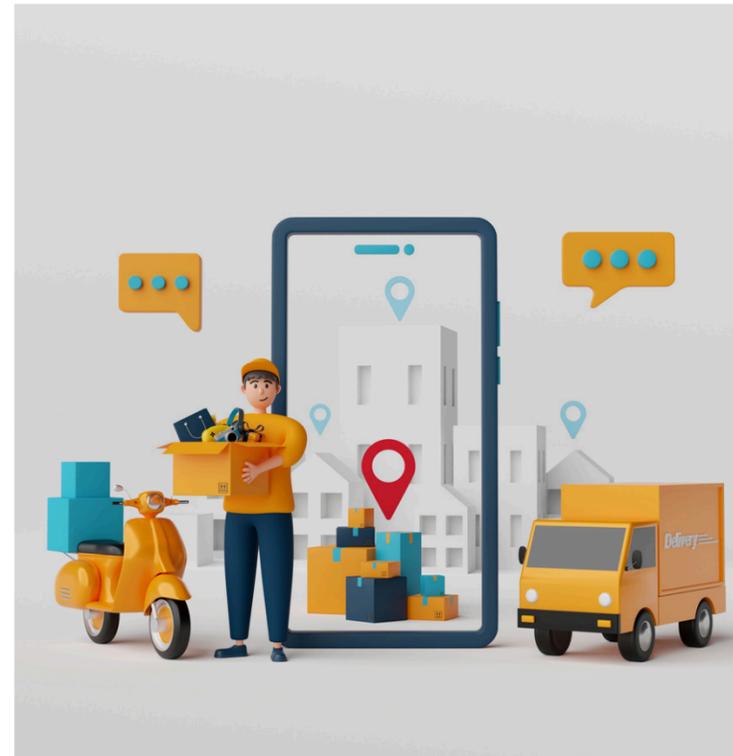
Growth Drivers



Poushtik - Our New Segment



Exclusive Healthy
Marketplace



Rigorous Quality
Checks & Simplified
Comparisons



Ingredient
Transparency

Poushtik - Our New Segment



E-Vehicle Deliveries

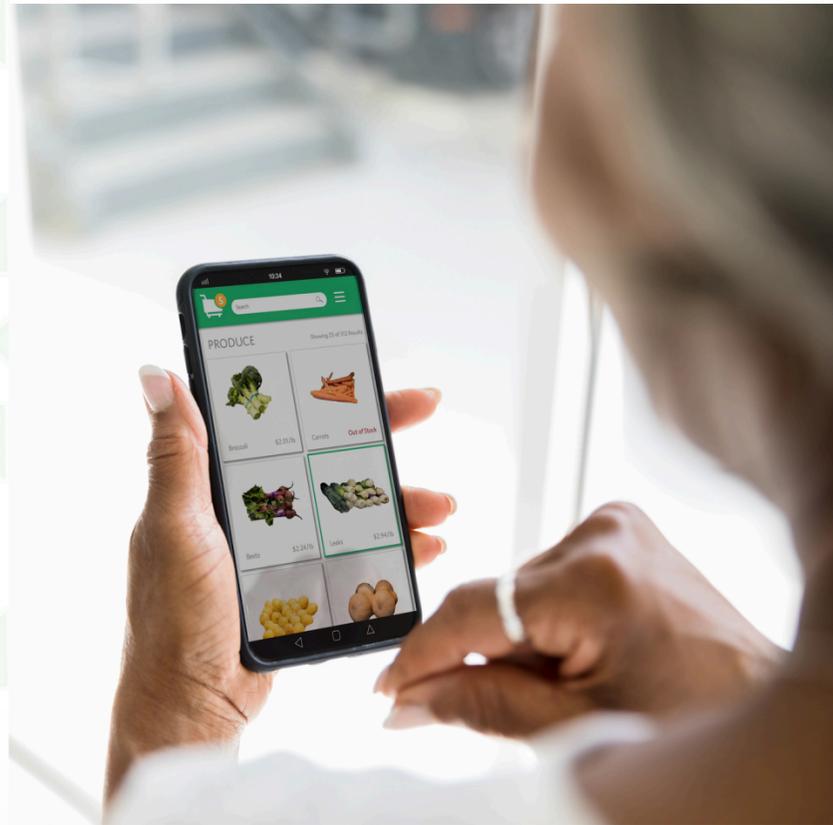


Cloth Bag Deliveries



Save Water Campaign

Why Poushtik?



Poushtik Strategy

CATEGORY	PHASE 1	PHASE 2	PHASE 3
TIMELINE	1st to 3rd Month	4th to 6th Month	7th to 9th Month
PRODUCT FOCUS	Fresh Wheat Flour & Complete Grocery	All nutritious food products	All nutritious food products from 90% of the available brands
SKU's	500 SKU's	600 SKU's	2000 SKU's

Poushtik Strategy

Optimized Delivery Efficiency:

While competitors rely on rushed, overlapping deliveries that increase risk and inefficiency, our scheduled delivery system optimizes partner usage and minimizes risk, ensuring reliability

Subscription-Based Model:

Our subscription model focuses on delivering high-quality, fresh products with short shelf lives, ensuring customers receive only the best, every time. This planned approach reduces impulse buying and encourages long-term loyalty. With Poushtik, customers won't just shop, they'll trust us for their daily essentials.

Marketing Strategy

Our Core Message:

- If it has the Poushtik Sticker, it's safe, healthy, and trustworthy.

How We Build This Trust:

- Brand Symbolism: The Poushtik Sticker becomes a badge of quality – if it's on the product, customers know it's genuinely nutritious.
- Community Building: Encourage customers to share their Poushtik choices on social media, reinforcing a movement towards mindful, planned shopping.

Marketing Strategy

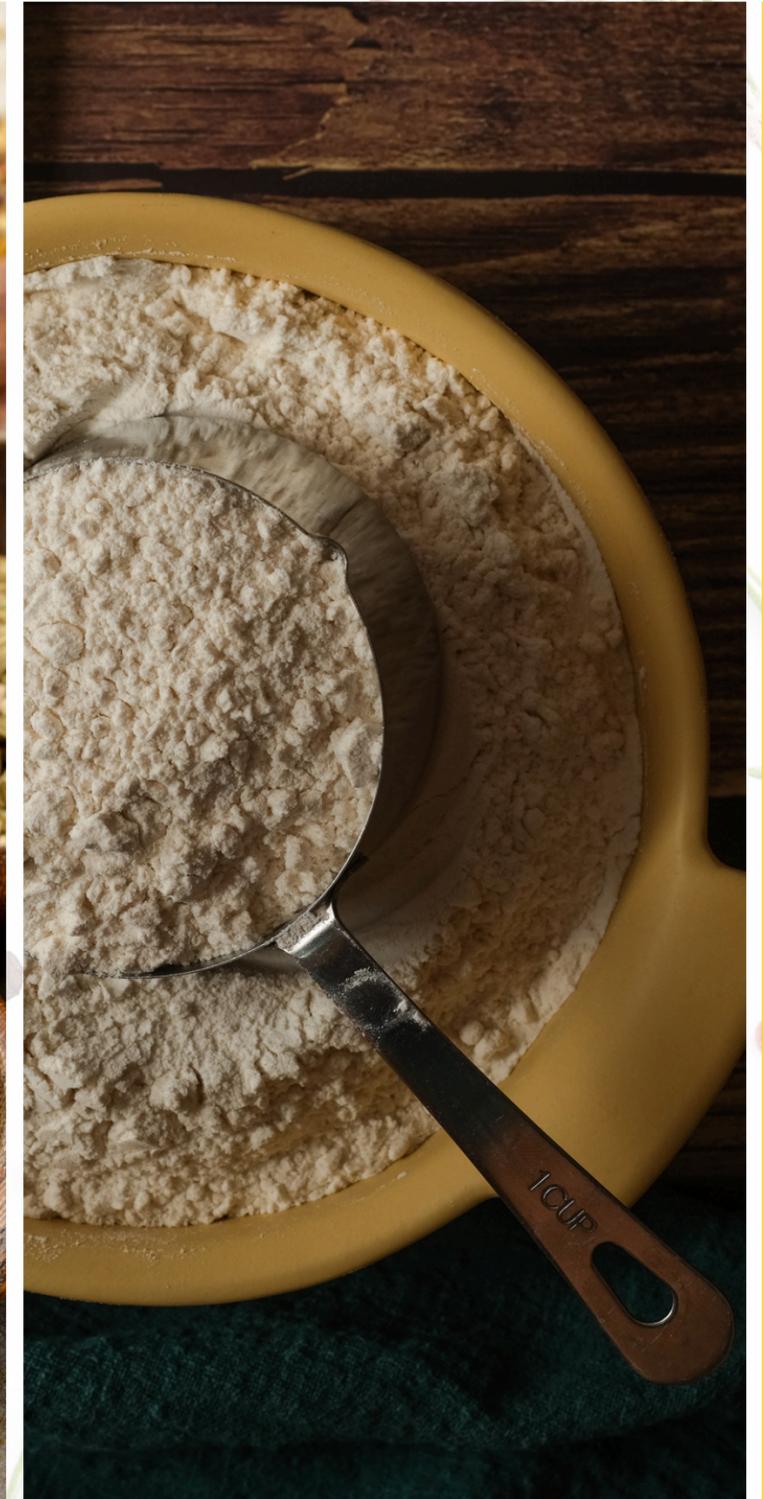
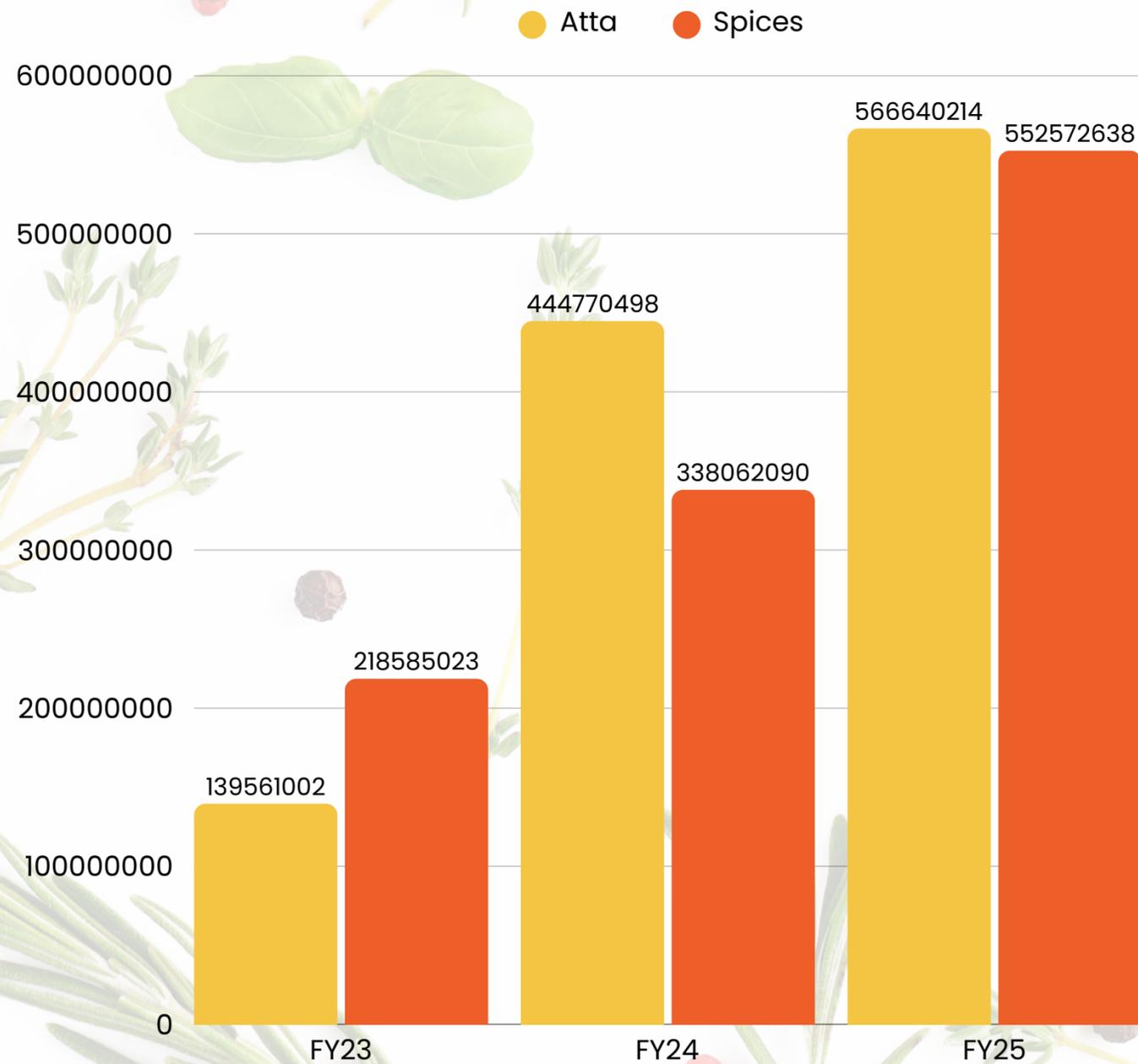
Offline Campaigns:

- Billboards in busy areas.
- Newspaper Ads - Poushtik means safe, healthy, and high-quality.

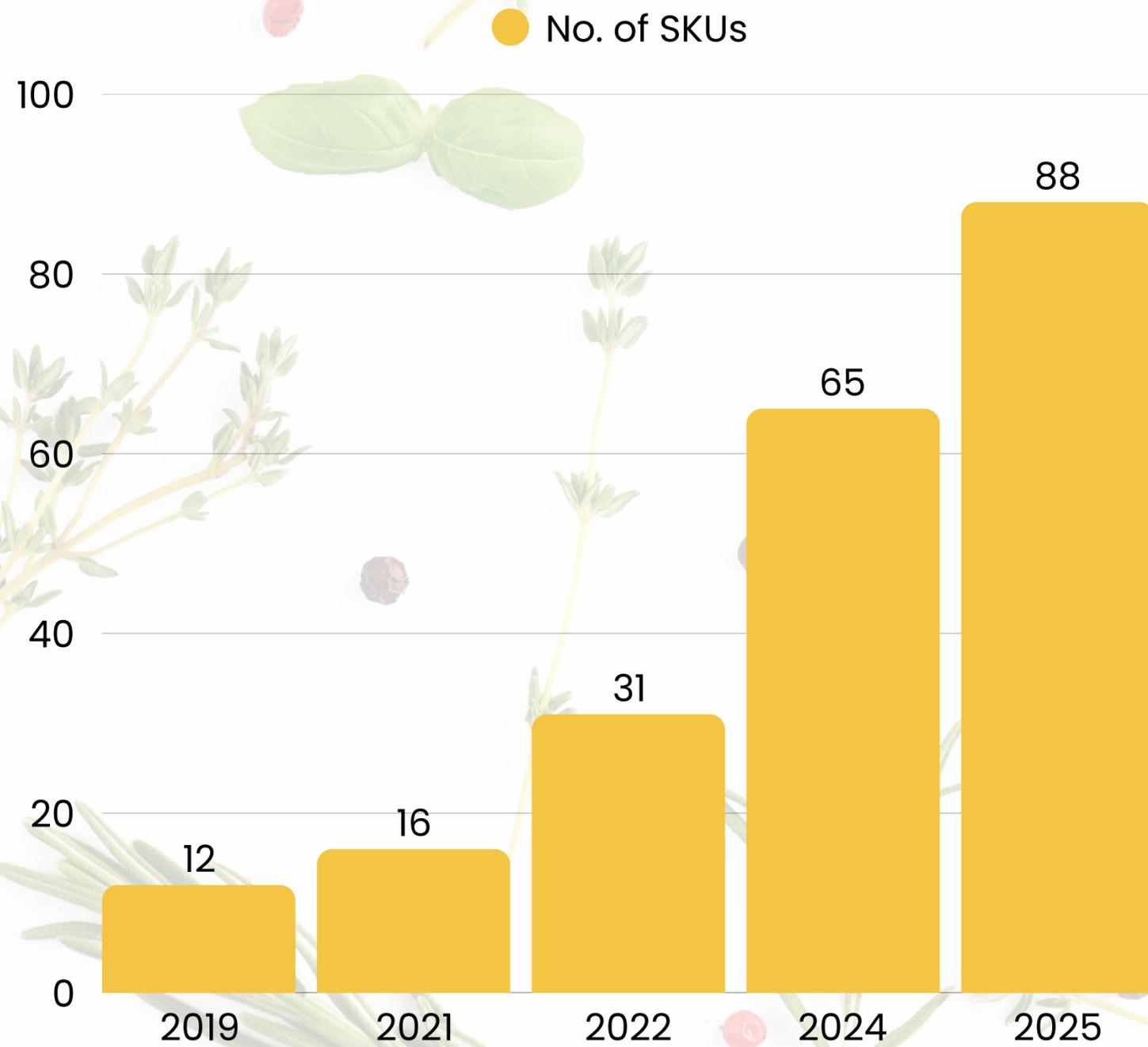
Online Campaigns:

- Influencer Marketing with health enthusiasts
- UGC Content - real customers, real reviews.
- Performance Marketing - targeted ads to boost sales.
- Social Media - Creating awareness and becoming a part of people's daily healthy lives.

Segmental Sales Growth



SKU Growth



Launched Oil Capacity

Launched 15 new masalas

Introduced double filtered oil

Initial launches would include groundnut oil which has low fluctuation

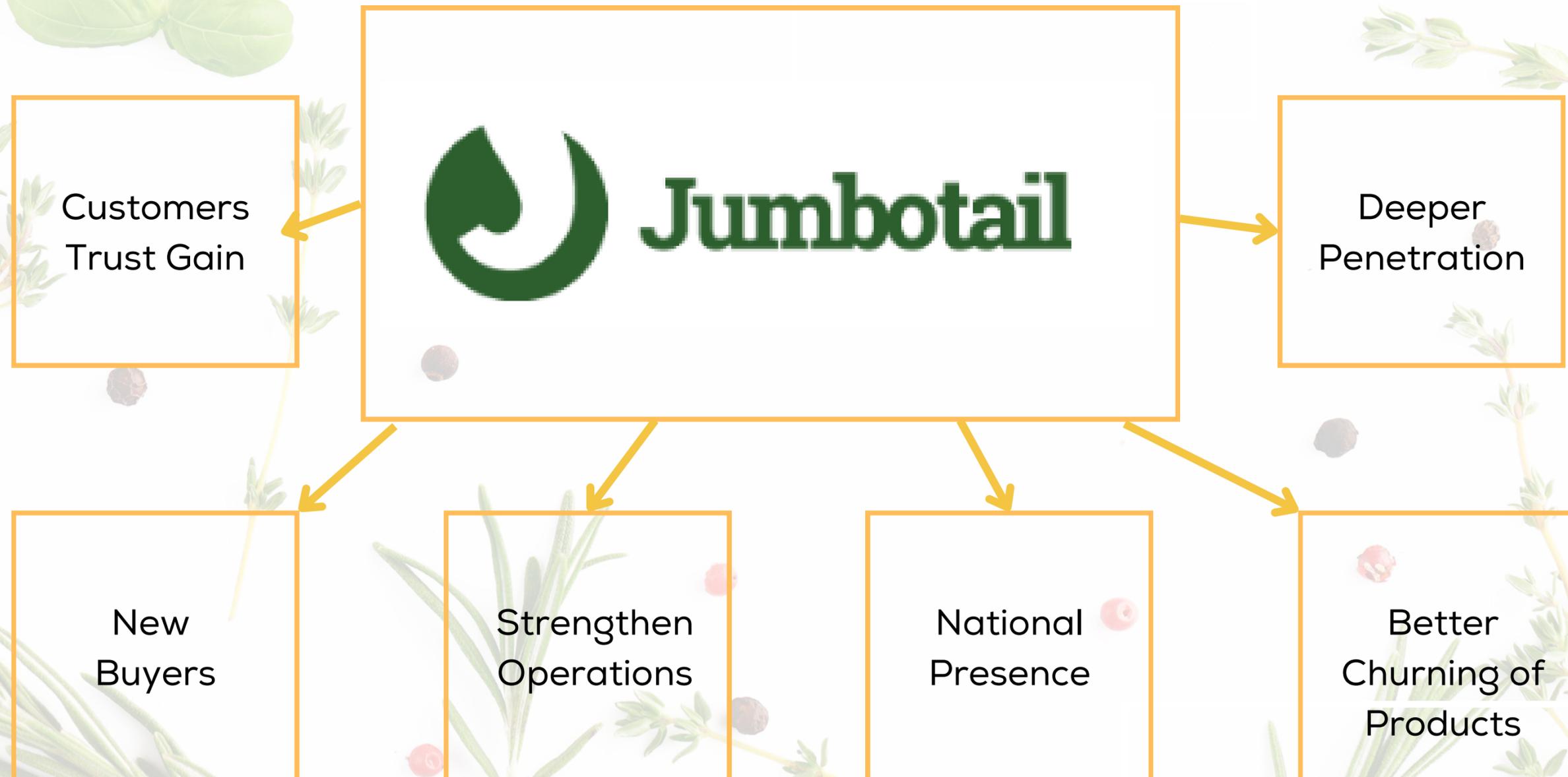
Pipeline includes safflower oil which is a rare oil

Currently no company in the country serves a complete pure Safflower oil



Partnering with "Jumbotail"

We entered in a marketing arrangement with "Jumbotail" a B2B e-commerce marketplace platform.



Enhancing Dealer Network

Covering A+ Category retailers

Invited +1000 wholesalers across
Telangana & Andhra Pradesh

Capturing market share

MEGA DEALER MEET

Penetrating rural coverage

Confidence building in dealer community



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Contact : + 91 9055234567
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Block your calendar !!

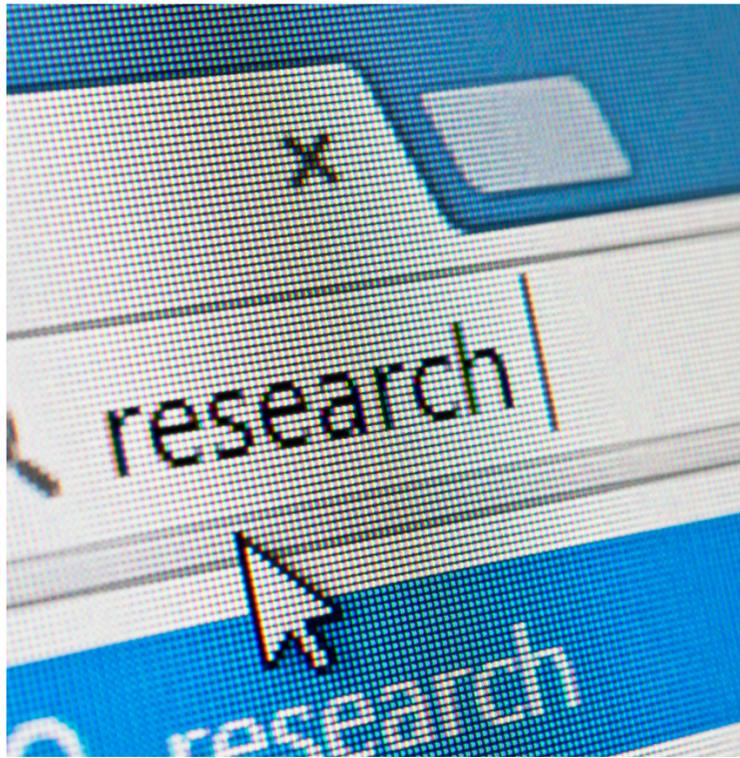
SRIVARI

Cordially invites you to the
Dealer Mega Meet

7th January 2024, 8 pm onwards
at Classic Gardens Balamrai, Secunderabad Near paradise metro station

Goa Tirupathi laptop

Unmatched Quality Products



Continuous investment in R&D



Innovation in Taste



Dynamic Pricing Strategy

Financial Performance



Income Statement

In Lakhs

Particulars	H2FY25	H1FY25	FY25	FY24
Revenue from Operations	6096.65	5283.89	11380.54	7828.33
Total Expenditure	5156.94	4403.63	9560.57	6550.67
EBITDA	939.71	880.26	1819.97	1277.66
EBITDA Margin (%)	15.41%	16.66%	15.99%	16.32%
Other Income	7.56	0	7.56	0.2
Depreciation	137.2	52.77	189.97	84.7
EBIT	810.07	827.49	1637.56	918.5
Interest	100.4	144.96	245.36	189.96
Profit Before Tax	709.66	682.53	1392.19	1003.19
Tax	253.3	191.74	445.05	299.81
Share of Associates	4.47	0.04	4.86	
Profit After Tax	460.83	491.18	952.01	703.38
Profit Margin (%)	7.56%	9.29%	8.37%*	8.99%
Earnings Per Share (Rs.)	5.38	6.88	12.18	11.19

*PAT Margins were decreased due to depreciation of the new capacities

Balance Sheet

In Lakhs

EQUITY AND LIABILITIES			ASSETS		
Particulars	FY25	FY24	Particulars	FY25	FY24
	Audited	Audited		Audited	Audited
Shareholders' funds			Non-current assets		
(a) Share capital	857.04	714.2	(a) Property, Plant & Equipment	2128.21	579.8
(b) Reserves and Surplus	5000.72	1684.54	(b) Intangible assets	0.11	0.15
			(c) Intangible assets under development	33.04	-
			(d) Deferred tax assets	0.02	4.76
Non-current liabilities			(e) Other Non Current Assets	42.39	19.00
(a) Long term Borrowings	766.86	470.41	(f) Income tax asset	401.61	-
(b) Deferred Tax Liability (net)	9.82	0.77			
(c) Other Long term Liabilities	45.00	0			
(d) Long term provisions	1.22	-	Current Assets		
Current liabilities			(a) Inventories	2807.91	2944.41
(a) Short Term Borrowings	896.59	1456.29	(b) Trade receivables	2983.98	1842.07
(b) Trade payables	401.27	801.53	(c) Cash and cash equivalents	13.24	16.99
(c) Other current liabilities	47.83	57.2	(d) Short term loans and advances	9.06	70.22
(d) Short-term provisions	410.7	301.02	(e) Other current assets	17.46	8.66
TOTAL	8,437.04	5,485.96	TOTAL	8,437.04	5,485.96

THANK YOU!



Srivari Spices and Foods Limited
(Formerly known as "Srivari Spices
and Foods Private Limited")
www.srivarispices.com

