



BIKAJI FOODS INTERNATIONAL LIMITED

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CIN: L15499RJ1995PLC010856 | GST No.: 08AAICS1030P1Z5

Ref: BFIL/SEC/2024-25/77

Date: October 24, 2024

To,
Dept of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400 001 (Maharashtra)
Scrip Code: 543653

The Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (East),
Mumbai 400 051 (Maharashtra)
Trading Symbol: BIKAJI

Subject: Investor Presentation or Communication

Dear Sir/ Madam,

In compliance with the applicable requirements of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”), as amended from time to time, please find enclosed herewith a copy of the Investor Presentation or Communication in relation with the Unaudited Standalone and Consolidated Financial Results of the Company for the quarter and half year ended on September 30, 2024.

In compliance with the Regulation 46 of the Listing Regulations, the presentation will also be hosted on the website of the Company and the same can be accessed at www.bikaji.com.

You are kindly requested to take the same on record.

Thanking you

Yours faithfully,
For Bikaji Foods International Limited

Rahul Joshi
Head - Legal and Company Secretary
Membership No.: ACS 33135

Enclosure: As above

BIKAJI

Bikaji Foods International Limited

Q2 & H1FY25 EARNINGS PRESENTATION
October, 2024 | Bikaner

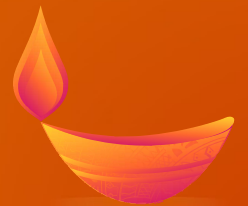


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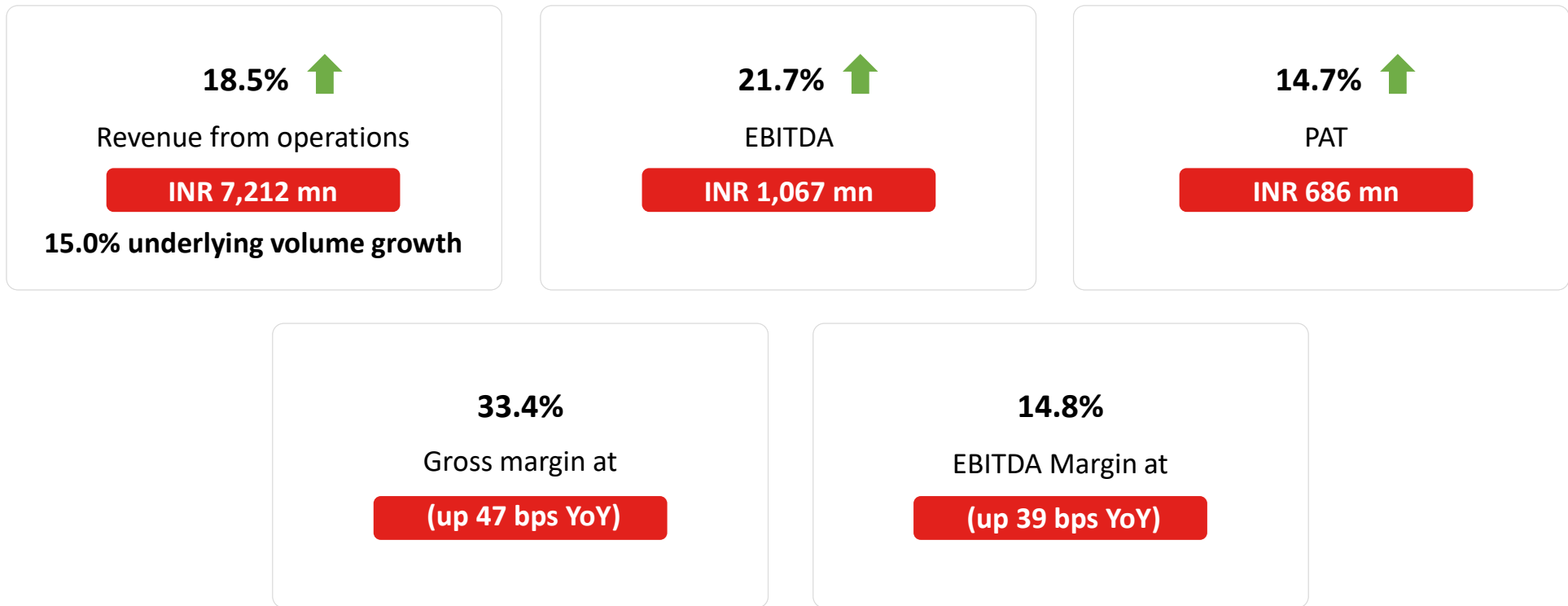


This presentation may have certain statements that may be “forward looking” including those relating to general business plans and strategy of Bikaji Foods International Ltd., its outlook and growth prospects. The actual results may differ materially from these forward-looking statements due to several risks and uncertainties which could include future changes or developments in Bikaji Foods International Ltd., the competitive environment, the company’s ability to implement its strategies and initiatives, respond to technological changes as well as sociopolitical, economic and regulatory conditions in India.

All financial data in this presentation is obtained from the unaudited/audited financial statements and the various ratios are calculated based on these data. This presentation does not constitute a prospectus, offering circular or offering memorandum or an offer, invitation or a solicitation of any offer, to purchase or sell, any shares of Bikaji Foods International Ltd. and should not be considered or construed in any manner whatsoever as a recommendation that any person should subscribe for or purchase any of Bikaji Foods International Ltd. shares. None of the projection, expectations, estimates or prospects in this presentation should be construed as a forecast implying any indicative assurance or guarantee of future performance, nor that the assumptions on which such future projects, expectations, estimates or prospects have been prepared are complete or comprehensive .

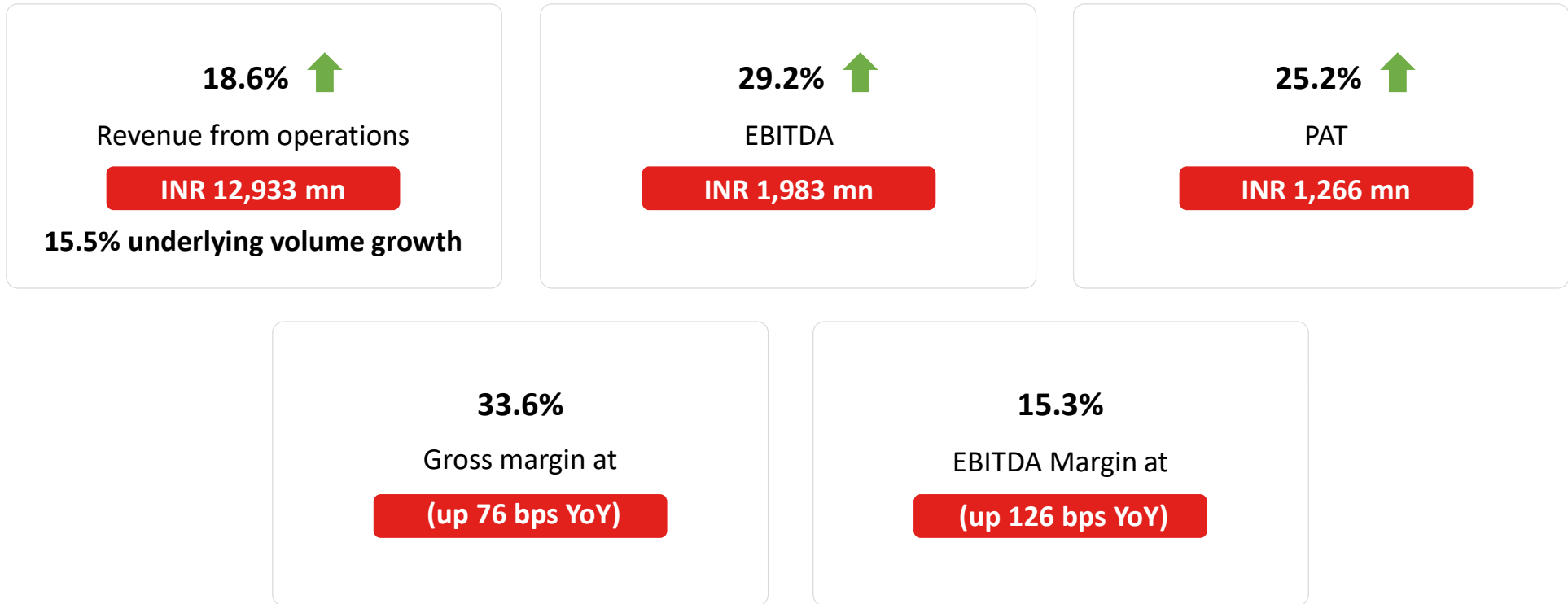
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Strong Quarter Performance with
33.4% Gross Margin & 14.8% EBITDA Margin



Note: # Growth is calculated on a year-on-year basis

Strong Quarter Performance with
33.6% Gross Margin & 15.3% EBITDA Margin

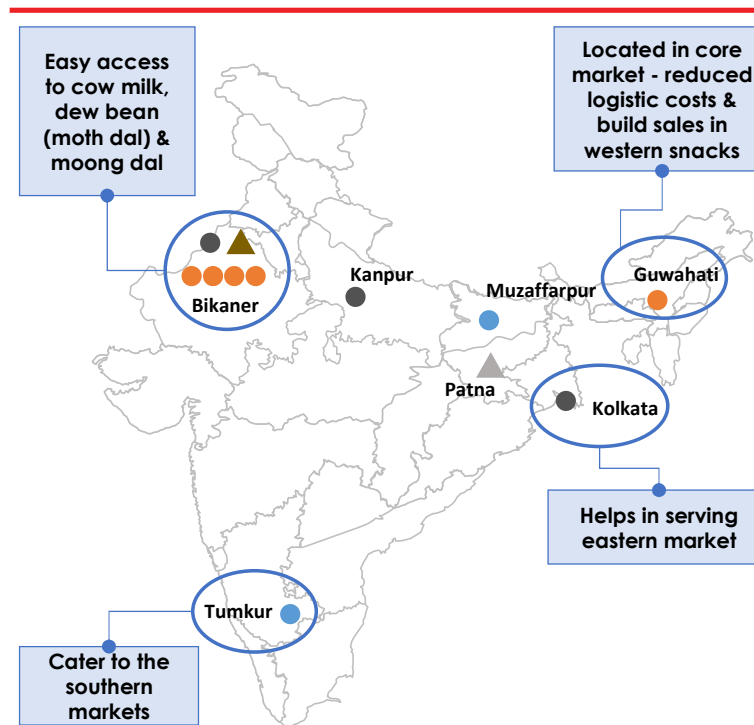


Note: # Growth is calculated on a year-on-year basis

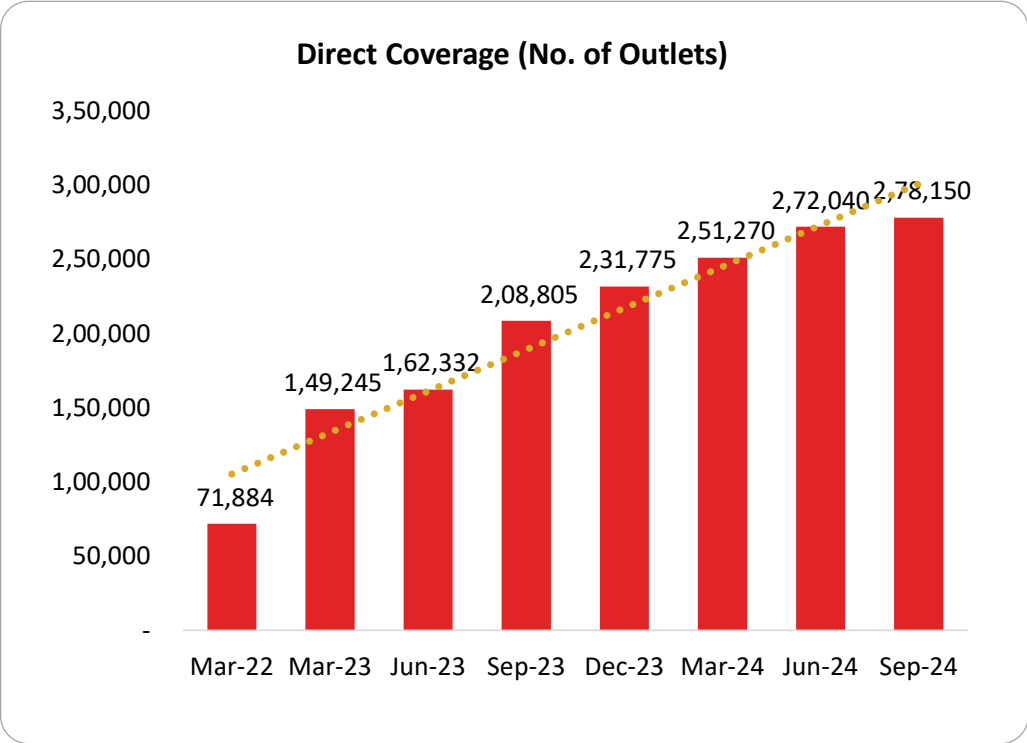
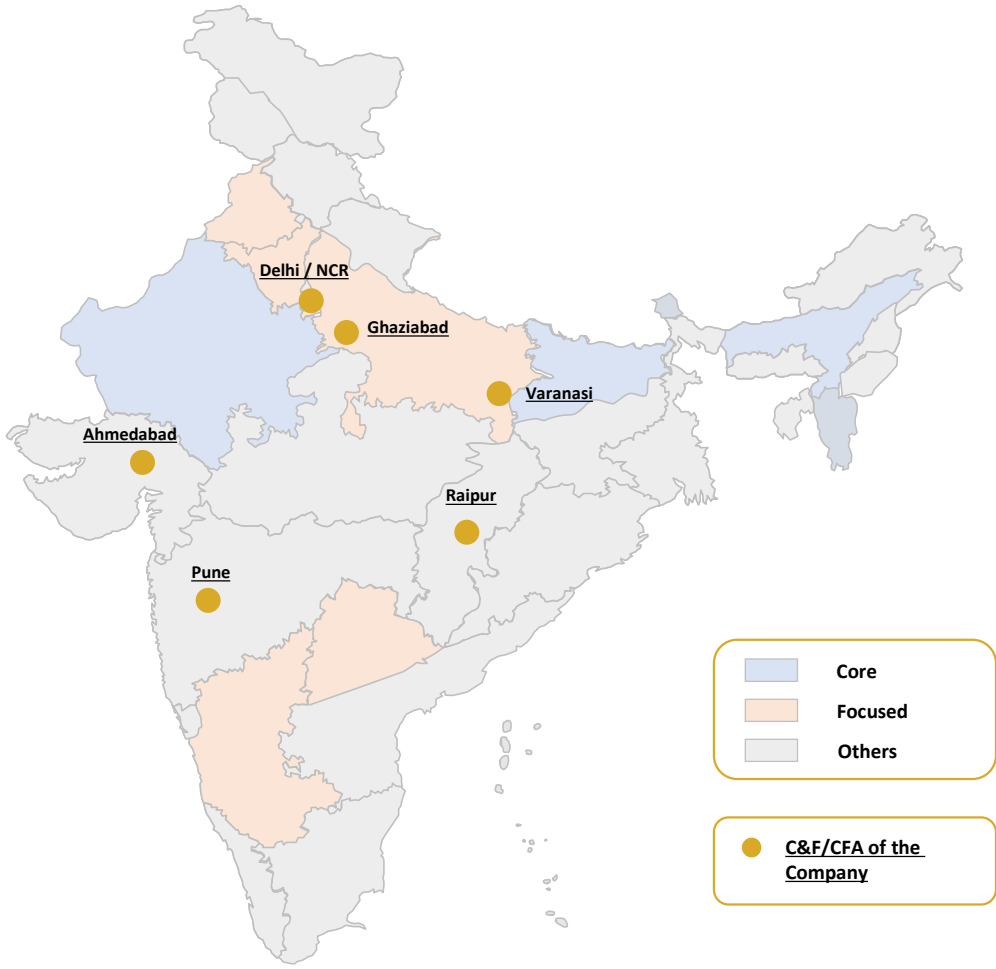
Category wise Installed Capacity

Installed Capacity as of 30 th September 2024	
Category	Capacity (in metric tones)
Bhujia	57,600
Namkeen	135,540
Packaged Sweets	62,280
Western Snacks	37,500
Papad	11,400
Others	10,800
Total	315,120

Manufacturing facilities



Strategically located manufacturing facilities



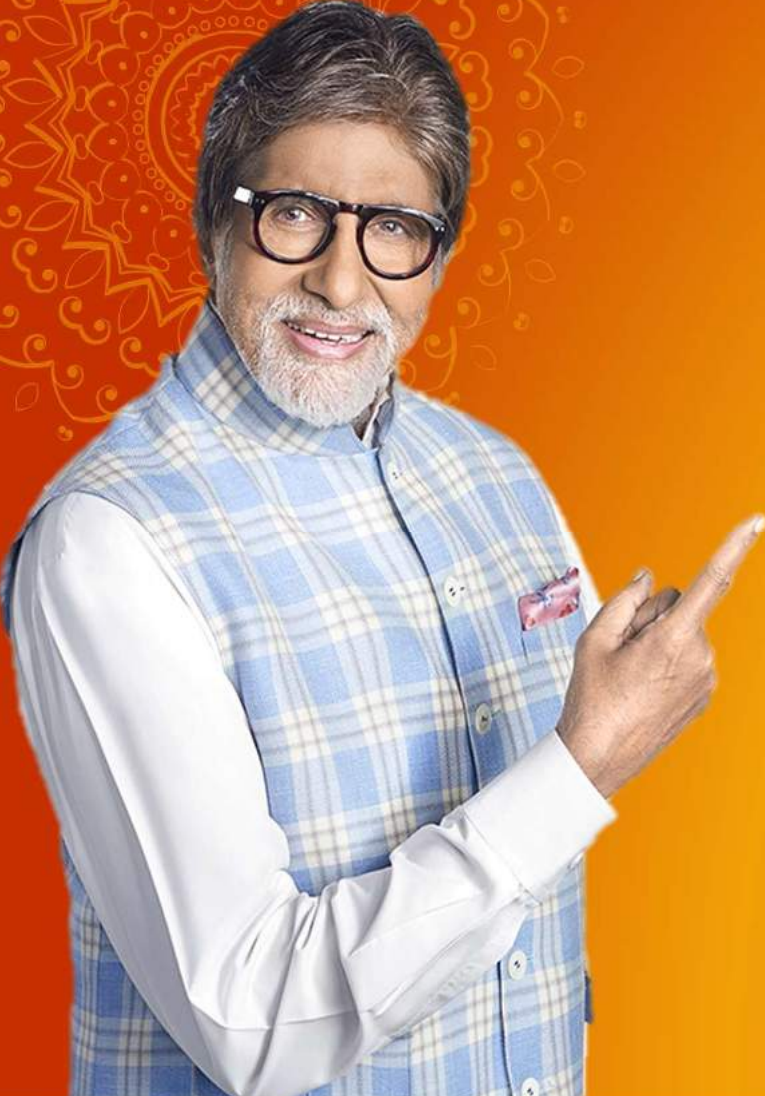
Focus on increasing direct reach

Continued focus on direct distribution model

Overall total reach as on 30th September 2024 – 10.81 Lacs outlets



MARKETING INITIATIVES



ATL MARKETING ACTIVITIES



MEGA CONSUMER OFFER (period 15 August to 15 December 2024)

Bikaji Khao London Jao



Winner Highlights

10 London Winners	36 TVS Jupiter Winners	90 LED TV Winners	264 VIP Bags Winners
31k+ Rs 100 Cashback winners	15k+ Rs 50 Cashback winners	650+ Borosil voucher winners	2 lakh + website discount winners

REGIONAL ADS - Launch + Sustenance



CAMPAIGN TVC



IMPACT PROPERTY – KBC (SONY TV)



RADIO CAMPAIGN - Average of 20 spots per day



CAMPAIGNS ARE RUNNING ACROSS THESE NETWORKS



RAJASTHAN



Outdoor hoardings done in Bikaner

300 Arch gates done in Jaipur, Jodhpur, Bikaner, Ajmer, Kota, Udaipur etc.

350 RSRTC Buses were branded

In store branding done across all distributor / retailer outlets

ASSAM



In-store branding was done across all distributor/retailer outlets in Guwahati, Balpeta, Silchar, Jorhat, Tinsukhia etc.

BIHAR



1,000 autos branded across Patna, Siwan, Ara, Gopalganj, Chapra

In-store branding was done across all distributor/retailer outlets in Patna, Ara, Siwan, Buxar etc.

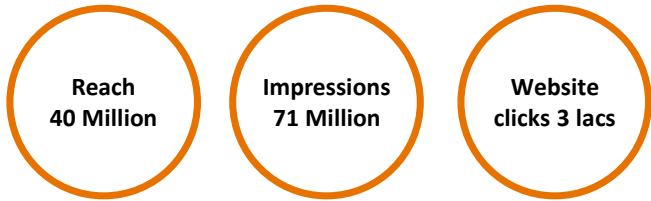
Other States



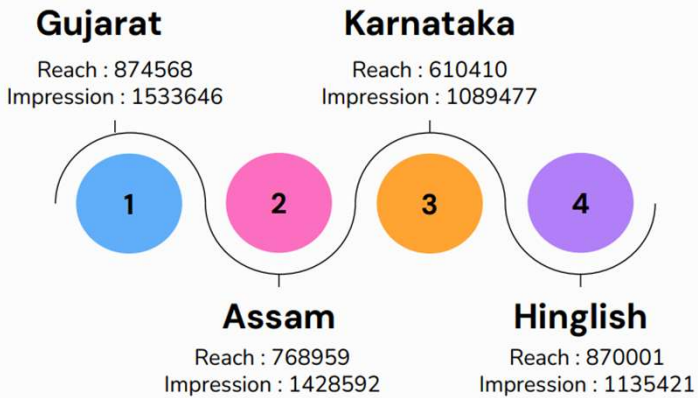
- Auto branding – UP and Chhattisgarh
- BMRTC Branding
- Sales + POP kits
- POP distribution to all core and focus states

SOCIAL MEDIA HIGHLIGHTS

4 Language Ads:
Hindi, Gujarati, Kannada & Assamese

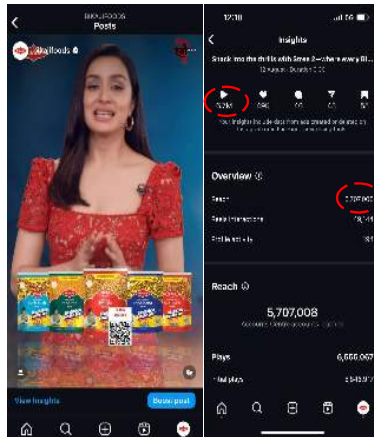


PERFORMANCE - LANGUAGE ADS

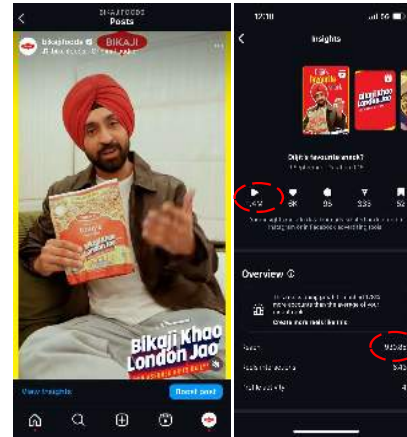


PRODUCT INTEGRATION AND INFLUENCER CAMPAIGN

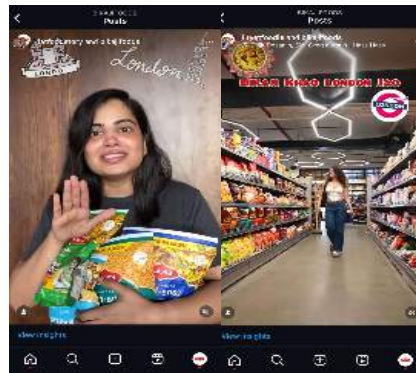
Reach of 6+ million



Stree 2 Collaboration



Celebrity influencer



Influencer Collaboration

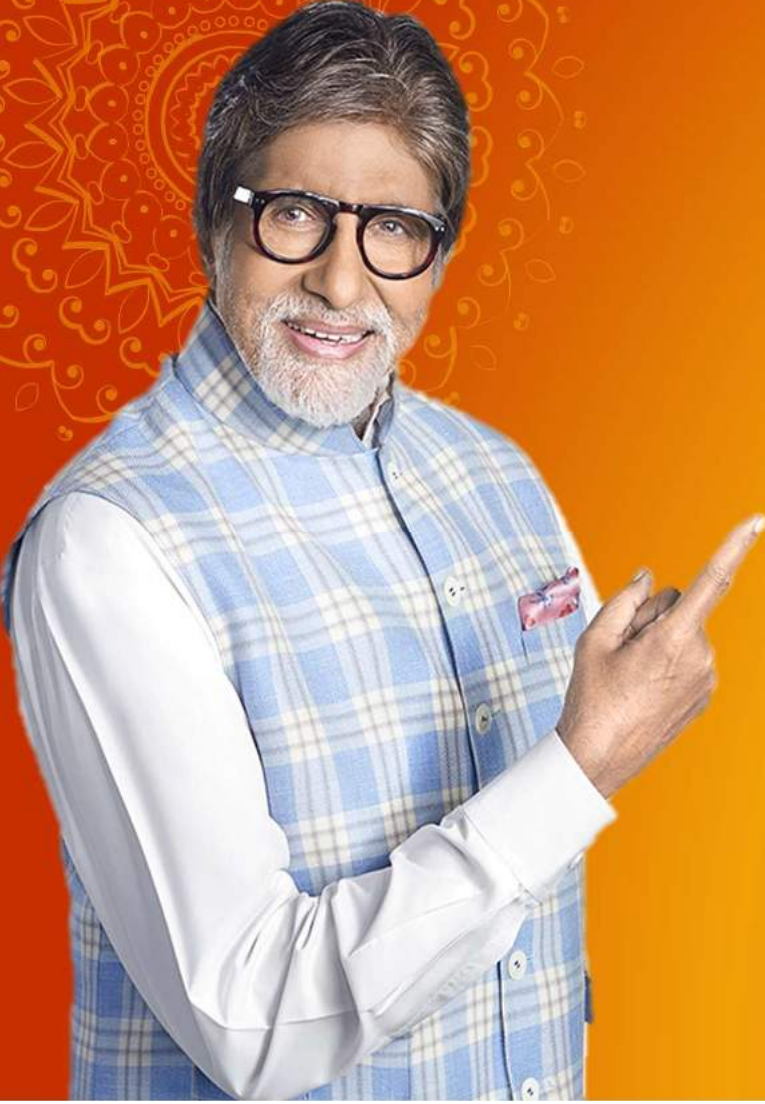
BIKAJI AT DEOGARH MELA - BIHAR



Sampling of BIKAJI's products was done to more than 5,000 kavad yatri's across Bihar & Jharkhand



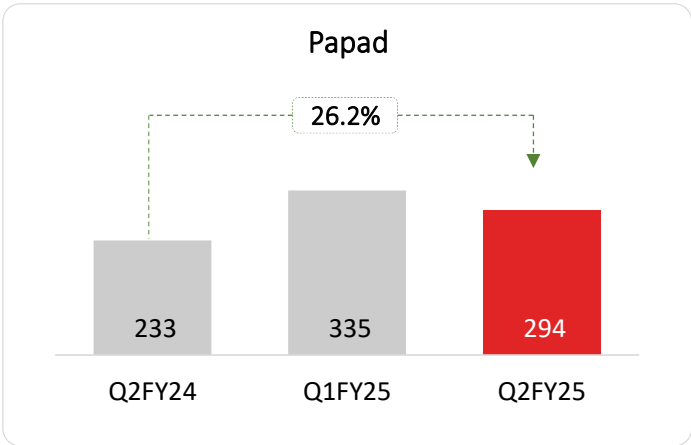
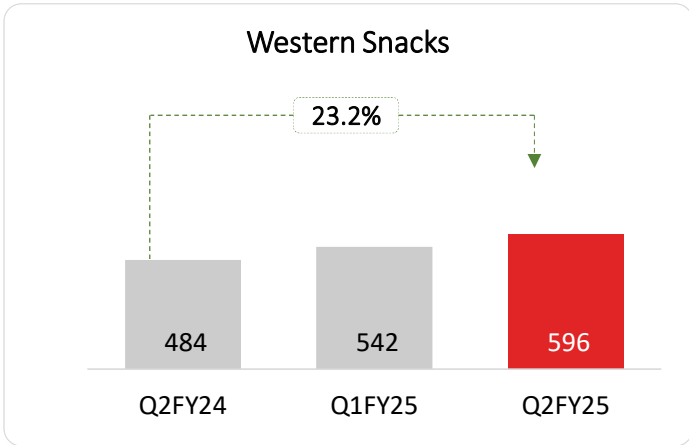
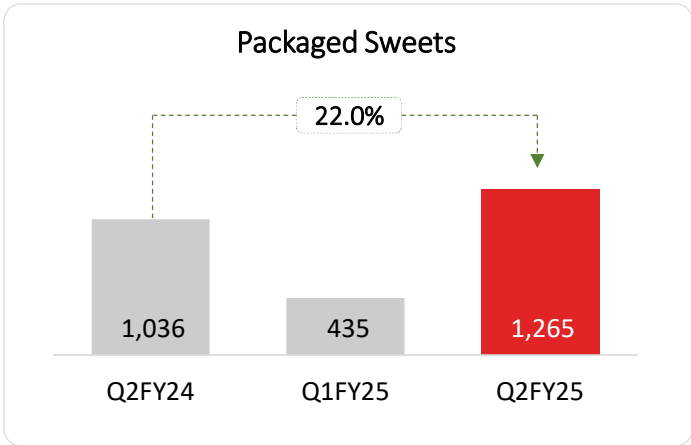
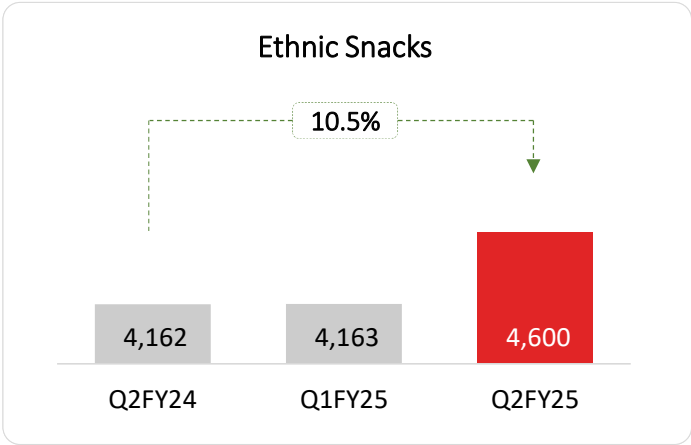
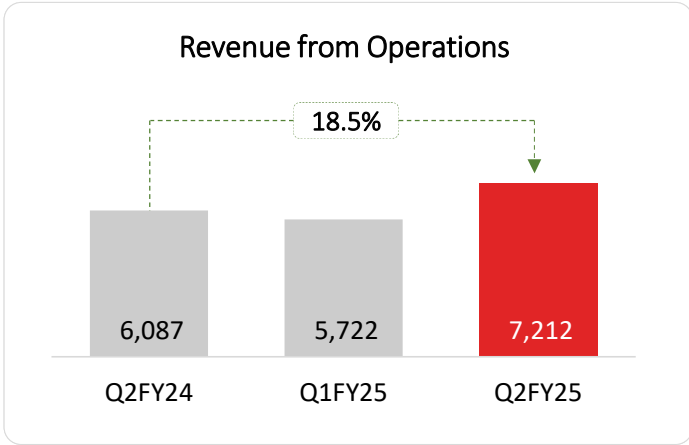
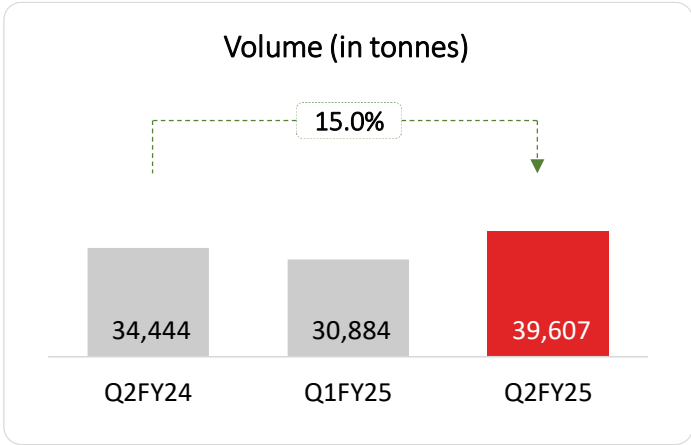
BUSINESS PERFORMANCE



Q2FY25 BUSINESS PERFORMANCE

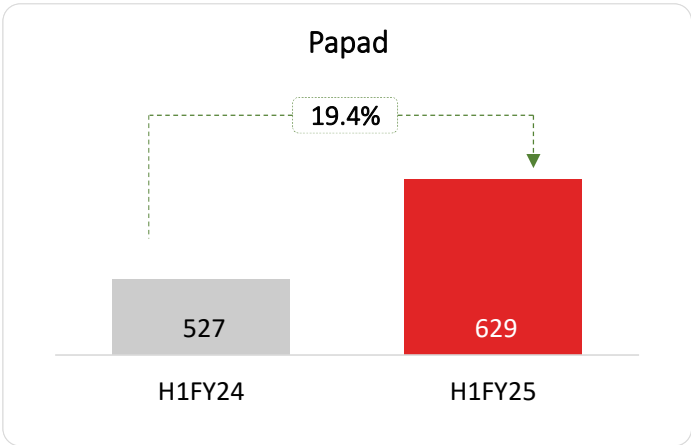
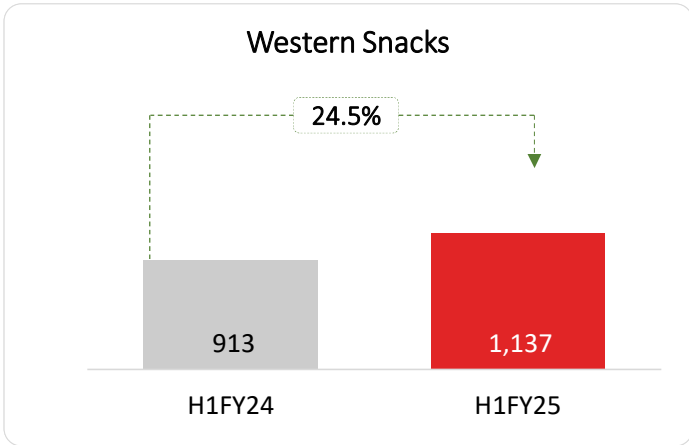
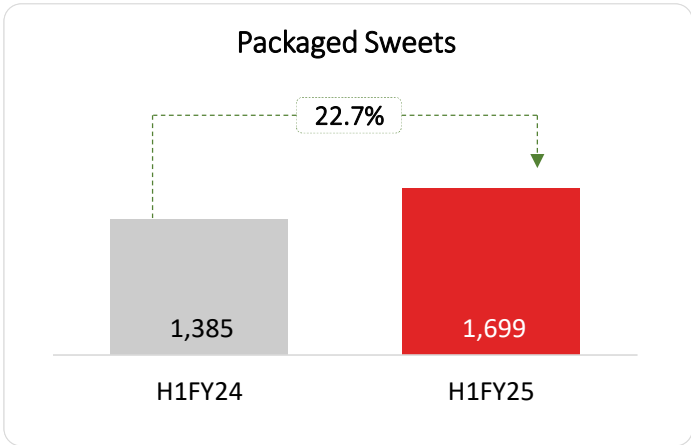
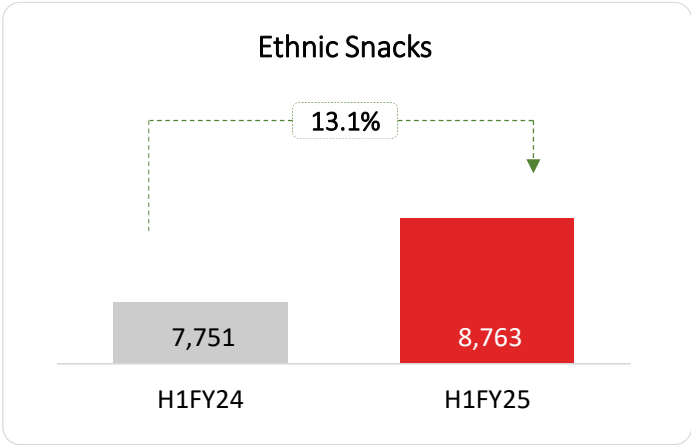
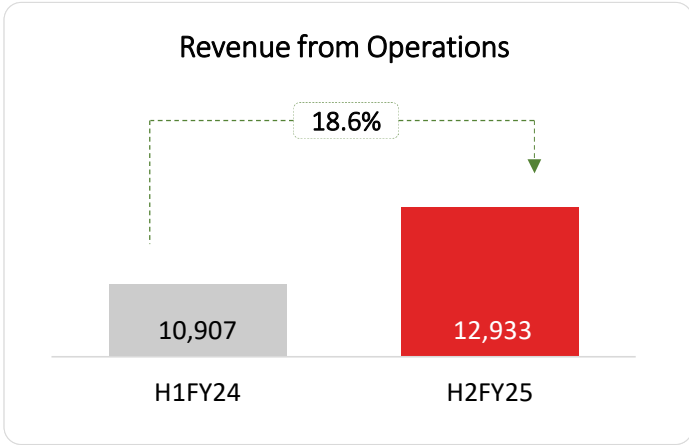
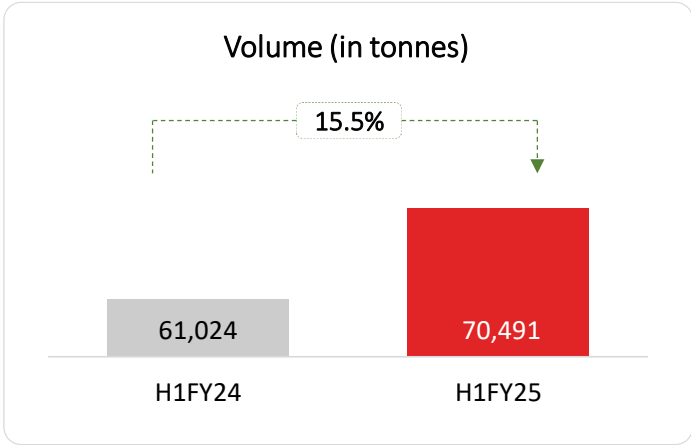


(INR Mn)



Note: *Revenue from operations includes sale of raw material, packing materials, PLI Income and service income also which is not included in category wise breakup

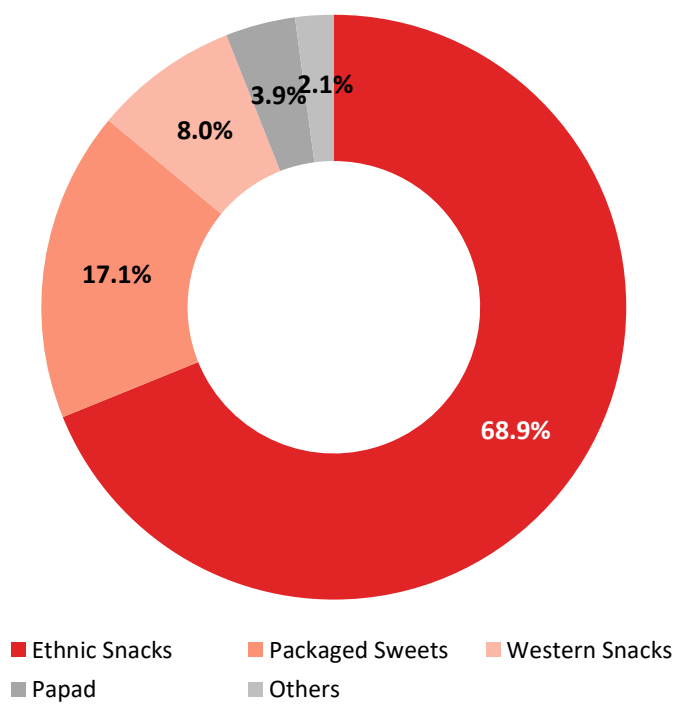
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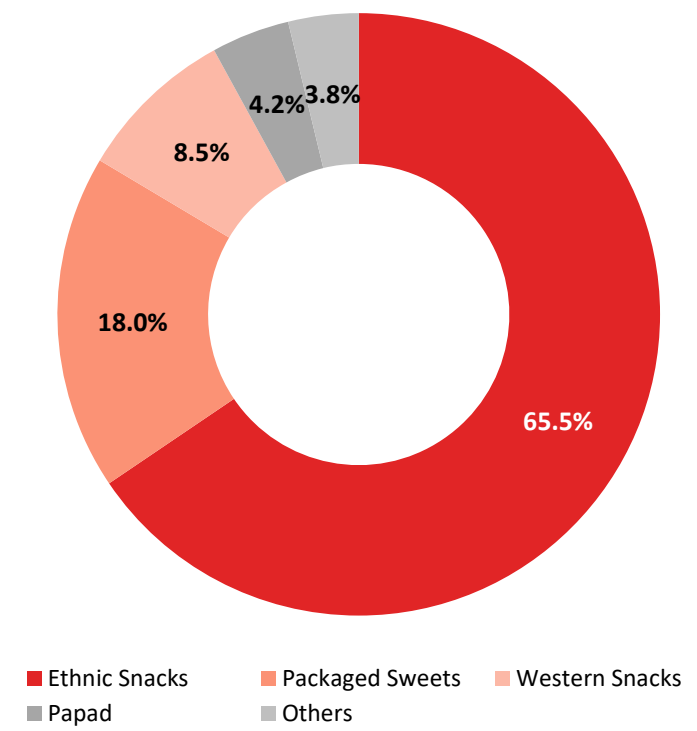
Note: *Revenue from operations includes sale of raw material, packing materials, PLI Income and service income also which is not included in category wise breakup

(in %)

Q2FY24

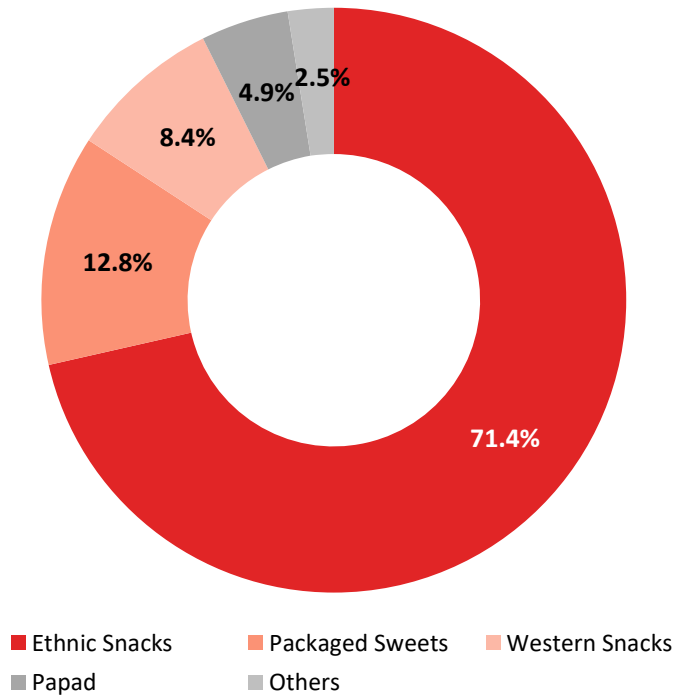


Q2FY25

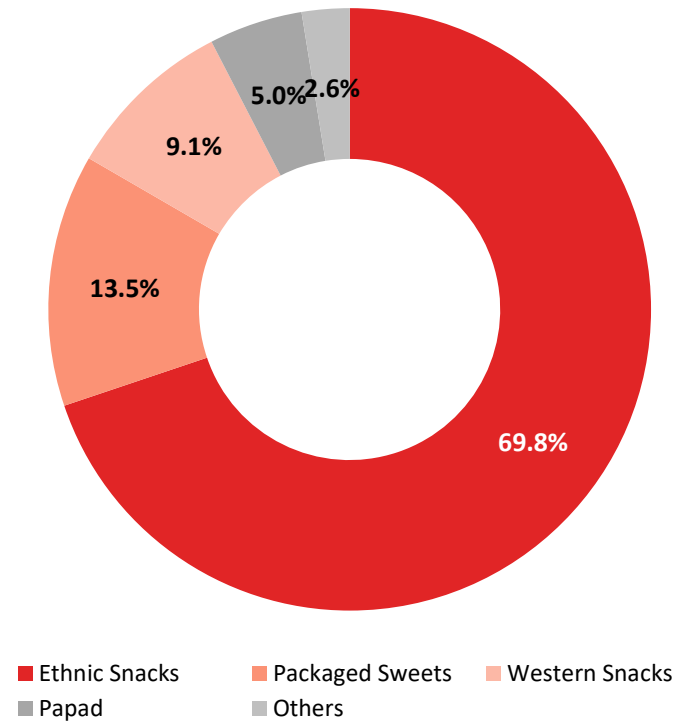


(in %)

H1FY24



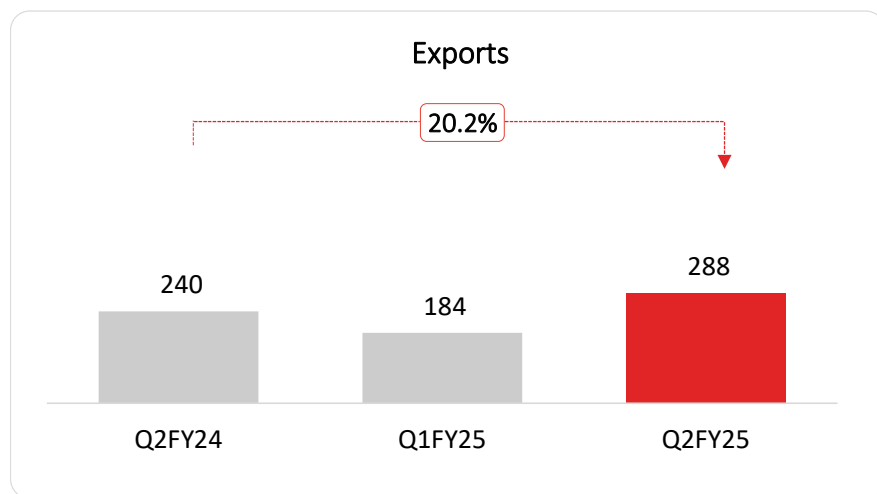
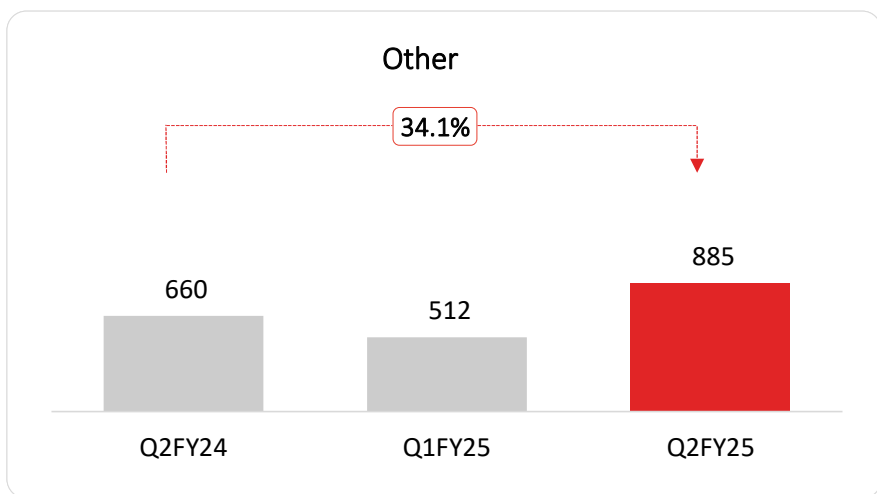
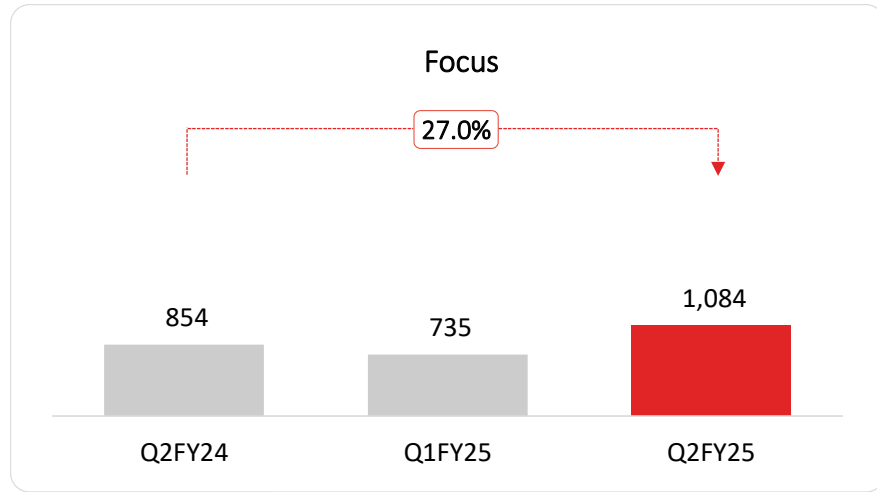
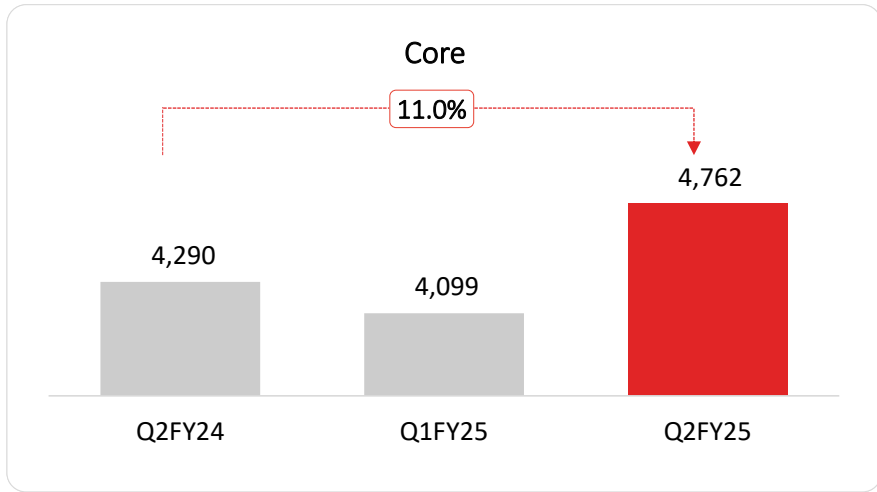
H1FY25



Q2FY25 CORE & FOCUS MARKETS PERFORMANCE



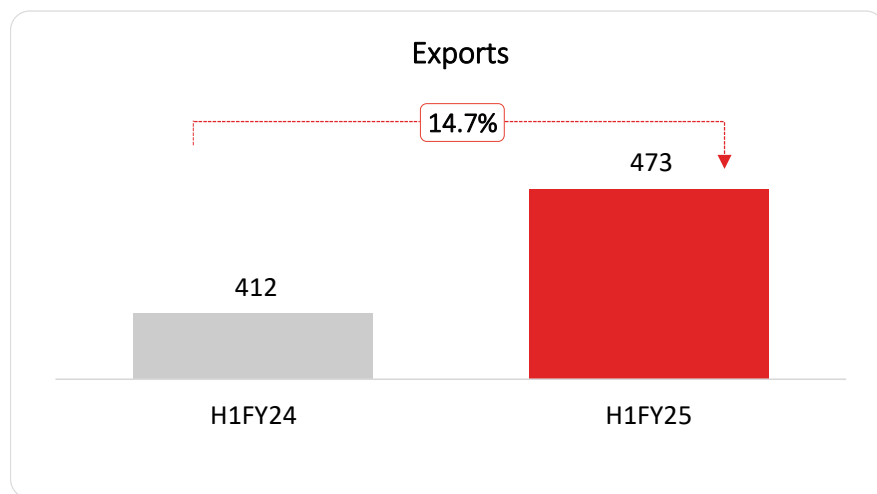
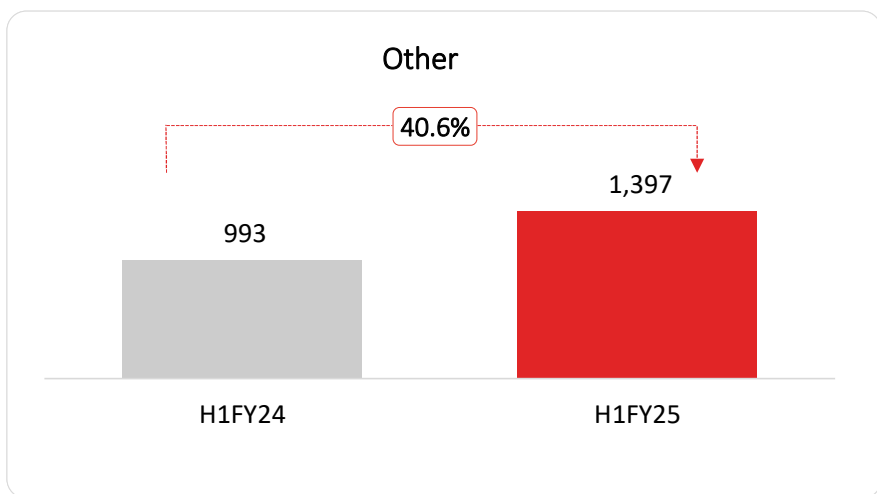
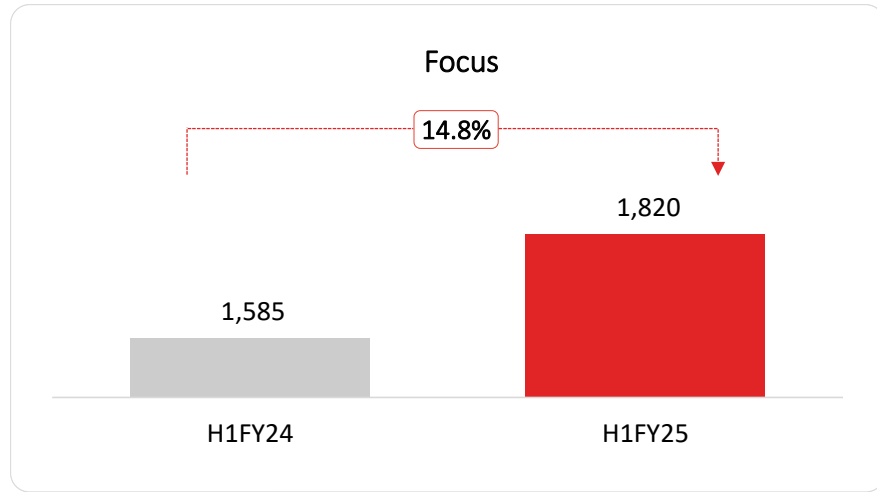
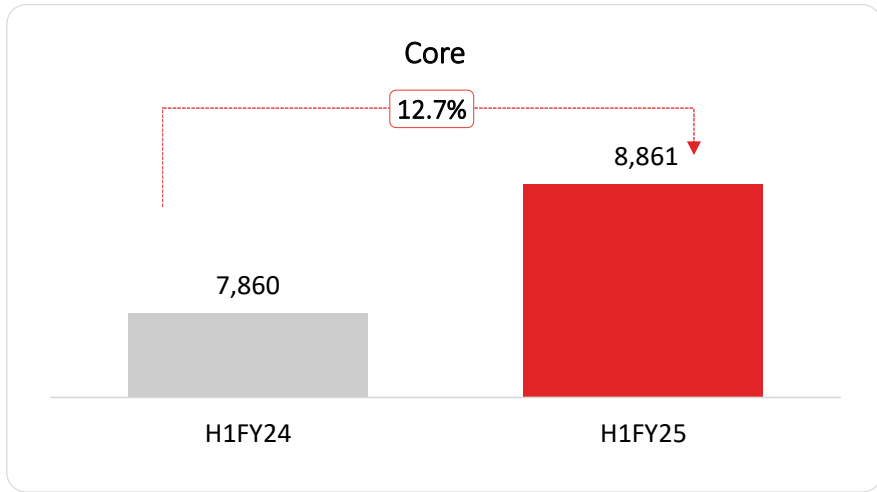
(INR Mn)



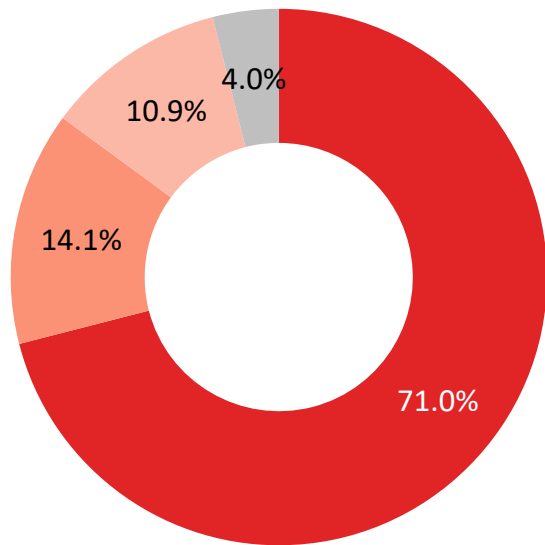
H1FY25 CORE & FOCUS MARKETS PERFORMANCE



(INR Mn)

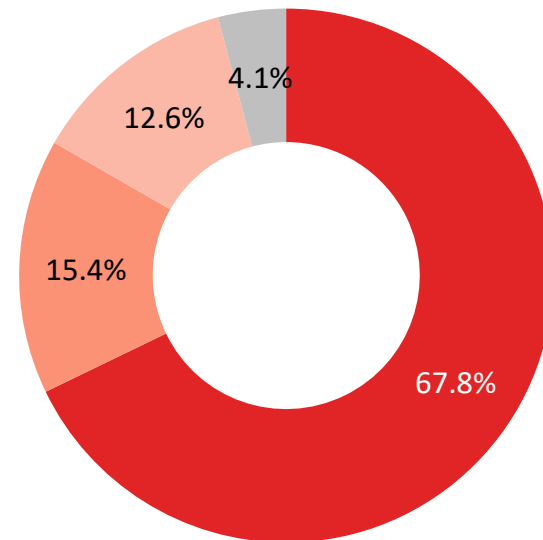


Q2FY24



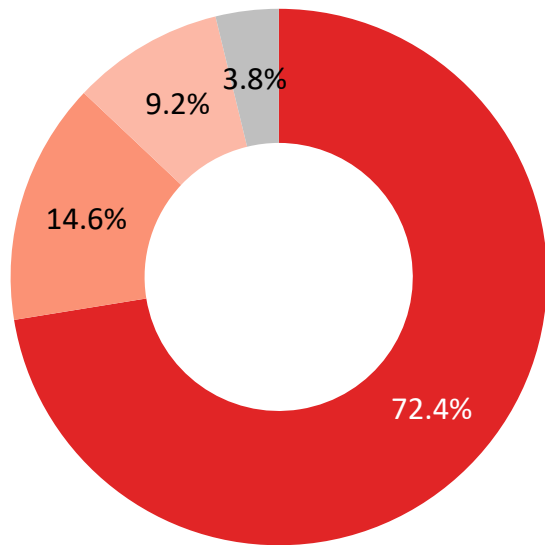
■ Core ■ Focus ■ Other ■ Export

Q2FY25



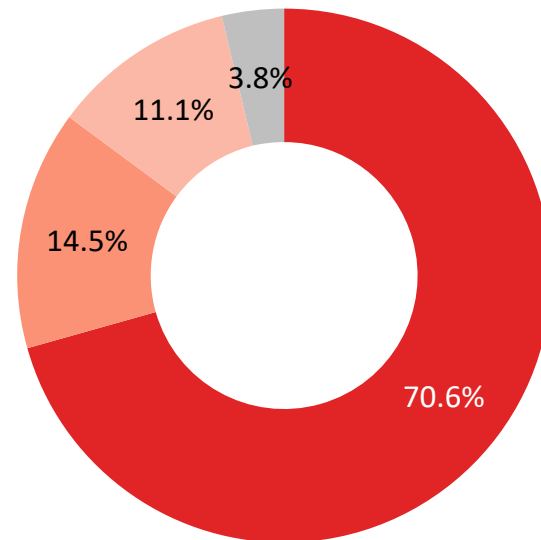
■ Core ■ Focus ■ Other ■ Export

H1FY24



■ Core ■ Focus ■ Other ■ Export

H1FY25

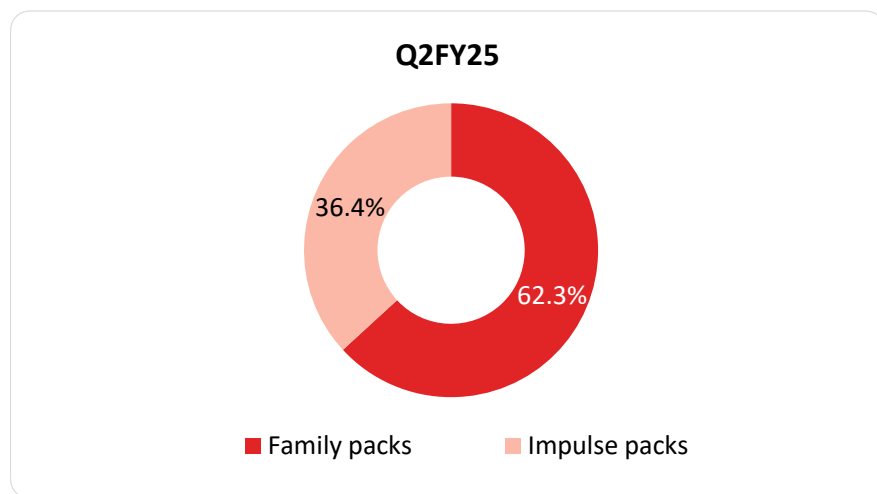
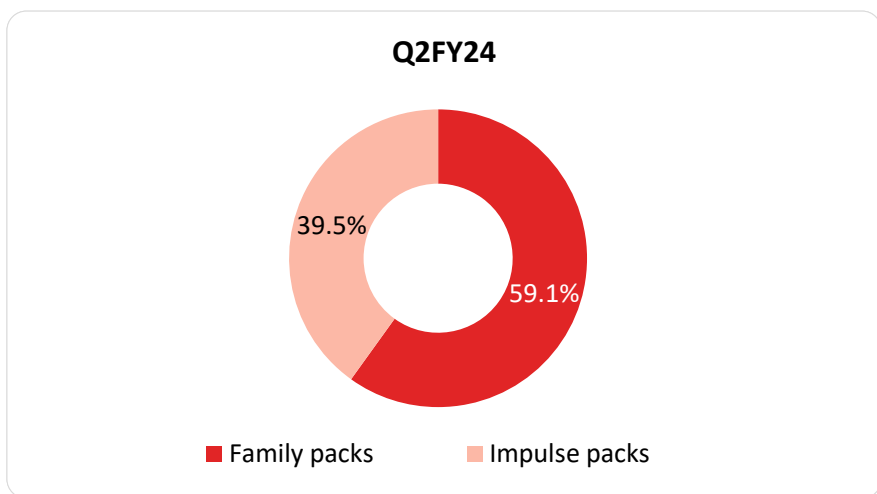
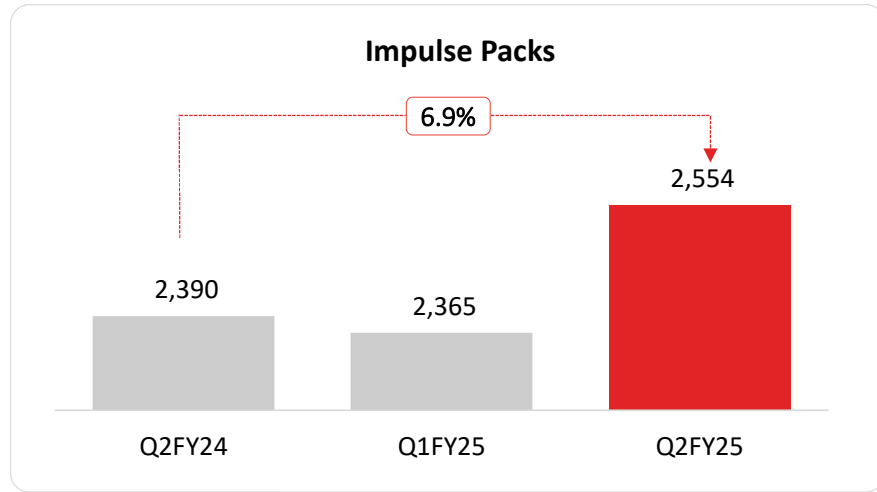
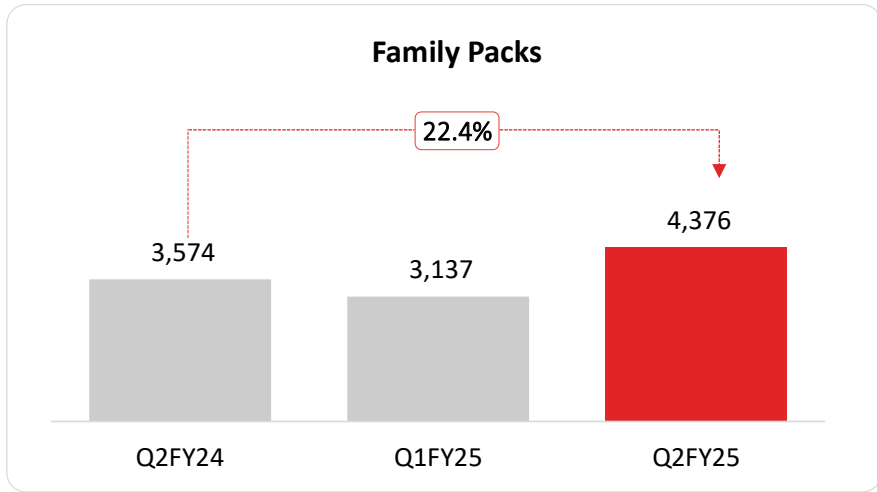


■ Core ■ Focus ■ Other ■ Export

Q2FY25 SKU MIX- MARKET LEADER IN FAMILY PACK SEGMENT



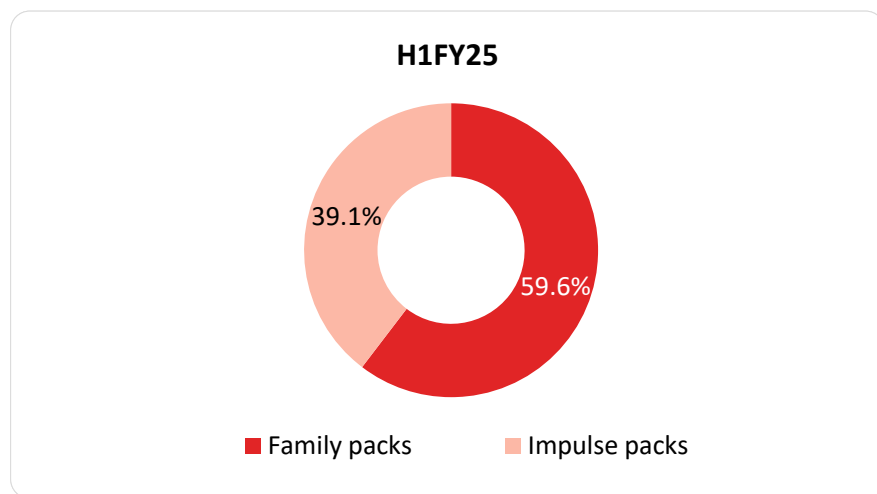
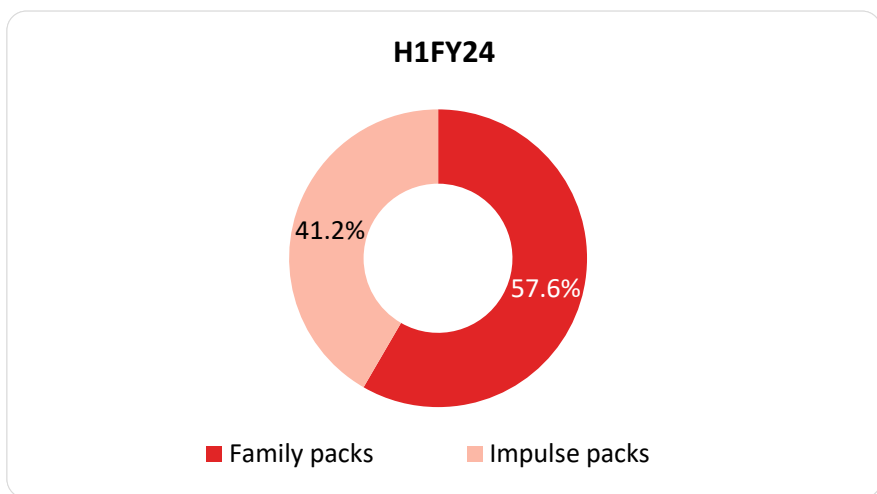
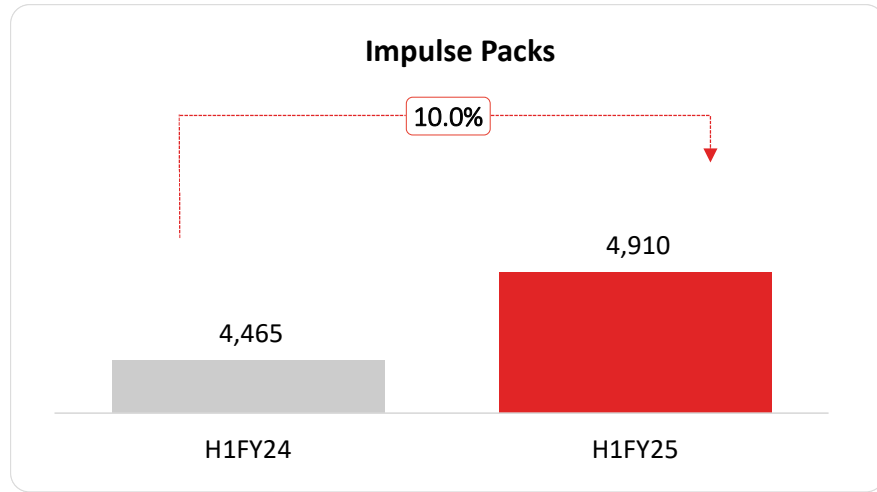
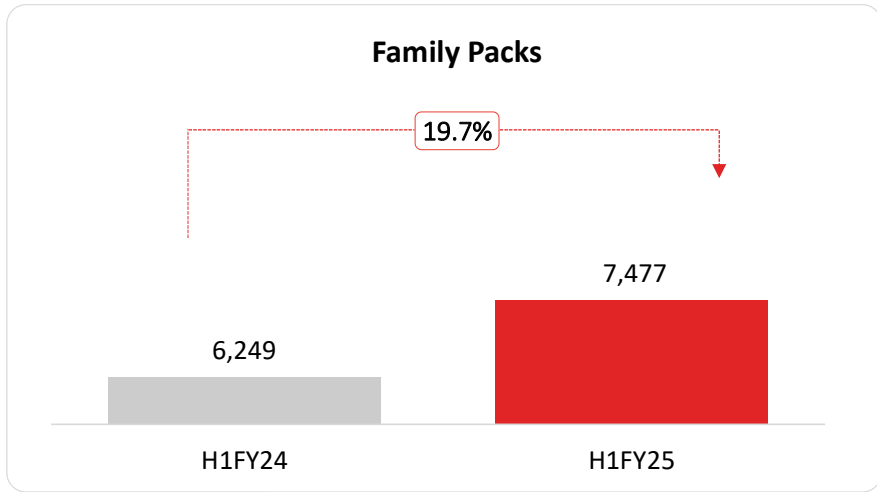
(INR Mn)



H1FY25 SKU MIX- MARKET LEADER IN FAMILY PACK SEGMENT



(INR Mn)



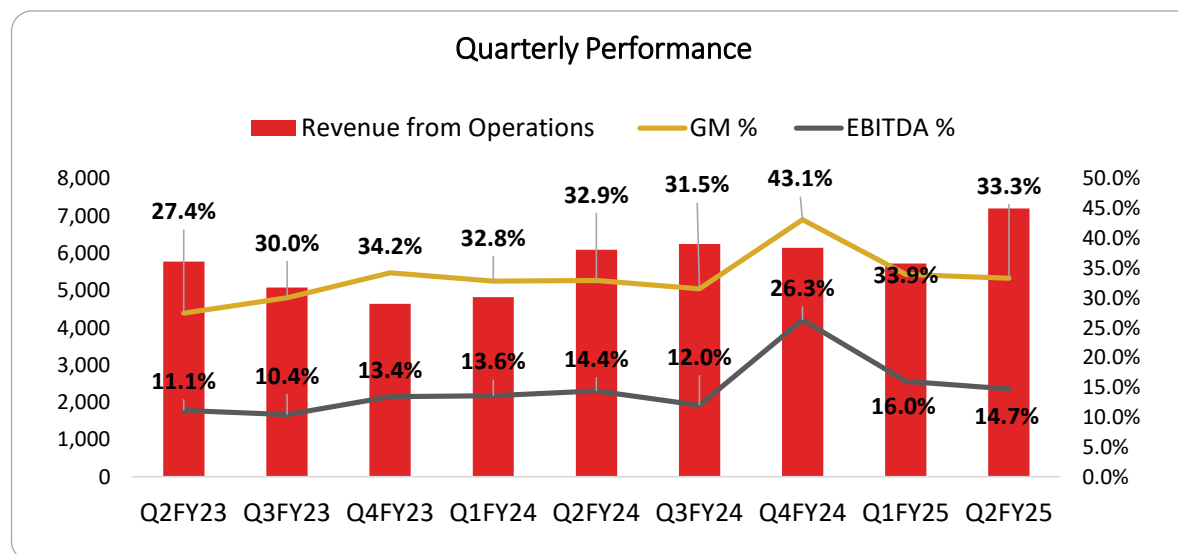
Key Financial Performance

(INR Mn)

Particulars	Q2 FY25	YoY (%)	QoQ (%)
Total revenue from operations	7,212	18.5%	26.0%
EBITDA	1,067	21.7%	16.6%
PAT	686	14.7%	18.1%

Particulars	Q2 FY25	YoY (%)	QoQ (%)
Adjusted revenue from operations (excluding PLI income)	7,062	16.0%	26.7%
Adjusted EBITDA	918	4.6%	19.8%

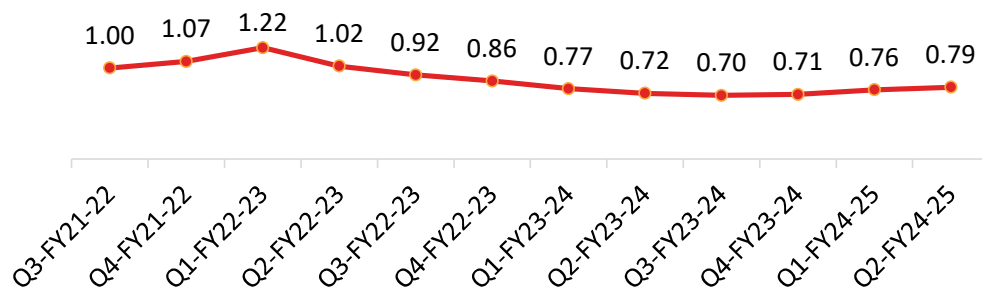
- Delivered overall **volume growth of 15%** and **value growth of 16.1%** YoY in Q2 FY 24-25
- Delivered **revenue growth of 18.5%** and **EBITDA growth of 21.7%** in Q2 FY 24-25 as compared to same quarter last year. With this consolidated EBITDA earned by the Company during the first half of FY 24-25 stands out at **INR 1,983 millions**
- Despite facing significant inflationary challenges, we successfully maintained our margin profile while achieving robust volume growth. Strategic cost management and effective pricing strategies enabled us to navigate this environment, ensuring both profitability and market competitiveness.



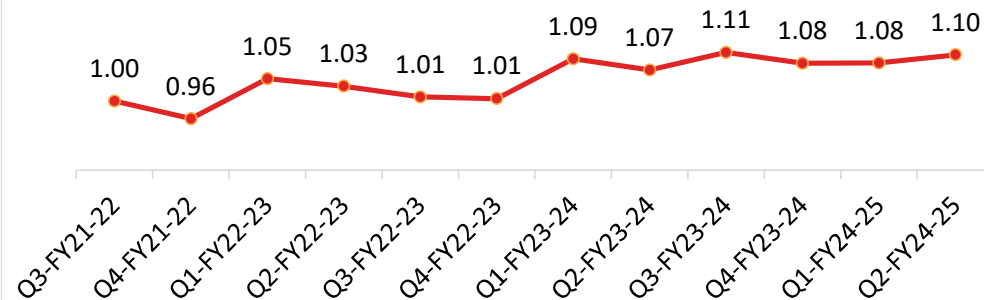
SENSITIVITY IN KEY MATERIAL CATEGORIES



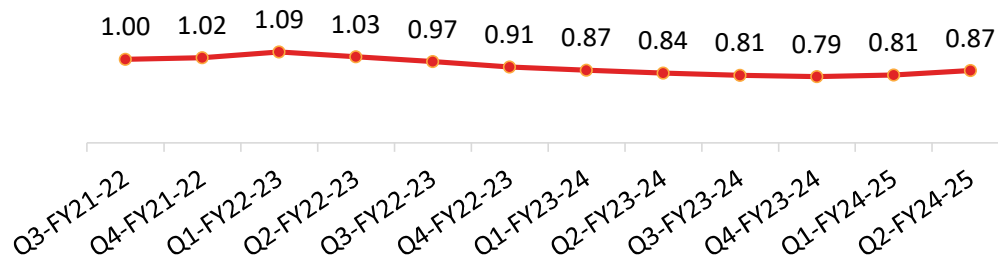
Edible Oil



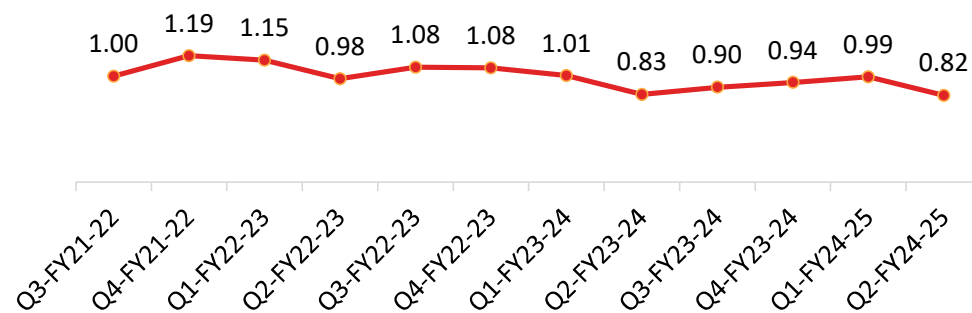
Pulses and Flours



Laminates



Corrugated Boxes



(INR Mn)

Particulars	Quarter ended 30 th September, 2024	Quarter ended 30 th June, 2024	Quarter ended 30 th September, 2023	H1 FY25 30th September, 2024	H1 FY24 30th September, 2023
Revenue from Operations	7,212	5,722	6,087	12,933	10,907
Other Income	79	73	60	152	116
Total Revenue	7,291	5,794	6,147	13,085	11,024
Cost of Goods Sold	4,805	3,779	4,084	8,585	7,323
Gross Profit	2,406	1,942	2,002	4,349	3,584
Gross Margins (%)	33.3%	33.9%	32.9%	33.6%	32.9%
EBITDA	1,067	916	877	1,983	1,535
EBITDA Margin (%)	14.8%	16.0%	14.4%	15.3%	14.1%
EBIT	1,037	737	721	1,774	1,245
EBIT Margin (%)	14.4%	12.9%	11.8%	13.7%	11.4%
PAT	686	581	598	1,266	1,012
PAT Margin (%)	9.5%	10.1%	9.8%	9.8%	9.3%
EPS (Basic)	2.76	2.34	2.45	5.10	4.11



Particulars	30 September 2024	31 March 2024	30 September 2023
Property, plant and equipment (<i>Tangible, Intangible, CWIP, RoU</i>)	9,166	8,240	7,947
Cash and Cash Equivalent (<i>inclusive of Fixed deposit balances and interest accrued thereon</i>)	3,234	2,606	2,355
Inventories	1,523	821	1,230
Trade receivables	1,455	1,035	1,188
Other Assets	3,051	2,632	1,741
Total Assets	18,430	15,335	14,441
Total Equity (<i>Share capital and reserves</i>)	13,220	12,161	10,448
Borrowings	1,694	1,187	1,562
Trade Payables	1,072	589	883
<i>Other Liabilities</i>	2,444	1,397	1,548
Total Liabilities	18,430	15,335	14,441



Bikaji Foods International Ltd.

Rishabh Jain | Email: rishabh@bikaji.com

Prateek Sharma | Email: prateek.sharma@bikaji.com

Registered Office:

F 196 -199, F 178 & E 188 Bichhwal IND. Area, Bikaner
RJ 334006 IN.

Corporate Office:

Plot No.E-558-561, C-569-572, E-573-577,f-585-592
Karni Extension, Riico Industrial Area, Bikaner 334004 RJ IN

