



HOAC FOODS INDIA LIMITED

CHOICE FOR QUALITY AND PURITY

(FORMERLY KNOWN AS HOAC FOODS INDIA PVT LTD)

CIN: L15120DL2018PLC330739

GST NO. 07AAECH4665B1ZS



June 3, 2025

To,
National Stock Exchange of India Limited
Listing & Compliance Department
Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex, Bandra
Mumbai, Maharashtra, 400051, India

Company Symbol : HOACFOODS
Company ISIN : INE0S6S01017

Dear Sir / Madam,

Subject: Investor Presentation

Pursuant to the provision of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Investor Presentation.

Kindly take the same on your record.

Thanking you.

Yours faithfully,
For **HOAC Foods India Limited**
(Formerly Known as "HOAC Foods India Private Limited")

Rambabu Thakur
Managing Director
DIN: 08084215

Place: New Delhi

Encl.: Investor Presentation

Website: www.hariomatta.com, E-mail ID: info@attahariom.com, Contact No.: +91 97178 38568,
Registered Office Address: D-498, 1st Floor, Palam Extension, Sector-7, Dwarka, New Delhi, 110077, India



Hariom™

Atta & Spices

HOAC Foods India limited
Investor presentation



Corporate Video



Hariom™

Atta & Spices

Product Range



Disclaimer

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About Us

Elevate your Cooking Experience with our Quality Products

We are engaged in the manufacturing of flour (chakki atta), herbs & spices, unpolished pulses, grains, and yellow mustard oil in our product range and markets & sell it in and around Delhi-NCR under the brand name “HARIOM” through our Exclusive Brand Outlets.

We handpick our raw materials from various parts of the country and process our products with utmost care without using artificial preservatives or chemicals, thereby creating a product portfolio of organic spices and flour, which carry the freshness and goodness of each ingredient.



Company Overview

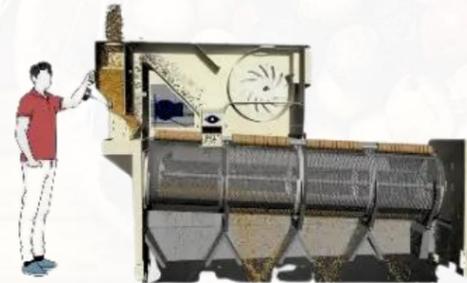
- 🌿 HOAC Foods India Limited, founded by **Rambabu Thakur** and **Gayatri Thakur** in **2009**, has grown into a leading provider of high-quality food products. With **15 thriving retail** units and a modern manufacturing facility, the company focuses on delivering excellence, nutritional value, and customer satisfaction. Their product range includes nutritious flour options, pure spices, unpolished grains & pulses, dry fruits, vegetable root and premium-quality mustard oil.
- 🌿 Committed to hygiene, quality control, and customer convenience, HOAC Foods aims to **foster healthier lives** through its diverse offerings. With a dedicated team and a centralized contact center, they ensure efficient service and a seamless experience for their valued customers. HOAC's brand, Hariom Atta & Spices, embodies its core values of health, organic authenticity, and convenience, setting it apart as a trusted name in the **FMCG sector**.



Our Unique Business Model



We Procure raw materials from reputable vendors and trusted farmers.



Following the cleaning process, we proceed to manufacture the raw material and package the final products.



Once the manufacturing is complete, the finished products are dispatched to our retail stores and franchise outlets.



Customers visit our stores to make purchases, and they can also place orders through our mobile application. Additionally, we offer doorstep delivery services for the convenience of our customers.



Values grounded in Pillars

Nutritional Excellence:

- 👉 Vision to deliver products that exceed daily nutritional requirements.
- 👉 Commitment to ensuring products are free from pesticides and harmful chemicals.
- 👉 Focus on providing safe and wholesome food options for a healthier lifestyle.

Hygiene:

- 👉 Impeccable hygiene standards maintained at every stage of operations.
- 👉 Three-stage cleaning process ensures the purity and cleanliness of ingredients.
- 👉 Focus on maintaining hygiene from raw materials to finished products.

Customer Satisfaction:

- 👉 Efficient dispatching system ensures timely delivery.
- 👉 Convenient ordering options via e-commerce website, mobile app, and phone ordering system.
- 👉 Distribution through HOAC retail stores for direct customer connection.



Journey of Excellence

Key Events & Milestones



2018-2019 Incorporation and Diversification

The company was incorporated and began operations in manufacturing, trading, and processing a diverse range of products including Healthy Flour, Cooking Spices, Pulses, Rice, Wheat, and Wheat Flour. Mills were established, and an additional retail store was introduced. A small manufacturing unit was set up in Qutub Vihar, laying the foundation for future expansion.

2019-2020 Expansion and Introduction of Quality Products:

The first company-owned retail store opened in Gurugram, Haryana, signaling the company's expansion into the retail sector. Additionally, the company ventured into the B2B sector with two quality products, MP Premium Atta and Multigrain Atta, catering to a wider customer base.

2020-2021 Office Establishment and Franchise Expansion:

A new office in Delhi was established to support the growing operations. The company introduced its first franchise store (Neelam Enterprises 49) in Gurugram, Haryana, marking the beginning of franchise expansion. Three company-owned stores were also opened in Gurugram during this period, further strengthening the company's presence in the region.

2021-2022 Factory Relocation and Product Diversification:

The small factory unit was relocated to Gurugram, significantly expanding its operational area and production capacity. Three more franchise stores were introduced in Gurugram, along with a single franchise store (Sayna Foods). Product portfolio diversification occurred with the introduction of yellow mustard oil and the addition of Chana Masala, Sambhar Masala, and Tea Masala to the existing range.

2023-2024 Continued Growth and Expansion:

Another franchise outlet (Yuvraj Enterprises) was introduced in Gurugram, Haryana, showcasing the company's continued growth and commitment to providing a diverse range of high-quality products. This period marked a further milestone in the company's journey towards excellence and market leadership.

2024-2025

HOAC Foods India Limited marked major milestones by successfully listing on NSE, launching four new franchise outlets, beginning construction of a new factory in Gurugram, introducing the Veg-Root category, and partnering with Country Delight

IPO Journey

In 2023, our company embarked on a pivotal journey to raise funds, leading us to partner with Gyr Capital Advisory. Under the expert guidance of Mr. Mohit Baid, we navigated the complexities of the IPO process, culminating in our **successful listing** in May 2024. The overwhelming response from retail investors, with our IPO being oversubscribed by an astonishing **2,013 times**, was both humbling and inspiring.



Boosting Manufacturing and Sales

The inauguration of our second factory enabled us to meet the growing demand for our products. Expanding from 175 to **200 products**, we introduced new categories, including vegetable roots and dry fruits, catering to diverse consumer preferences. We established **five company-owned and franchise retail outlets**, enhancing our direct engagement with customers.



Impressive Financial Performance

Our half-yearly results showcased a **100% growth**, achieving in six months what previously took an entire year, all while maintaining profit margins amidst expansion. Implementing a grain cleaning machine has resulted in **annual savings of ₹1 crore**, directly enhancing our net profit margins.



Business Model Scaleup

Venturing into the B2B segment, we've begun supplying our products to **Kirana stores** in tier 1 and tier 2 cities through distributors and super stockists. In just two months, we've sold 25,000 bags of MP Sharbati flour, positioning us for nationwide reach.

Partnering with **Country Delight**, we launched our MP Sharbati flour. Starting with 50 bags per day, we've scaled to 200-250 bags daily within just three months, reflecting the market's positive reception

Establishing our subsidiary, **HOAC Exports Private Limited**, we've onboarded experienced professionals with over 20 years in the field to spearhead our global endeavors, ensuring dedicated focus across segments.

Company Highlights

- 👉 We've solidified our presence in the market by acquiring **15 retail outlets**, including 5 company-owned and 10 franchisee-owned stores.
- 👉 Crossing the Rs. 26.48 crores revenue mark in FY 2025 signifies our robust financial performance and market position.
- 👉 We demonstrate strong profitability and value creation with an impressive RoCE and RoE of 21% and 22%, respectively, in FY 2025.
- 👉 Serving over 96,000 retail customers, we prioritise meeting the diverse needs of our loyal consumer base. Manufacturing **190+ SKUs** in-house, we ensure quality control and product innovation across our extensive portfolio.
- 👉 Our 2 state-of-the-art manufacturing units standing at **5000 sq. ft each** reflects our commitment to excellence and efficiency.
- 👉 An efficient dispatching system guarantees timely delivery, enhancing customer satisfaction and loyalty.
- 👉 Our strategic combination of manufacturing prowess, distribution efficiency, and product diversity sets us apart in the FMCG sector.

Our Retail Network



D-426 Palam Ext, Ramphal
Chowk Sec-7 Dwarka 75



G4, Vardhman Prasad
Plaza, M K Chowk, Sec-12



C 4A/42A. C2, Shani Bazar Road,
Janak Puri



Shop No: 40, Valley View, Gwal
Pahari Gurugrampuri



Shop No: G 11, Manish Global
Mall, Sec-22, Dwarka



Shop no: 51, Ground Floor,
Sapphire 83, Sec-83 Gurugram



Shop No: G-11 Spaze
Corporate Park, Tulip
Chowk, Sec-69, Gurugram



Shop no: 66, Ameya, The
Sapphire Mall, Sec-49, Gurugram



Shop No: 38, HUDA Market,
Sec-16, Faridabad



Shop No: 121, Ground Floor,
Sec-15, Part 2 HUDA Market,
Gurgaon



Shop no: 66, Ameya The
Sapphire Mall, Sec-49, Gurugram



Kocoon, near ATS, Sec-109
Gurugram



The Satya Hive, Sec-102,
Gurugram



Shop No: 97, HUDA Market,
Sec-23, Gurugram



Central Park GG1/6A, Main PVR
Road, Block GG1, Vikaspuri



Shop No: G-171, Ground Floor
Block C, Vyapar Kendra Sushant
Lok, Phase-1, Sec-43, Gurugram

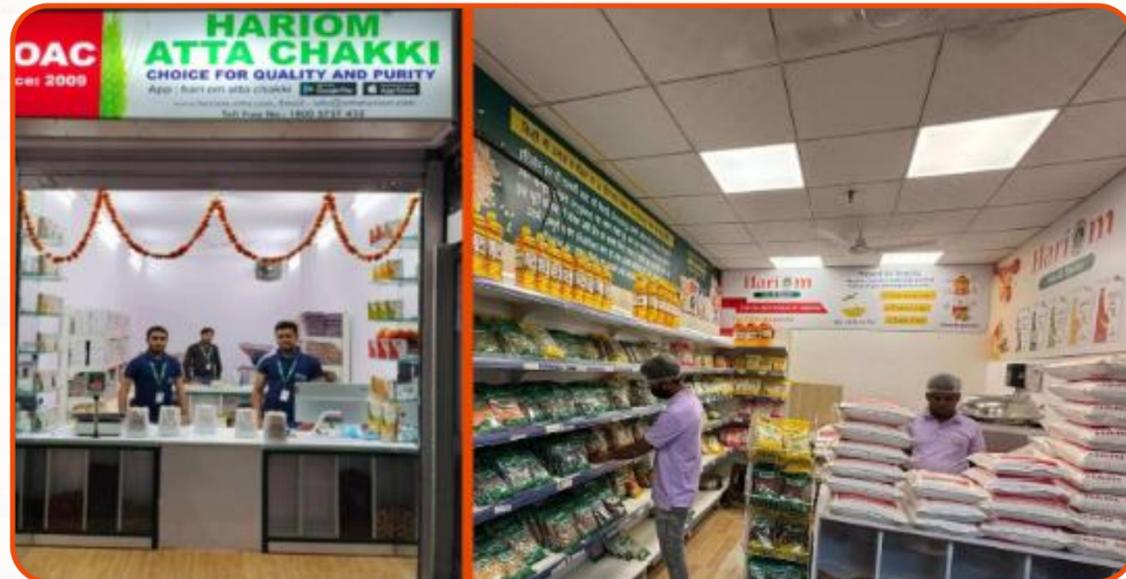
Own Stores

Franchise Stores

Our Own Retail Outlets



Our Exclusive Brand Franchise Outlets



Our Exclusive Brand Franchise Outlets



Managment Overview



Our Promoters



Mr. Rambabu Thakur

Aged 44 years, is the Founder Promoter and Managing Director of our Company. He has been on the Board of Directors of our Company since incorporation. He has completed higher secondary education. He is responsible for the overall management of our Company, and all aspects of production, ensuring efficiency and adherence to quality standards and plays a pivotal role in consistent growth and profitability. Further, he has an experience of more than 5 years in the business of the FMCG industry.



Mrs. Gaytri Thakur

Aged 42 years, is one of the Promoter and Executive Director of our Company. She has been on the Board of Directors of our Company since incorporation. She has more than 5 years of experience in this Industry in ensuring the quality and consistency of both raw and finished spices and proven track record in managing spice recipe formulas to meet and exceed industry standards.



Mr. Yashwant Thakur

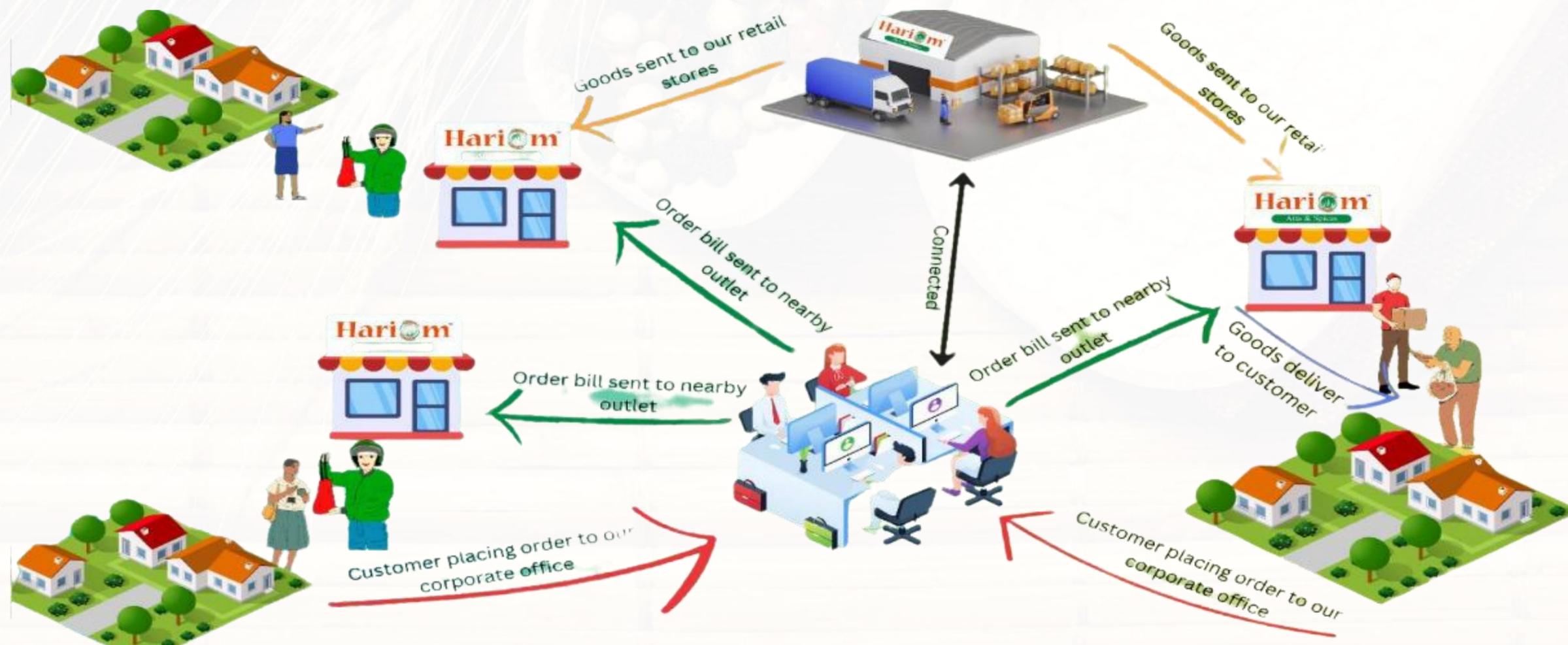
Aged 24 years and Chairman and Non-Executive Director of our Company. He is pursuing a Business Administration in Retailing from Shivaji College, Delhi. He has 1 year of experience in the FMCG Industry. In our company, he is responsible for providing strategic direction to the Company in the competitive FMCG sector, with a unique blend of theoretical knowledge and practical experience, he plays an active role in marketing and branding and is a visionary leader actively involved in the day-to-day operations of the business. His responsibilities extend to overseeing owned and franchise retail stores, where his strategic acumen and hands-on approach are pivotal in driving growth.

Business Overview



Supply-Chain Management:

To keep the freshness of our Products



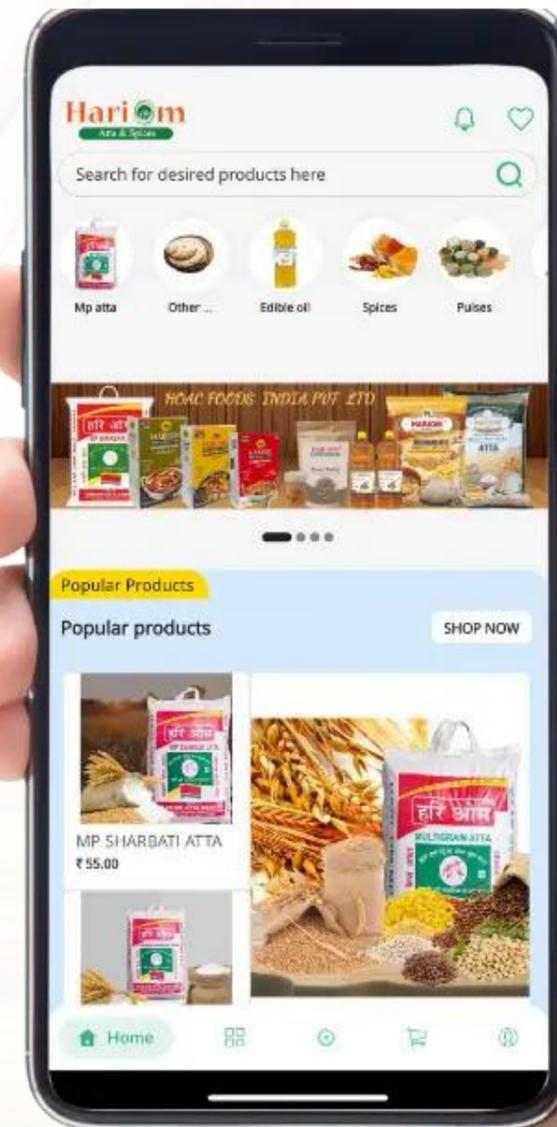
D 2 C App & Call Metrics

Fast Access For Every House

14.5K+
Monthly Users

₹1.02 CR
Monthly Sales

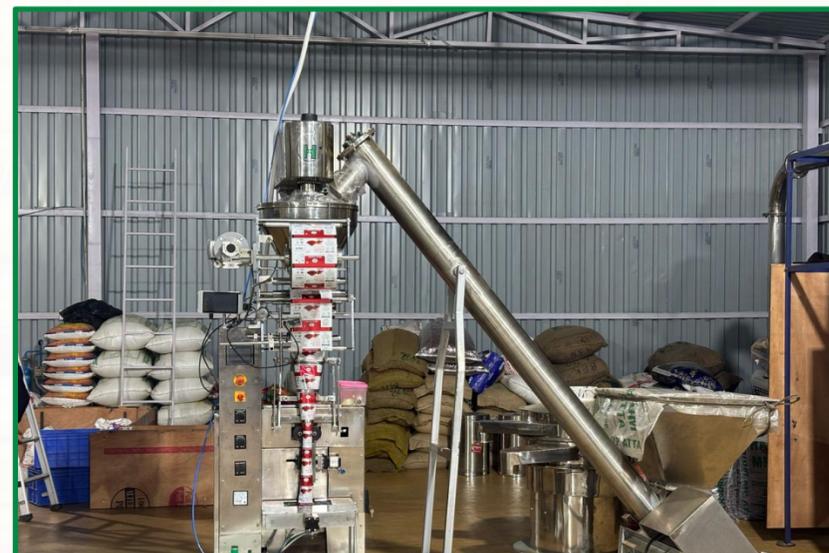
₹700
AVG TICKET SIZE



Our in-house Manufacturing Capabilities

- 👉 **Production Facilities:** Equipped with state-of-the-art machinery and technology to ensure efficient manufacturing processes.
 - 👉 **Processing:** Capable of handling a wide range of food products, from raw materials to finished goods, ensuring quality at every stage.
 - 👉 **Quality Control:** Specialized teams dedicated to maintaining the highest standards of product quality through rigorous testing and inspection procedures.
 - 👉 **Customization:** Flexible manufacturing processes to accommodate custom orders and specific client requirements.
 - 👉 **Packaging:** Advanced packaging machinery to ensure product freshness, safety, and appeal, meeting industry standards and customer expectations.
 - 👉 **Capacity:** Scalable production capacity to meet varying demands and market fluctuations without compromising on quality.
 - 👉 **Compliance:** Adherence to regulatory standards and certifications to ensure product safety, hygiene, and legality.
- Continuous Improvement: Commitment to continuous improvement and innovation in manufacturing processes to optimize efficiency, reduce costs, and enhance product quality.

Our in-house Manufacturing Capabilities



Manufacturing Capacities

Installed Capacity

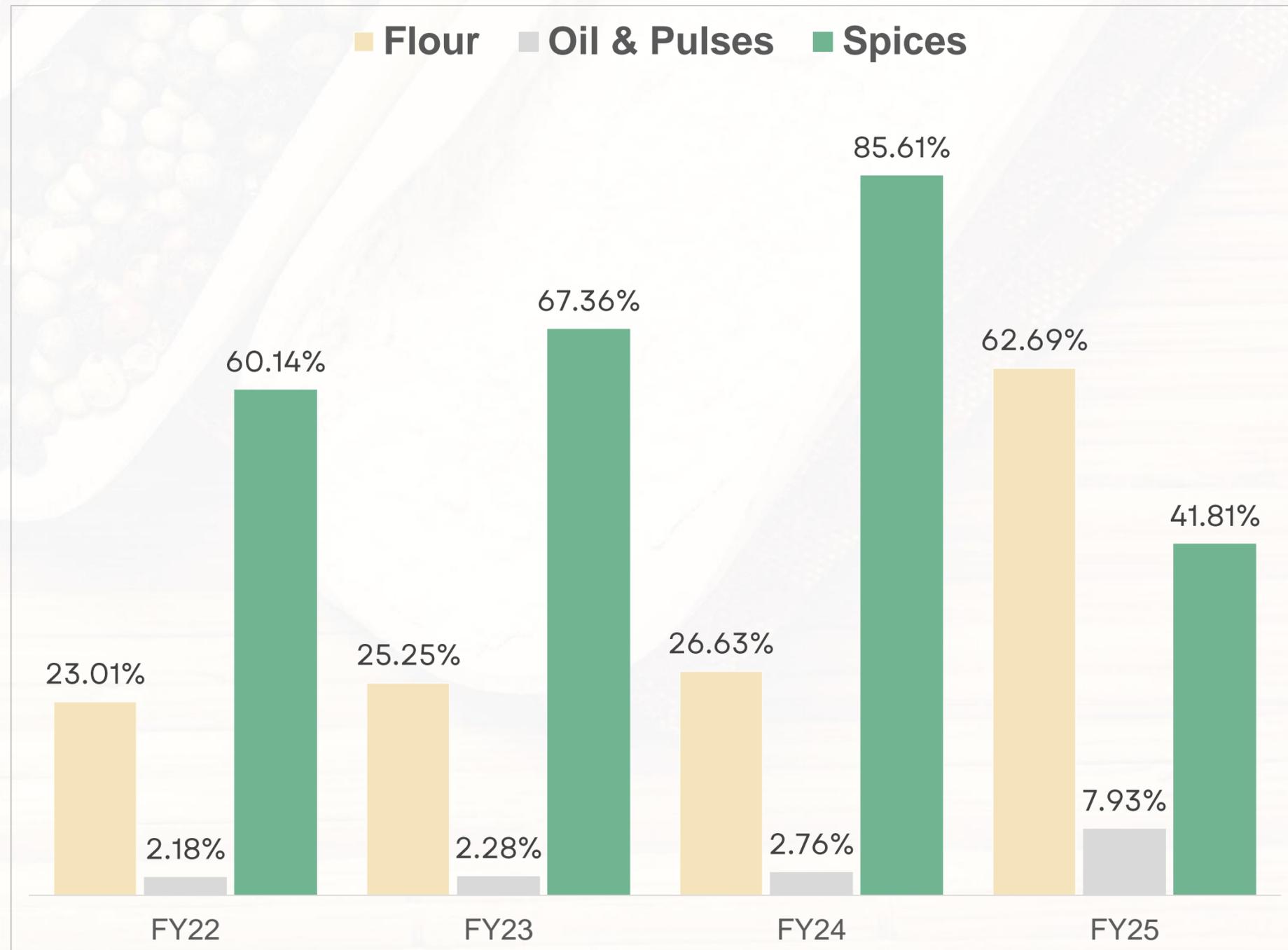
1 Flour: 58,68,000 kgs

2 Spices: 47,52,000 kgs

3 Oil: 73,320 Ltrs

Notes:

1. The increase in Oil manufacturing capacity in FY 2024-25 is due to the installation of a new oil machine.
2. The decrease in Spices manufacturing capacity is because a new spices unit was set up in FY 2024-25. The previous unit was operating near its full capacity in FY 2023-24. The new unit has recently started and is currently being utilized at a lower level; its capacity usage is expected to gradually increase over time.



Capacity Utilisation %

Future Roadmap:

Expanding Our Presence With Our Robust Supply-Chain Management



**Expanding our Presence
in our core market of
Delhi-NCR & other
Metropolitan Areas via
New Outlets and B2B
Supply to stores.**



**Diversifying our Product
Portfolio with attractive
growth and profitability
prospects in India and
Global (Exports).**



**Modernization &
Expansion in the
existing manufacturing
facility**

Product-Wise Revenue Breakup



Spices and Herbs
9.18% contributors to total revenue

Flours and other healthy flour
42% contributors to total revenue

Product-Wise Revenue Breakup



Pulses

10.48% contributors to total revenue



Rice and Grains

26.6% contributors to total revenue

Product-Wise Revenue Breakup



**Mustard Oil, Veg Root and Dry Fruits
11.74% contributors to total revenue**

Business Update

1. Distribution & Market Expansion

- **Delhi Region:**
 - Expanded distribution network in North Delhi with a partner covering **200+ retail counters**.
 - Initiated another distribution partnership with coverage of **400+ retail counters**, currently supplying to **100 outlets**.
 - Products placed in an additional **100 general trade outlets**, taking the total to **200** third-party stores in Delhi NCR.
- **Other Regions:**
 - Entered **Dausa, Rajasthan**, marking the first expansion outside Delhi NCR.
 - Continues expanding across **Uttar Pradesh, Haryana, Rajasthan**, and beyond.

2. Retail & Franchise Development

- Opened a **new franchise store** in Gurugram, a prime location in Delhi NCR.
- Launched **5 to 6 new retail stores** in Delhi NCR in FY24-25.
- Opened **additional franchise and retail stores** in key Delhi locations.

3. B2B & Infrastructure Enhancements

- Launched the first **B2B office** in Delhi to strengthen wholesale and distribution operations.
- Established **HOAC Exports Private Limited**, a new subsidiary focused on global markets.
- Set up a **5,000 sq. ft. modern warehouse** to support international trade.
- Commenced exports to **Middle East, Europe, and the UK**.

Business Update

4. Production & Technology Upgrades

- Installed a state-of-the-art grain cleaning machine in its production unit.
- Opened a new manufacturing facility in Gurugram with:
 - 475,200 kg/year spice production
 - 219,960 litres/year oil production
- Upgrading cold-pressed mustard oil production capacity from 200 to 1,000 litres/day, including:
 - Cold-pressed black mustard oil
 - Cold-pressed yellow mustard oil

5. Product Launches & Portfolio Expansion

- Introduced 4 new products:
 - Black Mustard Oil
 - Coconut Powder
 - Chai Patti (Tea)
 - Bedmipoori Atta
- Launched new product categories:
 - “VegRoot” – available in stores and online
 - “DryFruits” – includes Cashews, Almonds, Walnuts, Raisins
- Products are currently available in Delhi NCR, with plans for nationwide rollout.

6. Strategic Collaborations

- Partnered with Country Delight, supplying:
 - 3,511 bags of MP Sharbati Flour over 1.5 months
 - Ongoing daily supply of 100–150 bags.

7. Sales Performance

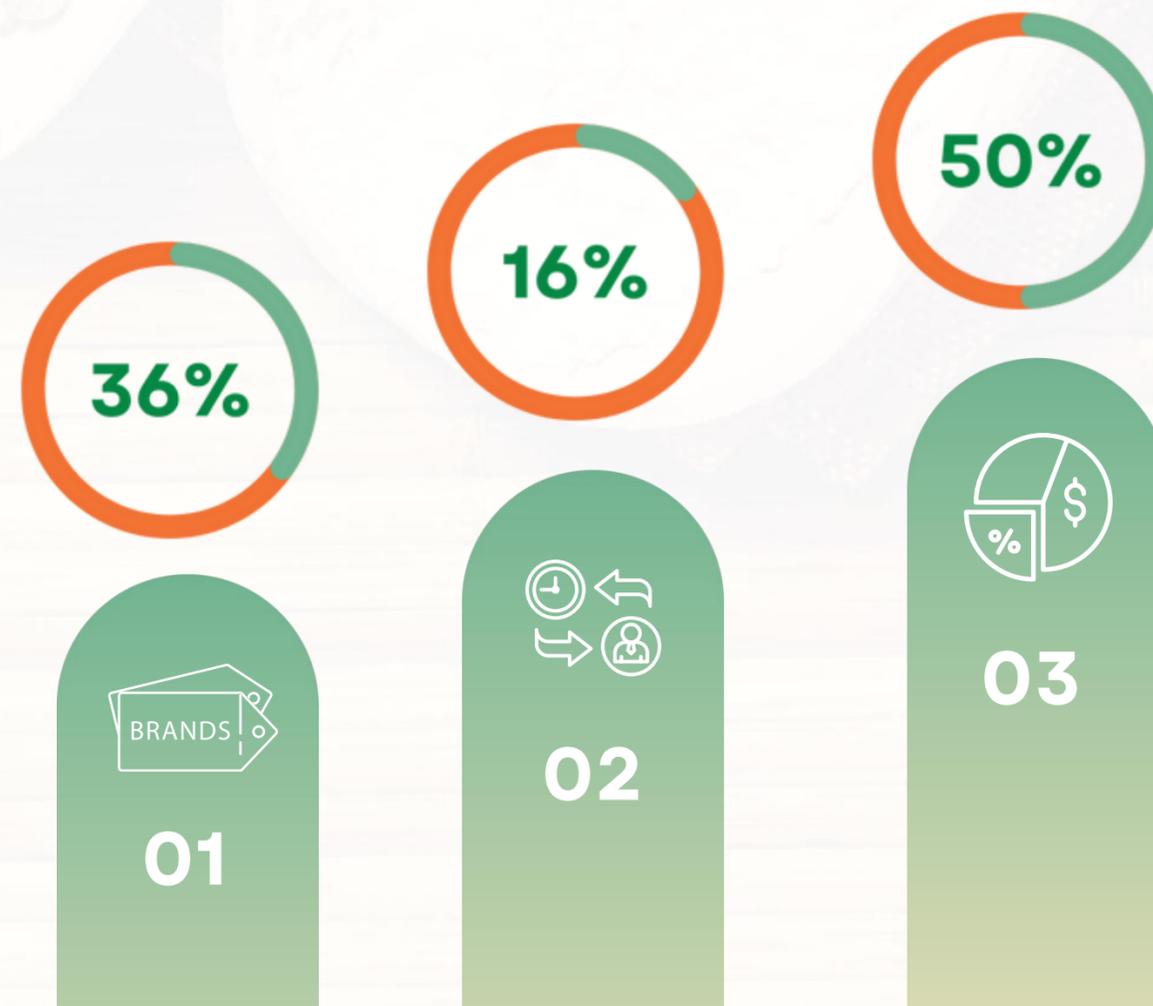
- Reported strong growth:
 - 69.4% increase in sales (FY 2025 vs. FY 2024)
- Successfully listed products on Amazon India.

Industry Overview

India one of the largest spice consumption market globally

Within packed foods spices one the most attractive segment with an INR 50,000 Cr Opportunity

- 01** Despite a current low branded penetration
- 01** 16% CAGR, shift from traditional to branded spice mixes
- 01** >50% material margins due to high value add and strong brand stickness



Industry Overview

- 📌 **FMCG Sector:** The fast-moving consumer goods sector is a powerhouse of the Indian economy, ranking fourth and contributing significantly to the country's GDP.
- 📌 **Rising disposable income:** As more Indians climb the economic ladder, their spending power increases, increasing demand for FMCG products
- 📌 **Growing youth population:** India's young demographic is a key driver, with their brand awareness and openness to new products fuelling market growth.
- 📌 **Government initiatives:** Supportive government policies create a favourable environment for FMCG companies to operate and innovate.
- 📌 **Rural market boom:** Rising disposable incomes and improved living standards in rural areas are opening doors for FMCG companies to tap into this vast potential.
- 📌 **E-commerce boom:** The growing popularity of online shopping platforms provides convenient access to FMCG products for a wider audience. It is estimated that by 2040, around 95% of all retail purchases will be made online.

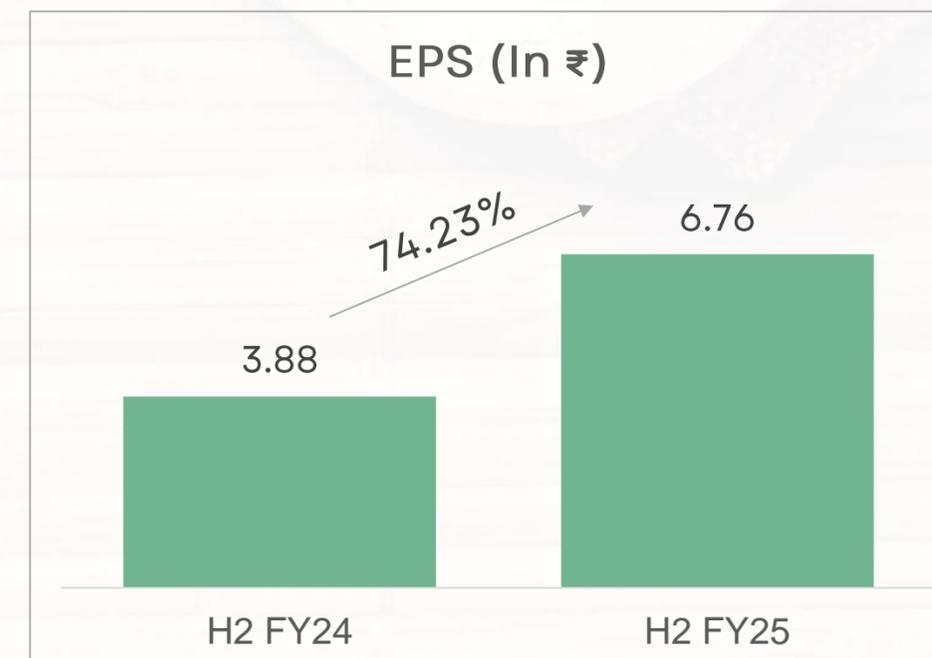
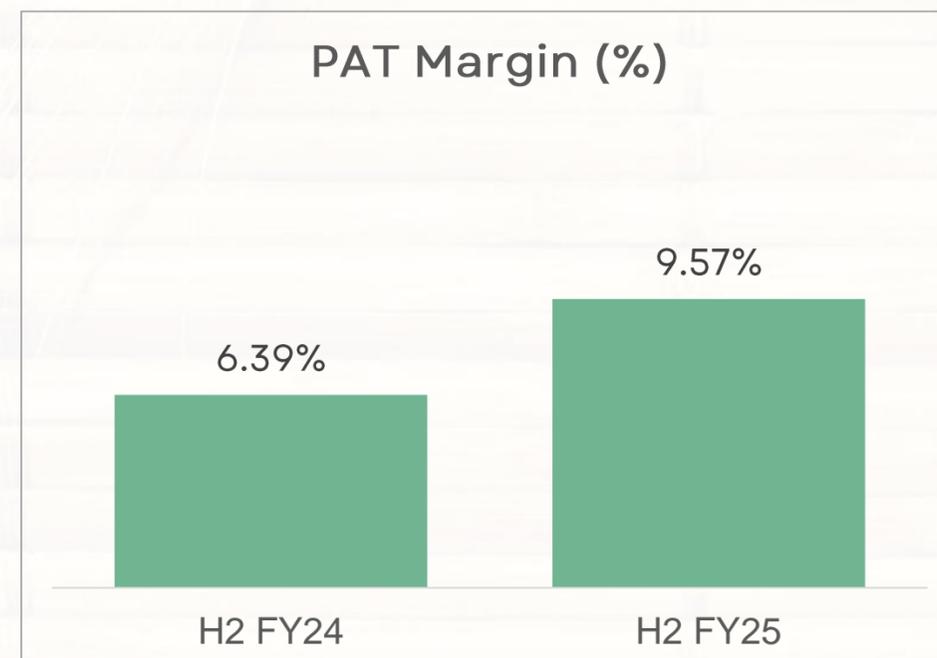
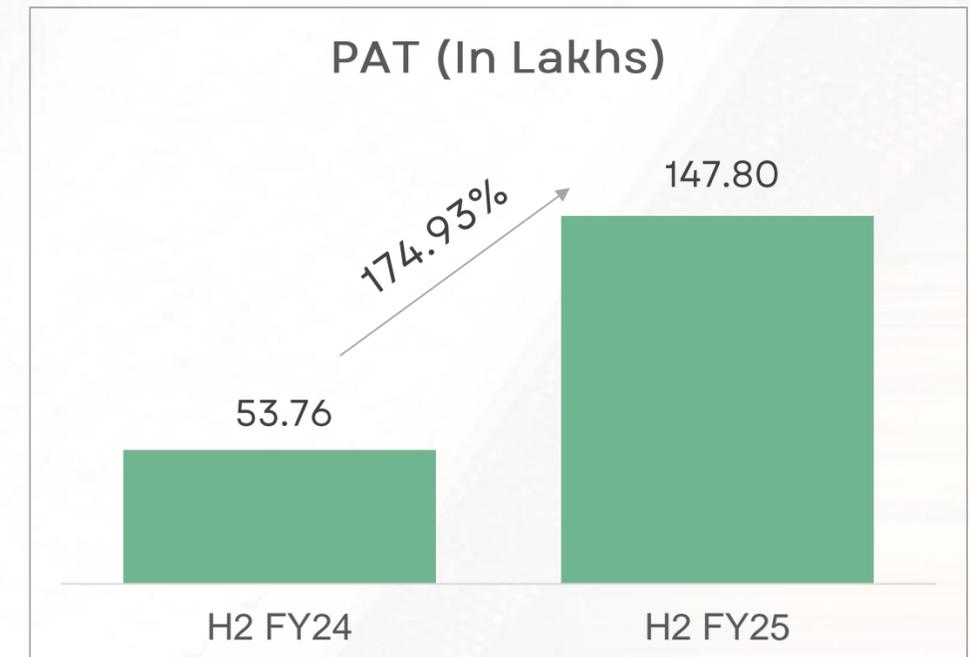
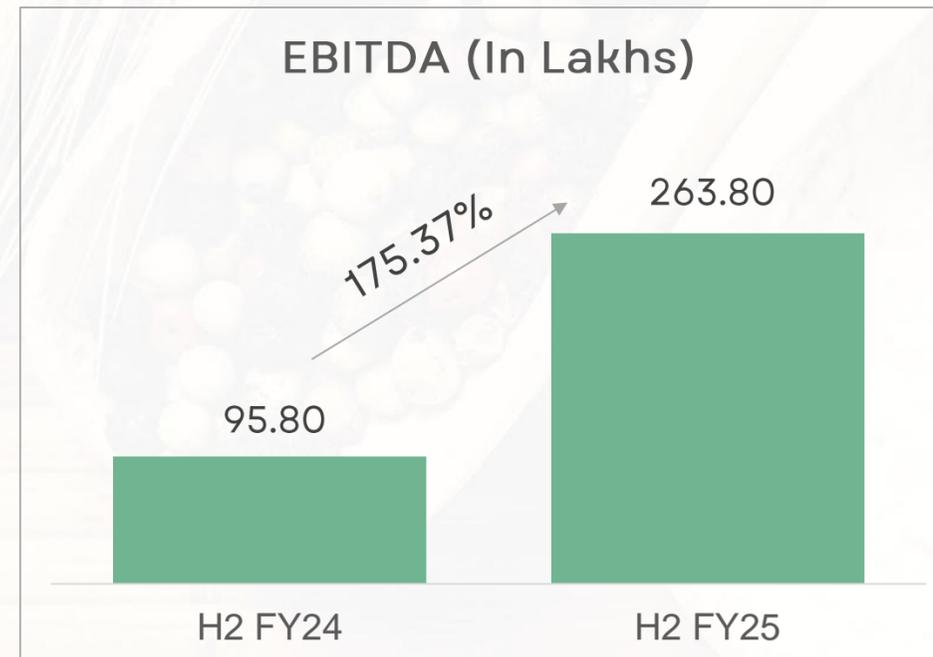
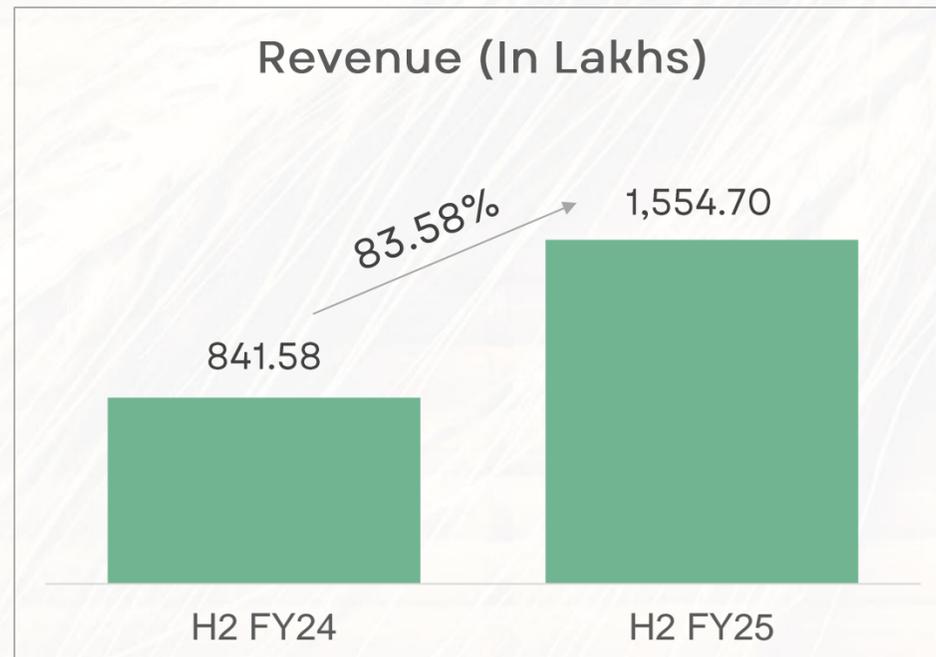
Looking ahead, the FMCG sector is poised for continued growth. Market analysts predict a Compound Annual Growth Rate (CAGR) of 14.9%, propelling the sector to US\$ 220 billion by 2025.

Financial Overview



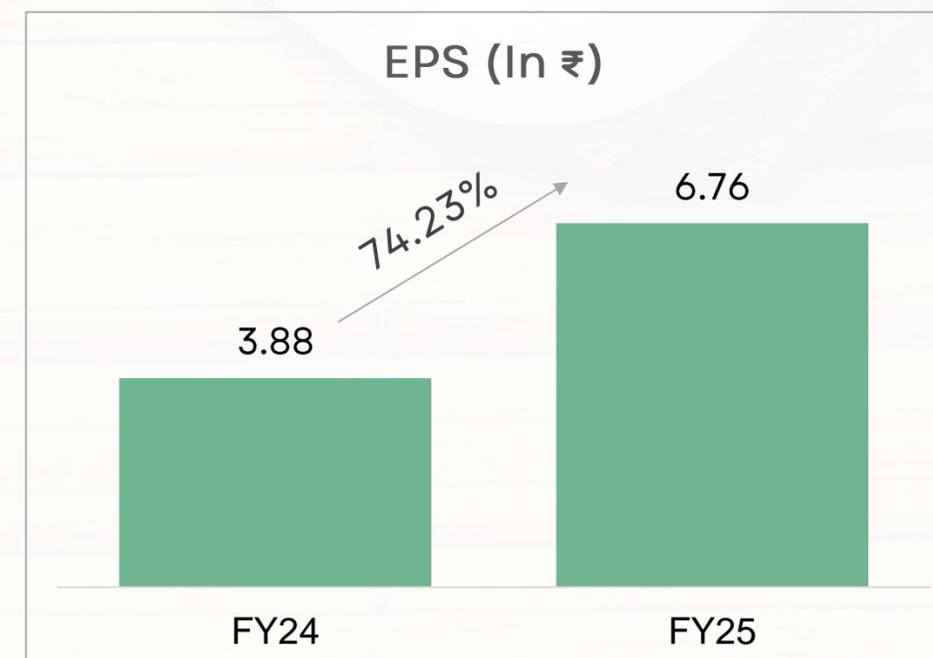
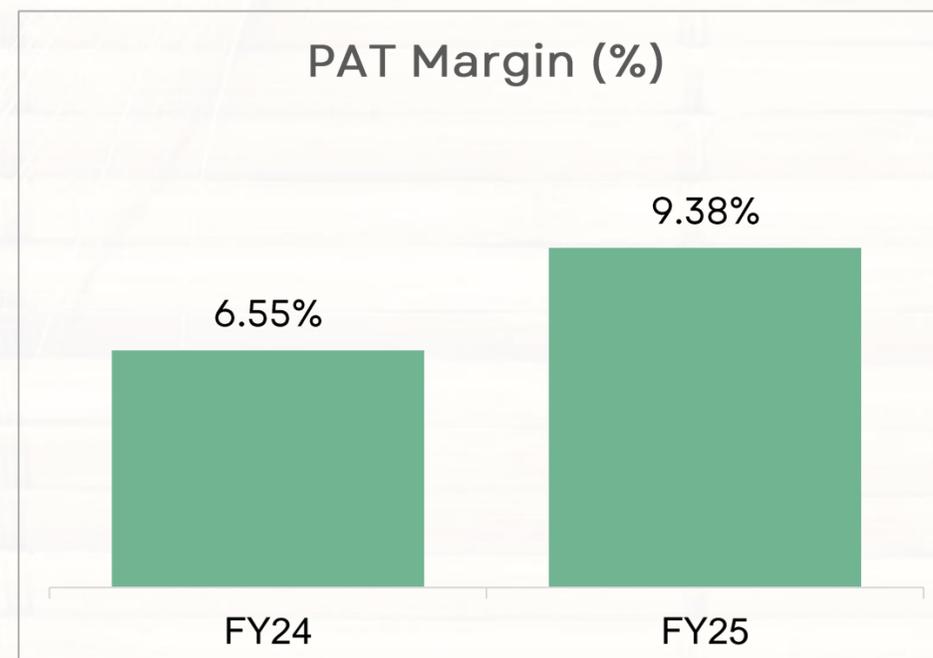
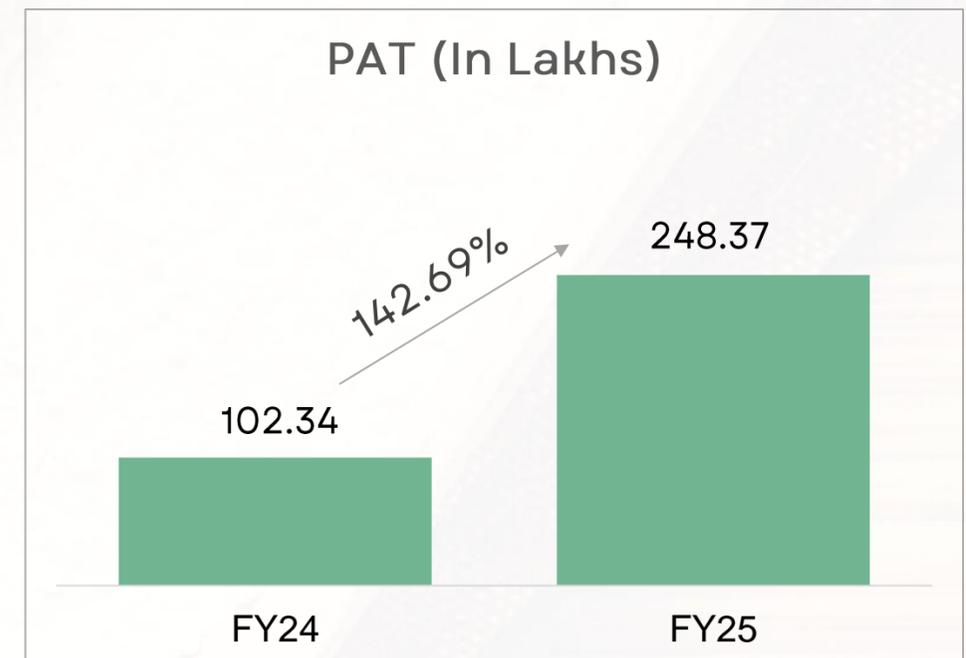
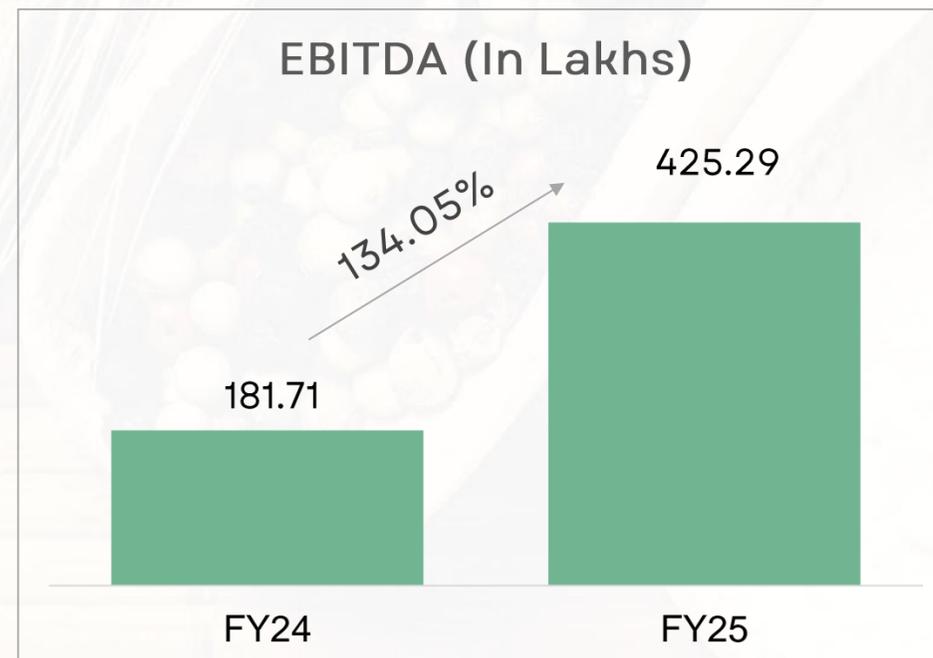
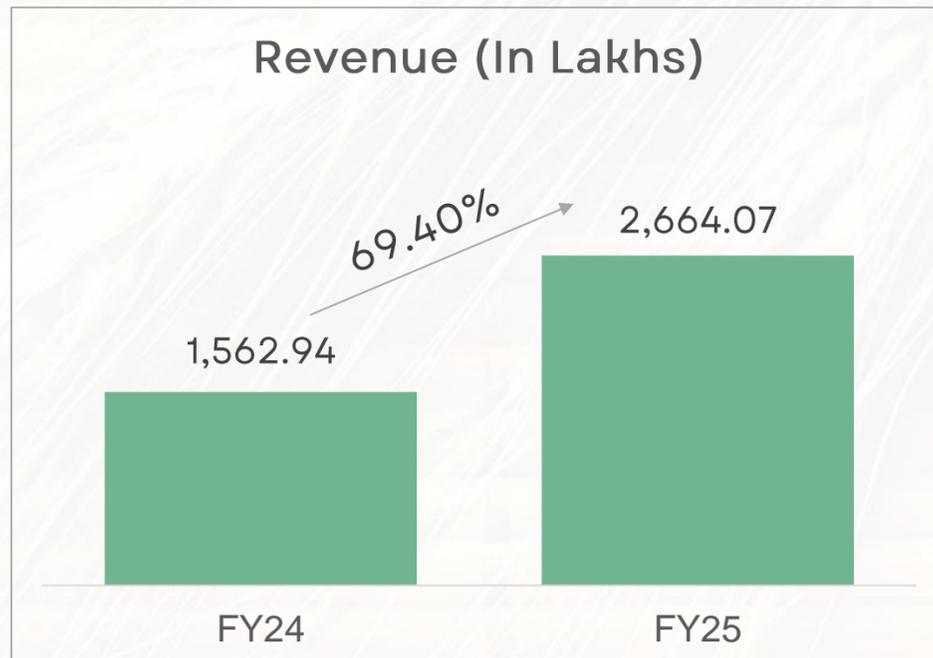


H2 FY25 Key Financial Highlights





FY25 Key Financial Highlights





Income Statement

In ₹ Lakhs

Particulars	H2 FY25	H2 FY24	YOY	FY25	FY24	YOY
Revenues	1,545.01	841.58	83.58%	2,647.66	1,562.94	69.40%
Other Income	9.69	0.00		16.41	0.00	
Total Income	1,554.70	841.58	84.74%	2,664.07	1,562.94	70.45%
Raw Materials	1,092.62	473.01		1,804.76	1,009.05	
Direct Expenses	-95.81	51.66		-49.04	-0.19	
Employee costs	114.19	96.49		203.22	159.84	
Other expenses	179.9	124.62		279.84	212.53	
Total Expenditure	1,290.90	745.78		2,238.78	1,381.23	
EBITDA	263.80	95.80	175.37%	425.29	181.71	134.05%
Finance Costs	35.33	15.16		49.1	32.5	
Depreciation	16.15	6.9		29.47	12.93	
Profit before prior-period items and tax	212.32	73.74		346.72	136.28	
Prior-Period Items	0.00	0.00		0.00	0.00	
PBT	212.32	73.74	187.93%	346.72	136.28	154.42%
Tax	64.52	19.98		98.35	33.94	
PAT	147.80	53.76	174.93%	248.37	102.34	142.69%
EPS	6.76	3.88	74.23%	6.76	3.88	74.23%



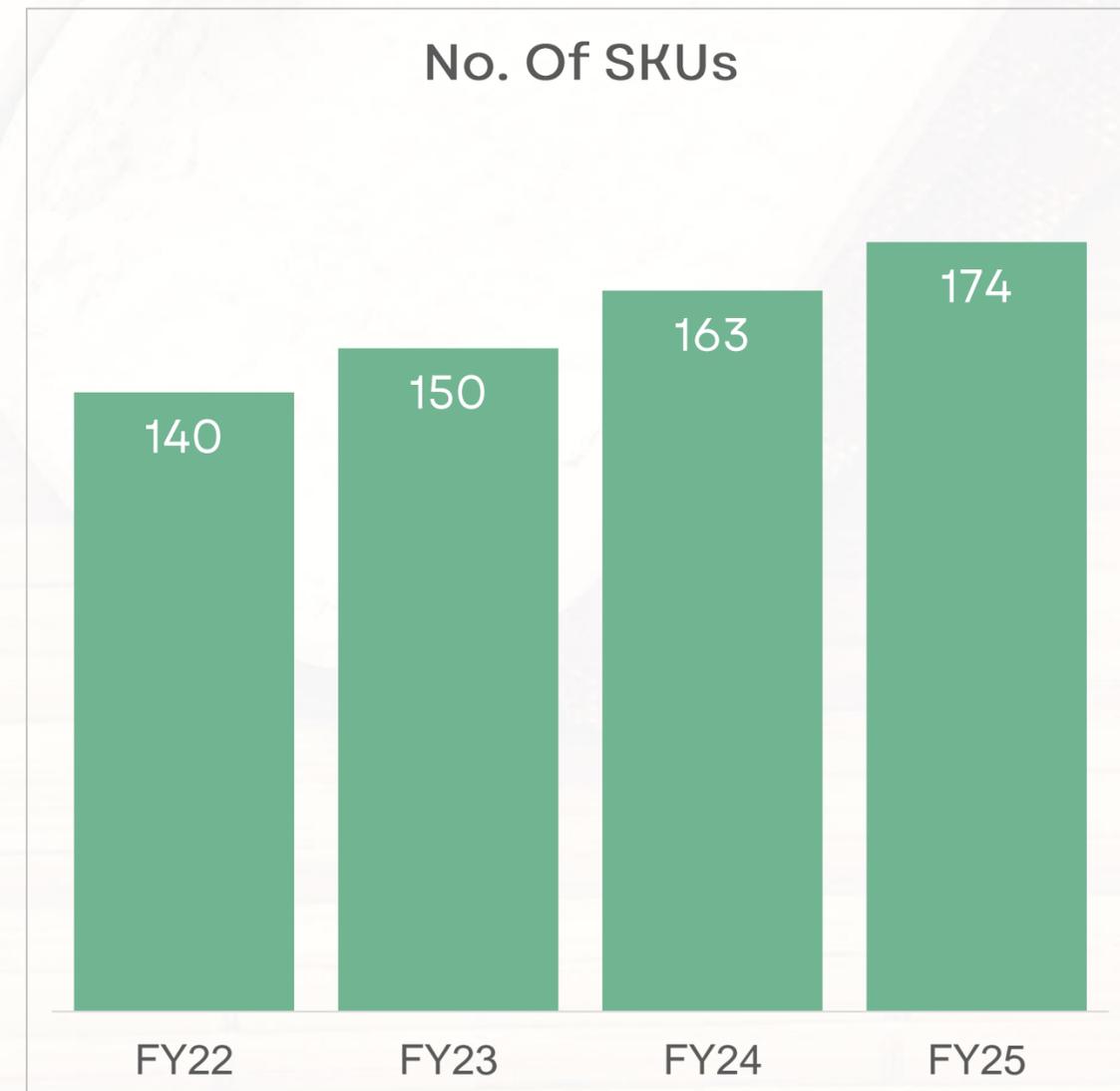
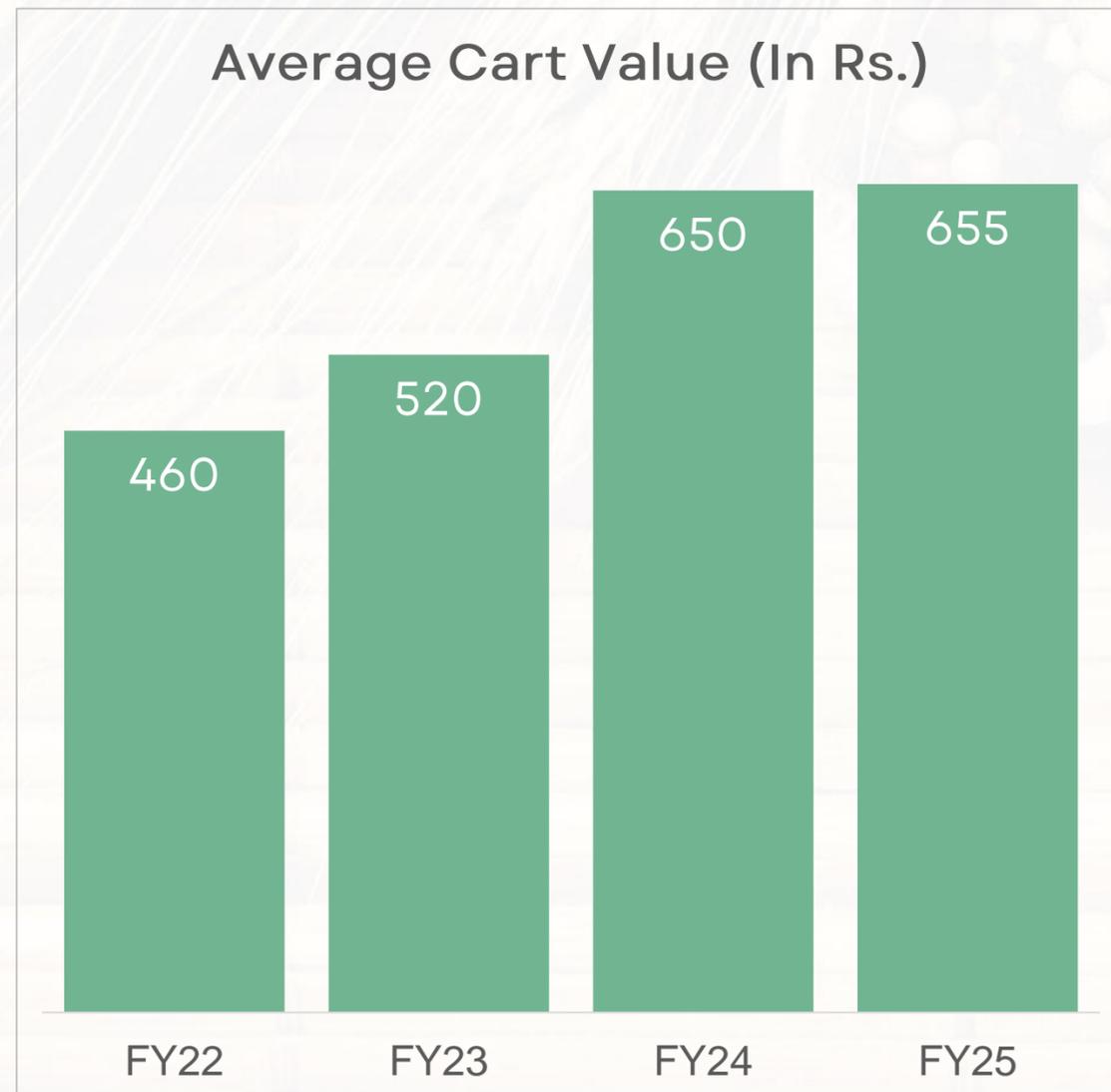
Balance Sheet

In ₹ Lakhs

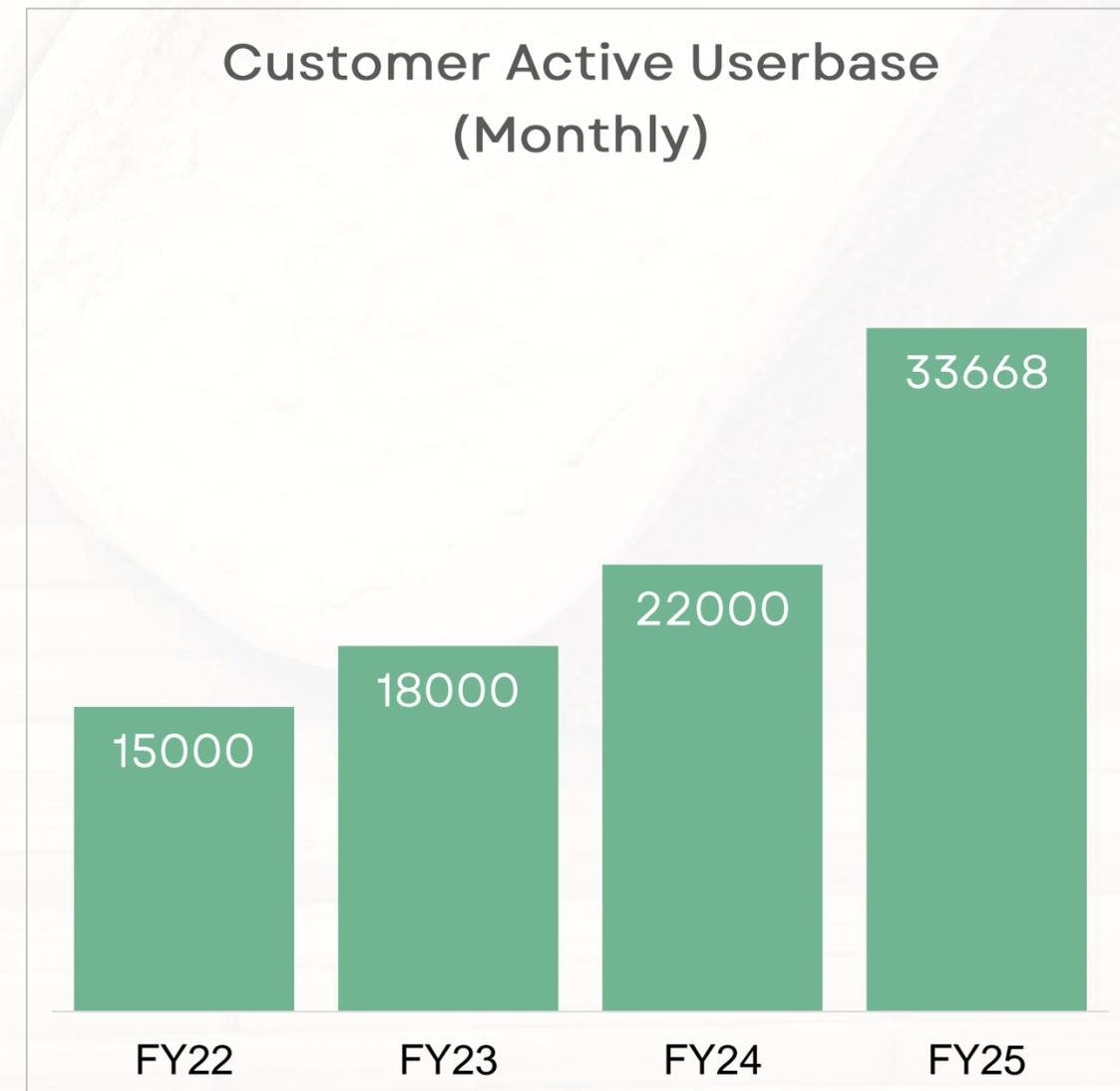
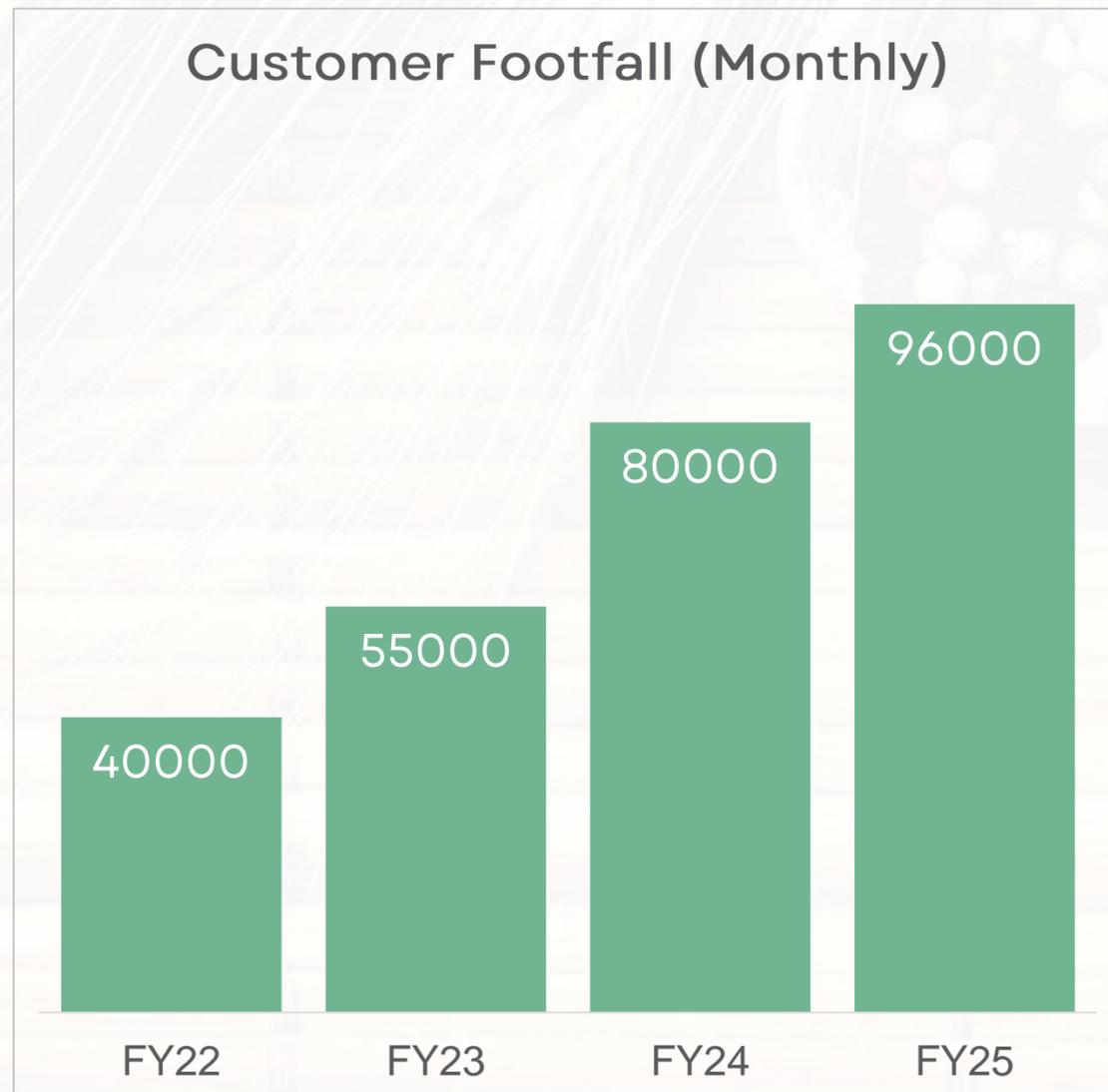
Equities & Liabilities	FY25	FY24
Equity	384.32	268.82
Reserves	754.06	66.43
Net Worth	1,138.38	335.25
Non Current Liabilities		
Long Term Borrowings	56.37	225.58
Deferred Tax Liability (Net)	3.18	0.45
Long Term Provisions	5.72	3.69
Total Non Current Liabilities	65.27	229.72
Current Liabilities		
Short Term Borrowings	391.11	0.00
Trade Payables	319.85	169.42
Short Term Provisions	69.95	37.38
Other Current Liabilities	38.59	24.3
Total Current Liabilities	819.50	231.10
Total Equity and Liabilities	2,023.15	796.07

Assets	FY25	FY24
Non Current Assets		
Fixed Assets	381.40	90.81
Non current Investments	0.00	0.00
Deferred Tax Assets	0.00	0.00
Other Non Current Assets	17.21	5.66
Total Non Current Assets	398.61	96.47
Current Assets		
Inventories	387.67	374.56
Trade Receivables	845.31	226.33
Cash & Bank Balance	331.29	43.75
Loans & Advances	60.27	0.00
Other Current Assets	0.00	54.96
Total Current Assets	1,624.54	699.60
Total Assets	2,023.15	796.07

Increasing Cart Value along with SKUs



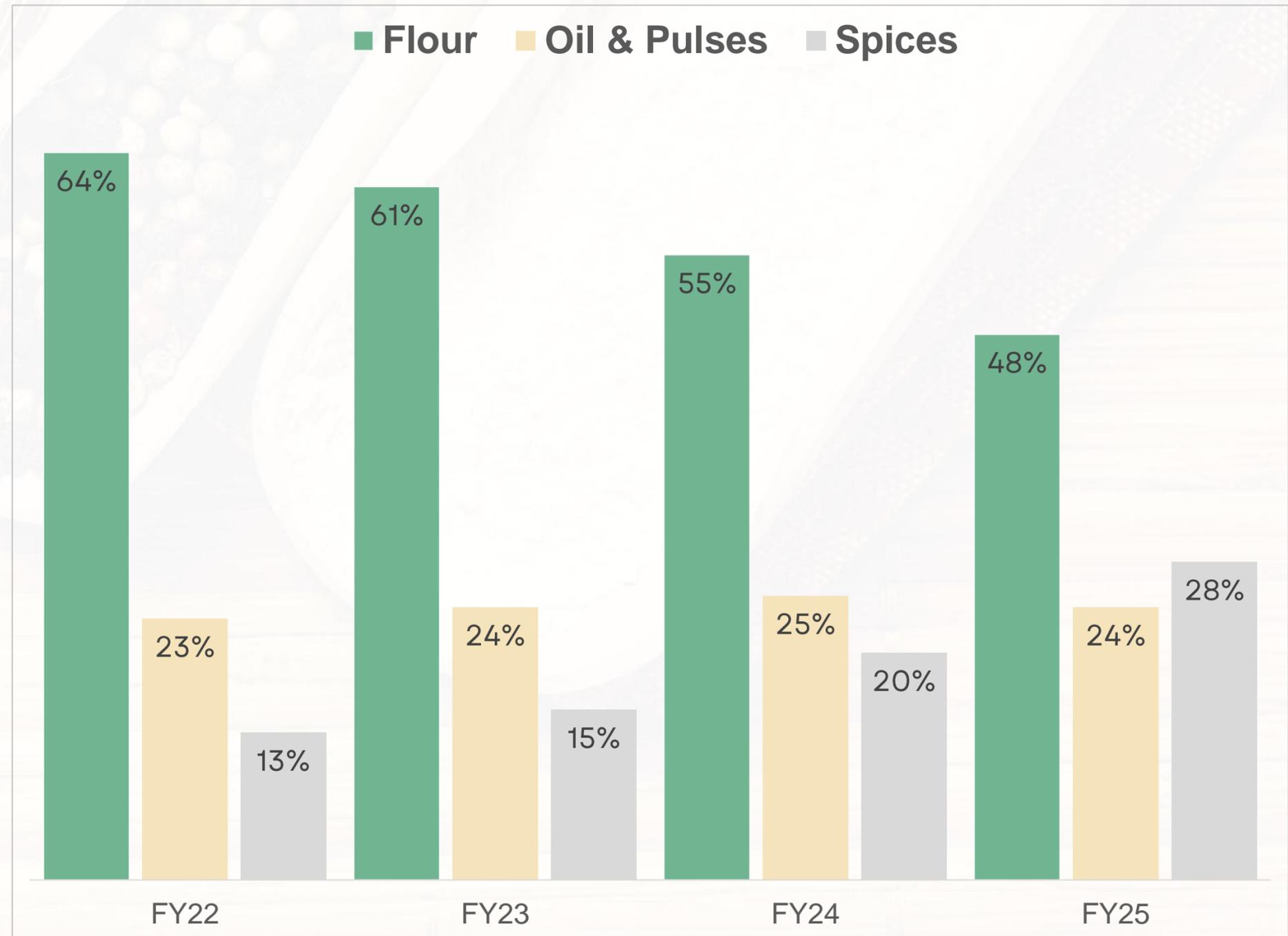
Our Customers



Category Wise Revenue Contribution %

Categories

- 1 Flour
- 2 Oil & Pulses
- 3 Spices



Store Revenue Contribution %

1 Company Outlets

FY23: 72.42%

FY24: 59.90%

FY25: 31.25%

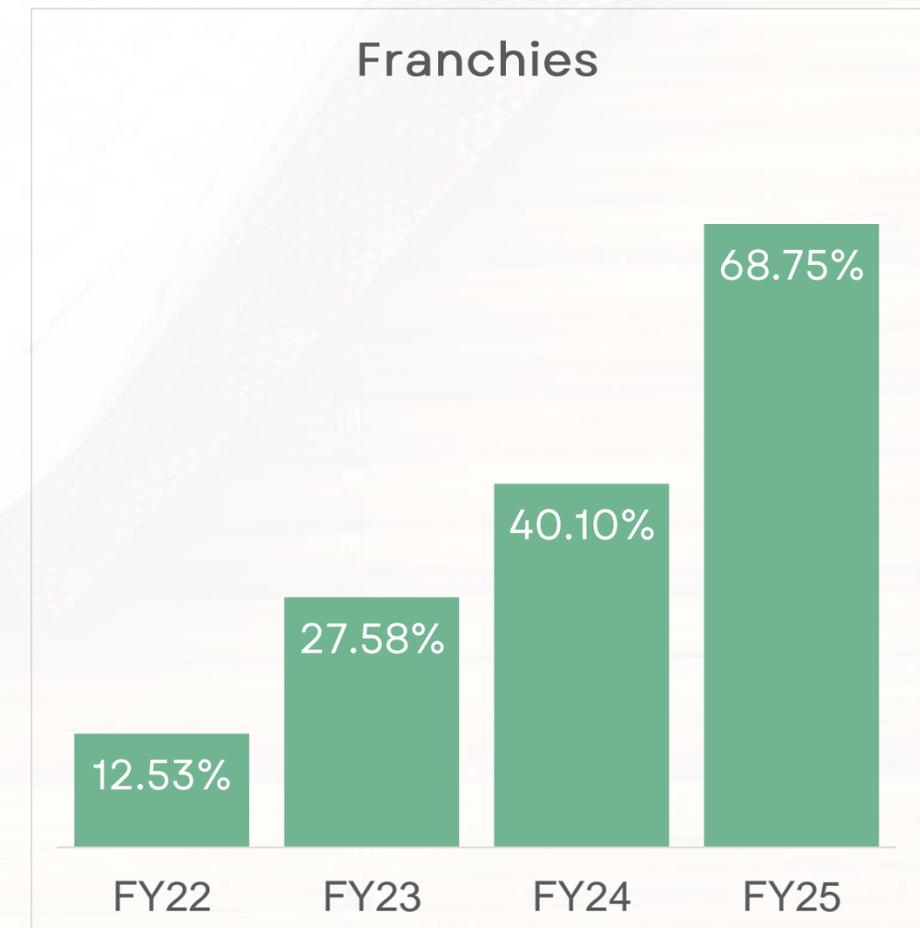
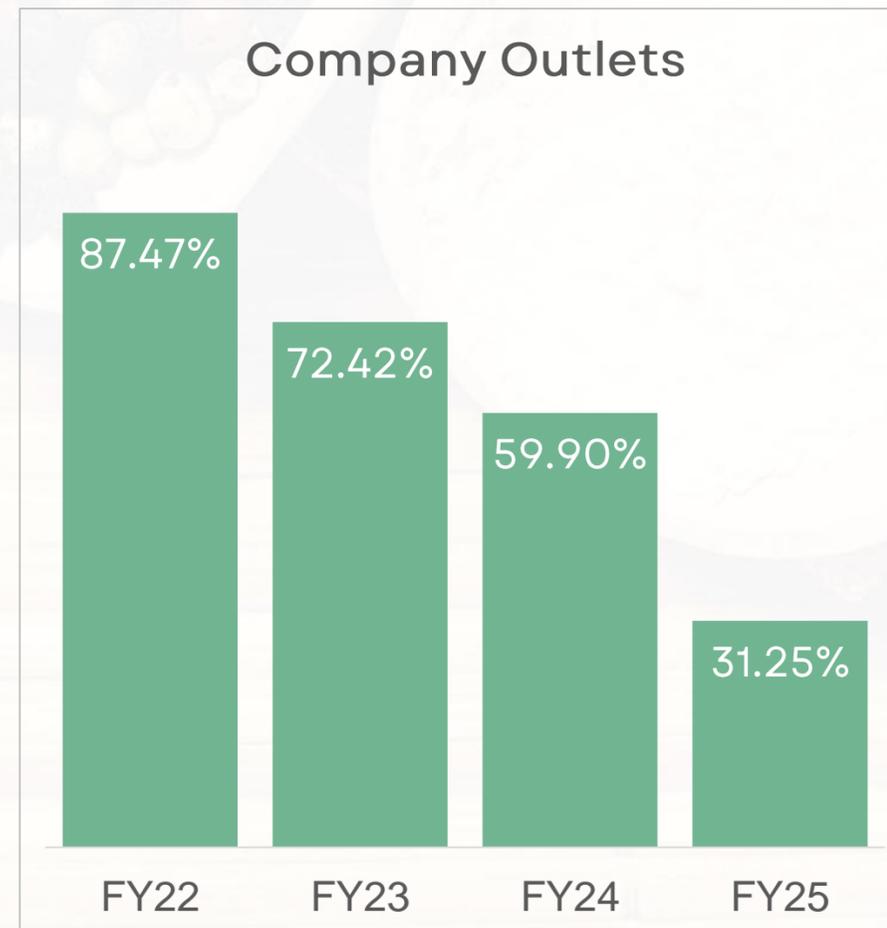
2 Franchises

FY23: 27.58%

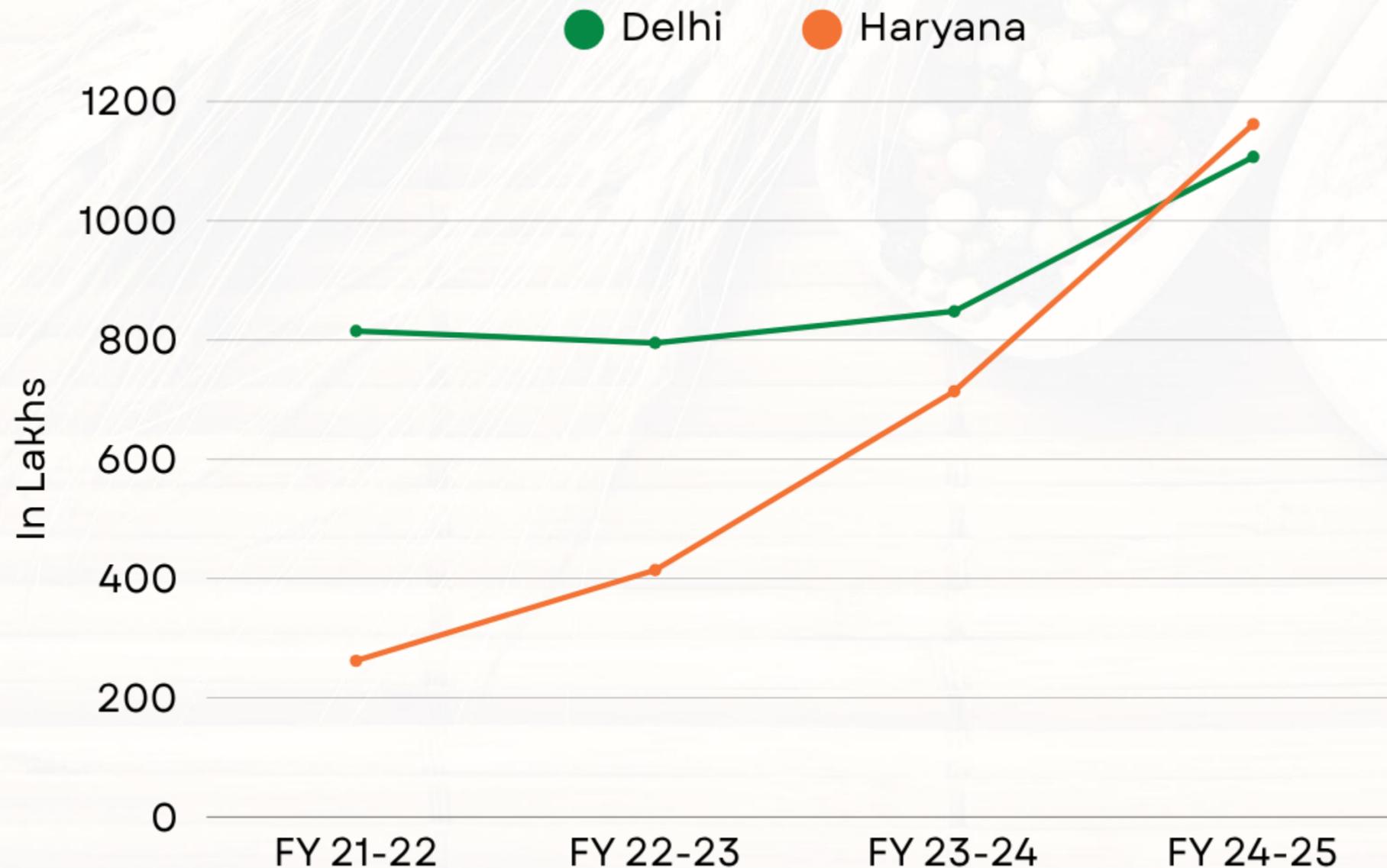
FY24: 40.10%

FY25: 68.75%

Revenue Contribution (%)



State-wise YoY Growth



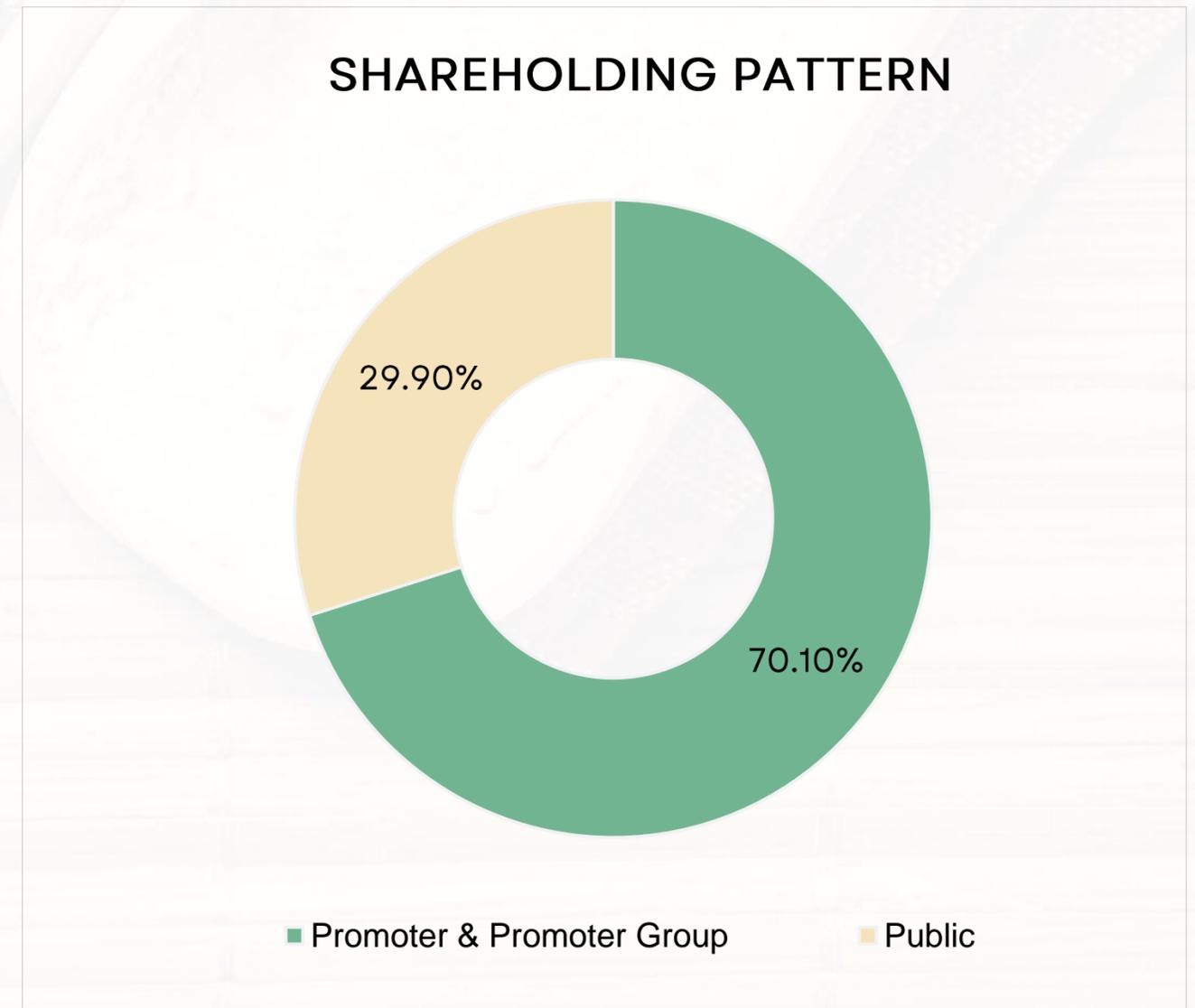
Initially, the company experienced strong sales in Delhi, reflecting its solid market presence in the capital. Haryana, during the same period, recorded modest sales figures.

Recognizing the potential in Haryana, HOAC Foods strategically intensified its focus on this state. The company expanded its manufacturing capabilities by inaugurating a new facility in Gurugram, Haryana, in June 2024. This 5,000-square-foot facility enhanced the production capacity for spices and oil products, incorporating advanced technology and fully automated packaging to improve efficiency and product quality.

Additionally, HOAC Foods broadened its distribution network by adding new outlets across multiple regions, including Haryana, to meet the rising demand. This expansion strengthened the company's market presence and improved product accessibility for consumers.

Stock Data

NSE CODE: HOACFOODS ISIN: INEOS6S01017	
Share Price (₹)	175.00
Market Capitalization (₹ Cr)	67.26
No. of Shares	38,43,210
Face Value (₹)	10.00
52 week High-Low (₹)	213.80 - 105.00



As on 02/06/2025

Contact US



Company

Investor Relations Advisors

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EquiBridgeX Advisors Pvt Ltd

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