



PROVENTUS AGROCOM LIMITED

A Step Towards Wholesome Goodness

January 2024



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**FARM TO
CONSUMER
TABLE BRAND**



ABOUT US



Integrated Dry Fruits and Healthy Snacks Brand

+30cr

Monthly revenue
run rate

2.5X PAT Growth

in last 2 years

212 crs

Brand Sales FY23
(~226 crs In 9MFY24)

>125

Products/SKUs

**Omnichannel
Distribution**

OUR VISION

ProV envisions becoming the nation's foremost brand of premium dry fruits, nuts and healthy snacks



Entire Value Chain



Superior Quality



Product Innovation



Consumer Satisfaction

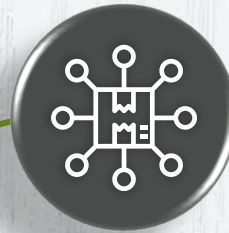


CORE DETERMINANTS



Omni-Channel Distribution

Presence across various channels



End to End Value Chain

Presence from Farm (Sourcing) to Table (Consumer)



Thorough Growth

Sustainable, Scalable and Profitable Growth



Strong and Professional Management

With over 100 years of experience of top Management Team



Extensive Product Lines

Product for every need, a solution for every segment



PAN INDIA OMNICHANNEL DISTRIBUTION



GENERAL TRADE

- 45+ Distributors
- 7500+ Touch Points
- 20+ States

MODERN TRADE

- PAN India Presence
- 3500+ Stores
- 20+ Airports



E-COMMERCE

- 8+ Leading Platforms
- Cost Effective Strategy
- Growth with Minimal Spend

COMPREHENSIVE RANGE OF PRODUCTS



SELECT

- Economical Range
- Value for Money



PREMIUM

- Flagship Range
- Daily Consumption



REGAL

- Extravagant Range
- Gifting Consumption



FLAVOUR

- Augmented Range
- Occasional Snacking



FUSION

- Trail Mix Range
- Travel Snacking

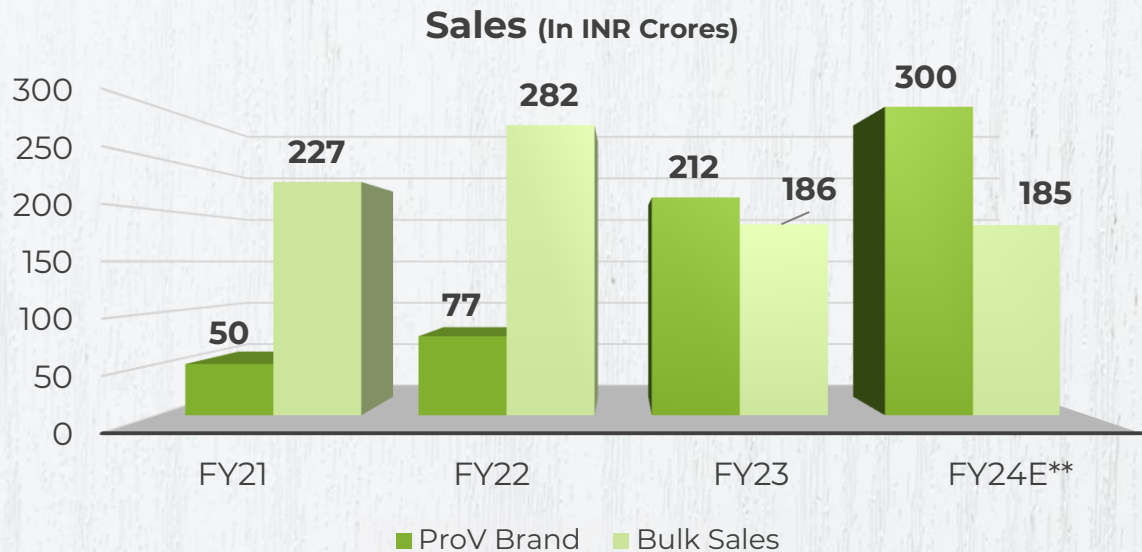


MINIS

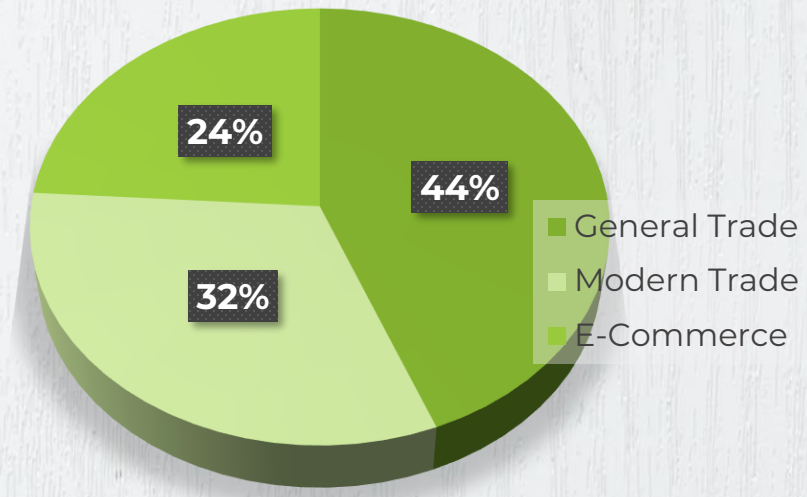
- Small SKU Range
- On the Go - Snacking

Lower Gross Margin to Higher Gross Margin

BRAND SALES GROWTH



>4X
growth In last 2 years



- Expansion of General Trade – More depth than width approach
- Diversified Sales Channel Mix
- Expanded Product SKUs led growth

**Till 9MFY24 – ProV Brand clocked revenue of ~INR 226 crs

MAJOR CLIENTS





MANAGEMENT TEAM



PROV MANAGEMENT TEAM



DP Jhawar

CEO & MD, Co-Founder
C.A , B.Com

- 25+ Years of Experience
- Ex - MD of Edelweiss Commodities Limited



Shalin Khanna

COO & Chief Marketing
Officer; Co-Founder

- 18+ Years of Experience
- Ex - Edelweiss Commodity Services, Strategy and Risk Governance



Deepak Agrawal

Chief Business Officer
Co-Founder

- 18+ Years of Experience
- Ex-Head - Aster Commodities DMCC, Dubai



Ankush Jain

Chief Financial Officer
CFA, MBA (Finance)

- 16+ Years of Experience
- Managed Treasury Desk of Edelweiss Financial Ltd,

PROV ADVISORS & PARTNERS



CHEF SANJEEV KAPOOR

ProV Celebrity Brand
Ambassador

- 40+ Years Expertise in Food Industry
- Mass Appeal and Reach – Trust
- Influence and Relatability with Consumer
- Credibility and Expertise



K S NARAYANAN

Food Industry Veteran

- 35+ Years of Food Related Experience
- Ex MD of McCain Foods Pvt Ltd and Ex HUL-Business Head
- Industry Expert and Product Development
- Expertise in Sales and Business Development

<https://www.linkedin.com/in/chefsanjeevkapoor/?originalSubdomain=in>

https://www.linkedin.com/in/narayanan-k-s-06652a8/?original_referer=https%3A%2F%2Fwww%2Egoogle%2Ecom%2F&originalSubdomain=in

INDEPENDENT DIRECTORS



S. Ranganathan
Chairman

- **Educational Qualification:** CA, CS, LLB, B.Com
- **Experience :** 25+ Years of Experience
 - EX MD of ECL Finance Ltd
- Leadership Role with Citibank, Citicorp, Bank of America Merrill Lynch



Sweta Jitendra Jain
Compliance Advisor

- **Educational Qualification:** CS, LLB
- **Experience :** 20+ Years of Experience
 - Ex-Head Regulatory & Dy GC (Director) – PhonePe
- Ex- Head of Legal and Compliance - PayU
- Regulatory, Legal, Privacy, Policy Advocacy

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<https://www.linkedin.com/in/sweta-jain-b834488/?originalSubdomain=in>

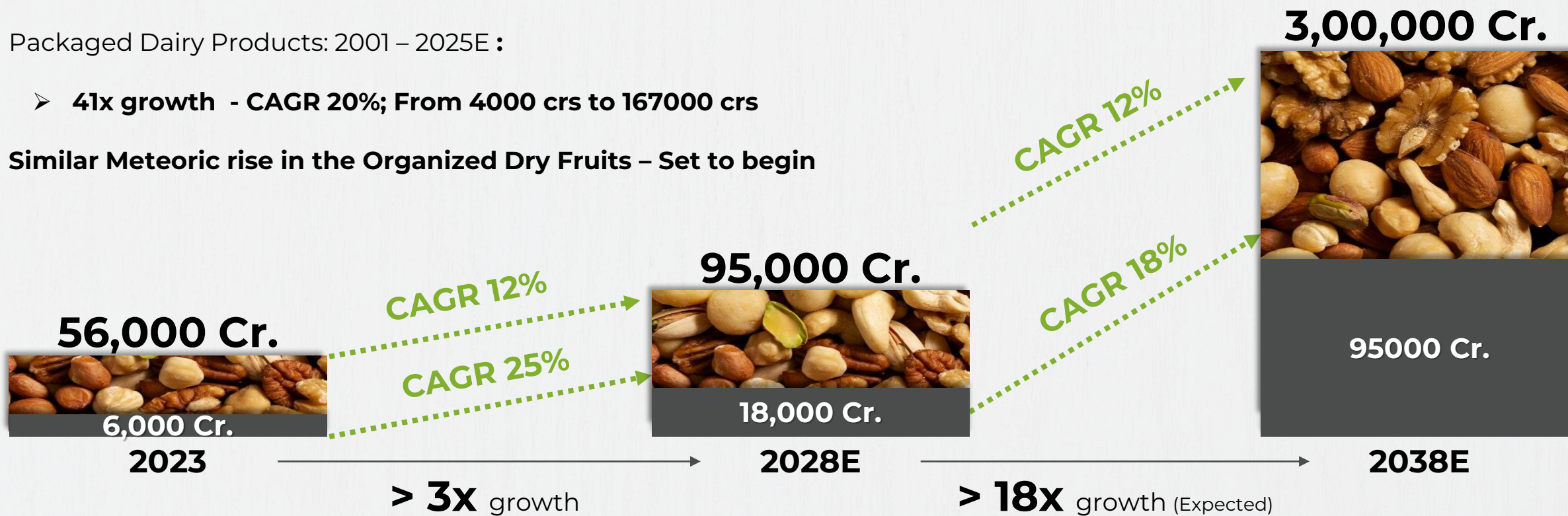


THE INDUSTRY LANDSCAPE

Branded Dry Fruits Industry
- Multi Decade Growth Story

INDUSTRY LANDSCAPE

- ❖ Packaged Atta Market: 2001-2021 :
 - **33x growth ; CAGR 35% ; From 600 crs to 20000crs**
- ❖ Packaged Dairy Products: 2001 – 2025E :
 - **41x growth - CAGR 20%; From 4000 crs to 167000 crs**
- ❖ **Similar Meteoric rise in the Organized Dry Fruits – Set to begin**



 Dry Fruits Industry

 Brand/Organised Dry Fruits Industry

**Expected to grow 95000cr from 6000crs –
Growth of 18x in next 15 years**

GROWTH DRIVERS

TRIPLE PUSH



Unorganized to Organized Shift



Soaring Trends in Dry Fruits Consumption



Rising Per Capita Income among Indian households

2nd in

consumption of peanuts, almonds, and cashews

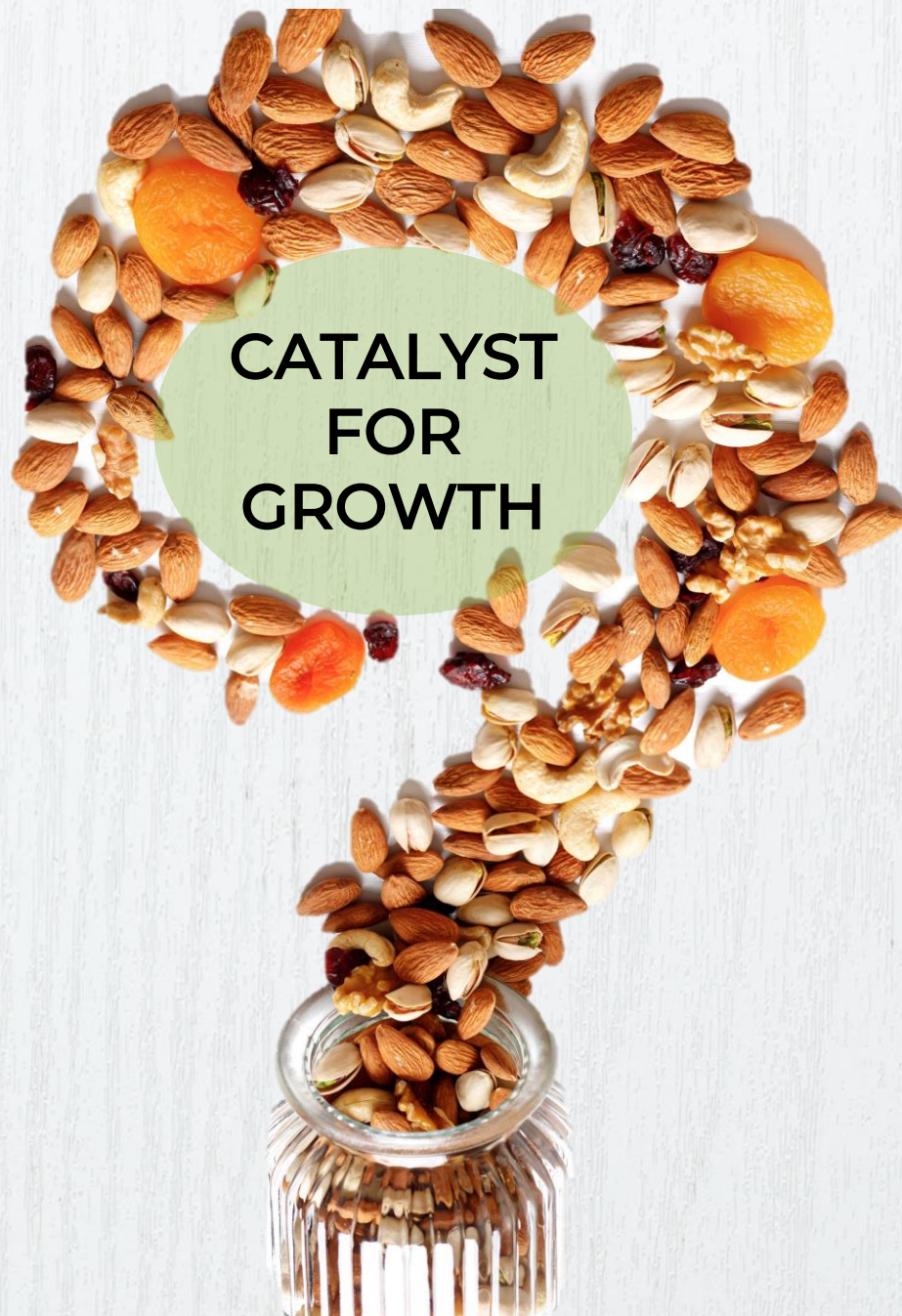
INDIA

3rd in raisins

6th for walnuts

4th for dried figs

7th for dates



Brand Brings Trust



Convenience



Adulteration in Unorganized Segment



Dry Fruits – Now a Necessity



Health Awareness



Increasing Gifting Culture



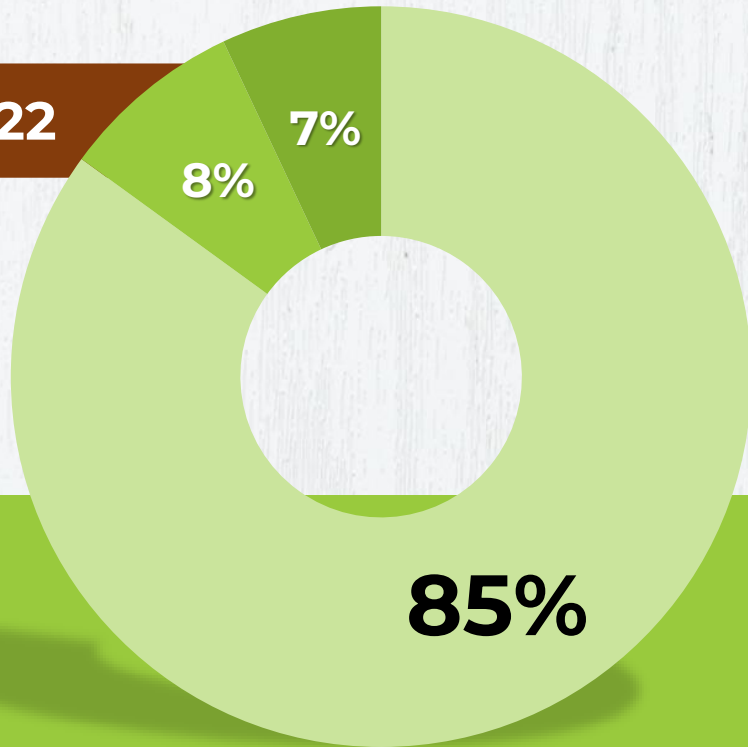
GENERAL TRADE



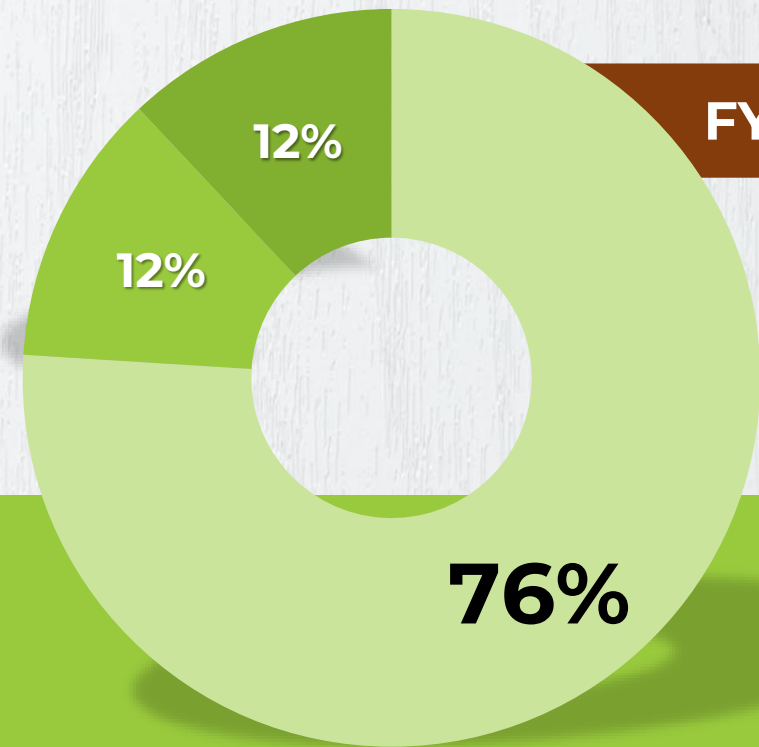
■ General Trade ■ E-Commerce ■ Modern Trade

■ General Trade ■ E-Commerce ■ Modern Trade

FY 2022



FY 2027



GT dominated distribution channel across FMCG Industry and will continue to do so in future as well

RECENT STRATEGIC DEALS

True Elements



Yoga Bar



Farmley



TATA SOULFULL
delicious millets



Happilo
Premium Dry Fruits



Latest Entrants

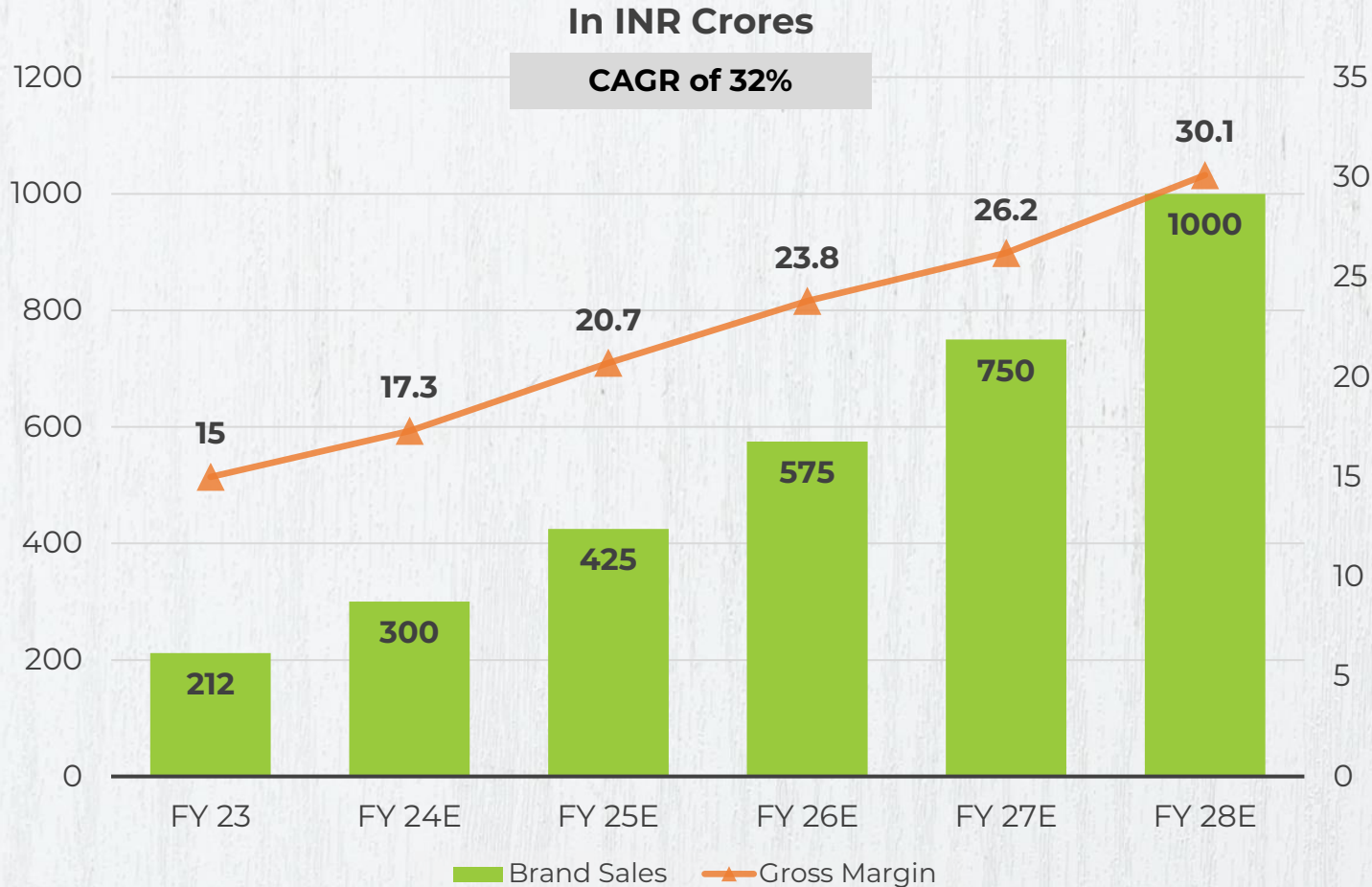




PROV- STRATEGICALLY POSITIONED

Aspiration **1000crs** brand
sales

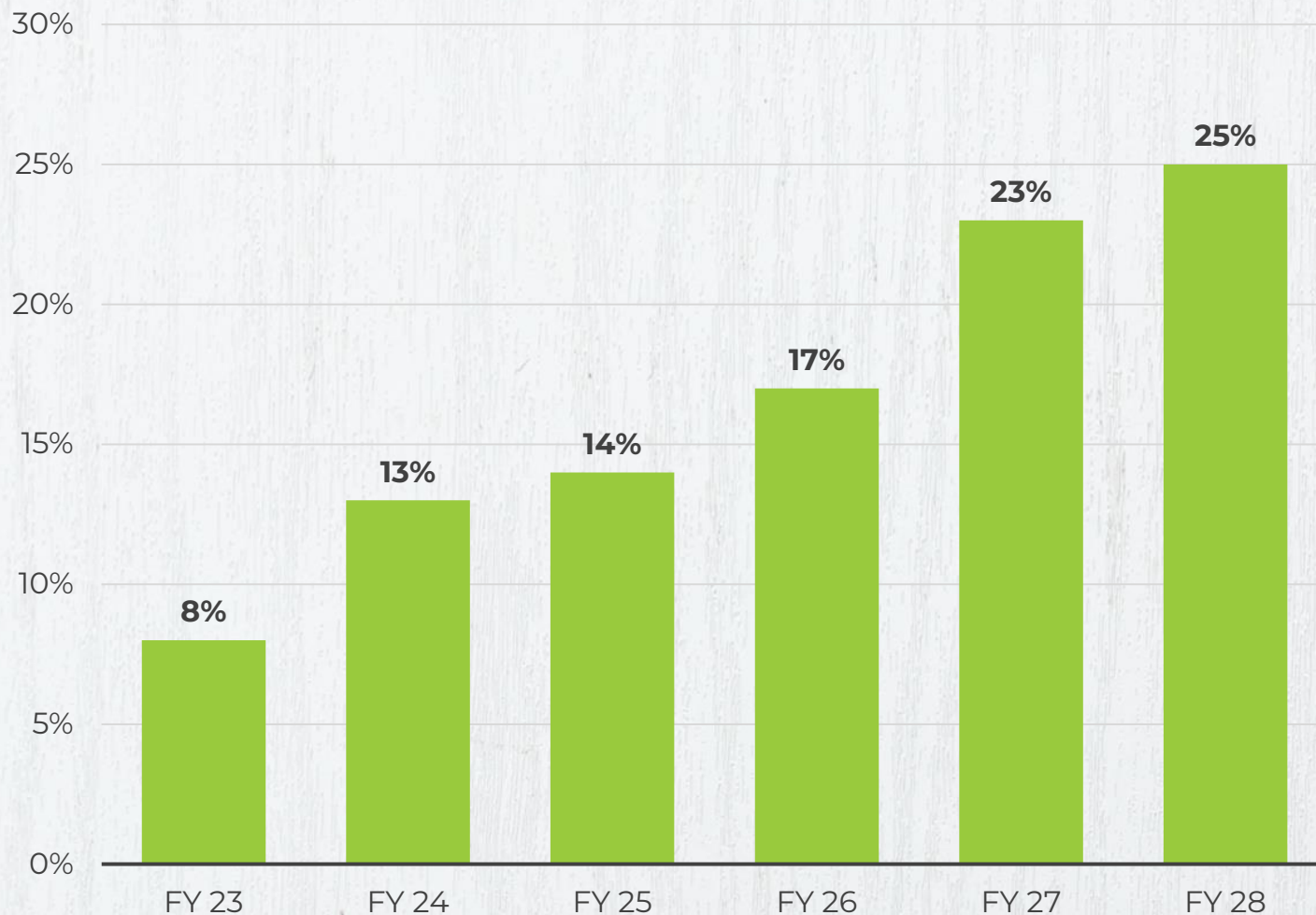
ProV Growth Aspiration



1000 crs Sales and Rise in Margins will be led by

- ✓ Accelerated Expansion of General Trade
- ✓ Sales mix diversification approach
- ✓ Product Innovation
- ✓ Targeted Marketing and Branding Strategies

Growth with Profitability



ROCE Target of **25%** by FY2028



Operational Efficiency



Effective Working Capital Management



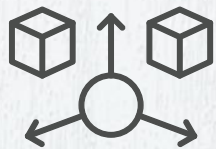
Asset Light Business



Higher margin Product Mix

*RoCE is defined by Return on Capital Employed on Brand Business ProV

PROV GROWTH STRATEGY



PRODUCT DIVERSIFICATION

- Form Change products
- Prioritize high margin products



LITE ON RESOURCES

- Asset Lite Model
- Optimize resource utilization



AGGRESSIVE ON GENERAL TRADE

- Feet on ground approach
- Depth focused growth strategy
- Localized Strategy



MARKETING EXCELLENCE

- Consumer Centric Approach
- Consistent Branding and Innovation
- Data Driven Decisions



INNOVATION DRIVE

- Leveraging Digital tools for customer engagement
- Product Development

Closing Thoughts : Committed to..



Sustainable Growth

- Economies through presence in Entire Value Chain
- Diversified Product Mix

Scalable Growth

- General Trade Channel Growth Approach
- Customer Satisfaction

Profitable Growth

- No Cash Burn Approach
- Targeted Spends vs Returns

Inclusive Growth

- Shared Vision and Values
- Trust Among Stakeholders

CONTACT US



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