

7th November, 2025

National Stock Exchange of India Limited,
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051.

Symbol: ADFFOODS

BSE Limited,
Department of Corporate Services,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

Scrip Code: 519183

Sub: Investor Presentation of Q2 FY 2025-26.

Dear Sir/Madam,

Please find enclose herewith the Corporate Presentation of the Company for the Quarter ended 30th September, 2025.

The aforementioned Presentation has been uploaded on the Company's website viz., www.adf-foods.com

You are requested to take the above on your records.

Thanking You,

Yours faithfully, For **ADF Foods Limited**

Shalaka Ovalekar Company Secretary

Encl: As Above





ADF Foods Ltd

Investor Presentation Q2 FY26

Nov 2025



Safe Harbor



This presentation and the accompanying slides (the "Presentation"), which have been prepared by ADF FOODS LTD (the "Company"), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company. This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded. Certain matters discussed in this Presentation may contain statements regarding the Company's market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and worldwide, competition, the company's ability to successfully implement its strategy, the Company's future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cashflows, the Company's market preferences and its exposure to market risks, as well as other risks. The Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections. All Maps used in the presentation are not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.

Contents

Ol Company Overview

02 Business Overview

03 Growth Strategy & Drivers

- 5 Brands, 5 Stories
- Strong Marketing & Distribution
- Manufacturing Excellence
- Strategic Innovation
- People & Capabilities

04 ESG

O5 Annual Performance Highlights



TRULY INDIAN

Ŝ@UL









Company Overview



ADF Snapshot



Leading Manufacturer of Prepared Ethnic Food

9-decade Vintage with origins dating back to 1932

Leading Manufacturer & Supplier of prepared ethnic food, specializing in Frozen Foods, Ready-to-eat (RTE), Ready-to-cook (RTC) items, & meal accompaniments



Wide Presence in 55+ Countries

Global Presence across North America, UK, EU, Middle East & Asia Pacific



Steered by an Experienced Leadership & Management

Leveraging extensive experience, deep domain knowledge & multi-generational understanding along with seasoned food industry professionals



Cutting-edge Manufacturing & Extensive Distribution



Cutting-edge Manufacturing Facilities



NadiadGujarat

Nasik Maharashtra

28,000 MT

Annual Food processing Capacity



Strong global distributor network, warehouses & cold storages ensure a strong presence across the value chain

2

Distribution warehouses in USA



A Culinary Powerhouse with Diverse Products

400+

Product SKUs

5

Prominent Brandswith significant brand loyalty



TRULY INDIAN







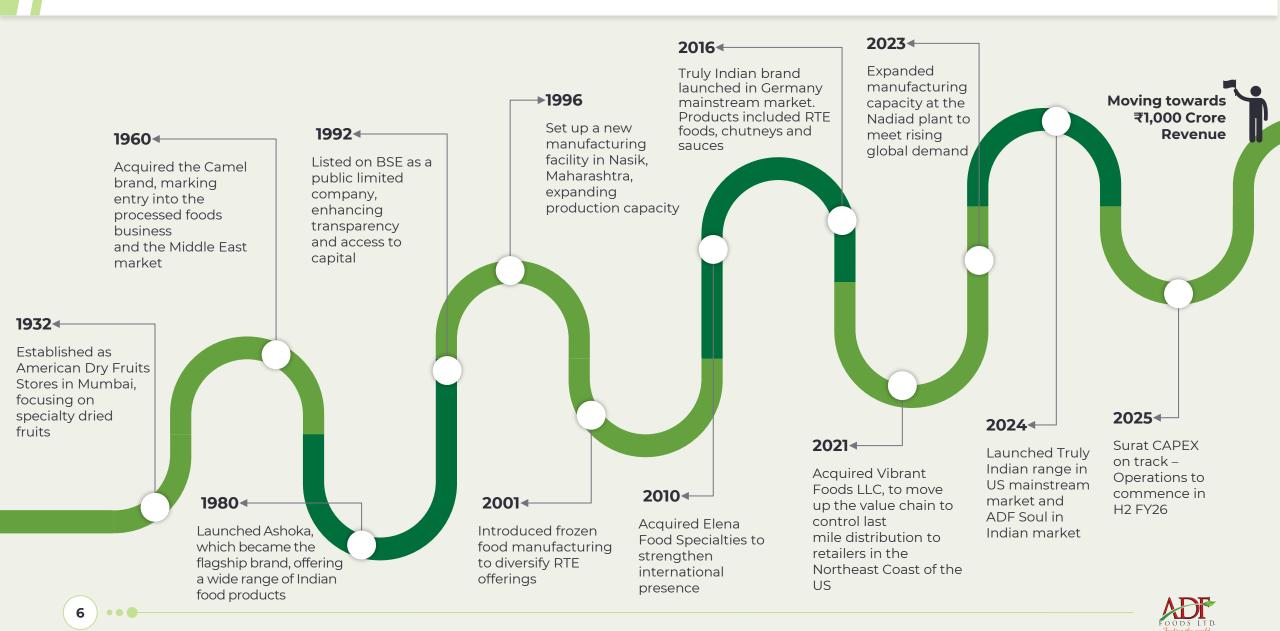


Key Customer Segments

- South Asian Diaspora (Worldwide)
- Mainstream Consumers (USA, Germany)
- Domestic Consumers (India)



Our Legacy





Business Overview



Q2 & H1 FY26 Key Business Update



Brand Refresh - Ashoka



Same Authentic Flavour Now in a New Look

Launched **a fresh new look** with vibrant colours celebrating Ashoka's rich heritage and authentic flavour



Brand Refresh - Truly Indian



Real Indian food, Made fresh in India

Introduced a fresh, dynamic design for the Truly Indian brand to energize growth and enhance visibility across **2,000+ stores**



CAPEX - Surat Greenfield



Near Completion

Project near completion – On track to commence operations in H2 FY26



Q2 & H1 FY26 Key Financial Update (Standalone)

Q2 FY26 Delivers stellar Performance

Q2 FY26

INR 140.1 Crores

Revenue from Operations



11.5% YoY

- Revenue from operations at INR 140.1 crores, a robust 11.5% growth YoY, despite challenges posed by US tariffs
- Driven by strong broad-based demand and enhanced market penetration of Ashoka and Truly Indian brands
- Supported by new product listings in leading retail chains

INR 37.7 Crores

EBITDA



36.1% YoY

- EBITDA increased by 36.1% YoY from INR 27.7 crores in Q2 FY25 to INR 37.7 crores in Q2 FY26 on account of improved revenue mix, cost optimisation and favourable foreign exchange
- Q2 FY26 EBITDA Margins at **26.9%**

INR 29.7 Crores

PAT



39.1% YoY

- PAT increased by 39.1% YoY from INR 21.4 crores in Q2 FY25 to INR 29.7 crores in Q2 FY26
- Q2 FY26 PAT Margins at **21.2%**

H1 FY26

INR 240.4 Crores

Revenue from Operations



8.0% YoY

INR 60.2 Crores

EBITDA



19.2% YoY

INR 46.7 Crores

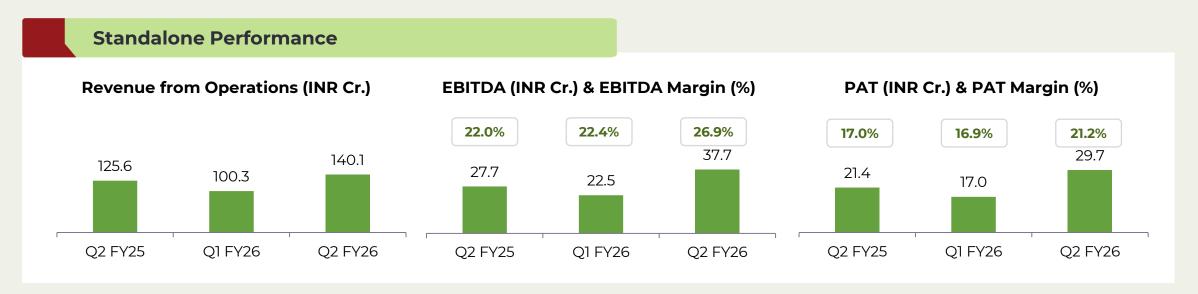
PAT



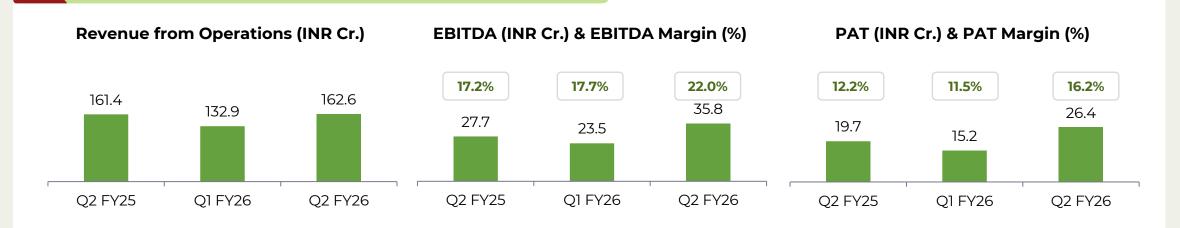
21.4% YoY



Q2 FY26 Financial Performance



Consolidated Performance

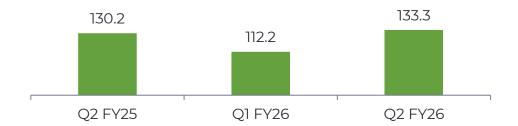




Segment Performance

Processed Foods

Revenue from Operations (INR Cr.)



EBITDA (INR Cr.) & EBITDA Margin (%)

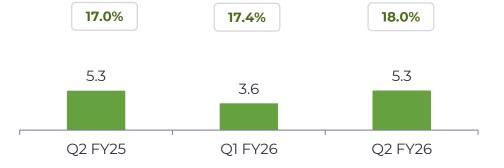


Distribution

Revenue from Operations (INR Cr.)



EBITDA (INR Cr.) & EBITDA Margin (%)





Business Segments

• Business comprises core manufacturing i.e., processed foods business and agency distribution business

2 Core Segments

Processed Foods

One of the largest Indian exporters of processed foods









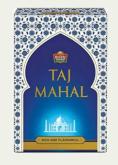
 Own product portfolio of leading processed foods brands for South Asian diaspora, mainstream & domestic customers

17% 83% Processed Foods Distribution

H1 FY26 Revenue breakdown

Distribution

Strong presence in US and UK







- Agency distribution business for leading FMCG companies for renowned packaged tea brands such as Lipton, Brooke Bond Red Label, Taj Mahal
- Nationwide presence in USA, spanning both West and East Coasts, and also in the UK



Product Portfolio

Key Products



Frozen Products

- Snacks & Samosas
- Indian Breads
- Curries
- Fruits & Vegetables (Cut & Whole)
- Sweets
- Puffs
- Rolls



Ready-to-eat & Ready-to-cook

- Curries Regular & Vegan
- Cooked Rice
- Cooking & Condiment Pastes
- Dipping Sauces
- Cooking Sauces



Food Accompaniments

- Pickles
- Chutneys
- Murabba



Spices & Others

- Spices
- Tamarind
- Indo Chinese Range
- Canned Sweets, Mango Pulp, Soya Chaap

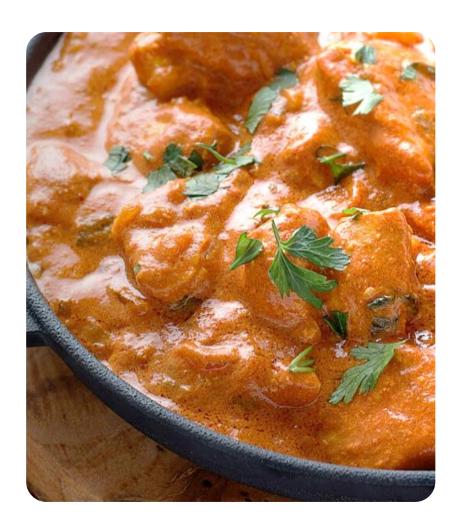








Growth Strategy and Drivers



Strategic Growth Pillars





Key Growth Drivers

Potential to reach INR 1,000+ crores Revenue in FY27



Incremental revenue potential

Brownfield & Debottlenecking

• INR 180 – 200 crores at current capacities

Upcoming Greenfield expansion

• INR 250 – 275 crores

Distribution business & Outsourcing

• INR 100+ crores through scale up in Distribution business & outsourcing opportunities.

Cont

Continuous & Strategic Brand Investments

Strengthening market presence through deeper penetration and enhanced shelf space across all brands



Annual Growth Rate



20-25% CAGR

Flagship brand already wellestablished in core markets

Positioned to propel further growth with a consistent annual growth rate of 20-25%



Growing Store Presence

Non-linear Growth

New listings & presence in marquee chains across ~2,000 stores in USA

Well positioned to replicate Germany's success in the USA market



Strategic Expansion

Significant Growth potential

Growth strategy aimed at broadening reach through expansion in new retail channels

Focus on expanding via E-commerce and Modern trade

Enhanced Distribution & Warehousing

Enhanced supply chain capabilities through the establishment of cold storage facilities within the plants

Established global distribution network with multiple warehouses in key markets & Direct distribution in USA

Harnessing Innovation for Organic & Inorganic Growth

Prospects in private label business bolstered by enhanced manufacturing capabilities

Inorganic growth opportunities

Sustaining Robust EBITDA Margins

Maintaining net debt-free status while successfully sustaining EBITDA margins in high teens





5 Brands, 5 Stories



5 Brands, 5 Stories

Bold Flavours Made with Traditional Recipes,using Authentic Ingredients

Target: South Asian Diaspora

USA, Canada, UK, Europe, APAC, Middle East

Affordable Indian Kitchen Staples for Everyday Use

Target: Budget conscious South Asian Diaspora

Middle East

Traditional Taste Profiles Catering to Middle Eastern Households

Target: Arab Consumer

Middle East



S@UL

Convenient, Ready-to-eat Solutions for Globally Curious Consumers

Target: Mainstream Consumer **USA, Germany**

Delicious, "Better-for-you" Packaged Food Products with an Urban Appeal

Target: Modern Indian Consumers **India**



Ashoka: ADF Foods' Flagship Brand



Target Audience

Born in 1980, Ashoka is ADF Foods' flagship brand catering to **South Asian** diaspora families and working professionals seeking convenient, authentic Indian dishes



Product Features

Celebrating our proud Desi heritage, we deliver bold, vibrant Indian flavours to a global audience

Our ready-to-eat products blend tradition with convenience, catering to South Asian taste preferences.



Product Range

Ambient Range

Pickles, Chutney, Pastes, Pulp, Sauces, RTE Curries & Rice

Frozen Range

Indian breads, Snacks, Kathi Rolls, Wraps, Vegetables & Sweets



Global Presence

Ashoka products are enjoyed in 55+ countries worldwide

Primary markets: USA, Canada, UK, APAC, Middle East and EU













Sales & Distribution Channels



In the last **5 years**, Ashoka has grown by **CAGR of 20%+**, showcasing brand's strength & acceptance amongst the diaspora consumers

Distribution Channels: Ethnic stores, Mainstream Retail & E-commerce channels



Outlook

Ashoka will continue to lead as the flagship brand, driving strong growth across core & emerging markets through focused market engagement, new product introductions, & deeper market penetration, supported by strengthened teams



Ashoka - Brand Refresh

Same Authentic Flavour. Now in a New Look!

Launched a new visual identity, giving the portfolio a refreshed appearance with vibrant colours

Highlighting the heritage of the brand (since 1980)







- Creating bold colour blocks on shelf by using rich hues & patterns in the design
- Design consistency across SKUs to enhance brand recognition
- Brand growth initiatives planned for driving awareness of the new packaging



Truly Indian: Unlocking Global Markets With Authentic Indian Flavours

Bridging Cultures with Authentic Indian Taste



Target Audience

Targeted at the global mainstream population, specifically non-Indian audiences seeking to try authentic Indian flavours



Product Features

Product Range

Existing Range: Regular Meal Assortments

TRULY INDIAN

Delivers the REAL taste of India with fresh, shelf-stable ready-to-heat foods, offering vegan & vegetarian options

Wide product range includes ready-to-eat meals, pastes and sauces, meal accompaniments, carefully crafted for a milder palate

Poppadum Boxes

Condiment Pastes

Cooking Sauces

Chutneys



TRULY INDIAN OF THE POTATO & PEA







Presence

Strong presence across Germany, now growing strong in USA



Sales & Distribution Channels

Sold through mainstream / modern trade stores, bolstering its presence across large supermarkets, club stores, and food service markets

Retail Expansion to ~2,000 Outlets with a growing presence on Amazon



























Outlook

Expanded range and new offerings to drive deeper penetration and enhance shelf space





Frozen Breads

Frozen Snacks

Frozen Wraps

RTE Curries & Rice



Truly Indian - Brand Refresh

Bold new look to showcase street-style Indian cuisine

Our original packaging focused on function—clear claims, a classic box format, and a "restaurant style" promise. It delivered on nutrition and convenience but didn't reflect the bold, handcrafted spirit of the food inside.





Our refreshed packaging captures the vibrant energy of Indian streets and kitchens with bold colors and curved typography—all while spotlighting the crave-worthy deliciousness inside.







ADF Soul: Delicious, "better-for-you" packaged food products

For modern Indian urban consumers



Target Audience

Urban audience, residing in metropolitan cities

Consumers seeking products that balance flavour, health, and convenience



Product Features



ADF Soul products are created with "better-for-you" ingredients or cooking methods that enables consumers to make better choices when it comes to choosing food products

We offer India's first range of Pickles and Chutneys that are prepared using 100% extra-virgin Olive Oil

Recently launched our frozen range including handmade parathas & samosas



Product Range

22 SKUs of pickles (in Olive Oil & Sunflower Oil) and chutneys

6 SKUs of dips

5 SKUs of frozen breads

3 SKUs of frozen snacks



Sales & Distribution Channels

Own website: https://soul-foods.in/

Leading E-Commerce / Quick Commerce Platforms

Key Modern Trade Chains

We cover the top Indian cities through our company website

Presence on Amazon, Flipkart, Big Basket, Swiggy Instamart & Zepto

Also available in key modern trade outlets in Mumbai & Pune



Outlook



Driving an aggressive growth strategy to expand reach via enhanced E-commerce & modern trade channels



Camel & Aeroplane: Our Other Esteemed Brands



Delighting Arabic Consumers for 100+ years

Premium brand serving Tradition-Preserved Recipes for Arab audiences

Strong consumer base across Middle Eastern markets

Pickles, Condiments, Pastes, Sauces, Marinades, Curry powder, Tamarind, Essences, Food flavours



Ethnic Grocery Retail, Cooperatives and Supermarkets



Target Audience



Presence



Product Range



Channel mix



Offering Affordable Solutions to Budget Conscious Consumers

Value for money brand targeted at quality - conscious expat consumers in Middle East

Enjoys patronage across all major Middle Eastern markets



Frozen Indian breads and Snacks, Pickles, Pastes, Chutneys, Curry powders

Ethnic Grocery Retail and Supermarkets





Strong Marketing & Strengthened Distribution



Ashoka: Marketing Initiatives

Branding and on-ground activation of our flagship brand Ashoka

























Ashoka: Marketing Initiatives

Ashoka Ad Campaigns on TV





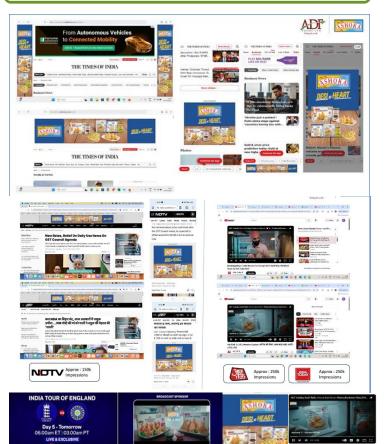




11th TO 17th OCT - 1PM



Presence on OTT, YouTube & other Digital platforms



Increased Presence on Social Media











Truly Indian: Marketing Initiatives

Branding and on-ground activation for Truly Indian

























Truly Indian: Marketing Initiatives

Influencer Collaborations





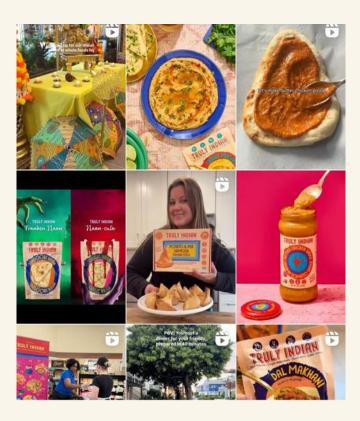


Increased Presence on Social Media











ADF Soul: Marketing Initiatives

Branding and on-ground activation



















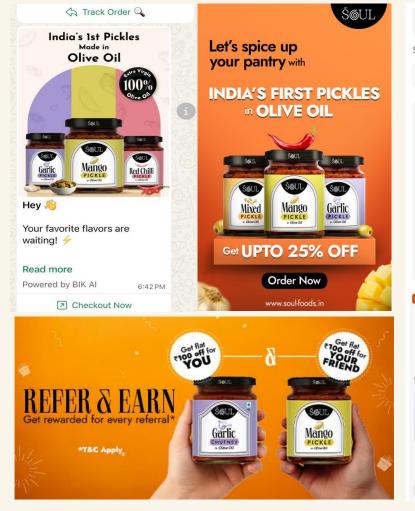


ADF Soul: Marketing Initiatives

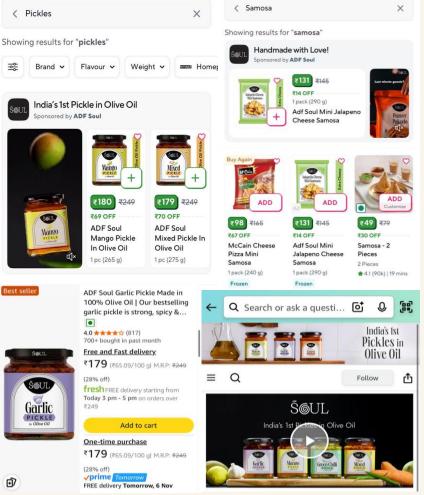
Continued presence on Social Media



WhatsApp / Email and Referral Marketing



E-Commerce and Quick Commerce Marketing





Warehousing Facilities

Cold storage facility in New Jersey, USA

- Combined area of 100,000 sq. ft for warehousing and distributing operations shared among two warehouses in Atlanta and New Jersey (NJ)
- Enhanced capabilities through the establishment of a new cold storage facility to enhance the handling of our frozen product range, increasing service levels and boosting margins



New Jersey



Cold Storage New Jersey

Warehousing and Distribution Facilities



Atlanta, USA (34,000 sq.ft.)



New Jersey, USA (66,000 sq.ft.)







Manufacturing Excellence



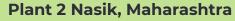
Manufacturing Facilities



Plant 1 Nadiad, Gujarat

- Total Built up area ~26,000 Sq.mt.
- Frozen foods (Snacks & Samosas, Indian Breads, Curries, Fruits & Vegetables (Cut), etc); Meal accompaniments (Pickles, Chutneys); RTE/RTC (Cooking & Condiment Pastes, Sauces)

support



- Total Built up area ~12,000 Sq.mt.
- RTE/RTC (Cooked Rice, curries and spices; Meal accompaniments (Pickles, Chutneys); Spices



28,000 MT

Annual food processing capacity

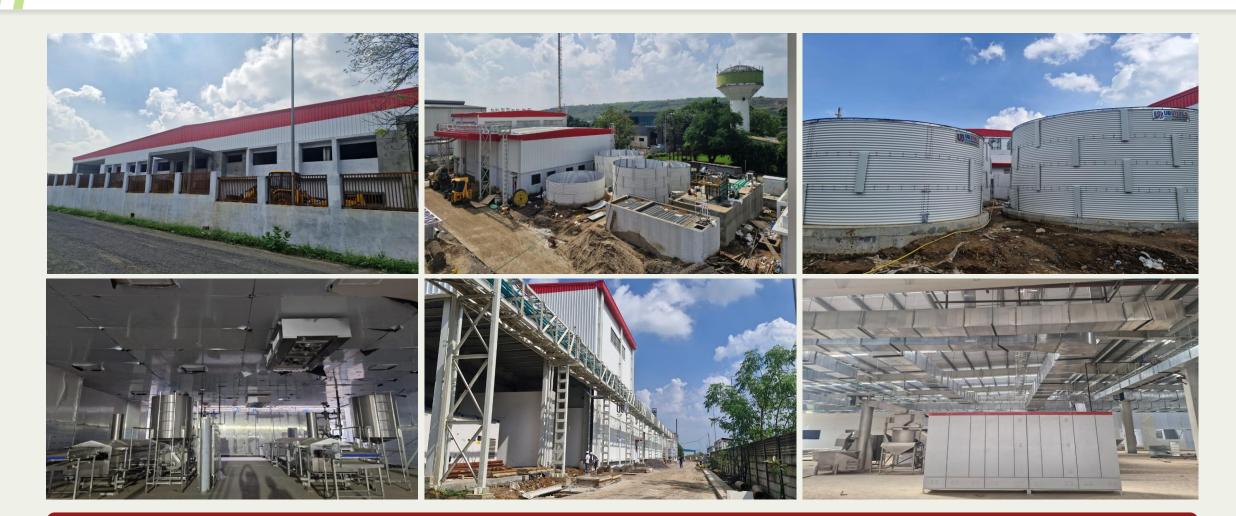
CAPEX Initiativ	es - Unlocking capacities in existing & new facilities	Incremental Benefits
Ongoing	Surat Greenfield expansion (~INR 90 crores – Phase 1) in existing and new lines for frozen foods	Incremental revenue INR 250 - 275 crores
Completed	Various Brownfield & debottlenecking efforts at existing plants in Nadiad & Nasik and a Cold Storage upgrade in Nadiad	Incremental revenue INR 180 - 200 crores
Ongoing	New brownfield initiative: Retort Expansion, along with additional brownfield projects & infrastructure	Enhanced operational efficiency







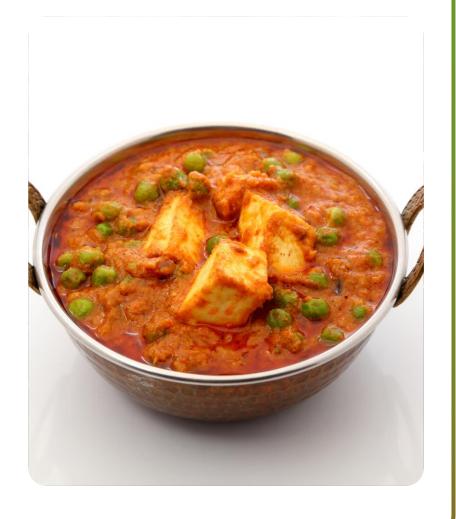
Ongoing CAPEX – Surat Greenfield expansion (Current Status)



Expansion project of the Greenfield facility near completion, expected to commence operations in H2 FY26



Strategic Innovation



Shaping Products and Processes for a Changing Market

Driving innovation through practical solutions that balance consumer needs with scalability and quality.



New Product Development

Launch of combo packs – Royal Indian meals (thali) and Desi Delights (snacks)



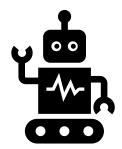
Category Expansion

Introduction of health-forward products under ADF Soul, including pickles in olive oil, chutneys & condiments and frozen Indian breads and snacks



Packaging Adaptation

Shelf-stable formats optimised for durability, retail presence, and international shelf-life standards



Manufacturing Automation

Continuous focus on investments in automated machinery in existing as well as new plants



Retort & Freezer Capacity

Enhancements across facilities to support extended shelf life and demand for frozen meals



Cold Chain Integration

Upgraded cold storage infrastructure in Nadiad; expanded freezer space at US warehouses for improved fulfilment



Supported by Stringent Quality Control

Quality control certifications and processes ensure high standards and excellence in our industry

























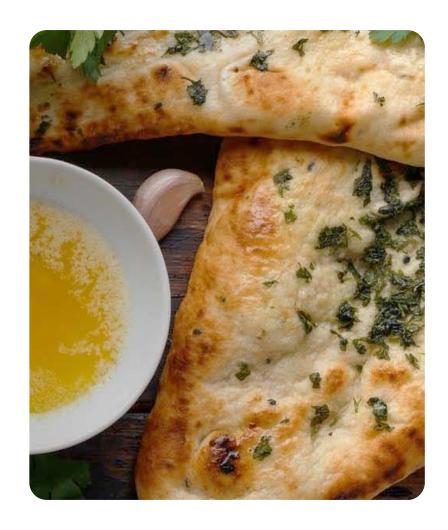








People & Capabilities



Governed by experienced Board Of Directors



Bimal Thakkar Chairman, Managing Director and CEO

- 40+ years of experience in domestic and export food industry
- Instrumental role in developing brands and new products, tapping new markets, international acquisitions, setting up of subsidiary companies in India and abroad



Viren Merchant Non-Executive Director

- 40+ years of experience and expertise in business management and pharmaceutical and healthcare industry
- Currently CEO of Encore Healthcare Pvt Ltd.



Jay Mehta Non-Executive Director

- 40+ years of rich industrial experience group and is the director of Indian operations at Mehta Group, that spans 4 continents and has business interests in cement & building materials, horticulture, consultancy, etc.
- Executive Chairman of Saurashtra Cement Ltd.



- 35+ years of experience in the field of corporate and commercial laws, merger and acquisition, real estate and Finance transactions
- Independent Director of various entities such as Strides Pharma Ltd., Mahindra Logistics Ltd, Mahindra Life Space Developers Ltd, Aptech Ltd.



Deepa Harris
Independent Director

- 30+ years of expertise in high end luxury hospitality category
- Successfully driven India's luxury brand The Taj Group of Hotels
- Independent Director of reputed listed entities such as PVR Ltd, Jubilant Foodworks, Yatra Online and TCPL Packaging.



Pheroze Mistry Independent Director

- 40+ years of experience in business administration.
- He is associated with Pallonji Group of companies dealing in logistics, industrial coating and painting, shipping, dredging, general and Life Insurance, Investments Immovable Property etc.



M. M. Srivastava Independent Director

- A science graduate, master in physics IAS (Retd) & MBA with 40+ years administrative & corporate experience
- Held positions such as Member (Fin) -Gujarat Electricity Board, MD - Gujarat Agro Industries, Secretary - Finance Department, Commissioner of Commercial Tax Department, Principal Secretary - Energy Petrochemicals
- Independent Director of Adani Power



Arjuun Guuha Whole Time Director

- A senior food industry professional, with 30+ years of experience.
- He has held several senior management roles, including Head of Operations & CEO positions, both in India and overseas, with leading Indian Corporations and MNCs.



Organisation Chart





ESG



Creating a Sustainable Future



Sustained Renewable Power Management

550-kW solar plant

The 550-kW solar installation at the **Nasik facility** continues to be a fundamental element of our sustainable energy approach.





Growth in Renewable Energy Consumption

Significant Growth in Renewables



21%

In FY25, **renewable energy use increased 21%** to 32.06 Mn MJ, up from
26.45 Mn MJ in FY24, improving energy
sustainability.

Efficient energy intensity usage

3.92 MJ/kg

Although higher production resulted in greater total energy consumption, our energy intensity continues to be efficient.

Controlled Emissions

0.00047 TCO₂e/kg

Despite production volumes increase, the intensity of Scope 1 and 2 greenhouse gas emissions successfully controlled.



Water Efficiency & Circularity

ZLD Excellence

90,000 litres water per day

Zero Liquid Discharge system at Nasik facility, recycling around **90,000 litres of water daily**, satisfying **~80%** plant's **water needs**.

Improved Water Intensity

1.856 KL/lakh

Improved water consumption efficiency, with water intensity per rupee of turnover decreasing from 1.874 KL/lakh in FY24 to 1.856 KL/lakh in FY25.

Reduced Freshwater Dependency

From 101,099 KL of freshwater withdrawn, our reuse and **recycling efforts** greatly lowered our dependence on new water sources.



Air Quality and Waste Reduction

Reduced NOx Emissions

12.60 0 µg/m³

Achieved significant decrease in NOx emissions, lowering the levels from 13.11 to 12.60 µg/m³ in FY25

Landmark Waste Reduction



49%

Total waste generation **decreased significantly by 49%,** dropping from 37.60 MT in FY24 to 19.15 MT in FY25.







Annual Performance Highlights



Consolidated 4-year Financial Highlights

Particulars (INR crores unless stated)	FY22	FY23	FY24	FY25
Profit & Loss Highlights				
Revenue from Operations	421.2	450.3	520.3	589.6
Gross Profit	211.5	235.9	276.2	341.4
Gross Profit (%)	50.2%	52.4%	53.1%	57.9%
EBITDA	66.6	80.6	104.9	98.3
EBITDA Margin (%)	15.8%	17.9%	20.2%	16.7%
PAT	48.5	55.9	73.8	69.3
PAT Margin (%)	11.5%	12.4%	14.2%	11.8%
Balance Sheet Highlights				
Equity	345.6	421.6	442.0	492.7
Net Debt*	(101.3)	(143.4)	(144.5)	(118.0)
Tangible & Intangible Assets	160.3	181.6	187.4	204.6
ROCE	18.1%	18.1%	22.2%	20.2%
ROE	14.0%	17.7%	17.1%	14.1%
Working Capital	115.6	134.9	131.4	161.9

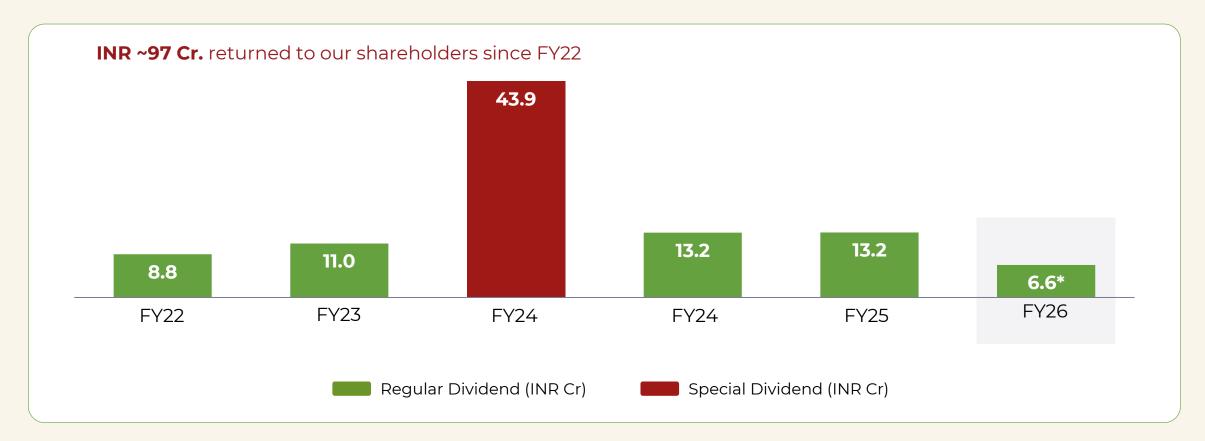
 $[\]ensuremath{^*}$ Negative figure represents surplus cash, bank and short-term investments



Consistent Shareholder Returns

Value creation for shareholders

Consistent shareholder value creation through dividend payouts and buyback of shares



^{*} Interim Dividend (INR 6.6 Cr)



Thank You!

ADF Foods Limited

CIN: L15400GJ1990PLC014265

Shardul Doshi, CFO shardul@adf-foods.com

Ernst & Young LLP Investor Relations Advisory

Ravi Udeshi ravi.udeshi@in.ey.com **Sumedh Desai** sumedh.desai@in.ey.com

