

Ganesh Consumer Products Limited

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OCTOBER 16th, 2025

To
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai -400001
Maharashtra, India
Scrip Code – 544528

To
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G- Block
Bandra Kurla Complex, Bandra (East)
Mumbai- 400001
Maharastra, India
NSE Symbol- GANESHCP

SUBJECT: INVESTOR PRESENTATION FOR QUARTER ENDED 30TH JUNE, 2025

Dear Sir/Madam,

Pursuant to Regulation 30 and other respective regulations of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are herewith enclosing the copy of Investor Presentation which covers the milestones achieved by the Company during the Quarter ended June 30TH, 2025. Apart from that there are certain other informations which are required to be known by our existing shareholders as well as prospective investors of the Company.

A copy of the same will also be uploaded on the Company's website www.ganeshconsumer.com

Kindly take the same on your record.

Thanking You
For Ganesh Consumer Products Limited

Narendra Mishra Digitally signed by Narendra Mishra Date: 2025.10.16 22:36:13 +05'30'

Narendra Mishra Company Secretary and Compliance Officer Membership No. A46018

Encl: As above





Nourishing Everyday Moments with Quality and Trust

Q1FY26 - October 2025

Investor Presentation





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BUSINESS OVERVIEW





Ganesh Consumer: Building India's Everyday Staples Champion

Pioneer of the Consumer Staple Market in East India





Blueprint for Success

Largest Player of Packaged Staples - East India

~12.6% Market Share in Wheat based and Gram based derivatives ~43.4% Market Share Sattu ~31.2% Market Share Sooji &

10 Million+ Household Reach*

Dalia

GT-3.5Lac+Outlets in East India*



Operational Excellence

Cash and Carry Model in General Trade #

28 Carry and Forwarding Agents

Strategically located manufacturing units with 4.2 lakh tons Installed Capacity



Financial Metrics

18% Revenue CAGR

14.3% PAT CAGR

8.6% EBITDA Margins

23.5% Adj. ROCE**

21 WC Days

15.8% ROE

6.8x Net Asset Turn Ratio



Comprehensive **Portfolio**

Whole Wheat Flour

Wheat and

Gram based value added

flours

Atta

Sharbati Multigrain Atta





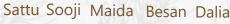




















Snacks



Ethnic Flour

^{*} Household counts and retail outlets counts in Other states are based on Management Estimate. Retial Outlet counts in West Bengal is from Neilsen Report.

[#] Spices portfolio has a credit period of 15 – 30 days

^{**} Adjusted ROCE has been calculated by taking into account specific adjustments to capital employed, including removing loans given to related parties, subsidy receivable, CWIP, capital advances, cash & cash equivalents or other non-operating items that do not reflect the core operating efficiency of the business



Dynamic, Diversified Product Range

Robust category growth with consistent CAGR momentum



42 PRODUCT CATEGORY | 225 SKUS



Carrier Products

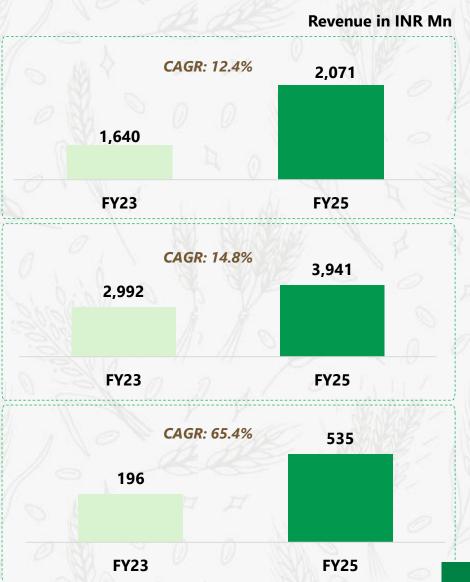


Value Added Products



Emerging Categories





An Integrated Model Powering Everyday Nutrition

From Grain to Greatness





Procurement (Wheat, Gram and Spices)

Network of 70+ Brokers with established relationship

Procurement network spread primarily across Uttar Pradesh, Bihar, Madhya Pradesh, Rajasthan, Haryana, Punjab, and Maharashtra

Manufacturing

100% in-house manufacturing and processing capabilities*

7 Strategic Manufacturing Plant Locations

1,312 MT per day Capacity

55-60% Capacity Utilization

Sales & Distribution

~28 Carrying and Forwarding Agents

1000+ Distributors

GT- 3.5Lac+ Outlets **

MT-200+ Retail Touchpoint



End Consumer

Household Brand of East India

10 Million Household Reach

4.5/5 Q-Commerce and E-Commerce Customer Satisfaction Ratings



Company Evolution

From Regional Heritage to Scalable Platform

2006-15









2015

Commissioning of 4 new units and expansion of manufacturing capacity through 2 acquisitions:

- Gram-based value-added flour & ethnics flours
- Wheat-based-value added flour products (maida, sooji and dalia

2022-23



2022 2023

ā.

- Jalan Complex Unit- I & Agra Unitrepurposed to achieve enhanced yield of Sooji
- Jalan Complex Unit- II- repurposed to manufacture whole, powder & blended spices

Entered the Spices category through launch of:





Turmeric Powder



Chilli Powder



1936

Started with a **retail outlet**

store in Burrabazar, Kolkata

under "Ganesh" brand

Brand Inception







2000

Incorporation of the company

2006

Commissioning of Jalan Complex Unit- I as an atta chakki plant

2016-22

- * Raised funds from India **Business Excellence Fund II & India Business Excellence** Funds- IIA
- * Awarded Emerging Company of the Year
- Awarded Most Loved Brand



Entered new categories through launch of:

Blended Spices



Garam Masala



Biryani Masala

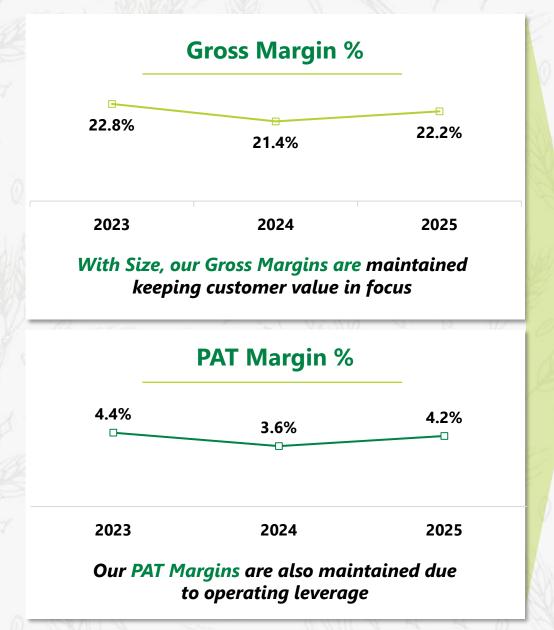


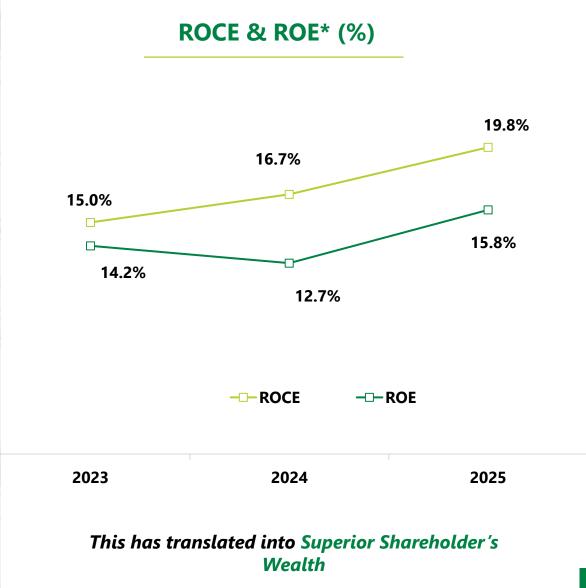


Powering Growth through Profitable Expansion

Sustainable Margins, Elevated Returns









Formalization Unlocking Long-Term Growth in India's Daily Essentials



From Unorganized to Branded



Focus on India's
Staple food
consumption

A 7	TAM	Organized Market CAGR	Organised %		
	(in Cr.) 2025E	(2025-2030)			
Wheat Flour & Wheat Derivatives	~1,85,000	15.9%	~18-20%		
Gram Flour & Gram Derivatives	~50,000	16.1%	~18-20%		
Spices	~1,40,000	13.5%	~18%		
0 1					

Large scope to improve branded penetration







Manish Mimani Managing Director Revenue 2030 Mn

EBITDA Margins

PAT Margins

SKU's 231

Distributors 1000+ Volume
Growth
Double Digit
across categories

GCPL has delivered resilient operational performance despite a **seasonally soft quarter**. The anticipated decline in Sattu sales due to a shorter summer season was offset by strong growth in other categories.

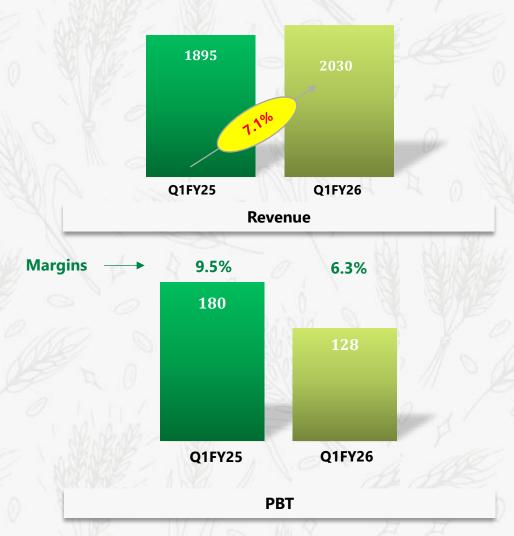
Our resilient business model and agile supply chain management have enabled us to not only protect margins but also deliver them at new highs, underscoring the effectiveness of our strategic execution.

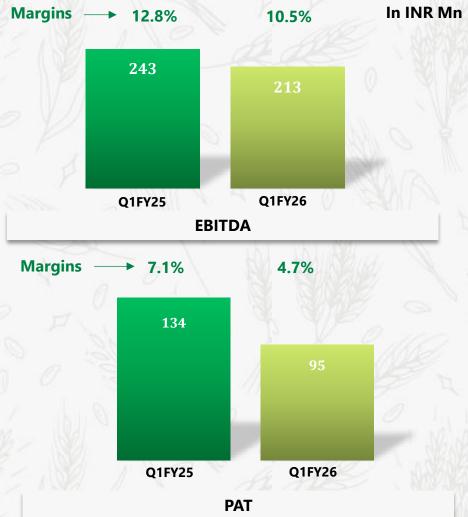
Looking ahead, with **festivities driven demand triggers** on the horizon, we are confident in our ability to capitalize on the renewed consumer sentiment.

Q1FY26 Financial Performance

Steady Revenue Growth







<u>Temporary Margin Impact from Strategic Initiatives:</u> The quarter witnessed elevated promotional activity, including category-specific offers such as the "Sugar-Free with 5kg Atta" campaign and targeted spice promotions (4+1 offer). While these activities temporarily compressed margins, they drove 35.4% YoY growth in atta and 68.5% YoY growth in spices, cementing long-term brand visibility.

Warehouse Management System: WMS incurred a one-time expense of ₹0.59 crore, aimed at enhancing supply-chain traceability and efficiency, and to maintain excess inventory stock.

Strengthened Balance Sheet Post-IPO: In line with its IPO objectives, the company repaid ₹60 crore of short-term borrowings, reinforcing liquidity and setting up for a reduction in finance costs from H2 FY26.



Financial Performance

Ganesh® SINCE 1936

Sustained Growth Momentum with Healthy Profitability

Particulars (INR Mn)	Q1FY26	Q1FY25	Y-o-Y (%)	FY25	FY24	Y-o-Y (%)
Revenue from Operations	2,030	1,895	7.1%	8505	7591	12.0%
Expenses	1,817	1,652	9.1%	7772	6958	10.5%
EBITDA	213	243	(12.4)%	733	633	15.6%
EBITDA Margins (%)	10.5%	12.8%	(234) Bps	8.6%	8.3%	27 bps
Depreciation	58	56	2.6%	236	265	(12.4)%
Other Income	12	11	4.5%	47	62	(31.8)%
Finance Cost	39	18	54.0%	64	66	(2.9)%
Profit Before Tax	128	180	(28.9)%	480	364	31.6%
PBT Margins (%)	6.3%	9.5%	(319) Bps	5.6%	4.7%	84 bps
Tax	33	46	(39.6)%	125	94	24.5%
Profit After Tax	95	134	(29.0)%	355	270	31.3%
PAT Margins (%)	4.7%	7.1%	(239) Bps	4.2%	3.6%	61 bps
EPS Diluted (INR)	2.62	3.69	(29.0)%	9.74	7.42	31.3%



Staples: The Growth Engine of Ganesh Consumer Products

Ganesh®

A large, growing, and brand-shifting category



Everyday Relevance & **Expanding TAM**

- Core, highfrequency category with massive TAM
- Urbanization & lifestyle shifts driving packaged adoption
- Steady Shift from Loose to Branded, Driving Premium Penetration



Category in Transition -From Loose to Loyal

- Accelerated migration from unorganized to branded
- Branded staples offer quality, hygiene & shelf life
- Emerging categorieshigh-growthadjacencies



Brand × Scale × Reach

- Eastern India's #1 in wheat-based derivatives and #3 packaged atta brand
- 7 State of the Art
 Strategically Located
 Manufacturing Plants close
 to Farmers
- Multi- channel presence driving reach & visibility



Robust Business Model

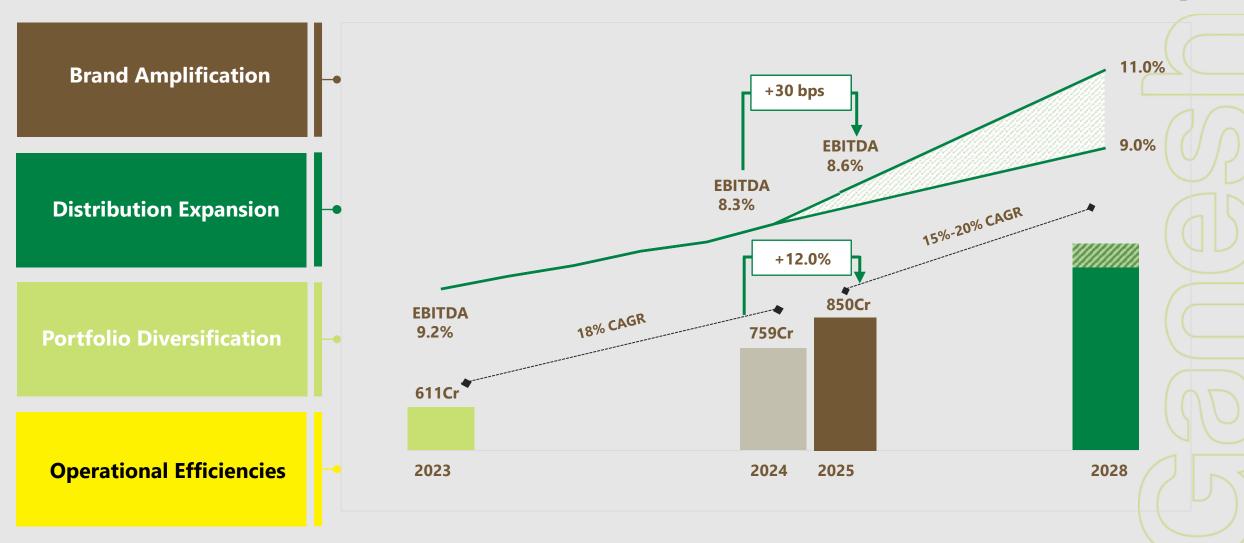
- * 85% of branded packaged staple revenue is from general trade -which is on cash and carry model.
- Rapidly growing modern trade segment driven by Qcommerce and E-commerce
- Backward integration & Inhouse milling ensures quality, cost efficiency & supply consistency
- Data-led procurement, automation & R&D strengthening scalability and margins



2028: Accelerating the Next Growth Phase



Building scale with disciplined execution





USPs





Commanding Market Leadership in East India

Strong foothold in across products



Presence in East India

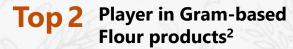


Largest Brand of Wheatbased and gram-based products

12.6% Market Share*



Largest Player for Wheat based products¹





Largest Brand of Packaged Wheat Flour

Sooji & Dalia 31.2% Market Share*

Sattu 43.4% Market Share*



Presence in West Bengal

40.5%

Market Share³

92.3%

Market Share*

Largest player in Wheat based products



Largest player in Sattu



Largest player in Wheat based products¹



Player in packaged Sattu



Player in packaged Besan Top 2

Sooji & Dalia **87.7%** Market Share*

Maida 34.9% Market Share*

Besan 28.7%

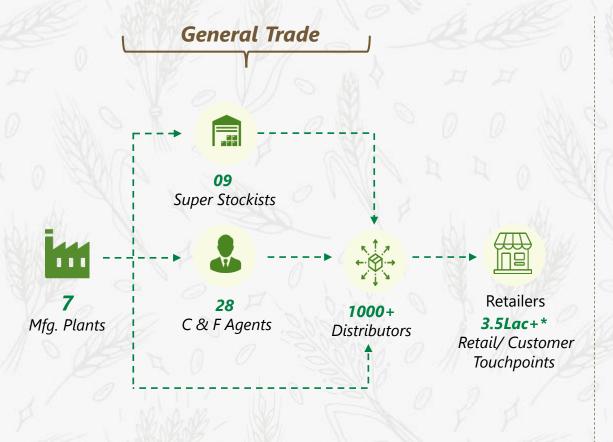
Market Share*



Multichannel Distributor Network and Customer Reach

Well-established and Widespread









Revenue Split¹

CAGR (FY23-25)

14.6% 83.5 %



Advanced, Integrated Manufacturing Footprint

Backward integration powering efficiency and consistency



7 Manufacturing Facilities

Agra + Varanasi (Uttar Pradesh)

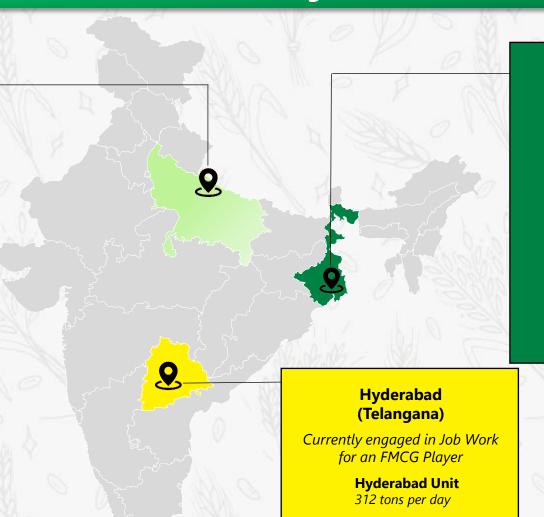
Near to Farm - optimizing raw material sourcing

Varanasi Unit 186 tons per day

Agra Unit 150 tons per day

Total Capacity

1312 tons per day



Kolkata (4) (West Bengal)

Near to core market - Enabling efficient logistics management

Padmavati Unit 384 tons per day

Jalan Complex Unit I 150 tons per day

Food Park Unit 90 tons per day

Jalan Complex Unit II 40 tons per day



Innovative & Consistent Brand Building

360° Marketing Efforts



Targeted TV Commercials







Digital Commercials















18 mn 9 mn 90 days

Print Advertisement







Local Branding









Digital Marketing and Quick Commerce



Comparison

Sattu Campaign

Post Copy:

There are thousands of energy drinks in the market that promises you utmost energy to drive you through the day. Then, there's Sattu, the original energy drink that's being consumed by Indians for years now. Read on to find out which ones better for your

#GaneshGrains #RangeOfSattu #Energy

Approved







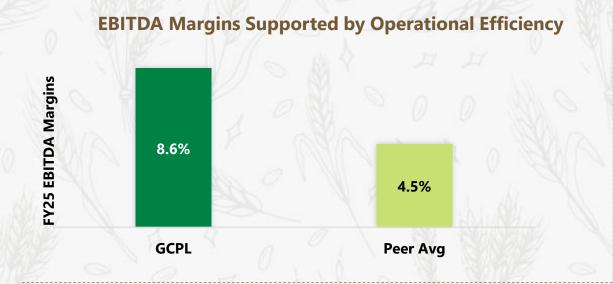


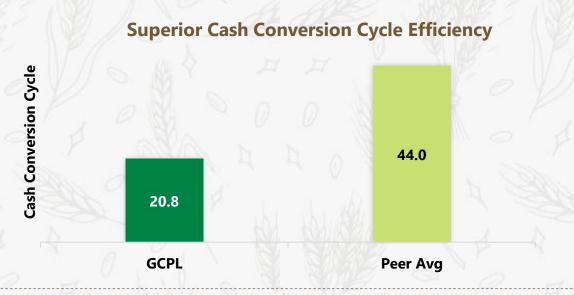


Innovation-Driven Portfolio Enabling Resilient Performance

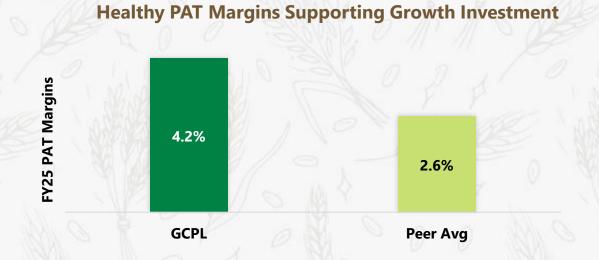


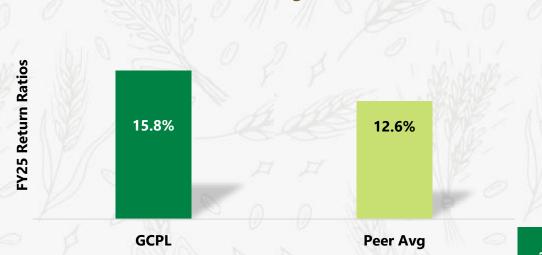
Strong margins, efficient cash cycle, and superior returns





Robust ROE Driving Shareholders Value







Quality Every Day at Ganesh Consumer Products

Committed to Quality, Safety & Sustainability













Environmental
Management System
ensuring sustainable and
eco-friendly operations

Compliance with India's
Food Safety and Standards
regulations for safe and
hygienic food products

Global benchmark for food safety management, integrating ISO standards with sector-specific controls

Occupational Health and Safety Management System ensuring a safe and efficient workplace

A fully equipped in-house **quality laboratory** and a **dedicated QA team** ensure that every batch meets stringent national and international benchmarks from raw material sourcing to final packaging.



Honoring Our Commitment to Quality and Innovation

A journey marked by recognition and impact







STRATEGIC PRIORITIES

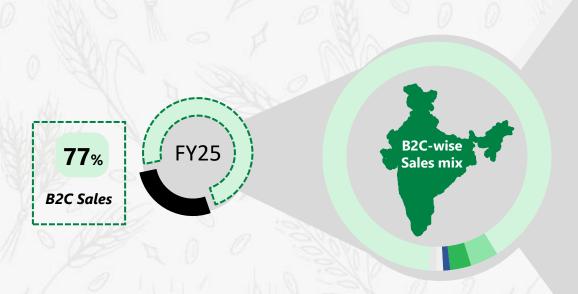


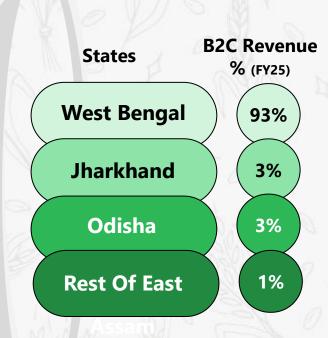


West Bengal Leadership Powering East India Expansion

Ganesh® SINCE 1936

Strong in Core, Scaling Beyond





Stronghold in West Bengal with deep distribution



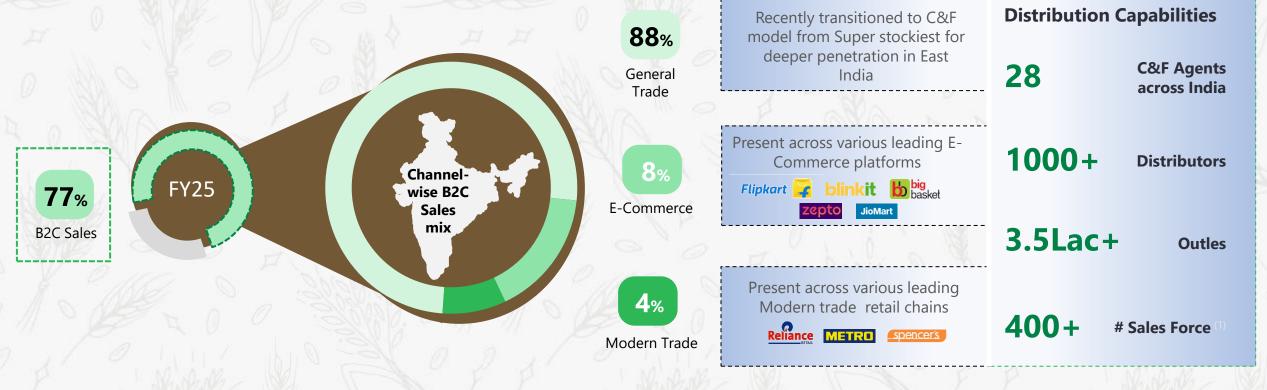
Rapidly growing distribution presence in other Eastern states



Well-Entrenched Distribution Network

Advance-based model with scalable reach







Well **entrenched distribution** network across West Bengal with growing presence in East India



Significant **potential to scale** presence across **Modern Trade** and **E-commerce**



Continuous Investment in Brand Strength

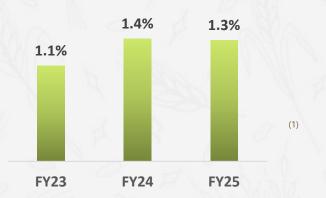
Smart Spend, Strong Leadership

Established brand awareness through frugal marketing investments

Ability to competitively price their products

Maintained leadership positions in several product categories





- Strategic and targeted advertisement spend to enhance brand prominence by focusing on high visibility marketing campaigns
- Increasing spend across **digital channels** to strategically build brand awareness



 Price setter in value added flour categories by virtue of its status as a pioneer of these categories in India

Offering products at a competitive price, while maintaining quality at par with both PAN India and regional brands serving as a **testament** to consumers' trust in the quality of the products



On track to become the leading brand in East India

West Bengal

27%

Market **Share in Atta**



92% **Market Share** in Sattu



64% **Market Share** in Sooji (2)



100% of General trade sales are on advance basis demonstrating trust in Ganesh's brand power (3)



Technological backbone for a future ready organization



Digital, agile, efficient

SAP Implementation





Warehousing Management System (WMS)

Implemented SAP S4 Hana for real-time data processing and analytics, allowing faster and more informed decision-making

Implement Warehouse Management System (WMS) to improve supply chain transparency, reduce stock-outs, optimizing warehousing capacity and track real time stock ageing

Sales Force Automation (SFA)





Distribution Management System (DMS)

Implemented a robust SFA tool to enhance sales productivity

Availability of granular data at retail store level to enable targeted sales

Implemented DMS system, which helps in secondary tracking, purchase entre management and delivery & payment collection

Provides complete visibility of inventory at distributor level



Focused Growth Strategies

Distribution. Diversification. Digitization.





GEOGRAPHIC EXPANSION & DISTRIBUTION **NETWORK**

Deepen B2C operations in current markets, focusing on tier 2/3 cities and rural regions with 8.4%* FMCG volume growth

Accelerate presence outside West Bengal, targeting neighboring states Bihar, Jharkhand, Odisha, Assam

Aim to expand distribution by onboarding new distributors and C&Fs. and leverage IT for monitoring and strategic decisions.



PRODUCT PORTFOLIO ENHANCEMENT & DIVERSIFICATION

Diversify into categories which are in sync with the existing ones

New launches addressing health-conscious and convenience-focused consumers.

Leverage consumer insights to develop value packs and regional flavors to increase market share



Implement integrated multimedia campaigns (TV, radio, print, digital, outdoor) to boost brand visibility

Primary focus is on BTL activities as the same has better reach. Advertisements are planned in vernacular languages for better impact

Sponsor cultural events and festivities in East India to deepen emotional connection and engagement



Targeting Operational cost savings Solar Power setting up in 4 Manufacturing unit in the next 6-8 months

Implement Warehouse Management System (WMS) to improve supply chain transparency and reduce stock-outs

Strengthen use of Botree DMS, SFA apps, and SAP S/4 HANA Cloud to improve order-to-cash cycle efficiency

29 *Source: NeilsenQ Research



ANNEXURE





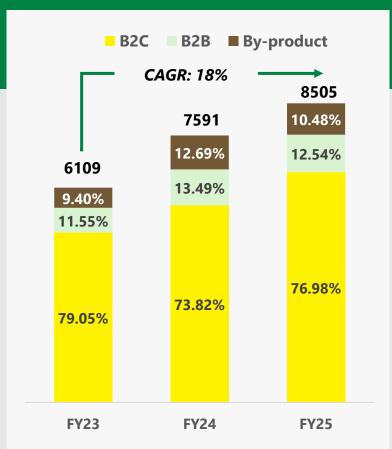
Track record of Healthy Financial Performance

Ganesh® SINCE 1936

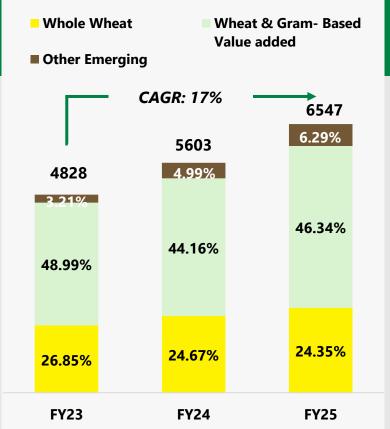
Broad-based across segments



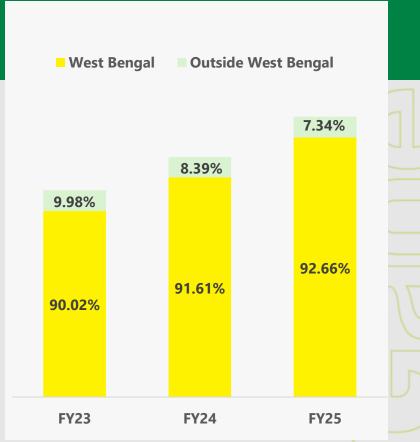
Revenue from Operations



B2C Revenue Split By Product Diversification



B2C Revenue Split By Geography Diversification



In INR Mn

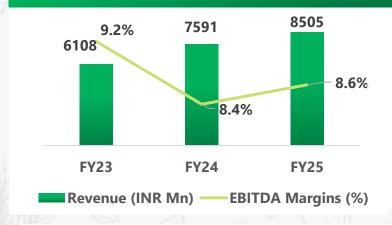


The Growth Curves

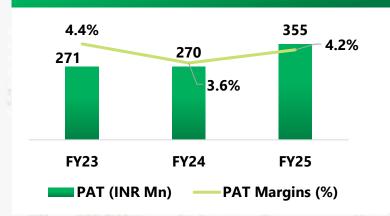
Steady gains across all metrics

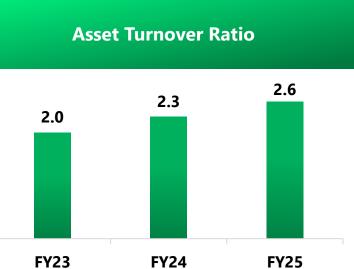


Delivering Growth – Revenue and Margin Expansion

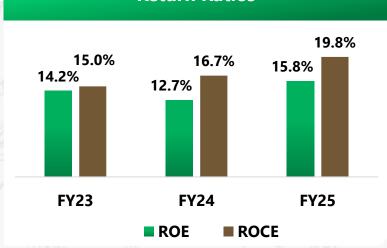


Strengthening Bottom Line – PAT and Margins trend

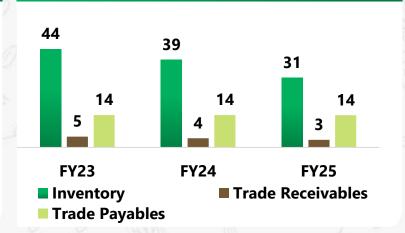




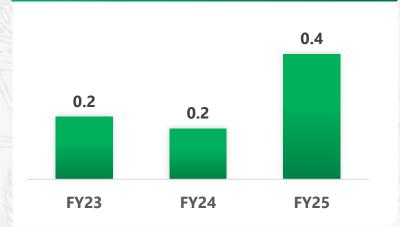
Return Ratios



Working Capital Cycle



Net Debt to Equity Ratio

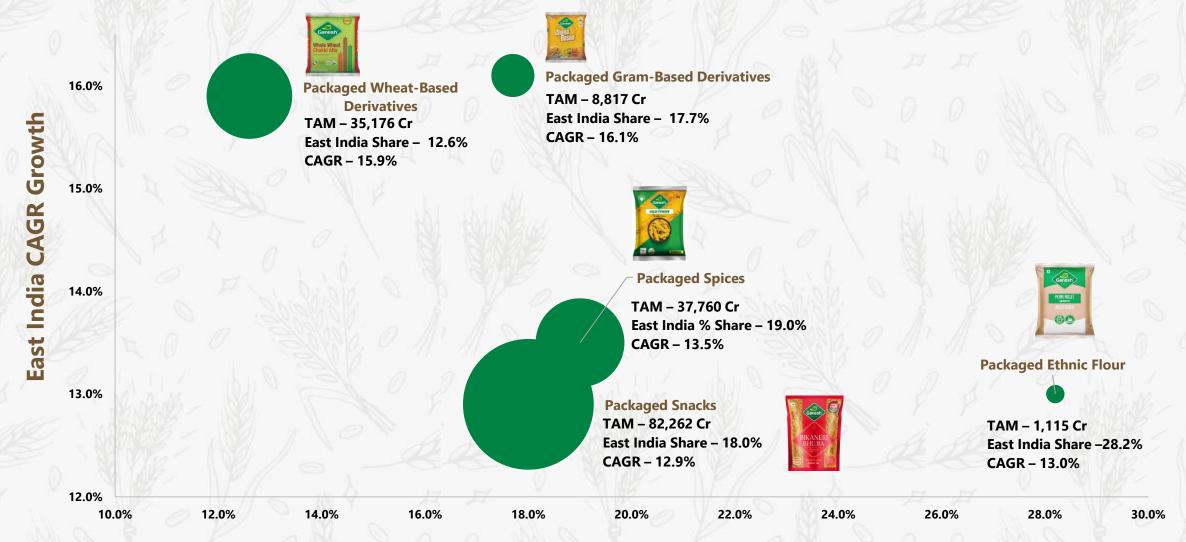




Market Opportunity: High-Growth Packaged Categories



East India at the forefront





Pioneering Growth Backed by Proven Leadership

Experience that delivers results



Manish Mimani Managing Director

Joined M/s Ganesh Flour Mills in 1994 and incorporated the company in 2000, driving its growth and corporatisation. He also served on the boards of Backbone Sales, Srivaru Agro, and Srivaru Poly Packs Pvt. Ltd.



Richa Manoj Goyal Independent Director

Graduate in Commerce and Law from Gujarat University. A Fellow Member of the Institute of Company Secretaries of India and a certified trademarks agent, she heads her own firm, Richa Goyal & Associates.



Abhishek Pareek Chief Commercial Officer

Been with the company since 2018 and oversees finance, accounts, and commercial operations. A qualified Cost and Chartered Accountant with 13 years of experience, he previously worked with Asian Hotels (East) Ltd. in corporate finance and accounts



Madhu Mimani Non-Executive Director

Been associated with the company for over two decades. She first joined the Board in 2000, reappointed in 2016, and continues to quide treasury and strategic functions. She also serves on the boards of Backbone Sales, Srivaru Agro, and Srivaru Poly Packs Pvt. Ltd.



Ganesh Shenoy Basavanagudi Independent Director

A Chartered and Cost Accountant with a commerce degree from Bangalore University and over 25 years of experience in finance. He has worked with A.F. Ferguson & Co., Larsen & Toubro Ltd., and served as Director - Finance & IT at MTR Foods Pvt. Ltd.



Sunil Chandak Chief Manager (Operations)

Associated with the company since 2012. He oversees production and factory operations, ensuring smooth manufacturing and process efficiency. With 12 years of experience, all spent with the company, he has grown through the ranks and played a key role in strengthening operational excellence



Rohit Brijmohan Mantri

Nominee Director

A Chartered Accountant and Co-Head of Private Equity at Motilal Oswal AIF, with prior experience at KPMG India. He has led investments in Ganesh Consumer Products. Pathkind Diagnostics, and Molbio Diagnostics.



Amit Tapadia

Chief Financial Officer

Been with the company since 2019 and oversees finance and accounts. A Chartered Accountant with a commerce degree from the University of Calcutta, he has 10 years of experience, including roles at Flipkart, Lifestyle International, and S.R. Batliboi & Associates LLP.



Indrani Mitra Head of Human Resources

Been with the company since 2019 and oversees all HR functions. She holds degrees from the University of Calcutta and Jadavpur University, with 19 years of experience in human resource management. Before joining, she led HR operations at Kankei Relationship Marketing Services Pvt. Ltd.



Sunil Rewachand Chandiramani Independent Director

Fellow Chartered Accountant with a commerce degree from the University of Bombay and a diploma in systems management from NIIT. He previously served as Partner at Ernst & Young India LLP and S.R. Batliboi & Co LLP.



Company Secretary & Compliance Officer

Joined in 2023. A Commerce and Law graduate and Associate Member of ICSI, he has 8 years of experience in secretarial and compliance roles with Karini Group and Mukesh Hyundai (Frostees Export India Pvt.







Statement of Profit & Loss



Particulars (INR Mn)	FY23	FY24	FY25
Revenue from Operations	6108	7591	8505
Cost of Goods Sold	4714	5968	6614
Gross Profit	1394	1623	1891
Gross Margin (%)	22.8%	21.4%	22.2%
Employee Cost	125	137	136
Other Operating Expenses	707	853	1022
EBITDA	562	633	733
EBITDA Margins (%)	9.2%	8.4%	8.6%
Other Income	40	62	47
Interest	67	66	64
Depreciation	171	265	236
Profit Before Tax	364	364	480
Тах	93	94	125
Profit After Tax	271	270	355
PAT Margins (%)	4.4%	3.6%	4.2%
Basic EPS	7.45	7.42	9.74
Diluted EPS	7.45	7.42	9.74



Balance Sheet Statement



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Particulars (in Rs. Mn)	FY 23	FY24	FY25	Particulars (in Rs. Mn)	FY 23	FY24	FY25
(a) Equity Share Capital	364	364	364	Non-Current Assets			
(b) Other Equity	1679	1850	1905	Property, Plant and Equipment	1542	1343	1255
Total Equity	2043	2214	2269	Right of Use Assets	179	136	409
Non-current Liabilities				Capital Work in Progress	45	208	37
Financial Liabilities				Intangible Assets	5	27	21
(a) Borrowing	0	0	0	Deferred tax assets (net)	1	11	15
(b) Lease Liability	160	113	185	Financial Assets			
(c) Other Financial Liabilities	1	0	1	(a) Other Financial Assets	90	90	91
(d) Non-current Liabilities	7	8	8	(b) Non-current tax asset	20	20	22
Total Non-Current Liabilities	168	121	194	(c) Other non-current assets	15	20	75
Current Liabilities				Total Non-Current Asset	1897	1855	1925
Financial Liabilities				Current Assets			
(a) Borrowings	861	383	500	Inventories	1003	624	806
(b) Lease Liabilities	23	26	37	Investments	30	0	0
(c) Trade Payables	237	275	344	Trade Receivables	104	68	91
(d) Other Financial Liabilities	53	19	16	Cash and Cash Equivalents	13	6	13
(e) Contract liabilities	16	22	21	Other financial assets	58	91	126
(f) Other current liabilities	23	17	15	Current Tax Assets	0	1	0
(g) Provisions	8	9	10	Other current assets	66	178	194
(h) Current Tax Liabilities	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	0	12	Short-Term Loans and Advances	263	263	263
Total Current Liabilities	1223	751	955	Total Current Assets	1537	1231	1493
Total Equity and Liabilities	3434	3086	3418	Total Assets	3434	3086	3418



THANK YOU

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