



Date: December 26, 2017

To National Stock Exchange of India Limited Exchange Plaza, 5 th Floor Plot No. C/1, G Block Bandra Kurla Complex Bandra (E), Mumbai -400 051 Symbol: DIAMONDYD	To, BSE Limited P.J. Towers, Dalal Street Mumbai- 400 001 Security Code: 540724 Security ID: DIAMONDYD
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Dear Sir/ Madam,

Sub: Press Release for Launches 'Rich Feast', the new umbrella brand for the Sweet Snacks category

Please find enclosed herewith the press release for the Launches 'Rich Feast', the new umbrella brand for the Sweet Snacks category.

We request you to kindly take the same on record.

Thanking you,

Yours faithfully,

For Prataap Snack Limited



Rishabh Kumar Jain
Company Secretary & Compliance Officer



Encl. As above

Prataap Snacks Limited
(Formerly known as Prataap Snacks Pvt. Ltd.)

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Prataap Snacks Limited Makes Foray into Sweet Snacks Market

Launches 'Rich Feast', the new umbrella brand for the category

New Delhi, December 26, 2017- Prataap Snacks Ltd. (PSL), a leading Indian snack foods company with products spanning across various categories like extruded snacks, chips & namkeen, has entered the category of sweet snacks market through its wholly owned subsidiary with the launch of its new brand '**Rich Feast**'. The first product under the new brand is '*Yum Pie*', a three layered treat with sponge cake, flavoured jam and chocolate.

The company has set up a fully automated manufacturing plant by its wholly owned subsidiary Pure n Sure Food Bites Pvt. Ltd. in Indore (M.P.) to manage the production of Yum-Pie.

Yum Pie is a 100% vegetarian product launched at an affordable price point of Rs. 5. The products have been designed and targeted towards kids in the age group of 4-14. Yum Pie is available in orange, strawberry and mixed fruit flavours.

Speaking about the new launch, **Mr. Amit Kumat, MD & CEO, Prataap Snacks** said, *"Our new brand 'Rich Feast' marks our entry into sweet snacks category where we see a lot of untapped growth opportunity. With this, we will now get into a bigger macro-snack category from only being a salty snacks player. We intend to grow the Rich Feast brand further with new launches in the coming time.*

"Our first product under the Rich Feast brand is Yum Pie, a light-on-pocket yummy snack targeted towards kids in the age group of 4-14.", added **Mr. Amit Kumat**

The brand has also come-up with a TVC to mark the launch of the new product, *Yum Pie*, targeted towards kids. Standing true to the brand's philosophy of giving maximum value to its customers, the ad highlights Yum Pie as a sweet snack with a fruity twist for kids to savour. The TVC begins with a kid who is reluctant to make friends in his new surroundings and is approached by another kid for friendship who is seen using Yum-pie to break the ice. The two kids eventually connect and bond and the TVC ends with the line – 'Itna yum, share karna toh banta hai'.

TVC Link: <https://www.youtube.com/watch?v=z7ShZjrIEkk>

Credits:

- Production House: Equinox Films
- Director: Mr. Sandeep Modi
- Agency: WYP (What's Your Problem)

About Prataap Snacks Ltd.

Prataap Snacks Ltd. (PSL) is a leading Indian Snack Foods Company. It offers multiple variants of products across categories of Potato Chips, Extruded Snacks, Namkeen (traditional Indian snacks) under the popular and vibrant Yellow Diamond brand. It has recently launched a range of sweet snacks under the distinctive Rich Feast brand. PSL is focussed on offering deep value to consumers through a



variety of pack sizes at attractive price points. Its products are present across 27 states in India and it is one of the fastest growing companies in the organised snacks industry.

Headquartered in Indore, India; PSL operates 5 manufacturing facilities of which 3 facilities (Indore, Assam-1 and Assam-2) are owned and 2 facilities (Kolkata and Bangalore) are on contract manufacturing basis. Its distribution network includes 218 super stockists and more than 3,500 distributors allowing it extensive reach across the country. PSL has a wide presence across the country that is equally spread in metro cities and urban clusters as well as in rural areas and Tier 2 and 3 cities and towns. Its products are available at independent grocers and small retail stores in the lanes and by-lanes of its key markets and it is now building up its presence in supermarkets, hypermarkets and modern trade outlets.

Led by an able and experienced leadership and guided by an accomplished Board of Directors, PSL is a socially responsible corporate citizen with a strong focus on Corporate Governance and Internal controls. Following a successful IPO in September 2017, PSL is now listed on the Bombay Stock Exchange (BSE:540724) and National Stock Exchange (NSE:DIAMONDYD) in India.