Company profiling of Haldiram’s snacks limited

“Har Khushi me khaas”

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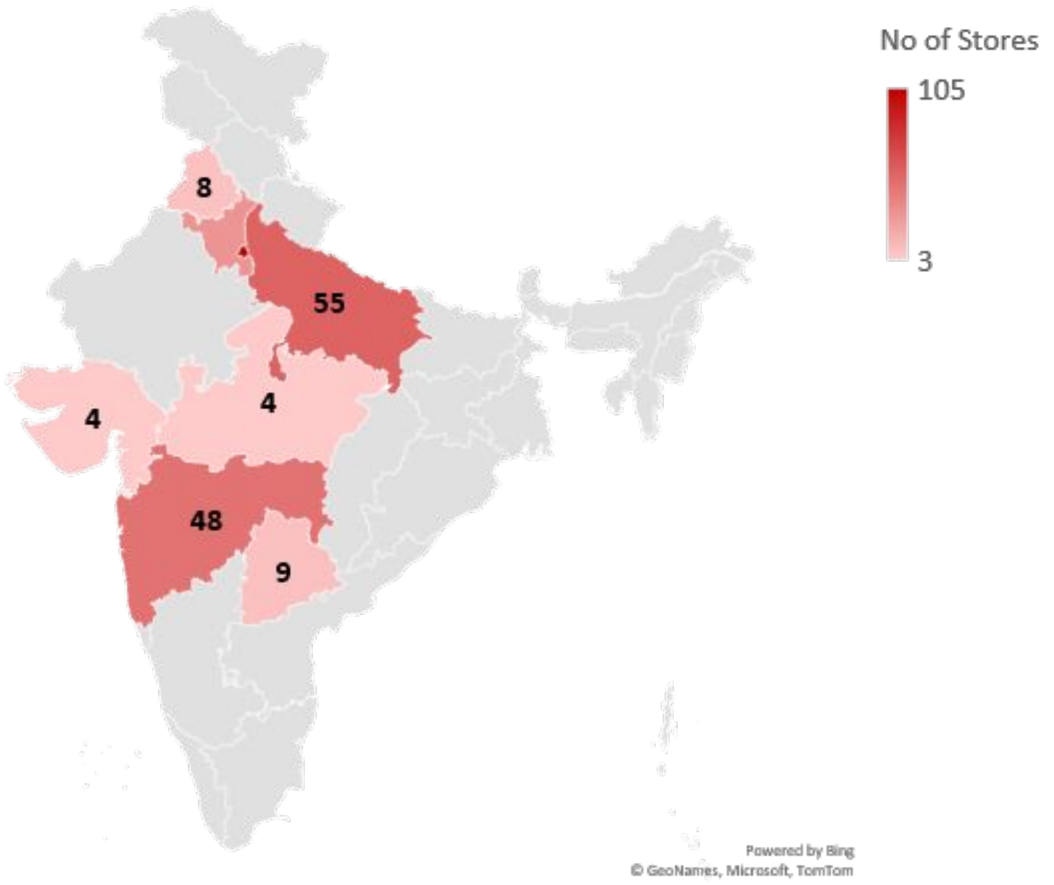
COMPANY OVERVIEW

- **Haldiram's** is a leading Indian food and snacks company, Known globally for its sweets, namkeen, bhujia, and its traditional food products, managed through family owned business model.
- **Haldiram** started in 1947 as a small bhujia shop in Bikaner, Rajasthan. Through its focus on quality and innovation, it grew from a local snack business into one the India's largest food brand.
- **Haldiram** snacks limited is headquartered in Nagpur.
- **Market share:** ~50% in India's organized snack segment.
- **Products:** 410+ SKUs– namkeens, sweets, RTE meals
- **Global Presence** -100+ countries

No.'s of Store PAN India



NEWS RUN

- **April 2025:** Haldiram's Delhi and Nagpur units merged their FMCG businesses in April 2025 to form *Haldiram Snacks Food Pvt Ltd* (Delhi 56%, Nagpur 44%), setting up the company for major investor deals (Temasek, ~$10B valuation) and a planned IPO.
- **Mar 2025:** Singapore-based **Temasek** invested **$1 billion (~₹8,500 crore)** for a ~10% stake in Haldiram's, valuing the company at approximately **$10 billion**.
- **Feb 2026:** Authorities seized **112 kg of expired sweets** during a food safety inspection at a Haldiram outlet.
- **Feb 2026:** Haldiram appointed **Annu Gupta** as CEO – International Business to accelerate its global expansion strategy.

TIMELINE

1937

Ganga Bhishen Agarwal started a small shop using “Moth Dal” in Bikaner

1960s

Expanded to Delhi and Nagpur, heading separate locations.

1980s

Haldiram's ventured into restaurants.

1990s

Haldiram's started wide range of packaged snacks for retail.

2000s

Entered into ready-to-eat meals segment.

2010s

Global expansion with a presence in 60+ countries.

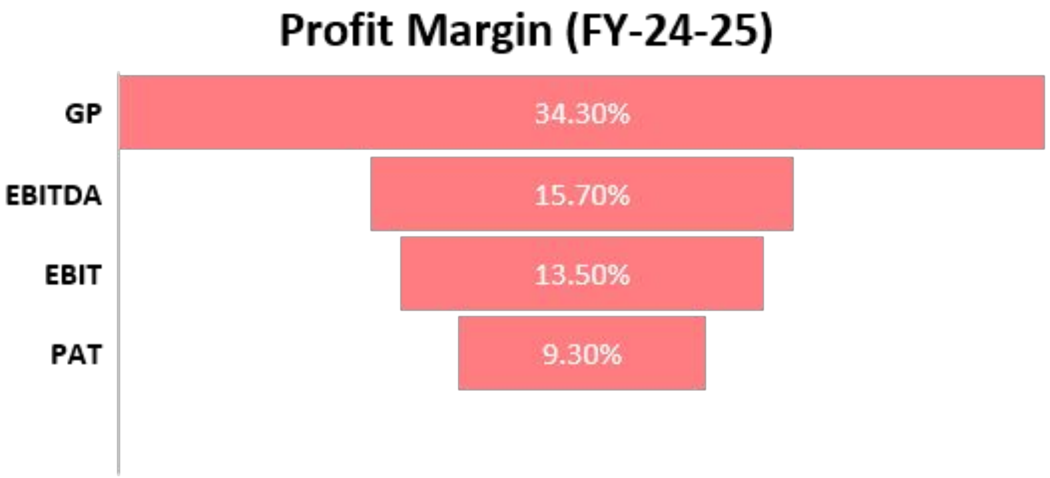
2024

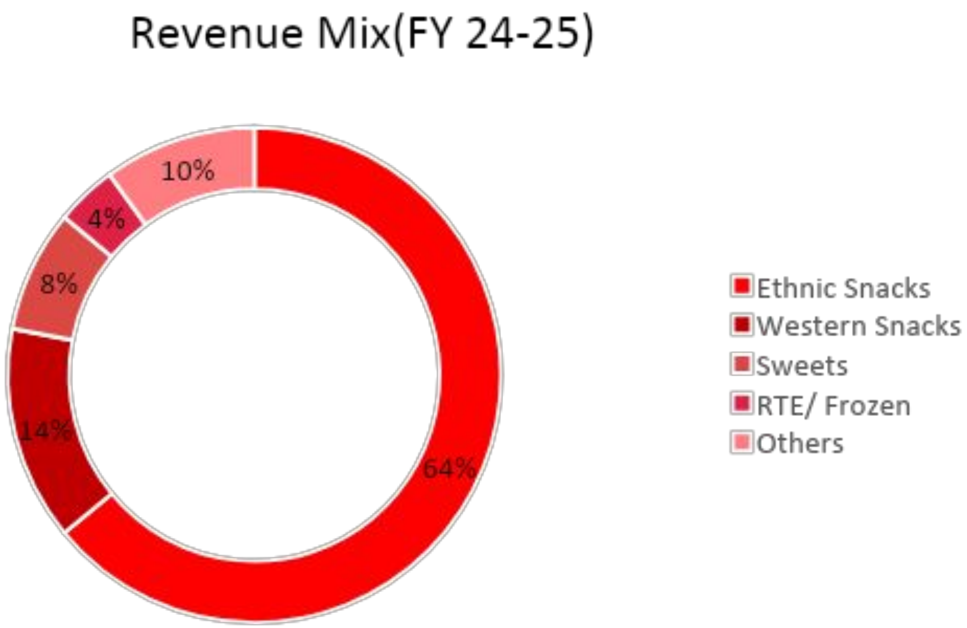
Became India's largest snack maker company.

FINANCIALS

Values in ₹ crores

Key Drivers	FY 23-24	FY 24-25
Revenue	₹6229	₹6976
EBITDA	₹943	₹1249
PAT	₹588	₹875





Ratios	FY-23-24	FY 24-25
ROE	16.8%	~21-23% est.
Assets Turnover Ratio	1.56x	~1.6x est.
Debt to Equity	0.01x	0.02x
Financial Leverage	1.14x	~1.1xest.

PRODUCT SEGMENTS

Haldiram's

OUR PRODUCT SEGMENTS

1 NAMKEEN

Our core and largest segment offering a wide variety of traditional savoury snacks made from quality ingredients and authentic recipes.

Key Categories: Bhujia | Mixtures | Dal | Sev | Papad | Others

2 SWEETS

A range of traditional Indian sweets that delight consumers across festivals, celebrations, and everyday indulgence.

Key Categories: Soan Papdi | Rasgulla | Gulab Jamun | Kaju Roll | Others

3 PACKAGED FOODS

Wholesome and convenient food solutions designed for today's fast-paced lifestyles.

Key Categories: Ready to Eat | Ready to Cook | Frozen Foods | Meal Kits

4 BEVERAGES

Refreshing and flavourful beverages that complement our food offerings across occasions.

Key Categories: Traditional Drinks | Flavoured Milk | Nimbu Pani | Others

5 BAKERY PRODUCTS

A delicious range of baked products crafted with care, perfect for everyday moments.

Key Categories: Cakes | Cookies | Rusk | Breads | Others

6 FROZEN FOODS

Tasty and convenient frozen delights that bring freshness and flavor to every meal.

Key Categories: Snacks | Meals | Parathas | Others

7 CHOCOLATES & CONFECTIONERY

Indulgent treats that add a touch of sweetness and joy to every moment.

Key Categories: Chocolates | Candies | Bars | Others

8 SNACK PELLETS & EXTRUSION

Innovative, light and crispy snacks made with modern technology and great taste.

Key Categories: Extruded Snacks | Pellets | Others

BUILT ON STRONG FOUNDATIONS

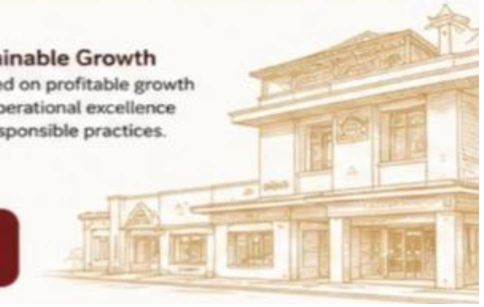
Legacy & Trust
Decades of brand equity built on quality, hygiene and authenticity.

Scale & Reach
Extensive manufacturing capabilities and a robust distribution network across India and global markets.

Innovation
Continuous innovation across products, packaging and consumer experiences.

Consumer Centric
Deep understanding of evolving consumer preferences across age groups.

Sustainable Growth
Focused on profitable growth with operational excellence and responsible practices.



One Brand. Many Choices. Countless Moments of Joy. | Haldiram Snacks Ltd. – Nourishing Traditions. Building Tomorrow.

MANAGEMENT AND MILESTONES

He spent nearly 26 years at Dabur International, rising from Product Manager to CEO, leading the business across the Middle East, Africa, USA, UK, and Southeast Asia.

Krishan Kumar Chutani-CEO

He spent over 23 years at Britannia Industries in operations, followed by senior COO roles at Bonn Group of Industries, Group Bimbo (Harvest Gold), and Bikano Bikanervala before joining Haldiram's in 2024.

Pankkaj Agarwal-COO

Head of Supply Chain, Haldiram Snacks Pvt. Ltd.-The invisible force ensuring Haldiram's 410+ products move seamlessly from factory to every corner of India..

Samir Chaturvedi-GM

Temasek Investment: Temasek acquired a 10% stake through a $1 billion investment.

2014: Ranked 55th among India's most trusted brands according to the Brand Trust Report.

Global Expansion: Expanded QSR presence with flagship outlets in London and Dubai.

2017: Became India's largest snack company, surpassing competitors including Lay's.

Launched **Dungar Sev**, the signature bhujia that established Haldiram's identity.

2025:-Implemented SAP S/4HANA, boosting efficiency and cutting processing time by 70%.

INDUSTRY OVERVIEW

Industry Overview — Indian Packaged Snacks & FMCG Sector:

- FMCG → Food & Beverages → Packaged Snacks / Ethnic Snacks India snacks market valued at ~₹50,590 Cr in 2025, projected to reach ₹1,03,556 Cr by 2034 at a CAGR of ~8.3% IMARC.
- Broader packaged food market at $129 Bn (2025), expected to reach $238 Bn by 2034 IMARC.
- India's FMCG sector posted value growth of 12.9% and volume growth of 5.4% in Q2 FY26 IBEF.
- Highly competitive — global MNCs (PepsiCo, Nestlé), domestic giants (ITC, Parle) + fast-growing D2C brands all competing.

TREND - DRIVERS

Premiumization — Shift toward high-quality, gourmet & branded snacks

Health-focused snacks — Growth in protein, baked, low-sugar & millet-based products

Digital-first sales — Rapid rise of quick commerce & e-commerce channels

Product innovation — New flavors, fusion snacks & global taste adoption

Sustainable packaging — Eco-friendly materials & clean-label ingredients gaining importance

SWOT ANALYSIS

STRENGTHS

- Premium quality & consistent taste
- Strong product innovation pipeline
- Decades of consumer trust
- Market leadership in Indian snacks
- High brand loyalty & repeat buyers

WEAKNESSES

- Shifting consumer preferences
- Risk of brand switching
- Limited penetration in some regions
- Intense category rivalry
- Relatively low R&D investment

OPPORTUNITIES

- Rising disposable income & snacking
- Domestic & international expansion
- Digital & social media marketing
- Diversification into new Categories
- Premiumization for higher margins

THREATS

- Organized & unorganized competition
- Aggressive competitor advertising
- Evolving consumer engagement needs
- Capital needs for expansion
- Reputation risk from quality lapses

Thankyou