

**Date: 21-09-2023**

**To,**  
**Corporate Relations Department**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai-400 001

**Ref: - Wardwizard Foods and Beverages Limited (Formerly known as Vegetable Products Limited)**  
**BSE Script code: 539132**

**Subject: Investor Presentation**

Dear Sir/Madam,

We hereby enclose an Investor Presentation of Wardwizard Foods and Beverages Limited (Formerly known as Vegetable Products Limited) for Quarter-1st of 2023-2024.

Kindly take the above intimation on the record.

We request you to take a note of same.

Yours faithfully,  
**For Wardwizard Foods and Beverages Limited**  
**(Formerly known as Vegetable Products Limited)**

**Sejal Manharbhai Varia**  
**Chief Financial Officer**



ward  
wizard

Foods and Beverages Limited  
(Formerly known as Vegetable Products Limited)

# Wardwizard Foods and Beverages Limited

Investor Presentation



<sup>TM</sup>  
**Snack  
Buddy**

 **uik** *Shelf*  
Instant Hunger, Instant Food



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## Company Overview

# An Overview Of Wardwizard Foods & Beverages Limited

Carrying The Legacy Of 70  
Years In The Food Business



Wardwizard Foods and Beverages Ltd. (Wardwizard, The Company) is a leading food business based in Por, Vadodara, Gujarat. The Company specializes in combining the spirit of entrepreneurship with the authentic flavors of India. They provide a varied range of high-quality products and services, with a strong dedication to innovation and quality.

Wardwizard offers a diverse range of products to cater to various culinary preferences, including frozen foods, ready-to-eat foods, beverages, spices, and condiments under their flagship brands, namely **QuikShef and Snack Buddy**. Wardwizard Foods and Beverages limited takes pride in serving delicious food that stays true to its authentic ingredients, ensuring an exceptional taste experience for their customers.

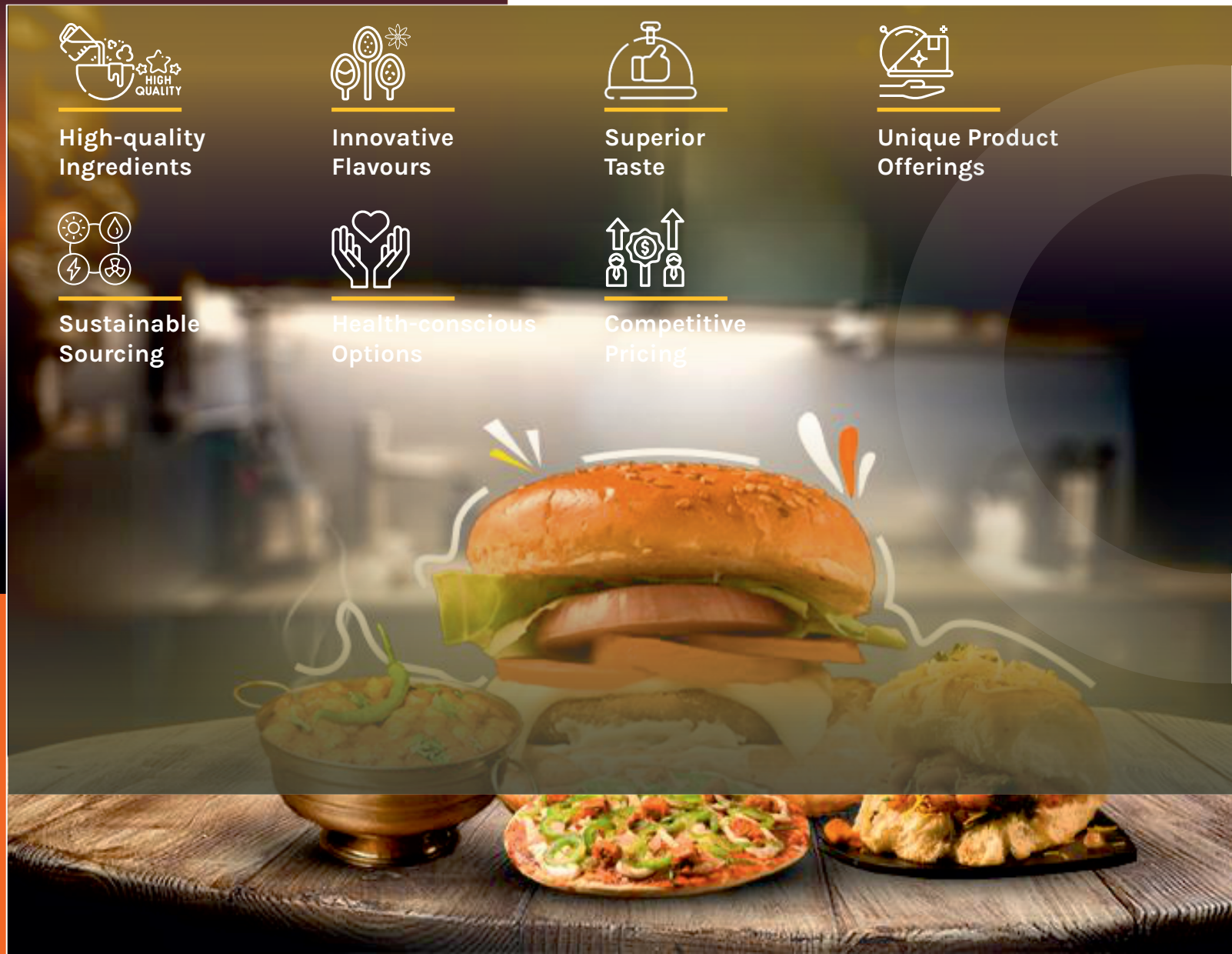
In a strategic move to reinforce their market position, Wardwizard recently acquired two well-established companies, **Yeppy Foods** and **Safpro Industries Pvt Ltd**. This acquisition is aimed at expanding their market reach and enhancing their presence in the food and beverage industry, further solidifying their ability to meet customer demands.

 <b>3</b> Manufacturing plants	 <b>300+</b> Team size	 Operating Across <b>11 STATES</b>	 <b>50+</b> Dealer distribution for Snack Buddy
 <b>32</b> QuikShef Outlets in Gujarat & Maharashtra	 <b>16</b> Variants in Ready To Eat	 <b>80+</b> Variants in Frozen Foods	 <b>20</b> Products for Retail and HORECA
 Production Capacity Per Year (In Kg) <b>Frozen Segment – 7,30,000</b> <b>Ready to Eat Segment – 5,47,500</b>			



# Our USP's

## Our Values



High-quality  
Ingredients



Innovative  
Flavours



Superior  
Taste



Unique Product  
Offerings



Sustainable  
Sourcing



Health-conscious  
Options

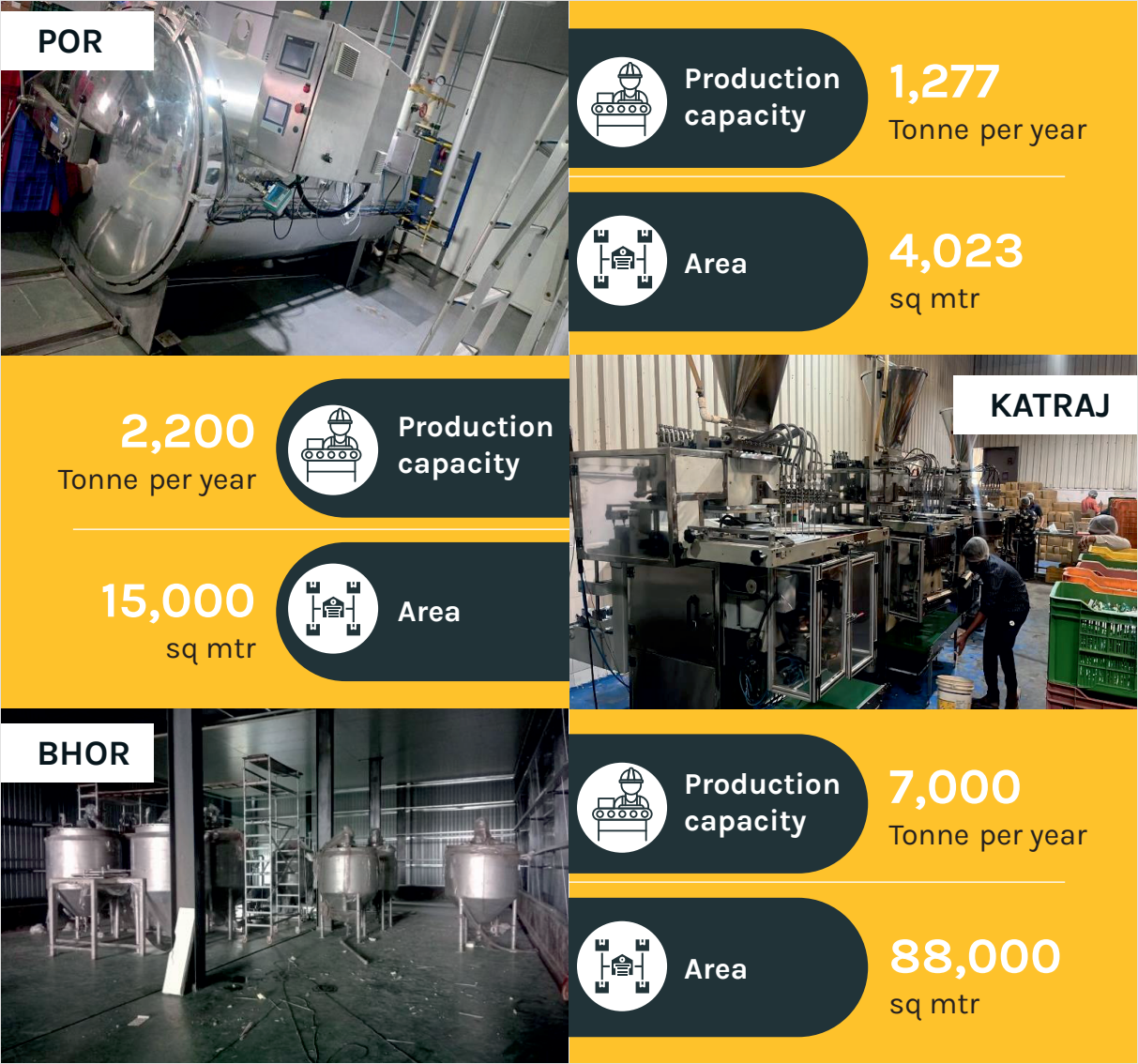


Competitive  
Pricing

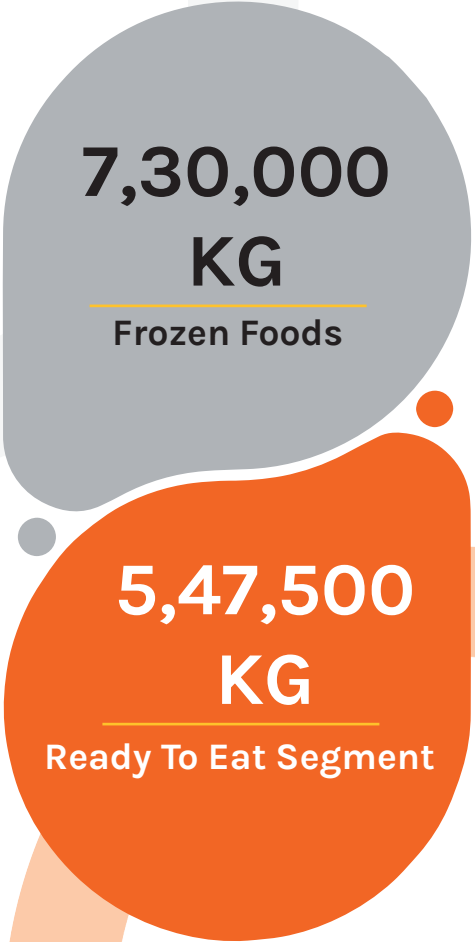
Unveiling Our  
Essence

# Our In-House Manufacturing Capabilities

3 Manufacturing Unit In Bhor, Katraj And Por.



Annual capacity







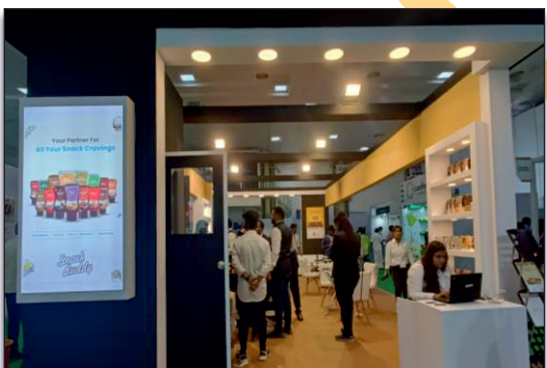
**Participation in IICF Exhibition**  
BKC, Mumbai, January 2023



**Vadodara City Police Hocket Tournament**  
Vadodara, January 2023



**Debut in the International  
Participated in Gulf Expo 2023**  
Dubai, February 2023



**Chennai Food & Beverage Expo**  
Chennai, February, 2023



**Food Partner of Chhatrapati Shivaji  
Maharaj Art festival**  
Mumbai, February 2023



**Aahar Food & Hospitality Expo**  
Delhi, March 2023





**Utsav Consumer & Lifestyle Expo**  
Pune, October 2022



**Business Jatra**  
Thane, November 2022



**Khadhya Khurak Expo**  
Gandhinagar ,December 2022



**Sponsored Radio Mirchi Rock N Dhol**  
Ahmedabad, Surat and Rajkot



**Sponsored Lukshmi Vilas Heritage Garba**  
2022



## TV Campaigns



## Sponsorship





# Management Overview



## Chairperson Message

“At **Wardwizard Foods And Beverages Limited**, we envision offering the purest fusion of original flavors to the Indian diaspora, with Indian cuisine paving its way to the top cuisines of the world, we look to deliver rich & real flavors that are prepared using handpicked ingredients to time-tested recipes that suits modern palates”





### **Mrs. Sheetal Bhalerao**

Chairperson & Managing Director

- With over 20 years of experience in Organizational Management, she is a distinguished leader known for her expertise in workforce development, strategic planning, and creating positive work environments.
- Holding various leadership roles across industries, she is qualified with an MBA in Organizational Management and Services from the University of South Australia.
- Her commitment to delivering high-quality service and implementing innovative solutions drives organizational effectiveness and productivity.



### **Mr. Yatin Gupte**

Non-Executive- Non Independent Director

- Mr. Gupte is a seasoned professional with over two decades of experience in Sales and Marketing, Business Development, Insurance, Technology, and Client Servicing.
- He holds an M.B.A Exe. in Insurance from Bharitya Shiksha Parishad, Uttar Pradesh, and has a remarkable track record of success.
- He has played a pivotal role in the success of the Wardwizard Group, leading the acquisition and transformation of a listed entity into Wardwizard Innovations and Mobility Limited, the first EV company to be listed on the BSE.



### **Mr. Sanjay Gupte**

Non-Executive- Non Independent Director

- With over 47 years of engineering experience, he has held various roles and made significant contributions to multiple companies. As a General Manager Marketing at Poggen-AMP Nagar Sheth Powertronics Ltd., his expertise and solutions have driven organizational success.
- Holding a National Apprenticeship Certificate in Machinist, his craftsmanship skills and knowledge ensure the highest level of quality in every project.



### Mr. Sanjay Soni

Non Executive - Independent Director

- With over 20 years of experience in Accounting, Auditing, and Finance, he is a qualified Chartered Accountant specializing in Direct Tax, Assurance, and GST. As a partner at LSM & Co., he brings extensive expertise in consultancy work, particularly in indirect taxation (GST) and regulatory compliance.
- He is a qualified Chartered Accountant and a Fellow Member of the Institute of Chartered Accountants of India (FCA) with a Certificate in Forensic Accounting and Fraud Detection. With his in-depth knowledge and expertise in the field of Financial Accounting and Fraud Detection, he is well placed to provide invaluable guidance and assistance in related matters.



### Mr. Preyansh Shah

Non Executive - Independent Director

- Over 15 years of experience in Corporate Compliance Management, Preyansh B. Shah has established himself as a prominent figure in the field.
- He is a Fellow member of the Institute of Company Secretaries of India (ICSI) and holds a Bachelor of Commerce degree, a Post-Graduate Diploma in Business Administration, and a Bachelor of Laws degree.



### Mrs. Rohini Chauhan

Non Executive - Independent Director

- Rohini Abhishek Chauhan has a total of nine years of experience in the field of Company Secretarial Practice. She has worked as an Assistant Company Secretary at Jindal Hotels Limited for four years, where she gained experience in corporate and securities law. She also has four years of experience in Secretarial Practice as a Company Secretary in Practice.
- She is a Associate member of the Institute of Company Secretaries of India (ICSI) and Commerce Graduate



## Key Managerial Personnel



**Ms. Bhoomi Talati**

Company Secretary & Compliance Officer

- She is an Associate Member of the Institute of Company Secretaries of India (ICSI).
- She is LLB (Special) and Master of Commerce (M.Com) from M.S. University of Baroda.
- She has more than 5 years of experience in Company Law, Corporate Governance, regulatory compliances and legal affairs.



**Ms. Sejal Varia**

Chief Financial Officer

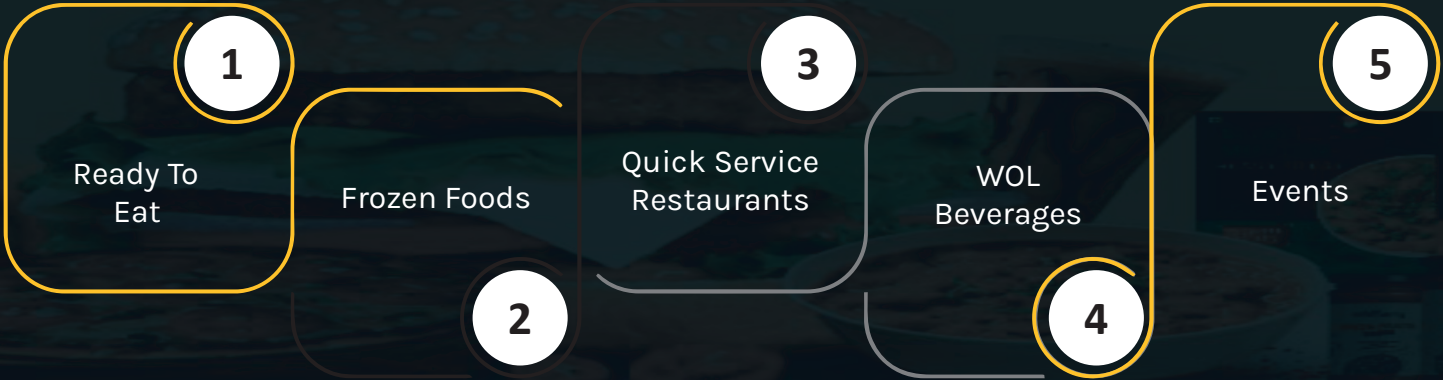
- She is a Master of Commerce in Accounts & Finance and Diploma in Management.
- She has More than 10 years of experience in the fields of accounts, Finance & Statutory Compliance relating to accounts & Taxation.



## Business Overview

# Our Well Diversified Product Portfolio

## Quikshef



## Revenue Breakup

83%



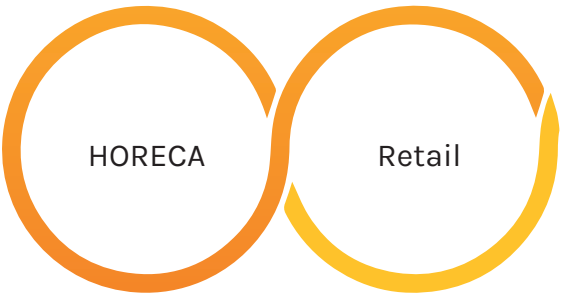
QuikShef

17%



Snack Buddy

## Snackbuddy



## Our Brands





## Our Flagship Brand



### QuikShef offers a wide variety of frozen foods to sate the food buds of youngsters

Quik shef offers wholesome and savory Ready to Eat products with 10+ items in its catalogue.

It also has multiple quick serving restaurants across 2 states.

WOL or Water of Life as we know it is a range of beverages especially curated by QuikShef with a refreshing twist for the taste of the young generation.

The company also hosts Quik Shef food court and conduct diverse sales at various events.

#### Quikshef Presence

30 outlets in Gujarat  
2 outlets in Maharashtra  
(7 Upcoming in Maharashtra)

#### Ready To Eat Items

Reach of 750+ local stores

①

**Frozen Foods:**

Pizza, Garlic Bread, Dabeli ,  
French Fries, Burger, Veg-Biryani,  
Pav Bhaji & many more.

②

**Ready to Eat Foods :**

Aloo Mutter, Chana Masala, Palak  
Paneer, Kadhi Pakodi, Baigan  
Bhartha, Mutter Paneer, Dal  
Makhani, Paneer Butter Masala  
and many more. Products are  
conveniently packaged, affordable  
and ready in just 3 steps.

③

**Beverages :**

We have 'Water of Life - WOL'  
which is pure drinking water &  
flavored drinks such as like  
Lemon, Cola, Jeera, Mojito, Blue  
lagoon, Orange, Ginger-lemon  
and WOL Energy Drink

## Product Portfolio Of Quikshef



### Quick Service Restaurants



### Ready to Eat Products



### Beverages Products





Snack Buddy, a Pune-based brand, has been acquired by Wardwizard Foods & Beverages Ltd.

Safpro Foods Private Limited, the manufacturing unit behind Snack Buddy, has been producing top-notch condiments since 2014.

The brand's products, including sauces, ketchup, and mayonnaise, have gained popularity in both domestic and export markets.

Snack Buddy not only exports its products but also provides market-ready solutions for HORECA and Retail Sales.

The brand's focus on distribution and hotel business sets it apart in the industry.

It also offers 6 kinds of sauces under the brand name Wildberry.



## Our Flagship Brand

**wildberry™**



All Product



Mayonnaise



Sauces



Seasoning



Syrup



Ketchup

"Wildberry" symbolizes the rarest of the rare berries. The "Clean Label" gives an "All Natural" option for the consumers. The products contain "No Chemical Preservatives" leading to a healthy intake for consumers.



# Product Portfolio of Snack-Buddy

## Retail Products:

Barbecue Sauce, Burger Mayo, Cheesy Mayo, Chilli Garlic Sauce, Chipotle Mayo, Chocolate Syrup, Eggless Mayo, Garlic Mayo, Hot and Sweet Sauce, Mexican Salsa, Mint Mayo, Pizza Pasta Sauce, Schezwan Chutney, Tandoori Mayo and Tomato Ketchup.

## HORECA Products:

Tomato Ketchup, Mint Mayonnaise, Harrisa Mayonnaise, Cheese Blend, Pizza Pasta Sauce, Schezwan Sauce, Thousand Island, Mayonnaise, Garlic Mayonnaise, Chipotle Mayonnaise, Barbeque Sauce, Mexican Salsa and much more.

### Retail Products



**Snack  
Buddy**

### HORECA Products



**wildberry**

## Our Growth Strategy



### Domestic Market Strategy:



#### Product Expansion :

Introduce new ready-to-eat meals, frozen food options, sauces, and condiments catering to evolving consumer preferences and regional tastes.



#### Distribution Network:

Strengthen distribution network through partnerships with established retailers, supermarkets, and online platforms.



#### Brand Awareness:

Increase brand awareness through marketing campaigns, social media engagement, and collaborations.



#### Customer Engagement:

Implement customer loyalty programs, personalized offers, and promotions to enhance customer engagement and foster long-term relationships.



#### Strategic Partnerships:

Form strategic partnerships with local foodservice providers, restaurants, and hotels to expand product reach and create additional revenue streams.



### International Market Strategy:



#### Market Research:

Conduct thorough market research to identify target international markets for Indian foods based on demand, consumer preferences, cultural nuances, and competition.



#### Export Expansion:

Form partnerships with reliable distributors and agents in target markets for efficient distribution and market entry.



#### Localization:

Adapt products for specific international markets, including packaging, labeling, and formulations, while preserving the essence of Indian cuisine.



#### Brand Building:

Implement targeted marketing campaigns internationally, collaborating with local influencers and experts to build brand awareness and differentiate products.



#### Trade Shows and Exhibitions:

Participate in international trade shows and exhibitions to showcase products, establish industry contacts, and explore partnerships.



#### E-commerce Expansion:

Expand international presence through e-commerce platforms and strategic partnerships with global online retailers.



## Unlocking the Key Growth Drivers



### Domestic Growth Drivers:

- 1. Increasing Demand for Convenience:** Address the demand for convenience by offering ready-to-eat meals that cater to the hectic lifestyles of urban consumers.
- 2. Rising Health Consciousness:** Tap into the expanding market of health-conscious consumers by providing a diverse range of nutritious and well-balanced food options.
- 3. Growing Urbanization :** Capitalize on the benefits of rapid urbanization in India, targeting the growing urban population and their evolving preferences.
- 4. Regional Expansion:** Drive growth through strategic regional expansion, customizing products to align with specific tastes and preferences in untapped regional markets.
- 5. Online and Direct-to-Consumer Channels:** Leverage online platforms and establish direct-to-consumer channels to expand the company's reach and capitalize on the rising trend of online food ordering and delivery.



### International Growth Drivers:

- 1. Globalization of Indian Cuisine:** Indian cuisine has gained immense popularity worldwide, presenting a promising opportunity for products in international markets.
- 2. Ethnic Food Market Growth:** Authentic Indian products, with their diverse flavors, can cater to the tastes of consumers in multicultural societies, making them attractive options for expansion.
- 3. Health and Wellness Trends:** The global focus on health and wellness aligns with offerings of nutritious and balanced ready-to-eat meals and frozen food. Positioning these products as healthy alternatives can attract health-conscious consumers abroad.
- 4. Strategic Partnerships and Distribution Channels:** Forming strategic partnerships with local brands or foodservice providers can enhance market entry and brand visibility.
- 5. Indian Diaspora:** The substantial Indian diaspora around the world provides a built-in market for our products. We can cater to the nostalgic cravings of the Indian community abroad by offering authentic and familiar flavours.

**WWFBL envisions various future growth drivers for the company, both domestically and internationally:**





## Financial Overview

## Last Five Quarter Performance

In ₹ Mn

Particular	Q1 FY24	Q4 FY23	Q3 FY23	Q2 FY23	Q1 FY23
Revenues	42.62	27.19	37.99	12.91	0.00
Other Income	00.12	1.28	0.09	0.27	0.28
<b>Total Income</b>	<b>42.74</b>	<b>28.47</b>	<b>38.08</b>	<b>13.18</b>	<b>0.28</b>
Expenses	-100.11	-82.89	56.24	11.58	-1.77
<b>EBITDA</b>	<b>-57.37</b>	<b>-54.42</b>	<b>-18.18</b>	<b>1.61</b>	<b>-1.39</b>
Interest	11.14	0.11	0.00	0.00	0.06
Depreciation	-09.12	-7.34	-1.61	-0.30	-0.04
Profit Before Tax	-66.49	-61.76	-19.77	1.31	-1.53
Tax	00.00	7.60	0.00	0.00	0.00
<b>Net Profit</b>	<b>-66.49</b>	<b>-69.36</b>	<b>-19.77</b>	<b>1.31</b>	<b>-1.53</b>
EPS In ₹	-0.33	-0.52	-0.13	0.01	-0.01



# FY23 Highlights

In ₹ Mn

Particulars	FY23
<b>Key Items From P&amp;L</b>	
Total Revenues	78.09
Other Income	1.92
Total Expenses	-152.48
<b>EBITDA</b>	<b>-72.48</b>
Interest	0.17
Depreciation	-9.28
<b>PBT</b>	<b>-81.75</b>
Tax expenses	-7.60
<b>Net Profit</b>	<b>-89.35</b>
<b>Key Items From B/S</b>	
Share Capital	195.54
Reserves and Surplus	1000.00
<b>Net Worth</b>	<b>1195.54</b>
Total Borrowings	303.78
Other Liabilities	56.02
<b>Total Equity &amp; Liabilities</b>	<b>155.53</b>
Fixed Assets	742.74
Investments	24.89
Other Assets	787.71
<b>Total Assets</b>	<b>155.53</b>
<b>Key Items From Cash Flow</b>	
Cashflow from Operations	-495.34
Cashflow from Investments	-269.98
Cashflow from Financing	1018.20

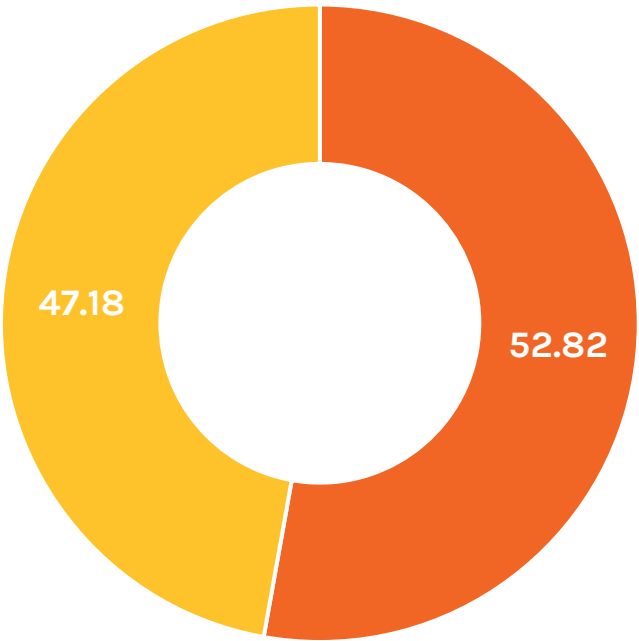
Stock Information

As on 18-09-2023

NSE Code	WARDWIZFBL
ISIN	INE761D01021
Share Price (₹)	42.31
Market Capitalization (₹ Cr)	866.31
No. of Shares Outstanding	23,21,40,000
Face Value (₹)	1.00
52 Week High (₹)	59.90
52 Week Low (₹)	30.30

Shareholding Pattern

As on 30-06-2023



■ Promoter & Promoter Group      ■ Public

# Thank You



**ward  
wizard**  
Foods and Beverages Limited  
(Formerly known as Vegetable Products Limited)

Ms. Sejal Varia (Chief Financial Officer)

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Vadodara-391243

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