



# Manorama Industries Limited

Leading Sal & Mango Specialty Fats Manufacturer



Investor Discussion Docket



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## Overview

- + Manorama Industries ('the company') is a pioneer in manufacturing of specialty fats & butter from Sal Seeds, Mango Kernel, Kokum, Dhupa & Mowrah.
- + One of the largest Indian manufacturer of Sal/Mango based specialty fats, which is used to manufacture Cocoa Butter Equivalent ("CBE"), which in turn is used as an important ingredient in Chocolate & Cosmetic Industries.
- + More than 4 decades of established relationships with chocolate & cosmetic giants such as Ferrero, The Body Shop, Lo'real, Mitsui and global major edible fats/butter producers such as Adeka (Japan), Fuji fats/butter (Japan) & Walter Rau (Germany) who also make CBE.
- + The company has been directly procuring and sourcing Sal seeds & other tree borne seeds from more than 18,000 villages & 7.8 mn tribals of Chhattisgarh, Odisha, Jharkhand, Madhya Pradesh, Maharashtra, and others.

## Key Products

Sal Stearine



Sal Based CBE

Sal Olien

Shea Stearine



Shea Based CBE\*

Shea Olien

Mango Stearine



Mango Butter

Mango Olien

\* Will supply post setting up of in-house integrated facility

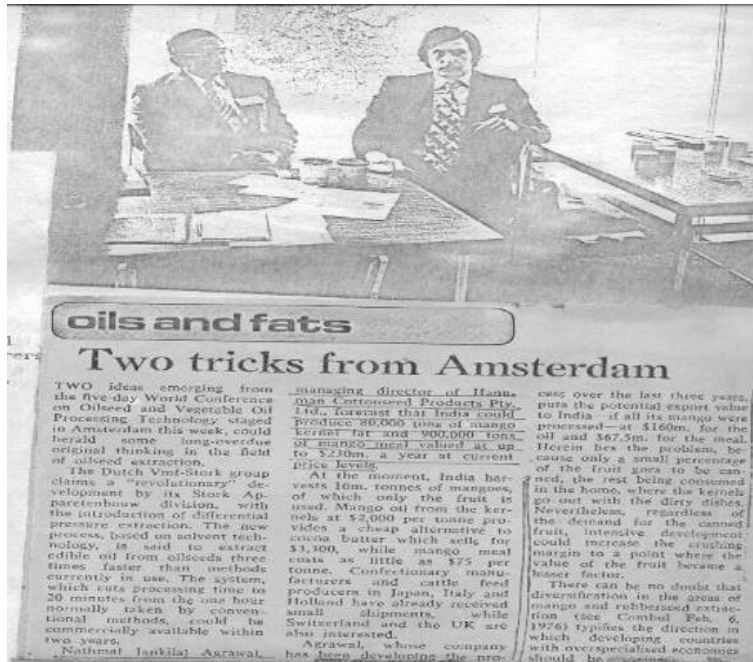
**Largest Indian Manufacturer & Exporter of Sal & Mango based specialty fats**

# Manorama Group History



As early as the 1970s Manorama Group had made its mark on global butter and Fats industry with Netherlands Government publishing special features on the Indian entrepreneur in leading Dutch newspapers publicizing the vast potential of Indian exotic fats

*“Gold lies in the streets of India” published in Dutch Newspaper, 1974*

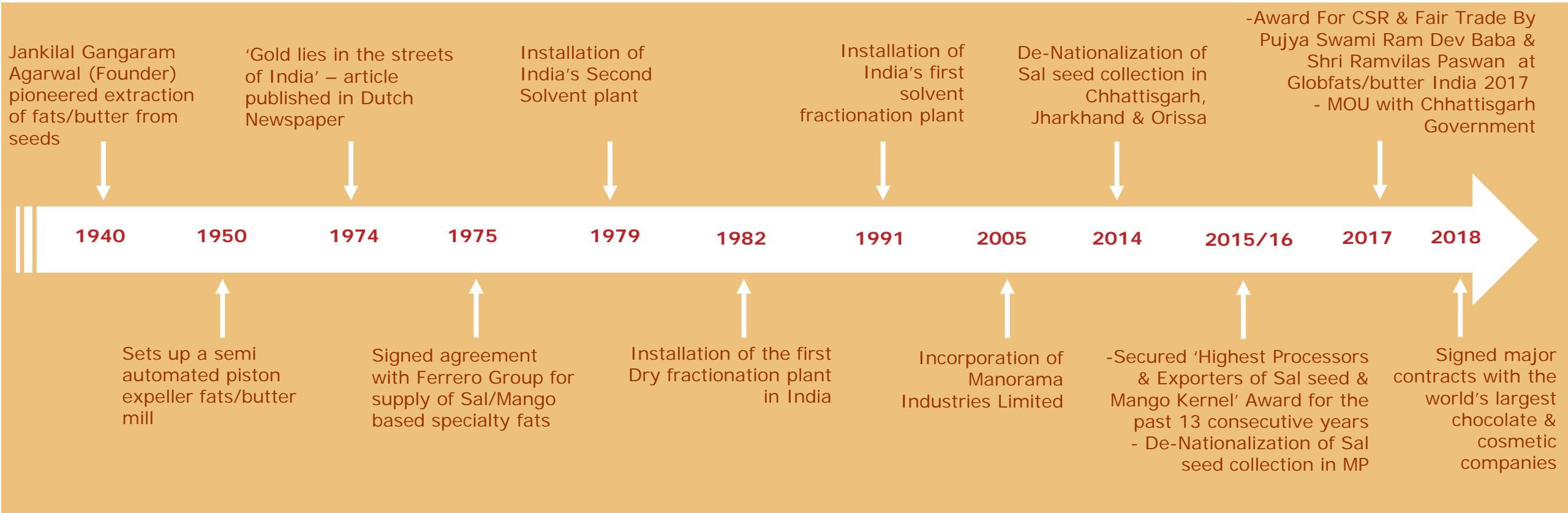


Manorama Group founder Mr. Jankilal Gangaram Agarwal (Saraf) with Mr. Michele Ferrero of the Ferrero Group



The Manorama Group traces its origins to the mid-1940s, when its founder Jankilal Gangaram Agarwal (Saraf), used to extract fats/butter from seeds at home.

# Key Milestones



# Key Products & End Usage



Sal seeds based Fats & butter



Mango kernel based Fats & butter



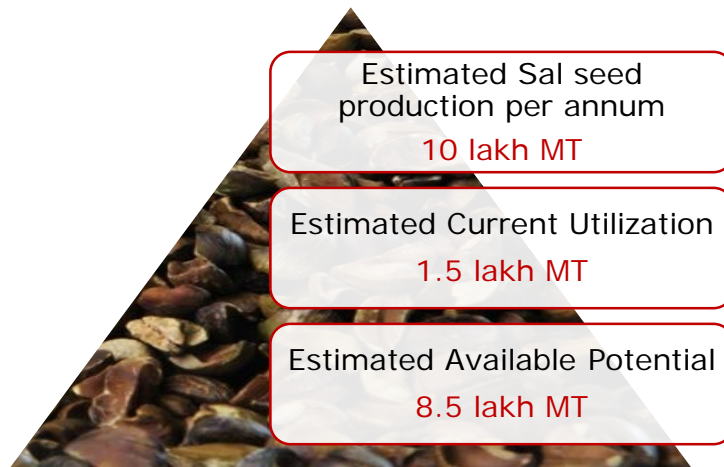
Kokum seeds based Fats & butter



# Key Success Drivers for Manorama - Protection of Growth & Margins



## Sal Potential



**~10% of the Sal seeds potential is currently being utilized**

- + Majority of Sal seeds i.e. nearly 8.5 lakh MT- which are not sold are just not picked from the forest and are wasted currently
- + Sal seeds are available in abundance

## Sal Sourcing Advantage

- + Manorama Industries is based in the heart of the Sal forests & is the leading in sourcing Sal seeds and other Indian tree borne fats/butter seeds.
- + Sourcing advantage due to strong relationships with tribal people across four Indian states over the last four decades
- + Uniquely positioned to source the required quantities of Sal seeds through its well entrenched network
- + Proactively working with the GOI in policy formulation for fair play in the Sal business

## Legacy Client relationships

- + Well established relationships with chocolate MNCs built over four decades on account of supply of quality Sal based specialty fats
- + These products are tailor made to meet their stringent requirements creating a unique entry barrier over new entrants

## Increasing usage of Cocoa Butter Equivalent

- + Increasing consumption of chocolates and limited availability of cocoa butter
- + CBE demand is likely to further increase in future on account of increasing awareness and applications across sectors
- + CBE is the most compatible Cocoa Butter Alternative in terms of physical and chemical composition

**Manorama Industries is uniquely positioned to capitalize on the vast market potential in the specialty fats/butter**

# Direct Supply Chain Network developed over 4 decades





## Some of the key Clientele







**WALTER RAU**  
A BUNGE COMPANY



L'ORÉAL



**FERRERO**













The Company has the order book of INR 143 crore as on FY18-19

# Manufacturing Process Snapshot



**Seed**



**Seed Picking**



**Purchase Centers**



**Local Transporting**



**Warehousing**



**Transporting to Plants by Rail/Trucks**



# Manufacturing Process Snapshot contd.



**Unloading**



**Feeding**



**Shell  
Removing**



**Cooking**



**Cracking & Flaking**



**Solvent Crude Butter  
Extractor**



**Refining & Fractionation**



**Sampling**



**Packing**



**Shipment**



**Fats & butter are used  
in Chocolates &  
Cosmetics**



# Promoters & Key Management



Name & Designation	Experience & Responsibility
<p><b>Mrs Vinita Saraf</b> (Director)</p>	<ul style="list-style-type: none"> <li>• &gt; 20 years of experience who oversees the critical function of seed procurement</li> <li>• Involved in development, design, operation and improvement of systems that create and deliver superior services</li> <li>• Has international exposure in specialty fats &amp; butter</li> </ul>
<p><b>Mr Kedarnath Agrawal</b> (Director)</p>	<ul style="list-style-type: none"> <li>• &gt; 5 decades of experience with leading food processing companies</li> <li>• Provides guidance in Processing, Quality Control and Marketing</li> </ul>
<p><b>Mr Gautam Kumar Pal</b> (Director)</p>	<ul style="list-style-type: none"> <li>• Been with the group for close to 2 decades and involved in production &amp; operation control of products</li> <li>• Focused on quality improvement &amp; developing tailor made products for clients</li> </ul>
<p><b>Mr Ashish Saraf</b> (President)</p>	<ul style="list-style-type: none"> <li>• Over 3 decades experience in Sales &amp; Marketing of confectionery &amp; cosmetics products in the export markets – led delegations for export promotion</li> <li>• Excellent relationship with leading multinationals viz Ferrero, Adeka, Body Shop, Loreal etc</li> <li>• Established an invaluable sourcing network across key states for seed procurement</li> </ul>
<p><b>Mr Deep Saraf</b> (Vice President)</p>	<ul style="list-style-type: none"> <li>• Deep knowledge of the business and industry gained over the last 2.5 decades</li> <li>• Ensures efficient operations for resource management, distribution of goods and customer service</li> <li>• Implements modern techniques and continuous improvement as per international standards</li> </ul>

# Awards & Recognitions



Award For Excellence In CSR & Sustainable Fair Trade Sourcing Given By Pujya Swami Baba & Shri Ramvilas Paswan, At The Globfats/butter India 2017

## Star Export House Highest Exporter Awards



2014-15



2013-14



2012-13



2011



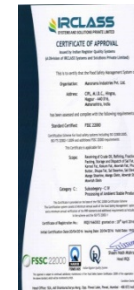
2010

2009



MINISTRY OF COMMERCE & INDUSTRY GOVERNMENT OF INDIA & ECONOMIC TIMES AWARDED 6 (SIX) EXCELLENCE IN EXPORTS AWARDS TO MANORAMA INDUSTRIES LTD AT THE HANDS OF MR SURESH P. PRABHU, HON'BL MINISTER OF COMMERCE & INDUSTRY & CIVIL AVIATION, GOVERNMENT OF INDIA AT A GLITTERING CEREMONY IN KOLKATA AMONGST ALL THE INDUSTRY STALWARTS ORGANISED BY SHEFEXIL ON JULY 07<sup>th</sup>, 2018.

FSSC 22000



ISO 22000



Organic Cert



ISO 9000



KOSHER



HALAL



SHEFEXIL Export Award for Highest Exporter of Fixed Vegetable, fats/butter, Cake & Others

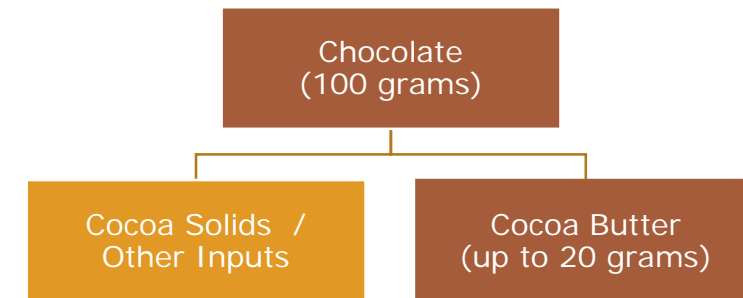
## Registered Members





## Overview

- + Cocoa Butter, a by product of Cocoa Bean processing, is a key ingredient used in manufacturing of Chocolates & Cosmetics
- + Increase in price of Cocoa Butter has necessitated the usage of Cocoa Butter Alternatives like Cocoa Butter Replacers (“CBR”) Substitutes (“CBS”) / Equivalentents (“CBE”) as ingredients
- + While CBR & CBS are only partially compatible with Cocoa Butter, CBE is fully physically & chemically compatible & hence the most suited alternative

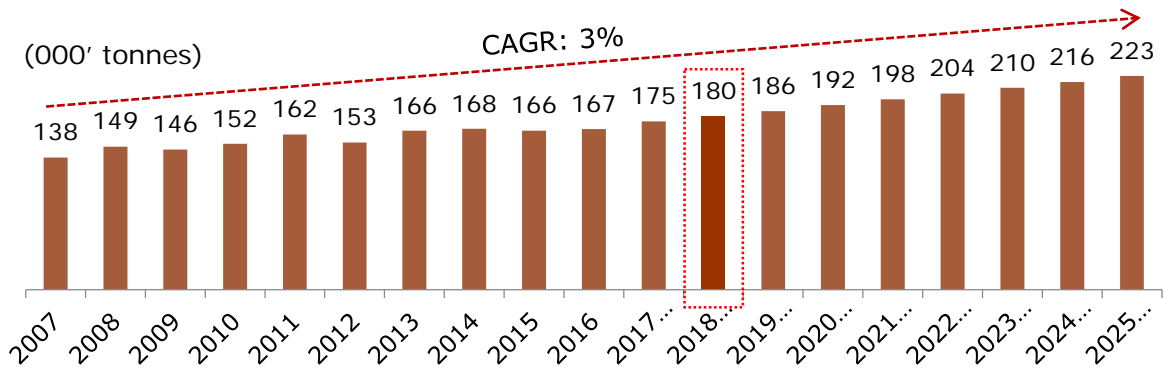


- + Cocoa butter by volume is 20% but by value is 80%
- + If 5% of Cocoa Butter is replaced by a cheaper equivalent, the raw material costs will reduce by ~6-8% - This will be a massive cost saving for the chocolate giants
- + CBE costs 50% lower than Cocoa Butter
- + Governments across the globe have been trying to increase the usage of CBE in manufacturing of Chocolate

**Usage of CBE will improve texture and shelf life of Chocolate without compromising quality**

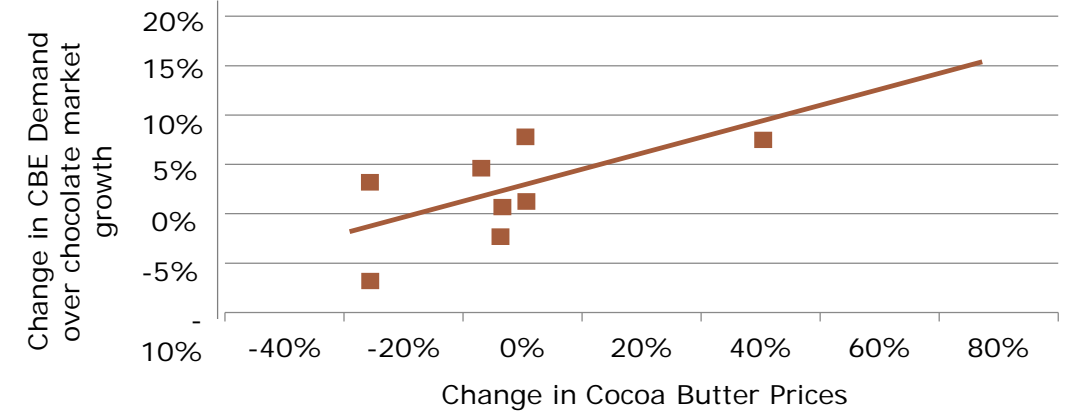


## Rising Global CBE Demand



+ Global CBE demand is currently ~180,000 tonnes of which ~90,000 tonnes is Stearine which is made from processes undergone by Shea / Sal Seeds

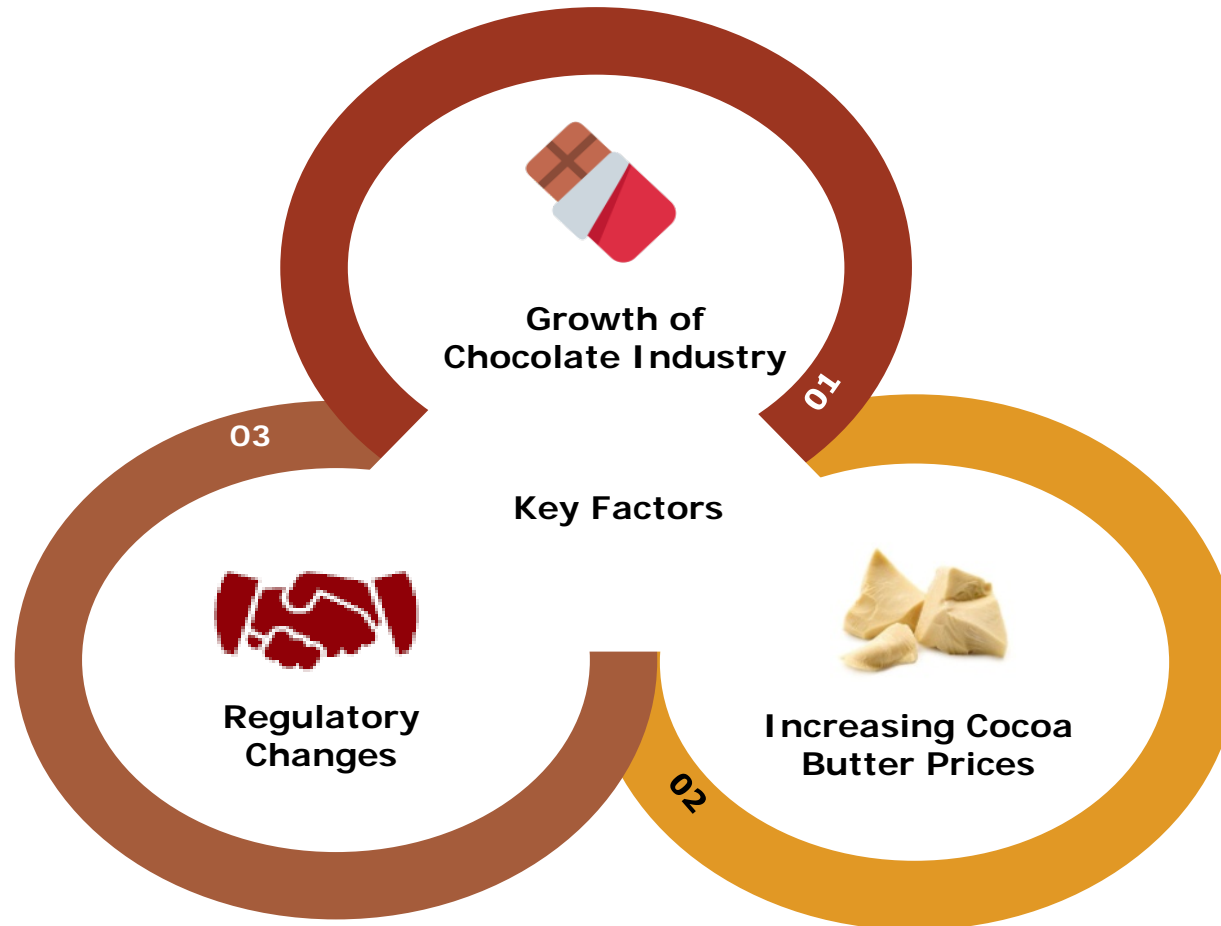
## Relationship between Cocoa Butter Prices & CBE Demand



## Key Drivers

- + Increasing consumption of chocolates and limited availability of cocoa butter
- + CBE costs ~50% lower than that of Cocoa Butter
- + Improves Texture and shelf life - thereby helpful for brands selling in tropical climate
- + Helps to match the demand supply gap of Cocoa Butter
- + CBE demand is likely to increase awareness proportionately and applications across sectors
- + Governments across the globe have been allowing use of CBE

# Key factors driving demand for CBE



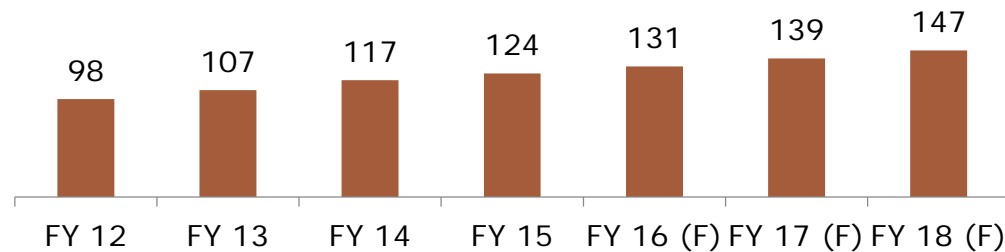


# Chocolate Industry Scenario



## Global Chocolate Industry

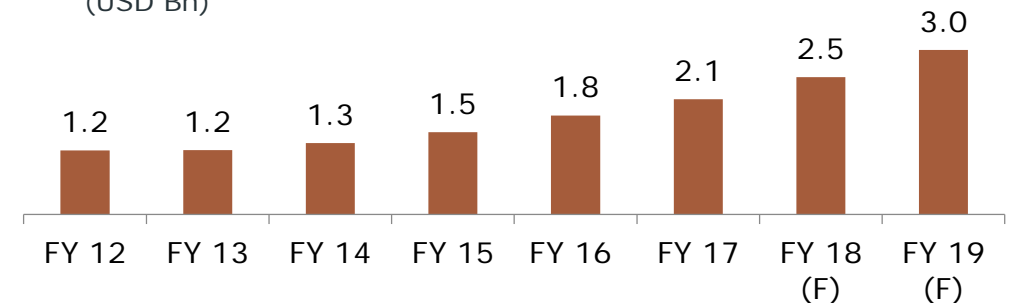
(USD Bn)



- + For mature markets, chocolate consumption growth is limited (~3%)
- + Mature markets has per capita chocolate consumption of ~11,000 grams per year
- + For emerging markets, consumption is in the rapid growth phase – over 4% per annum in Asia, South America & over 7% in Middle East

## Indian Chocolate Industry

(USD Bn)

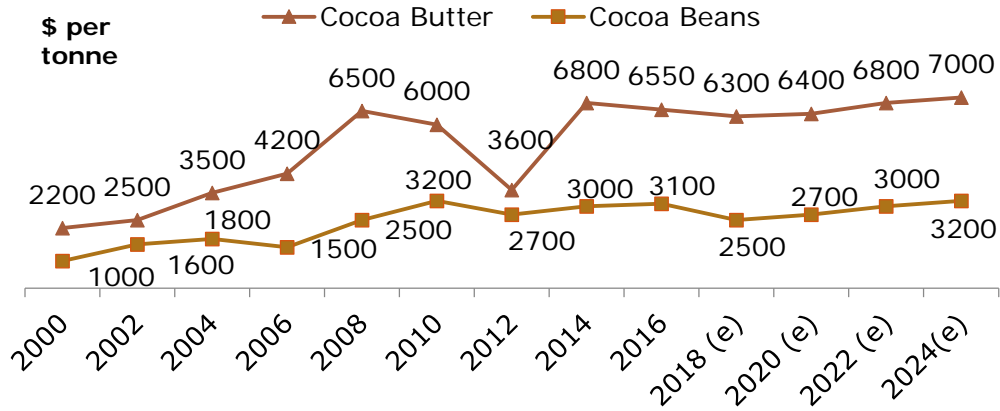


- + World's fastest growing chocolate market with a 13% Y-o-Y sales growth in 2016; Indian consumption of chocolate was ~228,000 tonnes in 2016
- + India Chocolates Market Expected to Cross US\$ 3 Billion by 2019
- + The per capita consumption of chocolates has increased from 40 grams in 2005 to 120 grams in 2013
- + Large chocolate giants like Ferrero, Mondelez & Mars etc have already established their manufacturing bases in India to cater to the rising demand
- + Consumption has seen an upward swing with the rising income level of consumers

# Increasing Cocoa Butter Prices

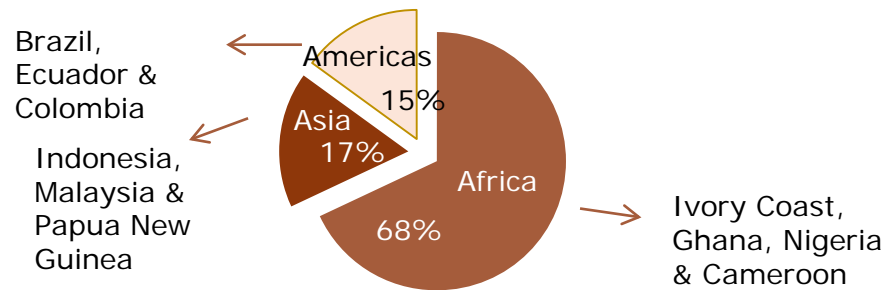


## Cocoa Butter Prices



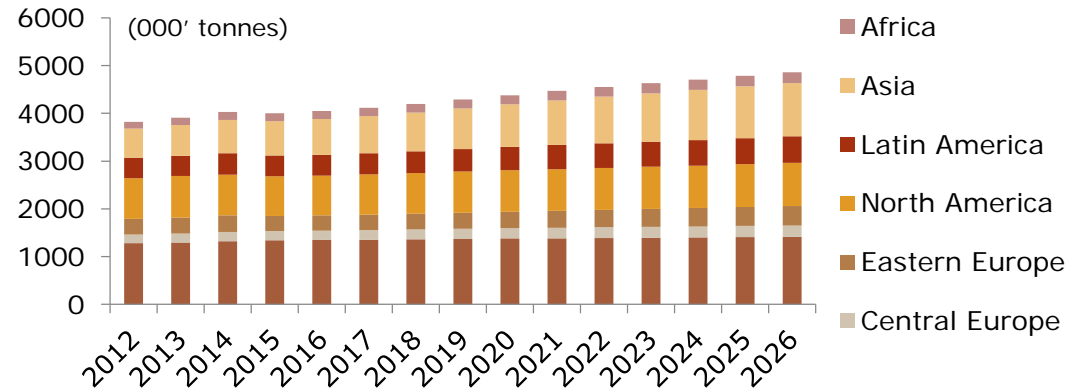
- + From 2003-08, the CBE Market grew over 10% annually due to rising cocoa butter prices
- + In 2009, the recession resulted in a reduction of chocolate demand
- + From 2010-12, Cocoa butter prices went down on the back of the expectation that the cocoa supply will improve
- + Since 2013, Cocoa butter prices have been supported by a deficit in cocoa production due to weather conditions & a long term inability of cocoa crop yields to meet demand

## Cocoa Producing Countries



- + Cocoa Production is limited it requires specific weather conditions
- + Cocoa Plantations are being replaced by rubber plantations worldwide

## Global Cocoa Demand





## Indian CBE Market

- + In 2017, FSSAI approved\* the use of upto 5% CBEs in chocolates along the lines of the European LegiMILation w.e.f 1<sup>st</sup> January, 2018
- + Such CBE to be used in chocolate manufactured in India has to be produced out of Indian tree borne seeds such as Sal, Mango, Kokum, Mahua, Phulwara, & Dhupa.
- + Shea nuts which accounts for major source of speciality fats world over for producing CBE is not allowed in India plus heavy import duty.
- + With the positive change in the standards of chocolates, the CBE demand is estimated to grow substantially & hence the company has increased its Inventory from Rs.190 Lacs in FY 2016-2017 to Rs. 1803 Lacs in FY 2017-2018 to cater to the domestic demand
- + Indian consumption of CBE is likely to be ~8,000 tonnes per annum in 2018 & projected to go upto ~20,000 tonnes by 2021\*\*



**Manorama is the highest beneficiary of this deregulation & is one of the leading player uniquely positioned to source the required quantities of Sal seeds & other Indian exotic fats through its well entrenched network to cater this rising demand**



Type of seeds	Description	Geographical Availability
Sal Seeds	<ul style="list-style-type: none"> <li>+ Cheaper than Shea</li> <li>+ Available in abundance</li> </ul>	Central India
Shea Nuts	<ul style="list-style-type: none"> <li>+ Provides a high yield of fats/butter</li> <li>+ Facing a major supply constraint</li> </ul>	East & West Africa
Mango Kernel	<ul style="list-style-type: none"> <li>+ Costlier than Sal</li> <li>+ Blends well with Palm-Mid Fraction</li> </ul>	Central India
Kokum	<ul style="list-style-type: none"> <li>+ Costlier than Shea and Sal</li> <li>+ Limited availability</li> </ul>	Konkan (South India)
Mowrah	<ul style="list-style-type: none"> <li>+ Contains 50% of valuable fats/butter/butter used for CBE</li> <li>+ Palm fats/butter replacer</li> </ul>	Central India
Phulwara	<ul style="list-style-type: none"> <li>+ Contains 60% of valuable fats/butter/butter used for CBE</li> <li>+ Palm fats/butter replacer</li> </ul>	North India & Nepal

# Sal Seeds: Indian sub-continent has the largest Sal forest in the world

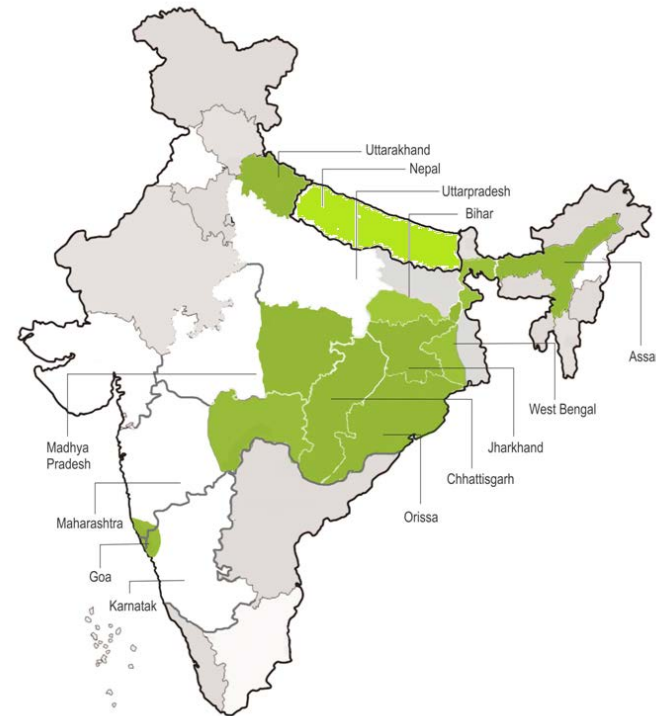


## Sal Network

- + Major collection network of seeds & other forest products:
  - Chhattisgarh
  - Orissa
  - Jharkhand
  - Madhya Pradesh
  - Nepal
- + Manorama is based in the heart of the Sal forest and has been procuring the Sal seeds for last 4 decades
- + It has created a brand through its social commitments (CSR) and procures the material from backward class tribals
- + The company has a major competitive advantage over other players in the market

## Geographical Spread

**Sal – widely distributed & economically important tree in India**



***'Nurture the people who nurture forests'***

# Manorama Industries is at an inflection point



## Current Status

**Manorama Industries is among the top most manufacturers of Sal butter & Stearine.**

- + Currently producing over 3,000 tonnes of Sal fats/butter & stearine annually
- + Over 4 decades of established relationships with chocolate & cosmetic giants such as Ferrero, Mitsui, Body Shop, Loreal and global major edible fats/butter producers such as Adeka (Japan) - Manorama Industries is the leading Indian company catering to the global stearine demand
- + Manorama Industries is the leading player uniquely positioned to source the required quantities of Sal seeds through its well entrenched network

Source: CARE Industry Report on Cocoa Butter Equivalents, 2018

## Future Outlook

**Well positioned to acquire over ~7-8% of the world Stearine market by 2023**

- + Total output of CBE will be ~15,000 tonnes by 2023 post setting up of the integrated state of the art manufacturing facility
- + Manufacturing facility will enable the company to directly service CBE requirements of legacy customers
- + MIL is the leading company which can service the additional demand of CBE from India
- + Global CBE demand is likely to further increase on account of increasing awareness and applications across sectors

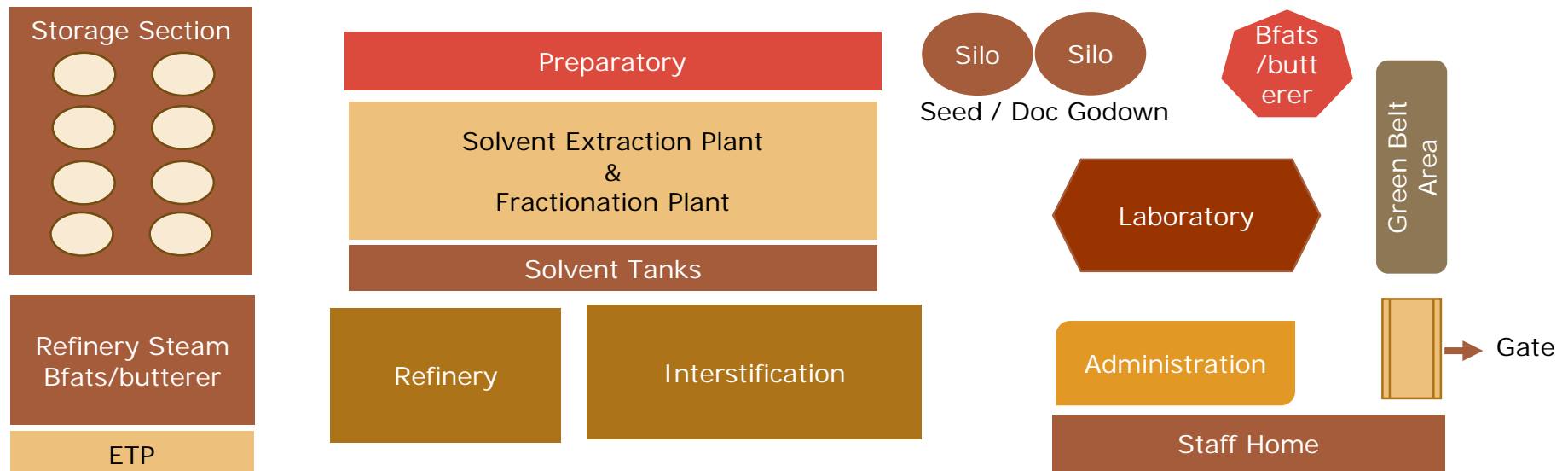
# Building the Scale - Integrated Manufacturing Facility



## Overview

- + To set up an integrated state-of-the-art manufacturing plant processing Sal Seeds, Mango Kernel & Shea Nuts located at Birkoni, near Raipur, Chhattisgarh by 2019
- + All Processes including Crushing, Extraction, Refining, Fractionation & Interstification will take place in one facility
- + Recovery Yield Improvement as Wet Fractionation will result in 70% efficiency as compared to the current Dry Fractionation (60%)

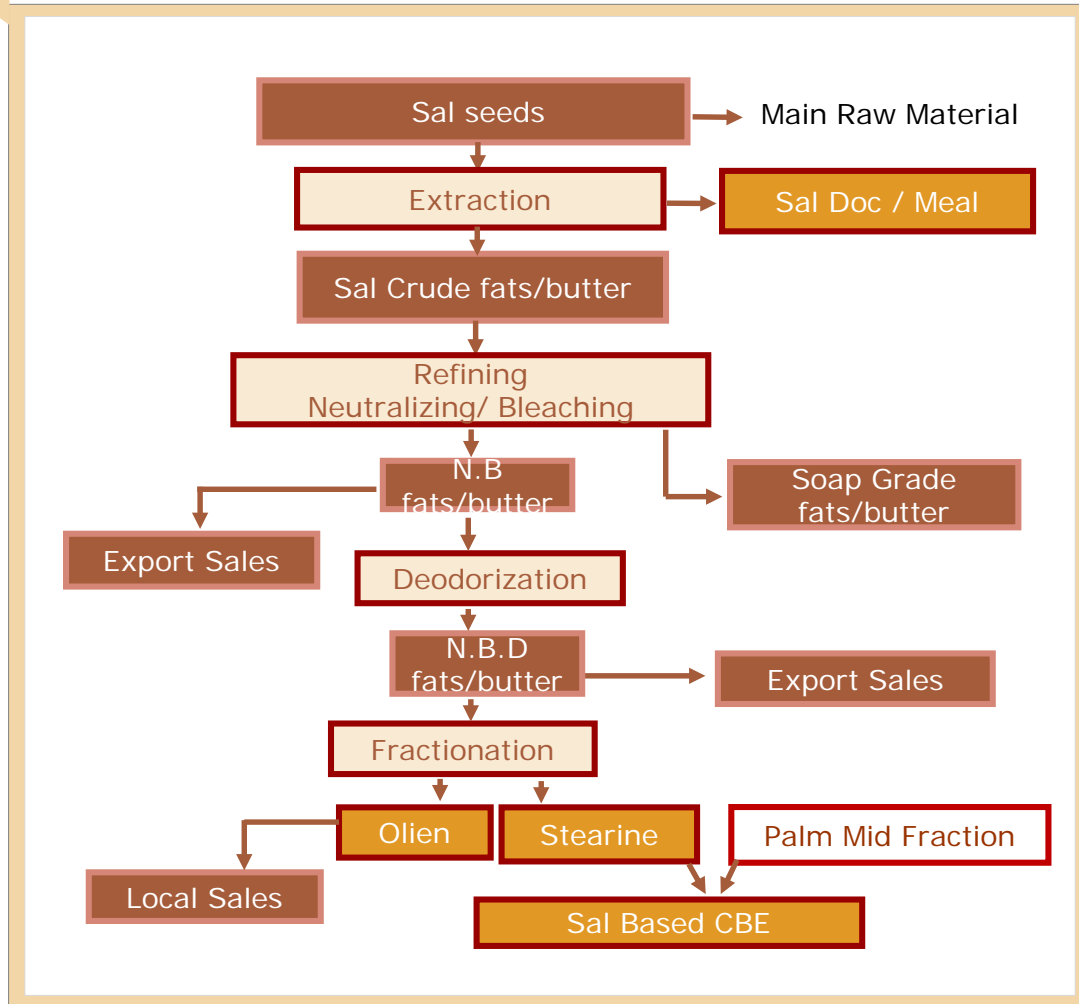
## Plant Layout Map



# Manufacturing Process & Value Addition



## Manufacturing Process



## Value Addition

Product Stage	Sal Seeds	
	Quantity (kg)	Value (INR)
Seeds / Nuts*	1000	16,000
Doc	860	5,160
Olien	48	2,337
Stearine	72	17,510
Palm Mid Fraction*	28	1,690
CBE	100	28,800

Conversion Factors	%
Sal Seed	100.0%
Sal Crude fats/butter	13.3%
Sal Defats/buttered Cake	86.0%
Sal Refined fats/butter	11.9%
Sal Soap/Acid fats/butter	0.9%
Sal Stearine	7.2%
Sal Olien	4.8%

\*Inputs

- + Price of Input: Sal Seeds – INR 17 per kg
- + Output (Sal based CBE) priced at INR 245 per kg



# Project Cost & Means of Finance



## Project Cost (To set up state of the art integrated manufacturing facility)

Particulars	Amount (INR Rs. Lacs)
Land & Site Development	328.85
Shed & Building	729.58
Plant & Machinery	4560.92
Electrical Installations	184.08
Deposits	24.00
Contingencies and other costs	129.00
Preliminary and Pre- Operative Expenses	70.00
Margin money for Working Capital ( From FY 2019-20)	1973.57
<b>Total</b>	<b>8000.00</b>

## Means of Finance

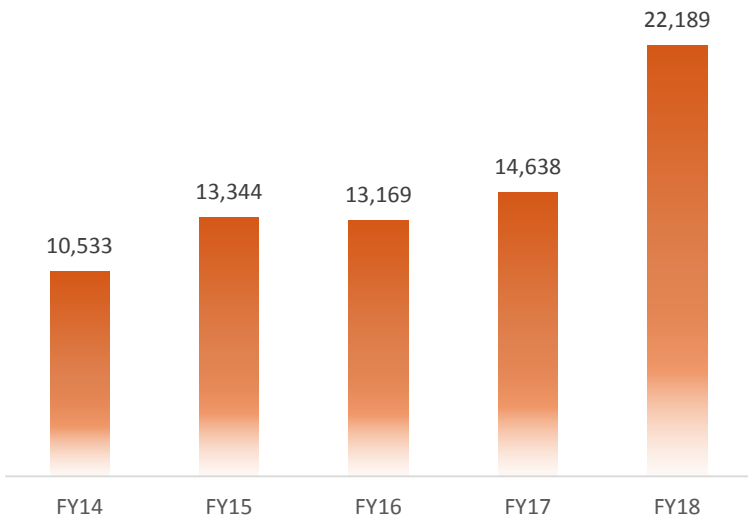
Particulars	Amount (INR Rs. Lacs)
Initial Public Offering	5600.00
Internal Accruals	2400.00
<b>Total</b>	<b>8000.00</b>

# Financial Highlights



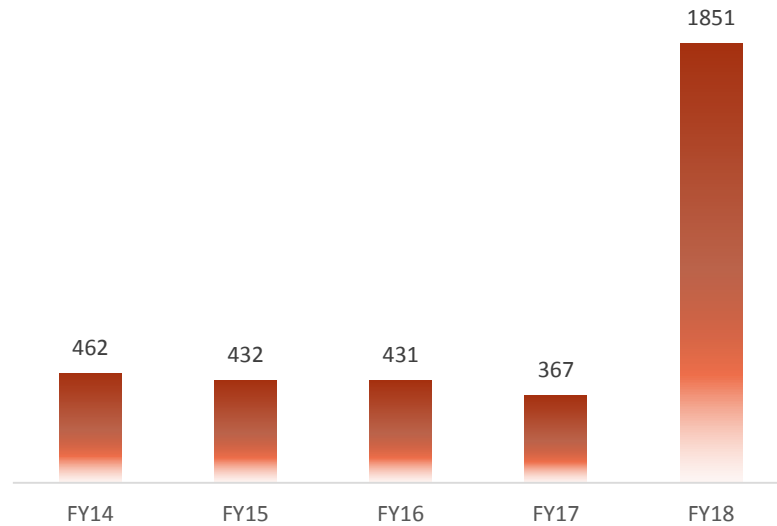
INR in lakhs

## TOTAL REVENUE



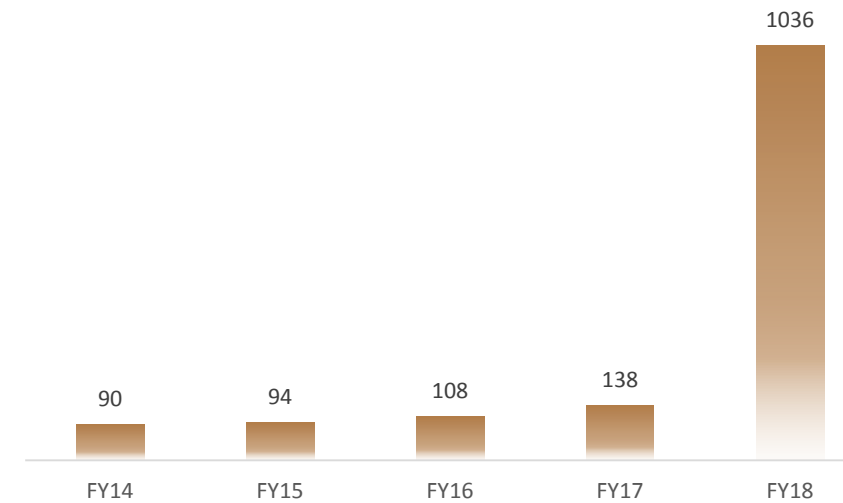
**20.46% CAGR**

## EBITDA



**41.45% CAGR**

## PAT



**84.12% CAGR**

# Balance Sheet



INR in lakhs

Particulars	FY18	FY17	FY16	FY15	FY14
<b>EQUITY AND LIABILITIES</b>					
<b>Shareholders' funds</b>					
(a) Share Capital	755	216	216	176	175
(b) Reserves and Surplus	1,717	1,221	1,084	788	690
<b>Non-current liabilities</b>					
(a) Long-term Borrowings	9	0	9	27	22
(b) Long –term Provisions	15	12	9	6	4
<b>Current liabilities</b>					
(a) Short-term Borrowings	1,782	1	466	330	1,120
(b) Trade Payables	103	717	152	130	45
(c) Other Current Liabilities	35	85	64	190	45
(d) Short Term Provisions	259	9	23	14	20
<b>ASSETS</b>					
<b>Non-Current Assets</b>					
(a) Fixed Assets	395	251	280	273	248
(b) Non-Current Investments	-	1	1	1	1
(c) Deferred Tax Assets (Net)	65	46	35	22	11
(d) Long-term Loans and Advances	16	6	6	6	3
<b>Current assets</b>					
(a) Inventories	1,803	190	551	286	761
(b) Trade Receivables	158	107	38	100	316
(c) Cash and Cash Equivalents	1,912	1,574	1,018	698	659
(d) Short-term Loans and Advances	109	60	44	273	117
(e) Other Current Assets	218	26	50	1	4
<b>TOTAL</b>	<b>4,676</b>	<b>2,261</b>	<b>2,023</b>	<b>1,660</b>	<b>2,120</b>

# Profit & Loss Statement



INR in lakhs

Particulars	FY18	FY17	FY16	FY15	FY14
Revenue from Operations	21,998	14,548	13,104	13,253	10,440
Other Income	191	90	66	90	93
<b>Total</b>	<b>22,189</b>	<b>14,638</b>	<b>13,169</b>	<b>13,344</b>	<b>10,533</b>
<b>Expenses:</b>					
Cost of Material Consumed	3,440	2,978	3609	4,369	1,065
Purchase of Traded Goods	16,001	9,122	7496	5,927	8,418
Change in Inventory	(1,522)	361	(339)	513	(489)
Employees Benefit	299	298	249	183	108
Other Expenses	2,121	1,512	1,724	1,919	968
<b>EBITDA</b>	<b>1,851</b>	<b>367</b>	<b>431</b>	<b>432</b>	<b>462</b>
Depreciation & Amortization Expenses	71	82	86	69	61
<b>EBIT</b>	<b>1,781</b>	<b>285</b>	<b>345</b>	<b>363</b>	<b>401</b>
Finance Charges	190	80	178	219	277
<b>EBT</b>	<b>1,591</b>	<b>205</b>	<b>167</b>	<b>144</b>	<b>124</b>
<b>Tax Expenses:</b>					
Current Tax	574	79	72	61	51
Deferred Tax	(19)	(11)	(13)	(11)	(16)
<b>PAT</b>	<b>1,036</b>	<b>138</b>	<b>108</b>	<b>94</b>	<b>90</b>

# Profit & Loss Statement – Past 3 years Segmented Financials



Particulars (INR Lacs)	FY 18	FY 17	FY 16
<b>Manufacturing</b>			
Revenue from Operations	6,207	5,784	5606
Other Operating Income	191	90	66
Total Revenue from Operations	6,398	5,874	5,671
Identifiable Operating Expenses	2,081	2,879	3,270
As a % of manufacturing revenue	32.52%	49.01%	57.66%
Allocated Operating Expenses	2,435	1,717	1,790
As a % of manufacturing revenue	38.06%	29.24%	31.56%
Depreciation	71	82	86
As a % of manufacturing revenue	1.10%	1.40%	1.52%
Operating Income	1,812	1,196	526
Operating Income Margin %	28.32%	20.36%	9.28%
<b>Trading *</b>			
Revenue from Trading	15,791	8,764	7,498
Identifiable Operating Expenses	15,838	9,588	7,496
As a % of trading revenue	100.30%	109.40%	99.98%
Allocated Operating Expenses	-	3	-
Income / Loss from Trading	(47)	(826)	2
As a % of trading revenue	-0.30%	-9.43%	0.02%
<b>Total Revenue</b>	<b>22,189</b>	<b>14,638</b>	<b>13,169</b>
<b>Total Operating Income</b>	<b>1765</b>	<b>369.48</b>	<b>528</b>
Unallocable expenses	174	165	361
PBT	1,591	205	167
Tax	555	67	59
PAT	1,036	138	108
<b>Consolidated ROCE %</b>	<b>41.77%</b>	<b>19.79%</b>	<b>19.46%</b>
<b>Consolidated RONW %</b>	<b>41.89%</b>	<b>9.57%</b>	<b>8.33%</b>
<b>Consolidated Debt Equity Ratio</b>	<b>0.73</b>	<b>-</b>	<b>0.37</b>


\*The company has stopped its trading activities from the current financial year

# Cash Flow Statement



Particulars	(INR in lakhs)				
	FY18	FY17	FY16	FY15	FY14
<b>A) Cash Flow From Operating Activities :</b>					
Net Profit before tax	1,591	205	167	144	124
Adjustment for :					
Depreciation	71	82	86	69	61
Interest Paid	175	69	122	208	97
Interest Income	(143)	(87)	(60)	(84)	(90)
Provision for Gratuity expenses	4	4	3	3	0
Profit on Sale of Investment	(10)	-	-	-	-
(Profit)/Loss on Sale of Assets	24	0	-	-	-
Prior Period Gratuity adjusted with Reserves	-	-	-	-	(3)
Operating profit before working capital changes	1,711	272	319	340	190
Changes in Working Capital	(2,543)	892	(119)	772	(106)
Cash generated from operations	(832)	1,164	200	1,112	83
Less:- Income Taxes paid	(355)	(98)	(69)	(72)	(67)
<b>Net cash flow from operating activities</b>	<b>(1,187)</b>	<b>1,066</b>	<b>131</b>	<b>1,039</b>	<b>16</b>
<b>B) Cash Flow From Investing Activities :</b>					
Net Purchase/Sale of Fixed Assets	(234)	(54)	(93)	(95)	(20)
Investment made/Sold during the year	10	-	-	-	-
Increase/(Decrease) in Long Term Loans and Advances	(10)	0	(1)	(2)	5
Interest Income	143	87	60	84	90
<b>Net cash flow from investing activities</b>	<b>(90)</b>	<b>33</b>	<b>(33)</b>	<b>(14)</b>	<b>74</b>
<b>C) Cash Flow From Financing Activities :</b>					
Proceeds from Issue of Share Capital	-	-	227	6	32
Increase/(Decrease) in Short Term Borrowings	1,782	(465)	136	(790)	44
Increase/(Decrease) in Long Term Borrowings	9	(9)	(17)	5	(20)
Interest Paid	(175)	(69)	(122)	(208)	(97)
<b>Net cash flow from financing activities</b>	<b>1,616</b>	<b>(544)</b>	<b>223</b>	<b>(987)</b>	<b>(41)</b>
<b>Net Increase/(Decrease) In Cash &amp; Cash Equivalents</b>	<b>339</b>	<b>555</b>	<b>321</b>	<b>39</b>	<b>49</b>
<b>Cash equivalents at the beginning of the year</b>	<b>1,574</b>	<b>1,018</b>	<b>698</b>	<b>659</b>	<b>610</b>
<b>Cash equivalents at the end of the year</b>	<b>1,912</b>	<b>1,574</b>	<b>1,018</b>	<b>698</b>	<b>659</b>



Details		Particulars	
Issuer	Manorama Industries Limited		
Issue Type	Book Built Issue		
Issue Price	Rs. 181-188		
Bid/ Offer Opens On	21 <sup>st</sup> September, 2018		
Bid/ Offer Closes On	25 <sup>th</sup> September, 2018		
Lot Size	600		
IPO Venue	BSE-SME		
Issue Size	Upto 34,04,400 Equity Shares of Rs. 10 through Fresh Issue		
Issue Structure	Market Maker Portion	Upto 1,71,000 Equity Shares	
	QIB	Upto 5,32,200 Equity Shares	
	Retail Portion	Upto 13,50,600 Equity Shares	
	Non-Retail Portion	Upto 13,50,600 Equity Shares	
Book Running Lead Manager			



Particulars	No. of Equity Shares	Aggregate Nominal Price (INR In Lakhs)
Issue, Subscribed and Paid up capital before the Issue	77,23,510	772.35
Fresh Public Issue	34,04,400	340.44
Issue, Subscribed and Paid up capital after the Issue	1,11,27,910	1,112.79

Particulars	Pre Issue Holding (%)	Post Issue Holding (%)
Promoter & Promoter Group	85.99	59.69
Others	14.01	40.31





- Establishing an integrated Greenfield project for manufacturing of CBE / specialty fats/butter and tailor-made products at Birkoni, near Raipur, Chhattisgarh.
- General Corporate Purposes.

## Net Proceeds from the Issue

Sr. No.	Particulars	Amount (INR in Lakhs)
1.	Establishing an integrated Greenfield project for manufacturing of CBE / specialty fats/butter and tailor-made products at Birkoni, near Raipur, Chhattisgarh.	5,600.00
2.	General Corporate Purposes	[●]



## Niche Scalable Products with high margin

The Company is into production & supply of CBE, butter products out of forest seeds, mango kernel waste, which are used in chocolates, confectionary food item and cosmetics.

## Scale

The Company plans to setup a new state of the art manufacturing facility which will take their stearine butter production to ~18,000 tonnes resulting in a ~7-8% global stearine market share. This shall result into 600cr of turnover @100% capacity (estimated to be achieved by FY21)

## Un-parallel Sourcing Network

The Company has been directly procuring and sourcing Sal seeds & other tree borne seeds from more than 18,000 villages. This process engages 7.8 mn tribals of Chhattisgarh, Odisha, Jharkhand, Madhya Pradesh, Maharashtra, Bihar, and West Bengal to some extent.

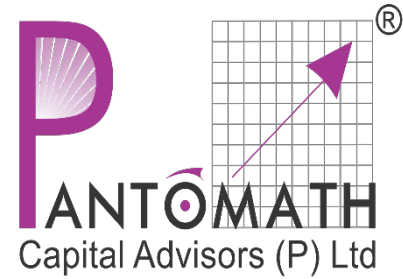
## Marquee Clients

The Company has more than 100+ customers with many MNC Clients such as Loreal, Ferrer, Body Shop, Adeka Corporation etc

# Thank you!



**Book Running Lead Manager**



**Pantomath Capital Advisors Pvt. Ltd.**  
406-408, Keshava Premises, Behind Family  
Court, Bandra Kurla Complex, Bandra (East),  
Mumbai – 400051, Maharashtra, India

**Issuer Company**



**Manorama Industries Limited**  
Office No 403, 4th Floor, Midas, Sahar  
Plaza, Andheri Kurla Road, Andheri East,  
Mumbai- 400059