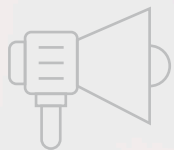




ANNUAL REPORT **2018-19**



MISHTANN[®]

limitless happiness...😊



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To view
Annual Report 2019 Online,
visit: www.mishtann.com

Through the past few years, we have undergone a fundamental transformation, from being a bulk rice player in our formative years, to evolving into a globally recognised and branded speciality rice company. Today, we have a strong portfolio of basmati and speciality rice products, catering to a wide customer base at every price point.

₹ 4,817_{MN}

Mishtann's Revenue
for FY2019

₹ 233_{MN}

Mishtann's EBITDA for
FY2019

Deepening Our Presence

Building Our Brand

Great brands achieve their goals by forging personal and meaningful bonds with customers. Once consumers experience our products first-hand, it is hard for them to settle for anything less. They immediately recognise the high quality and superior taste we stand for. As a result, they begin to trust our brand and stand by our products for a lifetime. Our rich portfolio of branded specialty foods has strong emotional connection with our consumers, who are constantly in need to navigate their way carefully through a sea of choices. When it comes to their diet, they invariably look to place their trust in ethical food companies that are clear beacons of quality and good standing.

As a brand-based specialty foods company from India, "Mishtann" is steadily being recognised as a Brand that is a true standard bearer of nutritious food products, that have great taste, that are the best in quality and that respects the consumers' health. In a world full of options, our Brand is increasingly occupying an important space in the hearts and minds of our consumers. They have faith in our brand to be the caretakers of their interests and needs. This has, in turn, transformed us into an increasingly recognisable food company out of India, that sells top quality specialty food products under a compelling brand, globally.



limitless
happiness...☺



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Business Overview

Every Grain
PURE & PERFECT



Vision, Mission and Goals

Mishtann Foods Limited is a leading agro-product company in India with its preliminary focus on branded basmati rice. We offer pure and fit grains for people of all ages and tastes, across the world. With a broad range of premium basmati rice, our products are found in almost every kitchen, from restaurants to homes.



VISION

Our vision is to gratify millions of palates across the globe by encouraging the consumption of Mishtann products.

We envision to enrich the art of gastronomy, thereby spreading happiness that knows no bounds.



MISSION

We aim to provide good quality of rice without compromising on quality.

We aim to make Mishtann the most reliable Indian brand in agro-products worldwide.

We aim to create an organisation incorporating the values of integrity and dedication.



GOALS

Our objective is to grow our market share with deep market penetration.

Our goal is to maintain a strict control over cost.

Together We Strike
the Right Balance
TO ACHIEVE BIG



SPREADING
Happiness
As We Grow



Letter from Managing Director

24.3%

Growth in Revenue
in FY2019

140 BPS

Increase in EBITDA
Margin in FY2019

100 BPS

Increase in PAT
Margin in FY2019

In interest of creating the most value, we need to orient our business to produce the best possible returns. This objective can only be achieved by finding the ideal balance between the right products, the right structures, and the right people to execute our plans. Today, our business model has been primed to chase for quality growth.

Dear Shareholders,

I am pleased to share with you an update on your Company's performance for FY2019, a year that has seen remarkable progress for Mishtann Foods Limited. We continued to focus on transforming our business, emerging as a growing global branded specialty foods company with a focus on basmati and specialty rice. We are now pursuing strategies that involve greater differentiation and allow us to create sustainable value for all our stakeholders. To capitalise on the growing market opportunities, we are reinforcing our positioning by delivering high-quality products and enhancing our brand visibility. At the same time, we aim to diversify our portfolio to include more value-added products.

Through the past two years, we have undergone a fundamental transformation, from being a bulk rice player in our formative years, to evolving into a globally recognised and branded specialty rice company. Today, we have a strong portfolio of basmati and specialty rice products catering to a wide customer base at every price point.

For the foreseeable future, India is expected to maintain a strong domestic consumption driven growth story. The increasing disposable income levels and an escalating number of consumers have further given rise to allow for the premiumisation of our product portfolio. We are determined to deliver products that are sought after and healthy, by setting the standard for quality and taste.

Branding for Mishtann

We understand that branding is crucial to a business because of the impact it makes on the Company as a whole. Our branding initiatives allow our consumers to build trust and expect a certain standard of quality when they use our products. Being strongly branded helps connect Mishtann with our consumers across the globe, differentiating us from our competitors.

Going forward, we are actively pursuing and are engaged in many opportunities that will keep our growth engine humming. Developing and implementing a strong marketing strategy is of paramount importance for our branding initiatives.