



**MANPASAND  
BEVERAGES LTD.**

Date:- 05<sup>th</sup> November, 2015

To,  
The Manager, DCS-CRD  
Corporate Relationship Department,  
Bombay Stock Exchange Limited,  
Phiroze Jeejeebhoy Tower,  
Dalal Street, Mumbai- 400 001.

To,  
The Listing Department, 5<sup>th</sup> Floor,  
National Stock Exchange of India Limited  
"Exchange Plaza", Bandra-Kurla Complex,"  
Bandra (East), Mumbai-400 051.

Security ID:- **MANPASAND** || Security Code:- **539207** || ISIN:- **INE122R01018** || SERIES:- **EQUITY**

Dear Sir/Madam,

**Sub:- Media Release on Q2 of FY 2015-16**

Reference to the subject mentioned above, we hereby attached Media Release on Q2 of FY 2015-16. The entire Media Release is attached for your kind consideration.

If you need any further information / clarification, feel free to ask for the same.

For **Manpasand Beverages Limited**

**Bhavesh Jingar**  
**Company Secretary & Compliance Officer**  
**Mem. No. A28011**



Encl:

Media Release



Regd. Office : E-62, Manjusar G.I.D.C.,  
Savli Road, Vadodara-391 775.  
CIN : U15549GJ2010PLC063283

Factory : E-93/94, Manjusar G.I.D.C.,  
Savli Road, Vadodara-391 775. (GUJ.) INDIA  
Factory :1768/1774/1, GIDC Estate, Manjusar,  
Savli Road, Dist. Vadodara-391775.

Factory : A/8, Agropark, Karkhiyaon,  
Varanasi. (U.P.) INDIA



Media Release

## Manpasand Beverages PAT up 392.13% at Rs.4.38 crore in Q2 of FY 2015-16

### Financial Highlights

(Rs Crore)

	Q2			H1		
	FY 15-16	FY 14-15	Growth (%)	FY 15-16	FY 14-15	Growth (%)
Net Profit	4.38	0.89	392.13%	20.10	15.23	31.98%
EBITDA	15.95	7.01	127.53%	49.86	31.04	60.63%
Net Sales	81.51	61.85	31.79%	236.40	188.05	25.71%
EPS (Rs.)	1.00	0.31	194.12%	4.61	5.80	- 20.52%

**November 5, 2015:** India's leading fruit juice player, Manpasand Beverages Ltd has reported a net profit of Rs 4.38 crore for the second quarter ended September 30, 2015 a 392.13% jump over Q2 in previous fiscal. Net sales for current Q2 at Rs. 81.51 crore were higher by 31.79% over previous fiscal's same quarter net sales of Rs. 61.85 crore. The earnings per share (EPS) for Q2 FY2016 stood at Rs 1.00.

For the six months ended September 2015, company reported a net profit of Rs. 20.10 crore against a net profit of Rs. 15.23 crore in the corresponding period last year, a growth of 31.98%. Net sales in first half of FY 2015-16 at Rs. 236.40 crore were higher by 25.71% compared to Rs. 188.05 crore in the first half of previous fiscal. For H1 FY 2015-16, EBITDA margin stood at 127.53% and PAT margin at 8.50%.

**Mr. Dharendra Singh, Chairman & MD of Manpasand Beverages** said, "Expansion plans including setting up of a new manufacturing in Haryana and modernisation of Vadodara and Varanasi facilities are going as per plan. We are following a well defined two-pronged strategy for fast-paced growth – while we continue to further increase our significant presence in rural and semi-rural markets, we have also started to aggressively tap the urban markets where our presence was minimal till recently. Manpasand has recently entered into a tie up with ice cream & food retailing major Havmor Ice Cream Ltd and is exploring many more such tie-ups to so as to increase our urban market penetration. Manpasand's flagship brand Mango Sip's sales continue to grow at a fast pace and our new urban market focused Fruits Up brand is getting a very good response from consumers."



## About Manpasand Beverages Limited ([www.manpasand.co.in](http://www.manpasand.co.in))

One of the country's leading fruit juice players, the Rs 400 crore Manpasand Beverages Limited, has got the unique distinction of being the only pure play company in this sector in the Indian capital markets. It is a niche player in a large, high-growth market. Manpasand Beverages represents the successful story of a visionary first generation entrepreneur, Dhirendra Singh, who has built one of India's fastest growing fruit juices company and is now ready to take on the global cola giants head-on.

Manpasand Beverages is a fruit drink manufacturing company with a primary focus on mango fruit, which is the leading flavour for juice drinks in India. Company's mango-based fruit drink, 'Mango Sip', is its flagship brand, which is strategically focused towards customers primarily based in semi urban and rural markets. With a view to expand its product portfolio, company has launched two new brands, 'Fruits Up' and 'Manpasand ORS'. Under the 'Fruits Up' brand, Manpasand offers fruit drinks and carbonated fruit drinks in different flavours. Under the 'Manpasand ORS' brand, it offers fruit drinks with energy replenishing qualities with a primary focus on North East India. Company's other major fruit juice brands are Apple Sip, Litchi Sip and Guava Sip. In the packaged drinking water its brand is 'Pure Sip' and for natural mineral water the brand is 'Fons'.

In the fast-growing fruit-based beverages market in India, Manpasand Beverages has emerged as a formidable competitor for the bigger foreign and Indian rivals. Company's value-for money offerings, strong focus on affordable price points, innovative products (like fruit-based carbonated soft drinks) and distribution strategies are going to be its major strengths.

The company has carved a niche for itself with a strong presence in the tier-2 and semi-rural and rural markets in India. Manpasand's beverage brands are present in 24 states through more than 200,000 retailers, over 2000 distributors and 200 plus super stockists. The company has two manufacturing facilities at Vadodara in Gujarat, one each at Varanasi in Uttar Pradesh and Dehradun in Uttaranchal and a new one is being set up at Ambala in Haryana. For the year ended March 31, 2015, company reported sales of Rs 360 crore and net profit of Rs 30 crore.

