



MANPASAND  
BEVERAGES LTD.

October 24, 2020

To,  
Listing Department,  
**BSE Limited**,  
Phiroze Jeejeebhoy Tower,  
Dalal Street, Mumbai- 400 001.  
Security Code:- **539207**  
ISIN:- **INE122R01018**

To,  
The Listing Department,  
**National Stock Exchange of India Limited**  
5<sup>th</sup> Floor, "Exchange Plaza", Bandra-Kurla  
Complex," Bandra (East), Mumbai-400 051.  
Security ID:- **MANPASAND**  
ISIN:- **INE122R01018**

**Subject: Addendum to the Explanatory Statement to the Postal Ballot Notice dated 17.10.2020**

Dear Sir/Madam,

This is with reference to above subject, we would like to inform the Exchange that the Company on 23.10.2020 has sent Notice of Postal Ballot dated 17.10.2020 to its all shareholders. In this regard, please find attached herewith Addendum to the explanatory statement to the said Postal Ballot Notice, dated 17.10.2020.

You are requested to take the above on record.

**For Manpasand Beverages Limited**

Sd/-  
**Bhavesh Jingar**  
**Company Secretary & Compliance officer**



## Addendum to the Explanatory Statement to the Postal Ballot Notice dated 17.10.2020

General Information pursuant to Part II, Section II of Schedule V of the Companies Act, 2013 in respect of appointment of Mr. Dharendra Singh as Managing Director and Mr. Abhishek Singh as Whole Time Director.

### 1. General Information

#### a) Nature of Industry

The Company is engaged in the business of manufacturing of fruits drink and its flagship product is Mango Sip.

#### b) Date or expected date of commencement of commercial production: December, 2010.

#### c) In case of new companies expected date of commencement of activities as per project approved by financial institutions appearing in the prospectus: Not Applicable as the Company is an existing Company.

#### d) Financial Performance based on given indicators

Particulars	2018-19 ₹. In Lakhs	2017-18 ₹. In Lakhs
<b>Revenue from Operations</b>	<b>63,607.84</b>	<b>95,517.47</b>
Profit/Loss before interest, depreciation & tax	-9,240.21	20,743.15
Less : - Finance Cost	1,288.08	292.08
<b>Profit before depreciation, tax &amp; Exceptional item</b>	<b>-10,528.29</b>	<b>20,451.07</b>
Less: - Depreciation and Amortization expenses	10,142.41	8,660.76
<b>Profit before Exceptional Item</b>	<b>-20,670.07</b>	<b>11,790.31</b>
Less :- Exceptional Item	38,687.64	0.00
<b>Profit before Tax</b>	<b>-59,358.34</b>	<b>11,790.31</b>
Less:- Tax Expenses	-171.42	1,790.62
<b>Profit after tax</b>	<b>-59,186.92</b>	<b>9,999.69</b>
Add :- Total other Comprehensive Income for the period net of tax	13.87	20.07
<b>Total Comprehensive Income for the Year</b>	<b>-59,173.05</b>	<b>10,019.76</b>

#### e) Foreign investments and collaboration, if any:

The Company has neither made any Foreign Investments nor entered into any collaborations during the last Financial Year.

### 2. Information about the appointee:

#### a) Background Details:

**Mr. Dharendra Singh**, aged 56 years, with qualification of Bachelor of Arts, has more than 20 years of rich industrial and Managerial experience. He is the founder of the Company. He has set up industrial empire in Gujarat, Uttar Pradesh, Andhra Pradesh and Haryana in the name of Manpasand Beverages Limited (the Company). He is the promoter, Chairman & Managing Director of the Company. Due to his clear vision and dedication, the Company has diversified divisions in the Gujarat, Uttar Pradesh, Haryana and Andhra Pradesh and has varied interest in fruit drinks products.

Regd. Office : 1768-1774/1, GIDC Estate, Savli Road, Vadodara - 391775. (Gujarat) Ph. No.: 91-2667-290290-291

CIN : L15549GJ2010PLC063283

E-mail : [info@manpasand.co.in](mailto:info@manpasand.co.in)

[www.manpasand.co.in](http://www.manpasand.co.in)

Other Plants : Vadodara (Gujarat), Varanasi (Uttar Pradesh), Dehradun (Uttara Khand), Ambala (Haryana), Chittor (Andhra Pradesh)



**Mr. Abhishek Singh** has been associated with the Company since its incorporation . He holds bachelor's degree in engineering in food and technology. He has good exposure in the field of branding, marketing and management. Due to his branding and innovative ideas the Company's products are visible at modern trade business and covers majority of rural area of India.

**b) Past Remuneration**

During the Financial Year ended March 31, 2019, Rs. 250.00 Lakhs and Rs. 150.00 Lakhs was paid as remuneration to Mr. Dharendra Singh and Mr. Abhishek Singh, respectively.

**c) Recognition or awards**

**Mr. Dharendra Singh**

The Story of Mr. Dharendra Singh was appeared in issue of Forbes Asia under the titled "Dharendra Singh Makes A Fortune Selling juice to Indian Small Towns and Villages".

**Mr. Abhishek Singh**

Under the able leadership of Mr. Abhishek Singh, Manpasand Beverages Limited bagged the award in respect of Food & Agri Company of the Year from VCCircle.

For his vision & implementation of strategic tie up with PPPL, Mr. Abhishek Singh also won 'Challenger Strategy 2019' award at Chief Strategy Officer Summit 2019.

**d) Job profile and his suitability**

**Mr. Dharendra Singh**

Mr. Dharendra Singh has good knowledge of various aspects relating to the Company's affairs and long business experience, the Board of Directors is of the opinion that for smooth and efficient running of the business, the services of Mr. Dharendra Singh should be availed by the Company.

**Mr. Abhishek Singh**

Mr. Abhishek Singh has vast experience in the fields of marketing of fruit drinks products and creating visibility of such products, the Board of Directors is of the opinion that the services of Mr. Abhishek Singh should be availed for further period of time.

**e) Remuneration proposed**

As mentioned in respective resolution of appointee directors.

**f) Comparative remuneration profile with respect to industry, size of the Company, profile of the position and person (in case of expatriates the relevant details would be with respect to the country of his origin):**

Taking into consideration the size of the Company, the profile, knowledge, skills and responsibilities shouldered by Mr. Dharendra Singh and Mr. Abhishek Singh, the remuneration paid commensurates with the remuneration packages paid to their similar counterparts in other companies.

**g) Pecuniary relationship directly or indirectly with the Company or relationship with the managerial personnel**

Besides the remuneration paid to Mr. Dharendra Singh and Mr. Abhishek Singh, they do not have any other pecuniary relationship with the Company or relationship with other managerial personnel and directors.



Mr. Dharendra Singh and Mr. Abhishek Singh are related to each other.

### 3. Other Information

Sr. No.	Particulars	
a)	<b>Reason for Loss</b>	The past 18 months have been in many ways a turbulent and difficult period for the Company. The loss during the year was a result of various unfavorable and unforeseen events. The Company has faced certain external critical events during the period thereafter resulting into disturbed operations, distribution, collections and operational losses during the current year.
b)	<b>Steps taken or proposed to be taken for improvement</b>	<ul style="list-style-type: none"><li>• Various initiatives are being taken up to make the entire distribution chain more robust and dense.</li></ul>
c)	<b>Expected increase in productivity and profits in measurable terms</b>	<ul style="list-style-type: none"><li>• Channel partners are being trained to expand their distribution reach.</li><li>• Export opportunities are being explored which will help the Company during off-season with better capacity utilization.</li><li>• Various cost reduction initiatives are being assessed to reduce the overall cost.</li><li>• Investment in leadership and creative talent and delivering on the potential of the tie up between the Company and Parle Products Pvt Ltd.</li><li>• Our targets to be achieved by the end of FY21 is organic growth in line with peers.</li></ul>

The information provided above is in addition to the information provided in the explanatory statement to the Postal Ballot Notice, dated 17.10.2020 and for the item NO. 1 and 2 in respect of the appointment of Mr. Dharendra Singh as Managing Director and Mr. Abhishek Singh as Whole Time Director.