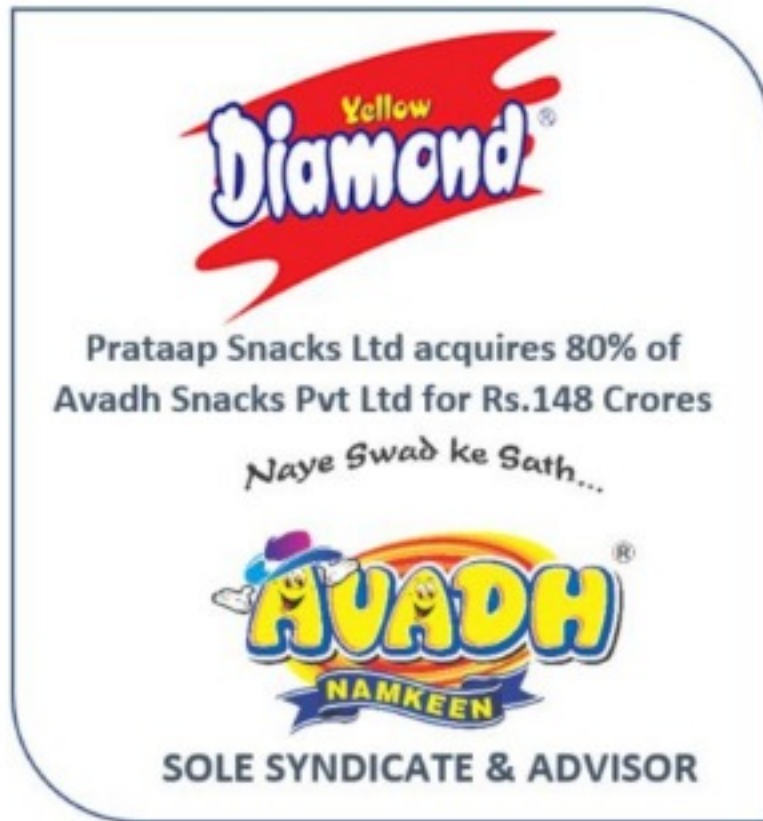


Deal Announcement

Prataap Snacks Limited agrees to acquire 80% equity stake in Avadh Snacks Private Limited for Rs.148 Crores.

This Marks the entry of Prataap Snacks into untapped large market of Gujarat



Prataap Snacks Ltd. (PSL), (BSE- 540724), (NSE- DIAMONDYD) a leading Indian Snack Foods Company has announced acquisition of Avadh Snacks Private Limited, ("Avadh"), one of the fastest growing snacks food companies based at in Gujarat. PSL agrees to acquire 80% equity stake for a consideration of Rs.148 crores through a combination of Primary & Secondary Investment.

Avadh Snacks Pvt Ltd Promoted by Mr. Rajesh Savani, Mr. Dilip Lalani & Mr. Neel Jagani is a one of the fastest growing strong Gujarat based Snacks Brand engaged into Manufacturing and Selling of branded Packaged Snacks under Brand name "Avadh". Started in 2010, Avadh today has well diversified & strong product portfolio for Namkeens like Bhujia, Chevda, Fafda, Gathiya, etc. and Extruded Fryums like Wheels, Cups, Pasta, etc.

with strong presence in state of Gujarat and now expanding to states of Maharashtra, Rajasthan, etc.

On recent investment made by Prataap Snacks, **Avadh Snacks founder Mr. Rajesh Savani says**, "Avadh is well positioned to penetrate deeper in its home markets and expand further in new geographies and products. We at Avadh, welcome Prataap Snacks to join us on the exciting journey of tapping into the potential offered by the Indian Packaged Food Industry."

Mr. Amit Kumat – MD & CEO, Prataap Snacks Limited said; "I am excited about this partnership. We are impressed with the founders and the velocity of growth of the business since inception. Gujarat is the biggest salty snacks market in India and is one of the most important markets where PSL doesn't have a strong presence today. Over the years, none of the national players have managed to make a dent in the Gujarat market which is dominated by strong regional players"

Intensive Fiscal Services Pvt Ltd is a Mumbai based Investment Bank with strong focus into Indian Consumer Industry acted as sole Syndicator & Advisor to the deal. Intensive has successfully syndicated & advised transactions of over 1 Billion Dollar through PE, M&A, IPO, Pre-IPO, etc. (www.intensivefiscal.com)

Recent Deal Highlights

