

# ***Project Spice***

---

*Acquisition opportunity of Spice Company in Mumbai*

# Project Spice

- ✓ The organisation set up in 1972, has been into spices / masala business since more than 40 years
- ✓ Operates out of its unit in Mumbai. This unit is owned by the Promoters and is measuring 7,200 sq ft
- ✓ Most of the revenues are generated from Branded products
- ✓ Nearly 40% of the products are exported to nearly 18 countries, mainly into Middle East and Africa. Muscat accounts for nearly 70% of the exports. Exports are mainly under own brand
- ✓ In the domestic market, the organisation is present in B2B segment. Around 65%-70% of domestic sales is in the wholesale form mainly to hotels, wholesalers, etc. Modern retail account for just 0.5%-1% of revenue. Has presence mainly in Mumbai where the organisation has strong distribution. Around 30%-35% of sales is from retailers
- ✓ Chilly, Turmeric and Coriander powder contributes nearly 70% of the business of the organisation
- ✓ Has entered into Ready-to-Cook space with 3 - 4 products which is currently at very nascent stage in India
- ✓ Has team of around 41 people
- ✓ **Existing promoters are interested in existing the business because of succession issues**

## Key Products

- ✓ Chilly Powder
- ✓ Turmeric Powder
- ✓ Coriander Powder

## Other Products

- ✓ Curry Powder
- ✓ Fenugreek Powder
- ✓ Cumin Powder
- ✓ Pepper Powder
- ✓ Ginder Powder
- ✓ Sandwich Masala
- ✓ Kitchen King Masala
- ✓ Pani Puri Masala

## Other Products

- ✓ Dhania Jeera Mix Masala
- ✓ Biryani Masala
- ✓ Madras Sambhar Masala
- ✓ Pav Bhaji Masala
- ✓ Chat Masala
- ✓ Garam Masala
- ✓ Pickle Masala
- ✓ Madaras Rasam Powder
- ✓ Chane Ka Masala
- ✓ Meat Masala
- ✓ Tandoori Chicken Masala
- ✓ Jeera Pani Masala
- ✓ Tea Masala

## Financials

INR in Lacs

Particulars	FY 12-13	FY 13-14	FY 14-15	FY 15-16 (Prov)
Revenue	1,593	1,821	2,111	2,500
Adjusted EBIDTA	178	332	412	500
Adjusted EBIDTA (%)	11%	18%	20%	20%

---

**Thank You**