



Announcing Strategic Acquisition of Sresta Natural Bioproducts (24 Mantra Organic)



Core Staples

Speciality Staples

Spices & Condiments

Processed F&B



Trusted Brands

Unbranded → Branded |
Food Safety | Hygiene



Premiumisation

Super Premium |
Specialised



Health, Wellness

Clean Label | Natural |
Immunity | Nutrition



Premium Future Facing Category

Increasing consumer preference for **Organic/ Natural foods**

~Rs.10,000 cr. Organic Market (domestic + exports) growing rapidly¹



Immense Headroom for Growth

Organic Food **penetration**² **low at just 0.3%** in India

Organised Domestic Market expected to **grow rapidly at 15%-20%**³

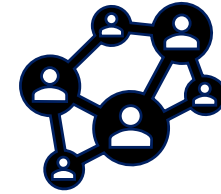


Strong Brand Equity

Superior Product Ratings
Strong connect with Women consumers

Organic Brand of Choice for Indian Diaspora

Presence in **900+ Ethnic Stores in US**



Robust Sourcing Network


~27,500 Farmers | 1.4 Lakh acres of Certified Organic Land | 71 Clusters in 10 States

Ready State for 3x of current scale

Leveraging ITC's Institutional Strengths



 **Strengthen distribution** in Alternate Channels | Expand reach in GT | **Cross synergies** in US distribution

 **Brand-building:** Data-driven Marketing | Brand-engagement

 **Drive Efficiencies:** **Buying - Agri Sourcing, Packaging & Media Manufacturing & Logistics**

 Consumer Insights **Product Development** Expertise | ITC LSTC Explore **Adjacencies**



100% acquisition of
Sresta Natural
Bioproducts Pvt. Ltd.
(24 Mantra Organic)

- Upfront consideration of **Rs. 400 cr.** on a cash-free, debt-free basis payable on Closing, subject to adjustments as per Transaction Documents
- Additional Founders Consideration of **up to Rs. 72.5 cr.** payable over a period of 2 years, basis pre-agreed criteria
- Raj Seelam (Founder) will assist in the transition and remain associated with the business for 2 years
- Transaction expected to be completed in Q1 FY26



Enduring Value

NATION FIRST: SAB SAATH BADHEIN

Thank You