
Coverage Report



Olonkar
GOHONABORI



FORTUNA PR

Publication	Hindu Business Line	Date	06.07.2022	Page No.	8
Client Name	Annapurna Swadisht	Edition	Kolkata & National		

Annapurna Swadisht mulls IPO; to scale up operations

Plans to raise close to ₹28 crore

SHOBHA ROY

Kolkata, July 5

Annapurna Swadisht, a Kolkata-based packaged snacks, food and beverage company, is looking to come up with an initial public offering (IPO) even as it plans to scale up operations in eastern India. The company, which primarily caters to tier 3 and 4 markets, is planning to get itself listed on the NSE-SME platform by the second or third quarter of the current fiscal.

Shreeram Bagla, Co-Founder and Chairman, Annapurna Swadisht, said plans are afoot to scale up its product portfolio and cover more towns in rural areas.

Expansion plans

"We are looking to come out with an IPO by August of this year and are planning to raise close to ₹28 crore. We currently have two



Co-Founder and Chairman
Sreeram Bagla DEBASISH BHADURI

manufacturing units, one each in Asansol and Siliguri, and we are planning to put up two more in West Bengal. The proceeds from the IPO would be used for our expansion," Bagla told *BusinessLine*.

Annapurna Swadisht, which currently has a turnover of around ₹62 crore, is expecting to close the current financial year at around ₹180-200 crore.

Annapurna has partnered with Turioyo Foundation for foray into direct-to-consumer segment with the Olonkar range of products.

Publication	The Times Of India	Date	06.07.2022	Page No.	1 & 9
Client Name	Annapurna Swadisht	Edition	Kolkata		

Annapurna Swadisht IPO in August

Kolkata: City-based Annapurna Swadisht, maker of packaged snacks, food and beverages, is planning to tap capital market with an initial public offering (IPO) in August this year. The company is planning to get listed on NSE SME segment.

Shreeram Bagla, co-founder and chairman of Annapurna Swadisht, said that it is raising funds. "We shall raise Rs 28 crore. Now, the company is fully owned by us. We shall dilute around 26-27% stake in the company through this (IPO)," he added. According to him, the company has a turnover of Rs 62 crore. "Our focus is rural market. The total value of the snacks market in rural Bengal could be Rs 2,400-2,500 crore. Our focus is Tier IV and V category towns and not the big cities and towns," he added.

The company has two factories in the state and is planning to set up two more in Gurap and Dhulagarh. TNN

Publication	The Telegraph	Date	06.07.2022	Page No.	Business Page
Client Name	Annapurna Swadisht	Edition	kolkata		

Annapurna

■ **CALCUTTA:** Annapurna Swadist will tap the NSE SME exchange to raise about Rs 30 crore to fund its expansion. The company makes maida-based ready-to-eat snacks for the rural market. It has 2 units in Bengal.

BOTTOM LINERS

Publication	Ei Samay	Date	06.07.2022	Page No.	Economic Times Bangla Page
Client Name	Annapurna Swadisht	Edition	Kolkata		

অনলাইনে অলঙ্কার

■ এই সময়: শুধুমাত্র ডিলার-ডিস্ট্রিবিউটর ভিত্তিক ব্যবসায় আটকে না থেকে, নিজেদের অলঙ্কার-গোত্রের পণ্য অনলাইনে ডাইরেক্ট-টু-কাস্টমার বেচবে শহরের সংস্থা অন্নপূর্ণা স্বাদিস্ট। যে পদক্ষেপে লক্ষ্মির জোগান দিতে শীঘ্রই এনএসই-তে নাম নথিভুক্ত করতে চলেছে সংস্থা, জানিয়েছেন সংস্থার চেয়ারম্যান শ্রীরাম বাগলা। এক স্বেচ্ছাসেবী সংস্থার সঙ্গে হাত মিলিয়ে অন্য পণ্যের সঙ্গেই বাংলার সুপ্রাচীন ঐতিহ্য গয়না বড়ির স্বাদ ফিরিয়ে দেবে অলঙ্কারের পণ্য। যে কাজে গ্রামবাংলার ৭০-এরও বেশি মহিলাকে নিযুক্ত করা হয়েছে। যার মাধ্যমে স্বনির্ভর করা হচ্ছে একাধিক পরিবারকে। পৃঃ ৯

Publication	Online	Date	06.07.2022	Page No.	Economic Times Bangla Page
Client Name	Annapurna Swadisht	Edition	Kolkata		

Hindu Business Line:-

<https://www.thehindubusinessline.com/companies/annapurna-swadisht-mulls-ipo-to-scale-up-operations-in-east-india/article65602763.ece>

Hindi News Portal Subjita.com:-

<https://www.shubhjita.com/विलुप्त-व्यंजनों-को-संरक/>

India Blooms Wire:

<https://www.indiablooms.com/finance-details/16455/annapurna-swadishtforays-into-the-d2c-segment-with-olonkar.html>

Financial Samachar.com

<https://financialsamachar.com/annapurna-partners-with-turiyo-foundation-for-quality-sourcing-and-social-empowerment/>

