



Tasty Bite Eatables Limited

TBEL/SE/2015-16

February 15, 2016

BSE Limited,
Corporate Relationship Department,
1st Floor, New Trading Ring,
Rotunda Bldg., P.J. Towers,
Dalal Street, Mumbai 400 001

Sub: Intimation about Investor conference

Dear Sir,

Pursuant to various regulations as stipulated under SEBI (Listing Obligation and Disclosure Requirement) Regulation, 2015 we hereby inform you that, in response to an invitation received from Antique Stock Broking Limited, we wish to inform that our Company (Tasty Bite Eatables Limited) proposes to participate in Antique's "Build India, New India" investors' conference with the purpose of meeting institutional investors on 15th and 16th February 2016.

Attached is the presentation proposed to be made by us in the meet.

Please take it on your records.

Thanking you,

Yours faithfully,

For *Tasty Bite Eatables Limited*

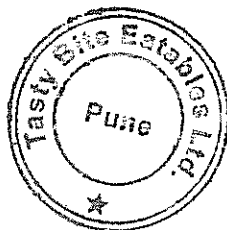
Minal

Minal Tatwar

Secretary

Feb 15, 2016

Encl.: As above



Regd. Off. : 204, Mayfair Tower, Wakdewadi, Shivajinagar, Pune - 411005, India.

Tel.: + 91 20 3021 6000, 2553 1105 Fax: + 91 20 3021 6035, E-mail : info@tastybite.com

Factory : Gat No. 490, Bhandgaon, Pune Solapur Highway, Tal. Daund, Dist. Pune - 412214. Tel.: + 91 2117 306500

Website : www.tastybite.co.in, CIN : L15419PN1985PLC037347



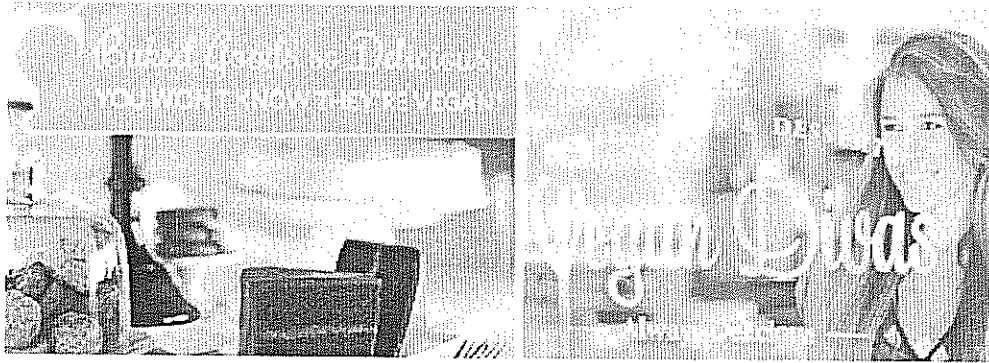
Overview



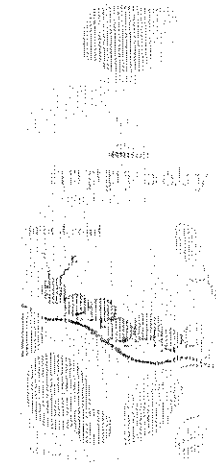
February 2016

REAL BOLD. REAL FOOD.

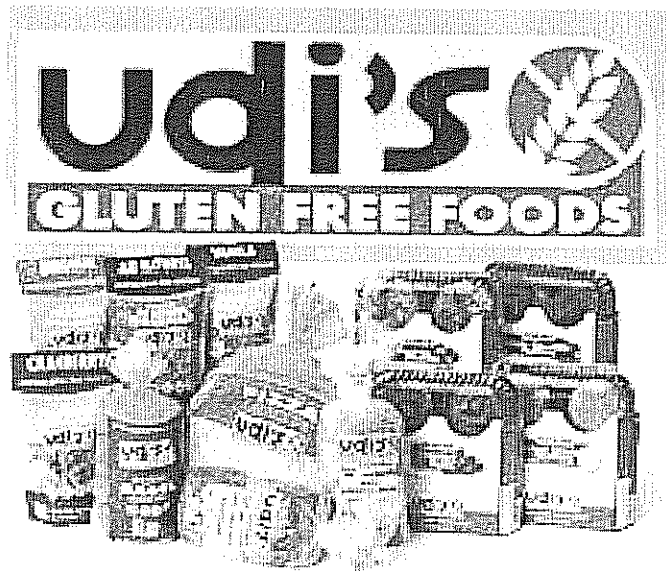
There is a Food Revolution Underway in America



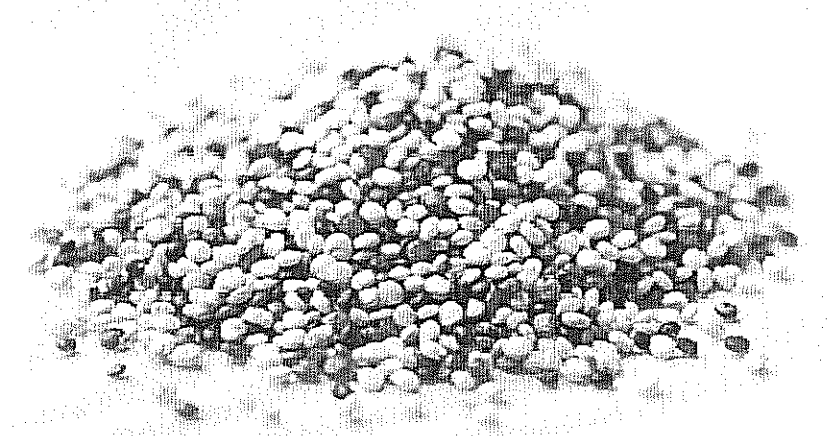
Vegans post sightings of dairy-free dessert shops



New moms compare notes on organic baby food

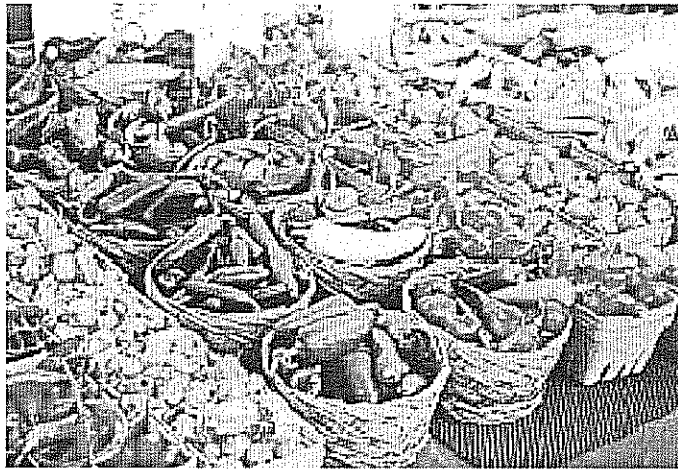


Millions reduce gluten from their diets



Quinoa and chia seeds replace white flour in kitchen pantries

There is a Food Revolution Underway in America (Cont'd)



The fastidious shopper buys organic, local and GMO-free



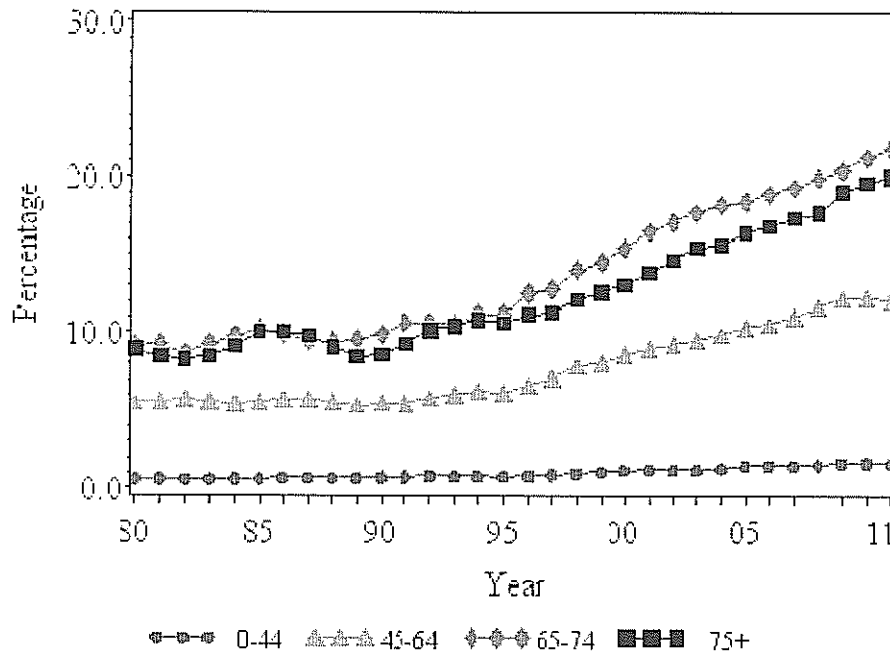
Healthy fast food leaves Coke off the menu



Tween daughters of cattle farmers turn vegetarian

The State of America's Health

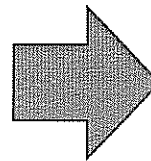
Diabetes Rates



Source: Centers for Disease Control and Prevention

**Obesity + Overweight
= 67% of Population**

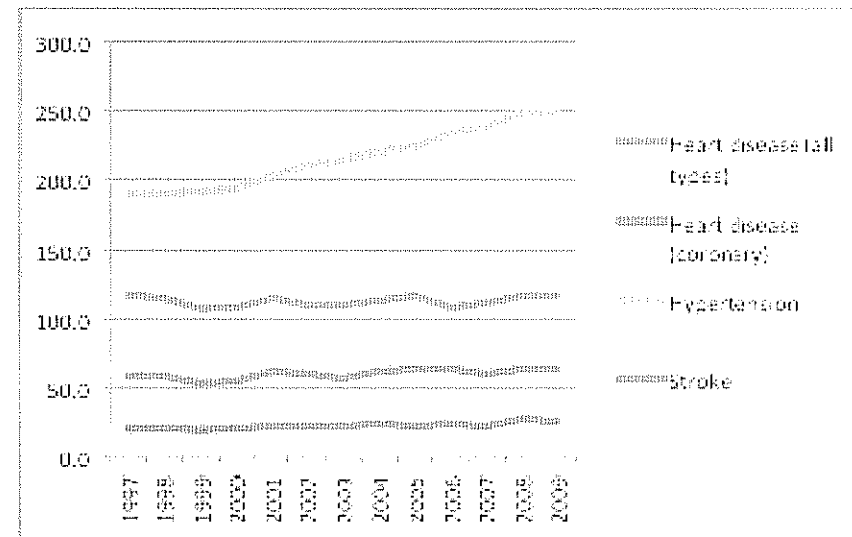
Source: NCHS



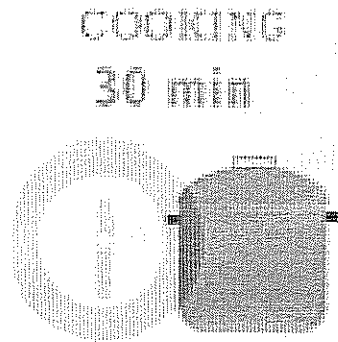
Age	% of Pop.	Growth %
0 – 44	1.6%	167%
45 – 64	12.0%	118%
65 – 74	21.8%	140%
75+	20.0%	125%

Total Cost: \$174 billion

Cardiovascular Disease Prevalence



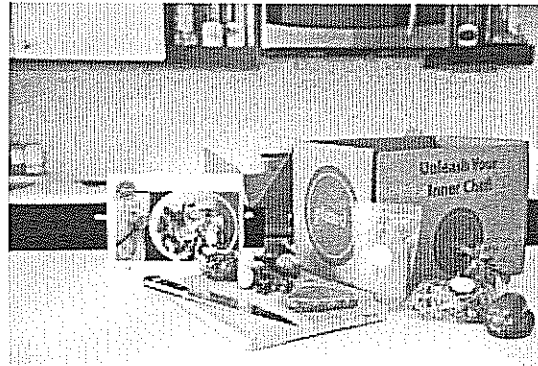
Convenience Still Paramount ... Technology Disrupts



Americans spend only 30 minutes per day on average cooking, the lowest in the OECD.

In minutes:

U.S.A.	30
Ireland	35
Canada	40
Germany	41
Finland	42
Avg.	52



Meal kits with raw ingredients and recipe direct to home



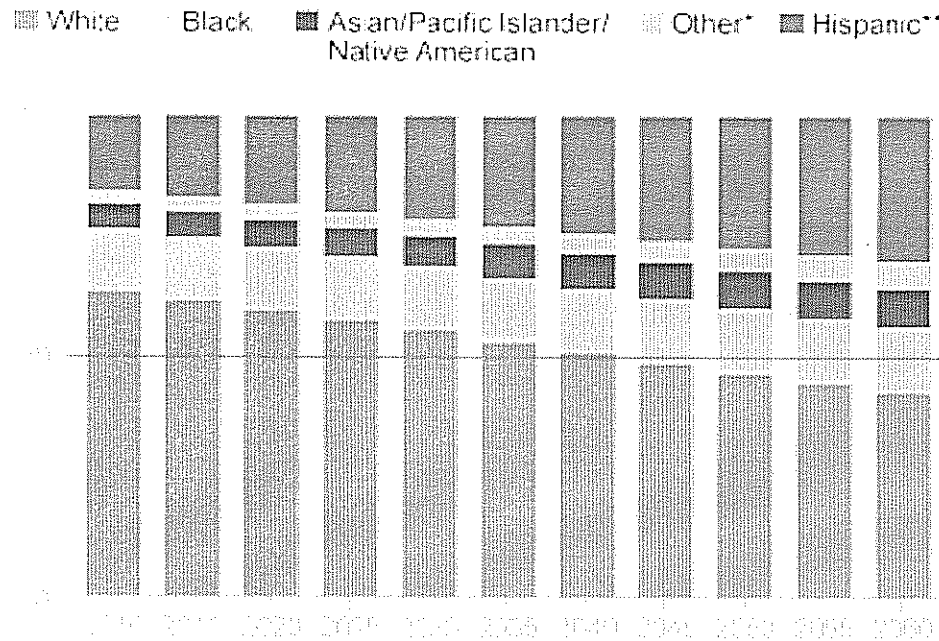
Amazon fresh with same day delivery

Boxed

Bulk products at Club prices delivered home



Changing Demographics Causes Changing Palates



**Non-Hispanic white population drops
from 80% in 1980 to 63% today to 50% in
2035**

Source: US Census

- Americans have the highest cuisine index in the world (4.5x per week)
- 14% of Americans eat in Indian restaurants regularly. Driven by Millennial consumers.
- Over 8000 Indian restaurants, over 10,000 Thai restaurants in America and growing



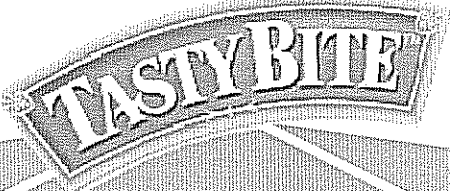
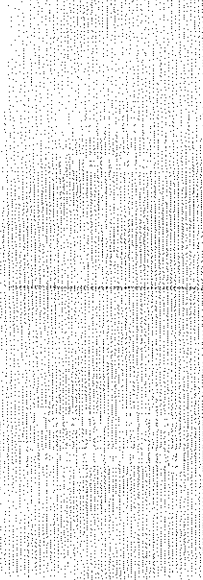
Who Are These Millennials Anyways?

- The largest generation alive in the U.S. at 80 million strong
- Age 18-36
- Rebellious by being righteous
- Conscious about the environment, food, human rights, animal rights, and more!
- Less likely to own cars
- Unconcerned about privacy ... happy to have a wide digital footprint
- Want fresh food, but can't cook!
- Born with a global palate!



Tasty Bite Operates at the Intersection of Three Major Trends...

...while providing great taste and satiety

		
~\$110bn Natural / Health Foods ~14% annual growth between '13-'18 ⁽¹⁾	\$24bn Convenience Foods ~10% growth between '13-'18 ⁽²⁾	\$11bn Ethnic / Specialty Foods ~15% growth between '13-'18 ⁽³⁾
 <ul style="list-style-type: none"> • 18% of consumers comprise 50% of sales in the space, leaving significant room for growth • >17% of U.S. grocery food sales are currently natural / organic • Gluten-free sales have increased from \$5.4bn to \$8.8bn in the last 2 years • All-natural with clean label • Vegetarian, non-GMO and many products are gluten-free • Multiple organic-certified SKUs, with others containing organic ingredients • Products produced sustainably 	<ul style="list-style-type: none"> • Convenience and on-the-go has been a long-term trend in the U.S. food industry • Focus has been around providing authentic, tasty and better-for-you convenient meals • Tasty Bite has developed RTE products and process technologies that provide convenient meals without compromising taste or form • The Company's technology is extendable to other food forms and categories 	<ul style="list-style-type: none"> • Asian / Indian food market experiencing highest percentage growth of any segment, and is expected to reach ~\$4.0bn in 2018 • Popular amongst millennial consumers who are more eager to try new foods and diversify eating habits • Tasty Bite is well-positioned to benefit from these trends with its established Indian entrées and its growing Asian noodles and RTE rice categories • Authentic, delicious and aromatic offerings

Industry segment growth rates for 2013 to 2018, as projected by: (1) United States Organic Food Market Forecast & Opportunities, 2018 (2014); (2) Euromonitor (2014); and (3) Mintel (2014).
 Source: United States Organic Food Market Forecast & Opportunities, 2018 (2014); Natural Foods Merchandiser, Progressive Grocer (2013); Euromonitor (2014); a Mintel Ethnic Foods report; Datamonitor (2014).



A Quick Snapshot

- # 1 AND fastest growing Indian food brand in US and Australia
- Fastest growing Asian brand in US (AND largest in natural channel)
- Fastest growing Ready-to-Serve Rice in US (AND largest in natural channel)
- Leading vegetarian food service supplier in India

Leadership

Promise

- Real Food!
- Bold Flavor!
- Real Convenience!

Quality

Values

- Farm Fresh Veggies
- Vertically-integrated, WORLD-CLASS factory in India (e.g. ISO22000, BRC, FDA, ISO14000, etc.)

- 80% of energy from renewable sources
- In-house ORGANIC demonstration farm
- Water re-cycling and ground water re-charging systems



Mission Statement

Purpose

To be a *socially responsible* company
that will *delight* consumers

Advantage

by offering
Great Taste, Good Value, and Real Convenience

Scope

achieved through
Manufacturing & Marketing *Natural, Convenient
& Specialty Foods*

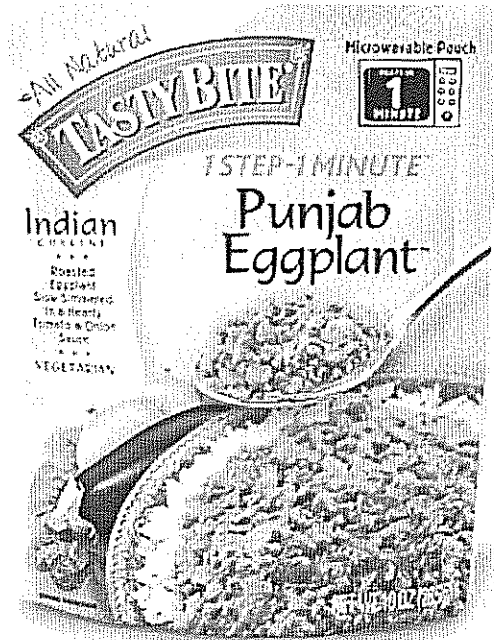
Environment

in a
Knowledge-driven, Energetic and Fun
work environment



Product Line

Indian Meals



- | | |
|----------------------|---------------------|
| 1. Bombay Potatoes | 9. Jodhpur Lentils |
| 2. Bengali Spinach | 10. Bengal Lentils |
| 3. Madras Lentils | 11. Spinach Dal |
| 4. Punjab Eggplant | 12. Peas Paneer |
| 5. Jaipur Vegetables | 13. Paneer Makhani |
| 6. Channa Masala | 14. Spinach Channa |
| 7. Vegetable Korma | 15. Mushroom Masala |
| 8. Aloo Palak | 16. Beans Palak |

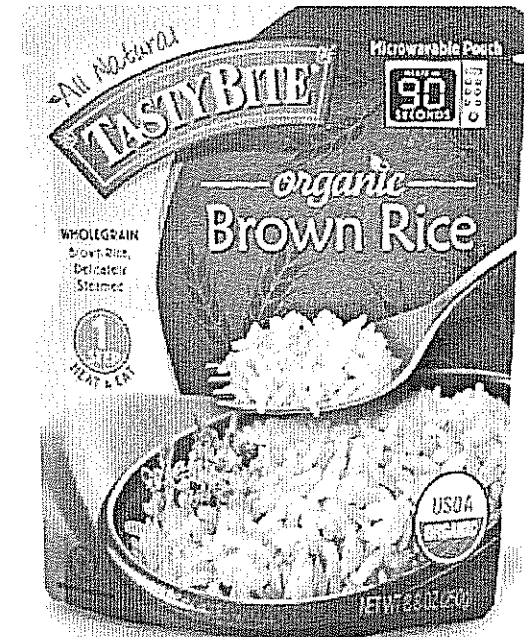


Thai Meals



1. Penang Ginger Curry
2. Bangkok Vegetables
3. Cashew Curry
4. Thai Vegetable Peanut
5. Kung Pao
6. Teriyaki

Organic Rice & Grains



- | | |
|--------------------------|-------------------|
| 1. Thai Fried Rice | 7. Jasmine Rice |
| 2. Stir Fried Brown Rice | 8. Brown Rice |
| 3. Basil Chili Rice | 9. Thai Lime Rice |
| 4. Asian Vegetable Rice | 10. Tandoori Rice |
| 5. Long Grain Rice | 11. Garlic Brown |
| 6. Basmati Rice | 12. Ginger Lentil |

Brand Essence

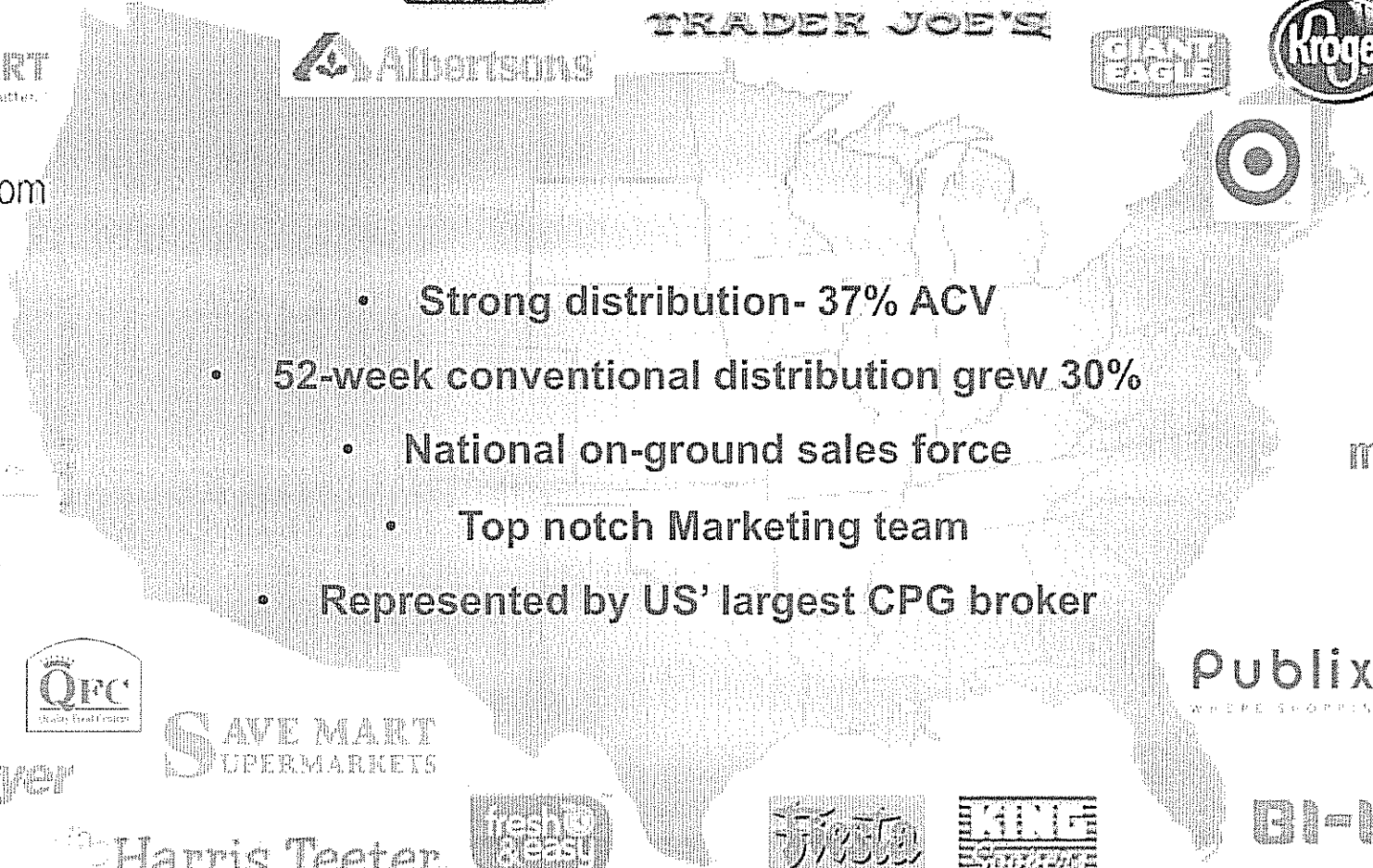


A CELEBRATION OF

REAL BOLD. REAL FOOD.



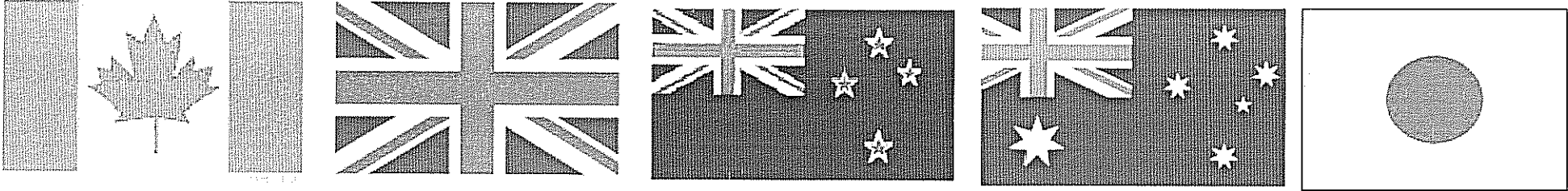
We Keep Good Company in the U.S.....



Logos visible on the map include: NEW SEASONS MARKET, Costco WHOLESALE, WHOLE FOODS MARKET, Stop & Shop, Wegmans, Big Y, WAL-MART, Amazon.com, Albertsons, TRADER JOE'S, Giant Eagle, Kroger, Hy-Vee, Target, Farm Fresh, ACME, meijer, SPROUTS FARMERS MARKET, Publix, Ukrop's, BI-LO, Harris Teeter, Shaw's, Earth Fare, Safeway, H-E-B, Fred Meyer, QFC, Save Mart Supermarkets, and others.

- Strong distribution- 37% ACV
- 52-week conventional distribution grew 30%
- National on-ground sales force
- Top notch Marketing team
- Represented by US' largest CPG broker

Other Key Markets



CANADA

UK

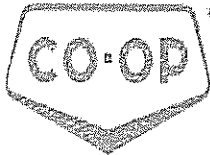
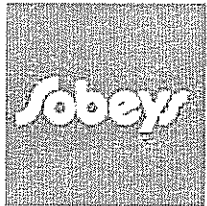
NEW ZEALAND

AUSTRALIA

JAPAN



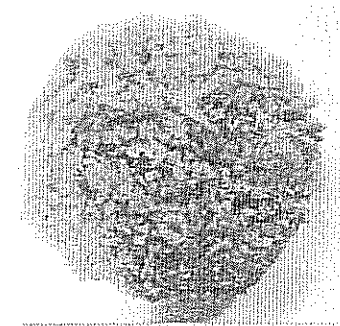
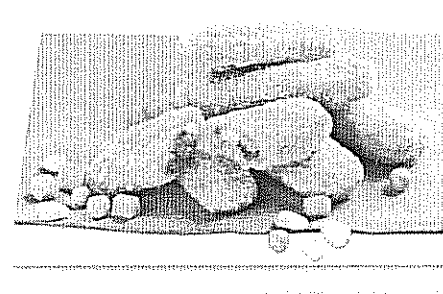
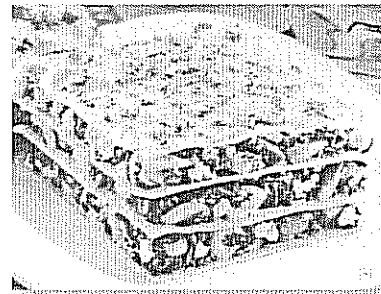
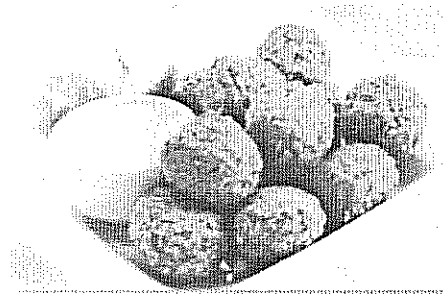
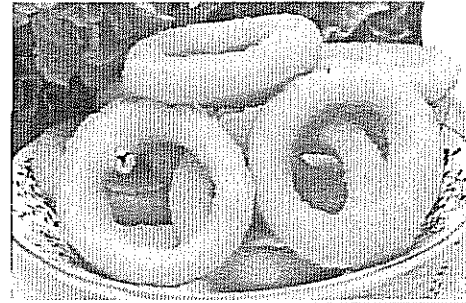
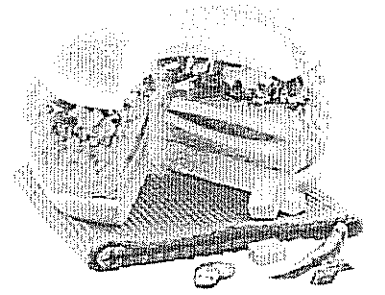
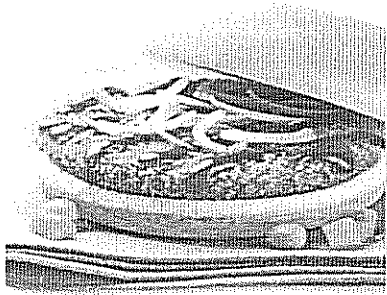
(Currently Private Label)



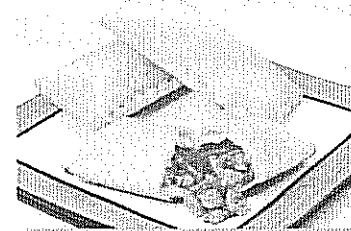
PSC natural foods
— we deliver the goodness —



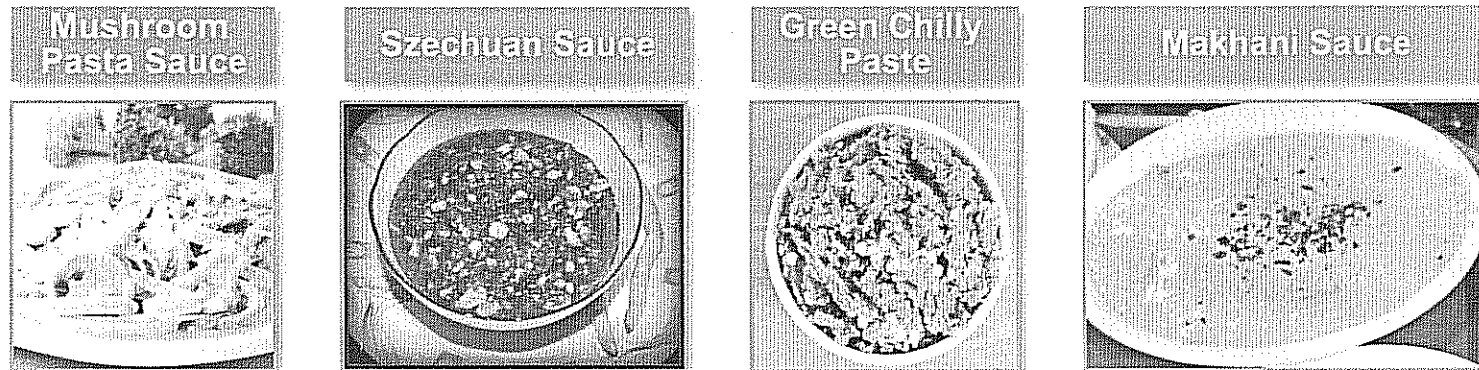
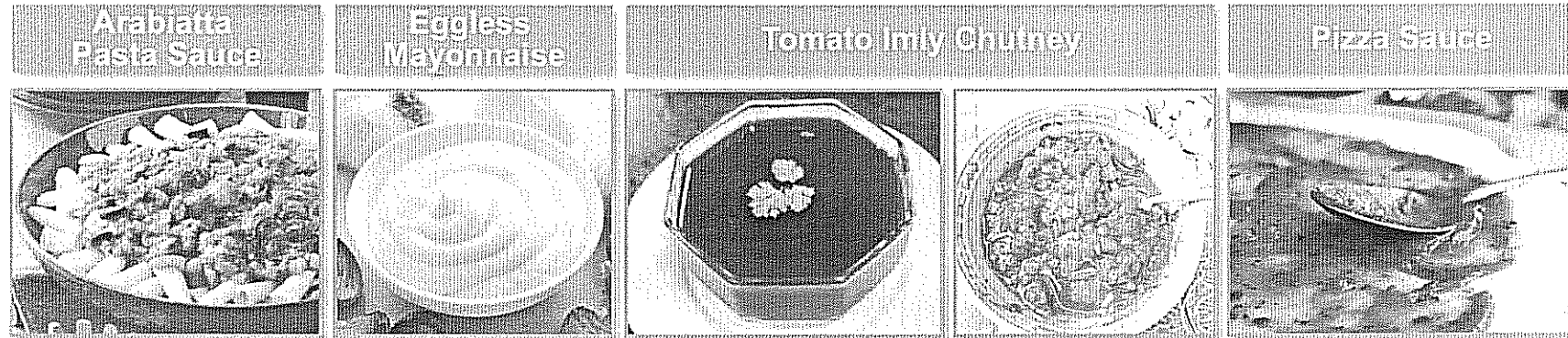
Food Service Product Portfolio: Frozen



A versatile automated formed, fried and **frozen products line** that can do pies, breaded, tempura & customized frozen products



Food Service Product Portfolio: Sauces



We Keep Great Company

International
Chain Accounts

Local Chain Accounts

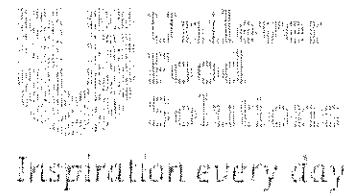
HORECA

Industry/
Ingredient Supplier



JUMBOKING

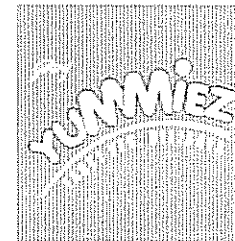
India's Largest Baking Food Park



It's all good™



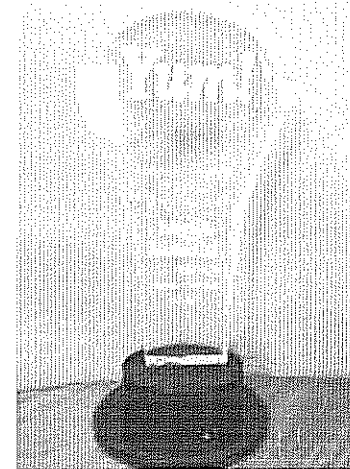
FAASO'S
WRAPS ON THE RUN



Kaati@ne



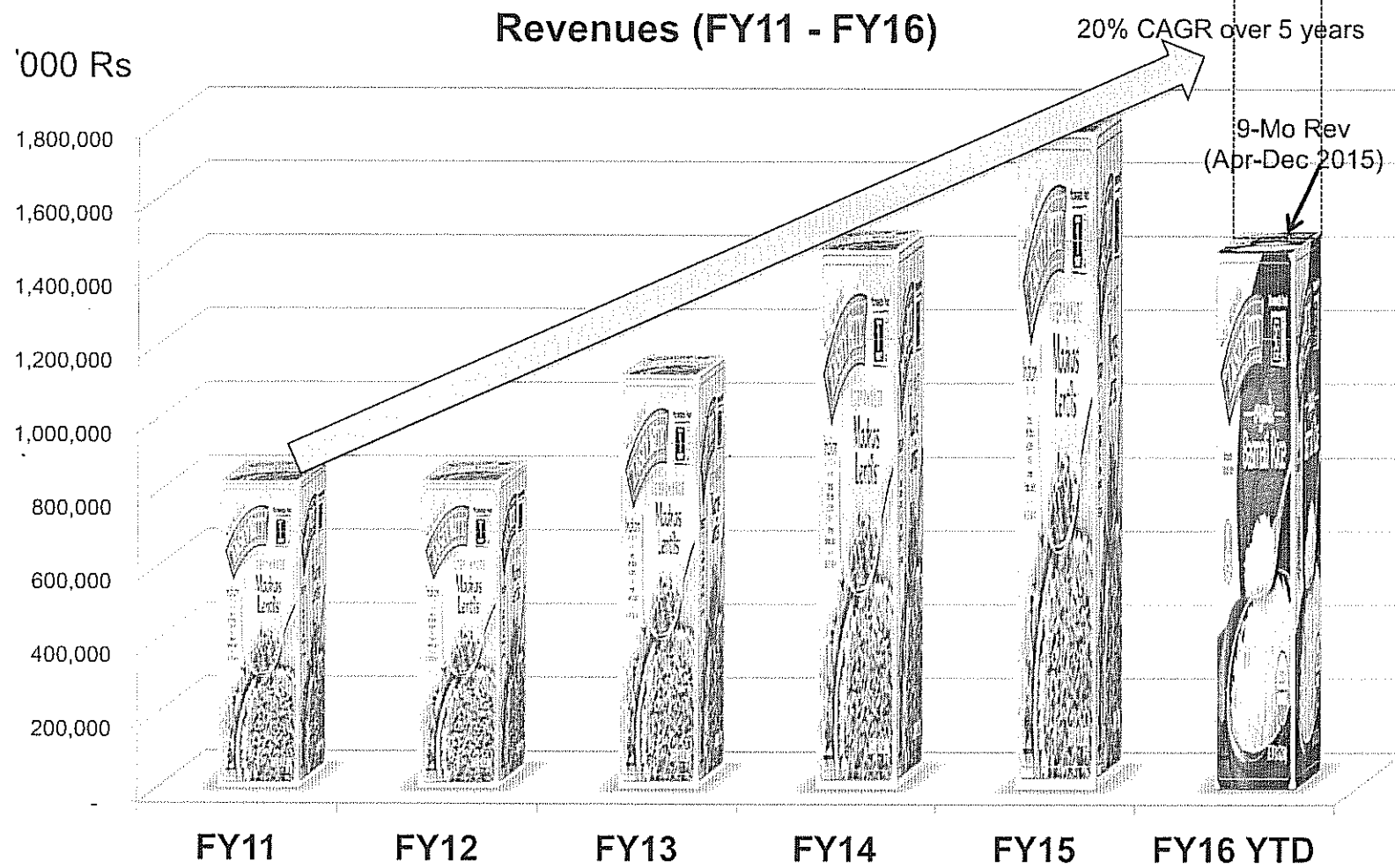
Award Winning Partner of Choice for Leading Players in Food Service Industry



- Customize and innovate localized menu for India market
- Versatility in product offerings: Frozen, Sauces and Prepared meals under one-roof
- Focus on continuous product improvement and driving down costs through strategic supply chain linkages
- Innovation in ingredients and process to improve quality and competitiveness

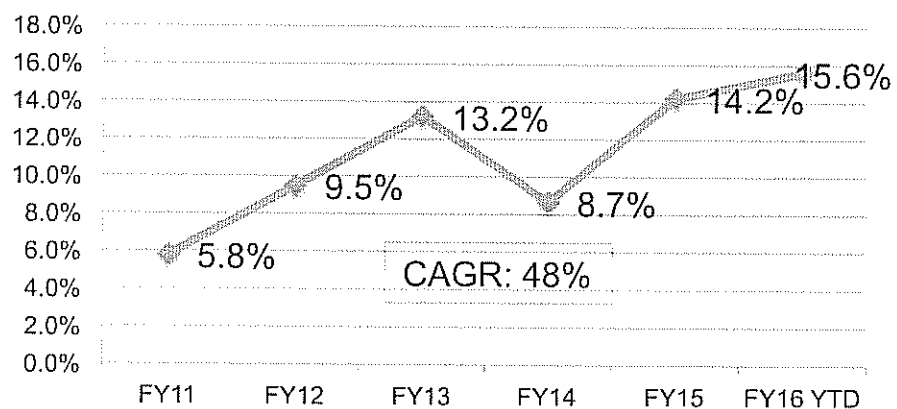


Revenue Growth (FY11 to FY16)

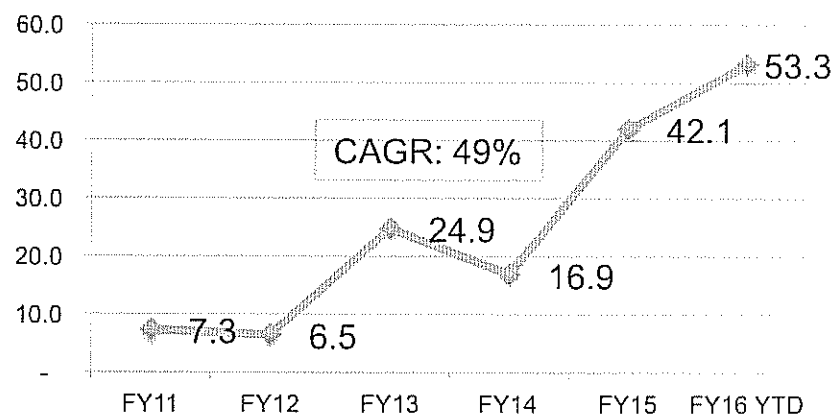


Financial Performance

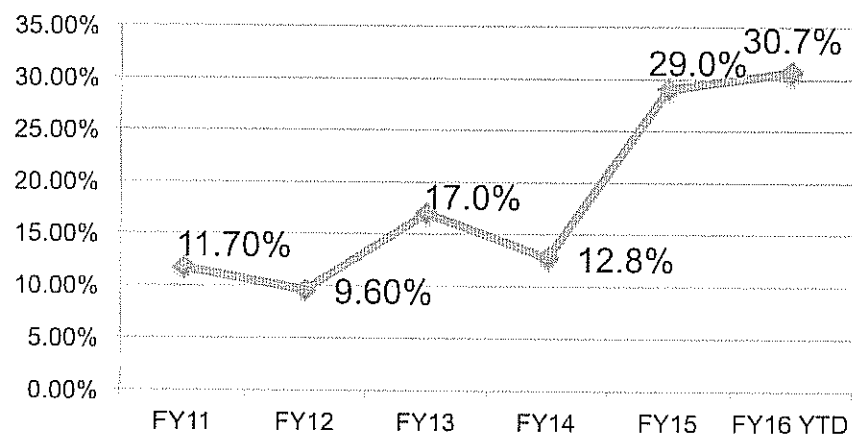
EBITDA (%)



Earnings Per Share (Rs)



Return on Capital (%)



Stock Price Appreciation (Rs)

