



## HINDUSTAN FOODS LIMITED

A Vanity Case Group Company

A Government Recognised Star Export House

**Registered Office:** Office No. 3, Level 2, Centrium, Phoenix Market City,  
15, Lal Bahadur Shastri Road, Kurla (West), Mumbai, Maharashtra, India, 400 070.

**Email:** [business@thevanitycase.com](mailto:business@thevanitycase.com), **Website:** [www.hindustanfoodslimited.com](http://www.hindustanfoodslimited.com)

**Tel. No.:** +91 22 6980 1700/01, **CIN:** L15139MH1984PLC316003

Date: October 23, 2023

To, The General Manager Department of Corporate Services BSE Limited Floor 25, P. J. Towers, Dalal Street, Mumbai- 400 001 Tel: (022) 2272 1233 / 34 Company Scrip Code: 519126	To, The Manager, National Stock Exchange of India Limited, Listing Department, Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East), Mumbai 400 070 Company Symbol: HNDFDS
--	--

Dear Sir/Madam,

### **Subject: Press Release**

Please find attached the press release titled "**Hindustan Foods Limited announces plans to enter into contract manufacturing of Sports Shoes**".

The disclosure is made in compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

This is for your information and record.

Thanking you.

Yours faithfully,  
For **Hindustan Foods Limited**

**Bankim Purohit**  
**Company Secretary**  
**ACS: 21865**

Encl. As above





## *Press Release*

### **Hindustan Foods Limited announces plans to enter into contract manufacturing of Sports Shoes.**

[Mumbai, India - October 23, 2023] – Hindustan Foods Limited, a leading contract manufacturer in the FMCG and consumer goods sector announces plans to invest up to Rs. 100 crores to set up, acquire and invest in the area of sports shoes manufacturing. This strategic move marks a significant bet on the thriving sports shoes space in India.

The Indian sports shoes market has witnessed remarkable growth in recent years, driven by increasing consumer awareness about fitness and sports, along with a surge in demand for comfortable and fashionable sports footwear. The sector has gained momentum as more Indians embrace an active and health-conscious lifestyle.

This financial commitment underscores the company's dedication to becoming a significant player in the sports shoes manufacturing sector and contributing to the "Make in India" initiative.

As a first step, the company has entered into an SPA to acquire 100% of the shareholding of KNS Shoetech Private Limited from its existing shareholder. The company has a factory located in Kundli, Haryana and is currently manufacturing the entire portfolio of sports shoes and sneakers.

Hindustan Foods Limited's Managing Director, Sameer Kothari, commented on the acquisition, saying, "We have been closely monitoring the steps taken by the Indian Government to encourage sports shoes manufacturing in India. We are convinced that the policies along with the growing customer demand will enable a robust manufacturing eco-system and are trying to leverage our expertise and experience in contract manufacturing in being able to offer manufacturing solutions to Indian and global sports shoe brands.

The acquisition of KNS Shoetech allows to start our journey in this industry and we are looking forward to strengthening our position in the future by additional capex and expansion."

Hindustan Foods Limited remains committed to exploring and capitalizing on new growth opportunities. The company continues to evaluate additional strategic acquisitions and investments in related industries to reinforce its position as a prominent player in the Indian FMCG and consumer goods sector. With a forward-thinking approach, Hindustan Foods is well-positioned to continue providing high-quality products to FMCG players across the country.

#### **About Hindustan Foods Limited**

HFL was founded in 1984. The Company offers dedicated and shared manufacturing services to FMCG corporates who are looking to minimize cost while maximizing product quality in the post-GST environment. In 2013, Vanity Case India Private Limited ("**Vanity Case Group**") bought a controlling stake in HFL and since then the Company has diversified across various FMCG categories with manufacturing competencies in food & beverages, home care, fabric care, beauty & personal care, health care & wellness, leather & sports footwear, and household insecticides, amongst others. The Vanity Case Group was founded in the year 2001 and is a large and diversified FMCG contract manufacturers in India. Over the years, HFL has transformed into a scalable, profitable, and a diversified contract manufacturer catering to various marquee customers.





### **Safe Harbor Statement**

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results, accordingly, investor's discretion is advised with respect hereto. Certain statements in this release contain words or phrases that are forward looking statements. All forward-looking statements are subject to risks, uncertainties and assumptions that could cause actual results to differ materially from those contemplated by the relevant forward-looking statement. Actual results may differ materially from those anticipated in the forward-looking statements. HFL assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

This press release is for information purposes only and does not constitute an offer, solicitation or advertisement with respect to the purchase or sale of any security of the Company and no part of it shall form the basis of or be relied upon in connection with any contract or commitment whatsoever. This press release is not a complete description of the Company. Any opinion, estimate or projection herein constitutes a judgment as of the date of this press release, and there can be no assurance that future results or events will be consistent with any such opinion, estimate or projection. All information contained in this press release has been prepared solely by the Company. No information contained herein has been independently verified by anyone else. No representation or warranty (express or implied) of any nature is made nor is any responsibility or liability of any kind accepted with respect to the truthfulness, completeness or accuracy of any information, projection, representation or warranty (expressed or implied) or omissions in this press release. Neither the Company nor anyone else accepts any liability whatsoever for any loss, howsoever, arising from any use or reliance on this presentation or its contents or otherwise arising in connection therewith. The distribution of this document in certain jurisdictions may be restricted by law and persons into whose possession this press release comes should inform themselves about, and observe, any such restrictions.

### **Contact Details**

<b>Company:</b>	<b>Investor Relations Advisors:</b>
<b>Hindustan Foods Limited</b>	<b>Strategic Growth Advisors Pvt. Ltd.</b>
CIN: L15139MH1984PLC316003	CIN: U74140MH2010PTC204285
Mr. Vimal Solanki	Mr. Rahul Agarwal / Ms. Brinkle Shah Jariwala
<a href="mailto:vimal.solanki@thevanitycase.com">vimal.solanki@thevanitycase.com</a>	<a href="mailto:rahul.agarwal@sgapl.net">rahul.agarwal@sgapl.net</a>
	+91 9821438864
<a href="http://www.hindustanfoodslimited.com">www.hindustanfoodslimited.com</a>	<a href="http://www.sgapl.net">www.sgapl.net</a>

