

Deal Announcement

Haldiram Group (Delhi & Nagpur) acquires Gujarat based Atop Foods.

This marks Haldiram's further strengthening its position in Snacks market of Gujarat



Haldiram Foods International Pvt. Ltd. Haldiram Snacks Pvt. Ltd.

Acquired Majority Stake in



Atop Food Products Pvt Ltd

SOLE SYNDICATE & ADVISOR

Haldiram Nagpur group led by Shri Shiivkishanji Agarwal with **Haldiram Delhi group** led by Shri Manoharlalji Agarwal have jointly acquired majority stake of Gujarat based Snacks manufacturer ATOP Foods products Private Limited.

Established in 2006, ATOP is Promoted by Mr. Manubhai Patel, Mr. Dilip kumar Patel & Mr. Jitendra kumar Patel. ATOP is a one of the fastest growing strong Gujarat based Snacks Brand providing Ethnic Snacks, Western Snacks and Sweets.

ATOP is engaged into Manufacturing and Selling of branded Packaged Snacks under Brand name "ATOP", manufactures more than 50 products including Chips, Extruders, Fryums and Namkeens like Bhujia, Chevda, Fafda, Gathiya, etc., with presence in over 10 states with network of over 300 dealer & distributors.

ATOP having latest state of art manufacturing facility spread across area of 6 acre with 106 MT per day capacity, is one of the oldest co-packers for PepsiCo in India, which is a testament to the quality of product, level of hygiene and updation of technology is maintained.



Indian Packaged Snacks Industry has seen strong PE / Strategic deals in past few years wherein **Bikaji Foods** based at Bikaner have raised capital twice from Light House Fund & IIFL Opportunity Fund, Northeast India Based **Kishlay Foods** raised funds from Norwest Venture Partners & Intensive Softshare, Listed Company **Prataap Snacks** acquired majority stake in Gujarat Based **Avadh Snacks**, Indore Based **Aakash Namkeen** majority stake acquired by **Haldiram Group**, Delhi based **Babaji Namkeen** and **Pragati snacks (JO's brand)** acquired by **Haldiram's Delhi**.

Interestingly, all the above deal has been done by Intensive Fiscal Services Pvt Ltd a Mumbai based boutique Investment Bank.

About Intensive

Intensive Fiscal Services Private Ltd is Mumbai based **Category 1 Merchant banker and a boutique Investment Banking Company** having successfully concluded Strategic, M&A's, PE, IPO, Debt Syndication, Takeover & Open Offer, etc. **deals over 1 Billion Dollar** by 125 Transaction advising over 300 clients spread across over 60 cities in India. Company is also into corporate advisory business of Corporate Structuring including Amalgamation, Merger, Takeover, Spin-off, Demerger, Joint Venture, etc. Intensive has been awarded as among **top 10 Most Promising M&A Consultants** by Consultant Review Magazine.

Our Recent Consumer Deal Highlights

 <p>BAAZAR STYLE RETAIL PVT LTD.</p> <p>STYLE BAAZAR</p> <p>Haldiram's</p> <p>EQUITY INR 510MN SOLE ADVISOR & SYNDICATOR</p>	 <p>PRATAAP SNACKS ACQUIRES AVADH NAMKEEN</p> <p>Diamond</p> <p>AVADH</p> <p>EQUITY INR -1500MN SOLE ADVISOR</p>	 <p>KISHLAY FOODS PRIVATE LTD</p> <p>Kishlay</p> <p>Intensive NORWEST</p> <p>EQUITY INR 1000MN SOLE ADVISOR & SYNDICATOR</p>	 <p>BIKAJI FOODS INTERNATIONAL LTD.</p> <p>BIKAJI</p> <p>IIFL</p> <p>EQUITY INR 2510MN SOLE ADVISOR & SYNDICATOR</p>	 <p>BAAZAR STYLE RETAIL PVT LTD.</p> <p>STYLE BAAZAR</p> <p>Intensive RARE</p> <p>EQUITY INR 300MN SOLE ADVISOR & SYNDICATOR</p>	 <p>HALDIRAM NAGPUR/ DELHI ACQUIRED AAKASH NAMKEEN</p> <p>Aakash</p> <p>Haldiram's</p> <p>STRATEGIC ACQUISITION SOLE ADVISOR</p>	 <p>MILK FOOD AIDS PVT. LTD. ACQUIRED LOTUS DAIRY PRODUCTS PVT. LTD.</p> <p>Lotus</p> <p>STRATEGIC ACQUISITION SOLE ADVISOR</p>	 <p>BIKAJI FOODS INTERNATIONAL LTD.</p> <p>BIKAJI</p> <p>LIGHTHOUSE</p> <p>EQUITY INR 900 MN SOLE ADVISOR & SYNDICATOR</p>
---	--	--	--	--	---	--	--



Investment Banking & Corporate Advisory

www.intensivefiscal.com