



Branded Foods Sales Up 18%; Brand Investments up 31%

Agro Tech Foods Ltd (**ATFL**) an affiliate of ConAgra Foods, a leading FMCG company today announced the financial results for the quarter ended 30th September 2007. ATFL is one of the largest players in the Indian FMCG Foods business. ConAgra Foods holds a 48% stake in Agro Tech Foods Limited.

The company has reported an 18% growth in turnover of the Branded Foods business reflecting the continued focus of the company on value added differentiated products in the edible oils and foods portfolio as it continues to derisk the business by reducing dependence on Commodities Trading operations.

Explaining the operating results, Sachin Gopal, Chief Operating Officer said..."the strong results in the quarter are driven by a significant increase in operating margin during the Quarter which has increased from 10.1% last year to 13.2% this year. This has come through strong focus on execution behind our key growth drivers of Sundrop Heart and Act II brands and enabled us to increase our brand investments by 31% on a year-on-year basis. The results reflect game changing work by our leadership teams which have resulted in strong gains in employee engagement, significant distribution gains driven the field sales organization, 360 degree marketing programs behind our key growth drivers and innovations in the area of manufacturing and quality leading to cost improvement."

Commenting on the performance, Utpal SenGupta, President and CEO of ATFL said..."the results reflect the strategic focus of the company on value added differentiated products as we derisk our portfolio. We will continue to maintain the focus on operating margins and increased investments behind our people and our brands.