



LOTTE INDIA



Lotte Confectionery, Korea, acquires Parrys Confectionery



A new facility plant was established in Chennai for Lotte Choco Pie



New facility of a solar power plant (125 KW) in Haryana/Rohtak



Launch of Lotte Choco Pie



Lotte Choco Pie crosses ₹100 Crs. mark

2004
2017

2006

2018

2010

2019

2013

2022

2015

2024



Lotte Choco Pie crosses ₹200 crore Mark



Launch of Fruto Pie and Orange Pie



Lotte Confectionery (South Korea) acquires Havmor Ice Creams



Coffy Bite relaunched



Announced merger of Lotte India and Havmor Ice Cream-into "One India" Entity

PRODUCT PORTFOLIO



PRODUCT DIVERSIFICATION

Choco Burst

Orange Pie



EXPANSION OF PRODUCTION CAPABILITIES



HOW LOTTE TRIES TO EXPAND IN INDIA

- By offering complete vegetarian product
- Launching campaigns related to cricket and festivals

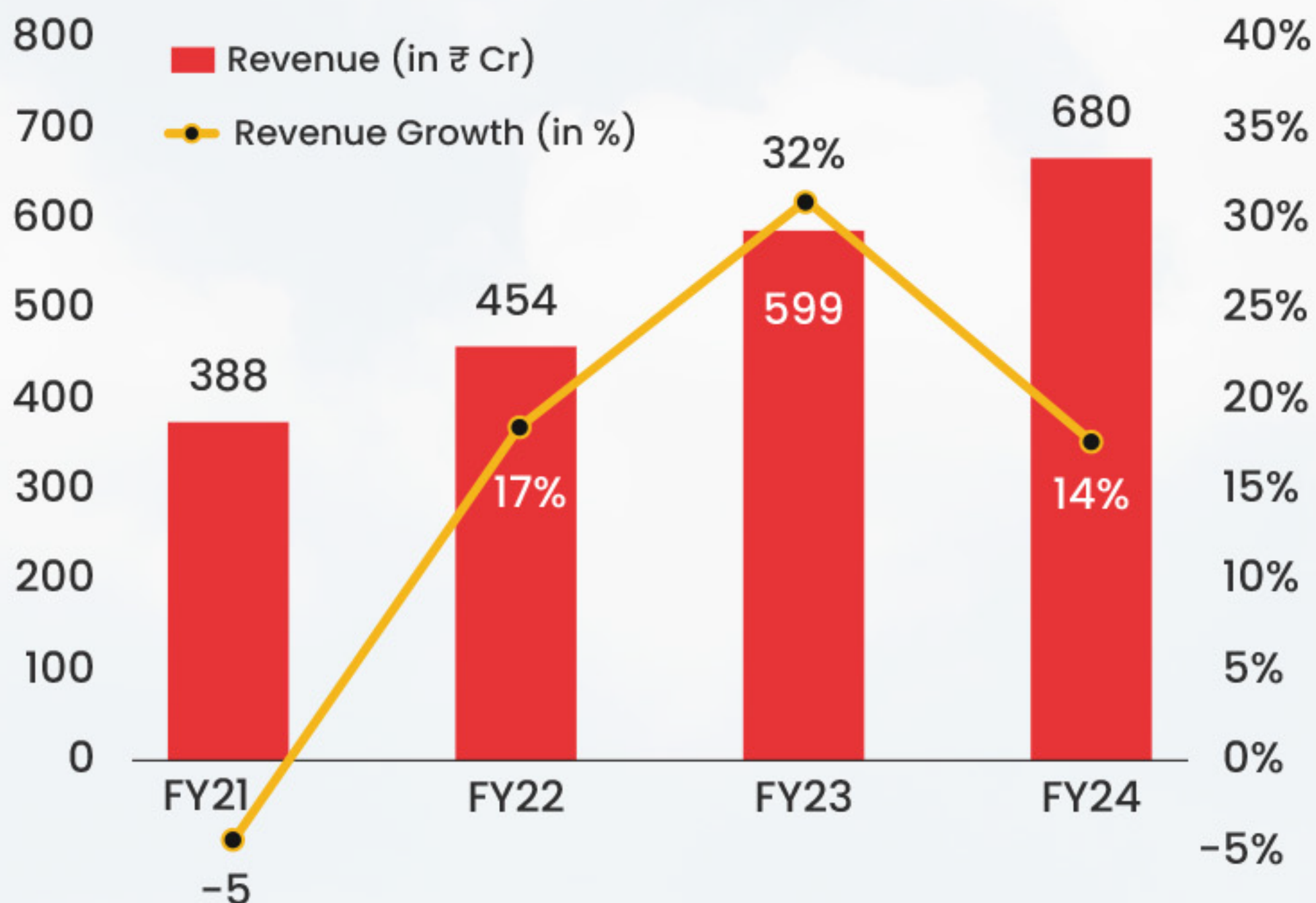


LOTTE'S LATEST OOH CAMPAIGN

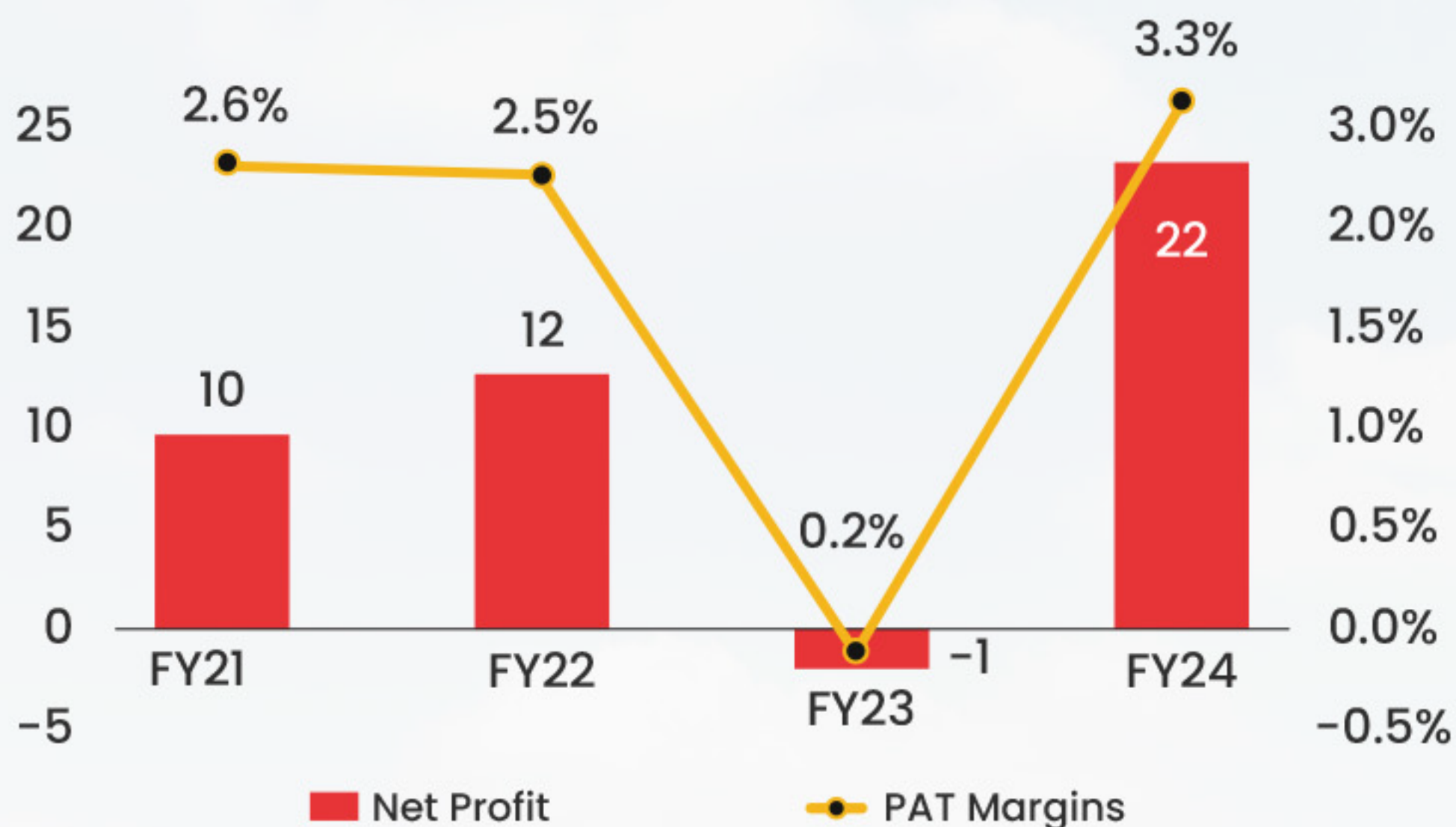
The brand established its campaign message, **Love & Lotte** with witty copy on billboards across Delhi and Chennai.



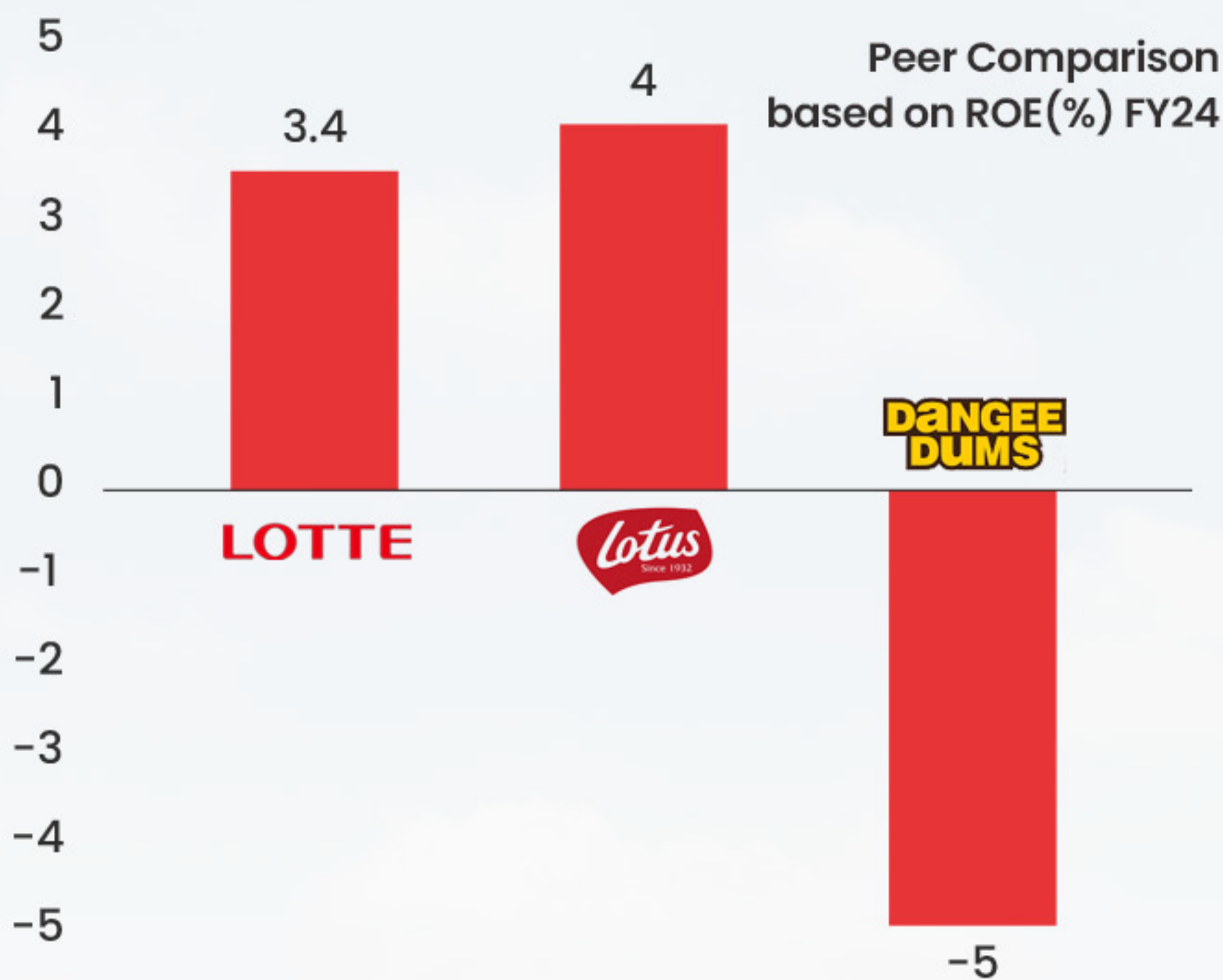
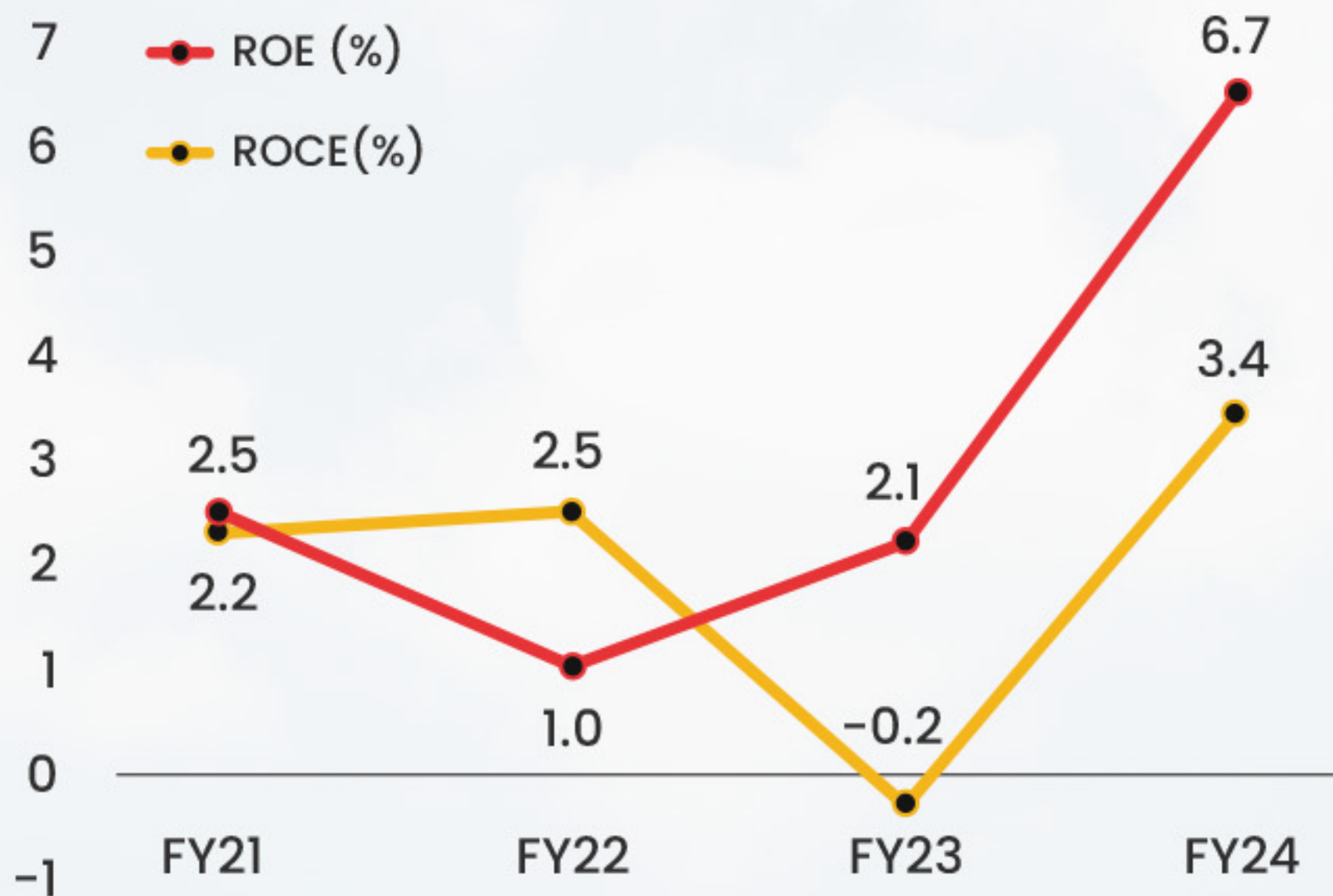
FINANCIAL PERFORMANCE



Net Profit (in ₹ Cr)

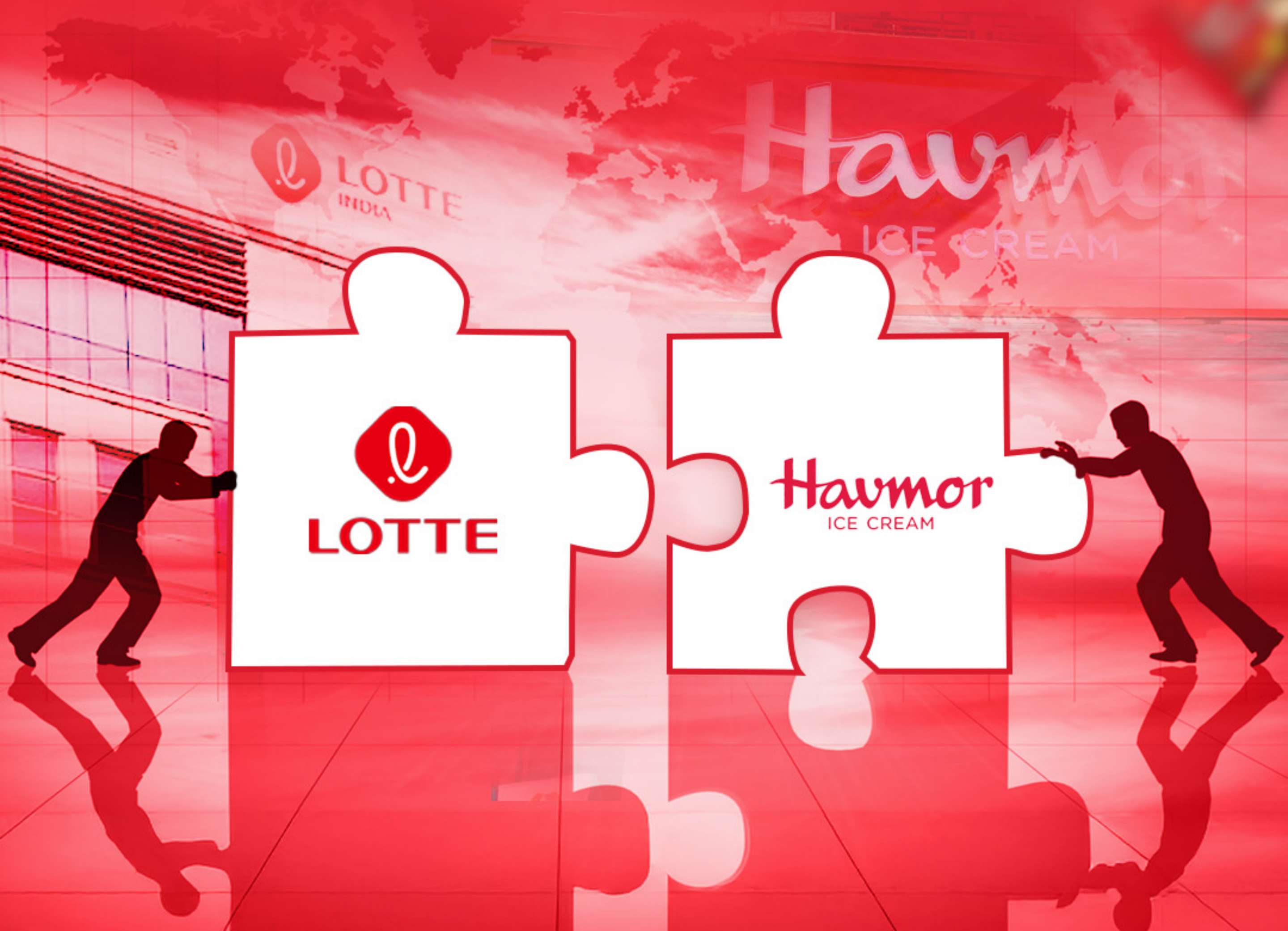


KEY METRICS



MERGER WITH HAVMOR

Announced a merger with Havmor and the integrated entity
One India – will aim to achieve annual sales of Rs 6,000 Crs. over 6 years



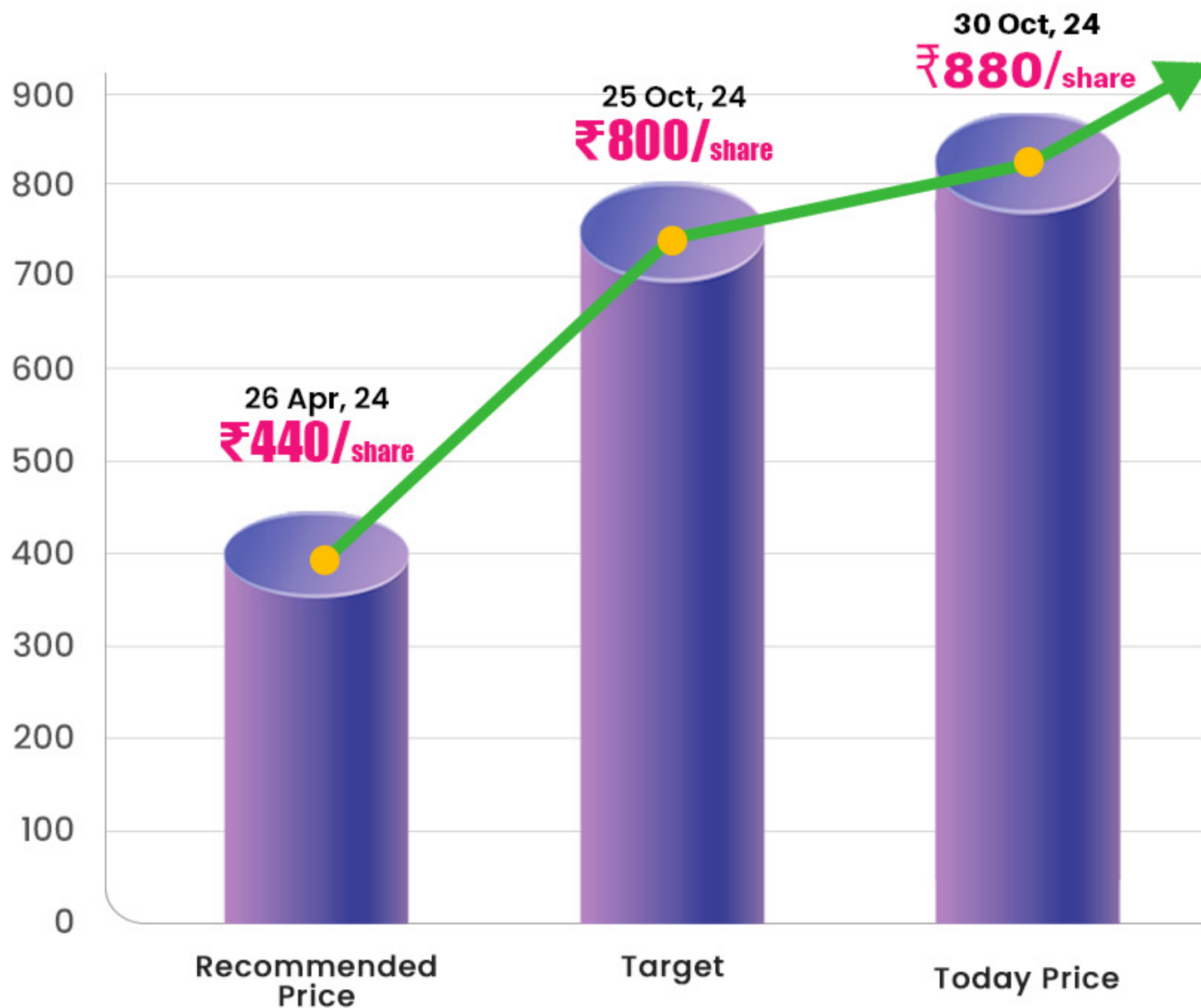
COMPETITIVE LANDSCAPE



PRICE DISCOVERY



Lotte Price Timeline



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