

FINANCIAL REVIVAL



COASTAL CORPORATION

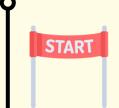
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Company Overview

Coastal Corporation Ltd., established in 1981, is a seafood export company based in Andhra Pradesh, India. It primarily specializes in processing and exporting shrimp (especially Vannamei variety) to global markets including the USA, Europe, and Japan. With processing plants and cold storage facilities near aquaculture hubs, the company caters largely to the frozen seafood segment and is listed on Indian stock exchanges (BSE & NSE).

Despite having a decent industry presence, Coastal Corporation has struggled in recent years due to sectoral and internal challenges.



1981: Company incorporated



etestablished modern processing facilities in sothern India



2008: international market penetration



2020–2022: COVID-19 disrupted global supply chains



2025 (Current): Company is in a downturn with poor stock performance, reduced exports, and ongoing debt pressures.

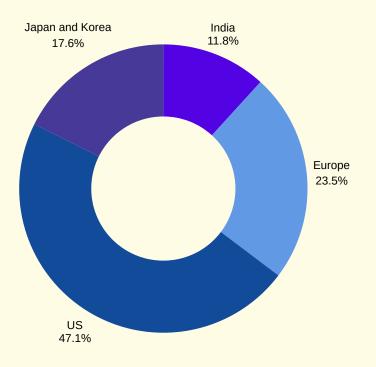
Problem

coastal Corporation Ltd. is struggling due to falling exports, rising US regulations, and low visibility in emerging markets like India and the Middle East. Overdependence on Western markets, underutilized assets, and operational inefficiencies have hurt profitability plus the non repayment of the debts turned out to be an increasingly difficult task.

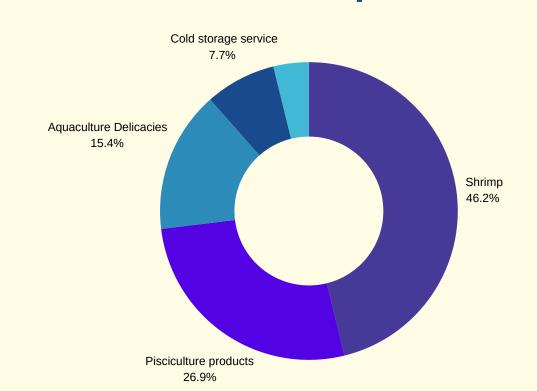
Solution

We used the Six Sigma DMAIC framework to diagnose operational and market inefficiencies. It helped identify critical issues like oversupply, wastage, and weak domestic presence. Through data-driven solutions—such as market diversification, B2B partnerships, and tech integration—we designed measurable, sustainable actions to improve Coastal's performance and resilience.

Current revenue breakdown region wise



Revenue breakdown product wise



Problem's Deep Dive

Problems and a brief description

Decline in US Shrimp Demand:

- Oversupply in the US has caused shrimp prices to fall.
- Ecuador and other exporters have flooded the US market with cheaper shrimp.
- Coastal's heavy dependence on US exports has hit revenue and margins.

Regulatory Challenges in Export Markets:

- Faced rejections from the USFDA due to non-compliance in packaging and labeling.
- Stricter food safety norms in Europe and the US increased operational costs.
- Delays in shipments due to regulatory inspections affect client trust.

High Debt & Financial Stress

- Increased borrowing to fund capacity expansion and operations.
- Rising interest costs due to limited cash flows and high fixed expenses
- Poor debt-to-equity ratio reducing investor and lender confidence.

High Logistics & Freight Costs

- Long shipping routes to the US/Europe increase transportation costs.
- Cold chain logistics are expensive and crucial for seafood export.
- Global freight rate volatility post-COVID has further stressed margins.

Minor Issues

Lack of Tech Integration

- Absence of AI/ML tools for demand prediction and inventory optimization.
- Manual demand forecasting increases risk of mismatch and wastage.
- Missed opportunities for digitization and efficiency improvements.

Weak Domestic Market Presence

- Focus has been mostly on export markets, neglecting local opportunities.
- Brands like Licious and domestic
 B2B food chains remain untapped.
- Low brand visibility in India limits revenue diversification.

International Competition

- Competing exporters from Ecuador, Vietnam, and Thailand offer cheaper shrim
- Indian exporters face higher costs due to compliance and logistics.
 - Market share erosion in key markets over recent years.

COMPETITOR ANALYSIS

Specializes in shrimp feed and farming, with a niche presence in frozen shrimp exports and a focus on sustainable aquaculture practices.

 A publicly listed company focused on processed shrimp exports, with modern facilities and growing international market share.

Apex Sea foods, 8.1%

A top-tier exporter with robust infrastructure, HACCP-certified plants, and a strong presence in both raw and value-added shrimp products.



Coastal Corporation

20.9%

One of India's largest shrimp exporters, known for high-quality processing, integrated supply chains, and long-term partnerships in the US.

Devi Shri foods 31.4%

Avanti Foods

25.6%

A market leader in shrimp feed production and aquaculture with strong backward integration and consistent export performance.

Solution One: Market Shifting



Define

Coastal Corporation is facing declining demand in the US and Europe due to oversupply, shifting consumer behavior (veganism, sustainability concerns), and tighter regulations.

- Minimize exposure to lowmargin Western markets.
- Reallocate resources toward emerging high-growth markets: Middle East, India, Southeast Asia.
- Stabilize revenue and increase profitability via geographic diversification.

Analyse

- Export Overreliance: Heavy dependence on exports to limited geographies (mainly the US) makes revenue vulnerable to global market shocks and price drops.
- Missed Opportunity: Domestic
 B2B Sales India's growing ready-tocook and dine-out market remains
 untapped. Collaborating with brands
 like Licious, Barbecue companies, or
 hotels can fill this gap.
- Buyer Demand Trends: Domestic foodtech and restaurant chains increasingly prefer consistent, traceable food sources.

Improve

- Stop future CAPEX for US/EU market infra.
- Reallocate working capital toward Indian processing and ME distributors.
- Run pilots in cities like Dubai, Riyadh, Mumbai, Hyderabad.
- Build Middle East distribution hubs (e.g., Dubai Free Zone).
- Enter retail + HoReCa segment in India (restaurant chains, e-grocers like Licious, Blinkit).
- Reduce US sales dependency from 70% to <30% over 2 years.

Measure

Based on the numbers to be defined we can measure then effect of the issues. Metrics such as falling rates of purchase in the current markets and the growing demand in middle eastern and Indian markets

- Value Stream Mapping (VSM) to measure flow efficiencies.
- Revenue Heatmap per region.
- Pareto Analysis on regional profitability.



Six Sigma Framework

Control

- SOPs for regulatory processes in ME/India.
- Control Charts for key logistics KPIs.
- Quarterly Strategic
 Reviews with cross functional teams.
- Usage of live dashboards to track the markets
- Creation of Real time
 SKU management
 systems in order to
 increase the

Implementation Roadmap

Short Term Measures

Identify Strategic Buyers & Distributors Shortlist retail chains, HoReCa players, and B2B clients (e.g., Licious, restaurants, importers).

- Certifications & Labeling Complianc: Initiate Halal, FSSAI, and Gulf Standard certifications where needed.
- Reallocate Excess US/Europe Inventory: Channel unsold stock towards pilot
 sales in alternative regions



- **Brand Localization:** Adapt marketing, labeling, and packaging to match regional preferences.
- Channel Partnerships: Finalize distributor contracts or direct deals with platforms like Licious, BigBasket, Lulu Hypermarket.
- Optimize Logistics & Cold Chain: Switch to cost-effective shipping hubs closer to India-GCC-SEA routes.



Long Term Measures

Rebalance Market Portfolio: Strategically reduce dependency on US/EU to <30%, increase Asia/Middle East to >60%.

- In-region Presence: Set up sales offices or strategic alliances in UAE, Singapore, or Mumbai.
- Product Innovation for Local Palate: Introduce marinated, readyto-cook variants tailored to Indian and Middle Eastern tastes.

Metrics effected from this Solutions

Metric	US/Europe	Middle East/India/SE Asia	Improvement	
Margins	5–8%	12–18%	+7–10%	
Freight Time	25–40 days	4–10 days	Faster	
Regulatory Risk	High	Medium-Low	Easier	
Growth Potential	Stagnant	Rapid	Growing	
CAC (Customer Acquisition Cost)	High	Lower	Better ROI	

Solution Two: Penetrate the Indian Market



Coastal Corporation is overly dependent on export markets (especially the US and EU), facing shrinking demand and thin margins. Domestically, the company lacks visibility, brand partnerships, and market penetration.

- Build stable B2B revenue streams by collaborating with Indian food chains, online meat retailers (Licious, FreshToHome), and QSRs (Barbeque Nation.).
- Increase volume and predictability of sales.
- Improve asset utilization by fulfilling shorter supply chains.

Analyse

Root Cause: Export Overreliance: Heavy dependence on exports to limited geographies (mainly the US) makes revenue vulnerable to global market shocks and price drops.

Missed Opportunity: Domestic B2B Sales: India's growing ready-to-cook and dine-out market remains untapped. Collaborating with brands like Licious, buffet restaurants, or hotels can fill this gap.

Buyer Demand Trends: Domestic foodtech and restaurant chains increasingly prefer consistent, traceable, and locally sourced seafood—creating a strong fit for Coastal if supply quality is ensured.

Measure

Debt-to-equity ratio is

unfavorable, indicating financial

risk.

Interest coverage ratio is low,

suggesting earnings aren't

sufficient to cover interest

expenses.

Cash flow statements show

operational cash is insufficient to

meet repayment schedules.

Debt is primarily short-term but

linked to long-term capital

assets, causing mismatch.



- Launch a dedicated foodservice division for B2B clients.
- into hotels and airline caterers.
- to strengthen the supply chain and identify the possible prospects for future growth in the
- Tech Integration into the dealings using forecasting t predict areas of high consumption and growth.

- Use performance data to expand
- Launch Pilot city model in order nation.

Control

- CRM Tools (Zoho, HubSpot) to track lead-toorder conversion
- Service Level Agreements (SLAs) with partners and logistics vendors
- **B2B Client NPS Surveys** - To assess partnership strength



Six Sigma Framework



Solution Three: Debt Restructuring

Define

- Coastal Corporation is facing a liquidity crunch due to rising debt obligations and falling revenues.
- The company's current loan structure, with high interest and short repayment periods, is unsustainable.
- Objective: Restructure debt to reduce financial burden, improve cash flow, and regain investor and lender confidence.

Analyse

- Loans were taken to fund expansions during high-growth expectations that didn't materialize.
 - Declining shrimp exports to key markets like the US and EU have reduced income.
- Inefficient use of capital underutilized facilities and falling margins have lowered returns.
- Inability to renegotiate terms earlier has added financial rigidity and stress.

Measure

Debt-to-equity ratio is

unfavorable, indicating

financial risk.

suggesting earnings aren't

sufficient to cover interest

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Cash flow statements show

operational cash is insufficient

to meet repayment schedules.

but linked to long-term capital

assets, causing mismatch.

• Debt is primarily short-term

• Interest coverage ratio is low,

Improve

- Negotiate with lenders for longer loan tenures and reduced interest rates.
- Convert high-cost short-term loans into manageable long-term debt.
- Explore refinancing options through banks or NBFCs with better terms.
- debt load.

- Dispose of non-core or underutilized assets to reduce

Control

- Establish robust financial governance and loan management policies.
- Track debt ratios, interest payments, and cash flow with monthly dashboards.
- Conduct quarterly financial health reviews and involve board-level oversight.



Six Sigma Framework

Methods for Debt Restructuring



DIP (Debtor-In-Possession) Financing



Special funding granted to companies undergoing insolvency or reorganization.



Used under insolvency frameworks like Chapter 11 in the US or IBC in India.

Gives the company working capital to continue operations during restructuring.

Loan Rescheduling / Reprofiling



Extending the loan repayment period to reduce immediate cash outflow.

EMIs are lowered, making repayments manageable over a longer time.



Does not reduce the loan amount, but buys time to recover financially.

Interest Rate Reduction



Negotiating with lenders to lower the interest rate on existing loans.



Helps reduce the financial burden and frees up operational cash flow.

Often part of a broader restructuring deal.

Conversion of Debt to Equity



Creditors are offered company shares in exchange for forgiving part of the debt.



Reduces liabilities on the balance sheet and improves financial ratios.

Can lead to dilution of ownership for existing shareholders.

Minor Solutions at a Glance



ML-Based Demand Forecasting (Ariba-like Model)

Implement a lightweight machine learning model to analyze past orders, seasonal patterns, and market trends. This helps accurately predict shrimp demand and avoid overproduction, leading to reduced wastage, better inventory management, and higher efficiency.



Cold Chain Optimization

Invest in affordable and modular cold storage units closer to production or transit hubs. This minimizes spoilage, reduces logistics costs, and maintains quality during delivery, especially in domestic markets.



Product Diversification

Introduce value-added seafood products like ready-to-cook meals, flavored shrimp, or fish-based snacks tailored to local tastes. These command higher margins and reduce reliance on bulk raw exports.



Micro Collaborations with Hotels & Restaurants

Partner with local restaurants, seafood chains, or hotel kitchens to ensure a steady B2B stream. These smaller partnerships can act as low-cost pilots for market testing and improve domestic sales visibility.



nvestment in Synthetic Seafood R&D

Allocate a small budget for research or partnership in lab-grown or plant-based seafood alternatives. This positions the company to future-proof its offerings as global demand shifts toward sustainable and cruelty-free protein options—especially in Western markets where shrimp consumption is declining. It also opens the door for high-margin, niche products.



CRM for Export Buyers

Implement a basic Customer
Relationship Management (CRM) tool
to track buyer preferences, reorder
trends, and feedback. This helps
strengthen client relationships, improve
retention, and identify opportunities for
upselling.

Financial Modelling

Free Cash Flow

Unlevered Free Cash Flow (mm)												
Fiscal Year	2020A	2021A	2022A	2023E	2024E	2024E	2025E	2026E	2027E	2028E	2029E	2030E
Revenue	527.00	410.52	472.53	347.78	430.24	437	578	765	1,013	1,341	1,776	2,325
COGS	365	283	315	209	316	289	383	507	671	888	1,176	1,540
Gross Profit	162	128	158	139	114	148	195	258	342	453	600	785
Operating Expenses	78	50	59	54	55							
Selling, General, Administrative	58	41	73	66	12	61	80	106	140	186	246	322
Total Operating Expenses	58	41	73	66	12	61	80	106	140	186	246	322
EBITDA	104	86	85	73	102	87	115	152	202	267	353	463
Depreciation & Amortization	3	3	4	9	12	1	1	3	7	16	35	78
Operating Profit (EBIT)	100	83	81	63	90	86	114	149	194	251	318	385
Operating Taxes	11	7	6	1	2	18	24	31	41	53	67	81
NOPAT (Net Operating Profit After Taxes)	89	76	75	62	88	68	90	118	154	198	251	304
(+) Depreciation & Amortization	3	3	4	9	12	1	1	3	7	16	35	78
(-) Capital Expenditures	26	34	50	229	(145)	8	17	39	86	189	420	929
(-) Change in NWC	38	(5)	(5)	2								
NWC	39	34	30	32								
Current Assets	167	167	192	190								
Current Liabilitites	128	133	162	157								
Unlevered Free Cash Flow	29	50	34	(160)	245	61	74	82	75	25	(133)	(547)
Assumptions												
Fiscal Year	2020A	2021A	2022A	2023E	2024E	2024E	2025E	2026E	2027E	2028E	2029E	2030E
Revenue Growth		-22.1%	15.1%	-26.4%	23.7%	30.9%	32.3%	32.4%	32.4%	32.4%	32.4%	30.9%
COGS % of Revenue	69.3%	68.9%	66.7%	60.1%	66.2%	66.2%	66.2%	66.2%	66.2%	66.2%	66.2%	66.2%
SG&A % of Revenue	11.1%	10.0%	15.3%	19.0%	13.9%	13.9%	13.9%	13.9%	13.9%	13.9%	13.9%	13.9%
Tax % of EBIT	11.3%	8.7%	6.9%	1.6%	21.0%	21.0%	21.0%	21.0%	21.0%	21.0%	21.0%	21.09

Net Working Capital

Net Working Capital												
Fiscal Year	2019A	2020A	2021A	2022A	2023E	2024E	2025E	2026E	2027E	2028E	2029E	2030
Accounts Receivables	45	38	30	41	28	0	0	0	0	0	0	1
Merchandise Inventory	83	77	89	96	101	0	0	0	0	0	0	(
Other Current Assets	16	52	48	55	61	55	55	73	97	129	170	220
Current Assets	144	167	167	192	190	55	55	73	97	129	170	220
Accounts Payable	0	0	0	0	0	0	0	0	0	0	0	(
out o un televe	4.40	400	400	450	457		440	407	252	0.45	45.5	
Other Current Liabilities	142	128	133	162	157	146	149	197	260	345	456	604
Current Liabilities	142	128	133	162	157	146	149	197	260	345	456	604
Assumptions												
Fiscal Year	2019A	2020A	2021A	2022E	2023E	2024E	2025E	2026E	2027E	2028E	2029E	2030
Revenue	527	411	473	348	430	437	578	765	1,013	1,341	1,776	2,32
cogs	365	283	315	209	316	289	383	507	671	888	1,176	1,540
Days Sales Outstanding (DSO)	26.0	26.3	31.2	29.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Days Inventory Outstanding (DIO)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Days Payable Outstanding (DPO)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Current Assets as a % of Revenue	9.9%	11.8%	11.7%	17.4%	12.7%	12.7%	12.7%	12.7%	12.7%	12.7%	12.7%	12.79
Other Current Liabilities as a % of Revenue	24.3%	32.4%	34.3%	45.1%	34.0%	34.0%	34.0%	34.0%	34.0%	34.0%	34.0%	34.09

WACC

WACC

Weighted Average Cost of Capital (WACC)	
Equity (mm)	2,264
Debt (mm)	851
Cost of Debt	1.8%
Tax Rate	6.3%
D/(D+E)	27.3%
After Tax Cost of Debt	1.7%
Risk Free Rate (10-Yr Treasury Yield)	7.4%
Expected Market Return	10.2%
Market Risk Premium	2.9%
Levered Beta	1.08
E/(D+E)	72.7%
Cost of Equity	10.4%

Fixed Assets---

												,
Ending PP&E	55	65	89	270	6	13	29	65	143	316	701	1,552
CapEx	26	34	50	229	-145	8	17	39	86	189	420	929
D&A	3	3	4	9	12	1	1	3	7	16	35	78
Beginning PP&E	32	34	44	50	163	6	13	29	65	143	316	701
Fiscal Year	2019A	2020A	2021A	2022E	2023E	2024E	2025E	2026E	2027E	2028E	2029E	2030E
Fixed Assets Schedule												

Assumptions												
Fiscal Year	2019A	2020A	2021A	2022E	2023E	2024E	2025E	2026E	2027E	2028E	2029E	2030E
D&A as a % of Beginning PP&E	9.9%	10.1%	9.6%	18.5%	7.4%	11.1%	11.1%	11.1%	11.1%	11.1%	11.1%	11.1%
CapEx as a % of Beginning PP&E	80.4%	100.4%	112.9%	458.2%	-89.0%	132.6%	132.6%	132.6%	132.6%	132.6%	132.6%	132.6%

Discounted Cash Flow

Unlevered Free Cash Flow (mm)													
Fiscal Year		2019A	2020A	2021A	2022E	2023E	2024E	2025E	2026E	2027E	2028E	2029E	2030E
Unlevered Free Cash Flow		29	50	34	-160	245	61	74	82	75	25	-133	-547
Projection Year							1	2	3	4	5	6	7
Present Value of Free Cash Flow							56	62	64	53	16	-79	-299
Implied Share Price Calculation	า				Sensi	tivity Table							1
Sum of PV of FCF	-128												
Growth Rate	10%					Gro	wth Rate						

Implied Share Price Calcula	tion
Sum of PV of FCF	-128
Growth Rate	10%
WACC	9.0%
Terminal Value	60,196
PV of Terminal Value	32,929
Enterprise Value	32,802
(+) Cash	27
(-) Debt	851
(-) Minority Interest	0
Equity Value	31,978
Diluted Shares Outstanding (mm)	436.50
Implied Share Price	73.26

			Gro	owth Rate		
	73.26	6.00%	6.50%	7.00%	7.50%	8.00%
	6.80%	-106.99	-283.00	421.02	119.30	69.01
\mathcal{C}	7.30%	-64.60	-104.10	-275.24	409.32	115.94
WACC	7.80%	-45.82	-62.89	-101.30	-267.73	398.00
>	8.30%	-35.24	-44.63	-61.23	-98.59	-260.46
	8.80%	-28.48	-34.35	-43.48	-59.63	-95.96

Cash Flow Statement

CASH FLOW OF JUST DIAL(IN RS. Cr.)	Mar-19	Mar-20	Mar-21	Mar-22	Mar-23
	12 mths				
NET PROFIT/LOSS BEFORE EXTRAORDINARY ITEMS AND TAX	66	45	27.97	20.72	13
Net CashFlow From Operating Activities	31	40.33	15.2	6.85	43
Net Cash Used In Investing Activities	-10	-21.6	30	34	20
Net Cash Used From Financing Activities	-10.6	-21	30	34	20
Foreign Exchange Gains / Losses	0	0	0	0	0
Adjustments On Amalgamation Merger Demerger Others	0	0	0	0	0
NET INC/DEC IN CASH AND CASH EQUIVALENTS	10.29	15	4.49	-21.36	5.59
Cash And Cash Equivalents Begin of Year	16.37	26.66	42.51	47	25.64
Cash And Cash Equivalents End Of Year	26.66	42.5	47	25	31

Income Statement

TOTAL TAX EXPENSES	10.55	7.73	5.72	4.02	3.39
PROFIT/LOSS AFTER TAX AND BEFORE EXTRAORDINARY ITEMS	34	20.24	14.99	8.96	8.17
PROFIT/LOSS FROM CONTINUING OPERATIONS	34	20.24	14.99	8.96	8.17
PROFIT/LOSS FOR THE PERIOD	34	20.24	14.99	8.96	8.17
Minority Interest	0	0	0	0	0
CONSOLIDATED PROFIT/LOSS AFTER MI AND ASSOCIATES	34	20.24	14	8.96	8.17
OTHER ADDITIONAL INFORMATION					
EARNINGS PER SHARE					
Basic EPS (Rs.)	34	19.9	13.8	7.6	6.17
Diluted EPS (Rs.)	34	19.9	13.8	7.6	6.17
DIVIDEND AND DIVIDEND PERCENTAGE					
Equity Share Dividend	3.68	0	3.2	2.32	1.81
Tax On Dividend	000	000	0.00		0.00

