

AHCL/ SE/ 54/2024-25

February 14, 2025

<b>The National Stock Exchange of India Limited</b> "Exchange Plaza", C-1, Block G Bandra-Kurla Complex, Bandra (E) Mumbai 400 051 ISIN: INE098F01031	<b>BSE Limited</b> Department of Corporate Services 1 <sup>st</sup> Floor, P.J. Towers, Dalal Street, Mumbai 400 001 ISIN: INE098F01031
<b>Symbol: AMRUTANJAN</b>	<b>Scrip Code: 590006</b>

Dear Sir / Madam,

**Sub: Investor Presentation for the quarter ended December 31, 2024**

Pursuant to Regulation 30 read with Para A of part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we hereby enclose the investor presentation for the quarter ended December 31, 2024.

Request you to take the same on record.

Thanking you,  
Yours faithfully,

**For Amrutanjan Health Care Limited**

**(M Srinivasan)**  
**Company Secretary & Compliance Officer**



# **Amrutanjan Health Care Limited**

## **Investor Presentation**

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**Quarter & Period Ended 31<sup>st</sup> December 2024**

**Date: 12<sup>th</sup> February 2025**

# Contents



## **a. Business Update**

- 1. Segment Performance**
- 2. Activities**
- 3. Operations**

## **b. Financials**

- 1. Q3 FY25 Performance**
- 2. YTD Dec'24 Performance**

## **c. Management Commentary**



# Business Update

# Segment Performance: OTC



## Head Category



- Category Value (MAT Dec 24\*): 1860 Crores.
- Category Growth: Value 9.7% and Volume 6.4% (MAT Dec 24\*). AHCL's Volume growth was higher than the category (7.2%)
- The growth momentum for the category and AHCL continued in Q4 24 (highest Volume growth in the last 8 quarters)
- Internally, head category witnessed accelerated growth in Q3 FY 24-25, which reflected in its contribution to AHCL

	YTD Dec 24	Q3 FY 24-25
Contribution to AHCL	53%	58%
Gr Vs. LY	3.3%	3.7%

- Top Contributing SKUs to overall AHCL (YTD Dec 24): 8ml, Big SKUs (27.5 and 50ml) and Small SKUs (1 and 4ml)

## Body Category



- Category Value (MAT Dec 24\*): 3590 Crores.
- Category Growth: Value 16.5% and Volume 11% (MAT Dec 24\*). AHCL's Value and Volume growth was higher than the category (18.4% and 19.4% respectively)
- The growth trend for AHCL continued in Q4 24 (double digit growth in 7 out of last 8 quarters)
- The above trend was also witnessed internally with consistent contribution

	YTD Dec 24	Q3 FY 24-25
Contribution to AHCL	9%	9%
Gr Vs. LY	14.0%	5.8%

- Top Contributing SKUs to overall AHCL (YTD Dec 24): BPRO and Maha Strong
- Our continuous efforts in distribution drive for body segment resulted in outlets increase for both BPRO and JMS

## Congestion Category



- Our congestion category continued its growth in Q3 FY 24-25 as well, with high double digits, driven by Inhaler and mint

### Category Trends in OTC (Head)

- The trend of non-metros growing faster than metros in Volume continued in Q4 24 and in MAT Dec 24 period as well
- AHCL's efforts in distribution infrastructure expansion by appointing new super stockists/ sub stockists catering to lower town classes have shown results and our non-metros Volume growth was higher than the category

# Segment Performance: Women's Hygiene and Beverages



## Women's Hygiene Category



- Comfy continued its growth in Q3 FY 24-25 as well. As a result, the Women's Hygiene portfolio witnessed a growth of 18.4% in YTD Dec FY 24-25 compared to the same period last year and it reflected in its contribution to AHCL

	YTD Dec 24	Q3 FY 24-25
Contribution to AHCL	26%	22%
Gr Vs. LY	18.4%	1.4%

- The growth was led by Dry XL variant at 58%. It is in line with the emerging consumer preference towards longer pads
- Big SKUs (both Dry Regular and Dry XL) witnessed a growth of 36% indicating consumers' inclination towards larger packs
- Our continued efforts in distribution expansion in terms of new towns/ new outlets have resulted in the above growth of Comfy

## Beverages Category



- AHCL's rehydration brand, Electro+, witnessed a growth of 8% in YTD Dec FY 24-25 when compared to the same period last year. The growth was primarily led by the Orange variant
- Our new launches, Low sugar and lemon variants, also contributed to the overall Electro+ growth (a tenth of the contribution for Electro+ was from these new launches)



# TV Media (Head and Body)

- To compliment the campaign 'Har Dard Mitaye', AHCL undertook several high impact initiatives in TV and other on-ground activations that include:
  - Delhi Metro Branding for AFRR
  - High TVR realty show, Ishmart JODI, in addition to Big Boss
  - Van drive to penetrate into Rural market
  - Large scale sampling activities

## High Impact Properties: TV



Bigg Boss Kannada

Realty Show in AP TG

## High Impact Properties: On-ground



Delhi Metro Branding



Auto Branding



Outlet Branding

# Rural Van Operations

- One of the key objectives of Amrutanjan is to increase the rural penetration of our products. Towards this objective, specific van operations were initiated in the states of Tamil Nadu, Andhra Pradesh, Telangana and Jharkhand
- In total, nearly 1000 villages were covered as part of the van operations
- These villages will subsequently be converted to regular coverage
- All these activities resulted in growth of the pain category and its contribution to overall AHCL has increased in Q3 FY 24-25

## Rural Van





# Sampling: Pain Category

## Sampling

- AHCL’s key strategy is to continuously engage with the consumers and sampling is being used towards this objective as it gives an opportunity for the consumers to experience AHCL’s products
- In line with the previous years, large scale sampling activities were undertaken in different consumer touch points that include:
  - High foot fall areas
  - Religious pilgrimage
  - Gated communities
  - IT Parks targeting working professionals
- Around 1.8L consumers were reached though this activity in Q3 and it will continue in the last quarter as well



**Sampling Activity across Consumer Touch Points**

# Sampling: Body and Beverages

## Sampling

- Sports is one of the biggest opportunities for sampling and AHCL continuously engage with different sporting events to drive trials for the entire range
- Amrutanjan is the “Official Tour Partner” for PGTI through its Rehydration brand Electro+, and extensive sampling is being done through this association and it will continue in the coming quarters as well
- In addition to PGTI, Electro+ is associated with different marathon events. Our body range and Rehydration range are extensively sampled in marathons considering the relevancy of the products to the target audience



# TV Campaign and Sampling: Women's Hygiene

## TV Campaign

- Comfy TV campaign continued in Q3 FY 24-25 as well and it will go on till the last quarter of this FY. This campaign has been undertaken across key states and it has impacted positively in driving the key brand metrics



## Sampling Activity

- AHCL continued with School Sampling activity in Q3 'FY 24-25 in the states of Tamil Nadu, Jharkhand, Uttar Pradesh and Madhya Pradesh. The objective is to build awareness, generate trials among the relevant target consumers.



## Rural Van Operation

- As part of the strategy to develop specific states for Comfy brand, AHCL has undertaken several activities and rural van operations is one among them
- In line with the above objective, specific van operations were initiated in the state of Andhra Pradesh and Telangana (AP&TG)
- The objectives are to:
  - Enhance Brand Penetration of comfy in Rural areas of AP & TG
  - Expand the reach of comfy by covering untapped retail outlets
  - Ensure consistent placement of Comfy across all targeted stores



# Operations Update – Sales and Distribution



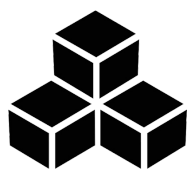
## Distribution



**Effective Outlets Coverage (Avg. Monthly)**  
5% increase



**Outlets Coverage (Annual)**  
Increased by 8%



**Sales Infrastructure (Stockist Network)**  
Increased by 1%

## Sales



**Manpower**  
Decreased by 7%



**Productive Calls**  
Increased by 5%



**Manpower Productivity**  
Increased by 26%



**Closing Stock**  
Decreased by 11 days



## HR Initiatives

**Succession Planning and Career Development Initiatives**

To identify critical positions and prepare successors. Career guidance and development programs for hi-pots



**HR policies reframing**  
Reframing our HR policies in line with the requirements and the organizational needs

**Training**  
Sales training for all our field employees (CSEs, ISRs and ABMs)



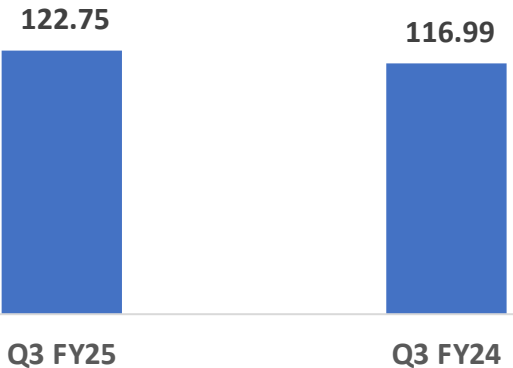
# Financials



# Financials – Q3 FY25

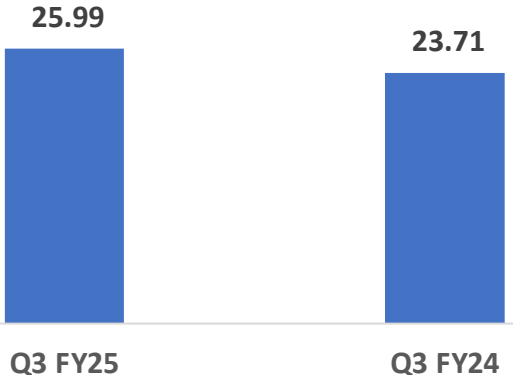
(Rs. in Crores)

Net Sales



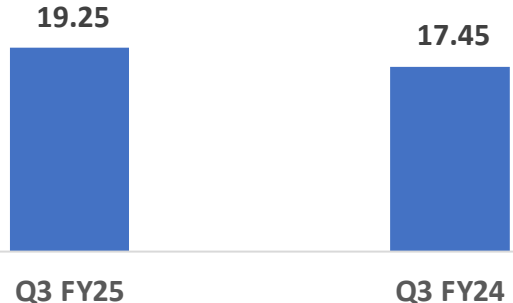
Growth: 4.92%

Profit Before Tax



Growth: 9.62%

Profit After Tax



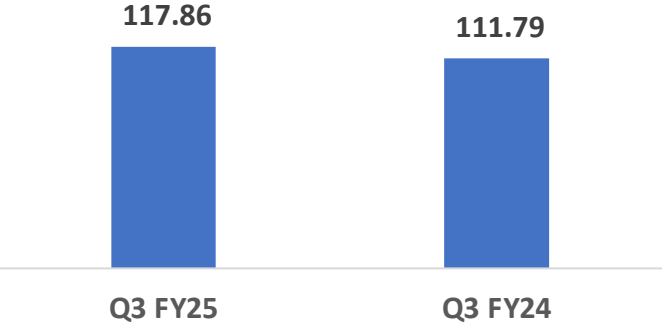
Growth: 10.32%



# Financials – Q3 FY25

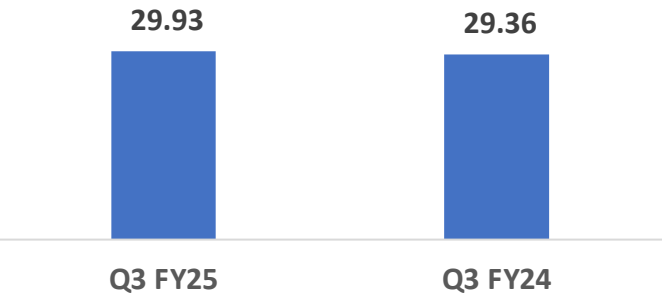
(Rs. in Crores)

## Net Sales - OTC



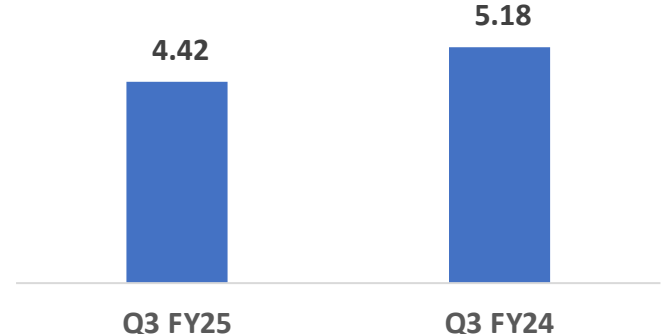
Growth: 5.43%

## Net Sales - Comfy

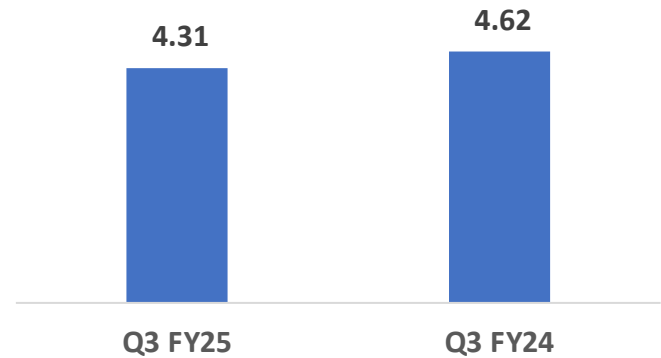


Growth: 1.94%

## Net Sales - Beverages



## Net Sales - Electro Plus







# Financials – YTD Dec'24 (Rs. in Crores)

## Net Sales

316.40

294.17

YTD Dec'24

YTD Dec'23

Growth: 7.56%

## Profit Before Tax

48.28

42.34

YTD Dec'24

YTD Dec'23

Growth: 14.03%

## Profit After Tax

35.66

31.31

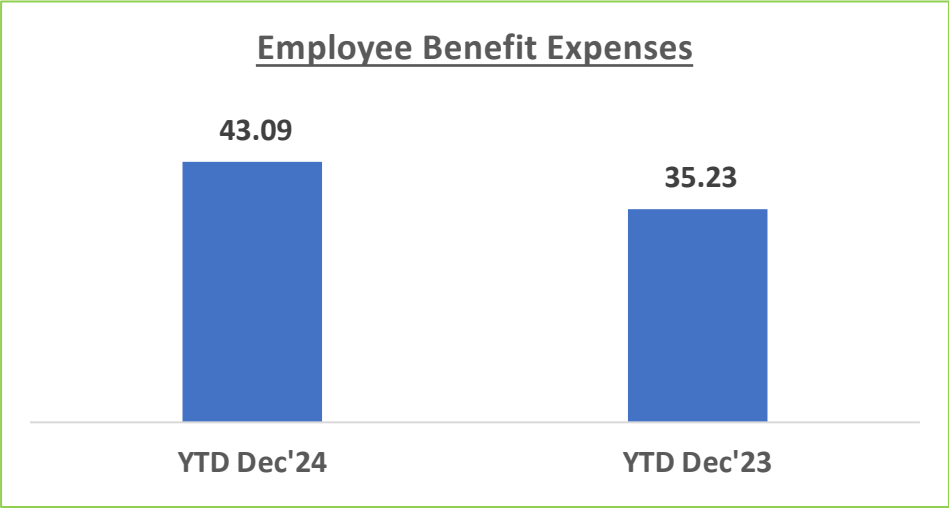
YTD Dec'24

YTD Dec'23

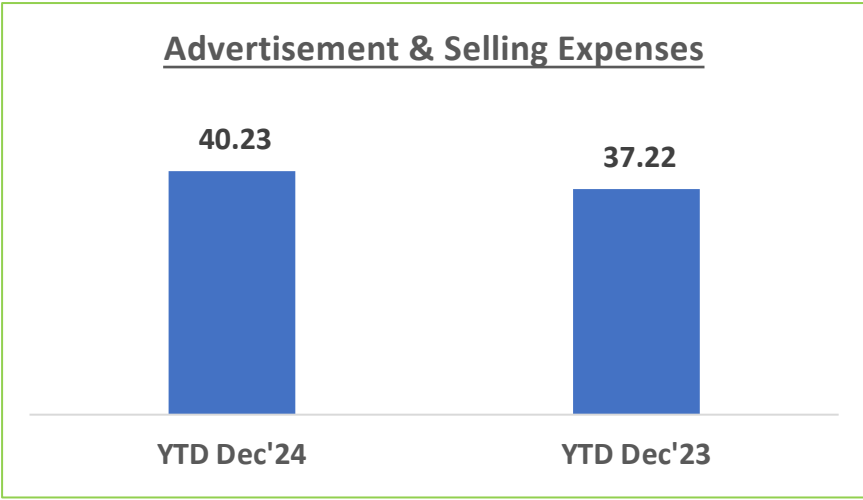
Growth: 13.89%



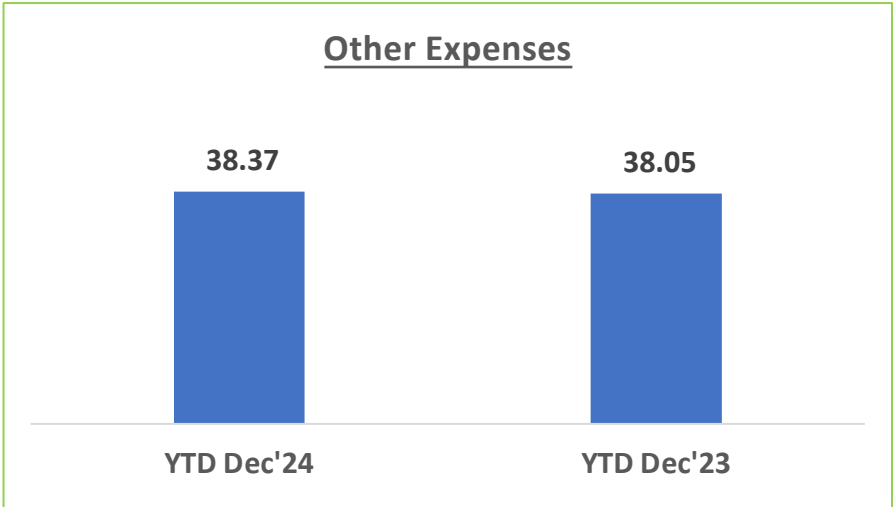
# Financials – YTD Dec'24 (Rs. in Crores)



Increase: 22.31%



Increase: 8.09%



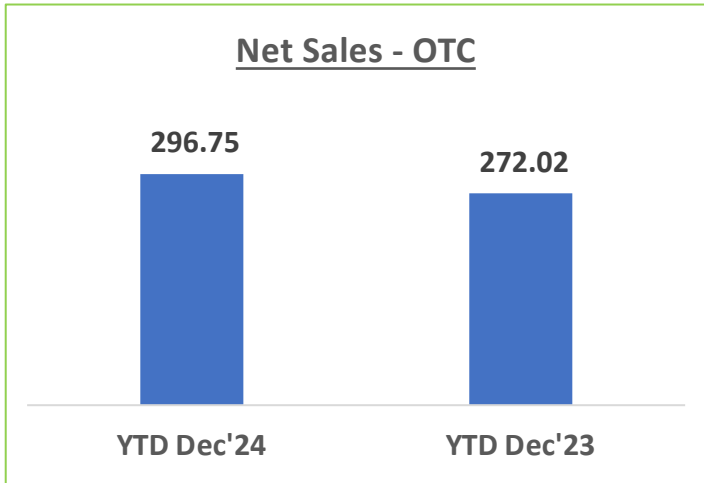
Increase: 0.84%



# Financials – YTD Dec'24 – OTC Division

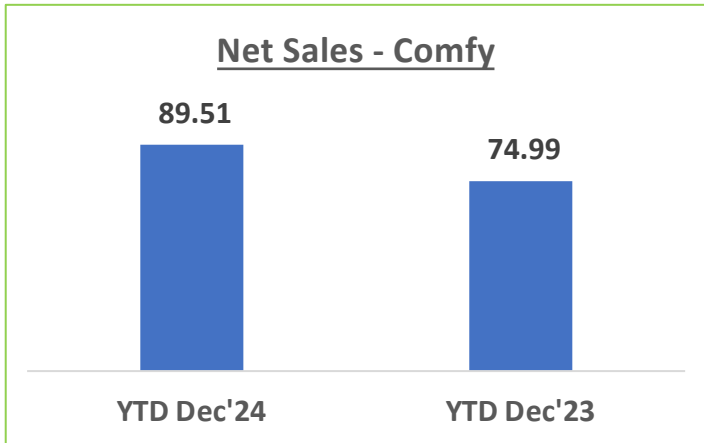
(Rs. in Crores)

## Net Sales - OTC



Growth: 9.09%

## Net Sales - Comfy



Growth: 19.36%

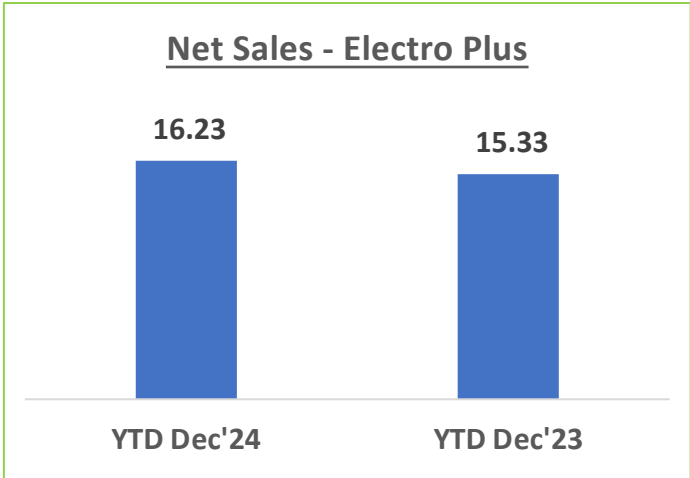
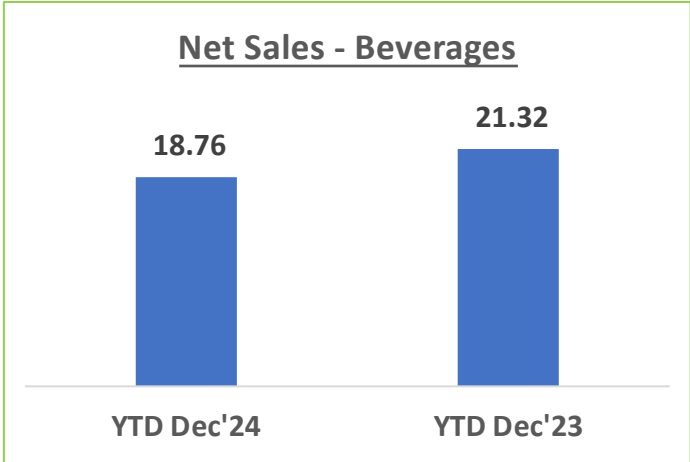
### Notes:

- Majority of raw material & packing material prices are lower than YTD Dec'23. Menthol Crystal price is marginally lower than YTD Dec'23.
- Advertisement spend for YTD Dec'24 is at Rs. 24.70 Cr against Rs. 23.10 Cr for YTD Dec'23. Advertisement spend for Comfy is at Rs. 5.37 Cr for YTD Dec'24 against Rs. 4.91 Cr for YTD Dec'23.



# Financials – YTD Dec'24 – Beverage Division

(Rs. in Crores)



Growth: 5.87%

Notes:

- Raw Material prices are higher when compared to YTD Dec'23.
- Packing Material prices are marginally higher when compared YTD Dec'23.
- Advertisement spend is at Rs. 3.72 Cr for YTD Dec'24 against Rs. 2.82 Cr for YTD Dec'23.
- Business is continuing with cash & carry model for Fruitnik.



# Management Commentary



1. Pain balm consumption volume growth was reported at 9.1% (IQVIA) for December quarter
  - a. This is the highest growth we saw in last 20 quarters barring COVID.
  - b. We see the category returning to double digit growth by q4 of this financial year
2. We saw robust sales pick up in q3 in the Pain Management category
3. Our efforts in improving operational process efficiency in areas like freight has resulted in operating margin expansion of 69 basis points
4. Comfy operating losses have come down considerably from 7.24 crs to 2.14 crs for 9 months
5. We are projecting sales increase of 10% for the full year and operating margin expansion year over year by 150 basis points.
6. The pick up in pain management category growth, after the post covid fall, combined with sustained growth momentum in sanitary napkin and Electrolyte drink categories gives us confidence in projecting higher revenue growth in the new fiscal.
  - a. This year could be seen as turning point of the pain management category after years of lull.
7. Our new ad campaign for brand Amrutanjan combined with larger SOV (share of voice) are resulting in faster velocity of sales at the outlet level.
8. Broad themes for the company remain
  - a. Holistic Pain Management care through innovative products
  - b. Offering affordable high quality period care products
  - c. Electrolyte fortified drinks that are a staple in a world that is seeing rising temperatures
9. Quick Commerce channel is one of the fastest growing channels for the company

