



Ref: SEC/SE/2024-25
Date: January 30, 2025

To,
Corporate Relations Department
BSE Ltd.
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai- 400001

Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot No. C/1, G Block, Bandra Kurla Complex
Bandra (E), Mumbai – 400051

BSE Scrip Code: 500096

NSE Scrip Symbol: DABUR

Sub: Investor Communication


Dear Sir/Madam,

In compliance with SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to enclose a copy of Investor Communication for the quarter ended December 31, 2024, being issued by the Company today.

This is for your information and records.

Thanking You,

Yours faithfully,
For **Dabur India Limited**


(Ashok Kumar Jain)

Group Company Secretary and Chief Compliance Officer

Encl: as above



Investor Presentation

Q3 FY24-25

30th January 2025



1



**BUSINESS
ENVIRONMENT**

2



**FINANCIAL
HIGHLIGHTS –
Q3 FY25**

3



**BUSINESS
HIGHLIGHTS**

1



**BUSINESS
ENVIRONMENT**

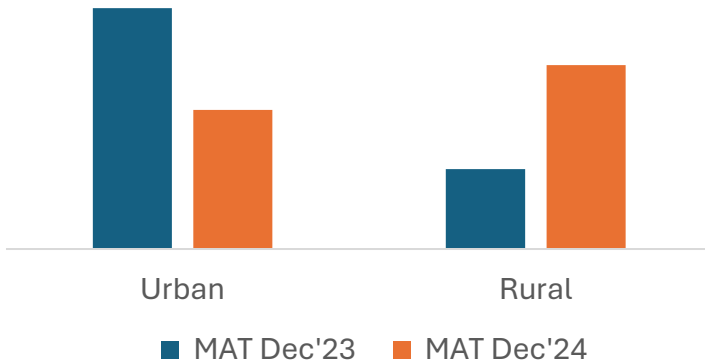


**FINANCIAL
HIGHLIGHTS –
Q3 FY25**



**BUSINESS
HIGHLIGHTS**

RURAL CONTINUED TO OUTPERFORM URBAN



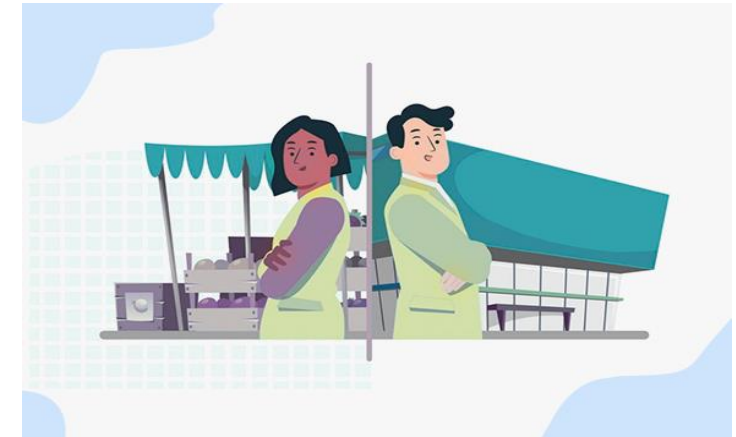
Rural ahead of urban for 4th consecutive quarter

DELAYED AND CONTRACTED WINTERS



Warmest October and November in India in the past many years

CONTINUED GROWTH MOMENTUM IN QUICK-COMM



Largely driven by speed, convenience and round the clock service



**BUSINESS
ENVIRONMENT**



**FINANCIAL
HIGHLIGHTS –
Q3 FY25**



**BUSINESS
HIGHLIGHTS**

CONSOLIDATED

Revenue

INR
3,355 Cr

3.1%
Y-o-y growth

Operating profit

INR
682 Cr

2.1%
Y-o-y growth

INTERNATIONAL

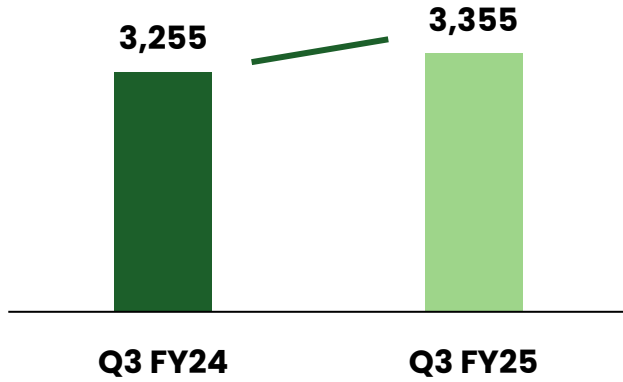
Revenue

INR
847 Cr

CC 18.9%
Y-o-y growth

Q3 FY25 Financial Highlights

Revenue from Operations

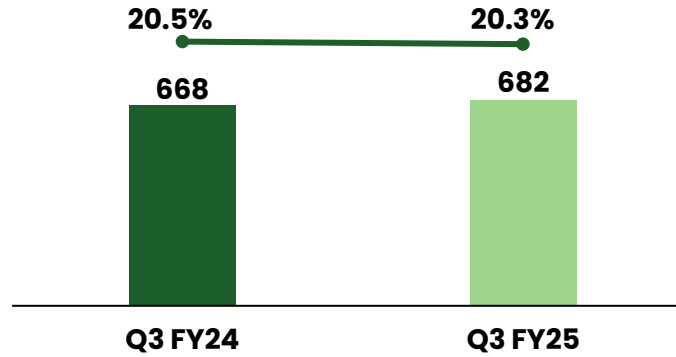


3.1% YoY growth
5.6% CC

8.5%

International Business Revenue
Growth in INR terms

Operating Profit



2.1% YoY growth

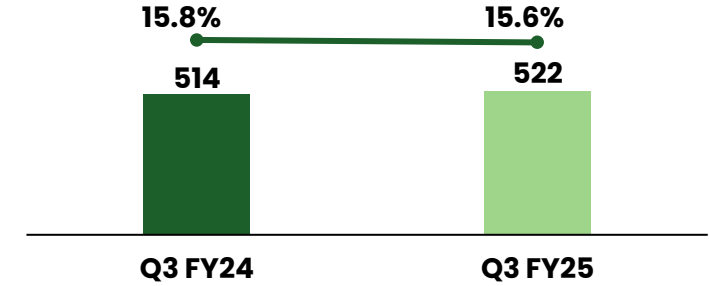
1.7%

India FMCG
Value growth

1.2%

India FMCG
Volume growth

Profit After Tax



1.6% YoY growth

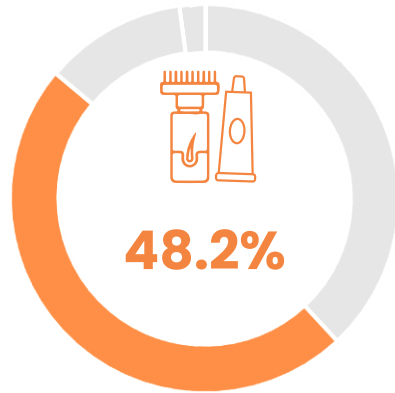
6.8%

A&P spends as % of Sales

Verticals Contribution To Domestic FMCG Business IN Q3 FY25



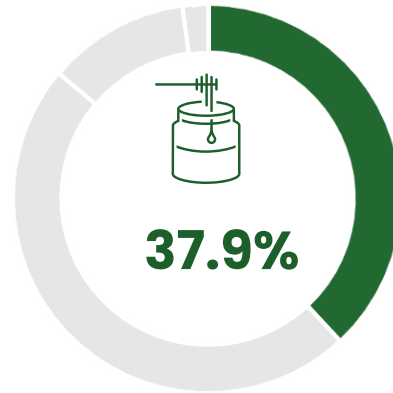
Home & Personal Care



INR 1,110 Cr

5.7% YoY

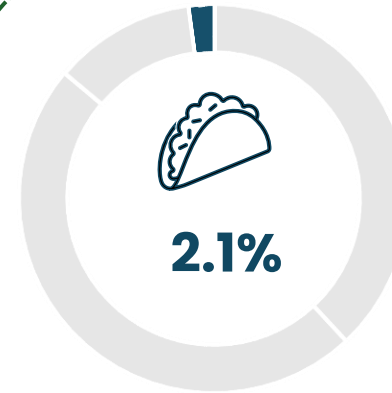
Health Care



INR 872 Cr

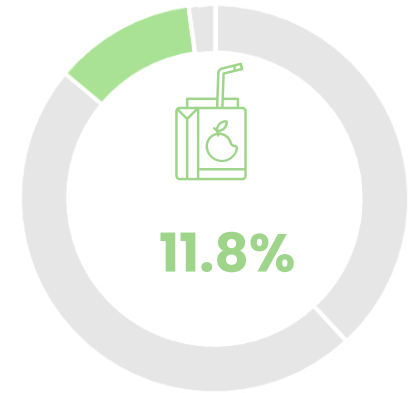
(1.3%) YoY

Foods & Beverages



INR 48 Cr

30% YoY



INR 273 Cr

(10.3%) YoY

Q3 FY25 | International Business Highlights



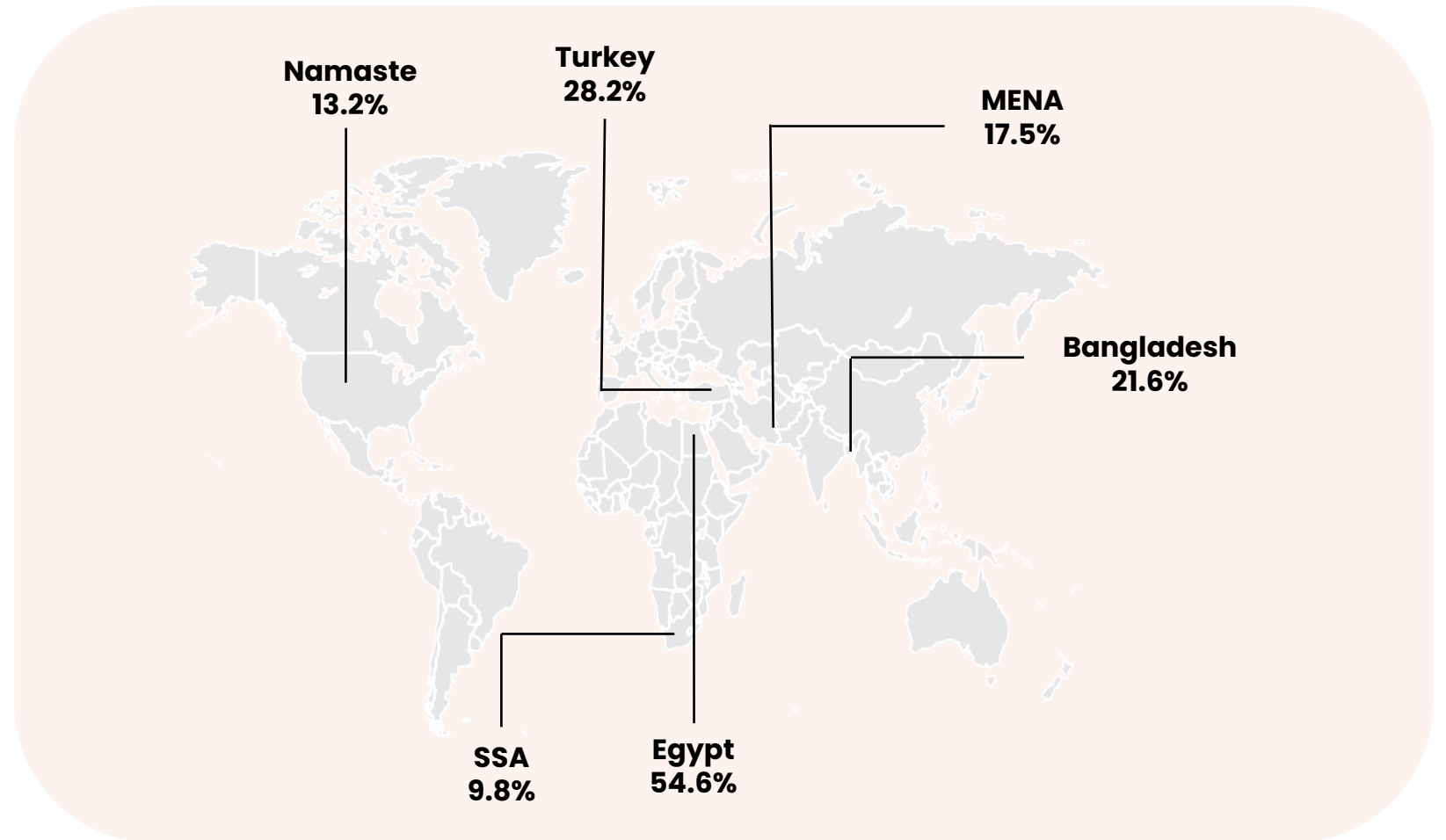
(CC growth)

INR 847 Crore

Revenue from International Markets

~25% contribution to overall sales

**18.9%
CC Growth**





**BUSINESS
ENVIRONMENT**



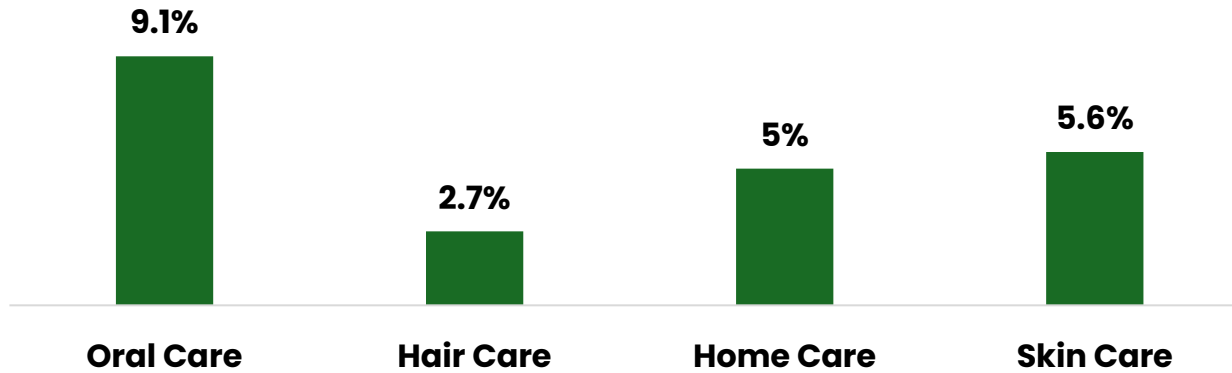
**FINANCIAL
HIGHLIGHTS –
Q3 FY25**



**BUSINESS
HIGHLIGHTS**

Home & Personal Care (HPC)

Value growth Q3



Oral care

- Red franchise and Meswak performed well; continued to gain market share
- Gels portfolio in 'freshness' segment posted double digit growth

Hair care

- Hair oils grew by 3.1%, gained market share of 150 basis points
- Shampoo outperformed category growth and gained ~ 20 bps market share

Homecare

- Odonil grew in double digit in volume terms with Aerosol and Gel pockets performing well; market share gain of ~101 bps in air fresheners
- Odomos reported muted performance on account of category slowdown; we performed better than the category and gained market share by 574 bps in the MRC segment
- Sanifresh posted double-digit growth during the quarter

Skincare

- Strong performance in Gulabari franchise recording high single digit growth

Dabur
RED PASTE
India's **NO.1** Ayurvedic Paste
Endorsed By
Indian Dental Association

Dabur
RED
PASTE FOR TEETH & GUMS
Protection for the entire Family

idai
Indian Dental Association
ACCEPTED

AYURVEDIC
CLINICALLY
PROVEN
Fights
Dental
Problems

Focus on increasing brand visibility



Dabur red campaign with Amitabh Bachchan



Dabur Amla campaign with Deepika Padukone



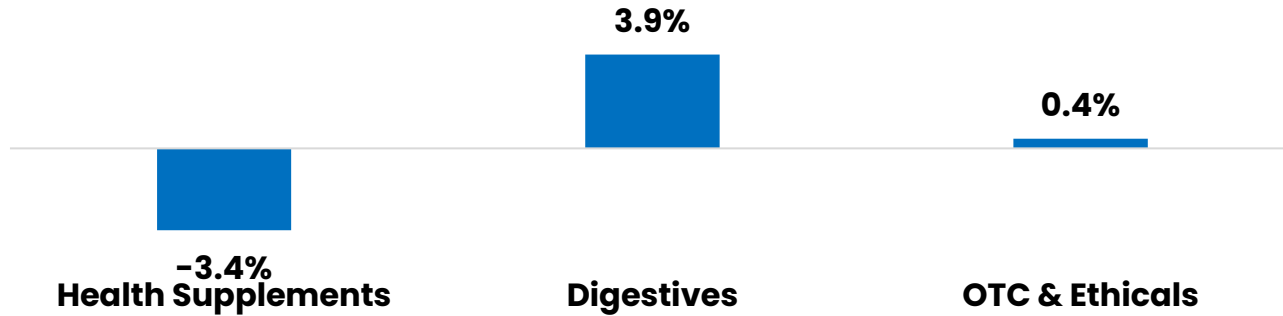
Campaign with Naga Arjuna for Meswak
"Complete tooth and gum care"



Gulabari campaign with Disha Patani

Healthcare

Value growth Q3



Health Supplements

- Unfavourable weather conditions impacted the portfolio
- Chyawanprash continues to strengthen its market leadership by gaining market share by 139 bps

Digestives

- Hajmola recorded mid single digit growth in both candy and tablet formats
- Extensions and variants of Hajmola now contribute more than 15% to Hajmola franchise

OTC & Ethicals

- Key brands such as Honitus, Shilajit, Health juices, women health tonics etc performed well

डाबर
खजूरप्राश

खजूर की ताकत आयरन की शक्ति

उन दिनों के उतार-चढ़ाव, अक्सर सिरदर्द, अधिक थकान, बालों का झड़ना, ये आयरन की कमी के लक्षण हो सकते हैं।

इसलिए रोज़ लीजिए 2 चम्मच नया डाबर खजूरप्राश

- आयरन की कमी से लड़ने में मदद करे
- हीमोग्लोबिन लेवल हेल्दी रखने में मदद करे

मनु भाकर
डबल ओलंपिक मेडलिस्ट

Dabur
Khajurprash
SUPPORTS HEALTHY HAEMOGLOBIN LEVELS | HELPS FIGHT IRON DEFICIENCY

*खजूर से प्राकृतिक रूप से मिलने वाला आयरन। मात्रा और निर्देश लेबल के अनुसार। उत्पाद के लाभ खजूर पर सार्वजनिक क्षेत्र में साइंटिफिक डेटा के आधार पर। आयुर्वेदिक औषधि। आयरन की कमी के लक्षण साइंटिफिक प्रकाशित डेटा के आधार पर। 2 चम्मच (लगभग 24 ग्र.) खजूरप्राश करीब 5.3 मि. ग्रा. आयरन प्रदान करने में मदद करता है।

Product Superiority Through Science Based Claims



India's 1st Ayurvedic Toothpaste accepted by IDA



Clinically proven to reduce waist size in 90 Days



Starts action in 15 mins



Dabur Khajurprash for iron deficiency



Foods & Beverages

Value growth Q3



Foods:

- Foods sustaining its growth momentum with ~30% growth y-o-y
- Key growth categories are Hommade paste, coconut milk, oil & ghee, tomato puree, Lemoneez etc

Badshah:

- Continued its strong growth trajectory with double digit volume growth and gains in market share

Beverages:

- J&N category impacted in the quarter due to muted festive season demand and price driven competitive intensity;
- Real gained ~318 bps market share during the quarter
- Several internal initiatives planned to ramp up growth

Real Fruit Power
Greetings
Iss Tyohaar Hoga
Réal Fruits
Ka Celebration

This Diwali, gift your loved ones the wishes of health & happiness with Réal Greetings.

Outdoor And Rural Activations



7,000
Wall Paintings

Wall Paintings



9 lakhs+
Sq Ft Area Covered

Metro Pillar Branding



Chitrakoot Mela



<<Auto Brandings



<<Durga Puja

Building Visibility in Kumbh Mela



38 Led Screens	200+ Police Barricades	50 Branded Police Booths	13 Bill Boards	100 Changing Rooms	7 Branded Stalls	10+ Dant Snan Stations
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इस महाकुम्भ, पूरी श्रद्धा से कीजिए भक्ति
डाबर च्यवनप्राश दे 100+ बीमारियों से लड़ने की शक्ति

डाबर च्यवनप्राश

Products shown: Dabur Khajurprash, Dabur Chyawanprash 3x Immunity Active, Dabur Chyawanprakash Special.

प्रार्थना से पहले दन्त स्नान का धर्म निभाओ, हर सुबह डाबर रेड अपनाओ.

Dabur RED PASTE

PASTE FOR TEETH & GUMS
Protection for the entire Family

CLINICALLY PROVEN for Dental Problems

Fights 7 Dental Problems

त्रिवेणी संगम पर डाबर आँवला वाली मज़बूती की त्रिवेणी

Dabur Amla Hair Oil

WORLD'S No.1 HAIR OIL

3 HAIR BENEFITS

75 सालों से मज़बूती का प्रतीक असली आँवला, डाबर आँवला

महाकुम्भ को बनाएं खास, फ्रूट न्यूट्रिशन के साथ!

Real Fruit Power

Rs. 10/- Only

Products shown: Real Mixed Fruit, Real Amla, Real Mango, Real Guava, Real Pomegranate.

@ ₹10/- Onwards

*110ml

Q3 FY25 | Consolidated P&L



<i>In INR crores</i>	Q3 FY25	Q3 FY24	Y-o-Y (%)
Revenue from operations	3,355.2	3,255.1	3.1%
Material Cost	1,742.9	1,672.8	4.2%
Employee expense	335.2	310.6	7.9%
Advertisement and publicity	226.6	244.5	(7.3%)
Other Expenses	368.7	359.3	2.6%
Operating Profit	681.9	667.8	2.1%
<i>% of Revenue</i>	20.3%	20.5%	
EBITDA (inc Other income)	809.9	795.2	1.8%
<i>% of Revenue</i>	24.1%	24.4%	
Net profit for the period/year (after minority)	522.4	514.2	1.6%
<i>% of Revenue</i>	15.6%	15.8%	

Q3 FY25 | Standalone P&L



<i>In INR crores</i>	Q3 FY25	Q3 FY24	Y-o-Y (%)
Revenue from operations	2,448.3	2,414.4	1.4%
Material Cost	1,327.0	1,280.0	3.7%
Employee expense	206.0	196.9	4.6%
Advertisement and publicity	166.0	189.7	(12.5%)
Other Expenses	226.7	216.2	4.8%
Operating Profit	522.5	531.5	(1.7%)
% of Revenue	21.3%	22.0%	
EBITDA (inc Other income)	628	633.4	(0.9%)
% of Revenue	25.6%	26.2%	
Net profit for the period	418.1	428.1	(2.3%)
% of Revenue	17.1%	17.7%	

Cautionary note concerning forward-looking statement

Certain statements made in this presentation relating to the Company's objectives, projections, outlook, expectations, estimates, among others may constitute 'forward-looking statements' within the meaning of applicable laws and regulations. Actual results may differ from such expectations, projections etc., whether express or implied. These forward-looking statements are based on various assumptions, expectations and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, competitive intensity, pricing environment in the market, economic conditions affecting demand and supply, change in input costs, ability to maintain and manage key customer relationships and supply chain sources, new or changed priorities of trade, significant changes in political stability in India and globally, government regulations and taxation, climatic conditions, natural calamity, commodity price fluctuations, currency rate fluctuations, litigation among others over which the Company does not have any direct control. The company cannot, therefore, guarantee that the 'forward-looking' statements made herein shall be realized. The Company, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein or make written or oral forward-looking statements as may be required from time to time based on subsequent developments and events.