

August 9, 2024

DCS-CRD BSE Limited First Floor, New Trade Wing Rotunda Building, Phiroze Jeejeebhoy Towers Dalal Street, Fort, Mumbai 400 023 Stock Code: 533229	Listing Compliance National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor Plot No. C/1, 'G' Block Bandra- Kurla Complex Bandra East, Mumbai 400 051 Stock Code: BAJAJCON
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Dear Sirs/Madam,

Sub: Investor Presentation

Please find enclosed a copy of the Investor Presentation for the first quarter ended June 30, 2024.

The same may please be taken on record and suitably disseminated to all concerned.

Thanking you,

Yours Sincerely,

For Bajaj Consumer Care Limited

Vivek Mishra
Head (Legal) & Company Secretary
Membership No.: A21901

Encl: as above

Bajaj Consumer Care Limited

1231, 3rd Floor, Solitaire Corporate Park, 167, Guru Hargovind Marg, Chakala, Andheri (East),
Mumbai 400 093 | Tel.: +91 22 66919477/78 | CIN: L01110RJ2006PLC047173 |

Web: www.bajajconsumercare.com

Registered Office: Old Station Road, Sevashram Chouraha, Udaipur- 313 001, Rajasthan
Tel.: +91 0294-2561631, 2561632

INVESTOR PRESENTATION

Q1 FY25



bajaj CONSUMER CARE

Product Range

Almond Drops Hair Oil



Coconut Hair Oil Range



Amla Hair Oil Range



NoMarks Range



Almond Drops Skin & Hair Care Range



Ethnic Range



Digital First Brands

100% Pure



Natv Soul



The background features a soft, golden glow with dynamic splashes of liquid on the left and right sides, creating a sense of movement and elegance.

Q1 FY25 PERFORMANCE

Executive Summary – Standalone



INR 236.9 Crs
3-year CAGR 3.8%
4-year CAGR 5.5%



55.2%



INR 38.4 Crs
16.2% of Sales



INR 38.0 Crs
16.0% of Sales

YoY

-8.8%

+58 bps

-230 bps

-16%

QoQ

+2.9%

+52 bps

Flat

+2%

Brand Performance Highlights

ADHO



- Flat sequentially, while YoY declined on account of planned one time market hygiene corrections in wholesale discount and rationalization of trade schemes

NPDs + Traditional



- Continues to scale up well with growth of 16% QoQ and 17% YoY
- Premium portfolio of Almond Drop Hair and Skin care range registered a growth of 72% YoY and is witnessing good traction in multiple categories
- Bajaj 100% Pure Coconut Oil witnessed robust growth

The background features a soft, warm golden glow. On the left and right sides, there are dynamic splashes of golden liquid, captured in mid-air, creating a sense of movement and elegance. The liquid has a metallic sheen and is set against a light, hazy background.

MARKETING

bajaj CONSUMER CARE

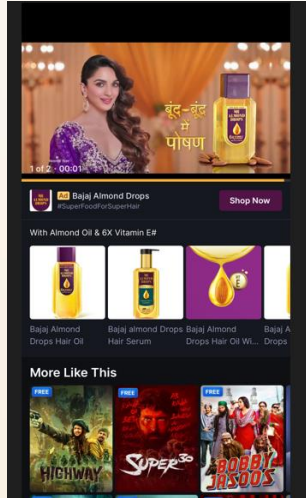
Almond Drops Hair Oil Q1 FY25 Performance

- Rationalized Quantity Promotion Scheme (QPS) slabs between small and large wholesalers along with trade scheme. This resulted in higher temporary decline largely in sachets
- Packaging conversion done from Glass to PET in 190 ml is receiving good response from consumers & is scaling up well
- 700 ml launched last year in GT consistently scaling up over last 4 quarters
- Overall large packs continue to perform well with a 4 Year CAGR of 9.4%



Almond Drops Hair Oil Digital Media Initiatives

Programmatic Advertising



Objective: Build incremental reach and tap TV dark market

Platforms: YouTube & Top OTT Shows

Views : 1.79Cr

VTR : 89%

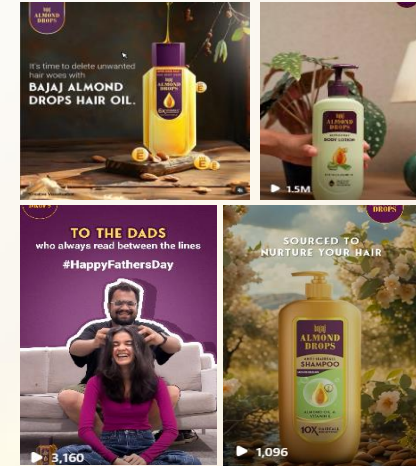
Influencer Marketing



84 Influencers deployed in Q4 (Amazon Affiliate Influencers, KOL & Micro)

ER% : 3%

Driving Social Media via Trending Content



Improvement in ER% due to relevant creatives

ER% : 2.2%

Hair oil industry benchmark for ER% on organic posts – 1.7%

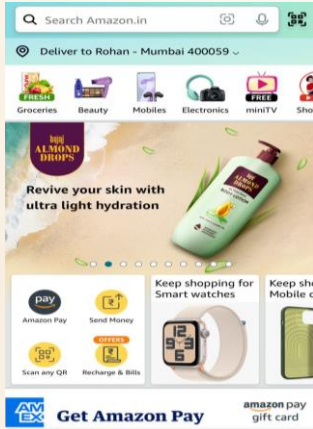
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Almond Drops Hair & Skin Care Range



Launch of Almond Drops Ultralight Body Lotion

- Almond Drops Ultralight (Summer) Body Lotion launched in April 2024
- Nourishes, Refreshes, Moisturizes
- RTB – Aloe vera, Almond Oil & Vitamin E
- Listed in key chains such as Amazon, Flipkart, Myntra and independent chains



On platform activities



Off platform activities
Affiliate influencers
program



Shelf Strips
implementation

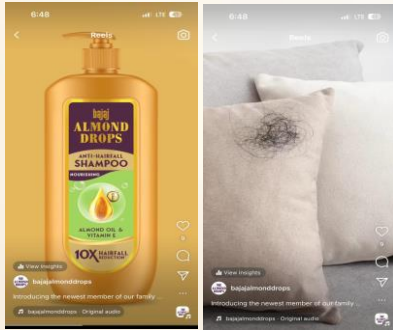


SKU	MRP
400ml	399
600ml	550

Almond Drops Shampoo and Conditioner

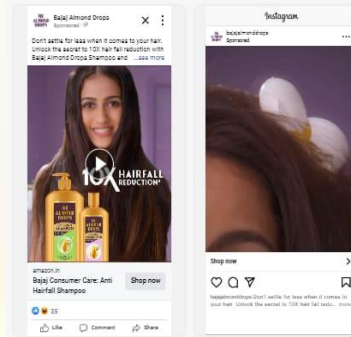
- Increase in Offtakes due to On & Off-Platform activation strategies
- Brand gaining traction with an average rating of 4.3 with more than 5,000+ organic ratings and 350+ reviews

Targeting Audience using Amazon DSP & Flipkart Criteo



Total reach of 29 mn on Amazon

Meta Targeting



Started promoting assets on social media. 1.6 mn views generated on the digital film

Promoter Campaigns



Ran a PPI for promoters & merchandisers at Reliance that resulted in 2X offtakes

MT Visibility



Extended Support by placing FSU & Multibrand endcaps for visibility

Almond Drops Serum

- Almond Drops Serum Sachet launched in GT markets of WB and Odisha in April with 100% GTM achievement
- Positive consumer ratings, reviews ensuring Good traction in E-Commerce channels



Almond Drops Serum Sachet launched in WB & Odisha



Influencer campaign to drive conversion & build awareness



Visibility support via FSU and Endcaps across Reliance stores



Promoter led drive across 40 Reliance stores

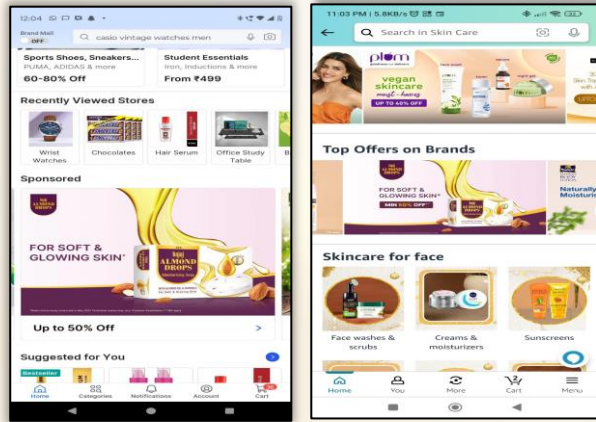


Sampling of AD Serum Sachet with ADHO 475ml across Reliance Chains

Almond Drops Soap

- Robust Offtakes in Modern Trade Chains
- Good traction on select E-Commerce platform

On-Platform Targeting



Focused on building awareness through search & display campaigns

High Value Proposition & Visibility



Visibility of 125 Gram*3 in Modern Trade Chains

Bajaj 100% Pure Coconut Oil Performance

- Brand witnessed robust growth both YoY & QoQ
- Consistent Market Share gain across several HSM states
- Steady increase of Market Share in Maharashtra on the back of media initiatives and distribution drives



100% PURE
COCONUT
OIL

Creative Visualization



PREMIUM
QUALITY OIL



MADE FROM
FINEST COCONUTS



NO ADDED
PRESERVATIVES



FRESH AROMA OF
COCONUTS



Creative Visualization

Bajaj 100% Pure Coconut Oil Q1 Initiatives

TVC & OTT



- TVC + OTT media done for Maharashtra in Q1
- SOV of 40% in Coconut Category for Maharashtra
- Digital media in Gujarat, MP, Rajasthan and Punjab

Canter Activity



- Canter vans running in Maharashtra, Gujarat, MP and Rajasthan
- 5,000+ retailers/Semi-Wholesalers/ Wholesalers participation
- 26,000+ consumer interaction

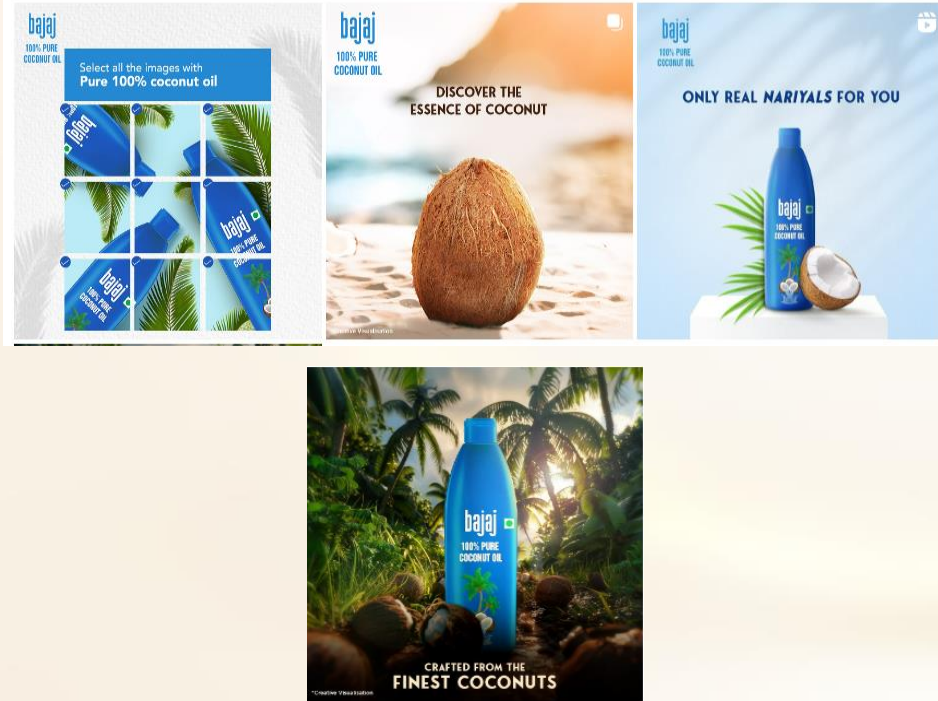
Wall Painting



- Parallel activity with Canter vans, 200 towns covered with higher category saliency
- 1,800 total paintings with 8-10 paintings per town

Bajaj 100% Pure Coconut Oil Digital Media Initiatives

Social Media Update



Fully functional Social Media Page

Amazon & Criteo reached 1.05 Cr audience



Objective: Create impact in HSM & Maharashtra rural. **Platforms:** OTT & YT

Views – 3.05 Cr | **CTR** – 0.86% | **VTR** – 82%

Ethnic Range - Bajaj Gulabjal

- Scaling up well in General trade post phased launch pipelining in Q3 & Q4
- Launched on leading B2B platforms as well as independent stores across West, North, and East Zones
- Presence is being strengthened through in-app product banners and POSMs like window shelves in Independent stores



bajaj CONSUMER CARE

The background features a soft, warm golden glow with dynamic splashes of golden liquid. On the left, a large splash curves upwards. On the right, a vertical splash descends. The overall aesthetic is clean, bright, and energetic.

SALES

bajaj CONSUMER CARE

Channel Performance Highlights



General Trade



Organized Trade



International Business

- Sales declined due to planned one time market hygiene corrections in wholesale discount and rationalization of schemes; LY Q1 high base accentuated the decline
- RTM Revamp 'Project Aarohan' in progress
- Pilot already commenced in two key states
- Registered a growth of 12% YoY and 15% QoQ. Saliency at 26%
- Modern Trade grew by 9%
- E-Commerce registered a growth of 13%
- Canteen + Institutions registered a growth of 15% YoY
- On a consolidated basis, IB grew by 1% YoY (on a high Q1 base) and 28% QoQ
- Nepal grew by 76% YoY and 20% QoQ
- Middle East & Africa grew by 45% on a sequential basis
- Rest of World registered a growth of 43% YoY and 55% QoQ
- National to own-distribution transition in Bangladesh completed



AAROHAN
A TRANSFORMATION JOURNEY

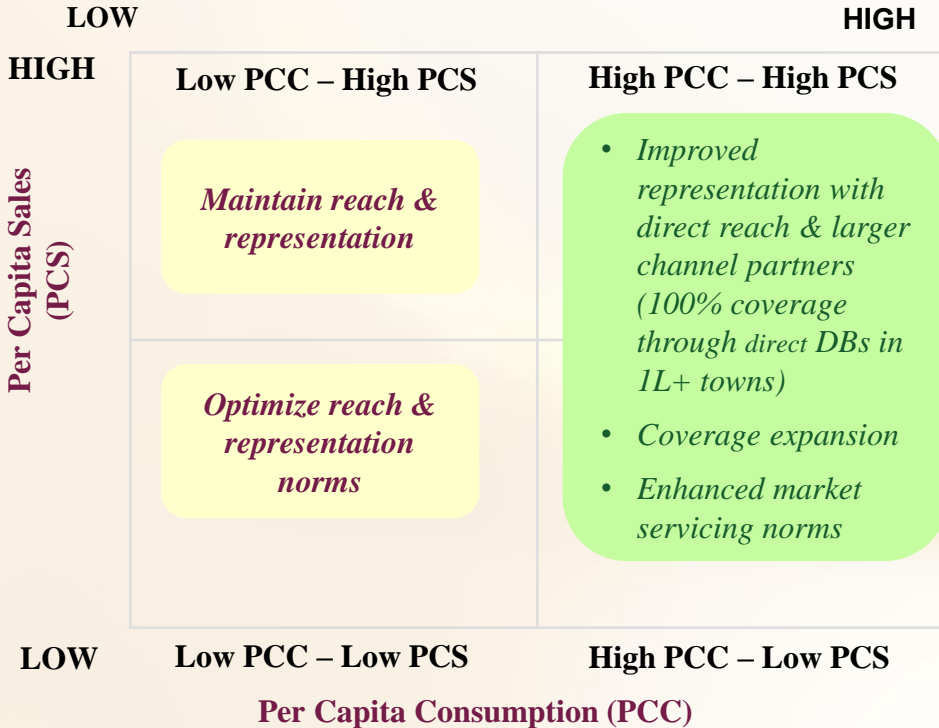
PROJECT AAROHAN

bajaj CONSUMER CARE

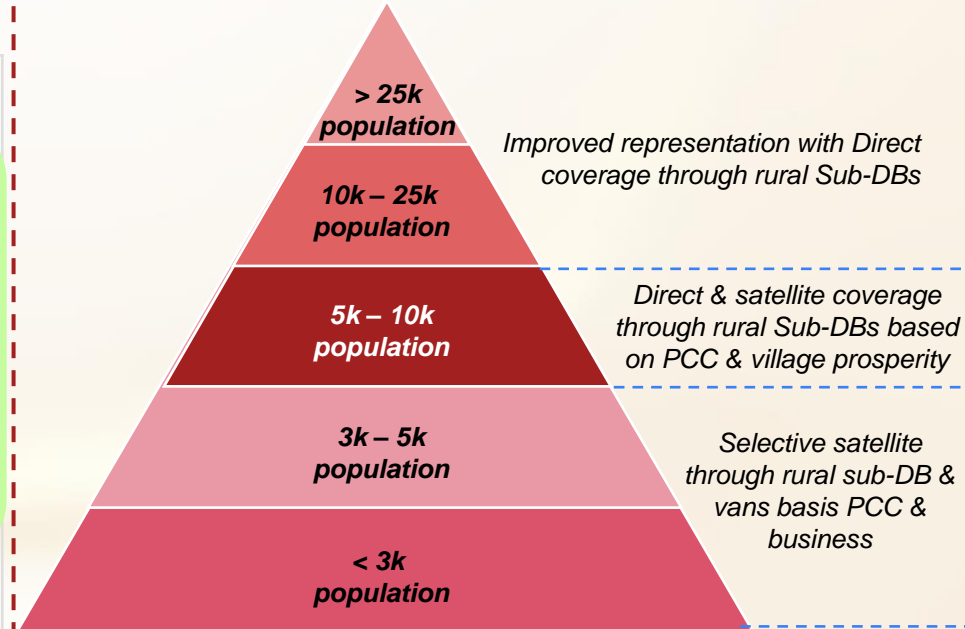
Project Aarohan - Revamping our RTM to drive growth

Improving our representation in high potential/performance towns while optimizing representation in lower PCC¹/PCS² towns

Urban representation (All 50k+ population towns)



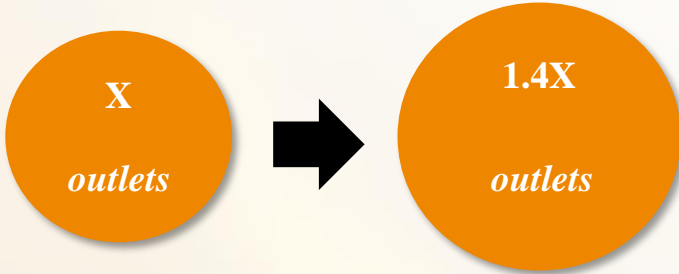
Rural representation



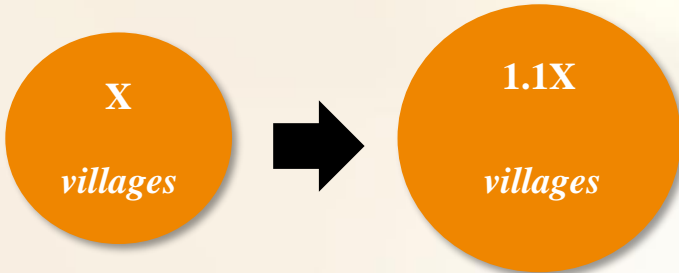
1. PCC – Per Capita Consumption, 2. PCS – Per Capita Sales

Planned for reach expansion across India & improved servicing for high potential outlets

Phased expansion in urban reach (in 50k+ population towns)



Pointed expansion in high potential villages in key states



Improved servicing in high potential outlets

High potential outlets

- ✓ High throughput
- ✓ High bill-cuts/month
- ✓ High range selling



Weekly servicing



Better salesmen



Suggested order

Geo Tagging & Fencing for Urban Markets

- We have undertaken Geo tagging of all our direct coverage stores
- The exact location of store will be captured in the app used by sales force
- Subsequently this location (latitude / longitude) will be locked (fenced) so that orders have to be taken only at the location of store and cannot be taken remotely



Pilot in Maharashtra & Madhya Pradesh

- Pilot started in April
- Now 85% of the outlets are Geo tagged with Photo Stored for each Outlet



PAN India Roll out

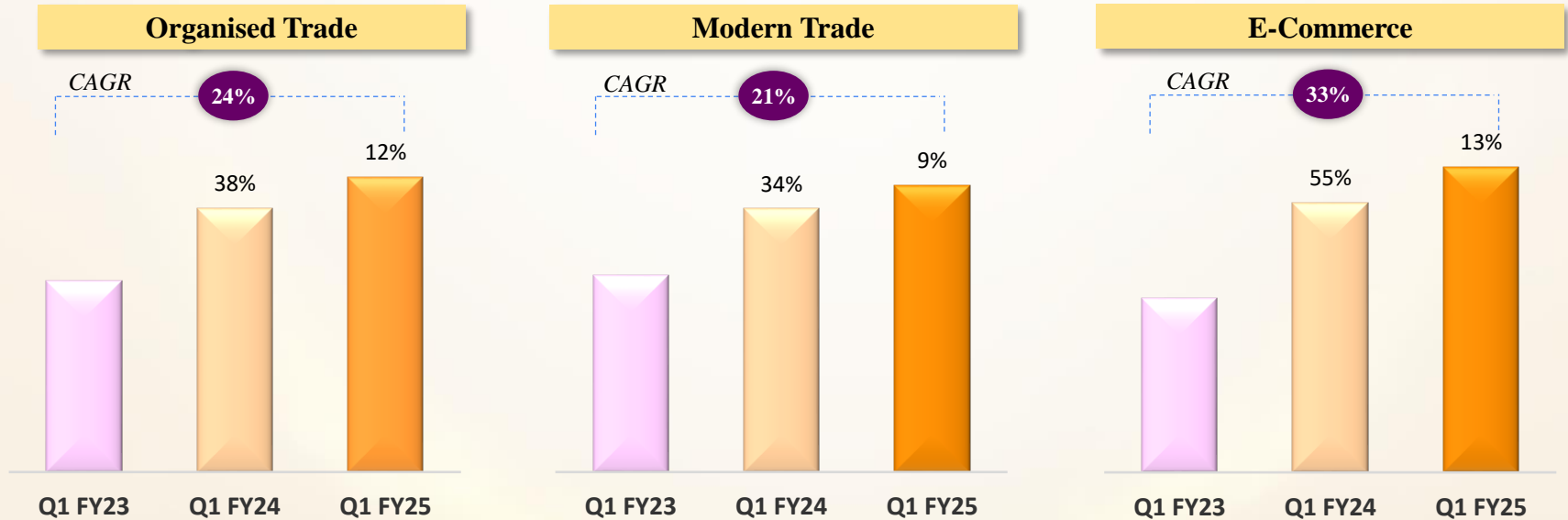
- By July 2.2 lac out of 3.4 lac Urban Outlets (64%) are Geo tagged
- Exercise of tagging will end in Q2



Geo Fencing

- Salesmen will be able to take orders at retail outlets within the defined radius of the geo tagged location
- At testing phase in Maharashtra, All India roll out in Q3

Organised Trade – Robust Scale up



Key Takeaways:

- Strong performance in Independent chains across regions
- ADHO Mid packs registered strong growth led by expansion in quick commerce
- Almond Drops Hair and Skin Care Range sees good traction on E-commerce

Visibility Execution in MT B2C

Multi Brand Visibility



E-Commerce: On Platform Media Execution

Flipkart Grocery

Search for atta

Home Categories Top Offers What's New

Earliest by Tomorrow, 2 PM
560103, Bangalore

BACK TO CAMPUS SALE IS LIVE Shop Now

₹34,197 Saved in the last 11 months

All Categories Order Again Curated Items For You Monsoon Store Fresh Store

Nourish Your Hair & Skin with Almond Oil & Vitamin E
Up to 50% Off
#SuperFoodForYou

STEAL DEALS Shop for ₹800 to get Steal Deals

ProV Mini Cashews Roasted and Salted
18 g

blinkit Delivery in 21 minutes
Bengaluru, Karnataka 560064, IN

Almond Broops
GREAT DEAL

Hair Care Essentials

Hair Oils Shampoos Conditioners

Hair Masks & Creams Hair Serums Hair Colours

AMRUTJALA 75

CITYMALL BIG BACHAT DAYS
1st-9th June

आ गया है बचत का बाप

Download the CityMall app

₹1,799 ADD ₹675 ADD ₹1,099 ADD

₹27.5/kg से ₹30 से ₹29.5/kg से ₹29 से ₹28.5/kg से

₹100 से ₹100 से ₹100 से ₹100 से

₹50 से ₹50 से ₹50 से ₹50 से

₹100 से ₹100 से ₹100 से ₹100 से

CITYMALL

Download on the App Store

All Categories Grocery Kurts Kids Western...

Home Men Fashi... Saree Beauty Kitchen

FIRST SUNDAY MAHA SALE
2nd JUNE

bajaj The Best Of Care For Your Hair & Skin

SALE IS LIVE Every 2 Hours

All Ethnic Western

UP TO 40% OFF MIN. 65% OFF

UP TO 50% OFF

ALL-STAR BRANDS

The background of the slide features a soft, warm golden glow. On the left and right sides, there are dynamic splashes of golden liquid, captured in mid-air, creating a sense of movement and elegance. The central text is set against this luminous backdrop.

ESG and Recognition

ESG - Focus on resource optimization

Reduced consumption of Water and Energy

Water Conservation



Reduction in specific water consumption per litre of product at Guwahati on YoY basis

Major initiatives include Water Conservation initiatives and reuse of water schemes aiming towards being Water Positive

Energy Conservation



Reduced consumption of Energy through energy optimization and energy efficiency improvement initiatives in manufacturing

Paonta plant has seen improvement of 7% on YoY basis

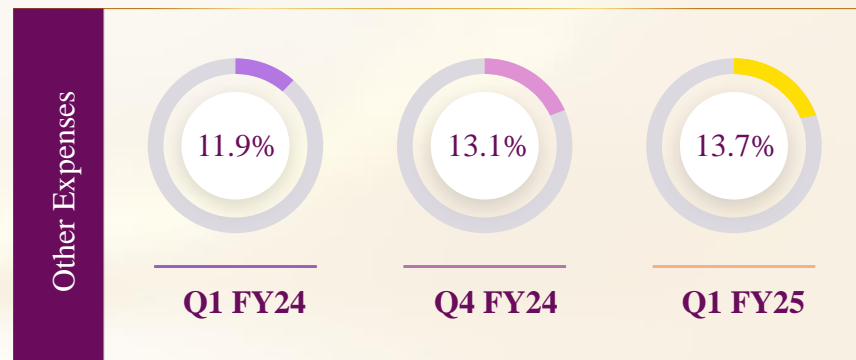
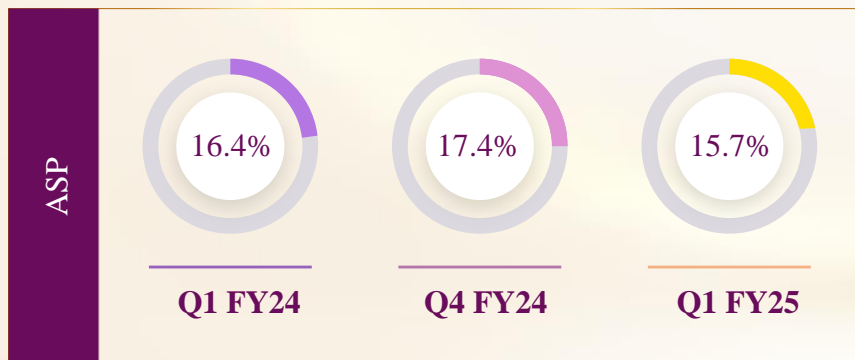
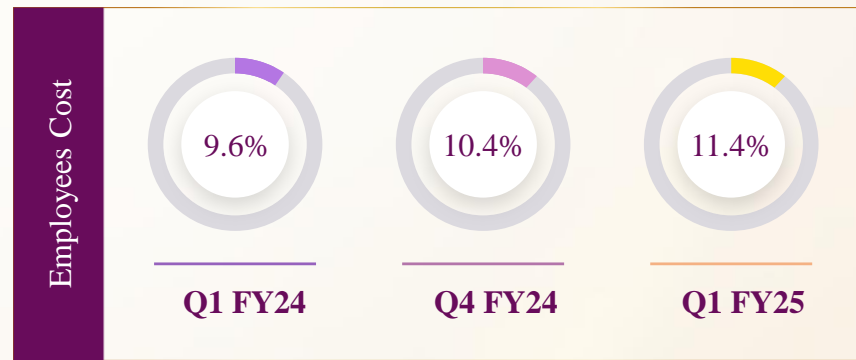
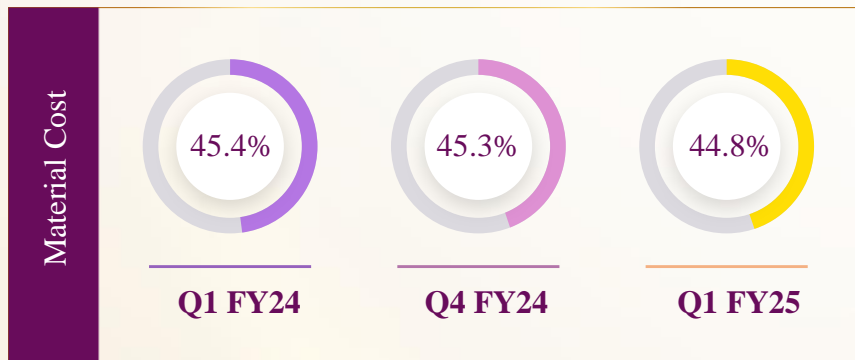
Paonta Plant received Gold Award CII National Low-Cost Automation (LCA) Competition Ceremony under Industry 4.0



The background features a soft, warm golden glow with dynamic splashes of liquid in shades of gold and yellow, primarily on the left and right sides, creating a sense of movement and elegance.

FINANCIALS

Standalone - Expenses To Sales Trend



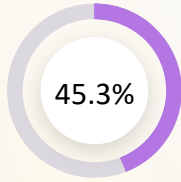
Financial Performance - Standalone

(in Rs. Crore)

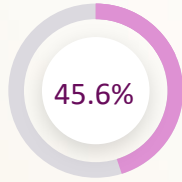
Particulars	Q1 FY25	Q1 FY24	YoY%	Q4 FY24	QoQ%
Net Sales Value	236.9	259.7	-8.8%	230.2	2.9%
Other Operating Income	4.2	4.5	-5.4%	5.7	-25.9%
Total Operating Income	241.2	264.2	-8.7%	235.9	2.2%
Cost of Goods sold	106.2	117.9	-9.9%	104.3	1.8%
Contribution	130.8	141.8	-7.8%	125.8	3.9%
% of Sales	55.2%	54.6%		54.7%	
Employees Cost	27.0	24.8	8.9%	24.0	12.7%
Advertisement & Sales Prom.	37.2	42.5	-12.5%	40.2	-7.4%
Other Expenses	32.4	30.9	4.9%	30.1	7.8%
EBITDA	38.4	48.1	-20.2%	37.3	2.7%
% of Sales	16.2%	18.5%		16.2%	
Other Income	11.0	10.6		11.7	
Finance Cost	0.2	0.3		0.2	
Depreciation and Amortisation	2.2	2.2		2.5	
Corporate Social Responsibility	1.0	1.1		1.1	
Profit Before Tax(PBT)	46.0	55.0	-16.4%	45.2	1.8%
Tax Expenses	8.0	9.6		7.9	
Profit After Tax(PAT)	38.0	45.4	-16.4%	37.3	1.8%
% of Sales	16.0%	17.5%		16.2%	

Consolidated - Expenses To Sales Trend

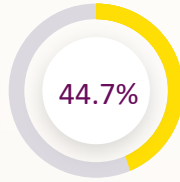
Material Cost



Q1 FY24

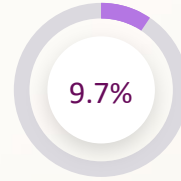


Q4 FY24

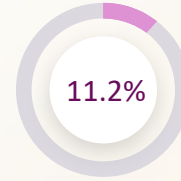


Q1 FY25

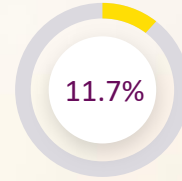
Employees Cost



Q1 FY24

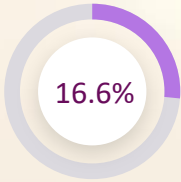


Q4 FY24

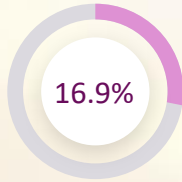


Q1 FY25

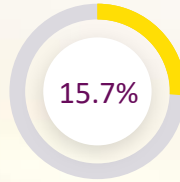
ASP



Q1 FY24

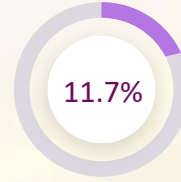


Q4 FY24

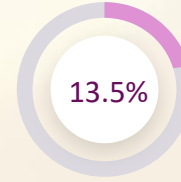


Q1 FY25

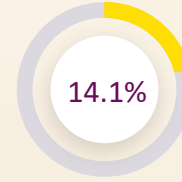
Other Expenses



Q1 FY24



Q4 FY24



Q1 FY25

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					(in Rs. Crore)	
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Contribution	133.7	145.3	-8.0%	127.5	4.8%	
% of Sales	55.3%	54.7%		54.4%		
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Profit After Tax (PAT)	37.1	46.2	-19.7%	35.5	4.3%	
% of Sales	15.4%	17.4%		15.2%		

Macro Outlook

1



Normal to Above-Normal
Monsoon

2



Urban demand
projected to remain
stable

3



Rural demand to improve,
supported by increased budgetary
allocation for rural development

4



Raw material prices to
stay largely stable, given
range bound input prices

Our Priorities for FY25

- Continue to deliver on strategic pillars with portfolio diversification in Hair & Skin care range
- Revamping our Route to Market (RTM) for General trade, Continue aggressive growth in Organised trade
- Increased saliency of International business with deeper penetration in focus markets and expanding geographies
- Mid to high single digit value growth for the Company

THANK YOU!

