

Dated - 05.08.2024

**BSE LIMITED**  
Corporate Relations Department  
Phiroze Jeejeebhoy Towers  
Dalal Street, Fort  
Mumbai-400001  
Scrip code: 543264

**NATIONAL STOCK EXCHANGE OF INDIA LIMITED**  
Listing Department  
Exchange Plaza, 5th Floor, Plot no. C/1  
G Block, Bandra Kurla Complex, Bandra (E)  
Mumbai-400051  
Scrip Code: NURECA

**Subject: Investor Presentation (Q1'FY25)**

Dear Sir/ Madam,

In furtherance to the un-audited standalone and consolidated financial results of the Company already forwarded to the stock exchanges this day in compliance of Regulations 30, 33 and other applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, also please find enclosed herewith Investor Presentation (Q1'FY25) based on the financial performance of the Company for the quarter ended June 30, 2024.

The above is for your information and records.

Thanking you,

Yours faithfully,

For Nureca Limited



(Chetna Anand)  
Company Secretary & Compliance Officer

**NURECA LIMITED**

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Registered Office : 101 Office Number, Udyog Bhavan, 1st Floor, Sonawala Lane, Goregaon East,  
Mumbai City Maharashtra - 400063

Phone No. +91-172-5292900 CIN L24304MH2016PLC320868

**Q1 2025**

**Earnings Presentation**

**Dr. Trust**



**NUREÇA**  
[www.nureca.co](http://www.nureca.co)



## Disclaimer

The Presentation is to provide the general background information about the Company's activities as at the date of the Presentation. The information contained herein is for general information purposes only and based on estimates and should not be considered as a recommendation that any investor should subscribe / purchase the company shares. The Company makes no representation or warranty, express or implied, as to, and does not accept any responsibility or liability with respect to, the fairness, accuracy, completeness or correctness of any information contained herein.

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## Our VISION

To become one of the World's

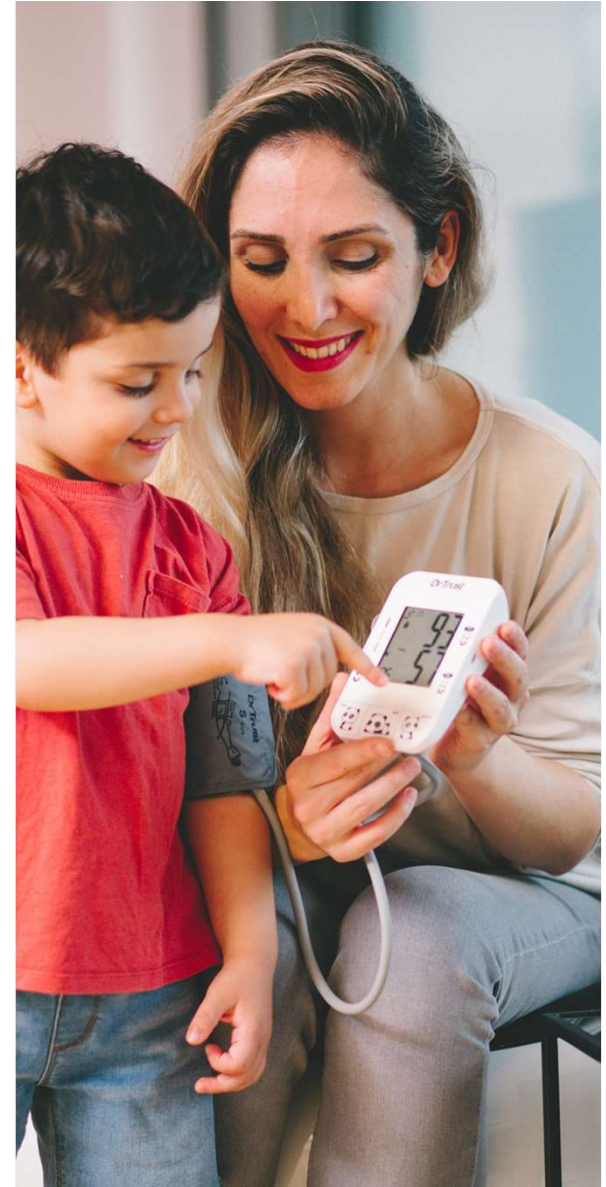
**most Respected**

**Home Healthcare and wellness companies**

by empowering customers through

**innovative , accessible and data driven**

**healthcare solutions.**







# Financial Performance Highlights

for Q1 FY25

Nureca is a debt-free, asset light company and has a healthy liquidity position.

## Results

**₹ 332 Million**

GMV

**₹ 203 Million**

Operating Revenue

**₹ 34 Million**

EBITDA

**₹ 17 Million**

Profit after Tax



# NUREÇA

Are specialists in home healthcare and wellness products

## 3 Established Brands

Dr Trust<sup>®</sup>

DR PHISIO<sup>®</sup>

trumom<sup>®</sup>



### Chronic Diseases

Nebulizer; BP Monitors; Finger Pulse Oximeter; Glucose meter; Thermometers, connected devices



### Lifestyle & Fitness

Humidifiers & Steamers; Personal Scales; Massagers; Yoga & Exercise; Fitness Tracking; Dental & Personal Care



### Orthocare

Orthopedic cushions; orthopedic memory foam pillow; Massagers; Pain Management; massagers, Rehabilitation



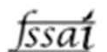
### Mother & Baby

Baby Feeding; Carry Cots; Baby Organic Skincare; Bottle Warmers & Steamers



### Nutrition

Niche Supplements



# Dr Trust recognized as a 'Well Known Trademark'



Dr Trust has garnered a plethora of accolades over the years. This is yet another milestone achieved by Dr Trust



This Milestone underscores Dr Trust's commitment to excellence and reinforces its standing as a frontrunner in the home healthcare and wellness industry

- Recognition offers increased protection under regulatory frameworks, guarding against unauthorized use or infringement
- Enhances brand clarity in the market, reducing consumer confusion
- Elevated brand worth and credibility among stakeholders.



## Q1'FY25 Financial Performance Highlights

**203 mn | (5)%**

Revenue | YoY Growth

**34 mn | 1589%**

EBITDA | YoY Growth

**17 mn | 335%**

PAT | YoY Growth

**332 mn | 12%**

GMV | YoY Growth

**187 mn | (7)%**

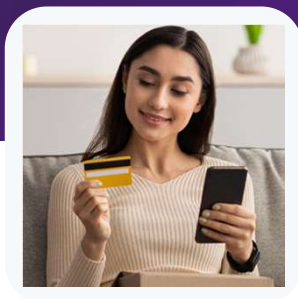
Online Sales Revenue | YoY Growth

**92%**

Revenue contribution  
from Online Sales



## Strategic Pillars



### D2C growth

Expand our already strong presence online by innovating new products



### Omnipresence

Establish pan India sales network with expansive reach and deep engagement



### Manufacturing

Building a strong manufacturing base in India with focus on quality, innovation, safety and efficiency



### Connected Health

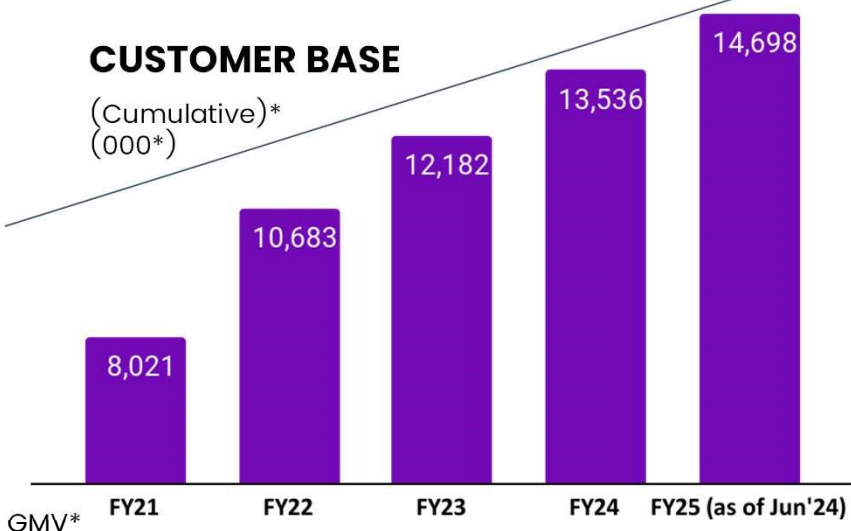
Transform lives of our users through our Connected healthcare solution Dr Trust 360



# D2C

## Our growing digital customer base

Our customer base has grown exceptionally over the last 5 years which is a result of remarkable quality of our products that led to word-of-mouth marketing by our loyal customer base. Currently, our products have more than 1 lakh 31 thousand positive reviews online



**92%**  
Revenue Contribution from Online sales

**1.47 cr**  
Happy families use our products

**2**  
Economic Times Awards

**4.6** ★★★★★  
4509 reviews

Reviews 233 • Excellent  
★★★★★ 4.7



Dr Trust®

No. 1

Home Healthcare & Wellness  
Brand in India



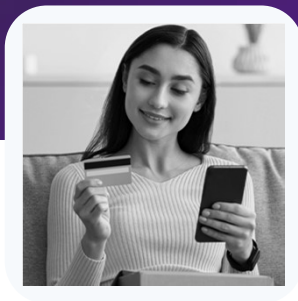
#MRSI & GDPR compliant consumer survey

**Dr Trust**, Nureca's flagship brand, has been ranked as **India's number one brand in the category of Home Healthcare and Wellness.**

The Survey has been conducted in multiple cities across India.

Dr Trust received an average rating of 4.5/5, in **"consumer trust ratings for home healthcare brands in india**, which surpassed all other brands in India.

## Strategic Pillars



### D2C growth

Expand our already strong presence online by innovating new products



### 2 Omnipresence

**Establish pan India sales network with expansive reach and deep engagement**



### Manufacturing

Building a strong manufacturing base in India with focus on quality, innovation, safety and efficiency



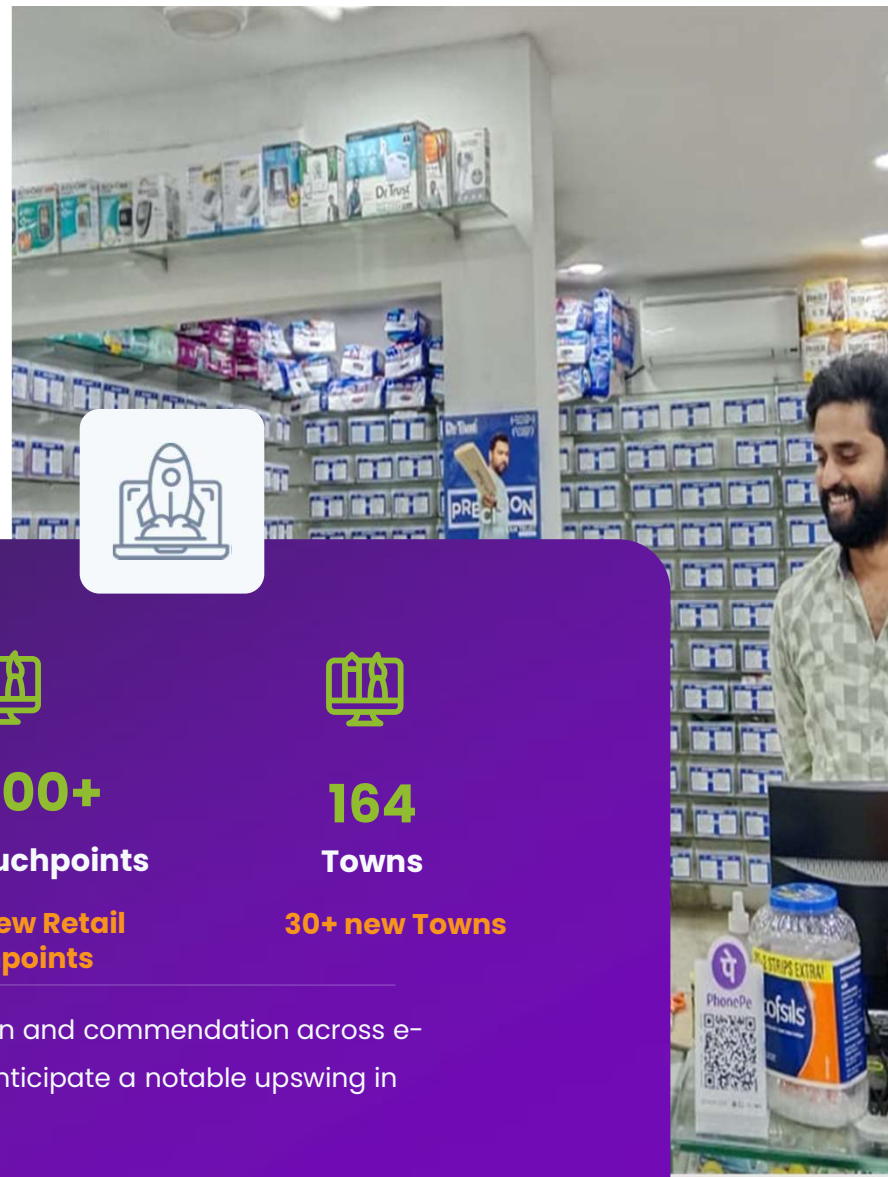
### Connected Health

Transform lives of our users through our Connected healthcare solution Dr Trust 360



# Omnipresence

We are expanding our strong portfolio of products by building a strong trade distribution network pan India and have onboarded 168 distributors till date.



**20/28**

**Live States**

**4 new States**



**45**

**Sales Team Strength**



**12,000+**

**Retail Touchpoints**

**2000+ new Retail Touchpoints**



**164**

**Towns**

**30+ new Towns**

Over the years, our brand, Dr Trust, has garnered substantial recognition and commendation across e-commerce platforms. By capitalizing on this positive momentum, we anticipate a notable upswing in our retail trade network.



## Strategic Pillars



### D2C growth

Expand our already strong presence online by innovating new products



### Omnipresence

Establish pan India sales network with expansive reach and deep engagement



### 3 Manufacturing

**Building a strong manufacturing base in India with focus on quality, innovation, safety and efficiency**



### Connected Health

Transform lives of our users through our Connected healthcare solution Dr Trust 360



# Manufacturing

Our wholly owned subsidiary **Nureca Technologies**, started manufacturing activity in April 2022 and has obtained ISO 13485:2016 and ISO 9001:2015 certifications from notified body Intertek, for Nebulizers and Blood pressure monitors. We have also received license for manufacturing Nebulizer, Digital Thermometer and Blood Pressure Monitor from Central Drugs Standard Control Organisation

These certifications represents another key milestone for the Company's globally certified made in India medical devices manufacturing facility. These certifications solidifies the Company's commitment to quality and compliance in the world of health.





## Medical Products manufactured by **Nureca Technologies**



**BP Monitors**



**Nebulizers**



**Thermometers**



**Heat Therapy**



**Electric Massagers**

## Medical Device (BP Monitor) manufactured by **Nureca Technologies**



### Advanced Blood Pressure Monitors

- 3-Color hypertension indicator
- 2X measurement mode gives highly accurate results
- Cuff fitting and arm movement direction
- Irregular Heartbeat Indicator
- Upper Arm Measurement
- Easy to Operate
- Memory saves 2 users data
- Compact, portable, sturdy and durable design



## Medical Device (BP Monitor) manufactured by **Nureca Technologies**



**\* Newly Launched**

### **Aneroid Blood Pressure Monitoring Machine**

- **Manual Sphygmomanometer:** Features an aneroid gauge and inflatable cuff for accurate BP measurement.
  - **Clinical Accuracy:** Attains readings within  $\pm 3$ mmHg with a certified 300 mmHg no-pin stop manometer.
  - **Included Stethoscope & Carrying Bag:** Comes with a premium single-head stethoscope and a carry pouch.
  - **Large Dial & Air Release Valve:** Ensures easy reading and efficient air release.
- Easy-to-Use:** Inflate the cuff by squeezing the bulb and read the gauge for BP results.

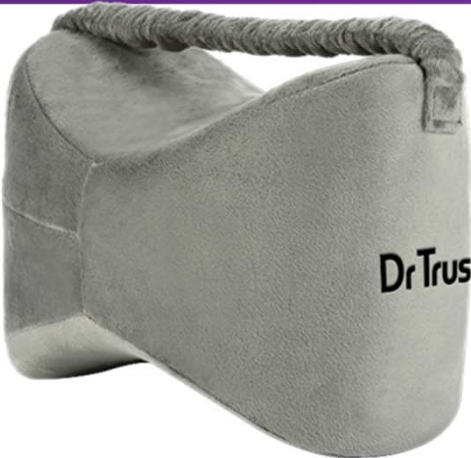




Orthopedic Products for Tailbone support  
manufactured by **Nureca Technologies**



**Coccyx Pillows**



**Knee Pillows**



**Backrest Pillows**



**Orthopedic Products for Better Support & Comfort**  
manufactured by **Nureca Technologies**



**Leg Elevation  
Wedge Pillow**

**Maternity Support  
Pillow**



**Backrest  
Wedge Pillow**

**Wedge Pillow for  
sitting & restful sleep**





Orthopedic Products engineered for Better Sleep  
manufactured by **Nureca Technologies**



**Memory  
Foam Pillow**



**Contoured  
Cervical Pillow**



**Cooling Gel  
Orthopedic Pillow**



**Memory Foam  
Cervical Pillow**



Orthopedic Products for Neck Support  
manufactured by **Nureca Technologies**



**Neck Strecher  
with heat**



**Neck Strecher  
without heat**



**Neck Pillow for  
travelling**



**Neck rest Car Pillow**



## Orthopedic Heel Pads for pain Relief manufactured by Nureca Technologies



**\* Newly Launched**

### Orthopedic Heel Pads for Heel Pain Relief

- **Cutting-Edge Massaging Gel Technology:** Provides all-day comfort by molding to the contours of your heel.
- **Optimal Cushioning & Shock Absorption:** Ensures maximum relief from heel pain.
- **Fits Most Shoe Styles (UK Sizes 5-11):** Ideal for athletic shoes, dress shoes, and boots, with or without socks.
- **Easy Maintenance:** Washable for hygienic, long-lasting use.
- **Versatile Use:** Effective in casual walking shoes, rugged hiking boots, and formal corporate shoes.





## Mother & Baby Care products manufactured by Nureca Technologies



### Electric Breast Pump

- USB Rechargeable Multi-Mode Technology
- Customizable Intensity and Massage Modes
- Easy, Quiet, and Perfect Fit
- BPA-Free and Safe



### Manual Breast Pump

- Ergonomic Handle & Anti-Backflow System
- Quiet Operation, Customize Suction and Speed
- BPA-FREE, Non-Toxic, Easy to Install & Clean
- Portable and Simple To Use

# NUREÇA

## Body Massager for pain Relief manufactured by Nureca Technologies



**DR PHISIO**  
By Dr Trust

**Shiatsu**  
Massage

**6 Month**  
Standard  
Warranty

**USFDA & CE**  
Certified

**Superior**  
Quality  
Material

*Rohit Sharma*

**Long Chord**  
1.6 m Chord

### Manipol Massager

- Lightweight & Flexible design
- uses shiatsu massage technique to create a sense of relaxation
- Leak-Proof Design
- Helps in anxiety & depression, digestive disorders, fibromyalgia, headaches, insomnia related to stress, myofascial pain syndrome, soft tissue strains or injuries, sports injuries, as well as in boosting immunity.

## Products for Heat Therapy manufactured by **Nureca Technologies**



### Hot Water Bottle

- Premium Construction
- Targeted Heat Therapy
- Leak-Proof Design
- Easy to Use and Maintain
- Stylish, Versatile, and Eco-Friendly



### Heat Belt

- Fast pain relief
- Adjustable Temperature settings
- Safe & Soft Feel
- Compression for Muscle Stiffness
- Easy to Maintain
- User-Friendly Design

## Strategic Pillars



### D2C growth

Expand our already strong presence online by innovating new products



### Omnipresence

Establish pan India sales network with expansive reach and deep engagement



### Manufacturing

Building a strong manufacturing base with focus on quality, innovation, safety and efficiency



### 4 Connected Health

**Transform lives of our users through our Connected healthcare solution Dr Trust 360**



# Connected Health

## Dr Trust 360

Our unified app to track all the health metrics and vitals collected from various Dr Trust devices. Users can share real time health data with doctors, fitness trainers and health guardians

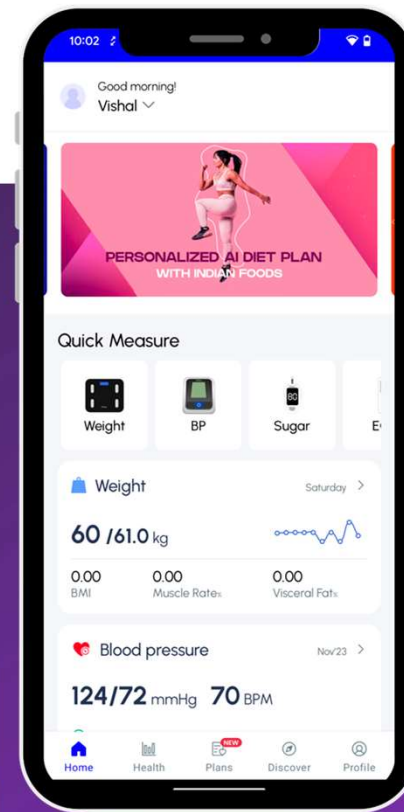
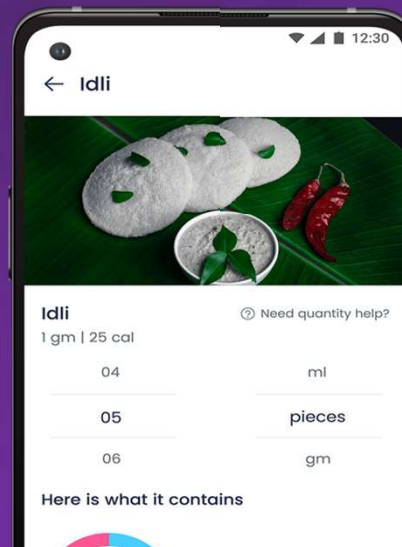


Progress so far -

# 13,44,200+

Users and counting

53,000+ new users in last quarter





**Q1 FY25**

**CONSOLIDATED FINANCIAL UPDATE**

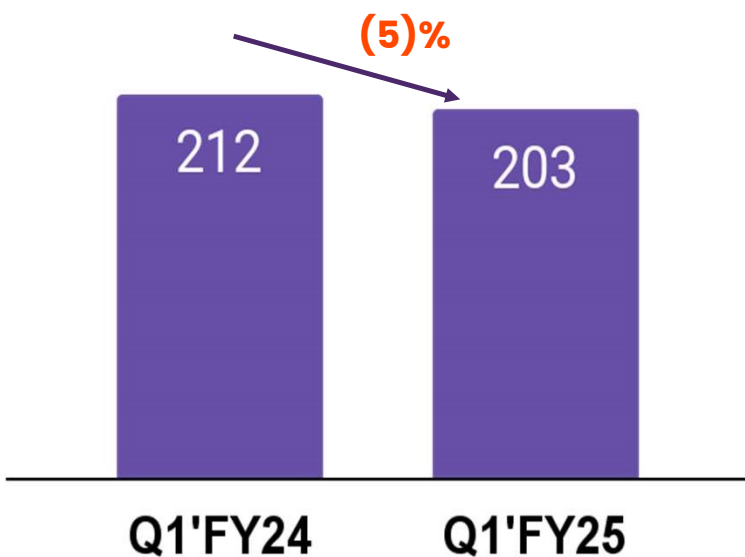




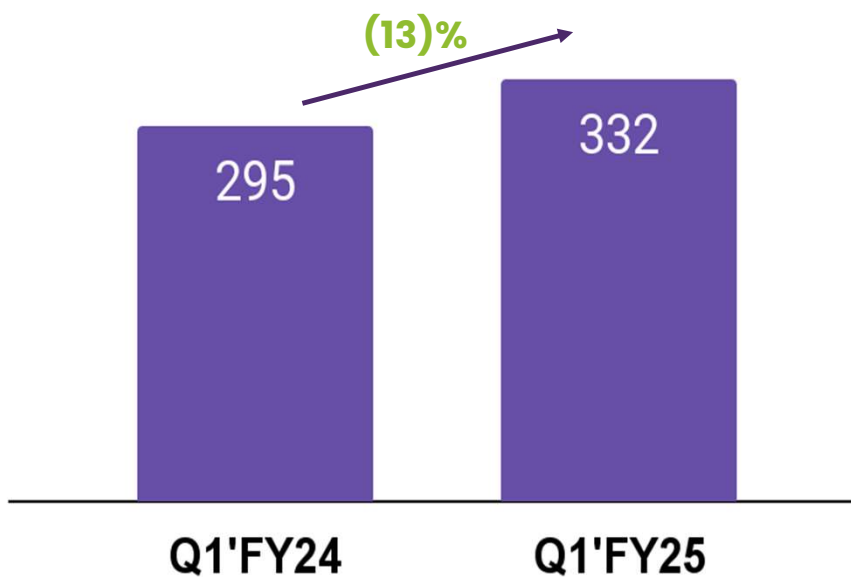
# Q1 FY25 Consolidated Financials



Revenue (Rs. Mns)



GMV Growth (Rs. Mns)





# Q1 FY25 Consolidated Financials

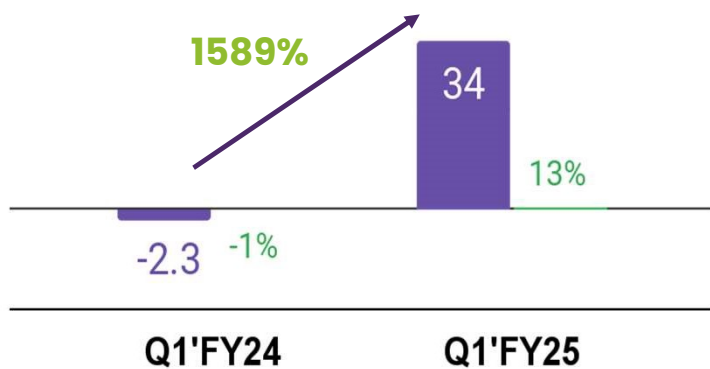


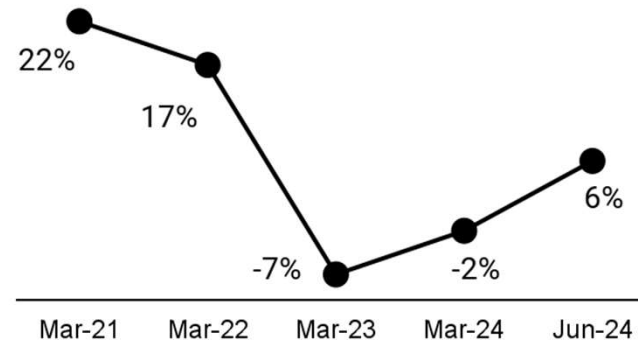
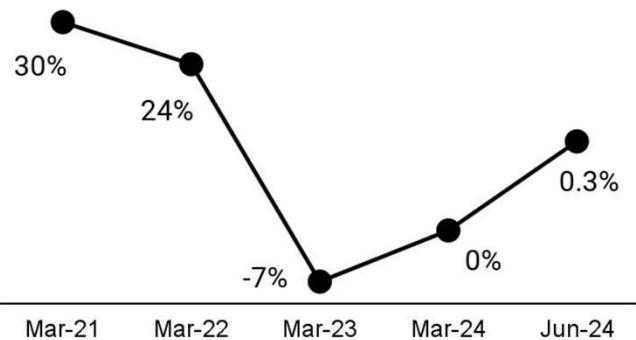
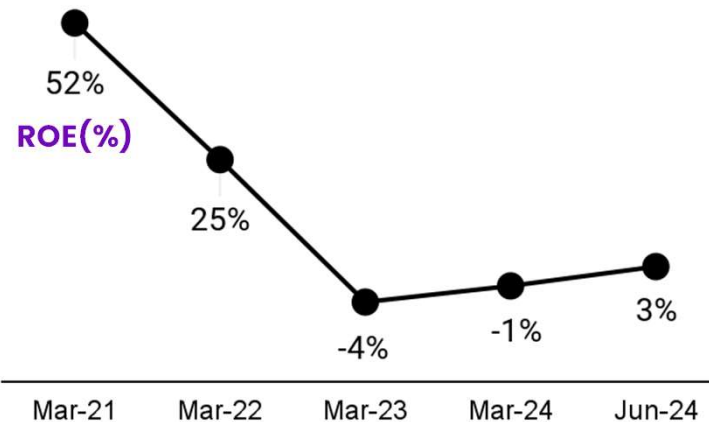
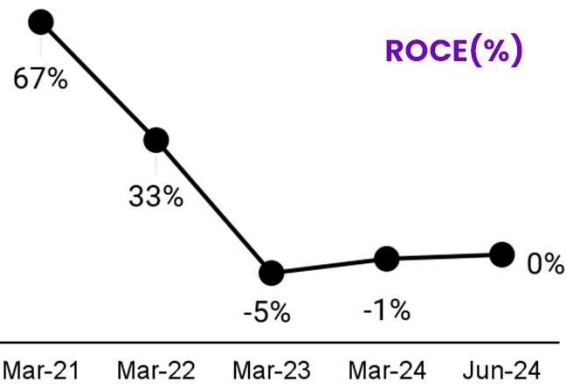
### EBITDA (Rs. Mns) EBITDA Margin%

### PAT (Rs. Mns) PAT Margin%

■ EBITDA ■ EBITDA Margin

■ PAT ■ PAT Margin

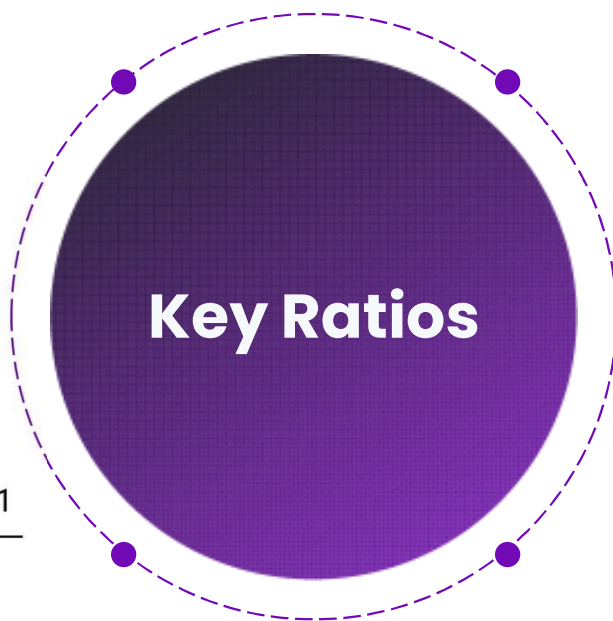
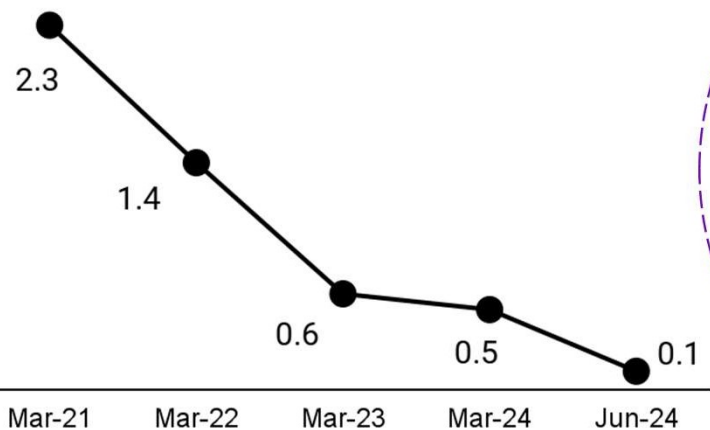




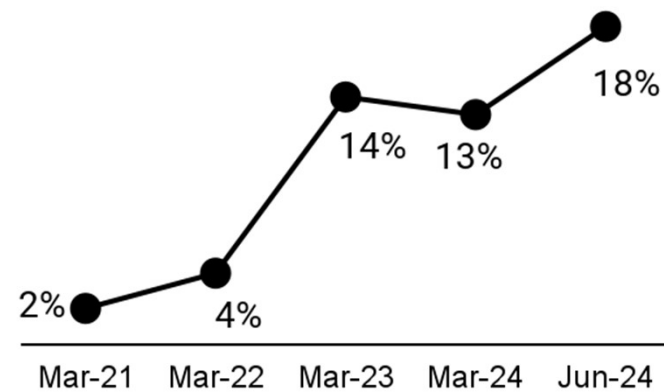
**EBITDA(%)**

**PAT(%)**

### Working Capital Turnover



### Employee Cost/Revenue (%)





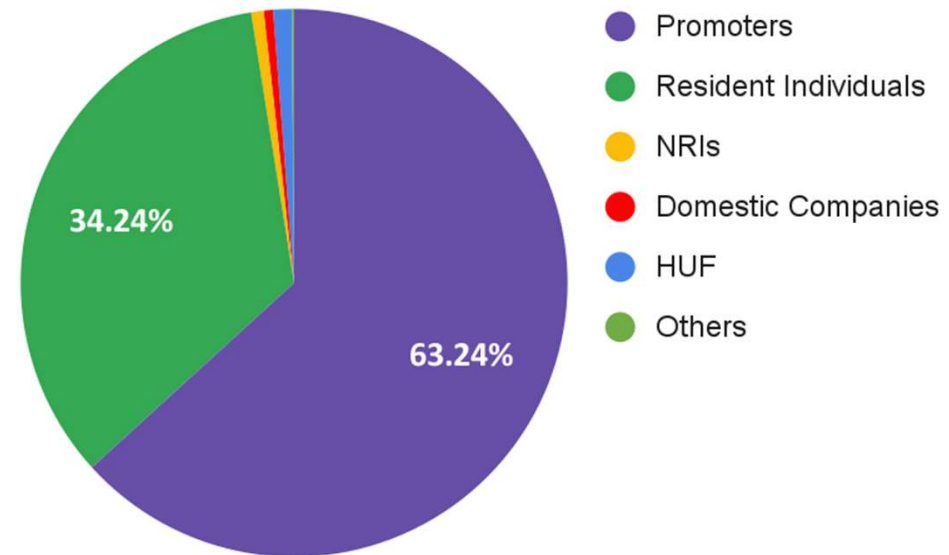


# Shareholder Information

Nureca Limited listed on Stock Exchanges (BSE and NSE) in 2021

NSE Ticker	NURECA
BSE Ticker	543264
IPO Listing Date	25 <sup>th</sup> February 2021
Market Cap (INR Cr)	272
Share Price (INR)	272
Shares Outstanding	1,00,00,175
Industry	Healthcare

Shareholding as on June 30, 2024





Exclusive meet & greet session with **Brand Ambassador Rohit Sharma** at Nureca's Corporate Office





# NUREÇA

THINK. FEEL. CREATE



## Contact Us

### Investor Relations

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cs@nureca.com

### Website

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Ecom Store: [www.drtrust.in](http://www.drtrust.in)

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