

Dated – 24.10.2024

**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 (Q2'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 (Q2'FY25) based on the financial performance of the Company for the second quarter and half year ended September 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**

Correspondence Office : SCO 6-7-8, 1st Floor, Madhya Marg, Sector 9-D, Chandigarh 160009  
Registered Office : 101 Office Number, Udyog Bhavan, 1st Floor, Sonawala Lane, Goregaon East,  
Mumbai City Maharashtra - 400063

Phone No. +91-172 5292900 IN L243014MH2016PLC320868

**NUREÇA**

Investor Presentation Q2 FY 25

**Dr Trust**

Ranked India's No.1 Home Healthcare & Wellness Brand



## 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.

This presentation may include certain "forward looking statements". These statements are based on current expectations, forecasts and assumptions that are subject to risks and uncertainties which could cause actual outcomes and results to differ materially from these statements. Important factors that could cause actual results to differ materially from our expectations include, amongst others, general economic and business conditions in India and abroad, ability to successfully implement our strategy, our research & development efforts, our growth & expansion plans and technological changes, changes in the Indian and international interest rates, change in laws and regulations that apply to the healthcare industry, increasing competition, changes in political conditions in India. Neither the company, nor its Directors and any of the affiliates or employee have any obligation to update or otherwise revise any forward-looking statements. The readers may use their own judgment and are advised to make their own calculations before deciding on any matter based on the information given herein.

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## Our Vision

To be a global leader in healthcare innovation, empowering individuals to take control of their well-being through cutting-edge technology, accessible solutions, and an unwavering commitment to excellence in quality and service.



## Our Mission

To provide world-class healthcare solutions that seamlessly integrate advanced technology with personalized care, enabling individuals and families to live healthier, more fulfilling lives. We are committed to delivering high-quality, innovative products that are accessible, reliable, and enhance everyday well-being, while fostering a culture of excellence, integrity, and continuous improvement.



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## Highlights of Q2

1. Initiated **contract manufacturing** at our subsidiary for one of the leading Pharmaceutical Company.
2. Entered into a new agreement with Blinkit (Quick Commerce), a leading player in the **QUICK COMMERCE** sector, we aim to enhance customer satisfaction by ensuring that our products are available faster than ever before.



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Launched **Artificial Intelligence generated Diet plans** available by subscription on our app Dr Trust 360 on October 24, 2024



We are a **Digital First Healthcare Company** with more than **90% revenue generated by Online sales**  
Nureca is a **debt-free, asset light company** and has a healthy liquidity position.

## Financial Performance

### GMV

- Q2 FY 25 - INR 493 Mn (13% YoY growth)
- Q2 FY24 - INR 436 Mn
- FY24 - INR 1374 Mn

### Revenue from Operations

- Q2 FY 25 - INR 312 Mn (-1% YoY de-growth)
- Q2 FY24 - INR 314 Mn
- FY24 - INR 919 Mn

### EBITDA

- Q2 FY 25 - INR 9.5 Mn (3%) (-82% YoY de-growth)
- Q2 FY24 - INR 46 Mn (13%)
- FY24 - INR 3.1 Mn (0.3%)

### Profit After Tax

- Q2 FY 25 - INR -4.8 Mn (-1%) (-117% YoY de-growth)
- Q2 FY24 - INR 29 Mn (8.4%)
- FY24 - INR -17.4 Mn (-1.7%)

# Business Highlights





## 3P Interplay Generating Business MOAT (3P – Product – Placement – Promotion)

Internal Strengths Curated Over the Years Across Product Design, Supply Chain, Distribution and Marketing is Onerous to Replicate

### Sustained focus on Innovation and Quality Products

### Integrated Manufacturing Ecosystem

**225+**  
Active SKUs



**5**  
New Products  
Launched During  
Q2 FY 25

Highly experienced  
in-house product  
development and Quality  
team based out of India



102 Number of design  
patents  
USFDA & CE Approved  
products



**8 Lac Units**  
Annual  
Production  
capacity in  
India



**Exclusive ancillary  
supplier network -**  
Empanelled Mould  
Vendors

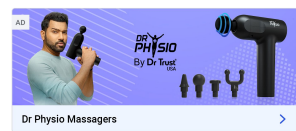


**Avg. 45 days**  
Manufacturing lead-time



**INR 1.85 Cr** Advertising & sales promotion spend during Q2 FY25

### Ecommerce + Trade Distribution



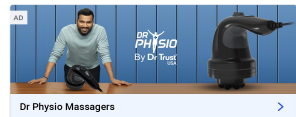
Events  
Campaign



Prime  
Campaigns



Sponsored  
Ad  
Campaign



Leading Healthcare  
brand on -



**21,000+**  
Retail Touch-  
points **442+**  
Cities



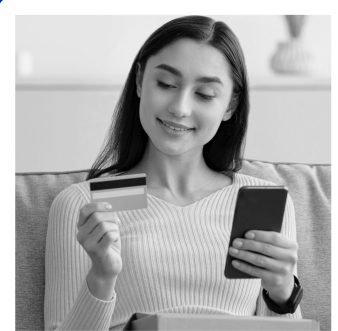
**250+**  
Distributors **50+**  
Employee  
Internal Sales  
Force

**8.29 Lakhs SKUs**  
sold on online channels in Q2 FY'25

### Strong Brand Recognition and Innovative Marketing

### Robust Omni-Channel Platform

## 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



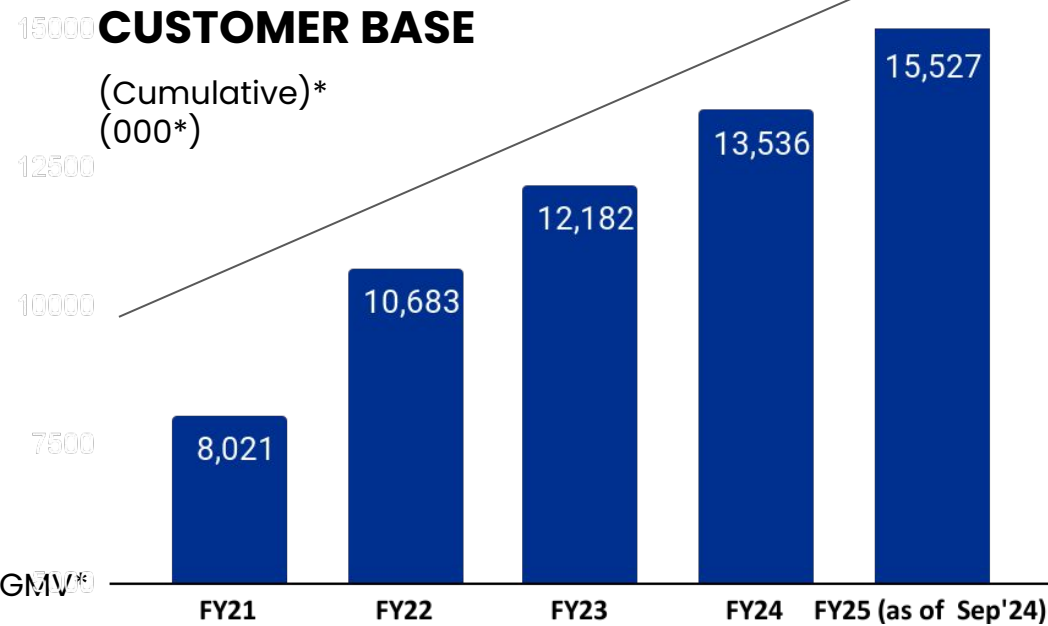
### Connected Health

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

## I. D2C growth

### 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



1.56 cr

Happy families use our products



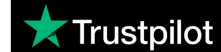
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Economic Times Awards



4.6 ★★★★★

4509 reviews



Reviews 233 • Excellent



## Diving into Our Products Portfolio

### Massagers



Manipol



Supervolt Go Gun



Dynamo Rechargeable Gun



Foot, Leg and Calf



Body Massager



Air  
Compression  
Massager  
with Heat  
DVT  
Pump

### Weighing & Kitchen Scales



Platinum



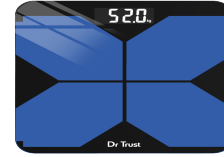
8 Electrode Digital  
(IOS/ Android  
Sync)



Legend Smart Scale



Hercules Scale



Unbeatable Scale



Electronic Kitchen Scale



Kitchen Scale

### BP Monitors



Smart BP



Goldline BP



Afib Talk technology



Comfort Pro BP



BP i Check Pro



Digital Wrist BP  
With adjustable  
Cuff

### Thermometers



Instascan  
Thermometer



Flexible Tip  
Thermometer



Non Contact  
Infrared  
Thermometer



Infrared  
Thermometer



## Orthopedic Range- I



Coccyx Pillow



Knee Pillow



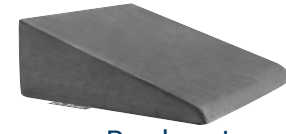
Backrest Pillow



Leg Elevation Wedge Pillow



Maternity Support Pillow



Backrest Wedge Pillow



Neck Pillow for travelling

## Orthopedic Range- II



Neck rest Car Pillow



Neck Stretcher with heat



Neck Stretcher without heat



Memory Foam Pillow



Memory Foam Cervical Pillow



Contoured Cervical Pillow



Cooling Gel Orthopedic Pillow

## Mother & Baby Care

Electric Breast Pump



Manual Breast Pump



Baby Carrier



Convertible Baby Car Seat



## Humidifier & Vaporizer

3-in-1 Nano Ionic Facial Steamer Vaporizer



Pink



Blue

Home Spa face Steamer



Pink



Blue



Dolphin Humidifier



Home Spa Luxury Cool Mist Room Humidifier & Diffuser

## Glucometer & Strips



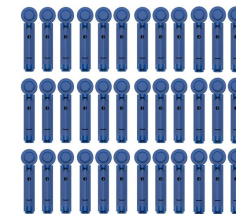
Gluko SMART



Gold Standard with Strips



Lancet & Strips set Compatible with Running Models



Lancet & Strips Compatible with Running Models



**Legend Smart Scale**



**Dynamo Rechargeable Gun**



**8 sense 8 Electrode Smart scale**

**5+**

**New Products Launched  
During Q2 FY 25**



**Kinesiology Tape  
for Physiotherapy**



**Electronic  
Kitchen Scale**



## II. Manufacturing

Our wholly owned manufacturing subsidiary Nureca Technologies Pvt Limited , started operations in Apr'22

### Medical Products manufactured at NTPL:

1. Blood Pressure Monitors
2. Nebulizers
3. Electric Massagers
4. Oral and Infrared Thermometers
5. Heating Pads
6. Orthopedic Cushions and Pillows

We have received 9 approvals from CDSCO and Certifications ISO 9001:2008 and ISO 13485 from Intertek





## III. Omnipresence

### Expanding Offline Distribution



**20/28**

**Live States**



**50**

**Sales Team  
Strength**



**21,000+**

**Retail Touchpoints**



**164**

**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.





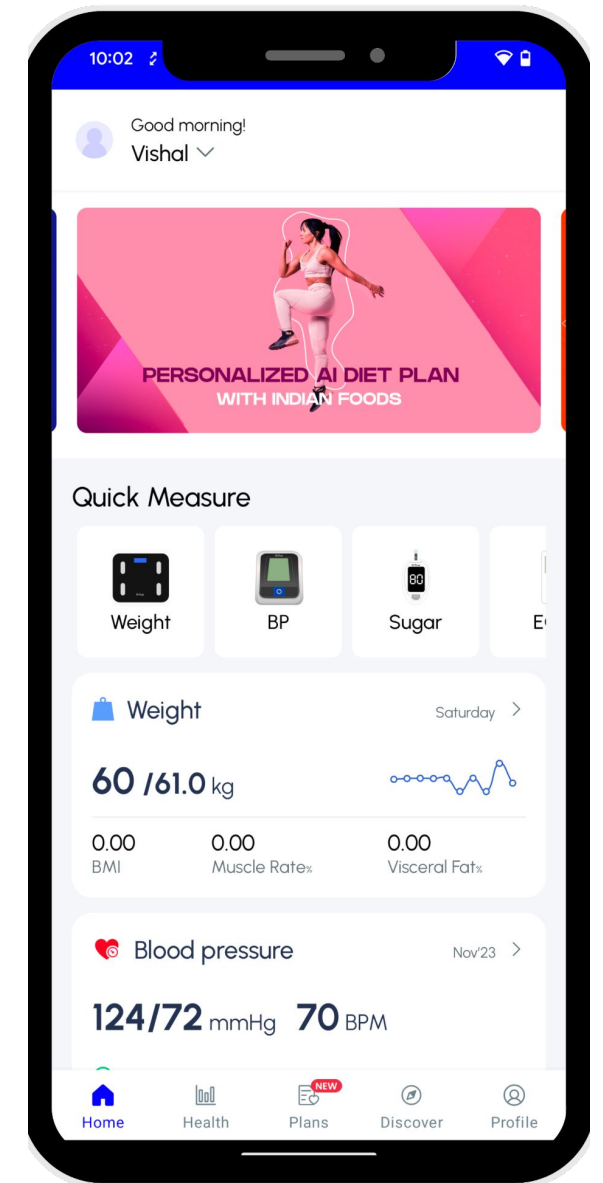
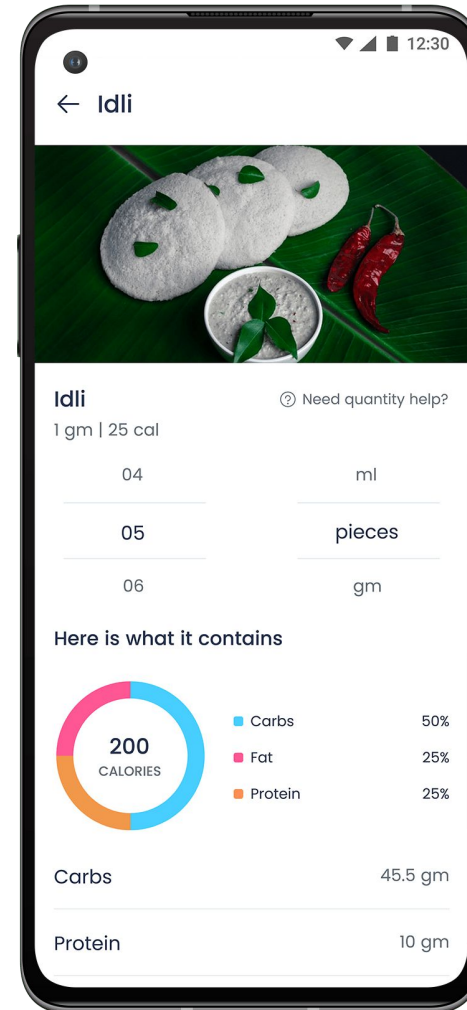
## IV. Connected Health

**Dr Trust 360 is not just an app, it's a comprehensive health management companion that empowers users to take control of their health through technology**

By connecting trusted Dr Trust devices with intelligent software solutions, we are making healthcare more accessible, proactive, and personalised than ever before.

Rating on  
Android/iOS  
4.4/4.2

1400K+  
Users



## Dr Trust 360 Freemium Connected Health app

Our unified app is a **Freemium model**, where users are able to subscribe for Pro features like Advanced health reports, curated diet plans, calorie & water intake tracking, family & caregiver alerts on Whatsapp

### Free Features

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- Allows Users to access basic features at no cost
- Comprehensive Health Tracking - Blood pressure, weight, heart rate, & more
- Smart Reports and Analysis On Phone to view and access the data
- Historical trends

### Subscription Model

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- Advanced health reports, curated diet plans, calorie & water intake tracking, family & caregiver alerts
- Advanced analytical tools
- Data sharing
  - Calorie tracking
  - Estimated HbA1c Track

### AI generated-Pro Plan

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- Advanced AI technology to create highly personalised diet plans to suit user health goals using their data from Dr Trust devices.

## Rewards & Recognition

- Dr Trust, Nureca's flagship brand, has been ranked by customers as India's **number one brand** in the category of Home Healthcare and Wellness.
- Dr Trust awarded in Best Healthcare Brands 2021 by Economic Times, Premium Prestigious Brands 2020 by Economic Times and in Most Innovative companies of India by Marksmen Daily
- Dr Trust recognized as a 'Well Known Trademark'



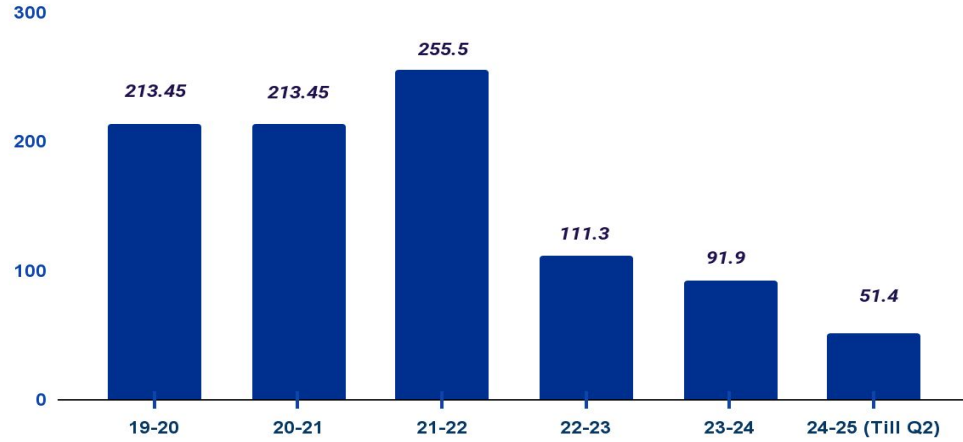
# Business Performance



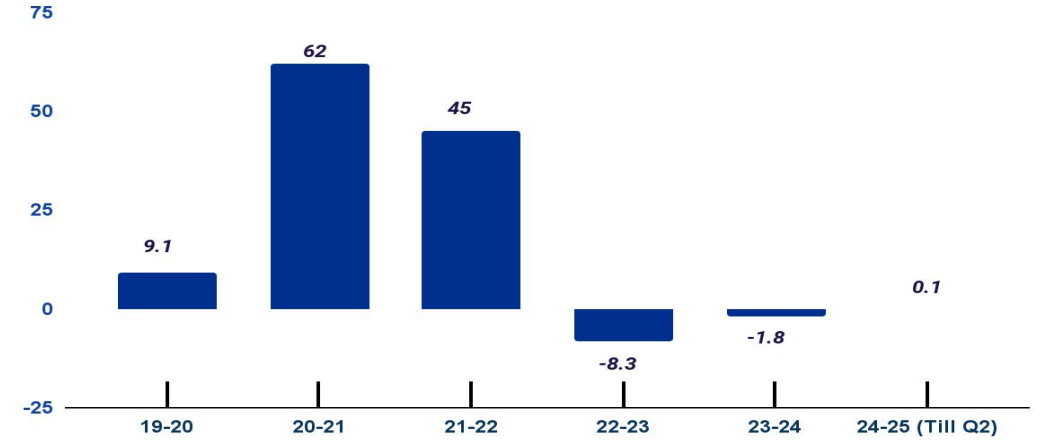


## Key Performance Indicators (Consolidated)

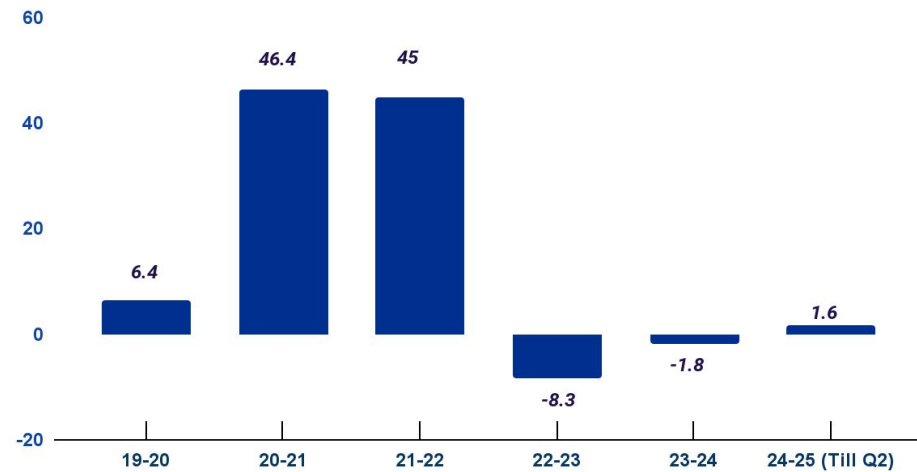
Revenue from Operations (₹ Crore)



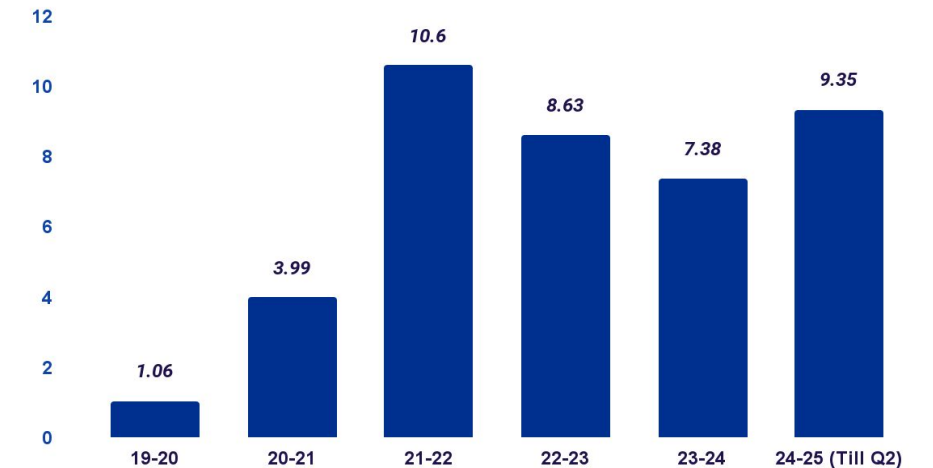
EPS (₹)



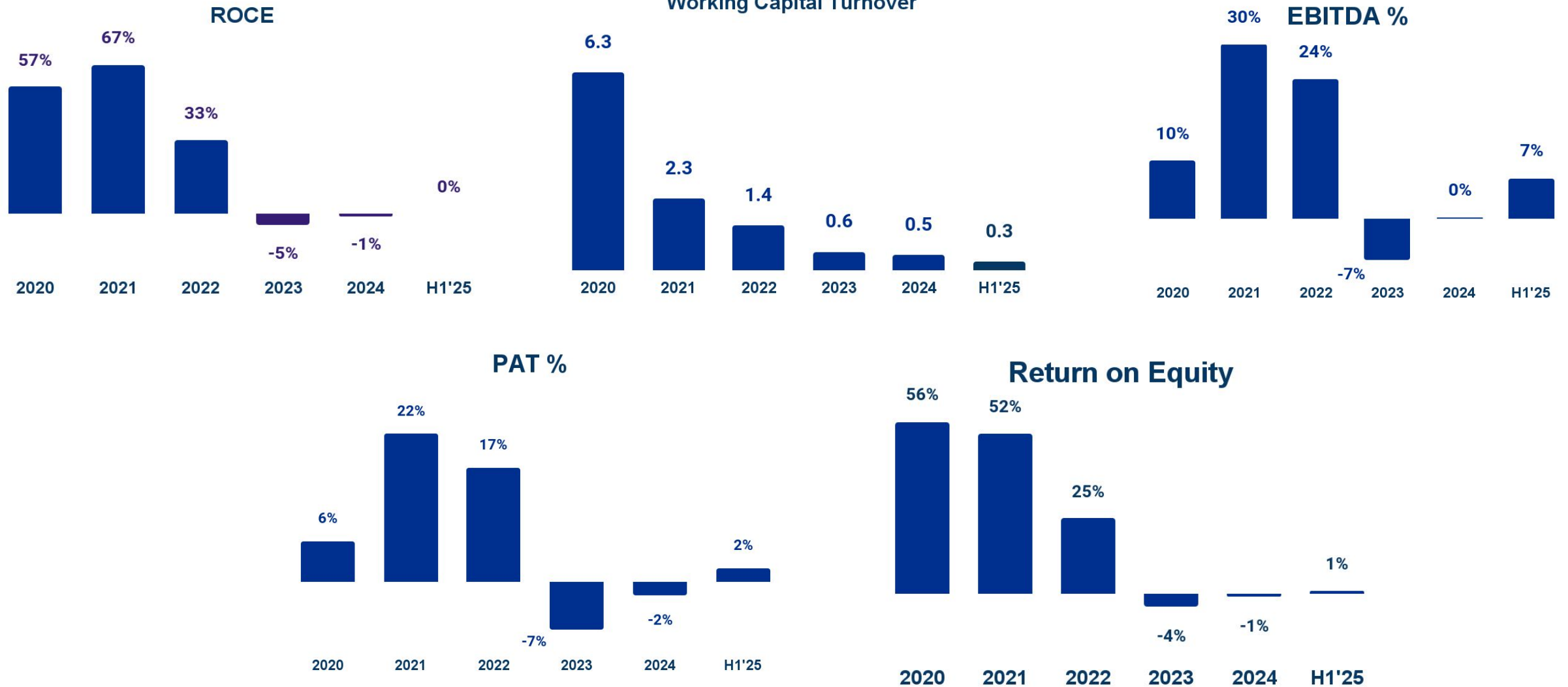
PAT (₹ Crore)



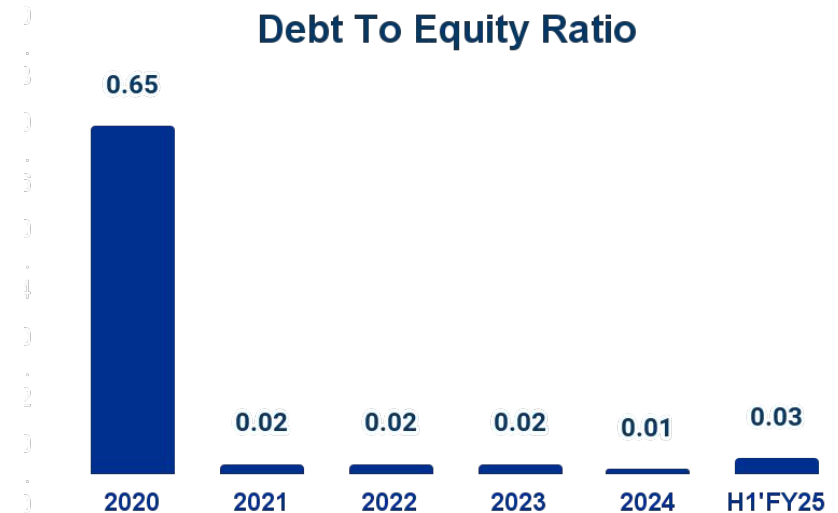
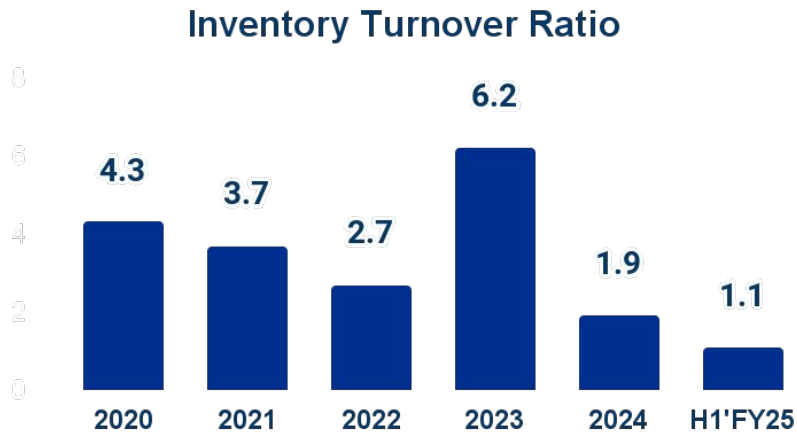
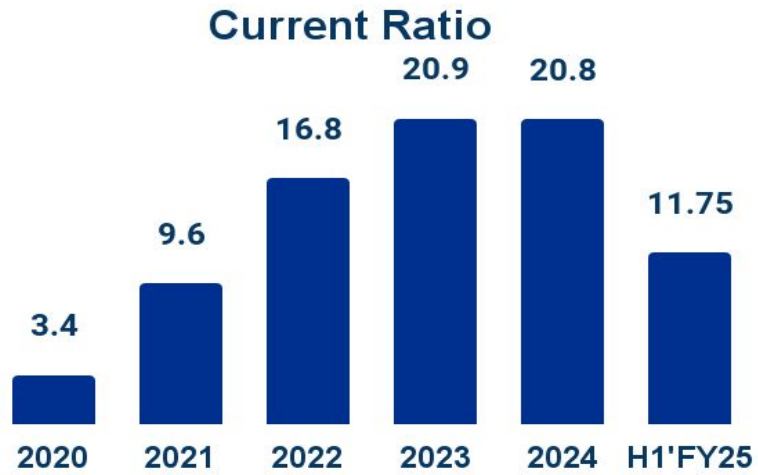
Gross Fixed Asset (₹Crore)



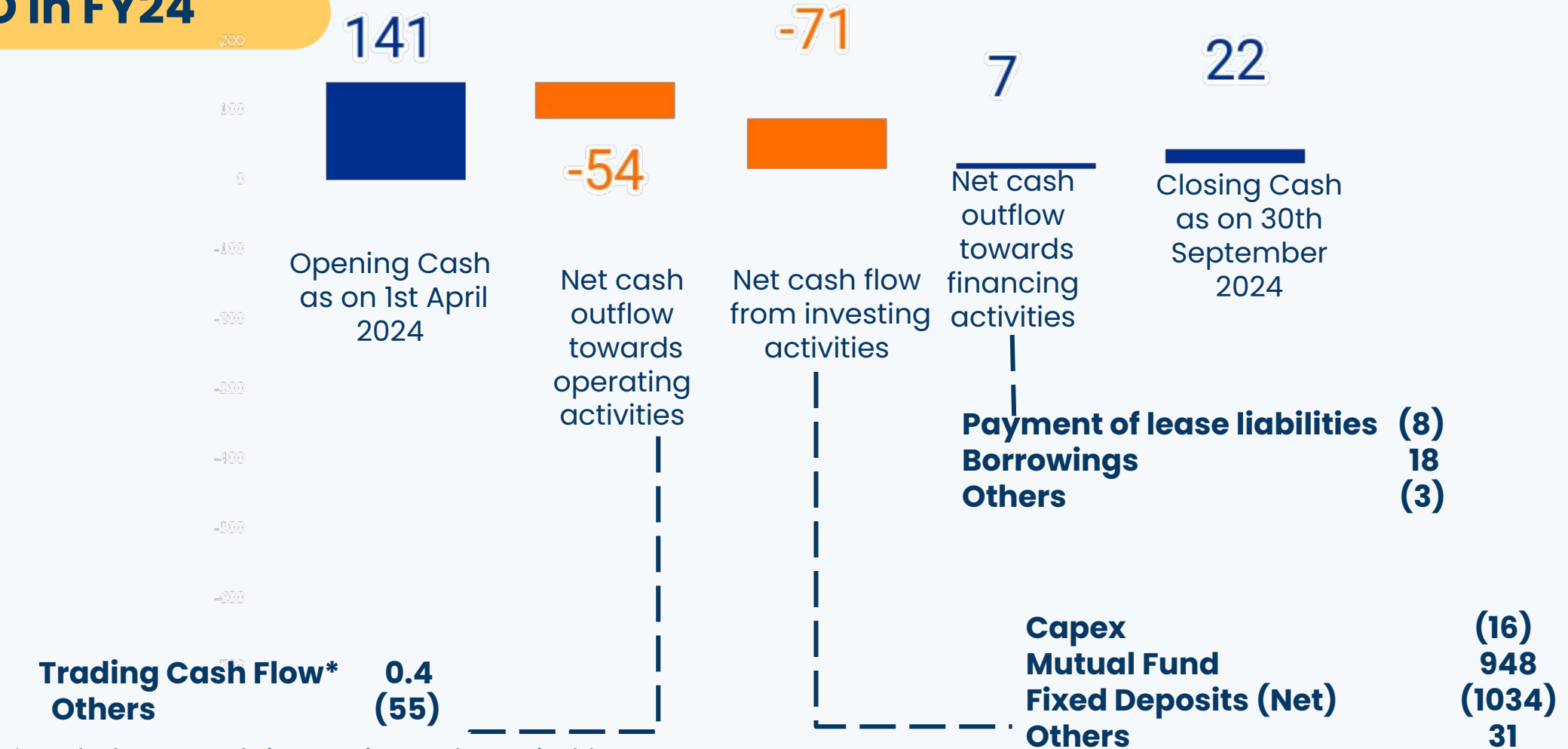
## Key Performance Indicators (Consolidated)



## Key Performance Indicators (Consolidated)



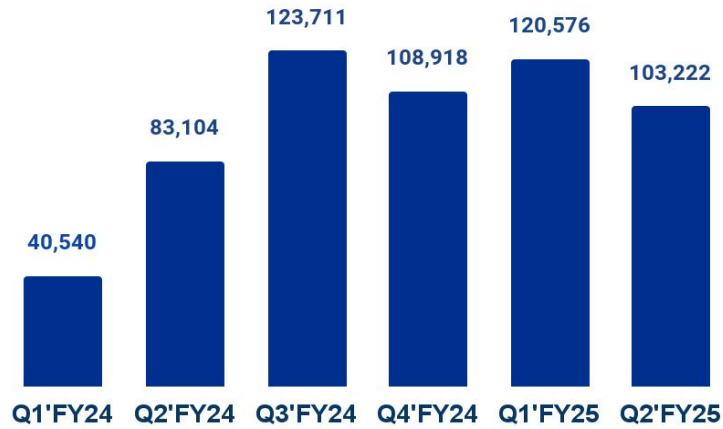
## FCFO in FY24



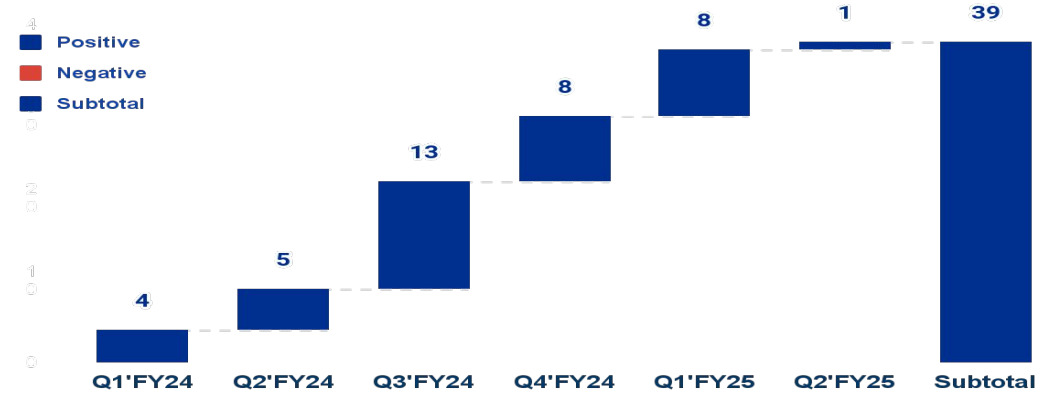
\* Cash Flow towards inventories, trade receivables and trade payables

## Manufacturing Key Factors Certified ISO 9001:2008 and ISO 13485 by Intertek

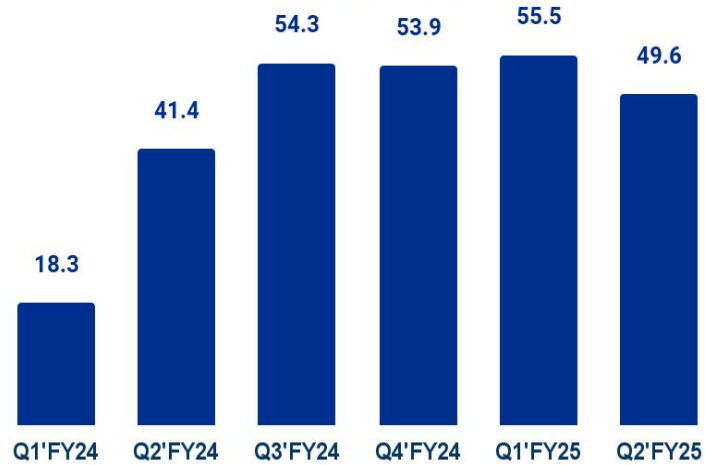
Production- (No of Units)



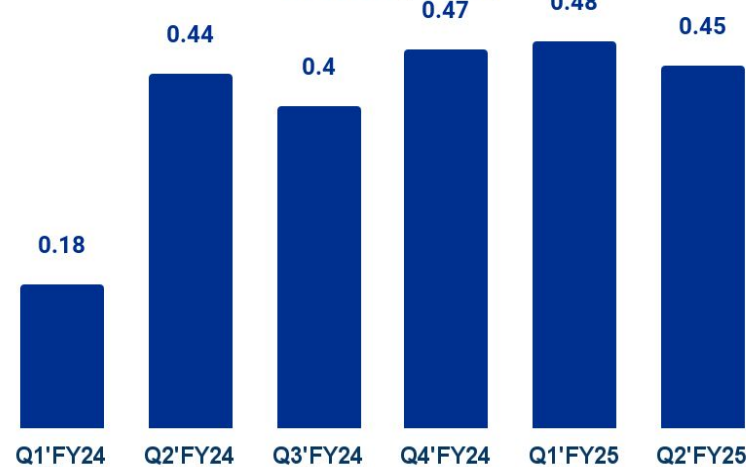
New Product/Variant Launched



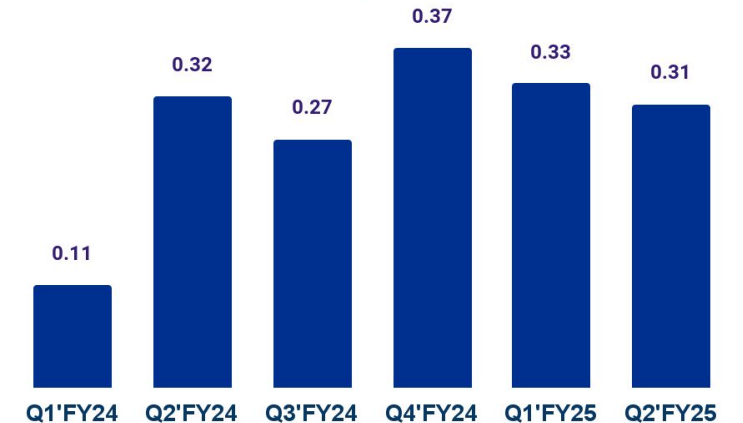
Sales (IN CR)



EBITDA (IN CR)



PAT (IN CR)



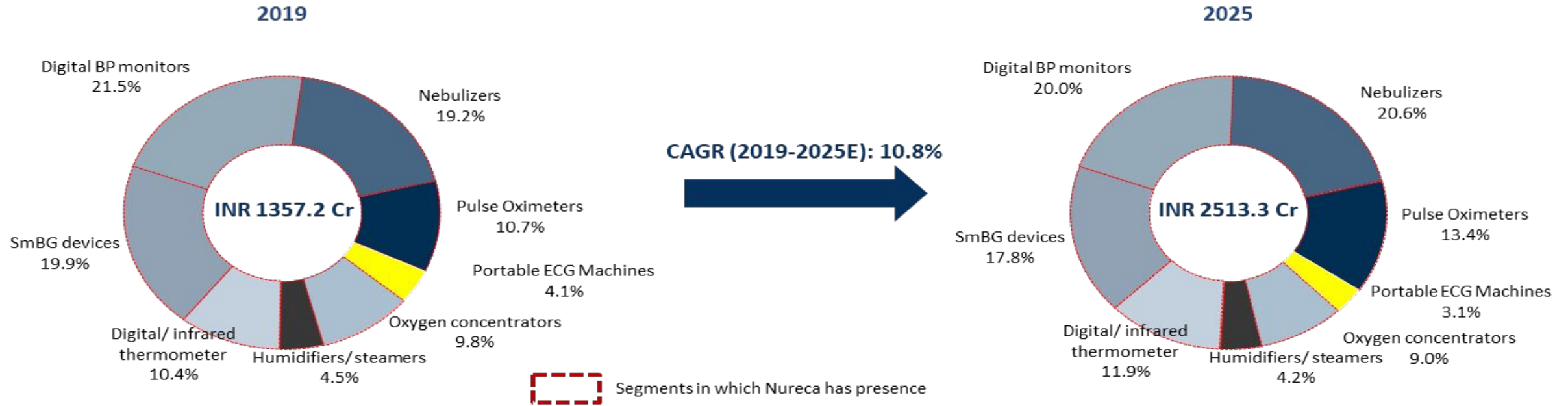


# Industry Landscape



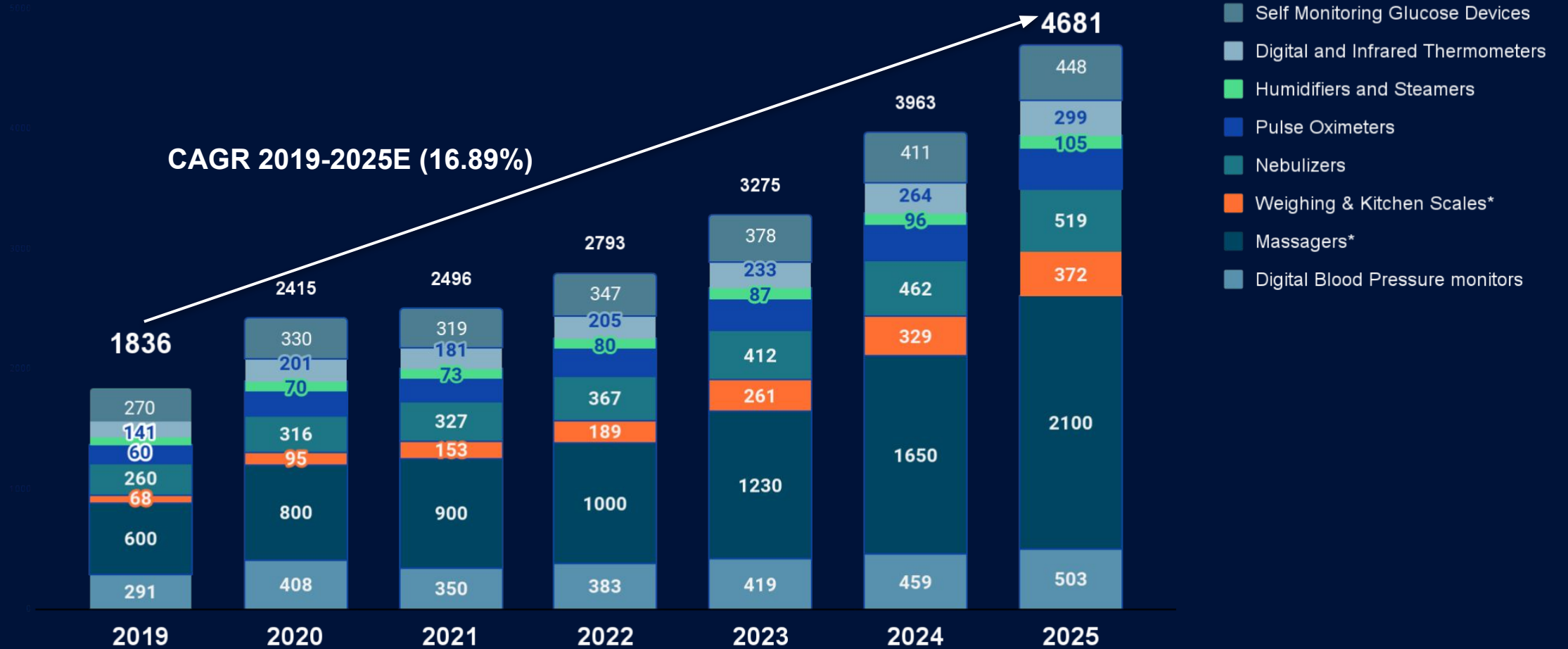
## Chronic Disease Products Market

**Product Forecast** – Digital BP Monitors, Nebulizers and SmBG devices form approximately 20% each of the Chronic Disease Products Market, and will continue similar trend through to 2025



- The products segment is catered to by Nureca through its brand line Dr Trust, with most of the product lines supporting Home health market in India, making it a one-stop solution provider
- Dr Trust is a known for its innovative products in the market, and, with the segment showing significant potential for growth, Nureca is positioned to show significant growth
- The addressable market for Nureca is INR 1,301 Cr in 2019. Moving forward, portable ECG machines could be a significant addition to the portfolio.

## Market Size for HealthCare Products in India & Neighboring Countries, 2019-2025E (in Crore)



Category of Healthcare Products

## Digitization of Sales Process has Generated a Virtuous Flywheel enabling Faster Speed to Market

Product Design



Manufacturing Ecosystem



Distribution



Marketing Digitization

Our Data Centric Approach allows us to :

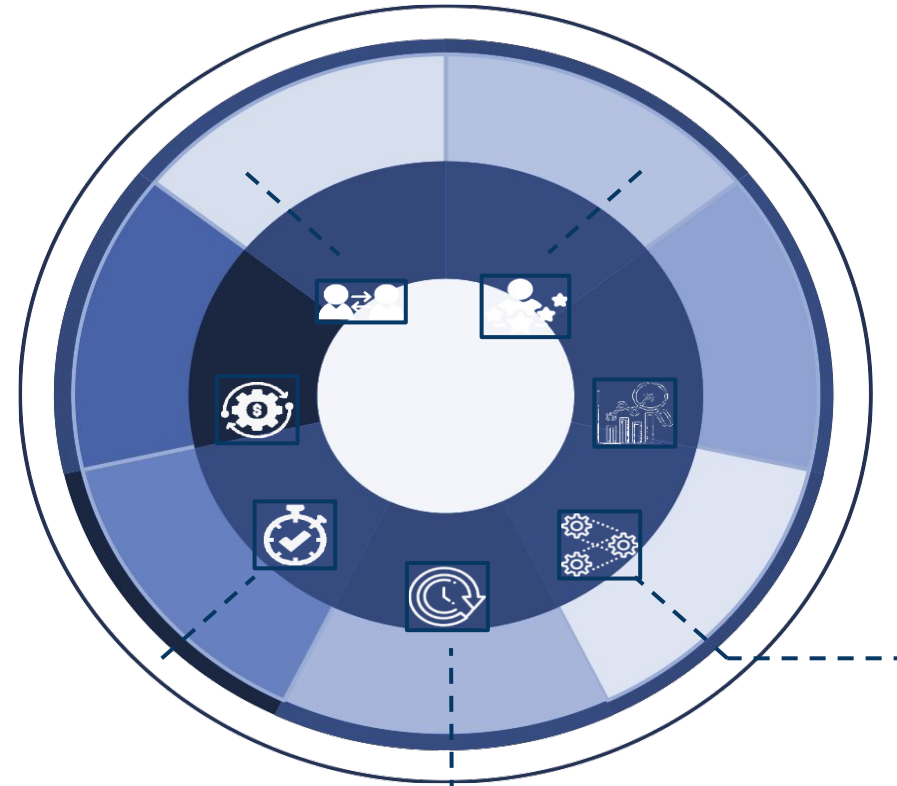
- Leveraging Consumer Insights for Targeted Product Development
- Test variations of designs, colors, and pricing to see what resonates best with consumers
- Feedback from ongoing analysis can be used to refine new product designs or tweak features and pricing to better align with consumer demand
- Optimization in Supply Chain and Inventory Management to meet Demand Fluctuations

**Investment in D2C & Tech initiatives under IOS/Android Apps**

**Working capital Optimization**

**Shorten Lead Times for Product Deliveries**

**JIT Approach in Inventory Management**



**Improved Customer Engagements**

**Accuracy in Forecasting and Market Trends**

**Emerging Health Trends**



## Growth Drivers Going Forward





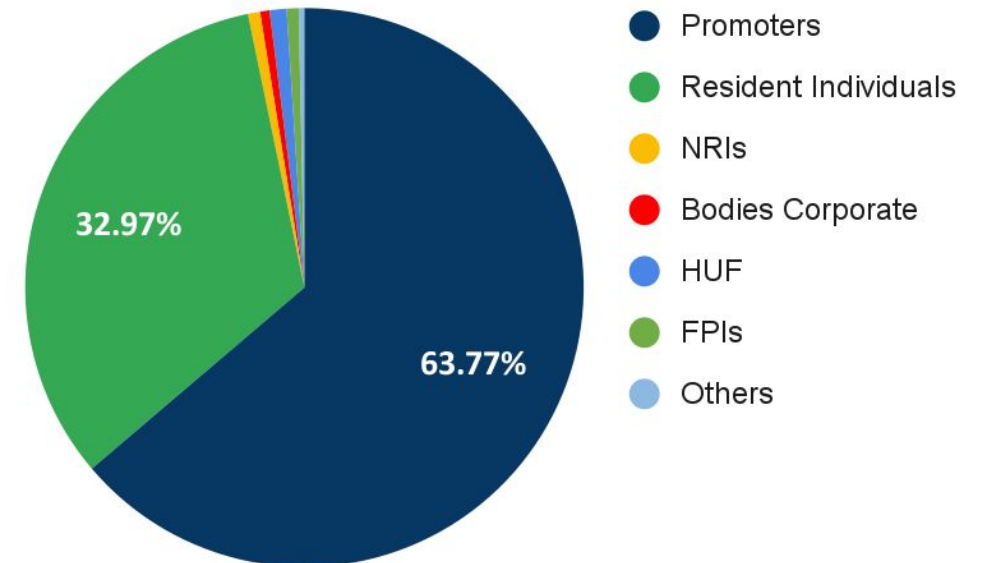
# Shareholder Information

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

Shareholding as on September 30, 2024

NSE ticker	NURECA
BSE ticker	543264
Market Cap*	INR 364 CR
Share price*	INR 364
Shares Outstanding	10000175
Industry	Healthcare

\* as on September 30, 2024



**During Q2 FY 25, Nectar Biopharma Private Limited (Member of Promoter Group) has purchased additional 53,821 (0.54%) equity shares of Nureca Limited.**

Thank You



**Address**

Office No. 101, Udyog Bhavan,  
Sonawala Lane, Goregaon East,  
Mumbai, Maharashtra - 400063

**Contact Us**

Investor Relations  
Chetna Anand  
investor@nureca.com

Website  
Corporate: [www.Nureca.com](http://www.Nureca.com)  
Ecom Store: [www.drtrust.in](http://www.drtrust.in)