



Ref: SEC/SE/2024-25
Date: August 8, 2024

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: Presentation made at 49th Annual General Meeting (AGM) of the Company

Dear Sir/Madam,

With reference to the captioned subject, please find enclosed herewith copy of the presentation made to Shareholders at the 49th AGM of the Company held today i.e. August 8, 2024. The presentation is also available on the website of the Company at www.dabur.com.

This is for your information and records.

Thanking You,

Yours faithfully,
For **Dabur India Limited**

(Saket Gupta)
Company Secretary and Compliance Officer

Encl: as above



49th AGM
Presentation by
Mohit Malhotra, CEO
August 2024



KEY AGENDAS FOR TODAY



DABUR OVERVIEW



**FY24 PERFORMANCE
HIGHLIGHTS**



STRATEGIC PILLARS



**Q1 FY25
PERFORMANCE
HIGHLIGHTS**

1



DABUR OVERVIEW



**FY24 PERFORMANCE
HIGHLIGHTS**



STRATEGIC PILLARS



**Q1 FY25
PERFORMANCE
HIGHLIGHTS**

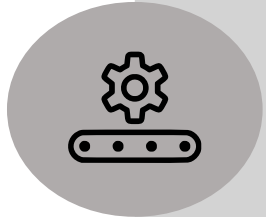
Dabur – A Leader in Ayurveda and Natural Healthcare



**AMONG TOP 4 FMCG
COMPANIES IN INDIA**



**8 out of 10 Households
consuming Dabur
Products**



**22 MANUFACTURING
FACILITIES**



**ONE OF THE LARGEST
DISTRIBUTION ~ 7.9 MN
OUTLETS**



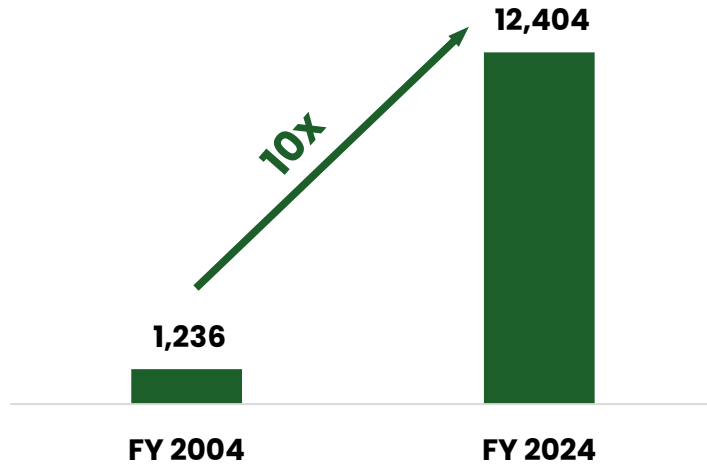
**STRONG OVERSEAS
PRESENCE WITH 25%
SALIENCY**



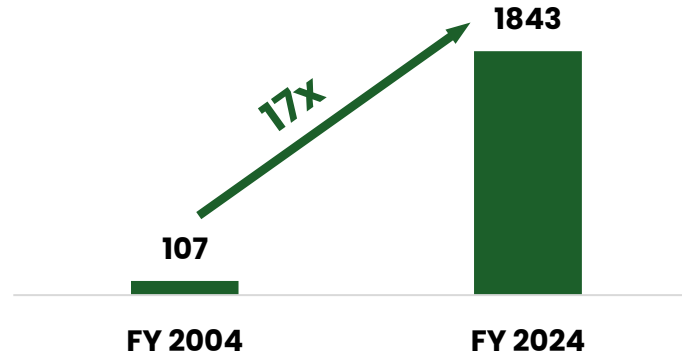
- **FY24 SALES: INR 12404 Cr**
- **FY24 PAT: INR 1843 Cr**

Achieved INR 1 Trillion Market Cap

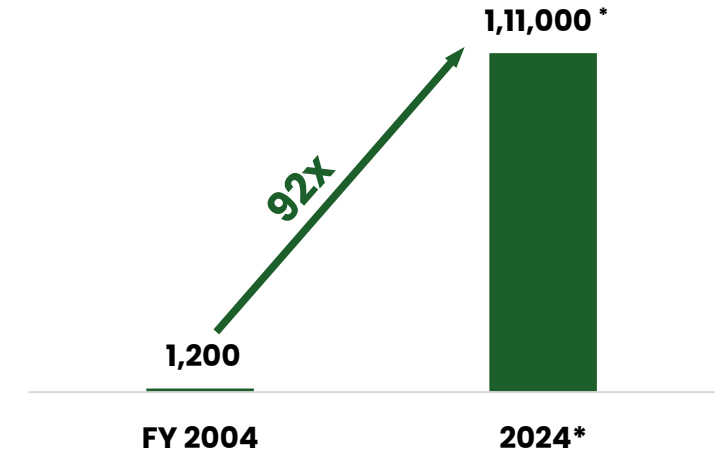
Revenue from Operations



PAT



Market Cap



Revenue from Operations

12.2%

20 Year CAGR

PAT

15%

20 Year CAGR

Market Capitalization

92x

In last 20 Years

Figures in INR Crores
*: Mcap as on 2nd Aug 2024



Business Structure



Domestic Business **75%**

International Business **25%**

Power Brands

Chyawanprash Honey

Pudim Hara Lal Tail Dabur Honitus®

Amla Hair Oil RED PASTE

Real Fruit Power

Power Brands

Dabur Vatika PREMIUM NATURALS

Dabur Amla Hair Oil

Key Brands

DermoViva™ HOBBY®

Dabur Herb 1 Toothpaste

ORS FORMERLY ORGANIC ROOT STIMULATOR



INR 1 billion club brands

Revenue (INR)	Brands					
>1500 Cr						
1,000–1,500 Cr						
500–1,000 Cr						
100–500 Cr						
						
						 

Market Leadership in Domestic Business

Leading position in key categories across verticals

**#1
Player**



Juices &
Nectars



Chyawanprash



Honey



Air
Fresheners



MRC



Bleaches



Hair Oils

**#2
Player**



Oral care



BMO



Glucose



Market Leadership in International Business



Saudi Arabia



Egypt



United Arab Emirates



Hair Oils

#1

#1

#1



Hair Cream

#1

#1

#1



Hair Gel

#1

#2

#1



Hair Mask

#1

#1

#1



Hair Serum

#3

#3

#2



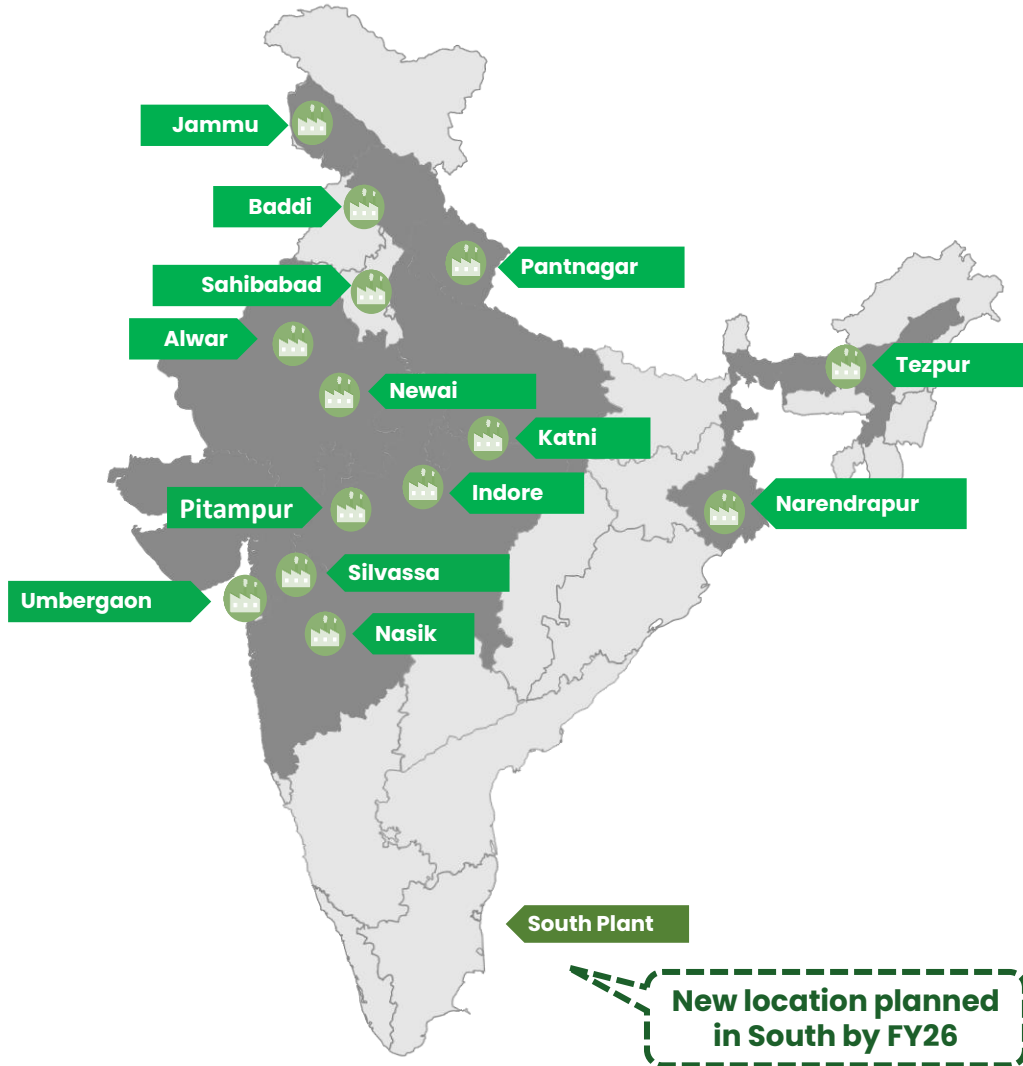
Toothpastes

#3



Diverse Manufacturing Locations

14 Locations in India



8 International Locations



2



DABUR OVERVIEW



FY24 PERFORMANCE
HIGHLIGHTS



STRATEGIC PILLARS



Q1 FY25
PERFORMANCE
HIGHLIGHTS

FY24 Summary

Quality Growth across all levers

7.6%

Consolidated Revenue Growth

11%

Operating Profit Growth
60 bps Margin Expansion @ 19.4%

8%

PAT Growth
(17% LTL Growth)

5.5%

India Volume Growth
(Including Badshah)

16.4%

International CC Growth

240 bps

Gross Margin Expansion

Supported by Strong Balance Sheet

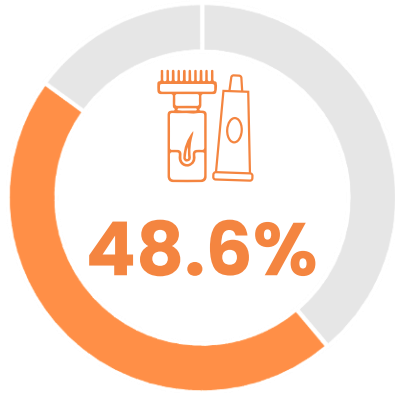
INR 64 Bn Net Cash as on
31st March 24

INR 99 Bn Net Worth

38% Return on Invested
Capital

FY24 | Domestic FMCG Business Growth – By Verticals

Home & Personal Care

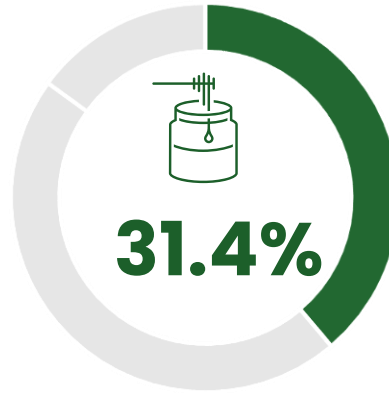


INR 4,157 Cr

8.1% Growth YoY

4 Yr. CAGR: 8.8%

Health Care

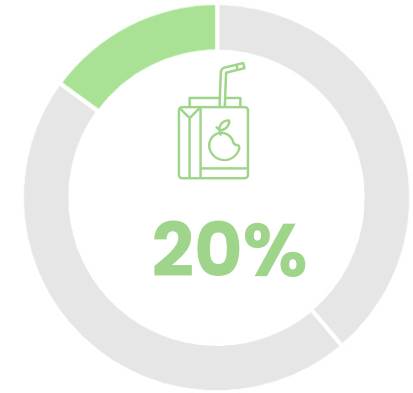


INR 2,689 Cr

4.2% Growth YoY

4 Yr. CAGR: 7.6%

Foods & Beverages



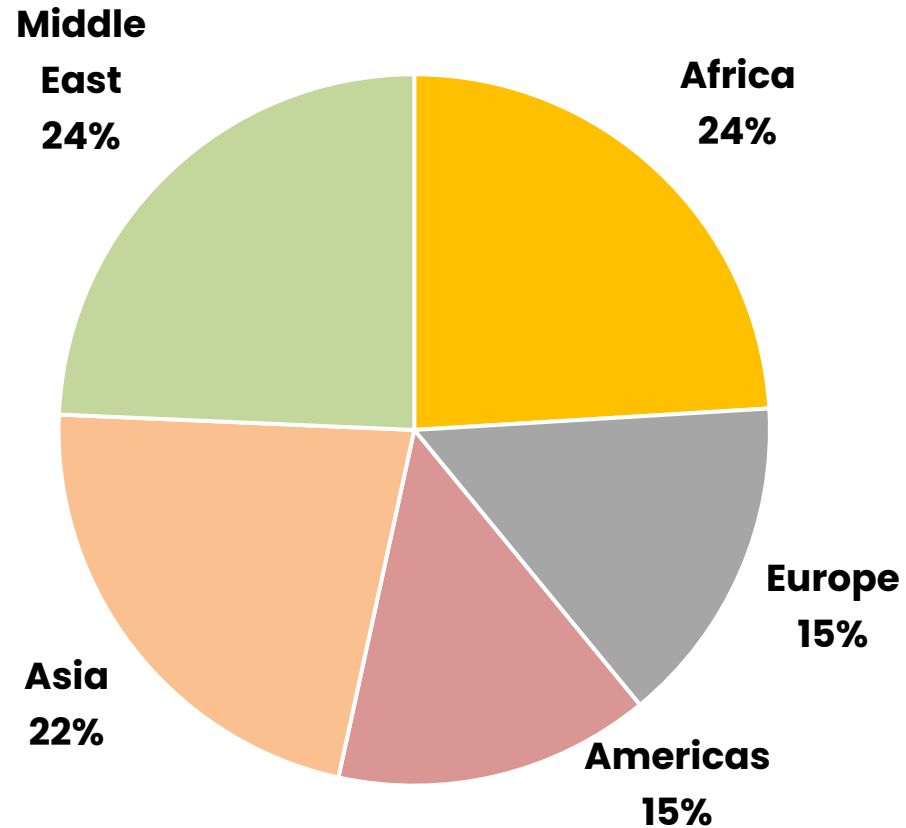
INR 1,711 Cr

Flat

4 Yr. CAGR: 16%

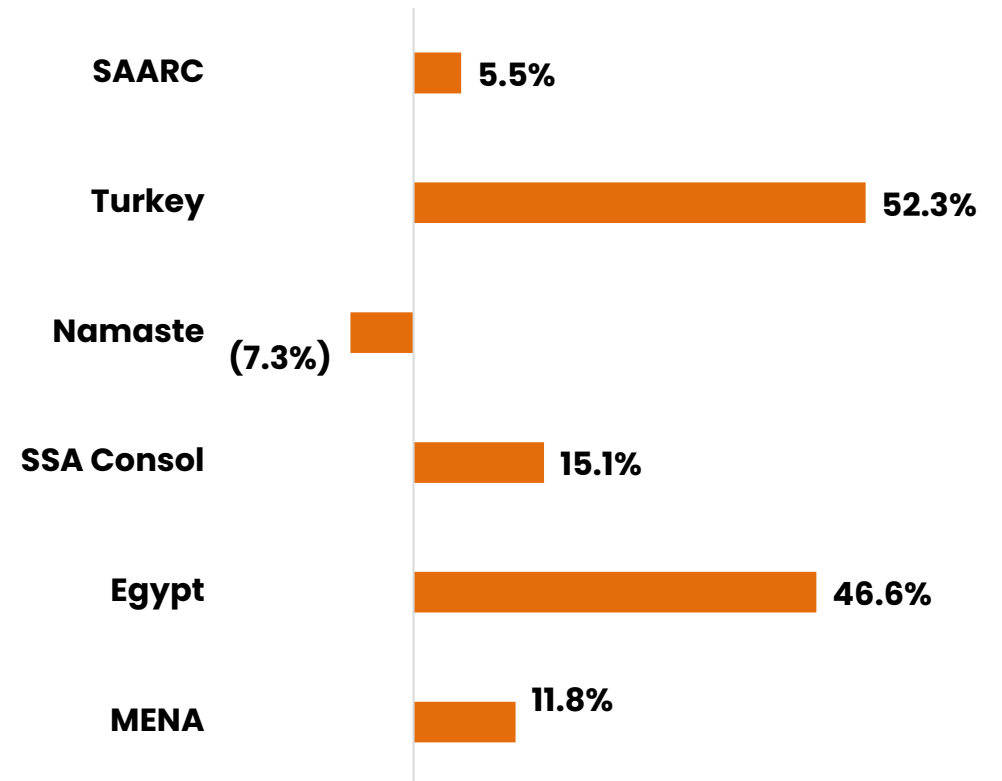
FY24 | International Business – Performance Overview

International Business FY24 Revenue Breakdown



International Business grew by 16.4% in CC terms

FY24 Constant Currency Growth %



3



DABUR OVERVIEW



FY24 PERFORMANCE
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STRATEGIC PILLARS



Q1 FY25
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FY24 | Strategic Pillars

1. Strengthening Brand Franchise

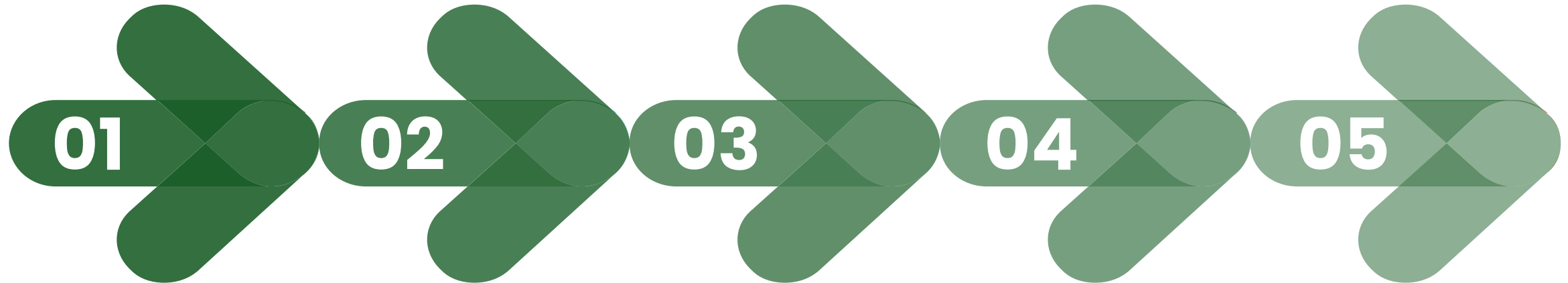
Increasing the addressable markets across our portfolio & Innovation continues to be Key Strategic Pillar

3. Distribution Expansion & New Age Channels Focus

7.9Mn Outlet Reach
New Age Channels now contributing 19% of Sales

5. Sustainability

ESG Score at 72.
Entry into S&P Sustainability YearBook



2. Digital Media

Digital media spends at 30% in FY24 – targeting Millennials & GenZ

4. Operating Effectiveness

Operational effectiveness for cost optimization and productivity enhancement

FY24 | Strategic Pillars

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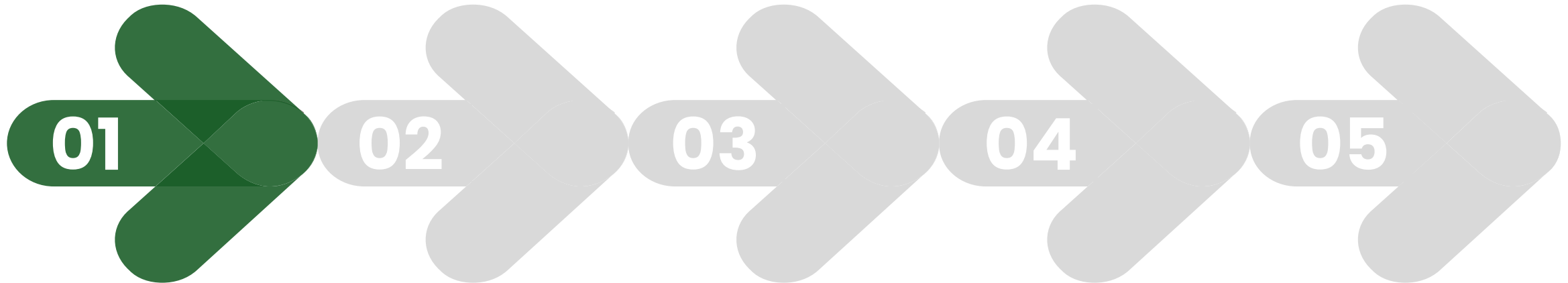
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FY24 | Transition from Power Brands to Power Platforms | F&B



Real Nectars – 100% Activ



Real Nectars



Real Vitamin Boost



Real Masala Range



Real Drinks



Real PET



Real Aloe Power



Real Plant Based Drinks



Real Fizzin



Real Milkshakes



Real Activ Coconut Water



Real Seeds/Superfoods



Real Peanut Butter



Real Bites in Can

FY24 | Transition from Power Brands to Power Platforms | HPC



Red Bae Fresh Gel



Sarson Amla



Badam Amla



Brahmi Amla



Amla Aloe Vera



Amla Kids



Premium Shampoo Range (Onion, Rosemary & Olive)



Neelibhringa21 Hair Oil



Mask



International Range



FY24 | Transition from Power Brands to Power Platforms | Healthcare

Dabur Honey →  →  →  → 

Sundarbans Honey **Organic Honey** **Breakfast Cereals** **Himalayan Honey**

Dabur Chyawanprash →  →  →  → 

Chyawanprakash **DCPK Tablets** **Gur Chyawanprash** **Kesar Prash** **Khajurprash**

Hajmola → 

Variants (Chatcola, Limcola) **Mr. Aam** **Amla Candy** **Zeera Drink** **Mukhwas**



New Category Entry

Expanding
Total Addressable
Market



Odomos LVP



Health Juices



Vedic Tea



Pure Cow Ghee



Mustard Oil



Breakfast Cereals



Baby Care Range



Real Bites in Can



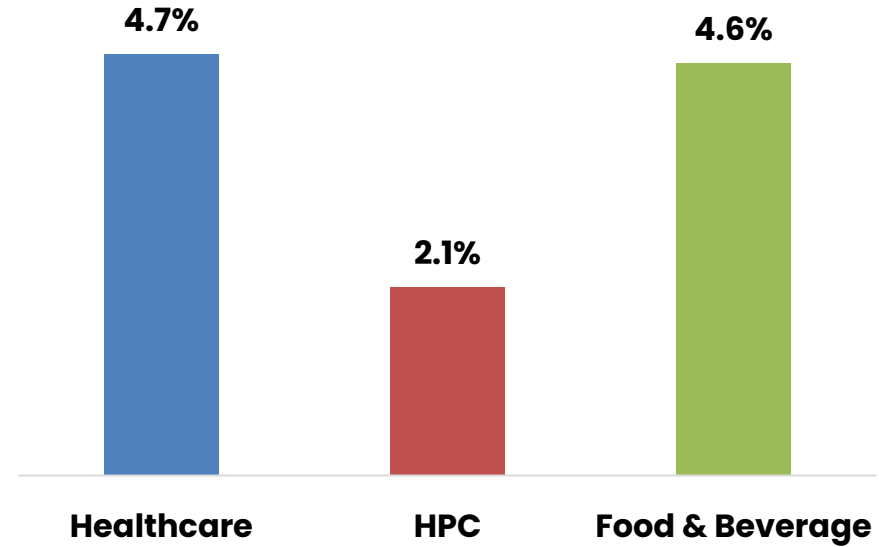
Real Lemon Drink

FY24 | Innovation Contribution at 3.4%

NPD % to Sales



NPD % to Sales – Vertical Wise in FY24



Select NPDs launched during the Year



Recently launched Products – Cooling Talc

NEW

Dabur

COOL KING

ICY PERFUME TALC

MENTHOL COOLING CRYSTALS

3-IN-1

- Double Burst Cooling
- Instant Sweat Control
- Long Lasting Fragrance

MENTHOL COOLING CRYSTALS

UP TO 12 HOURS

ICY FRESHNESS*

*Based on consumer study conducted in March 2024. ^Basis Formulation.

Recently launched Products – Cool King Toofani Thanda Tel

पिपरमिंट वाली
चिल ट्यूब

नया
Dabur
COOL KING
आयुर्वेदिक तेल
तूफानी ठंडा
8 HOURS
COOL

विल ट्यूब पिपरमिंट
और कुलिंग क्रिस्टल के साथ
21 आयुर्वेदिक जड़ी बूटियां
राहत | भारम | तरोकाजरी

Dabur®

COOL KING

आयुर्वेदिक तेल

तूफानी ठंडा

दे 5 परेशानियों से राहत

सुस्ती थकान अनिद्रा सिरदर्द तनाव

नया नया चिल ट्यूब पिपरमिंट और कुलिंग क्रिस्टल के साथ भारम तरोकाजरी 21 आयुर्वेदिक जड़ी बूटियां राहत से राहत के साथ।

Recently launched Products – Real Lemon Drink

The advertisement features a vibrant green background with splashing water and lemon slices. On the left, a large 150ml bottle of Real Lemon Drink is shown with a yellow price tag that reads "Rs. 10/- Only". The bottle label includes the Real Fruit Power logo and the text "Lemon GOODNESS". In the center, the Real Fruit Power logo is prominently displayed in a blue oval with a registered trademark symbol. Below the logo, the slogan "Refreshing Lemon Goodness" is written in large, bold, white letters with a green outline. On the right, a woman with long dark hair, wearing a yellow and white patterned off-the-shoulder dress, smiles while holding a smaller 150ml bottle of the drink. Her bottle also has a yellow price tag that reads "Rs. 10/- Only".

Rs. 10/- Only

Real Fruit Power

Real Fruit Power

Rs. 10/- Only

Real Fruit Power

Lemon GOODNESS

150ml

Rs. 10/- Only

Real Fruit Power

Lemon GOODNESS

Refreshing
Lemon
Goodness

Recently launched Products – Red Balm

ROCKET ON, PAIN GONE IN SECONDS



Dabur
RED
Balm

20%
FREE



Starts Action in
SECONDS*



1.4x
Stronger*

50%
Extra Menthol*

*Basis active & scientific study vs leading marketed product(s) by independent lab. (2022). Ayurvedic Medicine. Dosage & direction as per label.

New Campaigns

Real Fizzin
IT'S FIZZIN AMAZING!

Creative Visualization
Real Fruit Power is only a trademark and does not represent its true nature. Carbonated Water, Fruit Flavoured.

Cool King
ICY PERFUME TALC
3-IN-1
-Double Burst Cooling
-Instant Burst Control
-Long Lasting Freshness

SUPER ICY COOLING

WALL

**GHAR PE JAB BHI REHNA
ODOMOS ON HAI KARNA**

Badshah

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

देश का ताज!

GENUINELY PROVEN
Fights Dental Problems

FY24 | Strategic Pillars

1. Strengthening Brand Franchise

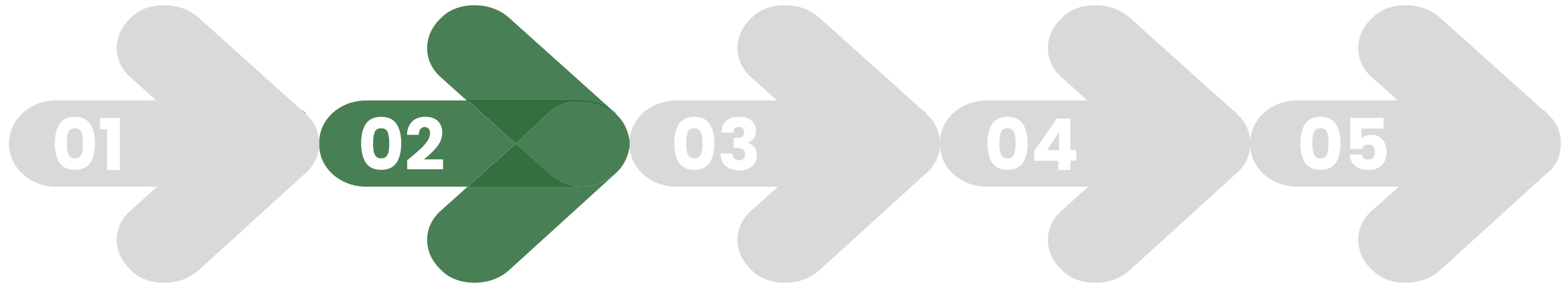
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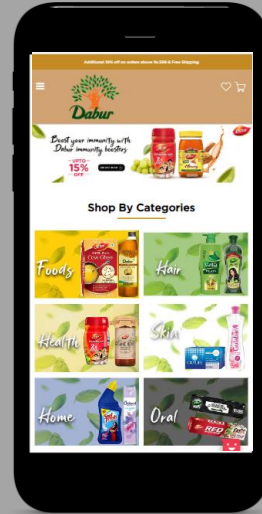
FY24 | Digital continues to Gain Prominence

Spends towards digital increased to

30%

in FY24 (vs <10% in FY18)

Building a direct connect with consumers through DaburShop



New-age command center established for Social Listening



E-commerce business

built up in last few years, contributing to ~9% of the business (*best in industry*)

364

Digital Campaigns in FY24 leading to 4.45 bn Impressions & 1.45 bn Views

Programmatic spends at

85%+

in FY24

(vs <40% in FY20)

Partnering with

2,400+

influencers

in India

(257 MN Reach, 169 MN Views in FY24)

33 Awards

in FY24



FY24 | Strategic Pillars

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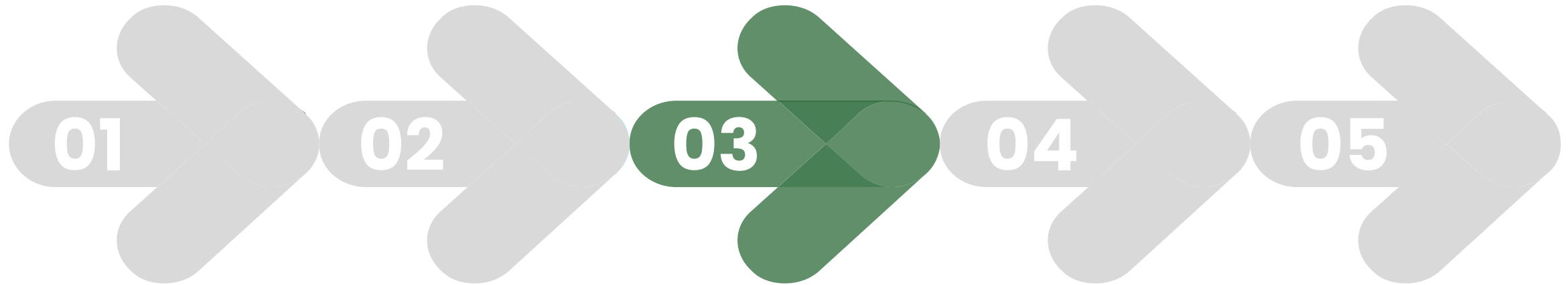
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FY24 | Distribution Expansion & Efficiency Improvement

DIRECT REACH



1.42 Mn

(YoY: 22,000 Increase)

VILLAGE COVERAGE



1.22 lakhs

(YoY: 22,000 Increase)

YODDHAS



21,357

(YoY: 9600 Increase)

CHEMIST



2.71 lakhs

(YoY: 2,000 Increase)

FY24 | Strategic Pillars

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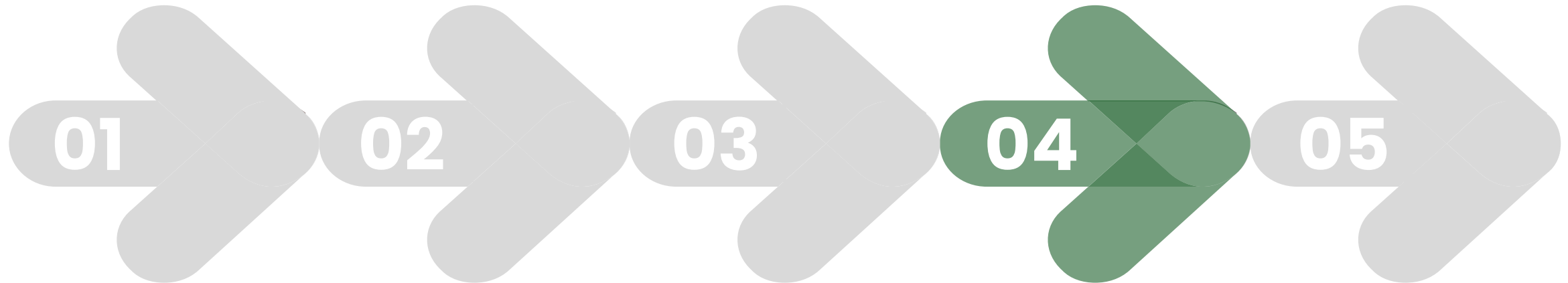
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FY24 | Cost Optimization & Productivity Improvement

Cost Optimization

**INR
400 cr**

Cumulative Savings
over last 5 Years

Continuous Improvement

2,210

Kaizens implemented in
FY24

Manufacturing Investment

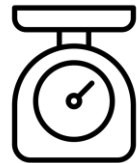
**INR
456 cr**

Capex incurred in FY24

Optimization across Value Chain



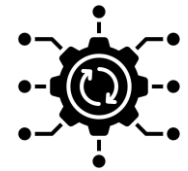
Packaging



Grammage



**Alternate Vendor
for Procurement**



**Network
Optimization**

FY24 | Strategic Pillars

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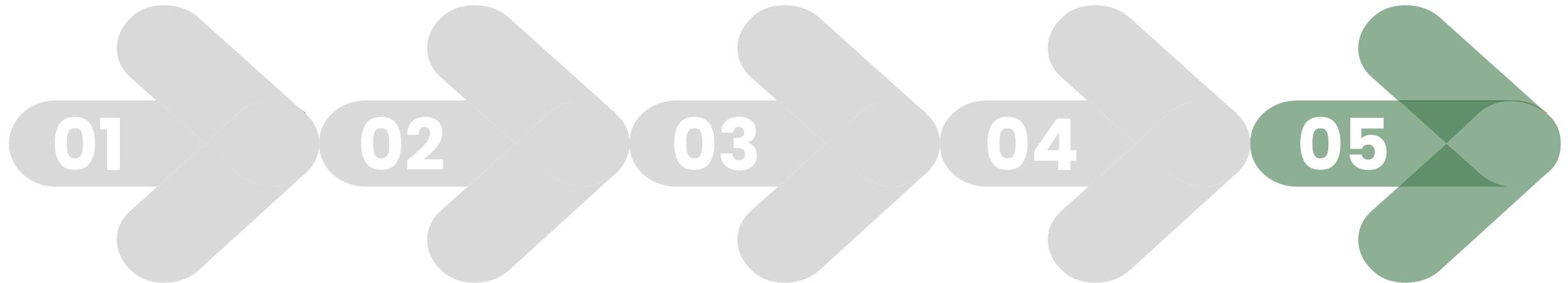
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FY24 | ESG Goals & Achievements

Among the top FMCG companies in India with significant improvement in DJSI ESG Score

Climate & Bio-Diversity

Coal Free Operations since 2023
10,145 Acres under cultivation of medicinal herbs

Circular Economy

Plastic Waste Positivity achieved by recycling/processing
103% plastic in FY24

Operations Outside Protected Bio-diversity zone

100% operations are outside protected zones

Energy & Water

51% energy sourced from renewables sources in FY24
Reduced Water Intensity by 29%

Diversity

Achieved 13% gender diversity at managerial levels in FY24

Social Impact

3.05 Mn beneficiaries in FY24
10,877 farmers engaged in herb cultivation



DABUR OVERVIEW



FY24 PERFORMANCE HIGHLIGHTS



STRATEGIC PILLARS



Q1 FY25 PERFORMANCE HIGHLIGHTS

Q1 FY25 | Performance Highlights

7% consolidated topline Growth in Q1 (INR 3349 Cr)
(CC growth at 9.8%)

8.3% Consol Operating Profit Growth (INR 655 Cr)
19.6% Operating Margin for Q1

7.8% Consol PAT Growth (INR 500 Cr.)
CC PAT Growth: 9.5%

INR 2500+ cr Topline for
India Business – Highest ever in a Quarter

5% Volume Growth in India Business

18.4% CC Growth in International
Business



Dabur

Thank You

