

December 31, 2018

To,
The Manager,
Listing Department
BSE Ltd.
Phiroze Jeejeebhoy Tower
Dalal Street,
Mumbai -- 400 001

Security ID – DECCAN
Security Code – 542248

Dear Sir / Madam,

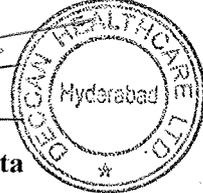
Sub: Investor Presentation of Deccan Health Care Limited.

With reference to abovementioned captioned subject matter, we are hereby submitting the Investor Presentation of the Deccan Health Care Limited.

Kindly take the same on your record.

Thanking you,

For Deccan Health Care Limited

Minto Purshotam Gupta

Managing Director

Factory
CIN:- U72200TG1996PLC024351
Plot No. 13, Sector-03, (SIDCUL).
IIE, Patnagar, Udham Singh Nagar – 263153 (UK)
Email:- mailbox@deccanhealthcare.com
Contact person:
Jitendra Kumar Upadhyay,
Head-Unit & Production,
Ph:- +91 5944 690099
Email:- unithead@mynutridecc.com

Corporate office:-
CIN:- U72200TG1996PLC024351. Estd. 1996.
247, II Floor, Dwarkapuri Colony, Punjagutta, Hyderabad – 500082,
Telangana State (India)
Email: mailbox@deccanhealth.com
Admin-Corporate office:-
Ph:- +91 4040144508, +91 9848389155,
Email: uma@mynutridecc.com

FOOD PILL AND MEALS

NUTRIENT POWER WITHOUT CALORIES



NUTRACEUTICALS

Disclaimer



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Business overview



About Deccan Healthcare

- Incorporated in 1996, Nutraceuticals and wellness product Company;
- DHC's food pills and meals categorized under Fast Moving Consumer Healthcare (FMCH) products are popular with millennials and GenX
- Food pills and meals covering 52 consumer wellness goals preventing/curing over 200 diseases, disorders and disabilities due to micro nutritional deficiency
- Driving sales of BE YOUNG brand through e-commerce platform www.beyoungstore.com
- Expanding into international geographies with STAY YOUNG brand. Commenced exports to Kenya and Mauritius

Key facts and figures

1,61,000+

NO. OF CUSTOMERS SERVICED

6100+ | 140+

MARKETING AGENTS | DISTRIBUTORS

1,500

PRODUCT OFFERING

160+

NO. OF EMPLOYEES



Note: All figures as on FY18

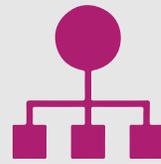
Journey So Far

Phase 1: 1996-2005



Trading of pharmaceuticals

Phase 2: 2005-2010



Third party manufacturing

2008 – In addition to third party manufacturing, DHC launched an in-house brand called OxayFlax. It is a revolutionary food pill containing vegetarian source of Omega 3 and essential nutrient

Phase 3: 2010 onwards



Own manufacturing facility, E-commerce platform, Exports

2010 – Set up owned manufacturing facility in tax benefit zone at Rudrapur, Uttarakhand
2011 – Accelerating portfolio of food pills through Nutridecc
2015 – Certified as an ISO 9001:2008 company
2016 – Launched “Be Young” brand for Domestic Market
– Launched Beyoungstore.com – E-commerce platform for domestic market
2017 – Awarded the Fastest growing SME of the year – Large Size – by Navbharat SME Business Excellence Award
– Honored at “Kokila Dhirubhai Ambani Hospital and Medical Research Institute”
– Launched “Stay Young” brand for international geographies
2018 – Awarded the “Leader with a purpose award 2018” – by India Leadership Summit and Awards
– Awarded the “SKOCH Order-of-Merit” by Sameer Kochar, Chairman, SKOCH Group
– “Stay Young” brand shipment to Mauritius and Kenya
– FIDSI Charter Membership
– Awarded as the Best “Fastest growing online nutrition store” – by ASSOCHAM Nutraceutical Excellence Award
– Awarded with Best Wellness Brand – by ASSOCHAM Nutraceutical Excellence Award
– Awarded with “Sustainable Product Innovation Award” – by World federation of CSR and World Sustainability Congress
– Received “Certificate of Appreciation” for supporting gender diversity in India – by Asian Women in Leadership Summit India





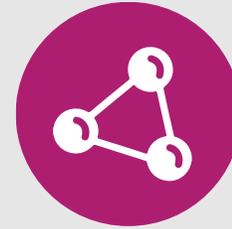
Nutrition goals

- **Daily body cell nutrition**
 - Boys micro nutrition
 - Body cells nutrition
 - Daily micro nutrition
 - Girls nutrition
 - Kids bone nutrition
 - Men nutrition
 - Protein daily food
 - Women nutrition
- **Organ specific nutrition**
 - Bone nutrition
 - Brain nutrition
 - Eye nutrition
 - Hair nutrition
 - Heart nutrition
 - Joint nutrition
 - Nerve nutrition
 - Prostate nutrition
 - Skin nutrition



Condition specific goals

- Energy booster
- Good for heart
- Good for eyes
- Good for diabetes & its ill effects
- Good for colon guts and stomach
- Good for liver
- Good for digestion
- Good for active sex in men & women
- Good to reduce weight & obesity
- Good for specific risk & discomfort



Ingredient focus goals

- **Ingredient focused nutritional solutions**

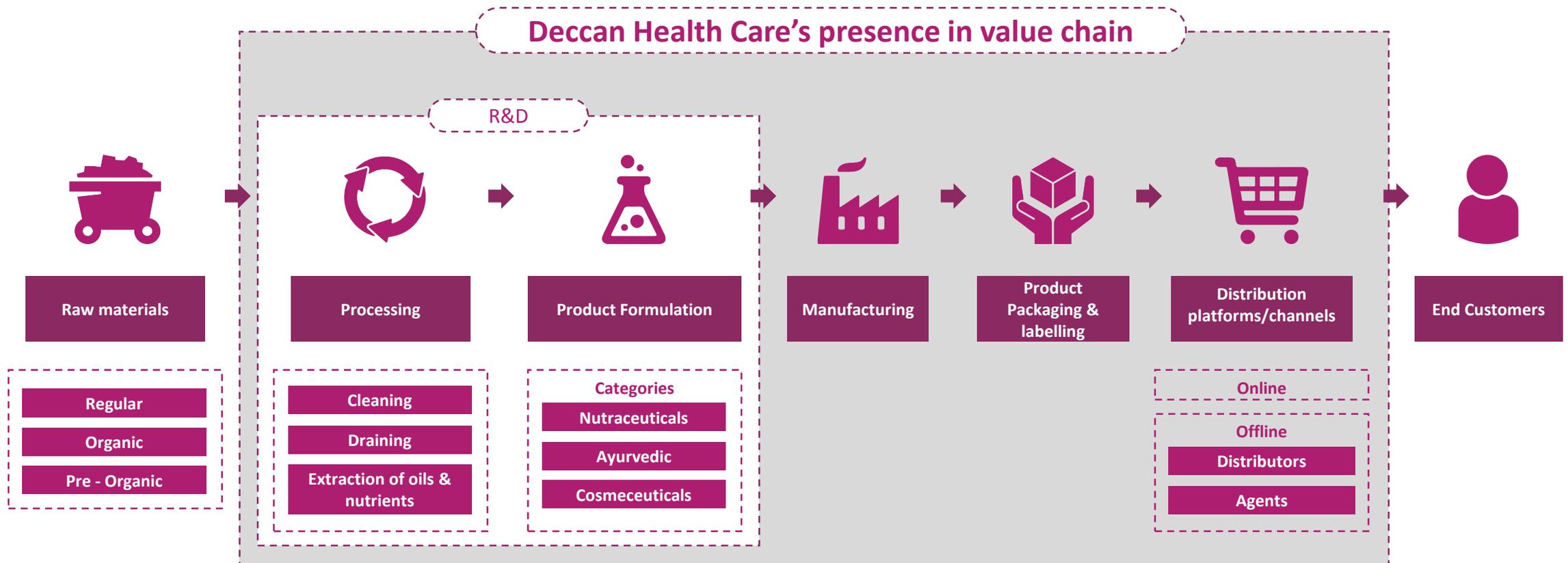


Daily care solutions

- Good for daily hair care
- Good for daily skin care
- Good for daily dental care

Business Value Chain

- Strong presence across value chain viz. R&D, manufacturing, branding and distribution
- Benefits of pricing power, superior cost control and data leveraging for decision making across various points of the value chain



Unleashing the Power of E-commerce

- Awarding winning nutraceutical branded products + E-commerce platform to drive strong growth for DHC

DHC E-commerce Platform

DHC's Growth engines



Domestic market

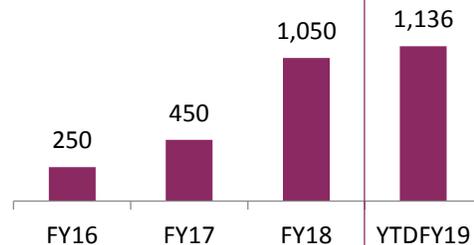


Export market

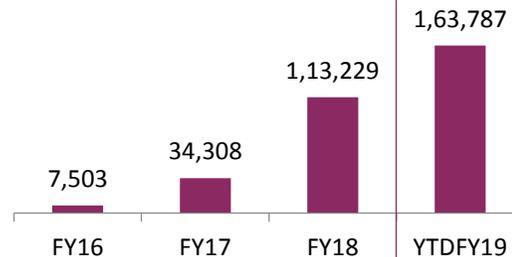
Unique features

- Private label products - generate higher margins
- 100% genuine products
- Strong customer support over Phone, Email and WhatsApp
- Ease of shopping and delivery

Online Sales (Rs. Lakhs)



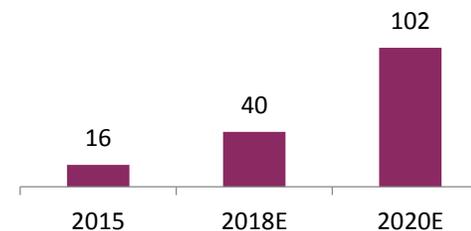
Registered Users (Nos.)



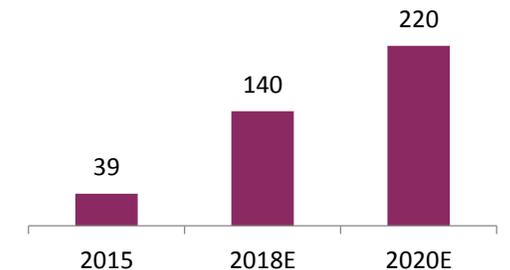
Indian E-commerce industry

- 40% of Indian population has access to internet (6 mn new entrants every month)
- Annual spend per shopper is expected to increase from \$247 in 2015 to \$288 and \$464 in 2018E and 2020E respectively

Online Sales (\$ bn)



Online Shoppers (Nos. in mn.)



Sources: CII report, Industry data

Targeting e-commerce revenues of Rs. 100 crore in 5 years from Rs. 10.50 crore in FY18

Innovation and Manufacturing Centre

SIDCUL Pantnagar, Rudrapur, Uttarakhand – A Tax Exempt zone till FY-2020.



Capabilities Softgels, Hardgels, Tablets, Creams and Lotions, Liquids, Powders, Pastes, Special dosages

Approvals CGMP, FSSAI, UK Certified WHO-GMP++, EQFS Certification, German Certification, ICM certification, USP Registered

Installed Capacity	Particulars	Production Capacity at present (Quantity Per Month)
	Soft Gel Food Pills (SGC)	45,62,50,000
	Hard Gel Food Pills (HGC)	12,16,66,667
	Liquid orals	6,08,333
	Tablet Food Pills	2,43,33,333
	External preparations (Lotions and Ointments)	2,12,916

Key Strategic Initiatives



Industry Overview



- **Nutraceuticals refer to food or part of a food that provide incremental medical or health benefits, including prevention or treatment of a disease.**



Nutraceuticals

- Focuses on prevention & wellness
- Use ingredients generally found in food and diets such as Vitamins, Minerals, Amino Acids, Essential Oils, Phyto Nutrients, Anti-oxidants, Bio-nutrients, Super Foods, Fibers, etc.
- FMCG Sector-Healthcare products
- Regulated by Food Safety Standards Authority (FSSAI) of India
- Open to sales on Web stores; Grocery stores; Health stores
- Help in bridging the nutrient Gap
- Look like medicine but are “Food Pills”
- Globally regulated as per “Food Norms”
- Have become popular over past 20 years
- Needs no approval of FDA / Drugs & Medicine Departments

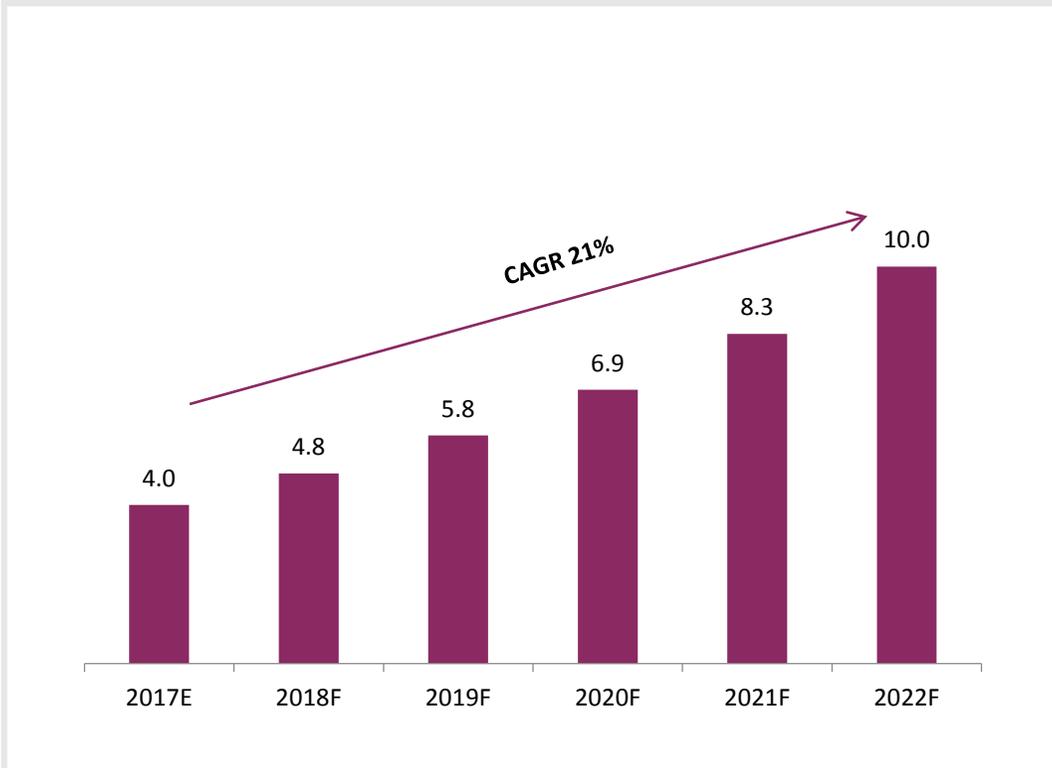
VS



Pharmaceuticals

- Relatively instant in effect
- For severe illnesses; may have side effects
- Focuses on illness & treatment
- Sold only on prescription except, some under OTC
- Needs approval of FDA; highly regulated

India's Nutraceutical Market Size and Growth

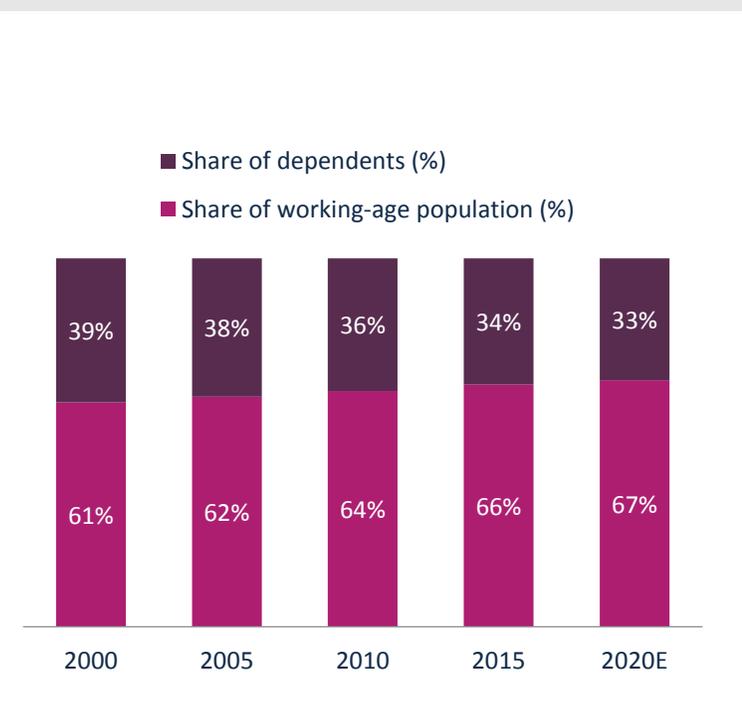




Favourable Demographics

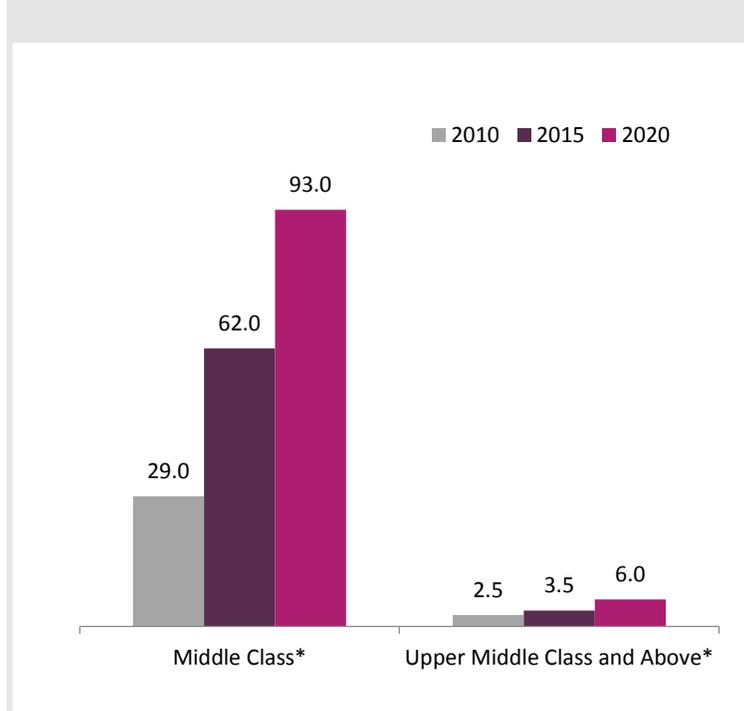
- Higher working population calls for busier schedules, high stress and lesser time for self care for large number of people
- Rising standard of living leads to preference for better healthcare and rising spends

Share of working population (%)



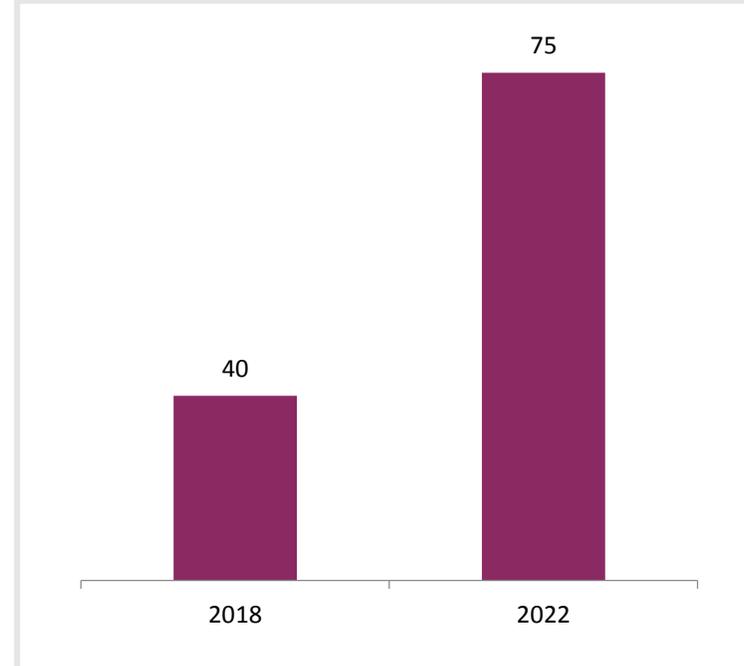
2/3rd Indians in working-age with median age of <28 years

Numbers of households (mn)



Rise in number of households in Middle and Upper income class

Per capita spend on preventive healthcare in India (\$)



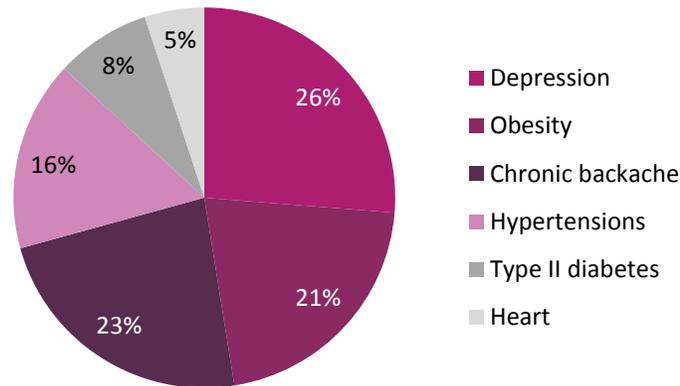
~2x rise expected in preventive healthcare spends



Interest in Preventive Health

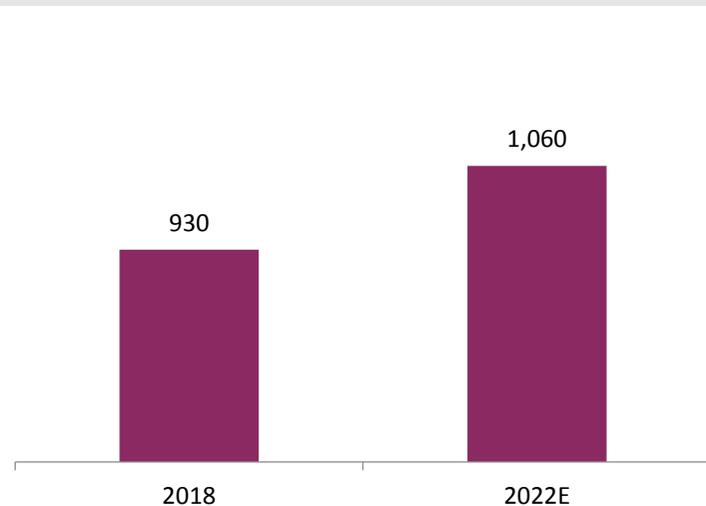
- Shift in mindset from “Life span” to “Health span”
- Rising cost of healthcare driving interest in preventive health – per capita healthcare expense grew 7% CAGR to \$63 between 2010 to 2015 (as per The World Bank)
- Vulnerability to lifestyle ailments – arising from transforming food habits, less physical work and sedentary desk jobs

Lifestyle diseases



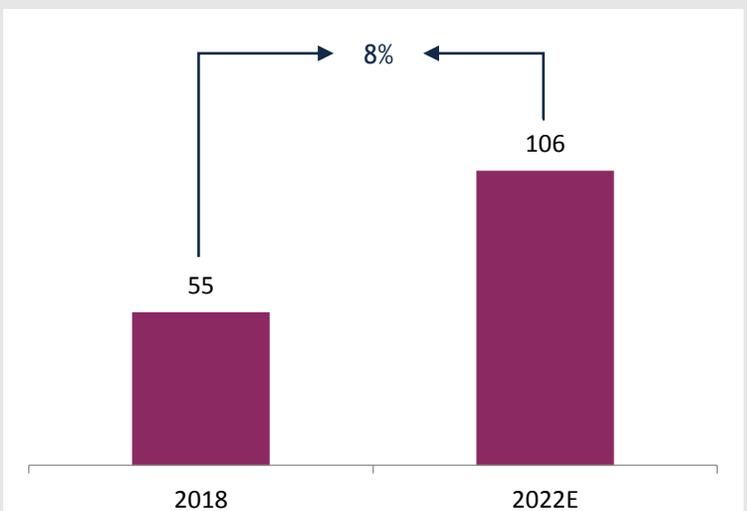
Estimated split of Lifestyle disease incidents (in 2022E)

Lifestyle disease incidents (in mn)



~1 billion lifestyle disease incidents expected by 2022E in India - one of the largest in the world

Total expenditure on preventive healthcare (\$ bn)



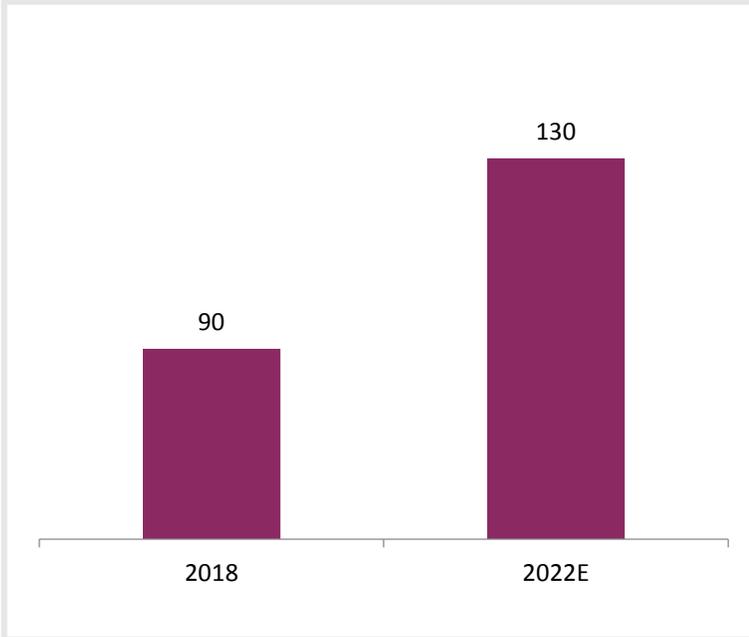
Strong interest expected in preventive healthcare



Consumer Preferences

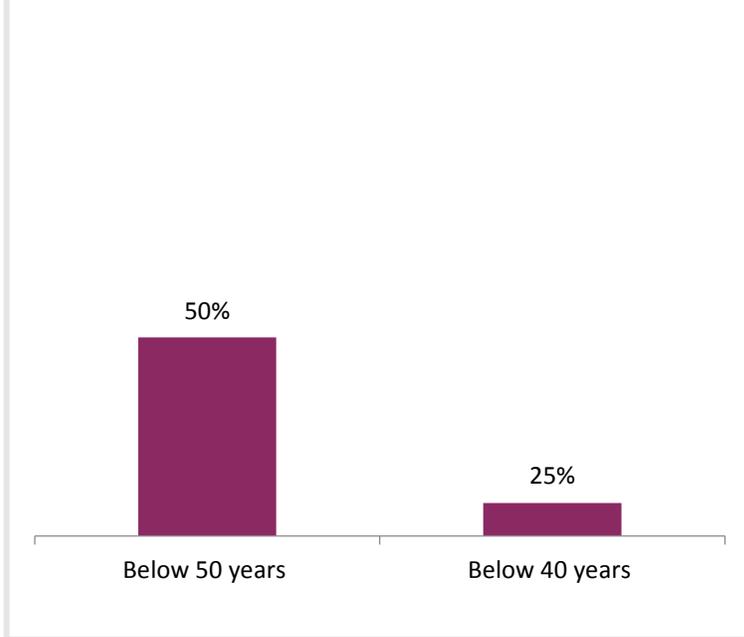
- Baby Boomers - focused on preserving a healthy lifestyle as they enter into retirement age
- Millennials - preference for active lifestyle for physical endurance, mental alertness and to be active & awake

Health Conscious Individuals (in mn)



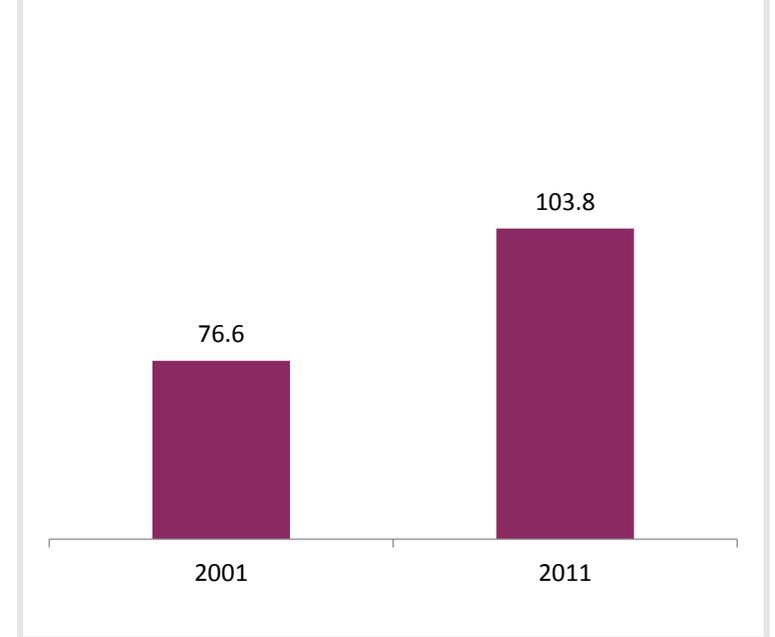
Health consciousness is trending upward in India

Incidences of heart attacks as per age (%)



Risks of heart attacks rising at a younger age. India is seen as coronary heart disease capital of the world.

Elderly population (in mn)



Large elderly population opens wide market for health preservation options



Convenient Formats

- Availability of nutraceuticals in various formats viz. Softgels, Hardgels, Tablets, Creams and Lotions, Liquids, Powders, Pastes has made consumption convenient and easier



Awareness

- An ASSOCHAM report states “One rupee spent on prevention saves Rs. 132.33 in absenteeism costs and Rs. 6.62 in healthcare costs”
- Presence of Global Nutraceutical Companies viz. Amway and Herbalife in India since last two decades has contributed awareness about nutraceuticals



Ease in Regulation

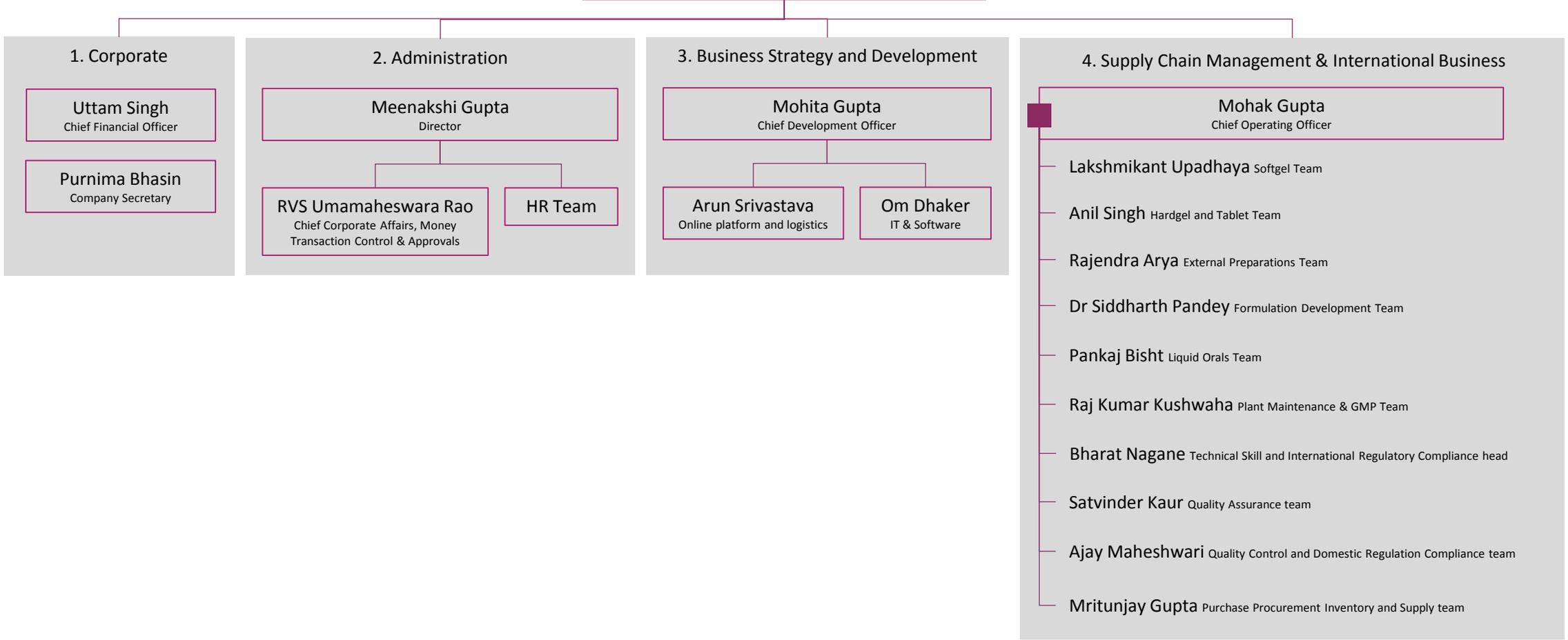
- Nutraceuticals unlike Pharmaceutical do not go through long development and approval cycle
- Faster rollout of new products as industry is regulated by FSSAI and not FDA

Management Team



Organizational Structure

Minto P. Gupta Founder and Managing Director



Experienced and Dynamic Management



“There is no success without failure. When you’re pursuing ground-breaking innovations, setbacks go with the territory – unless you have the courage to fail, you’ll never be successful. Innovation is about taking risks and accepting failure.”

Mr. Minto Gupta started Deccan Healthcare in 1996 with experience of over 20 years and has steered the company on a profitable journey. He has extensive experience and know-how in the field preventive and wellness products. His direction for Deccan Healthcare is critical in achieving strong a business performance and creating value for shareholders.

Mr. Minto Gupta is an M.Sc. Bio-Chemistry from University of Mumbai. His career background includes research and management positions in companies such as Rallis India Ltd. (TATA Company), Ranbaxy Laboratories and SOL Pharmaceuticals. As early as 1998, he had written his vision: “to move health care from curative medicines to preventive supplements”.

Mr. Minto Gupta

Promoter & Managing Director



Mr. Mohak Gupta

Chief Operating Officer, Commerce & Materials

- MBA from IIM-A and attended management courses at the London School of Economics;
- He has worked as a senior positions in ICICI Bank and Idemistu Kosan Co.;
- Currently, looks after brand building & operations in the Company and instrumental force behind launching BeYoung brand.



Ms. Mohita Gupta

Chief Development Officer - Business Strategy & CSR, BE YOUNG

- Currently responsible to lead online sales and CSR;
- MBA from NALSAR and double Master’s degree from London school of economics (LSE) by qualification;



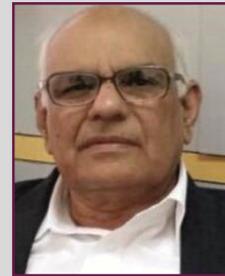
Hitesh Mohanbhai Patel, Director

Hitesh Patel, aged 43 years is the Promoter and Non Executive Director of our Company. He was appointed as additional director of our company on December 14, 2016 and regularised as on August 28, 2017. He has passed his Higher Secondary examination from Maharashtra Board. He is the guiding force behind all the strategic decisions.



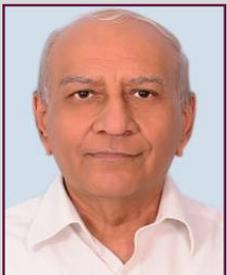
Meenakshi Gupta, Whole Time Director

Meenakshi Gupta, aged 58 years is the Whole Time Director of our Company. She is designated as Whole Time Director w.e.f August 31, 2017 for a period of three years and is liable to retire by rotation. She holds Masters Degree in Science from Maharaja Sayajirao University of Baroda She is responsible for corporate development, training & education and Human Resource management.



Dr. Narendra Singh, Director

Narendra Singh, aged 65 years was regularized as an Independent Director of our Company w.e.f. September 20, 2018. He has completed Bachelors of laws (Honours) from Aligarh Muslim University. Further he has achieved degree of Master of Law from Kakatiya University. He is Ph. D (Doctor of Philosophy) Holder from MATS University.



Yezdi Jal Batliwala, Chairman & Director

Yezdi Jal Batliwala, aged 75 years was appointed as a Director and Chairman of our Company w.e.f. August 05, 2018. He serves as Director of Nutricircle Limited.



Savita Bhutani, Director

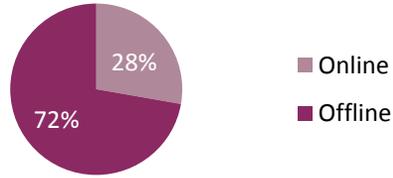
Savita Bhutani, aged 48 years was regularized as an Independent Director of our Company w.e.f. September 20, 2018. She has completed Bachelors of Arts in Economics & Geography from University of Lucknow.

Financial Snapshot

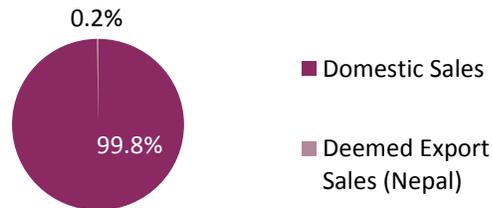


Revenue Break-up

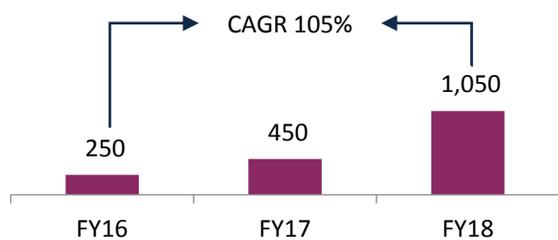
Sales Channels (%)



Geographic Sales (Rs. Lakhs)



Online sales (Rs. Lakhs)



Domestic state-wise sales break-up (Rs. lakhs)

Offline Sale

States	Amount (Rs. Lakhs)
Uttarakhand	821
Maharashtra	475
Delhi	413
Uttar Pradesh	324
Madhya Pradesh	225
Andhra Pradesh	136
Chandigarh	110
Others	396
Total	2,900

Online Sale

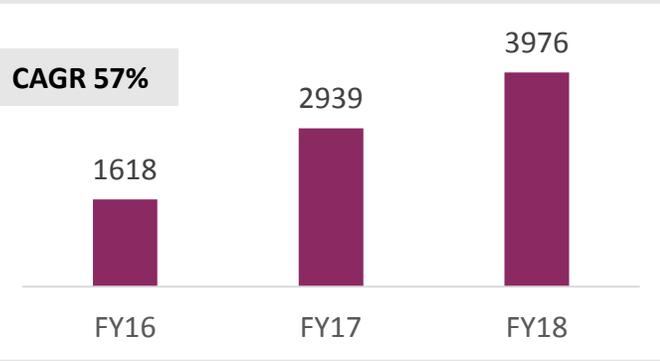
States	Amount (Rs. Lakhs)
Gujarat	112
West Bengal	108
Delhi	102
Uttar Pradesh	101
Haryana	100
Punjab	97
Maharashtra	97
Orissa	88
Assam	70
Madhya Pradesh	66
Others	107
Total	1,048

Note: All figures as on FY18

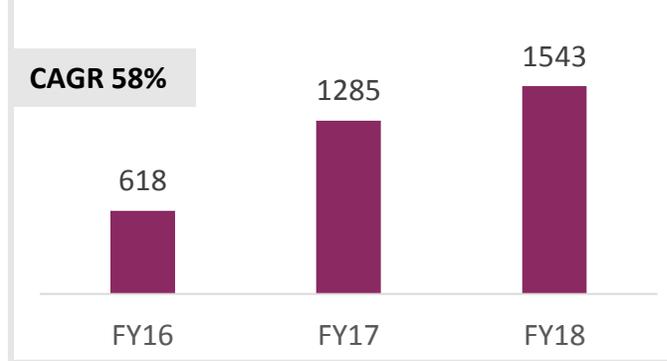
Sales grew by 35% YoY to Rs. 39.5 crores in FY18; Online sales growing rapidly

Financial Highlights

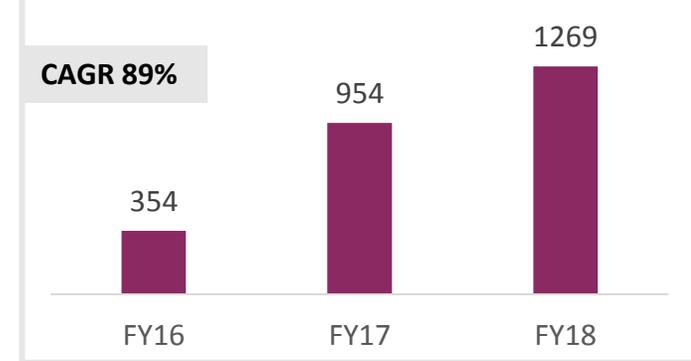
Total Revenue (Rs. Lakhs)



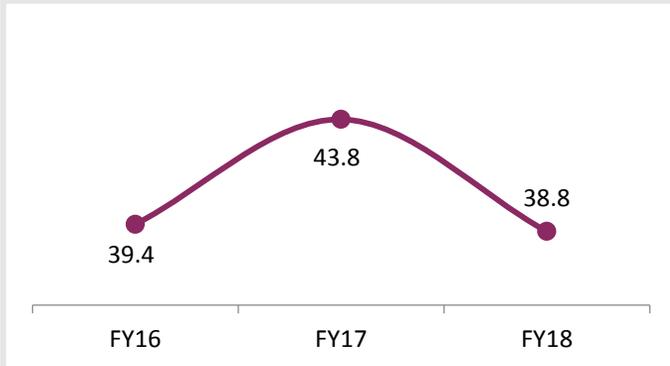
EBIDTA (Rs. Lakhs)



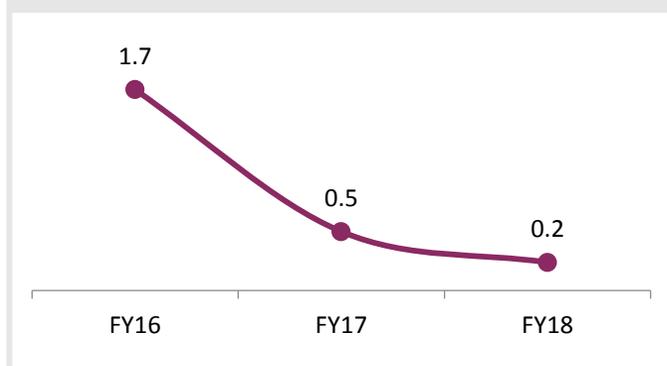
PAT (Rs. Lakhs)



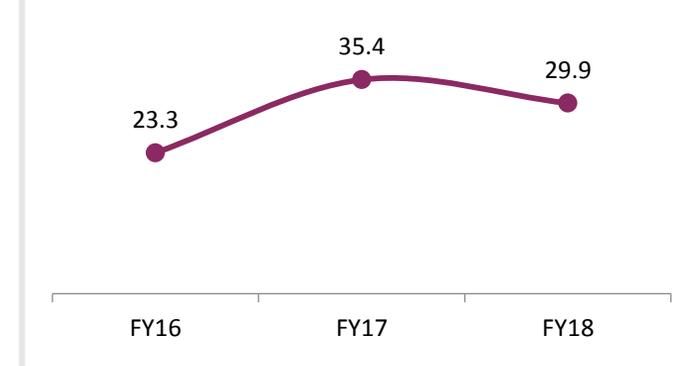
EBIDTA (%)



Debt to Equity (x)



RoCE (%)



Virtually debt free | Strong returns ratios

Financial Statements



Balance Sheet



Particulars (in lakhs)	Jun 30, 2018	FY18	FY17	FY16
Shareholders Fund				
Share Capital	1,350.14	1,350.14	1,293.25	1,043.25
Reserves & Surplus	2,543.75	2,297.94	921.05	(202.86)
Total Net-worth	3,893.89	3,648.08	2,214.30	840.39
Long term borrowing	798.87	841.85	1,076.49	1,394.35
Deferred Tax Liabilities	170.91	168.91	170.24	172.13
Other Non Current Liabilities	22.19	22.13	12.38	16.55
Trade Payables	493.88	494.82	918.20	294.53
Other Current Liabilities	476.16	558.39	371.79	167.19
Short Term Provisions	697.50	558.81	196.49	49.31
Total	6,553.40	6,292.99	4,959.89	2,934.45
Total Fixed Assets	2,092.57	2,121.90	1,732.15	1,711.63
Non Current Investments	1.93	1.93	1.93	-
Other Non Current Assets	583.86	521.15	154.89	-
Inventories	1,936.92	1,961.16	1,026.70	359.31
Trade Receivables	1,687.62	1,465.44	1,848.02	805.38
Cash & Cash Equivalents	60.82	29.51	6.98	14.64
Short-term loans & advances	189.68	191.90	189.22	43.50
Total	6,553.40	6,292.99	4,959.89	2,934.45

Profit & Loss Statement

Particulars (in lakhs)	Jun 30, 2018	FY18	FY17	FY16
Revenue from operations	854.89	3,947.88	2,934.13	1,615.92
Other income	4.46	28.19	4.81	1.78
Total Revenue	859.35	3,976.07	2,938.94	1,617.70
Cost of materials consumed	251.71	1,571.63	941.09	522.11
Changes in inventories of finished goods work-in-progress and Stock-in-Trade	(11.39)	(372.73)	(74.30)	(35.97)
Employee benefits expense	115.35	422.89	333.76	171.34
Other expenses	192.70	810.91	452.96	323.55
EBITDA	310.98	1,543.37	1,285.43	617.83
Depreciation and amortization expense	30.30	128.05	119.06	115.12
EBIT	280.68	1,415.32	1,166.37	502.71
Finance costs	32.87	147.87	214.35	147.81
EBT before extraordinary items	247.81	1,267.45	952.02	373.74
Extraordinary Item	-	-	-	18.85
EBT	247.81	1,267.45	952.02	354.90
PAT	245.81	1,268.78	953.91	354.21

❖ Key Ratios

Particulars	Jun 30, 2018	FY18	FY17	FY16
EBITDA Margin	36.19%	38.82%	43.74%	38.19%
PAT Margin	28.60%	31.91%	32.46%	21.90%
ROCE	[●]	29.89%	35.26%	22.50%
RONW	[●]	34.78%	43.08%	42.15%
Debt-Equity Ratio	0.27	0.30	0.49	1.66
EPS	[●]	9.75	9.06	5.48

Cash Flow Statement

Particulars (in lakhs)	Jun 30, 2018	FY18	FY17	FY16
Cash Flow from Operating Activities				
Restated Net profit Before Tax	247.81	1,267.45	952.02	354.90
Adjustments For:				
Depreciation	30.30	128.05	119.06	115.12
Provision of Gratuity	0.49	16.40	5.93	0.71
(Interest Received)	(0.38)	(0.98)	(1.16)	(0.13)
Interest and Finance Charges	32.87	147.87	214.35	147.81
Operating Profit before working capital changes	311.09	1,558.78	1,290.20	618.40
Changes in working capital	(210.96)	(1,029.08)	(1,061.34)	(313.90)
Taxes Paid/ Refund Received	-	-	(1.22)	-
Net Cash From / (Used In) Operating Activities	100.14	529.69	227.64	304.49
(Purchase) / Sale of Fixed Assets/ Capital Work In Progress	(0.96)	(517.80)	(139.57)	(0.32)
Decrease/(Increase) in Non-Current investments	-	-	(1.93)	-
Interest Received	0.38	0.98	1.16	0.13
Net Cash From / (Used In) Investing Activities	(0.59)	(516.82)	(140.35)	(0.19)
Proceeds from Issue of Shares	-	56.90	250.00	-
Security Premium	-	108.10	170.00	-
Interest and Finance Charges	(32.87)	(147.87)	(214.35)	(147.81)
(Decrease)/Increase in Long Term Borrowing	(35.37)	(7.46)	(300.60)	(143.47)
Net Cash From Financing Activities	(68.24)	9.67	(94.96)	(291.28)
Net Increase / (Decrease) in Cash (A)+(B)+(C)	31.31	22.54	(7.66)	13.02
Cash and Cash equivalents at the beginning of the year	29.51	6.98	14.64	1.61
Cash and Cash equivalents at the end of the year	60.82	29.51	6.98	14.64

Peer Comparison



Companies	Deccan Health Care Limited	Zydus Wellness Limited
Price	100	1,250.60
Basic & Diluted EPS	9.75	34.24
PE Ratio (on upper cap)	10.25	36.52
RONW %	34.78	19.36
NAV (Per Share)	27.02	176.90
Face Value	10.00	10.00
Total Income (In Lakhs)	3,976.07	29,242.00

IPO Details



IPO Highlights

Details	Particulars
Issuer	Deccan Health Care Limited
Issue Type	Book Built Issue
Price	Rs. 100
Minimum Lot Size	1200
Issue Size	Rs. 42.12 crs
Bid/ Offer Opens On	December 18, 2018
Bid/ Offer Closes On	December 20, 2018
IPO Venue	BSE SME
Offer Size	42,12,000 Equity Shares of Rs. 10/- each Fresh Issue: 22,12,000 Equity Shares Offer For Sale: 20,00,000 Equity Shares
Offer Structure	Market Maker Portion 2,11,200 Equity shares
	Non-Retail Portion 20,00,400 Equity Shares
	Retail Portion 20,00,400 Equity Shares
Book Running Lead Manager	 <p>PANTOMATH Capital Advisors (P) Ltd.</p>





Particulars	No. of Equity Shares	Aggregate Nominal Price (Rs in lakhs)
Issue, Subscribed and Paid up capital before the Offer	1,35,01,430	1,350.14
Fresh Public Offer	22,12,000	221.20
Offer For Sale	20,00,000	200.00
Issue, Subscribed and Paid up capital after the Offer	1,57,13,430	1,571.34

Particulars	Pre Issue Holding (%)	Post Issue Holding (%)
Promoter & Promoter Group	74.51	51.30
Others	25.49	48.70

Object of the IPO

Objects of the Offer

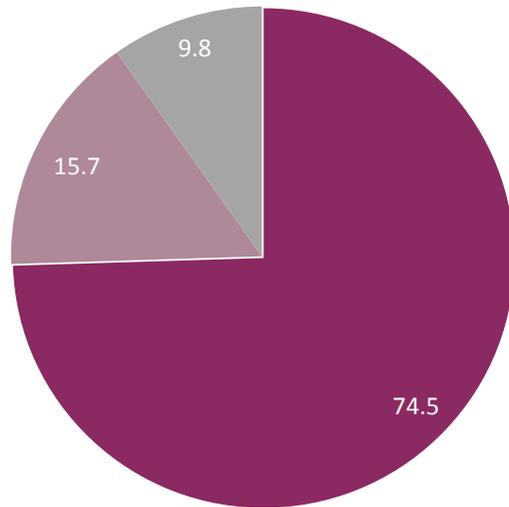
- Repayment/Prepayment of certain secured borrowings availed by our Company
- Purchase of Plant & Machinery and related civil work
- General Corporate Purpose

Net Proceeds from the Offer

Sr. No.	Particulars	Amounts (Rs. In Lakhs)
1.	Repayment/Prepayment of certain secured borrowings availed by our Company	794.88
2.	Purchase of Plant & Machinery and related civil work	555.25
3.	General Corporate Purpose	550.12

Details of Shareholding

Pre-dilution (%)



■ Promoter and Promoter Group ■ Public ■ Non Promoter- Non Public

Top 10 Shareholders

Sr. No.	Shareholders Name	% of holding	No of Shares
1	HITESH MOHANBHAI PATEL	39.44	53,25,214
2	MINTO PURSHOTAM GUPTA	15.61	21,07,667
3	MEENAKSHI GUPTA	17.09	23,07,333
4	KENT RO SYSTEMS LIMITED	5.18	7,00,000
5	VALUEWORTH CAPITAL MANAGEMENT PVT LTD	4.63	6,25,000
6	SMITA ASHVIN SHAH	1.59	2,15,000
7	BHAVNA HITESH PATEL	1.48	2,00,000
8	JAYESH CHANDRAKANT SHAH	1.11	1,50,000
9	GITA KIRTI AMBANI	1.07	1,45,000
10	VIPUL PATEL	0.89	1,20,000
Total		88.10	1,18,95,214

Annexures



Awards & Recognition



Fastest Growing Online Nutraceutical Store - CIMS Medica Nutrition & Wellness Awards 2018



Sustainable Product Innovation Award – 2018 and FIDS I Award - 2018.



Best Wellness Brand - Fastest Growing Online Nutrition Store – ASSOCHAM Nutraceuticals Excellence Awards 2018



SKOCH Award - 2018



Leader with a Purpose Award 2018
INDIA LEADERSHIP - Summit & Awards



Fastest growing SME of the year – Large Size – by
Navbharat SME Business Excellence Award - 2017



Honoured at Kokilaben Dhirubhai Ambani Hospital
and Medical Research Institute - 2017



**Deccan
Healthcare**
for wellness
Since 1996

Stay WoW

Healthy Lifestyle Food Products



ISSUER COMPANY



**Deccan
Healthcare**
for wellness
Since 1996

Delays Ageing & Disease

Deccan Health Care Limited
247, 2nd floor, Dwarakapuri Colony,
Punjagutta, Hyderabad, Telangana -
500082, India

BE YOUNG
FOOD PILLS & MEALS
Boost Quality of Life