

Dated – 24.01.2025

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 (Q3'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 (Q3'FY25) based on the financial performance of the Company for the third quarter and nine months ended December 31, 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 CIN L24304MH2016PLC320868



Investor Presentation Q3 FY 25

Dr Trust

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



Great
Place
To
Work®

Certified
DEC 2024-DEC 2025
INDIA™

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.

No part of this presentation may be reproduced, quoted or circulated without prior written approval from Nureca Ltd.



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 Q3

1. Appointment of Mr. Vivek Gupta as Chief Officer Sales and Supply Chain effective from December 16, 2024
2. Entered into a new agreement with **Zepto**, a leading quick commerce player, to ensure faster product availability, enhance customer satisfaction, and expand our market reach.
3. Nureca certified as a Great Place to Work, which reflects Nureca's dedication to fostering an empowering, inclusive, and collaborative work environment.

The Zepto logo is displayed in a white, lowercase, sans-serif font against a dark purple rectangular background.The Great Place To Work logo features the words "Great Place To Work" in a white, bold, sans-serif font, stacked vertically on a red rectangular background.

Certified

DEC 2024-DEC 2025

INDIA

Vivek Gupta

Chief Officer Sales and Supply Chain

Mr. Vivek Gupta is a seasoned professional with over 20 years of experience in General Management, Domestic & International Sales, P&L Management and Portfolio & New Business Development. He holds a PGDBM in Marketing from FORE School of Management, New Delhi, and is a graduate from GBPUA&T, Pantnagar. His previous assignment was as Group Chief Sales Officer at **Tynor Orthotics Pvt. Ltd.** where in 5 years (from 2019 to 2024) he played a pivotal role in significantly enhancing the organization's revenue and EBITDA, driving remarkable growth and profitability. His distinguished career spans leadership roles at **Emami Limited, Mars Inc, and Reliance Retail**, among others.



At Nureca Limited, Mr. Gupta's key area of focus is -

- *Crafting a comprehensive business plan with clear topline and EBITDA goals for the next three years, supported by robust portfolio, pricing, and channel strategies.*
- *Implementing an effective Sales & Operations Planning (S&OP) Process to integrate demand forecasting, supply execution, and financial planning, minimizing stockouts and delays while ensuring efficiency.*
- *Strengthening product categories to cover critical operational needs and address diverse price and demand segments.*
- *Enhancing online profitability through disciplined account specific discounting structures, targeting a year on year growth in EBITDA.*
- *Streamlining the offline strategy with an efficient go-to-market approach, national reach, capability build-up and strong distributor network.*
- *Building new growth avenues through Quick Commerce, Exports, and Corporate Sales.*

Short-Term Strategic Plans for FY 25-26

Revenue Growth Drivers

Looking ahead, we expect exponential topline growth for the next fiscal year 2025-26.

A. Online Business:

- Expanding our Product Range -Category Expansion and Launch of New Categories
- Committed entry with top quick commerce players
- Leveraging Strong Demand @ Existing Customer Base - Enhanced Engagement | customized Account Management | Dynamic Joint Business Planning
- Replicate our success at Flipkart with Amazon and other market places
- Better " Demand - Supply" planning and sourcing to leverage & build-up on all seasonal / festive sales opportunities

B. Offline Business:

- Expansion into all States, Top 500 Cities (with 65 UAs as HUB) and Category Weighted Outlets, with a dedicated GTM based on right pricing/margins, distributor network and team build-up – Through State and Category wise execution plans.
- Target new channels and sub-channels catering to our different categories – Bring in specialists / develop capabilities for Modern Trade, Institutions, Hospitals, Surgical Shops, Furnishing Stores, etc.
- Build efficiencies and productivities @ Frontline Team Through Data Analytics & Training and integrate secondary KPIs to Primary Sales Delivery

C. Emerging Channels:

- Build exports and corporate sales as emerging channels
- Hire experts to lead and build emerging channels
- Acquire more direct customers for corporate sales and build "partner network" specializing in pharma, non-pharma and gifting

Short-Term Strategic Plans for FY 25-26

Operating Profit Drivers

On the profitability front too, we expect to achieve a continuous increase in EBITDA

- Prepare a **business plan** which hardwires the Topline & EBITDA Strategy and initiatives leading to continuous improvements in EBITDA.
- By **improving overall operational efficiencies** and **better cost & budget management** - Our focus on automation, supply chain optimization, and strategic cost controls will help improve our Gross Margins.
- Plan to source 27 **New SKUs** and get into 4 **New Categories with high cost-optimization** - these will have positive impact on Gross Margins. Further identify the categories which are EBITDA Tail-end Outliers for us and have necessary immediate corrective actions and long-term corrections put in place.
- Plan to achieve **Higher Cost efficiency for In-house Production facility** by Higher Capacity utilization, imbibing Lean Management and Standard Costing Processes.
- Plan to **Optimize Sales Mix** across B2B and B2C partners and **streamline our discounting mechanism** (based on non-networked account wise capping mechanism) with the target to ensure higher EBITDA
- Focus on Operation Efficiency including **revisit of Existing Agreements with Suppliers** which will help cost reductions and higher Profits
- Plan to explore **technology improvement to boost efficiency** like AI, data analytics, which will lead to long-term cost reductions and operational improvements.



We are a **Digital First Healthcare Company** with more than **86% revenue generated by Online sales**
Nureca is a **debt-free, asset light company** and has a healthy liquidity position.

Financial Performance

GMV

- **Q3 FY 25 - INR 425 Mn**
(23% YoY growth)
- Q3 FY24 - INR 344 Mn
- FY24 - INR 1374 Mn

Revenue from Operations

- **Q3 FY 25 - INR 265 Mn**
(18% YoY growth)
- Q3 FY24 - INR 224 Mn
- FY24 - INR 919 Mn

EBITDA

- **Q3 FY 25 INR -25 Mn (-9%)**
(-253% YoY de-growth)
- Q3 FY24 - INR 17 Mn (6%)
- FY24 - INR 3.1 Mn (0.3%)

Profit After Tax

- **Q3 FY 25 INR -28 Mn (-9%)**
(-1721% YoY de-growth)
- Q3 FY24 - INR 2 Mn (1%)
- 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

250+
Active SKUs



2
New Products
Launched During
Q3 FY 25



8 Lac Units
Annual
Production
capacity in
India



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

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



102 Number of design
patents
USFDA & CE Approved
products



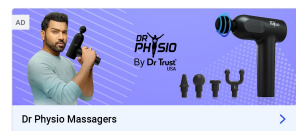
Avg. 45 days
Manufacturing lead-time



INR 2.83 Cr Advertising & sales promotion spend during Q3 FY25

Ecommerce

Trade Distribution



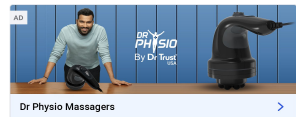
Events
Campaign



Prime
Campaigns



Sponsored
Ad
Campaign



Leading Healthcare
brand on -



21,000+
Retail Touch-
points

460+
Towns

300+
Distributors

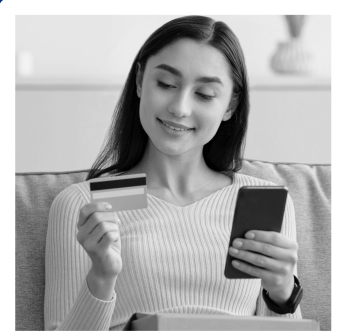
50+
Employee
Internal Sales
Force

9.70 Lakhs SKUs sold till 9M 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



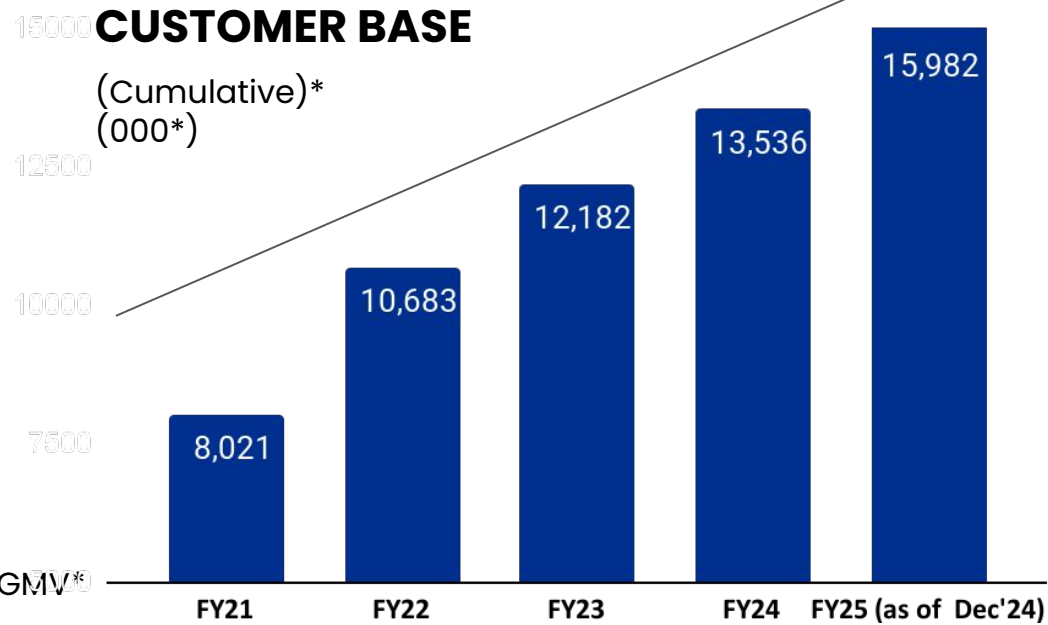
Connected Health

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



86%

Revenue Contribution from Online sales



1.60 cr

Happy families use our products



2

Economic Times Awards



4.6 ★★★★★

4934 reviews



Reviews 314 • 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



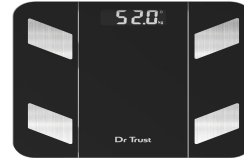
Platinum



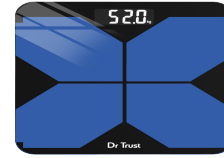
8 Electrode Digital
(IOS/ Android
Sync)



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



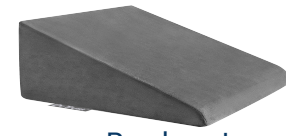
Backrest Pillow



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



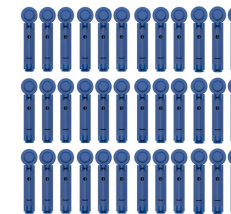
Gluko SMART



Gold Standard with Strips



Lancet & Strips set Compatible with Running Models



Lancet & Strips Compatible with Running Models

2

New Products Launched
During Q3 FY 25



Zurich Air Purifier



Cloudwalker neck rest massage travel pillow



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
7. Breast Pumps

We have received 13 approvals from CDSCO and Certifications ISO 9001:2015 and ISO 13485:2016 from Intertek



III. Omnipresence

Expanding Offline Distribution



23/28

Live States



56

**Sales Team
Strength**



22,000

Retail Touchpoints



179

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.

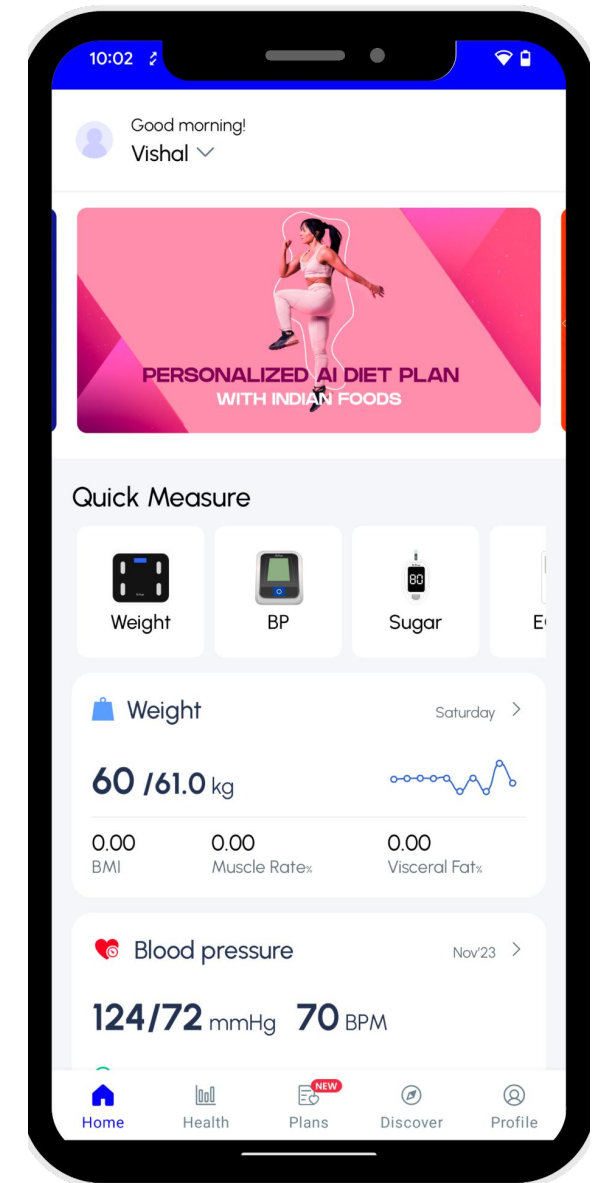
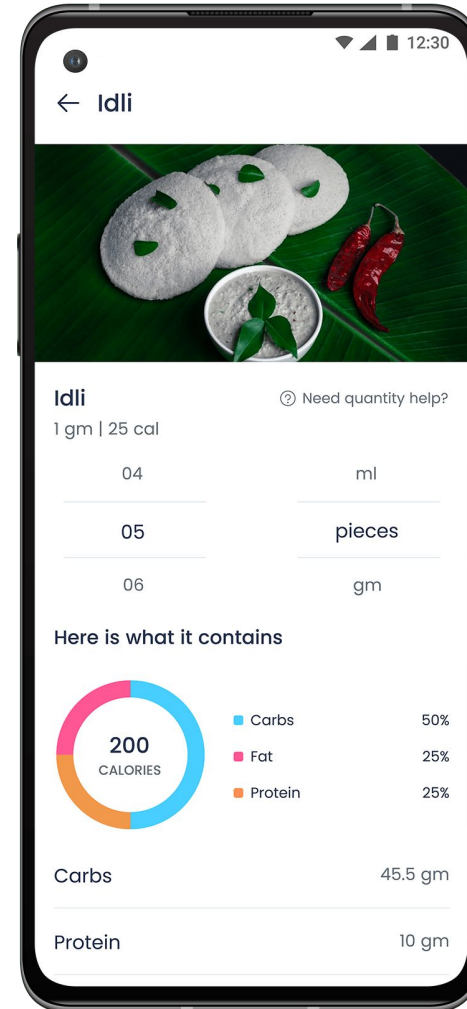


IV. Connected Health

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.

**1400K+
Users**



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

- 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

- 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

- 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'

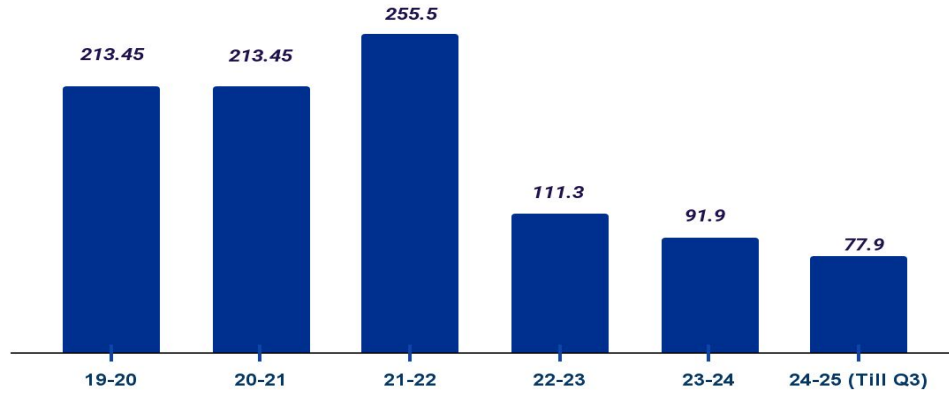


Business Performance

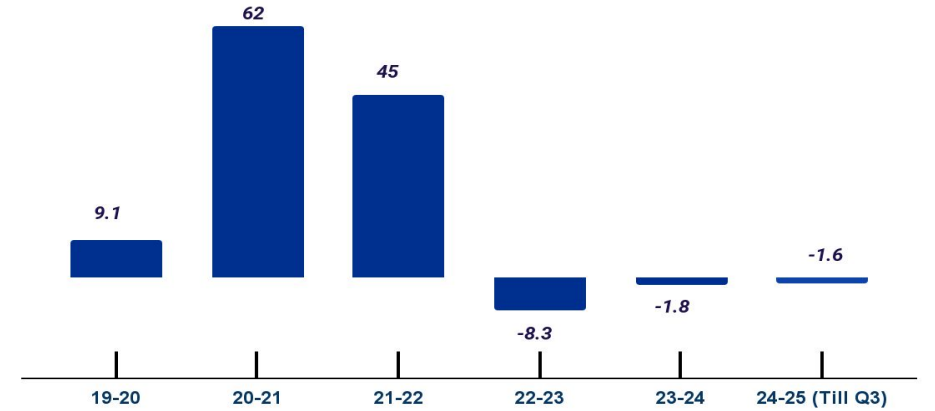


Key Performance Indicators (Consolidated)

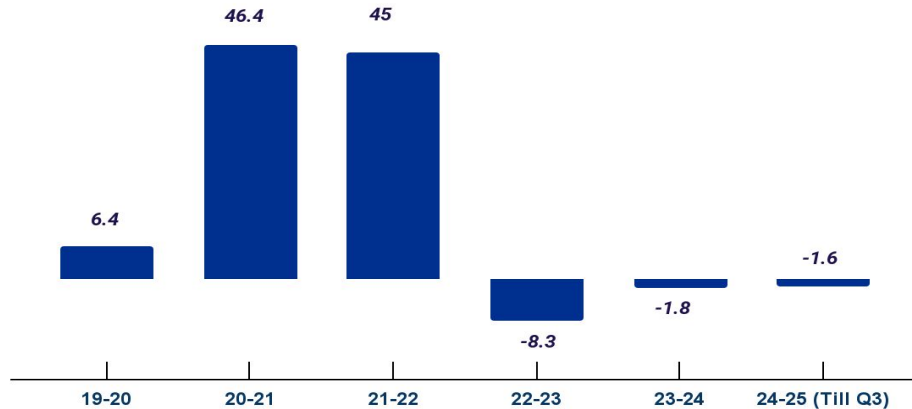
Revenue from Operations(₹ Crore)



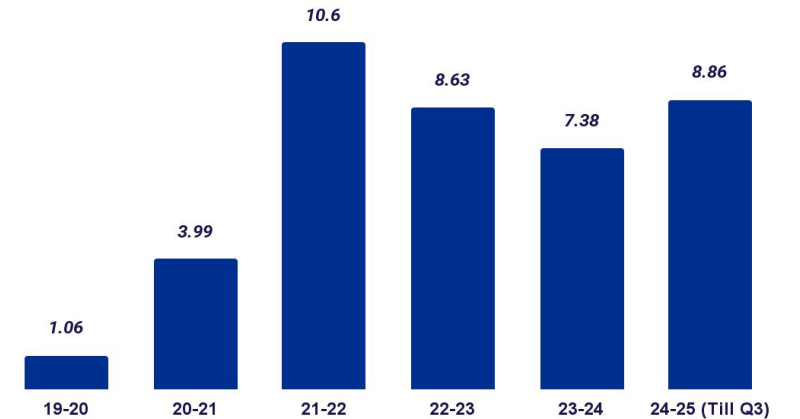
EPS (₹)



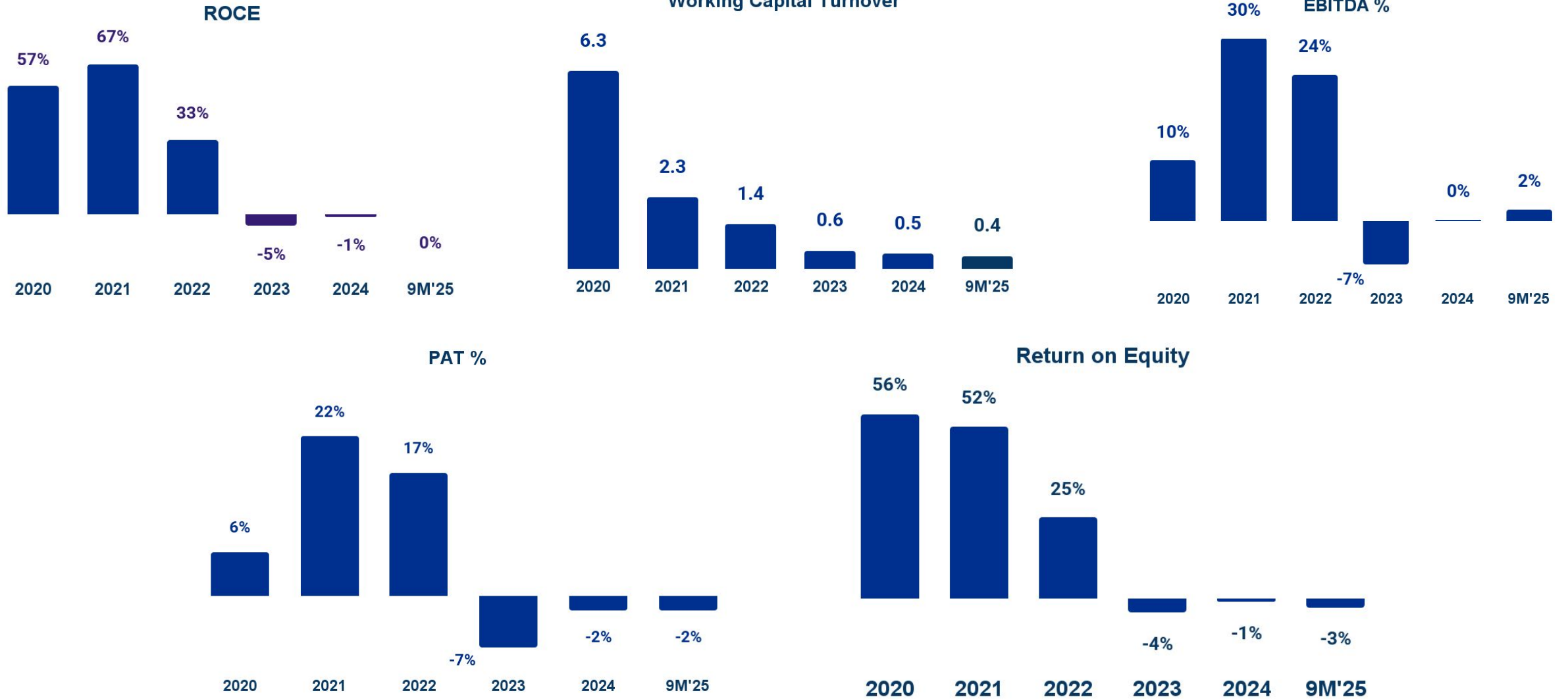
PAT (₹ Crore)



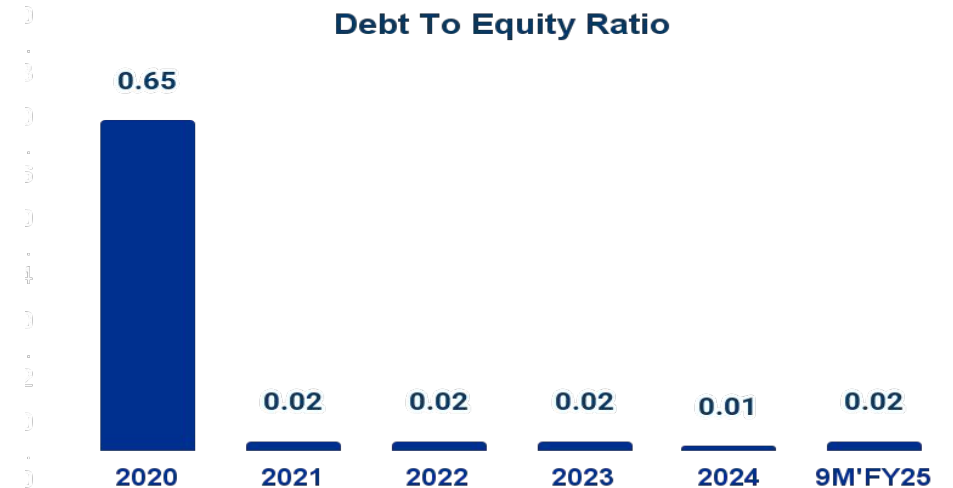
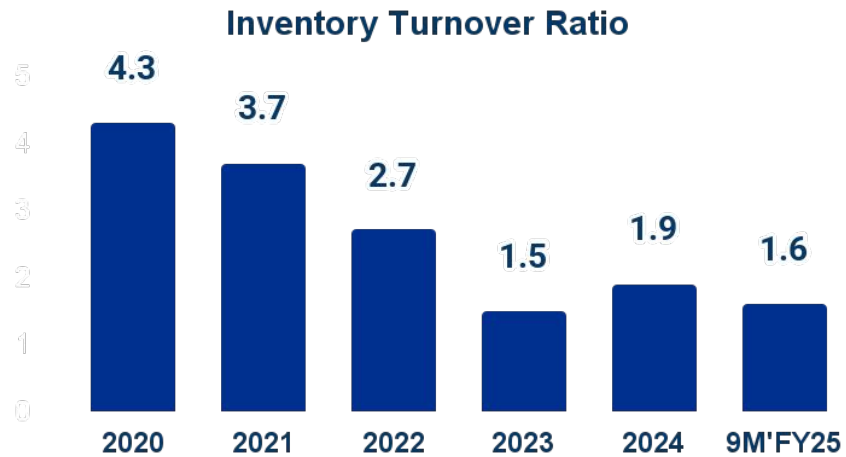
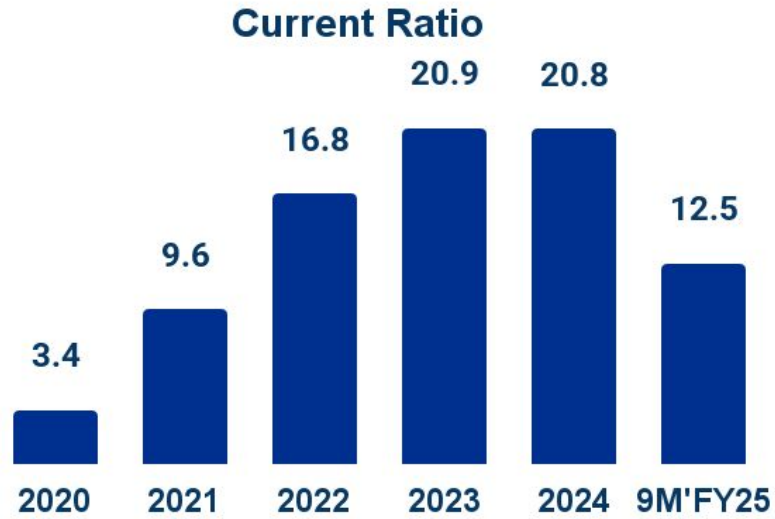
Gross Fixed Asset (₹Crore)



Key Performance Indicators (Consolidated)



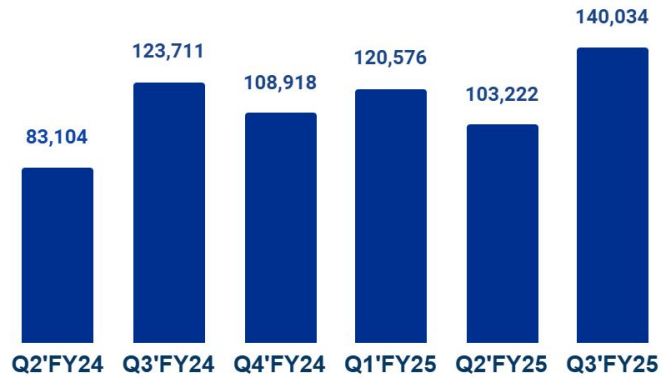
Key Performance Indicators (Consolidated)



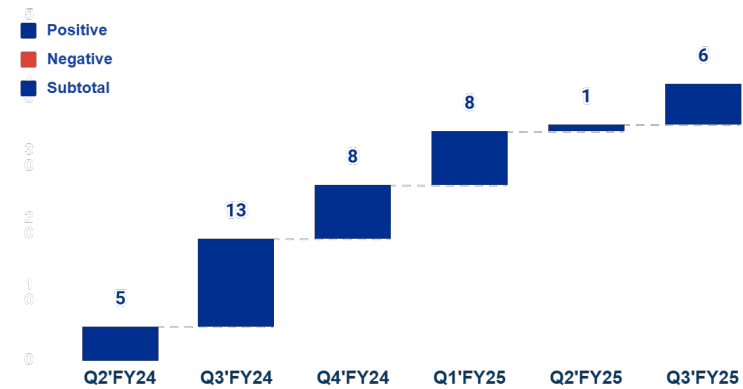
Manufacturing Key Factors

Certified ISO 9001:2008 and ISO 13485 by Intertek

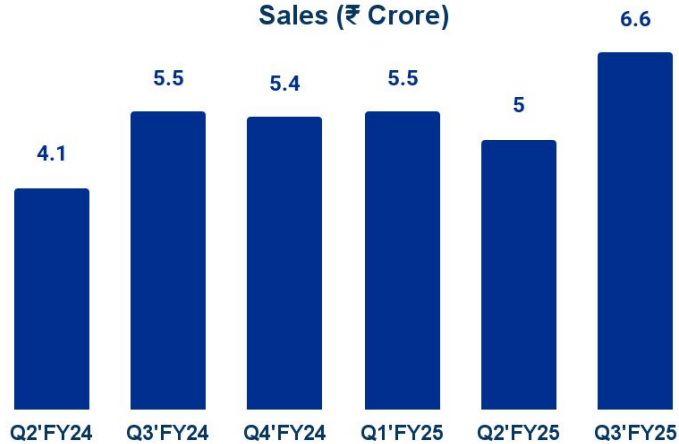
Production- (No of Units)



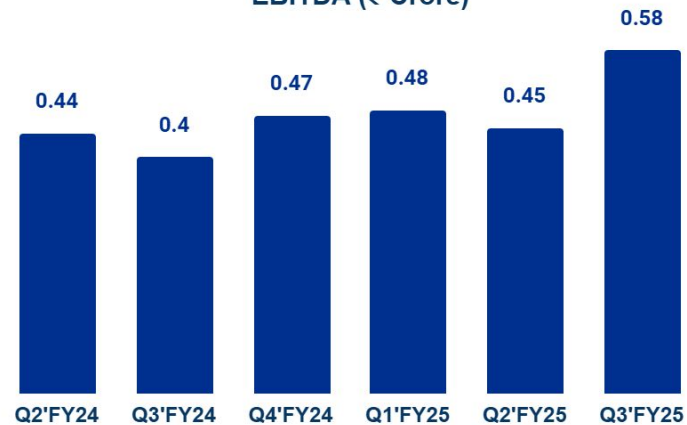
New Product/Variant Launched



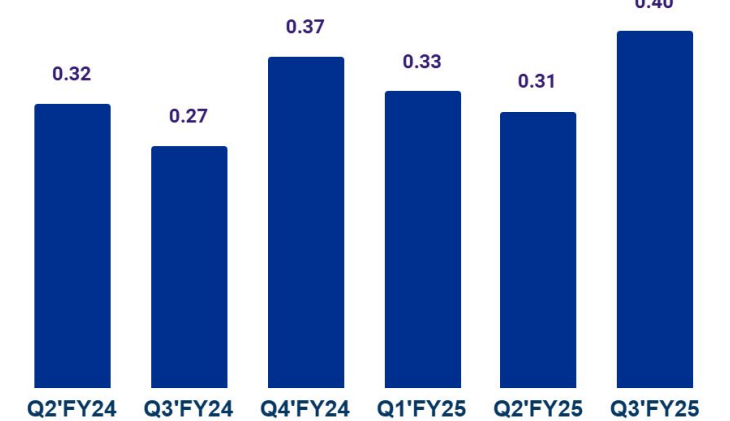
Sales (₹ Crore)



EBITDA (₹ Crore)



PAT (₹ Crore)

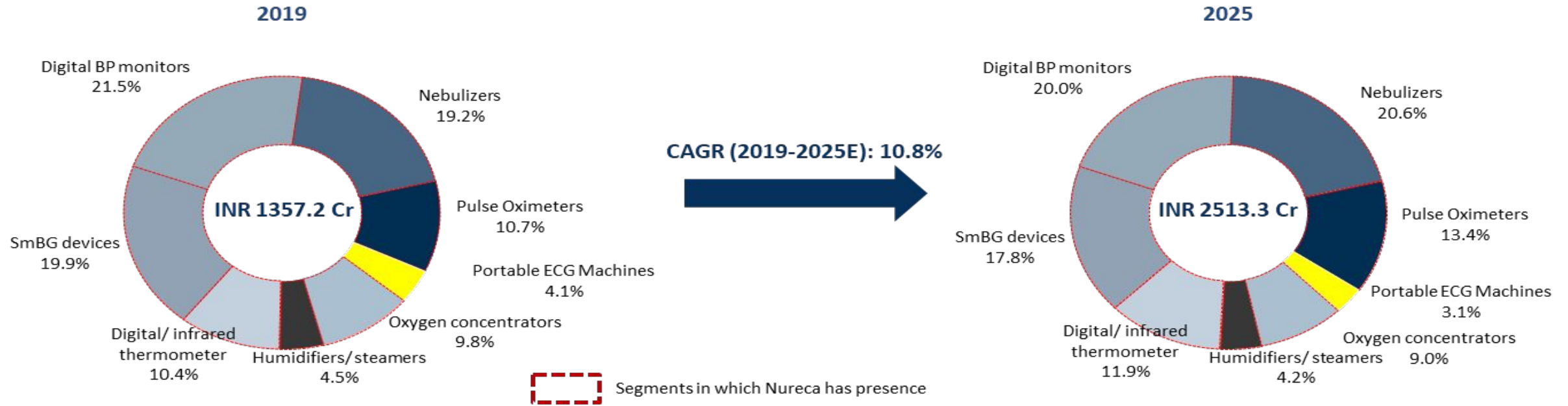


Industry Landscape



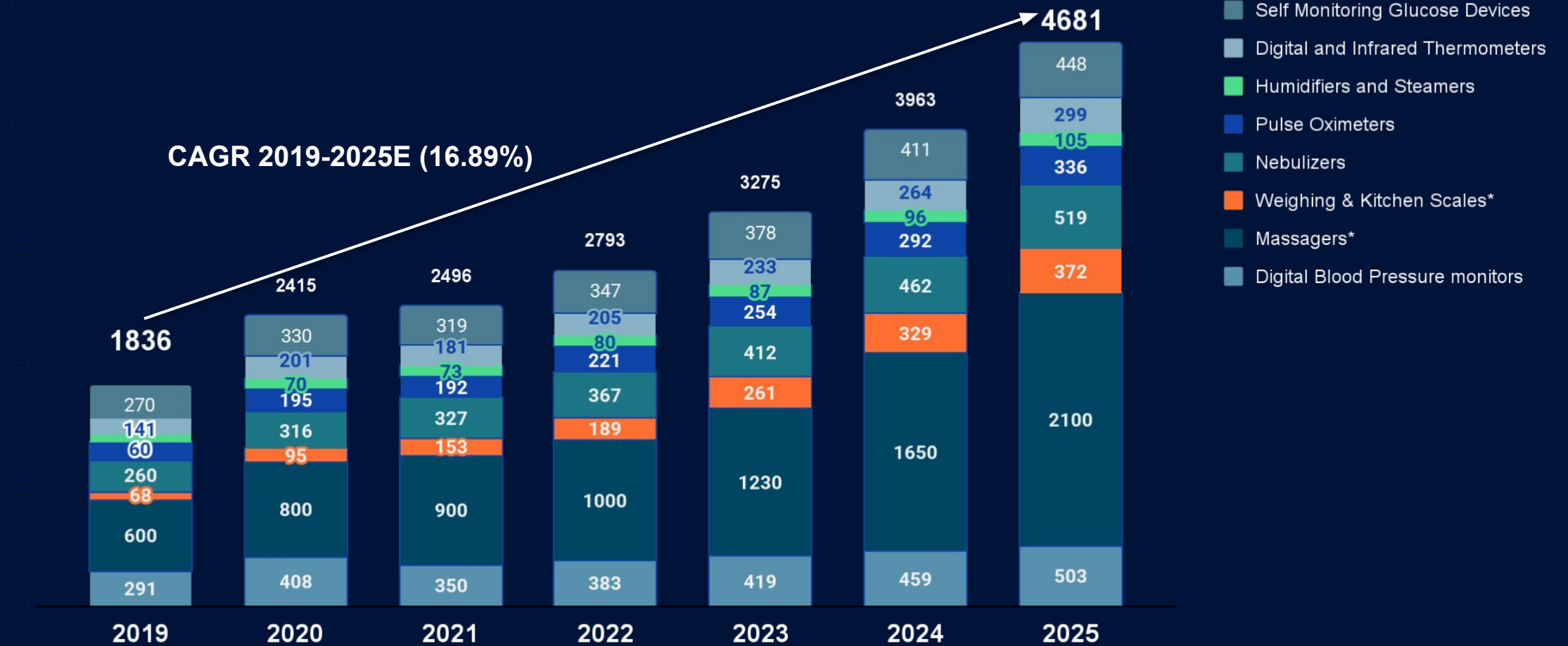
Chronic Disease Products Market

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 :

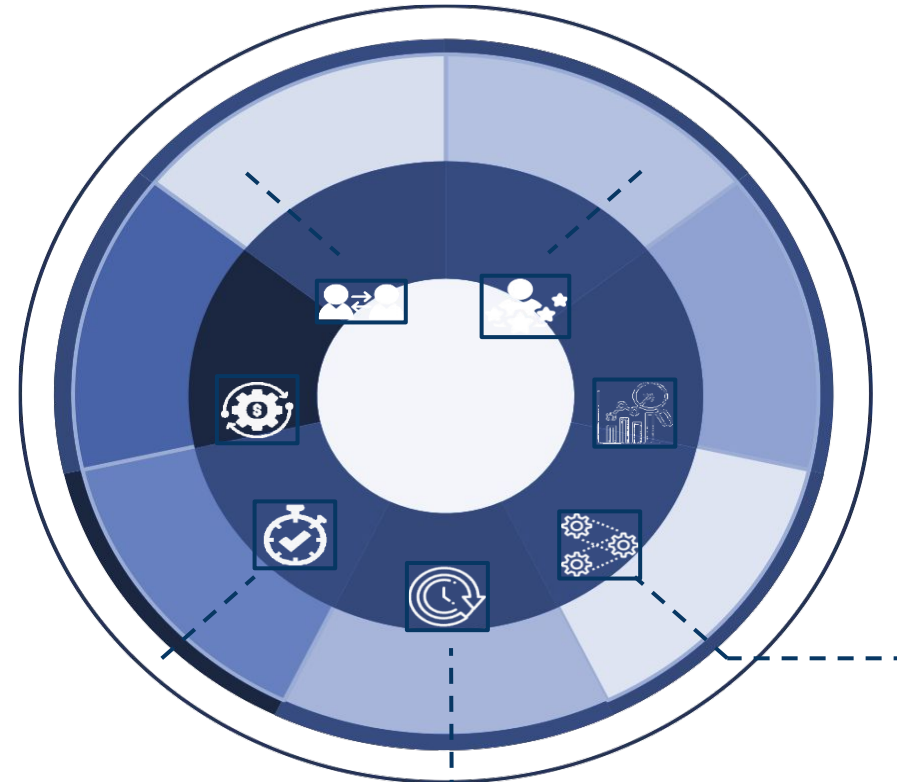
- Leveraging Consumer Insights for Targeted Product Development
- Test variations of designs, colors, and pricing to see what resonates best with consumers
- Feedback from ongoing analysis can be used to refine new product designs or tweak features and pricing to better align with consumer demand
- Optimization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

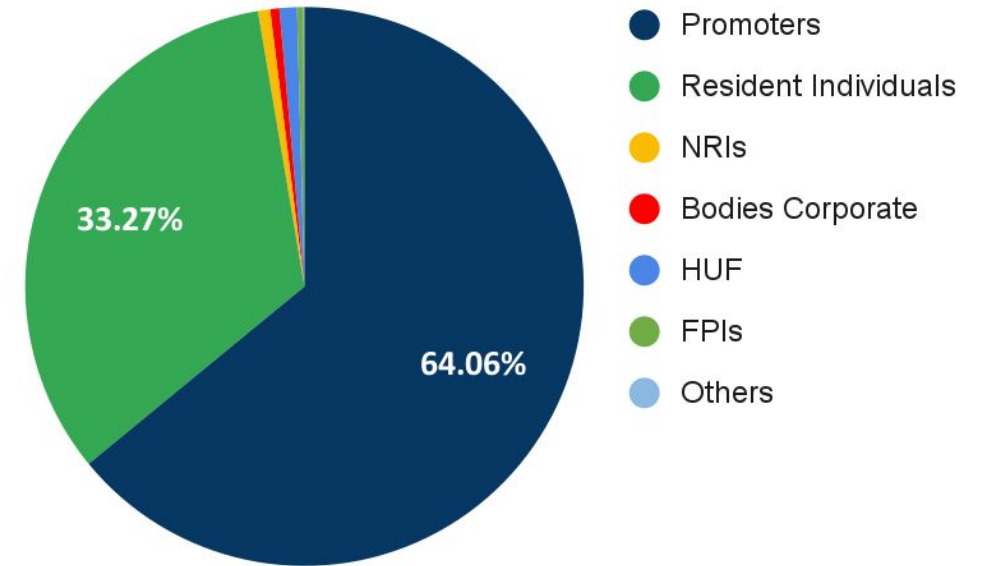
Nureca Limited listed on Stock exchanges (NSE and BSE) in 2021

NSE ticker	NURECA
BSE ticker	543264
Market Cap*	INR 282 CR
Share price*	INR 282
Shares Outstanding	10000175
Industry	Healthcare

* as on December 31, 2024

Shares purchased by the Members of Promoter group during the quarter	-
1. Payal Goyal - 11,501 (0.12%)	
2. Aryan Goyal - 10,000 (0.10%)	
3. Nectar Biopharma Private Limited - 7,000 (0.07%)	

Shareholding as on December 31, 2024



Shareholders Holding 1% or Above Shares in The Company as on 17-01-2025

Name of Shareholder	Category	No of Shares	% age
Saurabh Goyal	Promoters	3167554	31.67%
Payal Goyal	Promoters	2809928	28.10%
Aryan Goyal	Promoters	367632	3.68%
Nisrag Vakharia	Individual	157963	1.58%
Copthall Mauritius Investment Limited	Foreign Portfolio Corp.	141628	1.42%



**Great
Place
To
Work.®**

Certified
DEC 2024-DEC 2025
INDIA™

NURECA

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
Ecom Store: www.drtrust.in