



Supplementary Information

FY 2020-21 RESULTS

INVESTORS RELATION
JUNE 2021



Introduction

- **Context**

Subsequent to the declaration of the results of FY 2020-21 on BSE post approval from the Board, the following supplementary information, is shared for the interest of the broader investor community.

- **Cautionary Statement**

Statements in this "presentation describing the company's objectives, estimates, expectations or predictions may be "forward-looking statements within the meaning of applicable securities laws and regulations. Actual results could differ materially from those expressed or implied. Important factors that could make a difference to the company's operations include global and Indian demand-supply conditions, finished goods prices, cyclical demand and pricing in the company's principal markets, changes in government regulations, tax regimes, economic developments within India and the countries within which the company conducts business and other factors such as litigation and labour negotiations. The company assumes no responsibility to publicly amend, modify or revise any forward-looking statement, on the basis of any subsequent development, information or events, or otherwise.





Message from our MD

The COVID-19 pandemic continues to impact most industries at an unprecedented scale globally, including Fast Moving Consumer Health Products (FMCHP) that has witnessed significant disruption over the past few months. Amidst widespread health concerns, travel restrictions and local movement limitations, several companies in India are already feeling the heat.

To address the crisis head-on and ensure business growth, the company plans to devise strategies for the “now”, “next” and “beyond”. The change will be multifaceted - from building permanent safety measures in the office and on shop floors to gaining greater control over the end-to-end distribution network. The company must proactively anticipate and be ready to respond to new habits that consumers will develop after living through the crisis. There will be an increased focus on health and wellbeing and higher demand for our value brands as consumers spend more towards preventive nutraceuticals health supplements and nutrient pills.

Social distancing has accelerated the adoption of e-commerce and consumers will continue to embrace digital platforms for a variety of needs. Hence, the company plans to expand our in-house e-commerce store BEYOUNGSTORE as well as relationships with third-party e-commerce platforms while also collaborating in new ways. At the same time, we look to build and strengthen our own direct-to-consumer capabilities. It is imperative for the company to have a consistent presence online and offline. Going forward, the ability of the company to digitize fast, optimize the use of data analytics and improve customer experience will be the biggest differentiator in the industry. Now is the time for the company to review the operations and invest in relevant technologies such as artificial intelligence, for creating demand-responsive supply chains to withstand any future disruption.

Business Environment- Green Shots

NEW OPPORTUNITIES



SCALE-UP

E-COMMERCE

WEBSTORE

Consumers are re-allocating their budgets from non-essentials to stockpile essentials such as preventive self-care nutraceuticals, personal care products and disinfectants.



SHARP DRIVE IN

NEW CONSUMER

POTENTIAL

The resurgence of Covid-19 infections and any possible slow the pace of vaccination remain a risk to the recovery driving the opportunity to tap new customers.



READY PRODUCT

PORTFOLIO

TO MEET INCREASING

DEMAND

Portfolio of products built around health, immunity and protection – stand to gain in the future.

Business Environment- Green Shots

NEW OPPORTUNITIES



INCREASE IN DEMAND OF NUTRACEUTICALS

Demand for preventive and daily self-care nutrient pills and meals to increase with easing of lockdown and improvement in economic activity.



GROWTH IN EMERGING PRODUCT CATEGORIES

Launch and market emerging high-demand categories like hand sanitiser, surface cleaners, disinfectants, immunity-boosting supplements, immunity tonics, preventive care nutrient pills.



PRODUCT R&D BY US. MADE FOR BUSINESSES.

Presents opportunities for any professional looking to grow their business. We can offer a fast, easy way to supply superior-quality nutritional supplements.

Favourable tailwind of COVID-19 pandemic on consumer behaviour

IMPACTING ASPECTS OF CONSUMER'S LIFE

FAVOURABLE TAILWIND

Shopping



- Stockpile proactive healthcare - nutrient pills. Increase online purchase and home delivery but minimum store visits.
- Surge in first-time online buyers for proactive healthcare - nutrient pills

Stay healthy & Well-being



- Build immunity by consuming immunity-boosting products and improve health by at-home exercises, meditation, yoga

Consumption/ Intake



- Brand stickiness, purchase quality products that do the job. Increase consumption of packaged, healthier, immunity-boosting products
- Increase intake of OTC medicines for cold & cough and vitamins, minerals, herbs and omega-3

How is the company coping with immediate challenges?

1 **SUPPLY CHAIN DISRUPTION:**

CONTACTLESS DELIVERY

- Partnered with local transport providers having an online delivery platform, for contactless delivery of proactive healthcare products - nutrient pills to consumers

2 **RESTRICTED MOVEMENT OF MARKETING TEAM:**

REACH THROUGH SOCIAL MEDIA

- #beyondbharat', a nationwide social media campaign to empower the general public with self-care prevention strategies.

3 **STOCK DISRUPTION:**

- Government regulations have been restricting full production, **the company is adjusting production lines and ramping up manufacturing of proactive healthcare products - nutrient pills and in-demand products.**

4 **INCREASED INPUT COST OF RAW MATERIALS, PACKAGING MATERIALS**

- Building new channel partnerships to make proactive healthcare products - nutrient pills available to consumers and business partners

5 **EMPLOYEE WELL-BEING AND WORKFORCE DISRUPTION**

- Implementation of new SOP to speed up the process of returning to normal operation and profitability for the business, during and post-pandemic through the installation of sanitising and disinfecting facilities. Application of Antimicrobial Coating Proper with use of E-Sprayer, proper use of our Power Mister, Temperature check and health vitals assessment.

How is the company coping with immediate challenges?

6 **LABOUR & MANPOWER DISRUPTION**

- As contractual workers returned to their villages, **engaging high-cost trained persons, curtailing non-essential additional costs.**

7 **INFORMATION & DATA DISRUPTION**

- Transforming manual operations at varied locations and hotspot zones in the country. **Increased investment and expenses towards technology for digital transformation to avoid future disruptions.**

8 **INCREASED CARRIER TRANSPORT COSTS**

- **Divert resources to critical issues to ensure the orders for proactive healthcare products - nutrient pills and other products are fulfilled .**

9 **FINANCIAL IMPACT**

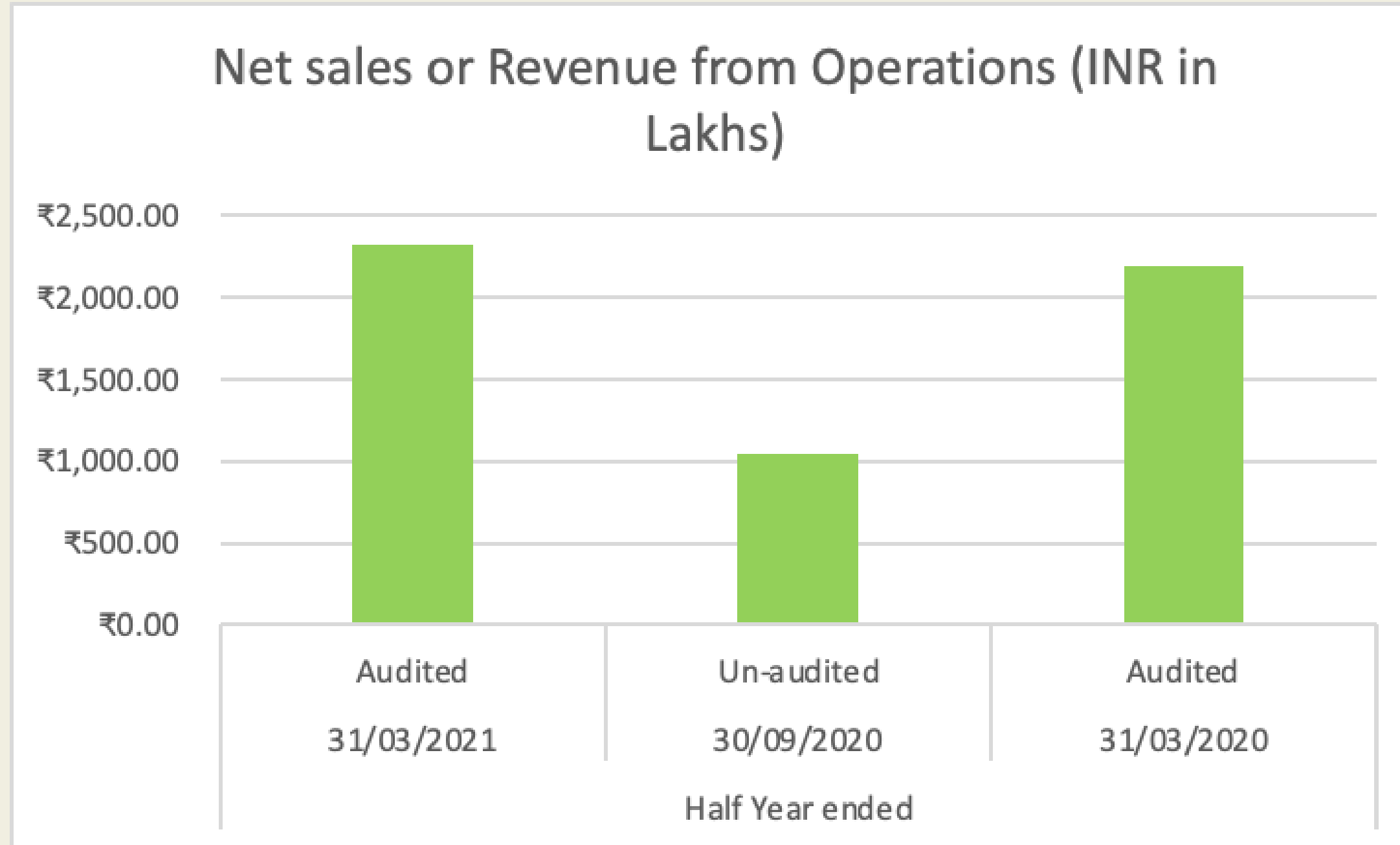
- Increase in expenses and costs of procurement and finishing goods. **Curtailing non-essential costs. Ensure financial health of channel partners.**

10 **DEMAND SURGE**

- **Servicing increased demand for immunity range and preventive care products. Strategising production capacity shortage for meeting popular high-demand and essential proactive healthcare - nutrient pills products.**

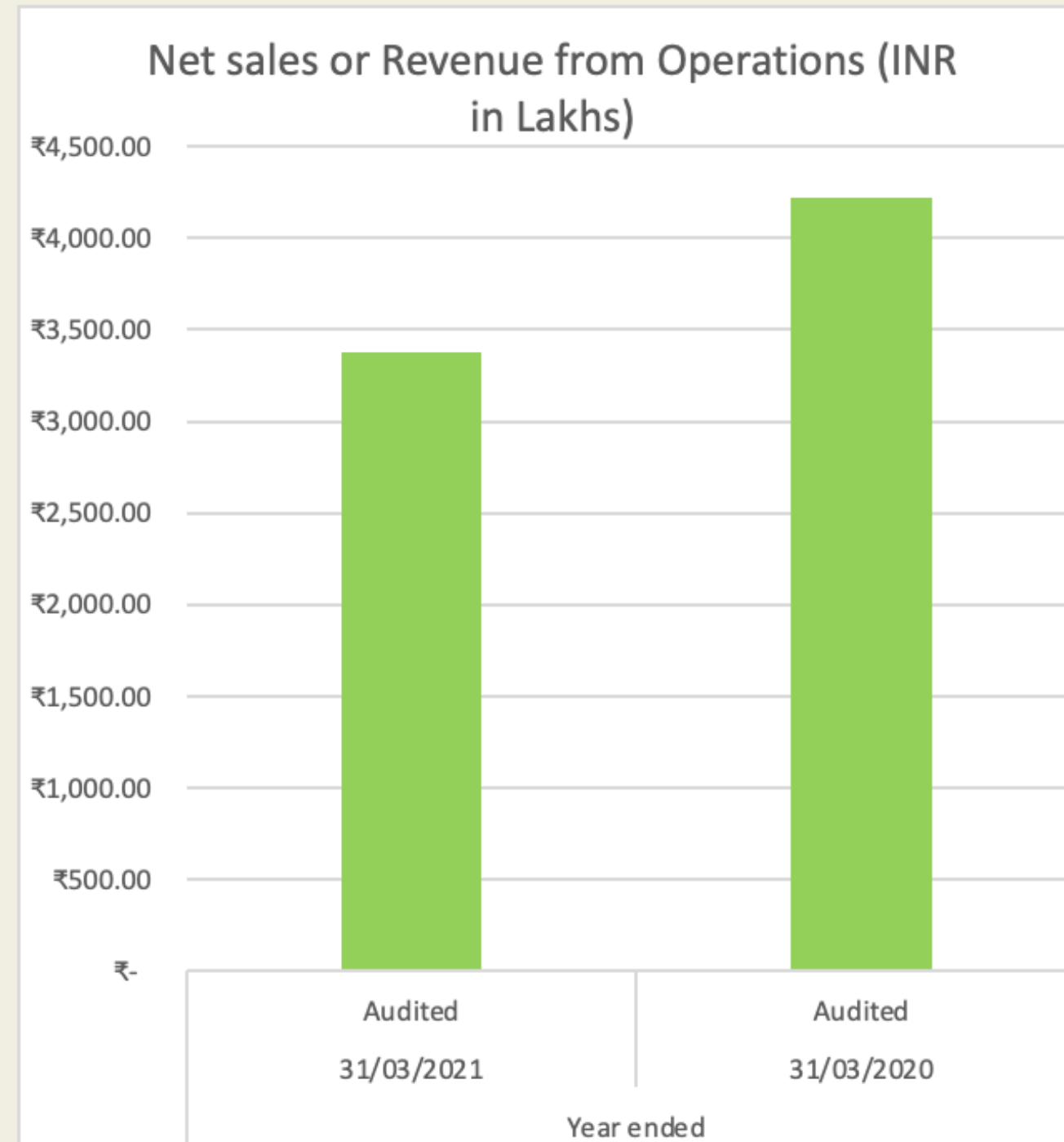
Revenue from Operations

(Half year ended)



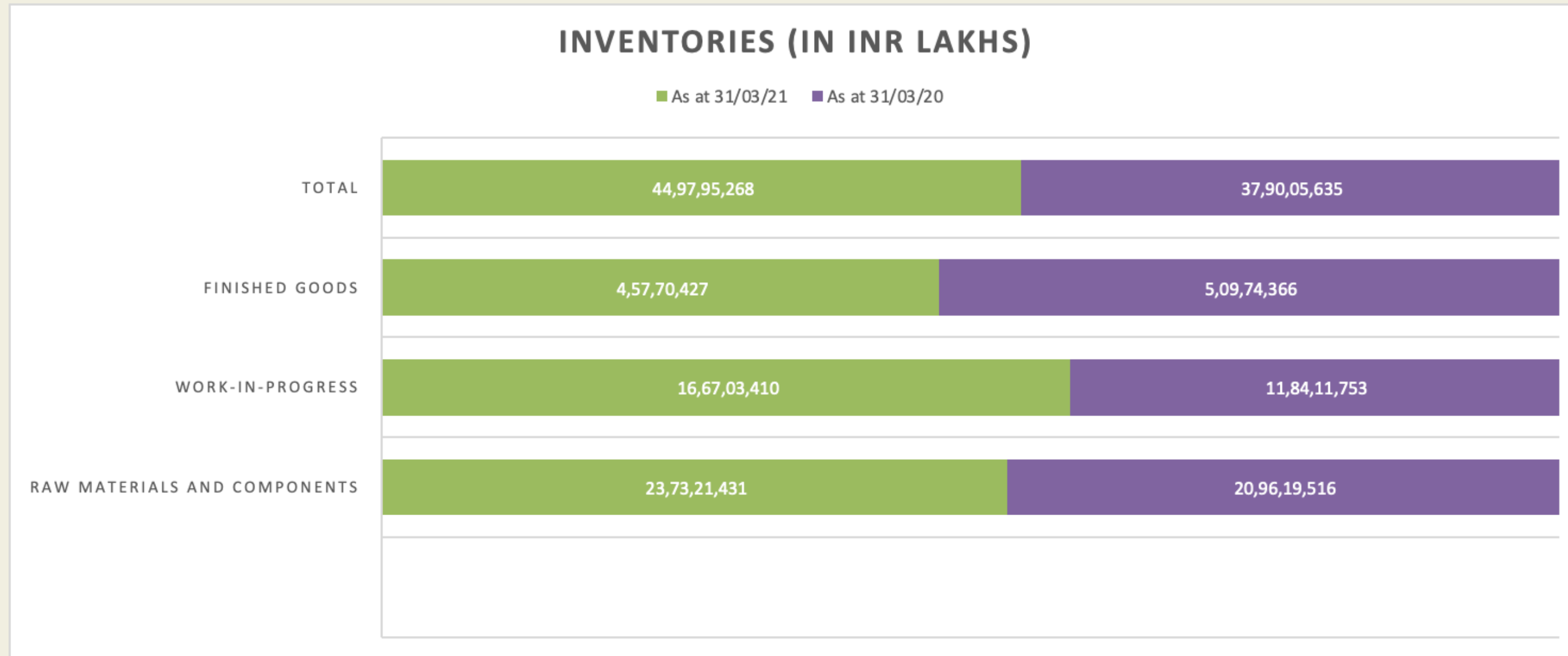
Revenue from Operations

(Year ended)



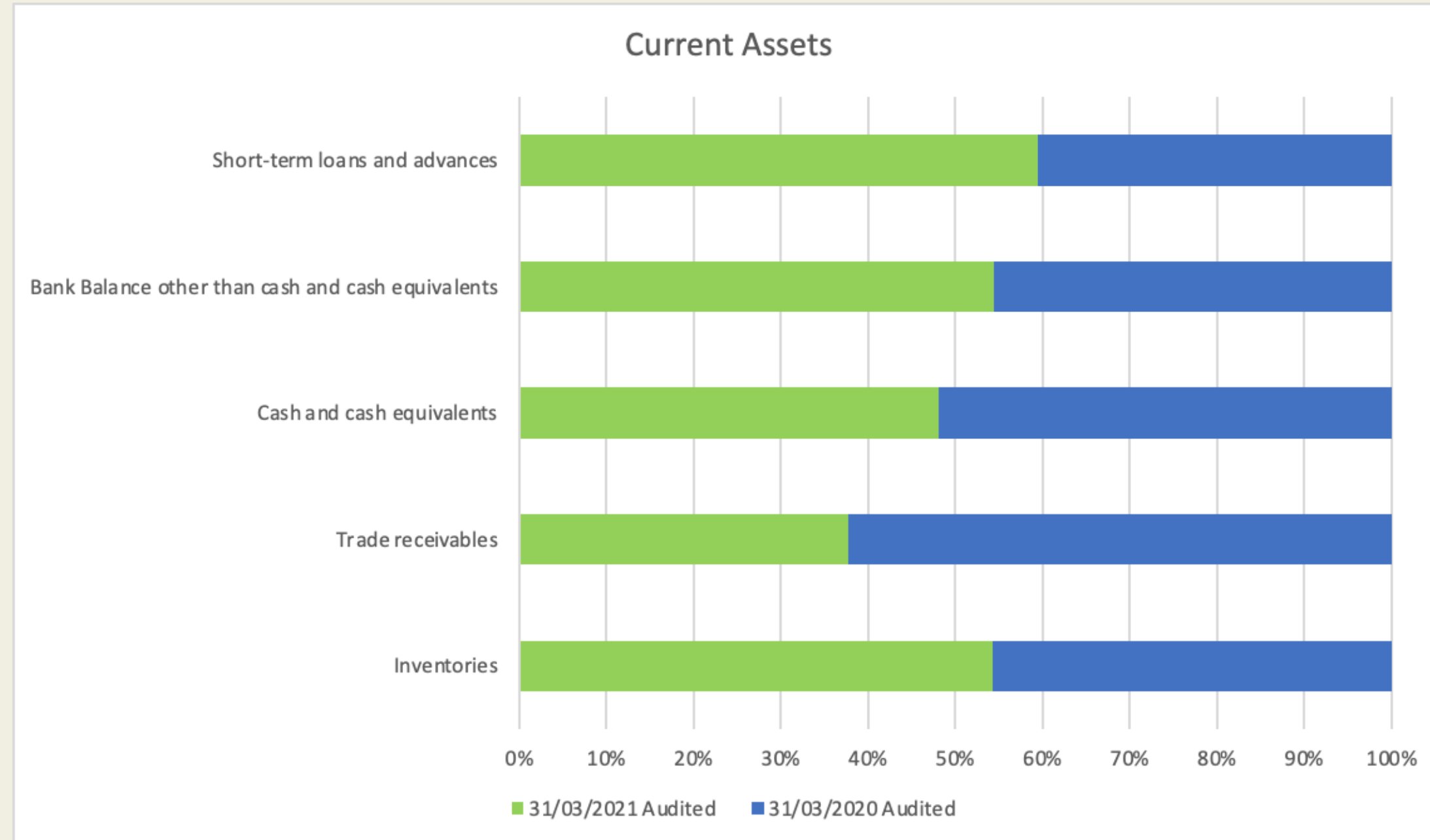
Inventories

(Based on Figures in INR Lakhs)



Current assets As at 31/03/2021 & 31/03/2020 Audited

(Based on Figures in INR Lakhs)



Notable Successes

- **AWARD BY LEGASIS & BSE (BOMBAY STOCK EXCHANGE)
WINNING THE COMPLIANCE TEAM AWARD, COMPLIANCE 10/10, 2020**



- **CIMS MEDICA HEALTH CARE EXCELLENCE AWARDS 2020
INNOVATIVE ONLINE WELLNESS STORE**





Thank you!

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We thank you for your continued support in our efforts.