

DECCAN HEALTH CARE LIMITED



From the MD's Desk

Fiscal year 2018-19 marked an important step toward our goal of sustained, balanced top-line growth and bottom-line growth, listing on BSE, and leadership levels of value creation for you, our stakeholders.

We finished above our going-in guidance expected of revenue, we maintained our targets, along with achieving our target on sales growth, we continued to improve business trends. We did all of this while successfully completing IPO of 4,212,000 shares listed at Rs. 100 per share with issue size Rs. 42.12 Crores.

A number of our markets had strong organic sales growth, with India being a bright spot as we continued our strong turn around there. We delivered strong revenue results, with revenues at Rs.44.33 Crores. EPS Rs. 10.29, Profit after Tax was Rs. 14.48 Crores.

Our Be Young e-commerce sales were strong, up to Rs 18.17 Crores for the year. Be Young is the wellness brand for the Indian market. Be Young deals with exclusive Anti-aging Nutrient Pills and Meals. The 70 Be Young products reach the domestic consumers through our E-Commerce Online Be Young store (www.beyoungstore.com). With direct customers accelerating to 200,000+ on Be Young store this year, there was significant progress in the number of people visiting the web.

Stay Young the brand for offshore market, tapped into new international markets entering through distributorship agreements into Kenya, Mauritius and Tanzania. Stay Young deals with scientifically tailored products to the international zone specific requirements. The Company is in the process of registering products in Latam and Portugal.

We have grown as per target while driving productivity ahead of target, we grew in profit for the period, and we increased market penetration. Overall, we made important progress, and continue to focus and improve on all metrics — especially on top-line growth.

Going forward, our objective remains consistent and clear — balanced top-line growth, bottom-line growth and consistently delivering total shareholder value. We're confident that we have the right strategy and plans in place.

As we're operating in a very blooming business environment with an evolving ecosystem, we are strategizing to be ahead of these challenges and further improve results. This will enable us to spot and capitalize on opportunities — and identify and fix issues — faster than we ever have. We will be the disrupters in our Fast Moving Consumer Healthcare Product industry.

We are doubling down on the strategic choices we've made to win with consumers and create value for stakeholders. We are investing to improve superiority, our margin of advantage. We are making the Company ever more productive. We are evaluating a structure to facilitate the launch of new line of products through various verticals or subsidiaries and building a culture to lead in this blooming environment.

Minto P Gupta
Managing Director
8th July, 2019