



Date: 20th June, 2019

To,
Department of Corporate Services,
BSE LIMITED
P. J. Towers, Dalal Street,
Mumbai - 400 001.

Scrip Code: 541601

Subject: Investor Presentation

Dear Sir/ Madam,

With reference to the above captioned subject, please find attached Investor Presentation.

This is for your information and records.

For, **Rajnish Wellness Limited**

Rajnish Kumar



Mr. Rajnish Kumar Singh
Managing Director
DIN: 07192704



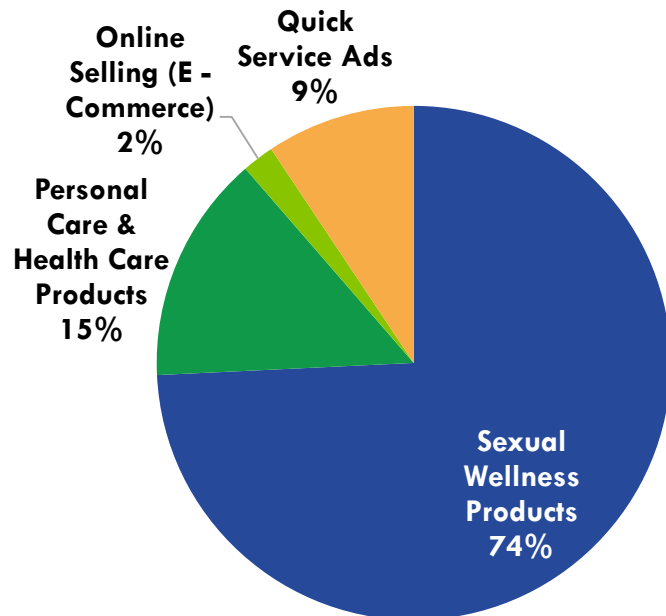


Executive Summary

Overview

- Incorporated in June 2015, Rajnish Wellness Ltd. (RWL) is primarily in the business of marketing and distribution of sexual wellness products under their own brands pan India for both men and women.
- The flagship brand of the company is “**PlayWin**” which is one of the fastest growing brands in the sexual wellness category in the country.
- Owing to the rise in awareness levels of the consumers about sexual wellness products, RWL markets and sells contraceptives, sexual enhancement supplements, personal lubricants, personal & healthcare products, etc.
- RWL has an asset light model and owns all the brands under its name with a very strong recall value.
- RWL has a very strong dealer network and their products are available in all major medical stores across the country & various E-Commerce platforms.
- All their products are GMP compliant & ayurvedic i.e. without any side effect.

Revenue Mix (FY19) (%)



FY19 Financials

Income
INR 419.6 Mn

EBITDA
INR 68.0 Mn

Margins
16.21%

PAT
INR 42.3 Mn

Margins
10.08%

RoCE
30%

RoE
19%



COMPANY OVERVIEW

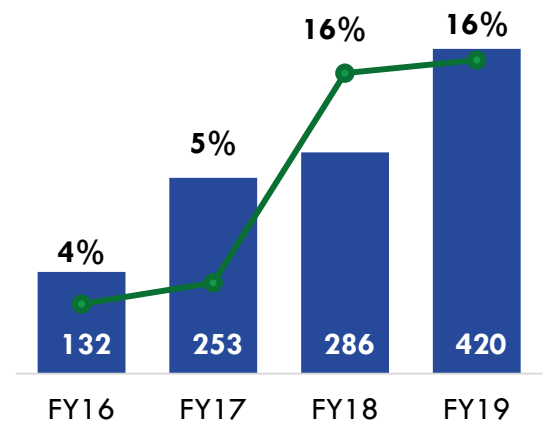


Company Overview

About Rajnish Wellness Ltd.

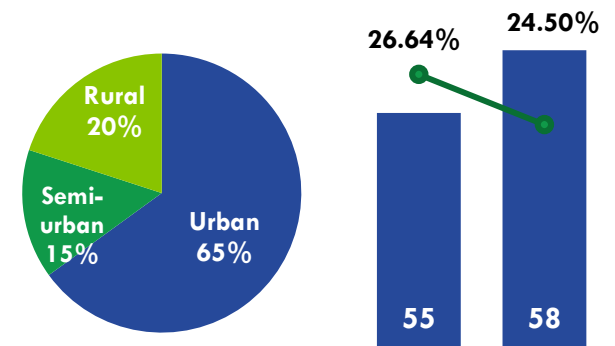
- Rajnish Wellness Ltd. (RWL) is a young & vibrant company providing Indian consumers with sexual wellness, personal & health care products by leveraging the ancient heritage of Ayurveda.
- RWL aspires to be an integral part of Indian consumer’s lifestyle by promoting sexual & personal health care. All of their products are ayurvedic & without any side effect.
- “**PlayWin**”, the flagship brand of RWL has established itself as India’s fastest growing brand in sexual wellness category within a short period of three years with presence across more than 1,00,000 outlets pan India.
- Brand building is central to RWL’s strategy to enjoy a leadership position in the sexual wellness segment leading to a sticky source of revenue and sustainable growth.
- RWL maintains an asset light model by engaging expert contract manufacturers with required GMP approvals. Thereby it also creates an agile and scalable business structure, ready to support their future growth needs.
- They have expanded their reach to virtually every corner of India by continuously marketing, selling and advertising their products through various marketing channels i.e. Telemarketing, print media, hoardings, TV Channels and many more.
- Having business opportunities and rapid increase in the number of customers using internet as a platform for their buying needs, RWL has tied up with various e-commerce websites like snapdeal.com, indiamart.com, clickoncare.com, lovenaturalremedies.com, ayurvedmart.com and fineyog.com etc. to sell their products.
- RWL enjoys strong brand recall & enviable goodwill amongst their customers due to their competitive pricing and quality customer service through multi-lingual support centre.
- The company has developed very strong hold in Maharashtra, Karnataka, Odisha.

Total Revenue (INR Mn) & EBITDA Margins (%)



Geographical Presence (FY19) (%)

EBITDA (INR Mn) & EBITDA Margins (%)





Rajnish Kumar Singh - Founder & Managing Director



- A passionate advertising and sales person at heart, Mr. Rajnish started his career in 2007 with an advertising agency Shanti Ads
- Launched his own independent advertising agency by the name of Quick Services in 2008 with an innovative concept of door to door collection of ads
- Key person behind advertising campaign of brands like KeshKing
- Now a man with a mission and vision to build brands, Mr. Rajnish successfully established PlayWin as the fastest growing brand in Sexual Wellness segment within a short period of three years

Shalini Vijendra Mishra – Whole Time Director

- Expertise in marketing & Human Resource, she brings valuable business insights to the table.

Manoj Kumar – Non Executive Director

- Experience in sales and marketing for period of 7 years and plays vital part in company's sales, marketing and promotion plan.

Abhinandan Ashok Kumar Paliwal - Independent Director

- 7 years of experience in advertising

Madhukar Devappa Imade - Independent Director

- A retired IAS officer
- More than 25 years of experience in the area of management, marketing and administration

Heet Ashok Shah - Company Secretary and Compliance Officer

- Overall 3 years of experience in Mutual Fund Industry, Invesco Mutual Fund and Union Mutual Fund

Mihir Shrenik Patwa - Chief Financial Officer

- More than 7 years of experience in the area of accounts and finance



Key Milestones

Promoter Mr. Rajnish Kumar Singh started his own advertisement agency - **Quick Service (QS) Enterprising** which was a teleshopping venture selling all kind of products.

2008

First office at Mumbai Central

Achieved Top Line of around 7.5 Cr in 6 months for "Rajnish Hot Deals Pvt. Ltd."

2011

2013

2015

2016

2018

First advertisement given in Newspaper for launching an idea of selling consumables in the form of combos and got encouraging response.

Launched PlayWin Capsule and Condoms in December 2015, flagship brand of Rajnish Hot Deals, which took over the rival product in just one year and still going strong.

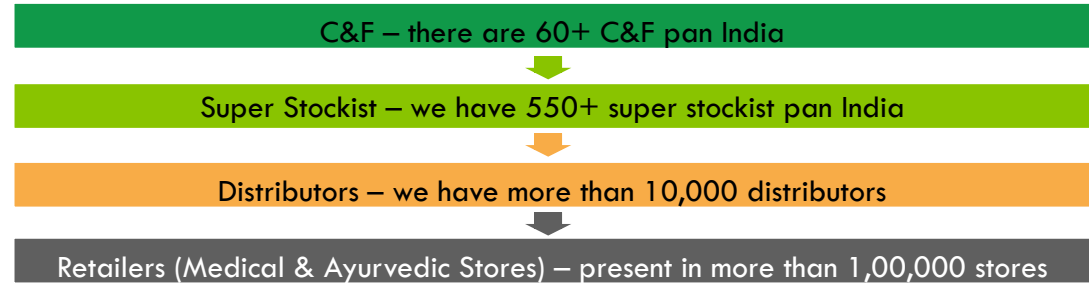
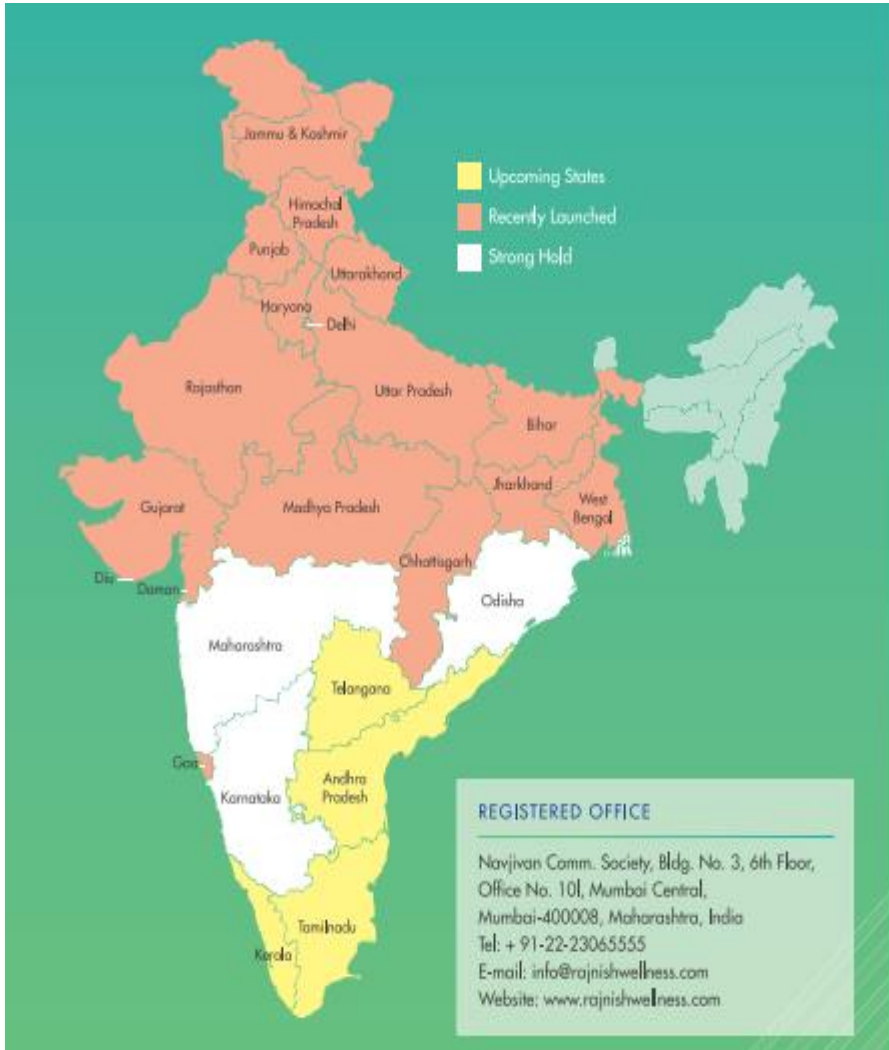
Started "Rajnish Hot Deals Pvt. Ltd." And also started selling Ayurvedic Products as a marketing company.

Company was converted into a Public Limited Company & renamed as Rajnish Wellness Ltd.

Rajnish Wellness was listed on BSE SME platform on 9th July.



Geographical Presence



State	FY16 (INR Mn)	FY17 (INR Mn)	FY18 (INR Mn)	FY19 (INR Mn)
Maharashtra	58	100	127	212
Odisha	4	11	28	24
Karnataka	10	14	28	21
Bihar	9	16	9	15
Uttar Pradesh	13	18	9	15
Chattisgarh	0	1	9	8
Delhi	9	13	8	21
Gujarat	0	1	8	3
Haryana	2	3	8	4
Himachal Pradesh	0	0	8	5
Jammu & Kashmir	0	0	5	4
Jharkhand	4	8	6	11
Madhya Pradesh	0	2	6	3
Punjab	1	0	5	3
Rajasthan	0	2	3	3
Uttarakhand	2	5	3	5
West Bengal	3	7	4	9
Total	116	200	275*	368

* Includes sales through online channel



Product Range & Seasonality

Playwin Capsules



Playwin Plus Capsules



Playwin Spray



Playwin Condoms



Playwin Oil



Kasaav Powder



Pia-lo Herbs ointment



Mithohar Tablet



Sudanta Dantmanjan



Madamrit Shampoo



Madamrit Hairoil

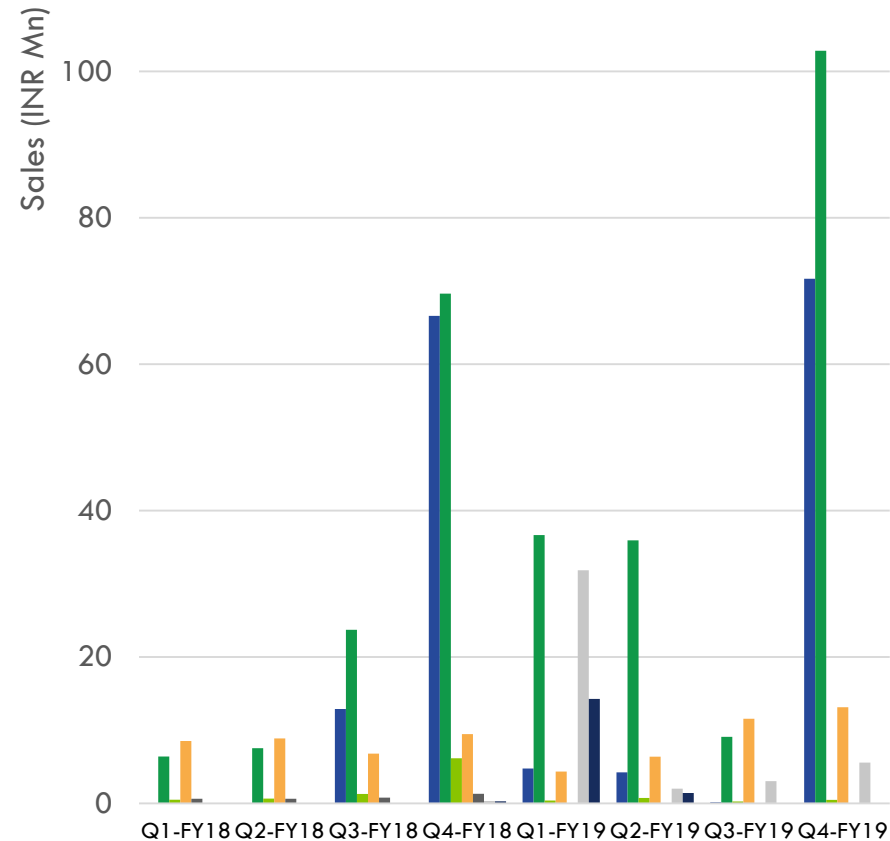


Rajnish Lotion



Seasonality

- PlayWin Condom
- PlayWin Capsule
- Playwin capsule F
- PlayWin Oil
- Kasaav Powder
- Rajnish Lotion
- Rajnish Lotion Plus





Brand Visibility

Outdoor Media

Hoardings across the city



Print Media

Mumbai Choufer - Regional



Mumbai Mirror



Lokmat



Delhi Navbharat Times



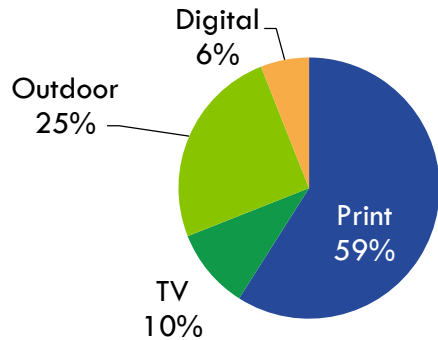
Digital Media



Advertisement Videos

<https://youtu.be/EJIN4-RiDbA>
<https://youtu.be/6vUip1c3Wmc>

Advertising Expenses & Channels FY19 (%)





Brand Visibility

Advertisement on BEST Buses



NMMT Bus No. 5188



NMMT Bus No. 2336



Lotion Ad on Railway Platform



Ads on metro station/rickshaw



Medical store branding



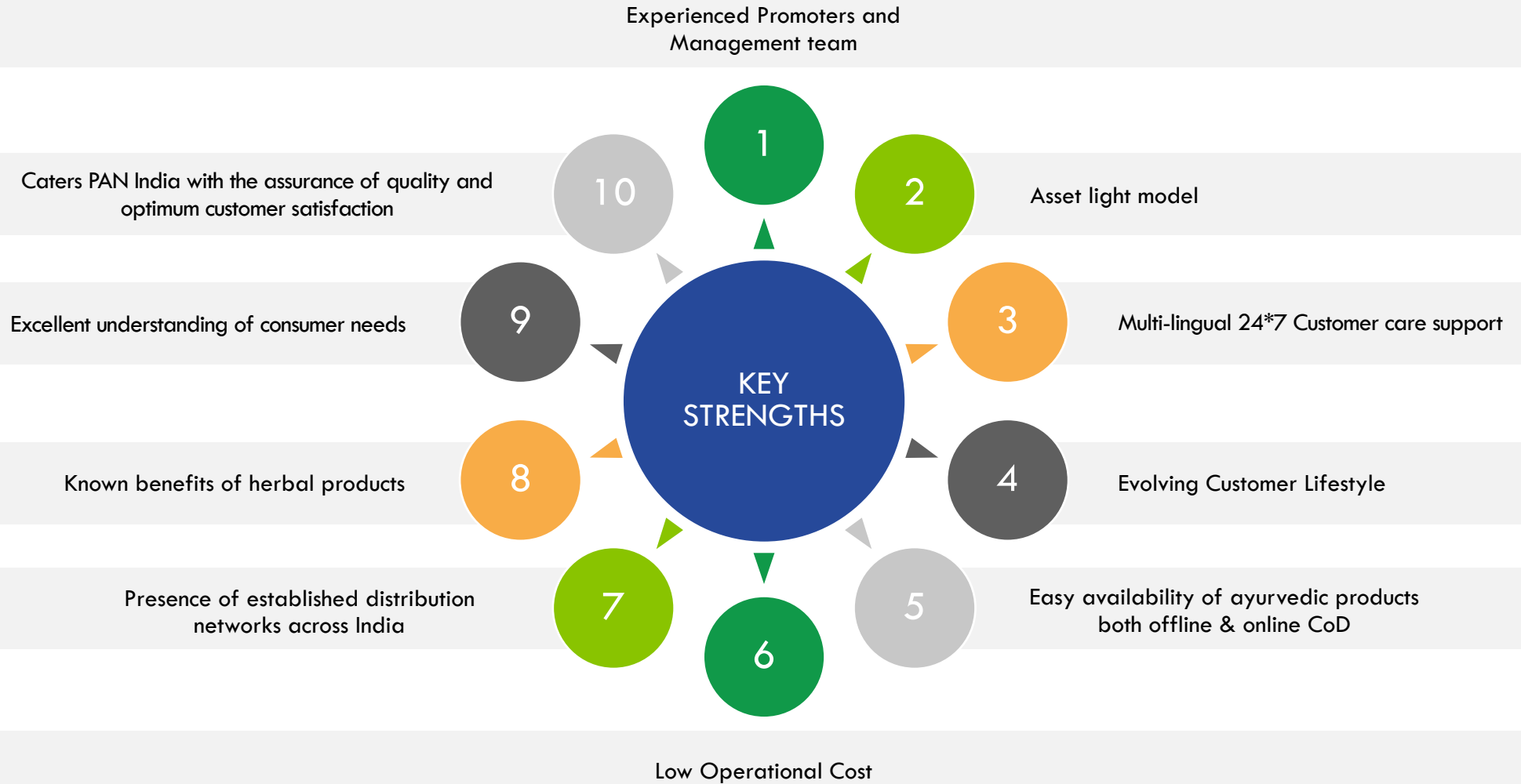


Brand Visibility – Mumbai Campaign



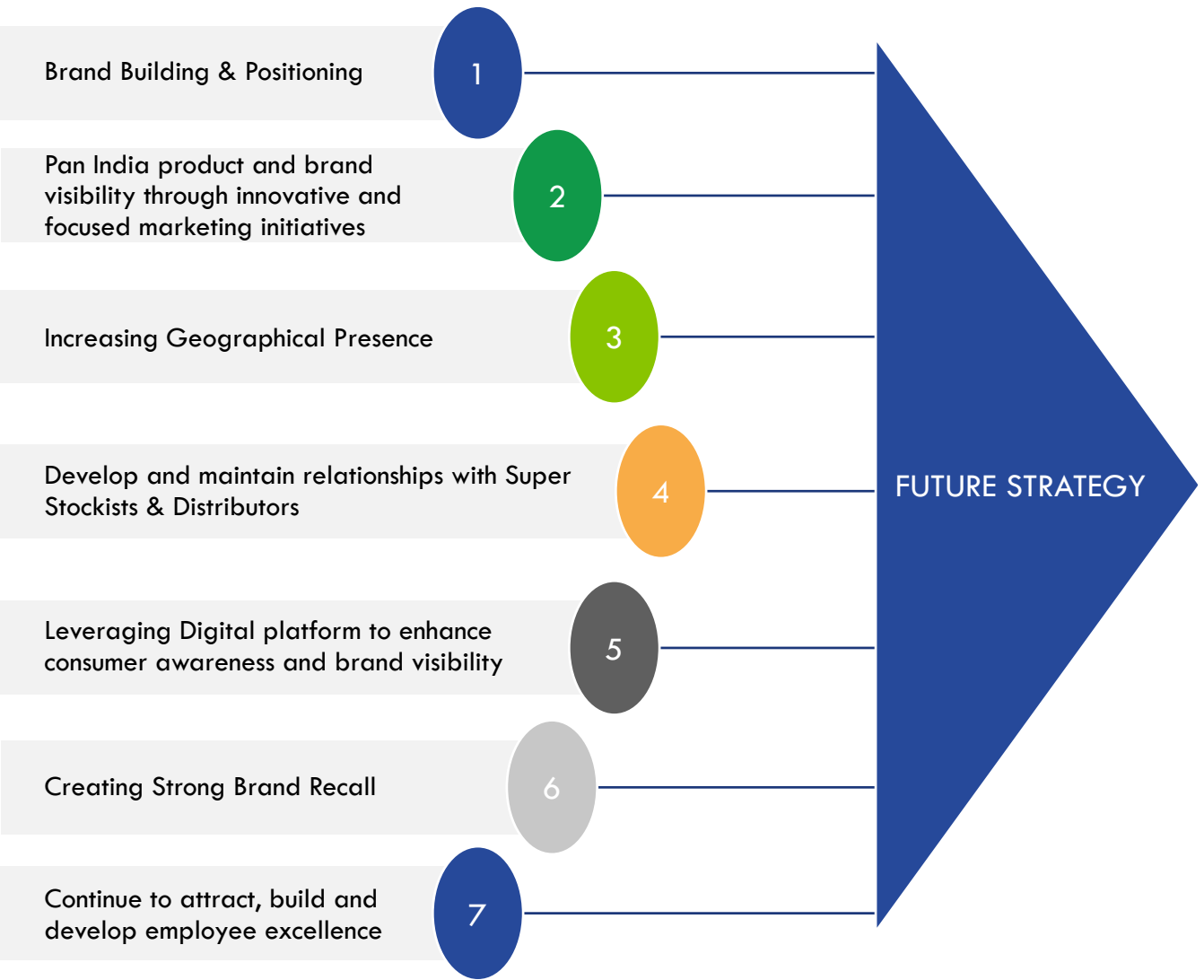


Key Strengths

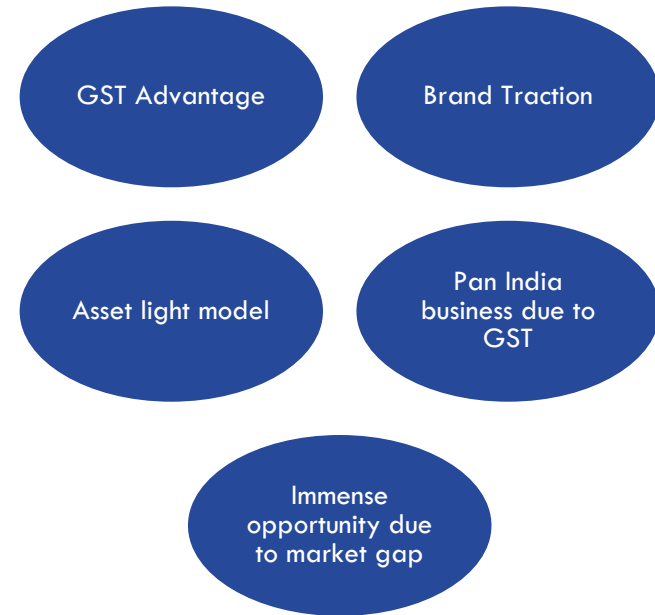




Future Growth Strategy



KEY GROWTH TRIGGERS





BUSINESS OVERVIEW



Business Mix – Ayurvedic & Ethical Products

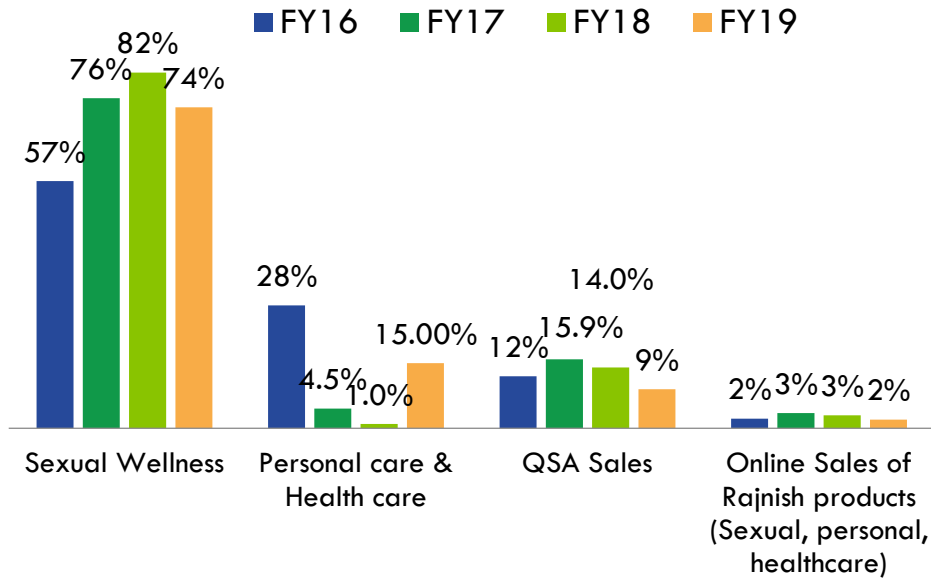
- RWL markets and sells contraceptives, sexual enhancement supplements, personal lubricants, personal & healthcare products, etc.
- Quick Service Advertising (QSA): RWL is also engaged in consumer product sales through teleshopping and print ads whereby products are sourced in bulk and shipped directly to customer.

Sexual Wellness
PlayWin Capsule
PlayWin Plus Capsules
PlayWin Capsule F
PlayWin Condom
PlayWin Spray (Ethical)
PlayWin Oil

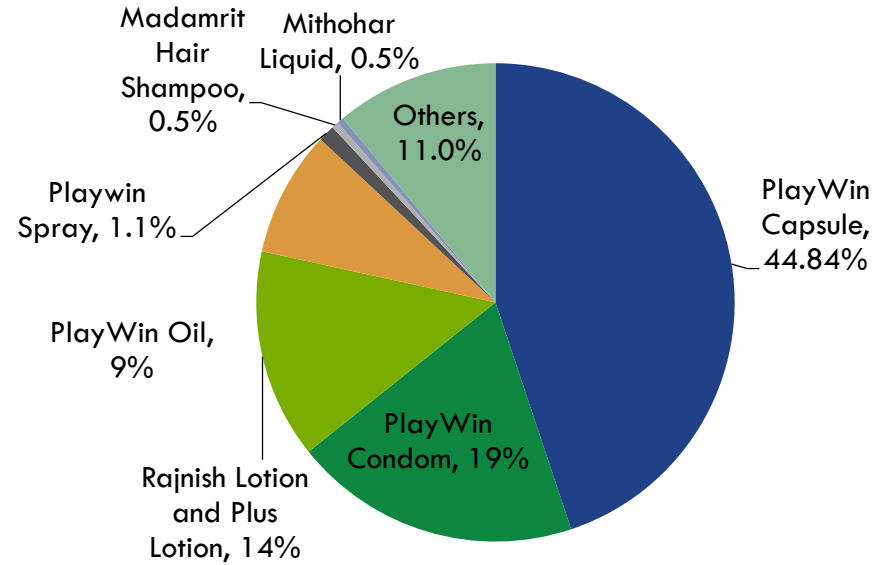
Personal & Healthcare Products
Rajnish Lotion
Rajnish Cream
Kasaav Powder
Mithohar
Madamrit Hair Oil
Madamrit Hair Shampoo
Madamrit Hair Tablet
Sudanta Tooth Powder
Pia Lo Herbs



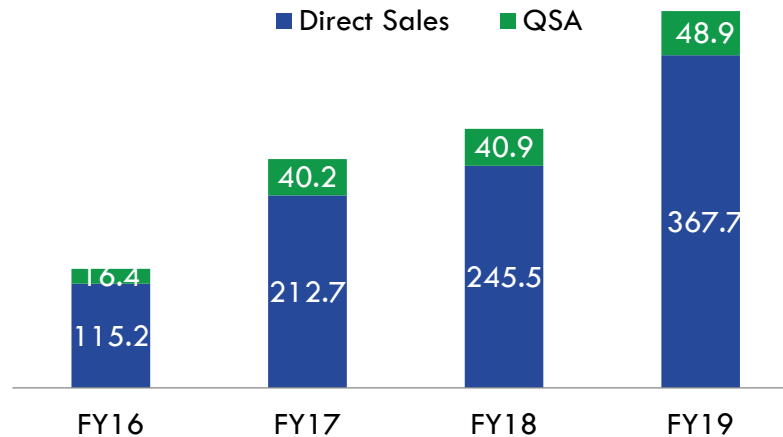
Revenue Mix (%)



Revenue Breakup of Top 8 Products % (FY19)



Direct Sales & QSA Sales (INR Mn)





- A high 46% of the workforce in organisations in India suffers from some or the other form of stress. Increased work pressure is again coupled with habits like physical inactivity, addiction to smoking, drinking and even cell phones. All of this in turn gives rise to a number of lifestyle problems.
- Sexual frustration is one of them and has evolved today into leading cause of unhappiness for both married and unmarried couples.

Common Sexual Problems in Men:

Premature Ejaculation

Erectile Dysfunction

Loss in stamina

Sperm Depletion

Impotency



Common Sexual Problems in Women:

Lack of Desire

Lack of arousal

Difficulty in reaching orgasm

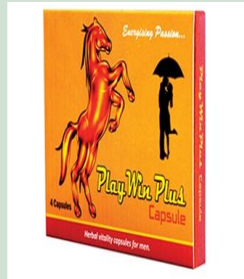
Painful Intercourse

Loss of sensation, vaginal dryness

- Approximately half of India's 1.2 billion people are under the age of 26, and by 2020, it is forecasted to be the Youngest Country in the World, with a median age of 29. Couple this with increasing trend of urbanisation and an openness about sexual issues, Sexual Wellness as a segment bears huge potential.
- RWL with its portfolio of 100% herbal sexual wellness products vies to rekindle the passion and promote a long lasting sexual health.
- **"PlayWin"**, the flagship brand of Rajnish Wellness is today the fastest growing brand in this segment.
- With perhaps the only player in the segment offering 15 days money back guarantee and its focused marketing, RWL's **"PlayWin"** line of products occupies front shelf space across more than 1,00,000 retail outlets pan India.



Product Mix – Sexual Wellness



- PlayWin capsule is a premium herbal formulation made with goodness of natural aphrodisiac herbs & minerals for enhancing sexual performance in men – boosting energy and stamina
- 100% Herbal
- No side-effects
- Improves libido
- Extended sexual performance
- Effective on erectile dysfunction, impotency, low libido & premature ejaculation
- Also available in the combo pack of 42 capsules which is suitable for complete course.

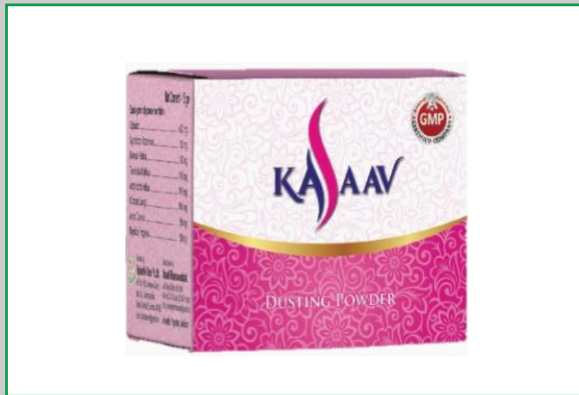
- PlayWin PLUS is an instant energy capsules for instant enhancement of sexual performance in men. Capsules are prepared from natural herbs, so they are safe and have no side-effects- only instant delightful effects.

- PlayWin F is sexual booster capsule for females made from ayurvedic herbs.
- Resolves the problem of slacking libido levels in women without hormone replacement
- Brings total balance in circulation and hormonal system of female reproductive system to enhance their sexual life.
- Increases sexual desire & speeds up arousal
- Increases lubrication
- Balances sex hormones
- Tightens vaginal muscles
- Reduces pain during intercourse
- Enjoy multiple orgasms

- PlayWin Condoms
- Extra dotted texture for enhanced passion
- FLAVOURS:
 - Strawberry
 - Chocolate
 - Banana
 - Black Currant

- PlayWin Oil
- An ayurvedic massage oil prepared from exotic herbs and flora for an enhanced sensual experience
- Rejuvenates idle nerves
- Improves sex drive
- Prevents pre-mature ejaculation
- Extended sexual performance
- For external use as an alternative to capsules

- PlayWin Spray** is an aromatic spray for males.
- Easy to use formulation and works instantly to boost sexual energy and enhance libido.
- **Ethical Product



- Kasaav is a powder to maintain the moisture, hygiene and elasticity of private parts of women. It is safe for teenagers & post-menopause women.
- Reduces vaginal dryness
- Reduces foul odour
- Tightens vaginal muscle lining
- Reduces vaginal sensitivity
- Controls vaginal infections
- Increases the grip, tone & elasticity of vaginal muscles
- Increases blood supply to vaginal muscles
- Prevents urine leakage & controls frequency of urination
- Tightens pelvic muscles
- Prevents vaginal prolapse in old age

Madamrit Hair Shampoo

- Ayurvedic shampoo for both women & men.
- Madamrit Hair Shampoo is the best cleanser & enhancer for improving health of your hair.
- Arrests hairfall
- Promotes hair growth
- Glossy & Shiny Hair
- Increase in volume of hair
- Counters dryness
- Prevents itchy built-up in scalp
- Nourishes scalp
- Prevents dandruff
- 100% Herbal/No side-effects

Madamrit Hair Oil/Tablet

- Ayurvedic formulae for healthy scalp hair for both women & men.
- Madamrit Hair Oil/ Tablet is the answer to all your scalp & hair-related issues
- Prepared from ancient Kshirpak Vidhi using 27 herbs
- Arrests hairfall
- Promotes hair growth
- Nourishes scalp
- Prevents dandruff
- 100% Herbal/No side-effects



- Rajnish Lotion is an ointment for relieving skin rash, itching & problems like eczema.
- Rajnish Lotion Plus is just another variant for instant relief.



- Pia Lo Herb's is ayurvedic medicine for piles-free life. It is available in form of capsule & ointment.
- Reduces inflammation
- Relieves pain & itching
- Stops bleeding



- Mithohar is ayurvedic medicine for diabetic patients to help them control diabetes and its side-effects. It is available in form of liquid as well as tablet.
- Reduces insulin dependency
- Improves digestion
- Increases resistance power
- Improves healing power
- Normalises functions of eyes and other vital organs affected by diabetes



- Sudanta is ayurvedic tooth powder made from natural herbs to maintain the dental health.
- Cleans teeth effectively
- Prevents cavities & gum bleeding
- Strengthens gums
- Relieves sensitivity



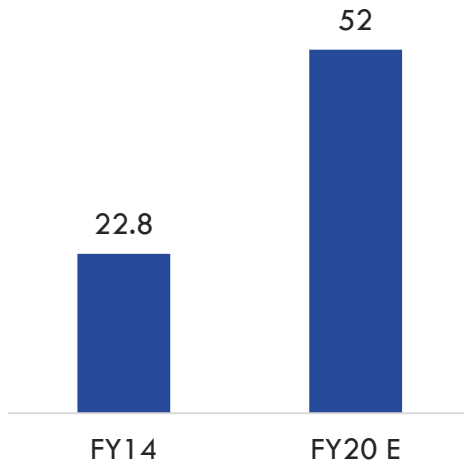
INDUSTRY OVERVIEW



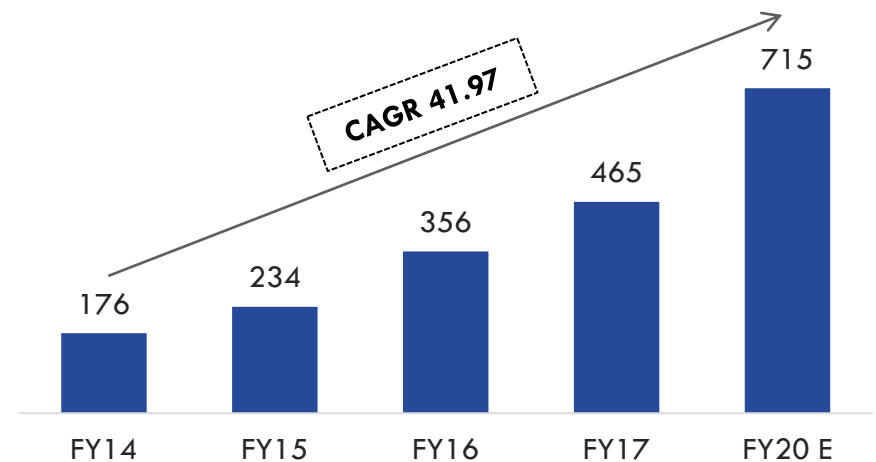
Sexual Wellness Sector

- Sexual wellness in India is witnessing a sea change with a plethora of products entering the market and social norms and inhibitions becoming empowered with choice and discretion.
- Some growth drivers for Indian sexual wellness market are E-commerce boom and adaptation in India, increasing product awareness due to Western media & pop culture, increasing sales of sexual wellness products from women, increasing sales of sexual wellness products from tier 2 & 3 cities.
- The adult products industry or the sexual wellness industry, as it is better known, is a multi-billion dollar industry globally, and is expected to grow to **USD 52 Bn by 2020**.
- Sexual Wellness market in India is likely to grow at a **CAGR of 41.97%** over the period **2014-2020**.

Sexual Wellness Market Worldwide (USD Bn)



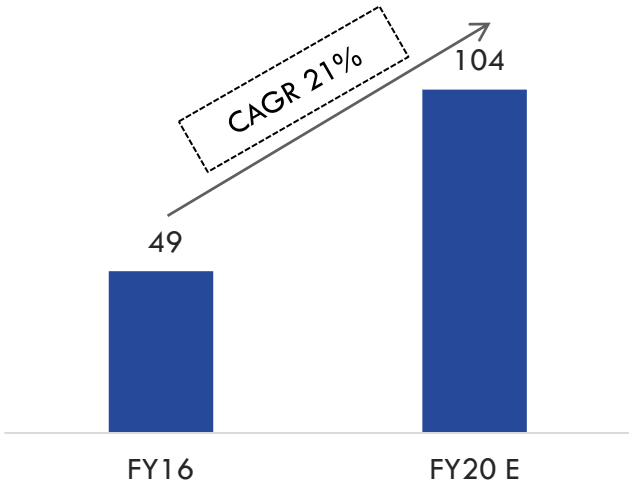
Market Size in India (USD Mn)



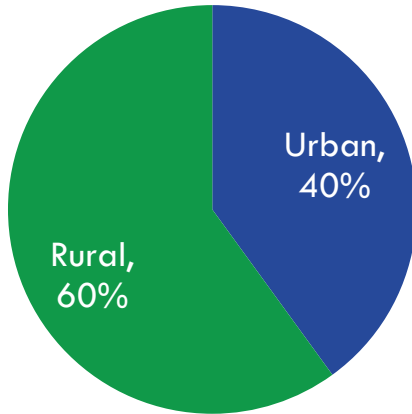


- Fast-moving consumer goods (**FMCG**) sector is the **4th largest sector** in the Indian economy with **Household and Personal Care** accounting for **50%** and **Health Care** for **31%** comes next in the terms of FMCG market share in India.
- Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector.
- FMCG market has grown at a faster pace in rural India compared with urban India.
- Semi-urban and rural segments are growing at a rapid pace and FMCG products account for 50% of total rural spending.
- Total rural income, which is currently at around US\$ 572 Bn, is projected to reach US\$ 1.8 trillion by FY21. India's **rural per capita disposable income** is estimated to increase at a **CAGR of 4.4%** to US\$ 631 by 2020.

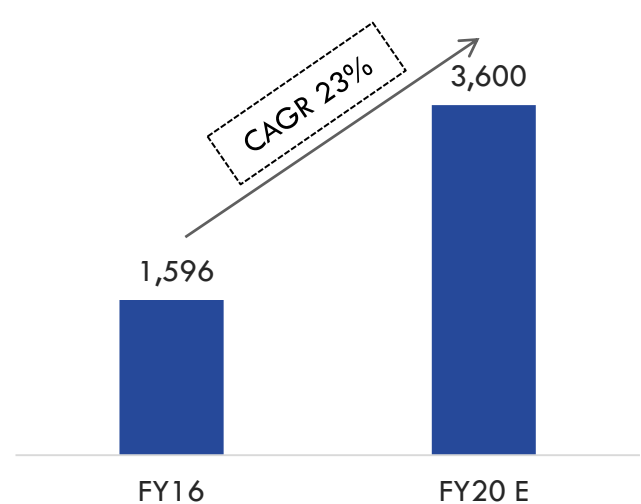
FMCG Market in India (USD Bn)



Urban Rural Split



Total consumption expenditure (USD Bn)





FINANCIAL OVERVIEW



Income Statement

PARTICULARS (INR Mn)	FY16	FY17	FY18	FY19
Total Income*	131.6	253.0	286.5	419.6
Total Expenses	126.8	241.2	242.0	351.6
EBITDA	4.8	11.8	44.5	68.0
EBITDA Margins (%)	3.65%	4.66%	15.53%	16.21%
Depreciation	0.0	0.1	0.5	0.6
Finance Cost	-	2.2	7.6	8.7
PBT	4.8	9.5	36.4	58.7
Tax	1.5	3.1	12.1	16.4
PAT	3.3	6.4	24.3	42.3
PAT Margins (%)	2.51%	2.53%	8.48%	10.08%
Diluted EPS (INR)	65	127.74	42.54	9.75

*Includes Other Income



Balance Sheet

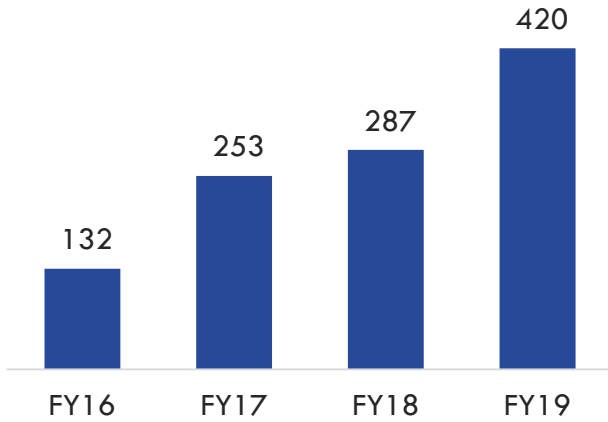
PARTICULARS (INR Mn)	FY16	FY17	FY18	FY19
EQUITIES & LIABILITIES				
Shareholder Funds	3.7	10.1	60.2	222.3
(A) Share Capital	0.5	0.5	34.1	46.7
(B) Reserves & Surplus	3.2	9.6	26.1	175.6
Non-current Liabilities	-	13.1	20.4	5.3
(A) Long-term Borrowings	-	13.1	20.4	5.3
(B) Deferred Tax Liabilities	-	-	-	-
Current Liabilities	49.3	60.5	95.4	89.4
(A) Short term Borrowings	7.5	14.3	17.6	41.3
(B) Trade Payables				
(i) Micro and Small Ent.	-	-	0.5	0.3
(ii) Other than Micro and Small Ent.	-	-	40.6	10.0
(C) Other Current Liabilities	27.0	15.6	24.7	22.1
(D) Short-term provisions	-	2.6	12.0	15.7
GRAND TOTAL - EQUITIES & LIABILITIES	53.0	83.7	176.0	317.0

PARTICULARS (INR Mn)	FY16	FY17	FY18	FY19
ASSETS				
Non-current Assets	0.3	0.9	2.1	3.1
(A) Fixed Assets	0.2	0.5	1	1.1
(B) Loans & Advances	0.1	0.4	1	1.9
(C) Deferred Tax Assets(net)	-	-	0.1	0.1
Current Assets	52.7	82.8	173.9	313.9
(A) Inventories	24.9	35.2	21.2	29.4
(B) Trade Receivables	20.6	41	136.9	187.2
(C) Cash & Bank Balances	5.7	1.7	1.3	15.5
(D) Short-term loans & advances	1.4	4.8	14.4	41.4
(E) Other Current Assets	0.1	0.1	0.1	40.4
GRAND TOTAL – ASSETS	53.0	83.7	176.0	317.0

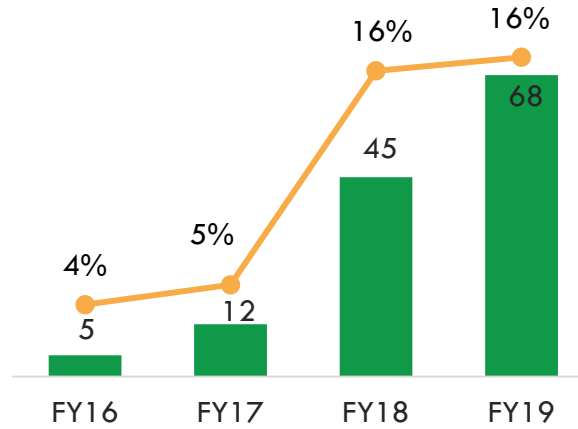


Financial Highlights

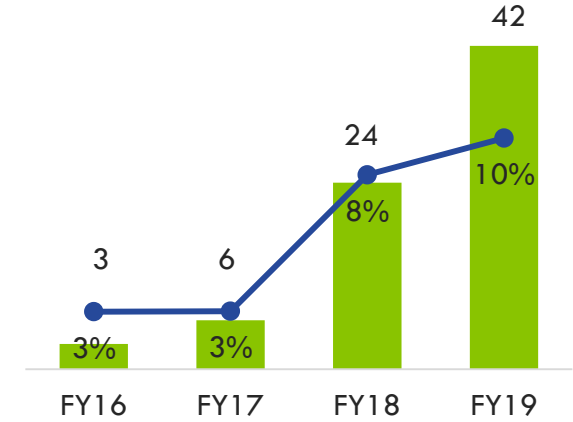
Total Revenue (INR Mn)



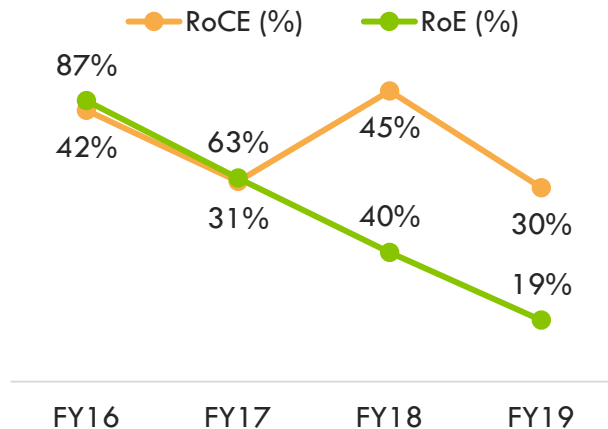
EBITDA (INR Mn) & EBITDA Margins (%)



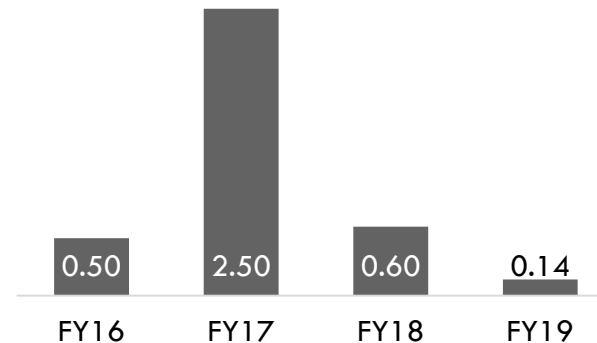
PAT (INR Mn) & PAT Margins (%)



RoCE (%) & RoE (%)

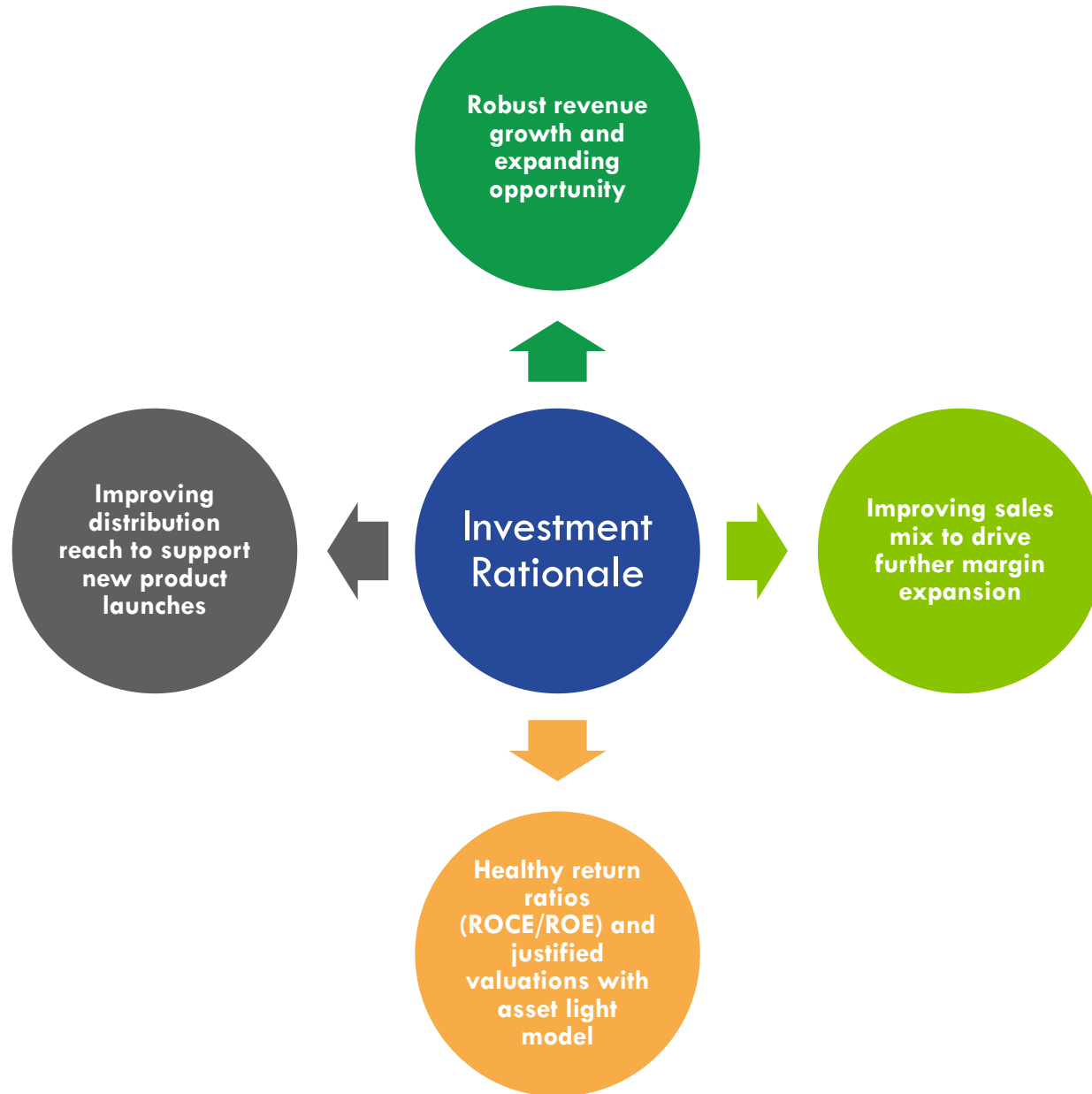


Debt to Equity (x)





Investment Rationale





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