

AHCL/ SE/ 13 /2023-24

June 01, 2023

The National Stock Exchange of India Limited "Exchange Plaza", C-1, Block G Bandra-Kurla Complex, Bandra (E) Mumbai 400 051 ISIN: INE098F01031	BSE Limited Department of Corporate Services 1 st Floor, P.J. Towers, Dalal Street, Mumbai 400 001
Symbol : AMRUTANJAN	Scrip Code: 590006

Dear Sir / Madam,

Sub: Investor Presentation for the quarter and year ended 31st March 2023

Ref: Our earlier announcement no: AHCL/ SE/ 9 /2023-24 date 23/05/2023

Pursuant to Regulation 30 read with Para A of Part A of schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 we hereby enclose the Investor Presentation for the quarter and year ended 31st March 2023.

Kindly take the same on record.

Thanking you,

Yours faithfully,

For Amrutanjan Health Care Limited

(M Srinivasan)
Company Secretary & Compliance Officer

Encl: As above

Amrutanjan Health Care Limited

103, (Old No. 42-45), Luz Church Road,
Mylapore, Chennai - 600 004
Tamil Nadu, India.
Tel : +91-44 - 2499 4465
+91-44 - 2466 9000
Fax : +91-44 - 2499 4585

E-mail : customercare@amrutanjan.com
Web Site : www.amrutanjan.com
Toll Free No. : 1 - 800 - 425 - 4545
CIN - L24231TN1936PLC000017



Amrutanjan Health Care Limited

Investor Presentation

- Quarter & Year Ended 31st March 2023

Date: 30th May 2023

Contents



a. Business Update

b. FY23 Performance

c. Q4 FY23 Performance

d. Way Forward



Business Update

Business Update



- The pain management category has degrown quarter over quarter this past year but has regressed the lowest in Q4. We are hopeful that this is the bottom and that the category will go back to historical growth rates of 6 to 8% in FY 24.
- Your company's core strategy continues to remain around the four areas of Head ache management, Body pain management, Women's menstrual health and Electrolyte health drinks. We have power brands in each of these categories and also a rich innovation pipe line to spur future growth.
- In spite of an overall top line degrowth we saw Head roll on and Body Roll on grow in this challenging environment.
- The electrolyte drink Electroplus, grew by 11% in Q4.
- We had double digit growth in Modern trade channel indicating good brand imagery and consumer acceptance
- Our Go Rural drive continues to thrive due to the Super and Sub-stockist network that reaches 1900 new towns that are in the 1lac and below population strata.
- This year saw the launch of our own E commerce site and Comfy app. Our E commerce sales crossed 10 crs for the first time in FY 23.
- Our migration to SAP was successful this year and in the months to come key business processes will see more digitization as a result of this and we are confident this would drive operational efficiencies and increased controls.

The last 5 years saw your management team build key assets around brands, distribution and enhanced operational capabilities. FY 23 was a soft year in terms of the P and L but a deep dive behind numbers show progress in areas that matter - brand, balance sheet quality, distribution. We are confident of regaining growth in the new year and remain assured that these assets would give us a legitimate claim to put our mark at the 1000 crs revenue milestone.

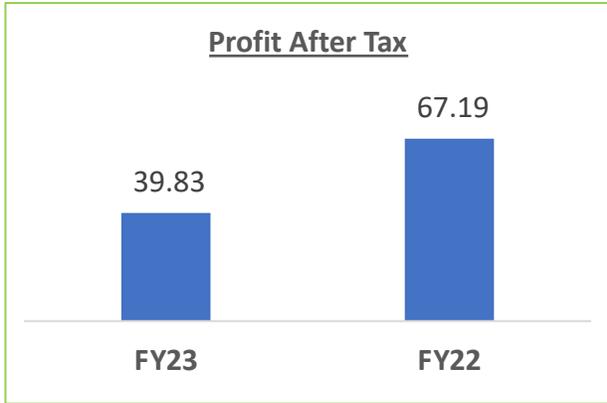
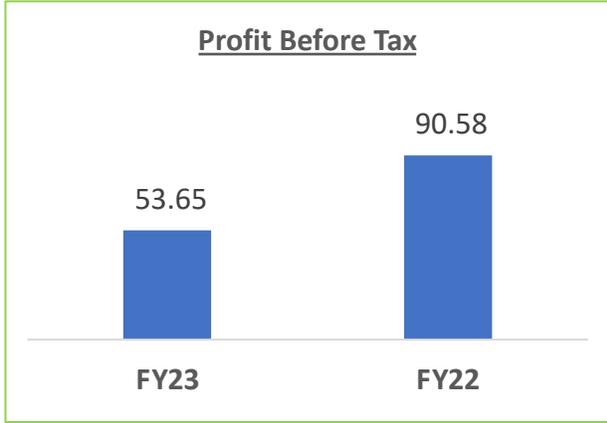


FY23 Performance



Financials – FY23

(Rs. in Crores)





Financials – FY23

(Rs. in Crores)

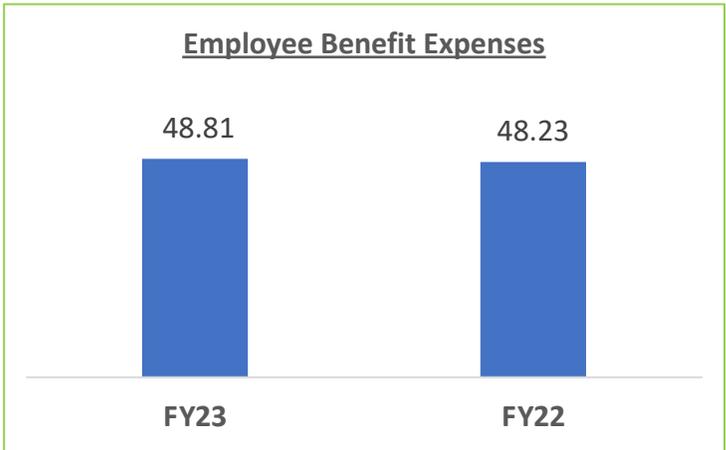
Major reasons for reduction in Profit Before Tax :

Particulars	Amount	Remarks
Decrease in Gross Margin due to Sales reduction & Product mix	25.37	Top Line reduction: Key Product 8 ML balm sales has come down by 31.90 crs Product Mix: Comfy sales has grown by 9.16 crs which has less gross margin compared to pain balm.
Increase in BTL costs	7.55	Additional sales promotion expenses
Increase in selling employee costs	2.54	Increase due to increment
Increase in Freight costs	2.52	Increase due to higher Comfy sales (Freight costs is higher for Comfy)
	37.98	



Financials – FY23

(Rs. in Crores)



Increase: 1.20%



Decrease: 4.45%

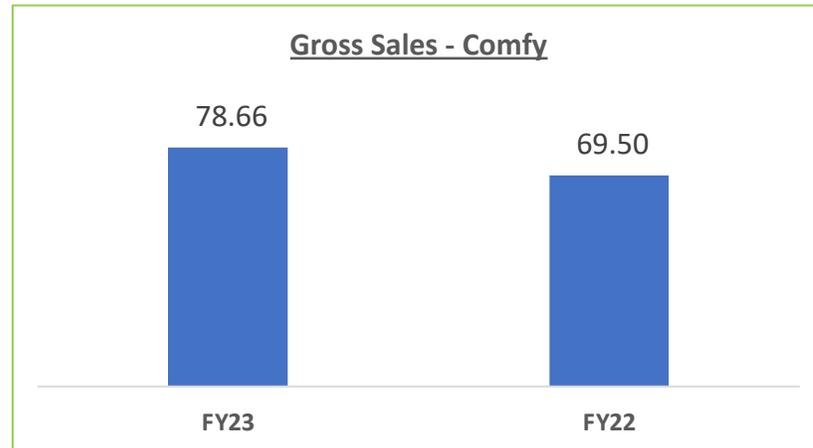
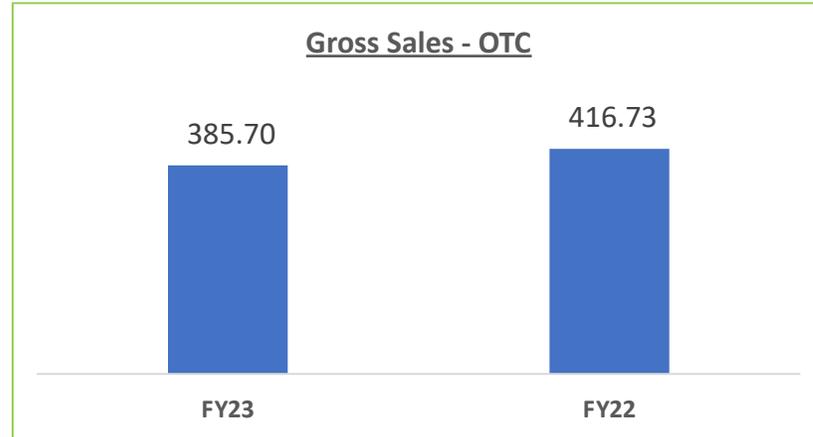


Increase: 21.65%



Financials – FY23 – OTC Division

(Rs. in Crores)



Growth: 13.18%

Notes:

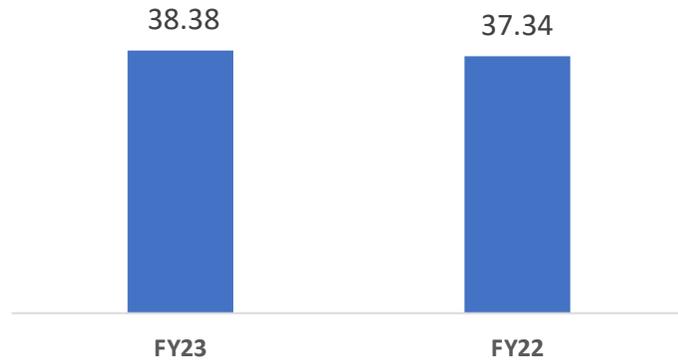
- Key raw material prices (excluding Menthol crystal price) are higher when compared to FY22.
- The prices of packing materials are higher when compared to FY22. The prices has marginally come down in Q4 when compared to previous quarters.
- Advertisement spend for FY23 is at Rs.27.01 cr against Rs.38.53 cr for FY22. Advertisement spend for Comfy is at Rs. 8.69 cr for FY23 against Rs. 17.41 cr for FY22.



Financials – FY23 – Beverage Division

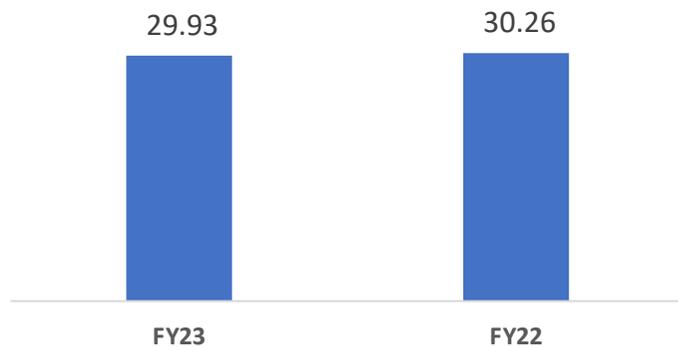
(Rs. in Crores)

Gross Sales - Beverages



Growth: 2.79%

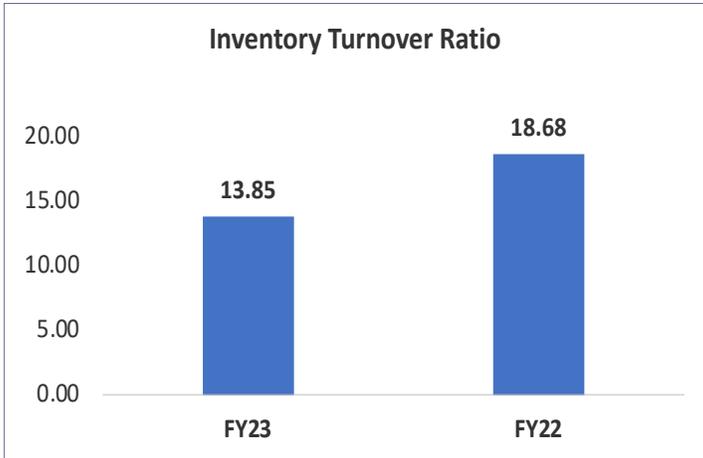
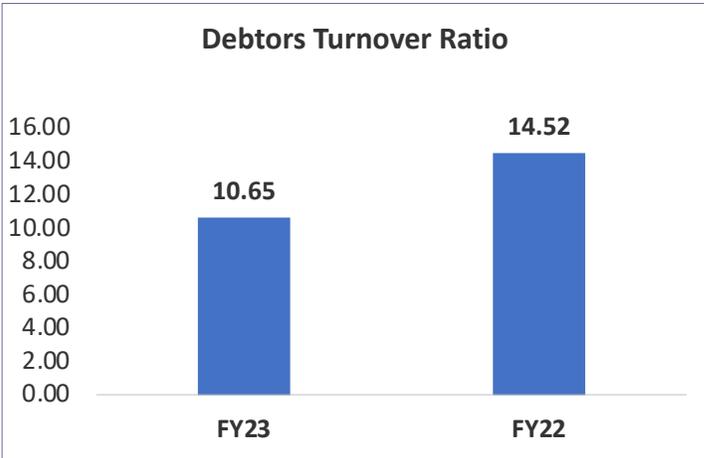
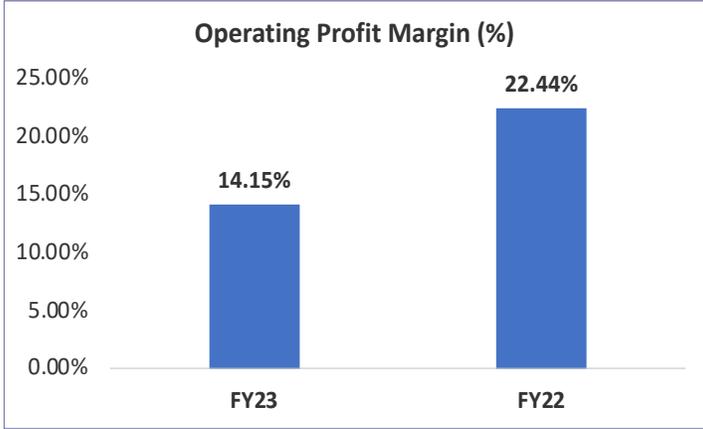
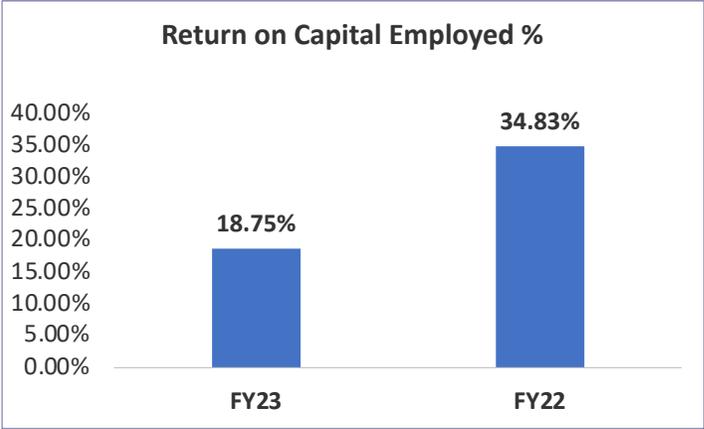
Gross Sales - Electro Plus



Notes:

- Raw Material & Packing Material prices are higher when compared to FY22.
- Advertisement spend is at Rs. 5.33 cr for FY23 against Rs. 5.57 cr for FY22.
- Business is continuing with cash & carry model for Fruitnik.

Key Financial Ratios

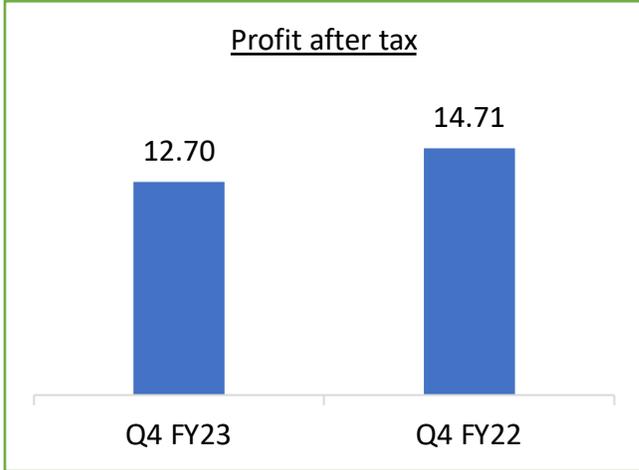
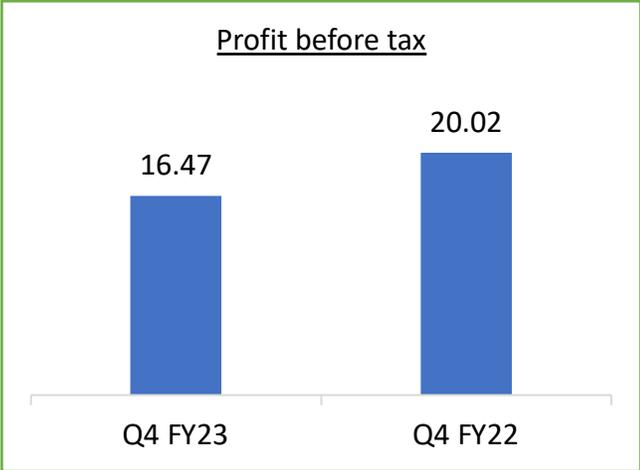
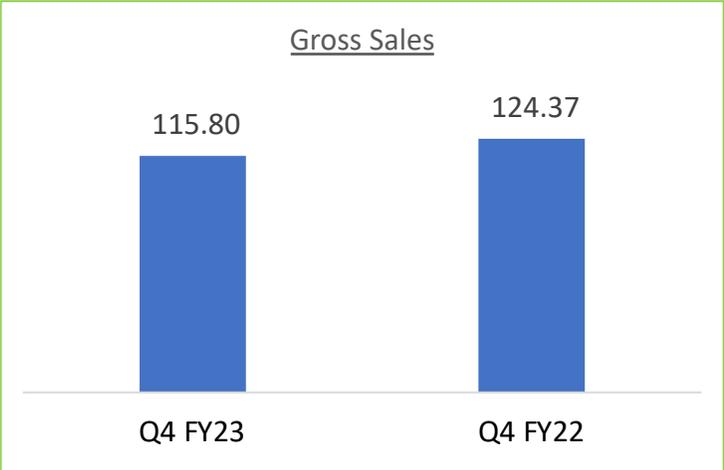




Q4 FY23 Performance

Financials – Q4 FY23

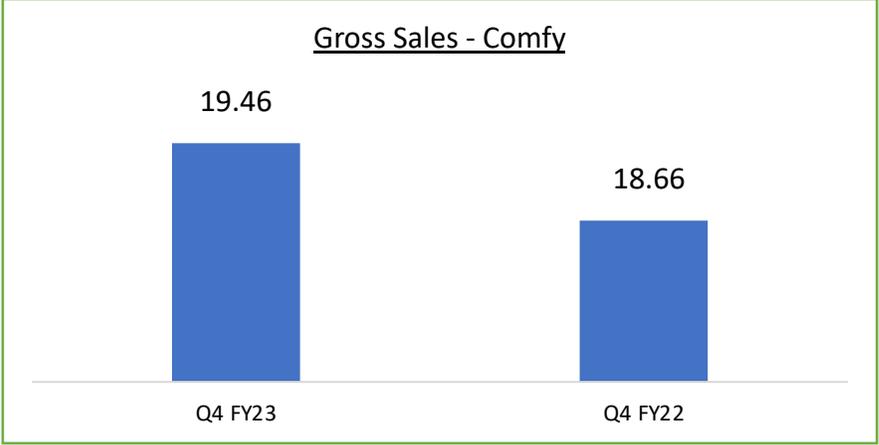
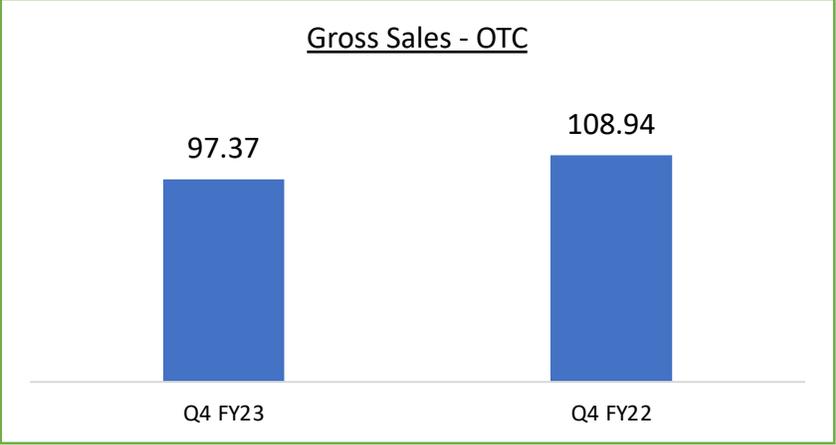
(Rs. in Crores)



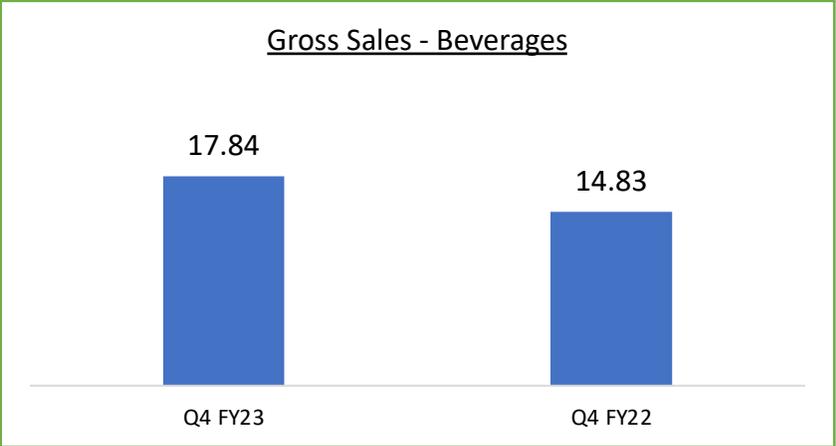


Financials – Q4 FY23

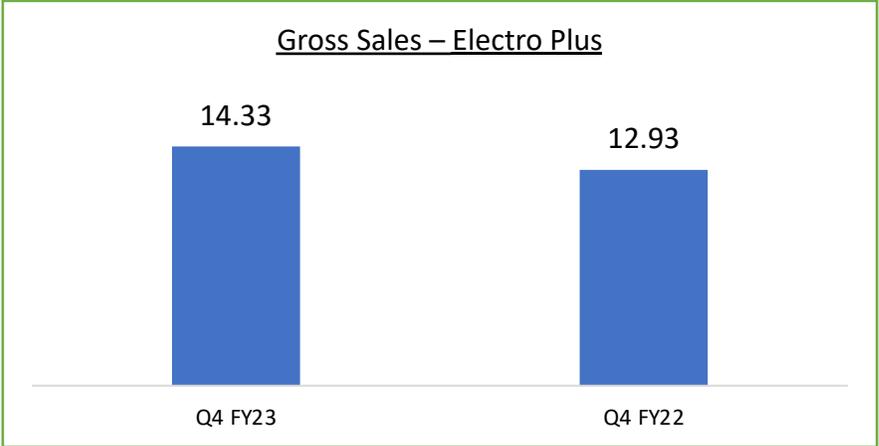
(Rs. in Crores)



Growth: 4.29%



Growth: 20.30%



Growth: 10.83%



Way Forward



We remain focused on executing our key priorities:

- Expand distribution
- Go global
- Grow E-Commerce vertical
- Costs reduction

