

**SASTASUNDAR VENTURES LIMITED**

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Email: info@sastasundar.com; Website: www.sastasundarventures.com  
CIN: L65993WB1989PLC047002

Date: 20-11-2020

To  
**The General Manager**  
**Department of Corporate Services**  
BSE Limited  
(Designated Stock Exchange)  
Phiroze Jeejeebhoy Tower  
Dalal Street, Mumbai - 400 001

To  
**The Manager**  
**Listing Department**  
National Stock Exchange of India Limited  
Exchange Plaza, Bandra Kurla Complex  
Mumbai - 400 051

**Ref: BSE Scrip Code: 533259; NSE Symbol: SASTASUNDR**  
**Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find attached herewith a presentation on the earning update, business and operations of the Company.

This is for your information and record.

Thanking you,

Yours faithfully,

For Sastasundar Ventures Limited

*Pratap Singh*

**Pratap Singh**

**Company Secretary and Compliance Officer**

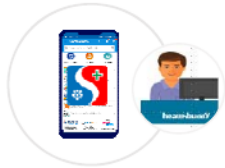


 **SastaSundar**.com  
health & happiness

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# Who We Are

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SastaSundar is an Online Pharmacy and Digital Platform of Healthcare supported by a network of physical counselling and service centres called '**Healthbuddies**'.



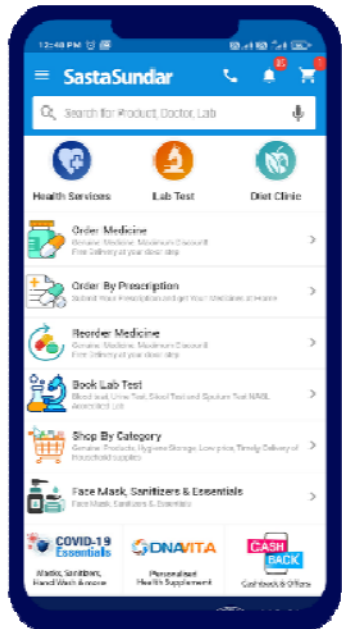
The service verticals of SastaSundar are **Pharmacy**, **Diagnostics** and **Wellness**.



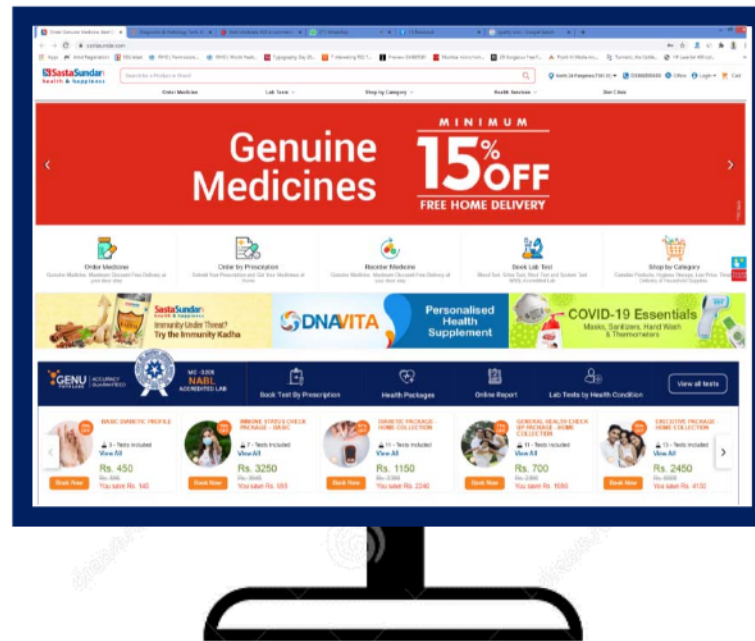
The name '**SastaSundar**' is derived from a popular Indian phrase in terms of consumer experience of **Savings** and **Quality**.

# SastaSundar – The Gateway of Healthcare

SastaSundar App



SastaSundar Website



Healthbuddies



# Problems SastaSundar is Solving



**Problem of consistent access to affordable, quality healthcare in a convenient manner**



**India has the richness of healthcare resources running in its veins**

- 3rd largest producer of medicines worldwide
- Producer of 50% of the world's vaccine
- World's largest producer of milk
- 2nd largest vegetable producer of the world
- Rich pool of talented doctors and healthcare workers
- Country of yoga



**However, the last mile do not find access to the sufficient resources**

- Up to 25% medicines sold in India are fake
- About 53% of total deaths are projected to be from chronic diseases
- About 75% of diagnostic services are unorganised leading to quality deficiency and unequal access
- About 65% Indians do not have consistent access to affordable healthcare

**What is Lacking?**

**A Data-Driven, Efficient Distribution Ecosystem**



**SastaSundar.com**

- Consumer-focussed
- Technology-driven
- Innovative Healthbuddy Ecosystem – Local Care
- Efficient in terms of Consumer Experience and Cost
- Reach from Urban to Rural

# Values We Deliver to Our Consumers

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## Genuineness

- SastaSundar owns 100% inventory at its central warehouse including the complete trail from procurement to delivery to customers.
- SastaSundar sources medicines only from authentic sources (Pharma companies, C&FA and authorised distributors).

## Availability

- Real-time Inventory: The stock of medicine and wellness products are linked to the app on a real-time basis, and therefore, it is ensured that all orders are fulfilled.
- Owning inventory makes it possible to have real-time inventory on the app.
- During the COVID-19 lockdown phase (April to June 2020), 18 lac orders were delivered, and our services were not closed even for a day.
- SastaSundar is expanding to Tier 2, 3 cities and even to remote villages in the country where there are no efficiently-operating pharmacies.

## Counselling

- YANA Diet Clinic and DNAVITA Diet Profiling Study provide real-time, useful assistance to reduce medicine intake and improve lifestyle. More than 23000+ families are using these facilities.
- All information on medicines along with corresponding substitutes are available on our website and app. A rich library of health-related knowledge including articles and videos are also available. SastaSundar has one of the largest online knowledge resource libraries on COVID-19.
- The pharmacists at Healthbuddy centres provide personal counselling to customers by taking the help of the centralised knowledge.

# Values We Deliver to Our Consumers

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## Personalisation

- Personalised health records and use of data analytics for the customer provide him/her with a personalised experience.  
The integrated data on medicine, wellness and diagnostics helps the customer to use the integrated search based upon health, maintain the corresponding records and use them for managing his/her health and happiness.

## Guaranteed Delivery

- We deliver all orders within the promised timeline.

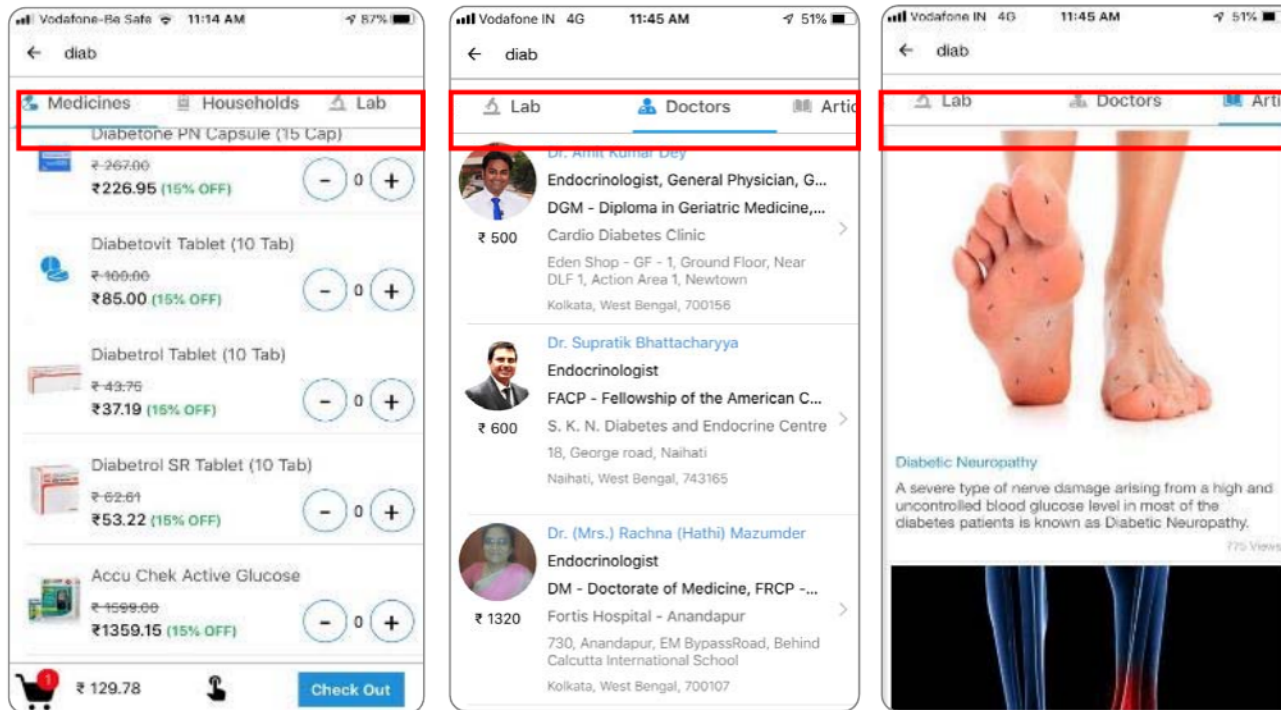
## Sustainable Discount

- Being efficient in operations, we provide sustainable discount (minimum 15%).

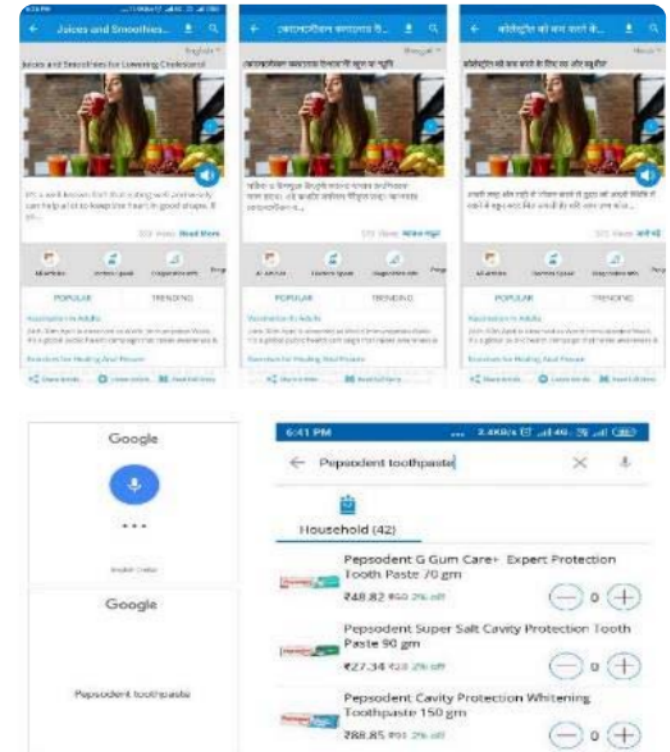
# Superior Customer Experience

Customer delight through unique *first-of-its-kind* features

Simplified search across services: reducing time required to toggle between multiple windows



Increasing customer engagement through vernacular contents and curated suggestions linked to purchases





# 'Efficiency' is Our Competitive Strength

We are efficient in terms of Consumer Experience



# 'Efficiency' is Our Competitive Strength

We are efficient in terms of Cost



Low cost of  
Customer  
Acquisition



Low cost of Delivery

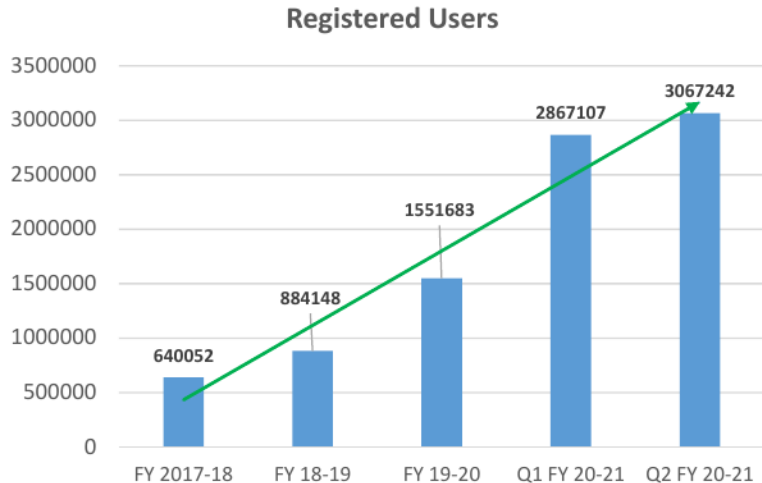
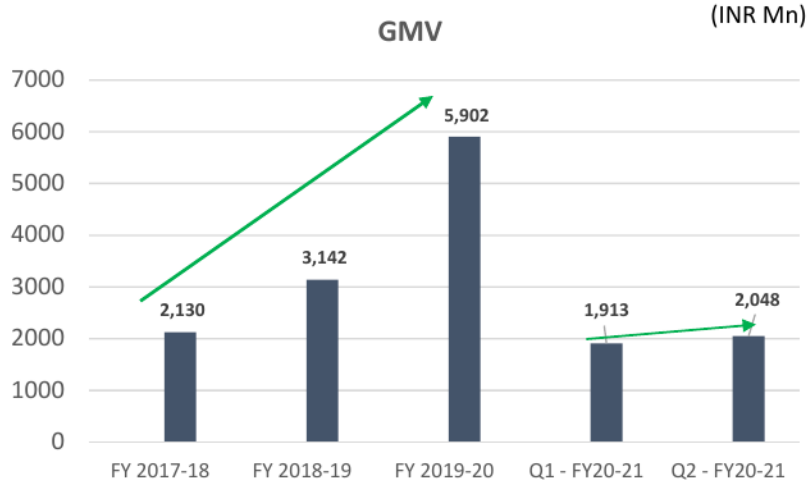


Low cost of  
Operations

Quarterly Income Statement of Subsidiary - SastaSundar Healthbuddy Limited (Consolidated)

Particulars (INR Mn)	FY 2020-21		FY 2019-20				FY 2018-19	
	Sept'20	June'20	Mar'20	Dec'19	Sept'19	June'19	Mar'19	Dec'18
Revenue	1,395.3	1,341.3	1,158.1	1,035.7	922.8	739.8	593.9	548.5
Expenses	1,430.5	1,364.8	1,290.8	1,152.0	1,034.9	879.2	726.7	627.1
EBIDTA	(35.2)	(23.5)	(132.7)	(116.3)	(112.1)	(139.4)	(132.8)	(78.6)
Finance Cost	3.3	1.9	(8.5)	4.3	8.1	3.9	6.0	12.1
Depreciation	9.7	12.4	7.7	13.2	12.9	11.9	9.0	9.1
Profit/(Loss) after Tax	(48.2)	(37.8)	(132.0)	(133.8)	(133.1)	(155.2)	(147.8)	(99.8)
GMV	2,048	1,913	1,787	1,573	1,410	1,132	880	793
EBIDTA % of GMV	-1.7%	-1.2%	-7.4%	-7.4%	-8.0%	-12.3%	-15.1%	-9.9%
EBIDTA % of Revenue	-2.5%	-1.8%	-11.5%	-11.2%	-12.2%	-18.8%	-22.4%	-14.3%

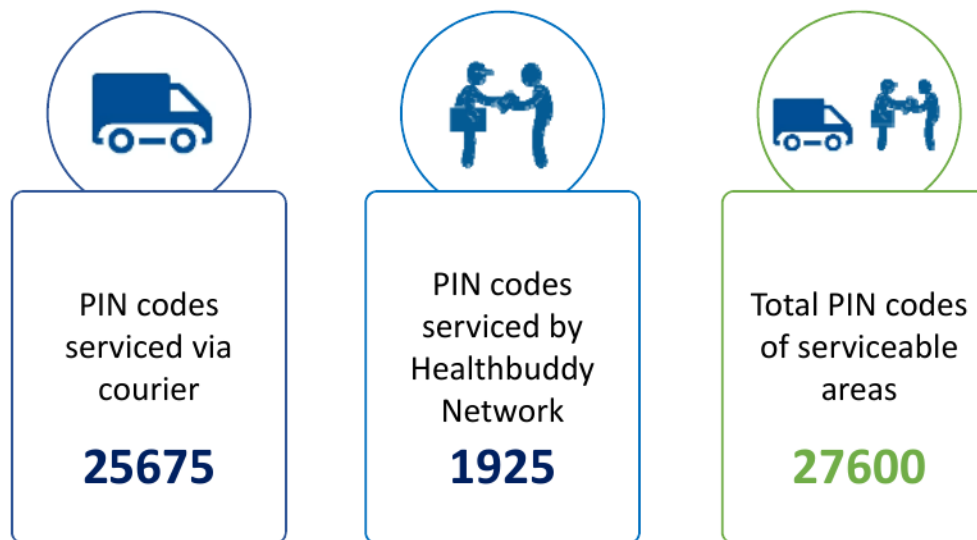
# We Are Growing



**Note :** Numbers provided are only for the Healthcare Segment

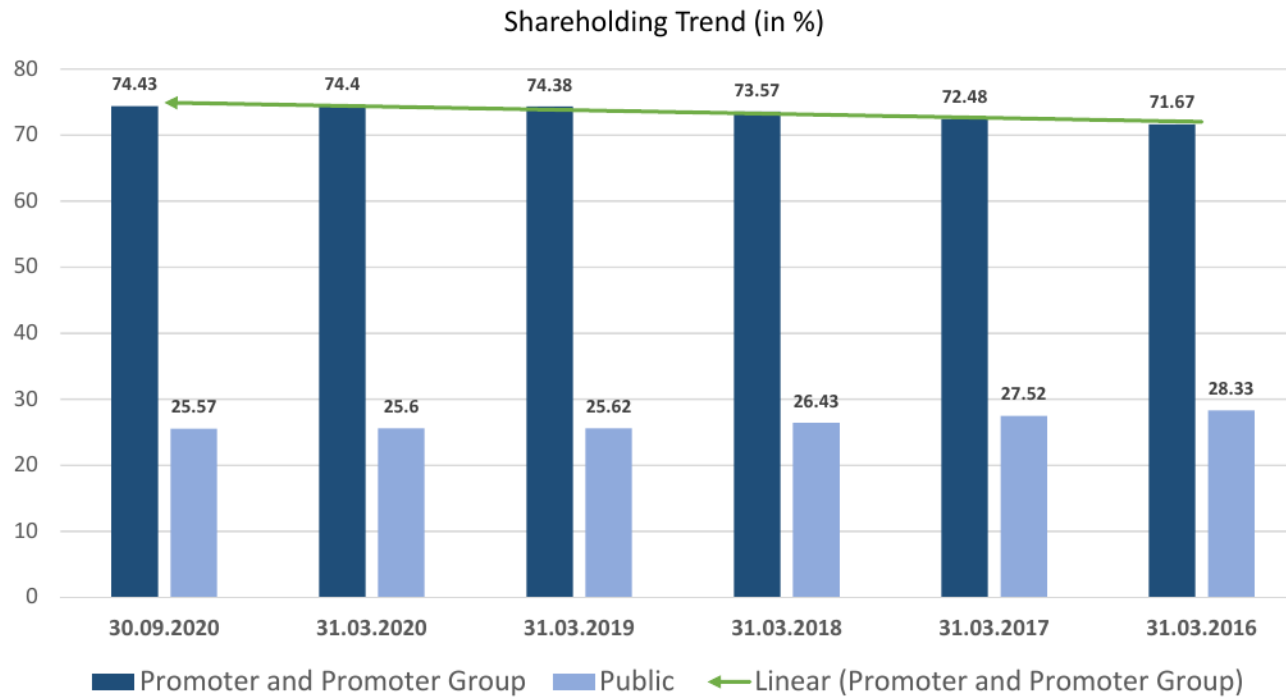
## Our Scalability is Easy

Our Healthbuddy network is already operational in Maharashtra, West Bengal, Delhi-Haryana, Western Uttar Pradesh, Jharkhand, Bihar, Odisha, Uttarakhand and in the North Eastern parts of India.



# Shareholding Trend

SASTASUNDAR VENTURES LIMITED



## We are Backed by Globally Acclaimed Investors: Marquee Investors from Japan

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Mitsubishi Corporation



Rohto Pharmaceutical Co., Ltd.

## Board of Directors

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### Majority of our Directors are Independent Directors

**Mr. BL Mittal**, aged 51 years, is an FCA, FCS and FCM by education and has an experience of more than 20 years working as an entrepreneur and a social worker. His areas of work include digital platform of healthcare and financial services.

**Mr. Ravi Kant Sharma**, aged 45 years, is an FCA by education and is a seasoned entrepreneur with more than 20 years of demonstrated experience in scaling businesses from scratch. His areas of work include digital platform of healthcare and financial services.

**Mr. Parimal Kumar Chattaraj**, aged 75 years, holds a bachelor's degree in science, a post graduate diploma in management and a bachelor's degree in law. He has an experience of over 30 years working as an entrepreneur, management professional and legal advisor. His areas of work include contributing to business strategy, aligning employee skill to business, creating learning organisation, leadership development and organisation & HR solutions.

**Mrs. Abha Mittal**, aged 46 years, is a commerce graduate and holds a diploma in fashion designing. She has multiple years of experience working as a social worker and environmentalist. Her areas of work include NGOs and organic farming.

**Mr. Rajeev Goenka**, aged 27 years, is a graduate in economics and has an experience of over 2 years working as a marketing and sales professional. His areas of work include blending, bottling and distribution in the domain of IMFL brands & real estate.

**Mr. Bimal Kumar Patwari**, aged 55 years, is an electronics engineer and MBA by education. He is the founder of Pinnacle Infotech Solutions and has 29 years of rich experience as the entrepreneur. His area of work includes BIM-based engineering and architectural solutions.

**Mrs. Rupanjana De**, aged 45 years, is an FCS and also holds post graduate qualifications in law and economics. She has over 19 years of experience working as a corporate legal professional. Her areas of work include company law, legal compliance, management, corporate governance, Corporate Social Responsibility and quality control.

## Auditors

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**At Business Level**

S.R. Batliboi & Co. LLP (a member firm of EY)

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**At Consolidated Level**

Singhi & Co.



## Our Model is Inclusive

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## Our Challenges

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We are working in a competitive space where some of the competitors have access to large pools of capital.

We are working in a highly regulated space which is sensitive to public health.

## 'Being Genuine' is Our Core Value



Nothing can be more Genuine  
than our Mothers' Love

BEING  
GENUINE  
OUR CORE VALUE

We ensure that all our products  
and services are 100% Genuine.

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health & happiness

## 'Being Child' is Our Culture



'BEING  
CHILD'  
IS OUR CULTURE

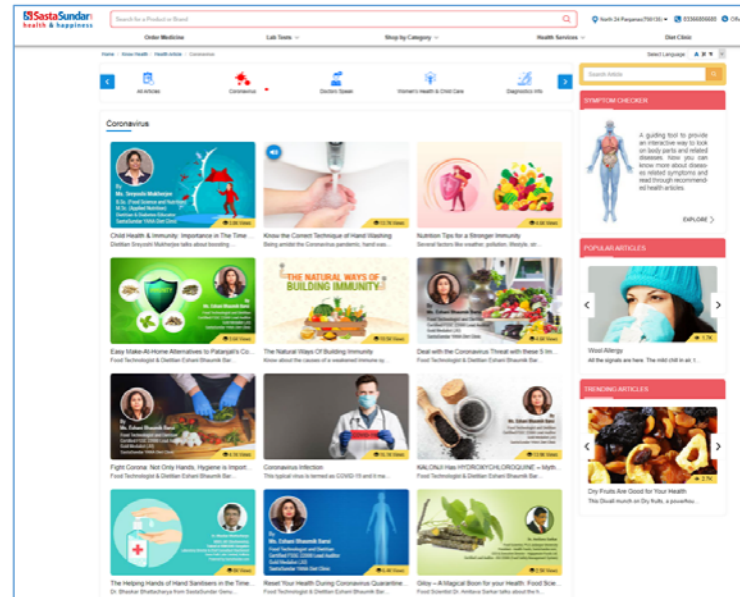
Like Child-  
'Innovate',  
'Don't Discriminate',  
'Connect Emotionally' &  
'Grow Everyday'.

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health & happiness

# Social Responsibility is in the DNA of Our Business

- **Generic Substitutes**  
Supply and information available for Quality Generic Medicines
- **Ensuring equal access to Rural Areas**
- **Promotion of entrepreneurship via the Healthbuddy Network inclusive of Women Healthbuddies**
- **Free Wellness Counselling**
- **YANA Diet Clinic**
  - Helps one to lose weight and reduce medicine intake
  - More than 23000+ people have joined

During the COVID-19 lockdown phase (April to June 2020), 18 lac orders were delivered, and our services were not closed even for a day. We had taken all necessary safety measures while delivering orders to our customers. We also created a large knowledge bank of 1000+ health articles, videos, posters, booklets and infographics related to COVID-19 in English and vernacular languages. Furthermore, we organised Facebook live sessions with renowned doctors to generate mass awareness.



# We have an AatmaNirbhar App: We are a Part of Digital India

The SastaSundar app has been mentioned by the Government of India as one of India's best AatmaNirbhar App in the latter's 'Digital India AatmaNirbhar Bharat App Innovation Challenge'.



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# Join Us for Prayers

LET US  
**BE**  
  
**ONE**  
TOGETHER

TO BUILD A  
**HEALTHIER**  
&  
**HAPPIER**  
WORLD

Join us for 2 minutes at 3 pm  
on 7th of Each Month & Pray For  
world's **health & happiness**



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**Thank You**