

Ganga Pharmaceuticals Limited

CIN: L99999MH1989PLC053392

Regd. Office: Gangatat, Dhanvantri Marg, Gopcharpada, Virar (E), Palghar - 401305
Phone: 9834613142 | Website: www.ayurvedganga.com | Email: ayurvedganga@gmail.com

May 16, 2024

The Manager (Listing)
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai 400001

Dear Sir/Madam,

Ref. Scrip code: 539680

Sub.: Investors Presentation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investor Presentation on financial results for the year ended March 31, 2024.

Please acknowledge and take the same on your records.

Thanking you,

Yours faithfully,

For Ganga Pharmaceuticals Limited

Bharat Sharma

Managing Director

DIN No: 00077026

Email ID: bharat.sharma@gangapharma.in.



SAFE HARBOUR

This presentation and the accompanying slides has been prepared by Ganga Pharmaceuticals have been prepared solely for information purposes and do not constitute any offer, recommendation, invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the company will be made except by the means of statutory offering document containing detailed information about the company.

The presentation has been prepared by the company based on the information and the data which company consider reliable but the company makes no representation or warranty , express or implied, whatsoever and no reliance shall be place on, the truth accuracy and completeness, fairness and reasonable context of this presentation. This presentation may not be all inclusive and may not contain all of the information that you may consider material. Nay liability of this respect of the content of, or any omission from, this presentation is expressly excluded.

Certain matters discussed in this presentation may contain statements regarding the company's market opportunity and business prospects that are individually and collectively forward looking statements. Such forward looking statements are not guarantees of future performance and are subject to known and unknown risk, uncertainties and assumptions that are difficult to predict. These risk and uncertainties include , but are not limited to, the performance of the Indian economy and of the economies of various international market, the performance of industry in India and worldwide, competition the company's ability to successfully implement its strategy, the company future levels of growth and expansion, technological implementation , changes and advancement, changes in revenue, income or cash flows, the company market preferences and its exposure to market risk, as well as other risk. The company assumes no obligation to update any forward looking information contained in this presentation. Any forward looking statement and projection made by third parties included in this presentation are not adopted by the company and the company is not responsible for third party statement and projections.



“Life (ayu) is the combination (Sam yoga) of body, senses, mind and reincarnating soul. Ayurveda is the most sacred science of life, beneficial to humans both in this world and the world beyond. ”

BACKGROUND

Ganga Pharmaceuticals was founded by Late Shri Brijmohan Sharma

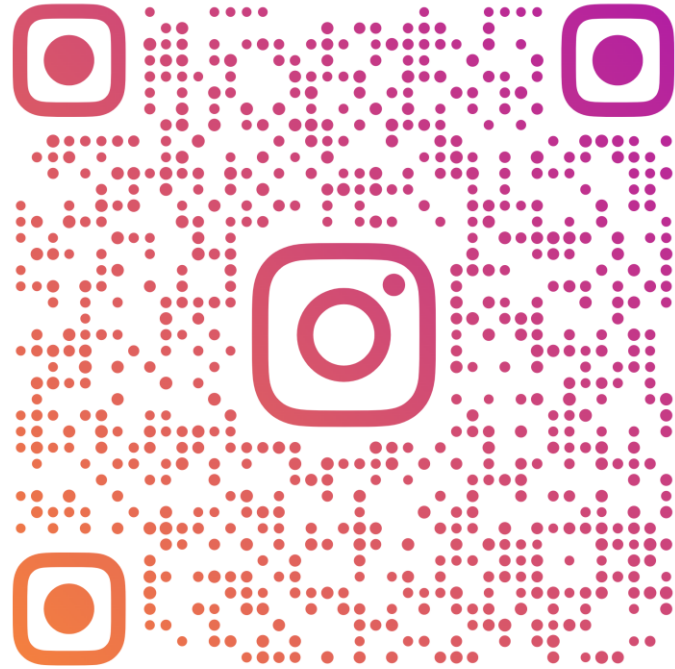
LOCATION	Gangatat, Dhanvantri Marg, Gopcharpada, Virar (E). 401305, Mumbai, India
PRODUCT PORTFOLIO	230+ Products
CERTIFICATION	We have been awarded a G.M.P Certification for following Good Manufacturing Practices under “Revised Schedule T” of Drugs & Cosmetics Rules, 1945
NO. OF PATENT PRODUCT	20+ Patent product
PRODUCT FORM	Product available in the form on Tablets, Pills, Syrup, Powder, Oil, Liquid, gel,
VISION	Our Expertise is to provide High Quality products and to carry forward 1000+ years long tradition

For more info:
www.ayurvedganga.in



You can visit our Social Media





GANGAPHARMA

Scan the QR
code to know
more about us

VISION

EMBRACING ANCIENT WISDOM

This vision encapsulates the essence of Ayurveda, which is not just about treating diseases but promoting a lifestyle that maintains and balances overall health

TRADITIONAL PRACTICE WITH MODERN SCIENCE

We aspire to be pioneers in holistic health by innovatively integrating traditional Ayurvedic practices with modern science

WELLNESS WAY OF LIFE

commitment is to empower individuals with natural, sustainable, and effective health solutions, fostering a global community where wellness is a way of life.”

AFFORDIBILITY

Our commitment is to provide high quality product at reasonable and suitable for middle and low-income groups.



MARKET SCEANRIO

01 GROWTH

02 MARKET SIZE

03 EXPORTS

04 FUTURE PROJECTION




01. GROWTH

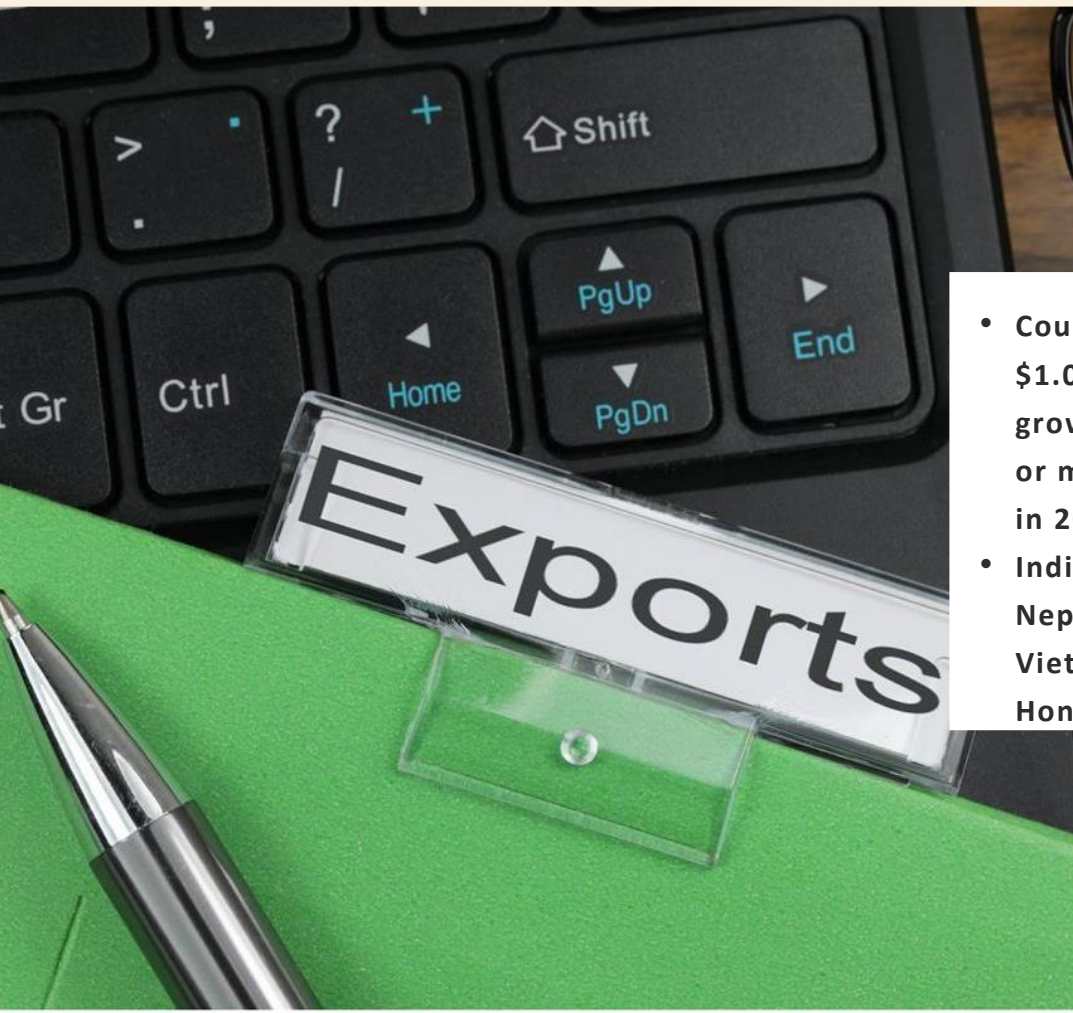


- ✓ The Ayush sector has grown 17% year on year between 2014 and 2020
- ✓ The market size of the industry stands at \$18.1 Bn from \$2.85 Bn in 2014, clocking a phenomenal growth of almost 6 times.
- ✓ The sector likely to generate nearly 3 Mn job opportunities.

02. MARKET SIZE



Share of sub-sectors in Ayush market size are Herbal Plants (43.35%), Nutraceuticals (24.65%), Pharmaceuticals (14.11%), Cosmeceuticals (8.37%), Plant Derivatives (5.14%) and Plant Extracts (4.39%). The sector of herbal medicine grew at the rate of 7.4 % per annum during 2014-20. Various sub-sectors, particularly, herbal pharmaceutical sector expanded at the rate of 18.5 % during the same period with the market share of 14.1 % in 2020



EXPORTS

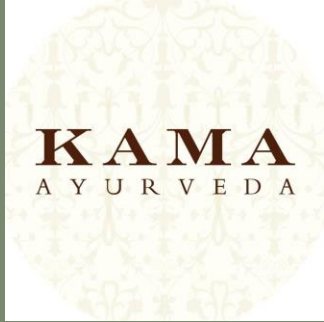
- Country's exports in the sector expanded rapidly from \$1.09 Bn in 2014 to \$1.54 Bn in 2020, registering a robust growth rate of 5.9 % annually. The herbal pharmaceutical or medicament sector constituted 35.2% of Ayush exports in 2020
- India exports Ayush products to markets such as the USA, Nepal, Russia, Philippines, UAE, Kenya, Germany, Vietnam, China, Italy, The UK, Western Europe, Japan, Hong Kong etc.



FUTURE

The global Ayurvedic market size is projected to reach US\$ 16230 million by 2028, at a CAGR of 12.0% during 2022-2028

KEY PLAYERS IN AUIRVEDIC MARKET



OUR IN-HOUSE PRODUCTION FACILITY

- We are located in Virar District Palghar which is 40km from India's Financial capital Mumbai and 30 km from Transporting Hub Bhiwandi
- Our Manufacturing Facility have been awarded a G.M.P Certification for following Good Manufacturing Practices under "Revised Schedule T" of Drugs & Cosmetics Rules, 1945.
- focuses on ongoing R&D, which helps it to achieve two objectives, products up-gradation and development. Over the years the Company has developed a variety of products on the basis of their continued and in depth efforts in R & D





Regd. AD | By Hand Delivery

Food & Drugs Administration (Maharashtra State)

Letter No: MB/TZAGMP/6100461
Food & Drugs Administration, KONKAN Division
OFFICE OF JOINT COMMISSIONER [K.D]
4TH FLE.SIC BLD,WAGLE ESTATE
Thane - 400604

Form 26 E-1
(See Rule 155-B)

CERTIFICATE No : 6100461
Issue & Valid Upto Dt: 05/07/2021 - 04/07/2026

Certificate of Good Manufacturing Practices (GMP) To manufacture of Ayurveda, Siddha or Unani Drug

Certified that manufacturing unit licensee, namely **GANGA PHARMACEUTICALS LTD(706301)**, **GANGA TAT, DHANYANTARY MARG GOPCHAR PADA, VIRAR EAST - 401305**, Dist - **PALGHAR** holding valid Drug Manufacturing License in

Form 25D, Licence No. KD/AYU/80, Iss Dt: **07/07/1995**, Val Dt: **31/12/2022**, Ren Dt: **01/01/2018**

comply with the requirements of Good Manufacturing Practices of Ayurveda-Siddha, Unani drugs as laid down in Schedule T of the Drugs and Cosmetics Rules 1945.

This certificate is valid for a period of **5 Years**

This Certificate is issued for : purpose of -, - (FOR ALL DOMESTIC & EXPORT PURPOSE)

This Certificate is Valid for a period : **05/07/2021 - 04/07/2026**

eSign
Digitally Sign

DR RAKESH N TIRPUDE
e-Signed on **05-07-2021 17:29**

TPAV # 91VJ6K439C



Dr Rakesh N. Tirpude
Licensing Authority
Food & Drugs Administration
KONKAN Division, Maharashtra State

Applicant :
GANGA PHARMACEUTICALS LTD(706301)
GANGA TAT, DHANYANTARY MARG GOPCHAR PADA,
VIRAR EAST - 401305
Tahuka: **VIRAR (E) District: PALGHAR**



Fee Payment(s) : **DB-Id: 387238 - 23/03/2021 (Amt: 1000) Balance : 3100**

This License/Certificate is eSIGNED. Physical Signature is NOT Required

Division	MFG ID No	Type:GMP Certificate	CERTIFICATE No	Issue Dt / Validity Dt
KONKAN (TZ3)	706301	GMP-168094-23/03/2021	6100461	05/07/2021 - 04/07/2026

For online Third Party Approval Verification, Go to fdamfg.maharashtra.gov.in & Click TPAV button.

Pg: 1 / 1 (05/07/21) **N I C**

CERTIFICATION

Good Manufacturing Practices or GMP is a system that consists of processes, procedures and documentation that ensures manufacturing products, such as food, cosmetics, and pharmaceutical goods, are consistently produced and controlled according to set quality standards.





Manufacturing Unit

Fluidized Bed Dryer (FBD) with the state of the art technology is commonly used to reduce the moisture content of granules.



Tablet Compression

Tablet Compression Machine (also referred to as Tablet press machine, tablet making machine, tablet machine, or tablet punching machine) is a mechanical device that is used to compress the granules to uniform and predetermined size, shape, and weight of tablets. We have well qualified tablet operator who operates the machine as per the guidelines.

Research & Lab Department

The Company focuses on ongoing R&D, which helps it to achieve two objectives, products up-gradation and development. Over the years the Company has developed a variety of products on the basis of their continued and in depth efforts in R & D. The Herbal and Ayurveda centric products of the Company are the examples of this. These range of products are developed after extensive research on Ayurveda coupled with modern scientific practices.





Forms of product we cater

Over Decade of research & development and lot of Makret Research has helped us to deliver consumer- centric solutions

The different forms of product that we offer are:

- * Tablets
- * Pills
- * Powder
- * Syrup
- * Liquid
- * Oil
- * Gel





Types of product

Medicinal OTC

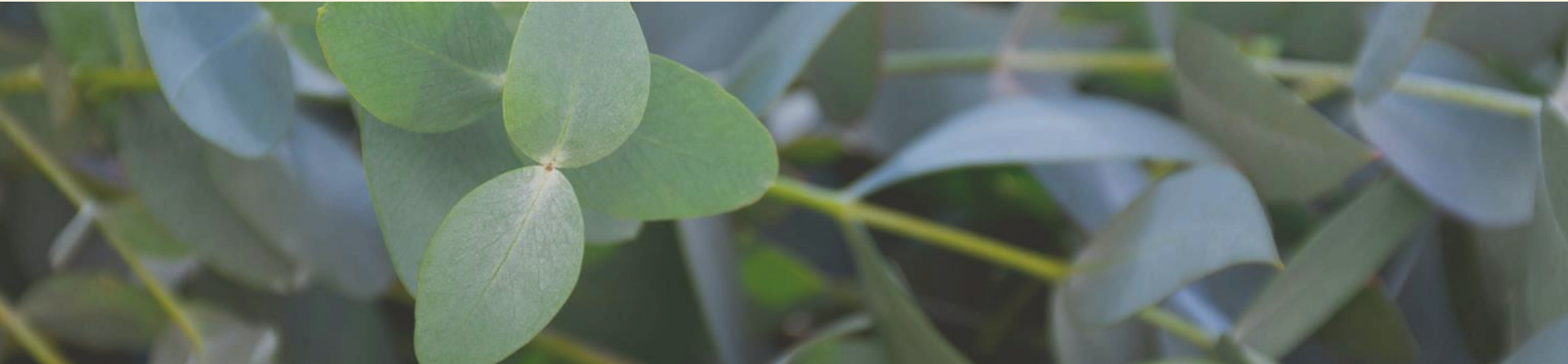
Medicinal OTC or patent are those product which are used in different ailments.

Cosmetics

Products for hair & skin care

Classical Products

Various Classical products as per Ayurveda books also called as traditional ayurvedic product





OTC Products



Types of ailment we cover

Digestion

Brand: Ampachan Vati

Acidity

Brand Asuka

Joint Pains

Brand: Vato

Piles

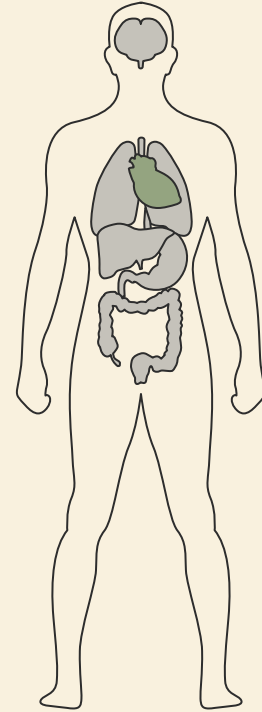
Brand: Gitrin

Constipation

Brand : Gangalax

Dry & Cold Cough

Brand: Khadira Pills



Continued...

Anxiety

Brand: Ashwo

Liver Tonic

Brand: Livosar

Iron tonic

Brand: Pranica

Calcium

Brand: Gangacal

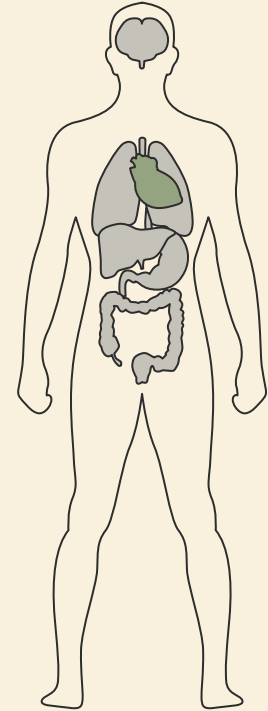
Cough

Cold/Immunity

Brand : Goshoon

Blood Purifier

Brand: Raktaj



AMPACHAN VATI-DIGESTION



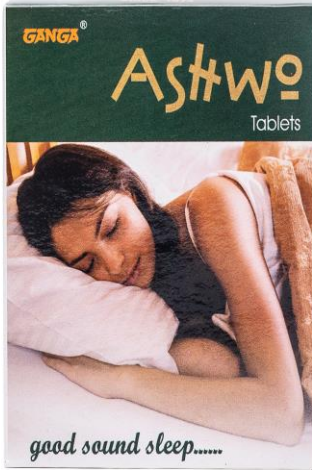
GANGALAX- CONSTIPATION



ASUKA TABLET/ SYRUP FOR ACIDITY



ASHWO TABLET - ANXIETY



DRY & COLD COUGH-KHADIRA PILLS



LIVOSAR SYRUP/TABLET-LIVER TONIC



NIRMALAY CHURNA- CONSTIPATION



PRANICA TABLET- IRON TONIC




RAKTAJ TABLET- BLOOD PURIFIER



VATO TABLET/ LINIMENT/LIQUID BALM/ LIQUID





Cosmetics
Products



KESHAM TABLET & KESHAM HAIR OIL



FOR FACE & SKIN CARE

MULTANI POWDER



ORANGE PEEL POWDER



ALOEVERA GEL

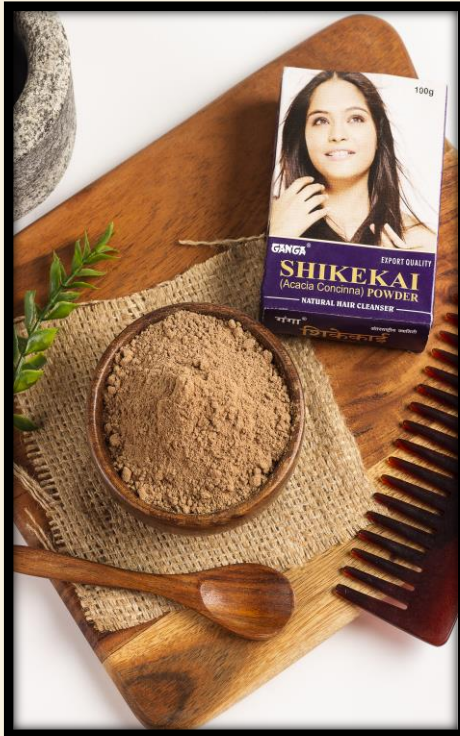


HAIR CARE

ARTIHA POWDER



SHIKAKAI POWDER



AMALA POWDER



HAIR OILS

DENDROIL- FOR DANDRUFF



MAHABHRINGRAJ HAIR OIL



NEEM HAIR OIL



OILS FOR HAIR AND SKIN

KARANJ OIL



SESAME OIL

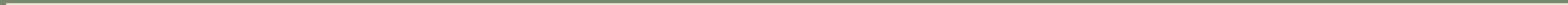


KALONJI HAIR OIL





TRADITIONAL MEDICINE



ASHWAGANDHA TABLET



ARJUN TABLET



AVIPATIKAR TABLET



SHILAJIT TABLETS/ PILLS



TRIPHALA TABLETS



SITOPALADI TABLETS



GILOY GHAN TABLETS



MAHASUDARSHAN GHAN VATI / MEDOHAR GUGGUL PILLS



REVENUE MODEL

01 B2B

02 B2C

03 CHANNEL SALES

04 SOCIAL SALES



B2B

- * Recently in FY 2023-24 , we have come started our B2B model where we directly completes the transaction with hospitals and other prestige institution .
- * Our aim is to target 100 institution is next 5 years



B2C

- * Currently we are able to sell through different E-portals through various channels .
- * Our Target is to maximise our strength and increase our visibility through various different e-portals .
- * Currently our presence is on Amazon, Flipkart, Meesho, Tata1 mg & Jio Mart
- * Our aim is to be part of different e-commerce portals like Big Basket, Netmeds, Apollo pharmacy , Myntra, Nykaa Fashion etc..



CHANNEL SALES

- * Mostly for offline market we strictly follow the Channel sales where we complete our transaction selling it to channel partners
- * Currently we have approximately 2000+ different super stockist & retailers pan India

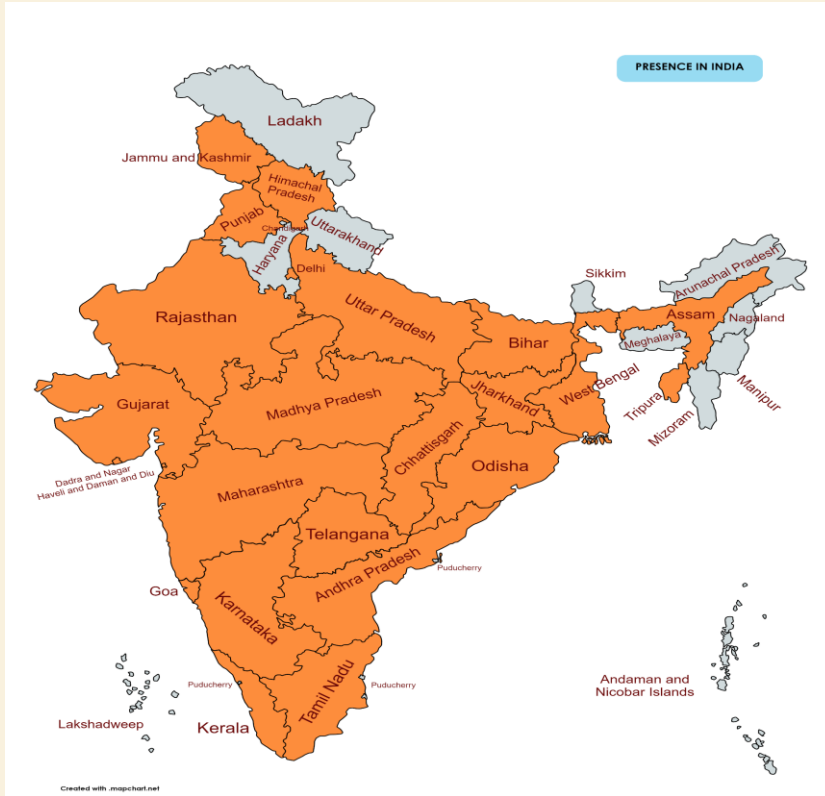


Social Sales

- * We are strongly committed to create a Brand awareness with the help of different social media platform like Facebook, Instagram etc.
- * We have targeted almost 1 million people through Social Media Sales.
- * We have also collaborated with various influencers and celebrities like Parull Chaudhary, Sayantani Ghosh etc.



PAN- INDIA PRESENCE



Medical Seminar



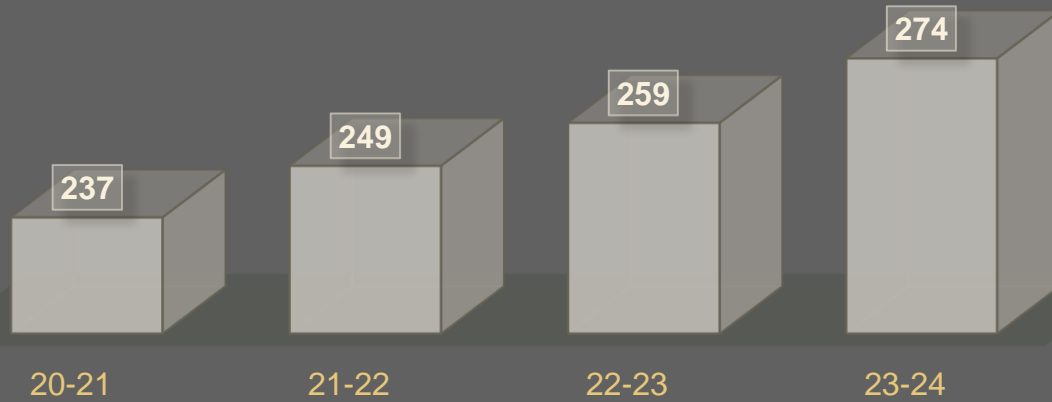
We recently participated in the month of November in 2023 in a medical conference in Kolkata where we got the wonderful opportunity to interact with 1000+ doctors. The photos are some glimpse of Medical Seminar.



FINANACIAL HIGHLIGHTS

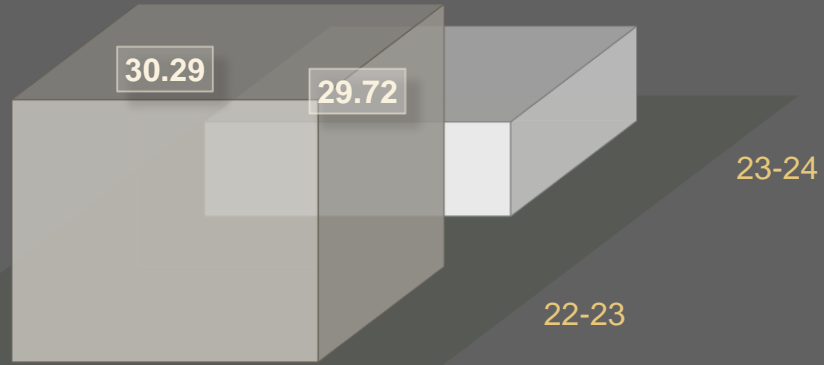


SALES (FIG IN LAKHS)



EBTIDA (FIG IN LAKHS)

■ 22-23 ■ 23-24

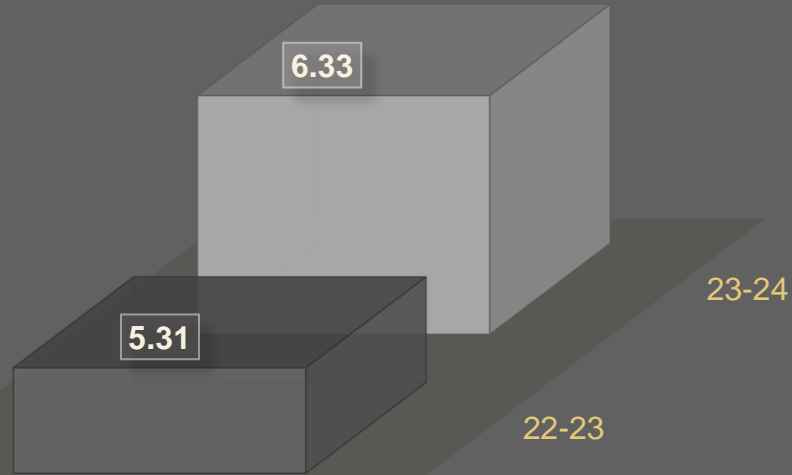


EBITDA



PBT (FIG IN LAKHS)

□ 22-23 ■ 23-24

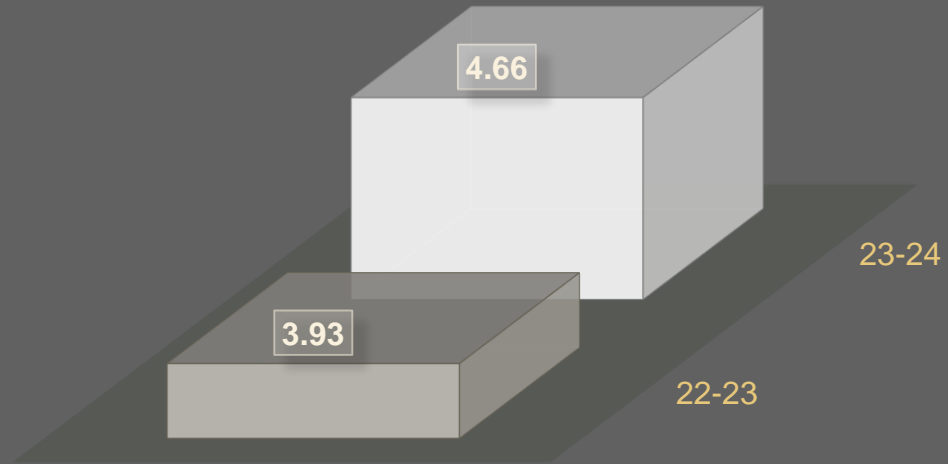


PBT



PAT (FIG IN LAKHS)

■ 22-23 ■ 23-24



PAT



MARKETING & SALES ACTIVITIES FOR NEXT 5 YEARS

- **DIGITAL PLATEFORM**

- ✓ Intensive marketing on Facebook, Instagram etc.
- ✓ Collaboration with different bloggers and celebrities
- ✓ Getting verified profile with minimum 1lakh follower
- ✓ Advertisement on digital channel like YouTube, Hotstar etc.
- ✓ Setting up of Payment Gateway for Company's website

- **OFFLINE MARKET**

- ✓ Conducting Seminars & Medical awareness for doctors for brand awareness
- ✓ Creating Brand awareness through various mediums like radio, newspaper etc.
- ✓ Increasing number of sales force by 100.
- ✓ Mass scale Sampling activities can be conducted in unidentified areas. Affiliate Marketing can be implicated in promoting new product.

Thank
You