



AHCL/ SE/ 34/2022-23

November 05 2022

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 half year ended 30.09.2022

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 half year ended 30th September 2022

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

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CIN - L24231TN1936PLC000017



Amrutanjan Health Care Limited

Investor Presentation

Quarter & Half Year Ended 30th September 2022

Date: 4th November 2022

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Business Update



Business Update

- A. We continue to see slowdown in the pain category which according to Kantar has slowed down by 17% .
- B. We have had a one time event in the sales system that is being corrected which has caused coverage and secondary sales disturbance. We ask investors to treat the softness and contraction in margins as not the trend but a short term phase. We will see margins and business improvement in second half.
- C. In spite of these challenging times, a deep dive of the business (story behind numbers) shows
 - a. Growth in small packs of balms
 - b. Growth in body pain products
 - c. Head roll on showing resiliency
 - d. E plus back to growth in September and the quarter
 - e. Comfy continues to grow

What needs to get better:

- A. Reduce below the line cost of sales which has escalated due to rural distribution push (van sales investments) and in general expectations of growth to continue unabated from previous years and not anticipating the slowness in consumer consumption.
- B. Certain costs like travel costs and sales man related costs are up back to pre covid levels and need to be controlled by reengineering process
- C. Need to reduce sales head count
- D. We have initiated packaging material cost improvement and this will show results in H2
- E. Fixed cost reduction programme will need to be rolled out as a continuous process

We ask investors to look at the bigger picture of secular growth opportunities in OTC, Women's hygiene and ORS / health drinks in India, the execution track record of your company and the businesses that we have built and not to take this first half performance as the new normal.

We take pride and passion in doing what we do with good governance and transparent business practices and are confident to continue building shareholder wealth in the years to come

Business Update

“Comfy” New Products

Tampons



XL Value Pack



Period Cup

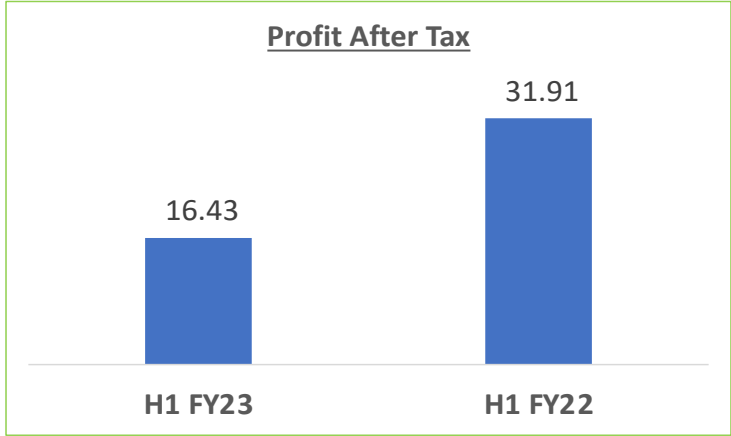
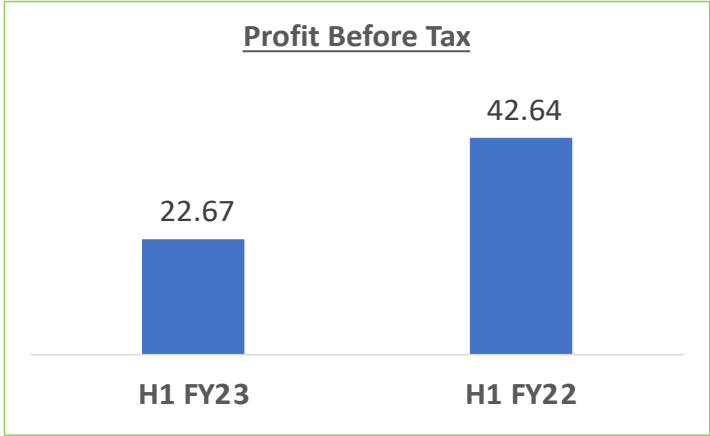
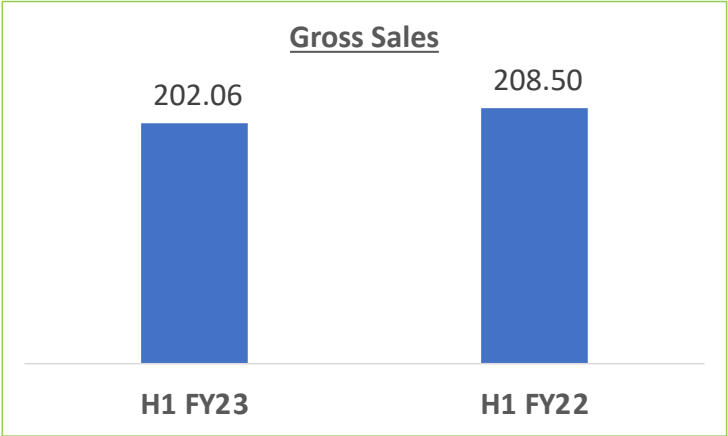




H1 FY23 Performance

Financials – H1 FY23

(Rs. in Crores)





Financials – H1 FY23

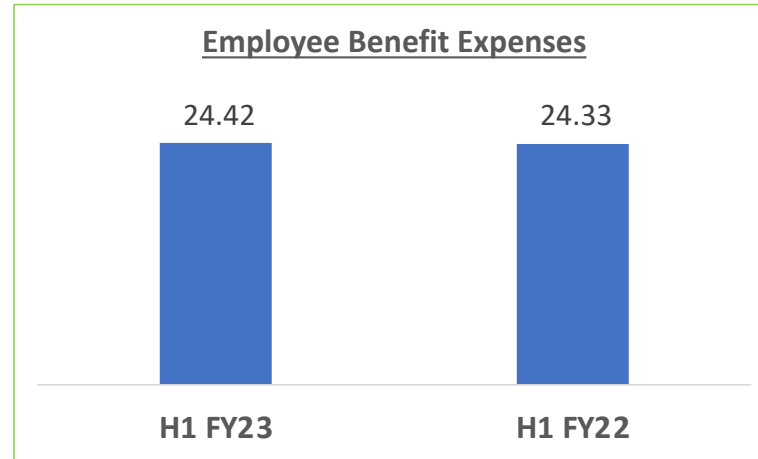
(Rs. in Crores)

Major reasons for reduction in Profit Before Tax (H1 FY23 vs H1 FY22):

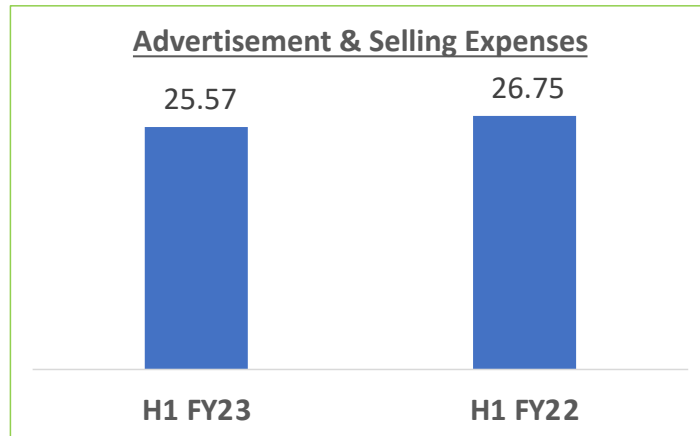
Particulars	Amount	Remarks
Decrease in Gross Margin due to top line reduction, Product mix & Raw Material & Packing Material price increase	10.21	Top Line reduction: Key Product 8 ML balm sales has come down by 17.49 crs Product Mix: Comfy Sales has grown by 8.45 crs Raw Material & Packing Material Price Increase: Impact of Raw Material & Packing Material Price increase: 4.18 crs
Increase in Freight costs	2.55	Increase due to higher Comfy sales (Freight costs is higher for Comfy)
Increase in Travel expenses	1.49	Increase in Travel expenses due to low base recorded in the previous year on account of COVID
Increase in Repairs & Maintenance expenses	1.26	Additional repair work at Head Office & Factories
	15.51	



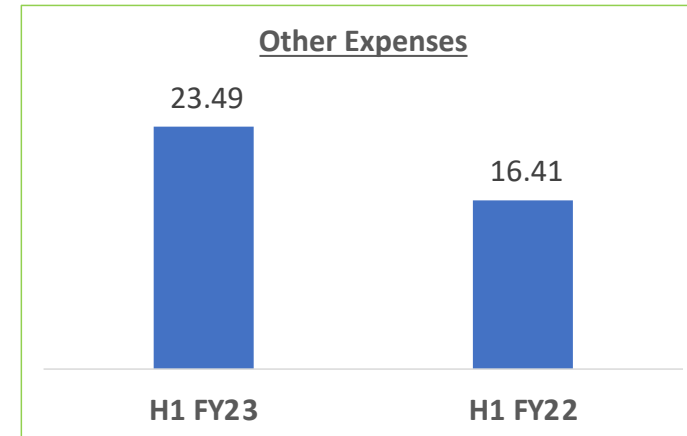
Expenses – H1 FY23 (Rs. in Crores)



Increase: 0.37%



Decrease: 4.41%

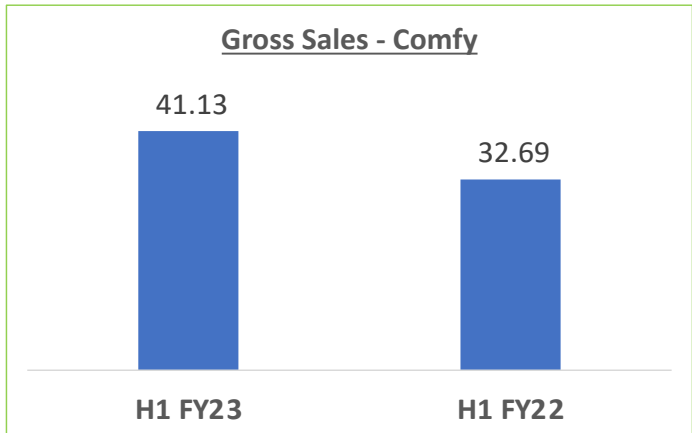
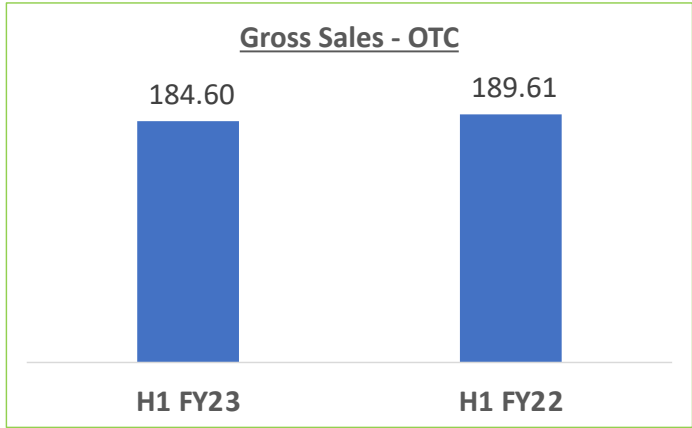


Increase: 43.14%



Financials – H1 FY23 – OTC Division

(Rs. in Crores)



Growth: 25.82%

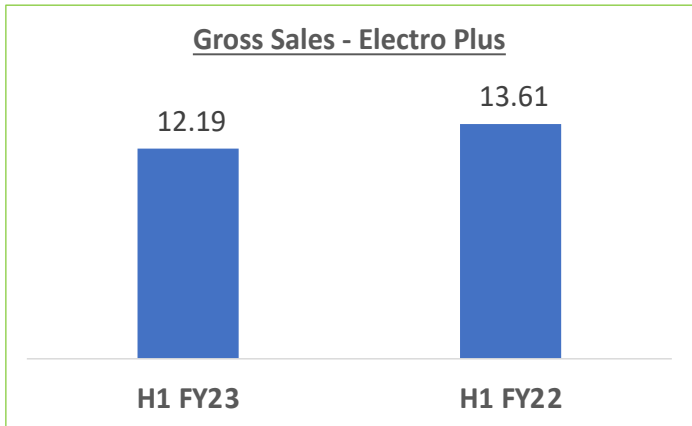
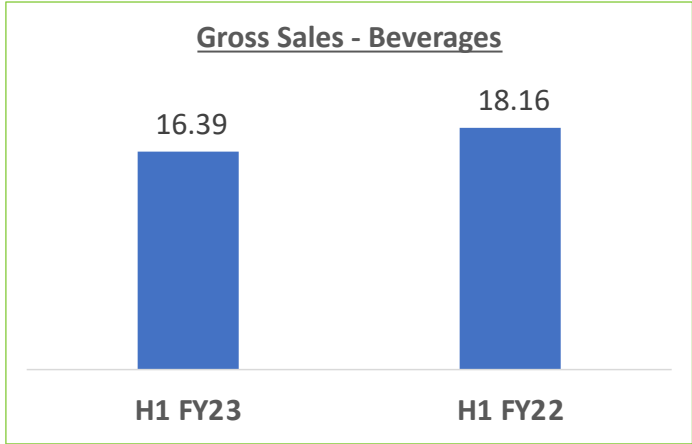
Notes:

- Key raw material prices (excluding Menthol crystal price) are higher when compared to H1 FY22.
- The prices of packing materials are higher when compared to H1 FY22.
- Advertisement spend for H1 FY23 is at Rs.13.56 cr against Rs.16.92 cr for H1 FY22. Advertisement spend for Comfy is at Rs. 7.72 cr for H1 FY23 against Rs. 13.47 cr for H1 FY22.



Financials – H1 FY23 – Beverage Division

(Rs. in Crores)



Notes:

- Raw Material & Packing Material prices are higher when compared to H1 FY22.
- Advertisement spend is at Rs. 3.10 cr for H1 FY23 against Rs. 2.48 cr for H1 FY22.
- Business is continuing with cash & carry model for Fruitnik.

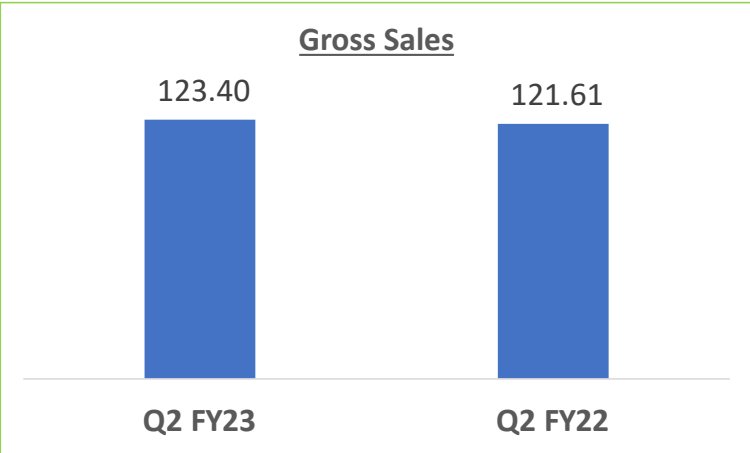


Q2 FY23 Performance

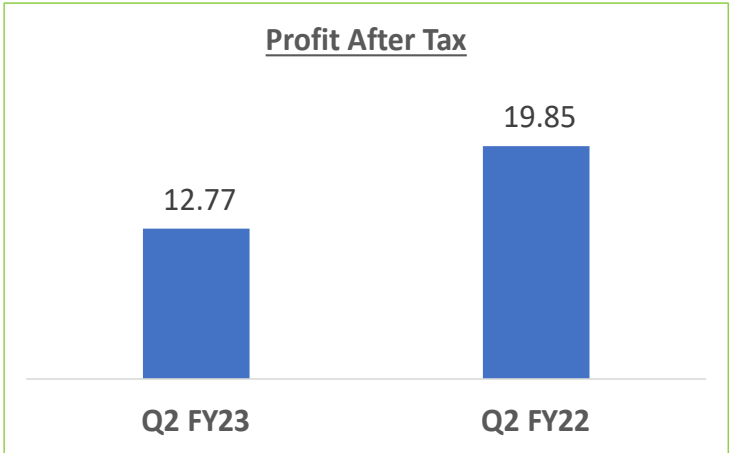
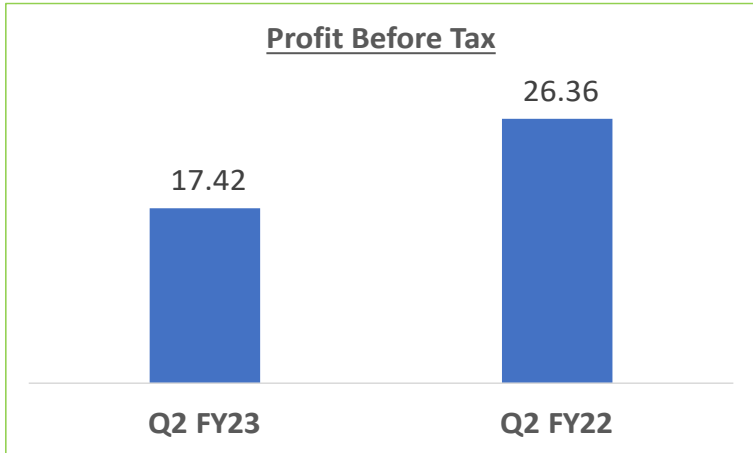


Financials – Q2 FY23

(Rs. in Crores)



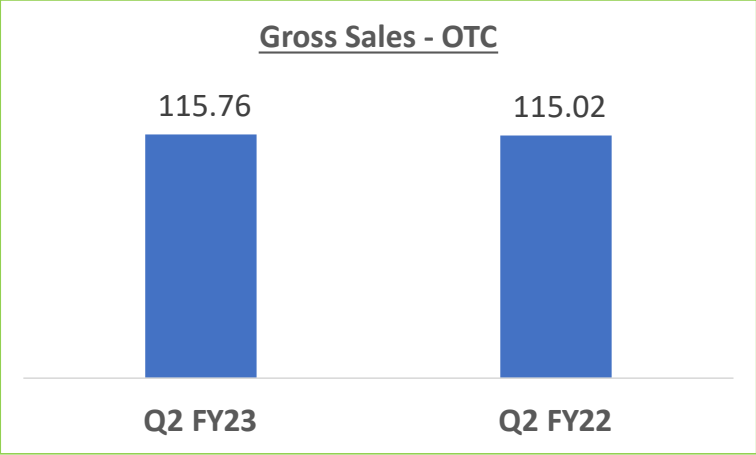
Growth:1.47%



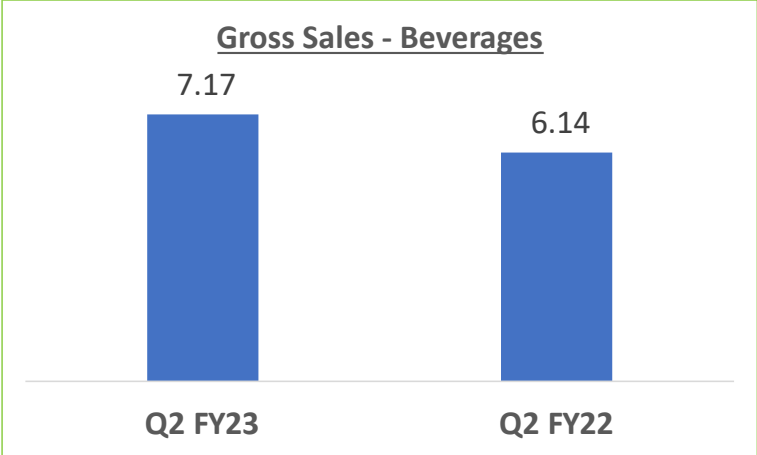


Financials – Q2 FY23

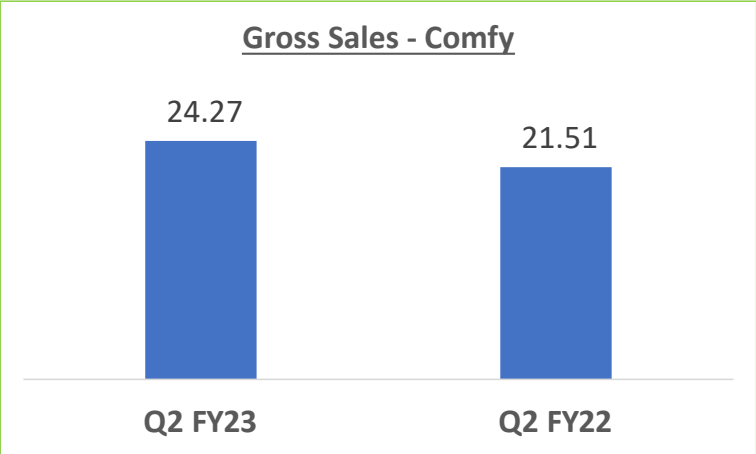
(Rs. in Crores)



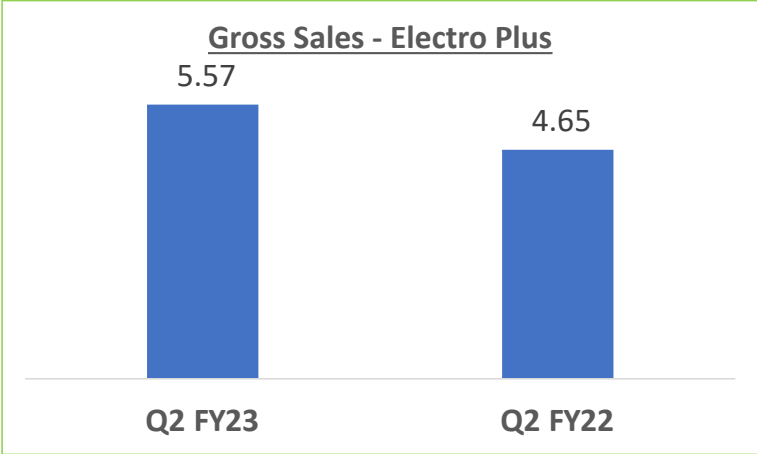
Growth: 0.64%



Growth: 16.78%



Growth: 12.83%



Growth: 19.78%



Way Forward



We remain focused on executing our key priorities:

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

