



AHCL/ SE/25 /2024-25

August 14, 2024

The National Stock Exchange of India Limited "Exchange Plaza", C-1, Block G Bandra-Kurla Complex, Bandra (E) Mumbai 400 051	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 ended 30th June, 2024

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 ended June 30, 2024.

Request you to take the same on record.

Thanking you
Yours Faithfully

For Amrutanjan Health Care Limited

(M Srinivasan)
Company Secretary & Compliance Officer

Amrutanjan Health Care Limited

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Amrutanjan Health Care Limited

Investor Presentation

Quarter Ended 30th June 2024

Date: 13th August 2024

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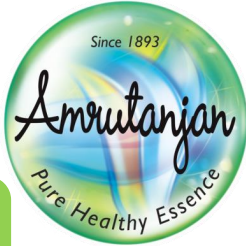
- 1. Q1 FY25 Performance**

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Business Update

Segment Performance: OTC



Head Category



- The Head category is valued at 1757 crores during MAT June 24* period with a value growth of 10.0%* and a volume growth of 4.3%*, indicating that it is value led growth
- In Q2 24, the category witnessed the 2nd highest volume growth (5.4%*) in the last 8 quarters. Moreover, the volume growth remained in the positive zone for the 5 consecutive quarters and it is expected to continue in the coming quarters
- Most importantly, Amrutanjan’s volume growth is higher than the category for the fourth consecutive quarter (Q2 24 vol gr: 7.5% Vs 5.4%)*.
- Within Roll-on segment, AHCL continues to be the leader with 71%* market share. Among AHCL brands, AFRR witnessed an increase in value market share during MAT June 24* period with double digit growth (18.2%)
- Within the internal sales, bigger SKUs (Yellow 50ml and 27.5ml) and White 4ml witnessed growth in Q1 FY 24-25.

Body Category



- The Body category in MAT June '24* is valued at 3270 crores, showing a value growth of 14.0% and a volume growth of 10%.
- AHCL body ache category witnessed a high double digit volume growth and ahead of the category in the last eight quarters. During the MAT June 24 period, the AHCL volume growth was 17.6%* and value growth of 16.4%). The growth was driven by Back Pain Roll on, which witnessed a volume growth of 23.6%* and value growth of 24.1%*
- Maha Strong, in its new avatar in a glass bottle, witnessed double digit growth during MAT June 24 period – 20.2%* on value and 16.5%* on volume. The value share has increased along with consistent increase in the no. of outlets stocking the product, indicating both consumer and trade acceptance
- The above market trends also reflected in internal sales. All brands of body ache witnessed a growth in Q1 FY 24-25

Congestion Category



- Our congestion category, post-packaging refresh, continued its growth in Q1 FY 24-25 as well, driven by cough syrup and mint

Segment Performance: Women's Hygiene and Beverages

Women's Hygiene Category



- After reaching the milestone of 100 crores during last financial year, Comfy continued its growth momentum in Q1 FY 24-25 as well. The Women's Hygiene portfolio witnessed a growth of 34% in Q1 FY 24-25 compared to the same period last year (27.61 crores Vs 20.57 crores last year)
- The growth was led by the largest contributing variant, Dry regular at 31%
- In line with the emerging trends of consumers' preference towards longer pads, Comfy's XL variant recorded a growth of 53% in Q1 FY 24-25
- Bigger size packs witnessed a growth of 40% indicating consumers' preference towards bulk packs
- The new launch, 'Comfy Slim Fit', received good acceptability among both the trade partners and retailers

Beverages Category



- Electro+, our rehydration brand, achieved a growth of 18% In Q1 FY 24-25 when compared to the same period last year. The growth was primarily led by the Orange variant
- Our new launches, Low sugar and lemon variants, have shown good promise and they contributed to 12% of the total Electro+ sales within few months of launch

New Launches



Head

- As a consumer centric company, AHCL is committed to meet the specific need for a headache relief product, which is non-greasy and non staining. This resulted in the launch of cream format in lami-tube, named as 'Amrutanjan Pain Cream' Extra Power
- Amrutanjan Pain Cream Extra Power is formulated with ten effective, scientifically trusted ayurvedic ingredients with 'AMRUTANJAN'S UNIQUE AROMA'
- The brand was test marketed in specific towns, MT, ECOM, which will subsequently be expanded to other markets



Derma Care

- AHCL expanded into derma care space by launching Stop Itch Anti-Fungal Powder spray, India's first powder spray after thorough consumer understanding
- The product has clinically proven ingredients that ensures quick relief from itching, burning and cracking caused by the fungus
- Also, a specific clinical study was undertaken to understand its efficacy, convenience in usage before launching the product
- The product was launched in specific towns in the General Trade and in MT and ECOM channels



Women's Hygiene

- In order to meet the growing consumer demand for thinner pads, Comfy Slim Fit was launched under Comfy portfolio
- As the name suggests, the product is thin and at the same time provides 5 times longer lasting dryness
- Comfy Slim Fit was launched in select markets. The product helped Comfy to gain penetration into more no. of chemist outlets
- The acceptance for the product has been good, both among the consumers and the channel partners





TV and Digital Media (Beverages)

- AHCL continued with the Electro+ TV campaign with the new brand ambassador, Ruturaj Gaikwad, in Q1 FY 24-25 as well.
- To capitalize on Ruturaj's association, AHCL took IPL for the first time for Electro+ with the objective of driving awareness and consideration

TV



TV Media for Electro+ with Ruturaj Gaikwad. Campaign undertaken across all key markets

Digital – IPL



Electro+ in IPL.

Sampling and Visibility: OTC

Sampling : Body

- One of AHCL's key strategies to continuously engage with the consumers is through sampling so that the target audience get an experience about the product
- In line with our philosophy, we did sampling activity in Phandarpur Yatra in Maharashtra
- Through this activity, nearly 60000 consumers were sampled with Back Pain Roll on, Joint Muscle Spray and Maha Strong

Sampling : Derma Care

- With Stop Itch being an unique format which needs education among the core target audience, AHCL undertook a wet sampling exercise to the consumers who walked into premium gyms across mega metros
- This activity was well received and created interest among the consumers

Visibility: Head

- To create awareness for Amrutanjan Pain Cream through in-shop activity, AHCL undertook shelf visibility at the Chemist outlets
- In addition, Clip Strip hangers were also utilized to drive awareness



Sampling and Visibility: Women's Hygiene

Sampling : Comfy and Period Pain Roll On

- School sampling activity was continued in Q1 'FY 24-25 in the states of Tamil Nadu, Jharkhand, Uttar Pradesh and Madhya Pradesh. The objective is to build awareness, generate trials among the relevant target consumers
- Most women consume pain relief tablets (which has side effects) to mitigate the period pain. AHCL launched Comfy Period Pain Relief Roll On, which is an Ayurvedic topical solution that has no side effects. Since period pain roll on is a new concept, AHCL undertook sampling program in women's colleges to create awareness about the product by conducting sessions with Gynecologists to bring in credibility.



Visibility : Comfy Slim Fit

- To increase the visibility and awareness for Comfy Slim Fit, AHCL undertook outlet level activities across key cities
- In addition, product hangers were also used to increase visibility
- These activities have increased enquiry for the product in the outlets



Sampling and Visibility: Beverages



Sampling : Electro+

- Sampling has always been the core to our trial generation activities and AHCL did product sampling in Q1 FY 24-25 as well. Electro+ was sampled to consumers in front of Chemist outlets where this category is purchased the most. In total, nearly 55000 consumers were sampled across 20 key towns of the country
- In addition, as part of the PGTI association, AHCL did extensive sampling to golf players
- Participated in marathons and did sampling to the runners

Visibility: Electro+

- AHCL's partnership with Ruturaj Gaikwad was leveraged in the visibility activity at the outlets
- To drive the visibility at the Chemists, AHCL utilized banners and it was undertaken in 17 towns across the country



Operations Update – Sales and Distribution



Distribution



Effective Outlets Coverage (Avg. Monthly)
15% increase in Q1 FY '25 vs Q1 FY '24



Outlets Coverage (Annual)
Increased by 8%



Closing Stock
Reduced from 59 to 48 days

Sales



Manpower
Decreased by 1%



Productive Calls
Increased by 15%



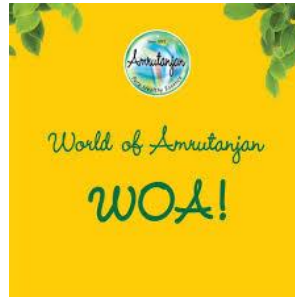
Manpower Productivity
Increased by 11%



IT Projects



SAP
SAP Bank Integration (ICICI - Payments) completed, SAP Fiori Mobile Apps rolled out for SAP users



WOA Store
E-billing systems & CCTV installed in Delhi, Ahmedabad & Chennai



Additional Security Controls
Completed Vulnerability & Penetration Testing of AHCL Environment and addressed all Security issues



IT Trainings
IT Security Policy Phishing Assessment & Training



HR Initiatives

Coffee with MD

Employee engagement activity which was designed to foster open communication, employees interaction, share ideas and gain insights



Employee – HR Meetings

To have improved workplace culture and address any concerns or needs of the employees

Employee Engagement

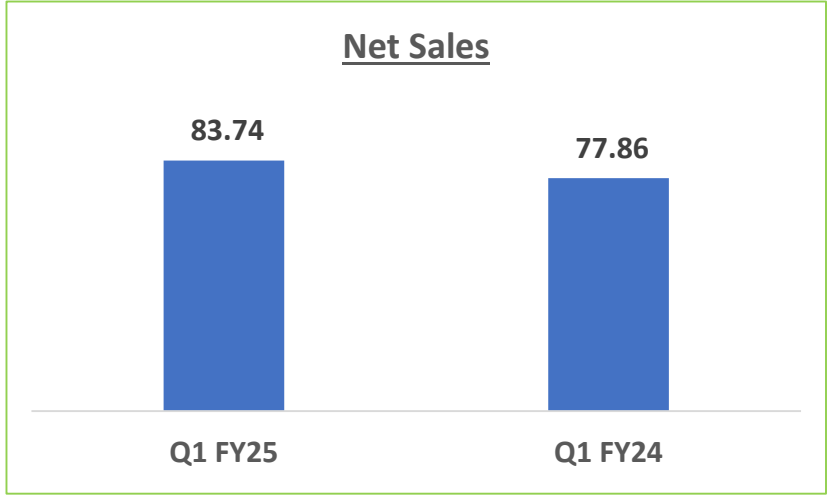
‘Pride at Work’ initiative to improve engagement with the employees



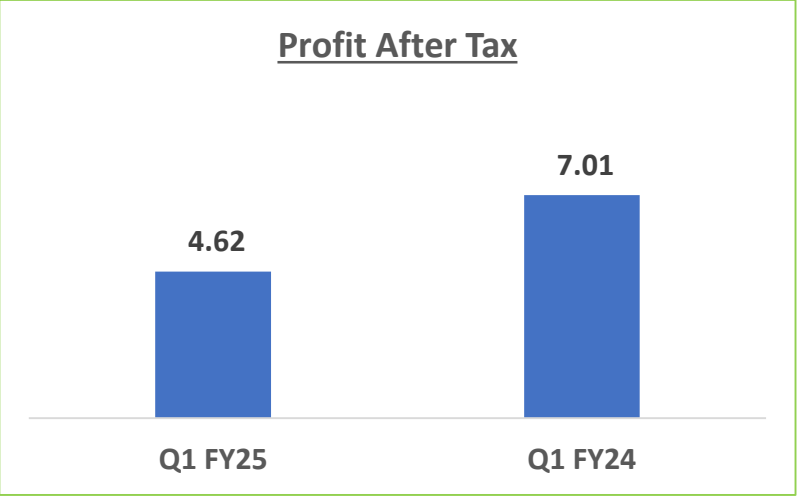
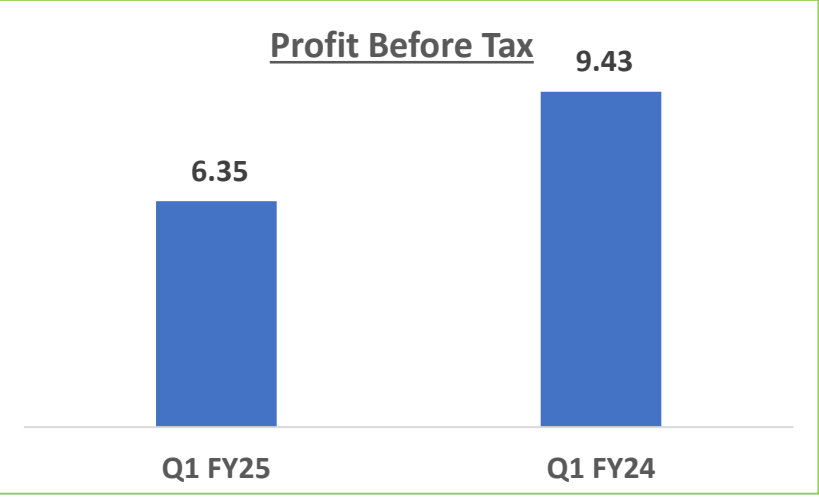
Financials

Financials – Q1 FY25

(Rs. in Crores)



Growth: 7.55%

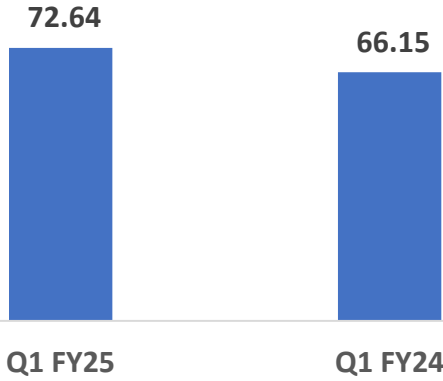




Financials – Q1 FY25

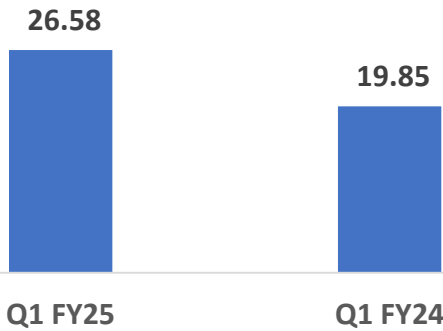
(Rs. in Crores)

Net Sales - OTC



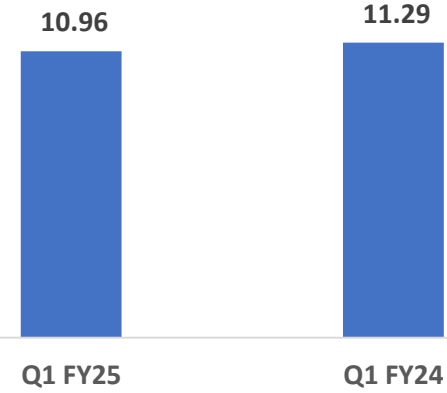
Growth: 9.81%

Net Sales - Comfy

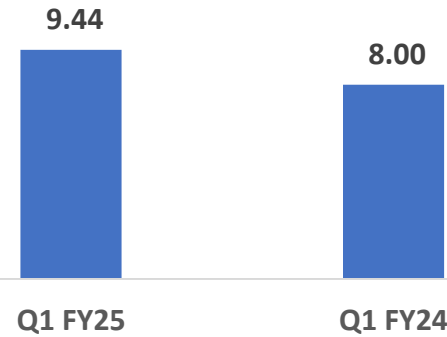


Growth: 33.90%

Net Sales - Beverages



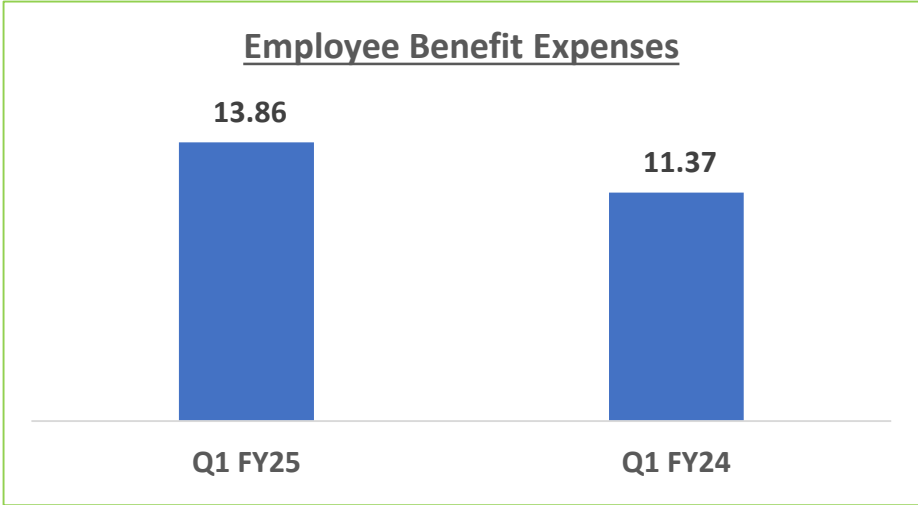
Net Sales - Electro Plus



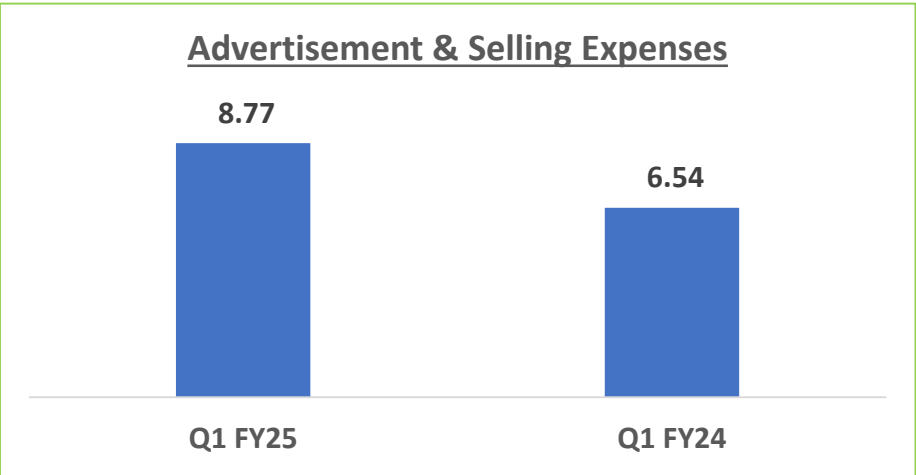
Growth: 18.00%



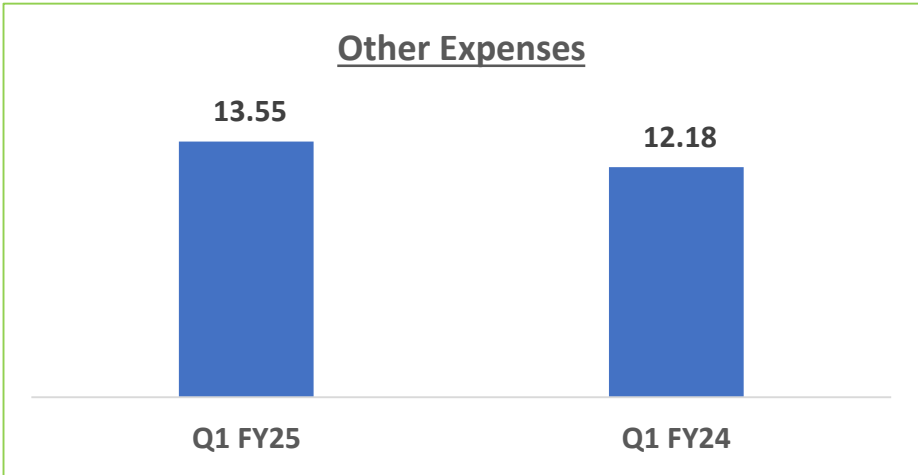
Expenses – Q1 FY25 (Rs. in Crores)



Increase: 21.90%



Increase: 34.10%

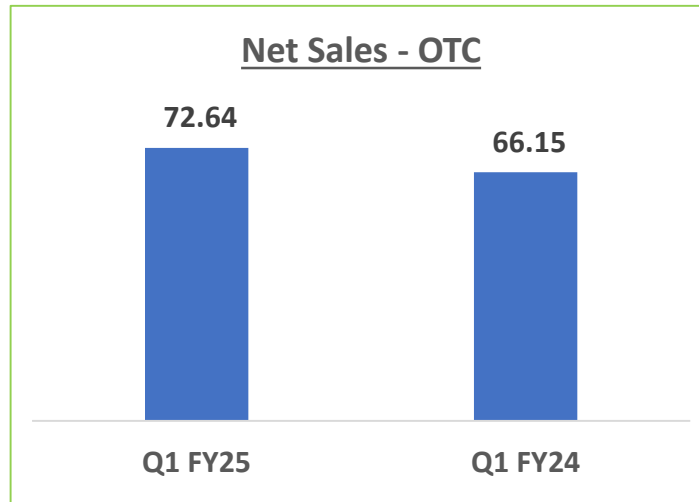


Increase: 11.25%

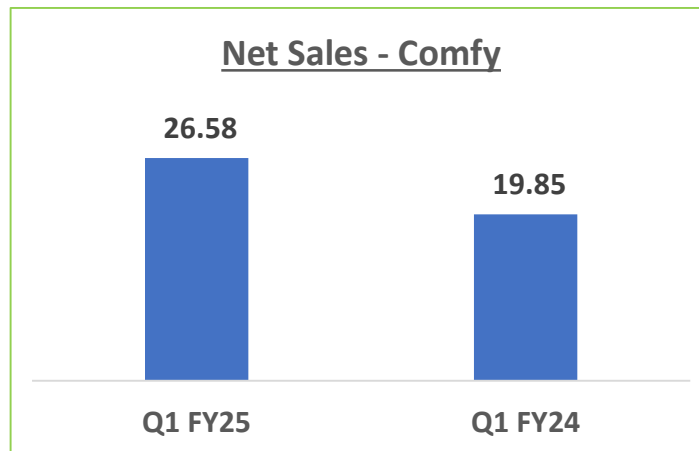


Financials – Q1 FY25 – OTC Division

(Rs. in Crores)



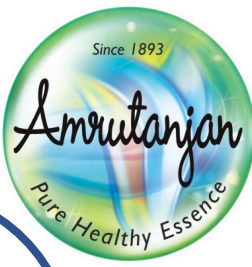
Growth: 9.81%



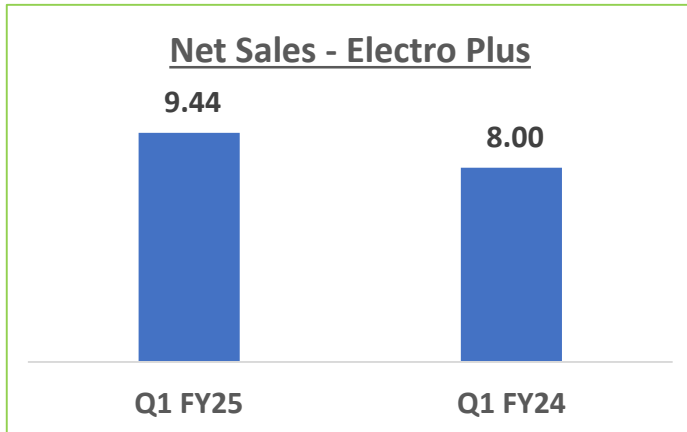
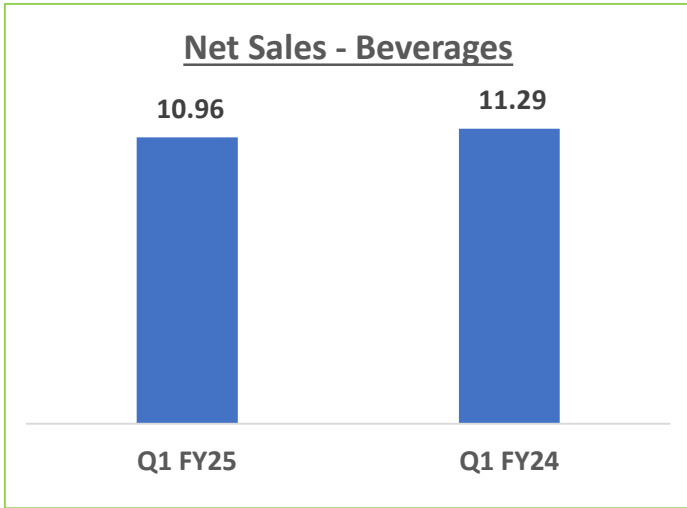
Growth: 33.90%

Notes:

- Majority of raw material prices are lower than last year. Menthol Crystal price is marginally lower than Q1 FY24.
- Majority of packing material prices are lower than Q1 FY24.
- Advertisement spend for Q1 FY25 is at Rs.1.39 Cr against Rs.1.09 Cr for Q1 FY24. Advertisement spend for Comfy is at Rs. 0.42 Cr for Q1 FY25 against Rs. 0.46 Cr for Q1 FY24.



Financials – Q1 FY25 – Beverage Division (Rs. in Crores)



Growth: 18.00%

Notes:

- Raw Material prices are higher when compared to Q1 FY24.
- Packing Material prices are marginally higher when compared Q1 FY24.
- Advertisement spend is at Rs. 3.26 Cr for Q1 FY25 against Rs. 1.90 Cr for Q1 FY24.
- Business is continuing with cash & carry model for Fruitnik.



Management Commentary



1. We saw top line growth in q1 in the high single digits owing to muted demand from the pain category
 1. It still was a highest revenue done in quarter 1 ever
2. We are projecting 15% top line growth for the year
3. We saw growth driven by Comfy and Electro plus brands and this is the continuation of the theme from last fiscal year
4. The focus for the management team is operational efficiency in addition to growing revenue
5. Our goal is to increase operating profit margin(EBIT) from 10.8%(FY 24) to 13%
6. We have launched evocative ad campaigns for brand Amrutanjan in August and we believe this will enhance demand creation
7. Broad themes for the company remain
 1. Holistic pain management care through innovative products
 2. Offering affordable high quality period care products
 3. Electrolyte fortified drinks that are a staple in a world that is seeing rising temperatures
 4. In addition to GT and MT channels there is also focus on Ecom and fast growing Quick Commerce channels

