

SEC: JC: 215

November 22, 2021

National Stock Exchange of India Limited,  
Exchange Plaza, 5th Floor, Plot No. C/1,  
G- Block, Bandra – Kurla Complex,  
Bandra (East), Mumbai – 400 051

**SCRIP CODE: RPSGVENT**

BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001

**SCRIP CODE: 542333**

Dear Sir/Madam,

**Sub: Intimation of Investors' Presentation**

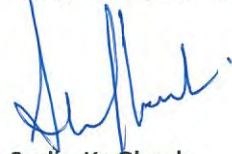
In continuation to our earlier letter No. SEC: JC: 212 dated November 8, 2021, please find enclosed the copy of the presentation for your information and records. We are also uploading the same in the website of the Company at [www.rpsgventuresltd.com](http://www.rpsgventuresltd.com)

The above information is being submitted in compliance with the provisions of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015.

Kindly acknowledge receipt of the same.

Yours faithfully,

For RPSG Ventures Limited,



**Sudip Kr Ghosh**  
Company Secretary  
ICSI Membership No. A18707

Encl:

# RPSG FMCG Business

*Creating new age brands for the modern, aspirational Consumer*

November 2021 | Confidential



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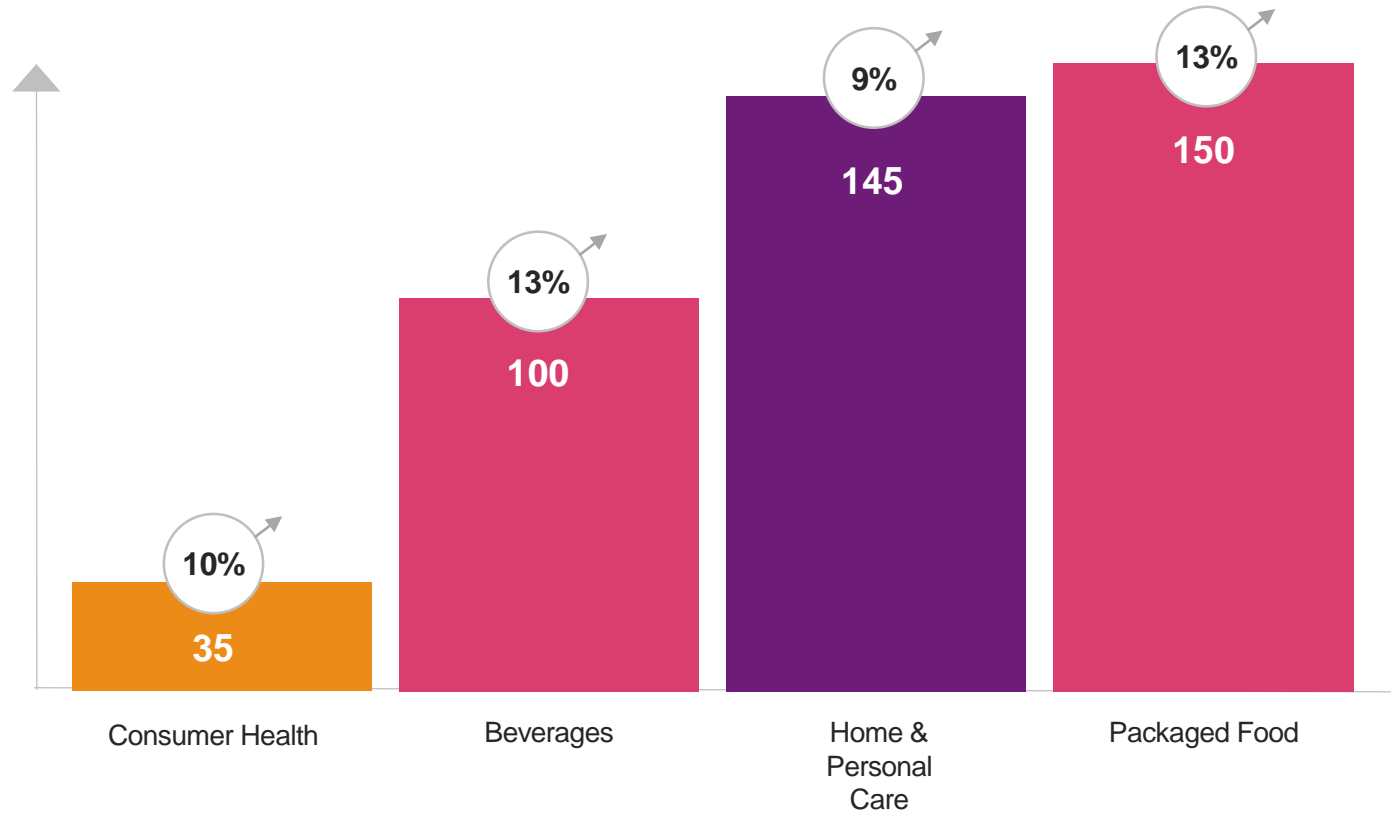
# Stable of 4 brands





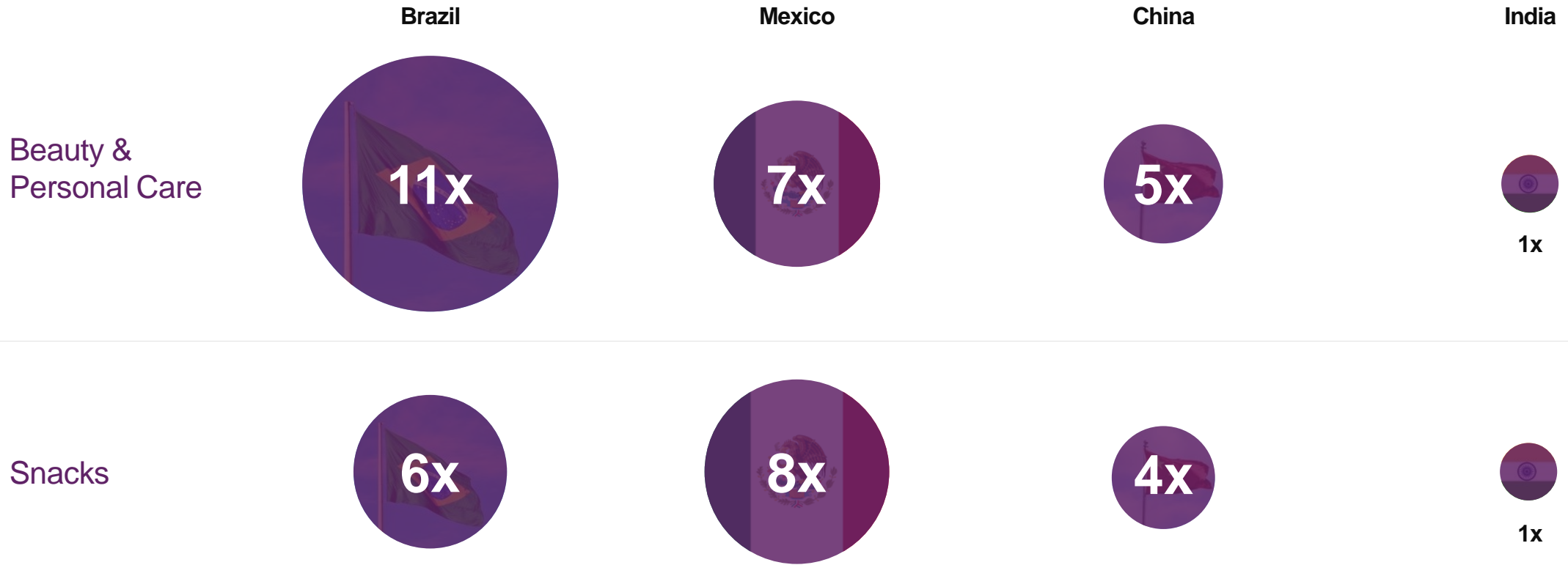
# ₹ 700,000 Cr

Indian Branded FMCG Market



# 10x

Others markets in per capita consumption





10x

Others markets in per capita consumption

Brazil

Mexico

China

India

# Beauty & Personal Care

# India FMCG : Strong room to grow

6x

8x

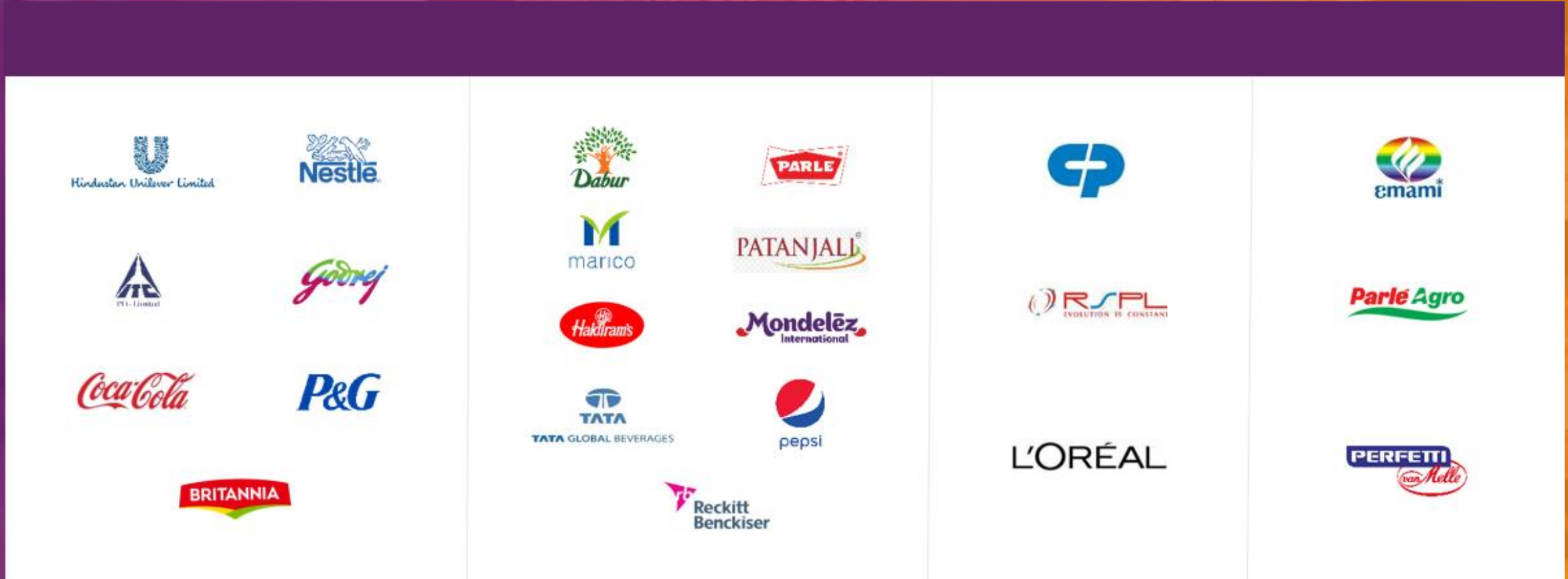
4x

1x

1x

Snacks

# FMCG large companies : ITC, Reckitt, Dabur : Sustained focus on GTM and Brand Creation over years.





# Indian consumer needs are changing



**Smart Shoppers**



**Health & Wellness**



**No one size fits all**



**Increasing digital influence**

Indian consumer needs are changing

**...and they are looking for more agile, more relevant and topical responses**



# RPSG FMCG

aims to build a diversified FMCG conglomerate led by new-age brands and innovative products, to serve the modern aspirational consumer

# Our Vision stands on four primary pillars

Play in categories of scale



Create Disruptive Innovations

Build Brand equity

Build GTM offline and online



# Our Vision stands on four primary pillars

Play in categories of scale



Create Disruptive Innovations



Build Brand equity

Build GTM offline and online





# Our Vision stands on four primary pillars

**Play in categories of scale**



**Create Disruptive Innovations**



**Build Brand equity**



**Build GTM offline and online**





# Our Vision stands on four primary pillars

**Play in categories of scale**



**Create Disruptive Innovations**



**Build Brand equity**



**Build GTM offline and online**



# ...and a strong foundation

**Play in categories of scale**



**Create Disruptive Innovations**



**Build Brand equity**



**Build GTM offline and online**



**Develop Robust and sustainable supply network  
Invest in R&D capability**

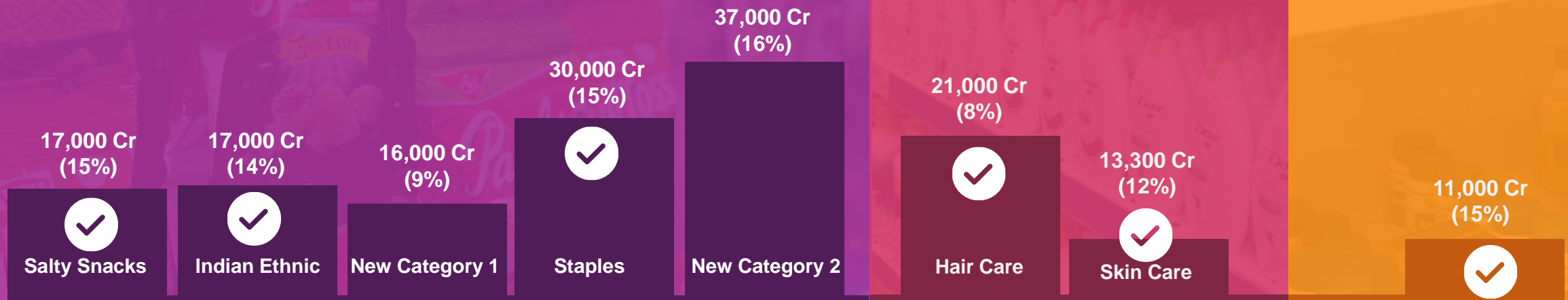
**Build a future ready, highly driven Organisation**

# Three Core Verticals to drive the FMCG Business

**Food**  
(₹ 117,000 Cr)





**Personal Care**  
(₹ 34,000 Cr)

**Herbal Wellness**  
(₹ 11,000 Cr)





# Diversified portfolio of brands...

	Positioning	Unique Proposition	Role in the Portfolio
	“Tasty healthier snacks”	Tastier and Healthier	Scale Driver
	“Natural, free from harmful chemicals hair & skin products”	Natural Yet Efficacious @ Right price	Margin Driver
	“Trusted Ayurvedic wellness”	Customised Solutions for consumers of today	Margin Driver
	“Tasty Indian salty snacks”	Giving Value for money Better than loose.	Scale Driver



RPSG FMCG Vision: Create four megabrands

**₹3,000+ Cr**

(Estimated Revenue By 2026)



~₹1800 Cr  
4% MS

*Naturali*

~₹500 Cr  
3% MS



DR. VAIDYA'S  
New Age Ayurved

~₹500 Cr  
2% MS



~₹500 Cr  
3% MS

# RPSG FMCG Vision: What gives us confidence



- Unique positioning in a large market
- Fast ramp up to 200 Cr ; Equity scores amongst the top 3 in the category



- Significant online presence – 1Million consumers served.
- 150 + FDA approved formulations
- Sight of future innovations

*Naturali*

- Unique positioning tough to replicate by established brands
- Sight of future tranche of innovations

**Focus on Enablers**

- At least 3 more category spaces planned.
- Reasonable strong distribution set up : 300,000 stores
- Ability to create new products, Supply networks to deliver competitive pricing and costs.
- Strong organization in place



Our Journey has been very exciting so far...

2017



April

Disruptive launch in snacking with TY!

# 2017



## Acquired Evita



2018



Disrupted Extrudes with Karare

2019



Foray in Ayurveda with the acquisition of Dr. Vaidya's



# 2021



March

**Disrupted the market by launching chips with 40% less sat. fat**



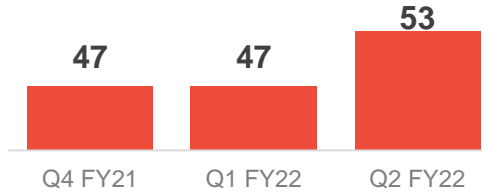
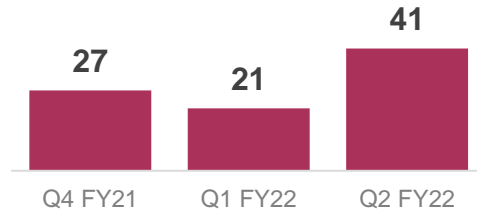
2022

September 2021

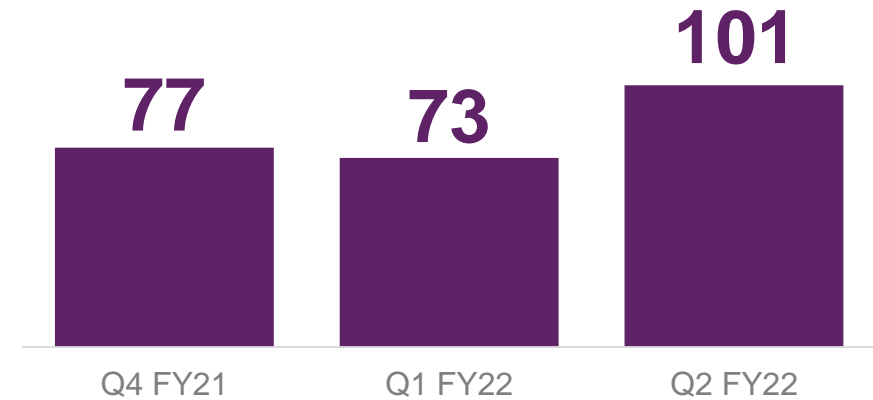
# Foray into Personal care with Naturali



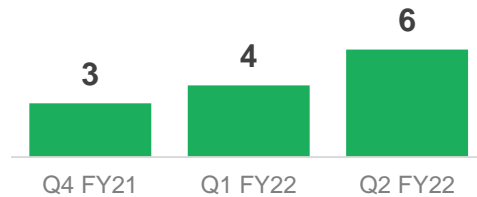
# RPSG FMCG – now @ 100 Cr per quarter. Strong momentum now back on the business across brands.



## FMCG Business



Amount in INR Cr



Amount in INR Cr

# Q2 FY'22 FMCG Performance

## Marketing investments curtailed earlier

Investments in building the Potato Chips, Personal Care

	Q2'FY22 (Rs. Crs)	Vs Q1'FY22 (%age)	Vs Q2'FY21 (%age)
Revenue	101	38%	27%
Mat Margin	30%	4.2%	-5.0%
Marketing & S&D Spends	38	112%	82%
EBITDA	(56)	33%	43%

**TOO  
YUMM!**<sup>TM</sup>  
ANYTIME ANYWHERE

**TOO  
YUMM!**  
ANYTIME ANYWHERE  
*Naturali*  
**KARARE**  
⇒ NOODLE MASALA ⇒

**TOO  
YUMM!**  
ANYTIME ANYWHERE  
DR. VAIDYA'S  
4w Age Ayurved  
**KARARE**  
⇒ MUNCHY MASALA ⇒

*Evita*

**“Tasty healthier snacks”**

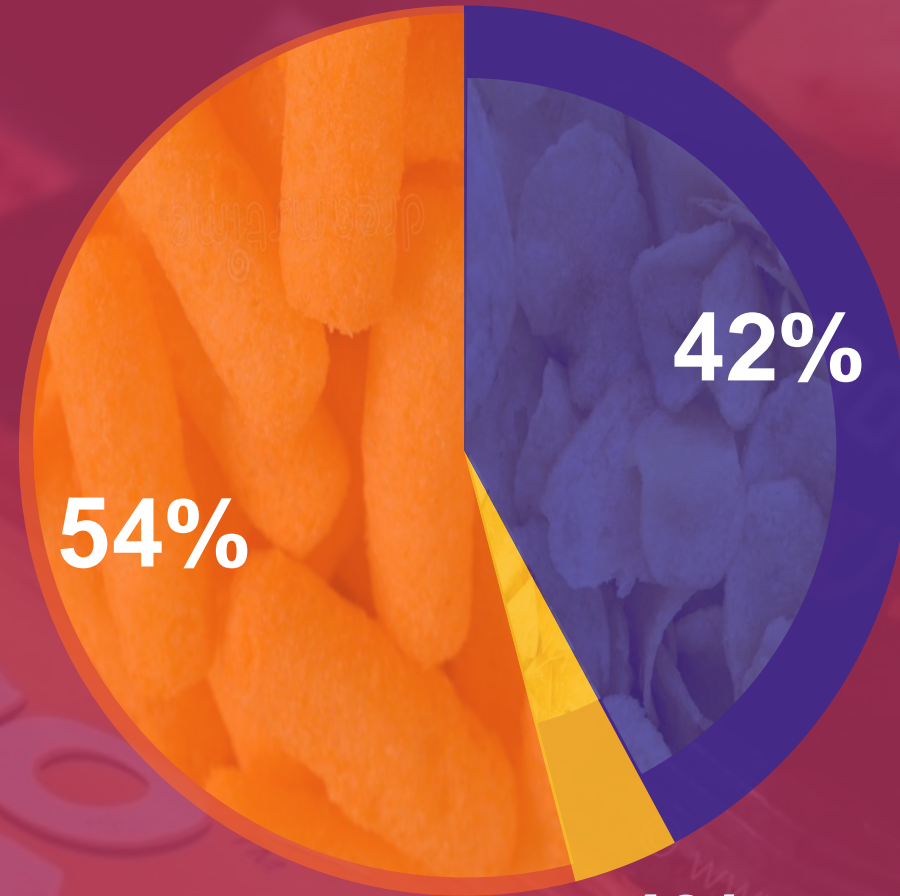


# ₹ 17000 Cr

Salty snack market

# 15%

Expected Growth



■ potato chips ■ tortilla chips ■ Puffed snacks

# Evolving consumer trends are shaping the demand



**Change in eating habits of consumer**



**Rise of Health & Wellness Segment**



**Innovation over Competition**



**Evolution of Packaging & Premiumisation**



Began with a disruption in extrudes as

# ‘Guilt free premium snacking’





# 'Baked not Fried'



Premium

0.8K – 1K Cr market  
(3-4% of the market)



Healthier Taste

Taste

**12K – 14K Cr**  
(45-50% of the market)



Mass



# KARARE

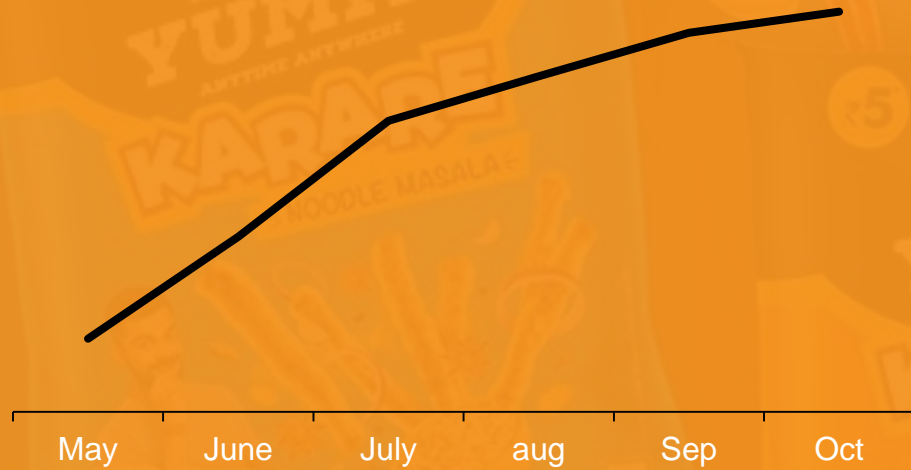
The positioning pivot is working ..



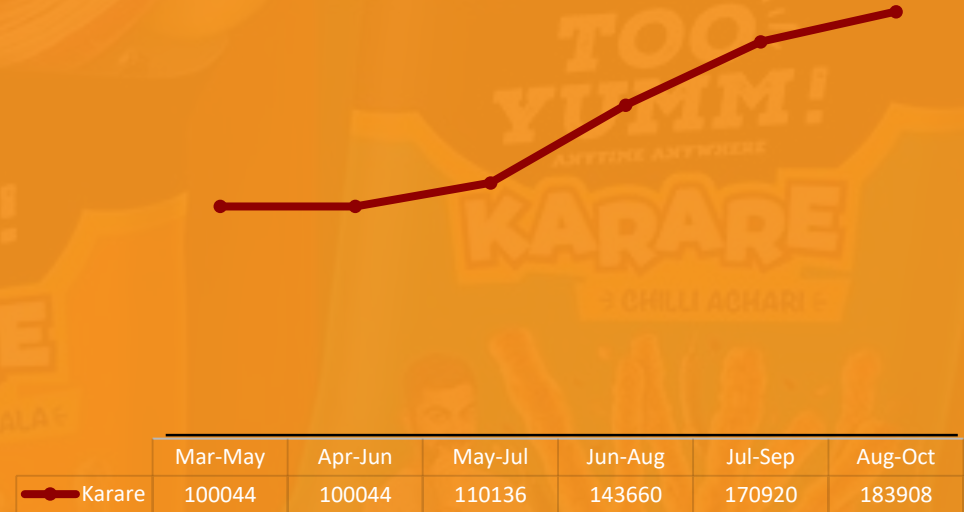


# Karare – Getting to strong momentum

NSV in INR Cr



Distribution up 80%  
(3M Rolling ECO Trend)













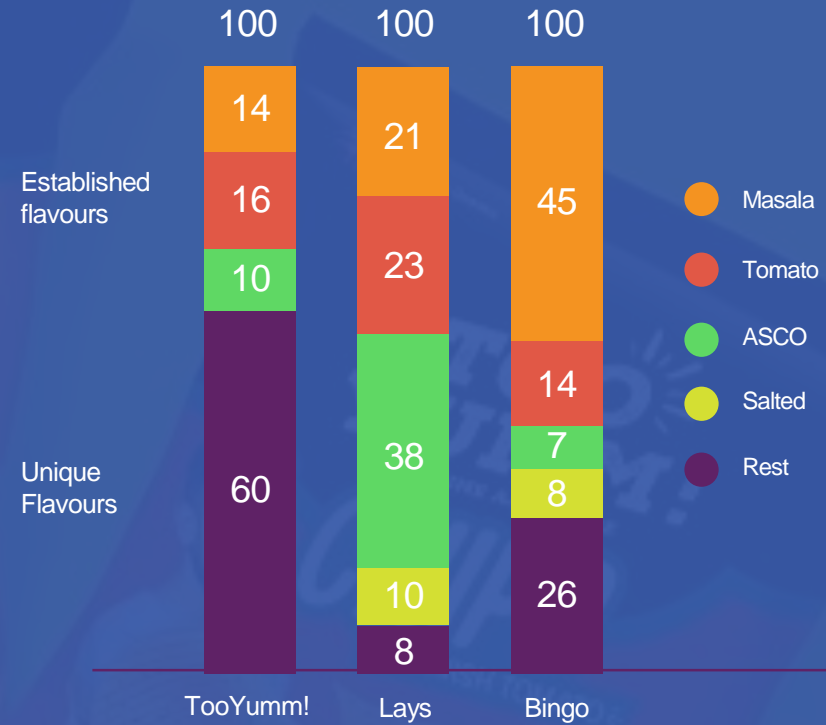
The background features several bags of Too Yumm! Chips in various flavors, including Classic Salted and Spanish Tomato. The bags are arranged in a scattered, overlapping manner. In the foreground, there are several individual potato chips, some showing their ridged texture. The overall color palette is a monochromatic blue.

# TOO YUMM!<sup>TM</sup> CHIPS

ANYTIME ANYWHERE

Landscape

# 3 lead players, 4 mainstream flavours across brands



Challenge

# How to differentiate?



# 40% Less Saturated Fat

89%

BPT win over competition

5

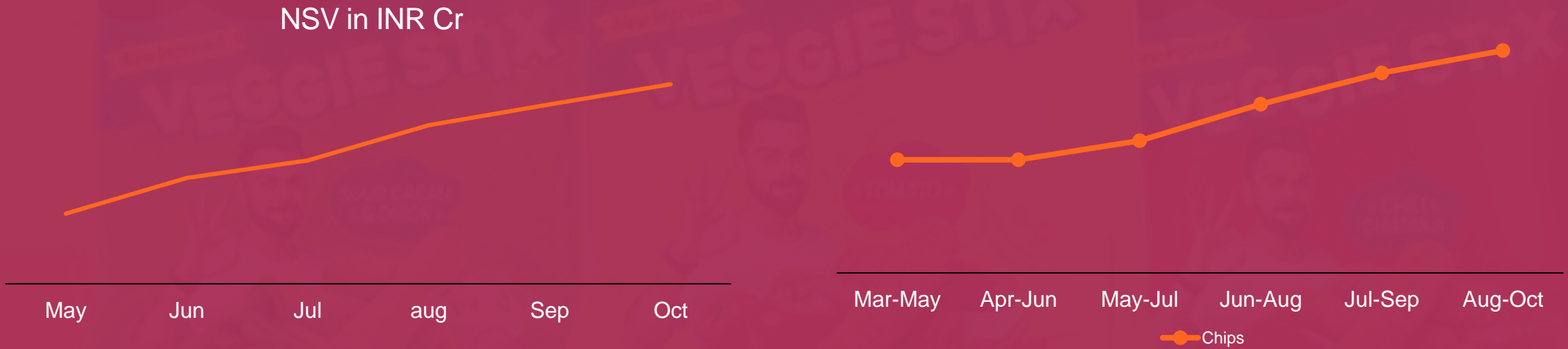
lip-smacking flavours







# Potato Chips – Thumbs up from consumers! Strong repeat rates from stores! Now distributed in 200K stores every month !



2 manufacturing locations operational  
2 more already planned to take the count to 4

**TOO YUMM!**  
ANYTIME ANYWHERE

# Naturali



**“Natural, free from harmful chemicals  
hair & skin products”**



~\$4B USD

Personal Care

10%

Growth in Value Sales for  
Personal Care Category

41%

Naturals% of the  
Personal Care Category









# Modern Naturals

10000 Cr+ of Market Value







and the Good,  
Delete the B

**Make *Naturali* the  
Efficacious & Better  
for you Choice**



# Add the Good, Delete the Bad



## Added the Good

Trendy, efficacious  
Natural Ingredients



## Deleted the Bad

Free from harmful chemicals





# Naturali

A personal care brand that is infused with natural ingredients & are free from harmful chemicals that delivers efficacious results and is better for you.





Naturali

Hair fall Arrest Shampoo & Conditioner



Damage Repair Shampoo & Conditioner



Daily Purifying Face Wash



Pollution Defence Daily Moisturizing Face Cream



Pollution Defence Face Wash



Pollution Defence Shampoo & Conditioner



# Super premium benefit at a great consumer value

	<i>Naturali</i>	<i>Dove</i>	mamaearth™
Powerful Natural Ingredients	✓	✗	✓
Harmful Chemicals Free	✓	✗	✓
Consumer Claim	✓	Win Vs Competition	—
Efficacy (Benefit)	Fast action from first use	Up to 98% reduction	Nature's Goodness ?
Price	✓	✓	✗







*Naturali*



*Naturali*



# The Soft Launch has gotten off to a strong start

## Geographies

**Delhi, Karnataka**  
All Channels

**Mumbai, Kolkata**  
Select Channels

**Nationally**  
E-Commerce

## Distribution

**3137**  
Stores

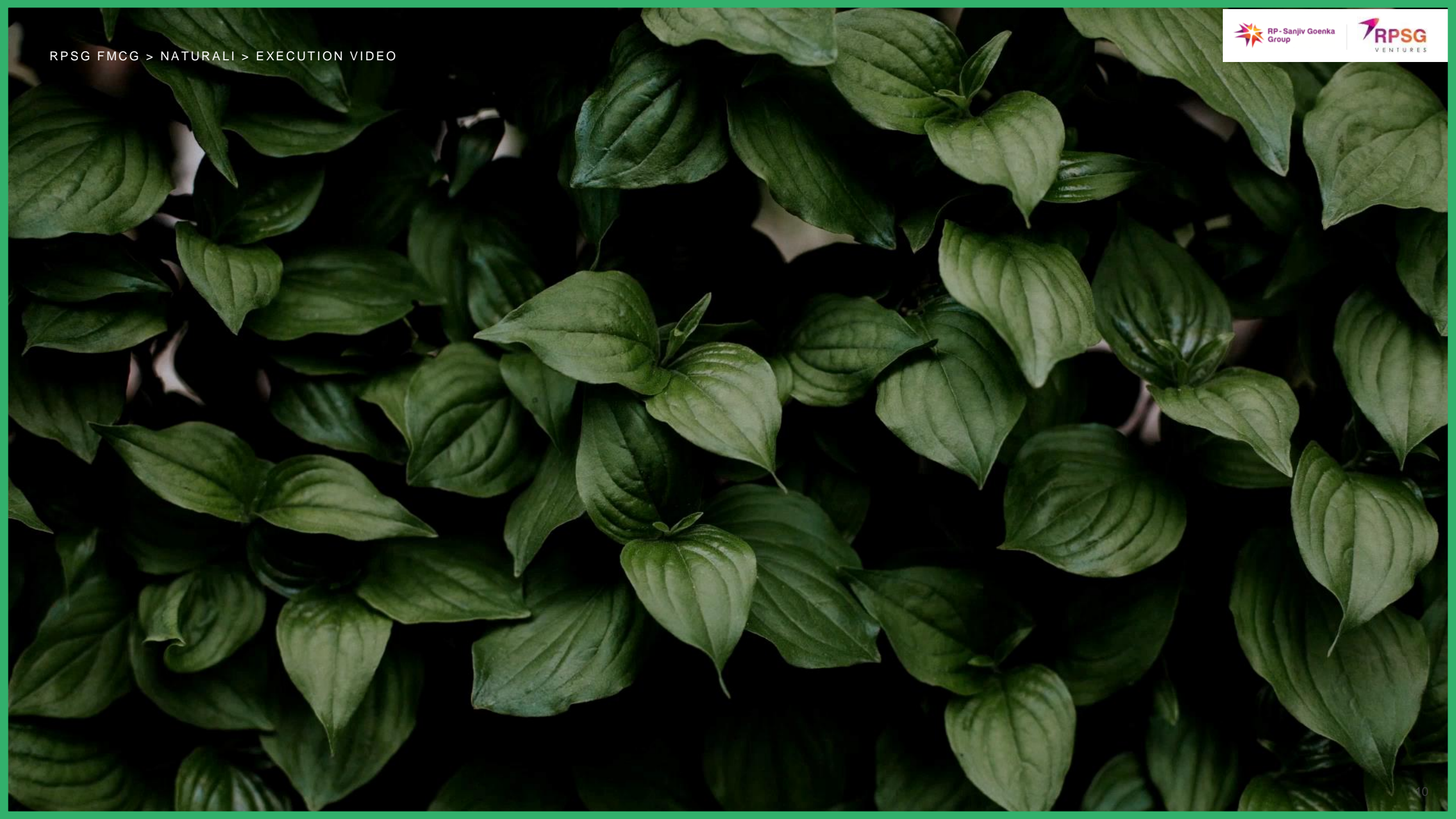


## Offtake & Mystery Survey



**Good consumer & retailer traction**





TOO YUMM!  
ANYTIME ANYWHERE

*Naturali*

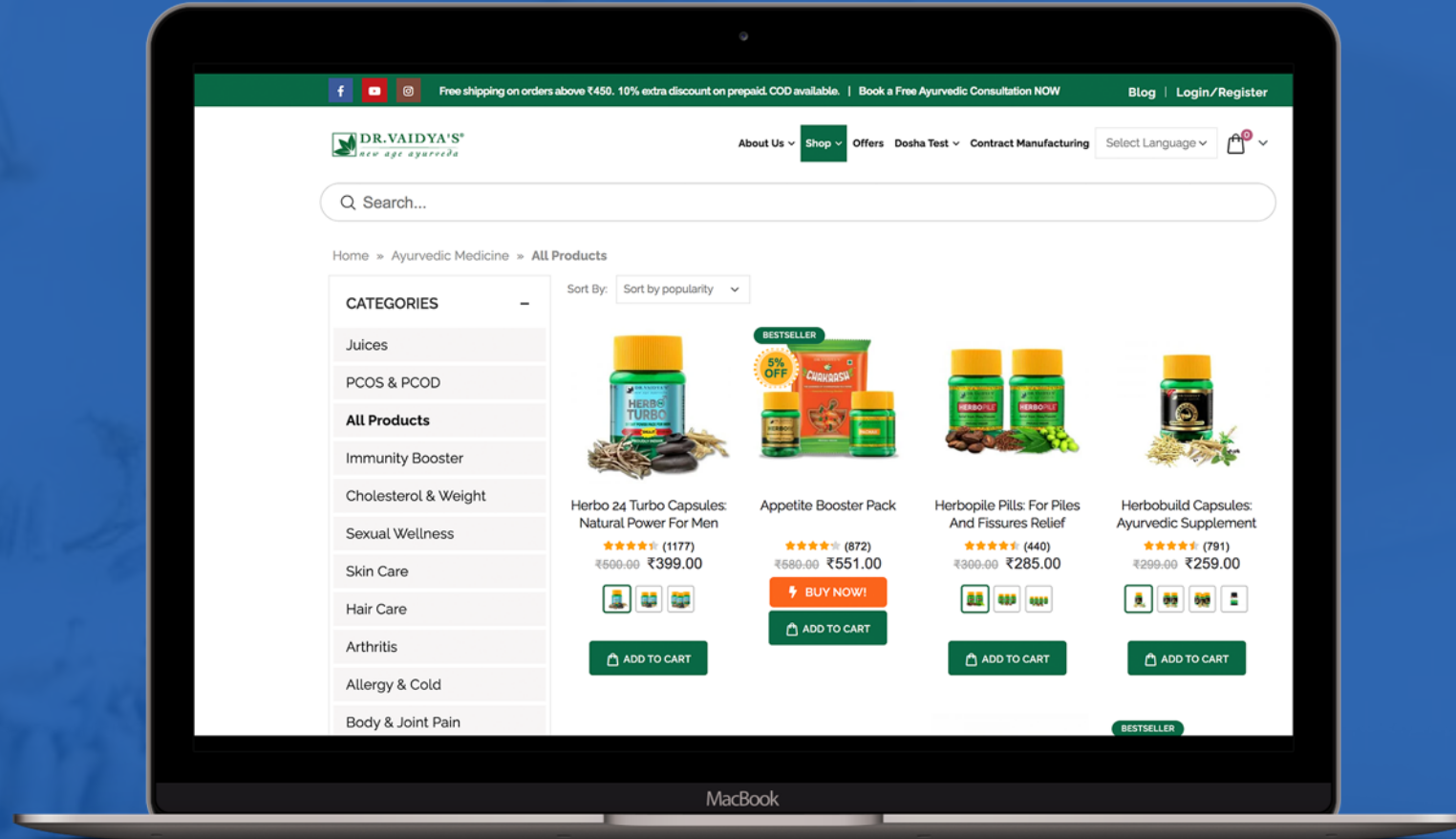


**DR. VAIDYA'S**  
New Age Ayurved





# An Online Business with a firm footing





# An Online Business with a firm footing

## Robust Product Portfolio

**50+**

solutions across wellness and curative needs.

**150+**

FDA approved formulations

**Category First Products**

like Ayurveda for Muscle Build/ Herbo Turbo/ Livitup

**In house Manufacturing & R&D**

**10,00,000**

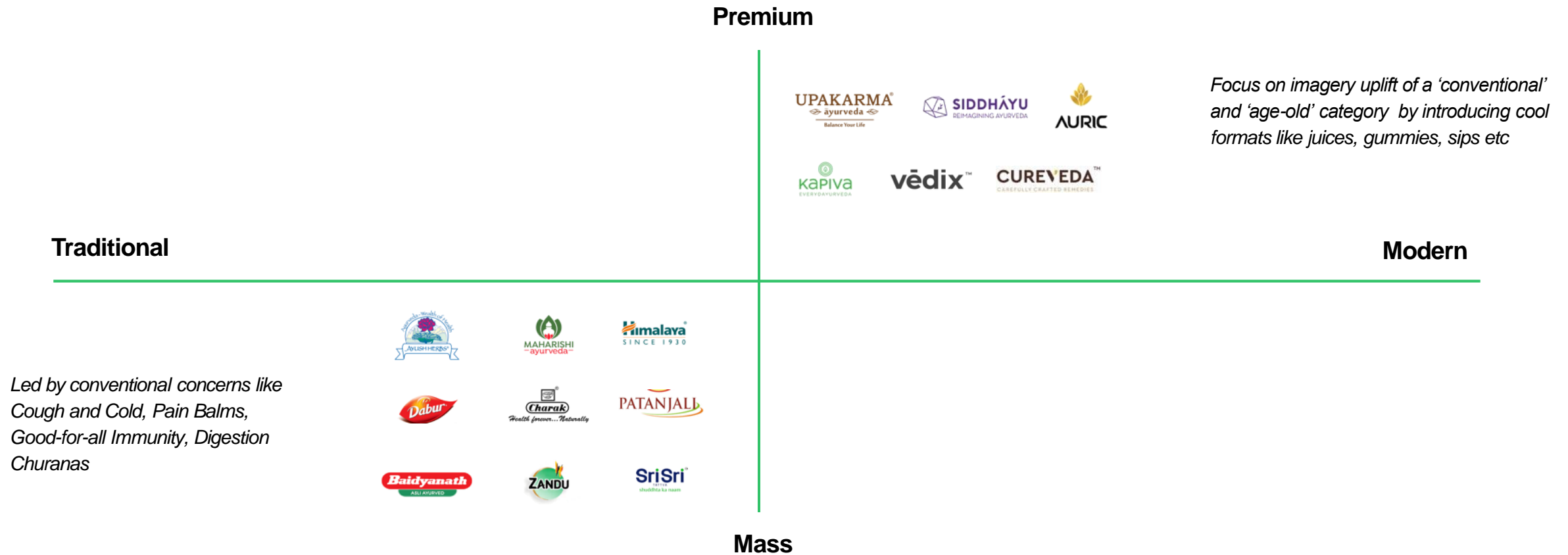
consumers serviced through DTC channel

**25000+**

Free Doctor consultations over the last year to build trust and credibility towards Ayurveda

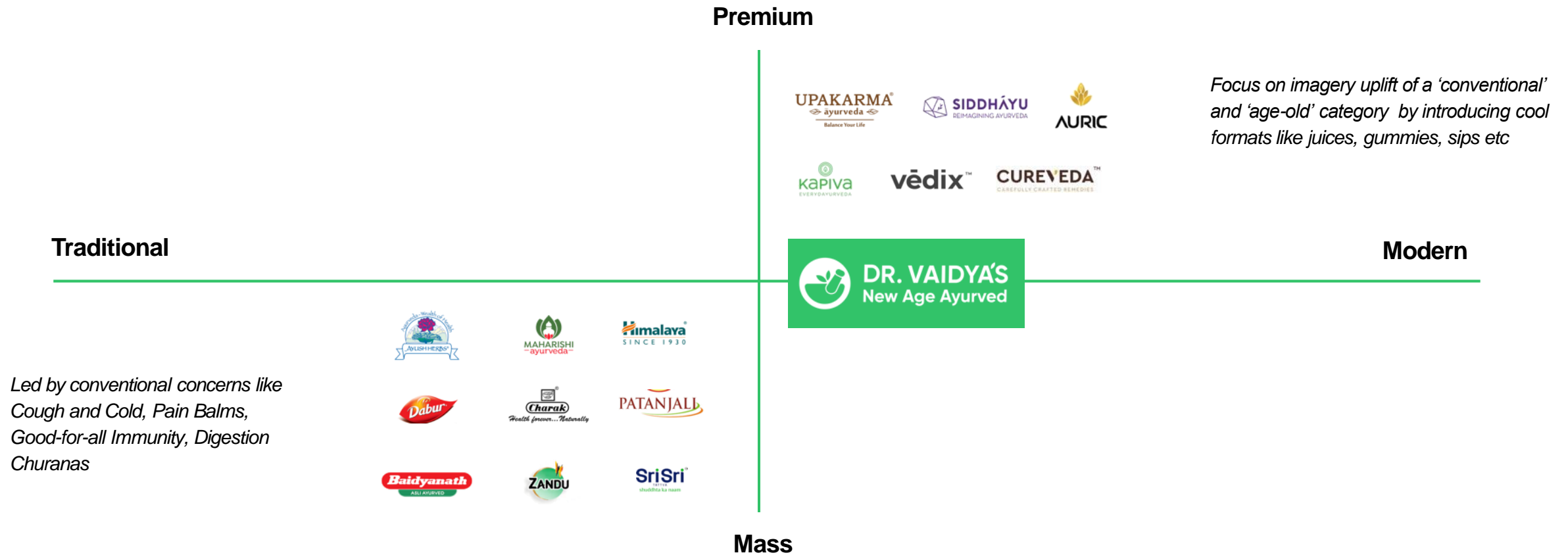
# Dr Vaidya's carving out a distinct space & identity

## Own : Emerging Lifestyle Health Need space



# Dr Vaidya's carving out a distinct space & identity

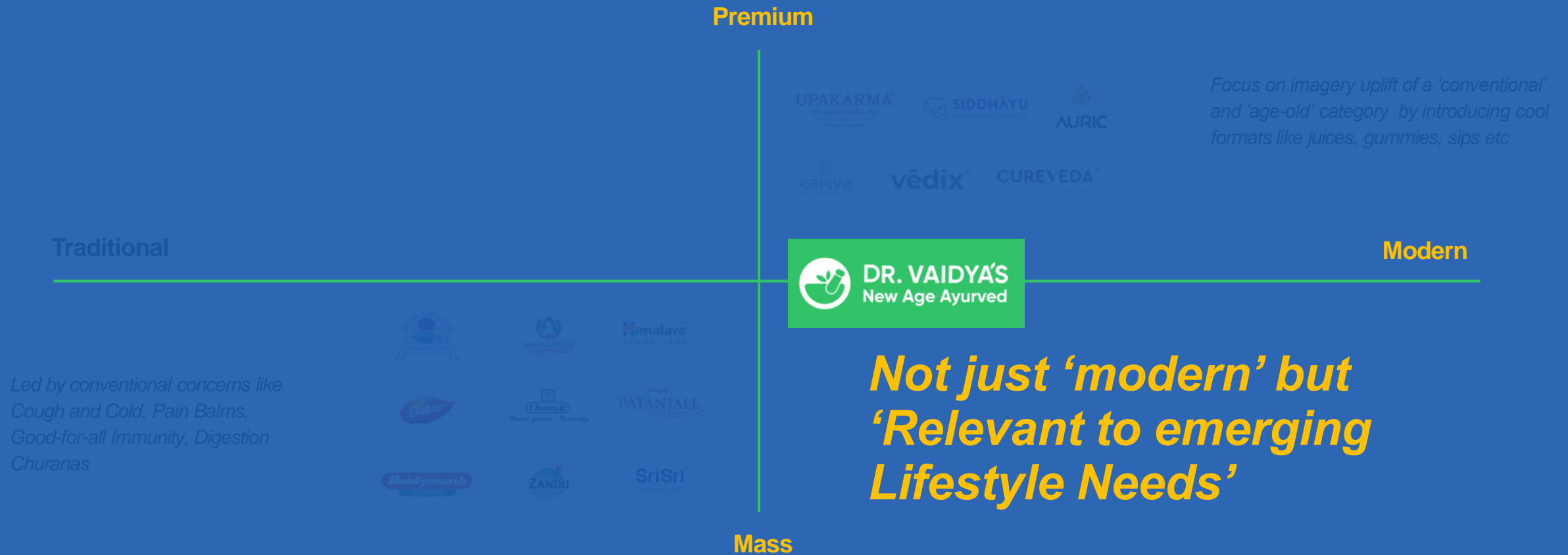
## Owning the Emerging Lifestyle Health Needs space





# Dr Vaidya's carving out a distinct space & identity

## Owning the Emerging Lifestyle Health Needs space



# ₹11K Cr

strong and growing Ayurveda market

## Phase 1

# Health & Wellness

### General wellness

- Cold & cough Immunity
- Digestion
- Pain relief
- Sexual wellness

5-6K | 15-18%

### Illness

- Diabetes
- Liver Care
- Respiratory
- Cholesterol
- Piles
- PCOD
- Others

3.5-4K | 12-13%

### Supplement

- Tulsi (25%)
- Ashwagandha (15%)
- Giloy (10%)

500-700 | 20%+

### Weight management

- Weight loss drinks
- Weight management supplements

500-600 | 12-14%

# ₹11K Cr

strong and growing Ayurveda market

Phase 2

## Personal care

### Hair care

Oil, shampoo, conditioner, hair color...

### Skin care

Anti-aging, body lotions, face cream, face wash...

### Bath & shower

Soap, Shower Gel...

### Oral care

Tooth Paste, Oil pulling

## Health & Wellness

### General wellness

### Illness

### Supplement

### Weight management



# Play in spaces with superior efficacy of Ayurveda

	Today's Lifestyle Needs	Allopathy Cure (long term)	Traditional Ayurveda Brands
<b>Women's Wellness</b>	PCOS, Infertility, Post Natal Recovery	● ● ●	Limited offerings
<b>Stress/ Mental Health</b>	Work stress, Screen driven	● ● ●	Limited offerings
<b>Sexual Problems</b>	Specific concerns of diabetics, obese consumers	● ● ●	One size fits all
<b>Nutrient Deficiency</b>	Different needs across genders & age, chronic illnesses	● ● ●	Limited Ayurveda offerings
<b>Muscular Skeletal Disorder</b>	Pain induced by stress & screen exposure	● ● ●	Back or Joint Pain led
<b>Weight Management</b>	Childhood obesity, thyroid & PCOS, Post delivery	● ● ●	Driven by looks
<b>Digestive Issues</b>	Differing needs amongst kids, working population	● ● ●	Targeted to seniors
<b>Immunity</b>	Specific needs of chronic illness sufferers	● ● ●	Family Wellness
<b>Hair &amp; Skin</b>	Emerging concerns like pigmentation, psoriasis	● ● ●	Limited offerings

# Pathway to build a 500cr brand

2019



Partial Acquisition  
of Dr. Vaidya's

3x business growth to  
monthly 2cr NSV

# Pathway to build a 500cr brand

2021

Complete acquisition in  
March.



## Complete Brand Overhaul

- Focused on consumer benefit
- Right Claims
- Better formulations
- Modern yet relevant



### Weight management



### Respiration/ Cold



### Immunity



### Stress/Sleep



### Chronic Care



### Sexual Wellness



### Pain Management



### Woman Wellness



# Pathway to build a 500cr brand

FY '22



New manufacturing plant  
& ramped up R&D for  
future scale



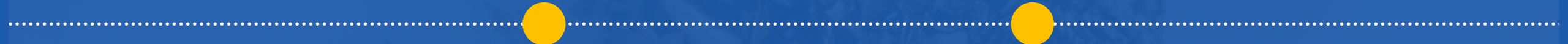
New Website  
Launch



Strengthening 'lifestyle' led product  
portfolio:  
10+ new product launches

# Pathway to build a 500cr brand

FY 23-24



Offline Launch  
with Blockbuster products

**Expand  
Internationally**



TOO  
YUMM!  
ANYTIME ANYWHERE

*Naturali*



DR. VAIDYA'S  
4w Age Ayurved

Evita®

**“Tasty Indian salty snacks”**

# Value snacks business has large, regional players



# Evita : An emerging Indian Ethnic Player ; With near National presence.

Revenue

# ₹167 Cr

Revenue FY'21

Focus markets

## West

Gujarat, Maharashtra, Rajasthan

## South

Telangana, Andhra Pradesh, Karnataka, CG

## North

Uttar Pradesh

Key portfolio growth unlocks

## Deepen presence in focus states

## Expand product segments : Kids/Large/Local



# Evita – Started to work on deepening presence

1

Distribution Expansion : by 10%

47

Super stockists

Expansion to East

Initiated

# Evita – supported with new launches, Rs 10/ price points

2

## New Launches

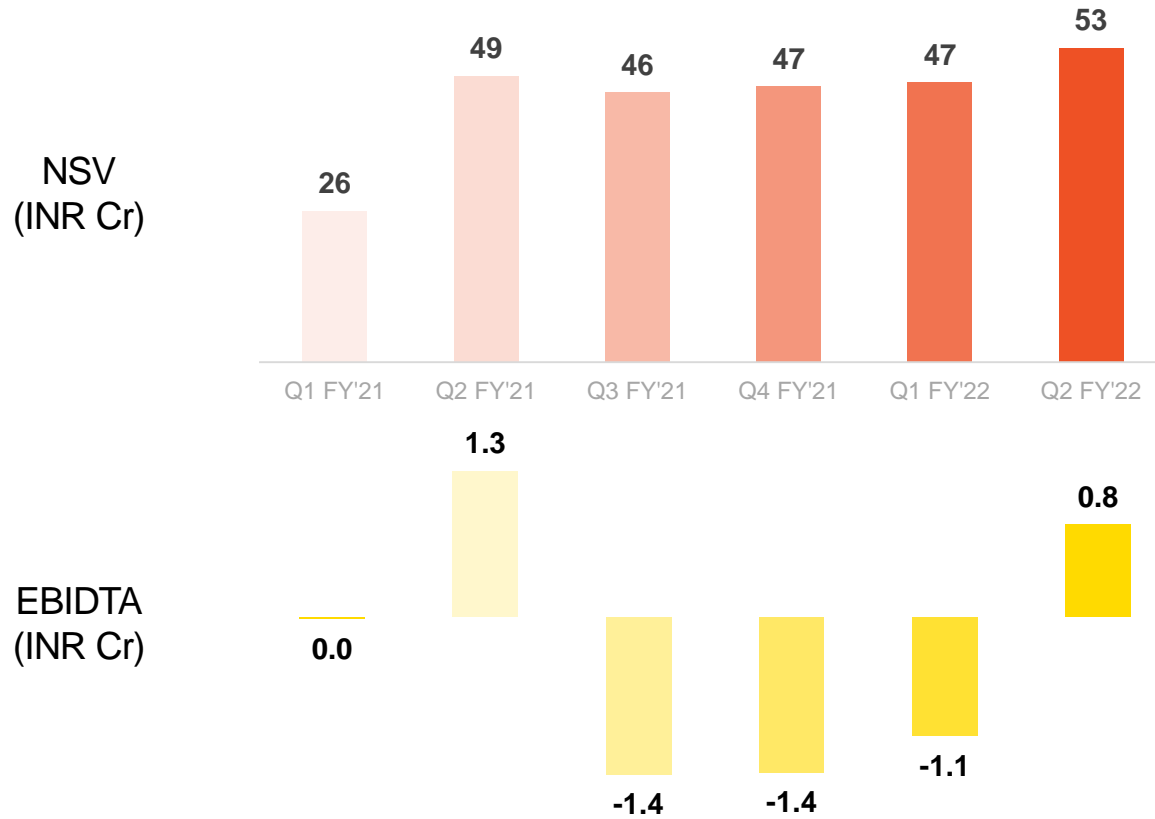
9

Products  
under Family/Large pack

4

Products  
@ Rs 10 Price point launched

# ...Steady top line progress and now EBITDA breakeven



**10%**  
Q2 top line SLY growth

**12%**  
sequential growth

**36%**  
H1FY22 Revenue GoLY



# RPSG FMCG : Strategic Imperatives

Play in categories  
of scale



Create Disruptive  
Innovations



Build Brand Equity



Build GTM offline  
and online



Develop Robust and sustainable supply network  
Invest in R&D capability

Build a future ready, highly driven Organisation

# Significant Go to Market investments planned. Deliver a store coverage of 500K by FY'23

	Mar'20	Oct'21	Mar-22	Mar-23
Sub Distributors (no's)	828	<b>2195</b>	4000	<b>5000</b>
Coverage stores (000s)	230	<b>300</b>	350	<b>500</b>
Sales Reps (no's)	762	<b>1006</b>	1258	<b>1746</b>

# All Distributors/ Reps equipped with SFA automation.



Single click check on Market execution.



Mandatory photo at every outlets

A screenshot of the SFA automation interface showing an auto mailer report on Insights. The screen displays a 'SURVEY PHOTO VERIFICATION SUMMARY REPORT' table with columns for REGION, ASM AREA, SE AREA, SE NAME, DSM CODE, DSM NAME, TOTAL PHOTO CAPTURED, and TOTAL PHOTOS. The table lists various regions and their corresponding data.

REGION	ASM AREA	SE AREA	SE NAME	DSM CODE	DSM NAME	TOTAL PHOTO CAPTURED	TOTAL PHOTOS
SOUTH REGION	BANGALORE	BANGALORE	NORRMAASHURAMA KSHATRY	6881	STEPHEN M	127	
SOUTH REGION	BANGALORE	BANGALORE	NORRMAASHURAMA KSHATRY	7577	JAYANTH TV	161	
NORTH REGION	DELHI UP-NCR	NORTH DELHI 1	AMIT TITWARI	7574	AJAY SINGH	13	
NORTH REGION	DELHI UP-NCR	NORTH DELHI	LAVKUNSH SINGH	7573	MANIKANT JHA	60	
NORTH REGION	DELHI UP-NCR	EAST DELHI	ARUN SHEARMA	7578	VINOD KUMAR	71	
NORTH REGION	DELHI UP-NCR	WEST DELHI 2	BANMAN SINGH	7579	SIDHARTH KUMAR	49	
ORTH REGION	DELHI UP-NCR	WEST DELHI 1	GAUTAM SARKAR	7580	GURISH VERMA	121	
TH REGION	DELHI UP-NCR	WEST DELHI 1	GAUTAM SARKAR	7581	HARI SINGH	17	
REGION	DELHI UP-NCR	NOIDA	NITESH PRADAP MALL	7584	ANIL PANDAY	77	
ON	DELHI UP-NCR	GHAZIABAD	RAKESH KR. AGRWAL	7585	DURG SINGH	111	
	DELHI UP-NCR	GHAZIABAD	RAKESH KR. AGRWAL	7586	ROHAN RATHODE		
	DELHI UP-NCR	GURGAON	NIKHIL GOEL	7593	MORIT SINGH		
		EAST DELHI	ARUN SHEARMA	7596	VINOD KUMAR		
		DELHI 1	AMIT TITWARI	7607	AJAY		
							7718

Auto mailers on Insights



# RPSG FMCG Supply Chain/ GTM : Significant capabilities in place



**10 Factories  
(Incl. 3P)**



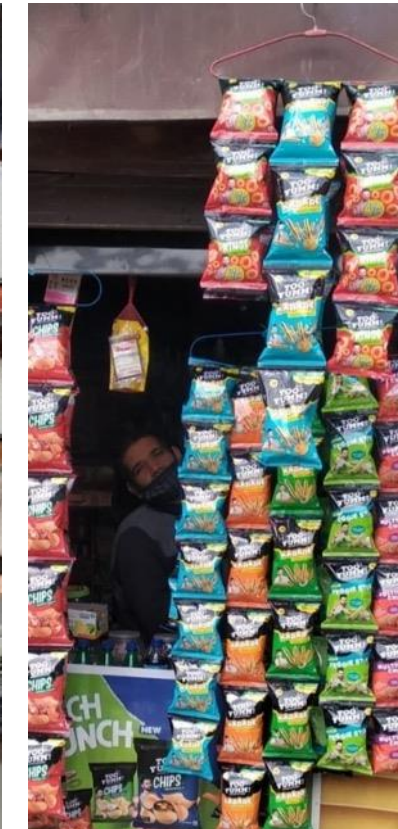
**22 CFAs**



**900+ Distributers**



**3L Direct Outlets**



**3000+ Sub-stockists**



**1000 Salesmen**

# RPSG FMCG : Strong investments in R&D Capabilities

Established in

## June 2017

Location

## Thane (Maharashtra)

Combined Experience

## 95 Years



### Categories

Foods , Personal Care , Ayurveda



### Core Competency

Snacks: Baking , Frying , Extrusion , Coating Seasoning Creation

PC: Skin , Hair Care

Ayurveda / Nutrition: Illness , Wellness , Clinical Research

Packaging Development: Rigid , Flexi , Laminates , labels

Quality: Process Quality , Supplier Quality





Pilot Plant - Foods



Personal Care Lab



DRV Lab



Packaging Lab





# The organization is led by seasoned professionals



**Rajeev Khandelwal**  
CEO, RPSG - FMCG

*SPJIMR Alumnus*  
Ex. Reckitt Benckiser, P&G



**Anand Dhodapkar**  
VP Technical, RPSG - FMCG

*Symbiosis Alumnus*  
Ex. Marico, Nestle



**Rajat Ghosh**  
VP Sales, RPSG - FMCG

*IMT Alumnus*  
Ex. Bajaj Consumer,  
Dabur, Britannia



**Janesh Kumar**  
VP HR, RPSG - FMCG

*Symbiosis Alumnus*  
Ex. Airtel, Abbott, Dr. Reddy's



**Yogesh Tewari**  
VP Marketing, RPSG - FMCG

*IIMA Alumnus*  
Ex. Mars Wrigley,  
Reckitt Benckiser, Colpal



**Arindom Paul**  
GM Manufacturing, RPSG - FMCG

*Alliance Business School Alumnus*  
Ex. Amazon, Marico



**Head SCM**  
VP Supply Chain, RPSG - FMCG



**Rohit Garg**  
CFO, RPSG - FMCG

*CA ICAI*  
Ex. Britannia, Marico



**Gauri Malhotra**  
Business Head, DR. Vaidya's

*NMIMS Alumnus*  
Ex. Marico



**Mallikarjun Patil**  
Business Head, Apricot Foods

*Harvard Alumnus*  
Ex. ITC, Kelloggs, Godrej



# Striving to create four megabrands





# RPSG FMCG

**aims to build a diversified FMCG conglomerate led by new-age brands and innovative products, to serve the modern aspirational consumer**

RPSG FMCG Vision: Create four megabrands

# ₹3,000+ Cr

(Estimated Revenue By 2026)



~₹1800 Cr  
4% MS



~₹500 Cr  
3% MS



DR. VAIDYA'S  
New Age Ayurved

~₹500 Cr  
2% MS



~₹500 Cr  
3% MS

10x

Others markets in per capita consumption

Brazil

Mexico

China

India

11x

7x

5x

1x

6x

8x

4x

1x

Beauty & Personal Care  
**Thank you !**

Snacks