



Consumer Wellness in India – Growth Ahead

- Indian Health & Wellness industry
 - ✓ Valued at over INR 590 bn, growing at CAGR of 18% - 20% p.a.
 - ✓ Growth expected to continue.
- **Industry** growth being driven by:
 - ✓ Increasing per capita spend on wellness from Rs.300 in 2008 to more than Rs. 480 in 2012.
 - ✓ Rapid **urbanization**
 - ✓ Improvement in overall **standard of living** though with a compromised quality of life
 - ✓ Mounting **health problems** attributed to high pressure lifestyle
 - ✓ Growing **health consciousness** and aspiration for a better life
 - ✓ Increasing **willingness** to explore new solutions and make informed choices



(Source : Reports from FICCI & PWC)

Zydus Wellness – A niche in itself

- Making Indians healthier **since 1988**
- Advocating '**healthy living**' and anticipating the emerging day-to-day need for health foods and healthy personal care
- Present in **niche segments** with strong brands



A healthier alternative to sugar - leading the market with **over 94%** share of the sugar substitutes category (*Source : AC Nielsen*)



Skincare range - **market leader** in facial scrub and facial peel off and a strong presence in face-wash (*Source : AC Nielsen*)



India's largest selling table spread - a healthier alternative to butter



First **Nutritional drink** fortified with **Prebiotic Actifibres** that help manage cholesterol, improve digestion and build immunity.

- **Direct reach** to all 50k+ population towns through strong field force
- Endeavoring to improve quality of life through **continuous innovation**

Sugar Free – Largest Selling Low Calorie Sweetener

- Leadership positions in variants of
 - ✓ **Aspartame** with *Sugar Free Gold*
 - ✓ **Sucralose** with *Sugar Free Natura*
- Present in several forms like pellets, liquid sachets, powders and tablets to enhance consumer experience and offer wider choice
- Strategic initiative of driving consumption by
 - ✓ A new theme campaign, starring famous celebrity **Akshay Kumar**, that integrates all products on one platform.
 - ✓ Presence at key health care professional events
- For the future our focus is on driving growth by bringing in new users given the **low household penetration** of sugar substitutes



EverYuth – Celebrating Youth

- **Leadership position** in facial peel-off and facial scrub despite a hypercompetitive landscape.
- Presence in highly competitive face wash category
- A powerful **new marketing program** to support the re-launch with well known actress **Nargis Fakhri** signed on as the **brand ambassador**.
- Extended the brand into premium **soaps**
- Expect to drive the business by focusing on
 - ✓ an **expanded portfolio** and
 - ✓ **improving distribution reach** to consolidate our position further



Nutralite – ‘Health First, Taste Always’



- **Cholesterol Free** and has no trans fats or hydrogenated fats
- **Largest brand** in the margarine category in India
- Business conditions remained challenging with local players and new entrants vying for market share
- We expanded our presence in the retail segment through the **launch of a premium variant, Nutralite with Omega 3** and an **additional flavor variant with Cheese**. Both products are **free of trans fats** and are **fortified with Vitamins A, D and E**.
- **Nutralite with Omega 3** has also been voted as **“Product of the Year 2013”**.
- Continued efforts to **increase distribution reach** and tap new accounts to widen the customer base.
- With Indian consumers adopting **healthier lifestyles**, Nutralite shall continue enjoying a distinct position of being a **‘Good for the heart and health’** brand



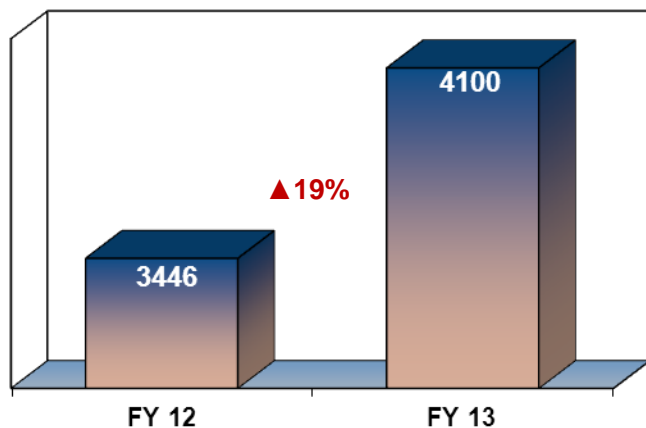
ActiLife – Nutrition for adults



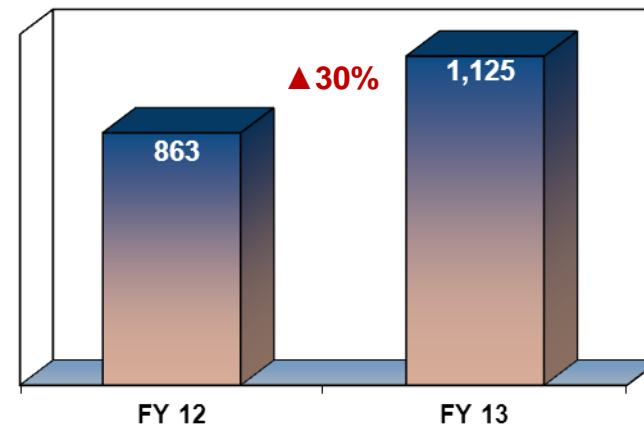
- In 2011, forayed into **nutraceutical space** with launch of **ActiLife**, a nutritional milk additive for adults
- Formulated based on guidelines of the National Institute of Nutrition, ICMR for **Adults (men and women above 18 years of age)**
- **Low on fat**, enriched with **prebiotic ActiFibres** that improve digestion, reduce cholesterol and improve overall immunity.
- Has **stress busters** such as 100% RDA of Vitamin C and Vitamin B complex to keep a person active throughout the day.
- We face the usual challenges associated with category creation and are taking a measured approach

Key Financial Numbers – FY 12-13

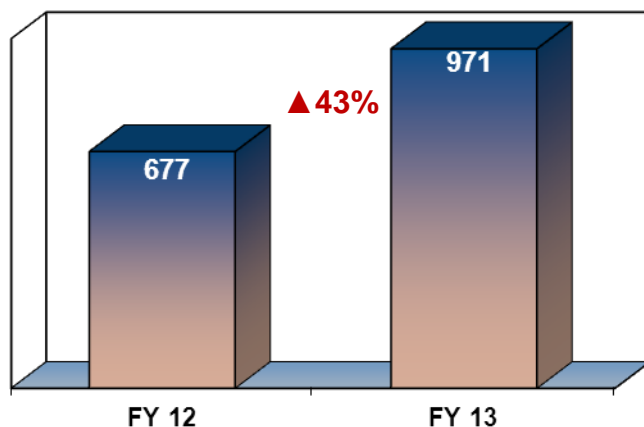
Sales (Rs. Mio.)



PBIDT (Rs. Mio.)



Net Profit (Rs. Mio.)

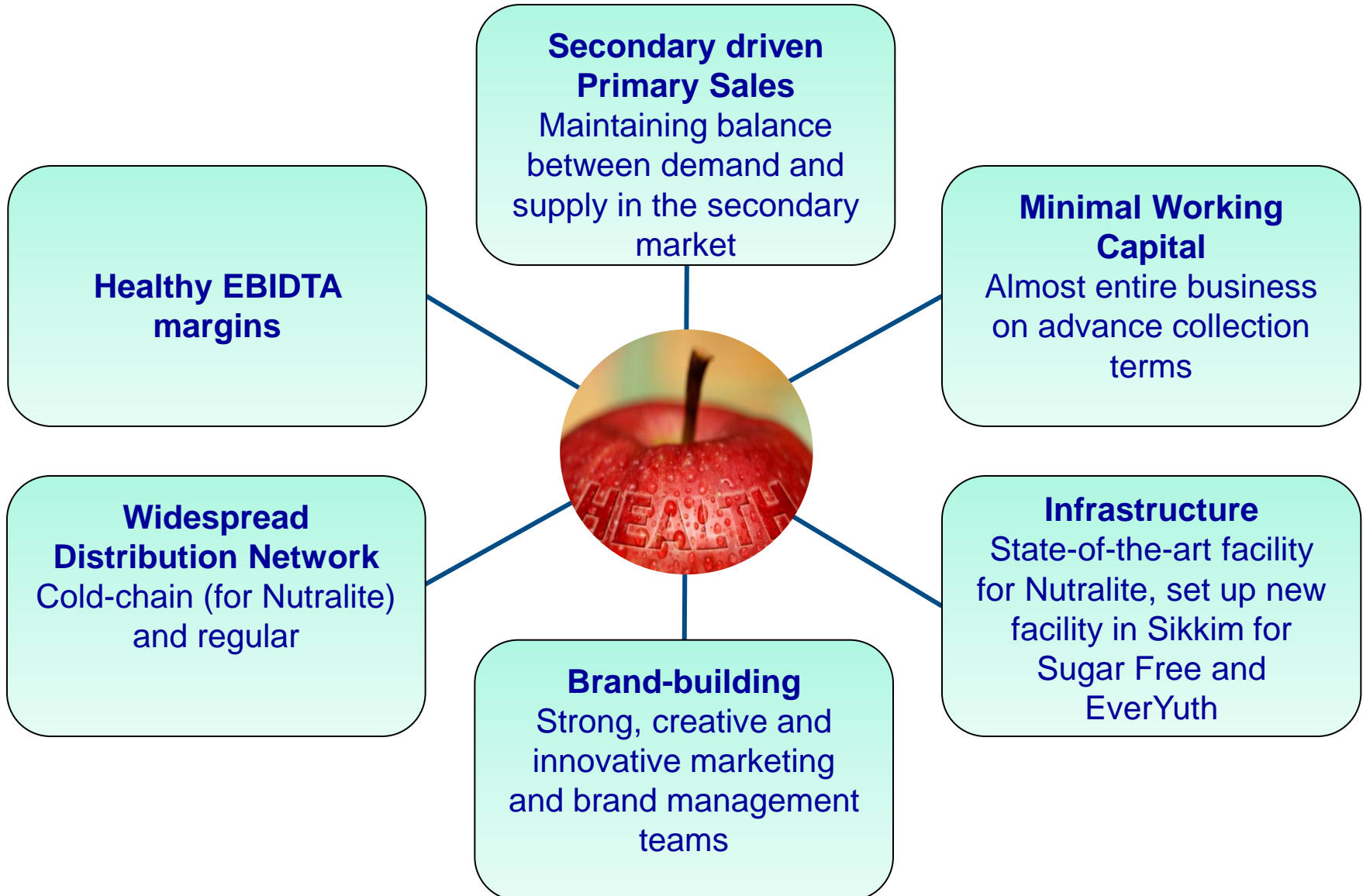


Consolidated Financial Position as at 31st Mar '13

Rs. Mio.

- ✓ Net Worth : 2,565
- ✓ Net Fixed Assets : 943
- ✓ Net Current Assets : 1,564
- ✓ Cash & Bank Balance : 1,908
- ✓ Capex in FY13 : 25

Robust Business Health & Infrastructure



Strategies For Growth Momentum

- **New Products:** Line extensions and upgrades of existing brands will ensure continued consumer relevance. We are also evaluating new categories that fit our business philosophy.
- Explore relevant **acquisitions** that complement the current business with scope to enhance sales and bottom line
- **Innovative communication and promotion** strategy to ensure superior visibility of all the brands across the media
- **Continuous category creation** through unconventional media apart from mainline business building strategies
- **Distribution:** Widening brand reach to fuel consumer demand and capitalize untapped opportunities

Thank You.

Bringing Wellness
to your Life.

