

**SASTASUNDAR VENTURES LIMITED**

(Formerly Microsec Financial Services Limited)

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CIN - L65993WB1989PLC047002

Date: 22/08/2017

**To**  
**The General Manager**  
**Department of Corporate Services**  
BSE Limited  
(Designated Stock Exchange)  
Phiroze Jeejeebhoy Tower  
Dalal Street, Mumbai - 400 001

**To**  
**The Manager**  
**Listing Department**  
National Stock Exchange of India Limited  
Exchange Plaza, Bandra Kurla Complex  
Mumbai - 400 051

**Ref:** *BSE Scrip Code: 533259; NSE Symbol: SASTASUNDR*

**Sub:** *Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015*

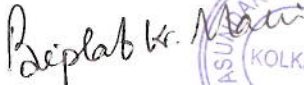

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find attached herewith an update on the business and operations of the Company.

This is for your information and record.

Thanking you,

Yours faithfully,

For Sastasundar Ventures Limited

**Biplab Kumar Mani**  
Company Secretary and Compliance Officer



# EARNINGS UPDATE

Q1FY18

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SastaSundar.com  
(A Venture of SastaSundar Ventures Limited)  
Sastasundar.com is a subsidiary of  
SastaSundar Ventures Limited



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# COMPANY OVERVIEW

# SASTASUNDAR : ABOUT US

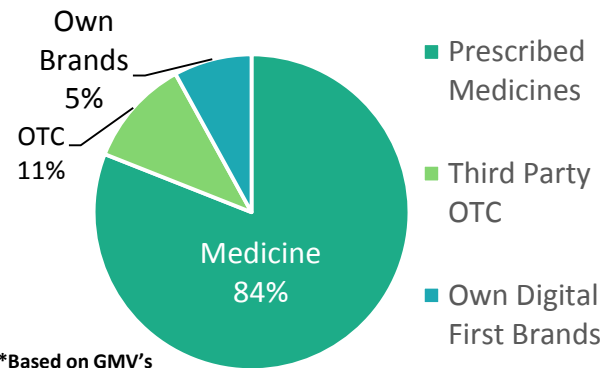
- “Sasta Sundar” is a famous Indian phrase which denotes consumer aspiration for “**High Quality at Low Cost**”.
- We are building Digital Network of Healthcare managing efficient Pharma & Wellness products Supply Chain & connecting Doctors, Diagnostic Services, Healthcare Clinics and Health Information Services.
- The Sastasundar Digital Network is being built upon **Online to Offline model** of healthcare delivery leveraging technology and inventory less service center of franchise called Healthbuddy.
- The healthbuddy service center provides access to the personal attention of pharmacists for counseling, facility to order, pick up, home delivery and other customer servicing. The company aims to leverage its healthbuddy network for multiple purposes like Telemedicine services & Pathology Services in the near future.



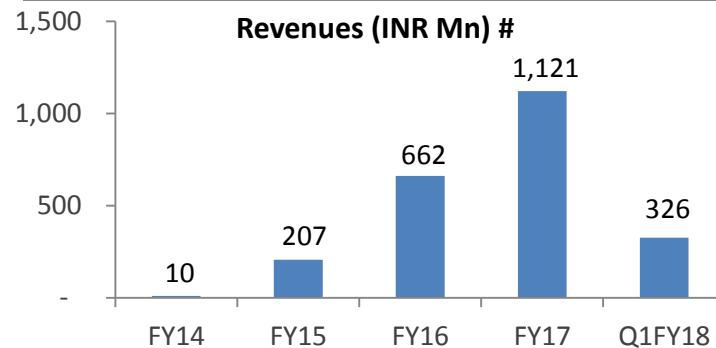
# COMPANY SNAPSHOT

- SastaSundar Ventures Limited (Previously known as Microsec Financial Services Ltd) is a NSE and BSE listed company.
- SastaSundar.com started its operations in September, 2013 with a mission to provide low cost, genuine and high quality of healthcare products and services to customers.
- The company has pioneered an innovative and sustainable hybrid model by leveraging upon the pros and cons of the online and offline retail models.
- It has created a strong backend technological central processing unit and central warehousing unit to execute its orders and also created a last mile Network of exclusive franchisees called “Healthbuddy”, which are Inventory-Less Micro Pharmacies which focus on last mile deliveries, counselling, customer relationships, cross selling and compliance.
- The company also launched various health products and services under its own brands by understanding the demand gaps in the consumer market.

**FY17 Product Categories \***



\*Based on GMV's



\*/# - Numbers provided are for Subsidiary of SastaSundar Ventures Ltd, “SastaSundar Health Buddy Ltd” and not of consolidated entity.



# BUSINESS OVERVIEW

The company is building a Digital Network of Healthcare managing efficient Pharma & Wellness products Supply Chain & connecting Doctors, Diagnostic Services, Healthcare Clinics and Health Information Services.

The Network is designed for the following services:

1. Access to Genuine medicines at Low cost in a consistent and convenient manner
2. Home delivery of wellness products of high quality at low cost
3. Providing customized Health conditioned products using artificial Intelligence
4. Providing effective Healthcare counseling using our own Healthbuddy network
5. Analyzing data and providing predictive information to consumers, manufacturers, doctors and government agencies
6. Providing Health information services
7. Connecting with and providing facilities of Pathologies and diagnostic service providers
8. Connecting with doctors for appointments and consultation using digital media
9. Connecting with and providing facilities of Health and wellness service providers including hospitals and clinics
10. An authentic medium for Implementation of social responsibility services by Corporates, NGOs and the Government

**Already implemented the services mentioned in points 1 to 6, in West Bengal and building technology and back end support to provide services mentioned in points 7 to 10 which will soon start in West Bengal and scale the model PAN INDIA.**



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# Q1FY18 EARNINGS UPDATE

# FINANCIAL PERFORMANCE Q1FY18 (CONSOLIDATED)

Particulars (INR Mn)	Q1FY18 (Unaudited)	Q4FY17 (Audited)	Q1FY17 (Unaudited)
<b>Revenue*</b>	<b>392.20</b>	<b>369.87</b>	<b>294.48</b>
Expenses	439.01	408.07	357.70
<b>EBIDTA</b>	<b>(46.81)</b>	<b>(38.20)</b>	<b>(63.22)</b>
Finance Cost	9.19	11.39	4.11
Depreciation	15.80	19.20	16.06
<b>(Loss) before tax</b>	<b>(71.80)</b>	<b>(68.79)</b>	<b>(83.39)</b>
Provision for Tax	1.66	2.19	1.92
<b>(Loss) after tax</b>	<b>(73.46)</b>	<b>(70.98)</b>	<b>(85.31)</b>
<b>Net (Loss) #</b>	<b>(70.00)</b>	<b>(71.14)</b>	<b>(85.42)</b>
* - Includes Other Income      # - After considering minority interest			





# FINANCIAL PERFORMANCE Q1FY18 (STANDALONE)

Particulars (INR Mn)	Q1FY18 (Unaudited)	Q4FY17 (Audited)	Q1FY17 (Unaudited)
<b>Revenue*</b>	<b>0.04</b>	<b>1.85</b>	<b>2.24</b>
Expenses	4.17	5.21	5.29
<b>EBIDTA</b>	<b>(4.13)</b>	<b>(3.36)</b>	<b>(3.05)</b>
Depreciation	0.54	0.59	0.75
<b>Profit / (Loss) before tax</b>	<b>(4.67)</b>	<b>(3.95)</b>	<b>(3.80)</b>
Provision for Tax	-	-	-
<b>Profit/ (Loss) after tax</b>	<b>(4.67)</b>	<b>(3.95)</b>	<b>(3.80)</b>
* - Includes Other Income			

# FINANCIAL PERFORMANCE Q1FY18 (SEGMENTAL)

Particulars (INR Mn)	Q1FY18 (Unaudited)	Q4FY17 (Audited)	Q1FY17 (Unaudited)
<b>Segment Revenue</b>			
Financial Services	59.17	50.36	37.26
Digital Media of Consumer Engagement (www.foreseegame.com)	0.01	0.02	0.26
<b>Digital Pharmacy and Healthcare Store (www.sastasundar.com)</b>	<b>324.91</b>	<b>293.62</b>	<b>252.70</b>
<b>Total</b>	<b>384.09</b>	<b>344.00</b>	<b>290.22</b>
<b>Segment Results (Profit/(loss) before Unallocable Expenditure and Tax)</b>			
Financial Services	(0.14)	19.67	4.09
Digital Media of Consumer Engagement (www.foreseegame.com)	(7.38)	(9.72)	(15.91)
<b>Digital Pharmacy and Healthcare Store (www.sastasundar.com)</b>	<b>(60.11)</b>	<b>(67.64)</b>	<b>(67.09)</b>
<b>Total</b>	<b>(67.63)</b>	<b>(57.69)</b>	<b>(78.91)</b>
Finance cost	2.79	4.76	1.65
Other unallocable expenditure net of unallocable income	1.38	6.34	2.83
<b>Profit/ (loss) Before Tax</b>	<b>(71.80)</b>	<b>(68.79)</b>	<b>(83.39)</b>



# INCOME STATEMENT OF SUBSIDIARY SASTASUNDAR.COM

www.sastasundar.com

Particulars (INR Mn)	Q1FY18 (Unaudited)	FY17 (Audited)
<b>Total Revenue*</b>	<b>325.94</b>	<b>1,126.45</b>
Total Expenses	378.06	1,351.14
<b>EBITDA</b>	<b>(52.12)</b>	<b>(224.69)</b>
Depreciation	7.97	40.91
Finance Cost	2.81	11.91
<b>Profit/(Loss) Before Tax</b>	<b>(62.90)</b>	<b>(277.51)</b>
Tax	-	-
<b>Profit/(Loss) After Tax</b>	<b>(62.90)</b>	<b>(277.51)</b>

\* Including Other Income





**KEY HIGHLIGHTS**



**1.83 lacs orders  
in June 2017.**



**184 Healthbuddies  
covering 22 districts of  
West Bengal around  
4.62 lakh registered  
households.**



**94% Customer  
Retention Ratio.**



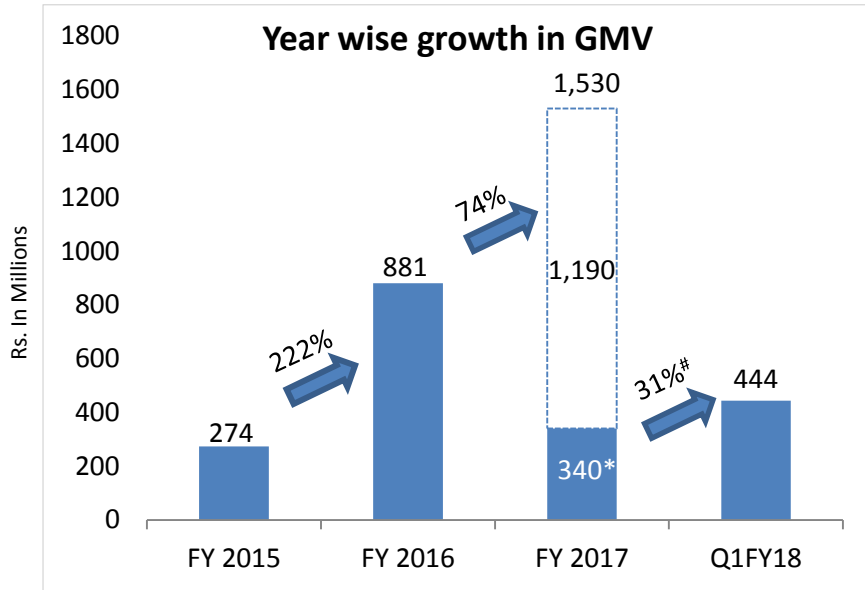
**2.22 Lac Plus Android App Downloads  
With 4.33 Google App Ratings by  
users on scale of 5.**



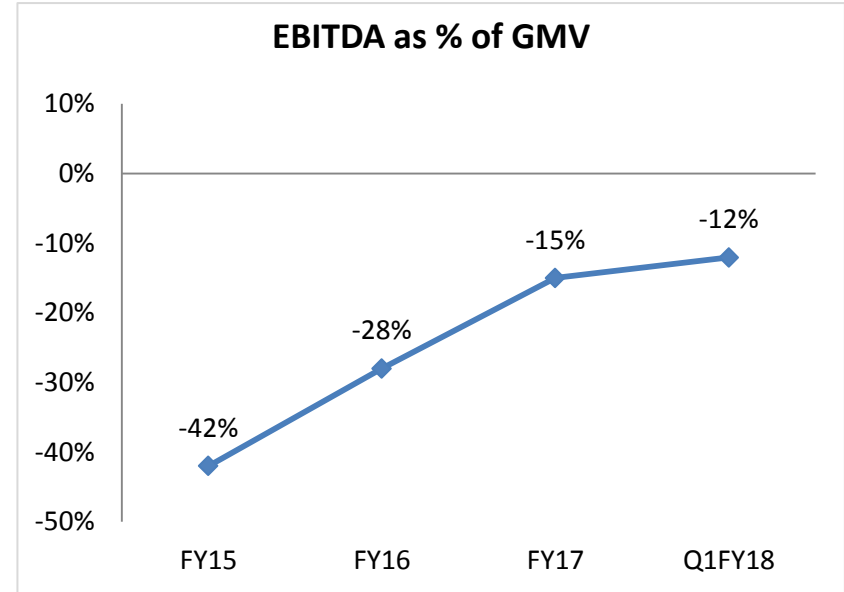
**Strong unit economics with gross  
margins of 26% on GMV.**



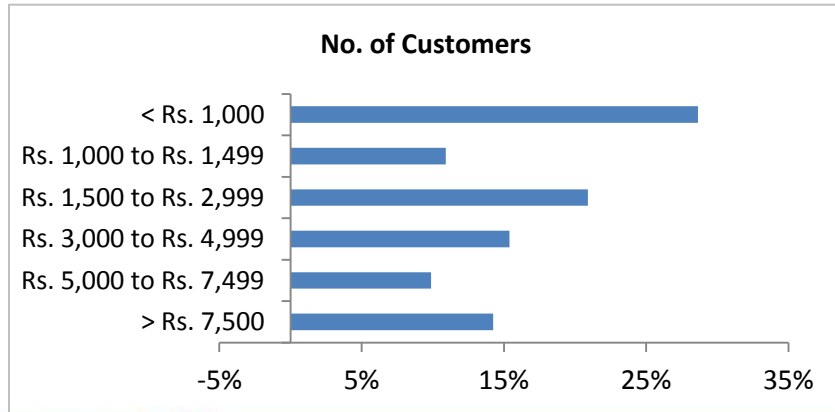
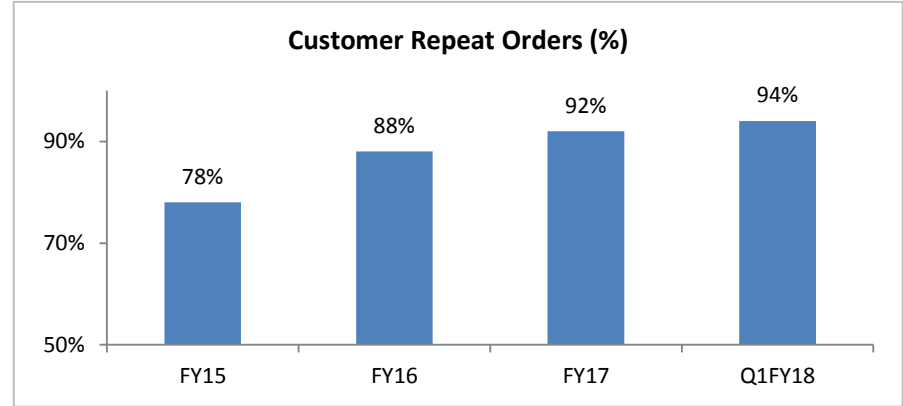
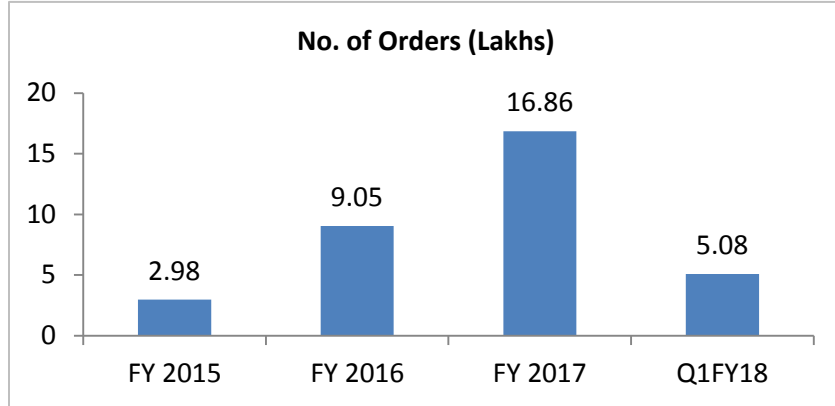
# BUSINESS UPDATE – SASTASUNDAR



\*Q1FY17 numbers #Growth in comparison of Q1FY17



# BUSINESS UPDATE – SASTASUNDAR



✓ We are fulfilling on an average 6,100 orders daily with more than 94% repeat orders.



# STRATEGIC AGREEMENT WITH ROHTO PHARMACEUTICALS

- SastaSundar Healthbuddy Limited has executed a share subscription agreement with Rohto Pharmaceuticals Ltd. in March 2017.
- Rohto Pharmaceuticals has subscribed 13% of share capital on a fully diluted basis for an aggregate investment of \$5Mn in the company's fully owned subsidiary SastaSundar Healthbuddy Limited.
- The company is utilizing these funds for further expansion in the state of Delhi.



Rohto LipIce is a specialized lip care brand



Rohto Acnes is Japan's No.1 acne care brand



Rohto OXY is only for men skin care brand



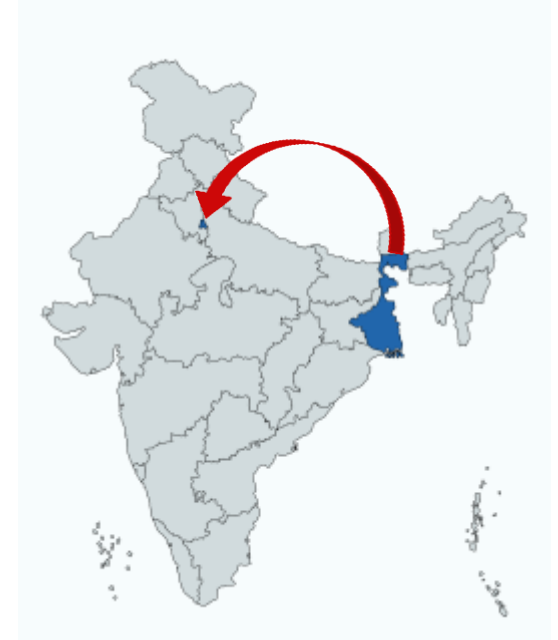
# EXPANDING OUR PRESENCE

- After the successful penetration in the state of West Bengal, the company has planned to expand its presence in Delhi.
- The work in Delhi is going as pre-planned and the company is expecting to launch the services in Delhi soon.

## Market overview of Delhi

- Delhi is one of the fastest growing states of the country. At current prices, the gross state domestic product (GSDP) of Delhi was US\$ 74.8 billion in 2014-15. Between 2004-05 and 2015-16, GSDP of the state grew at a CAGR of 12.9%.
- The Government of Delhi proposed an overall outlay of US\$ 803.39 million for the development of the healthcare sector under state budget 2016-17.

## Our Next Foray - Delhi



# OWN PORTFOLIO OF DIGITAL FIRST BRANDS



Addition of  
New Products



Happy Box



Granny's Herb Potli



# MARKETING INITIATIVES



Social Media Initiatives



# NEW INITIATIVES



Starting **Diagnostic Services** by setting up Central Lab in Kolkata supported with multiple Reference lab (Centres). This would be done in a separate Subsidiary of the company. This subsidiary will enable the Healthbuddy network to provide extension of service from pharmacy to pathology.



Starting '**Retailershakti**' a B2B platform for distribution service to Independent Retailers from its centralized warehouse.



Starting services of **booking Doctors Appointment and healthcare services** at home.

The company will leverage its existing Healthbuddy network for these initiatives.





# FINANCIAL OVERVIEW

# FINANCIAL PERFORMANCE FY17 (STANDALONE)

Particulars (INR Mn)	FY17 (Audited)	FY16 (Audited)
<b>Revenue *</b>	<b>9.77</b>	<b>22.15</b>
Expenses	18.00	20.27
<b>EBIDTA</b>	<b>(8.23)</b>	<b>1.88</b>
Depreciation	2.74	3.39
<b>Profit / (Loss) before tax &amp; exceptional items</b>	<b>(10.97)</b>	<b>(1.51)</b>
Exceptional Item	13.40	23.70
<b>Profit / (Loss) before tax</b>	<b>(24.37)</b>	<b>(25.21)</b>
Provision for Tax	0.01	(4.48)
<b>Profit/ (Loss) after tax</b>	<b>(24.38)</b>	<b>(20.73)</b>
* - Includes Other Income		



# FINANCIAL PERFORMANCE FY17 (CONSOLIDATED)

Particulars (INR Mn)	FY17 (Audited)	FY16 (Audited)
<b>Revenue*</b>	<b>1,370.25</b>	<b>889.92</b>
Expenses	1,552.52	1,175.45
<b>EBIDTA</b>	<b>(182.27)</b>	<b>(285.53)</b>
Finance Cost	28.09	10.02
Depreciation	69.18	72.79
<b>(Loss) before tax</b>	<b>(279.54)</b>	<b>(368.34)</b>
Provision for Tax	6.19	(2.80)
<b>(Loss) after tax</b>	<b>(285.73)</b>	<b>(365.54)</b>
<b>Net (Loss) #</b>	<b>(286.25)</b>	<b>(366.08)</b>
* - Includes Other Income      # - After considering minority interest		



# FINANCIAL PERFORMANCE FY17 (SEGMENTAL)

Particulars (INR Mn)	FY17 (Audited)	FY16 (Audited)
<b>Segment Revenue</b>		
Financial Services	203.45	194.56
Digital Media of Consumer Engagement (www.foreseegame.com)	0.51	5.89
<b>Digital Pharmacy and Healthcare Store (www.sastasundar.com)</b>	<b>1124.84</b>	<b>661.94</b>
<b>Total</b>	<b>1,328.80</b>	<b>862.39</b>
<b>Segment Results (Profit/(loss) before Unallocable Expenditure and Tax)</b>		
Financial Services	62.55	49.10
Digital Media of Consumer Engagement (www.foreseegame.com)	(59.19)	(114.98)
<b>Digital Pharmacy and Healthcare Store (www.sastasundar.com)</b>	<b>(265.60)</b>	<b>(292.59)</b>
<b>Total</b>	<b>(262.24)</b>	<b>(358.47)</b>
Finance cost	11.91	1.95
Other unallocable expenditure net of unallocable income	5.39	7.92
<b>Profit/ (loss) Before Tax</b>	<b>(279.54)</b>	<b>(368.34)</b>





# CONSOLIDATED BALANCE SHEET

Sources of Funds (INR in Mn)	FY17	FY16	Application of Funds (INR in Mn)	FY17	FY16
<b>Equity &amp; Liabilities</b>			<b>Assets</b>		
Shareholder's Fund			Fixed Assets	674.05	689.88
Share Capital	318.10	318.10	Goodwill on Consolidation	573.85	573.85
Reserves & Surplus	1,578.24	1,862.20	Non Current Investments	90.50	86.68
Preference Shares issued by subsidiary company	53.10	-	Deferred Tax Assets (Net)	0.20	0.29
Minority Interest	4.35	3.82	Long Term Loans & Advances	73.25	135.00
<b>Non Current Liabilities</b>			Other Non Current Assets	8.96	185.17
Long Term Borrowings	18.00	24.00			
Long Term Provisions	9.49	4.70	<b>Current Assets</b>		
Deferred Tax Liability (Net)	43.53	37.64	Current Investments	74.78	10.76
			Inventories	238.30	159.75
<b>Current Liabilities &amp; Provisions</b>			Trade Receivables	191.32	83.69
Short Term Borrowings	184.75	157.88	Cash & Bank Balances	338.02	127.31
Trade Payables	206.75	67.28	Short Term Loans & Advances	190.97	368.40
Other Current Liabilities	91.57	79.77	Other Current Assets	55.91	143.15
Short Term Provisions	2.23	8.54			
<b>Total</b>	<b>2,510.11</b>	<b>2,563.93</b>	<b>Total</b>	<b>2,510.11</b>	<b>2,563.93</b>



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Thank You



**SastaSundar**.com

Health & Happiness