



Date: 20th October, 2018

To,
Department of corporate Services,
BSE LIMITED
P. J. Towers, Dalal Street,
Mumbai - 400 001.
BSE Scrip Code: - 541601

Subject: Managing Director's presentation at "Alpha Ideas SME Star Meet" held at the BSE on Saturday, October 13, 2018

Dear Sir/Madam,

Please find attached the presentation by the Company Managing Director, Rajnish Kumar Singh and Chief Financial Officer, Mihir Shrenik Patwa at the "Alpha Ideas SME Star Meet" held at the BSE on Saturday, 13 October 2018

This will also be available on the following website

<http://www.valoremadvisors.com/rajnish/> - **Rajnish Wellness Limited.**

Kindly take the same on your records.

Thanking You,

Yours Faithfully,

For **RAJNISH WELLNESS LIMITED**



Patwa

Mihir Shrenik Patwa
Chief Financial Officer
BHRPP7249H

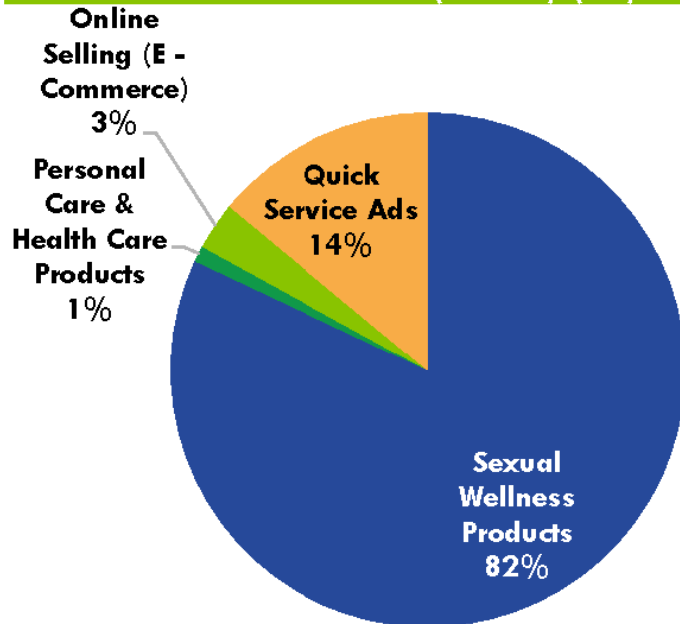




Overview

- Incorporated in June 2015, Rajnish Wellness Ltd. (RWL) is primarily in the business of marketing and distribution of sexual wellness products under their own brands pan India for both men and women.
- The flagship brand of the company is “**PlayWin**” which is one of the fastest growing brands in the sexual wellness category in the country.
- Owing to the rise in awareness levels of the consumers about sexual wellness products, RWL markets and sells contraceptives, sexual enhancement supplements, personal lubricants, personal & healthcare products, etc.
- RWL has an asset light model and owns all the brands under its name with a very strong recall value.
- RWL has a very strong dealer network and their products are available in all major medical stores across the country & various E-Commerce platforms.
- All their products are GMP compliant & ayurvedic i.e. without any side effect.

Revenue Mix (FY18) (%)



FY18 Financials

Income
INR 286.5 Mn

EBITDA
INR 44.50 Mn

Margins
15.53%

PAT
INR 24.4 Mn

RoCE
45%

Margins
8.52%

RoE
40%



COMPANY OVERVIEW

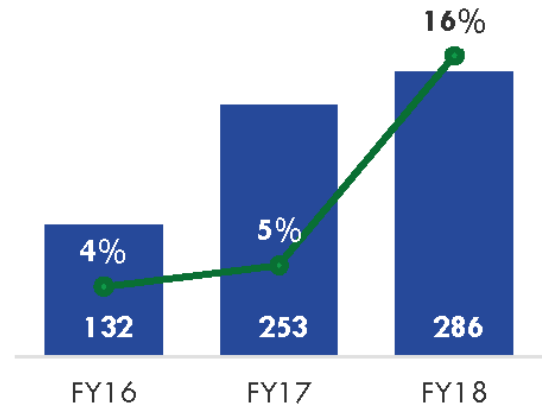


Company Overview

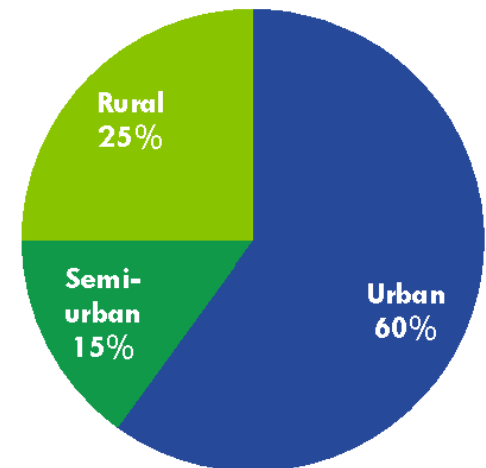
About Rajnish Wellness Ltd.

- Rajnish Wellness Ltd. (RWL) is a young & vibrant company providing Indian consumers with sexual wellness, personal & health care products by leveraging the ancient heritage of Ayurveda.
- RWL aspires to be an integral part of Indian consumer's lifestyle by promoting sexual & personal health care. All of their products are ayurvedic & without any side effect.
- “**PlayWin**”, the flagship brand of RWL has established itself as India's fastest growing brand in sexual wellness category within a short period of three years with presence across more than 30,000 outlets pan India.
- Brand building is central to RWL's strategy to enjoy a leadership position in the sexual wellness segment leading to a sticky source of revenue and sustainable growth.
- RWL maintains an asset light model by engaging expert contract manufacturers with required GMP approvals. Thereby it also creates an agile and scalable business structure, ready to support their future growth needs.
- They have expanded their reach to virtually every corner of India by continuously marketing, selling and advertising their products through various marketing channels i.e. Telemarketing, print media, hoardings, TV Channels and many more.
- Having business opportunities and rapid increase in the number of customers using internet as a platform for their buying needs, RWL has tied up with various e-commerce websites like snapdeal.com, indiamart.com, clickoncare.com, lovenaturalremedies.com, ayurvedmart.com and fineyog.com etc. to sell their products.
- RWL enjoys strong brand recall & enviable goodwill amongst their customers due to their competitive pricing and quality customer service through multi-lingual support centre.
- The company has developed very strong hold in Maharashtra, Karnataka, Odisha.

Total Revenue (INR Mn) & EBITDA Margins (%)



Geographical Presence (FY18) (%)





Board of Directors & Key Management Personnel

Rajnish Kumar Singh - Founder & Managing Director



- A passionate advertising and sales person at heart, Mr. Rajnish started his career in 2007 with an advertising agency Shanti Ads
- Launched his own independent advertising agency by the name of Quick Services in 2008 with an innovative concept of door to door collection of ads
- Key person behind advertising campaign of brands like KeshKing
- Now a man with a mission and vision to build brands, Mr. Rajnish successfully established PlayWin as the fastest growing brand in Sexual Wellness segment within a short period of three years

Shalini Vijendra Mishra – Whole Time Director

- Expertise in marketing & Human Resource, she brings valuable business insights to the table.

Rohit Kamalkant Ranjan - Non-Executive Director

- 4 years of experience in sales & marketing and vast knowledge of Ayurvedic Products, is helping the company with product innovation

Abhinandan Ashok Kumar Paliwal - Independent Director

- 7 years of experience in advertising

Madhukar Devappa Imade - Independent Director

- A retired IAS officer
- More than 25 years of experience in the area of management, marketing and administration
- Helping the company to run operations smoothly

Ruchi Rushabh Saparia - Company Secretary and Compliance Officer

- More than 7 years of experience in corporate like Reliance Industries Limited, DHFL Group and Khandwala Securities Limited

Mihir Shrenik Patwa - Chief Financial Officer

- More than 7 years of experience in the area of accounts and finance



Key Milestones

Promoter Mr. Rajnish Kumar Singh started his own advertisement agency - **Quick Service (QS) Enterprising** which was a teleshopping venture selling all kind of products.

2008

First office at Mumbai Central

Achieved Top Line of around 7.5 Cr in 6 months for "Rajnish Hot Deals Pvt. Ltd."

2011

2013

2015

2016

2018

First advertisement given in Newspaper for launching an idea of selling consumables in the form of combos and got encouraging response.

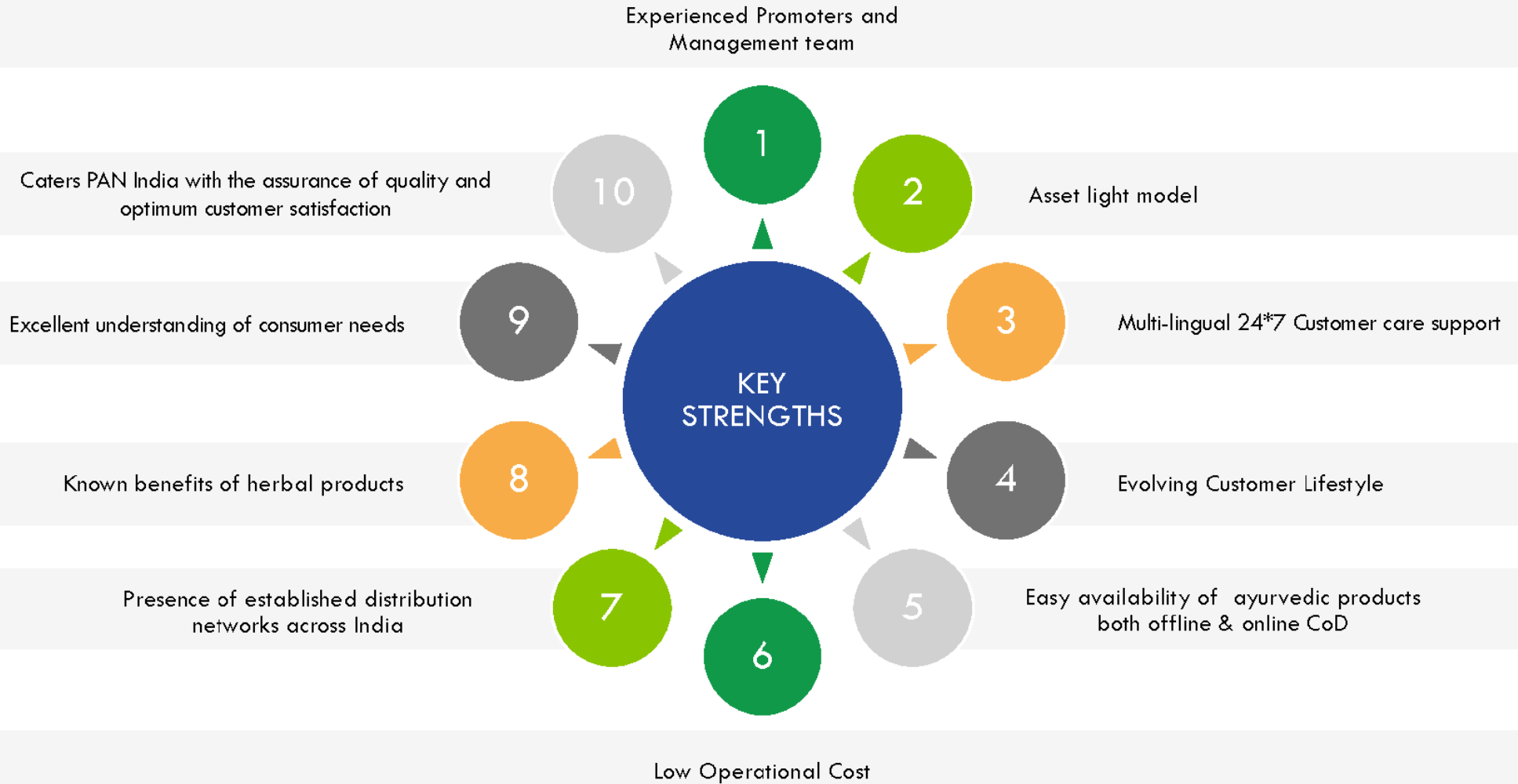
Launched PlayWin Capsule and Condoms in December 2015, flagship brand of Rajnish Hot Deals, which took over the rival product in just one year and still going strong.

Started "Rajnish Hot Deals Pvt. Ltd." And also started selling Ayurvedic Products as a marketing company.

Company was converted into a Public Limited Company & renamed as Rajnish Wellness Ltd.



Key Strengths





Future Growth Strategy

Brand Building & Positioning

1

Pan India product and brand visibility through innovative and focused marketing & advertising initiatives

2

Increasing Geographical Presence

3

Develop and maintain relationships with Super Stockists & Distributors

4

Leveraging Digital platform to enhance consumer awareness and brand visibility

5

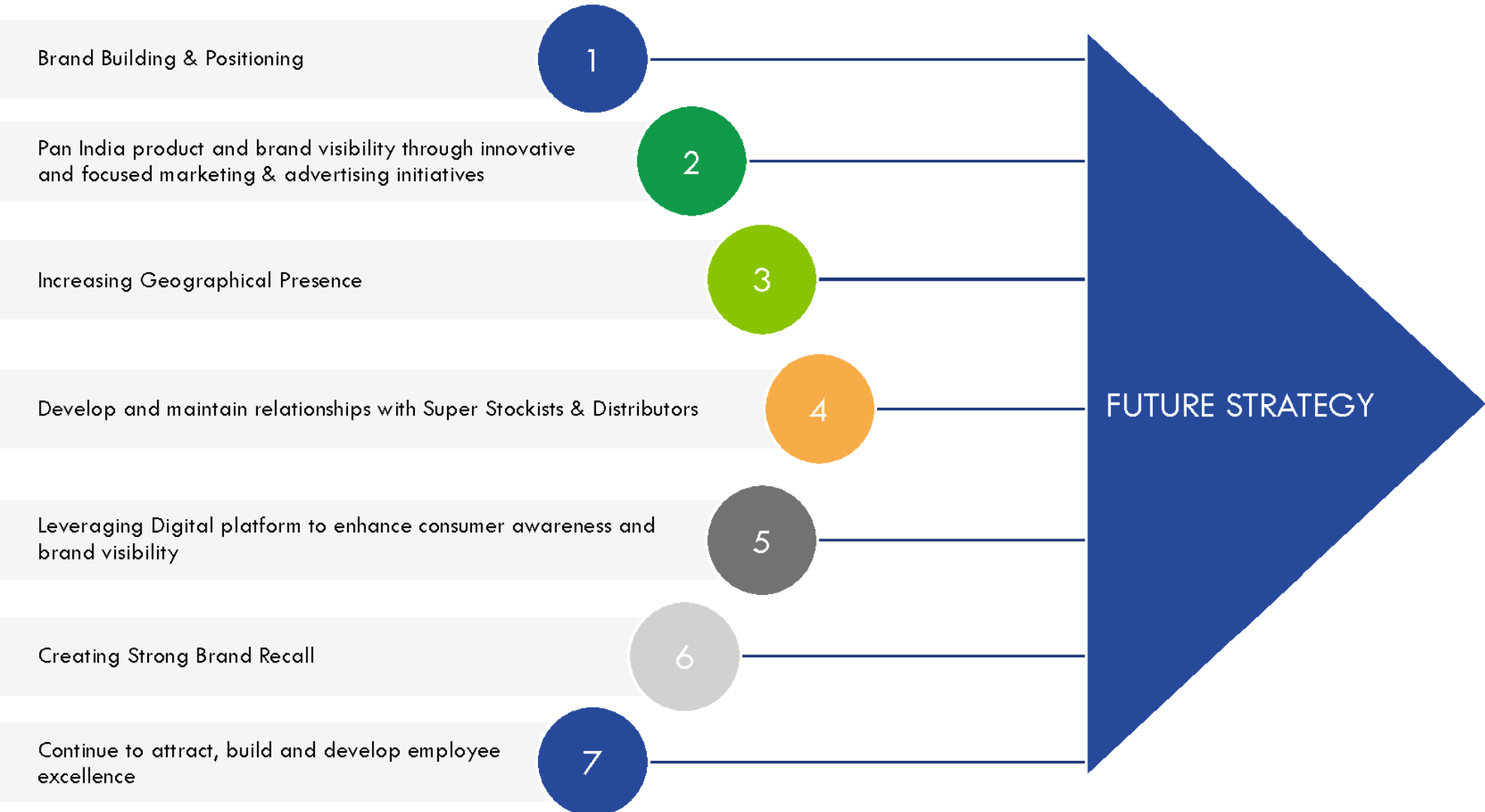
Creating Strong Brand Recall

6

Continue to attract, build and develop employee excellence

7

FUTURE STRATEGY





BUSINESS OVERVIEW



Business Mix – Ayurvedic & Ethical Products

- RWL markets and sells contraceptives, sexual enhancement supplements, personal lubricants, personal & healthcare products, etc.
- Quick Service Advertising (QSA): RWL is also engaged in consumer product sales through teleshopping and print ads whereby products are sourced in bulk and shipped directly to customer.

Sexual Wellness

PlayWin Capsule

PlayWin Plus Capsules

PlayWin Capsule F

PlayWin Condom

PlayWin Spray (Ethical)

PlayWin Oil

Personal & Healthcare Products

Rajnish Lotion

Pia Lo Herbs

Kasaav Powder

Mithohar

Madamrit Hair Oil

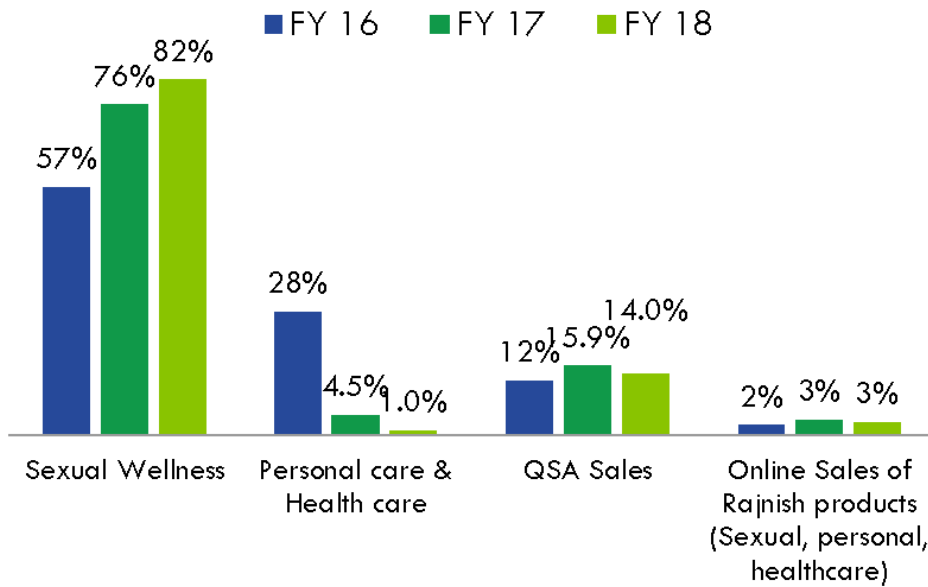
Madamrit Hair Shampoo

Madamrit Hair Tablet

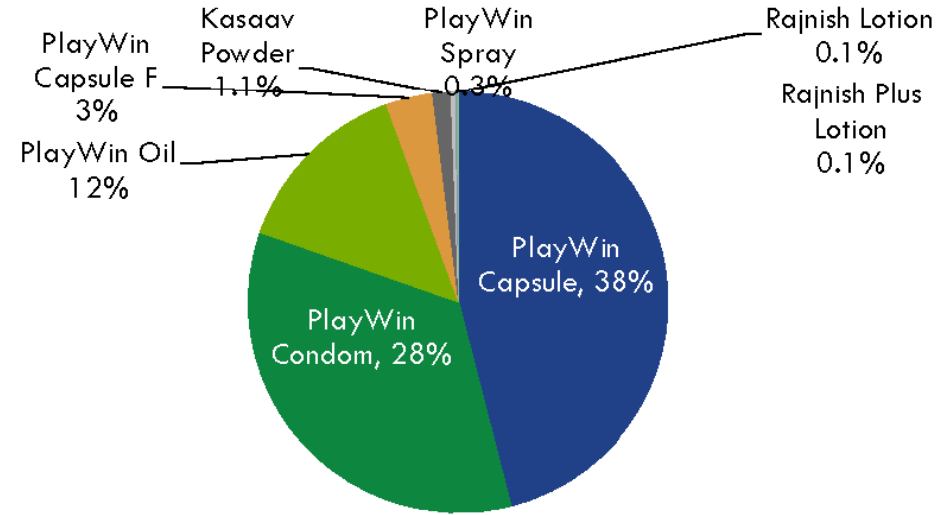
Sudanta Tooth Powder



Revenue Mix (%)



Revenue Breakup of Top 8 Products % (FY18)



Direct Sales & QSA Sales (INR Mn)

