

Investor Communication

Quarter and year ended 31st March, 2016

28th April, 2016

Financial Highlights FY16

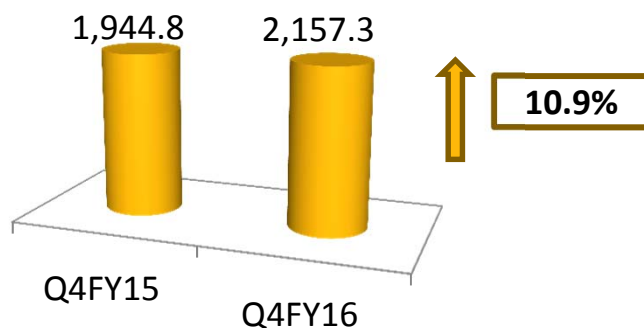
		Growth %	Rs Crs
SALES	↑	8.1%	8436.0
EBITDA	↑	17.9%	1739.0
PAT	↑	17.5%	1252.7

Financial Highlights Q4FY16

		Growth %	Rs Crs
SALES	↑	10.9%	2157.3
EBITDA	↑	20.8%	471.7
PAT	↑	16.6%	331.9

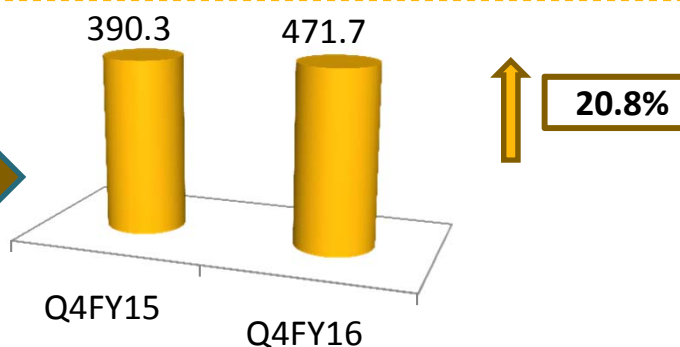
Financial Highlights Q4FY16

Revenue
(In Rs.Crs)



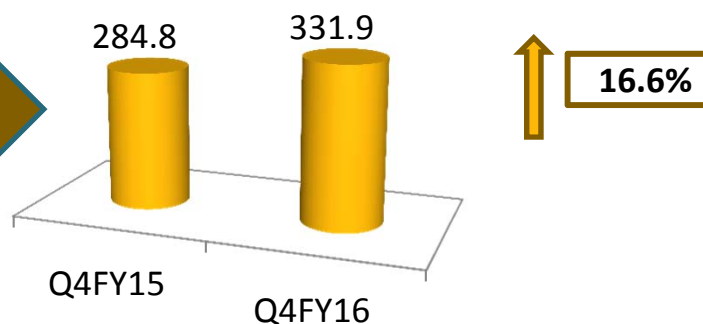
- Consolidated sales grew by 10.9%
- Domestic FMCG Business reported growth of 8.5% driven by volume growth of 7%
- International business reported growth of 15.7%

EBITDA
(In Rs.Crs)



- EBITDA margin increased to 21.9% v/s 20.1% in Q4FY15
- Material Costs were lower at 45.3% of sales in Q4FY16 vs 46.6% in Q4FY15
- Adpro stood at 13.1% in Q4FY16 compared to 13.6% in Q4FY15

*PAT
(In Rs.Crs)



- Consolidated PAT grew by 16.6%
- Higher depreciation costs on account of addition to fixed assets
- Higher other income contributed to net profit
- PAT Margins increased to 15.4% in Q4FY16 from 14.6% in Q4FY15

*After minority interest

Gulabari and Lal Tail join the 100 crs Club



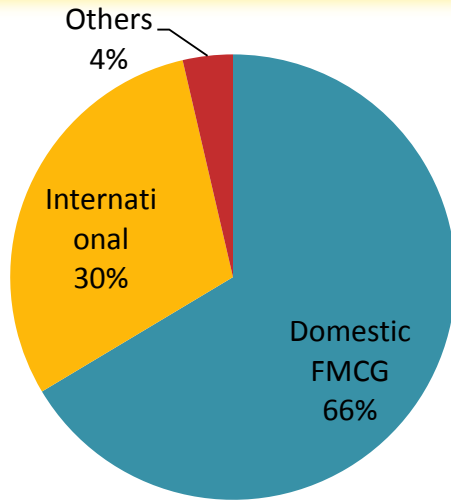
The Gulabari Franchise leverages the natural equity of “Rose” and comprises Rose Water, Cream, Lotion, Face Freshener and Face Washes

Lal Tail, a traditional product of Dabur, is an Ayurvedic Oil for baby massage and enjoys good brand equity

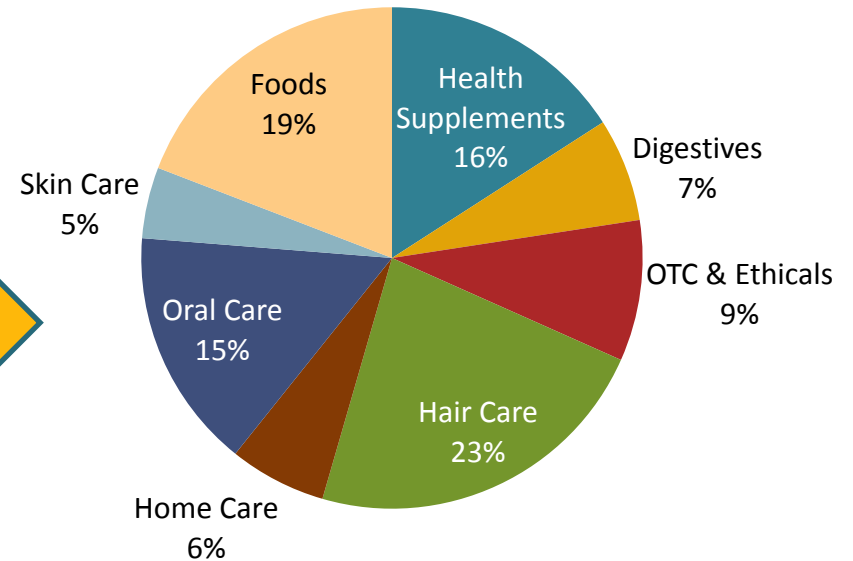


Dabur Business Overview Q4FY16

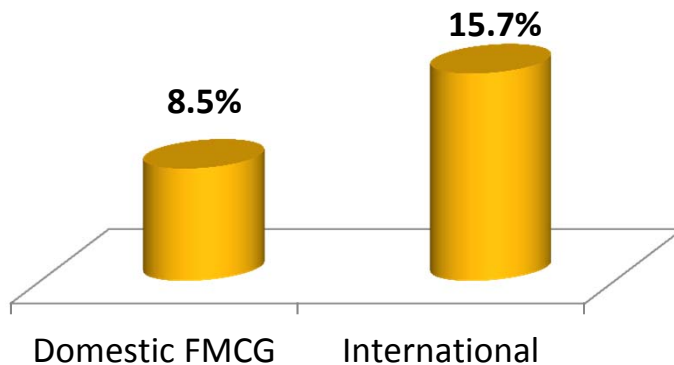
Sales Contribution*



Domestic FMCG- Category Breakup



Growth Rates



- Domestic FMCG Business reported growth of 8.5% driven by volume growth of 7%
- International Business grew by 15.7% driven by good growth in the Organic International business
- International Business contributed to 30% of consolidated sales

* Others includes Retail

Category Highlights -India

Oral Care

- The Oral Care portfolio continues to beat the category growth rate , recording 18.3% growth with the toothpaste portfolio growing at 20.3% in Q4FY16
- Red Toothpaste continued on a robust trajectory and posted double digit volume led growth on the back of increasing traction for Ayurvedic/Natural toothpastes
- Meswak recorded strong double digit growth driven by product efficacy and effective brand positioning
- Babool continued to be subdued due to competitive intensity in the economy segment. Focus remains on Improving brand imagery and increasing the saliency of larger packs

RED PASTE

रहो प्रॉब्लम फ्री
इस्तेमाल कीजिए 13 आयुर्वेदिक तत्वों
वाला ड़ाबर रेड पेस्ट

लौंग
'दंत के दर्द से राहत दे

पुदीना
मुँह और साँस को ताज़ा रखे

तोमर
कीटपुओं से लड़े

ड़ाबर रेड पेस्ट

MESWAK

**"ONCE YOU BRUSH,
YOU FEEL LIKE
TELLING THE WHOLE WORLD
ABOUT IT."**

Dabur Meswak Toothpaste;
passionately recommended by its users.

Toothpaste with pure extract of
rare Miswak Herb for

**Healthy Gums
Strong Teeth**

Experience the uniqueness yourself
and start everyday with an
Awesome Mouthfeel

Experience the goodness of Dabur Meswak, log on to www.meswak.com
Buy now at amazon.in | snapdeal | SHOPEXES | PAYTM | Flipkart

Dabur

Hair Care

- Hair Oil portfolio recorded 8.2% growth in Q4FY16 driven by good growth in both perfumed and coconut hair oil segments
- Perfumed Hair Oil category performed well with the Amla franchise clocking double digit growth during the quarter
- Anmol Coconut Oil continued its robust growth in strong double digits led by investments and increase in penetration of the brand
- The shampoo portfolio remained under pressure due to heightened competitive intensity. Vatika Shampoo was recently re-launched in a more contemporary format as “Vatika Oil Balance”. This shall help strengthen the brand equity and increase appeal to the consumers.
- Plans to roll out Dabur Almond shampoo to more markets



Home Care

- Home Care portfolio posted growth of 19.3% in Q4FY16 led by strong momentum in Odonil and Odomos brands
- Odomos registered strong double digit growth led by trial generation among school kids, doctor endorsements and extensive use of digital media to spread awareness about Dengue
- Odonil posted high teens growth in Q4FY16 with new formats like Odonil Gel and Odonil One Touch performing well. The brand crossed the Rs.200 crore mark this year.
- Sanifresh focusing on strengthening the brand through portfolio expansion and digital initiatives



Skin Care

- The Skin Care portfolio reported a subdued performance in Q4FY16 mainly due to high base effect .
- The Gulabari Franchise which is now a INR 100crs brand clocked good growth during the quarter with both Rosewater and Face Fresheners growing in double digits
- The new communication for Gulabari- “Be Pretty Tough” has been well received with more than 4.5 mn likes on social media
- The Bleach portfolio was flattish mainly due to base effect of high growth in the same quarter last year
- Product Premiumization and strengthening the Salon channel shall be the strategy going forward



OTC & Ethicals

- The OTC & Ethicals portfolio registered growth of 7.1% in Q4FY16
- Healthcare products like Honitus, Janam Ghunti, Lal Tail and Shilajit clocked double digit growth on the back of increased doctor coverage as a part of the Medico Marketing Initiative- Project LEAD
- Honitus brand extended with launch of mixed fruit variant – more variants in pipeline
- *Dabur Baby* to be expanded with contemporary product offerings on the Naturals platform



Health Supplements & Digestives

Health Supplements

- The category reported single digit growth in Q4FY16 primarily on account of pressure in Dabur Honey due to disruptive competition
- Premiumization* is the way forward in the Honey portfolio. Launch of Honey Squeezy in Q4FY16 and some more value added variants over the next few months is a part of the strategy
- A favourable start to the summer season helped Dabur Glucose record good growth in Q4FY16. Flavour portfolio of Glucose expanded with the launch of Glucose Aam Panna variant

Digestives

- Digestives portfolio clocked 6.5% growth in Q4FY16
- Pudin Hara franchise clocked high double digit growth led by extensive sampling and brand communication. The brand extended to antacid category with launch of Pudin Hara Antacid .
- Hajmola franchise was under pressure due to category slowdown and regional competition
- Hajmola Yoodley rolled out nationally this quarter



Foods

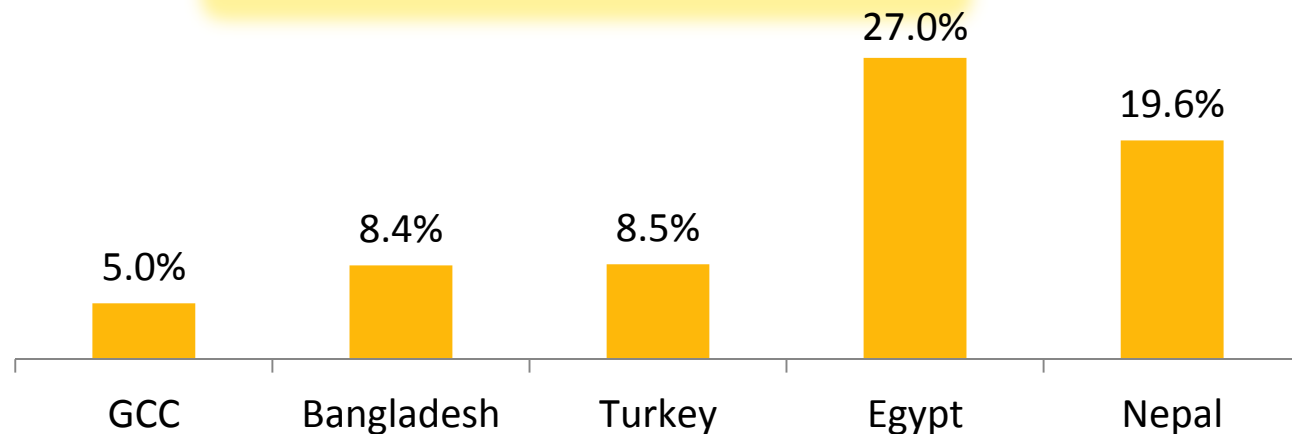
- Foods business reported growth of 11.7% in Q4FY16
- Supply of Real and Activ fruit juices from Nepal resumed in the 1st week of February 2016 when the India- Nepal border opened . Consequently, Fruit Beverages including Real and Activ clocked 13% growth during the quarter
- New launches in Real and Activ range of juices planned for the coming quarters



International Business- Q4FY16

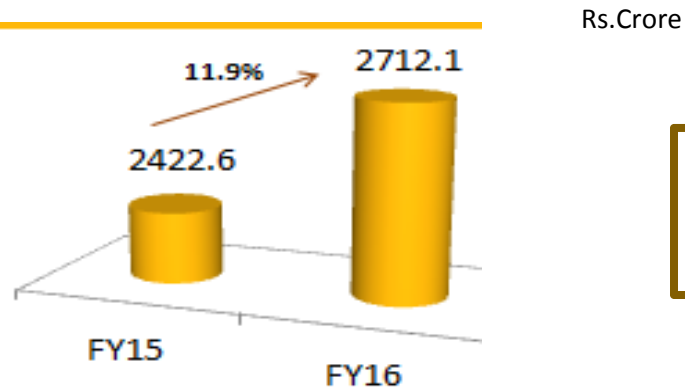
- International Business registered growth of 15.7% with constant currency growth of 10.4% in Q4FY16
- Organic International Business grew by 19.3% on the back of good growth in Dubai, Egypt, Nepal and Bangladesh
- Namaste posted double digit growth with the Non- US business performing well
- Hobi reported 8.5% growth in constant currency terms. However, growth in INR was impacted by currency depreciation
- Product innovation and continued investments behind the brands and distribution driving growth

*Key Growth Markets Q4FY16



*Growth On Constant currency basis

International Business- FY16



The International business recorded
11.9% growth in FY16

Thrust on Innovations

- Vatika**- A new range of alpha ingredient shampoos(Black Olive,Argan),Hair Colours, Oil Replenishment (Leave On Styling range) were introduced
- Amla**-The brand was extended to innovative offerings like Amla Hair Oil(Kids), Amla Men Hair Tonic, variant extensions in Hair Creams and Hamamzaiths
- Dermoviva**-Products including Olive Oil Baby Wipes, Face wash(Rose, Apricot,Neem), Face Scrub, Sun Screen Lotion were rolled out in FY16
- Dabur Herbal Toothpaste**-Specialized offerings such as Anti Ageing benefit and toothpaste offerings for the special oral care needs of smokers and sensitivity
- ORS(Namaste)**-Natural segment was the focus in ORS and products like ORS Black Olive Oil Repair, of Monoi Oil Edge Control Gel Stick, Monoi Oil Shampoo & Monoi Oil Conditioner were added to the portfolio

Recently Launched

India



Honey Squeezy



Glucose Aam Panna



Pudin Hara Antacid

International



Amla Men Hair Tonic



Dermoviva Facewash- Rose, Apricot &Neem



Dermoviva Baby Wipes

Dividend FY16

Final Dividend	
Dividend Per share (Rs.)	1
Dividend Amt (Rs.crs)*	211.7

Total Dividend:FY16	
Dividend Per share (Rs.)	2.25
Dividend Amt (Rs.crs)*	476.4

*Note: Includes dividend tax

Consolidated P&L

DIL (Consolidated) P&L - in Rs. crores	Q4FY16	Q4FY15	YoY (%)	FY16	FY15	YoY (%)
Net Sales	2,157.3	1,944.8	10.9%	8,436.0	7,806.4	8.1%
Other Operating Income	4.0	4.9	-19.1%	18.1	20.8	-13.3%
Material Cost	976.3	905.9	7.8%	3797.0	3720.1	2.1%
<i>% of Sales</i>	45.3%	46.6%		45.0%	47.7%	
Employee Expense	202.0	172.3	17.2%	794.8	689.6	15.3%
<i>% of Sales</i>	9.4%	8.9%		9.4%	8.8%	
Advertising & Publicity	283.6	265.4	6.9%	1242.7	1124.4	10.5%
<i>% of Sales</i>	13.1%	13.6%		14.7%	14.4%	
Other Expenses	284.0	260.4	9.1%	1099.7	976.8	12.6%
<i>% of Sales</i>	13.2%	13.4%		13.0%	12.5%	
Other Non Operating Income	56.3	44.7	26.0%	219.2	158.1	38.7%
EBITDA	471.7	390.3	20.8%	1,739.0	1,474.4	17.9%
<i>% of Sales</i>	21.9%	20.1%		20.6%	18.9%	
Finance Costs	13.1	10.3	27.0%	48.0	40.1	19.7%
Depreciation & Amortization	36.0	28.2	27.6%	133.8	115.0	16.3%
Profit Before Tax (PBT)	422.6	351.9	20.1%	1557.2	1319.4	18.0%
Exceptional Item	0.0	0.0		0.0	0.0	
Tax Expenses	89.2	67.0	33.2%	301.8	250.9	20.3%
PAT(before Minority Interest)	333.4	284.9	17.0%	1255.5	1068.5	17.5%
<i>% of Sales</i>	15.5%	14.6%		14.9%	13.7%	
Minority Interest - Profit/(Loss)	1.5	0.1		2.7	2.6	
PAT (After Minority Int)	331.9	284.8	16.6%	1252.7	1065.8	17.5%
<i>% of Sales</i>	15.4%	14.6%		14.8%	13.7%	

Statement of Assets and Liabilities

Particulars	As at 31/03/2016 (Audited)	As at 31/03/2015 (Audited)
A EQUITY AND LIABILITIES		
1 Shareholders' funds		
(a) Share capital	175.91	175.65
(b) Reserves and surplus	3984.16	3178.49
Sub-total - Shareholders' funds	4160.07	3354.14
2. Minority interest	21.68	18.16
3. Non-current liabilities		
(a) Long-term borrowings	341.45	210.57
(b) Deferred tax liabilities (net)	76.54	58.71
(c) Long-term provisions	50.88	46.21
Sub-total - Non-current liabilities	468.87	315.49
4. Current liabilities		
(a) Short-term borrowings	449.74	522.98
(b) Trade payables	1330.18	1095.85
(c) Other current liabilities	356.74	541.52
(d) Short-term provisions	333.20	258.14
Sub-total - Current liabilities	2469.86	2418.49
TOTAL - EQUITY AND LIABILITIES	7120.48	6106.28
B ASSETS		
1. Non-current assets		
(a) Fixed assets	1373.28	1306.03
(b) Goodwill on consolidation	621.40	621.40
(c) Non-current investments	1787.31	1387.40
(d) Long-term loans and advances	29.51	20.75
(e) Other non-current assets	18.17	20.13
Sub-total - Non-current assets	3829.67	3355.71
2 Current assets		
(a) Current investments	736.54	425.97
(b) Inventories	1096.50	973.27
(c) Trade receivables	809.70	710.84
(d) Cash and bank balances	220.40	276.04
(e) Short-term loans and advances	326.53	278.87
(f) Other current assets	101.14	85.58
Sub-total - Current assets	3290.81	2750.57
Total -Assets	7120.48	6106.28

In Rs Crs

Thank You