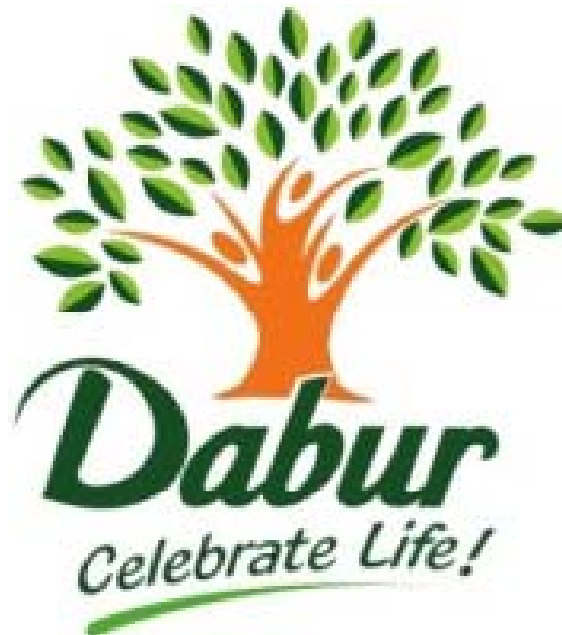


# Dabur India Limited

## Investor Communication

Quarter ended June 30, 2014



*July 28, 2014*

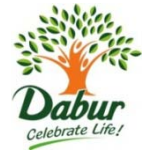
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## Performance Overview : Q1FY2014-15

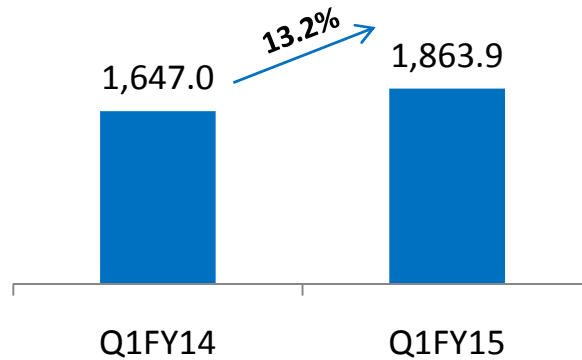


- **Consolidated Sales grew by 13.2% to Rs. 1,863.9 crores**
- **Consolidated EBITDA increased to Rs. 304 crores growing by 12.3%**
- **EBITDA margins were stable at 16.3% in Q1FY15 v/s 16.4% in Q1FY14**
- **Consolidated PAT reported an increase of 13.3% to Rs. 210.8 crores**

# Financial Performance: Q1 FY15

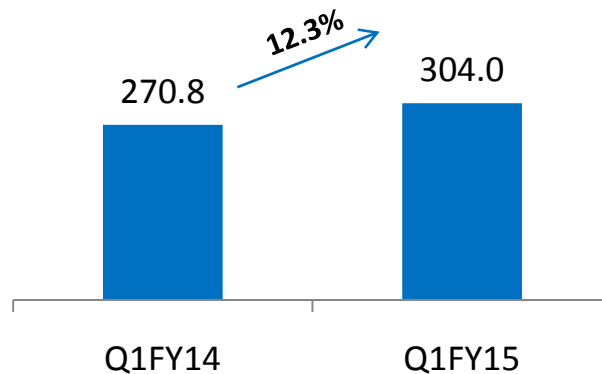


Revenue  
(in Rs. Cr.)



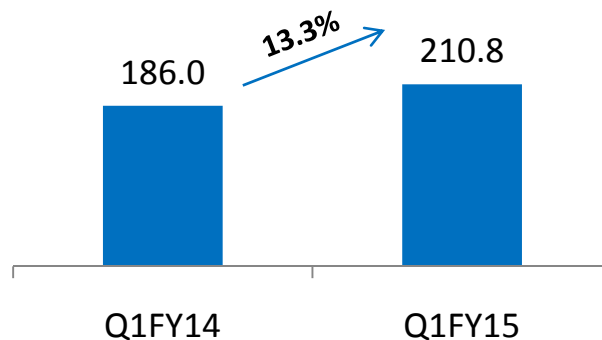
➤ Consolidated sales grew by 13.2% driven by volume growth of 8.8%

EBITDA  
(in Rs. Cr.)



➤ EBITDA margin was stable at 16.3% v/s 16.4% in Q1FY14, inspite of higher material costs

PAT\*  
(in Rs. Cr.)



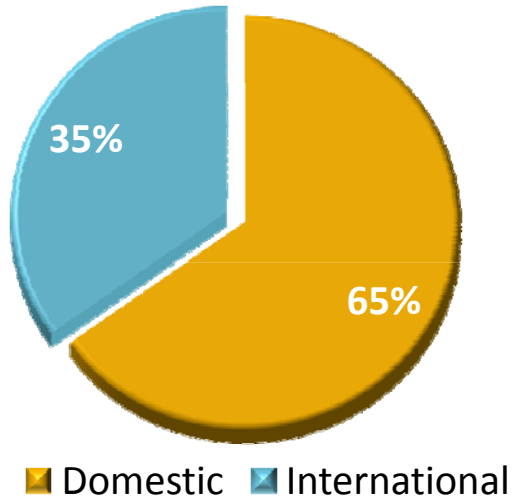
➤ PAT grew by 13.3% with PAT margins stable at 11.3%

\*After minority interest

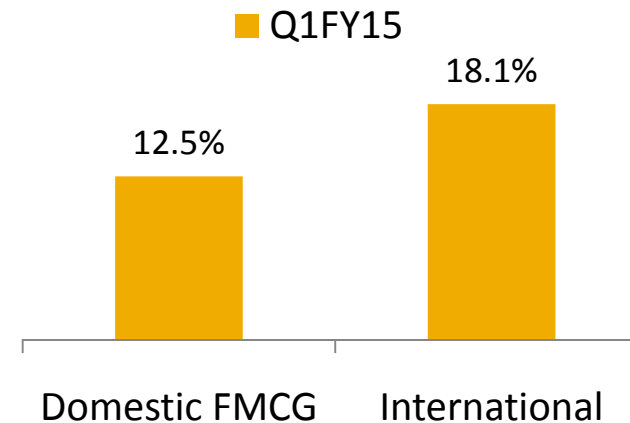
# Business Overview – Q1 FY15



## Sales Contribution\*



## Domestic and International Sales Growth Rates

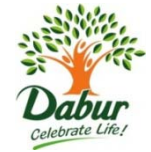


Note: International includes Namaste and Hobi

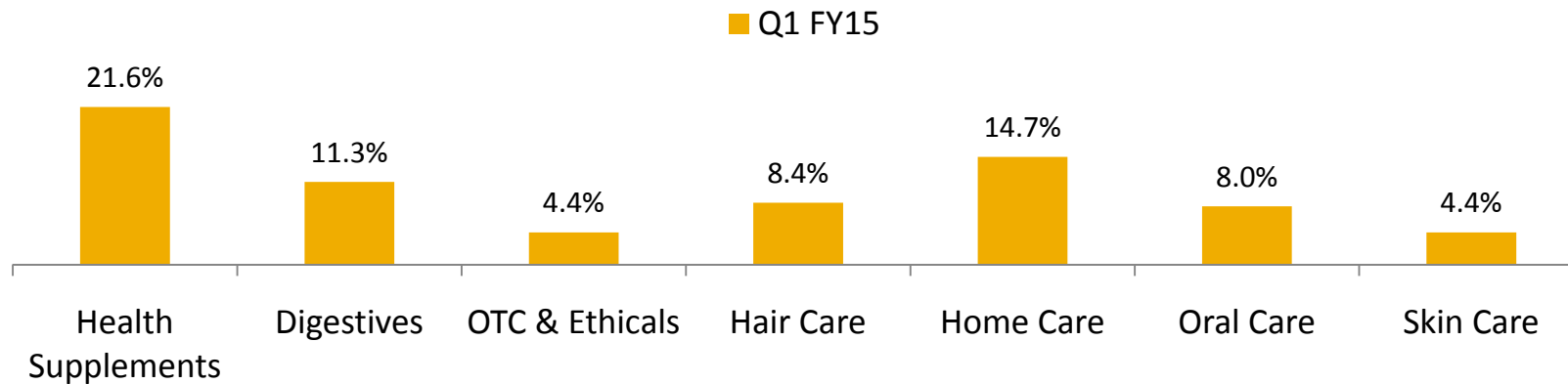
- International Business contributed to 35% of consolidated sales
- Domestic FMCG business comprising Consumer Care and Foods reported growth of 12.5%
- International Business grew by 18%
- Others consisting mainly of commodity exports witnessed decline due to lower international prices

\* Excludes Retail

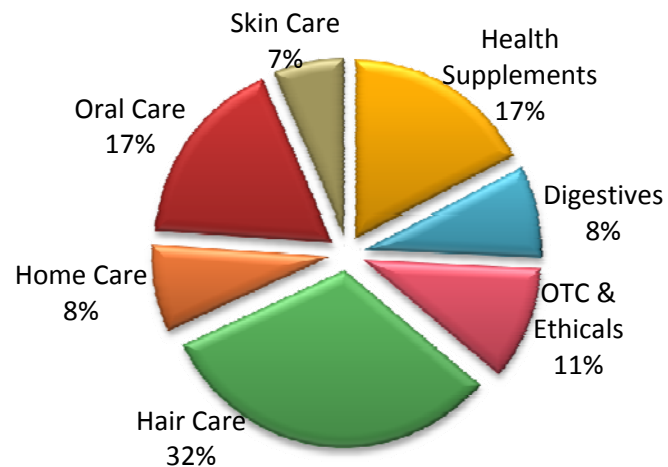
# Consumer Care Business



## Consumer Care Category Growth Rates (%)



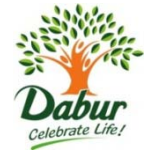
## Category Contribution (Q1FY15)



## Highlights

- Health Supplements grew at a robust 21.6% in Q1FY15 driven by Glucose and Honey
- Digestives reported growth of 11.3% in Q1FY15
- Home Care posted growth of 14.7% in Q1FY15

# Health Supplements



- Health Supplements grew strongly at 21.6% in Q1FY15
- Glucose reported double digit growth in Q1FY15 and registered strong gains in market share
- Honey continued to perform well and grew in double digits
- Dabur Chyawanprash also performed well although its sales are generally low in this quarter



Glucose: Ben 10 pack

# Digestives



- Digestives category grew by 11.3% in Q1FY15
- Hajmola franchise (candy + tabs) performed well and grew in double digits
- Recently launched Hajmola Chuzkara and Natkhat Amrud variant have elicited positive consumer response

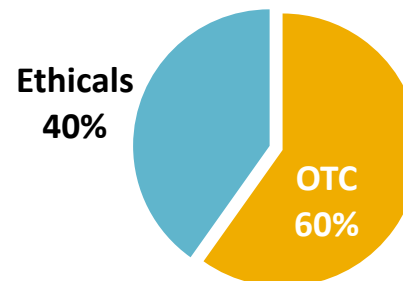


Hajmola: Launch of Chuzkara

# OTC & Ethicals

- OTC & Ethicals portfolio grew by 4.4% in Q1FY15 with the Ethicals portfolio performing well
- Recently introduced Hepano, a product for liver protection, elicited positive response and there are plans to further expand the Ethicals and OTC range with introduction of more products

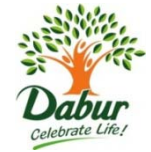
OTC v/s Ethicals Sales Split (Q1FY15)



**Ethicals: Recently launched Hepano elicited positive response**



# Hair Care



- Hair Care portfolio grew by 8.4% in Q1FY15
- Hair Oils grew by 7.1% in spite of deceleration in category growth rates
- Shampoo portfolio continued to perform well growing by 15.3%
- New products along with refurbished marketing mix expected to drive growth going ahead



**Vatika Enriched Coconut Oil with Hibiscus continues to elicit positive response**



**Vatika Shampoo: Print Campaign**

# Home Care

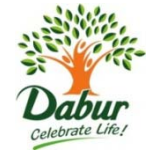


- Home Care grew by 14.7% in Q1FY15
- The biggest brand - Odonil grew in double digits in Q1FY15 with growth across formats.
- The strategy of getting into newer formats such as Gels and extending Odonil into living spaces is working well for Odonil.
- Sanifresh continued to perform well



**Odonil: Digital initiatives**

# Skin Care



- Skin Care reported growth of 4.4%. Growth was muted due to slowdown in category growth rates
- New digital platform for Gulabari showcasing the 'My Gulabari Recipe Bank' received a good response
- Fem Bleaches reported double digit growth and gain in market share.
- Premium brand Oxy Bleach was under some pressure due to slow down in discretionary spends



**Fem: Launch of Low Unit Pack**



**Fem Miss North India - an on ground initiative**

# Oral Care



- Oral Care grew by 8% in Q1FY15
- Toothpaste portfolio reported growth of 10.7%
- Our premium offerings - Red Toothpaste and Meswak witnessed strong double digit growth and posted gains in market share.
- The value brand Babool was re-launched during the quarter with a superior formulation including the goodness of Clove.
- The toothpowder brand - Lal Dant Manjan was flattish during the quarter but witnessed increase in market share



Launch of Dabur Babool with Clove Power

# Foods



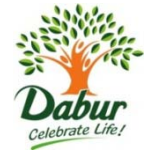
- Foods grew well at 21.6% in Q1FY15
- Real Fruit Juices continued to perform well across regions and channels and reported growth of 24% with gain in market share
- A 500 ml SKU was introduced for the first time in the juices category
- Activ Tender Coconut Water was brought out in tetra pack
- Culinary portfolio grew by 22% during the quarter



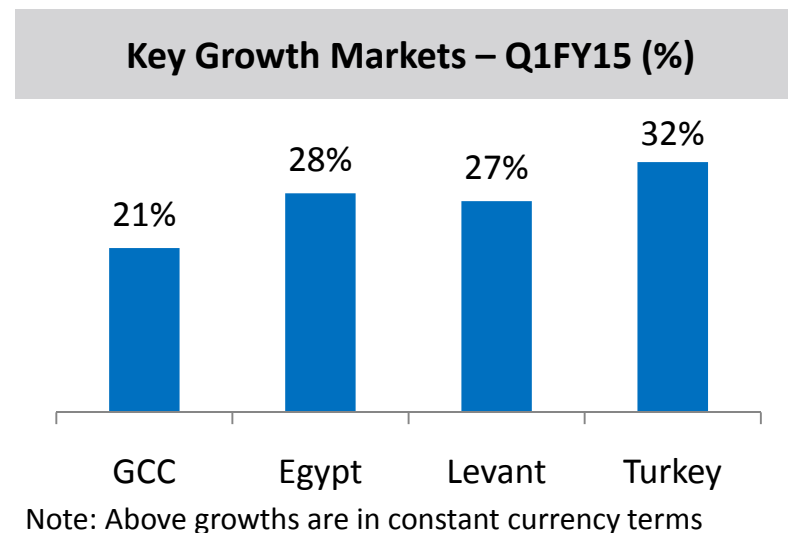
Real and Real Activ 500 ml pack launch

Coconut Water launch in Tetra Pak

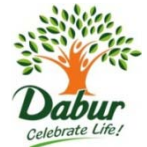
# International Business



- International Business registered growth of 18% in Q1FY15 with constant currency growth of 12.4% driven by good growth in GCC, Egypt, Turkey and Levant markets
- Namaste's non-US business continued to grow ahead of US business in line with our strategy to expand the share of non-US sales in Namaste's sales



# Recent New product Launches



## India



**Babool with Clove Power**



**Hajmola Natkhat Amrud**



**Hajmola Chuzkara**

## International Business



**Vatika Genghir Hair Oil**



**Vatika Enriched Sarson Hair Oil**

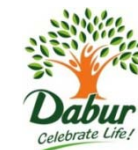


**Hobby Trendz Hair Gel**



**Hajmola Hing variant**

# Consolidated P&L



DIL (Consolidated) P&L - in Rs. Crores	Q1FY15	Q1FY14	YoY (%)	FY14
<b>Net Sales</b>	<b>1,863.9</b>	<b>1,647.0</b>	<b>13.2%</b>	<b>7,054.1</b>
Other Operating Income	5.0	5.4	-8.6%	21.2
Material Cost	922.6	807.3	14.3%	3400.0
<i>% of Sales</i>	49.5%	49.0%		48.2%
Employee Expense	156.9	137.9	13.8%	607.7
<i>% of Sales</i>	8.4%	8.4%		8.6%
Advertising & Publicity	286.3	254.2	12.6%	999.7
<i>% of Sales</i>	15.4%	15.4%		14.2%
Other Expenses	235.0	215.2	9.2%	911.5
<i>% of Sales</i>	12.6%	13.1%		12.9%
Other Non Operating Income	35.9	33.1	8.6%	131.5
<b>EBITDA</b>	<b>304.0</b>	<b>270.8</b>	<b>12.3%</b>	<b>1,287.9</b>
<i>% of Sales</i>	16.3%	16.4%		18.3%
Finance Costs	10.1	13.3	-24.1%	54.2
Depreciation & Amortization	26.7	22.0	21.4%	97.5
<b>Profit Before Tax (PBT)</b>	<b>267.1</b>	<b>235.5</b>	<b>13.5%</b>	<b>1136.2</b>
Exceptional Item	0.0	0.0		0.0
Tax Expenses	56.0	48.4	15.7%	219.1
<b>PAT(Before extraordinary item)</b>	<b>211.1</b>	<b>187.0</b>	<b>12.9%</b>	<b>917.2</b>
<i>% of Sales</i>	11.3%	11.4%		13.0%
<b>Extraordinary Item</b>	0.0	0.0		-0.7
<b>PAT(After extraordinary Items)</b>	211.1	187.0	12.9%	916.4
<b>Minority Interest - Profit/(Loss)</b>	0.3	1.0		2.5
<b>PAT (After Extra ordinary item &amp; Minority Int)</b>	<b>210.8</b>	<b>186.0</b>	<b>13.3%</b>	<b>913.9</b>
<i>% of Sales</i>	11.3%	11.3%		13.0%



***Thank You***