

February 3, 2021

DCS-CRD BSE Limited First Floor, New Trade Wing Rotunda Building, Phiroze Jeejeebhoy Towers Dalal Street, Fort, Mumbai 400 023 Stock Code: 533229	Listing Compliance National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor Plot No. C/1, 'G' Block Bandra- Kurla Complex Bandra East, Mumbai 400 051 Stock Code: BAJAJCON
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Dear Sir/Madam,

Sub: Investor Presentation

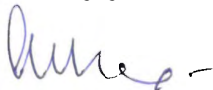
Please find enclosed a copy of Investor Presentation for the quarter ended December 31, 2020

The same may please be taken on record and suitably disseminated to all concerned.

Thanking you,

Yours Sincerely,

For Bajaj Consumer Care Limited



Chandresh Chhaya
Company Secretary & Compliance Officer
Membership No.: FCS 4813

Encl: as above

Bajaj Consumer Care Ltd
(Formerly Bajaj Corp Ltd)

117, 11th Floor, Bajaj Bhavan, Jamnalal Bajaj Marg, 226 Nariman Point, Mumbai - 400021
Tel.: +91 22 22049056 / 58 / 8633 | CIN: L01110RJ2006PLC047173 | Web: www.bajajconsumercare.com
Registered Office: Old Station Road, Sevashram Chouraha, Udaipur- 313 001, Rajasthan
Tel.: +91 0294-2561631, 2561632

Investor Presentation

Q3 FY 2020-21

3rd February 2021

Financial Highlights

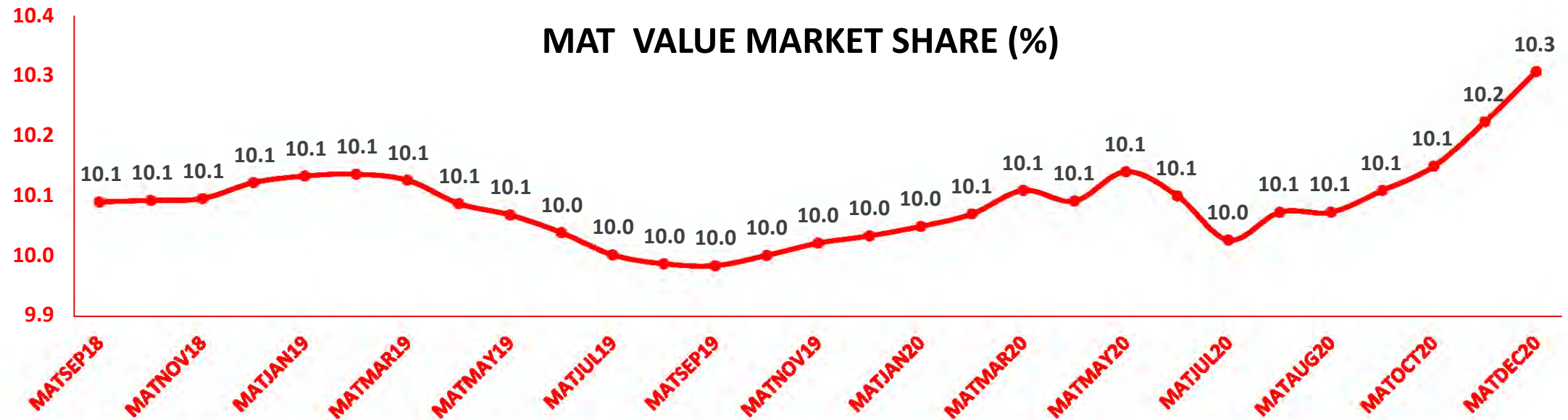
	Q3 FY 21	9M FY 21
Sales Growth	18.2%	1.1%
Gross Margin	63.4%	64.3%
ASP to Sales	19.2%	17.0%
EBITDA %	26.6%	28.5%
PAT %	24.0%	25.9%

Hair Oil Category Growth

Hair Oils	Value Growth % Vs LY					Volume Growth % vs LY				
	MAT Mar'20	Q1 20	Q2 20	Q3 20	YTD'20	MAT Mar'20	Q1 20	Q2 20	Q3 20	YTD'20
All India (U+R)	1.5	-25.3	-1.0	-1.4	-9.4	-0.9	-21.5	1.6	1.5	-6.3
All India (U)	2.4	-30.6	-7.7	-5.8	-14.8	0.1	-26.9	-5.7	-3.2	-12.0
All India (R)	0.4	-18.5	7.9	4.5	-2.3	-2.1	-15.4	10.3	7.2	0.4

- The Hair oil market recovered significantly from Q1 decline of 25.3% to a decline 1 and 1.4% respectively for Q2 and Q3 with an overall YTD December decline of 9.4%
- Urban continues to remain subdued though there has been sequential recovery in Q2 and Q3 over Q1
- Rural markets continue to outshine and outperform Urban consistently
- Value growths continue to lag Volume as Consumer seek value for money products and packs

Bajaj Hair Oil Market Share Trends



Value MS % Total Bajaj Hair Oils	Q1'20	Q2'20	Oct'20	Nov'20	Dec'20	Q3'20	Mat '20
All India (U+R)	9.6	9.8	10.5	11.1	11.4	11.0	10.3
All India - Urban	10.0	10.2	11.1	11.5	11.7	11.5	10.8
All India - Rural	9.1	9.4	9.9	10.5	10.9	10.4	9.7

- Market Share recovery in Q2 continued in Q3 and has been consistently higher than LY across Q3 for BCCL
- Both Urban & Rural Market Share has seen strong share growth in Q3'20

Source: Nielsen Retail Audit Report, Dec 2020, All India

ADHO Restage - Best Ever Almond Drops



- ADHO Formulation upgraded in Q2 FY 20 with 6X Vitamin E
- Formulation Supported by 2 new TV commercials :
 - 15 Sec Announcer Highlighting 6x Vitamin E
 - New Thematic Commercial :
 - Build Nourishment Equity of ADHO with 6x Vitamin E as RTB
 - Tonality / Look and Feel to Keep the brand Modern and Youthful
 - Relevance built with the idea of “ No Hairfall so New Hair Day , Every Day “

ADHO SKUs Launched Across Price - Points

5+1 Sachet



Rs 20 (35ml)



Rs 350 (650 ml)



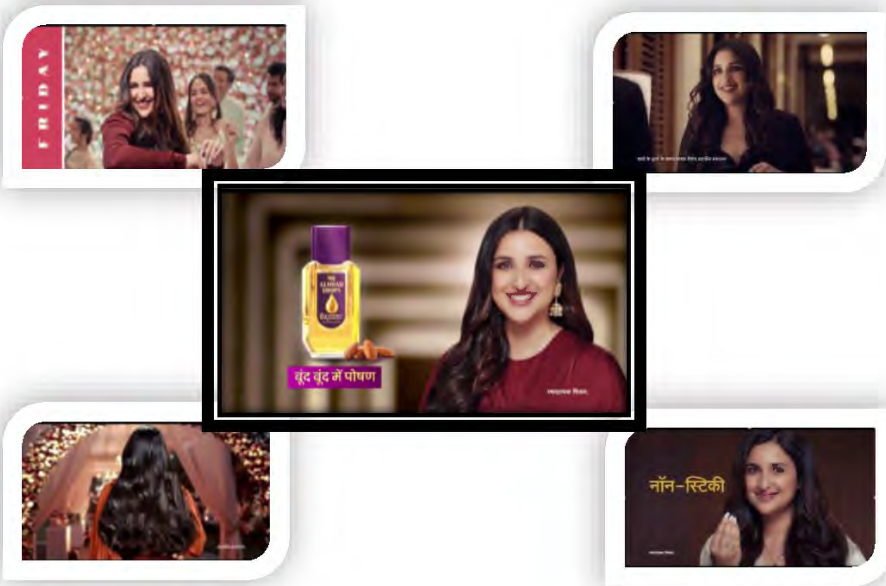
Low Priced Packs for Increasing Accessibility of the Brand

Large Pack for Alternate Trade

ADHO Integrated Campaign



6x Vitamin E Announcer –
Launched in Oct



New Hair Day – New Thematic
Launched in Nov



Print Campaign

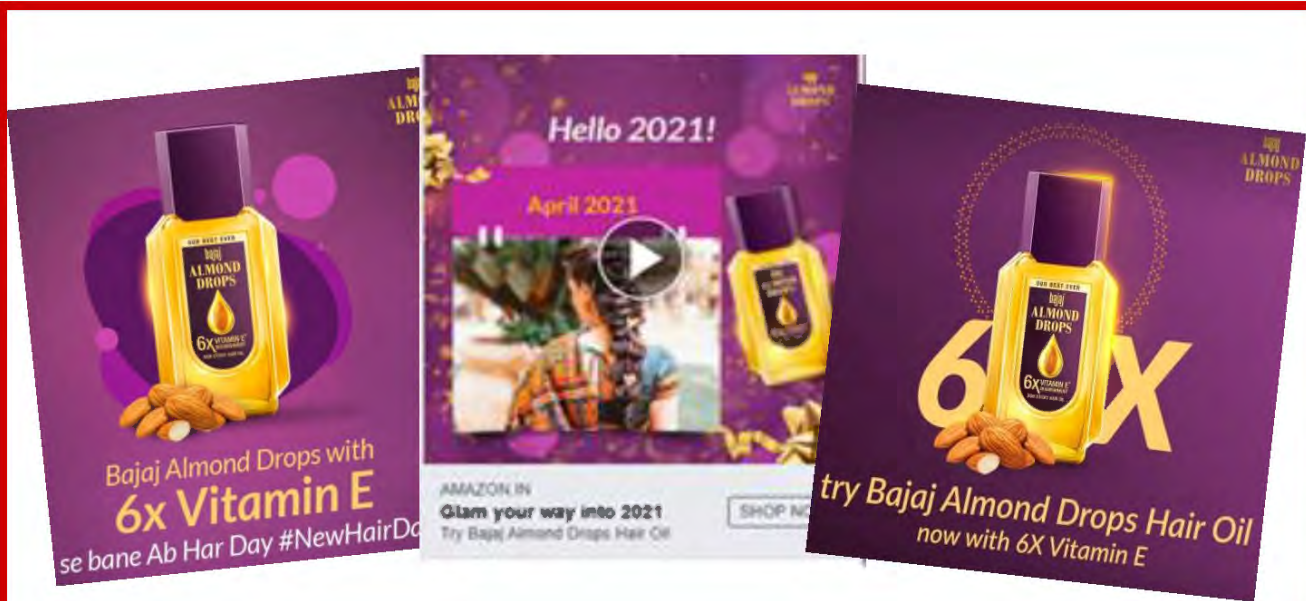


GT Visibility



MT Visibility

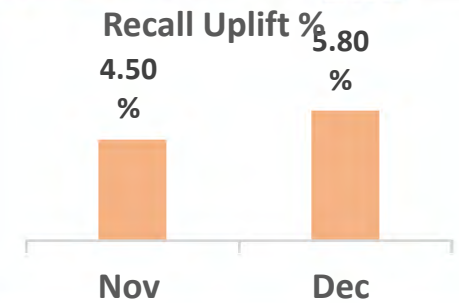
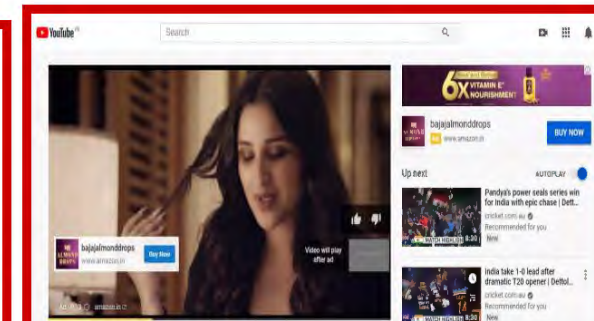
Thrust on Digital Marketing



Social Media Campaigns for Metros on both Facebook and Instagram targeted At Younger Audiences.



- **Influencer Campaigns** on Instagram
- Tie up with More than 80 Influencers



- **YouTube Campaigns** in Urban Markets
- Best in Class Ad Recall Lifts

Abhyang Snan Visibility in Maharashtra



Amla Hair Oil

- Focus on Distribution and Marketing Ramp up of New SKU's launched in Q2 (3ml / 300ml /500ml)
- Bajaj Amla Hair Oil MS moved by 0.2% to 0.4% in Dec 20
- Distribution – Availability increased to 236k outlets in Dec 20 vs 121K in Dec 19 (*Nielsen rural India*)



Sales value Breakup by channel – Q3 and 9M FY21

Figures in Rs. Crores

Channel	Q3 FY20	Q3 FY21	Gr %	9M FY20	9M FY21	Gr %
General Trade	173.9	203.7	17.2%	559.0	566.0	1.3%
Alternate Trade	26.0	32.6	25.4%	72.0	72.4	0.6%
Total Domestic	199.9	236.3	18.2%	631.0	638.4	1.2%
International Business	5.6	6.5	17.6%	18.1	17.6	-2.9%
Total For the Company	205.5	242.8	18.2%	649.1	656.0	1.1%

General Trade

- Urban has shown signs of recovery with positive growth of 7% in Q3 and Rural growing by 37%
- ADHO in Q3 saw an overall growth of 14% with larger packs doing well on the back of geography level initiatives
- Amla Hair oil continues to steadily scale up volumes doing well in most Northern states
- Retail loyalty programme in select cities in Urban has helped retail grow in Q3 after significant decline in H1
- Rural growth is supported by scale up of Van operations across the country including the Southern states

Van Distribution – Rural markets



Alternate Trade Channels

Modern Trade

- Q3 saw recovery of Modern Trade business to pre-Covid 19 levels
- Good traction was seen in business during Diwali Festival
- Placement of new brands like Zero Grey, Amla Hair Oil with more Retailers
- New 650 ml SKU launched exclusively for Modern trade in December 20

Institutional business including CSD and CPC

- CSD business has seen recovery during this quarter with regular flow of orders
- Brahmi Amla Hair oil product has got reactivated with CSD
- Concerted effort to leverage the Institutional Channel

Displays in Modern Trade

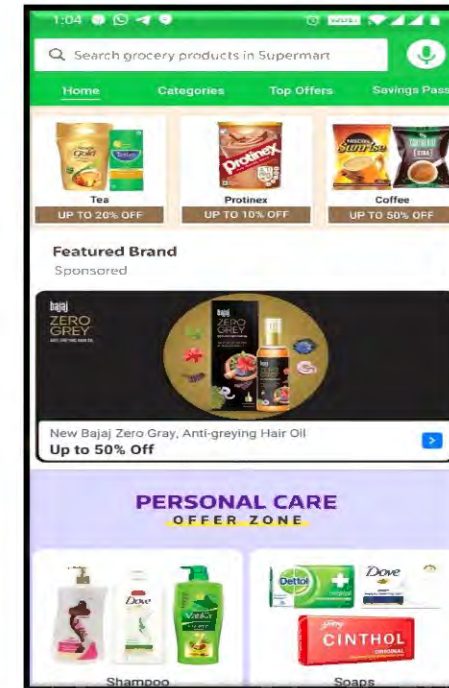
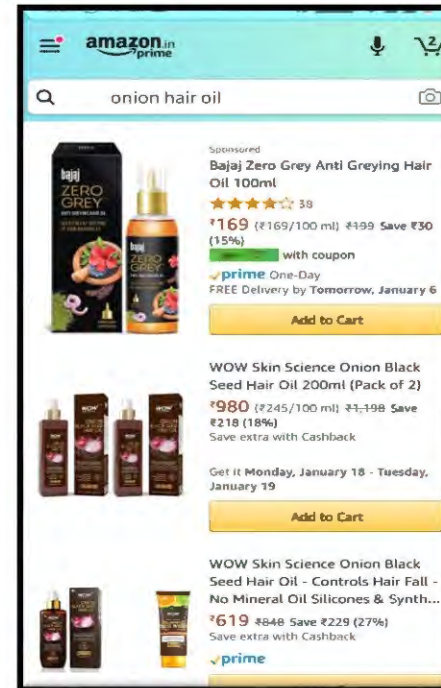
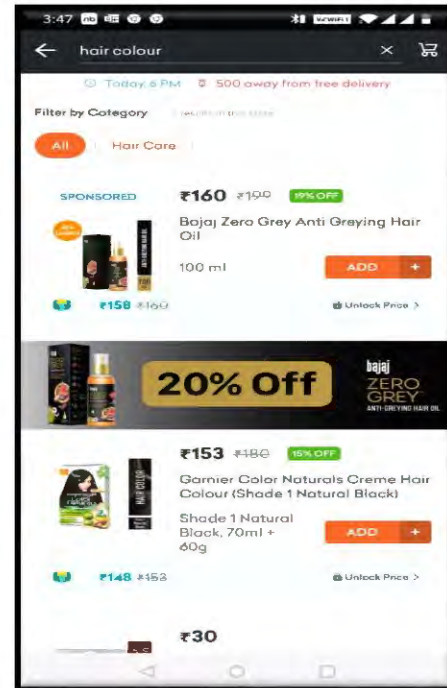


Scaling up Ecommerce Business

- E Commerce business grew by ~3x for the quarter contributing to 2.5% of Sales
- Optimising and increasing Digital Marketing on various platforms
- Focus on increasing our brand presence on different Grocery, Beauty and Pharma platforms
- Expanding product portfolio on relevant platforms
- External agency appointed to help us improve our brand presence and business in Ecommerce
- Building capability and strengthening team structure for managing the growing E-Commerce business

Bajaj Zero Grey – Digital first brand

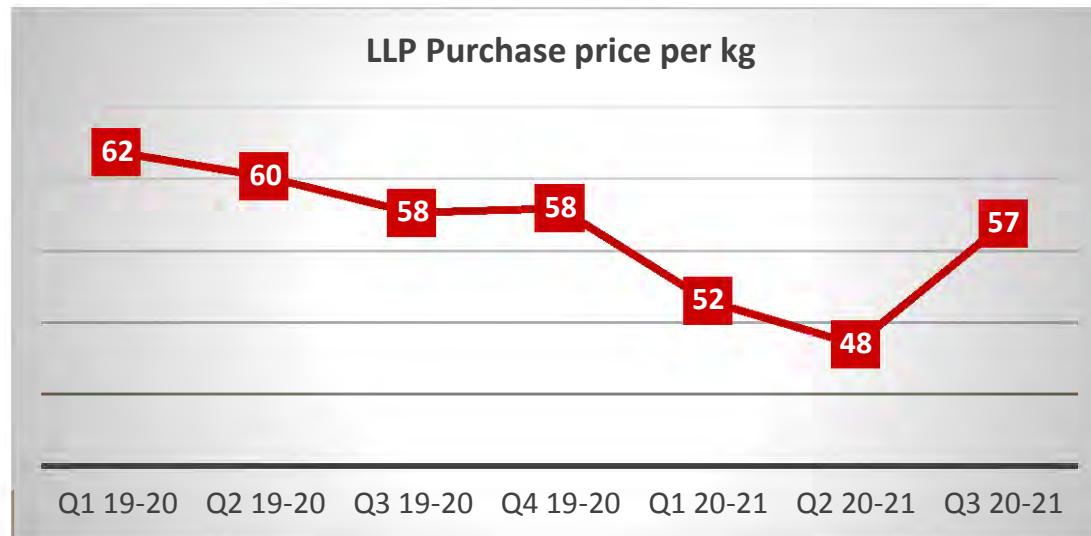
- Listing on all Major Ecommerce platforms and few Modern Trade Retailers completed
- Display + Search Marketing has been a thrust area for scale up in Q3
- Social Media awareness Campaign along with digital marketing on various ecommerce platforms
- Will continue to remain a focus brand for the company in the future



Price Trends for LLP and RMO

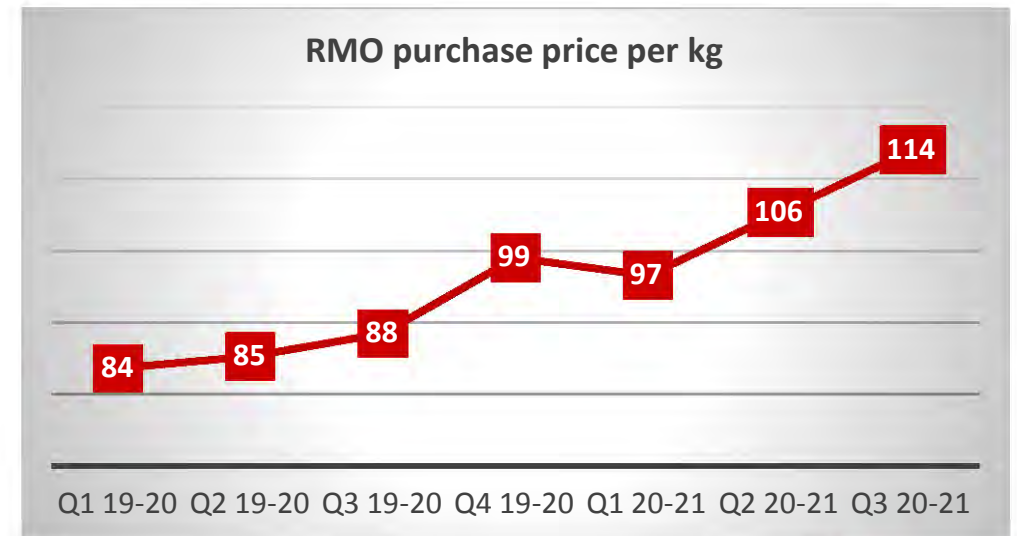
Light Liquid Paraffin(LLP)

- Upward trend due to supply issues in input RM
- Q3 price about 17% above Q2
- Crude prices crossed USD 50 levels against ~\$ 40 levels in previous quarters



Refined Mustard oil(RMO)

- All edible oils on an increasing trend
- Q3 prices about 8% higher than Q2



Human Resources

Talent Acquisition

Onboarding of New Leadership in Management Committee:

- Head Sales
- Head Supply Chain, Operations & IT
- Head Trade Marketing & Business Analytics
- Head Legal
- Head IT

Further restructuring and hirings being planned to leverage the growing business of ecommerce

Structured Management Trainee program launched and Management Trainees are being hired from premier Tier 1 B-Schools

Learning & Development

eLearning:

- eLearning being introduced in BCCL through Success Factors to ensure access to learning anytime, anywhere for all employees

Key L&D Highlights:

- Core functional skills like Data Driven Planning and Territory management for frontline
- Managerial Capability development for ASMs on topics like People Management, High Stake Conversations, Territory & Team Accountability
- Curated learning journey for Mid-Senior management on Emotional Intelligence through training, practice labs and development centres

Rewards & Recognition

- Virtual platforms utilized for giving out the awards ensuring spirit of appreciation is retained. The approach created a lot of enthusiasm with employees
- R&R strategy being revisited to ensure it creates aspiration, pride and motivation
- New awards being introduced

Awards & Recognition



- BCCL Quality teams from Paonta Sahib (Team Lakshya) and Guwahati (Team Synergy) won Gold Award at the 10th Convention of state level Quality Chapters, organized by QCFI (QCFI -Quality Circle Forum of India) in November 2020
- Both the teams also won Excellence Awards at 34th National level Convention on Quality Concepts (NCQC-2020), organized by Quality Circle Forum of India in December 2020

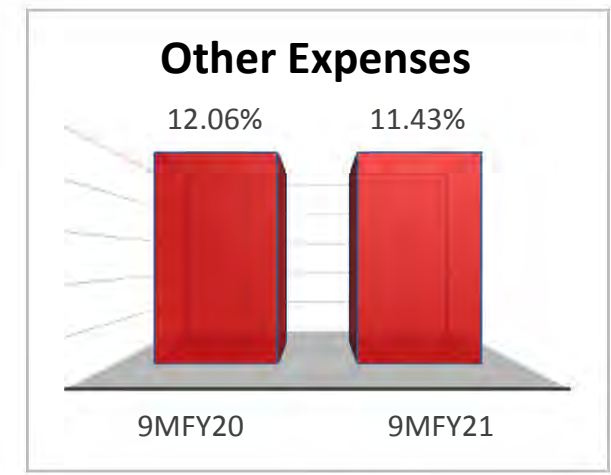
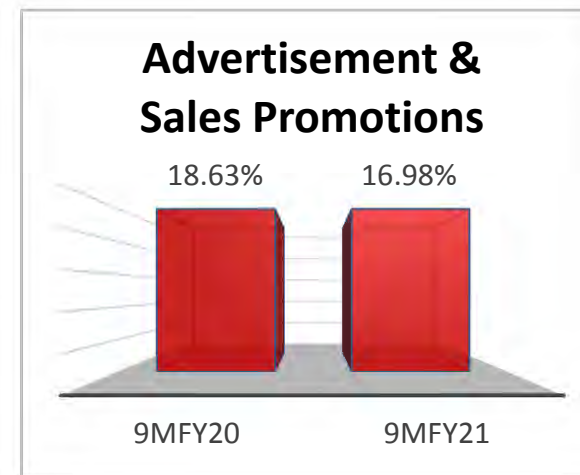
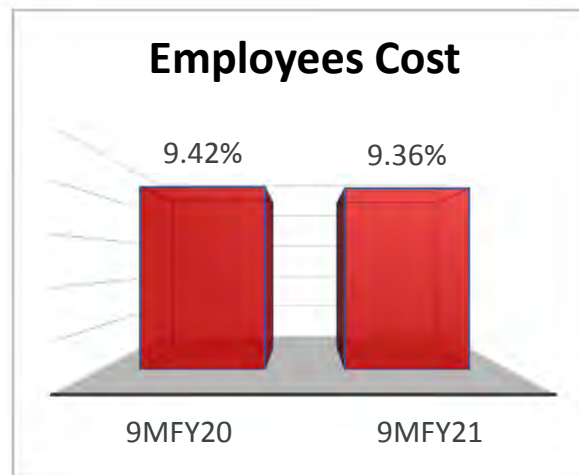
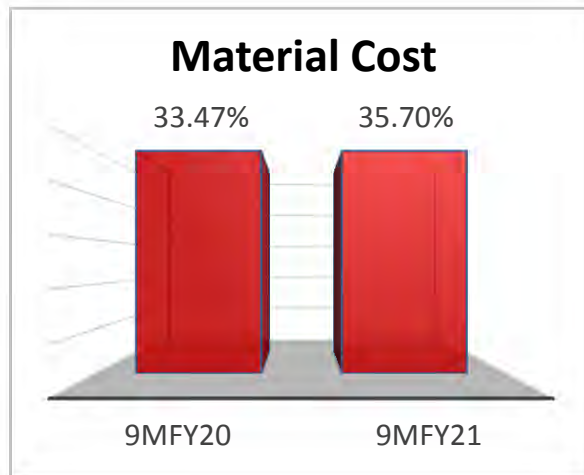
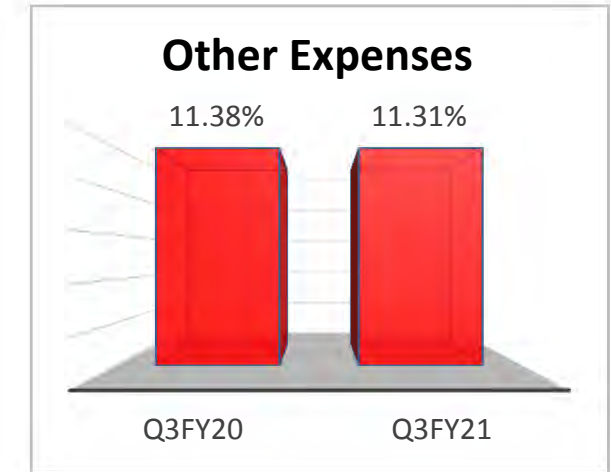
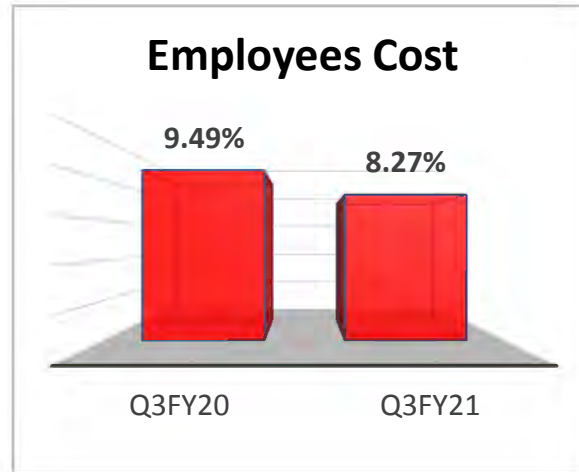
Financials

Summary Financial Q3 & 9M FY21 – Standalone

Figures in Rs. Crore

Particulars	Q3FY20	Q3FY21	Growth%	9MFY20	9MFY21	Growth%
Sales	205.47	242.79	18.16%	649.12	656.03	1.06%
Total Operating Income	211.48	247.26	16.92%	668.81	668.62	-0.03%
Gross Contribution	137.13	154.08		431.89	421.84	
EBITDA	55.69	64.48	15.78%	191.20	186.71	-2.35%
Other Income	9.02	9.21		21.53	28.21	
Profit before Tax	60.69	70.56	16.26%	201.20	205.60	2.19%
Tax	10.61	12.33		35.16	35.93	
Profit after Tax	50.08	58.23	16.26%	166.03	169.67	2.19%
Gross Margin %	66.74%	63.46%		66.53%	64.30%	
ASP to Sales	21.70%	19.17%		18.63%	16.98%	
EBITDA %	27.10%	26.56%		29.45%	28.46%	
PAT %	24.37%	23.98%		25.58%	25.86%	

Expense % to Sales



Dividend Payout History

Year	No. of Shares (in Lakhs)	Face Value	Dividend Payout (Rs in Lakhs)	% to Capital	Dividend per share(Rs.)
2020-21	1,475.40	1	8852.40	600%	6.00
2019-20	1,475.34	1	2950.68	200%	2.00
2018-19	1,475.00	1	20,650.00	1400%	14.00
2017-18	1,475.00	1	17,700.00	1200%	12.00
2016-17	1,475.00	1	16,962.50	1150%	11.50
2015-16	1,475.00	1	16,962.50	1150%	11.50
2014-15	1,475.00	1	16,962.50	1150%	11.50
2013-14	1,475.00	1	9,587.50	650%	6.50
2012-13	1,475.00	1	9,587.50	650%	6.50
2011-12	1,475.00	1	5,900.00	400%	4.00
2010-11	295.00	5	2,802.50	190%	9.50

Thank you