#### SASTASUNDAR VENTURES LIMITED

Azimganj House, 2nd Floor, 7 Abanindra Nath Thakur Sarani (Formerly Camac Street), Kolkata 700017, India. Tel: +91 33 2282 9330; Fax: +91 33 2282 9335 Email: info@sastasundar.com; Website: www.sastasundarventures.com CIN: L65993WB1989PLC047002

Date: 13-08-2021

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 – Investor Presentation

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find attached herewith the Investor Presentation of the Company.

This is for your information and record.

Thanking you,

Yours faithfully,

For Sastasundar Ventures Limited RVE

Protop Singh

Pratap Singh

**Company Secretary and Compliance Officer** 

KOLKATA



Sasta Sundar health & happiness

Consistent access to Affordable Healthcare

Investor Presentation August 2021

# Safe Harbour



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# SastaSundar: Health & Happiness Club Membership Plans



We are happy to present "SastaSundar Health & Happiness Club Membership Plan\*" - a pocketfriendly way of meeting all of your healthcare requirements with many privileges.

#### **Exclusive Benefits**

Additional Discounts on Medicines

> Attractive Offers on Wide Range of Products

Free Home Delivery

**Diagnostic Test Benefits** 

Free Diet Consultation **Packages** 

> Interesting Reads on Healthcare & Wellness



Benefit worth **₹5,599** 

Benefits valid for 1 year

BRONZE **MEMBERSHIP** Special Price ₹699 + GST





₹7,849°

Benefits valid for 1 year

SILVER **MEMBERSHIP** Special Price ₹999 + GST





**₹13,798** 

Benefits valid for 1 year





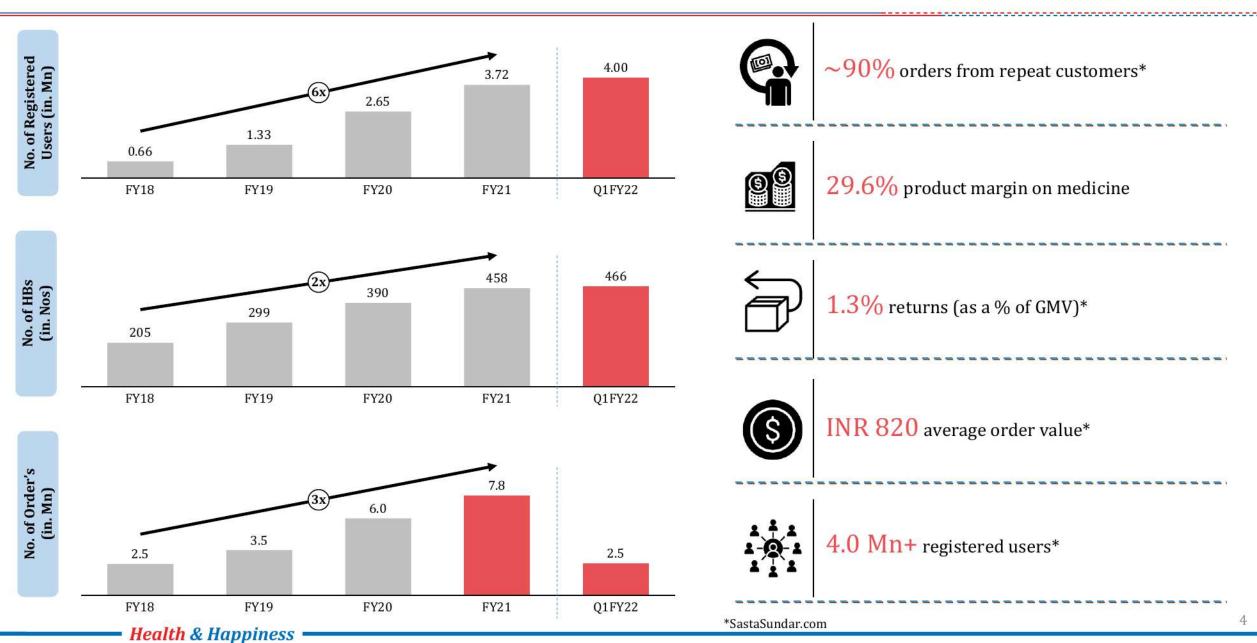


Your Health is a Journey, Not a Destination. We will be your **PARTNER** in this journey.

\*T&C Applies

# Operational Highlights



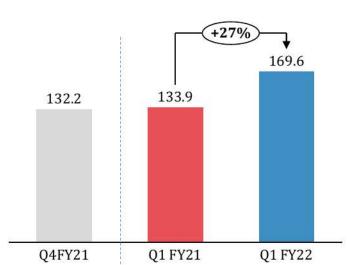


# Q1 FY22 Financial Highlights



Rs. In Crs

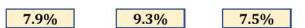
**Revenue from Operations** 

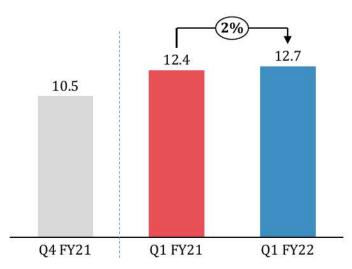


### Revenue

- ✓ Q1 FY22 revenue stood at Rs. 170 crs as compared to Rs. 134 crs in Q1 FY21, a growth of 27%
- ✓ Revenue growth on Q-o-Q basis stood at 28%

#### **Gross Profit**

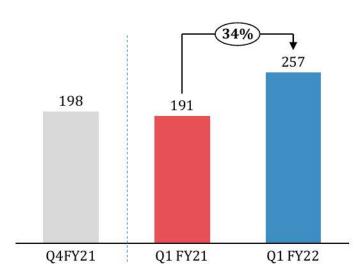




#### **Gross Profit**

- ✓ Q1 FY22 gross profit stood at Rs. 12.7 crs as compared to Rs. 12.4 crs in Q1 FY21
- ✓ Gross margin for Q1 FY22 stood at 7.5%, as compared to 7.9% a quarter earlier and 9.3% as compared to same period last year

#### GMV



#### **Gross Merchandise Value (GMV)**

✓ GMV for Q1 FY22 stood at Rs. 257 crs as compared to Rs. 191 crs in Q1 FY21, a growth of 34%

# **Management Comment**



# Commenting on the results and performance for Q1 FY22, Mr. B.L. Mittal, Funder & Executive Chairman said:

"Q1 FY22 was a bit challenging as the nation was hit by second wave of Covid-19, however we have been able to keep our operations running throughout the quarter to supply the necessary vital requirements to the society. We are grateful to all our employees showing strength and supporting us during these difficult times & keeping our operations running without any disruptions.

Our revenues have grown by **27%** on Y-o-Y basis to Rs. 170 crs in Q1 FY22 & our GMV has increased by **34%** hitting a quarterly run-rate of **Rs. 250 crs plus**. With increasing efficiency and scale our gross margins stood strong at 7.5% and are optimistic of further expansion in future on the back of operating leverage & operational efficiencies.

Our expansion in Maharashtra region is on track and penetrating deeper in the region with servicing multiple locations now. Our revenue growth for our matured geography has been encouraging and are seeing profitability matrix improving for our matured states & territories.

Currently we are having a network of 466 health buddies & are constantly expanding on month on month basis making inroads across the states where we are present currently.

Going forward we are optimistic of increasing revenues from our matured territories and increasing our scale to have better margins from our procurement vendors & companies, which will increase the profitability matrix. Along side we also intent to expand our wings to other geographies and open more Area Logistics Center & Health Buddy network to serve on Pan-India basis.

# Q4 & FY21 Consolidated Profit & Loss Statement



Particulars (Rs. Crs)	Q1 FY22	Q1 FY21	Y-o-Y	Q4 FY21	Q-o-Q	FY21
Revenue from Operations	169.6	133.9	27%	132.2	28%	540.0
Cost of Materials Consumed	156.9	121.5		121.7		492.5
Gross Profit	12.7	12.4	2%	10.5	21%	47.5
GP %	7.5%	9.3%		7.9%		8.8%
Employee Benefits Expense	8.8	7.0		8.0		29.1
Other Expenses	12.8	8.5		11.3		40.9
EBITDA	(8.9)	(3.1)		(8.8)		(22.4)
EBITDA %	(5.2%)	(2.3%)		(6.6%)		(4.2%)
Other Income <sup>#</sup>	4.8	3.5		1.6		11.6
Depreciation and Amortisation Expense	1.0	1.3		1.1		4.5
EBIT	(5.1)	(0.9)		(8.3)		(15.3)
Finance Costs	0.4	0.2		0.2		1.0
Exceptional Items	0.0	0.0		0.0		0.0
PBT	(5.5)	(1.1)		(8.5)		(16.4)
Total Tax Expense	0.8	0.1		0.0		0.7
Profit for the year	(6.3)	(1.2)		(8.5)		(17.1)
PAT %	(3.7%)	(0.9%)		(6.5%)		(3.2%)

# Historical Financial Highlights



Nothing can be more Genuine than our Mothers' Love

# BEING GENUINE OUR CORE VALUE

We ensure that all our products and services are 100% Genuine.

SastaSundar health & happiness



BEING
CHILD'
IS OUR CULTURE

Like Child-'Innovate', 'Don't Discriminate', 'Connect Emotionally'& 'Grow Everyday'.

SastaSundar health & happiness

# FY21 Financial Highlights

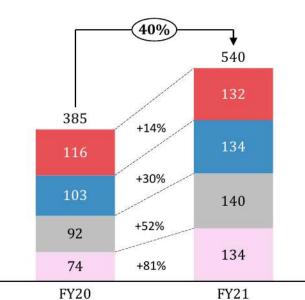


Rs. In Crs

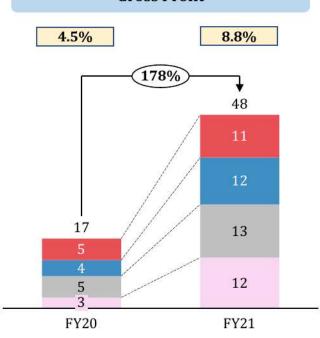


Q1

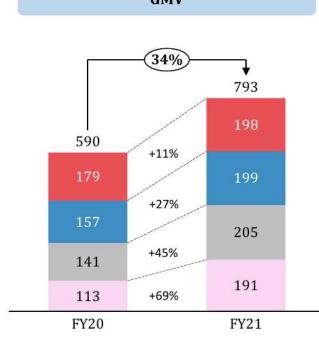
### **Revenue from Operations**



#### Gross Profit



### GMV



#### Revenue

✓ FY21 revenue stood at Rs. 540 crs as compared to Rs. 385 crs, a growth of 40%

#### **Gross Profit**

- ✓ FY21 gross profit **grew by 178%** to Rs. 48 crs as compared to Rs. 17 crs in FY20
- ✓ Gross margin for FY21 stood at **8.8%**, a growth of **435 bps** on Y-o-Y basis

### **Gross Merchandise Value (GMV)**

✓ GMV for FY21 stood at Rs. 793 crs as compared to Rs. 590 crs in FY20, a growth of 34%

# Historical Consolidated Profit & Loss Statement



Particulars (Rs. Crs)	Mar-21	Mar-20	Mar-19	Mar-18
Revenue from Operations	540.0	384.0	215.6	148.3
Cost of Materials Consumed	492.5	366.9	199.5	140.4
Gross Profit	47.5	17.1	16.1	7.9
GP %	8.8%	4.5%	7.5%	5.3%
Employee Benefits Expense	29.1	28.4	23.4	16.2
Other Expenses	40.9	45.4	33.1	18.2
EBITDA	(22.5)	(56.7)	(40.4)	(26.5)
EBITDA %	(4.2%)	(14.8%)	(18.7%)	(17.9%)
Other Income <sup>#</sup>	11.6	4.5	6.6	13.7
Depreciation and Amortisation Expense	4.5	4.9	6.0	5.5
EBIT	(15.4)	(57.1)	(39.8)	(18.3)
Finance Costs	1.0	0.7	2.0	0.5
Exceptional Items	0.0	0.3	0.0	6.5
РВТ	(16.4)	(57.5)	(41.8)	(12.3)
Tax Expense	0.7	(5.4)	1.1	2.4
Profit for the year	(17.1)	(52.1)	(42.9)	(14.7)
PAT %	(3.2%)	(13.6%)	(19.9%)	(9.2%)
EPS	(3.27)	(12.20)	(11.81)	(3.73)

# **Historical Consolidated Balance Sheet**



Equity & Liabilities (Rs. Crs)	Mar-21	Mar-20	Mar-19	Mar-18
Equity Share Capital	31.8	31.8	31.8	31.8
Other Equity	197.6	214.4	168.6	171.3
Total Equity	229.4	246.2	200.4	203.1
Non-Financial Liabilities				
(i) Borrowings	0.0	0.0	0.0	0.0
(ii) Other Financial Liabilities	1.5	1.4	0.9	0.6
Provisions	1.9	1.6	0.9	0.6
Tax Liabilities (Net)	0.0	0.1	5.5	4.8
Deferred Tax Liabilities (Net)	0.1	0.0	5.5	4.8
Total Non-Financial Liabilities	3.5	3.0	7.3	6.0
Financial Liabilities				
(i) Borrowings	9.8	5.0	0.0	12.0
(ii) Lease Liabilities	2.7	2.8	2.3	2.6
(iii) Trade Payables	38.6	50.2	14.3	9.3
Other Current Liabilities	8.6	8.2	6.2	4.7
Total Financial Liabilities	59.7	66.2	22.8	28.6
Total Equity & Liabilities	292.6	315.5	230.5	237.7

Assets (Rs. Crs)	Mar-21	Mar-20	Mar-19	Mar-18
Property, Plant and Equipment	57.3	60.2	62.7	64.8
Capital Work-in-Progress	0.1	0.0	0.8	1.2
Intangibles Assets	0.4	0.7	1.0	1.4
Goodwill on Consolidation	52.7	52.7	52.7	52.7
Tax Assets (Net)	2.2	1.9	2.7	2.6
Other Non-Current Assets	18.7	18.2	11.9	8.7
Total Non-Current Assets	131.4	133.9	131.8	131.4
Inventories	77.2	77.1	32.6	28.1
Financial Assets				
(i) Investments	43.4	55.8	35.9	46.4
(ii) Trade Receivable	13.6	15.0	7.9	3.9
(iii) Cash and Cash Equivalents	12.0	17.5	6.3	12.2
(iv) Other Bank Balances	0.8	0.8	0.3	0.6
(v) Loans	8.2	8.9	11.6	15.1
Other Current Assets	6.0	6.7	4.1	0.0
Total Current Assets	161.2	181.6	98.7	106.3
Total Assets	292.6	315.5	230.5	237.7

Health & Happiness

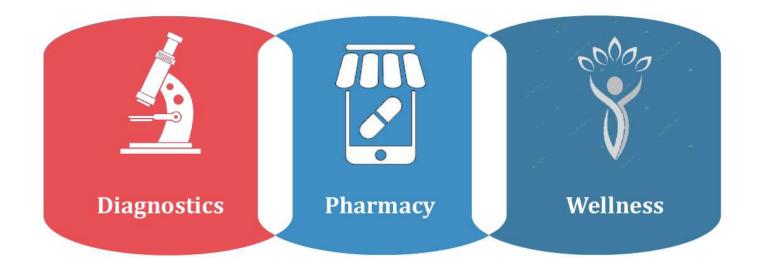
# Historical Consolidated Cash Flow Statement



Particulars (Rs. Crs)	Mar-21	Mar-20	Mar-19	Mar-18
Cash Flow from Operating Activities				
Profit before Tax	(16.4)	(57.6)	(41.8)	(12.4)
Adjustment for Non-Operating Items	(3.2)	4.8	7.8	5.4
Operating Profit before Working Capital Changes	(19.6)	(52.8)	(34.0)	(7.0)
Changes in Working Capital	(9.9)	(38.5)	4.4	(41.0)
Cash Generated from Operations	(29.5)	(91.2)	(29.6)	(48.0)
Less: Direct Taxes paid	(1.0)	0.9	(0.4)	(0.8)
Net Cash from Operating Activities	(30.5)	(90.3)	(30.0)	(48.8)
Cash Flow from Investing Activities	21.4	(1.0)	(2.2)	21.2
Cash Flow from Financing Activities	3.7	102.5	26.3	32.6
Net increase/ (decrease) in Cash & Cash Equivalent	(5.4)	11.2	(5.9)	5.0
Cash & Cash Equivalents at the beginning of the period	17.5	6.3	12.2	7.2
Cash & Cash Equivalents at the end of the period	12.0	17.5	6.3	12.2



Providing comprehensive solution for all the healthcare needs - from preventive care to diagnostics to medicine procurement to doctor consultation



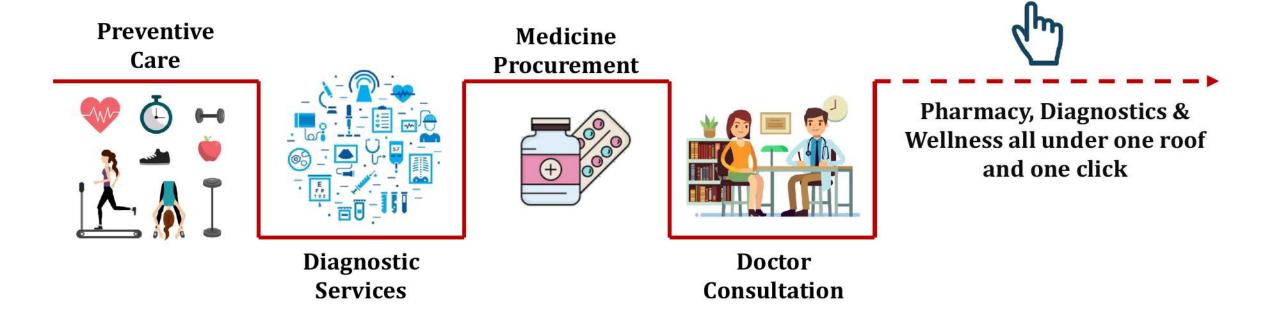
The name 'SastaSundar' is derived from a popular Indian phrase in terms of consumer experience of Savings and Quality.



# SastaSundar.Com: An Online Pharmacy & Digital Platform of Healthcare

supported by a network of physical counselling and service centres called 'Healthbuddies'

By integrating AI and data analytics with personal counselling, SastaSundar is providing a comprehensive solution to a wide range of healthcare needs



# SastaSundar: Healthcare for Local's



# Online Pharmacy and Digital Platform of Healthcare

SastaSundar connects local trust and services with available healthcare resources in the most efficient way







**24,125** pin codes serviced across Pan-India via couriers & **1,945** pin codes serviced by Healthbuddy network



Innovative "Healthbuddy" ecosystem for Local care



**Genu Path Labs** ensures accurate diagnostics



**Know Health:** free-for-all **online repository** of health information



B2B platform **'Retailer Shakti'** to support neighborhood Pharmacies



**Technology-focused** for enhanced consumer experience



Higher efficiency due to **low** cost of **Customer Acquisition**, **Delivery & Operations** 



**Our Reach** covering urban, semi-urban to rural

# Problems SastaSundar is Solving





## Accessibility

 Problem of consistent access to affordable, quality healthcare in a convenient manner



# India: richness of healthcare resources running in its veins

- · 3rd largest producer of medicines worldwide
- · Producer of 50% of the world's vaccine
- · World's largest producer of milk
- · 2nd largest vegetable producer of the world
- · Rich pool of talented doctors and healthcare workers
- · Country of yoga



#### Last mile: Do not find access to the sufficient resources

- · Presence of counterfeit/false medicines in retail
- About 53% of total deaths are projected to be from chronic diseases
- About 75% of diagnostic services are unorganised leading to quality deficiency and unequal access
- About 65% Indians do not have consistent access to affordable healthcare



# SastaSundar.com

Consumer-focussed



Technology-driven



Innovative Healthbuddy Ecosystem – Local Care



Efficient in terms of Consumer Experience & Cost



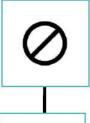
Reach from Urban to Rural

A Data-Driven Efficient Distribution Ecosystem

- **Health** & Happiness

# SastaSundar has created a meaningful impact on livelihoods across India





#### 65%

Indians do not have regular access to medicines



#### 60%

Of dietary supplements sold in India are counterfeit



#### 60%

of deaths in India are due to chronic disease



Large presence of **counterfeit/false** medicines in retail



India has one the **highest** incidence of lifestyle related diseases



#### Authenticity -

Genuine Products Guaranteed





- SastaSundar sources medicines only from authorised sources (pharma companies, C&FA and authorised distributors)
- Multiple systems in place to ensure no pilferage and counterfeit products
- Fully compliant with government rules & regulations



#### Equitable -

Access to medicines

- SastaSundar is able to reach even remote areas that typically do not have access to medicines Provides assisted e-commerce services through HBs thus mitigating the issue of technology and language barriers
- Due to its highly efficient sourcing, SastaSundar is able to reduce cost of medicines for customers registered on its platform



#### Promoting -

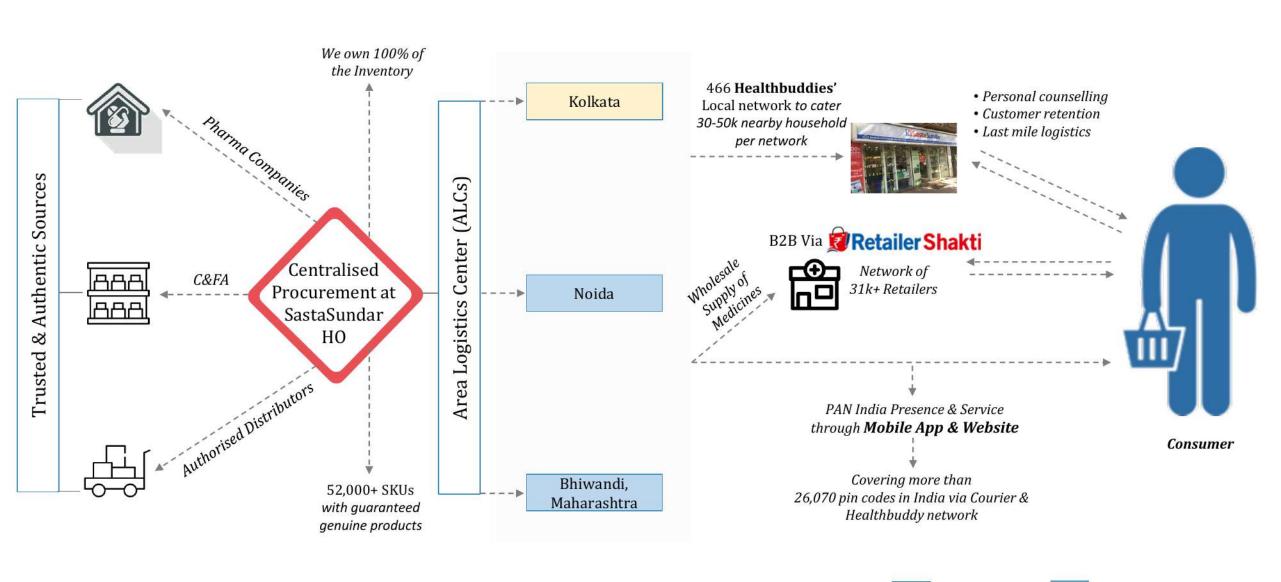
Micro-entrepreneurship at grassroot levels

- SastaSundar has 466 Health-buddy Centres (HBs)
- SastaSundar aims to reach a network of 5,000+ HBs upon Pan-India expansion
- SastaSundar's business model provides a fast-growing source of income to HBs thus positively impacting livelihoods

Sources: EY Report - India Emerging I Pharma's evolving business models; ASSOCHAM: India dietary supplement data; Report by Center for Science and Environment

# Consumer focused business model





# "Healthbuddies": a Unique & Resilient business model



#### "HEALTHBUDDIES"

#### Provide assisted E-Comm Services, Last Mile Logistics and Customer Support

SastaSundar has built an exclusive network of Heathbuddies and connected them with the centralised inventory & resources via the SastaSundar digital

connectivity





Who is Healthbuddy

- · Health-buddy is an Associate /Franchisee of SastaSundar
- Low cost physical healthcare centre with the licence to function as 'Retail Chemist and Druggist' and is equipped with the digital 'Know Health' info bank and qualified pharmacists



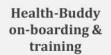
Role of Healthbuddy

- Enabling last mile delivery of medicines & healthcare products
- Counselling of patients and maintaining customer relationships
- Serving as an additional marketing channel
- Cross-selling and upselling of services

How is the Healthbuddy enrolled?

- · Interested parties can apply online to become Healthbuddy
- SastaSundar also has a Healthbuddy acquisition team
- Selection is done via a stringent vetting process





- · SastaSundar conducts formal training and on-boarding sessions for all new **Healthbuddy** franchisees
- Training and education are provided on customer handling, product offerings, etc.











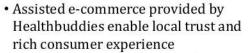




#### **Integrated Supply Chain**

- Fully integrated dedicated logistics network
- · Dedicated delivery fleet from warehouse to Healthbuddy (HB) centres
- · Last mile logistics managed by HBs

#### **Assisted E-commerce**



· Trusted channel to market other ancillary products & services

# Social Change

- · Consistent access to high quality affordable healthcare in a convenient manner
- · Huge employment generation potential
- Promotes local entrepreneurship

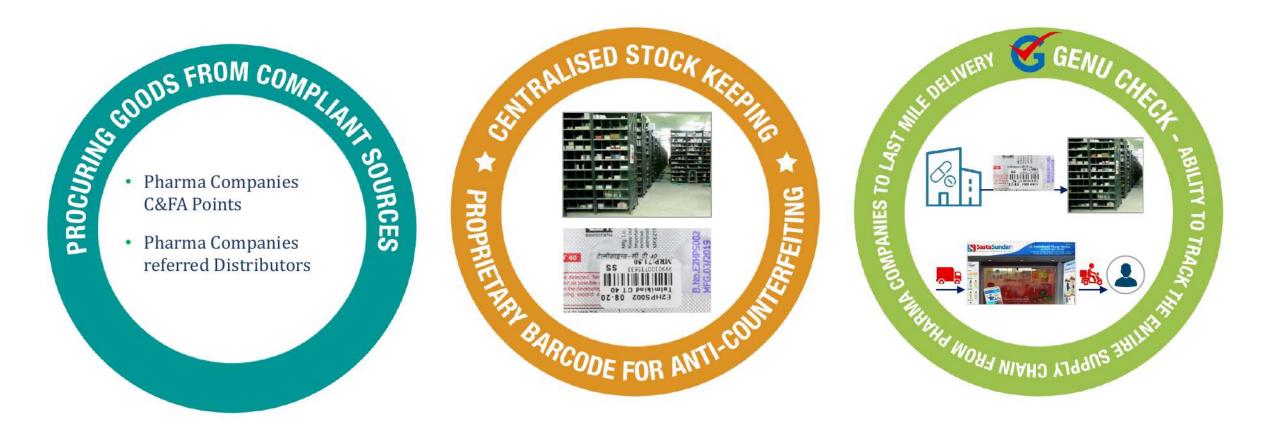
466 Entrepreneurs creating

**2,500+** jobs in their localities

**Health & Happiness** 

# Genuine Products Guaranteed





Unique Model to guarantee Delivery of Genuine Products with GENU CHECK Process

Delivered more than 25mn orders along with the satisfaction of 'Being Genuine'

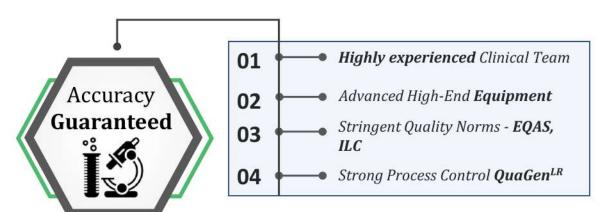
# Genu Path Labs: Accuracy Guaranteed





# NABL Accredited Lab where everything revolves around Meticulous Assay of Quality Evidence

Services offered include Pathology Tests, USG, Digital X-Ray, ECG, TMT, Doppler, Holter, PFT and Echocardiography among others





High Quality Testing

Advanced Automated Equipment



Affordable Costing

External Proficiency Testing Services Partners



Get your

Diagnostic Test

done at comfort of your home



# Retailer Shakti: Empowering Retailers





B2B Platform which supports small pharmacies

harmacies

Connects the Retail Shops with its **52,000**+ **Products Inventory** and helps them in transforming from a small Retail Shop into a super-departmental stores



- Place Order
- Get products delivered at Retail Shop
- Deliver to Consumer

# Challenges



- Supply of genuine medicines
- Finance and fulfilling prescriptions
- Space constraint in their shops for large number of SKUs of medicines, and unable to supply wider range of Health Foods & Wellness Products

# **Benefits**



- Retailers get connected with organised Inventory, Technology & Finance
- Competitive advantage in terms of offering a wide range of products, price & experience
- Empowers the retailers by making them capable of competing with organised retail
- Increases their efficiency in terms of space utilisation, inventory and finance management



# Values we deliver to Our Customers





#### Genuineness

- Owns 100% inventory at its central warehouse including the complete trail from procurement to delivery
- Sources medicines only from authentic sources (Pharma companies, C&FA and authorised distributors)



## **Availability**

- Order fulfillment due to real-time inventory tracking on the app
- Expanding to Tier 2, 3 cities and even to remote villages in the country



### Counselling

- 33,000+ families using YANA Diet & DNAVITA to reduce medicine intake & improve lifestyle
- Information on medicines along with corresponding substitutes are available
- Largest online knowledge resource libraries on COVID-19



#### Personalisation

- Use of data analytics for the customer to provide a personalized experience.
- The integrated data on medicine, wellness and diagnostics helps the customer to use the integrated search based upon health, maintain the corresponding records and use them for managing health and happiness



#### **Guaranteed Delivery**

- Deliver all orders within the promised timeline
- Owing inventory helps us in ensuring faster and seamless delivery



#### Sustainable Discount

- Sustainable discount (minimum15%) passed on to the customers owing to our efficient operations
- Bulk procurement helps us in buying, leveraging & bettering trade terms

# **Experienced Board of Directors**





Mr. B L Mittal

Founder & Executive Chairman

(Sastasundar Healthbuddy Ltd)

 FCA, FCS and FCM by education and has an experience of more than 20 years working as an entrepreneur and a social worker.

 Areas of work include digital platform of healthcare and financial services.



Mr. Ravi Kant Sharma

Founder & CEO (Sastasundar Healthbuddy Ltd)

- FCA by education and is a seasoned entrepreneur with more than 20 years of demonstrated experience in scaling businesses from scratch.
- Areas of work include digital platform of healthcare and financial services.

# Mr. Parimal Kumar Chattaraj

- Bachelor's in science, a post graduate diploma in management and a bachelor's in law
- Experience of over 30 years working as an entrepreneur, management professional and legal advisor
- Areas of work include contributing to business strategy, aligning employee skill to business, creating learning organisation, leadership development and organisation & HR solutions

#### Mrs. Abha Mittal

- · Commerce graduate and holds a diploma in fashion designing
- Multiple years of experience working as a social worker and environmentalist
- · Areas of work include NGOs and organic farming

#### Mr. Rajeev Goenka

- Graduate in economics and has an experience of over 2 years working as a marketing and sales professional
- Areas of work include blending, bottling and distribution in the domain of IMFL brands & real estate

#### Mrs. Rupanjana De

- · FCS & post graduate qualifications in law and economics
- Has over 19 years of experience working as a corporate legal professional
- Areas of work include company law, legal compliance, management, corporate governance, Corporate Social Responsibility and quality control

#### Dr. Jayanta Nath Mukhopadhyaya

- · He has 35 years of professional experience
- Mechanical engineer from IIT BHU, Varanasi, MBA from IIM Calcutta, UGC NET qualified and PhD in Economics from Jadavpur University
- Has over 17 years of experience in industry working with leading companies like BOC India, IBP – Balmer Lawrie, Alghanim & SREI
- Presently Professor of Finance at Army Institute of Management and non-Executive Director at Vara Technology

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# Social Responsibility is in the DNA of Our Business



During the COVID-19 lockdown phase our services were not closed even for a day. We had taken all necessary safety measures while delivering orders to our customers.





We have created a large knowledge bank of 1000+ health articles, videos, posters, booklets and infographics related to COVID-19 in English and vernacular languages. Furthermore, we organize Facebook live sessions with renowned doctors to generate mass awareness.







# Backed by Globally Acclaimed Investors





Mitsubishi Corporation

ROHT<sup>O</sup>

Rohto Pharmaceutical Co., Ltd.

At Business Level

S.R. Batliboi & Co. LLP (a member firm of EY)

**At Consolidated Level** 

Singhi & Co.

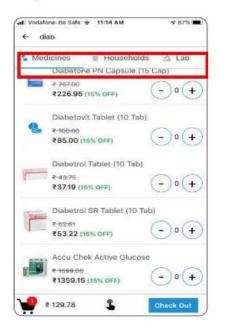
Auditors

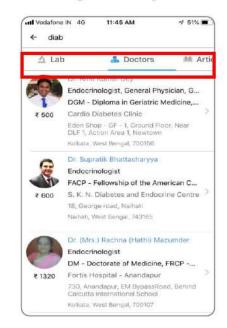
# Unique first-of-its-kind features for Superior Customer Experience





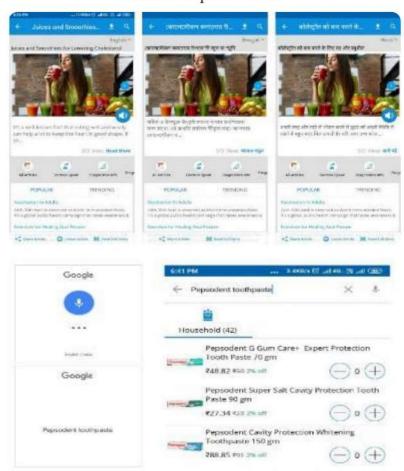
Simplified search across services: reducing time required to toggle between multiple windows







Increasing customer engagement through vernacular contents and curated suggestions linked to purchases



# AatmaNirbhar App: Part of Digital India



'Digital India AatmaNirbhar Bharat App Innovation Challenge'

The SastaSundar app has been mentioned by the Government of India as one of India's best AatmaNirbhar App



Health & Happiness

# Join us for Prayers







# TO BUILD A HEALTHIER WORLD

Join us for 2 minutes at 3 pm on 7th of Each Month & Pray For world's **health & happiness** 



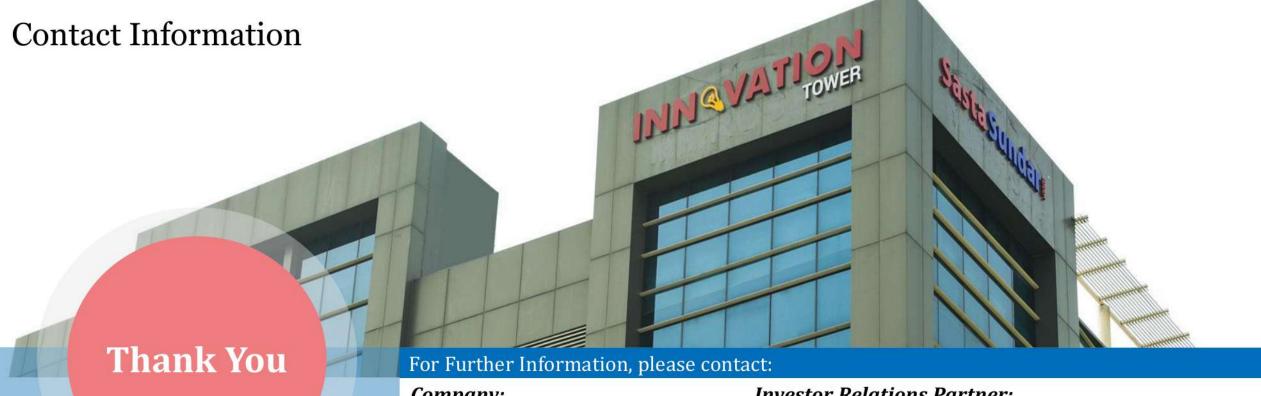






SSastaSundari

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Company:

# SastaSundar

#### Sastasundar Ventures Limited

CIN: L65993WB1989PLC047002

Mr. Pratap Singh - Company Secretary

Email ID: p singh@sastasundar.com

www.sastasundarventures.com

#### **Investor Relations Partner:**



**Orient Capital** (a division of Link Group)

Mr. Sagar Shroff / Mr. Deven Dhruva

Sagar.shroff@linkintime.co.in / deven.dhurva@linkintime.co.in

+91 98205 19303 / +91 98333 73300

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