

AHCL/ SE/ 46/2022-23

February 14, 2023

The National Stock Exchange of India Limited "Exchange Plaza", C-1, Block G Bandra-Kurla Complex, Bandra (E) Mumbai 400 051 ISIN: INE098F01031	BSE Limited Department of Corporate Services 1 st Floor, P.J. Towers, Dalal Street, Mumbai 400 001
Symbol : AMRUTANJAN	Scrip Code: 590006

Dear Sir / Madam,

Sub: Investor Presentation for the quarter ended 31.12.2022

Pursuant to Regulation 30 read with Para A of Part A of schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 we hereby enclose the Investor Presentation for the quarter and nine months ended December 31, 2022

Kindly take the same on record.

Thanking you,

Yours faithfully,

For Amrutanjan Health Care Limited

(M Srinivasan)
Company Secretary & Compliance Officer

Encl: As above

Amrutanjan Health Care Limited

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Toll Free No. : 1 - 800 - 425 - 4545
CIN - L24231TN1936PLC000017



Amrutanjan Health Care Limited

Investor Presentation

- Quarter & Period Ended 31st December 2022

Date: 14th February 2023

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c. Q3 FY23 Performance

d. Way Forward



Business Update



- A. We continue to see slowdown in the pain category even in the Q3 (source: IQVIA report)
- B. In spite of these challenging times, a deep dive of the business (story behind numbers) shows
 - a. Comfy has grown by 16%
 - b. Growth in body pain products
 - c. Head roll growing at double digit
 - d. Our Super Stockist network now has sub distributors in 1800 towns
 - e. Comfy total distribution is at 3.61 lakh outlets

C. Even though there is a slow down in the demand, we have invested this year by spending additional selling expenses (one time nature) for which we expect the sales growth will flow in the coming quarters.

What needs to get better:

- a. Sales & distribution costs needs to be optimized.
- b. Channel inventory was very high with more than 60 days which is now reduced at manageable levels. We see improvement in wholesale rates for our key balm SKU's which will portray better performance in the coming quarters.

We ask investors to look at the bigger picture of secular growth opportunities in OTC, Women's hygiene and ORS / health drinks in India, the execution track record of your company and the businesses that we have built and not to take the quarter performance as the new normal.

We take pride and passion in doing what we do with good governance and transparent business practices and are confident to continue building shareholder wealth in the years to come

Business Update

Amrutanjan Period Pain Relief Roll-on

NEW PRODUCT



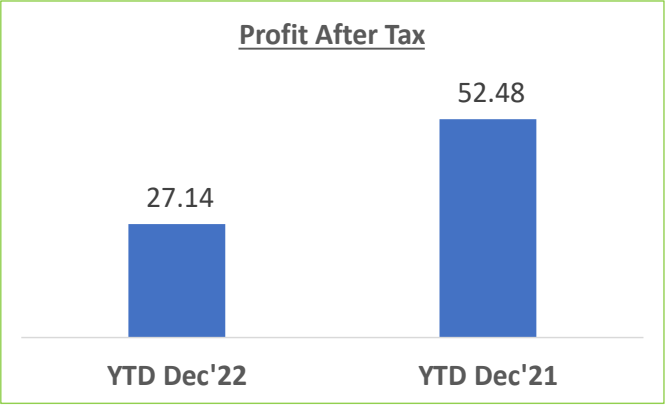
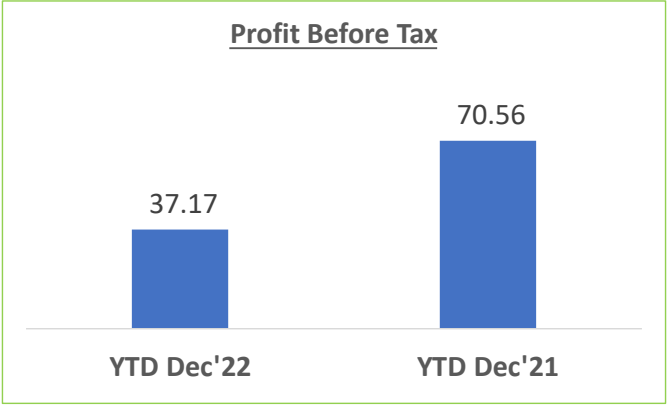
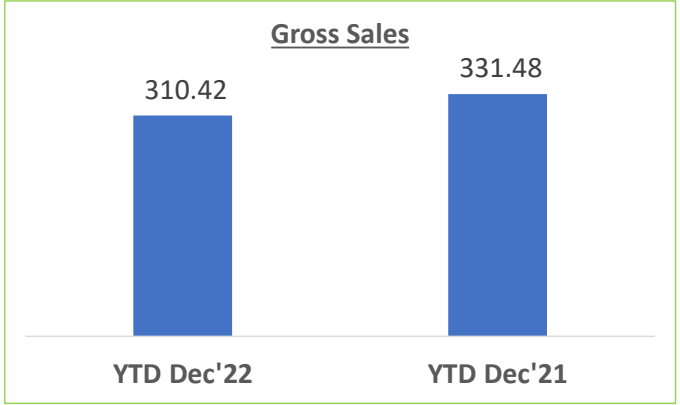


YTD Dec'22 Performance



Financials – YTD Dec'22

(Rs. in Crores)





Financials – YTD Dec'22

(Rs. in Crores)

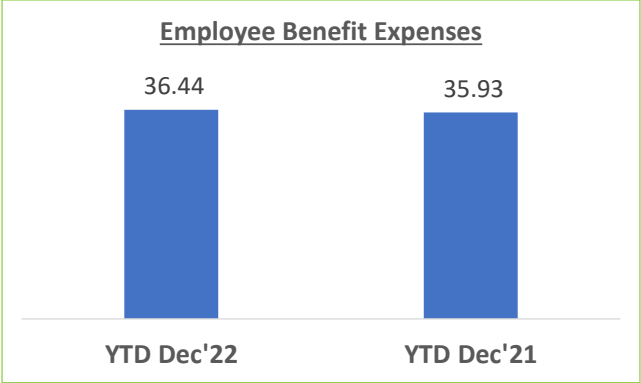
Major reasons for reduction in Profit Before Tax (YTD Dec'22 vs YTD Dec'21):

Particulars	Amount	Remarks
Decrease in Gross Margin due to Sales reduction, Product mix & RM / PM price increase	20.45	Top Line reduction: Key Product 8 ML balm sales has come down by 26.84 crs Product Mix: Comfy Sales has grown by 8.36 crs Raw Material & Packing Material Price Increase: Impact of Raw Material & Packing Material Price increase: 6.21 crs
Increase in BTL costs	4.16	Additional sales promotion expenses
Increase in Freight costs	2.77	Increase due to higher Comfy sales (Freight costs is higher for Comfy)
Increase in direct employee costs	1.88	Increase due to Union wage revision & increment
Increase in R&M expenses	1.77	Additional repair work at Head Office & Factories
Increase in Travel expenses	1.65	Increase in Travel expenses due to low base recorded in the previous year on account of COVID
	32.69	

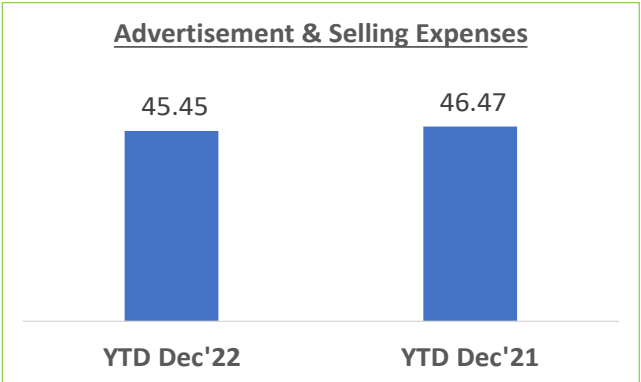


Financials – YTD Dec'22

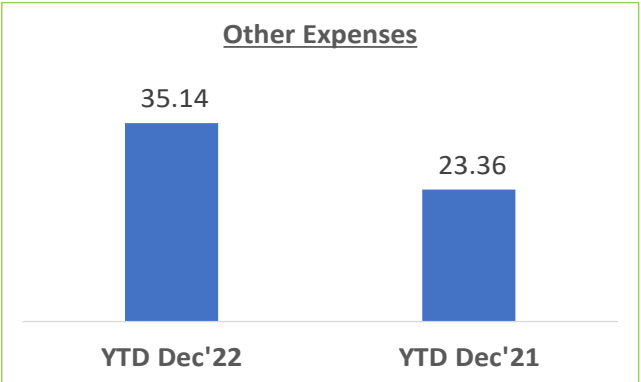
(Rs. in Crores)



Increase: 1.42%



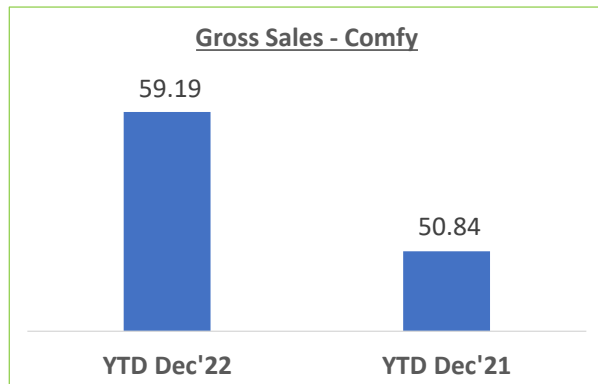
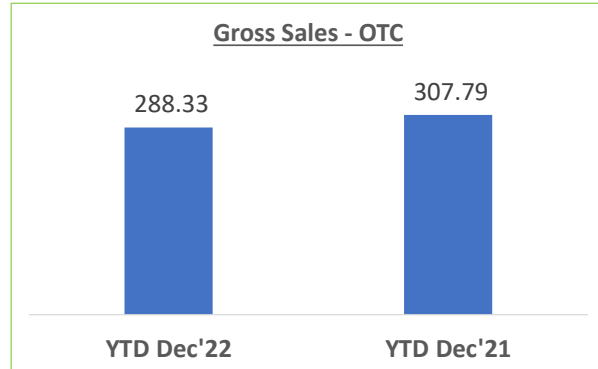
Decrease: 2.19%



Increase: 50.43%



Financials – YTD Dec'22 – OTC Division (Rs. in Crores)



Growth: 16.42%

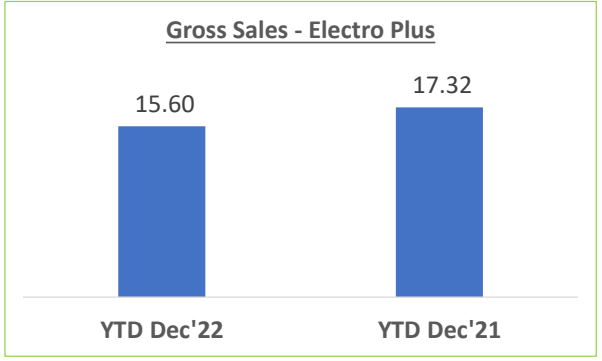
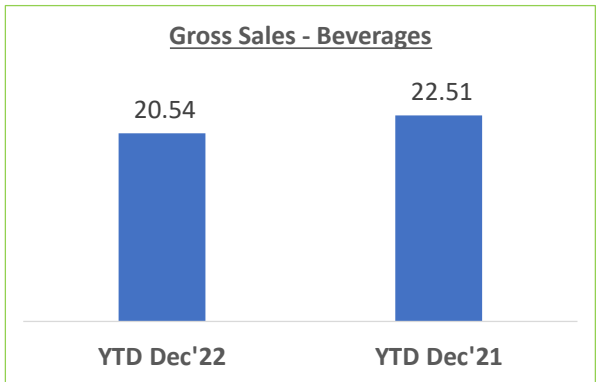
Notes:

- Key raw material prices (excluding Menthol crystal price) are higher when compared to YTD Dec'21.
- The prices of packing materials are higher when compared to YTD Dec'21. The prices has marginally come down in Q3 when compared to previous quarters.
- Advertisement spend for YTD Dec'22 is at Rs.24.58 cr against Rs.30.56 cr for YTD Dec'21. Advertisement spend for Comfy is at Rs. 8.48 cr for YTD Dec'22 against Rs. 15.65 cr for YTD Dec'21.



Financials – YTD Dec'22 – Beverage Division

(Rs. in Crores)



Notes:

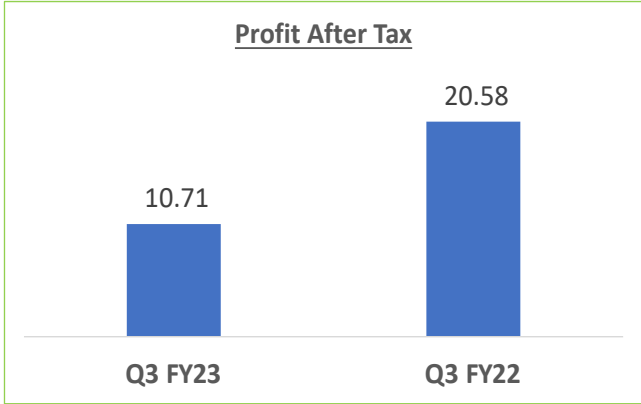
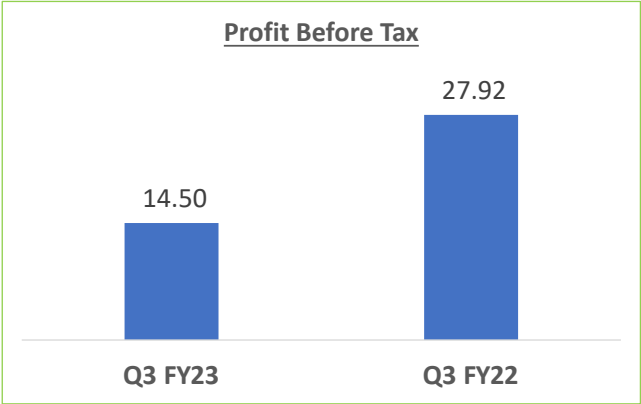
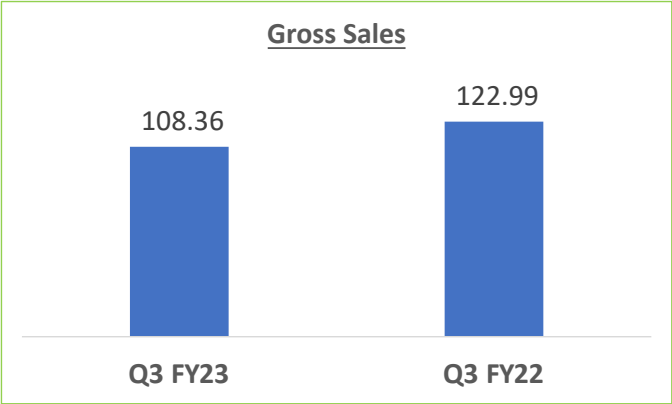
- Raw Material & Packing Material prices are higher when compared to YTD Dec'21.
- Advertisement spend is at Rs. 4.39 cr for YTD Dec'22 against Rs. 2.94 cr for YTD Dec'21.
- Business is continuing with cash & carry model for Fruitnik.



Q3 FY23 Performance

Financials – Q3 FY23

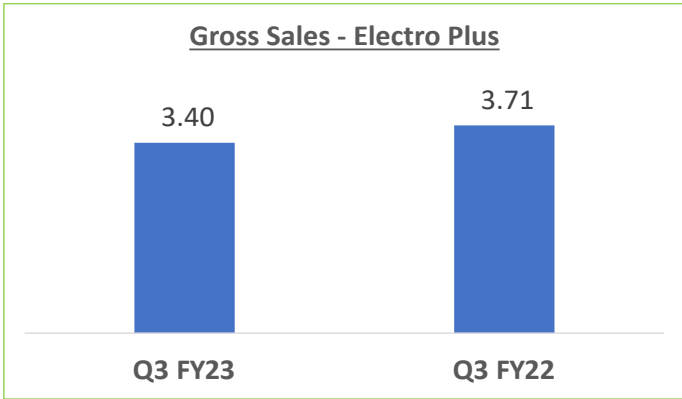
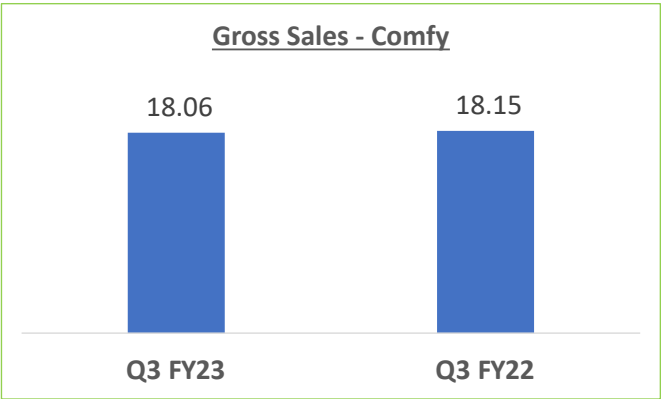
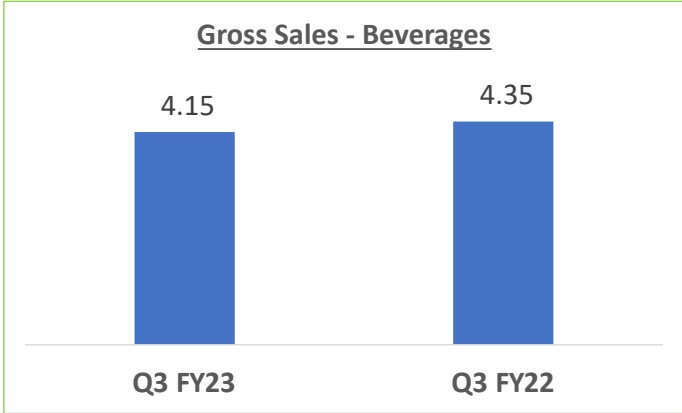
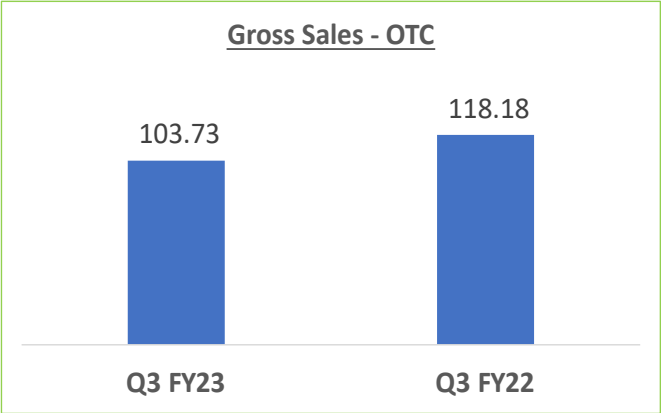
(Rs. in Crores)





Financials – Q3 FY23

(Rs. in Crores)





Way Forward



We remain focused on executing our key priorities:

- Expand distribution
- Go global
- Grow E-Commerce vertical
- Costs reduction

