

**AHCL/SE/12/2024-25**

**May 24, 2024**

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

Dear Sir / Madam,

**Sub: Investor Presentation for the Quarter ended 31<sup>st</sup> March 2024**

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 year ended March 31, 2024.

Request you to take the same on record.

Thanking you,

Yours Faithfully,

For **Amrutanjan Health Care Limited**

**(M Srinivasan)**  
**Company Secretary & Compliance Officer**



# **Amrutanjan Health Care Limited**

## **Investor Presentation**

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**Quarter & Year Ended 31<sup>st</sup> March 2024**

**Date: 23<sup>rd</sup> May 2024**

# Contents



## **a. Business Update**

- 1. Segment Performance**
- 2. Activities**
- 3. Operations**

## **b. Financials**

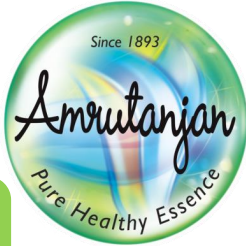
- 1. Q4 FY24 Performance**
- 2. FY24 Performance**

## **c. Management Commentary**



# Business Update

# Segment Performance: OTC



## Head Category



- The Head category is valued at 1723 crores with a value growth of 10.1% and a volume growth of 3.9%, indicating that it is value led growth
- Volume growth for the category was the highest in Q1 24, when compared to the last 5 quarters. The category's growth was on a consistent rise and we expect this trend to continue in the coming quarters
- Most importantly, Amrutanjan's volume growth was higher than the category for the third consecutive quarter (Q1 24 vol gr: 8.9% Vs 7.3%).
- Internal sales of head category witnessed growth for the period FY 23-24. The growth was driven by both bigger SKUs (Yellow 27.5ml, 50ml and White 27.5ml) and Smaller SKUs (White 1ml). In addition, the top contributing head SKU, Yellow 8ml also witnessed a growth
- Within Roll-on segment, AHCL continue to be the leader with 73% market share and has the highest growth among the AHCL brands during MAT Mar 24 period

## Body Category



- The Body category in MAT Mar '24\* is valued at 3024 crores, showing a value growth of 11.4% and a volume growth of 7%.
- In a highly fragmented body category, AHCL body ache witnessed double digit growth rate in MAT Mar 24 period (15.2% on val and 16.4% on vol). Our vol share has been consistently increasing, driven by Back Pain Roll on (20.5% vol growth)
- Our Maha Strong, which has a new avatar in glass bottle, witnessed double digit growth during MAT Mar 24 period – 13.3% on val and 10.1% on vol, with an increase in the no. of outlets stocking the product, indicating both consumer and trade acceptance

## Congestion Category



- Our congestion category, post-packaging refresh, exhibits promising growth, driven by cough syrup.
- The recently introduced Relief Cold and Cough Hot Drink has received positive response from both trade and consumers.
- The assorted pouch launched during the year is gaining momentum, with an increasing number of towns and stockists contributing to a growth trend in billing.

# Segment Performance: Women's Hygiene and Beverages



## Women's Hygiene Category



- Comfy achieved a key milestone and became the 2<sup>nd</sup> brand in the Amrutanjan portfolio to reach the landmark revenue of Rs. 100 crores, with a robust growth of 39.1% in FY '24, compared to the same period last year
- All key variants contributed to Comfy's growth during FY '24. The largest contributor, the regular variant, recorded a growth of 33% over the same period last year.
- Responding to evolving consumer preferences for longer pads, our XL variant experienced a remarkable growth of 96% in FY '24 compared to the previous year
- Bigger size packs witnessed a growth of 26% indicating consumers' preference towards bulk packs
- In line with internal trends, Comfy witnessed an increase across all key consumer metrics (awareness, consideration and usage)
- Our consistent investment in the brand coupled with expanding the distribution network has resulted in Comfy's growth in FY '24

## Beverages Category



- Electro+, our rehydration brand, achieved a gross revenue of Rs. 37.72 crores, marking a growth of 26.1% in FY '24 compared to the same period last year.
- Our regular variants, Apple and Orange have recorded a healthy double digit growth in FY '24
- Our new launches, Low sugar and lemon variants, have shown good promise and they contributed to 9% of the total Electro+ sales within few months of launch



# New Brand Ambassador for Electro+

- Electro+ has been associating with sports for years – we are the ‘Tour Partner’ for Professional Golf Tour of India (PGTI) and also participate in several marathons as part of the marketing interventions
- In line with our strategy of associating with sports, we partnered with a well-known Indian cricketer and IPL franchise Chennai Super Kings Captain Ruturaj Gaikwad as the brand ambassador for Electro+
- This association is well received by the trade resulting in positive impact on the placement and consumer purchase



# TV Media

- In line with our consistent approach towards brand building, our TV media continued in Q4 FY '24 as well across categories and for all key brands. The objective of the campaign is to drive awareness and consideration

## Head



**TV Media** for each of the Head Balms and Head Roll On

## Body



**TV Media** for Body Range endorsed by Olympic winner Mirabai Chanu



**TV Media** for Maha Strong

## Congestion



**TV Media** for Congestion range. Also showcasing the new Relief Hot Drink

## Women's Hygiene



**TV Media** for Comfy endorsed by Shradha Kapoor



**TV Media** for Comfy specific to TN by celebrity Ms. Nakhshatra



**TV Media** for Comfy Period Pain Relief Roll on  
TV Campaign in key markets

## Electro+



**TV Media** for Electro+ with Ruturaj Gaikwad. Campaign undertaken across all key markets



# Sampling and Visibility : OTC

## Sampling : Head and Body

• We continued with our sampling activity in Q4 of FY '24 as well. We sampled our head and body range of products to around 3.16 lac consumers in Tamil Nadu, Karnataka, Telangana, Andhra Pradesh, Maharashtra, Delhi, Gujarat and Kerala.



## Visibility : Maha Strong

• Project Shivaji was initiated to drive the GTM of the Maha Strong variant. Maha Strong offered in a an attractive glass bottle addresses the need of a strong balm for severe headaches and ortho pain.  
 • To drive awareness and consideration, TV media, in-store visibility was deployed across key states.



## Visibility: Body Range

• AHCL Body range is the official 'Pain Relief Partner' for the ISL franchise, Chennaiyin FC.  
 • As part of this partnership, there was visibility inside the stadium along with sampling to drive awareness and trials



# Sampling and Visibility: Women's Hygiene

## School Sampling : Comfy Sanitary Napkin

- We continued with our school sampling activity in Q4 '24 in the states of Tamil Nadu, Jharkhand, Uttar Pradesh and Madhya Pradesh. We are reaching out to 2.5L students in 720 schools through this project
- The objective is to drive good menstrual practices among school students and increase awareness and trial for Comfy



## Sampling & Visibility : Comfy Period Pain Roll On

- Being pioneers in pain relief for 130 years, we developed a new product that addresses Period Pain
- To drive awareness and trials, we executed TV, digital, in-store branding and consumer sampling



# Sampling and Visibility: Beverages

## Visibility and Sampling : Electro+

- As part of our PGTI association, we do extensive sampling to golf players throughout the year and it continued in Q4 FY '24 as well
- We also participated in marathons and did sampling to the runners



## Visibility and Sampling: Electro+ with Ruturaj

- Our partnership with Ruturaj Gaikwad was leveraged in our visibility and sampling activities.



# Key Digital Campaigns – Head, Body and Congestion



## Head



Digital Campaign for 3 Balms has garnered 1.98 million reach.



Digital Campaign for Head category in Zambia received 14 Million reach



## Body

## Congestion



Digital Campaign for Back Pain Roll-On in Zambia got 2 Million reach



Digital Partnership Campaign for Chennaiyin FC in social media



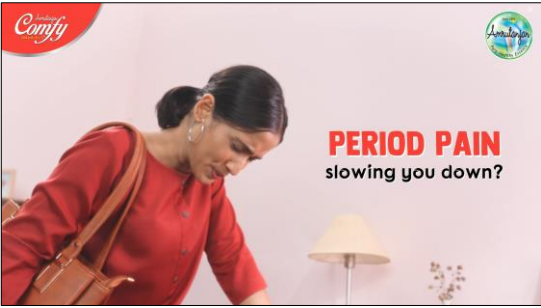
Digital Campaign for Congestion range in Zambia received 6 Million reach



# Key Digital Campaigns – Women’s Hygiene and Beverages



## Period Care

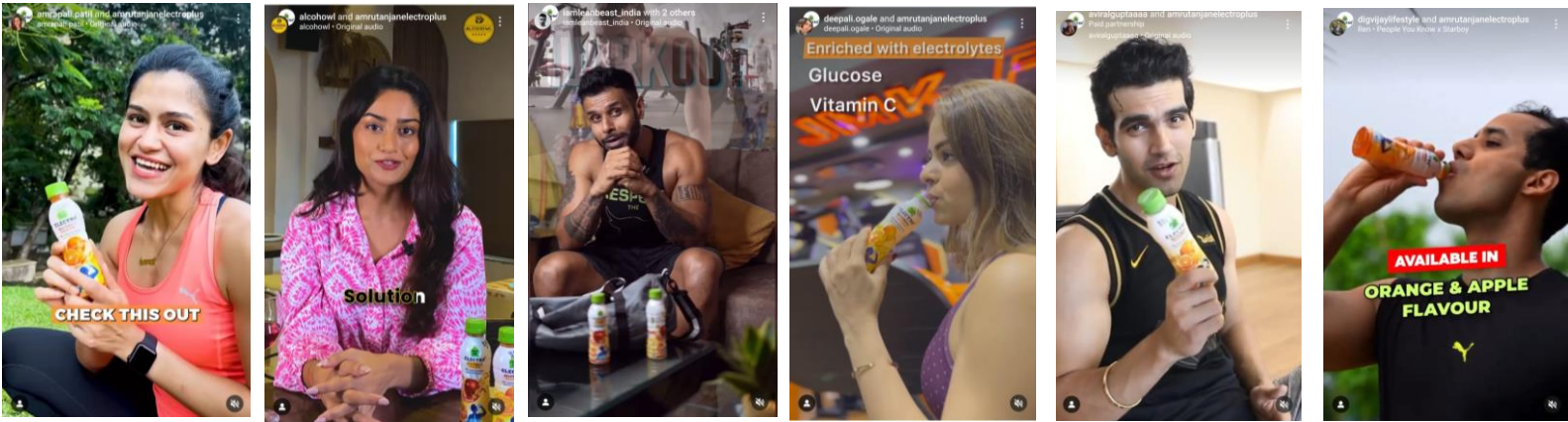


Digital Campaign for Period Pain Roll-On received 8 Million views in YouTube and 827K views in Social Platforms

## Beverages



Digital Campaign for Electro+ received 23.3 million views in YouTube



Influencer Campaigns for Electro+ garnered 774.1K+ views in Instagram

## Period Care

### Comfy Menstrual Hygiene Awareness Initiative Press Coverage

**Amrutanjan Comfy Rolls Out Menstrual Hygiene Awareness Initiative Across More Towns**  
December 21, 2023

**National:** Amrutanjan Comfy, which has already raised awareness among 4.5 lakh young girls across 1,450 towns in India about menstrual hygiene, is now rolling out the initiative in 360 towns across Tamil Nadu, Madhya Pradesh, Jharkhand and Uttar Pradesh to reach out to another 2.5 lakh girl students across four states in India to raise awareness as part of the next phase of its Project Disha initiative. Comfy Snug Fit is a fast-growing menstrual hygiene brand from the house of Amrutanjan Health Care.

### अंतर्राष्ट्रीय महिला दिवस पर अमृतांजन का कॉम्फ़ी चैपियन अभियान पावरट्यूबीयू

नई दिल्ली। अंतर्राष्ट्रीय महिला दिवस के अवसर पर अमृतांजन हेल्थ केयर लिमिटेड ने अपने अधिपन्न पावरट्यूबीयू सफाई से महिलाओं और लड़कियों को सतक बनाने की अपनी प्रतिबद्धता परकाय है। तेजी से युद्ध दर्ज करने सारिक परम चकका खंड, अमृतांजन कॉम्फ़ी ड्रग मुक्त किता कच अंचल, भारत में सारिक परम सेजुटी नवैवे की टुट करने का प्रकष काका है और इसका उल्लेख नर प्रेतस फैलना हैक हर महिला को अपने सारिक परम से सम्भार और अवसिकाय के सव विष्टने का अधिकात है।

अमृतांजन हेल्थ केयर लिमिटेड के अवका एवं प्रबंध निदेशक, श्री एच. रंभु प्रसाद ने फता, हाइएकलेसक परकसंगदन के रूप में, इमपेसफिक एवं व्साकय के मानस और महिलाओं को सतक बनाने की इससे क्षमते के बारे में जागरूकता बढ़ाने की लक्षता विपकन की है। इसका दृष्ट विधान है कि हर महिला सुरांध और लवक सारिक परम देवकफल उपरी तक पहुंचने की लक्षता है। कॉम्फ़ी के सार, एन न केवल सारिक परम सेजुटी सरीवे के बारे में जागरूकता बढ़ाने के लिए, कॉम्फ़ी अदृष्ट प्रसिद्धता को दरहा है, जहां सारिक परम की सारिक परम चक का अपने के लिए सतक बनाने के लिए भी समर्पित है। लक्षता ट्यूबीयू अधिसन एक ऐसे सवक को बढ़ाक देने के लिए हमारी अदृष्ट प्रसिद्धता को दरहा है, जहां सारिक परम की सारिक परम चक का अपने के लिए सतक बनाने के लिए भी समर्पित है। कॉम्फ़ी एक सार अधिकर है। कॉम्फ़ी की खंड एंसेसटर सुधी अदा कपूर ने भी कहा, हमारे परम सारिक परम के लिहाज से सफाई की वकलत कर और सपनीली सतकलय फैकर का, सारिक परम से जुड़ी बर्नोनों को लसप में बदलने की सकि है। लिख, पूंच और सारतुपुन को प्रवैसकक देकर, हम एक ऐसे दुनिया बनसकने है जहां हर लड़की सारिक परम के सार को अपनाते हुए कॉम्फ़ी, अवसिकाय और सारिककला के सव अवसै सारिक परम के सारको अकका।

पावरट्यूबीयू एक लकन है, किपकती और उच्च गुणकक को सारिक परम वकलता उपरी तक पूंच प्रदान कर महिलाओं को सतक बनकर समान में बदलव लता है। अमृतांजन कॉम्फ़ी सिद्धा प्रदान कर, जागरूकता बढ़ाकर और अवसकक लगाते तक पूंच को बढ़ाक देकर, सभी महिलाओं के लिए एक वकस और अवकलन अधिका गतसंगत सारिक परम के निर्माण के लिए प्रसिद्ध है।

Received more than 413 coverages across India including print and online publications

### PPRO sampling drive for Women Police, Chennai



## Beverages

### Press coverage for new brand ambassador Ruturaj Gaikwad for Amrutanjan Electro+

#### अमृतांजन इलेक्ट्रो+ चे लो शुगर व्हेरियंट बाजारपेठेत दाखल; ब्रँड अम्बेसॅडर म्हणून ऋतुराज गायकवाडची निवड

दै.आवाज वृत्तसेवा नाशिक/प्रतिनिधी - अमृतांजन हेल्थकेयरने इलेक्ट्रो+ चे लो शुगर व्हेरियंट बाजारपेठेत दाखल केले आहे. हे इलेक्ट्रोलाईट पेय शरीरातील ऊर्जा पातळी पूर्ववत करून डिहायड्रेशन व थकवा दूर करते. त्यासोबतच अमृतांजनने इलेक्ट्रो+ चा ब्रँड अम्बेसॅडर म्हणून भारतीय क्रिकेटपटू ऋतुराज गायकवाडची निवड केल्याची देखील घोषणा केली आहे.

इलेक्ट्रो+ चे लो शुगर व्हेरियंट सादर करण्याबरोबरीनेच अमृतांजनने भारतीय क्रिकेटमधील युवा खेळाडू ऋतुराज गायकवाडसोबत हातमिळवणी केल्याची देखील घोषणा केली आहे. खेळाप्रती ऋतुराजची निष्ठा आणि कायम सर्वोत्तम कामगिरी बजावण्याप्रती बांधिलकी आरोग्य आणि सक्रियतेला प्रोत्साहन देण्याच्या इलेक्ट्रो+ च्या मूलभूत मूल्यांना अतिशय अनुरूप आहे. ब्रँड अम्बेसॅडर म्हणून ऋतुराज गायकवाड इलेक्ट्रो+ चे लो शुगर व्हेरियंट बाजारपेठेत दाखल केले आहे. हे इलेक्ट्रोलाईट पेय शरीरातील ऊर्जा पातळी पूर्ववत करून डिहायड्रेशन व थकवा दूर करते. त्यासोबतच अमृतांजनने इलेक्ट्रो+ चा ब्रँड अम्बेसॅडर म्हणून भारतीय क्रिकेटपटू ऋतुराज गायकवाडची निवड केल्याची देखील घोषणा केली आहे.

इलेक्ट्रो+ हे प्रभावी सेल-लेव्हल हायड्रेशन पुरवून इलेक्ट्रोलाईटची भरपाई करण्यासाठी तयार करण्यात आले असून शरीरातील सामान्य ऊर्जा पातळी पुन्हा मिळवून देऊन थकवा दूर करते. इलेक्ट्रो+ ब्रँडने ताजेतवाने करणाऱ्या लो शुगर पेयाचा पर्याय उपलब्ध करवून देऊन आरोग्याविषयी जागरूक ग्राहकांना प्राधान्य देण्याचे धोरण कायम राखले आहे.

अमृतांजन हेल्थ केयरचे चेयरमन आणि मॅनेजिंग डायरेक्टर श्री एस संभू प्रसाद म्हणाले की अमृतांजनमध्ये आम्ही आरोग्य व कल्याण यांना प्रोत्साहन देणारी अभिनव उत्पादने सादर करण्यासाठी वचनबद्ध आहोत.



#### अमृतांजन इलेक्ट्रो+ चे लो शुगर व्हेरियंट बाजारपेठेत दाखल

पुणे (दै. संघ्या) आरोग्य देखभाल आणि वेलनेस उद्योगक्षेत्रातील नामांकित कंपनी अमृतांजन हेल्थकेयरने इलेक्ट्रो+ चे लो शुगर व्हेरियंट बाजारपेठेत दाखल केले आहे. हे इलेक्ट्रोलाईट पेय शरीरातील ऊर्जा पातळी पूर्ववत करून डिहायड्रेशन व थकवा दूर करते. त्यासोबतच अमृतांजनने इलेक्ट्रो+ चा ब्रँड अम्बेसॅडर म्हणून भारतीय क्रिकेटपटू ऋतुराज गायकवाडची निवड केल्याची देखील घोषणा केली आहे.

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अमृतांजन हेल्थ केयरचे चेयरमन आणि मॅनेजिंग डायरेक्टर श्री एस संभू प्रसाद म्हणाले की अमृतांजनमध्ये आम्ही आरोग्य व कल्याण यांना प्रोत्साहन देणारी अभिनव उत्पादने सादर करण्यासाठी वचनबद्ध आहोत. इलेक्ट्रो+ चे लो शुगर व्हेरियंट आम्हाला आम्हाला अतिशय आनंद होत आहे आणि आम्हाला खात्री आहे की इलेक्ट्रो+ सोबत ऋतुराजचा सहयोग सर्व देशवासियांना प्रभावित करेल.

या सहयोगाविषयी भारतीय क्रिकेटपटू ऋतुराज गायकवाड म्हणाले की इलेक्ट्रो+ ब्रँडसाठी अमृतांजन हेल्थकेयरसोबत भागीदारी करताना मला अतिशय आनंद होत आहे. हायड्रेशन आणि ऊर्जा कायम राखणे फक्त माझ्यासारख्या खेळाडूसाठीच नव्हे तर, प्रत्येक व्यक्तीसाठी आवश्यक आहे. सर्वोत्कृष्ट कामगिरी व एकंदरीत आरोग्यासाठी इलेक्ट्रोलाईटचे सुयोग्य संतुलन



#### Amrutanjan Healthcare strengthens focus on Health with Electro+, launches Low Sugar variant and ropes in Ruturaj Gaikwad as Brand Ambassador

Chennai: Amrutanjan Healthcare, a renowned name in the healthcare and wellness industry, is proud to introduce the latest addition to its product line up – the low sugar variant of Electro+, an electrolyte drink designed to replenish energy levels and combat dehydration and fatigue. In conjunction with this launch, Amrutanjan also announces Indian cricketer Ruturaj Gaikwad as the brand am-



and replenishment of electrolytes, essential for restoring energy and combating exhaustion. With the introduction of a low sugar variant, Electro+ continues to prioritize health-conscious consumers, offering a refreshing beverage option with no added sugar. The unveiling of the low sugar variant of Electro+ coincides with Amrutanjan's partnership with Ruturaj Gaikwad, an emerging star in Indian cricket. Ruturaj's dedication to his sport and commitment to maintaining peak performance align perfectly with Electro+'s core values of promoting health and vitality. As the brand ambassador, Ruturaj Gaikwad will play a pivotal role in showcasing the benefits of Electro+ and encouraging consumers to prioritize hydration and electrolyte balance for overall well-being.



Received around 167 coverages across India including print and online publications

# Operations Update – Sales and Distribution



## Distribution



**Distribution Points**  
Increased 6% in FY '24  
Vs FY '23



**Effective Outlets Coverage (Avg. Monthly)**  
11% increase in FY '24 vs  
FY '23



**Outlets Coverage (Annual)**  
Increased by 36%

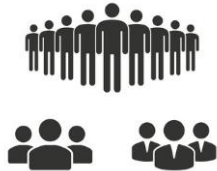


**Interim Sales Value**  
Contribution is 43%



**Closing Stock**  
Reduced from 60 to 48  
days

## Sales



**Manpower**  
Increased by 4%



**Total Lines Sold**  
Increased by 12%

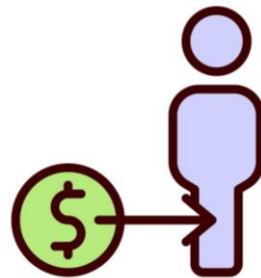


**Productive Calls**  
Increased by 4%



**Manpower Productivity**  
Increased by 13%

## Credit Control



**Debtors**  
49% of the sales through  
advance payment

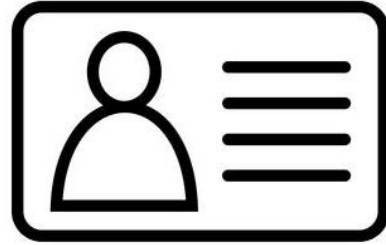




## IT Projects



**SAP**  
SAP Integration with  
AHCL ecommerce web  
store and Banks



**Email and Identity & Access Management**  
Exchange Upgrade,  
Multifactor  
Authentication (MFA) and  
Single Sign-On (SSO)



**Additional Security Controls**  
Endpoint Device Locking  
Patch Management  
Backup Management  
Biometric system Upgrade



**Automation**  
Contract Management  
Automation  
Guest and Material Gate  
pass System

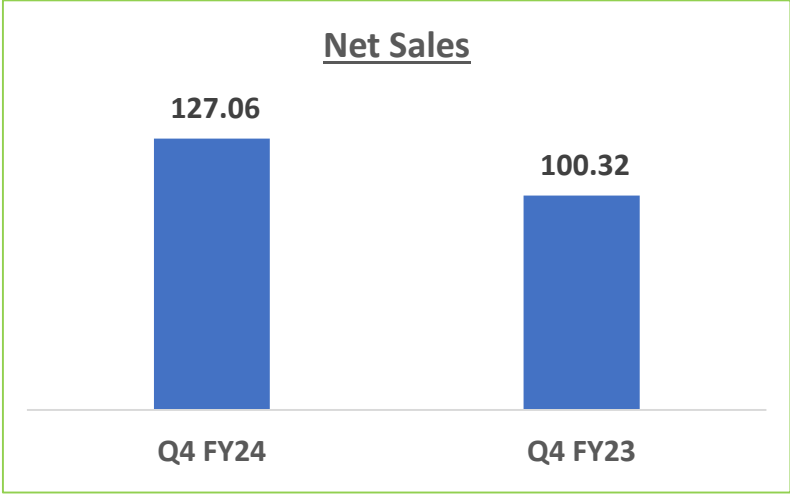


# Financials

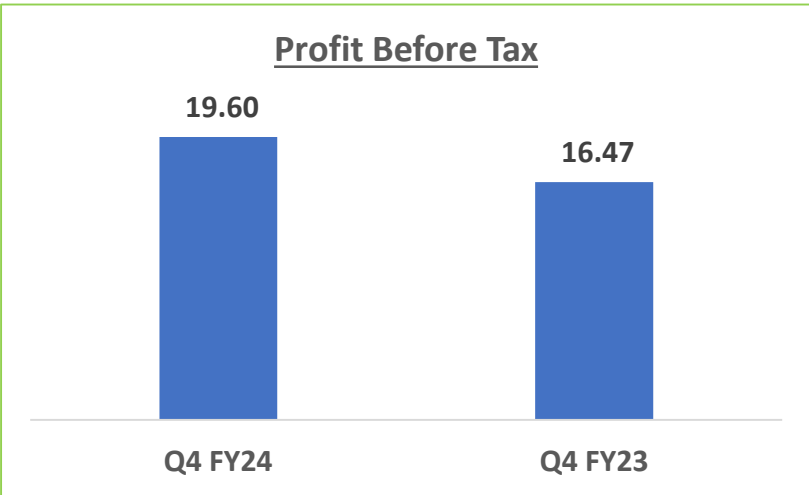


# Financials – Q4 FY24

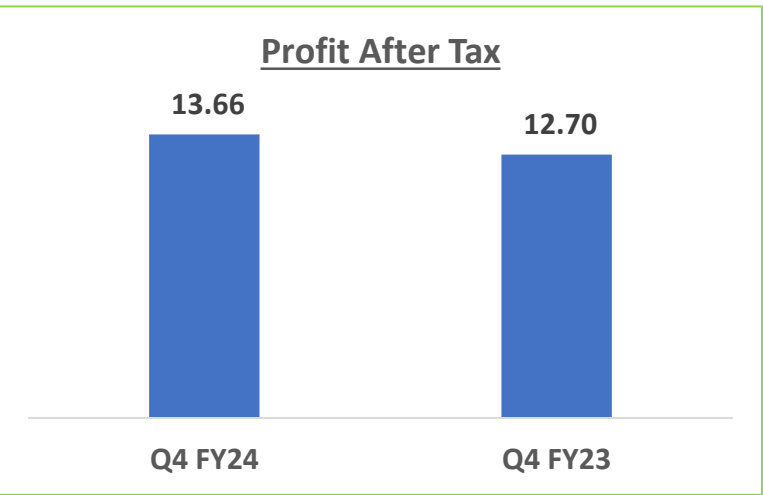
(Rs. in Crores)



Growth: 26.65%



Growth: 19.00%



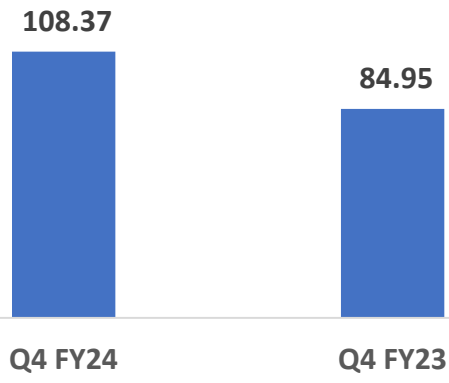
Growth: 7.56%



# Financials – Q4 FY24

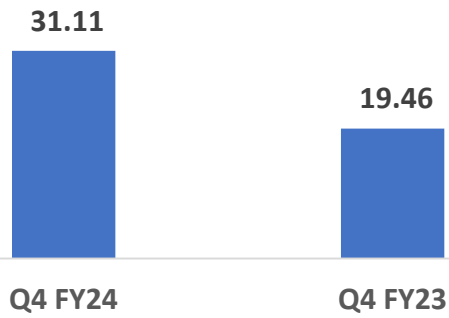
(Rs. in Crores)

## Net Sales - OTC



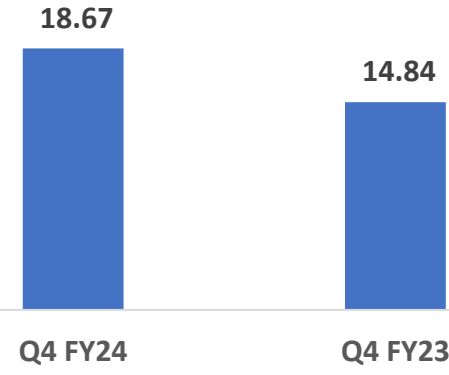
Growth: 27.57%

## Net Sales - Comfy



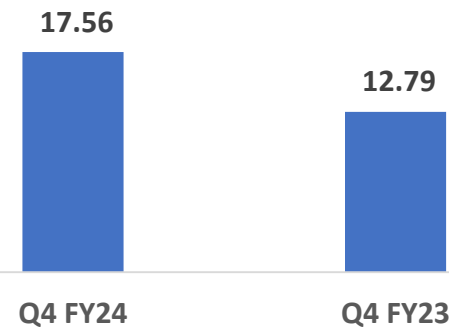
Growth: 59.87%

## Net Sales - Beverages



Growth: 25.81%

## Net Sales - Electro Plus



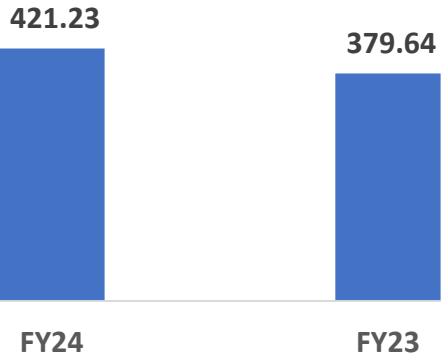
Growth: 37.29%



# Financials – FY24

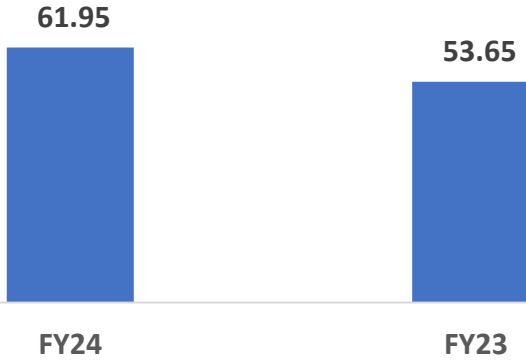
(Rs. in Crores)

### Net Sales



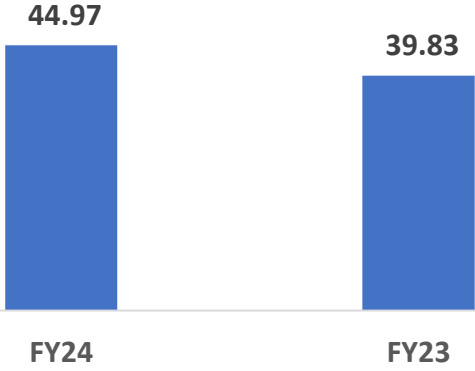
Growth: 10.96%

### Profit Before Tax



Growth: 15.47%

### Profit After Tax

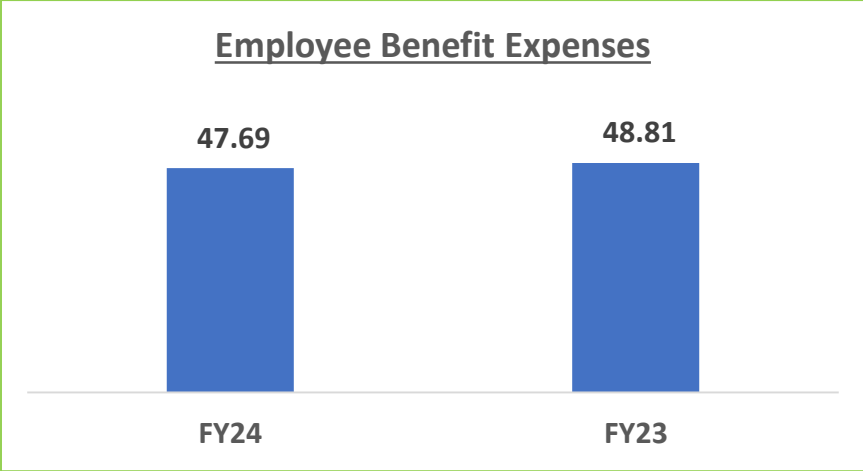


Growth: 12.90%

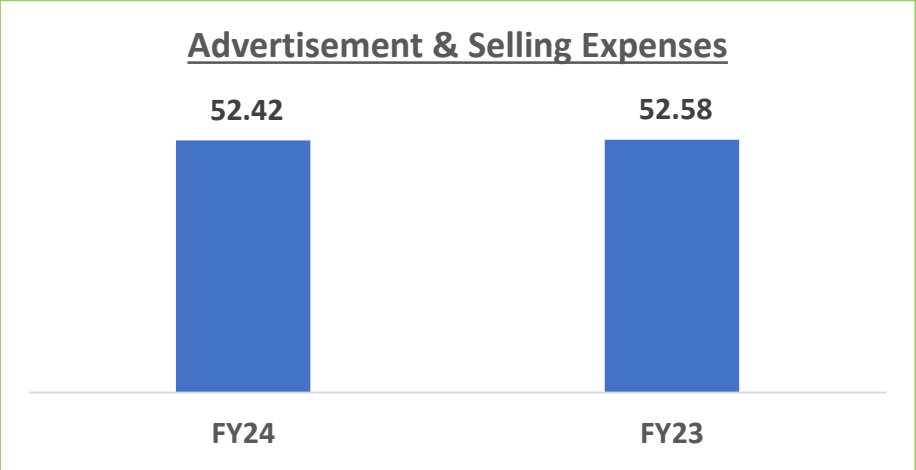


# Expenses – FY24

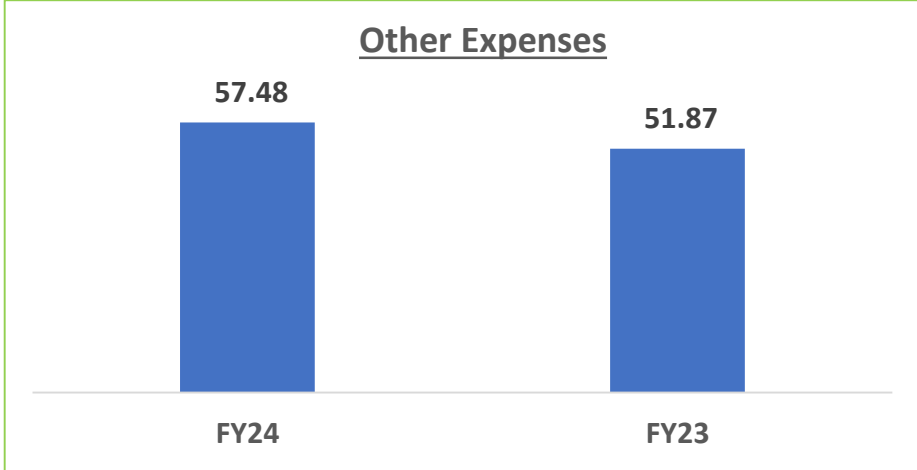
(Rs. in Crores)



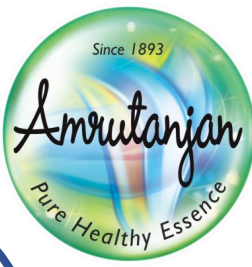
Decrease: 2.29%



Decrease: 0.30%

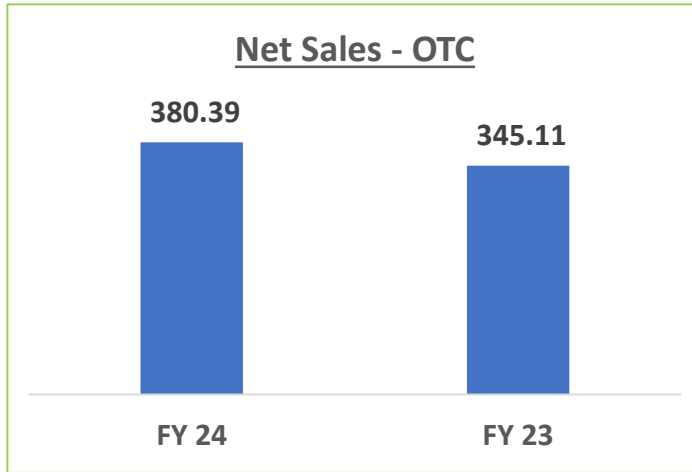


Increase: 10.82%

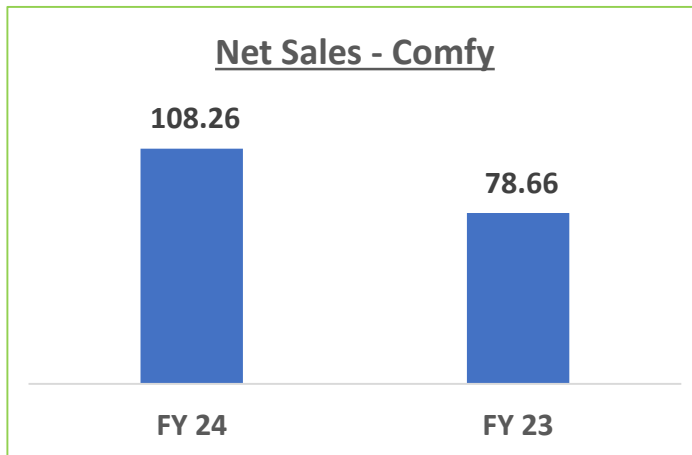


# Financials – FY24 – OTC Division

(Rs. in Crores)



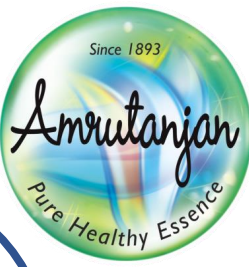
Growth: 10.22%



Growth: 37.63%

## Notes:

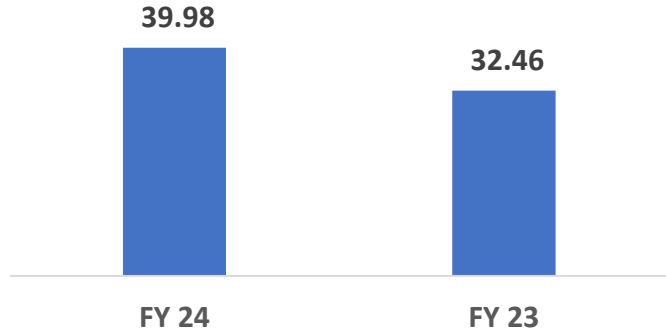
- Majority of raw material prices are lower than FY23. Menthol Crystal price is marginally higher than FY23.
- Majority of packing material prices are lower than FY23.
- Advertisement spend for FY24 is at Rs.30.04 Cr against Rs.27.01 Cr for FY23. Advertisement spend for Comfy is at Rs. 6.47 Cr for FY24 against Rs. 8.69 Cr for FY23.



# Financials – FY24 – Beverage Division

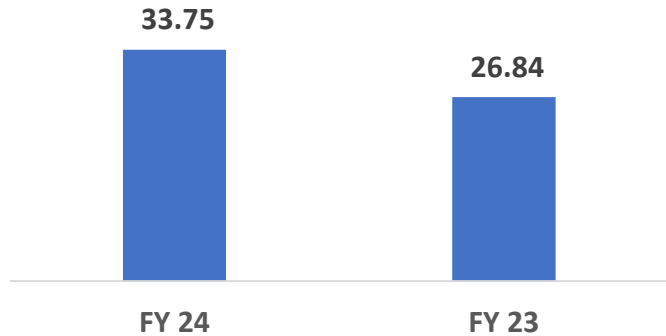
(Rs. in Crores)

## Net Sales - Beverages



Growth: 23.17%

## Net Sales - Electro Plus



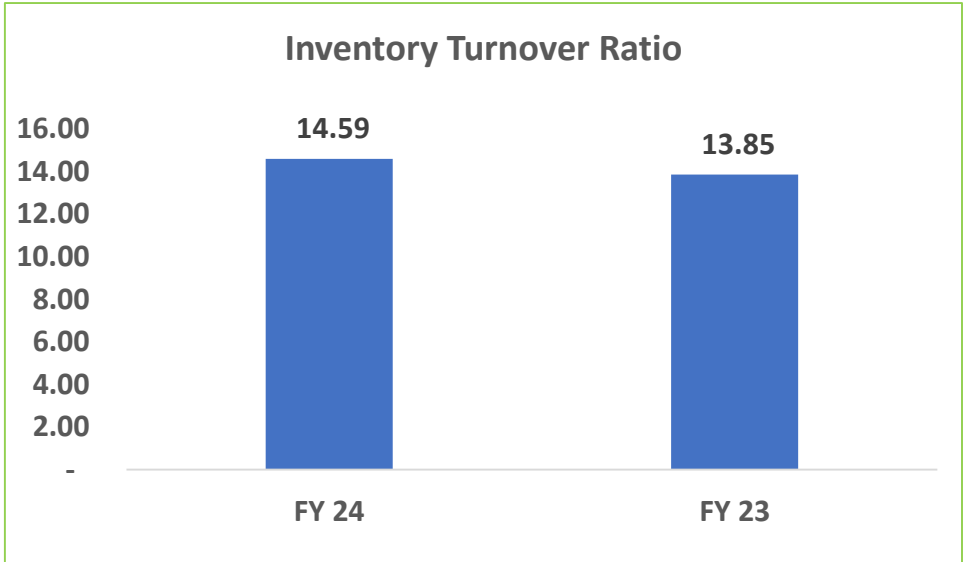
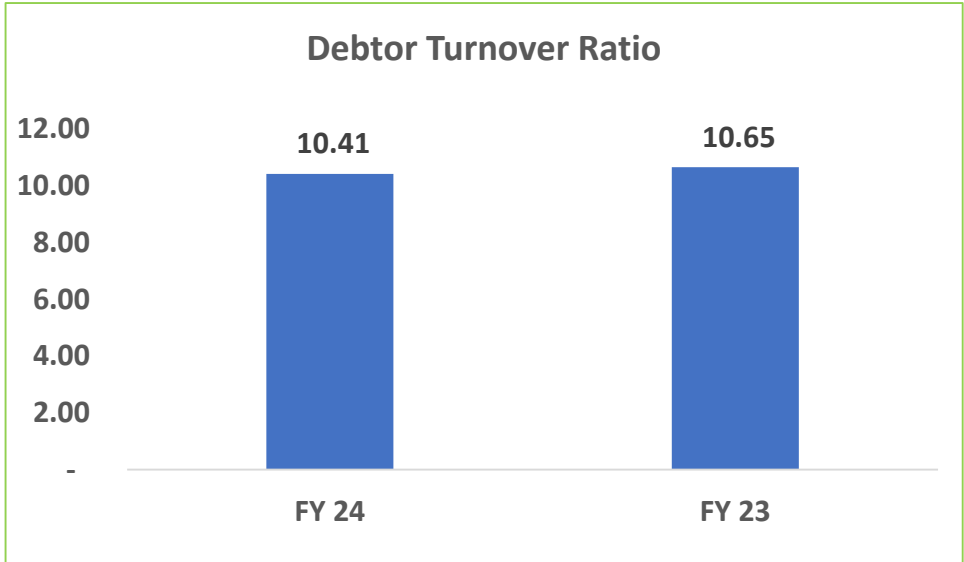
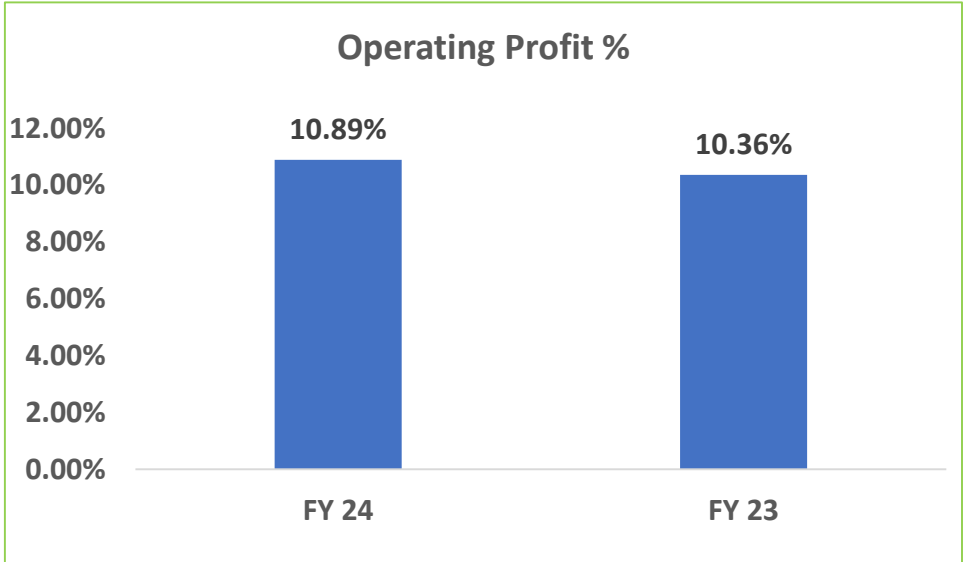
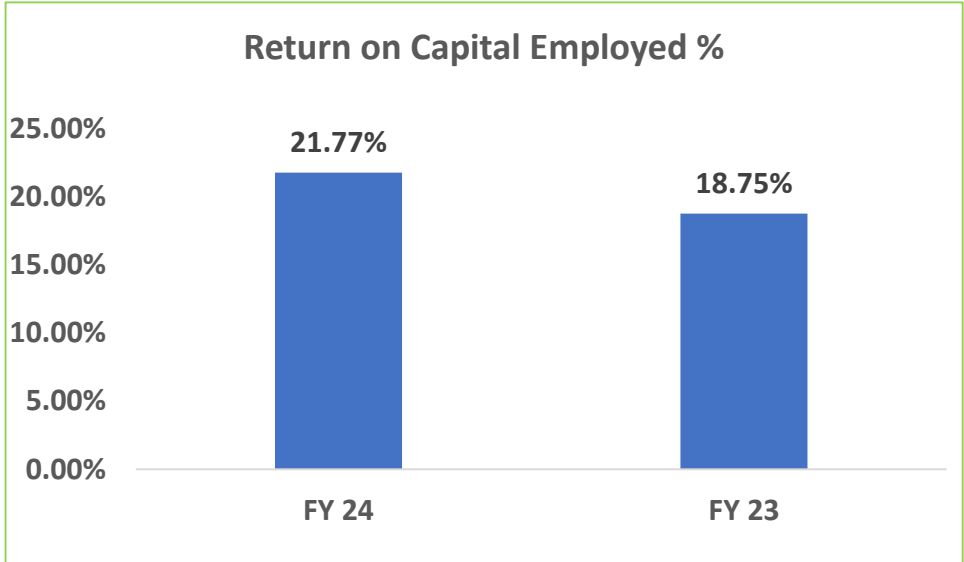
Growth: 25.75%

## Notes:

- Raw Material prices are marginally higher when compared to FY23.
- Packing Material prices are lower when compared FY23.
- Advertisement spend is at Rs. 5.99 Cr for FY24 against Rs. 5.33 Cr for FY23.
- Business is continuing with cash & carry model for Fruitnik.



# Key Financial Ratios





# Management Commentary



- We had back to back revenue growth in the high double digits (Q3 and Q4) indicating robust execution by the management team
- The pick up in demand in balms and related pain products in Q3 continued into Q4
- Comfy is now a 1 Billion INR brand for the organisation (1.08 Billion INR) and we are confident of years of growth from this segment
- Brand Electro plus also continues to be another growth vector for the company posting sales growth of 25% for the year
  - Having launched low sugar variant this year we see expansion of consumer base including those that are maintaining active life styles and are seeking healthy rehydration options
- We wish to focus and grow both the headache and pain categories in the coming years as post Covid lull has now bottomed and consumer demand is returning
- We are aiming to improve and sustain operating margins into the mid teens at a minimum and sustain it there as we feel this gives the right blend of growth investment and also operating leverage
- Operational efficiency through digital transformation continues to be a strategic pillar for the management
- Our goal of 1000 Cr revenue by FY28 is our core focus

