

AHCL/ SE/ 28 /2021-22

August 14, 2021

The National Stock Exchange of India Limited "Exchange Plaza", C-1, Block G Bandra-Kurla Complex, Bandra (E) Mumbai 400 051	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 30th June 2021

Ref: Our earlier announcement no: **AHCL/ SE/ 25 /2021-22** dated 14/08/2021

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 ended 30th June 2021

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

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Amrutanjan Health Care Limited

Investor Presentation

Quarter ended 30th June 2021

Date: 14th August 2021

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Business Update

Business Update



- Certain secular consumer trends is continuing from last year - for instance purchase of health care products.
- ORS category is at early stages of growth, like we saw with Sanitary napkins.
- We are scaling Comfy steadily and this year saw new secondary sales at all-time high set for consecutive months underscoring demand strength.
- Women's hygiene category is driven by new entrants but most of them lack distribution muscle and are mostly on line.
- All our focus products have grown this quarter and not just traditional balms.
- Preparedness for future lockdowns is now built from experience.

Business Update - Comfy



*Actress
Shraddha Kapoor* has been
roped in to endorse our
Sanitary Napkin product
“Comfy”



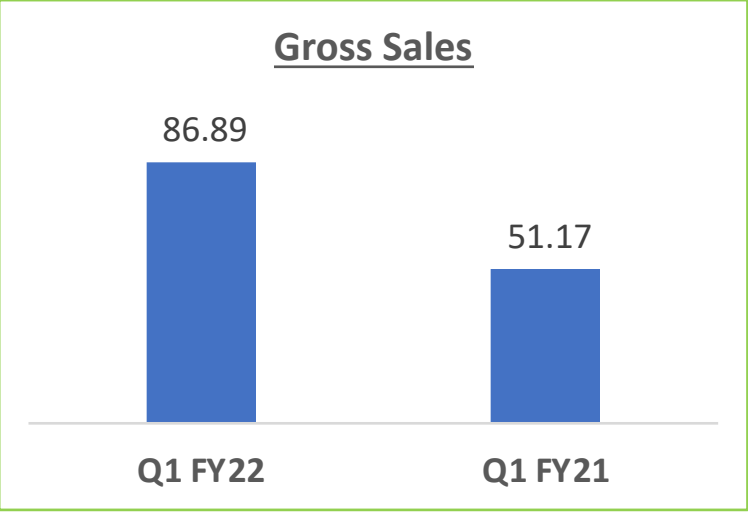


Q1 FY22 Performance

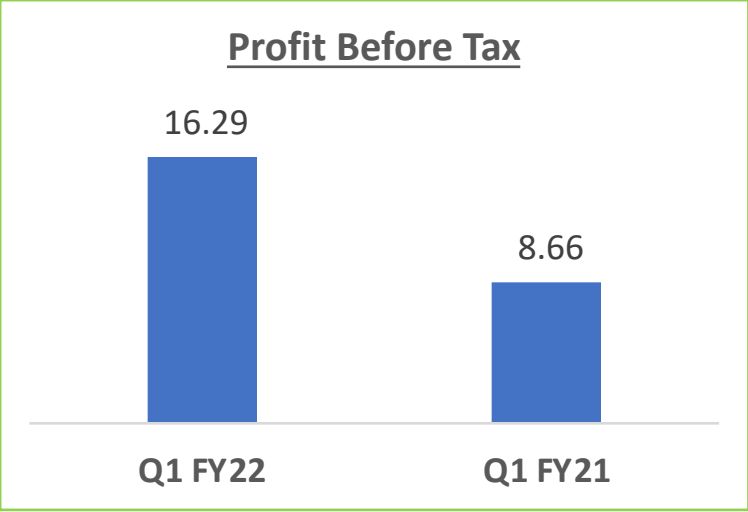


Financials – Q1 FY22

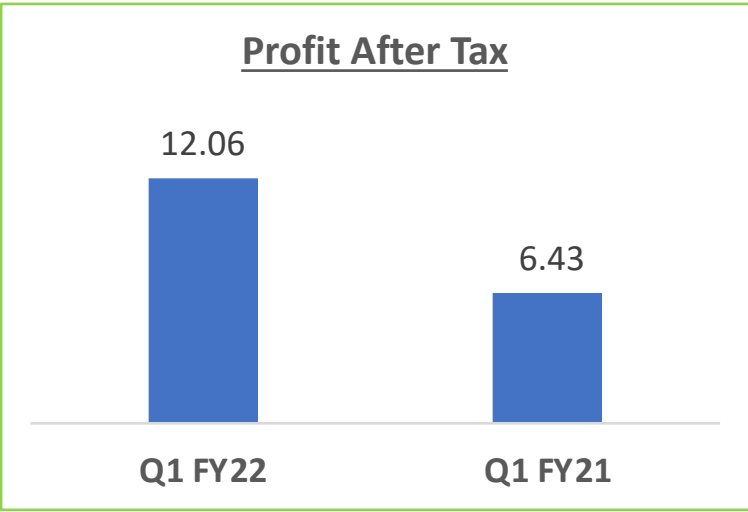
(Rs. in Crores)



Growth: 69.81%



Growth: 88.11%

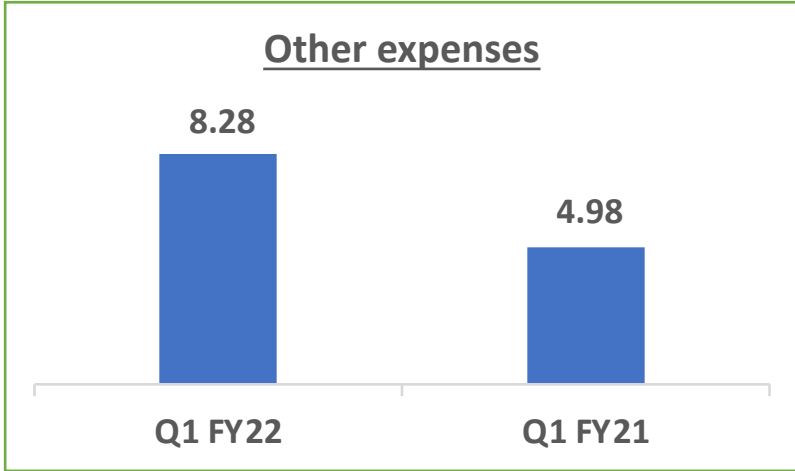
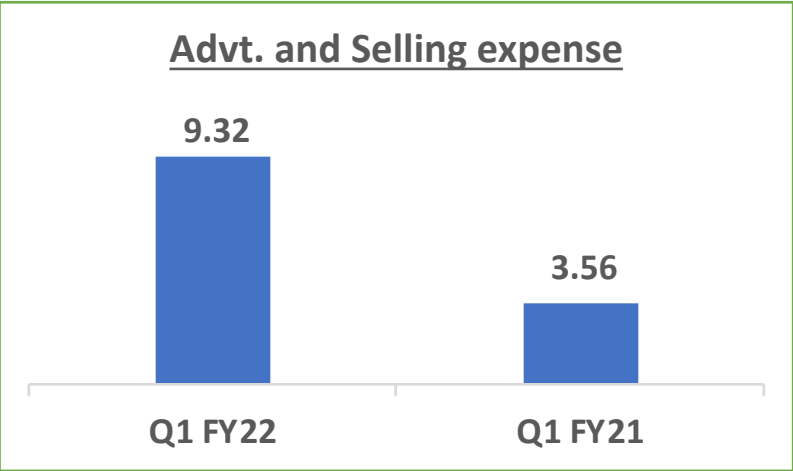
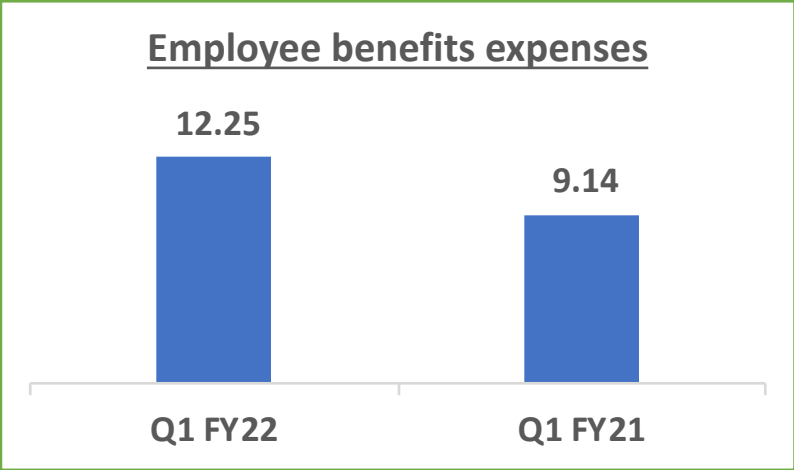


Growth: 87.56%



Expenses – Q1 FY22

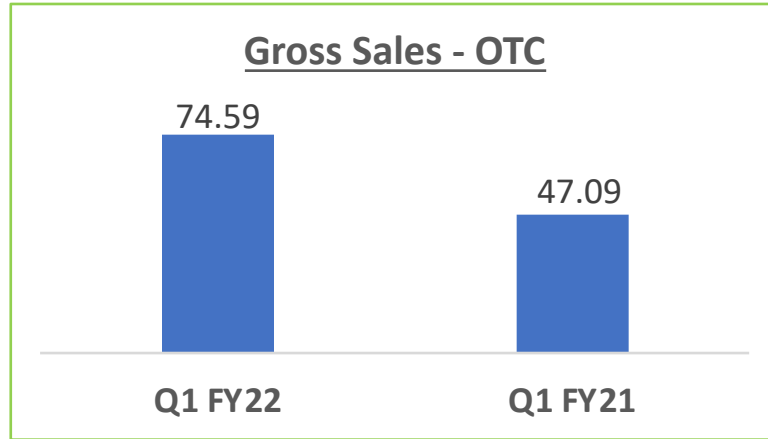
(Rs. in Crores)



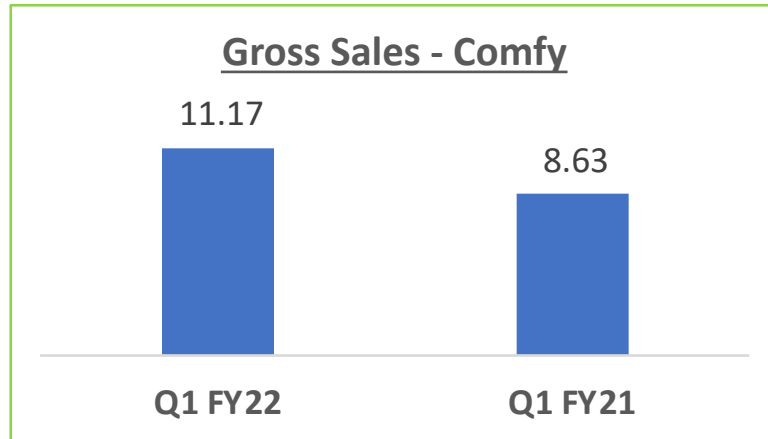


Financials – Q1 FY22 – OTC Division

(Rs. in Crores)



Growth: 58.40%



Growth: 29.43%

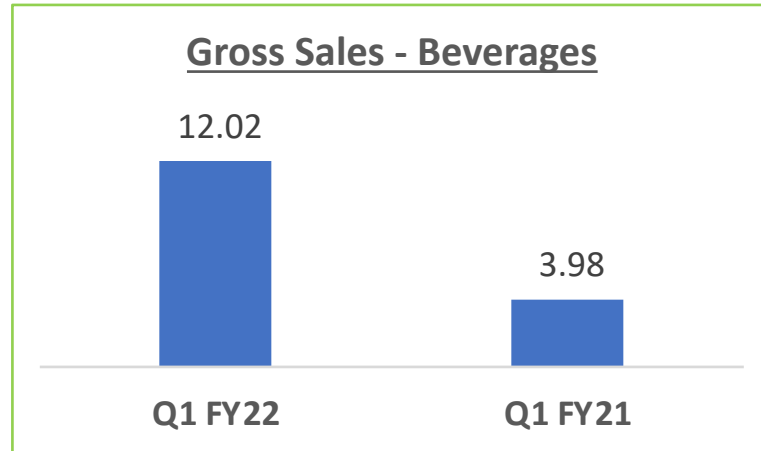
Notes:

- Key raw material prices including Menthol crystal price are lower when compared to Q1 FY21.
- The prices of packing material are higher when compared to Q1 FY21.
- Gross Margin has improved by 264 basis points when compared to Q1 FY21.
- Advertisement spend for Q1 FY22 is at Rs.4.28 cr against Rs.0.83 cr for Q1 FY21.

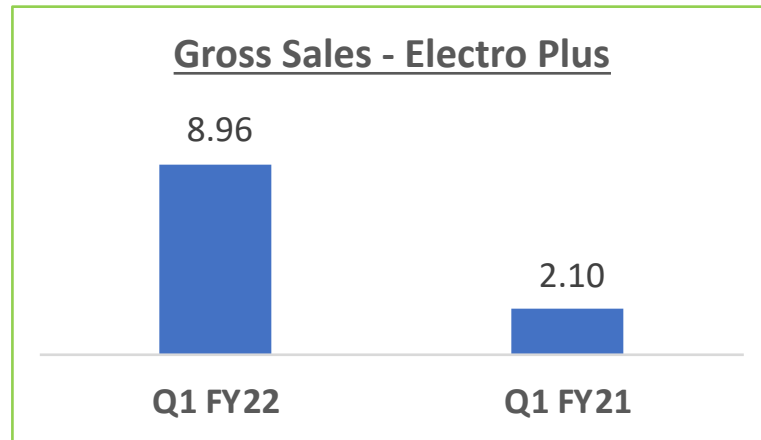


Financials – Q1 FY22 – Beverage Division

(Rs. in Crores)



Growth: 202.01%



Growth: 326.67%

Notes:

- Gross Margin has improved by 1,540 basis points when compared to Q1 FY21 mainly due to higher Electro plus volume.
- Advertisement spend is at 1.77 cr for Q1 FY22 against 0.42 cr for Q1 FY21.
- Business is continuing to be healthier with complete cash collected for Fruitnik.



Way Forward



We remain focused on executing our key priorities:

- Continue the growth rhythm of last year
- Expand distribution
- Go digital
- Strengthen Beverage business
- Costs control

