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Email: info@mangalamorganics.com Web: www.mangalamorganics.com CIN - L24110MH1981PLC024742 Registered Office / Factory: Village Kumbhivali, Savroli-Kharpada Road, Khalapur-410 202

Khalapur-410 202, Dist. Raigad (Maharashtra) Tel. 02192 - 276140

Date: August 13, 2022

**BSE Limited** 

Listing & Compliance Department Phiroze Jeejeebhoy Towers, Dalal Street, Fort Mumbai – 400001. Scrip Code: 514418 The National Stock Exchange of India Limited Listing & Compliance Department Exchange Plaza, C-1 Block G, Bandra Kurla Complex, Bandra (E), Mumbai – 400051

Symbol: MANORG

Dear Sir/Madam,

# Sub: Investor Presentation for Quarter ended June 30, 2022

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby enclose a copy of Investor Presentation for the Quarter ended June 30, 2022.

This Investor Presentation may also be accessed on the website of the Company at <a href="https://www.mangalamorganics.com">www.mangalamorganics.com</a>.

We request you to disseminate the above information on your website.

Thanking you,

Yours faithfully,

For Mangalam Organics Limited

Shachi Sanghavi

Company Secretary & Compliance Officer

Encl: As above





















Investor Presentation – August 2022







### **Safe Harbor**

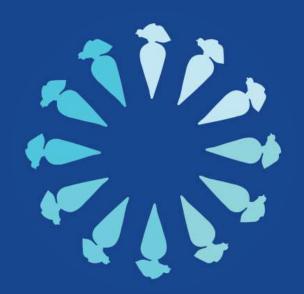


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Certain matters discussed in this Presentation may contain statements regarding the Company's market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company's ability to successfully implement its strategy, the Company's future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company's market preferences and its exposure to market risks, as well as other risks. The Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.

# **Company Overview**



#### **Business Overview**



#### Who We Are

Mangalam Organics Limited is a pioneer in the field of pine chemistry. It is a leading manufacturer of terpene and rosin derivatives.

#### What We Manufacture

**Terpene Chemistry** Camphor, Dipentene, Sodium Acetate **Synthetic Resins** Terpene Phenolic, Alkyl Phenolic, Rosin-based Resins

## Our Legacy

Our operations are led by an experienced management team, with over five decades of experience in the pine chemicals industry.

#### Our Mission

To continue to strive and innovate to meet the growing requirements of our valued customers.

# Our wide Footprint

Turpentine, our principal raw material to manufacture Camphor, is procured from the globe: Brazil, across Argentina, Chile, USA, Russia, Indonesia, Vietnam, China, Portugal, and Spain, among other countries. Domestic sale of Camphor and Synthetic Resins takes place through our network of 8 offices across India. Our products are also exported to Europe, USA, African, Middle Eastern and Southeast Asian countries.





## **Our Journey**



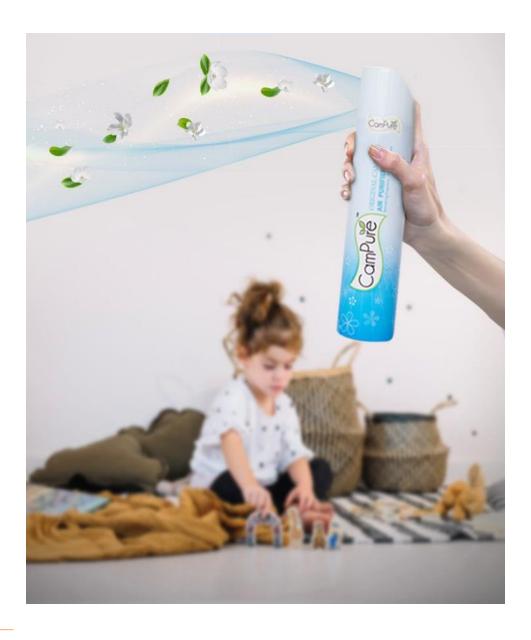
#### **Business-to-Business**

#### **Business-to-Consumer**

Trading	Manufacturing	Expansion	Listing	Diversification	Establishment	Product Portfolio	Strengthening	Listing	Expansion
1946	1949	1988	1994	2007	2013	2017	2019	2021	2022
Late Ramgopal Dujodwala (founder of Mangalam Organics Ltd.) commenced Trading in Rosin	Late Ramgopal Dujodwala established a Rosin and Turpentine manufacturing unit at Hoshiarpur, followed by a unit at Una, Faridabad, and one in J&K	Facility built for manufacture of Rosin and Turpentine at Khopoli (Maharashtra)	Facility built for manufacture of Camphor and MOL listed on BSE Limited	Kamal Dujodwala took over as Chairman. Set up a new division to manufacture Synthetic Resins	Commenced manufacturing and retailing of Mangalam Camphor Tablets	Commenced manufacturing and retailing of homecare products based on Camphor under "CamPure"	We started marketing campaigns & brand strengthening initiatives full fledge.	Mangalam Organics Ltd. got listed on NSE	Mangalam Organics Ltd. commenced commercial production of additional plant of 5000 MT on 31st January 2022.

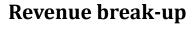
## **Our Business Segments**





#### **B2B-Terpene**

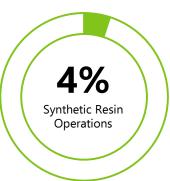
- Camphor: Religious use, healthcare products, hygiene products
- **Dipentene:** Paints, cleaning and degreasing agents
- Sodium Acetate: Textile and dyes industry, Leather tanning





#### **B2B - Synthetic Resin**

- Terpene Phenolic Resin Adhesives
- Alkyl Phenolic Resin Rubber Products i.e., Tyers
- Rosin Ester Paint and varnish material industry, thermoplastic compounds for road marking, hot melts and glues susceptible to pressure, insulation finishes



#### **B2C - Retail Operations**

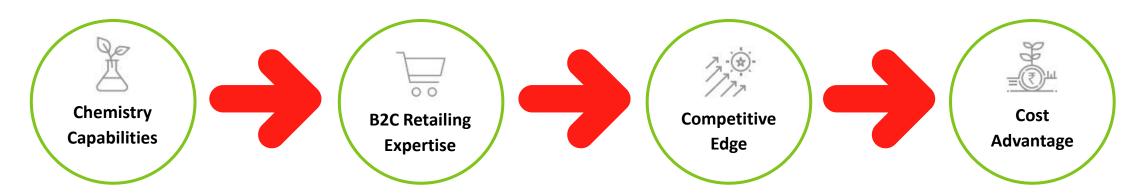
- CamPure Homecare and personal care products based on Camphor
- Mangalam Camphor tablets for pious uses
- Private Labelling Initiatives





#### **Our Business Model**





- In our Terpene operations, continuing focus on yields, time cycle, energy conservation and quality of the products has enabled us to maintain our sales volume and profitability.
- 2. Through our Resin operations, we continue to offer closely formulated and niche solutions to our customers, enabling regular business and healthy margins.
- 3. Our retail operations continue to grow, as we expand the distribution of our brands Mangalam and CamPure and as we take on additional private labelling opportunities.





#### **Business-to-Business**

#### **Terpene**









**Camphor**| **Dipentene** | **Sodium Acetate** 

#### **Synthetic Resin**







Terpene Phenolic Resin | Alkyl Phenolic Resin | Rosin Esters



#### **Business-to-Consumer**





CamPure - Homecare and personal care products based on Camphor Mangalam - Camphor tablets for pious uses Private Labelling Initiatives

## **Our Key Clientele**



#### **Terpene Operations**





























**Synthetic Resin Operations** 

















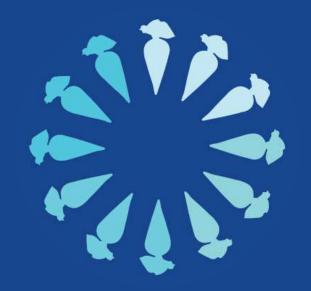






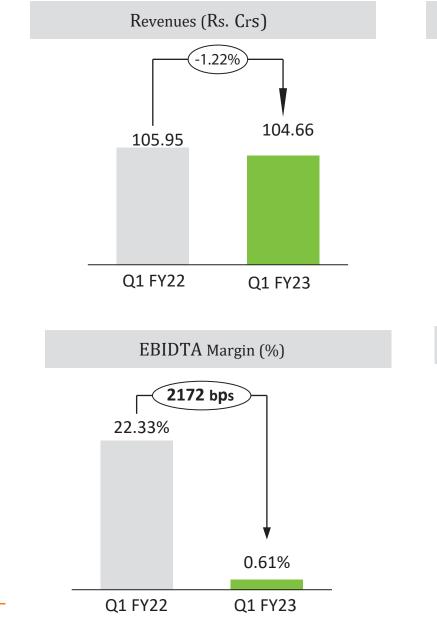


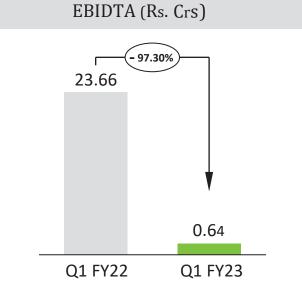
# **Financials**

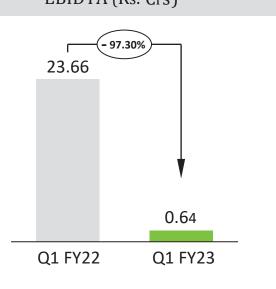


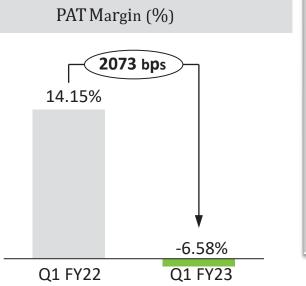
## **Q1 FY23 Consolidated Financial Performance**

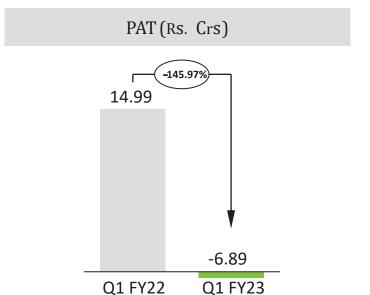












- Revenue growth of -1.22% in Q1 FY23 vs Q1 FY22
- Increase in input costs lead to decline in profitability for the year and quarter end.
- Company continues its efforts on improving efficiencies and margins going forward.
- Successfully commissioned the capacity at Khopoli and It is under stabilization.

# Q1 FY23 Consolidated Financial Performance

# **Q1 FY23 Consolidated Profit & Loss Statement**



Particulars (Rs. Crs)	Q1 FY23	Q1 FY22	Y-o-Y (%)	Q4 FY22	Q-0-Q	FY22	FY21	Y-o-Y (%)
Revenue from Operations	104.3	105.7	-1.3%	124.3	-16%	490.6	338.2	45%
Cost of Materials Consumed	122.1	63.8		53.8		284.3	147.1	
Purchase of stock in trade	0.00	1.14		1.4		5.2	3.9	
Changes in Inventories of finished goods, work in progress and stock-in trade	-57.3	-9.5		18.1		-12.6	-27.6	
Gross Profit	39.5	50.26	-21.4%	51	-22.5%	213.7	214.9	-1%
GP %	37.8%	47.5%		41%		44%	64%	
Employee Benefits Expense	8.7	6.9		8.4		29.7	26.9	
Other Expenses	30.4	19.9		33.9		93.0	60.2	
EBITDA	0.4	23.4	-98.3%	8.7	-95.4%	91.0	127.8	-29%
EBITDA %	0.3%	22.1%		7%		18.5%	37.8%	
Other Income	0.2	0.2		0.3		1.4	1.0	
Depreciation and Amortisation Expense	3.8	3.3		3.4		15.0	13.5	
EBIT	-3.2	20.3	-115.8%	5.6	-157%	77.4	115.3	-33%
Finance Costs	3.6	0.1		2.9		4.2	1.0	
PBT	-6.8	20.1	-133.8%	2.7	-351%	73.2	114.3	-36%
Total Tax Expense	0.00	5.12		1.4		19.5	29.7	
Profit for the year	-6.8	14.9	-145.6%	1.3	-623%	53.7	84.6	-37%
PAT %	-6.5%	14%		1%		10.9%	25.0%	
EPS	-8.05	17.5		1.5		62.7	98.8	
					-			-

# Profit & Loss Statement (Audited)



				941 1100 1
Particulars (Rs. Crs)	FY22	FY21	FY20	FY19
Revenue from Operations	490.6	338.2	374.5	424.6
Cost of Materials Consumed	284.3	147.1	209.7	249.4
Purchase of stock in trade	5.2	3.9	4.0	4.0
Changes in Inventories of finished goods, work in progress and stock-in trade	-12.6	-27.6	-4.7	-8.3
Gross Profit	213.7	214.9	165.5	179.5
GP %	44%	64%	44%	42%
Employee Benefits Expense	29.7	26.9	25.5	22.2
Other Expenses	93.0	60.2	53.7	48.6
EBITDA	91.0	127.8	86.3	108.6
EBITDA %	18.5%	37.8%	23.1%	25.6%
Other Income	1.4	1.0	1.0	1.8
Depreciation and Amortisation Expense	15.0	13.5	9.0	6.2
EBIT	77.4	115.3	78.4	104.2
Finance Costs	4.2	1.0	5.2	3.6
PBT before exceptional items	73.2	114.3	73.2	100.6
Exceptional items	0.0	0.0	-10.3	1.0
РВТ	73.2	114.3	62.9	101.6
Total Tax Expense	19.5	29.7	15.4	29.2
Profit for the year	53.7	84.6	47.6	72.4
PAT %	10.9%	25.0%	12.7%	17.0%
EPS	62.7	98.8	55.5	84.1

# **Consolidated Balance Sheet (Audited)**



Equity & Liabilities (Rs. Crs)	Mar-22	Mar-21
Equity Share Capital	8.6	8.6
Other Equity	295.5	243.1
Total Equity	304.1	251.7
Financial liabilities		
Borrowings	52.1	0.0
Provisions	3.0	2.5
Deferred tax Liabilities (Net)	5.0	3.5
Total Non-Current Liabilities	60.0	6.0
Financial Liabilities		
(i) Borrowings	159.8	24.3
(ii) Trade Payables	32.5	24.1
(iii) Other Financial Liabilities	0.1	0.0
Provisions	1.1	1.0
Other Current Liabilities	2.5	4.1
Current tax Liabilities (net)	0	0
Total Current Liabilities	195.9	53.6
Total Liabilities	560.0	311.3

Assets (Rs. Crs)	Mar-22	Mar-21
Property, plant and equipment	198.0	120.6
Capital Work-in-Progress	7.7	
Financial Assets		
(i) Investments	0.0	0.0
(ii) Loans	0.0	0.0
(iii) Other Financial Assets	10.2	0.4
Total Non-Current Assets	215.8	121.0
Inventories	243.8	106.2
Financial Assets		
(i) Trade Receivable	44.1	34.4
(ii) Cash and Cash Equivalents	0.5	1.0
(iii) Other Bank Balances	0.9	33.4
(iv) Other Financial Assets	12.3	0.1
Current Tax Assets (net)	5.4	1.6
Other Current Assets	37.2	13.6
Total Current Assets	344.2	190.3
Total Assets	560.0	311.3

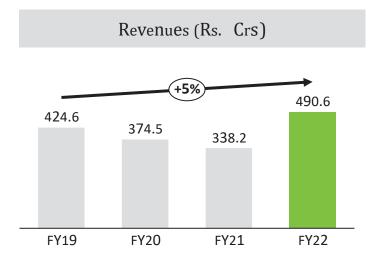
# **Cash Flow Statement (Audited)**

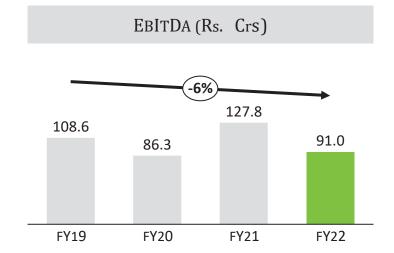


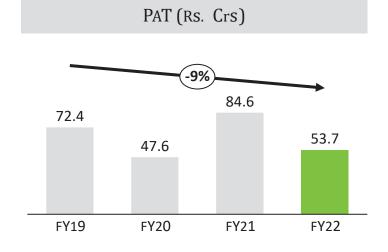
Particulars (Rs. Crs)	FY22	FY21	FY20	
Profit before Tax	73.1	114.1	62.9	
Operating Profit before Working Capital Changes	91.9	128.0	77.1	
Changes in Working Capital	-153.2	-72.1	33.3	
Cash Generated from Operations	-61.3	55.8	110.4	
Direct Taxes paid (net of refund)	21.8	29.6	17.1	
Net Cash from Operating Activities	-83.1	26.3	93.3	
Net Cash Flow from Investing Activities	-99.5	-28.1	-59.3	
Net Cash Flow from Financing Activities	182.1	2.3	-35.9	
Net change in cash & cash equivalents	-0.5	0.4	-1.9	

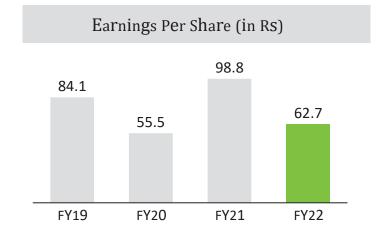
## **Performance in Charts (Audited)**

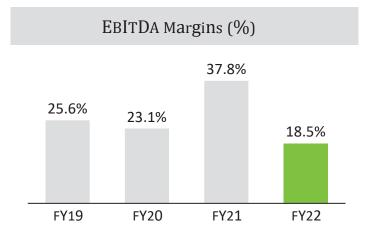


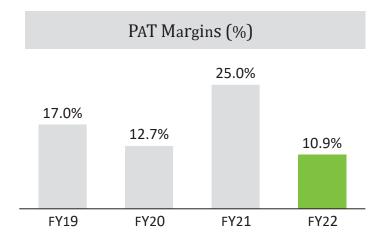






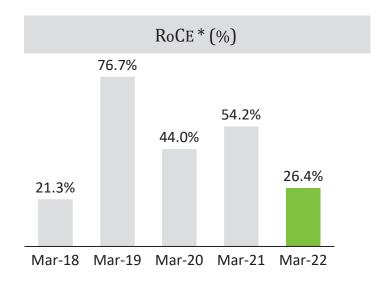


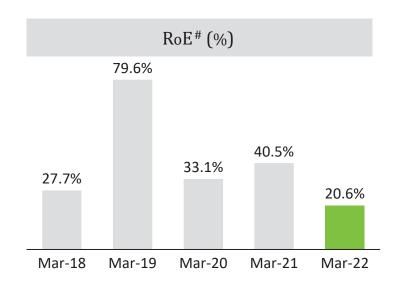


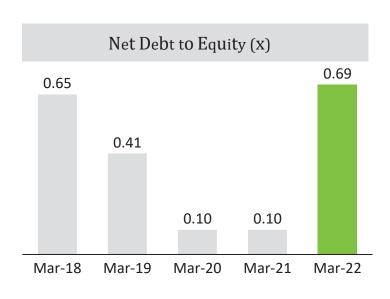


## **Capital Disciplined Growth (Audited)**

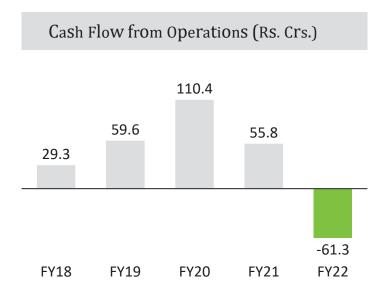










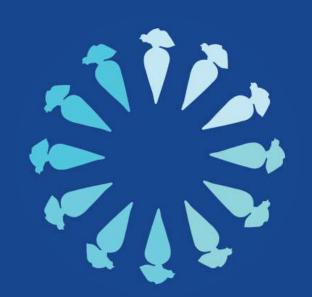




#RoE = Net Profit / Average Total equity
\*ROCE= EBIT/Avg. Capital Employed
Capital Employed = Total Asseturent Liabilities

# Transformation

from B2B to B2C



## Mangalam - Brand to reckon with





#### Why Camphor?

As written in our Holy books, Pure Camphor symbolises union with God as it burns completely, leaving behind no trace. Pure Camphor dispels negativity, keeps one healthy and attracts prosperity.

# Significance of the Camphor Flame

Camphor flame inspires the devotee to spread warmth and fragrance through one's life, burning away energetically to eventually allow the focus solely on the almighty without any trace of existence or ego. At the end of the aarti, one places his hands over the flame and touches his eyes and forehead which signifies "may the light which illumined the Lord light up my vision and may my thoughts be as pure and beautiful as this Camphor flame"

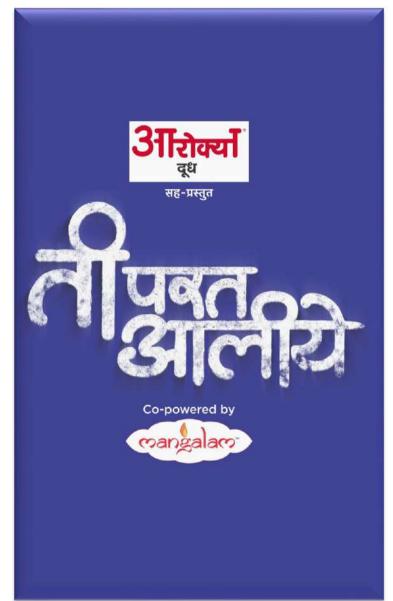
# How to check the purity of Camphor?

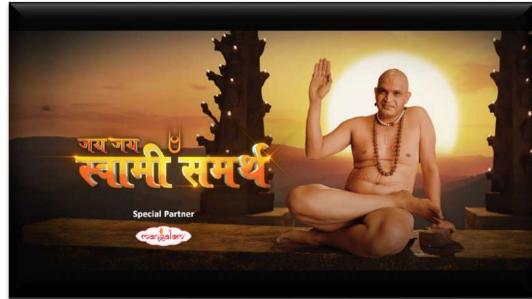
Pure Camphor burns completely without sparking and does not leave behind any residue or ash.



# Mangalam over the last year (Brand strengthening)











#### CamPure - Homecare and personal care products with the goodness of camphor



#### **CamPure**

A creation with a rich history and vibrant future an organic product made from the extract of the pine tree.

While in the Indian domestic market, Camphor is widely used for religious purposes, it has usage far and wide across countries globally.

Camphor also plays a vital role as the active ingredient in several orthopaedic, skin and congestion-related pharmaceuticals and leading pharmaceutical companies are increasingly purchasing Camphor with more R&D being done on Camphorbased formulations.

On the hygiene side, Camphor is replacing naphthalene and PDCB in the West and is gaining increasing share of the homecare market.

Going forward, it is estimated that India will start using camphor for innovative hygiene products as in the pictures above.



The goodness of camphor is something we've known of for centuries, and its usage extends far beyond our prayer rooms. Over the years we have heard from countless people who choose camphor as a safe alternative to regular air fresheners. Inspired by such stories, we have launched the camphor cone











# **CamPure over the last year (Brand Strengthening)**











#### **Reviews For Our Products**











Mangalam CamPure Camphor Handwash 250ml (Pack of 2) \*\*\* 140 ₹350.00



Mangalam CamPure Camphor Soap - Soft & Fresh (Pack of 6) ★★★☆☆ 743 ₹300.00



Mangalam CamPure Camphor Power Mosquito Liquid Vaporiser (Refill - Pack of

★★★☆☆ 1,781 ₹396.00



CamPure 100% Organic Camphor Essential Oil -15 ML - Pack of 1 会会会会会31 ₹350.00



Mangalam CamPure Air

Purifier Rose & Camphor



CamPure Camphor Soap. Handwash & Hand Sanitizer Gift Box 会会会会会15 ₹400.00



Mangalam plastic Camphor Diffuser/Kapur Dani - Bhimseni Camphor Aroma \*\* 299 ₹330.00



Mangalam CamPure Camphor Cone (Bhimseni) - Room, Car and Air Freshener & Mosquito Repellent (Pack Of 2) \*\* \* \* \* \* 386 ₹398.00



Mangalam CamPure Camphor Cone (Original) - Room, Car and Air Freshener & Mosquito Repellent (Pack Of 2) \*\* \* 3,779 ₹398.00



Mangalam CamPure Camphor Sticks Mini -Wonderful Fragrance, Repels Cockroaches and Rats, Preserves Clothes, Prevents Rust - for... \*\*\* 350 ₹300.00



Mangalam Bhimseni Mangalam CamPure Camphor Jar (Bhimseni Camphor Sticks-Camphor, 250 gm Jar) Wonderful Fragrance, \*\*\* 5,460 Repels Cockroaches and #1 Best Seller in Pooja Rats, Preserves Clothes, Supplies Prevents Rust (Pack of 8) ★★★☆☆ 387 ₹625.00



Mangalam CamPure Camphor Cone (Bhimseni) - Room, Car and Air Freshener & Mosquito Repellent (Pack Of 4) \*\*\* 386 ₹796.00

Recent Review

5 Great product



Mangalam CamPure Camphor Sticks Mini -Wonderful Fragrance, Repels Cockroaches and Rats, Preserves Clothes. Prevents Rust - for... ★★★★☆ 86 ₹580.00



1. Gkamp Jasmine Campure Camph.

64 Ratings & 3 Reviews

₹199 Diffuser

Jasmine Fragrance Quantity 80 g

Great product Smooth... awesome...nice ...light.

Most Helpful Review

Sumanta Patel Certified Buyer 17days ago



₹375.00

Smooth.\_awesome...nice ...light...

Sumanta Patel Certified Buyer 17days ago



2. Gkamp Original, Sandalwood,... 4.2 1 64 Ratings & 11 Reviews



Diffuser

Sandal, Natural, Jasmine, Rose Fragrance Quantity 320 g



Most Helpful Review Great product



Will suggest to by .. excellent quality .. and good fragrance ..



Will suggest to by .. excellent quality .. and good fragrance .

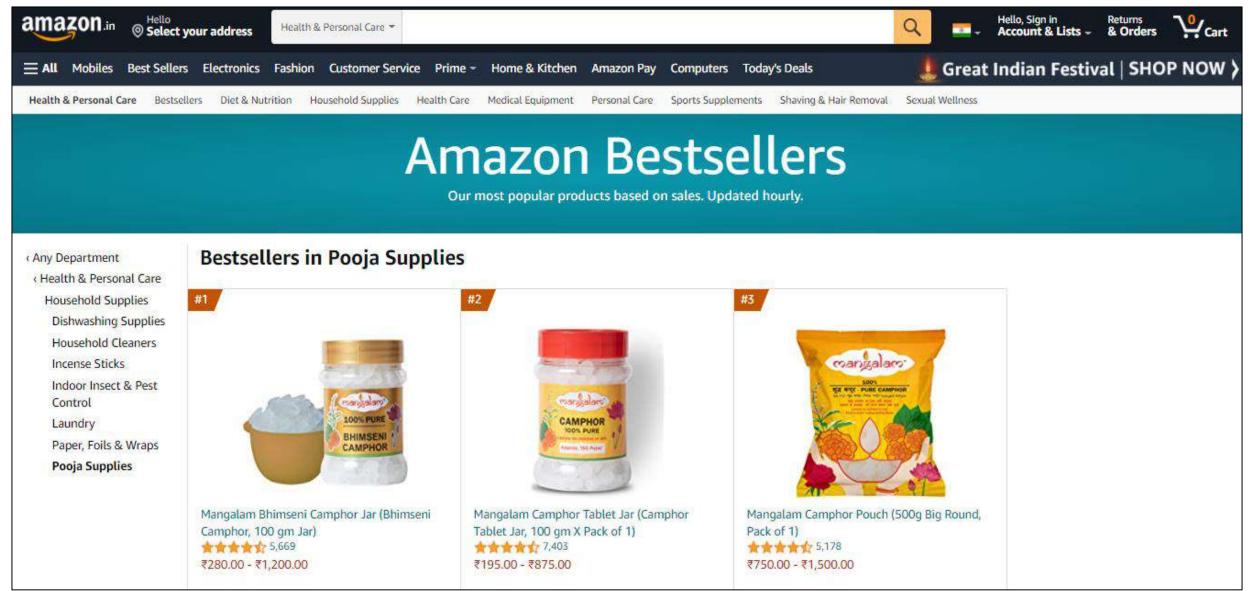
Manohar Vijapurkar @ Certified Buyer Jul, 2020





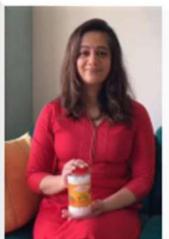
#### **Our Bestsellers Products on Amazon**





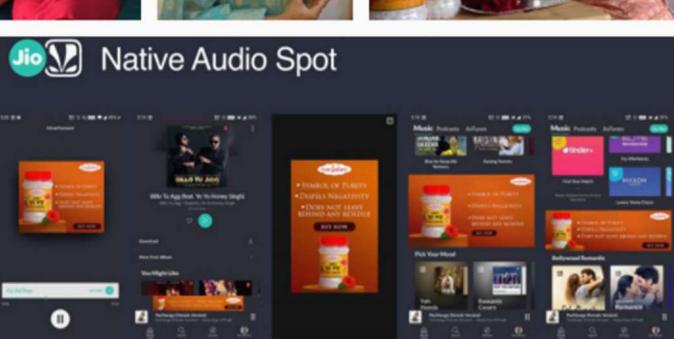
# **Social Media Presence**

















#### **Television Commercial**

CamPure cone #CalmKare - Car

CamPure cone #CalmKare - Cupboard





Click here Mangalam camphor TV commercial advertisment



Click here

Click here

CamPure cone #CalmKare - Study area

Click here

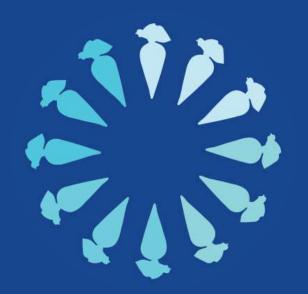






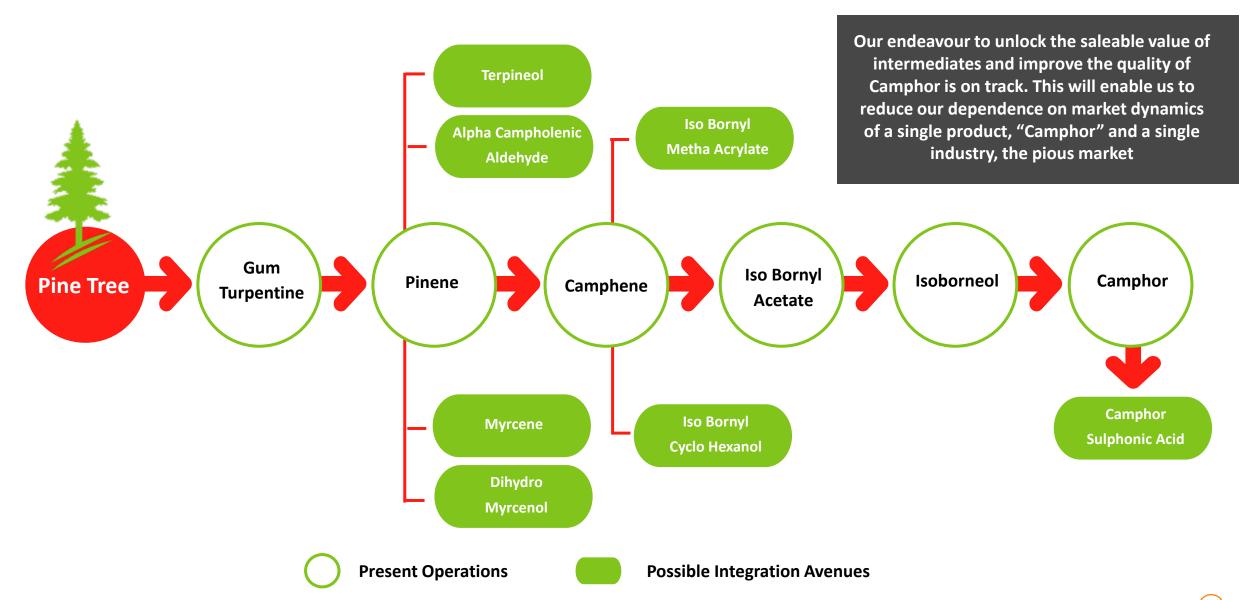
CamPure Cone vs Chemical based Air Fresheners (Phool ya Fool?)

# **Future Strategy**



## 1. B2B - Unlocking the Value of Intermediates





## 2. B2B – Synthetic Resins – Niche Approach







**Bespoke and Niche Approach** 

#### **Terpene Phenolic Resin**

- Increase range of terpene phenols to cater wide needs of customers in domestic market
- Pursue product approvals with global tyre and adhesive customers in the domestic and export market

#### **Alkyl Phenolic Resin**

- Understand customer pain points and provide tailormade products
- Introduce wide range of quality products to enable registration with key distributors

#### **Rosin Modified Resins**

- Explore opportunities of import substitution in adhesives and printing ink industry
- Improve quality of products to global standards to unlock export opportunities

# 3. B2C - Future Growth Strategy



# **Expansion in Product Portfolio**

Introduction of new products for the retail markets to increase our market share





# **Expansion in Geographical Reach**

Increase the distribution strength from current 60 salesmen to 150 salesmen in one year thereby increase penetration to 14 states









#### **E-Commerce**

Strengthening brand and unlocking the power of E-commerce . Our products are available on Amazon, Bigbasket, Jiomart, Flipkart etc.

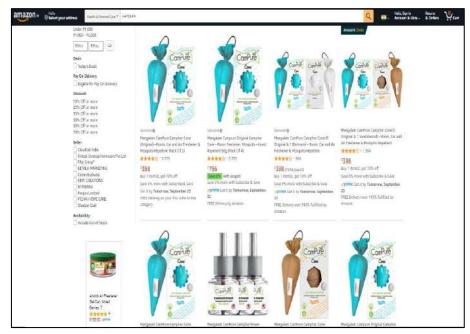


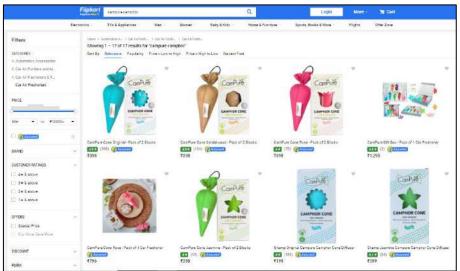
#### **Export Opportunity**

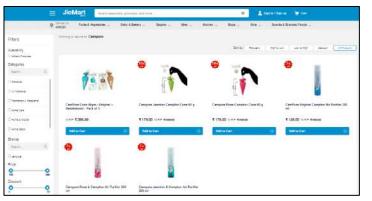
There is huge global market potential for the products we manufacture. In future we may look for expansion in these markets

## 4. B2C - Target retail market with e-Commerce

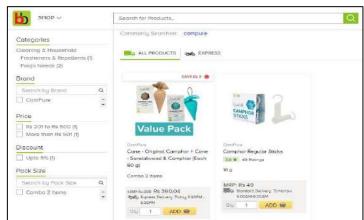


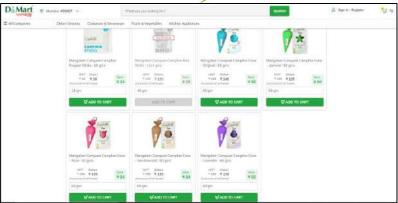
















# **Corporate Social Responsibility**





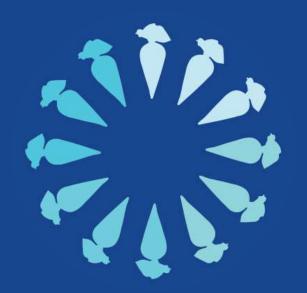






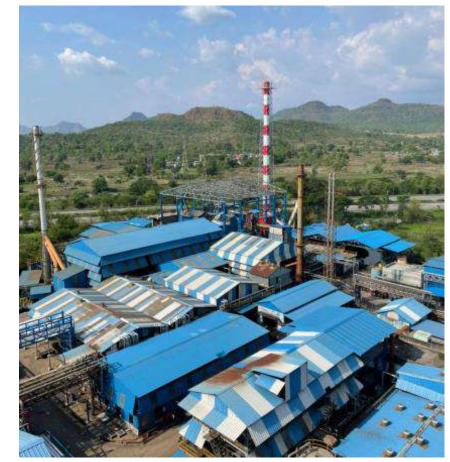
Investor Presentation (34)

# **Manufacturing Facility**



# **Our Manufacturing Facilities**

















# **Our Manufacturing Facilities**





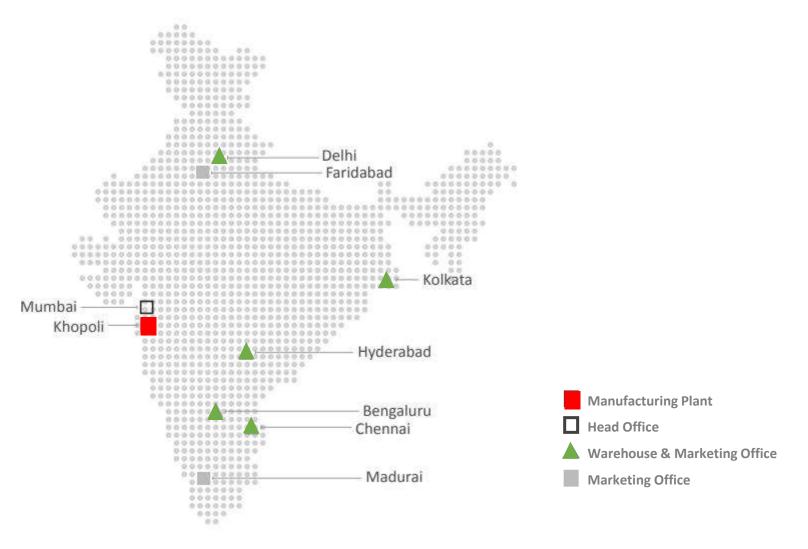




#### **Our Sales Network**

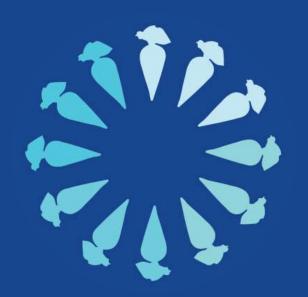






Note: Map not to scale. For illustrative purpose only.

# **Key Management Team**



#### **Our Board of Directors**



#### Mr. Kamalkumar Dujodwala (Chairman)

A Graduate in Science along with training at National Chemical Laboratory, Mr. Kamalkumar Dujodwala brings with him over 40 years of experience in the chemical Industry and has spearheaded commissioning and operations at various facilities across India. He has been the president of the All-India Manufacturers Organization and is presently the Vice President of the Indo-China Chamber of Commerce. Mr. Kamalkumar took over as Chairman of the Company in year 2007.

#### Mr. Pannkaj Dujodwala (Managing Director)

Mr. Pannkaj Dujodwala holds an MBA degree from Landsdown College, New Hampshire University, UK and is a Graduate in Commerce. He has been involved in the Pine Chemicals Industry for over 30 years and brings with him wide experience to oversee day-to-day activities at Mangalam Organics Limited.

#### Mr. Sharad Kumar Saraf (Independent Director)

Mr. Sharad Kumar Saraf is holding a degree in electronics engineering from the prestigious Indian Institute of Technology, Mumbai and has over 40 years of rich experience in International Trade. He has a year of experience in Industrial training in Germany. Mr. Saraf has founded the Technocraft Industries (India) Ltd. He has also established hi-tech technology park with engineering design services facilities, employing nearly 300 engineers with office in Germany & USA. Mr. Saraf has won the National Trophy for Export Excellence from Prime Minister of India.

#### Mr. Shree Narayan Baheti (Independent Director)

Mr. Shree Narayan Baheti is holding a degree in B.E. (Electricals) from College of Engineering and Technology, Jadavpur University, Kolkata. Mr. Baheti promoted the Focus Group of Companies. Over the years he had been holding the directorships in many companies engaged in Manufacturing, IT services and Financial Services. He has travelled all over the world with enough Trade and legal experience of many Countries.

#### Mr. Rajkumar Jatia (Independent Director)

Mr. Raj Kumar Subhkaran Jatia started his career in the family textile business and grew the business to Japan, Hong Kong and Nepal. Mr. Jatia acquired India's largest safety match company WIMCO and turned this failing company into a success. Mr. Jatia ventured into the hospitality field In the 1980s during the Asian Games, establishing India's first Hyatt Regency Hotel and thereafter constructed three more hotels in Mumbai, Kolkata and Pune which are operating under the Hyatt Regency brand. Mr. Jatia built India's first Four Seasons Hotel in Mumbai in 2008.

#### Mrs. Manisha Agarwal (Independent Woman Director)

Mrs. Manisha Agarwal is a qualified Chartered Accountant with a vast experience in financial markets, Personal finance and Recruitment for domestic as well as international corporations. Currently Mrs. Agarwal is handling family investments in Mutual Funds, Bonds, Stocks and other financial instruments. She is actively involved in Portfolio Management for her family members, Private Limited Companies and Family Trusts. She also prepares corporate and personal financial statements, tax return preparation and filing for companies, partnership firms and individuals. She is also involved in the Travel and Tour services business namely Voyapal along with her husband.

## **Our Management Team**



#### Mr. Sanjay Bhardwaj - Chief Executive Officer

Sanjay Bhardwaj is a qualified Chartered Accountant. He has been working with the Company in various capacities and departments since last 27 years i.e. from 1st November, 1994 to present. He has successfully handled various portfolios such as production, marketing, finance, human resources planning, etc. during his tenure with the Company.

#### Mr. Shrirang V Rajule - Chief Financial Officer

Shirang V Rajule is a Commerce Graduate having 40 years of expertise in Accounts, Finance and Taxation. Mr. Rajule is associated with Mangalam Organics Ltd for over two decades.

#### Mr. Akshay Dujodwala - Chief Strategy Officer

Mr. Akshay Dujodwala has received his Master's Degree in Business Analytics & Consulting from Warwick Business School, London and a Bachelors' Degree in Banking and Insurance from University of Mumbai. Mr. Dujodwala has also gained an experience by working in firms like Universal Consulting India Pvt Ltd, Enam Securities and ICICI Prudential AMC Ltd. He has been appointed as an Executive of the Company since September 2018 with a responsibility to head Retail Sales and Marketing department. He is instrumental in transforming the company from a B2B to B2C player.

# Thank You

# 

#### **Mangalam Organics Limited**



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