

July 16, 2020

DCS-CRD BSE Limited First Floor, New Trade Wing Rotunda Building, Phiroze Jeejeebhoy Towers Dalal Street, Fort, Mumbai 400 023 <b>Stock Code: 533229</b>	Listing Compliance National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor Plot No. C/1, 'G' Block Bandra- Kurla Complex Bandra East, Mumbai 400 051 <b>Stock Code: BAJAJCON</b>
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Dear Sir/Madam,

**Sub: Investor Presentation**

Please find enclosed a copy of Investor Presentation for the quarter ended June 30, 2020.

The same may please be taken on record and suitably disseminated to all concerned.

Thanking you,

Yours Sincerely,

**For Bajaj Consumer Care Limited**



**Chandresh Chhaya**

**Company Secretary**

Membership No.: FCS 4813

Encl: as above

**Bajaj Consumer Care Ltd**

(Formerly Bajaj Corp Ltd)

117, 11th Floor, Bajaj Bhavan, Jamnalal Bajaj Marg, 226 Nariman Point, Mumbai - 400021

Tel.: +91 22 22049056 / 58 / 8633 | CIN: L01110RJ2006PLC047173 | Web: [www.bajajconsumercare.com](http://www.bajajconsumercare.com)

Registered Office: Old Station Road, Sevashram Chouraha, Udaipur- 313 001, Rajasthan

Tel.: +91 0294-2561631, 2561632

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# INVESTOR PRESENTATION

## Q1 FY 2021

MAKING CONSUMERS FEEL AND LOOK GOOD

**bajaj** GROUP  
THINK TOMORROW

# Key Indicators – Q1 FY 2021

SALES Growth: -17.63% (Y-o-Y)

Gross Margin: 63.6%

ASP to Sales: 12.97%

Market Share (Val) = 10.2%  
Household Penetration = 21.1%

EBITDA Margin: 30.42%

PAT Margin: 28.30%



# Performance in Q1 FY 2021

Q1FY21 performance was impacted due to nation wide lockdown to contain outbreak of COVID 19. We witnessed significant disruptions during the first fortnight of April but since then the company has been able to steadily revive its operations and reverted to near normal business in May and June'20.

## Q1 FY 21 performance

- Sales reported Rs 191.49 Cr decline by 17.6%
- EBITDA was at Rs 58.24 Cr decline by 19%
- EBITDA margin of 30.4% decline by 0.5%
- Profit after tax was at Rs 54.2 Cr decline by 7.6%

# Key Focus Areas in Q1 FY 21

- Agility and Response to COVID - 19
- Specific Channels/Geographies
  - E-commerce
  - Rural India
- Leveraging new opportunities
- Employee Engagement



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# Agility & Response to COVID - 19





# Focus on Customer Service & Operations Agility

- The organization decided to connect with the channel partners giving them assurance of company support during these difficult times
- All employees took part in the initiative and around 40,000 calls were made per day to reach out to Distributors, Sub stockists and Retailers
- Business Partners supported with labour availability & transportation for timely dispatches and delivery to end Customer / Stockist Point

	1st FN April 20	2 <sup>nd</sup> FN April 20	May-20	Jun-20
<b>Depot</b>	0% Operational	80% Operational	95% Operational	100% Operational
<b>Plant</b>	0% Operational	0% Operational	75% Operational	100% Operational
<b>Area</b>	All	Less effected Areas	Green & Amber Zones	All India
<b>Challenges</b>	Complete Lockdown	Labour & Transportation	Transportation in Red Zones	Transportation in Containment Zones

# Safety at Factory during Covid - 19



Hand sanitizer installed at entrance



Temperature checking at entrance



After checking temperature, PPE is given



Training imparted at different work locations for maintaining social distancing to ensure safety against COVID-19



# Safety on Shop floor during Covid – 19



- Ensuring 1 meter gap between workstations – social distancing
- Sanitizer made available at designated location
- Thorough Shop Floor cleaning
- Manufacturing vessels were sanitized
- Fumigation was done at key areas of the Plant





# General Trade Sales under COVID 19

- Physical selling came to standstill in April and May
- Majority of Field Force were in market with adequate precautions from June
- Depot operations gradually started from mid April
- Urban markets, both Retail and Wholesale, were under severe stress due to curtailed working hours and absence of end to end transportation
- Retail servicing continues to be a challenge with shortened timing and lack of public transport
- Rural growth outstripped Urban demand substantially



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# Alternate Trade Channel Sales under COVID 19

- Modern Trade business got impacted due to closure of Malls and Hyper Market stores for large part of the quarter, in Metro cities
- E Commerce Channel was leveraged to drive sales
- Bajaj Nomark Sanitisers was introduced in few Modern Trade stores
- Focus on visibility of our products on shelves in Modern trade



# Hair Oil Market



# Hair Oil Category Growth

Total Hair Oils	Value Growth %					Volume Growth %				
	YTD Feb 20	Mar-20	Apr-20	May-20	APR + MAY'20	YTD Feb 20	Mar-20	Apr-20	May-20	APR + MAY'20
All India (U+R)	3.7	-6.9	-50.6	-25.2	-37.7	0.9	-5.5	-45.6	-20.2	-32.7
All India - Urban	4.4	-6.4	-54.8	-33.3	-43.9	1.9	-4.9	-49.8	-28.4	-38.9
All India - Rural	2.8	-7.5	-45.1	-14.4	-29.6	-0.3	-6.1	-40.8	-10.2	-25.4

Difference in Value - Volume Growth (%) due to a higher slow down in growth of premium oils



# MAT Value Market Share trend

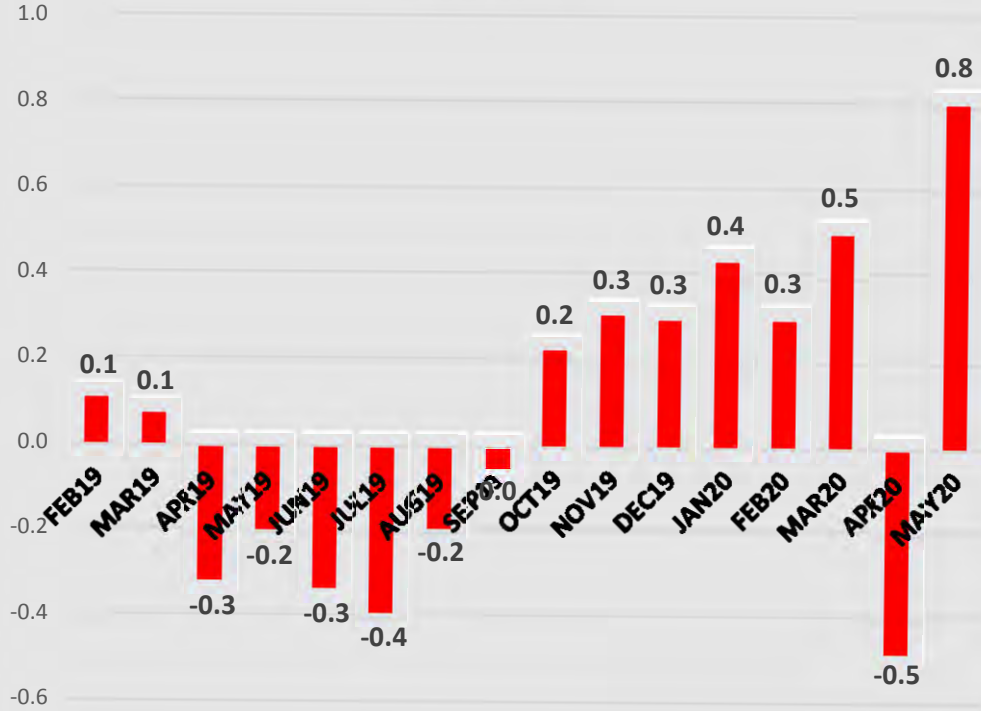


# Market Share Progression - Monthwise

Monthly Value Share %



Change in Market share Vs Same Month LY



# Specific Channels /Geographies



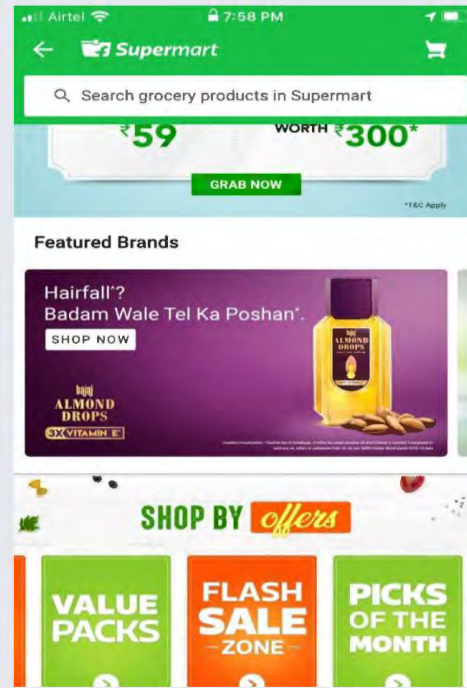


# Driving Growth through Ecommerce

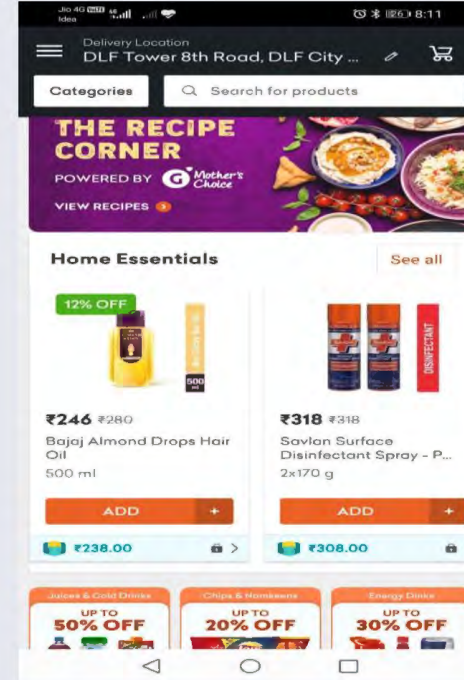
Grofers



Flipkart Supermart



ADHO in shop by category on Home Page- Grofers



- E Commerce grew strongly as a platform in Urban India during Lockdown
- Leveraged the platform through sustained investment in the form of Visibility, Search Marketing and Consumer Offer



# Focus on Rural India

- Distribution Expansion in Rural Markets through scale up of Vans
- Vans are operational PAN India across 15 states
- Overall coverage expanded to over 50,000 villages across country
- Range selling of ADHO along with Sanitizers
- TV + Digital Media with focus on Key Rural markets to build demand for ADHO in conjunction with Distribution Expansion



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# Leveraging New Opportunities



# Sanitizer Launch in Response to COVID 19

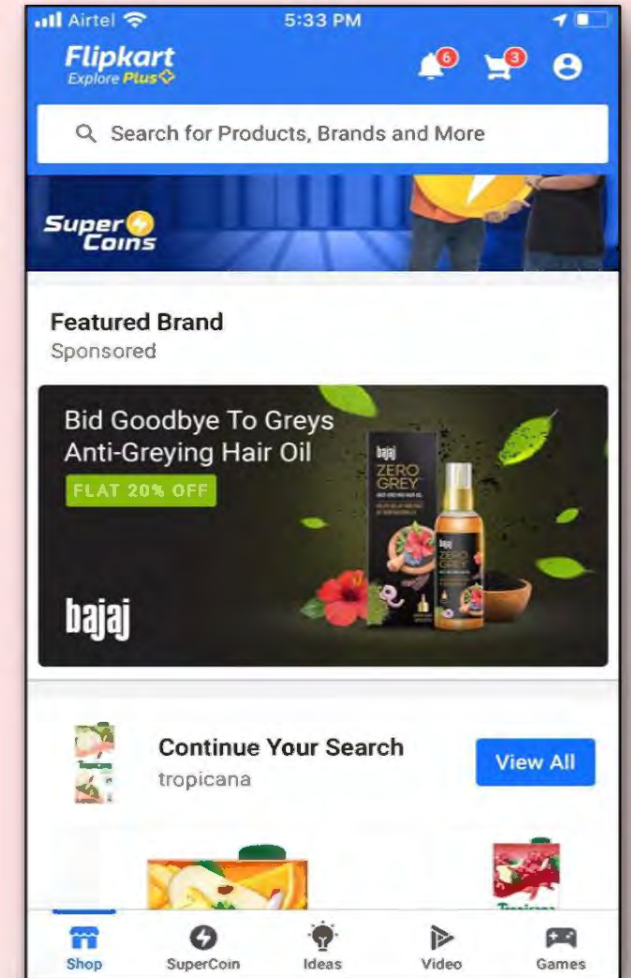


- Bajaj Nomarks Hand Sanitizer was launched in Q1' 21
- Launched in April with 50ml, 100ml, 200ml and 5 litre SKUs
- 500 ml Pump pack added in June
- Bajaj Multipurpose Sanitizer (5 Litre Pack) launched in June to cater to Institution requirements
- Can be used on Surfaces as well as on Hands

# Bajaj Zero Grey through E-commerce



- Premium Hair Oil launched through E-commerce Platforms
- Anti Greying Hair Oil with Natural Ingredients known for stopping greying
- Premium Pricing – Rs. 199/ Rs. 360 for 100ml / 200 ml respectively
- Supported with Digital Marketing



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# Employee Engagement



# Winning with People

- Priority during COVID-19 has been to maintain regular communication with Employees and ensure that they are Safe, Engaged and Motivated
- Our virtual learning & communication platform “Aaj Ki Charcha” was utilised to roll out multiple initiatives during the quarter
  - 7 Virtual townhall sessions with all employees were conducted by Chairman, MD and CEO on company direction and plans for execution, employee engagement & bonding
- Multiple e-Learning Sessions conducted by Senior leaders on diverse topic like Hair Science, E-Commerce explosion, 5S & Kaizen as a way of life, Interviewing Skills etc
- Focussing on Health & Wellness initiative through regular online sessions for employees and their family members spanning over 6 weeks



# Engagement with People during Covid - 19

**"HUM SAATH SAATH HAIN" bajaj CONSUMER CARE**

In this tough times, we all are in this together and working from Home. To cherish the memories of Lockdown Please share us one of the following:

1. Pictures / videos of any hobby / passion you are pursuing during this Lockdown.
2. How are you spending memorable time with your family in this lockdown journey (Picture / Video)

**WE would like to hear from you !!!**  
Best 3 Entries will get a surprise ...

Keep Participating!  
Last date to submit - 28th April '20

**BCCL South Heroes - Lets Catch Up!!!**

WHEN - 10:00-10:30 AM,  
SATURDAY, 6<sup>TH</sup> JUNE  
HOW - ZOOM CALL

**WALL OF PRAISE**

Dear Bijesh - I wanted to thank you for your guidance and support in my journey with BCCL so far. I have always found you to be very patient in listening to my problems, and providing me, with right solution

Dear Anuragya - In the phase of Lockdown, when everyone feels lazy, you as HR personnel, are continuously taking many initiatives to engage the team and trying to bring the reason to cheer them which is highly appreciable.

Dear Chandra - I herby wish to take this opportunity to thank you for all your support in terms of IT which you have provided till now to me and my team.

Dear Team - To the Superheroes - I couldn't have asked for a better teammates. You guys made the work feel bit easier. Thanks for all the support that you have provided in thick and thin.

Dear Sunil - I Consider myself very fortunate for having a chance to work with you. Working with you is great learning experience especially the presentation skills. All I want to say is Thank You!

Dear Ravens, Even in these very dreaded days, you make my work life easier. Even though we are good colleagues, I consider us good friends. Thanks you for sticking out for me.

Dear Rahul - When we are locked down in our homes, you displayed the real courage, ownership by visiting stockist and stock movements. Thankyou!

Dear Gurdeep, I would like to extend my gratitude and sincere thanks to you for successfully accomplishing the target to initiate "SAP Go-Live". Thanks for all the support given by you by spending endless nights and countless days!!!

Dear Anil - You are not just my colleague at work but also my best friend. Appreciate your trust, respect, and cooperation. I am so grateful for everything that I have learned from you.

Thank you so much -  
Fahimul Fikr Khan  
SO - Shabinda.

Utpal garg  
KAM - North

Mano Sharma  
Sales Manager - Punjab

Gaurav Dhanchalla  
ASA - Chandigarh

Gurleen Singh Bedi  
ASA - Patiala

Devendra Kumar  
SO - Moradabad

Tarsem Lal  
SO - Kangra

Sajal Girdhar  
DM - Gurgaon

Prateek Srivastava  
Regional Supply Chain

**THANK YOU**

**Employee Appreciation Week**  
(12<sup>th</sup> May -16<sup>th</sup> May '20)

This Week is all about YOU!  
Send a thankyou message to your Colleagues!!

Happy 'AP'!!!  
Send your Entries!  
Lets Appreciate each Other

- Employee can send max 5 "Thank you Messages" to their colleagues working in BCCL who have inspired / helped in their professional journey
- You can send your messages on mail and WhatsApp to employees and share the same with me either on mail/ WhatsApp
- Best messages will be Published on " Wall of Praise " and will be shared with all

**Let's LUDO**  
Sunday 10:00 AM

**On This International Family Day**

We want You to spend some **Quality Time** with your **DEAR** ones at Home

Request You to share some of the **Glimpse of Joy** in our Official Group

"We will spread the happiness further"

**Sunday 9am Onwards**

**Weekend Masti**

**Welcome to the Quiz!!!**

- Answers to be given on the Chatbox
- Time limit for each question - 1 min
- Fastest to give the correct answer will be the winner

**HYGIENE & HANDWASH CHALLENGE WINNERS - South Zone**

**1** V Rithika Sri  
Niece of Karthi Raj  
SO - Chennai

**2** Leka  
Sister of Siva Dinesh  
SO - Chennai

**3** Lakshmi S, Parvathy S  
Daughters of J Suresh Kumar  
SO - Kerala

Congratulations to the Winners!!!

Create & Share Video/Photo on the theme

**Think bajaj Think Local**  
bajaj Dil Hai Hindustani !!! contest...

Last date for receiving entries : 27<sup>th</sup> May'20

**Weekend Masti**

**2 Minute Challenge**

**Weekend Masti**

**Push Up Challenge**  
For Participation share your 2 Minutes Push up video. Maximum Push ups in 2 Minutes will be announced as WINNER.

**Karaoke Contest**  
For Participation share your 2 minutes Karaoke video. Jury will select Best Singer who will perform for all of US

Participate Now !!! Share your Videos by 27 April 2020

**Best Influencer Contest**

Post Our New Launched Product "Bajaj Nomarks Hand Sanitizer" Photo on any Social Media Platform

Most Post will be Announced as Winner of the Contest

Submit your response to [sandip.paul@bajajconsumer.com](mailto:sandip.paul@bajajconsumer.com) by 30 April 2020

**Weekend Masti Quiz Competition**

Topic : DMS & SFA

Date: 09 May 2020  
Timings: 09:00 AM to 09:00 PM

Read the guidelines attached before you appear the ONLINE QUIZ

**Typing Speed Contest**

Date: MAY 16 SAT  
Time: 09:00 AM Onwards

Details & Guidelines are attached

**TAMBOLA**

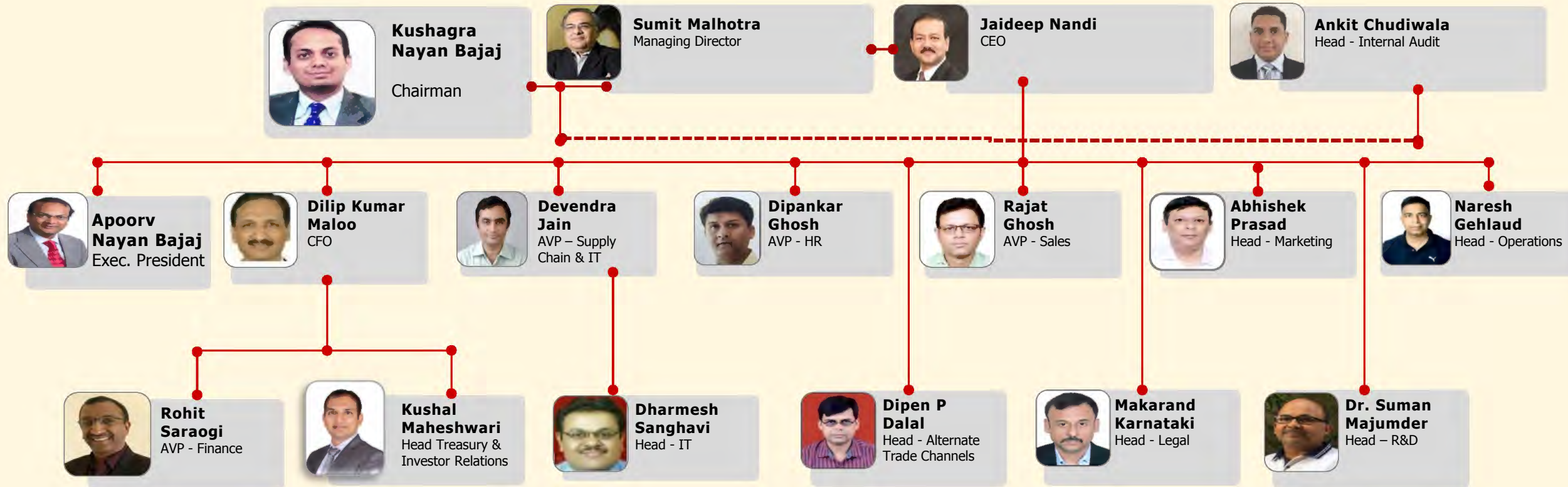
Date: 24 May 2020 (Sunday)  
Time: 12:00 PM Onwards

Read the guidelines attached before your participation

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# Management team as on 30 June 2020



## Organisational Update

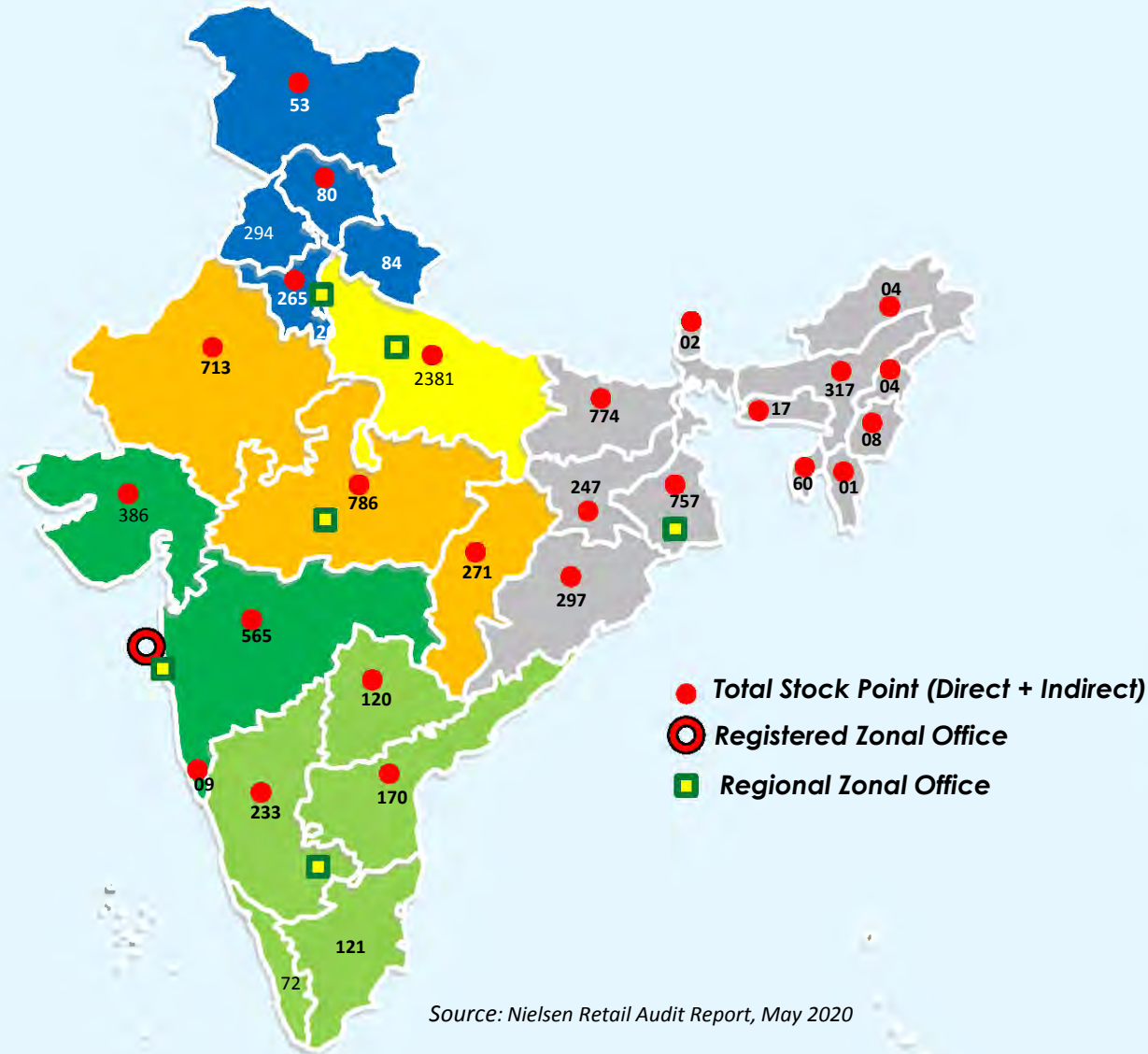
- Mr. Jaideep Nandi has been appointed as Managing Director of the company from 1<sup>st</sup> July 2020 and has replaced Mr. Sumit Malhotra
- Mr. Sumit Malhotra will continue to be on the Board as Director and Advisor to the Board

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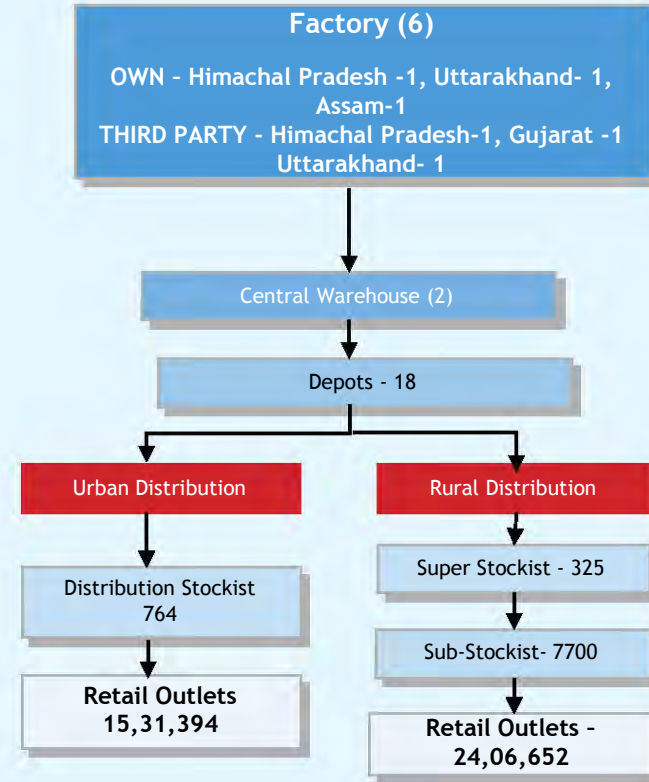
# Key Indicators



# Strong Distribution Network



## Distribution Structure





# Sales & Distribution

✓ Distribution was at 41 lakh outlets in March 20 , dropped to 39.4 lakh outlets in May 20 due to nation wide lockdown

### Distribution Outlets ADHO (in Lacs)



Source: Nielsen Retail Audit Report – May 20, All India U+R



# Sales Value Breakup by Channel (Q1 FY 21)

Rs. Crs

Channel	Q1FY21	Q1FY20	Growth%	Saliency% Q1FY21	Saliency% Q1FY20
General Trade	170.18	208.00	(18.18%)	88.87%	89.47%
Modern Trade	13.66	17.65	(22.62%)	7.13%	7.59%
<b>Total Domestic excluding CSD</b>	<b>183.84</b>	<b>225.65</b>	<b>(18.53%)</b>	<b>96.01%</b>	<b>97.07%</b>
Canteen Stores Department	3.44	-	0.00%	1.80%	0.00%
<b>Total Domestic</b>	<b>187.28</b>	<b>225.65</b>	<b>(17.00%)</b>	<b>97.80%</b>	<b>97.07%</b>
International Business	4.20	6.81	(38.31%)	2.20%	2.93%
<b>Total For the Company</b>	<b>191.49</b>	<b>232.46</b>	<b>(17.63%)</b>	<b>100.00%</b>	<b>100.00%</b>

CSD : Q1 FY 20 – there was no sales due to procedural issue of name change from Bajaj Corp to Bajaj Consumer.

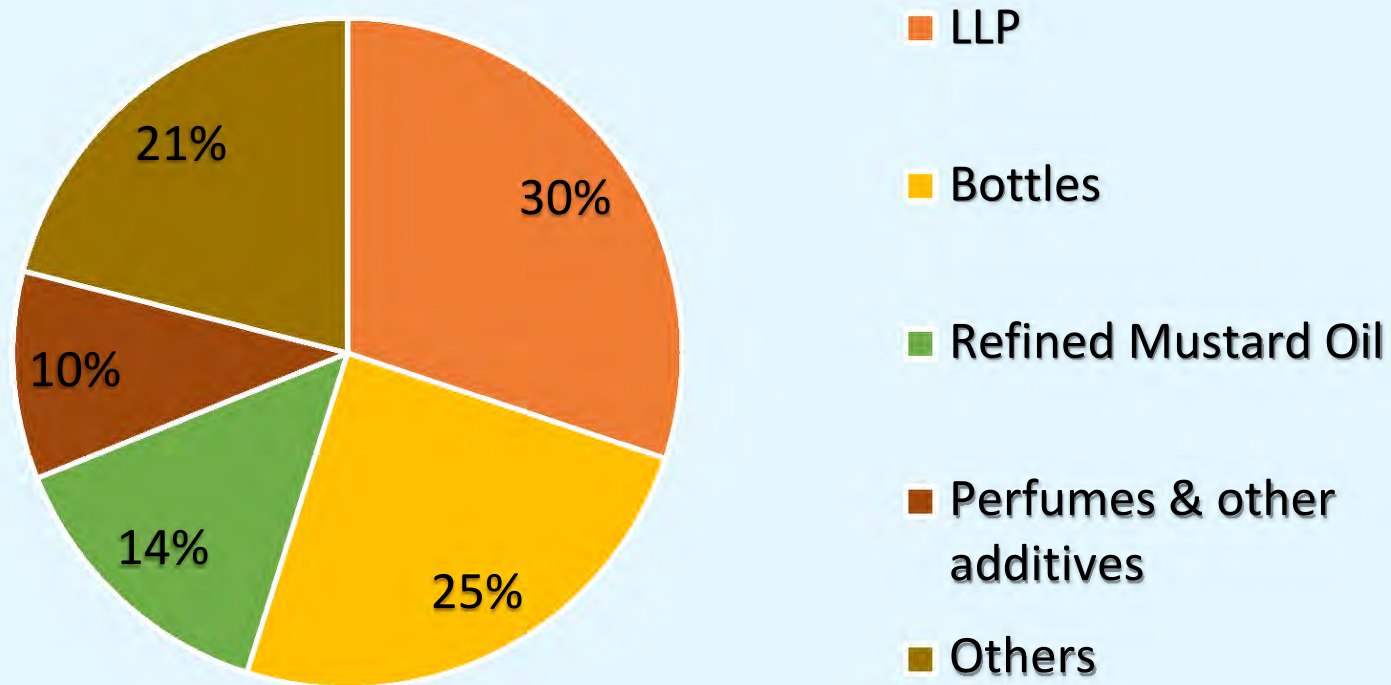
# Standalone Financials for Q1 FY 2021

Rs. Crs

Particulars	Q1FY21	Q1FY20	Growth %	Q4 FY 20
Sales	191.49	232.46	-17.63%	168.63
Revenue from Operations	196.06	240.24	-18.39%	175.39
EBITDA	58.24	71.89	-18.98%	25.04
EBITDA %	30.42%	30.93%		14.85%
Other Income	10.56	5.97		8.36
Profit Before Tax	65.67	74.77	-12.18%	29.69
Tax	11.48	16.12		5.17
Profit after Tax	54.19	58.66	-7.61%	24.52
PAT %	28.30%	25.23%		14.54%

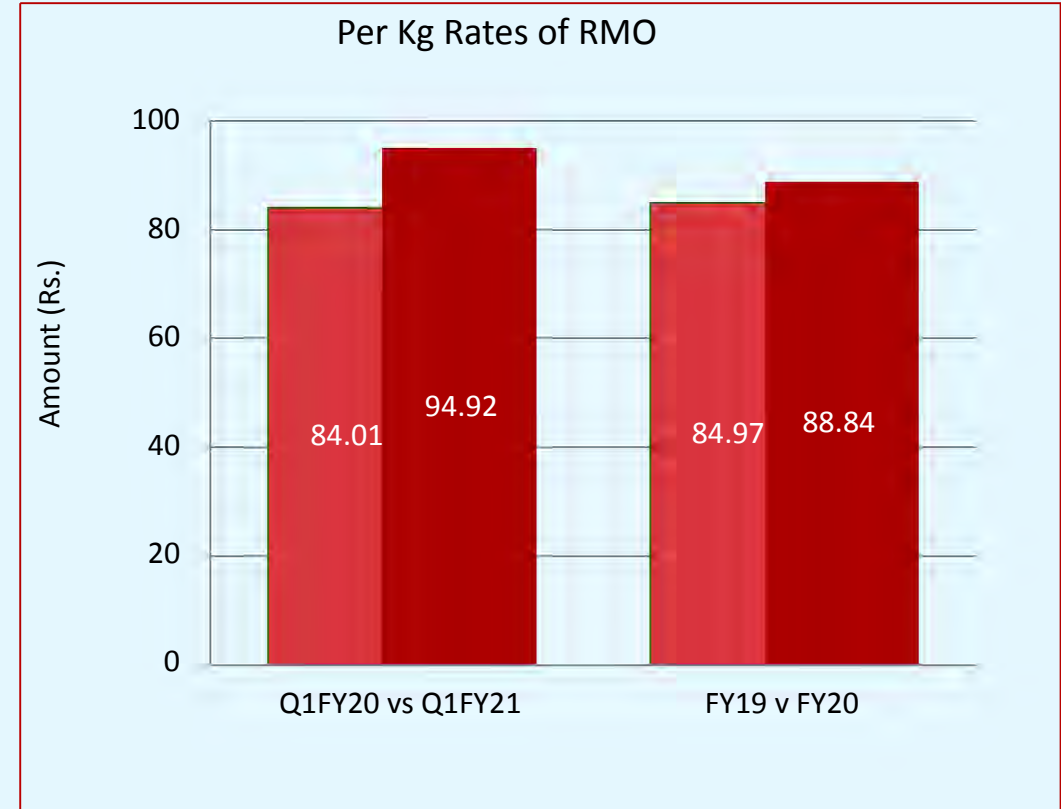
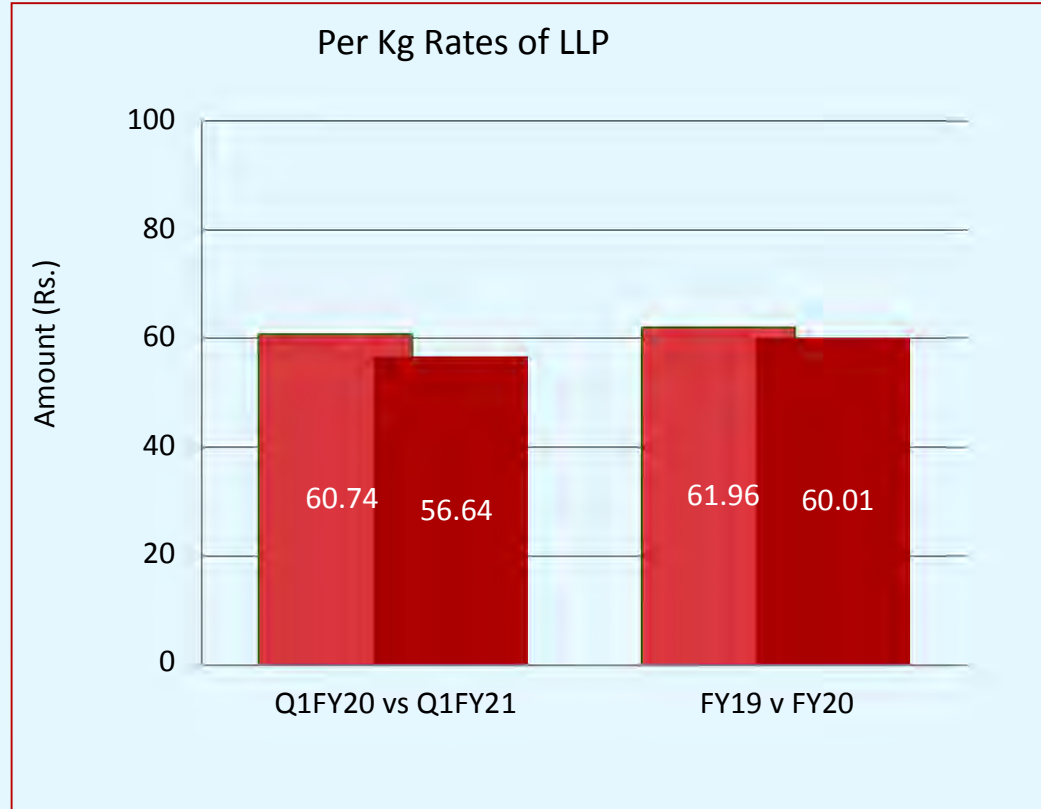
# Breakup of Material Costs (Q1 FY 21)

Material costs as % to Total Cost



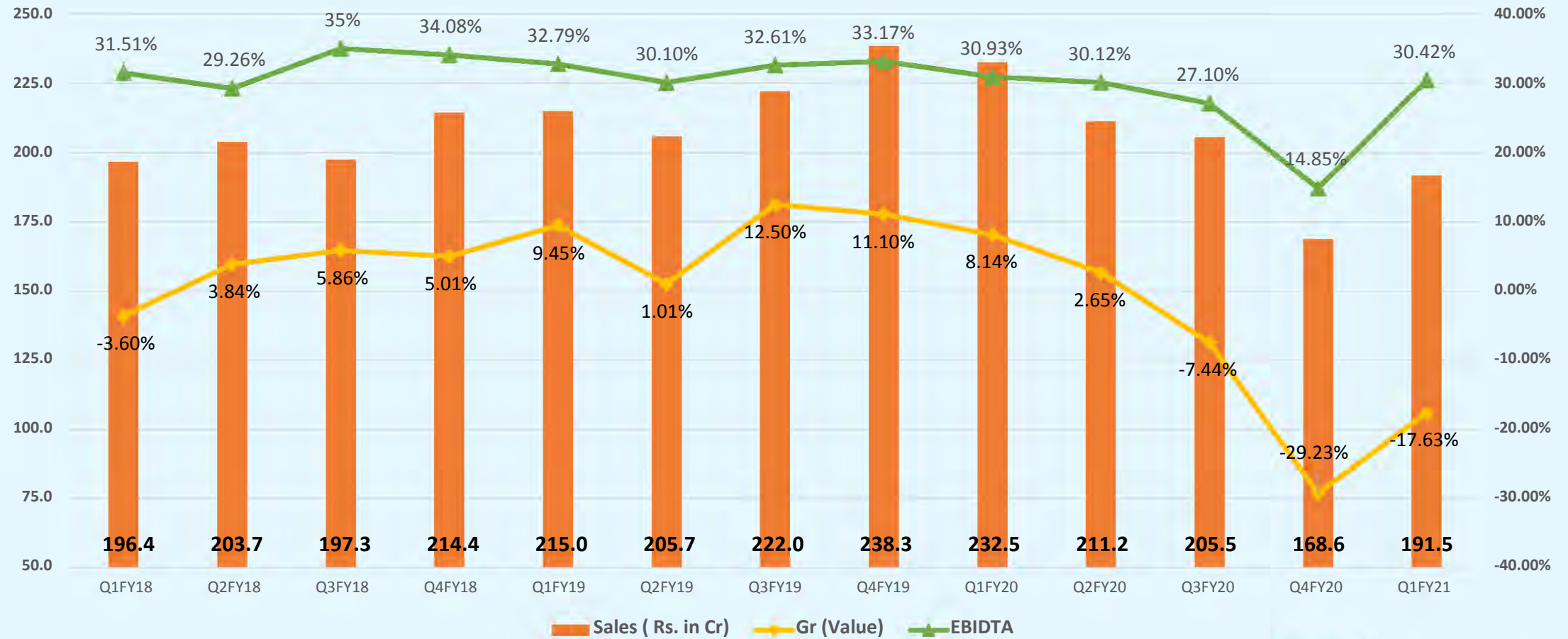
*\*Based on Almond Drops Hair Oil*

# Change in prices of Key Ingredients





# Performance over last 13 quarters



# Thank you

For more information & updates

Contact:

Mr. Kushal Maheshwari

[kushal@bajajconsumer.com](mailto:kushal@bajajconsumer.com)