

bajaj CONSUMER CARE

August 1, 2022

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

Sub: Investor Presentation

Please find enclosed a copy of Investor Presentation for the quarter ended June 30, 2022.

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

Thanking you,

Yours Sincerely,

For Bajaj Consumer Care Limited



Vivek Mishra
Head (Legal) & Company Secretary
Membership No.: A21901



Encl: as above

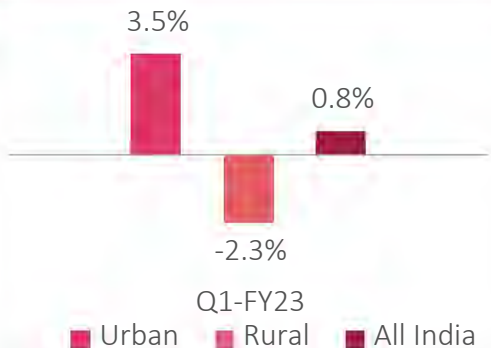
Earnings Presentation Q1 FY23

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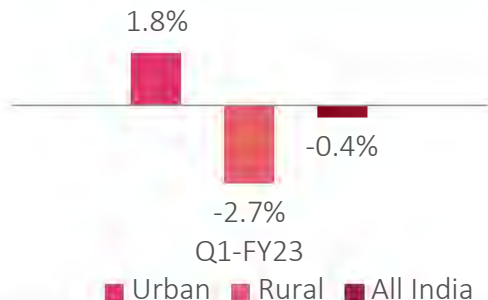


Hair Oil Market Growth Trends

Value Growth %

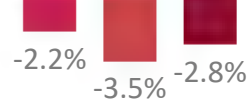
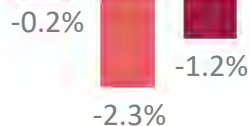


Volume Growth %



Key Highlights

- Hair Oil Market saw muted growth in value terms in Q1 FY23 over same period previous year
- Urban markets have grown while Rural markets declined
- Inflationary pressures continue to impact consumer spending and growth is still subdued in Rural Markets

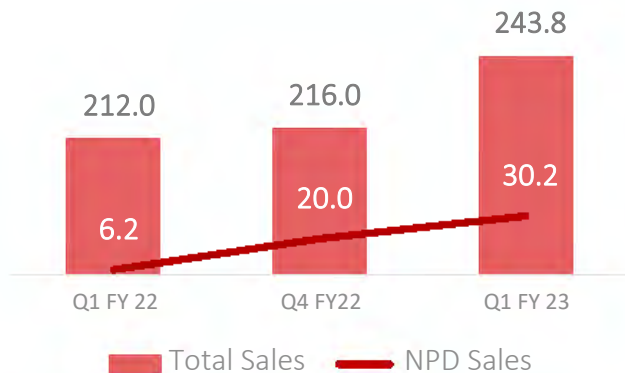


Q1 FY23 Financial Highlights



Revenue Growth

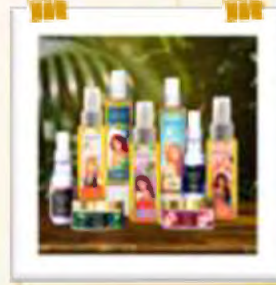
Sales (Rs.Crore)



Highest ever Quarterly Sales in Q1 FY23 with Value Growth of 15% YoY and 12.8% QoQ



Sales & Marketing



NATYV SOUL
Hair Masque

4X Better Conditioning*
Revives Dry,
Damaged Hair*



General Trade

- Retail Loyalty program has helped build NPD across urban
- Bajaj Star Club program in wholesale has scaled up well
- Rural Billing Efficiency has been steadily scaling up and overall rural has seen sequential scale up

Modern Trade

- Overall MT has grown by more than 70% on back of significant market share gain in top retailers
- Bajaj 100% Pure Coconut oil has seen promising offtakes

E-Commerce

- E Commerce continues to scale up well with doubling of top-line over same quarter previous year

International Business

- Middle East & Africa region has performed well in the quarter
- Despite external challenges, Infrastructure changes in Nepal has helped in achieving double digit top-line growth
- Slowdown in Bangladesh & RoW business in Q1 FY23 due to lower demand

ADHO paving its way across TV and Digital

TV Media



2x Hair fall Reduction
Campaign on TV

YouTube



~15 million views on
YouTube

Social Media



3 Crore Reach on
Social Media Posts

E-Commerce



~ 3 Crore
Impressions on
Search and Visibility

New Hairstyles by Amit Thakur (celebrity hairstylist) campaign launched in Apr & May'22 on Social Media which did very well with a VTR of 12%

Bajaj Coco Onion : Marketing Campaign

TV Media



2x faster hair growth
Campaign on TV

YouTube



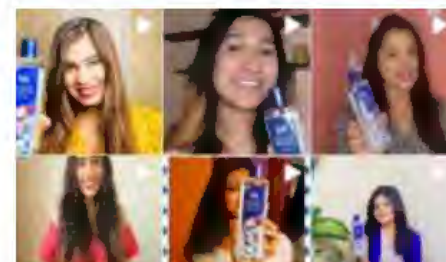
~11 million views on
YouTube

Social Media



~6.2 million reach

Influencers



~1 million reach and 8%
engagement rate

- Ileana D Cruz's Instagram page used to announce launch of Bajaj Coco Onion
- AI technology used along with YouTube to build Incremental reach of Non-TV viewing Audience. Approximately 75 Lakh people reached on YouTube

Amla & Coconut Portfolio

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- Amla Share at All India level continues to be > 3%
- Thrust on large packs continues



Bajaj 100% Pure Coconut Oil

- Steady progress being made with consistent sales in Q1 FY23 post All India Roll Out during the quarter
- Focus on the Brand to grow business in both General and Modern Trade

Bajaj Coco Onion

- Good Traction witnessed in MT + E-Com
- Focused TV + Digital Support in Q1 FY23. To continue in Q2
- YouTube + Digital media with focus on Key Metros and large towns

NEW

bajaj
ALMOND
DROPS

Moisturising Soap

Launched in
June'22



*Basis Clinical Study vs Untreated

*Creative Visualization

Marketing initiatives to scale up the soap launch

A T L

PR Blast

Press Release Event in Delhi (28.06.2022) with Widespread Coverage



Total Reach - 11 Million | Print & digital - 6 Million |
Social Media - 5 Million | Influencer Reach – 1.2 Million
2nd PR Event Planned in Lucknow in August 2022



Aggressive TV plan to build awareness through TV

Go-live – 1st August 2022



E-Com

Flipkart | Amazon | Nykaa



Digital Media



- Social Media Marketing



- YouTube Ads



- Google Ads

Visibility Support

Window Display



End CAP



Floor Stack



Roll Tapes



Hangers



Banners





- Bajaj 100% Pure Virgin & Cold Pressed Coconut Oil launched in June 2022
- Natyv Soul Portfolio now extended to 11 products
- Listing completed on all Major Platforms – Amazon , Flipkart and Nykaa
- Both Natyv Soul and Bajaj 100% Pure supported with Digital Media campaigns
- Community Marketing Campaign Started for Natyv Soul in Q1 FY23

A community is a "tribe" of individuals who have come together for a common cause- a pain point, passion, hobby, profession or life-stage. **80 million** people in India use Facebook groups and globally **1.8 Billion** people connected by over 70 Million Communities

For the purpose of our campaign, we have chosen to target **1.5 million** women who are active participants across Facebook communities related to **hair care and beauty**

Admin-led Campaign

1. Drive awareness and education around Natyv Soul as a brand
2. Drive visits to the Natyv Soul page on Nykaa

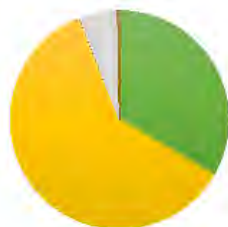
Results at a glance

Engagement (Reactions + Comments)	10,047
TOTAL UGCs	3072
Link Clicks for purchase	1398

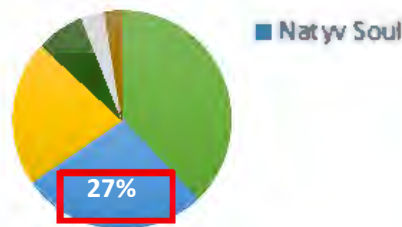
In the Hair Care conversations, we now have a **27% Share of Mentions** from 0% a month ago

Share of Voice in the Hair Care Category

Pre Campaign



Post Campaign



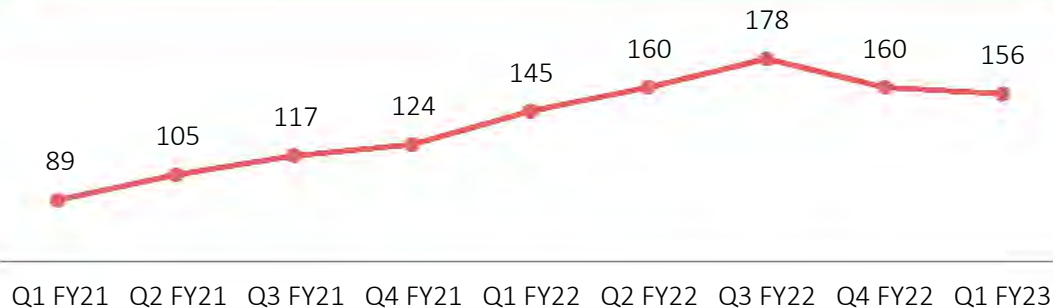
User Generated Content



Business Operations



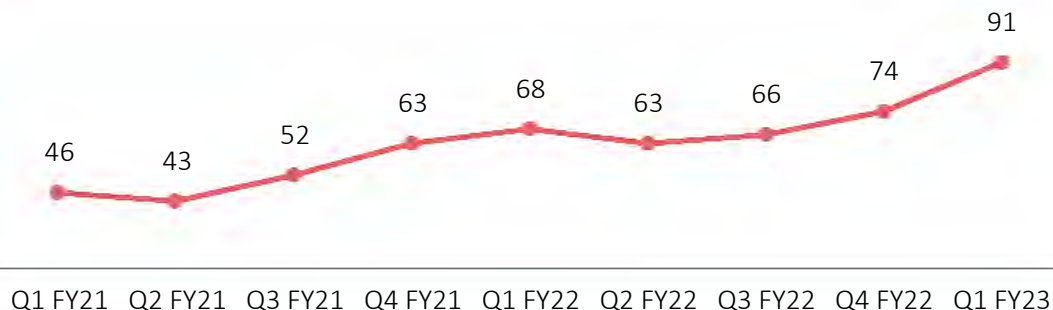
Refined Mustered Oil (RMO) Price (INR / KG)



Refined Mustard Oil (RMO)

Due to the ban in exports of palm oil and imposition of export duty by Indonesia, prices of palm and other edible oils have gone up significantly in Q1. Since the mustard crop in India has been very good, the prices of mustard oil have not gone up in the similar way and are flat vs last quarter

Light Liquid Paraffin (LLP) Price (INR / KG)



Light Liquid Paraffin (LLP)

Prices have gone up due to the surge in crude prices post Ukraine war. The overall prices of the input raw material, Base oil, has also gone up due to increase in margins of all refined products. Full impact of the price increase will flow in Q2 FY23

- To mitigate the inflationary trend, cost saving initiatives are being driven to bring structural reduction in material costs
- **Value engineering** : Optimisation of specifications of glass and PET bottles
- **Alternate vendor development/transportation** : Alternate vendor development for CFC/Mustard oil/ Vitamin E etc.

The above initiatives would result in a cost saving of Rs. 5 crores for the year 22-23

Packing materials

In line with 3R (Reduce, Recycle, Reuse) philosophy, we have taken the following steps in Q1 FY23

Reduce consumption of packaging material to reduce carbon footprint and GHG emissions.

Optimization of specifications resulting in

- **Glass**: Reduction in consumption of glass bottles by 8%. This is on top of the 16% done last year
- **Laminates**: Reduction in consumption by 6%. (Reduced Poly film thickness & reduced height). This is on top of the 14% done last year

Operations

- Key focus areas being reduction in usage of natural resources like water, reduction of carbon footprint and reduction in wastages
- We have started work in the area of water conservation by measuring the water consumption sources, installation of controls at critical places. *We have reduced 26% of our water consumption in Q1 FY 23 over same period previous year*
- Steps taken in process improvements at the plants has helped in reduction of wastages of certain critical categories like laminates by around 25% over last year

Financials



Financial Performance – Q1 FY23 Standalone

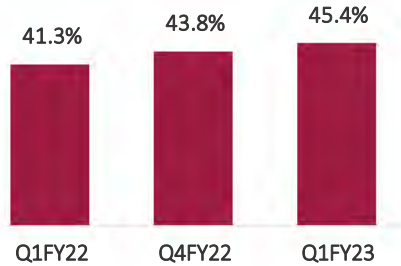
Particulars (Values in Rs. Crore)	Q1 FY22	Q4 FY22	Q1 FY23	YoY%	QoQ%
Net Sales	212.0	216.0	243.8	15.0%	12.8%
Other Operating Income	3.3	3.3	2.9	-11.4%	-11.0%
Total Operating Income	215.3	219.3	246.7	14.6%	12.5%
Cost of Goods sold	87.6	94.7	110.7	26.4%	16.9%
Contribution	124.4	121.3	133.1	7.0%	9.7%
% of Sales	58.7%	56.2%	54.6%		
Employee benefit expenses	22.9	19.0	22.7	-0.8%	19.6%
Advertisement & Sales Promotion	28.8	41.0	45.5	58.1%	10.9%
Other Expenses	22.4	26.1	30.8	37.9%	18.3%
EBITDA	53.7	38.6	37.0	-31.0%	-4.1%
% of Sales	25.3%	17.9%	15.2%		
Other Income	8.3	10.6	6.7		
Finance Cost	0.3	0.1	0.1		
Depreciation and Amortisation	1.1	1.2	2.0		
Corporate Social Responsibility	1.3	1.3	1.2		
Profit Before Tax (PBT)	59.2	46.5	40.4	-31.7%	-13.0%
Tax Expenses	10.3	8.1	7.1		
Profit After Tax (PAT)	48.9	38.4	33.4	-31.7%	-13.0%
% of Sales	23.1%	17.8%	13.7%		

Financial Performance – Q1 FY23 Consolidated

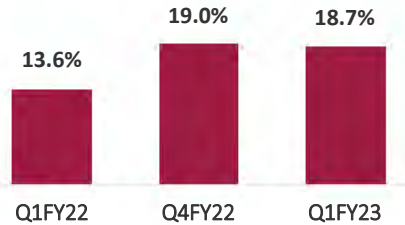
Particulars (Values in Rs. Crore)	Q1 FY22	Q4 FY22	Q1 FY23	YoY%	QoQ%
Net Sales	213.4	215.0	246.5	15.5%	14.7%
Other Operating Income	3.3	3.3	2.9	-11.4%	-11.0%
Total Operating Income	216.7	218.2	249.4	15.1%	14.3%
Cost of Goods sold	87.4	93.8	111.1	27.0%	18.4%
Contribution	126.0	121.1	135.4	7.5%	11.8%
% of Sales	59.0%	56.3%	54.9%		
Employee benefit expenses	23.3	19.4	23.1	-0.7%	19.2%
Advertisement & Sales Promotion	29.5	42.3	46.3	57.1%	9.4%
Other Expenses	22.7	26.5	31.3	37.8%	18.0%
EBITDA	53.8	36.1	37.6	-30.0%	4.1%
% of Sales	25.2%	16.8%	15.3%		
Other Income	8.3	10.6	6.7		
Finance Cost	0.3	0.1	0.1		
Depreciation and Amortisation	1.2	1.4	2.1		
Corporate Social Responsibility	1.3	1.3	1.2		
Profit Before Tax (PBT)	59.2	43.9	40.9	-30.9%	-6.8%
Tax Expenses	10.3	8.1	7.0		
Profit After Tax (PAT)	48.9	35.8	33.9	-30.7%	-5.4%
% of Sales	22.9%	16.7%	13.7%		

Expenses To Sales Trend – Standalone

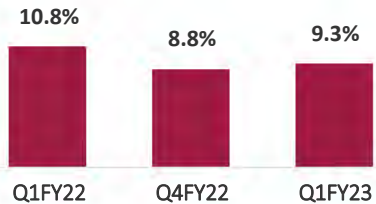
Material Cost



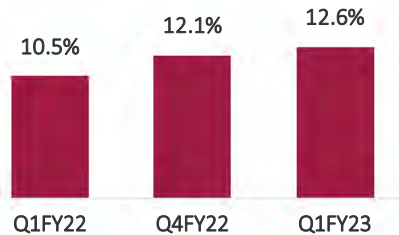
Advertisement & Sales Promotion



Employee Benefit Expenses



Other Expenses



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Thank You

