

October 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 September 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 & Compliance Officer**

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

**bajaj** CONSUMER CARE

# Investor Presentation

## Q2 FY 2021

**bajaj** GROUP  
THINK TOMORROW

# Financial Highlights

	<b>Q2 FY 21</b>	<b>H1 FY 21</b>
<b>Sales Growth</b>	<b>5.0%</b>	<b>- 6.9%</b>
<b>Gross Margin</b>	<b>65.8%</b>	<b>64.8%</b>
<b>ASP to Sales</b>	<b>18.1%</b>	<b>15.7%</b>
<b>EBITDA</b>	<b>28.9%</b>	<b>29.6%</b>
<b>PAT</b>	<b>25.8%</b>	<b>27.0%</b>
<b>MAT Market Share</b>	<b>10.1%</b>	

## Sales value Breakup by channel – Q2 and H1 FY21

Rs. in Crores

Channel	Q2 FY20	Q2 FY21	Growth %	H1 FY20	H1 FY21	Growth %
General Trade	177.1	194.1	9.6%	385.1	362.3	-5.9%
Alternate Trade	28.3	20.8	-26.7%	45.9	39.8	-13.3%
<b>Total Domestic</b>	205.4	214.9	4.6%	431.1	402.1	-6.7%
International Business	5.8	6.9	19.2%	12.6	11.1	-12.0%
<b>Total For the Company</b>	211.2	221.8	5.0%	443.7	413.2	-6.9%

Note: Alternate trade includes Modern Trade, E-Commerce and Canteen Stores

## General Trade

- Rural markets doing well, van operations have helped scale up rural business
- Urban markets continue to be under stress; primary reasons being lockdown in various markets, migration of labour away from town centres and drying up of upcountry customers at wholesale markets
- Continuous media Presence for rural in Q2 in conjunction with Distribution drive
- New SKUs launched in Q2 for value seeking customers
  - Rs 20 pack in ADHO
  - 300ml/500ml/ Rs 1 Sachet in Amla

# Initiatives and Activations in General Trade





# Initiatives and Activations in General Trade



# Modern Trade, Ecommerce and International Business

- Modern Trade business was affected due to entry restrictions in stores, closure of malls, local lockdown
- Ecommerce has been consistently doing well
  - The business grew by 4 times for the quarter over LY though on a small base
  - Strong growth on back of investments in Visibility, Search Marketing & Consumer Offer in select chains
  - Healthy market shares in BigBasket, Flipkart and Grofers
- CSD business has been under pressure for the last few quarters, attempt has been to minimise credit exposure
- International Business remains stable with recovery in Q2 due to ease of restrictions



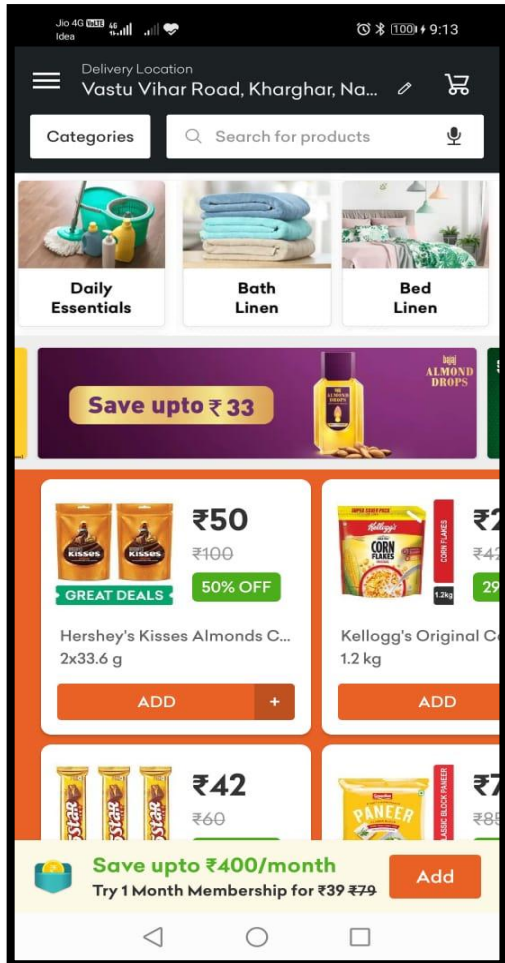
# Initiatives and Activations in Modern Trade



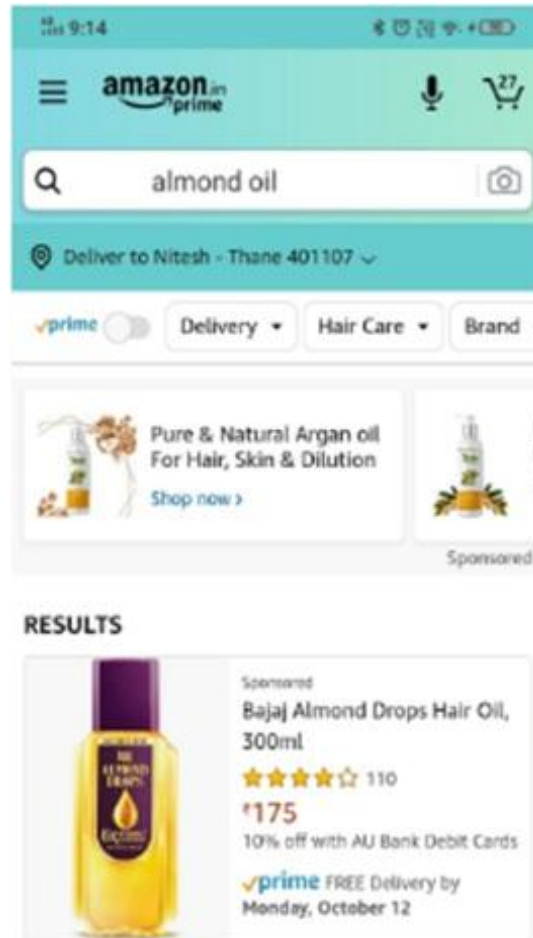


# Initiatives in Ecommerce & International business

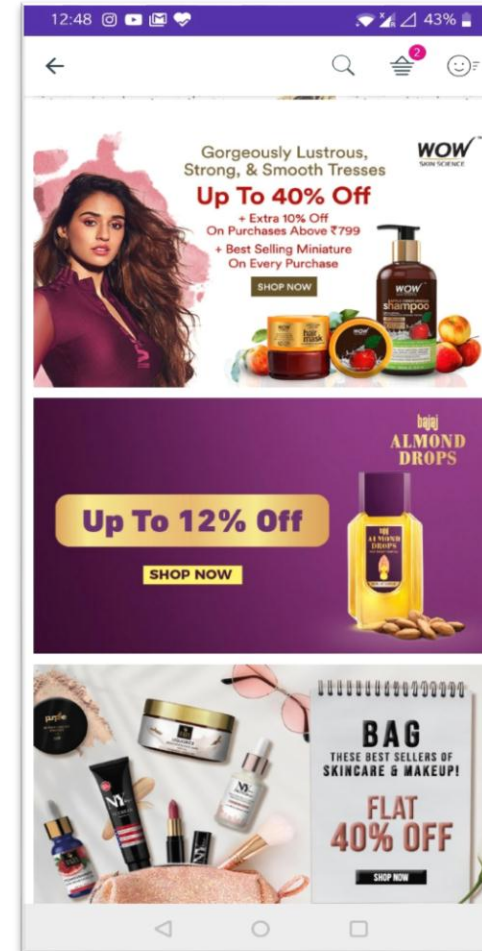
Grofers Home Page Banner



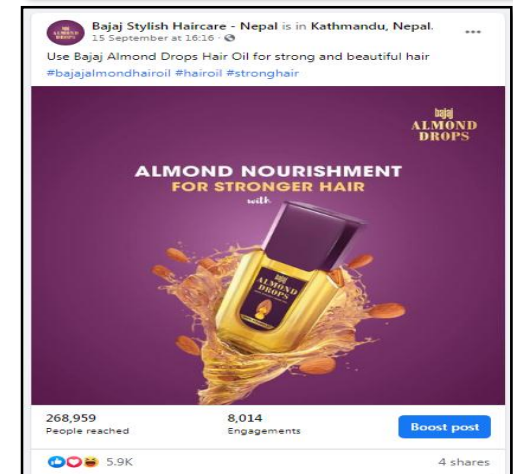
Amazon Search Page



Purplle Home Page



Almond Drops Ads live on Radio with Sponsorship of IPL2020 in UAE

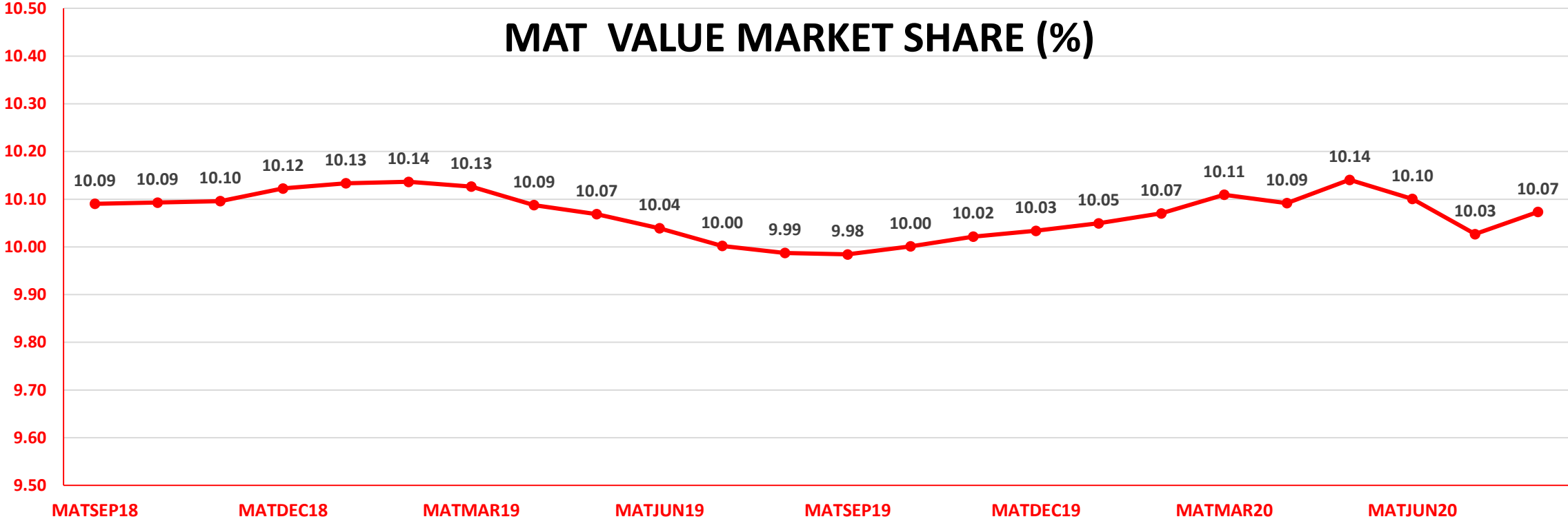


# Hair Oil Category Growth

	Value Growth (%) vs YA				Volume Growth(%) vs YA			
	MAT MAR20	Q1'20	July- Aug'20	YTD AUG'20	MAT MAR20	Q1'20	July- Aug'20	YTD AUG'20
All India - Urban	2.4	-30.6	-6.4	-20.9	0.1	-26.9	-5.0	-18.1
All India - Rural	0.4	-18.5	9.7	-7.4	-2.1	-15.4	12.0	-4.7
<b>All India (U+R)</b>	<b>1.5</b>	<b>-25.3</b>	<b>0.5</b>	<b>-15.0</b>	<b>-0.9</b>	<b>-21.5</b>	<b>2.7</b>	<b>-11.9</b>

- Overall Hair oil offtake recovered in Q2 as the lockdown eased
- Demand is recovering at a healthy pace in Rural India, Urban Demand is still below last year levels
- Value seeking behaviour is increasing with clear indications of down trading

# Market Share Trend – Hair Oils



➤ Market Share recovered in Jul-Aug after a Dip in Q1



# New Best Ever Almond Drops Hair Oil



## Building ADHO Equity on Nourishment

- ADHO Formulation upgraded in Q2 FY 20
- Vitamin E Content Doubled from Previous Formulation
- New Formulation helps reduce Hair fall
- Launch supported with 360° activation from September

# Integrated Campaign for ADHO



High Impact TV campaign



Press Campaign

ATL



Digital

Social Media

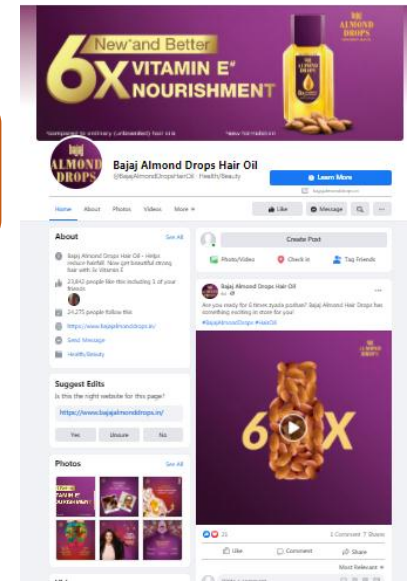
E-Commerce

Digital Amplification

Onground Visibility

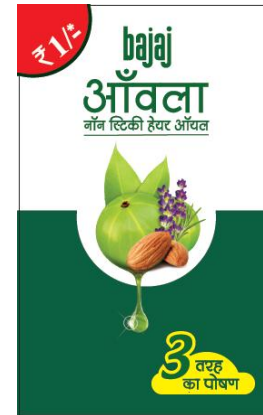
General Trade

Modern Trade



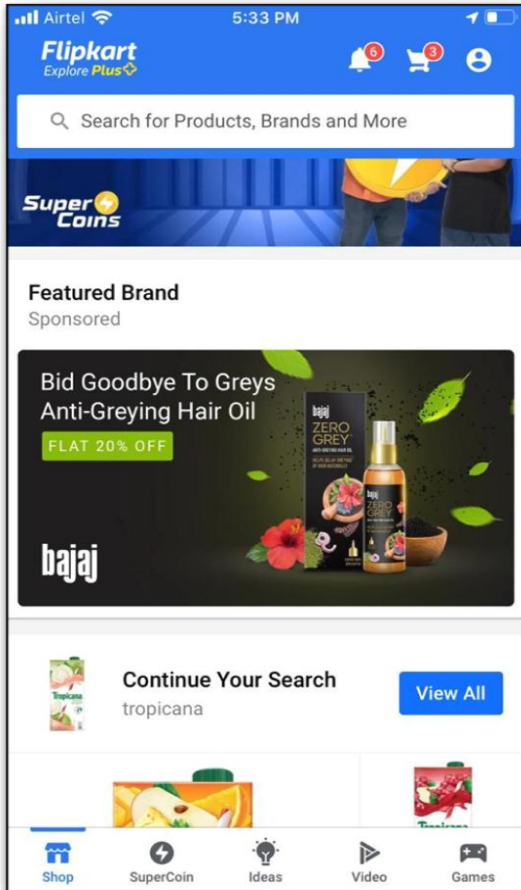
# Bajaj Amla Hair Oil

- Amla Hair Oil is a Rs. 1600 crores category which is growing consistently
- Broad basing of price points with introduction of three new pack sizes in Q2
  - Rs 1 (3 ml Sachet)
  - Rs 75 (300ml)
  - Rs 125 (500ml)
- Consumer offer to drive trials supported in Q2
- Rural focus through van initiative

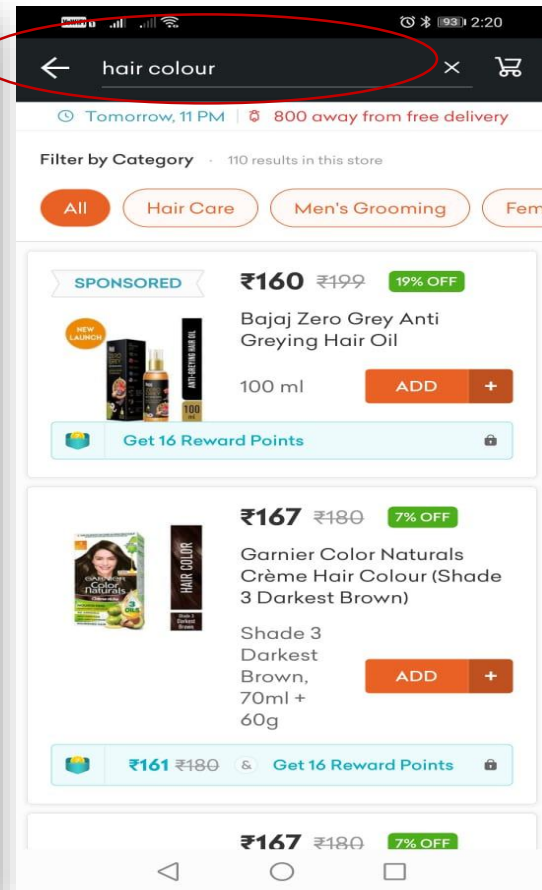


# Bajaj Anti Grey Hair oil

## Flipkart visibility




## Grofers sponsored search



- Build a digital first Brand
- Listing in All Major Ecommerce Chains Completed, Also Available in 2 leading Pharmacy Chains ( Wellness Forever + Apollo)
- Displays + Search Marketing Started from September on Flipkart and Grofers
  - 1 Mn Consumers reached out to in Sep.
- Sales is still low but beginning to pick up post activation
- Marketing Support will be Extended to Amazon and other sites in Q3



# Digital Marketing Across Platforms



Hey bhagwaan!  
Puja ki thaali mein bhi baal?

ALMOND DROPS

ALMOND DROPS

- **Social Media Campaigns** for Mumbai and Delhi
- Targeted at Younger Audience
- Industry beating View through Rates (8%)



ALMOND DROPS

- **Influencer Campaigns** on Instagram
- Theme of “OIG”, Oiling is Good

# IT Initiatives & Automation – SAP Hana and Sellina

## SAP Hana

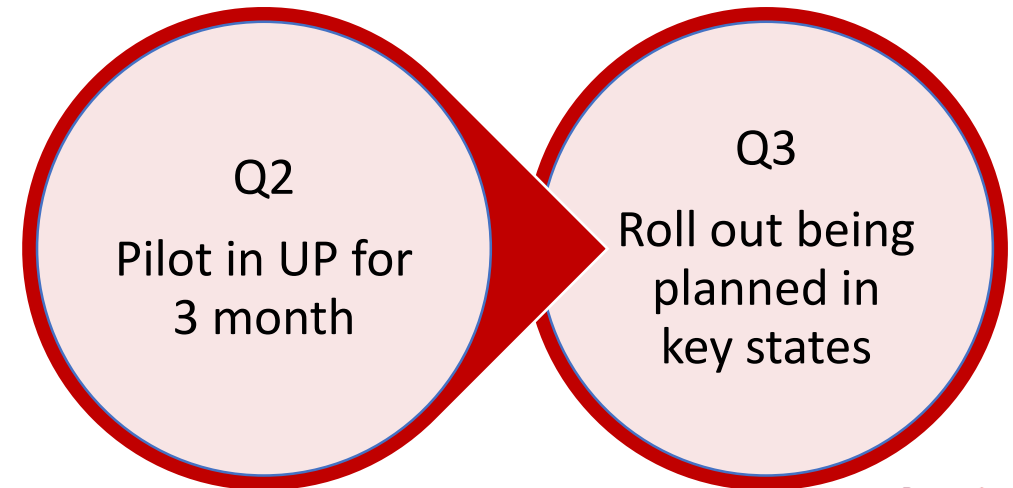
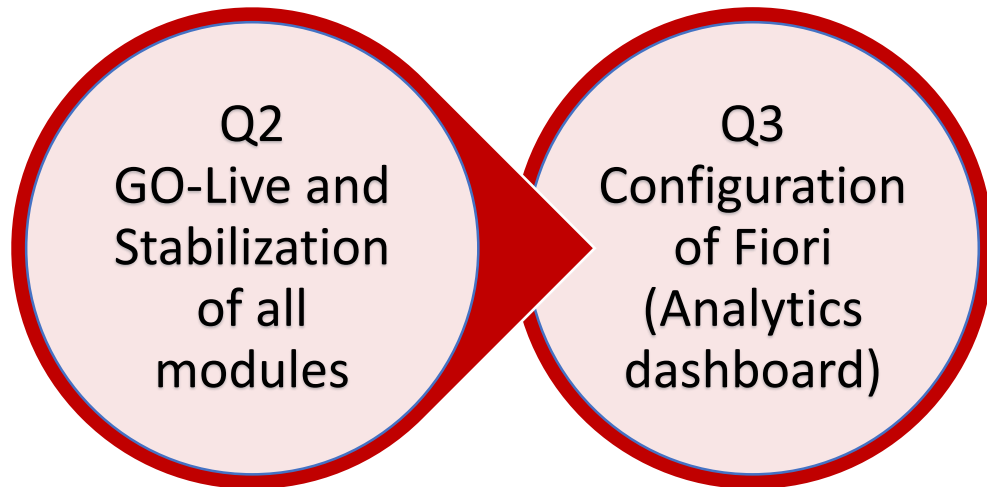
Five modules implemented –

- Finance and Costing
- Sales and Distribution
- Material Management
- Production planning
- Quality Management

## Sellina

Artificial intelligence tool for front end sales team

- Real time sales analytics data available with front line sales team
- Chat with bot for sales opportunities
- Performance trends and data analysis for senior sales management



# Human Resource Management

## Health & Wellness

- Corona Kavach Policy - Customer facing employees covered under Corona specific health insurance
- Regular online fitness sessions for employees and their family members

## Employee Engagement

- “Aaj Ki Charcha”, an online platform for employees on diverse topics like Hair Science, E-Commerce, 5S & Kaizen, Interviewing Skills etc
- Multiple online engagement sessions with employees and their family members

## Technology

- Digital Selection and onboarding of new hires leading to enhanced experience
- Recruitment, Onboarding, Performance Management, Learning Management and Payroll are now conducted online through Success Factors platform

## Talent Management

- A comprehensive “100 Day” Induction Plan launched for new hires to ensure seamless assimilation even during remote working

# Awards & Recognitions





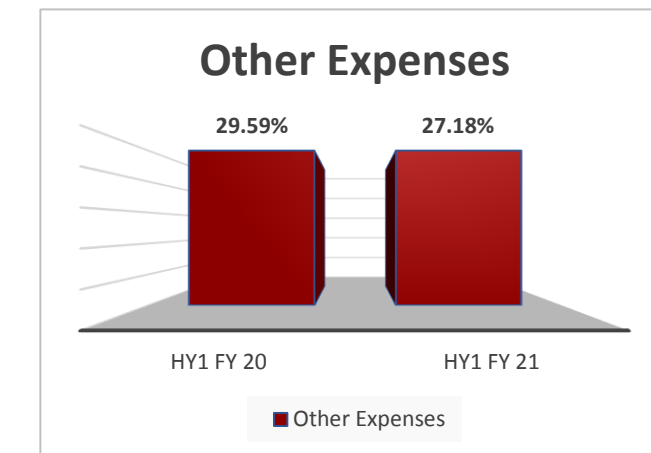
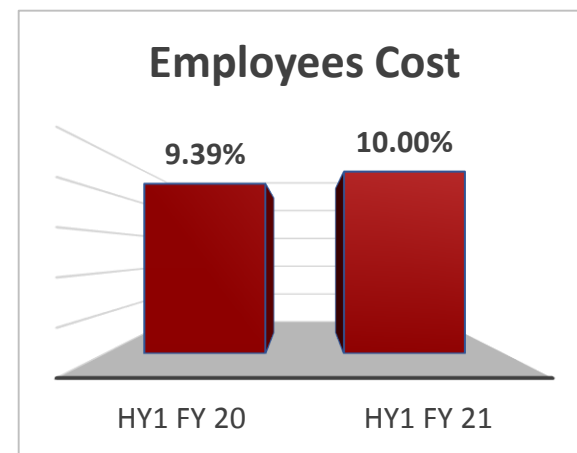
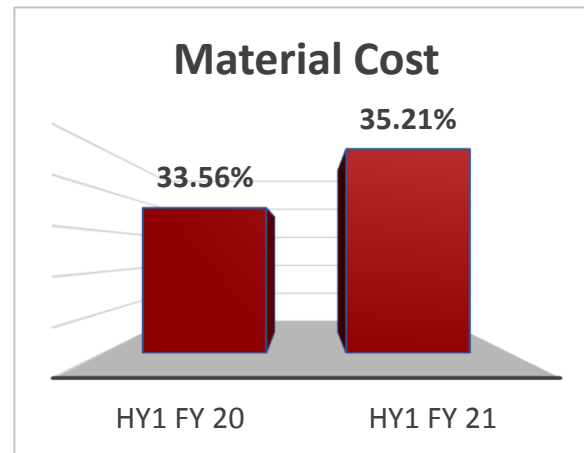
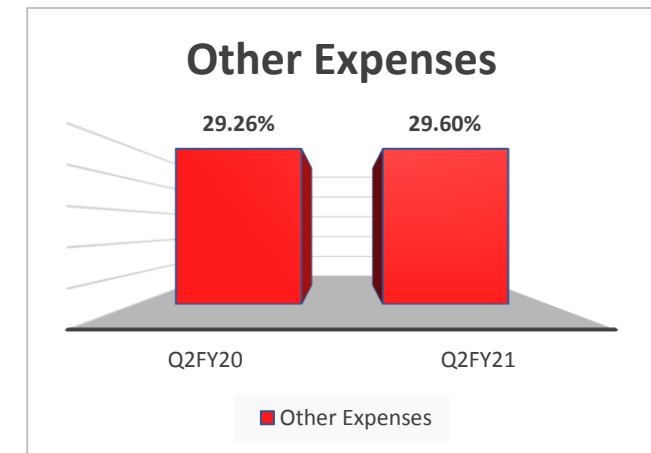
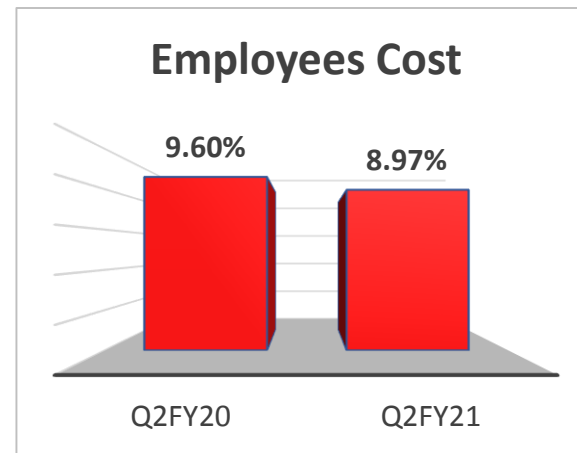
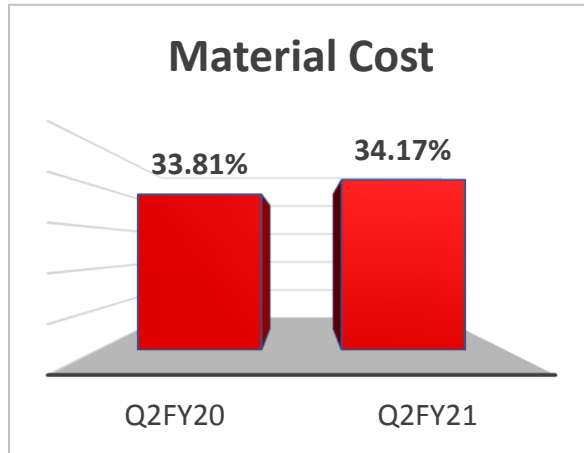
# Financials

## Highlights Q2 & H1 FY21 - Standalone

Rs. in Crores

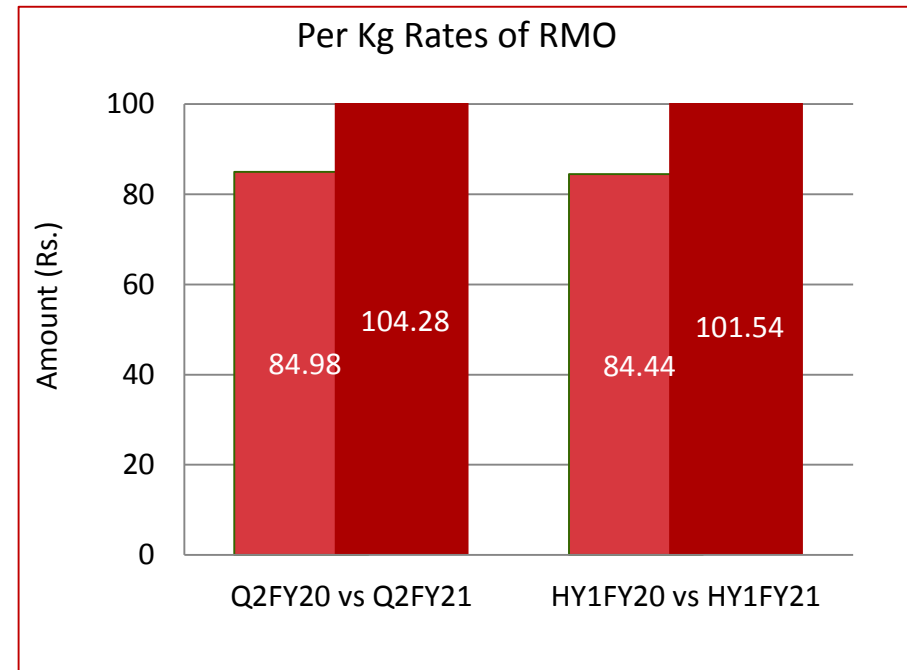
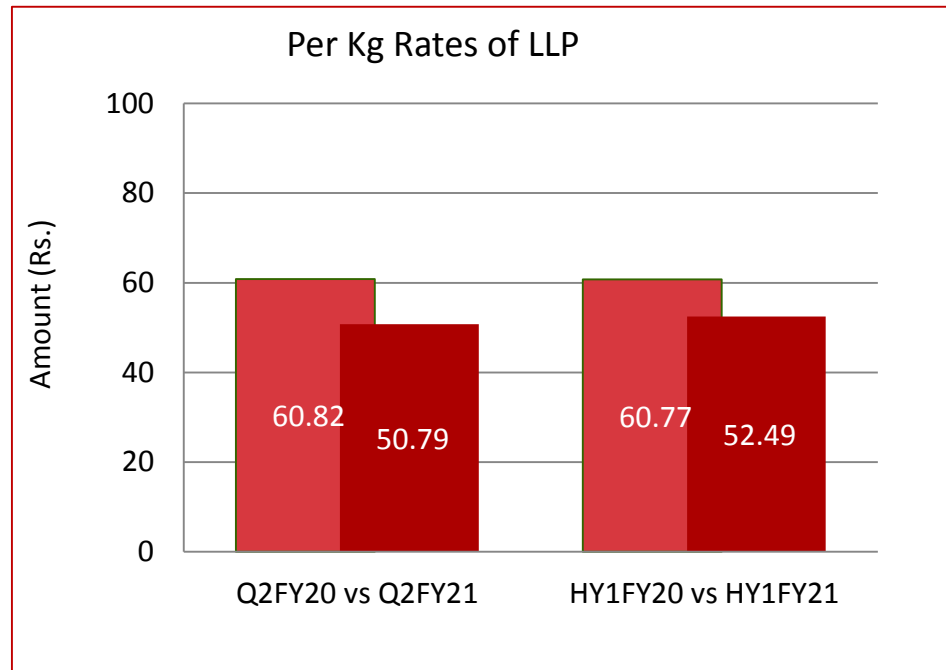
Particulars	Q2FY20	Q2FY21	Growth	H1FY20	H1FY21	Growth
Sales	211.19	221.76	5.00%	443.66	413.24	-6.86%
Total Operating Income	217.09	225.30	3.78%	457.33	421.36	-7.87%
Contribution	139.78	145.98	4.44%	294.75	267.76	-9.16%
EBITDA	63.62	63.99	0.58%	135.51	122.23	-9.80%
Other Income	6.54	8.44		12.51	19.00	
Profit before Tax	65.73	69.38	5.54%	140.51	135.04	-3.89%
Tax	8.44	12.12		24.56	23.60	
Profit after Tax	57.29	57.25	-0.07%	115.95	111.44	-3.89%

# Expense % to Sales



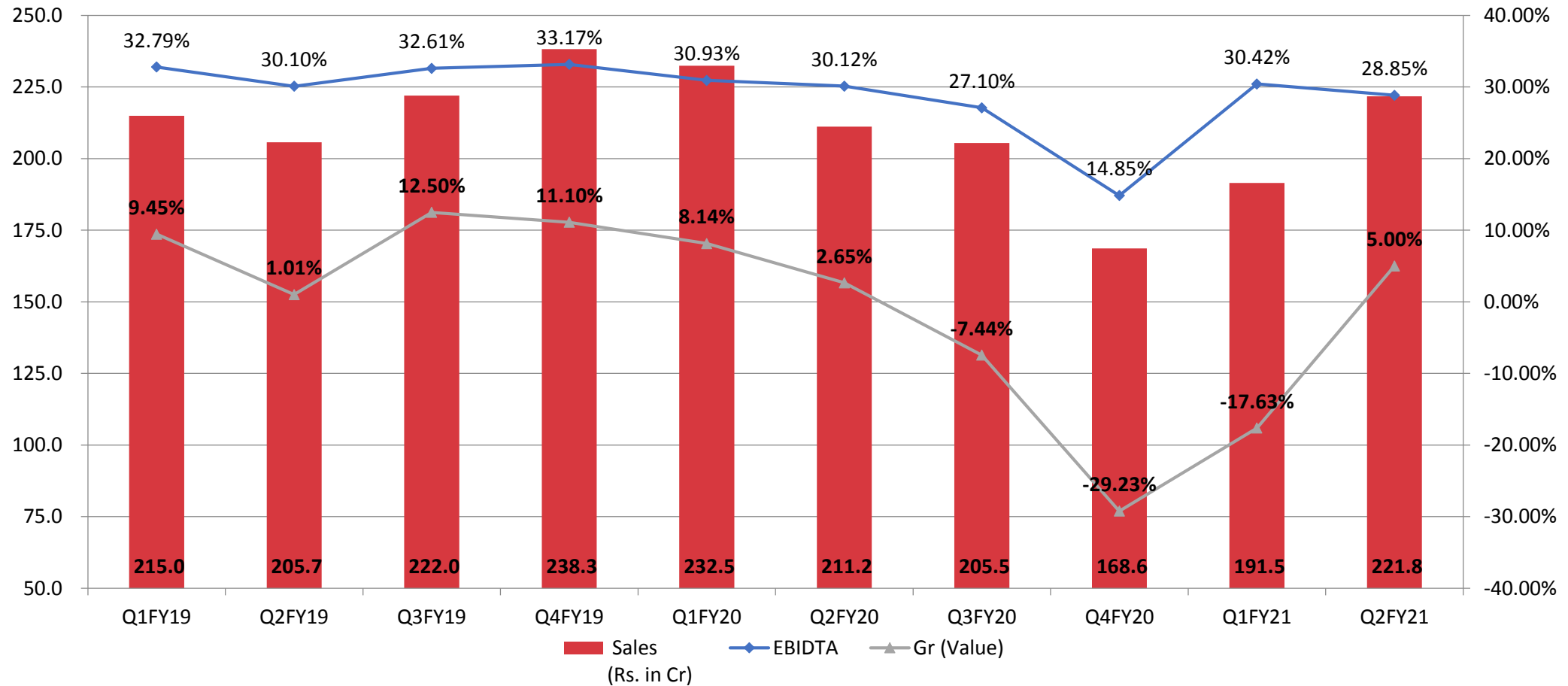
- ❖ Rise in material costs as % of sales due to change in sales mix involving Amla oil and Sanitizers
- ❖ Other Expenses include Advertising & Sales Promotion expenses and does not include CSR expenses

# Change in Prices of Key Ingredients





# Performance history



**Thank You**