

February 5, 2024

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 Bandra- 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 the Investor Presentation for the 3rd quarter ended December 31, 2023.

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

Bajaj Consumer Care Limited

1231, 3rd Floor, Solitaire Corporate Park, 167, Guru Hargovind Marg, Chakala, Andheri (East),
Mumbai 400 093 | Tel.: +91 22 66919477/78 | CIN: L01110RJ2006PLC047173 |

Web: www.bajajconsumercare.com

Registered Office: Old Station Road, Sevashram Chouraha, Udaipur- 313 001, Rajasthan
Tel.: +91 0294-2561631, 2561632

INVESTOR PRESENTATION

Q3 & 9M FY24



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INDEX

1) Executive Summary

2) Business Highlights

3) Sales & Marketing

4) Financials



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Executive Summary – Standalone Business



Topline

Q3 FY24: INR 233.0 Crs
+ 3.3% YoY

Consol: + 4.3% YoY

9M FY24: INR 721.4 Crs
+ 3.5% YoY

Consol : + 4.4% YoY



Gross Margin

Q3 FY24: 53.3%
+30 bps YoY

9M FY24: 54.2%
+110 bps YoY



EBITDA

Q3 FY24: INR 38.4 Crs
+ 140 bps YoY
+ 12.7% YoY

9M FY24: INR 125.3 Crs
+ 260 bps YoY
+ 21.7% YoY



Profit After Tax

Q3 FY24: INR 37.6 Crs
16.2% of Sales
+ 11.7% YoY

9M FY24: INR 121.5 Crs
16.8% of Sales
+22.9% YoY

Volume growth in high single digits for 9M FY24

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BUSINESS HIGHLIGHTS



Brand Performance Highlights

ADHO



- Value growth flat for 9M FY24 with mid-single digit volume growth
- Specific pack and geography focus on ADHO to improve distribution

Non ADHO



- Value growth of over 35% in Q3 FY24 and close to 25% in 9M FY24
- New Launches under AD Extensions Portfolio and Ethnic Range performing well. Coconut Portfolio continues to scale up

Channel Performance Highlights



General Trade

- Flat on secondary basis in Q3. Inventory correction to support distributor working capital
- Urban continues to perform better, registered low single-digit growth for 9M FY24
- Rural demand continues to remain subdued due to sustained inflationary pressures



Organized Trade

- Organised Trade grew by close to 25% in Q3
- Promoter-led activations on AD Serum, Shampoo and Bajaj Henna led to good offtakes
- Independent MT stores grew by over 50%, broadening the customer base
- Strong offtakes in key E-Commerce platforms during Festive season



International Business

- On a consolidated basis, IB grew by over 30% for 9M FY24
- Middle East & Africa grew by close to 15% for 9M FY24
- Bangladesh scaling up well with robust topline growth in 9M FY24
- Rest of World registered close to 30% growth for 9M FY24. Stronger footprint in key geographies

International Business

Middle East and Africa

- Overall, the region continues to see strong performance with a 22% growth in Q3, 9M at 14%
- Revival across channels in wholesale and MT in UAE
- Saudi continues to do well with presence expanded to key MT accounts

Nepal

- Delivered 27% growth over Q3 last year
- Expansion of distribution in General Trade and forays into Modern Trade

Rest of World Exports

- Q3 expanded by 61% driven by robust growth in the US-Canada region and scale up in Malaysia

Bangladesh

- Local operations starting to yield results
- 2 new product launched in Q3 – Bajaj 100% pure Glycerine & Bajaj 100% pure Olive oil. Good initial demand
- Consumer demand generation through a mix of Digital and On Ground activations

Bangladesh – Marketing Initiatives

Facebook: Socially Influencing Gen Z



- Posts targeted towards product benefits and proposition-based content in line with **new creative strategy**
- Organic reach (23k) has increased by 220% vs. Q2
- Page Interactions (14.8k) increased by 258% vs. Q2

Driving Growth through key Strategic Pillars

- **ADHO – Leveraging TV, digital, print media to maximize visibility and reach diverse audiences. Specific pack actions to drive distribution**
- **Non ADHO Hair Oils – Portfolio scaling up well, Expanded product offering, enhanced market penetration, leading to increasing market share**
- **Bajaj Almond Drops Extensions – New launches scaling up as per plan. Supported with visibility across MT and E-Commerce platforms**
- **Bajaj Ethnic Range – Launched Bajaj Gulabjal in November 2023, roll out across all regions completed, initial response promising; Bajaj 100% Pure Henna performing well**
- **International Business – Continues to deliver strong growth across markets in Q3 & 9M FY24**

SALES & MARKETING



Almond Drops Hair Oil

Brand Performance

- Registered flat value growth for the 9M period
- Large packs performed better; grew by mid single digit for the 9M FY24 period

Key Actions in Q3

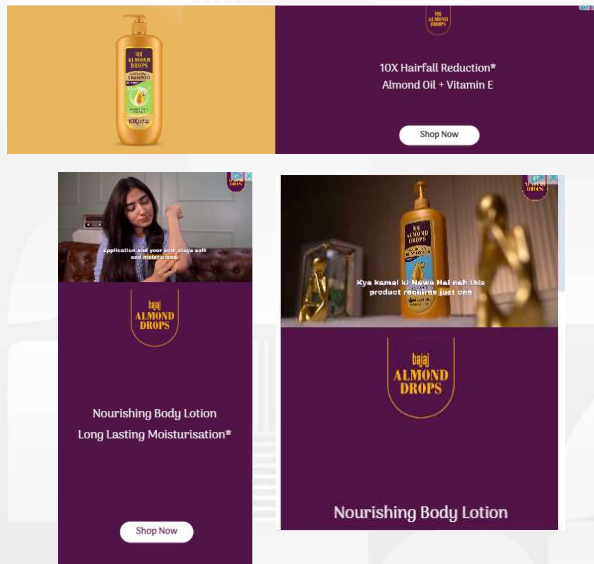
- Strong Media presence across Mediums – TV, Digital, Print and On Ground Activation
- Sustained Investment Behind Visibility on E-Commerce Channels



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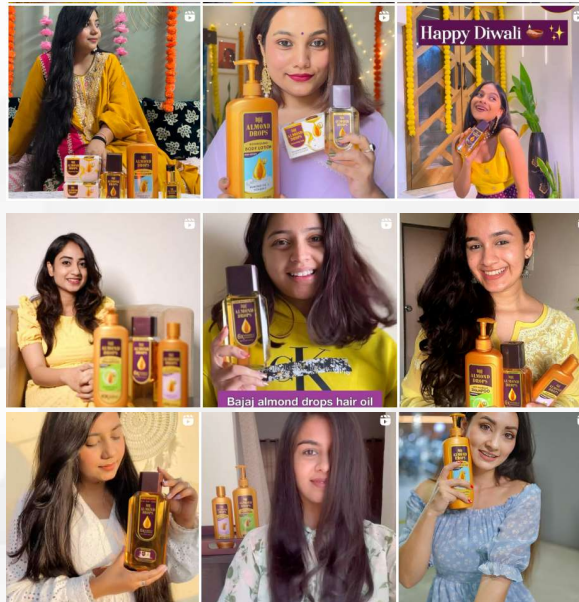
Almond Drops Digital Media Campaigns

Programmatic Advertising



Precise Targeting
Reach: 3 crores
CTR of 1.41%

Influencer Marketing



395 Influencers deployed in Q3
(Affiliate Influencers, KOL, Micro & Nano), reached out to 1.4 Crore Consumers

Driving Social Conversations via Topical Content



Reach of 2.77 Crores plus generating buzz amongst the target audience with trending Content

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ADHO Festive Initiatives

Abhyang Snan Print



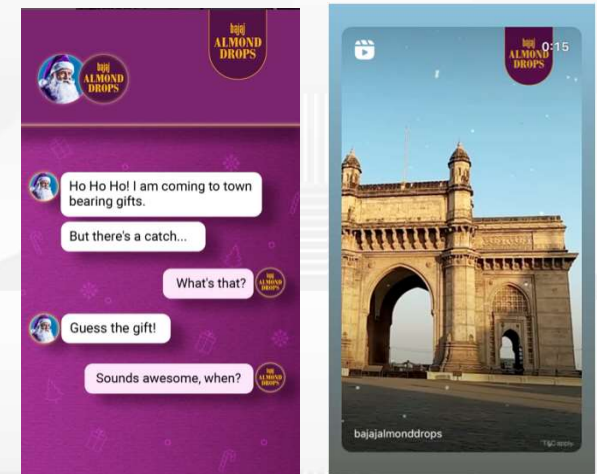
Multiple inserts over Oct-Nov with a reach of 31 lacs in Maharashtra

Diwali Digital Activation



Reach of 55 lacs with 15K User Generated Content

Christmas Digital Activation



Reach of 2 Crores plus generating buzz amongst the target audience with 800 User generated entries

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Almond Drops Extensions



- Bajaj Almond Drops Shampoo, Conditioner and Lotion have been listed on key E-Commerce Platforms & Modern Trade Chains
- Shampoo and Lotion were supported with Extensive Sampling, Display Support in E-Com, MT and Digital Media
- Initial response positive

Visibility across Modern Trade Chains

AD Lotion led Endcap



AD Shampoo Visibility



AD Lotion Sampler & Testers



Multi-brand Visibility



Almond Drops Extensions – Marketing Initiatives

Digital Campaigns



Reach

63 lac people reached out for lotion and 1 Cr for Shampoo through targeted Advertising

Clicks

Overall, 6.5 lakh traffic generated towards E-Commerce sites

AD Shampoo Affiliate Influencer Marketing

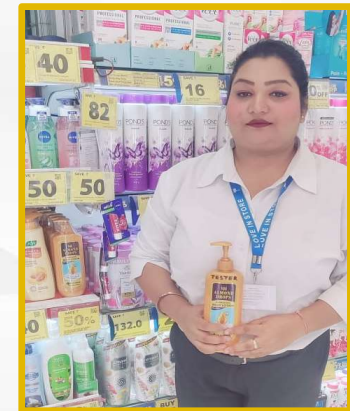


Objective

To drive awareness for Shampoo and Lotion via Flipkart, Amazon and Myntra affiliate marketing

Reach – 32 lac; Creators – 20

MT Activation



Lotion testers distributed across all listed Reliance stores to generate product trials and drive sales

Channel level Activations

Rural Activations for CNO



- TV + Digital Support continued in Q3
- Exclusive Consumer Offers
- On Ground Activation in select districts in Maharashtra

Multi brand & Promoter led Activation



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ESG & REWARDS

ESG – Focus on resource optimization and reduction in wastage



Reduced consumption of Water

- **Guwahati**- 33% reduction in Water consumption per liter of product at YTD level. Major Initiatives include Water Conservation initiatives and reuse of water schemes
- **Paonta Sahib**- 54% reduction in Water Consumption reduction per liter of product at YTD level. Major Initiatives include Water Conservation initiatives, installation of STP and reuse of water schemes

Reduced consumption of Energy through energy optimization, energy efficiency improvement initiatives in manufacturing

- Reduction in specific energy consumption by 22% in Guwahati and 3% in Paonta Sahib

Reduced wastage of Laminates through machine automation

- Laminate wastage reduction of 11% in Guwahati and 38% in Paonta Sahib

Rewards and Recognition

Best AI Generated Marketing Strategy Award in DMA Asia Sparkies Awards 2023



Special Commendation for Golden Peacock HR Excellence Award – 2023

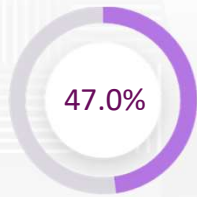


FINANCIALS

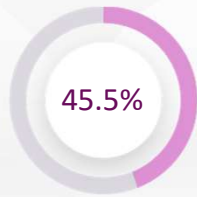


Standalone

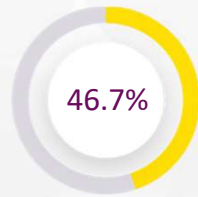
Material Cost



Q3 FY23



Q2 FY24

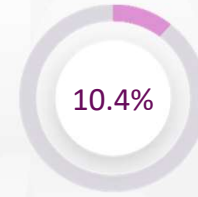


Q3 FY24

Employees Cost



Q3 FY23

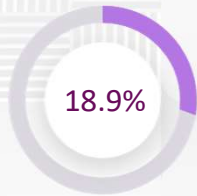


Q2 FY24

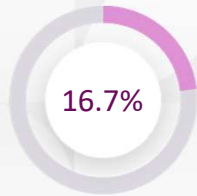


Q3 FY24

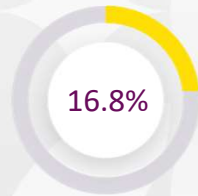
ASP



Q3 FY23

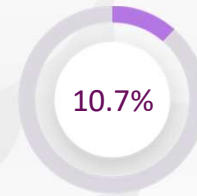


Q2 FY24



Q3 FY24

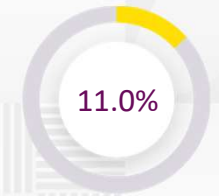
Other Expenses



Q3 FY23



Q2 FY24



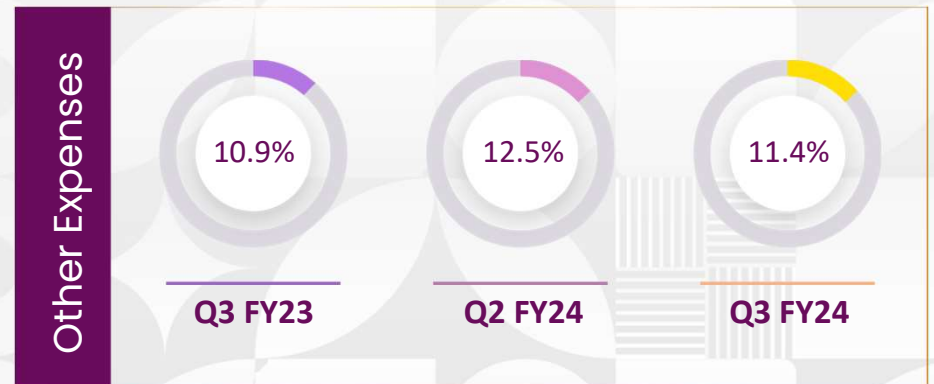
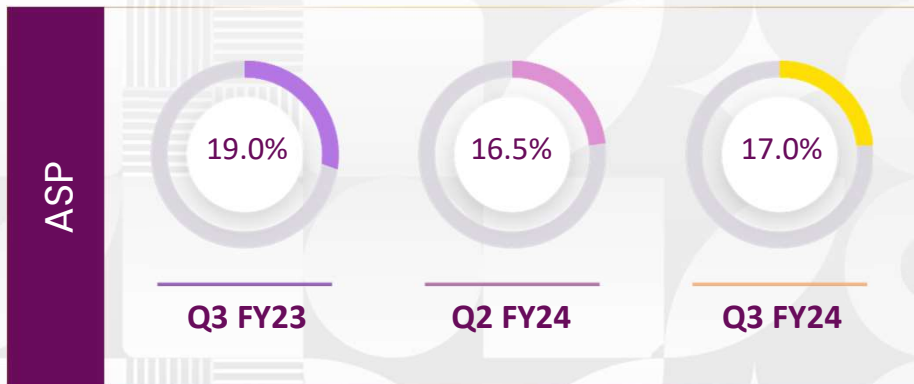
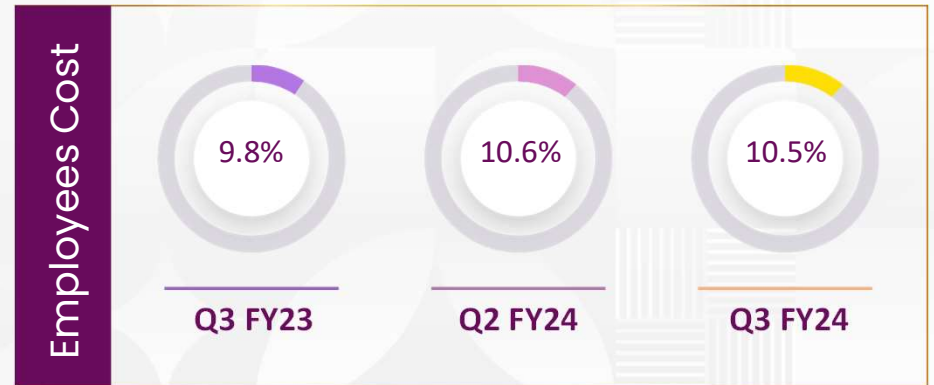
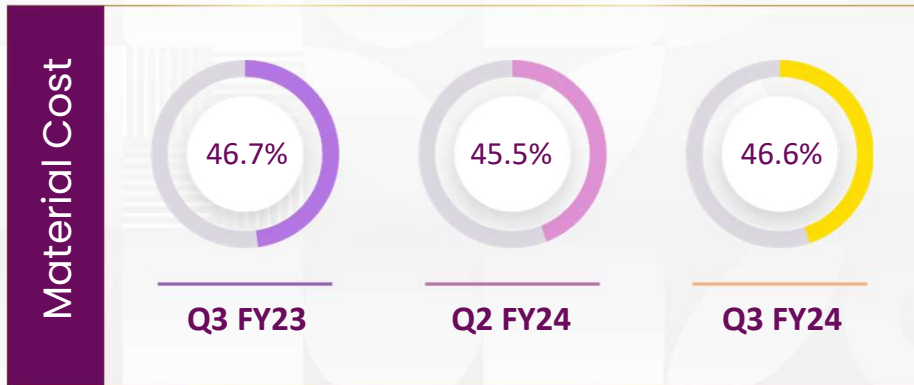
Q3 FY24

Financial Performance – Q3 & 9M FY24 Standalone

In Rs. Crores

Particulars	Q3 FY23	Q3 FY24	YoY%	9M FY23	9M FY24	YoY%
Net Sales Value	225.5	233.0	3.3%	696.8	721.4	3.5%
Other Operating Income	2.9	2.8	-5.6%	8.6	10.4	21.0%
Total Operating Income	228.4	235.8	3.2%	705.4	731.8	3.7%
Cost of Goods sold	106.0	108.8	2.6%	326.5	330.7	1.3%
Contribution	119.4	124.2	4.0%	370.3	390.7	5.5%
% of Sales	53.0%	53.3%		53.1%	54.2%	
Employees Cost	21.6	23.7	9.9%	65.7	72.3	10.1%
Advertisement & Sales Prom.	42.5	39.2	-7.9%	129.4	119.8	-7.4%
Other Expenses	24.2	25.7	6.3%	80.9	83.7	3.4%
EBITDA	34.0	38.4	12.7%	102.9	125.3	21.7%
% of Sales	15.1%	16.5%		14.8%	17.4%	
Other Income	10.4	11.0		27.0	33.0	
Finance Cost	0.3	0.2		0.7	0.8	
Depreciation and Amortisation	2.1	2.4		5.8	7.0	
Corporate Social Responsibility	1.2	1.1		3.6	3.3	
Profit Before Tax(PBT)	40.8	45.6	11.7%	119.8	147.2	22.9%
Tax Expenses	7.1	8.0		20.9	25.7	
Profit After Tax(PAT)	33.7	37.6	11.7%	98.8	121.5	22.9%
% of Sales	14.9%	16.2%		14.2%	16.8%	

Consolidated



Financial Performance – Q3 & 9M FY24 Consolidated

In Rs. Crores

Particulars	Q3 FY23	Q3 FY24	YoY%	9M FY23	9M FY24	YoY%
Net Sales Value	226.6	236.4	4.3%	702.9	733.7	4.4%
Other Operating Income	2.9	2.8	-5.6%	8.6	10.4	21.0%
Total Operating Income	229.6	239.1	4.2%	711.5	744.2	4.6%
Cost of Goods sold	105.8	110.0	4.0%	326.9	335.8	2.7%
Contribution	120.8	126.3	4.6%	375.9	398.0	5.9%
% of Sales	53.3%	53.4%		53.5%	54.2%	
Employees Cost	22.3	24.8	11.0%	67.4	75.0	11.4%
Advertisement & Sales Prom.	43.1	40.3	-6.5%	131.6	122.6	-6.8%
Other Expenses	24.7	26.9	8.9%	82.4	86.8	5.3%
EBITDA	33.6	37.1	10.4%	103.1	123.9	20.1%
% of Sales	14.8%	15.7%		14.7%	16.9%	
Other Income	10.4	11.0		27.0	33.0	
Finance Cost	0.3	0.2		0.8	0.8	
Depreciation and Amortisation	2.2	2.5		6.1	7.3	
Corporate Social Responsibility	1.2	1.1		3.6	3.3	
Profit Before Tax (PBT)	40.3	44.3	9.9%	119.6	145.5	21.6%
Tax Expenses	7.1	7.9		20.8	25.6	
Profit After Tax (PAT)	33.2	36.3	9.5%	98.8	119.8	21.4%
% of Sales	14.7%	15.4%		14.1%	16.3%	

THANK YOU

