

AHCL/ SE/ 55/2021-22

February 11, 2022

The National Stock Exchange of India Limited "Exchange Plaza", C-1, Block G Bandra-Kurla Complex, Bandra (E) Mumbai 400 051 ISIN: INE098F01031	BSE Limited Department of Corporate Services 1 st Floor, P.J. Towers, Dalal Street, Mumbai 400 001
Symbol : AMRUTANJAN	Scrip Code: 590006

Dear Sir / Madam,

Sub: Investor Presentation for the quarter ended 31.12.2021

Pursuant to Regulation 30 read with Para A of Part A of schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 we hereby enclose the Investor Presentation for the quarter ended 31st December 2021

Kindly take the same on record.

Thanking you,

Yours faithfully,

For **Amrutanjan Health Care Limited**

(M Srinivasan)
Company Secretary & Compliance Officer

Encl: As above



Amrutanjan Health Care Limited

Investor Presentation

- Quarter & Period Ended 31st December 2021

Date: 11th February 2022

Contents



a. Business Update

b. YTD Dec'21 Performance

c. Q3 FY22 Performance

d. Way Forward



Business Update

Business Update



- Comfy, Roll-On for Head, Body and Electro Plus continue to be growth drivers.
- Covid related growth is not seen anymore.
- Super Stockist net work continues to be built to drive rural penetration.
- Comfy is the 4th largest Sanitary Napkin brand in India by volume market share (Source: Nielsen)
- Plans are under way to launch various period management products in the coming quarters (menstrual cups, panty liners etc)

Business Update

New Head Range TVC

*STARTS WORKING IN
1 MIN*

Yellow Balm



*PAIN RELIEF UP TO
8 HRS*

White Balm



*STARTS WORKING IN
2 MIN*

*PAIN RELIEF UP TO
18 HRS*

Head Roll-On



Business Update

NEW
PRODUCT

Amrutanjan Comfy Snug Fit Regular Cottony

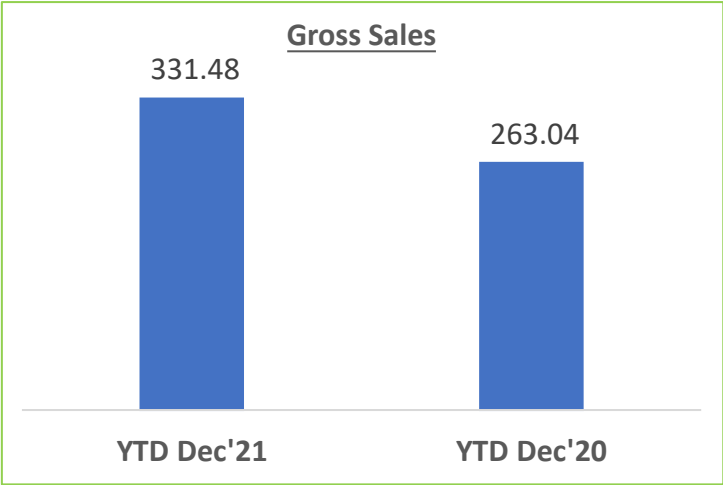




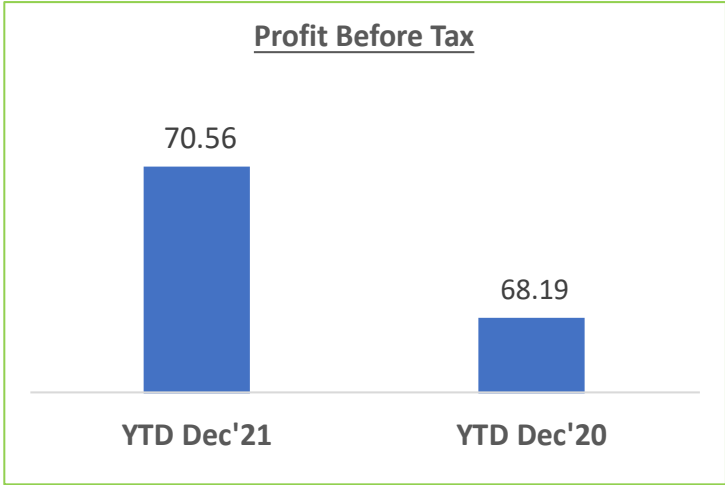
YTD Dec'21 Performance



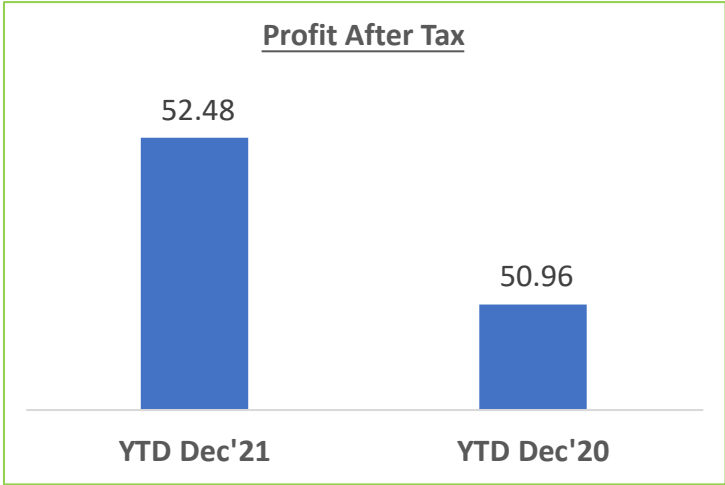
Financials – YTD Dec'21 (Rs. in Crores)



Growth: 26.02%



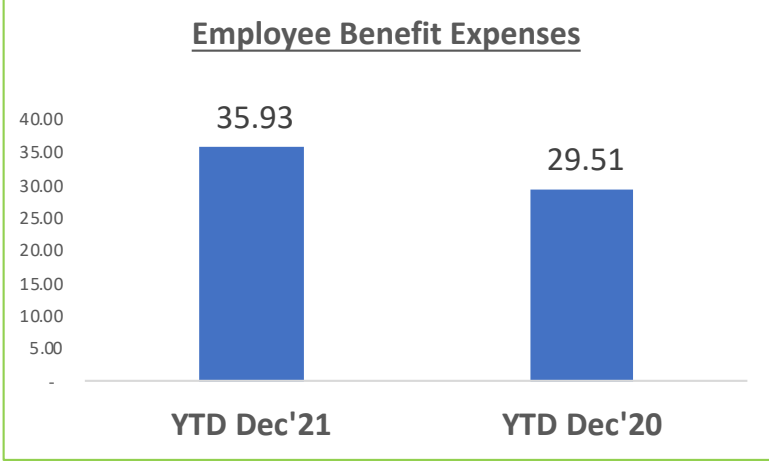
Growth: 3.48%



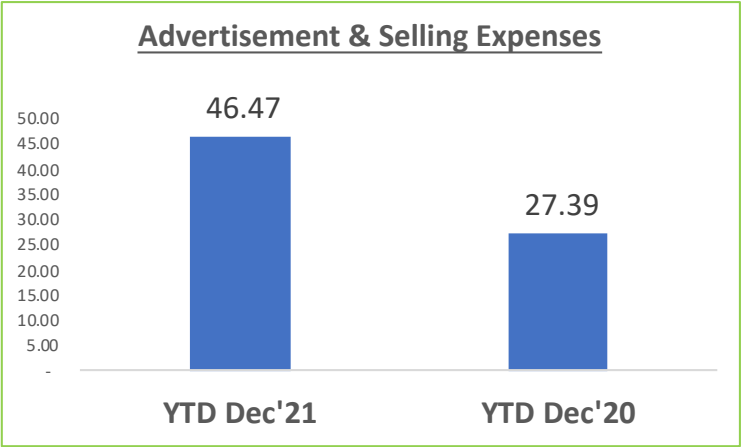
Growth: 2.98%



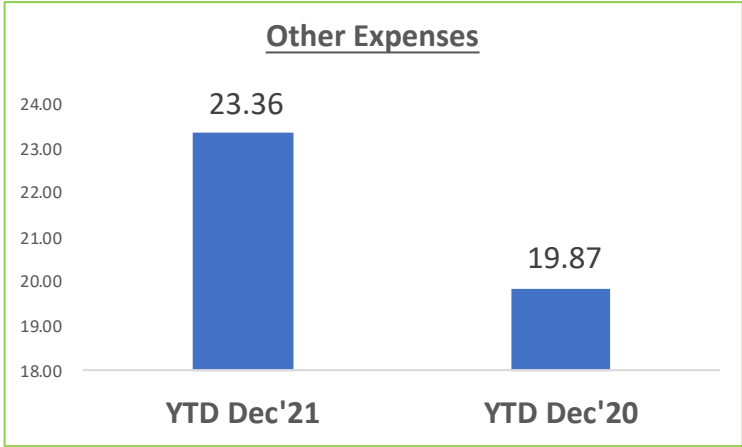
Financials – YTD Dec'21 (Rs. in Crores)



Increase: 21.76%



Increase: 69.66%

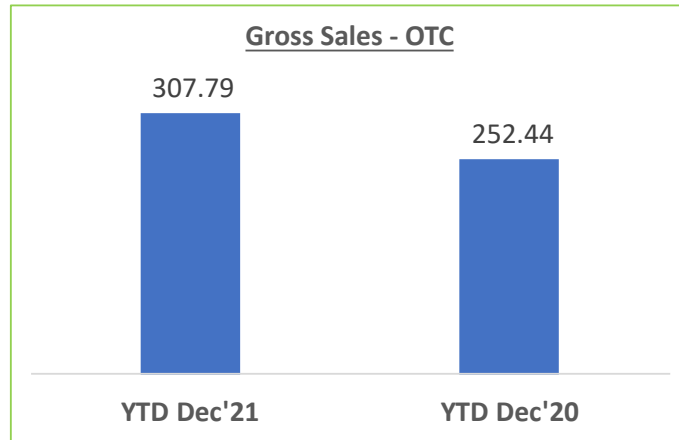


Increase: 17.56%

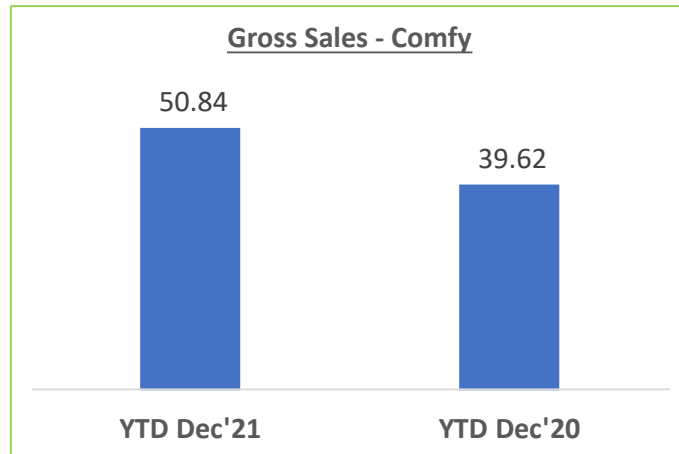


Financials – YTD Dec'21 – OTC Division

(Rs. in Crores)



Growth: 21.93%



Growth: 28.32%

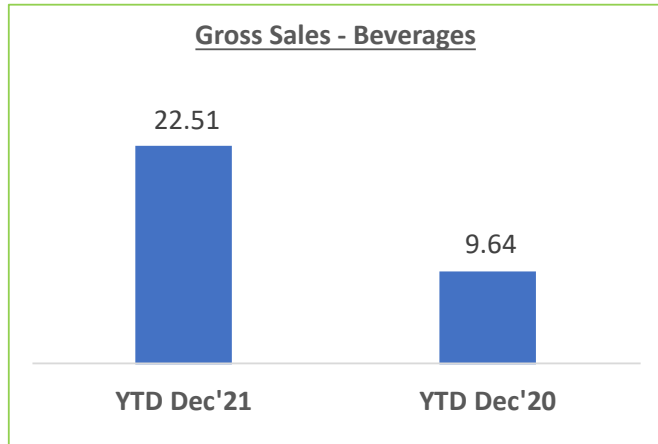
Notes:

- Key raw material - Menthol Crystal price is lower when compared to YTD Dec'20.
- The prices of packing materials are higher when compared to YTD Dec'20.
- Advertisement spend for YTD Dec'21 is at Rs.30.56 cr against Rs.16.22 cr for YTD Dec'20. Advertisement spend for Comfy has increased from Rs.3.98 cr for YTD Dec'20 to Rs.15.65 cr for YTD Dec'21.

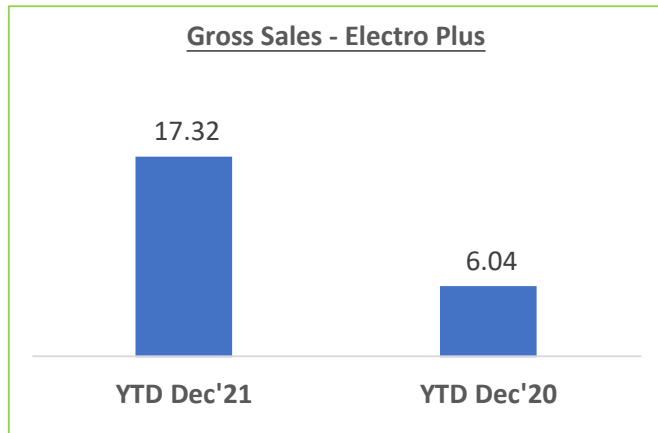


Financials – YTD Dec'21 – Beverage Division

(Rs. in Crores)



Growth: 133.51%



Growth: 186.75%

Notes:

- Gross Margin has improved by 1,985 basis points when compared to YTD Dec'20 mainly due to product mix.
- Advertisement spend is at 2.94 cr for YTD Dec'21 against 2.01 cr for YTD Dec'20.
- Business is continuing to be healthier with complete cash collected for Fruitnik.

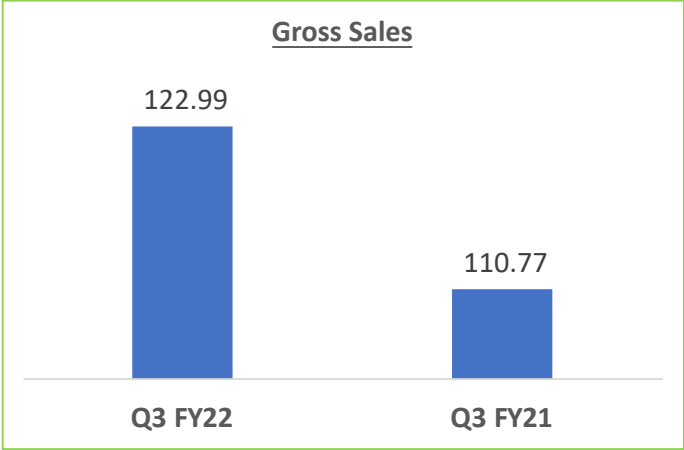


Q3 FY22 Performance

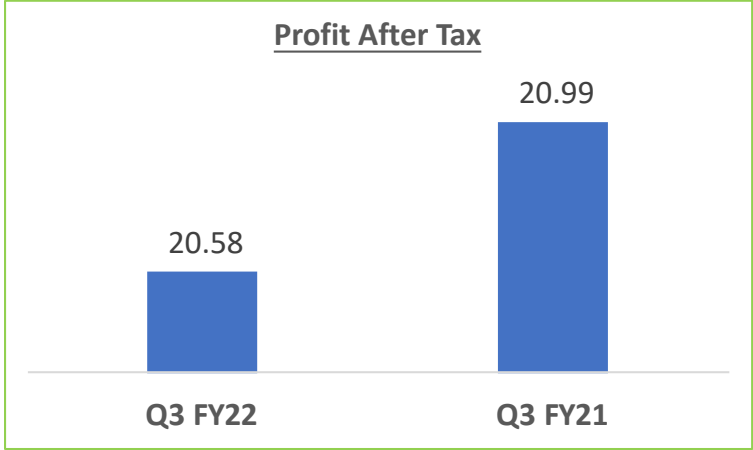
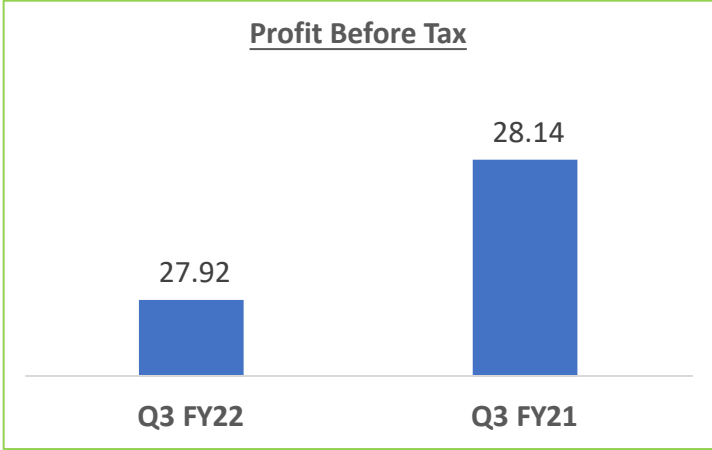


Financials – Q3 FY22

(Rs. in Crores)



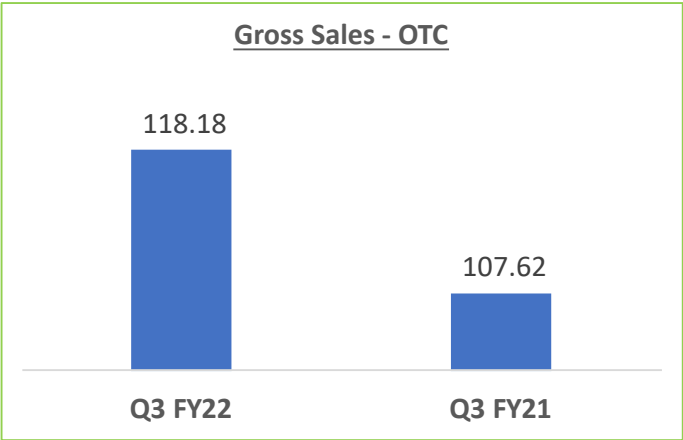
Growth: 11.03%



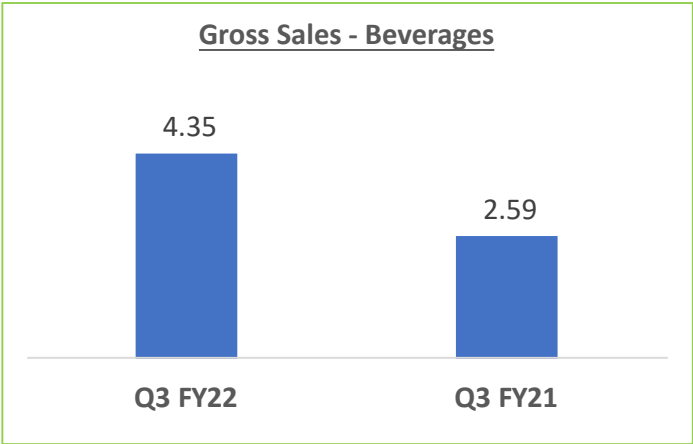


Financials – Q3 FY22

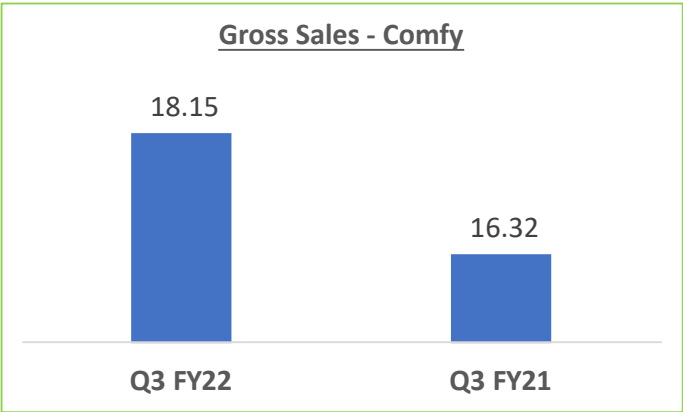
(Rs. in Crores)



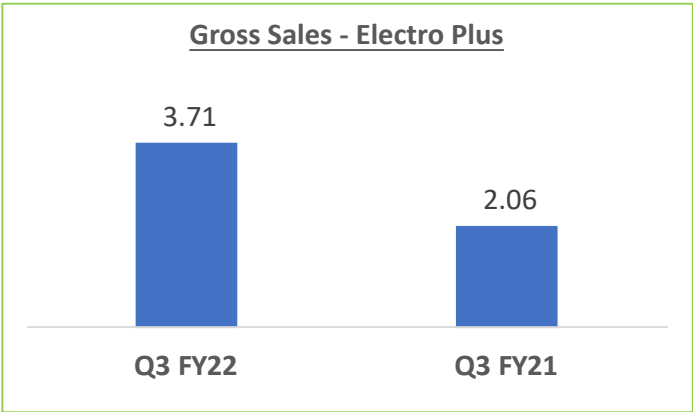
Growth: 9.81%



Growth: 67.95%



Growth: 11.21%



Growth: 80.10%



Way Forward



We remain focused on executing our key priorities:

- Expand distribution
- Go digital
- Grow E-Commerce vertical
- Costs control

