

November 02, 2021

BSE Limited Department of Corporate Services Phiroze Jeejeebhoy Towers, Dalal Street Mumbai – 400 001

Scrip Code: 532771

National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex Mumbai – 400 051

Trading Symbol: JHS

Sub: <u>Investor Presentation on the Un-Audited Financial Results of the Company for the quarter and</u> half year ended on 30th September, 2021

Dear Sir/Madam

Please find enclosed a presentation on the Un-Audited Financial Results of JHS Svendgaard Laboratories Limited for the quarter and half year ended on 30th September, 2021.

You are requested to kindly take the above information in your records.

Thanking You,

For JHS Svendgaard Laboratories Limited

Ashish Goel

Group Chief Financial Office





































Disclaimer

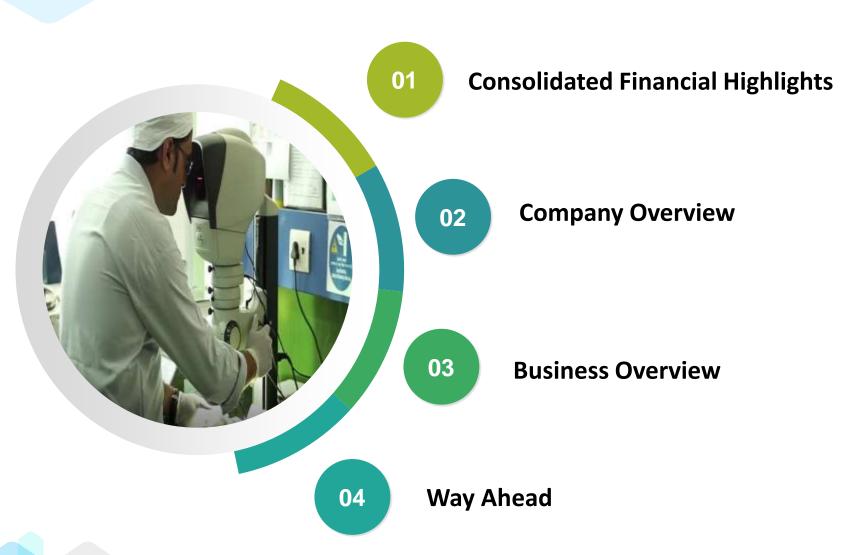
This presentation has been prepared by JHS Svendgaard Limited (the "Company") solely for information purposes and does not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company's market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the Company's ability to successfully implement its strategy, the Company's future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company's market preferences and its exposure to market risks, as well as other risks. The Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.



Table of Contents







Managing Director's Message



Commenting on Q2 & H1 FY22 results, Mr. Nikhil Nanda, Managing Director, said:

"During second quarter we registered a revenue of Rs. 24.64 crores along with EBITDA and PAT of Rs. 1.14 crores and 0.47 crores respectively. Lockdowns were short and scattered across states this year - FMCG companies as well as consumers were prepared, the bulk buying/ hoarding came down significantly and buying pattern was largely uninterrupted across Q1 and Q2 unlike previous year. This was the main reason for decline in YoY quarterly sales. This year despite lockdown people have not done impulsive bulk buying and have been responsible with their purchases. As for half-year ended, we have recorded a revenue of Rs. 46.22 crores with EBITDA and PAT of Rs. 0.44 crores and Rs. 0.18 crores respectively. There has been an improvement in EBITDA Margin by 87 basis points mainly due to change in sales mix.

We are trying to work and modify our sales mix in the domestic market to provide us with better margins and profits. Export has been a major contribution to our revenue but due to the pandemic, export sales are not happening which is adding a burden on domestic sales in the short term, for us to receive our set targets.

We strive and hope to be able to achieve our set goals with the new facility coming up in December as per our scheduled timeline and adding more and more clients and products to our product suite. As of now, the toothpaste category is doing really well and we are focusing on increasing the demand for toothbrushes as well through multi level marketing campaigns.

Our team has been the most important asset and the members have shown great maturity and sense of belonging by keeping each other motivated in recent challenging times. I would like to take this opportunity to thank each member of the JHS family. I would also like to thank our Clients, Creditors, Banks, Financial Institutions, and all other Stakeholders. Their faith in us and extended support makes sit easier for us to strive and excel."



Q2 FY22 Consolidated Financial Highlights

| Particulars (Rs. Crs) | Q2 FY22 | Q2 FY21 | YoY% | Q1 FY22 | QoQ% |
|---|---------|---------|-----------|---------|---------|
| Total Income from Operations | 24.64 | 31.67 | (22.20%) | 21.59 | 14.15% |
| Cost of Material Consumed, | 15.16 | 19.23 | | 13.88 | |
| Purchase of stock in trade | 0.95 | 1.19 | | 0.68 | |
| Changes in Inventories | 0.42 | 0.17 | | 1.57 | |
| Total Raw Material Expenses | 16.53 | 20.59 | | 16.13 | |
| Employee Expenses | 2.96 | 2.38 | | 2.59 | |
| Other Expenses | 4.02 | 5.75 | | 3.56 | |
| Total Expenditure | 23.50 | 28.72 | | 22.28 | |
| EBITDA | 1.14 | 2.95 | (61.51%) | (0.70) | 262.74% |
| EBITDA Margin | 4.61% | 9.32% | (471 bps) | (3.24%) | 785 bps |
| Other Income | 1.69 | 0.44 | | 2.58 | |
| Depreciation | 1.86 | 1.90 | | 1.79 | |
| Interest / Finance Cost | 0.27 | 0.30 | | 0.24 | |
| Exceptional Item (Gain) / Loss | 0.00 | 0.00 | | 0.00 | |
| Share of (profit)/loss from investment in associate | 0.00 | 0.00 | | 0.00 | |
| РВТ | 0.70 | 1.20 | | (0.16) | |
| Тах | 0.23 | 0.31 | | 0.13 | |
| PAT | 0.47 | 0.89 | (46.93%) | (0.29) | 264.58% |
| PAT Margin | 1.91% | 2.80% | (89 bps) | (1.32%) | 323 bps |
| EPS (In Rs.) | 0.05 | 0.16 | (68.75%) | (0.02) | 350.00% |

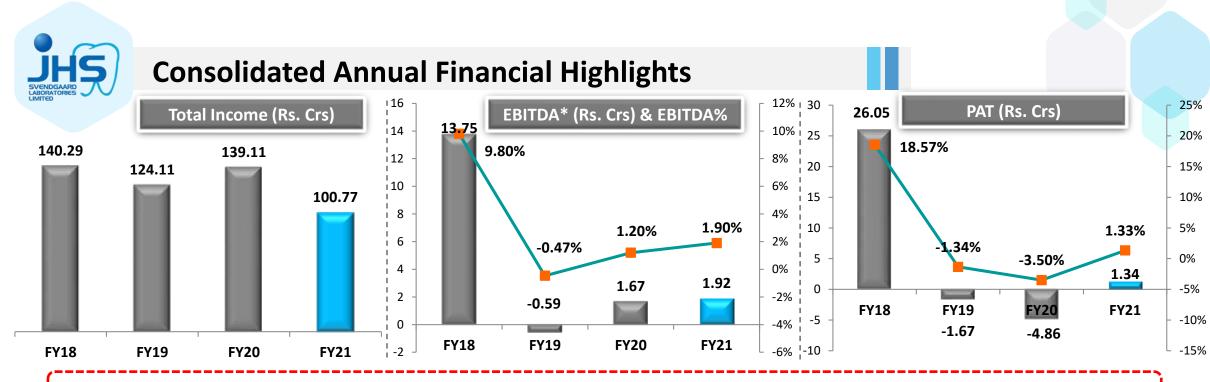
- During first wave of COVID-19 in FY21, FMCG cos. were not prepared, thus supply chains had dried up during Q1, which were subsequently replenished in Q2, FY21 leading to an immediate increase in sales in Q2, FY21.
- Whereas in FY22, length of lockdown was short and scattered across states. FMCG companies as well as consumers were prepared, and the bulk buying/ hoarding came down significantly and buying pattern was largely uninterrupted across Q1 and Q2, FY 22, unlike previous year FY 21. This was the main reason for decline in YoY quarterly sales in Q2, FY 22.
- Decrease in EBITDA is mainly due to decline in revenue and increase in employee cost and input material costs.



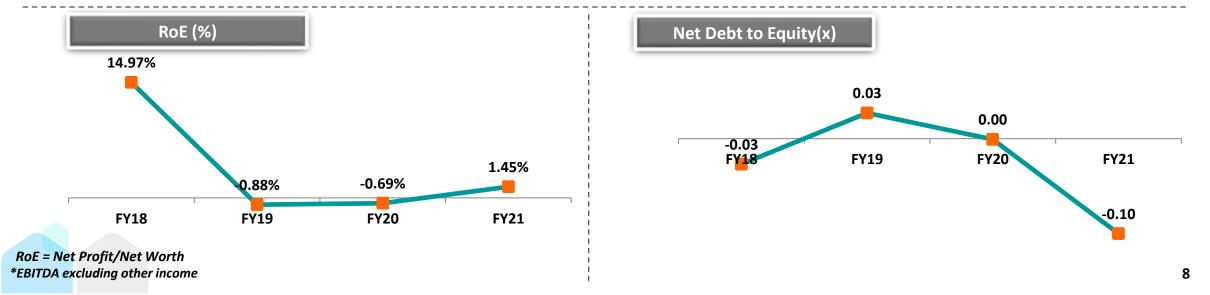
H1 FY22 Consolidated Financial Highlights

| Particulars (Rs. Crs) | H1 FY22 | H1 FY21 | YoY% |
|---|---------|---------|----------|
| Total Income from Operations | 46.22 | 48.44 | (4.58%) |
| Cost of Material Consumed, | 29.04 | 32.58 | |
| Purchase of stock in trade | 1.63 | 1.51 | |
| Changes in Inventories | 1.99 | 2.15 | |
| Total Raw Material Expenses | 32.66 | 36.24 | |
| Employee Expenses | 5.55 | 4.00 | |
| Other Expenses | 7.58 | 8.16 | |
| Total Expenditure | 45.79 | 48.41 | |
| EBITDA | 0.44 | 0.04 | 1081.16% |
| EBITDA Margin | 0.95% | 0.08% | 87 bps |
| Other Income | 4.27 | 2.40 | |
| Depreciation | 3.65 | 3.80 | |
| Interest / Finance Cost | 0.51 | 0.63 | |
| Exceptional Item (Gain) / Loss | 0.00 | 0.00 | |
| Share of (profit)/loss from investment in associate | 0.00 | 0.00 | |
| PBT | 0.54 | (1.99) | |
| Tax | 0.36 | (0.38) | |
| PAT | 0.18 | (1.62) | 111.42% |
| PAT Margin | 0.40% | (3.34%) | 374 bps |
| EPS (In Rs.) | 0.01 | (0.25) | 104.00% |

- Marginal decline in revenue mainly on account of change in demand pattern of company's multi level marketing clients, due to restrictions of public gathering impacting customers demand at large
- Improvement in EBITDA
 Margin by 87 basis points
 is largely due to change in sales mix.
- Absence of Exports and lower than optimum capacity utilization continued to impact profitability.

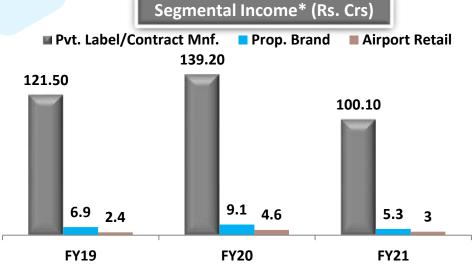


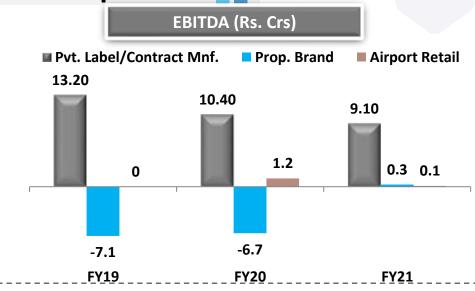




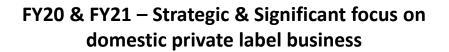


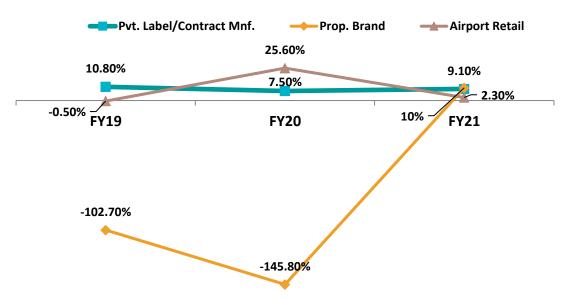
Consolidated Segment wise Revenue Break-up





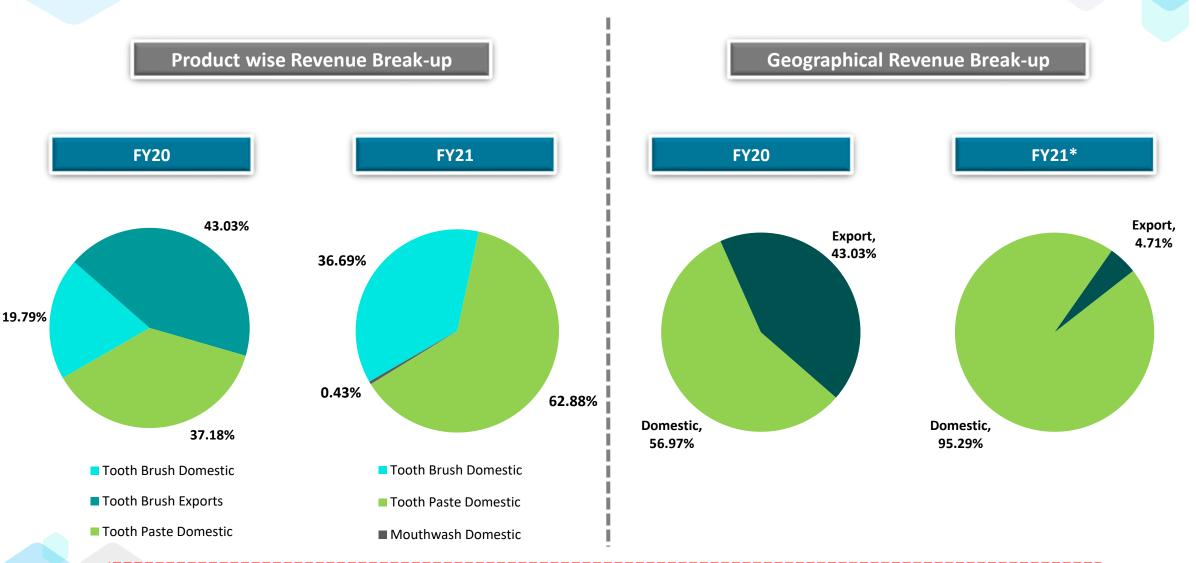
EBITDA Margin (%)







Revenue Break-up - Private Label





Consolidated Financial Highlights

| Particulars (Rs. Crs) | FY18 | FY19 | FY20 | FY21* |
|---|--------|--------|--------|--------|
| Revenue from Operation | 142.64 | 124.11 | 139.11 | 100.77 |
| Other Operating Income | 0.00 | 0.00 | 0.00 | 0.00 |
| Excise Duty | 2.35 | 0.00 | 0.00 | 0.00 |
| Total Income from Operations | 140.29 | 124.11 | 139.11 | 100.77 |
| Cost of Material Consumed, | 82.14 | 81.72 | 94.96 | 64.02 |
| Purchase of stock in trade | 1.16 | 3.10 | 3.37 | 2.84 |
| Changes in Inventories | 6.77 | 2.08 | 1.30 | 1.48 |
| Total Raw Material Expenses | 90.07 | 86.90 | 99.63 | 68.34 |
| Employee Expenses | 12.10 | 13.52 | 13.44 | 10.08 |
| Other Expenses | 24.37 | 24.28 | 24.37 | 20.43 |
| Total Expenditure | 126.54 | 124.70 | 137.44 | 98.85 |
| EBITDA | 13.75 | -0.59 | 1.67 | 1.92 |
| EBITDA Margin | 9.80% | -0.47% | 1.20% | 1.90% |
| Other Income | 4.98 | 6.66 | 13.84 | 7.54 |
| Depreciation | 6.81 | 7.09 | 8.76 | 7.25 |
| Interest / Finance Cost | 0.74 | 1.03 | 1.95 | 1.24 |
| Exceptional Item (Gain) / Loss | 27.24 | 0.00 | -10.64 | 0.00 |
| Share of (profit)/loss from investment in | 0.00 | 0.00 | 0.00 | 0.00 |
| associate | 0.00 | 0.00 | 0.00 | 0.00 |
| PBT | 38.42 | -2.04 | -5.84 | 0.97 |
| Tax | 12.37 | -0.38 | -0.98 | -0.37 |
| PAT | 26.05 | -1.67 | -4.86 | 1.34 |
| PAT Margin | 18.57% | -1.34% | -3.50% | 1.33% |
| EPS (In Rs.) | 4.61 | -0.11 | 032 | 0.20 |

*FY21- Exports
significantly reduced due
to Covid Pandemic and
combined with strategic
focus on growing domestic
business - thereby
impacting overall Financial
performance



Consolidated Balance Sheet Highlights



| Rs. In Crs | As on 30 th | As on 31 st |
|------------------------------|------------------------|------------------------|
| NS. III CIS | Sept'21 | Mar'21 |
| Non Current Assets | 147.30 | 107.01 |
| Property, Plant and Equip | 57.05 | 57.99 |
| Capital Work in progress | 13.76 | 8.92 |
| Rights of use assets | 3.09 | 4.08 |
| Goodwill on consolidation | 1.11 | 1.11 |
| Other Intangible Assets | 0.03 | 0.04 |
| Financial Assets | | |
| Investments | 0.00 | 0.00 |
| Loans | 12.44 | 1.19 |
| Others | 10.22 | 0.61 |
| Non-Current Tax Assets (net) | 0.57 | 1.11 |
| Deferred Tax Assets (net) | 10.78 | 10.53 |
| Other Non-Current Assets | 38.25 | 21.43 |
| Current Assets | 85.28 | 120.95 |
| Inventories | 11.95 | 11.64 |
| Financial Assets | | |
| Investments | 2.55 | 2.05 |
| Trade Receivables | 31.33 | 58.71 |
| Cash & Cash Equivalents | 3.10 | 20.79 |
| Other Bank Balances | 0.28 | 0.36 |
| Loans | 5.32 | 4.22 |
| Others | 5.87 | 4.86 |
| Current Tax Assets | 0.01 | 0.01 |
| Other Current Assets | 24.88 | 18.32 |
| Total Assets | 232.59 | 227.96 |





About Us

India's largest integrated manufacturer of oral care products

- Incorporated in 1997 as India's leading private label manufacturer of oral care products – Toothbrushes, Toothpastes, Mouthwashes and Denture Tablets
- Headquarter in New Delhi

Diversified Product Portfolio

- Leading manufacturer of Oral Care range for both Kids and Adult segments.
- Manufactures and sells oral care products under its proprietary brand 'Aquawhite'. The brand specializes in kids oral care products

Strong R&D Facility

In house R & D means
 "Constant Innovation" .This leads to quality products & newer concepts



Unique Manufacturing Facility

- Located in Kala Amb (Himachal Pradesh) spreading across 20 acres with 6 manufacturing units
- 2 toothbrush units, 2 tooth paste Units –
 Ayurveda and Cosmetic .Additional Injection molding units
- Upcoming Plant for personal care products such as Talc, Lotion, Shampoo etc
- Over 200 Employees engaged at plant site

Experienced Sales & Distribution

- Well established sales & distribution system spread across entire India
- Supplies and access to strategic export markets such as US, Europe, Middle East, SE Asia etc

Strong Financial Performance

- Conservative Balance sheet Net Debt to Equity ratio -0.10 in FY21
- Virtually debt free

06



Founded as a proprietary firm.
 Involved in manufacturing of
 Toothbrushes

Journey so far...

- 2001 Addition of Toothpaste manufacturing facility in Delhi
- 2003 Addition of two more facilities for manufacturing of toothpastes, mouthwashes, denture tablets
- Set-up India's 1st Tax free contract manufacturing location in Himachal Pradesh
- Started working with 'Wella' for their Hair care products . Also private label for Wal-Mart & Boots
- Largest contract mfg. facility in Oral Care Industry inaugurated by then Hon. CM of Himachal Pradesh: Prof. Prem Kumar Dhumal
- Crossed Rs.1 Billion sales turnover. Entered into contract for manufacturing of toothpaste for Patanjali. Additional investment done to enhance toothbrush capacity
- Ventured into proprietary brand business at subsidiary level.
- ✓ Launched kids oral care brand ("Aquawhite")
- ✓ Acquired beauty accessory brand ("Panache")

 Got LOI from one of its esteemed MNC Client and expanded its product portfolio to include Personal Care Products as well



1997 -20

2006

2009

2008

2011

2015 -16

TO THE STATE OF TH

2017

2019

2020

1996



1997 - Entered into contract

with Gillette for mfg. of

Oral-B Toothbrushes

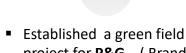
2020 - Partnered with

2001 -03



 Got listed on National Stock
 Exchange and
 Bombay Stock
 Exchange
 through a

successful IPO



- project for **P&G** (Brand

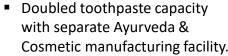
 —Tide Detergent Powder)

 Commissioned 72 000
- Commissioned 72,000 tonnes annual capacity plant in record time of 11 months .(time from land acquisition to first commercial shipment)



Became **Debt**Free Company

India's Top
 Consumer
 Market Research
 Fund – Sixth
 Sense Ventures
 headed by Mr.
 Nikhil Vora
 invests in JHS



2018

- Expanding toothbrush capacity from 100 mn PA to 200 mn PA
- Became an exclusive master franchisee of Patanjali for Airport Retail through a subsidiary



 Expanded client portfolio by adding India's largest consumer care Company, Hindustan Unilever Ltd for Close Up toothpaste

Amway for manufacturing of their oral care products

15

2021



Founder & Lead Management's Experienced Profile





Nikhil Nanda Founder & Managing Director

JHS is led by young, dynamic & self-motivated visionary, **Mr. Nikhil Nanda.** A first-generation entrepreneur, a man of strong judgment and deep insight, whose committed focus and dedicated passion has enabled JHS to emerge as one of the leading Oral-care manufacturers facility in the country.

A postgraduate from one of premier B-schools in India, Fore School of Management. He worked for a year before he pursuing his MBA. Mr. Nanda worked as a summer trainee under MD of Gillette in the year 1996 where he was drawn towards building his own business and not taking up a job during campus placement with Nestle.

Driving forces behind getting into manufacturing of Oral Care space were these thoughts:

In the year – 1997, Mr. Nanda's entrepreneurial journey began with three fundamental principles:

- ✓ Demand for oral care products was directly proportional to India's fast growing population .There was a huge market for expansion due to product's low penetration (49% in 1996). Entry of big brand names in the segment created a high opportunity for growth.
- ✓ Line model of manufacturing and technology creating the multiplier effect.
- ✓ Excise Exemption and SSI reserved product, hence an excellent opportunity for contract manufacturing.

This led to the creation of Svendgaard Labs later merged to form JHS, an Enterprise which initially manufactured toothbrushes followed by many more FMCG products. His strong business acumen and skills saw him bid for manufacturing mandates from various International & National oral care brands

JHS has grown over the years because of Mr. Nanda's sharp skills as well as by adopting the right growth strategy. This led to building its market presence and leadership in Oral Care category

JHS will respond with speed and sensitivity to great Indian consumption boom. We shall be the **brand behind brands**. Strive to be the most visible Indian brand capturing attractive upside of Indian consumption journey for our customers and shareholders



Strong Experienced Board of Directors

Our Board of Directors & advisors consists of professional from varied field with relevant experience, to ignite and lead new ideas as well as drive growth through their diverse experience



Mr. Nikhil Vora

- Best Analyst of India for consumer companies .
- MD-Sixth sense ventures.
- Heading Top PE fund of India



Mr. Rajagopal Chakravarthi Venkateish

- IIT-M & IIM-C,
- Ex -Country Head Oral-B, India.
- Held Management position in FMCG & Sports Industry



Mr. Safir Anand

 IP expert, Brand Strategist and Advisory to Fortune 500 companies



Mr. Kapil Manoch

Specializes in
 Asset and Project
 Management, FDI
 investments, seed/
 First Round
 Funding, strategy
 development,
 dispute Resolution



Smt. Balbir Verma, IRS (Retd.)

Principal Chief
 Commissioner of
 Income Tax with
 over 37 years in
 department at
 various positions
 including 15 years
 in Mumbai as
 Commissioner of
 corporate circle



Mr. Mukul Pathak

 Associated with reputed Civil
 Services mentorship institutions over years



Experienced and Professional Management





Paramveer Singh

(Chief Executive Officer)

- Area of Expertise: Process innovation/optimization, formulation and fabrication in in Chemical, Process, Food & Beverage, EPC, Cosmetics, Pharmaceutical, Railways
- Industrial engineer with 20 years of experience in process, formulation and fabrication. His expertise encompasses erection, commissioning & maintenance of equipment for manufacturing oral care, cosmetics, chemicals and plastics



Ashish Goel

(Chief Financial Officer)

- Area of Expertise: FMCG, Corporate Finance, Strategy,
 Banking, Fund Raising, Imports & Exports, Execution, Team
 Building
- M.B.A with over 11 years of experience as Finance Professional Skilled in Private Equity Funding, Mergers & Acquisitions (M&A), OTS, Capital Structuring, Focused Strategy Execution, Banking, Working Capital Management, Procurement, Imports & Exports, Commercial Contracts and Litigation



Jitender Sharma

(QA Head)

- Area of Expertise: New product development, Consumer insighting, Regulatory and Quality Assurance with strong knowledge of quality standards
- Experience of over 15 Years with Planning and project management skills, strong ability to lead and motivate a team; Works on different kind of formulation like Toothpaste (medicinally & Ayurvedic), Kids Toothpaste, Mouthwashes, Shampoo, Hand wash, Sanitizer and other type of personal care products & Home Hygiene care products (Detergents & cleansers)



Kashyap Boruah

(GM - Private Label)

- Area of Expertise: Product launch, market plans execution, pre sales efforts, competition and market analysis
- Experience of 15 years in the areas of Chemicals, Packaging and Contract Manufacturing



Key Strengths

- Leading manufacturer of oral care range for two and a half decades. Caters to both Kids and Adult segment.
- Manufacturers of Toothbrushes, Toothpastes,
 Mouthwashes, Laundry detergents, Hand sanitizers,
 Room Fresheners and Denture Tablets
- Biggest USP: Single entity across the world to manufacture both toothbrush and toothpaste in one campus. This ensures cost saving upto 10% for combo / value products
- State-of-the-art manufacturing facilities located at Kala Amb, Himachal Pradesh.
- Additional land bank and tax benefits for immediate capacity / category expansion.
- Toothpaste unit continues to enjoy tax benefits under new GST policy
 - Conservative Balance sheet Net Debt to Equity ratio -0.10 in FY21
 - Virtually debt free



- Closely working with reputed FMCG brands - domestic and global.
- Majority of outsourcing relationships with customers are long-term contracts. Every year new SKU's are being added to product line providing adequate revenue visibility
- Managing Director, Mr. Nikhil Nanda engaged in oral care business for more than two decades.
- Dynamic & rich experience across business verticals.
- Diverse team with right mix of operational & technical expertise.
- A dedicated and skilled employee base





Private labelling for prestigious Brands

PATANJALI



ACTION

ACTIVE

CARE













CLASSICO BRANDS



Inglish-perfect Flexi

LEEFORD



Enshine

AMWAY







PERSONA ADVANCED

SPENCERS



AMWAY GLISTER

DABUR TOOTHBRUSH



Binaca Top Lg



Binaca Fnt



Binaca **Clean Duo**



Binaca **Super Clean**



Binaca Top

PHAMEASY



PAM



Bath & Beauty Active Clean Pack Of 4

Bath & **Beauty Popular Flexi** Pack Of 4



Bath & Beauty **Popular Flexi** Pack Of 8



Bath & Beauty Tongue Cleaner





Private labelling for prestigious Brands

contd...



DABUR TOOTHPASTE



DABUR BABOOL



DABUR BABOOL

AYURVEDIC



DABUR MESWAK



DENTASSURE TOOTHPASTE





DENTASSURE MOUTHWASH



DENTASSURE TOOTHBRUSH

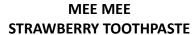
HUL



CLOSE UP- FRESH BREATH

MENMOM







MEE MEE **ORANGE TOOTHPASTE**



Manufacturing Facilities

- ISO-certified, state-of-art manufacturing facilities at Kala-Amb (Himachal Pradesh), India with additional land bank and built-up unit to turn around any new initiatives / projects immediately
- Fully integrated oral care unit to manufacture toothpastes and toothbrushes in same premises, reconciling completely different manufacturing competencies mechanical and chemical under one roof





Manufacturing Facilities

contd...

Toothpaste Manufacturing



Toothpaste Unit



Main Mixing Tank

Toothbrush Manufacturing



Moulding Shop Floor



Bristling Operations



Zahoransky Tufting & Trimming Machine



Strong Research & Development Facility



- In house R & D means "Powerhouse of innovation"
- Client's products, formulae, or ideas- All this can be turned into customized commercial products. JHS has its own internal target to distinguish themselves from any other manufacturers. It has customized capabilities to develop and manufacture each product with complete responsibility for best quality and available to all sections to our society.

Key highlights of Research and Development at JHS are:

- R&D for oral care for any new formulation in both Ayurvedic & Cosmetic category.
- R&D for Personal Care & Toiletries at South available but still under negotiation for acquisition
- Immediate team of R&D consultant available to develop formulation for Personal and Toiletries if required now





Best in Category Capabilities



Toothbrushes

- High end rotating, Hot runner mold with Twin Barrel machine for premium quality Injection Molding of double & triple color component handle;
- 33 + 4 (Single barrel / Double Barrel) Horizontal Injection Molding Machines of L&T and Haitian
- 27 Vertical Injection Molding Machines and 4 rotatory machines
- 74 [6 (Integrated) + (41 (Tufting) +27 (Trimming)] Bristling Machines from ZAHORANSKY of Germany, Boucherie of Belgium and Alpha Plus from Taiwan
- 5 Auto Packaging Machines from ZAHORANSKY, Hoonga & Boucherie to Form / Seal / Cut Toothbrushes automatically
- 2-layer manufacturing facility to do low cost as well as high-cost toothbrushes at separate locations with requisite GMP standards as per product/customer requirements



Oral Care, Personal Care and Health & Hygiene

- 4 & 5 Tonnes capacity of Main Mixing Tanks
- Separate facility & licenses for Cosmetic & Ayurvedic Products
- 75 + 50 Tones Storage tanks of Sorbitol tank
- 3 nos. Storage tanks of Paste Holding
- Paste contacting areas are with MOC of SS316L.
- Completely automated PLC controlled batch making process
- Class 100,000 certified site as per PHARMACOPIA
- USP 32 Grade of DI Water System to provide injectable grade of filtered water to support Micro free production / product
- 5 Micron Filtered AHU
- 7 + 1 Nos. High Speed fully integrated filling lines of 120
 TPM & 150 TPM from Wimco
- FDA Norm compliant site



Mouthwashes

- 2.5 Tones of main mixing tank
- 2 Tones of storage tank
- 1 Nos. 6 Nozzle high speed fully integrated filling lines
- Fully automatic packaging machine
- 5 Micron Filtered AHU
- Alcoholic and Non Alcoholic formulations developed



Strong Clientele







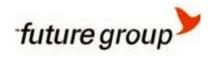


































FMCG presence with own Brand



- In 2013 The group ventured into marketing of own brands through its subsidiary "JHS Svendgaard Brands Ltd" with Aquawhite™ as it's proprietary brand. Aquawhite products are being manufactured in the same facility which does the contract manufacturing for acclaimed global brands.
- In 2018, brand developed and promoted a strong focus on Kids Oral Care range with industry first safety and compliance features

Focus on Kids segment

Impetus on product innovation and tactful use of licensing of kid's favourite characters has created a strong portfolio targeting kids. The Company is all set to make the mundane brushing activity more fun and exciting for kids i.e., by developing kid's friendly products promoting Better Health / "Two Two ka Formula"

Innovation in design and formulation

- Products are testimony to innovative approach
- Toothbrushes are specially designed to help children understand "Two Two ka Formula" with products like '2-minute auto off Music' in toothbrush, '2-minute auto off Flashlight in toothbrush' and Sand Timer to time the brushing
- These are flagship models that demonstrate innovation at its best and make kids brush for stipulated time in a playful manner to aid habit formation
- Licensed usage of characters like Chhota Bheem, PAW Patrol etc are being utilised in a manner that integrates characters into products

Fluoride Free' toothpaste ensures well-being of kids even when swallowed, and compliance is induced through various flavours and a range of exciting engagements through their favourite characters



First Company offering diverse products in OHS*



































Innovative approaches – an Industry first



Character Associations

Aquawhite is only brand that has a huge kid's character in its portfolio. Official brand-tie-ups and licensed usage of popular & favorite kid's characters like – Chhota Bheem, Chutki, Shimmer & Shine, PAW Patrol, Pokémon, SpongeBob Square Pants, Angry Birds, Peppa Pig, Shiva, Hello Kitty gives us an edge over competition. This makes for an instant connect with kid's attraction & attention, thereby giving their mothers one less reason to worry about



Communication

Emphasis on communication is basic proposition of brand being a playful partner to kids ,to aid healthy habit of brushing for 2 minutes, 2 times a day. To a mother, the brand is a helping hand who alleviates task of brushing which is hitherto been a difficult one. Created "BRUSH-MATES", a property to let kids pick up their favourite Brush-Mate





Within the year of launch Aquawhite is amongst top 3 kids brands in Delhi-NCR



Awards & Achievements

























Corporate Social Responsibility

- As a responsible Corporate Entity, we are committed towards the society for up-liftment and development of local communities and NGOs. We leverage our resources, experience and geographic spread, to undertake initiatives with lasting results, benefiting communities around.
- Our goal is to address social, spiritual, environmental, and ethical aspects responsibly. This helps us coexist sustainably and in harmony with environment and communities. We continue donating Food, Books and Oral hygiene products to children on many occasions:

GOD HANUMAN Ji's STATUE:

- At Shimla Capital of Indian State at Himachal Pradesh:
 - ✓ Place: JAKHU Hill Temple Worlds highest 108 ft. idol of God Hanuman was installed, in 2008
- At Morbi in the State of Gujarat :
 - ✓ Place: Khokara Mandir, Bela Road, Bharatpur, 108 ft. statue is under construction
- At Rameshwaram Southern India State of Tamil Nadu
 - ✓ Land is already purchased, currently applied for Govt. Permission to construct 108 ft. Statue of God Hanuman Ji

DONATION:

- Sahyog Trust Delhi : Donate regularly Food items like Rice, Pulses etc.
- Morbi Temple School: Donate Oral Hygiene products, helping in Education of Girl Child by providing books, benches, uniforms and sport-kits
- Seva Bharti Charitable Trust Delhi: Regular donation is given to this NGO with their focus areas for Poor children education, Health care for poor and under privileged, Social welfare centers by helping poor girls education, their marriage, health care, helping poor by giving them training in centers at various places for sewing classes, computer learning, beauty job training etc.
- SVHM (Swami Vivekananda Charitable Hospital) Dehradun: Donated to this Charitable hospital which is running for under privileged sections of
 the society



Way Ahead





Future Goals/ Way ahead



Plans to expand geographical footprint

 By way of M&A, planning to expand its footprints in Central and Southern parts of India

Venture into new project/ product development

 Expanding product portfolio by including Talcum Powder, Soap Bars, Food category (quick snack range) and Personal care products

Plans to expand customer base

 With enhanced portfolio of product categories and geographical footprints, penetrating with existing client base

Growth and expansion of existing product verticals

- Constantly develop new products through in-house R&D
- Expand existing product portfolio to newer geographies

Plans to grow Capacities

- Enhancing capacity for existing product categories
- Focusing on entire range of ayurvedic products







For further information, please contact:

Mr. Ashish Goel / Mr. Kashyap Boruah JHS Svendgaard Laboratories Ltd

Email: ashish@svendgaard.com, kashyap@svendgaard.com

Ms. Savli Mangle / Mr. Amit Sharma Bridge Investor Relations Pvt. Ltd.

Tel: +91 9833361003 / +91 9867726686

Email: savli@bridge-ir.com, amit@bridge-ir.com,

Website: www.svendgaard.com Website: www.bridge-ir.com