

bajaj CONSUMER CARE

November 1, 2021

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| 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 |
|--|--|

Dear Sir/Madam,

Sub: Investor Presentation


Please find enclosed a copy of Investor Presentation for the quarter ended September 30, 2021.

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

Investor Presentation

Q2 FY 2021 - 22

1st November 2021

Hair Oil Market & Shares

Hair Oil Category

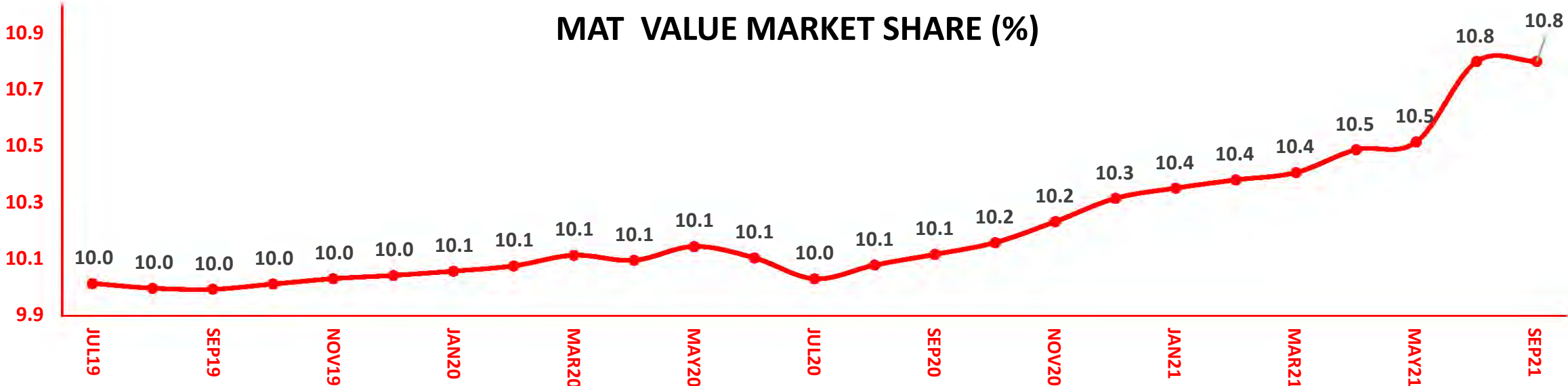
| | Value Growth (%) | |
|-----------|------------------|-------------|
| Hair Oils | YTD vs YTD LY | Q2 vs Q2 LY |
| All India | 10.6 | -0.9 |
| Urban | 12.8 | 0.8 |
| Rural | 8.3 | -2.7 |

- After rebound in Q1, category growth slowed down in Q2

Source: Nielsen Retail Audit Report, September 2021, All India

- On a 2-year basis, Cheaper / Mass segments have rebounded faster (Coconut + Amla)
- Rural markets have had steeper decline due to higher base of last year while Urban remained flat
- Category sharply declined by 8.2% in Q2 for Key HSM markets (where BCCL is over indexed) while rest of the markets grew by 6% (under indexed markets for BCCL)

Bajaj Hair Oil Market Share



| Value MS % Total Bajaj Hair Oils | MAT Sept |
|----------------------------------|----------|
| All India (U+R) | 10.8 |
| All India – Urban | 11.3 |
| All India – Rural | 10.1 |

Source: Nielsen Retail Audit Report, September 2021, All India

Bajaj Hair Oil Brands

Bajaj Almond Drops : Marketing Support in Q2

- Media Support Across Mediums
 - TV continues with high SOV delivery
 - Digital : Social + YT + Influencers
 - Print : Local Media Support in Key HSM Markets
 - E – Commerce : Search / Displays in Amazon , Flipkart and Grofers
- Consumer Offers : Promotional Support on Select SKUs across Key Geographies

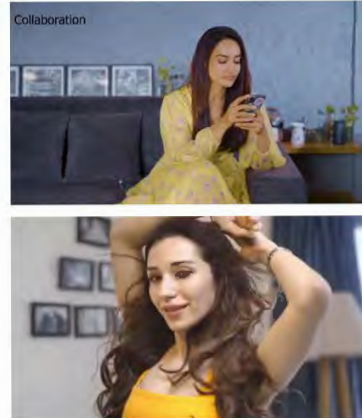
Print Inserts



E Com Display



Influencer Campaign



Social Media



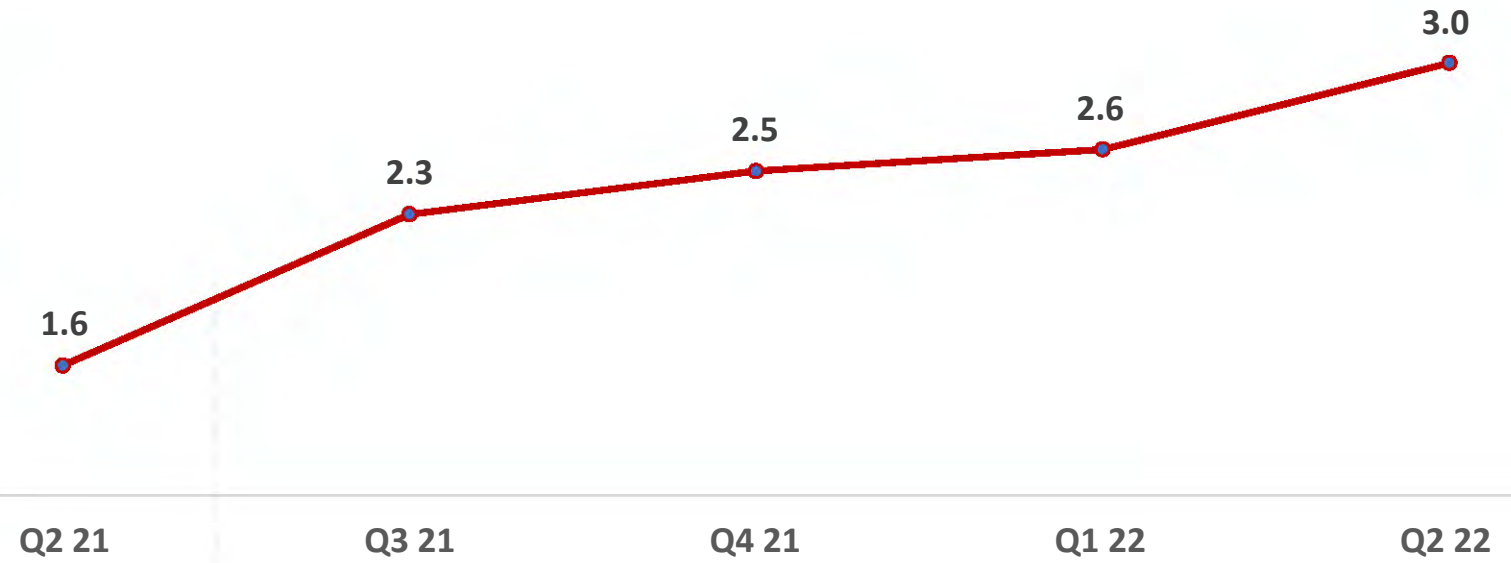
User Generated Content



Bajaj Amla Aloe Vera Hair Oil : Market Shares and Marketing Support



Bajaj Market Share within Amla segment



- Few states in North have done well reaching market shares greater than 5%
- Rural Focussed TV Campaign started in Q2
- Supported with Print In select geographies

Source: Nielsen Retail Audit Report, September 2021, All India

Bajaj Pure Coconut Oil

- Launched in July
- Objective is to build distribution presence in select markets of South, West and East with emphasis on sub-stockists towns and rural van routes
- Encouraging Initial response
 - Overall Product and packaging mix is found to be good by trade and consumers
 - Combination of Pricing + Direct Reach has ensured Sell in to trade as well as Sell Out to Consumers



Business Highlights

Sales Value – Q2 & H1 FY22 - Standalone

Figures in Rs. Crores

| Segment | Q2FY21 | Q2FY22 | Growth % | H1FY21 | H1FY22 | Growth % | FY21 |
|-----------------|--------------|--------------|---------------|--------------|--------------|-------------|--------------|
| Hair Oils | 214.0 | 209.4 | (2.1%) | 386.8 | 417.3 | 7.9% | 859.5 |
| Non Hair Oils * | 7.8 | 2.8 | (64.2%) | 26.4 | 6.8 | (74.3%) | 38.5 |
| Overall | 221.8 | 212.2 | (4.3%) | 413.2 | 424.2 | 2.6% | 898.0 |

Volume growth for hair oils is (0.7%) and 10.2% for Q2 FY 22 and H1 FY 22 respectively

* Includes Sanitisers

Sales Value Channel Wise – Q2 & H1 FY22

| Channel | Saliency Q2FY22 | Growth % Q2FY22 | Saliency H1FY22 | Growth H1FY22 |
|------------------------------|-----------------|-----------------|-----------------|---------------|
| General Trade | 83.3% | (9.0%) | 83.8% | (1.9%) |
| Organised Trade Channel | 14.0% | 42.7% | 13.3% | 41.2% |
| Total Domestic | 97.2% | (4.0%) | 97.0% | 2.4% |
| International Business | 2.8% | (14.8%) | 3.0% | 13.0% |
| Total For the Company | 100.0% | (4.3%) | 100.0% | 2.6% |

Business Highlights for Q2 FY 22

General Trade

- Wholesale declined sharply with reduced footfalls in key HSM markets
- Retail performance has been good with near double-digit growth, backed by focused drives and top retailer loyalty program
- In spite of demand slowdown, rural remained flat due to expansion of rural network in select states

Modern Trade

- Modern trade registered high teen growth with resumption of modern retail outlets across the country
- Lower than expected footfalls in the August Big Day events across modern trade chains
- Improvements seen towards end of September and October
- Hyper competitiveness by challenger brands seen in the events

Business Highlights for Q2 FY 22

E-Commerce

- Ecommerce continues to scale up Q-o-Q with doubling of business over last year currently contributing to 4% of turnover
- Closer partnerships with top e-retailers, Amazon and Flipkart resulting in high growth
- Strategic SKUs for the e-commerce channel (650ml ADHO, BAHO) have become lead contributors to sales and growth
- 1/3rd of sales came from non ADHO brands in B2C ecommerce – highest ever

International Business

- UAE and Africa had a sharp decline due to travel restrictions
- Nepal and Bangladesh came out of lockdown and performed well with double digit growths

New Launch in E-Commerce

New digital first premium brand in Hair Care and Personal Care space : **NATYV SÓUL**

- Launched in October, to be scaled up in Q3 and Q4
- Developed for E-commerce channels targeting women in the 18-35 age group
- To be promoted largely on digital media and through influencer marketing
- Contemporary products with great consumer experience

NATYV SÓUL : Brand Promise

Safe

- **No harmful chemicals**
- **Dermatologically tested**

Exciting

- **Wide range of products**
- **Innovations/ first-to-market**

Exotic

- **Rare natural ingredients**
- **Sourced from the world over**
- **Exotic origin stories**

Resonant

- **Allows experimentation**
- **Diverse and richly varied**



Khadi Essentials Methi Hair Growth Mask with For Dry...

★★★★★ 231

₹439.00 prime

Back to results

Sponsored



Natyv Sól Conditioning Hair Masque | With West African Shea Butter & Moroccan Argan Oil | Contains Exotic, Natural Ingredients | 4X Better Conditioning | Revives Dry, Damaged Hair | For Men and Women | 200GM

Brand: Natyv Soul

Price: ₹499.00 (₹499.00 / count)

Inclusive of all taxes

₹100.00 delivery: Wednesday, Nov 3 Details

Save Extra with 4 offers

Cashback: 10% back up to ₹100 on using Amazon Pay UPI to pay for your shopping transaction. No minimum order value. Valid once per custome... | Details

Share icons

Quantity: 1

Add to Cart

Buy Now

Secure transaction

1-Click ordering is not available.

Select delivery location

Add to Wish List





Home > Beauty and G... > Hair Care and... > Hair Care > Hair Serum > Natyv Soul H... > Natyv Soul H...

Share

Natyv Soul Hair Serum with Sea Beet extract from France | All Hair Types | Hair Styling & Smoothing | With French Sea Beet Extract & Moroccan Argan Oil | Lightweight | 2X Frizz Control | 2X Softer Hair | (100 ml)

Be the first to Review this product **Assured**

₹399

Available offers

- Partner Offer Buy Products From Furniture,Clothing & more, Get 10% Off on Next Purchase of Home Decor & Furnishing [Know More](#)
- Bank Offer 10% off on SBI Credit Card, up to ₹1500. On orders of ₹5000 and above [T&C](#)
- Bank Offer 10% off on SBI Debit Card, up to ₹500. On orders of ₹5000 and above [T&C](#)
- Bank Offer Flat ₹1500 off on SBI Credit Card. On order of ₹30,000 and above [T&C](#)

[View 2 more offers](#)

Delivery

Enter Delivery Pincode [Check](#)

Usually delivered in 7 days

Enter pincode for exact delivery dates/charges

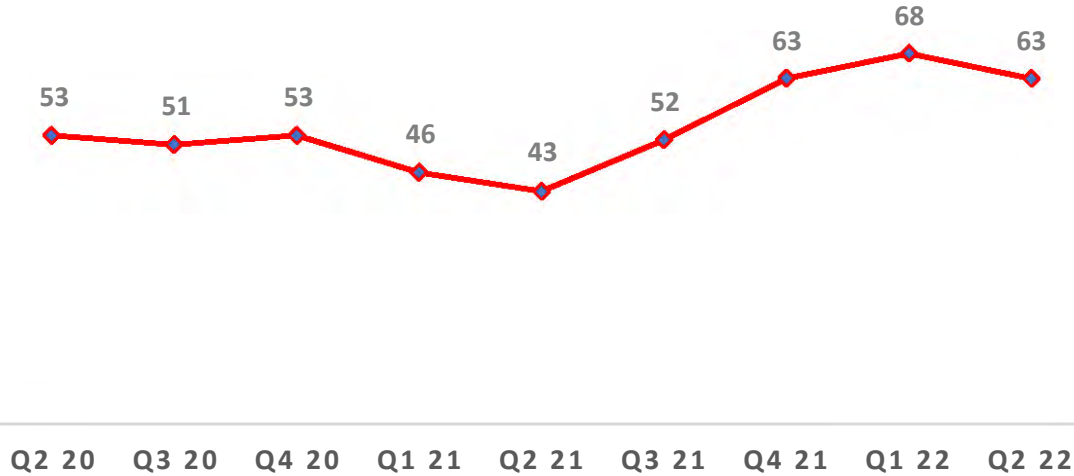
[View Details](#)

ADD TO CART

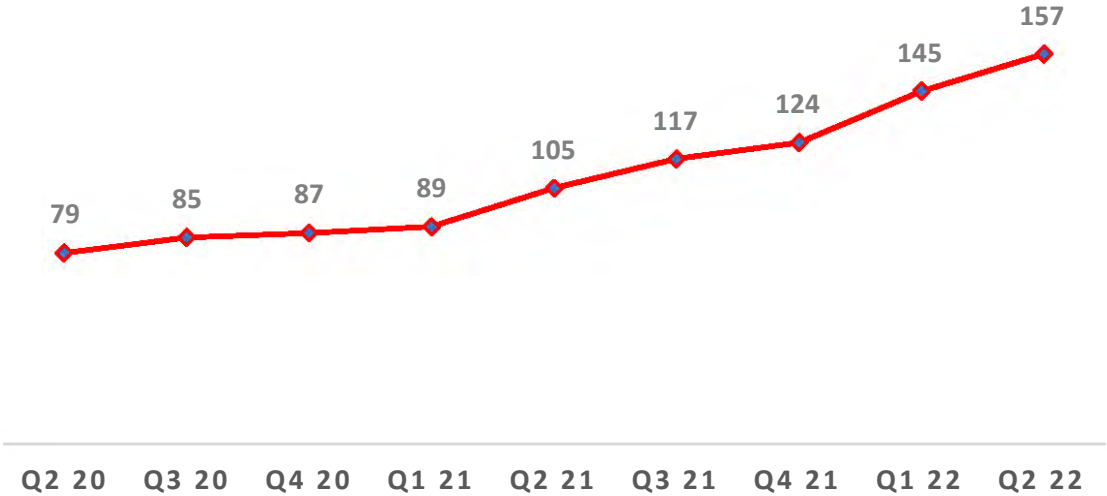
BUY NOW

Key material price trends

LLP PRICE PER KG



RMO PRICE PER KG



LLP

- Prices have corrected from peak levels of Q1 with improvement in supply of input raw material Base oil.
- Prices are **40% higher than Q2 21** prices, there has been a slight correction over Q1 22 prices.

RMO

- In line with increasing prices of other edible oils due to tightness in overall supplies, RMO has also been going up
- Price of RMO is **50% higher than Q2 21** prices. Prices have gone up from Q1 22 levels

To offset the inflation, about 20 cost saving projects have been undertaken resulting in good savings till date

ESG Initiatives – Approach to sustainable Packaging



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

Initiatives taken:

Reduced the consumption of glass bottles and paper through optimisation of specifications/
Rationalization. Laminates consumption being optimized from Q3.

Recycle- Use recyclable material in our packaging

Initiatives taken:

Trials are planned to use recyclable laminates in Q3/Q4 FY22 to make bulk of our packing material recyclable

Reuse – We would be taking initiatives in using recycled material in our containers

Extended producer responsibility- *Collection and disposal of plastic waste*

- We are committed to effectively collect and co-process 100 % of post consumer plastic waste
- Collected and disposed 48% of our yearly commitment so far

Financials

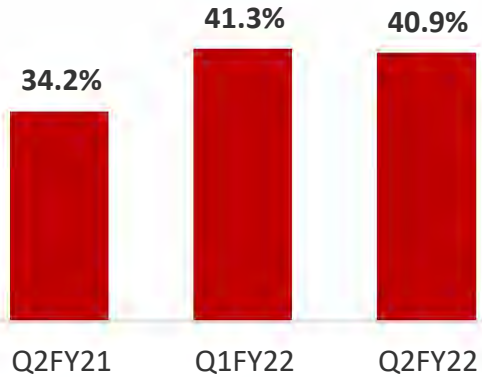
Summary Financial Q2 & H1FY21 – Standalone

Figures in Rs. Crores

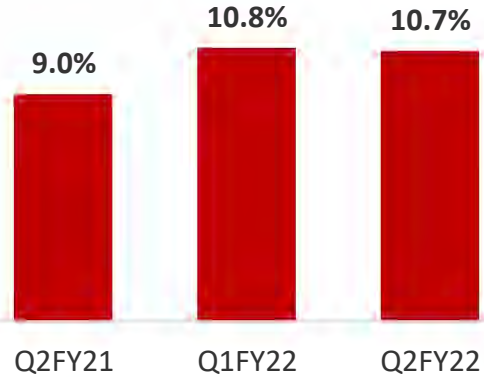
| Particulars | Q2FY21 | Q2FY22 | Growth% | H1FY21 | H1FY22 | Growth % |
|-------------------------|--------------|--------------|----------------|--------------|--------------|----------------|
| Sales (Value) | 221.8 | 212.2 | (4.3%) | 413.2 | 424.2 | 2.6% |
| Total Operating Income | 225.3 | 215.1 | (4.5%) | 421.4 | 430.4 | 2.2% |
| Gross Contribution | 146.0 | 125.3 | (14.2%) | 267.8 | 249.7 | (6.8%) |
| EBITDA | 64.0 | 50.0 | (21.8%) | 122.2 | 103.7 | (15.2%) |
| Other Income | 8.4 | 10.2 | | 19.0 | 18.5 | |
| Profit before Tax | 69.4 | 57.3 | (17.5%) | 135.0 | 116.5 | (13.7%) |
| Tax | 12.1 | 10.0 | | 23.6 | 20.4 | |
| Profit after Tax | 57.3 | 47.3 | (17.5%) | 111.4 | 96.1 | (13.7%) |
| Gross Margin % | 65.8% | 59.1% | | 64.8% | 58.9% | |
| ASP to Sales % | 18.0% | 15.9% | | 15.7% | 14.8% | |
| EBITDA % | 28.9% | 23.6% | | 29.6% | 24.4% | |
| PAT% | 25.8% | 22.3% | | 27.0% | 22.7% | |

Analysis of Expense as % to Sales

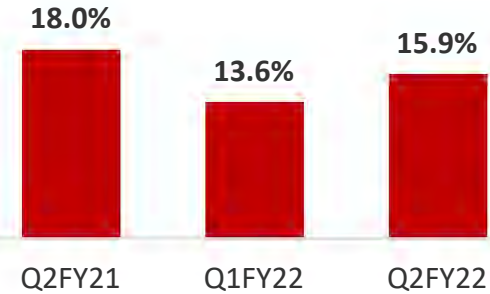
Material Cost



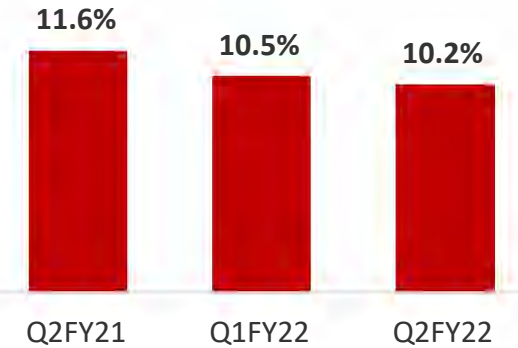
Employee Cost



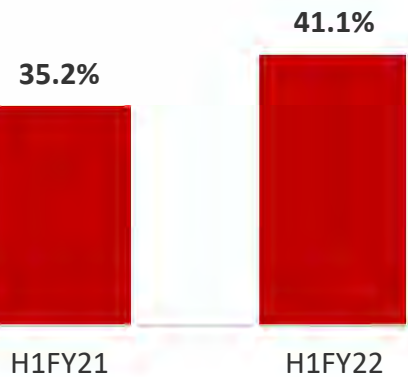
Advertisement & Sales Promotions



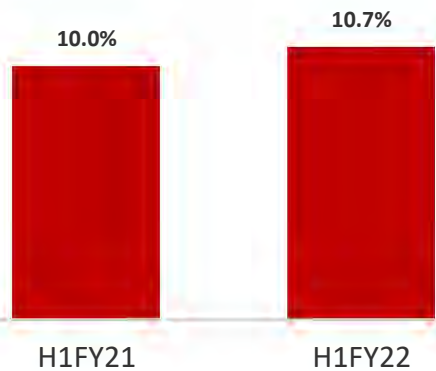
Other Expenses



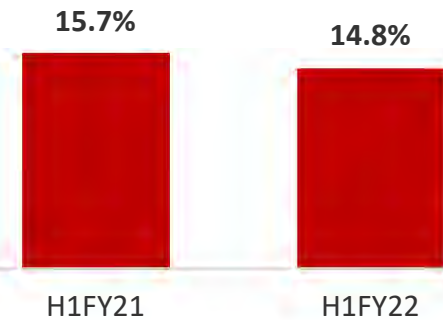
Material Cost



Employee Cost



Advertisement & Sales Promotions



Other Expenses



Thank You