

August 12, 2022

AHCL/ SE/ 19 /2022-23

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

Dear Sir / Madam,

**Sub: Investor Presentation for the quarter ended 30<sup>th</sup> June 2022**

Ref: Our earlier announcement no: **AHCL/ SE/ 16 /2022-23** dated 12/08/2022

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 June 30, 2022

Request you to take the same on record.

Thanking you  
Yours Faithfully

For Amrutanjan Health Care Limited

  
(M Srinivasan)

Company Secretary & Compliance Officer



**Amrutanjan Health Care Limited**

103, (Old No. 42-45), Luz Church Road,  
Mylapore, Chennai - 600 004  
Tamil Nadu, India.  
Tel : +91-44 - 2499 4465  
+91-44 - 2466 9000  
Fax : +91-44 - 2499 4585

E-mail : [customercare@amrutanjan.com](mailto:customercare@amrutanjan.com)  
Web Site : [www.amrutanjan.com](http://www.amrutanjan.com)  
Toll Free No. : 1 - 800 - 425 - 4545  
CIN - L24231TN1936PLC000017



# **Amrutanjan Health Care Limited**

## **Investor Presentation**

---

**Quarter ended 30<sup>th</sup> June 2022**

**Date: 12<sup>th</sup> August 2022**

# Contents

**a. Business Update**

**b. Q1 FY23 Performance**

**c. Way Forward**





# Business Update

# Business Update



- The head ache category has degrown first time in q1(source: Nielsen) and we experienced the same
  - Even with the slow down, our current year balm sales still remain the 2nd all time highest ever
  - We are focusing on executing our long stated strategies of penetration in weak market and growing new formats like roll on, sprays etc
  - This quarter can be best described as a "perfect storm" for the following reasons
    - Slow down in consumer consumption
    - Relatively high stock build up in channels
    - Delays in supply chain from beverage plant upgrade (line imported from Taiwan was delayed) resulted in supply issues of Electro + to market
    - Increase in material costs
- all resulted in revenue short fall and lack of operating leverage
- Bright spots remain growth of comfy business and smaller MRP sku's in balm which we continue to focus and build during these inflationary times

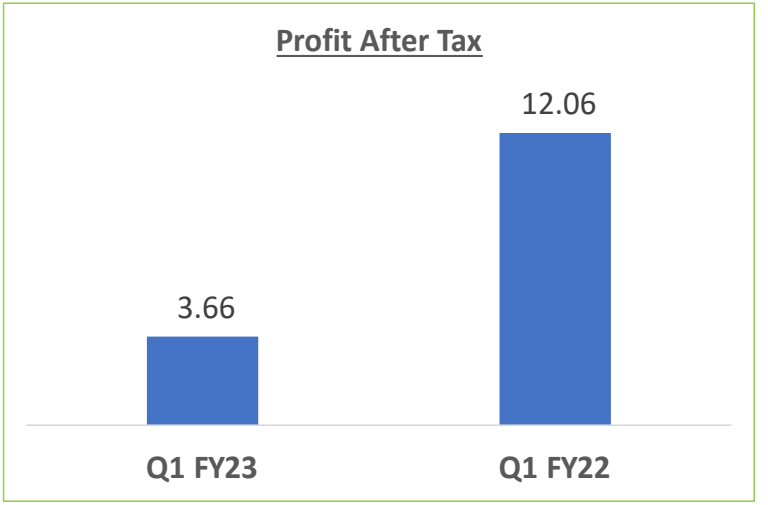
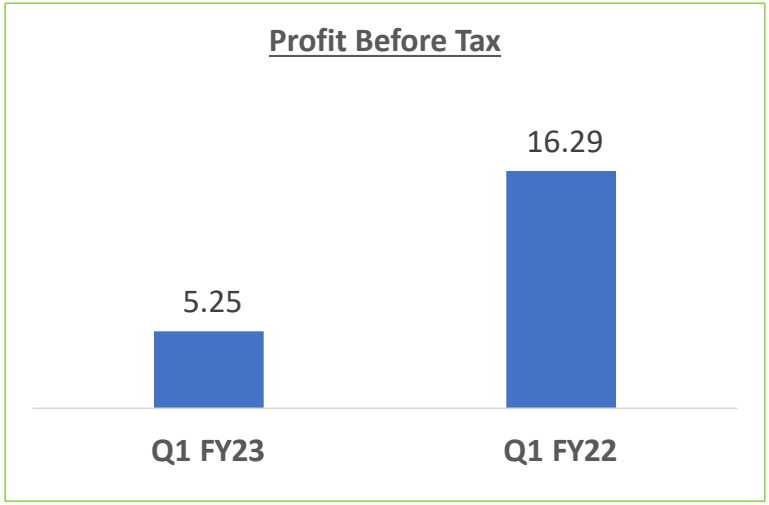
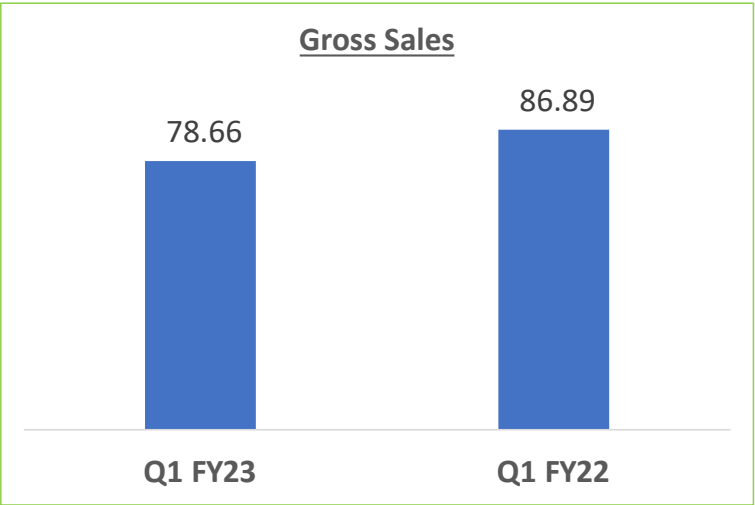


## Q1 FY23 Performance



# Financials – Q1 FY23

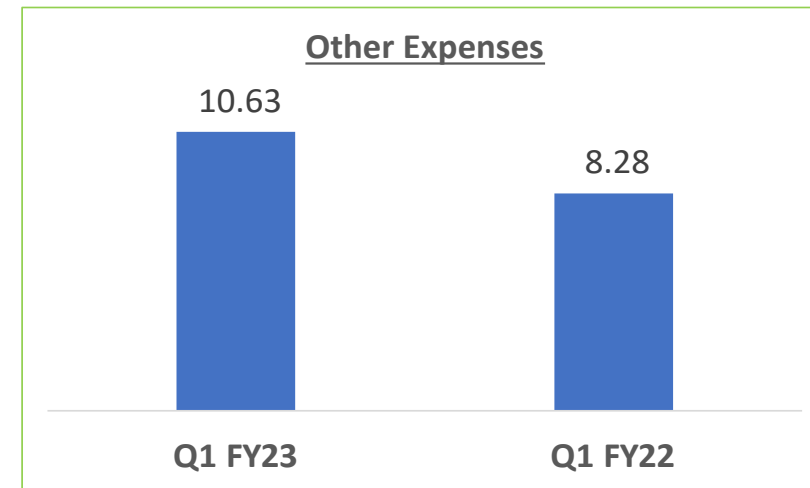
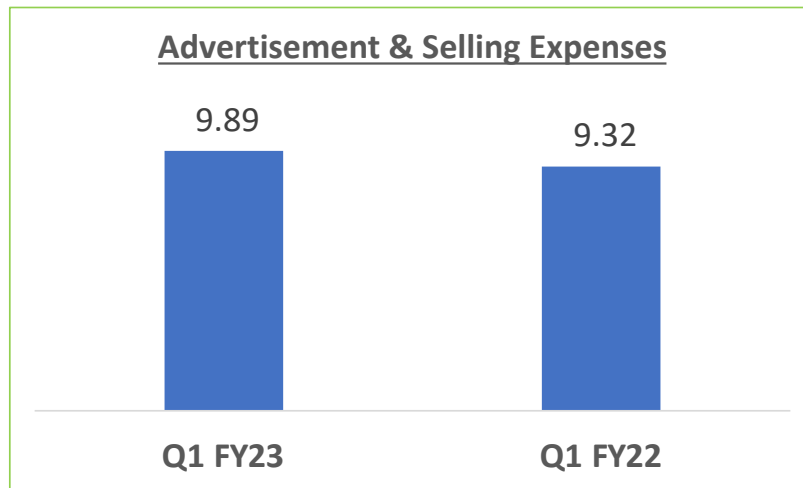
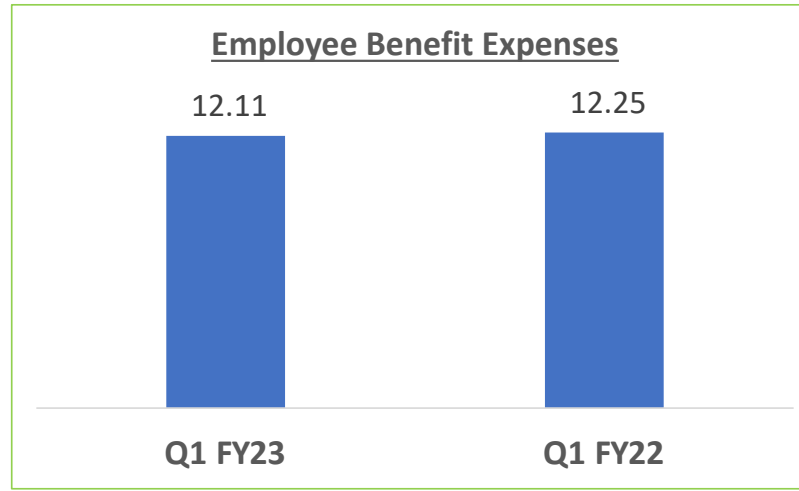
(Rs. in Crores)





# Expenses – Q1 FY23

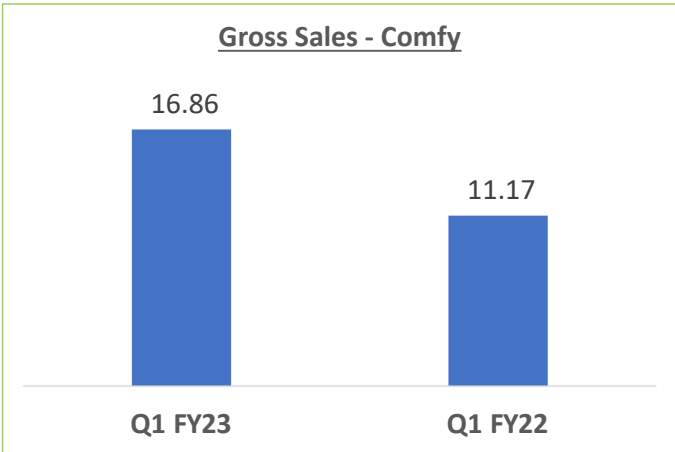
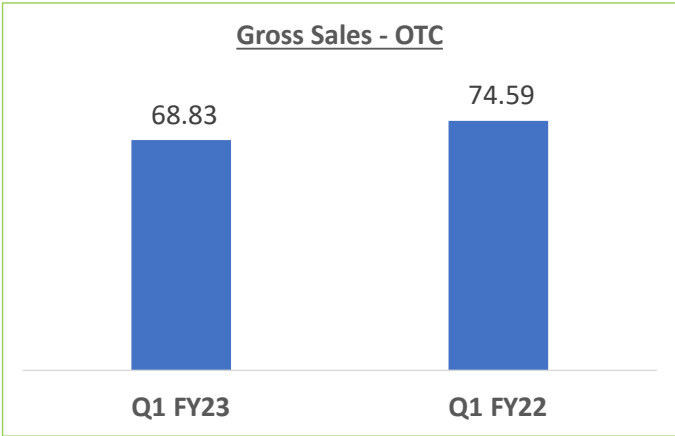
(Rs. in Crores)







# Financials – Q1 FY23 – OTC Division (Rs. in Crores)



Growth: 50.94%

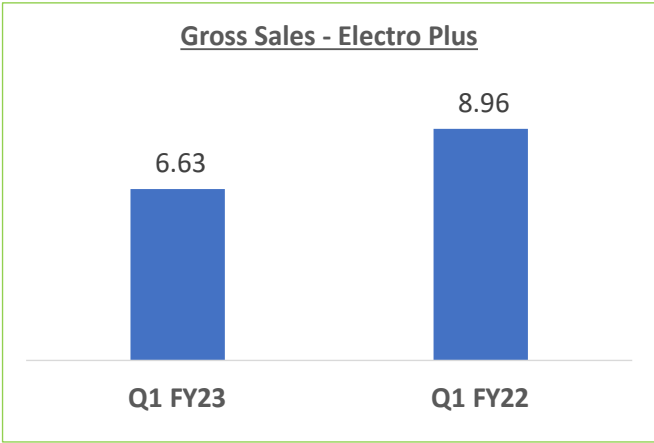
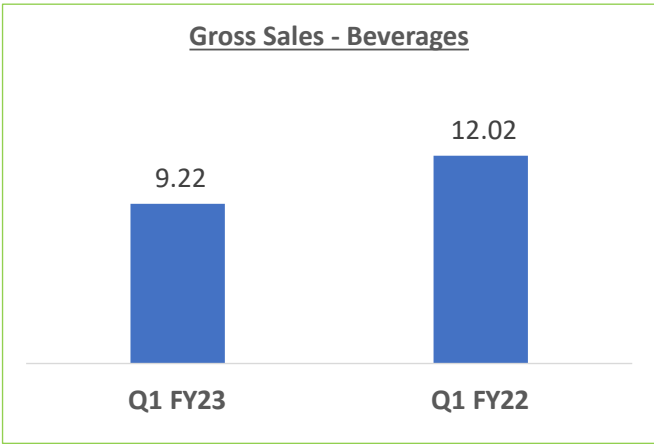
Notes:

- Key raw material prices excluding Menthol crystal price are higher when compared to Q1 FY22.
- The prices of packing materials are higher when compared to Q1 FY22.
- Advertisement spend for Q1 FY23 is at Rs.5.20 cr against Rs.4.28 cr for Q1 FY22. Advertisement spend for Comfy is at 3.90 cr for Q1 FY23 against 3.31 cr for Q1 FY22.



# Financials – Q1 FY23 – Beverage Division

(Rs. in Crores)



Notes:

- Raw Material & Packing Material prices are higher when compared to Q1 FY22.
- Advertisement spend is at 1.35 cr for Q1 FY23 against 1.77 cr for Q1 FY22.
- Business is continuing to be healthier with complete cash collected for Fruitnik.



## Way Forward



## We remain focused on executing our key priorities:

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

