



AHCL/ SE/ 30 /2023-24

August 4, 2023

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| The National Stock Exchange of India Limited "Exchange Plaza", C-1, Block G Bandra-Kurla Complex, Bandra (E) Mumbai 400 051 | 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 30th June 2023

Ref: Our earlier announcement no: **AHCL/ SE/ 25 /2022-23** dated 26-07-2023

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, 2023

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

Investor Presentation

- Quarter Ended 30th June 2023

Date: 2nd August 2023

Contents

a. Business Update

b. Q1 FY24 Performance

c. Way Forward





Business Update

Business Update

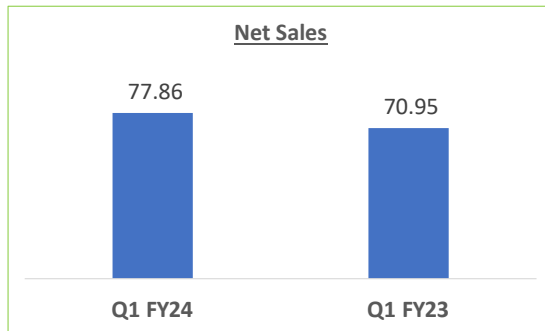


- Headache Pain management category has bottomed in q4 and has shown small growth in q1(source:IQVIA) We predict annual growth to return to around 9% for the year (value).
- Comfy business shows strong demand driven growth.
- E plus brand continues to be a growth driver for beverage segment as consumers seek health beverages over carbonated ones.
- We wish to improve on reducing variable costs like freight to improve operating margins.
- Focus is on building body pain category as headache category slows.
- Multiple new product launches planned this year in beverage, derma care and pain categories.

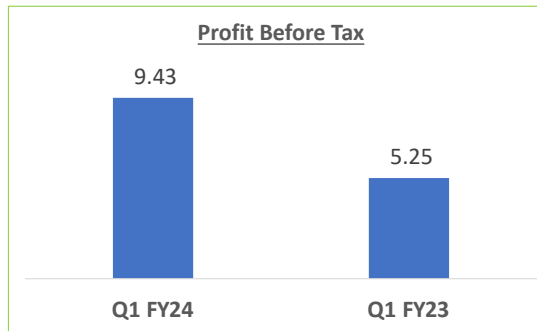


Q1 FY24 Performance

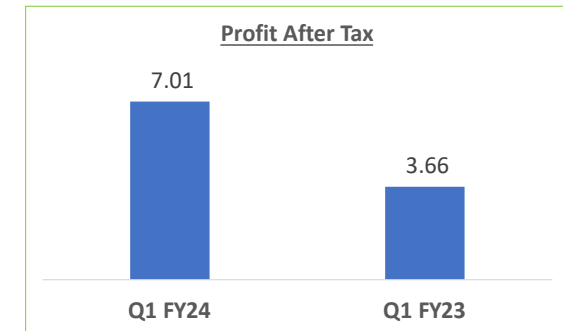
Financials – Q1 FY24 (Rs. in Crores)



Growth: 9.74%



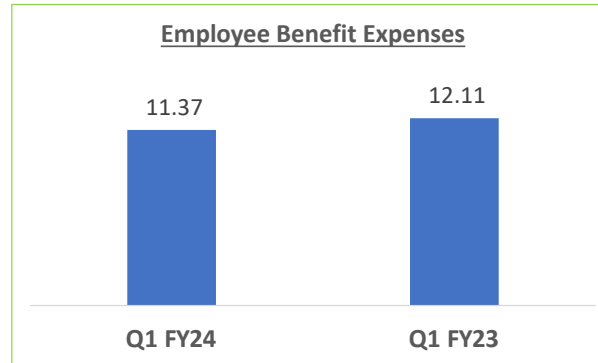
Growth: 79.62%



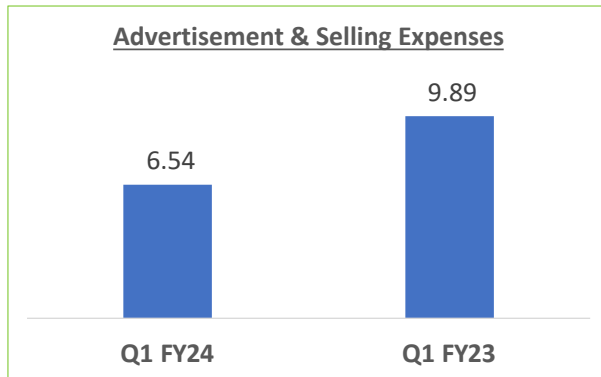
Growth: 91.53%

Financials – Q1 FY24

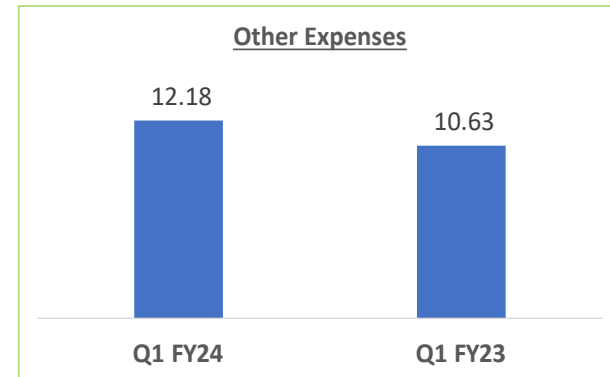
(Rs. in Crores)



Decrease: 6.11%

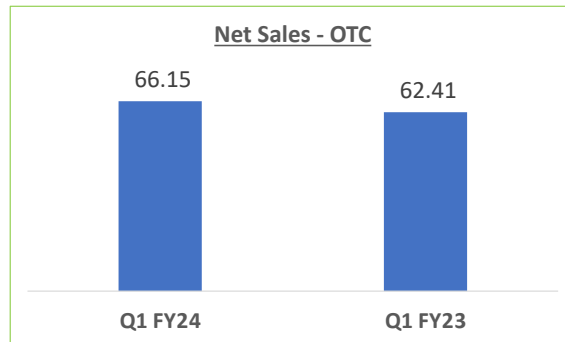


Decrease: 33.87%

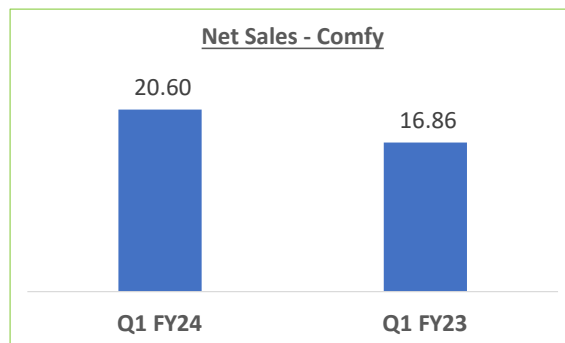


Increase: 14.58%

Financials – Q1 FY24 – OTC Division (Rs. in Crores)



Growth: 5.99%

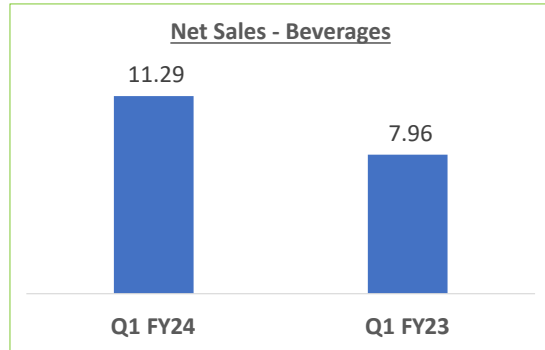


Growth: 22.18%

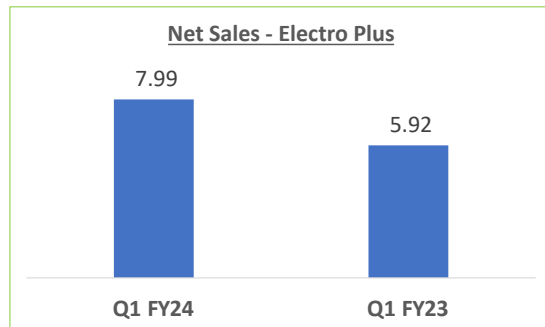
Notes:

- Majority of raw material prices are lower than Q1 FY23. Menthol price is marginally higher than Q1 FY23.
- Majority of packing material prices are lower than Q1 FY23.
- Advertisement spend for Q1 FY24 is at Rs.1.09 cr against Rs.5.20 cr for Q1 FY23. Advertisement spend for Comfy is at Rs. 0.46 cr for Q1 FY24 against Rs. 3.90 cr for Q1 FY23.

Financials – Q1 FY24 – Beverage Division (Rs. in Crores)



Growth: 41.83%



Growth: 34.97%

Notes:

- Raw Material & Packing Material prices are higher when compared to Q1 FY23.
- Advertisement spend is at Rs. 1.90 cr for Q1 FY24 against Rs. 1.35 cr for Q1 FY23.
- Business is continuing with cash & carry model for Fruitnik.



Way Forward

Way Forward



We remain focused on executing our key priorities:

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

