



AHCL/ SE/ 20 /2022-23

August 18, 2022

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: Supplementary Investor Presentation for the quarter ended 30th June 2022

Ref: Our earlier announcement no: **AHCL/ SE/ 19 /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 with additional details 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





AMUTANJAN HEALTH CARE LIMITED

Dear Stakeholders,

We wish to give the following additional information on the Q1 FY23 financial results published on 12th August, '22

The macro picture:

We have experienced a slowdown in the headache pain balm business during this period when compared to last year. However, our Q1 FY 23 figures happen to be the 2nd highest ever produced by Amrutanjan.

We are determined to hit our growth targets for the year by focusing more on the new formats and new categories while growing in new markets

We, at Amrutanjan, will always continue our efforts to execute the following plan of action:

1. Continue to build an organisation with diversity of brands. This journey started 10 years ago and is challenging but has yielded results but we have long way to go.
2. Grow new formats in strong markets where balms have reached saturation.
3. Develop to improve our share in weak markets with core products in the balm category.
4. Develop Comfy business across weak and strong markets.
5. Continue to grow Exports, Modern Trade, and E-Com channels which have shown growth in Q1.

Q1 of the year usually produces around 15% of annual sales with a lesser absorption of fixed costs. The bottom line of Q1FY23 was hit owing to higher advertising spends, an increase in RM / PM costs, freight charges, and post-pandemic sales expenses like travel and annual conferences which were revived after 2 years. These expenses combined with a drop in revenue resulted in a big swing in profits.

The micro picture:

Head category:

1. We have lost revenue of Rs.13.53 crores in Q1 FY23 which is a drop over Q1FY22 by 25.66% but higher than Q1FY21 revenue by 18.91%.
2. Head Roll-On revenue was stable.

Body Category:

This category grew by 33% in Q1 and our Body roll-on has a long run way of growth as it is only available in 27% of our chemist outlets that any of the Amrutanjan product is available in. The format along with its unique formula is well accepted by consumers.

Electro+ business:

1. Electro+ plus revenue has declined in Q1 because of supply issues. We had planned to commission a new line last year to cater to the growth in demand for this brand. However, the new line from Taiwan did not arrive in time (due to Covid related interruptions) to complete the installation in Q3. This has caused supply issues in Q4 last year and that has further rolled over into Q1 this year. A

lot of free samples that were to be shipped in Q4FY22 happened in Q1FY23. As a result, the share of free stock to total billed stock has gone up (44% vs. the usual average of 25-30%) and this led to slower secondary and primary sales.

2. We are eager to catch up with demand in the 2nd Summer that arrives in September and also in Q4FY23.

Women Hygiene business:

1. Comfy business continued to grow with an increase of 51% this Q1 versus the same period last year.

A comparison of Q1 results of last 7 years is given in the table hereunder.

Particulars	Quarter Ended						
	30/06/22	30/06/21	30/06/20	30/06/19	30/06/18	30/06/17	30/06/16
Revenue from operations	7,095.42	7,821.15	4,661.85	4,459.59	3,576.84	3,202.36	3,429.94
Other income	301.25	273.89	204.56	155.47	132.01	130.18	113.59
Total income (I + II)	7,396.67	8,095.04	4,866.41	4,615.06	3,708.85	3,332.54	3,543.53
Expenses							
(a) Cost of materials consumed	2,673.20	2,663.46	694.79	1,684.04	1,743.37	1,342.52	1,590.01
(b) Purchases of stock-in-trade	1,339.60	1,081.01	467.53	829.62	485.22	611.63	278.31
(c) Changes in inventories of finished goods and stock-in-trade	- 513.93	- 364.17	970.79	-72.07	430.16	- 414.08	- 327.24
(d) Employee benefits expense	1,210.98	1,225.06	914.47	910.82	803.73	800.03	783.30
(e) Advertisement and selling expenditure	989.19	932.14	355.60	558.27	612.65	328.89	249.61
(f) Finance cost	2.44	8.48	4.48	5.19	1.79	14.19	5.52
(g) Depreciation and amortisation expense	106.70	92.04	94.81	84.95	71.85	68.99	63.02
(h) Other expenses	1,063.44	828.40	497.82	704.80	624.85	744.43	598.48
Total expenses (IV)	6,871.62	6,466.42	4,000.29	4,705.62	3,913.30	3,496.60	3,241.01
Profit before tax (III - IV)	525.05	1,628.62	866.12	-90.56	204.45	164.06	302.52
Tax expenses	158.65	422.88	223.40	-20.08	-64.36	-13.01	91.95
Profit after tax from continuing operations (V - VI)	366.40	1,205.74	642.72	-70.48	140.09	151.05	210.57

Segment Revenue	30/06/22	30/06/21	30/06/20	30/06/19	30/06/18	30/06/17	30/06/16
OTC	6,241.35	6,720.15	4,303.76	3,549.72	2,812.69	2,291.94	2,546.31
F&B	796.40	1,074.24	349.16	854.02	728.41	789.72	856.15
Others	57.67	26.76	8.93	55.85	35.74	120.70	27.48
	7,095.42	7,821.15	4,661.85	4,459.59	3,576.84	3,202.36	3,429.94
Segment Profit /(loss)							
OTC	442.23	1,338.35	863.73	143.53	6.27	165.35	355.19
F&B	143.46	85.63	-75.22	8.58	295.43	-90.91	114.38
Others	-13.46	-34.78	-37.42	-33.82	-33.12	5.65	-32.48
Interest Cost	-2.44	-8.48	-4.48	-5.19	-1.79	-14.19	-5.52
Other unallocable income net of expenses	242.18	247.90	119.51	83.40	119.62	100.74	99.71
	525.05	1,628.62	866.12	-90.56	204.45	164.06	302.52