



AHCL/SE/53/2023-24

February 10, 2024

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 31st December 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 and nine months ended December 31, 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 & Period Ended 31st December 2023

Date: 9th February 2024

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Business Update

Segment Performance: OTC



Head Category



- In MAT Dec'23*, the Head category reached 1673 crores, with a value growth of 6.6%, outpacing volume growth at 0.7% primarily due to price increases.
- Category volume growth turned positive from Q2'23, evident in the internal sales of our leading SKU - Yellow 8ml, showing positive YTD Dec'23 growth compared to the previous year. Continued category growth is anticipated, positively impacting AHCL's growth.
- During Oct-Dec'23*, Amrutanjan recorded significantly higher volume growth compared to the category (5.1% Vs 2.7%), with our volume growth approximately double that of the category in Q4 23.
- Roll-on is pioneered by AHCL, offering consumers a convenient format without compromising efficacy, achieved a market share of 72% in MAT Dec 23 within the format.
- Larger SKUs of Yellow Balm 27.5ml and 50ml exhibited strong growth in YTD Dec'23, indicating consumer preference for value-oriented packs.

Body Category



- The Body category in MAT Dec '23* is valued at 2917 crores, showing a value growth of 8.5% and a volume growth of 4%.
- Amidst high fragmentation and competition, Amrutanjan achieved a remarkable value growth of 11.9%, with volume growth 3 times that of the category in MAT Dec '23*. Even in Q4 23, our volume growth doubled that of the category.
- Our Maha Strong launch in glass bottle has garnered widespread acceptance and appreciation from both consumers and trade.

Congestion Category



- Our congestion category, post-packaging refresh, exhibits promising growth, driven by cough syrup and mint products.
- The recently introduced Relief Cold and Cough Hot Drink has received positive response from both trade and consumers.
- The assorted pouch launched in H1 is gaining momentum, with an increasing number of towns and stockists contributing to a growth trend in billing.

Segment Performance: Women's Hygiene and Beverages

Women's Hygiene Category



- Comfy achieved a revenue of Rs. 77.15 crores, marking a robust growth of 30.3% in YTD Dec '23 compared to the same period last year.
- All key variants contributed to Comfy's growth till YTD Dec '23, with the regular variant leading the way with a healthy growth of 19.9% over the same period last year.
- Responding to evolving consumer preferences for longer pads, our XL variant experienced a remarkable 2X growth in YTD Dec '23 compared to the previous year.
- Consistent brand investment and distribution expansion were pivotal in driving the brand's growth. The widening distribution, with billing expanding to more towns, has resulted in Comfy being available in approximately 4 lakh outlets, underlining its widespread acceptance and contributing to its growth story.

Beverages Category



- Electro+, our rehydration brand, achieved a revenue of Rs. 16.11 crores, marking a growth of 15.7% in YTD Dec '23 compared to the same period last year.
- Consistent investments in TV media, on-ground activation, and distribution have led to increased awareness and trial for the brand. Key consumer metrics have significantly improved:
 - Awareness: 1.6X
 - Trial, Consideration and recent consumption: 2X
 - Most often consumed: 3X
 - Equity: 2.3X
- These metrics reflect strong consumer acceptance, resulting in increased billing across towns and stockists.

New Products: Electro+ variants

Electro+ Low Sugar



- Electro+ Low Sugar variant has low added sugar which makes it a perfect drink for diabetic, health conscious consumers, athletes and fitness enthusiasts
- Low calorie drink helps in preventing weight gain.
- Low Osmolarity Rehydration Drink (245 mmol/L), same as WHO Recommended Osmolarity.
- 200 ml bottle priced at Rs.35 and Rs.40.

Electro+ Lemon



- Electro+ in a refreshing Lemon flavor contains 5 essential electrolytes (Potassium, Sodium, Chloride, Magnesium & Zinc).
- Added Taurine is known to enhance alertness, reduce fatigue and promote overall well-being.
- Added Magnesium maintains the optimum body performance.
- 200 ml bottle priced at Rs.40.

Activities: TV Media - OTC and Women's Hygiene



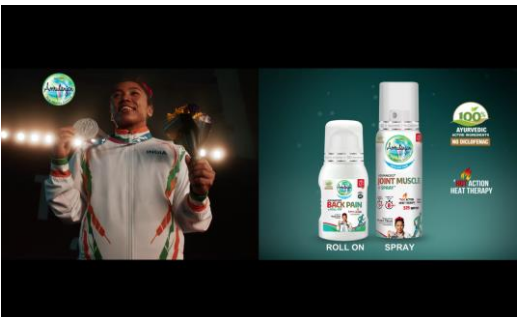
- In line with our consistent approach towards brand building, our TV media continued in Q3 FY 24 as well across categories and for all key brands. The objective of the campaign is to drive awareness and consideration (through claims)

Head



TV Media for each of the Head Balms and Head Roll On

Body



TV Media for Body Range endorsed by Olympic winner Mirabai Chanu



TV Media for Maha Strong

Congestion



TV Media for Congestion range. Also showcasing the new Relief Hot Drink

Women's Hygiene



TV Media for Comfy endorsed by Shraddha Kapoor



TV Media for Comfy specific to TN by celebrity Ms. Nakhshatra



TV Media for Comfy Period Pain Relief Roll on
TV Campaign in key markets

Activities: Sampling and Visibility - OTC

Sampling : Head and Body

- We continued with our sampling programme in this FY. We sampled our head and body range of products across 5 lac consumers in Tamil Nadu, Karnataka, Telangana, Andhra Pradesh, Maharashtra, Delhi, Gujarat and Kerala.



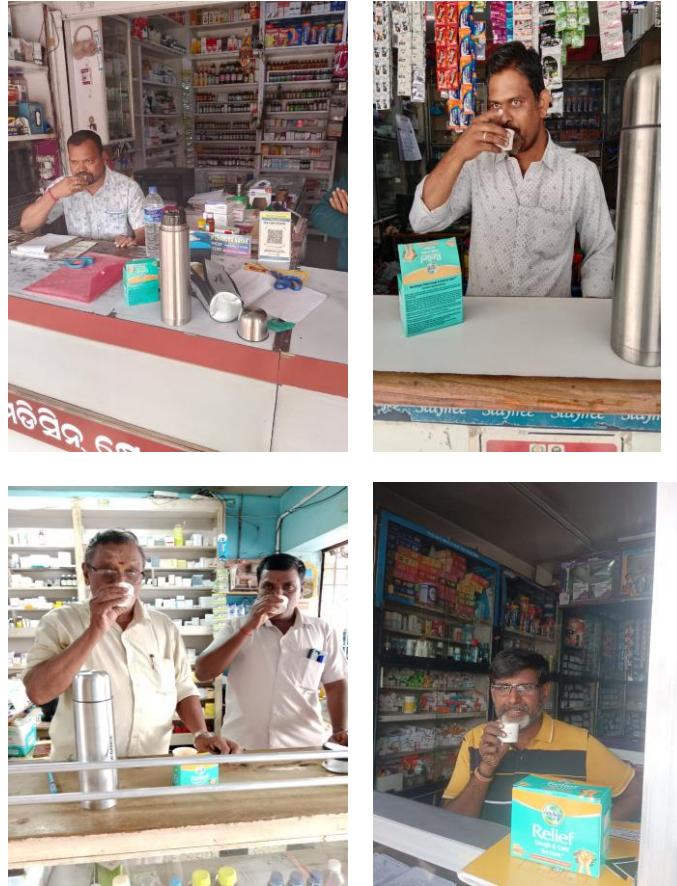
Visibility : Maha Strong

- Project Shivaji was initiated to drive the GTM of the Maha Strong variant. Maha Strong offered in an attractive glass bottle addresses the need of a strong balm for severe headaches and ortho pain.
- To drive awareness, TV media, visibility and sampling was deployed across key states.



Sampling : Relief Hot Drink

- The newly launched Relief Cold and Cough Hot Drink was extensively sampled across markets to the retailers



Activities: Sampling and Visibility - Women's Hygiene

School Sampling : Comfy Sanitary Napkin

- We continued with Project Disha this year and expanded school sampling activity from 1 state to 4 states (Tamil Nadu, Jharkhand, Uttar Pradesh, Madhya Pradesh). We are reaching out to 2.5L students in 720 schools through this project.
- The objective is to drive good menstrual practices among school students and increase awareness and trial for Comfy.



Visibility : Comfy Sanitary Napkin

- Basis consumer understanding, one of the key focus areas for Comfy is driving awareness and consideration.
- To meet the above objectives and improve visibility, we developed Comfy baskets, which will be displayed at the outlet level.
- We reached out to 1L outlets through this activity across Tamil Nadu, Karnataka, Kerala, Orissa, West Bengal, Uttar Pradesh, Andhra Pradesh, Madhya Pradesh, Maharashtra, Telangana, Rajasthan, Jharkhand, Gujarat, Bihar, Assam.

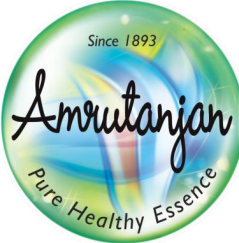


Sampling & Visibility : Comfy Period Pain Roll On

- Being pioneers in pain relief for 130 years, we developed a new product that addresses Period Pain.
- Research indicates, women adopt to different solutions to address period pain, that includes taking pain killer tablets, which has side effects.
- To drive awareness and trials, we executed TV, digital, in-store branding and consumer sampling to around 8 lac consumers



Activities: Digital - Across brands and mediums



Received 6.7 Million views

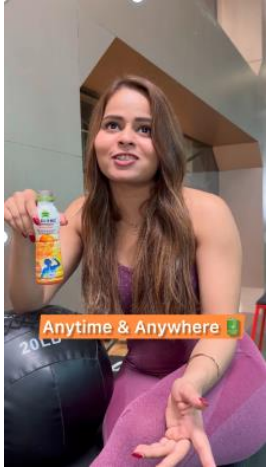


Liked by akhil_mohan8 and 1,474 others
amrutanjancomfy Something comforting, caring and calming is coming just for you.... more

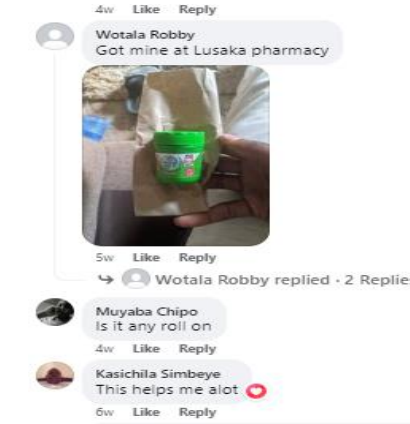


Liked by akhil_mohan8 and 7,140 others
amrutanjancomfy Stay tuned to know why.... more

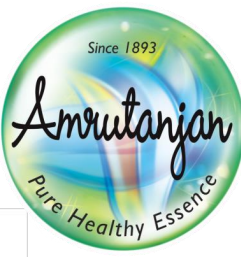
4.8L unique users reached



Leading Fitness Influencers



22 Million impressions



Activities: PR - Across brands and mediums

Best Health Care Brand by Economic Times

Amrutanjan Healthcare Recognized as Best Healthcare Brand by The Economic Times

MUMBAI, India and CHENNAI, India, July 6, 2023 /PRNewswire/ -- Amrutanjan Healthcare, a pioneering company with a 130-year history in India's healthcare industry, was bestowed with the esteemed **Best Healthcare Brands** felicitation at the 6th edition of The Economic Times Best Healthcare Brands event. Over the years, the ET Best Healthcare Brands has served as a platform for fostering meaningful discussions on the latest advancements in the industry and acknowledging healthcare brands that have made an indelible mark on the sector. Amrutanjan Healthcare was chosen out of 1,000 brands after a meticulous and rigorous selection process. This recognition is particularly prestigious as only a limited number of over-the-counter (OTC) brands managed to meet the criteria.



Comfy Project Disha – School Sampling

Amrutanjan Comfy Rolls Out Menstrual Hygiene Awareness Initiative Across More Towns

December 21, 2023

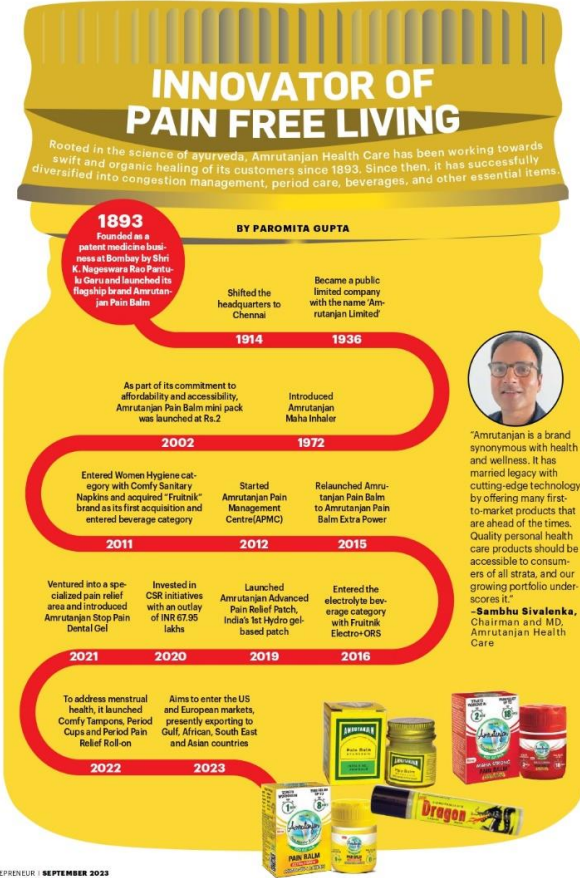
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National: Amrutanjan Comfy, which has already raised awareness among 4.5 lakh young girls across 1,450 towns in India about menstrual hygiene, is now rolling out the initiative in 360 towns across Tamil Nadu, Madhya Pradesh, Jharkhand and Uttar Pradesh to reach out to another 2.5 lakh girl students across four states in India to raise awareness as part of the next phase of its Project Disha initiative. Comfy Snug Fit is a fast-growing menstrual hygiene brand from the house of Amrutanjan Health Care.

Brand Amrutanjan Growth Legacy

Growth LEGACY



82 | ENTREPRENEUR | SEPTEMBER 2023

World of Amrutanjan Store in Delhi

Retail India News: Amrutanjan Healthcare Inaugurates First Physical Retail Store 'World of Amrutanjan' in Delhi

BY - Indian Retailer Bureau
Sub Editor
Nov 06, 2023 / 6 MIN READ



World of Amrutanjan Store in Ahmedabad

અમૃતાંજન હેલ્થકેરે તેની ડાયરેક્ટ-ટુ-કન્ઝ્યુમર રણનીતિને મજબૂત કરી



એકીકૃત ખરીદીનો અનુભવ પૂરો પાડે છે, જે ડિજિટલ અને ફિઝિકલ રિટેઇલ વચ્ચેનું અંતર દૂર કરે છે.

અમદાવાદમાં સ્ટોર બ્રાન્ડની સફળ ઇકોમર્સ વેબસાઇટ 'વર્લ્ડ ઓફ અમૃતાંજન' અને ચેન્નઈમાં ફલેગશીપ સ્ટોરના વિસ્તરણ તરીકે સેવા આપશે, જે ગ્રાહકોને હેલ્થકેર અને વેલનેસના વિવિધ સેગમેન્ટની જરૂરિયાતોને પૂર્ણ કરવા માટે કાળજીપૂર્વક તૈયાર કરાયેલી અમૃતાંજન પ્રોડક્ટ્સની વિશાળ શ્રેણી સરળતાથી પ્રદાન કરશે.

અમદાવાદના પ્રીમિયમ કંપનીની સફરમાં એક મહત્વપૂર્ણ સીમાચિહ્ન છે કારણકે તે ડાયરેક્ટ-ટુ-કન્ઝ્યુમર (ડીરસી) રણનીતિને આગળ ધપાવતાં એક અનુકૂળ અને

અમદાવાદ, ૧૫ ડિસેમ્બર, ૨૦૨૩: હેલ્થકેર અને વેલનેસમાં પ્રતિષ્ઠિત નામ અમૃતાંજન હેલ્થકેરે ગુજરાતના અમદાવાદમાં તેના પ્રથમ ફિઝિકલ સ્ટોર 'વર્લ્ડ ઓફ અમૃતાંજન' ખોલવાની કરવાની જાહેરાત કરી છે. આ નવો સ્ટોર કંપનીની સફરમાં એક મહત્વપૂર્ણ સીમાચિહ્ન છે કારણકે તે ડાયરેક્ટ-ટુ-કન્ઝ્યુમર (ડીરસી) રણનીતિને આગળ ધપાવતાં એક અનુકૂળ અને



Recognition: Best Health Care Brand 2023



BRAND VISION

Our mission is to elevate the living standards of our customers through innovative products. Our vision is to grow at a 33% CAGR. Our values are:

- Commitment: We are dedicated to prioritizing the interests of all our stakeholders - customers, employees, shareholders and the community.
- Ethics: We uphold the highest ethical standards in all aspects of our operations and this is reflected in all our actions.
- Innovation: We foster a culture that accepts new ideas, embraces change and rejects bureaucracy and narrow-minded thinking.

STRATEGIC PRIORITIES

As a consumer-focused company, we are dedicated to understand our consumer's evolving needs. Our R&D team continually expands their knowledge in medical science & technology, blending scientific advancements with naturalness. Our pain relief products are formulated with active ayurvedic ingredients & undergo extensive consumer validation and clinical trials to ensure their efficacy. Amrutanjan takes pride in being the first Indian brand to introduce headache & body pain relief products in a convenient roll-on format & pioneer Hydrogel pain patch, showcasing our commitment for superior products.

BRANDING

Amrutanjan as a brand embraces the positioning of 'Pure Healthy Essence', emphasizing the use of pure and natural ingredients in all our products that are efficacious in relieving pain. Unlike synthetic drugs such as Diclofenac, which can have side effects and negatively impact the environment, we prioritize the use of natural ingredients. Our pain relief products are supported by robust performance-based claims, assuring consumers of their efficacy.

The Iconic Pain Balm from Amrutanjan

This commitment to transparency and effectiveness sets our brand apart from the competition, offering a unique value proposition.

EMERGING TECHNOLOGY

For Amrutanjan Advanced Pain Relief Patch we have adopted an emerging technology, which has features hands free application and can be used for extended period of time. We are the first in India to launch Hydrogel patches, which are easy to apply and remove.

MARKET TRENDS

Consumers are slowly shifting towards 'do-good'

POTENTIAL CHALLENGES

India is a large country with diverse income levels. While urban India has access to health care, rural India still lacks the access. It is crucial for companies, in this sector, to make products and services accessible to all at an affordable price point.

RECOMMENDED KEY SHIFTS

Key shifts for industry's success include strengthening primary healthcare, enhancing digital healthcare & encouraging public-private partnerships. Government initiatives like Ayushman

LEADERSHIP SPEAK

Brand Amrutanjan has endured the test of time for 130 years, embracing innovation in the form of our Iconic Yellow Balm, Head Roll-on and ground-breaking pain management science that provides non-surgical pain relief. We aspire to establish ourselves as a true global leader in pain management segment.

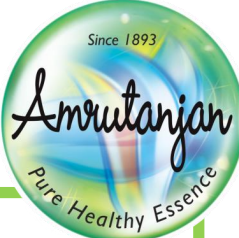
Sambhu Sivalenka, Chairman and Managing Director (CMD)

Key Milestones

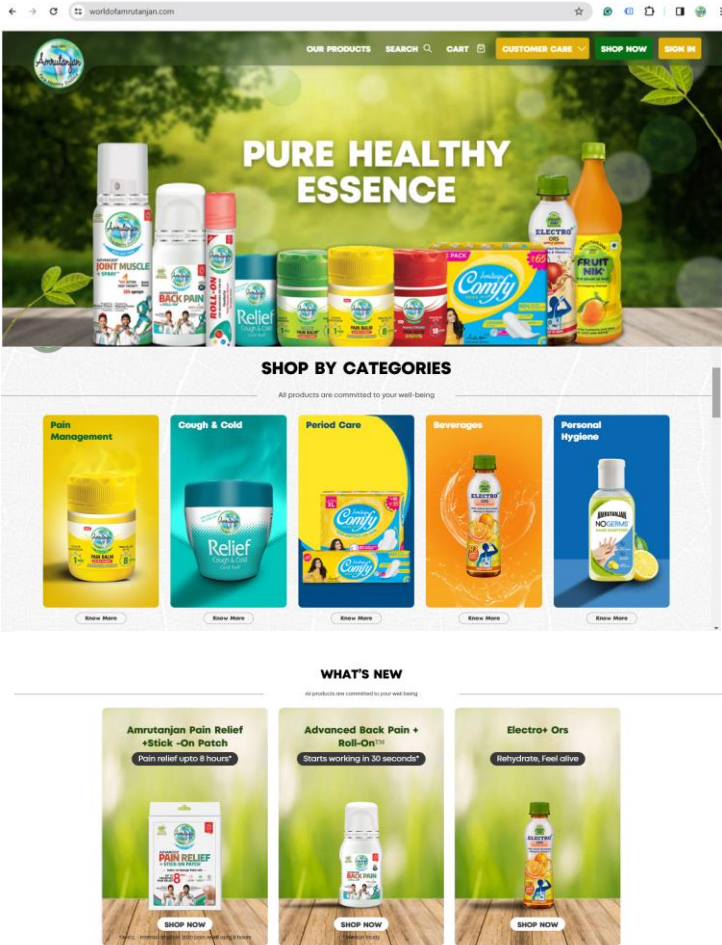
We have launched innovative solutions to address different types of pain. A roll-on format for headache relief on-the-go. This has been a tremendous success registering highest sales volume & value in the category. First brand to introduce Hydrogel pain patch, creating a new segment of easy-to-apply and long-lasting pain relief. Amrutanjan Pain Management Center is the first of its kind to provide non-surgical pain relief. Only brand in the pain relief category to provide claims backed by clinical trials. First company to offer a balm at Rs. 2 per sachet to make it accessible to everyone.

Amrutanjan has been felicitated with ET “Best Healthcare Brands Award – 2023”. We are among the top 200 healthcare companies out of a 1000 healthcare companies in India.

Omni Channel: Online and Offline presence



Online Store



www.worldofamrutanjan.com

Mobile App



Comfy App

Physical Stores



Mylapore, Chennai



Rajouri Gardens, Delhi



Judges Bungalow Road, Ahmedabad

Operations Update: Human Capital - Key Initiatives

HR Digitization



- Darwin Box, a human capital management solution rolled out for digitizing all human capital needs from HIRE to RETIRE
- Employee life cycle management from hiring, onboarding, performance and separation managed on Darwin Box

Gender Inclusion



- Hire upto 10% women employees in the next 3 years

Succession Planning



- Succession policy rolled out. High potential talents identified for taking up next level assignments

Operations Update: Sales and Distribution



Distribution



Distribution Points
Increased 9% in Dec 23
Vs Mar 23



Direct Outlets Coverage
From 2.7 lac to 3.1 lac
outlets YTD Dec 23



Effective Outlets Coverage
Increased by 21%

Sales



Total Lines Sold
Increased by 80%

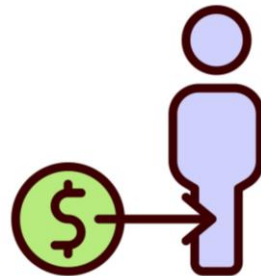


Internal Sales Value
Increased by 40%



Closing Stock
Reduced from 61 to 50
days

Credit Control



Debtors
42% of the sales through
advance payment



IT Projects



SAP
Enterprise Wide SAP
Rollout



IT Operation Cockpit
Health monitoring of
AHCL Critical Assets



Security Operation Center
Identify, Analyze, Assess, Treat,
Monitor & Report All IT Risks/Incidents

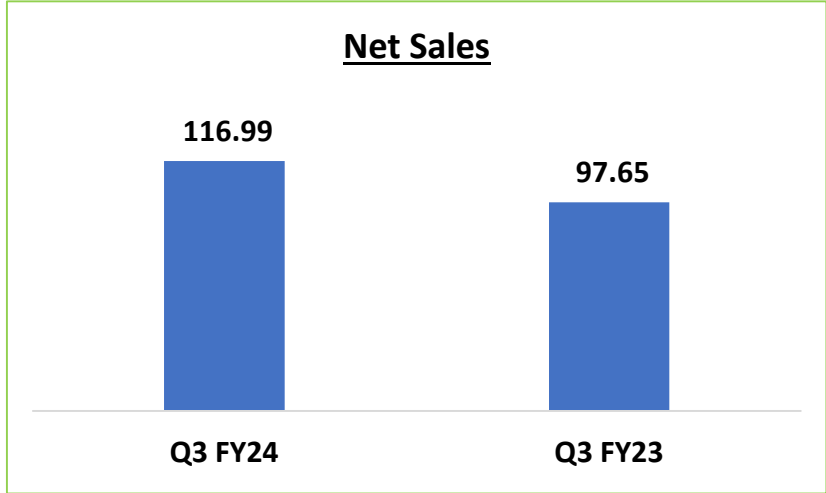


Financials

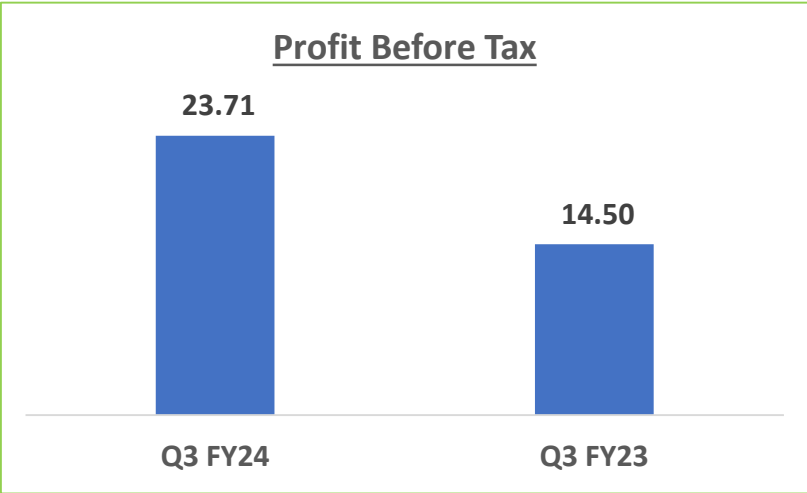


Financials – Q3 FY24

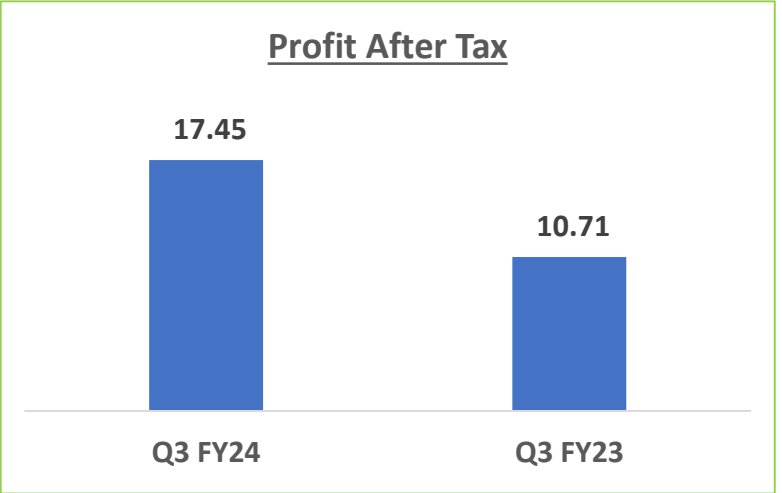
(Rs. in Crores)



Growth: 19.81%



Growth: 63.52%



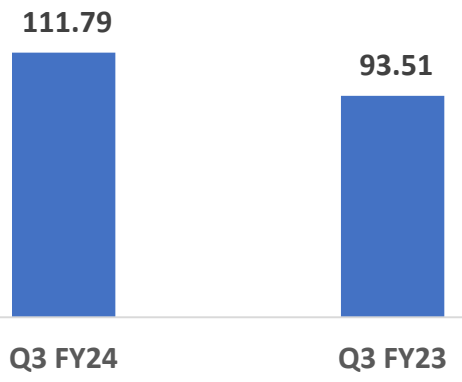
Growth: 62.93%

Financials – Q3 FY24

(Rs. in Crores)

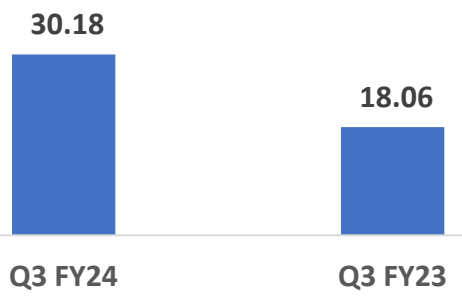


Net Sales - OTC



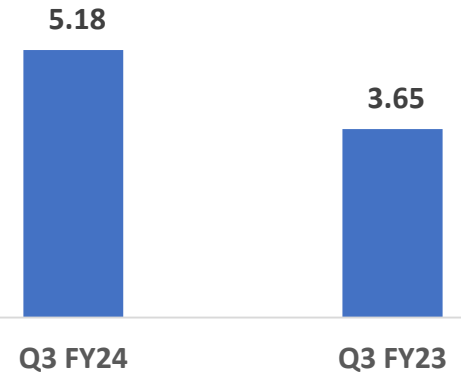
Growth: 19.55%

Net Sales - Comfy



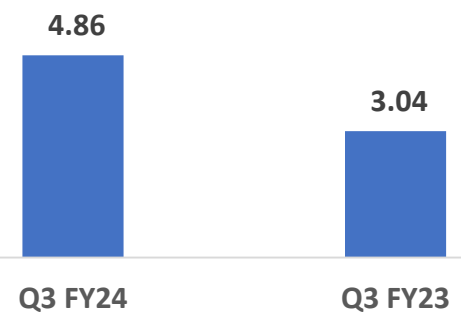
Growth: 67.11%

Net Sales - Beverages



Growth: 41.92%

Net Sales - Electro Plus

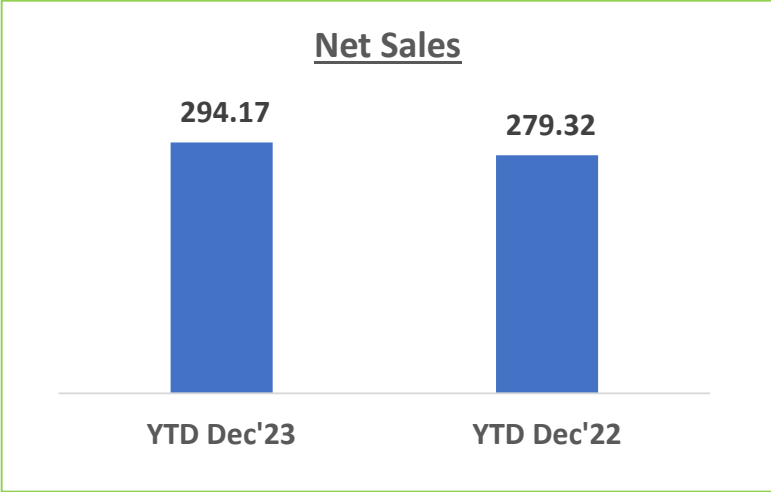


Growth: 59.87%

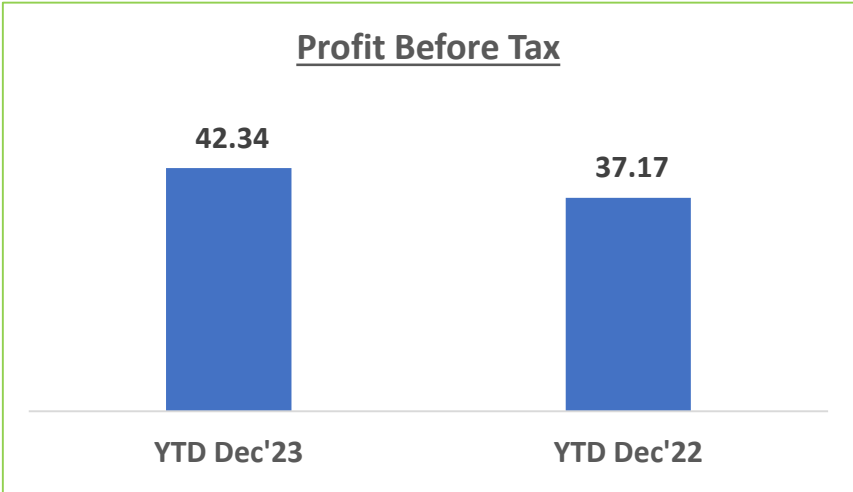


Financials – YTD Dec'23

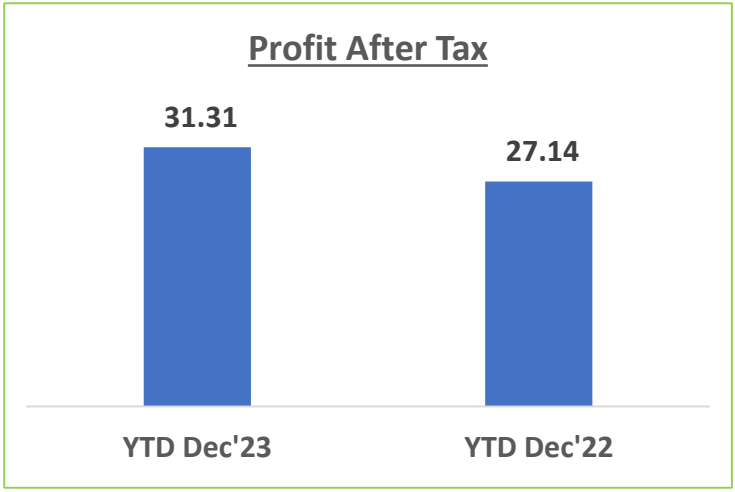
(Rs. in Crores)



Growth: 5.32%



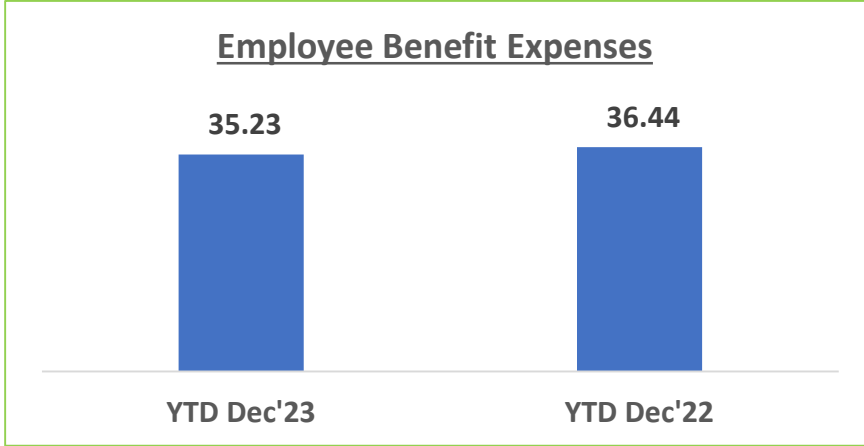
Growth: 13.91%



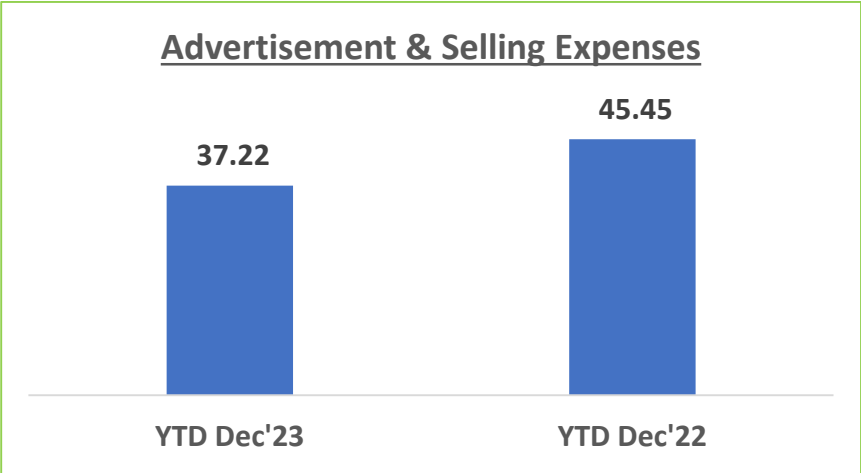
Growth: 15.36%



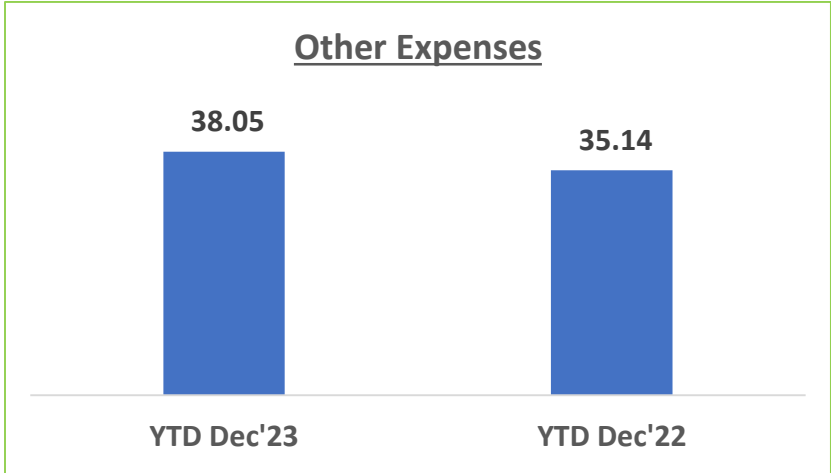
Expenses – YTD Dec'23 (Rs. in Crores)



Decrease: 3.32%



Decrease: 18.11%

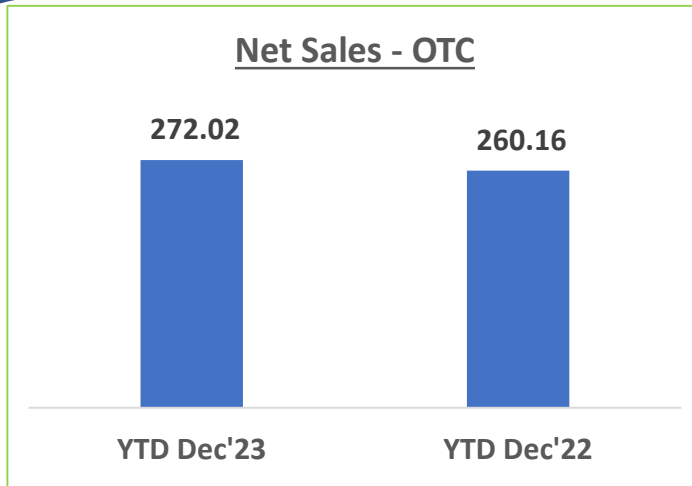


Increase: 8.28%



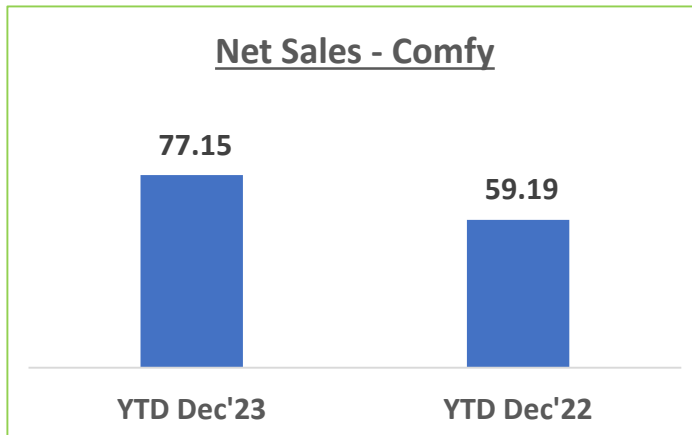
Financials – YTD Dec'23 – OTC Division (Rs. in Crores)

Net Sales - OTC



Growth: 4.56%

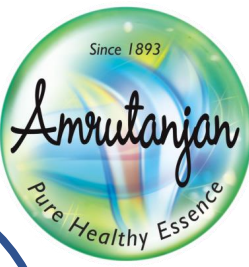
Net Sales - Comfy



Growth: 30.34%

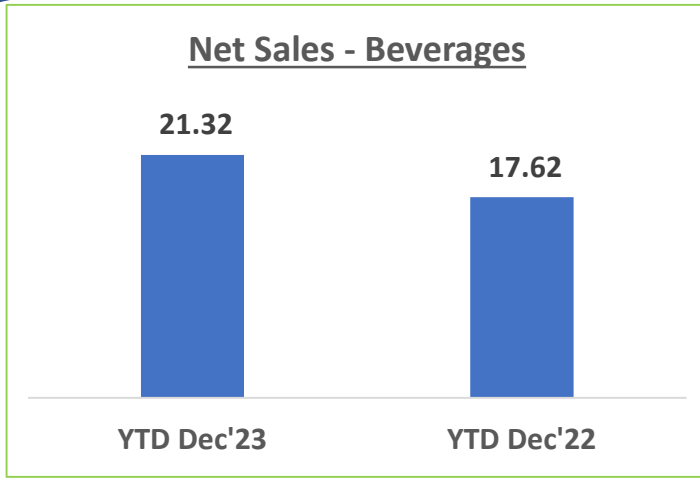
Notes:

- Majority of raw material prices are lower than YTD Dec'22. Menthol price is marginally higher than YTD Dec'22.
- Majority of packing material prices are lower than YTD Dec'22.
- Advertisement spend for YTD Dec'23 is at Rs.23.10 Cr against Rs.24.58 Cr for YTD Dec'22. Advertisement spend for Comfy is at Rs. 4.91 Cr for YTD Dec'23 against Rs. 8.48 Cr for YTD Dec'22.

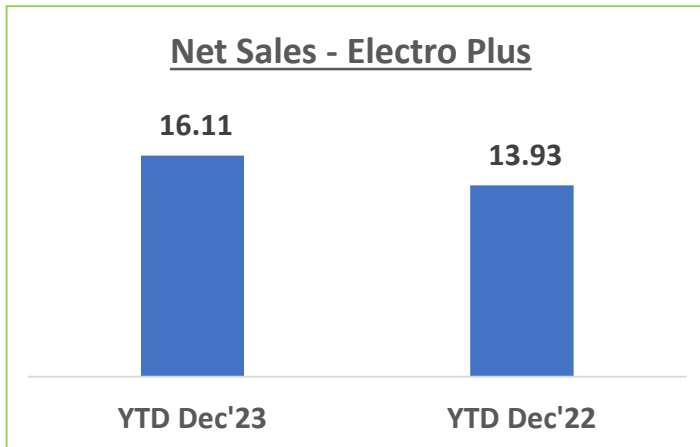


Financials – YTD Dec'23 – Beverage Division

(Rs. in Crores)



Growth: 20.99%



Growth: 15.65%

Notes:

- Raw Material prices are marginally lower when compared to YTD Dec'22.
- Major Packing Material prices are lower when compared to YTD Dec'22.
- Advertisement spend is at Rs. 2.82 Cr for YTD Dec'23 against Rs. 4.39 Cr for YTD Dec'22.
- Business is continuing with cash & carry model for Fruitnik.



Management Commentary



- We are seeing balm sales finally pick up in Q3 and expect to see sales continue in the coming quarters.
- Our closing stock continues to be maintained at 50 days levels compared to 60 days and above in the earlier periods.
- Our largest balm SKU -8ml- grew by double digits in Q3. We are cautiously optimistic on sustaining growth in the quarters ahead.
- Comfy has registered a sales of 30.18 Cr in Q3 and growth of 67.11%. We are projecting Comfy to cross the INR 1Billion revenue mark for the year.
- We are seeing growth in large packs for Comfy pads as consumers migrate up from the entry regular pads.
- We see years of growth ahead in both Comfy and Electro+ brands owing to attractive product offering and secular growth.
- Pain management category remains our core focus. Our Roll-on market share stands at 60% in a category that while small is growing fast owing to the format.
Our recent launch of a white balm in a glass bottle has also had positive initial acceptance by consumers and trade.
- We see your company look into the future confidently standing on three power brands: Amrutanjan, Electro+ and Comfy.
Our focus to take the company to 1000 Cr remains sharp.

