



AHCL/ SE/ 43/2021-22

November 09 2021

The National Stock Exchange of India Limited "Exchange Plaza", C-1, Block G Bandra-Kurla Complex, Bandra (E) Mumbai 400 051 ISIN: INE098F01031	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 and half year ended 30.09.2021

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 half year ended 30th September 2021

Kindly take the same on record.

Thanking you,

Yours faithfully,

For **Amrutanjan Health Care Limited**

(M Srinivasan)
Company Secretary & Compliance Officer

Encl: As above

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
Web Site : www.amrutanjan.com
Toll Free No. : 1 - 800 - 425 - 4545
CIN - L24231TN1936PLC000017



Amrutanjan Health Care Limited

Investor Presentation

Quarter & Half Year Ended 30th September 2021

Date: 9th November 2021

Contents



a. Business Update

b. H1 FY22 Performance

c. Q2 FY22 Performance

d. Way Forward



Business Update

Business Update



- Certain secular consumer trends are continuing from last year - for instance purchase of health care products.
- ORS category is at early stages of growth, like we saw with Sanitary napkins.
- We are scaling Comfy steadily and this year saw new secondary sales at all-time high set for consecutive months underscoring demand strength.
- Women's hygiene category is driven by new entrants but most of them lack distribution muscle and are mostly on-line.
- All our focus products have grown this quarter and not just traditional balms.
- Preparedness for future lockdowns is now built from experience.
- Comfy increased market share and added outlets in first half as per Nielsen data.
- Comfy spends increase were done in q2 as a way to drive both throughput and also drive trade solidarity in states like UP.
- Our pain business also gained share in first half as per IQVIA data.
- Our Roll on continues to be a major growth driver in the first half.

Business Update

Amrutanjan signs on Champions of Tokyo 2020 Olympic Games as brand ambassadors.

Mirabai Chanu
Weightlifting
Silver medalist



Bajrang Punia
Wrestling
Bronze medalist



The athletes will feature in a series of campaigns including television and digital commercials for Body Pain Management products.

NEW
PRODUCT

AMRUTANJAN STOP PAIN DENTAL GEL

Amrutanjan
Since 1893
Pure Healthy Essence

Tooth Pain? Get faster relief.

NEW

Power of **5** Ayurvedic Ingredients

*STARTS WORKING IN **30** SEC

Amrutanjan
Since 1893
Pure Healthy Essence

StopPain

Dental Gel™

Power of **5** Ayurvedic Ingredients

*STARTS WORKING IN **30** SEC

From Amrutanjan, pioneers in pain relief for over 127 years.

*Based on consumer study conducted by third party in March 2019.

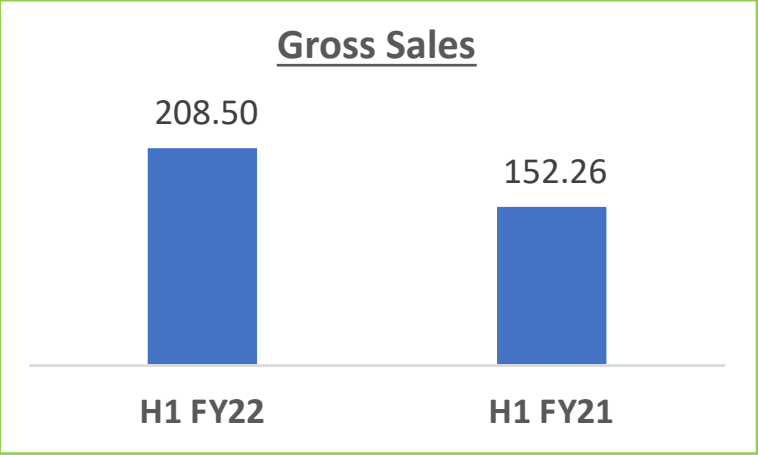


H1 FY22 Performance

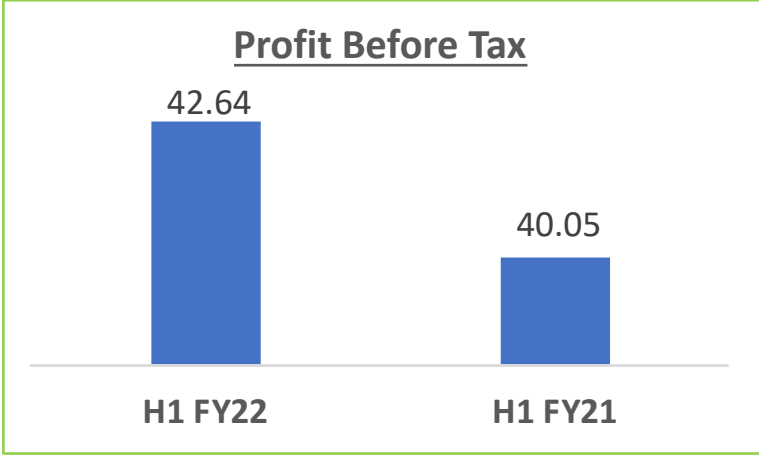


Financials – H1 FY22

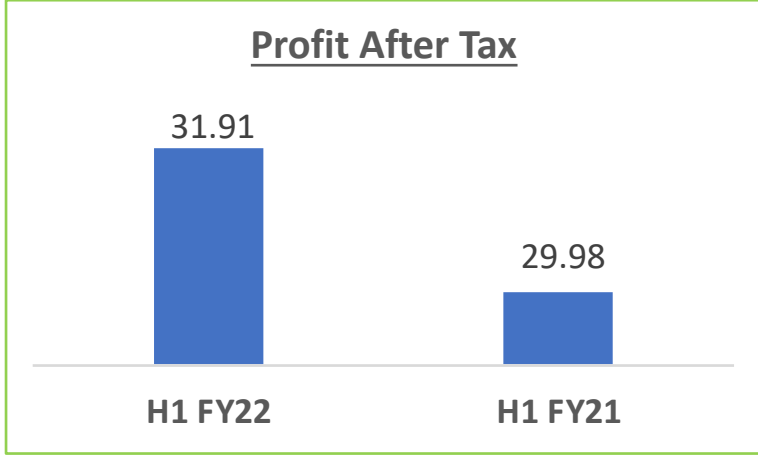
(Rs. in Crores)



Growth: 36.94%



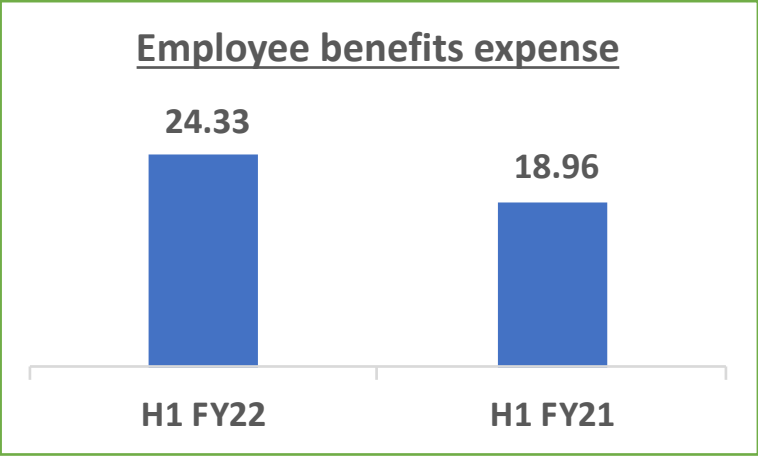
Growth: 6.47%



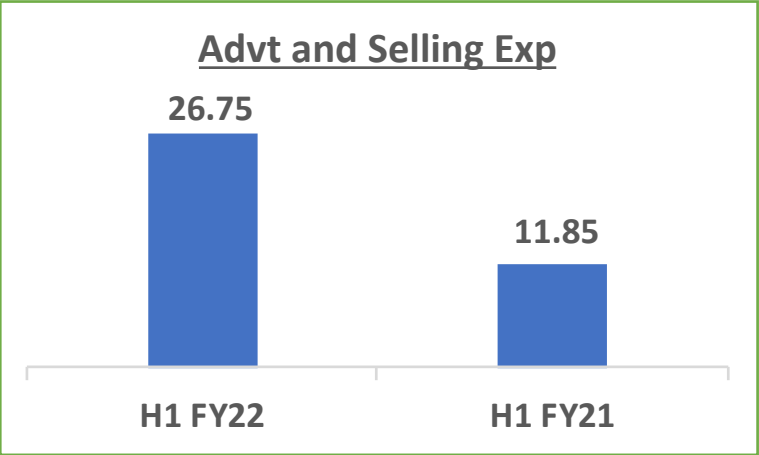
Growth: 6.44%



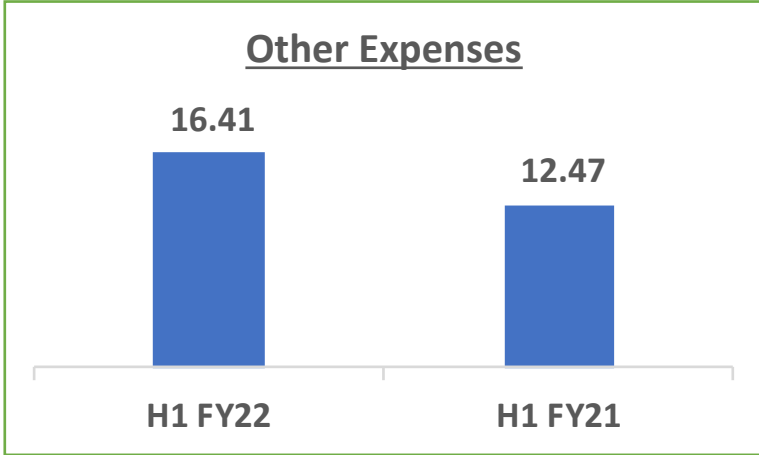
Expenses – H1 FY22 (Rs. in Crores)



Increase: 28.32%



Increase: 125.74%

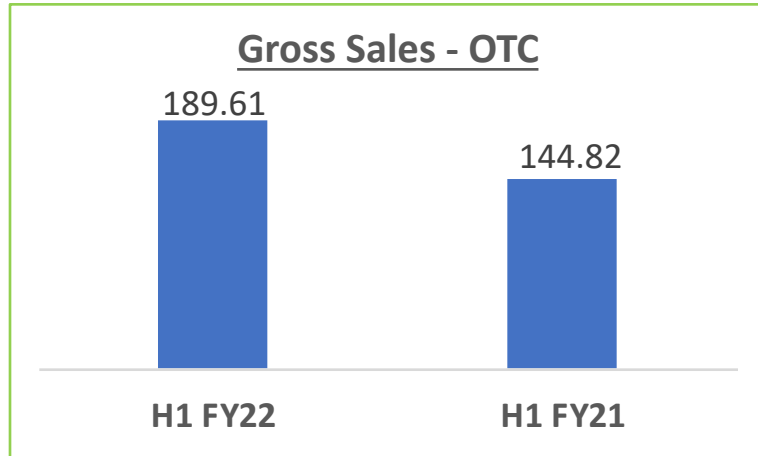


Increase: 31.60%

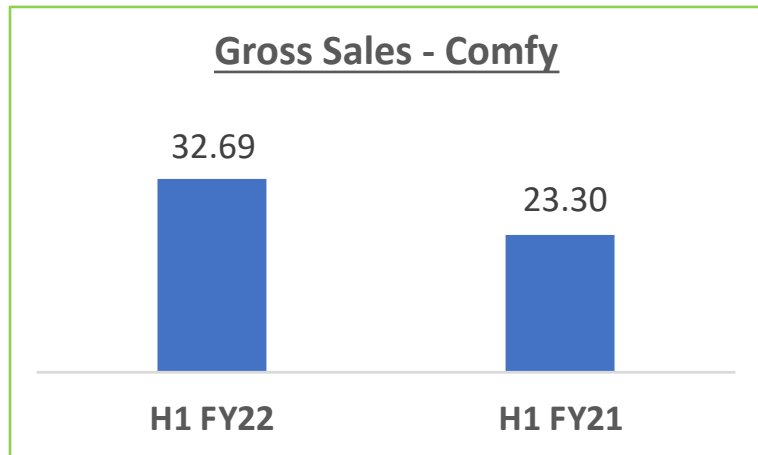


Financials – H1 FY22 – OTC Division

(Rs. in Crores)



Growth: 30.93%



Growth: 40.30%

Notes:

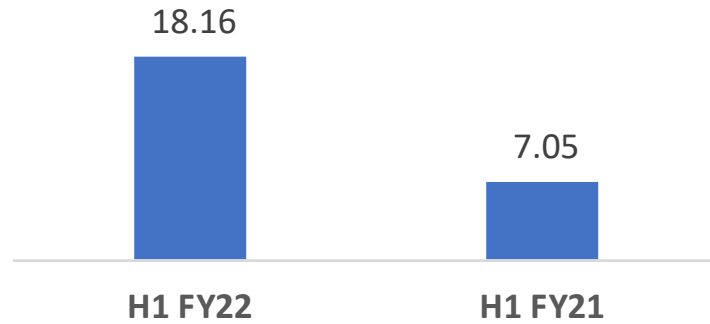
- Key raw material - Menthol Crystal price is lower when compared to H1 FY21.
- The prices of packing materials are higher when compared to H1 FY21.
- Advertisement spend for H1 FY22 is at Rs.16.92 cr against Rs.4.57 cr for H1 FY21. Advertisement spend for Comfy has increased from Rs.1.88 cr for H1 FY21 to Rs.13.47 cr for H1 FY22.



Financials – H1 FY22 – Beverage Division

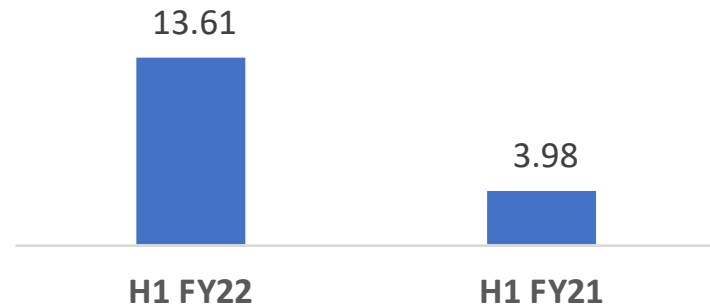
(Rs. in Crores)

Gross Sales - Beverages



Growth: 157.59%

Gross Sales - Electro Plus



Growth: 241.96%

Notes:

- Gross Margin has improved by 2,199 basis points when compared to H1 FY21 mainly due to product mix.
- Advertisement spend is at 2.48 cr for H1 FY22 against 1.48 cr for H1 FY21.
- Business is continuing to be healthier with complete cash collected for Fruitnik.

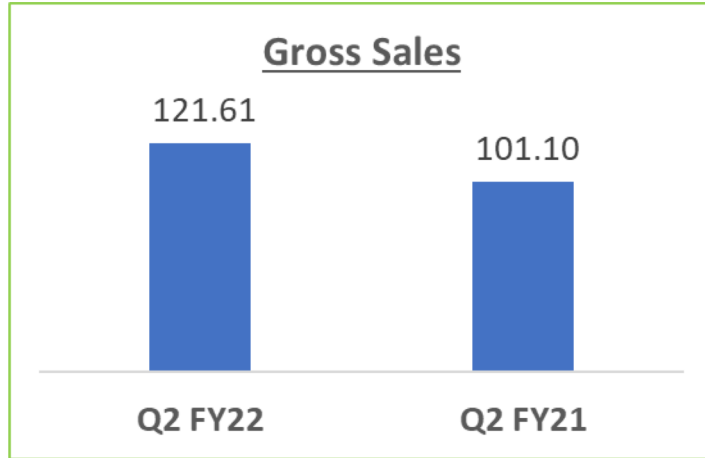


Q2 FY22 Performance

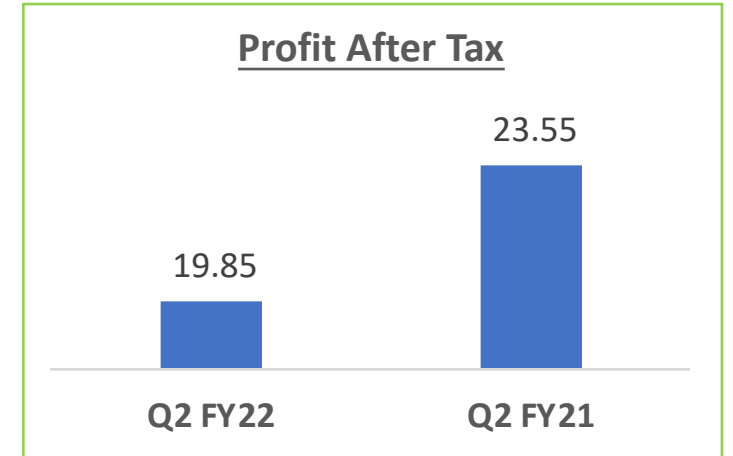
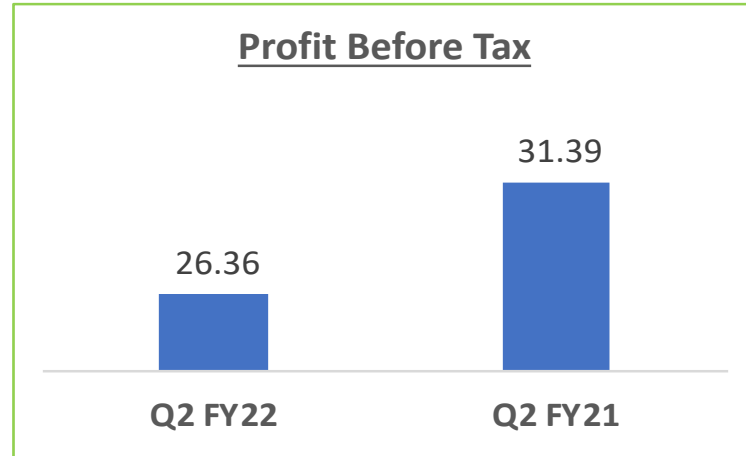


Financials – Q2 FY22

(Rs. in Crores)



Growth: 20.29%



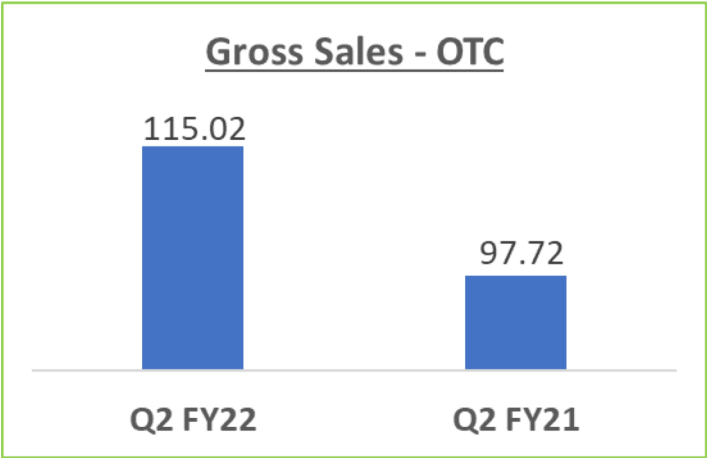
Note:

The reduction in PBT from Rs. 31.39 crores (Q2 FY21) to Rs. 26.36 crores (Q2 FY22) was predominantly due to the additional investment made in growing brand “Comfy” (advertising spend) during this quarter when compared to the corresponding quarter of the previous year (Q2 FY22 Rs.10.16 crores as against Q2 FY21 Rs.1.54 crores)

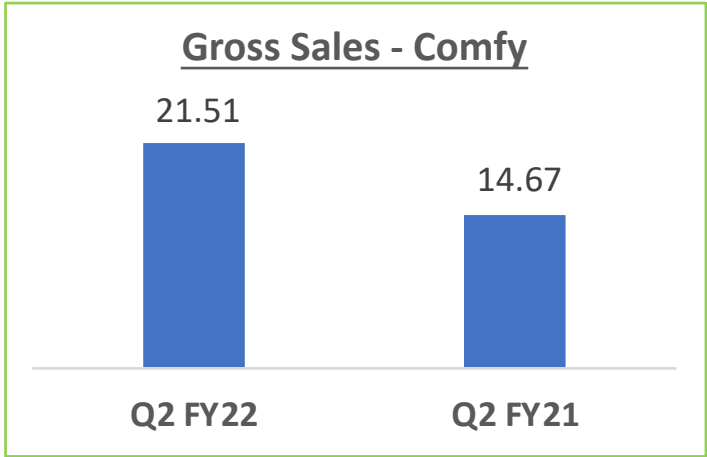


Financials – Q2 FY22

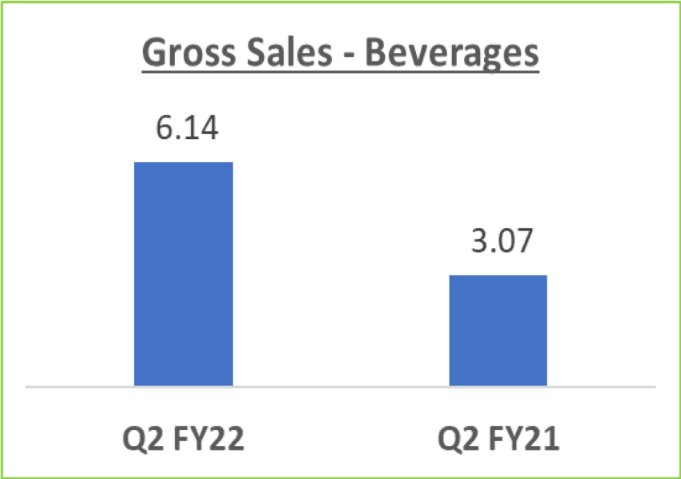
(Rs. in Crores)



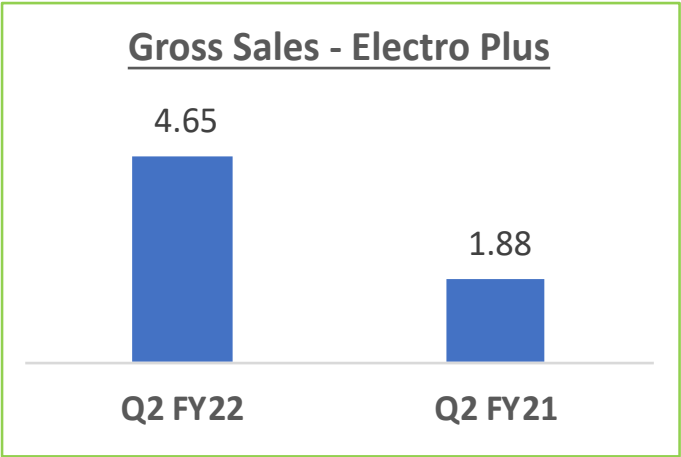
Growth: 17.70%



Growth: 46.63%



Growth: 100%



Growth: 147.34%



Way Forward



We remain focused on executing our key priorities:

- Continue the growth rhythm
- Expand distribution
- Go digital
- Grow E-Commerce vertical
- Costs control

