

Ador Multiproducts Limited



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CIN: L85110MH1948PLC310253

Date: 22nd June, 2022

To
BSE Limited - CRD
P.J. Towers, Dalal Street, Fort,
Mumbai- 400 001

Dear Sir,

Sub: Corporate Presentation
Scrip Code: BSE-523120

With reference to captioned subject we would like to submit Corporate Presentation of our company.

Thanking you,

For Ador Multi Products Limited

Pinki Sharma
Company Secretary & Compliance Officer



Ador Multiproducts Ltd.

Building India's Clean Beauty Eco-System and beyond...

Ador Multiproducts Group

Ador Multiproducts Ltd. along with its core capability of manufacturing & R&D has over the past couple of years been investing in brand building through its eco-system.

The company is building a complete eco-system to accelerate young brands from product development to manufacturing to testing to supply chain to e-commerce retail.

The company through its investment in 1908 eventures Pvt. Ltd. is creating a foundry of brands led by its clean beauty platform, Sublime Life.

Ador Multiproducts Ltd. commenced manufacturing of new products for leading brands companies like Baypure and has signed agreements to commence operations for new brands including a leading international D2C brand and a well established company in India.

Ador Multiproducts Group

Sublime Life is today's pioneer and premium clean beauty platform with over **170 brands** on-board.

With a mix of **exclusive brands** from overseas as well as leading domestic brands and k-beauty brands, the platform is today a leader in skincare and haircare.

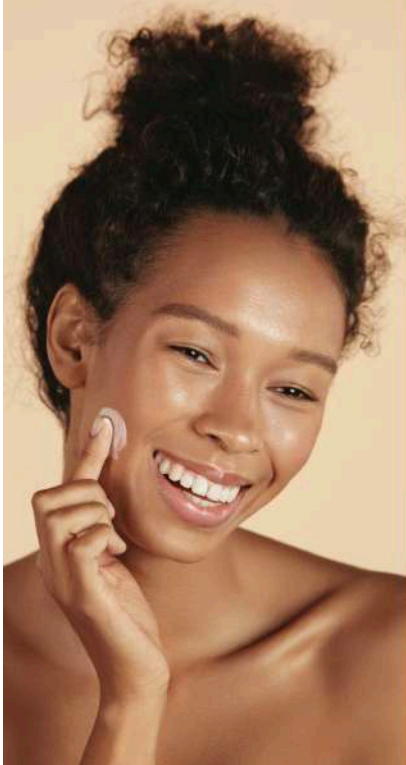
The company is investing in **own brands** as well as more **exclusive brands** and will have a portfolio of **over 10 brands** in this category over the next few months.

The company has acquired **Santic**, a home cleaning brand and is poised to accelerate growth in this category with new sku launches every month .

More recently the company acquired **Cocoon**, a young skin and hair care brand with clean ingredients.

1908 eventures Pvt. Ltd. is a young company that is building a house of brands in the clean beauty space poised for **4x** growth over the next 15 to 18 months.

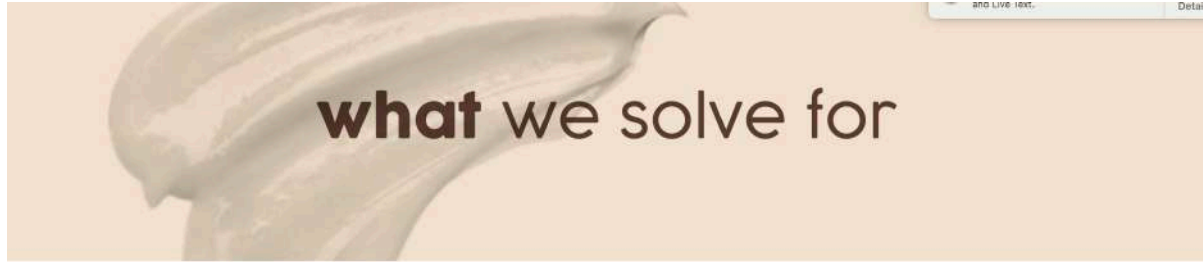
The company is also at the final stages of evaluating / investing in an early stage skincare brand, taking a significant minority equity stake in a pre-revenue skincare and haircare brand for global markets and commencing operations on a unique pre-revenue brand



and Live text. Details

who we are

India's leading **Clean** and **Sustainable Beauty** platform powered by a House of Brands in the clean eco-system, and building India's largest concept to market eco-system for all clean beauty brands in India and beyond.



A Foundry of Plug & Play Services for D2C and International Brands for India

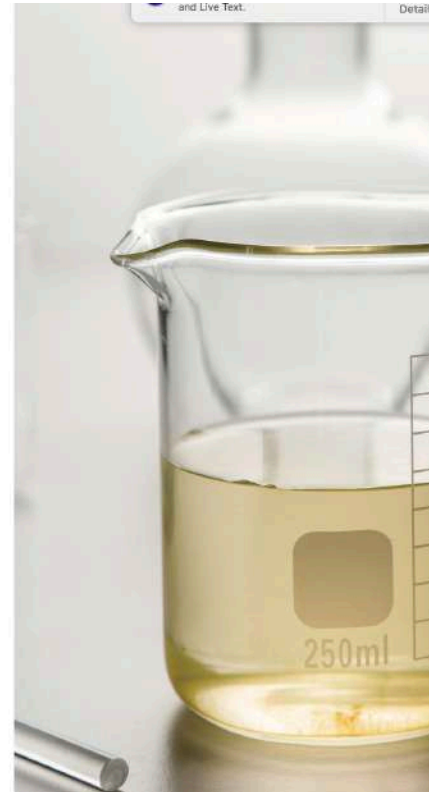
how we solve for

FORMULATIONS & TESTING

- Superior formulation development capabilities across skincare, haircare, bath & body and more by a team of experts with over **25 years of experience**
- Creating a digital library of over **5000** plug & play formulations across permutations of actives, fragrances and key ingredients
- Investing in a state of the art lab for testing facilities including **claims, efficacy** and **certifications**.

MANUFACTURING

- Over **40 years** of manufacturing for leading brands including **Unilever, Himalaya, Wipro** and more.
- Adaptability to cater to young brands – *flexible MOQs, product on tap for brands, packaging flexibility.*
- Bottles, tubes, bulk containers – **5ml to 50 litre drum capacities**



SUPPLY CHAIN MANAGEMENT

- Sourcing of Raw Materials and Packing Materials
- Just in Time Inventory Management
- Warehousing facilities
- Imports of ingredients to exclusive brands
- **Flexible MOQs** and superior in time logistic partners

MARKETING PLATFORM

- Sublime Life Community
- Affiliate and Influencer **collaborations**
- In house **Content creators** – written, audio and video
- Marketing Focussed towards addressing the TG with a high engagement rate



HOUSE OF BRANDS



SANTIC

"Your Pure Space", Santic is your solution for all cleaning and hygiene products for your home and office.

With hygiene being more critical than ever before, products across categories including floor cleaners, bathroom solutions, washing machine products and more, Santic has over 30 products to choose from.



COCCON™

Coccon embraces a personal space devoted to protection, pampering & nourishment.

At Coccon, we surround you with skincare and haircare products that are paraben-free, devoid of any harmful chemicals and developed from a composition of ingredients that include natural actives obtained from natural sources across the globe.

BRAND STORY

Sublime Life, a pioneering and leading platform of over 170 clean brands, and the only platform to be plastic neutral certified. Led by the platform, the company is building a house of brands backed by brand ownership, strategic partnerships and exclusive international contracts, all within the clean beauty ecosystem.

D2C

MULTI-BRAND
ECOMMERCE

120+

YEARS IN
PERSONAL CARE

170

CLEAN BRANDS
4 INTERNATIONAL EXCLUSIVE
AND 2 OWN BRAND

₹ 250 - 6000

PRICE RANGE
ON ALL CATEGORIES



HOW WE DEFINE CLEAN BEAUTY

To us, Clean Beauty means products that are not only good & safe for our consumers but also for our planet. Products that are non-toxic, sustainable, environmentally friendly, cruelty-free & ethically sourced comprise clean beauty for us.

We partner only with brands that are 100% honest & transparent about their ingredients, packaging and the environmental impact they cause.



PLASTIC - FREE
SHIPPING



100%
VEGAN



SAFE AND
EFFECTIVE



ECO-
CONSCIOUS



CRUELTY
FREE



EXCLUSIVE BRANDS (Overseas Partnerships) – Martiderm, Cowshed, Faith In Nature, 3 Under Registration.

OWN BRANDS – Cocoon, Be, Santic.

Sublime Life 32nd Avenue, Delhi Store



Building the brand with an offline roll out strategy...

End of Slide show

Thank you

