

May 30, 2022

To

The Listing Department
Bombay Stock Exchange Limited
Department of Corporate Services
Phiroze Jeejeebhoy Towers,
Dalal Street

Mumbai – 400 001

The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G
Bandra Kurla Complex
Mumbai – 400 051

Trading Symbol: JHS

Scrip Code: 532771

Subject: Investor Presentation on the Audited Financial Results of the Company for the quarter and year ended on 31st March 2022.

Dear Sir/Madam,

Please find enclosed a presentation on the Audited Financial Results of JHS Svendgaard Laboratories Limited for the quarter and half year ended on 31st March 2022.

You are requested to kindly take the above information into your records.

Thanking You,
Yours Faithfully
For JHS svendgaard Laboratories Limited

Ashish Goel
Chief Financial Officer



Encl: A/a



JHS Svendgaard Laboratories Limited

Investor Presentation
Q4 & FY22

This presentation has been prepared by JHS Svendgaard Limited (the “Company”) solely for information purposes and does not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the Company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

01

Consolidated Financial Highlights

02

Company Overview

03

Business Overview

04

Way Ahead





Consolidated Financial Highlights



Partner to leading Indian and global FMCG brands



Commenting on Q4 FY22 results, Mr. Nikhil Nanda, Managing Director, said :

"As for this quarter and full year the Company registered a revenue of Rs. 19.11 crores and Rs. 86.25 crores respectively. Your company is continuously adding new clients to its portfolio to diversify and reduce dependency further on its existing client base and product portfolio.

As of this quarter we have added four (4) new clients in the private label business. The company is maintaining its business relationship with all its existing clients, however the drop in the revenue on yearly basis is mainly due to decline in the revenue of third-party businesses, which is largely caused by the overall impact in the market due to steep increase in the input material prices. Your company has kept a constant check on its expenditure levels but due to lower than optimum capacity utilization, it has an impact on the profitability.

The company keeping forward its commitment to expand the product portfolio, is soon going to commercialize the new talcum powder and ayurvedic formulation facility in the state of H.P. The Company is also working to add new categories at newer geography to expand and diversify further and also spread its reach to most parts of the country.

Our team has been the most important asset and the members have shown great maturity and sense of belonging by keeping each other motivated in recent challenging times. I would like to take this opportunity to thank each member of the JHS family. I would also like to thank our Clients, Creditors, Banks, Financial Institutions, and all other Stakeholders. Their faith in us and extended support makes it easier for us to strive and excel."



Q4 FY22 Consolidated Financial Highlights

Particulars (Rs. Crs)	Q4 FY22	Q4 FY21	YoY%	Q3 FY22
Total Income from Operations	19.11	25.38	(24.69%)	20.91
Cost of Material Consumed	11.69	14.37		12.95
Purchase of stock in trade	1.45	0.69		1.12
Changes in Inventories	(0.42)	-0.09		1.05
Total Raw Material Expenses	12.73	14.96	(14.92%)	15.12
Employee Expenses	2.86	3.37		3.04
Other Expenses	3.67	6.99		3.90
Total Expenditure	19.26	25.33	(23.95%)	22.05
EBITDA	(0.15)	0.05	(367.90%)	(1.13)
EBITDA Margin	(0.76%)	0.21%	(97 bps)	(5.42%)
Other Income	2.38	4.39		2.74
Depreciation	1.69	1.62		1.71
Interest / Finance Cost	0.61	0.31		0.27
Exceptional Item (Gain) / Loss	0.00	0.00		0.00
Share of (profit)/loss from investment in associate	0.00	0.00		0.00
PBT	(0.06)	2.52	(102.38%)	(0.38)
Tax	4.37	(0.34)		(0.36)
PAT	(4.43)	2.85	(255.55%)	(0.02)
PAT Margin	(23.20%)	11.23%	(3443 bps)	(0.12%)
EPS (In Rs.)	(0.68)	0.44	(254.55%)	0.04

- Decline in Revenue by 24.69% on account of decline in revenue of third-party business in toothpaste category
- Decrease in EBITDA is mainly due to decline in revenue

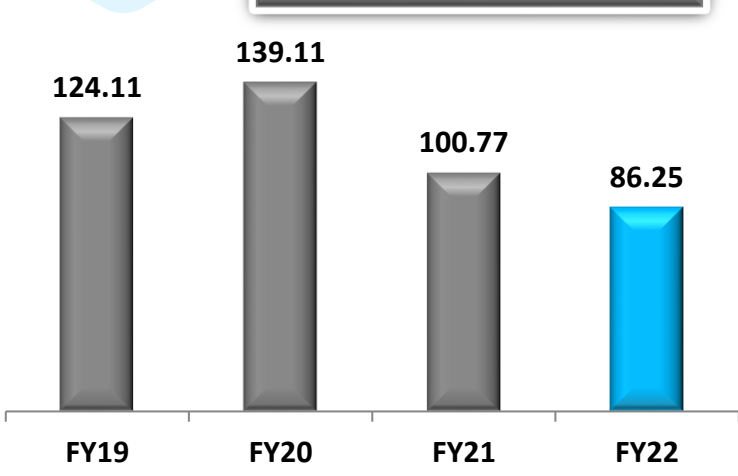
FY22 Consolidated Financial Highlights

Particulars (Rs. Crs)	FY22	FY21	YoY%
Total Income from Operations	86.25	100.77	(14.40%)
Cost of Material Consumed,	53.68	64.02	
Purchase of stock in trade	4.20	2.84	
Changes in Inventories	2.62	1.48	
Total Raw Material Expenses	60.50	68.34	
Employee Expenses	11.45	10.08	
Other Expenses	15.15	20.43	
Total Expenditure	87.09	98.85	(11.89%)
EBITDA	(0.84)	1.92	(143.84%)
EBITDA Margin	(0.98%)	1.90%	(288 bps)
Other Income	9.39	7.54	
Depreciation	7.05	7.25	
Interest / Finance Cost	1.39	1.24	
Exceptional Item (Gain) / Loss	0.00	0.00	
Share of (profit)/loss from investment in associate	0.00	0.00	
PBT	0.10	0.97	(89.36%)
Tax	4.39	(0.37)	
PAT	(4.29)	1.34	(419.53%)
PAT Margin	(4.97%)	1.33%	(630 bps)
EPS (In Rs.)	(0.63)	0.20	(415.00%)

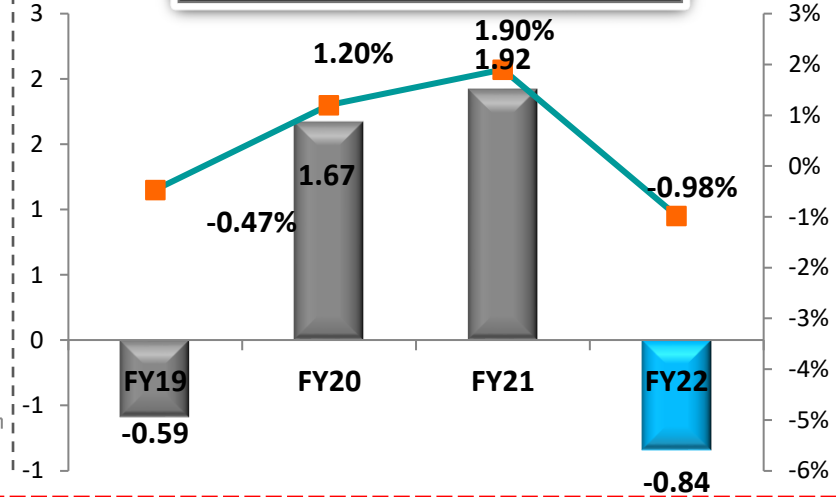
- Decline in revenue mainly on account of decline in third-party business of toothpaste category with marginal impact in toothbrush business as well and major decline in revenues from MLM companies
- Decrease in EBITDA is mainly due to decline in revenue
- Absence of Exports and lower than optimum capacity utilization continued to impact profitability

Consolidated Annual Financial Highlights

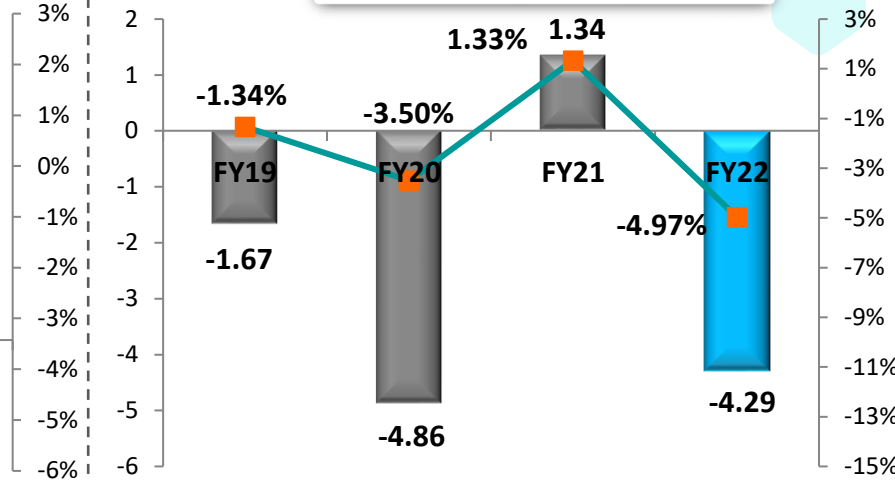
Total Income (Rs. Crs)



EBITDA* (Rs. Crs) & EBITDA%

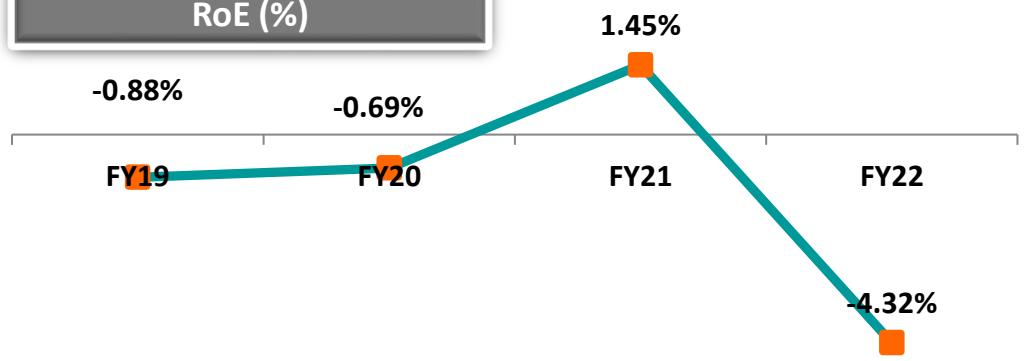


PAT (Rs. Crs)

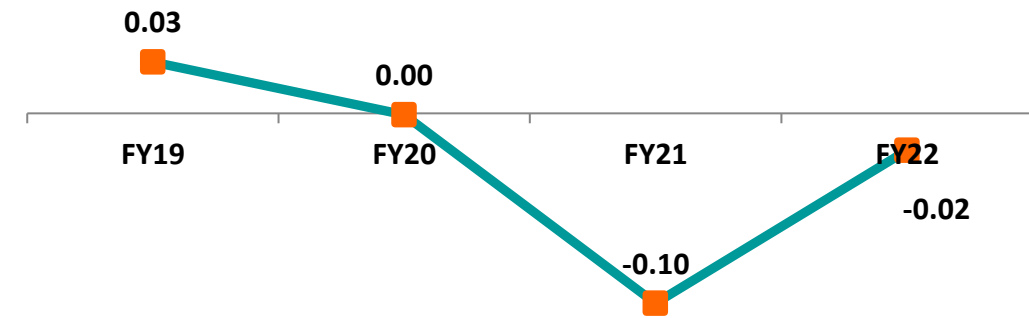


FY21- Exports significantly reduced due to Covid Pandemic & strategic focus on domestic business, impacting overall Financial performance

RoE (%)



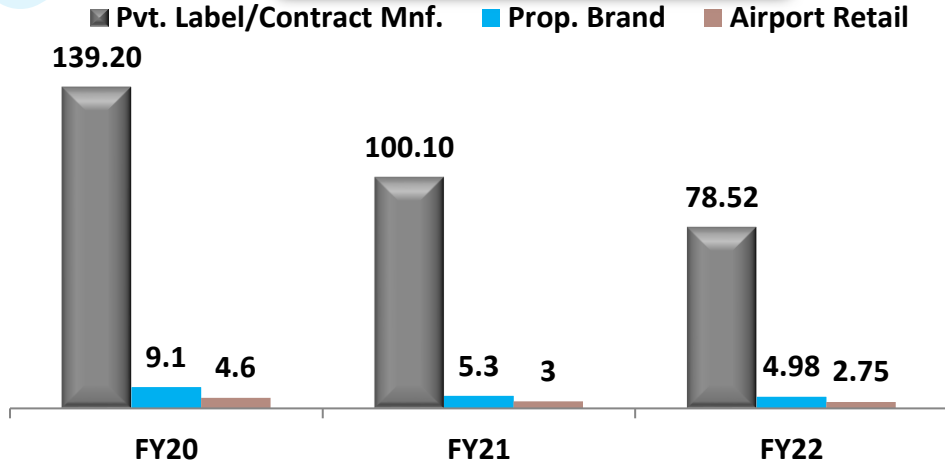
Net Debt to Equity(x)



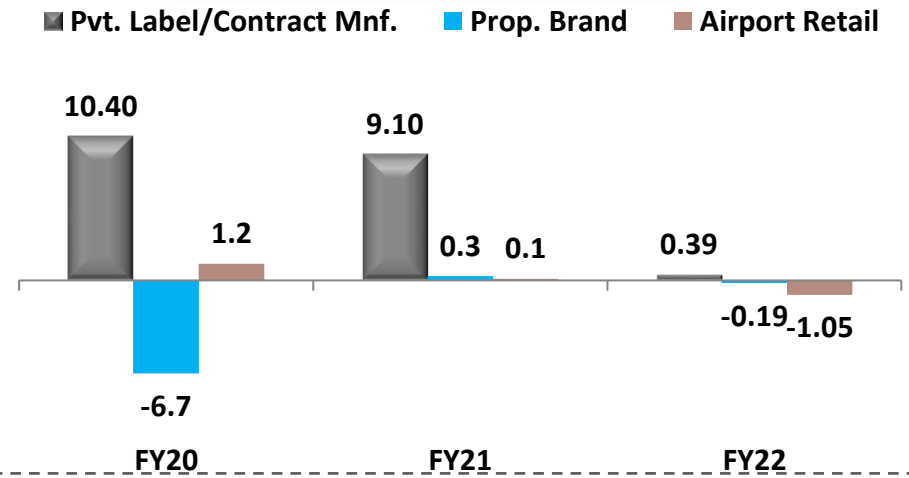
RoE = Net Profit/Net Worth
*EBITDA excluding other income

Consolidated Segment wise Revenue Break-up

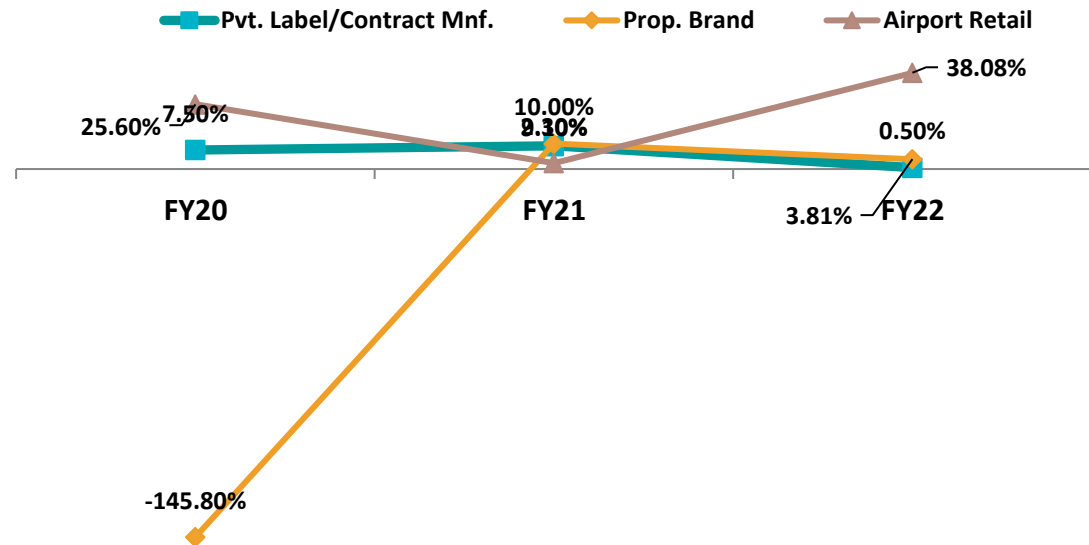
Segmental Income* (Rs. Crs)



EBITDA (Rs. Crs)



EBITDA Margin (%)



Strategic & Significant focus on domestic private label business

* Segmental Income includes Other Income from each segment respectively



Revenue Break-up - Private Label

Product wise Revenue Break-up

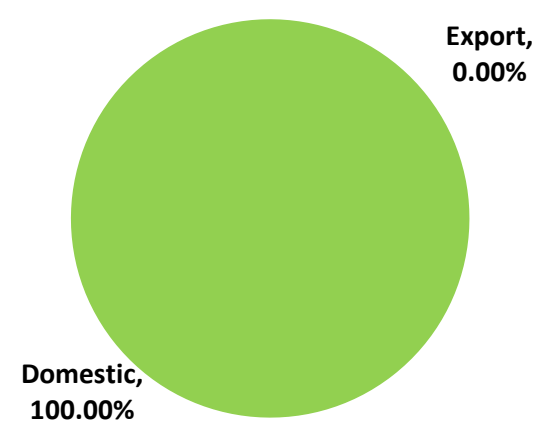
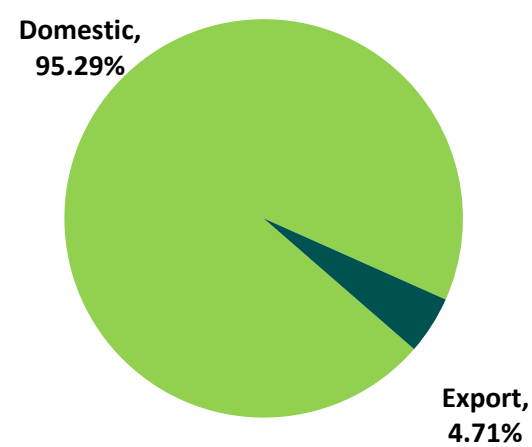
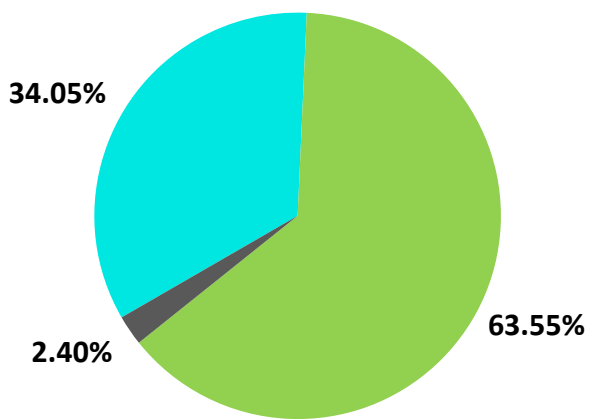
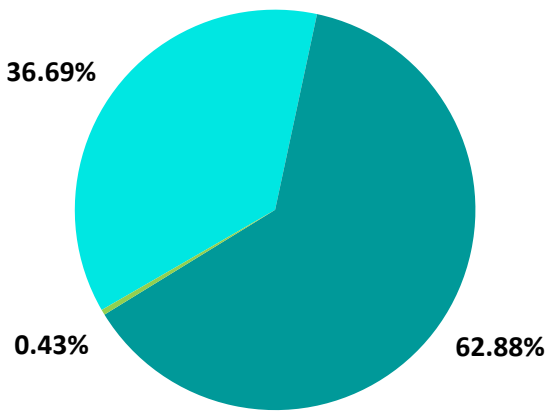
Geographical Revenue Break-up

FY21

FY22

FY21*

FY22



- Tooth Brush Domestic
- Tooth Brush Exports
- Tooth Paste Domestic
- Mouthwash Domestic

Exports have been significantly impacted due to Pandemic combined with strategic focus on domestic business

Consolidated Balance Sheet Highlights

Rs. In Crs	As on 31 st Mar'22	As on 31 st Mar'21
Shareholders Funds	195.05	197.96
Equity Share Capital	64.90	64.40
Other Equity	121.00	124.30
Non Controlling Interest	9.14	9.27
Non Current Liabilities	8.04	6.87
Borrowings	0.48	0.47
Lease liabilities	4.58	5.03
Provisions	1.54	1.36
Other Non Current Liabilities	1.44	0.00
Current Liabilities	18.91	23.13
Borrowings	0.20	0.00
Trade Payables		0.00
Micro and Small Enterprises	1.96	2.88
Other than micro and small Enterprises	11.88	13.10
Lease Liabilities	0.92	1.14
Other Financial Liabilities	2.40	4.07
Other Current Liabilities	1.33	1.80
Provisions	0.21	0.14
Total Equity & Liabilities	221.99	227.96

Rs. In Crs	As on 31 st Mar'22	As on 31 st Mar'21
Non Current Assets	143.04	107.01
Property, Plant and Equip	54.68	57.99
Capital Work in progress	19.96	8.92
Rights of use assets	2.71	4.08
Goodwill on consolidation	1.11	1.11
Other Intangible Assets	0.02	0.04
Financial Assets		
Investments	1.18	0.00
Loans	4.20	1.19
Others	0.05	0.61
Non-Current Tax Assets (net)	0.56	1.11
Deferred Tax Assets (net)	7.11	10.53
Other Non-Current Assets	51.46	21.43
Current Assets	78.95	120.95
Inventories	12.10	11.64
Financial Assets		
Investments	2.44	2.05
Trade Receivables	18.12	58.71
Cash & Cash Equivalents	5.29	20.79
Other Bank Balances	1.17	0.36
Loans	15.23	4.22
Others	5.44	4.86
Current Tax Assets	0.02	0.01
Other Current Assets	19.14	18.32
Total Assets	221.99	227.96



Company Overview

India's largest integrated manufacturer of oral care products



India's largest integrated manufacturer of oral care products

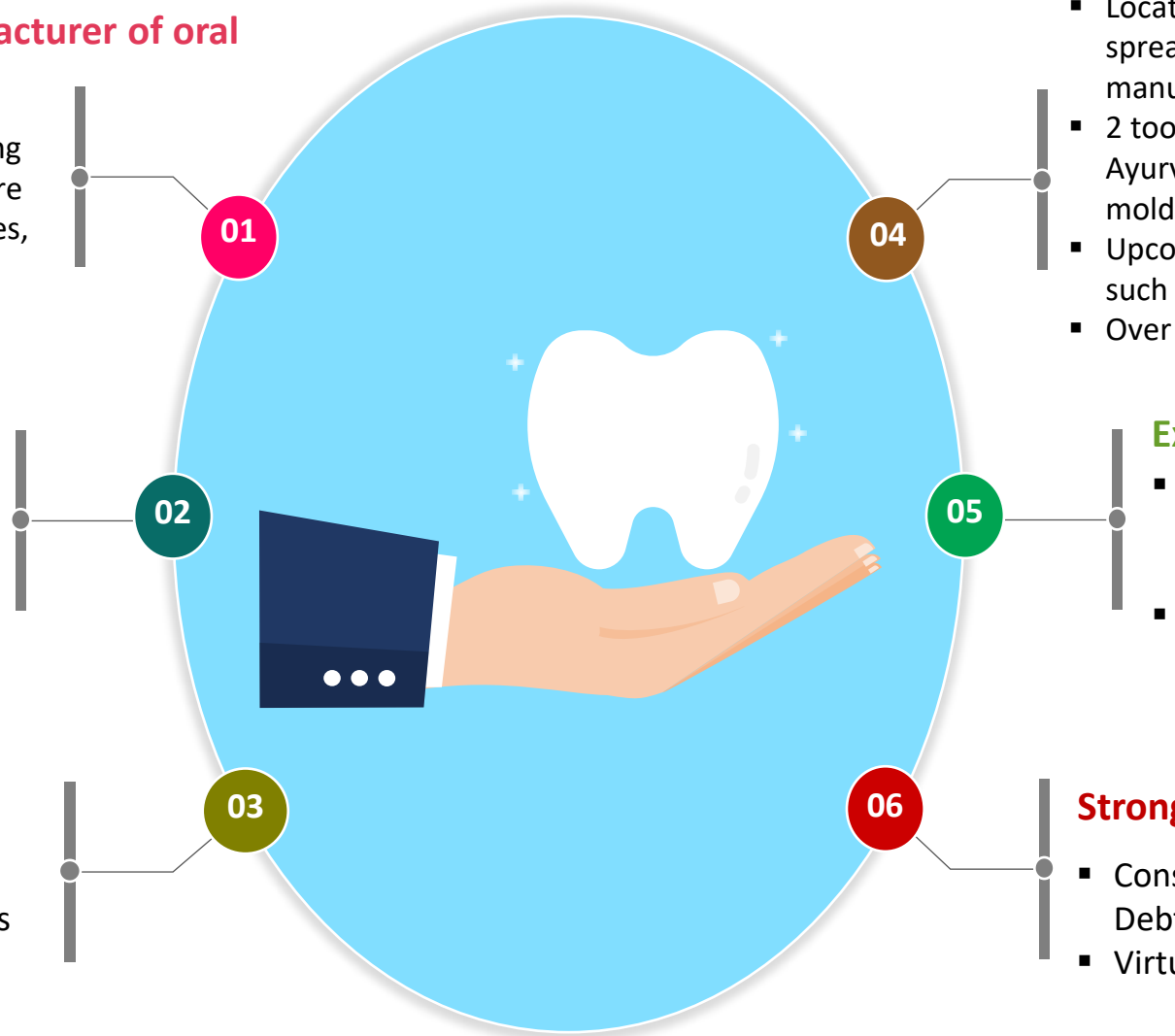
- Incorporated in 1997 as India's leading private label manufacturer of oral care products – Toothbrushes, Toothpastes, Mouthwashes and Denture Tablets
- Headquarter in New Delhi

Diversified Product Portfolio

- Leading manufacturer of Oral Care range for both Kids and Adult segments.
- Manufactures and sells oral care products under its proprietary brand 'Aquawhite'. The brand specializes in kids oral care products

Strong R&D Facility

- In house R & D means "Constant Innovation". This leads to quality products & newer concepts



Unique Manufacturing Facility

- Located in Kala Amb (Himachal Pradesh) spreading across 20 acres with 6 manufacturing units
- 2 toothbrush units, 2 tooth paste Units – Ayurveda and Cosmetic .Additional Injection molding units
- Upcoming Plant for personal care products such as Talc, Lotion, Shampoo etc.
- Over 200 Employees engaged at plant site

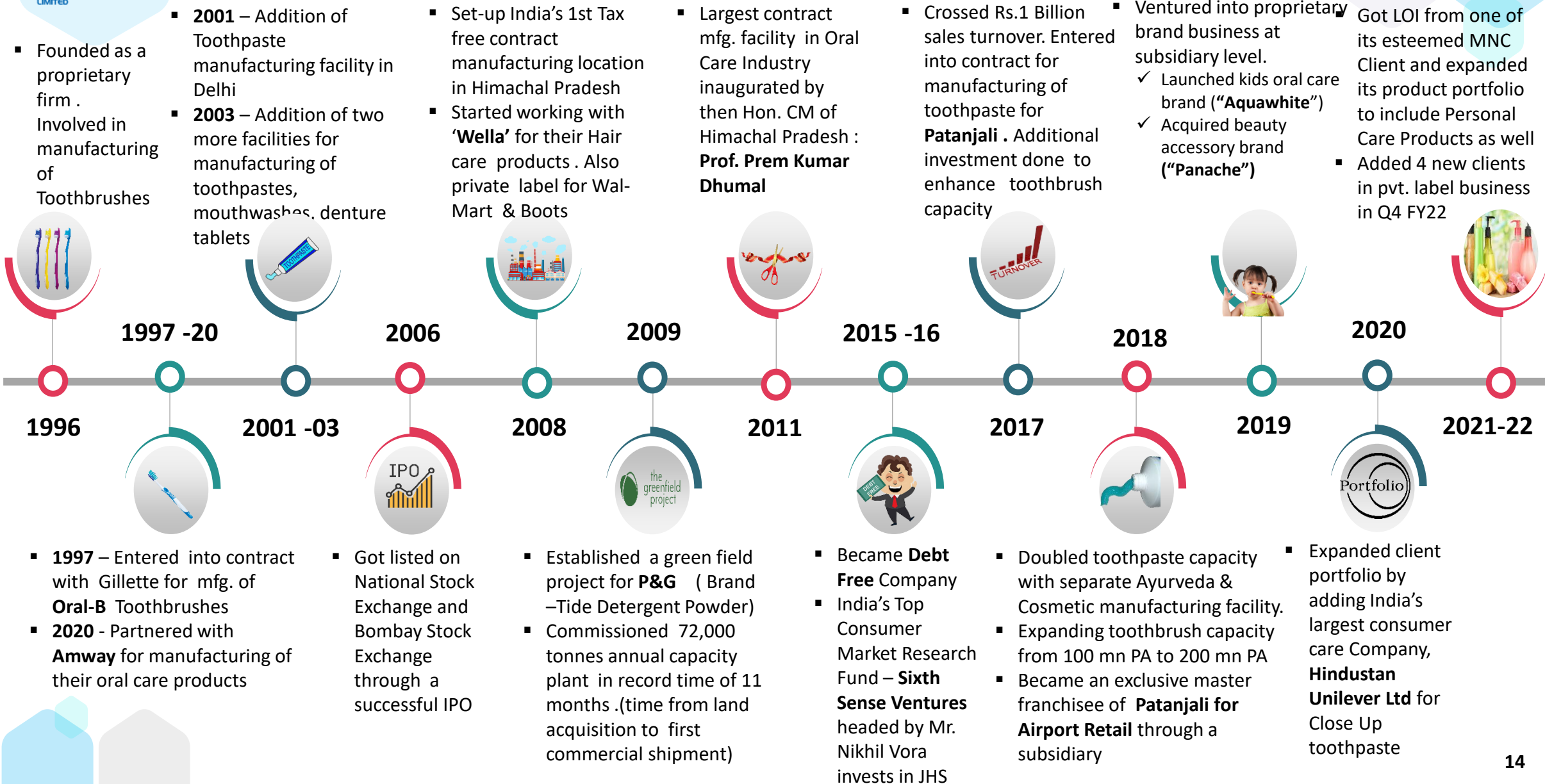
Experienced Sales & Distribution

- Well established sales & distribution system spread across entire India
- Supplies and access to strategic export markets such as US, Europe, Middle East, SE Asia etc.

Strong Financial Performance

- Conservative Balance sheet – Net Debt to Equity ratio -0.02 in FY22
- Virtually debt free

Journey so far...



- 1996**
 - Founded as a proprietary firm . Involved in manufacturing of Toothbrushes
- 1997 -20**
 - Entered into contract with Gillette for mfg. of **Oral-B** Toothbrushes
 - Partnered with **Amway** for manufacturing of their oral care products
- 2001 -03**
 - Addition of Toothpaste manufacturing facility in Delhi
 - Addition of two more facilities for manufacturing of toothpastes, mouthwashes, denture tablets
- 2006**
 - Got listed on National Stock Exchange and Bombay Stock Exchange through a successful IPO
- 2008**
 - Set-up India's 1st Tax free contract manufacturing location in Himachal Pradesh
 - Started working with **'Wella'** for their Hair care products . Also private label for Wal-Mart & Boots
- 2009**
 - Established a green field project for **P&G** (Brand –Tide Detergent Powder)
 - Commissioned 72,000 tonnes annual capacity plant in record time of 11 months .(time from land acquisition to first commercial shipment)
- 2011**
 - Largest contract mfg. facility in Oral Care Industry inaugurated by then Hon. CM of Himachal Pradesh : **Prof. Prem Kumar Dhumal**
- 2015 -16**
 - Became **Debt Free** Company
 - India's Top Consumer Market Research Fund – **Sixth Sense Ventures** headed by Mr. Nikhil Vora invests in JHS
- 2017**
 - Crossed Rs.1 Billion sales turnover. Entered into contract for manufacturing of toothpaste for **Patanjali** . Additional investment done to enhance toothbrush capacity
- 2018**
 - Ventured into proprietary brand business at subsidiary level.
 - Launched kids oral care brand ("**Aquawhite**")
 - Acquired beauty accessory brand ("**Panache**")
- 2019**
 - Expanded client portfolio by adding India's largest consumer care Company, **Hindustan Unilever Ltd** for Close Up toothpaste
- 2020**
 - Got LOI from one of its esteemed MNC Client and expanded its product portfolio to include Personal Care Products as well
 - Added 4 new clients in pvt. label business in Q4 FY22
- 2021-22**
 - Expanded client portfolio by adding India's largest consumer care Company, **Hindustan Unilever Ltd** for Close Up toothpaste

Founder & Lead Management's Experienced Profile

JHS is led by young, dynamic & self-motivated visionary, **Mr. Nikhil Nanda**. A first-generation entrepreneur, a man of strong judgment and deep insight, whose committed focus and dedicated passion has enabled JHS to emerge as one of the leading Oral-care manufacturers facility in the country.

A postgraduate from one of premier B-schools in India, Fore School of Management. He worked for a year before he pursuing his MBA. Mr. Nanda worked as a summer trainee under MD of Gillette in the year 1996 where he was drawn towards building his own business and not taking up a job during campus placement with Nestle.

Driving forces behind getting into manufacturing of Oral Care space were these thoughts:

In the year – 1997, Mr. Nanda's entrepreneurial journey began with three fundamental principles:

- ✓ Demand for oral care products was directly proportional to India's fast growing population. There was a huge market for expansion due to product's low penetration (49% in 1996). Entry of big brand names in the segment created a high opportunity for growth.
- ✓ Line model of manufacturing and technology creating the multiplier effect.
- ✓ Excise Exemption and SSI reserved product, hence an excellent opportunity for contract manufacturing.

This led to the creation of Svendgaard Labs later merged to form JHS, an Enterprise which initially manufactured toothbrushes followed by many more FMCG products. His strong business acumen and skills saw him bid for manufacturing mandates from various International & National oral care brands

JHS has grown over the years because of Mr. Nanda's sharp skills as well as by adopting the right growth strategy. This led to building its market presence and leadership in Oral Care category

JHS will respond with speed and sensitivity to great Indian consumption boom. We shall be the **brand behind brands**. Strive to be the most visible Indian brand capturing attractive upside of Indian consumption journey for our customers and shareholders



Nikhil Nanda

Founder & Managing Director

Strong Experienced Board of Directors

Our Board of Directors & advisors consists of professional from varied field with relevant experience, to ignite and lead new ideas as well as drive growth through their diverse experience



Mr. Nikhil Vora

- Best Analyst of India for consumer companies .
- MD-Sixth sense ventures.
- Heading Top PE fund of India



Mr. Rajagopal Chakravarthi Venkateish

- IIT-M & IIM-C,
- Ex -Country Head Oral-B, India.
- Held Management position in FMCG & Sports Industry



Mr. Safir Anand

- IP expert, Brand Strategist and Advisory to Fortune 500 companies



Mr. Kapil Manoch

- Specializes in Asset and Project Management, FDI investments, seed/ First Round Funding, strategy development, dispute Resolution



Smt. Balbir Verma, IRS (Retd.)

- Principal Chief Commissioner of Income Tax with over 37 years in department at various positions including 15 years in Mumbai as Commissioner of corporate circle



Mr. Mukul Pathak

- Associated with reputed Civil Services mentorship institutions over years

Paramveer Singh

(Chief Executive Officer)

- Area of Expertise: Process innovation/optimization, formulation and fabrication in Chemical, Process, Food & Beverage, EPC, Cosmetics, Pharmaceutical, Railways
- Industrial engineer with 20 years of experience in process, formulation and fabrication. His expertise encompasses erection, commissioning & maintenance of equipment for manufacturing oral care, cosmetics, chemicals and plastics

Jitender Sharma

(QA Head)

- Area of Expertise: New product development, Consumer insighting, Regulatory and Quality Assurance with strong knowledge of quality standards
- Experience of over 15 Years with Planning and project management skills, strong ability to lead and motivate a team; Works on different kind of formulation like Toothpaste (medicinally & Ayurvedic), Kids Toothpaste, Mouthwashes, Shampoo, Hand wash, Sanitizer and other type of personal care products & Home Hygiene care products (Detergents & cleansers)

Ashish Goel

(Chief Financial Officer)

- Area of Expertise: FMCG, Corporate Finance, Strategy, Banking, Fund Raising, Imports & Exports, Execution, Team Building
- M.B.A with over 11 years of experience as Finance Professional Skilled in Private Equity Funding, Mergers & Acquisitions (M&A), OTS, Capital Structuring, Focused Strategy Execution, Banking, Working Capital Management, Procurement, Imports & Exports, Commercial Contracts and Litigation

Kashyap Boruah

(GM – Private Label)

- Area of Expertise: Product launch, market plans execution, pre sales efforts, competition and market analysis
- Experience of 15 years in the areas of Chemicals, Packaging and Contract Manufacturing

Key Strengths

- Leading manufacturer of oral care range for two and a half decades . Caters to both Kids and Adult segment.
- Manufacturers of Toothbrushes, Toothpastes, Mouthwashes, Laundry detergents, Hand sanitizers, Room Fresheners and Denture Tablets
- **Biggest USP: Single entity across the world to manufacture both toothbrush and toothpaste in one campus . This ensures cost saving upto 10% for combo / value products**
- State-of-the-art manufacturing facilities located at Kala Amb, Himachal Pradesh.
- Additional land bank and tax benefits for immediate capacity / category expansion.
- Toothpaste unit continues to enjoy tax benefits under new GST policy
- Conservative Balance sheet – Net Debt to Equity ratio -0.02 in FY22
- Virtually debt free



- Closely working with reputed FMCG brands - domestic and global.
- Majority of outsourcing relationships with customers are long-term contracts. Every year new SKU's are being added to product line providing adequate revenue visibility
- Managing Director, Mr. Nikhil Nanda engaged in oral care business for more than two decades.
- Dynamic & rich experience across business verticals.
- Diverse team with right mix of operational & technical expertise .
- A dedicated and skilled employee base



Business Overview

A leading oral care brand in Delhi and the NCR region



Private labelling for prestigious Brands

PATANJALI



TRIPLE ACTION ACTIVE CARE CURVY SENSITIVE JUNIOR ALL IN ONE CARBON HD

CLASSICO BRANDS



English-perfect Flexi

LEEFORD



Enshine

AMWAY



PERSONA CLASSIC PERSONA JUNIOR PERSONA ADVANCED AMWAY GLISTER

DABUR TOOTHBRUSH



Binaca Top Lg Binaca Fnt Binaca Clean Duo Binaca Super Clean Binaca Top

PHAMEASY



PACK OF 2

PAM



Pam Sensitive-pro

SPENCERS



Bath & Beauty Active Clean Pack Of 4 Bath & Beauty Popular Flexi Pack Of 4 Bath & Beauty Popular Flexi Pack Of 8 Bath & Beauty Tongue Cleaner Bath & Beauty Sensitive Pack Of 4

DABUR TOOTHPASTE



DABUR BABOOL



DABUR BABOOL
AYURVEDIC



DABUR
MESWAK



DENTASSURE
TOOTHPASTE

VESTIGE

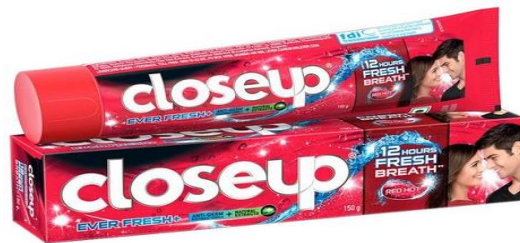


DENTASSURE
MOUTHWASH



DENTASSURE
TOOTHBRUSH

HUL



CLOSE UP- FRESH BREATH

ME N MOM



MEE MEE
STRAWBERRY TOOTHPASTE



MEE MEE
ORANGE TOOTHPASTE

Manufacturing Facilities

- ISO-certified, state-of-art manufacturing facilities at Kala-Amb (Himachal Pradesh), India with additional land bank and built-up unit to turn around any new initiatives / projects immediately
- Fully integrated oral care unit to manufacture toothpastes and toothbrushes in same premises, reconciling completely different manufacturing competencies - mechanical and chemical under one roof



Toothpaste Manufacturing



Toothpaste Unit



Main Mixing Tank

Toothbrush Manufacturing



Moulding Shop Floor



Bristling Operations



**Zahoransky Tufting &
Trimming Machine**



- In house R & D means “Powerhouse of innovation”
- **Client’s products, formulae, or ideas-** All this can be turned into customized commercial products. JHS has its own internal target to distinguish themselves from any other manufacturers . It has customized capabilities to develop and manufacture each product with complete responsibility for best quality and available to all sections to our society.

Key highlights of Research and Development at JHS are:

- R&D for oral care for any new formulation in both Ayurvedic & Cosmetic category.
- R&D for Personal Care & Toiletries at South available but still under negotiation for acquisition
- Immediate team of R&D consultant available to develop formulation for Personal and Toiletries if required now





Toothbrushes

- High end rotating, Hot runner mold with Twin Barrel machine for premium quality Injection Molding of double & triple color component handle;
- 33 + 4 (Single barrel / Double Barrel) Horizontal Injection Molding Machines of L&T and Haitian
- 27 Vertical Injection Molding Machines and 4 rotatory machines
- 74 [6 (Integrated) + 41 (Tufting) + 27 (Trimming)] Bristling Machines from ZAHORANSKY of Germany, Boucherie of Belgium and Alpha Plus from Taiwan
- 5 Auto Packaging Machines from ZAHORANSKY, Hoonga & Boucherie to Form / Seal / Cut Toothbrushes automatically
- 2-layer manufacturing facility to do low cost as well as high-cost toothbrushes at separate locations with requisite GMP standards as per product/customer requirements



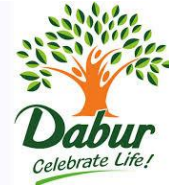
Oral Care, Personal Care and Health & Hygiene

- 4 & 5 Tonnes capacity of Main Mixing Tanks
- Separate facility & licenses for Cosmetic & Ayurvedic Products
- 75 + 50 Tones Storage tanks of Sorbitol tank
- 3 nos. Storage tanks of Paste Holding
- Paste contacting areas are with MOC of SS316L.
- Completely automated PLC controlled batch making process
- Class 100,000 certified site as per PHARMACOPIA
- USP 32 Grade of DI Water System to provide injectable grade of filtered water to support Micro free production / product
- 5 Micron Filtered AHU
- 7 + 1 Nos. High Speed fully integrated filling lines of 120 TPM & 150 TPM from Wimco
- FDA Norm compliant site



Mouthwashes

- 2.5 Tones of main mixing tank
- 2 Tones of storage tank
- 1 Nos. 6 Nozzle high speed fully integrated filling lines
- Fully automatic packaging machine
- 5 Micron Filtered AHU
- Alcoholic and Non – Alcoholic formulations developed



* erstwhile clients

- In 2013 – The group ventured into marketing of own brands through its subsidiary “**JHS Svendgaard Brands Ltd**” with **Aquawhite™** as **it’s proprietary brand**. Aquawhite products are being manufactured in the same facility which does the contract manufacturing for acclaimed global brands .
- **In 2018, brand developed and promoted a strong focus on Kids Oral Care range** with industry first safety and compliance features

Focus on Kids segment



Impetus on product innovation and tactful use of licensing of kid's favourite characters has created a strong portfolio targeting kids . The Company is all set to make the mundane brushing activity more fun and exciting for kids i.e., by developing kid’s friendly products promoting Better Health / “Two Two ka Formula”

Innovation in design and formulation



- Products are testimony to innovative approach
- Toothbrushes are specially designed to help children understand “Two Two ka Formula” with products like ‘2-minute auto off **Music**’ in toothbrush, ‘2-minute auto off **Flashlight** in toothbrush’ and **Sand Timer** to time the brushing
- These are flagship models that demonstrate innovation at its best and make kids brush for stipulated time in a playful manner to aid habit formation
- Licensed usage of characters like Chhota Bheem, PAW Patrol etc are being utilised in a manner that integrates characters into products

Fluoride Free’ toothpaste ensures **well-being of kids even when swallowed**, and compliance is induced through various **flavours** and a range of **exciting engagements through their favourite characters**

- ① Unique Designs ② Innovation ③ Exclusive Character Tie-up ④ Presence in all ranges



Character Tie-up



Character Associations

- **Aquawhite** is only brand that has a huge kid's character in its portfolio. Official brand-tie-ups and licensed usage of popular & favorite kid's characters like – Chhota Bheem, Chutki, Shimmer & Shine, PAW Patrol, Pokémon, SpongeBob Square Pants, Angry Birds, Peppa Pig, Shiva, Hello Kitty gives us an edge over competition. This makes for an instant connect with kid's attraction & attention, thereby giving their mothers one less reason to worry about



Communication

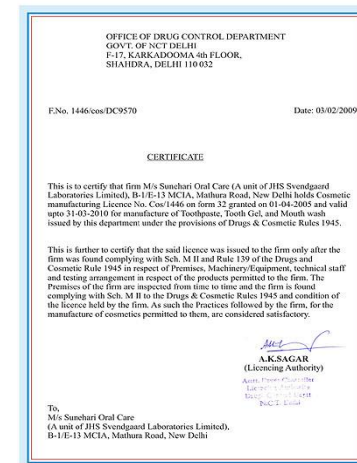
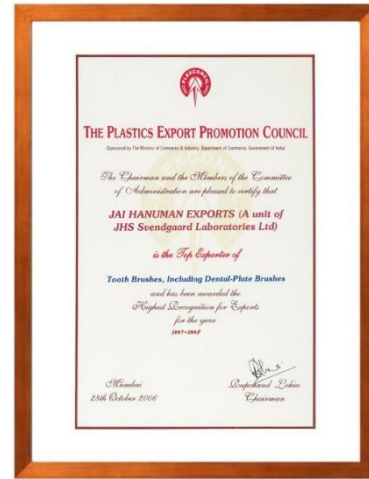
- Emphasis on communication is basic proposition of brand being a playful partner to kids ,to aid healthy habit of brushing for 2 minutes, 2 times a day. To a mother, the brand is a helping hand who alleviates task of brushing which is hitherto been a difficult one. Created **"BRUSH-MATES"**, a property to let kids pick up their favourite Brush-Mate

Hum hain aapke
BRUSH-MATESTM
 Din aur Raat, Suraksha mein saath saath



Within the year of launch Aquawhite is amongst top 3 kids brands in Delhi-NCR

Awards & Achievements



- As a responsible Corporate Entity, we are committed towards the society for up-liftment and development of local communities and NGOs. We leverage our resources, experience and geographic spread, to undertake initiatives with lasting results, benefiting communities around.
- Our goal is to address social, spiritual, environmental, and ethical aspects responsibly. This helps us coexist sustainably and in harmony with environment and communities. We continue donating Food, Books and Oral hygiene products to children on many occasions :

GOD HANUMAN Ji's STATUE :

- **At Shimla - Capital of Indian State at Himachal Pradesh:**
 - ✓ Place: JAKHU Hill Temple – Worlds highest 108 ft. idol of God Hanuman was installed, in 2008
- **At Morbi – in the State of Gujarat :**
 - ✓ Place: Khokara Mandir, Bela Road, Bharatpur, 108 ft. statue is under construction
- **At Rameshwaram - Southern India State of Tamil Nadu**
 - ✓ Land is already purchased, currently applied for Govt. Permission to construct 108 ft. Statue of God Hanuman Ji

DONATION :

- **Sahyog Trust - Delhi :** Donate regularly Food items like Rice, Pulses etc.
- **Morbi Temple School :** Donate Oral Hygiene products, helping in Education of Girl Child by providing books, benches, uniforms and sport-kits
- **Seva Bharti Charitable Trust – Delhi :** Regular donation is given to this NGO with their focus areas for Poor children education, Health care for poor and under privileged, Social welfare centers by helping poor girls education, their marriage, health care, helping poor by giving them training in centers at various places for sewing classes, computer learning, beauty job training etc.
- **SVHM (Swami Vivekananda Charitable Hospital) – Dehradun :** Donated to this Charitable hospital which is running for under privileged sections of the society

There is nothing more rewarding than giving back to society and making a positive difference

Way Ahead





Plans to expand geographical footprint

- By way of M&A, planning to expand its footprints in Central and Southern parts of India

Venture into new project/ product development

- Expanding product portfolio by including Talcum Powder, Soap Bars, Food category (quick snack range) and Personal care products

Plans to expand customer base

- With enhanced portfolio of product categories and geographical footprints, penetrating with existing client base

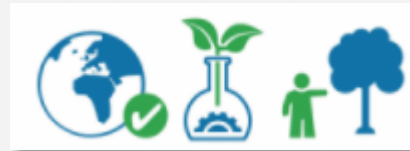
Growth and expansion of existing product verticals

- Constantly develop new products through in-house R&D
- Expand existing product portfolio to newer geographies

Plans to grow Capacities

- Enhancing capacity for existing product categories
- Focusing on entire range of ayurvedic products

ESG Initiatives



Environment

- Committed towards cleaner, greener and healthier environment.
- Waste generated is regularly recycled and used.
- Have a Waste Management Company on board - in case of any left overs for proper disposal of waste.
- Green Category operations duly followed and complied with.
- ETP / STP installed to recycle water.
- Increasing the green cover around all plants.



Social

- Contribute towards education of underprivileged children.
- Facilitating the treatment of needy people suffering from chronic diseases.
- Contribution to the Charitable society for religious / cultural development.
- Contribute towards skill development among the local population.
- Recruitment of rural youth for manufacturing operations.



Governance

- M/s S.N. Dhawan & Co. for statutory audit and M/s VSD & Associates for internal audit and M/s Mohit & Associates, Company Secretaries for Secretarial Audit.
- M/s Corporate Professionals on board for complete handholding and diligence on Corporate & Secretarial Matters.
- Four independent board members out of Six.
- Widespread shareholding of the Company, with more than 25K public shareholders holding approx. 60% equity.



Thank You



For further information, please contact:

Mr. Ashish Goel / Mr. Kashyap Boruah

JHS Svendgaard Laboratories Ltd

Email: ashish@svendgaard.com, kashyap@svendgaard.com

Website: www.svendgaard.com

Ms. Savli Mangle / Mr. Amit Sharma

Bridge Investor Relations Pvt. Ltd.

Tel: +91 9833361003 / +91 9867726686

Email: savli@bridge-ir.com, amit@bridge-ir.com

Website: www.bridge-ir.com

