

SASTASUNDAR VENTURES LIMITED

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CIN: L65993WB1989PLC047002

Date: 17-02-2021

To
The General Manager
Department of Corporate Services
BSE Limited
(Designated Stock Exchange)
Phiroze Jeejeebhoy Tower
Dalal Street, Mumbai - 400 001

To
The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Mumbai - 400 051

Ref: *BSE Scrip Code: 533259; NSE Symbol: SASTASUNDR*
Sub: *Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015*

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find attached herewith a presentation on the earning update, business and operations of the Company.

This is for your information and record.

Thanking you,

Yours faithfully,

For Sastasundar Ventures Limited

Pratap Singh

Pratap Singh
Company Secretary and Compliance Officer



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 **SastaSundar**.com
health & happiness

Consistent access to Affordable
Healthcare

Investor Presentation
February 2021

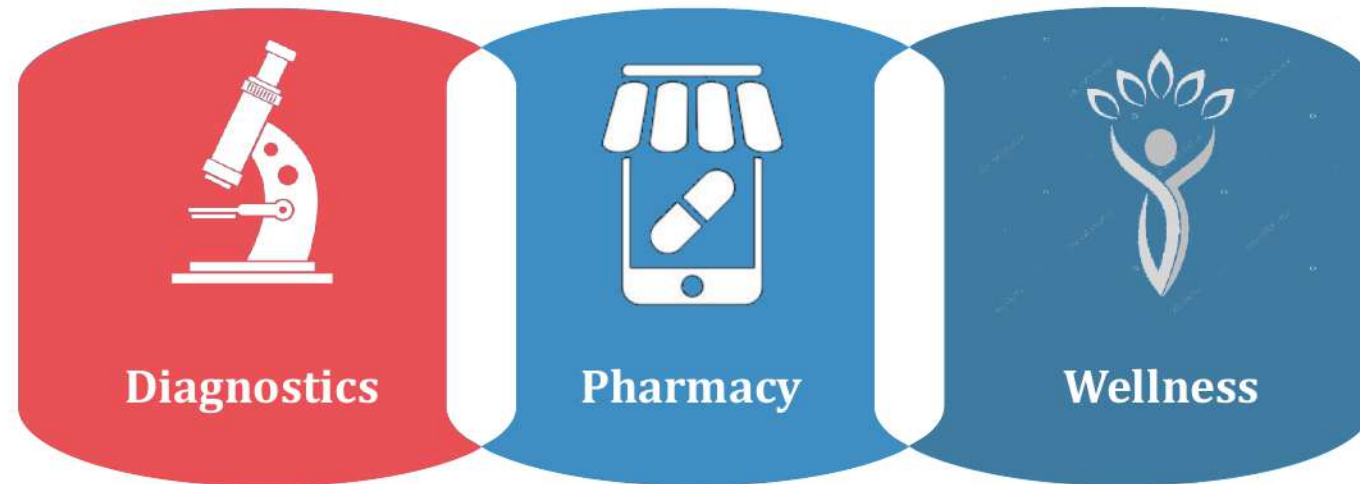
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“ Providing comprehensive solution for all the healthcare needs - from preventive care to diagnostics to medicine procurement to doctor consultation ”



The name '**SastaSundar**' is derived from a popular Indian phrase in terms of consumer experience of **Savings** and **Quality**.

“ SastaSundar.Com: An Online Pharmacy & Digital Platform of Healthcare ”

supported by a network of physical counselling and service centres called 'Healthbuddies'

By integrating AI and data analytics with personal counselling, SastaSundar is providing a comprehensive solution to a wide range of healthcare needs

Preventive Care



Diagnostic Services

Medicine Procurement



Doctor Consultation



Pharmacy, Diagnostics & Wellness all under one roof and one click

SastaSundar: Healthcare for Local's

Online Pharmacy and Digital Platform of Healthcare

SastaSundar connects local trust and services with available healthcare resources in the most efficient way

SastaSundar

Digital Healthcare Network


Pharmacy + Diagnostics + Wellness

=

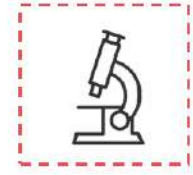
“Complete Healthcare Solution”



25,526 pin codes serviced across Pan-India via couriers & 1,934 pin codes serviced by Healthbuddy network



Innovative **“Healthbuddy”** ecosystem for Local care




Genu Path Labs ensures accurate diagnostics




Know Health: free-for-all online repository of health information



B2B platform **‘Retailer Shakti’** to support neighborhood Pharmacies



Technology-focused for enhanced consumer experience



Higher efficiency due to **low** cost of **Customer Acquisition, Delivery & Operations**



Our Reach covering urban, semi-urban to rural

Problems SastaSundar is Solving

Accessibility

- Problem of consistent access to affordable, quality healthcare in a convenient manner

India: richness of healthcare resources running in its veins

- 3rd largest producer of medicines worldwide
- Producer of 50% of the world's vaccine
- World's largest producer of milk
- 2nd largest vegetable producer of the world
- Rich pool of talented doctors and healthcare workers
- Country of yoga

Last mile: Do not find access to the sufficient resources

- Presence of counterfeit/false medicines in retail
- About 53% of total deaths are projected to be from chronic diseases
- About 75% of diagnostic services are unorganised leading to quality deficiency and unequal access
- About 65% Indians do not have consistent access to affordable healthcare



SastaSundar.com

Consumer-focussed

Technology-driven

Innovative Healthbuddy Ecosystem – Local Care


Efficient in terms of Consumer Experience & Cost


Reach from Urban to Rural


A Data-Driven
Efficient Distribution Ecosystem





SastaSundar has created a meaningful impact on livelihoods across India

- 

65%
Indians do not have regular access to medicines
- 


60%
Of dietary supplements sold in India are counterfeit
- 

60%
of deaths in India are due to chronic disease
- 


Large presence of **counterfeit/false** medicines in retail
- 

India has one the **highest** incidence of lifestyle related diseases


...With Sastasundar

- 

Authenticity –
Genuine Products Guaranteed

 - SastaSundar sources medicines **only from authorised sources** (pharma companies, C&FA and authorised distributors)
 - Multiple systems in place to ensure **no pilferage and counterfeit products**
 - **Fully compliant** with government rules & regulations
- 

Equitable –
Access to medicines

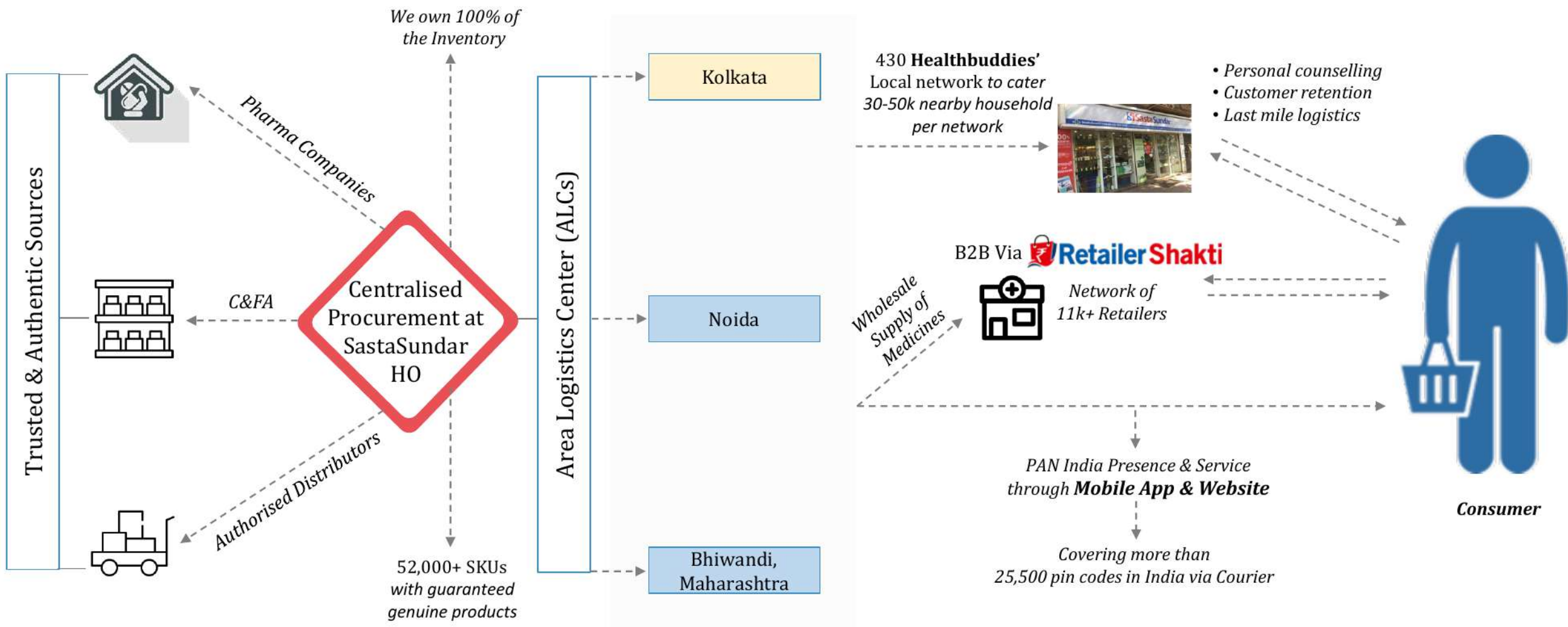
 - **~32% of GMV is contributed from rural/semi-urban areas**
 - SastaSundar is able to **reach even remote areas** that typically do not have access to medicines
 - Provides assisted **e-commerce services through HB9s** thus mitigating the issue of technology and language barriers
 - Due to its highly efficient sourcing, SastaSundar is able to **reduce cost of medicines for customers** registered on its platform
- 

Promoting –
Micro-entrepreneurship at grassroot levels

 - SastaSundar has **430 Health-buddy Centres (HBs)**
 - SastaSundar aims to reach a network of **5,000+ HBs upon Pan-India expansion**
 - SastaSundar's business model provides a fast-growing source of income to HBs thus positively impacting livelihoods

Sources: EY Report - India Emerging I Pharma's evolving business models; ASSOCHAM : India dietary supplement data; Report by Center for Science and Environment

Consumer focused business model



“Healthbuddies”: a Unique & Resilient business model

“HEALTHBUDDIES”

Provide assisted E-Comm Services, Last Mile Logistics and Customer Support

Who is Healthbuddy

- Health-buddy is an **Associate /Franchisee** of SastaSundar
- Low cost physical healthcare centre with the licence to function as **'Retail Chemist and Druggist'** and is equipped with the digital **'Know Health'** info bank and qualified pharmacists



Role of Healthbuddy

- Enabling **last mile delivery** of medicines & healthcare products
- **Counselling** of patients and maintaining customer relationships
- Serving as an additional marketing channel
- **Cross-selling** and upselling of services



How is the Healthbuddy enrolled?

- Interested parties can **apply online** to become Healthbuddy
- SastaSundar also has a **Healthbuddy acquisition team**
- Selection is done via a **stringent vetting process**



Health-Buddy on-boarding & training

- SastaSundar conducts **formal training** and on-boarding sessions for all new Healthbuddy franchisees
- **Training and education** are provided on customer handling, product offerings, etc.



Integrated Supply Chain

- Fully integrated dedicated logistics network
- Dedicated delivery fleet from warehouse to Healthbuddy (HB) centres
- Last mile logistics managed by HBs

Assisted E-commerce

- Assisted e-commerce provided by Healthbuddies enable local trust and rich consumer experience
- Trusted channel to market other ancillary products & services

Social Change

- Consistent access to high quality affordable healthcare in a convenient manner
- Huge employment generation potential
- Promotes local entrepreneurship

SastaSundar has built an exclusive network of **Healthbuddies** and connected them with the centralised inventory & resources via the SastaSundar digital connectivity



430 Entrepreneurs creating
2,500+ jobs in their localities

Genuine Products Guaranteed



Unique Model to guarantee Delivery of Genuine Products with GENU CHECK Process
Delivered 20mn orders along with the satisfaction of 'Being Genuine'


Genu Path Labs: Accuracy Guaranteed



NABL Accredited Lab where everything revolves around
Meticulous Assay of Quality Evidence

Services offered include Pathology Tests, USG, Digital X-Ray, ECG, TMT, Doppler, Holter, PFT and Echocardiography among others

Accuracy Guaranteed



- 01 ● *Highly experienced Clinical Team*
- 02 ● *Advanced High-End Equipment*
- 03 ● *Stringent Quality Norms - EQAS, ILC*
- 04 ● *Strong Process Control QuaGen^{LR}*



High Quality Testing

Advanced Automated Equipment



Affordable Costing

External Proficiency Testing Services Partners



Get your
Diagnostic Test
done at comfort of your **home**

-  Free Home Collection
-  Report Delivered at Home
-  Report Available on App
-  Maximum Savings
- Accredited NABL Accredited Lab

Retailer Shakti: Empowering Retailers



B2B Platform which supports small pharmacies

Connects the Retail Shops with its **52,000 + Products Inventory** and helps them in **transforming from a small Retail Shop into a super-departmental stores**

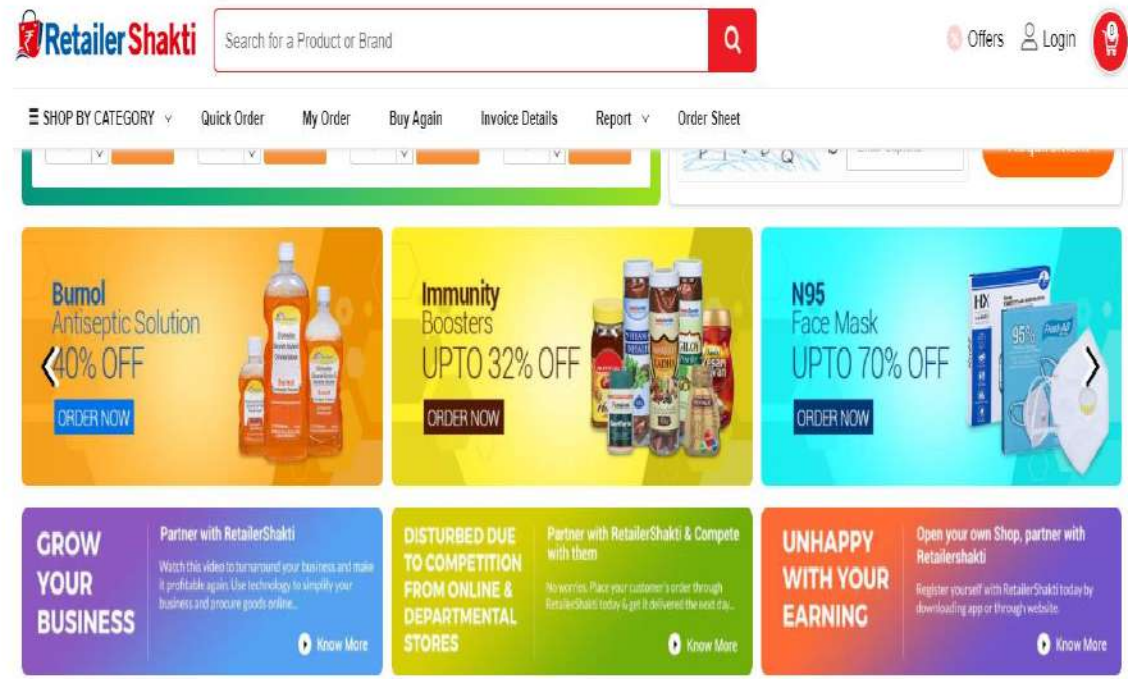
- Check Online @ RetailerShakti.com
- Place Order
 - Get products delivered at Retail Shop
 - Deliver to Consumer

Challenges

- Supply of genuine medicines
- Finance and fulfilling prescriptions
- Space constraint in their shops for large number of SKUs of medicines, and unable to supply wider range of Health Foods & Wellness Products

Benefits

- Retailers get connected with organised **Inventory, Technology & Finance**
- Competitive advantage in terms of offering a **wide range of products, price & experience**
- Empowers the retailers by making them capable of **competing with organised retail**
- Increases their efficiency in terms of **space utilisation, inventory and finance management**



Values we deliver to Our Customers

1 Genuineness

- Owns 100% inventory at its central warehouse including the complete trail from procurement to delivery
- Sources medicines only from authentic sources (Pharma companies, C&FA and authorised distributors)

2 Availability

- Order fulfillment due to real-time inventory tracking on the app
- 18 lakhs orders delivered during Covid-19 lockdown (April-June) with services not closed even for a single day
- Expanding to Tier 2, 3 cities and even to remote villages in the country

3 Counselling

- 23000+ families using YANA Diet & DNAVITA to reduce medicine intake & improve lifestyle
- Information on medicines along with corresponding substitutes are available
- Largest online knowledge resource libraries on COVID-19

4 Personalisation

- Use of data analytics for the customer to provide a personalized experience.
- The integrated data on medicine, wellness and diagnostics helps the customer to use the integrated search based upon health, maintain the corresponding records and use them for managing health and happiness

5 Guaranteed Delivery

- Deliver all orders within the promised timeline
- Owing inventory helps us in ensuring faster and seamless delivery

6 Sustainable Discount

- Sustainable discount (minimum 15%) passed on to the customers owing to our efficient operations
- Bulk procurement helps us in buying, leveraging & bettering trade terms

Experienced Board of Directors



- FCA, FCS and FCM by education and has an experience of more than 20 years working as an entrepreneur and a social worker.
- Areas of work include digital platform of healthcare and financial services.

Mr. B L Mittal

Founder & Executive Chairman (Sastasundar Healthbuddy Ltd)



- FCA by education and is a seasoned entrepreneur with more than 20 years of demonstrated experience in scaling businesses from scratch.
- Areas of work include digital platform of healthcare and financial services.

Mr. Ravi Kant Sharma

Founder & CEO (Sastasundar Healthbuddy Ltd)

Mr. Parimal Kumar Chattaraj

- Bachelor's in science, a post graduate diploma in management and a bachelor's in law
- Experience of over 30 years working as an entrepreneur, management professional and legal advisor
- Areas of work include contributing to business strategy, aligning employee skill to business, creating learning organisation, leadership development and organisation & HR solutions

Mrs. Abha Mittal

- Commerce graduate and holds a diploma in fashion designing
- Multiple years of experience working as a social worker and environmentalist
- Areas of work include NGOs and organic farming

Mr. Rajeev Goenka

- Graduate in economics and has an experience of over 2 years working as a marketing and sales professional
- Areas of work include blending, bottling and distribution in the domain of IMFL brands & real estate

Mr. Bimal Kumar Patwari

- Electronics engineer and MBA by education
- Founder of Pinnacle Infotech Solutions and has 29 years of rich experience as the entrepreneur
- Area of work includes BIM-based engineering and architectural solutions

Mrs. Rupanjana De

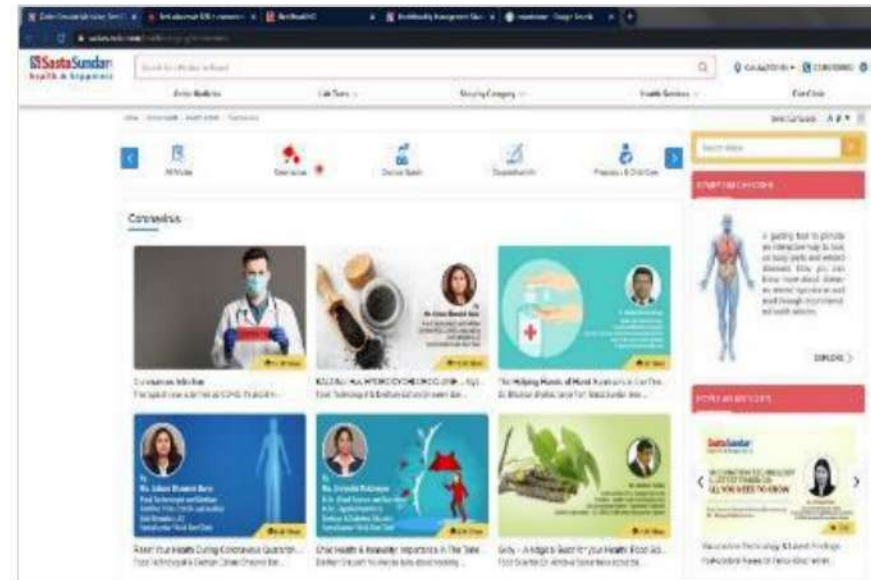
- FCS & post graduate qualifications in law and economics
- Has over 19 years of experience working as a corporate legal professional
- Areas of work include company law, legal compliance, management, corporate governance, Corporate Social Responsibility and quality control

Social Responsibility is in the DNA of Our Business

During the COVID-19 lockdown phase (April to June 2020), 18 lakh orders were delivered, and our services were not closed even for a day. We had taken all necessary safety measures while delivering orders to our customers.



During the COVID-19 lockdown phase (April to June 2020), we had created a large knowledge bank of 1000+ health articles, videos, posters, booklets and infographics related to COVID-19 in English and vernacular languages. Furthermore, we organised Facebook live sessions with renowned doctors to generate mass awareness.



A Ground-Breaking Interactive Session on

COVID-19
THE FIRST SIGN
and THE FIRST AID

 **Dr. Vijay Kejriwal**
Eminent Pediatrician
and Neonatologist
Alpha Nursing Home & Services Clinic

In Collaboration with
B. L. Mittal
Founder & Executive Chairman - SastaSundar



A Myth-Busting Interactive Session

COVID-19
From PREVENTION
to TREATMENT

 **Dr. Bodhisatwa Choudhuri**
MBBS (Diploma of Postgraduate
& Critical Care and COVID Model
Officer - ILS Hospital, Howrah

In collaboration with
B. L. Mittal
Founder & Executive Chairman - SastaSundar





Mitsubishi Corporation



Rohto Pharmaceutical Co., Ltd.

At Business Level

At Consolidated Level

Auditors

S.R. Batliboi & Co. LLP
(a member firm of EY)

Singhi & Co.

Unique first-of-its-kind features for Superior Customer Experience

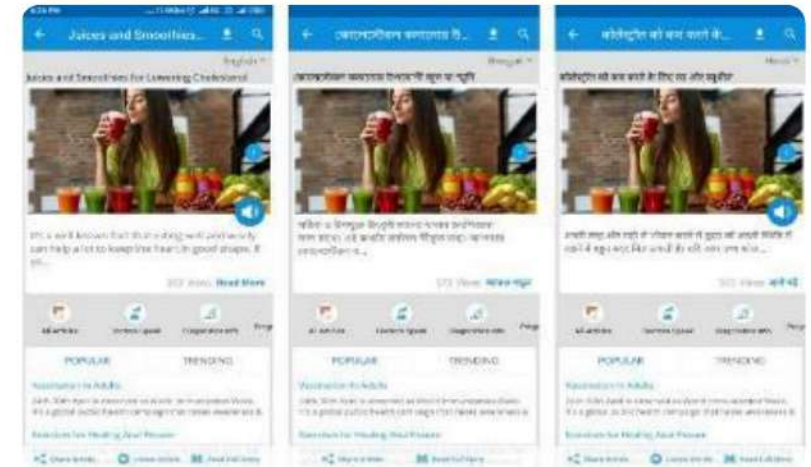


Google App Rating: 4.6

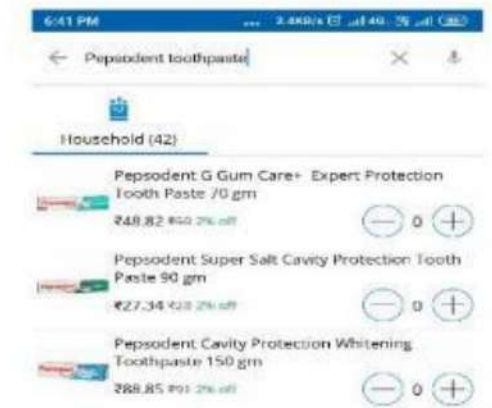
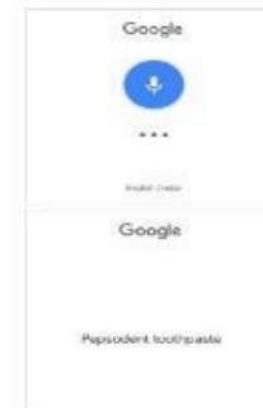
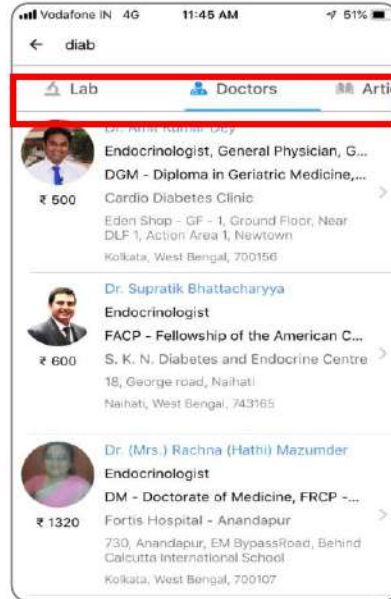
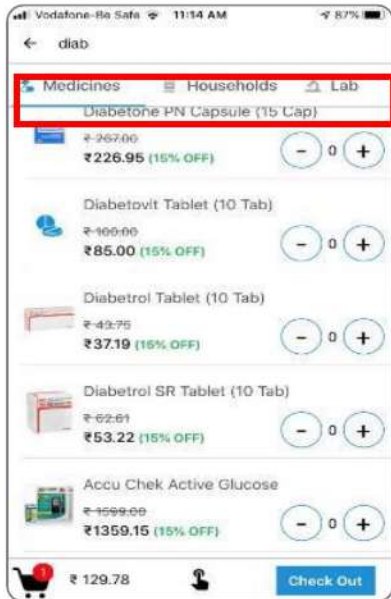


**Alexa Ranking (India):
163**
As on 31-12-2020

Increasing customer engagement through vernacular contents and curated suggestions linked to purchases



Simplified search across services: reducing time required to toggle between multiple windows



AatmaNirbhar App: Part of Digital India

'Digital India AatmaNirbhar Bharat App Innovation Challenge'

The SastaSundar app has been mentioned by the **Government of India** as one of **India's best AatmaNirbhar App**



Financial Highlights



Nothing can be more Genuine
than our Mothers' Love

BEING
GENUINE

OUR CORE VALUE

We ensure that all our products
and services are 100% Genuine.

SastaSundar.com
health & happiness



'BEING
CHILD'
IS OUR CULTURE

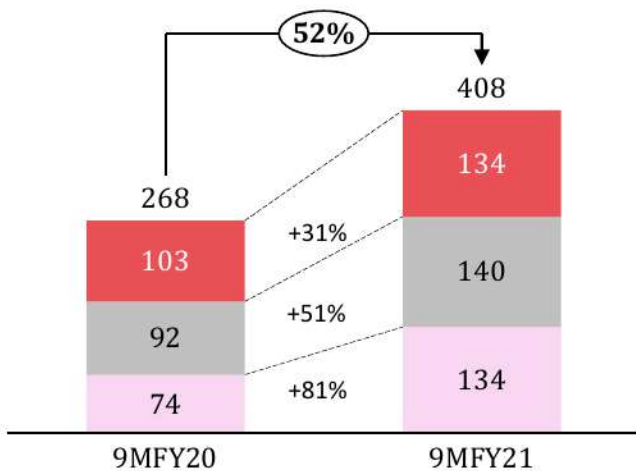
Like Child-
'Innovate',
'Don't Discriminate',
'Connect Emotionally' &
'Grow Everyday'.

SastaSundar.com
health & happiness

Q3 & 9mFY21 Highlights

Q3
Q2
Q1

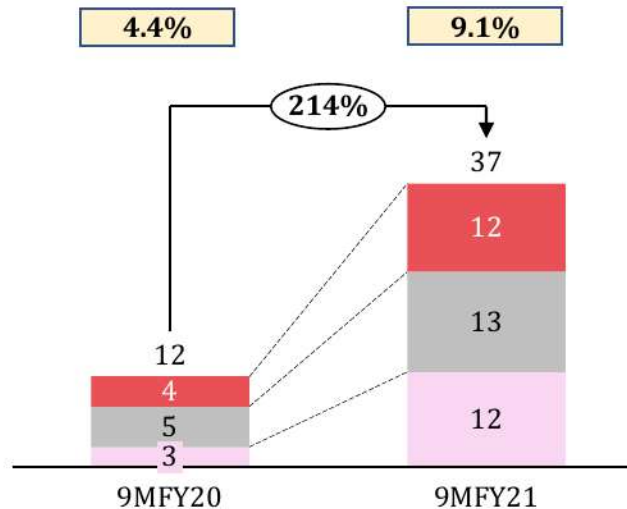
Revenue from Operations



Revenue

- ✓ Revenue for Q3FY21 **grew by 31%** to Rs. 134 crs as compared to Rs. 103 crs in Q3FY20
- ✓ 9MFY21 revenue stood at Rs. 408 crs as compared to Rs. 268 crs, a **growth of 52%**

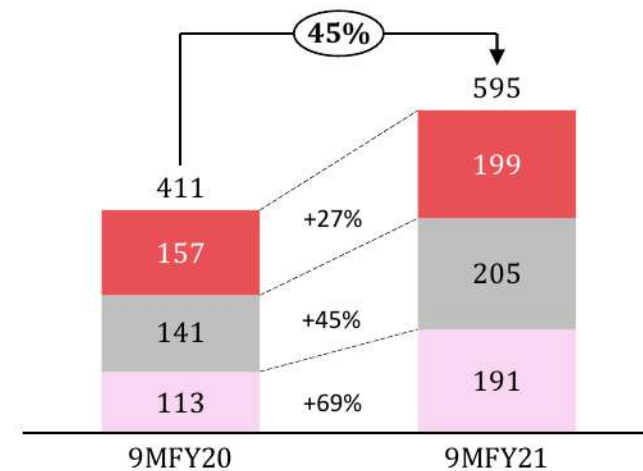
Gross Profit



Gross Profit

- ✓ 9MFY21 gross profit **grew by 214%** to Rs. 37 crs as compared to Rs. 12 crs in 9MFY20
- ✓ Q3FY21 gross margin stood at 12 crs as compared to Rs. 4 crs in Q3FY20, a **growth of 196%**
- ✓ Gross margin for 9MFY21 stood at **9.1%**, a **growth of 470 bps** on Y-o-Y basis

GMV

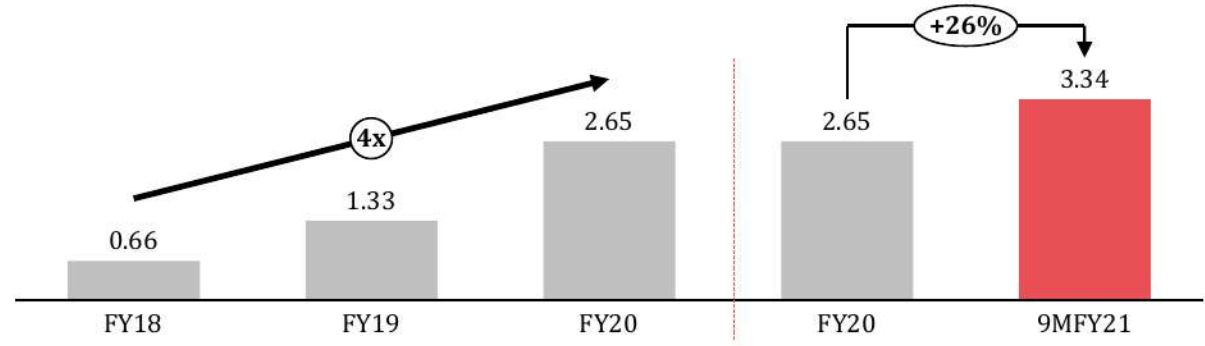


Gross Merchandise Value (GMV)

- ✓ Gross merchandise value for the quarter **grew by 27%** to Rs. 199 crs as compared to Rs. 157 crs in Q3FY20
- ✓ GMV for 9MFY21 stood at Rs. 596 crs as compared to Rs. 412 crs in 9MFY20, a **growth of 45%**

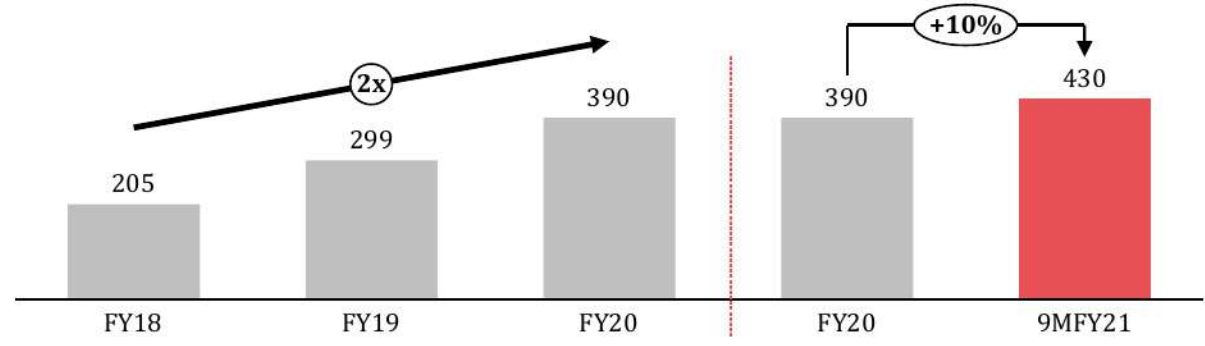
Operational Highlights

No. of Registered Users (in. Mn)



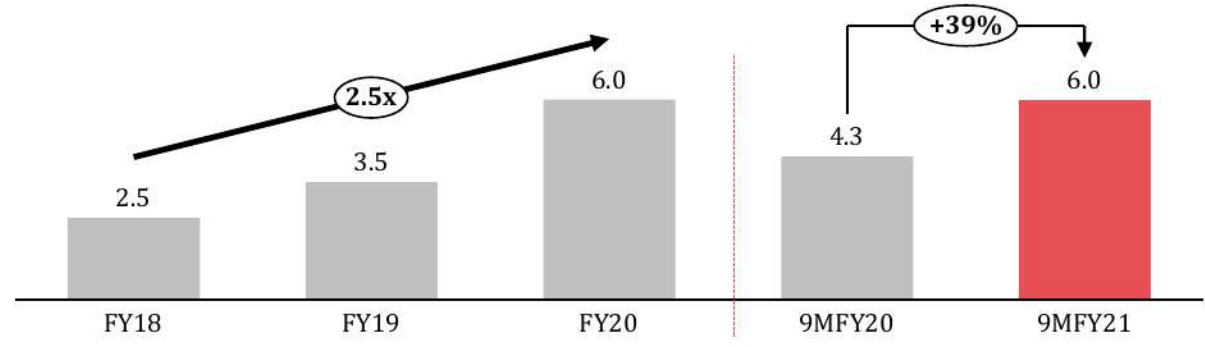
~90% orders from repeat customers

No. of HBs (in. Nos)



29.2% product margin on medicine

No. of Order's (in. Mn)



1.3% returns (as a % of GMV)



INR 1,030 average order value



3.3 Mn+ registered users

Q3 & 9MFY21 Consolidated Profit & Loss Statement

Particulars (Rs. Crs)	Q3 FY21	Q3 FY20	Y-o-Y	Q2 FY21	Q-o-Q	9M FY21	9M FY20	Y-o-Y
Revenue from Operations	134.4	102.5	31.0%	139.5	-3.7%	407.8	268.5	51.9%
Cost of Materials Consumed	122.9	98.7		126.4		370.8	256.7	
Gross Profit	11.5	3.9	196.2%	13.2	(12.8%)	37.0	11.8	214.8%
GP %	8.5%	3.8%	476 bps	9.4%	(85 bps)	9.1%	4.4%	470 bps
Employee Benefits Expense	7.2	7.2		6.9		21.2	20.7	
Other Expenses	10.4	10.0		10.7		29.5	32.5	
EBITDA	(6.1)	(13.3)	-	(4.5)	-	(13.7)	(41.5)	-
EBITDA %	(4.6%)	(13.0%)	-	(3.2%)	-	(3.4%)	(15.5%)	-
Other Income [#]	3.9	2.40		2.6		10.1	4.6	
Depreciation and Amortisation Expense	1.1	1.44		1.0		3.4	4.2	
EBIT	(3.3)	(12.4)		(2.8)		(7.0)	(41.1)	
Finance Costs	0.3	0.24		0.3		0.8	1.1	
Exceptional Items	0.0	0.29		0.0		0.0	0.3	
PBT	(3.6)	(12.3)		(3.1)		(7.8)	(41.9)	
Total Tax Expense	0.1	(0.0)		0.4		0.7	-5.2	
Profit for the year	(3.8)	(12.3)	-	(3.6)	-	(8.5)	(36.7)	-
PAT %	(2.8%)	(12.0%)	-	(2.6%)	-	(2.1%)	(13.7%)	-

[#]Other income includes financial services income

Historical Consolidated Profit & Loss Statement

Particulars (Rs. Crs)	9M FY21*	Mar-20	Mar-19	Mar-18
Revenue from Operations	407.8	384.0	215.6	148.3
Cost of Materials Consumed	370.8	366.9	199.5	140.4
Gross Profit	37.0	17.1	16.1	7.9
GP %	9.1%	4.5%	7.5%	5.3%
Employee Benefits Expense	21.2	28.4	23.4	16.2
Other Expenses	29.5	45.4	33.1	18.2
EBITDA	(13.7)	(56.7)	(40.4)	(26.5)
EBITDA %	(3.4%)	(14.8%)	(18.7%)	(17.9%)
Other Income [#]	10.1	4.5	6.6	13.7
Depreciation and Amortisation Expense	3.4	4.9	6.0	5.5
EBIT	(7.0)	(57.1)	(39.8)	(18.3)
Finance Costs	0.8	0.7	2.0	0.5
Exceptional Items	0.0	0.3	0.0	6.5
PBT	(7.8)	(57.5)	(41.8)	(12.3)
Tax Expense	0.7	(5.4)	1.1	2.4
Profit for the year	(8.5)	(52.1)	(42.9)	(14.7)
PAT %	(2.1%)	(13.6%)	(19.9%)	(9.2%)
EPS	(1.37 [^])	(12.20)	(11.81)	(3.73)

*Unaudited

#Other income includes financial services income

[^]Not Annualized

Historical Consolidated Balance Sheet

Equity & Liabilities (Rs. Crs)	Sep-20	Mar-20	Mar-19	Mar-18
Equity Share Capital	31.8	31.8	31.8	31.8
Other Equity	209.5	214.4	168.6	171.3
Total Equity	241.3	246.2	200.4	203.1
Non-Financial Liabilities				
(i) Borrowings	0.0	0.0	0.0	0.0
(ii) Other Financial Liabilities	1.0	1.4	0.9	0.6
Provisions	2.0	1.6	0.9	0.6
Tax Liabilities (Net)	0.6	0.1	5.5	4.8
Total Non-Financial Liabilities	3.6	3.1	7.3	6.0
Financial Liabilities				
(i) Borrowings	1.3	5.0	0.0	12.0
(ii) Lease Liabilities	2.8	2.8	2.3	2.6
(iii) Trade Payables	35.4	50.2	14.3	9.3
Other Current Liabilities	5.7	8.2	6.2	4.7
Total Financial Liabilities	45.2	66.2	22.8	28.6
Total Equity & Liabilities	290.1	315.5	230.5	237.7

Assets (Rs. Crs)	Sep-20	Mar-20	Mar-19	Mar-18
Property, Plant and Equipment	59.0	60.2	62.7	64.8
Capital Work-in-Progress	0.0	0.0	0.8	1.2
Intangibles Assets	0.6	0.7	1.0	1.4
Goodwill on Consolidation	52.7	52.7	52.7	52.7
Tax Assets (Net)	1.9	1.9	2.7	2.6
Other Non-Current Assets	18.4	18.2	11.9	8.7
Total Non-Current Assets	132.6	133.7	131.8	131.4
Inventories	80.0	77.1	32.6	28.1
Financial Assets				
(i) Investments	36.8	55.8	35.9	46.4
(ii) Trade Receivable	15.9	15.0	7.9	3.9
(iii) Cash and Cash Equivalents	8.5	17.5	6.3	12.2
(iv) Other Bank Balances	0.8	0.8	0.3	0.6
(v) Loans	9.2	8.9	11.6	15.1
Other Current Assets	6.3	6.7	4.1	0.0
Total Current Assets	157.5	181.8	98.7	106.3
Total Assets	290.1	315.5	230.5	237.7

Historical Consolidated Cash Flow Statement

Particulars (Rs. Crs)	Sep-20	Mar-20	Mar-19	Mar-18
Cash Flow from Operating Activities				
Profit before Tax	(4.2)	(57.6)	(41.8)	(12.4)
Adjustment for Non-Operating Items	2.7	4.8	7.8	5.4
Operating Profit before Working Capital Changes	(1.5)	(52.8)	(34.0)	(7.0)
Changes in Working Capital	(3.2)	(38.5)	4.4	(41.0)
Cash Generated from Operations	(4.7)	(91.2)	(29.6)	(48.0)
Less: Direct Taxes paid	0.0	0.9	(0.4)	(0.8)
Net Cash from Operating Activities	(4.7)	(90.3)	(30.0)	(48.8)
Cash Flow from Investing Activities	0.0	(1.0)	(2.2)	21.2
Cash Flow from Financing Activities	(4.3)	102.5	26.3	32.6
Net increase/ (decrease) in Cash & Cash Equivalent	(9.0)	11.2	(5.9)	5.0
Cash & Cash Equivalents at the beginning of the period	17.5	6.3	12.2	7.2
Cash & Cash Equivalents at the end of the period	8.5	17.5	6.3	12.2

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LET US
BE
**ONE**
TOGETHER



TO BUILD A
HEALTHIER
&
HAPPIER
WORLD

Join us for 2 minutes at 3 pm
on 7th of Each Month & Pray For
world's **health & happiness**



Contact Information

Thank You

For Further Information, please contact:

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