

AHCL/ SE/ 24 /2020-21

August 13 2020

|                                                                                                                                             |                                                                                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| <b>The National Stock Exchange of India Limited</b><br>"Exchange Plaza", C-1, Block G<br>Bandra-Kurla Complex, Bandra (E)<br>Mumbai 400 051 | <b>BSE Limited</b><br>Department of Corporate Services<br>1 <sup>st</sup> Floor,<br>P.J. Towers, Dalal Street,<br>Mumbai 400 001 |
| <b>Symbol : AMRUTANJAN</b>                                                                                                                  | <b>Scrip Code: 590006</b>                                                                                                        |

Dear Sir / Madam,

**Sub: Investor Presentation for the quarter ended 30<sup>th</sup> June 2020**

Ref: Our earlier announcement no: **AHCL/ SE/ 21 /2020-21** dated 13/08/2020

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 ended 30<sup>th</sup> June 2020

Request you to take the same on record.

Thanking you  
Yours Faithfully

For Amrutanjan Health Care Limited

  
(M Srinivasan)

Company Secretary & Compliance Officer



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CIN - L24231TN1936PLC000017



# **Amrutanjan Health Care Limited**

## **Investor Presentation**

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**– Quarter Ended 30<sup>th</sup> June 2020**

**Date: 13<sup>th</sup> August 2020**

# Contents



**a. Business Update**

**b. Q1 FY21 Performance**

**c. Way Forward**



# Business Update

# Our Business during COVID



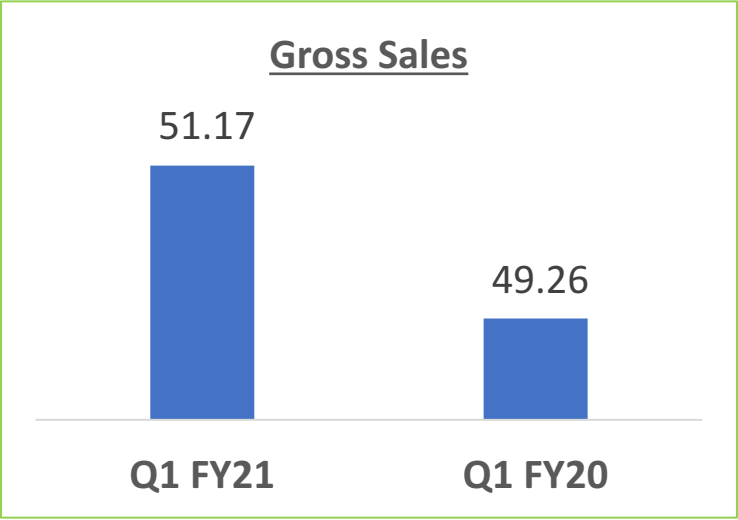
- Despite restrictions for field force during lockdown, our wholesale channel was picking up. This shows our Brand strength.
- Consumers' current preference of Balms over Tablets remains to be seen for its longevity.
- Demand is growing for our core products – Balms & Women Hygiene (Comfy).
- Some consumers reportedly using our balms for steam inhalation.
- Our Health Drink - Electro+ with Vitamin-C content is an area identified for brand investments in future.
- Our Plant has well supported the sales demand in the second half of the quarter despite having shut down for about 45 days during the period which also resulted in manpower shortage.
- Company has strictly adhered to the government guidelines on COVID 19 lock down and has taken utmost care of safety for our work force.



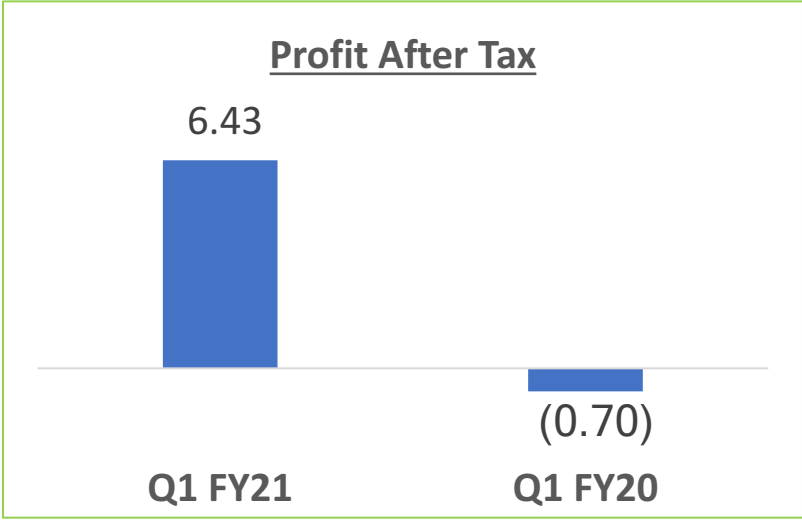
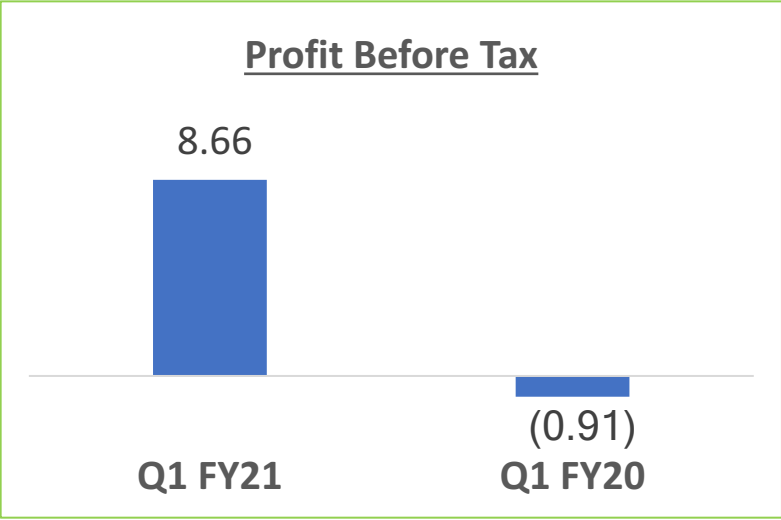
## Q1 FY21 Performance

# Financials – Q1 FY21

(Rs. in Crores)



Growth: 3.88%

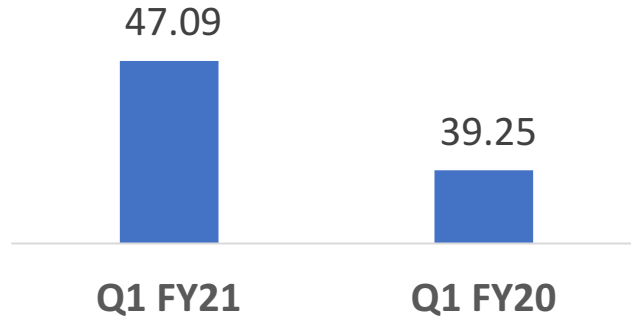




# Financials – Q1 FY21 – OTC Division

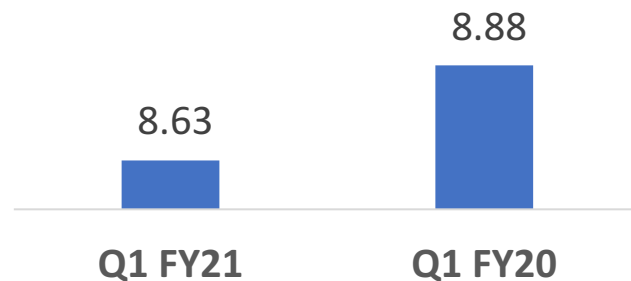
(Rs. in Crores)

## Gross Sales - OTC



Growth: 19.97%

## Gross Sales - Comfy



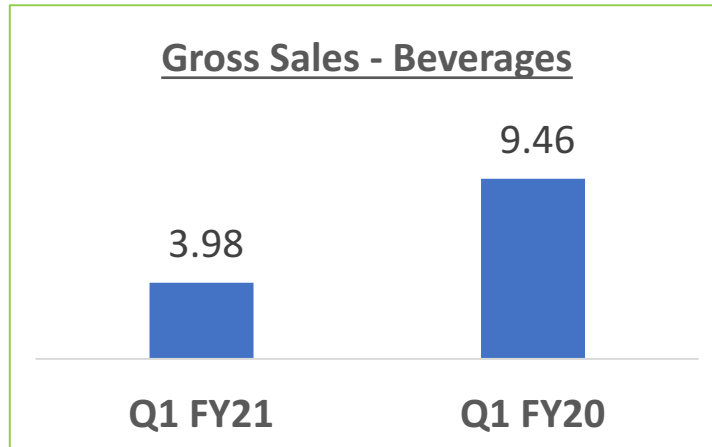
Growth: -2.82%

## Notes:

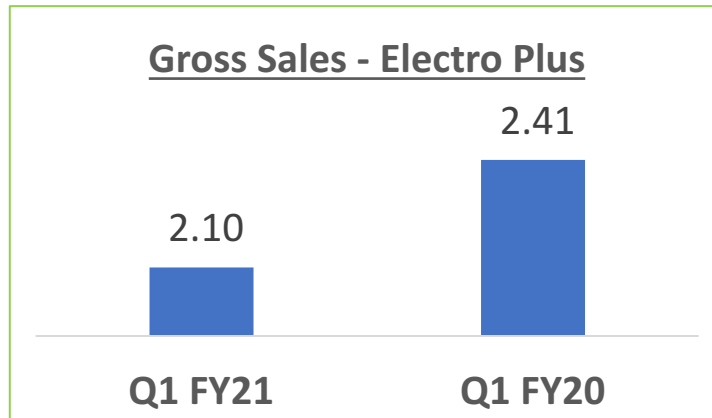
- OTC sales has grown by 19.97% during the quarter even though April sales was affected due to Covid 19 lockdown
- Key raw material prices including Menthol are lower when compared to Q1 FY20.
- Gross Margin has improved by 774 basis points when compared to Q1 FY20.
- Advertisement spend for Q1 FY21 is at Rs.0.83 cr against Rs.2.84 cr for Q1 FY20.

# Financials – Q1 FY21 – Beverage Division

(Rs. in Crores)



Growth: -57.93%



Growth: -12.86%

## Notes:

- Gross Margin has improved by 443 basis points when compared to Q1 FY20 mainly due to product mix.
- Advertisement spend is maintained at the same level - Rs.0.42 cr for Q1 FY21 as compared to Rs.0.41 cr for Q1 FY20.
- Business is continuing to be healthier with complete cash collected for Fruitnik.



## Way Forward



## **We remain focused on executing our priorities:**

- Get back the lost revenue of Q4 FY20 due to Covid 19 lockdown
- Expanding distribution
- Expanding E-Commerce business
- Costs control

