



**Date: 10<sup>th</sup> June, 2025**

**To,**  
**BSE Ltd,**  
**Listing Department,**  
Phiroze Jeejeebhoy Towers,  
Dalal Street - Fort,  
Mumbai – 400 001

**Scrip Code: 539730**

Dear Sir/ Madam,

**Sub.: Investors Presentation issued by Fredun Pharmaceuticals Limited**

Please find enclosed Investors Presentation issued by Fredun Pharmaceuticals Limited Stating Annual Review & Strategic Outlook for Growth in the Pharma Industry.

Kindly take the same on your records and acknowledge the receipt.

Thanking you,

Yours truly,

**For Fredun Pharmaceuticals Limited**

**FREDUN NARIMAN MEDHORA**  
**MANAGING DIRECTOR**

**Encl: A/a**





# Fredun Pharmaceuticals

Compassionate Healthcare



Investor Presentation | June 2025



# About Company

## Diversified Pharma Company with Presence in Fast Growing Niche Segments



One of the **Leading Pharmaceuticals Formulation** manufacturing company in India

Strong promoter pedigree with more than **35 years** of experience in the pharmaceutical formulations

**Diversified** into dietary/herbal supplements, nutraceuticals, healthcare, and animal healthcare products

**Supply to** Leading Pharma Companies of India and Across Africa, South East Asia and CIS countries and Latin America

**Only Player in India** to have patent of Bone Graft

### Strong Product Portfolio

Product portfolio includes 697 registered products across 52 countries and 1,200+ products under registrations globally

Key product categories: Anti-Diabetics, Anti-Infectives, and Cardiac range

### Brand of Choice

Trusted by customers in Africa, Southeast Asia, CIS Countries, Latin America, and the MENA Region

### Leading Manufacturer

One of the leading Manufacturer with diversified capacities and a state-of-the-art plant at Palghar, Maharashtra  
Additionally producing through contract manufacturing at 37 different locations

### Generics



### Cosmeceuticals /Dermaceuticals



### Nutraceuticals



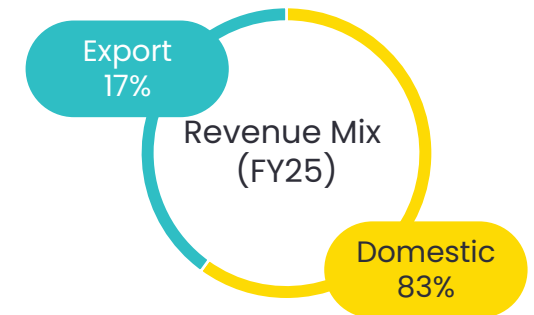
### Pet Healthcare



### Mobility

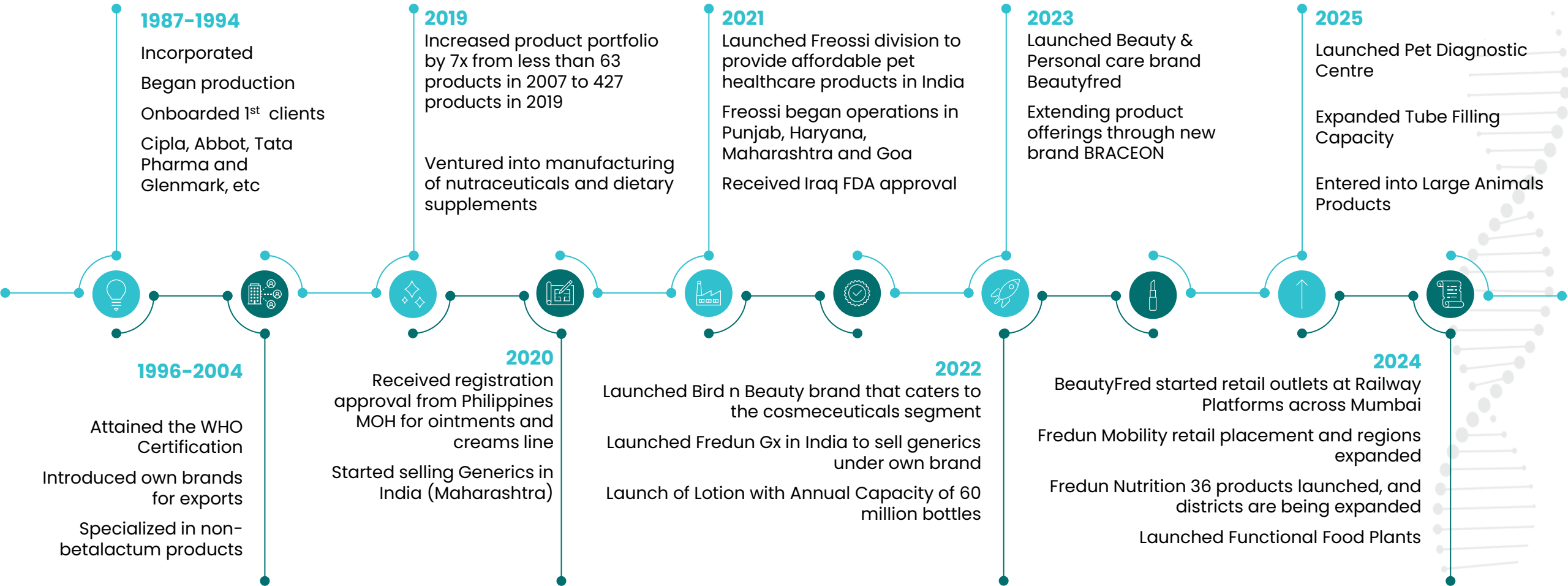


### Diversified Revenue Mix



# Journey

## From a single product manufacturer to diversified offering in Medical Ecosystem



# Manufacturing Facility

State-of-Art Facility with Continuous Developments & Modernisation



**7** Granulations Suites

**13** Compression Machines

**37** Packaging Lines

**3** Auto En-Capsulating Machines

**3** High speed Alu Alu Strip Machines

**7** Alu Alu Blister Forming Machines

**10** Blister Forming Machines

## Key Facility Specifications

- Warehousing facility with **160,000 Sq. ft.** capacity
- Installed Automatic **Cartonators** to reduce manpower dependency by ~70% in ointment packing
- **New F&D Lab** for new product developments

## Forthcoming Capacity Developments

- **Automatic Tube filling machine** from Italy installed in Q3FY25, doubling daily filling capacities
- **Ointment manufacturing** capacity to increase by FY25 adding 3,000 kg/day capacity
- **7<sup>th</sup> granulation installed** in FY25 to boost daily granulation capacity by 2 tons



## Regulatory Authorities



World Health Organization



FOOD AND DRUG ADMINISTRATION



SRI LANKA



IRAQ



UAE



YEMEN



VIETNAM



KENYA



NIGERIA



PHILLIPPINES



CAMBODIA



GHANA



CONGO



UGANDA



IVORY COAST

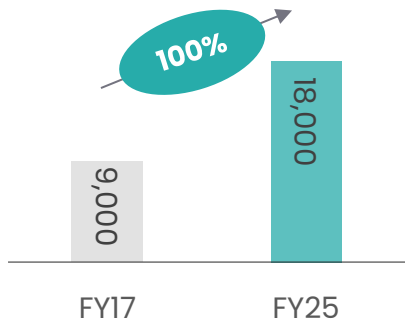
# Manufacturing Capacities

One of the Leading Manufacturer of Medicines



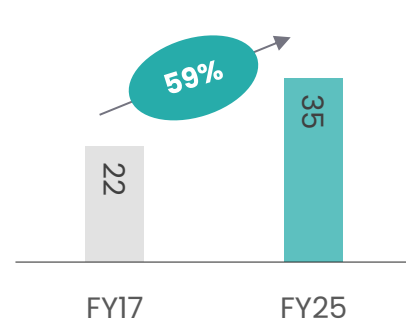
## Granulation capacity

(In Kgs)



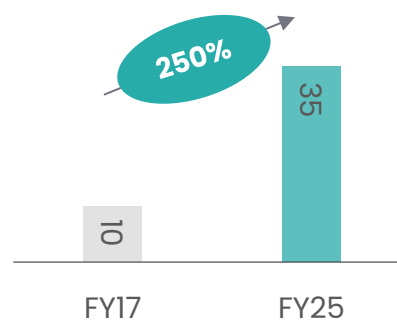
## Compression capacity

(In Mn)



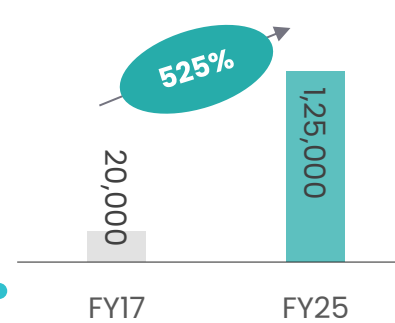
## Coating capacity

(In Mn)



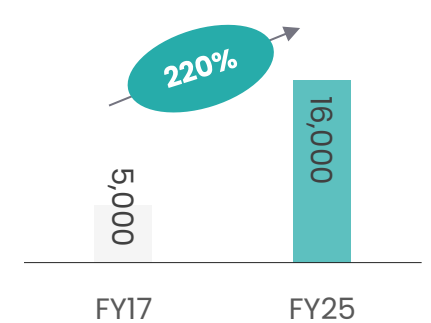
## Dry syrup capacity

(In Bottles)



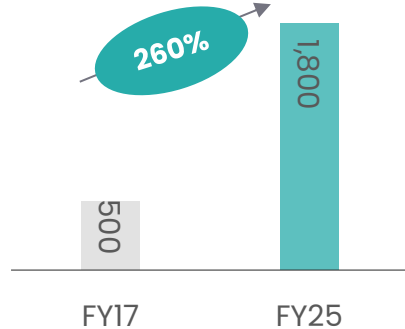
## DC granulation capacity

(In Kgs)



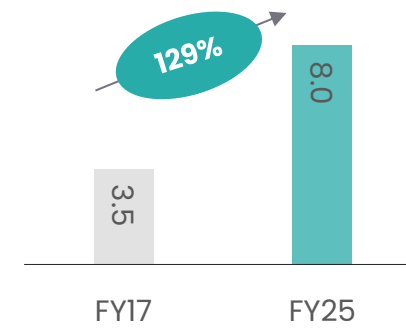
## Pellets capacity

(In Kgs)



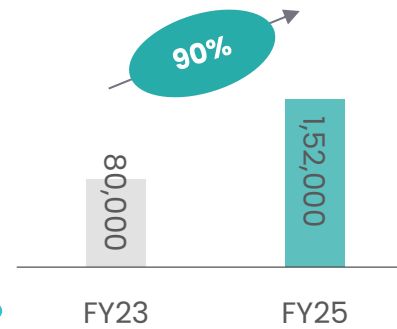
## Capsules capacity

(In Mn)



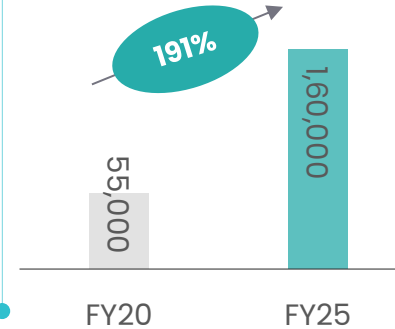
## Balm capacity

(In Bottles)



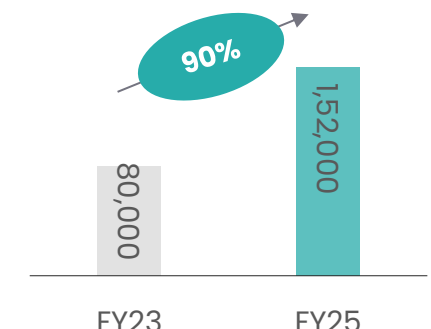
## Topicals

(In Tubes)



## Lotion capacity

(In Bottles)



% Absolute Growth (%)



# Leadership Team

## Experienced Leadership Team a Strong Back Bone



**Mr. Fredun Medhora**  
Managing Director

- Holds MBA in Strategic Marketing and Management from Cardiff School of Business
- Leadership pivotal to company growth
- Focuses on quality pharmaceuticals
- Prioritizes strategic market positioning

**Dr. (Mrs).Daulat Medhora**  
Chairperson

- Holds a Ph.D. in Chemistry
- Profound knowledge and expertise in R&D
- Instrumental in guiding company research
- Dr. Medhora's leadership drives innovation
- Significant contribution to industry standing

Mr. Laxman Pawar  
Corporate Affairs

Mr. Rakesh Kamble  
Accounts & Taxation

Mr. Gajanan Nimbhorkar  
Banking & Finance

Mrs. Shanta Babu  
Business Development

Mr. Anil Deshmukh  
Quality Control

Mr. Pravin Tari  
CQA & CRA

Mr. Himanshu Gajjar  
MIS In charge

Mr. Santosh Landge  
Quality Assurance

Mr. Abhijeet Singh  
Chief of Operations –  
Palghar unit 1, 2, 3

Mr. Harshad Patil  
PPIC Head

Mr. Deepak Chauhan  
Fredun Nutrition –  
Business Head

Mr. Deepak Ketiwalla  
Beauty Fred –  
Business Head

Mr. Girish Trivedi  
Fredun Mobility –  
Business Head

Mr. Naresh Vyas  
Chuu Balm –  
Business Head

Mr. Vishal Suryavanshi  
Vet Diagnostic –  
Business Head

Dr. Dhananjay Pandit  
Freossi –  
R&D President

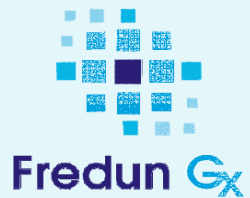
Mr. Yogesh Khadke  
Division Head:  
Freossi

# Business Divisions and Our Brands

360° Offerings with Diversified Business Segments



Generics



Pet Care



Nutraceuticals



Cosmeceuticals /  
Dermaceuticals



Mobility





# Generics (Exports & Fredun Gx)

Currently one of the largest business division of the Company



## Generics Exports:

- ▶ **Strong reputation** among global customers with solid execution
- ▶ Offers a product basket of **697 Registered Products Globally** **400+** Certificate of Pharmaceutical Products (COPP)
- ▶ Key products include Metformin, Fexofenadine, and Nifedipine with presence across most therapies
- ▶ Focus on Anti-malarial, Anti-diabetics, Anti-retrovirals, and Anti-hypertensives products

## Fredun Gx (Branded Generics):

- ▶ Entered the trade generic segment in India **in 2020**; started operations in Maharashtra
- ▶ Successful tie-up for distribution across **17 States** and Launched **110+ products** in India
- ▶ **The product segment includes** anti diabetics, antacids, antiemetics, anti-bacterials, anti-hypertensives, anti-fungals, anti-allergies, calcium supplements, inflammatory creams/ ointments, etc

**1,200+ Products**

Under Registration Globally Spread across

**52 Countries**



## Key Target Segments

- ▶ Pediatric
- ▶ Anti-Diabetics
- ▶ Topicals
- ▶ Antacids/Antiemetics
- ▶ Anti-Bacterials
- ▶ Anti-Hypertensive
- ▶ MCHC Based – Formula
- ▶ Antihistamine/Ani-allergic
- ▶ Injectables
- ▶ Analgesics/NSAIDS
- ▶ Anti-fungals
- ▶ Multivitamins & Multiminerals

## Government & Institutional Sales

- ▶ Secured significant contracts with Indian Railways
- ▶ Entered into the Defence Sector
- ▶ Secured order from TNMAC

## Outlook & Key Developments

- ▶ Planning the launch of 50 new OEM products across Food Supplements, Nutraceuticals, Cosmetics, and Personal Hygiene
- ▶ Company undergoing upgrades to comply with PIC/s standards
- ▶ Plans to finalize contracts with 3 MENA region countries

# Strong Global Presence

## Strong Presence in Africa and South-East Region of Asia



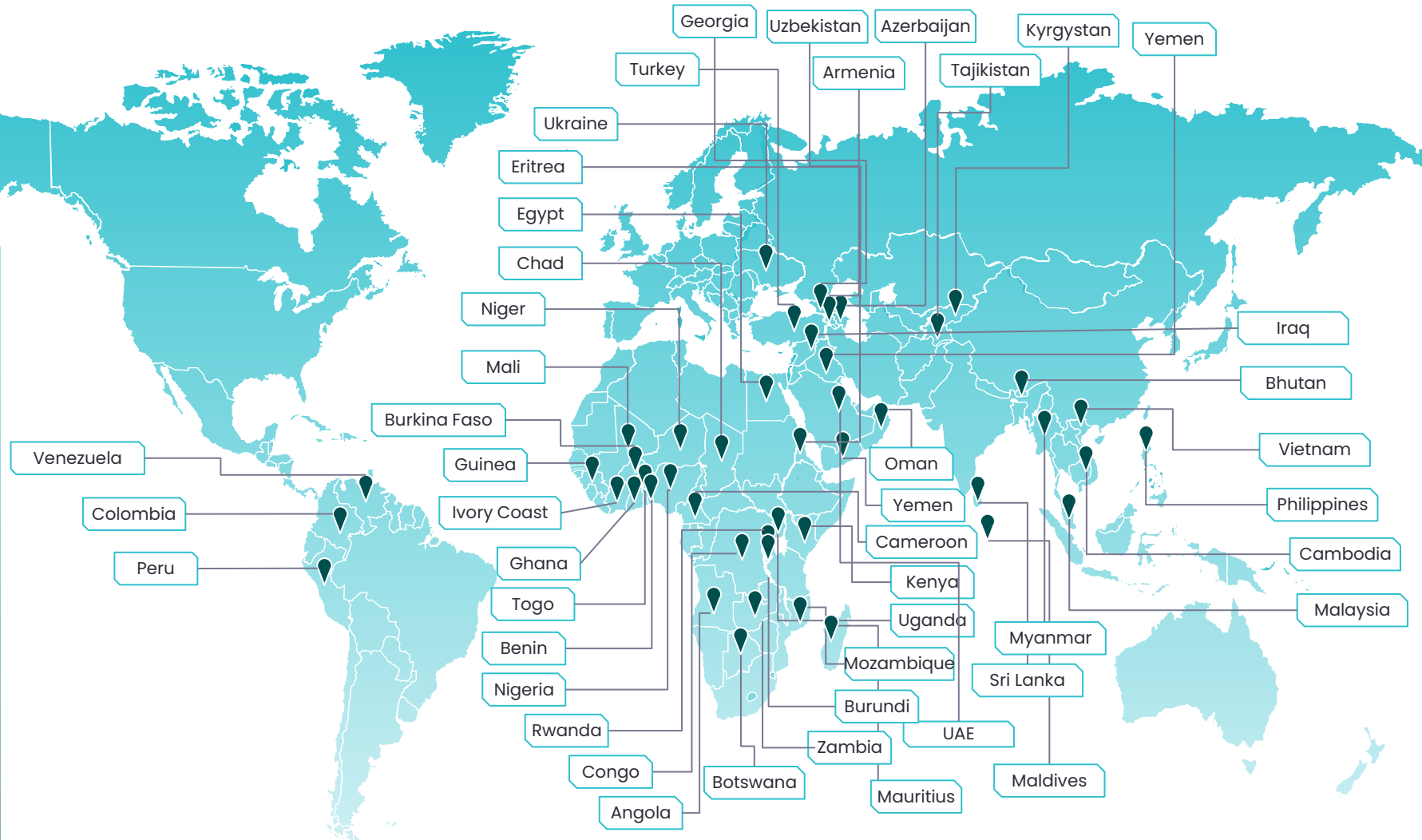
The Company has presence across **52 countries**, predominantly in Africa, South-East Asia, Latin America and CIS countries.

697

Final Registrations

1,200+

Under Registration

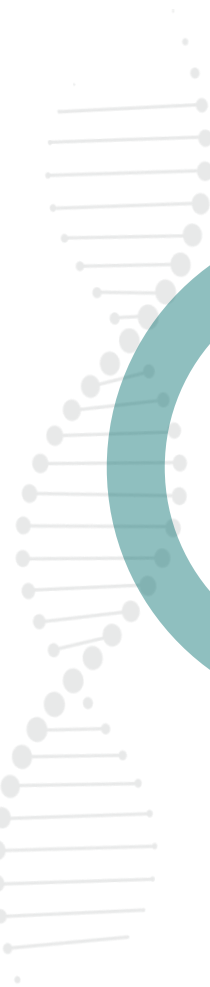


# FREOSSI® Granules

The Only Player in India to have Patent to Manufacture this Product



- ▶ Deproteinized MCHC Granules (BONE VOID FILLER)
- ▶ Next-gen bone grafting material
- ▶ Derived from bovine bone mineral matrix
- ▶ Organic components removed via multistage purification
- ▶ Deproteinized and sterilized by gamma-irradiation for high purity
- ▶ Recommended for bone defects in maxillofacial & dental surgery
- ▶ Granule sizes range from 0.25 mm to 6 mm
- ▶ Interconnected macropores for effective osseointegration
- ▶ Permeated by blood for new bone formation
- ▶ Superior hydrophilicity compared to ceramics and synthetics
- ▶ Preserves natural characteristics, similar to human bone
- ▶ Gradually reabsorbed by the body



# Diversified Product Basket



## Aclofre –PR

Aceclofenac 100 Mg  
Paracetamol 325 Mg G

Relieves pain & inflammation such as Rheumatoid Arthritis, Low back pain and headache



## CLARIFRED 500

Clarithromycin 500 Mg

Treat Bacterial Infections, Pneumonia, Bronchitis, infections of the Ears, Skin, Sinuses and Throat



## AZIFRED 500

Azithromycin 500 Mg

COPD, Acute Bacterial Sinusitis, Acute Otitis media, Community acquired pneumonia, tonsillitis, Cervicitis, Chancroid in Men



## CIPROFRED 500

Ciprofloxacin 500 mg

Respiratory tract infection, UTI, Genital tract infections, Skin Soft tissues



## AMLOWNARI 5

Amlodipine Tablets Ip 5 Mg

To treat high blood pressure in adults and children 6 years and older. It also used to treat types of chest pain and coronary artery disease



## ATORVANARI 10

Atorvastatin Tablets Ip 10 Mg

High Cholesterol, primary prevention of heart attack, excessive fat in the blood, Stroke prevention



## ATENARI 25

Atenolol Tablets Ip 25 Mg

To treat high blood pressure (hypertension), angina (heart-related chest pain), irregular heart rhythms (arrhythmia)



## ROSENARI 10

Rosuvastatin Calcium Tablets Ip 10 Mg

To lower bad cholesterol (LDL) and triglycerides (fats) in the blood, and to increase your good cholesterol (HDL)



## DAULPRIDE – 2

Glimepiride Tablets Ip 2 Mg

To treat high blood sugar levels caused by type 2 diabetes



## SITAGLIPDAUL M 500

Sitagliptin Phosphate Tablets 60 Mg

Metformin Hydrochloride 500 Mg Tablets

Treat high blood sugar levels caused by type 2 diabetes



## Key Drivers:

- ▶ Rising prevalence of **chronic diseases** (e.g., diabetes, heart disease)
- ▶ Affordable alternative to brand-name medications.
- ▶ Patent expirations leading to increased generic **drug availability**



## Market Segments:

- ▶ Oral medications expected to lead due to convenience and safety



## India's Market Outlook:

- ▶ Significant growth in India's generic drug industry
- ▶ Government initiatives **promoting generics** and domestic manufacturing
- ▶ Anticipated CAGR of 6.02% through 2030



## Market Size & Growth (Global Generic Drugs Market)

Estimated at **USD 413.60** Billion in 2024

Expected to reach **USD 508.79** Billion by 2029

Growing at a CAGR of **4.23%**





# Fast Growing Pet Care Segment







### Background

- ▶ **Launched in 2021**, Providing premium quality pet food and grooming products to enhance pet health, happiness, and well-being
- ▶ Product portfolio comprises of **MCHC bases supplements**, animal feed additives and other animal healthcare formulations for pets, poultry, and cattle
- ▶ **Specializes** in manufacturing various formulations made from MCHC ('Microcrystalline Hydroxyapatite Complex') a natural source of Calcium & Phosphorus for animals, with a time-tested and clinically proven efficacy for more than 60 years
- ▶ Each product is **crafted with attention** to detail and high-quality ingredients
- ▶ **Collaborates with veterinary** experts, nutritionists, and grooming specialists for product development
- ▶ Active participation in events by **Bombay Presidency Kennel Club**, Kennel Association of Goa, Times Pet & Us, and **Bark Club**
- ▶ Initial launch of four products, expanded to **76+ currently**
- ▶ **Sahyog CBT programme**: Host monthly educational sessions on pet breeding and well-being, featuring experts from across India to promote responsible pet ownership



### Outlook

- ▶ **Installed Functional Food** manufacturing equipment and shall be commissioned by Q2 FY26
- ▶ Freossi has successfully registered products in **Sri Lanka**, unlocking export opportunity

### Product Range



Functional Treats



Therapeutic Range



Nutraceuticals



Grooming Range



MCHC Range

# Diversified Product Basket



## FREPRIMECAL®

Supplement for growing/old dogs and cats. Also, for lactating dogs and cats to prevent Calcium and Phosphorus deficiency.



## FREPRIMECAL® Suspension

Supplement for growing/old dogs and cats. Also, for lactating dogs and cats to prevent Calcium and Phosphorus deficiency.



## FREOSSPOWER®

Contains Chondroitin, Glucosamine and MSM for reducing inflammation & pain associated with joints, owing to injury or arthritic conditions like Osteoarthritis, Rheumatoid Arthritis



## DAILY PAWER

With 26 vital ingredients, to fortify the pet's diet with essential nutrition that they may not be getting from their daily diet.



## FREOSSTONE+®

Supplement for pregnant and lactating dogs and cats for Immunity and Lactation support



## FREOSSnacky

High grade functional food fortified with Microcrystalline Hydroxyapatite Complex (MCHC)  
Help to enhance oral health, immunity and in overall well-being.



## FREOSSTONE® Granules

Supplement for puppies and kittens to prevent Calcium and Phosphorus deficiency.  
Helps in remineralization of bone, stimulate fracture healing, physical growth and tissue repair.



FREOSSI Littergenie is a natural cat litter mix that eliminates odors and harmful bacteria using diatomaceous earth. It enhances litter absorbency, is compatible with all litter types, Eco-friendly and easy to use, it is the ideal choice for cat owners

# Product Basket – Pharma Range

FREOSSI



## Freossi frelucon

(Luliconazole cream 1% w/w) topical antifungal agent for the treatment of interdigital tinea pedis, tinea cruris, or tinea corporis infection caused by trichophyton rubrum.



## Freossi carprofe

Non-steroidal anti-inflammatory drug. Carprofe is a non-narcotic with characteristic analgesic and antipyretic activity.



## Freossi fredenosil syrup

S-adenosylmethionine is used to treat liver disease, osteoarthritis, age-related behavioural changes



## Freossi metlichlo

(Chlorhexidine gluconate 1% w/w, metronidazole 1% w/w, lidocaine hydrochloride 2% w/w gel)



## Freossi immunfre syrup

Boosts immunity of growing and geriatric pets. Reduces anxiety in nervous or stressed pets.



## Freossi frepico

(pimobendan and vitamin e, co-enzyme q10 chewable tablets)  
For congestive heart failure secondary to chronic valvular heart disease and dilated cardiomyopathy.



## Freossi bladfre syrup

Clinically proven supplement to dissolve struvite stones and improve the urinary health.



## Freossi frepleup syrup

Platelet booster. It contains carica papaya along with a combination of vital vitamins & minerals.



## Freossi gutfred

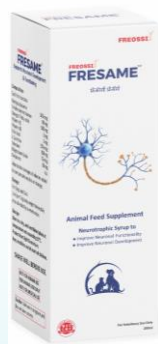
Promotes a healthy gut biome.  
Strengthens the immune system and improves digestion.



## FREOSSI hbrise SYRUP

Hematinic syrup  
Improve haemoglobin count and helps overcome iron deficiency

# Product Basket – Pharma Range Upcoming



# Launched Grooming Range

FREOSSI



## Protein Shampoo

Enriched with micronized proteins for increased strength of hair. Provides hydration and keeps the coat healthy.



## Dry Bath Mousse

Rich Foaming Mousse for quick and gentle dry bath. Provides Deep Nourishment.



## Soothing Spray

Soothes the coat with goodness of extra virgin coconut oil & lemon extracts. Calms irritated skin and helps to soothe rough, dry coat.



## Wound Cleanser

Wound Cleanser is a plant based, cruelty free spray to effectively clean & disinfect wounds on your pet's body.



## Natural Wound Healing Spray

Made with curcumin extracts to provide natural anti-septic properties. Anti-inflammatory and Soothing.



## Anti-Tick & Flea Spray

This spray contains patented insect repellants and is effective against 10 harmful variants of insects and arthropods. It even prevents ticks and fleas!



## Botanical Mist

Botanical Mist is a refreshing Mist enriched with 100% pure botanical extracts! Floral distillates provide a beautiful, floral fragrance to your pet's Coat.



## Deodorant Mist

Deodorant Mist is made with 100% pure and organic witch hazel distillate, which has anti-bacterial properties.



## Natural Calming Wipes

Enriched with natural essential oils of Bulgarian Lavender & Peppermint, they have a calming effect on your pet!



## Omega 3-6-9 Supplement

Advanced Omega Supplement for healthy coat and overall wellness. Boosts Immunity & provides anti-oxidant properties.



# Launched India's First Dedicated Pet Diagnostic Centre

Advanced Veterinary Care for Your Beloved Companions



## Overview

Launched Fredna Vet Diagnostics, India's premier pet diagnostic facility  
Provides comprehensive diagnostic services

## State-of-the-Art Facility

Equipped with the latest technology in veterinary diagnostics  
Staffed by a team of highly skilled and experienced veterinary professionals

## Advanced Diagnostic Equipment

India's first CBCT Machine dedicated to veterinary applications, imported from Finland  
Top CT Scan and X-Ray capabilities  
Ultra-Sound Sonography Machine (USG) for imaging

## VET CBCT

India's first Veterinary CBCT machine exclusively for pets.



## 24X7

First time in India, you can avail all advanced diagnostic services 24X7



## Special Features

CBCT system utilizes a cone-shaped X-ray beam for detailed dental scans  
Comprehensive range of Pathology services to support uninterrupted CT scan operations

## 24/7 Operations with Pet Ambulance

The centre operates around the clock, providing services 24 hours 7 days a week  
A dedicated Pet Ambulance Service for timely transportation of pets to and from the diagnostic centre

## Future Expansion

Plans to inaugurate a 2<sup>nd</sup> centre in Mumbai  
Expansion of diagnostic facilities to Ahmedabad, Pune, Chennai, Bangalore, Hyderabad, and Delhi

## PET AMBULANCE

A dedicated ambulance to safely transport your pets to our centre for tests



## FULL TIME VETERINARIANS

We have expert veterinarians and anesthetists dedicated to the well being of your pets





# Foray into Large Animal Products

Strengthens presence in the Veterinary Healthcare Business



## Freossi Tone+: Provides Lactation Solutions

- ▶ A scientifically formulated supplement, Freossi Tone+ supports higher milk yield & better milk quality, improved lactation cycles, and overall skeletal and muscular health. Enriched with Microcrystalline Hydroxyapatite Complex (MCHC), proteins, collagens, and a proprietary blend with evaluated ratios of herbal extracts, it is ideal for cows, buffaloes, goats, and horses.
  - Improves milk yield and addresses irregular or suppressed lactation
  - Ensures lengthy lactation periods
  - Prevents milk fever and postpartum haemorrhage
  - Significantly improves milk fat percentage

**FREOSSITONE+**



## Freossi Power: Strength and Mobility for Livestock

- ▶ Freossi Power is designed to alleviate joint stiffness, lameness, and inflammation in large animals. Its active ingredients Microcrystalline Hydroxyapatite Complex (MCHC) including Glucosamine Sulphate USP and Methylsulfonylmethane (MSM)
  - Relieves joint stiffness, lameness, weakness, and inflammation
  - Reduces pain in conditions like osteoarthritis
  - Enhances stamina, flexibility, and range of motion
  - Strengthens joint cartilage
- ▶ Supports joint health, flexibility, and endurance, making it ideal for horses, bulls, ponies, and cattle.

**FREOSSIPOWER**



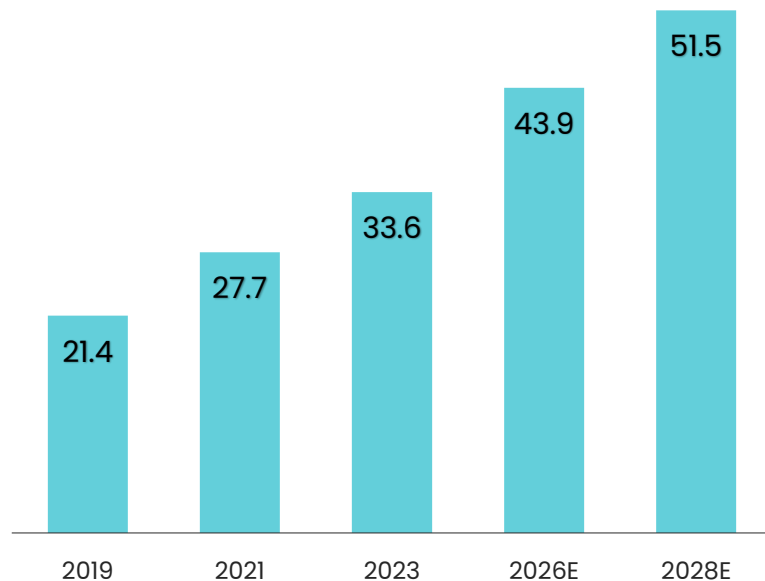
# Indian Pet Care Space

## Fast Growing Niche Space in India



### Population of pet dogs in India Between 2019 and 2028

(Population in million)



Source: Statista.com



**17.1%**  
CAGR

- The Indian pet care market is projected to grow at a CAGR of 17.08%, reaching USD 1.87 billion (INR 149.6 billion) by 2029

Source: Mordor Intelligence and VOSD

### Key trends



Delayed parenthood in urban India and newly married couples have increased the pet adoption ratio in the country, thus, acting as an emotional stimulant



Rising nuclear families, change in lifestyle, double-income households, urbanization and increasing pet ownership to drive the future growth



Moreover, the easy availability of pet care products is a major attraction factor for pet parents



# Nutrition Segment



## FREDUN NUTRITION Overview



Take Control Of  
Your Health With  
**GARCIFRE™**  
Targeting And Reducing Harmful  
Visceral Fat Accumulation



YOUR TRUSTED PAIR FOR  
**TOTAL FAMILY WELL-BEING!**

**Progufrē**  
SUPPORTS GASTRIC FLORA

**Probiofrē-AA**  
IMMUNITY SUPPORT



Supports Immunity  
**Digestion & Growth For Kids**



## Background

- ▶ FREDUN NUTRITION was launched in FY24, currently the division has 36 SKU's and presence Pan Maharashtra
- ▶ Focus on holistic health and wellness
- ▶ Commitment to highest quality and safety standards in manufacturing
- ▶ Empowers individuals for healthier, vibrant lives with science-backed nutrition



## Outlook

- ▶ Division is generating revenue through Ethical Promotion through Doctors
- ▶ Target to Enter Pan West Zone INDIA by FY26
- ▶ 10 products are Under Pipeline for launch
- ▶ Launching in Andra Pradesh and Karnataka during H1FY26 and Gujarat during H2FY26

Boost Your  
Wellness Journey To Support  
**Holistic Growth & Vitality**



High Quality Nutritional Protein  
Supplement Fortified With Immune Nutrients



Nutritional Supplement for  
Dialysis Management



Nutritional Supplement for  
Hepatic Management





# Product Basket



Product range aimed at boosting immunity, Improves liver function, Enhances fertility in men & women, World-class quality standards



## Mamalaait

A galactagogue - promotes lactation, builds immunity



## Fertifre L Plus

Helps in female fertility



## Nutrifred Plus

Prevents Iron deficiency, anaemia during pregnancy & maintains foetus health



## Mycozfre

Helps to manage PCOS



## Fredprim

Supports female hormonal balance & healthy skin



## Frempoz

Enriched with herbal extract for hormonal & menopausal support



## Berozafre

Convenient extract for Urinary Tract Infection



## Fertifre M Plus

Helps in boosting male virility



## Fredmax

Energy, stamina & performance for men



## FREDNA HP

High Quality Nutritional Protein Supplement Fortified With Immuno Nutrients



## NARIBIN

Nutritional Supplement For Dialysis Management



## FREPASURE

Nutritional Supplement For Hepatic Management



## Fredprim

Enhances & Synchronize sleep quality



## Gumvifre

Supports Immunity, Digestion & Growth



## Probiofre - AA

Immunity Support



## Dolosfre

Uniquely formulated cream for quick, fast and long-lasting relief from muscle pain

## 13.5% CAGR

India nutraceuticals market is projected to grow at a CAGR of 13.5% from 2024 to 2030

## 5.1% CAGR

Global nutraceuticals market growing at a CAGR of 5.09% from 2024 to 2029

## USD 30.4 Billion

The India nutraceuticals market size was estimated at USD 30.37 billion in 2024

## USD 488 Billion

The global nutraceuticals market size is estimated at USD 488.41 billion in 2024, and is expected to reach USD 626.02 billion by 2029

## Key trends



Increased adoption of fortified food owing to the growing health consciousness amongst consumers



Increasing incidences of chronic diseases and rising healthcare costs



Strict government regulations on food fortification



After the global pandemic, preventive healthcare measures, such as dietary supplements, have become a part of people's everyday lives of all age groups





# Cosmeceuticals /Dermaceuticals



## BIRD N BEAUTY Overview



### Background

**BEAUTYFRED**

 BIRD n BEAUTY



- ▶ BEAUTYFRED launched in FY24
- ▶ Currently the division has 48 SKU's and presence in Pan Maharashtra
- ▶ BeautyFred is India's first brand to launch retail store on railway platforms under the SiS scheme
- ▶ All products are Paraben & Sulphate free, and manufactured under a GMP environment with gold standard on quality

- ▶ Pioneers in launching Emu Oil products in India
- ▶ Luxury personal care line with pure, purified Emu Oil
- ▶ Emu Oil offers moisturizing benefits for hair, skin, and nails
- ▶ Chemical-free purification process for clear, stable oil
- ▶ Years of R&D at the company's facility
- ▶ Products for skin care, hair care, and body care
- ▶ BnB products sold mainly through e-commerce

BIRD N BEAUTY

## Product Basket

Full range of Products

Bird & Beauty hold product licenses which are exclusive to FPL and are 1<sup>st</sup> in the segments clinically driven



## Product portfolio



## Benefits of emu oil for hair

- ▶ Improves Hair Growth
- ▶ Reduces Hair Loss
- ▶ Natural anti-inflammatory with added advantages of magnesium and Zinc
- ▶ Natural fatty acids that inhibit 5 $\alpha$  - Reductase
- ▶ Scalp emollient and anti-seborrheic
- ▶ Excellent Post Hair transplant



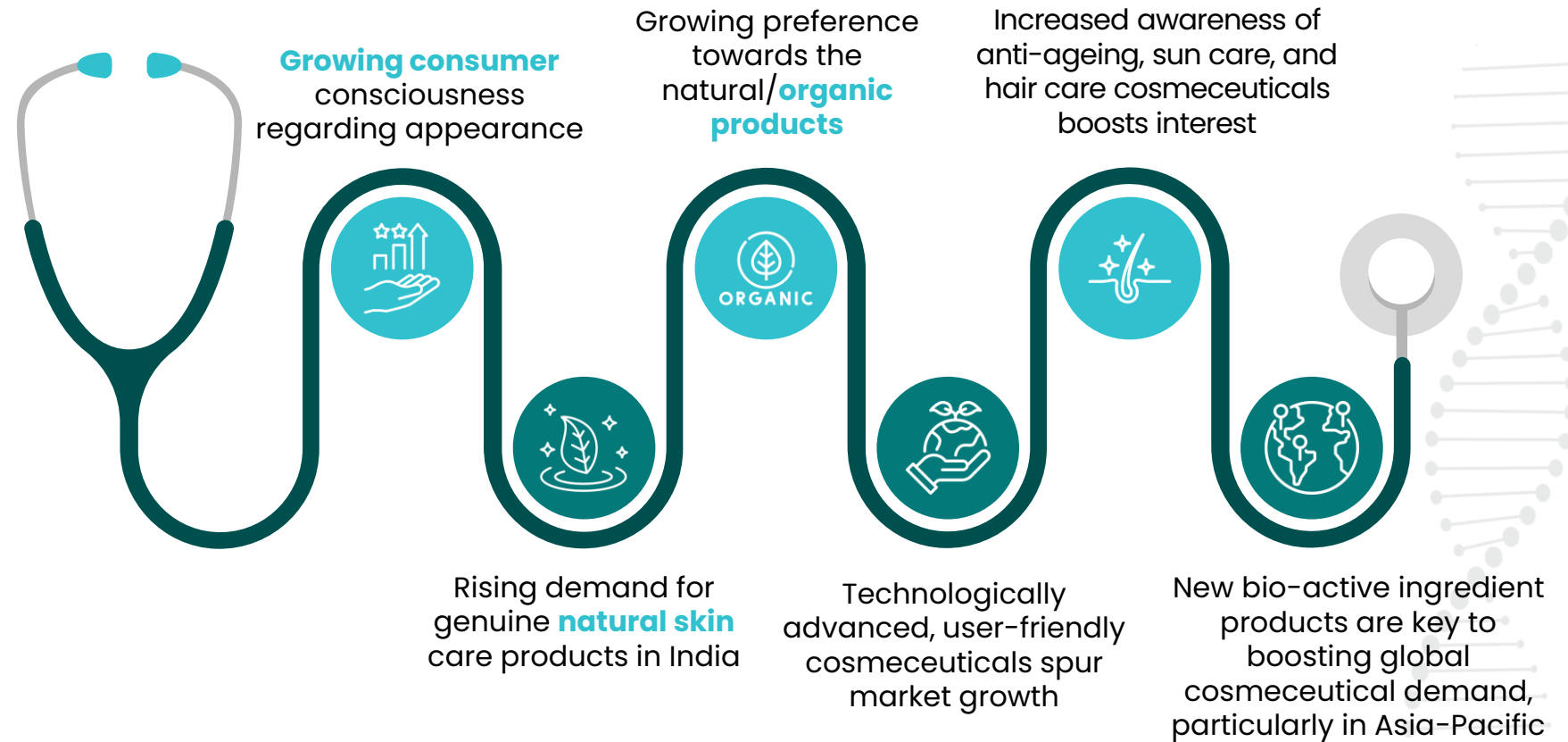
## Benefits of emu oil for skin

- ▶ Moisturizing and cosmetic properties that resemble mineral oil
- ▶ Trusted source for an anti-inflammatory and antioxidant properties
- ▶ Stimulates the skin to reduce the appearance of wrinkles, and rejuvenates ageing or sun damaged skin



BIRD N BEAUTY

## Our Strengths in BnB





BEAUTY FRED

## Product Basket

The division was formed to market its effective, safe and reliable herbal beauty care products like skin care and hair care range

- ▶ Shampoo
- ▶ Shampoo with conditioner
- ▶ Protein Conditioner
- ▶ Face Wash
- ▶ Facial Scrub/Pack
- ▶ Facial Cream
- ▶ Facial Gel
- ▶ Peel Off Mask
- ▶ Cleansing Milk
- ▶ Lotion

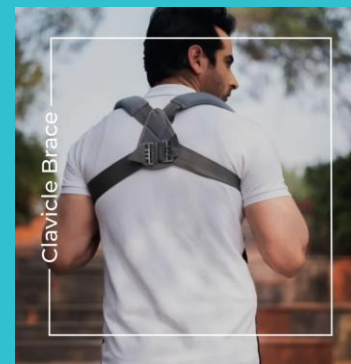
1<sup>st</sup> time in India – A beauty brand retail outlets on Railway Platforms for Consumer reach and access

BEAUTYFRED





# Mobility Segment







## Background

- ▶ **Division was launched in FY24**, currently the division has 143 SKU's and presence in Pan Maharashtra, expanding in to Gujarat & Rajasthan
- ▶ FREDUN MOBILITY has about 30 New Products under development taking the SKU **range to 210 Products**
- ▶ We are extending our product offerings through our **new brand Braceon**
- ▶ We plan to capitalize on our existing distribution channels and have developed a new line of **over 35 mobility** products
- ▶ Currently, we are catering to pan Maharashtra, Rajasthan and Uttar Pradesh
- ▶ We are working **closely with Doctors/ Physiotherapists/ Trainers** and other industry related experts to enhance our market penetration
- ▶ Upcoming categories are Sports & Critical Care

# Diversified Product Basket



## Kneecaps

- ▶ Protection
- ▶ Stability and Support
- ▶ Weight Distribution
- ▶ Muscle and Ligament Strain
- ▶ Arthritic Knee Conditions
- ▶ Post Operative Rehabilitation



- ▶ Post-operational total knee replacement
- ▶ Post-patella dislocation
- ▶ Protection of knee joints in emergency
- ▶ Relives pain due to ligament injury

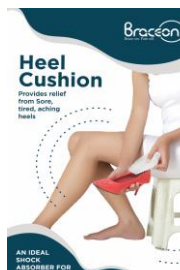


- ▶ Fracture
- ▶ Muscle/Arm injury
- ▶ Shoulder pain management



## Functional knee wrap

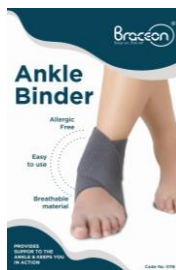
- ▶ Adjustable fit
- ▶ Versatility
- ▶ Warmth and comfort
- ▶ Better Compression



- ▶ Shock absorption
- ▶ Cushioning
- ▶ Pressure Relief
- ▶ Heel cup design
- ▶ Can be used for both the leg



- ▶ Reduce swelling
- ▶ Toothache
- ▶ Headache
- ▶ Fever



## Ankle binder

- ▶ Slim in size
- ▶ Sporting activity
- ▶ Muscle and ligament support



- ▶ Metatarsalgia
- ▶ Heel spurs
- ▶ Plantar fasciitis



- ▶ Testicular pain relief
- ▶ Post-surgery support
- ▶ Activity like Running, Cycling, Weightlifting etc.

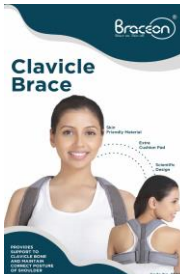


## Lumbo sacral belt

- ▶ Lower back pain
- ▶ Lumbar muscle strain
- ▶ Degenerative disc disease
- ▶ Support the triangular bone base of the spine



- ▶ Severe neck injuries
- ▶ Support the neck after surgery
- ▶ Cervical spondylosis



- ▶ Fracture and Dislocation
- ▶ Posture correction
- ▶ Shoulder Separation
- ▶ Shoulder instability

## FREDUN MOBILITY Chuu Balm



### Background



- ▶ Recently launched **BALM division** was launched
- ▶ **After a detailed and extensive research effort by a team of 14 research scientists and 12 months of clinical trials**, the company develop a cost-effective yet extremely efficacious product
- ▶ CHUU BALM is available **in MMRDA and Parts of Gujarat**
- ▶ **Expansion plans** in place for Pan Maharashtra & Pan Gujarat, targeting OTC stores & local shops



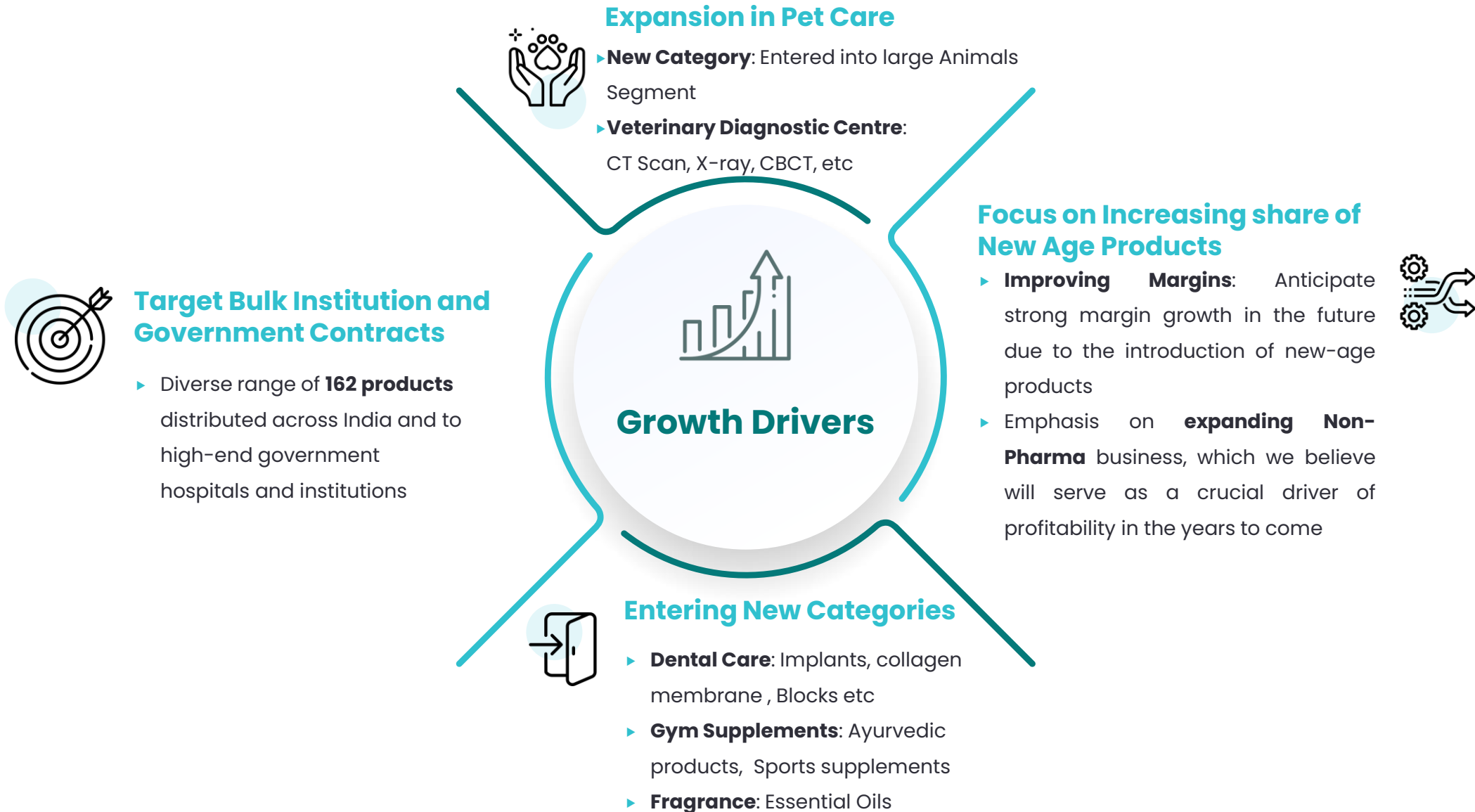
FREDUN  
MOBILITY





# Growth Drivers







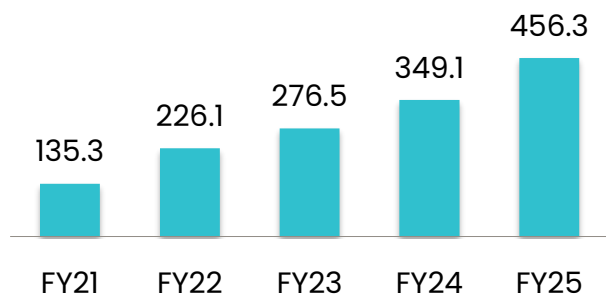
# Financial Highlights

Standalone

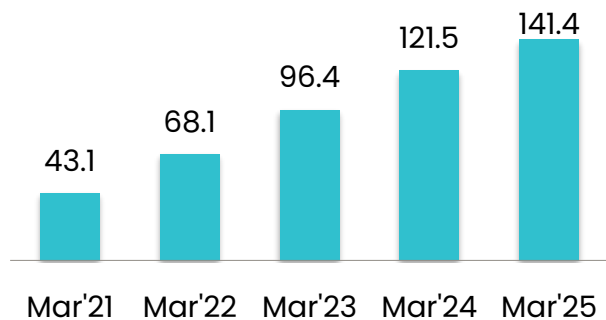


In Rs. Crores

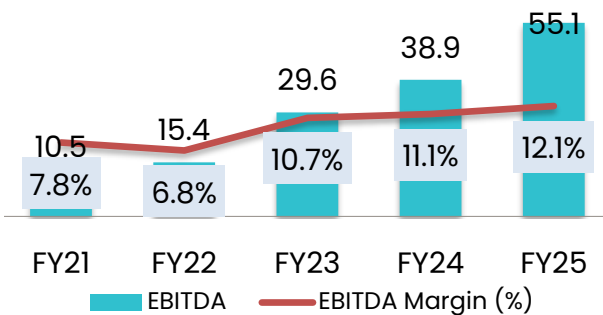
## Total Income



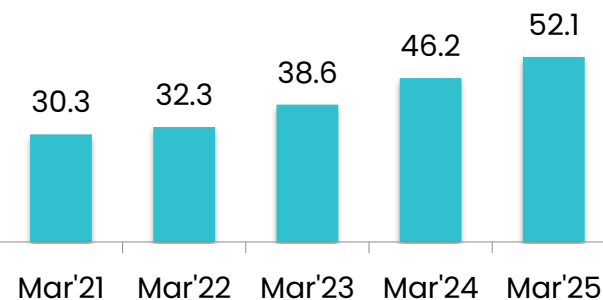
## Net worth



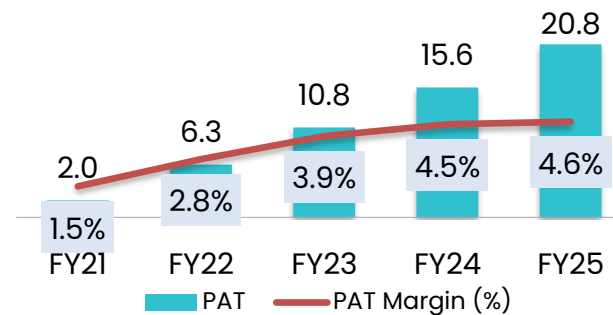
## EBITDA & EBITDA Margin (%)



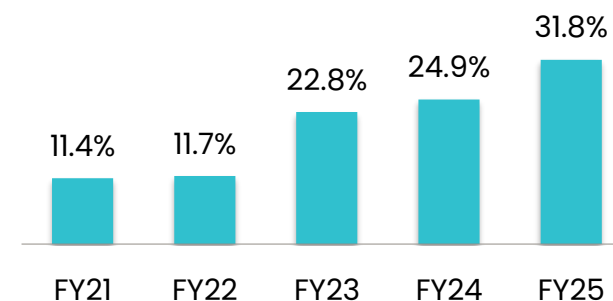
## Fixed Assets



## PAT & PAT Margin (%)



## ROCE (%)



# Profit & Loss Statement – Highlights

Standalone



Particulars (Rs. in Cr)	FY20	FY21	FY22	FY23	FY24	FY25
Revenue from Operations	112.8	133.9	224.5	274.7	348.2	453.8
Other Income	0.5	1.4	1.6	1.8	0.9	2.5
<b>Total Income</b>	<b>113.3</b>	<b>135.3</b>	<b>226.1</b>	<b>276.5</b>	<b>349.1</b>	<b>456.3</b>
COGS (Including Material Consumed for R&D)	81.7	102.2	177.1	208.7	261.3	330.0
Employee Benefits Expense	8.9	8.7	10.7	11.5	12.5	22.2
Manufacturing & Service Cost	5.3	4.8	7.2	9.6	13.6	17.6
Other Expense	8.5	9.1	15.7	17.1	22.7	31.4
<b>EBITDA</b>	<b>8.8</b>	<b>10.5</b>	<b>15.4</b>	<b>29.6</b>	<b>38.9</b>	<b>55.1</b>
<b>EBITDA Margin (%)</b>	<b>7.8%</b>	<b>7.8%</b>	<b>6.8%</b>	<b>10.7%</b>	<b>11.1%</b>	<b>12.1%</b>
Depreciation	1.9	2.0	2.2	2.8	3.8	4.4
<b>EBIT</b>	<b>6.9</b>	<b>8.5</b>	<b>13.3</b>	<b>26.8</b>	<b>35.1</b>	<b>50.6</b>
Financial Costs	4.4	4.2	4.7	9.3	13.7	22.4
Exceptional Items	0.0	1.2	0.0	0.0	0.0	0.0
<b>PBT</b>	<b>2.5</b>	<b>3.2</b>	<b>8.6</b>	<b>17.5</b>	<b>21.5</b>	<b>28.3</b>
Tax	0.6	1.2	2.3	6.7	5.8	7.5
<b>PAT</b>	<b>1.9</b>	<b>2.0</b>	<b>6.3</b>	<b>10.8</b>	<b>15.6</b>	<b>20.8</b>
<b>PAT Margin (%)</b>	<b>1.7%</b>	<b>1.5%</b>	<b>2.8%</b>	<b>3.9%</b>	<b>4.5%</b>	<b>4.6%</b>

# Balance Sheet – Highlights

Standalone



Particulars (Rs. Crores)	FY20	FY21	FY22	FY23	FY24	FY25
<b>Non-Current Assets</b>						
a. Property, Plant and Equipment	30.9	30.3	32.3	38.6	46.2	52.1
c. Capital work-in-progress	0.0	0.0	0.0			
d. Intangible Assets	0.0	0.0	0.1	0.3	0.4	0.4
- Investments	0.0	0.0	0.0	0.0	0.0	0.8
- Loans and Advances	0.0	0.0	0.0			
- Other financial assets	0.6	0.7	0.7	0.5	2.0	3.8
g. Other non-current assets	0.5	0.5	1.3	1.6	1.9	2.0
<b>Total Non-Current Assets</b>	<b>32.1</b>	<b>31.5</b>	<b>34.3</b>	<b>41.1</b>	<b>50.4</b>	<b>59.1</b>
<b>Current Assets</b>						
a. Inventories	50.5	67.6	46.5	150.1	175.0	239.9
b. Financial Assets	0.0	0.0	0.0			
- Current Investments	0.0	0.1	0.1	0.3	0.8	0.8
- Trade Receivables	39.0	41.1	90.3	34.6	64.8	177.1
- Cash and cash equivalents	2.7	1.0	1.9	2.9	1.1	0.2
- Loans	0.2	0.1	0.1	0.2	0.2	0.5
- Bank Balances	0.3	0.7	0.1	0.5	0.3	4.6
- Other financial assets	2.05	0.81	0.77	12.51	3.40	1.20
c. Other current assets	14.6	18.7	12.9	15.1	11.6	3.3
<b>Total Current Assets</b>	<b>109.3</b>	<b>130.1</b>	<b>152.6</b>	<b>216.2</b>	<b>257.2</b>	<b>427.5</b>
<b>Total Assets</b>	<b>141.4</b>	<b>161.6</b>	<b>187.0</b>	<b>257.3</b>	<b>307.6</b>	<b>486.7</b>

Particulars (Rs. Crores)	FY20	FY21	FY22	FY23	FY24	FY25
<b>Equity</b>						
a. Equity Share capital	4.0	4.0	4.4	4.5	4.7	4.7
b. Other Equity	37.3	39.1	63.6	91.8	116.8	136.7
<b>Total Equity</b>	<b>41.3</b>	<b>43.1</b>	<b>68.1</b>	<b>96.4</b>	<b>121.5</b>	<b>141.4</b>
<b>Liabilities</b>						
<b>Non-current liabilities</b>						
a. Financial Liabilities						
- Borrowings	11.5	29.1	42.0	15.4	12.8	9.6
- Provisions	1.6	1.6	1.7	2.0	2.4	3.8
- Other financial liabilities		0.0	0.0			
b. Deferred tax liabilities (net)	0.9	1.4	1.4	3.8	4.1	4.5
c. Other non-current liabilities						
<b>Total Non-Current Liabilities</b>	<b>14.1</b>	<b>32.1</b>	<b>45.2</b>	<b>21.2</b>	<b>19.3</b>	<b>17.9</b>
<b>Current liabilities</b>						
a. Financial Liabilities						
- Borrowings	23.4	10.5	10.7	71.1	92.7	156.8
- Lease Liabilities	0.0	0.0	0.0			
- Trade payables	46.2	60.0	48.6	59.3	62.9	144.8
- Other financial liabilities	0.0	0.0	0.0	0.3	0.0	0.1
b. Other current liabilities	13.8	14.8	11.6	4.6	5.6	18.6
- Short-Term Provisions						
c. Current Tax Liabilities	2.6	1.1	2.8	4.3	5.5	7.1
<b>Total Current Liabilities</b>	<b>86.0</b>	<b>86.5</b>	<b>73.8</b>	<b>139.7</b>	<b>166.8</b>	<b>327.3</b>
<b>Total Equity and Liabilities</b>	<b>141.4</b>	<b>161.6</b>	<b>187.0</b>	<b>257.3</b>	<b>307.6</b>	<b>486.7</b>



# Let's Connect

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