

August 5, 2021

DCS-CRD BSE Limited First Floor, New Trade Wing Rotunda Building, Phiroze Jeejeebhoy Towers Dalal Street, Fort, Mumbai 400 023 Stock Code: 533229	Listing Compliance National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor Plot No. C/1, 'G' Block Bandra- Kurla Complex Bandra East, Mumbai 400 051 Stock Code: BAJAJCON
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Dear Sir/Madam,

Sub: Investor Presentation

Please find enclosed a copy of Investor Presentation for the quarter ended June 30, 2021.

The same may please be taken on record and suitably disseminated to all concerned.

Thanking you,

Yours Sincerely,

For Bajaj Consumer Care Limited



Chandresh Chhaya
Company Secretary & Compliance Officer
Membership No.: FCS 4813

Encl: as above

Bajaj Consumer Care Ltd
(Formerly Bajaj Corp Ltd)

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Tel.: +91 22 22049056 / 58 / 8633 | CIN: L01110RJ2006PLC047173 | Web: www.bajajconsumercare.com
Registered Office: Old Station Road, Sevashram Chouraha, Udaipur- 313 001, Rajasthan
Tel.: +91 0294-2561631, 2561632

Investor Presentation

Q1 FY 2021 - 22

5th August 2021

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Executive Summary

- Q1' FY22 reported sales growth of 10.7% with sale of Rs. 212.0 Crore; Sales growth excluding sanitisers was 20.4%
- Sales was impacted in April and May due to Covid-19 related lockdown
- Gross margin was at 58.7% impacted due to commodity price inflation and change in product mix
- EBITDA was at Rs. 53.7 Crore, down by 7.9% in Q1FY22 with EBITDA margin of 25.3%
- Profit after tax was Rs 48.9 Crore in Q1FY22, decline of 9.8% over Q1FY21 with margin of 23.1%
- Bajaj Hair oil market share (Value) was at an all time high of 10.7% as of MAT June 2021 and a market share of 10.8% in Q1 2021-22

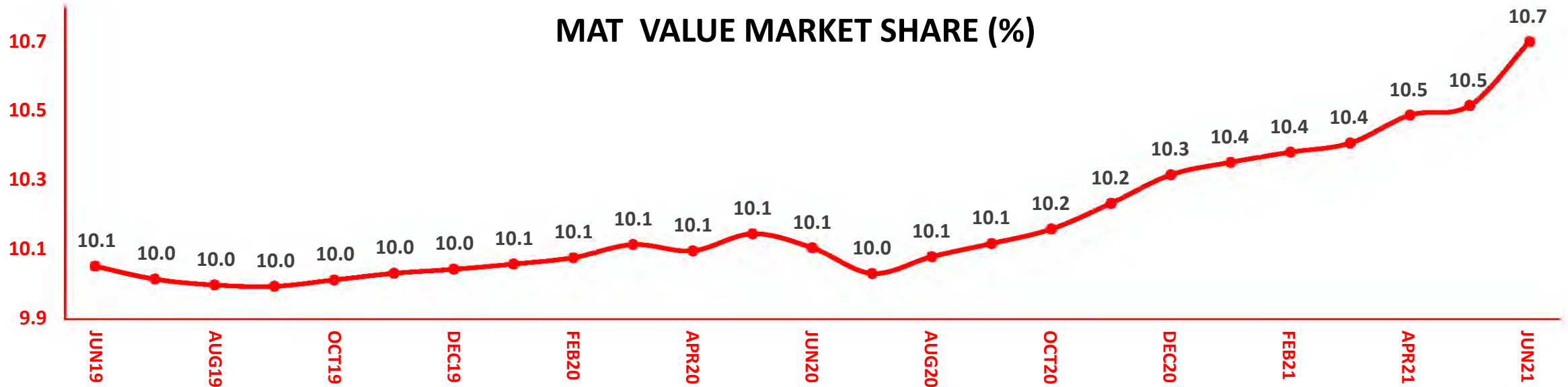
Hair Oil Markets & Shares

Hair Oil Market Growth Trends

	Value Growth (%)			Volume Growth %		
Total Hair Oils	FY 21 vs FY 20	Q1 vs Q1 LY	MAT Jun 21	FY 21 vs FY 20	Q1 vs Q1 LY	MAT Jun 21
All India	-6.6	25.4	5.4	-3.7	22.4	6.7
Urban	-11.4	28.5	1.7	-8.9	24.5	2.7
Rural	-0.1	22.1	10.0	2.3	20.3	11.3

Source: Nielsen Retail Audit Report, June 2021, All India

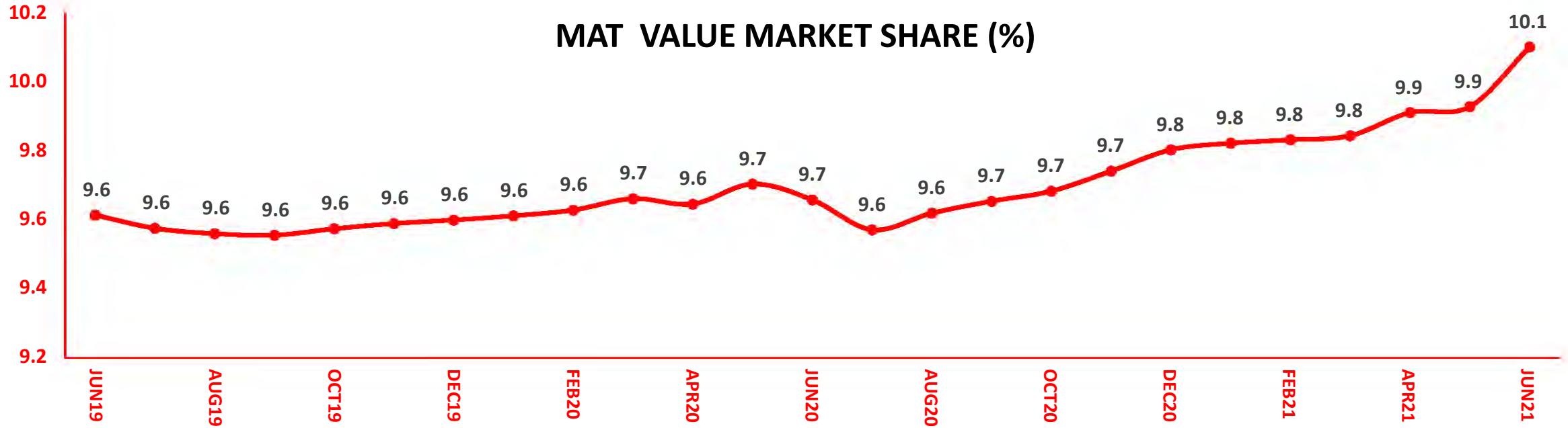
Bajaj Hair Oil Market Share Trend



Value MS % Total Bajaj Hair Oils	Q1 FY 21	Q2 FY 21	Q3 FY21	Q4 FY 21	Q1 FY 22	MAT June
All India (U+R)	9.6	9.8	11.0	11.1	10.8	10.7
All India – Urban	10.0	10.2	11.5	11.7	11.3	11.2
All India – Rural	9.1	9.4	10.4	10.3	10.2	10.1

- The company YTD share is up by 120 BPS vs YTD LY and on a MAT basis, share is at all time high of 10.7
- Both Urban and Rural Market have shown healthy increase
- Share growth has been driven by both ADHO and AAHO

Bajaj Almond Drops Hair Oil Market Share Trend



Value MS% Bajaj Almond Drops	Q1 FY 21	Q2 FY 21	Q3 FY21	Q4 FY 21	Q1 FY22	Mat June
All India (U+R)	9.1	9.3	10.4	10.4	10.2	10.1
All India – Urban	9.5	9.7	10.9	11.1	10.7	10.6
All India – Rural	8.7	8.8	9.8	9.6	9.6	9.4

- ADHO YTD share is up by 110 BPS vs YTD LY
- Share increase has been driven by consistent investment in both Brand Building and Distribution across both Urban and Rural Markets

Bajaj Hair Oil Brands

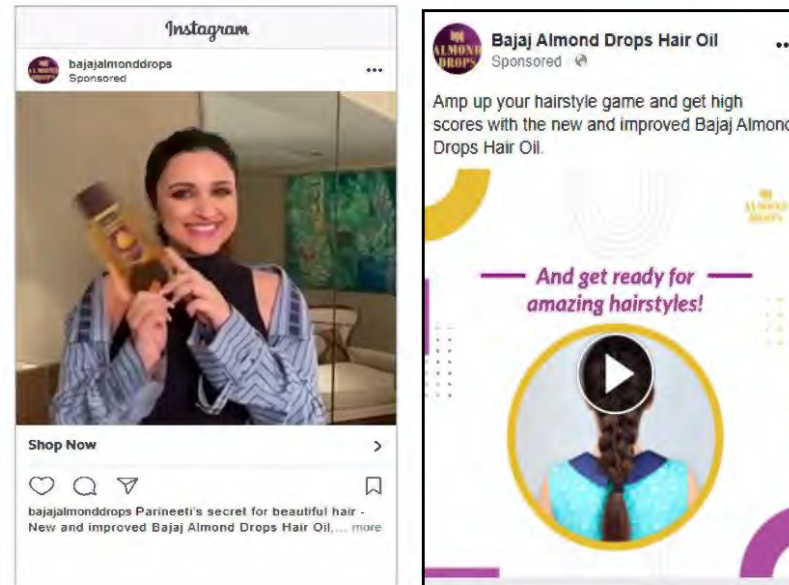
Bajaj Almond Drops Hair Oil Market Activation in Q1

TV Campaign



- SOV% ~ 11 % in Q1

Social Media Campaign



- VTR (@ 6%)better than Industry Standards
- Campaign Leveraged Parineeti Chopra's fan base

Print Campaign



- Print Campaign in Key Markets of Up/Bihar/Rajasthan/Delhi

Digital Demo Video Campaign -Strengthen Nourishment Credentials

Objective

Build consideration for the brand, especially in younger TG.

Insight

Lack of awareness of Specific benefits provided by ADHO,

Campaign Idea

2 Demo videos created with claims from lab studies

Claims

- 1) 79% Reduction in Hairfall.
- 2) 82% Stronger Hair.

Demo Video – Hair Fall Reduction



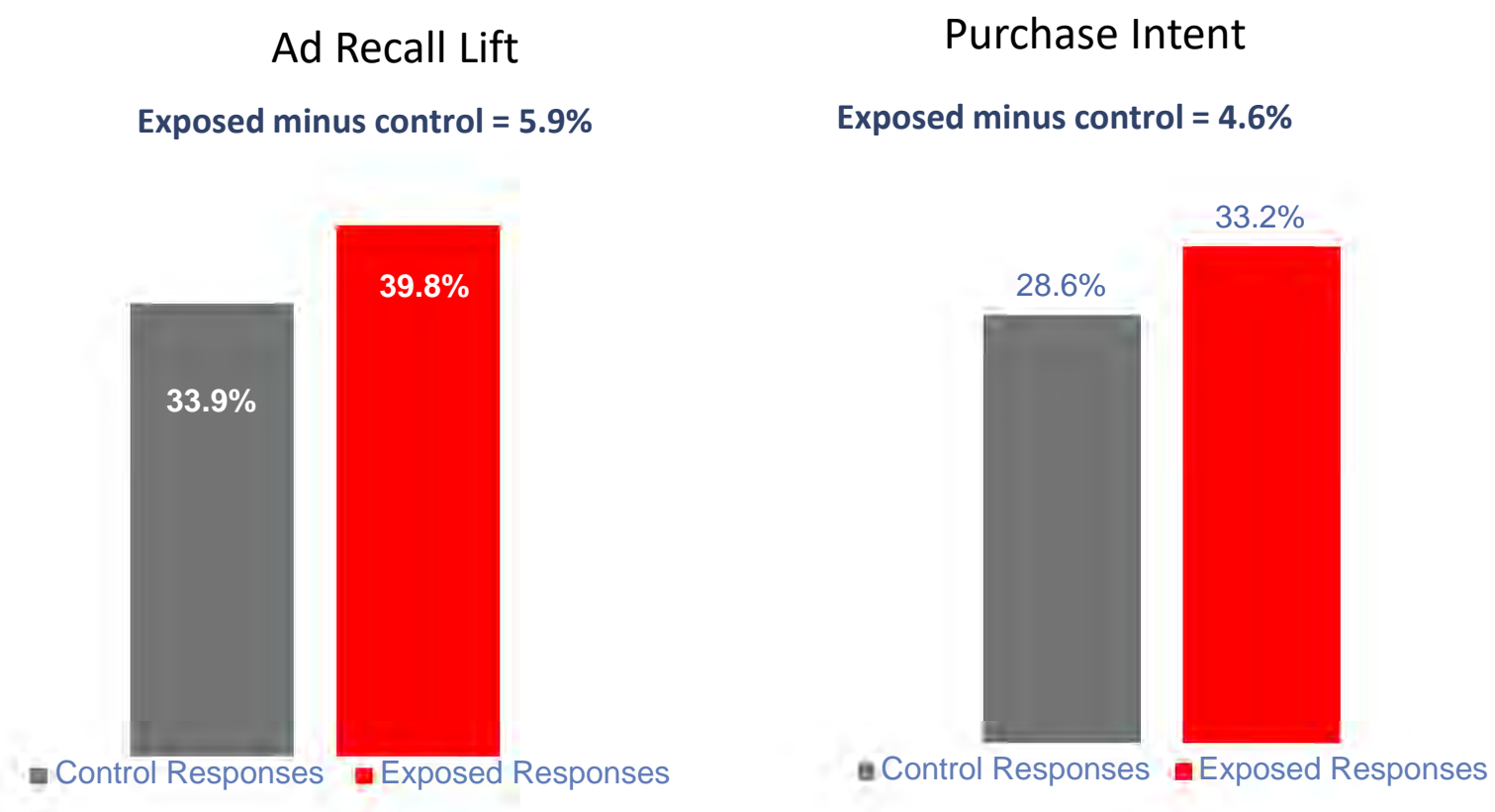
Execution

- Digital Only campaign
- Promoted on Youtube in April & June
- TG: Female 18 – 44 years
- Market: Urban Markets of UP, Pun, Raj, Har, Delhi, Mumbai

Demo Video – Hair Strength



Demo Video Results : Healthy Increase in Key KPI's



- Increase in Awareness and Purchase Intent were both Best in Class in You Tube campaign Database

Bajaj Amla Aloe Vera Hair Oil : Healthy Market Share Build up in Key States



	All India (Value MS% within Amla Segment)				
Period	Q1'21	Q2'21	Q3'21	Q4'21	Q1'22
All India	1.4	1.6	2.3	2.5	2.6

- Market share progression on AAHO has been steady in spite of Lockdown in Key Geographies of Rajasthan, UP and MP which impacted Van sales in Rural markets

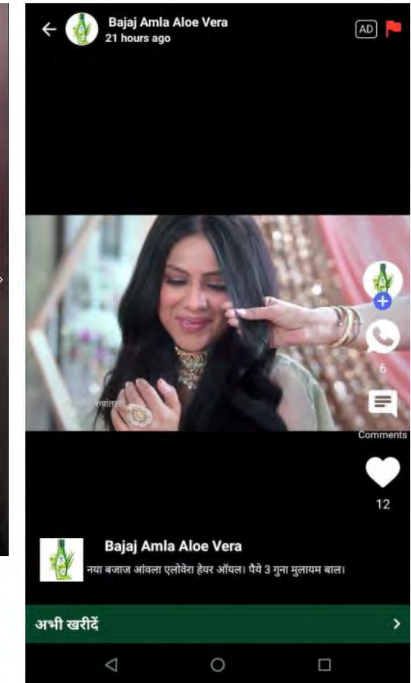
Bajaj Amla Aloe Vera : Marketing Support for Accelerating Trials

Print Campaign For Rajasthan, MP & UP in Q1



Leading Dailies Like Rajasthan Patrika, Amar Ujala and Hindustan

Digital and TV Support started For HSM



Rural Focussed TV Campaign started from July, to continue in Q2
Sharechat being used to supplement reach in rural

Bajaj Pure Coconut Oil Launch



500ml
Price: Rs 175



175 ml
Price: Rs 70



100 ml
Price: Rs 35

- Coconut Oil is a **Rs. 4800 Cr category** (MAT May '21) largely concentrated in West , South and East)
- **Product : 100% Pure Coconut Oil, Highest Grade without any additives**
- Launched in July in select states

Sales

Sales Value Channel wise – Q1 FY 22 (Standalone)

Channel	Q1FY21	Q1FY22	Growth %
General Trade	168.2	178.7	6.2%
Organised Trade	19.1	26.6	39.6%
Total Domestic Business	187.3	205.3	9.6%
International Business	4.2	6.7	58.6%
Total For the Company	191.5	212.0	10.7%
Total without Sanitizers	174.2	209.7	20.4%

Domestic Business

Domestic Business for Q1 FY 22

- ADHO has been promising with growths driven on the back of large packs
- AAHO value sales recovering well after easing of lockdown, continues its growth momentum in July
- Urban has shown signs of recovery clocking a good growth in Q1 with retail being the growth driver, large wholesale markets were closed for majority of the quarter thereby dragging down the growth in urban.
- Retail initiative in focussed markets yielded success resulting in over 40% growth in retail
- Van operations have got back to pre lockdown levels and going into Q2, it will be further scaled up to beyond Q4 levels of last year
- Most of the Modern Trade stores got closed/partially opened in April and May. While most stores resumed normal operations in June, though Mumbai, Bangalore & Chennai remained partially impacted
- Our products got listed with new retailers both in Modern Trade and Ecommerce, as well increased assortment in existing retailers

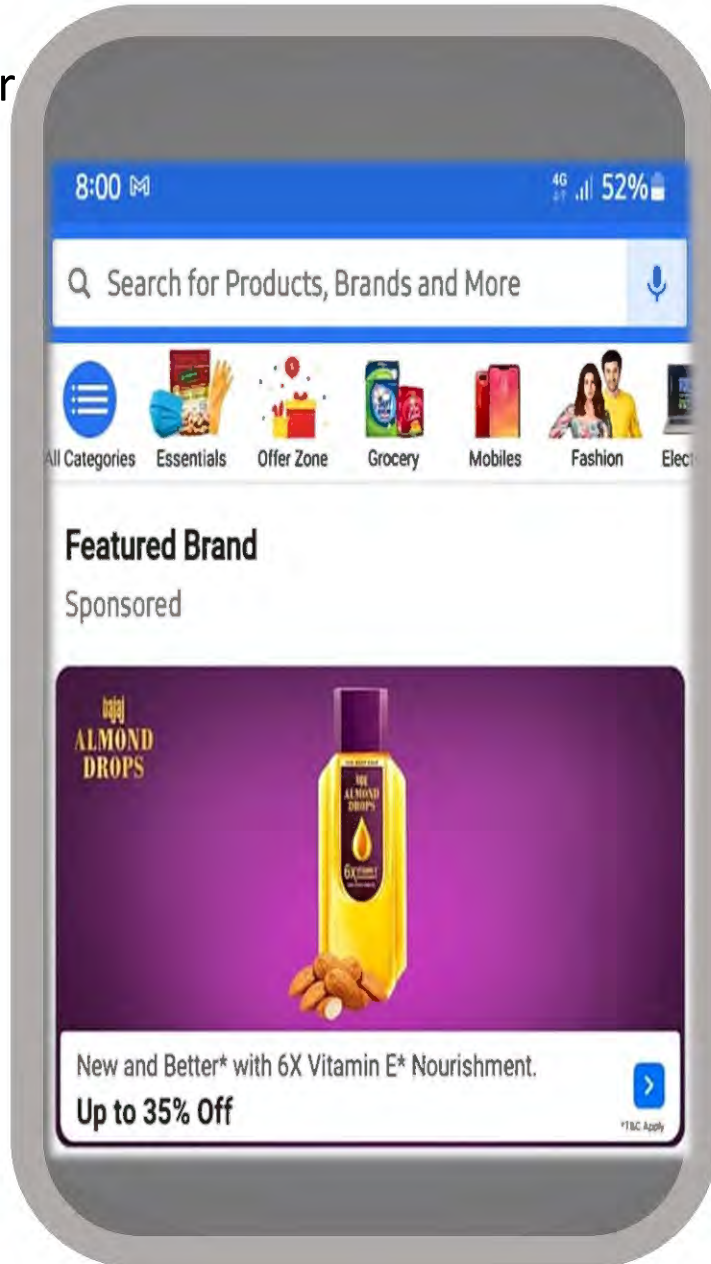




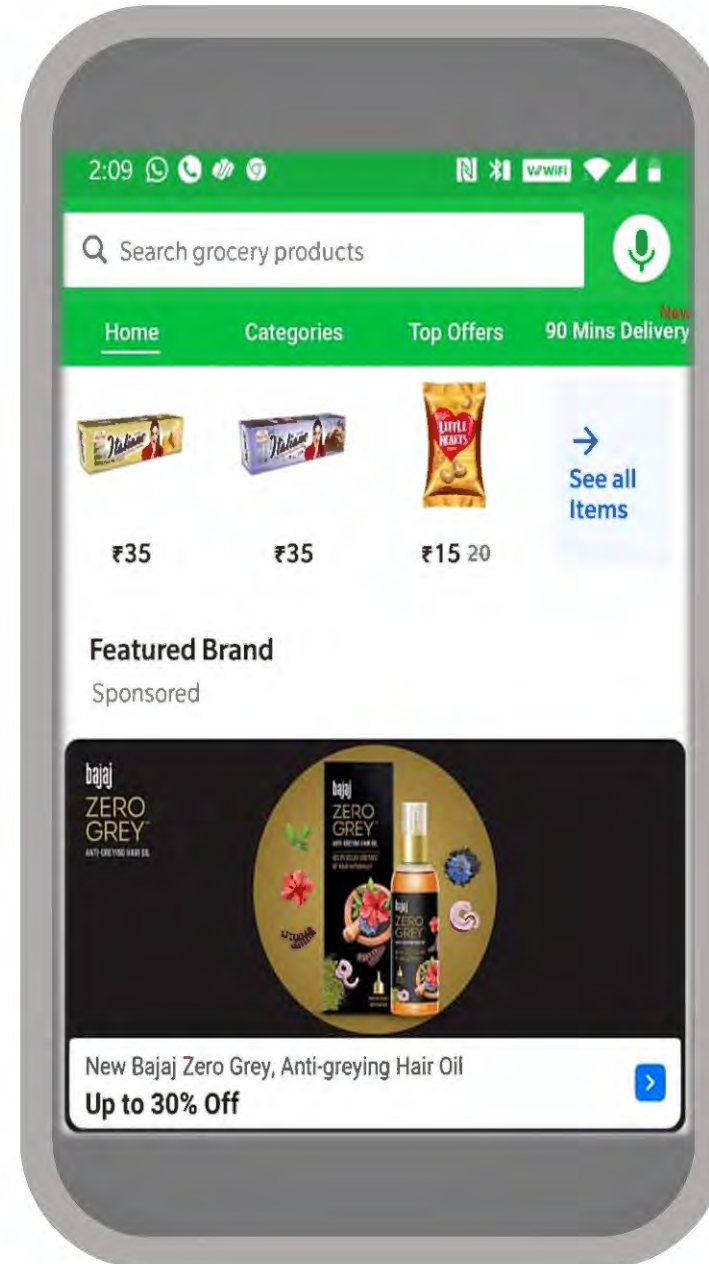
Modern retail store execution

Strong Brand Presence on E Commerce platforms

Carousel Banner

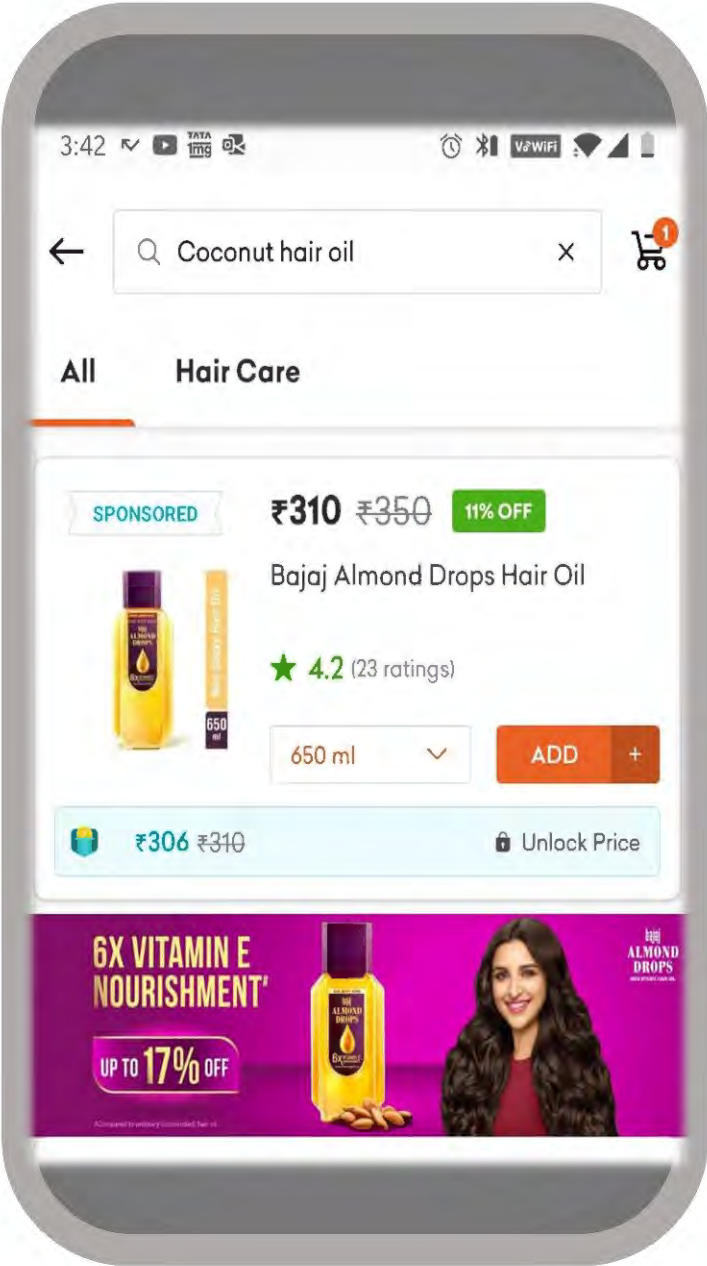


Cohort Banner

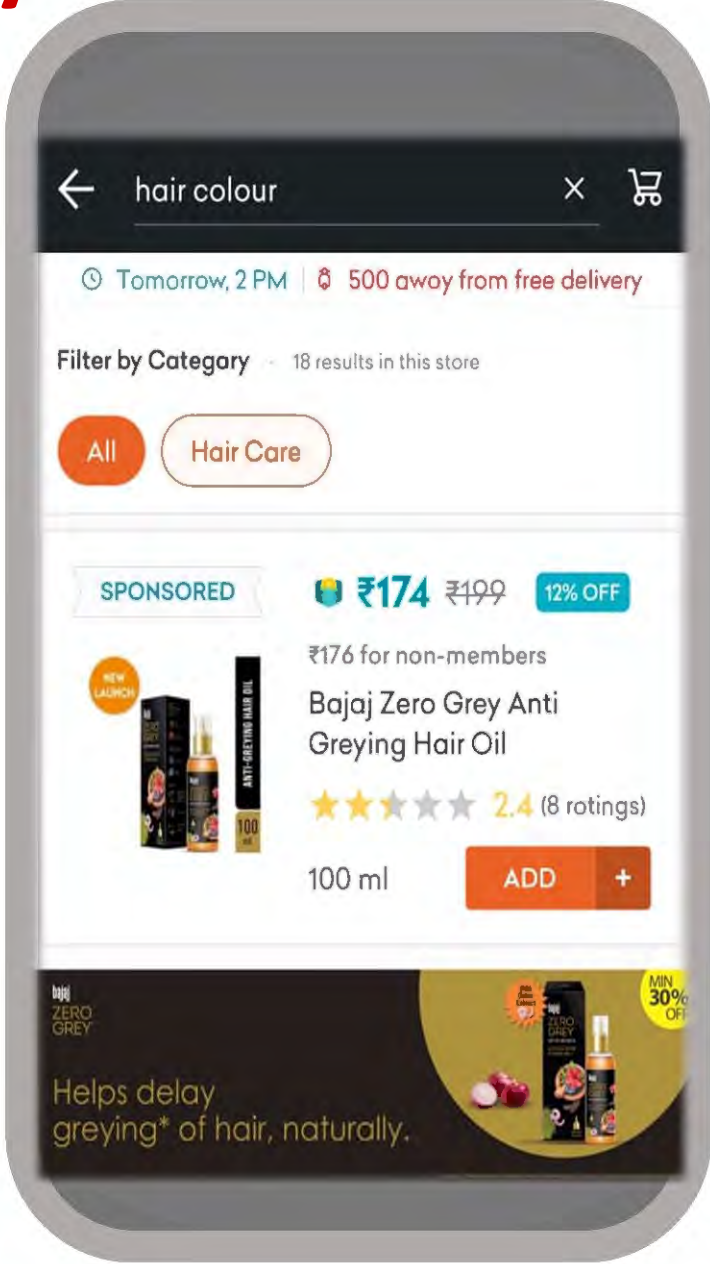


Grofers Search Based Activity

Sponsored
Banner



Sponsored
Banner



International Business

International Business Performance

Nepal & Bangladesh

- Strict lockdowns in place in both geographies throughout Q1
- Progressive upward trend in sales during the quarter

GCC and Africa

- Travel restrictions continued in most parts of GCC leading to slower sales
- Secondary Sales in GCC cluster at 10% growth over LY

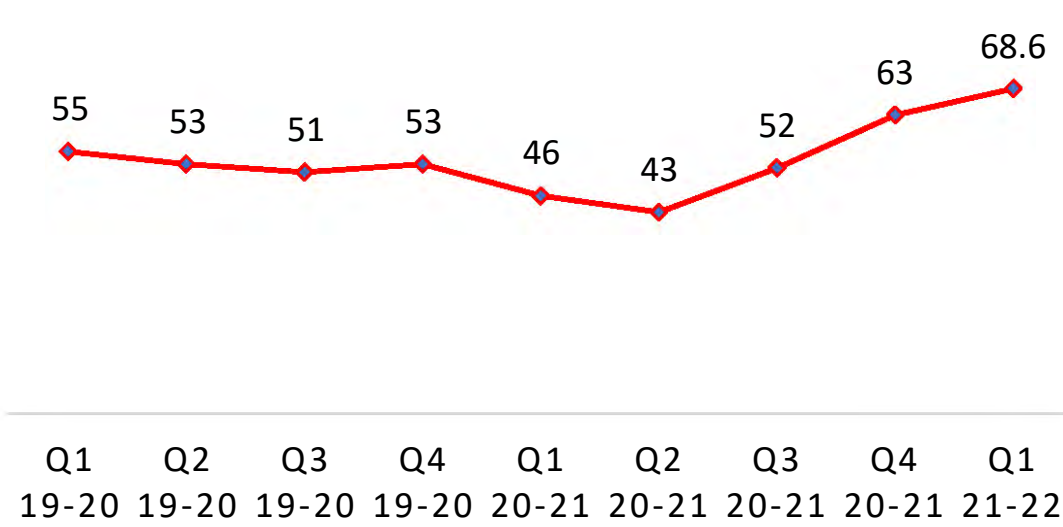
Rest of the World Exports

- Robust growth of 102% across key geographies over low base last year
- Key countries like US and Canada were out of 2nd wave in Q1

Business Operations

Market Price trends in LLP and RMO

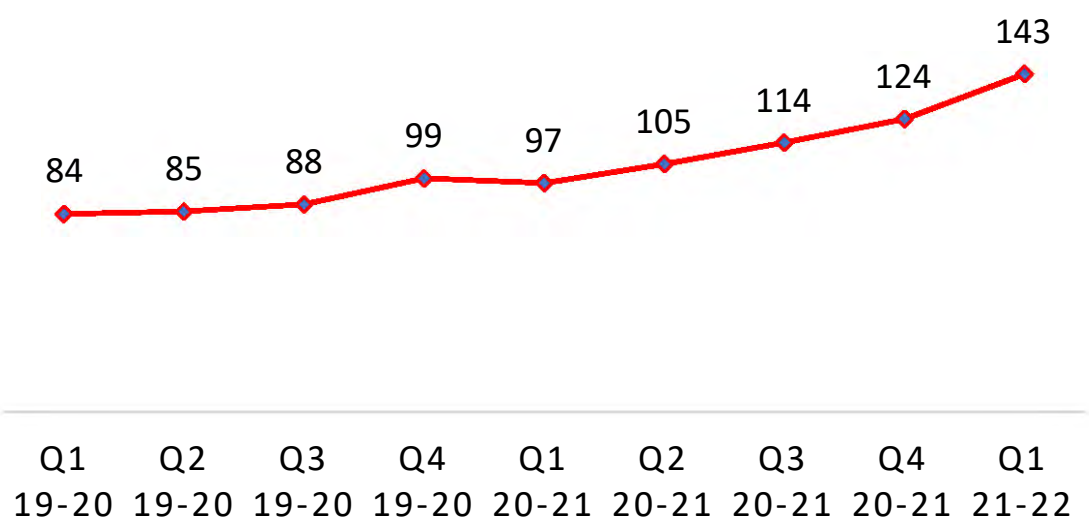
LLP PRICE PER KG



Light Liquid Paraffin(LLP)

- Upward trend due to supply issues in input RM base oil and rise in crude oil prices & dollar rate
- **Q1 prices about 9% above Q4 20-21**

RMO PRICE PER KG



Refined Mustard oil (RMO)

- In line with increasing prices of other edible oils due to tightness in overall supplies, RMO has also been going up
- **Q1 prices about 15% above Q4 20-21**

Cost Saving Initiatives

About 20 projects being undertaken as cost saving initiatives under the following heads to optimize material costs :

- **Value engineering** : Reduction of height and thickness of laminates, Optimization of specifications of cartons(5 ply to 3 ply)
- **Cost optimization** : Increased production at Vadodara to cater to West/Central and South, Localization of Packing Material supplies
- **Alternate vendors/transportation** : Alternate vendor development for glass bottles/caps, Use of rail to transport LLP and glass bottles

Manufacturing and Logistics

Even though there were pandemic related restrictions imposed by the authorities during the quarter, the service to the customer was ensured through specific measures taken

- Proactive liaising with authorities and obtaining permissions to continue operations at our plants and depots
- Close tie up with the transporters/ warehouse team/ contractors to ensure minimal disruption in operations
- Increase in inventories across plants and warehouses to take care of exigencies

ESG Initiatives

Reduction in carbon footprint

Reduction in consumption of packing materials:

- Glass : Reduced the consumption of glass by 16% through optimization of specifications of our highest consuming bottles; Further work being done for the remaining SKUs
- Laminates: Initiative being taken to optimize the consumption of laminates
- Paper: Reduced the consumption of paper by 7% through rationalization in cartons

Extended producer responsibility

Collection and disposal of plastic waste:

- We are committed to effectively collect and dispose off 100 % of plastic
- Collection and disposal started in the first quarter
- Quarter wise plan has been devised to meet the annual commitment

Sustainable sourcing

- Trials under way for replacement of multi layered laminates with recyclable laminates
- Options of usage of recycled PCR(Post consumer resins) in our bottles and caps being explored

Human Resources

Human Resource Initiatives

Project Pragati (*Organization Design, PMS & Rewards*)

- Project on Organizational redesign has been finalized after extensive consultation with all stakeholders. This includes determining principles on job level, role evaluation and right sizing the org. structure
- Performance Management System has been revamped with introduction of Behavioral Competency Framework

Capability Development

- Establishing the newly set up e-Learning platform as a key channel for learning delivery was the focus. Multiple contest / events / awareness sessions were held to ensure usage. 85+% of employees have completed multiple modules on the platform due to the drive.
- Organisational Annual Goal setting process was institutionalized by a robust process of determining organizational score card, followed by functional score card and finally cascading to individual goals.

Talent Acquisition

- E- Commerce, which is turning out to be the fastest growing vertical has been strengthened by addition of a new E Commerce head and a senior resource to manage both Organised Trade (Modern trade, Canteen & E-Commerce) and International Business
- Induction process strengthened; All new employees interact with MD & Senior Management in their first month of joining bringing in better alignment with the future strategy of the Organisation
- Institutionalized the process of post-exit feedback with a bi-annual survey to understand the engagement levels and reasons for exit of employees and take corrective action wherever required.

Employee Engagement



Environment Day:

This Environment Day, our manufacturing unit employees were on the front foot in making our planet a teeny bit cleaner by planting trees at our manufacturing units.

At BCCL, we use GPTW Trust Index framework to measure, improve & benchmark employee engagement. Over the last few years we have the following themes that have emerged as our strength areas:

Business Acumen

Training & Development

Management Credibility




Bajaj Consumer Care Ltd. has also received a special honour for "Commitment To Being a Great Place to Work" from Great Place to Work Institute.

The honour is given to celebrate the consistency and rigour in seeking employee feedback and acting on the same by BCCL over years and building a High-Trust, High-Performance Culture™



Learning and Development

Summer eLearning Championship

	 BCCL Learning Champion	 BCCL Learning Catalyst	 BCCL Most Learned Zone
For Whom?	All individual contributors (those below people manager designations)	All people managers	6 Sales Zones, 3 Plants Corporate Offices
What's Expected of You?	Earn the maximum number of Saksham course certifications possible by June 30th	Encourage your team to complete the maximum number of Saksham courses by June 30th Complete the maximum number of certifications yourself	Spread the word within and encourage your region to strive to win this competition
Timeline	Starts: June 01, 2021 Ends: June 30, 2021		
Rewards	* The title of "BCCL Learning Champion!" * Exciting prizes * A certificate of merit from our Leadership Team	* The title of "BCCL Learning Catalyst!" * Exciting prizes * A certificate of merit from our Leadership Team	* The title of "Most Learned Zone!" * Recognition from our Leadership Team

Hurry! Competition ends: June 30th, 2021

We launched e-Learning Summer Championship in Jun'21 to encourage self driven digital learning culture for learning new skills and honing existing ones

Winners were felicitated in a virtual award ceremony by MD



BCCL Summer eLearning Championship WINNERS

BCCL wishes to congratulate the winners of the Summer eLearning Championship. Your desire to learn and upskill yourself makes us proud!

BCCL Learning Champion!

Manish Kumar, GT

Jagdish A. Kadge, GT

BCCL Learning Catalyst!

Biswanath Panda, GT

BCCL Most Learned Region!

East

Covid-19 Response

bajaj CONSUMER CARE

BajajCARES (Bajaj Covid Assistance, Relief & Support)

Home Isolation Hypercare

Customized home isolation service through a tie up with a wellness service provider. Includes dedicated Care Manager and regular video consultation with a doctor, nurse and nutritionist.

Vaccination Support Service

Tie-up with a wellness service provider to encourage speedy vaccination of all our employees & their dependents including the cost incurred during vaccination.

CoviCare Advance

Immediate financial support to employees for unexpected expenses incurred on grounds of medical emergency arising due to pandemic.

Communication

Being constantly in touch with affected employees and their families through WhatsApp support groups, Personalized Check-Ins & Townhall.

We are
#InItTogether
and we will get through
this together!



Vaccination and CSR activities – Social Impact



We donated Hand Sanitizer to Villages near our plant in Paonta. The consignment was handed over to the Vice Chairman of State Civil Supply Corporation Ltd.



Tie up was done with nearby hospitals and camps for vaccination of all our staff- both on roll and contractual at our plants. 99% of staff at Guwahati, 88% at Dehradun and 67% at Paonta have got their first dose of vaccination. The rest would be completed in the coming months.

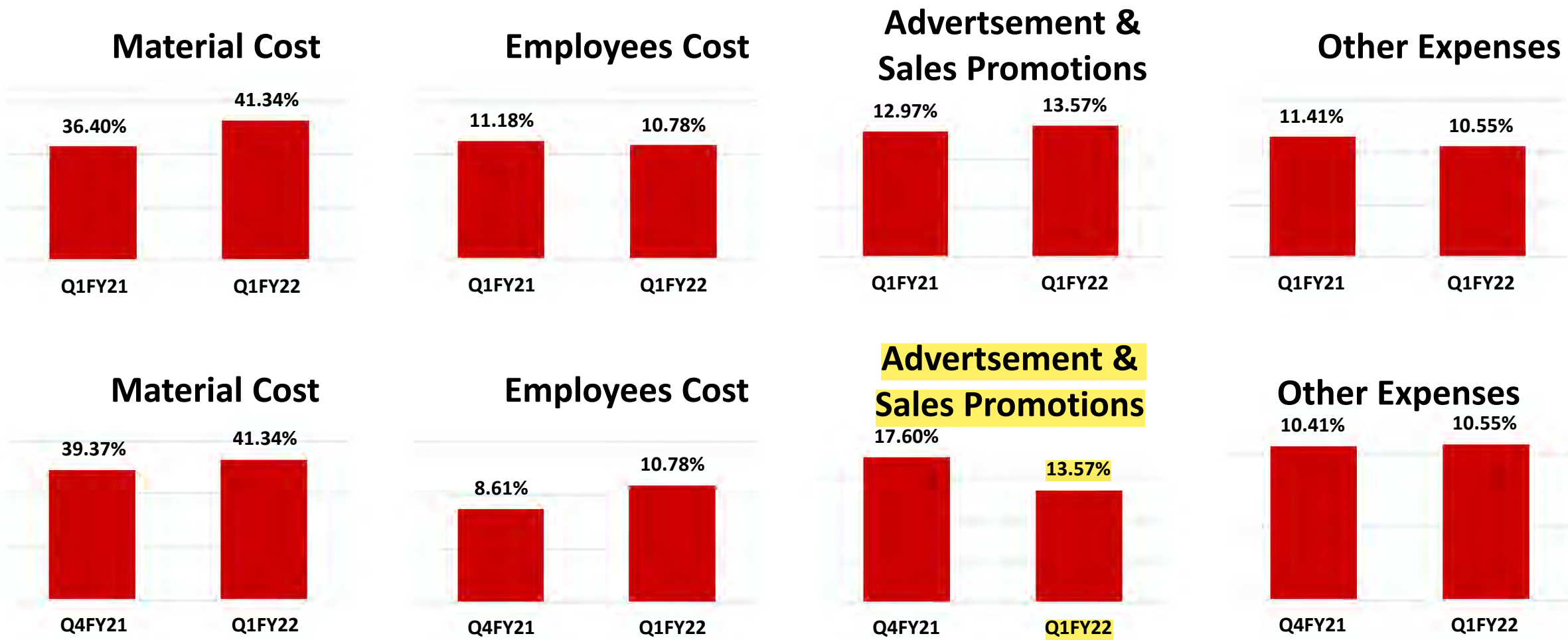
Financials

Summary Financial Q1 & FY21 – Standalone

Rs. in Crore

Particulars	Q1FY21	Q1FY22	Growth%	FY21
Sales (Value)	191.49	211.99	10.71%	897.97
Total Operating Income	196.06	215.29	9.81%	914.63
Gross Contribution	121.78	124.36	2.12%	568.52
EBITDA	58.24	53.67	(7.86%)	248.84
Other Income	10.56	8.30		34.53
Profit before Tax	65.67	59.22	(9.82%)	270.92
Tax	11.48	10.35		47.35
Profit after Tax	54.19	48.87	(9.81%)	223.57
Gross Margin %	63.60%	58.66%		63.31%
ASP to Sales %	12.97%	13.57%		17.15%
EBITDA %	30.42%	25.32%		27.71%
PAT%	28.30%	23.05%		24.90%

Analysis of Expense as % to Sales



Thank you