

## S H Kelkar and Company Limited

Largest Indian-origin Fragrance & Flavour Company



Q1 FY17 Earnings Presentation 2016



#### **Disclaimer**



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### **Q1FY17 Results Overview**



### Consolidated Summarized P&L Statement



Particulars (Rs. crore)	Q1 FY17	Q1 FY16	Y-o-Y Change (%)
Revenues from Operations (Net of excise)	254.4	220.6	15.4
Other Operating Income	1.4	0.6	153.3
Total Income	255.9	221.1	15.7
Total Expenditure			
<ul> <li>Raw Material expenses</li> </ul>	141.8	123.6	14.7
<ul> <li>Employee benefits expense</li> </ul>	29.3	24.6	19.5
<ul> <li>Other expenses</li> </ul>	37.4	32.6	14.8
Profit before other income, finance cost and exceptional items	47.3	40.4	17.1
Other Income	3.2	1.9	70.1
EBITDA	50.5	42.3	19.5
EBITDA margin (%)	19.7	19.1	60 bps
Finance Costs	1.9	7.2	(73.1)
Depreciation and Amortization	4.4	7.4	(40.2)
PBT	44.2	27.8	59.2
Tax expense	16.7	8.3	101.3
PAT	27.5	19.5	41.3
PAT Margins	10.8	8.8	200 bps
Cash Profit	31.9	26.8	18.9

Note: All figures as per Ind-AS

### **Key Developments**



# Successfully integrated Hi-Tech Technologies (HTT) into Flavours Division of the Company

- Contribution from HTT is reflected in the Company's Q1FY17 financial performance
- Acquisition in-line with the Company's plan to pursue strategic acquisitions to grow the Flavours business

# Q1FY2017 Financial and Operational Discussions (Y-o-Y)



### Total Income expands by 15.7% to Rs. 255.9 crore; growth on constant currency basis is 15%

- Growth in Fragrance and Flavours businesses contribute to overall performance
- Higher realizations and strong demand in the domestic market drive top-line performance
- Domestic and overseas segment grew by 21% & 6% respectively

#### EBITDA improves by 19.5% to Rs. 50.5 crore

• EBITDA margins increase to 19.7%, as compared to 19.1% in the same period last year. Margins expand primarily owing to better realisations, higher profitability in the Flavours business and contribution from new business acquisition

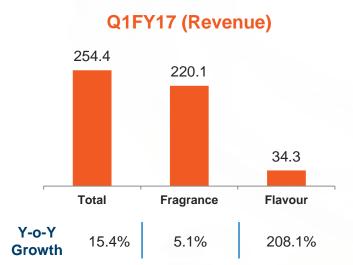
#### PBT up by 59.2% to Rs. 44.2 crore

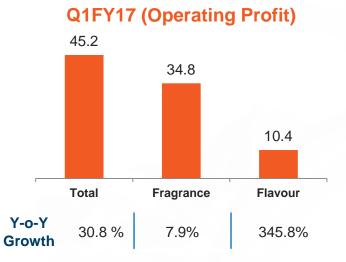
- PBT growth significantly ahead of EBITDA growth owing to:
  - Notable savings in interest costs
  - Change in depreciation policy leading to lower depreciation charge
  - Change in policy for accounting Research and Development expenses to carry forward development costs incurred during the quarter on eligible products under development aggregating to Rs 3.1 crore

PAT higher by 41.3% to Rs. 27.5 crore

#### Revenue & Operating Performance – Q1FY17





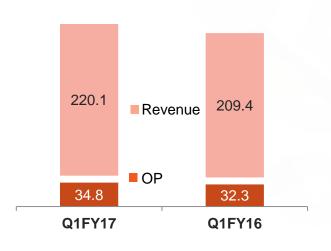


- While the Fragrance division forms a major part of total revenues, contribution of flavours business has increased to 13.5% in Q1FY17 from 5.0% in Q1FY16
- Flavours business registered strong growth in profitability with margins improving to 30.3% in Q1FY17 compared to 20.9% in Q1FY16

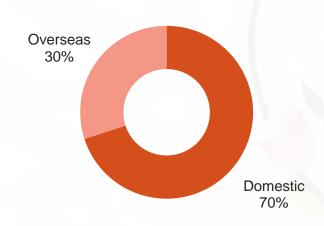
### **Fragrance Division**



#### **Revenue & Operating Profit**



#### Domestic and Overseas Revenue – Q1FY17











Rev. growth 5.1%

OP growth 7.9%

- Division reported 5.1% growth in Q1FY17 while domestic revenues were up 13%, overseas revenues lower by 10%
  - Overseas business reported subdued performance owing to slower demand witnessed in some markets and lower rupee realisations
- Segment operating profit margins marginally higher at 15.8% in Q1FY17 compared to 15.4% in Q1FY16

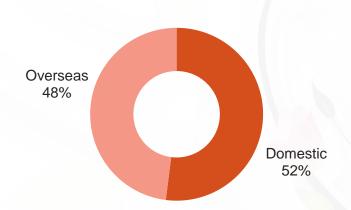
#### **Flavour Division**



#### **Revenue & Operating Profit**



#### Domestic and Overseas Revenue – Q1FY17





- Segment registers robust 208.1% increase y-o-y domestic and exports business grew 174% and 257% respectively;
- Improvement in operating profit margins at 30.3% in Q1FY17 vs 20.9% in Q1FY16

## Balance Sheet Snapshot – As on 30th June 2016







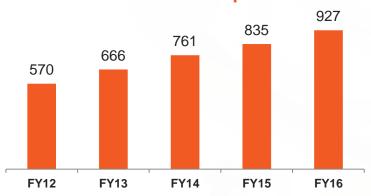


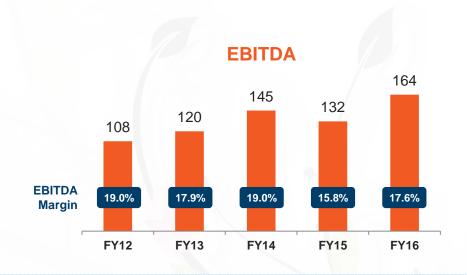


### Financial Snapshot



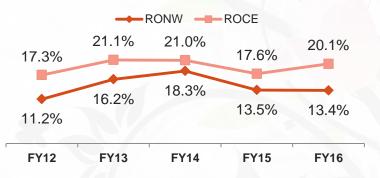
#### **Net Revenue from Operations**





#### **PAT** 80 79 64 62 41 PAT 9.2% 10.4% 7.7% 8.7% 7.2% Margin FY12 FY13 FY14 FY15 FY16

### Return on Net Worth & Return on Capital Employed (%)



Note: Return on Capital Employed is calculated as [EBIT/(Net Debt + Net Worth)]

### **Key Financial Ratios**



Particulars	FY13	FY14	FY15	FY16	Q1FY17
EBITDA margin (%)	17.9	19	15.8	17.6	19.7
PAT Margin (%)	9.2	10.4	7.7	8.7	10.8
Debt to Equity	0.31	0.38	0.48	0.11	0.12
Debt to EBITDA	1.1	1.3	1.8	0.5	0.4
Return on Networth (%)	16.2	18.3	13.5	13.4	15.8
Return on Capital Employed (%)	21.1	21.0	17.6	20.1	26.9

#### Notes:

- 1. Return on Networth is calculated as: PAT/ Average Networth
- 2. Return on Capital Employed is calculated as: EBIT/ Average Capital Employed
- 3. All figures till FY16 as per IGAAP; Q1FY17 figures as per Ind-AS

### **Management Comment**





Commenting on the performance, Mr. Kedar Vaze, Whole Time Director & CEO at SH Kelkar and Company Ltd. said:

"We have begun the financial year on a strong note with healthy performance in both Fragrance and Flavours businesses. Top-line growth was primarily driven by the domestic market which grew by 21%. The results also reinforce the operating leverage in our business with profitability growing at a much faster pace than revenues.

It is our constant endeavor to outperform the FMCG industry growth rates, which our industry closely tracks, by focusing on expanding our market share, increasing investments in R&D to drive product innovation, and by leveraging our leadership position in a niche industry. We continue to evaluate strategic opportunities which will enable us to deliver sustainable growth."



## **Ind AS Convergence**



# Consolidated Summarized P&L Statement – June 30, 2016



(Rs. crore)	30 Ju	30 June 2016 (Quarter ended)			
Particulars	IGAAP	Ind AS Adjustments	Ind AS		
Revenues from Operations	255.46	(1.02)	254.44		
Other Operating Income	1.42	-	1.42		
Total Income	256.88	(1.02)	255.86		
Total Expenditure					
<ul> <li>Raw Material expenses</li> </ul>	141.78	-	141.78		
<ul> <li>Employee benefits expense</li> </ul>	29.38	(0.03)	29.34		
<ul><li>Other expenses</li></ul>	38.04	(0.63)	37.41		
Profit before other income, finance cost and exceptional items	47.68	(0.36)	47.33		
Other Income	4.04	(0.85)	3.20		
EBITDA	51.72	(1.20)	50.52		
EBITDA margin (%)	20.13%	-	19.75%		
Finance Costs					
<ul> <li>Imputed interest on equity</li> </ul>	-	-	-		
<ul><li>Others</li></ul>	1.93	-	1.93		
Depreciation and Amortisation	4.37	0.03	4.40		
PBT	45.42	(1.23)	44.19		
Tax expenses	17.32	(0.66)	16.66		
PAT	28.10	(0.57)	27.53		
PAT Margin (%)	10.93%	-	10.75%		

### P&L reconciliation - 30 June 2016



(Rs. crore)	Profit reconciliat	ion
Particulars	Impact Area in PL	Quarter ended June 30, 2016
Consolidated Net profit as per IGAAP		28.10
Ind AS adjustments		
Imputed Interest cost on committed returns to the investor shareholder	Finance Costs	-
2. Amortization of Upfront Fees	Finance Costs	-
3. Restatement of past business combinations	Depreciation	(0.03)
4. Debtors provisioning based on Expected loss model	Other Income	0.02
5.a. MTM on financial instruments on derivative contract	Other Income	(0.87)
5.b. MTM on financial instruments on Mutual fund	Other Expenses	(0.39)
5. Deferred tax on GAAP adjustments and consolidation adjustments	Tax Expense	0.66
6.a. Reclassification of finance cost on defined benefit plan	Finance Costs	-
6.b. Finance cost re-class from employee benefits	Employee Benefit Expense	-
6.c. Actuarial gain/loss reclassified to OCI	Employee Benefit Expense	0.03
6.d. Trade discounts net off	Sales	(1.02)
6.e. Trade discounts net off	Other Expenses	1.02
Consolidated Net profit as per Ind AS		27.52

# Consolidated Summarized P&L Statement – June 30, 2015



(Rs. crore)	30 Ju	30 June 2015 (Quarter ended)			
Particulars	IGAAP	Ind AS Adjustments	Ind AS		
Revenues from Operations	221.33	(0.76)	220.57		
Other Operating Income	0.57	-	0.57		
Total Income	221.90	(0.76)	221.14		
Total Expenditure					
<ul> <li>Raw Material expenses</li> </ul>	123.58	-	123.58		
<ul> <li>Employee benefits expense</li> </ul>	24.91	(0.35)	24.56		
<ul><li>Other expenses</li></ul>	34.81	(2.22)	32.59		
Profit before other income, finance cost and exceptional items	38.60	1.81	40.41		
Other Income	1.88	-	1.88		
EBITDA	40.48	1.81	42.29		
EBITDA margin (%)	18.2%	-	19.1%		
Finance Costs					
<ul> <li>Imputed interest on equity</li> </ul>	_	1.88	1.88		
<ul><li>Others</li></ul>	4.80	0.45	5.25		
Depreciation and Amortisation	7.28	0.07	7.35		
PBT	28.40	(0.61)	27.78		
Tax expenses	7.60	(0.67)	8.28		
PAT	20.78	(1.29)	19.50		
PAT Margin (%)	9.3%	-	8.8%		

# Consolidated Summarized P&L Statement – Q. E. March 31, 2016 and YTD March 31, 2016



(Rs. crore)	31 March 2016 (Quarter ended)			31 March 2016 (Year ended)		
Particulars	IGAAP	Ind AS Adjustments	Ind AS	IGAAP	Ind AS Adjustments	Ind AS
Revenues from Operations	264.73	(0.23)	264.49	922.84	(1.69)	921.15
Other Operating Income	1.29	-	1.29	3.72	-	3.72
Total Income	266.01	(0.23)	265.78	926.56	(1.69)	924.87
Total Expenditure						
<ul> <li>Raw Material expenses</li> </ul>	148.91	-	148.91	511.21	-	511.21
<ul> <li>Employee benefits expense</li> </ul>	29.77	(0.16)	29.61	112.01	(0.16)	111.85
<ul><li>Other expenses</li></ul>	40.68	1.76	42.44	148.47	1.85	150.32
Profit before other income, finance cost and exceptional items	46.65	(1.83)	44.82	154.87	(3.38)	151.49
Other Income	3.77	1.20	4.97	9.56	0.88	10.44
EBITDA	50.42	(0.63)	49.79	164.43	(2.50)	161.93
EBITDA margin (%)	18.9%	-	18.7%	17.7%	-	17.5%
Finance Costs						
<ul><li>Imputed interest on equity</li></ul>	-	-	-	-	4.80	4.80
<ul><li>Others</li></ul>	1.35	0.03	1.38	14.38	0.85	15.23
Depreciation and Amortisation	7.66	0.07	7.73	29.41	0.29	29.70
РВТ	41.41	(0.73)	40.68	120.64	(8.45)	112.19
Tax expenses	15.33	0.59	14.74	40.43	2.36	38.07
PAT	26.07	(0.14)	25.94	80.21	(6.09)	74.12
PAT Margin (%)	9.8%	-	9.7%	8.6%	-	8.1%

### P&L reconciliation



(Rs. crore)	Pr	ofit reconcili	ation	
Particulars	Impact Area in PL	Quarter ended June 30, 2015	Quarter ended March 31, 2016	Year ended March 31, 2016
Consolidated Net profit as per IGAAP		20.78	26.07	80.21
Ind AS adjustments				
1. Imputed Interest cost on PE Investment	Finance Costs	(1.88)	-	(4.80)
2. Amortization of Upfront Fees	Finance Costs	(0.32)		(0.83)
3. Restatement of past business combinations	Depreciation	(0.07)	(0.07)	(0.29)
4. Debtors provisioning based on Expected loss model	Other Expenses	1.70	(1.99)	(3.41)
5.a. MTM on financial instruments	Other Income	-	1.20	0.88
5.b. MTM on financial instruments	Other Expenses	(0.24)	-	(0.13)
5. Deferred tax on GAAP adjustments and consolidation adjustments	Tax Expense	(0.68)	0.59	2.35
6.a. Reclassification of finance cost on defined benefit plan	Finance Costs	(0.15)	(0.02)	(0.02)
6.b. Finance cost re-class from employee benefits	Employee Benefit Expense	0.15	0.02	0.02
6.c. Actuarial gain/loss reclassified to OCI	Employee Benefit Expense	0.21	0.14	0.14
6.d. Trade discounts net off	Sales	(0.76)	(0.23)	(1.69)
6.e. Trade discounts net off	Other Expenses	0.76	0.23	1.69
Consolidated Net profit as per Ind AS		19.50	25.94	74.12

### Net worth reconciliation



(Rs. crore)	Net	worth reconcili	ation
Particulars	As at March 31, 2016	As at June 30, 2015	As at March 31, 2015
Consolidated Net worth as per IGAAP	762.82	537.80	509.70
Ind AS adjustments			
1. Reclassification of PE Investment into liability under Ind AS	_	(53.34)	(53.34)
2. Imputed Interest Cost on PE Investment	(13.72)	(10.81)	(8.92)
3. Reclassification of imputed interest to equity	13.72	-	-
4. Reversal of proposed equity and preference dividend	_	18.00	18.00
5. Debtors provisioning based on Expected loss model	(5.12)	-	(1.71)
6. Restatement of past business combinations	(40.88)	(42.67)	(39.76)
7. Deferred tax on GAAP adjustments and consolidation adjustments	3.11	0.15	0.85
8. Other Ind AS adjustments	1.54	1.05	1.61
Consolidated Net worth as per Ind AS	721.47	450.18	426.43



### **Our Business**



#### Who We Are



- Established 90 years back by SH Kelkar and VG Vaze
- Leading Fragrance & Flavour company in India exporting to 52 countries

- One of the largest Indian F&F companies by sales, with ~12% market share (2013)
- Largest domestic fragrance producer in India with a ~20.5% market share
- Global scale, state-ofthe-art infrastructure
- Leading domestic provider of Fragrance
   Flavour to FMCGs

- Broad- based board more than 50% comprise of Independent Directors
- Professional management & leadership team



Legacy



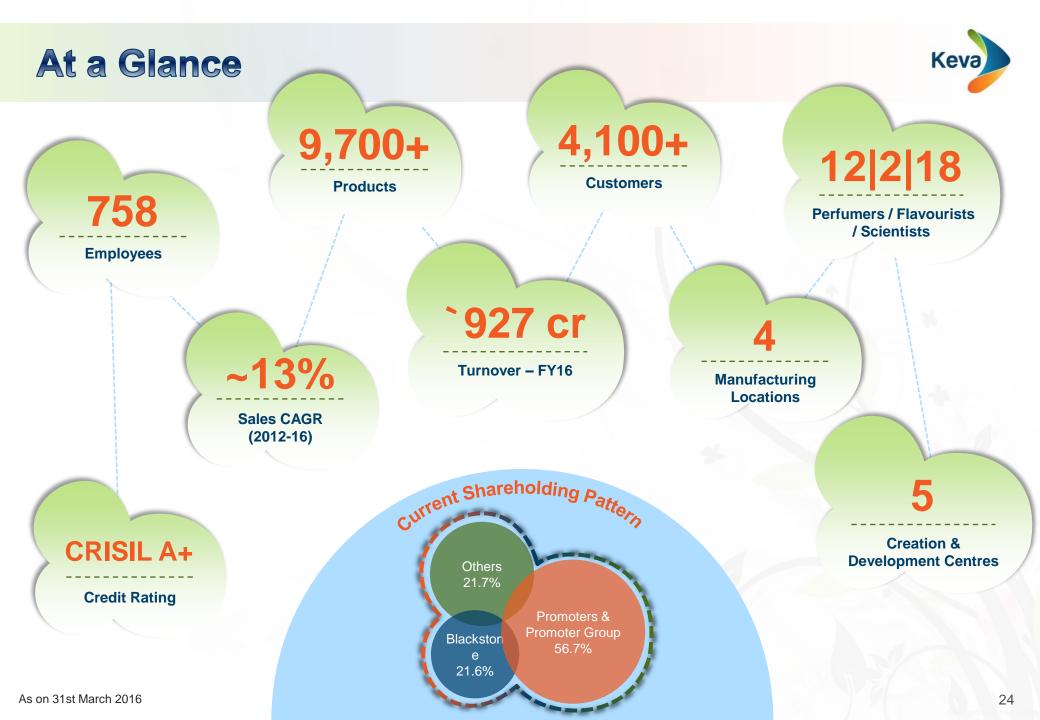
Market Leadership



**Excellent Infrastructure** 

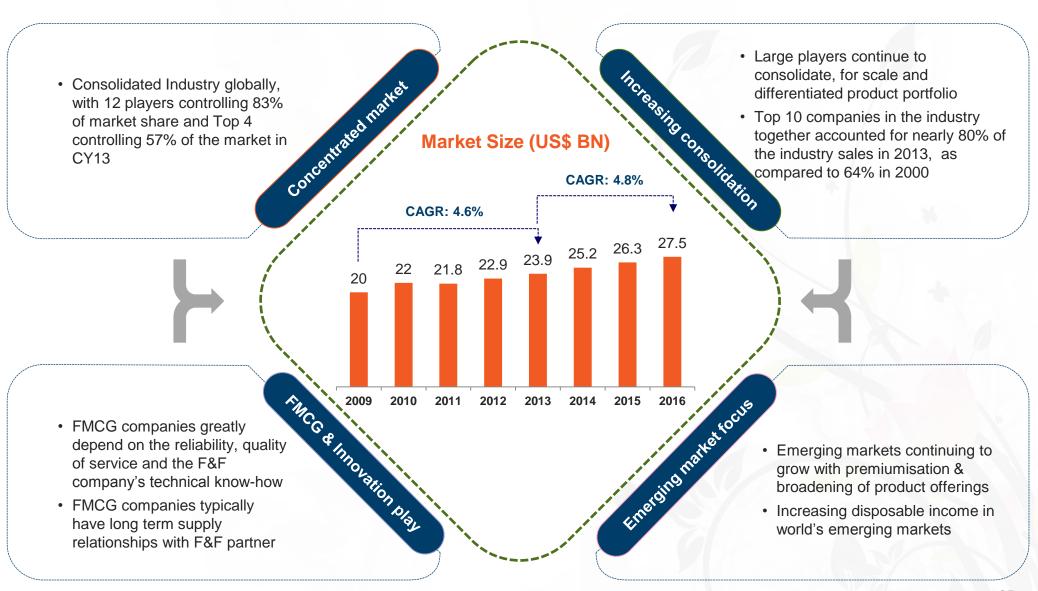


Strong Management



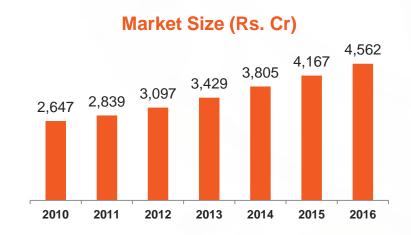
### Global F&F Market & Key Characteristics

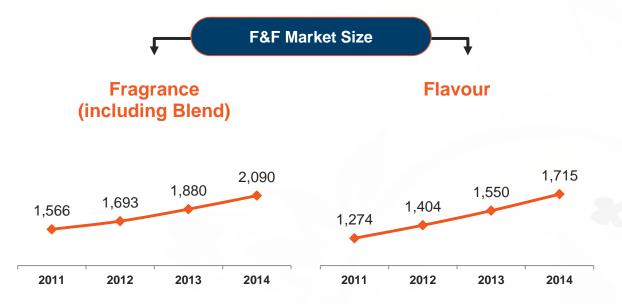




#### Indian F&F Market to Outpace Global F&F Growth







- Indian F&F market to grow at ~10% vs ~5% of global market (2013-16)
- Indian market comprises of more than 1,000 players
- Top 5 players control ~70% of Indian F&F industry
- Global MNC F&F houses have a market share of ~60%
- SHK is the largest Indian player and closely competes with Global MNCs
- Numerous small firms mostly cater to the unorganised market

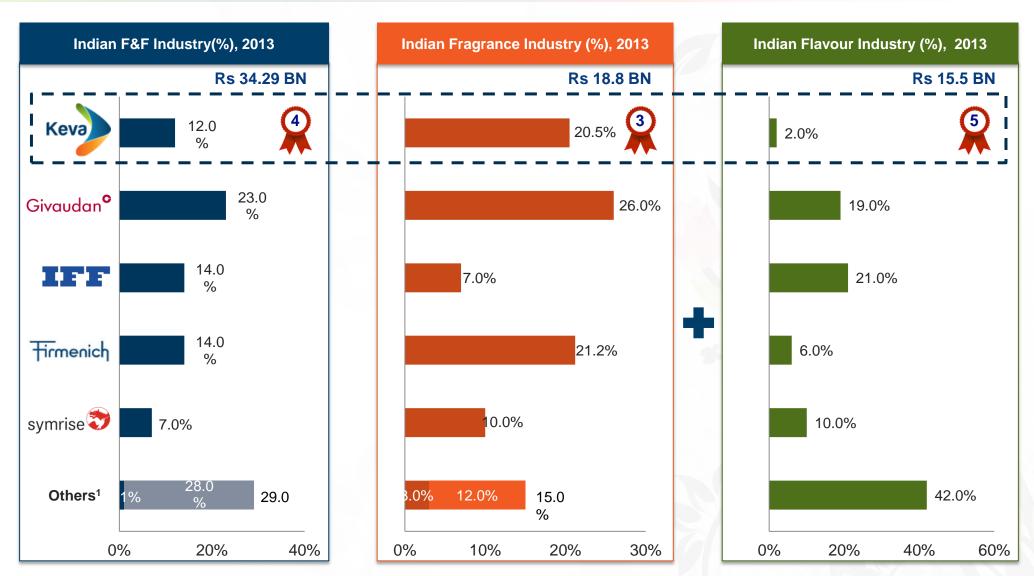
### F&F Industry - Strong Entry Barriers





### SHK is the Leading Domestic Player





Source: Nielsen Market Study on Fragrances and Flavours, March 2015

Note:

### Diverse Customer Base backed with Leading Brands







- Over 4,100 customers including global corporates, domestic companies and trade customers
- Very low customer concentration Largest customer contributed to 2.9% of sales in FY15
- Long term relationships with several customers spanning over 15 years

More than 3,700 Fragrance customers

More than 400 and increasing Flavours customers



- Category Leader Brands in the portfolio SHK, Keva and Cobra
- Branded small pack products "Cobra" sold to hundreds of traders and re-sellers across India and contributed ~6% of Sales in FY15
- Branded small pack is a focus segment for SHK unlike its MNC competition and has resulted in overall sales to branded small pack customers of ~14% in FY15
- Aims to further expand the small pack category by deepening its distribution network and developing new sales strategy

### Winning Customers across Categories



Branded small pack customers

Products range from 25 gms. to 500 gms. to several hundred traders and re-sellers spread country-wide

Domestic FMCG players:

Includes medium and large faster-growing domestic FMCG companies

International customer base / MNC FMCG companies:

Includes Global MNCs

Customer centricity – a long standing reputation developed over 90 years of existence

Sustainable Raw Material Sourcing Capabilities

Factors influencing customers

Strong R&D Capabilities + in-depth perfumery knowledge & capabilities

Growth-ready / Manufacturing Operations / Compliant

#### **Client-Brief / Pitch Process**



Branded small pack customers

Domestic FMCG players:

International customer base / MNC FMCG companies:

**Pro-active pitch** 

**Brief from customers** 

Small yet potentially disruptive new players entering markets – provide comprehensive support on the back of rich experience

- Technical and Commercial requirement:
  - Understanding of customer insight for sensory and technical perspective
- > New Product / Product Library / Market Research:
  - Development based on the received brief
  - Product innovation supported by strong market research
  - Over 35,000 formulations form part of library
- > Regulatory compliance and counsel:
  - In-line with global governing standards for F&F industry

Decentralization of decision making among MNCs

Reducing product life-cycle leading to new briefs every 3-4 years

# Strong R&D Capabilities + Creation & Development Centers



#### **Strong R&D Capabilities**

- SHK's R&D forms the technological basis for its products and solutions to focus on creative and consumer-centric research activities
- Strong and dedicated research team of 18 scientists operating in Mumbai and Barneveld
- Recognised by the Government of India's Department of Science and Industrial Research



#### **Creation & Development Centers**

- An enhanced version of in-house R&D center which works in collaboration with customers, as an extended R&D arm
- Operates 5 creation and development centers in Mumbai, Bengaluru,
   The Netherlands and Indonesia
- Comprises 12 perfumers and 2 flavourists, and a team of evaluators and application executives



Developed over 502 new fragrance and flavours compounds in FY15 which were sold commercially

Research team has developed 12 molecules over the last three years

Only company of Indian origin to file patents in field of Fragrance and Novel Aroma Molecules

### **Growth-ready Manufacturing Operations**



#### <u>India</u>

#### Vapi, Gujarat

- Site Area 18 acres
- Fragrance Total installed capacity of this manufacturing unit is 2,064 TPA
- Capacity Utilisation1 –
   35.8% in FY15

#### Mumbai, Maharashtra

- · Site Area ~11 acres
- Fragrance Total installed capacity of 4,599 TPA
- Capacity Utilisation 40.5% in FY15

#### Mumbai, Maharashtra

- Site Area ~37 acres
- Fragrance Unit
  - Total installed capacity is 10,342 TPA
  - Capacity Utilisation –
     44.2% in FY15
- Flavour Unit
  - Capacity 1,164 TPA
  - Capacity Utilisation –34.0% in FY15

#### **Netherlands**

#### Barneveld, The Netherlands

- One manufacturing facility with a musk unit and a multi-purpose unit
- Total Capacity of the two units is 1.650 TPA
- Capacity Utilisation 77.2% in FY15

- > Fragrance manufacturing facilities use cost efficient automated blending with minimum manual intervention ensuring consistent production
- > Capable of handling large or small batches with no significant drop in cost effectiveness, functionality, performance or reliability

### **Business Strategy**



Continue growth in market share Strengthen innovation platform to enhance products portfolio

Expand presence in the branded small pack portfolio

Supply chain optimisation

Accelerate growth through strategic acquisitions and partnerships

- Focus on retaining current domestic market leadership and enhancing market share in Fragrance industry in India and emerging markets like Asia, Africa & Middle East
- Introduction of new products in both the fragrance and flavour segments
- New product innovations and developments through close coordination between the research and marketing teams
- Establish additional creation and development centers both in India and overseas
- Strategy to leverage R&D capabilities to develop and enhance product offerings and increase revenue and improve profit margins

- Increase the number of branded small pack customers by deepening the distribution network and implementing a new sales strategy
- Introduction of new products to its branded small pack customers
- Dynamic finished product forecasting to anticipate customer orders
- Strengthening sales and operations planning by implementing new processes and tools
- Product portfolio rationalisation
- Raw material management

- Strategic acquisitions to expand current portfolio of products, strengthen technological platform and broaden the Flavour business
- Acquisitions to provide access to new markets and help increase market share in Indian and global Fragrance and Flavour industry

#### **Growth Levers**



#### High operating leverage

To drive profitability leading to better return ratios

#### Expand Branded small pack portfolio

 Focus on increasing branded sales in the Fragrance division by introducing new products

# Consolidation opportunity in the fragmented Flavours industry

 On-going prospects in the flavour industry for strategic tuck-in acquisitions

# Net cash positive – Balance Sheet to further strengthen owing to notable Free Cash Flow generation

Well-positioned to pursue strategic acquisitions and partnerships

### **Key Highlights**



- Largest domestic fragrance producer in India with market share of ~20.5% (CY13)
- Overall F&F market share of ~12.0% (CY13)
- Emerging flavour producer in India with exports to 15 countries
- Comprehensive Product Portfolio; diverse customer base without any concentration

- Established long term relationships between F&F companies and their customers, especially FMCG companies
- Increasingly stringent regulatory environment with strict quality standards for large players
- New customer acquisition time is very high for organized multinational and large Indian corporate fragrance and flavour companies

**Strong Entry** 

**Barriers** 

- Promoters Mr. Ramesh Vaze and Mr. Kedar Vaze, have over 40 and 19 years of experience in the fragrance and flavour industry, respectively
- Highly experienced senior and mid-level management with an average work experience of over 20 years

Experienced Promoters and Management

- Total market size of the Indian fragrance and flavour industry is estimated at Rs 38.05 billion. with Indian fragrance and flavour markets having grown at a 10.1% and 10.4% CAGR respectively over the last 4 years
- Increasing population, rising literacy levels, disposable income, changing lifestyle etc. to act as major key drivers for growth of the Indian F&F industry
- Company's formulations are an integral part of FMCG's brand defining product attributes

Industry Dynamics

- Comprehensive product portfolio and an extensive library of product formulations created over 90 years
- 18 scientists strong R&D, developed 12 molecules and filed patent applications for 3 molecules
- Efficient Raw Material sourcing Capability
- Modern Manufacturing facilities with headroom for growth
- Regulatory compliant Robust Infrastructure and Compliance Systems

**Growth Ready** 

Established Market Leadership



## **Annexure**



#### **Conference Call Details**



Time	12:30 pm IST on Wednesday, August 10 <sup>th</sup> , 2016
Local dial-in numbers	Primary number: +91 22 3938 1071
	Secondary number: +91 22 6746 8354
nternational Toll Free Number	Hong Kong: 800 964 448
	Singapore: 800 101 2045
	• UK: 0 808 101 1573
	• USA: 1 866 746 2133

#### **About Us**



S H Kelkar and Company Limited (SHK) is the largest Indian-origin Fragrance & Flavour Company in India\*. It has a long standing reputation in the fragrance industry developed in 90 years of experience. Its fragrance products and ingredients are used as a raw material in personal wash, fabric care, skin and hair care, fine fragrances and household products. Its flavor products are used as a raw material by producers of baked goods, dairy products, beverages and pharmaceutical products. It offers products under SHK, Cobra and Keva brands.

The Company has a strong and dedicated team of 18 scientists, 12 perfumers, two flavourists, evaluators and application executives at its facilities and five creation and development centers in Mumbai, Bengaluru, The Netherlands and Indonesia for the development of fragrance and flavour products. Their research team has developed 12 molecules over the last three years, of which the Company has filed patent applications for three.

Over the years, SHK has developed a vast product portfolio of fragrances and flavor products for the FMCG, personal care, pharmaceutical and food & beverages industry. The Company has a diverse and large client base of over 4,100 customers including leading national and multi-national FMCG companies, blenders of fragrances & flavors and fragrance & flavor producers.

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# **Thank You**