

Dabur India Limited

Investor Communication

Quarter ended 30th June 2018

An orange right-pointing arrow.

1. Q1 FY19 – Overview

2. Category Highlights

3. Business Initiatives

4. Product Launches

5. International Business – Q1 FY19 Performance

6. Profit & Loss Statements

Q1 FY19 – Overview



1 Consolidated revenue grew by 19.6%¹ to INR 2,081 crore

2 Growth in Domestic FMCG was 23.7%¹ backed by one of the highest ever volume growth of 21%

3 International Business reported growth of 11.5%

4 Operating margins² improved from 17.3% in Q1 FY18 to 18.6% in Q1 FY19, Operating profit grew by 25% in Consolidated Business.

5 Consolidated PAT increased by 24.6% to reach INR 329 crore

1. Comparable constant currency growth adjusted for GST and currency impact

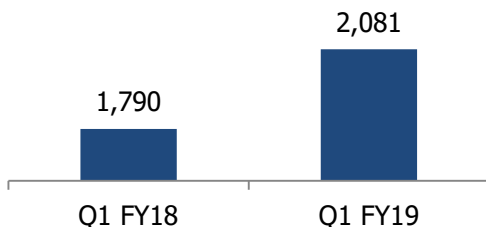
2. Operating margins are not comparable due to GST; on a like-to-like basis the operating margin increased from 17.3% to 18.1%

Q1 FY19 – Consolidated Financials



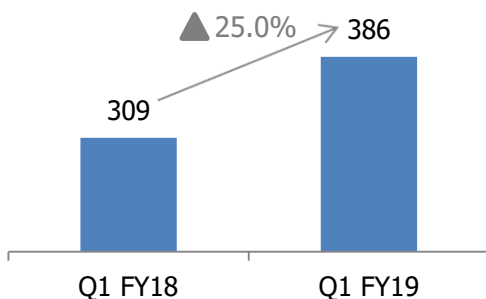
Revenue

GST adjusted constant current growth of 19.6%



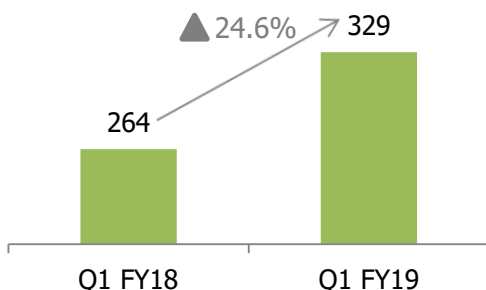
- GST adjusted constant currency growth in Revenue was **19.6%**
- Domestic business revenue grew by **24.7%** led by volume growth of **21%**
- International Business reported growth of **11.5%**

EBITDA



- Material cost came down from **51.1%** in Q1 FY18 to **50.4%** in Q1 FY19
- A&P expenditure went up by **32%**
- Operating margin increased to **18.6%** in Q1 FY19 vs **17.3%** in Q1 FY18

PAT

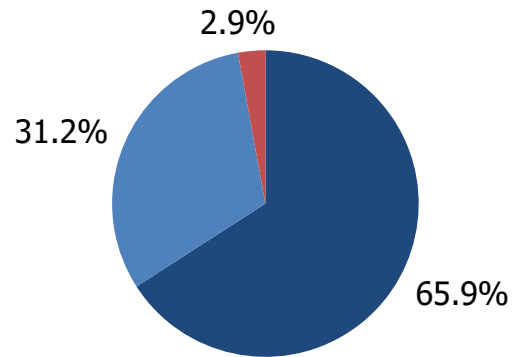


- Consolidated Profit After Tax (PAT) grew by **24.6%** to reach **INR 329 crores**
- PAT margin increased by **107 bps** to reach **15.8%**

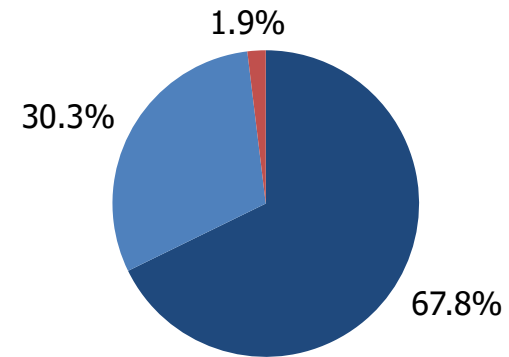
Q1 FY19 – Business Overview



Q1 FY18



Q1 FY19



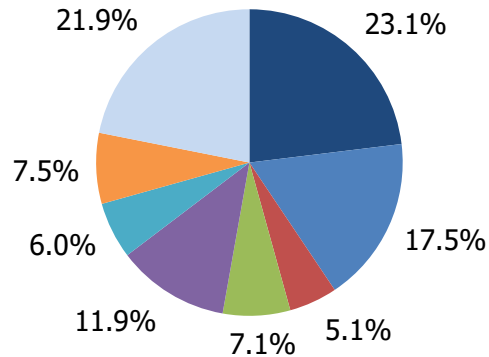
■ Domestic ■ International ■ Others

- **Contribution of Domestic FMCG increased to 67.8% from 65.9% last year**
- **International Business contributed 30.3% as compared to 31.2% last year**

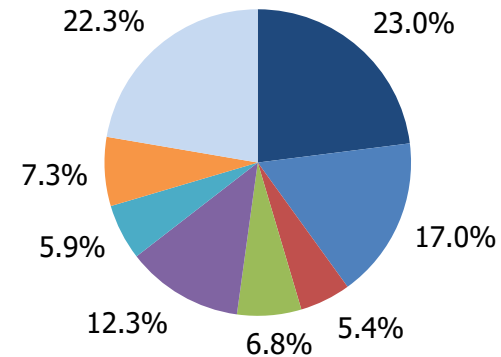
Domestic FMCG – Category-wise Sales Q1 FY19



Q1 FY18



Q1 FY19



■ Hair Care ■ Oral Care ■ Skin Care ■ Home Care ■ Health Supplements ■ Digestives ■ OTC & Ethicals ■ Foods

- **Share of Hair Care category has remained constant at 23%**
- **Oral Care category decreased share from 17.5% to 17.0%**
- **Health Supplements' share increased by ~40 bps**
- **Food increased from 21.9% in Q1 FY18 to 22.3% in Q1 FY19**

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Home and Personal Care (HPC) – Q1 FY19



- **HPC posted growth of ~20% in Q1 FY19**
- **Oral care** recorded a **growth of 17.3%**
 - **Toothpaste** category posted **growth of 16.8%**
 - › **Red Toothpaste Franchise** continued its growth momentum with **RTP growing by 31.2%**
 - **Toothpowder** category **grew by 21.6%**
- **Hair oil** category grew by **18.8%** on the back of strong growth in Anmol Coconut Oil, Amla Hair Oil, Brahmi Amla Hair Oil and Dabur Almond Hair Oil
- **Shampoos category grew by 30.3%** driven by focused marketing initiatives and improving bottle saliency
- **Homecare category posted double digit growth of 17.4%** mainly on account of strong growth in Odonil and Sanifresh
- **Skin care recorded growth of 27.1%** driven by double digit growth in Gulabari, Fem bleaches, HRC and facial kits



Anmol becomes the 4th largest brand in Coconut Oils category



Dabur RTP continues on its double digit growth trajectory



Gulabari recorded strong double digit growth

Healthcare (HC) – Q1 FY19



- **Healthcare grew by 23.4% in Q1 FY19**
- **Health Supplements grew by 27.5%** led by strong double digit growth in Chyawanprash and Honey
- **Digestives posted growth of 21.6%** on the back of strong performance of Hajmola tablets
 - **Launched a new variant Hajmola Chat Cola**
- **OTC category grew by 13.3%** led by good growth in Honitus, Madhuvaani, Lal Tail and Mahabhringraj Hair Oil
- **Ethicals grew by 23.4%** led by medico marketing initiatives and on the ground activations

डाबर और आपका स्वास्थ्य प्रश्नोत्तरी

प्र. मेरे हाथों एवं पैरों की उंगलियों में पिछले कुछ दिनों से दर्द एवं सोजन रहने लगी है। डॉक्टर ने बताया कि मेरा "Uric Acid" बढ़ा हुआ है। कृपया आयुर्वेदिक इलाज बताएं?

उ. आप सर्वप्रथम अपनी खुराक में प्रोटीन्स (Proteins) की मात्रा को कम करें। मांस, दालें, पनीर आदि पदार्थों का सेवन कम करें। आप डाबर अमृतादि गुग्गुलु 1-2 गोली रोज़ डाबर महारासनादि क्वाथ के साथ ले सकते हैं।

प्र. मुझे बचपन से ही भोजन ठीक प्रकार से नहीं पचता है। बहुत इलाज करवाया परंतु आराम नहीं मिला। भूख भी समय पर नहीं लगती। कृपया आयुर्वेदिक इलाज बताएं?

उ. आप डाबर हिंगवष्टक चूर्ण ½ चम्मच गुनगुने पानी के साथ लें। इसके साथ-साथ आप डाबर ब्राह्मरासव 1-2 चम्मच समभाग जल मिलाकर ले सकते हैं।

प्र. मुझे साँस फूलने की शिकायत है, पिछले कुछ दिनों से जुखाम भी है एवं बलगम युक्त खाँसी भी रहती है। कृपया मदद करें?

उ. आप डाबर ब्रॉकोरिड सिरप 1-2 चम्मच दिन में तीन बार गुनगुने पानी के साथ लें। जुखाम के लिए आप डाबर लक्ष्मी विलास रस की एक गोली दिन में 3-4 बार लें।

जोड़ों के दर्द में लाभकारी

KEY OUTLETS IN MP AND CHHATTISGARH

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 Website: dabur.com • Toll Free: 1800-103-1644

McCerniDabur05/18

Dabur Health – Q&A



Ethicals Portfolio

Foods – Q1 FY19



- **Beverages grew by 26.8%** on the back of strong double digit growth in Real and Activ
 - Good growth in both out home and in home packs
 - NPDs contributed 3.8% of revenue
 - Higher media spends, focus on impactful media and more weeks on air driving growth
 - Competitive intensity being tackled through higher media spends and tactical promotions
- **Launched Ethnic Range of Real with 3 variants – Masala Guava, Masala Pomegranate and Alphonso Mango**
- **Culinary business grew by 10.2%** driven by double digit growth of Hommade Coconut Milk and Nature's Best
- Activ Coconut Water continues to register good offtake



Real Activ



Driving Frequency of Consumption and Impactful Media

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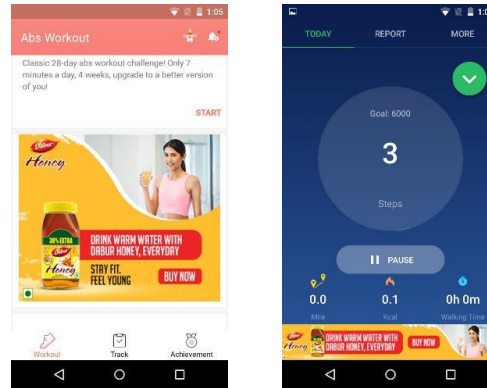
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Consumer / Marketing Initiatives (1/2)



Honey – Contest led activation on BigBasket



Promoting Dabur Honey with Warm Water regimen on Fitness Apps



Dabur Amla – greater visibility



Odonil Zipper – Khushboo on Wheels



Odomos Sampling at Nauchandi Mela



Proof Hai Communication for Dabur Red

Consumer / Marketing Initiatives (2/2)



Advertising Activ Coconut Water through Cabs



Sampling of Real Activ in various markets



Specially crafted Iftaar Combo Pack for Real



World Hypertension Day – Awareness Campaign



Touching 15,000+ consumers in 22 cities through 100 AyurYoga Camps



Hajmola Sampling with Restaurant Chains

Advertisements in Q1 FY19



डाबर आँवला बनाए निहार शान्ति आँवला के मुकाबले बालों को दोगुना तक मजबूत*

असली आँवला, डाबर आँवला

*30ml

*निर्धारित ब्राह्मी और आँवला तेल सामानों से आँवले वाली की तुलना में दोगुना तक बालों को मजबूत करने में मदद मिलती है (निहार शान्ति आँवला तेल के तुलना में)। ब्राह्मी तेल अमरुत के अंगुर है।
*Hair strength tested with Dabur Amla showed up to 2x improvement in tensile strength measurement when compared with Nihar Shanti Amla. Basis study conducted in independent laboratory.

Dabur Anmol Jasmine
Abundant nourishment at a remarkable price.

Goodness of coconut oil, almonds and jasmine at 30% less price than Parachute Jasmine*

100 ml ₹ 28/-

Product	Price	Volume
Dabur Anmol Jasmine	₹ 28	100 ml
Parachute Jasmine	₹ 35	100 ml
Dabur Anmol	₹ 28	100 ml

*Based on MRP of the pack as of 16 May 2018

The real cause of Hair Damage is Protein Loss from hair.

Your hair is made of protein. When hair loses protein, it gets damaged. But Dabur Almond Hair Oil provides your hair the nourishment of almond and the power of protein and Vitamin E. It helps maintain the protein in your precious locks making them damage-free and lustrous.

Switch to Dabur Almond Hair Oil with added protein.

डाबर ब्राह्मी आँवला
ब्राह्मी और आँवला का पोषण सिर्फ ₹10 में

- ✓ ब्राह्मी और आँवला का पोषण
- ✓ सस्ते, मजबूत बाल
- ✓ 40ml सिर्फ ₹10/- में
- ✓ गहरा क्लियर टॉप पैक में

40 ml

100% Tender Coconut Water

Get goodness in this bottle. Stuffed with 100% tender coconut water. No added sugar, no added colour, no added preservatives.

बदहन्मी, गैस और जलन से जल्द राहत, सुपरएक्टिव पुदीना सत्व के साथ!
आयुर्वेद है, खरा है, पुदीन हरा है

DABUR CARES: CALL OR WRITE
1. Toll-free 1800-103-1664
2. 1800-103-1664
3. 1800-103-1664
4. 1800-103-1664
5. 1800-103-1664
6. 1800-103-1664
7. 1800-103-1664
8. 1800-103-1664
9. 1800-103-1664
10. 1800-103-1664

बार-बार कैमिकल ऐंटासिड लेना है सेहत के लिए हानिकारक*

*कामानुषंगिकता के अभाव में, बार-बार कैमिकल ऐंटासिड लेना सेहत के लिए हानिकारक है।

आयुर्वेदिक पुदीन हरा फिज़
एसिडिटी से तुरंत राहत वैयुस्ती

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2. 1800-103-1664
3. 1800-103-1664
4. 1800-103-1664
5. 1800-103-1664
6. 1800-103-1664
7. 1800-103-1664
8. 1800-103-1664
9. 1800-103-1664
10. 1800-103-1664

SIP HEALTHY. STAY HEALTHY.
Get 100% apple juice for 100% health benefits.

Every 1 liter pack of Real Activ Apple Juice is filled with the unadulterated goodness of 12* luscious apples. Just make the real choice and stay active.

- ✓ No Added Sugar
- ✓ No Added Colour
- ✓ No Added Preservatives

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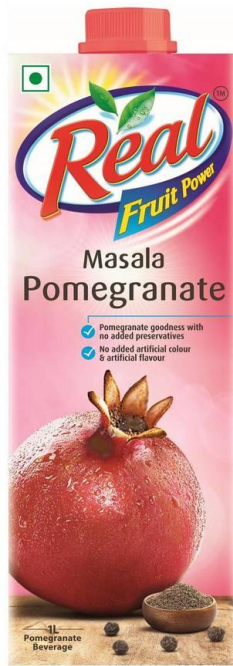
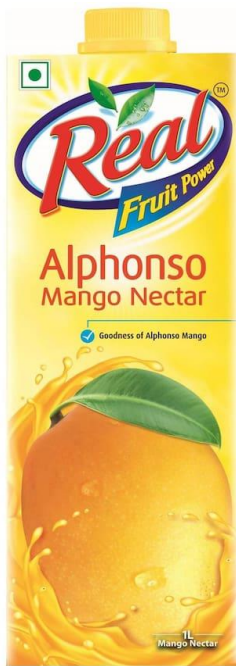
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New Product Launches



**Real Ethnic Range –
Masala Guava, Alphonso Mango and Masala
Pomegranate**



Hajmola Chat Cola

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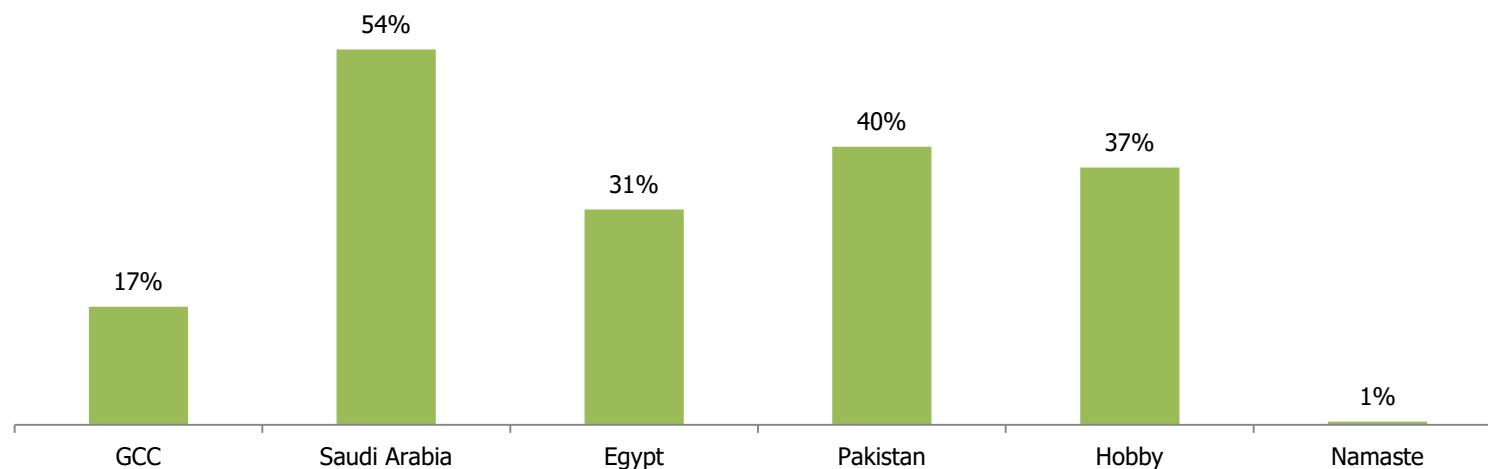
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- **International Business posted 10.5% growth in constant currency terms during Q1 FY19**
- **GCC markets** performed well with constant currency growth of 17% led by Saudi Arabia which grew by 54%
- **Egypt** posted strong growth of 31% in constant currency
- **Hobby had a strong quarter**, growing by 37% in constant currency terms
- Namaste reported low single digit growth, reversing the declining trend of last year

Constant Currency Growth Rate – Q1 FY19



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6. Profit & Loss Statements

Consolidated Profit & Loss



	Q1 FY19	Q1 FY18	Y-o-Y (%)
Revenue from operations	2,080.7	1,790.1	16.2%
Other Income	73.7	81.3	(9.4%)
Total Income	2,154.3	1,871.3	15.1%
Material Cost	1,048.6	914.5	14.7%
<i>% of Revenue</i>	<i>50.4%</i>	<i>51.1%</i>	
Employee expense	224.1	203.5	10.1%
<i>% of Revenue</i>	<i>10.8%</i>	<i>11.4%</i>	
Advertisement and publicity	199.0	150.0	32.6%
<i>% of Revenue</i>	<i>9.6%</i>	<i>8.4%</i>	
Other Expenses	222.9	213.1	4.6%
<i>% of Revenue</i>	<i>10.7%</i>	<i>11.9%</i>	
Operating Profit	386.1	308.9	25.0%
<i>% of Revenue</i>	<i>18.6%</i>	<i>17.3%</i>	
EBITDA	459.8	390.2	17.8%
<i>% of Revenue</i>	<i>22.1%</i>	<i>21.8%</i>	
Finance Costs	14.9	13.3	12.0%
Depreciation & Amortization	42.7	39.1	9.4%
Profit before exceptional items, tax and share of profit/(loss) from joint venture	402.1	337.8	19.0%
<i>% of Revenue</i>	<i>19.3%</i>	<i>18.9%</i>	
Share of profit / (loss) of joint venture	0.2	0.4	n.m.
Exceptional item(s)	0.0	14.5	(100.0%)
Tax Expenses	72.4	58.9	22.9%
Net profit after tax and after share of profit/(loss) from joint venture	330.0	264.8	24.6%
<i>% of Revenue</i>	<i>15.9%</i>	<i>14.8%</i>	
Non controlling interest	0.8	0.7	7.4%
Net profit for the period/year	329.2	264.1	24.6%
<i>% of Revenue</i>	<i>15.8%</i>	<i>14.8%</i>	

Note: All figures are in INR crores, unless otherwise stated

Standalone Profit & Loss



	Q1 FY19	Q1 FY18	Y-o-Y (%)
Revenue from operations	1,473.1	1,233.7	19.4%
Other Income	68.6	75.6	(9.2%)
Total Income	1,541.7	1,309.3	17.7%
Material Cost	782.5	673.5	16.2%
<i>% of Revenue</i>	<i>53.1%</i>	<i>54.6%</i>	
Employee expense	138.0	119.2	15.7%
<i>% of Revenue</i>	<i>9.4%</i>	<i>9.7%</i>	
Advertisement and publicity	155.6	118.7	31.1%
<i>% of Revenue</i>	<i>10.6%</i>	<i>9.6%</i>	
Other Expenses	140.5	132.7	5.9%
<i>% of Revenue</i>	<i>9.5%</i>	<i>10.8%</i>	
Operating Profit	256.5	189.6	35.3%
<i>% of Revenue</i>	<i>17.4%</i>	<i>15.4%</i>	
EBITDA	325.1	265.2	22.6%
<i>% of Revenue</i>	<i>22.1%</i>	<i>21.5%</i>	
Finance Costs	5.8	5.8	1.4%
Depreciation & Amortization	26.0	24.5	6.2%
Profit before exceptional items and tax	293.2	234.9	24.8%
<i>% of Revenue</i>	<i>19.9%</i>	<i>19.0%</i>	
Exceptional item(s)	0.0	14.5	(100.0%)
Tax Expenses	62.6	50.8	23.3%
Net profit for the period/year	230.6	169.6	35.9%
<i>% of Revenue</i>	<i>15.7%</i>	<i>13.7%</i>	

Note: All figures are in INR crores, unless otherwise stated



INDIA'S NO. 1 JUICE AND NECTAR BRAND*

OFFERS YOU THE WIDEST RANGE
OF HEALTHY JUICES & BEVERAGES.

100%

Rich in Antioxidant
and Phytonutrients

**Fruit +
Veggie**

Goodness of Fruits
and Vegetables

**100% TENDER
Coconut****
water

Hydrates Naturally

**Mixed
Veggie**

Power of 5 Vegetables
with Goodness of
Phytonutrients

Wellnezz

With Vitamin C
and Antioxidants for
Multiple Health Benefits

Use of the choicest fruits and vegetables, stringent quality checks and aseptic packaging ensure that every drop of our juices is filled with 100% real fruit goodness.

**100% Juice
Content**

**No Added
Sugar**

**No Added
Preservatives**



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