Ref: SEC/SE/2020-21 Date: May 27, 2020

Scrip Symbol: NSE- DABUR, BSE Scrip Code: 500096



To,

Corporate Relation Department BSE Ltd. Phiroze Jeejeebhoy Towers Dalal Street, Mumbai- 400001 National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor Plot No. C/1, G Block Bandra – Kurla Complex Bandra (E), Mumbai – 400051

Sub: Investors Communication

Dear Sir,

In compliance of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to enclose a copy of Press Release and Investors Communication being issued by the company today for your records.

This is for your information and records.

Thanking You,

Yours faithfully,

For Dabur India Limited

(A K Jain)

Executive V P (Finance) and Company Secretary

Encl: as above



Q4 FY20 – Results Presentation

27th May 2020

Agenda



Coronavirus in India



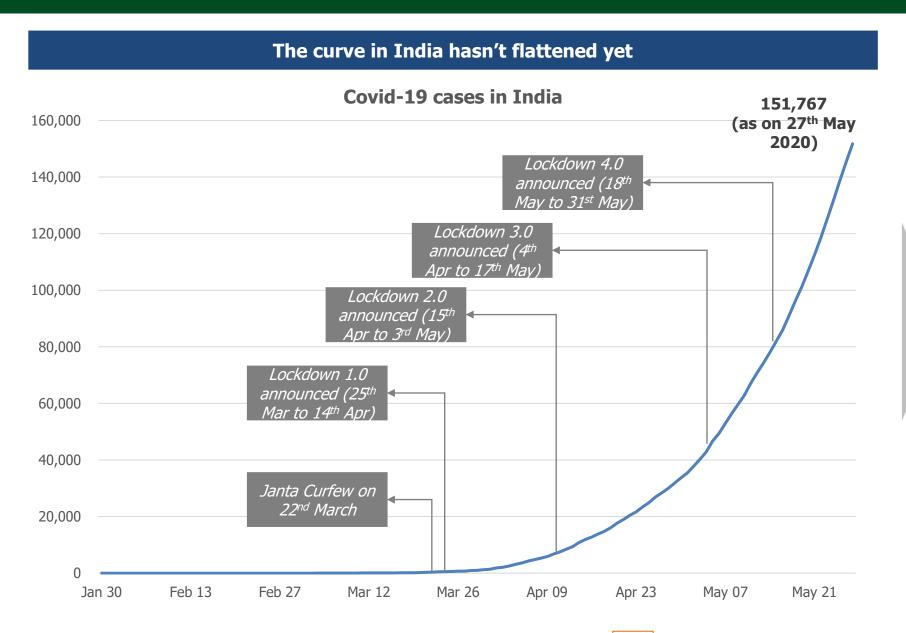
FY20 and Q4 FY20 – Performance Overview



How are we coping with Covid-19 pandemic



Coronavirus in India



- According to the Public Health Foundation of India (PHFI), at the current rate, with the expectation that lockdown will be lifted after May 31, India's peak should occur in mid-July
- FMCG sector is recovering sequentially as lockdowns are being lifted; Some categories and channels are showing a faster recovery

Agenda



Coronavirus in India



FY20 and Q4 FY20 – Performance Overview



How are we coping with Covid-19 pandemic

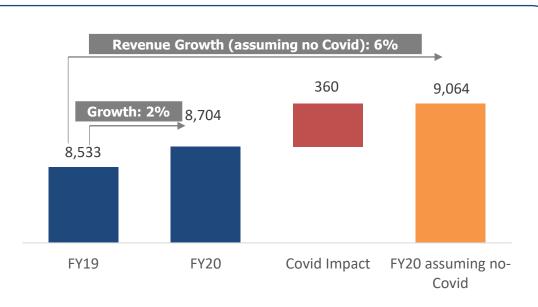


FY20 – Performance Summary

	FY20 Reported Growth %	11 months ending 29 Feb'20*
Consolidated Revenue Growth	2.0%	6.4%
India FMCG Volume Growth	1.1%	6.2%
International Business Growth	4.9%	6.9%
Operating Profit Growth	3.0%	11.3%
Consolidated PAT Growth	0.2%	7.9%
Consolidated PAT before Exceptional Growth	5.8%	12.8%

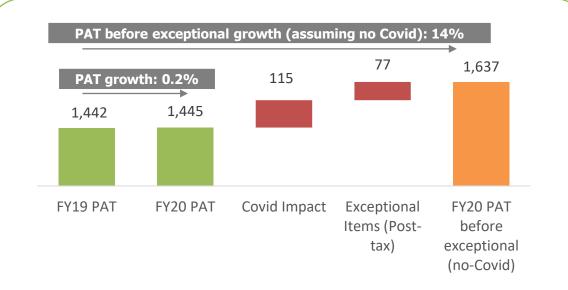
Impact of Covid-19 on FY20 Financials

Revenue



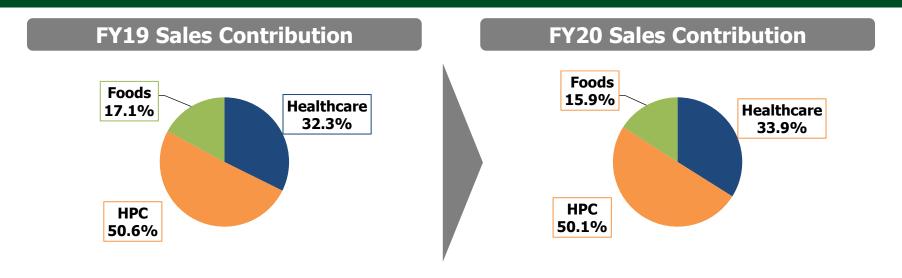
- Dabur was on track to deliver around 6% revenue growth for FY20 if Covid-19 had not happened
- With an impact of INR 360 crore on sales, revenue grew by 2% in FY20

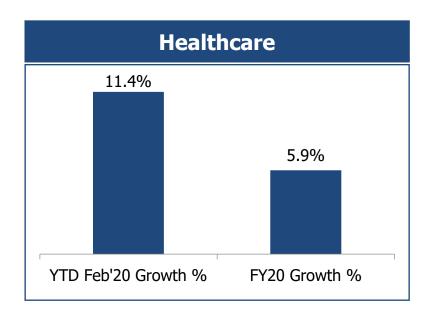
Profit after Tax (PAT)

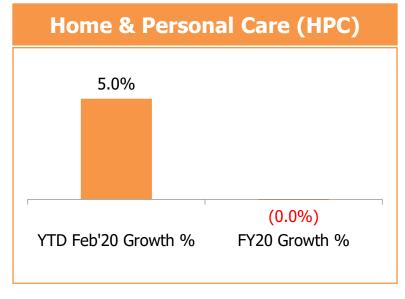


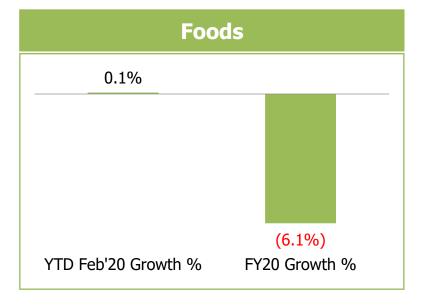
- Dabur was on track to deliver growth of around 14% in PAT before exceptional items for FY20 if Covid-19 had not happened
- Reported growth in PAT before exceptional items was
 5.8%

Domestic FMCG Growth – By Verticals – FY20



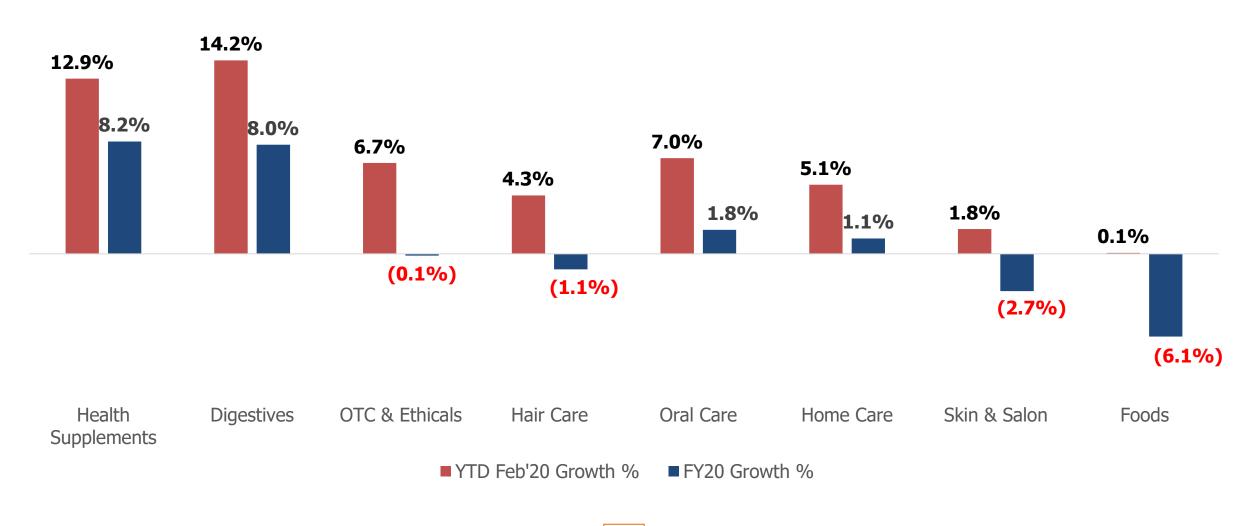






Domestic Business – Category Wise Growths

YTD Feb'20 Growths vs FY20 Growth — Category Wise

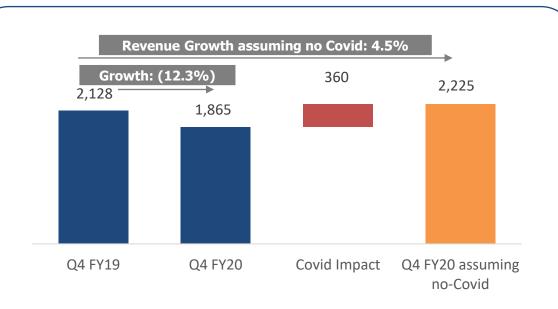


Q4 FY20 – Performance Summary

	Q4 FY20 Reported Growth %	2 months ending 29 Feb'20*
Consolidated Revenue Growth	(12.3%)	4.5%
India FMCG Volume Growth	(14.6%)	4.6%
International Business Growth	(0.6%)	8.4%
Operating Profit Growth	(22.9%)	5.9%
Consolidated PAT Growth	(24.1%)	4.1%
Consolidated PAT before Exceptional Growth	(18.9%)	4.1%

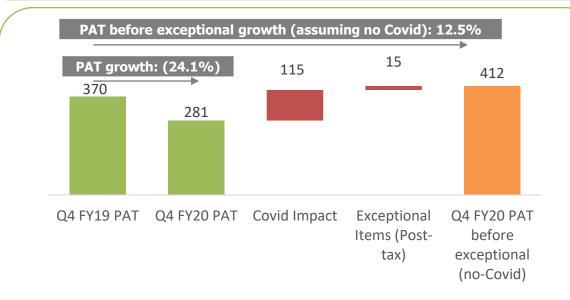
Impact of Covid-19 on Dabur's Q4 FY20 Performance

Revenue



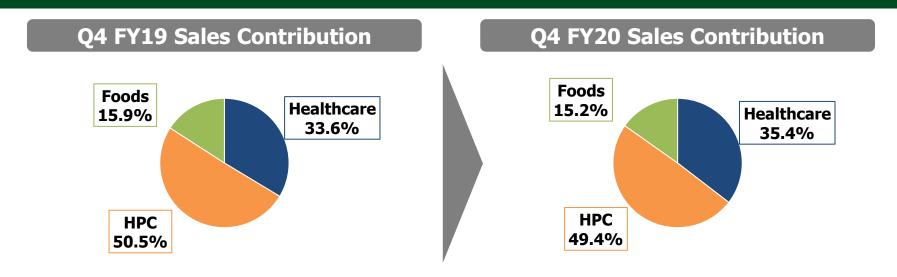
- Dabur was on track to deliver 4.5% revenue growth for Q4 FY20 if Covid-19 had not happened
- With an impact of INR 360 cr on sales, revenue declined by 12.3%

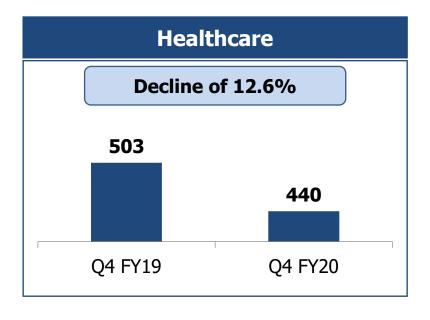
Profit after Tax (PAT)

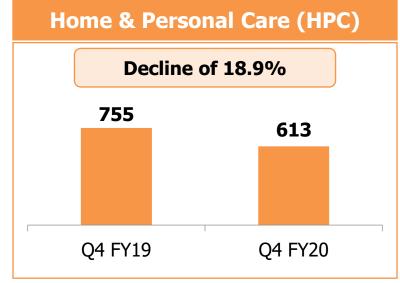


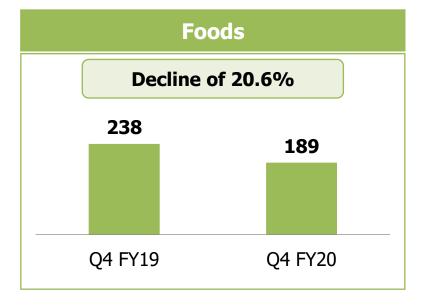
- Dabur was on track to deliver 12.5% PAT before exceptional growth for Q4 FY20 if Covid-19 had not happened
- Reported PAT Before exceptional item declined by 18.9%

Domestic FMCG Growth – By Verticals – Q4 FY20



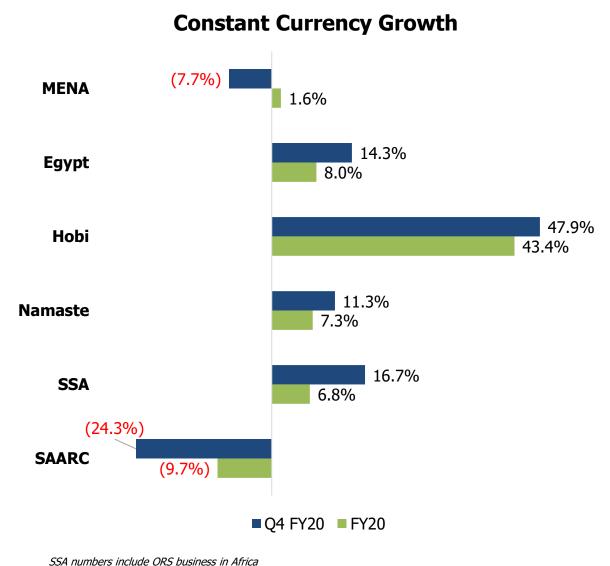






International Business — Q4 FY20 and FY20

- International Business reported -0.6% growth in Q4FY20
- The business grew by 5% in FY20.
- Egypt recorded growth of 14.3% during Q4FY20
- Hobby had a strong quarter in spite of Covid, growing by
 47.9% in Q4FY20
- Namaste business reported 11.3% growth in Q4FY20 with a strong performance in the international business
- MENA was impacted by Covid and macroeconomic headwinds in Q4FY20
- SAARC markets were under some pressure due to lockdowns



Agenda



Coronavirus in India



FY20 and Q4 FY20 – Performance Overview



How are we coping with Covid-19 pandemic



Strategy to manage Covid-19













Employee Well-Being

Consumer Marketing Reorientation

GTM Approach

Streamlining Manufacturing

Cost and Cash Flow Management

Community Welfare

Employee Well-Being

As we progressed through various phases of lockdown, we ensured employee safety and productive work practices



- Work from Home was swiftly implemented with comprehensive guidelines
- Frequent employee communication from CEO and HR



- As our factories re-opened and sales force went to field, comprehensive guidelines were implemented to ensure safety and protection
- Also covered 600 CFA staff and 1,550 SSMs with Medical Insurance



 With our offices opening and employees coming back to office, we are making sure that Social Distancing and Hygiene and safety practices are rigorously followed

Re-purpose Brand
Communication in
COVID Context

Retool Media Mix in current context

Higher Focus on Healthcare and Hygiene Entry into newer categories and launch of relevant NPDs

1.

Repurpose Brand Communication in Covid Context

Repurposed our Communication around Immunity and Germ Protection

Healthcare Portfolio



HPC Portfolio



Foods Portfolio





Highlighted benefits of Ayurveda in fighting Covid-19







Repurpose Brand Communication in Covid Context

Increased Digital Presence





Higher Engagement on Social Media

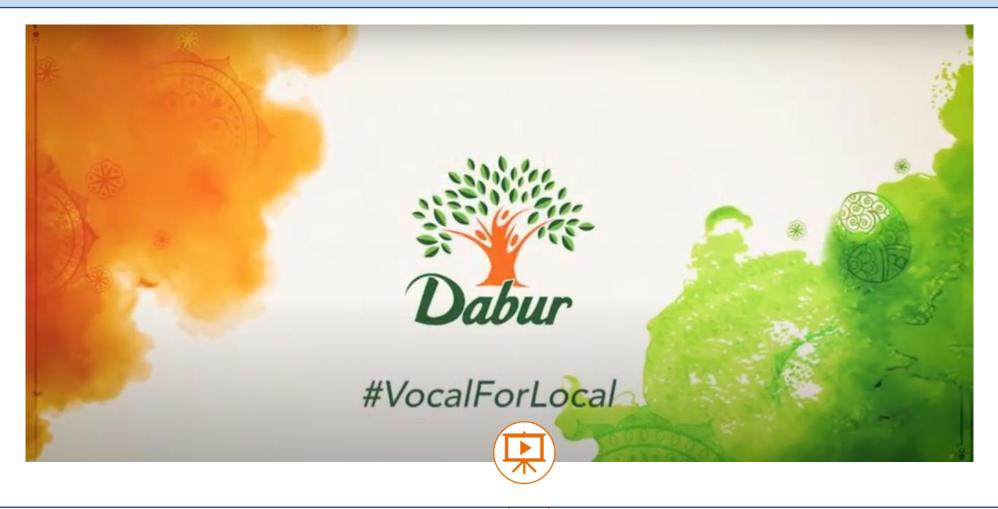






. Repurpose Brand Communication in Covid Context

Vocal for Local – Created special videos emphasizing our local roots and heritage



2.

Retooling Media Mix in Current Context

Medium Change

TV (News, Kids, Movies, DD)



TV (GEC)



Digital



Print



Outdoor







Advertisements on DD with serials like Ramayana, Mahabharata



High Impact Integration with marquee events on TV, like PM Modi's Address to the Nation







Higher Focus on Health and Hygiene

Relevant Launches in these categories









Higher media spends on Relevant Categories











New Product Launches – Healthcare



Dabur Tulsi Drops (Immunity Booster)



Dabur Amla Juice (Immunity Booster)



Dabur Haldi Drops (Immunity Booster)



Dabur Giloy, Neem, Tulsi Juice (Immunity Booster)

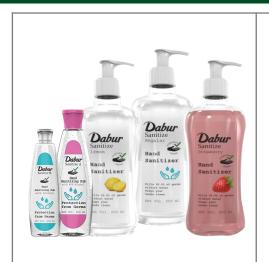


Dabur Immunity Kit



Trikatu Churna (Relieves Throat Infection and Improves Digestion)

New Product Launches – HPC



Dabur Sanitize Hand Sanitisers



Odonil Air Sanitiser



Dazzl Surface Cleaner



Fem Hand Wash with Germ Kill



Dabur Suraksha Kit



Vatika Ayurvedic Shampoo



Meswak – New Packaging



Dabur Sanitize Air Sa<u>nitis</u>ers



Dabur Veggie Wash



Dabur Sanitize Disinfectant Spray

New Product Launches - Foods



Real Pink Guava



Real Masala Sugarcane



Real Activ Coconut Water

New Product Launches – International Business









Dabur Herb'l Alpha Range (UAE and Oman)



Vatika Sanitizing Body Wash (across GCC)



Dermoviva Sanitizing Range (Gel, Soap, Spray & Wipes)(across markets)

New Product Launches – International Business



Dabur Amla Hair Repair Solutions (UAE and Oman)



Hobby Marshmallow Shower Gels (Turkey)



Garden of Eden Liquid Soap
(Turkey)



Hobby Fresh Care Shower Gels (Turkey)



ORS Colorblast Range (USA)

GTM Approach

Sales Order Taking



Incentive scheme for salesmen and delivery boys during early lockdown period

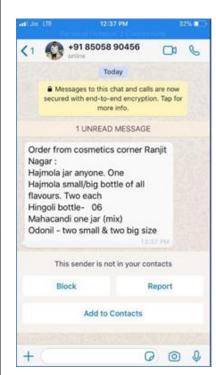




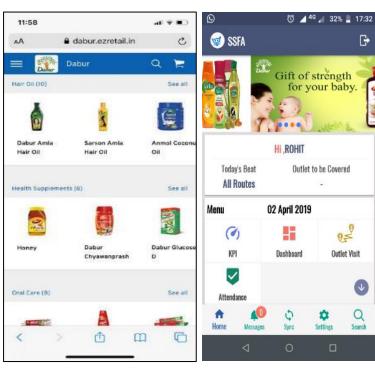


Realigned Parlour Team to GT Channel

Automation in Order Taking under Covid







Outlet Visit

- **Enabled SSMs to telecall and take order on SFA directly from home at start of Covid**
- Piloted order taking through WhatsApp & Centralized Tele-Agents
- Launch of Retailer App now reaching close to 40,000 retailers for self-service

GTM Approach

Reaching Consumers Directly

Delivery of Goods



Stockists Operating from Home



SWIGGY

Dunzo & Swiggy Partnership for Delivery



JAVIS

Partnered with 3P and Dainik Bhaskar to ensure uninterrupted Supplies



'Immunity at Doorstep' – A Directto-Consumer initiative





Ready Stock Unit Operations to drive sales



Placing Dabur's Immunity booster products in Dairy & Kirana Stores

Retailer Safety, Field Force Safety and Motivation



Rolled out 1 lakh 'Suraksha Stores' with Ministry of Consumer Affairs



Health Insurance of One Lakh given to 1500+ SSM of Dabur Stockists



Digital Certificates being given for exceptional service by Sales Team members

Streamlining Manufacturing

Covid Timeline in Factories

- All factories had to be shut down in last week based of Mar'20 post Government notification of lockdown
- Factory operations re-started selectively from 2nd week of April, post approvals from local authorities, with limited manpower.
- Detailed shop-floor precautions & safety systems implemented with appropriate training to staff and workmen.
- Despite constraints on manpower availability due to restrictions on inter-state movements, most factories are currently running at operational capacity of 60-70%.
- We are adding capacities and 3Ps where there is shortage of capacity



Adopted and Implemented Safe Work Practices



Sanitization of factory roads and entrance areas



Social distancing norms being strictly followed in cafeteria



Hygiene Station at Factories



Safety and Hygiene training of all employees before commencing operations



Fumigation at Offices and Shop Floors



Sanitization and Thermal Scanning of Employees, Truck Drivers and Loading Vehicles at the Entry Gates



Social Distancing being strictly followed at factories

Cost and Cash Flow Management

Project Samriddhi

Initiated Project Samriddhi in India for cost optimisation and value enhancement across various levers of business

Areas under consideration include:

- Raw and Packaging Material Spends
- Logistics Spend
- Indirect Spends
- Net Revenue Management (Pricing, CP and TP Spends)
- Manufacturing Costs
- Employee Costs

Cash Flow Management

- Debtors: The collections were driven by regular follow ups and selective incentives to distributors for early payments and collection through RTGS and NACH (National Automated Clearing House)
- Extended supplier credit period
- Cash flows were managed through daily monitoring of Collections and Payments to optimize the same
- No liquidity issues faced as the company has sufficient cash reserves of around INR 3,800 crore as on 31st March 2020

Community Welfare



- Dabur Group has earmarked INR 21 crores towards Support and Relief Activities
- INR 11 crores contributed to PM Care Fund by Dabur and other Group entities

For Frontline Police Personnel



Dabur Health and Safety kits, comprising a hand sanitizer, face masks, immunity building medicine and nutritious food distributed to Police personnel across the country

For Frontline Health and Sanitation Workers



Health and Safety kits were donated to frontline Health workers and Sanitation workers across India to offer them protection from COVID-19

For Migrant Workers



Nutritious meals were provided to families of migrant workers and urban poor, who were the most severely hit by the lockdown across India

For Community Members



Women at our Stitching-Tailoring centres have been engaged to stitch face masks, which were distributed free-ofcost to community members to protect them from COVID-19

Special Communication to thank frontline Corona Warriors





On-going impact in Q1 FY21

- The month of April and part of May 2020 saw complete lockdown which led to a significant impact on the company's revenue but with the easing of restrictions, we are seeing sequential improvement in the revenue trajectory of the company.
- Impact on revenue from operations has been partially mitigated by higher focus on health and hygiene categories, launch of new products, driving sales through new channels such as delivery platforms and e-commerce and aggressive monitoring of sales in GT channel.
- In spite of the above, the impact of Covid-19 on Q1 FY21 Revenue from Operations (based on best judgement and normal growth scenario) is likely to be in the range of INR 400-450 crore.
- Impact on PAT of Q1 FY21 is likely to be in the range of INR 60-80 crore

Annexure

Consolidated Profit & Loss Statements

All figures are in INR cr	Q4 FY20	Q4 FY19	Y-o-Y (%)	FY20	FY19	Y-o-Y (%)
Revenue from operations	1,865.4	2,128.2	(12.3%)	8,703.6	8,533.1	2.0%
Other Income	75.7	66.1	14.6%	305.2	296.2	3.1%
Total Income	1,941.1	2,194.3	(11.5%)	9,008.8	8,829.2	2.0%
Material Cost	949.6	1,069.3	(11.2%)	4,360.2	4,309.0	1.2%
% of Revenue	50.9%	50.2%		50.1%	50.5%	
Employee expense	230.1	241.9	(4.9%)	947.7	937.9	1.0%
% of Revenue	12.3%	11.4%		10.9%	11.0%	
Advertisement and publicity	100.2	97.8	2.5%	650.0	608.3	6.8%
% of Revenue	5.4%	4.6%		7.5%	7.1%	
Other Expenses	233.2	262.0	(11.0%)	953.2	938.2	1.6%
% of Revenue	12.5%	12.3%		11.0%	11.0%	
Operating Profit	352.3	457.2	(22.9%)	1,792.4	1,739.6	3.0%
% of Revenue	18.9%	21.5%		20.6%	20.4%	
EBITDA	428.1	523.3	(18.2%)	2,097.7	2,035.7	3.0%
% of Revenue	22.9%	24.6%		24.1%	23.9%	
Finance Costs	8.6	12.4	(30.9%)	49.5	59.6	(16.8%)
Depreciation & Amortization	58.8	46.2	27.3%	220.5	176.9	24.6%
Profit before exceptional items, tax and share	360.7	464.7	(22.4%)	1,827.7	1,799.3	1.6%
of profit/(loss) from joint venture			(22.770)			1.0 /0
% of Revenue	19.3%	21.8%		21.0%	21.1%	
Share of profit / (loss) of joint venture	(0.4)	(0.1)	680.0%	(0.0)	1.0	(101.0%)
Exceptional item(s)	20.0	75.3	(73.5%)	100.0	75.3	32.7%
Tax Expenses	58.6	17.8	229.9%	279.7	278.6	0.4%
Net profit after tax and after share of	281.6	371.5	(24.2%)	1,447.9	1,446.3	0.1%
profit/(loss) from joint venture			(21:270)			0.1 70
% of Revenue	15.1%	17.5%		16.6%	16.9%	
Non controlling interest	0.4	1.1	(59.4%)	3.0	3.9	(24.5%)
Net profit for the period/year	281.2	370.4	(24.1%)	1,445.0	1,442.3	0.2%
% of Revenue	15.1%	17.4%		16.6%	16.9%	

Standalone Profit & Loss Statements

All figures are in INR cr	FY20	FY19	Y-o-Y (%)	FY20	FY19	Y-o-Y (%)
Revenue from operations	1,321.2	1,598.4	(17.3%)	6,309.8	6,273.2	0.6%
Other Income	67.1	63.1	6.3%	276.9	274.7	(75.5%)
Total Income	1,388.2	1,661.5	(16.4%)	6,586.7	6,547.9	0.6%
Material Cost	676.6	820.5	(17.5%)	3,244.7	3,257.5	(0.4%)
% of Revenue	51.2%	51.3%		51.4%	51.9%	
Employee expense	133.6	143.2	(6.7%)	578.3	572.3	1.0%
% of Revenue	10.1%	9.0%		9.2%	9.1%	
Advertisement and publicity	69.2	76.9	(10.1%)	514.3	490.8	4.8%
% of Revenue	5.2%	4.8%		8.2%	7.8%	
Other Expenses	143.7	164.1	(12.4%)	591.8	585.4	1.1%
% of Revenue	10.9%	10.3%		9.4%	9.3%	
Operating Profit	298.1	393.7	(24.3%)	1,380.8	1,367.2	1.0%
% of Revenue	22.6%	24.6%		21.9%	21.8%	
EBITDA	365.2	456.8	(20.1%)	1,657.7	1,642.0	1.0%
% of Revenue	27.6%	28.6%		26.3%	26.2%	
Finance Costs	2.6	6.3	(58.2%)	19.3	29.8	(35.3%)
Depreciation & Amortization	33.2	28.6	15.9%	129.9	108.8	19.4%
Profit before exceptional items, tax and share of profit/(loss) from joint venture	329.3	421.8	(21.9%)	1,508.5	1,503.4	0.3%
% of Revenue	24.9%	26.4%		23.9%	24.0%	
Exceptional item(s)	20.0	0.0	n.a.	100.0	0.0	n.a.
Tax Expenses	52.3	7.5	596.8%	238.1	239.1	(0.4%)
Net profit for the period/year	257.0	414.3	(38.0%)	1,170.4	1,264.3	(7.4%)
% of Revenue	19.5%	25.9%		18.5%	20.2%	

Consolidated Balance Sheet

Particulars	As at 31/03/2020 (Audited)	As at 31/03/2019 (Audited)	Particulars	As at 31/03/2020 (Audited)	As at 31/03/2019 (Audited)
A Assets			B Equity and Liabilities		
1 Non-current assets			1 Equity		
(a) Property, plant and equipment	1,821	1,548	(a) Equity share capital	177	177
(b) Capital work-in-progress	147	64	(b) Other Equity	6,430	5,455
(c) Investment property	52	52	Equity attributable to shareholders of the	6,607	5,632
(d) Goodwill	336	336	Company	0,007	3,032
(e) Other Intangible assets	44	33	Non-Controlling Interest	36	31
(f) Financial assets			Total equity	6,643	5,663
(i) Investments	1,409	2,633			
(ii) Loans	20	18	2 Non-current liabilities		
(iii) Others	528	78	(a) Financial liabilities		
(g) Deferred tax assets	23	0	(i) Borrowings	175	26
(h) Non-current tax assets (net)	1	1	(ii) Other financial liabilities	1	5
(i) Other non-current assets	112	88	(b) Provisions	63	60
Total Non-current assets	4,492	4,850	(c) Deferred tax liabilities (Net)	17	23
			Total Non-current liabilities	256	113
2 Current assets					
(a) Inventories	1,380	1,301	3 Current liabilities		
(b) Financial assets			(a) Financial liabilities		
(i) Investments	1,387	725	(i) Borrowings	304	498
(ii) Trade receivables	809	834	(ii) Trade payables		
(iii) Cash and cash equivalents	167	108	Due to micro and small	0	55
Bank Balances other than (iii)	645	220	enterprises	0	33
(iv) above	040	220	Due to	1,480	1,401
(v) Loans	12	11	others	1,700	1,701
(vi) Others	3	26	(iii) Other financial liabilities	232	328
(c) Current tax asset(net)	1	1	(b) Other current liabilities	230	198
(d) Other current assets	462	360	(c) Provisions	166	130
(e) Assets held for sale	0	0	(d) Current tax Liabilities (Net)	47	51
Total current assets	4,865	3,586	Total Current liabilities	2,458	2,660
Total Assets	9,357	8,437			
to All figures and in IND or			Total Equity and Liabilities	9,357	8,437

Standalone Balance Sheet

Particulars	As at 31/03/2020 (Audited)	As at 31/03/2019 (Audited)	Particulars	As at 31/03/2020 (Audited)	As at 31/03/2019 (Audited)
A Assets			B Equity and Liabilities		
1 Non-current assets			1 Equity		
(a) Property, plant and equipment	1,061	972	(a) Equity share capital	177	177
(b) Capital work-in-progress	106	22	(b) Other Equity	4,399	3,792
(c) Investment property	48	49	Total equity	4,575	3,969
(d) Other Intangible assets	25	15			
(e) Financial assets			2 Non-current liabilities		
(i) Investments	1,084	2,237	(a) Financial liabilities		
(ii) Loans	12	13	(i) Borrowings	25	26
(iii) Others	403	78	(ii) Other financial liabilities	1	5
(f) Deferred tax assets	23	0	(b) Provisions	55	53
(g) Non-current tax assets (net)	1	1	(c) Deferred tax liabilities (Net)	0	8
(h) Other non-current assets	91	68	Total Non-current liabilities	80	92
Total Non-current assets	2,854	3,454			
			3 Current liabilities		
2 Current assets			(a) Financial liabilities		
(a) Inventories	809	733	(i) Borrowings	89	109
(b) Financial assets			(ii) Trade payables		
(i) Investments	1,379	725	Due to micro and small enterprises	0	55
(ii) Trade receivables	374	431	Due to others	1,030	944
(iii) Cash and cash equivalents	6	23	(iii) Other financial liabilities	156	265
(iv) Bank Balances other than (iii)	521	102	(b) Other current liabilities	46	57
(v) Loans		5	(c) Provisions	123	81
(vi) Others	9	14	(d) Current tax Liabilities (Net)	5	8
(c) Other current assets	0	0	Total Current liabilities	1,448	1,518
(d) Current tax assets(net)	152	91			
Total current assets	3,250	2,124	Total Equity and Liabilities	6,103	5,579
	6.400				
Total Assets	6,103	5,579			

Note: All figures are in INR cr

Revenue from Operations Breakdown

All figures are in INR crores, unless otherwise stated

All figures are in INR crores, unless otherwise state. Division	Q4 FY20	Q4 FY19	Q4 FY20 Growth%	FY20	FY19	FY20 Growth %	YTD Feb'20 Growth %
Health Supplements	242	268	(9.5%)	1,115	1,030	8.2%	12.9%
Digestives	87	96	(9.5%)	372	345	8.0%	14.2%
OTC & Ethicals	110	139	(20.6%)	518	519	(0.1%)	6.7%
Health Care	440	503	(12.6%)	2,006	1,894	5.9%	11.4%
Shampoo & Post Wash	40	48	(16.8%)	192	187	2.7%	7.9%
Hair Oil	225	284	(20.8%)	1,057	1,077	(1.8%)	3.7%
Hair Care	265	333	(20.2%)	1,249	1,263	(1.1%)	4.3%
Oral Care	219	260	(15.8%)	1,005	987	1.8%	7.0%
Home Care	73	89	(18.4%)	409	405	1.1%	5.1%
Skin & Salon	56	74	(24.2%)	301	310	(2.7%)	1.8%
НРС	613	755	(18.9%)	2,964	2,965	(0.0%)	5.0%
Foods	189	238	(20.6%)	942	1,003	(6.1%)	0.1%
Sales - Domestic FMCG	1,241	1,496	(17.0%)	5,912	5,862	0.9%	6.3%
Other Operating Income - ABE (Domestic FMCG)	9	14	(35.5%)	50	64	(21.8%)	
Revenue - Domestic FMCG	1,250	1,510	(17.1%)	5,962	5,926	0.6%	6.2%
Others (Guar, Fem Pharma, Exports)	71	89	(19.7%)	348	347	0.1%	
Revenue - DIL Standalone	1,321	1,598	(17.3%)	6,310	6,273	0.6%	5.9%
International	543	546	(0.6%)	2,430	2,315	4.9%	6.9%
Retail	28	31	(9.7%)	125	124	0.5%	5.0%
Inter Company Exports (Net)	(28)	(48)	n.m.	(161)	(180)	(10.5%)	n.m.
Revenue from Operations - Consolidated	1,865	2,128	(12.3%)	8,704	8,533	2.0%	6.4%



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