

AHCL/ SE/ 57/2020-21

February 11, 2021

The National Stock Exchange of India Limited "Exchange Plaza", C-1, Block G Bandra-Kurla Complex, Bandra (E) Mumbai 400 051 ISIN: INE098F01031	BSE Limited Department of Corporate Services 1 st Floor, P.J. Towers, Dalal Street, Mumbai 400 001
Symbol : AMRUTANJAN	Scrip Code: 590006

Dear Sir / Madam,

Sub: Investor Presentation for the quarter ended 31.12.2020

Pursuant to Regulation 30 read with Para A of Part A of schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 we hereby enclose the Investor Presentation for the quarter ended 31st December 2020

Kindly take the same on record.

Thanking you,

Yours faithfully,

For **Amrutanjan Health Care Limited**

(M Srinivasan)
Company Secretary & Compliance Officer

Encl: As above





Amrutanjan Health Care Limited

Investor Presentation

– Quarter & Period Ended 31st December 2020

Date: 11th February 2021

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Business Update

Business Update



- Despite restrictions for field force during lockdown, our wholesale channel was picking up. This shows our Brand strength.
- The increase in purchase volume by the distributors has contributed to the growth factor.
- Consumers' current preference of Balms over Tablets remains to be seen for its longevity.
- Demand continues to grow for our core products – Balms & Women Hygiene (Comfy).
- Some consumers reportedly using our balms for steam inhalation.
- Our Health Drink - Electro+ with Vitamin-C content is an area identified for brand investments in future.
- Company has strictly adhered to the government guidelines on COVID 19 and has taken utmost care of safety for our work force.

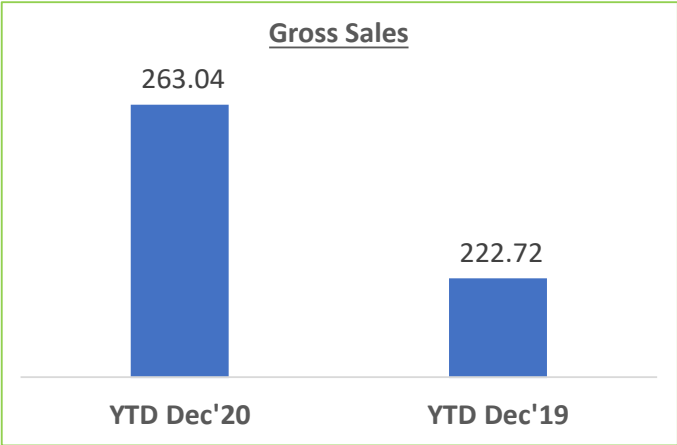


YTD Dec'20 Performance

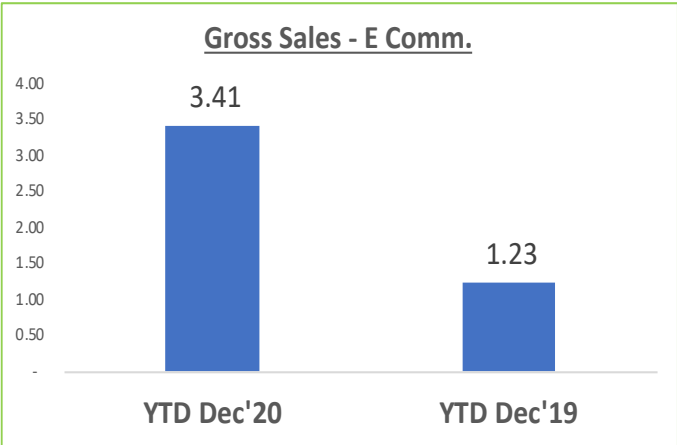


Financials – YTD Dec'20

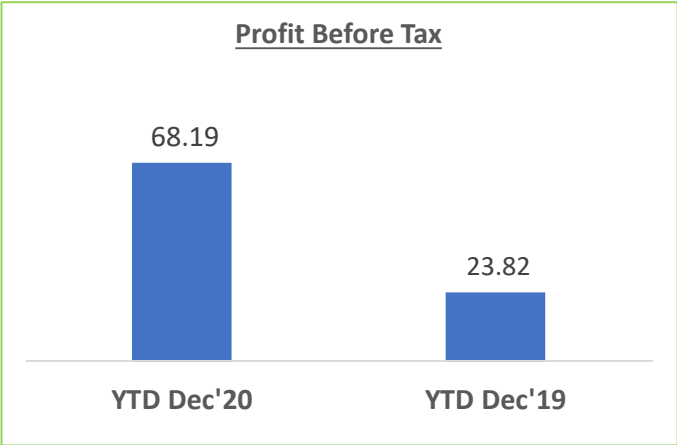
(Rs. in Crores)



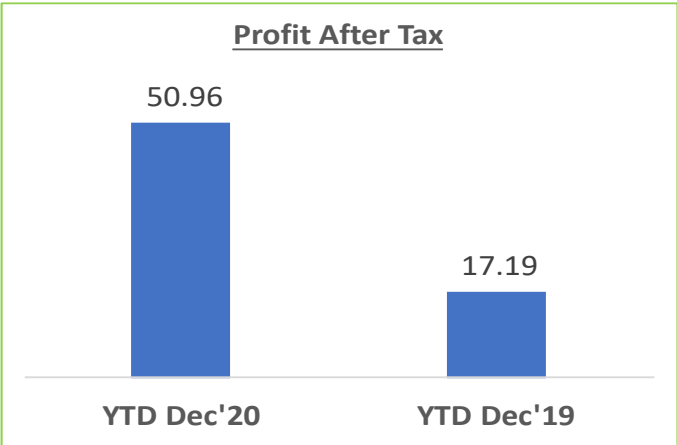
Growth: 18.10%



Growth: 177.24%



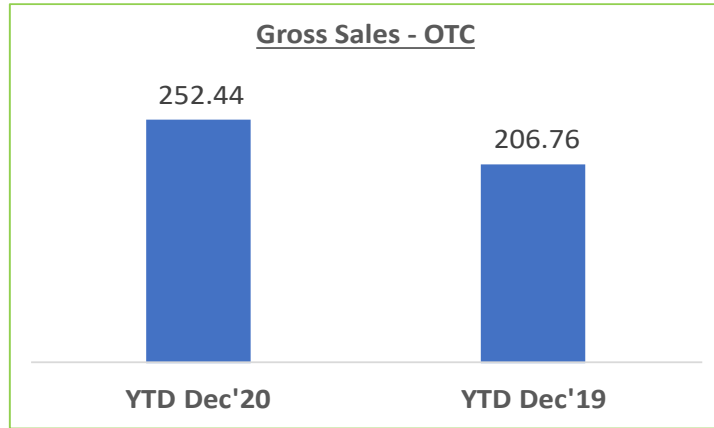
Growth: 186.27%



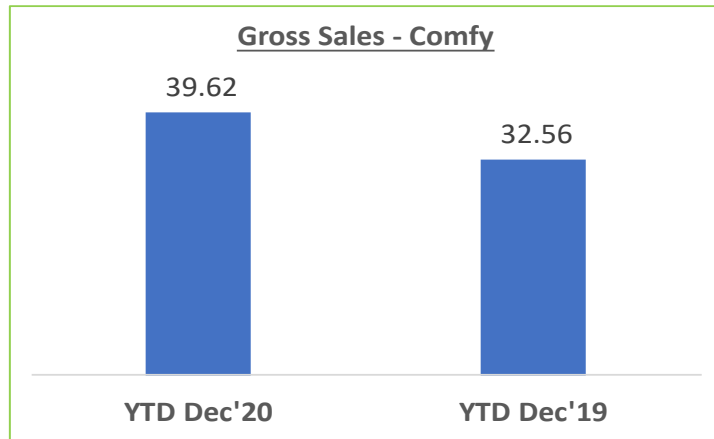
Growth: 196.45%



Financials – YTD Dec'20 – OTC Division (Rs. in Crores)



Growth: 22.09%



Growth: 21.68%

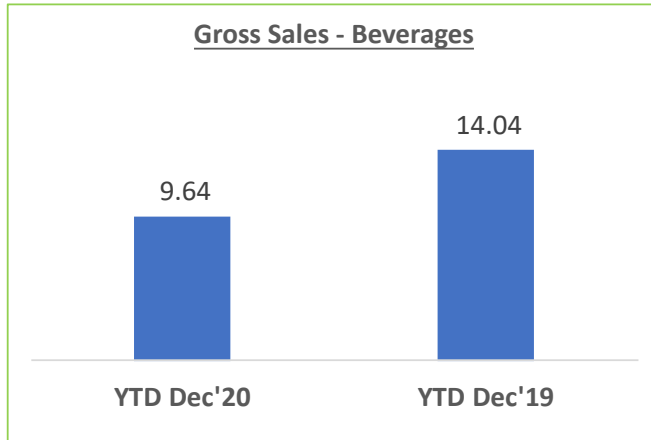
Costs:

- OTC sales has grown by 22.09% for YTD Dec'20 even though in Q1 sales was affected due to Covid 19 lockdown.
- Key raw material prices including Menthol are lower when compared to YTD Dec'19.
- Gross Margin has improved by 331 basis points when compared to YTD Dec'19.
- Advertisement spend for YTD Dec'20 is at 16.22 cr against 27.14 cr for YTD Dec'19.

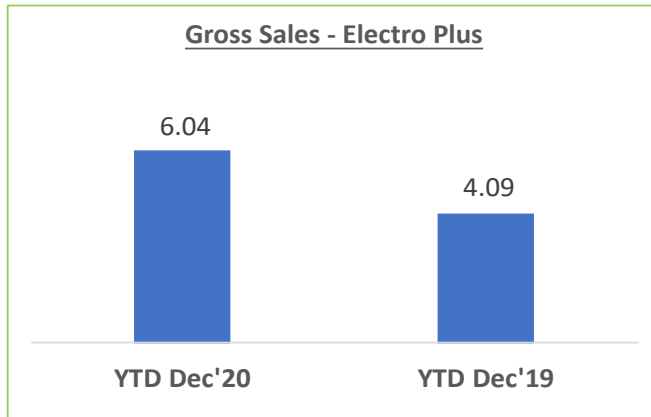


Financials – YTD Dec'20 – Beverage Division

(Rs. in Crores)



Growth: -31.34%



Growth: 47.68%

Costs:

- Gross Margin has improved by 562 basis points when compared to YTD Dec'19 mainly due to product mix.
- Advertisement spends is at Rs.2.01 cr for YTD Dec'20 against Rs.0.68 cr for YTD Dec'19.
- Business is continuing with cash & carry model for Fruitnik.

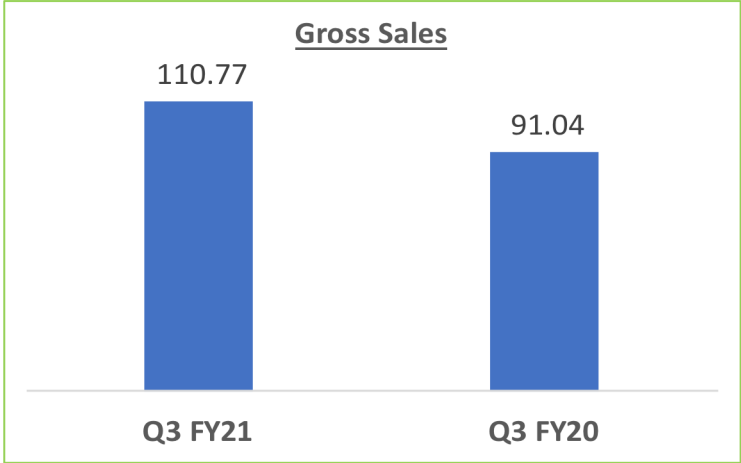


Q3 FY21 Performance

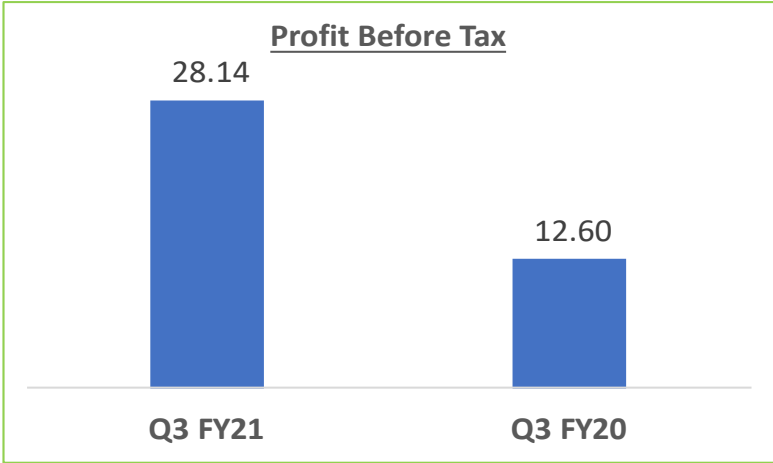


Financials – Q3 FY21

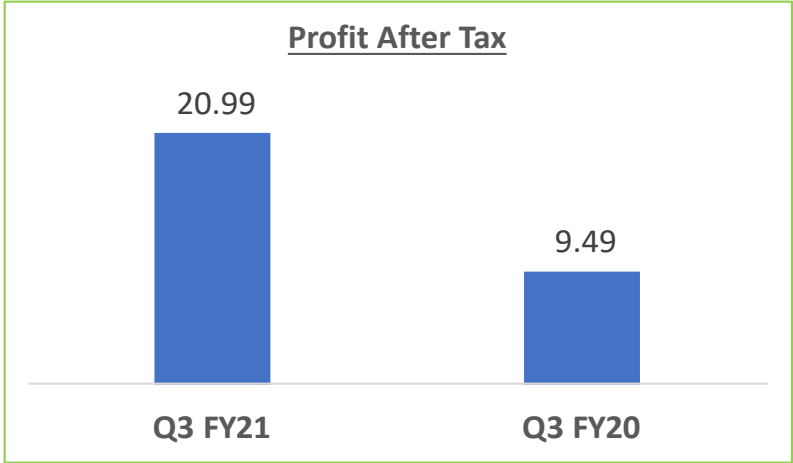
(Rs. in Crores)



Growth: 21.67%



Growth: 123.33%

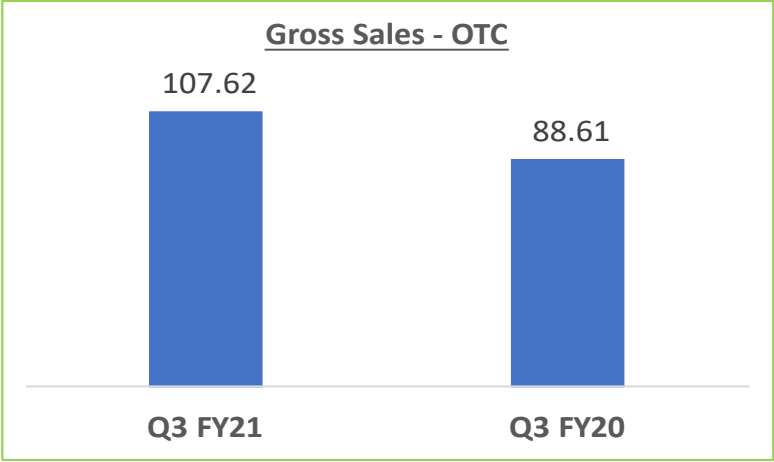


Growth: 121.18%

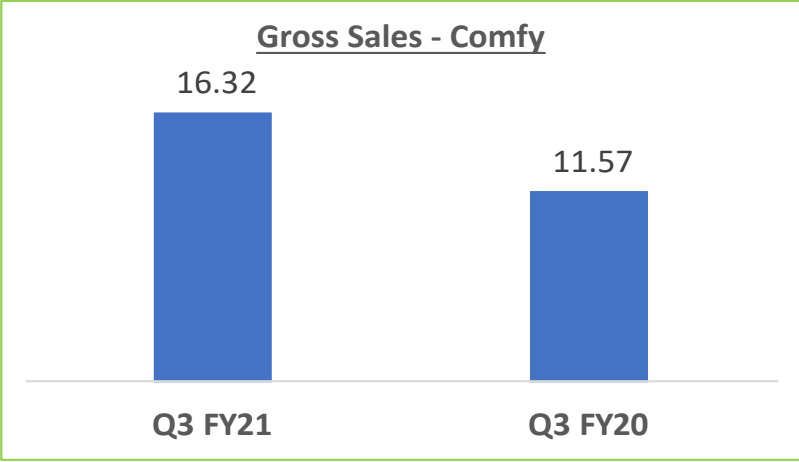


Financials – Q3 FY21

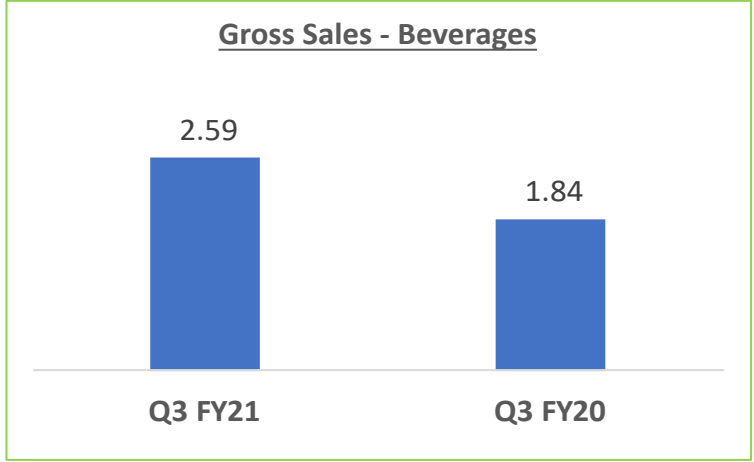
(Rs. in Crores)



Growth: 21.45%



Growth: 41.05%



Growth: 40.76%



Way Forward



We remain focused on executing our key priorities:

- Complete Q4 with same growth momentum
- Expand distribution
- Strengthen Beverage business
- Grow E-Commerce vertical
- Costs control

