

AHCL/ SE/ 43/2020-21

November 12 2020

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 and half year ended 30.09.2020

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 and half year ended 30th September 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

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CIN - L24231TN1936PLC000017



Amrutanjan Health Care Limited

Investor Presentation

– Period Ended 30th September 2020

Date: 12th November 2020

Contents



a. Business Update

b. H1 FY21 Performance

c. Q2 FY21 Performance

d. Way Forward



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.

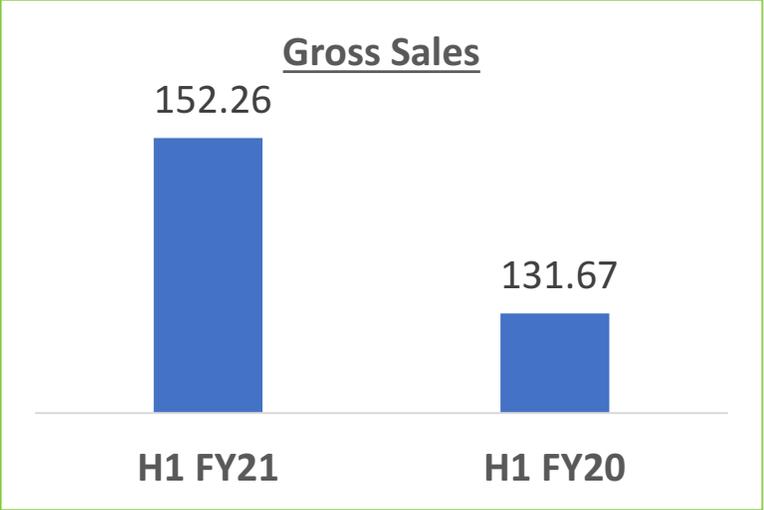


H1 FY21 Performance

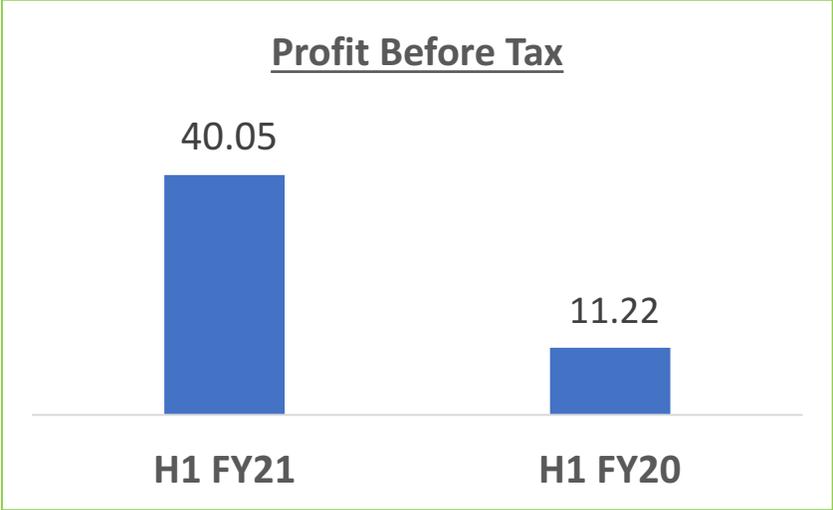


Financials – H1 FY21

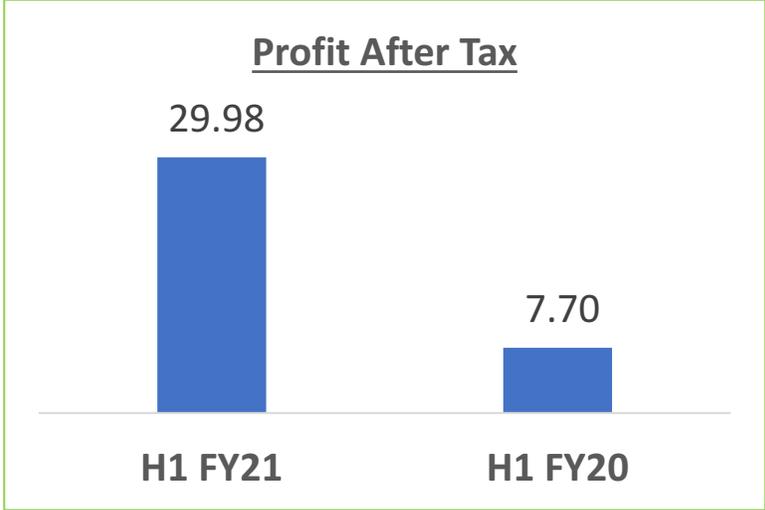
(Rs. in Crores)



Growth: 15.64%



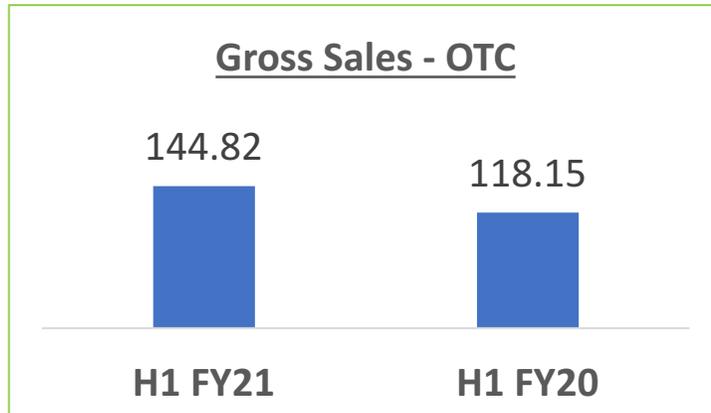
Growth: 256.95%



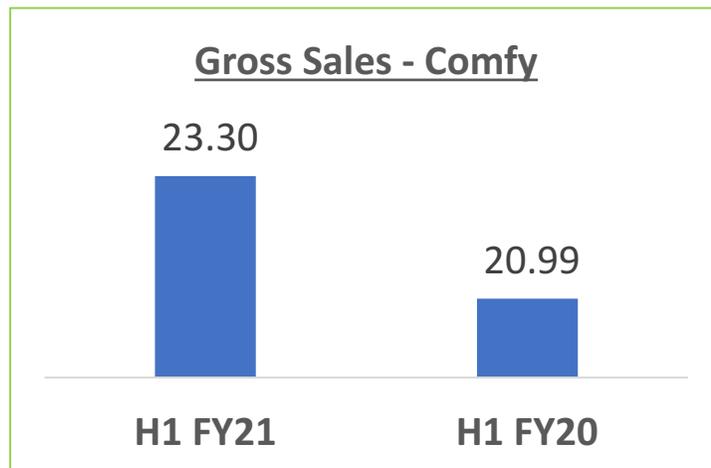
Growth: 289.35%



Financials – H1 FY21 – OTC Division (Rs. in Crores)



Growth: 22.57%



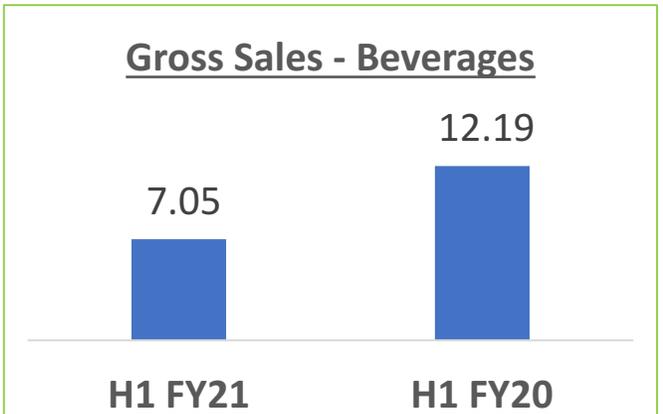
Growth: 11.01%

Costs:

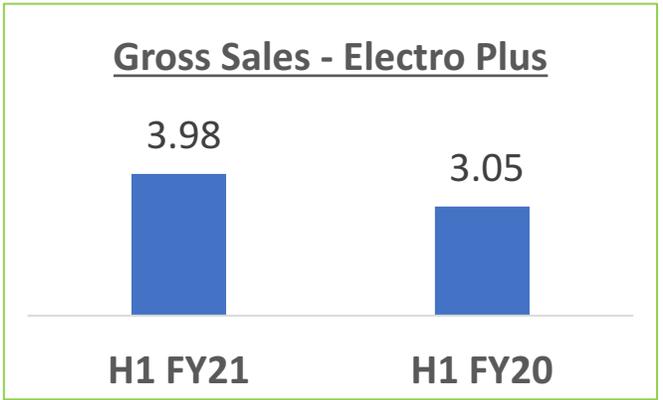
- OTC sales has grown by 22.57% during H1 even though April sales was affected due to Covid 19 lockdown.
- Key raw material prices including Menthol are lower when compared to H1 FY20.
- Gross Margin has improved by 434 basis points when compared to H1 FY20.
- Advertisement spend for H1 FY21 is at 4.57 cr against 11.71 cr for H1 FY20.



Financials – H1 FY21 – Beverage Division (Rs. in Crores)



Growth: -42.17%



Growth: 30.49%

Costs:

- Gross Margin has improved by 267 basis points when compared to H1 FY20 mainly due to product mix.
- Advertisement spends is at Rs.1.48 cr for H1 FY21 against Rs.0.53 cr for H1 FY20.
- Business is continuing with cash & carry model for Fruitnik.



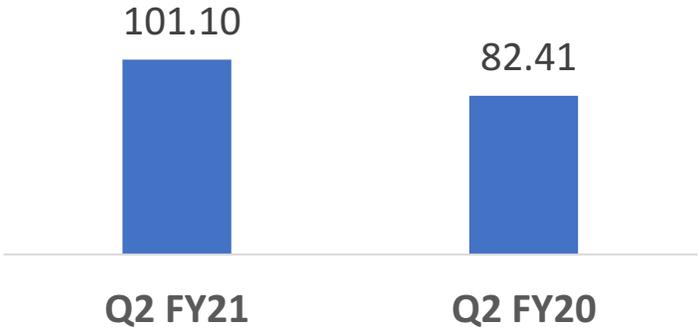
Q2 FY21 Performance



Financials – Q2 FY21

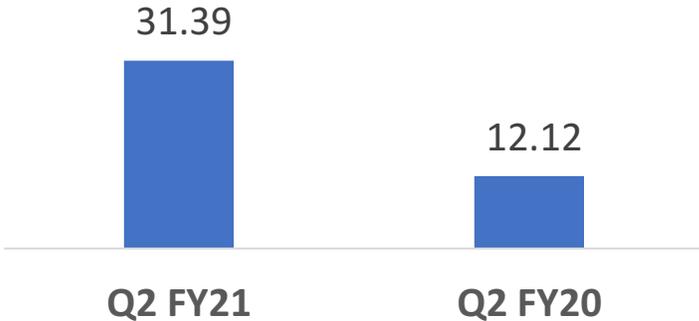
(Rs. in Crores)

Gross Sales



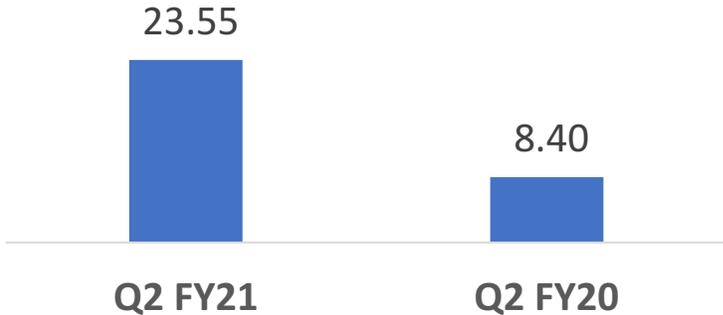
Growth: 22.68%

Profit Before Tax



Growth: 158.99%

Profit After Tax

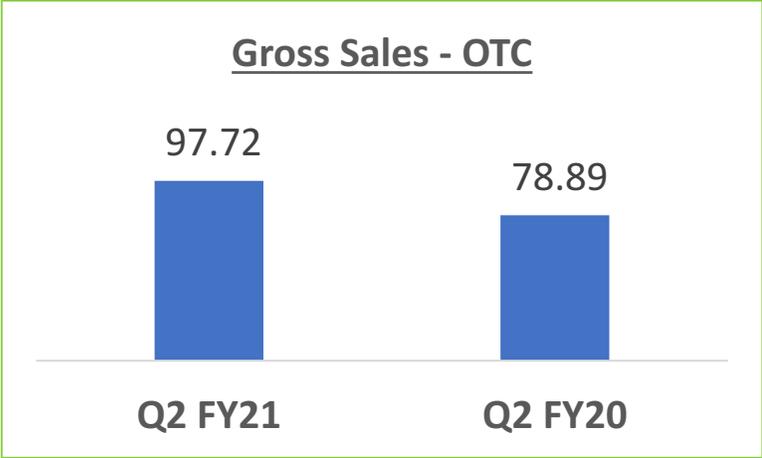


Growth: 180.36%

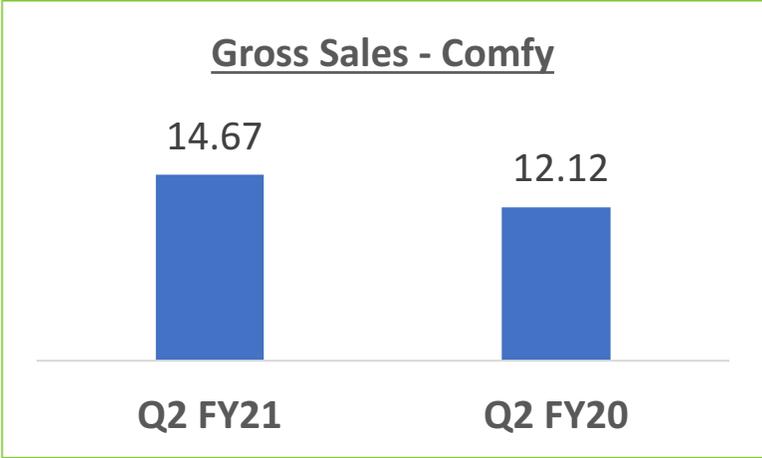


Financials – Q2 FY21

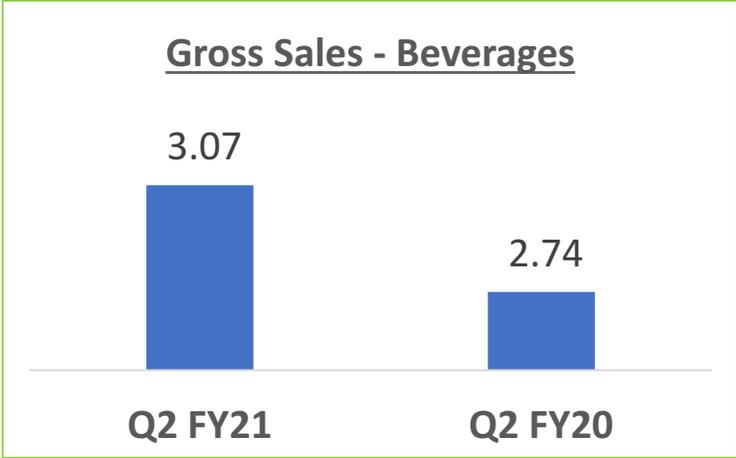
(Rs. in Crores)



Growth: 23.87%



Growth: 21.04%



Growth: 12.04%



Way Forward



We remain focused on executing our priorities:

- Sustain the growth momentum in Q3 & Q4
- Expand distribution
- Strengthen Beverage business
- Grow E-Commerce vertical
- Costs control

