



LOOK YOUR HANDSOME BEST

Abhishek Bachchan

INTRODUCING
FAIR AND HANDSOME LASER 12™
ADVANCED WHITENING FOR MEN

NEW



12 POWER BENEFITS™*

10 SECONDS

INSTANT BRIGHTER LOOK
UNIFORM MATTE FINISH

01 MINUTE

REVITALISED FRESH SKIN
MOISTURISATION

08 HOURS

OIL-FREE LOOK
RADIANT FAIRNESS
NON-STICKY FEEL

04 WEEKS

SPOT-LESS APPEARANCE
TAN-FREE LOOK
REFINED SKIN TEXTURE

06 WEEKS

REDUCED MARKS AND BLEMISHES
EVEN TONE

Introducing Fair and Handsome Laser 12™. With a breakthrough **Laser Action Technology™**, it delivers 12 Power Benefits™ to Men's Tough Skin. Spend just 10 seconds every day and transform your face to look your Handsome Best.

* All timelines given are within respective time periods, except the 8 hour timeline that shows the product's delivery up to 8 hours. On regular usage twice daily. Individual results may vary.



Q2FY18 Performance Review
25th October 2017

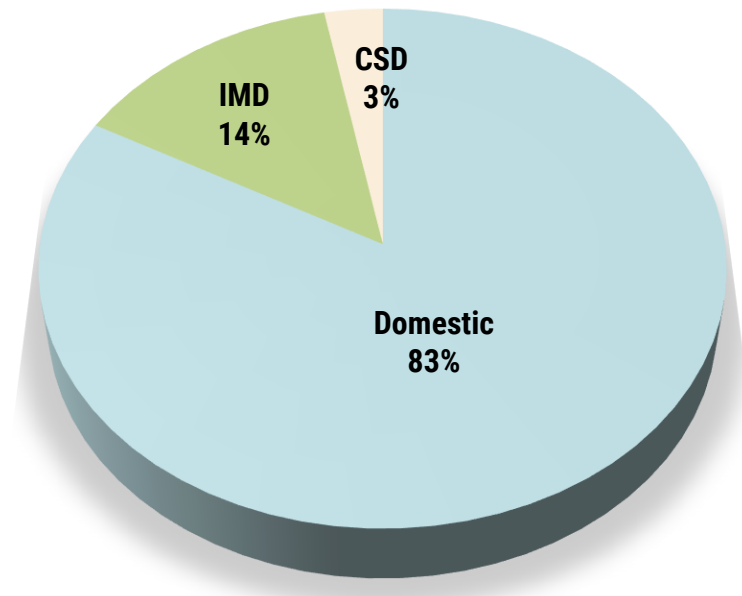


Q2FY18 Snapshot

- ❑ **Consolidated Revenues** (including GST/VAT) grew by **14%** during the quarter with **volumes growing by 10%**.
 - Reported Revenue from Operations grew by 8%
 - Domestic Revenues grew by 14% with volumes growing by 10%
 - International Business grew by 22%
 - CSD Business declined by 20%

- ❑ **EBIDTA and PAT** grew by **15%** and **49%** respectively during the quarter.

Q2FY18 Business Wise Sales Split



Note: Like to Like Revenue Growth (including GST/VAT) has been reported in this presentation

Sales Performance

Performance update for Q2FY18

BoroPlus Range

- ❑ BoroPlus range grew by 38% during the quarter led by a strong growth in Antiseptic Creams.
- ❑ Launched **BoroPlus Zero Oil Zero Pimple Face Wash** during the quarter-
 - Enriched with Multani Mitti and Neem extracts to stop recurrence of pimples
 - Endorsed by Bollywood actress Kriti Sanon



Navratna Range

- ❑ Navratna range grew by 16% during the quarter led by a double digit volume growth in both Cool Oils and Cool Talc.
- ❑ Introduced **new SKU's** in the portfolio to enhance penetration
 - Navratna Extra Thanda- 250ml (+Free 50 ml)
 - Navratna Almond Cool Oil – 200 ml & 15 ml
 - Navratna i-COOL Blast - 50gm and 400gm



Pain Management Range

- ❑ Pain Management Range grew by 15% during the quarter.
- ❑ Balms posted double digit volume growth led by a robust growth in Mentho Plus Balm.
- ❑ New launches – **Zandu Gel**, **Zandu Spray** and **Zandu Roll** On scaling up well
 - Zandu Gel associated with Mumbai’s kabaddi team “**U Mumba**” as its title sponsor in the Pro Kabaddi League.



Male Grooming Range

- ❑ Male Grooming Range grew by 12% during the quarter led by a healthy double digit growth in Fair and Handsome cream and Facewash.
- ❑ HE range grew strongly led by a double digit volume growth in HE Deodorants and Perfumes.
- ❑ Launched **Fair and Handsome Laser 12 Advanced Whitening and Multi Benefit Cream** during the quarter
 - An advanced and premium whitening face cream for men with 12 power benefits
 - Endorsed by Bollywood superstar Hrithik Roshan



Kesh King Range

- ❑ Challenging trade sentiment in the wholesale channel and rural markets continued to impact the performance.
- ❑ Kesh King Range declined by 16% during the quarter.
- ❑ New Campaign of ‘Ayurved Ka King’ launched in major dailies & popular TV channels.



Healthcare Range

- ❑ Healthcare range grew by 2% during the quarter due to subdued performance of Pancharishtha
- ❑ Nityam continued to post robust growth led by Nityam Tablets
- ❑ Generics and Ethicals posted double digit volume growth.



Other Brands

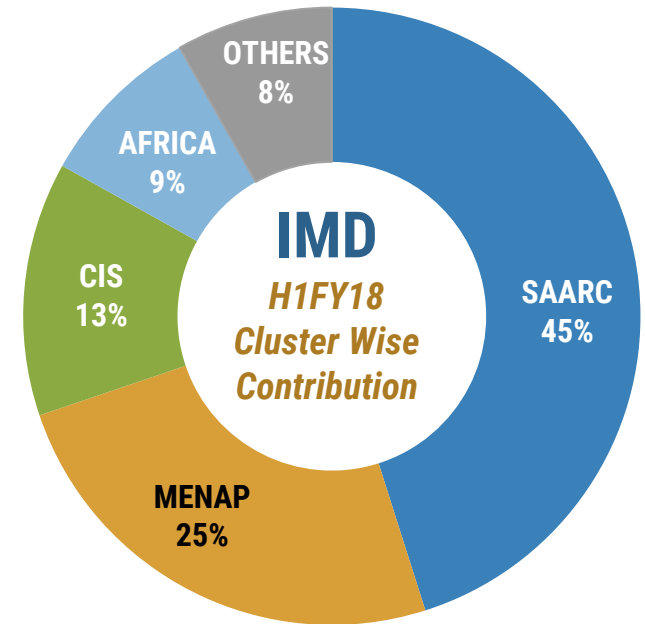
- ❑ 7 Oils in One continued to report double digit volume growth and sales of Vasocare Petroleum Jelly more than doubled during the quarter.
- ❑ Launched “ammonia-free” **Diamond Shine Luxury Crème Hair Colour** during the quarter
 - Enriched with Diamond Serum and 11 Ayurvedic Herbs & Conditioners, that give the hair amazing shine & superior softness and ensure the colour lasts twice as long.
 - Endorsed by Bollywood actress Shilpa Shetty





International Business

- ❑ International Business grew by 22% during the quarter led by a robust performance in SAARC and African markets.
- ❑ MENAP posted a high single digit growth
- ❑ Reported Market share gains across majority of the portfolio.



SAARC South Asian Association for Regional Cooperation

MENAP: Middle East, North Africa & Pakistan

CIS: Commonwealth of Independent States

Financial Analysis

Earnings analysis for Q2FY18

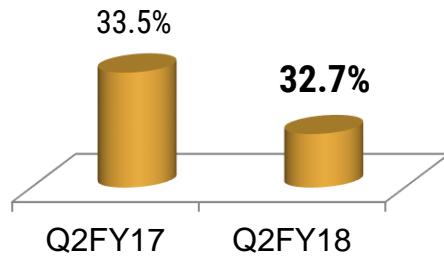


Q2FY18 Financial Analysis

Cost of Goods Sold

(as a % of Sales)

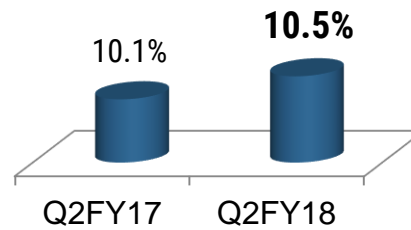
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Staff Costs

(as a % of Sales)

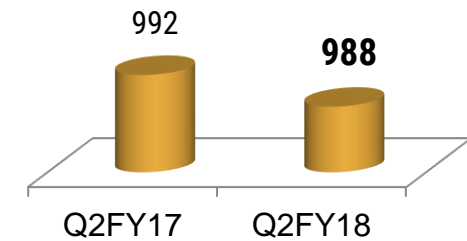
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A&P Spends

(₹ in Millions)

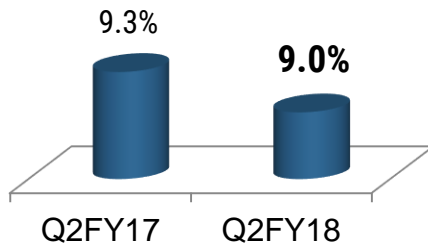
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Admin & Other Exp

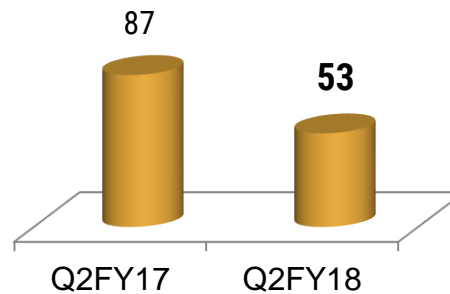
(as a % of Sales)

-30 bps



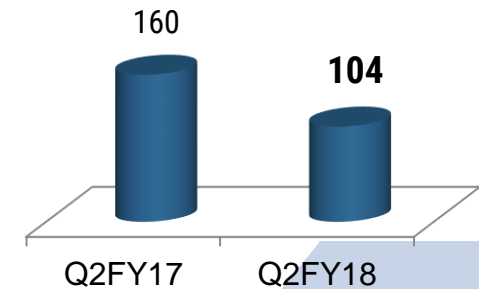
Other Income

(₹ in Millions)



Interest Paid

(₹ in Millions)





Q2FY18 Summarized Financials

₹ in Millions

Particulars	Q2FY18	%	Q2FY17	%	Growth %	FY17	%
Revenue from Operations (including GST/ VAT)	7,125	113.4%	6,253	107.2%	13.9%	27,168	107.3%
Less : GST/VAT	(844)	(13.4%)	(418)	(7.2%)	101.9%	(1,842)	(7.3%)
Revenue from Operations	6,281	100.0%	5,835	100.0%	7.6%	25,326	100.0%
Materials Cost	2,053	32.7%	1,955	33.5%	5.0%	8,825	34.8%
A&P	988	15.7%	992	17.0%	-0.4%	4,428	17.5%
Staff Cost	659	10.5%	591	10.1%	11.5%	2,242	8.9%
Admn & Other Exp.	568	9.0%	545	9.3%	4.3%	2,240	8.8%
EBIDTA	2,013	32.1%	1,752	30.0%	14.9%	7,591	30.0%
Other Income	53	0.9%	87	1.5%	-38.3%	311	1.2%
Interest	104	1.7%	160	2.7%	-35.0%	580	2.3%
Amortisation of TM's/ brands	604	9.6%	680	11.6%	-11.1%	2,617	10.3%
Depreciation/Amortisation of other assets	146	2.3%	111	1.9%	31.8%	469	1.9%
PBT	1,213	19.3%	889	15.2%	36.5%	4,236	16.7%
Tax	226	3.6%	228	3.9%	-0.7%	832	3.3%
PAT	987	15.7%	661	11.3%	49.3%	3,404	13.4%
Cash Profit (PAT + Dep. & Amortization)	1,737	27.7%	1,452	24.9%	19.7%	6,490	25.6%
EPS - Rs.	4.3	0.1%	2.9		49.3%	15.0	0.1%
Cash EPS- Rs.	7.7		6.4		19.7%	28.6	



H1FY18 Summarized Financials

₹ in Millions

Particulars	H1FY18	% of Sales	H1FY17	% of Sales	Growth %	FY17	% of Sales
Revenue from Operations (including GST/ VAT)	12,975	111.0%	13,218	107.6%	-1.8%	27,168	107.3%
Less : GST/VAT	(1,283)	(11.0%)	(929)	(7.6%)	38.1%	(1,842)	(7.3%)
Revenue from Operations	11,692	100.0%	12,289	100.0%	-4.9%	25,326	100.0%
Materials Cost	4,035	34.5%	4,264	34.7%	-5.4%	8,825	34.8%
A&P	2,416	20.7%	2,526	20.6%	-4.4%	4,428	17.5%
Staff Cost	1,286	11.0%	1,178	9.6%	9.2%	2,242	8.9%
Admn & Other Exp.	1,140	9.7%	1,097	8.9%	3.9%	2,240	8.8%
EBIDTA	2,815	24.1%	3,225	26.2%	-12.7%	7,591	30.0%
Other Income	118	1.0%	137	1.1%	-13.9%	311	1.2%
Interest	183	1.6%	285	2.3%	-35.7%	580	2.3%
Amortisation of TM's/ brands	1,202	10.3%	1,289	10.5%	-6.7%	2,617	10.3%
Depreciation/Amortisation of other assets	299	2.6%	217	1.8%	37.7%	469	1.9%
PBT	1,249	10.7%	1,572	12.8%	-20.5%	4,236	16.7%
Tax	252	2.2%	344	2.8%	-26.7%	832	3.3%
PAT	997	8.5%	1,228	10.0%	-18.8%	3,404	13.4%
Cash Profit (PAT + Dep. & Amortization)	2,498	21.4%	2,733	22.2%	-8.6%	6,490	25.6%
EPS - Rs.	4.4	0.0%	5.4		-18.8%	15.0	0.1%
Cash EPS- Rs.	11.0		12.0		-8.6%	28.6	



Summarized Balance Sheet

₹ in Millions

EQUITY AND LIABILITIES	Unaudited	Audited	ASSETS	Unaudited	Audited
	As at 30.09.17	As at 31.03.17		As at 30.09.17	As at 31.03.17
Equity			Non -Current Assets		
Equity Share capital	227	227	Property, Plant and Equipment	6,841	6,966
Other Equity	17,331	17,320	Capital work-in-progress	571	129
Equity attributable to owners of the company	17,559	17,547	Investment Property	530	538
Non-Controlling Interest	12	14	Intangible Assets	11,186	12,393
Total Equity	17,570	17,561	Intangible assets under development	100	86
			Goodwill on Consolidation	41	41
LIABILITIES			Financial Assets		
Non-Current Liabilities			(i) Investments	1,365	944
Financial Liabilities			(ii) Loans	59	48
(i) Other Financial Liabilities	117	117	Other Non-Current Assets	383	402
Provisions	268	239		21,077	21,547
Deferred tax liabilities (Net)	268	282	Current assets		
Other Non-Current Liabilities	12	13	Inventories	1,832	1,792
	665	650	Financial Assets		
Current liabilities			(i) Investments	2,048	333
Financial Liabilities			(ii) Trade Receivables	1,537	970
(i) Borrowings	5,655	1,730	(iii) Cash & Cash Equivalents	405	284
(ii) Trade Payables	2,645	1,847	(iv) Bank Balances other than (iii) above	226	217
(iii) Other Financial Liabilities	1,066	3,380	(iv) Loans	76	39
Other Current Liabilities	260	229	(v) Others Financial Assets	14	12
Provisions	649	590	Current Tax Assets (Net)	231	9
Current Tax Liabilities (Net)	56	-	Other Current Assets	1,123	783
	10,332	7,776		7,492	4,439
Total Equity and Liabilities	28,568	25,987	Total Assets	28,568	25,987



Awards & Accolades

- ❑ **He On The Go Waterless Face Wash** received 2 prestigious awards for its campaign “*The Flying Basin*”
 - ✓ **Engage 2017** - Best Practices Award for ‘Video Content for Marketing & Promotion’ by Public Relations Society of India, Kolkata Chapter
 - ✓ **Indian Content Marketing Award** - Best Content Marketing Launch/Relaunch’ category award by Exchange4media



- ❑ Manufacturing Units participated in different quality circle competitions and won more than 18 awards (in Par Excellence, Gold & Silver categories).

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Thank You