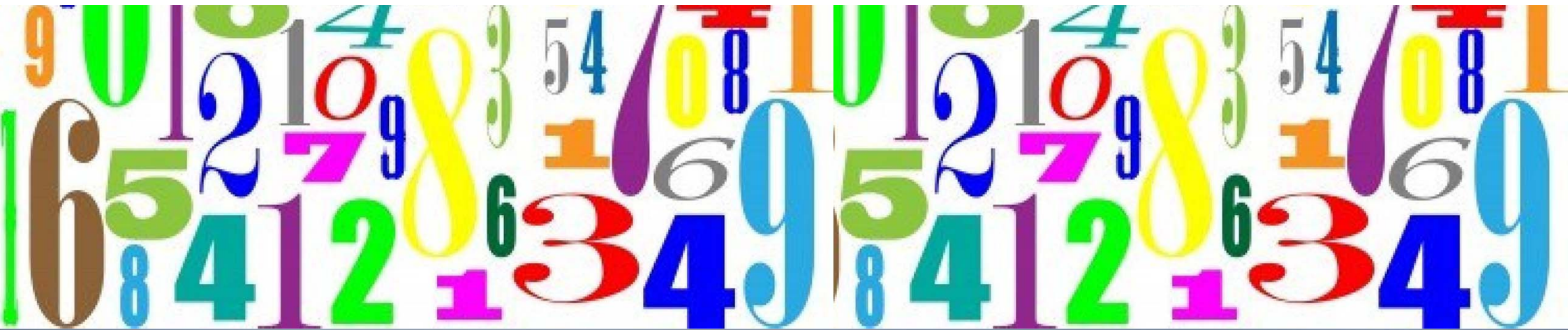


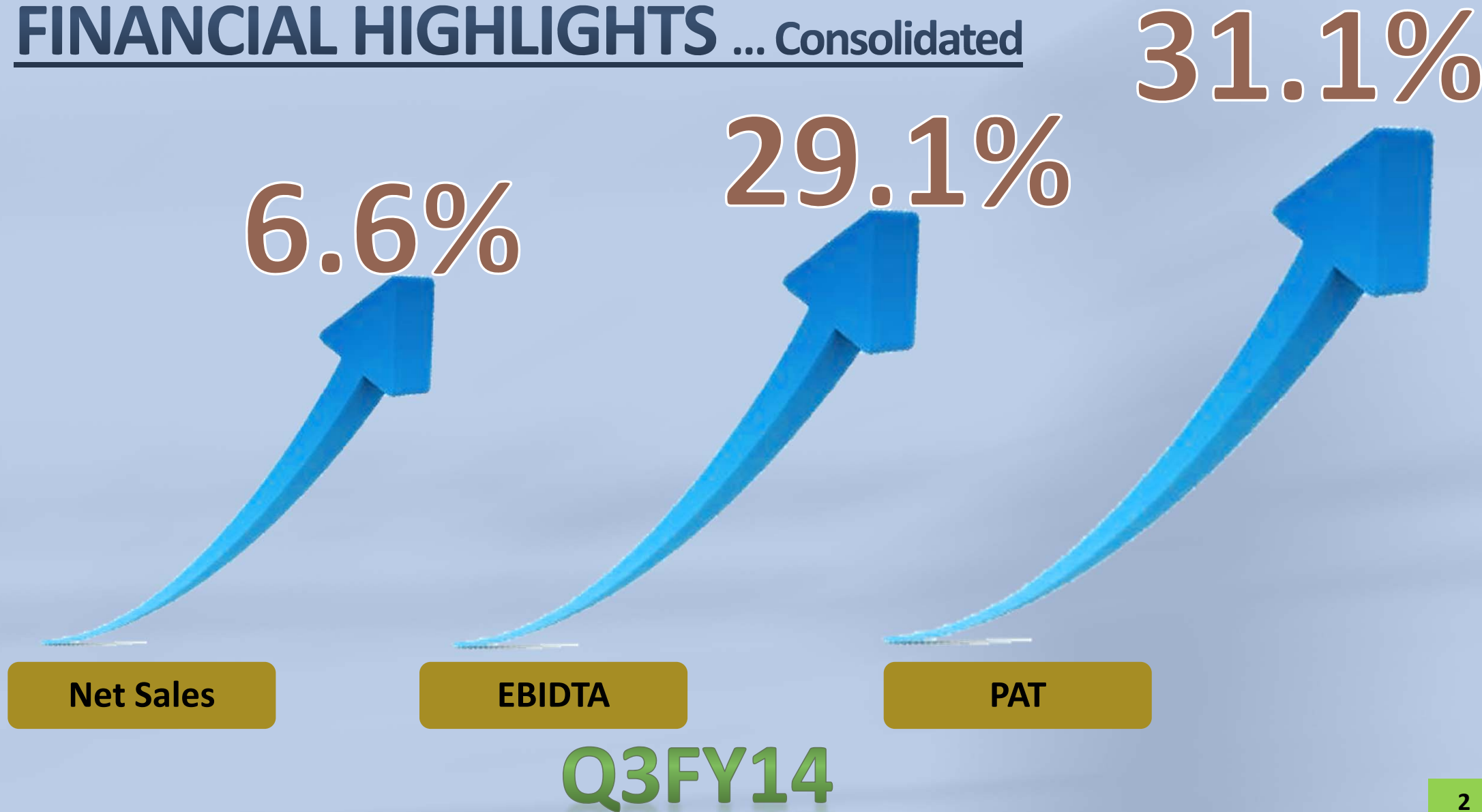
Q3FY14 Update

---

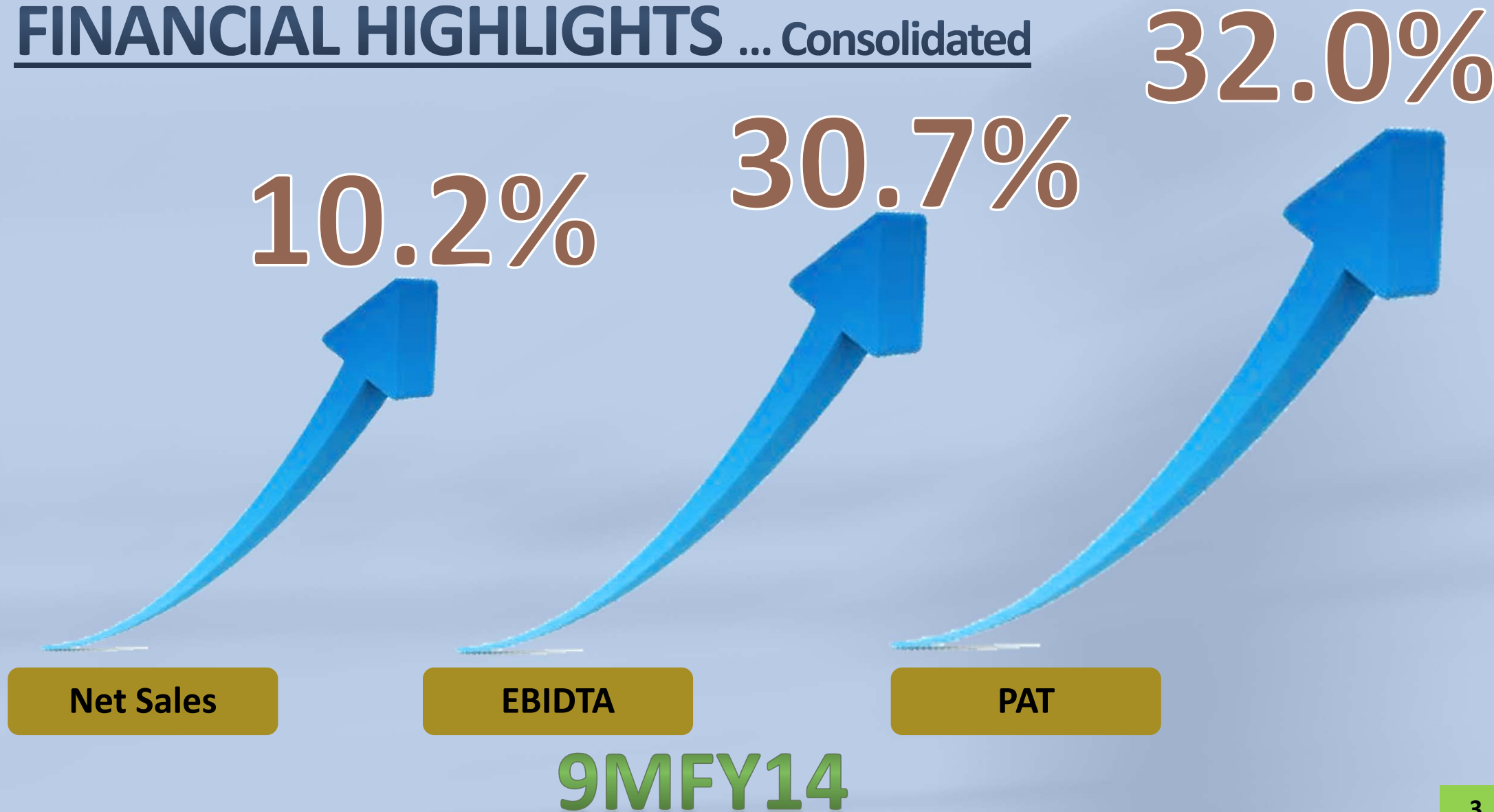
January 20, 2014



# FINANCIAL HIGHLIGHTS ... Consolidated

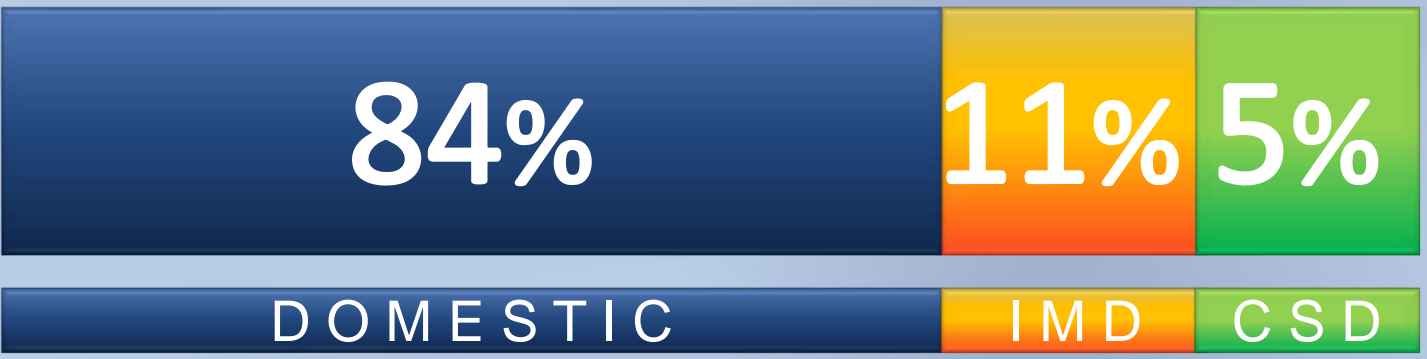
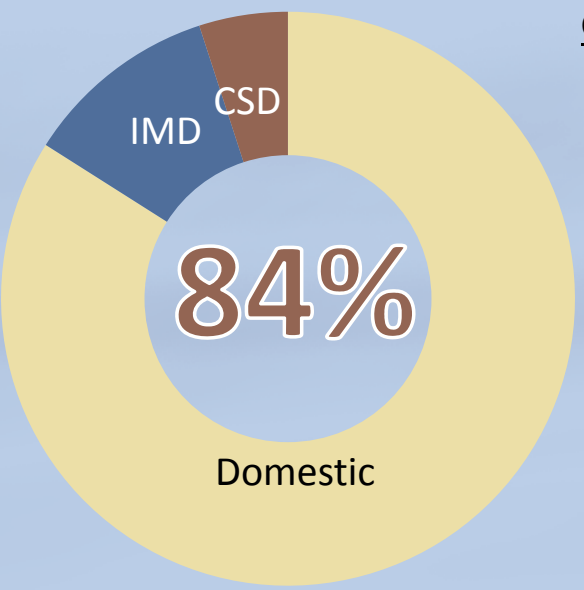
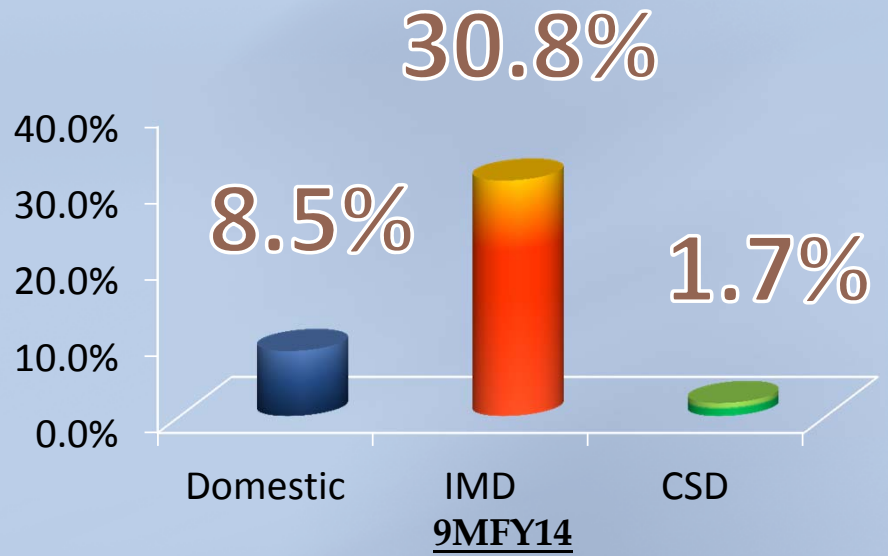
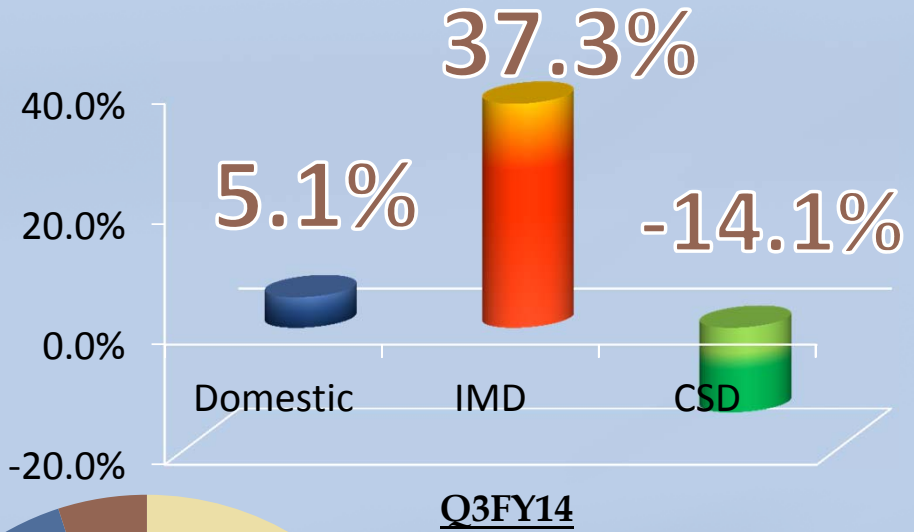


# FINANCIAL HIGHLIGHTS ... Consolidated



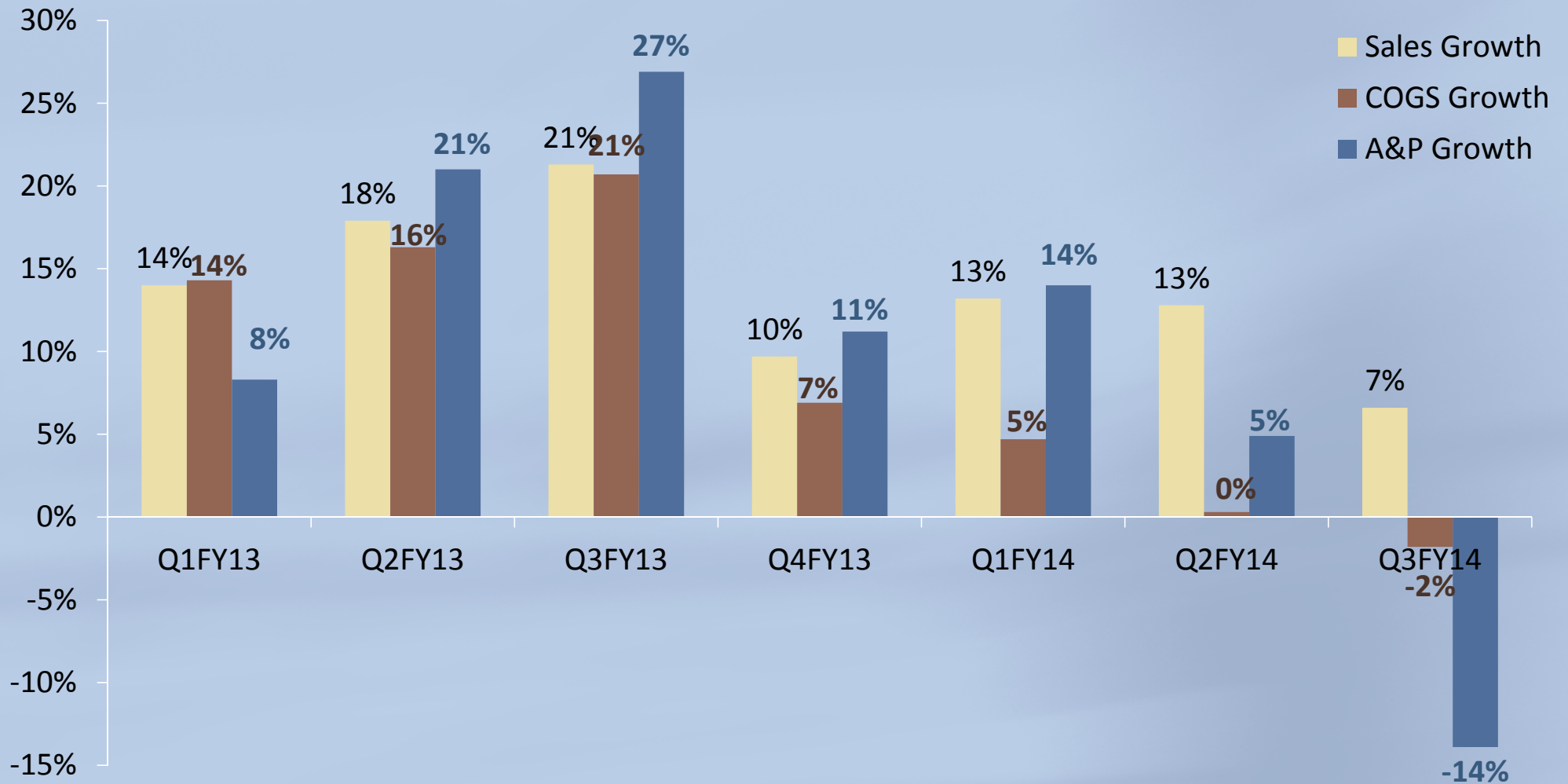
9MFY14

# Sales Overview

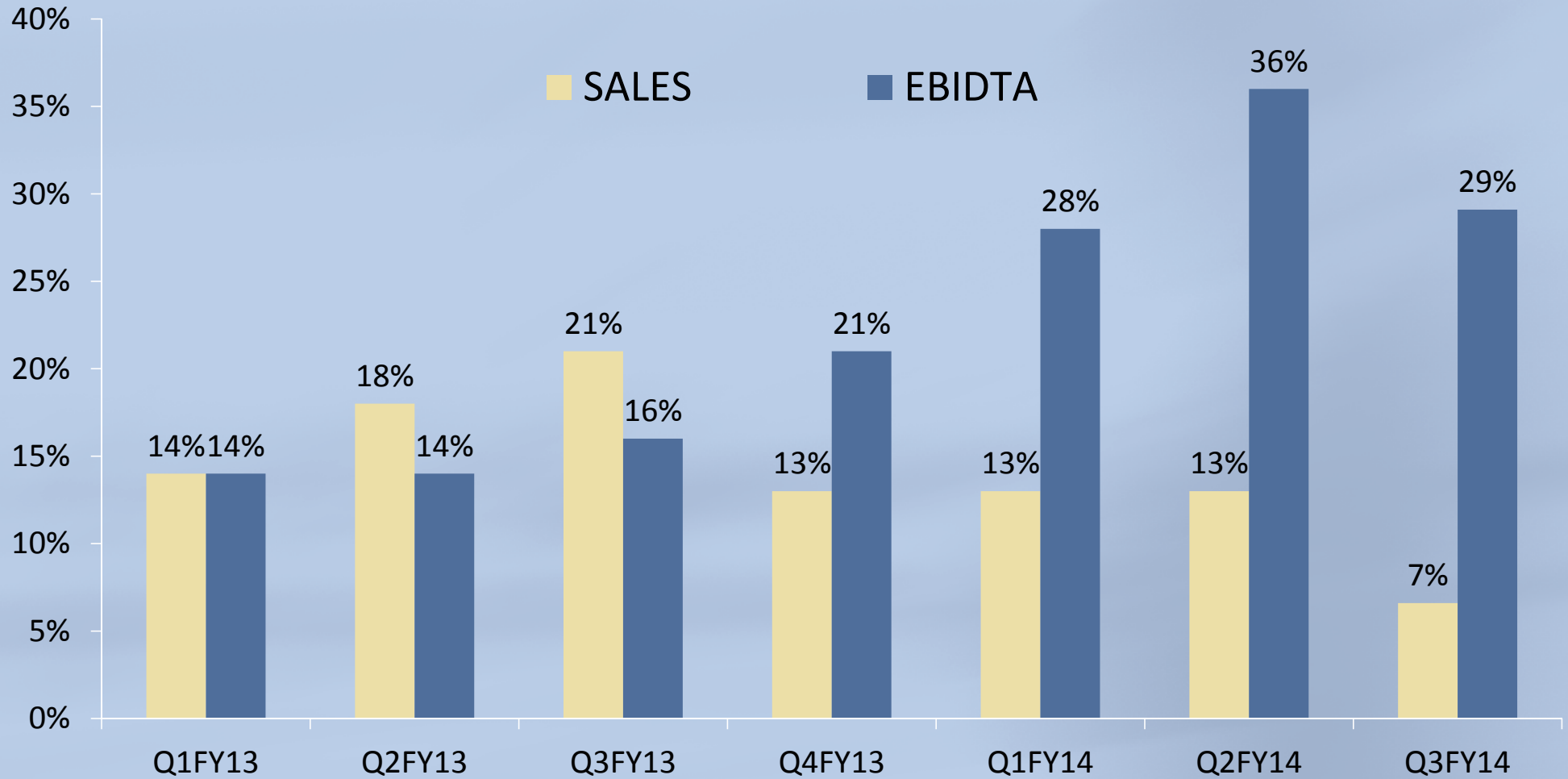




# Sales, COGS & A&P Expense Growth



# Sales & EBIDTA Growth



# BRANDWISE PERFORMANCE

## BOROPLUS

- Antiseptic cream de-grew by 3% during the quarter.
  - Market share at 77.4% in Q3 grew by 1%
- Moisturizing Body lotion grew by 3% in Q3.
- Also launched a new variant of Body Lotion with exotic ingredients – Grapes & Olive Oil.
- New Extension BoroPlus Anti Pollution Face wash performed well



# BRANDWISE PERFORMANCE

## Zandu & Menthoplus Balm

- Balm sales have improved since the last quarter. It grew by 9% in Q3.

## Zandu Kesari Jeevan and Sona Chandi Chyawanprash

- Strong growth in Zandu Kesari Jeevan & Sona Chandi Chyawanprash
  - Zandu Kesari Jeevan grew by 26% and Sona Chandi Chyawanprash grew by 17% during the quarter
  - New TVC around the concept of “Bheemstein” launched for Sona Chandi
  - New TVC for Kesari Jeevan launched with Milkha Singh as the Brand Ambassador





# BRANDWISE PERFORMANCE

## Fair & Handsome

- Fair and Handsome grew by 12% during the quarter
  - Market share of 62% in Q3 with a gain of 4% this quarter

## Navratna

- Cool Oil grew by 6% during the quarter.
  - Market share of 57% in Q3 with a gain of 2% this quarter

## Vasocare

- Petroleum jelly registered a growth of 31% in Q3

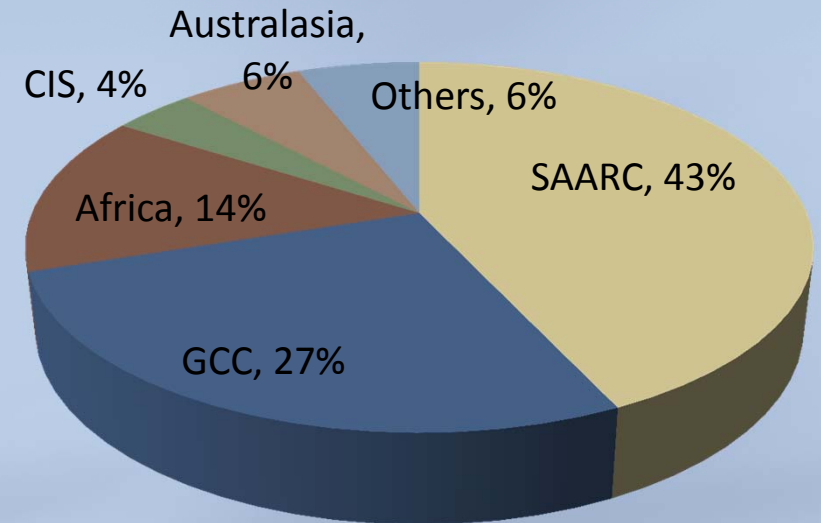




# IMD & CSD

- International business at Rs. 652mn grew by 37.3% during the quarter.

- GCC region grew by 212%
- SAARC region grew by 17%
- Bangladesh degrew by 5%

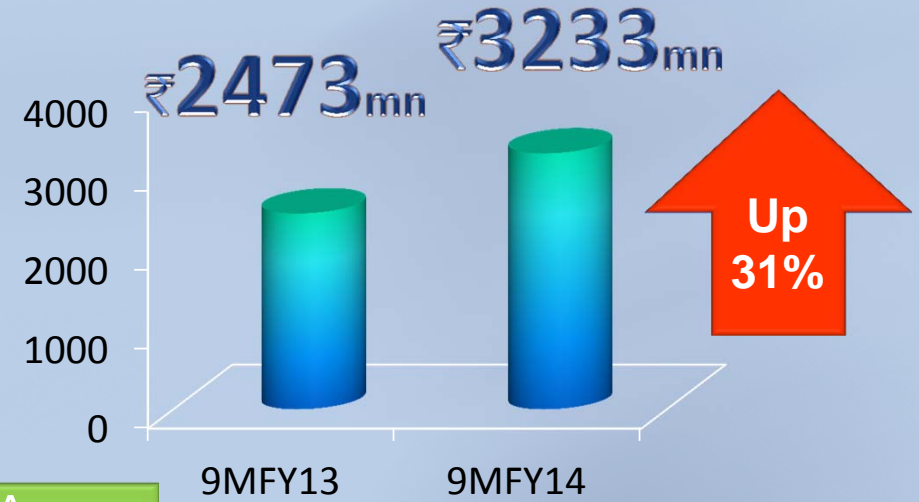
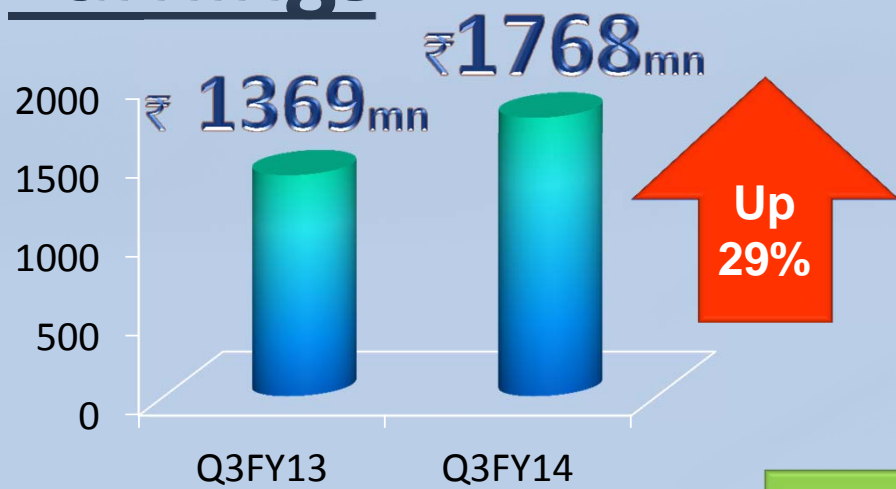


GCC - Gulf Cooperation Council  
SAARC - South Asian Association  
for Regional Cooperation

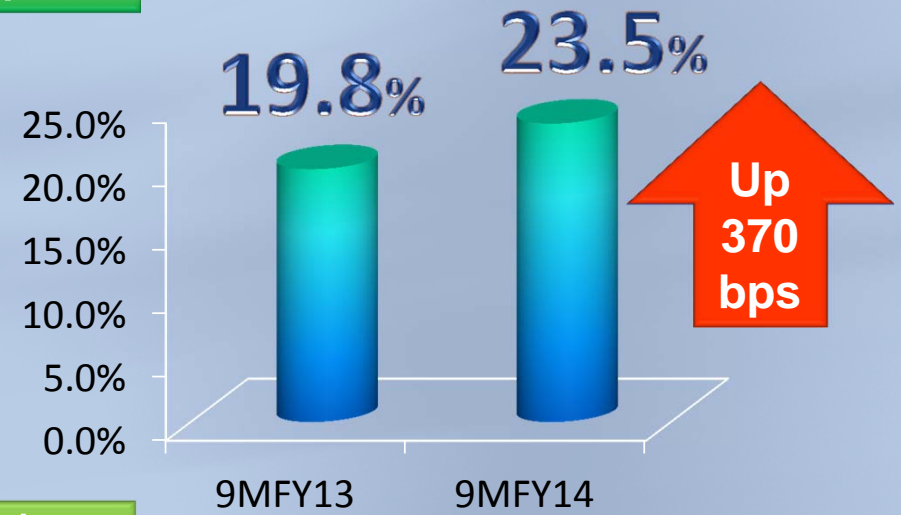
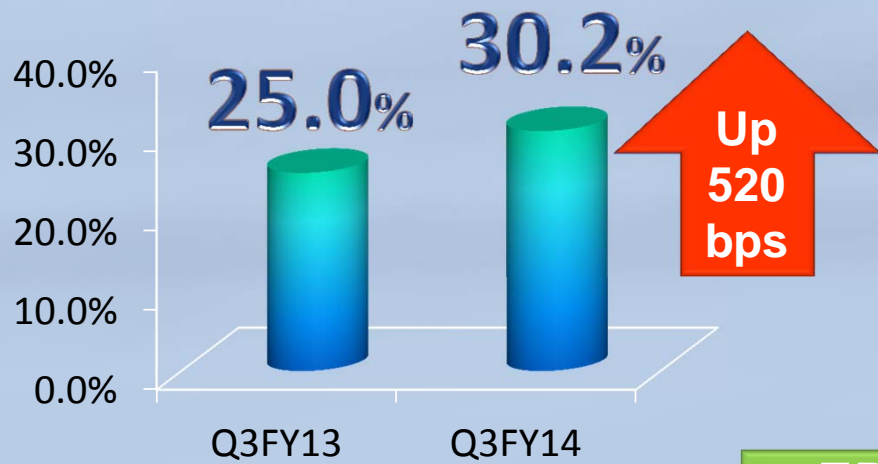
- CSD sales at Rs. 306mn degrew by 14% against a growth of 1.7% during 9MFY14

- Chyawanprash sales were impacted due to product registration issues at CSD

# Earnings



EBIDTA



EBIDTA Margin



## Earnings Analysis ... 9MFY14

- COGS at 37.2% of sales, reduced by 360bps on account of reduction in input prices and judicious price increases
- Staff costs at ₹ 1065mn increased from 7% to 7.7% of sales
- Advert. & Promotion costs at ₹ 2279mn decreased 180 bps to 16.6% of sales
- Other expenses at ₹ 2056mn increased by 100bps at 15% of sales
- Other income at ₹ 438mn increased by ₹ 76mn
- Forex fluctuation gain amounted to ₹ 39mn against a loss of ₹50.4mn last year

# Q3FY14 Results

Rs. in Millions

Particulars	Q3FY14	% of Sales	Q3FY13	% of Sales	Growth %	FY13	% of Sales
<b>Net Sales</b>	<b>5846.7</b>	<b>100%</b>	<b>5484.4</b>	<b>100%</b>	<b>6.6%</b>	<b>16991.0</b>	<b>100%</b>
Materials Cost	2045.2	35.0%	2081.9	38.0%	-1.8%	7154.5	42.1%
A&P	878.5	15.1%	1020.8	18.6%	-13.9%	2790.0	16.4%
Staff Cost	356.5	6.1%	314.1	5.7%	13.5%	1155.5	6.8%
Admn & Other Exp	<b>798.7</b>	<b>13.7%</b>	<b>698.6</b>	<b>12.7%</b>	<b>14.3%</b>	<b>2418.2</b>	<b>14.2%</b>
<b>EBITDA</b>	<b>1767.8</b>	<b>30.2%</b>	<b>1369.0</b>	<b>25.0%</b>	<b>29.1%</b>	<b>3472.8</b>	<b>20.4%</b>
Interest	12.2	0.2%	15.6	0.3%	-21.8%	65.7	0.4%
Depreciation	160.9	2.8%	309.8	5.6%	-48.1%	1240.7	7.3%
Other Income	122.0	2.1%	100.0	1.8%	22.0%	556.8	3.3%
Forex Loss / (Gain)	<b>5.4</b>	<b>0.1%</b>	<b>12.2</b>	<b>0.2%</b>	<b>-55.7%</b>	<b>57.3</b>	<b>0.3%</b>
<b>PBT</b>	<b>1810.7</b>	<b>31.0%</b>	<b>1386.7</b>	<b>25.3%</b>	<b>30.6%</b>	<b>3686.8</b>	<b>21.7%</b>
Tax	<b>303.9</b>	<b>5.2%</b>	<b>237.2</b>	<b>4.3%</b>	<b>28.1%</b>	<b>539.4</b>	<b>3.2%</b>
<b>PAT</b>	<b>1506.8</b>	<b>25.8%</b>	<b>1149.5</b>	<b>21.0%</b>	<b>31.1%</b>	<b>3147.4</b>	<b>18.5%</b>
<b>EPS - Rs.</b>	<b>6.6</b>		<b>5.1</b>		<b>31.1%</b>	<b>13.9</b>	

# 9MFY14 Results

Rs. in Millions

Particulars	9MFY14	% of Sales	9MFY13	% of Sales	Growth %	FY13	% of Sales
<b>Net Sales</b>	<b>13750.6</b>	<b>100%</b>	<b>12479.3</b>	<b>100%</b>	<b>10.2%</b>	<b>16991.0</b>	<b>100%</b>
Materials Cost	5118.2	37.2%	5090.5	40.8%	0.5%	7154.5	42.1%
A&P	2278.8	16.7%	2300.5	18.4%	-0.9%	2790.0	16.4%
Staff Cost	1064.6	7.7%	871.8	7.0%	22.1%	1155.5	6.8%
Admn & Other Exp	2055.8	15.0%	1743.6	14.0%	17.9%	<b>2418.2</b>	<b>14.2%</b>
<b>EBITDA</b>	<b>3233.2</b>	<b>23.5%</b>	<b>2472.9</b>	<b>19.8%</b>	<b>30.7%</b>	3472.8	20.4%
Interest	37.8	0.3%	57.9	0.5%	-34.7%	65.7	0.4%
Depreciation	786.7	5.7%	926.1	7.4%	-15.1%	1240.7	7.3%
Transfer from General Reserve	-609.8	-4.4%	-765.7	-6.1%	-20.4%	-1020.9	-6.0%
Other Income	437.5	3.2%	362.4	2.9%	20.7%	556.8	3.3%
Forex Loss / ( Gain)	-39.4	-0.3%	50.4	0.4%	-178.2%	57.3	0.3%
<b>PBT</b>	<b>3495.4</b>	<b>25.4%</b>	<b>2566.6</b>	<b>20.6%</b>	<b>36.2%</b>	3686.8	21.7%
Tax	582.2	4.2%	359.0	2.9%	62.2%	539.4	3.2%
<b>PAT</b>	<b>2913.2</b>	<b>21.2%</b>	<b>2207.6</b>	<b>17.7%</b>	<b>32.0%</b>	<b>3147.4</b>	<b>18.5%</b>
<b>EPS - Rs.</b>	<b>12.8</b>		<b>9.7</b>		<b>32.0%</b>	13.9	

# Awards & Accolades

- **GOLD Award** To Abhoypur unit and **SILVER Award** to BT Road unit by **The Economic Times India Manufacturing Excellence Awards** in partnership with Frost & Sullivan
- Abhoypur Unit received **“Healthy Workplace Gold Award – 2013”** from **Arogya World**.
- Received Gold, Excellence and Par Excellence Quality Awards across manufacturing Units in Quality Circle competition.



Gold Award by ET –  
Frost & Sullivan



IMEA Gold  
Abhoypur



CCQC Gold  
Amingaon



QCFI Gold  
Amingaon



QCFI  
Excellent  
Pantnagar



QCFI Gold  
Pantnagar



NCQC Gold  
BTR



CCQC Gold  
BTR



IMEA Silver  
BTR



# Awards & Accolades

**BEST  
INDIAN  
BRANDS  
2013**



- Two of the Power Brands, **BoroPlus** & **Zandu Balm** have been ranked 61<sup>st</sup> and 65<sup>th</sup> in the “**Top 100 Most Trusted Brands**” of the **Brand Equity Survey 2013** of The Economic Times.

## Navratna

- Ranked **3<sup>rd</sup>** in the Hair Oil Category

## BoroPlus

- Ranked **16<sup>th</sup>** in the Personal Care Category

## Fair & Handsome

- Ranked **27<sup>th</sup>** in the Personal Care Category

## Zandu Balm

- Ranked **3<sup>rd</sup>** in the OTC (Over the Counter) Category

- Ranked 106<sup>th</sup> (PY : 136) among **Top 500 Indian Companies** by BT (Business Today)
- Emami** featured in the **Inc. India Innovative 100 Awards, 2013** in the mid-size category.



*thank you...*