



Ref: SEC/SE/2020-21

Date: July 30, 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: Press Release & 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



Where Nature meets Science

**Q1 FY21 – Results Presentation**  
**30<sup>th</sup> July 2020**





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## Macro Overview



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## Performance Overview



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## Business Highlights



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## Covid Management Strategy – An Update

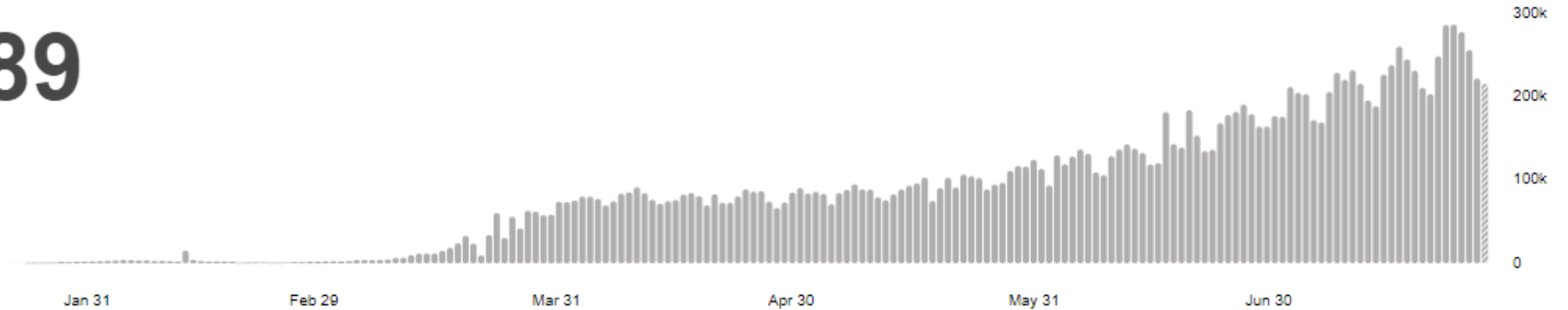


# The pandemic continues to impact the world

Total daily cases still on a rise across the world

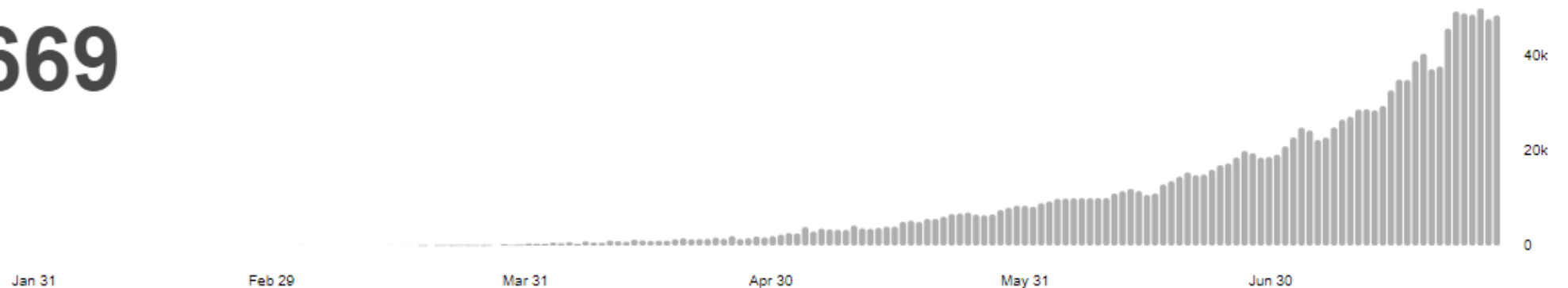
## World – New Cases Added Daily

**16,558,289**  
confirmed cases



## India – New Cases Added Daily

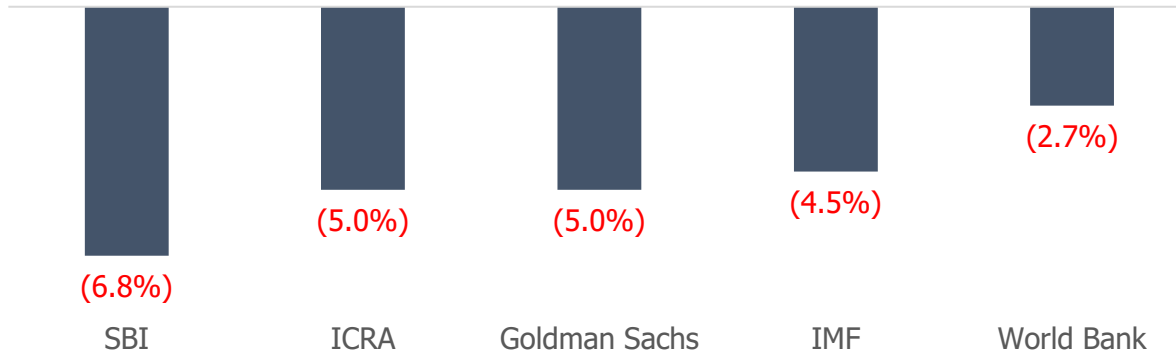
**1,531,669**  
confirmed cases



# Leading to a grim economic situation

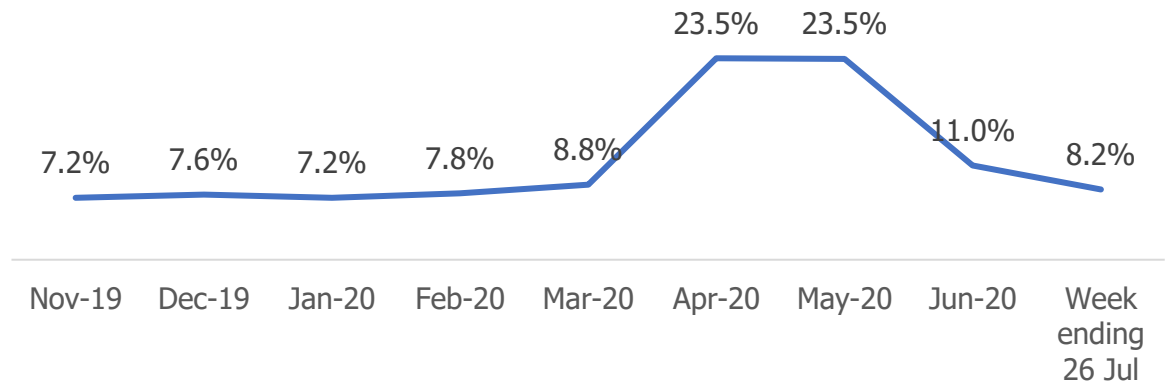
India GDP forecasted to decline by ~5% in FY21

India's FY21 GDP Growth Forecasts



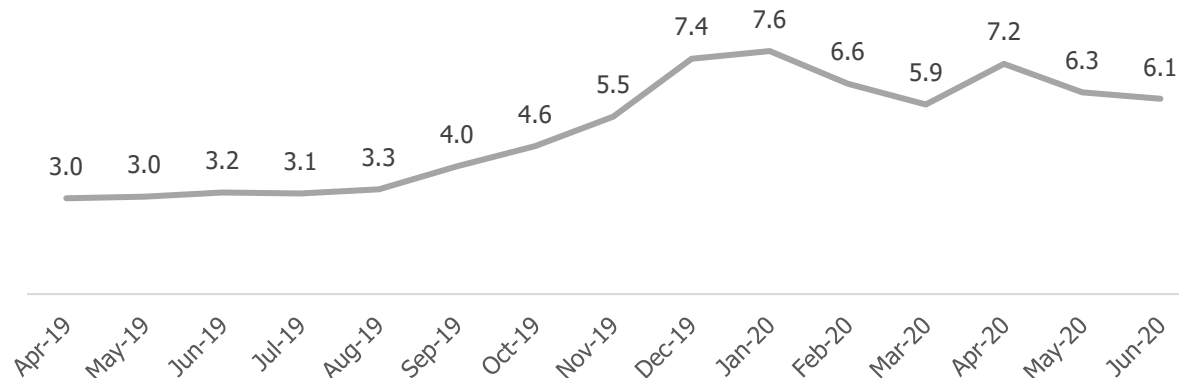
High unemployment remains a concern

Unemployment Rate in India



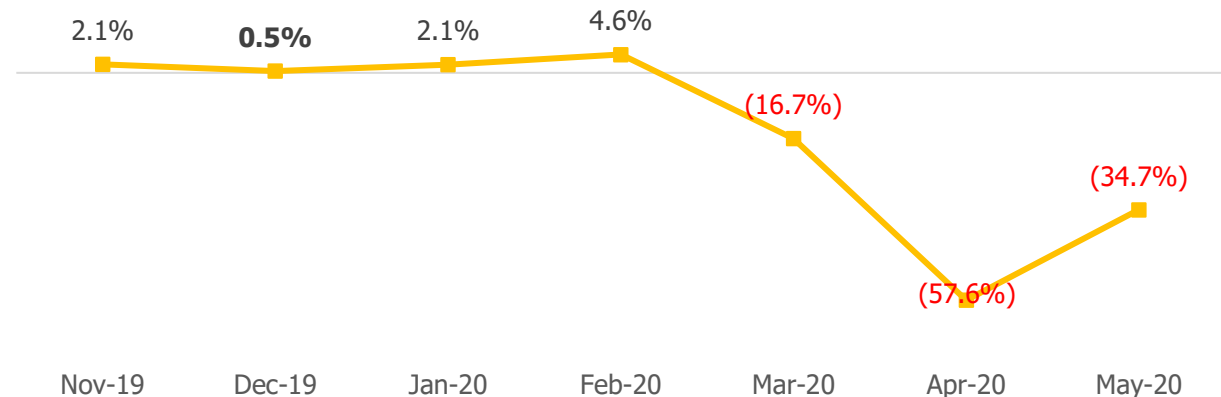
CPI at 6%+, up from baseline of 3%

India - CPI %



IIP data shows significant declines

India - Index of Industrial Production (IIP)







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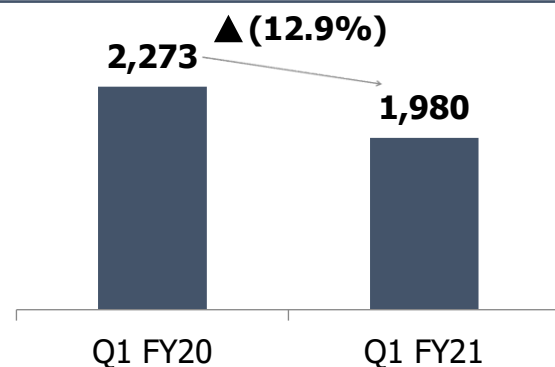
## Covid Management Strategy – An Update



# Q1 FY21 – Performance Summary

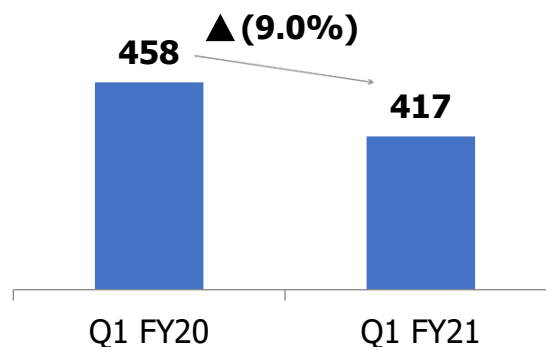
## Key Metrics

### Revenue



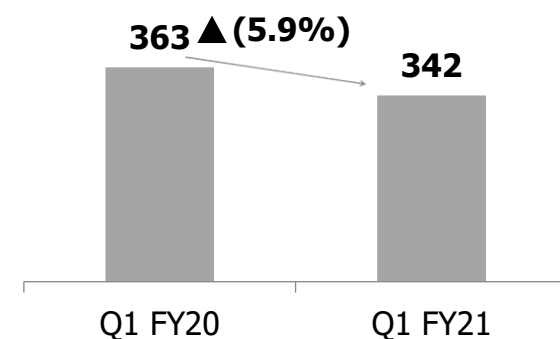
- Domestic FMCG business saw a decline of 6.9% due to the lockdown in April – volume declined by 9.7%
- International Business saw a decline of 21.6%

### Operating Profit



- Consol Material Cost was similar to previous year at 50.6%
- Consol Operating Margin improved by 91 bps to touch 21%
- Standalone Operating Profit grew by 3.5% and the margin saw an increase of 254 bps to touch 22%

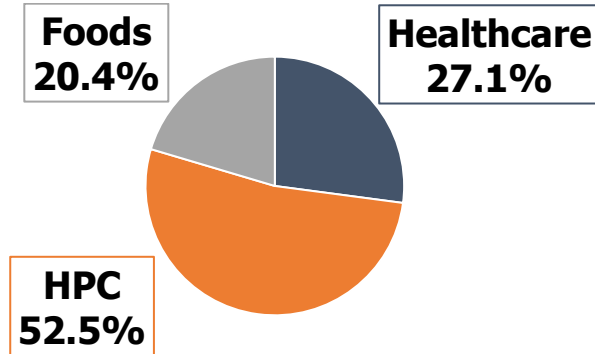
### PAT



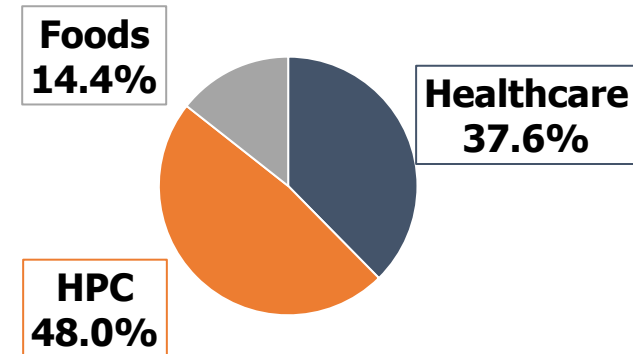
- Consolidated PAT decreased by 5.9%
- Standalone PAT increased by 12.3% aided by proactive cost management

# Domestic FMCG Growth – By Verticals – Q1 FY21

Q1 FY20 Sales Contribution

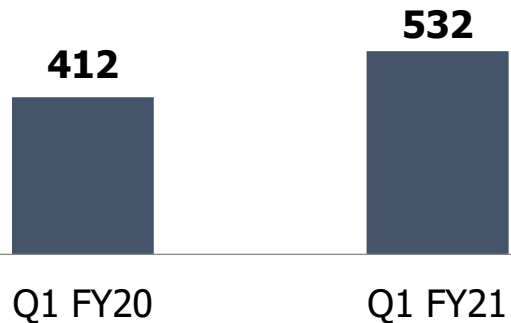


Q1 FY21 Sales Contribution



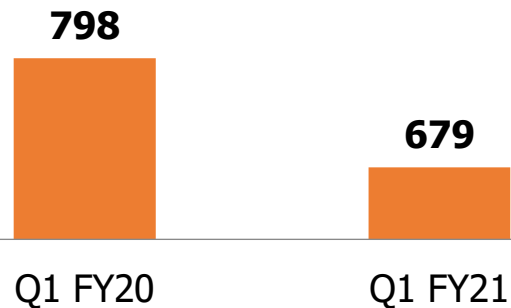
## Healthcare

Growth: 29.2%



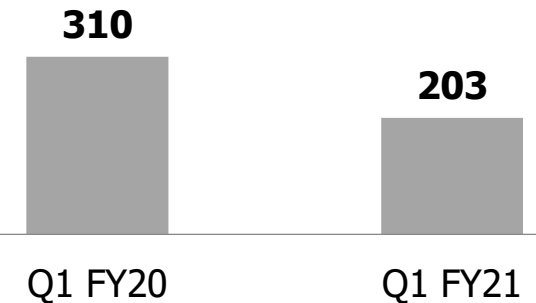
## Home & Personal Care (HPC)

Growth: (14.9%)



## Foods

Growth: (34.4%)







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# Healthcare – Q1 FY21

	Health Supplements	Digestives	OTC	Ethicals
Growth %	<b>52.6%</b>	<b>(11.5%)</b>	<b>34.4%</b>	<b>10.7%</b>
Category Highlights	<ul style="list-style-type: none"> <li>Recorded strong growth of ~700% in Dabur Chyawanprash and strong double-digit growth in Dabur Honey</li> <li>Dabur's market share in Chyawanprash category increased by ~600 bps and in Honey by ~300 bps</li> </ul>	<ul style="list-style-type: none"> <li>Digestives portfolio impacted due to restricted outdoor activity, minimal outside food consumption and closures of restaurants</li> <li>Seeing improvement since the easing of lockdowns</li> </ul>	<ul style="list-style-type: none"> <li>Honitus saw its sales almost doubling in this quarter</li> <li>Lal Tail declined during the quarter, but is seeing improvement since the easing of lockdowns</li> <li>NPDs added to the momentum of the portfolio</li> </ul>	<ul style="list-style-type: none"> <li>Ethicals' grew in double digits on the back of strong growth in all immunity related brands</li> <li>Immunity@Doorstep initiative reaches 15 lakhs + consumers and 10,000+ households</li> </ul>



**Dabur Honey – World's No. 1 Honey Brand with 60+ quality checks**



**Dabur Chyawanprash – Har Mausam, 2x Immunity**



**Dabur Immunity Kit**

# New Product Launches – Healthcare



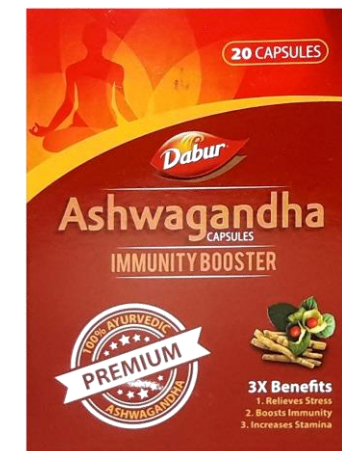
Dabur Honey Tulsi



Dabur Honey Ashwagandha



Dabur Ashwagandha Tablets



Dabur Ashwagandha Capsules



Dabur Ayush Kwath



Dabur Honitus Adulsa Cough Syrup



Dabur Sanitize Antiseptic Liquid



Dabur Sanitize Germ Protection Soap



# New Product Launches – Healthcare



**Dashmol Jirakam**



**Pippalayasava**



**Lal Shar**



**Dabur Tulsi Drops**



**Dabur Haldi Drops**



**Dabur Amla Juice**



**Dabur Giloy Ras**



**Dabur Aloe Vera Juice**



**Dabur Giloy Neem Tulsi Juice**



**Trikatu Churna**

# Home and Personal Care – Q1 FY21

	Oral Care	Hair Oils	Shampoo	Home Care	Skin & Salon
Growth %	1.4%	(25.6%)	(9.3%)	(30.5%)	(12.5%)
Category Highlights	<ul style="list-style-type: none"> <li>Toothpaste portfolio recorded a growth of 2.6%</li> <li>Red Toothpaste reported growth of 8.1%</li> <li>Toothpaste market share improved by ~60 bps</li> </ul>	<ul style="list-style-type: none"> <li>Hair Oil category witnessed significant decline in Q1 FY21, as per Nielsen</li> <li>In pure coco oils, market shares saw an increase of 20 bps and in perfumed oils, the market shares saw an increase of 40 bps</li> </ul>	<ul style="list-style-type: none"> <li>Shampoo category witnessed significant decline in Q1 FY21, as per Nielsen</li> <li>Market share in shampoo category increased by ~120 bps</li> </ul>	<ul style="list-style-type: none"> <li>Odonil declined on account of its discretionary nature but saw an increase in MS of ~290 bps</li> <li>Odomos declined by low single digit but showed sequential improvement</li> <li>Odomos saw an increase of 270 bps in market share</li> </ul>	<ul style="list-style-type: none"> <li>Dabur Sanitize Hand Sanitisers range reported a strong performance</li> <li>Fem and Gulabari reported muted performance on account of their discretionary nature</li> </ul>



**Dabur Meswak – Stop germs build-up behind the mask**



**Dabur Amla Hair Oil**



**Dabur Sanitize Hand Sanitiser**



# New Product Launches – HPC



Dabur Dant Rakshak



Dabur Herb'l Clove



Dabur Amla  
Aloe Vera  
Hair Oil



Dabur  
Badam  
Amla  
Hair Oil



Fem Gold  
Radiance  
Facial Kit



# New Product Launches – HPC



**Dabur Sanitize Laundry Sanitizer**



**Dabur Sanitize Multipurpose Surface Cleaner & Disinfectant**



**Dazzl Floor Cleaner**



**Dazzl Anti-Bacterial Glass Cleaner**



**Odopic Utensil Cleaner Liquid**



**Odomos Mosquito Killer Racquet**

# New Product Launches – HPC



**Dabur Sanitize Hand Sanitisers**



**Odonil Air Sanitiser**



**Dazzl Surface Cleaner**



**Fem Hand Wash with Germ Kill**



**Dabur Sanitize Air Sanitisers**



**Dabur Veggie Wash**



**Dabur Sanitize Disinfectant Spray**



**Dabur Suraksha Kit**

# Foods – Q1 FY21

	Beverages	Culinary
Growth %	(36.2%)	5.9%
Category Highlights	<ul style="list-style-type: none"> <li>J&amp;N category showed a volume decline of 51.4% in Q1 FY21</li> <li>However, Real has increased its market share by ~260 bps</li> <li>In the fruit drinks category, launched <b>Real Mango Drink in PET format and Real Apple Mini in INR 10 pack</b></li> <li>Launched 4 variants of milkshakes under Real</li> </ul>	<ul style="list-style-type: none"> <li><b>Launched a range of chutneys &amp; pickles and imli (tamarind) sauce</b></li> </ul>



**Driving Immunity Credentials**



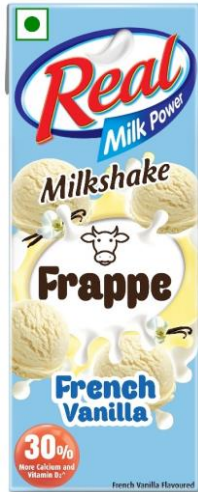
**Engaging with Consumers on Digital**



**Lockdown Chef Contest**



# New Product Launches – Foods



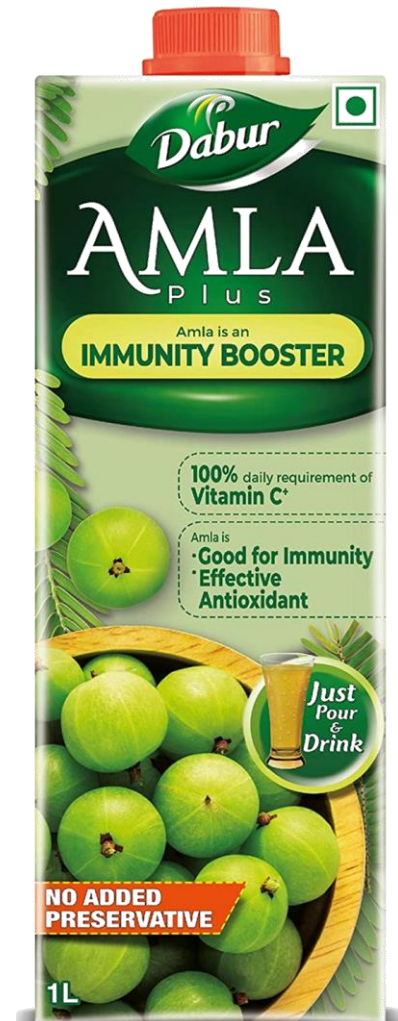
Real Frappe  
(4 Variants)



Real Mango Drink  
in PET bottle



Real Apple Mini



Dabur Amla Plus



# New Product Launches – Foods



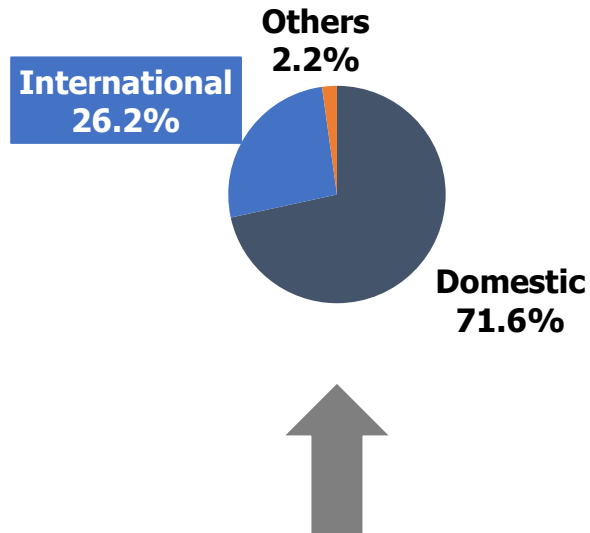
Dabur Hommade Chutney Range

Dabur Hommade Imli Sauce

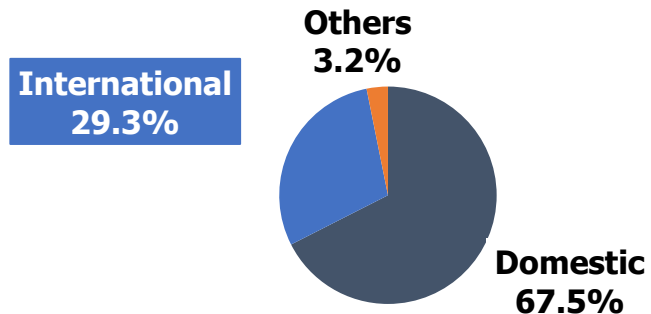
Dabur Hommade Pickles Range

# International Business – Q1 FY21 Performance

## Q1 FY21 Sales Contribution

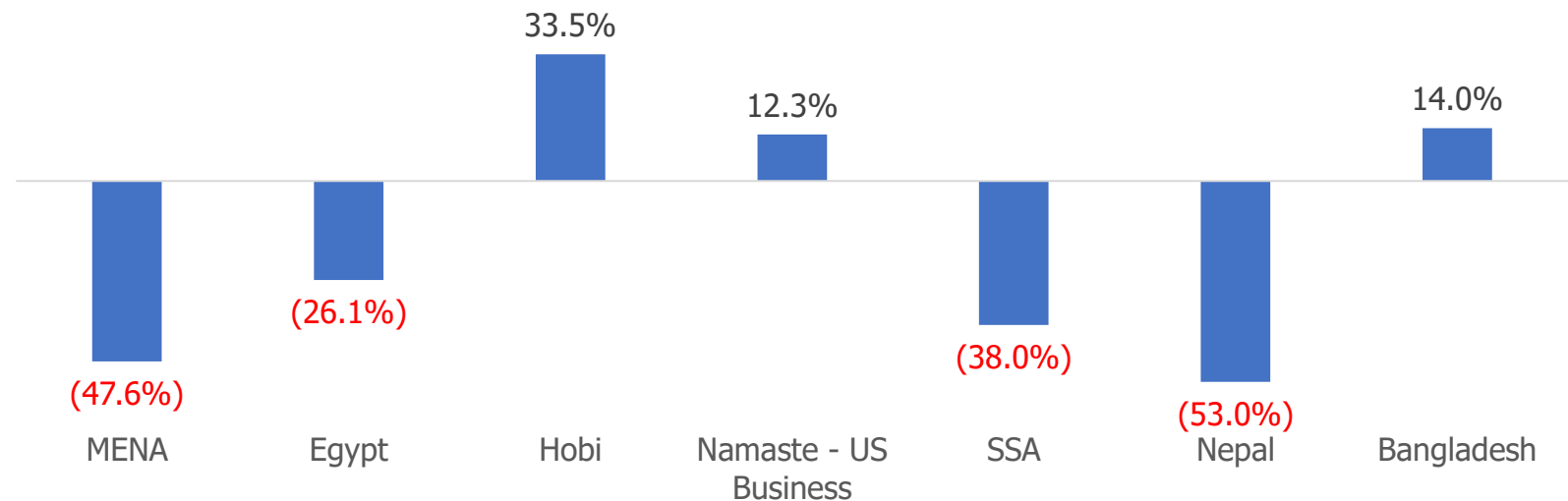


## Q1 FY20 Sales Contribution



- International Business reported a decline of 21.6%
- MENA was impacted by Covid and macroeconomic headwinds
- Egypt recorded a decline of 26.1%
- Hobby had a strong quarter, growing by 33.5%
- Namaste's US business reported strong 12.3% growth
- While Nepal business saw a decline of 53% on account of curfews in the country, Bangladesh saw a growth of 14%

## Q1 FY21 Constant Currency Growth %





# New Product Launches – International Business



**Dabur Herb'i Alpha Range**  
(UAE and Oman)



**Vatika Sanitizing Body Wash**  
(across GCC)



**Dazzl Shield Floor Disinfectant & Cleaner**  
(in Qatar)



**Dazzl Shield Multiple Surface Disinfectant & Cleaner**  
(in Qatar)



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

# New Product Launches – International Business



**Dabur Amla Hair Repair Solutions**  
(UAE and Oman)



**Garden of Eden Liquid Soap**  
(Turkey)



**Hobby Marshmallow Shower Gels**  
(Turkey)



**Hobby Fresh Care Shower Gels**  
(Turkey)



**ORS Colorblast Range**  
(USA)





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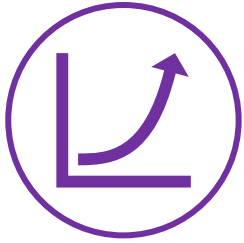




# Covid Management Strategy



**Employee  
Well-Being**



**GTM Approach**



**Consumer  
Marketing  
Reorientation**



**Streamlining  
Supply Chain**

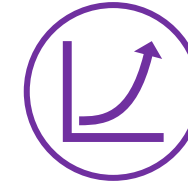


**Cost and Cash  
Flow  
Management**



**Community  
Welfare**

# Covid Management Strategy



## Employee Well-Being



Virtual Webinar by Dr. Parmeshwar Arora on "Employee Wellness in times of Covid-19 – the Ayurvedic Way"



Distribution of Safety and Immunity Kits to employees

## GTM Approach



Roll-Out of New CRS Module for more scientific management of Inventories



Roll-Out of New Drishti Module completed across 72% of stockist despite Covid



Quantum CorpHealth Pvt. Ltd.



Regional and Corporate Tie Ups with Hospitals and Labs to ensure easy access of medical facilities



Going Direct to 95% of E-comm business







E-comm first launches

# Covid Management Strategy



## Consumer Marketing Reorientation

Re-purpose Brand Communication	Retool Media Mix in Current Context	Beefing up Digital Presence												
	<table><tr><th>Medium</th><th>Change</th></tr><tr><td>TV (News, Kids, Movies, DD)</td><td>↑</td></tr><tr><td>TV (GEC)</td><td>↓</td></tr><tr><td>Digital</td><td>↑</td></tr><tr><td>Print</td><td>×</td></tr><tr><td>Outdoor</td><td>×</td></tr></table>	Medium	Change	TV (News, Kids, Movies, DD)	↑	TV (GEC)	↓	Digital	↑	Print	×	Outdoor	×	<div></div> <div></div> <div><div>Dominated Contextual Events</div><ul style="list-style-type: none"><li>• 234 mn impressions on digital news on key days like Lockdown extension announcement</li><li>• 27 mn impressions on Vocal for Local</li><li>• 98 mn impressions on Yoga Day</li></ul></div> <div><div>Influencer advocacy</div><div></div></div>
Medium	Change													
TV (News, Kids, Movies, DD)	↑													
TV (GEC)	↓													
Digital	↑													
Print	×													
Outdoor	×													



# Covid Management Strategy



## Streamlining Supply Chain

### Manufacturing

- Factory operations were re-started from 2<sup>nd</sup> week of April – currently operating at near normal levels
- Social distancing, sanitization and hygiene is being maintained at plants
- Providing safe transport for employees

### Supply Chain

- Procured permissions and commenced operations at all CFAs and suppliers
- Alternate suppliers identified and are being used wherever there is a constraint
- Import substitution is being considered

## Cost and Cash Flow Management

### Project Samriddhi

***Cost optimisation and value enhancement across various levers of business using ZBB methodology***

- 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)
- Extending supplier credit period
- Cash flows were managed through daily monitoring of collections and payments to optimize the same

## Community Welfare



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

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



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



# Annexure

# Consolidated Profit and Loss Statement

All figures are in INR cr

	Q1 FY21	Q1 FY20	Y-o-Y (%)
<b>Revenue from operations</b>	<b>1,980.0</b>	<b>2,273.3</b>	<b>(12.9%)</b>
Other Income	71.8	73.3	(2.0%)
<b>Total Income</b>	<b>2,051.8</b>	<b>2,346.6</b>	<b>(12.6%)</b>
Material Cost	1,001.6	1,147.7	(12.7%)
<i>% of Revenue</i>	<i>50.6%</i>	<i>50.5%</i>	
Employee expense	223.8	231.4	(3.3%)
<i>% of Revenue</i>	<i>11.3%</i>	<i>10.2%</i>	
Advertisement and publicity	145.6	202.1	(27.9%)
<i>% of Revenue</i>	<i>7.4%</i>	<i>8.9%</i>	
Other Expenses	192.4	234.4	(17.9%)
<i>% of Revenue</i>	<i>9.7%</i>	<i>10.3%</i>	
<b>Operating Profit</b>	<b>416.6</b>	<b>457.6</b>	<b>(9.0%)</b>
<i>% of Revenue</i>	<i>21.0%</i>	<i>20.1%</i>	
<b>EBITDA</b>	<b>488.4</b>	<b>530.9</b>	<b>(8.0%)</b>
<i>% of Revenue</i>	<i>24.7%</i>	<i>23.4%</i>	
Finance Costs	7.8	15.3	(48.6%)
Depreciation & Amortization	56.7	52.8	7.6%
Profit before exceptional items, tax and share of profit/(loss) from joint venture	423.8	462.9	(8.5%)
<i>% of Revenue</i>	<i>21.4%</i>	<i>20.4%</i>	
Share of profit / (loss) of joint venture	0.0	0.3	(96.9%)
Exceptional item(s)	0.0	20.0	(100.0%)
Tax Expenses	82.5	79.4	3.9%
Net profit after tax and after share of profit/(loss) from joint venture	341.3	363.8	(6.2%)
<i>% of Revenue</i>	<i>17.2%</i>	<i>16.0%</i>	
Non controlling interest	(0.5)	0.7	(169.6%)
<b>Net profit for the period/year</b>	<b>341.8</b>	<b>363.1</b>	<b>(5.9%)</b>
<i>% of Revenue</i>	<i>17.3%</i>	<i>16.0%</i>	



# Standalone Profit and Loss Statement

All figures are in INR cr

	Q1 FY21	Q1 FY20	Y-o-Y (%)
<b>Revenue from operations</b>	<b>1,490.9</b>	<b>1,628.3</b>	<b>(8.4%)</b>
Other Income	64.8	67.5	(3.9%)
<b>Total Income</b>	<b>1,555.7</b>	<b>1,695.7</b>	<b>(8.3%)</b>
Material Cost	760.5	851.0	(10.6%)
<i>% of Revenue</i>	<i>51.0%</i>	<i>52.3%</i>	
Employee expense	143.4	144.1	(0.5%)
<i>% of Revenue</i>	<i>9.6%</i>	<i>8.9%</i>	
Advertisement and publicity	129.8	166.7	(22.2%)
<i>% of Revenue</i>	<i>8.7%</i>	<i>10.2%</i>	
Other Expenses	129.9	150.2	(13.5%)
<i>% of Revenue</i>	<i>8.7%</i>	<i>9.2%</i>	
<b>Operating Profit</b>	<b>327.5</b>	<b>316.3</b>	<b>3.5%</b>
<i>% of Revenue</i>	<i>22.0%</i>	<i>19.4%</i>	
<b>EBITDA</b>	<b>392.3</b>	<b>383.7</b>	<b>2.2%</b>
<i>% of Revenue</i>	<i>26.3%</i>	<i>23.6%</i>	
Finance Costs	2.5	6.2	(59.8%)
Depreciation & Amortization	34.1	31.3	9.0%
Profit before exceptional items, tax and share of profit/(loss) from joint venture	355.7	346.3	2.7%
<i>% of Revenue</i>	<i>23.9%</i>	<i>21.3%</i>	
Exceptional item(s)	0.0	20.0	(100.0%)
Tax Expenses	66.3	68.5	(3.2%)
<b>Net profit for the period/year</b>	<b>289.4</b>	<b>257.8</b>	<b>12.3%</b>
<i>% of Revenue</i>	<i>19.4%</i>	<i>15.8%</i>	

# Breakdown of Revenue from Operations

*All figures are in INR crores, unless otherwise stated*

Division	Q1 FY21	Q1 FY20	Growth%
<b>Health Supplements</b>	<b>308</b>	<b>202</b>	<b>52.6%</b>
<b>Digestives</b>	<b>85</b>	<b>95</b>	<b>(11.5%)</b>
<b>OTC &amp; Ethicals</b>	<b>139</b>	<b>114</b>	<b>21.8%</b>
<b>Health Care</b>	<b>532</b>	<b>412</b>	<b>29.2%</b>
Shampoo & Post Wash	52	58	(9.3%)
Hair Oil	219	295	(25.6%)
<b>Hair Care</b>	<b>272</b>	<b>352</b>	<b>(22.9%)</b>
<b>Oral Care</b>	<b>264</b>	<b>260</b>	<b>1.4%</b>
<b>Home Care</b>	<b>71</b>	<b>103</b>	<b>(30.5%)</b>
<b>Skin &amp; Salon</b>	<b>72</b>	<b>82</b>	<b>(12.5%)</b>
<b>HPC</b>	<b>679</b>	<b>798</b>	<b>(14.9%)</b>
<b>Foods</b>	<b>203</b>	<b>310</b>	<b>(34.4%)</b>
<b>Sales - Domestic FMCG</b>	<b>1,414</b>	<b>1,519</b>	<b>(6.9%)</b>
Others (Guar, Fem Pharma, Exports,etc )	77	109	(29.4%)
<b>Revenue - DIL Standalone</b>	<b>1,491</b>	<b>1,628</b>	<b>(8.4%)</b>
International	517	660	(21.6%)
Retail	2	32	(93.3%)
Inter Company Exports (Net)	(30)	(47)	(35.2%)
<b>Revenue from Operations - Consolidated</b>	<b>1,980</b>	<b>2,273</b>	<b>(12.9%)</b>



CHYAWANPRASH

HONITUS

GILOY

ASHWAGANDHA



IMUDAB

For more information & updates, visit :  
<http://www.dabur.com/in/en-us/investor>