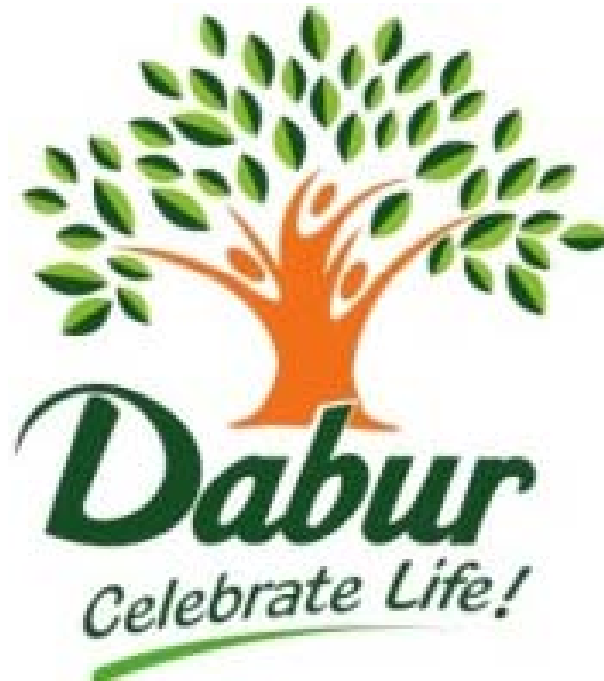


# Dabur India Limited

## Investor Communication

Quarter ended June 30, 2012



July 23, 2012

---

# Performance Overview : Q1 FY13

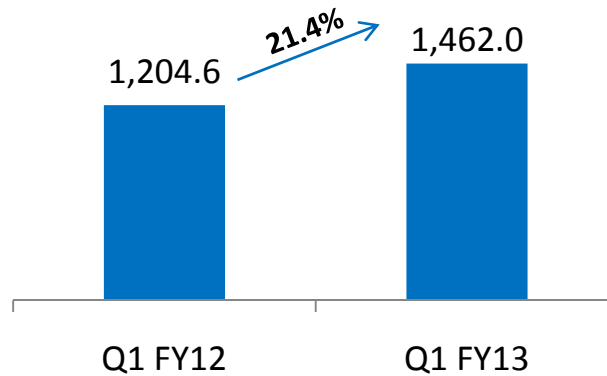


- Consolidated Sales grew by 21.4% in Q1FY13 to Rs.1,462 crores
- EBITDA increased by 20.4% to Rs. 240.3 crores in Q1FY13
  - ❖ Material Costs witnessed moderation and eased to 50.0% of sales in Q1FY13 v/s 52.2% in Q1FY12
  - ❖ Investment behind brands continued with Adpro at 15.7% of sales v/s 12.6% in Q1FY12
- Consolidated PAT (before extraordinary items) grew by 20.8% to Rs. 154.6 crores
  - Extraordinary item pertains to the Rs. 4.9 crores loss on sale of stake in Weikfield International (UAE)
- Consolidated PAT (after extraordinary items and minority interest) grew by 17% to Rs. 149.4 crores

# Financial Performance: Q1 FY13

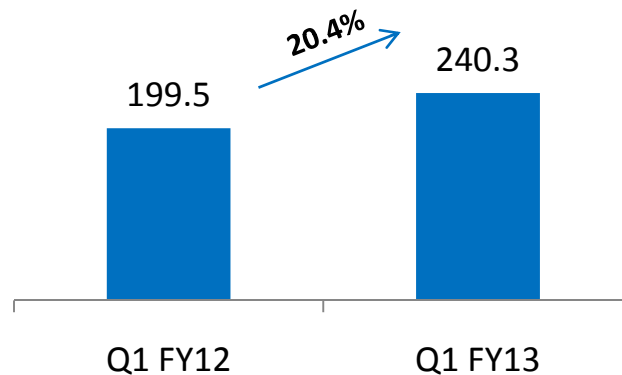


Revenue  
(in Rs. Cr.)



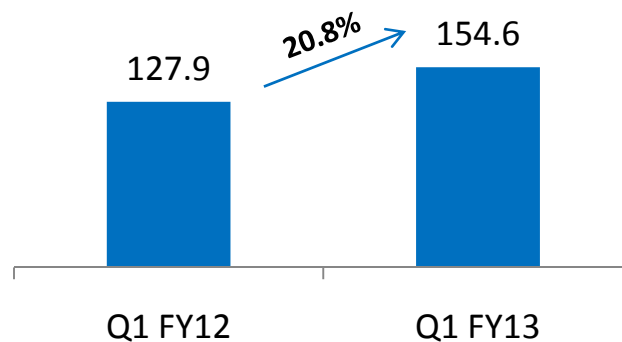
- Consolidated Sales grew by 21.4% during Q1FY13
- Sales growth was a combination of volume growth, price increases and marginal translation gains

EBITDA  
(in Rs. Cr.)



- EBITDA increased by 20.5% and EBITDA margin was stable at 16.4% in Q1FY13 v/s 16.6% in Q1FY12
- Material costs eased, with material costs at 50.0% of sales in Q1FY13 v/s 52.2% in Q1FY12
- Adpro during the quarter increased to 15.7% as compared to 12.6% in previous year

PAT\*  
(in Rs. Cr.)



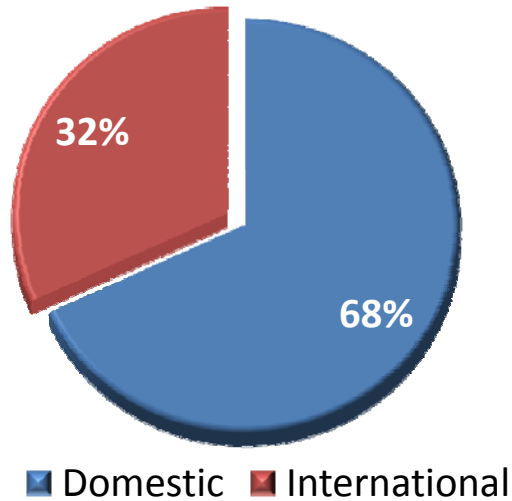
- Above factors translated into growth in Consolidated PAT (before extraordinary item) of 20.8%.
- Extraordinary loss of Rs. 4.9 crores due to sale of stake in Weikfield International (UAE)

\* Before Extraordinary Items

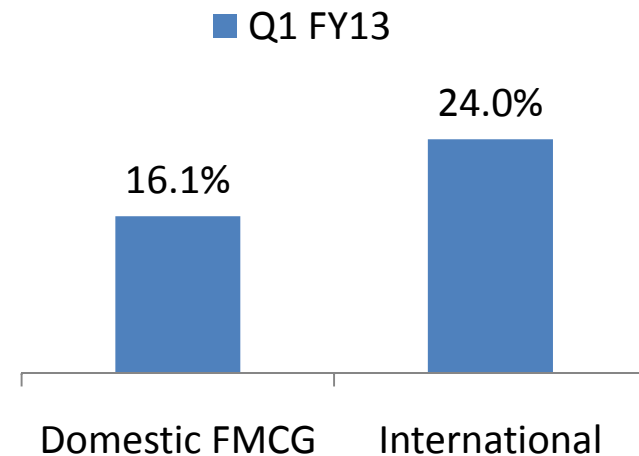
# Business Overview



### Sales Contribution (Q1 FY13)



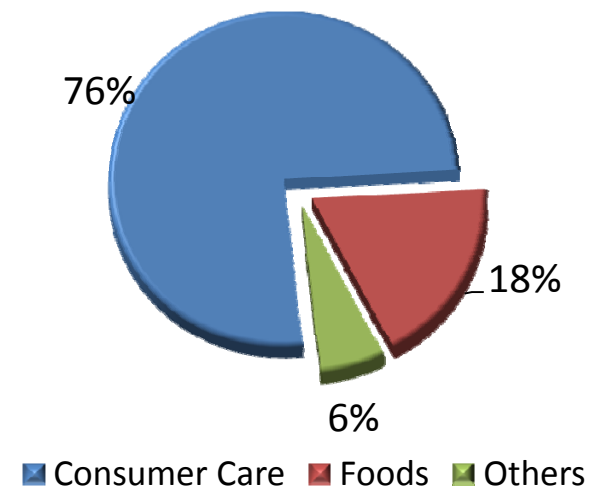
### Domestic and International Growth Rates



Note: International includes Namaste and Hobi;  
Domestic FMCG excludes commodity business such as guar gum

- Domestic FMCG business reported growth of 16.1% during Q1FY13
- International Business grew by 24.0% in Q1FY13

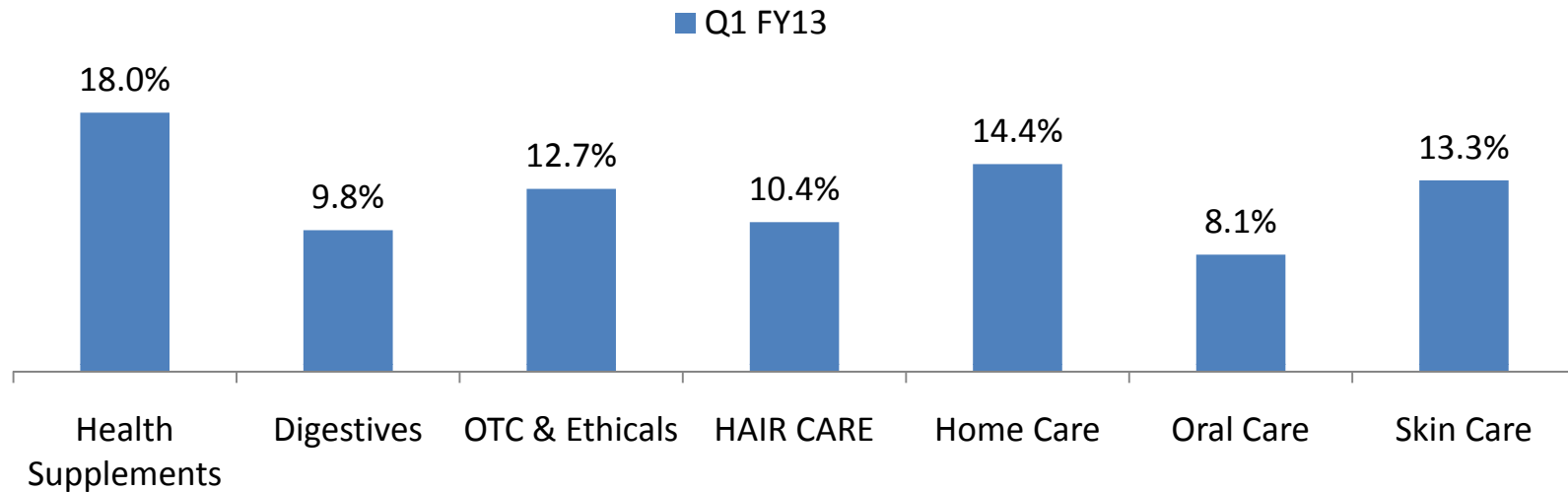
### Domestic Sales Split (Q1 FY13)



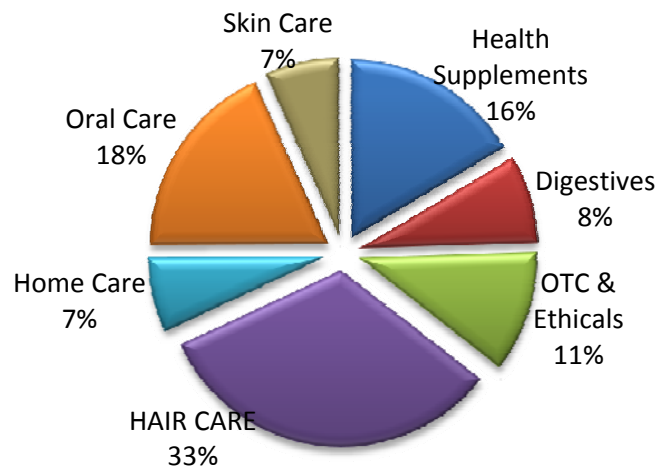
# Consumer Care Business



## Consumer Care Category Growth Rates (%)



## Category Contribution (Q1FY13)



- Strong growth in Health Supplements of 18% driven by Glucose and Honey
- Home Care performed well, growing by 14.4%
- Shampoos continued on the recovery track and grew by 23% in Q1FY13
- Skin care reported growth of 13.3%
- OTC & Ethicals grew by 12.7%



## Health Supplements

- Health Supplements grew by 18% in Q1FY13 driven by strong growth in Dabur Honey and Glucose
- Dabur Honey reported robust growth across channels, regions and SKU sizes backed by new campaigns and media initiatives
- Dabur Glucose witnessed double digit growth and continued to gain market share

## Digestives

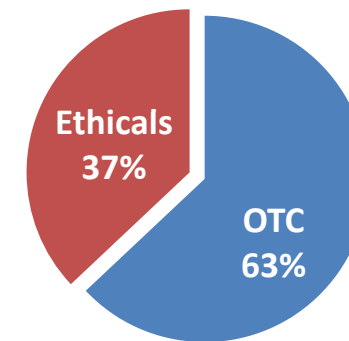
- Digestives grew by 9.8% in Q1FY13
- Hajmola candy reported double digit growth backed by new flavours
- Pudín Hara, witnessed robust growth across formats backed by packaging and media initiatives

**Note: Lal Tail has been reclassified into OTC category from Digestives category  
Pudín Hara and Isabgol have been reclassified under Digestives category from OTC category**

# OTC & Ethicals

- OTC & Ethicals portfolio grew by 12.7% in Q1FY13
- OTC portfolio grew by 13.5% in Q1FY13 with the biggest brand Lal Tail growing at a fast clip
- Ethicals portfolio grew by 11.3% in Q1FY13

OTC v/s Ethicals Sales Split (Q1FY13)



**Note: Lal Tail has been reclassified into OTC category from Digestives category  
Pudin Hara and Isabgol have been reclassified under Digestives category from OTC category**

## Hair Oils

- Hair Oils grew by 8.4% in Q1FY13
- Dabur Amla Hair Oil reported double digit growth.
- Growth in Vatika Hair oil was moderate on account of high price differential consequent to significant decline in coconut prices
- Almond Hair Oil - launched in Nov 2011, continues to receive positive consumer response and meet expectations

## Shampoos

- Shampoos continued on the recovery track, growing by 23% in Q1FY13
- The biggest variant – Henna (Green variant), has been the best performer, growing by 27.2% in Q1FY13
- Focused marketing efforts driving the brand's growth in a highly competitive category



## Home Care

- Home Care grew by 14.4% in Q1FY13
- Odomos reported good growth driven by activations and visibility enhancement initiatives
- Growth momentum in Sanifresh continued on the back of successful restage
- Odonil witnessed single digit growth due to lower sales in CSD channel

## Skin Care

- Skin Care grew by 13.3% in Q1FY13
- Gulabari, performed well driven by re-launch of new pack and activations
- Fem portfolio grew by 13.4% and witnessed market share gains
- Uveda – going ahead, NPDs planned and new channels to be developed



## Oral Care

- Oral Care reported growth of 8.1% in Q1FY13
- In toothpastes, our premium offerings – Meswak and Dabur Red Toothpaste performed well, reporting strong double digit growth
- Our economy brand, Babool was under pressure on account of heightened competitive intensity in the economy segment. Going ahead, visibility enhancement initiatives and new communication have been planned
- We continue to maintain our market share in toothpastes for MAT June 2012 v/s MAT June 2011
- Dabur Red Toothpowder witnessed strong growth driven by impactful media initiatives

# Foods



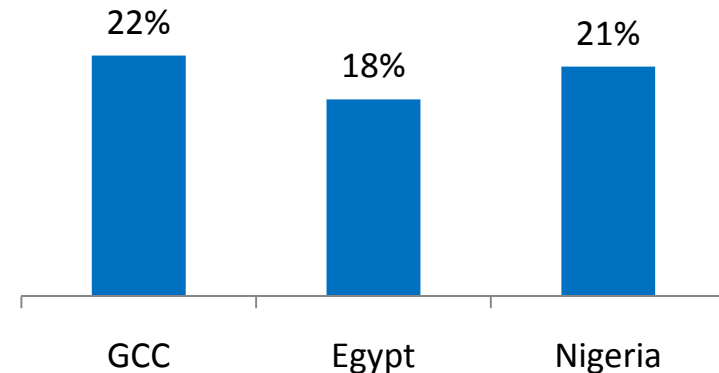
- Foods continued on the strong growth trajectory and grew by 34.5% in Q1FY13 driven by strong volume growth and new variants
  - Real and Activ reported strong growth of 37.6% in Q1FY13
    - Growth driven by flavour enhancement and focused media activities
    - New flavours such as Activ 100% Grape juice, Real Plum and Burrst Aam Panna performed well
    - More extensions & variants planned in both Real and Activ range

# International Business



- International Business grew by 24% in Q1FY13
- Key geographies viz. GCC, Egypt, Nigeria and Nepal reported strong double digit growth
- The business continued to roll out new products in skin care and hair care categories
- Namaste and Hobi integration is complete and they are now integral part of Dabur International
- Stake of 38.4% in Weikfield International UAE was divested being a non core and loss making business. One time financial charge of Rs. 4.9 crore reflected in the quarter.

Key Growth Markets – Q1FY13 (%)



# Consolidated P&L



In Rs. crores	Q1FY13	Q1FY12	YoY (%)
<b>Net Sales</b>	<b>1462.0</b>	<b>1204.6</b>	<b>21.4%</b>
Other Operating Income	9.7	6.5	49.7%
Material Cost	731.6	629.0	16.3%
<i>% of Sales</i>	50.0%	52.2%	
Employee Expense	106.2	91.3	16.3%
<i>% of Sales</i>	7.3%	7.6%	
Ad Pro	229.2	151.5	51.3%
<i>% of Sales</i>	15.7%	12.6%	
Other Expenses	188.8	154.9	21.9%
<i>% of Sales</i>	12.9%	12.9%	
Other Non Operating Income	24.5	15.1	61.7%
<b>EBITDA</b>	<b>240.3</b>	<b>199.5</b>	<b>20.4%</b>
<i>% of Sales</i>	16.4%	16.6%	
Interest Exp. and Fin. Charges	21.3	14.5	46.6%
Depreciation & Amortization	26.7	24.8	7.5%
<b>Profit Before Tax (PBT)</b>	<b>192.3</b>	<b>160.2</b>	<b>20.1%</b>
Tax Expenses	37.8	32.3	17.1%
<b>PAT(Before extraordinary item)</b>	<b>154.6</b>	<b>127.9</b>	<b>20.8%</b>
<i>% of Sales</i>	10.6%	10.6%	
<b>Extraordinary Item</b>	4.9		
<b>PAT(After extraordinary Items)</b>	149.6	127.9	17.0%
<b>Minority Interest - (Profit)/Loss</b>	0.2	0.2	
<b>PAT (After Extra ordinary item &amp; Minority Int)</b>	<b>149.4</b>	<b>127.7</b>	<b>17.0%</b>

# Consol. Statement of Assets & Liabilities



Particulars (in Rs. crores)		As at (Period ended) 30/06/2012	As at (previous year end) 31/03/2012
<b>A</b>	<b>EQUITY AND LIABILITIES</b>		
<b>1</b>	<b>Shareholders' funds</b>		
	(a) Share capital	174.28	174.21
	(b) Reserves and surplus	1,670.82	1,542.70
	(c) Money received against share warrants		
	<b>Sub-total - Shareholders' funds</b>	<b>1,845.10</b>	<b>1,716.91</b>
<b>2</b>	<b>Share application money pending allotment</b>		
<b>3</b>	<b>Minority interest *</b>	2.33	3.30
<b>4</b>	<b>Non-current liabilities</b>		
	(a) Long-term borrowings	816.80	727.18
	(b) Deferred tax liabilities (net)	28.82	27.40
	(c) Other long-term liabilities	-	-
	(d) Long-term provisions	675.06	657.57
	<b>Sub-total - Non-current liabilities</b>	<b>1,520.68</b>	<b>1,412.15</b>
<b>5</b>	<b>Current liabilities</b>		
	(a) Short-term borrowings	321.03	347.14
	(b) Trade payables	888.73	859.16
	(c) Other current liabilities	88.81	119.80
	(d) Short-term provisions	161.13	163.85
	<b>Sub-total - Current liabilities</b>	<b>1,459.70</b>	<b>1,489.95</b>
	<b>TOTAL - EQUITY AND LIABILITIES</b>	<b>4,827.81</b>	<b>4,622.31</b>
<b>B</b>	<b>ASSETS</b>		
<b>1</b>	<b>Non-current assets</b>		
	(a) Fixed assets	921.59	885.36
	(b) Goodwill on consolidation *	780.39	782.63
	(c) Non-current investments	74.34	89.28
	(d) Deferred tax assets (net)	-	-
	(e) Long-term loans and advances	464.91	432.66
	(f) Other non-current assets	66.12	71.91
	<b>Sub-total - Non-current assets</b>	<b>2,307.35</b>	<b>2,261.84</b>
<b>2</b>	<b>Current assets</b>		
	(a) Current investments	468.64	393.24
	(b) Inventories	830.74	823.92
	(c) Trade receivables	445.15	461.68
	(d) Cash and cash equivalents	485.34	448.43
	(e) Short-term loans and advances	203.78	154.26
	(f) Other current assets	86.81	78.94
	<b>Sub-total - Current assets</b>	<b>2,520.46</b>	<b>2,360.47</b>
	<b>TOTAL - ASSETS</b>	<b>4,827.81</b>	<b>4,622.31</b>

# Disclaimer



Some of the statements made in this presentation contain forward looking information that involve a number of risks and uncertainties. Such statements are based on a number of assumptions, estimates, projections or plans that are inherently subject to significant risks, as well as uncertainties and contingencies that are subject to change. Actual results can differ materially from those anticipated in the Company's forward-looking statements as a result of a variety of factors, including those set forth from time to time in the Company's press releases and reports and those set forth from time to time in the Company's analyst calls and discussions. We do not assume any obligation to update the forward-looking statements contained in this presentation.

No part of this presentation shall form the basis of or may be relied upon in connection with any contract or commitment. This presentation is being presented solely for your information and is subject to change without notice.

***Thank You***