

The Science of
Ayurveda

Dabur India Limited

Investor Communication

Quarter ended 30th June 2019

An orange right-pointing arrow.

1. Q1 FY20 – Overview

2. Category Highlights – Q1 FY20

3. Consumer/ Marketing Initiatives

4. Product Launches

5. International Business

6. Profit & Loss Statements

Q1 FY20 – Overview



1 Consolidated revenue grew by 9.3% to INR 2,273 crore

2 Growth in Domestic FMCG was 11.0% backed by volume growth of 9.6%

3 International Business reported CC growth of 7.7%

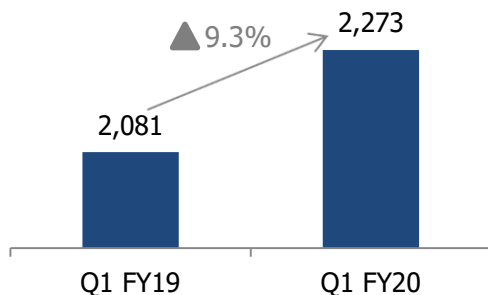
4 Consolidated operating margin improved by 157 bps to touch 20.1%

5 Consolidated PAT increased by 10.3% to reach INR 363 crore. Excluding exceptional, the growth in PAT was 14.2%

Q1 FY20 – Consolidated Financials

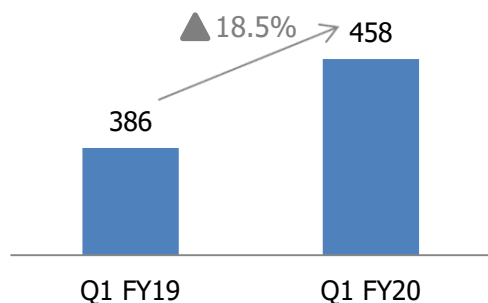


Revenue



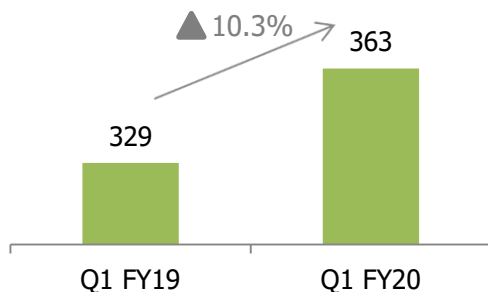
- Domestic business revenue grew by 11.0% led by volume growth of 9.6%
- International Business showing signs of recovery with CC growth of 7.7%

Operating Profit



- Consol Material cost remained steady at 50.5% in Q1 FY20 – Standalone material cost saw a fall from 53.1% in Q1 FY19 to 52.3% in Q1 FY20
- Employee expenses increased by 3.2% during the quarter
- Media expenditure was at 8.9% in Q1 FY20 vs 9.6% in Q1 FY19 (Total adpro – including CP and TP increased by 18%)
- Consolidated Operating Margin at 20.1% as compared to 18.6% in Q1 FY19

PAT

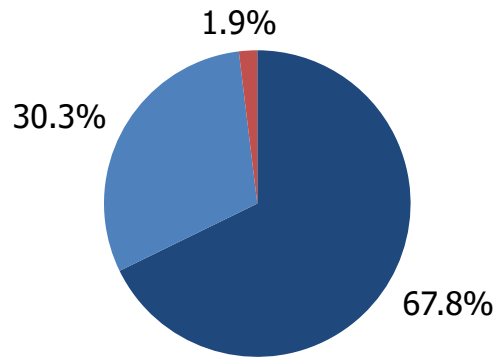


- Consolidated PAT increased by 10.3% - excluding exceptional item growth in PAT was 14.2%
- PAT margin improve by 15 bps to touch 16.0%

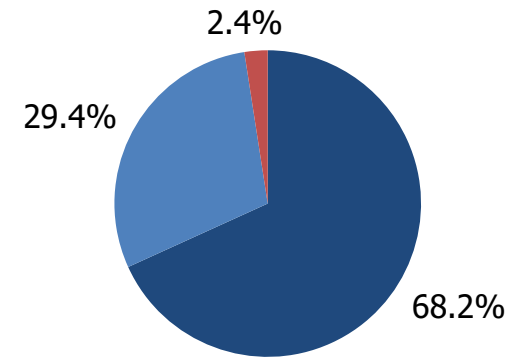
Q1 FY20 – Business Overview



Q1 FY19



Q1 FY20



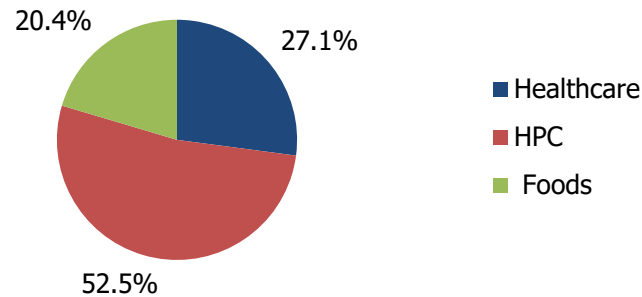
■ Domestic ■ International ■ Others

- **Contribution of Domestic FMCG increased to 68.2% from 67.8% last year**
- **International Business contributed 29.4% as compared to 30.3% last year**

Domestic FMCG Growth – By Verticals – Q1 FY20



Q1 FY20 Sales Contribution



Healthcare

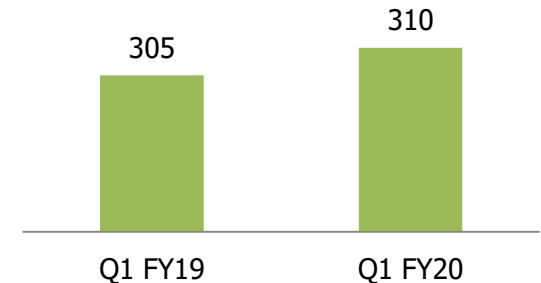
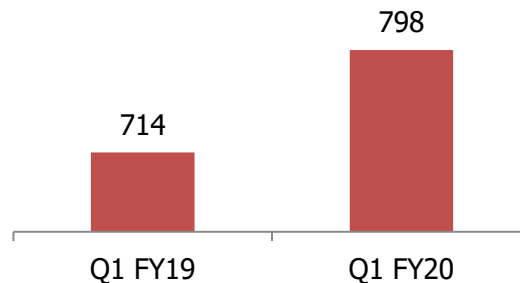
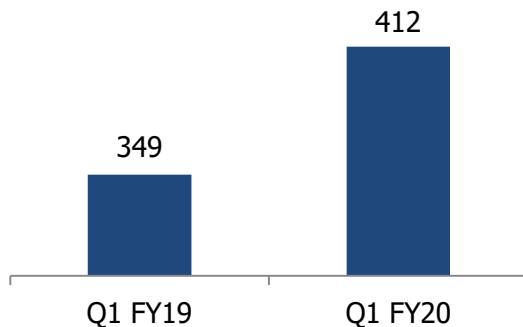
Growth: 17.8%

Home & Personal Care (HPC)

Growth: 11.7%

Foods

Growth: 1.5%



Domestic FMCG Business recorded growth of 11%

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Healthcare (HC) – Q1 FY20



	Health Supplements	Digestives	OTC	Ethicals
Growth %	19.6%	18.2%	13.1%	15.9%
Category Highlights	<ul style="list-style-type: none"> Recorded strong growth on the back of good momentum in Dabur Glucose Dabur's market share in Glucose category increased by 106 bps 	<ul style="list-style-type: none"> Driven by continued strong performance of Hajmola tablets and Pudín Hara Hajmola ChatCola continues to gain traction 	<ul style="list-style-type: none"> OTC posted strong double digit growth on the back of good growth in Shilajit and Badam Tail 	<ul style="list-style-type: none"> Driven by robust growth across product categories driven by medico-marketing, distribution expansion and activations



Dabur Honey – New TVC for South



Hajmola ChatCola

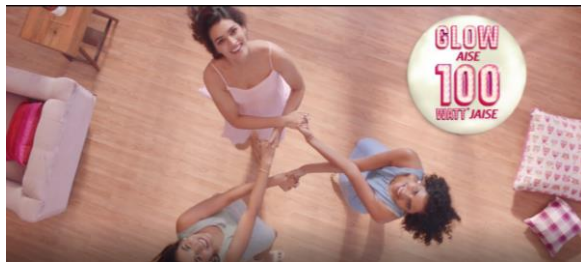


Dabur GlucoPlus C – Mango Flavour launched

Home and Personal Care (HPC) – Q1 FY20



	Shampoos & Post Wash	Hair Oils	Oral Care	Home Care	Skin & Salon
Growth %	10.9%	12.1%	11.4%	10.9%	12.1%
Category Highlights	<ul style="list-style-type: none"> Driven by strong growth in the newly launched bottles Market share in shampoo category increased by ~46 bps to touch 5.3% 	<ul style="list-style-type: none"> Amla Franchise continues to gain momentum with double digit growth Market share in hair oil category increased by ~46 bps 	<ul style="list-style-type: none"> Red Toothpaste Franchise continued its growth momentum with RTP growing by 15.0% Value market share improved by ~40 bps Babool Ayurvedic Toothpaste was launched during the quarter 	<ul style="list-style-type: none"> Driven by strong growth in Odonil Odomos was impacted due to low incidence of mosquito-led diseases 	<ul style="list-style-type: none"> Driven by good growth of bleach portfolio and Gulabari Fem HRC was restaged with a new TVC



Fem HRC – New TVC



Dabur Red World Cup Campaign
#SabkoChabaJaayenge



Odonil Smile

	Beverages	Culinary
Growth %	1.0%	12.4%
Category Highlights	<ul style="list-style-type: none"> Beverages reported low growth on account of the late onset of summer in North India and heightened activity by milk based beverages manufacturers We continue to maintain peak market share of 56%+ Masala Range expanded with the introduction of Masala Mixed Fruit and Masala Aam Panna variants Real Mixed Berries and Real Fruit ORS were launched Launched a new INR 10 SKU for Real Koolerz Mango Lemoneez, Hommade Tomato Puree and Real Honey reported strong double digit growth Packaging revamp for the entire range 	



Real Masala Range



Foray into Healthy Hydration



Culinary Range – New Packaging

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Consumer/ Marketing Initiatives



Activ Coconut Water – New TVC



Fem Bleaches – Consumer Trials in Women Clubs



OxyLife – Activations in Salons

On this World Malaria Day, let's play a game where you win and they die! After all, we've #GOT you covered! #WorldMalariaDay



Odomos – Topical Advertising



Dabur Glucose- Print Ad



Dabur Honey Squeezy – Print Ad

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New Product Launches/ Re-launches in Q1 FY20



Babool Ayurvedic Toothpaste



Real Masala Range Mixed Fruit and Aam Panna



Real Mixed Berries



Real Fruit ORS



Glucoplus C – Mango Flavour



Fem Hair Removing Cream (Relaunch)



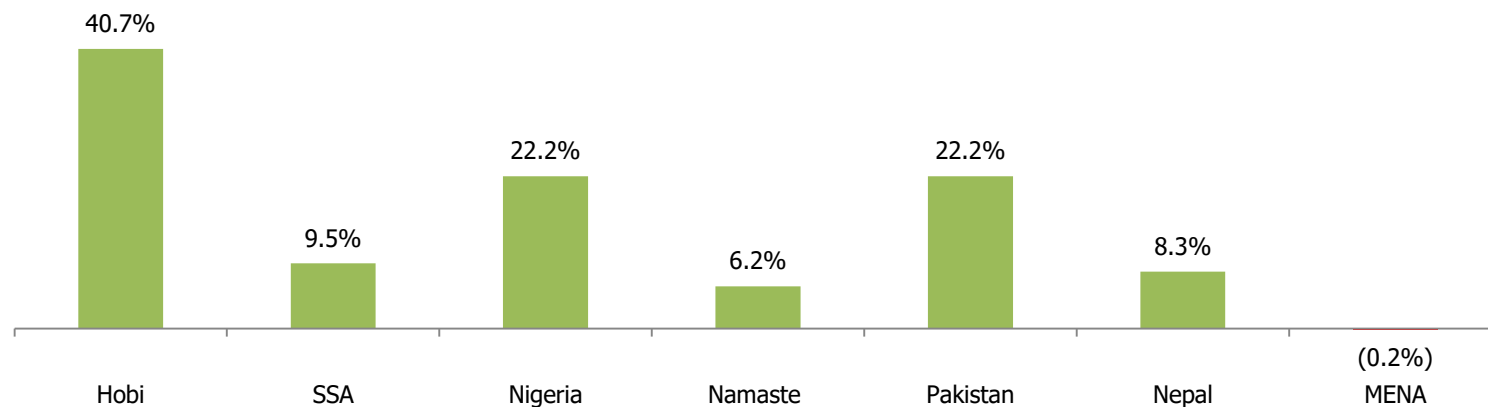
INR 10 SKU of Real Koolerz Mango



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- **International Business reported CC growth of 7.7%**
- **Hobby had a strong quarter**, growing by 41% in constant currency terms; however currency devaluation impacted in translation
- **SSA** business grew by 9.5% with **Nigeria** growing by 22% in constant currency terms
- **Nepal** business grew by 8.3%, **Pakistan** business grew by 22.2%
- **MENA market** was flattish – signs of recovery in the GCC markets
- **Namaste** business reported 4.1% in the domestic US business and 9.4% in International Business (now contributes to 40% of Namaste)

Constant Currency Growth Rate – Q1 FY20



Product Launches/ Re-launches in International Business – Q1 FY20



Vatika Menz Hair Tonic



Dabur Amla Keratin Serum



Dabur Herb'l Toothpaste Packaging Upgrade



Dabur Herbolene Natural Jelly



Consumer/ Marketing Activations in Q1 FY20



Dabur Amla – Youtube Virality



#VatikaExtremeChallenge



Vatika Booth during African Cup of Nations in Egypt



Miswak Sampling during Ramadan in Egypt

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6. Profit & Loss Statements

Consolidated Profit & Loss



	Q1 FY20	Q1 FY19	Y-o-Y (%)
Revenue from operations	2,273.3	2,080.7	9.3%
Other Income	73.3	73.7	(0.5%)
Total Income	2,346.6	2,154.3	8.9%
Material Cost	1,147.7	1,048.6	9.5%
% of Revenue	50.5%	50.4%	
Employee expense	231.4	224.1	3.2%
% of Revenue	10.2%	10.8%	
Advertisement and publicity	202.1	199.0	1.6%
% of Revenue	8.9%	9.6%	
Other Expenses	234.4	222.9	5.2%
% of Revenue	10.3%	10.7%	
Operating Profit	457.6	386.1	18.5%
% of Revenue	20.1%	18.6%	
EBITDA	530.9	459.8	15.5%
% of Revenue	23.4%	22.1%	
Finance Costs	15.3	14.9	2.5%
Depreciation & Amortization	52.8	42.7	23.4%
Profit before exceptional items, tax and share of profit/(loss) from joint venture	462.9	402.1	15.1%
% of Revenue	20.4%	19.3%	
Share of profit / (loss) of joint venture	0.3	0.2	45.5%
Exceptional item(s)	20.0	0.0	n.a.
Tax Expenses	79.4	72.4	9.7%
Net profit after tax and after share of profit/(loss) from joint venture	363.8	330.0	10.2%
% of Revenue	16.0%	15.9%	
Non controlling interest	0.7	0.8	(11.3%)
Net profit for the period/year	363.1	329.2	10.3%
% of Revenue	16.0%	15.8%	

Note: All figures are in INR crores, unless otherwise stated

Standalone Profit & Loss



	Q1 FY20	Q1 FY19	Y-o-Y (%)
Revenue from operations	1,628.3	1,473.1	10.5%
Other Income	67.5	68.6	(1.7%)
Total Income	1,695.7	1,541.7	10.0%
Material Cost	851.0	782.5	8.8%
<i>% of Revenue</i>	<i>52.3%</i>	<i>53.1%</i>	
Employee expense	144.1	138.0	4.5%
<i>% of Revenue</i>	<i>8.9%</i>	<i>9.4%</i>	
Advertisement and publicity	166.7	155.6	7.1%
<i>% of Revenue</i>	<i>10.2%</i>	<i>10.6%</i>	
Other Expenses	150.2	140.5	6.9%
<i>% of Revenue</i>	<i>9.2%</i>	<i>9.5%</i>	
Operating Profit	316.3	256.5	23.3%
<i>% of Revenue</i>	<i>19.4%</i>	<i>17.4%</i>	
EBITDA	383.7	325.1	18.0%
<i>% of Revenue</i>	<i>23.6%</i>	<i>22.1%</i>	
Finance Costs	6.2	5.8	5.2%
Depreciation & Amortization	31.3	26.0	20.1%
Profit before exceptional items, tax and share of profit/(loss) from joint venture	346.3	293.2	18.1%
<i>% of Revenue</i>	<i>21.3%</i>	<i>19.9%</i>	
Exceptional item(s)	20.0	0.0	n.a.
Tax Expenses	68.5	62.6	9.4%
Net profit for the period/year	257.8	230.6	11.8%
<i>% of Revenue</i>	<i>15.8%</i>	<i>15.7%</i>	

Note: All figures are in INR crores, unless otherwise stated



NEW

Dabur Babool Ayurvedic Paste

Ayurvedic Toothpaste
For Your Family



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@
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