

Nourish



Nurture



Energise



Our Vision

We bring Wellness to your Life...
We will create new experiences by our products
that will nourish, nurture and energise your life.
We shall lead the way through innovation
and be a Rs. 500 crore company by 2013.

Consumer Wellness in India – Growth Ahead

- India poised to become **world's fifth largest consumer market by 2025** from current position of 12th largest market (Source : McKinsey report)
- Consumer wellness in India - an **emerging market** with **tremendous opportunities**
 - ✓ **Changing lifestyles** of the consumers
 - ✓ **Higher disposable income** - likely to grow three-fold over next two decades
 - ✓ **Improvement in standard of living** – esp. of middle class
 - ✓ Growing **health consciousness**
 - ✓ Increasing **awareness** to try better alternatives, and make informed choices
 - ✓ Rising **willingness to spend** more for fitness and well-being
- **Rising need and demand** for products which,
 - ✓ Work as preventive measures against lifestyle related health problems, and
 - ✓ Offer additional health and nutritional benefits



Rich History of Strong Brand Building

- Serving the health and fitness conscious consumers of India **since 1988**
- Aims to promote '**healthy living**' by anticipating the emerging and day-to-day needs of dietetic / health foods
- Present in **niche segments** with strong brands



The healthier alternative to sugar - leading the market with **over 80% share** in the sugar substitutes market (*Source : AC Nielsen*)



Skincare range - **market leaders** in niche segments of scrubs and peel-off and second largest in face-wash category (*Source : AC Nielsen*)



India's largest selling table spread - a healthier alternative to butter

- All the three brands growing at **healthy >25% CAGR**
- **Direct reach** to >850 towns with 50k+ population in India thru **>500 strong field force**
- Endeavor to improve quality of life of the consumers thru **continuous innovation**

Sugar Free – Largest Selling Low Calorie Sweetener

- India's largest selling low calorie sweetener with **over 80% share** in the market, which is growing at >30% (Source : AC Nielsen MAT Mar-10)
- Enjoys a **top of the mind recall** in the minds of calorie conscious consumers
- Leadership positions in variants of
 - Aspartame** with *Sugar Free Gold*
 - Sucralose** with *Sugar Free Natura*
- Forayed into the **low calorie beverage** market, with launch of soft drink *Sugar Free D'Lite* and ice tea *Sugar Free TeaLite*
- Strategic initiative of driving consumption of Sugar Free by highlighting the **culinary usage** and various **non-conventional usages** of the product along with the fitness promise



EverYuth – A Specialty Skincare Range

- Strong presence in niche skincare segments like face-wash, face masks and scrubs
- **No. 1 in peel-off and scrub** categories with *Orange Home Facial* and *Walnut Scrub*, with **98% share** in peel-off market, which is growing at >50% and **~70% share** in scrub market, which is growing at >50% (Source : AC Nielsen MAT Mar-10)
- **2nd largest selling face wash** brand in India
- Significant impact in the market thru
 - ✓ A focus on **niche** categories and exploration on **newer concepts**
 - ✓ **Innovations** in product offerings –forayed into emerging male grooming segment with launch of *Menz*, a basic skincare range for men
 - ✓ Focused, creative communication and promotion



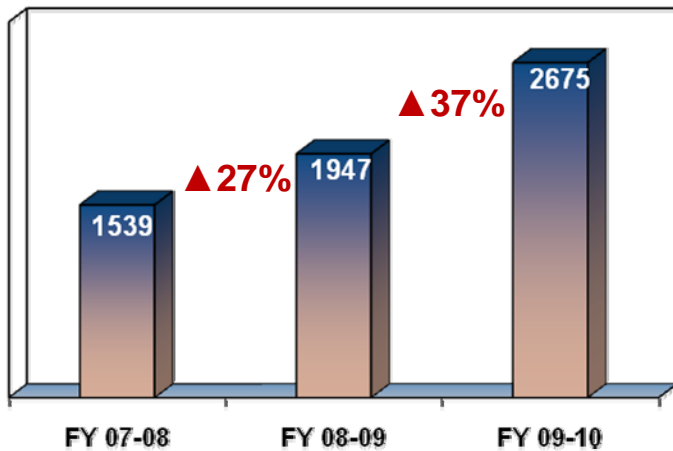
Nutralite – India's Leading Table Spread

- Widespread consumer acceptance amongst health conscious families as a **healthier alternative to butter**
- **Cholesterol Free** and has no trans fats or hydrogenated fats
- **Largest brand** in the margarine category in India
- **Revamped and repositioned** the brand after acquisition with –
 - ✓ Contemporary packaging
 - ✓ Special promotional campaigns
 - ✓ **Shift of focus** from bulk to retail segment
 - ✓ First in India to launch **international style tub pack**
 - ✓ **'Health First'** – focus on health as an area of further product development
 - ✓ **Enhanced taste** of the product to offer goodness of both health and taste

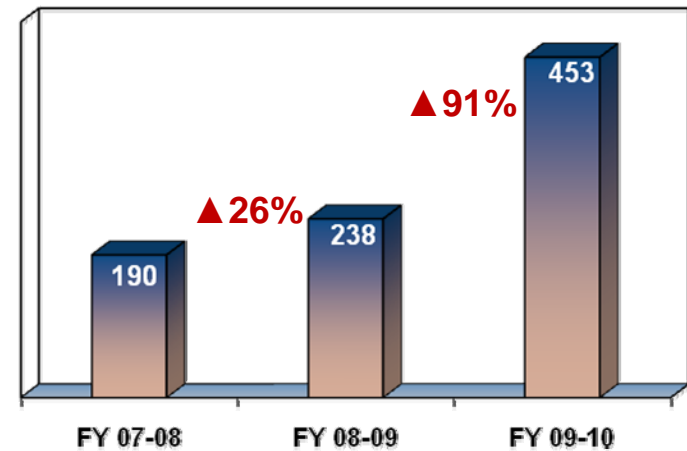


Strong Financial Performance

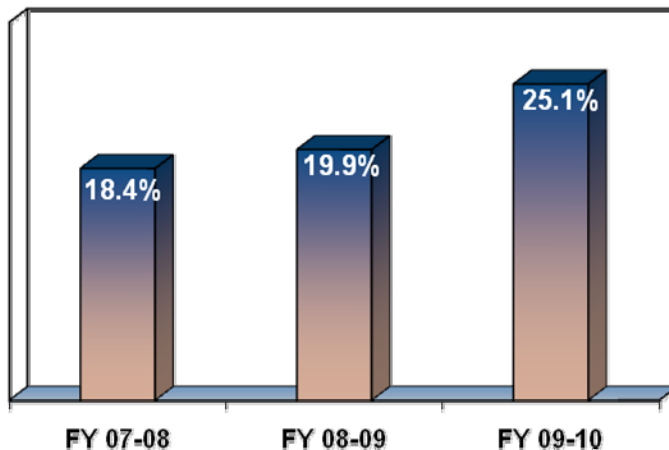
Sales (Rs. Mio.)



Net Profit (Rs. Mio.)



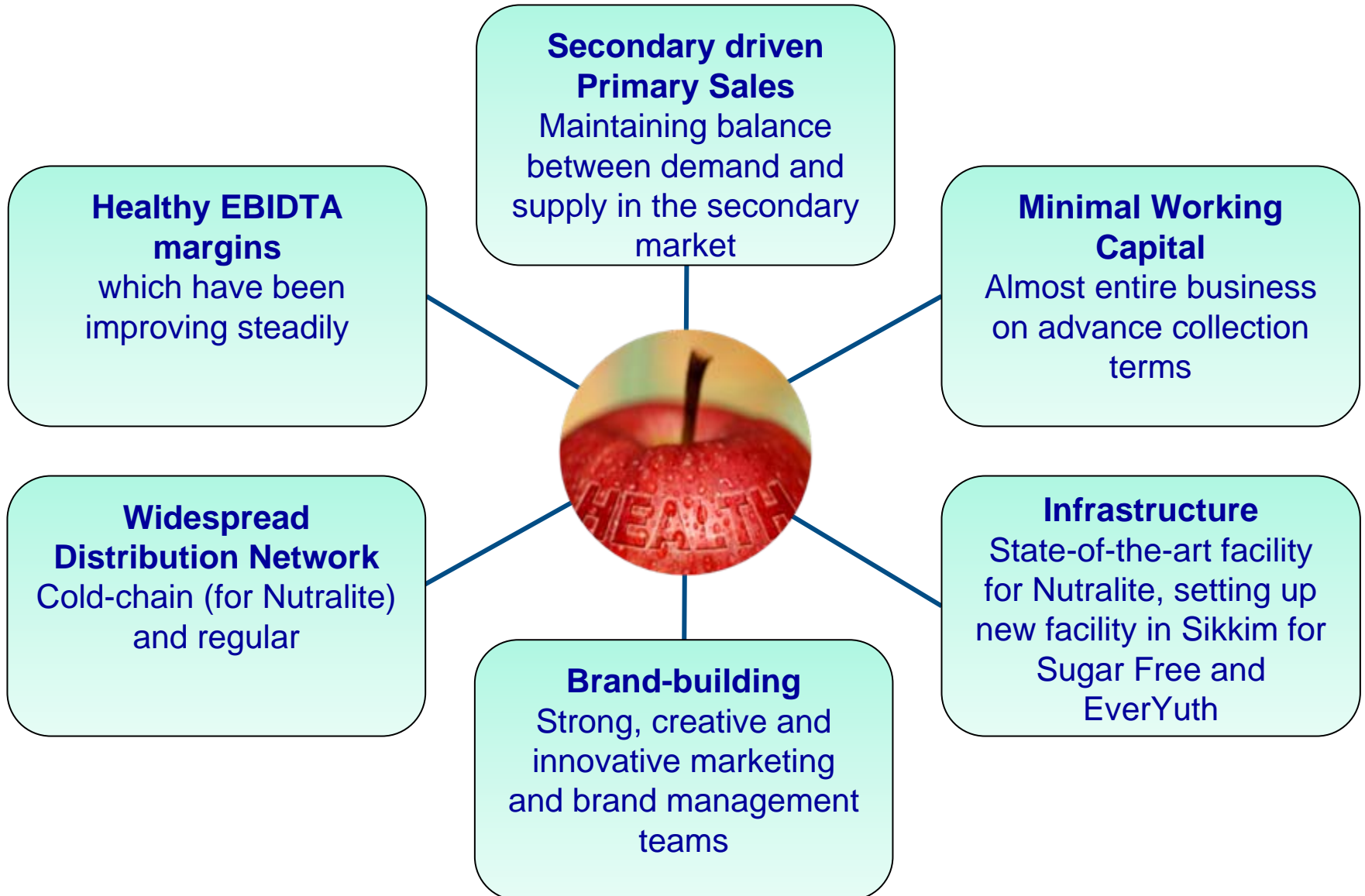
EBIDTA Margin



Financial Position as at 31st Mar '10

	Rs. Mio.
✓ Net Worth	: 1006
✓ Net Fixed Assets	: 443
✓ Net Current Assets	: 562
✓ Cash Balance	: 1005
✓ # of Equity Shares	: 39.07 Mio.
✓ Promoters' holding	: 72.5%

Robust Business Health & Infrastructure



Strategies For Growth Momentum

- **New Products:** Look at long term growth opportunities with new products in niche categories wherein we have first mover advantage
- Introduce / acquire related or innovative products / businesses to enhance both top-line and bottom-line
- **Infrastructure / facility development** to cater to the growing demand for quality products
- **Continuous category education** through unconventional mediums along with mainline activity
- **Distribution:** Increase in sales force with dedicated manpower to cater to institutions and Modern Retail Formats

All these initiatives would ensure

- ✓ Maintaining the growth rate
- ✓ Growing bottom-line, rising profitability and healthier business

Thank You.



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