



Zydu⁺s Wellness

A snapshot

Route to Success

Plans to continue the Success Story..

Summary

We Bring Wellness To Your Life ...

**We Will Create New Experiences
By Our Products That Will
Nourish, Nurture And Energize
Your Life.**

**We Shall Lead The Way Through
Innovation.**

**To Build New
Emergent Categories
With Differentiated
Product Propositions.**

**Philosophy Of Building
Products That Are
“Good For You”.**



Our Core Values

We, the members of the Zydus Group hold the following values to be the foundation of our identity as Zydans. We shall endeavour to think and act, at all times, in accordance with these values.

We are...

Adaptable to change

We welcome change for the better. Our approach is always positive with a 'can-do' spirit.

People- driven

We build the capabilities of our people. This is fundamental to our growth in business.

Committed to deliver

We give our best in all that we undertake and are committed to delivering on time.

Innovative in what we do

We innovate through our ideas, approaches and efforts - at every opportunity.

Humble

We remain modest and humble in our achievements. Our work speaks for itself.

Value-driven

We seek value and maximise our gains by using our resources judiciously.

Promoters : The force behind Zydus Group



Late Shri Ramanbhai Patel
Founder – Zydus Group

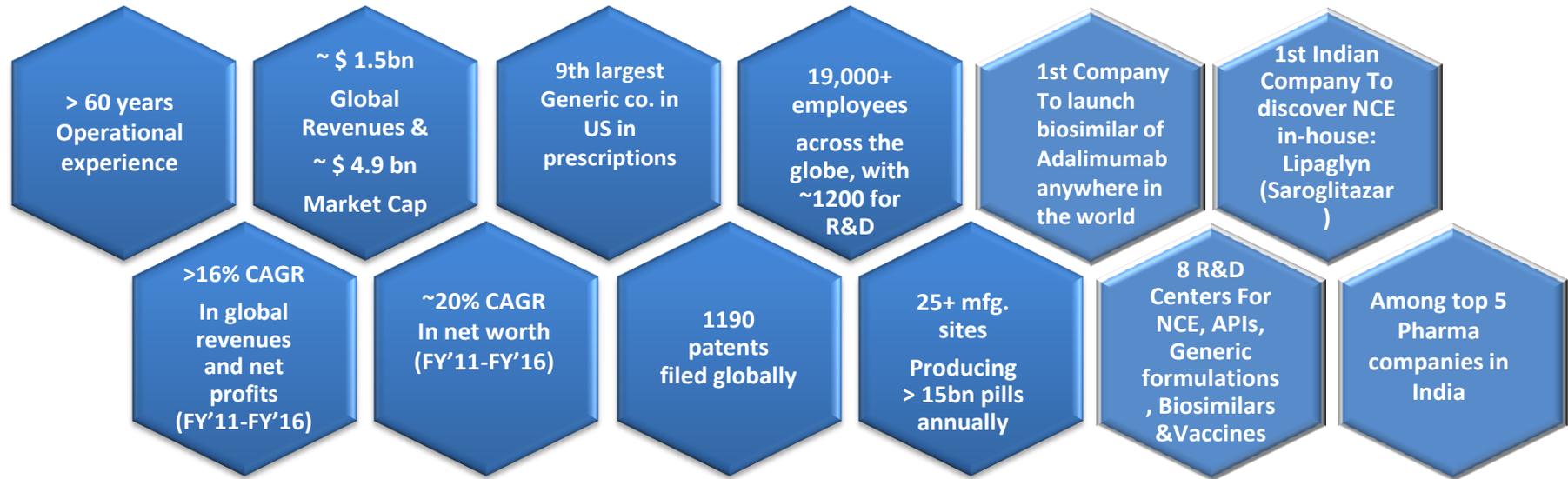


Pankaj. R. Patel
CMD – Zydus Cadila



Dr. Sharvil. P. Patel
DMD – Zydus Cadila
Chairman – Zydus Wellness

Zydu Cadila Group : An Introduction



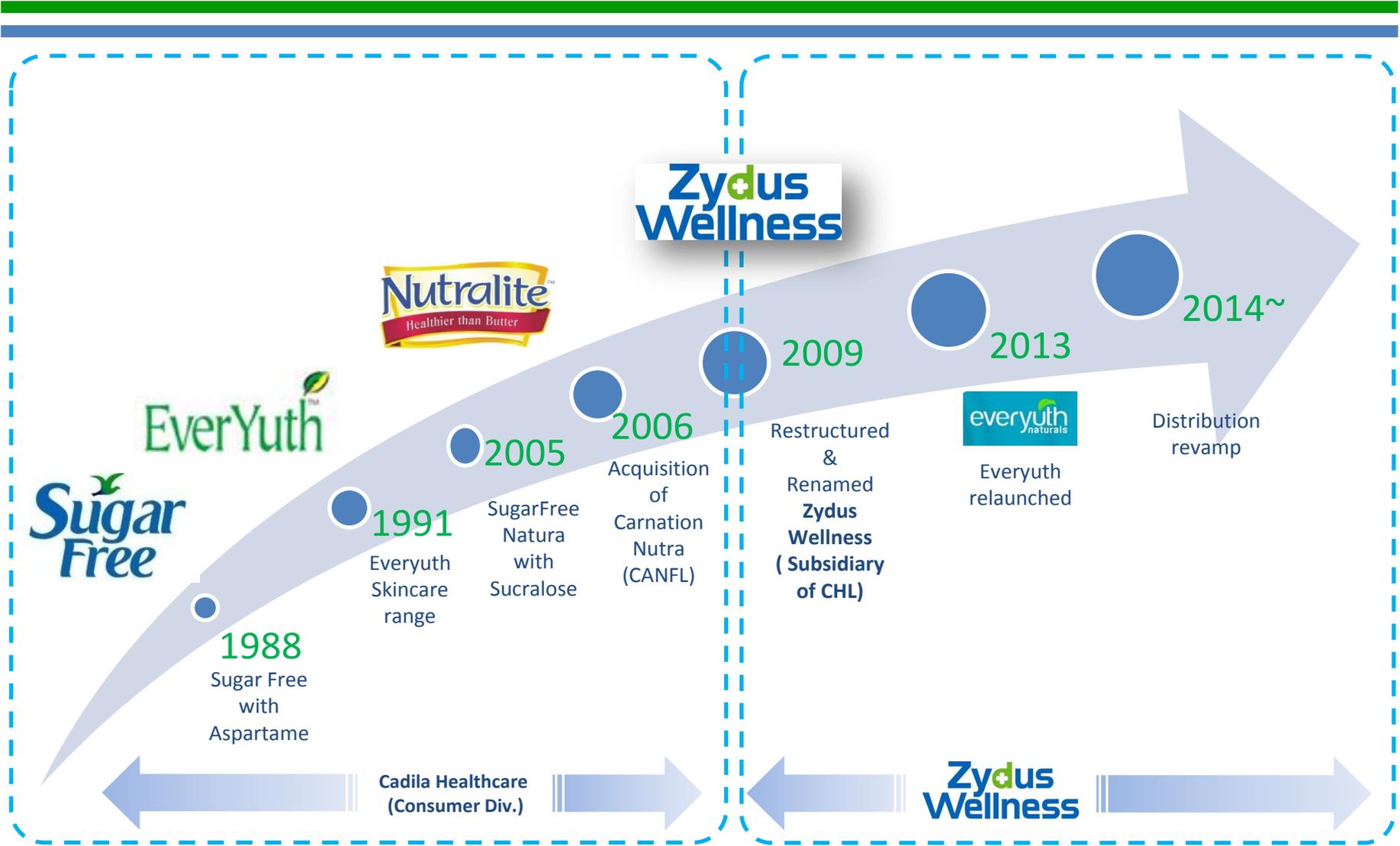
Important Recognitions

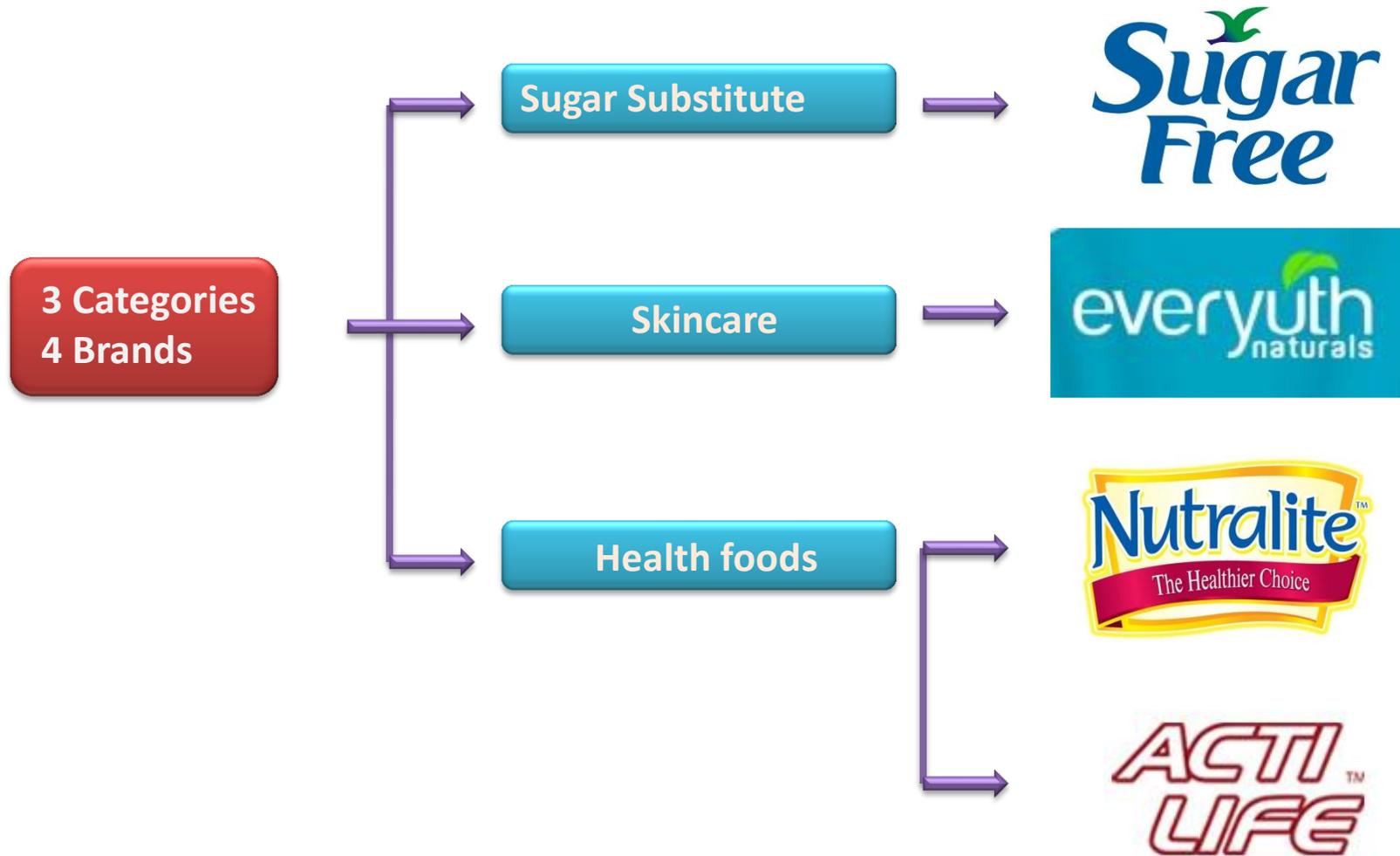


Zydus Wellness - An Introduction



The Journey of Zydus Wellness





Brand's market position



Category	Position	Share %
Sweetener	1	93.6
Fat Spread	1	39.8*
Scrub	1	30.6
Peel-off	1	92.1
Face Wash	9	1.4
Facial Cleansing	6	6.0

Source: Nielsen data MAT Mar 2016 * Source : MAT December'15



A Healthier Sugar Alternative

Journey from prescription product to direct to consumer route

Leading in sugar substitute category with market share > 93%

Continuous efforts to promote health & fitness through media campaigns and celebrity endorsements

Sugar Free Natura – For culinary usage, Sugar Free Gold – For Table top Usage

Available in pellets, powder & liquid drops format to suite different usage occasions.





Nutralite is India's No.1 Table Spread

Healthier alternative to Butter

Cholesterol Free, has no Trans Fats and enriched with Omega-3.

Pan-India dedicated network to handle cold-chain products.

Expanding in the retail & Food Service segment.





India's leading brand in skin cleansers category

Leading in Scrubs and Peel-offs segment despite heavy competition

Offers unique solutions for healthy skincare

Revamped the Face wash Range

Delivered in tubes and convenient single-use sachets.



Celebrity Endorsements





SugarFree in hourglass shape pack



Everyuth Scrubs: Pioneers in India



Everyuth Face Wash in sachets

SugarFree Diet Sugar: Spoonful equivalent



Everyuth Peel-offs: Pioneers in India



Everyuth Hydrogel Srcub



SugarFree Sweet Drops : Sweetness in liquid format



Nutralite in microwave-safe tubs
Later fortified with O3

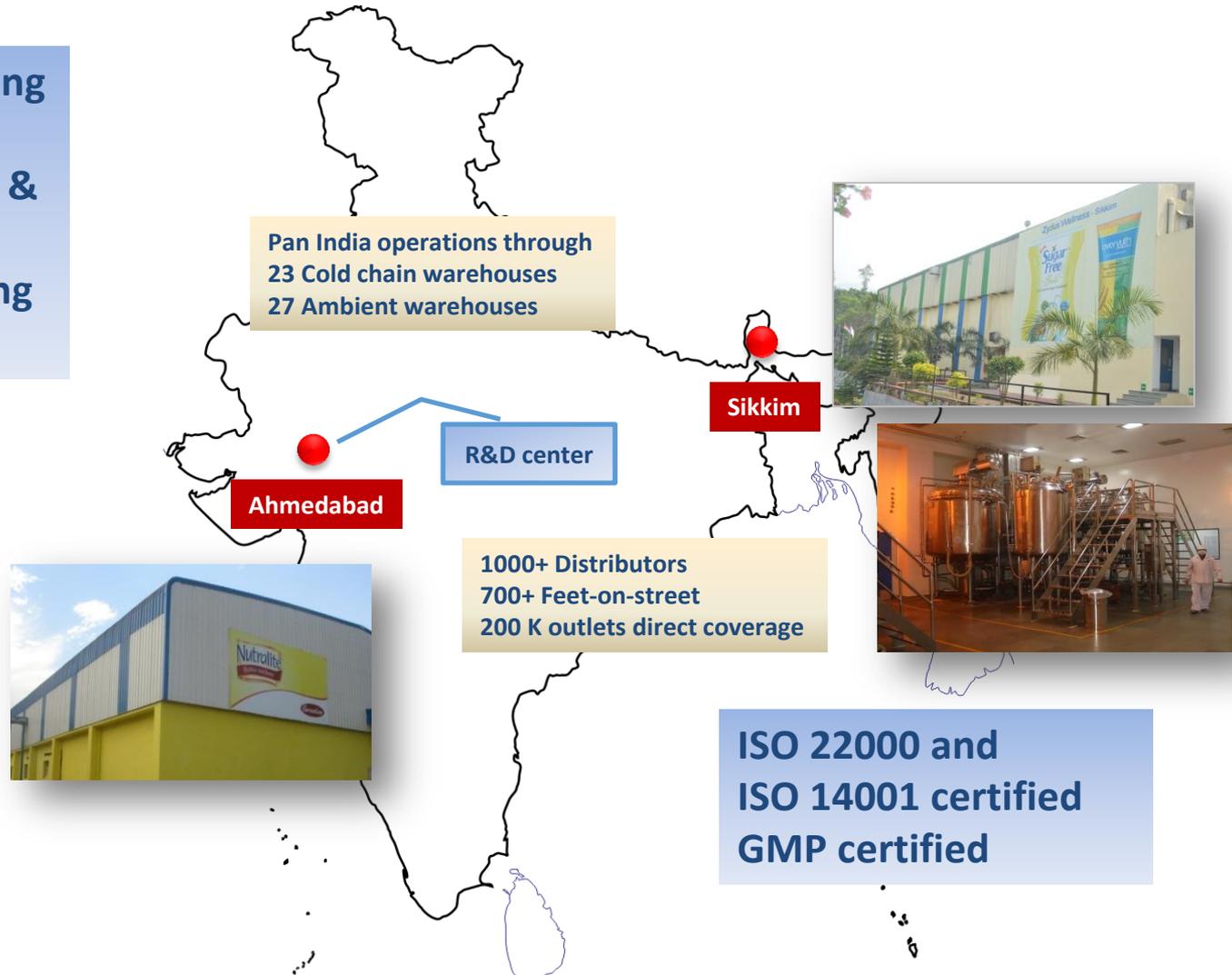


Everyuth Golden Glow Peel-off

Better User experience + Superior Benefits + Accessibility and convenience

Infrastructure & Operations

**Manufacturing facilities :
Ahmedabad &
Sikkim
Unit-II coming
up in Sikkim**





* Source: Nielsen

FY 2016

Gross Sales

- ₹ 4570 Mio
- US\$ ~ 69 Mio

Net Profit

- ₹ 1017 Mio
- US\$ ~ 15 Mio

Net Worth

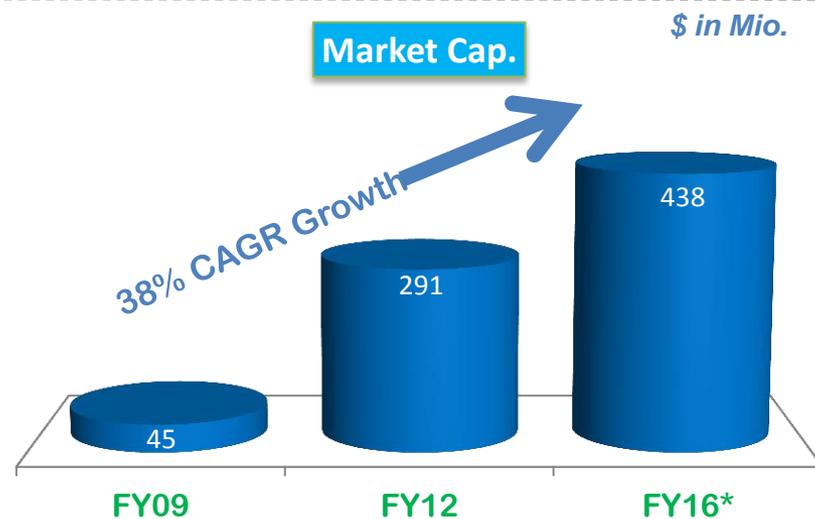
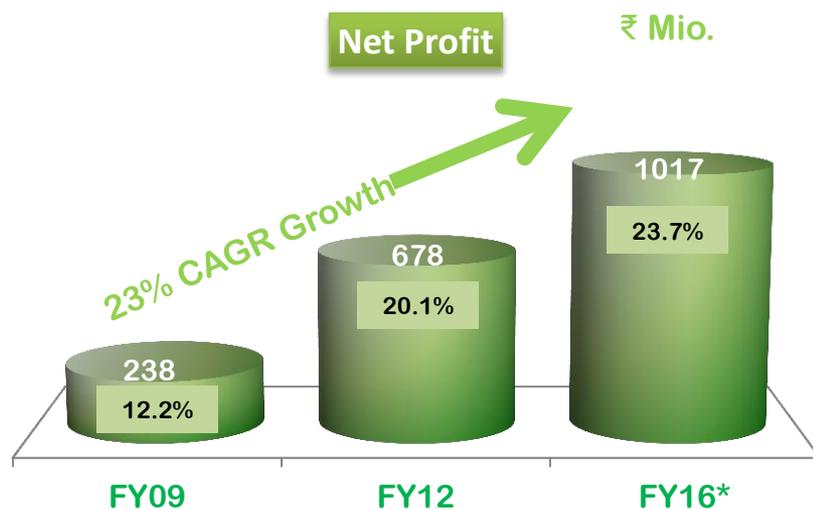
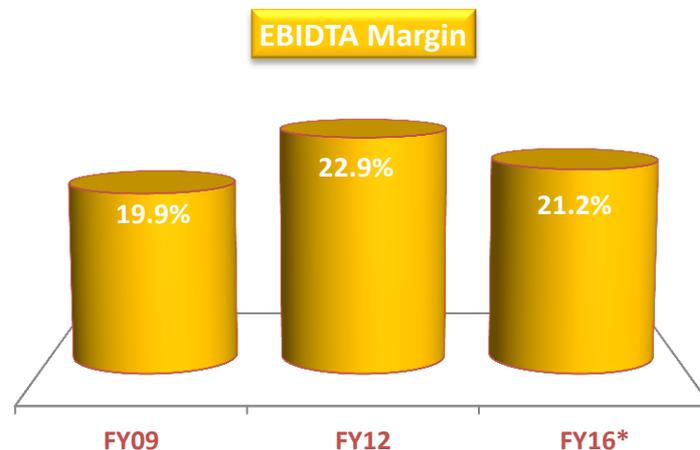
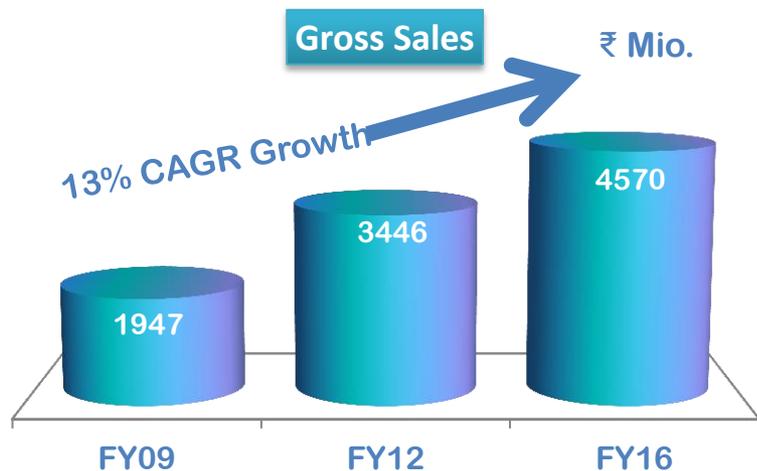
- ₹ 4772 Mio
- US\$ ~ 72 Mio

Cash Position**

- ₹ 3962 Mio
- US\$ ~ 60 Mio

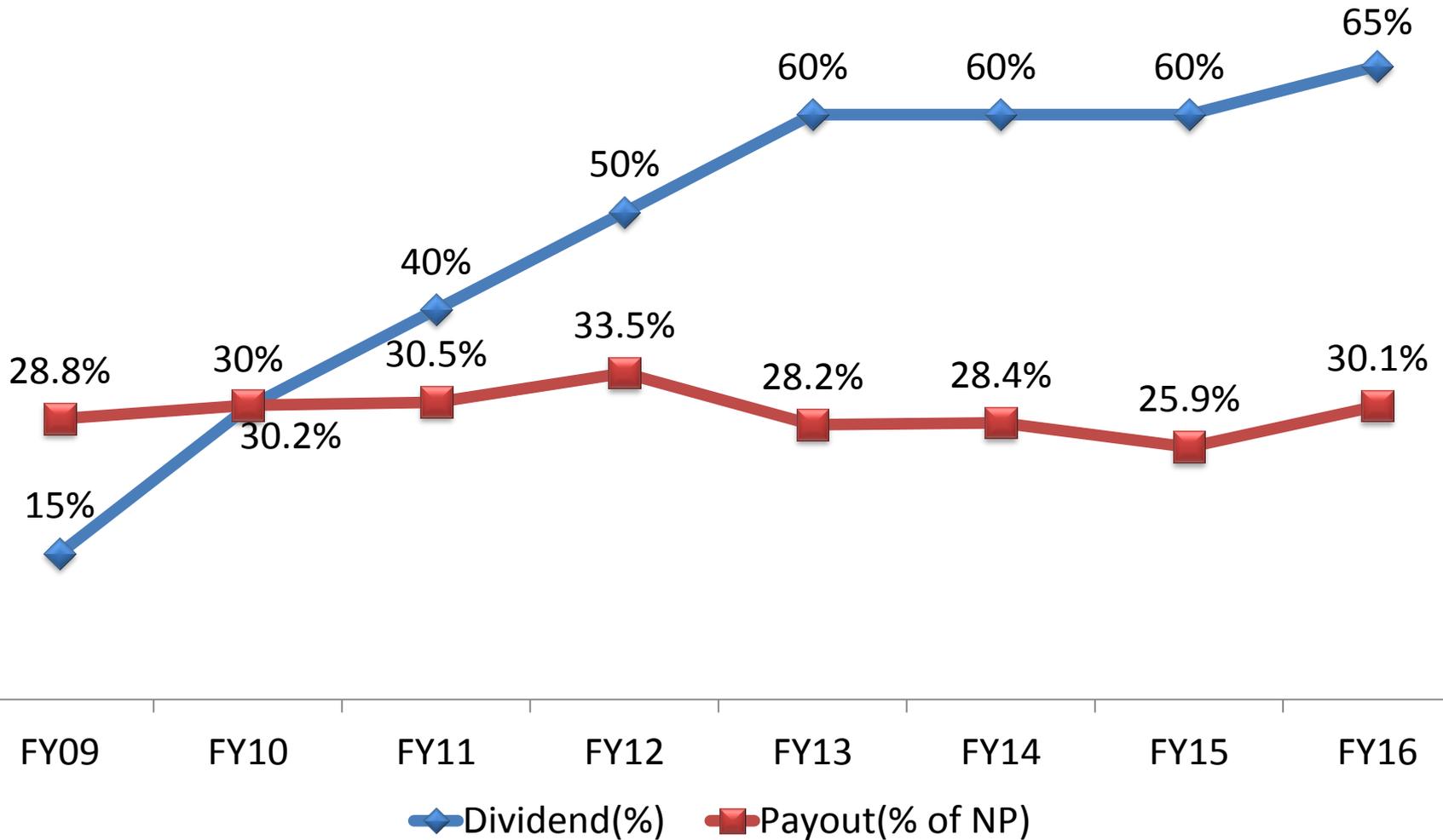
**Conversion at closing exchange rate as on 31st March 16 at 1 USD = ₹ 66.23*

*** Cash & Bank Balances includes liquid investments*



- On a like to like basis
- (% mentioned within the bar represents % of total operating income)

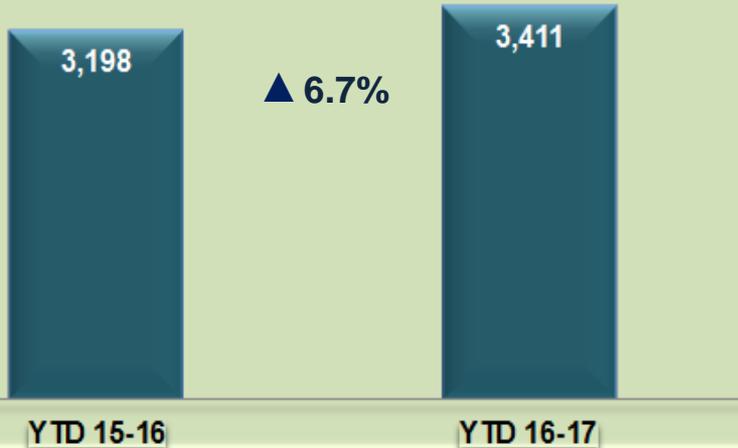
Consistent Dividend Payout



Zydus Wellness Limited
Apr 16 to Dec 16 - FY 17 Update

- The Company registered an overall consolidated growth of 10.0 % on total income from operations for the six months ended on 30th September, 2016.
- However, Q3 FY 17 gone by has been exceptional due to the unexpected announcement of demonetization of high value currency notes.
- Sudden liquidity crunch created across the trade channel has impacted our overall business, with all our brands witnessing muted sales growth during the Q3 - FY 17.
- Despite the liquidity pressures in the trade, we have been able to continue our business without compromising on our credit terms and have seen positive recovery in the last few weeks of the quarter.

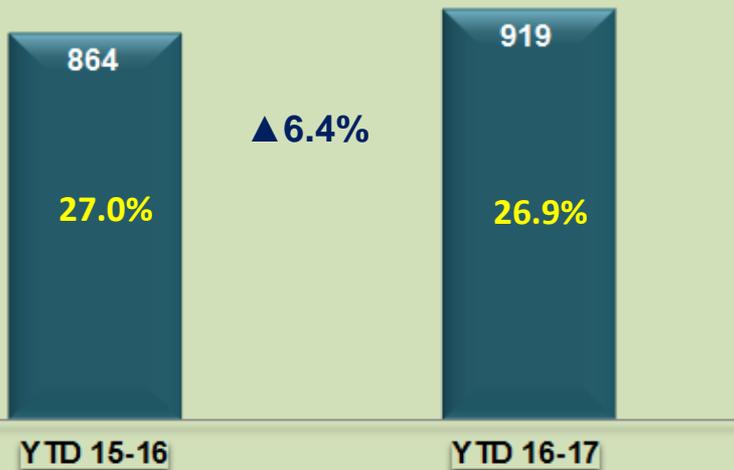
Total Income from Operations (Rs. Mio.)



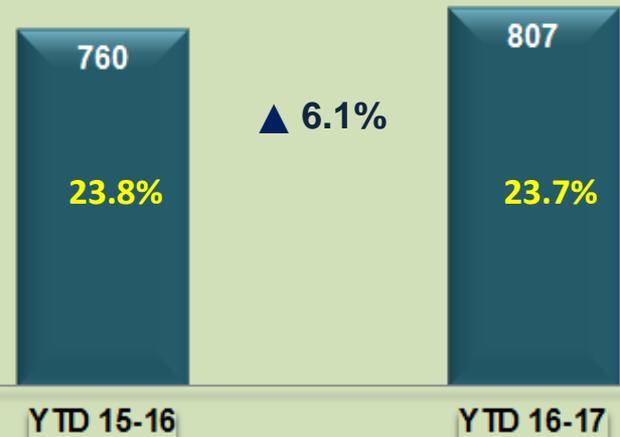
EBIDT (Rs. Mio. and % to Op. Income)



PBT (Rs. Mio. and % to Op. Income)



Profit After Tax (Rs. Mio.)



**“Smartness
Wali
Sweetness”**



- Maintained **leadership position** in the sugar substitute category with **market share greater than 94%**.
(Source, MAT Dec’16 report of Nielsen)
- Launched two new advertising campaigns “*Smartness Wali Sweetness*” with our new brand ambassador Parineeti Chopra and our existing culinary brand ambassador Sanjeev Kapoor.
- Consumer activations during festivals like Durga Puja & Christmas were done to build the category

- Recognition of the new campaign amongst the top three advertisements as per the national publication.
(Source : Ipsos Research, Publication - Mint)



- Growth led by maintaining **leadership position** in the facial cleansing segment of **Peel Off** and **Scrub**.
- EverYuth Scrub has maintained its number one position with a market share of 30.4%.
- EverYuth Peel Off Mask has maintained its number one position with a market share of 90.9%.
(Source, MAT Dec'16 report by Nielsen)
- Continued support for Scrub and Peel Off to drive the category penetration through various media activities.

- A new campaign focusing on recruiting new users for EY scrub has been rolled out recently.



Zydus Wellness

Nutralite™
The Healthier Choice

0% CHOLESTEROL WORRIES.

www.nutralite.com

- The brand has continued to witness consistent volume growth
- Supported the key cities with various brand building activities like campaigns around World Health Day and Mother's Day.
- These were amongst the most successful and talked about campaigns on digital platform.
- Recently re-launched the brand with new packaging and improved taste. Also launched two new flavoured variants - Garlic Oregano and Pudina Coriander



Dialing Innovation

- **SugarFree:** New variant launch to address the adoption barriers through natural ingredients
- **Everyuth:** Relaunch in the face wash space with stronger claims and new campaign
- **Nutralite:** New launches to be supported with new campaign on TV and digital media

Leveraging the route to market

- Drive expansion in small towns through small packs
- Grow modern retail on the back of sharper executions and shopper insights

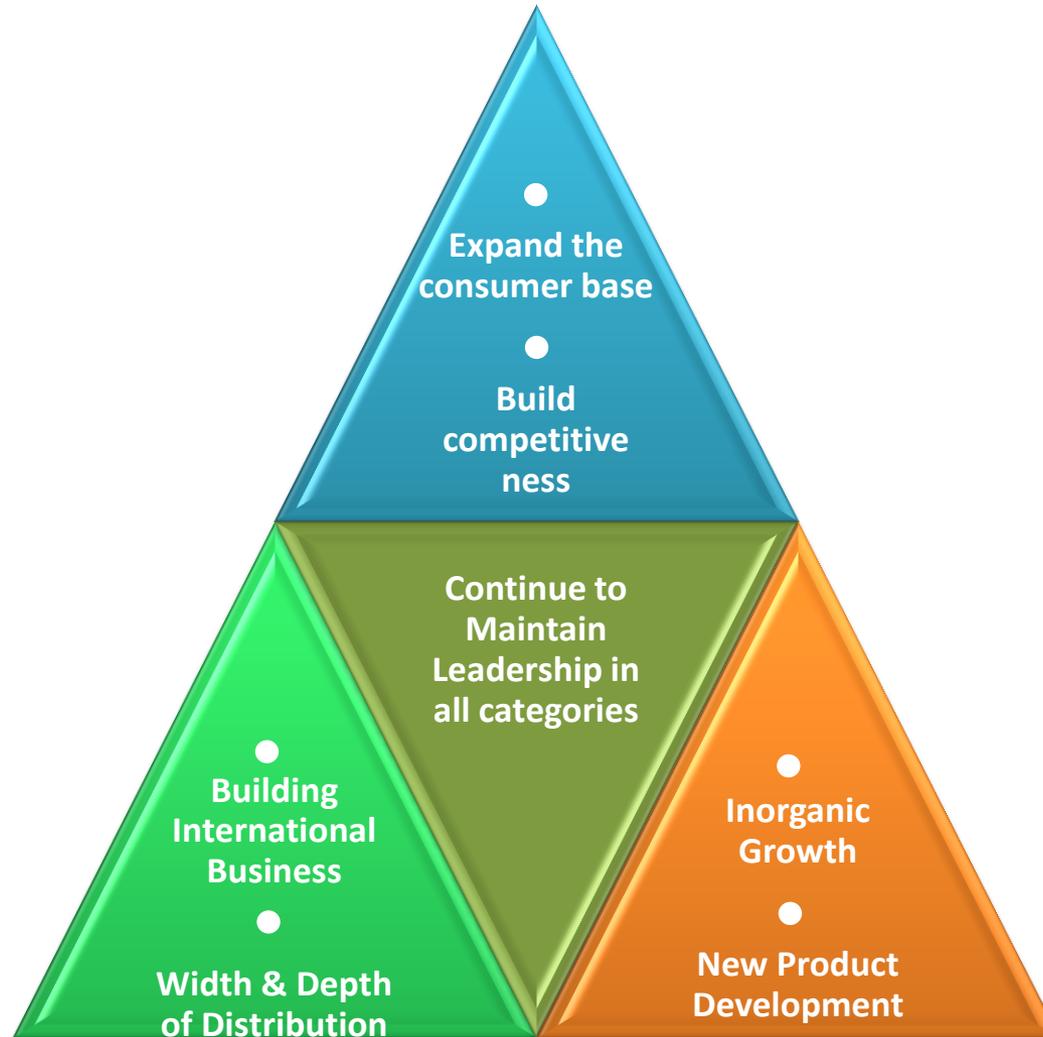
Thrust on brand building

- Continue investments on mass media around the new campaigns like 360 degree campaign to drive awareness
- Enhanced consumer touch points through relevant activations focused on consumer recruitment, E.g. Culinary programmes for SugarFree
- Consumer advocacy through digital and medical marketing routes

Expanding Geographical foot print

- Enter new markets in GCC, Africa & SEA led by SugarFree





Route to Success

Plans to continue the Success Story..

Summary



Organic Growth With Continued Focus On Pillar Brands

M&A – Domestic / Overseas

Build On International Presence





Focus on emerging markets

- SAARC
- Middle East & Africa
- South East Asia



Leveraging Balance sheet strength & support of parent company

Focus on health, wellness and personal care

Expand business to new consumers, new categories, new geographies

Opportunity to reinvent the business model

Route to Success

Plans to continue the Success Story..

Summary



Thank You



Contact details:

Zydus Wellness Limited
House No. 6,7 Sigma Commerzone,
Nr. Iskcon Temple, S G Highway,
Ahmedabad (Gujarat) INDIA
Pincode : 380015
www.zyduswellness.in
Landline: +91 79 6777 5888

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