

Zydus
Wellness



▶ BRINGING WELLNESS TO YOUR LIFE

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Company Overview



Our DNA

To build new emergent categories with differentiated product propositions

Philosophy of building products that are Good for you

VISION

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



Board of Directors

Zydus Wellness Limited

- **Dr. Sharvil P Patel**
Chairman



- **Tarun Arora**
CEO & Whole-time
Director



- **Ganesh Nayak**
Non-executive
Director



- **Kulin S Lalbhai**
Independent
Director



- **Savyasachi S. Sengupta**
Independent
Director



- **Ashish Bhargava**
Nominee Director



- **Dharmishta N. Raval**
Independent
Director

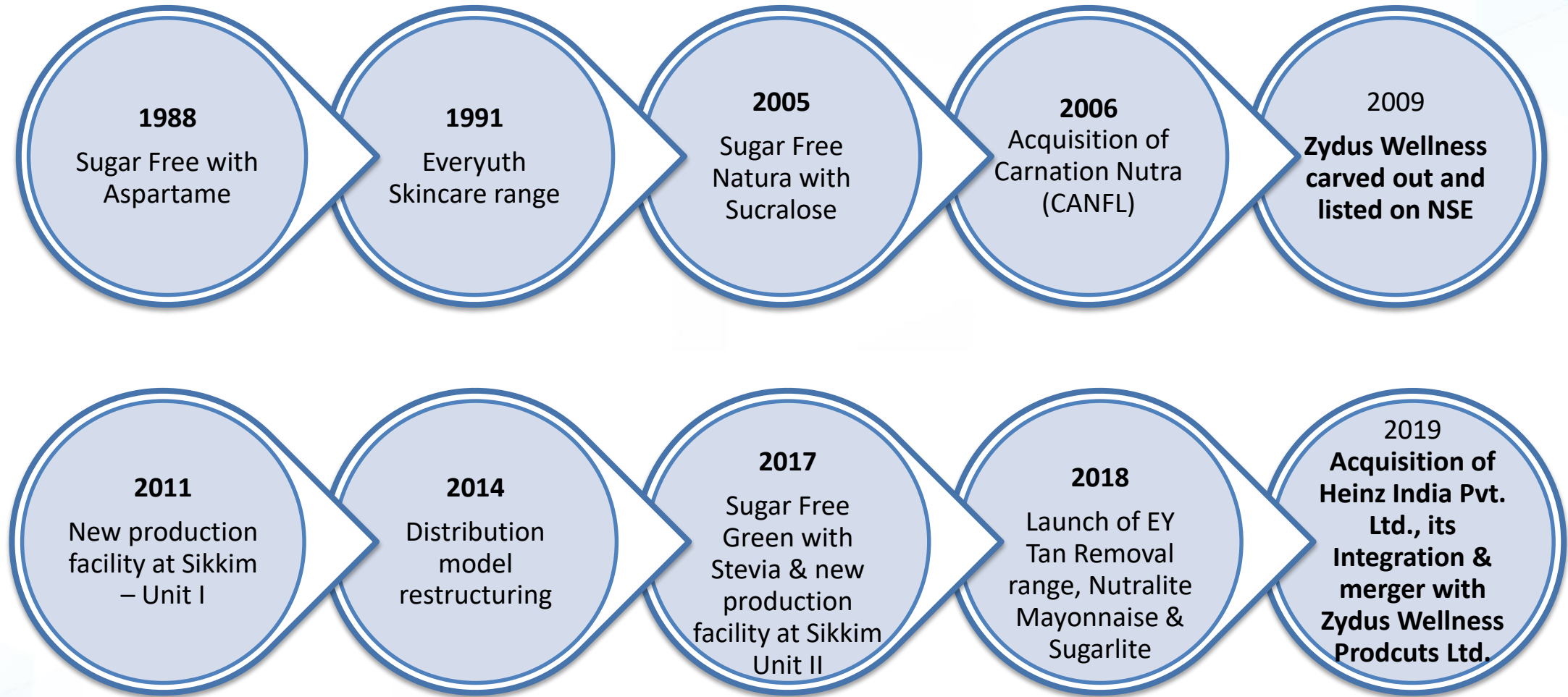


- **Srivishnu Raju Nandyala**
Independent
Director



Milestones in Zydus Wellness Journey

Zydus Wellness Limited



Expanding Geographical footprints

Zydus Wellness Limited

The Company continues to expand its footprints in international markets. The Company has incorporated a 100% subsidiary Company in Dubai in the name of Zydus Wellness International DMCC during financial year 2020.



Pragmatic and Agile response to COVID-19



Apex Committee

- Creation of War room comprising of leadership team to have rapid information exchange and active decision making

Sales Operations

- Focused team management and innovating to work around the challenge to get business back to normal

Supply Chain and Manufacturing

- Keeping the arteries and veins of the business flowing by quickly finding ways to open up CFA's and factories

People and IT Infrastructure

- HR and IT backbone swiftly helped to enable 'Work from home' for all the employees, keeping people motivated and focused on running the business through the crisis by creating "Central Assistance Cell"

Managing the COVID Crisis – Sales

Zydus Wellness Limited

Creating opportunities out of challenges



Engaged with 3rd party logistics vendors to revive **Last Mile Connectivity**

Set up Telesales channel for 6000 top retailers in 35 cities and capitals

Leveraged E Commerce channel across platforms

Activate pharma channel RDS

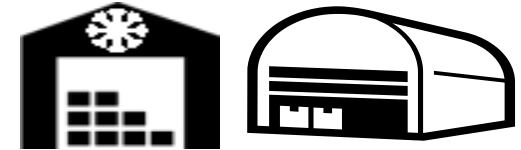
Quickly migrated to a daily operations protocol With all necessary safety measures



Project Urja –

National Outreach Programme by our field Team for Police/Enforcement/Sanitation Workers with free distribution of Glucon-D covering almost 18000 officers across 300 towns

Creating opportunities out of challenges



- Employees quickly adapted to Working from Home aided by robust IT infrastructure as the New Normal
- Communications on Safety measures circulated on a regular basis across all locations
- Managing to open all four factory locations during lockdown in a very short period of time with the help of local authorities and industry bodies
- Support from Government to provide E-passes to keep the essential services running
- Managed to open 18 CFAs by end of March 20, there by enabling the supply of essential products like Sugar free, Complan and Glucon-D.
- Were able to open the rest of CFA's in April 20

Umbrella of our Brands



- Category-leading brand with 59% market share in Glucose powder category and 98% product recall
- Positioned as an effective energy booster
- ‘The Most Trusted Brand’ in the Health and Personal Care category (as per the Brand Equity Survey conducted by Economic Times in 2020)



FOR IMMUNITY# AND INSTANT ENERGY

Glucon-D
Instant Energy

VITAMIN D

VITAMIN C

REGULAR

MANGO PUNCH

TANGY ORANGE

NIMBU PANI

Glucose Based Beverage Mix (Proprietary Food).

* Mkt. share source – Nielsen MAT March 20 report

- Legacy trusted brand with 90% recall value with a market share of 5.4% in MFD category
- High protein content in the low penetration (24%) health food drink category
- The Company continued to invest in the brand through media to enhance the relevance of the brand in key markets



* Mkt. share source – Nielsen MAT March 20 report



Sugar Free - India's 1st low calorie sugar substitute

Zydus Wellness Limited

- Launched in 1988. A Healthier Sugar Alternative
- #1 player in its category with a dominant 94% market share; Strong product pipeline coupled with favorable growth outlook
- Continuous efforts to strengthen consumer connect and promote health & fitness through media campaigns and celebrity endorsements
- Significant growth potential with 60 mn+ diabetics in India and also with an increasingly health-conscious urban population
- Category leadership reinforced through innovative products like Sugar Free Green



* Mkt share source – Internal Company estimates

- Heritage brand of 50+ years
- Market leading and legacy brand in the prickly heat powder category with a market share of 34.4%.
- One of the most trusted prickly heat powder brands
- Established efficacy through the germ fighter formula; protects from sweat, body odour, rashes, itching and heats
- Variants comprise Cool Herbal, Cool Gulabjal, Cool Classic, Cool Chandan, Cool Excel, Classic and Lavender Excel

* Mkt. share source – Nielsen MAT March 20 report



nycil

KILLS PRICKLY HEAT GERMS IN 3 DAYS

CLINICALLY PROVEN

5 IN ONE BENEFITS

5 IN ONE BENEFITS

GERM EXPERT COOL CLASSIC

GERM EXPERT COOL HERBAL

Everyuth – Facial cleansing with a strong ‘Naturals’ brand equity Zydus Wellness Limited

- Pioneer of skincare range of products specially meant for the face with unique solutions for healthy skin
- Has very strong “naturals” equity in the minds of consumers enabling it to enjoy strong leadership in Scrub and Peel Off segments
- Market leader in **2 of 3** facial cleansing and skincare sub-categories with a market share of 32.5% in scrub and 77.9% in Peel off
- Growth drivers include increasing penetration of Scrubs and Peel Off masks and premium skin care launches like tan removal range

** Mkt. share source – Nielsen MAT March 20 report*



- Nutralite is India's #1 butter substitute and leader in low calorie spread category. A healthier alternative to Butter which is promoted through regional media campaigns
- Premium cholesterol-free table spread with no hydrogenated fat
- Contains cholesterol fighters like PUFA (polyunsaturated fatty acids) and MUFA (monounsaturated fatty acids).
- Re-launched in new packaging with improved taste. Also launched two new flavoured variants



- Launched in 2018 as a completely natural healthy sugar option with 50% less calories than regular sugar
- Positioned on the platform of weight management without making a significant change to lifestyle, Sugarlite is defined as a "Everyday sugar for Healthy living"
- Brand witnessing a good sequential growth
- Distribution supported with trial generating initiatives such as regular promotions and a media activity





Innovation – The way of life – Despite COVID crisis



New Launches – Innovation in Times of Covid

Zydus Wellness Limited



5 New Products already launched in 2020 – despite the pandemic induced setbacks

More in the pipeline for 2020 for India and International markets

Sugar Free Green

Zydus Wellness Limited



Improved price proposition- 200 spoons (equivalent to 1Kg sugar) now @Rs 165 v/s Rs 195 earlier

Available in Powder (200g pouch) and Pellets (100 and 300) formats and a trial pack (3*40 pellets)

New formulation developed using a new, better tasting stevia

For consumers who seek weight management



Nycil Sanitizer

Zydus Wellness Limited



Introducing
Nycil
Hand Sanitizers

KILLS 99.99% GERMS

Making hands fearless.

The advertisement features a collection of Nycil hand sanitizers: a large pump bottle of Herbal Hand Sanitizer, a smaller pump bottle of Germ Expert Hand Sanitizer, and a tube of Germ Expert Hand Sanitizer. The products are surrounded by fresh green leaves, including aloe vera. A circular seal highlights the product's effectiveness in killing 99.99% of germs. The Nycil logo and 'HAND SANITIZER' text are prominently displayed in the top right corner.

Launch of Nycil Hand Sanitizer – Decision to execution within a fortnight

Available in 2 variants – Herbal and Germ Expert

Available in 50ml, 100ml and 500ml bottles

Enriched with Neem and Aloe Vera



nycil
HAND SANITIZER

**Ensure hand hygiene by
#MakingHandsFearless**

The advertisement shows a woman and a young girl sitting on a wooden bench outdoors, engaged in gardening. They are surrounded by several potted plants. In the foreground, two bottles of Nycil hand sanitizer are displayed: one is the Herbal Hand Sanitizer and the other is the Germ Expert Hand Sanitizer. The Nycil logo and 'HAND SANITIZER' text are visible in the top left corner of the image.

Complan – Nutrigo

Zydus Wellness Limited



Chocolate



Vanilla



Badam Kheer

Complan enters the toddler health food drink segment

Doctor recommendations play a key role in the choice of brand for toddlers - marketed and distributed leveraging doctors' promotion route

3 Consumer validated variants

Available in 400gm pouch in Jars

Nutralite – Choco Spread

Zydus Wellness Limited



Initially launched through E-Commerce. Other channels to follow

CHOCOLATE HAS JUST GOT HEALTHY, EVEN MUMMY WOULD APPROVE!

Crunchy Choco and Choco Spread Variants - Available in 100g and 275g SKUs

Complan – Sachet

Zydus Wellness Limited



Addressing the SKU portfolio gap in some parts of the country

Complan launched 75g sachets to participate in 15% of Health food drink segment

Launched in Jul 2020 with focus in North & West

Glucon D ImmunoVolt

Zydus Wellness Limited



Tasty energy bites that boost immunity

Contains Vitamin C, Vitamin D, Zinc & Glucose

Yummy orange & strawberry flavors

5 New Product launches across 5 Brands in the first 7 months of the calendar year



Healthier Alternatives



Toddler HFD



Hygiene and Immunity



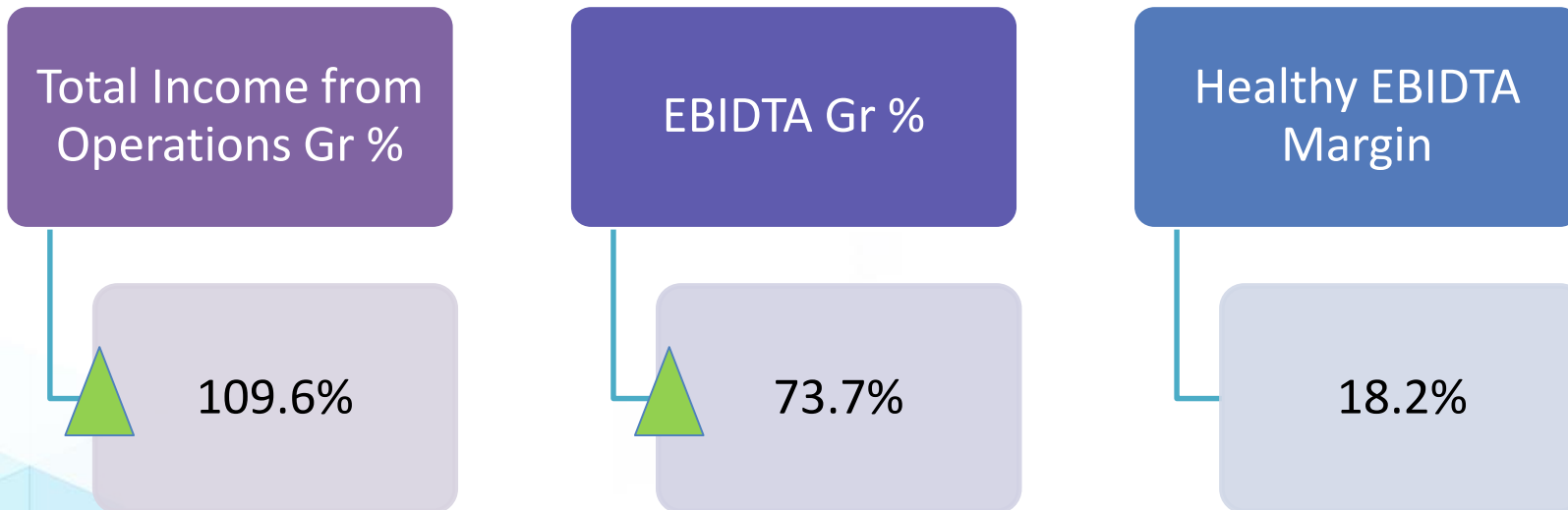
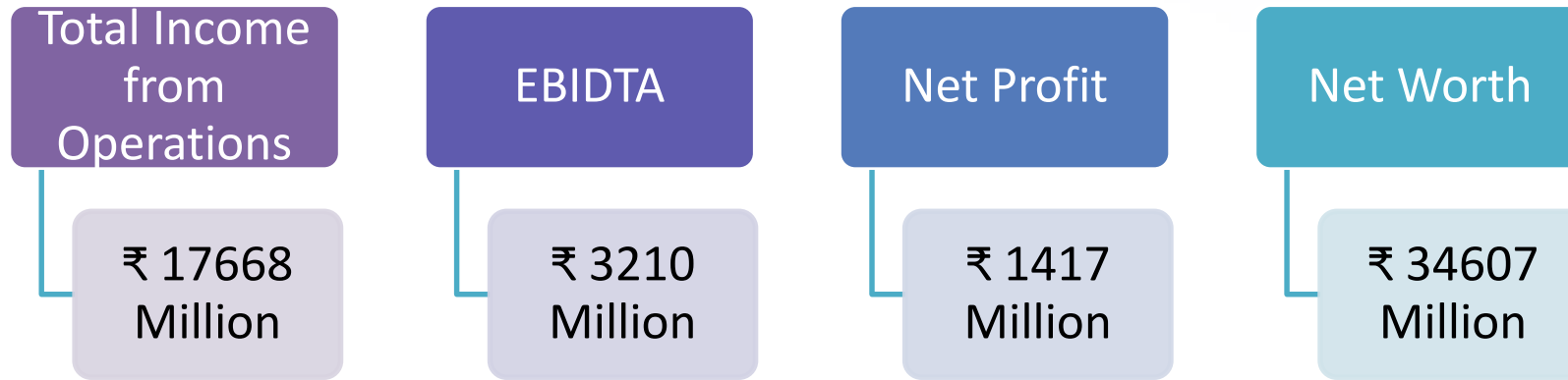
More innovations awaited in the rest of the year



Financial Highlights

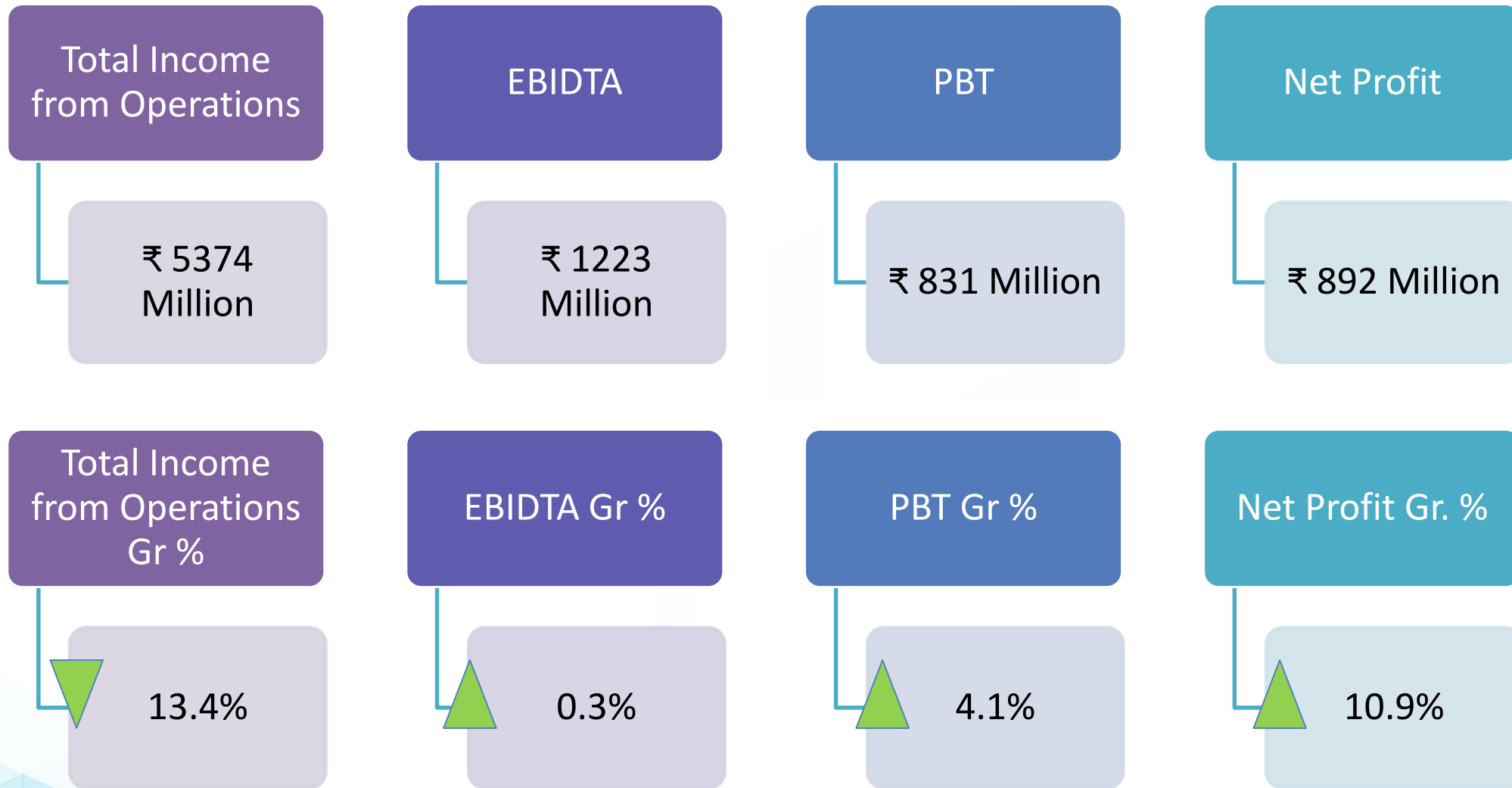


Key Financial Indicators – FY 2019-20



* The above growth % numbers is not comparable as previous year results includes numbers of the acquired business from January 30, 2019 to March 31, 2019

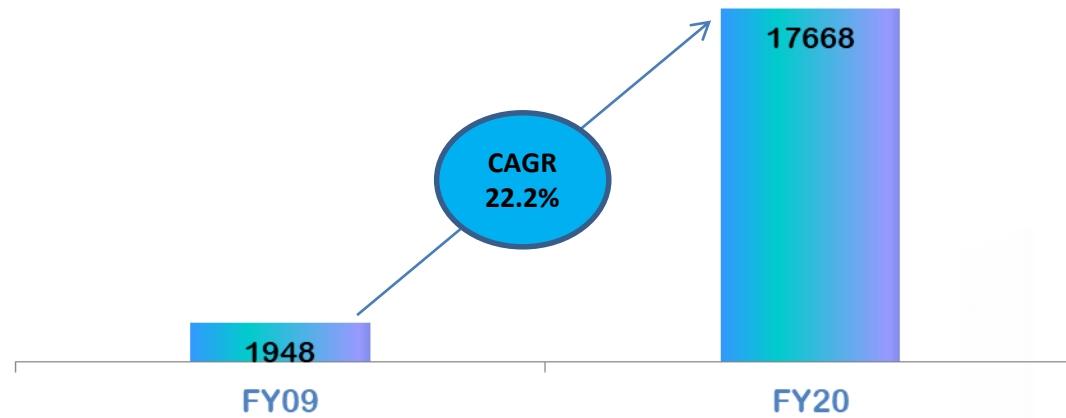
Key Financial Indicators – Q1 - FY 2020-21



Performance over the Years

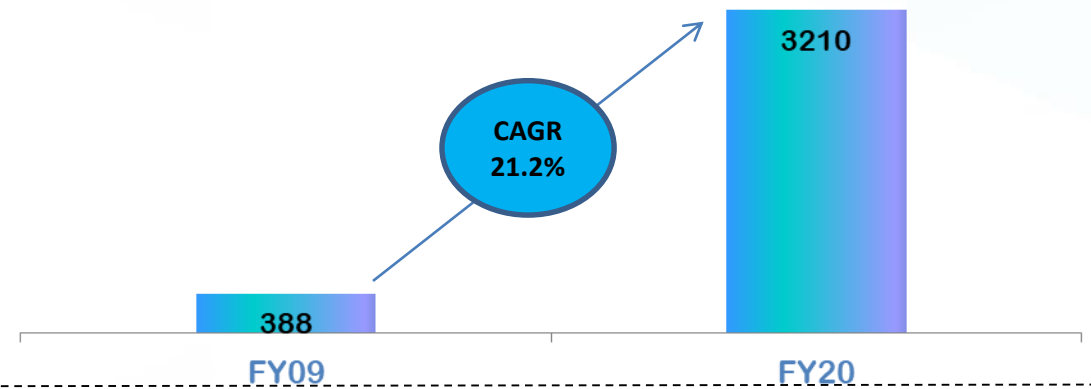
Total Income from Operations

₹ Mio.

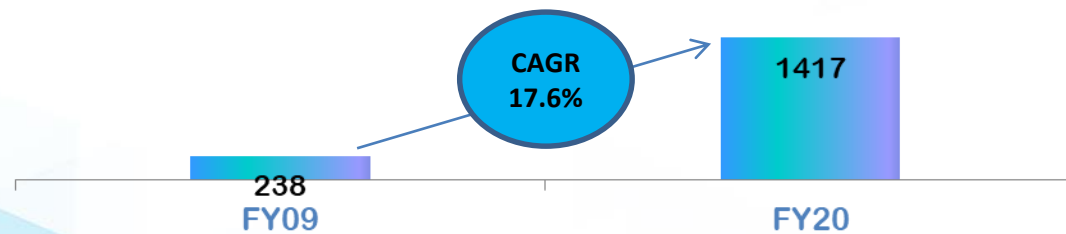


*EBIDTA

₹ Mio.

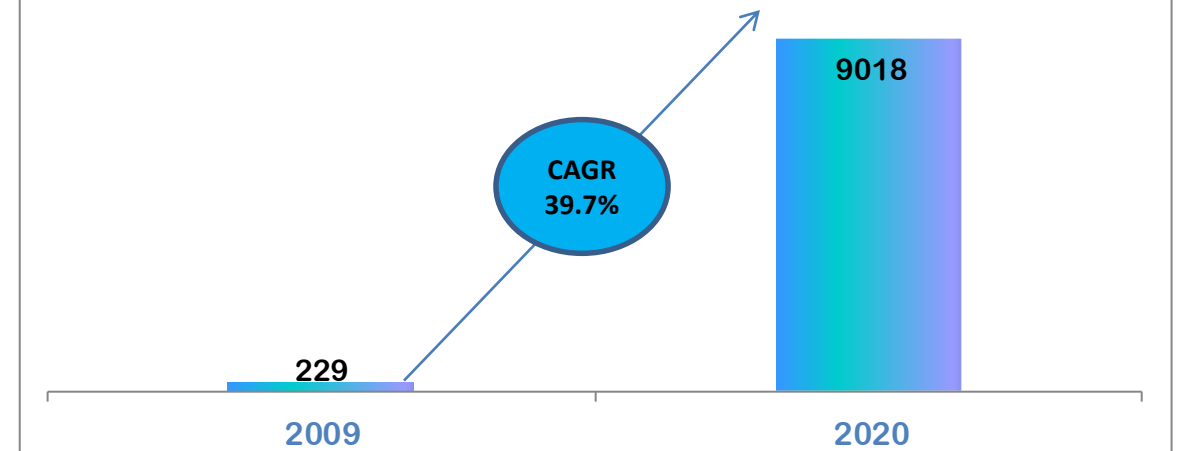


Profit After Tax



Market Cap.

₹ Crore



* FY09 financials as per IGAAP; FY20 financials as per INDAS and hence not comparable

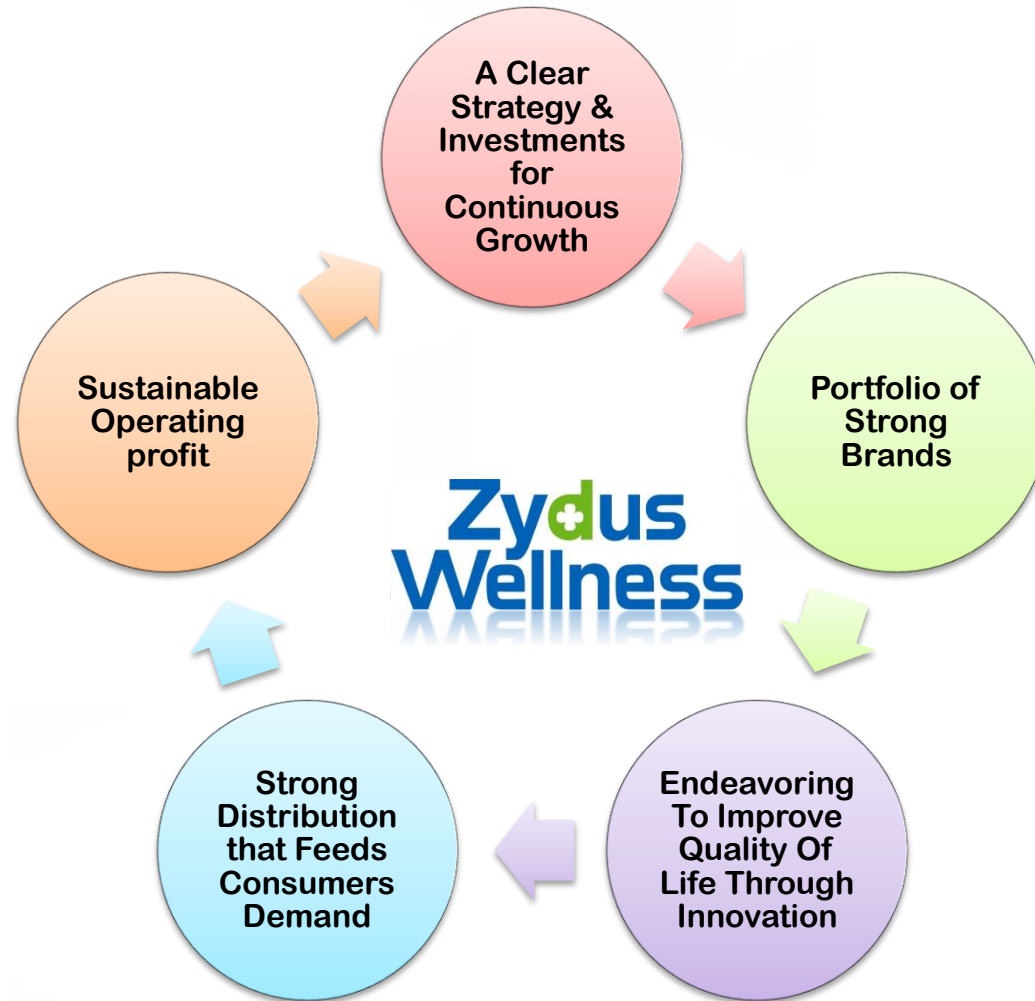
* EBIDTA is – EBIDTA before exceptional items

• Latest Market Cap is considered as on 30th July 2020

Strategy for Sustainable growth

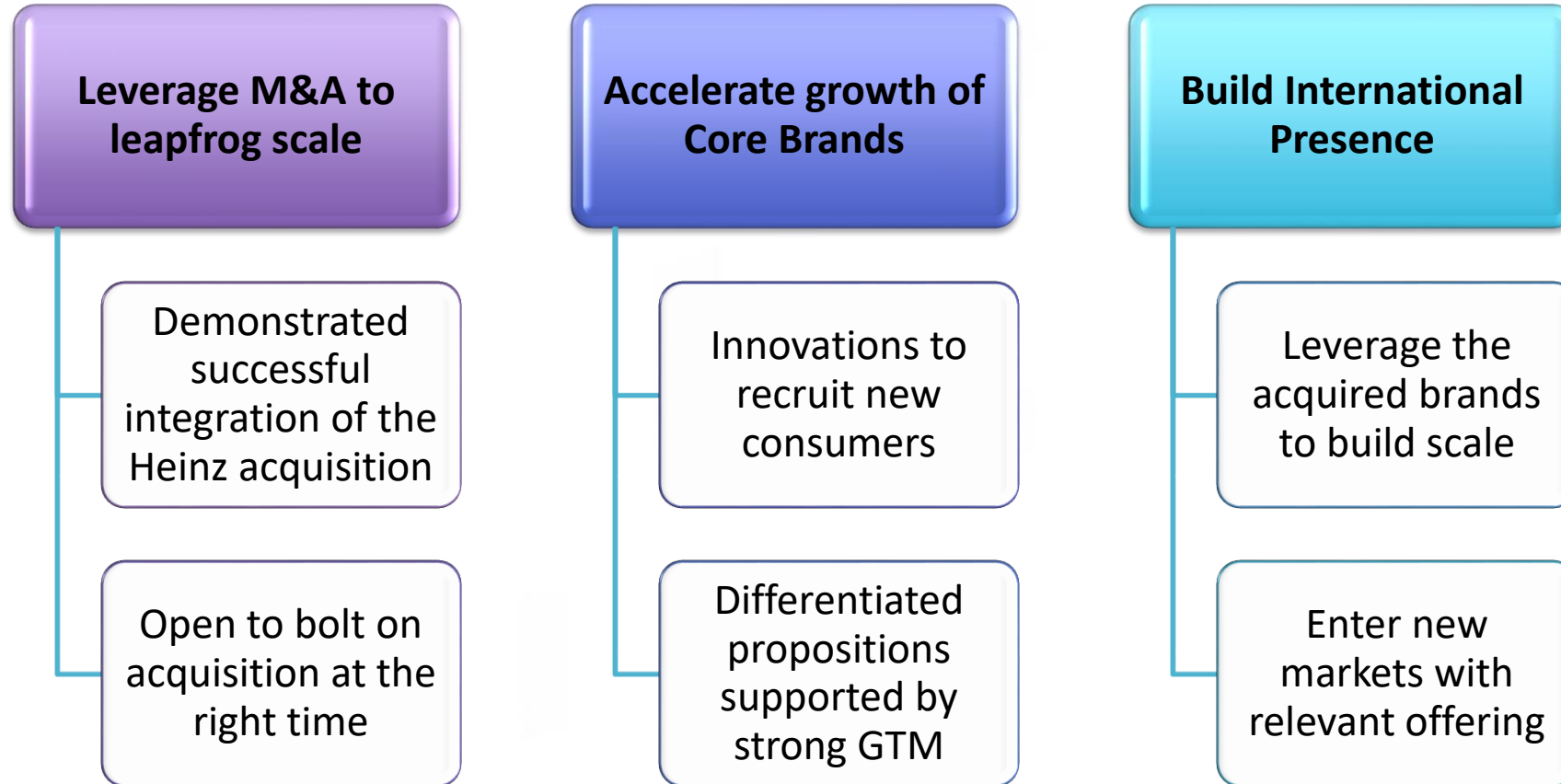


Right recipe for growth

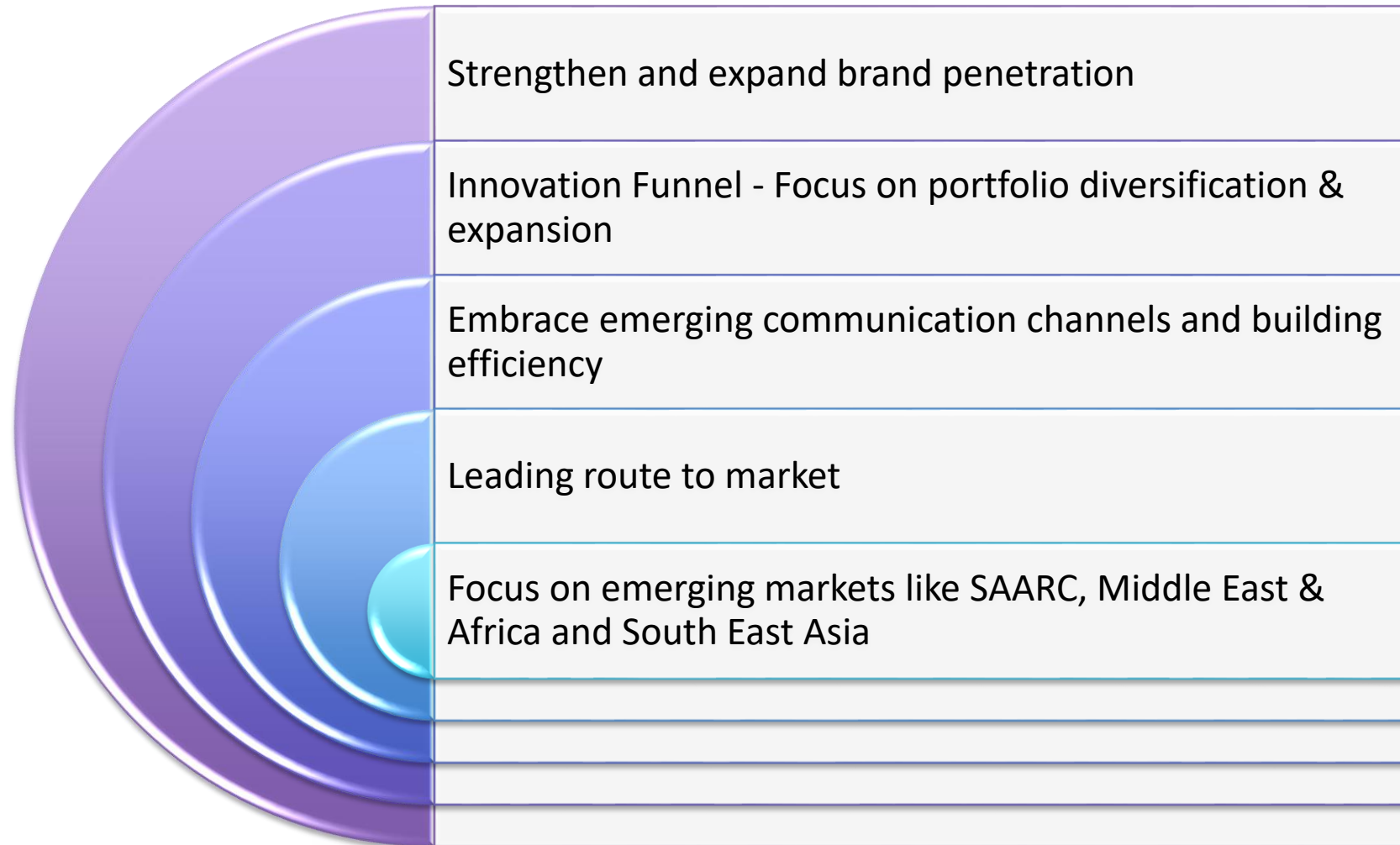


People centric and Value driven professional organization

Three Pillars to drive growth going forward..



Summary - Strategies for continued growth



THANK YOU