

Zy+us Wellness



Zydus Wellness – A part of Zydus Cadila Group

One of the leading Indian pharmaceutical companies with well diversified business across geographies and a presence across generics, branded generics, animal health, consumer wellness and others

#4⁽¹⁾

One of the leading pharmaceutical companies in India

Market share of 4.1%

#3⁽¹⁾

Top 3

in Oncology, Respiratory, Pain, Gynaecology TAs3

100+

ANDAs pending approval in the US

110+ products already commercialized

\$

1881 Mn

Fiscal year FY19 revenues

FY 19 - EBITDA of \$ 425 Mn

\$

3.7 bn⁽²⁾

Market capitalization

1. AWACS MAT March 2019

2. Market cap. As of 11th Jun 19

Zydus Wellness - An Introduction

Earliest entrant and category builder in the wellness segment

Who we are

We build new emergent categories with differentiated product propositions

Philosophy of building products that are “**Good for you**”



Philosophy

Build products that **empower consumers** to take direct control of their wellness goals

VISION

We bring **Wellness to your life**

We will create new experiences by our products that will nourish, nurture and energize your life

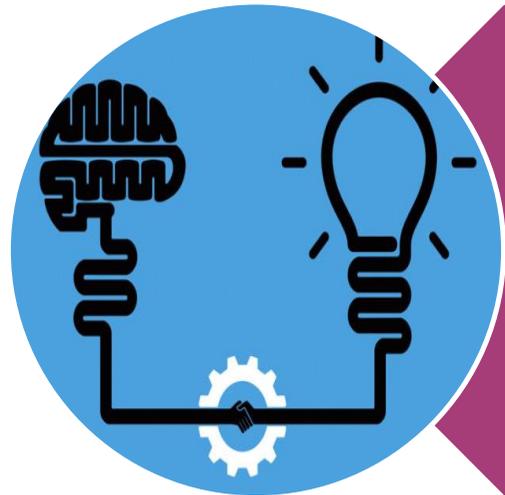
We shall lead the way through innovation

The Inflections Points in Zydus Wellness Journey...



Inorganic Growth

- Acquired Heinz India Private Limited, a company larger than itself.
- The inflection point represents the beginning of a bigger Zydus Wellness that is expected to graduate the Company into a new league, strengthen respect, catalyse growth and enhance long-term value



Innovation led organic growth

- The Company made four launches across three brands during the last financial year, the largest in any single year during the Company's existence
- The launches were made in relatively under-penetrated categories and product segments, strengthening the Company's commitment to build on existing platforms

Zydus Wellness - An Introduction

Over 28 Years of Operational Excellence

Market Leading Brands

Foods

Skin care

Instant energy powder

Health food drink

Sugar substitute

Butter substitute

Premium healthy ghee

Natural skin care

Prickly heat powder



SAMPRITI



Market Cap of ~1.3 bn USD *

5 Manufacturing Sites

(1) Rank within scrubs and peel offs sub-category - 85% market share in the peel-offs sub-category and 34% market share in the scrubs sub-category

* Market cap is based on exchange rate as on 30th Aug 19



Market rank

Zydus Wellness

Strong Management Expertise

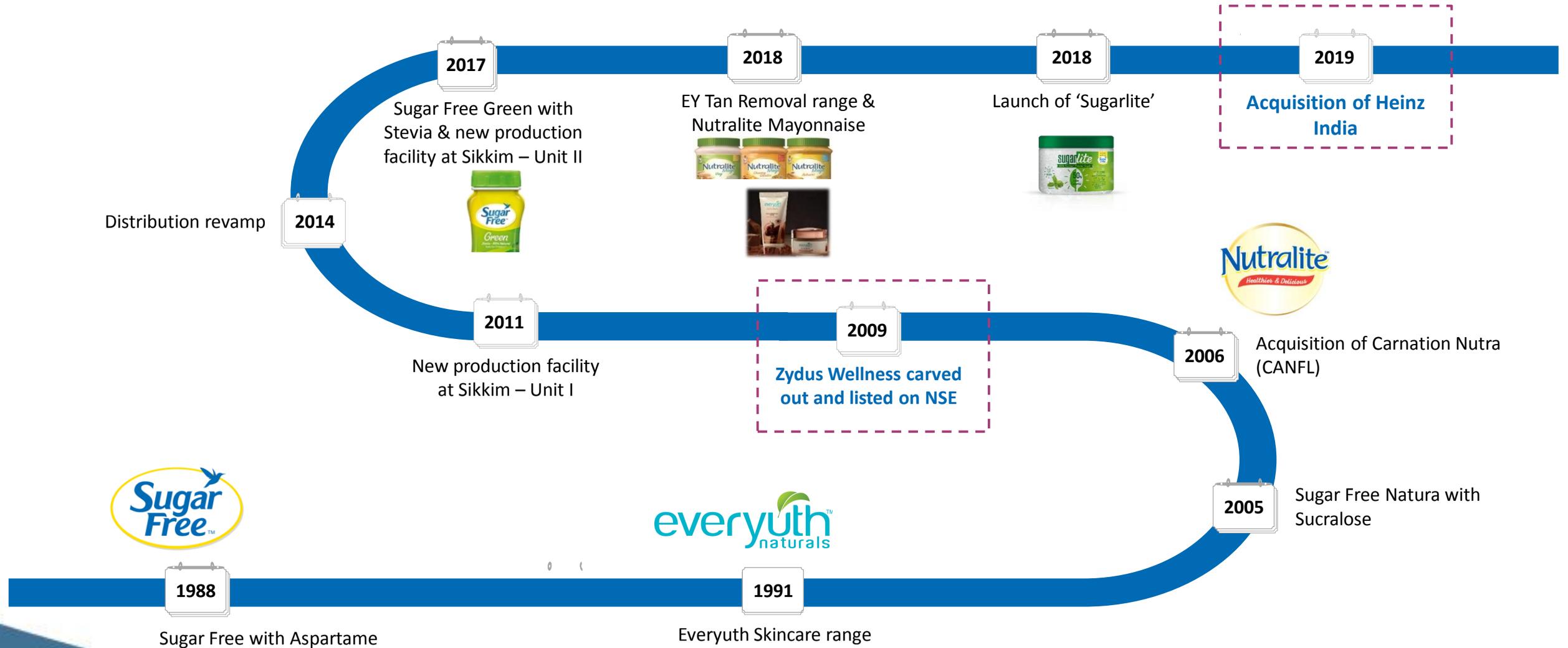
Experienced and Diversified Board members

Board with Global Experience

	<p>Dr. Sharvil P Patel – Chairman & Non-Executive Director</p> <ul style="list-style-type: none"> • 21 years experience • He is also Managing Director – Cadila Healthcare Limited 	<p>Work experience</p> 
	<p>Tarun Arora – CEO & Whole-time Director</p> <ul style="list-style-type: none"> • 23 years experience 	
	<p>Srivishnu Raju Nandyala– Independent Director</p> <ul style="list-style-type: none"> • 18 years experience 	<p>EXCIGA Group</p>
	<p>Dharmishta N. Raval– Independent Director</p> <ul style="list-style-type: none"> • 35 years experience 	
	<p>Ganesh Nayak – Non-executive Director</p> <ul style="list-style-type: none"> • 41 years experience 	
	<p>Kulin S Lalbhai– Independent Director</p> <ul style="list-style-type: none"> • 6 years experience 	 
	<p>Savyasachi S. Sengupta– Independent Director</p> <ul style="list-style-type: none"> • 35 years experience 	  
	<p>Ashish Bhargava - Nominee Director</p> <ul style="list-style-type: none"> • 20 years experience 	 

Company history over the years...

40x increase in shareholder value in the last 12 years to reach a market valuation⁽¹⁾ of INR 9,000crs+



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



#1 player in its category with a dominant 94% market share; Strong product pipeline coupled with favorable Industry outlook will continue to drive future growth



- Launched in 1988. A Healthier Sugar Alternative
- Category defining undisputed market leadership share of ~ 94%
- Continuous efforts to strengthen consumer connect and promote health & fitness through media campaigns and celebrity endorsements
- Significant growth potential 60 mn+ diabetics in India with an increasingly health-conscious urban population
- Category leadership reinforced through innovative products like Sugar Free Green and Sugarlite



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

Market leadership being supported by rising market penetration



- 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 growing ahead of the category
- Growth drivers include increasing penetration of Scrubs and Peel Off masks and premium skin care launches like tan removal range



Zydu
Wellness

Nutralite

India's #1 butter substitute and leader of low calorie spread category

- Nutralite is India's No.1 Table Spread & a healthier alternative to Butter which is promoted through regional media campaigns
- Cholesterol Free, has no Trans Fats. The premium range is fortified with Omega 3 and Vitamin A, D & E.
- Re-launched in new packaging and improved taste. Also launched two new flavoured variants
- Launched new Mayonnaise in retail segment with three new flavours, fortified with Vitamins A, D and E



Zydus
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Glucon-D



- Category-leading brand with 98% product recall
- Regular variant contains 99.4 % of pure glucose ; 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 2019)



Regular

Mango Punch

Tangy Orange

Nimbu Pani

Complan

Legacy trusted brand with 90% recall value



- Milk-based health food drink
- 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



Nycil

Market leading and legacy brand in the prickly heat powder category



- Heritage brand of 50+ years
- One of the most trusted prickly heat powder brands
- Established efficacy through the germ fighter formula; protect from sweat, body odour, rashes, itching and heats
- Variants comprise Cool Herbal, Cool Gulabjal, Cool Classic, Cool Chandan, Cool Excel, Classic and Lavender Excel



Celebrity Endorsements



Strong manufacturing and distribution capabilities

Manufacturing Capabilities

- Company manufactures an innovative range of health and wellness products across **five manufacturing facilities** — **one in Gujarat and two in Sikkim, one in Aligarh and one in Sitarganj** — that are distributed and marketed pan-India
- **Manufacturing integrity and Supply chain efficiency** form **key pillars** driving the strategic advantages



Distribution Capabilities

20

Cold Chain Warehouses



46

Ambient Warehouses



1,500+

Distributors



2 million+

Customer Touch-points

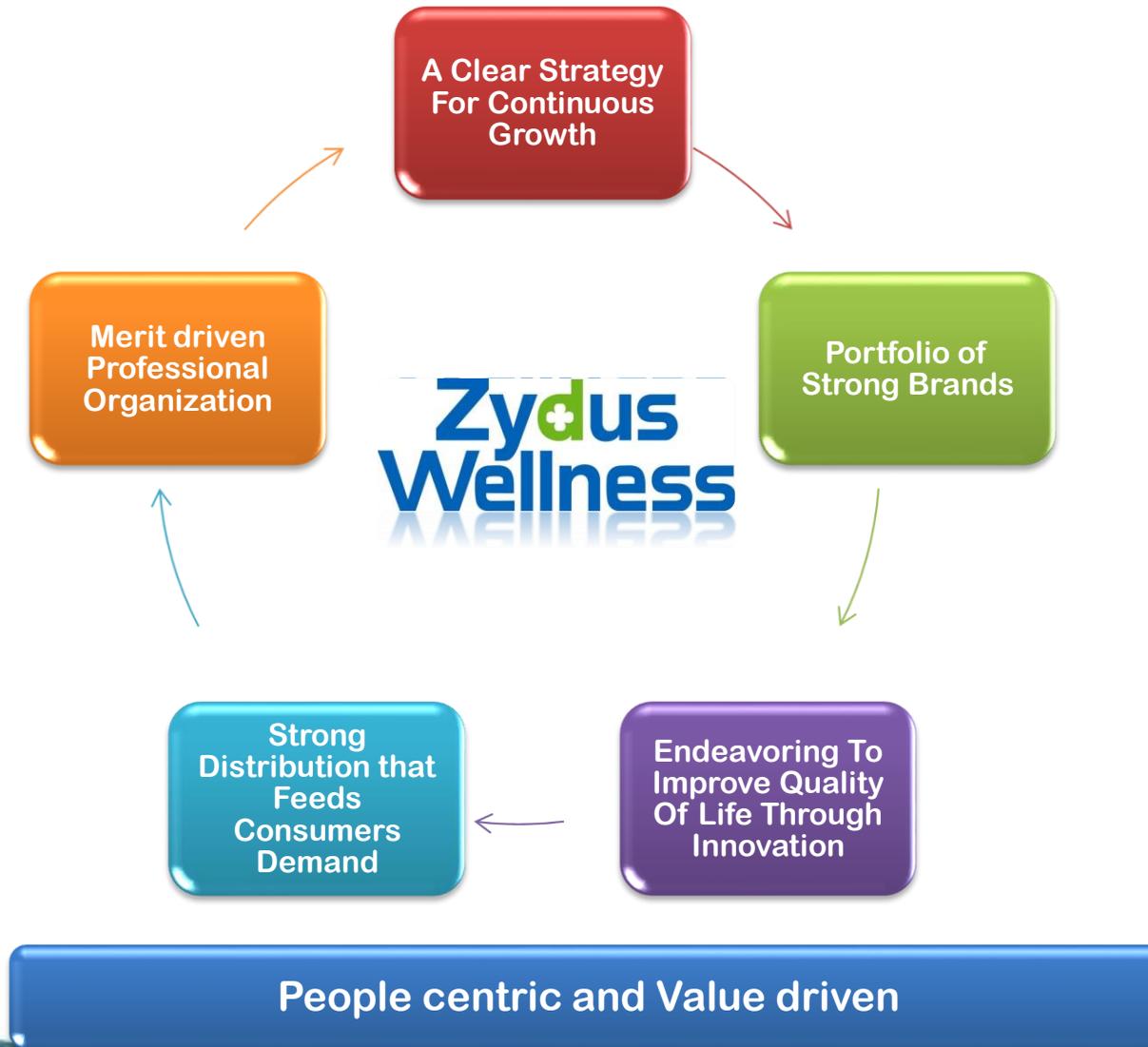


2,000+

Feet-on-Street Representatives

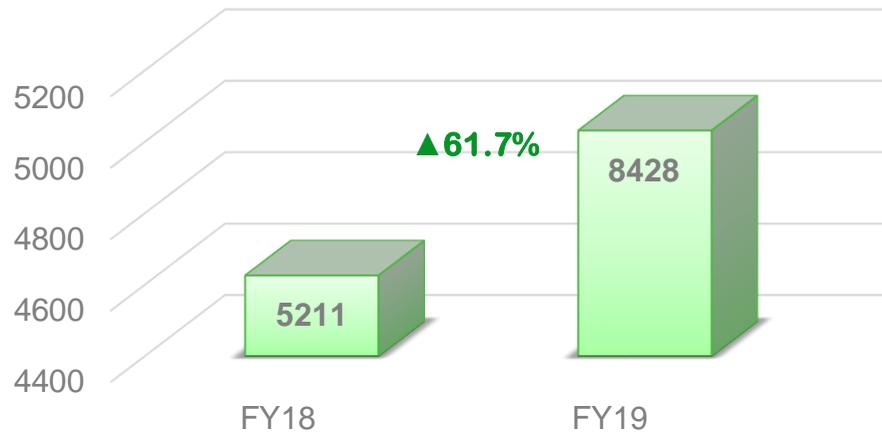


Right recipe for growth

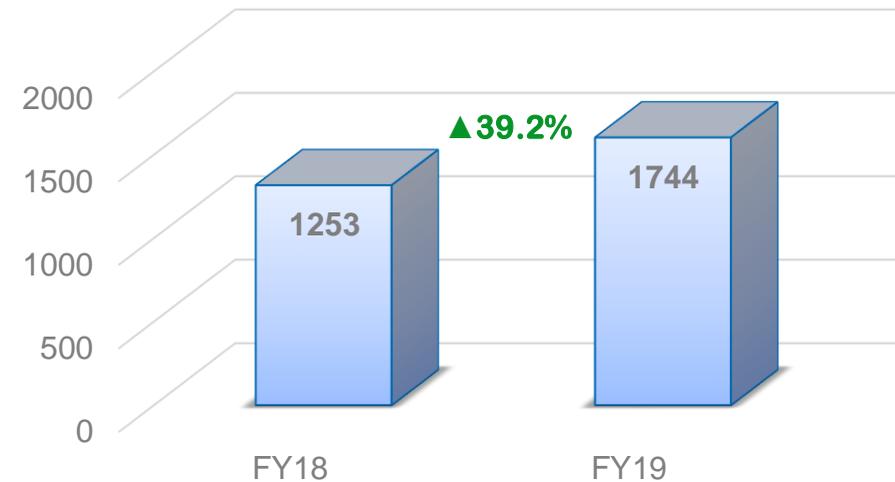


* Key Financial Numbers – FY 19 (Consolidated)

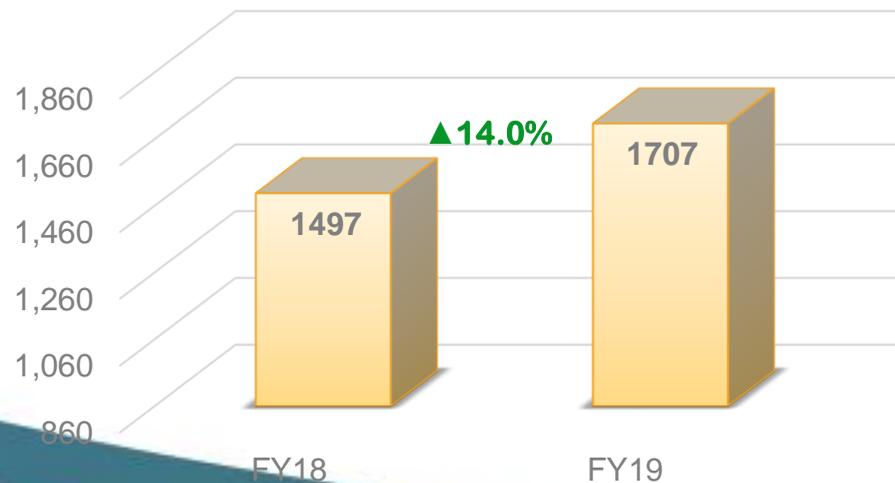
Total Income from Operations (Rs. Mio.)



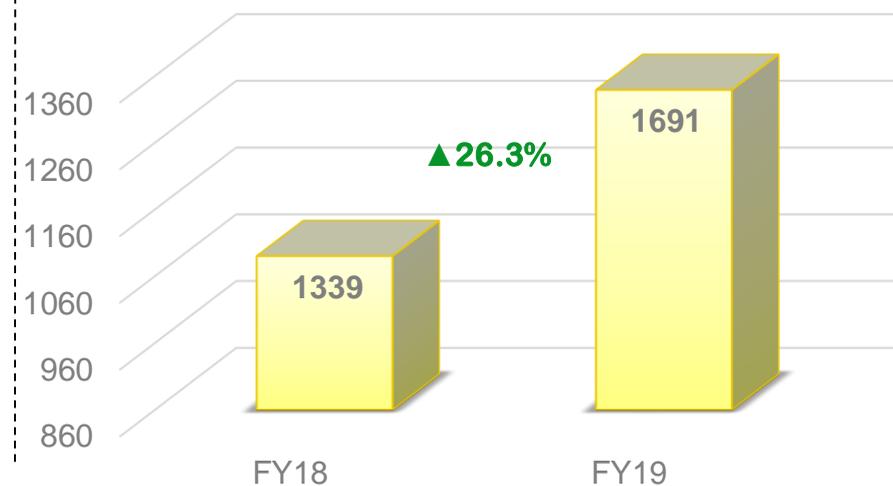
EBIDTA (Rs. Mio.)



PBT (Rs. Mio.)



Net Profit (Rs. Mio.)



* The above numbers includes results of the acquired business from January 30, 2019 to March 31, 2019, hence not comparable

Three Pillars to drive growth going forward..

Leverage M&A to leapfrog scale

- **Acquisition of Heinz India**
- **Two of the four brands acquired are market leaders**

Accelerate growth of Core Brands

- Innovations to recruit new consumers
- Differentiated propositions supported by strong GTM

Build International Presence

- Leverage the acquired brands to build scale
- Enter new markets with relevant offering

Summary - Strategies for continued growth



THANK YOU