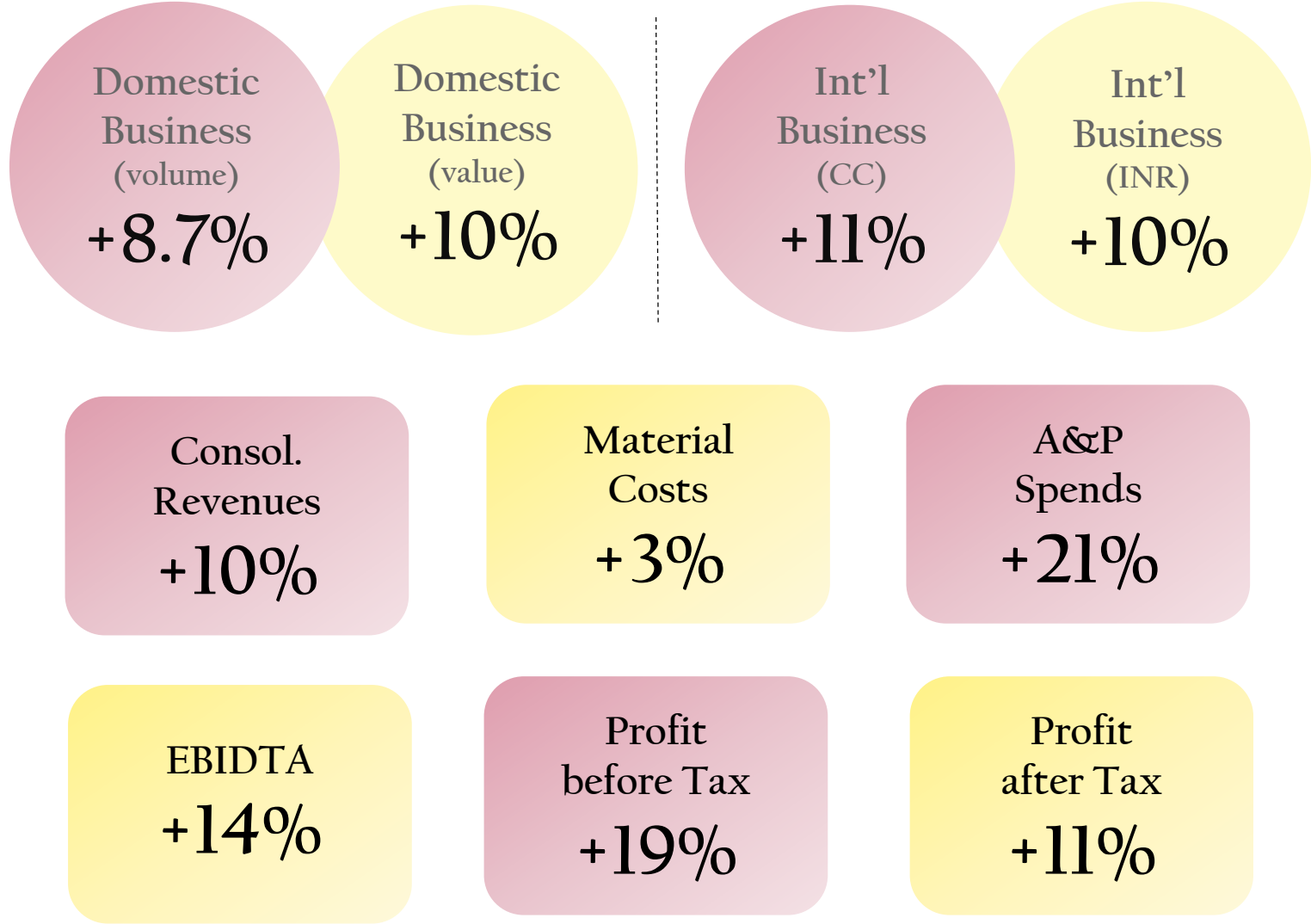


Aa gaya hai
Comedy ka
Baadshah
Rahat ka Raja!



Q1Y25 Performance Snapshot



Margins

- Gross Margins +230 bps
- A&P Spends +190 bps
- EBIDTA Margins +90 bps
- PBT Margins +160 bps
- PAT Margins +10 bps

Note: All numbers are on Consolidated Financial basis

Domestic Brand wise Performance

Navratna & Dermicool Range



QIFY25
Growth
+27%

- ▶ Roped in renowned comedian Kapil Sharma and team for a new campaign for Navratna Cool Oil- “Thandak ka Badshah”
- ▶ Strong marketing inputs with enhanced BTL support for Navratna Cool oil and 360° activations for Navratna Cool Talc
- ▶ Launched first prickly heat powder for women – “Dermicool Her” in May’24 with fresh floral fragrance & silky smooth feel
- ▶ Extended the brand equity by launching Dermicool Cool Soap
- ▶ Launched innovative activation : Dermicool Traffic Shades at major crossings providing relief to commuters from the harsh summers – received strong visibility on print and social media

Domestic Brand wise Performance

Healthcare Range



QIFY25
Growth
+11%

- ▶ OTC & Medico range posted high single digit growth while Zanducare grew strongly led by Digital first portfolio
- ▶ Increased BTL campaigns through consumer sampling focus on high growth potential brands such as Zandu Ayurvedic Cough Syrup, Health Juices, Zandu Chyavanprash
- ▶ Launched 5 new Digital first products on Zanducare

BoroPlus Range



QIFY25
Growth
+4%

- ▶ Strong double digit growth in Prickly heat powder, Aloevera gel and moisturizing lotions.
- ▶ Launched a new SKU of BoroPlus Aloe Neem Lotion for traditional trade channel

Domestic Brand wise Performance

Pain Management Range



QIFY25
 Growth
-7%

- ▶ Extended summers with strong heat waves impacted sales; decline arrested from June'24
- ▶ Participated in religious fairs & festivals - Pandharpur (Maharashtra), Jagannath puri (Orissa), Navchandi (UP) and marathon in Surat and Physiotherapist conference

Male Grooming Range



QIFY25
 Growth
-5%

- ▶ Recent launch of Fair and Handsome Nature First range of Cream and Facewash performing well

Domestic Brand wise Performance

Kesh King Range



QIFY25
Growth
-15%

- ▶ Promoted Kesh King Oil across mediums with constant BTL support & activated micro market drive focusing on Maharashtra, West Bengal & Bihar
- ▶ Launched new TVC with Shilpa Shetty & Palak Tiwari to drive awareness & consideration for Kesh King Shampoo.
- ▶ Launched Kesh King Organic Rosemary Oil & Shampoo

7 Oils in One



QIFY25
Growth
+9%

- ▶ Google Display Ads branding initiative undertaken to increase the awareness for the brand in priority and metro cities

Strategic Subsidiaries



THE MAN COMPANY



Sales grew strongly by 23%

New Launches – Q1FY25

Digital first launches on Zanducare



Dermicool Her Prickly Heat Powder



Dermicool Soap



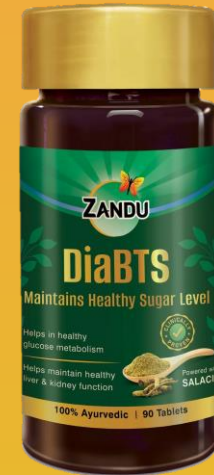
Kesh King Organic Rosemary Oil & Rosemary Shampoo



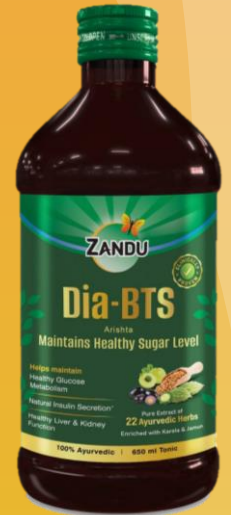
Zandu Ashwagandha 66 (KSM-66) capsules



Zandu Neelibhringar Oil



Zandu DiaBTS tablets



Zandu Dia-BTS tonic

Zandu Shilajit Gold Plus Resin



Deepening Consumer Connect: TV & Outdoor



New TVC's



“Thandak Ka Badshah” campaign with Kapil Sharma & team for Navratna Cool Oil



New TVC for Dermicool highlighting the Double Power of Neem & Tulsi and LUP pack



New TVC for Kesh King Shampoo featuring Shilpa Shetty & Palak Tiwari

TV Campaigns



Associate Sponsorship with TV9 across TV and Digital during 2024 general elections



TVC for Navratna cool talc featuring Varun Dhawan emphasizing “Cooling+Fragrance”



TVC for Kesh King featuring Shilpa Shetty

Outdoor



Innovative Traffic shades for Dermicool & Hoardings for Kesh King

Deepening Consumer Connect: Print Campaigns

नया बेहतर DERMICOOOL जो दे घमौरियों से असरदार ठंडी राहत
अब इसमें है नीम और तुलसी का डबल पावर

घमौरियाँ

WITH THE **DOUBLE POWER** OF NEEM & TULSI

Dermi COOL
PRICKLY HEAT POWDER
WITH NEEM & TULSI

WITH THE **DOUBLE POWER** OF NEEM & TULSI

नवरत्न
आयुर्वेदिक तैल

सिर दर्द, बकवाट, टेंशन, अनिद्रा लड़ी राहत का राजा

डॉ. अमरेंद्र रावत

डिस्कोन्ट 9 नवीं-सुदी 11 वारी 2 मिटर टी वी सी डे

सिर दर्द, बकवाट, टेंशन, अनिद्रा
डॉ. अमरेंद्र रावत

केश किंग- बाल झड़ना रोके | नए बाल उगाए

जब POLLUTION और HARD WATER मेरे हेयरफॉल का कारण बन, मैंने काफी कुछ TRY किया पर सिर्फ केश किंग ने असर दिया था

मे बहुत खुश थी जब मुझे अपनी पत्नी-नेकेरी मिली थी, मुझे एक नए बाल मे सिर्फ दिना पड़ा था

पर खुश रहने के बाद ही खबर मे hard water और pollution के कारण से बाल झड़ने का कारण पता चला, यही तक कि मैं बहाने करने और नए सैलोन में जाने में कतरने लगी

तब मेरे दोस्तों के कहने पर और online reviews पढ़ने के बाद मैंने केश किंग आयुर्वेदिक तैल चुना

एक महीने में ही एक दिवसे क्या, बाल झड़ना' तो कम हुआ ही, साथ ही नए बाल भी उगने लगे

अब मेरा छोटा बाल confidence रीट आया है

बैक वू केश किंग

— पूजा (पुनर्व, मद्रास)

21 दिन में असर

Rated 4.5 ★★★★★ on Flipkart

International Certificate

A Phlegm Reducer

Very effective in all types of hairfall and regrowth. Hair oil powder. Hair oil powder.

Kesh King
AYURVEDIC OIL

INDIA'S NO.1 HAIR FALL EXPERT

अप्रैल 2014 में आयुर्वेदिक तैल विनियमन अधिनियम के परिणामी के अन्तर्गत पर

Navratna COOL TALC

बढ़ती गर्मी से परेशान? दुनिया का सबसे छोटा AC, नवरत्न कूल टैल्क देगा आराम।

50 40 30 20 10

डॉ. अमरेंद्र रावत

डॉ. अमरेंद्र रावत

एक्स्ट्रा ठंडक भरा राहत का राजा
आँवला और भृंगराज युक्त

एक्स्ट्रा ठंडा एक्स्ट्रा ठूल

नवरत्न आयुर्वेदिक तैल

Also available on Flipkart

नवरत्न
आयुर्वेदिक तैल
एक्स्ट्रा ठण्डा

इसकी 2 मिनट की चमपी दे सरदर्द गर्मी टेशन से ठंडी राहत

गर्मी जब करे हड़ पार... राहत का राजा दे असरदार ठंडक हर बार

नवरत्न
आयुर्वेदिक तैल

डॉ. अमरेंद्र रावत

कब्ज़ से आज़ादी
इंद्र नित्यम

रातोंरात गैस-एसिडिटी पेट साफ़ बिना पेट आराम से राहत करे मरोड़

हल्का और चुरचुरे महसूस करें

एक दिन, त्रिफला, स्वर्णमूली, वाडिया, लौह, हरीतकी, संतर

1 बार में असरदार राहत
इंद्र नित्यम
आयुर्वेदिक कफ़नाशक टैबलेट

बार-बार एसिडिटी, गैस, बदहज़मी? मुख्य कारण है आपका कमजोर पाचन

अपनाएँ इन्द्र पंचारिष्ट

आजकी पेट की तकलीफों से पाचन शक्ति बढ़ाएं पाचन को जड़ से मजबूत करें

पाचन कवच
35 आयुर्वेदिक तत्व

इंद्र पंचारिष्ट

डॉ. अमरेंद्र रावत

1800 572 8000

झड़ते बालों के लिए HARMFUL CHEMICAL शैम्पू छोड़ो आयुर्वेदिक केश किंग अपनाओ

98% तक हेयरफॉल घटाए | बाल शानदार बनाए

21 दिन में असर

Kesh King
AYURVEDIC SHAMPOO

₹2-
Kesh King

15.5ml

अप्रैल 2014 में आयुर्वेदिक तैल विनियमन अधिनियम के परिणामी के अन्तर्गत पर

Navratna COOL TALC

जब गर्मी बढ़ जाए, नवरत्न कूल टैल्क की खुशबूदार ठंडक राहत दिलाए

डॉ. अमरेंद्र रावत

अंदर से मजबूत बाहर से दिनभर सेट

बालों को बनाते है क्रेमियम और उबे-उबे Emami 7 Oils in One Hair Oil, में है क्रेमियम, क्रेमियम, क्रेमियम और 7 तैल का संगम। पिछला तैलुंगी केवल मुझे एक जगह केवल मुझे एक जगह पर ही, अब मुझे एक जगह केवल मुझे एक जगह पर ही।

फ्री 7 Oils in One Hair Oil

emami 7 OILS IN ONE
NON STICKY HAIR OIL

FREE ₹10

18gm

Deepening Consumer Connect: Digital Campaigns

Navratna Cool Chase Digital game



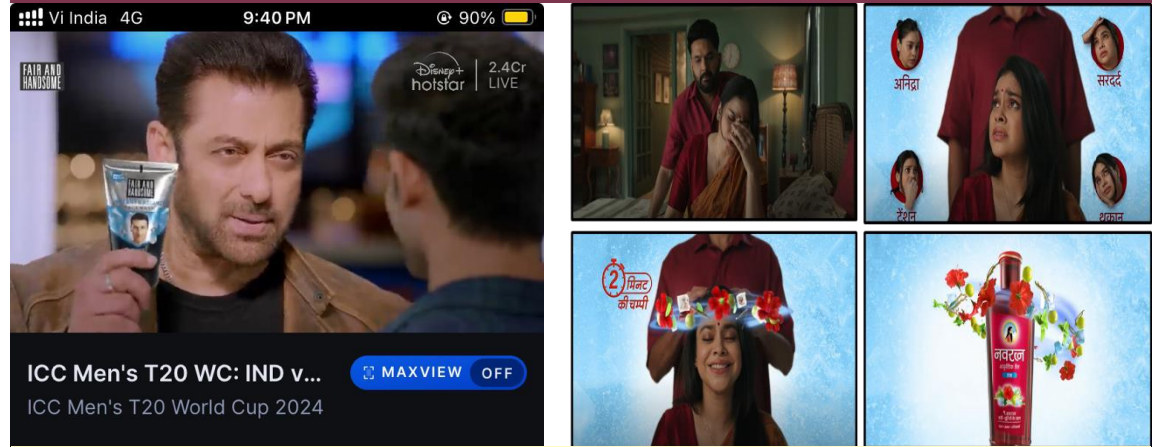
7.0 cr+
virws

Hookstep challenge for Kesh King Shampoo



1.1 cr+
views

Hotstar mobile integration during T20 World Cup



32 cr+ impressions

Dynamic Creative Optimization for Navratna



2.3 cr impressions

Navratna Garmi Campaign on Youtube and Facebook



2.1 cr+
virws on YouTube
2.6 cr+
virws on Facebook

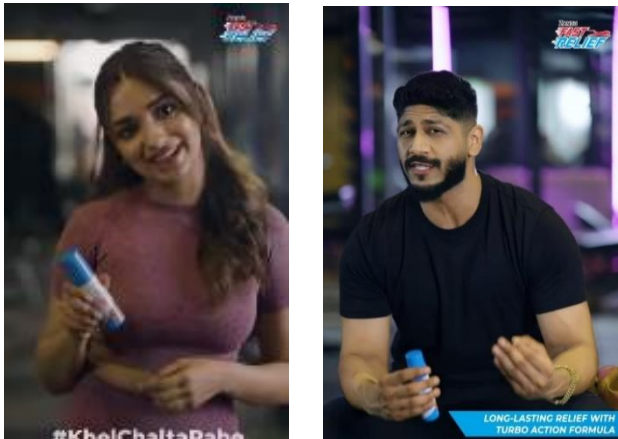
Campaign with Karan Tacker for Fair and Handsome Nature First



6.2 cr impressions

Deepening Consumer Connect: Influencer marketing

Zandu Fast Relief Campaign



16.8 mn views

World Laughter Day Campaign for Navratna



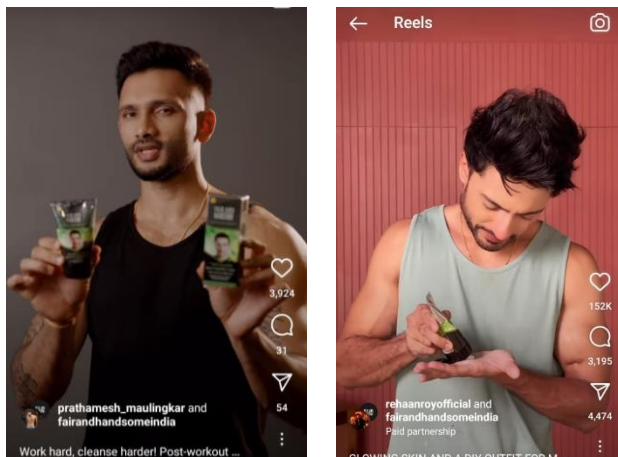
2.2 mn views

Dance Influencers for Kesh King



306k views

Fair & Handsome Nature Flrst campaign



3,8 mn views

Influencer campaign for Kesh King Onion Range



Deepening Consumer Connect: BTL Activations

Branding in -250 buses



6200+ Auto Hood branding



Branding in 440 local trains



6800+ Dealer Board Branding



3200+ Wall paintings & wraps



600+ Railway Station Branding



130+ Chemist outlet branding



Sunshades



Rural Vans



Deepening Consumer Connect: BTL Activations

Navratna Cool Zones



GT POSM Execution



Modern Trade activations



Participation in major fairs & festivals



Counter tops & Dispenser boxes



International Business

Growth in Constant
Currency
+11%

Growth in INR terms
+10%

Contribution to
overall Sales
15%

SAARC & SEA (46% contribution)

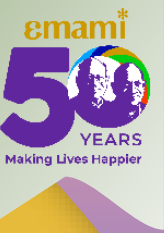
MENA (41% contribution)

CIS (7% contribution)



Strong growth in MENA & SAARC regions

Profitability



QIFY25
Revenues
₹ 906 cr

QIFY25
Gross Profit
₹ 613 cr

QIFY25
A&P Spends
₹ 184 cr

QIFY25
EBIDTA
₹ 216 cr

QIFY25
PBT
₹ 178 cr

QIFY25
PAT
₹ 153 cr

Revenue
Growth
+10%

Gross Profit
Growth
+14%

A&P Spends
Growth
+21%

EBIDTA
Growth
+14%

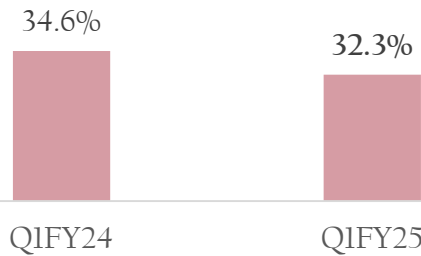
PBT
Growth
+19%

PAT
Growth
+11%

Financial Analysis

Cost of Goods Sold (as a % of Revenues)

-230 bps



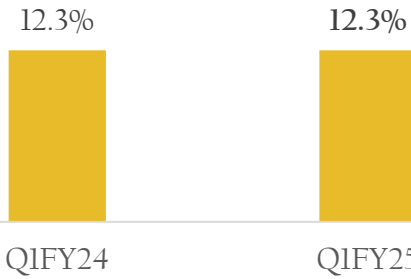
Q1FY24

Q1FY25

Grew by 3% over PY

Staff Costs (as a % of Revenues)

Flat



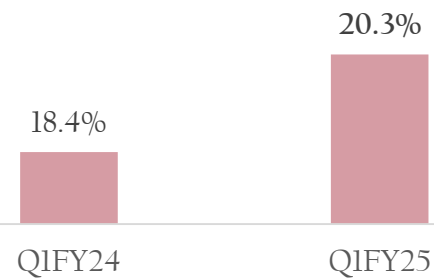
Q1FY24

Q1FY25

Grew by 10% over PY

A&P Costs (as a % of Revenues)

+190 bps



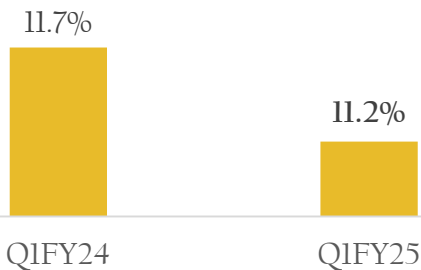
Q1FY24

Q1FY25

Grew by 21% over PY

Admin & Other Exp (as a % of Revenues)

-50 bps

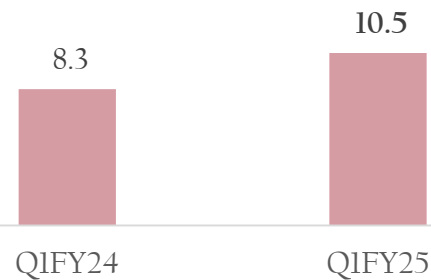


Q1FY24

Q1FY25

Grew by 5% over PY

Other Income (₹ in cr)

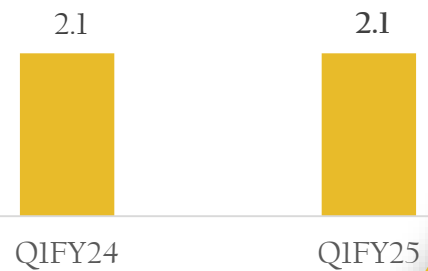


Q1FY24

Q1FY25

Grew by 26% over PY

Interest Paid (₹ in cr)



Q1FY24

Q1FY25

Declined by 4% over PY

Consolidated Financials

₹ in crore

Particulars	QIFY25	%	QIFY24	%	Growth over PY	FY24	%
Net Sales	896.5	98.9%	814.3	98.6%	10.1%	3,530.3	98.7%
Other Operating Income	9.6	1.1%	11.4	1.4%	-15.9%	47.8	1.3%
Revenue from Operations	906.1	100.0%	825.7	100.0%	9.7%	3,578.1	100.0%
Materials Cost	293.0	32.3%	285.6	34.6%	2.6%	1,160.5	32.4%
A&P	183.7	20.3%	151.9	18.4%	21.0%	652.2	18.2%
Staff Cost	111.1	12.3%	101.4	12.3%	9.5%	395.6	11.1%
Admin and other expenses	101.8	11.2%	96.8	11.7%	5.2%	420.2	11.7%
EBIDTA	216.5	23.9%	190.0	23.0%	13.9%	949.5	26.5%
Other Income	10.5	1.2%	8.3	1.0%	26.3%	46.8	1.3%
Interest	2.1	0.2%	2.1	0.3%	-3.9%	10.0	0.3%
Amortisation of acquired TM's/ brands	23.2	2.6%	23.2	2.8%	0.2%	93.2	2.6%
Depreciation/Amortisation of other assets	21.2	2.3%	22.8	2.8%	-7.1%	92.7	2.6%
PBT before Exceptional Items	180.5	19.9%	150.2	18.2%	20.2%	800.4	22.4%
Share of Profit /(loss) of associate	(2.1)	-0.2%	(0.5)	-0.1%	318.4%	(3.7)	-0.1%
Exceptional Items	-	0.0%	-	0.0%		(5.9)	-0.2%
PBT	178.4	19.7%	149.7	18.1%	19.2%	790.8	22.1%
Tax	27.8	3.1%	12.9	1.6%	115.3%	66.7	1.9%
Profit After Tax	150.6	16.6%	136.8	16.6%	10.1%	724.1	20.2%
Non controlling interest	(2.0)	-0.2%	(1.0)	-0.1%	110.7%	0.6	0.0%
Profit for the Period	152.6	16.8%	137.7	16.7%	10.8%	723.5	20.2%

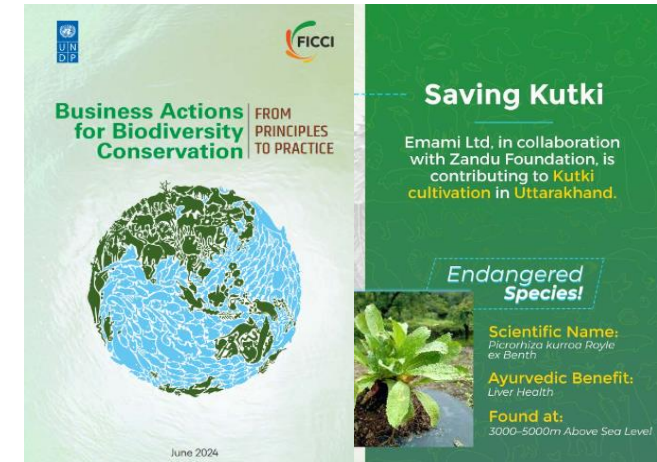
Awards, Accolades & Recognitions



Honoured with 'Most Enduring Brand of the Year 2024' by Adgully's Marketing & Advertising Awards Kolkata Chapter, at the esteemed platform of CMOs' Charcha - 2024.



Received the SIES SOP Star Award 2023 in the Health & Personal care category for the unique packaging of Kesh King Organic Shampoo range



Featured in the FICCI-UNDP report "Business Actions on Biodiversity Conservation" highlighting the Company's efforts to protect the endangered Kutki herb

INTRODUCING
NEW DERMICOOOL



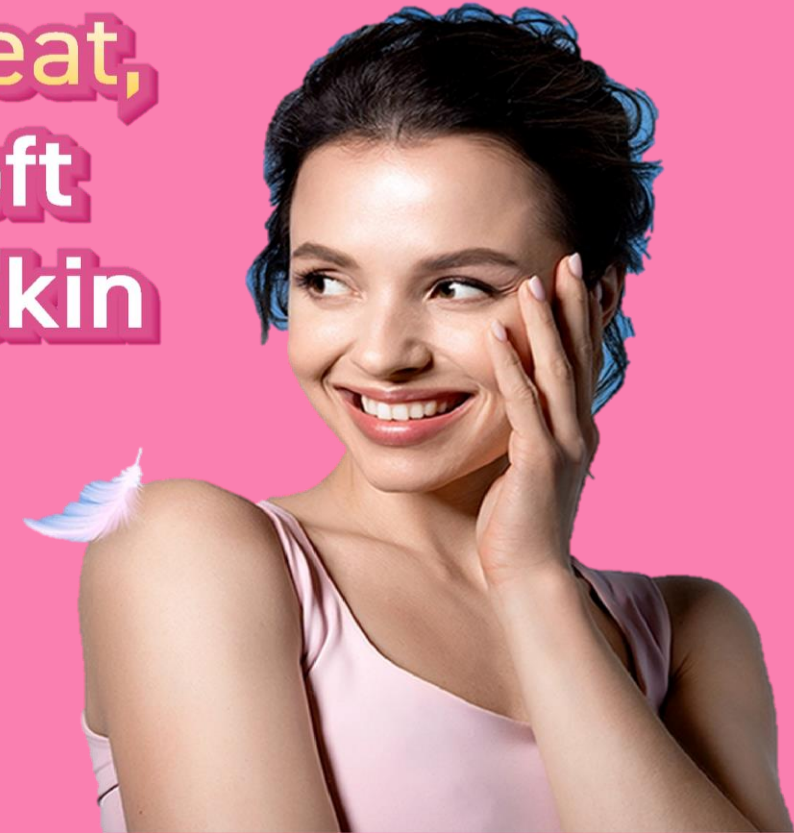
Her



With
Silky Smooth Texture



Tough on
prickly heat,
silky-soft
on your skin



Thank you