

September 11, 2020

Listing Department Code: 531335

**BSE LIMITED** 

P J Towers, Dalal Street, Fort, Mumbai–400 001

Listing Department Code: ZYDUSWELL

### NATIONAL STOCK EXCHANGE OF INDIA LIMITED

Exchange Plaza, Bandra Kurla Complex, Bandra (E), Mumbai–400 051

Re: <u>Investor Presentation.</u>

Dear Sir / Madam,

Please find enclosed the investor presentation to be made to selected investors through virtual mode. The said presentation will be made to selected investors on September 11, 14, 15 and 16, 2020.

The said presentation is being uploaded on the website of the Company.

Please bring the above information to the knowledge of investors at large.

Thanking you,

Yours faithfully,
For, **ZYDUS WELLNESS LIMITED** 

DHANRAJ P. DAGAR COMPANY SECRETARY

Encl.: As above





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# **Agenda**

- 1 Company overview
- 2 Key highlights
- 3 Recent updates
- 4 Appendix





# **Company overview**



25+

Years of operations



4

brands as category market leaders<sup>1</sup>





2.1x

5yr share price appreciation<sup>2</sup>



INR 1,767 Cr

FY20 Revenue from operations



18.2%

FY20 EBITDA margin



End consumers



1,700+

Distributors



~2,000

Feet-on-street representatives

### **Brands**









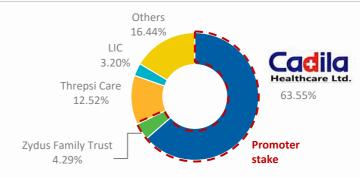








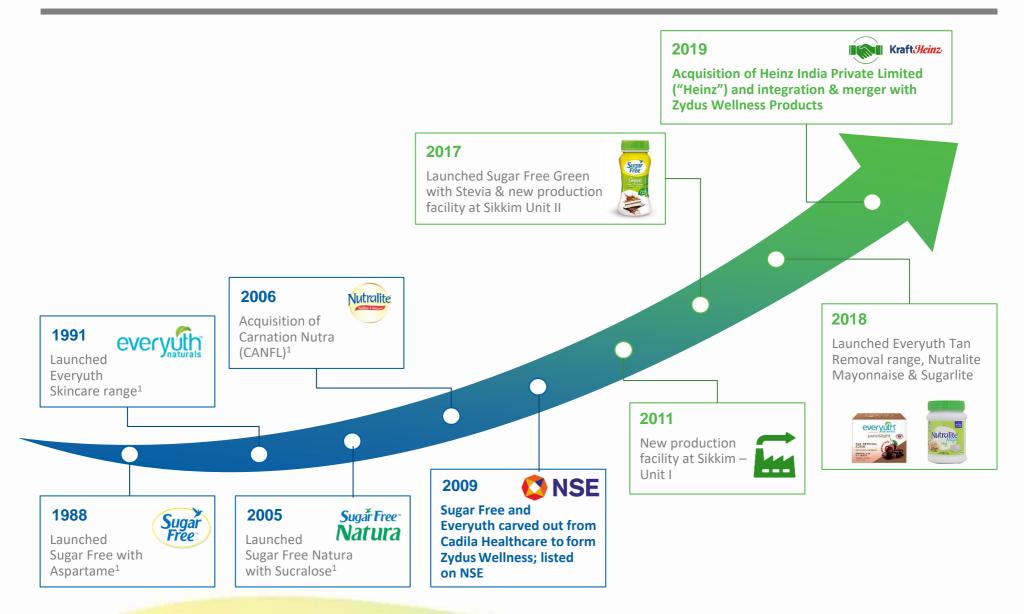
### **Shareholding structure**<sup>3</sup>



- Majority ownership by one of the leading Indian pharmaceutical companies
- Research facilities and team transferred to the company during the carve-out



# Key milestones in our journey



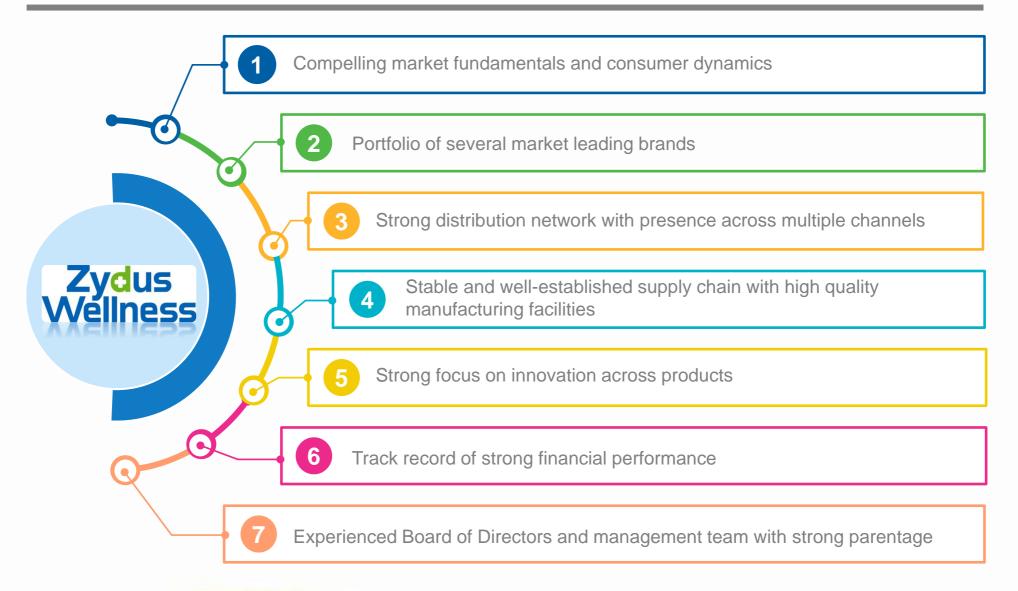
Source: Company information

Note: <sup>1</sup> Milestones that happened before the company was carved out from Cadila Healthcare





# Right recipe for growth



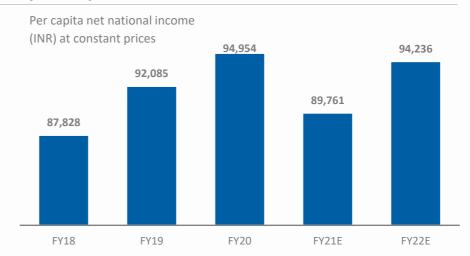


# 1

# **Compelling market fundamentals and consumer dynamics**

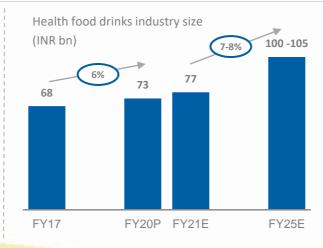
### While GDP growth and per capita income have declined in FY21, they are expected to bounce back in FY22

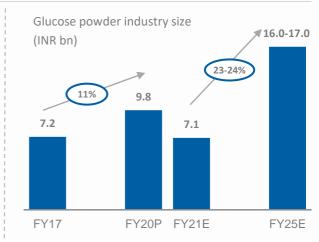




### FMCG sector to witness strong growth, with sub-segments like health food drinks and glucose powder growing as well



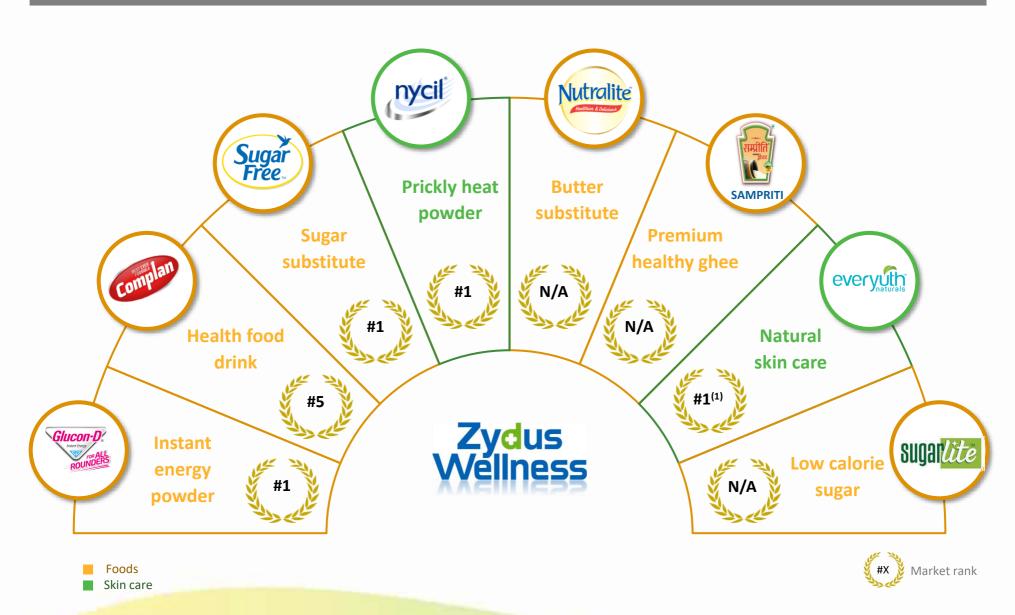




Source: CRISIL
Note: 10mm = 1 Cr



# 2 Portfolio of several market leading brands





# 2 Portfolio of several market leading brands(cont'd.)

### **Glucon-D** - Instant energy health drink



- **Glucon-D**
- Category size: ~INR 9.8bn (11% growth¹)
- Market share: **59.0%**
- Category-leading brand with **over 98%** brand recall<sup>2</sup>
- Rich heritage of **over 40 years**
- Positioned as an **effective energy booster**
- Regular variant is a rich source of Vitamin D and the flavoured variants are a rich source of Vitamin C
- Awarded the 'The Most Trusted Brand' in the Health and Personal Care category<sup>3</sup>

### Complan - Milk-based health food drink



### **Complan**

- Category size: ~INR 73bn (6% growth¹)
- Market share: 5.4%
- Over 98% brand recall<sup>4</sup>
- Rich heritage of over 60 years
- Unique selling proposition of higher protein content (18%)
  - Complan is clinically proven to give 2 times faster growth and has shown to improve weight; contains nutrients to support immunity, brain development and strong bones



# 2 Portfolio of several market leading brands(cont'd.)

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



### Sugar free

- Category size: ~INR 385 Cr
- Market share: 93.6%
- Launched in **1988** as a Healthier Sugar Alternative
- Differentiated portfolio with Green, Natura and Gold
- *Sugar Free Gold* made from Aspartame (protein derivative)
- Sugar Free Natura made from Sucralose (derivative of sugar with lower calories)
- Sugar Free Green made from Stevia leaves

### Nycil - legacy brand in the prickly heat powder category



### Nycil

- Category size: ~INR 761 Cr
- Market share: 34.4%
- Heritage brand of over 65 years
- Established efficacy through the germ fighter formula; protects from sweat, body odour, rashes, itching and heats
- Launched brand extension into hand sanitizers amidst the COVID pandemic



# 2

# Portfolio of several market leading brands(cont'd.)

### **Nutralite** - butter substitute and low calorie spreads



- One of the leading butter substitutes and low calorie spreads in India
- **Premium spread** which is cholesterol Free, has no Trans Fats and is fortified with Omega 3 and Vitamin A, D & E
- Also includes **cholesterol fighters** like PUFA¹ and MUFA¹
- Offers table spread, mayonnaise and choco spread

### Sampriti - Premium healthy ghee



- Clarified butter primarily made from buffalo milk used in Indian cooking
- Distributed mostly to sweets manufacturers and wedding caterers



# 2

# Portfolio of several market leading brands(cont'd.)

### **Everyuth** - Facial cleansing with a strong 'Naturals' brand equity



### **Everyuth**

- Category size: ~INR 2,953 Cr <sup>1</sup>
- Market share: 6.0% ¹ (77.9% in peel-offs and 32.5% in scrubs)
- **Skincare** range of products specially meant for the face with solutions for healthy skin
- Positioned as a "naturals" brand
- Market leader in 2 of 3 facial cleansing and skincare sub-categories growing ahead of the category

### SugarLite - Low calorie Sugar



### **Sugar Lite**

- Launched in 2018 as a natural healthy sugar alternative with
   50% less calories than regular sugar
- Positioned on the platform of weight management without making a significant change to lifestyle
- Distribution supported with trial generating initiatives such as regular promotions and a media activity

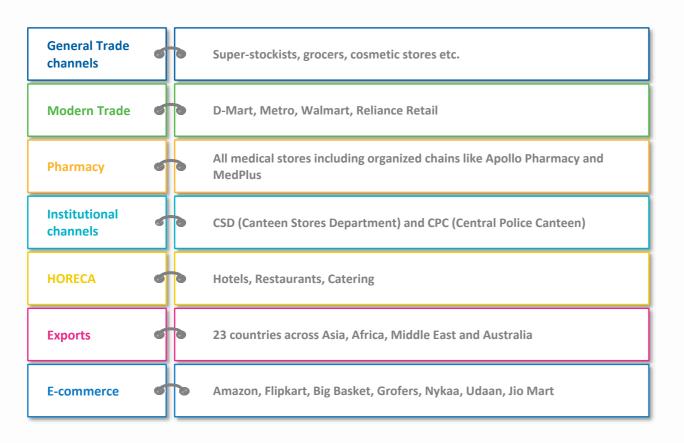




# Strong distribution network with presence across multiple channels

### **Distribution network**

- Structured distribution networks to facilitate sales to address different consumer demands
- Primarily sold by distributors to retail outlets and retail chains in India





1,700+
Distributors



~2,000
Feet-on-street



25
Ambient
warehouses



20 Cold chain warehouses



23 CFAs<sup>1</sup>



40mm+
Customers

# Stable and well established supply chain with high quality



# 4

# manufacturing facilities

### **Supply chain efficiency**



Raw material vendors



124

**Packaging material vendors** 



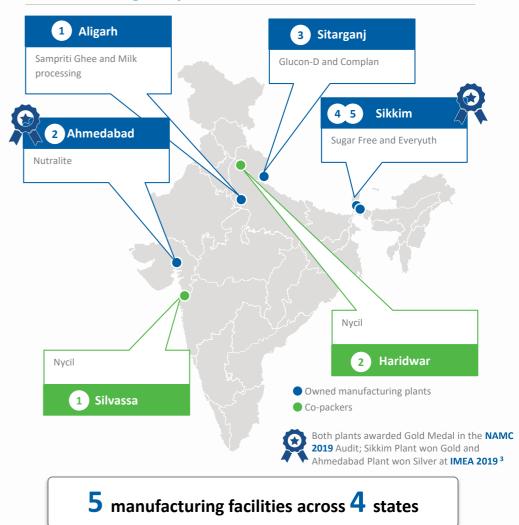
Milk collection centers



**Bulk milk vendors** 

- **CFA¹ consolidation** to help reduce logistics cost through warehouse optimization and freight lane consolidation
- Efficient and cost-effective **procurement** plan
- Integrated planning and fulfilment process to reduce inventory
- Awarded "India lead 25 (next) supply chains in 2020" at the 12th Inflection Supply chain Logistics Innovation<sup>2</sup>

### **Manufacturing footprint**



Source: Company filings





# Strong focus on innovation across products





March 2018









June 2020







### **Nutralite Mayonnaise**

- Launched in three flavors - Cheesy garlic, Classic veg and
- Rich in Vitamin A, D of these essential nutrients





October 2018





# **Nycil Hand Sanitizers**

March 2020

Decision to execute and launch the product within a fortnight

### **Complan Nutrigro**

- Complan enters the toddler health food drink segment
- Marketed and distributed leveraging doctor's recommendation and prescription

### **July 2020**



### **Complan sachets**

■ Targeted at northern and western regions of India to participate in sachet market



### **Nutralite Choco** Spread

■ Initially launched through e-Commerce; other channels



# to follow

### Glucon D **ImmunoVolt**

Energy bites that boost immunity



- Achari
- and E to meet 30% of the daily requirement

### **Everyuth tan removal** range

- Launched Tan Removal Scrub & Tan Removal Face Pack
- Enriched with detoxifying chocolate and vitamin-rich cherries

### **Launched Sugarlite**

100% natural blended sugar but with 50% less calories than normal sugar

### Sugar Free Green relaunch

- New formulation developed using a new, better tasting stevia
- For consumers who seek weight management







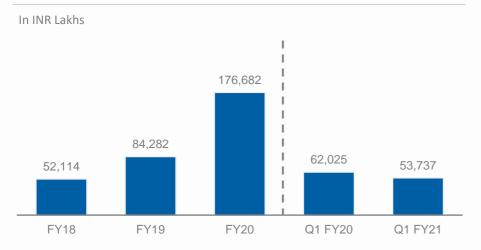
Track record on launching new products, with continued focus on innovation

Source: Company filings

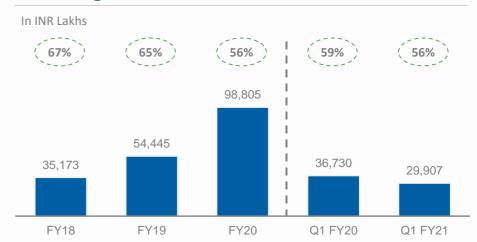


# Track record of strong financial performance

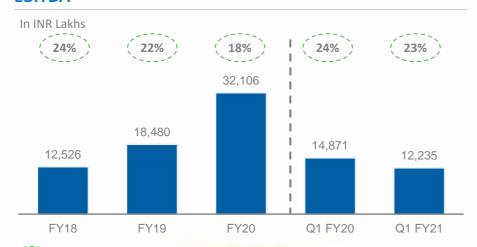




### **Gross margin**



### **EBITDA**



### **Profit after tax**







# **Experienced Board of Directors and management team...**



**Dr. Sharvil P Patel** 

Chairman & Non-Executive Director

- Director since 2009; MD of Cadila Healthcare (parent company)
- Bachelor's degree in chemical and pharmaceutical science, doctorate in philosophy and PhD



**Tarun Arora** 

CEO & Whole-time director

- Director since 2015
- Bachelor's degree in science and post graduate diploma in business management
- Previously associated with Danone Narang Beverages as General Manager



**Ganesh Nayak** 

Non-executive director

- Director since 2006
- Working with Cadila Healthcare since 1977; COO and Executive Director currently
- Completed the 'General Manager Program' from Harvard Business School, USA



**Ashish Bhargava** 

Nominee Director

- Represents True North (Partner)
- Prior to joining True North, he was part of Marico Limited
- Bachelors degree in Engineering and master's degree in Management



Savyasachi S. Sengupta

Independent Director

- Director since 2018
- Previously associated with Alembic Pharmaceuticals, Cadila Healthcare and Sarabhai Piramal Limited



**Kulin S Lalbhai** 

Independent director

- Director since 2016
- Executive Director of Arvind Limited; has also worked with McKinsey & Co.
- Bachelor's degree in Science and master's degree in business administration



**Dharmishta N. Raval** 

Independent Director

- Director since 2019
- Lawyer, graduate and master in Legislative Laws
- Had worked as Executive Director in SEBI till 2003 and then started practice as an Advocate at Gujarat High Court



Srivishnu Raju Nandyala

**Independent Director** 

- Director since 2019
- Director of Exciga Land Holdings, Excigia Properties, Amara Raja Batteries and Heritage
- Bachelor's degree in engineering and MBA

Source: Company website



# .. with strong parentage

Leading Indian pharmaceutical company which is a fully integrated, global healthcare provider



FY20 Revenue



19.5%

**FY20 EBITDA margin** 







In Indian pharmaceutical industry with 4.18% market share<sup>2</sup>



Manufacturing facilities across India and 3 other countries



State-of-the-art **R&D** facilities

Source: Company website, company filings, BSE website

Note: 1 Lakh = 100 thousand = 0.01 Cr; FY is Fiscal Year ending March; 1 As of 10 Sep, 2020; 2 AWACS MAT July 2020



# Three Pillars to drive growth going forward

Accelerate growth of Core Brands

- Innovations to focus on portfolio diversification and expansion with an aim to recruit new customers
- Differentiated propositions supported by strong GTM



Build International Presence

- Build scale in international business by focusing on SAARC, MEA and SEA
- Enter new markets with relevant offering



Leverage M&A to significantly grow scale

- Successful integration of the Heinz acquisition
- Open to bolt-on acquisitions at the right time





# Three Pillars to drive growth going forward (cont'd.)

### **Accelerate growth of Core Brands**

### **Innovation in times of COVID**



**Sugar Free Green** 



**Nycil Sanitizer** 



**Complan Nutrigro** 



**Complan Sachet** 



**Nutralite Choco Spread** 



**Glucon D ImmunoVolt** 

## **Differentiated propositions**



High protein content



Germ fighter formula



Very strong "naturals" proposition



Effective energy booster with vital nutrients



Cholesterol fighters like PUFA & MUFA<sup>1</sup>

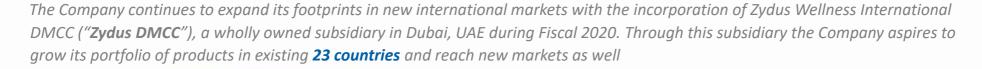


50% less calories than regular sugar



# Three Pillars to drive growth going forward (cont'd.)

# Pakistan Saudi Arabia Sudan Nepal Bhutan Maldives Waldives Fanzania



Mauritius

South Africa

Source: Company information

Note: Export to SAARC countries done directly from India and not through Zydus DMCC



# Three Pillars to drive growth going forward (cont'd.)

### Leverage M&A to significantly grow scale

Track record of successfully integrating acquisitions

# 100% Acquisition of Heinz India Private Limited (HIPL)

Enabled Zydus
Wellness to become
one of the leading
consumer wellness
companies in India

Gained a portfolio including several category leading brands across wellness, foods and care Added complementary distribution with large general trade channel to an existing pharmacy channel

### Successful integration into Zydus Wellness' operations



Revenue & Brands



People



Sales & Distribution



Supply Chain & IT Systems



### **Evaluate additional opportunities**



### **Bolt-on acquisitions**



Leverage acquisitions to grow scale





# Managing the COVID Crisis – Creating opportunities out of challenges

### **Operations & People**

### **Employees**

- Employees quickly adapted to Working from Home aided by robust IT infrastructure
- Communications on Safety measures circulated on a regular basis

### **Manufacturing**

 Resumed operations during lockdown to run essential services

### Distribution

 Opened few CFAs by the end of March 20, thereby enabling the supply of essential products and the rest in April 20

### Sales

- **Project Garuda** Engaged with 3rd party logistics vendors to revive Last Mile Connectivity
- Activate pharma channel RDS

- Set up Telesales channel for 6,000 top retailers in 35 cities and capitals
- Quickly migrated to a daily operations protocol
- With all necessary safety measures

- Leveraged E Commerce channel across platforms
- Project Urja National Outreach Programme by our field Team for Police/Enforcement/ Sanitation Workers with free distribution of Glucon-D covering almost 18,000 officers across 300 towns

Agile actions to bring back business operations to normal

### ..... Apex Committee

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

### **O** ...... 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"



# **Integration of Heinz India Private Limited (HIPL)**

### **Market strategy**



### **Synergies with HIPL integration**

### **Human Resources Integration**

- Synergies identified across functions – rationalized ~100 positions (direct and indirect) in the combined structure
- Harmonization of job bands and policies across various levels

# Supply Chain synergies to deliver cost savings through the value chain

- Procurement synergy plan executed
- Started integrated planning and fulfilment process aiming to reduce inventory
- Reduced logistics cost through warehouse and C&F optimization

# Go to market strategy with speed and agility

- Optimized from 9 branches to 6 branches
- Reduced from 1800+ ambient distributors to 800+ distributors while expanding footprint
- Introduced performance based incentives across distribution channel

# Stronger IT backbone and digital footprint

- All major applications and infrastructure migrated from Kraft Heinz Global Systems to equivalent Zydus Wellness systems with SAP® implementation
- All applications harmonized across the business





# **Zydus Wellness - Consolidated P&L**

INR Lakh	FY18	FY19	FY20	Q1 FY20	Q1 FY21
Revenue from Operations	52,114	84,282	1,76,682	62,025	53,737
Other Income	3,506	3,888	1,071	303	182
Total Income	55,620	88,170	1,77,753	62,328	53,919
Expenses:					
Cost of materials consumed	16,018	29,263	75,382	12,926	10,945
Purchases of stock-in-trade	10	3,002	8,249	3,349	4,027
Changes in inventories of finished goods, work-in-Progress and stock-in-trade	61	(2,428)	(5,754)	9,020	8,858
Excise duty on sales	852	-	-	-	-
Employee benefits expense	5,664	8,560	17,469	4,842	5,266
Finance costs	170	3,009	13,991	3,485	3,460
Depreciation, amortisation and impairment expenses	888	1,251	2,639	1,035	642
Advertisement & promotion expenses	8,983	15,176	23,802	9,719	4,914
Other expenses	8,000	12,229	25,428	7,298	7,492
Total Expenses	40,646	70,062	1,61,206	51,674	45,604
Profit before exceptional items and tax	14,974	18,108	16,547	10,654	8,315
Exceptional Items	-	(1,045)	(4,420)	(2,670)	-
Profit before Tax	14,974	17,063	12,127	7,984	8,315
Tax Expense					
Current Tax	3,071	3,109	(265)	-	-
Deferred Tax	(1,748)	(3,170)	(1,780)	(56)	(605)
Profit for the year	13,651	17,124	14,172	8,040	8,920



# **Zydus Wellness - Consolidated Balance sheet (1/2)**

INR Lakh	FY18	FY19	FY20
ASSETS			
Non-Current Assets:			
Property, plant and equipment	8,090	20,742	18,877
Capital work-in-progress	24	1,031	353
Right of use assets	-	-	1,590
Goodwill	2,282	3,81,974	3,92,002
Other intangible assets	16	54,026	54,883
Financial assets	134	667	977
Other non-current assets	233	4,054	465
Deferred tax asset(net)	7,410	10,299	12,079
Asset for Current Tax (net)	-	3,289	163
Total non-current assets	18,189	4,76,082	4,81,389
Current Assets:			
Inventories	3,506	23,307	29,234
Financial assets:			
Investments	14,755	4,610	11,041
Trade receivables	875	9,604	11,820
Cash and cash equivalents	2,959	13,815	5,448
Bank balance other than cash and cash equivalents	38,413	2,614	2,794
Other current assets	4,196	15,820	17,242
Total current assets	64,704	69,770	77,579
Total	82,893	5,45,852	5,58,968



# **Zydus Wellness - Consolidated Balance sheet (2/2)**

INR Lakh	FY18	FY19	FY20
EQUITY AND LIABILITIES			
Equity			
Equity share capital	3,907	5,766	5,766
Other equity	65,212	3,32,862	3,40,300
Non controlling interests	1,316	-	-
Total Equity	70,435	3,38,628	3,46,066
Liabilities			
Non-Current Liabilities			
Financial Liabilities			
Borrowings	-	1,50,000	1,50,000
Lease Liabilities	-	-	64
Other Financial Liabilities	57	63	51
Provisions	77	2,283	2,437
Other non current liabilities	125	252	168
Deferred tax liabilities (net)	30	-	-
Total non-current liabilities	289	1,52,598	1,52,720
Current Liabilities			
Financial liabilities			
Borrowings	2,500	6,925	1,905
Trade payables			
Due to Micro, Small and Medium Enterprise	133	989	654
Due to other than Micro, Small and Medium Enterprise	7,732	38,240	48,458
Lease Liabilities	-	-	14
Other financial liabilities	564	3,948	4,277
Other current liabilities	922	3,174	3,390
Provisions	130	1,074	1,484
Current tax liabilities (net)	188	276	-
Total current liabilities	12,169	54,626	60,182
Total	82,893	5,45,852	5,58,968