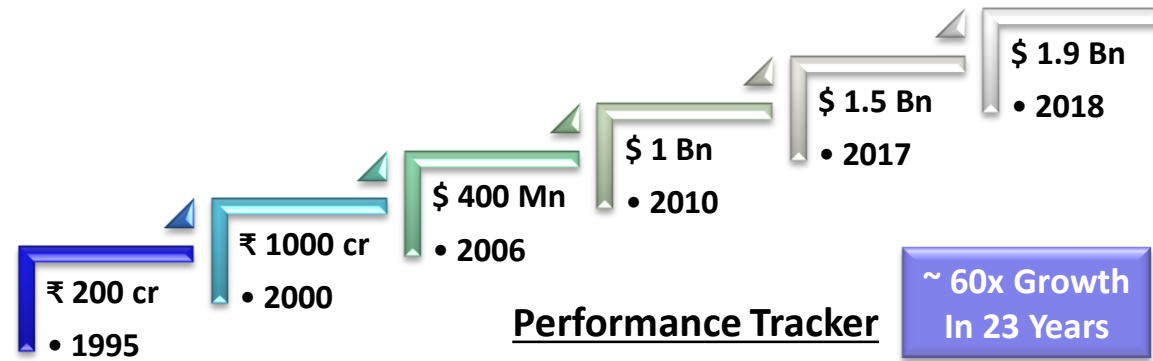
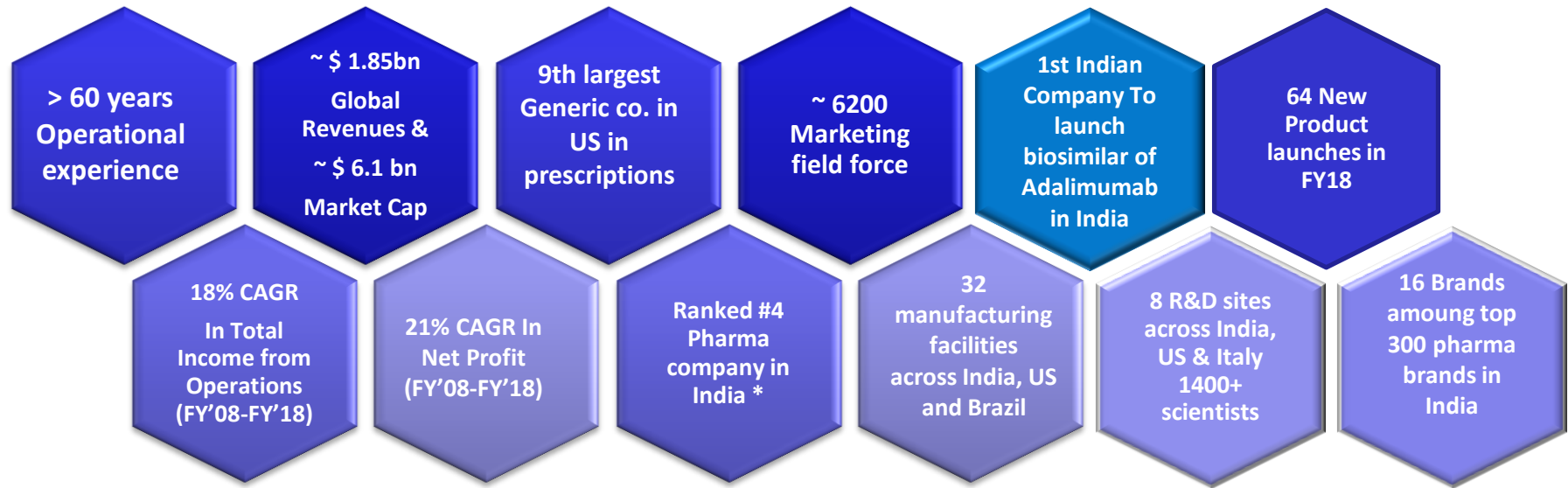


# Zy<sup>+</sup>us Wellness

WELLNESS FOR ALL



## Cadila Healthcare Ltd. – An Introduction



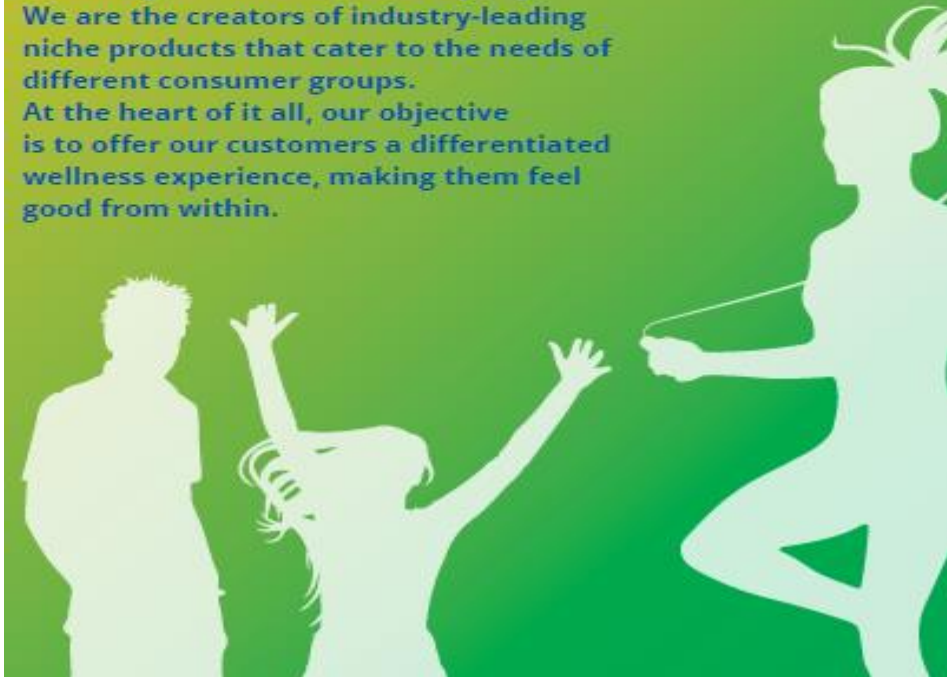
# Zydus Wellness - An Introduction

## Introducing Zydus Wellness Ltd.



At Zydus Wellness Ltd., we strive to reimagine wellness and health in a holistic manner.

We deliver the best in health and wellness, enriching millions of lives every day. We are the creators of industry-leading niche products that cater to the needs of different consumer groups. At the heart of it all, our objective is to offer our customers a differentiated wellness experience, making them feel good from within.



**Over 26 Years of Operational Excellence**

**Market Leading Brands**

**Sugar  
Free**



**everyuth  
naturals**

**Market Cap of ~707 Mio. USD \***

**Virtually Zero Debt Company**

**3 Manufacturing Sites**

## **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.

## **DNA**

To Build New Emergent Categories With Differentiated Product Propositions.



# Right recipe for growth



# Our Values

## **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.

# Board of Directors



Dr. Sharvil P Patel - Chairman



Tarun Arora – Whole-time Director



H. Dhanrajgir – Independent Director



Prof. Indiraben Parikh– Independent  
Director

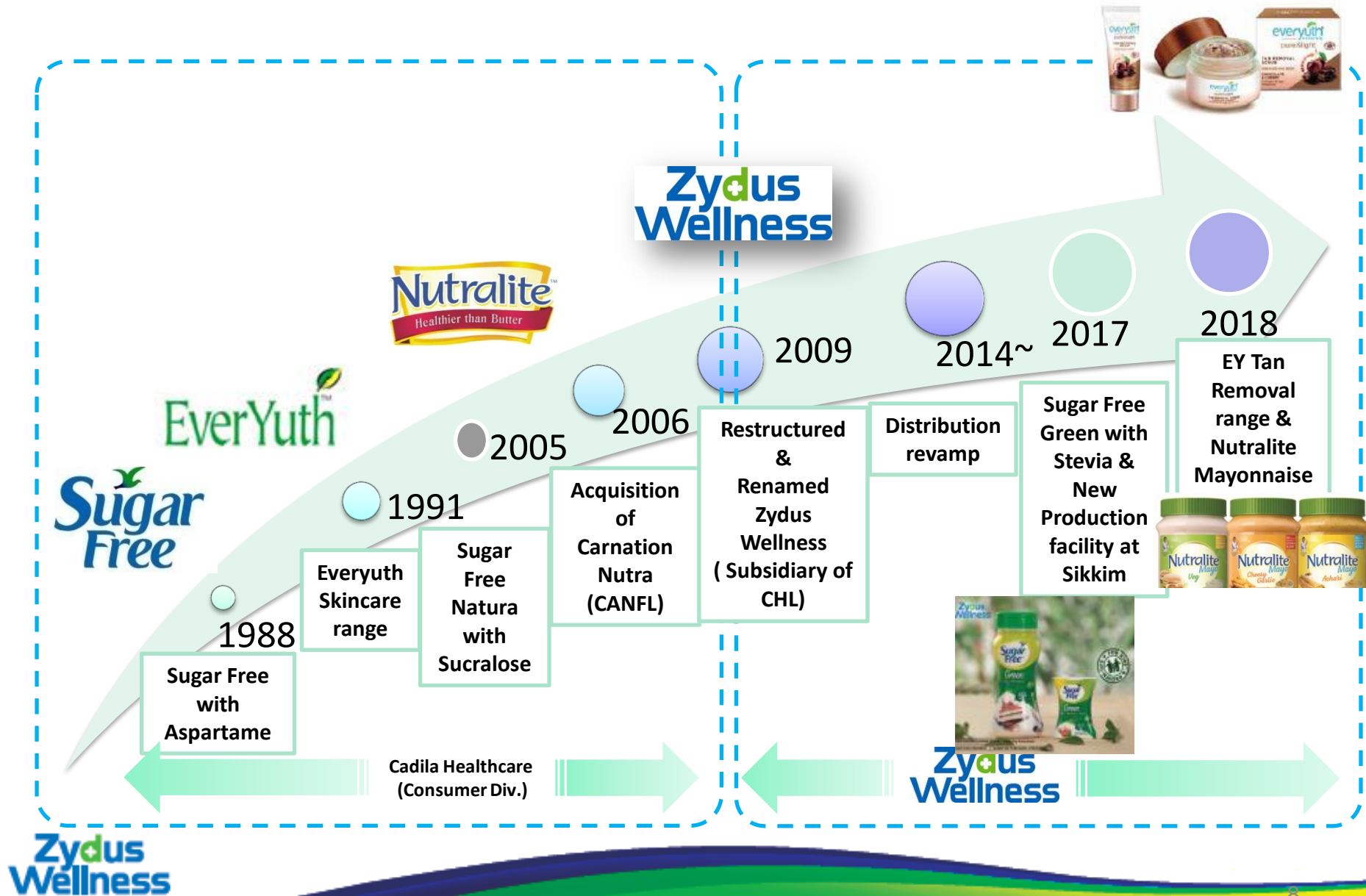


Ganesh Nayak – Non-executive Director



Kulin S Lalbhai– Independent Director

# The Journey of Zydus Wellness





# Brand's market position



Category

Position

Share %

Sugar Substitute

1

94.2

Fat Spread

1\*

N.A.

Skincare-Scrub

1

33.6

Skincare-Peel-off

1

86.0

Skincare-Face Wash

10

1.0



Launched in 1988. A Healthier Sugar Alternative

Journey from prescription product to direct to consumer route

Leading in sugar substitute category with market share > 94%

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

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

Launched new Sugar Free Green, a 100% Natural variant made from Stevia





# “Aap happy, apki health happy”

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



**Make healthy food your child's best friend**  
WITH HEALTHIER AND DELICIOUS NUTRALITE MAYO.

**Meets 30% of daily requirement of Vitamins A, D & E**

How wonderful it is, when your kid enjoys healthy food happily. That's why we bring to you the new Nutralite Mayo, so that your little one can now relish the healthy treats you prepare. Fortified with 30% of daily requirement of Vitamins A, D and E. Nutralite Mayo is your new best friend.

**Zydus Wellness**





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

Continued support for all segments to drive the category penetration through various media activities.

Revamped Scrub range with new packaging and new campaign to drive category penetration and build on the “Natural” equity

Launched Everyuth Tan Removal range with chocolate and cherry combination

Launched new scrub for problem prone skin with Neem and Papaya as the ingredients



# Celebrity Endorsements



# 'Good-for-you' innovations

**Sugar Free in  
hourglass shape pack**



**Everyuth Scrubs:  
Pioneers in India**



**Sugar Free Diet Sugar**



**Everyuth Peel-offs:  
Pioneers in India**



**Nutralite in  
microwave-safe tubs**



**Everyuth Face Wash  
in sachets**



**Sugar Free Sweet  
Drops : Sweetness in  
liquid format**



**Sugar Free Green: 100%  
Natural**



**Nutralite - Mayonnaise fortified with  
Vitamins A,D & E**



**Sugar Free Green Veda –  
Ayurvedic formulation with  
extracts of Ellachi, Tulsi etc.**



# Infrastructure & Operations

*Manufacturing Facilities*  
*One at Ahmedabad*  
*Two units at Sikkim*

*R&D Facility – at Ahmedabad*

Supply Chain Efficiency



Cold chain warehouses

**21**



Ambient warehouses

**27**



Distributors

**1,000+**



Customer touch-points

**8,25,000+**



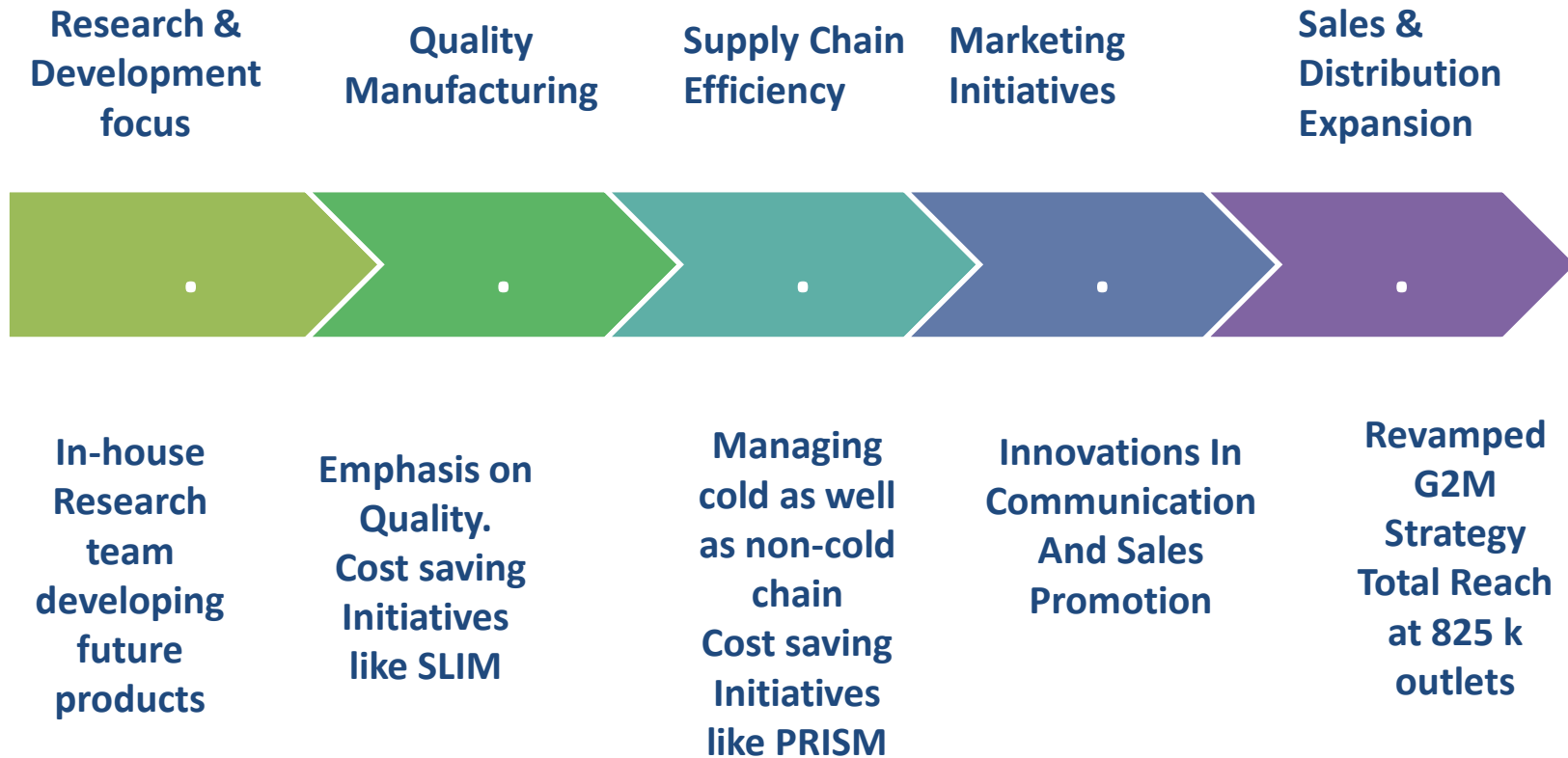
Feet-on-street representatives

**~1,000+**

**Zydus  
Wellness**



# Straddling the value-chain





# Robust financials to drive growth

FY 2018

**Total Income from Operations**

- ₹ 5032 Mio
- US\$ ~ 77 Mio

**Net Profit**

- ₹ 1339 Mio
- US\$ ~ 21 Mio

**Net Worth**

- ₹ 6912 Mio
- US\$ ~ 106 Mio

**Cash Position\*\***

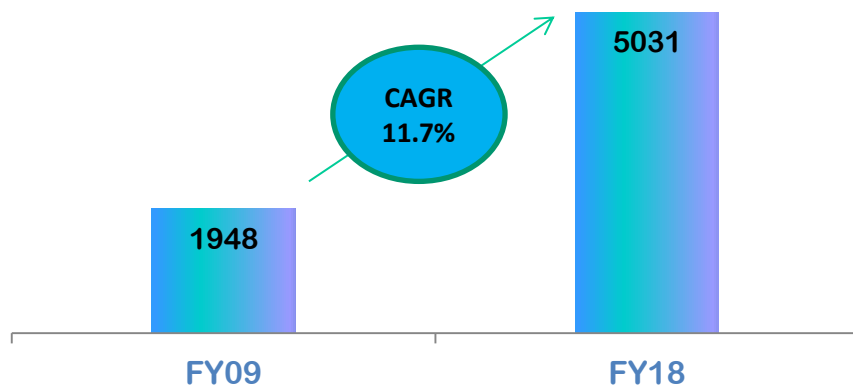
- ₹ 5619 Mio
- US\$ ~ 86 Mio

*\*Conversion at closing exchange rate as on 31<sup>st</sup> March 18 at 1 USD = ₹ 65.04*

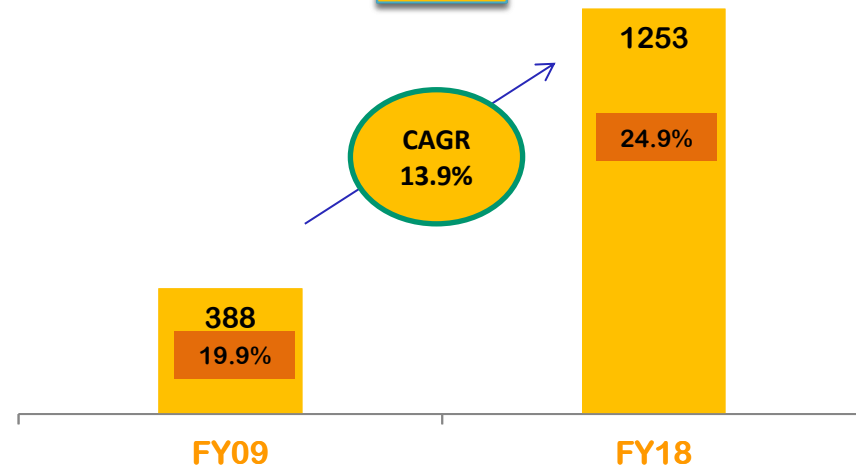
*\*\* Cash & Bank Balances includes liquid investments*

# Healthy Financials

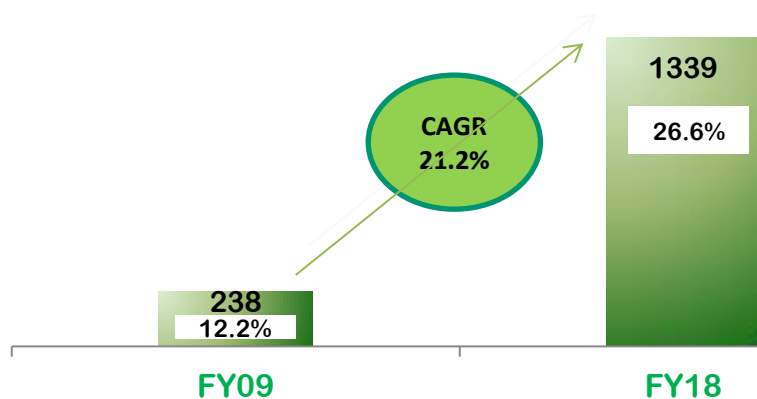
## Total Income from Operations ₹ Mio.



## EBIDTA ₹ Mio.

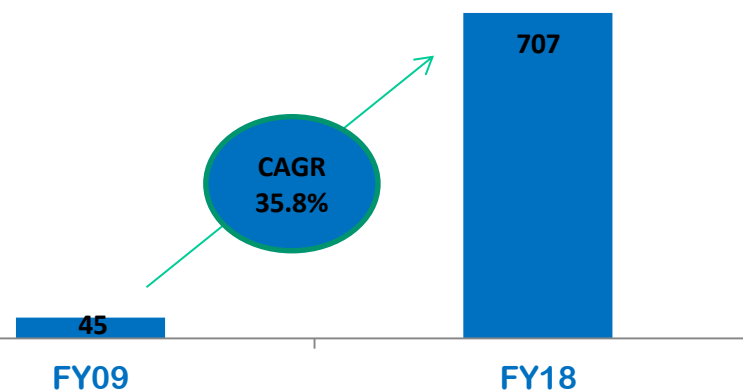


## Net Profit ₹ Mio.



## Market Cap. \$ in Mio.

• Market Cap is as on 31<sup>st</sup> March 18



- (% mentioned within the bar represents % of total operating income)
- FY09 financials as per IGAAP; FY18 financials as per INDAS and hence not comparable

# Three Pillars to drive growth going forward..

## Build Pillar Brands

- **New positioning supported with strong innovation funnel driving faster consumer adoption**

### **Embrace emerging communication channels -**

- Innovative and aggressive use of digital media is the company strategy. E.g. “The Sweet Breakup” hosted on Youtube and KhaneMe Twist” campaign with Chef Sanjeev Kapoor

- **Omnichannel approach to engage and win new consumers**

## Build International Presence

- **Building sizeable share of business in markets outside India**

- Currently operating in 11 countries - Asia and Africa

- Entered new markets like Tanzania, South Africa in FY 2017-18

- To launch of Nutralite in Middle-east and South Asia

## Leverage M&As to leapfrog scale

- **Focus on health, wellness and skin care to expand business to new consumers, new categories and new geographies**

- Proactively chasing and analyzing inorganic opportunities in India and outside, seeking brands and companies with complementary capabilities

# Summary – To Focus on core business



# Thank You



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