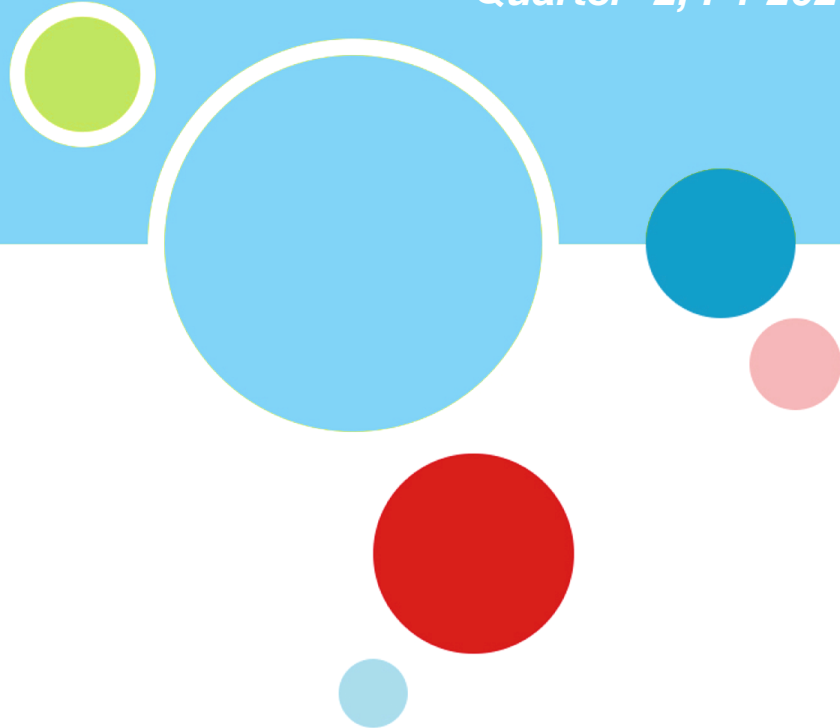


# INVESTOR PRESENTATION

*Quarter -2, FY 2021-22*

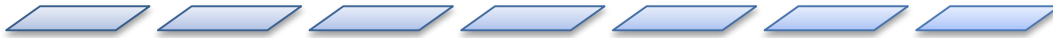


**Zydus  
Wellness**

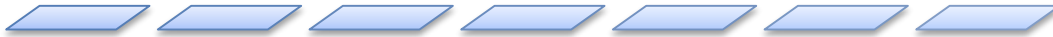
▶ BRINGING WELLNESS TO YOUR LIFE



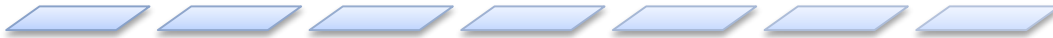
## Table of Contents



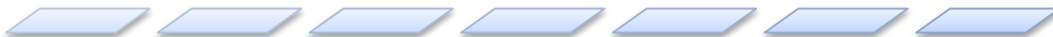
Navigating the second wave of COVID-19



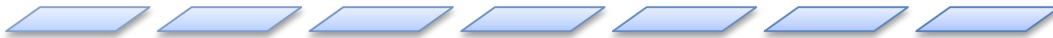
Half yearly updates



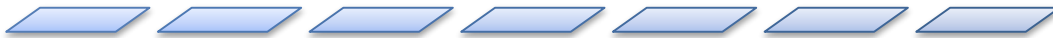
Transformation 2.0



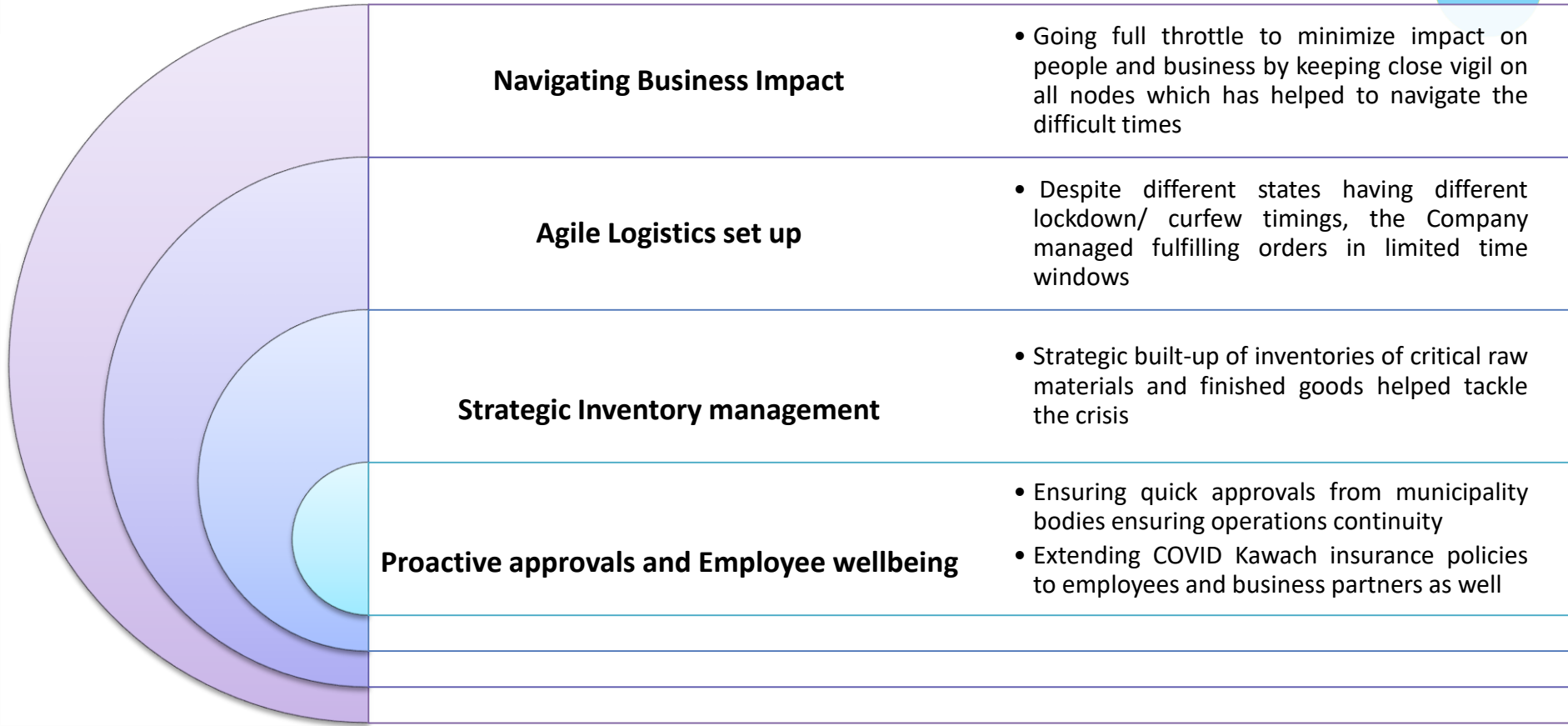
Financial highlights



Looking Forward – Near term outlook



# Navigating the second wave of COVID-19



# Navigating the second wave of COVID-19

## Continue prioritizing employee health and vaccination in challenging times







- Vaccination drives organised across 7 locations : 1000+ vaccinated
- 100% vaccination at all plants
- Mediclaim top-ups, home isolations support and expert consultation via webinars
- Financial support to employees





# Half yearly updates

## Brands – Market share and Rank

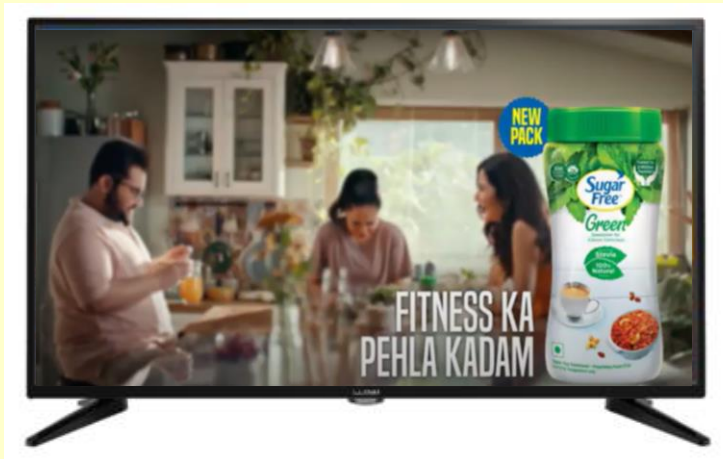
Brands		Category	Mkt. Rank	Mkt. Share
	Glucose Powder	1	58.2%	
	HFD	4	5.4%	
	Sugar substitute	1	96.2%	
	Butter Substitute	N/A		
	Ghee	N/A		
	Prickly heat powder	1	34.5%	
	*Facial cleansing	5	6.5%	
	Scrub	1	39.2%	
	Peel-off	1	77.3%	

Market share source -MAT September 2021 Report as per Nielsen and IQVIA  
 \* Total Facial cleansing segment includes Face wash, Scrub, Peel-off, face masks

# Half yearly updates -Media campaigns and launches

- Launched new 360 degree campaign with celebrity Katrina Kaif for Sugarfree Green

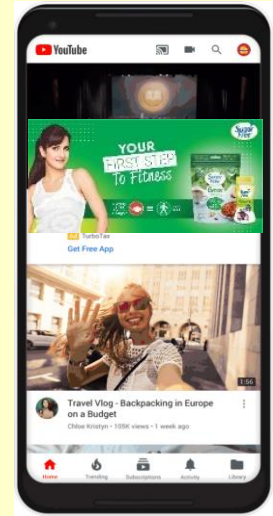
## TV



## Press



## Digital



# Half yearly updates -Media campaigns and launches

- Launched new Everyuth Body Lotion Range as strategic extension into Skin Care Space



- Recognition for Digital marketing for the brand at **Exchange4media Impact digital influencers awards**
- **GOLD** : Best Multi Channel influencer campaign
- **BRONZE** : Best use of Technology



# Half yearly updates -Media campaigns and launches

New Complan re-launched with enhanced proposition, improved chocolate taste, new packaging which is supported by new TVC and consumer offers



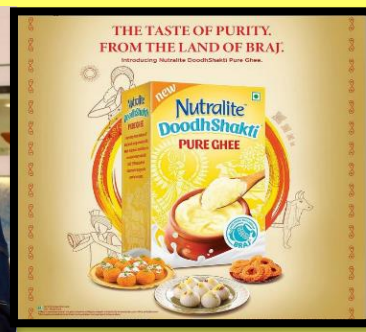
Complan





# Half yearly updates -Media campaigns and launches

Continued brand investments for Nutralite Doodhshakti Ghee and Butter through product advocacy through recipe videos with Shilpa Shetty and Chef Harpaal



Advocacy through recipe videos with Chef Harpaal for Nutralite Mayonnaise



# Half yearly updates – International business

International business continues to grow sequentially and witnessed **strong double digit** growth over previous year



Entered new Markets like **Lebanon, Hong Kong and Zimbabwe** during H1 FY 22



Launched **new variant of Complan** in International market



In the process of setting up of a **new subsidiary Company in Bangladesh**, to expand international footprint which will help to fast track the business growth and achieve scale





# Transformation 2.0

## Creating a simpler organization structure

**Reorganizing Nutralite business for enhanced efficiency and better execution**

Integrating the sales force into one entity for better customer service with focus on retail and food services channels separately

Integrating cold room and ambient warehouse for better efficiency

**Reduced cost to serve through**

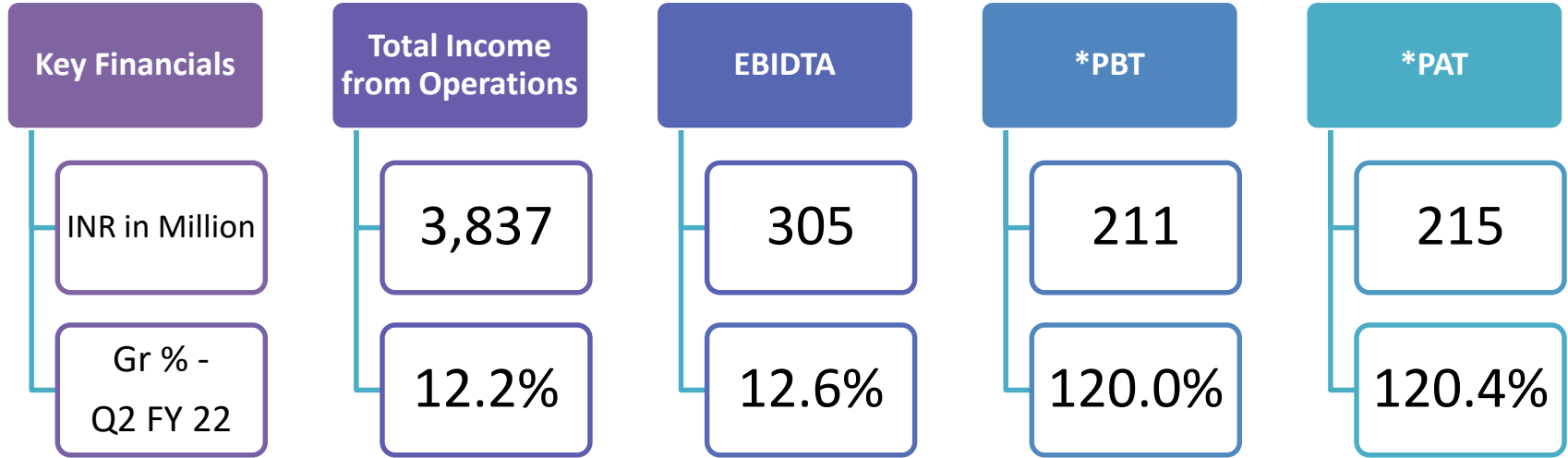
Distributor disintermediation in organized Trade

## Digital Transformation

Digitization of processes across value chain will help the Company to be future ready

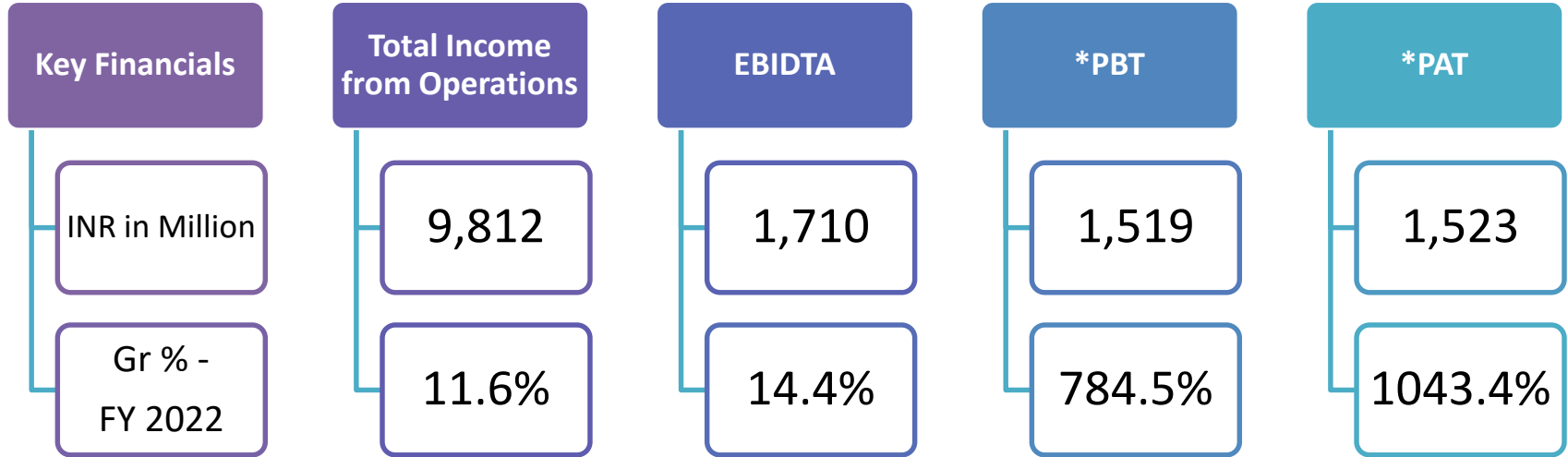
Use of business analytics tools, integrated business planning (IBP), employee friendly HRMS tool, freight cost & management tool and sales force automation software would help automate key processes

# Healthy Quarterly Performance despite gross margin pressure..



*\* PBT and PAT of previous year comparable period includes exceptional items of Rs.97.9 crore*

# Healthy Half Year Performance in the backdrop of pandemic



\* PBT and PAT of previous year comparable period includes exceptional items of Rs.97.9 crore



## Looking forward – Near Term Outlook

Focus on expanding category growth across brands  
Driving volume led growth

Continued gross margin pressure due to increased raw material and packing material prices, partially getting offset by calibrated price increases taken in impacted brands

Continued thrust on improving EBIDTA margins

Simplification of organization and digitization of value chain for better performance and efficiency in the coming quarters

**THANK YOU**

