



AHCL/ SE/15 /2025-26

August 13, 2025

The National Stock Exchange of India Limited "Exchange Plaza", C-1, Block G Bandra-Kurla Complex, Bandra (E) Mumbai 400 051	BSE Limited Department of Corporate Services 1 st Floor, P.J. Towers, Dalal Street, Mumbai 400 001
Symbol: AMRUTANJAN	Scrip Code: 590006

Dear Sir / Madam,

Sub: Investor Presentation for the quarter ended June 30, 2025

Pursuant to Regulation 30 read with Para A of part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we hereby enclose the investor presentation for the quarter ended June 30, 2025.

Request you to take the same on record.

Thanking you
Yours Faithfully

For **Amrutanjan Health Care Limited**

Gagan Preet Singh
General Manager Legal
Company Secretary & Compliance Officer



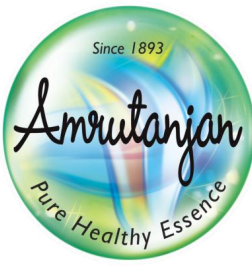
Amrutanjan Health Care Limited

Investor Presentation

Quarter Ended 30th June 2025

Date: 12th August 2025

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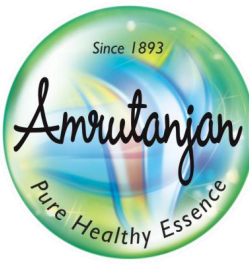
a. Business Update

- 1. Segment Performance**
- 2. Activities**
- 3. Operations**

b. Financials

- 1. Q1 FY26 Performance**

c. Management Commentary



Business Update

AHCL Power Brands



Brand Amrutanjan

Pain Management:
63.0 Crs



Brand Relief

Congestion:
2.3 Crs



Women's Hygiene:
30.6 Crs



Brand Comfy

Rehydration:
8.7 Crs

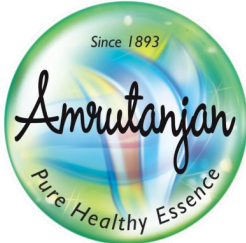
Brand Electro+



Note: Nos. given are Gross Sales

Q1 FY 25-26: Pain Management Growth is back!!

“No Gain without Pain!!”



Pain Management



Brand Amrutanjan

Growth Q1 FY '26

Overall Pain Category	▲	26%
Head Category	▲	24%
Body Category	▲	38%

Congestion



Brand Relief

Growth Q1 FY '26

Relief Range	▲	34%
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Women's Hygiene



Brand Comfy

Growth Q1 FY '26

Overall Comfy	▲	11%
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Rehydration



Brand Electro+

Growth Q1 FY '26

Electro+	▼	-17%
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Segment Performance: Pain Management



Head Category (Brand Amrutanjan)

Category Volume Growth is back: **6.8%*** (MAT June 25) Vs. **1.2%** MAT June 24



Amrutanjan's Vol Growth in Q1 FY26 was higher than the Category and nearly 2X of the Key Competition

Internal Growth Drivers (All SKUs Contributed to the growth):

Big SKUs (27.5ml & 50ml) **48%** 8ml and small SKUs **7%**
Head Roll On **51%**

Consistent media spends of last FY (TV + Digital) resulted in increase in Per Dealer Offtake (PDO) value growth:

7.8%* in MAT June 25 Vs 5.7% YA



Body Category (Brand Amrutanjan)

Amrutanjan's Volume Growth is **24.6%*** (Q1 FY26) and is higher than the category (**8.2%**). Value growth was also higher than the category (**31.6% Vs. 15.4%**)

Led by distribution growth and brand pull

Internal Growth Drivers: Growth led by Maha Strong and Back Pain Roll On (BPRO)



Maha Strong **56%**
BPRO **43%**

Segment Performance: Congestion and Women's Hygiene



Congestion (Brand Relief)



Internal Growth Drivers (Q1 FY26 Vs. SPLY):

Relief Inhaler		<u>40%</u>
Relief Mint		<u>89%</u>



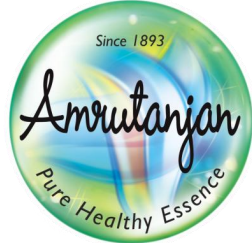
Women's Hygiene (Brand Comfy)

Internal Growth Drivers:

Comfy XL Variant		<u>52%</u>
Value Pack (18 Units Pack)		<u>56%</u>

Increase in XL Variant's contribution to Overall Comfy: 34% in Q1 FY26 Vs 25% YA

Consumer Engagement Activities: Head and Body



Sampling: Pilgrimage Activity

Activity Name : Puri Rathayatra

Objective: To drive awareness and consideration



Sampling in Pilgrimage

Marketing Interventions: Women's Hygiene



In-Store Activations: To Drive Awareness and Consideration

- **State:** Andhra Pradesh, Telangana and Tamil Nadu
- **Objective:** To build awareness and consideration at point of purchase
- **Placement:** Nearly 20000 Outlets in these 3 states



Comfy Sun Board



Comfy A3 Posters

Marketing Interventions: Rehydration Category



Consumer Education and Awareness Drive

Category Education:

- The penetration of rehydration solutions in India remains low (but with a fast pace growth) and category creation is critical
- In addition, there is a misperception between WHO-formulated Oral Rehydration Salts (ORS) and rehydration beverages among the consumers and it continue to pose a challenge, underscoring the need for sustained education and creating awareness of the appropriate hydration solutions
- AHCL has undertaken education/ awareness initiatives in Q1 that includes education posters, leaflet to the consumers highlighting the occasions of consumption of WHO and Non-WHO rehydration drinks

Visibility Initiatives:

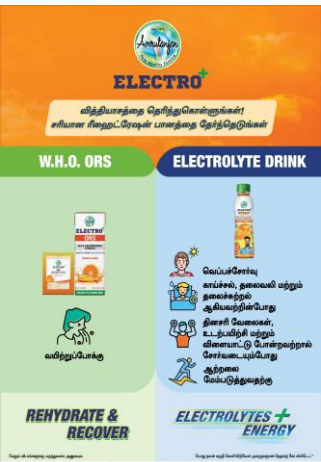
- Visibility initiatives were undertaken across different touch points with the objective of building Awareness and Consideration. Some of the initiatives include Banners, Posters, Flanges etc.,
- These interventions were carried out across all the states
- In addition, extensive sampling was undertaken with the objective of driving trials
- In fact, Q1 FY 26 was marked with extensive support for the brand in the recent years



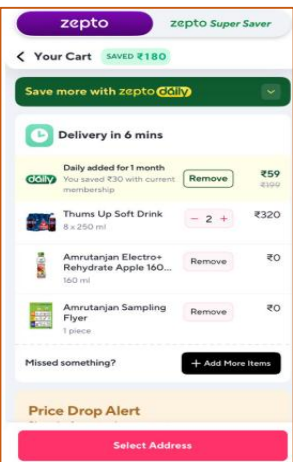
Banner



Posters



Education Poster



QC Leaflet



Flange

Marketing Interventions: Electro+



Consumer Awareness and Trials



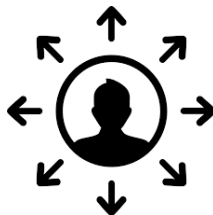
Operations Update – Sales and Distribution



Distribution



**Sales Infrastructure
(Stockist Network)**
Increased by 1%



**Sales Infrastructure
(Avg. Sub Stockist per
Super Stockist)**
Increased by 22%



**Appointment of
Pharma Super Stockist
to expand the
Chemists Coverage in
Specific States**

Sales



Lines Per Call
Increased by 2%



Manpower Productivity
Increased by 13%



Avg. Productivity %
Increased by 3%



Closing Stock
Decreased by 2 days



HR Initiatives

Code of Conduct

The code of conduct was updated by using a thematic technique for easy understanding and HR had conducted communication sessions covering all employees

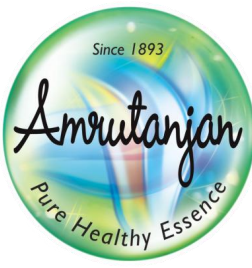


Training

Sales /Product training for all our field employees (CSEs, ISRs and ABMs)

Employee Engagement Surveys

Launched employee engagement survey to assess the engagement levels. Gaps had been identified and overall action plan has been worked out



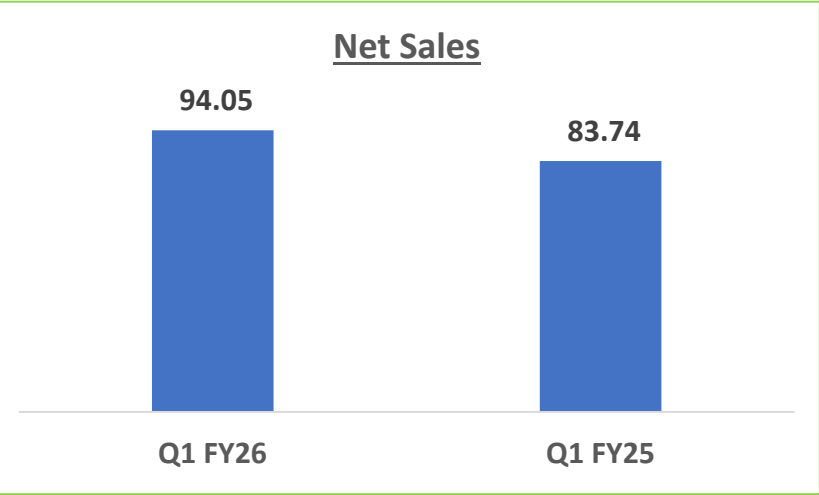
Financials

Financials – Q1 FY26

(Rs. in Crores)

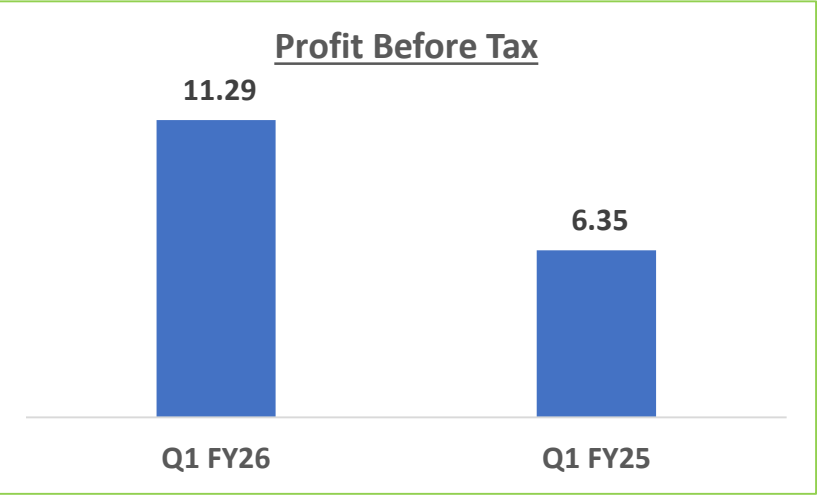


Net Sales



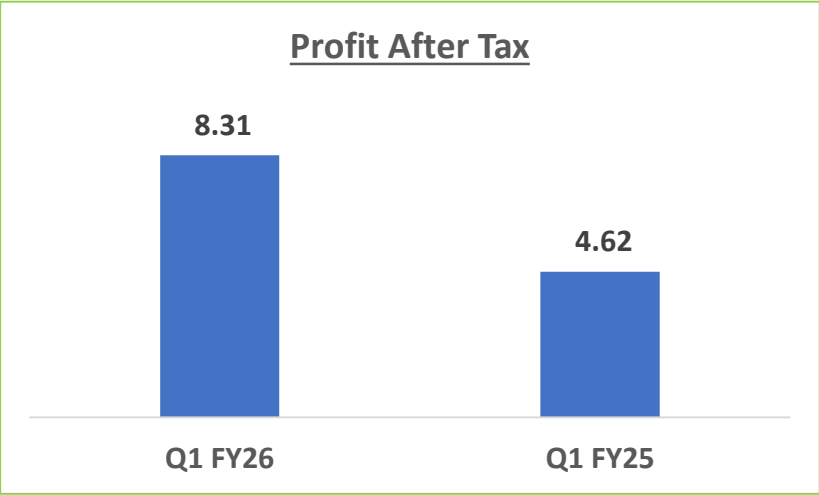
Growth: 12.31%

Profit Before Tax



Growth: 77.80%

Profit After Tax

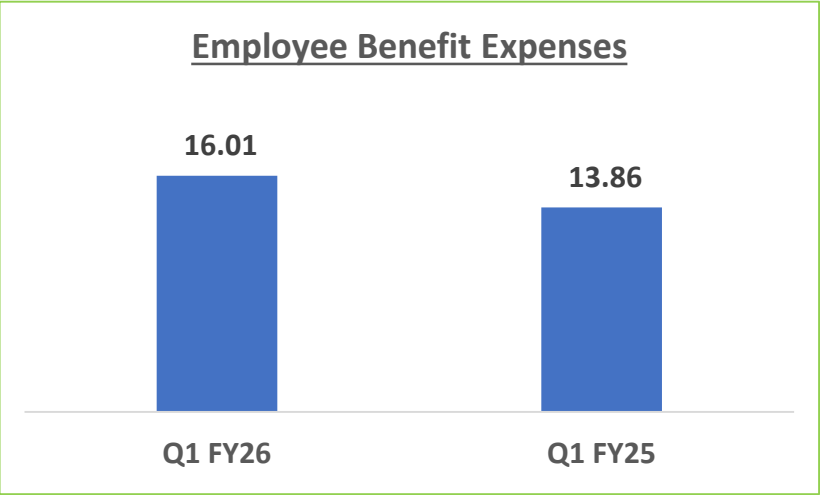


Growth: 79.87%

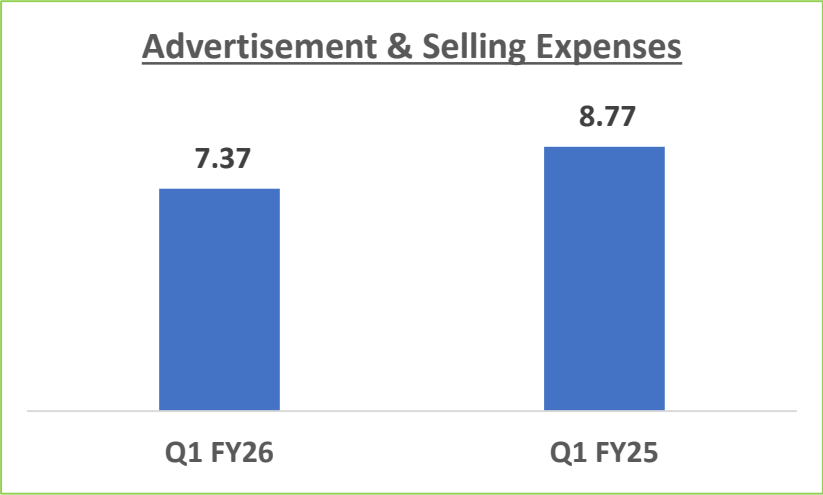
Particulars	Q1 FY26	Q1 FY25	Growth
Revenue from Operations	94.05	83.74	12.31%
Less : Other Operating Revenue	0.15	0.24	
Add : IND AS 115 adjustments	5.54	3.10	
Add : GST	7.75	6.95	
Gross Sales	107.19	93.55	14.58%

Expenses – Q1 FY26

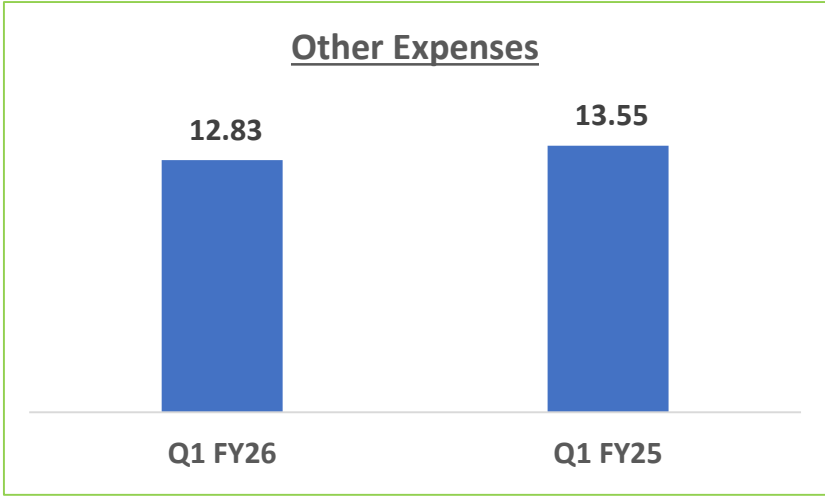
(Rs. in Crores)



Increase : 15.51%



Decrease : 15.96%

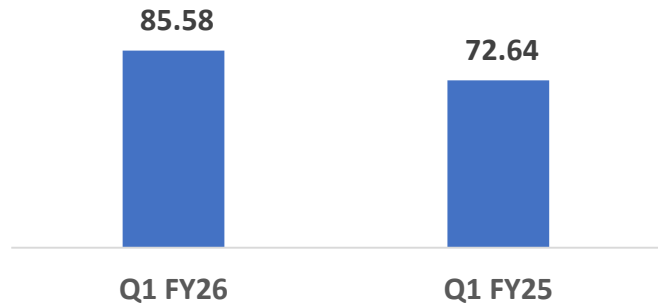


Decrease : 5.31%

Financials – Q1 FY26

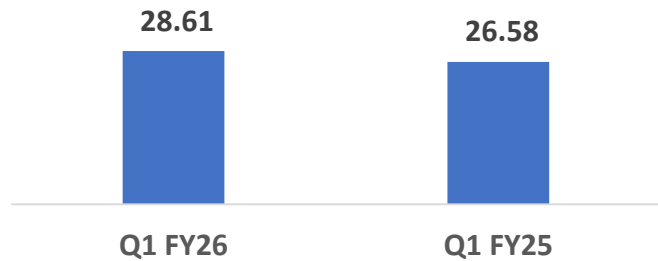
(Rs. in Crores)

Net Sales - OTC



Growth: 17.81%

Net Sales – Comfy (Included in above)



Growth: 7.64%

Gross Sales - OTC

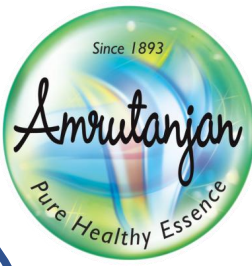
Particulars	Q1 FY26	Q1 FY25	Growth
Revenue from Operations	85.58	72.64	17.81%
Less : Other Operating Revenue	0.13	0.18	
Add : IND AS 115 adjustments	4.53	2.50	
Add : GST	6.81	5.57	
Gross Sales	96.79	80.53	20.19%

Gross Sales – Comfy (Included in above)

Particulars	Q1 FY26	Q1 FY25	Growth
Revenue from Operations	28.61	26.58	7.64%
Add : IND AS 115 adjustments	1.98	1.04	
Gross Sales	30.59	27.62	10.75%

Notes:

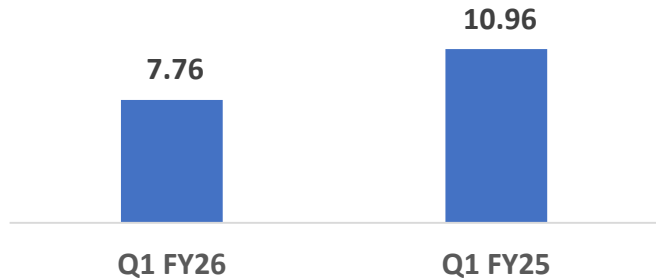
- Majority of raw material prices are lower than Q1 FY25. Menthol Crystal price is marginally higher than Q1 FY25. Packing material prices are marginally higher than Q1 FY25.
- Advertisement spend for Q1 FY26 is at Rs. 1.59 Cr against Rs. 1.39 Cr for Q1 FY25. Advertisement spend for Comfy is at Rs. 0.48 Cr for Q1 FY26 against Rs. 0.42 Cr for Q1 FY25.



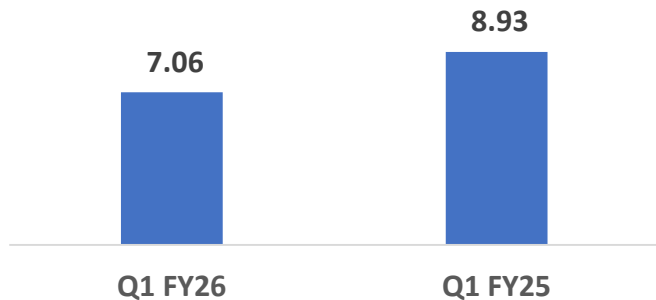
Financials – Q1 FY26

(Rs. in Crores)

Net Sales - Beverages



Net Sales - Electro Plus (Included in above)



Gross Sales - Beverages

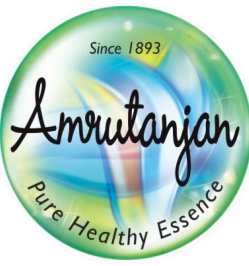
Particulars	Q1 FY26	Q1 FY25
Revenue from Operations	7.76	10.96
Less : Other Operating Revenue	0.02	0.06
Add : IND AS 115 adjustments	1.01	0.61
Add : GST	0.93	1.38
Gross Sales	9.69	12.88

Gross Sales – Electro Plus (Included in above)

Particulars	Q1 FY26	Q1 FY25
Revenue from Operations	7.06	8.93
Add : IND AS 115 adjustments	1.01	0.51
Add : GST	0.63	1.00
Gross Sales	8.70	10.44

Notes:

- Raw material prices are higher than Q1 FY25 and Packing material prices are lower than Q1 FY25
- Advertisement spend for Q1 FY26 is at Rs. 2.08 Cr against Rs. 3.26 Cr for Q1 FY25. Business is continuing with cash & carry model for Fruitnik.



Management Commentary

1. We saw the highest revenue numbers ever recorded in 1st quarter – driven by a robust growth from Pain Management category.
2. Pain management category especially in the head ache care segment saw a return to double digit volume growth.
3. This year we are focusing on market penetration of our balms to further increase house hold penetration of the brand Amrutanjan.
4. The Roll on category where we have leading market share, continues to grow, and we see the new entry of competitor brands, in this as a testament to attractiveness of this category.
5. The focus for the management team is operational efficiency in addition to growing revenue
6. Our goal is to increase operating profit margin(EBIT) from 11.44% to 13% both by improvements in top line and also operational efficiencies.
7. Broad themes for the company remain
 1. Holistic pain management care through innovative products
 2. Offering affordable high quality period care products
 3. Electrolyte fortified drinks that are a staple in a world that is seeing rising temperatures
 4. In addition to GT and MT channels there is also focus on Ecom and fast growing Quick Commerce channels

