



Investor Presentation June 2011

Our Vision

We bring Wellness to your Life...

We will create new experiences by our products
that will nourish, nurture and energise your life.

We shall lead the way through innovation
and be a Rs. 500 crore company by 2013.

Consumer Wellness in India – Growth Ahead

- Indian FMCG industry – valued at over \$ 30 bn and growing at ~13% p.a., reaching out to a large spectrum of consumers
- **Tremendous potential** for growth for FMCG in general, and **consumer wellness** in particular due to
 - ✓ Higher **disposable income**
 - ✓ Increasing **urbanisation**
 - ✓ Improvement in **standard of living**
 - ✓ Mounting **health problems** attributed to changing lifestyles of the consumers
 - ✓ Growing **health consciousness** and increasing aspirations for better life
 - ✓ Increasing **awareness** to try better alternatives, and make informed choices
 - ✓ Rising **willingness to spend** more for fitness and well-being
- FMCG sector expected to **continue growing at the same pace** to cross \$ 70 bn by 2018, with **consumer wellness** space to witness **even stronger growth momentum**



Rich History of Strong Brand Building

- Serving the health and fitness conscious consumers of India **since 1988**
- Aims to promote '**healthy living**' by anticipating the emerging and day-to-day needs of dietetic / health foods
- Present in **niche segments** with strong brands



The healthier alternative to sugar - leading the market with **over 85% share** in the sugar substitutes market (*Source : AC Nielsen*)



Skincare range - **market leaders** in niche segments of scrubs and peel-off and strong presence in face-wash category (*Source : AC Nielsen*)



India's largest selling table spread - a healthier alternative to butter

- **Direct reach** to >850 towns with 50k+ population in India thru **>500 strong field force**
- Constant Endeavor to improve quality of life of the consumers thru **continuous innovation**

Sugar Free – Largest Selling Low Calorie Sweetener

- India's largest selling low calorie sweetener **over 85% share** in the market, which is growing at >30% (Source : AC Nielsen MAT Mar-11)

- Leadership positions in variants of

Aspartame with *Sugar Free Gold*
Sucralose with *Sugar Free Natura*

- Launch of **new variants** to enhance consumer experience and offer wider choice

- ✓ **Sugar Free Natura Sweet Drops** – convenient in wide range of usage

- ✓ **Sugar Free TeaLite** – goodness of tea minus the calories

- ✓ **Sugar Free Herbvia** – first herbal sweetener derived from 'Stevia'

- Strategic initiative of driving consumption by highlighting the **culinary usage** and various **non-conventional usages** of the product along with the fitness promise



EverYuth – A Specialty Skincare Range

- **Leadership positions maintained** in niche categories of peel-offs and scrubs and strong presence in Face-Wash category in spite of **stiff competition** from Indian and MNC players
- **No. 1 in peel-off** with **97% share**, which is growing at >20% and **~50% share** in scrub market, which is growing at >50% (Source : AC Nielsen MAT Mar-11)
- Continued thrust on focused **creative communication** with promotional support to ensure good brand visibility across the media
 - ✓ A focus on **niche** categories and exploration on **newer concepts**
 - ✓ **Innovations** in product offerings –forayed into emerging male grooming segment with launch of *Menz*, a basic skincare range for men
 - ✓ Focused, creative communication and promotion



Nutralite – India's Leading Table Spread

- Widespread consumer acceptance amongst health conscious families as a **healthier alternative to butter**
- **Cholesterol Free** and has no trans fats or hydrogenated fats
- **Largest brand** in the margarine category in India
- **Expanded production capacity** with investments in superior technology to offer best quality products
- **Revamped and repositioned** the brand after acquisition with –
 - ✓ Contemporary packaging
 - ✓ Special promotional campaigns
 - ✓ **Shift of focus** from bulk to retail segment
 - ✓ First in India to launch **international style tub pack**
 - ✓ **'Health First'** – focus on health as an area of further product development
 - ✓ **Enhanced taste** of the product to offer goodness of both health and taste



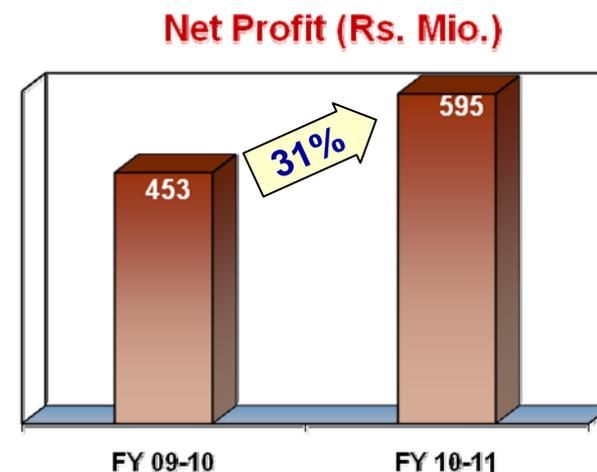
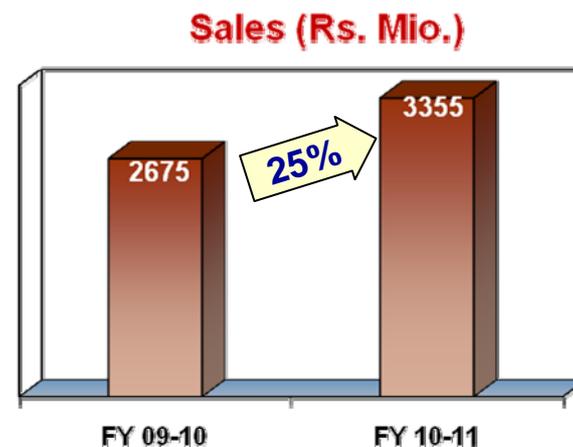
ActiLife – Nutrition for adults



- Forayed into **nutraceuticals space** with launch of **ActiLife**, a nutritional milk additive for adults
- Formulated based on guidelines of the National Institute of Nutrition, ICMR for **Adults (men and women above 18 years of age)**
- **Low on fat**, enriched with **prebiotic ActiFibres** that improve digestion, reduce cholesterol and improve overall immunity.
- Has **stress busters** such as 100% RDA of Vitamin C and Vitamin B complex to keep a person active throughout the day.
- **Test launched** in Tamil Nadu in FY 10-11.
- Planning a **nation-wide launch** going forward

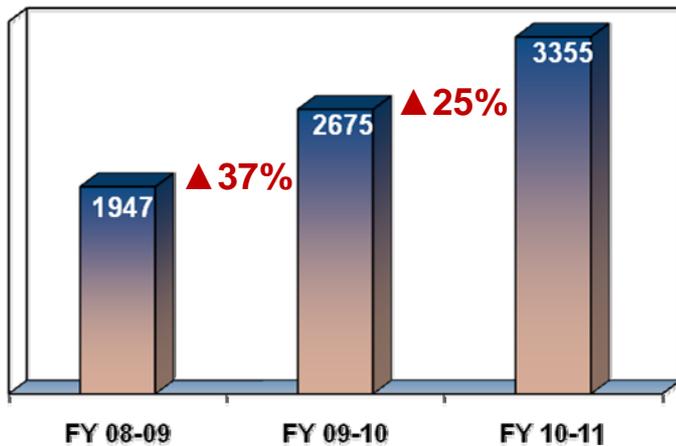
2010-11 : Growth journey continues

- Continued trading on the growth path
- **All-round performance** from all the three pillar brands
- **Leadership position** in the respective market segments maintained
- **Innovative marketing and promotion** strategies put in place to **strengthen and consolidate** our position in the market place
- Launch of **new product variants in the existing categories** to expand portfolio
- Foray into **nutraceuticals space** with launch of **ActiLife** – a nutritional milk additive for adults
- **EBIDTA margins maintained** at 25.1%, **PAT margin improved** by 0.8% - from 16.9% last year to 17.7%

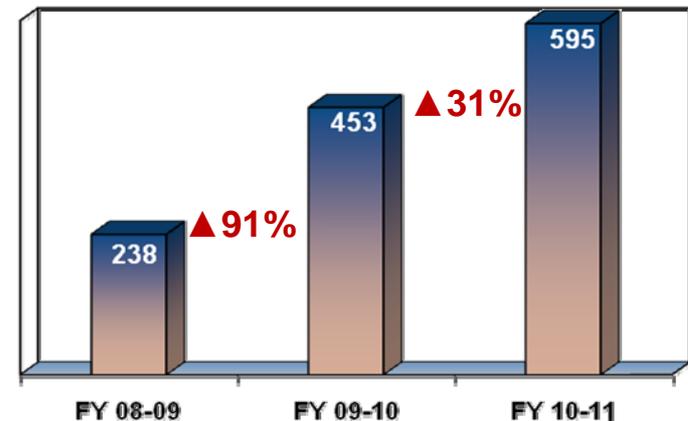


Strong Financial Performance

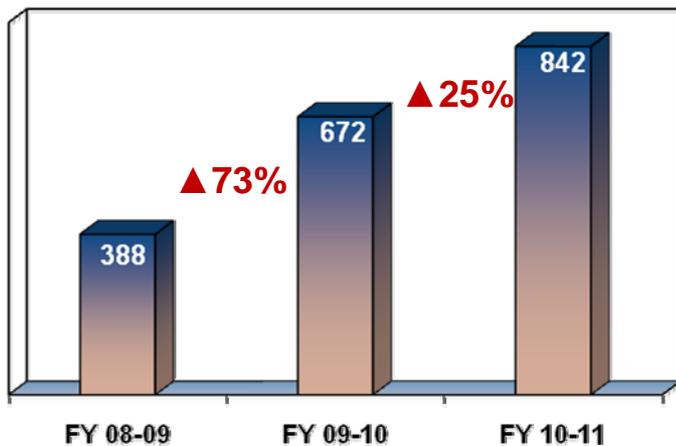
Sales (Rs. Mio.)



Net Profit (Rs. Mio.)



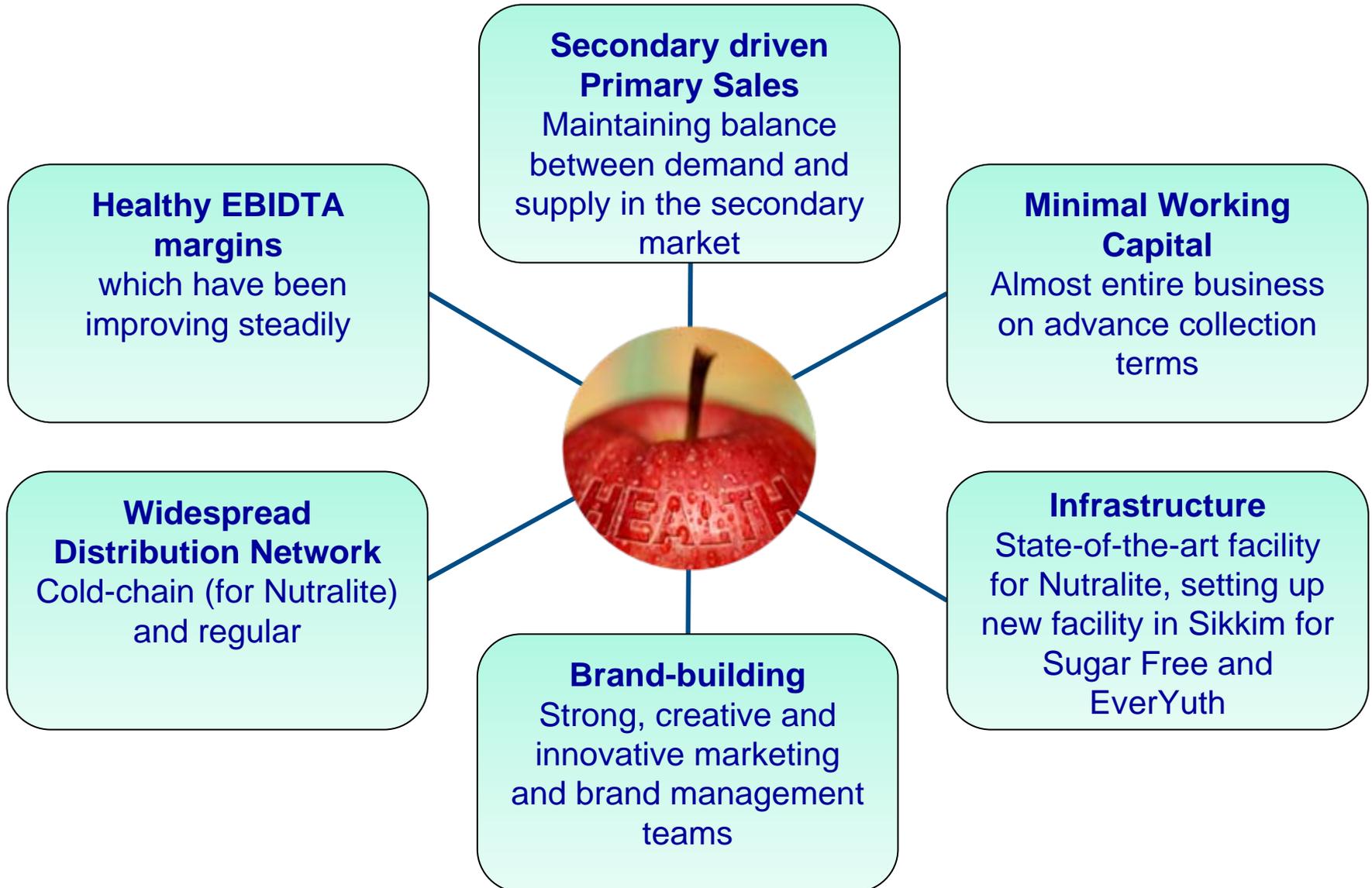
EBIDTA (Rs. Mio.)



Financial Position as at 31st Mar '11

	Rs. Mio.
✓ Net Worth	: 1419
✓ Net Fixed Assets	: 535
✓ Investment	: 397
✓ Net Current Assets	: 498
✓ Cash Balance	: 865
✓ # of Equity Shares	: 39.07 Mio.
✓ Promoters' holding	: 72.5%

Robust Business Health & Infrastructure



Strategies For Growth Momentum

- **New Products:** Look at long term growth opportunities with new products in niche categories wherein we have first mover advantage
- Introduce / acquire related or innovative products / businesses to enhance both top-line and bottom-line
- **Infrastructure / facility development** to cater to the growing demand for quality products
- **Innovative communication and promotion** strategy to ensure superior visibility of all the brands across the media
- **Continuous category education** through unconventional mediums along with mainline activity
- **Distribution:** Widening the reach to explore and encash untapped opportunities

Thank You.



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