

Ref: SEC/SE/2024-25  
Date: August 1, 2024



To,  
Corporate Relations Department  
BSE Ltd.  
Phiroze Jeejeebhoy Towers  
Dalal Street,  
Mumbai- 400001

Listing Department  
National Stock Exchange of India Ltd.  
Exchange Plaza, 5<sup>th</sup> Floor  
Plot No. C/1, G Block, Bandra Kurla Complex  
Bandra (E), Mumbai – 400051

BSE Scrip Code: 500096

NSE Scrip Symbol: DABUR

**Sub: Investor Communication**

Dear Sir/Madam,

In compliance with SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to enclose a copy of Investor Communication being issued by the Company today.

This is for your information and records.

Thanking You,

Yours faithfully,  
For **Dabur India Limited**

  
(A K Jain)  
EVP (Finance) and Company Secretary

Encl: as above



# Investor Presentation

Quarter ended 30<sup>th</sup> June 2024

01 August 2024



# KEY AGENDAS



**BUSINESS  
ENVIRONMENT**



**SECURING SUCCESS  
3-FOLD STRATEGY**



**FINANCIAL  
HIGHLIGHTS-Q1**



**BUSINESS  
HIGHLIGHTS**

1



**BUSINESS  
ENVIRONMENT**



**SECURING SUCCESS:  
3-FOLD STRATEGY**



**FINANCIAL  
HIGHLIGHTS –Q1**



**BUSINESS  
HIGHLIGHTS**

1

## DEMAND SCENARIO



Rural outpacing  
Urban

2

## WEATHER



Harsh Summers →  
Normal monsoons

3

## EMERGING CHANNELS



Convenience  
preference fuels  
Quick-comm

2



**BUSINESS  
ENVIRONMENT**



**SECURING SUCCESS-  
3-FOLD STRATEGY**



**FINANCIAL  
HIGHLIGHTS-Q1**



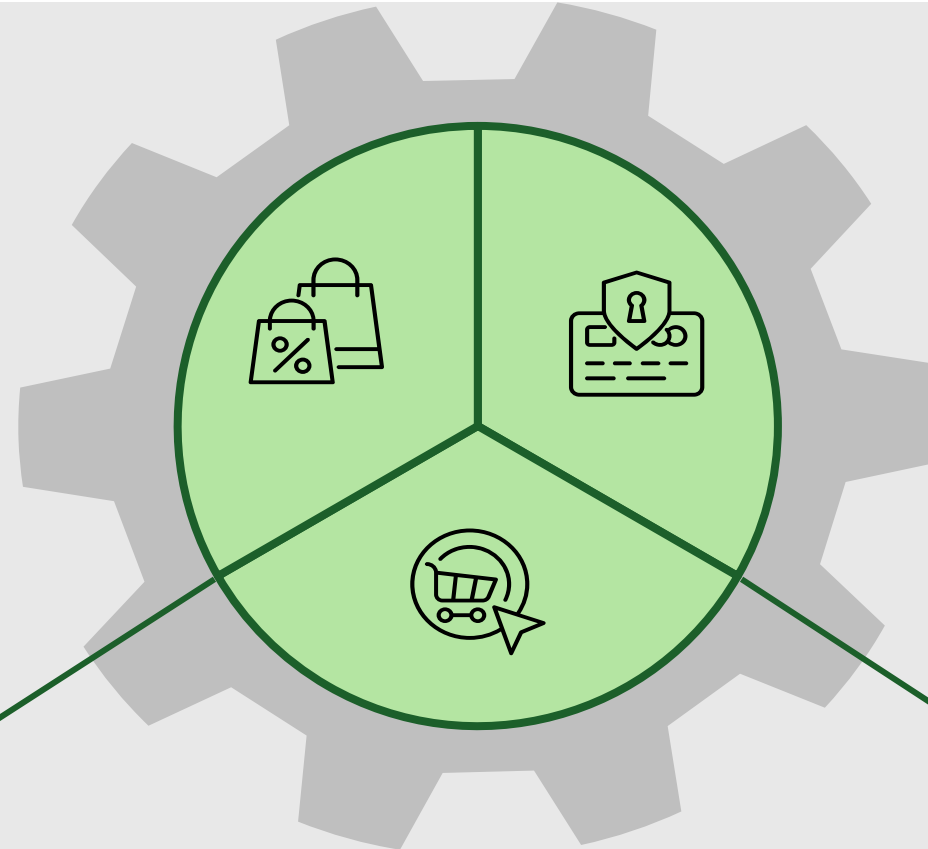
**BUSINESS  
HIGHLIGHTS**

# 3-FOLD STRATEGY TO ADDRESS THE CHANGING LANDSCAPE



**1**

**ENHANCE MARKET  
REACH & AUGMENT  
PENETRATION**



**2**

**CONTINUED FOCUS  
ON INNOVATION**

**3**

**BUILDING CAPABILITY FOR  
FUTURE FIT ORGANISATION**

# INNOVATION – A KEY GROWTH LEVER



## CONTINUED INNOVATION SPREE



## INNOVATION CONTRIBUTION

**3%**

Innovation  
Contribution

**10%**

Contribution in  
E-Commerce

**6%**

Contribution in MT





# ENHANCE MARKET REACH & AUGMENT PENETRATION



**TOTAL REACH**



**7.9 Mn outlets**



**Villages**



**Chemists**



**Yoddhas**



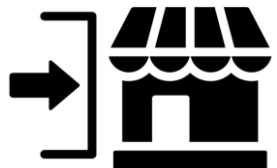
**Stockists**



**Van Markets**



**Doctors Reach**



**8 out of 10 Households use Dabur Products**



**Every 1 out of 2 Household use Dabur Oral Care Product**

# BUILDING A RESILIENT FUTURE READY ORGANIZATION



## FOCUS ON EMERGING CHANNELS



**17%**  
YoY Growth in MT

**~20%**  
YoY Growth in E-Commerce

**70%**  
YoY Growth in Q-Commerce

## FOCUS ON SUSTAINABILITY

**Coal Free Operations**

**Plastic Waste Positive**

**52% Energy sourced from Renewable Sources**

**GREAT NEWS!**



Dabur India Limited has been included in the S&P Sustainability Yearbook 2024 & named **Industry Mover**

Our relentless commitment towards sustainability and the transparent communication of our progress helped set us apart from industry peers.

From pioneering initiatives to impactful practices, every step we take is aimed at fostering a Greener, Healthier, and more Sustainable Future.



3



**BUSINESS ENVIRONMENT**



**SECURING SUCCESS 3-FOLD STRATEGY**



**FINANCIAL HIGHLIGHTS-Q1**

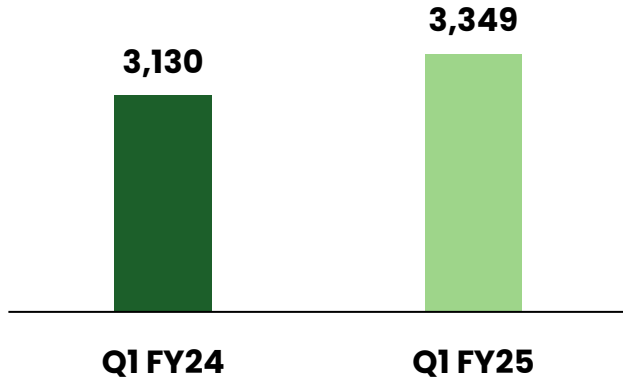


**BUSINESS HIGHLIGHTS**

# Q1 FINANCIAL HIGHLIGHTS

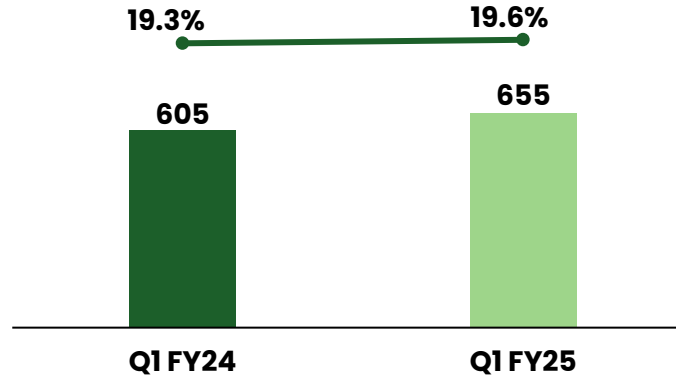


## Revenue from Operations



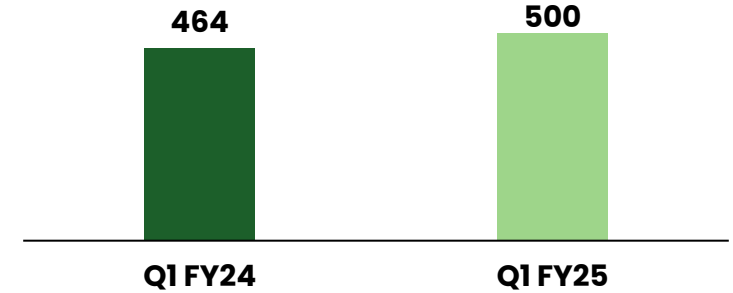
**7%**  
YoY growth  
9.8% CC growth

## Operating Profit



**8.3%**  
YoY Growth  
19.6% of sales; 30 Bps Expansion

## Profit After Tax



**7.8%**  
YoY Growth

**5.2%**

India Business Volume Growth (inc. Badshah)

**120 Bps**

Gross Margin Expansion

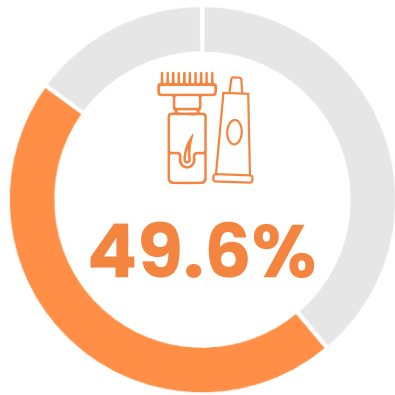
**15.4%**

YoY Increase in A&P

# VERTICALS CONTRIBUTION TO DOMESTIC FMCG BUSINESS IN Q1 FY25



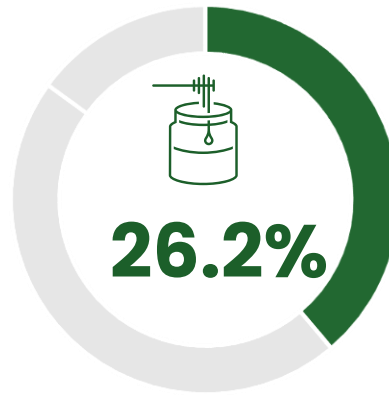
## Home & Personal Care



INR 1,175 Cr

8.1% Growth YoY

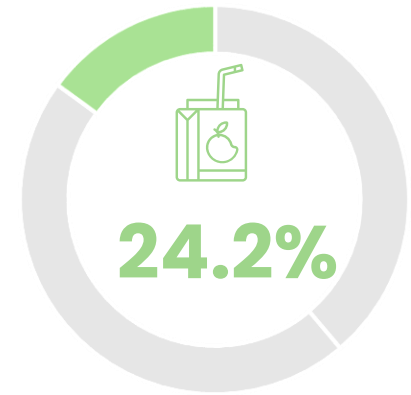
## Health Care



INR 620 Cr

7% Growth YoY

## Foods & Beverages



INR 572 Cr

4% Growth YoY

# Q1 FY25 | INTERNATIONAL BUSINESS HIGHLIGHTS



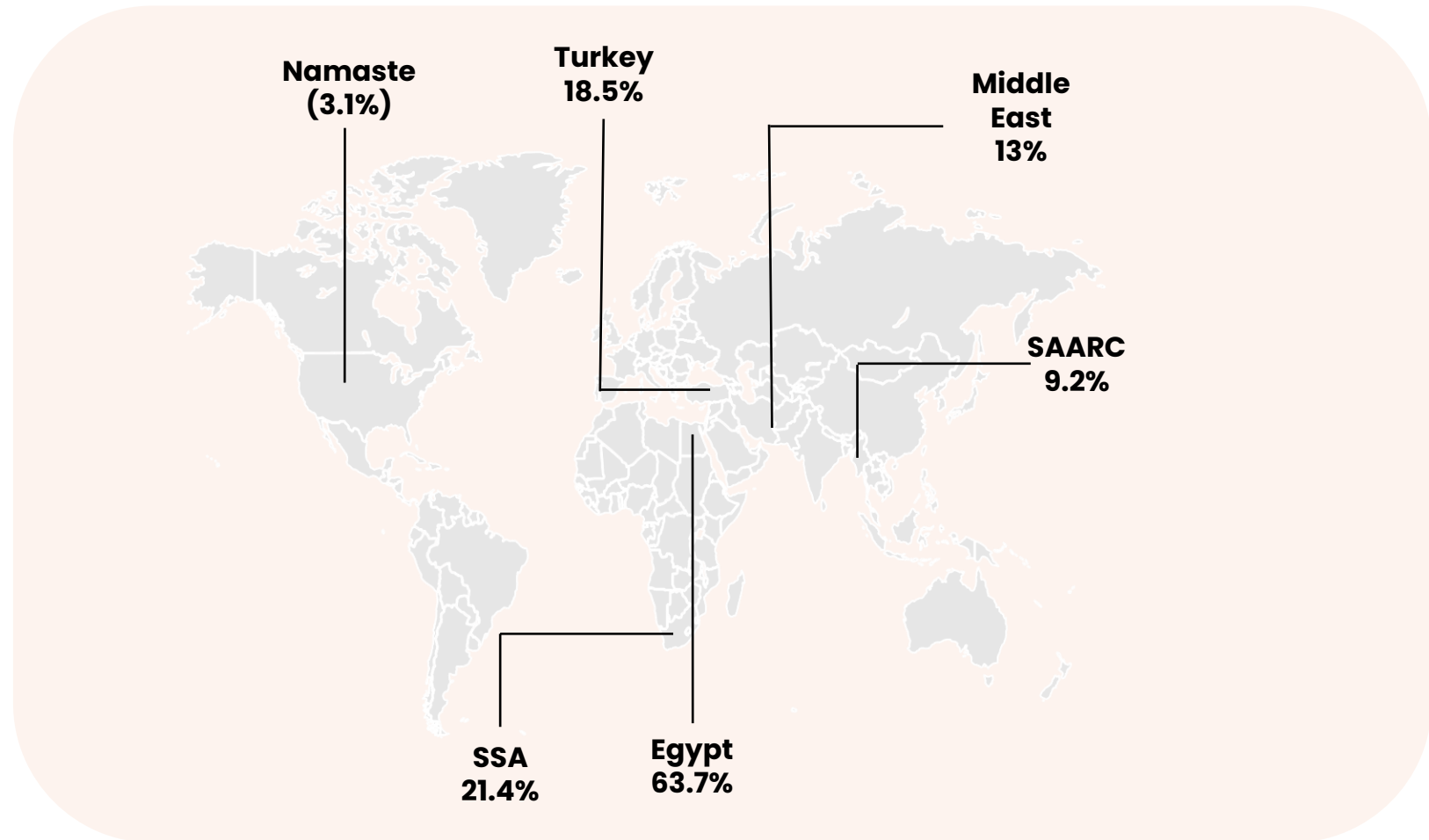
(CC growth)

**INR 772 Crore**

Revenue from International Markets

**~23% contribution to overall sales**

**18.4%  
CC Growth**





**OPERATING  
ENVIRONMENT  
CONTEXT**



**SECURING SUCCESS  
3-FOLD STRATEGY**



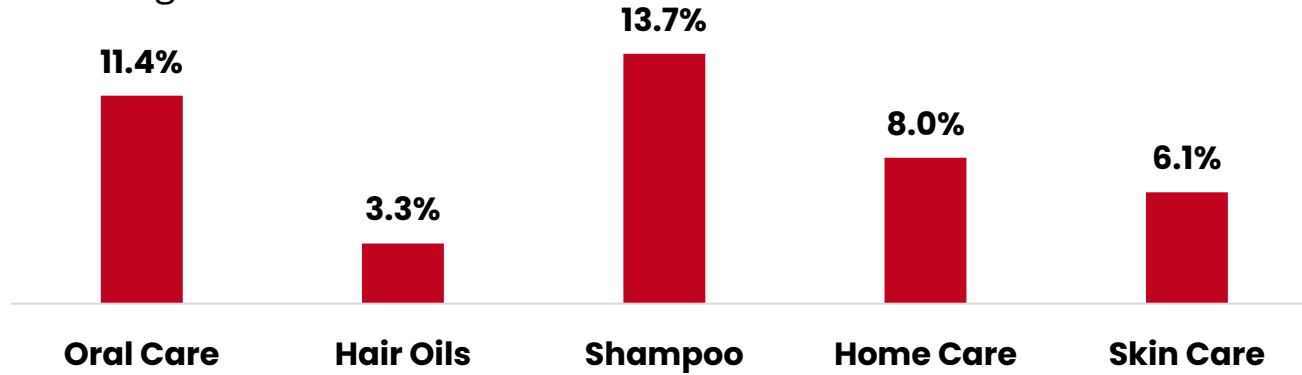
**FINANCIAL  
HIGHLIGHTS-Q1**



**BUSINESS  
HIGHLIGHTS**

# HOME & PERSONAL CARE

## Value growth



**Oral Care:** Oral care portfolio achieved double digit growth led by Dabur Red franchise which grew by 12% and posted market share gains

### Hair Care:

- **Shampoo:** Vatika grew by 12%; gain in market share
- **Hair Oil:**
  - Coconut Oil grew by 20%+
  - Perfumed hair oils outpaced the category growth thereby gaining ~100 bps market share

**Home Care:** Odomos and Odonil performed well surpassing category growths and achieving market share gains of 500+ bps and 194 bps respectively. Liquid vapourizer scaling up well

**Skin Care:** Gulabari brand registered strong double-digit growth. Market share increase of 70 bps in bleach creams





# INNOVATION – HOME & PERSONAL CARE (1/2)



**NEW**

**Dabur**

**COOL KING**  
ICY PERFUME TALC

MENTHOL COOLING CRYSTALS

**12 HOURS**  
ICY FRESHNESS\*

**3-IN-1**

- Double Burst Cooling
- Instant Sweat Control
- Long Lasting Fragrance

**UP TO 12 HOURS**  
ICY FRESHNESS\*

\*Based on consumer study conducted in March 2024. ^Basis Formulation.

पिपरमिंट वाली  
चिल ट्यूब



**Dabur**  
**COOL KING**  
आयुर्वेदिक तेल  
तूफानी ठंडा  
8 HOURS COOL PROTECTION

विल तूफ पिपरमिंट  
और कुलिंग किस्टल के साथ  
21 आयुर्वेदिक जड़ी बूटियां  
राहत | आराम | तरोतावरी

**COOL KING**  
आयुर्वेदिक तेल

**तूफानी ठंडा**

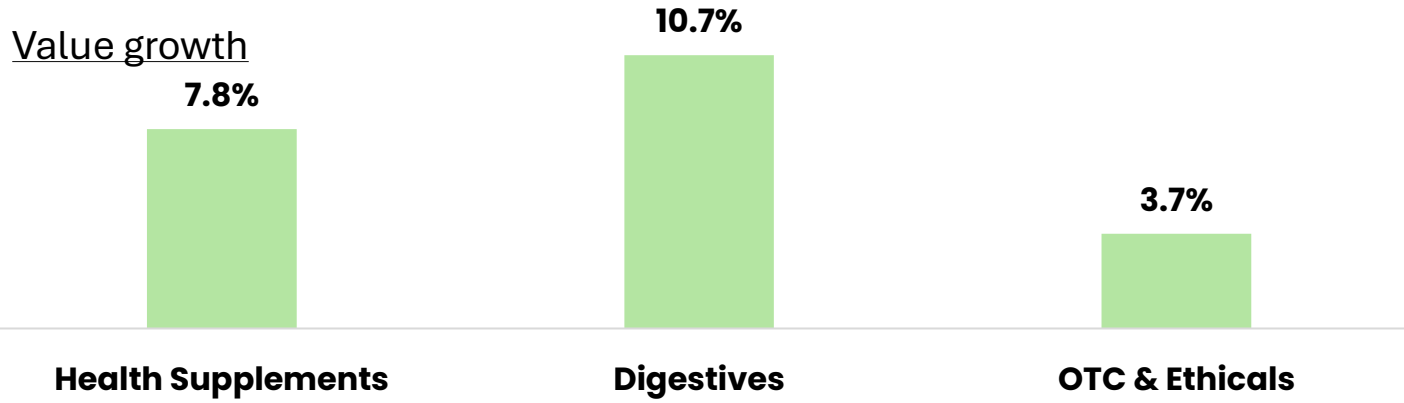


दे 5 परेशानियों से राहत

- सुस्ती
- थकान
- अनिद्रा
- सिरदर्द
- तनाव

आप अपने त्वचा को ठंडा और चमकीला रखने के लिए इस तेल का उपयोग करें। इसे त्वचा के तहत और त्वचा के नीचे से ठंडा करने में मदद करता है।

# HEALTHCARE



## Health Supplements:

- Dabur Glucose recorded strong growth of 30%+ amidst harsh summer conditions; market share gains of 70 bps

## Digestives:

- Digestives grew by 10.7%
- This quarter we launched Hajmola Mr Aam & Hajmola Zeera which garnered positive consumer feedback

## OTC & Ethicals:

- OTC portfolio was impacted by high base in Q1FY24 (24% growth) (2 Yr. CAGR: 10%)
- Health Juices, Dabur baby & Branded Ethicals delivered strong double-digit performance
- Market share gain of 65 bps gain in Baby Massage Oils



# INNOVATION - HEALTHCARE



**Hajmola<sup>®</sup>  
Zeera**

Mast ChatPata

**ROCKET ON,  
PAIN GONE  
IN SECONDS**

**Dabur<sup>®</sup>  
RED  
Balm**

**20% FREE**

**20% FREE**

**20% FREE**

**Starts Action in SECONDS\***

**1.4x Stronger\***

**50% Extra Menthol\***

**ULTRA STRONG Balm**

**Starts Action in SECONDS\***

For Strong Headache, Body pain & Cold

\*Based on clinical studies in leading markets (products) by independent lab 2023. For more details, check the product packaging.

**NEW**

**Dabur<sup>®</sup>  
GLUCOPLUS-C<sup>®</sup>  
INSTANT ENERGY**

**INSTANT ENERGY  
NON-STOP ACTION!**

**POWER OF GLUCOSE  
VIT C & IRON**

**₹10 ONLY**

**160ml**

\*Net Quantity  
Ready to Serve Fruit Beverage  
The images shown are for illustration purposes only and may not be an exact representation of the product.

**Hajmola<sup>®</sup>**

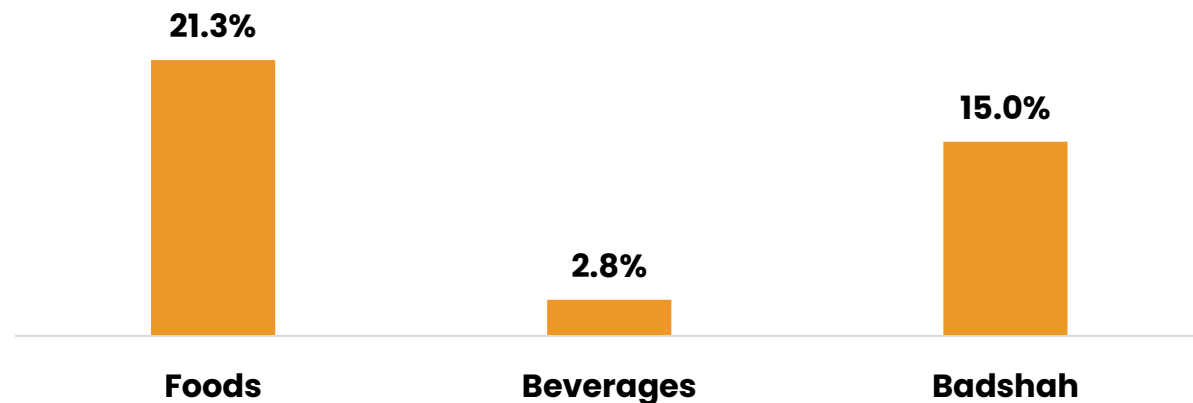
**KACCHE AAM KA FLIP  
KARDE MUH UNZIP**

**Hajmola<sup>®</sup>  
Mr. AAM**

**An Ayurvedic product**

# FOODS & BEVERAGES

## Value growth



### Beverages:

- Fruit Drinks portfolio grew in high teens
- J&N segment got impacted due to exceptionally harsh summers which led to consumer preference shifting to thirst quenching products
- Market share in J&N category expanded by ~330 bps
- Recently launched fruit juice 'Real Bites' in Can format

### Foods:

- Hommade brand grew by ~ 21% during Q1 FY25
- Badshah spices portfolio recorded 15% growth on the back of focused marketing initiatives and portfolio revitalization





**Rs. 10/- Only**

**Real**  
Fruit Power<sup>®</sup>

**Lemon**  
GOODNESS

150 ml

**Rs. 10/- Only**

**Real**  
Fruit Power<sup>®</sup>

**Lemon**  
GOODNESS

**Refreshing  
Lemon  
Goodness**

# INNOVATION – FOODS & BEVERAGES (2/2)



**Real**  
Fruit Power

**BITES**

**PEACH**  
WITH PEACH PIECES

**PINEAPPLE**  
WITH PINEAPPLE PIECES

**WITH REAL CHUNKS  
& REAL GOODNESS  
IN EVERY SIP**

**PEACH | PINEAPPLE**

**INDIA'S No.1**

**INDIA'S No.1**  
JUICE AND NECTAR BRAND

Shake    Open    Drink & Bite into Fruit Goodness

Réal Fruit Power is a registered trademark of Dabur India Limited. \*Claim as per NIQ Retail Index data for period MAT Dec'23 for the India market in Juices & Nectars segment. Creative Visualization. Ready to serve fruit beverage.

# INNOVATION – BADSHAH












# ESG Goals & Achievements



Among the top FMCG companies in India with 140% improvement in DJSI score

<p><b>Climate &amp; Biodiversity</b></p>  <p><b>Target</b></p> <ul style="list-style-type: none"> <li>Achieve Net Zero by 2045</li> </ul> <p><b>Achievement</b></p> <ul style="list-style-type: none"> <li>Coal Free operations since Aug'23</li> </ul>	<p><b>Circular Economy</b></p>  <p><b>Target</b></p> <ul style="list-style-type: none"> <li>Maintain Plastic Waste Positivity in FY24</li> </ul> <p><b>Achievement</b></p> <ul style="list-style-type: none"> <li>Target Achieved, to be sustained</li> </ul>	<p><b>Sustainable Sourcing</b></p>  <p><b>Target</b></p> <ul style="list-style-type: none"> <li>Ensure zero deforestation of high-risk materials by FY26</li> </ul> <p><b>Achievement</b></p> <ul style="list-style-type: none"> <li>Achieved 86% sustainable sourcing of high deforestation risk materials</li> </ul>	<p><b>Governance</b></p>  <ul style="list-style-type: none"> <li>100% Independent Audit Committee</li> <li>Appointed Lead Independent Director</li> <li>5 out of 6 Committees are led by Independent Directors</li> <li>ESG committee was formed in FY23, Independent Director inducted as member</li> </ul>
<p><b>Energy &amp; Water</b></p>  <p><b>Target</b></p> <ul style="list-style-type: none"> <li>60% of the total energy from renewable sources by 2025-26</li> <li>Reduce Water Intensity by 30% by FY26</li> </ul> <p><b>Achievement</b></p> <ul style="list-style-type: none"> <li>52% energy from renewables sources</li> <li>Reduced Water Intensity by 29%</li> </ul>	<p><b>Diversity</b></p>  <p><b>Target</b></p> <ul style="list-style-type: none"> <li>Targeting 21% gender diversity at managerial levels by FY28</li> </ul> <p><b>Achievement</b></p> <ul style="list-style-type: none"> <li>Achieved 14.2% gender diversity at managerial levels</li> </ul>	<p><b>Social Impact</b></p>  <p><b>Target</b></p> <ul style="list-style-type: none"> <li>3 Mn beneficiaries of CSR projects in FY24 and 5 Mn in FY30</li> <li>Enhance livelihood of 13,500 farmers by FY30</li> </ul> <p><b>Achievement</b></p> <ul style="list-style-type: none"> <li>3.05 Mn beneficiaries of CSR projects in FY24</li> <li>10,877 farmers engaged in herb cultivation</li> </ul>	

# ESG Microsite Being Launched



[Home](#) [ESG Vision](#) [ESG Governance](#) [ESG Frameworks](#) [ESG Indicators](#) [ESG Initiatives](#) [ESG Policies](#) [ESG Recognitions](#)



## ESG Factsheet

Explore our commitment to ESG excellence through visionary leadership, robust frameworks, impactful policies and insightful ESG indicators shaping a sustainable future for Dabur and our stakeholders.

<https://www.esgfactsheet.com/dabur>

**Builds Transparency in Disclosures**

**Enhances Dabur's positioning as a sustainable brand**

**Increased Stakeholder's Trust**

# Q1 FY25 | Consolidated P&L



<i>In INR crores</i>	<b>Q1 FY25</b>	<b>Q1 FY24</b>	<b>Y-o-Y (%)</b>
<b>Revenue from operations</b>	3,349.1	3,130.5	<b>7.0%</b>
Material Cost	1,748.7	1,671.7	4.6%
Employee expense	322.9	297.2	8.6%
Advertisement and publicity	235.9	204.3	<b>15.4%</b>
Other Expenses	386.6	352.4	9.7%
<b>Operating Profit</b>	<b>655.0</b>	<b>604.7</b>	<b>8.3%</b>
<b>% of Revenue</b>	<b>19.6%</b>	<b>19.3%</b>	
<b>EBITDA (inc Other income)</b>	<b>784.4</b>	<b>714.5</b>	<b>9.8%</b>
<b>% of Revenue</b>	<b>23.4%</b>	<b>22.8%</b>	
<b>Net profit for the period/year (after minority)</b>	<b>500.1</b>	<b>463.9</b>	<b>7.8%</b>
<b>% of Revenue</b>	<b>14.9%</b>	<b>14.8%</b>	

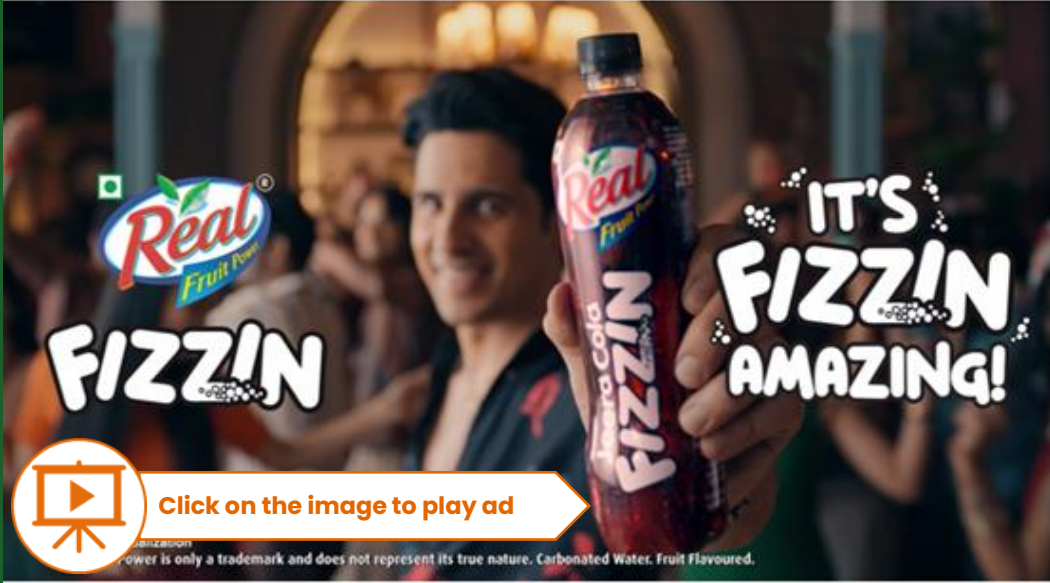
# Q1 FY25 | Standalone P&L



<i>In INR crores</i>	<b>Q1 FY25</b>	<b>Q1 FY24</b>	<b>Y-o-Y (%)</b>
<b>Revenue from operations</b>	2,514.2	2,347.4	<b>7.1%</b>
Material Cost	1,380.4	1,304.3	5.8%
Employee expense	202.6	189.4	7.0%
Advertisement and publicity	188.7	167.4	<b>12.8%</b>
Other Expenses	245.5	223.9	9.6%
<b>Operating Profit</b>	<b>496.9</b>	<b>462.4</b>	<b>7.5%</b>
<i>% of Revenue</i>	<b>19.8%</b>	<b>19.7%</b>	
<b>EBITDA (inc Other income)</b>	<b>607</b>	<b>561.5</b>	<b>8.0%</b>
<i>% of Revenue</i>	<b>24.1%</b>	<b>23.9%</b>	
<b>Net profit for the period</b>	<b>405.4</b>	<b>377.7</b>	<b>7.3%</b>
<i>% of Revenue</i>	<b>16.1%</b>	<b>16.1%</b>	

## Cautionary note concerning forward-looking statement

Certain statements made in this presentation relating to the Company's objectives, projections, outlook, expectations, estimates, among others may constitute 'forward-looking statements' within the meaning of applicable laws and regulations. Actual results may differ from such expectations, projections etc., whether express or implied. These forward-looking statements are based on various assumptions, expectations and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, competitive intensity, pricing environment in the market, economic conditions affecting demand and supply, change in input costs, ability to maintain and manage key customer relationships and supply chain sources, new or changed priorities of trade, significant changes in political stability in India and globally, government regulations and taxation, climatic conditions, natural calamity, commodity price fluctuations, currency rate fluctuations, litigation among others over which the Company does not have any direct control. The company cannot, therefore, guarantee that the 'forward-looking' statements made herein shall be realized. The Company, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein or make written or oral forward-looking statements as may be required from time to time based on subsequent developments and events.

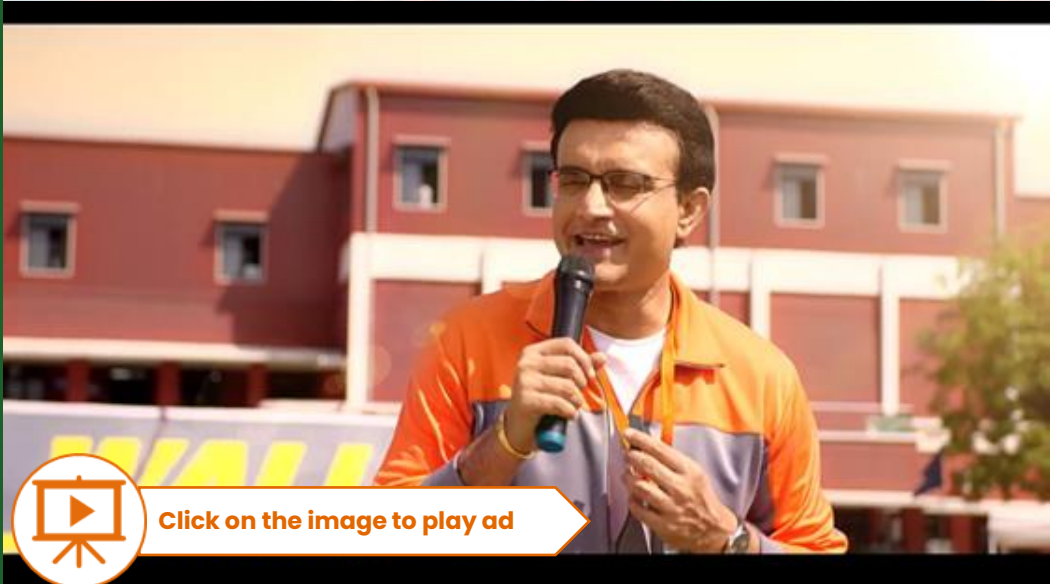


Click on the image to play ad

Power is only a trademark and does not represent its true nature. Carbonated Water. Fruit Flavoured.



Click on the image to play ad



Click on the image to play ad



Click on the image to play ad

For more information and updates, visit:  
<http://www.Dabur.Com/in/en-us/investor>