



Ref: SEC/SE/2020-21

Date: July 30, 2020

Scrip Symbol: NSE-- DABUR, BSE Scrip Code: 500096

To,

Corporate Relation Department
BSE Ltd
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai- 400001

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

Sub: Press Release & Investors Communication

Dear Sir,

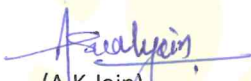
In compliance of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to enclose a copy of Press Release and Investors Communication being issued by the company today for your records.

This is for your information and records.

Thanking You,

Yours faithfully,

For Dabur India Limited


(A K Jain)

Executive V P (Finance) and Company Secretary

Encl: as above



Where Nature meets **Science**

Q1 FY21 – Results Presentation

30th July 2020



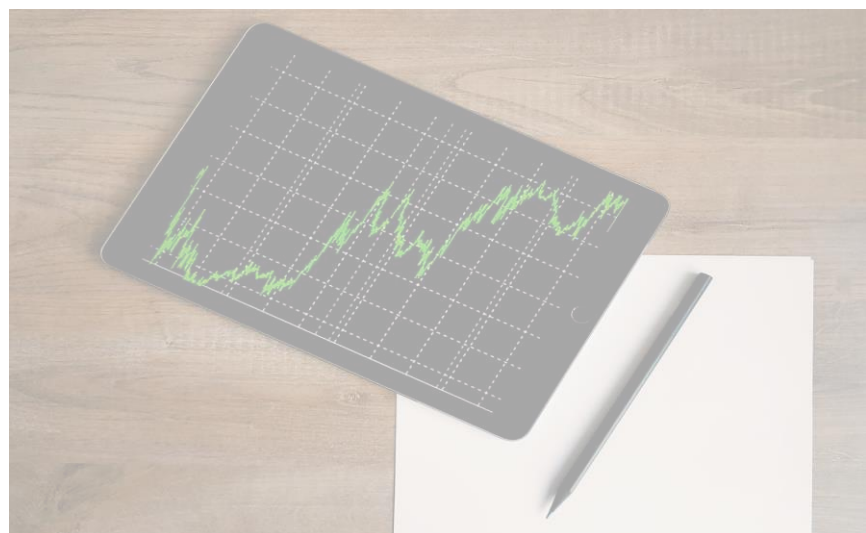
1 Macro Overview



2 Performance Overview



3 Business Highlights



4 Covid Management Strategy – An Update

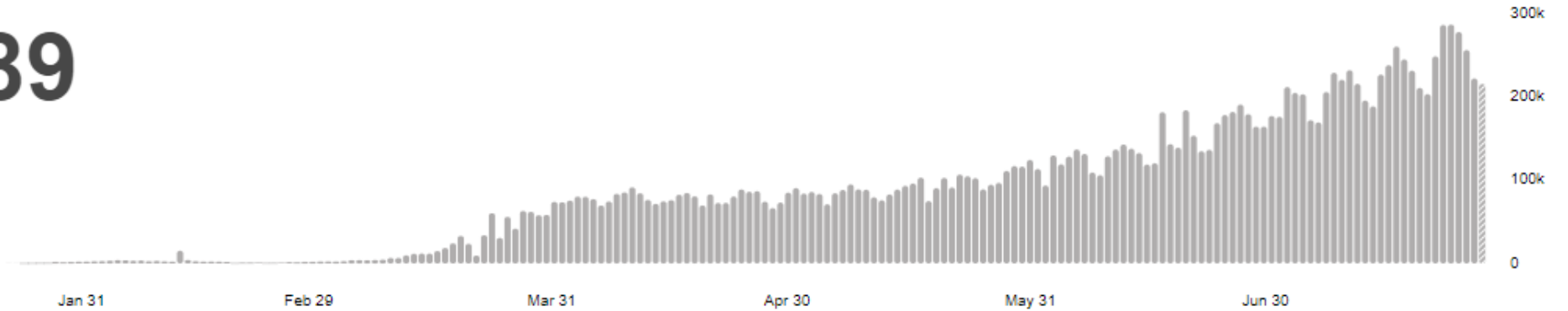


The pandemic continues to impact the world

Total daily cases still on a rise across the world

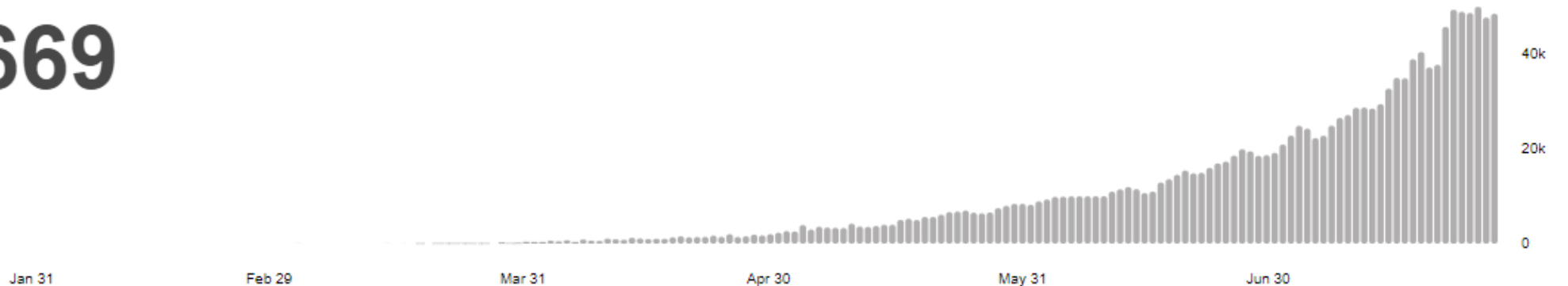
World – New Cases Added Daily

16,558,289
confirmed cases



India – New Cases Added Daily

1,531,669
confirmed cases

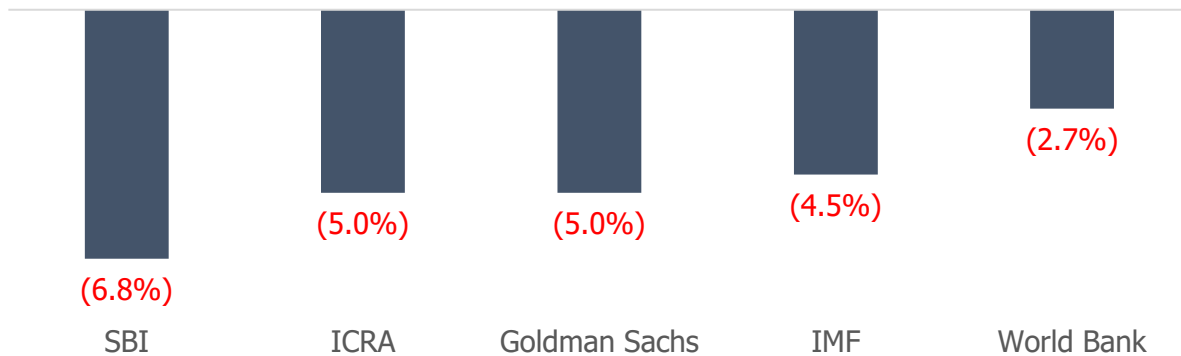


Leading to a grim economic situation

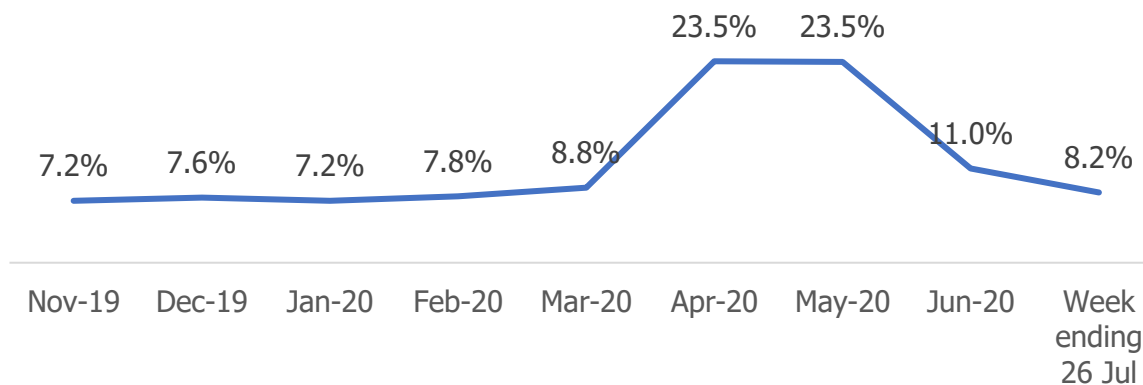
India GDP forecasted to decline by ~5% in FY21

High unemployment remains a concern

India's FY21 GDP Growth Forecasts



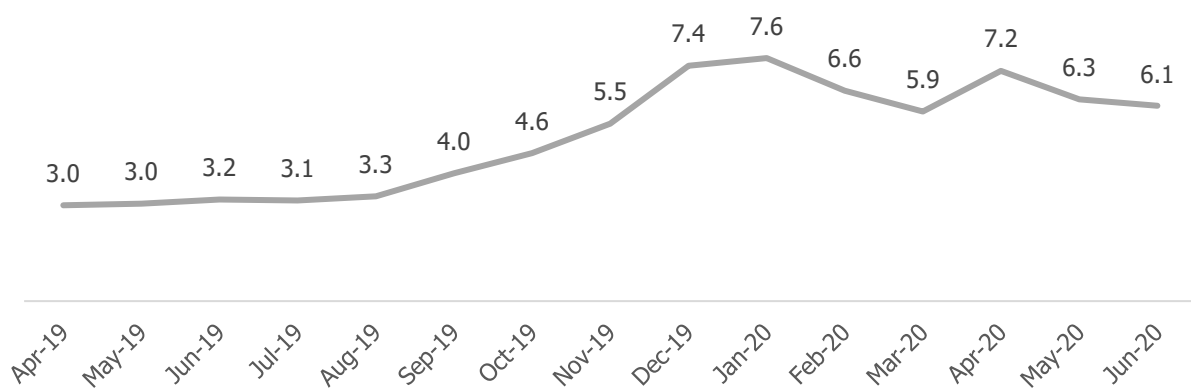
Unemployment Rate in India



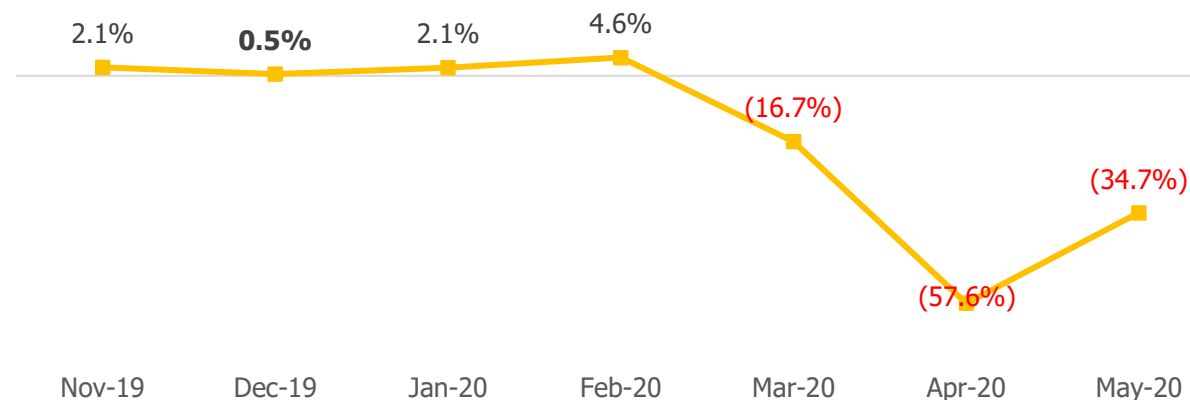
CPI at 6%+, up from baseline of 3%

IIP data shows significant declines

India - CPI %



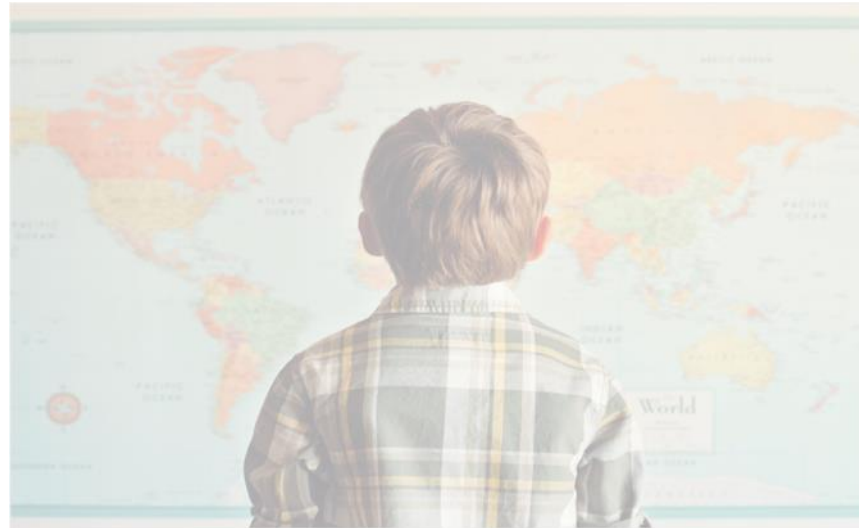
India - Index of Industrial Production (IIP)





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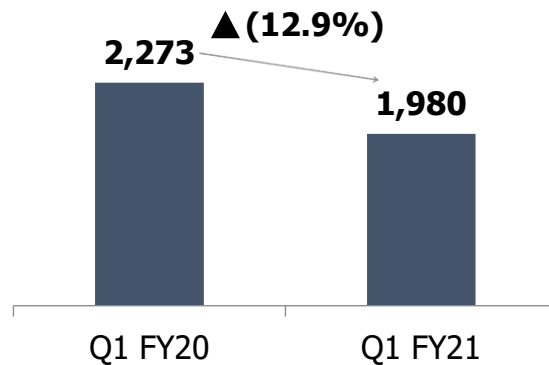
Covid Management Strategy – An Update



Q1 FY21 – Performance Summary

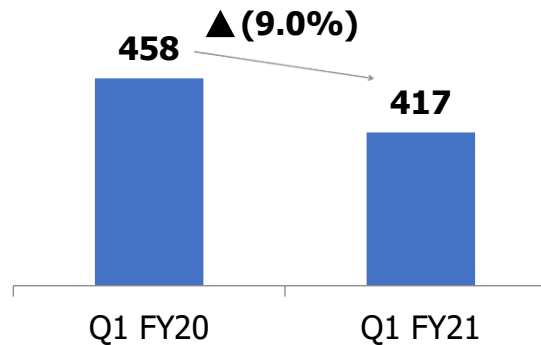
Key Metrics

Revenue



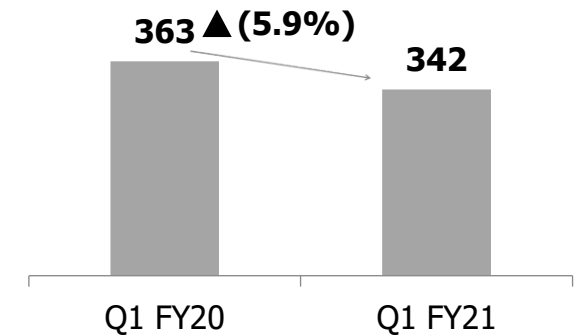
- **Domestic FMCG business** saw a decline of 6.9% due to the lockdown in April – volume declined by 9.7%
- **International Business** saw a decline of 21.6%

Operating Profit



- **Consol Material Cost** was similar to previous year at 50.6%
- **Consol Operating Margin** improved by 91 bps to touch 21%
- **Standalone Operating Profit** grew by 3.5% and the margin saw an increase of 254 bps to touch 22%

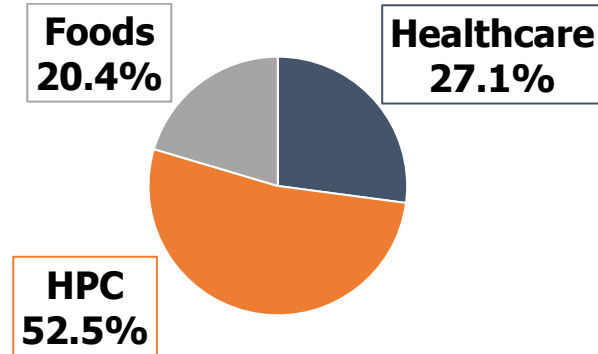
PAT



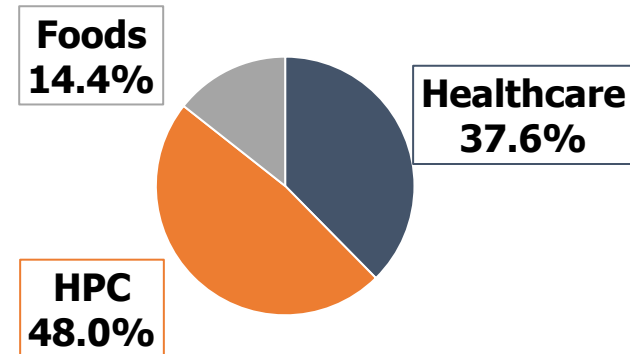
- **Consolidated PAT** decreased by 5.9%
- **Standalone PAT** increased by 12.3% aided by proactive cost management

Domestic FMCG Growth – By Verticals – Q1 FY21

Q1 FY20 Sales Contribution

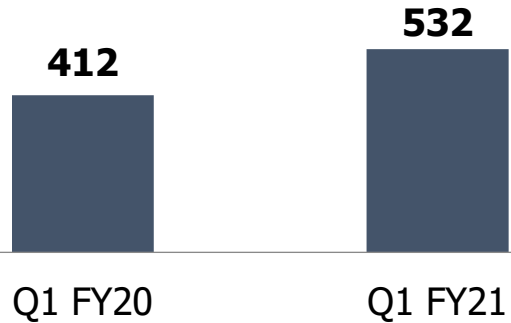


Q1 FY21 Sales Contribution



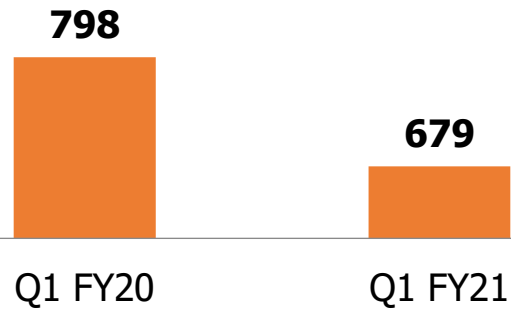
Healthcare

Growth: 29.2%



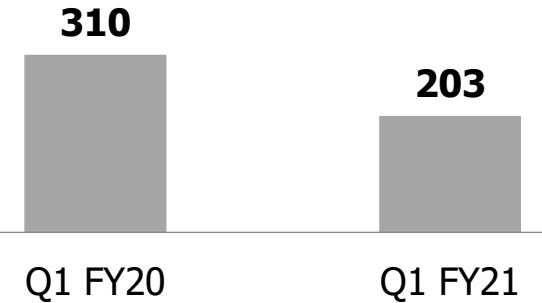
Home & Personal Care (HPC)

Growth: (14.9%)



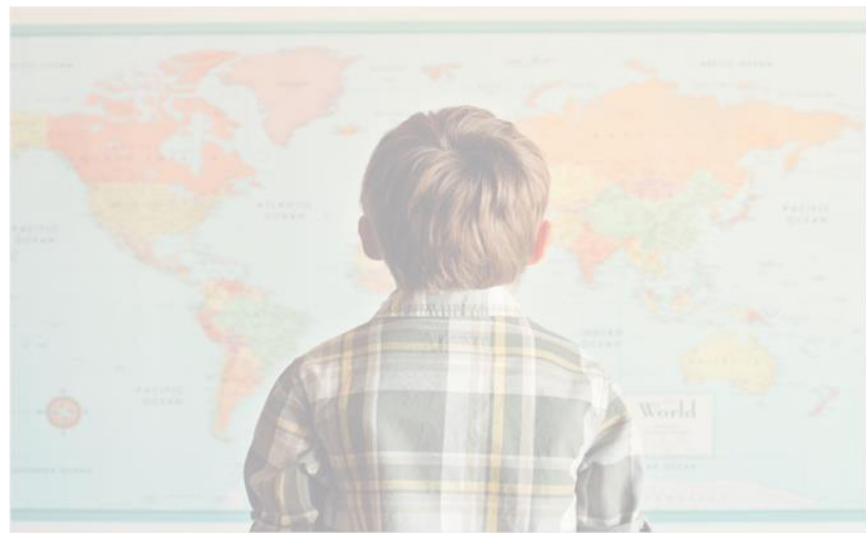
Foods

Growth: (34.4%)

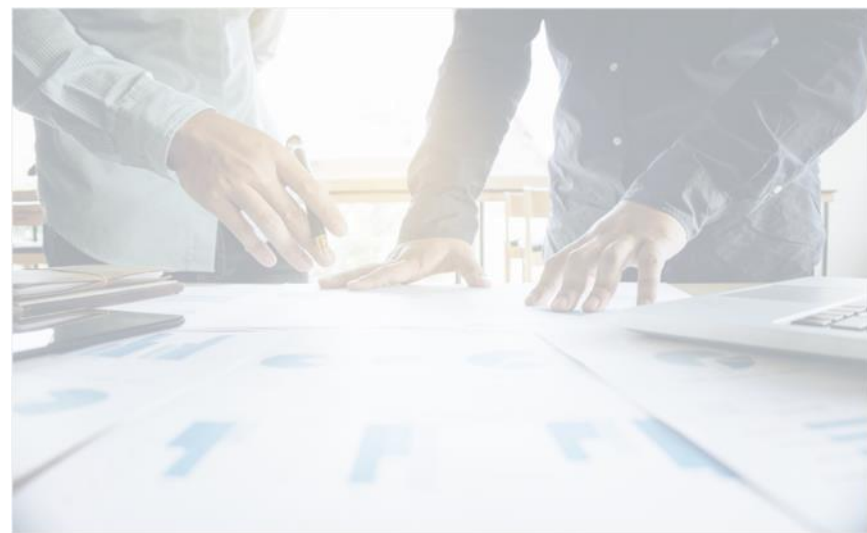




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Healthcare – Q1 FY21

	Health Supplements	Digestives	OTC	Ethicals
Growth %	52.6%	(11.5%)	34.4%	10.7%
Category Highlights	<ul style="list-style-type: none"> Recorded strong growth of ~700% in Dabur Chyawanprash and strong double-digit growth in Dabur Honey Dabur's market share in Chyawanprash category increased by ~600 bps and in Honey by ~300 bps 	<ul style="list-style-type: none"> Digestives portfolio impacted due to restricted outdoor activity, minimal outside food consumption and closures of restaurants Seeing improvement since the easing of lockdowns 	<ul style="list-style-type: none"> Honitus saw its sales almost doubling in this quarter Lal Tail declined during the quarter, but is seeing improvement since the easing of lockdowns NPDs added to the momentum of the portfolio 	<ul style="list-style-type: none"> Ethicals' grew in double digits on the back of strong growth in all immunity related brands Immunity@Doorstep initiative reaches 15 lakhs + consumers and 10,000+ households



Dabur Honey – World's No. 1 Honey Brand with 60+ quality checks



Dabur Chyawanprash – Har Mausam, 2x Immunity



Dabur Immunity Kit

New Product Launches – Healthcare



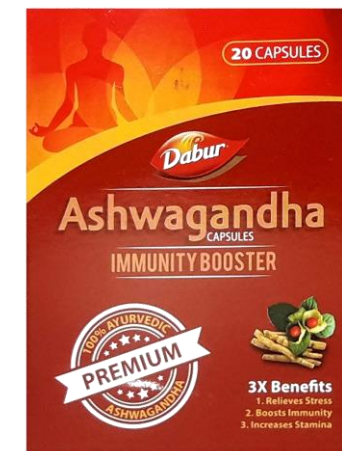
Dabur Honey Tulsi



Dabur Honey Ashwagandha



Dabur Ashwagandha Tablets



Dabur Ashwagandha Capsules



Dabur Ayush Kwath



Dabur Honitus Adulsa Cough Syrup



Dabur Sanitize Antiseptic Liquid



Dabur Sanitize Germ Protection Soap

New Product Launches – Healthcare



Dashmol Jirakam



Pippalayasava



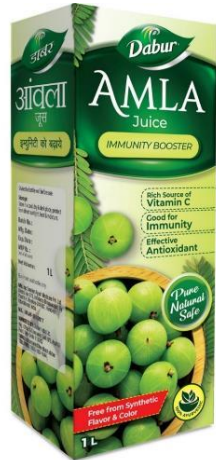
Lal Shar



Dabur Tulsii Drops



Dabur Haldi Drops



Dabur Amla Juice



Dabur Giloy Ras



Dabur Aloe Vera Juice



Dabur Giloy Neem Tulsii Juice



Trikatu Churna

Home and Personal Care – Q1 FY21

	Oral Care	Hair Oils	Shampoo	Home Care	Skin & Salon
Growth %	1.4%	(25.6%)	(9.3%)	(30.5%)	(12.5%)
Category Highlights	<ul style="list-style-type: none"> • Toothpaste portfolio recorded a growth of 2.6% • Red Toothpaste reported growth of 8.1% • Toothpaste market share improved by ~60 bps 	<ul style="list-style-type: none"> • Hair Oil category witnessed significant decline in Q1 FY21, as per Nielsen • In pure coco oils, market shares saw an increase of 20 bps and in perfumed oils, the market shares saw an increase of 40 bps 	<ul style="list-style-type: none"> • Shampoo category witnessed significant decline in Q1 FY21, as per Nielsen • Market share in shampoo category increased by ~120 bps 	<ul style="list-style-type: none"> • Odonil declined on account of its discretionary nature but saw an increase in MS of ~290 bps • Odomos declined by low single digit but showed sequential improvement • Odomos saw an increase of 270 bps in market share 	<ul style="list-style-type: none"> • Dabur Sanitize Hand Sanitisers range reported a strong performance • Fem and Gulabari reported muted performance on account of their discretionary nature



Dabur Meswak – Stop germs build-up behind the mask



Dabur Amla Hair Oil



Dabur Sanitize Hand Sanitiser

New Product Launches – HPC



Dabur Dant Rakshak



Dabur Herb'l Clove



Dabur Amla
Aloe Vera
Hair Oil



Dabur
Badam
Amla
Hair Oil



Fem Gold
Radiance
Facial Kit

New Product Launches – HPC



Dabur Sanitize Laundry Sanitizer



Dabur Sanitize Multipurpose Surface Cleaner & Disinfectant



Dazzl Floor Cleaner



Dazzl Anti-Bacterial Glass Cleaner



Otopic Utensil Cleaner Liquid



Odomos Mosquito Killer Racquet

New Product Launches – HPC



Dabur Sanitize Hand Sanitizers



Odonil Air Sanitiser



Dazzl Surface Cleaner



Fem Hand Wash with Germ Kill



Dabur Sanitize Air Sanitizers



Dabur Veggie Wash



Dabur Sanitize Disinfectant Spray



Dabur Suraksha Kit

Foods – Q1 FY21

	Beverages	Culinary
Growth %	(36.2%)	5.9%
Category Highlights	<ul style="list-style-type: none"> J&N category showed a volume decline of 51.4% in Q1 FY21 However, Real has increased its market share by ~260 bps In the fruit drinks category, launched Real Mango Drink in PET format and Real Apple Mini in INR 10 pack Launched 4 variants of milkshakes under Real 	<ul style="list-style-type: none"> Launched a range of chutneys & pickles and imli (tamarind) sauce



Driving Immunity Credentials

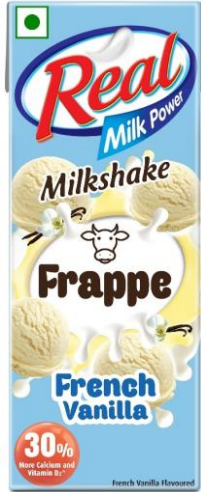


Engaging with Consumers on Digital



Lockdown Chef Contest

New Product Launches – Foods



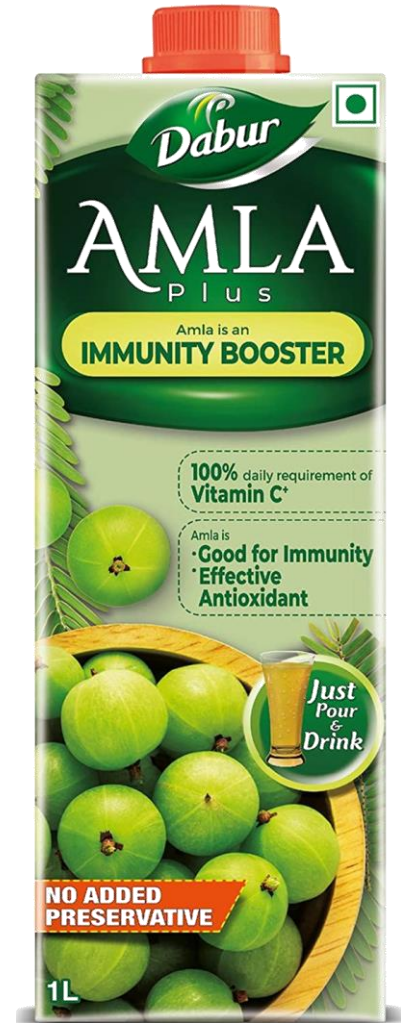
Real Frappe
(4 Variants)



Real Mango Drink
in PET bottle



Real Apple Mini



Dabur Amla Plus

New Product Launches – Foods



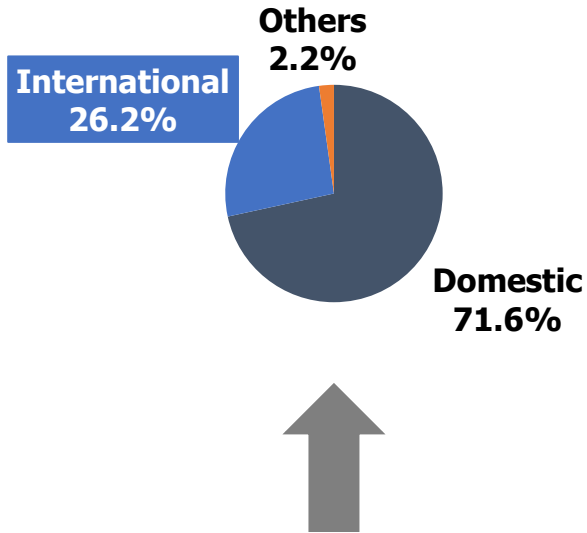
Dabur Hommade Chutney Range

Dabur Hommade Imli Sauce

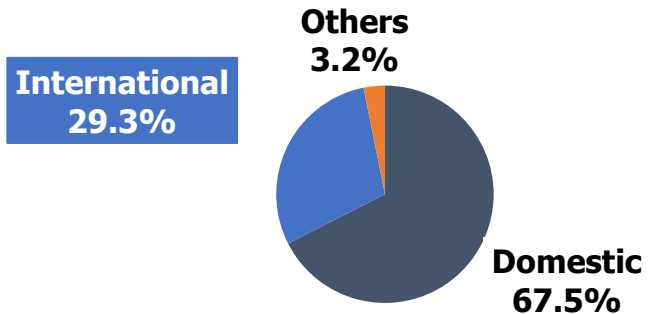
Dabur Hommade Pickles Range

International Business – Q1 FY21 Performance

Q1 FY21 Sales Contribution

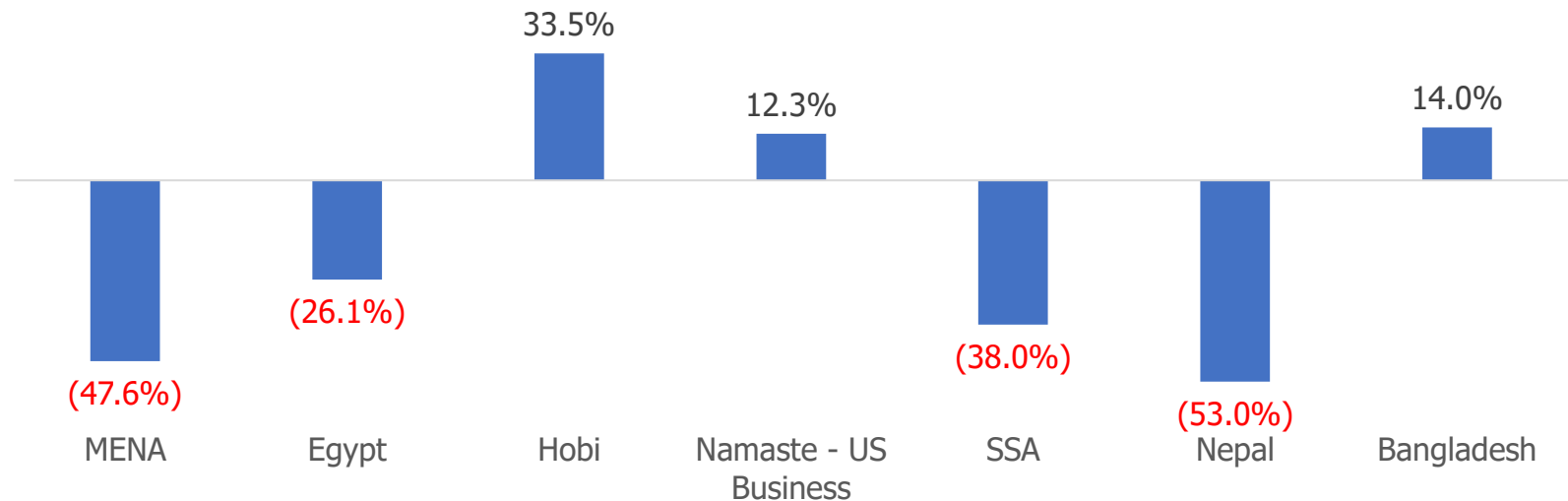


Q1 FY20 Sales Contribution



- International Business reported a decline of 21.6%
- MENA was impacted by Covid and macroeconomic headwinds
- Egypt recorded a decline of 26.1%
- Hobby had a strong quarter, growing by 33.5%
- Namaste's US business reported strong 12.3% growth
- While Nepal business saw a decline of 53% on account of curfews in the country, Bangladesh saw a growth of 14%

Q1 FY21 Constant Currency Growth %



New Product Launches – International Business



Dabur Herb'i Alpha Range
(UAE and Oman)



Vatika Sanitizing Body Wash
(across GCC)



Dazzl Shield Floor Disinfectant & Cleaner
(in Qatar)



Dazzl Shield Multiple Surface Disinfectant & Cleaner
(in Qatar)



Dermoviva Sanitizing Range (Gel, Soap, Spray & Wipes)
(across markets)

New Product Launches – International Business



Dabur Amla Hair Repair Solutions
(UAE and Oman)



Garden of Eden Liquid Soap
(Turkey)



Hobby Marshmallow Shower Gels
(Turkey)



Hobby Fresh Care Shower Gels
(Turkey)



ORS Colorblast Range
(USA)



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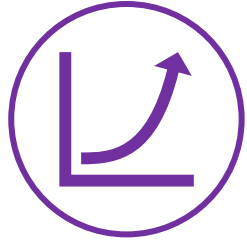


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Covid Management Strategy – An Update



Covid Management Strategy



**Employee
Well-Being**

GTM Approach

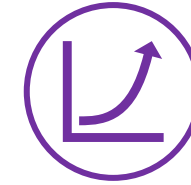
**Consumer
Marketing
Reorientation**

**Streamlining
Supply Chain**

**Cost and Cash
Flow
Management**

**Community
Welfare**

Covid Management Strategy



Employee Well-Being

GTM Approach



Virtual Webinar by Dr. Parmeshwar Arora on "Employee Wellness in times of Covid-19 – the Ayurvedic Way"

Distribution of Safety and Immunity Kits to employees

Roll-Out of New CRS Module for more scientific management of Inventories

Roll-Out of New Drishti Module completed across 72% of stockist despite Covid



Regional and Corporate Tie Ups with Hospitals and Labs to ensure easy access of medical facilities



Going Direct to 95% of E-comm business



E-comm first launches

Covid Management Strategy



Consumer Marketing Reorientation

Re-purpose Brand Communication	Retool Media Mix in Current Context	Beefing up Digital Presence				
	<table border="1"> <thead> <tr> <th>Medium</th> <th>Change</th> </tr> </thead> <tbody> <tr> <td>TV (News, Kids, Movies, DD)</td> <td>↑</td> </tr> </tbody> </table>	Medium	Change	TV (News, Kids, Movies, DD)	↑	<p>Digital Communication with brand relevant messages</p>
Medium	Change					
TV (News, Kids, Movies, DD)	↑					
	<table border="1"> <tbody> <tr> <td>TV (GEC)</td> <td>↓</td> </tr> </tbody> </table>	TV (GEC)	↓	<p>Purpose driven content marketing</p>		
TV (GEC)	↓					
	<table border="1"> <tbody> <tr> <td>Digital</td> <td>↑</td> </tr> </tbody> </table>	Digital	↑	<p>Dominated Contextual Events</p> <ul style="list-style-type: none"> • 234 mn impressions on digital news on key days like Lockdown extension announcement • 27 mn impressions on Vocal for Local • 98 mn impressions on Yoga Day 		
Digital	↑					
<p>Print</p>	<p>×</p>	<p>Influencer advocacy</p>				
<p>Outdoor</p>	<p>×</p>					

Covid Management Strategy



Streamlining Supply Chain

Manufacturing

- Factory operations were re-started from 2nd week of April – currently operating at near normal levels
- Social distancing, sanitization and hygiene is being maintained at plants
- Providing safe transport for employees

Supply Chain

- Procured permissions and commenced operations at all CFAs and suppliers
- Alternate suppliers identified and are being used wherever there is a constraint
- Import substitution is being considered

Cost and Cash Flow Management

Project Samriddhi

Cost optimisation and value enhancement across various levers of business using ZBB methodology

- Debtors: The collections were driven by regular follow ups and selective incentives to distributors for early payments and collection through RTGS and NACH (National Automated Clearing House)
- Extending supplier credit period
- Cash flows were managed through daily monitoring of collections and payments to optimize the same

Community Welfare



Dabur Health and Safety kits, comprising a hand sanitizer, face masks, immunity building medicine and nutritious food distributed to Police personnel across the country

Health and Safety kits were donated to frontline Health workers and Sanitation workers across India to offer them protection from COVID-19



Nutritious meals were provided to families of migrant workers and urban poor, who were the most severely hit by the lockdown across India



Annexure

Consolidated Profit and Loss Statement

<i>All figures are in INR cr</i>	Q1 FY21	Q1 FY20	Y-o-Y (%)
Revenue from operations	1,980.0	2,273.3	(12.9%)
Other Income	71.8	73.3	(2.0%)
Total Income	2,051.8	2,346.6	(12.6%)
Material Cost	1,001.6	1,147.7	(12.7%)
<i>% of Revenue</i>	<i>50.6%</i>	<i>50.5%</i>	
Employee expense	223.8	231.4	(3.3%)
<i>% of Revenue</i>	<i>11.3%</i>	<i>10.2%</i>	
Advertisement and publicity	145.6	202.1	(27.9%)
<i>% of Revenue</i>	<i>7.4%</i>	<i>8.9%</i>	
Other Expenses	192.4	234.4	(17.9%)
<i>% of Revenue</i>	<i>9.7%</i>	<i>10.3%</i>	
Operating Profit	416.6	457.6	(9.0%)
<i>% of Revenue</i>	<i>21.0%</i>	<i>20.1%</i>	
EBITDA	488.4	530.9	(8.0%)
<i>% of Revenue</i>	<i>24.7%</i>	<i>23.4%</i>	
Finance Costs	7.8	15.3	(48.6%)
Depreciation & Amortization	56.7	52.8	7.6%
Profit before exceptional items, tax and share of profit/(loss) from joint venture	423.8	462.9	(8.5%)
<i>% of Revenue</i>	<i>21.4%</i>	<i>20.4%</i>	
Share of profit / (loss) of joint venture	0.0	0.3	(96.9%)
Exceptional item(s)	0.0	20.0	(100.0%)
Tax Expenses	82.5	79.4	3.9%
Net profit after tax and after share of profit/(loss) from joint venture	341.3	363.8	(6.2%)
<i>% of Revenue</i>	<i>17.2%</i>	<i>16.0%</i>	
Non controlling interest	(0.5)	0.7	(169.6%)
Net profit for the period/year	341.8	363.1	(5.9%)
<i>% of Revenue</i>	<i>17.3%</i>	<i>16.0%</i>	

Standalone Profit and Loss Statement

<i>All figures are in INR cr</i>	Q1 FY21	Q1 FY20	Y-o-Y (%)
Revenue from operations	1,490.9	1,628.3	(8.4%)
Other Income	64.8	67.5	(3.9%)
Total Income	1,555.7	1,695.7	(8.3%)
Material Cost	760.5	851.0	(10.6%)
<i>% of Revenue</i>	<i>51.0%</i>	<i>52.3%</i>	
Employee expense	143.4	144.1	(0.5%)
<i>% of Revenue</i>	<i>9.6%</i>	<i>8.9%</i>	
Advertisement and publicity	129.8	166.7	(22.2%)
<i>% of Revenue</i>	<i>8.7%</i>	<i>10.2%</i>	
Other Expenses	129.9	150.2	(13.5%)
<i>% of Revenue</i>	<i>8.7%</i>	<i>9.2%</i>	
Operating Profit	327.5	316.3	3.5%
<i>% of Revenue</i>	<i>22.0%</i>	<i>19.4%</i>	
EBITDA	392.3	383.7	2.2%
<i>% of Revenue</i>	<i>26.3%</i>	<i>23.6%</i>	
Finance Costs	2.5	6.2	(59.8%)
Depreciation & Amortization	34.1	31.3	9.0%
Profit before exceptional items, tax and share of profit/(loss) from joint venture	355.7	346.3	2.7%
<i>% of Revenue</i>	<i>23.9%</i>	<i>21.3%</i>	
Exceptional item(s)	0.0	20.0	(100.0%)
Tax Expenses	66.3	68.5	(3.2%)
Net profit for the period/year	289.4	257.8	12.3%
<i>% of Revenue</i>	<i>19.4%</i>	<i>15.8%</i>	

Breakdown of Revenue from Operations

All figures are in INR crores, unless otherwise stated

Division	Q1 FY21	Q1 FY20	Growth%
Health Supplements	308	202	52.6%
Digestives	85	95	(11.5%)
OTC & Ethicals	139	114	21.8%
Health Care	532	412	29.2%
Shampoo & Post Wash	52	58	(9.3%)
Hair Oil	219	295	(25.6%)
Hair Care	272	352	(22.9%)
Oral Care	264	260	1.4%
Home Care	71	103	(30.5%)
Skin & Salon	72	82	(12.5%)
HPC	679	798	(14.9%)
Foods	203	310	(34.4%)
Sales - Domestic FMCG	1,414	1,519	(6.9%)
Others (Guar, Fem Pharma, Exports,etc)	77	109	(29.4%)
Revenue - DIL Standalone	1,491	1,628	(8.4%)
International	517	660	(21.6%)
Retail	2	32	(93.3%)
Inter Company Exports (Net)	(30)	(47)	(35.2%)
Revenue from Operations - Consolidated	1,980	2,273	(12.9%)



CHYAWANPRASH

HONITUS

ASHWAGANDHA

GILOY



IMUDAB

For more information & updates, visit :
<http://www.dabur.com/in/en-us/investor>