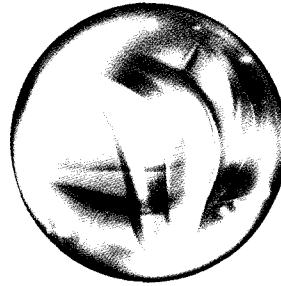




75TH
ANNUAL REPORT
2011-12

Amrutanjan - Brand Identity and its elements

Symbol



Nature's Essence symbol: A blend of health, science, nature and youthfulness to increase the brand's appeal across all demographics.

Seal of trust

Since 1893

Pioneer in the industry with the seal of trust and believability in the brand's products for having catered to consumers pain free living for over a century now.

Typography

Amrutanjan

Cursive typography to bring in modernity for easier brand recall and youth connect.

Promise

Pure Healthy Essence

"Pure Healthy Essence" is nature and science combined to give healthy beauty. It emphasizes that naturally extracted essence with deep action for health works effectively and without side effects. This pure, trusted extracts are derived from natural products through scientific research.

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Ten Year Record

(₹ in Lakhs)

PARTICULARS	2012*	2011*	2010 *	2009 *	2008	2007	2006	2005	2004	2003
Sales	12,042.88	10,775.39	9,374.55	9,607.61	8,566.20	8,269.58	8,025.64	7,591.83	7,694.08	7,774.74
Other Income	409.09	483.22	605.19	695.57	39.76	98.91	134.07	78.72	94.44	111.35
Total Income	12,451.97	11,258.61	9,979.74	10,303.18	8,605.96	8,368.49	8,159.71	7,670.55	7,788.52	7,886.09
Profit Before Tax (PBT)	1,809.84	1,608.22	1,926.48	1,868.03	994.37	1,427.85	1,259.11	892.53	740.16	501.38
Provision for Taxation										
- Current tax & short provision of earlier years	630.00	416.43	750.37	735.71	173.49	518.36	514.85	335.58	315.80	194.15
- Deferred Tax	124.06	(101.97)	(39.21)	(78.57)	194.77	(17.44)	(60.46)	(46.25)	(35.83)	(0.66)
Profit after Tax (PAT)	1,238.03	1,089.82	1,215.32	1,210.89	626.11	926.93	804.72	603.20	460.19	307.89
Dividend #	438.46	443.81	454.50	521.05	224.00	192.00	128.00	112.00	105.60	96.00
Fixed Assets & Investments	7,624.01	10,069.30	6,823.21	1,861.74	2,228.89	1,537.55	1,593.55	2,042.41	2,300.55	2,369.23
Net Current Assets	4,494.05	3,270.05	3,326.39	7,862.96	1,563.27	1,761.18	1,156.26	2,424.24	2,421.80	1,910.07
Total	12,118.06	13,339.35	10,149.60	9,724.70	3,792.16	3,298.73	2,749.81	4,466.65	4,722.35	4,279.30
Represented by:										
Share Capital	292.31	303.00	303.00	310.17	320.00	320.00	320.00	320.00	320.00	320.00
Reserves	9,673.93	9,989.29	9,438.34	9,072.28	2,225.27	1,999.16	1,628.60	2,469.83	2,368.82	2,327.76
Net Worth	9,966.24	10,292.29	9,741.34	9,382.45	2,545.27	2,319.16	1,948.60	2,789.83	2,688.82	2,647.76
Loans	1,891.51	2,662.69	125.85	20.64	846.70	768.61	572.80	1,387.95	1,698.42	1,260.60
Deferred Tax Liability	260.31	384.37	282.41	321.61	400.19	210.96	228.41	288.87	335.11	370.94
Total	12,118.06	13,339.35	10,149.60	9,724.70	3,792.16	3,298.73	2,749.81	4,466.65	4,722.35	4,279.30
Earnings per share (₹) (before extraordinary items)	43.93	35.97	40.03	38.07	19.57	28.96	25.15	18.85	14.38	9.62
Book value per shares (₹)	340.95	339.58	329.50	302.50	79.54	72.47	60.89	87.18	84.03	82.74
Dividend (%)	150.00	150.00	150.00	570.00	70.00	60.00	40.00	35.00	33.00	30.00

* Extraordinary Item (Income - Net of Tax) has not been included in the PBT as well as PAT.

On the paid-up Share Capital after buy back

Board of Directors

Mr. S. Sambhu Prasad *Chairman & Managing Director*

Dr. H.B.N. Shetty

Mr. D. Seetharama Rao

Dr. Pasumarthi S.N. Murthi

Mr. A. Satish Kumar

Dr. Marie Shiranee Pereira

Management Team

Mr. Kannan K. *General Manager - Finance*

Mr. Joydeep Chatterjee *Business Head - Sales & Marketing*

Mr. Srikanta K.N. *VP - Exports & Beverages Marketing*

Mr. Jeyakanth S. *General Manager - Supply Chain Management*

Mr. Natarajan B. *Head - HR*

Mr. Ravichandran J. *DGM - Research & Development and Quality*

Statutory Auditors

P. S. Subramania Iyer & Co.,

Chartered Accountants

Chennai

Bankers

HDFC Bank Limited

Yes Bank Limited

Punjab National Bank

Registered Office

No.103 (Old No.42-45), Luz Church Road,

Mylapore, Chennai 600 004

Telephone: 044-24994164 / 24994146 / 24994465 / 24994366

Fax: 044-24994585

E-mail: investors@amrutanjan.com

Website: www.amrutanjan.com

Factories

Mylapore, Chennai

Uppal, Hyderabad

Alathur Village, Kancheepuram District (T.N.)

Registrar & Share Transfer Agents

Cameo Corporate Services Limited

"Subramaniam Building"

No.1, Club House Road, Chennai 600 002.

Telephone: 044-28460390 (5 Lines)

Fax: 044-24860129

E-mail: investor@cameoindia.com



Our Values

Commitment towards interests of all Stakeholders-customers, employees & community.

To achieve leadership position in all our businesses.

We never compromise in our ethics and this is reflected in all our actions.

We strive to provide a culture that accepts new ideas, embraces change and rejects bureaucracy and small-mindedness.

Dear Valued Stakeholders,

This year marks your Company's 75th anniversary as a public corporation. This is a feat achieved by very few companies both in India and around the world. One of the reasons for this is delivering consistent consumer satisfaction. Last year was a testimony to this in that your Company delivered top line and bottom line growth inspite of inflationary pressures and stiff competition.

The substantial growth seen in 2011-12 was a result of investments made in brand and distribution process the prior year. Some of the areas of improvement are as follows:

- Focus on secondary sales (sales of our distributors to the market) which brought in consistency in revenue month on month and growth in direct coverage
- Relaunch of Brand Amrutanjan
- Growth in new products
- Growth in markets beyond South and East: Market share gain in West Zone which is the largest market for rubs and balms (Nielsen report)

Another area of focus for the Company is Cost Management. I strongly and passionately believe in one thing and I espouse this at every interaction I get with my team: Costs should be managed in house before passing on to the consumer. I think companies have a moral obligation to do this. While inflation in our Country is being driven up due to structural and macro-economic factors, collectively companies are choosing the easy way out of passing the costs on down the value chain and perpetuating this vicious cycle.

The recent foray into beverages also started off well with top line growth of 30% in the very first year of acquisition and the brand Fruitnik achieving the number 3 spot in terms of market share in Tamil Nadu.

Our pilot foray into pain services business under the banner Amrutanjan Care, resulted in treatment of 2500 patients in the very first year of operation. The vision is to be present across the spectrum from products to services and to be a true Specialist in Pain Management. As we interacted with these patients we have truly seen the trust and credibility your brand carries. The pain center is operational in Chennai at this moment and plans are underway to take this model to other metros.

In spite of heavy competition from multinationals and larger domestic companies, your company is thriving and growing and will continue to do so due to a strong focus on process and customer.

S. Sambhu Prasad

*Chairman and Managing Director
Amrutanjan Health Care Limited*



Our products and services

“Pure Healthy Essence”

“Pure Healthy Essence” connotes a naturally extracted essence with a deep action formula i.e. effective and without side effects.

Pure Healthy Essence means a pure, trusted natural extract derived from natural products through scientific research. Nature and science are combined to give healthy beauty.

Products in Pain Management



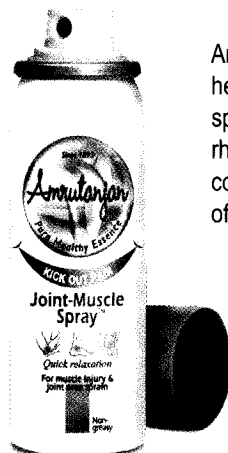
Amrutanjan Faster Relaxation balm has powerful ingredients which help in instant relief from headaches. It is the only balm to have 5 sku's catering to all channel segments and consumers.



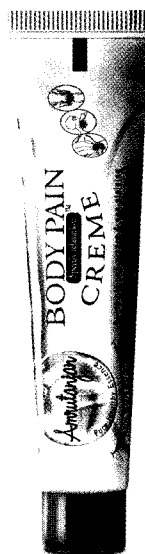
Amrutanjan Aromatic balm is the pioneer in the pain category being the only successful unique aroma balm in the market. It is a soft and smooth balm. It is used for immediate relief from headaches. It is helpful in steaming and aroma therapy.



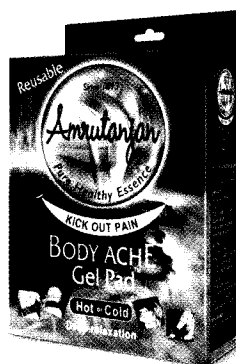
Amrutanjan Roll-on can be easily applied for quick relief from headaches. It is easy to carry and has a pleasant fragrance.



Amrutanjan Joint - Muscle spray helps in instant relief from internal sports injury, sprains and minor rheumatic pain. It provides the cooling effect required in this kind of pain.



Amrutanjan Body Pain crème is used to get relief from general body pain which include neck, back, and knee. Body pain is generally caused due to excessive physical stress, sitting in same posture for long time etc.



Amrutanjan Reusable Gel pad has dual purpose of providing Hot and Cold Therapy. It is durable, burst and puncture resistant. Hot Therapy relieves muscle pain, restores elasticity & increases blood circulation while Cold Therapy is useful in treating acute bone and muscle injuries, arthritis, rheumatoid arthritis and post surgical conditions.

Products in Congestion Management



Amrutanjan Relief for Cough & Cold Rub, Cough & Cold Rub is a complete natural remedy for cough & cold with soothing aroma which gets absorbed faster on the skin.



Amrutanjan Relief Cough & Cold Syrup is effective for dry cough, allergic cough, smoker's cough and irritation caused by pollution. It is alcohol free and doesn't cause drowsiness. It dissolves the thick mucus and contains goodness of Vasaka and Yastimadhu.



Amrutanjan Relief Cough & Cold Inhaler provides quick relief from nasal congestion when inhaled. It's the only inhaler enriched with Nilgiri oil.



Amrutanjan Relief Cough & Cold Mint soothes throat and freshens breath. It contains refreshing mint which soothes the throat and gives cooling effect. It contains Nilgiri ka tel and citrus