

78th ANNUAL REPORT 2014-15



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	2014-15	2013-14	2012-13	2011-12*	2010-11	2009-10	2008-09	2007-08	2006-07	2005-06
	with Beverage Division									
Sales	17,062.11	14,440.37	14,209.16	14,038.22	10,775.39	9,374.55	9,607.61	8,566.20	8,269.58	8025.64
Other Income	455.25	283.71	426.64	449.26	483.22	605.19	695.57	39.76	98.91	134.07
Total Income	17,517.36	14,724.08	14,635.80	14,487.48	11,258.61	9,979.74	10,303.18	8,605.96	8,368.49	8159.71
Profit Before Tax (PBT)	2,655.70	2,125.34	1,779.43	1,889.00	1,608.22	1,926.49	1,868.03	994.37	1,427.85	1259.11
Provision for Taxation:										
Current tax & short Provision of earlier years	920.00	715.00	589.93	650.00	416.43	750.37	735.71	173.49	518.36	514.85
Deferred Tax	7.18	(41.97)	(22.46)	(117.49)	(101.97)	(39.51)	(78.57)	194.77	(17.44)	(60.46)
Profit after Tax (PAT)	1,728.52	1,452.31	1,211.96	1,356.49	1,089.82	1,215.63	1,210.89	626.11	926.93	804.72
Dividend	511.54	467.69	438.46	438.46	443.81	454.50	521.05	224.00	192.00	128.00
Fixed Assets & Investments	3,056.02	2,960.08	4,790.09	5,394.60	10,069.30	6,823.21	1,861.74	2,228.89	1,537.55	1593.55
Net Current Assets	7,569.23	7,487.71	5,502.08	4,970.80	3,270.05	3,326.39	7,862.96	1,563.27	1,761.18	1156.26
Total	10,625.25	10,447.79	10,292.17	10,365.40	13,339.35	10,149.60	9,724.70	3,792.16	3,298.73	2749.81
Represented by:										
Share Capital	292.31	292.31	292.31	292.31	303.00	303.00	310.17	320.00	320.00	320.00
Reserves	10,192.19	9,399.86	8,494.72	7,794.61	9,989.29	9,438.34	9,072.28	2,225.27	1,999.16	1628.60
Net Worth	10,484.50	9,692.17	8,787.03	8,086.92	10,292.29	9,741.34	9,382.45	2,545.27	2,319.16	1948.60
Loans	-	550.00	1,257.54	2,008.42	2,662.69	125.85	20.64	846.70	768.61	572.80
Deferred Tax Liability	140.75	205.62	247.60	270.06	384.37	282.41	321.61	400.19	210.96	228.41
Total	10,625.25	10,447.79	10,292.17	10,365.40	13,339.35	10,149.60	9,724.70	3,792.16	3,298.73	2749.81
Earnings per share (`) (before extraordinary items)	11.83	9.94	8.29	45.71	35.97	40.03	38.07	19.57	28.96	25.15
Book value per shares (`)	71.74	66.32	62.46	276.67	339.58	329.50	340.95	79.54	72.47	60.89
Dividend (%)	175.00	160.00	150.00	150.00	150.00	150.00	170.00	70.00	60.00	40.00

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

Shares subdivision from ` .10/- to ` .20/- effected during 2012-13.

Corporate Information

Board of Directors	Mr. S. Sambhu Prasad Dr. H.B.N. Shetty Dr. Pasumarthi S.N. Murthi Dr. Marie Shiranee Pereira Dr. S. Vydeeswaran Mr. G. Raghavan Mr. V. Swaminathan	<i>Chairman & Managing Director</i>
Company Secretary & Compliance Officer	Mr. M. Srinivasan	
Management Team	Mr. Kannan K. Mr. Joydeep Chatterjee Mr. Jeyakanth S. Mr. Ravichandran J.	<i>Chief Financial Officer</i> <i>Business Head - Sales & Distribution, Marketing (Body Products)</i> <i>General Manager - Supply Chain Management</i> <i>DGM - Research & Development and Quality</i>
Statutory Auditors	P.S. Subramania Iyer & Co. Chartered Accountants Chennai	
Bankers	HDFC Bank Limited Yes Bank Limited Punjab National Bank ICICI Bank Limited	
Registered Office	No.103 (Old No.42-45), Luz Church Road Mylapore, Chennai - 600 004. Telephone : 044-2499 4164 / 2499 4146 / 2499 4465 / 2499 4366 Fax : 044-2499 4585 E-mail : investors@amrutanjan.com Website : www.amrutanjan.com	
Factories	Mylapore, Chennai Uppal, Hyderabad Aranvoyal Village, Tiruvallur Alathur, Kancheepuram District.	
Registrar & Share Transfer Agent	Cameo Corporate Services Limited "Subramaniam Building" No.1, Club House Road, Chennai - 600 002. Telephone : 044-2846 0390 (5 Lines), Fax : 044-2486 0129 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.

Chairman and Managing Director's Letter

Dear Valued Owners,

The year 2014-15 saw a robust increase in top line growth of 18% that aided in the bottom line growth of 19%. Both our OTC and Beverage businesses saw value and volume increases that aided in the overall performance of the company. The theme for the year was "continuation of the trend from previous year" and some of the key enabling factors were:

- Body segment growing to 8% of total share of revenue from 4% the previous year.
- Growth in sales of overall business in regions beyond South
- Growth in Modern trade business
- Growth in exports
- Execution of segmentation strategy by market and product basis town class
- Positive impact of input materials on Gross Margin
- Gross margin expansion from 58.50% to 62.49% for the OTC business
- Positive impact on cash flows due to channel stock reduction of 20%
- Beverage business completely operating on advance payments aiding to cash flow improvements
- Successful expansion of Beverage business to Eastern region
- Roll on format contribution increasing from 10% of sales to 14%

The examples given above are to give our stakeholders and readers of this report a insight into our focused approach to all segments of the business: from growth to efficiency improvements that ultimately result in shareholder value creation.

The pain category is one of the most fiercely contested segments in the OTC space today with the entry of large generic pharmaceutical players (domestic and foreign) recognizing the opportunities in the space as more consumers self medicate.

This has resulted in enormous amounts of monies being invested in the brand to build top of mind saliency with the consumer (as product differentiation is minimal).

Your company while being efficient at a aggregate Share of voice level and with a ad to sales ratio at 11% also has used innovation to create product differentiation via formats and formulation development. This has clearly resulted in successes with the Body and Head roll on launches as well as gaining share of shelf and mind in the new geographies of India as well as overseas. Our exports revenue has stood at an all time high last year having doubled from ` 150 lacs to ` 358 lacs.

Our product and distribution segmentation strategy based on formats and town class helped us bring focus to the core OTC business that resulted in the Pain segment growing at 14% in 2014-15. This was also complimented by an aggressive and vibrant media campaign highlighting the effectiveness of the Amrutanjan range of products. For the year 2014-15, Amrutanjan brand is one of the top advertisers in the rubefacient category and we wish to continue this investment going forward. Our overall brand equity has recorded the highest value in the last three years(source: Nielsen).

Our beverage business rebounded this year with value and volume sales growth of 41% and 35% respectively. We now distribute and market Fruitnik in Tamil Nadu, Telangana, Andhra Pradesh, Karnataka, Orissa and West Bengal. The Advanced Pain Management Center which offers non-surgical pain relief on a out patient basis treated around 5500 patients from its two centers in Chennai since 2011-12, averaging around 100 patients a month. This is a novel concept in India and as more consumers learn about the idea of non-surgical pain relief the business should grow in the future. We recognize the need to grow at faster than industry growths as size is essential in today's FMCG industry.

In it's 122nd year of existence, Amrutanjan Health Care Ltd, is an organization that is young at heart but also firmly engaged to the values that have been imparted by the founder and demanded by it's stakeholders. We wish to continue growing as a organization guided by these values of honesty, integrity and respect to the world at large(stake holders, society and environment).

Sincerely,

S. Sambhu Prasad



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 Strong Pain Balm Double Power has the ability to kick out pain in no time. The gentle massage of strong balm instantly provides remedy for headaches and backaches.



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 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 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.



Back Pain Roll-on provides instant relief from back pain. Get Instant and long lasting relief from back pain.

- Easy to use & apply
- Non-staining
- Non-messy
- Zero wastage

Products in Congestion Management



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



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



Amrutanjan Relief Cough & Cold Swas 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.

Products in Health Care & Hygiene



Amrutanjan Decorn Corn Caps provides quick soothing action for soft feet. It has ayurvedic medicine for corn removal in foot. It is quick acting and provides long lasting relief.



Comfy sanitary napkin offers triple benefits. It has got superior absorption, rash free and comes with the all new leak proof technology that ensure zero leak.



Amrutanjan Xpert Dermal Ointment for relief from rashes, itches, cracked heels and eczema.



FROM AMRUTANJAN
all natural™
FRUIT NIK since 1958
the power of fruit

Amrutanjan's Fruitnik - a new fruit juice drink filled with the goodness of natural fruits.

Fruitnik comes in 3 flavours:

- Recharging Mango contains essential nutrients and fiber for total well-being
- Revitalising Apple contains rich source of antioxidants, vitamins and minerals to fight cell ageing
- Rejuvenating Grape contains antioxidants to build vitality and immunity

full of fruit
is full of health
is a wonderful thing



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