



79th ANNUAL REPORT 2015 -16





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

Fruitnik comes in 3 flavours:

Recharging Mango

Essential nutrients and fibre for total well-being

Revitalising apple

Rich source of vitamins and minerals to fight cell ageing

Refreshing lemon

Speezed with vitamins and antioxidants for body hydration



fruitnik | www.fruitnik.com

A quality product of Amrutanjan Health Care Ltd.



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TEN YEAR RECORD

(₹ in lakhs)

PARTICULARS	2015-16	2014-15	2013-14	2012-13	2011-12	2010-11*	2009-10 *	2008-09 *	2007-08	2007
Sales	19,192.25	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
Other Income	573.05	469.43	283.71	426.64	449.26	483.22	605.19	695.57	39.76	98.91
Total Income	19,765.30	17,531.54	14,724.08	14,635.80	14,487.48	11,258.61	9,979.74	10,303.18	8,605.96	8,368.49
Profit Before Tax (PBT)	3,456.19	2,638.69	2,125.34	1,779.43	1,889.00	1,608.22	1,926.49	1,868.03	994.37	1,427.85
Provision for Taxation:										
Current tax & short Provision of earlier years	1,163.76	920.00	715.00	589.93	650.00	416.43	750.37	735.71	173.49	518.36
Deferred Tax	(50.64)	7.18	(41.97)	(22.46)	(117.49)	(101.97)	(39.51)	(78.57)	194.77	(17.44)
Profit after Tax (PAT)	2,241.79	1,711.51	1,452.31	1,211.96	1,356.49	1,089.82	1,215.63	1,210.89	626.11	926.93
Dividend	562.68	511.54	467.69	438.46	438.46	443.81	454.50	521.05	224.00	192.00
Fixed Assets & Investments	3,304.04	3,056.03	2,960.08	4,790.09	5,394.60	10,069.30	6,823.21	1,861.74	2,228.89	1,537.55
Net Current Assets	8,935.12	7,569.22	7,487.71	5,502.08	4,970.80	3,270.05	3,326.39	7,862.96	1,563.27	1,761.18
Total	12,239.16	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
Represented by:										
Share Capital	292.31	292.31	292.31	292.31	292.31	303.00	303.00	310.17	320.00	320.00
Reserves	11,755.46	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
Net Worth	12,047.77	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
Loans	-	-	550.00	1,257.54	2,008.42	2,662.69	125.85	20.64	846.70	768.61
Deferred Tax Liability	191.39	140.75	205.62	247.60	270.06	384.37	282.41	321.61	400.19	210.96
Total	12,239.16	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
Earnings per share (₹) (before extraordinary items)	15.34	11.71	9.94	8.29	45.71	35.97	40.03	38.07	19.57	28.96
Book value per shares (₹)	82.43	71.74	66.32	62.46	276.67	339.58	329.50	340.95	79.54	72.47
Dividend (%)	192.50	175.00	160.00	150.00	150.00	150.00	150.00	170.00	70.00	60.00

Shares subdivision from ₹10/- to ₹ 2/- effected during 2012-13

Corporate Information

Board of Directors	S. Sambhu Prasad	<i>Chairman & Managing Director</i>
	Dr. H.B.N. Shetty	<i>Non-executive Independent Director</i>
	Dr. Pasumarthi S.N. Murthi	<i>Non-executive Director</i>
	Dr. (Ms) Marie Shiranee Pereira	<i>Non-executive Independent Director</i>
	Dr. S. Vydeeswaran	<i>Non-executive Independent Director</i>
	G. Raghavan	<i>Non-executive Independent Director</i>
	V. Swaminathan	<i>Non-executive Independent Director</i>
Chief Financial Officer	K. Kannan	
Company Secretary & Compliance Officer	M. Srinivasan	
Management Team	Joydeep Chatterjee	<i>Business Head - Sales & Distribution, Marketing (Body Products)</i>
	S. Jeyakanth	<i>GM - Supply Chain Management</i>
	Dr. J. Ravichandran	<i>GM - QC / QA / R&D</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	
Corporate Identity Number	L24231TN1936PLC000017	
Factories	Alathur, Kancheepuram District, Tamil Nadu	
	Uppal, Hyderabad	
	Aranvoyal Village, Tiruvallur Dist., Tamil Nadu	
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 2015-16 saw continuation of the growth trajectory for your company with top line increasing 13 % from 171 crores to 192 crores and the profit after tax growing 30 % from 17.12 crores to 22.42 crores. Both our OTC and beverage businesses continued to see growth in volumes and key metric growth. I would like to add a few points in this letter on what we are trying to achieve at the macro level before I delve into specifics.

- Bringing high level of focus in terms of capital and managerial time in strengthening the core OTC business.
- Creating organizational capabilities to make new launches into large sustainable brands within 3 years.
- Investing a higher amount of Gross profits into the brand Amrutanjan and new launches.
- Working on increasing distribution expansion strategies in strong (South and East) as well as developing markets like West and North
- Developing internal leadership pipelines to ensure projects and functions are efficiently staffed. The single biggest challenge facing most companies is access to quality manpower.
- Working to make the beverage business self sustainable.
- Expanding product development and research infrastructure to yield new pain relief products.
- Building a execution focused organization that delivers consistent results.

These and many initiatives have yielded a CAGR of 12 % and 30 % these past three years in the top and bottom lines respectively. This year on year performance is vindication that our strategies are in line with the long-term vision of the company.

Some salient points of the year in review:

- The OTC business grew top line by 13%
- Fruitnik business grew top line by 10% from 20 to 22 cr
- Gross margin expansion of OTC business from 61.6 % to 64 %
- Gross margin expansion of Beverage business from 23% to 24.3%
- Northern zone recording highest sales ever
- Head Business growth: our consumer segmentation strategy rolled out in 2012 , continues to give us steady growth year on year.
- Body products maintaining share of revenue of 8 % indicating growth with the company but at the same time not cannibalizing other products
- Our sanitary napkin brand, Comfy, doubled sales to 3.0 cr and continues to enjoy high initial acceptance from the consumers.
- Our trade receivables days outstanding has shown a reduction of 10%
- The Roll-On as a format today is Sizeable
- Reduction in Fruitnik freight from 11.8 % of sales to 9.8 % of sales due to local sourcing strategies

We are a company fully focused on fundamentals and wish to be a self aware, grounded organization focusing on investing in what is working and trimming what is not. As we enter our 125th year of existence in 2017, the Board and the management team are very excited about the future and prospects of our organization. Our loyal consumers have kept us in business for over a century and as long as we don't take that for granted, I am confident we will continue to thrive.

We are also fortunate to have long term focused shareholders who have been supportive and passionate about their company throughout and the fact that we all have to add value to their investments is never forgotten.

Last but not least, giving back to the community is something our founder built into the ethos of our organization that is continued today beyond the mandated CSR activities. Last year your company helped in supporting diverse activities like supporting education of underprivileged girls, building toilets for the needy, health care delivery to tribals in Nilgiris and supporting animal welfare. Many of these were initiated before the new regulations came into effect.

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.



Amrutanjan Pain Balm Extra Power (APBEP)- Is the classic headache & cold remedy for over 120 years with unique Aroma, now with new and improved actives to make it more efficient and provide faster relief while maintaining the naturally extracted essence of its ten active ingredients. This will ensure better cooling, long lasting effect and help treat pain more efficiently.



Amrutanjan Strong Double Power (ASDP)- the stronger neutral colored white balm relieves severe headaches and back pains. The balm accompanied with a massage gives you incredible relief within minutes. So no matter how demanding our job is you can always rely on Amrutanjan Strong Double Power that removes your headache or back pain. The balm promises faster and long lasting relief.



Amrutanjan Headache Faster Relaxation Roll-On (AFRR)- Quick instant reliever for headache which suits the modern lifestyle which can be used on the go, Non-greasy solution, convenient to use, easy to carry with rapid action, Instant relief, refreshing aroma and stain free.



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

Product in Congestion Management



Relief Cough & Cold Cold Rub: The mild formulation of Relief cold rub is the perfect remedy for cold congestion as it is the first ever specialist formulation which is gentle on skin, but tough on cold. It is 100% natural and has no side effects. It contains specialized oils which gives soothing aroma and faster relief from cough and cold.



Relief Cough & Cold Cough Syrup: Having a cough is no fun and it knocks you out from regular activities. Relief cough syrup is an effective cough remedy which relieves dry cough, allergic cough, smokers cough and inflammation caused by pollution. It does not contain alcohol and does not give any drowsiness. It is 100% natural and is completely safe. It contains the goodness of Vasaka and Yastimandu which are natural throat decongestant.



Relief Cough & Cold Nasal Inhaler: Chill and pollution lowers your general resistance and weakens your multiple nasal defenses. Relief Nasal inhaler is your perfect partner in those times as its quick acting decongesting formula provides quick relief from nasal congestion. It is the first inhaler to be enriched with Nilgiri oil, a powerful and safe nasal decongestant. Its sleek shape makes it handy to carry and it is completely natural and has no side effects.



Relief Cough & Cold Swas Mint: Relief Swas mint provides instant relief from cold and sore throat. Its powerful combination of Nilgiri oil and citrus gives a cooling and refreshing effect. It soothes the throat and freshens breath.

Product in Health Care & Hygiene



Amrutanjan Decorn Corn Caps is an Ayurvedic medicine for corn removal in foot. It is quick acting and comes in easy to use bandage. Its soothing effect gives long lasting relief. Its quick action helps in achieving soft feet and removes corn effectively. It is completely natural, safe to use and has no side effects.



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.



Established in 1893, Amrutanjan has grown to become one of India's most trusted household brands. With a commitment to sound healthcare management using the perfect blend of science and nature, we at Amrutanjan believe that innovation, coupled with nature's essence, can enhance the living standards of people. We look to the purest ways of bettering your health, and with your best interests at heart, we are continuously striving towards delivering "pure healthy essence" through our wide range of products in pain, congestion, hygiene and beverage categories, so you can live a beautiful, healthy life.